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| **Supplemental Content 1** Focus group question prompts related to physical activity |
| 1. Do you believe there are benefits to being physically active?    1. If yes, what benefits do you receive from being physically active?    2. If no, why not? |
| 1. What barriers to you face that prevent you from being physically active?    1. What can [university organizations and operations] do to help remove those barriers?    2. What have [university organizations and operations] already done to help in the past year? |
| 1. Does 1) [ university recreation center], 2) student organizations, 3) student government, and/or 4) first-year seminar provide you with tools, techniques, or strategies that could motivate you to be physically active?    1. If so, how? |
| 1. Thinking of the communities and cultures that you belong to, what do these communities deem desirable or acceptable in terms of physical activity? |