



**exercise move dance**

## **2018 GROUP EXERCISE NATIONAL SURVEY REPORT**

An overview and analysis of the latest findings from current, previous and potential group exercise participants



# WELCOME TO THE EMD UK 2018 NATIONAL SURVEY

## WHAT IS THE REPORT?

---

EMD UK, the national governing body for group exercise, are on a mission to increase participation in group exercise by supporting instructors / teachers and organisations to deliver excellence.

Through our insight work, and the partnership projects we undertake, EMD UK has access to the largest pool of data on the group exercise sector. We use this data to support organisations and instructors to understand and respond to their current and potential markets as well as to promote the physical, social and mental benefits of group exercise.

This data driven approach means we can track current trends in the market and ensure our partners have the right products and tools to meet the needs of participants.

The EMD UK 2016 and 2018 National Survey's and this subsequent report have been carried out to give group exercise providers (leisure operators/gyms/health clubs/instructors/brands/styles) invaluable insights into who their current and potential consumers are, what they are consuming, how they are behaving and why. It is our hope and expectation that these insights will be utilised to ensure that as an industry we are offering inclusive, consumer centric products and services that capitalise on the massive opportunity that group exercise has to reduce levels of inactivity.

Ensuring that products and services are insight driven will not only help to support the reduction of inactivity across the UK, but is key to creating and delivering, sustainable and profitable (where relevant), group exercise activities and businesses.

## METHODOLOGY

---

The 2016 national survey was a UK representative online survey of 1468 adults aged 16+ conducted by YouGov between 19th February 2016 - 7th March 2016. The 2018 national survey was a UK representative online survey of 1500 adults aged 16+ conducted by YouGov between 26th February 2018 - 27th March 2018. The margin of error in the sample size is +/- 3% which should be taken into consideration when viewing the report.

Population level data has been achieved by combining percentages from the representative samples with current population statistics (Office for National Statistics, 2013 and Office for National Statistics, 2018).

Throughout the report data has been cut to be representative of different surveys, different demographics (e.g. England only) and respondent types (e.g. once a week only). The relevant cuts are stated underneath each table/graph along with the relevant survey question/s, sample sizes and any accompanying explanation.

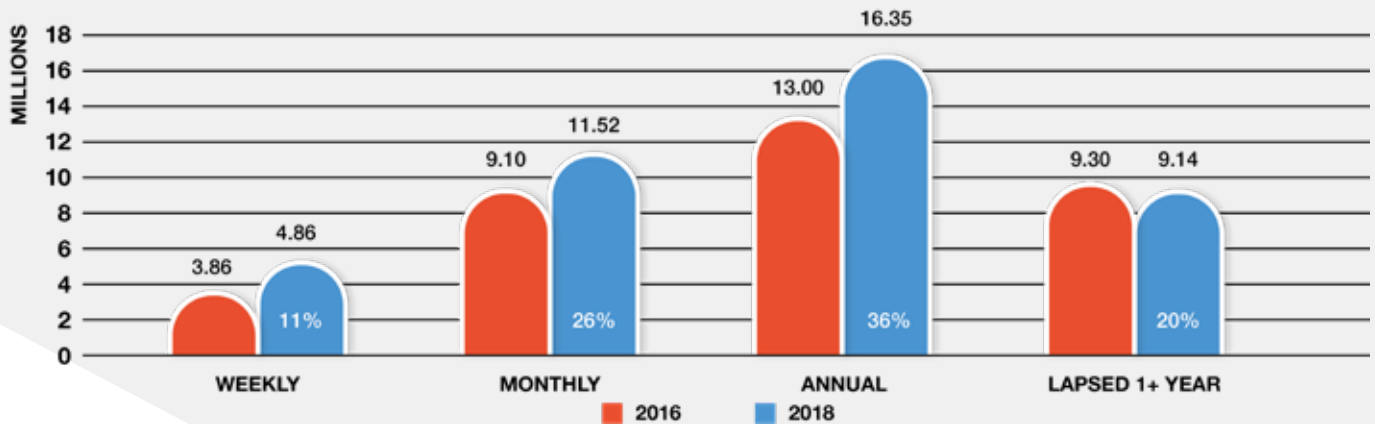
## HOW TO USE THIS REPORT

---

This report will outline key statistics from the report and how these relate to you and your classes. Where possible, we offer next steps for you to follow and tips for how to improve your group exercise offering.

# OVERALL PARTICIPATION

Let's take a look at the current group exercise climate.



National Survey, England only

Results are a combination of male (base size: 2016 588, 2018 502) and female (base size: 2016 642, 2018 657) respondents. Participation is derived from a series of questions to (1) determine participation ever, annually or the last 4 weeks and (2) no. of instances over the last 4 weeks with >3 equating to weekly participation. Participation is determined by participation in one of the following types of group exercise classes; Strength and body conditioning, Cardiovascular, Holistic, Dance fitness, Water workouts, Dance.



**THERE ARE 1 MILLION MORE WEEKLY PARTICIPANTS COMPARED TO 2016.**

There is a bigger gap between weekly and monthly participants and between monthly and annual participants. There are a lot of people participating infrequently to be converted to more regular participation.

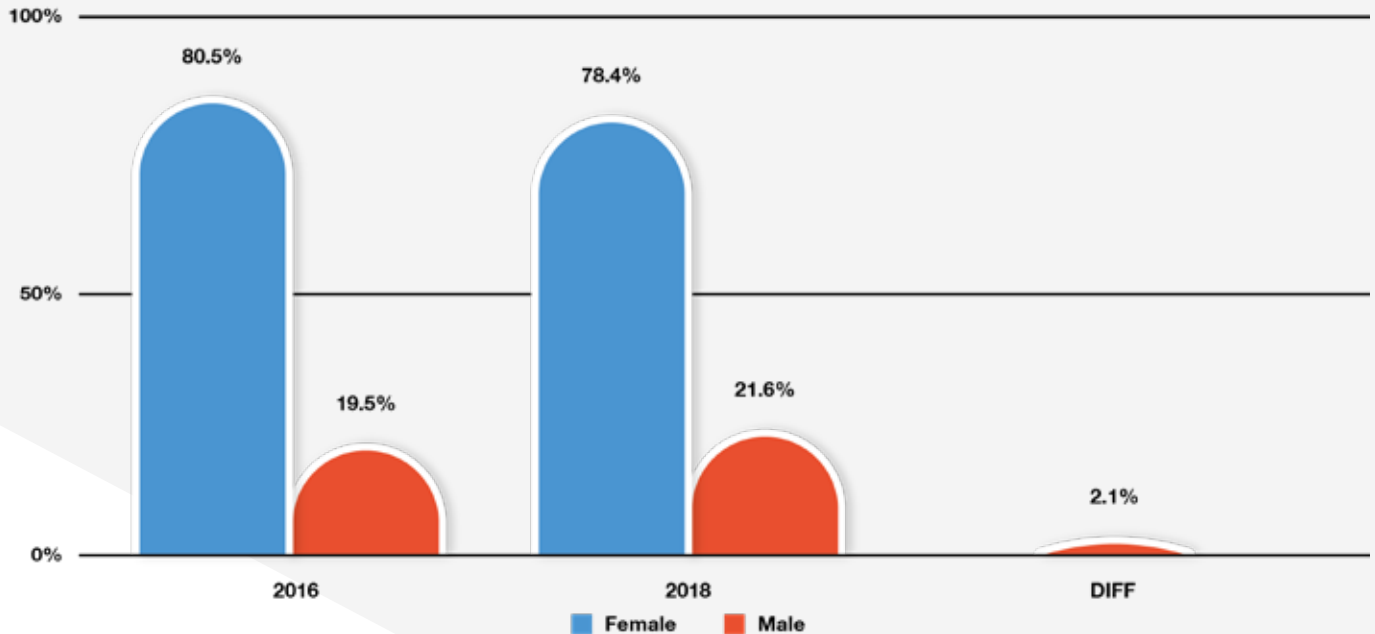
## WHAT DOES THIS MEAN TO ME?

In December 2017, the American College of Sports Medicine released their **Worldwide Survey of Fitness Trends for 2018**.

The report cited that group training (group exercise) was the number two fitness trend for 2018. It stated "Group exercise instructors teach, lead, and motivate individuals through intentionally designed larger group exercise classes (more than five or it would be group personal training). Group programs are designed to be effective sessions for different fitness levels and are motivational with instructors having leadership techniques that help individuals in their classes achieve fitness goals."

As a group exercise instructor, you are having an impact on participation. You can use this statistic as motivation to get even more people enjoying the benefits of group exercise.

# GENDER



National survey 16/18, weekly participants, England only  
Male (base size: 2016 588, 2018 502) and female (base size: 2016 642, 2018 657)



**SINCE 2016 THERE ARE 706,000 MORE WOMEN PARTICIPATING WEEKLY AND 299,000 MORE MEN PARTICIPATING WEEKLY.**

## WHAT DOES THIS MEAN TO ME?

Although group exercise is a hugely accessible and welcoming sport, it has been dominated by female participation. In recent years, brands such as **Broga** have addressed this imbalance and developed their styles to resonate with the male population.

As more men start to try group exercise, you have the opportunity to reach out to more people. If you're looking to get more men into your classes, think about:

Male participation has increased (relatively) significantly more than female participation. Although women still make up a significantly larger percentage of total group ex participants, men have taken back 2% of the share.

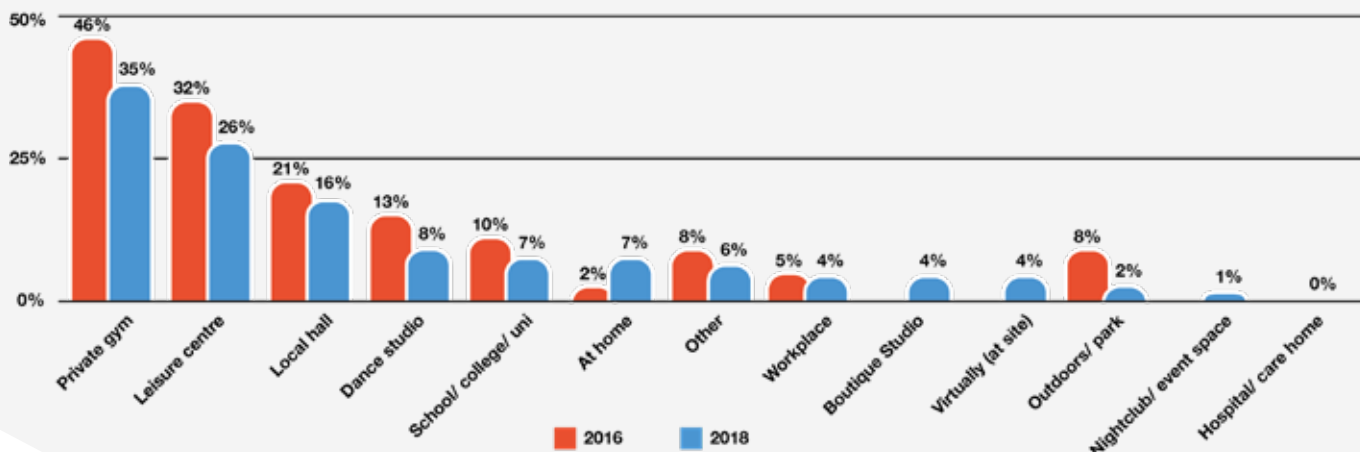
- Your marketing imagery; is it friendly to all genders? Could you use more inclusive images?
- The pathways group exercise provides. Group exercise is a great way to build stamina and strength before entering competitive sports, like football and rugby. Include phrases such as 'build stamina and strength;' when marketing your classes.
- Approach local sports teams. Explain how group exercise can complement the team's regular training, especially sessions such as HIIT, circuits and boot camps.

## UPSKILL OPPORTUNITY

If you're thinking about providing sessions for sports teams but have no experience or training in HIIT etc, check out the **Level 2 Group Training Qualification**. Fast track options available for Level 2 instructors and Level 3 personal trainers\*.

\*Conditions apply.

# LOCATION AND AWARENESS



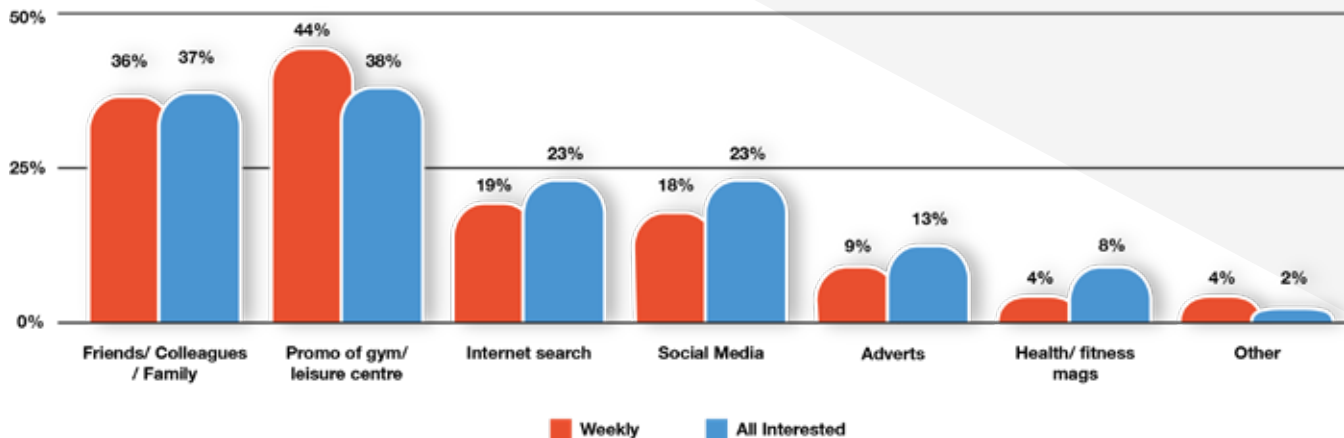
Q 2016: Thinking about the last 12 months where have you taken part in a group exercise class?

Q 2018: Where do you normally take part in group exercise classes?

National survey 16/18, weekly participants, England only, base 161/170



THE TOP THREE GROUP EXERCISE VENUES ARE PRIVATE GYMS, LEISURE CENTRES AND LOCAL HALLS.



Q: How do you find out about new styles of group exercise? Please select all that apply.

National survey 18, weekly participants/all 'interested', England only, base 170/461



WORD OF MOUTH CONTINUES TO BE A SIGNIFICANT DRIVER FOR RAISING AWARENESS OF GROUP EXERCISE OPPORTUNITIES.

## WHAT DOES THIS MEAN TO ME?

---

No matter which venue you're teaching in, you'll want to make your class visible and attractive, so people keep coming back for more! With word of mouth being a key driver, there are some key things you can try to ensure your participants are spreading the good word about your classes:

- First impressions count. Greeting your participants as they enter your teaching space sets a great impression. If you don't know all their names yet, still take the time to smile, say hello and make them feel welcome.
- Explain the benefits. It's important people understand what is actually happening whilst their exercising, so they can tell others about the benefits. Does your class assist in weight loss? Does it build muscle? Does it increase stamina? Tell them!
- Understand why they're doing the class. Read our [Do You Know Their Why?](#) blog to understand the importance of rapport-building in your classes.
- Be motivating. No matter what kind of day you've had, you have to #StandAtTheFront and deliver the best session you can. People buy into your energy and will want to tell people when they've had a great class. Equally, they'll want to tell people when they've had a bad class too!

With over 45% of people using social media and/or internet searches to find new group exercise styles, having an online presence is key. This is covered in great detail in our Essential Marketing Hacks for Fitness Instructors resource, which you can find in your EMD UK resource area under 'Marketing and Promotion.' Some quick things you can do to increase online awareness of your class are:

- Upload your class details on [Class Finder here](#)



# LOOKING FOR THE WHOLE REPORT, FULL OF TIPS AND SUPPORT FOR INSTRUCTORS?

EMD UK member's have full access to this and other reports, as well as a wealth of resources from their instructor support package. Support packages include:

- Amazing value, comprehensive insurance\*, all of our policies include;
  - £10m public liability, professional liability and product liability
  - £2.5k personal property and great personal accident cover
- Discounted PPL
- Discounted REPS
- Free premier subscription to MyGroupFit worth £29.99
- Practical resources – health and safety templates, risk assessments, PAR-Qs
- Professional business and marketing resources – developed by experts in the industry
- Discounts on brands such as Tikiboo, JIMBAG and more

Already got insurance? Our ESSENTIAL support package contains all the benefits, just without the insurance.

## INTERESTED? FIND OUT MORE HERE.


\*ESSENTIAL support package exempt


**FIND MORE ABOUT THE WORK  
OF EMD UK, THE NATIONAL  
GOVERNING BODY FOR GROUP  
EXERCISE, HERE**

 **EMDFORLIFE**

 **EXERCISEMOVEDANCEUK**

 **EXERCISEMOVEDANCEUK**

 **HELLO@EMDUK.ORG**

 **01403 266000**

  
exercise move dance