



Dance Fitness – National Survey: A national view on Dance Fitness

EMDP & YouGov



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Management Summary

- ❑ 3.8% of national representative women participate in dance fitness weekly, and 13.7% annually (at least once). When including men and women nationally representative the percentages reduced to 2.0% weekly and 8.7% annually (at least once).

Dance fitness participants

- ❑ Dance fitness participants' popular choices of venue for attending classes are in church/community halls and leisure centres, with the most preferred choice of payment being 'pay as you go'.
- ❑ Going by yourself is the most common way to attend a dance fitness class.
- ❑ Amongst participants, satisfaction is high for different aspects of the class with it being highest for the teaching.

Latent Demand

- ❑ Women who are not currently participating in dance fitness but are interested in attending are most interested in Zumba classes. They would look on the internet and gym/sports centre for information. The best time of day for attendance is weekday 6pm-11pm and weekends 12noon-4pm.
- ❑ The reasons why women do not attend dance fitness classes is because of the perception that is not for them, its too expensive and their not in good enough health.
- ❑ Amongst the women who perceive dance fitness classes as too expensive, the optimum price they would be willing to pay to attend is between £3 - £5.

Management Summary

Health benefits and Attitude towards dance fitness

- ❑ The main reasons why people attend dance fitness classes is for fitness, toning/losing weight and the enjoyment of dancing.
- ❑ Perceptions of dance fitness from men and women (even those who do not participate) is that it is a good way to keep healthy and lose weight. Women more than men see the benefits of dance fitness classes as a stress relief.
- ❑ Women have more of a positive attitude and view dance fitness classes as fun and a good way to meet people, while men think dance fitness classes are not for someone like them, and you need good rhythm/coordination.

General participation in sports amongst women

- ❑ 3 in 10 women have not participated in physical exercise in the last 12 months. Amongst those that do exercise, the younger age groups are more likely to do physical exercise than the older age groups.
- ❑ The main reasons for exercising is to improve health, fitness and lose weight. The barriers to not being able to exercise is lack of time due to work commitments and health reasons.

emd *insight*

Understanding Exercise, Movement & Dance

Method



YouGov

Method

The fieldwork was conducted between 24th February – 11th March 2015 and the survey length was approximately 15 minutes.

Several sample groups were conducted:

- 1500 women and men aged 16 years + with a skew towards women (1250/250) and to be weighted back down to be nationally representative.
- 374 16 years + who have participated in dance fitness in the last month. This includes 120 nationally representative participants plus a 250 boost of women who have participated in the last month.
- 206 14 and 15 year olds.

The following report focuses on:

- Men and women nationally representative.
- Women nationally representative.
- Men nationally representative.
- All who have participated in dance fitness in the last 12 months.
- 14 and 15 years olds.

Key



Men and women nationally representative



Men nationally representative



14 and 15 year olds



Women nationally representative



Dance fitness participants

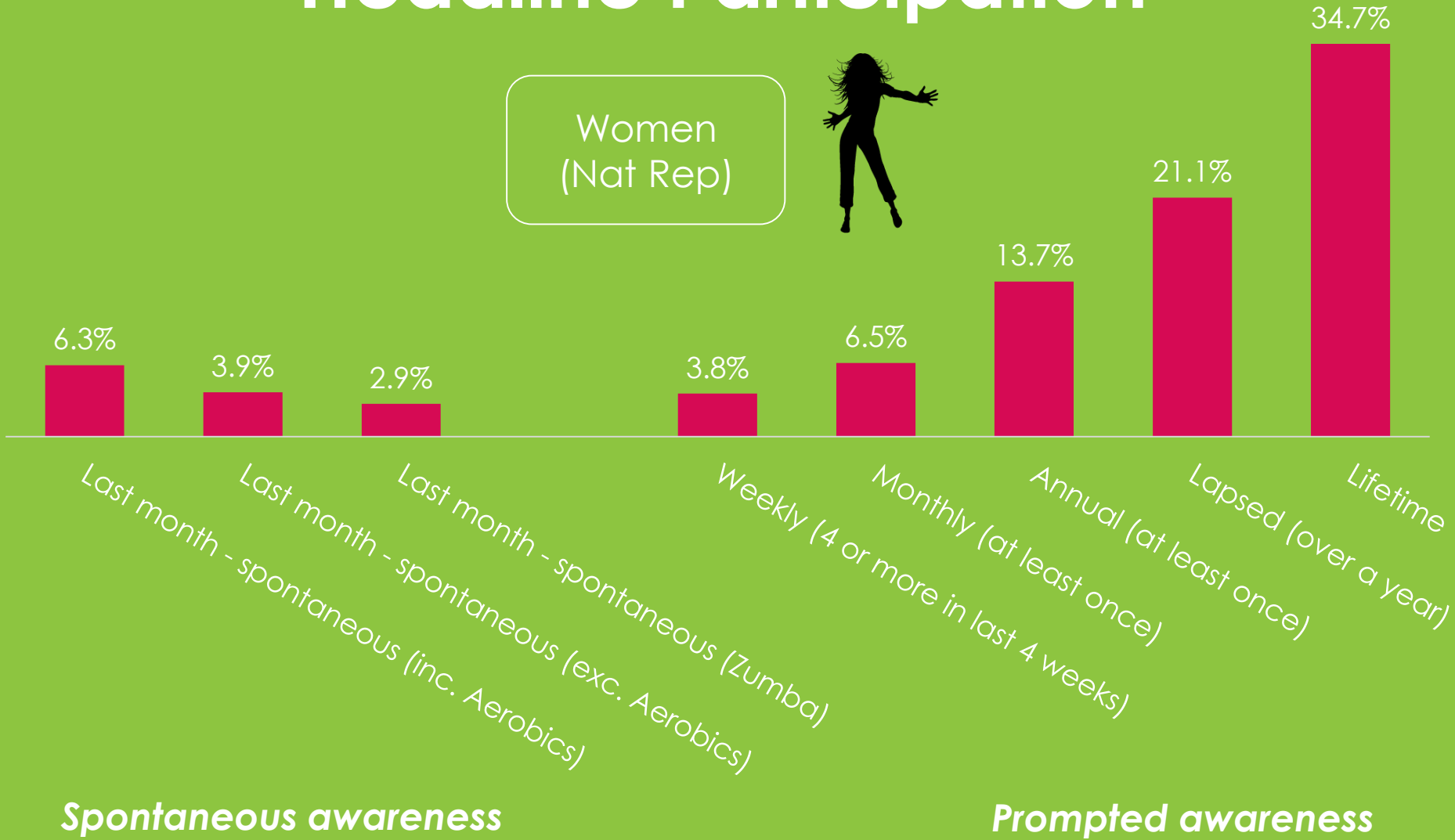


Key Findings



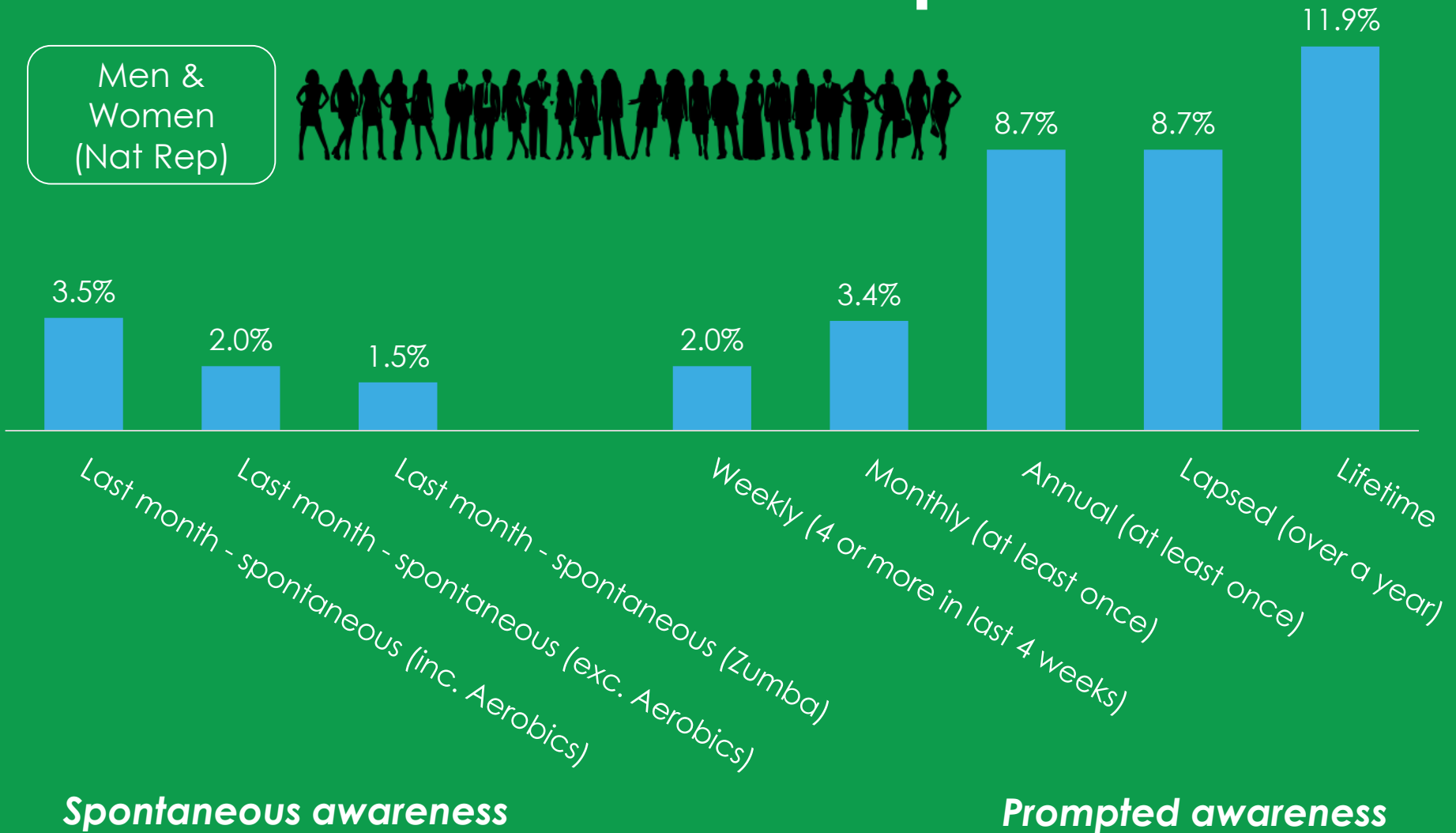
Headline Participation

Women
(Nat Rep)



Headline Participation

Men & Women
(Nat Rep)

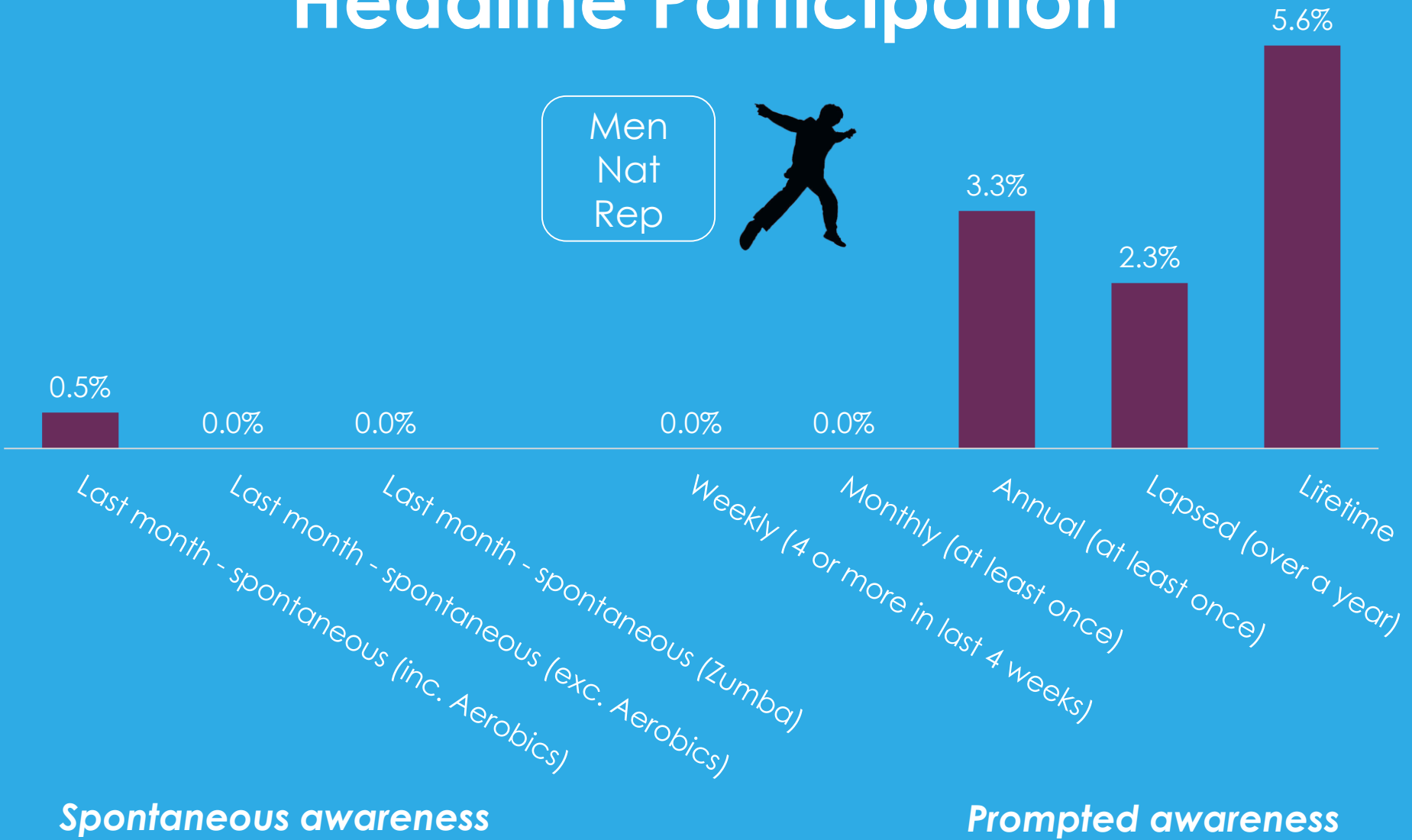


Base: 1,501 women and men aged 16+



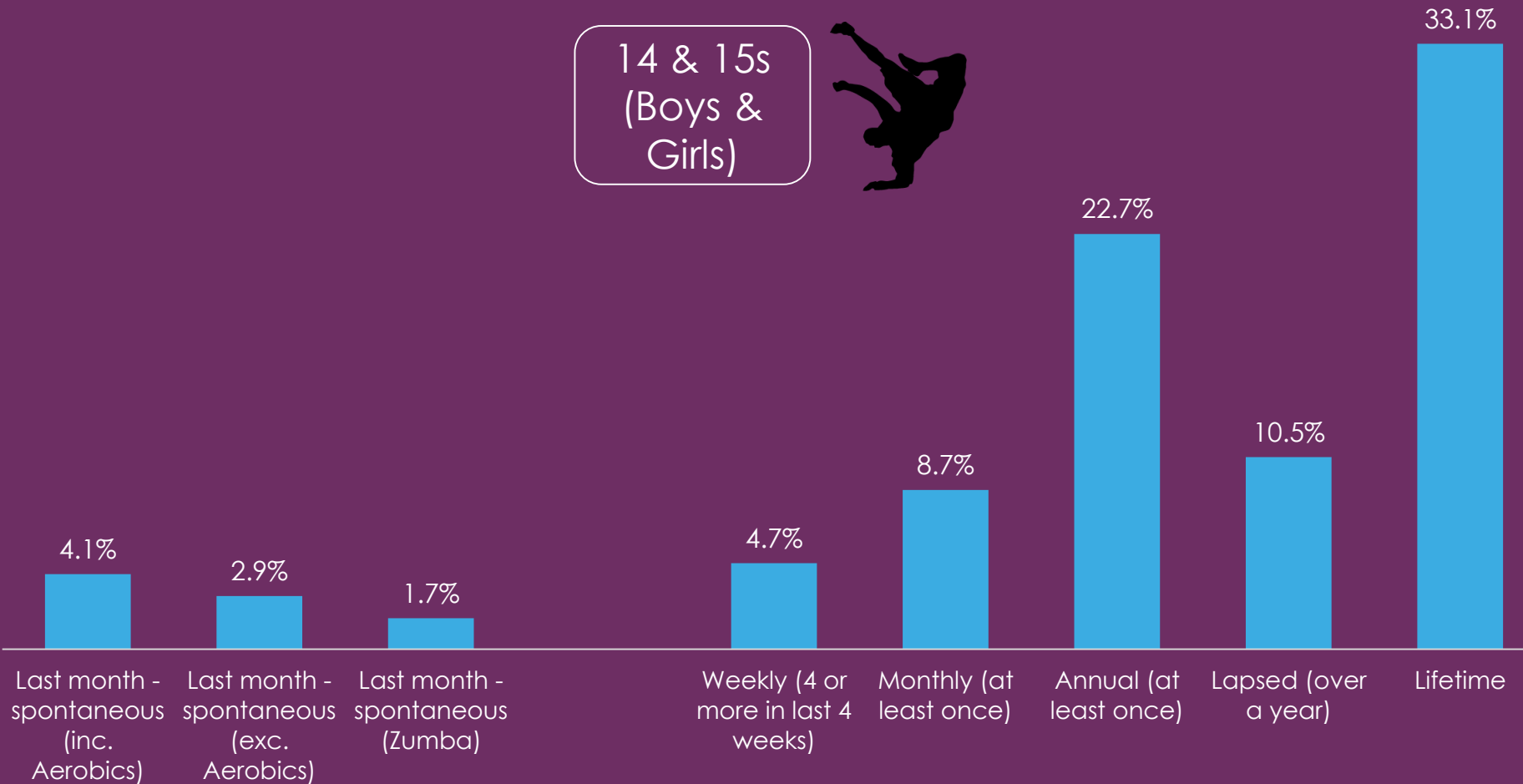
Headline Participation

Men
Nat
Rep



Headline Participation

14 & 15s
(Boys &
Girls)



Base: 98 boys, 108 girls aged 14-15





At least once a week



5.8%

5.0%

6.0%

5.8%



Winter



Autumn



Summer



Spring

7.4%

6.8%

7.6%

7.2%

At least once a month

It is not an especially seasonal activity but there does seem to be an Autumn drop-off



Which of the following best sums up how often you attended a dance fitness class in these months over the last year? (Base: 1,250)





Zumba

Dancing Ballroom

Jazz

Tap

Fitness

Line

Street

Ballet

Salsa

Dance

Aerobics

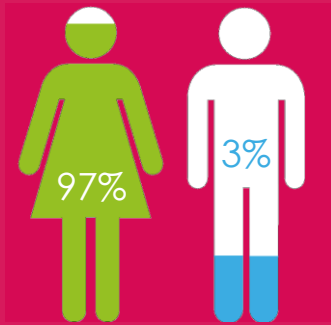


Thinking about dance fitness which, if any, classes come to mind?



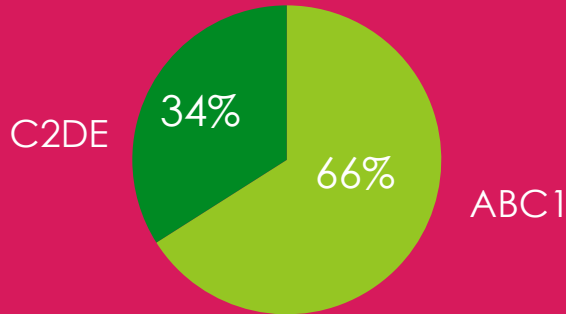
Profile of Participants - Demographics

Gender



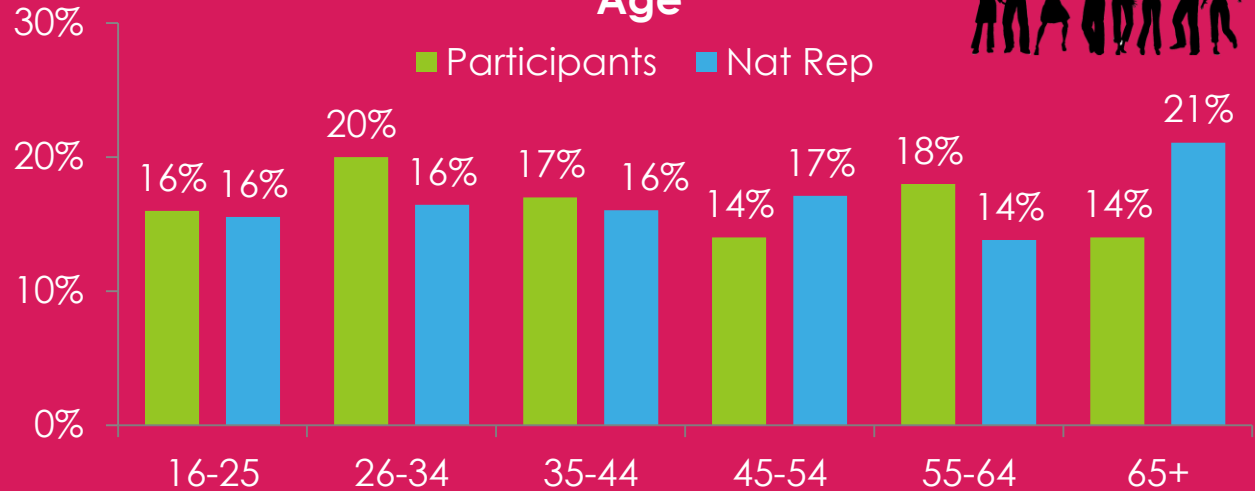
Nat Rep – 51% women; 49% men

Social Grade

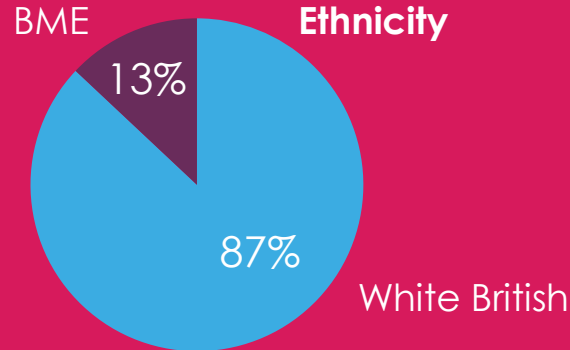


Nat Rep – 53% ABC1; 47% C2DE

Age



Ethnicity



Nat Rep – 87% White British; 13% BME

Disability



45% physical mobility

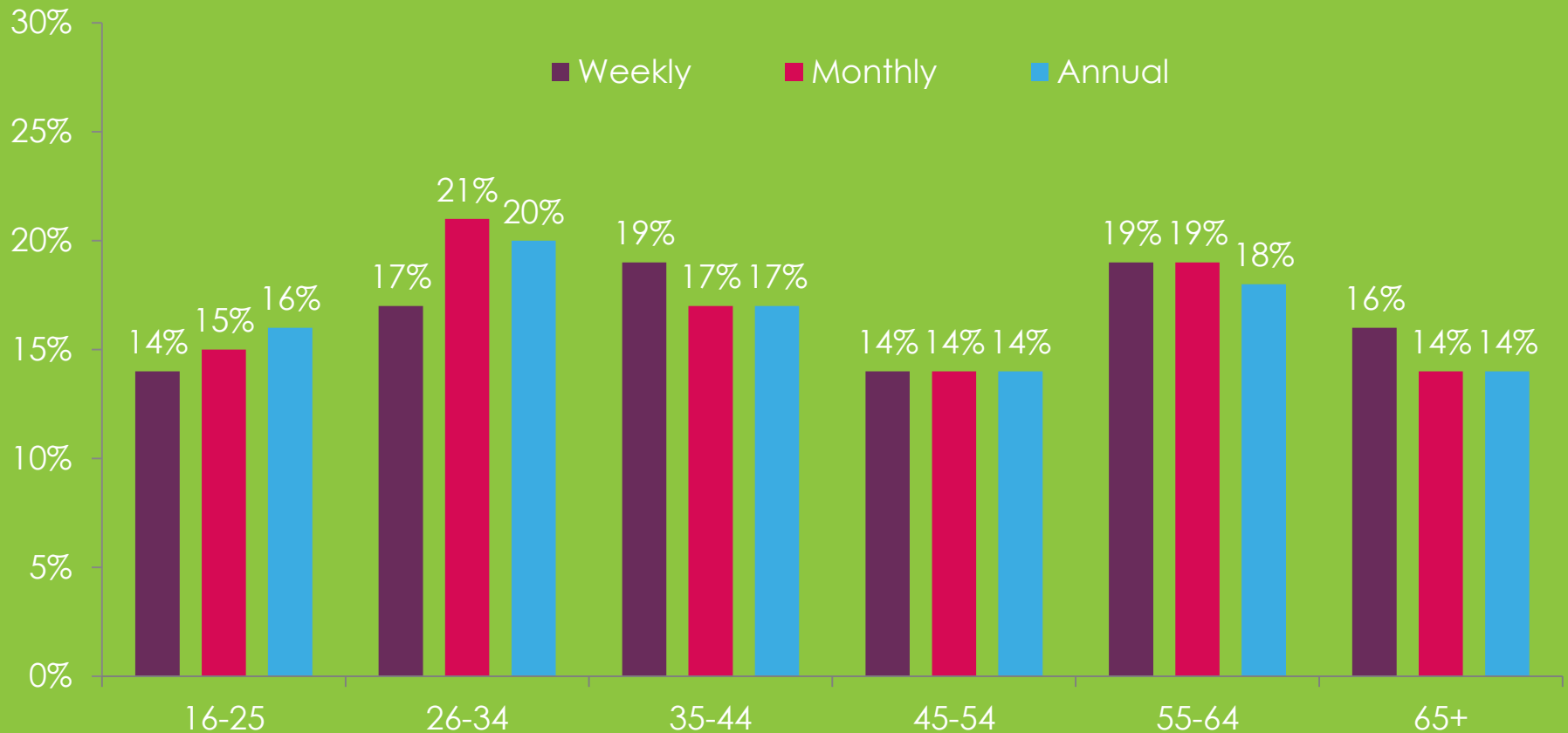
13% arthritis
11% asthma

Nat Rep – 20% Disability

Participation Profile



Age



How they take part



The younger age groups tend to have gym memberships that include dance fitness classes, while the old age groups lean more towards the pay as you go system

Pay as you go
(50%)

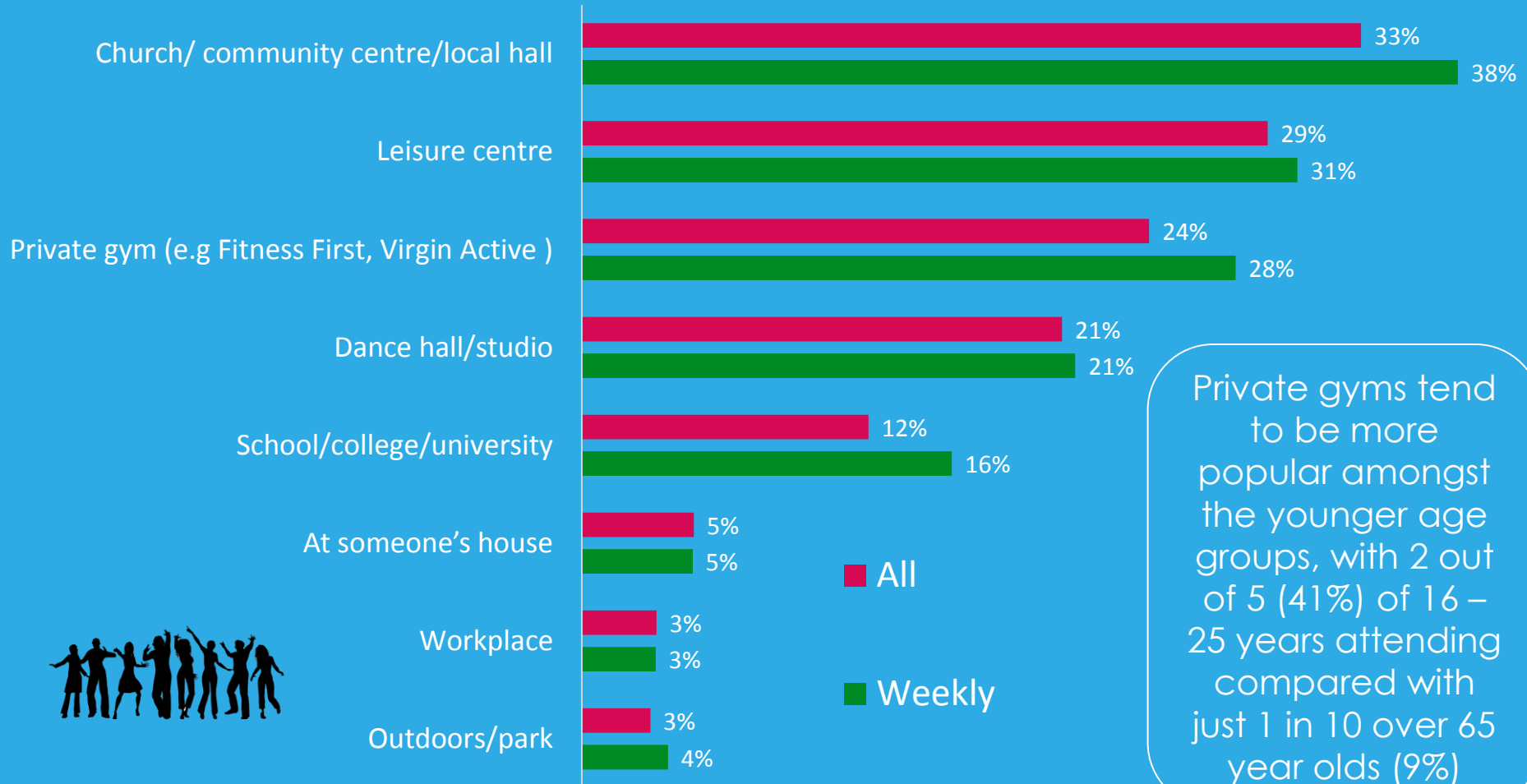
Included in the gym membership
(22%)

Monthly direct debit
(10%)

I don't pay for the classes
(5%)

Pay weekly
(7%)

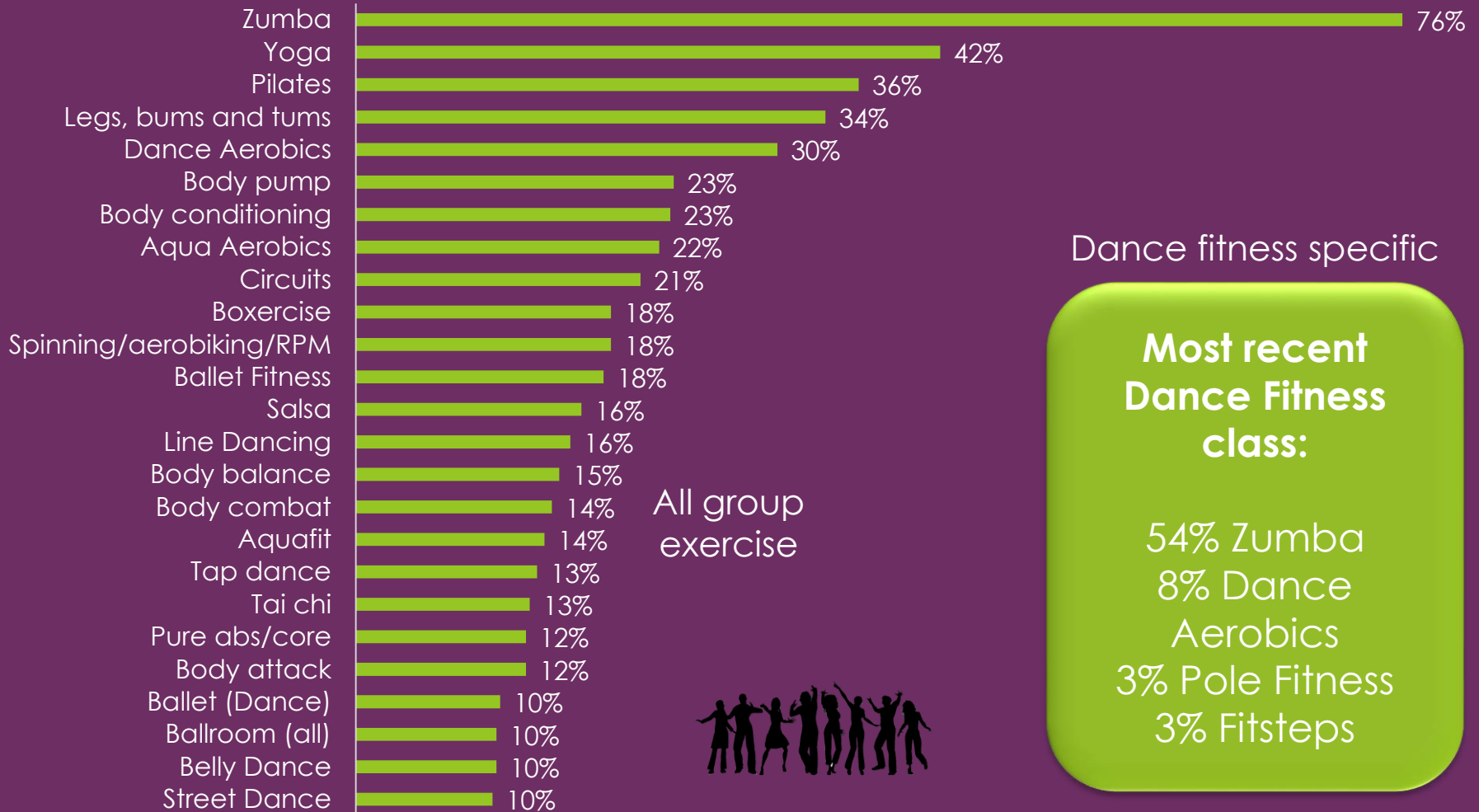
Location of Participation



Private gyms tend to be more popular amongst the younger age groups, with 2 out of 5 (41%) of 16 – 25 years attending compared with just 1 in 10 over 65 year olds (9%)

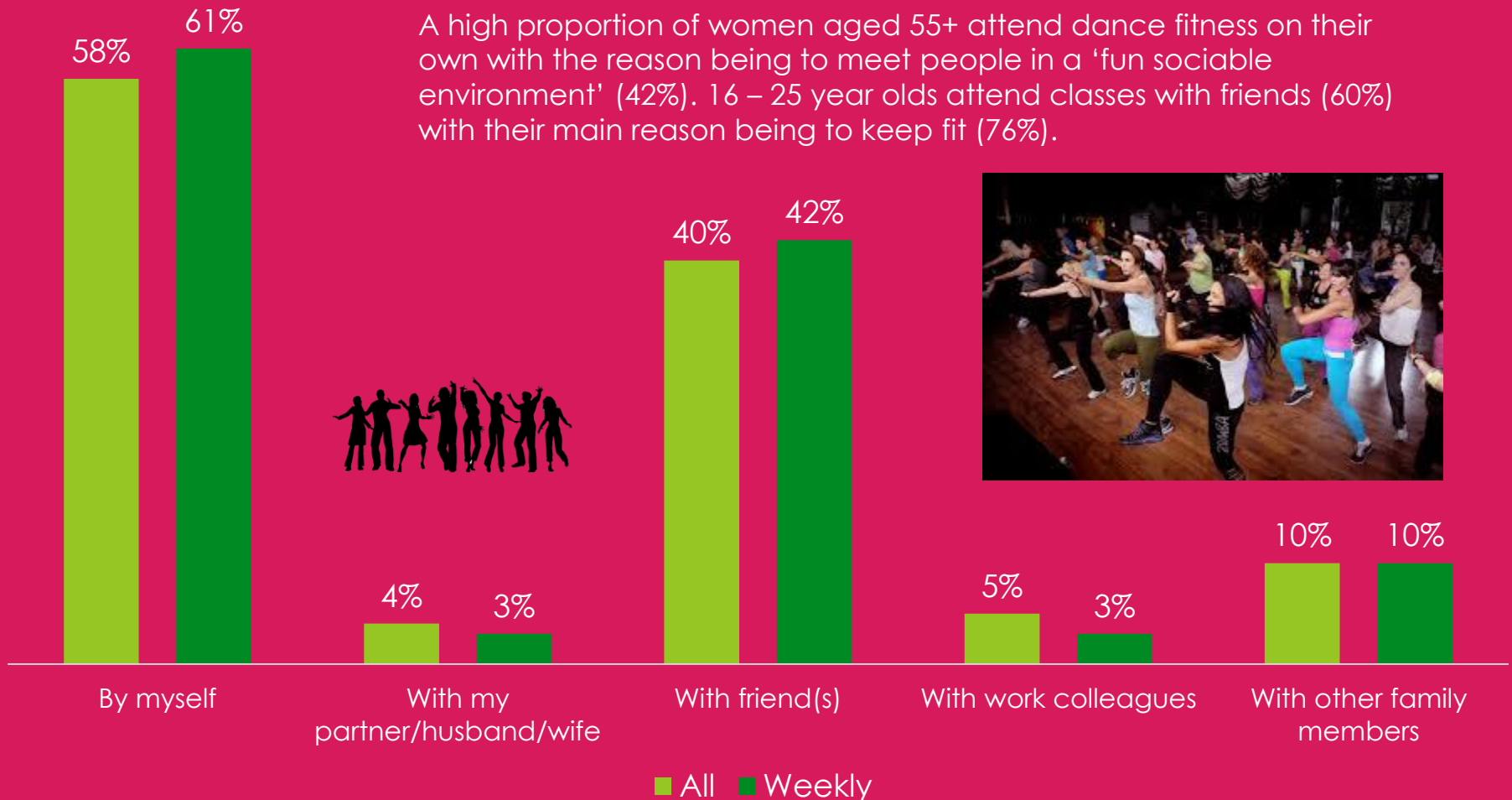


Styles of Participation



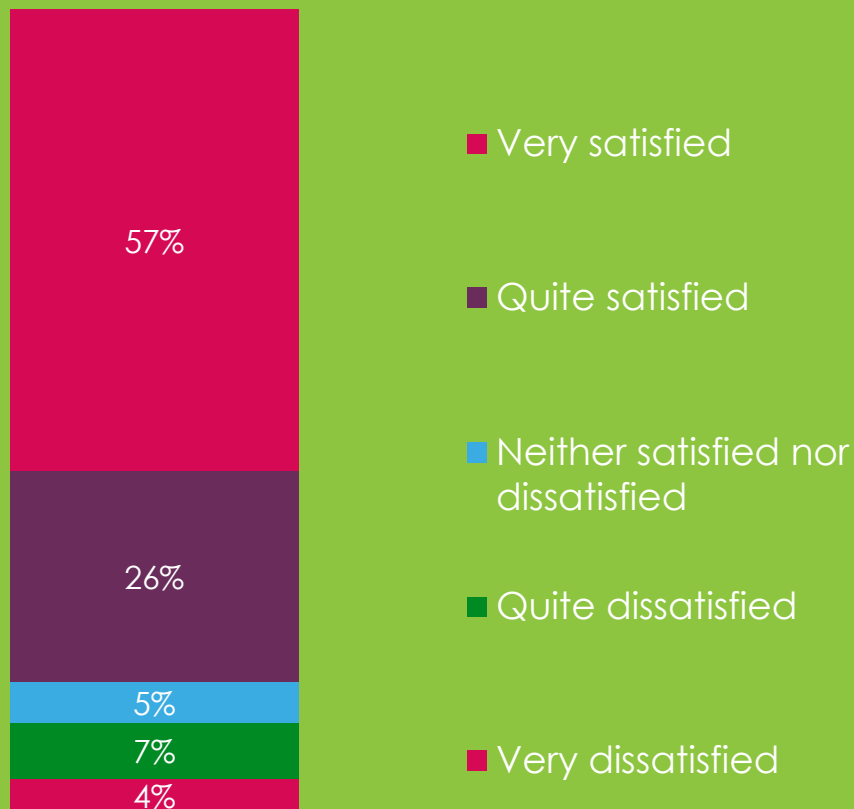
How they take part – who with?

A high proportion of women aged 55+ attend dance fitness on their own with the reason being to meet people in a 'fun sociable environment' (42%). 16 – 25 year olds attend classes with friends (60%) with their main reason being to keep fit (76%).



Satisfaction and Recommendation

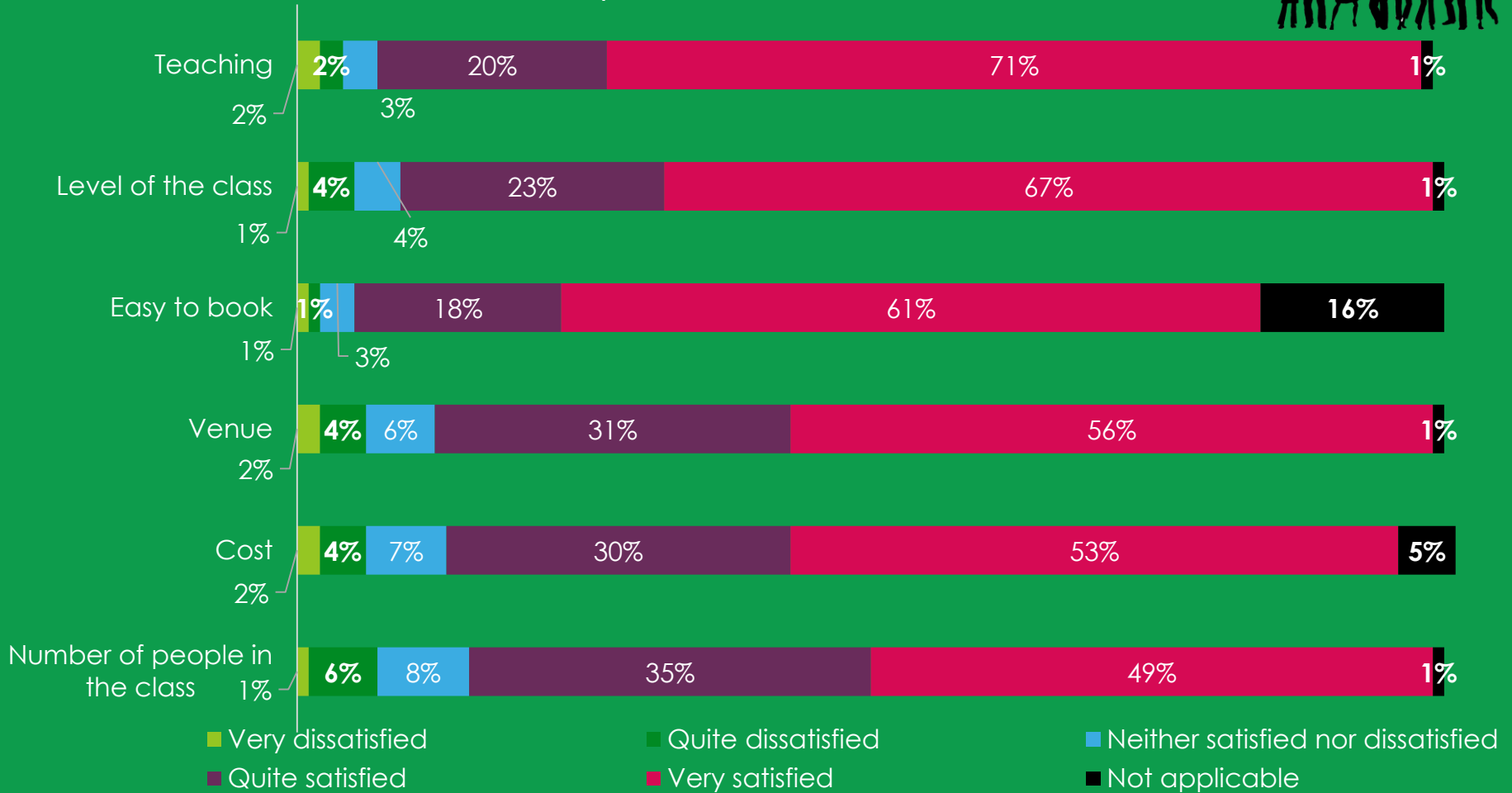
Overall satisfaction



There is a difference in satisfaction depending on where the class is attended, those who attended classes in private gyms (97%) are more satisfied with the level of class compared with leisure centres (83%). Although satisfaction is still high for leisure centres, improving this may prevent a decline in attendance

Satisfaction and Recommendation

Satisfaction with different aspects of dance fitness class



Still thinking about the most recent dance fitness class, how satisfied or dissatisfied were you with the following aspects? (Base: 368)

And overall how satisfied or dissatisfied were you with the most recent dance fitness class you took part in? (Base: 368)

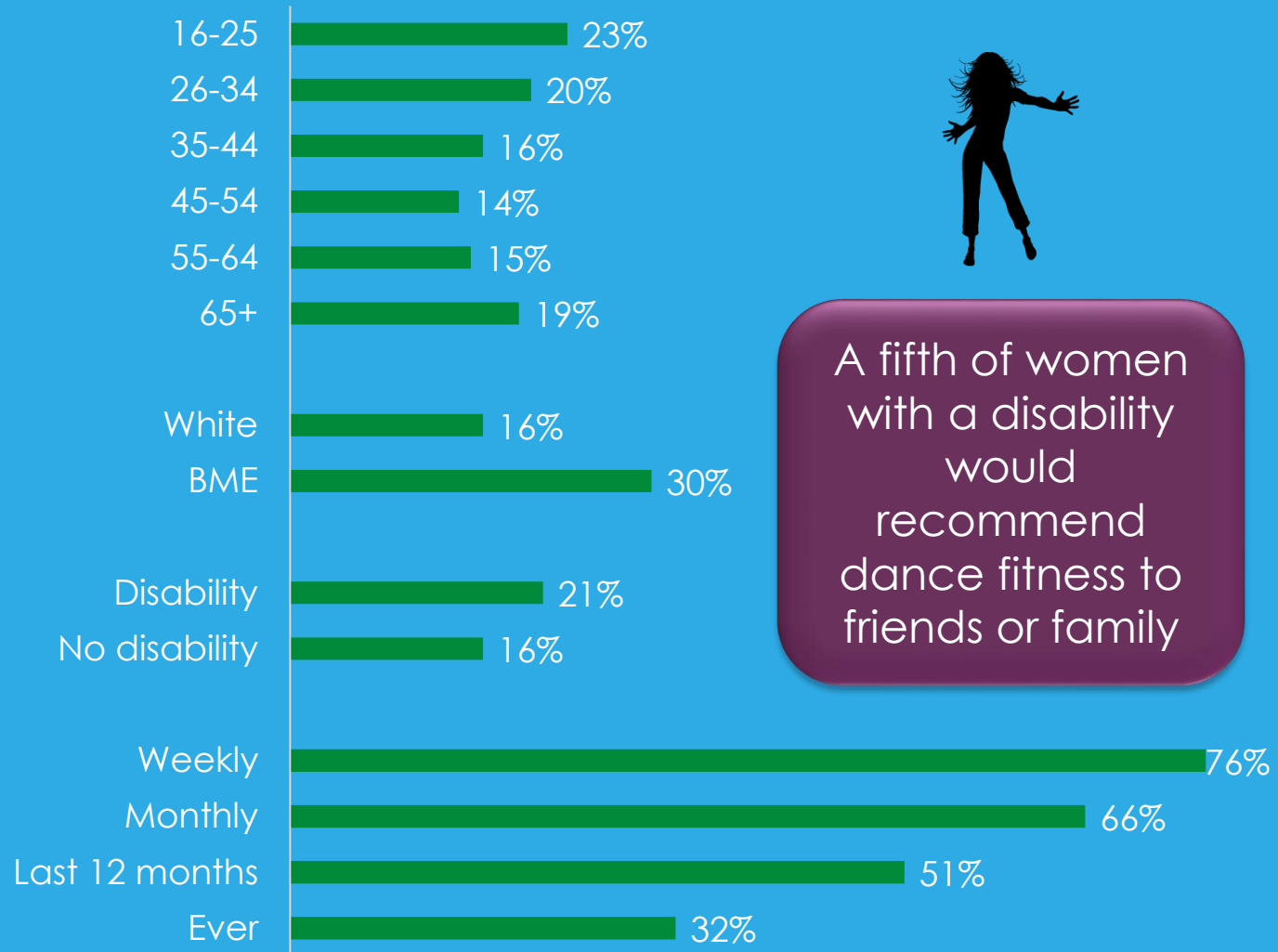


To take part is to advocate

Score 9
or 10 out
of 10:
18%

For Men:
5%

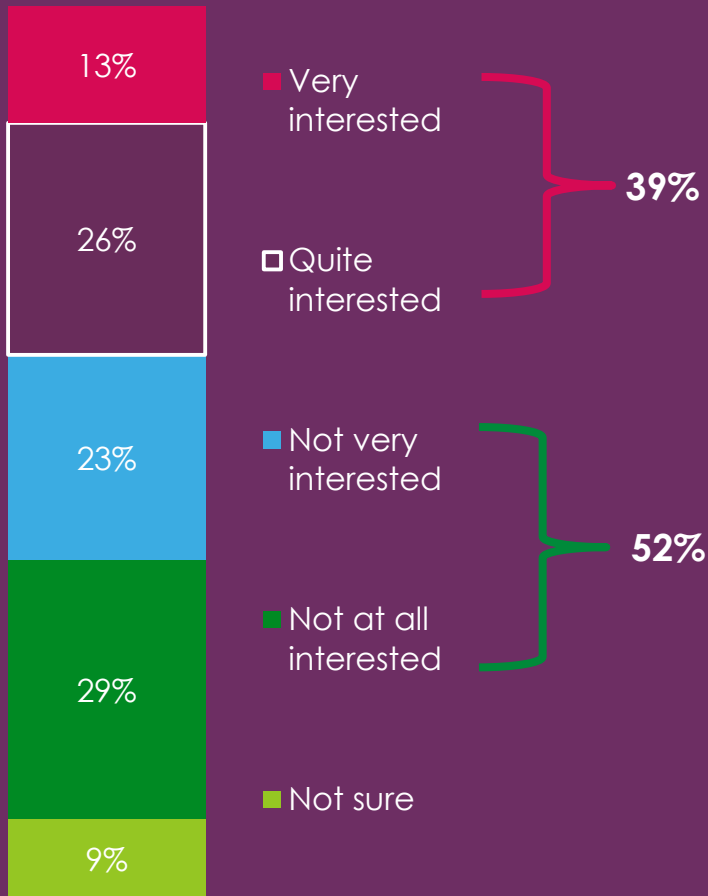
For 14-15s:
10%



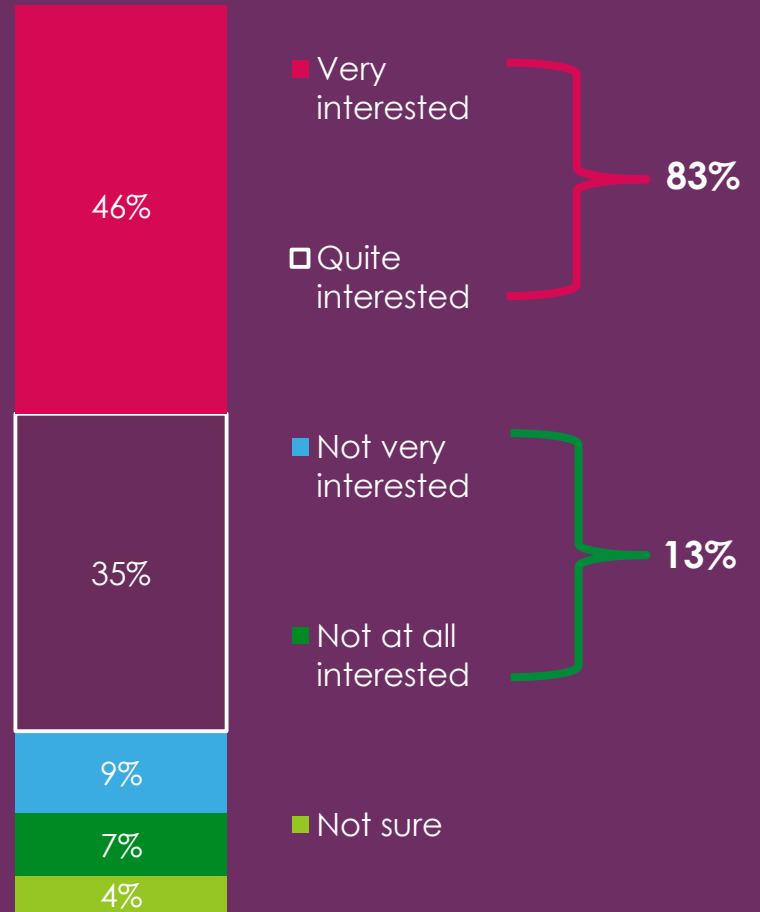
A fifth of women
with a disability
would
recommend
dance fitness to
friends or family

Latent Demand

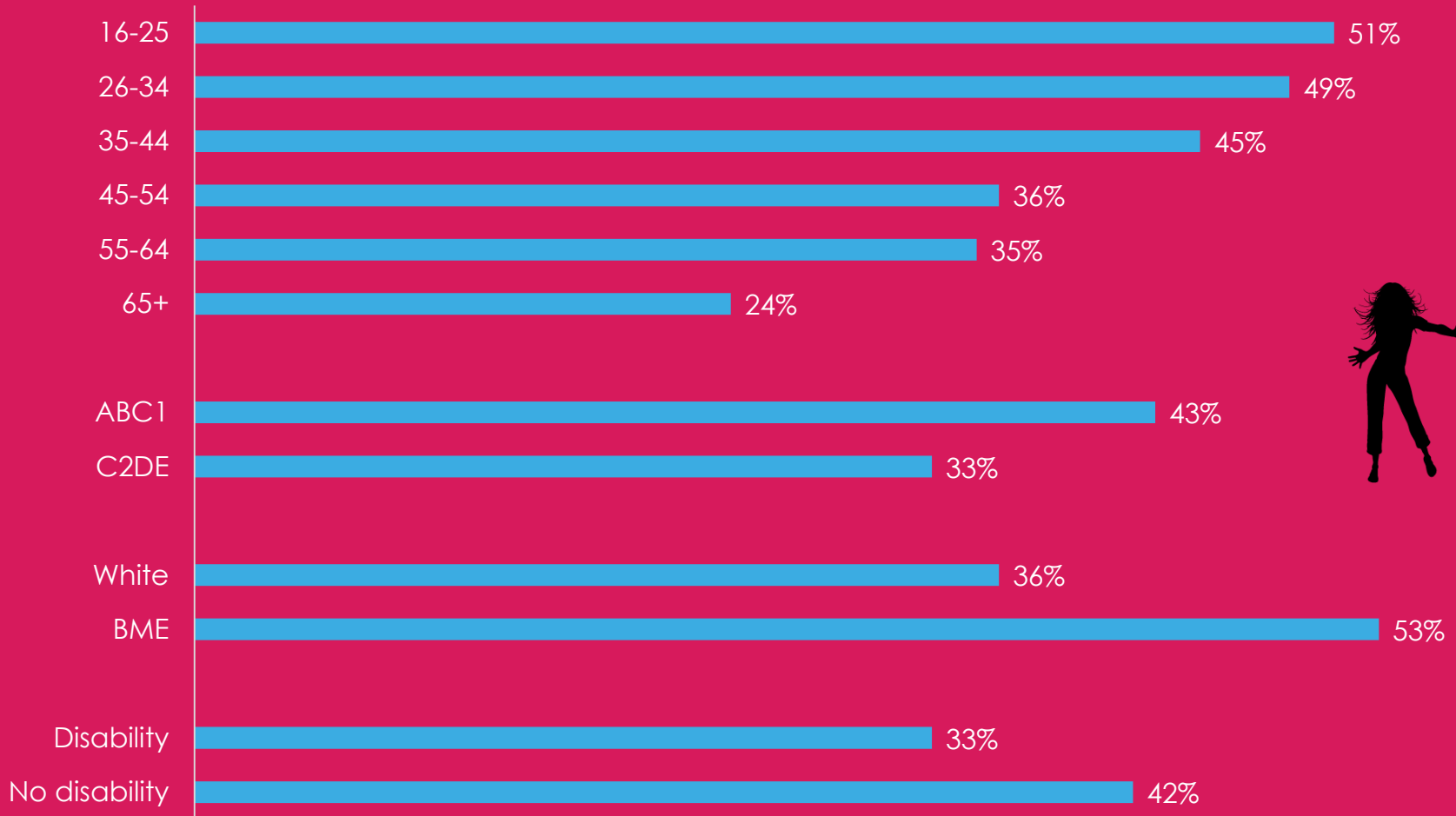
Nat rep



Dance fitness participants



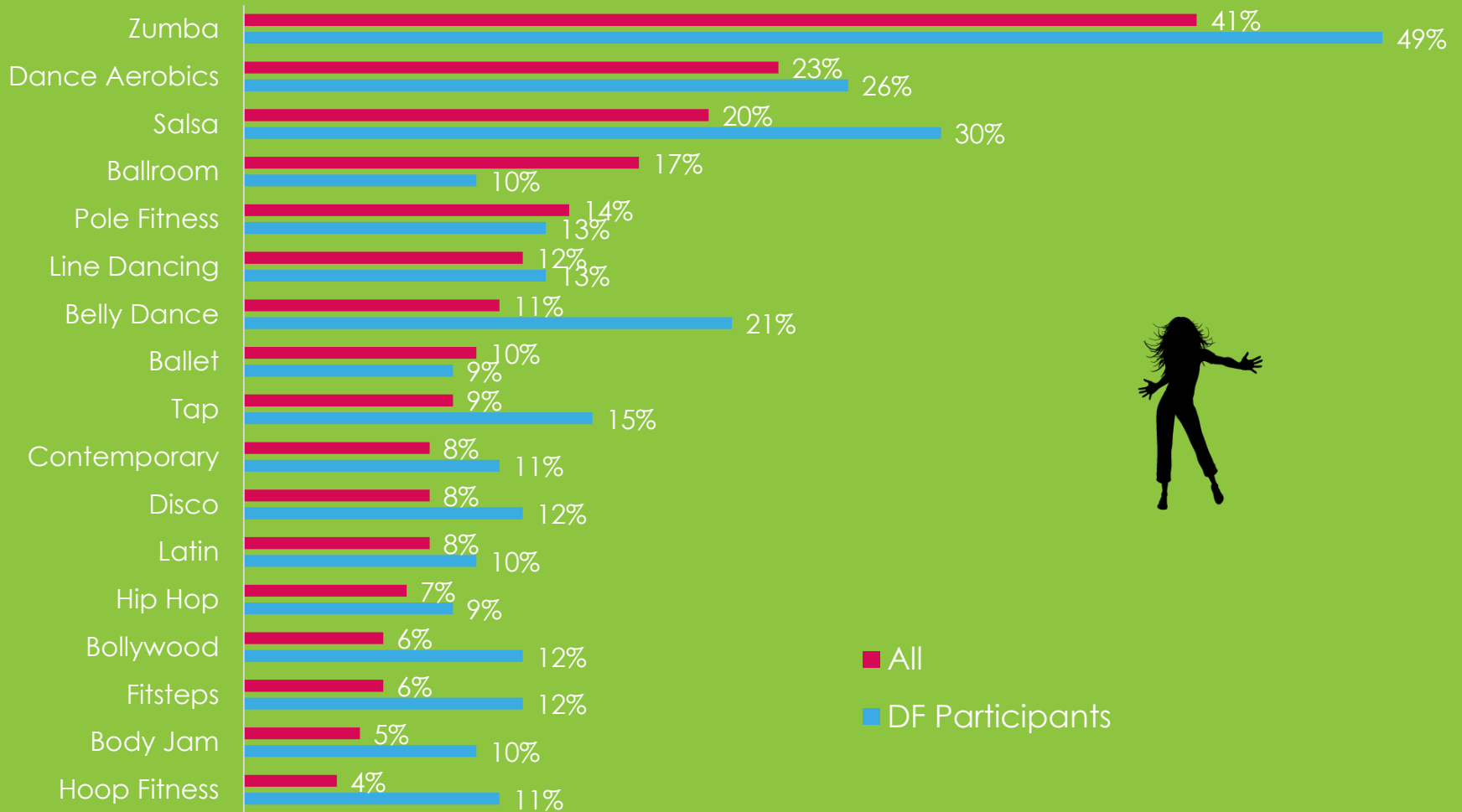
Latent Demand



How interested are you in attending dance fitness classes in the future? (Base: All who are interested-varies for each demographic)



Latent Demand



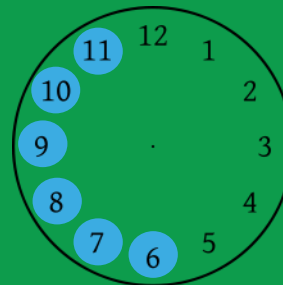
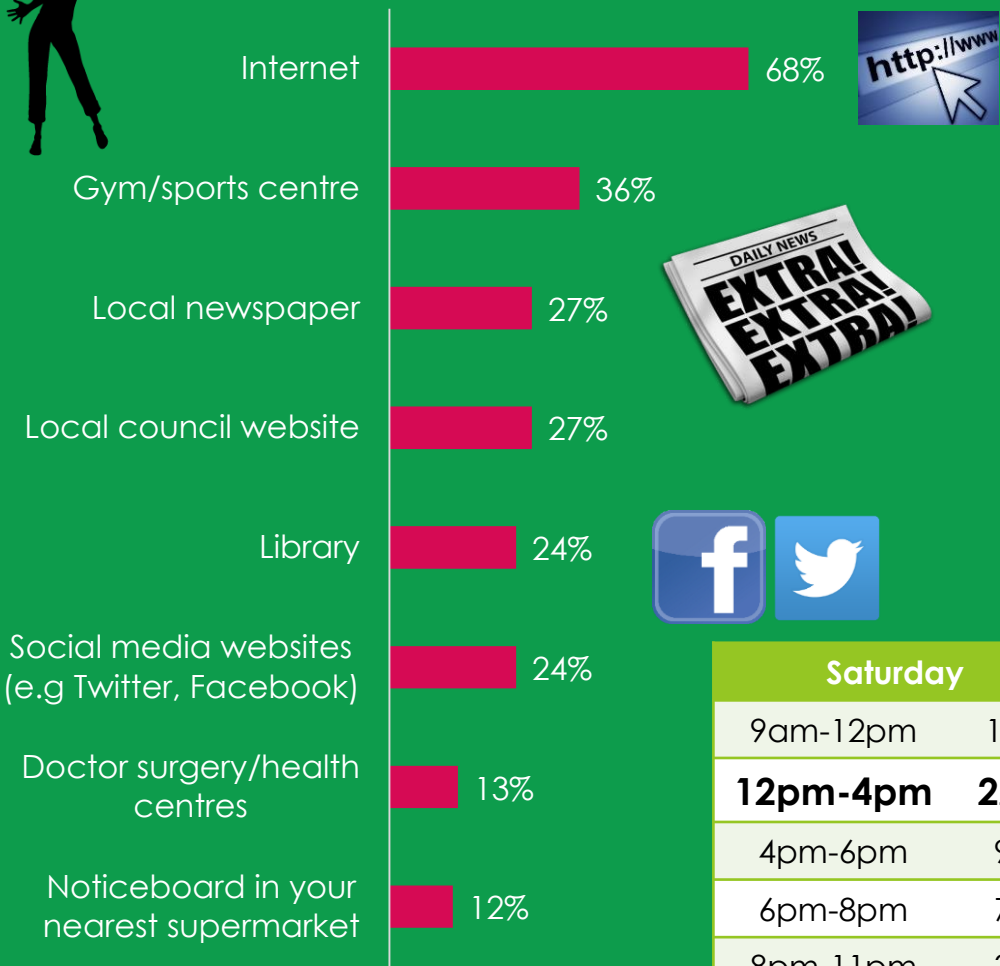
■ All
■ DF Participants



What dance fitness classes would you be most interested in attending? Those interested in doing more (Base: non-participants 389; participants 134)

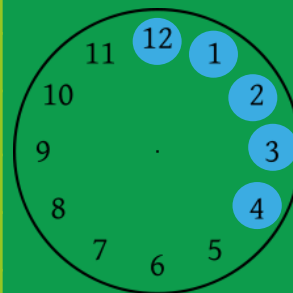


Latent Demand – Where and when



Weekdays	
9am-12pm	22%
12pm-4pm	26%
4pm-6pm	14%
6pm-8pm	34%
8pm-11pm	21%

Saturday	
9am-12pm	18%
12pm-4pm	22%
4pm-6pm	9%
6pm-8pm	7%
8pm-11pm	3%



Sunday	
9am-12pm	15%
12pm-4pm	21%
4pm-6pm	10%
6pm-8pm	7%
8pm-11pm	4%

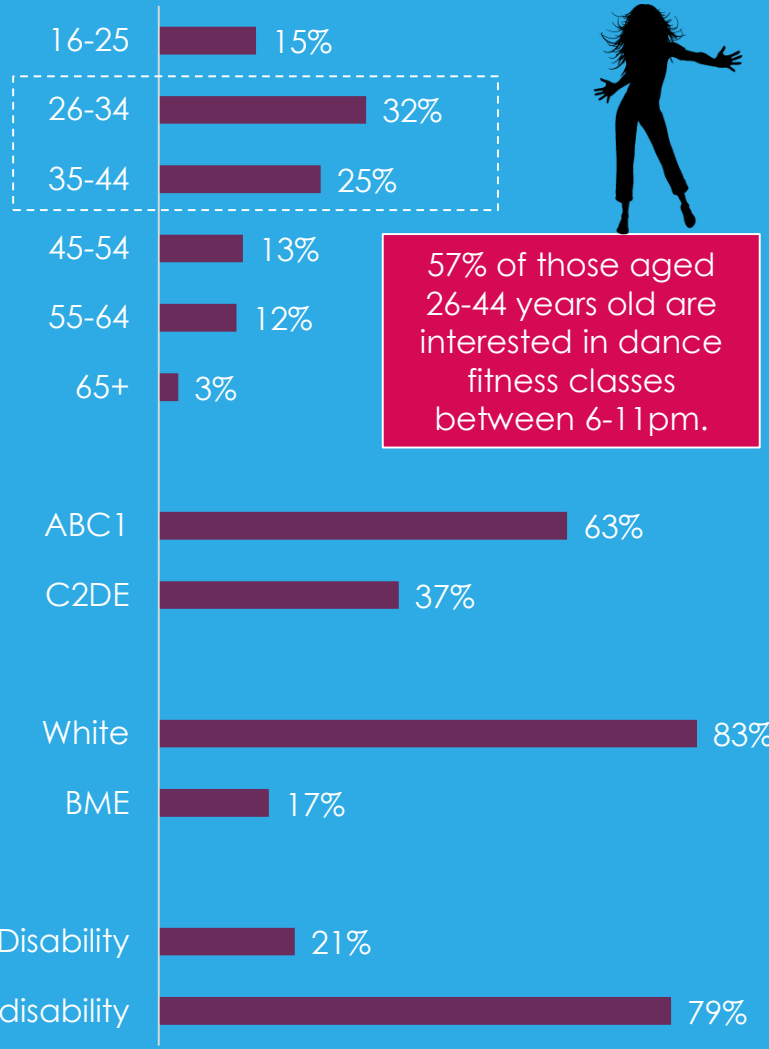
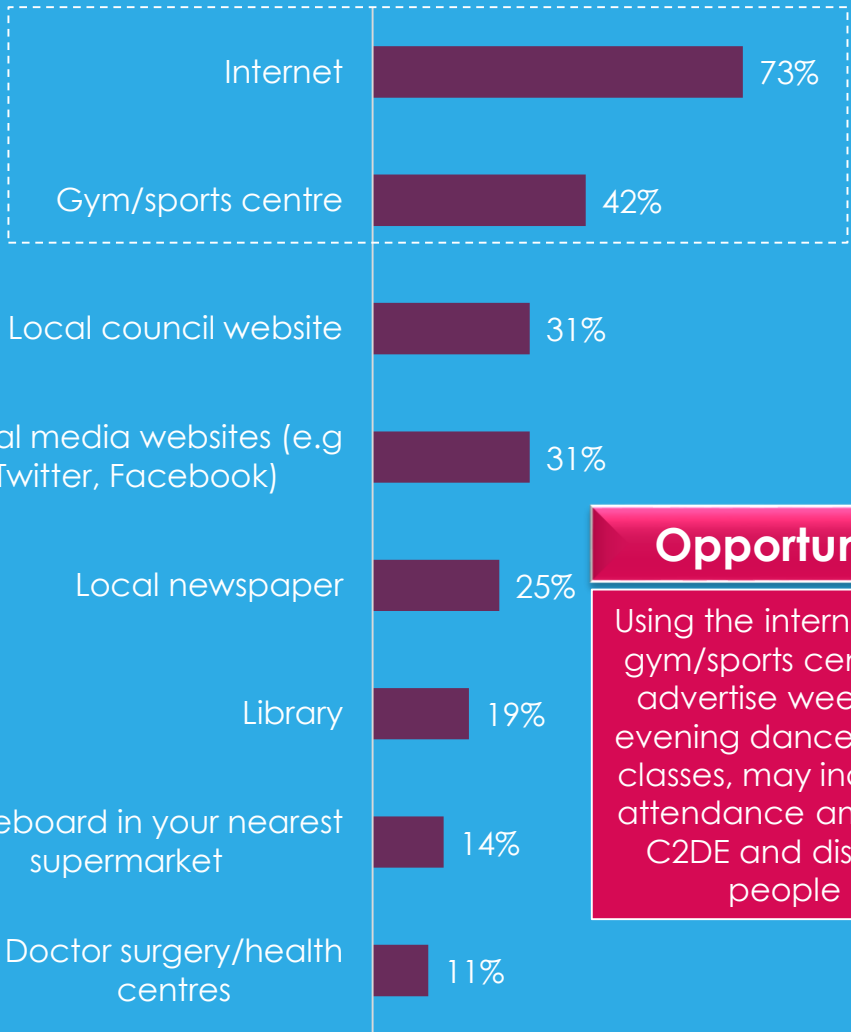


If you were interested in attending a dance fitness class, where would you look for information on attending the class? Those interested – non participants (Base: 389)

And what would be the best days and times for you to take part in dance fitness classes? Those interested – non participants (Base: 389)



Latent Demand: 6-11pm weekdays



57% of those aged 26-44 years old are interested in dance fitness classes between 6-11pm.

Opportunity
Using the internet and gym/sports centre to advertise weekday evening dance fitness classes, may increase attendance amongst C2DE and disable people



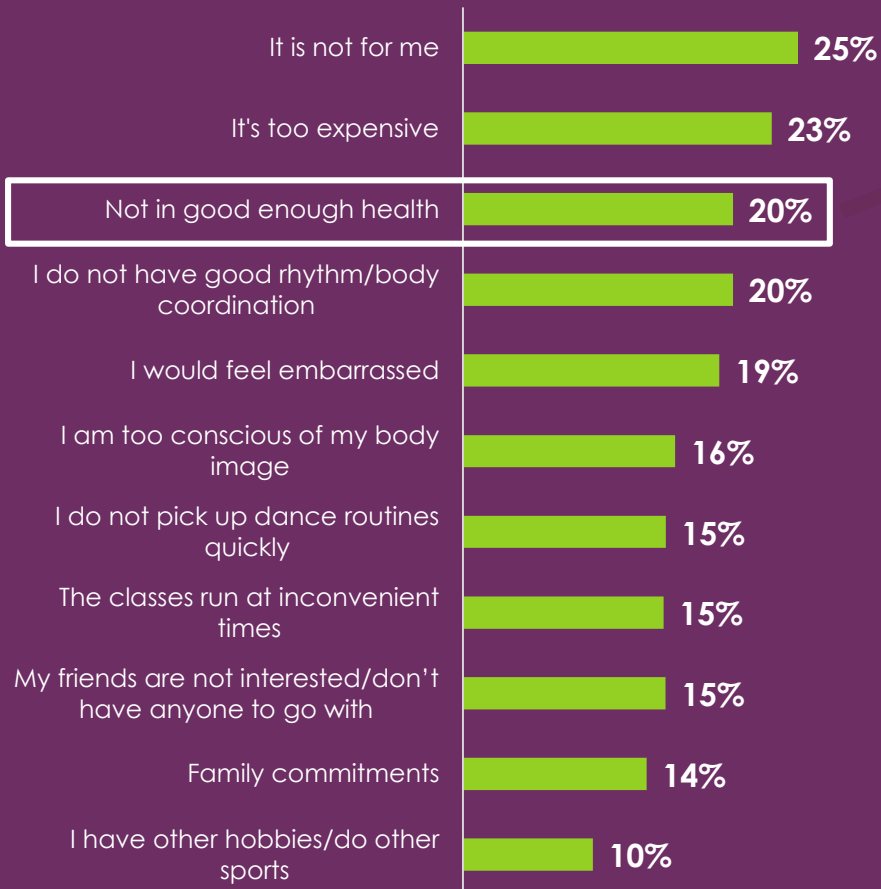
If you were interested in attending a dance fitness class, where would you look for information on attending the class? Those interested non-participants in weekday 6-11pm (156)

And what would be the best days and times for you to take part in dance fitness classes? Those interested non-participants in weekday 6-11pm (156)

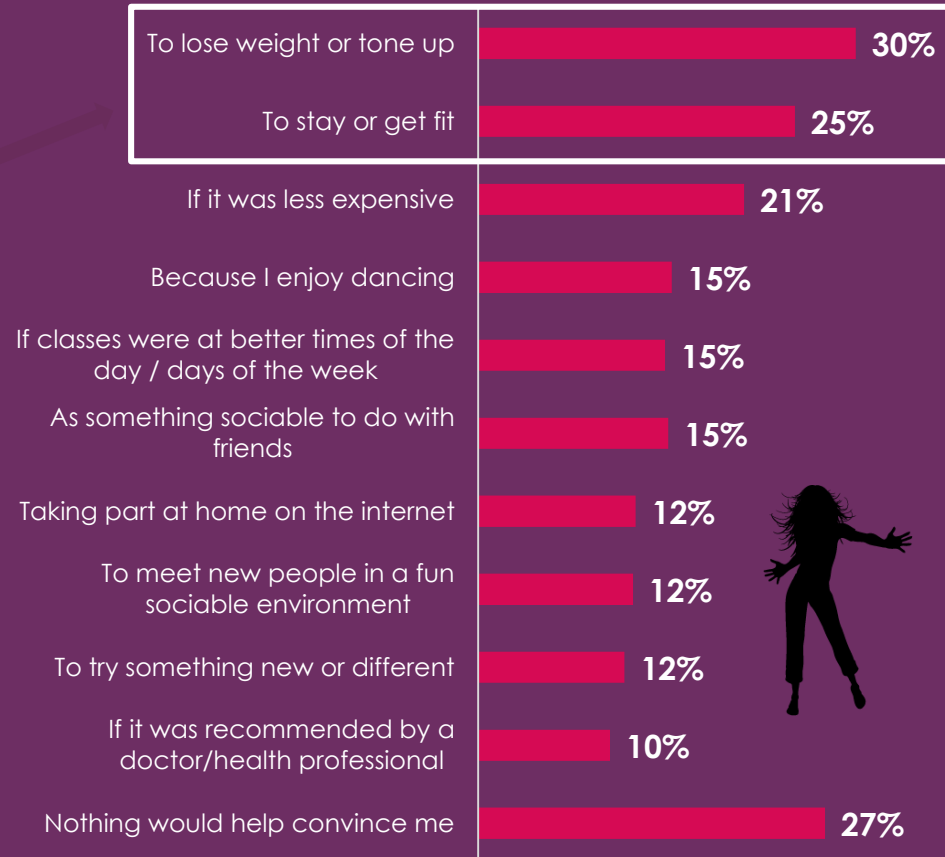


Latent Demand - Barriers

Barriers to attending dance fitness classes



Encouraging attendance to dance fitness classes



Only showing above 10%

Which of the following, if any, are reasons why you don't take part in dance fitness classes? (Base: 1,096)

Which, if any, of these might help you take part in dance fitness classes? (Base: 1,096)



Motivators, barriers and other attitudes

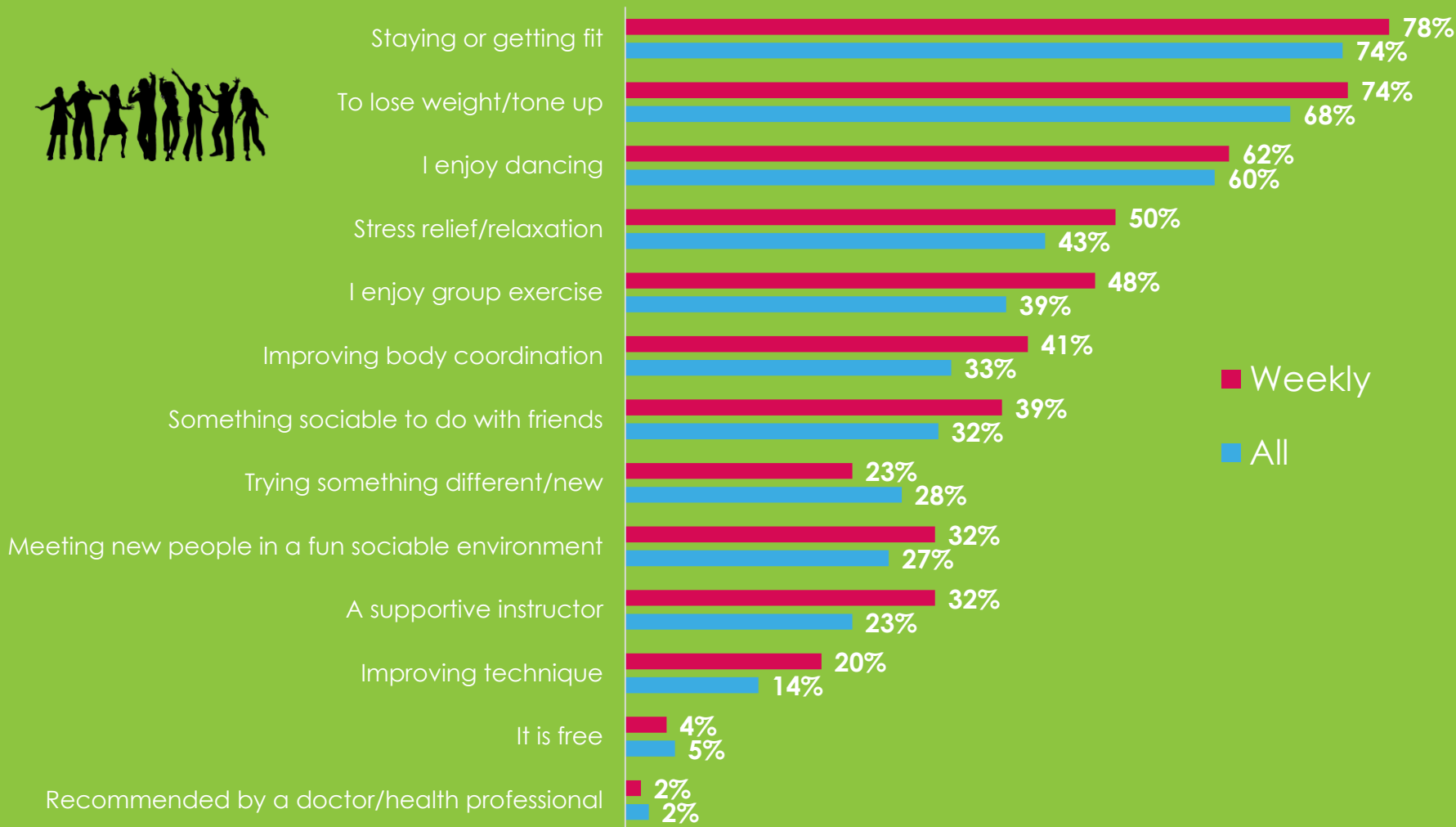


Opportunity

To encourage women that find/perceive dance fitness as too expensive, special deals could be promoted for £5 or less



Motivators, barriers and other attitudes



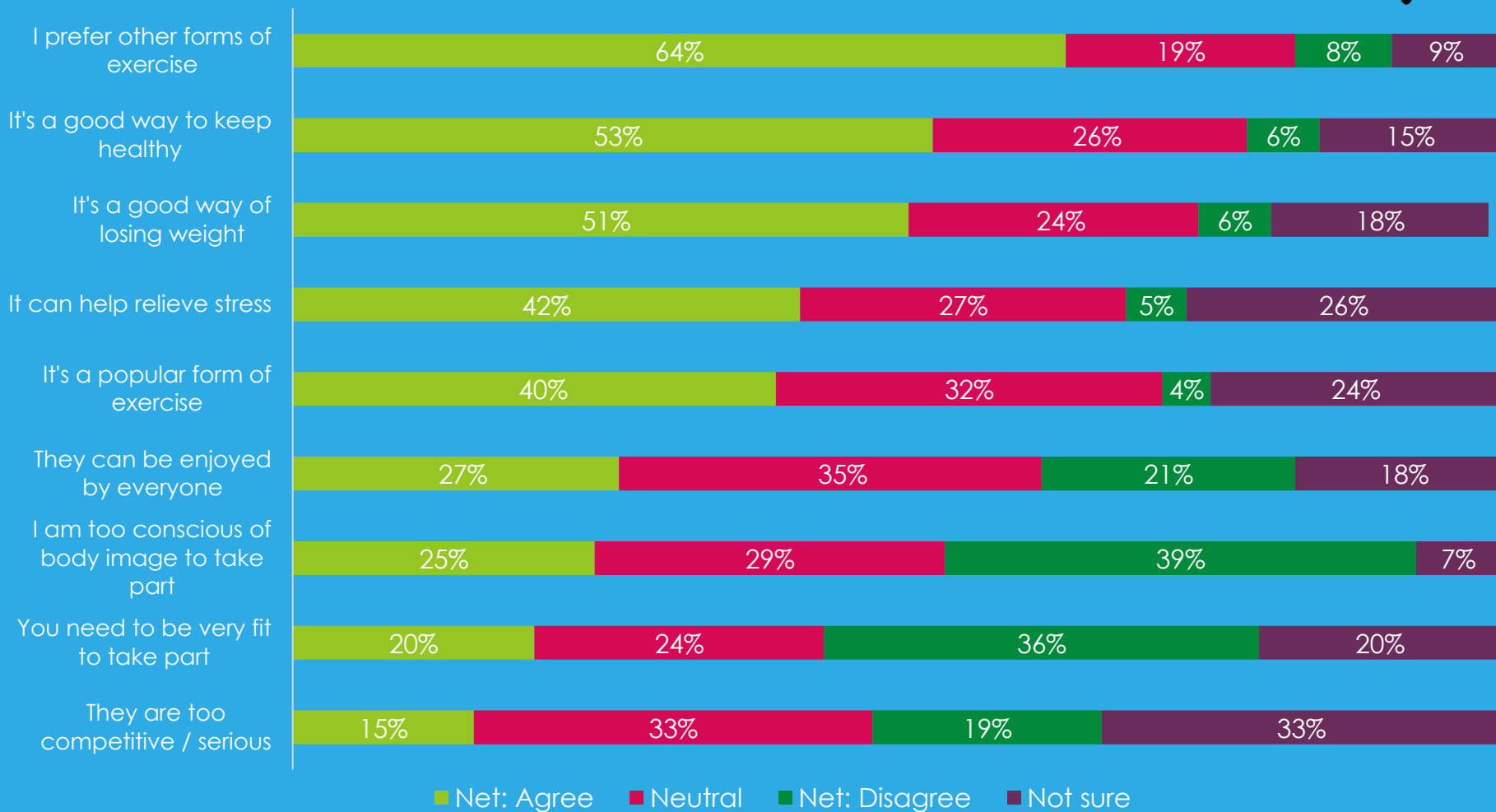
Health and exercise related attitudes



To what extent do you agree or disagree with the following statements about dance fitness classes? All (1,250)



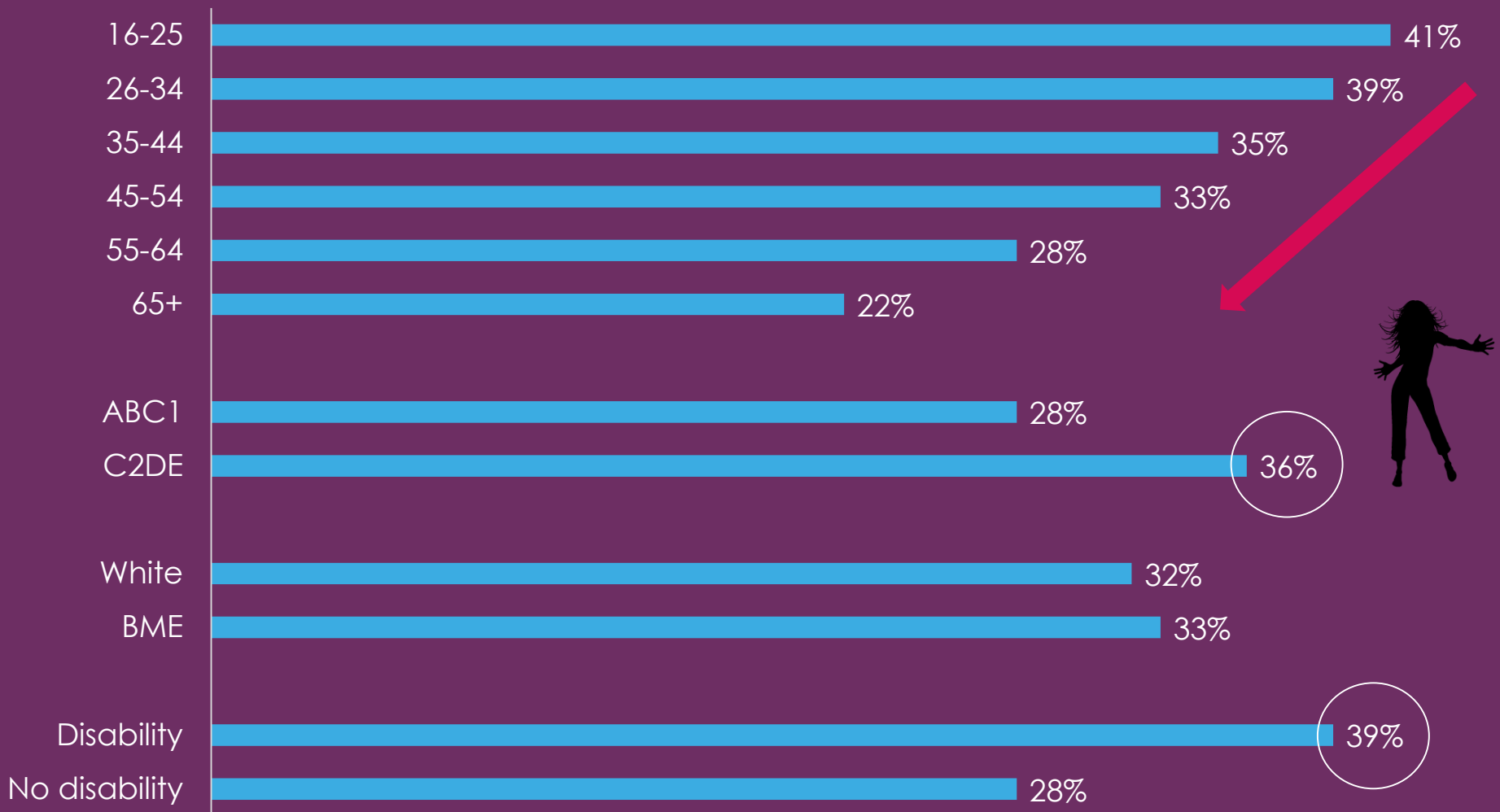
Health and exercise related attitudes



To what extent do you agree or disagree with the following statements about dance fitness classes? All (251)



Spotlight on: Too conscious of body image



To what extent do you agree or disagree with the following statements about dance fitness classes? All (1,250)



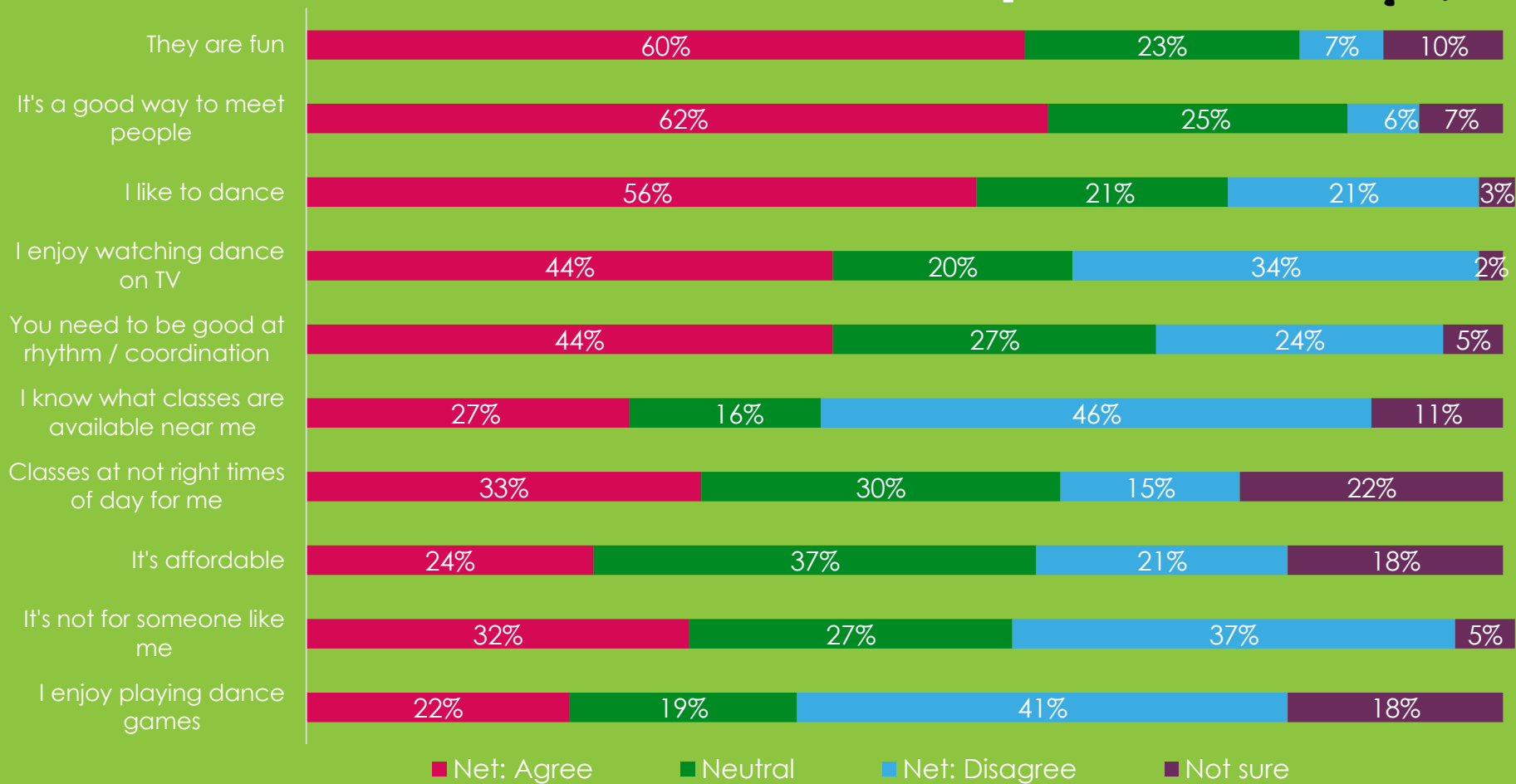
Gap analysis: Health and exercise related attitudes



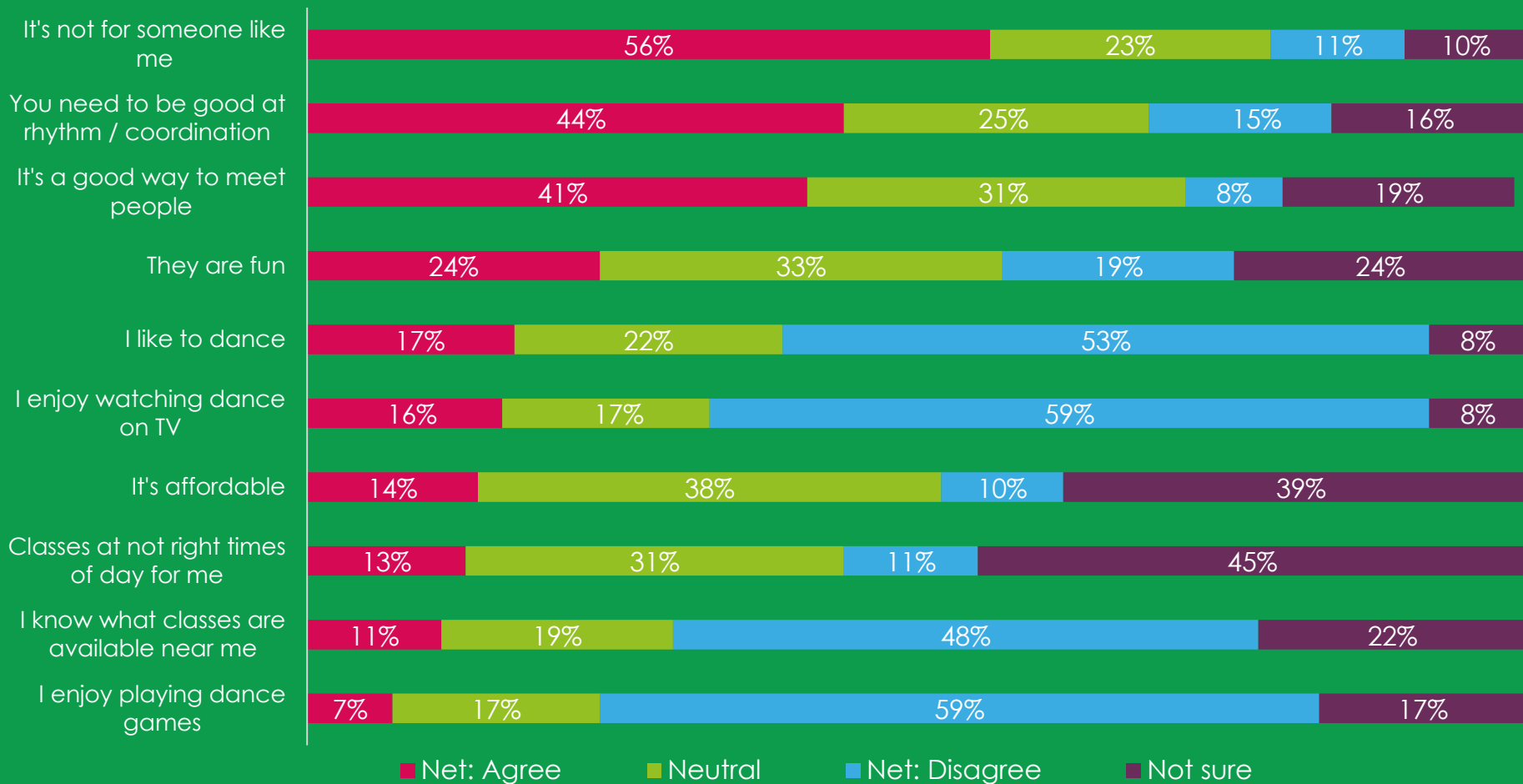
To what extent do you agree or disagree with the following statements about dance fitness classes? All (1,250); Participants in the last 12 months (167)



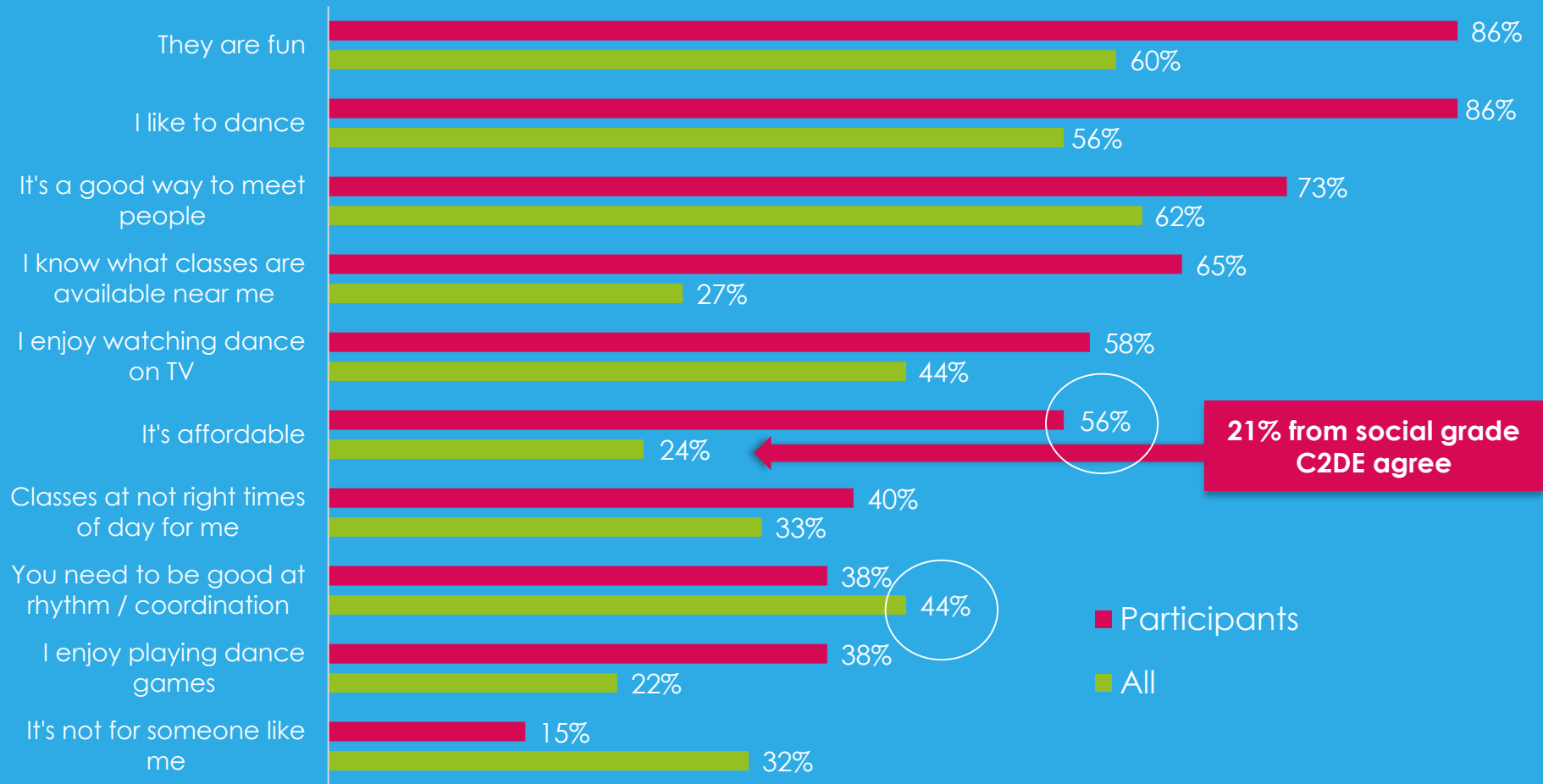
Attitudes towards dance fitness: dance and other aspects



Attitudes towards dance fitness: dance and other aspects

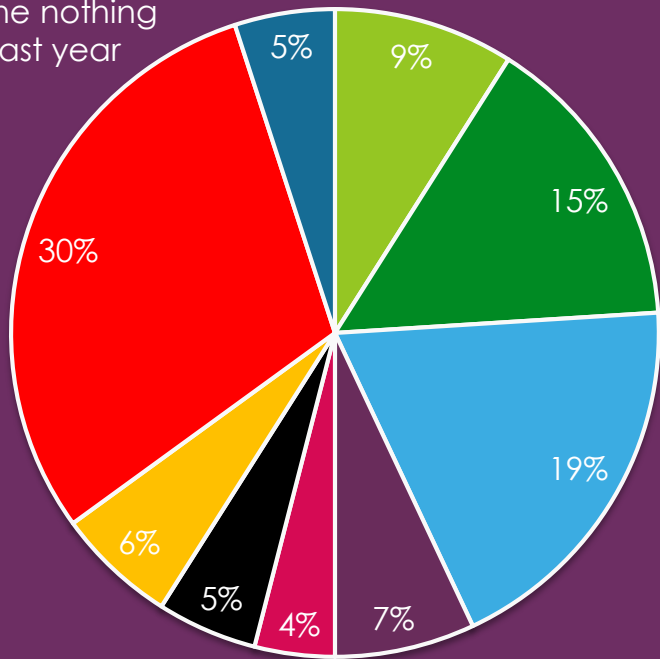


Gap analysis: Attitudes towards dance fitness: dance and other aspects



General Participation

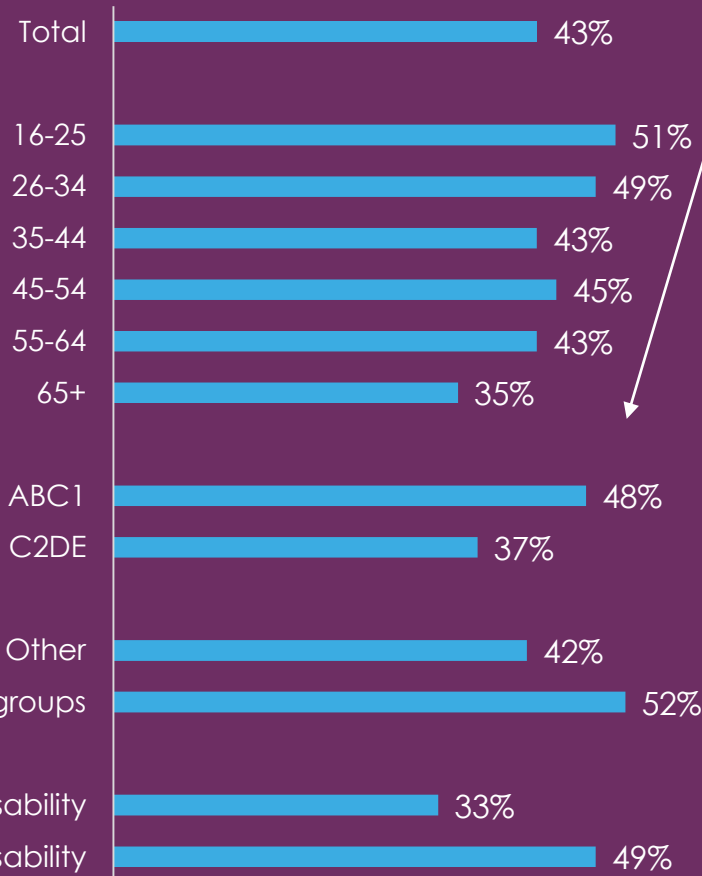
43% of women do some physical activity at least once a week, while 30% have done nothing in the last year



- Five times a week or more
- Once to twice a week
- Once a month
- Once or twice during the year
- Don't know
- Three or four times a week
- Two or three times a month
- Once every two or three months
- Nothing in the last 12 months



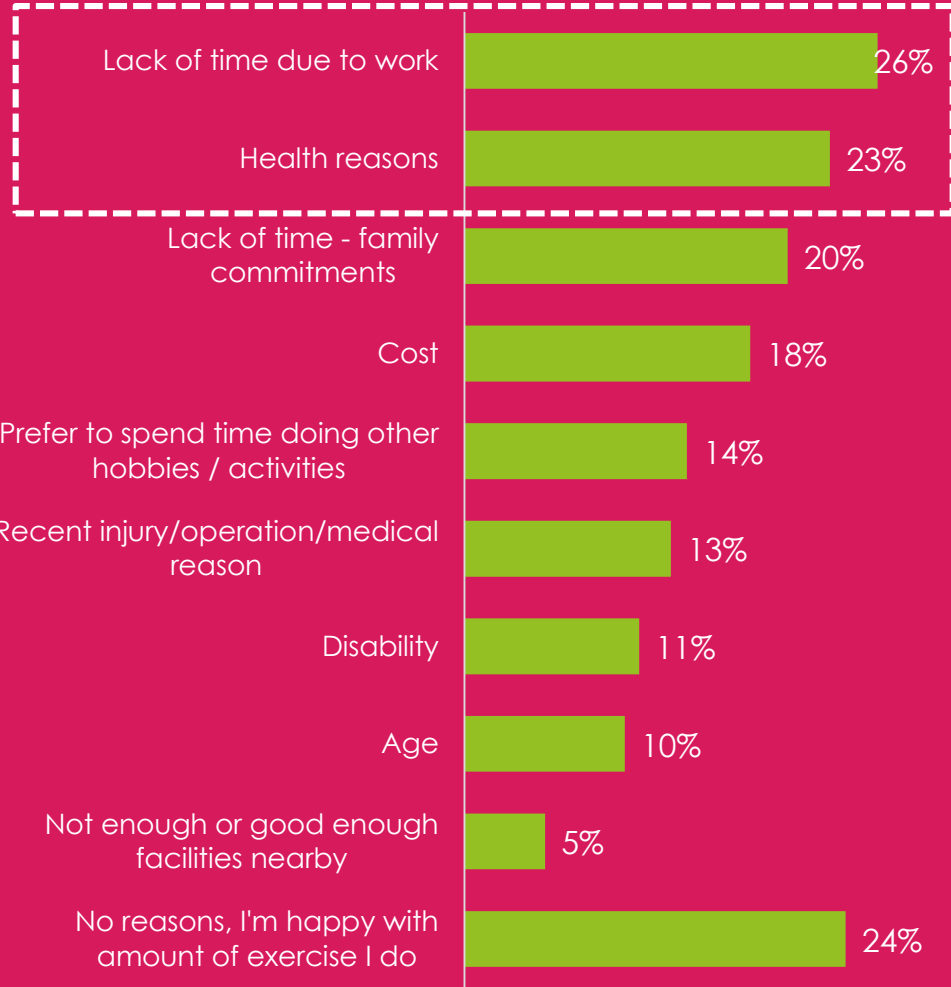
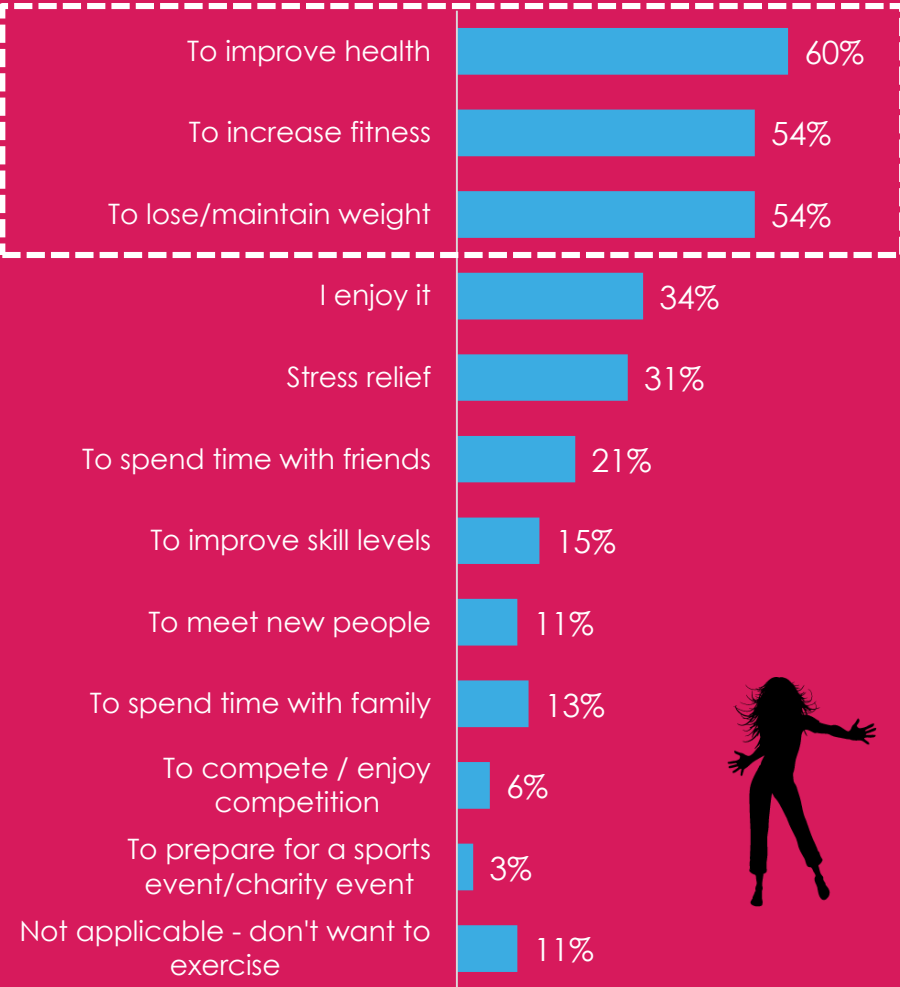
Once a week or more



Thinking about the last 12 months, how often (if at all) have you taken part in any sports or physical recreational activities that lasted for at least 30 minutes? (Base: total 1,250)



Reasons for and against exercise



For which, if any, of the following reasons do you exercise or would like to exercise? (Base: total 1,250)

For which, if any, of the following reasons stop you exercising or exercising as much as you want to? (Base: total 1,250)





For further information about EMD Insight:

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