Contents

1. Management Summary
   a) Method
   b) Key

2. Key findings
   a) Headline participation figures
   b) Profile of participants
   c) How they take part
      i. Location
      ii. Styles
      iii. Who with?
   d) Satisfaction and recommendation
      i. Advocate
   e) Latent demand
   f) Motivators, barriers and other attitudes
   g) General participation
      i. For & against exercise
Management Summary

- 3.8% of nationally 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, it's 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.
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.
Method
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

14 and 15 year olds

Men nationally representative

Women nationally representative

Dance fitness participants
Headline Participation

Women (Nat Rep)

Spontaneous awareness

- Last month - spontaneous (exc. Aerobics)
- Last month - spontaneous (inc. Aerobics)
- Last month - spontaneous (Zumba)

Prompted awareness

- Weekly (4 or more in last 4 weeks)
- Monthly (at least once)
- Annual (at least once)
- Lapsed (over a year)
- Lifetime

Base: 1,250 women aged 16+
Headline Participation

Men & Women (Nat Rep)

- Last month - spontaneous (Zumba): 3.5%
- Last month - spontaneous (exc. Aerobics): 2.0%
- Last month - spontaneous (inc. Aerobics): 1.5%
- Weekly (4 or more in last 4 weeks): 2.0%
- Monthly (at least once): 3.4%
- Annual (at least once): 8.7%
- Lapsed (over a year): 8.7%
- Lifetime: 11.9%

Spontaneous awareness
Promoted awareness

Base: 1,501 women and men aged 16+
Headline Participation

- Spontaneous awareness:
  - Last month - spontaneous (Zumba): 0.0%
  - Last month - spontaneous (inc. Aerobics): 0.0%
- Prompted awareness:
  - Weekly (4 or more in last 4 weeks): 0.0%
  - Monthly (at least once): 0.0%
  - Annual (at least once): 0.0%
  - Lapsed (over a year): 0.0%
  - Lifetime: 5.6%

Base: 251 men aged 16+
Headline Participation

14 & 15s (Boys & Girls)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last month - spontaneous (inc. Aerobics)</td>
<td>4.1%</td>
</tr>
<tr>
<td>Last month - spontaneous (exc. Aerobics)</td>
<td>2.9%</td>
</tr>
<tr>
<td>Last month - spontaneous (Zumba)</td>
<td>1.7%</td>
</tr>
<tr>
<td>Weekly (4 or more in last 4 weeks)</td>
<td>4.7%</td>
</tr>
<tr>
<td>Monthly (at least once)</td>
<td>8.7%</td>
</tr>
<tr>
<td>Annual (at least once)</td>
<td>22.7%</td>
</tr>
<tr>
<td>Lapsed (over a year)</td>
<td>10.5%</td>
</tr>
<tr>
<td>Lifetime</td>
<td>33.1%</td>
</tr>
</tbody>
</table>

Base: 98 boys, 108 girls aged 14-15
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)

- Winter: 7.4%
- Autumn: 6.8%
- Summer: 7.6%
- Spring: 7.2%

At least once a week: 5.8%
At least once a month: 5.8%
Thinking about dance fitness which, if any, classes come to mind?
Profile of Participants - Demographics

**Gender**
- 97% women
- 3% men

**Social Grade**
- 66% ABC1
- 34% C2DE

**Ethnicity**
- 87% White British
- 13% BME

**Age**
- 16-25: 16% (Participants), 16% (Nat Rep)
- 26-34: 20% (Participants), 20% (Nat Rep)
- 35-44: 16% (Participants), 17% (Nat Rep)
- 45-54: 17% (Participants), 16% (Nat Rep)
- 55-64: 14% (Participants), 18% (Nat Rep)
- 65+: 14% (Participants), 21% (Nat Rep)

**Disability**
- 45% physical mobility
- 13% arthritis
- 11% asthma

Base: All participants (taking part in dance fitness in the last 12 months) (n=414) Nat rep (1501)
Participation Profile

Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-25</td>
<td>14%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>26-34</td>
<td>17%</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>35-44</td>
<td>17%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>45-54</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>55-64</td>
<td>19%</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>65+</td>
<td>16%</td>
<td>14%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Base: All participants (taking part in dance fitness in the last 12 months) (16 years + n=374)
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%)

Pay weekly (7%)

I don’t pay for the classes (5%)

How do you tend to pay for dance fitness classes? (Base: 374)
Thinking about the last 12 months, where have you taken part in a dance fitness class? (Base: 374, attended in the last 4 weeks: 189)

<table>
<thead>
<tr>
<th>Location</th>
<th>All</th>
<th>Weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Church/ community centre/local hall</td>
<td>33%</td>
<td>38%</td>
</tr>
<tr>
<td>Leisure centre</td>
<td>29%</td>
<td>31%</td>
</tr>
<tr>
<td>Private gym (e.g Fitness First, Virgin Active )</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>Dance hall/studio</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>School/college/university</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>At someone’s house</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Workplace</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Outdoors/park</td>
<td>3%</td>
<td>4%</td>
</tr>
</tbody>
</table>

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%).
Which, if any, of these style of classes have you ever attended? (Base: 374). List cuts off at 10%

Styles of Participation

- Zumba: 76%
- Yoga: 42%
- Pilates: 36%
- Legs, bums and tums: 34%
- Dance Aerobics: 30%
- Body pump: 23%
- Body conditioning: 23%
- Aqua Aerobics: 22%
- Circuits: 21%
- Boxercise: 18%
- Spinning/aerobiking/RPM: 18%
- Ballet Fitness: 18%
- Salsa: 16%
- Line Dancing: 16%
- Body balance: 15%
- Body combat: 14%
- Aquafit: 14%
- Tap dance: 13%
- Tai chi: 13%
- Pure abs/core: 12%
- Body attack: 12%
- Ballet (Dance): 10%
- Ballroom (all): 10%
- Belly Dance: 10%
- Street Dance: 10%

Most recent Dance Fitness class:
- 54% Zumba
- 8% Dance Aerobics
- 3% Pole Fitness
- 3% Fitsteps

All group exercise
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%).

<table>
<thead>
<tr>
<th>Who do you tend to go to dance fitness classes with?</th>
<th>All</th>
<th>Weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>By myself</td>
<td>58%</td>
<td>61%</td>
</tr>
<tr>
<td>With my partner/husband/wife</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>With friend(s)</td>
<td>40%</td>
<td>42%</td>
</tr>
<tr>
<td>With work colleagues</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>With other family members</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Who do you tend to go to dance fitness classes with? (All: 374, Weekly: 189)
Satisfaction and Recommendation

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.

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)
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

On a scale of 1-10, how likely would you be to recommend dance fitness as a regular form of exercise to your friends/family? (Base: 1,250)
How interested are you in attending dance fitness classes in the future? (Base: All 1,250; participants 167)
How interested are you in attending dance fitness classes in the future? (Base: All who are interested-varies for each demographic)
What dance fitness classes would you be most interested in attending? Those interested in doing more.

(Base: non-participants 389; participants 134)
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)
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

- It is not for me: 25%
- It's too expensive: 23%
- Not in good enough health: 20%
- I do not have good rhythm/body coordination: 20%
- I would feel embarrassed: 19%
- I am too conscious of my body image: 16%
- I do not pick up dance routines quickly: 15%
- The classes run at inconvenient times: 15%
- My friends are not interested/don’t have anyone to go with: 15%
- Family commitments: 14%
- I have other hobbies/do other sports: 10%

Encouraging attendance to dance fitness classes

- To lose weight or tone up: 30%
- To stay or get fit: 25%
- If it was less expensive: 21%
- Because I enjoy dancing: 15%
- If classes were at better times of the day / days of the week: 15%
- As something sociable to do with friends: 15%
- Taking part at home on the internet: 12%
- To meet new people in a fun sociable environment: 12%
- To try something new or different: 12%
- If it was recommended by a doctor/health professional: 10%
- Nothing would help convince me: 27%

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

Which of the following, if any, are reasons why you don’t take part in dance fitness classes?

You said that one of your reasons for not taking part in dance fitness classes is because it’s too expensive. How much would you be willing to pay for a 1 hour dance fitness class?

Opportunity

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

Which of the following, if any, are reasons why you don’t take part in dance fitness classes?

You said that one of your reasons for not taking part in dance fitness classes is because it’s too expensive. How much would you be willing to pay for a 1 hour dance fitness class?

Those who selected too expensive as a barrier (251)
Motivators, barriers and other attitudes

- Staying or getting fit: 78% (Weekly: 74%)
- To lose weight/tone up: 74% (Weekly: 68%)
- I enjoy dancing: 62% (Weekly: 60%)
- Stress relief/relaxation: 50% (Weekly: 43%)
- I enjoy group exercise: 48% (Weekly: 39%)
- Improving body coordination: 41% (Weekly: 33%)
- Something sociable to do with friends: 39% (Weekly: 32%)
- Trying something different/new: 28% (Weekly: 23%)
- Meeting new people in a fun sociable environment: 32% (Weekly: 27%)
- A supportive instructor: 32% (Weekly: 23%)
- Improving technique: 20% (Weekly: 14%)
- It is free: 5% (Weekly: 4%)
- Recommended by a doctor/health professional: 2% (Weekly: 2%)

What for you are the reasons for taking part in dance fitness classes? Please tick all that apply. (Participants: 374, Weekly: 189)
<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td>It’s a good way to keep healthy</td>
<td>84%</td>
<td>12%</td>
</tr>
<tr>
<td>It can help relieve stress</td>
<td>75%</td>
<td>16%</td>
</tr>
<tr>
<td>It’s a good way of losing weight</td>
<td>74%</td>
<td>18%</td>
</tr>
<tr>
<td>It’s a popular form of exercise</td>
<td>72%</td>
<td>17%</td>
</tr>
<tr>
<td>They can be enjoyed by everyone</td>
<td>57%</td>
<td>24%</td>
</tr>
<tr>
<td>I prefer other forms of exercise</td>
<td>39%</td>
<td>33%</td>
</tr>
<tr>
<td>I am too conscious of body image to take part</td>
<td>32%</td>
<td>43%</td>
</tr>
<tr>
<td>You need to be very fit to take part</td>
<td>24%</td>
<td>43%</td>
</tr>
<tr>
<td>They are too competitive / serious</td>
<td>20%</td>
<td>34%</td>
</tr>
</tbody>
</table>

To what extent do you agree or disagree with the following statements about dance fitness classes? All (1,250)
To what extent do you agree or disagree with the following statements about dance fitness classes? All (251)
<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-25</td>
<td>41%</td>
</tr>
<tr>
<td>26-34</td>
<td>39%</td>
</tr>
<tr>
<td>35-44</td>
<td>35%</td>
</tr>
<tr>
<td>45-54</td>
<td>33%</td>
</tr>
<tr>
<td>55-64</td>
<td>28%</td>
</tr>
<tr>
<td>65+</td>
<td>22%</td>
</tr>
<tr>
<td>ABC1</td>
<td>28%</td>
</tr>
<tr>
<td>C2DE</td>
<td>28%</td>
</tr>
<tr>
<td>White</td>
<td>32%</td>
</tr>
<tr>
<td>BME</td>
<td>33%</td>
</tr>
<tr>
<td>Disability</td>
<td>39%</td>
</tr>
<tr>
<td>No disability</td>
<td>28%</td>
</tr>
</tbody>
</table>
### Gap analysis: Health and exercise related attitudes

<table>
<thead>
<tr>
<th>Statement</th>
<th>Participants</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>It's a good way to keep healthy</td>
<td>92%</td>
<td>84%</td>
</tr>
<tr>
<td>It can help relieve stress</td>
<td>91%</td>
<td>75%</td>
</tr>
<tr>
<td>It's a good way of losing weight</td>
<td>82%</td>
<td>74%</td>
</tr>
<tr>
<td>It's a popular form of exercise</td>
<td>84%</td>
<td>72%</td>
</tr>
<tr>
<td>They can be enjoyed by everyone</td>
<td>78%</td>
<td>57%</td>
</tr>
<tr>
<td>I prefer other forms of exercise</td>
<td>31%</td>
<td>39%</td>
</tr>
<tr>
<td>I am too conscious of body image to take part</td>
<td>27%</td>
<td>32%</td>
</tr>
<tr>
<td>You need to be very fit to take part</td>
<td>25%</td>
<td>24%</td>
</tr>
<tr>
<td>They are too competitive / serious</td>
<td>22%</td>
<td>20%</td>
</tr>
</tbody>
</table>

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)
<table>
<thead>
<tr>
<th>Attitude</th>
<th>Net: Agree</th>
<th>Neutral</th>
<th>Net: Disagree</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>They are fun</td>
<td>60%</td>
<td>23%</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>It's a good way to meet people</td>
<td>62%</td>
<td>25%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>I like to dance</td>
<td>56%</td>
<td>21%</td>
<td>21%</td>
<td>3%</td>
</tr>
<tr>
<td>I enjoy watching dance on TV</td>
<td>44%</td>
<td>20%</td>
<td>34%</td>
<td>2%</td>
</tr>
<tr>
<td>You need to be good at rhythm / coordination</td>
<td>44%</td>
<td>27%</td>
<td>24%</td>
<td>5%</td>
</tr>
<tr>
<td>I know what classes are available near me</td>
<td>27%</td>
<td>16%</td>
<td>46%</td>
<td>11%</td>
</tr>
<tr>
<td>Classes at not right times of day for me</td>
<td>33%</td>
<td>30%</td>
<td>15%</td>
<td>22%</td>
</tr>
<tr>
<td>It's affordable</td>
<td>24%</td>
<td>37%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>It's not for someone like me</td>
<td>32%</td>
<td>27%</td>
<td>37%</td>
<td>5%</td>
</tr>
<tr>
<td>I enjoy playing dance games</td>
<td>22%</td>
<td>19%</td>
<td>41%</td>
<td>18%</td>
</tr>
</tbody>
</table>

All (1,250)
## Attitudes towards dance fitness: dance and other aspects

<table>
<thead>
<tr>
<th>Statement</th>
<th>Net: Agree</th>
<th>Neutral</th>
<th>Net: Disagree</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>It's not for someone like me</td>
<td>56%</td>
<td>23%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>You need to be good at rhythm / coordination</td>
<td>44%</td>
<td>25%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>It's a good way to meet people</td>
<td>41%</td>
<td>31%</td>
<td>8%</td>
<td>19%</td>
</tr>
<tr>
<td>They are fun</td>
<td>24%</td>
<td>33%</td>
<td>19%</td>
<td>24%</td>
</tr>
<tr>
<td>I like to dance</td>
<td>17%</td>
<td>22%</td>
<td>53%</td>
<td>8%</td>
</tr>
<tr>
<td>I enjoy watching dance on TV</td>
<td>16%</td>
<td>17%</td>
<td>59%</td>
<td>8%</td>
</tr>
<tr>
<td>It's affordable</td>
<td>14%</td>
<td>38%</td>
<td>10%</td>
<td>39%</td>
</tr>
<tr>
<td>Classes at not right times of day for me</td>
<td>13%</td>
<td>31%</td>
<td>11%</td>
<td>45%</td>
</tr>
<tr>
<td>I know what classes are available near me</td>
<td>11%</td>
<td>19%</td>
<td>48%</td>
<td>22%</td>
</tr>
<tr>
<td>I enjoy playing dance games</td>
<td>7%</td>
<td>17%</td>
<td>59%</td>
<td>17%</td>
</tr>
</tbody>
</table>

All (1,250)
Gap analysis: Attitudes towards dance fitness: dance and other aspects

<table>
<thead>
<tr>
<th>Perception</th>
<th>Participants</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>They are fun</td>
<td>86%</td>
<td>60%</td>
</tr>
<tr>
<td>I like to dance</td>
<td>86%</td>
<td>56%</td>
</tr>
<tr>
<td>It's a good way to meet people</td>
<td>73%</td>
<td>62%</td>
</tr>
<tr>
<td>I know what classes are available near me</td>
<td>65%</td>
<td>27%</td>
</tr>
<tr>
<td>I enjoy watching dance on TV</td>
<td>58%</td>
<td>44%</td>
</tr>
<tr>
<td>It's affordable</td>
<td></td>
<td>56%</td>
</tr>
<tr>
<td>Classes at not right times of day for me</td>
<td></td>
<td>33%</td>
</tr>
<tr>
<td>You need to be good at rhythm / coordination</td>
<td></td>
<td>38%</td>
</tr>
<tr>
<td>I enjoy playing dance games</td>
<td></td>
<td>38%</td>
</tr>
<tr>
<td>It's not for someone like me</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>All (1,250); Participants (167)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
43% of women do some physical activity at least once a week, while 30% have done nothing in the last year.

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)

- To improve health: 60%
- To increase fitness: 54%
- To lose/maintain weight: 54%
- I enjoy it: 34%
- Stress relief: 31%
- To spend time with friends: 21%
- To improve skill levels: 15%
- To meet new people: 11%
- To spend time with family: 13%
- To compete / enjoy competition: 6%
- To prepare for a sports event/charity event: 3%
- Not applicable - don't want to exercise: 11%

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

- Lack of time due to work: 26%
- Health reasons: 23%
- Lack of time - family commitments: 20%
- Cost: 18%
- Prefer to spend time doing other hobbies / activities: 14%
- Recent injury/operation/medical reason: 13%
- Disability: 11%
- Age: 10%
- Not enough or good enough facilities nearby: 5%
- No reasons, I'm happy with amount of exercise I do: 24%
For further information about EMD Insight:

Contact: Phil Gower – philgower@emdp.org
Phone: 01403 266000
Web: www.emdp.org/emd-insight
Twitter: @EMDForLife

EMD Insight is brought to you by the Exercise, Movement & Dance Partnership (EMDP).