

Understanding Exercise, Movement & Dance

Dance Fitness – Participant Survey 2015: The Nation in Action

EMDP & YouGov



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Participation

- Group exercise participants are a lively bunch 80% have participated in 4 or more classes in the last 4 weeks
- □ 55% have taken part in dance fitness at least once in the past
- □ 37% have been doing group exercise at least once a month for over 5 years
- 35% were inactive before beginning group exercise that is more than 1 in 3 people doing absolutely no physical activity whatsoever
- Participation peaks in the winter and drops off in the summer months, however the decrease is relatively small
- □ The most commonly taken classes were:
 - Zumba®
 - Legs, Bums & Tums
 - BODYPUMP[™]
 - Spinning®
 - Pilates and yoga
- Dance fitness' is dominant amongst females; males indicated their alliance with 'cardiovascular' and 'strength & conditioning' activities





The Experience

- Taking classes overwhelmingly delivers what participants want to get out of their activity. 'Enjoyment' and 'staying or getting fit' were the top two achievements
- 84% of those surveyed are very or quite satisfied with their most recent class. 14% have some degree of dissatisfaction
- Satisfaction with teaching stands out amongst high ratings, as does the level of the class
- □ The majority (80%) go to classes on their own, 39% of women go with a friend

| 8% 6% 3% 26% | 58% |
|--------------|-----|
|--------------|-----|

■ Very dissatisfied ■ Quite dissatisfied □ Neither satisfied nor dissatisfied ■ Quite satisfied ■ Very satisfied





Motivators and Barriers

- □ 'Staying or getting fit' leads the motivations (87%)
- 'To lose weight / tone up' was more important to women than men, as was stress-relief. 'Improving technique' was the only motivator that appealed more to men than women
- Having classes at better times or days of the week was a major factor in encouraging people to do more exercise classes
- Inconvenient times, family commitments and doing other sports were the main barriers to taking more classes
- Just a third of those taking classes at least once a week said they have no appetite for more





The Audiences Interests

- □ 'Holistic' style classes (e.g. yoga, Pilates, BODYBALANCE[™], tai chi) were the most attractive category for those taking classes less often than weekly
- □ Interest in dance fitness is strongest among:
 - Women
 - 17-21s
 - Black & minority ethnic participants
- □ Zumba® and dance aerobics lead the list of 'most interesting' dance fitness classes
- Dance fitness positives are perceived as being:
 - 'It's fun'
 - 'I like to dance'
 - 'It's a good way to keep healthy'
 - 'It's stress relieving'
- Negatives are:
 - 'I need to have good rhythm/co-ordination'
 - 'I prefer other exercise'







Method and Key





This report presents the findings of an online survey of group exercise and dance fitness participants. It was managed by EMD Insight and YouGov and the survey was distributed to EMDP members and a number of organisations working in the group exercise and dance fitness industry.

The fieldwork was conducted between 30th March – 8th May 2015 and the survey length was approximately 10 minutes.

Key

4,804 people took part in the Participant Survey.

All group exercise











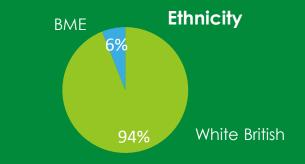
Key Findings



Profile of Participants - Demographics

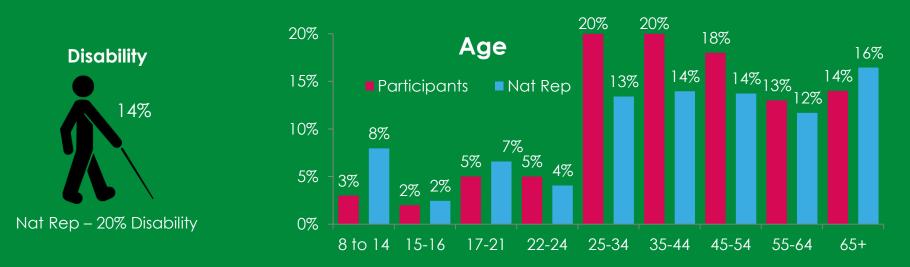
Gender



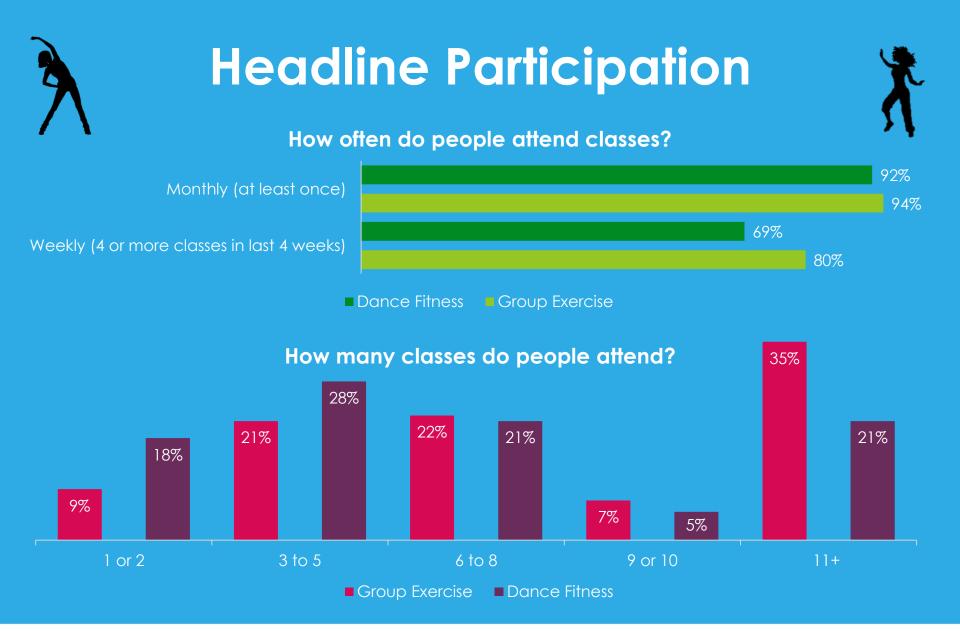


Nat Rep – 87% White British; 13% BME

Nat Rep – 51% women; 49% men



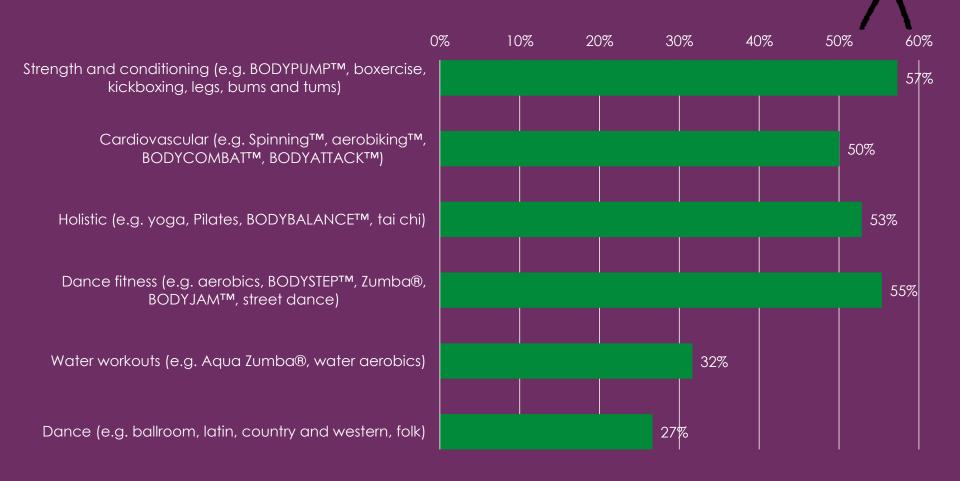






Just thinking about the last 4 weeks, how many classes of any type have you done? Please only include those that were for 30 minutes or more. (Base: 4,011, dance fitness 169) YouGov®

Headline Participation

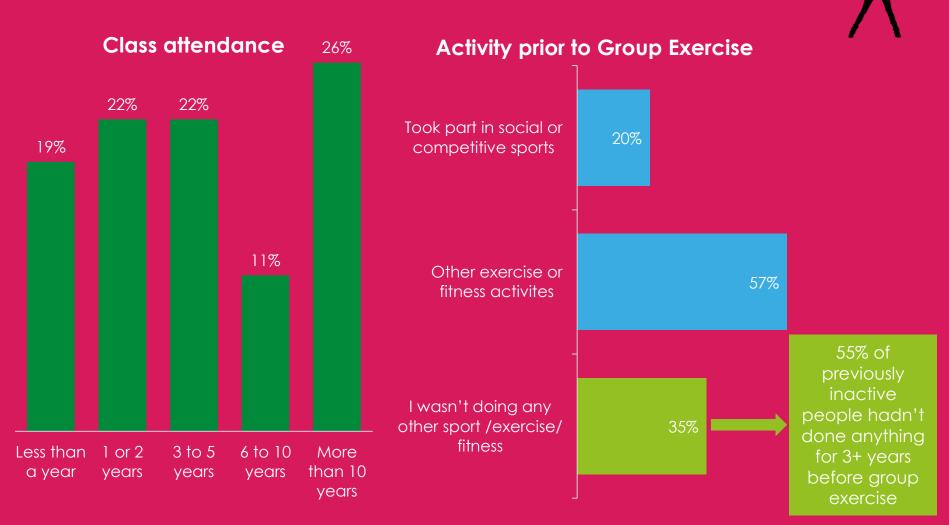




Which, if any, of these types of classes have you ever attended? Please tick all that apply. (Base: 4804)



Headline Participation



How long have you been attending classes at least once a month? (Base – 3,584)



Before you started taking classes which of the following did you do? Please tick all that apply (base - 2,224) YouGov

For how long before taking classes were you not doing any other sport, exercise or fitness? (those not doing anything before – 776)



Previously Inactive People





before starting group exercise or dance fitness



Before you started taking classes which of the following did you do? Please tick all that apply. (Base: 2224)



Inactivity

- Previously inactive and currently doing:
 - Group exercise 31%
 - Dance fitness 38%
 - Zumba® 41%
 - **BODYPUMP™** 39%
 - High Intensity Interval Training 36%





Before you started taking classes which of the following did you do? Please tick all that apply. (Base: various)



Inactivity

of inactives

had not done **anything** for **3+ years**

55%

before starting group exercise



For how long before taking classes were you not doing any other sport, exercise or fitness? (Those not doing anything before – 776)

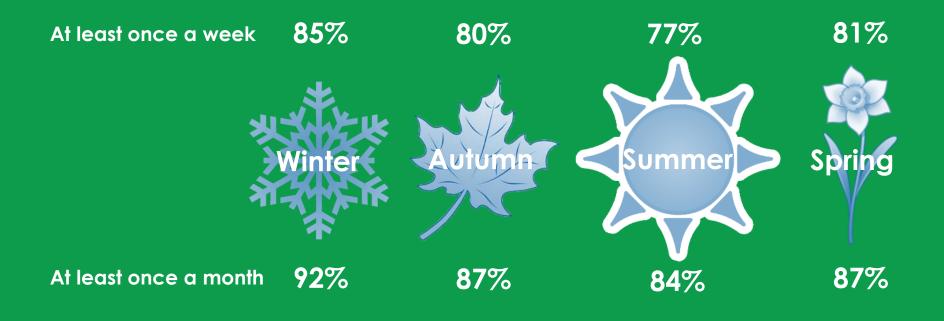




How People Participate



Seasonal Participation





Which of the following best sums up how often you attended classes in these months over the last year? (all – 3,924)



Activities Attended by Females and Males

Strength and conditioning (e.g. BODYPUMP™, boxercise, kickboxing, legs, bums and tums)

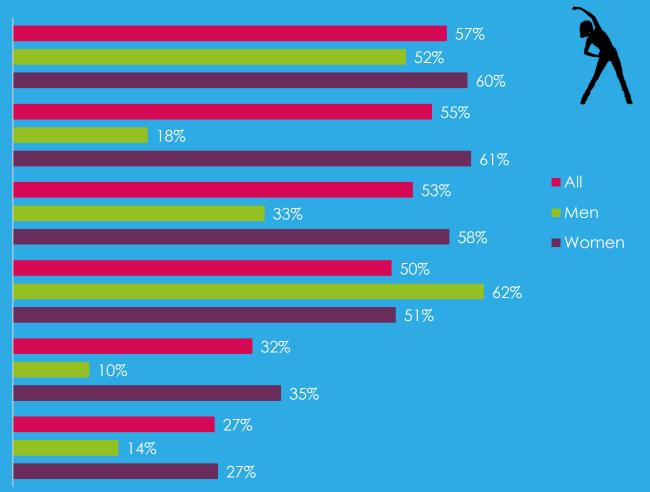
> Dance fitness (e.g. aerobics, BODYSTEP™, Zumba®, BODYJAM™, street dance)

Holistic (e.g. yoga, pilates, BODYBALANCE™, tai chi)

Cardiovascular (e.g. Spinning[™], aerobiking[™], BODYCOMBAT[™], BODYATTACK[™])

> Water workouts (e.g. Aqua Zumba®, water aerobics)

Dance (e.g. ballroom, latin, country and western, folk)





Which, if any, of these types of classes have you ever attended? Please tick all that apply. (Base: 4804, females – 3474, males – 466)

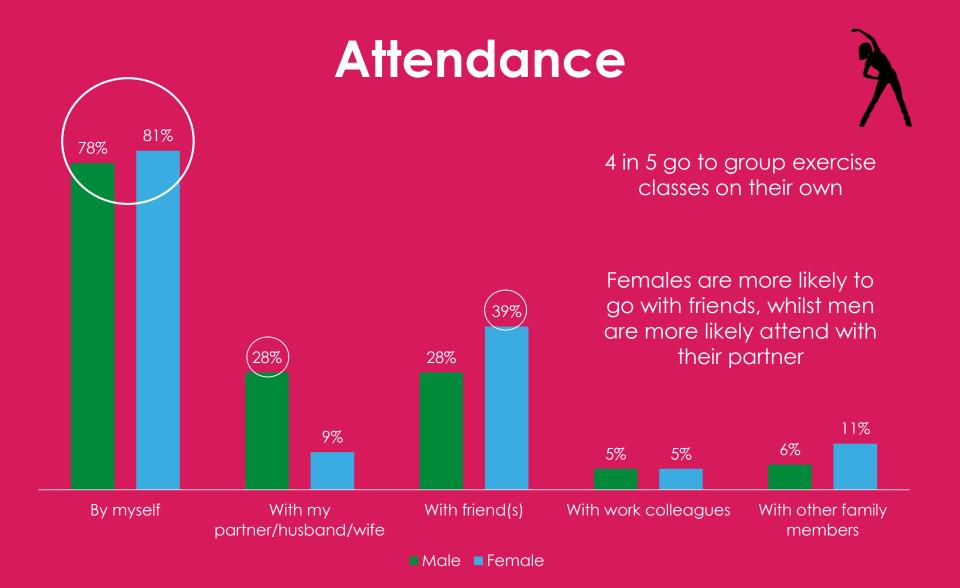


Styles of Classes Attended Zumba® 38% Legs, bums and tums 38% **BODYPUMP™** 38% Spinning[™]/aerobiking[™]/RPM[™] 37% **Pilates** 36% Yoga 33% Circuits 29% Body conditioning 25% BODYCOMBAT™, 24% BODYBALANCE™ 24% Boxercise 21% Aqua aerobics 18% BODYATTACK™ 18% Aquafit 18% Dance aerobics 17% High intensity training 17% Pure abs/core 16% Core stability 15% Street dance 13% Ballet 13% Tap dance 11% Salsa 11% Ballet 11% Hip hop 10% Ballroom 10% Tap dancing 10%



Which, if any, of these style of classes have you ever attended? (Base – 4,385) Charts cuts off at 10%.





Who do you tend to go to classes with? (Base: men – 396; women – 3,135)



YouGov

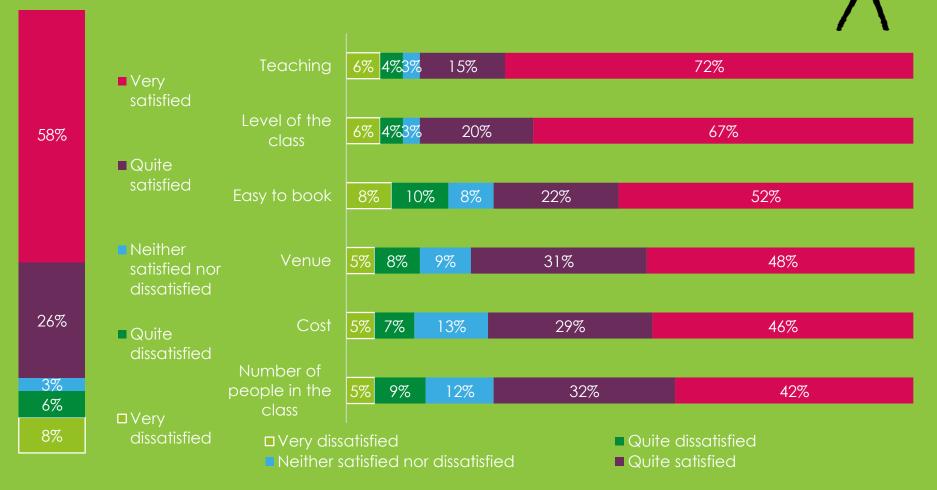


Satisfaction and Recommendation



Satisfaction Levels

Overall satisfaction



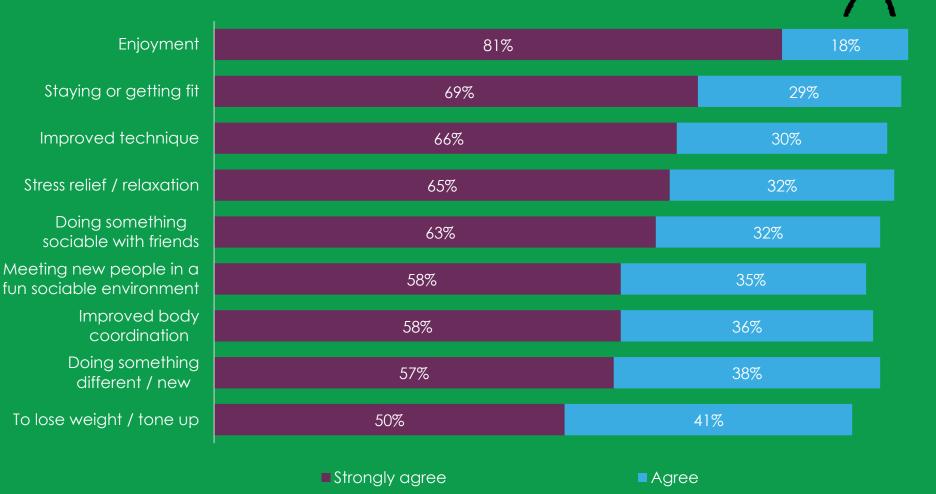


Overall how satisfied or dissatisfied were you with your most recent class? (Base: 3,707)



Thinking about your most recent class, how satisfied or dissatisfied were you with the following aspects? (Base: rebased to exclude not applicable)

Satisfaction of Class Delivery



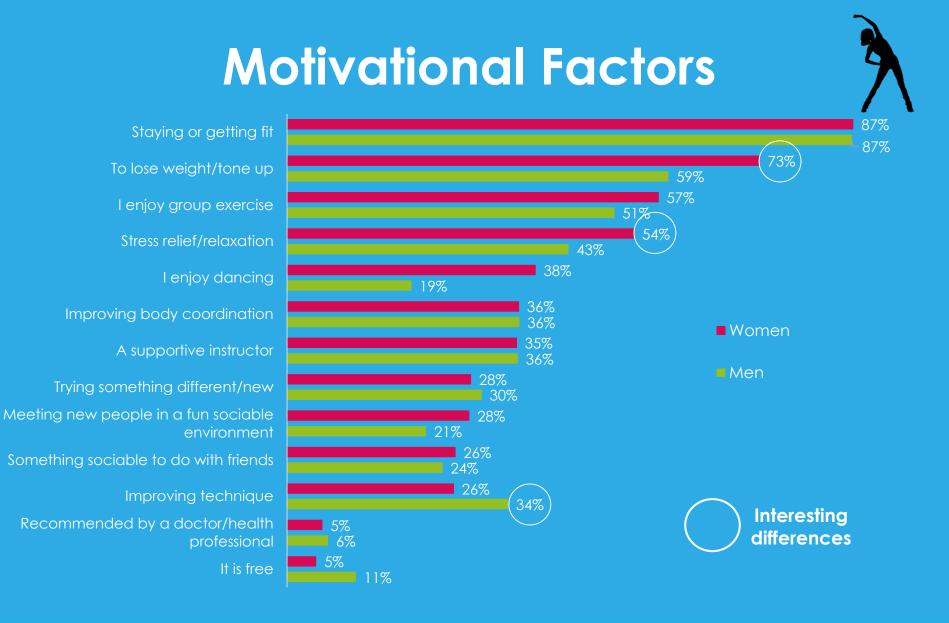
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To what extent do you agree or disagree that classes have delivered what you wanted to get out of them? (Base: those ticking each motivating factor - variable.)



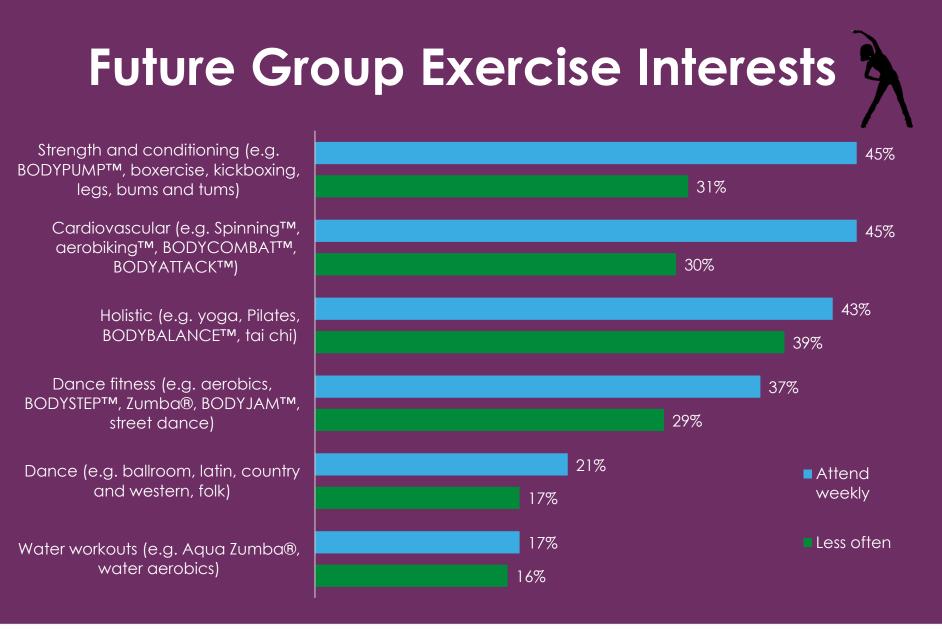
Motivators, Barriers and Attitudes







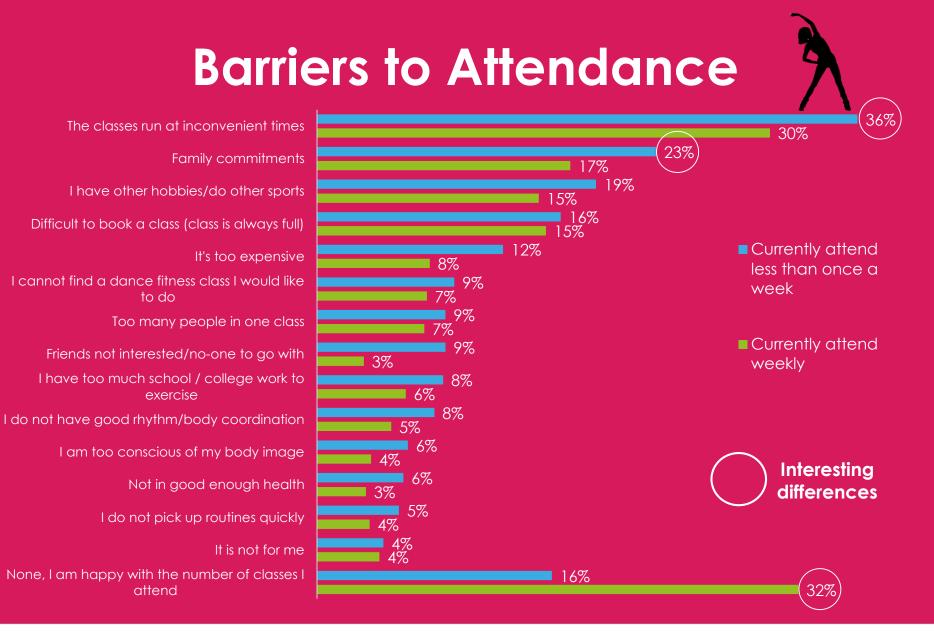
What for you are the reasons for taking part in classes? (Base: women - 3,135; men - 396)





How interested are you in attending more of the following types of classes in the future? Very interested only. (Base: Attend weekly – 2,932; Less often 685)

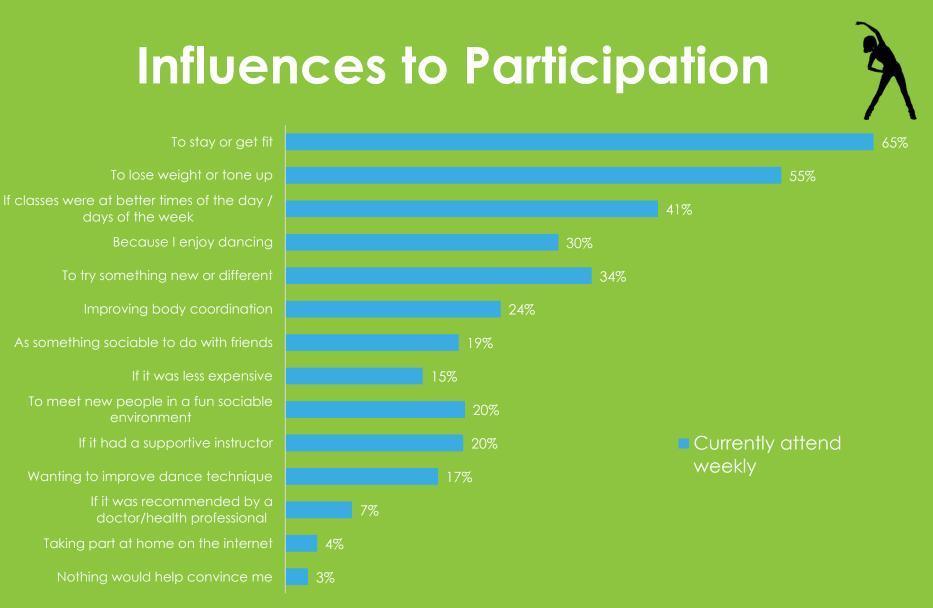






Which of the following, if any, are reasons why you don't take part in more exercise and fitness classes? Base (Attend weekly – 2,907; Less often 677)







Which, if any, of these might be important in helping you to take part in exercise and fitness classes? (Base – 2,892)

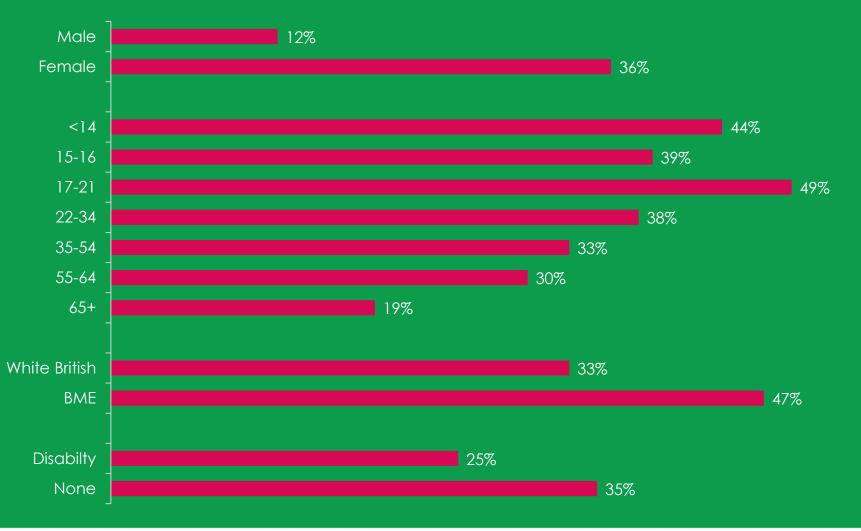




Dance Fitness



Interest in Dance Fitness





How interested are you in attending more of the following types of classes in the future? - Dance fitness (e.g. aerobics, BODYSTEP™, Zumba®, BODYJAM™, street dance). Base: all – 4,125.



Future Dance Fitness Interest

22%

22%

28%

Zumba® Dance aerobics Salsa Street dance Fitsteps® BODYJAMTM Hip hop Ballet Pole Fitness Ballroom (all) latin Contemporary Tap dance Party/Club Fitness Disco Belly dance Hoop Fitness Jazz Bollywood Les Mills (other) Line dancing

26% 20% 19% 18% 17% 17% **—** 17% 💻 16% 15% 14% 14% 13% 13% 13% 10% 10%

27% of the BME community are interested in attending Bollywood dance fitness. Salsa sits at 37%.

49%

41%

Street dance (48%), hip hop (37%) and breakdance (28%) are popular with men / boys.



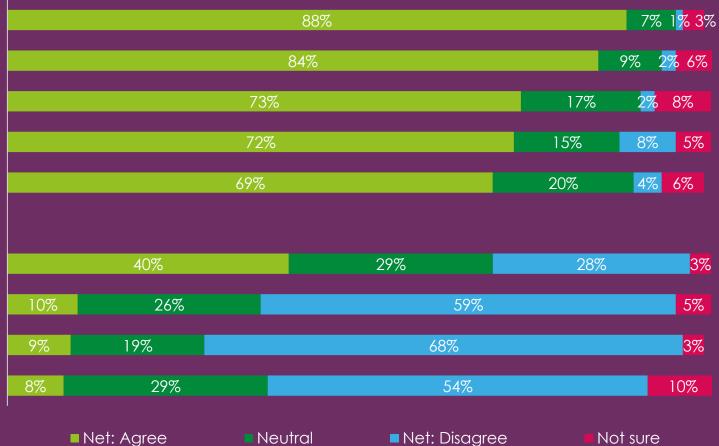
Which dance fitness classes would you be most interested in attending? (Base: all interested in dance fitness - 2,332.)



Health and Exercise Related Attitudes



I prefer other forms of exercise You need to be very fit to take part I am too conscious of body image to take part They are too competitive / serious

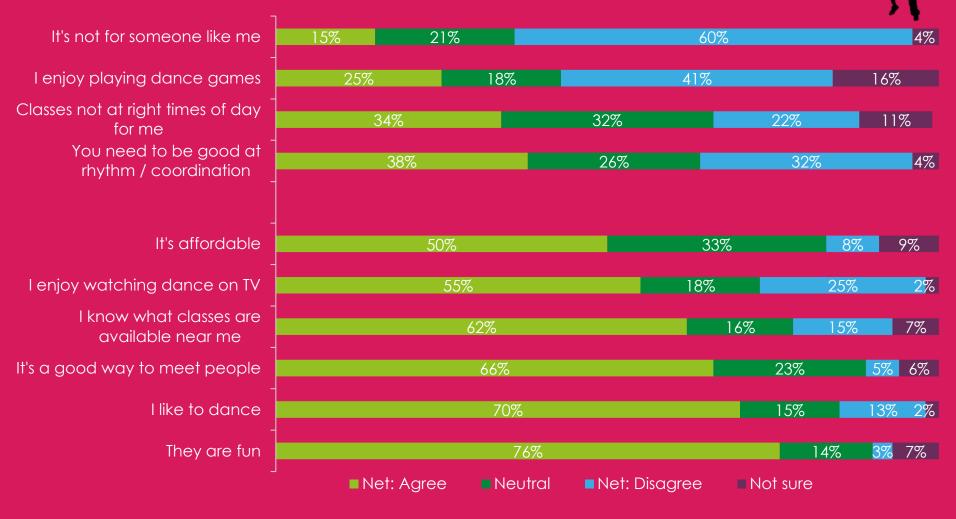




Thinking just about dance fitness (classes) to what extent do you agree or disagree with the following statements? (Base: 3960)



Attitudes Towards Dance Fitness





Thinking just about dance fitness (classes) to what extent do you agree or disagree with the following statements? (Base: 3960)

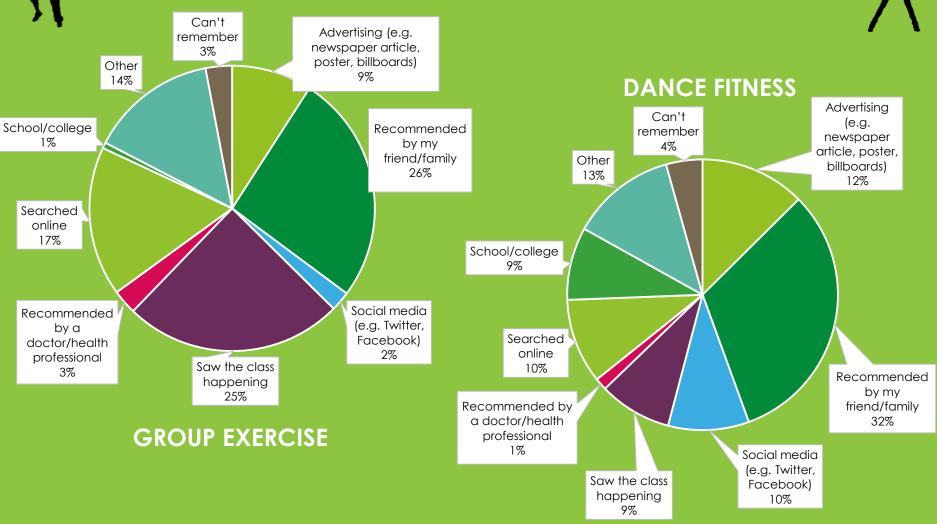




Group Exercise vs. Dance Fitness



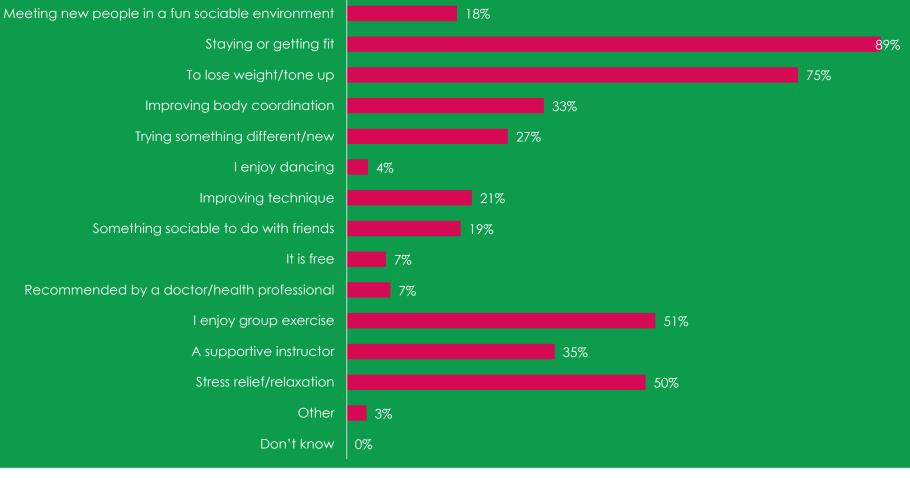
Class Discovery





How did you find out about the classes you have attended in the last 12 months? (Base: group exercise – 1369, dance fitness – 155)

Reasons for Participation; Group Exercise



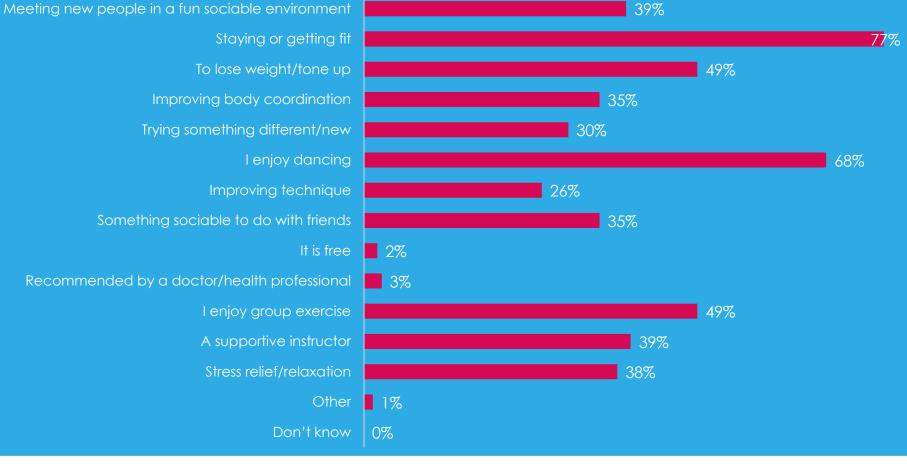


What for you are the reasons for taking part in classes? (Base: 1337)





Reasons for Participation; Dance Fitness



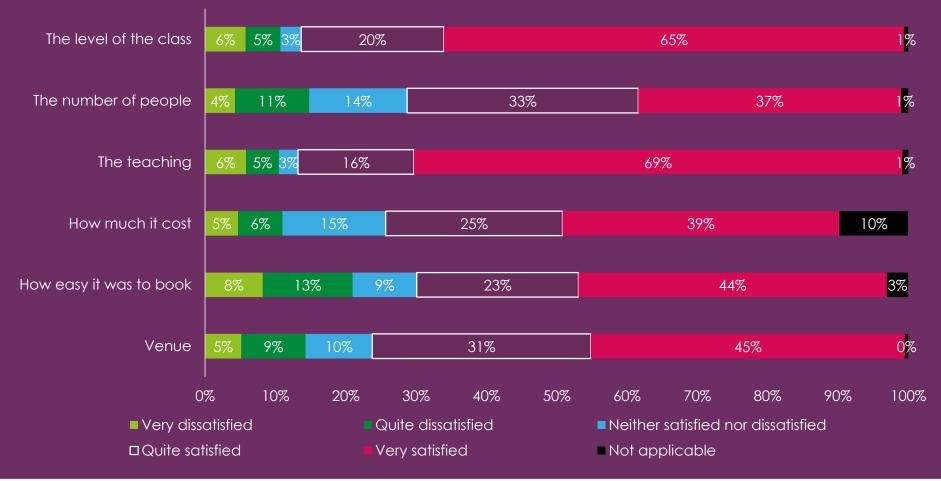


Which dance fitness classes would you be most interested in attending? (Base: all interested in dance fitness – 2,332.)



Satisfaction Levels; Group Fitness





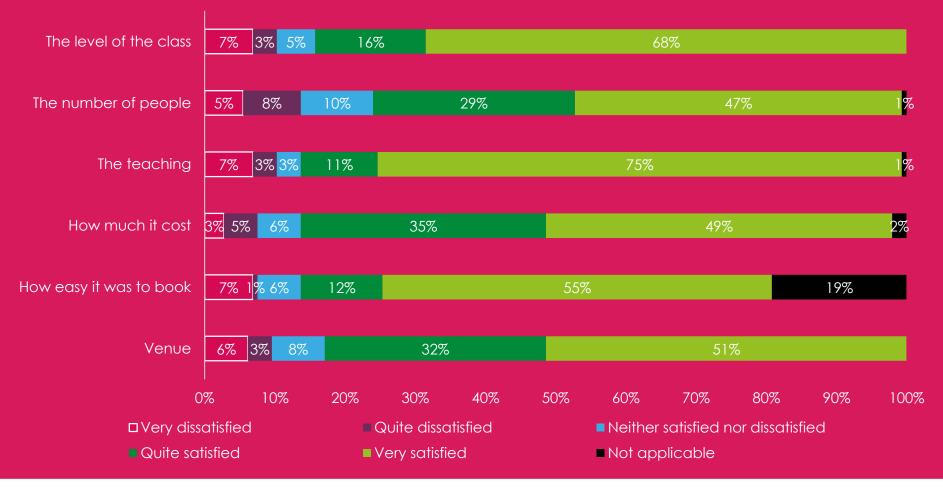


Thinking about your most recent class, how satisfied or dissatisfied were you with the following aspects? (Base: 1316)





Satisfaction Levels; Dance Fitness

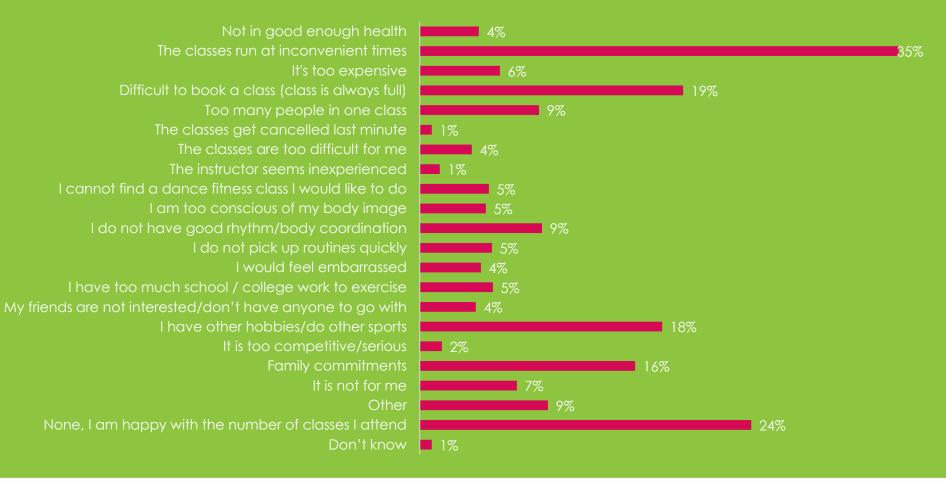




Thinking about your most recent class, how satisfied or dissatisfied were you with the following aspects? (Base: 146)



Participation Preventers; Group Exercise





Which of the following, if any, are reasons why you don't take part in more exercise and fitness classes? (Base: 1366)





Participation Preventers; Dance Fitness

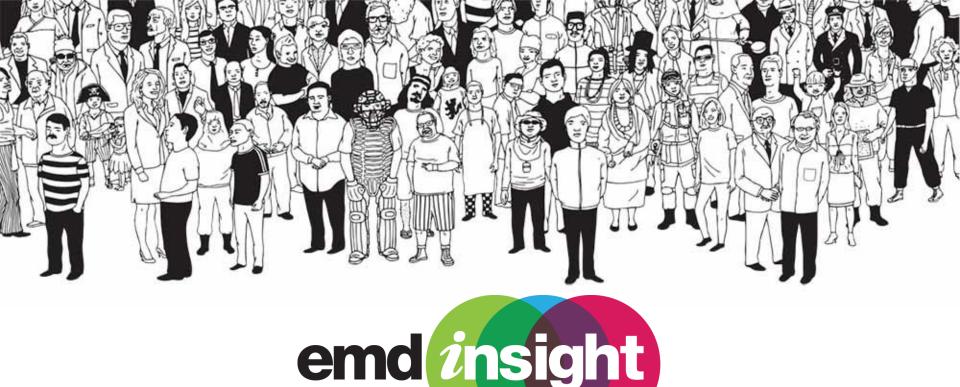
| Not in good enough health | 4% | |
|--|-----|-----|
| The classes run at inconvenient times | | 16% |
| It's too expensive | 10% | |
| Difficult to book a class (class is always full) | 1% | |
| Too many people in one class | 3% | |
| The classes get cancelled last minute | 1% | |
| The classes are too difficult for me | 1% | |
| The instructor seems inexperienced | 1% | |
| I cannot find a dance fitness class I would like to do | 9% | |
| I am too conscious of my body image | 3% | |
| I do not have good rhythm/body coordination | 3% | |
| I do not pick up routines quickly | 3% | |
| I would feel embarrassed | 2% | |
| I have too much school / college work to exercise | 12% | |
| My friends are not interested/don't have anyone to go with | 8% | |
| I have other hobbies/do other sports | 12% | |
| It is too competitive/serious | 5% | |
| Family commitments | | 19% |
| It is not for me | 5% | |
| Other | 6% | |
| None, I am happy with the number of classes I attend | | |
| Don't know | 1% | |



Which of the following, if any, are reasons why you don't take part in more exercise and fitness classes? (Base: 154)



42%



For further information about EMD Insight:

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

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