Dance Fitness – Participant Survey 2015: The Nation in Action

EMDP & YouGov
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Management Summary

**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.

Management Summary

<table>
<thead>
<tr>
<th></th>
<th>Very dissatisfied</th>
<th>Quite dissatisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Quite satisfied</th>
<th>Very satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>6%</td>
<td>3%</td>
<td>26%</td>
<td>58%</td>
<td></td>
</tr>
</tbody>
</table>

- 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’

Management Summary
Method and Key
Method

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.

4,804 people took part in the Participant Survey.

Key

All group exercise

Dance fitness only
Key Findings
Profile of Participants - Demographics

**Gender**
- 88% women
- 12% men

**Age**
- 3% 8 to 14
- 2% 15-16
- 5% 17-21
- 7% 22-24
- 4% 25-34
- 13% 35-44
- 14% 45-54
- 14% 55-64
- 12% 65+

**Ethnicity**
- 94% White British
- 6% BME

**Disability**
- 14%

**Gender**
- Nat Rep - 51% women; 49% men

**Ethnicity**
- Nat Rep - 87% White British; 13% BME

**Disability**
- Nat Rep - 20% Disability
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)
Which, if any, of these types of classes have you ever attended?
Please tick all that apply. (Base: 4804)

<table>
<thead>
<tr>
<th>Category</th>
<th>Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strength and conditioning (e.g. BODYPUMP™, boxercise, kickboxing, legs, bums and tums)</td>
<td>57%</td>
</tr>
<tr>
<td>Cardiovascular (e.g. Spinning™, aerobiking™, BODYCOMBAT™, BODYATTACK™)</td>
<td>50%</td>
</tr>
<tr>
<td>Holistic (e.g. yoga, Pilates, BODYBALANCE™, tai chi)</td>
<td>53%</td>
</tr>
<tr>
<td>Dance fitness (e.g. aerobics, BODYPUMP™, Zumba®, BODYJAM™, street dance)</td>
<td>55%</td>
</tr>
<tr>
<td>Water workouts (e.g. Aqua Zumba®, water aerobics)</td>
<td>32%</td>
</tr>
<tr>
<td>Dance (e.g. ballroom, latin, country and western, folk)</td>
<td>27%</td>
</tr>
</tbody>
</table>
Headline Participation

Class attendance

<table>
<thead>
<tr>
<th>Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than a year</td>
<td>19%</td>
</tr>
<tr>
<td>1 or 2 years</td>
<td>22%</td>
</tr>
<tr>
<td>3 to 5 years</td>
<td>22%</td>
</tr>
<tr>
<td>6 to 10 years</td>
<td>11%</td>
</tr>
<tr>
<td>More than 10 years</td>
<td>26%</td>
</tr>
</tbody>
</table>

Activity prior to Group Exercise

- Took part in social or competitive sports: 20%
- Other exercise or fitness activities: 57%
- I wasn’t doing any other sport/exercise/fitness: 35%

55% of previously inactive people hadn’t done anything for 3+ years before group exercise.

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)

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

Inactivity

35% of those surveyed said:

‘I wasn’t doing any other sport/exercise/fitness’

before starting group exercise or dance fitness
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

55% of inactives had not done anything for 3+ years 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

Which, if any, of these types of classes have you ever attended? Please tick all that apply. (Base: 4804, females – 3474, males – 466)
Which, if any, of these style of classes have you ever attended?
(Base – 4,385) Charts cuts off at 10%.
Attendance

4 in 5 go to group exercise classes on their own

Females are more likely to go with friends, whilst men are more likely attend with their partner

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

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.)

<table>
<thead>
<tr>
<th>Motivating Factor</th>
<th>Strongly agree</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enjoyment</td>
<td>81%</td>
<td>18%</td>
</tr>
<tr>
<td>Staying or getting fit</td>
<td>69%</td>
<td>29%</td>
</tr>
<tr>
<td>Improved technique</td>
<td>66%</td>
<td>30%</td>
</tr>
<tr>
<td>Stress relief / relaxation</td>
<td>65%</td>
<td>32%</td>
</tr>
<tr>
<td>Doing something sociable with friends</td>
<td>63%</td>
<td>32%</td>
</tr>
<tr>
<td>Meeting new people in a fun sociable environment</td>
<td>58%</td>
<td>35%</td>
</tr>
<tr>
<td>Improved body coordination</td>
<td>58%</td>
<td>36%</td>
</tr>
<tr>
<td>Doing something different / new</td>
<td>57%</td>
<td>38%</td>
</tr>
<tr>
<td>To lose weight / tone up</td>
<td>50%</td>
<td>41%</td>
</tr>
</tbody>
</table>

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
Motivational Factors

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)
Barriers to Attendance

- The classes run at inconvenient times: 36% (Currently attend less than once a week)
- Family commitments: 23%
- I have other hobbies/do other sports: 19%
- Difficult to book a class (class is always full): 16%
- It’s too expensive: 15%
- I cannot find a dance fitness class I would like to do: 12%
- Too many people in one class: 15%
- Friends not interested/no-one to go with: 15%
- I have too much school / college work to exercise: 8%
- I do not have good rhythm/body coordination: 7%
- I am too conscious of my body image: 6%
- Not in good enough health: 6%
- I do not pick up routines quickly: 5%
- It is not for me: 4%
- None, I am happy with the number of classes I attend: 16%

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)

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

- To stay or get fit: 65%
- To lose weight or tone up: 55%
- If classes were at better times of the day / days of the week: 41%
- Because I enjoy dancing: 30%
- To try something new or different: 34%
- Improving body coordination: 24%
- As something sociable to do with friends: 19%
- If it was less expensive: 15%
- To meet new people in a fun sociable environment: 20%
- If it had a supportive instructor: 20%
- Wanting to improve dance technique: 17%
- If it was recommended by a doctor/health professional: 7%
- Taking part at home on the internet: 4%
- Nothing would help convince me: 3%
Dance Fitness
How interested are you in attending more of the following types of classes in the future?
- Dance fitness (e.g. aerobics, BODYPUMP™, Zumba®, BODYJAM™, street dance).

Base: all – 4,125.
Which dance fitness classes would you be most interested in attending? (Base: all interested in dance fitness – 2,332.)

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

Street dance (48%), hip hop (37%) and breakdance (28%) are popular with men / boys.
Thinking just about dance fitness (classes) to what extent do you agree or disagree with the following statements? (Base: 3960)

<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 a good way to keep healthy</td>
<td>88%</td>
<td></td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>It can help relieve stress</td>
<td>84%</td>
<td></td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>It's a popular form of exercise</td>
<td>73%</td>
<td>17%</td>
<td>2%</td>
<td>8%</td>
</tr>
<tr>
<td>They can be enjoyed by everyone</td>
<td>72%</td>
<td>15%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>It's a good way of losing weight</td>
<td>69%</td>
<td>20%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>I prefer other forms of exercise</td>
<td>40%</td>
<td>29%</td>
<td>28%</td>
<td>3%</td>
</tr>
<tr>
<td>You need to be very fit to take part</td>
<td>10%</td>
<td>26%</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>I am too conscious of body image to take part</td>
<td>9%</td>
<td>19%</td>
<td>68%</td>
<td></td>
</tr>
<tr>
<td>They are too competitive / serious</td>
<td>8%</td>
<td>29%</td>
<td>54%</td>
<td></td>
</tr>
</tbody>
</table>
Thinking just about dance fitness (classes) to what extent do you agree or disagree with the following statements? (Base: 3960)
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)

- Meeting new people in a fun sociable environment: 18%
- Staying or getting fit: 89%
- To lose weight/tone up: 75%
- Improving body coordination: 33%
- Trying something different/new: 27%
- I enjoy dancing: 4%
- Improving technique: 21%
- Something sociable to do with friends: 19%
- It is free: 7%
- Recommended by a doctor/health professional: 7%
- I enjoy group exercise: 51%
- A supportive instructor: 35%
- Stress relief/relaxation: 50%
- Other: 3%
- Don’t know: 0%
Reasons for Participation; Dance Fitness

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting new people in a fun sociable environment</td>
<td>39%</td>
</tr>
<tr>
<td>Staying or getting fit</td>
<td>77%</td>
</tr>
<tr>
<td>To lose weight/tone up</td>
<td>49%</td>
</tr>
<tr>
<td>Improving body coordination</td>
<td>35%</td>
</tr>
<tr>
<td>Trying something different/new</td>
<td>30%</td>
</tr>
<tr>
<td>I enjoy dancing</td>
<td>68%</td>
</tr>
<tr>
<td>Improving technique</td>
<td>26%</td>
</tr>
<tr>
<td>Something sociable to do with friends</td>
<td>35%</td>
</tr>
<tr>
<td>It is free</td>
<td>2%</td>
</tr>
<tr>
<td>Recommended by a doctor/health professional</td>
<td>3%</td>
</tr>
<tr>
<td>I enjoy group exercise</td>
<td>49%</td>
</tr>
<tr>
<td>A supportive instructor</td>
<td>39%</td>
</tr>
<tr>
<td>Stress relief/relaxation</td>
<td>38%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>0%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not in good enough health</td>
<td>4%</td>
</tr>
<tr>
<td>The classes run at inconvenient times</td>
<td>6%</td>
</tr>
<tr>
<td>It’s too expensive</td>
<td>9%</td>
</tr>
<tr>
<td>Difficult to book a class (class is always full)</td>
<td>9%</td>
</tr>
<tr>
<td>Too many people in one class</td>
<td>9%</td>
</tr>
<tr>
<td>The classes get cancelled last minute</td>
<td>9%</td>
</tr>
<tr>
<td>The classes are too difficult for me</td>
<td>9%</td>
</tr>
<tr>
<td>The instructor seems inexperienced</td>
<td>9%</td>
</tr>
<tr>
<td>I cannot find a dance fitness class I would like to do</td>
<td>9%</td>
</tr>
<tr>
<td>I am too conscious of my body image</td>
<td>9%</td>
</tr>
<tr>
<td>I do not have good rhythm/body coordination</td>
<td>9%</td>
</tr>
<tr>
<td>I do not pick up routines quickly</td>
<td>9%</td>
</tr>
<tr>
<td>I would feel embarrassed</td>
<td>9%</td>
</tr>
<tr>
<td>I have too much school / college work to exercise</td>
<td>9%</td>
</tr>
<tr>
<td>My friends are not interested/don’t have anyone to go with</td>
<td>9%</td>
</tr>
<tr>
<td>I have other hobbies/do other sports</td>
<td>9%</td>
</tr>
<tr>
<td>It is too competitive/serious</td>
<td>9%</td>
</tr>
<tr>
<td>Family commitments</td>
<td>9%</td>
</tr>
<tr>
<td>It is not for me</td>
<td>9%</td>
</tr>
<tr>
<td>None, I am happy with the number of classes I attend</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>9%</td>
</tr>
<tr>
<td>None, I am happy with the number of classes I attend</td>
<td>24%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>24%</td>
</tr>
</tbody>
</table>

Which of the following, if any, are reasons why you don’t take part in more exercise and fitness classes? (Base: 1366)
Which of the following, if any, are reasons why you don’t take part in more exercise and fitness classes? (Base: 154)
For further information about EMD Insight:

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