



# Dance Fitness – Participant Survey 2015: The Nation in Action

EMDP & YouGov

**YouGov**<sup>®</sup>

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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

# Management Summary

## 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



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

# Management Summary

## 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

# Management Summary

## 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



# 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 30<sup>th</sup> March – 8<sup>th</sup> 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

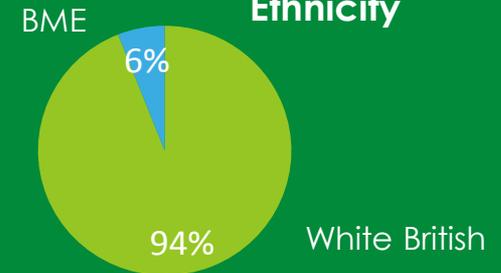
## Gender



Nat Rep – 51% women; 49% men



## Ethnicity



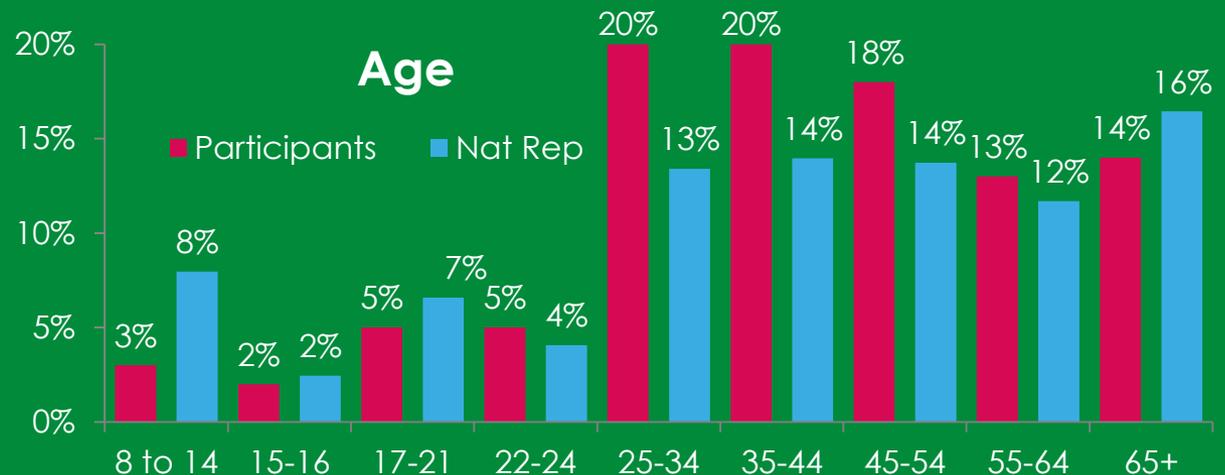
Nat Rep – 87% White British; 13% BME

## Disability



Nat Rep – 20% Disability

## Age



# Headline Participation



## How often do people attend classes?



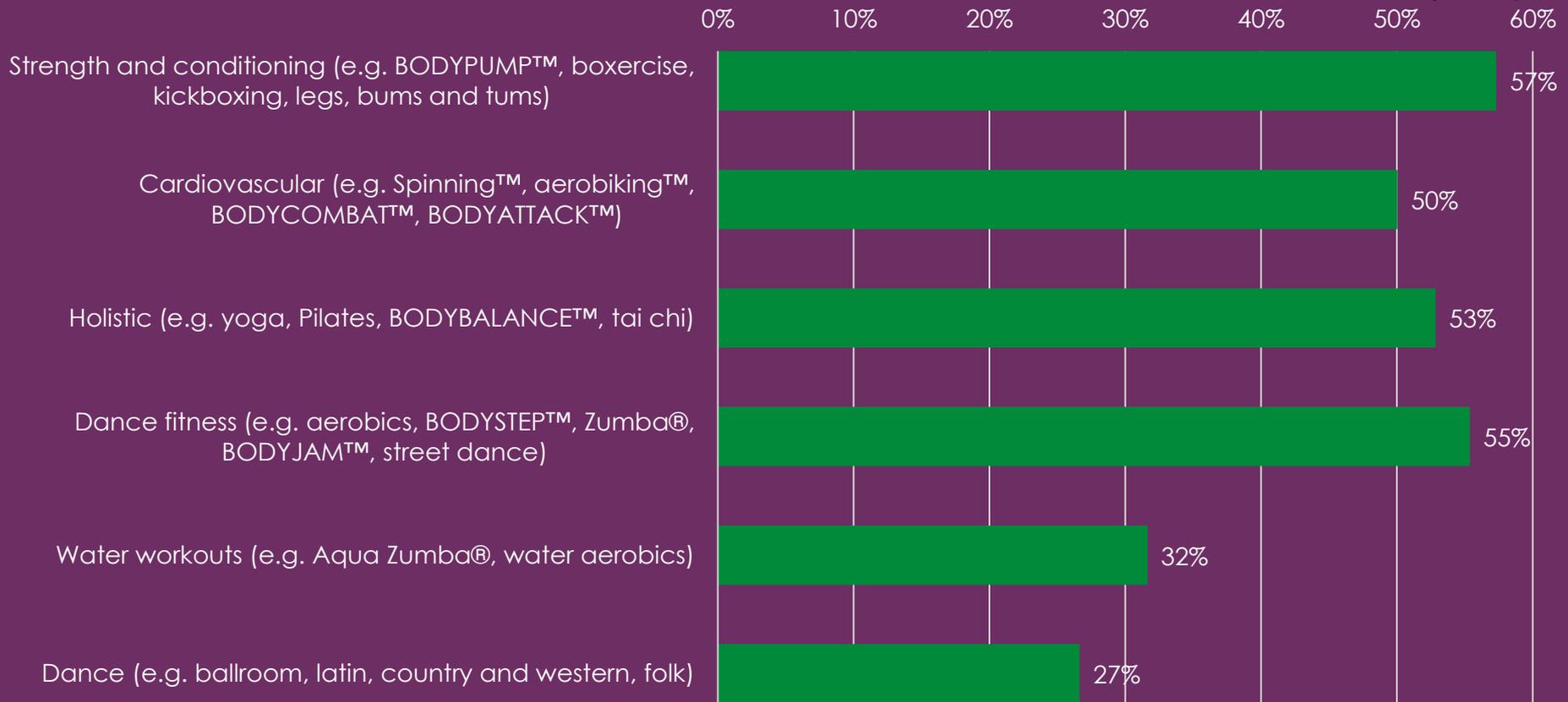
## How many classes do people attend?



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)



# Headline Participation



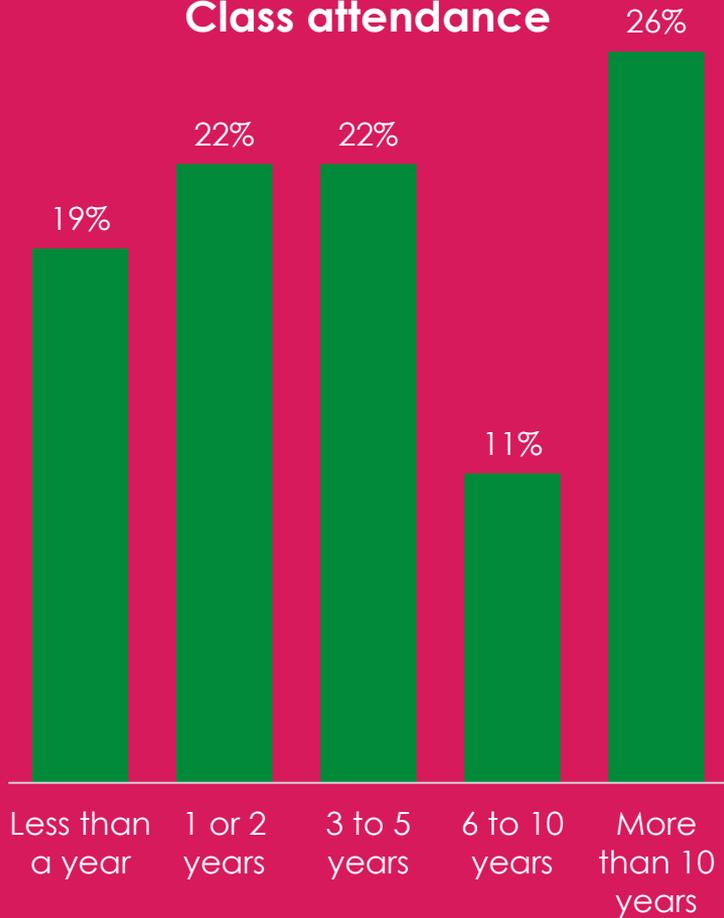
Which, if any, of these types of classes have you ever attended?  
Please tick all that apply. (Base: 4804)



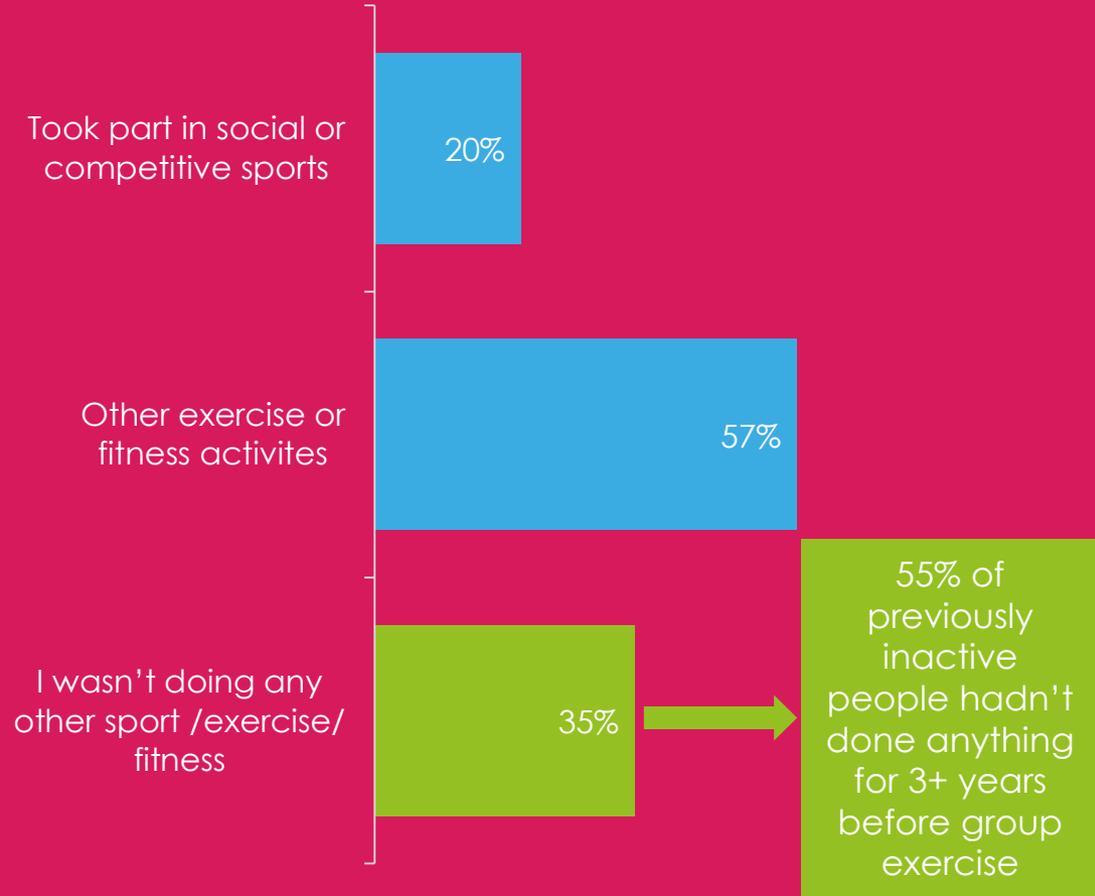
# Headline Participation



## Class attendance



## Activity prior to 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



# 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%**



# Inactivity

**55%**

of inactives

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



before starting group exercise



# How People Participate



# Seasonal Participation



At least once a week

85%

80%

77%

81%



Winter



Autumn



Summer



Spring

At least once a month

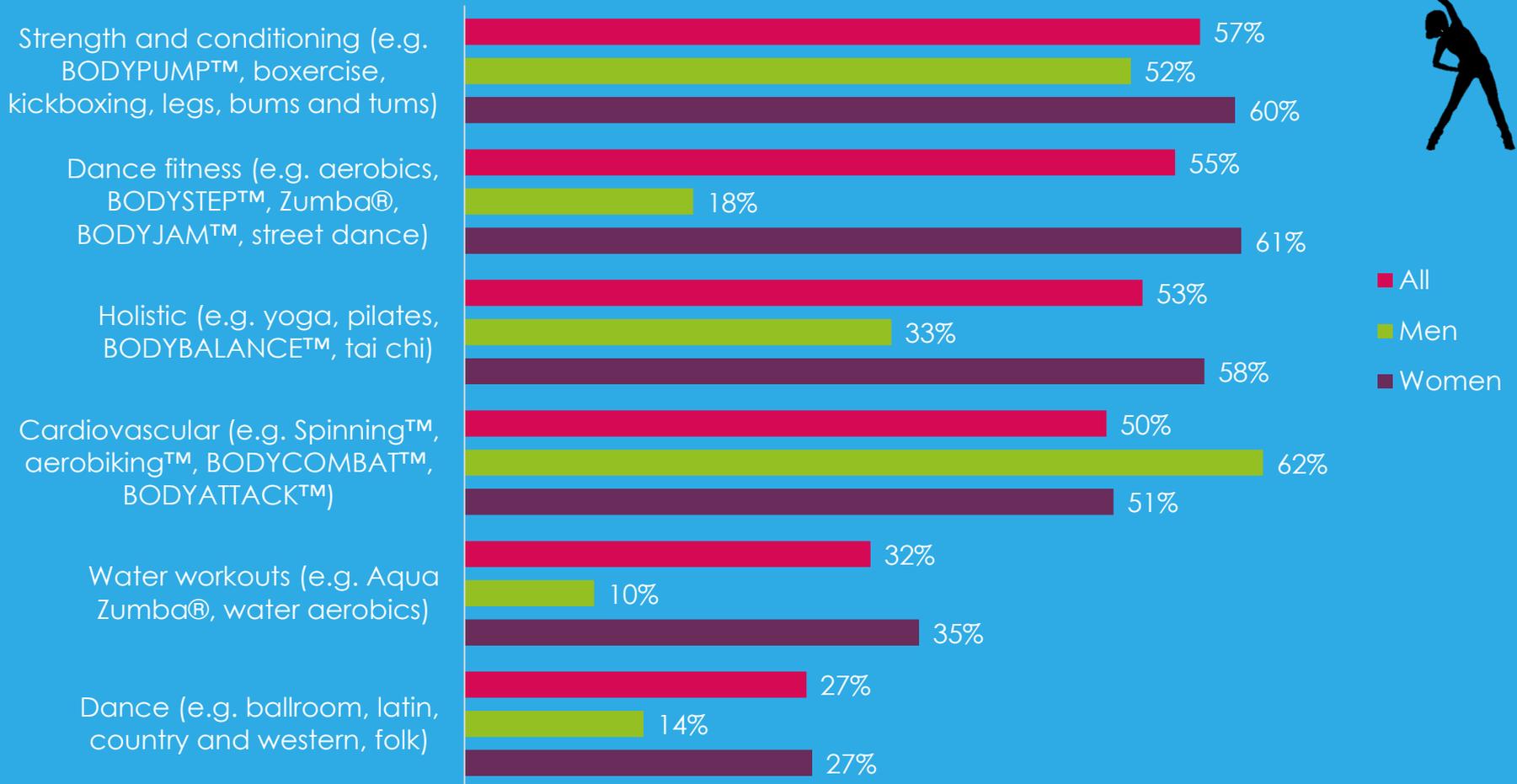
92%

87%

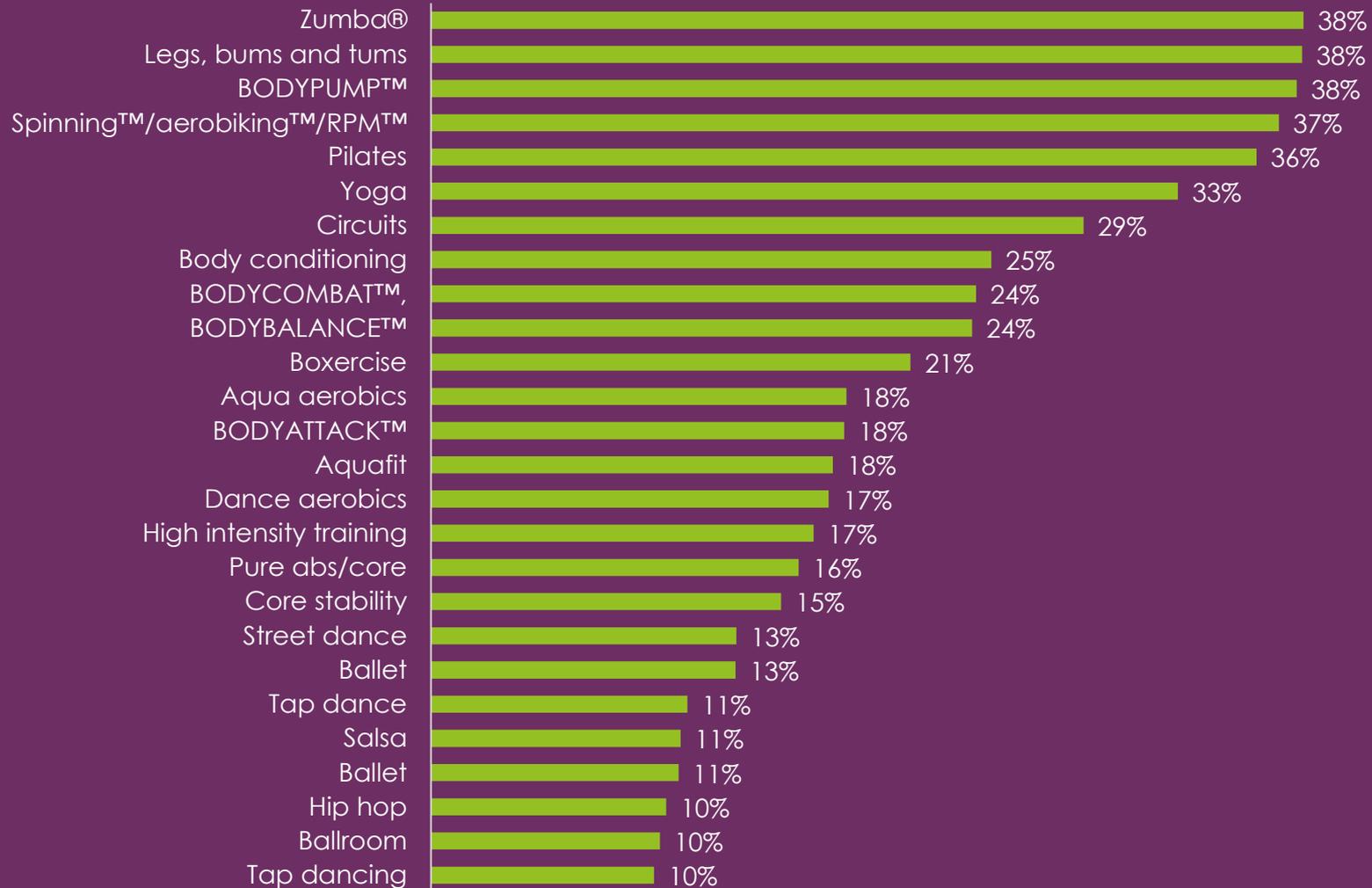
84%

87%

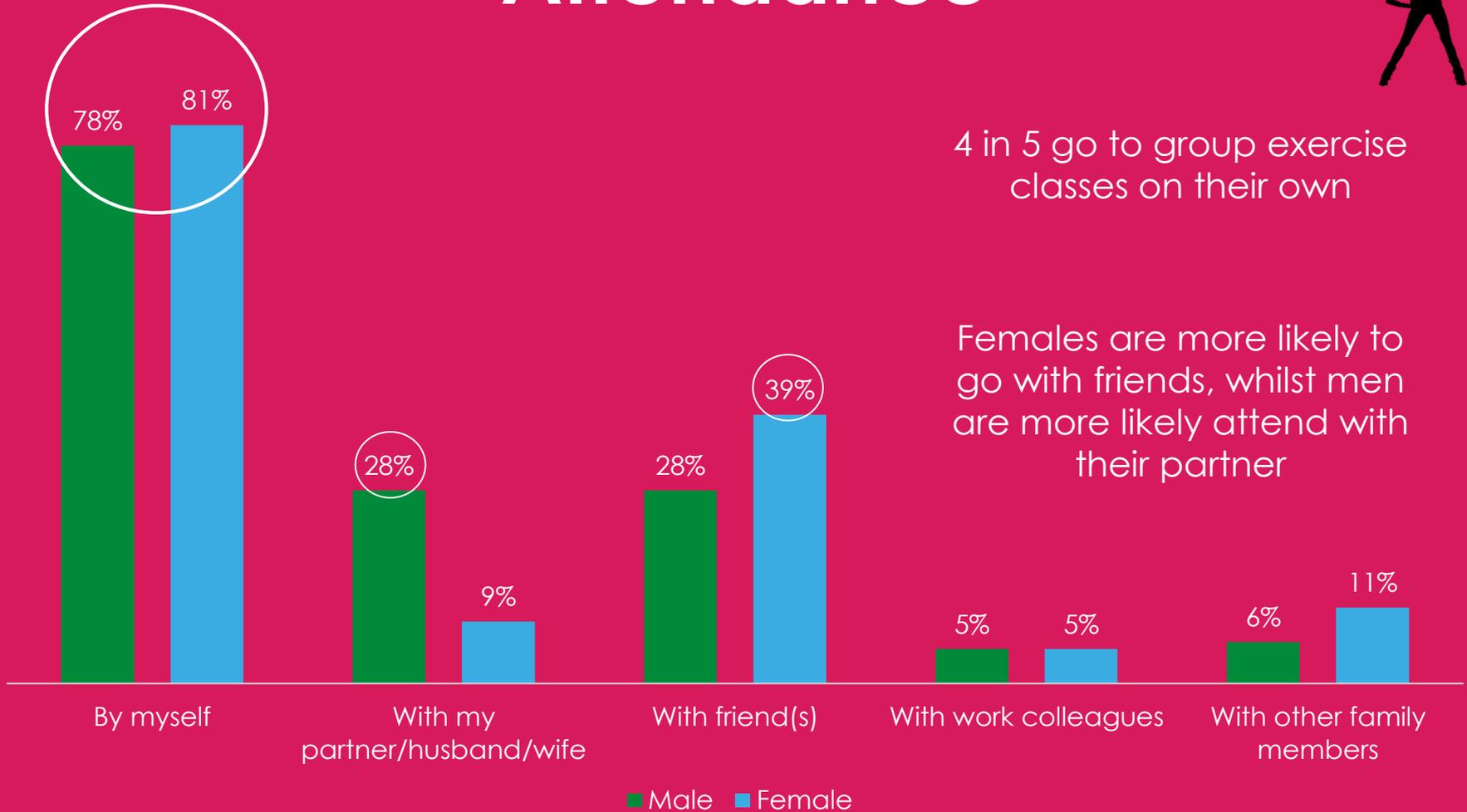
# Activities Attended by Females and Males



# Styles of Classes Attended



# 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



# Satisfaction and Recommendation



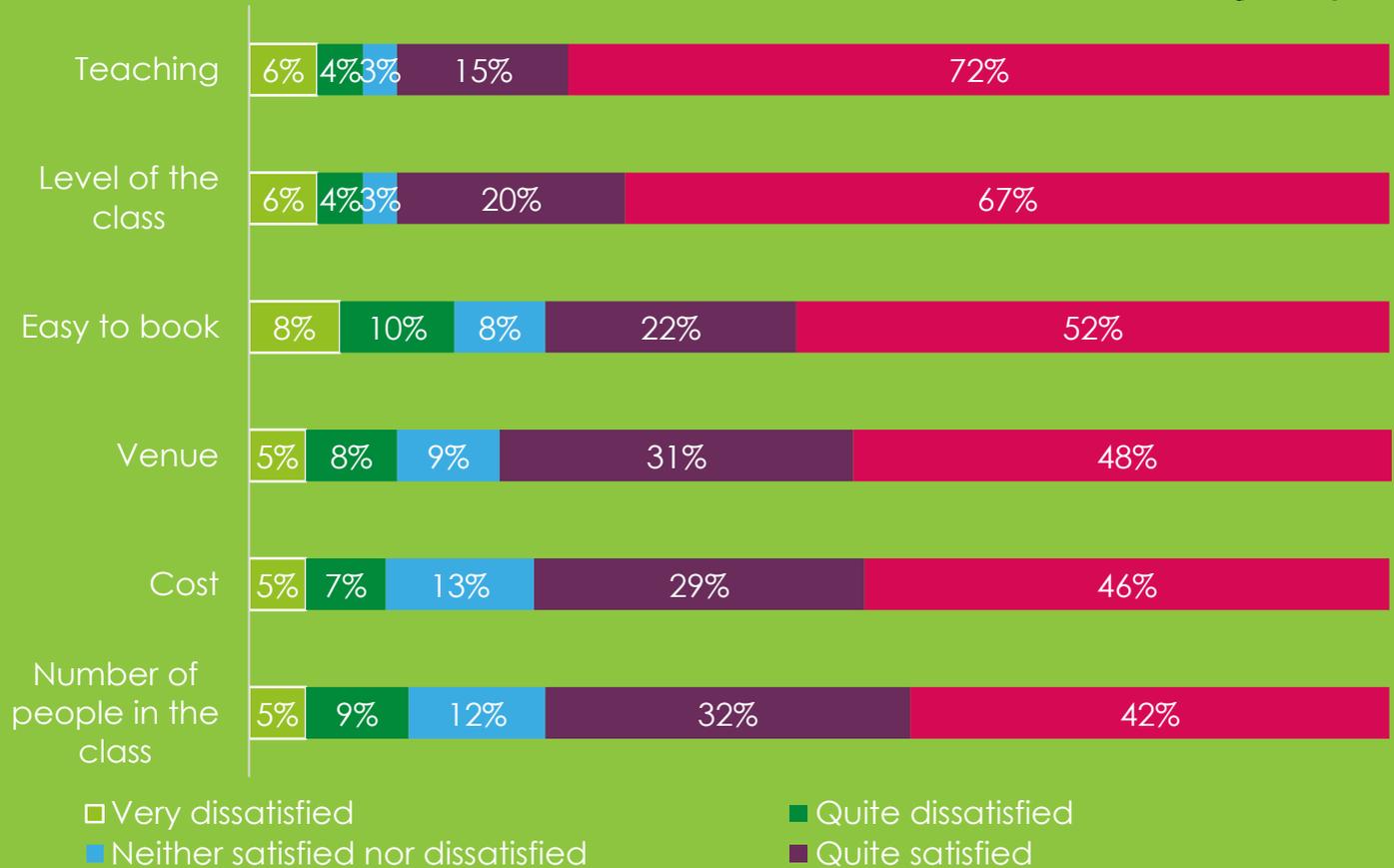
# Satisfaction Levels



## Overall satisfaction



- Very satisfied
- Quite satisfied
- Neither satisfied nor dissatisfied
- Quite dissatisfied
- Very dissatisfied

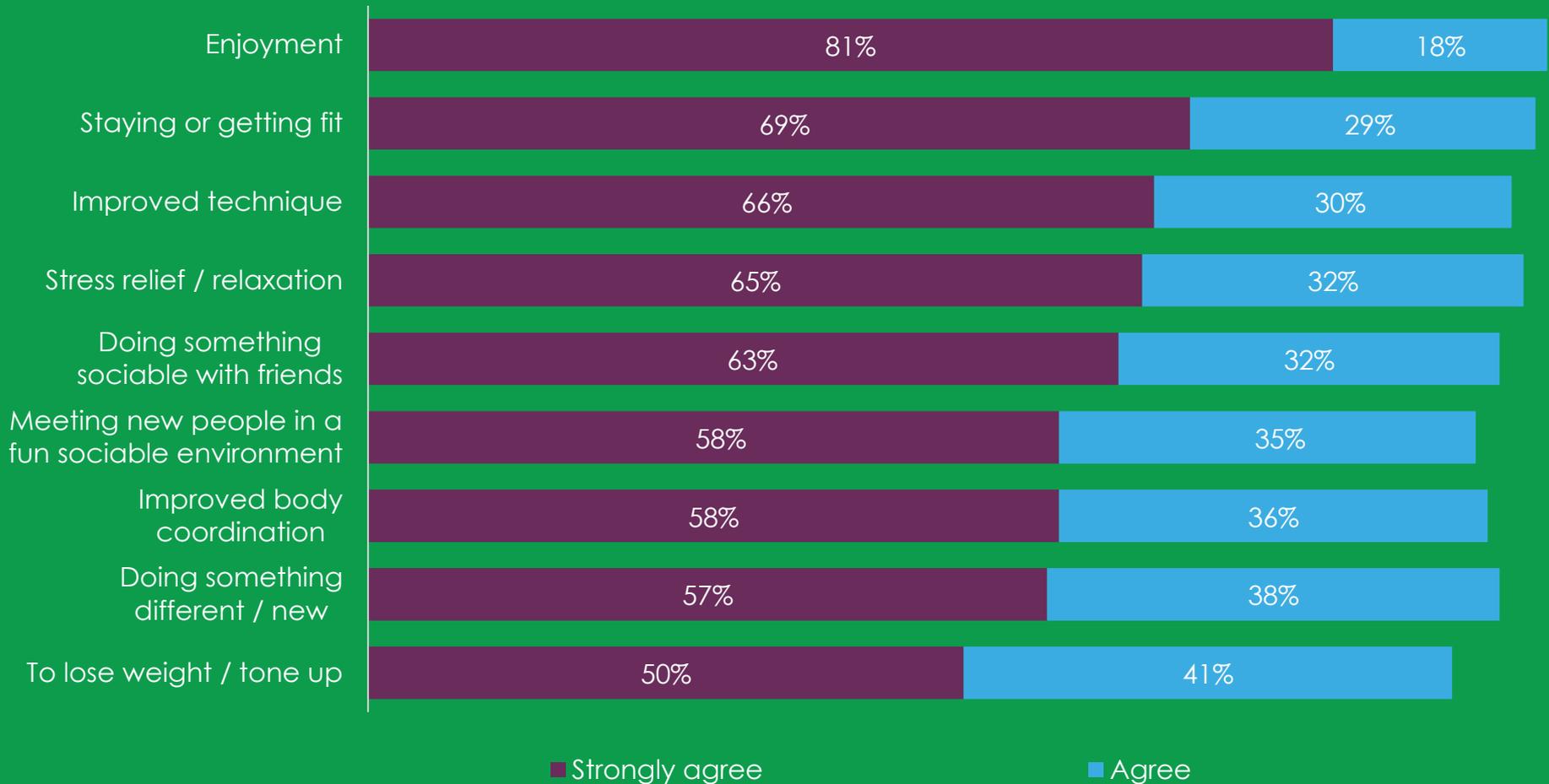


Overall how satisfied or dissatisfied were you with your most recent class?  
(Base: 3,707)

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



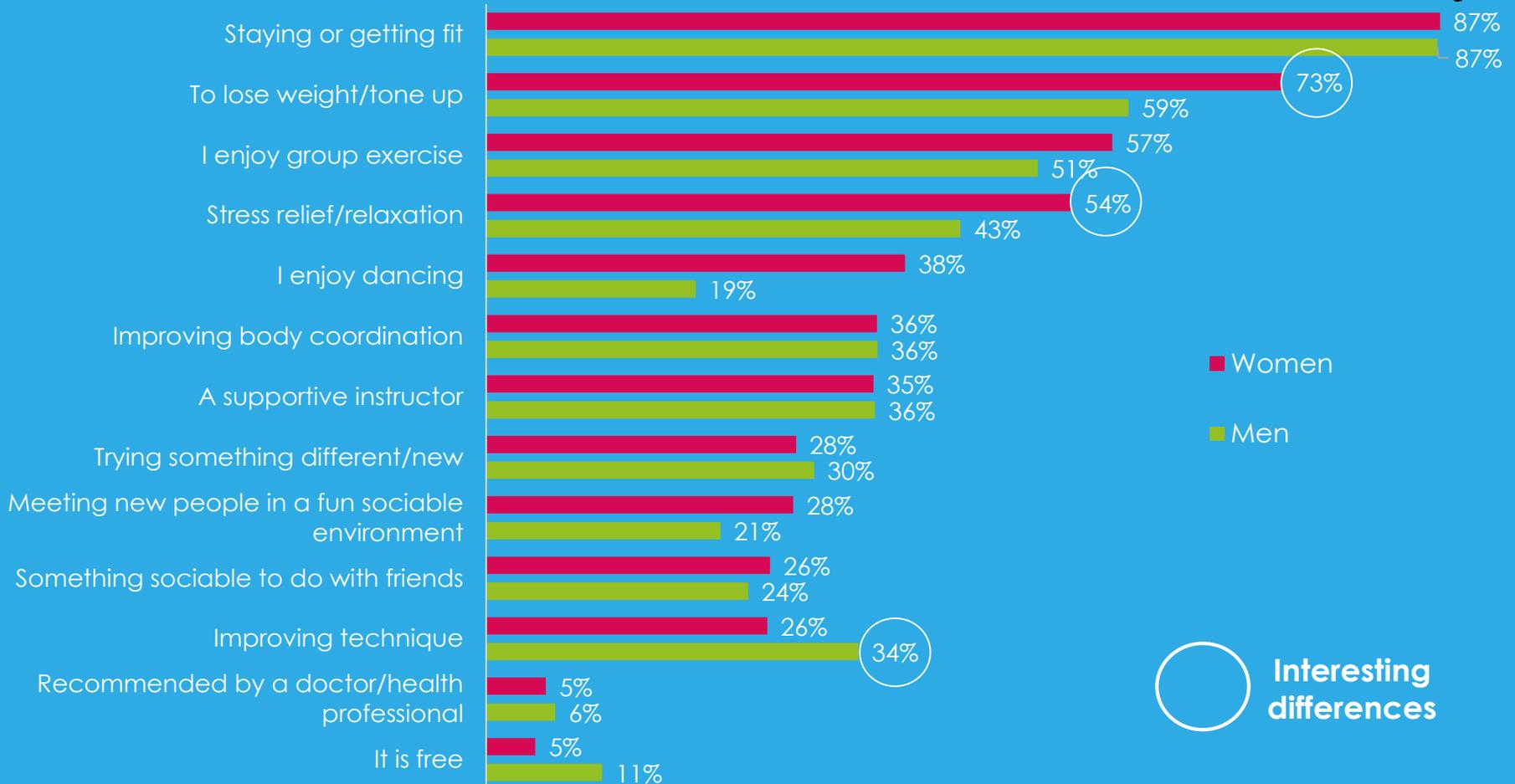
To what extent do you agree or disagree that classes have delivered what you wanted to get out of them? (Base: those ticking each motivating factor - variable.)



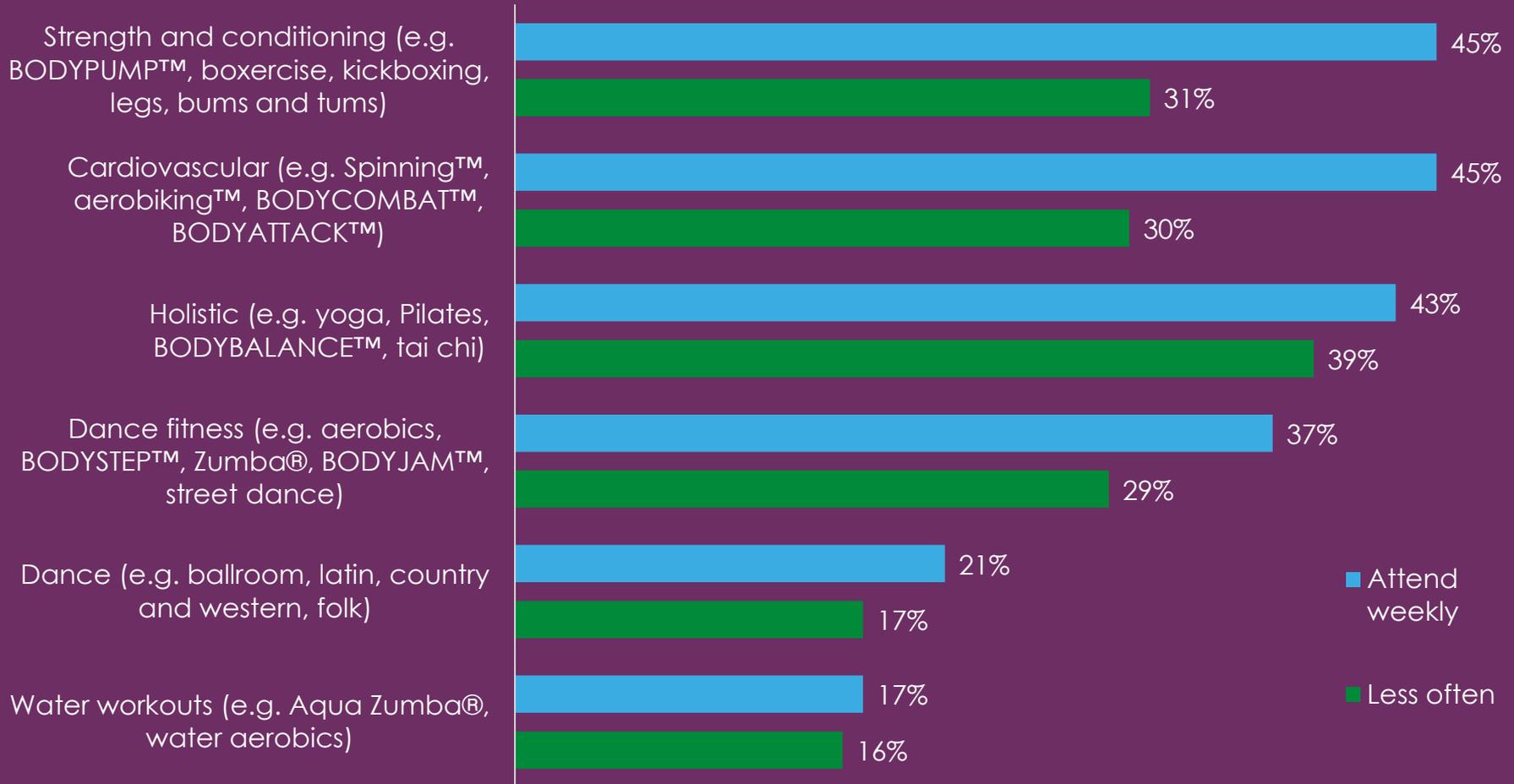
# Motivators, Barriers and Attitudes



# Motivational Factors



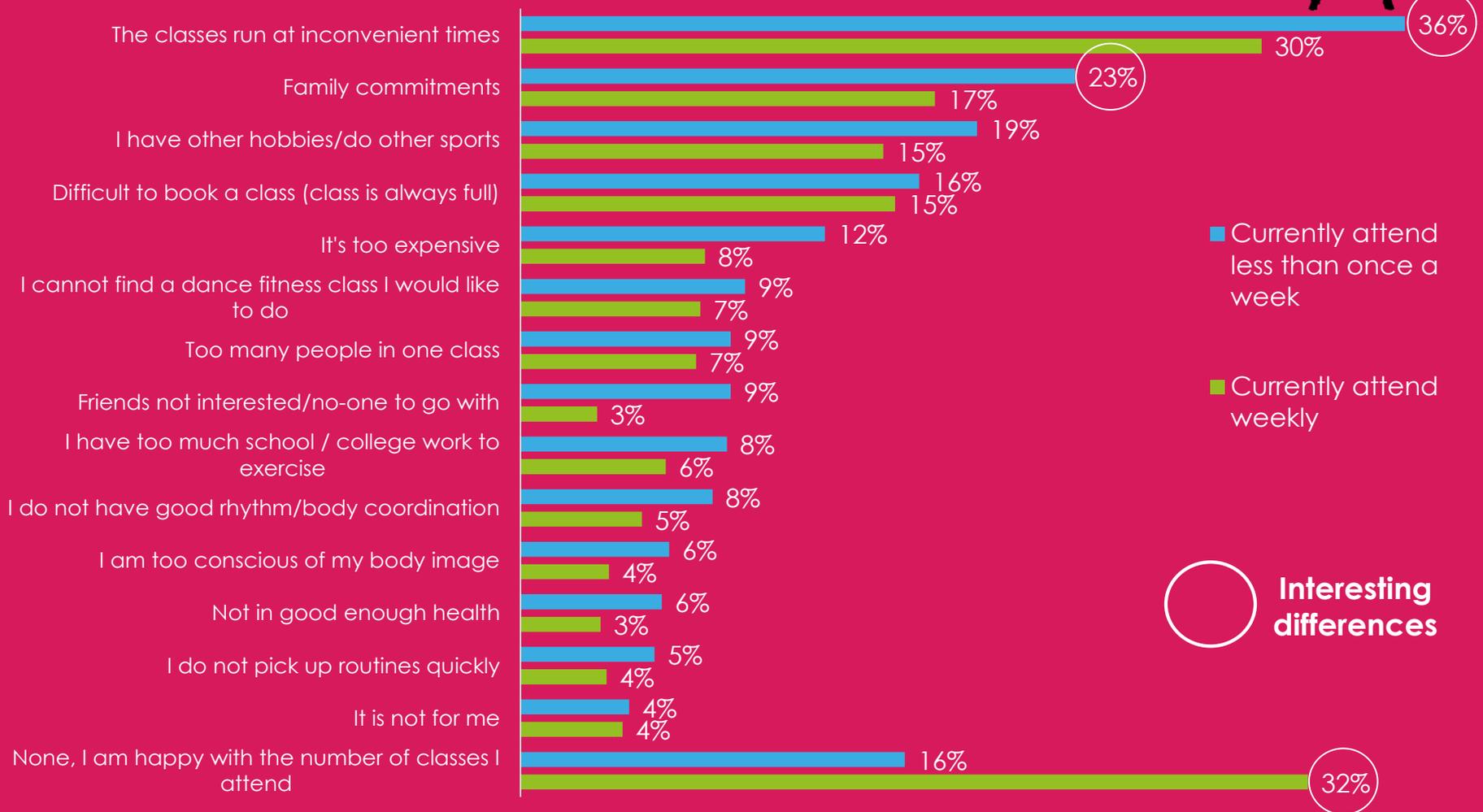
# Future Group Exercise Interests



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)



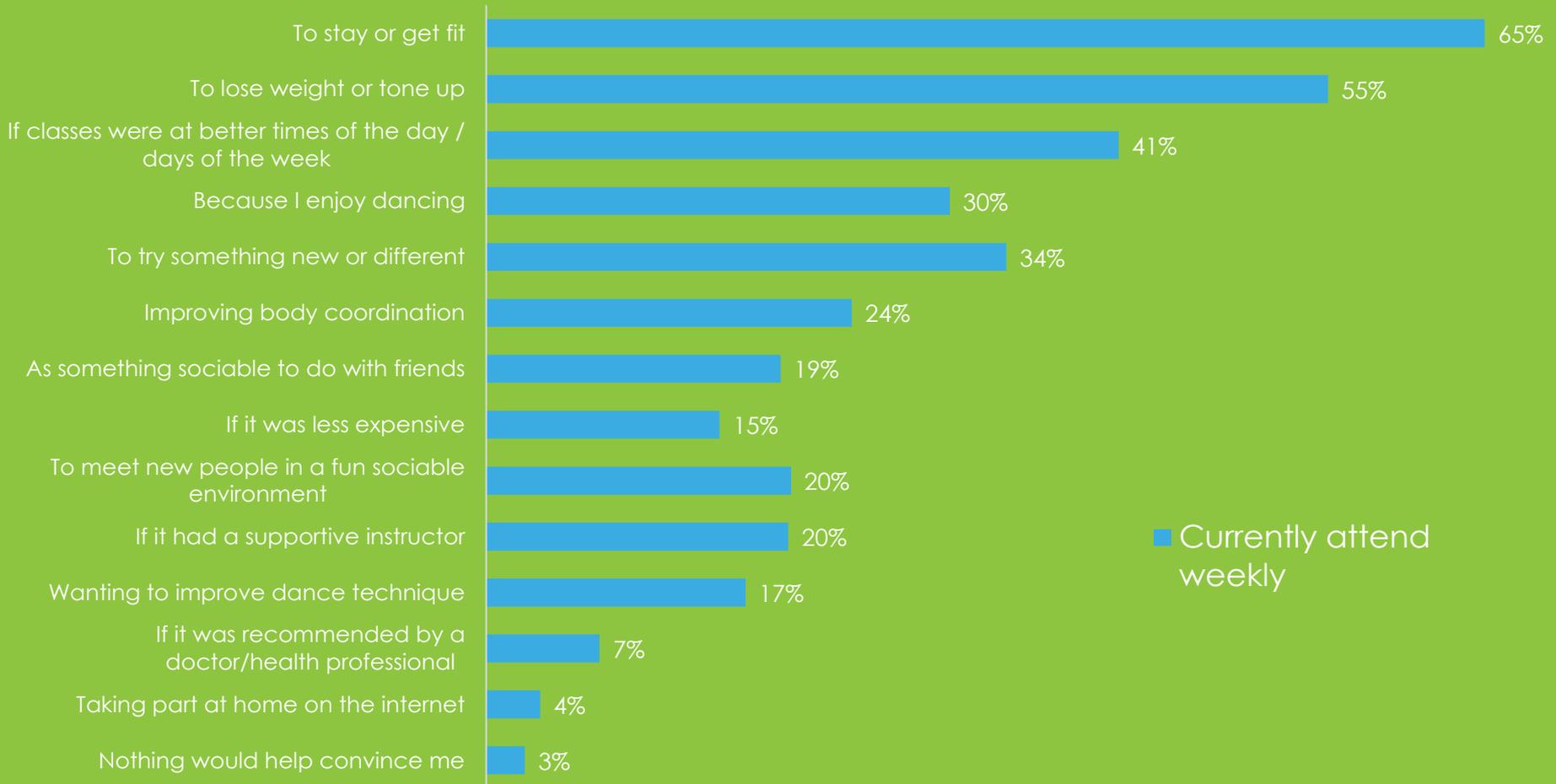
# Barriers to Attendance



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)



# Influences to Participation





# Dance Fitness



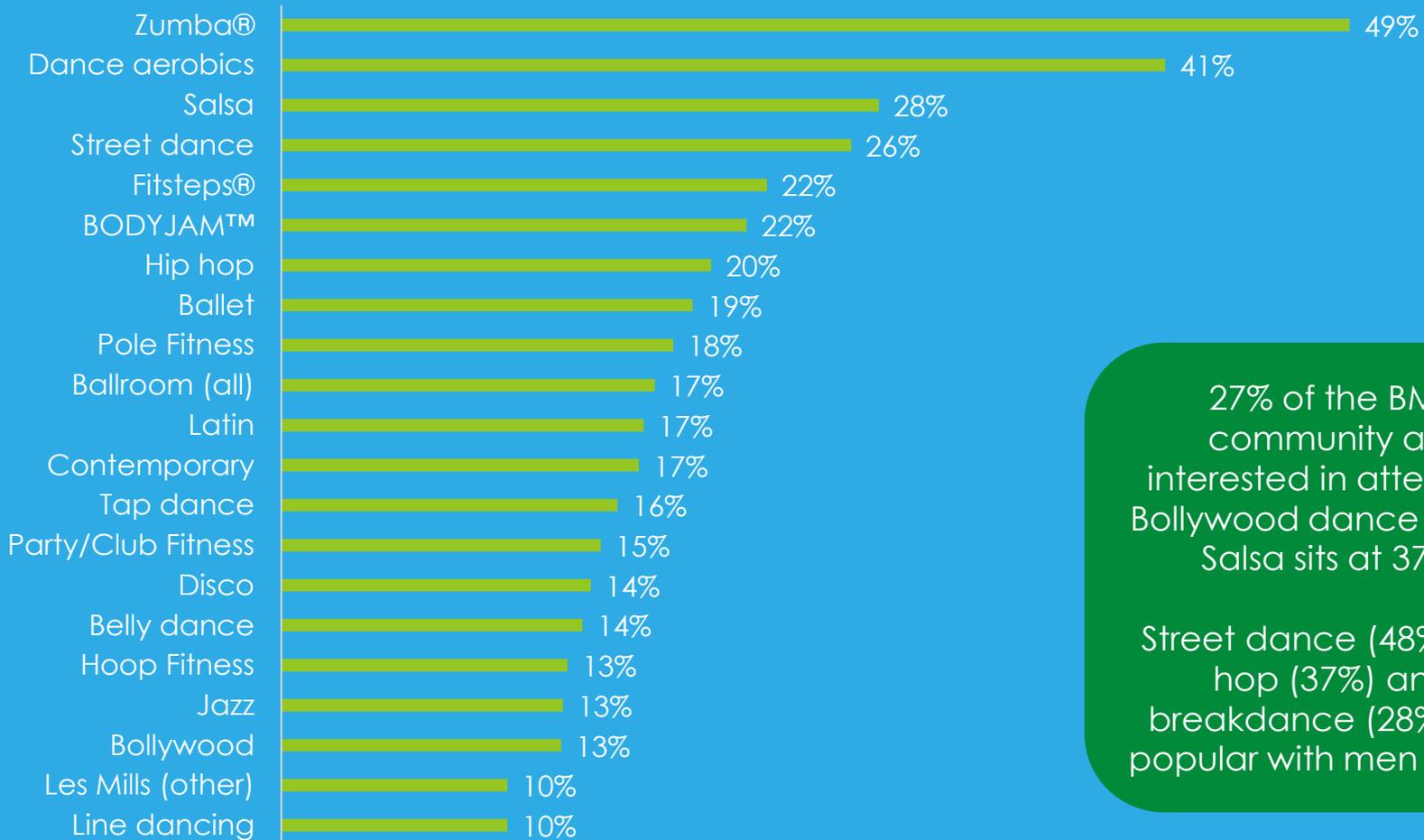
# Interest in Dance Fitness



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.



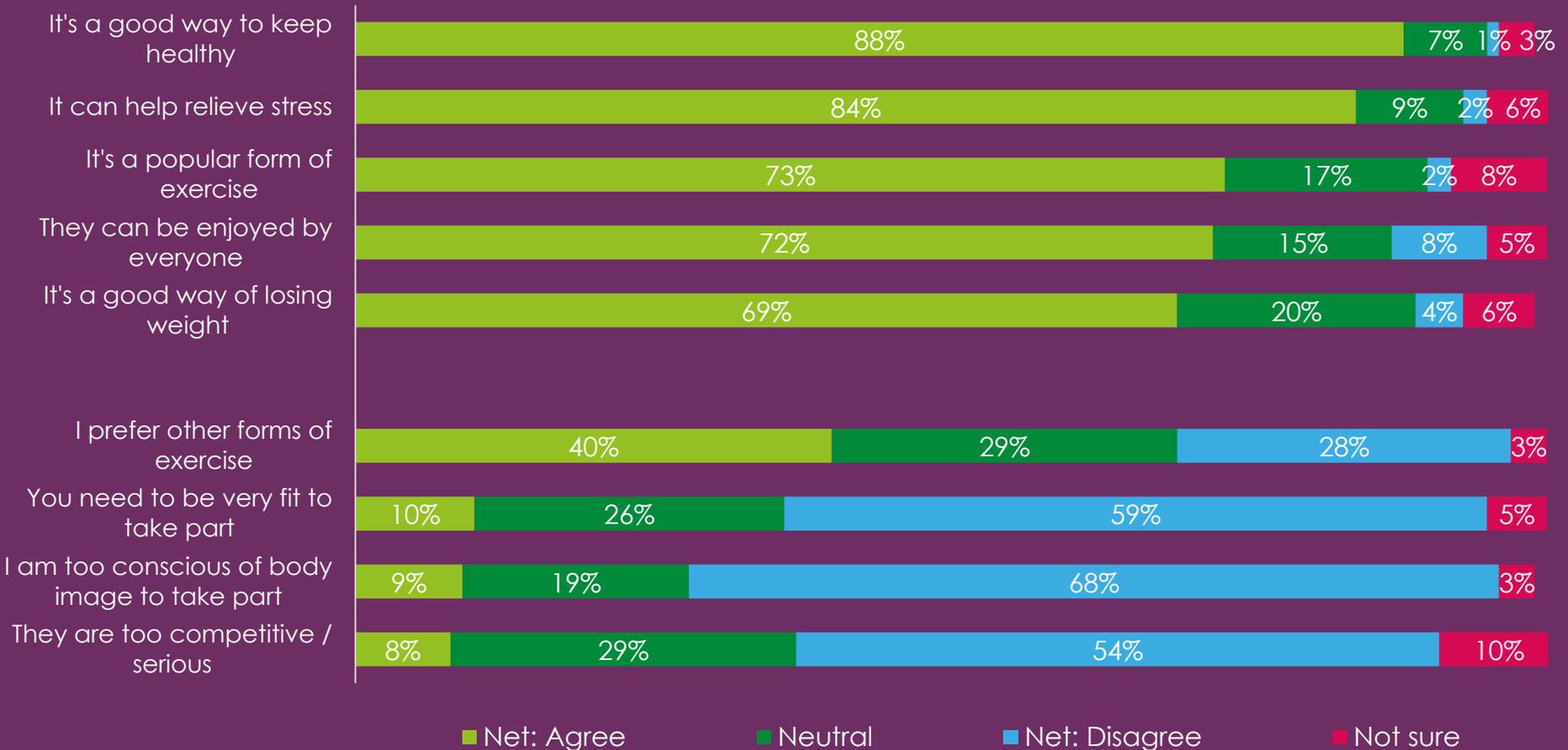
# Future Dance Fitness Interest



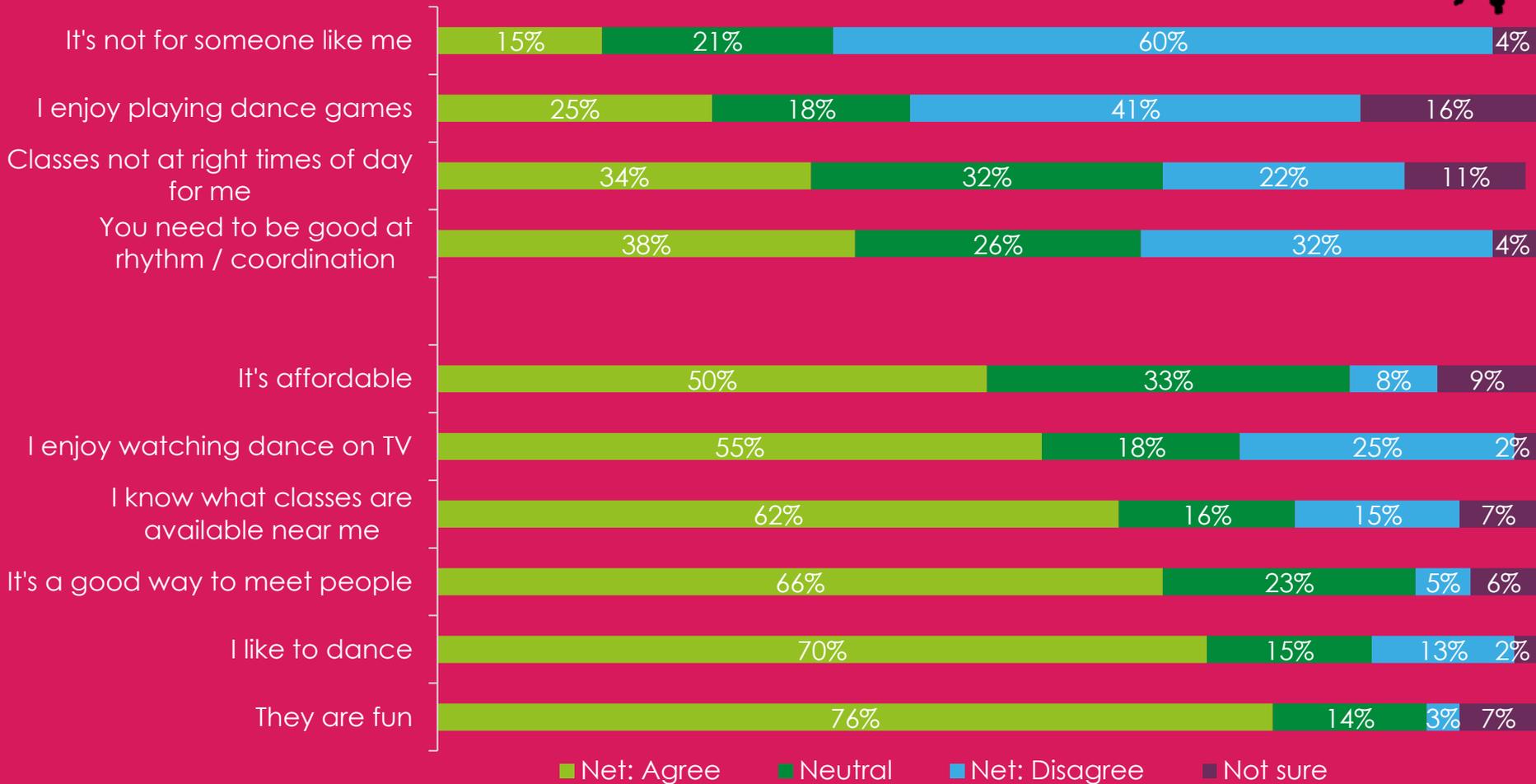
27% of the BME community are interested in attending Bollywood dance fitness. Salsa sits at 37%.

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

# Health and Exercise Related Attitudes



# Attitudes Towards Dance Fitness



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





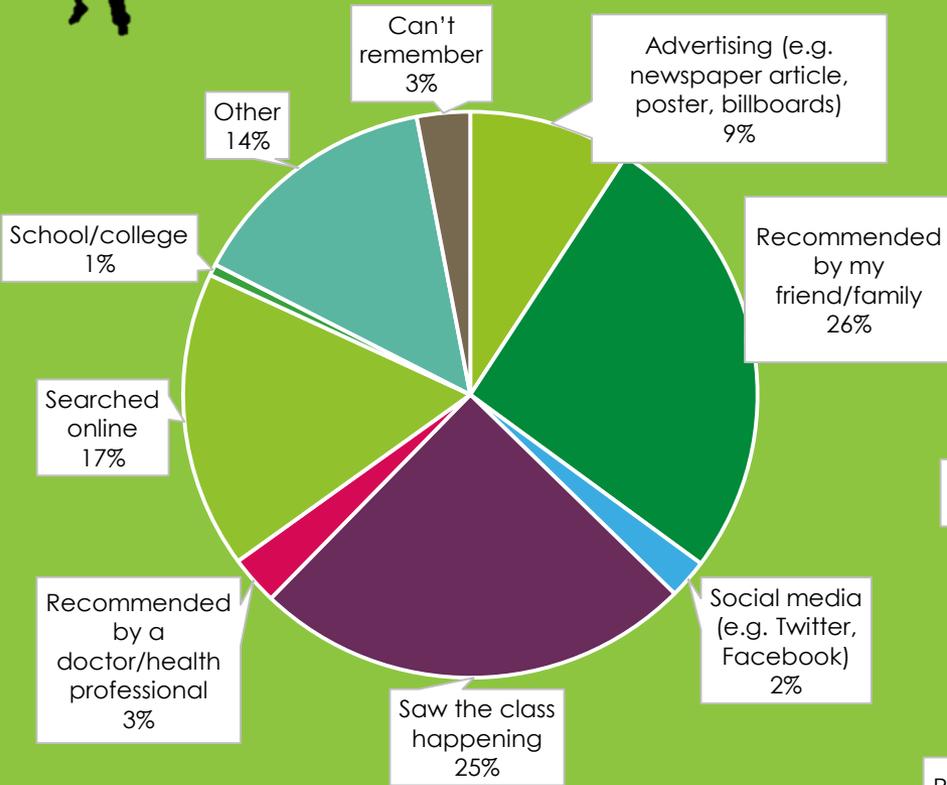
# Group Exercise vs. Dance Fitness



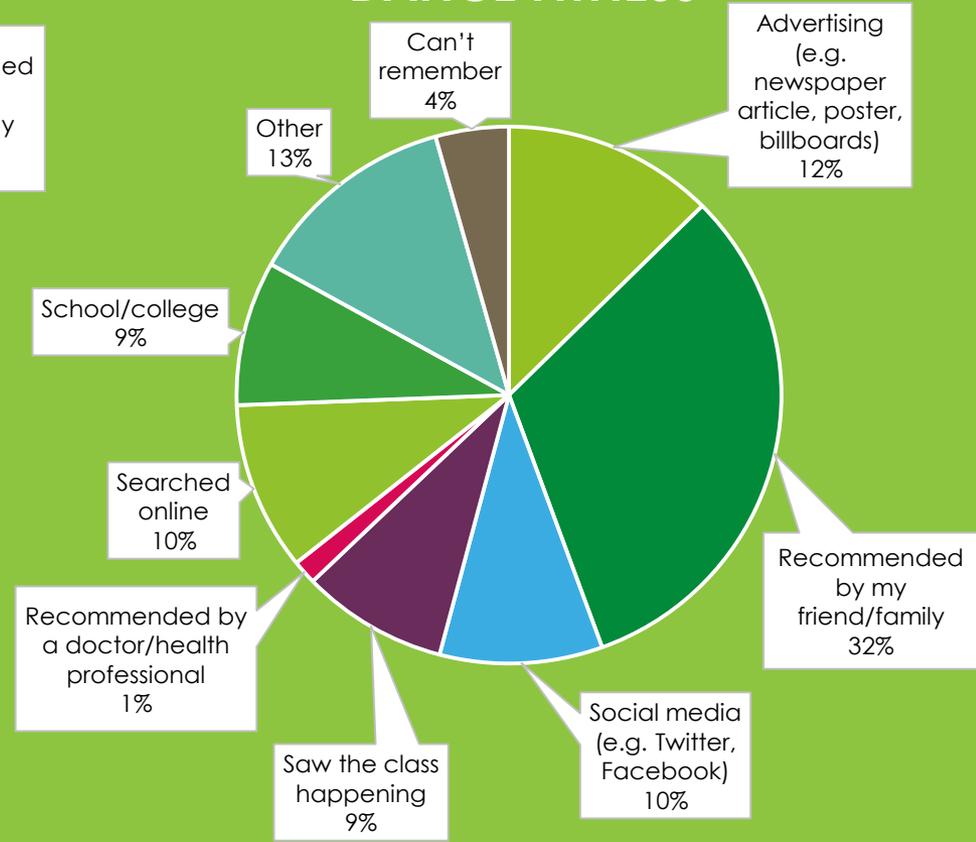


# Class Discovery

## GROUP EXERCISE



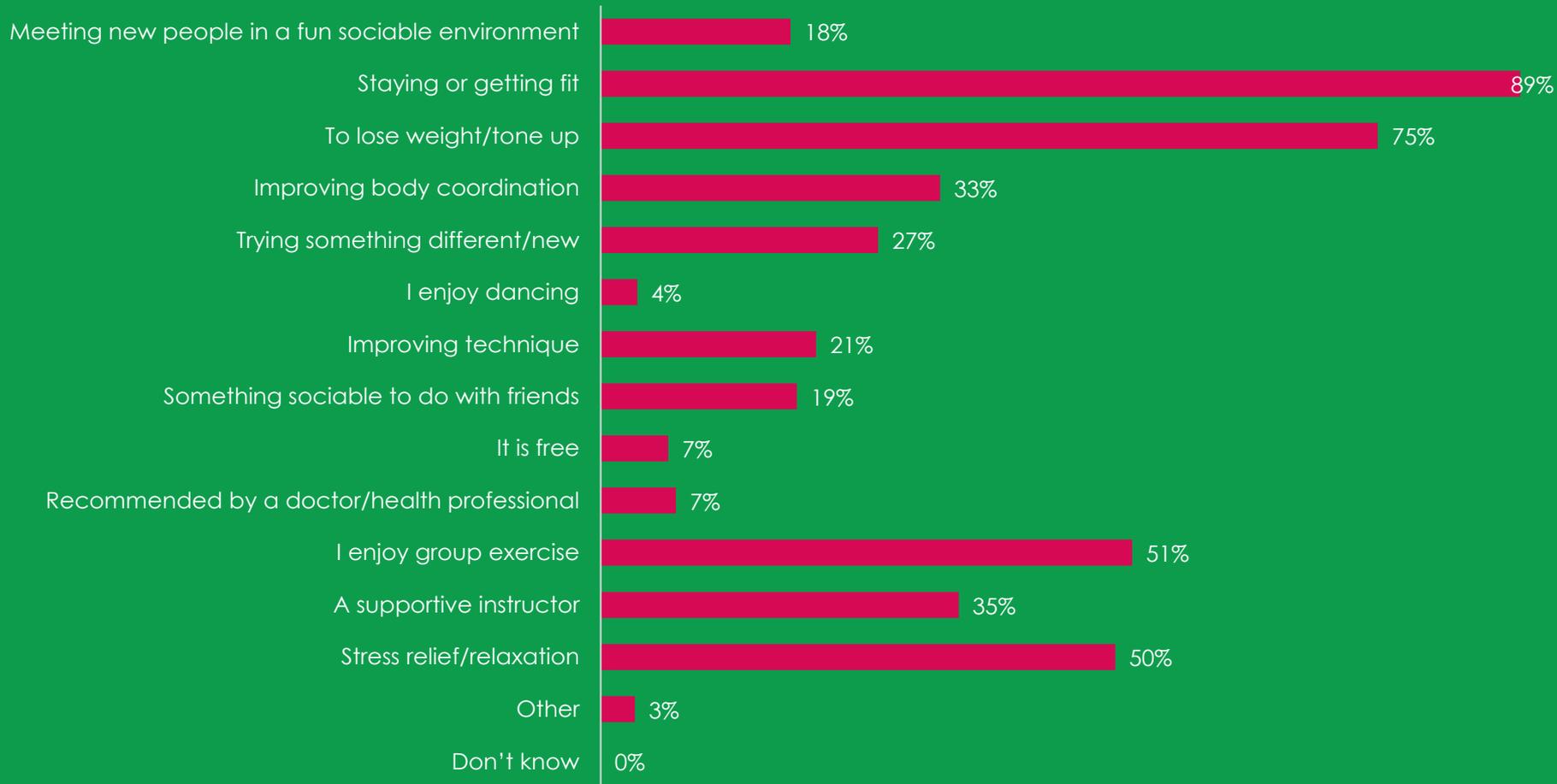
## DANCE FITNESS



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

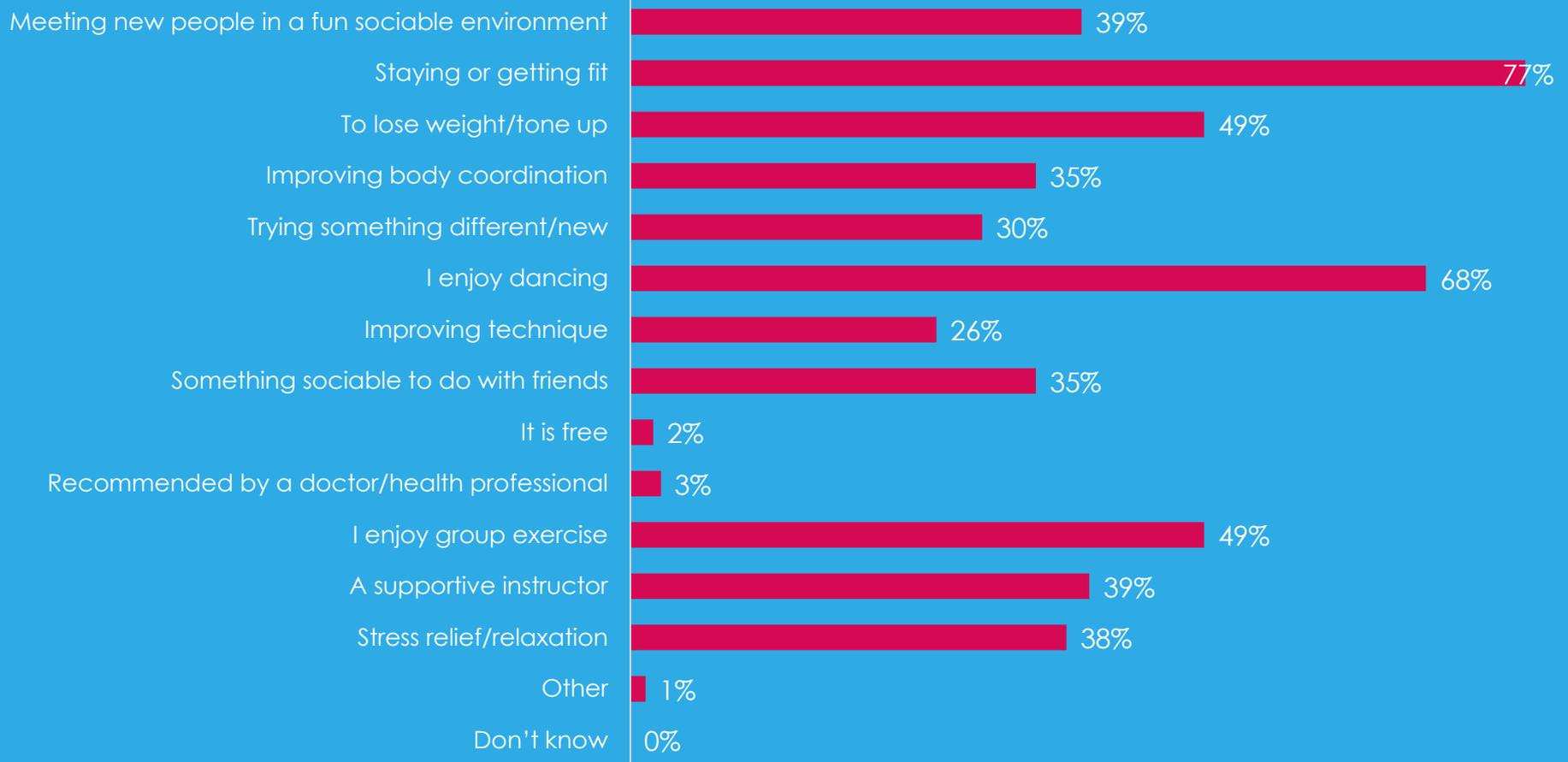


# Reasons for Participation; Group Exercise

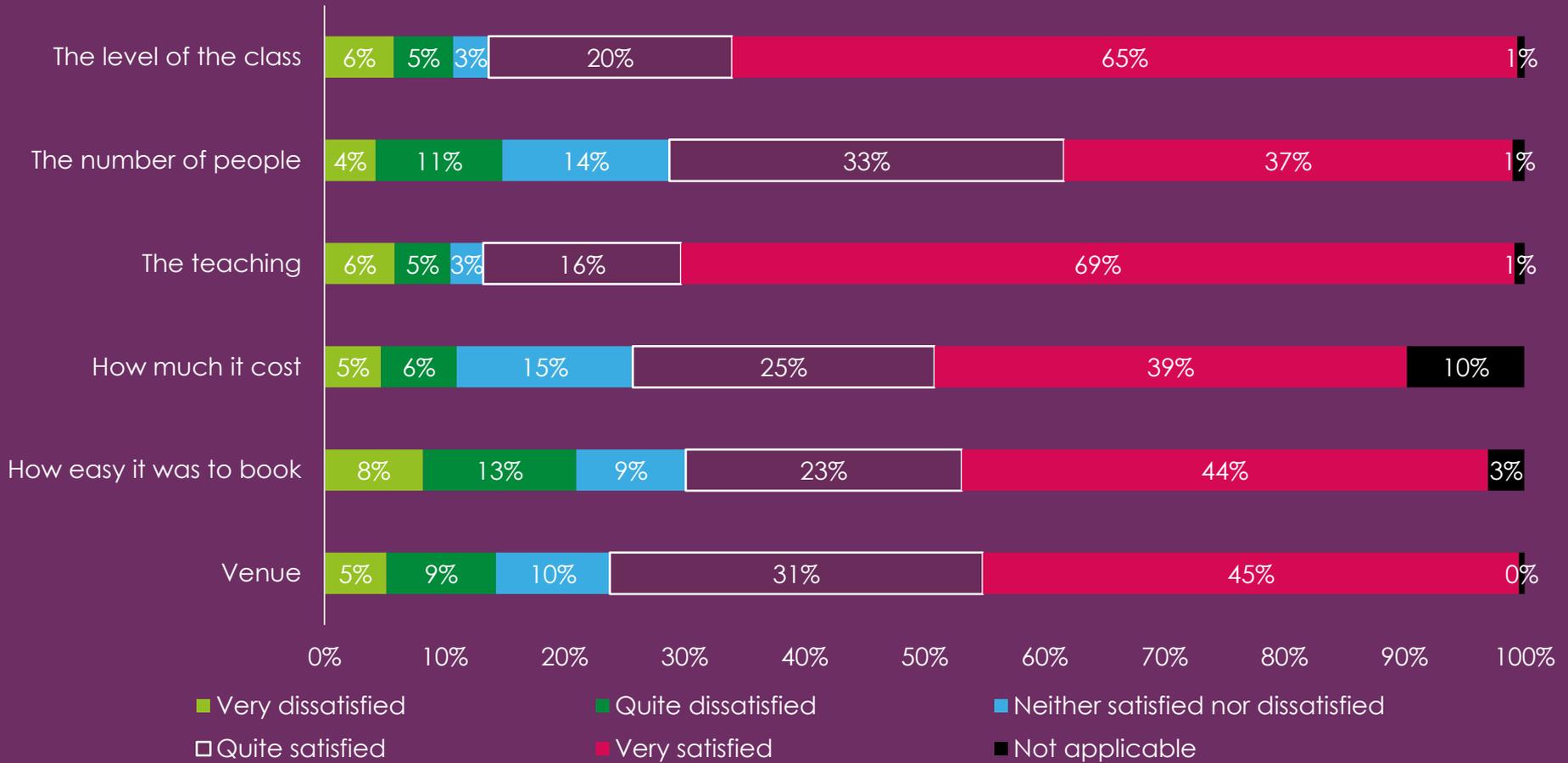




# Reasons for Participation; Dance Fitness



# Satisfaction Levels; Group Fitness

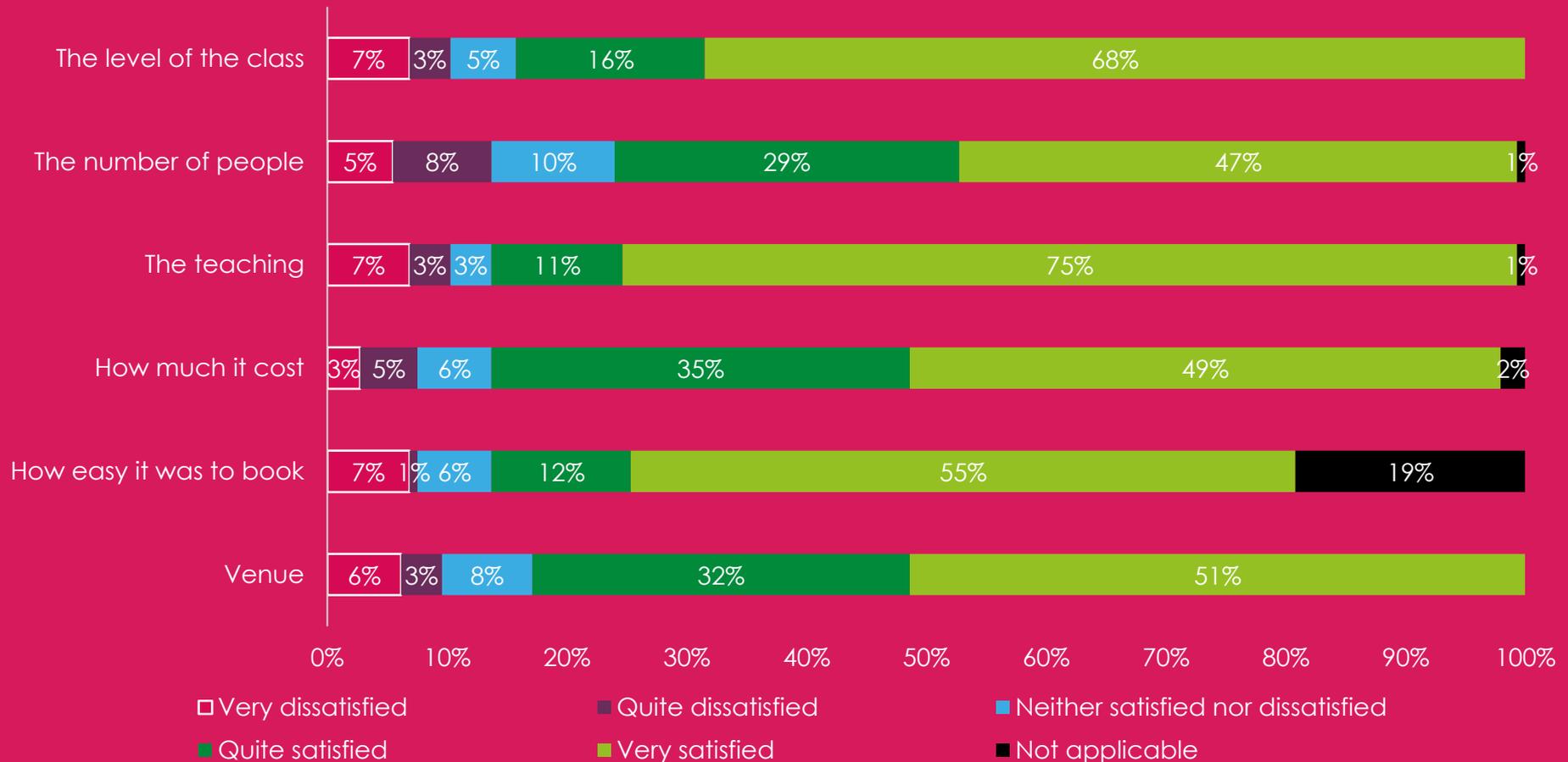


Thinking about your most recent class, how satisfied or dissatisfied were you with the following aspects? (Base: 1316)

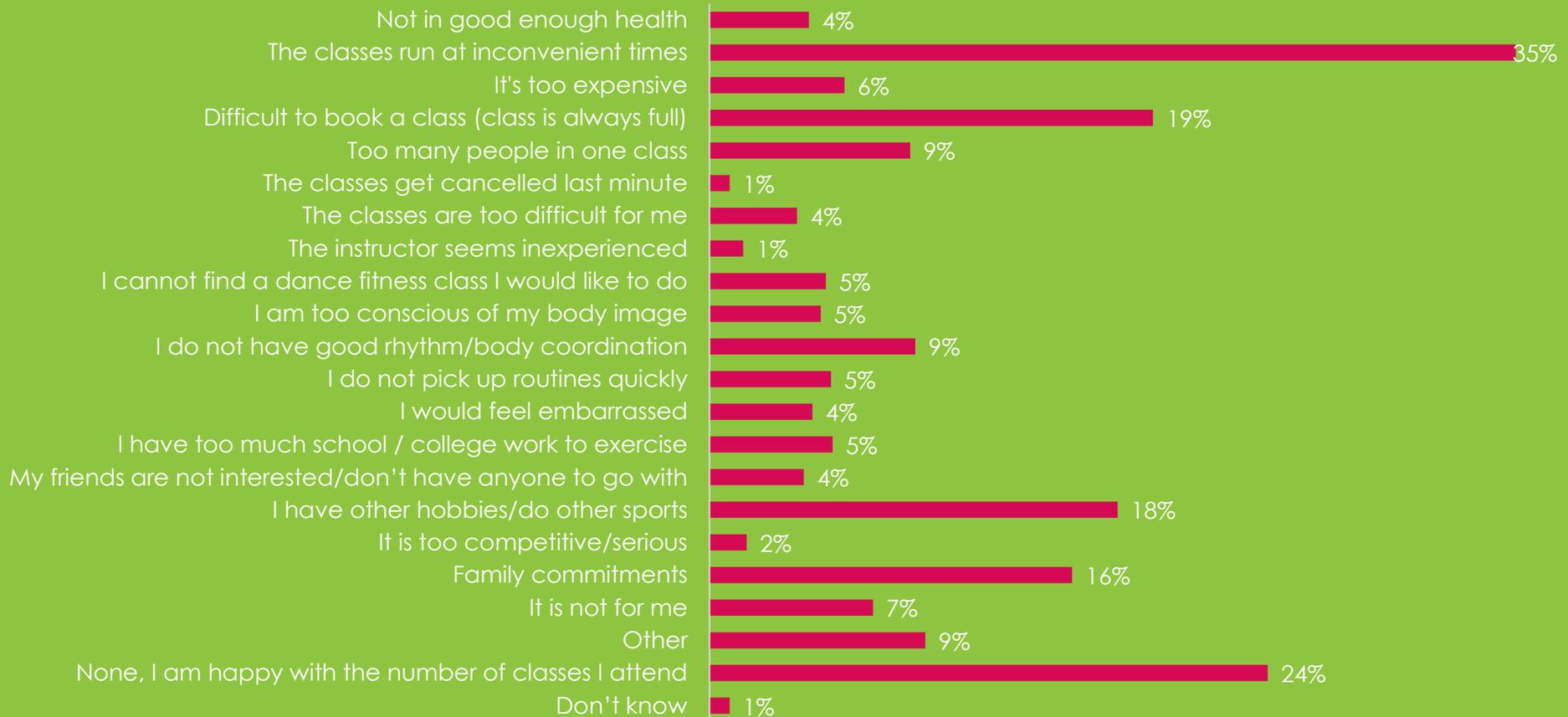




# Satisfaction Levels; Dance Fitness

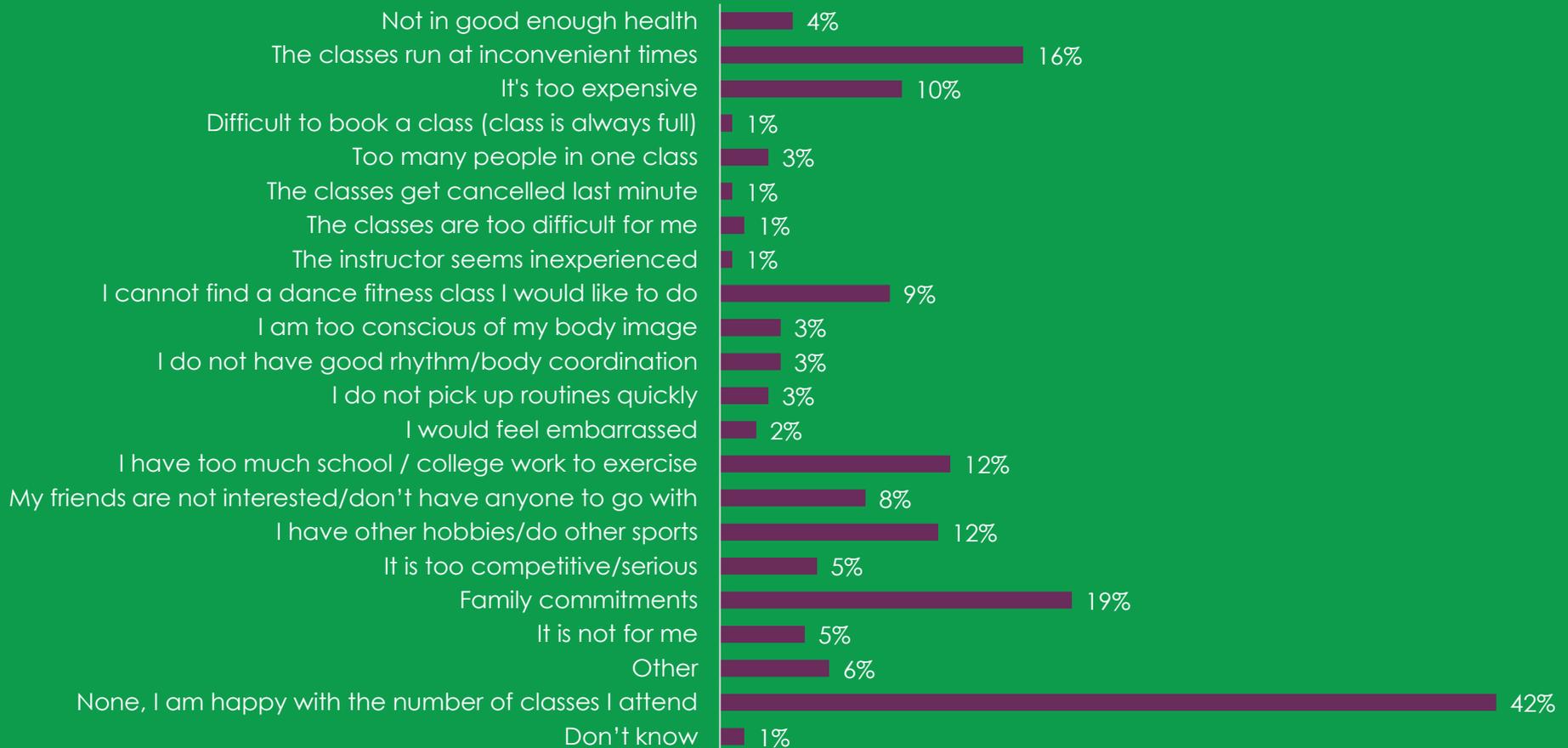


# Participation Preventers; Group Exercise





# Participation Preventers; Dance Fitness





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