



exercise move dance

PARTICIPANT SURVEY 2016

Final Report

Introduction

Welcome to the results of the 2016 EMD UK Participant Survey. We hope you can use the enclosed data to gain a better understanding of your participants. We have compared the responses from your participants against those from the rest of group exercise so you can better understand their motivators, behaviours and attitudes against the group exercise population.

All participant data is based on 858 participants that stated that they had attended one of the named classes in the previous month

The data used for comparison throughout this report is based on 1,468 participants that completed the EMD UK National survey between 19th February 2016 and 7th March 2016. The only exceptions to this are the CMO guidelines, time previously inactive and ability comparisons which are taken from the participant survey itself. The latter can be identified by a (1) next to the title.

If you have any further questions about the data enclosed please contact insight@emduk.org

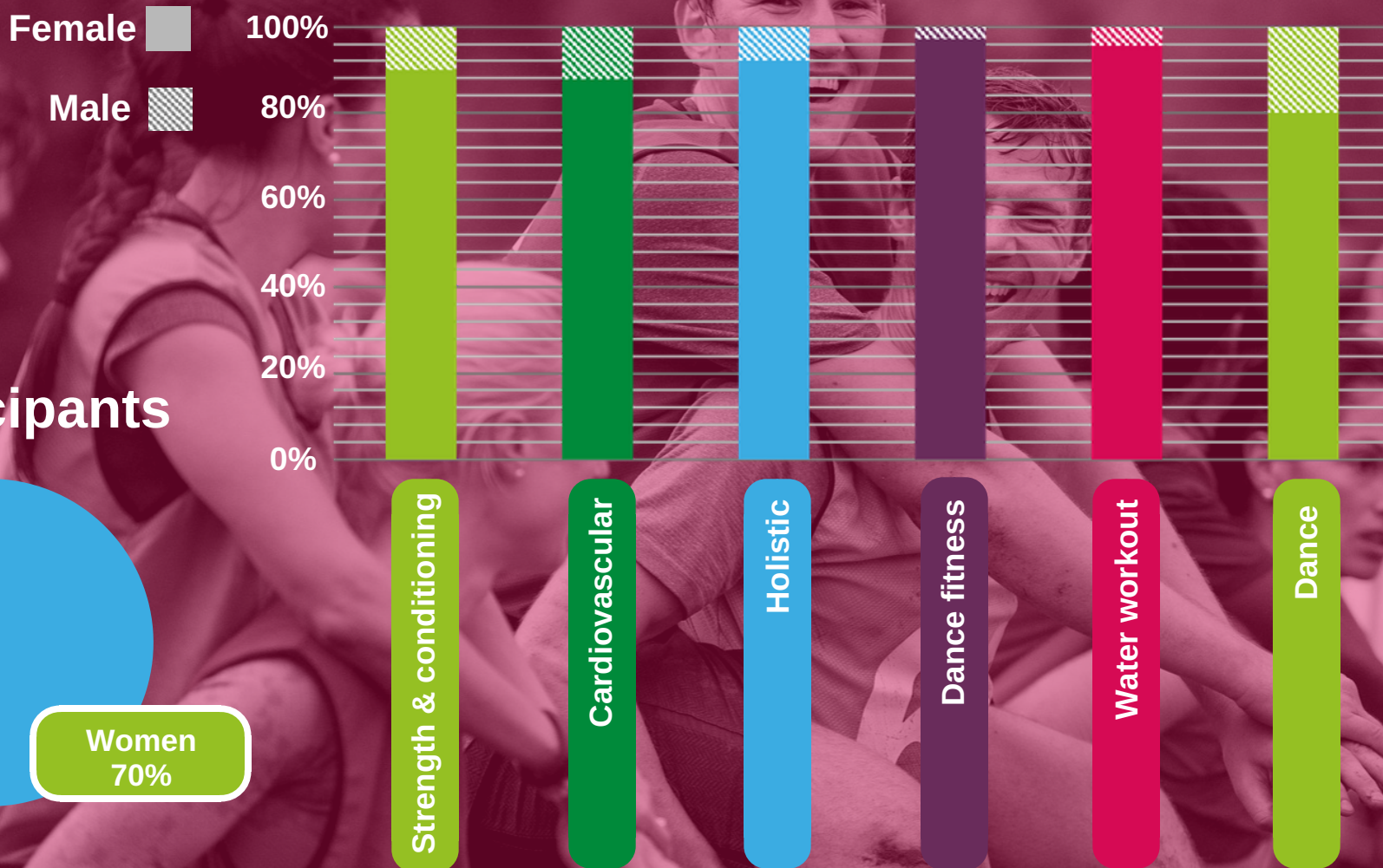
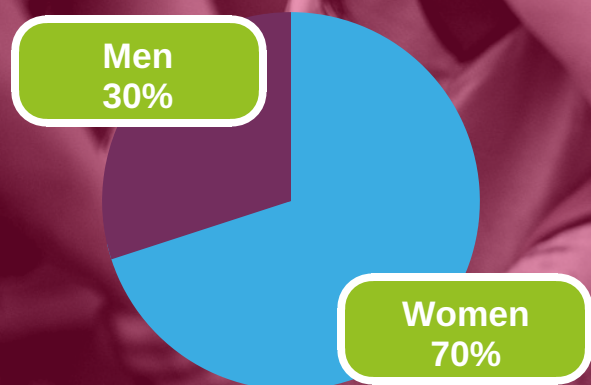
Age

	All participants	Strength and conditioning	Cardiovascular	Holistic	Dance fitness	Water workouts	Dance
13 - 16	0%	1.3%	1.4%	1.4%	1%	0%	0%
17 - 21	1.7%	1.3%	0%	0%	2.9%	0%	2.3%
22 - 34	31.1%	17.3%	14.5%	23.3%	23.5%	21.4%	29.5%
35 - 54	34.5%	40%	44.9%	38.4%	36.3%	14.3%	38.6%
55 - 64	19.3%	24%	24.6%	20.5%	21.6%	21.4%	15.9%
65+	13.4%	16%	14.5%	16.4%	14.7%	42.9%	13.6%
Average Age	45	50	50	49	47	56	46

Age is compared for participant survey respondents who participated in one or more group exercise class in the last month against those that completed any group exercise style in the last month

Gender

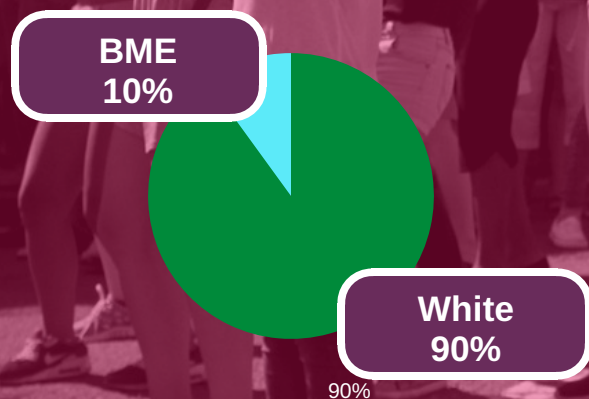
All participants



Gender is compared for participant survey respondents who participated in one or more group exercise class in the last month (pie chart on the left) against those that completed any group exercise style in the last month (bar graph on the right). In the bar graph are the gender split for each different group exercise category taken from the Participant Survey.

Ethnicity

All participants



White

BME

100%

80%

60%

40%

20%

0%

UK population

Strength & conditioning

Cardiovascular

Holistic

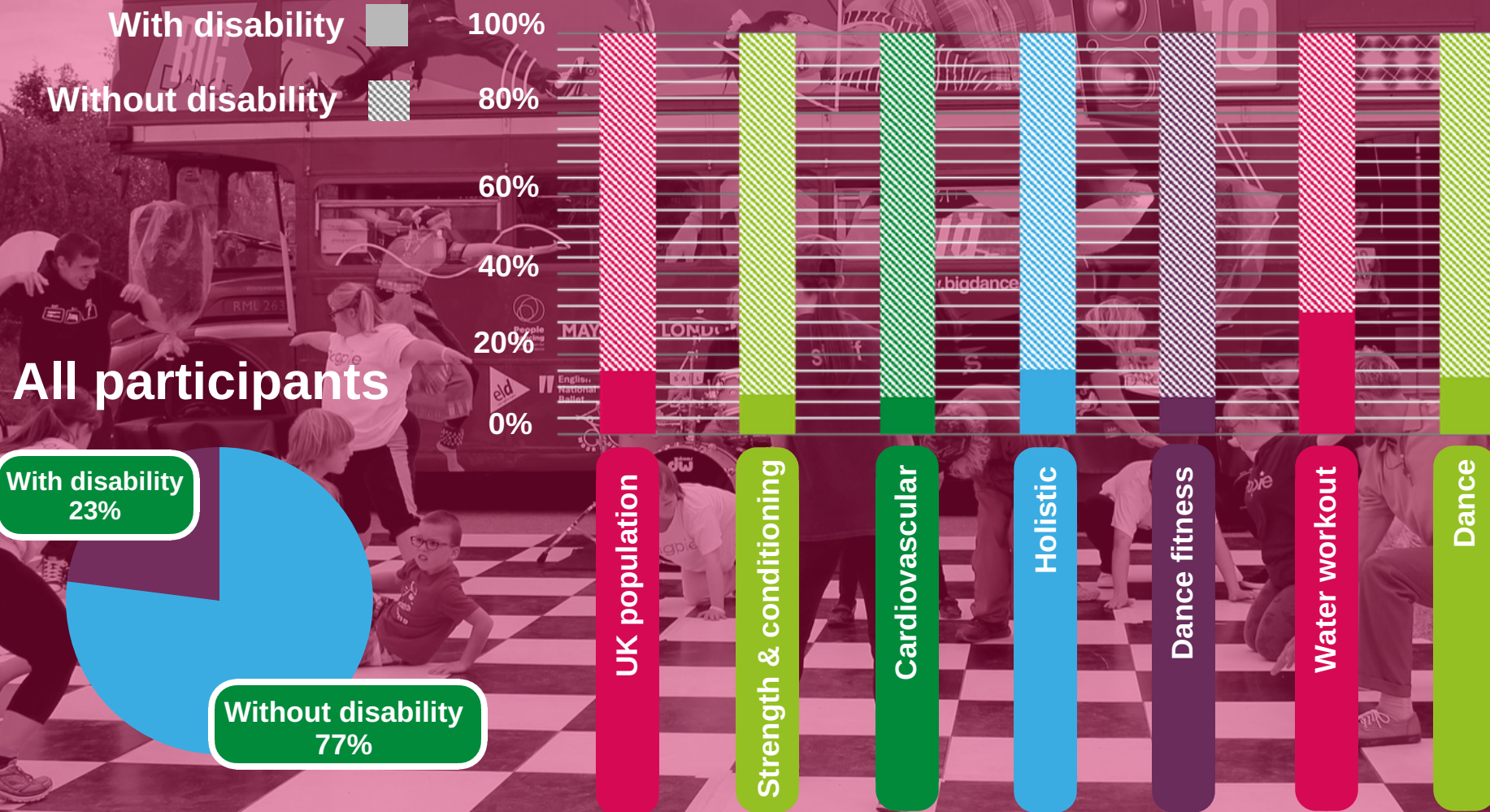
Dance fitness

Water workout

Dance

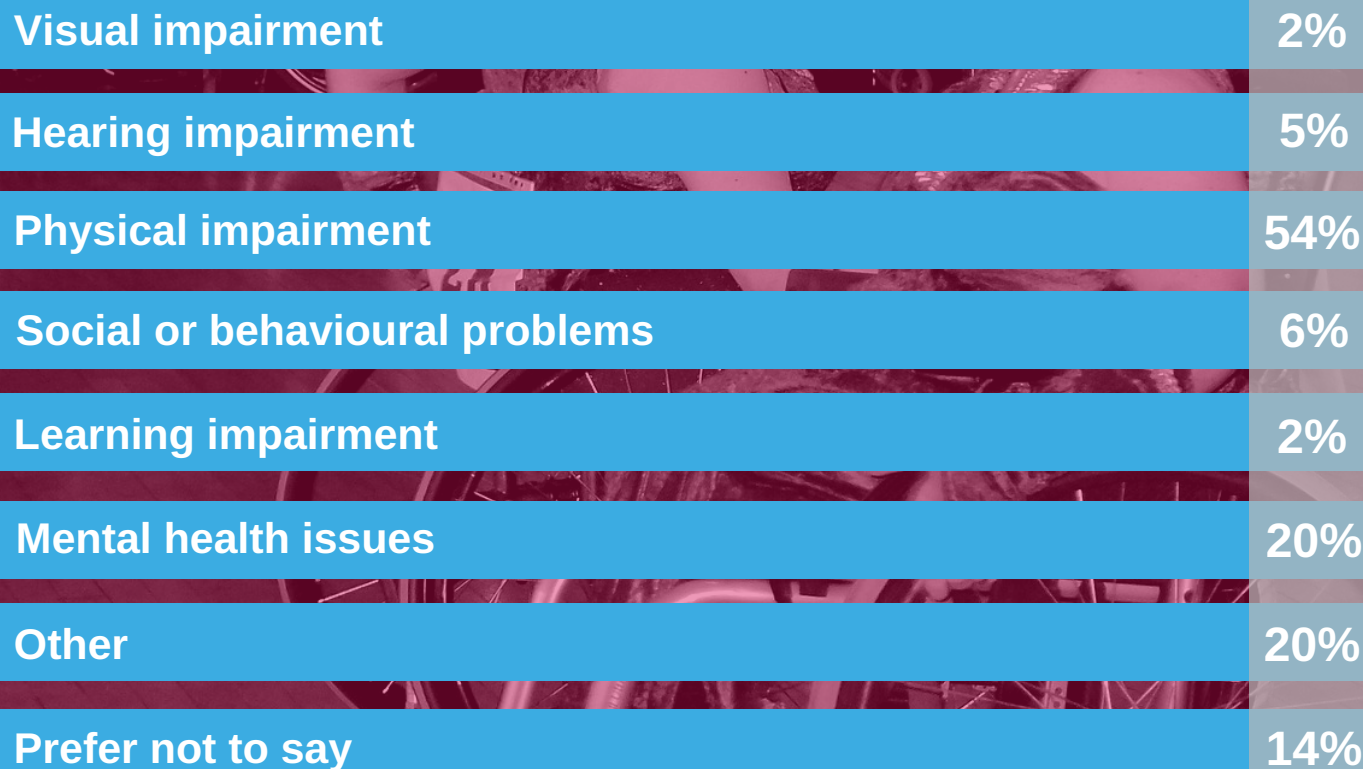
Ethnicity is compared for participant survey respondents who participated in one or more group exercise class in the last month (pie chart on the left) against those that completed any group exercise style in the last month (bar graph on the right). In the bar graph are the ethnicity split for each different group exercise category taken from the Participant Survey. BME - Black and minority ethnic

Disability



Disability

Types of disabilities



Children living at home

Children living at home



No children living at home



100%

80%

60%

40%

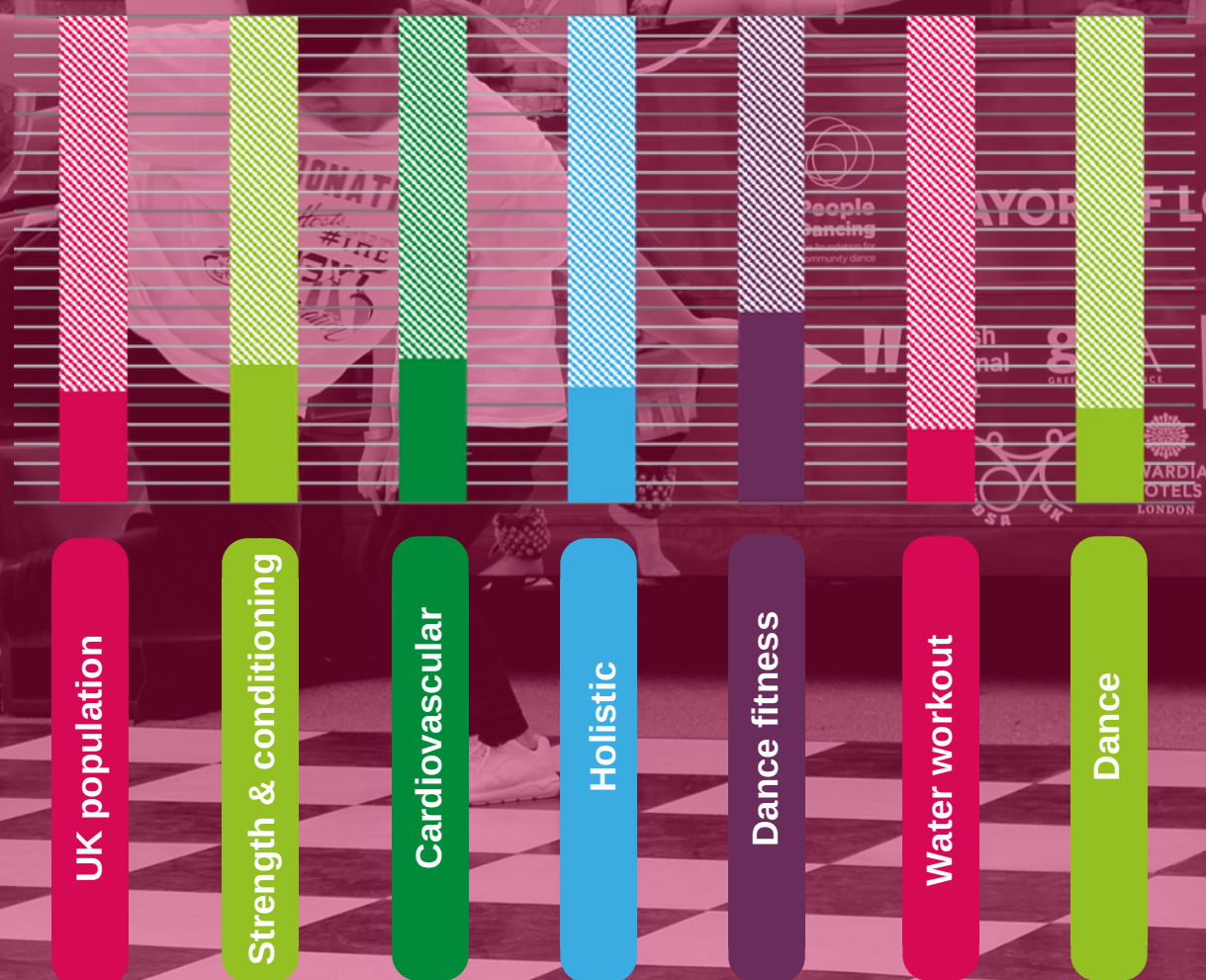
20%

0%

All participants

Children living at home
22%

No children living at home
77%



UK population

Strength & conditioning

Cardiovascular

Holistic

Dance fitness

Water workout

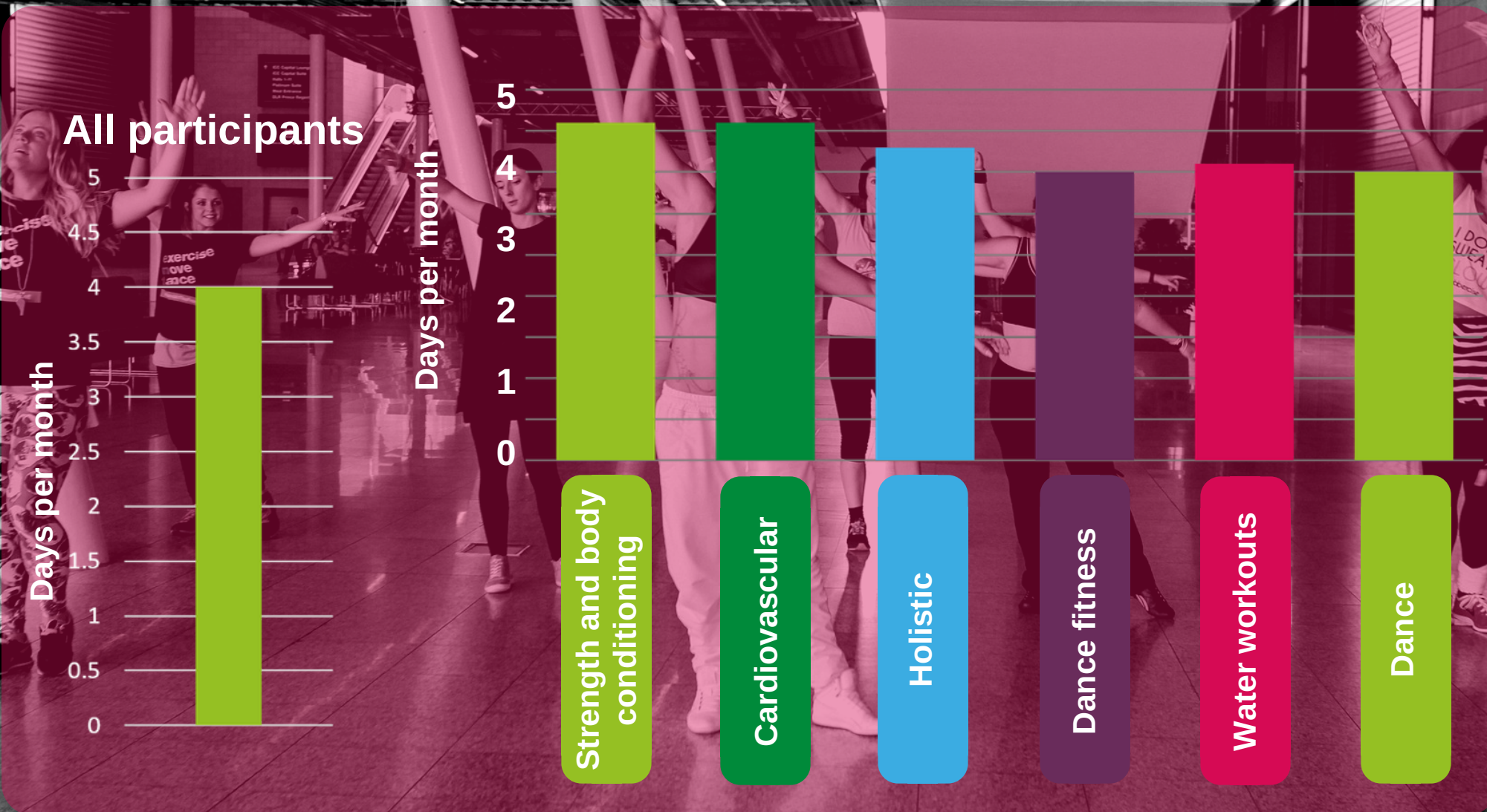
Dance

Regions

	All participants	Strength and conditioning	Cardio-vascular	Holistic	Dance fitness	Water workouts	Dance
North	23%	17.9%	16.7%	17.2%	11.3%	0%	2.8%
Midlands	13.6%	17.9%	18.5%	19%	21.3%	20%	22.2%
East	6.7%	12.5%	14.8%	12.1%	20%	10%	25%
London	17%	7.1%	1.9%	6.9%	5%	0%	5.6%
South	24.7%	42.9%	46.3%	44.8%	41.3%	70%	41.7%
Wales	2.7%	0%	0%	0%	0%	0%	2.8%
Scotland	10%	1.8%	1.9%	0%	1.3%	0%	0%
Northern Ireland	2.4%	0%	0%	0%	0%	0%	0%

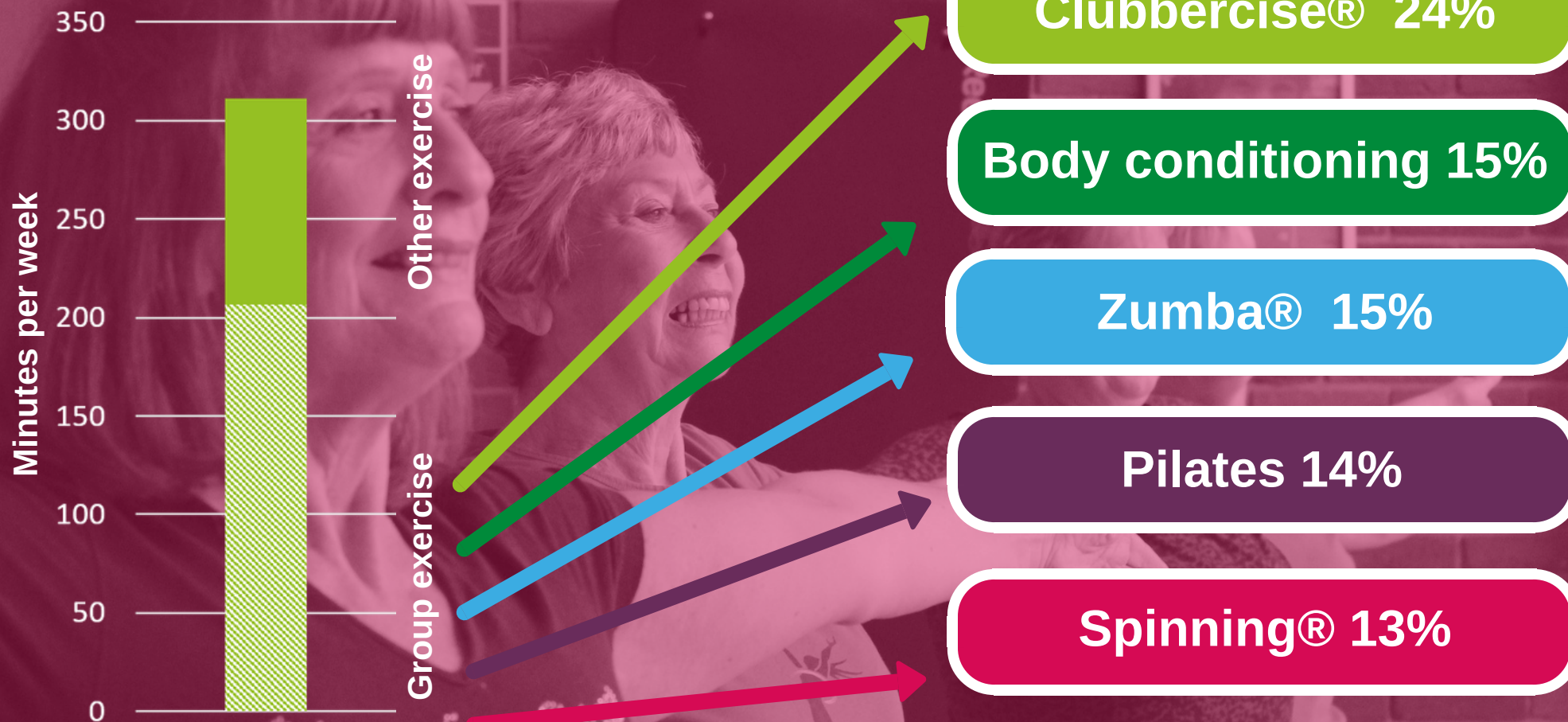
These tables show the geographical spread of participant survey respondents who participated in one or more group exercise class in the last month compared to all group exercise participants. Data is only based on the individuals that completed the survey.

Days participated



Data is compared for participant survey respondents who participated in one or more group exercise class in the last month (bar graph on the left) against those that completed any group exercise in the last month (bar graph on the right). In the right hand bar graph is the days participated for each different group exercise category. Data is based on the number of days that individuals participated in the last month. Photo credit: M. Winter Photography.

Minutes per week



The bar chart on the left shows the total number of minutes participant survey respondents who participated in one or more group exercise class in the last month did physical activity in the last week. The bottom of the graph (the hashed lines) shows how many minutes of these were group exercise and the top of the graph (solid) shows how many of these minutes were something else. On the right hand side of the page you can see what styles of group exercise these individuals reported that they attended in the last month.

Activity against CMO guidelines

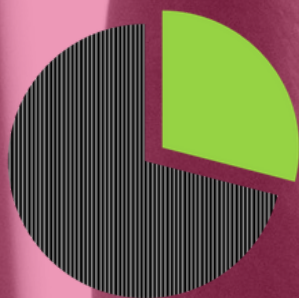
All participants
287 minutes per week

CMO guidelines
150 minutes per week

Group exercise
participants achieve
137 minutes above
the CMO guidelines
per week.

CMO (Chief Medical Officers) guidelines state that you should participate in at least 150 minutes of physical activity per week. The chart above shows the number of minutes participant survey respondents who participated in one or more group exercise class in the last month carry out per week compared to the CMO guidelines. N.B. Not all these minutes may have been carried out doing group exercise

Previous activity

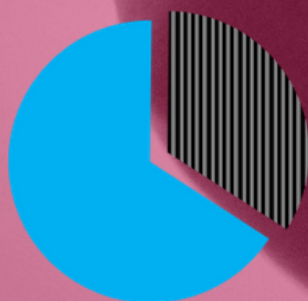


29% didn't do any other sport, exercise or fitness before starting group exercise classes

17% took part in social / competitive sports before starting group exercise classes



66% did other exercise of fitness activities before starting group exercise classes



	Strength and body conditioning	Cardiovascular	Holistic	Dance fitness	Water workout	Dance
Didn't do any other sport, exercise or fitness	21%	20%	20%	35%	40%	21%
Took part in social or competitive sport	24%	22%	20%	14%	12%	20%
Did other exercise of fitness activities	55%	58%	60%	52%	47%	59%

The pie charts above show what physical activity participant survey respondents who participated in one or more group exercise class in the last month did before they started going to classes. The table on the right shows these same percentages for all group exercise categories.

Time previously inactive



All respondents that said that they didn't do any other sport, exercise or fitness before they started group exercise were asked how long they were not doing anything for before they started. The bar graph above shows these answers. The data compares participant survey respondents who participated in one or more group exercise class in the last month with all that have participated in the above categories in the last month.

How did you find out about the class

Advertising (e.g. newspaper article, poster, billboards)

Recommended by my friend / family

Social media (e.g. Twitter, Facebook)

Saw the class happening

Recommended by a doctor/health professional

Searched online

School / college

Other

Can't remember

0% 5% 10% 15% 20% 25%

Participants were asked how they found out about their class.

Reasons for taking part

Meeting new people

Staying or getting fit

To lose weight / tone up

Improving body coordination

Trying something different / new

Something sociable to do with friends

Recommended by a doctor / health professional

Enjoy exercising in a group

Stress relief / relaxation

It's fun



Ability

Perceived level of ability	Percentage
1	0%
2	0%
3	0%
4	1%
5	4%
6	6%
7	19%
8	31%
9	19%
10	21%
Average ability	8.0



Participants were asked to rate their own ability at the classes that they participate in with 1 being very poor and 10 excellent. The table on the left has been broken down to show the percent that answered each level of ability and compared to the average ability for the participants for each group (on the right).

Class satisfaction

Overall

75%

Venue

80%

Ease of booking

71%

Cost

74%

Teaching

82%

Number of people

78%

Level of class

82%



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For more information on this survey and our other insight work, please contact our team.



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