



**THE NATIONAL
GOVERNING BODY
FOR GROUP EXERCISE**

INTRODUCTION

The aim of this report is to help you to understand your group exercise participants - what barriers they face, what motivates them to participate and class/style trends within the industry.

The Sweaty Survey was live between 16th October 2017-11th December 2017.



 SurveyMonkey

The report is based on a total of **3,028** responses that completed the survey via bespoke Survey Monkey links.

The links were sent via email to three leisure operators – freedom leisure, Serco leisure and Places for People, to the three Founder organisations of EMD UK – Flexercise, KFA and Medau Movement teachers and participants and to member organisations of EMD UK.



The link was live on EMD UK's website throughout the duration of the campaign, shared via EMD UK's newsletter and via social media (Facebook advertising campaign, twitter and Instagram) between the survey live dates.





Benchmarking has been made against the 2018 national survey which is a UK representative online survey of 1,500 adults aged 16+ conducted by YouGov between 26th February 2018 - 27th March 2018.



Throughout this report, all figures and statements in green reflect data collected from Sweaty Survey participants. All data in blue represents results from all group exercise participants.

IF YOU REQUIRE ANY FURTHER INFO PLEASE CONTACT: INSIGHT@EMDUK.ORG



EXECUTIVE SUMMARY

A few findings from this report highlight the following:

71.3% of respondents are classed as active meeting the Chief Medical Officer's (CMO) guidelines for physical activity.

25.1% of respondents were classed as inactive before participating in group exercise classes.

74.3% of respondents take part in group exercise classes to stay or get fit.

28.2% of respondents biggest challenge to taking part in group exercise is due to the classes running at inconvenient times.

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DEMOGRAPHICS

MALE

15.24%

The Sweaty Survey respondents

21.6%

All group exercise participants

FEMALE

84.4%

The Sweaty Survey respondents

78.4%

All group exercise participants

AGE	THE SWEATY SURVEY RESPONDENTS
13-16 YEARS	0.4%
17-21 YEARS	5.13%
22-34 YEARS	20.84%
35-44 YEARS	20.16%
45-54 YEARS	20.8%
55-64 YEARS	15.71%
65+ YEARS	16.84%



ETHNICITY	THE SWEATY SURVEY RESPONDENTS	ALL GROUP EXERCISE PARTICIPANTS
WHITE	77.6%	88% (Includes Irish & Other)
OTHER ETHNIC GROUP	12.6%	12%

DISABILITY	YES, LIMITED A LOT	YES, LIMITED A LITTLE	NO
THE SWEATY SURVEY RESPONDENTS	1.79%	11.21%	85.62%
ALL GROUP EXERCISE PARTICIPANTS	6%	15%	79%

ACTIVITY LEVELS

How many respondents met the CMO guidelines of 150 minutes of physical activity in the last week



1.7%



2.3%



6%



6.2%



12.4%



8.4%



15.4%



47.5%

71.3%

respondents achieve the minimum government guidelines for physical activity.

ACTIVITY LEVELS

How many minutes of these were group exercise?



16.8%



5.1%



17.6%



7.7%



15.6%



5.6%



10.7%



20.1%

36.4%

respondents achieve the minimum government guidelines for physical activity participating in group exercise.

STYLE AND TRENDS

The top 3 group exercise classes respondents did within the last 4 weeks:



1
ABS/CORE
18%



2
BODYPUMP™
14.3%



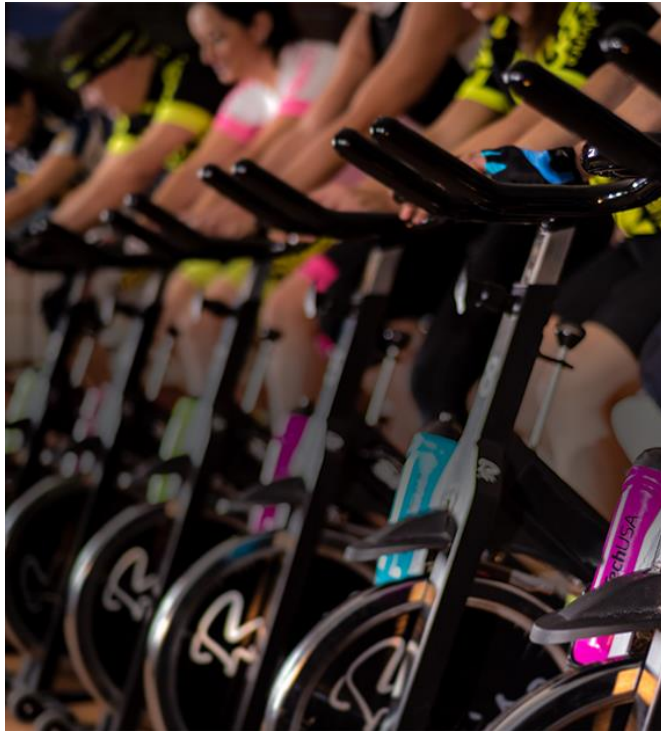
3
PILATES
13.1%

STYLE AND TRENDS

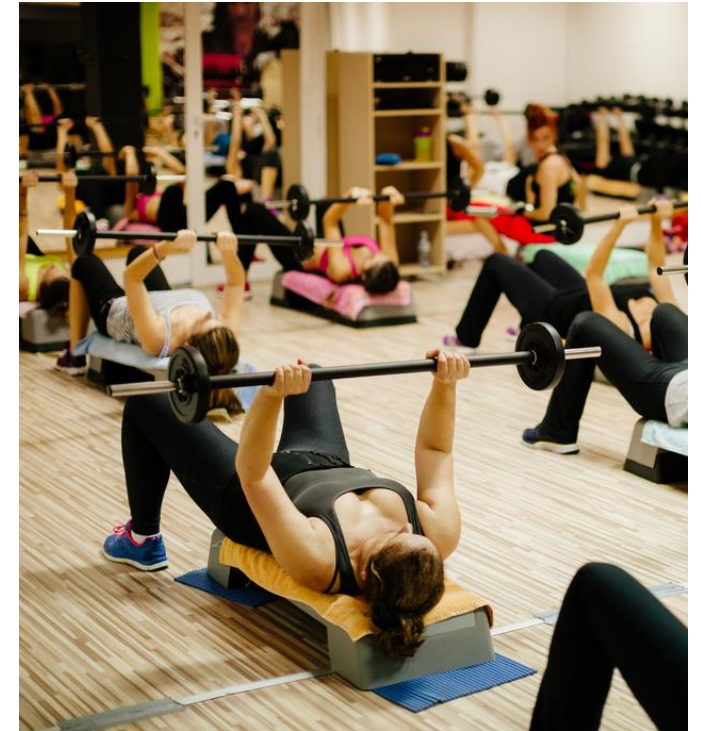
The most recent group exercise classes respondents have done:



1
KFAMOVES®
4.8%



2
INDOOR CYCLING
4.7%



3
BODYPUMP™
4.6%

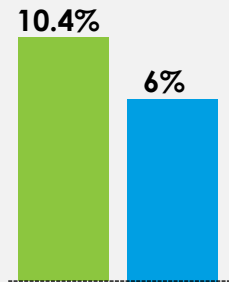
EXERCISE HABITS

How long have respondents been taking part in group exercise classes?

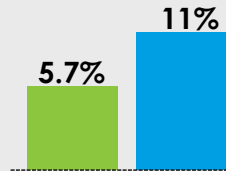
40.8%
of respondents have
been taking part in
group exercise classes
for 5 years or more.

That's **15.8%** more
than all group exercise
participants.

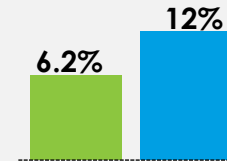
Less than 3 months



4 to 6 months



7 to 12 months

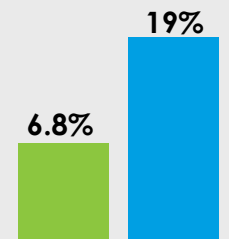


5 years or more

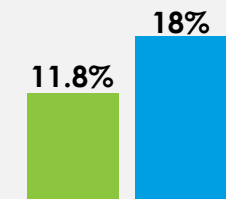
40.8%

34%

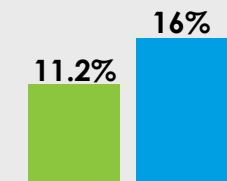
Not sure/can't
remember



1 to 2 years



3 to 4 years

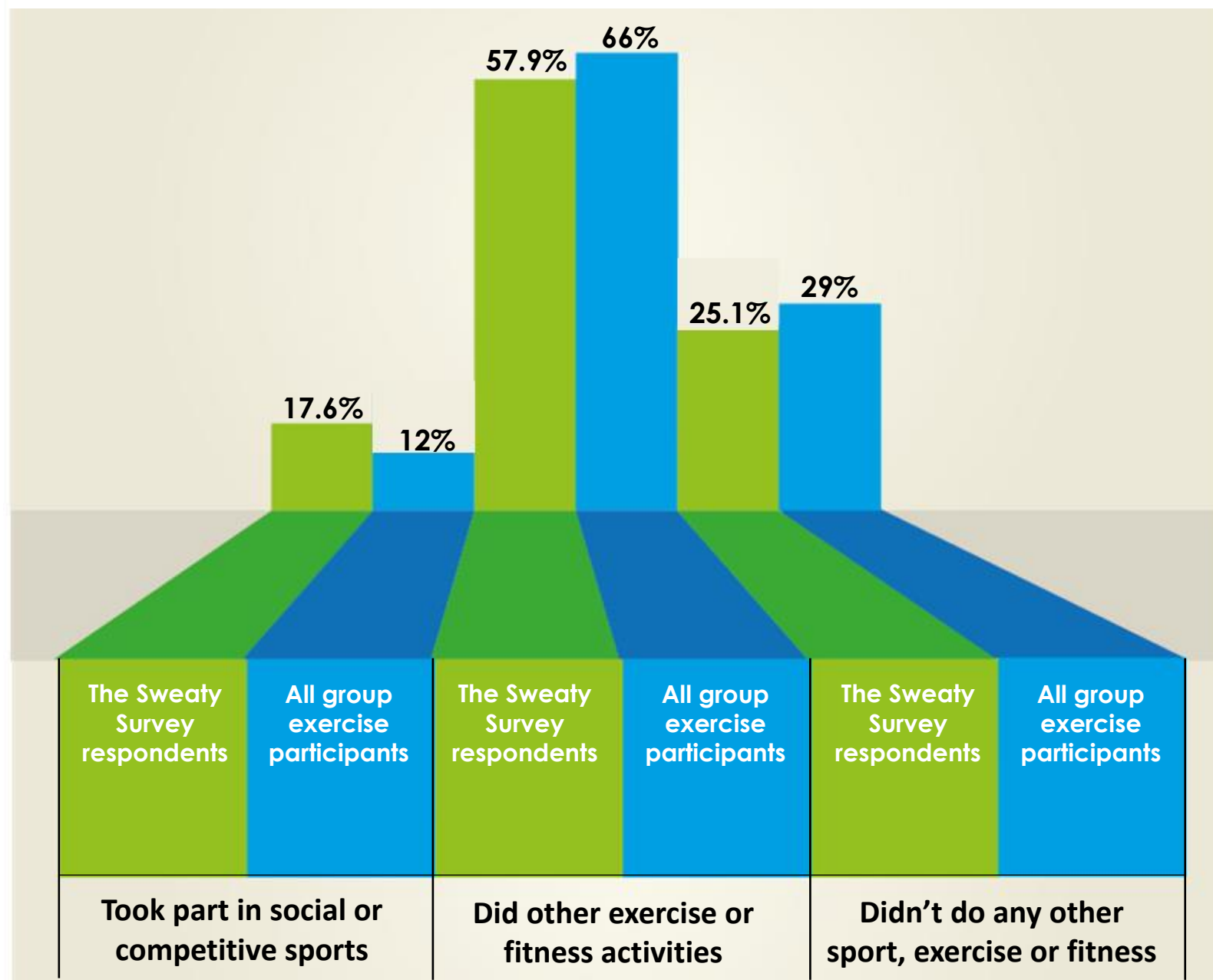


EXERCISE HABITS

57.9%

of respondents have been doing other forms of exercise/fitness activities.

Before you started taking group exercise classes which of the following did respondents do?



INACTIVITY

315 (11.21%) of respondents were beginners participating for less than 3 months to group exercise classes and rated the following from their initial experience...

	Definitely agree	Agree	Neither agree nor disagree	Disagree	Definitely disagree
They knew what to expect	15.73%	48.6%	20.27%	12.93%	2.44%
Instructor was welcoming	56.4%	33.79%	8.71%	0.69%	0.34%
Other participants were welcoming	36.36%	41.95%	19.23%	2.09%	0.34%
Demonstrations were provided/opportunity to ask questions	38.81%	44.75%	12.23%	3.84%	0.34%
The class catered for their ability	41.46%	44.25%	12.89%	0.69%	0.69%
Environment was suitable for beginners	40.97%	45.83%	9.37%	3.12%	0.69%
Felt confident attending the class	37.5%	41.31%	15.97%	4.16%	1.04%

MARKETING

How respondents found out about the most recent class they participated in

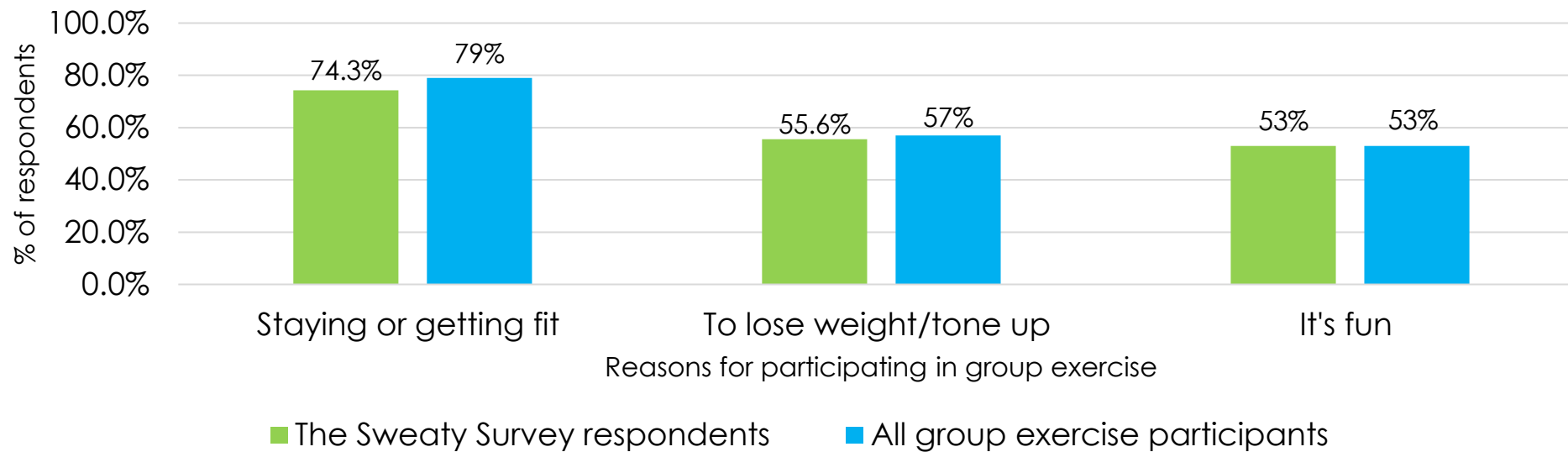
Recommended by my friend/family	31.5%
Other (please specify)	15.7%
Saw the class happening	12.9%
Searched online	12.1%
Advertising (e.g. newspaper article/poster/billboards)	10.6%
Social media (e.g. Twitter/Facebook)	8.7%
Can't remember	7.2%
School/college	1.6%
Recommended by a doctor/health professional	1.2%

How all group exercise participants find out about new styles of group exercise

Promotions at my local gym/leisure centre	44%
From friends/work colleagues/family	36%
Internet search	19%
Social media	18%
Adverts	9%
Health and fitness magazines	4%
Other	4%

MOTIVATIONS

What respondents reasons are for taking part in group exercise classes



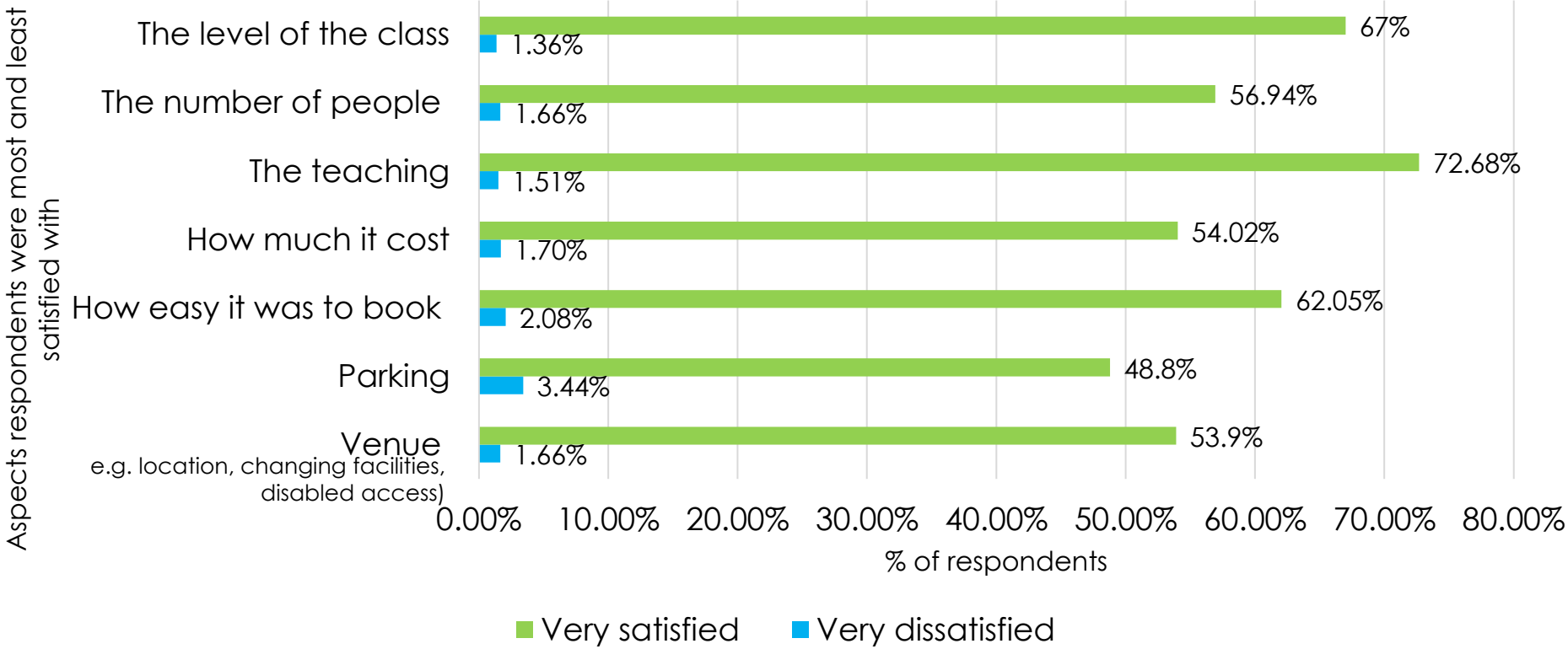
Both The Sweaty Survey and all group exercise participants had the same top 3 reasons for taking part in group exercise classes. **'Staying or getting fit'** was the top response with **'It's fun'** third.





SATISFACTION

Participant satisfaction based on their most recent group exercise class



The aspect respondents were **most satisfied** with was the **teaching**.
The aspect respondents **were least satisfied** with was the **parking**.

DEMAND

The top 6 group exercise classes The Sweaty Survey respondents are most interested in attending

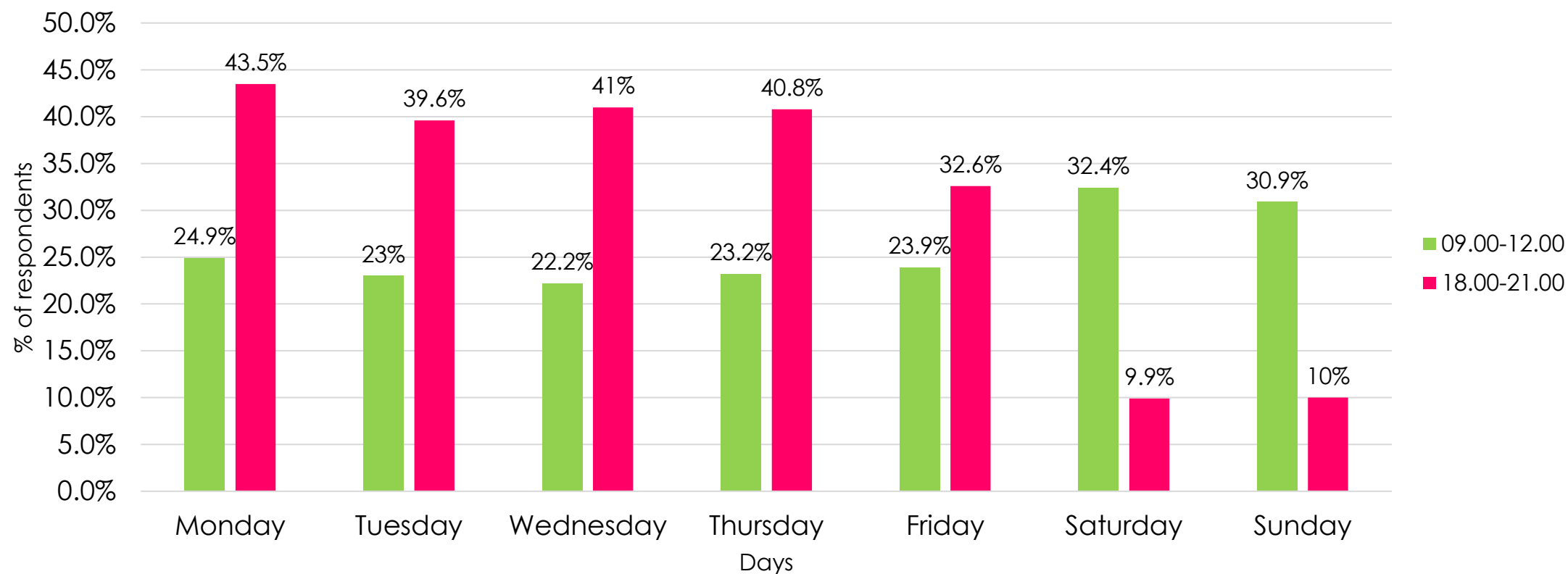


The top 6 group exercise classes all group exercise participants are most interested in attending



Yoga and **Pilates** came first for both sets of respondents with **BODYPUMP™** also featuring amongst the top 6 for both sets of respondents.

Most popular days and times respondents would prefer to attend



Aside from weekdays, between 18.00-21.00, the next most popular days and times were any day between the hours of 09.00-12.00. This reverses at weekends with 09.00-12.00 becoming the most popular times.

BARRIERS

Top reasons that people currently stop participating in group exercise

The Sweaty Survey respondents

The classes run at inconvenient times	28.2%
Work commitments	24.2%
Family commitments	17.1%

All group exercise participants

None, I am happy with the number of classes I attend	26%
The classes run at inconvenient times	26%

‘The classes run at inconvenient times’ was the top reason respondents currently stop participating in group exercise and for all group exercise respondents along with **‘None, I am happy with the number of classes I attend’** (reasons why they don’t take part in group exercise classes).

BARRIERS

Top responses for time out of group exercise within the last 12 months

The Sweaty Survey respondents	
Not applicable	35.7%
Lack of time	26%
Other	19%
Tried a new activity	3.9%
Changed jobs	3.7%

All group exercise participants	
Lack of time	22%
Became too expensive	10%
Away for work	7%
Weight gain/loss	7%
No longer interested me	7%
Class stopped	7%

‘Lack of time’ is the main reason respondents have had time out of group exercise within the last 12 months for both The Sweaty Survey (excluding ‘Not applicable’) and all group exercise participants.



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