

Exercise, Movement and Dance

- EM&D is the second most popular participation 'sport' for women
- EM&D has the most balanced age profile of any 'sport'

All charts are based on those adults (16 and over) who said they had taken part in dance exercise, aerobics or keep fit at least once in the last four weeks (Active People Survey (APS2) 2007-08), unless stated otherwise. See Note 1.

The term 'EM&D' is used throughout to include dance exercise, aerobics and keep fit as represented in the APS. The term 'dance exercise' **does not include** aerobics and keep fit. Data not always available for EM&D combined.

People who take part in EM&D – overview

Trends in women's dance exercise

Taken part in dance exercise at least once in the last week (moderate intensity)

APS1 (2005-06) 0.60%

APS2 (2007-08) 0.65%

Taken part in dance exercise at least once in the last four weeks

APS1 (2005-06) 0.86%

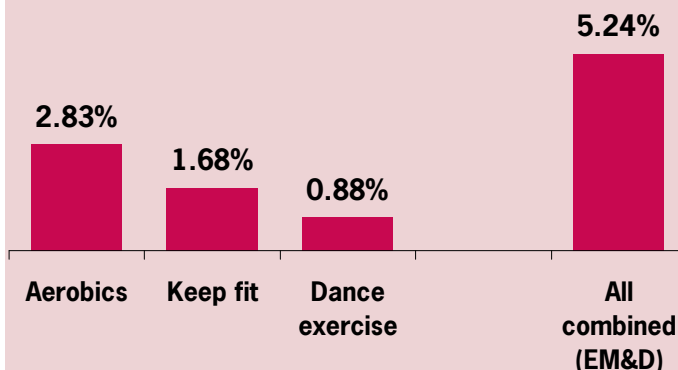
APS2 (2007-08) 0.88%

Base: All female respondents (APS1 = 212,568; APS2 = 113,056)

Participation overview

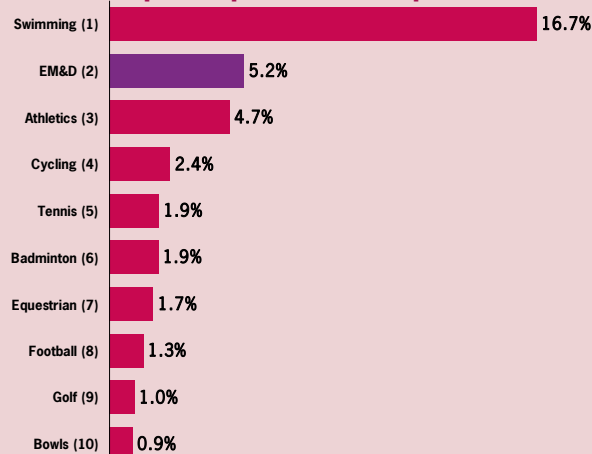
- EM&D is the second most popular participation 'sport' for women to take part
- Participation in EM&D increased between 2005-06 and 2007-08
- Of the three individual elements that make up EM&D, aerobics is the most popular participation activity

Women's participation in aerobics, keep fit and dance exercise (once in four weeks)



Base: All female respondents

How do EM&D fare? Women's participation in all sports

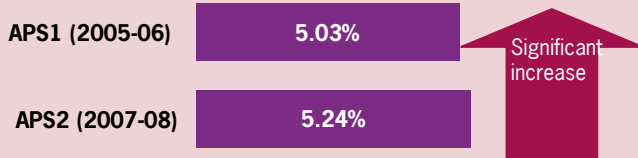


Base: All female respondents. Figure for cycling is respondents who took part in at least four recreational cycles in the last four weeks at moderate intensity

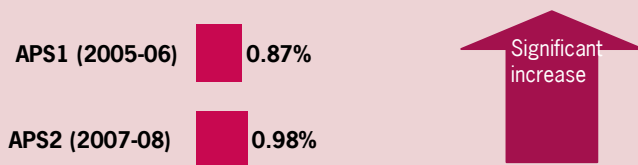
Demographic profile of people who take part in EM&D

Trends in men and women's participation in EM&D

Women - taken part at least once in the last four weeks

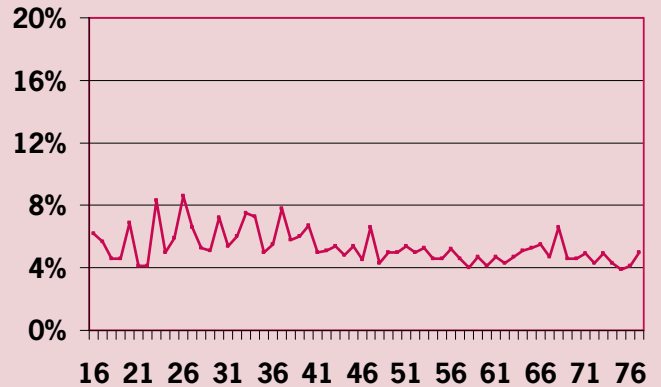


Men - taken part at least once in the last four weeks



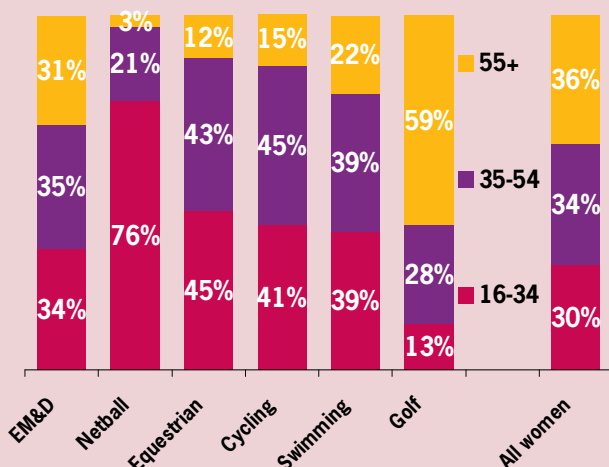
Base: All respondents (women = APS1 – 212,568; APS2 – 113,056, men = APS1 – 151,156; APS2 – 78,269)

Focus on drop off: proportion of women who take part in EM&D by gender and age



Base: All female respondents

Profile of women who take part in EM&D v. selected sports 'popular' with women

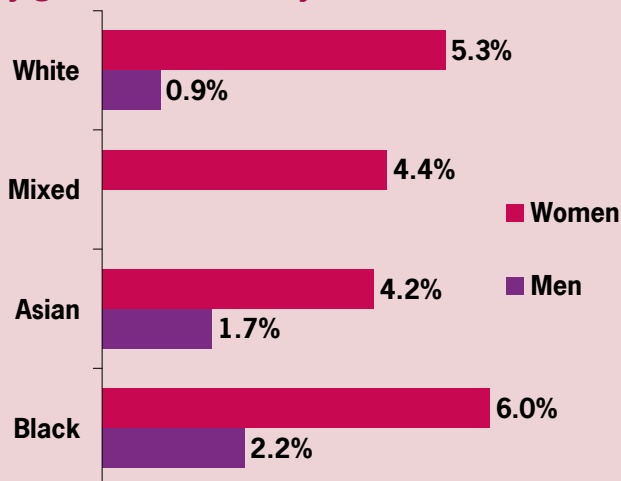


Base: All female respondents

Participation – demographics

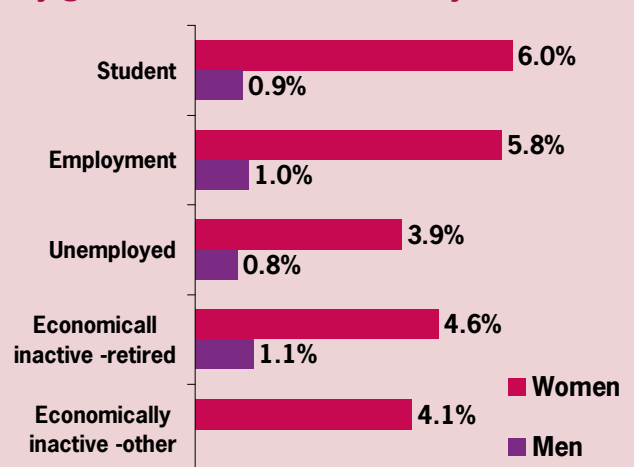
- Over five times as many women as men take part in EM&D
- EM&D is popular with all groups of women: it has the most balanced age profile of any 'sport' – plus it does not have the clear drop off that other sports experience
- BME women make up 8% of all those who take part in EM&D – which is similar to the ethnic profile of England (9%)
- London has the highest proportion of women who are involved in EM&D – twice that of the South West

Proportion of people who take part in EM&D by gender and ethnicity



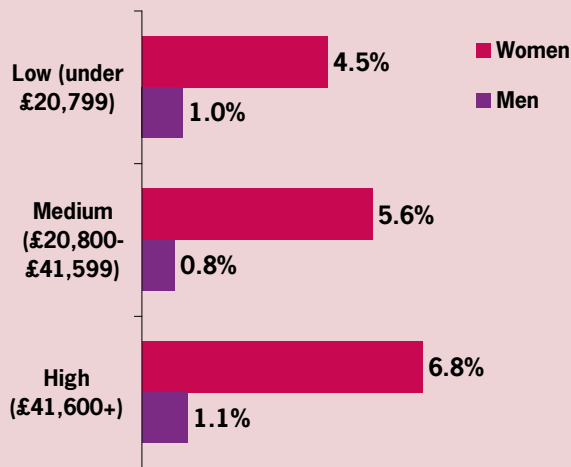
Base: All respondents

Proportion of people who take part in EM&D by gender and economic activity



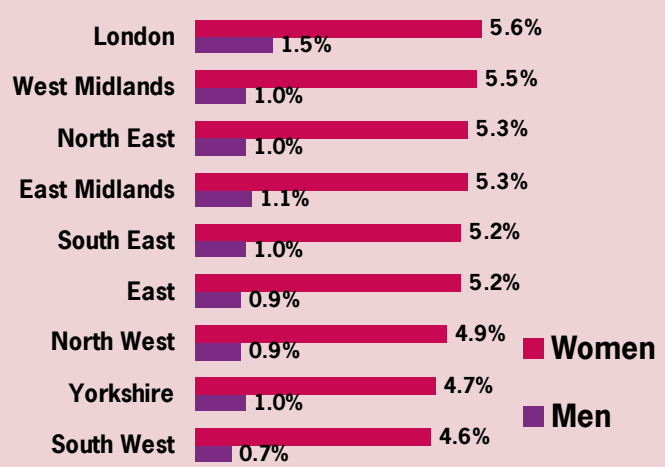
Base: All respondents

Proportion of people who take part in EM&D by gender and household income



Base: All respondents

Proportion of people who take part in EM&D by gender and Sport England region



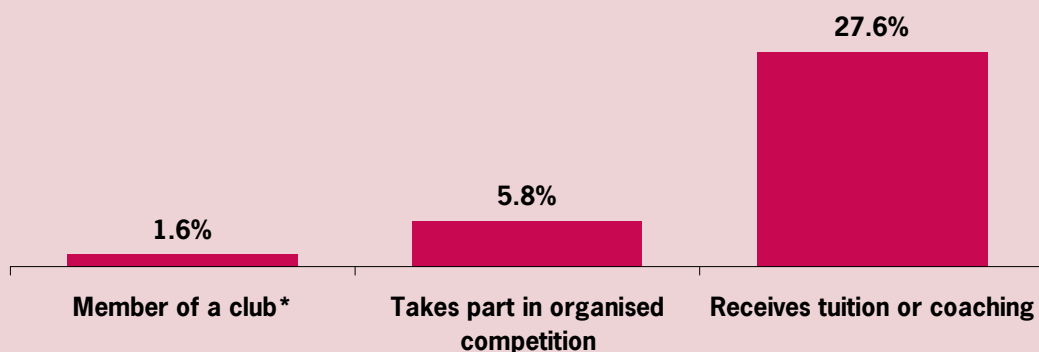
Base: All respondents

Organised participation (dance exercise only)

Organised participation

- Women tend to take part in dance exercise in an informal way. Only 1.6% take part in dance exercise as a member of a club
- However, while they don't join clubs formally, a higher proportion do receive some kind of tuition (possibly in the form of dance teachers leading a class). Almost three in ten women receive tuition or coaching in dance exercise
- Just one in 20 women takes part in an organised competition to do dance exercise

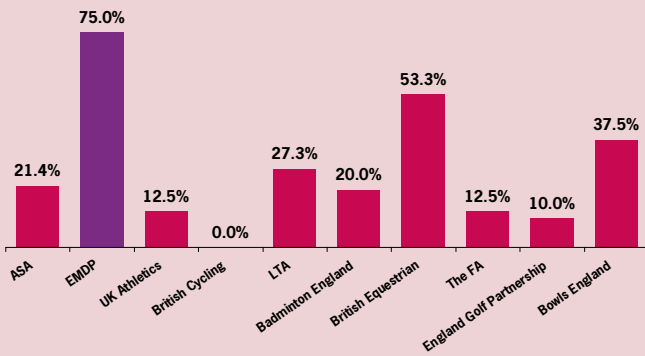
Women who take part in dance exercise as a member of a sports club, takes part in organised competition and receives tuition



Base: All respondents who taken part in dance exercise at least once in the last four weeks. See Note 2. * Read data with caution due to small number of respodents

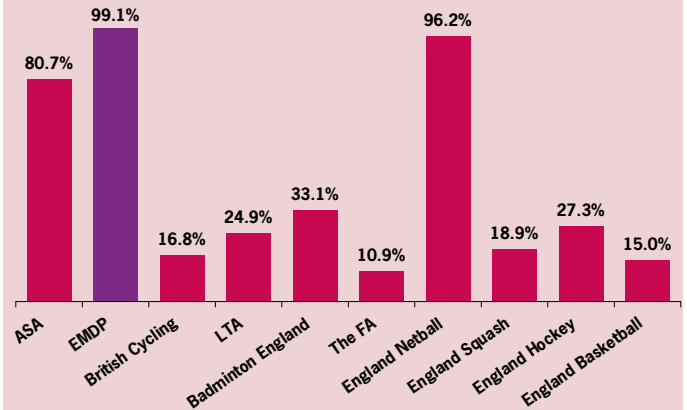
Women as leaders, coaches and volunteers

Women as leaders of sport % of NGB Board members who are women



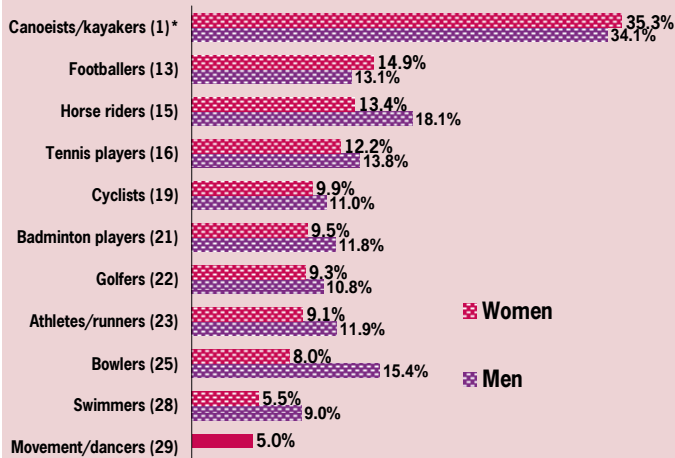
Source: WSFF 2009 NGB audit. See Note 3

Women as sports coaches % of NGB affiliated coaches who are women



Source: WSFF 2009 NGB Audit. See Note 3

Women and men as volunteers



Base: All respondents who play the sport at least once a week. Top 10 sports for women. Figure in brackets is the sport's ranking out of 29 sports for volunteering. See Note 4. * Read data with caution due to small number of respondents

Women as leaders, coaches and volunteers

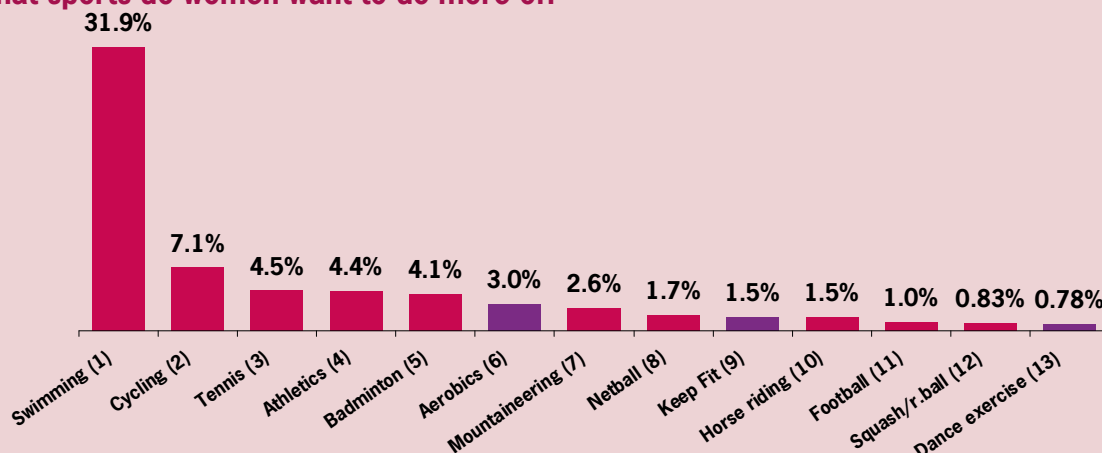
- EMDP has an unusual board profile: three in four of all EMDP board members are women (average across all NGBs is 21%)
- Linked to the fact that very few women take part in dance exercise in a formal way, very few women take part in any volunteering for sport – just one in 20 women who takes part in the activity

Latent demand

- Aerobics is the 7th most in demand activity for women who want to do more. Keep fit is 9th and dance exercise is 15th

Women's demand for sport

What sports do women want to do more of?



Base: All female respondents who said they wanted to do more sport and physical activity, Sports used as comparison are other sports funded by Sport England. Does not include other exercise activities such as body pump or yoga

Satisfaction with experience of playing sport

Satisfaction of female dance exercisers compared with average for all women who do sport/activity



Source: Sport England's Satisfaction with the quality of the sporting experience survey (2009).
Base: Female respondents (16+) who rated their satisfaction as 8-10 on a 1 to 10 scale. Figures in brackets are satisfaction percentages for all sportswomen. See Note 5

Satisfaction

- Women who take part in dance exercise are considerably more satisfied than all sportswomen with all areas of their activity
- They are particularly more satisfied with their own performance and people and staff and coaching

To sum up...

EM&D is extremely popular with women from all demographic groups. It is the one 'sport' that has a relatively representative profile for all ages and ethnic groups. It is also one of a handful of activities that is considerably more popular with women than men

EM&D can be congratulated for having a high proportion of women involved in its leadership, representing its female membership base. However, if the EMDP wants to increase the male membership it may need to consider having a balanced board (50:50), and therefore be representative of the membership that it wants to have.

Notes

- 1 Source for all data is the Active People Survey 2 (2007-08) unless otherwise stated. 16 year olds and over in England only. Sports used in comparison are the 46 Sport England funded sports except where data are not available or sample sizes too small. Using a gym is not included in this factsheet.
- 2 Club membership is based on those who have been a member of a sports club to participate in sport in the past four weeks. These figures may not correspond with the National Governing Body's (NGB) affiliation figures. Organised competition is defined as 'having taken part in any organised competition in sport in the last 12 months'. Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in sport in the last 12 months'.
- 3 In 2009 WSFF undertook an audit of all 46 Sport England funded NGBs. NGBs were asked to provide demographic data about board members, affiliated coaches and members. Sports chosen for comparison are the top participation sports for women. Data not available for all NGBs.
- 4 Volunteering is defined as 'volunteering to support sport for at least one hour a week'. Sports chosen for comparison are the top participation sports for women.
- 5 Survey respondents were asked to rate their perceived satisfaction for 75 questions across ten themes. Figures in brackets are aggregate satisfaction percentages of the individual theme questions. Domains ranked in order of satisfaction for all women.

To convert overall percentages to population numbers use the following figures:

Survey	Male 16+	Female 16+
APS 1	19,756,900	20,954,000
APS 2	20,170,100	21,266,200

Source: Office for National Statistics England Mid-year Population Estimates, 2005 and 2007

WATCH THIS SPACE...

To be updated with EM&D specific data from Active People Survey 3...

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