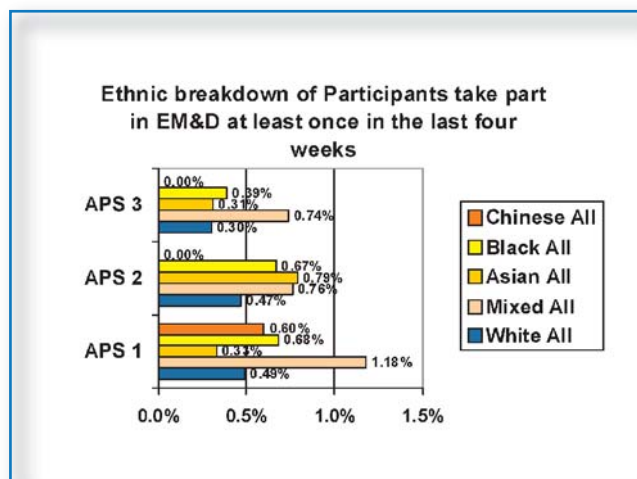
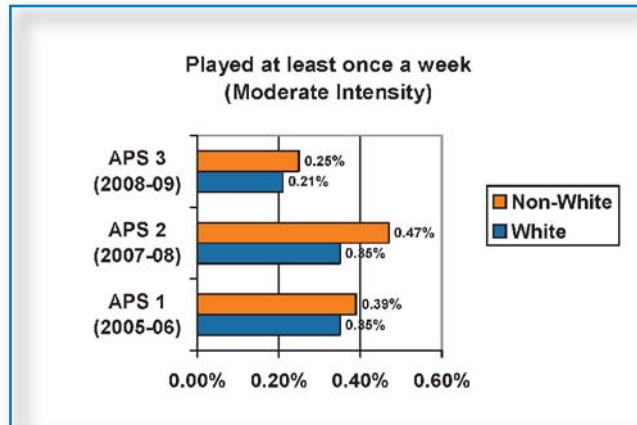
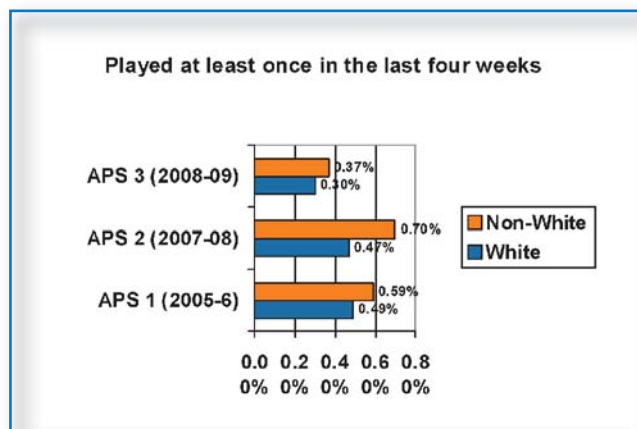


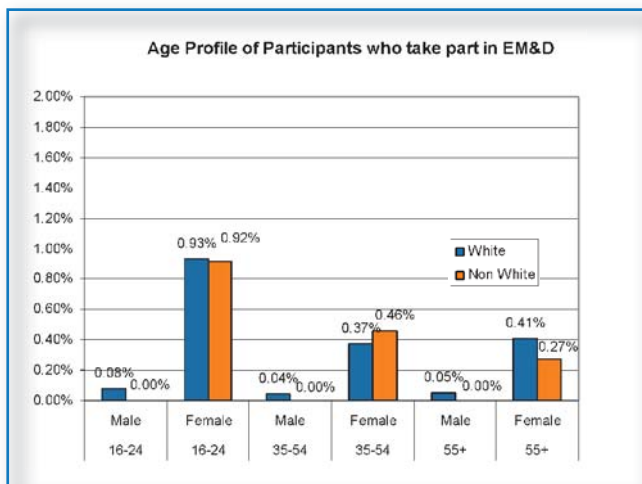
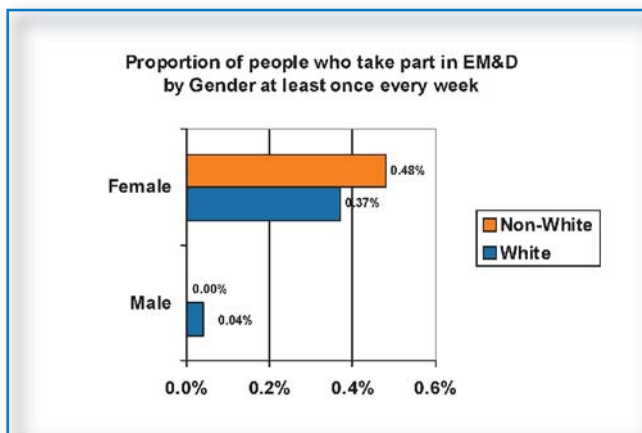
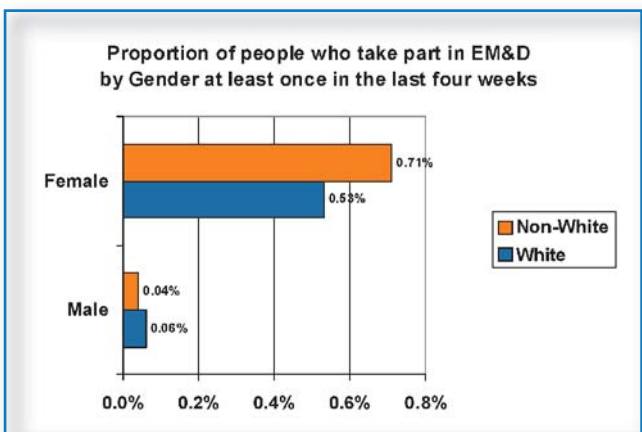
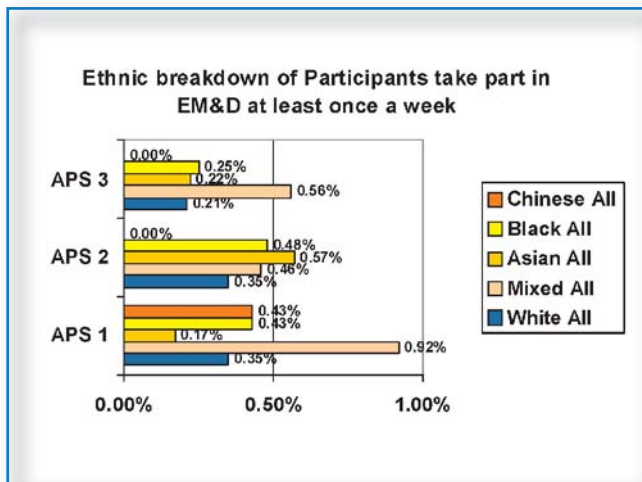
## Exercise Movement & Dance

All chart-data is taken from the latest Active People Survey 3 (2008-09) unless stated otherwise. All adults (aged 16 and over).

- Around 10,600 non white participants take part in EM&D every week.
- EM&D is the sixteenth most popular sport with non white participants.
- Broken down by gender it is the thirty seventh most popular sport for non white males and ninth most popular sport with non white females.
- There has been a significant decrease in those taking part in EM&D from both white and non white backgrounds between APS2 and APS3.
- When looking at gender and ethnicity, EM&D has the highest participation from BME women.
- EM&D is particularly appealing to those from mixed groups and those who have a younger age profile.
- Interest from both white and non white males is limited.
- Of the three individual elements that make up EM&D, aerobics is the most popular participation activity for both white and non white groups. There is also more interest in Dance from non white groups compared to white groups.

### Overview of ethnic minority participation in Exercise Movement & Dance





## Organised Participation

### Club Membership

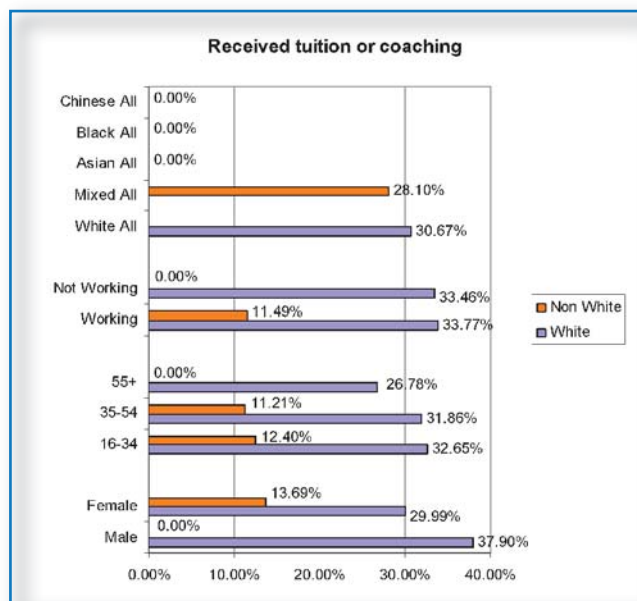
- Data Profiles negligible due to small sample size.
- Often participants take part in dance or other exercise in an informal way and not as a member of a club.

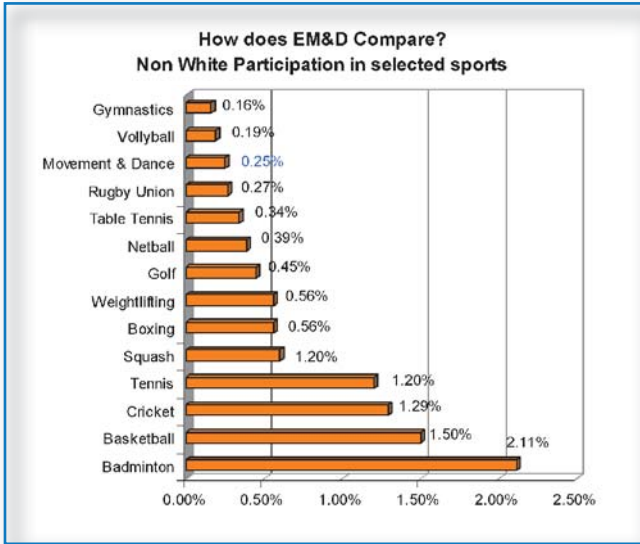
### Taken part in organised competition

- Data Profiles negligible due to small sample size

### Received Tuition or Coaching

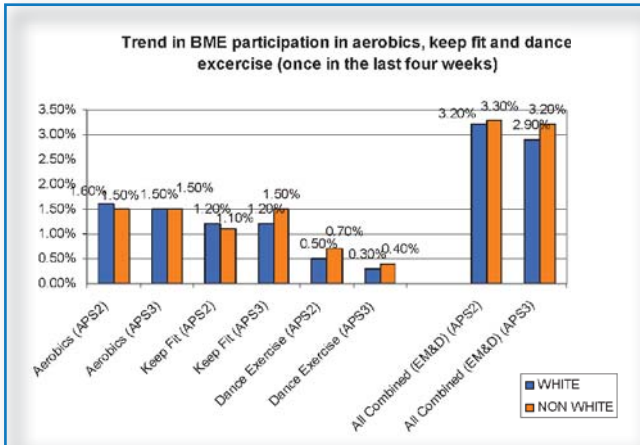
- White females are twice as likely to receive tuition/coaching compared to non white females.
- Those from White and Mixed Backgrounds are the most likely to received tuition/coaching.





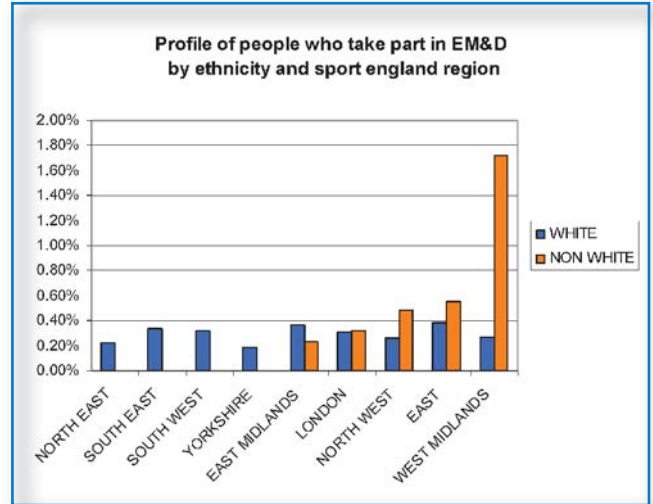
### The three elements of EM&D

- Of the three elements that make up EM&D aerobics is the most popular participation activity for both white and nonwhite groups.
- Dance exercise is more popular with non white groups compared to white groups.

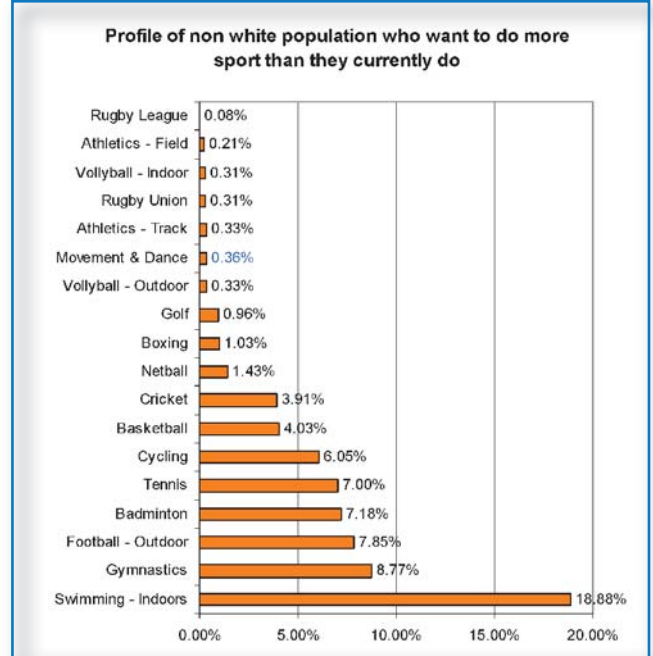


### Demographics

- The West Midlands has the highest rates of BME participation. The North East, South East, South West and Yorkshire have no BME participation. EM&D can capitalise on regions like the East Midlands and London which have high BME demographics to try and attract more participants.



### Latent Demand



## Summary

EM&D has a higher than average non white participation profile and is most popular with BME females. EM&D however only attracts a very limited amount of interest from both white and non white males.

EM&D is popular with all ethnic groups however it is particularly appealing to those from mixed ethnic backgrounds. There has been a notable decrease in participation between APS2 and APS3 from all ethnic groups. A particular noticeable decrease has been from the Chinese community after APS1.

The West Midlands is the region with the highest participation rates and there is scope for EM&D to capitalise on other regions with high demographics such as the East Midlands and London.

Only White and Mixed groups receive coaching and tuition, therefore there is significant scope for work to be carried out with other BME groups to ensure they also access these opportunities. This could also help increase club membership. There is also some latent demand which EM&D can capitalise on.

Broken down by the three individual elements that make up EM&D, aerobics is the most popular participation activity for both white and BME groups. Although Dance is more popular with BME groups this has the lowest participation rates and EM&D should focus effort on trying to increase participation from all groups in this area.

## Notes;

- The Active People Survey is designed to collect data on sports participation amongst a sample of adults aged 16+ living in England. The survey is a telephone survey, which was conducted with a total of 363,724 (Active People Survey 1), 191,325 (Active People Survey 2), and 193,947 (Active People Survey 3) adults in England.
- Club membership is based on those who been a member of a sports club to participate in EM&D in the past four weeks.
- Organised competition is defined as 'having taken part in any organised competition in EM&D in the last 12 months'.
- Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in EM&D in the last 12 months'.

- Satisfaction;
- Sport England' Satisfaction Survey (2009). Survey respondents were asked to rate their perceived satisfaction for 75 questions across ten themes. [Based on 44390 questionnaires returned in total using an online methodology and postal questionnaires. Fieldwork period: March - May 2009].

(Figures should be treated with caution due to the small sample size of the non white population)

References: ONS population estimates  
Produced: July 2010