

TV DANCE SHOWS BOOST POPULARITY IN DANCE 1 in 5 British adults are now strutting their stuff

A nationwide survey carried out for **Dance Proms**, a new dance festival taking place at the Royal Albert Hall on Sunday 13th November, reveals that just over **1 in 5 British adults** (21%) have become **more interested in dancing as a result of TV dance shows** such as *Strictly Come Dancing*.

Roughly the same number of adults (**1 in 5 – 20%**) currently participate in some form of dance - covering a huge range of styles from ballet to ballroom and street to salsa - and just over **1 in 8 adults** (13%) have taken part in a **dance class in the last five years**.

The survey was conducted by YouGov, who interviewed 2058 UK adults (aged 18+) between 28th - 31st October 2011.

The first ever Dance Proms features 24 acts, selected from a competition held earlier this year to find the UK's most talented dance students and representing all genres of dance. Dance Proms, a celebration of dance in all its forms, is organised by UK's leading dance organisations: the International Dance Teachers' Association (IDTA), Imperial Society of Teachers of Dancing (ISTD); and the Royal Academy of Dance (RAD) in association with the Royal Albert Hall.

Luke Rittner, Chief Executive at the Royal Academy of Dance comments: "*All lovers of dance will be delighted with the findings of this survey. They are a wonderful curtain raiser to the Dance Proms festival which will bring together thousands of enthusiasts to watch an evening of dance - a sugar rush of delights for the eyes.*"

Patron for Dance Proms, Wayne Sleep OBE adds: "*Dance Proms is a wonderful idea because it brings schools together from all over the United Kingdom. You can see what kind of technique they've learnt, you can be inspired by one of the choreographers from a different school and it unites everybody and encourages them to discuss the art of dance. It promotes dance; it makes it more popular and that's what we're here to do; get more people interested in dance.*"

Further findings from the Dance Proms poll include:

- The most popular form of dance to take part in is **social dancing** (13%) followed by dancing in fitness classes, for example **Zumba** (5%), the latest dance craze to sweep the US and Europe, and favoured among many celebrities including Wayne Rooney, Madonna and Jennifer Lopez.
- Of those who have participated in a dance class in the last five years, **66%** said they did it **to have fun**, with **fitness** coming a close second (**63%**). The social aspect is also important with **over a fifth** (21%) taking dance classes to meet people.
- **Fred Astaire** topped the poll as the respondents' **favourite dancer** with 17% of respondents citing him as one of their favourites. Although he was most popular with the over 55s (28%) **a surprising 1 in ten (10%) of 18 to 24 year olds voted for him**. Michael Jackson was second (14%) followed by: Ginger Rogers and Michael Flatley who were joint third (13%).

DANCE PROMS is a partnership project between the IDTA, ISTD, RAD and the Royal Albert Hall working together in celebration of dance.

Celebration of Dance Festival Limited, Incorporated in England & Wales No. 7407392

Dance Proms takes place at the Royal Albert Hall at 7pm on Sunday 13th November and is open to the public. Tickets start from just £10 and are now on sale through the Royal Albert Hall Box Office on 0845 401 5045 or online at www.royalalberthall.com. For further information about Dance Proms please visit www.danceproms.co.uk or contact info@danceproms.co.uk.