

# Badminton

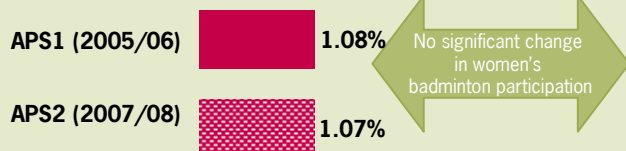
- Badminton is the 6th most popular sport for female participation
- The greatest disparity between the sexes is in London, where double the proportion of men as women play badminton

All data are based on those adults (16 and over) who said they had played the sport at least once in the last four weeks (Active People Survey 2007-08), unless stated otherwise. See Note 1.

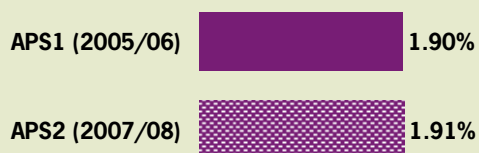
## Women who play badminton – overview

### Trends in women's badminton participation

Played at least once a week (moderate intensity)



Played at least once in the last four weeks

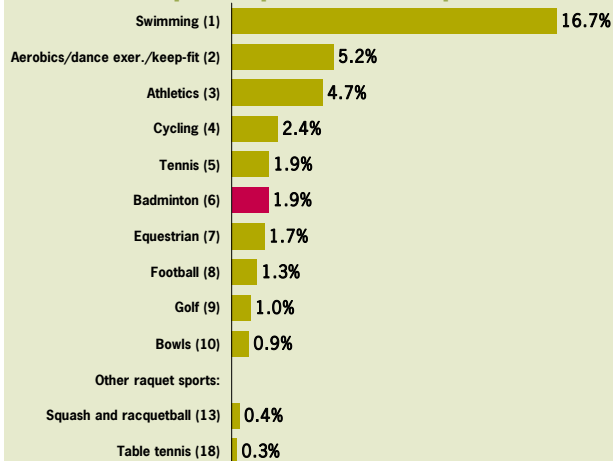


Base: All female respondents (APS1 = 212,568 , APS2 = 113,056)

### Participation overview

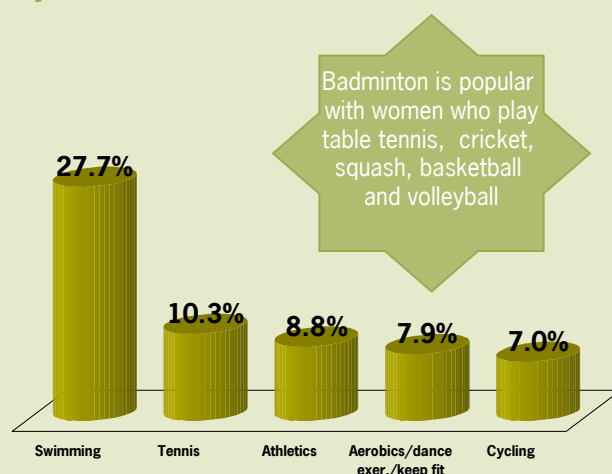
- Badminton is the 6<sup>th</sup> most popular sport for female participation, just pipped to 5<sup>th</sup> place by tennis
- Badminton has one of the smallest gender difference of all Sport England funded sports, with only hockey, tennis and bowls having greater parity
- Badminton has a higher than average female BME participation profile– 12% of all female players. Only six other funded sports have a larger BME profile

### How does badminton 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.

### Other sports popular with female badminton players

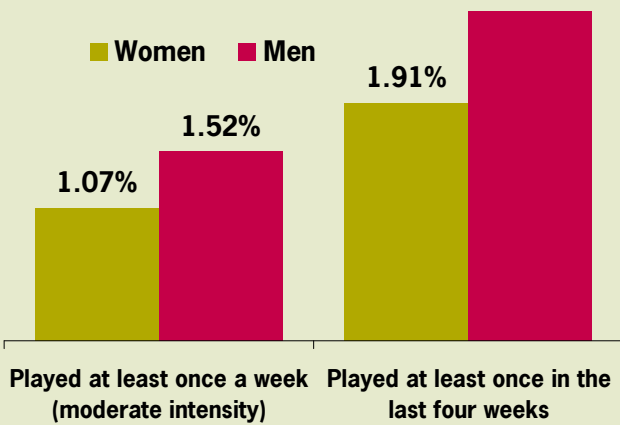


Badminton is popular with women who play table tennis, cricket, squash, basketball and volleyball

Base: All female respondents who played badminton at least once in the last four weeks (1,871)

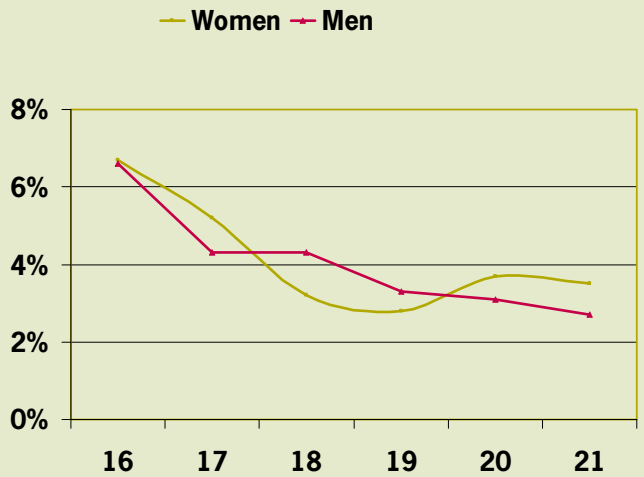
# Demographic profile of badminton players

Proportion of people who play badminton by gender



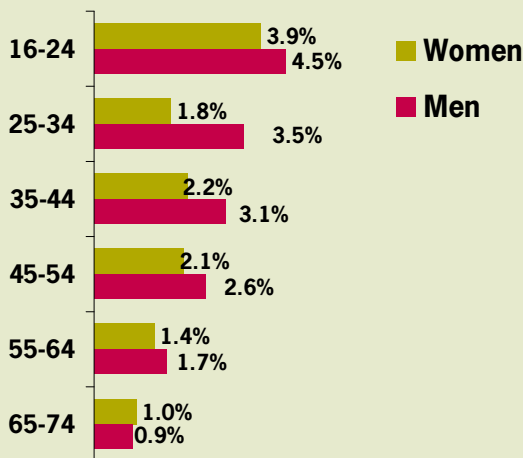
Base: All respondents (women = 113,056, men = 78,269)

Focus on drop off: proportion of people who play badminton by gender and age



Base: All respondents

Proportion of people who play badminton by gender and age group

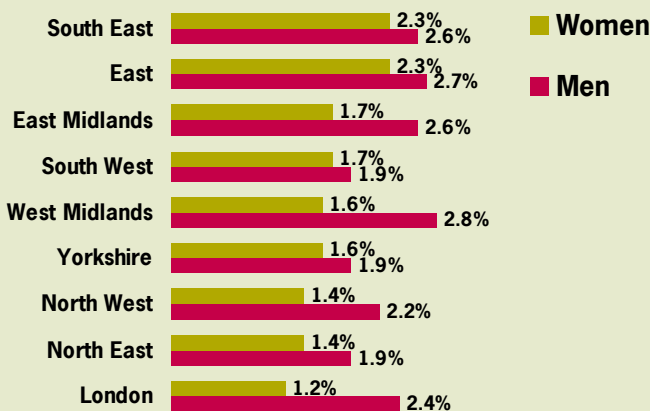


Base: All respondents

## Participation – demographics

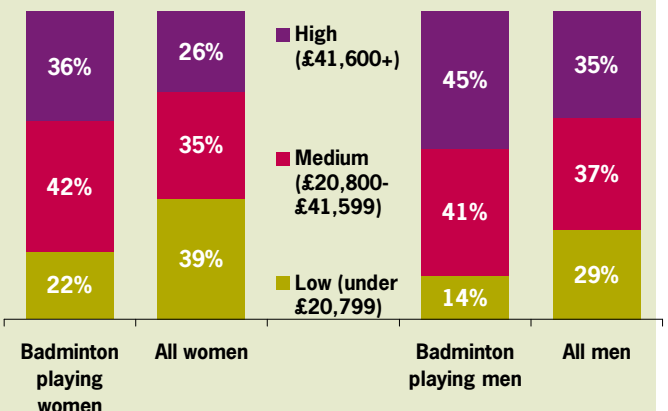
- Badminton loses almost half of its female participants between the age of 16 and 21
- While in many other sports, the greatest disparity between men and women occurs at the younger ages, this is not the case in badminton. There is a greater difference between the ages of 25 and 44 – albeit not a particularly large one
- The greatest disparity between the sexes is in London, where double the proportion of men as women play badminton

Proportion of people who play badminton by gender and Sport England region



Base: All respondents

Profile of the general population v. people who play badminton by gender and income



Base: All respondents

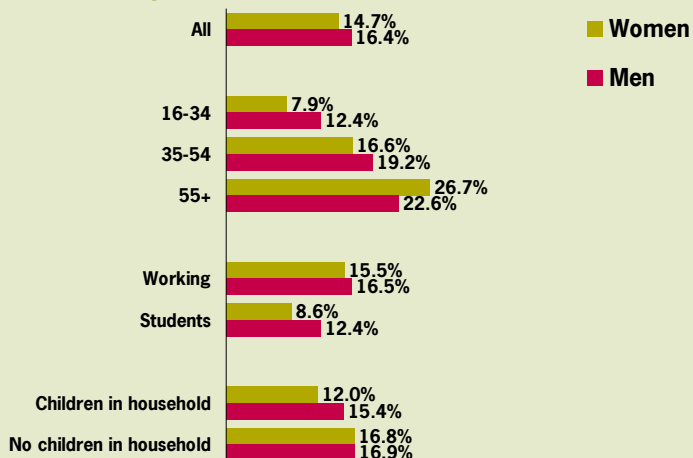
# Organised participation



## Club membership

- Female badminton players tend to take part informally and not as a member of a club
- There are around 16,500 affiliated female adult members and 7,000 female youth members -38% of all affiliated members
- It tends to be older women who play through clubs (over a quarter of all 55 year old female players)

### Who plays badminton as a member of a sports club?



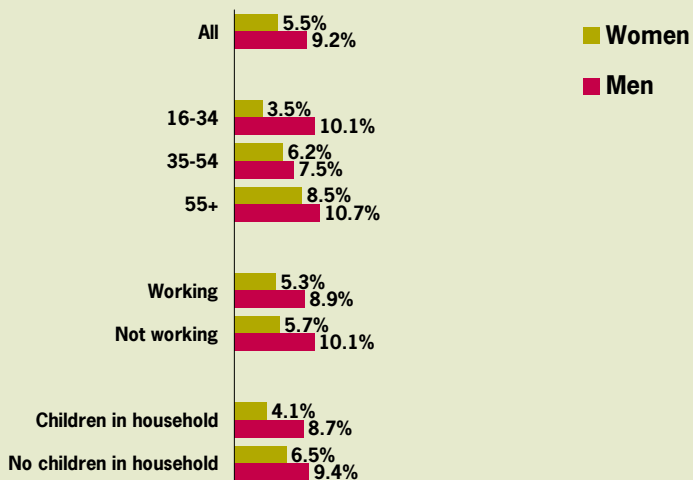
Base: All respondents who played badminton at least once in the last four weeks. See Note 2



## Taken part in organised competition

- Just three in ten people who compete in badminton are women
- Three times as many young men as young women take part in competition
- Female badminton players are considerably less likely to play in an organised competition than all sports women

### Who takes part in organised competition?



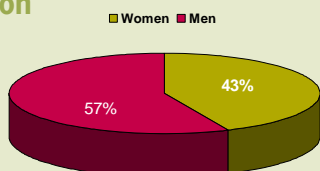
Base: All respondents who played badminton at least once in the last four weeks. See Note 3



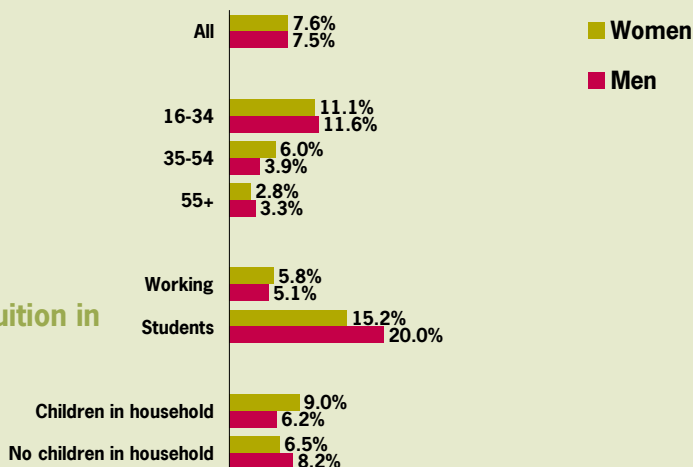
## Received tuition or coaching

- Female students are almost three times as likely to receive tuition as workers

### Gender profile of those who receive tuition in badminton



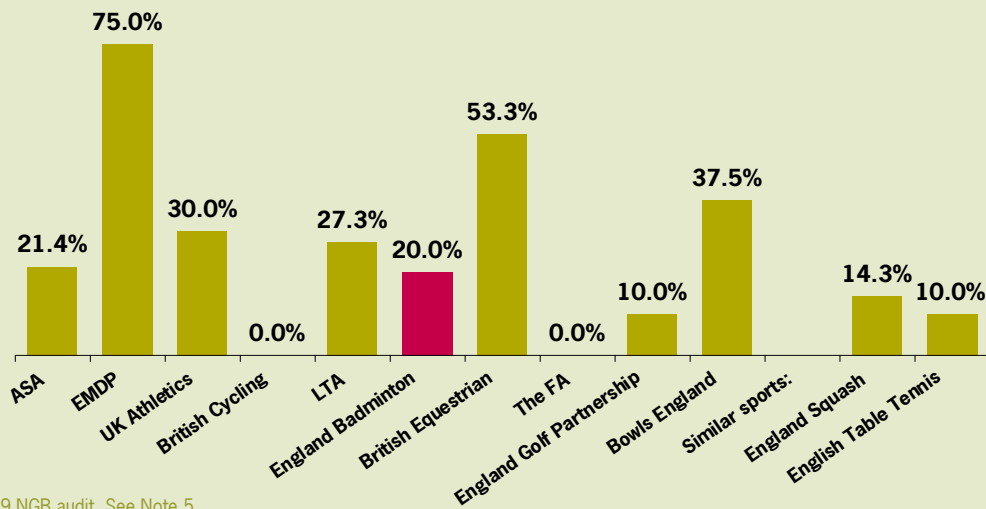
### Who receives tuition in badminton?



Base: All respondents who played badminton at least once in the last four weeks. See Note 4

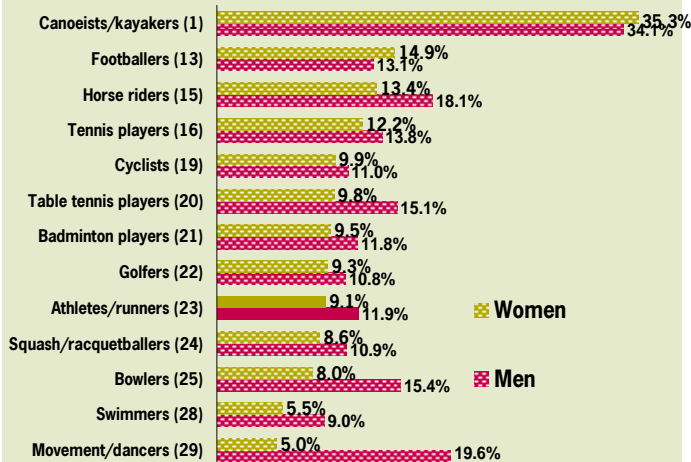
# Women as leaders and volunteers

## Women as leaders: proportion of NGB Board members who are women



Source: WSFF 2009 NGB audit. See Note 5

## Women and men as volunteers



Base: All respondents who play sport at least once a week. Top 10 sports for women + similar sports to badminton. Figure in brackets is the sport's ranking out of 29 sports for volunteering. See Note 6

## Women as leaders, coaches and volunteers

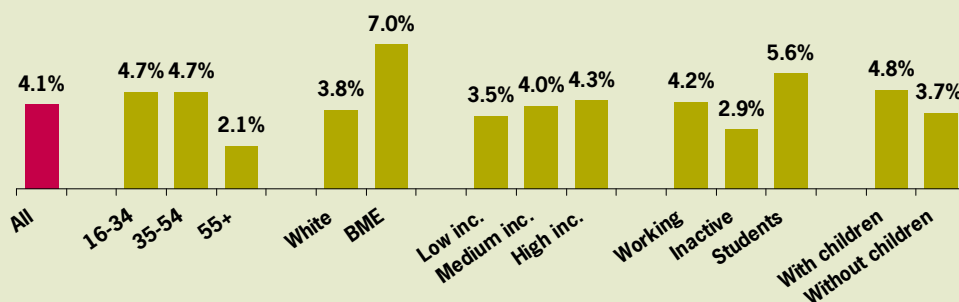
- One in five members of the England Badminton board are women. This is similar to the average across all NGBs (21%), and puts England Badminton 25th out of the 46 Sport England funded NGBs
- Female badminton players are less likely than average to volunteer their time to support sport

## Latent demand

- Demand is highest among BME women and students

# Women's demand for badminton

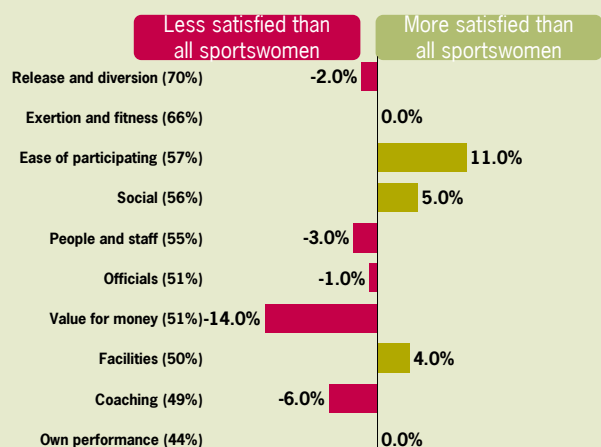
## Profile of women who want to play more badminton than they currently do



Base: All female respondents who said they wanted to do more sport and physical activity

# Satisfaction with experience of playing badminton

## Satisfaction of female badminton players compared with average for all women who do any sport/activity



Source: Sport England's Satisfaction with the quality of the badminton 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 7

## Satisfaction

- Badminton players rank 32 out of 44 sports for overall satisfaction – however, putting it into perspective satisfaction is still relatively high at 79%
- Casual badminton players are more satisfied than affiliated badminton players
- Female tennis players are considerably more satisfied than average with the ease of participating, however they are quite a lot less satisfied as most sportswomen with value for money and coaching

## To sum up...

While students and BME women are already well represented in badminton, there is still a demand for more badminton among these groups that England Badminton can capitalise on.

Like many sports, tennis has a high drop off at a young age – losing half of its 16 year old players by the time they are 21. This drop is mostly likely due to them no longer have to take part in school based activity. But there may be opportunities to keep these women in the sport.

Badminton England still has some way to go before its Board membership matches its female membership.

### 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. For some sports, there are no data as sample sizes are too small.
- 2 Club membership is based on those who have been a member of a sports club to participate in badminton in the past four weeks. These figures may not correspond with NGB affiliation figures.
- 3 Organised competition is defined as 'having taken part in any organised competition in badminton in the last 12 months'.
- 4 Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in badminton in the last 12 months'.
- 5 In 2009 WSFF undertook an audit of all 46 Sport England funded National Governing Bodies (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 + sports similar to badminton. Data not available for all NGBs.
- 6 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 + sports similar to badminton.
- 7 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 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 Population Estimates, 2005 and 2007

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To be updated with badminton specific data from Active People Survey 3...

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