

Women's participation in badminton

A trend analysis of Active People Survey data from 2005-2014
(APS1-APS8q2) July 2014

Women's
SPORT AND
FITNESS
FOUNDATION



BADMINTON
ENGLAND

Play it. Love it. Live it.

Overview

The following slides present trend data on women's participation in badminton from 2005-06 to 2013-14 (APS1-APS8q2).

Participation trends

Around 349,900 women take part in badminton every month (1.56%) compared with 509,800 men (2.38%).

Participation has increased very slightly for female participants in the last period, although participation is still at its second lowest level ever. Male participation has declined again. There are 16,600 more women taking part in badminton now than last year, but 48,300 fewer than in 2005-2006. Around six in ten female players play every week.

There has been a considerable drop in the proportion of women playing badminton age 55-64 in the last two periods, and for this age group participation is currently at its lowest levels ever. Most of the decline since APS6 is being driven by 55 -59 year-olds (although beware of small sample sizes). For women of retirement age (60+) participation has either increased slightly or remained static in the last few years.

It would appear that participation has increased among students in further education and schools in the last period to the highest levels ever seen. For students in higher education participation has remained almost static.

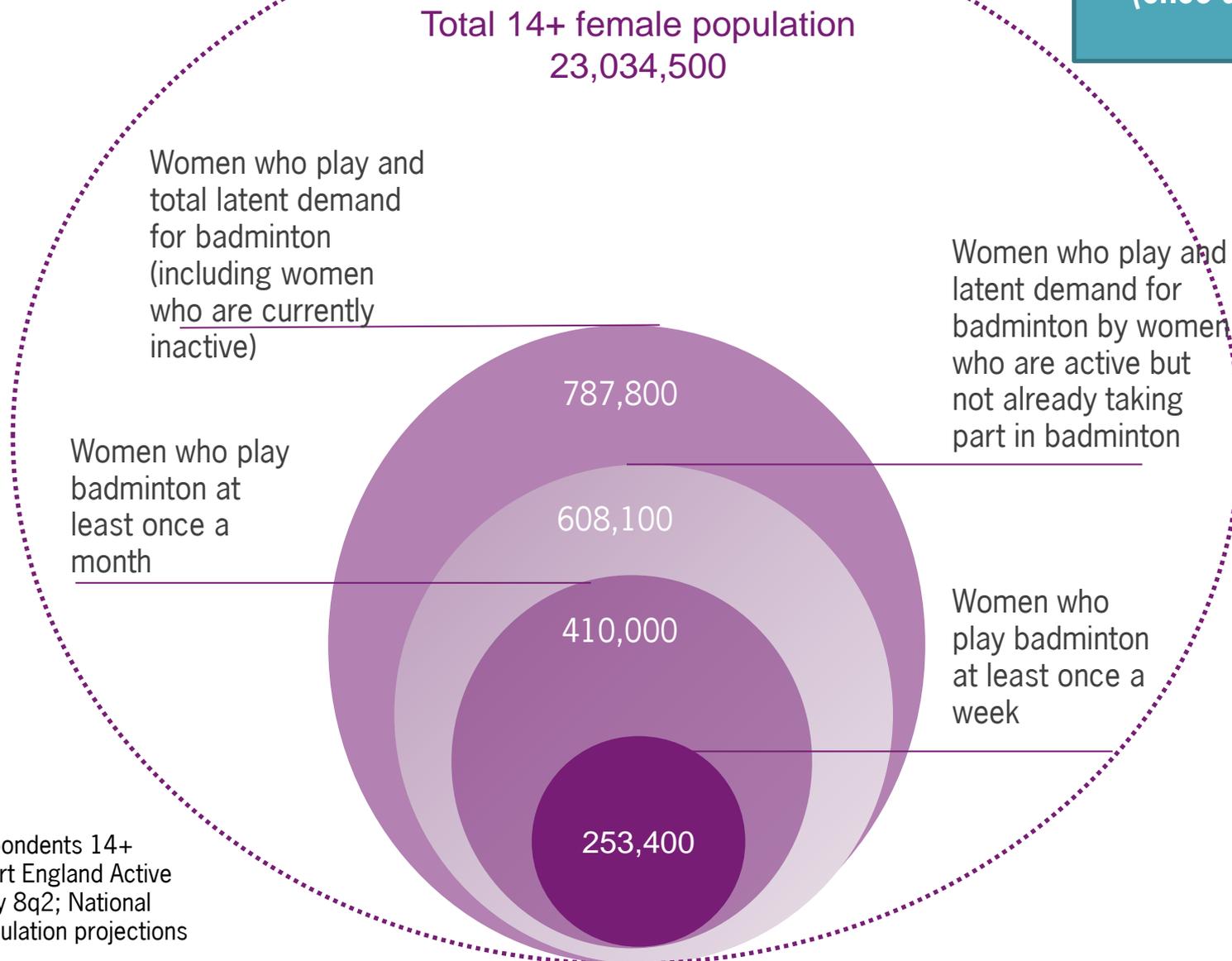
44% of female badminton players are doing more activity this year. The percentage of players who have said they are doing more has also increased over the last three years. In the most recent period 18% of female players said badminton was the main sport they were doing more of, but last year 25% said this.

423,800 women would like to participate more in badminton than they currently do and it is the 7th most in demand sport. 89% of these women do not currently play badminton.

Trends in badminton participation

Overview of the 14+ market

Badminton is the 9th most popular sport for women (once a week)

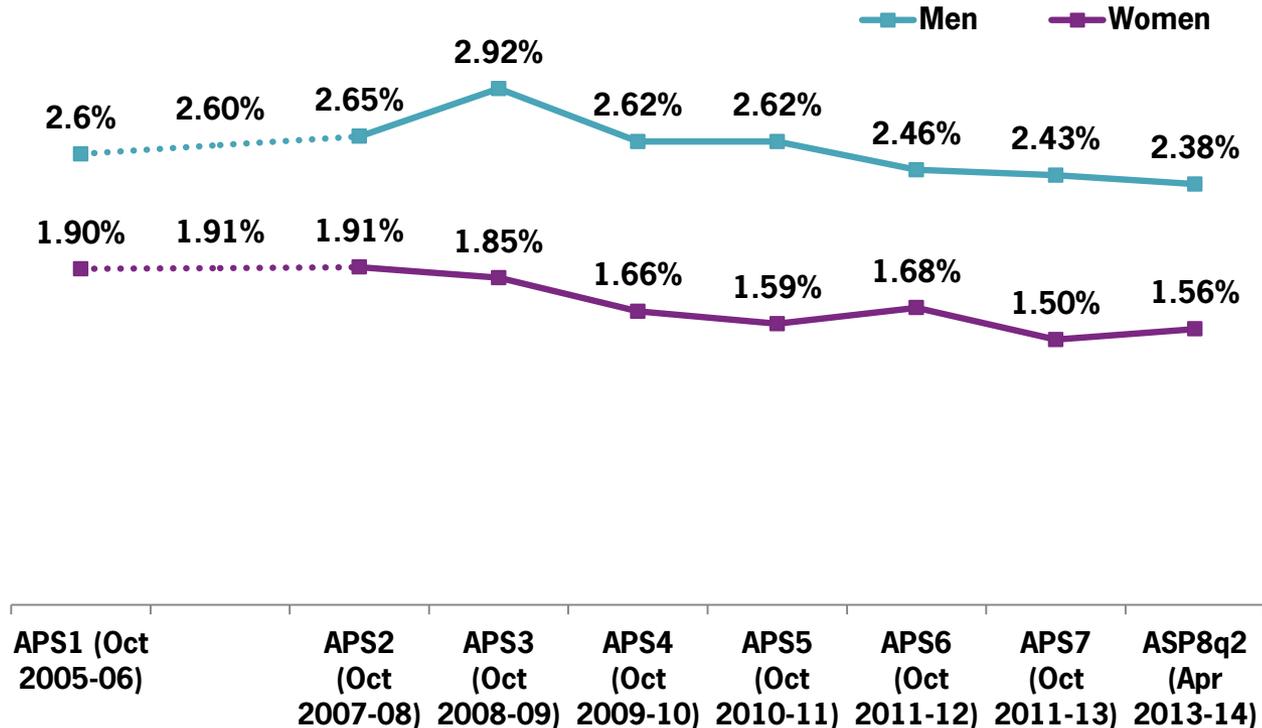


Base: All respondents 14+
Sources: Sport England Active People Survey 8q2; National Statistics population projections (2013)

Trends in once a month participation (16+)

Participation has increased very slightly for female participants in the last period, although participation is still at its second lowest level ever. However, male participation has declined again.

% of people participating in badminton at least once every four weeks



349,900 women take part in badminton every month compared with 509,800 men

There are 16,600 more women taking part in badminton now than last year and 48,300 fewer than in 2005-2006

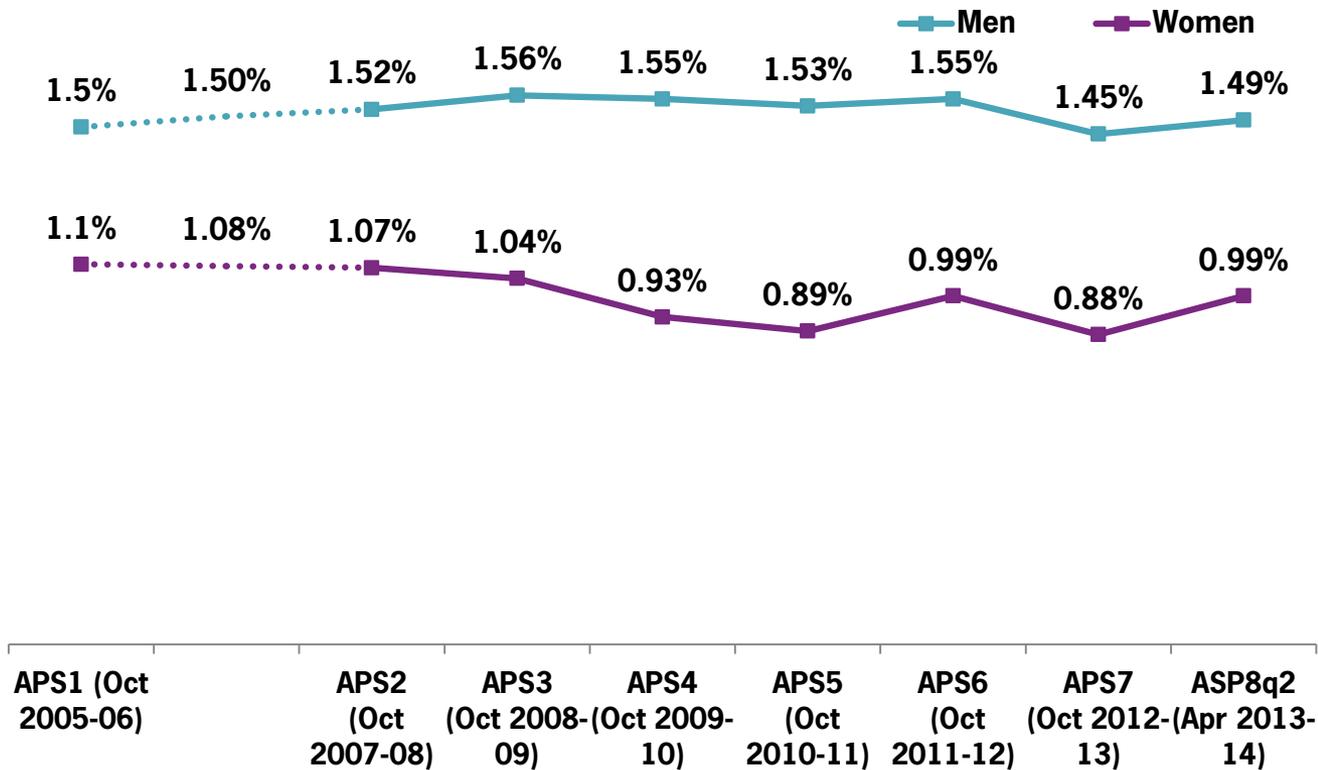
Base: All respondents 16+

Sources: Sport England Active People Surveys and National Statistics population estimates (2005, 2012) and projections (2013)

Trends in once a week participation (16+)

Once a week participation has also increased, back up to levels seen in 2011-12. 222,000 women take part in badminton every week compared with 315,100 men

% of people participating in badminton at least once every week



63% of female badminton players play at least once a week

There are 26,500 more women taking part in badminton now than last year and 4,300 fewer than in 2005-2006

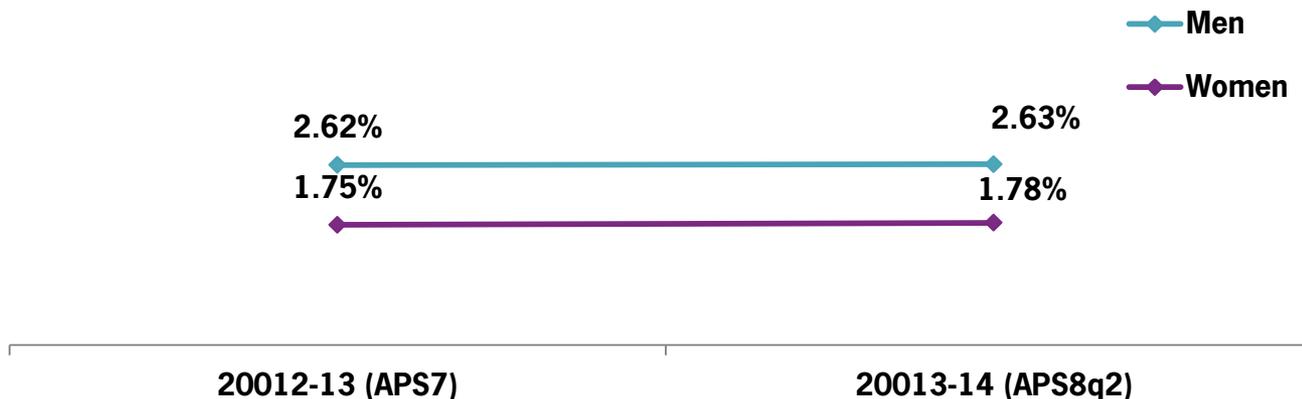
Base: All respondents 16+

Sources: Sport England Active People Surveys and National Statistics population projections (2013)

Trends in once a week participation (14+)

When 14 and 15 year olds are added to the trend, there is a very small growth, (although not significant) in badminton playing in the last two years for both male and female players.

% of people participating in badminton at least once a week for 30 minutes, moderate intensity



410,000 women take part in badminton every week compared with 578,000 men

57% of all female badminton players play at least once a week – compared with 62% of men

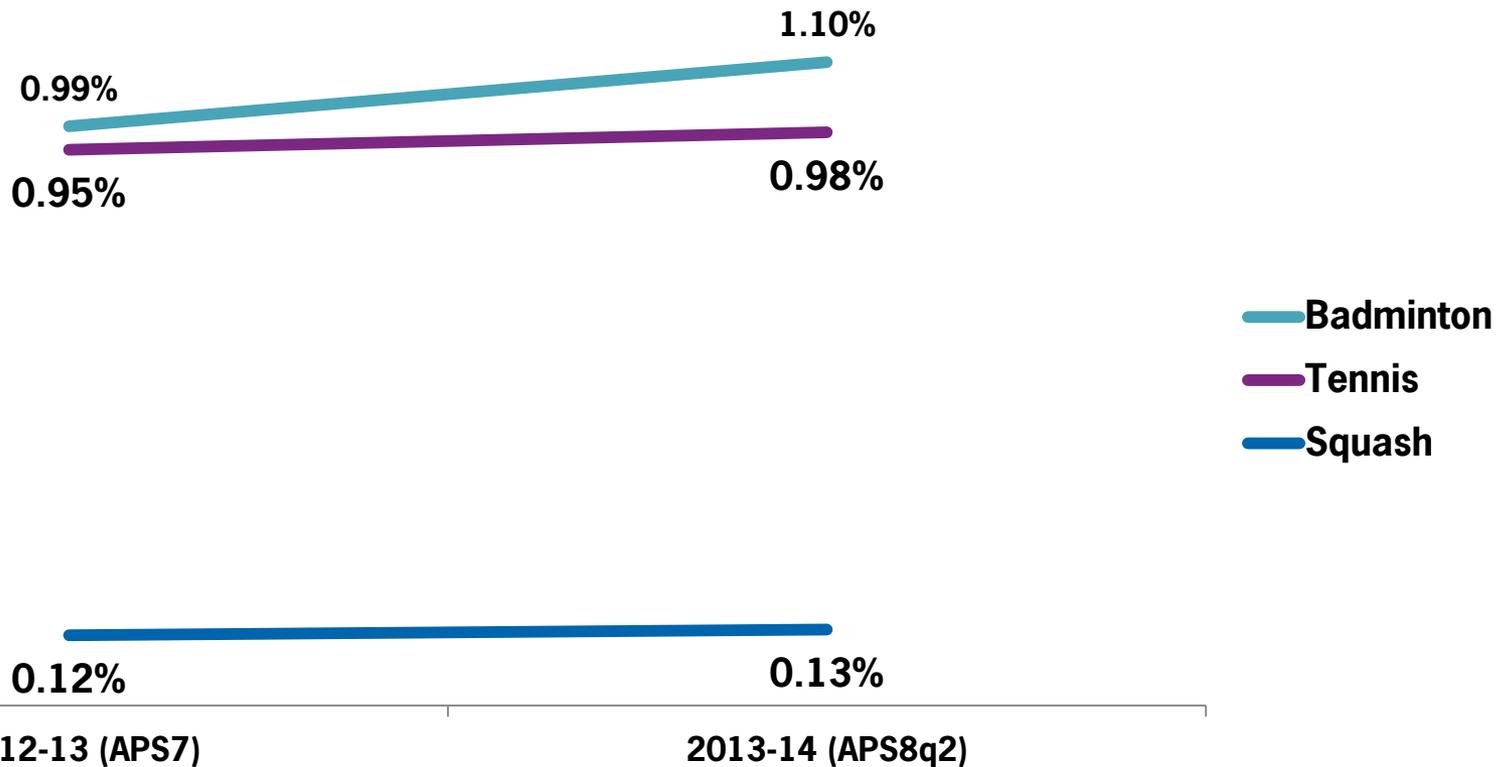
Base: All respondents 14+

Sources: Sport England Active People Surveys; National Statistics population estimates (2012) and projections (2013).

Once a week badminton participation compared with other racquet sports (14+)

Badminton has seen the largest change in the last two periods of all the racquet sports.

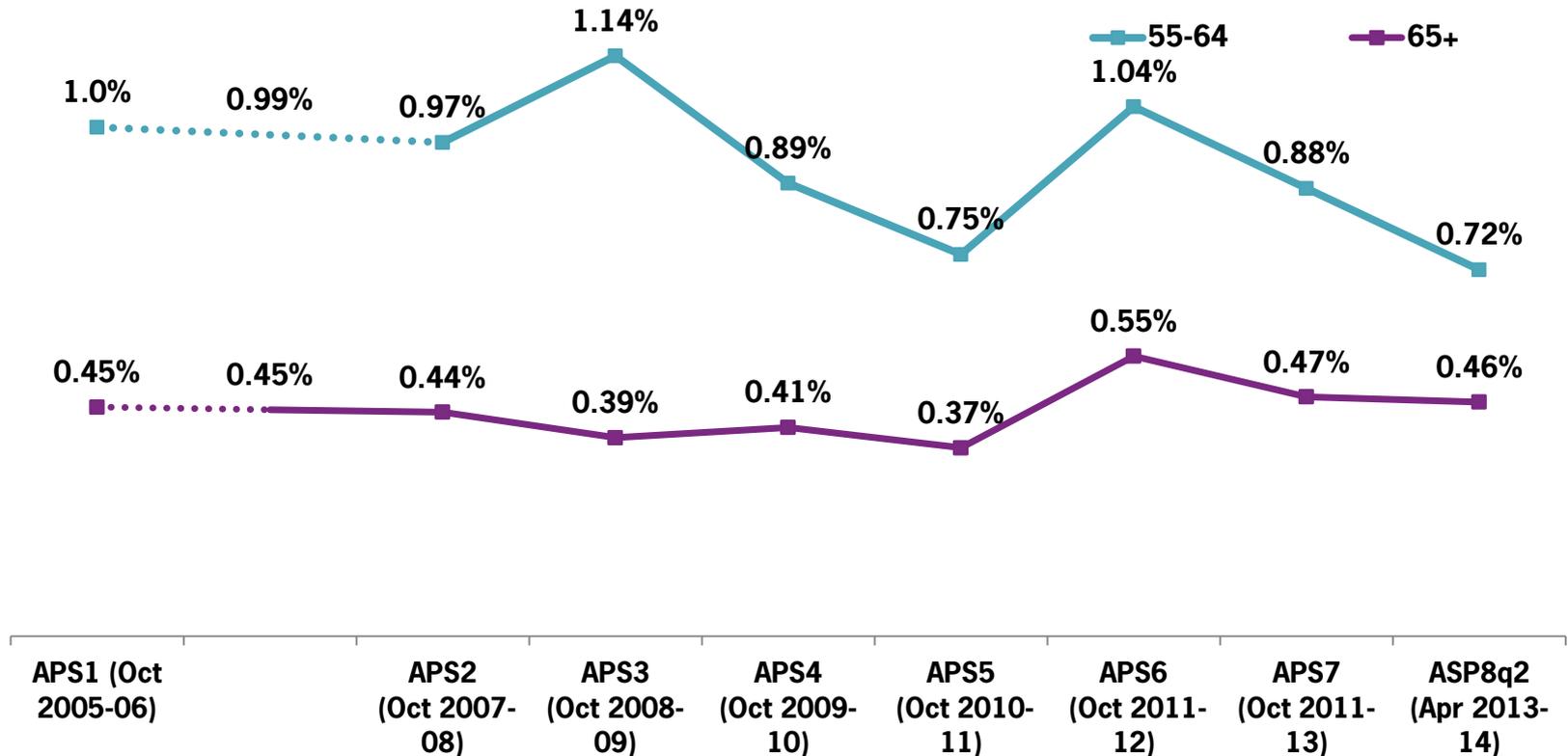
% of women participating in badminton, squash and tennis at least once a week for 30 minutes, moderate intensity



Changing behaviour of older players

There has been a **considerable drop in the proportion of women playing badminton age 55-64 in the last two periods**, and for this age group participation is currently at its lowest ever. For the **65+ year group participation has remained stable in the last period**.

% of women participating in badminton at least once a week, by age

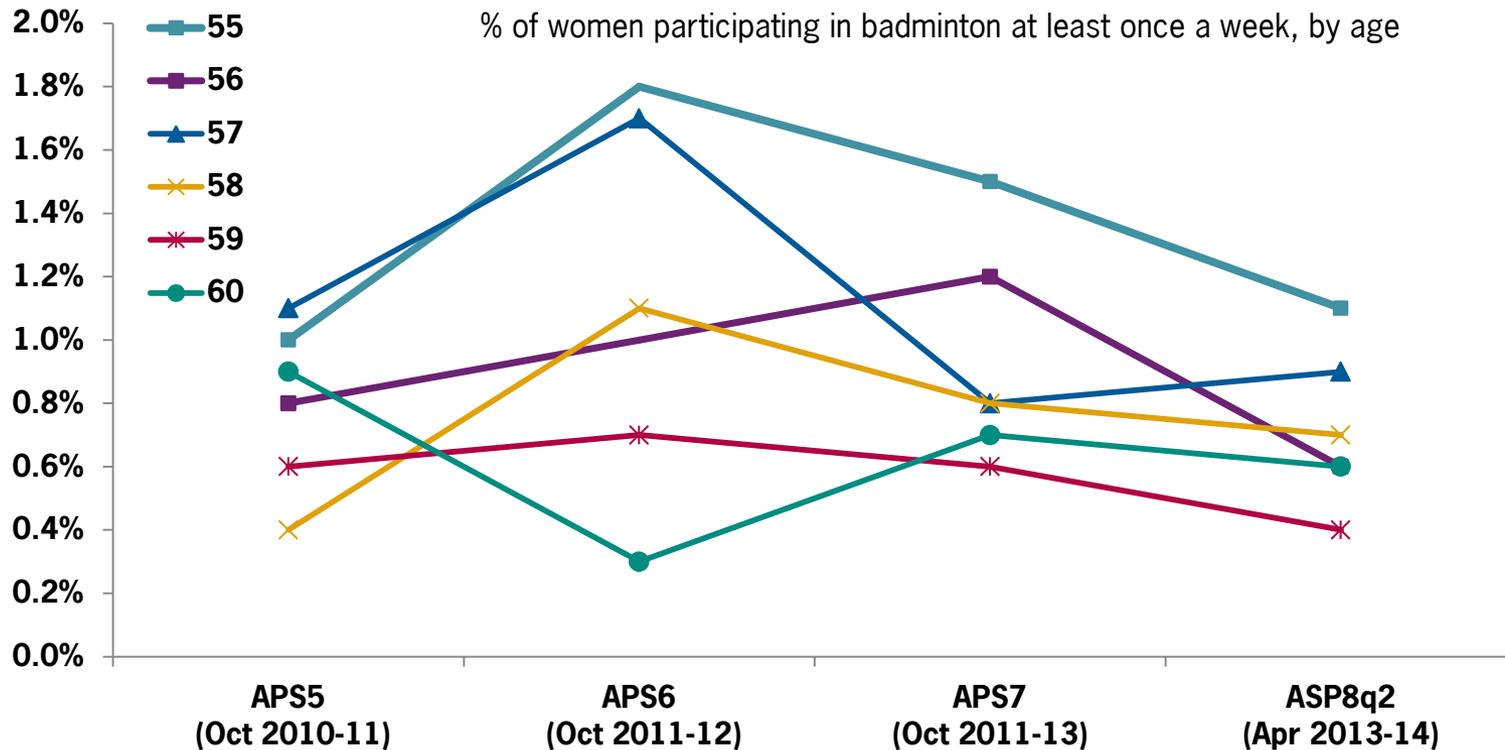


Base: All respondents

Sources: Sport England Active People Surveys

Changing behaviour of older players – by single year of age

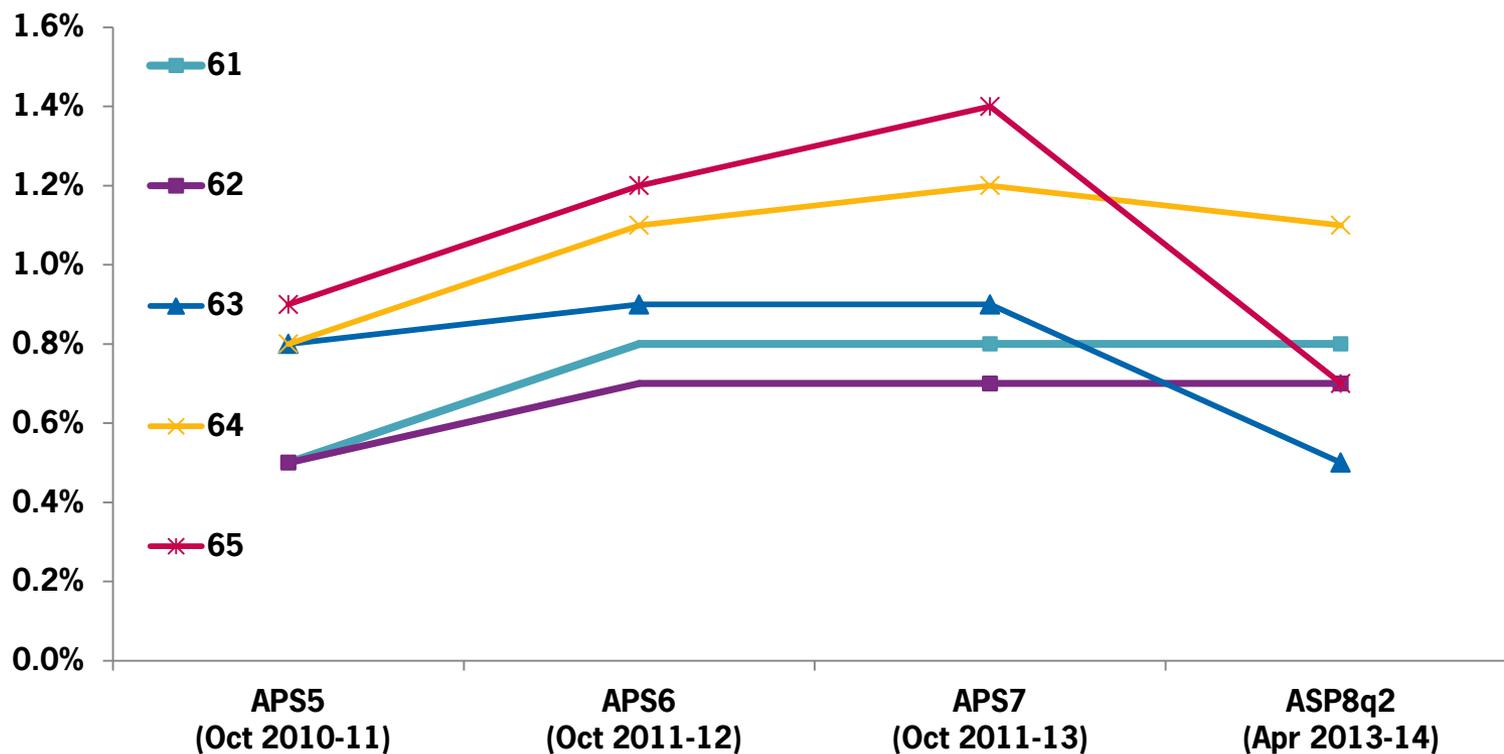
Most of the decline seen since APS6 is being driven by 55 and 57 year olds. As you will see on the next slide, for women of retirement age, participation has either increased slightly or remained static in the last few years. **For women age 55-60, who may be on the cusp of retirement, there is more variation – perhaps moving into other activities – such as swimming and athletics (see slide 13 and 14)**



Changing behaviour of older players – by single year of age cont...

For women of retirement age, participation has either grown slightly or remained relatively static in the last few years, however, in the last period there has been a large decline for 63 and 65 year olds.

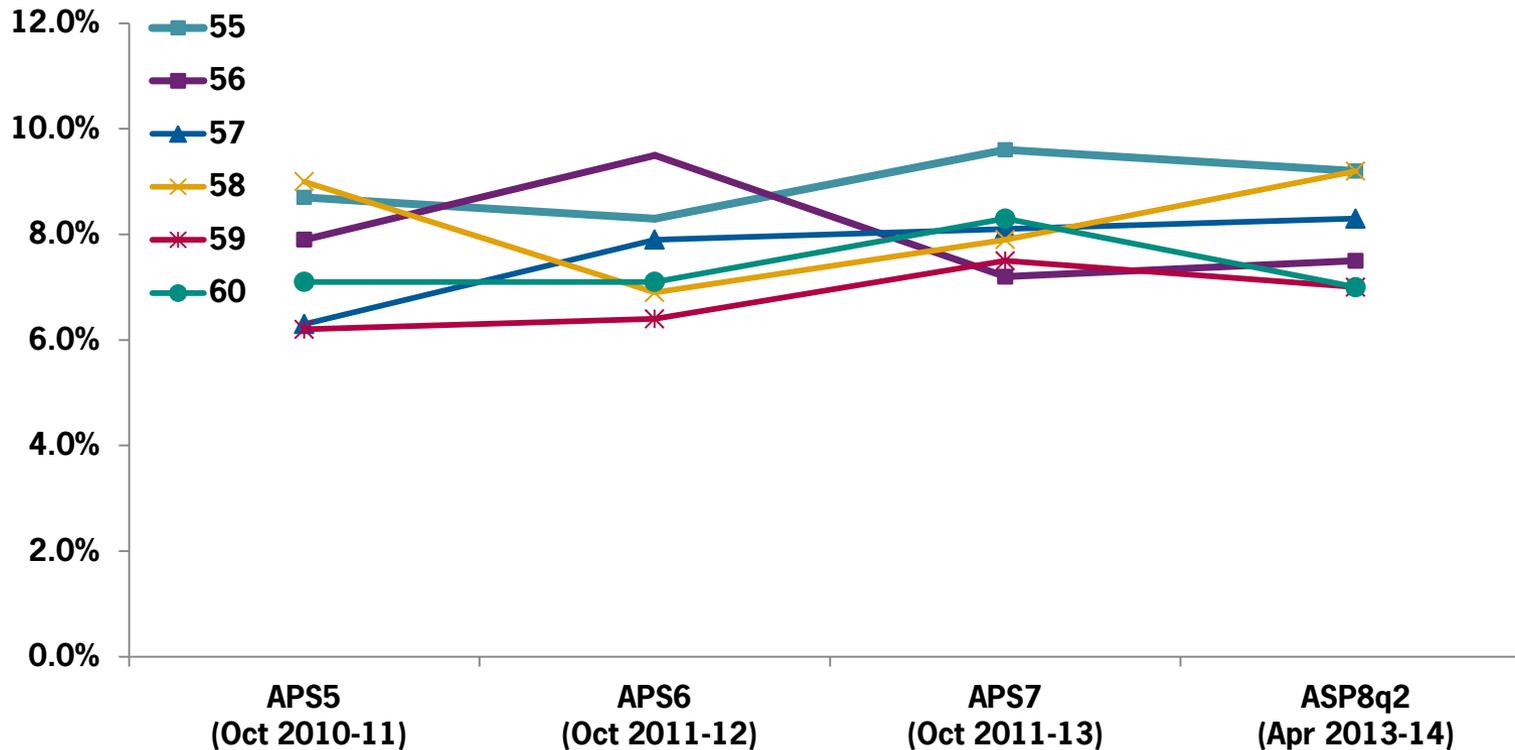
% of women participating in badminton at least once a week, by age



Changing behaviour of older swimmers – by single year of age

Swimming is retaining its 55-60 year olds more than badminton is, and is seeing a slight growth for 55 and 58 year olds. Only 56 year olds have declined, but after a large jump in 2011-12.

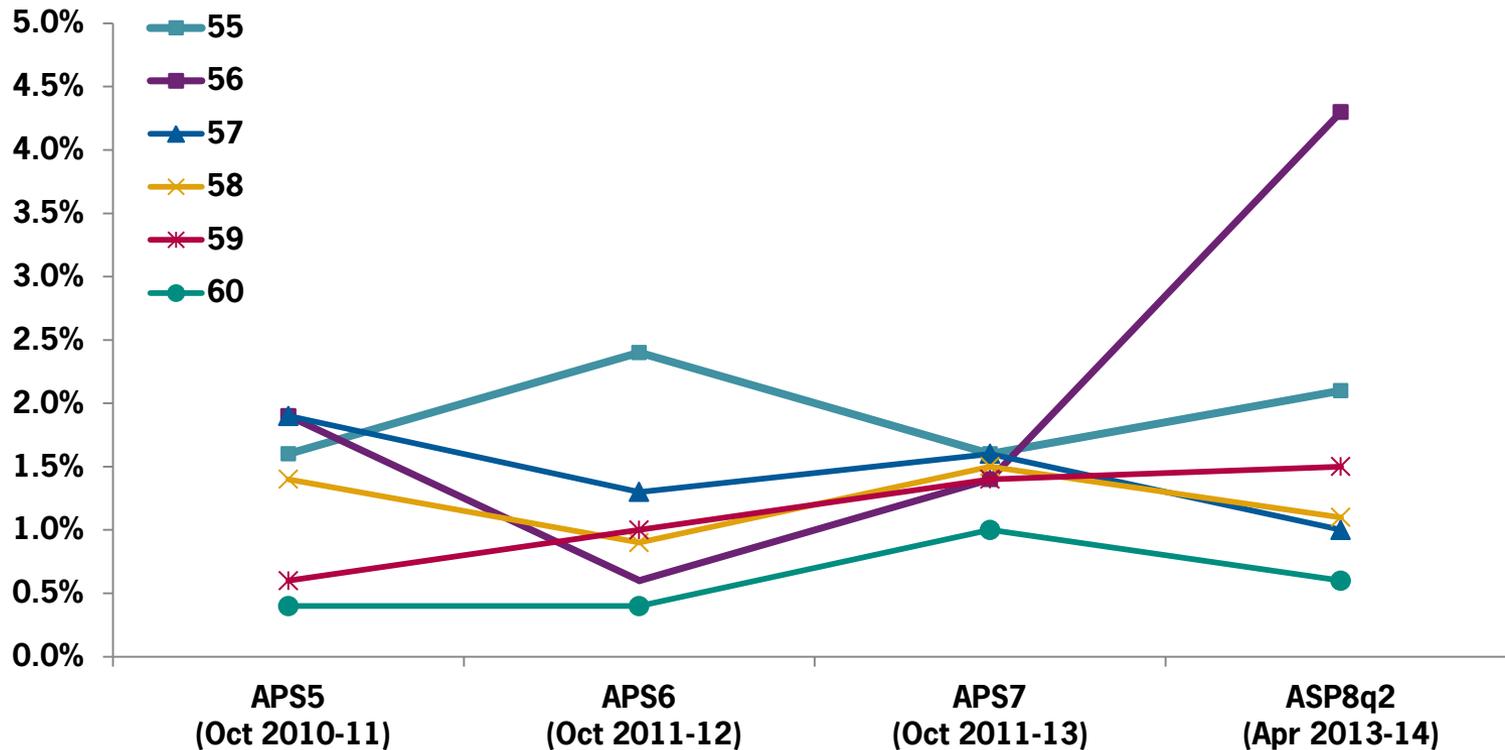
% of women participating in swimming at least once a week, by age



Changing behaviour of older athletes – by single year of age

Athletics has seen fluctuations over the last few periods, although growth in the last two periods for many of the year groups. There has been a massive peak in the last period for 56 year olds – although this may be an anomaly as it is so large.

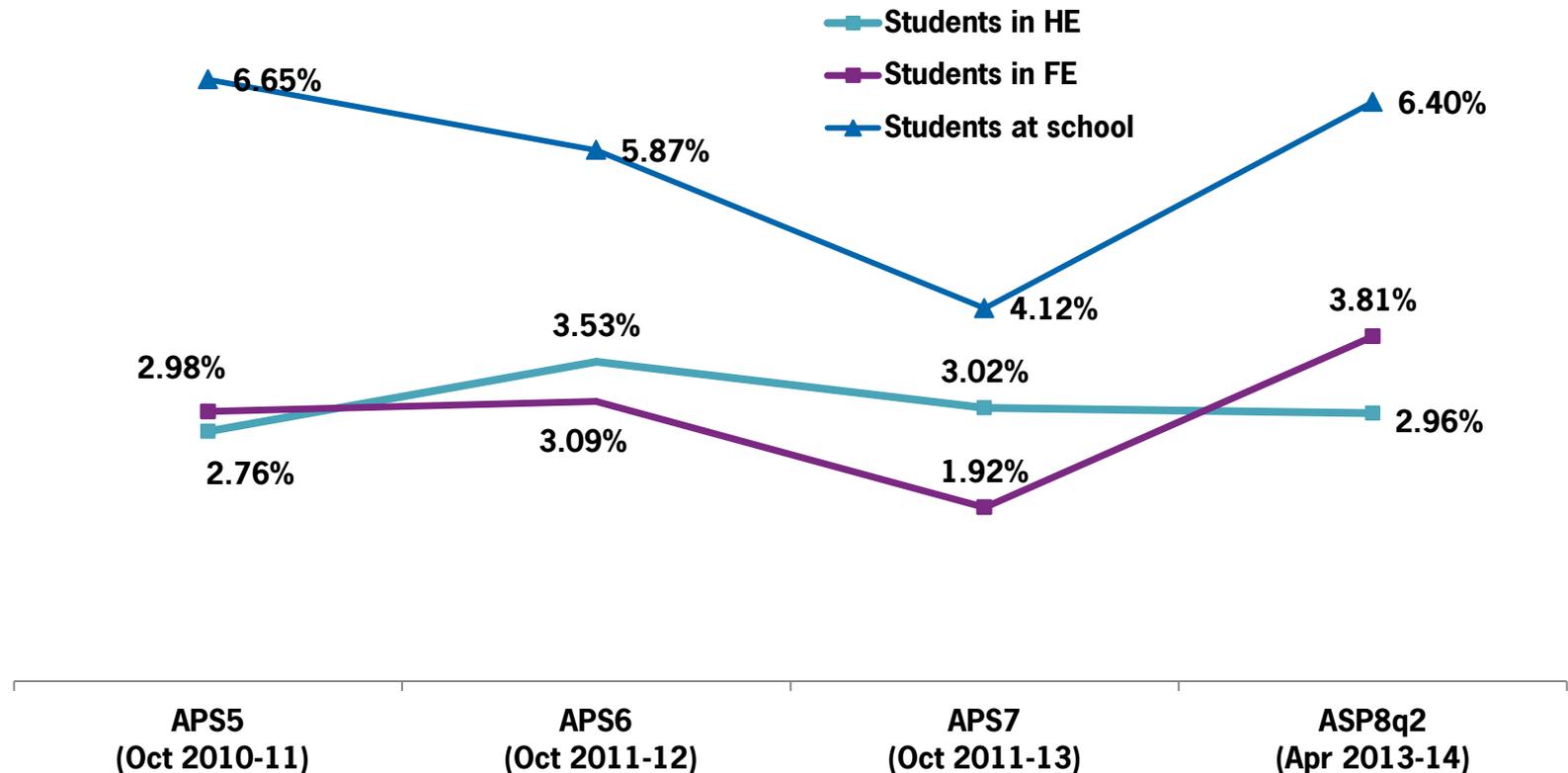
% of women participating in athletics at least once a week, by age



Trends in student monthly participation by place of study

There is only a short trend series available for place of study. It would appear that participation has increased among students in FE and schools in the last period to the highest levels ever seen for both of them. For students in HE participation has remained almost static.

% of students participating in badminton at least once a month, by place of study



Base: All respondents age 16+

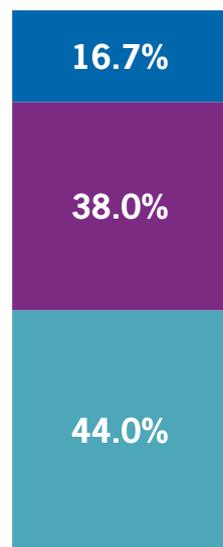
Sources: Sport England Active People Surveys

Behaviour this year compared with last year

Are you doing more or less activity than 12 months previously?

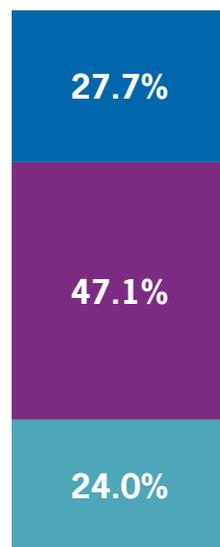
44% of female badminton players are doing more activity this year than last year. The percentage of players who have said they are doing more has also increased over the last three years. However, it is an assumption to say it is badminton that they are doing more of. In the most recent period 18% of female players said badminton was the main sport they were doing more of, but last year 25% said this.

All women who play badminton (2014)

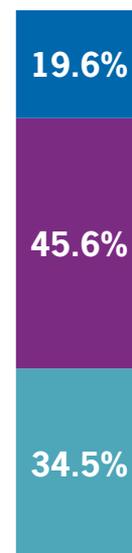


■ Less
■ Same
■ More

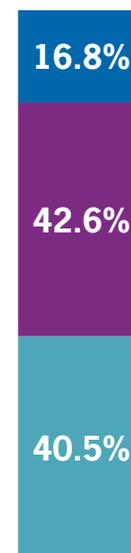
All women (2014)



All badminton players (2011-12)



All badminton players (2012-13)



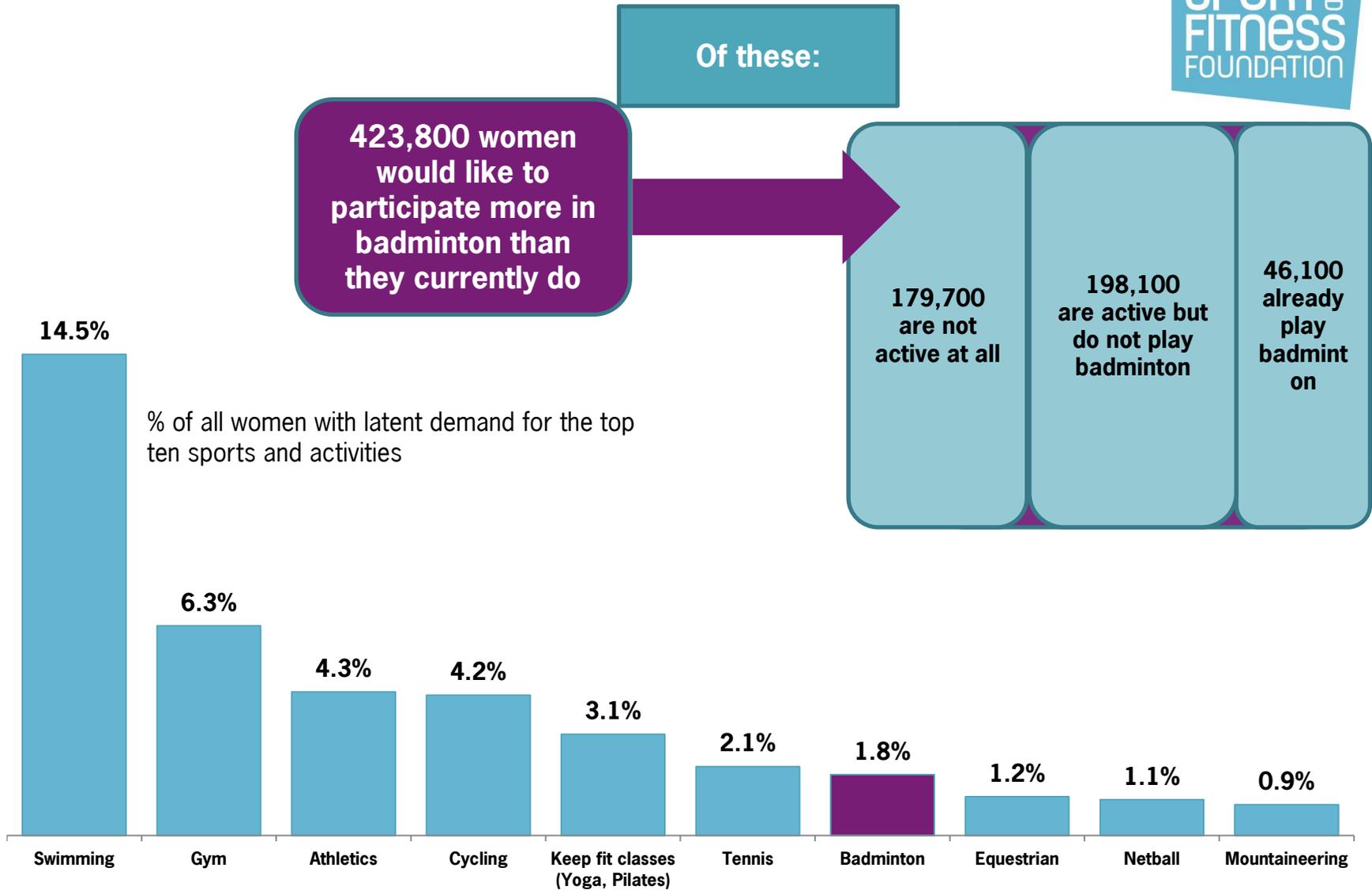
■ Less
■ Same
■ More

All badminton players (2013-14)



Latent demand for badminton

Latent demand for badminton



Base: All female respondents 14+. Numbers may not add up due to rounding.

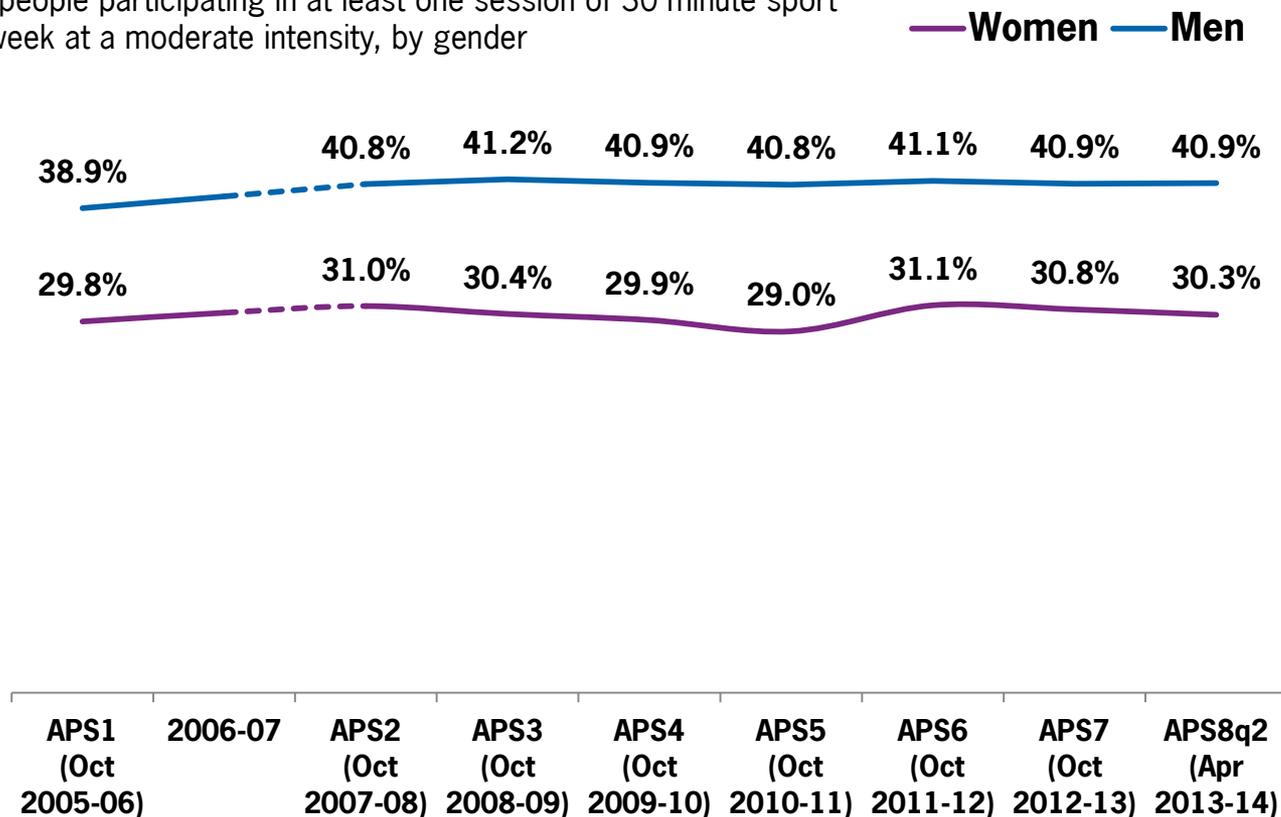
Source: Sport England Active People Survey 8q2

Overall participation trends – across all sport and activity

Weekly participation trends

There are 6.84 million women taking part in sport at least once a week. This is 588,800 more women compared with in 2005-06 and 541,300 more than in the year before the Olympics (Oct 2010-11). **Despite the gap between men and women being smaller than in the year before the Olympics it is still larger than in 2005-06.**

% of people participating in at least one session of 30 minute sport per week at a moderate intensity, by gender



There are 2.0 million more men than women taking part in sport at least once a week

Base: All respondents

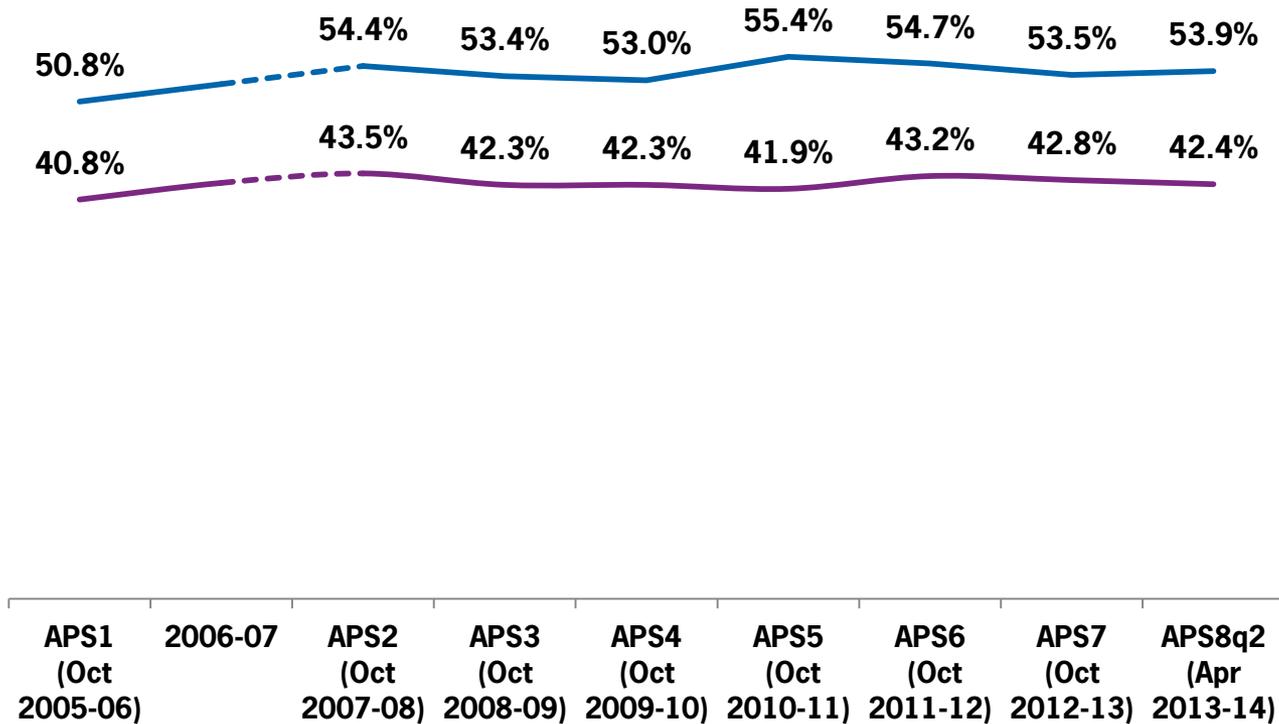
Sources: Sport England Active People Surveys; National Statistics population estimates (2005, 2010 and 2012); projections (2013)

Monthly participation trends

9.5 million women take part in sport at least once a month. This is around 952,000 more women than in 2005-06 and 405,000 more than before the Olympics.

% of people participating in any sport, including light intensity, in the last four weeks

— Women — Men



There are 2 million more men than women taking part in sport at least once a month

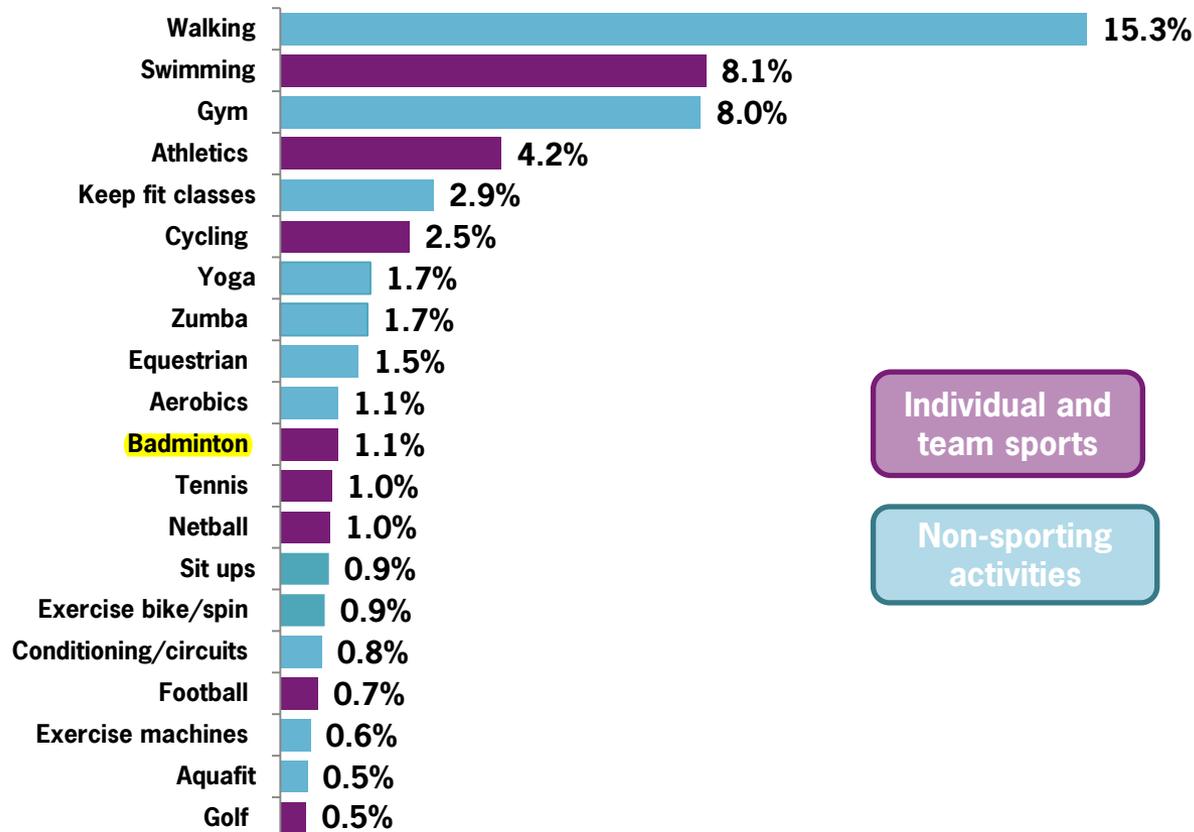
Base: All respondents 16+.

Sources: Sport England Active People Surveys & National Statistics population estimates (2005, 2010 and 2012).

20 top sports and activities for women 14+, 2013

Walking, swimming, gym and athletics are the top activities that women take part in on a weekly basis.

% of women participating in at least one session of 30 minute exercise per week at a moderate intensity



Base: All female respondents age 14+; Source: Sport England Active People Survey 8q2. This chart cannot be compared with any previous list of tops sports as it now includes activities not previously mentioned, such as walking and keep fit classes.