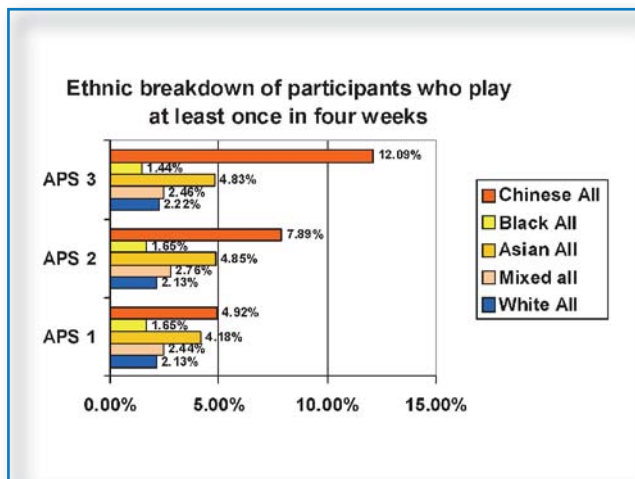
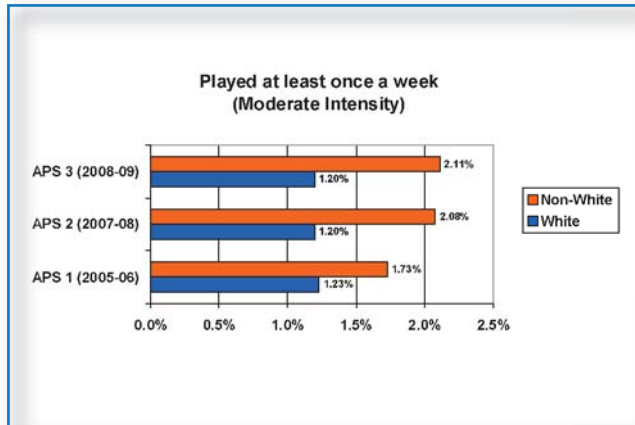
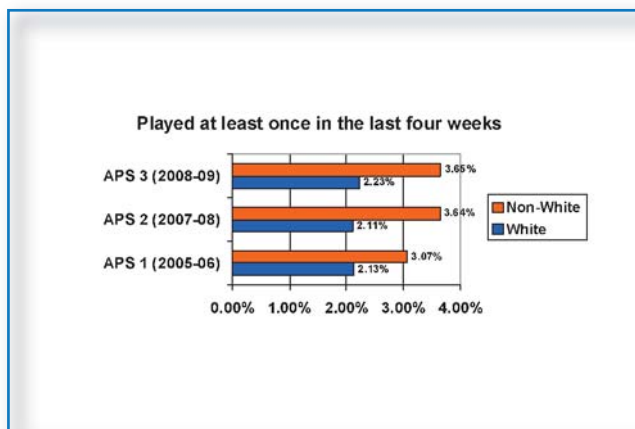


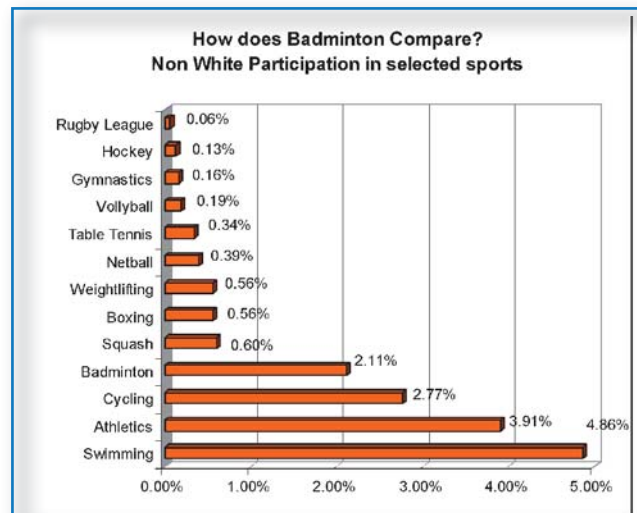
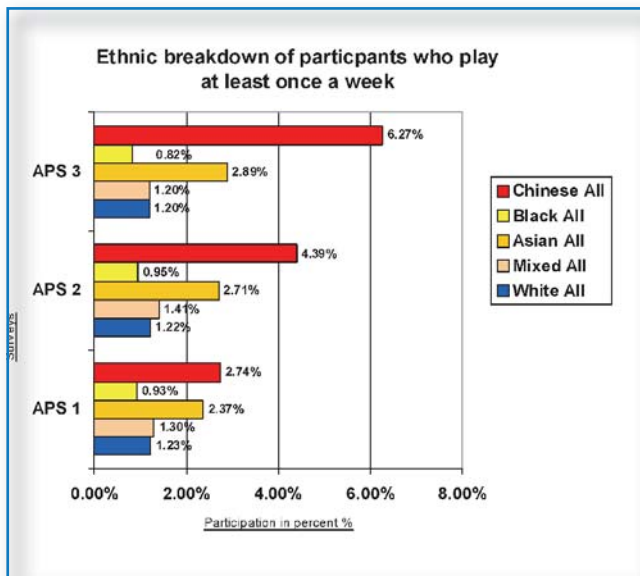
Badminton

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

- Badminton has a higher than average non white participation profile. Participation levels are 16% compared to an average across all sports of 9%.
- Badminton is the fifth most popular sport with non white participants behind football, swimming, athletics and cycling.
- Broken down by gender it is the third most popular sport for non white females and fifth most popular sport with non white males.
- Around 88,200 non white participants take part in Badminton every week.
- There has been a small increase for non white participants between APS2 and APS3 for those participating once a week.
- Badminton is particularly popular with the Chinese and Asian communities and participation has been increasing with these communities over the years.

Overview of ethnic minority participation in Badminton

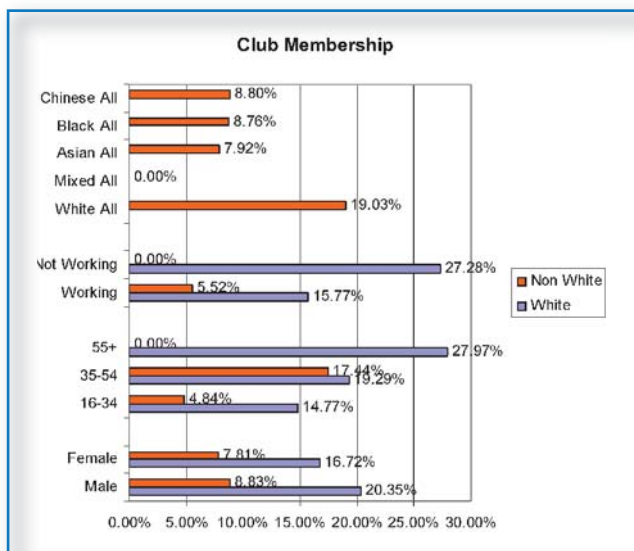
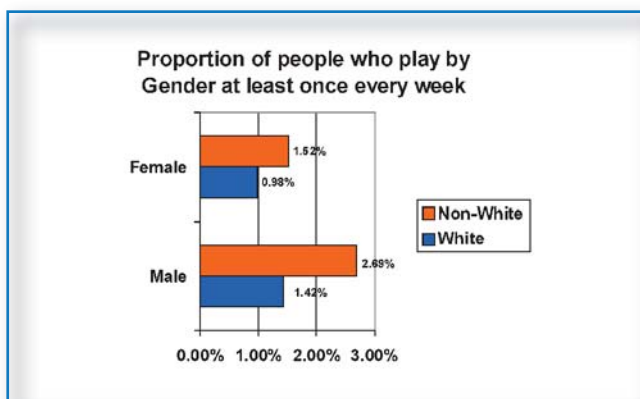
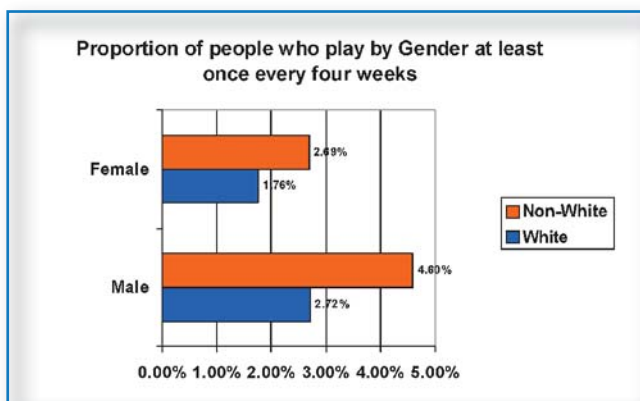




Organised Participation

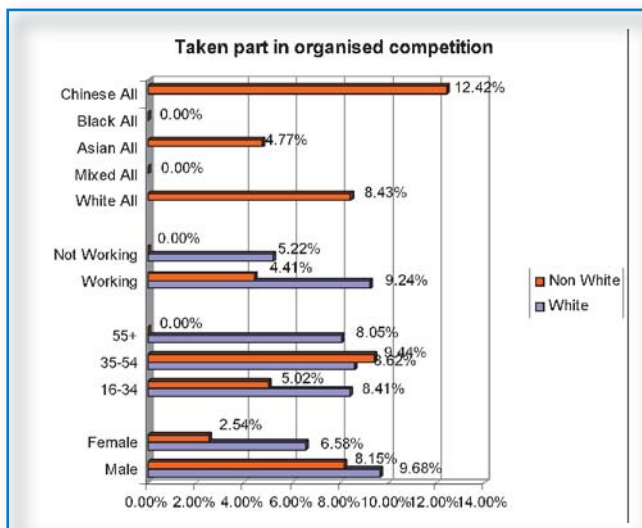
Club Membership

- White participants are almost twice as likely to be a member of a sports clubs compared to non white participants.
- The older age groups for both white and non white participants play through clubs.
- Non white members are likely to be in employment.
- Compared to other sports club membership is diverse, however there is no Club Membership from people of mixed backgrounds.



Taken part in organised competition

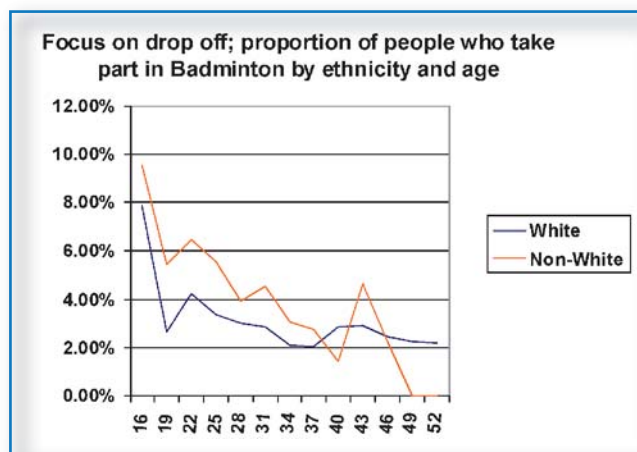
- Non white females badminton players are half as likely to play in organised competition compared to their white counterparts.
- Non white males are twice as likely to take part organised competition compared to non white females.
- Only those from White, Asian and Chinese backgrounds take part in organised competitions.



- Participants from black backgrounds have the highest rates of tuition/coaching and those from Chinese and Mixed backgrounds receive no tuition/coaching.

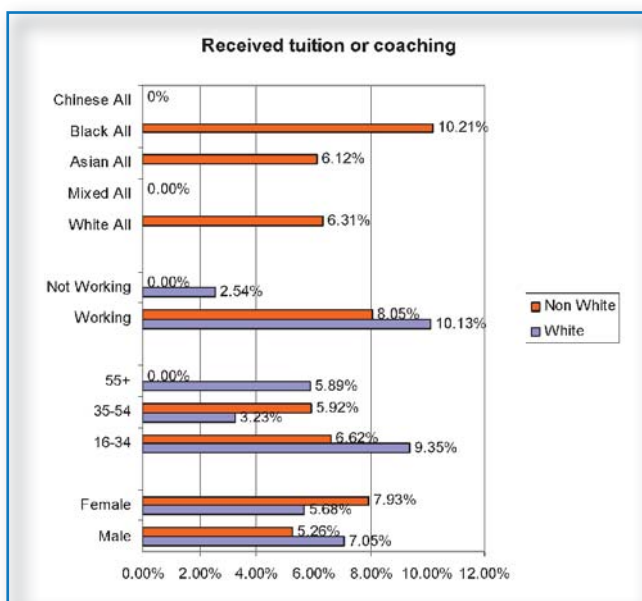
Demographics

- Badminton has a significant drop off for both white and non white participants between the age of 16 and 21. Drop off slowly continues as people get older however for non white participants there seems to be a renewed interest between 40 and 46 which then disappears by the age of 49.

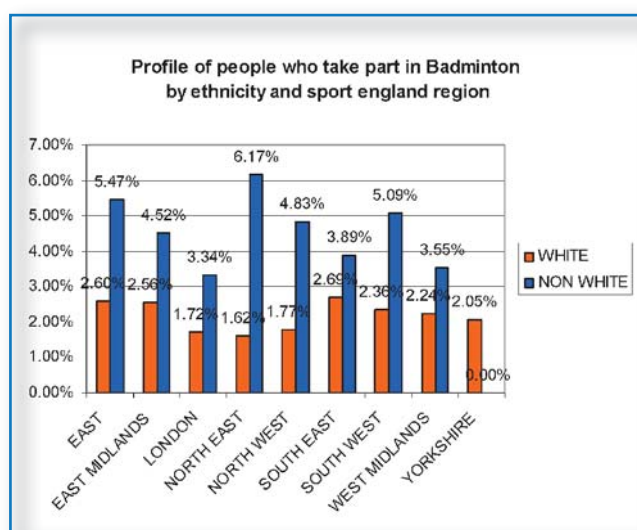


Received Tuition or Coaching

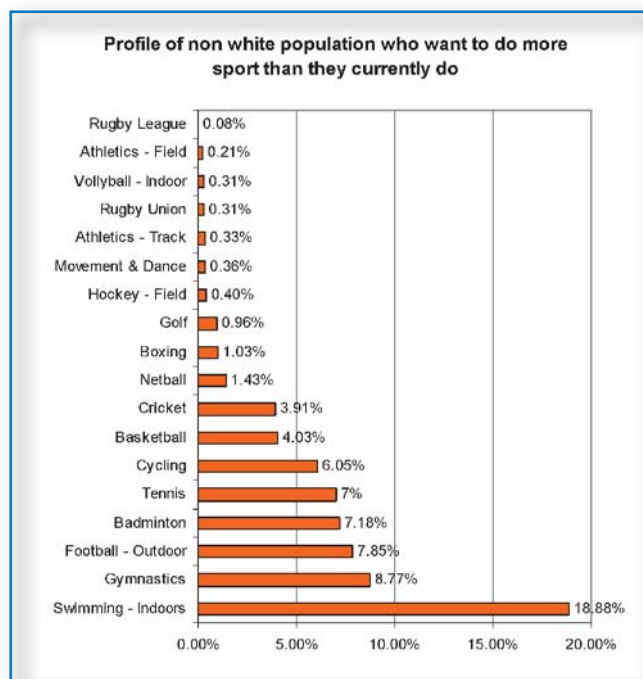
- Non white females are more likely to receive tuition or coaching compared to their white counterparts.
- Those receiving tuition or coaching from non white backgrounds are likely to be in employment.



- The North East, East and South West have the highest non white participation. Yorkshire has the lowest non white participation. Regions like the West and East Midlands which have high BME demographics also have lower participation rates from non white communities which raises further considerations for Badminton England.

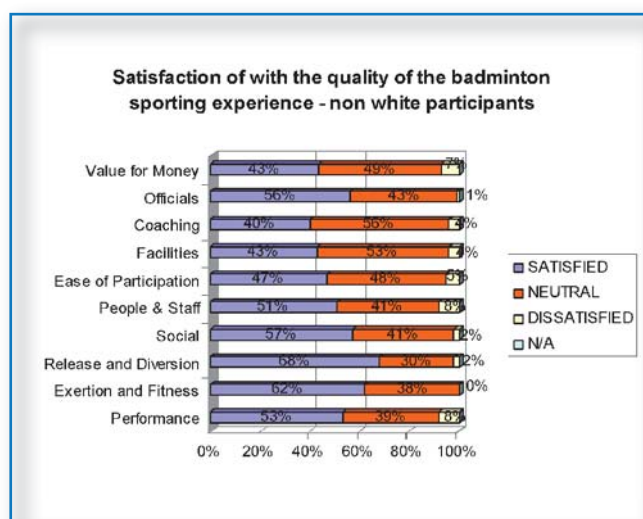


Latent Demand



Satisfaction

- Non white participants are particularly satisfied with the release and diversion, and exertion and fitness which this sport gives them.
- However non white participants are particularly dissatisfied with opportunities available to help them improve their performance, and less satisfied with the people organising the sport along with the value for money element.



Summary

Badminton is a relatively popular sport with BME communities and participation has been increasing over the years. Badminton has a good ethnic mix and has a higher than average BME participation profile.

Like the non white profile Badminton has a high drop off for the non white younger ages, losing half of its 16 year old players by the time they are 21. This drop is most likely due to them no longer having to take part in school based activity however opportunities exist to sustain participation through other avenues.

There may be scope to increase club membership from BME communities and in particular to help support BME females to take part in organised competition. Opportunities also exist to increase participation from BME groups in regions with high demographics such as West and East Midlands.

There is a very high latent demand for people wanting to play Badminton or for playing more often which Badminton England can capitalise on.

Notes;

- The Active People Survey is designed to collect data on sports participation amongst a sample of adults aged 16 and over 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 have been a member of a sports club to participate in Badminton in the past four weeks.
- Organised competition is defined as 'having taken part in any organised competition in Badminton in the last 12 months'.
- Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in Badminton in the last 12 months'.
- 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 size of the non white sample.)

References: ONS population estimates

Produced: July 2010