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# DODGEBALL STATUS REPORT 2019



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Dodgeball Development Limited  
Company No: 10944585

Abacus House, Pennine Business Park,  
Longbow Close, Huddersfield, HD2 1GQ



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## INTRODUCTION, FINDINGS AND NEXT STEPS

### Introduction

This study is the first of its kind; one which aims to answer the question, “How big is dodgeball?”.

We thought it important to find the answer by examining three different areas; grass roots participation of dodgeball in the UK, the standard of our national teams from an elite sport perspective, and by examining our own organisation’s social media reach.

We have compiled this report so we could help others better understand the current dodgeball landscape in order to facilitate further development and growth in the future. To discover the number of participants and where our national teams sit on the world stage, this report refers to a multitude of other organisations’ studies, data and observations. We’d like to thank these organisations for gathering data on dodgeball. After examining the evidence contained in this report, we established ten key findings.

### Key Findings

1. **Dodgeball is the second most participated team sport in schools** and the fourth most participated team sport in the UK amongst young people (aged 5-16). **613,000 (8.7% of all the UK’s 5-16 year olds) said they played it at least once to moderate intensity in the last week.**  
*More info: [Sport England Active Lives Survey \(Children and Young People\) \(Mar 19\)](#)*
2. **Approximately 1 in every 100 UK adults has played dodgeball at least once in the last year.**  
*More info: [Sport England Active Lives Survey \(Adults\) \(Nov 18\)](#)*
3. **Approximately 1 in every 16 UK students has played dodgeball at least once in the last year.**  
*More info: [Sport England Active Lives Survey \(Adults\) \(Nov 18\)](#)*
4. **Dodgeball is a young sport; 70% of adults that play regularly are aged 16-24 years old.**  
*More info: [Sport England Active Lives Survey \(Adults\) \(Nov 18\)](#) & [British Dodgeball Club Survey \(Dec 18\)](#)*
5. **Dodgeball is the most in-demand sport in primary schools**, with 1/3<sup>rd</sup> of all primary school children wanting to play more dodgeball above any other sport. Most schools that play dodgeball play once a week or more regularly.  
*More info: [Ofsted Obesity, Healthy Eating and Physical Activity research article \(Jul 18\)](#) & [British Dodgeball Primary School Survey \(Feb 19\)](#)*





6. **Dodgeball is not yet a mainstream community club sport** despite participation and demand figures from young people. An estimated 2,000 adults play weekly in British Dodgeball clubs, which is less than 5% of the total amount of active adult participants in the UK.  
More info: [Sport Wales School Sport Report \(Nov 18\)](#) & [Sport England Active Lives Survey \(Adults\) \(Nov 18\)](#)
7. **Dodgeball is one of the most popular School Games sports**, with 10% of all county competitions taking place last year being dodgeball events.  
More info: [Youth Sport Trust School Games Data \(Sep 18\)](#)
8. **British Dodgeball offers a comprehensive range of competitive opportunities to community club members**, which must increase annually to grow engagement in community clubs.  
More info: [British Dodgeball Club Survey \(Dec 18\)](#) & [British Dodgeball Affiliate Clubs and League Information 18/19](#)
9. **The home nations national dodgeball teams are consistently ranked amongst the best teams in Europe and the world**, with England men's and mixed teams ranked as the best team in Europe and the world.  
More info: [European Dodgeball Ranking Tables](#) & [World Dodgeball Ranking Tables](#)
10. **British Dodgeball's social media accounts reached over 2 million people last year**. Almost one tenth of this reach came from the Atlantic Cup international event.  
More info: [Social Media Reach Statistics](#) & [Atlantic Cup Reach Statistics](#)

## Next Steps

Using our ten key findings, we have developed the following five next steps for British Dodgeball to take to develop the sport in the UK:

1. **School participation in dodgeball is extremely high. We will aim to standardise equipment across all schools that offer dodgeball in the UK.** This will ensure a safe, enjoyable and consistent experience for participants. We will aim to standardise equipment by employing national-scale equipment partners.
2. **We will aim to standardise rules and skill delivery across all schools that offer dodgeball in the UK.** We will increase knowledge around the rules and the teaching of skills by offering teacher training, lesson plans and creating partnerships with delivery organisations that can assist us. **We will set up a schools' competition pathway** which works in conjunction with other organisations' national scale competition pathways.
3. **Most active participants of dodgeball in the UK play informally. We will aim to create new clubs and develop existing clubs in order to increase the number of participants actively engaging in community club dodgeball.** We will do this by securing funding for project work independently and in partnership with our existing community clubs and by attracting a partner to fund key regional activator roles.
4. **Our national teams are some of the most successful in the world. We will maintain this standard by supporting our home nation teams.** We will aim to develop a comprehensive talent pathway from junior players through to Team GB, identifying talented performers and developing them into world class athletes.
5. **We will aim to increase our organisation's reach on social media.** We will do this by creating partnerships with organisations that can help increase exposure to the grass root participation, the community club and the elite aspects of the sport. We will aim to host major international events regularly to further increase exposure to the elite side of the sport.





## GRASS ROOTS PARTICIPATION

### Sport England Active Lives Survey (Children and Young People) (Mar 19)

Sport England Active Lives Survey - Children and Young People Survey (published March 2019)

Young people aged 5-16 that have played dodgeball in the last week to at least a moderate intensity

	Overall	Sector Engagement (%)	Demographic (%)	Participation Ranking
<b>Total (Y1-11)</b>	<b>613,000</b>	<b>8.7</b>	<b>100.0</b>	<b>4th</b>
Y1-2	55,400	4.0	9.0	2nd
Y3-4	176,100	12.9	28.7	3rd
Y5-6	161,700	12.6	26.4	3rd
Y7-8	110,200	9.0	18.0	5th
Y9-11	110,500	6.3	18.0	5th
<b>In School</b>				
<b>Total (Y1-11)</b>	<b>521,800</b>	<b>7.4</b>	<b>100.0</b>	<b>2nd</b>
Y1-2	39,100	2.8	7.5	2nd
Y3-4	149,000	10.9	28.6	3rd
Y5-6	138,600	10.8	26.6	3rd
Y7-8	94,700	7.7	18.1	6th
Y9-11	100,500	5.7	19.3	5th
<b>Out of School</b>				
<b>Total (Y1-11)</b>	<b>421,800</b>	<b>6</b>	<b>100.0</b>	<b>4th</b>
Y1-2	28,900	2.1	6.9	4th
Y3-4	129,200	9.5	30.6	3rd
Y5-6	117,900	9.2	28.0	4th
Y7-8	77,300	6.3	18.3	6th
Y9-11	68,500	3.9	16.2	5th
<b>Out of School (Indoors)</b>				
<b>Total (Y5-11)</b>	<b>191,100</b>	<b>4.4</b>		<b>1st</b>
<b>Out of School (Outdoors)</b>				
<b>Total (Y5-11)</b>	<b>74,100</b>	<b>1.7</b>		<b>8th</b>

Figures taken from the 'types of activity table' where respondents responded with 'dodgeball and benchball' as the team sport activity. Source: Children and young People Active Lives Survey (published March 2019), available on the Sport England website.

#### Sector Engagement (%)

This is the projected reach of the activity (the percentage of young people in a specific sector that took part in dodgeball in the last week to moderate intensity).

#### Demographic (%)

This is the projected spread of the activity (the percentage of young people that took part in dodgeball compared to other sectors in the last week to moderate intensity).

#### Participation Ranking

This is the projected ranking of dodgeball against other team sports in terms of participation.



## Findings

### Young people:

- **Overall: 613,000 young people actively participate in dodgeball, engaging 8.7% of all young people.**
- Dodgeball is the 4th most highly participated team sport amongst all young people.
- 393,200 young people aged 5-11 actively participate in dodgeball, engaging 9.8% of all 5-11 year olds.
- 220,700 young people aged 12-16 actively participate in dodgeball, engaging 7.7% of all 12-16 year olds.
- 7-11 year olds actively participate the most in dodgeball, with 337,800 participants. 12.8% of all 7-11 year olds actively participate in dodgeball.
- **Participation ranking:** Dodgeball is one of the most highly participated team sports by young people in the country, ranking between 2nd (amongst 5-6 year olds), 3rd (amongst 7-11 year olds), and 5th (amongst 12-16 year olds).
- **Key demographics:** 55% of all young people that actively participate in dodgeball are 7-11 years old. 73% of all young people that actively participate in dodgeball are 7-13 years old.

### In schools:

- **Overall: 521,800 young people actively participate in dodgeball in school, engaging 7.4% of all young people.**
- Dodgeball is the 2nd most highly participated game in all schools.
- 326,700 primary school pupils actively participate in dodgeball, engaging 8.2% of all primary school pupils.
- 195,200 secondary school pupils actively participate in dodgeball, engaging 6.7% of all secondary school pupils.
- KS2 pupils actively participate the most in dodgeball, with 287,600 participants. 10.9% of all KS2 pupils actively participate in dodgeball.
- **Participation Ranking:** Dodgeball is one of the most highly participated school team sports in the country, ranking between 2nd (amongst KS1 pupils), 3rd (amongst KS2 pupils), 6th (amongst KS3 pupils) and 5th (amongst KS4 pupils).
- **Key demographics:** 55.1% of all young people that actively participate in dodgeball are in KS2. 37.4% of all young people that actively participate in dodgeball are in secondary school.

### Outside of schools:

- **Overall: 421,800 young people actively participate in dodgeball outside of school, engaging 6% of all young people.**
- Dodgeball is the 4th most highly participated team sport outside of school.
- Dodgeball is the most highly participated team sport outside of school using an indoor venue, with 191,100 active participants (engaging 4.4% of all young people).
- 276,000 young people aged 5-11 actively participate in dodgeball, engaging 6.9% of all 5-11 year olds.
- 145,200 young people age 12-16 actively participate in dodgeball, engaging 5.1% of all 12-16 year olds.
- **Participation Ranking:** Dodgeball is one of the most highly participated team sports outside of school, ranking between 4th (amongst 5-6 year olds), 3rd (amongst 7-9 year olds), 4th (amongst 9-11 year olds), 6th (amongst 12-13 year olds) and 5th (amongst 14-16 year olds).
- **Key demographics:** 58.6% of all young people that participate in dodgeball outside of school are 7-11 years old. 76.9% of all young people that participate in dodgeball outside of school are 7-13 years old.



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## Sport England Active Lives Survey (Adults) (Nov 18)

### Active Lives Survey - Adult Survey (published Nov 2018)

Aged 16+ participated *twice over the last 28 days*

Aged 16+ participated *once in the last year*

	Overall	Sector Engagement (%)	Demographic (%)		Overall	Sector Engagement (%)	Demographic (%)
Overall	52,400	0.1	100		424,700	0.9	100
<b>Gender</b>							
Male	36,800	0.2	70.2		249,800	1.1	58.8
Female	15,600	0.1	29.8		174,900	0.8	41.2
<b>Age</b>							
16-24	36,900	0.6	70.4		326,900	5.3	77.0
16-34	46,900	0.3	89.5		377,200	2.8	88.8
25-34	10,000	0.1	19.1		50,200	0.7	11.8
35-44					32,700	0.5	7.7
35-54					45,000	0.3	10.6
45-54					12,300	0.2	2.9
<b>Class</b>							
NS SEC1-2 (Higher)	12,700	0.1	24.2		50,600	0.4	11.9
NS SEC 3-5 (Middle)					23,500	0.2	5.5
NC SEC 6-8 (Lower)					74,300	0.6	17.5
NS SEC-9 (Student/other)	21,800	0.6	41.6		174,700	4.8	41.1
<b>Education</b>							
In education	19,100	0.7	36.5		169,500	6.2	39.9
Student	11,100	0.7	21.2		99,600	6.3	23.5
Employed	24,300	0.1	46.4		121,500	0.5	28.6
Further Education					37,600	6.8	8.9
Higher Education					39,100	3.2	9.2
School					52,600	16.5	12.4
<b>Ethnicity</b>							
Black					40,700	2.9	9.6
Mixed					15,700	2.3	3.7
South Asian					52,600	1.8	12.4
White British	37,000	0.1	70.6		296,300	0.8	69.8
White Other					19,400	0.9	4.6

N.B. Figures taken from the 'types of activity table' where respondents responded with 'dodgeball' as the team sport activity. *Source:* Adults Active Lives Survey (published November 2018), available on the Sport England website.

### Sector Engagement (%)

This is the projected reach of the activity (the percentage of young people in a specific sector that took part in dodgeball in the last week to moderate intensity).

### Demographic (%)

This is the projected spread of the activity (the percentage of young people that took part in dodgeball compared to other sectors in the last week to moderate intensity).



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## Findings

### Overall:

- **52,400 people actively participate in dodgeball, engaging 0.1% of the UK's adult population.**
- **424,700 people occasionally participate in dodgeball, engaging 0.9% of the UK's adult population.**

### Gender:

- 70.2% of people that actively participate in dodgeball are male (36,800), engaging 0.2% of the UK's entire male population.
- 29.8% of people that actively participate in dodgeball are female (15,600), engaging 0.1% of the UK's entire male population.
- 58.8% of people that occasionally participate in dodgeball are male (249,800), engaging 1.1% of the UK's entire male population.
- 41.2% of people that occasionally participate in dodgeball are female (174,900), engaging 0.8% of the UK's entire female population.

### Age:

- 70.4% of people that actively participate in dodgeball are aged 16-24 (36,900), engaging 0.6% of the UK's entire 16-24 age demographic.
- 89.5% of people that actively participate in dodgeball are aged 16-34 (46,900), engaging 0.3% of the UK's entire 16-34 age demographic.
- 77.0% of people that occasionally participate in dodgeball are aged 16-24 (326,900), engaging 5.3% of the UK's entire 16-24 age demographic.
- 89.5% of people that occasionally participate in dodgeball are aged 16-34 (377,200), engaging 2.8% of the UK's entire 16-34 age demographic.

### Education & Employment:

- 57.6% of people that actively participate in dodgeball are students or in post-16 education (30,200), engaging 0.7% of the entire student/post-16 education sector.
- 63.4% of people that occasionally participate in dodgeball are students or in post-16 education (269,100), engaging 6.3% of the entire student/post-16 education sector.
- 46.4% of people that actively participate in dodgeball are employed (24,300), engaging 0.1% of all employed UK adults.
- 28.6% of people that occasionally participate in dodgeball are employed (121,500), engaging 0.5% of all employed UK adults.

### Class:

- 41.6% of people that actively participate in dodgeball are classed as SC SEC9 (students/other) (21,800), engaging 0.6% of the UK's NS SEC9 (students/other) sector.
- 41.1% of people that occasionally participate in dodgeball are classed as SC SEC9 (students/other) (174,400), engaging 4.8% of the UK's NS SEC9 (students/other) sector.
- 24.2% of people that actively participate in dodgeball are classed as SC SEC1/2 (higher) (12,700), engaging 0.1% of the UK's SC SEC1/2 (higher) sector.
- 11.9% of people that occasionally participate in dodgeball are classed as SC SEC1/2 (higher) (50,600), engaging 0.4% of the UK's SC SEC1/2 (higher) sector.



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**Ethnicity:**

- 70.6% of people that actively participate in dodgeball are white British (37,000), engaging 0.1% of the entire white British ethnicity.
- 9.6% of people that occasionally participate in dodgeball are black (40,700), engaging 2.9% of all UK black adults.
- 3.7% of people that occasionally participate in dodgeball are mixed (15,700), engaging 2.3% of all UK mixed adults.
- 12.4% of all people the occasionally participate in dodgeball are South Asian (52,600), engaging 1.8% of all UK South Asian adults.
- 69.8% of people that occasionally participate in dodgeball are white British (296,300), engaging 0.8% of the UK's entire white British ethnicity.



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## Ofsted Obesity, Healthy Eating and Physical Activity Research Article (Jul 18)

- Ofsted found dodgeball to be the most in-demand sport when children were asked the question, "What sport do you want to play more?", with 33% of children wanting to play more dodgeball. This beat football at 30%.

- Ofsted found dodgeball to be the 2<sup>nd</sup> most popular sport in primary schools, with 27% listing dodgeball as their favourite sport.

- Ofsted found that only 25% of schools were delivering dodgeball-related activity; this shows demand is there and there is room to grow and develop the sport.



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## Sport Wales School Sport Report (Nov 2018)

- Sport Wales found dodgeball to be the 3<sup>rd</sup> most highly participated team sport, and 5<sup>th</sup> most participated activity in an extracurricular setting amongst males in years 3-11.

- Sport Wales found dodgeball to be the 4<sup>th</sup> most highly participated team sport, and 6<sup>th</sup> most participated activity in an extracurricular setting amongst females in years 3-11.

### Top ten extracurricular activities most likely to be participated in across Year Groups 3-11 by gender

Sport/Activity	Male	Sport/Activity	Female	Sport/Activity	'Other'
Football	41%	Netball	30%	Football	21%
Rugby	27%	Running/jogging	23%	Rugby	18%
Running/jogging**	26%	Rounders/ baseball/softball	22%	Rounders/ baseball/softball	17%
Athletics	23%	Athletics	22%	Athletics	17%
Dodgeball	22%	Football	21%	Dodgeball	16%
Rounders/ baseball/softball	21%	Dodgeball	17%	Basketball	16%
Basketball	20%	Swimming	16%	Running/ jogging	15%
Cricket	19%	Dance	15%	Badminton	11%
Swimming	18%	Hockey	13%	Cricket	11%
Tennis/short tennis	12%	Gymnastics	13%	Swimming	10%

- Sport Wales found dodgeball was not in the top ten community sports most likely to be participated in, showing there is room to grow at a community club level.

### Top ten community sports most likely to be participated in

Sport/Activity	Male	Sport/Activity	Female	Sport/Activity	'Other'
Football	37%	Swimming	31%	Football	21%
Swimming	25%	Dance	26%	Swimming	19%
Rugby	23%	Gymnastics	20%	Running/jogging	14%
Running or jogging	16%	Running/jogging	16%	Rugby	14%
Martial arts (e.g., judo, karate)	12%	Netball	15%	Martial arts (e.g., judo, karate)	12%
Athletics	11%	Fitness classes	13%	Climbing	11%
Boxing	11%	Football	13%	Boxing	11%
Cricket	11%	Athletics	13%	Dance	10%
Climbing	9%	Trampolining	10%	Athletics	10%
Cycling	9%	Horse riding	9%	Cycling	10%





## Youth Sports Trust School Games Data (Sep 18)

- 10% of all county School Games competitions were dodgeball (2<sup>nd</sup> highest number of competitions).
- 55% of all schools that applied for the School Games Mark provide dodgeball as a curricular or extra-curricular option.
- 4,637 schools that applied for School Games Mark offered an intra-school dodgeball competition (51%).

	Schools applying for award in 2016/17	Schools applying for award in 2017/18	% difference on last year
All sports	8,866	9,115	3%
Dodgeball	4,209	5,053	20%
% of all sports	47.47%	55.44%	8%

Dodgeball	Schools offering this level in 2016/17	Schools offering this level in 2017/18	% difference on last year
Intra-school competition	3,933	4,637	18%
Inter-school competition	1,697	2,297	35%

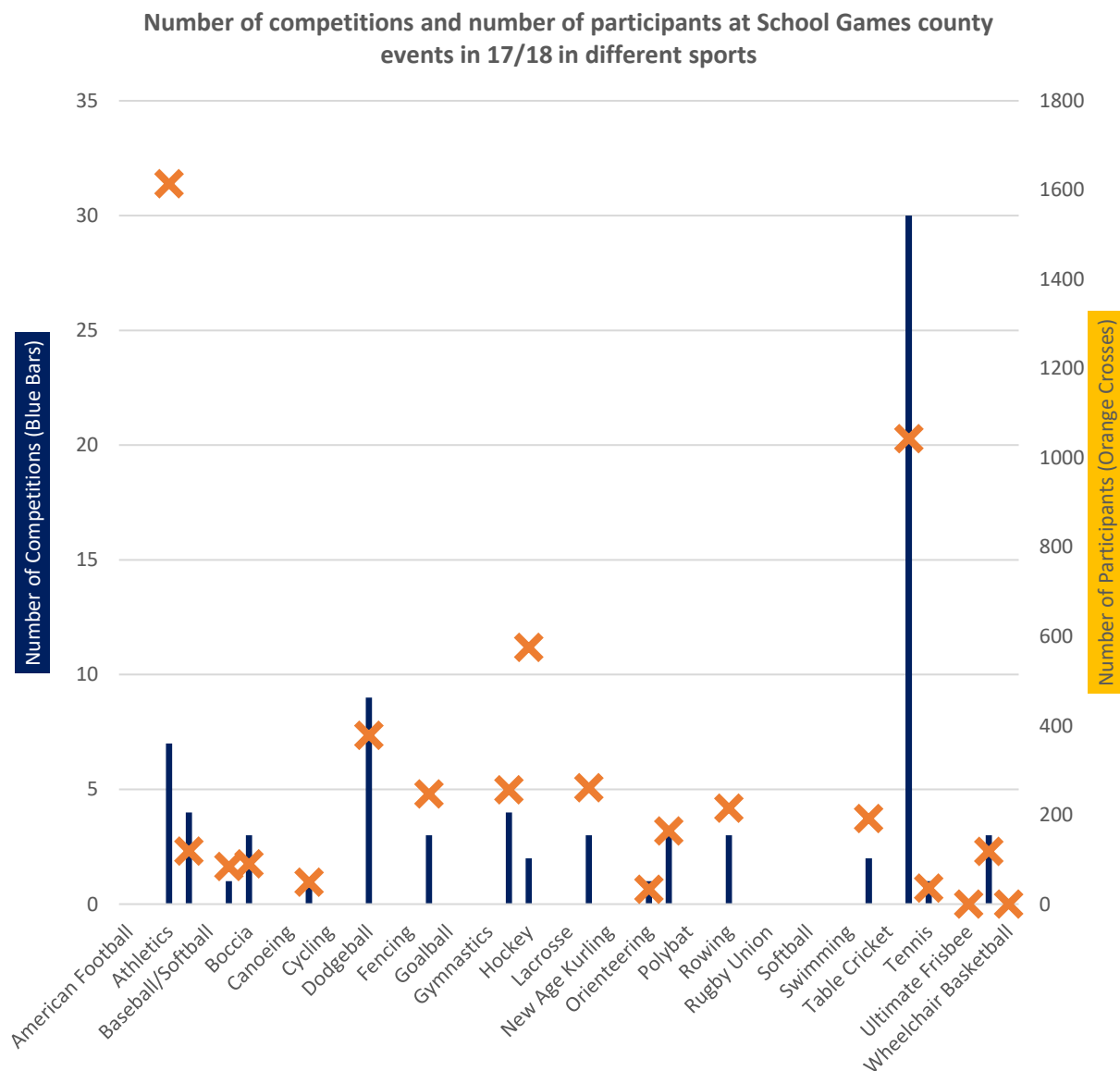
- 33,316 pupils participated in interschool competitions last school year.

	Interschool competition participation in Dodgeball				% of All Sports
	Autumn	Spring	Summer	Total	
2017/18	13,390	14,168	5,758	33,316	1.5%
2018/19	17,220			N/A	1.9%
% Change	28.6%			N/A	0.5%





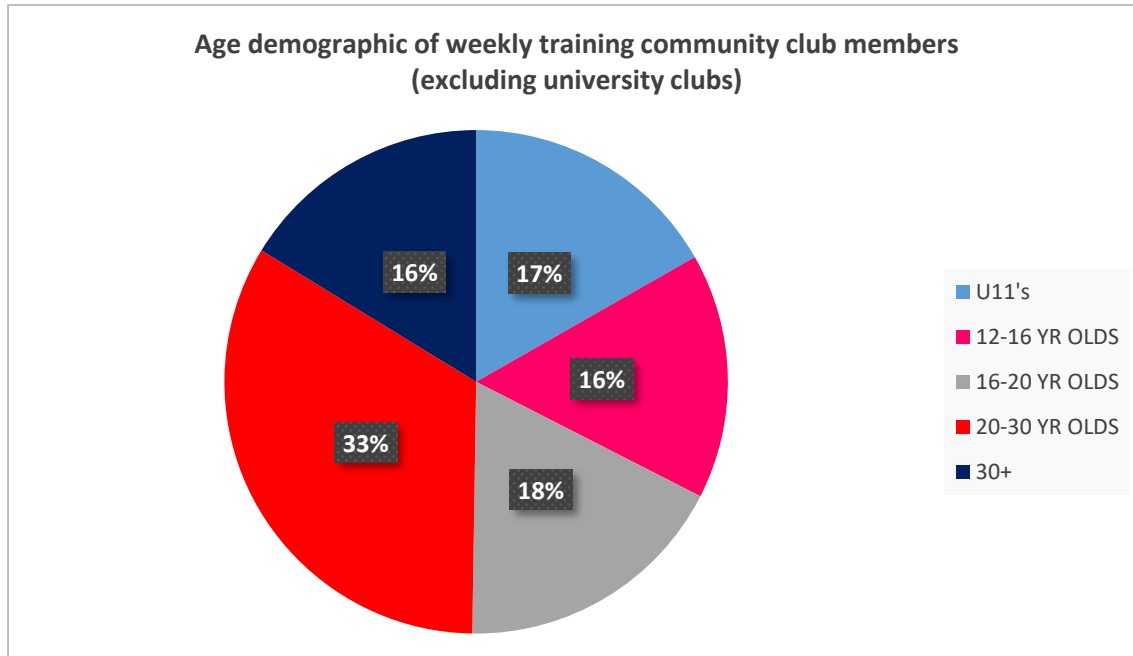
- Dodgeball had the 4<sup>th</sup> highest number of participants at School Games county competitions last school year, and the 2<sup>nd</sup> highest number of county events.



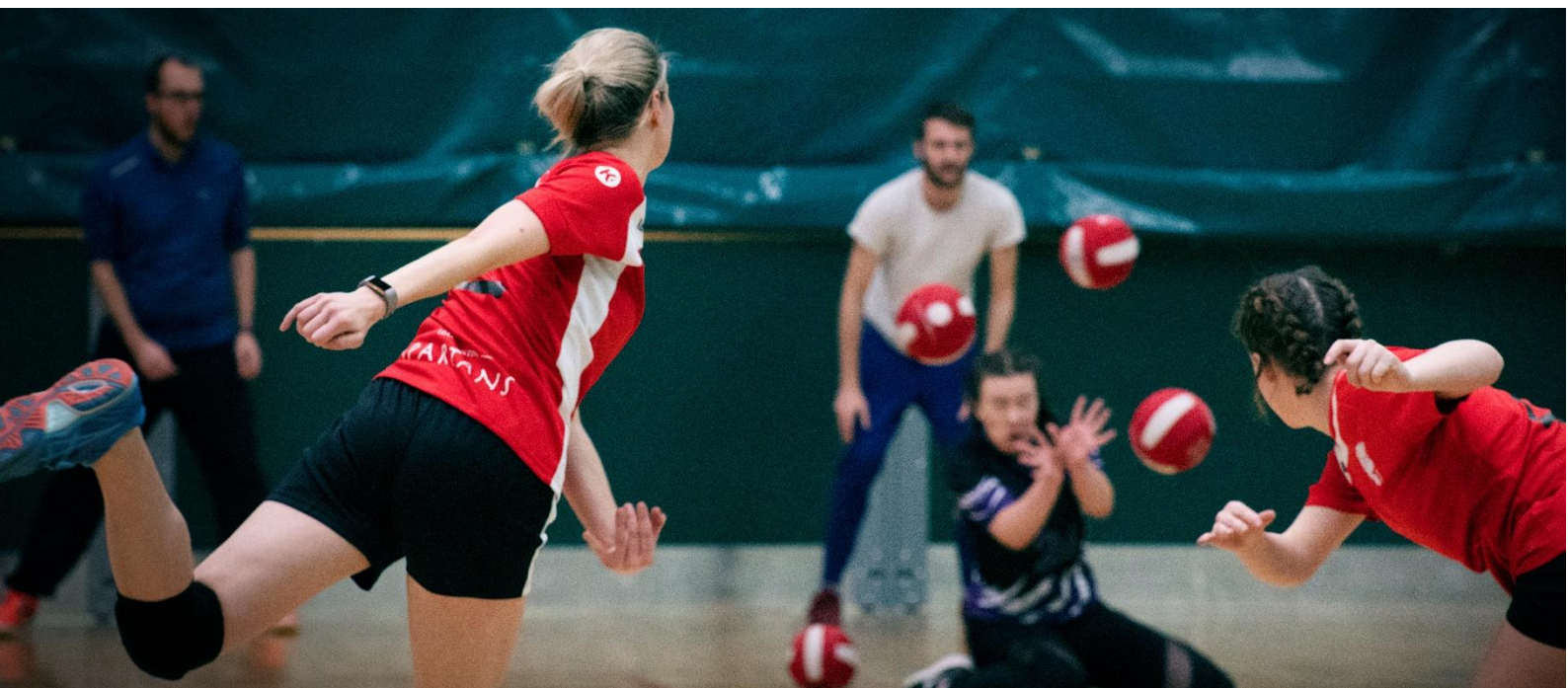




## British Dodgeball Club Survey (Dec 18)



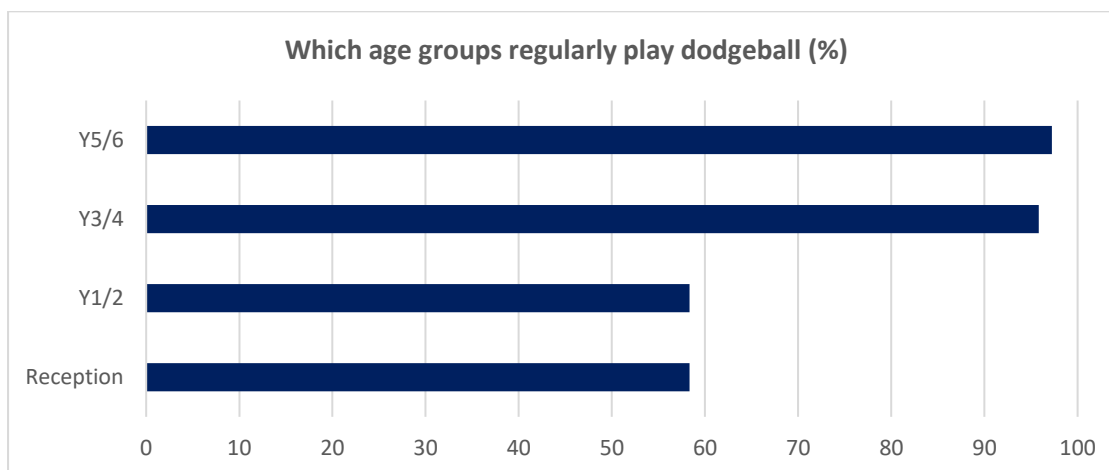
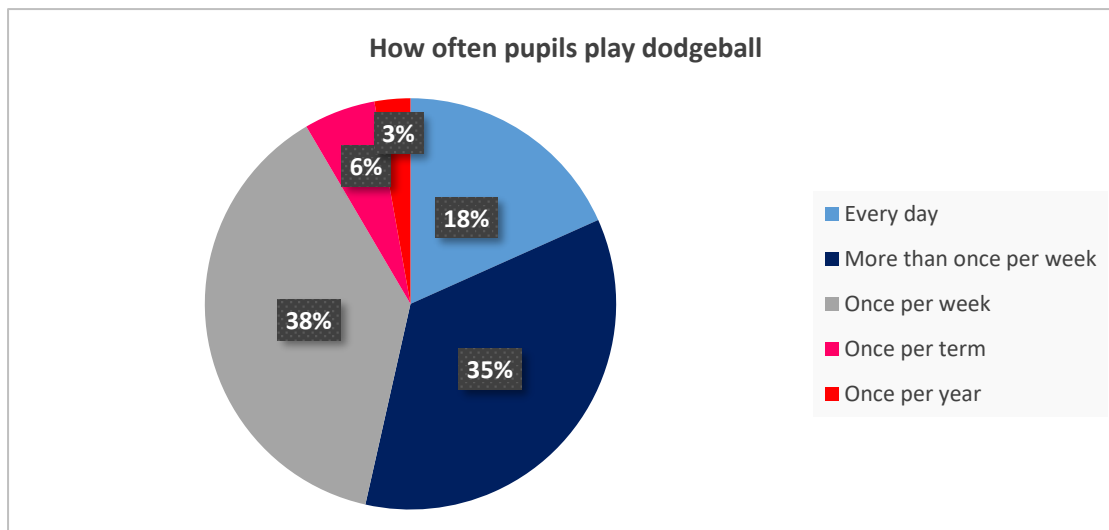
- 970 British Dodgeball affiliated club members train at least once per week
- 33% of British Dodgeball affiliated club members are aged 20-30 (this age group is higher if you include British Dodgeball affiliated university club members).
- 33% of British Dodgeball affiliated club members are aged under 16.
- 69% of British Dodgeball affiliated club members are White British.







## British Dodgeball Primary Schools Survey (Feb 19)



- 91% of responding schools' pupils played dodgeball at least one per week.
- 58% of responding schools' pupils in Reception and KS1 regularly play dodgeball.
- Over 95% of responding schools' Key Stage 2 pupils regularly play dodgeball.
- 72 schools replied to the survey. 6049 pupils played dodgeball at those schools.



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## Respondents Map



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## British Dodgeball Affiliated Clubs & League Information 18/19

### 18/19 Club Affiliation:

- 60 affiliated community clubs: 200+ teams
- 30 affiliated junior community clubs: 60+ teams
- 35 affiliated university clubs: 80+ university teams

### 18/19 Events and Leagues:

- 34 open events held
- 15 junior events held
- 9 university events held
- 13 national leagues:
  - 3 women's national leagues
  - 8 men's national leagues
  - 2 mixed national leagues
- 4 regional leagues
- 8 regional university leagues:
  - 2 women's university leagues
  - 6 men's university leagues
- 6 international events:
  - 4 Home nations league fixtures
  - Atlantic Cup (Manchester, Apr 19)
  - European Championships (Newcastle, Jul 19)







## ELITE SPORT

### European Dodgeball Ranking Tables

#### EDF MENS COMPETITION RANKINGS 2018

EDF MENS Competition Rankings 2018

RANK	FLAG	NATION	CURRENT 3 YEAR POINTS TOTAL	2018 - FINAL RANKING	2017 - FINAL RANKING	2016 - FINAL RANKING
1.		England	40.00	1.	1.	1.
2.		Austria	37.00	2.	3.	3.
3.		Scotland	34.75	3.	5.	2.
4.		Northern Ireland	34.50	5.	2.	4.
5.		Czech Republic	30.50	4.	8.	6.
6.		Ireland	30.25	7.	4.	7.
7.		Sweden	29.50	6.	7.	5.
8.		Italy	24.25	9.	9.	8.
9.		Wales	21.50	8.	12.	14.

#### EDF MIXED COMPETITION RANKINGS 2018

EDF MIXED Competition Rankings 2018

RANK	FLAG	NATION	CURRENT 3 YEAR POINTS TOTAL	2018 - FINAL RANKING	2017 - FINAL RANKING	2016 - FINAL RANKING
1.		England	40.00	1.	1.	1.
2.		Scotland	36.25	2.	3.	6.
3.		Austria	35.50	3.	2.	8.
4.		Wales	32.50	5.	5.	3.
5.		Italy	32.25	4.	7.	2.
6.		Slovenia	30.75	6.	4.	9.
7.		Northern Ireland	29.50	7.	6.	4.
8.		Ireland	23.75	8.	12.	5.
9.		France	22.50	11.	8.	10.

#### EDF WOMENS COMPETITION RANKINGS 2018

EDF WOMENS Competition Rankings 2018

RANK	FLAG	NATION	CURRENT 3 YEAR POINTS TOTAL	2018 - FINAL RANKING	2017 - FINAL RANKING	2016 - FINAL RANKING
1.		Austria	40.00	1.	1.	1.
2.		England	38.00	2.	2.	2.
3.		Italy	34.00	3.	5.	5.
4.		Northern Ireland	33.50	4.	4.	6.
5.		Scotland	29.75	6.	7.	4.
6.		Ireland	28.75	7.	6.	7.
7.		Wales	28.00	5.	9.	9.
8.		France	21.75	10.	11.	8.
9.		Switzerland	21.25	12.	8.	11.

#### MEDAL RACE - DODGEBALL EUROPEAN CHAMPIONSHIPS



		1st Place	2nd Place	3rd Place	Total
1.		18	7	0	25
2.		3	3	4	10
3.		1	3	4	8
4.		0	6	5	11
5.		0	2	4	6
6.		0	1	1	2
7.		0	0	3	3
8.		0	0	1	1

**- England are ranked 1<sup>st</sup> in Europe overall, with Scotland 4<sup>th</sup>, Wales 5<sup>th</sup> and Northern Ireland 6<sup>th</sup>.**

- England are ranked 1<sup>st</sup> in Europe in the men's category, Scotland ranked 3<sup>rd</sup>, Northern Ireland ranked 4<sup>th</sup> and Wales ranked 9<sup>th</sup>.

- England are ranked 2<sup>nd</sup> in Europe in the women's category, Northern Ireland ranked 4<sup>th</sup>, Scotland ranked 5<sup>th</sup> and Wales ranked 7<sup>th</sup>.

- England are ranked 1<sup>st</sup> in Europe in the mixed category, Scotland ranked 2<sup>nd</sup>, Wales ranked 4<sup>th</sup> and Northern Ireland ranked 7<sup>th</sup>.

- In total, the home nations have won 44 medals in the last 9 recent European competitions, 18 of which are gold.



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## World Dodgeball Ranking Tables

MEN'S WORLD RANKINGS.	
1 - 5	
	ENGLAND 675 POINTS
	MALAYSIA 670 POINTS
	NORTHERN IRELAND 572 POINTS
	AUSTRALIA 566 POINTS
	AUSTRIA 544 POINTS

MEN'S WORLD RANKINGS.	
6 - 10	
	USA 427 POINTS
	EGYPT 423 POINTS
	REPUBLIC OF IRELAND 395 POINTS
	SCOTLAND 375 POINTS
	HONG KONG 306 POINTS

MEN'S WORLD RANKINGS.	
11 - 15	
	SINGAPORE 294 POINTS
	WALES 271 POINTS
	CANADA 268 POINTS
	SOUTH AFRICA 210 POINTS
	JAPAN 143 POINTS

WOMEN'S WORLD RANKINGS.	
1 - 5	
	AUSTRALIA 678 POINTS
	ENGLAND 663 POINTS
	AUSTRIA 657 POINTS
	MALAYSIA 510 POINTS
	USA 423 POINTS

WOMEN'S WORLD RANKINGS.	
6 - 10	
	ITALY 387 POINTS
	HONG KONG 362 POINTS
	EGYPT 360 POINTS
	SCOTLAND 341 POINTS
	SLOVENIA 328 POINTS

WOMEN'S WORLD RANKINGS.	
11 - 15	
	NORTHERN IRELAND 311 POINTS
	SINGAPORE 299 POINTS
	CANADA 268 POINTS
	WALES 226 POINTS
	SOUTH AFRICA 210 POINTS

MIXED WORLD RANKINGS.	
1 - 5	
	ENGLAND 720 POINTS
	MALAYSIA 633 POINTS
	AUSTRALIA 631 POINTS
	AUSTRIA 571 POINTS
	USA 467 POINTS

MIXED WORLD RANKINGS.	
6 - 10	
	SCOTLAND 433 POINTS
	HONG KONG 419 POINTS
	SINGAPORE 381 POINTS
	WALES 321 POINTS
	CANADA 268 POINTS

MIXED WORLD RANKINGS.	
11 - 15	
	REPUBLIC OF IRELAND 265 POINTS
	EGYPT 253 POINTS
	SLOVENIA 215 POINTS
	ITALY 171 POINTS
	NORTHERN IRELAND 168 POINTS

- From the most recent 2 world cups, the home nations have won 6 medals; 4 of them gold.

- England are ranked 1<sup>st</sup> in the world in the men's category, Northern Ireland ranked 3<sup>rd</sup>, Scotland ranked 9<sup>th</sup> and Wales ranked 11<sup>th</sup>. England have won the Dodgeball World cup once in this category out of a possible two times.

- England are ranked 2<sup>nd</sup> in the world in the women's category, Scotland 9<sup>th</sup>, Northern Ireland ranked 11<sup>th</sup> and Wales ranked 14<sup>th</sup>. England have won the Dodgeball World Cup once in this category out of a possible two times.

- England are ranked 1<sup>st</sup> in the world in the mixed category, Scotland ranked 6<sup>th</sup>, Wales ranked 9<sup>th</sup> and Northern Ireland ranked 15<sup>th</sup>. England have won the Dodgeball World Cup twice in this category, becoming the first nation to retain a world championship title.



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## REACH

### Social Media Reach Statistics

#### Overall:

- Total Annual Reach: 2,036,000

#### Facebook:

- 2,700 followers on Facebook
- **Facebook demographic:** 65% male, 35% female. 38% aged 18-24, 50% aged 25-34, 88% aged 18-34.
- 858,000 reach on Facebook in the last year (average reach of 2,350 per day)
- 42,340 reactions on Facebook in the last year (average of 116 per day)
- European Dodgeball Championships, Glasgow 2017 videos viewed 234,700 times (via Unilad Sport)

#### Twitter:

- 1,000 followers on Twitter
- **Twitter demographic:** 62% male, 38% female
- 453,000 impressions on Twitter in the last year (average reach of 1,240 per day)

#### Instagram:

- 1,700 followers on Instagram
- **Instagram demographic:** 68% male, 32% female. 44% aged 18-24, 37% aged 25-34. 81% aged 18-34.
- 725,000 impressions on Instagram in the last year (average reach of 1,986 per day)
- 31,000 direct engagements on Instagram

### Atlantic Cup Reach Statistics

- Total campaign reach = 185,000 people + 70,000 viewed minutes

- The Atlantic Cup was an exhibition event hosted by British Dodgeball. It was held in Manchester in April 2019. It featured team GB's first ever appearance as they played Austria, USA and Canada.
- 18,200 Twitter engagements from tweets about the Atlantic Cup
- 45,000 Instagram impressions from posts about the Atlantic Cup
- 119,000 total reach from Facebook posts about the Atlantic Cup
- Livestream = 70,000 minutes watched
- **Mainstream media exposure:** GB players appeared on BBC's The One Show, ITV's Sara Cox Show, BBC's Radio Manchester, BBC's North West Tonight.



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