

Tennis

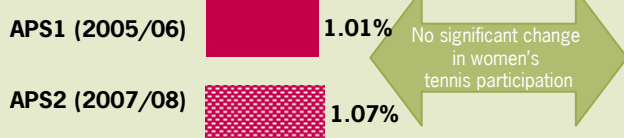
- 5th most popular sport for female participation
- Tennis loses half of its participants between the age of 16 and 18
- Over half of women tennis players are from households earning 42K and above

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

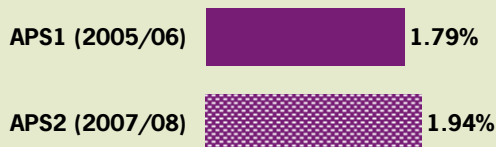
Women who play tennis – overview

Trends in women's tennis participation

Played at least once a week (moderate intensity)



Played at least once in the last four weeks

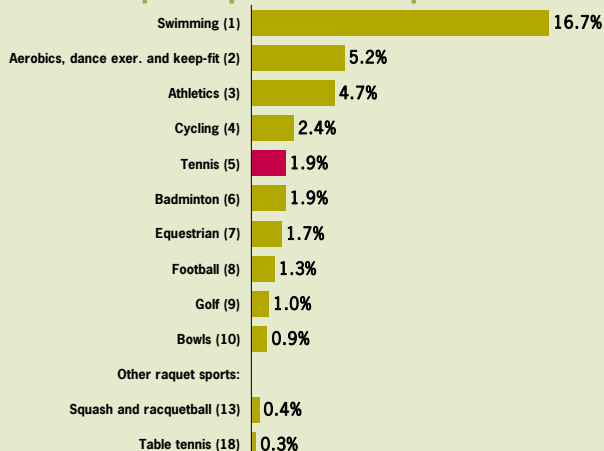


Base: All female respondents (APS1 = 212,568, APS2 = 113,056)

Participation overview

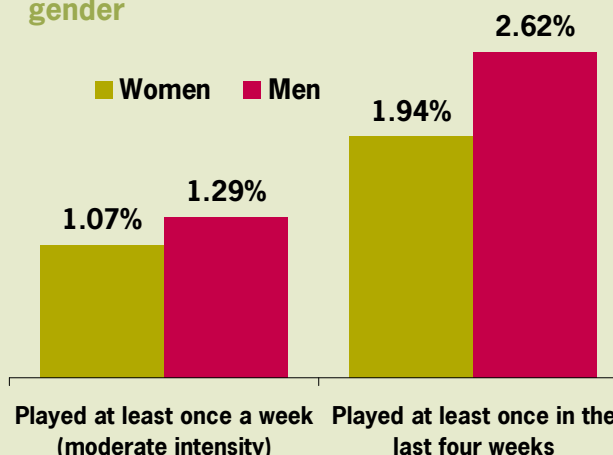
- Tennis is the 5th most popular sport for female participation
- Tennis has one of the smallest gender difference of all Sport England funded sports, with only hockey having greater parity.
- Women who play tennis also like to swim (28.4%), take part in athletics (12.7%), badminton (10.1%) football (6.0%) and golf (4.7%)

How does tennis 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

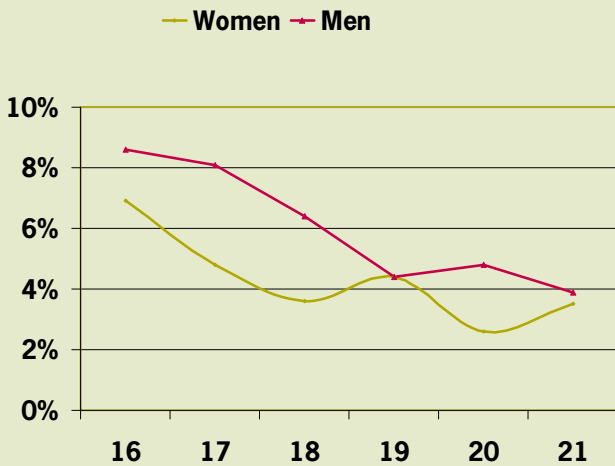
Proportion of people who play tennis by gender



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

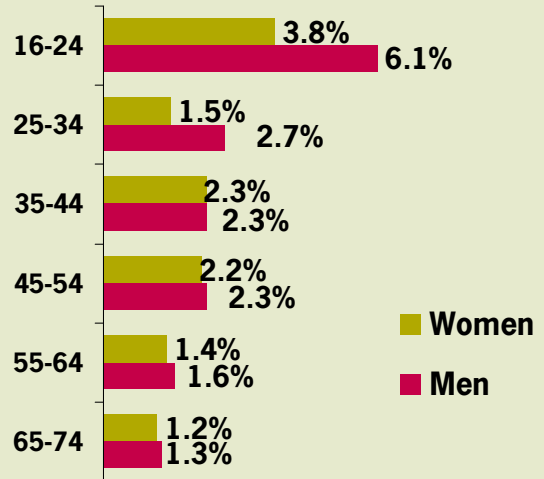
Demographic profile of tennis players

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



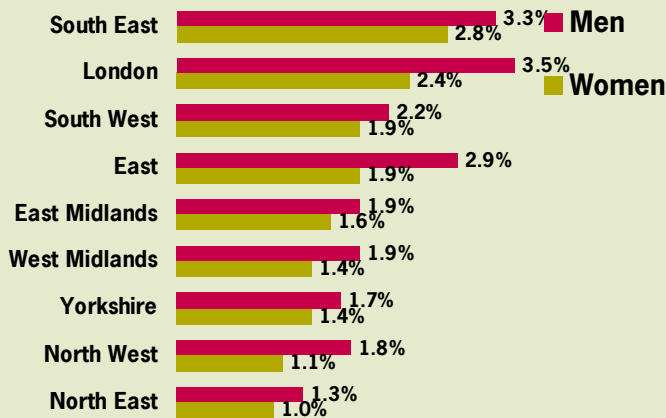
Base: All respondents

Proportion of people who play tennis by gender and age group



Base: All respondents

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

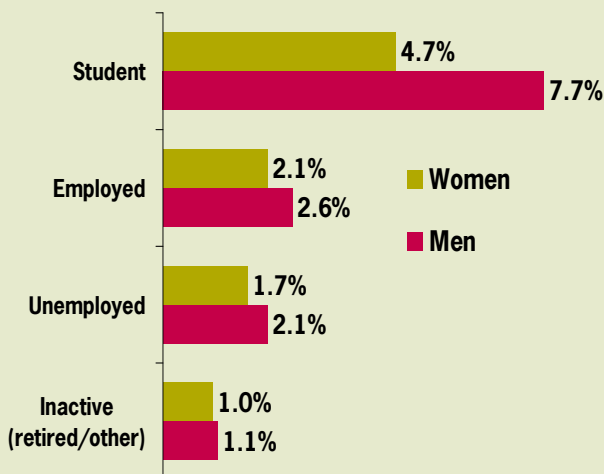


Base: All respondents

Participation – demographics

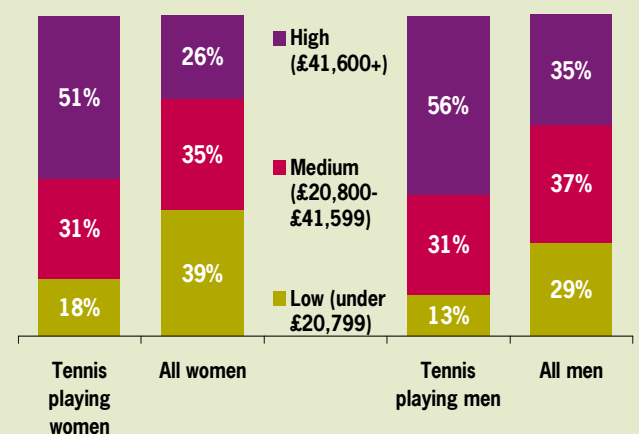
- Overall, tennis is a young woman's sport. It is also among the young where the great disparity between the sexes exists. After the age of 35 there is little difference between male and female participation
- A fifth of female tennis players are students
- Tennis loses half of its female participants between the age of 16 and 18
- Female tennis players live in high income households - over half have incomes of £42K a year or more. Only sailing and skiing have a greater proportion of high earners

Proportion of people who play tennis by gender and working status



Base: All respondents

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



Base: All respondents

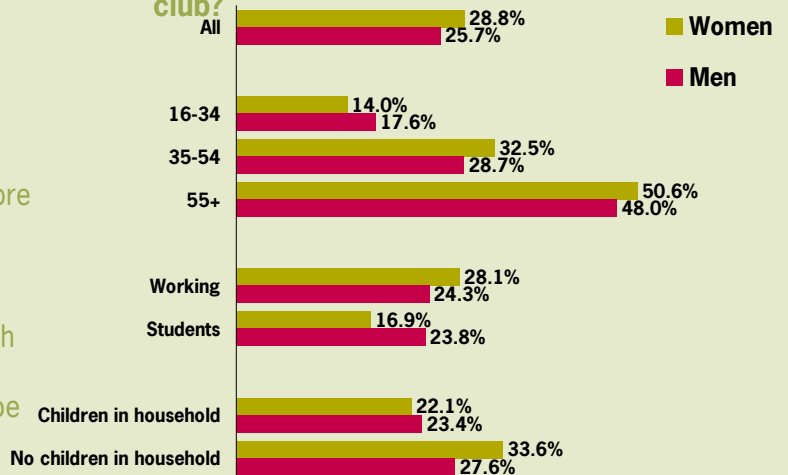
Organised participation



Club membership

- While less than half of club members are women (47%), women who play tennis are more likely to be club members than men who play tennis
- It tends to be older women who play through clubs (over half of all 55 year old female players). Younger players and students may be based in education

Who plays tennis as a member of a sports club?



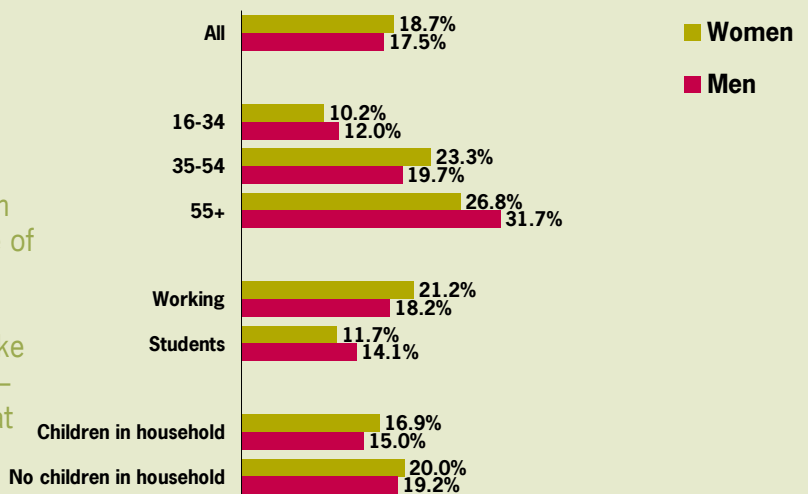
Base: All respondents who played tennis at least once in the last four weeks. See Note 2



Taken part in organised competition

- Almost a fifth of female players take part in competition – more than double the average of all sportswomen
- Two and a half times as many over 55s take part in competition than 16 to 34 year olds – which is some way connected to the fact that older women are more likely to be a member of a club

Who takes part in organised competition?



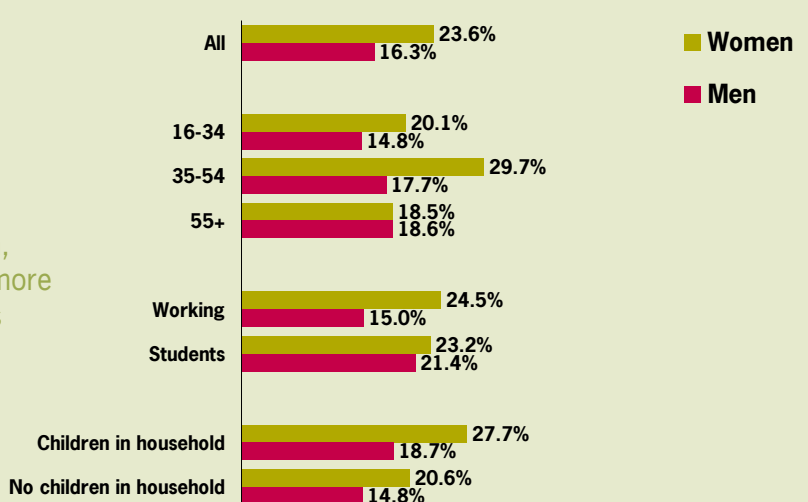
Base: All respondents who played tennis at least once in the last four weeks. See Note 3



Received tuition or coaching

- Women are more interested in improving technique through formal methods than men, with mid-aged women the most likely: 70% more women aged 35-54 received tuition in tennis than men

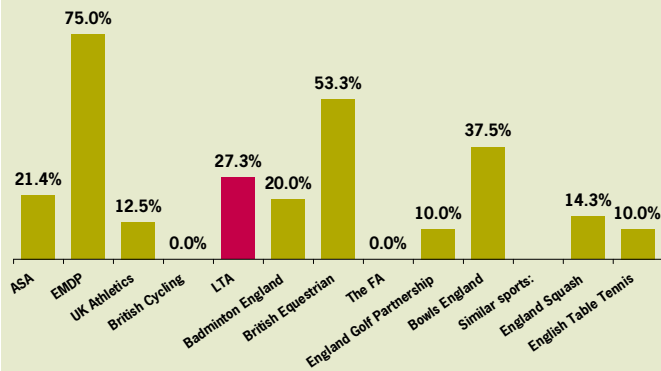
Who receives tuition in tennis?



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

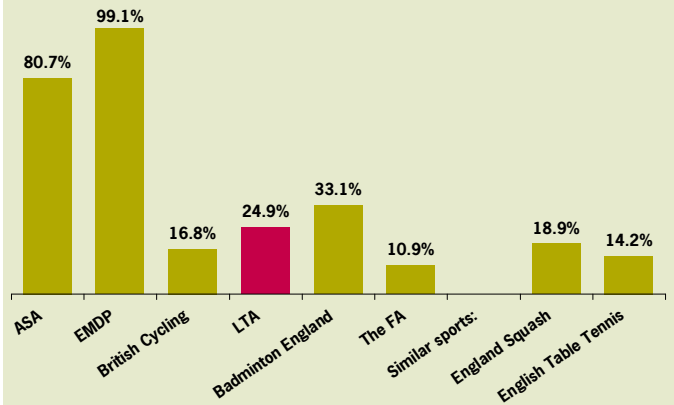
Women as leaders, coaches and volunteers

Women as leaders of sport
% of NGB Board members who are women



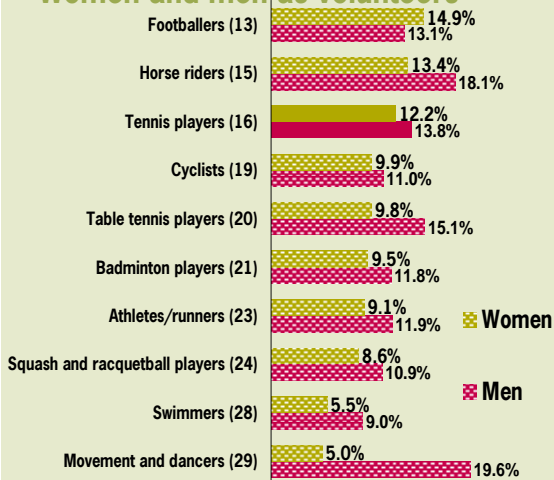
Source: WSFF 2009 NGB audit. See Note 5

Women as sports coaches
% of NGB affiliated coaches 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 8 sports for women + similar sports to tennis. Figure in brackets is the sport's ranking out of 29 sports for volunteering. See Note 6

Women as leaders, coaches and volunteers

- More than a quarter of the LTA Board are women. This is higher than the average for all NGBS (21%), and puts the LTA 16th out of the 46 Sport England funded NGBs

- Affiliated membership is 42%, slightly lower than those who said they played tennis as a member of a club

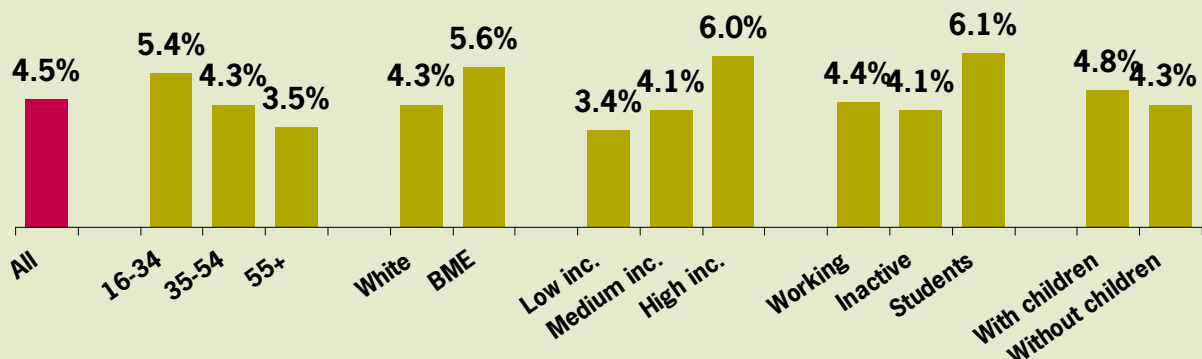
- Female tennis players are less likely than average to volunteer their time to support sport

Latent demand

- Demand is strong among women with high incomes, students and non-white women

Women's demand for tennis

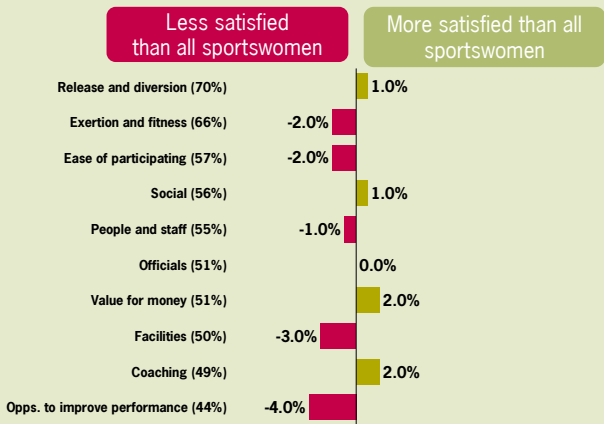
Profile of women who want to do more tennis than they currently do



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

Satisfaction with experience of playing tennis

Satisfaction of tennis players compared with average for all women who do sport/activity



Source: Sport England's Satisfaction with the quality of the sporting 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

- Affiliated tennis players are more satisfied than all tennis players generally
- Female tennis players are more happy with the facilities and playing environment than average, however they are not as satisfied as most sportswomen with current opportunities to improve their own performance
- They are least satisfied with the availability of high quality childcare facilities, however, this is still higher than average

To sum up...

While young women and women in high income households are already well represented in tennis, there is still a relatively high demand for more tennis among these groups that the LTA can capitalise on. There are also opportunities for the LTA to capture the latent demand in BME women, who are presently slightly under-represented in tennis.

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 18. But there may be opportunities to keep these women in the sport. Tennis needs to work closer with schools and improve routes from education-based tennis into formal club membership and competition. Currently numbers of 16-34 year old taking part in formal clubs and competition are relatively low, by working with schools the LTA may be able to increase take up.

Notes

20,170,100 for men and 21,266,200 for women. For APS1 use 2005 England population estimates (16+) 19,756,900 for men and 20,954,000 for women. Numbers may differ to other published figures due to rounding.

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 tennis 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 tennis in the last 12 months'.

4 Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in tennis 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 tennis. 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 tennis.

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

WATCH THIS SPACE...

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

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