

Results from the New Areas Survey Nottingham 2013

LTA/Tennis Foundation

LTA BRITISH TENNIS

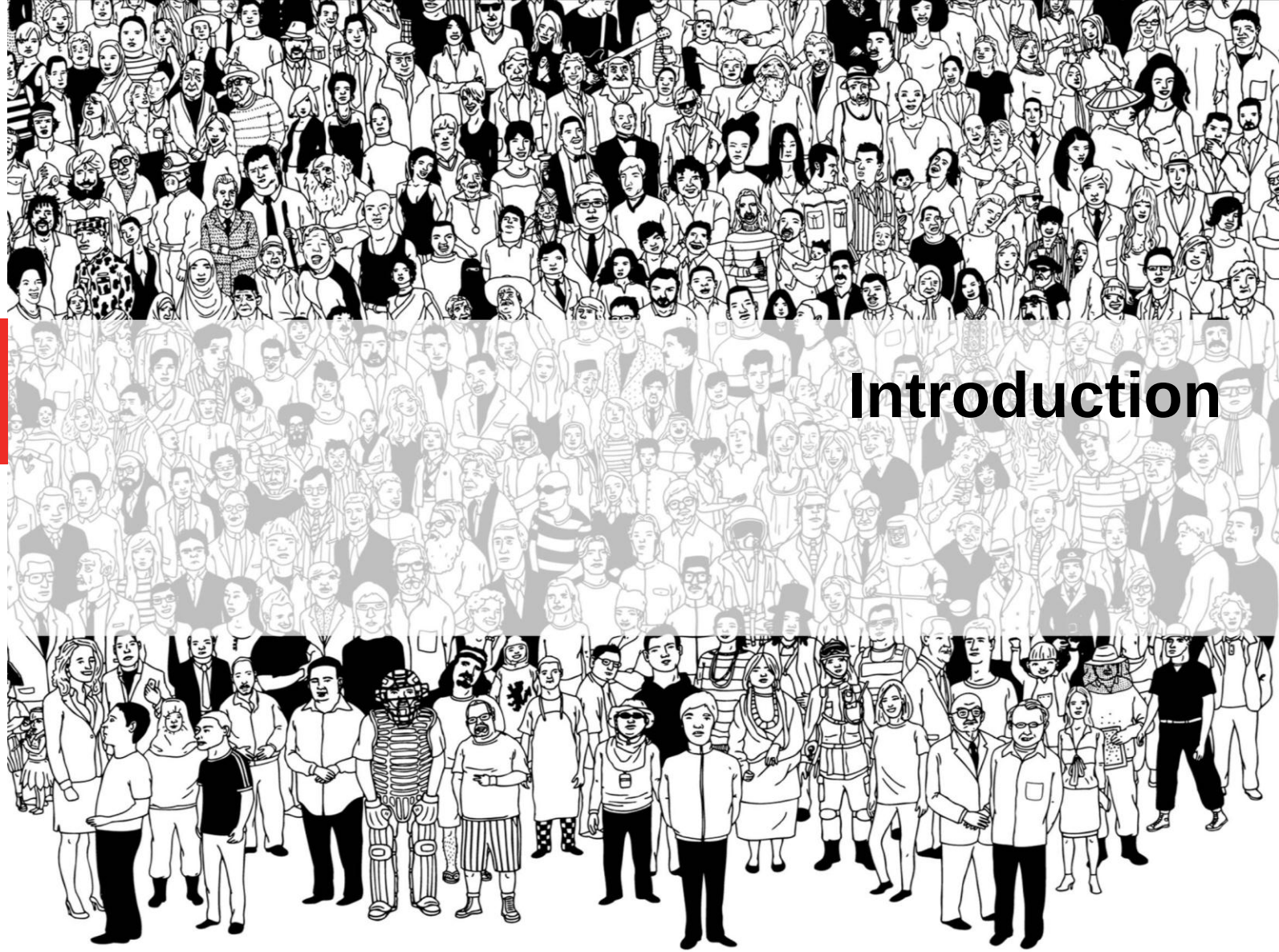
Tennis FOUNDATION

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What the world thinks

Contents

- Participation
- Engagement
- Non-players
- Attitudes to tennis
- Encouraging more to play
- Where to play
- Children





1

Introduction

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About the survey



502 responses.

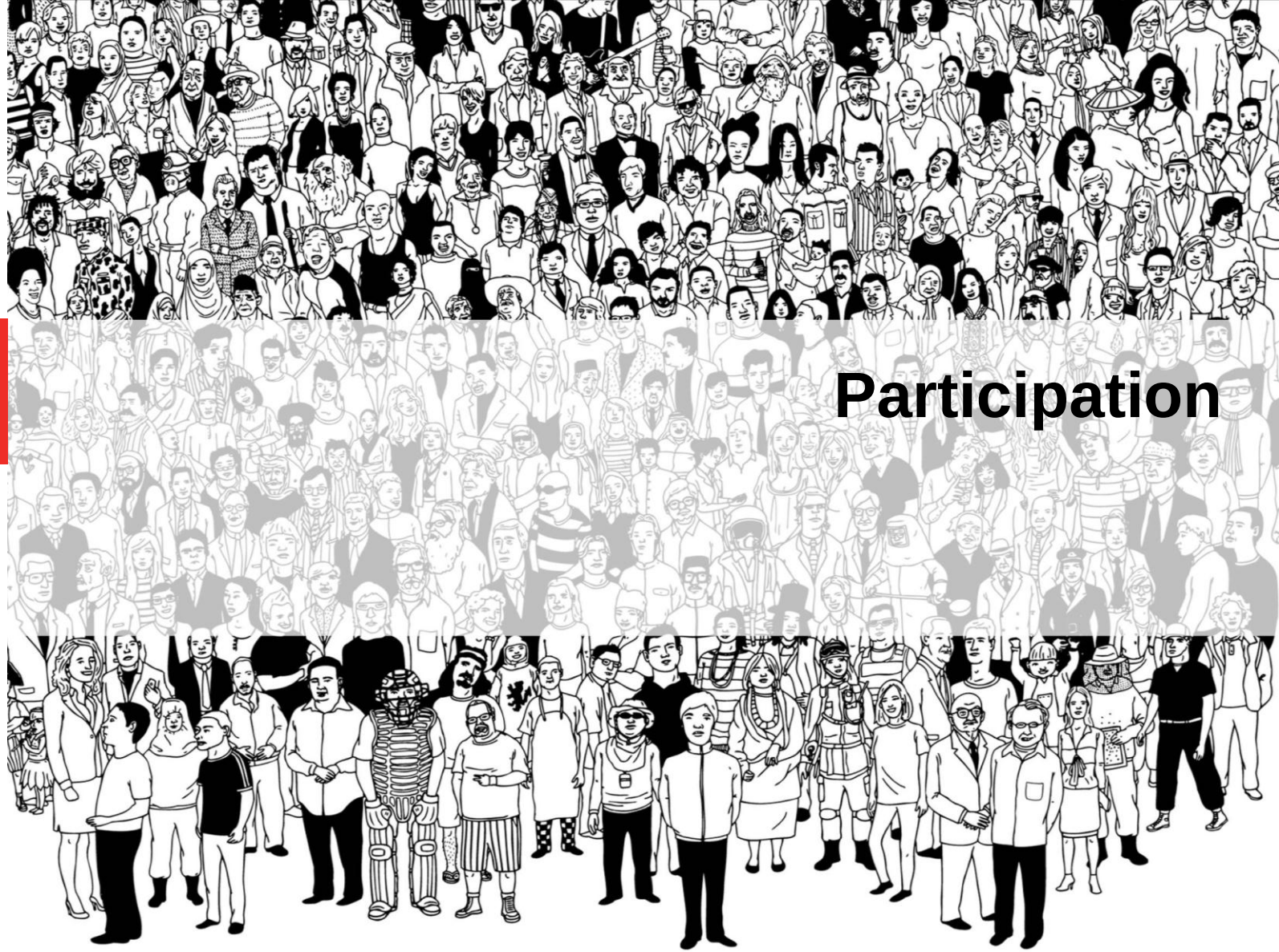
Online survey carried out in February 2013.

Sampled and weighted to be representative on age, gender and social grade.

Quick wins and longer term development



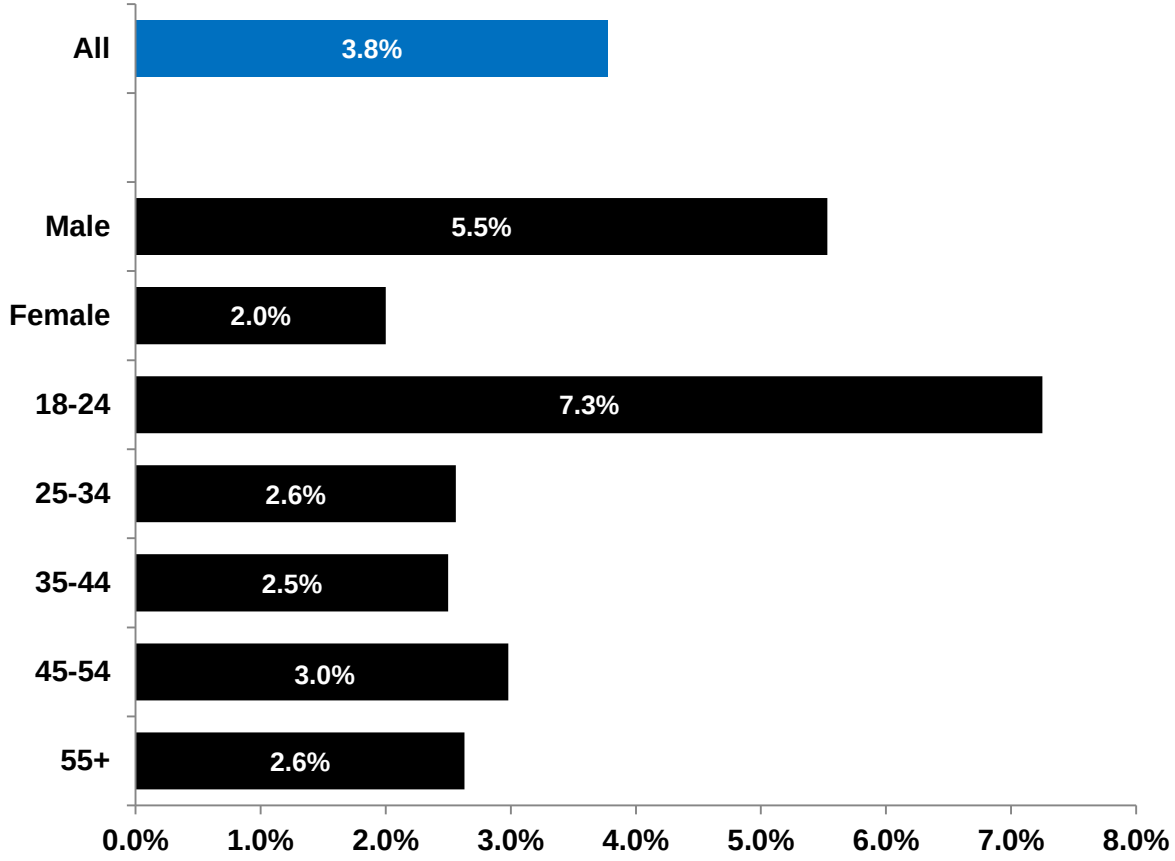
- Quick wins
  - Nearly one in four are interested in tennis. Promoting different variations of tennis (e.g. group coaching for those who have nobody to play with) and how it can fit into a busy lifestyle could increase participation, particularly among those who do not play because of lack of partner or because they are too busy. Promotion of the social aspects of tennis could be a strong message.
  - Tennis is very popular among young people. Given Nottingham's large student population this group could be targeted.
  - Raising awareness of local indoor and outdoor courts and facilities could increase participation in tennis throughout the year and not just in good weather. To maintain the increased participation, the quality of the courts and facilities will need to be kept to a high standard.
  - Promoting a variety of cost-effective ways to play tennis will open it up to a larger audience, as well as decreasing the image of tennis as an expensive 'elitist' sport.
- Longer term development
  - Over half of parents would play tennis with their children if a scheme was made available. Setting up family sessions would encourage participation, especially in children where a high percentage have no opportunity to play in school or college.



2 Participation

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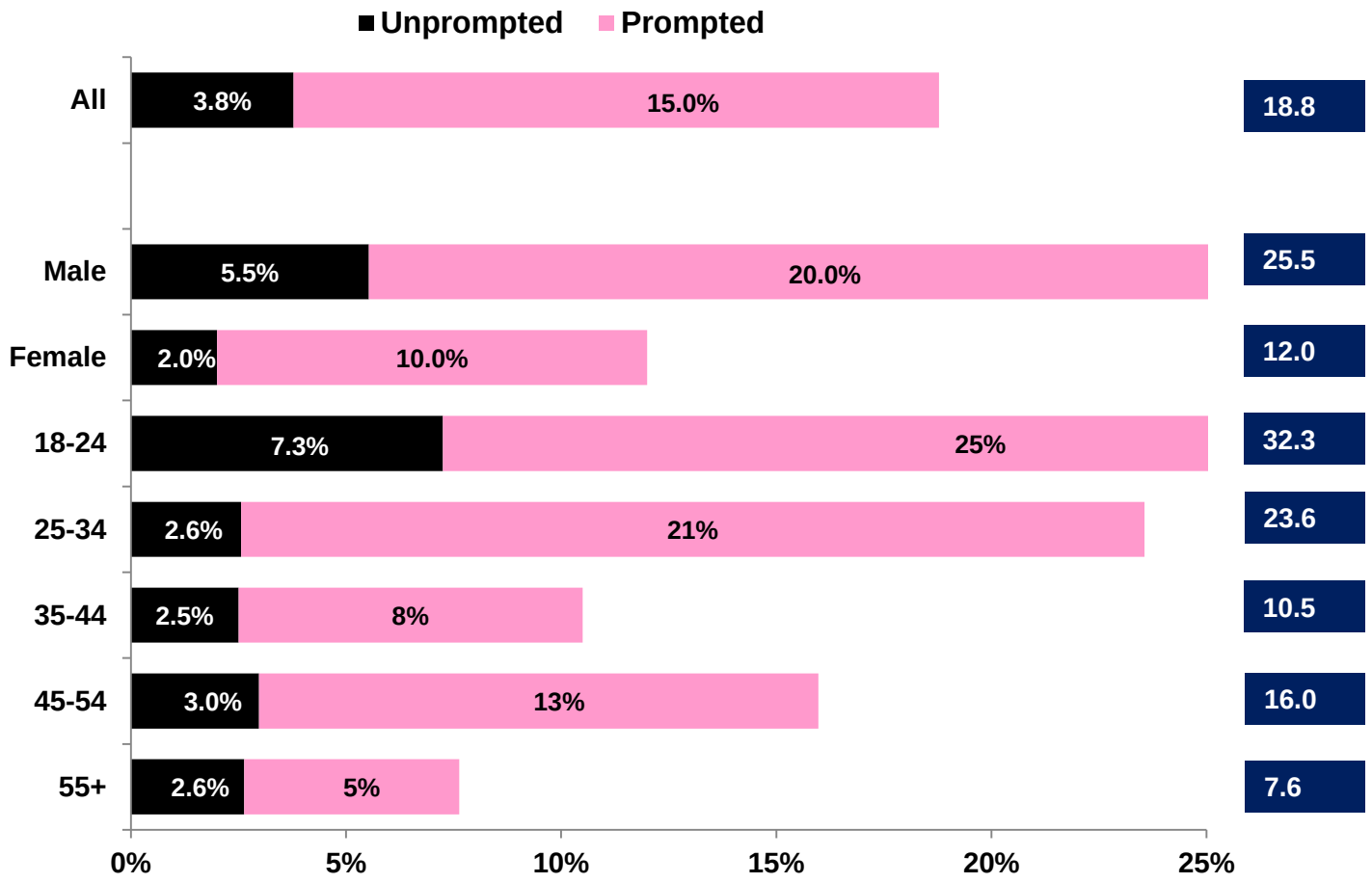
Unprompted participation in tennis is highest among males and young people



In the last 12 months, which (if any) sports and physical recreational activities have you done for at least 30 minutes? All answering tennis, unprompted

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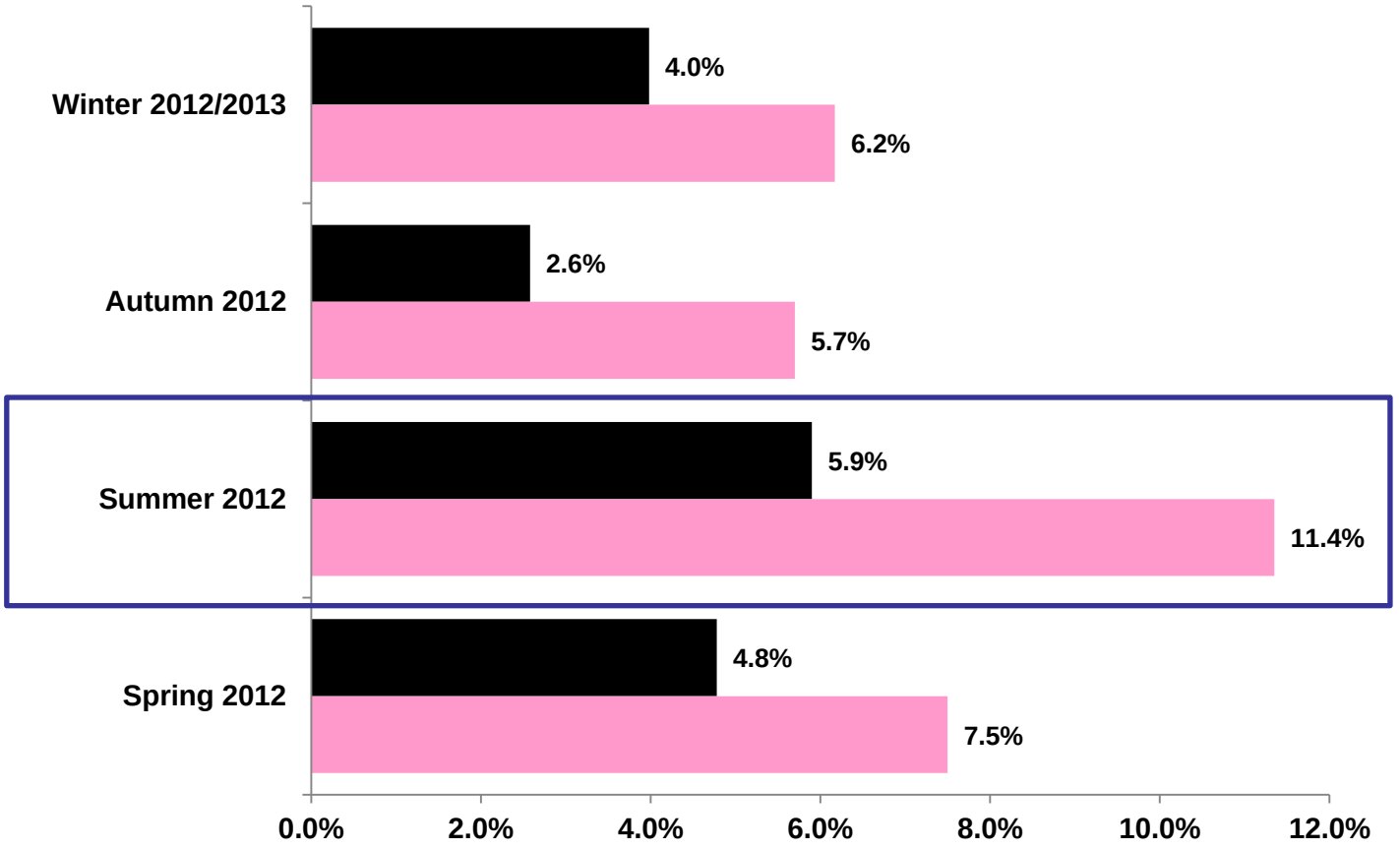
Young people's participation in tennis is considerably than any other age group. This could be the result of Nottingham being a highly populated student area.



In the last 12 months, which (if any) sports and physical recreational activities have you done for at least 30 minutes? All answering tennis, unprompted
In the last 12 months have you played TENNIS at least once and for at least 30 minutes? Prompted

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The weather is affecting participation in tennis, with summer having the highest level of play. This suggests that facilities are predominantly outside.



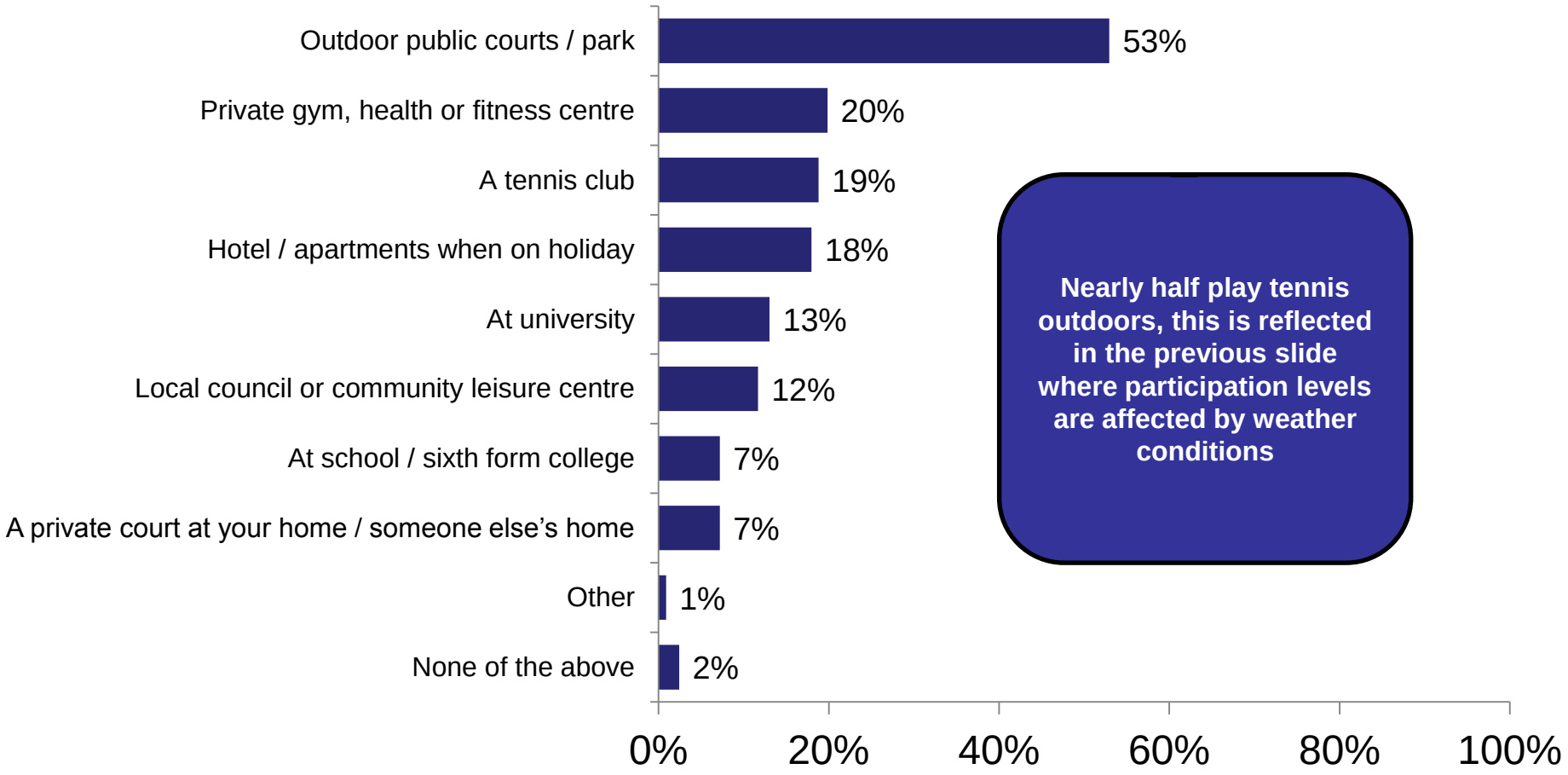
How often have you played tennis in each season over the last 12 months? Think only about those times when you played for at least 30 minutes. (Prompted-Base: 502)

■ Once a week + ■ Once a month +

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1 in 5 are members of a fitness centre and incorporate tennis as part of their exercise

Where have you played tennis in the last 12 months? (Base all you said tennis unprompted and prompted: 82)

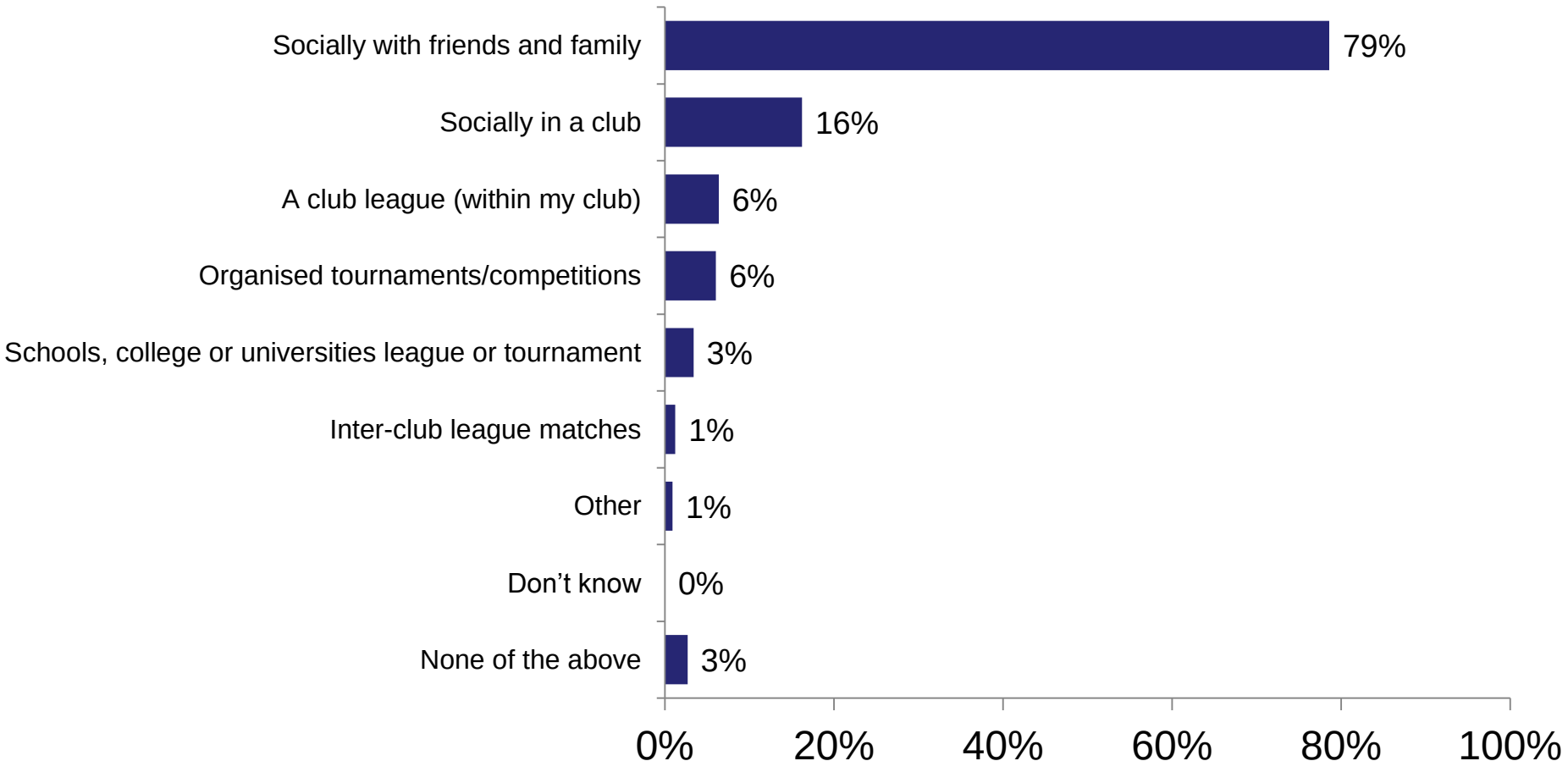


Nearly half play tennis outdoors, this is reflected in the previous slide where participation levels are affected by weather conditions

YouGov

A majority play tennis in an informal, social environment rather than in competitions

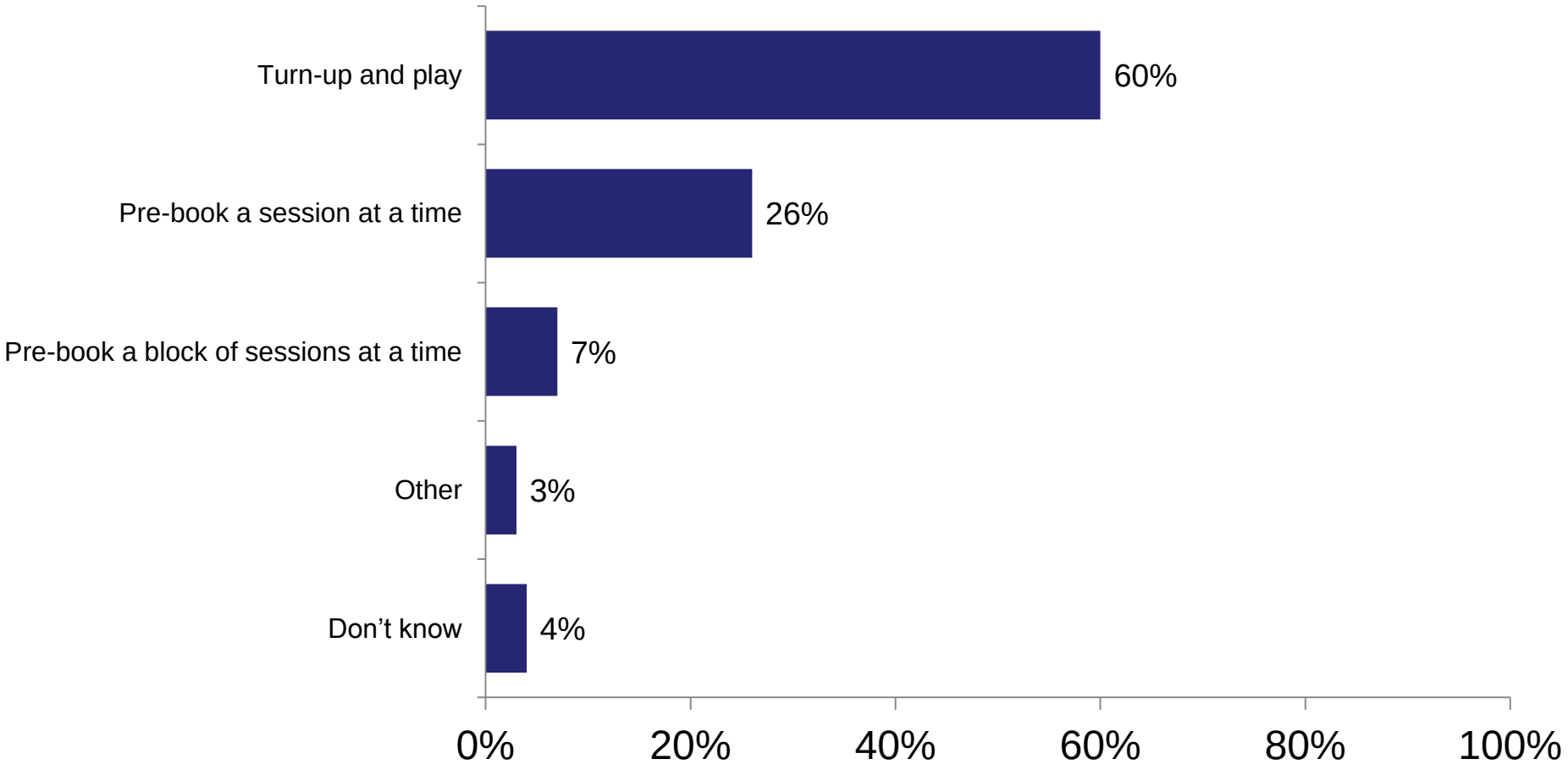
In which of the following ways do you play tennis? (Base all you said tennis unprompted and prompted: 82)



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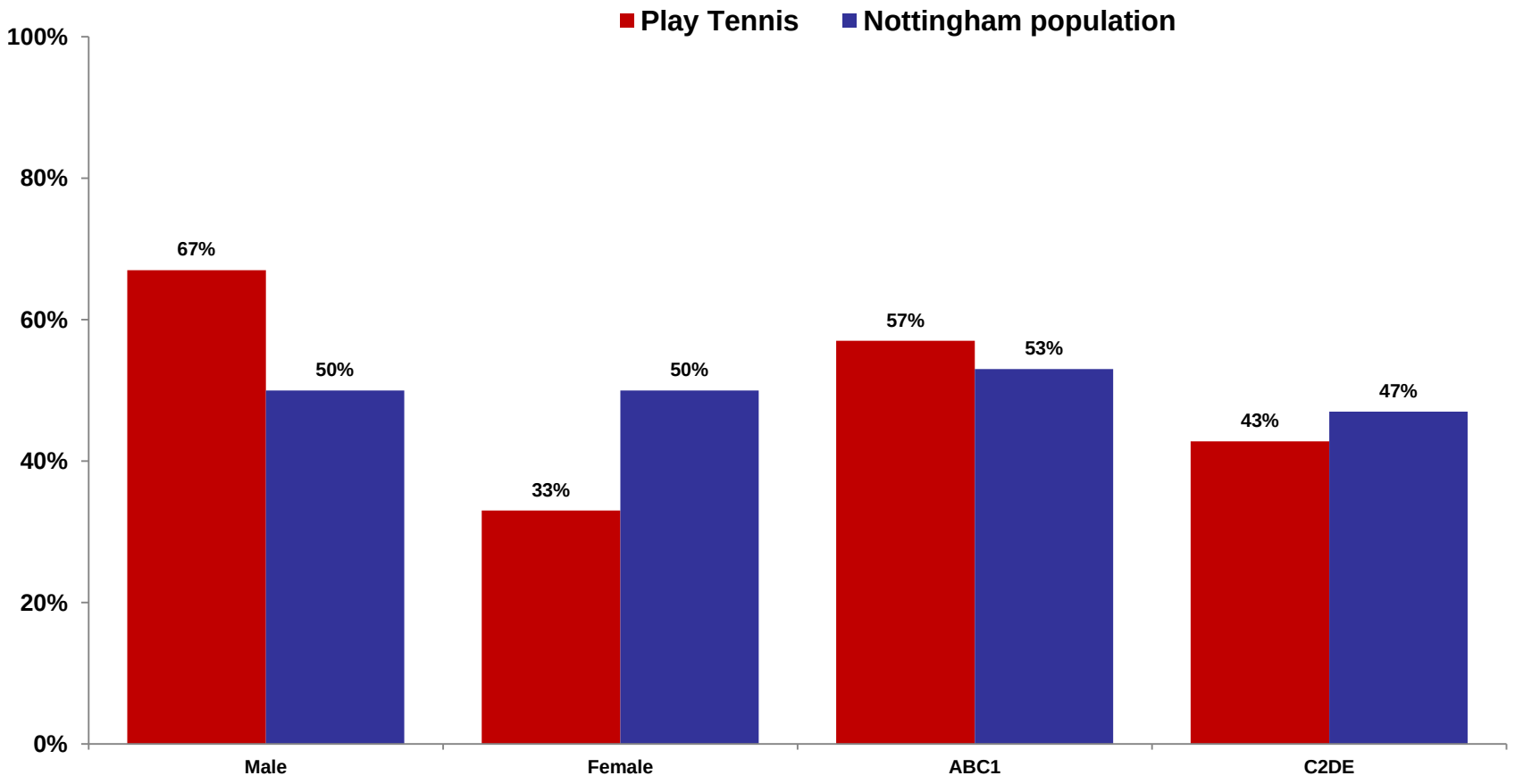
Although a majority take a spontaneous approach to tennis, 1 in 4 respondents pre-book before playing

How do you usually organise your tennis sessions? (Base all you said tennis unprompted and prompted: 79)



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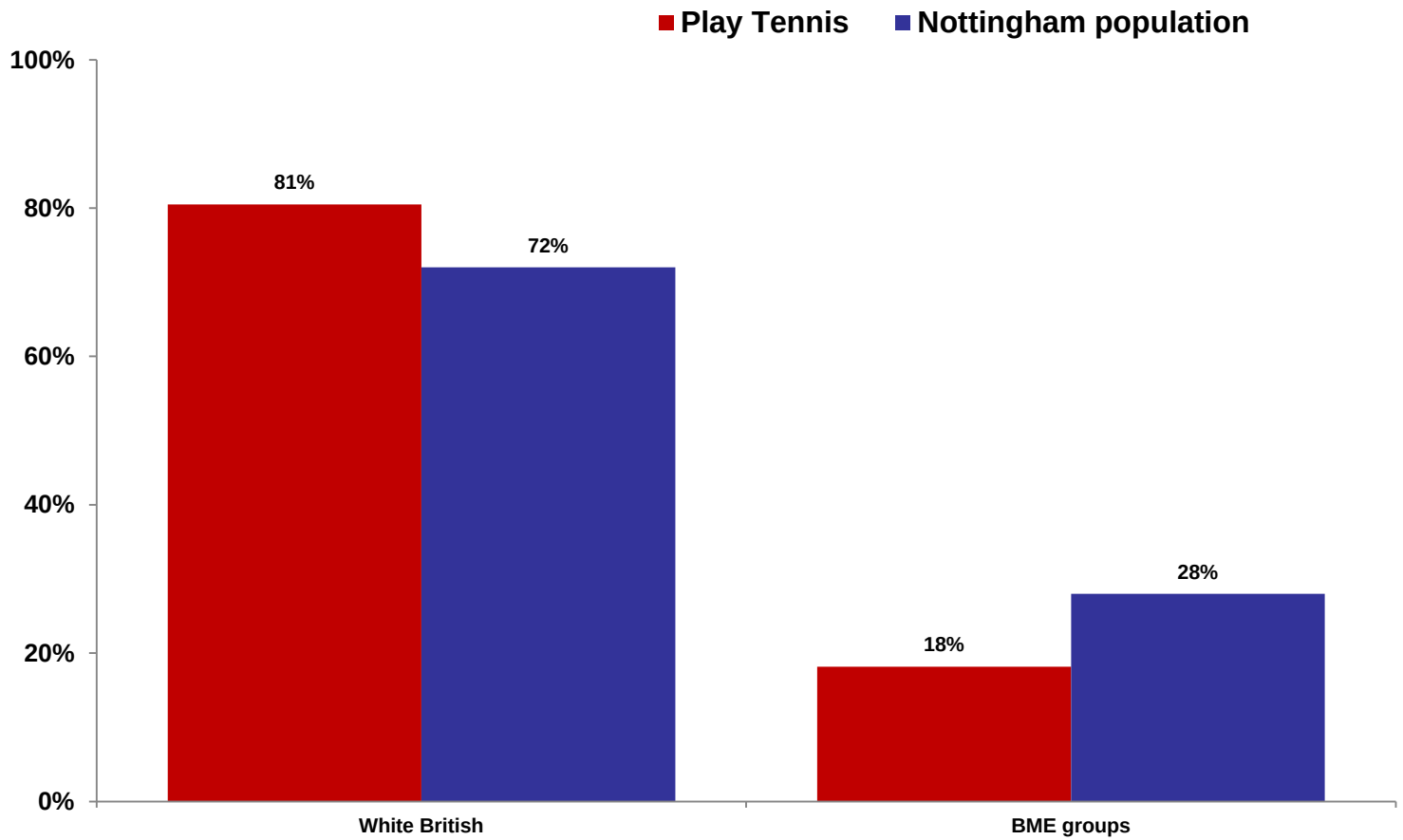
Compared with Nottingham population, tennis has a stronger appeal to males from ABC1 social grade



In the last 12 months have you played TENNIS at least once and for at least 30 minutes? Said tennis unprompted and prompted (Base: 48)

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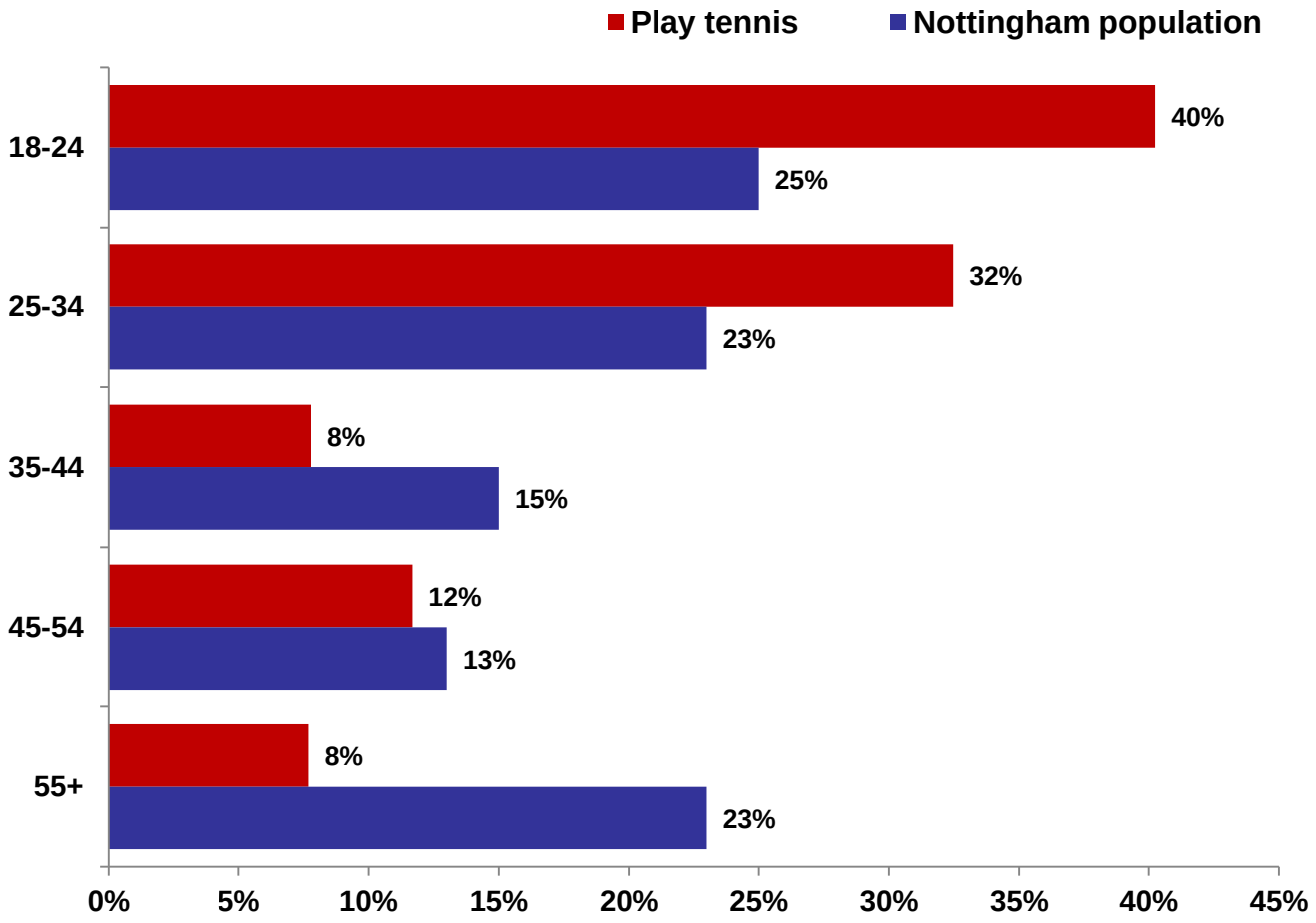
A higher proportion of tennis players in the Nottingham region are White British



Ethnicity of those who have played tennis in the last 12 months.

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Players are younger in Nottingham compared with the distribution of ages within the population



Age band of those playing tennis in the last 12 months

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Adult participation



People who don't play but might

43,300

People who play infrequently

7,500

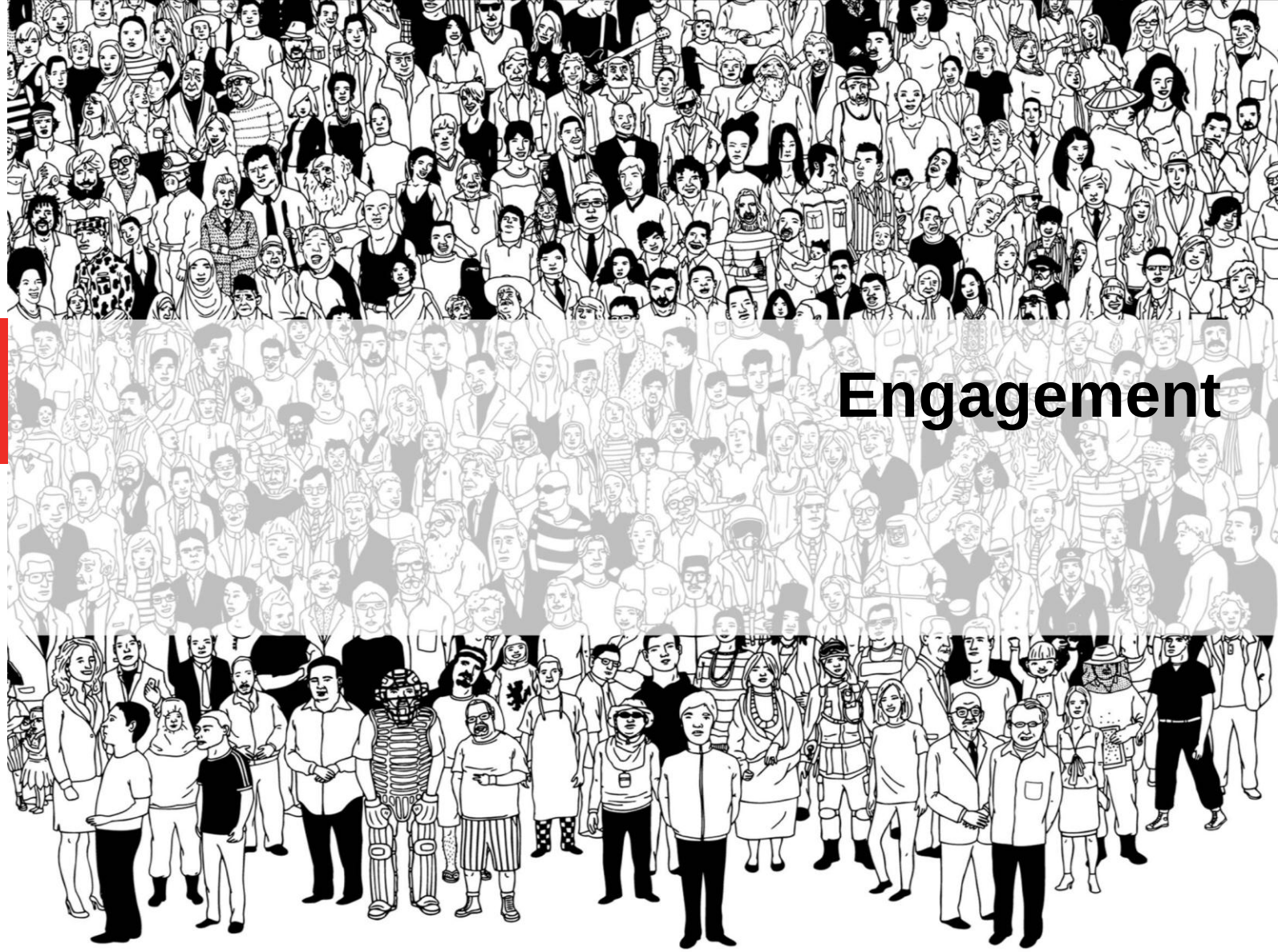
People who play occasionally

18,500

People who play regularly

12,000

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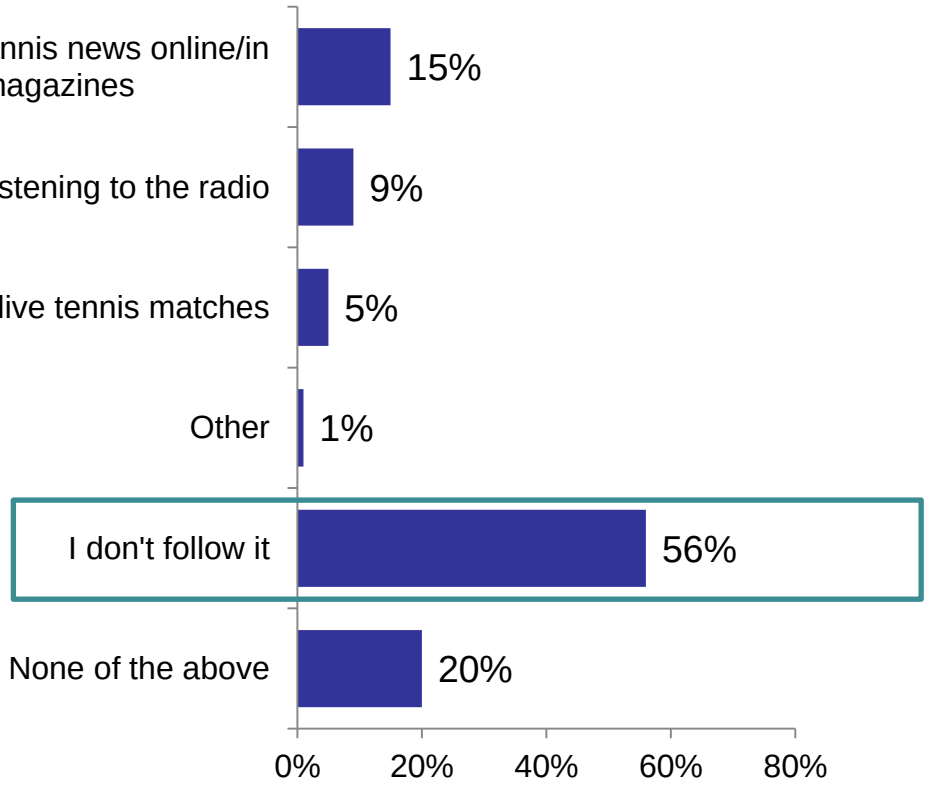
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Engagement

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Although Wimbledon is the main attraction for following tennis, residents in Nottingham also take an interest in other tennis tournaments by following it online and in magazines

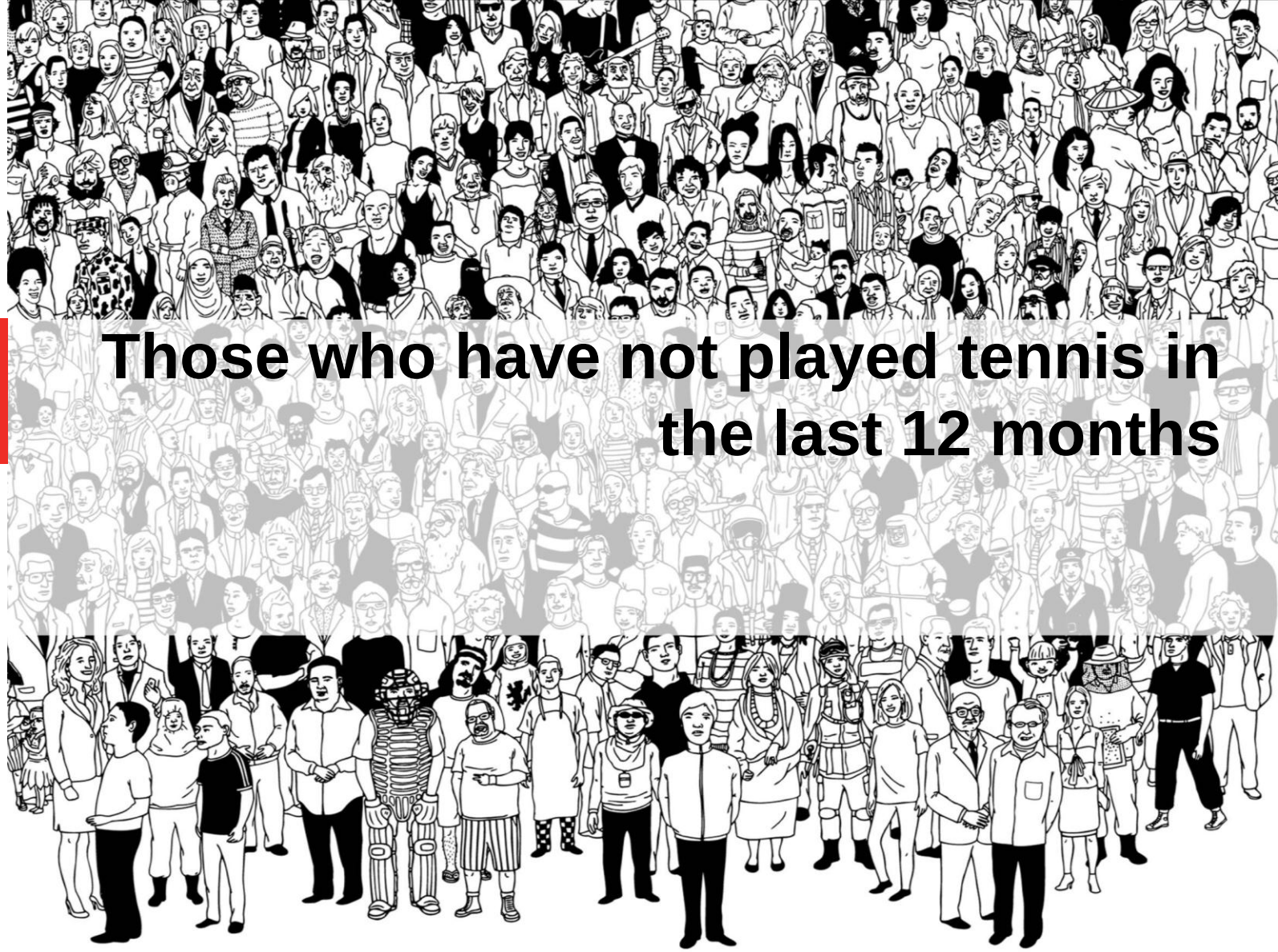
Wimbledon		Other tennis tournaments
8%	Very closely	2%
20%	Quite closely	11%
30%	A little	32%
42%	Not at all	55%



Thinking back to Wimbledon 2012, how closely did you follow it on TV? How closely do you follow other tennis tournaments on TV? Other than watching tennis on TV or playing it, do you follow it in any other way? (Base all: 502)

4

Those who have not played tennis in the last 12 months

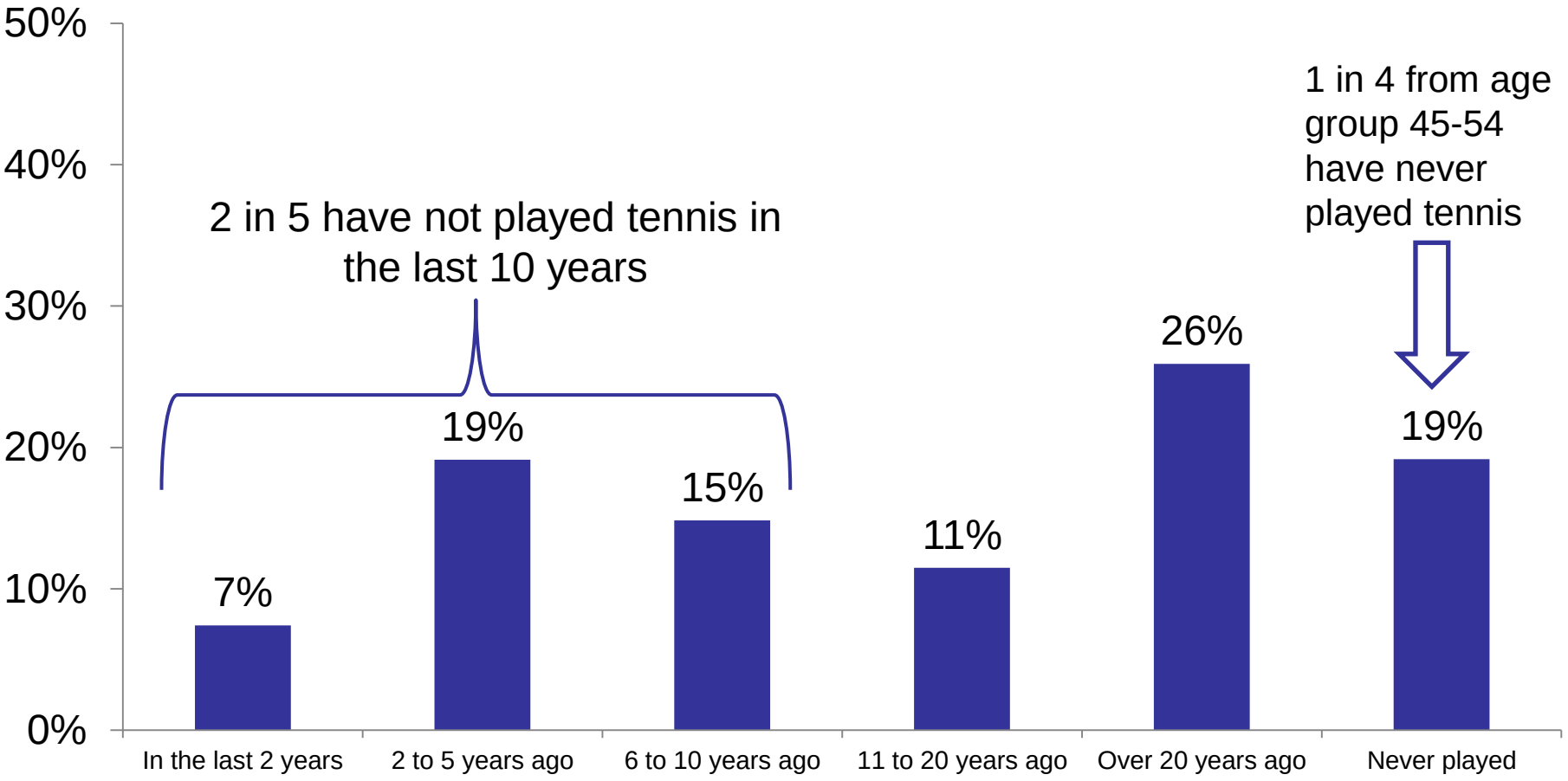


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1 in 4 from age range 18-34 have not played tennis in the last 10 years. Targeting this age group could help increase participation

If you haven't played in the last 12 months, when (if ever) was the last time you played tennis? (Base all who have not played in the last 12 months: 420)



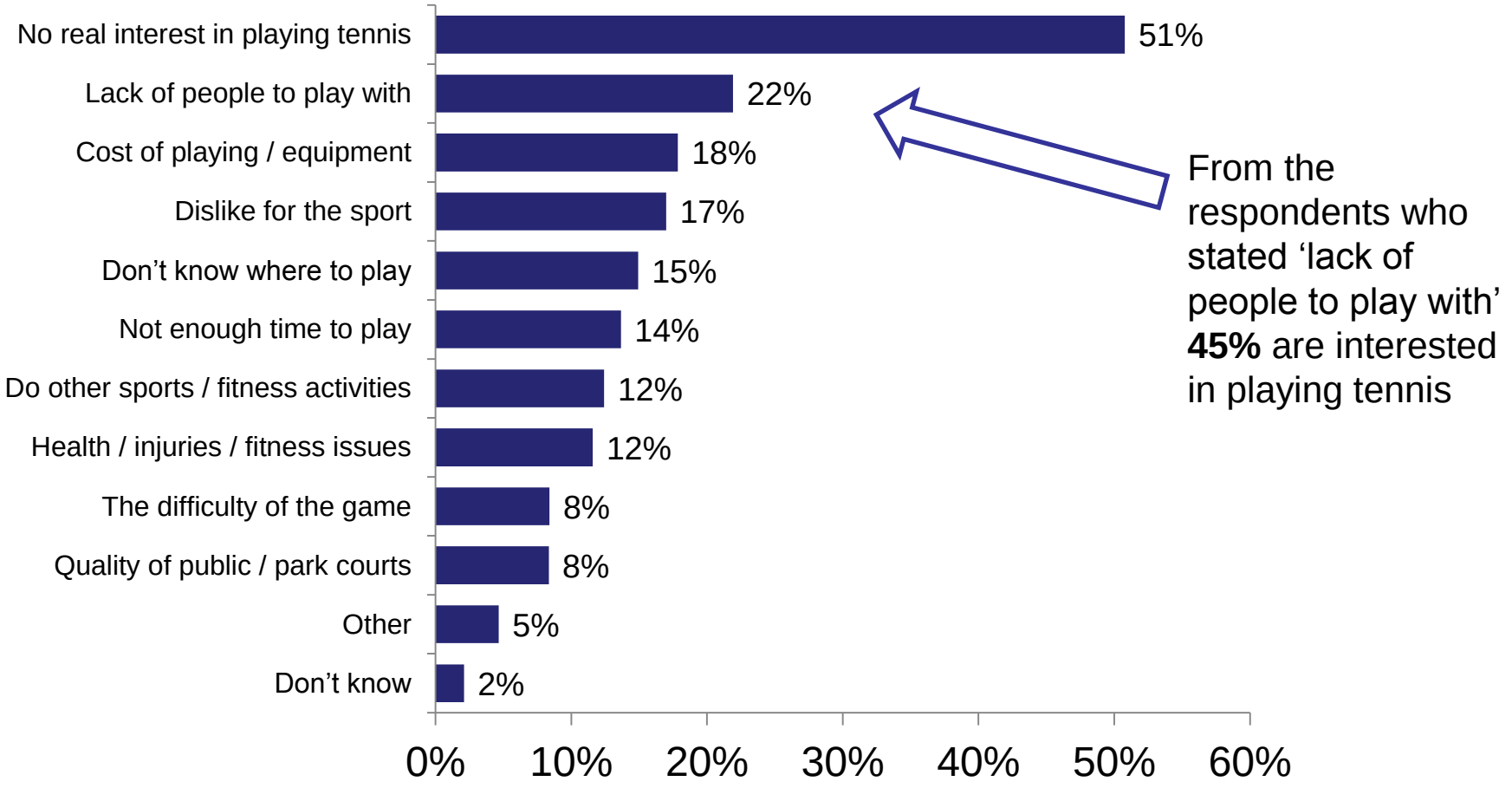


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Aside from no real interest, the lack of people to play with is an important reason for not playing tennis

For what reason do you not play tennis? (Base all who have not played in the last 12 months: 411)

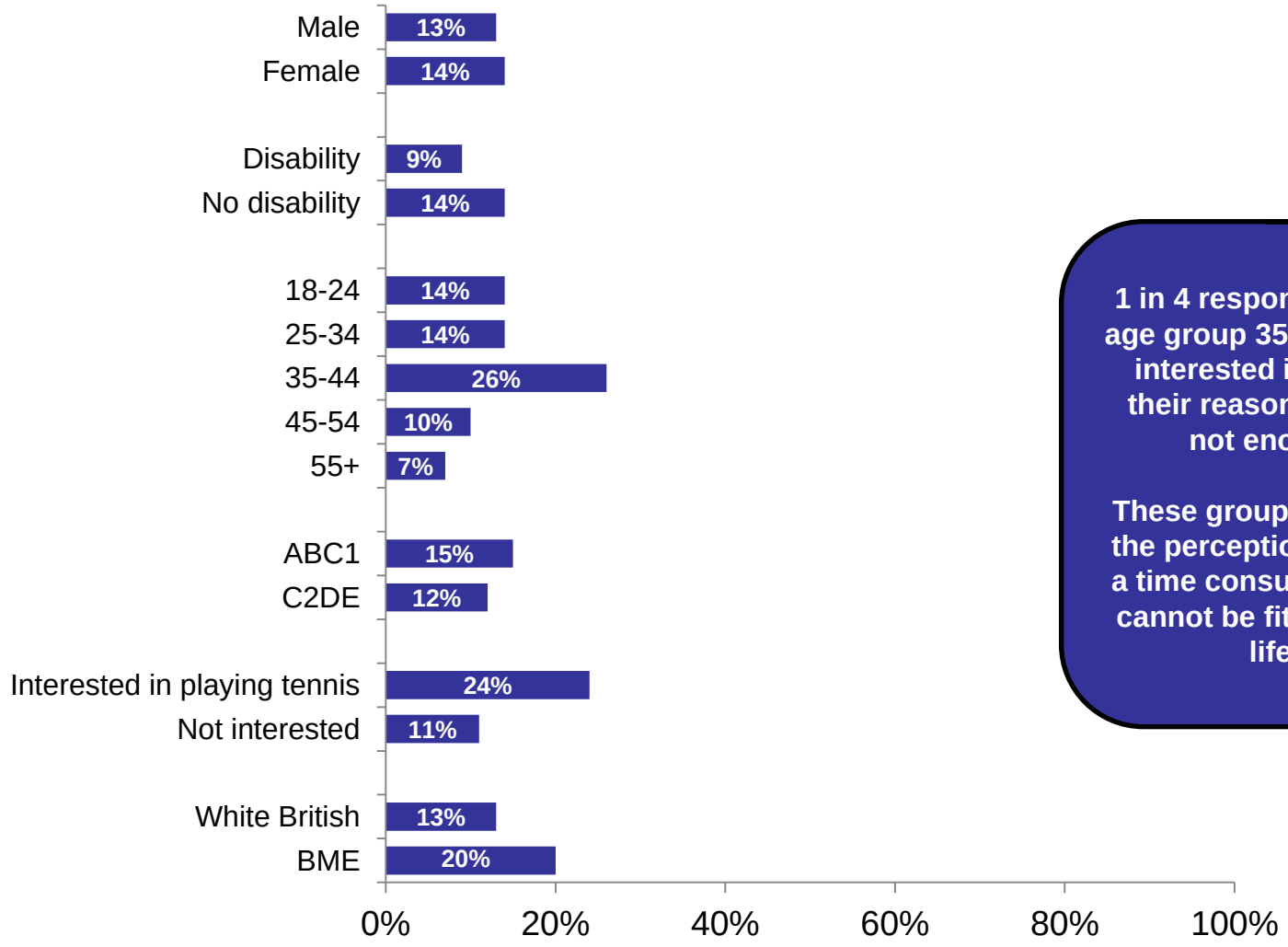




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Who says that they are too busy?

For what reason do you not play tennis? Not enough time to play (Base: 411)



1 in 4 respondents from the age group 35-44 and who are interested in tennis state their reason for playing is not enough time.

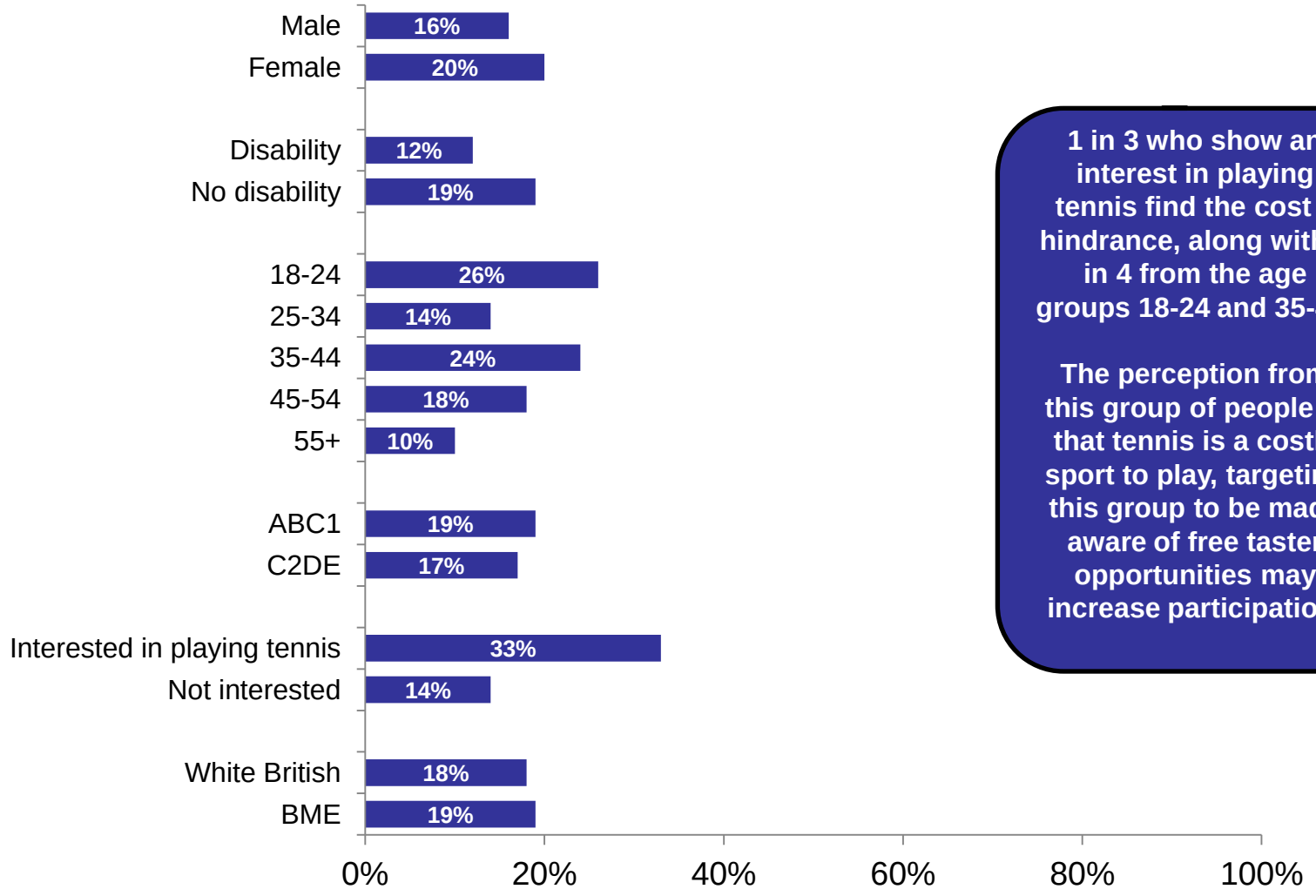
These group of people have the perception that tennis is a time consuming sport and cannot be fitted into a busy lifestyle.

Note: BME low base size

YouGov

Who says cost of playing?

For what reason do you not play tennis? Cost of playing/equipment (Base: 411)



1 in 3 who show an interest in playing tennis find the cost a hindrance, along with 1 in 4 from the age groups 18-24 and 35-44.

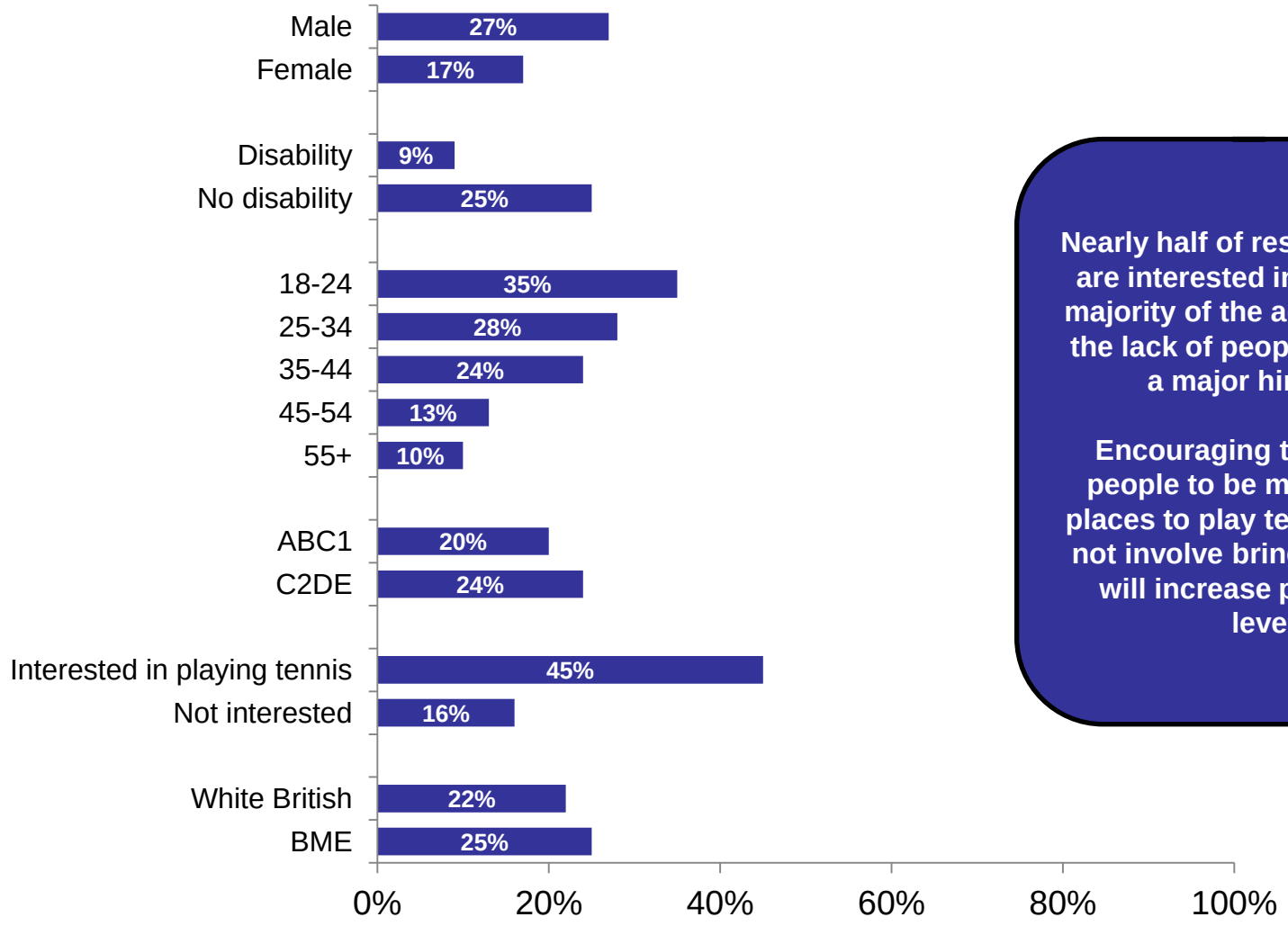
The perception from this group of people is that tennis is a costly sport to play, targeting this group to be made aware of free taster opportunities may increase participation.

Note: BME low base size

YouGov

Who says lack of people to play with?

For what reason do you not play tennis? Lack of people to play with (Base: 411)



Nearly half of respondents who are interested in tennis and a majority of the age groups find the lack of people to play with a major hindrance.

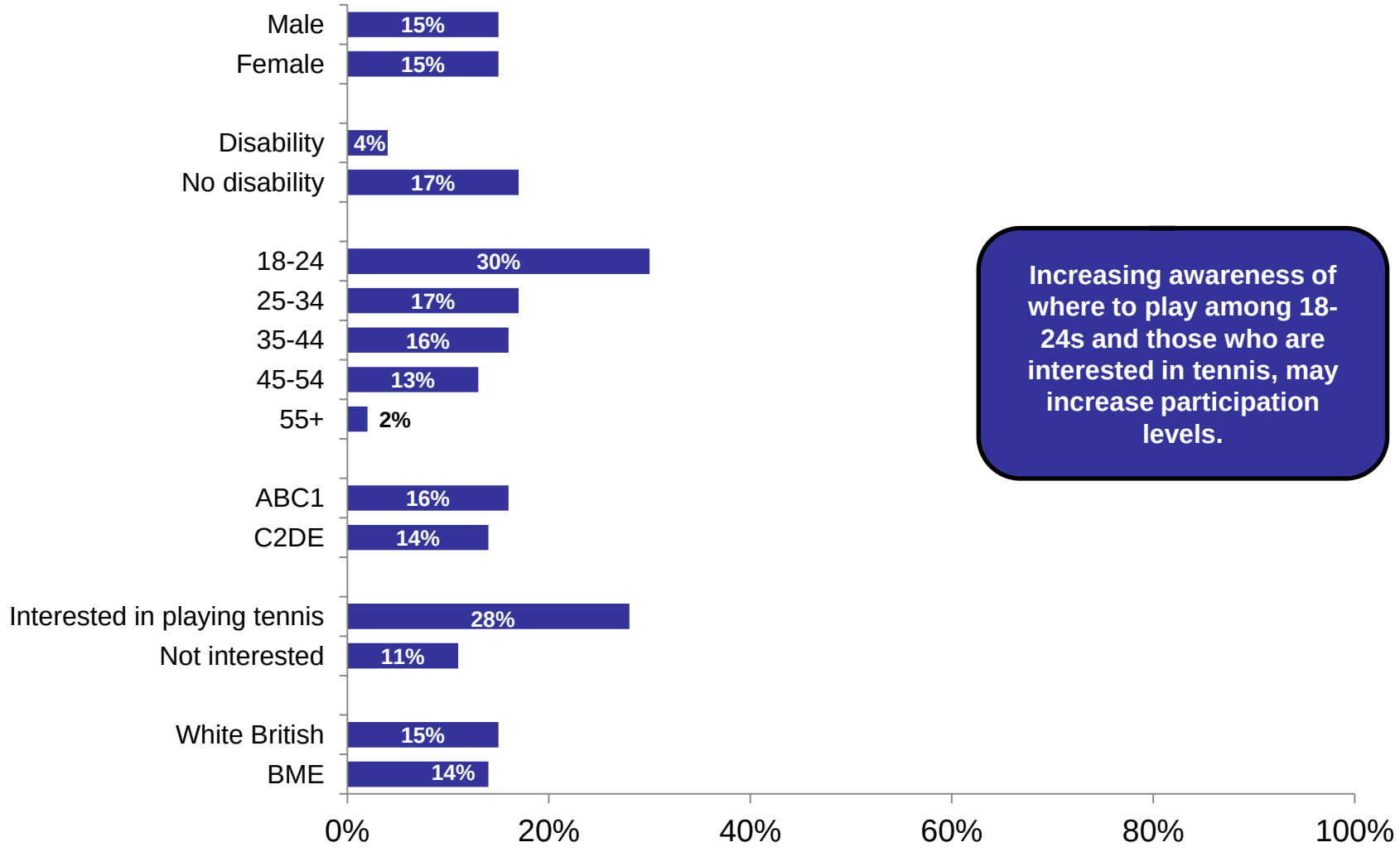
Encouraging this group of people to be made aware of places to play tennis that does not involve bringing a partner will increase participation levels.

Note: BME low base size

YouGov

Who says do not know where to play?

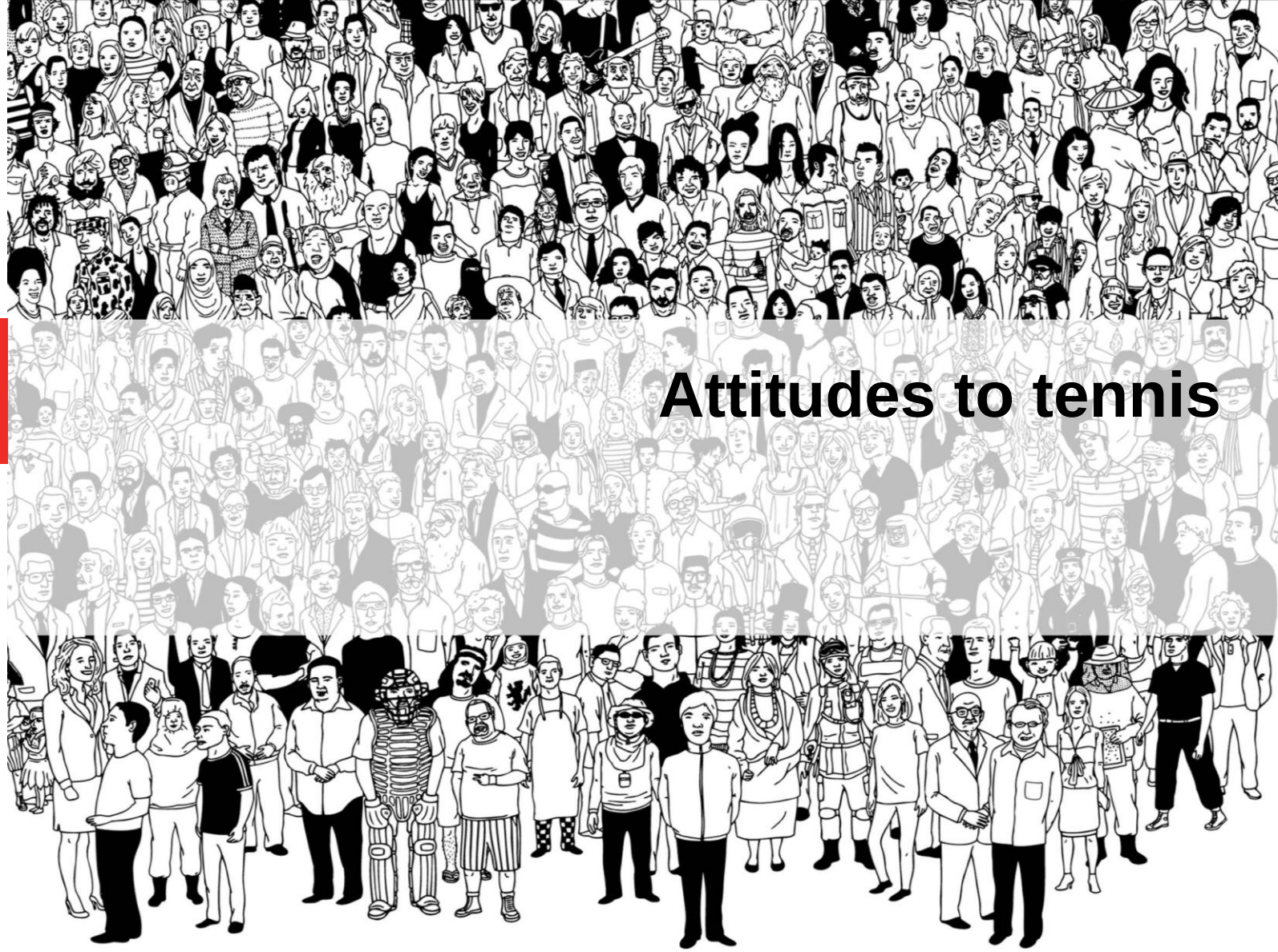
For what reason do you not play tennis? Don't know where to play (Base: 411)



Increasing awareness of where to play among 18-24s and those who are interested in tennis, may increase participation levels.

Note: BME low base size

YouGov

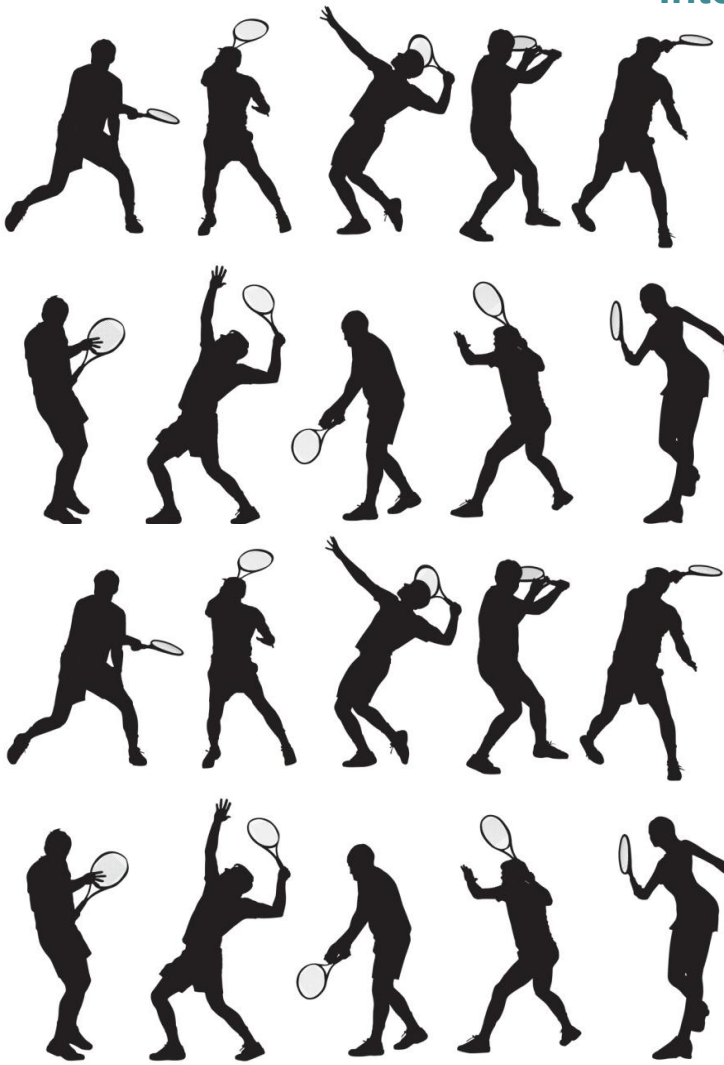


5

Attitudes to tennis

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1 in 4 who do not already play are interested in tennis

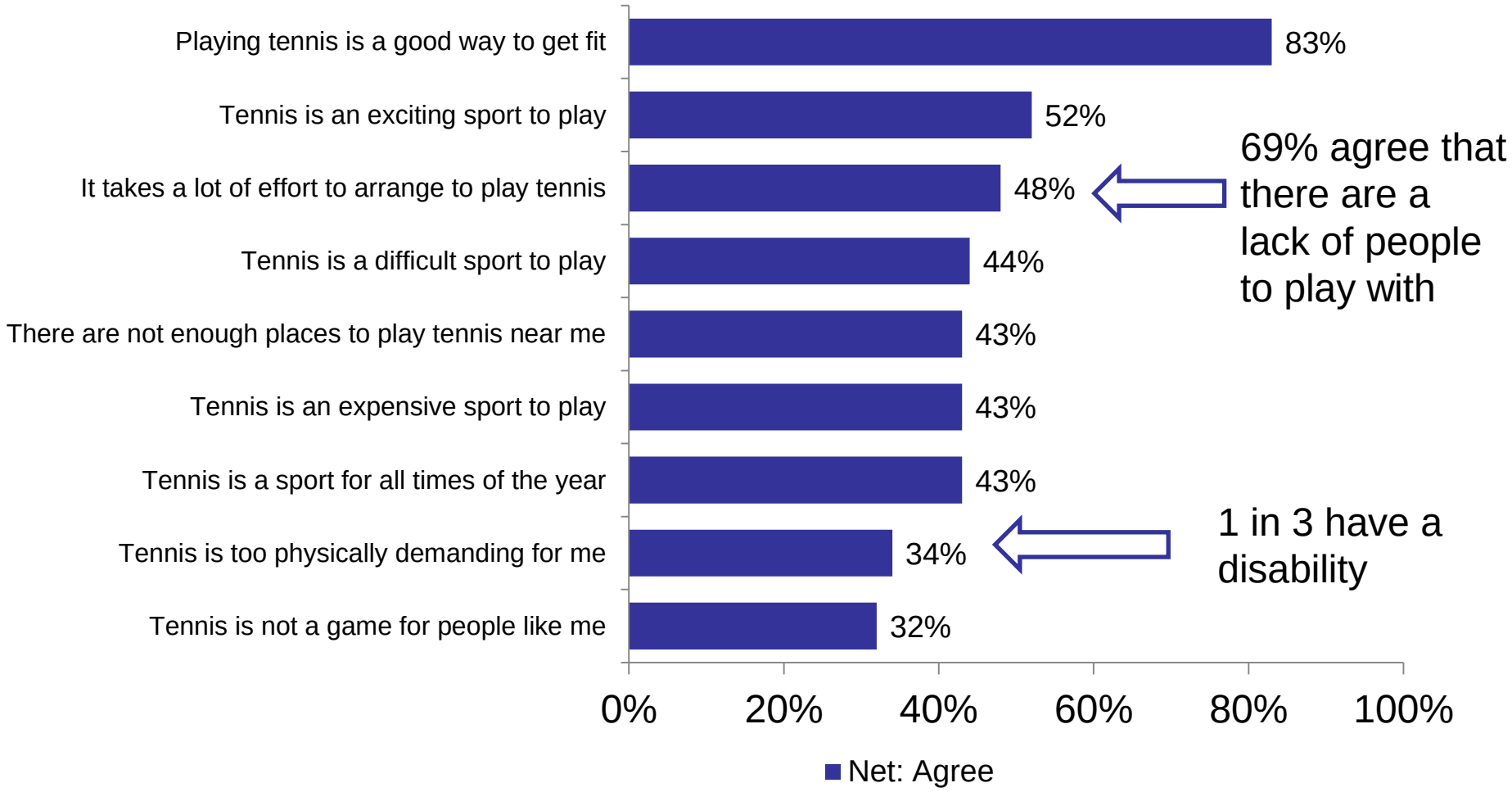


	Interest in playing tennis	Interest in playing more tennis
Very interested	4%	18%
Quite interested	17%	48%
Not very interested	26%	28%
Not at all interested	52%	3%

How interested are you in playing tennis? (Base all you have not played tennis in the last 12 months: 420) How interested are you in playing more tennis? (Base all who have played tennis in the last 12 months: 82)

Although a majority have a positive view of tennis as exciting and a good way of keeping fit, half of respondents find the sport a lot of effort to arrange. Advertising locally alternative ways to play tennis such as group coaching could increase participation among those who find it an effort to arrange.

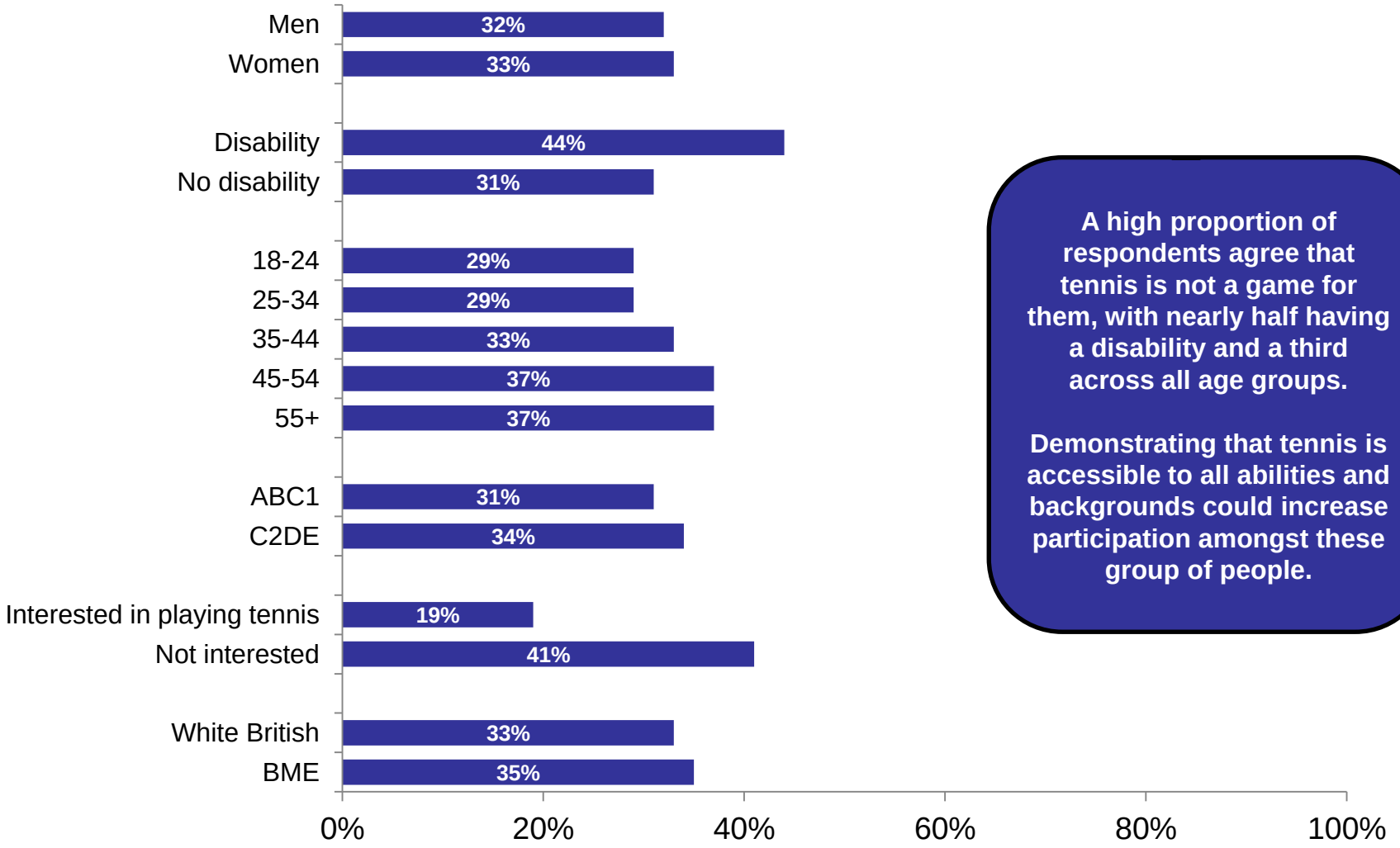




To what extent do you agree or disagree with the following statements about tennis? (Base all: 502)

YouGov

People who say tennis is not a game for people like me



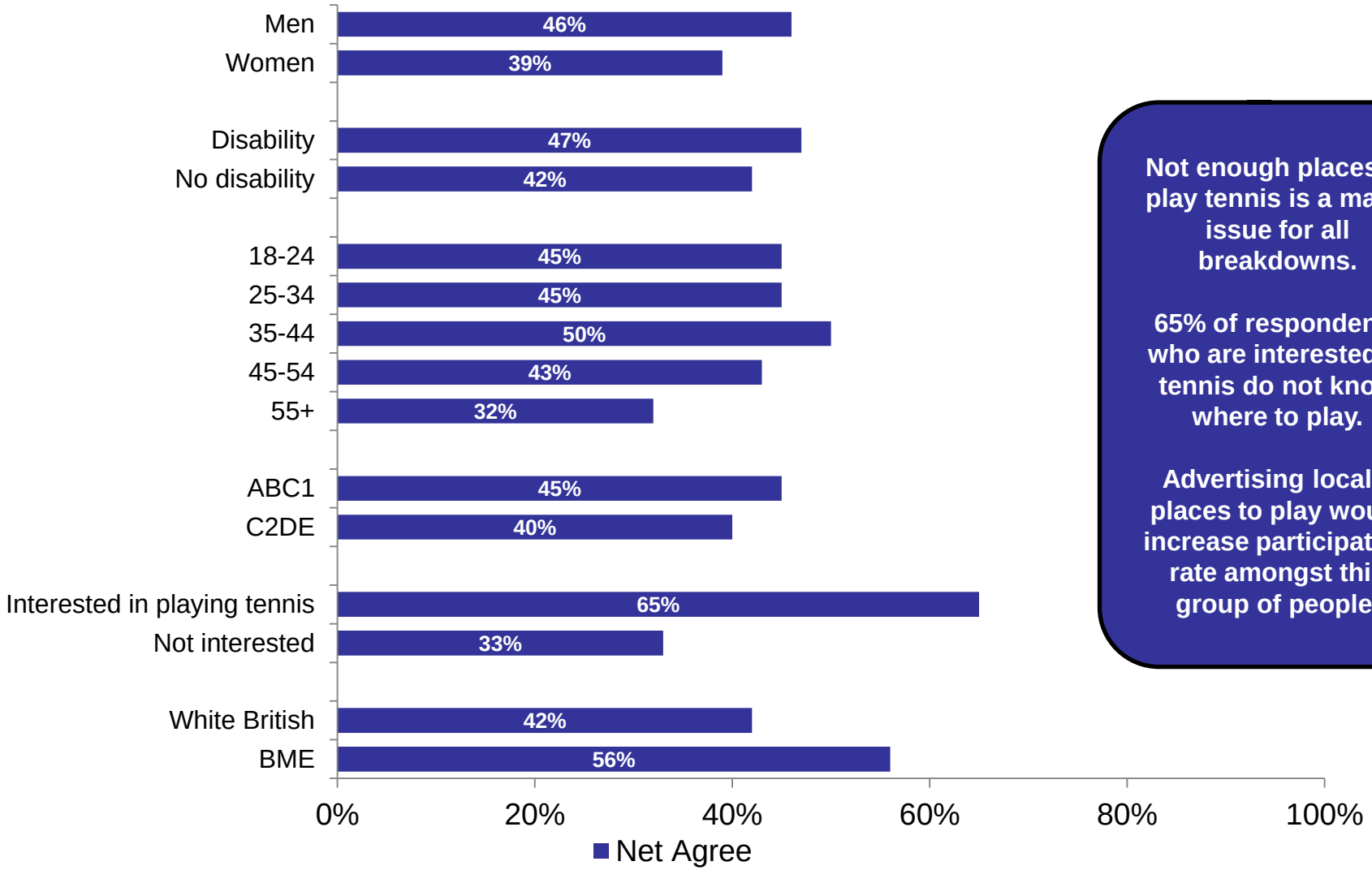
A high proportion of respondents agree that tennis is not a game for them, with nearly half having a disability and a third across all age groups.

Demonstrating that tennis is accessible to all abilities and backgrounds could increase participation amongst these group of people.

To what extent do you agree or disagree with the following statements about tennis? (Base all: 502)

YouGov

People who say there are not enough places to play tennis near me



Not enough places to play tennis is a major issue for all breakdowns.

65% of respondents who are interested in tennis do not know where to play.

Advertising locally places to play would increase participation rate amongst this group of people.

To what extent do you agree or disagree with the following statements about tennis? (Base all: 502)

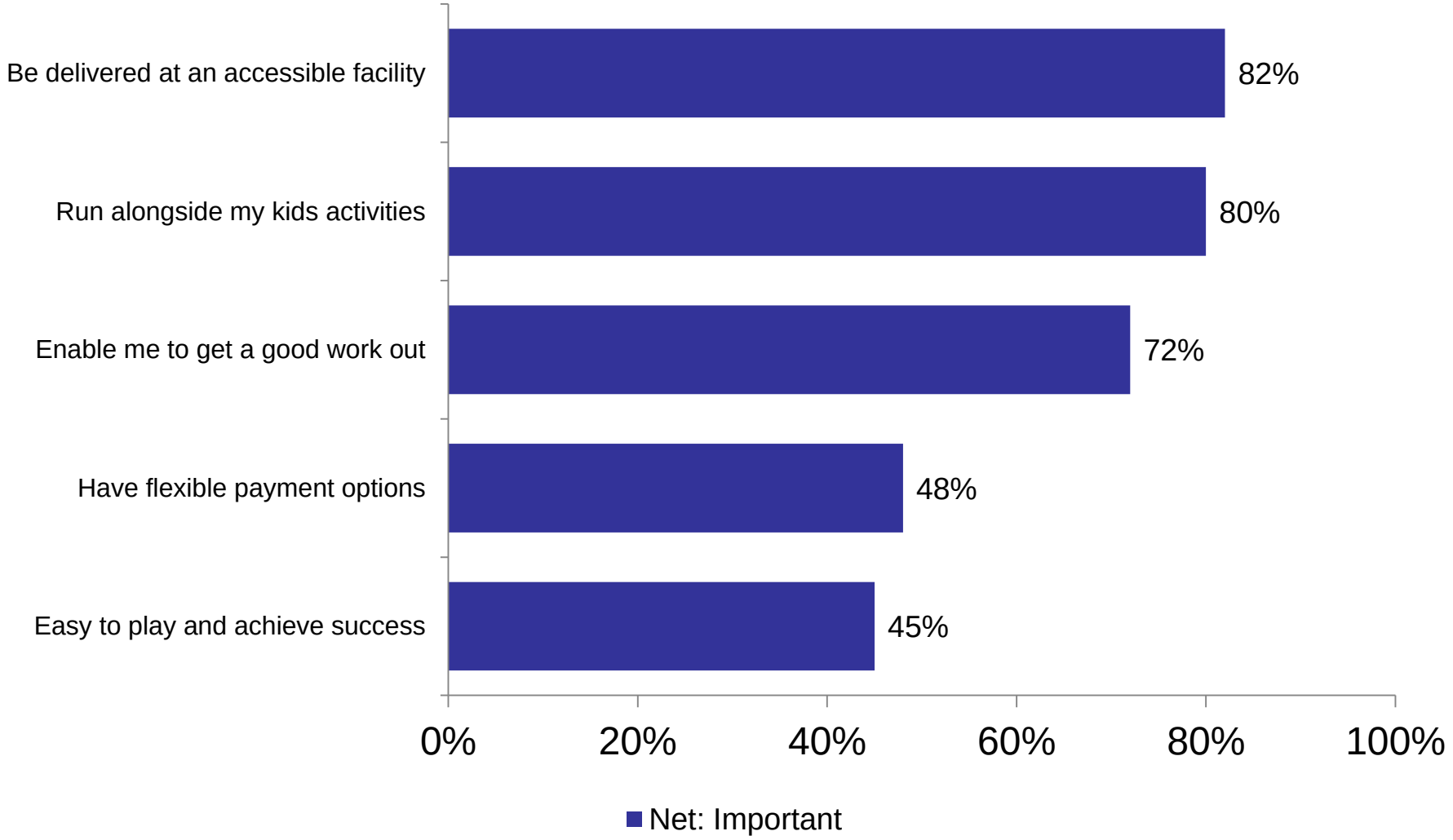
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6 Encouraging more to play

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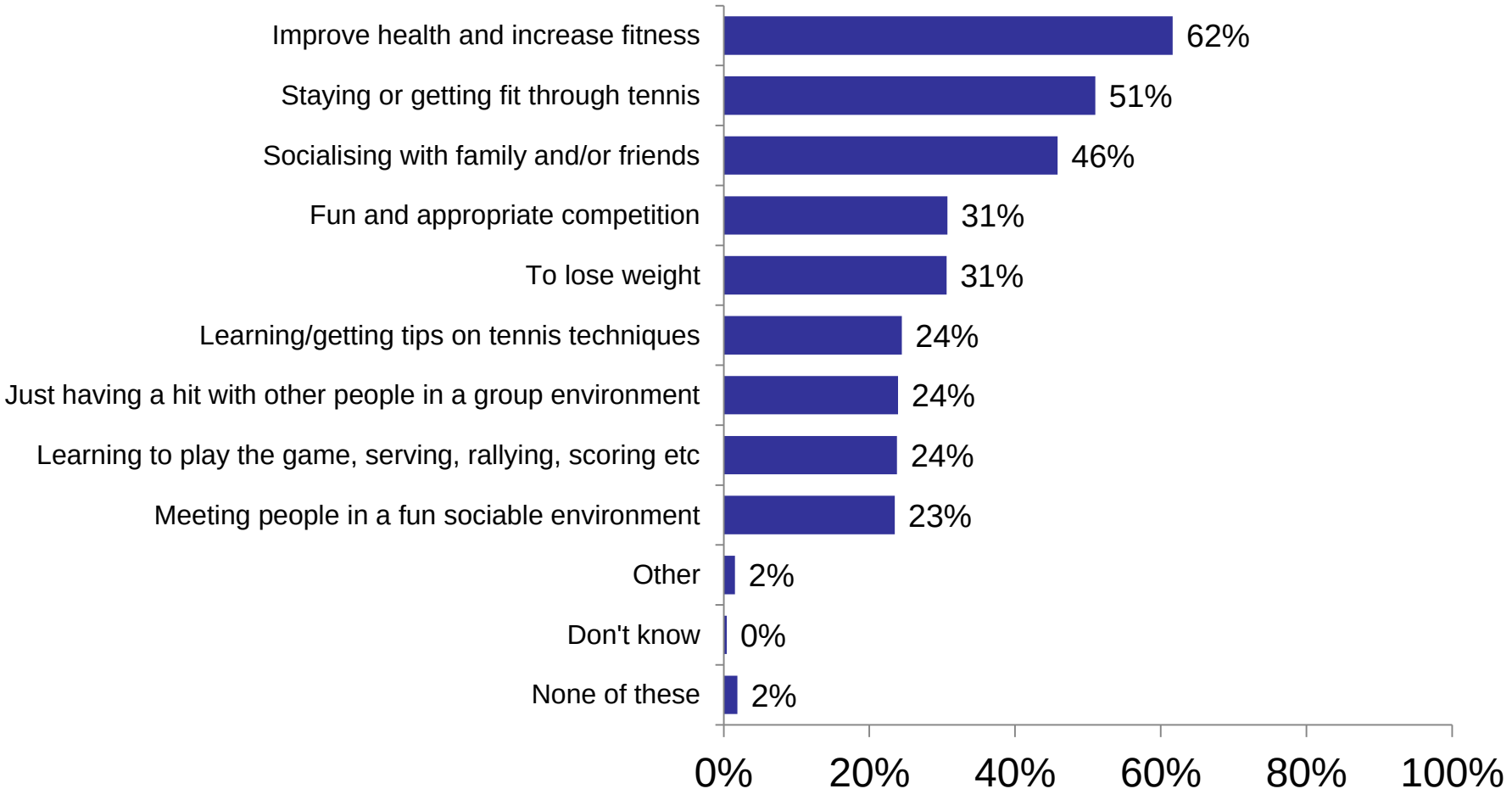
4 out of 5 state the importance of the facility being accessible and the flexibility of the sport to fit around their children's activities



How important are each of these factors in encouraging you to play tennis or more tennis if you already play? (Base all interested in playing tennis/playing more tennis:141)

YouGov

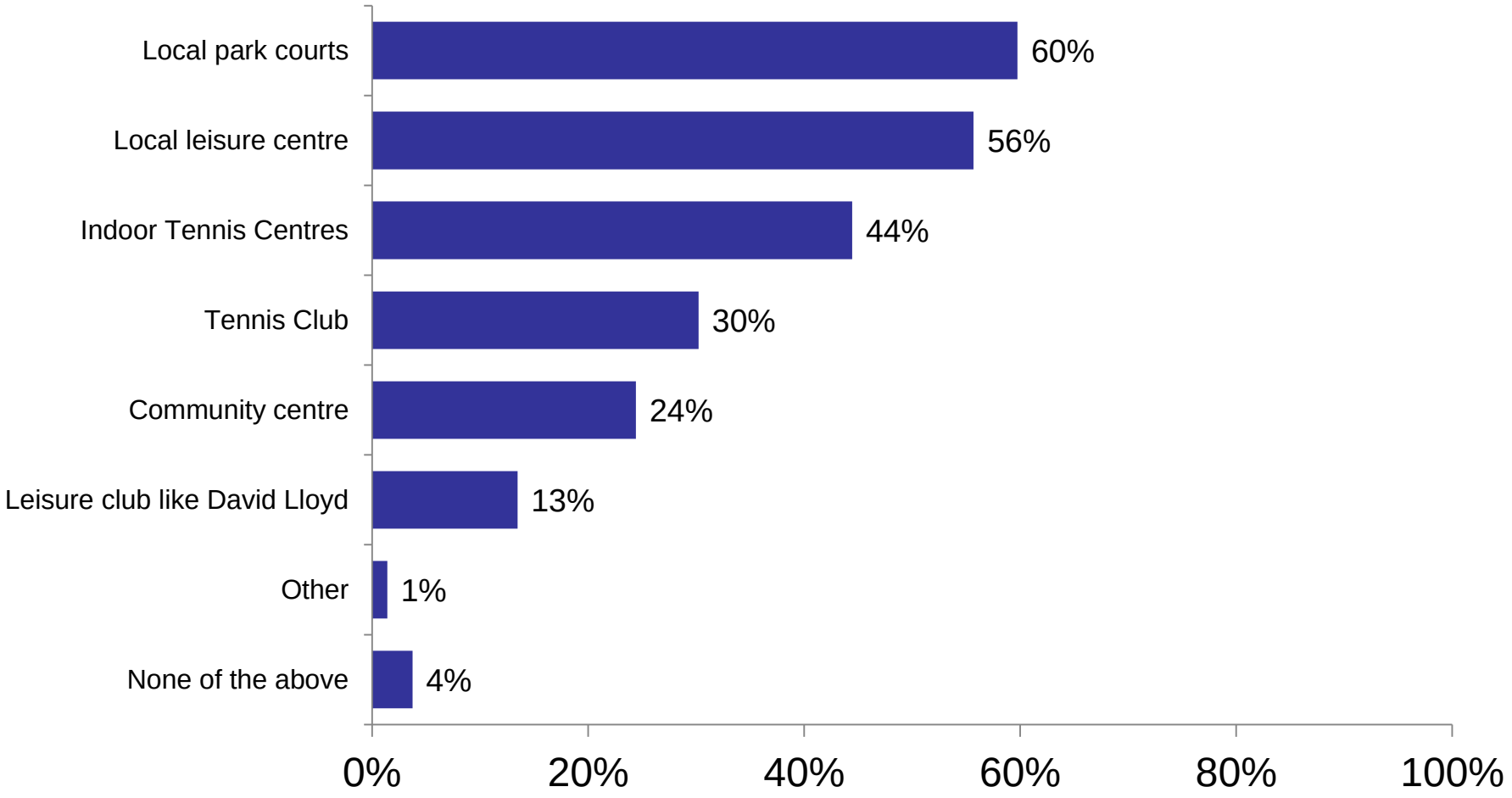
Improving health and keeping fit are the top two reasons for encouraging participation.



What are the important factors in encouraging you to take up tennis or play more often? (Base all interested in playing tennis/playing more tennis: 141)

YouGov

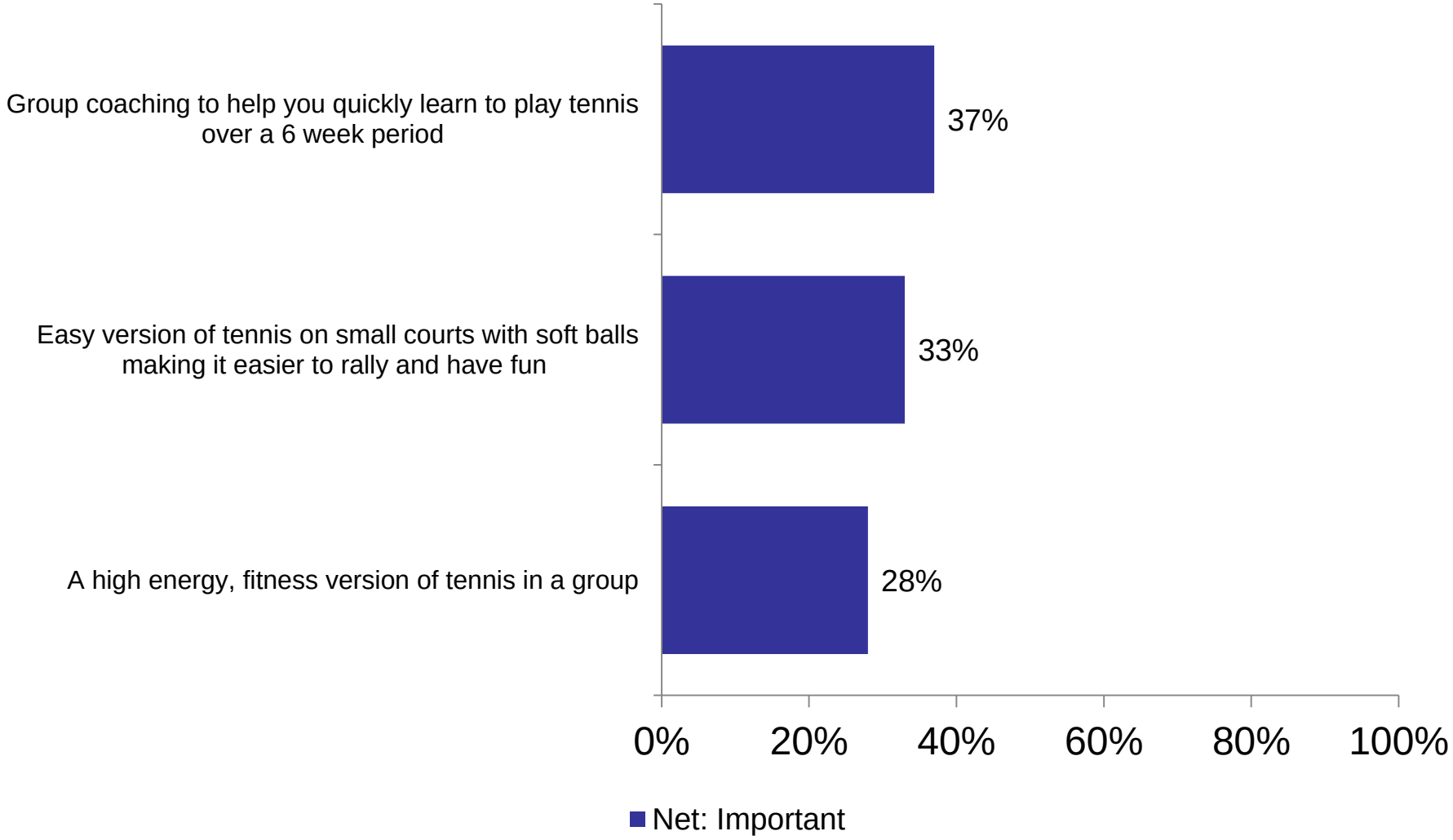
Parks and leisure centres are the most popular choices for getting involved in tennis



What type of facility would you be most likely to visit if you wanted to get involved in tennis?
(Base all interested in playing tennis: 87)

YouGov

1 in 3 state that to encourage tennis participation, opportunities to learn through group coaching and an easy version on a small court are important.

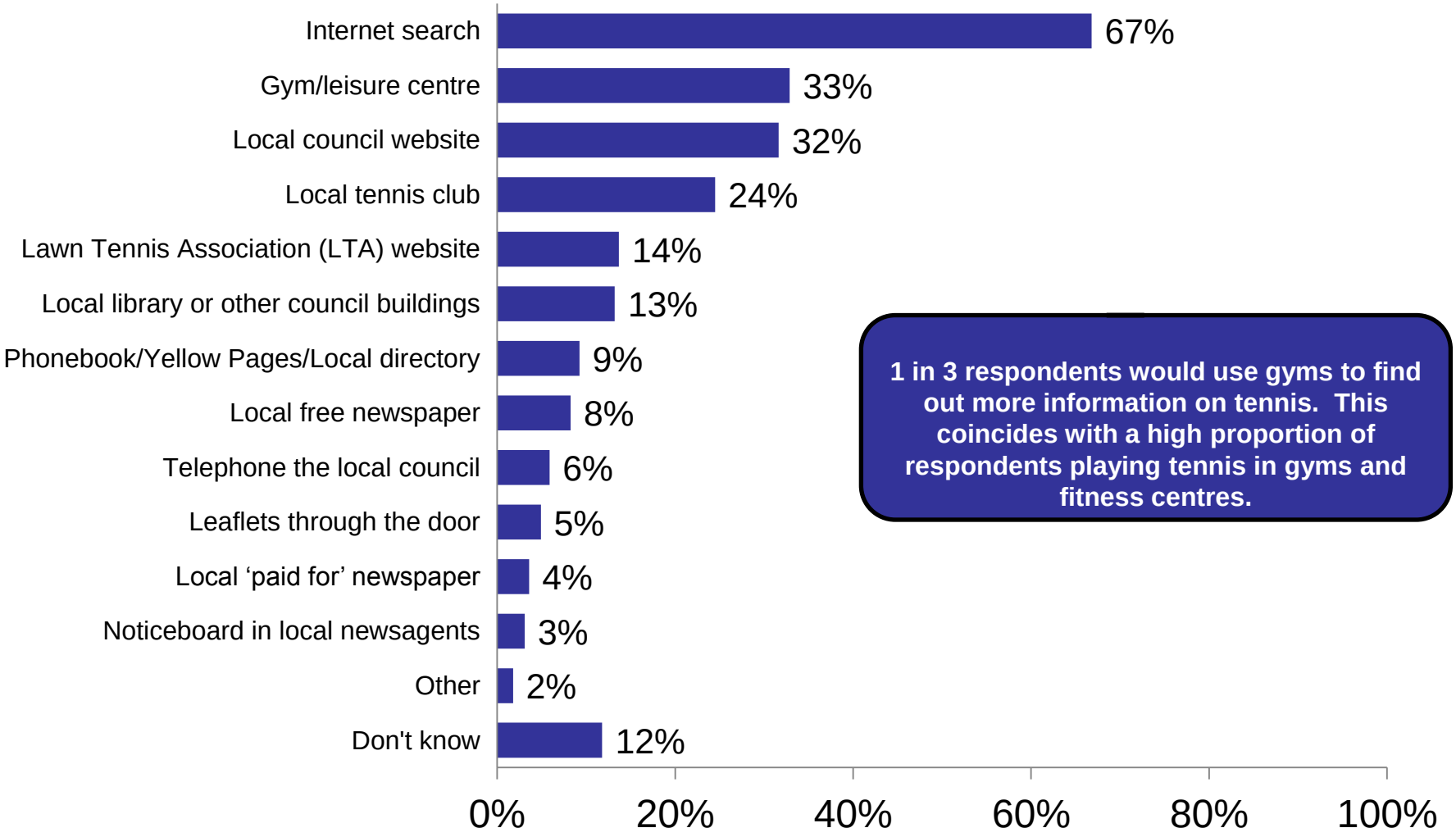


How important might each of the following be in encouraging you to play tennis or play more tennis? (Base all interested in playing tennis/playing more tennis: 141)

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Channels for raising awareness

If you were interested in playing tennis where would you go to look for more information? (Base all: 502)



1 in 3 respondents would use gyms to find out more information on tennis. This coincides with a high proportion of respondents playing tennis in gyms and fitness centres.

What could encourage people to play tennis?

What do you think would encourage more people of all ages and backgrounds in your local area to play Tennis? (Base all: 502)



Cheaper to play, someone monitoring the courts as kids are always breaking bottles or messing around on them, so you wouldn't want to or feel safe playing. Hire of equipment, posters advertising it and maybe giving special offers.

Great knowledge of places that provide tennis facilities and cheaper prices or discounts.

Free membership / coaching for under 18s; outreach to ethnic minority communities; family membership; better publicity in eg public libraries, medical centres, schools.

Bringing back the Pre - Wimbledon men's tournament to Nottingham.

More indoor facilities and courts where people just wishing to have a knock around friendly practice can go without feeling inadequate.

Cheap facilities and good, accessible lessons for a variety of abilities.

Information on how and where you can play, beginners classes and open days where you can try it out for free to see if you like it.

More outreach into inner city communities. Direct contact with ethnic minority communities. Liaison with local schools and youth club in my area (The Meadows).

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7

Where to play



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Nearest place to play tennis

Can you name the nearest place to your home where you can play tennis





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Where to play and how much does it cost?





Public tennis court

48% know where the nearest one is. How far? 2.5 miles

27% know how to go about booking a public court

57% were able to say how much they thought it costs to hire for 1 hour : £11.61

Willing to pay £5.56



Tennis club

46% know where the nearest one is. How far? 3.14 miles

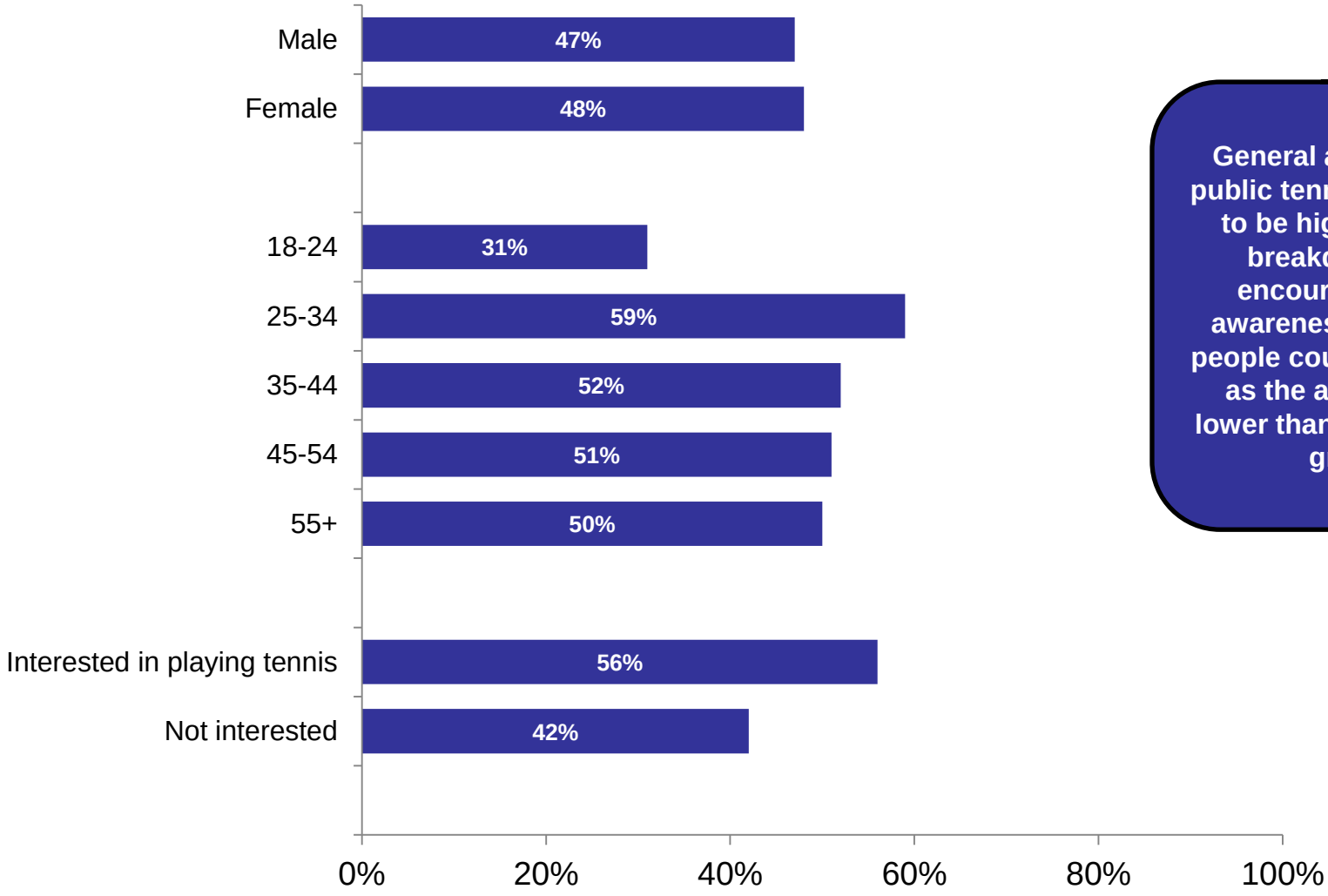
25% know how to become a member of the club

48% were able to say how much they thought the cost of membership was a month: £42.91

Willing to pay £14.29

Who knows where their nearest public courts are?

Do you know where your nearest public tennis courts are? (Base all:502)



General awareness of public tennis courts tend to be high across all breakdowns. To encourage further awareness, the young people could be targeted as the awareness is lower than the other age groups

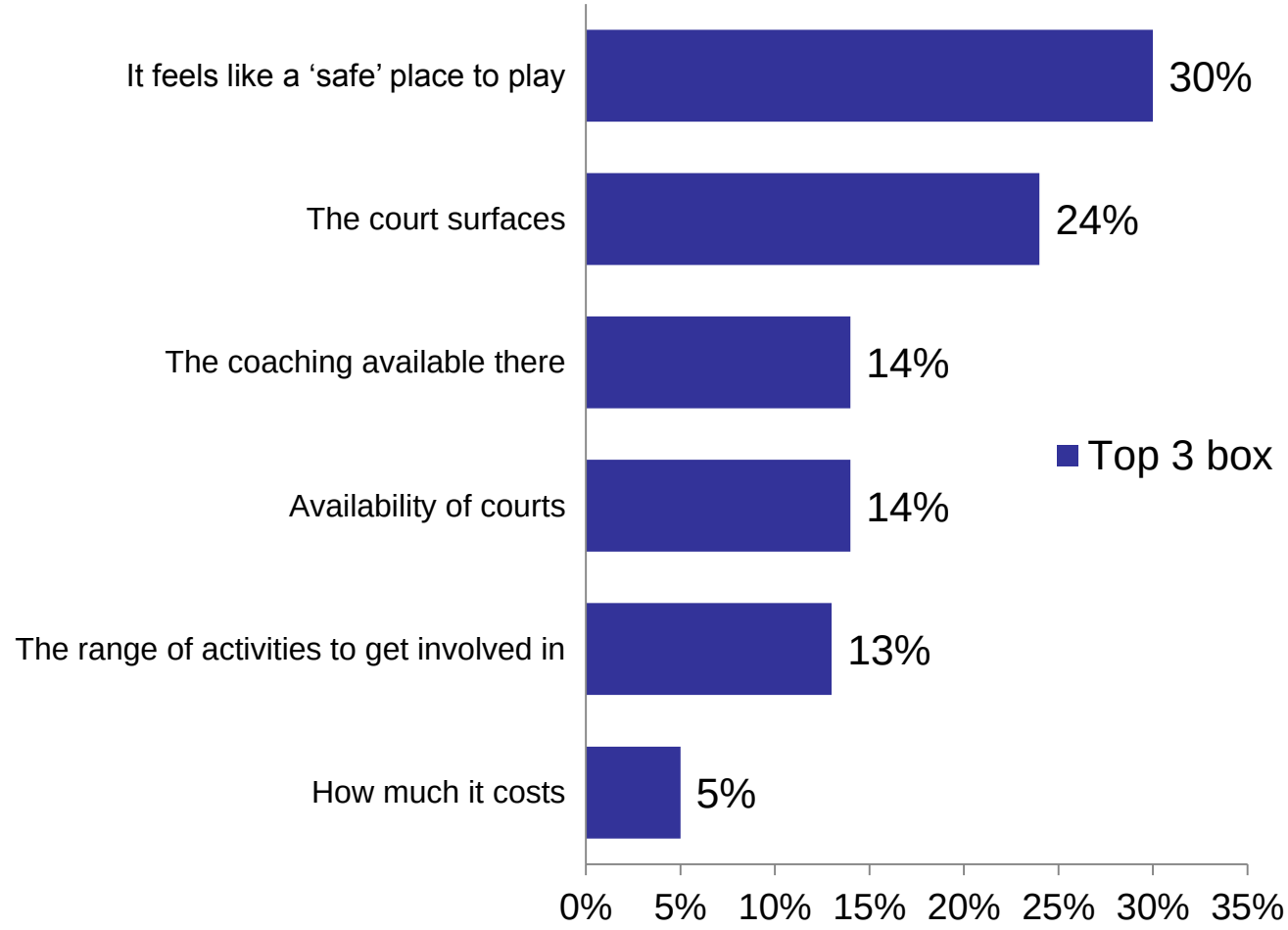
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Awareness and usage/perception of City of Nottingham Tennis Centre

55% are aware of City of Nottingham Tennis Centre

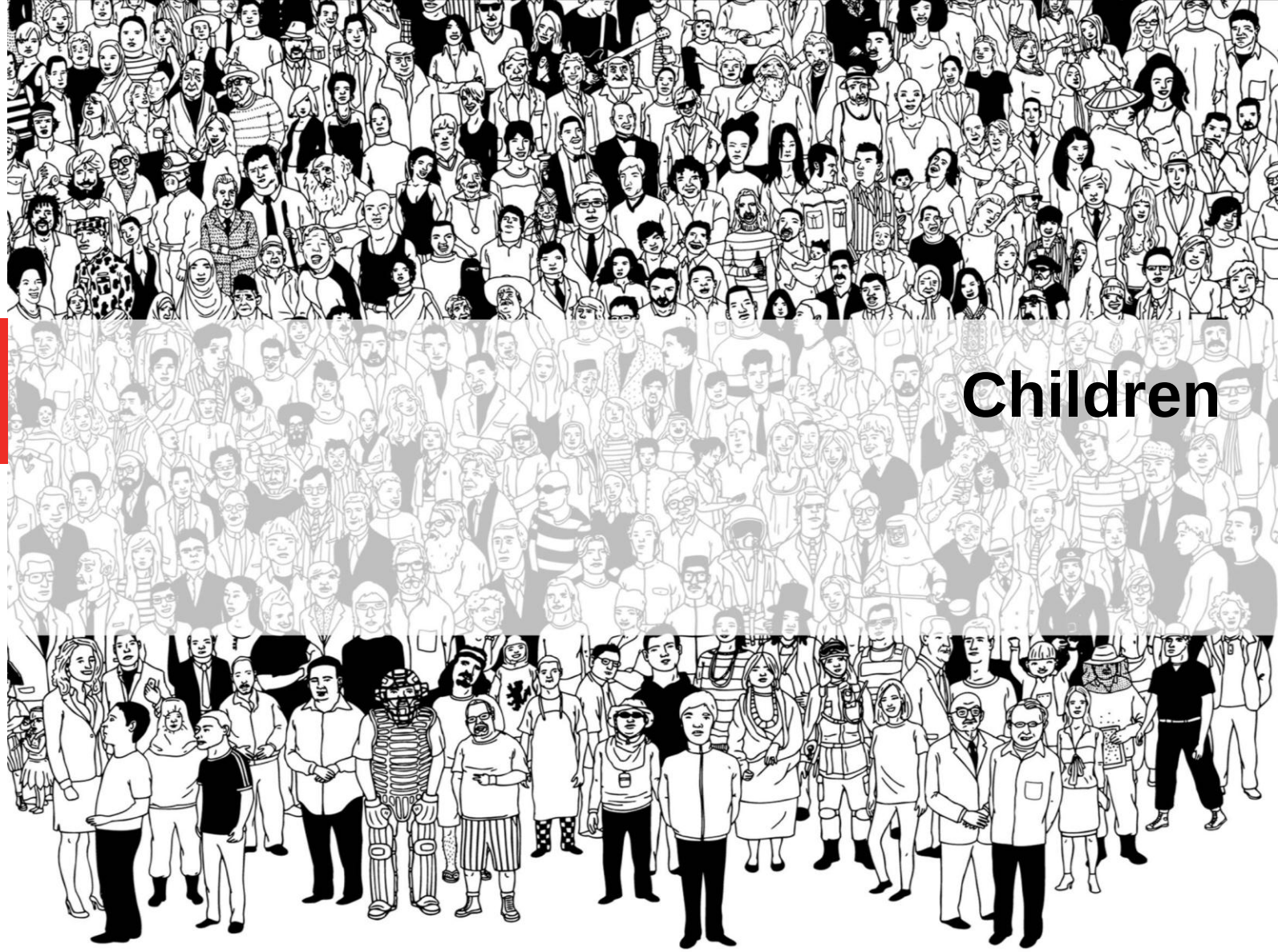
17% have played tennis there

36% have visited the centre



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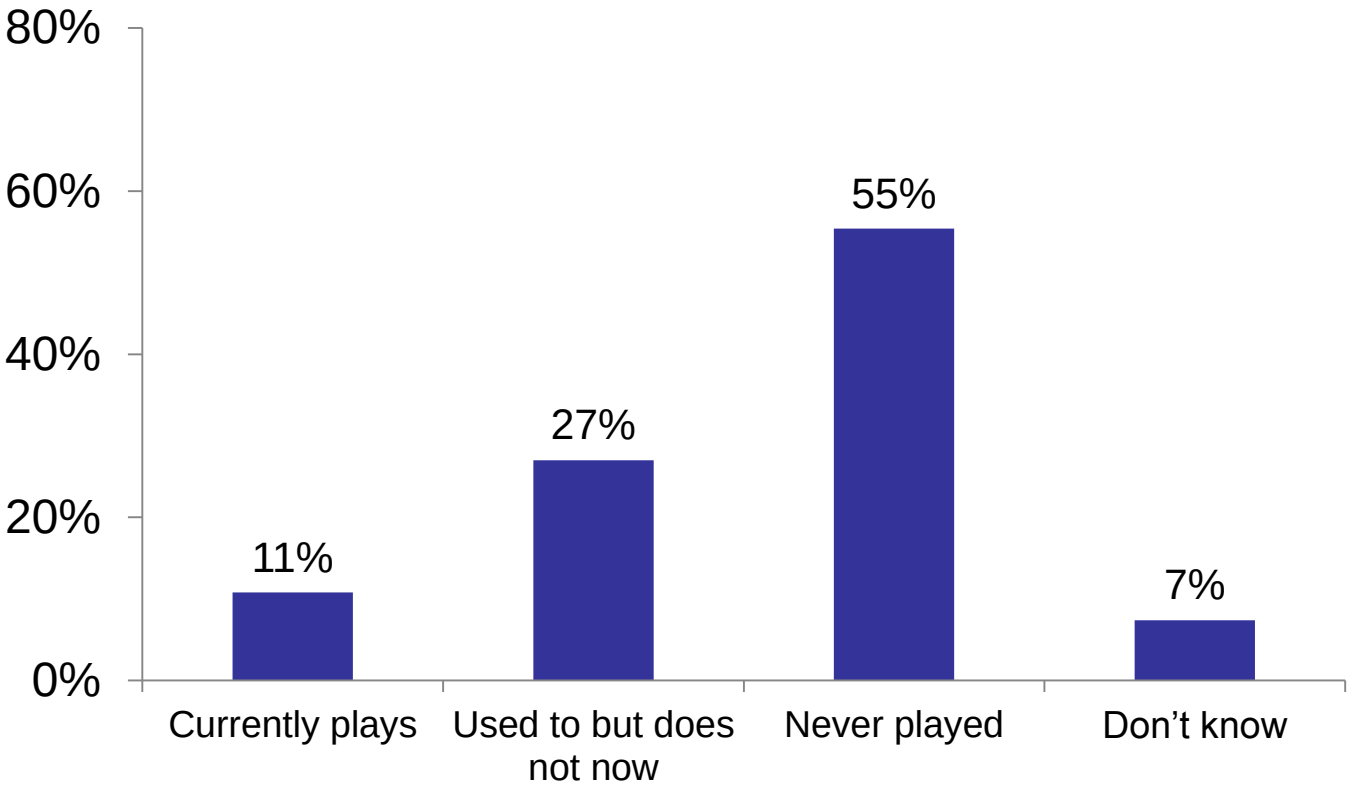
8



Children

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1 in 4 children use to play tennis but not anymore - as this group have already shown an interest in tennis, participation in tennis could be easily encouraged.

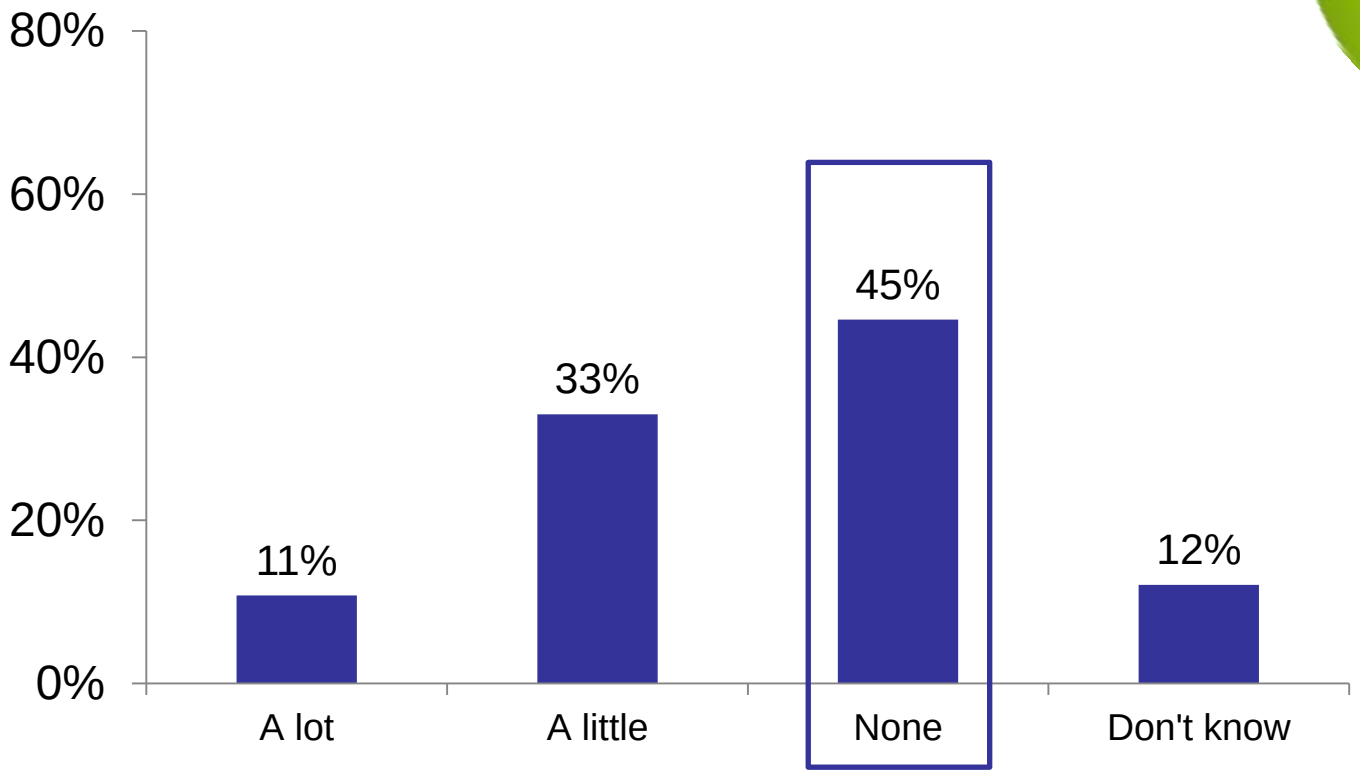


Has your child(ren) ever played tennis? (Base all you have children: 148)

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Nearly half of children have no opportunity to play tennis with the same proportion having either a little or a lot..

57% of parents would play tennis with their child(ren) if there was a local scheme being offered



How much opportunity does your child(ren) have to play tennis at school/college? (Base all you have children: 148)

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