

# Voice of participant survey - Report

Tennis New Zealand

July 2020

# Introduction

## What this report covers

This report looks at the experiences of Tennis club members in 2020 and how this compares with previous results in 2019, and with the 10 sports that took part for the year 2019/20 (see page 76). For more information about the background and objectives of the VOP Programme and this research please refer to the '[Background, Objectives and Approach](#)' section.

Almost 4700 Tennis members had the opportunity to participate. Typically, adults aged 16+ complete the questionnaire themselves ('players') and parents/guardians ('parents') complete the questionnaire for children under the age of 16, on behalf of their child. The proportion of player and parent respondents in 2020 is 92% player and 8% parents.

The survey fieldwork period was 1 April to 1 May 2020 and asks about their experience over the most recent Summer season. Due to Covid-19, New Zealand entered Alert level 4 lockdown on 25 March 2020 and Alert level 3 on the 27 April 2020. At both these levels all sport was disrupted and so for some sports their season may have been incomplete.

## Interpreting satisfaction scores

When level of satisfaction is referenced in the report (i.e. the percentage who are 'more than satisfied'), the top two results ('very satisfied' or 'extremely satisfied') of a positively skewed satisfaction scale are used (shown below).



Positively skewed scales are used because the neutral ratings are divided between dissatisfaction and satisfaction (as opposed to a neutral mid-point in a 'balanced' scale). This gives the opportunity for some of the 'very satisfied' to be 'delighted', allowing for more variation/ greater discrimination compared with a balanced scale.

## Statistical significance

Statistically significant differences are highlighted or commented on in this report. Where no highlighting has been used (or no commentary about a sub-group included), it may safely be assumed that differences are not statistically significant, or they are not pertinent.

We are 95% confident results are not just normal expected variances that result from talking to a different sample within the same population.

In simple terms, this means that a minimum of nineteen times out of twenty the results in this report will be a very accurate reflection of the average for all Tennis club members in New Zealand.

Statistical significance is reported in the following ways:

- ▲ / ▼ The result is significantly higher/ lower than the Total Tennis 2019
- / □ The Total Tennis 2020 result is significantly higher/ lower than the total for All Sports 2019/20

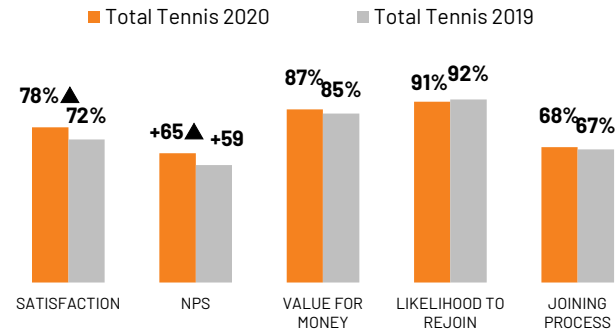
# Snapshot of participant's experiences

## Sample overview

**2020** participants: n= 2,004  
 n= 1,837 players (92%) ▼  
 n= 167 parents (8%)

**2019** participants: n=1,251  
 n= 1,219 players (97%)  
 n= 32 parents (3%)

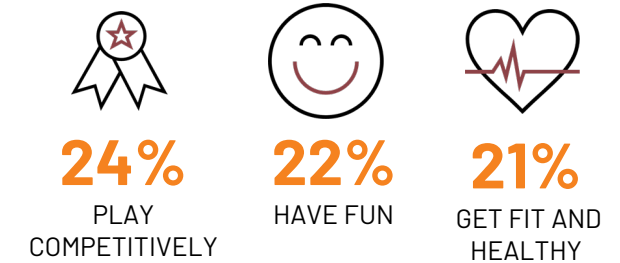
## Key metrics



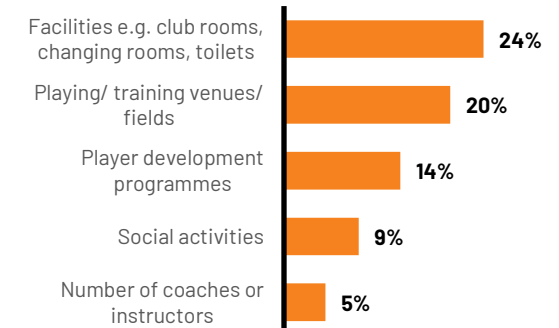
## Most important drivers

- 1** Value for money  
87% very/extremely satisfied
- 2** The social environment at the club  
77% very/extremely satisfied
- 3** Fostering a sense of pride in my club  
76% very/extremely satisfied

## Reasons for belonging (top 3)



## One aspect you would improve (if fees increased)



# Executive summary

## Key metrics

**Satisfaction:** Overall, Tennis respondents' satisfaction with their club experience has significantly improved from 2019 (78% vs. 72%).

**NPS:** As with satisfaction, Tennis' NPS score (promoters-detractors) has improved significantly since 2019 (+65 vs. +59). The higher this score, the more likely members are to recommend their club to another person.

**Value for money:** Perceived value for money is on par with 2019 but significantly higher than the All Sports 2019/20 result (87% vs. 77%).

**Likelihood to rejoin:** Almost all (91%) Tennis respondents remain likely/very likely to re-join their club next season – significantly more than the All Sports 2019/20 result (91% vs. 85%).

**Joining process:** The satisfaction for the overall process of joining a club is on par with 2019 and just slightly higher than All Sports 2019/20 – the only key metric not to be significantly higher.

## Drivers of experience

Overall, Tennis scores highly across all the drivers of experience, with results ranging from 62% – 87% very/extremely satisfied. Satisfaction with all drivers are significantly higher than the All Sports 2019/20 results.

Compared with 2019, Tennis respondents gave higher ratings to all drivers of experience.

*The social environment at the club and fostering a sense of pride in my club* are second and third in level of importance (relationship with likelihood to recommend to another person) but sit ninth and tenth in terms of satisfaction, and therefore should be priorities for improvement.

## Club environment and gender equality

Respondents are positive about their club environment. Three aspects of club environment have significantly higher levels of agreement compared with All Sports 2019/20:

- My coach has an emphasis on fun and enjoyment
- My club has an emphasis on fun and enjoyment
- My club provides a supportive and encouraging environment.

There are high levels (89% to 95%) of agreement for all statements around gender equality at Tennis clubs. All are significantly higher compared with the results for All Sports 2019/20. Females have significantly lower levels of agreement than males for:

- There are appropriate programmes/ opportunities in place for women and girls at my club (86% vs. 92% males)
- My club treats all people equally regardless of gender (91% vs. 97% males).

# Executive summary

## Sideline behaviour / competition structure

Half (52%) of Tennis respondents have never witnessed or experienced inappropriate sideline behaviour.

Compared with the All Sports 2019/20 result, Tennis respondents were significantly less likely to have experienced inappropriate behaviour at least occasionally (16% vs. 32%).

## Demographic differences

**Ethnicity:** Those of **Asian or Indian** ethnicity have significantly lower results across the key metrics of satisfaction, recommendation, value for money and retention. Results for NPS and retention are significantly lower compared with 2019.

**Gender: Females** are significantly more likely than males to recommend their club (NPS of +68 vs. +62).

**Age: Older adults (35+)** are more satisfied than other age groups in all key metrics, particularly NPS. A significantly higher proportion of older adults are satisfied, have a higher NPS, and value for money results, compared with 2019.

All other age groups have significantly lower NPS scores. **5-12-year olds** are significantly less likely to re-join and **young adults** (19-34 years) are significantly less likely to perceive value for money.

**Disability:** The base size for those with a disability is too small to identify significant differences.

## Differences across regions

Respondents from **Tennis Northern** are less satisfied for all key metrics and significantly less satisfied with the NPS, value for money and retention compared with Total Tennis 2020.

Respondents from **Tennis Southern** and **Tennis Waikato-Bays** have a significantly higher NPS compared with the 2020 result.

**Tennis Auckland** has made improvements since 2019 with results for all key metrics increasing, including significant increases in satisfaction, NPS and perceived value for money.

# Key results

# Key metrics summary

Overall, how is Tennis NZ performing?

| Satisfaction |                     | NPS  |                     | Likelihood to rejoin |                     | Value for money |                     | Joining process <sup>^</sup> |                     |
|--------------|---------------------|------|---------------------|----------------------|---------------------|-----------------|---------------------|------------------------------|---------------------|
| 78%▲         |                     | +65▲ |                     | 91%                  |                     | 87%             |                     | 68%                          |                     |
| 2019         | All Sports 2019/ 20 | 2019 | All Sports 2019/ 20 | 2019                 | All Sports 2019/ 20 | 2019            | All Sports 2019/ 20 | 2019                         | All Sports 2019/ 20 |
| 72%          | 67%                 | +59  | +47                 | 92%                  | 85%                 | 85%             | 77%                 | 67%                          | 61%                 |

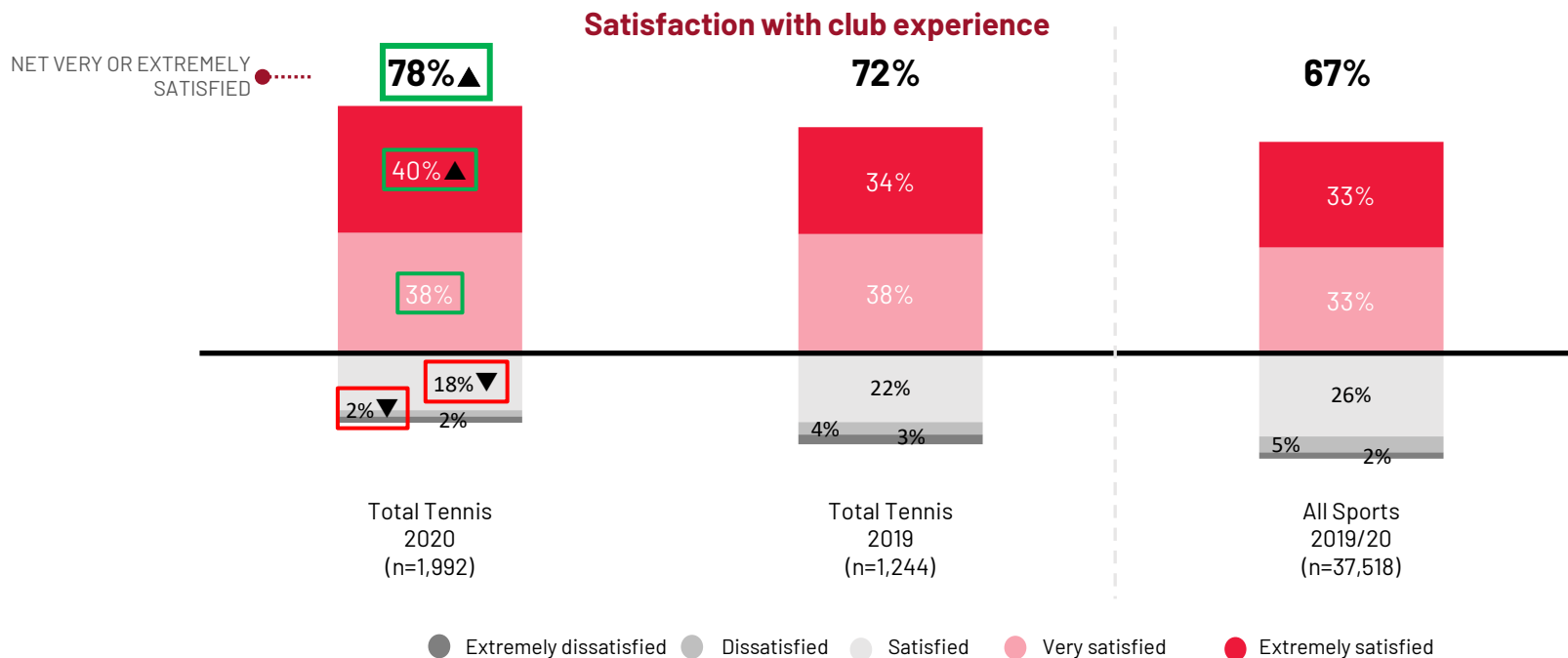
Base: Q6/Q7/Q11 All Respondents (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say), Q20 New Members (Excluding Don't know/ Can't say)  
 Total Tennis/All Sports 2019/20: Q6 (n= 1,992/ 37,518)/ Q7 (n=2,000/ 37,234)/ Q11 (n=1,962/ 36,779)/ Q9 (n=1,904/ 35,107)/ Q20 R6 (n=188/ 8,538)

▲▼ Significantly higher/lower than Total Tennis 2019

□□ Significantly higher/lower than All Sports 2019/20

# Almost eight in ten members are more than satisfied with their Tennis experience

Tennis respondents are more positive about their overall experience compared with 2019 (78% vs. 72%). This is highlighted by a significantly higher result for extremely satisfied (40% vs. 34%) and a lower result for dissatisfied or extremely dissatisfied (4% vs. 7%).



## Those significantly more likely to be more than satisfied are:

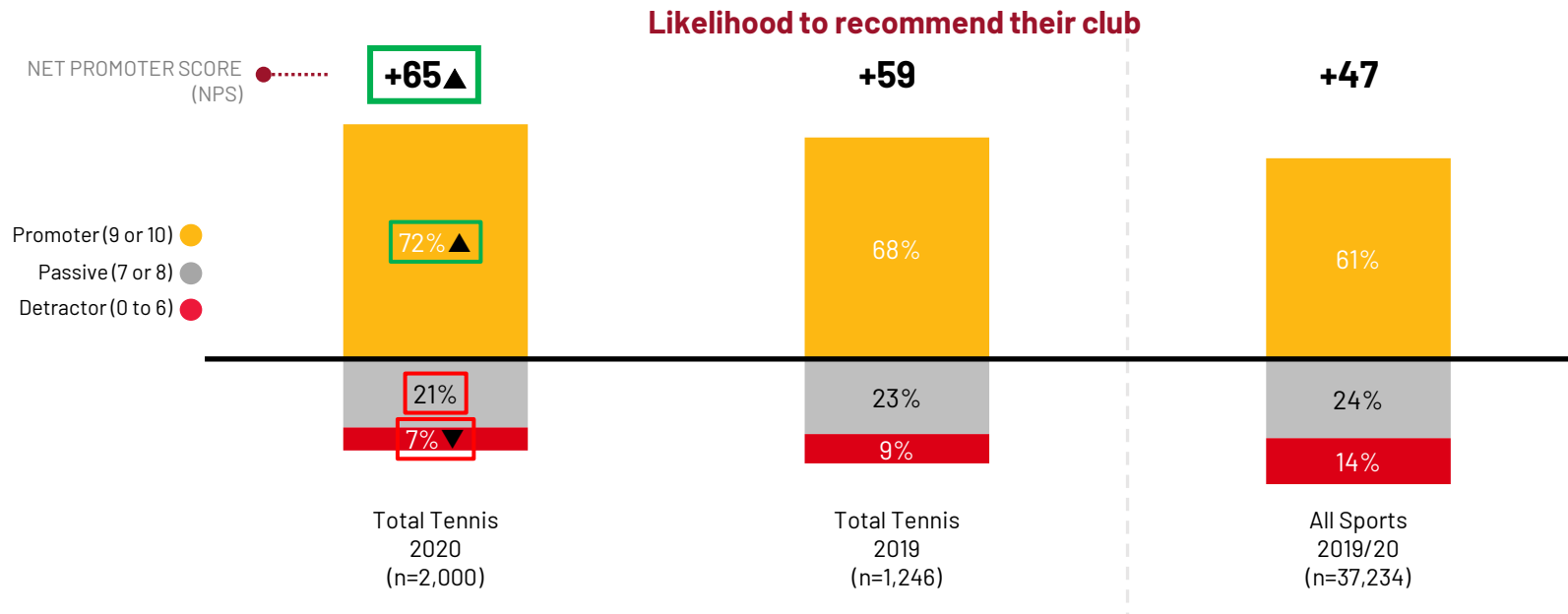
- No significant differences.

## Those significantly less likely to be more than satisfied are:

- Those of **Asian or Indian ethnicity** (67% vs. 78%)
- **Parents of players** (69%).

# Tennis respondents generally speak positively about their Tennis club

Tennis' NPS is significantly higher than it was in 2019 (+65 vs. +59), it is also significantly higher than the All Sports 2019/20 average (+47).



### Those significantly more likely to be promoters are:

- Those from **Southern Tennis** (81% vs. 72%)
- **Females** (75%).

### Those significantly more likely to be detractors are:

- Those of **Asian or Indian ethnicity** (15% vs. 7%)
- Aged **19-34** (14%)
- Those from **Northern Tennis** (12%).

Base: All respondents (Excluding don't know)

Q7. If someone asked you/ your child, how likely are you/they to recommend your/ their Tennis club to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

▲▼ Significantly higher/lower than Total Tennis 2019

□□ Significantly higher/lower than All Sports 2019/20

# What is going well?

For those who love their club (promoters), we observe positive themes around the social and welcoming aspect of tennis clubs.

"The club is very friendly and welcoming. It is not too busy, so there is usually a court available to play. There is a good balance of fun and competitive vibe. The clubhouse and courts are clean and functional."

**Player and parent, 45-49 years, Northern**

"Good mix of abilities, social and friendly, well organized, fun, good facilities including indoor courts for wet weather."

**Player, 60-64 years, Waikato Bays**

"I was welcomed in and looked after, I didn't know anybody but several members were and have been very helpful and supportive. We play competitive, we play socially, people always turn up, the club grounds and facilities are wonderful."

**Player and parent, 50-54 years, Southern**

"10 courts with 8 lights - great clubhouse facility, large membership base and social leagues up to 4 times per week available to play."

**Player, 50-59 years, Central**

## What people love

"The social aspect of the club is awesome, lots of friendly and inviting people there. Also love how they did the coaching sessions at an affordable price, that's how I got into the Tennis club because I enjoyed it."

**Player, 25-29 years, Waikato Bays**

"Fantastic facilities, experienced coaches and a great inclusive environment."

**Parent, 5-7 years, Southern**

"It has amazing coaches, a great community feel, awesome committee, fantastic events, mid-week and weekend inter club and a fantastic junior and mid-week ladies program. The latter has a child care option which is brilliant for mums."

**Player and parent, 45-49 years, Canterbury**

"Well organised club play sessions. Good opportunity to play interclub competitions. Excellent social interaction."

**Player, 75+ years, Auckland**

"The standard of Tennis is high and the competitions are intense and enjoyable. It is a great place to socialize."

**Player, 60-64 years, Southern**

# What can be improved?

For young people – who are less likely to recommend their club – we observe themes around quality and availability of coaching.

"The coaching experience was not positive. Are still a member of this club as it is the closest to home but, training/ coaching is at another club from a coach not affiliated with this club."

**Parent, 8-10 years, Canterbury**

"It's not very clear on what's available for new players, that don't know anyone at the club."

**Player, 40-44 years, Northern**

"More organised playing events throughout the year that facilitate competitive play at all levels."

**Player, 65-69 years, Auckland**

"More members meaning more opportunities to be in an interclub grade where all team members are suited to the grade."

**Player, 50-54 years, Northern**

More experienced coaches who are energetic and enthusiastic and pass that info the kids. Also not holding back when it comes to correcting them."

**Parent, 5-7 years, Northern**

## What could improve

"A bit more welcoming, a better spread of ages as members."

**Player, 45-49 years, Canterbury**

"The club tends to focus on middle age and older persons and youth, there appears to be a gap in age contribution in between these groups which could be a missed opportunity."

**Player, 45-49 years, Northern**

"Maybe better advertising/marketing to encourage more members for better turn outs during social Tennis, or a Facebook group/ page to have better communication between members."

**Player, 25-29 years, Northern**

"More choice in coaches."

**Parent of player, 8-10 years, Central**

"The condition of the Tennis courts. The practice wall. Overall facilities."

**Player, 20-24 years, Auckland**

Base: All respondents excluding don't know/none

Q8a. What is it that you love about your/ your child's club?

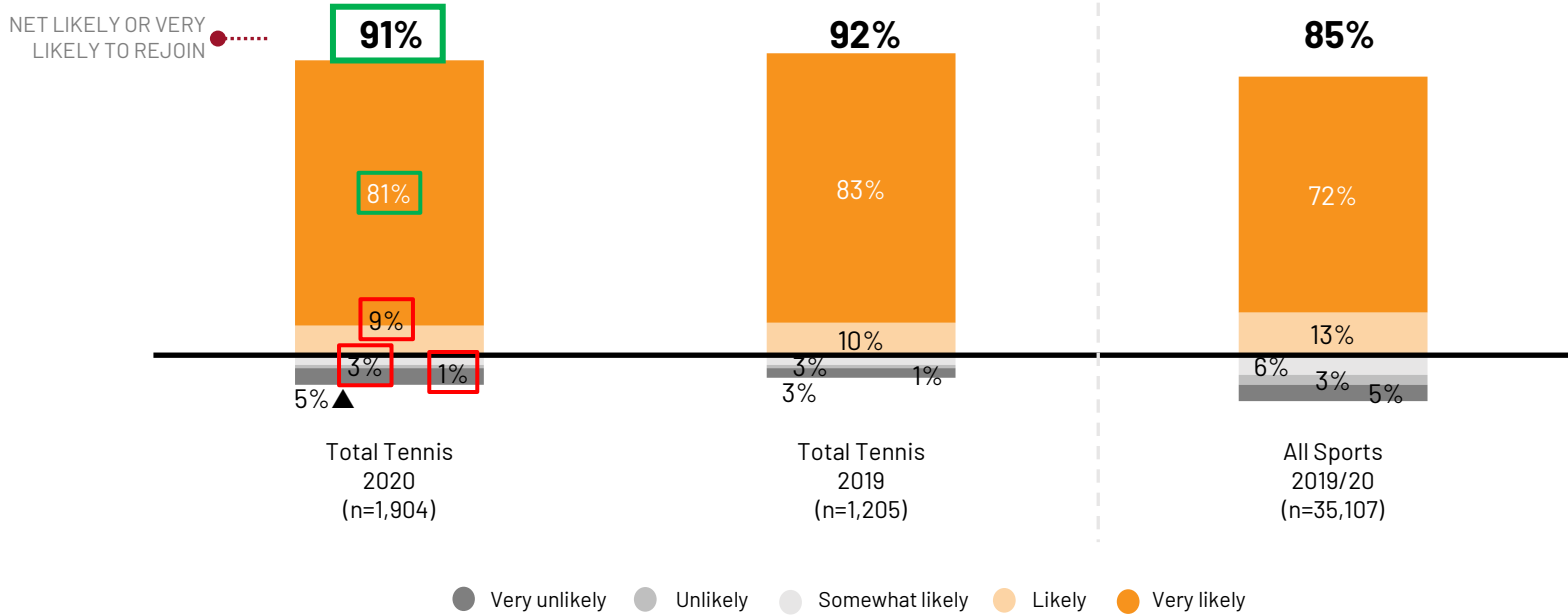
Q8b. What would need to improve at your club for you to give it a score of 9 or 10?

Q8c. What would need to improve at your club for you to improve your rating?

# Nine in ten members intend to rejoin their club next season

Those involved in Tennis are significantly more likely to rejoin their club next season compared with All Sports 2019/20 (91% vs. 85%).

## Likelihood to rejoin



### Those significantly more likely to rejoin are:

- No significant differences.

### Those significantly less likely to rejoin are:

- Aged **5-12** (80% vs. 91%)
- **Parents on behalf of players** (83%)
- Of **Asian or Indian ethnicity** (83%)

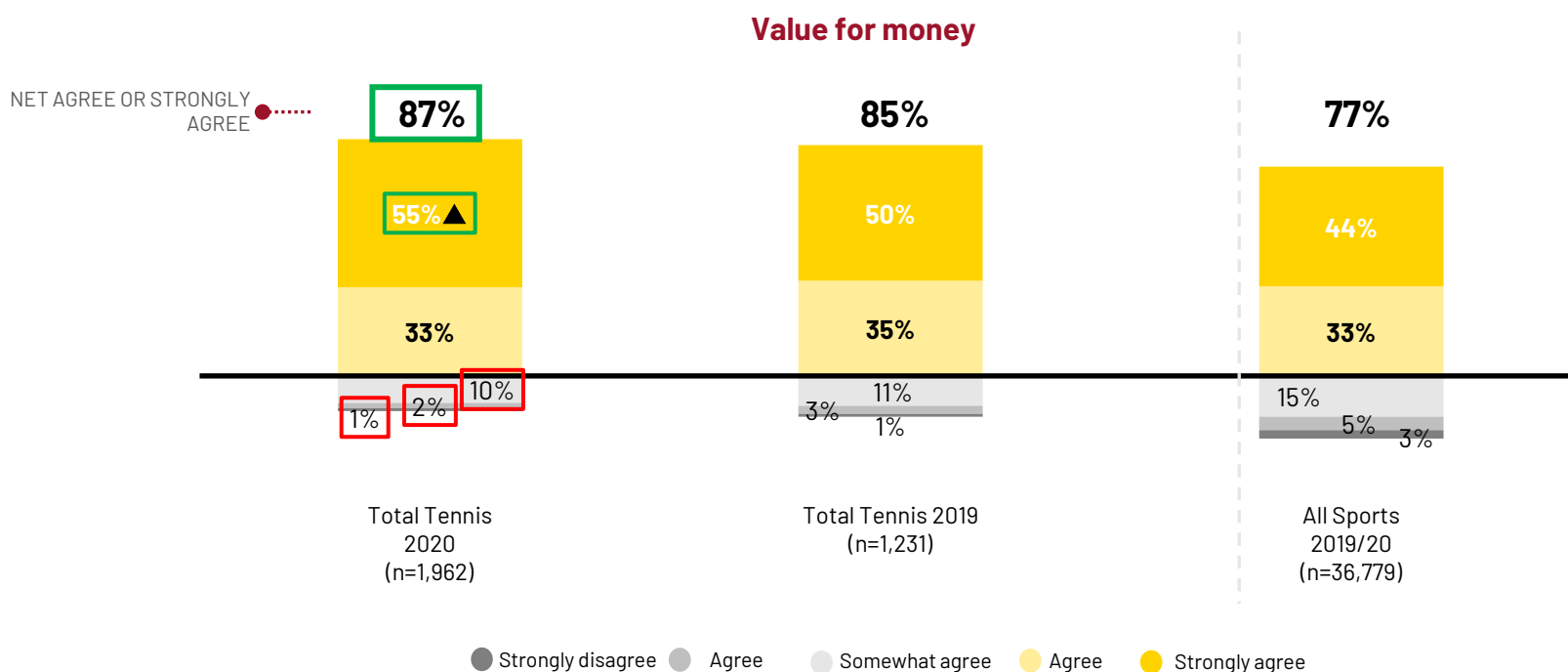
Base: All respondents who are members (Excluding Don't know/not applicable)  
Q9. How likely are/ is you/ your child to play for or rejoin <insert club from Q2a> next season?

▲▼ Significantly higher/lower than Total Tennis 2019

□□ Significantly higher/lower than All Sports 2019/20

# Almost nine in ten respondents perceive value for money from their Tennis club

Tennis respondents are significantly more likely to agree or strongly agree that they are getting value for money from their club compared with All Sports 2019/20 (87% vs. 77%).



### Those significantly more likely to perceive value for money are:

- No significant differences.

### Those significantly less likely to perceive value for money are:

- Aged **19-34** (77% vs. 87%)
- Those of **Asian or Indian ethnicity** (81%)

Base: All respondents (Excluding Don't know/not applicable)  
 Q11. To what extent do you agree or disagree with the following...The opportunities, services and benefits that I/ your child receive/ receives from my/ their club make it well worth the money I/ you or they pay

▲▼ Significantly higher/lower than Total Tennis 2019  
 □ Significantly higher/lower than All Sports 2019/20

# The main reason to belong to a club is to play competitively

Compared to the All Sports average, Tennis members are significantly less likely to belong to their club *to play competitively* (24% vs. 31%). Those aged **13-18** years (34% vs. 24%) or **19-34** (33%) are significantly more likely to belong *to play competitively*.

**Parents** are significantly more likely to indicate the main reason their child belongs to a Tennis club is to *learn/improve skills* (36% vs. 7% of players) and *receive coaching* (17% vs. 1% of players).

Respondents of **Maori** or **Asian/ Indian** ethnicity are significantly more likely to belong to their club to *learn/improve skills* (both 16% vs. 9%).

