

# Voice of Participant Survey – Report

Tennis New Zealand

July 2021



Te Tēnehi o Aotearoa

# Introduction

## What this report covers

This report looks at the experience of tennis participants in 2021 and how this compares with results from 2020, 2019 and the 11 sports that took part for the year 2020/21 (see page 74). For more information about the background and objectives of the VOP Programme and this research please refer to the ['Appendices'](#) section.

This is the third time Tennis NZ has been included in this research. More than 9,517 tennis members had the opportunity to participate and 1,901 completed the survey. Typically, members aged 14+ complete the questionnaire themselves ('players') and parents/guardians ('parents') complete the questionnaire for children under the age of 14, on behalf of their child. The proportion of player and parent respondents in 2021 is 87% player and 13% parent.

## All Sports taking part in VOP 2020/21

The 11 sports that took part for the year 2020/21 were rugby league, basketball, yachting, rugby, cricket, tennis, golf, softball, surf life saving, international taekwon-do and surfing.

## 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 <sport> club members in New Zealand.

Note, statistically significant differences in sub-groups are only reported when the result is at least 3% or higher or lower than the average.

Statistical significance is reported in the following ways:

- ▲ / ▼ The result is significantly higher/ lower than the Total Tennis 2020
- ▲ / ▼ The result is significantly higher/ lower than the Total Tennis 2019
- / □ The Total Tennis 2021 result is significantly higher/ lower than the total for All Sports 2020/21

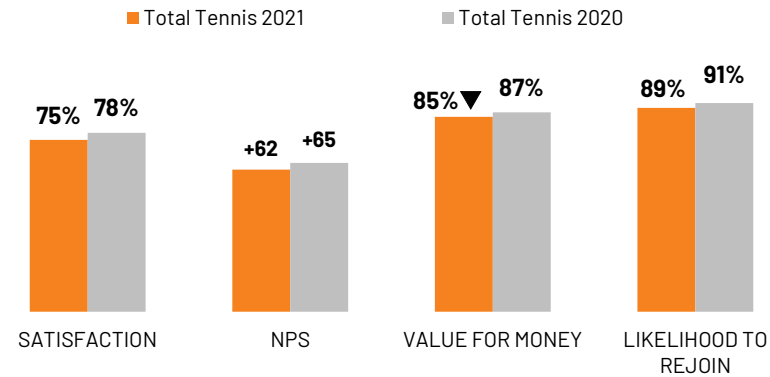
# Key results summary

## Sample overview

**2021** participants: n=1,901  
 n= 1,661 players (87%)  
 n= 240 parents (13%)

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

## Key metrics



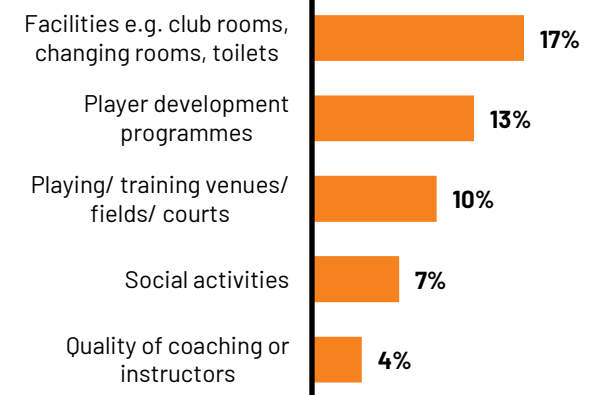
## Most important drivers

- 1** VALUE FOR MONEY  
85% very/extremely satisfied
- 2** BEING FRIENDLY AND WELCOMING  
84% very/extremely satisfied
- 3** SOCIAL ENVIRONMENT  
76% very/extremely satisfied

## Reasons for belonging (top 3)



## Focus for improvement



▲▼ Significantly higher/lower than Total Tennis 2020

# Executive summary

## Key metrics

**Satisfaction:** Tennis respondents' satisfaction with their club experience has remained stable when compared with 2020 with three-quarters (75%) of respondents more than satisfied. However, this is significantly higher than the All Sports 2020/21 average (70%).

**NPS:** Respondents generally speak positively about their tennis club, with Tennis' Net Promotor Score (NPS) sitting at +62 which is significantly higher than the All Sports 2020/21 average (+53) and a similar result to 2020 (+65).

**Value for money:** Compared with 2020, significantly fewer respondents perceive value for money from their club (85% vs. 87%). However, Tennis' perceived value for money is still significantly higher than the All Sports 2020/21 average (81%).

**Likelihood to rejoin:** Nine in ten (89%) intend to rejoin their tennis club next season, a similar result to last year and a significantly higher result than the All Sports 2019/20 average (85%).

## Drivers of experience

Overall, tennis scores highly across all the drivers of experience. Satisfaction with all drivers are significantly higher than the All Sports 2020/21 results except for *helping me develop my potential*.

Compared with 2020, satisfaction with drivers of experience remain similar except for *providing safe environment for adults and children* which has a significantly lower level of satisfaction (83% vs. 86% in 2020).

The top three drivers for recommending one's club are:

- *Value for money*
- *Being friendly and welcoming*
- *The social environment at the club*

Positively, all three of these key drivers for recommendation have higher than average levels of satisfaction. The fifth most important driver, *helping me develop/ fulfil my potential*, has a lower than average level of satisfaction and could be a focus for improvement.

## Club environment / gender equality

Overall, respondents are positive about their club environment. Compared with the All Sports 2020/21 average, tennis respondents are significantly less likely to agree that their club focuses too much on certain players/ teams (13% vs. 19%) and they feel pressure from their club to train more than they would like to (1% vs. 4%). Results are similar across 5-12 and 13-18 year olds.

A quarter (23%) would like to see greater emphasis on developing skills at their club. Results are similar amongst 13-18 years olds.

At a total level, levels of agreement for the gender equality statements are significantly higher when compared with the All Sports 2020/21 average. However, females are significantly less likely to agree that their club treats all people equally regardless of gender (91% vs. 96% males), and that there are appropriate programmes and opportunities in place for women and girls (86% vs. 90% males).

# Executive summary

## Sideline behavior/ Injury

One in ten (13%) of respondents have experienced inappropriate sideline behavior, a significantly lower result than in 2020 (16%) and compared with the All Sports 2020/21 average (23%).

A third (32%) of tennis respondents have been injured in the last 12 months. This is a significantly higher result than the All Sports 2020/21 average (28%).

More than one in ten (15%) continued to play while injured, a result significantly lower than the All Sports 2020/21 average (28%).

Seven in ten (71%) warm up at least occasionally prior to a tennis game. Two in five (42%) indicate this warm up involves *static stretching*.

## Demographic differences

**Age:** Those aged 45+ years have significantly higher scores across all key metric. All other age groups (excluding 19-29) have significantly lower NPS scores. Those aged 13-18 and 30-44 years have significantly lower overall satisfaction. Those 5-12 and 13-18 years are significantly less likely to perceive value for money from their club.

**Gender:** Females are significantly more likely than males to recommend their club (NPS of +65 vs. +59 males).

**Ethnicity:** Those of European ethnicity have a significantly higher NPS and are more likely to rejoin their club next season when compared with the total results. Those of Asian/Indian ethnicity are significantly less likely to recommend their club.

**Disability:** Due to small sample sizes, there are no significant differences for those with a disability.

## Differences across regions

Those from Tennis Waikato-Bays have a significantly higher NPS and are more likely to perceive value for money from their club.

Tennis Auckland are less likely to recommend and perceive value for money from their club. Compared with 2020, there is a significant decline in NPS and perceived value for money for this region.

Respondents from Tennis Waikato-Bays and Tennis Canterbury are more likely to want improvement in *facilities* while those from Tennis Central want improvement in *player development programmes*.

# Key results

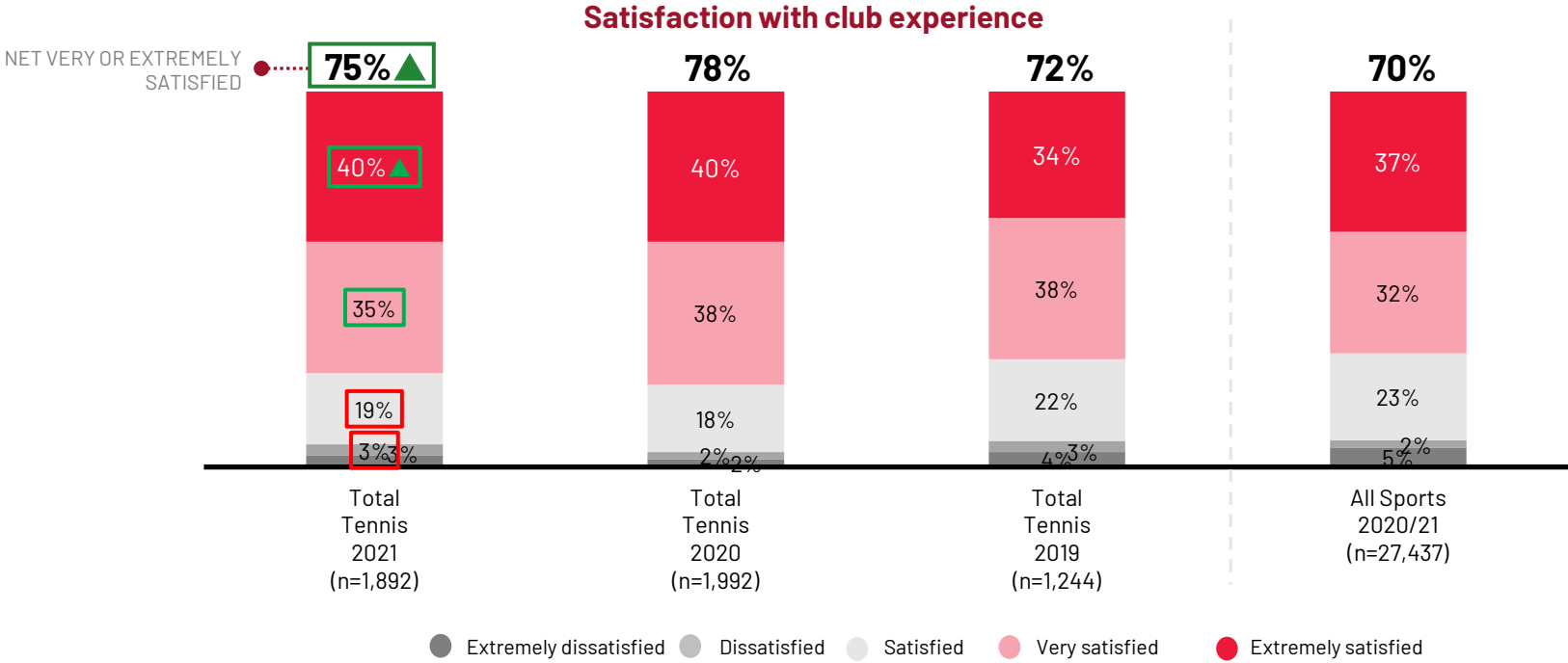
# Key metrics summary

Overall, how is Tennis NZ performing?

Satisfaction			NPS			Likelihood to rejoin			Value for money		
75%▲			+62▲			89%▼			85%▼		
2020	2019	All Sports 2020/21	2020	2019	All Sports 2020/21	2020	2019	All Sports 2020/21	2020	2019	All Sports 2020/21
78%	72%	70%	+65	+59	+53	91%	92%	87%	87%	85%	81%

# Three quarters are more than satisfied with their tennis experience

Tennis respondents are more positive about their overall experience compared with All Sports 2020/21 average (70%). Compared with last year, overall satisfaction has dropped slightly, however, it is still a significantly higher result than 2019 (75% vs. 72%).



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

- Aged 45+ (78% vs. 75%).

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

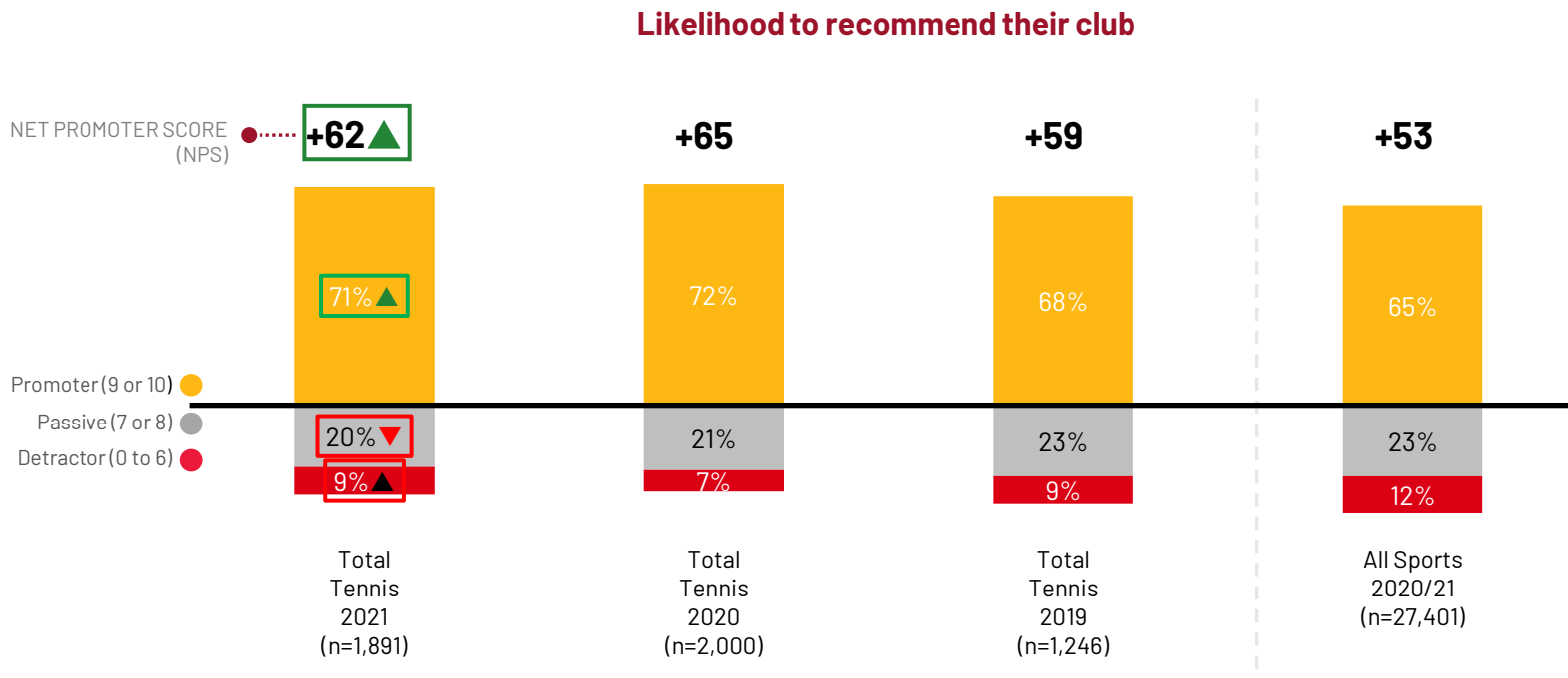
- Parent (68% vs. 75%)
- Age 5-7 (62%), 13-18 (63%) or 30-44 (70%).

Base: All respondents (Excluding Don't know/not applicable)  
 Q6. To what extent are you / is your child satisfied or dissatisfied with the/ their overall experience of playing tennis at your/ their club?

▲▼ Significantly higher/lower than Total Tennis 2020  
 ▲▼ Significantly higher/lower than Total Tennis 2019  
 □□ Significantly higher/lower than All Sports 2020/21

# Tennis respondents generally speak positively about their tennis club

Likelihood to recommend one's tennis club remains similar to last year but is still significantly higher than it was in 2019 (+62 vs. +59). Compared with the All Sports 2020/21 average, Tennis' NPS is significantly higher (+62 vs. +53).



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

- Those from **Tennis Southern** (86% vs. 71%) or **Tennis Waikato-Bays** (76%)
- **Aged 45+** (76%)
- **Player** (74% vs. 71%)
- **Females** (74%).

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

- Those from **Tennis Auckland** (13% vs. -9%)
- **Aged 5-12** (14%), **13-15** (16%) or **19-34** (14%)
- **Parent** (16% vs. 9%).

Base: All respondents (Excluding don't know)

Q7. Imagine someone is interested in playing or participating in tennis. If they asked you/ your child, how likely are you/ they to recommend your/ their 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 2020

▲▼ Significantly higher/lower than Total Tennis 2019

□□ Significantly higher/lower than All Sports 2020/21

# What is going well?

"There are multiple reasons to choose <xxx>. These range from have great facilities which are well maintained. To wonderful coaches which can cater for all levels of tennis players from beginner all the way up to top grade competition tennis. As well as the above the members are friendly and are always going above and beyond to welcome new members."

**Player, 30-34 years, Canterbury**

"Social atmosphere, good facilities and easy access to competitive teams."

**Player, 20-24 years, Wellington-Wairarapa**

"Social tennis is fun. Good encouragement from other members. Weekly tennis available in season. Promoting coaching for young members. Non members are still encouraged to play. Regular updates on events."

**Parent of player, 13 years, Marlborough**

"I was always a netball player, I decided to give up club netball and take up tennis which I've always had an interest in. The club members were all welcoming and helpful, they paired us newbies with experienced players when we were nervous on club days to help up learn. Such a great club with good people."

**Player, 40-44 years, Hawke's Bay**

## What people love

"I enjoy the social side of tennis, as well as playing. I have found the members very welcoming. My wife plays with the ladies and enjoys the coaching. The ability to be able to play at any time with the access key."

**Player, 70-74 years, Auckland**

"Friendly, welcoming, organized. Guaranteed a hit with a similar level player and better if wanted. Tennis games all the way through the week both during the day and outside of work hours. And we have a great bar."

**Player, 20-24 years, Bay of Plenty**

"Coach team are great and offer children a variety of activities to improve their tennis skills as well as building great friendship with their fellow members."

**Parent of player, 12 years, Auckland**

"They have both social and competitive games available, most people are of a similar level so we have good close games. A great group of people."

**Player, 50-54 years, Nelson**

"There are many courts to use, great club rooms, excellent coaching and lots of options for play."

**Parent of player, 12 years, Northland**

# What can be improved?

"More internal social / club events. Upgrade facilities e.g. lights & clubrooms."

**Player, 45-49 years, Auckland**

"We need a permanent coach and someone to run more club events. At present we don't have the resources to provide these things."

**Player, 50-54 years, Gisborne**

"High membership fees, not many can afford this because it is an outdoor sport and does [not] guarantee activity every week."

**Player, 65-69 years, Waikato**

"Smaller coaching groups and additional support for interclub players."

**Parent of player, 11 years, Auckland**

"The court surface are nearly worn out. There doesn't seem to be a plan for raising the finance to upgrade them."

**Player, 60-64 years, Wellington-Wairarapa**

## What could improve

"Coaching at the club is not particularly aimed at his level. He would benefit from more specialised coaching with his team."

**Parent of player, 11 years, Wellington-Wairarapa**

"The club is a slightly isolated farming community so that cannot be helped but more advertising around the local schools and communities would help improve membership. Maybe try to start a ladies day with a coffee morning."

**Player, 60-64 years, Northland**

"As a parent, better communication regarding the child's progress would be appreciated. The child wants more matches/competitions with other players in the club. The child wants slightly more time spent on physical fitness workout / more variety of training."

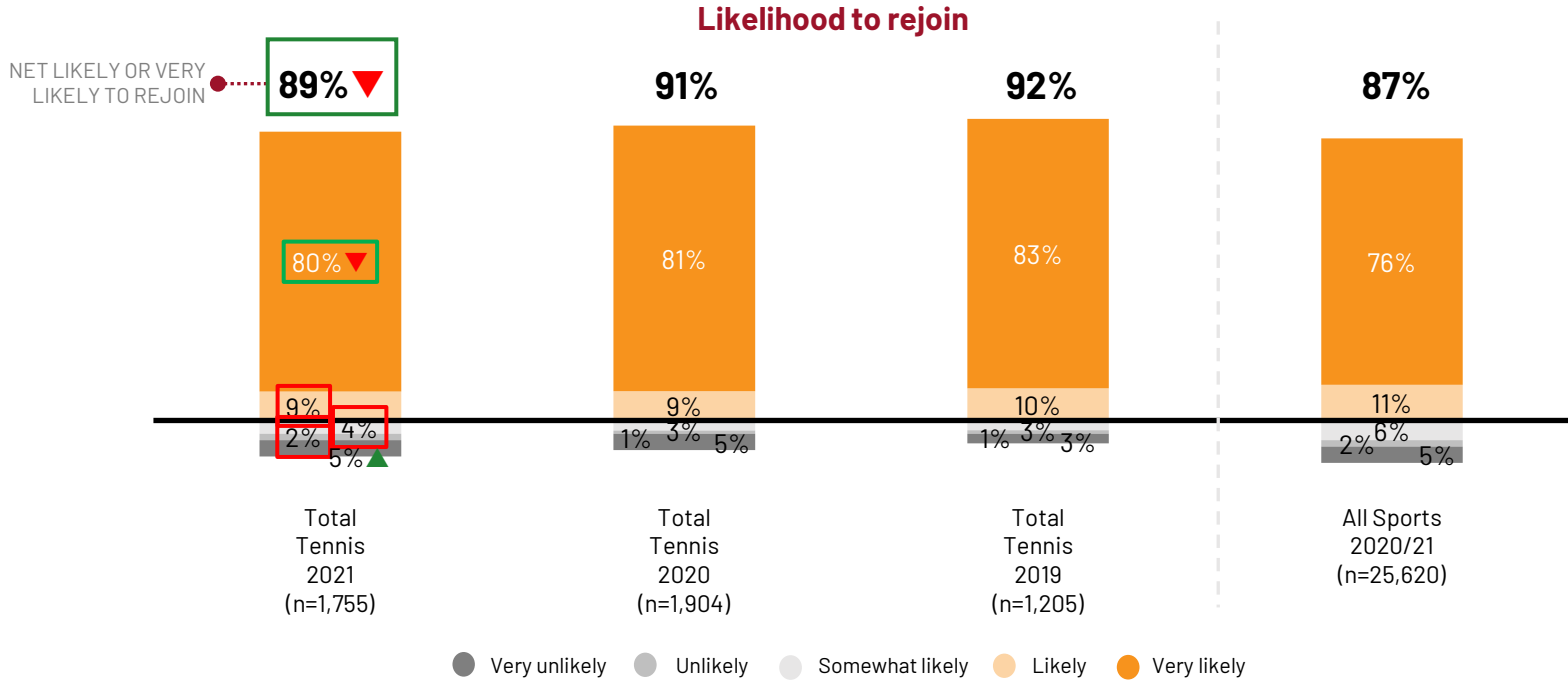
**Parent of player, 12 years, Canterbury**

"More engagement across committee with all members. There is a disconnect with cliques influencing decisions. Facilities are good but the clubrooms have no connection to the courts. This doesn't allow natural flow from the courts and clubhouse facilities."

**Player, 45-49 years, Hawke's Bay**

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

The proportion of members who intend to rejoin their club next season remains similar to last year. However, this year's result is significantly lower than it was in 2019 (89% vs. 92%). Compared with the All Sports 2020/21 average, a significantly higher proportion intend to rejoin their club next season (89% cf. 87%).



- Those significantly more likely to rejoin are:**
- Those from **Tennis Southern** (96% vs. 89%)
  - Aged **45+** (90%)
  - Of **European ethnicity** (90%).

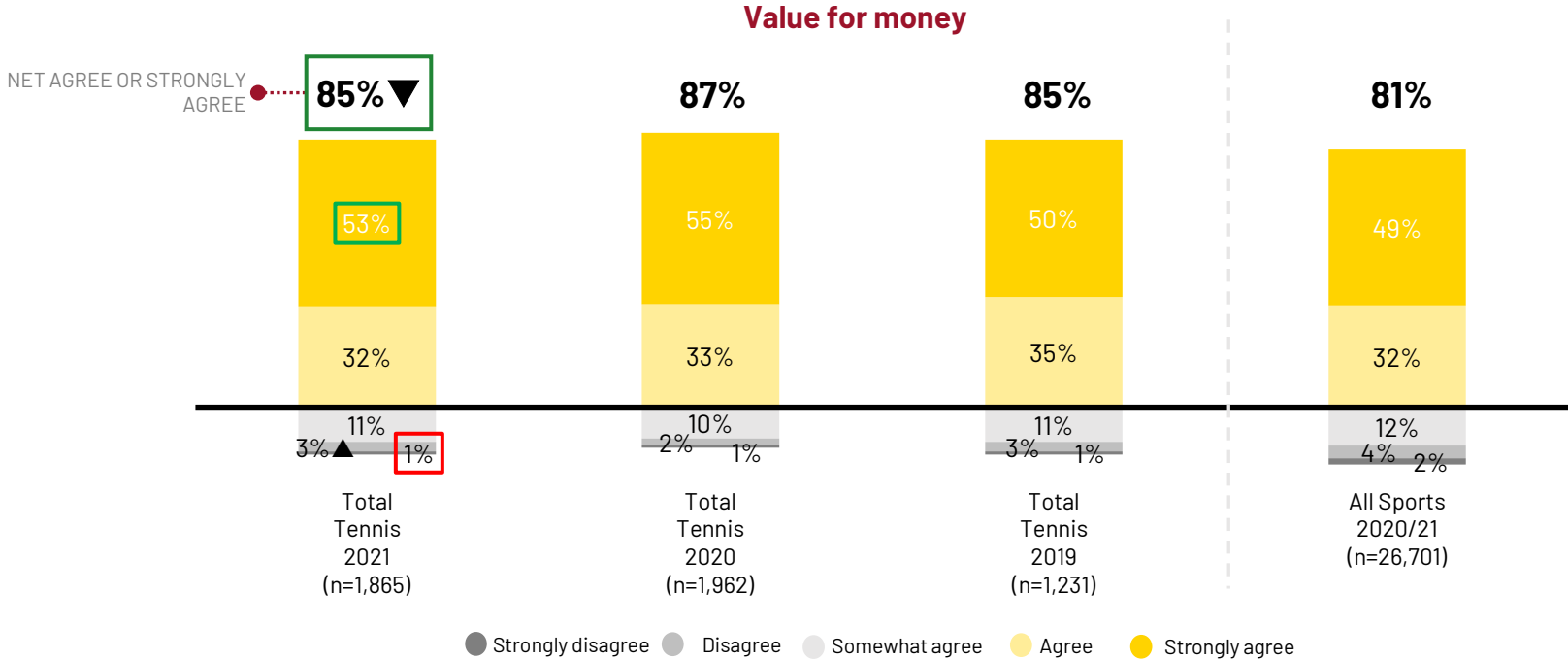
- Those significantly less likely to rejoin are:**
- **Parent** (84% vs. 89%)
  - Aged **5-7** (71%)
  - Those from **Tennis Central** (85%).

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 2020  
 ▲▼ Significantly higher/lower than Total Tennis 2019  
 □□ Significantly higher/lower than All Sports 2020/21

# Four in five perceive value for money from their club

Perceived value for money has dropped significantly from last year to levels seen in 2019. However, Tennis' result is significantly higher than the All Sports 2020/21 average (85% cf. 81%).



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

- **Aged 65+** (91% vs. 85%)
- Those from **Tennis Waikato-Bays** (89%).

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

- **Parent** (78% vs. 85%)
- Aged **5-12** (79%), **13-18** (75%)
- Those from **Tennis Auckland** (80%).

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 2020  
▲▼ Significantly higher/lower than Total Tennis 2019  
  Significantly higher/lower than All Sports 2020/21

# The main reason to belong to a club is to have fun

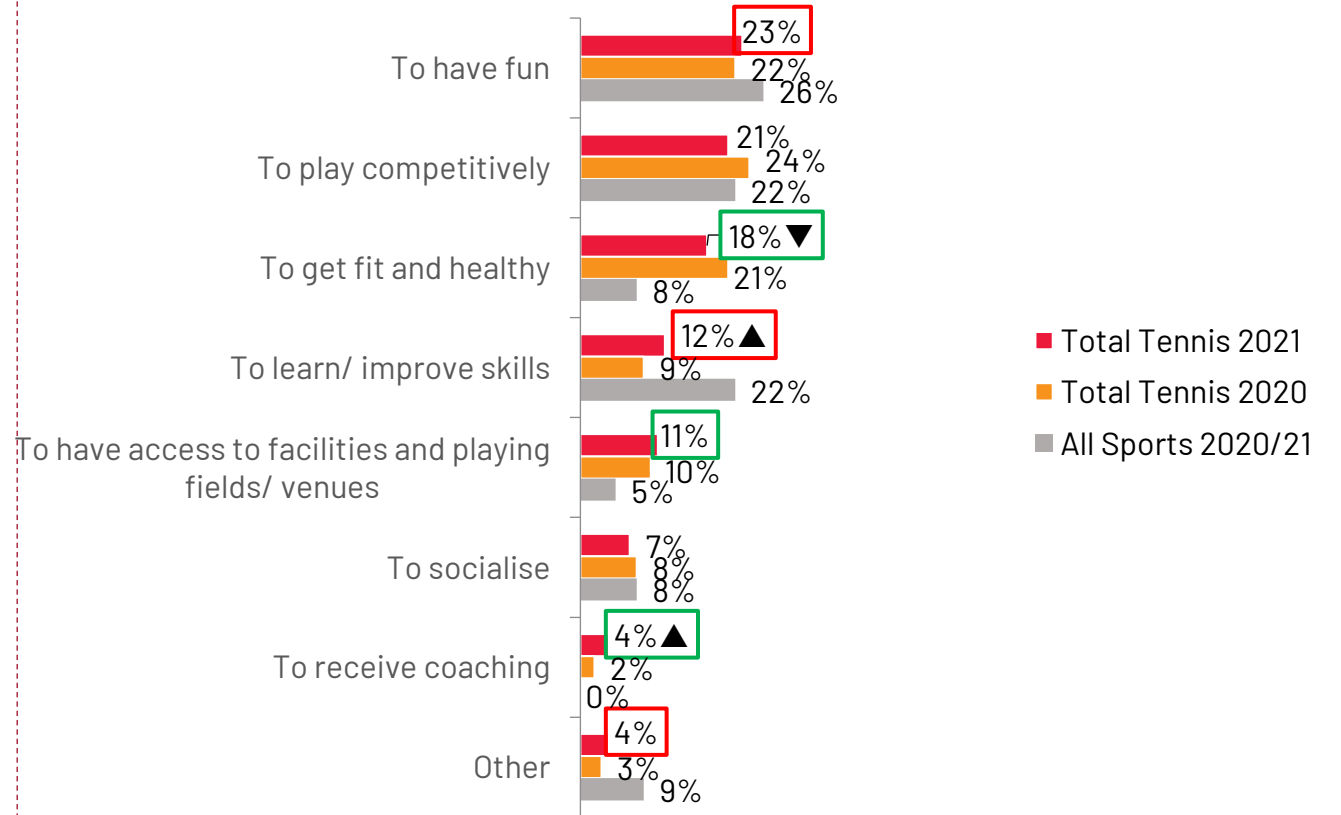
Compared with 2020, tennis members are significantly less likely to belong to their club *to get fit and healthy* (18% vs. 21%). They are significantly more likely to belong to their club to *learn/improve skills* (12% vs. 9%) and to *receive coaching* (4% vs. 2%) than in 2020.

Those aged **13-18** years (40% vs. 21%) or **19-34** (29%) 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* (41% vs. 8% of players) and *receive coaching* (23% vs. 1% of players).

Respondents of **Asian** ethnicity are significantly more likely to belong to their club to *learn/improve skills* (19% vs. 12%) while those of **Pasifika** ethnicity are more likely to belong to their club to *receive coaching* (14% vs. 4%).

Reasons for belonging



# The main reason to belong to a club changes with age

For those aged 13-18 and 19-29 years, *to play competitively* is the main reason they belong to a club. Younger player's (aged 5-12 years) main reason they belong to club is also *to learn and improve skills* while players aged 45+ years belong *to have fun*.

