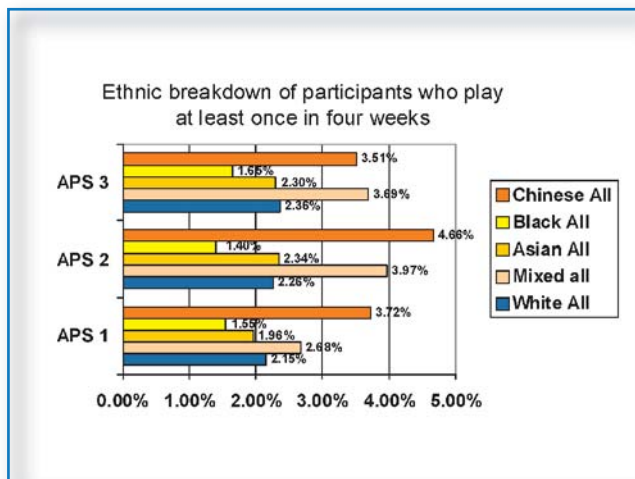
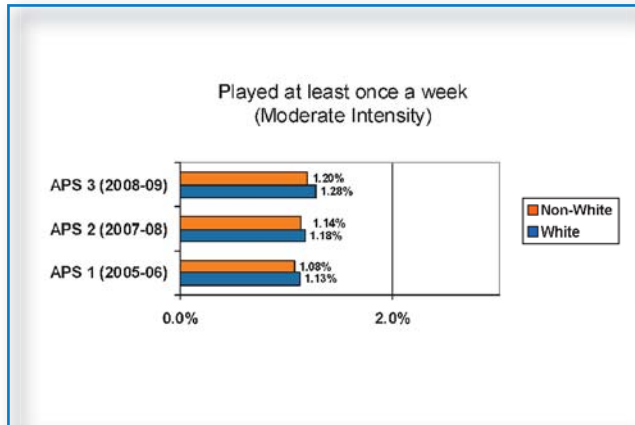
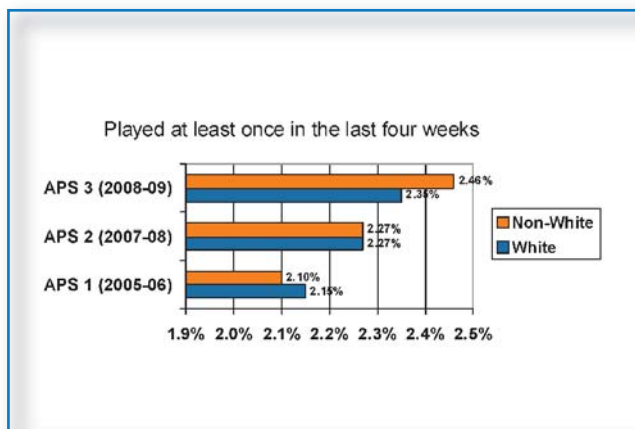


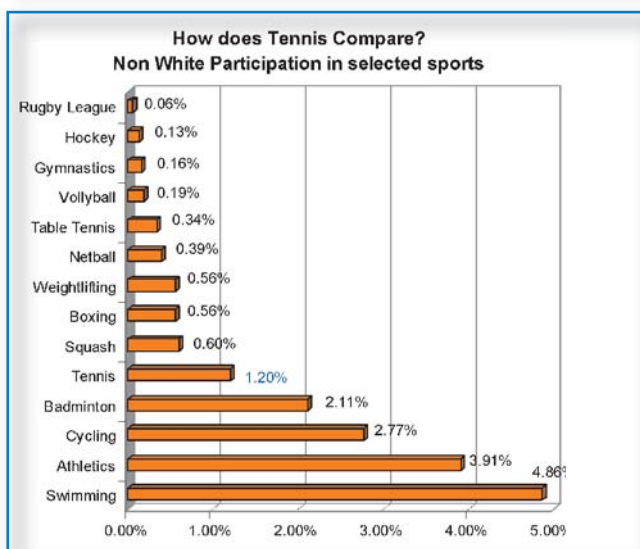
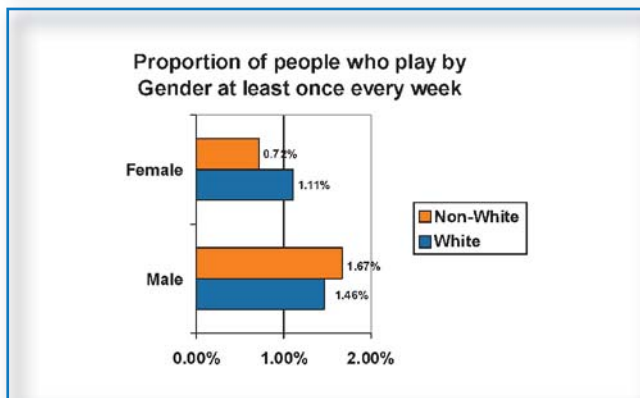
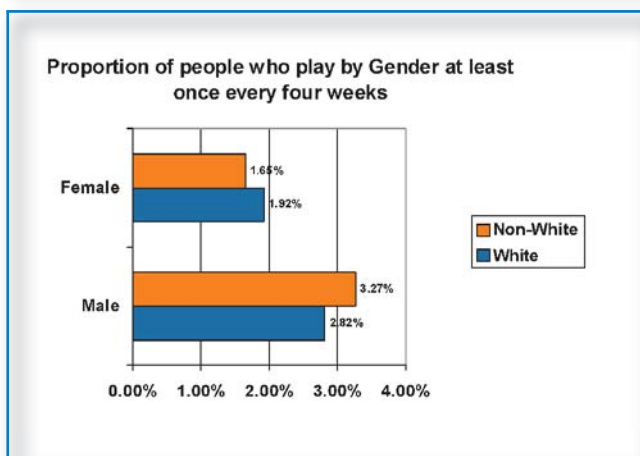
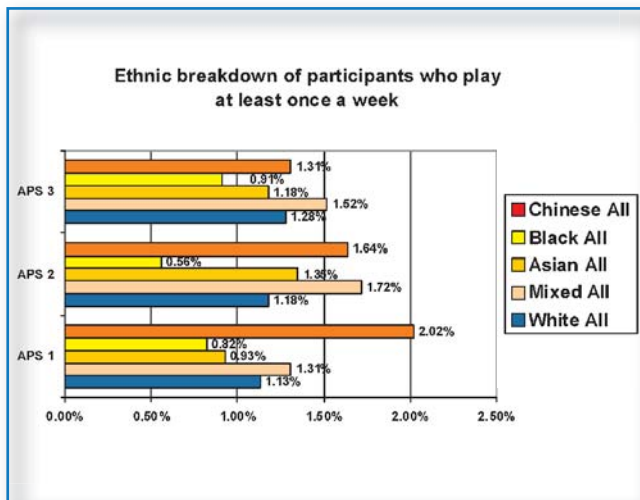
# Tennis

All chart-data is taken from the latest Active People Survey 3 (2008-09) unless stated otherwise. All adults (aged 16 and over).

- Around 50,000 non white participants take part in tennis every week.
- Tennis is the eighth most popular sport with BME communities.
- Broken down by gender it is the eighth most popular sport for non white males and seventh most popular sport for non white females.
- Tennis is particularly popular with non white males. Non white males are almost twice as likely to play tennis compared to non white females.
- Tennis is the most popular sport with the Chinese and Mixed communities.
- There has been a significant increase in non white participants who play tennis at least once in the last four weeks between APS2 and APS3.

## Overview of ethnic minority participation in Tennis

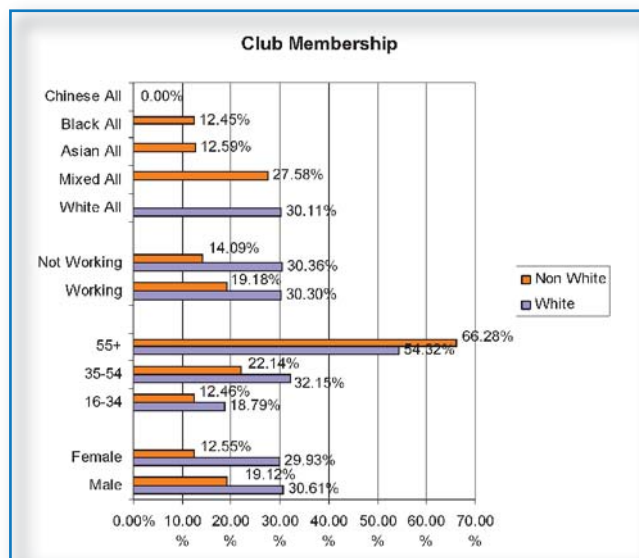




## Organised Participation

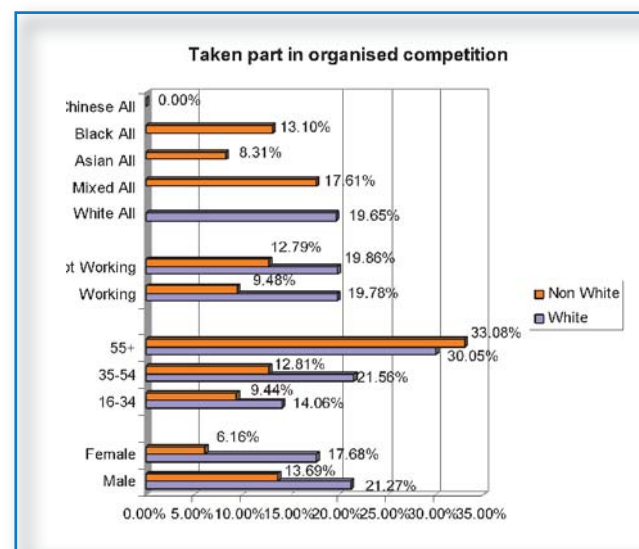
### Club Membership

- White and mixed participants are twice as likely to be club members compared to their Asian and Black counterparts.
- No club membership exists for Chinese participants.
- Non white females are half as likely to be club members compared to their white female counterparts.
- Club membership for all participants seems to increase with age.



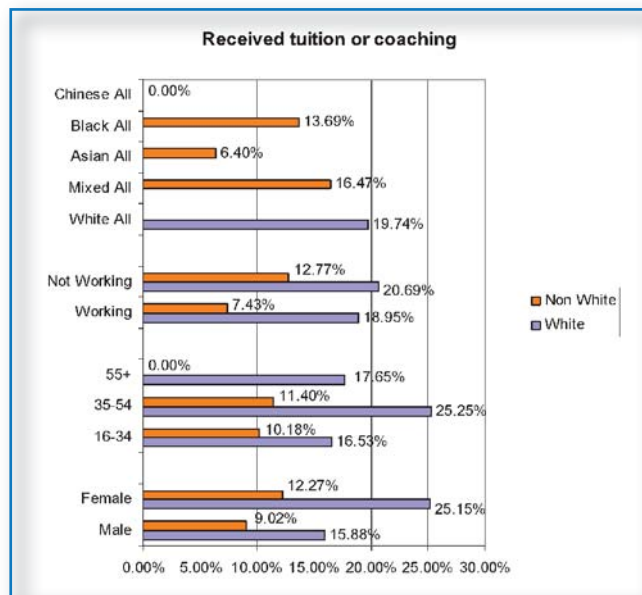
### Taken part in organised competition

- All ethnic groups with the exception of Chinese take part in organised competition.
- Non white females are less likely to take part in organised competition compared to their male and white counterparts.
- Participation in organised competition seems to increase for both white and non white groups with age.

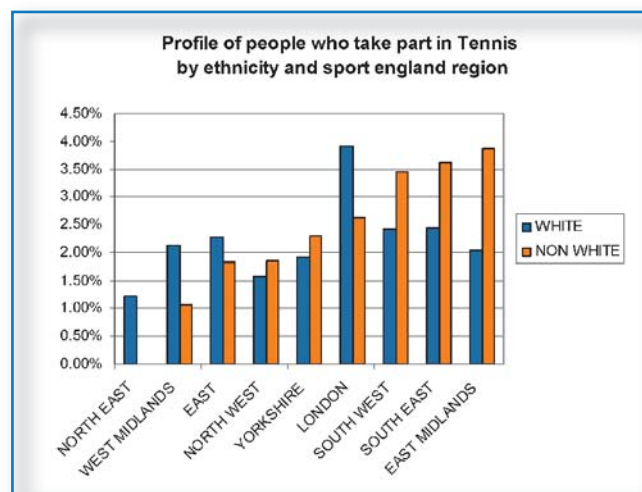


## Received Tuition or Coaching

- White, Mixed and Black participants are almost twice as likely to receive tuition/coaching compared to their Asian counterparts.
- Chinese groups are unlikely to receive any tuition/ coaching.
- White females are twice as likely to receive tuition/coaching compared to non white females.

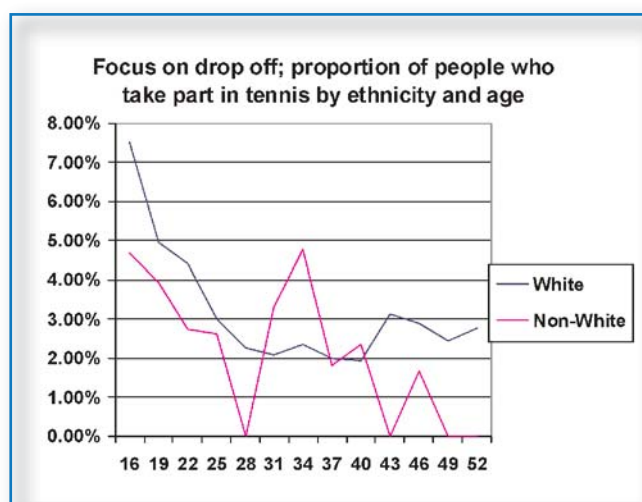


- On a regional basis tennis has the highest non white participation levels in the East Midlands and the South East. There are no participation figures for the North East. Regions like the West Midlands and London which have high BME demographics also have lower participation rates from non white communities which raises further considerations for the LTA.

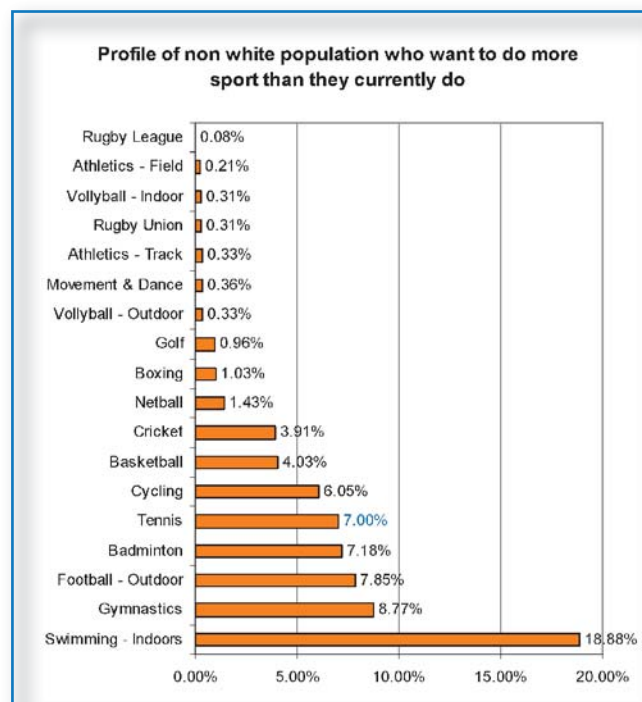


## Demographics

- There is a more dramatic drop off for non white participants between 16 and 25, this then picks up again between the ages of 31 and 35 and slowly starts dropping off again as people get older.

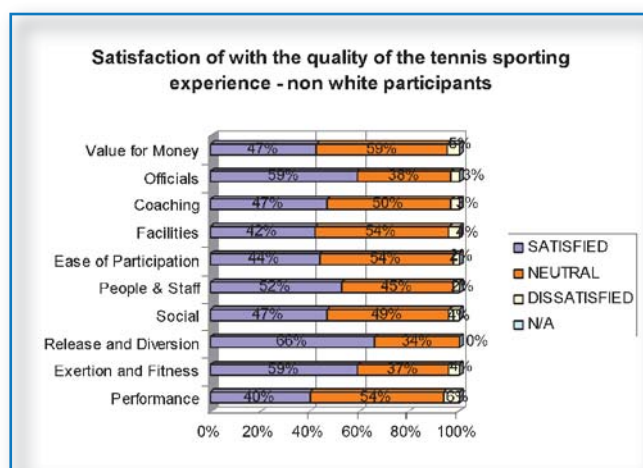


## Latent Demand



## Satisfaction

- Non white participants are particularly satisfied with the release and diversion and exertion and the Officials side of this sport.
- Non white participants are particularly dissatisfied with the opportunities available to help improve their performance and the value for money element of this sport.



## Summary

Tennis is a relatively popular sport with BME communities and in particular with non white males. It is most popular with Mixed and Chinese communities however the participation from Chinese communities does not translate through to other areas.

There are obvious challenges to help attract members of the Chinese community to become club members and increase club membership from Asian, Black communities and non white females. Increasing club membership may be one way of keeping more BME participants interested in the sport as they grow older as Tennis has a sharp drop off between 16 and 25.

There is a significant latent demand for tennis which the LTA can capitalise on by targeting initiatives in regions which have high BME demographics such as London and the West Midlands.

Based on the findings of the Sport England Satisfaction Survey, there is scope for the LTA to help provide opportunities to help BME groups improve their performance alongside making the sport more accessible through offering value for money initiatives.

## Notes;

- The Active People Survey is designed to collect data on sports participation amongst a sample of adults aged 16 and over living in England. The survey is a telephone survey, which was conducted with a total of 363,724 (Active People Survey 1), 191,325 (Active People Survey 2), and 193,947 (Active People Survey 3) adults in England.
- Club membership is based on those who have been a member of a sports club to participate in tennis in the past four weeks.
- Organised competition is defined as 'having taken part in any organised competition in tennis in the last 12 months'.

- Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in tennis in the last 12 months'.
- Sport England' Satisfaction Survey (2009). Survey respondents were asked to rate their perceived satisfaction for 75 questions across ten themes. [Based on 44390 questionnaires returned in total using an online methodology and postal questionnaires. Fieldwork period: March - May 2009].

(Figures should be treated with caution due to the small sample size of the non white population.)

References: ONS population estimates  
Produced: July 2010