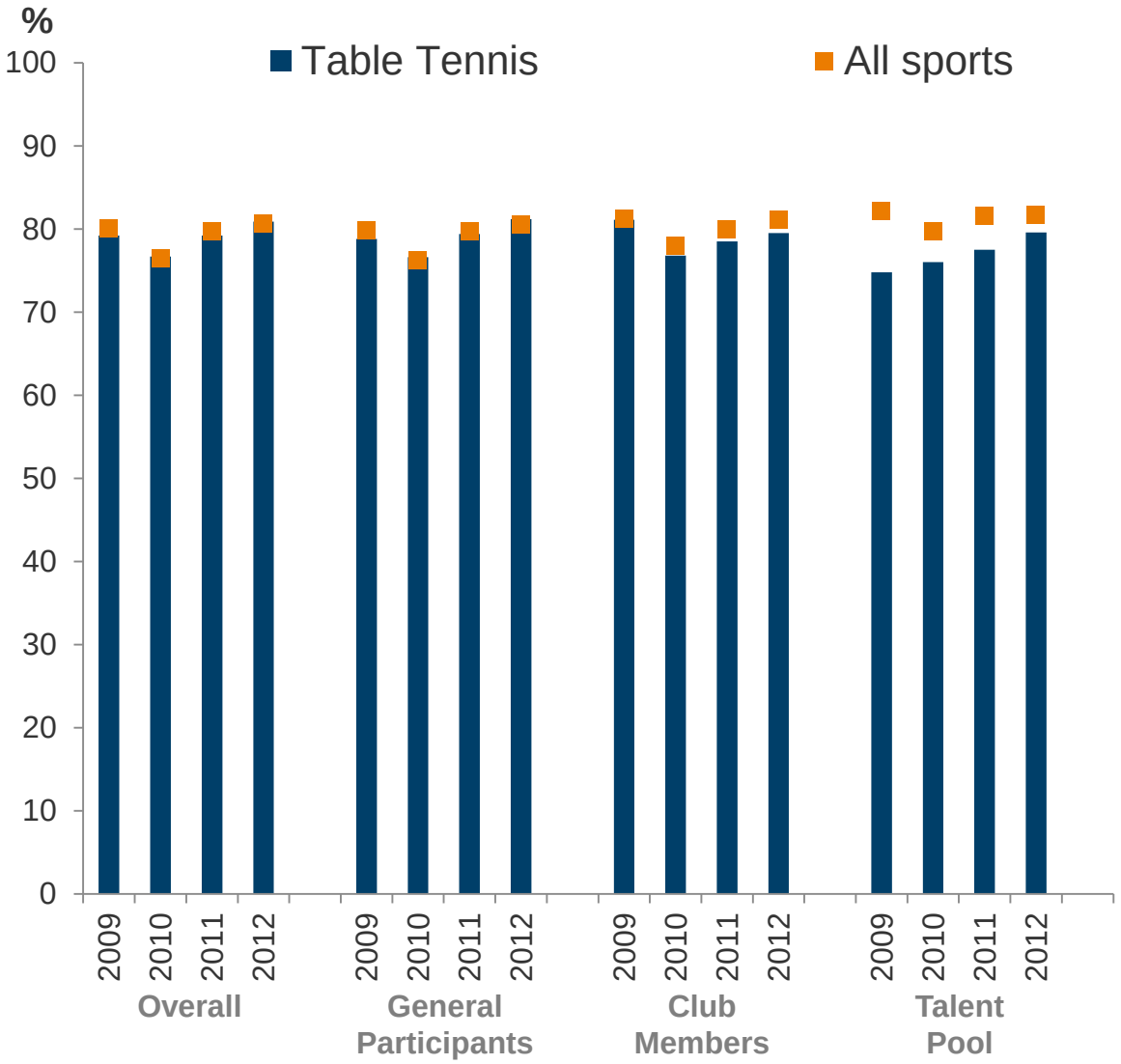
Satisfaction with the quality of the sporting experience survey (SQSE 4)

Results for Table Tennis: Trends 2009-2012

July 2012

Overall satisfaction score, 2009 to 2012



- Across all sports satisfaction has increased from 80.0 in 2009 to 80.6 in 2012.
- Overall satisfaction in Table Tennis has increased from 79.2 in 2009 to 80.9 in 2012
- General participant satisfaction in Table Tennis has increased from 78.8 in 2009 to 81.2 in 2012
- Club member satisfaction in Table Tennis has fallen from 81.1 in 2009 to 79.5 in 2012
- Talent pool satisfaction in Table Tennis has increased from 74.8 in 2009 to 79.6 in 2012

Base: Overall 2310; General Participants 356; Club Members 1916; Talent Pool 38

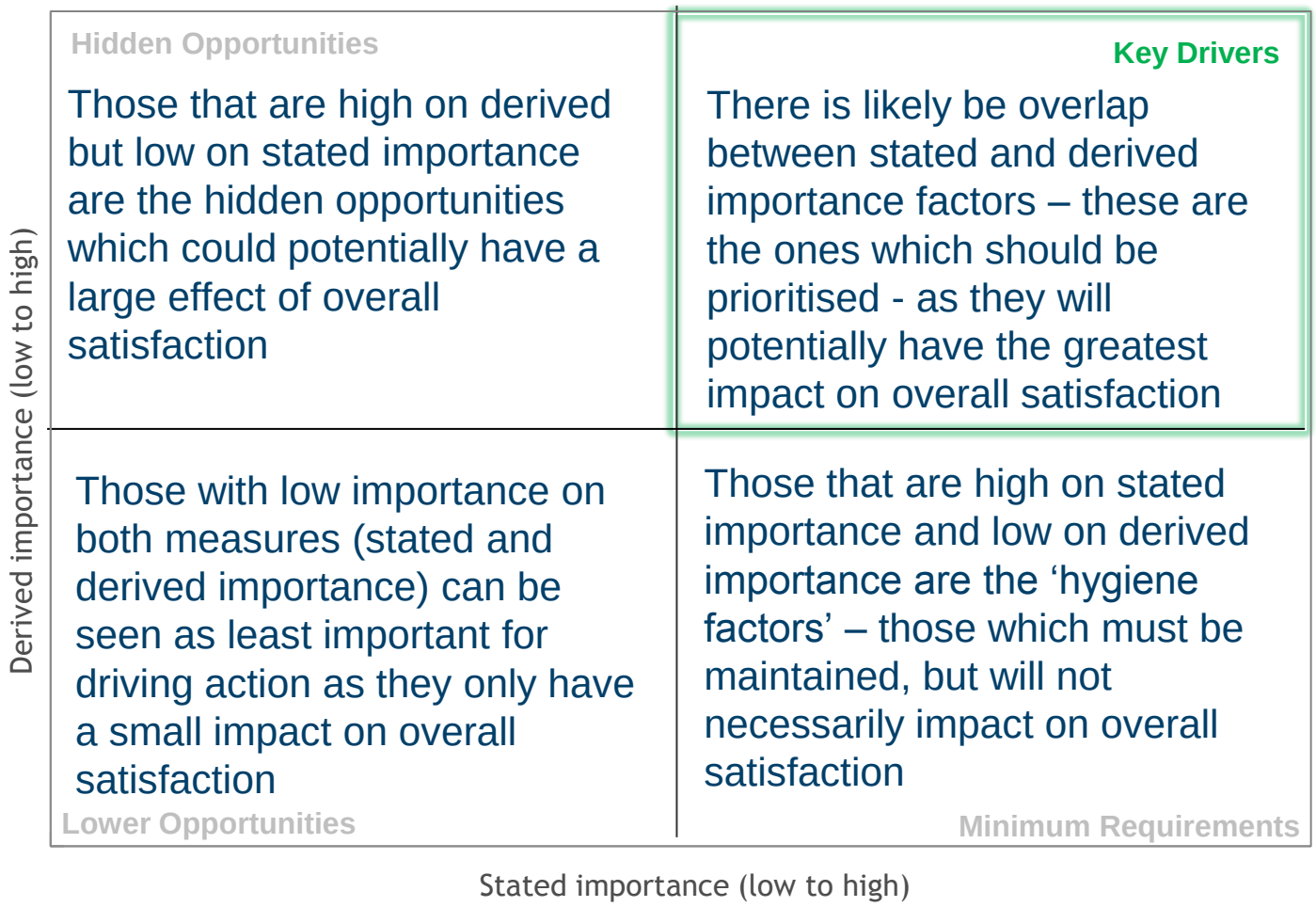
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The key drivers that have an impact on overall satisfaction, 2009-2012

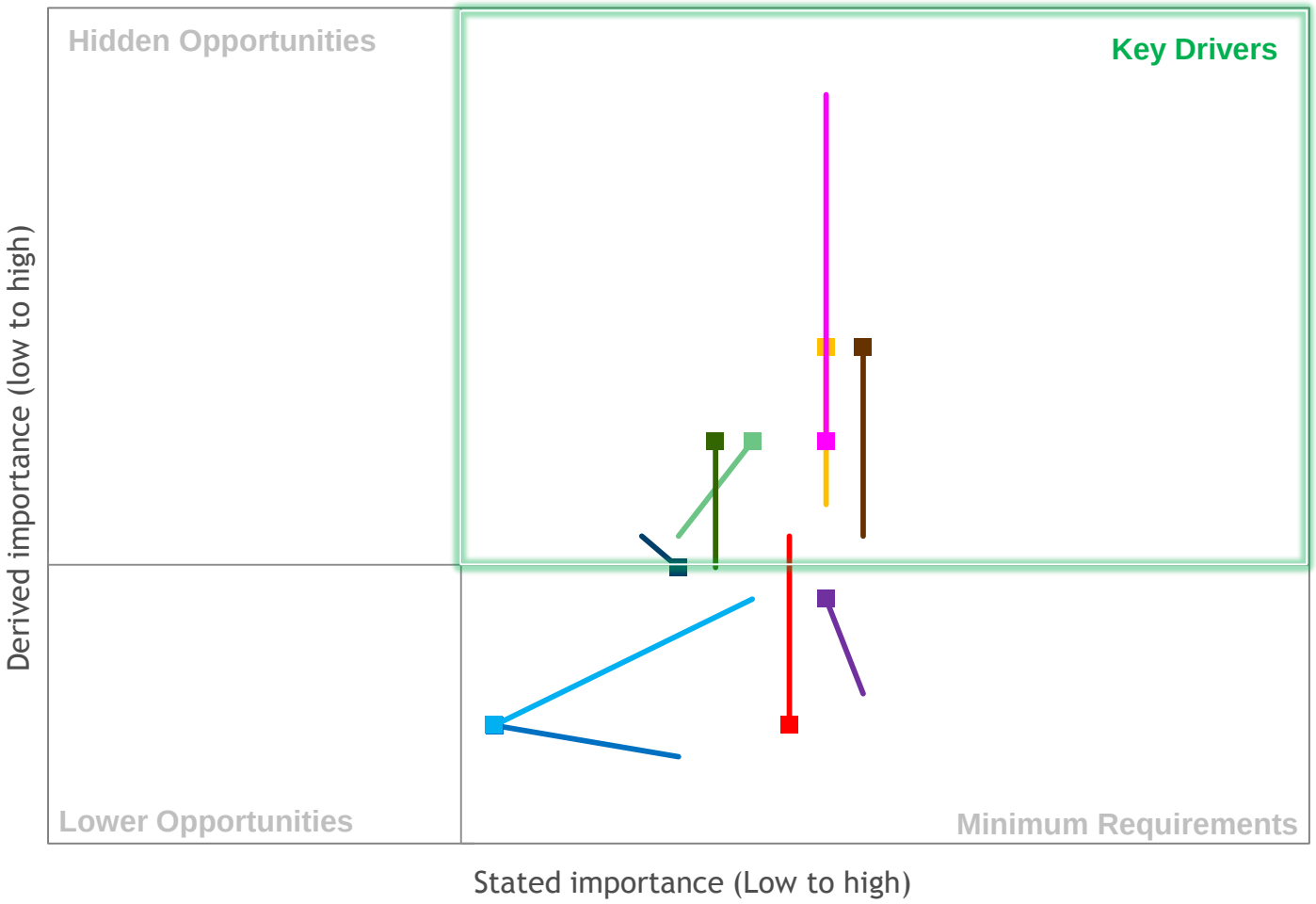
The next chart maps the scores for each domain for stated and derived importance mapped against each other.

This highlights which domains should be a strategic priority – with each of the domains falling into one of four quadrants.

The domains within the charts are coloured and numbered. Please refer to the key below when using the charts.



The key drivers that have an impact on overall satisfaction comparing 2012 to 2009



- This chart shows which domains have the greatest impact on overall satisfaction in your sport.
- The chart shows the change in impact between 2009 and 2012.
- The square point represents the position in 2012.
- The domains which have the greatest impact on overall satisfaction are shown in the top right quadrant of the chart.

1. Performance
2. Exertion & fitness
3. Release & diversion
4. Social aspects
5. People & staff
6. Ease of participation
7. Facilities
8. Coaching
9. Officials
10. Value for money

Base: 2310

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Satisfaction and importance by domain, 2009-2012

Scores shown are satisfaction and importance out of 10 for the domains at an overall level

	Satisfaction				Importance			
	2009	2010	2011	2012	2009	2010	2011	2012
Performance	7.6	7.2	7.5	7.7	7.7	-	7.6	7.8
Exertion & fitness	7.8	7.5	7.9	8.1	8.2	-	8.1	8.2
Release & diversion	8.2	7.9	8.3	8.4	8.2	-	8.1	8.2
Social aspects	8.2	8.0	8.2	8.3	7.8	-	7.9	8.0
People & staff	8.0	7.7	8.0	8.3	8.3	-	8.0	8.2
Ease of participating	8.0	7.7	8.0	8.2	8.3	-	8.1	8.3
Facilities & playing environment	7.5	7.3	7.6	7.6	7.9	-	7.8	7.9
Coaching	7.1	6.7	6.9	7.1	7.8	-	7.3	7.3
Officials	7.5	7.1	7.5	7.4	8.0	-	7.4	7.3
Value for money	7.8	7.5	7.8	8.0	8.1	-	7.9	8.1

Questions on importance not asked in 2010

Base: Overall 2310

Greatest changes in satisfaction, 2009-2012

Are changes in satisfaction reflecting your interventions?

↑ Exertion & fitness

- Satisfaction has increased from 7.8 to 8.1, this is the domain with the biggest increase in satisfaction.
- This domain has a high impact on overall satisfaction.
- The impact of the domain on overall satisfaction is lower than in 2009.

↑ People & staff

- Satisfaction has increased from 8.0 to 8.3.
- This domain has a medium impact on overall satisfaction.
- The impact of the domain on overall satisfaction is higher than in 2009.

↑ Release & diversion

- Satisfaction has increased from 8.2 to 8.4.
- This domain has a high impact on overall satisfaction.
- The impact of the domain on overall satisfaction is higher than in 2009.

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Top three domains for increasing satisfaction

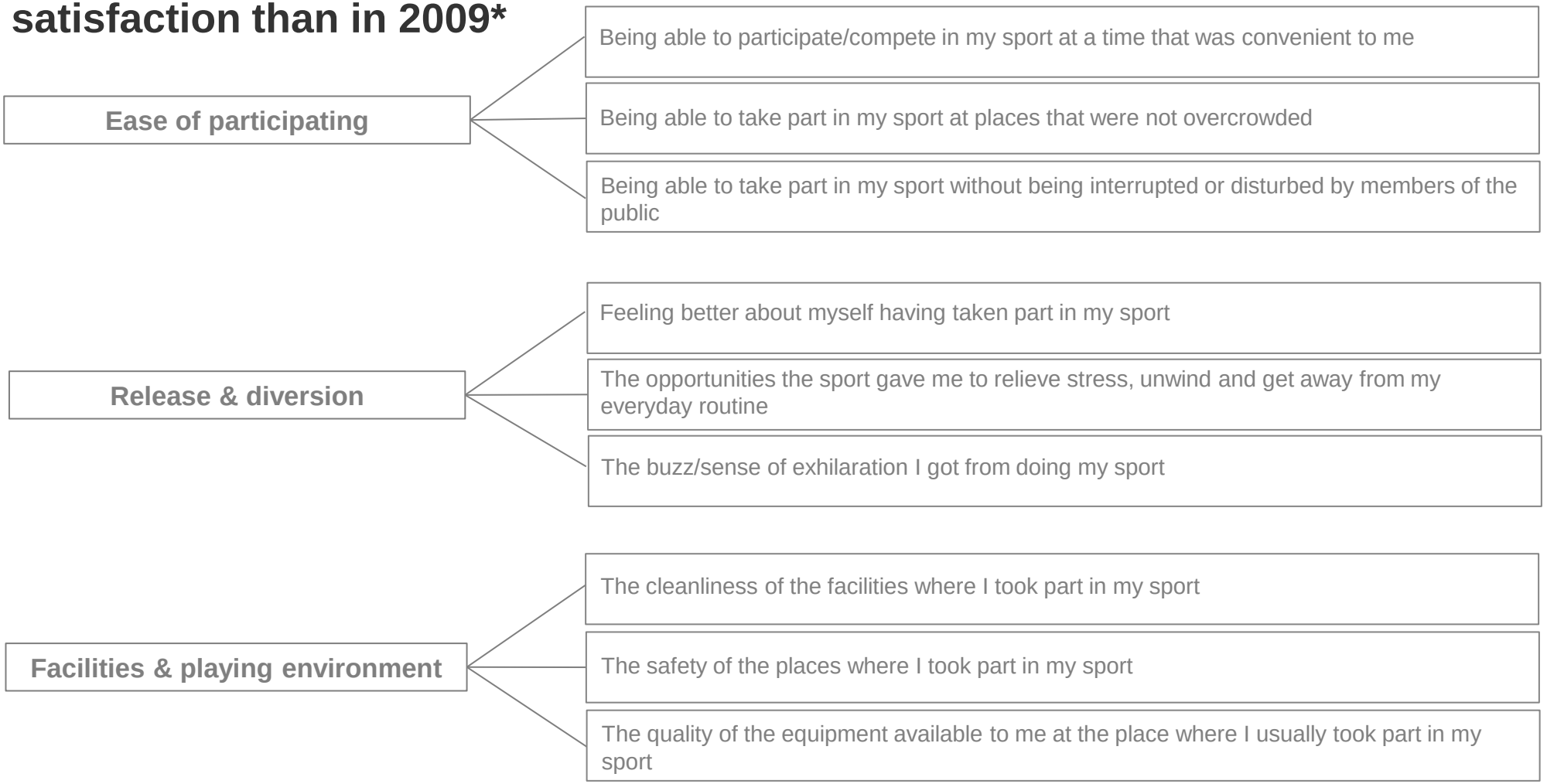
The key domains and questions to focus on to increase overall satisfaction :



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Domains having a greater impact on satisfaction than in previous years

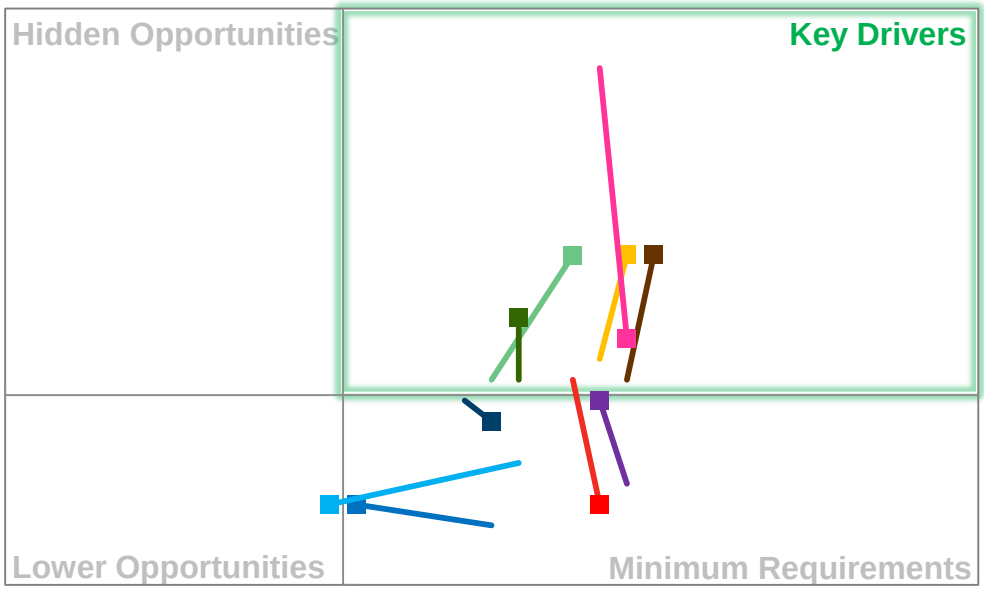
The three domains that now have a greater impact on overall satisfaction than in 2009*



*The impact of these domains on overall satisfaction is greater than in 2009, however, please note these may not be the domains with the greatest impact on overall satisfaction. Slide 7 highlights the three domains which have the greatest impact on overall satisfaction.

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Drivers of satisfaction – general participants



Greatest changes in satisfaction (2009-2012)

Exertion & fitness
- Satisfaction has increased from 7.7 to 8.1, this is the domain with the biggest increase in satisfaction.
- This domain has a high impact on overall satisfaction.
- The impact of the domain on overall satisfaction is lower than in 2009.

People & staff
- Satisfaction has increased from 7.9 to 8.2.
- This domain has a medium impact on overall satisfaction.
- The impact of the domain on overall satisfaction is higher than in 2009.

Value for money
- Satisfaction has increased from 7.7 to 8.0.
- This domain has a low impact on overall satisfaction.
- The impact of the domain on overall satisfaction is lower than in 2009.

See slide 3 for chart key

The key domains which have the greatest impact on satisfaction among general participants

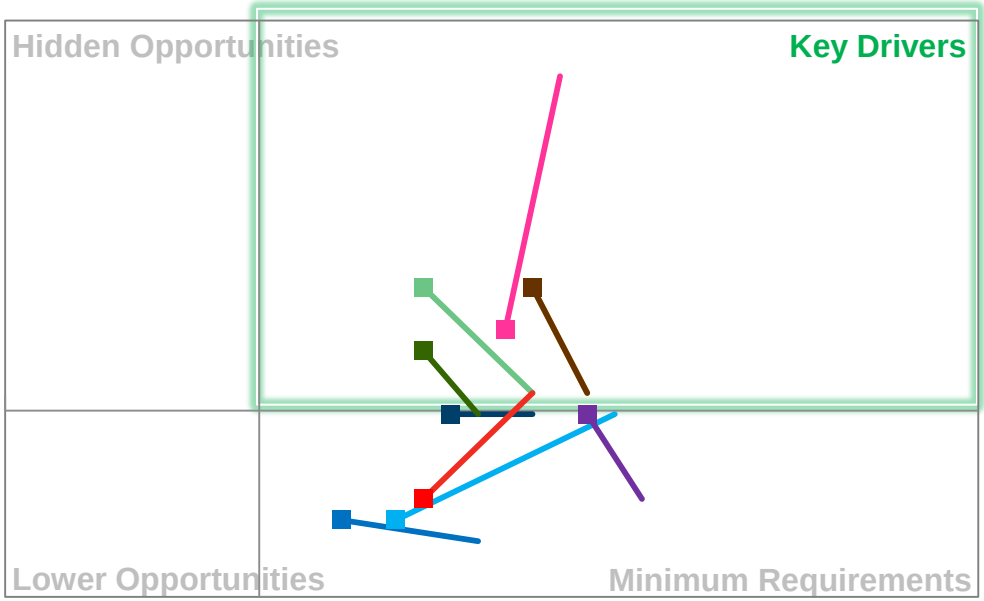
Release and diversion	Feeling better about myself having taken part in my sport
	The opportunities the sport gave me to relieve stress, unwind and get away from my everyday routine
	The buzz/sense of exhilaration I got from doing my sport
Ease of participating	Being able to participate/compete in my sport at a time that was convenient to me
	Being able to take part in my sport without being interrupted or disturbed by members of the public
	Being able to take part in my sport at places that were not overcrowded
Social aspects	That I could participate in my sport in an environment that was not threatening or intimidating
	The opportunities for me to socialise through my sport
	That I could participate in my sport without feeling embarrassed or awkward

Base: 356

Engagement level data has only been included where there is sufficient sample

SPORT ENGLAND

Drivers of satisfaction – club members



Greatest changes in satisfaction (2009-2012)

Coaching
- Satisfaction has fallen from 7.1 to 6.5, this is the domain with the biggest decrease in satisfaction.
- This domain has a low impact on overall satisfaction.
- The impact of the domain on overall satisfaction is higher than in 2009.

Performance
- Satisfaction has fallen from 8.0 to 7.7.
- This domain has a medium impact on overall satisfaction.
- The impact of the domain on overall satisfaction is the same as in 2009.

Officials
- Satisfaction has fallen from 7.7 to 7.4.
- This domain has a low impact on overall satisfaction.
- The impact of the domain on overall satisfaction is lower than in 2009.

See slide 3 for chart key

The key domains which have the greatest impact on satisfaction among club members

Release and diversion	Feeling better about myself having taken part in my sport
	The opportunities the sport gave me to relieve stress, unwind and get away from my everyday routine
	The buzz/sense of exhilaration I got from doing my sport
Social aspects	That I could participate in my sport in an environment that was not threatening or intimidating
	The opportunities for me to socialise through my sport
	That I could participate in my sport without feeling embarrassed or awkward
Ease of participating	Being able to take part in my sport at places that were not overcrowded
	Being able to take part in my sport without being interrupted or disturbed by members of the public
	The time it took me to get to the places where I participated/compete in my sport

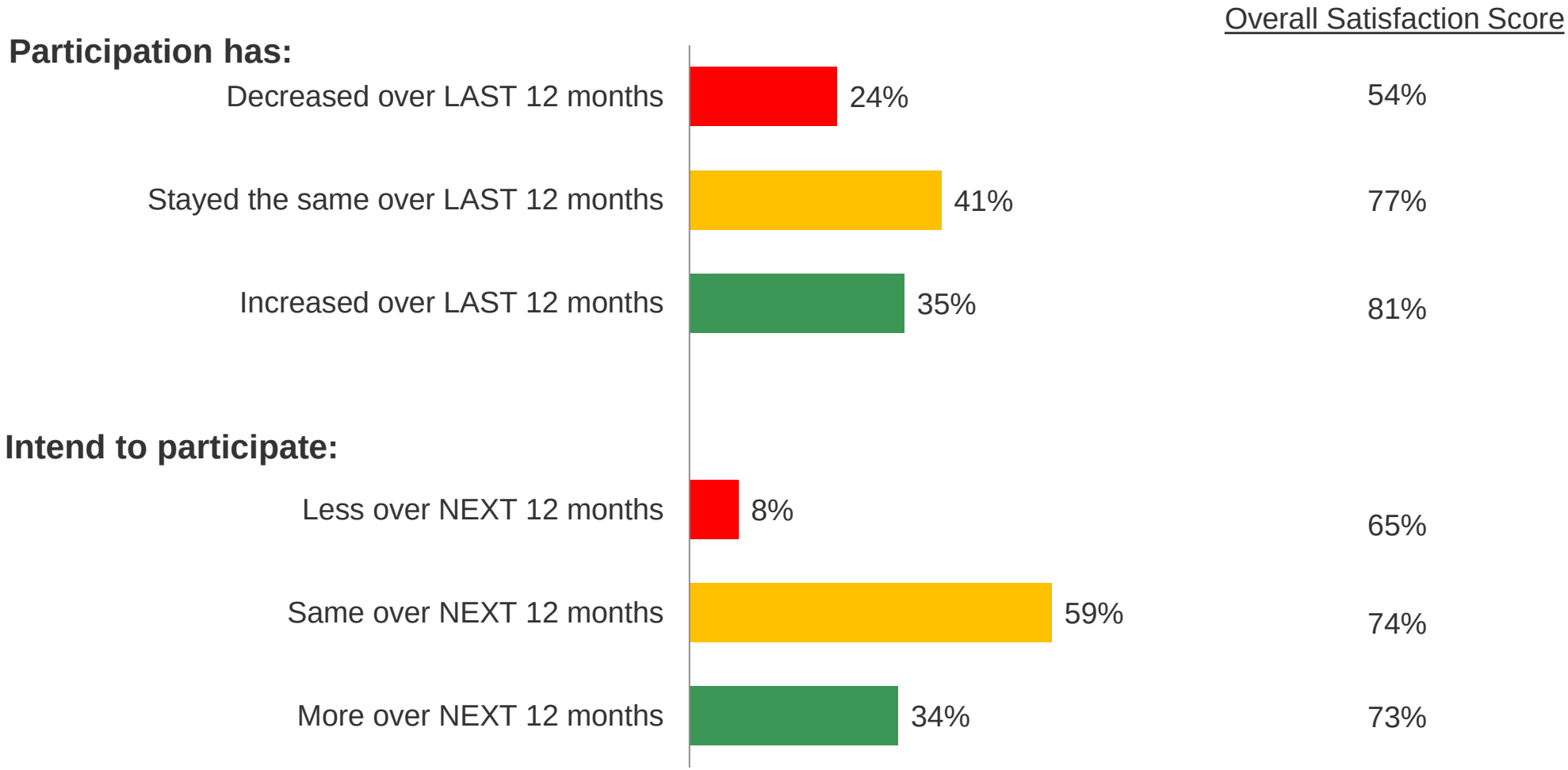
Base: 1916

Engagement level data has only been included where there is sufficient sample

SPORT ENGLAND

Previous and future intended participation

Overall satisfaction by previous participation and future intended participation in Table Tennis

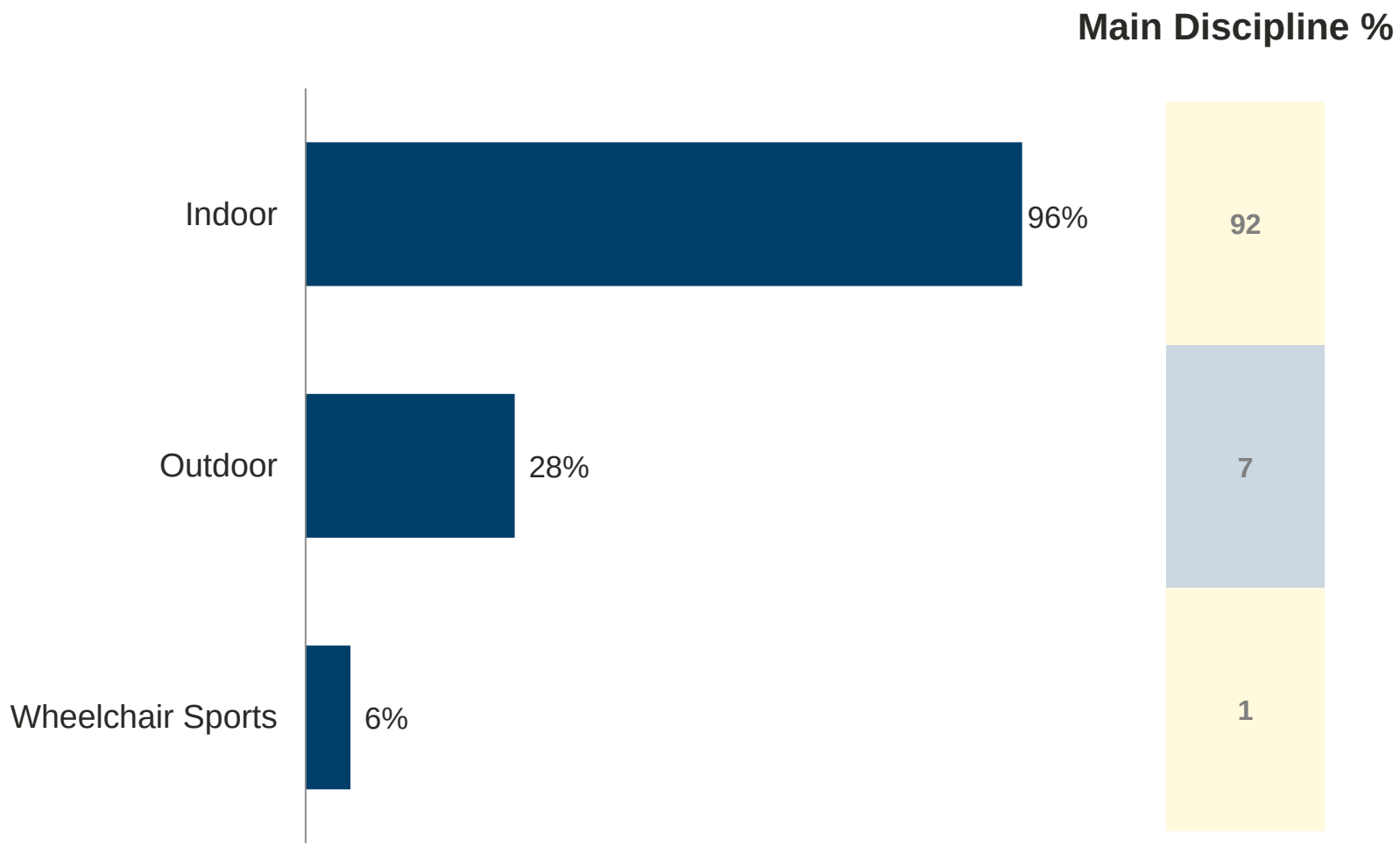


Base: 2310

Table Tennis specific questions

Table Tennis - Disciplines

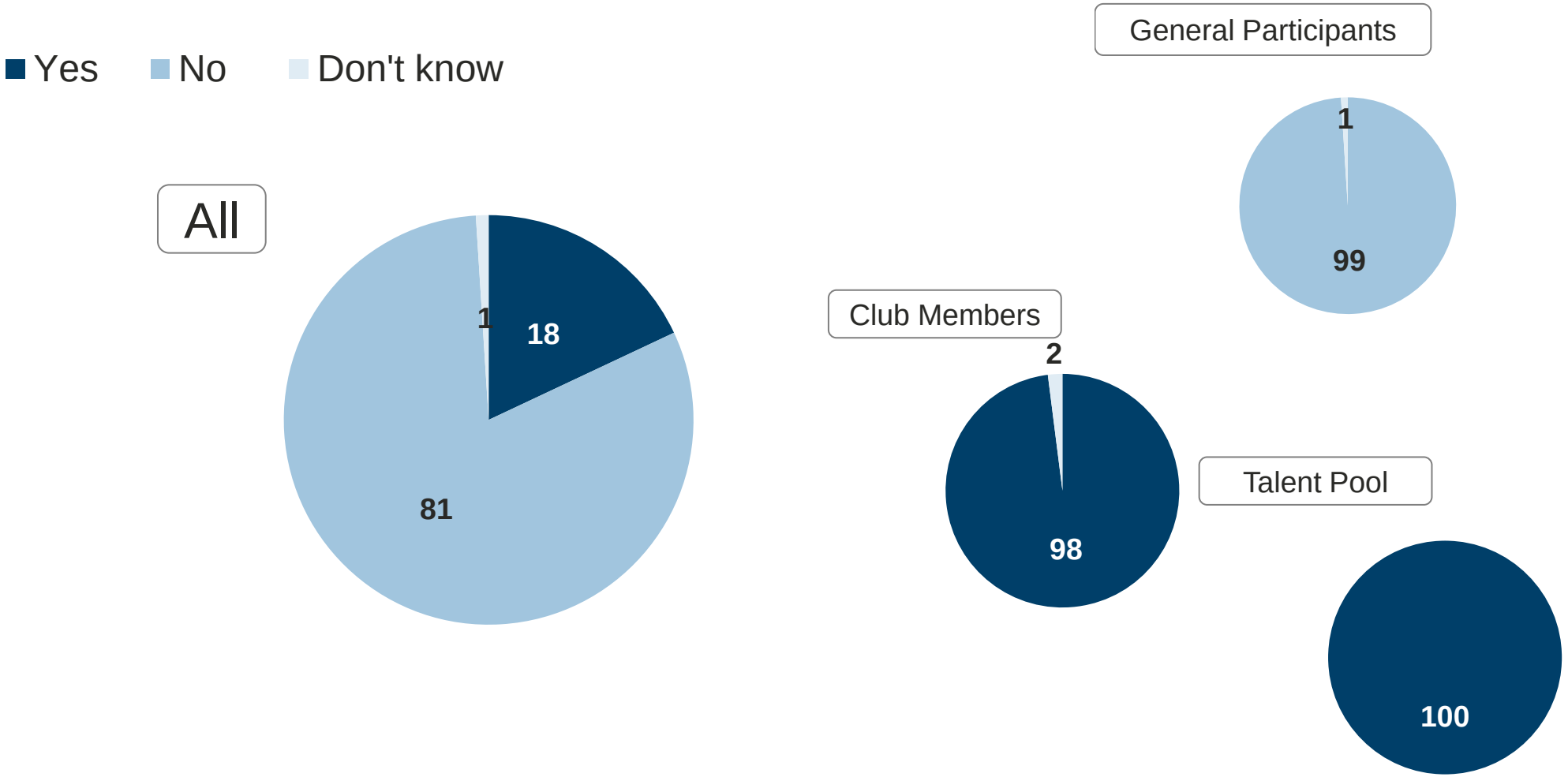
Q. Thinking about Table Tennis, please state which disciplines you participate in:



Base: Discipline overall (2,309), Main discipline (2,309)

Table Tennis - Membership

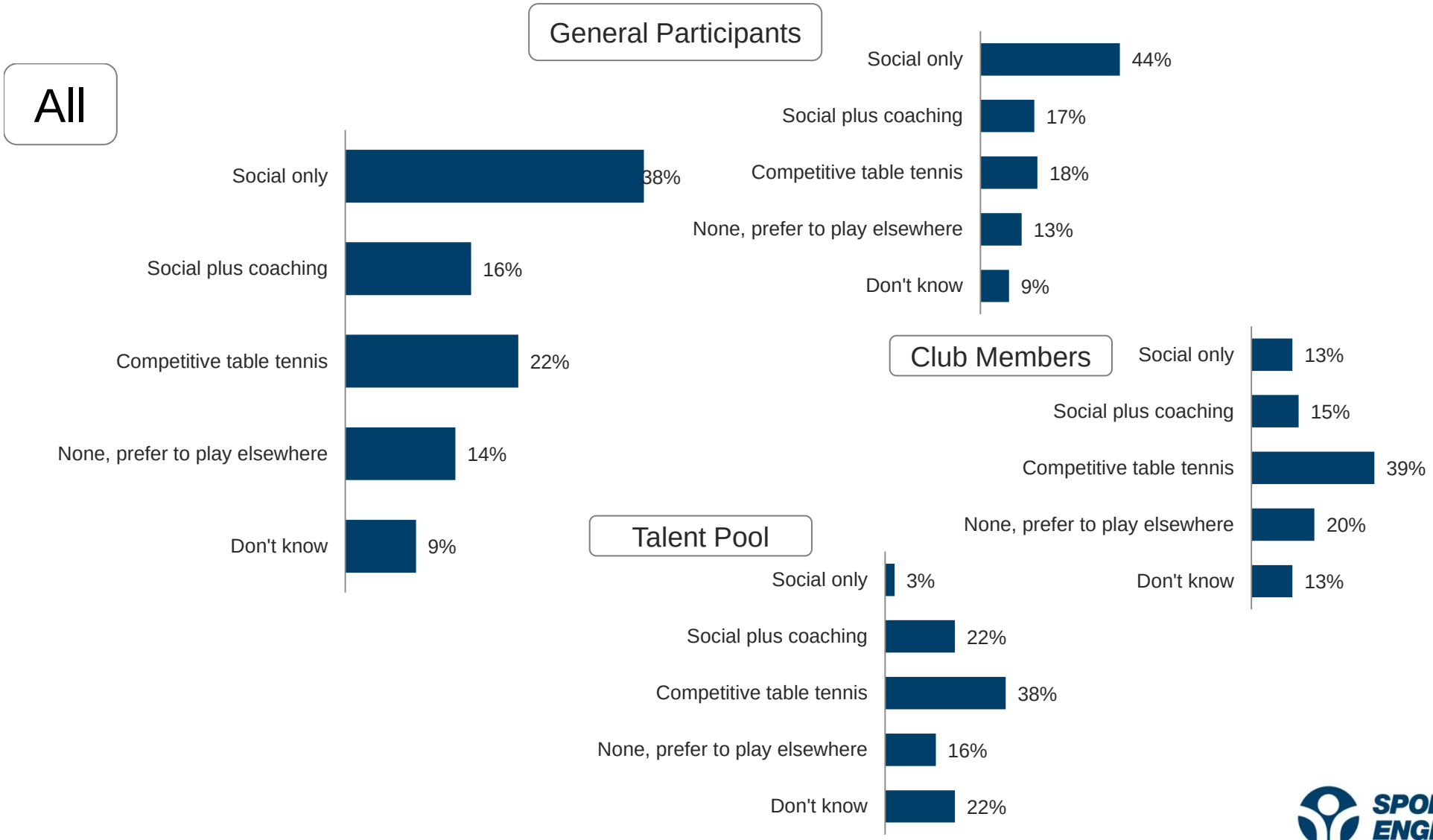
Q. Are you a member of an English Table Tennis Association affiliated table tennis club?



Base: Overall (2,310), General Participants (356); Club Members (1,916); Talent Pool (38)

Table Tennis

Q. If table tennis was made available in your workplace, what level of participation would you prefer?

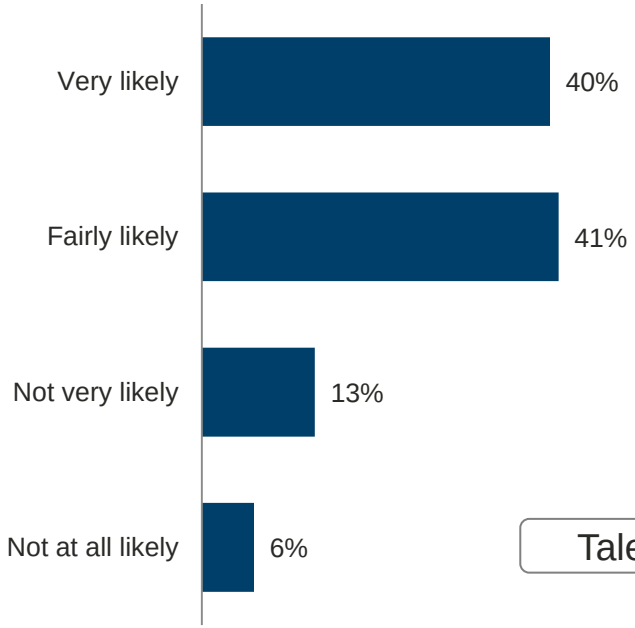


Base: Overall (2,305); General Participants (356); Club Members (1,912); Talent Pool (37)

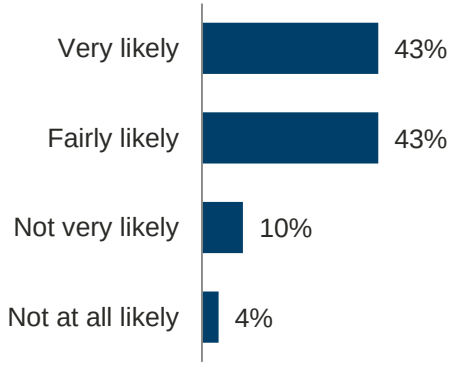
Table Tennis

Q. Rather than join a club or play in traditional competitions, how likely would you be to play social/informal table tennis if more opportunities were available e.g. at work, in parks and open spaces?

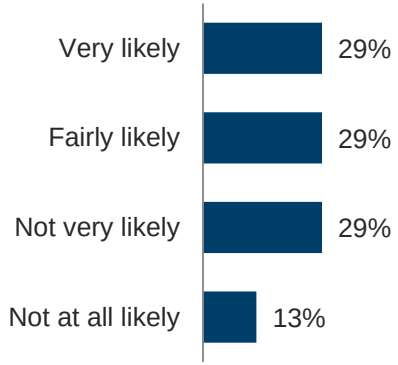
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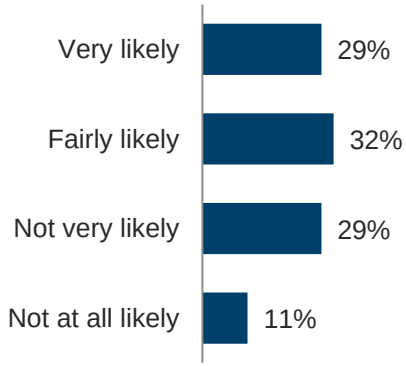
General Participants



Club Members



Talent Pool

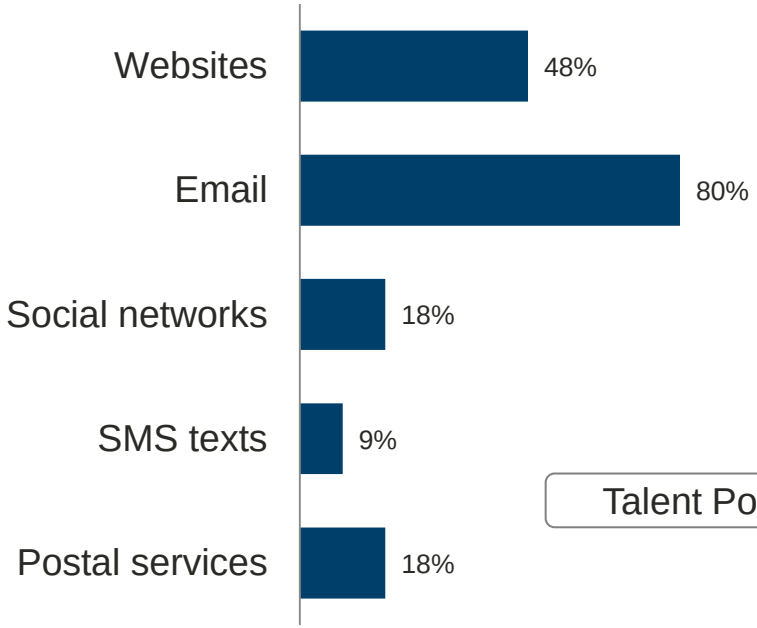


Base: Overall (2,306); General Participants (356); Club Members (1,912); Talent Pool (38)

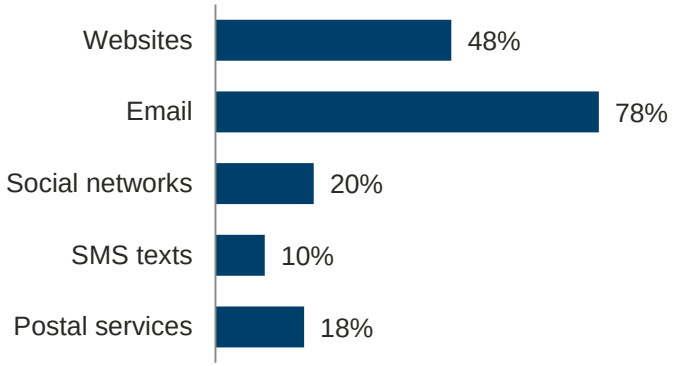
Table Tennis

Q. What would be your preferred method of communication when receiving information about table tennis?

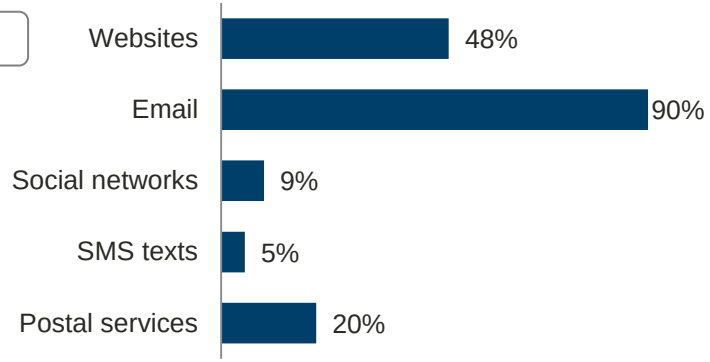
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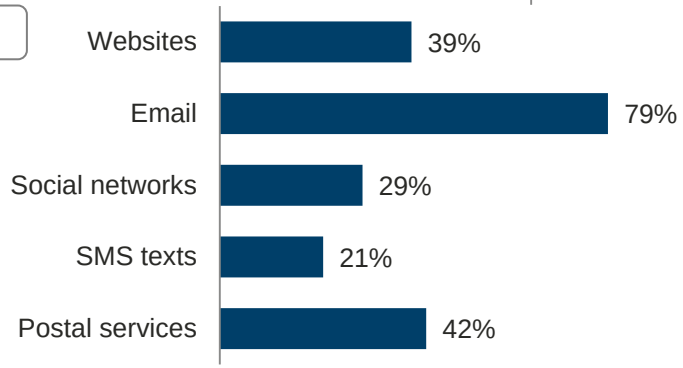
General Participants



Club Members



Talent Pool



Base: Overall (2,306); General Participants (356); Club Members (1,912); Talent Pool (38)

From the mouths of participants

A selection of open response comments:

• Here is the opportunity to meet new people keep healthy and have fun at the same time without feeling stressed and out of place (Female participant, age 64)

• More lower end competitions are needed for people so that they are able to compete with like for like abilities (Male club member, age 32)

• The only downside to a very enjoyable experience is the lack of good playing facilities (Male club member, age 64)

• Table tennis is fairly self supporting not much equipment and easy to start. Sadly it is dominated at club level by older people like me. It is a great game and we need to bring in more youngsters. (Male club member, age 68)

• Most of the places I play table tennis in have no heating or faulty heating, no changing facilities, bad lighting, and are run down. As a sport we have the equipment, the clothing and the players, but the quality of the places we have to play in have been forgotten about (Female club member, age 26)

• I can't find any information about the availability of coaching in my area (Female participant, age 68)

• Room space, lighting, ceiling heights and floor conditions of local leagues need dramatic improvements (Male club member, age 22)

Do you need more?

- A full set of detailed data (including verbatim responses) is available in Excel format via your Sport England Relationship Manager
- Full methodological information can be found on the research section of the Sport England website
- In total 2,310 people (aged 14 and over) from Table Tennis took part in the survey between February and May 2012; 356 general participants, 1,916 affiliated club members and 38 talent pool members.
- All satisfaction and importance scores exclude people who have said “don’t know” for the specific question