

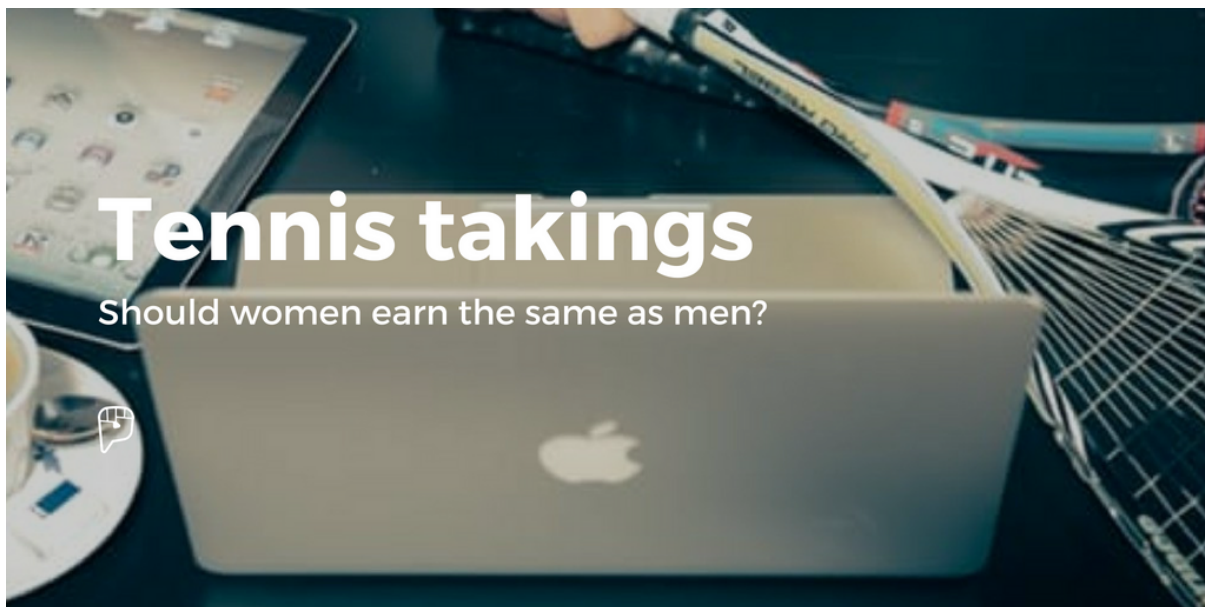


LIFESTYLE

Tennis takings - should women earn the same as men?

Published 2018-07-10 14:37:00. Admin

Tennis takings - should women earn the same as men?

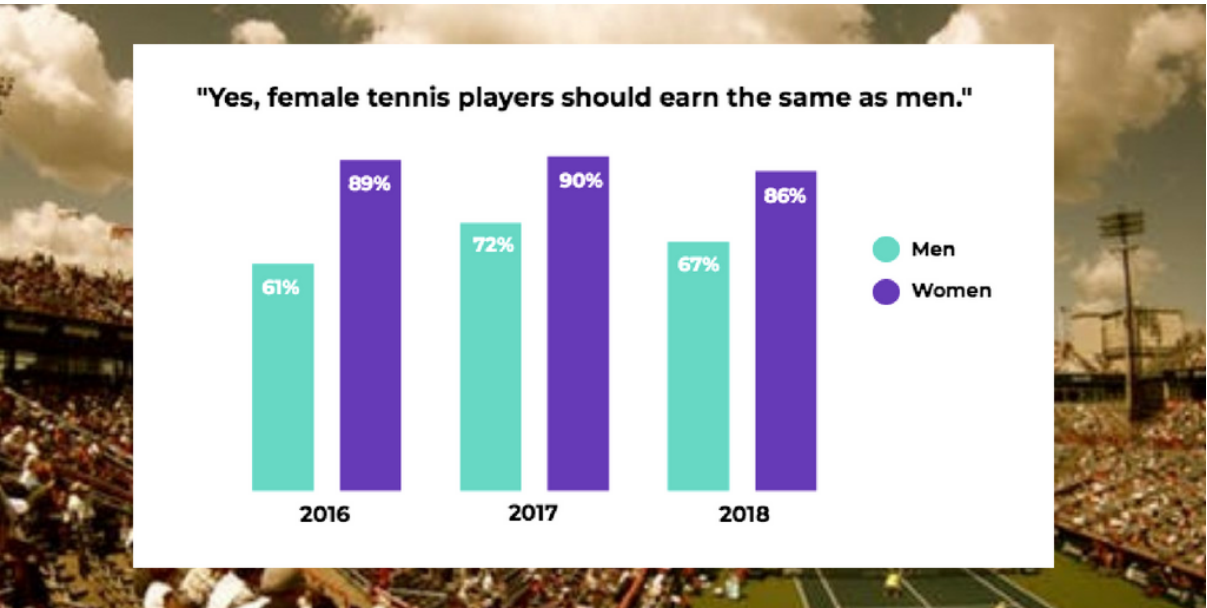


The weather might be cooling down, but Wimbledon's heating up as we enter the second week of the tournament. It just isn't Wimbledon without strawberries and cream, Pimms, and, just as predictably, a debate over equal pay for the athletes involved...

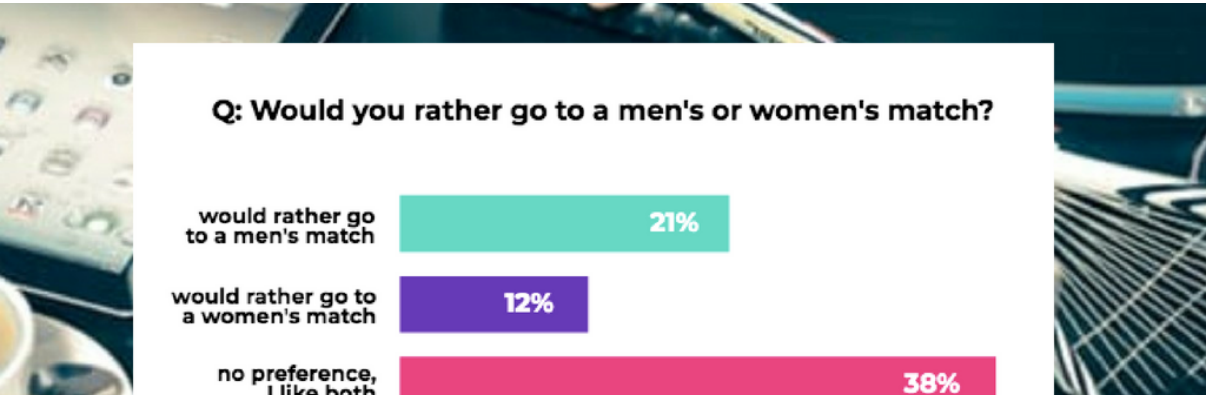
In 2016 Novak Djokovic [suggested men deserve higher pay as they bring in more revenue](#). In 2017 the Madrid Open owner said female tennis players "[are not bringing to the table the same thing](#)". And this year, Rafael Nadal has weighed in on the debate by suggesting [earnings should be based on viewership](#).



we spoke to 1000 men & women aged 16-65 across the UK in March 2016, 2950 respondents in June 2017, and a further 2975 respondents in July 2018.



First off we wanted to see if our community thought female players deserved the same amount of pay as male players. Somewhat unsurprisingly, women are much more likely to want equal pay for female tennis players, with agreement peaking at 90% for women and just 72% for men. Interestingly, support peaked for men and women in the same year, 2017, with support from both sexes for equal pay dropping in the last 12 months.



This website uses cookies

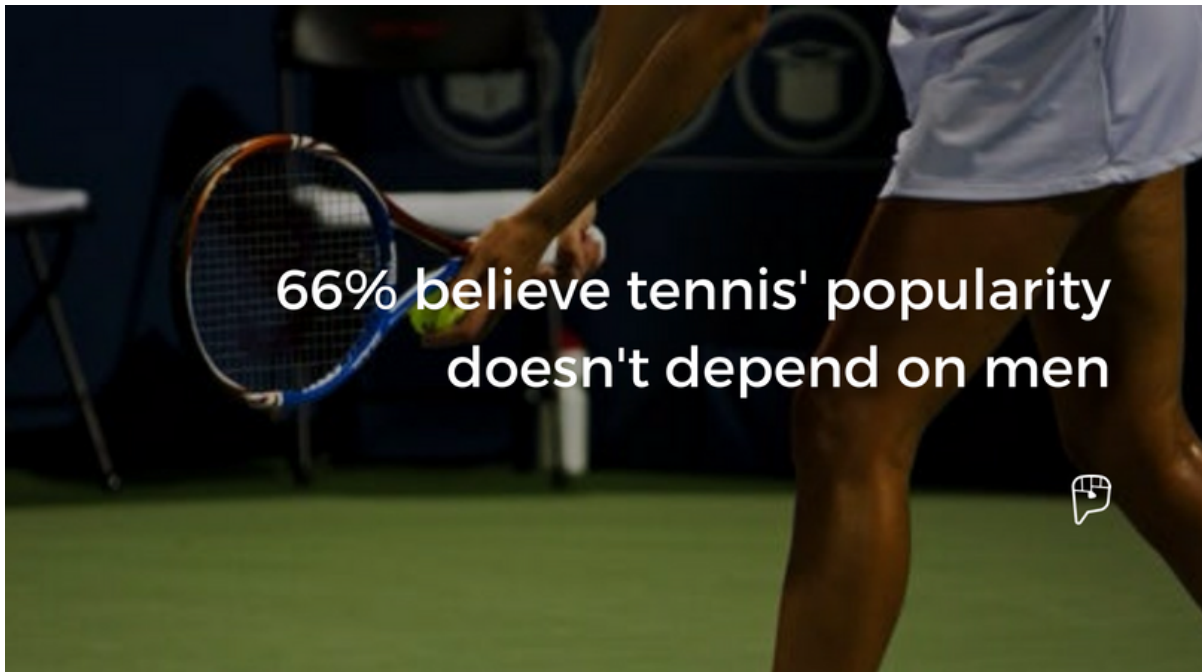
We use cookies to improve your experience, to analyse our traffic and to find ways to improve our application for our users. You can optionally disable these cookies by selecting "Use necessary cookies only" below. We do not share any information on social media or with advertising partners. For more information check our full cookie declaration [here](#), where you can change or withdraw your consent at any time, or email us at info@onepulse.com. You consent to our cookies if you continue to use our website.

Use necessary cookies only

Allow all cookies

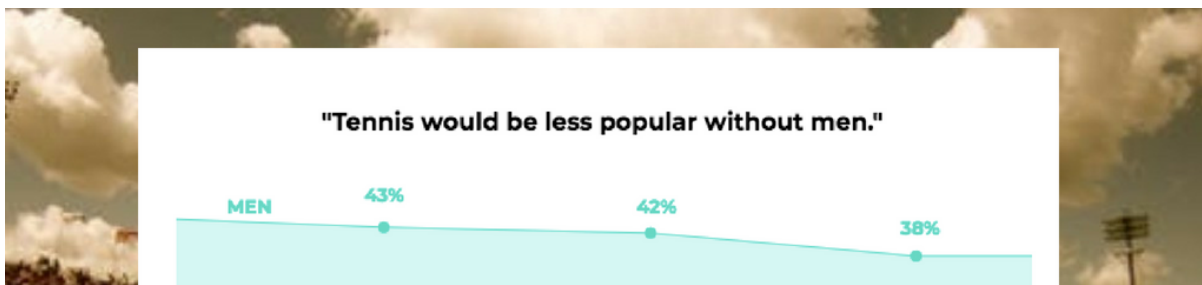
Show details

games (21%, down from 24% in 2016), while preference for the women's games has remained more consistent (12% in 2018, 11% in 2016). The largest change we actually saw was



With the majority of our community saying they have no preference between men's and women's games, we wanted to see how people would feel if men didn't play the sport at all. Across all three years, two-thirds of our users believed that tennis' popularity isn't dependent on men's involvement, however men were much less likely to say this than women (56% of men/71% of women in 2018).

This gender gap is narrowing, but interestingly it is doing so in both directions.... Over the last 2 years, while fewer men believe that tennis would be less popular without men (43% in 2016, 38% in 2018), more women are taking on this belief (18% in 2016, 24% in 2018).



This website uses cookies

We use cookies to improve your experience, to analyse our traffic and to find ways to improve our application for our users. You can optionally disable these cookies by selecting "Use necessary cookies only" below. We do not share any information on social media or with advertising partners. For more information check our full cookie declaration [here](#), where you can change or withdraw your consent at any time, or email us at info@onepulse.com. You consent to our cookies if you continue to use our website.

Use necessary cookies only

Allow all cookies

Show details



you're missing.

To keep your insights up to date and see how things have changed, hit the duplicate icon in the top-right corner of any Pulse to create and send a new version in seconds.

[Try it out](#)

RECENT POSTS

CATEGORIES

Business

Market Research

Design

Inspiration

Lifestyle

Marketing

Nature

Politics

PR

Social Media

Technology

Wearable Tech

Telecommunications

This website uses cookies

We use cookies to improve your experience, to analyse our traffic and to find ways to improve our application for our users. You can optionally disable these cookies by selecting "Use necessary cookies only" below. We do not share any information on social media or with advertising partners. For more information check our full cookie declaration [here](#), where you can change or withdraw your consent at any time, or email us at info@onepulse.com. You consent to our cookies if you continue to use our website.

Use necessary cookies only

Allow all cookies

Show details



What question does your business face today?

Book a demo at a time that works best for you, and a member of our team will happily show you the ins and outs of OnePulse.

BOOK A DEMO

PRODUCT

[Book a demo](#)

[Login](#)

RESOURCES

[Blog](#)

[FAQs](#)

COMPANY

[Terms & Conditions](#)

[Privacy Policy](#)

WANT TO GIVE YOUR OPINION ON ONEPULSE?

This website uses cookies

We use cookies to improve your experience, to analyse our traffic and to find ways to improve our application for our users. You can optionally disable these cookies by selecting "Use necessary cookies only" below. We do not share any information on social media or with advertising partners. For more information check our full cookie declaration [here](#), where you can change or withdraw your consent at any time, or email us at info@onepulse.com. You consent to our cookies if you continue to use our website.

Use necessary cookies only

Allow all cookies

[Show details](#)





This website uses cookies

We use cookies to improve your experience, to analyse our traffic and to find ways to improve our application for our users. You can optionally disable these cookies by selecting "Use necessary cookies only" below. We do not share any information on social media or with advertising partners. For more information check our full cookie declaration [here](#), where you can change or withdraw your consent at any time, or email us at info@onepulse.com. You consent to our cookies if you continue to use our website.

Use necessary cookies only

Allow all cookies

Show details