



USTA: Come Out Swinging

>Abstract

The United States Tennis Association funded one of the most aggressive surveys ever undertaken about a single sport in order to revitalize tennis in the minds of consumers. The survey results were supplemented with qualitative research by Vigilante, a specialist in urban communication campaigns. What resulted was a full-scale marketing initiative involving the establishment of Tennis Welcome Centers and the Come Out Swinging advertising, merchandising, and public relations campaigns. This case reveals the research and how the marketing initiative developed. (Video duration: XX minutes)

www.usta.com; www.vigilantenyc.com

>The Scenario

The game of tennis—called *lawn* or *real tennis* to distinguish it from table tennis—has a long and distinguished history. Reported to have started in the 11th century as a form of handball, since the 14th century it has been played with a stringed racket. While its popularity has peaked and valleyed, the 19th century was a period of revival when hundreds of courts were constructed and tennis was played by royalty in both England and Europe.¹ Some of the problems the United States Tennis Association (USTA),² the governing body of the sport, faced in 2003 may have their genesis in tennis's association with the *game of kings*. "Tennis is still perceived by many as a somewhat elitist, Caucasian, country-club set, even though more than 70 percent of those who play do so on public courts," shared Kurt Kamperman, USTA chief executive, community tennis. Kamperman's marketing team has been charged with rebranding the game of tennis. "The objective of our new marketing efforts and advertising campaign is to change the elitist perception and create a greater affinity for tennis in an increasingly diverse multicultural population."³

>The Groundwork

In 2002, the USTA undertook the largest participation research study ever conducted in the sports industry; with more than 25,000 households surveyed in the United States, British Columbia, Puerto Rico, and the U.S. Virgin Islands. This survey was repeated in 2003 to begin developing a statistically significant trend analysis applicable to the 17 regional divisions of the USTA, called *sections*. The analysis, conducted by The Taylor Research and Consulting Group, was designed to quantify participation among all demographics, as well as to understand the "whys and why nots" of tennis participation. "The studies [conducted in October to early November 2003 and October to early November 2002] maintained many of the same questions used in smaller studies conducted during the 80's and 90's," described Rebecca Conway, a consultant with The Taylor Group. "We did include additional demographic questions—ethnicity, for example—which gave us richer data." Given that the surveys inquired about the tennis involvement of all household members over six years of age, the five-minute random-digit-dialed phone surveys reflected the participation of more than 66,000 people in each of the last two years. "The USTA had very tight error expectations," explained Conway in justifying the large size of the study.

The Taylor Group followed up the shorter survey with a 10- to 15-minute extended phone survey with 2,032 participants divided into three sample segments: current tennis players, former tennis players, and people who had never played tennis. This second survey used mostly closed questions but delved more into the why and how issues. "We wanted to know who had most influenced them to play tennis, where they played the most, and who their

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favorite tennis player was,” shared Conway. For nonplayers, the USTA wanted to discover why they were non players, as well as which sports they watch on TV.

>The Positives and Negatives of Tennis

One of the most consistent findings from the annual studies is that the number of people playing tennis has been basically unchanged over the past several years. But the unique finding is that tennis suffers from a “leaky bucket” syndrome. “While tennis gains an additional 5 million players per year, with average age being 15,” says Kamperman, “we also lose 5 million players per year, often as young adults transition to parenthood.” The mounting time pressures of work and parenting, particularly in dual-income households, leaves less time for recreation. “Tennis participation levels, like other sports, have suffered accordingly” analyzed Kamperman. “We don’t necessarily get them back in tennis when the kids are grown.”

While overall tennis participation has been flat, tennis professionals like the Williams sisters have positively affected tennis participation within minority populations—similar to the effect that Tiger Woods has had on golf. The latest survey research done by The Taylor Research Group for the USTA and the Tennis Industry Association⁴ reveals an important shift: While only 5 percent of current tennis players are African Americans, more than 10 percent of new players are. And while only 16 percent of current tennis players are Hispanic, more than 22 percent of new players are. “We are excited that tennis is starting to reflect the multi-cultural diversity of the U.S. population,” explained Kamperman, “but we are just starting a campaign that we hope will do more to change the face of tennis. At the same time, we walk a thin line. We don’t want to alienate the loyal tennis player as we try to expand the base of the sport.”

People associate three primary benefits with playing tennis: fitness, socialization, and competitiveness. Survey respondents indicate that tennis makes them feel physically and mentally fit; that it is fun and a great way to meet people and form relationships; and that it is exciting—tennis players enjoy the challenge of improving their own game while competing against others.

In part because of its persistent elitist image, research participants who don’t play tennis indicate that tennis is “not for me.” They say they are unaware of facilities where they can play tennis, and they indicate that culturally, ethnically, and financially they feel they will not “fit.” Given that the U.S. population is increasingly multicultural, such a perception needs to change if the USTA and its affiliate partners hope to expand participation in tennis.

>The Marketing Challenge

“We need to portray tennis as cool, relevant, and cutting edge to attract younger, more diverse audiences,” explained Kamperman, in order to break the elitist stereotype. The USTA also needs to make tennis seem more accessible to former players as well. A cornerstone of this effort was the 2004 launch of TennisWelcomeCenter.com, which gives new and current players immediate access to tennis facilities nearby, with just the click of a zip code. Thirty-eight hundred tennis facilities across the country—in neighborhood parks, commercial tennis clubs, health clubs, resorts, and schools—are registered *Tennis Welcome Centers*. Each offers an introductory tennis program where individuals may “learn how to play tennis . . . fast” and gain the recognized benefits of fitness, socialization, and competition.

But a tennis rebranding effort needed an advertising program as another cornerstone. “Our \$3 million budget wasn’t going to move the needle much by itself, so we needed something to attract attention and generate media coverage,” explained Kamperman. Initially the marketing group of the USTA headed by Kamperman used their extensive network of contacts to identify advertising agencies that had a sports marketing connection and were doing groundbreaking creative work. Ultimately, three agencies were identified—one had done work with golf, another with the NFL, and another with major league baseball.





>Developing and testing the Campaign

Advertising marketing agency Vigilante⁵ (New York) was one of the three. Vigilante's reputation for effectiveness with urban and ethnic audiences, and for turning around brands that had lost appeal with their desired audience, won it the opportunity to pitch for the USTA account. At the time of the invitation, the USTA provided Vigilante with a lot of information from its participation studies and some very clear objectives for the campaign: Bring back former players, recruit new players, retain current players, and change the image of the sport.

"We basically pitched our credentials," described Vigilante's chief creative officer, Danny Robinson.⁶ "We showed them the successful work we had done for GM. We actually won the account based on a campaign idea that we didn't end up using." Vigilante's strategic planning group, the *Urban Think Tank*,⁷ is responsible for research to guide the development of any campaign. "We had lots of data, but we needed to *hear* the perception of the sport." Vigilante deployed its *Street Spies*, current staff or contract researchers, to do 30 to 40 ethnographic peer-to-peer intercept interviews. Each interviewer shares age, ethnicity, and lifestyle characteristics with the person he or she will interview. Some of the interviews take place in clubs, and others take place on the street. A videographer accompanies each interviewer. "What we heard were things like 'I can't afford it; It's too expensive' or 'I'd rather play basketball (or soccer) or video games' or 'I haven't a clue how to start.'"

With this information, Vigilante developed several creative approaches and presented them to the USTA. One featured celebrities; another compared tennis to other sports based on physicality and fitness; yet another followed a group of tennis players who were training and involved in extreme tennis. "The Come Out Swinging tagline was attached to a different approach than the client chose to use." But it serves as the broad rally cry for the campaign. The USTA chose an approach that would feature celebrities from TV, movies, music, and sports arenas as endorsers. Then the Vigilante team created an extensive criteria list in their search for the perfect celebrity match. "The criteria covered three pages," explained Robinson. "We wanted someone who was known and whose personality was known. We wanted celebrities that could match each of the four segments: senior player, ethnic player, youth, and core 'Caucasian male or female, A-list.'" Each member of the team offered candidates to be evaluated. They were looking for celebrities with a "no-holds-barred" attitude and who were physically fit. "We found that TV's Daisy Fuentes would appeal to females and our Hispanic segment. Mike Wallace [CBS' 60-minutes reporter] is feisty, tough, and a long time tennis player; perfect for the senior segment. NASCAR's Jeff Gordon is special, he has very strong appeal in the south, participates in a demanding sport, and he just started playing tennis. Lightweight Boxing Champion Roy Jones Jr. brought in our youth segment and re-emphasized the physicality of tennis. Being a tennis player wasn't a critical criterion in any of these choices."

The USTA relied on Vigilante's expertise, rather than formally testing the ads before launching the campaign in spring 2004. Initial posttesting will have as much to do with action as attitude. "Every ad refers to the *Tennis Welcome Center*," explained Robinson. "They will evaluate the ads based on visits to tenniswelcomecenter.com." According to USTA's Kurt Kamperman, the Tennis Industry Association will also be monitoring sales of rackets, balls, and apparel. The *Tennis Welcome Center* facilities will monitor inquiries, lesson sign-ups, and memberships. Ultimately, the USTA desires an attitude change. Plans are already underway for the 2004 Tennis Participation Study; this will be the first confirming measure of any perception shift that might influence future activity on the courts.

>Notes

¹ "The Early History of Real Tennis," RealTennis.com, downloaded April 27, 2004 (<http://www.real-tennis.com/history/main.html>).

² The mission of the USTA "to promote the development of tennis as a means of healthful recreation and physical fitness; to establish and maintain rules of play and high standards of amateurism and sportsmanship; to foster national and international amateur tennis tournaments and competitions; to encourage, sanction and conduct tennis tournaments and



competitions under the best of conditions; and to encourage, through tennis, the development of health, character and responsible citizenship.” “About the USTA,” United States Tennis Association, downloaded 4-27-2004. (<http://www.usta.com/aboutus/default.sps?iType=920&icustompagid=1139>)

- ³ Scott Staniar, independent marketing consultant, interviewed April 27, 2004.
- ⁴ The TIA is an association of tennis companies involved in the manufacturing, marketing, and sales of tennis products, as well as tennis publications and management firms. Their mission is to “promote the growth of tennis participation while improving the commercial success” of the tennis industry. “About Us,” Tennis Industry Association, downloaded 4-27-2004 (http://www.tennisindustry.org/About_the_Tia/about_the_tia.html).
- ⁵ On Vigilantenyc.com Vigilante is described as “an urban advertising marketing agency established in 1997. Its motto is: “Street. Smart.” Vigilante defines urban as “a magnetic epicenter of diverse cultures that creates an outward flow of influence.” With a staff of more than 20 urban specialists, Vigilante crafts marketing communication programs relevant to the consumers of urban culture and those who live it, move it and change it everyday. (<http://www.vigilantenyc.com/vigilante.htm>) downloaded 4-30-2004.
- ⁶ Danny Robinson, Chief Creative Officer, Vigilante, interviewed April 30, 2004.
- ⁷ Through its Urban Think Tank™, Vigilante has a number of cutting-edge, proprietary products such as “Street Spies” and “Urban Passport” that keep the agency and its clients plugged into urban consumers. (<http://www.vigilantenyc.com/vigilante.htm>) downloaded 4-30-2004.

>Exhibits

- USTA-1 USTA Participation Screening Interview
- USTA-2 USTA Player Interview
- USTA-3 USTA Former Player Interview
- USTA-4 USTA Non-Player Interview

>Discussion

- 1 Create the management-research question hierarchy for USTA.
- 2 Define the sample parameters for the 2003 Tennis Participation Study.
- 3 Discuss the sample design for the 2003 Tennis Participation Study.
- 4 What are the pros and cons of using the *Street Spies* ethnography methodology to guide the choice of creative approach for the ad campaign?
- 5 Evaluate the measurement scales used in the USTA survey.
- 6 Evaluate the survey structure and organization.

>Source

This case was developed from interviews with and material provided by principals of the U. S. Tennis Association, Vigilante NYC, and The Taylor Group. Used with permission of Pamela S. Schindler, © 2004.



USTA Participation Screening Interview

100 Market Street
Portsmouth, NH 03801

Project #: 154-0310
Date: September 25, 2003

25,500 Household Screening Interviews with 17-sections	
New England	Missouri Valley
Eastern	Texas
Middle States	Southwest
Mid-Atlantic	Intermountain
Southern	Pacific Northwest
Florida	N. California
Caribbean	S. California
Midwest	Hawaii Pacific
Northern	

I. INTRODUCTION

S1a. Hello, this is _____, calling from _____. We are conducting a brief survey about sports and hobbies and would like to include your household's opinions. Please be assured, we're not selling anything; this project is for research purposes only. May I speak with the male or female head of household? **(IF RESPONDENT IS NOT AVAILABLE, SCHEDULE CALLBACK)**

ONCE APPROPRIATE PERSON IS ON PHONE:

S1b. We are interested in finding out how many people in North America play different sports. To participate, you yourself do not need to play any sports.

IF RESPONDENT SAYS NO ONE PLAYS SPORTS IN THE HOUSEHOLD SAY:

S1c. Since we are conducting a national study to determine the type of people who play and don't play sports, I just need to ask a few questions about the members of your household. **(IF NECESSARY:** This will take less than five minutes of your time.)

II. SCREENING INTERVIEW

S.1d. **PROGRAMMER: USING AREA CODE AND PHONE NUMBER, CODE RESPONDENT INTO 1 OF THE 50 STATES/WASHINGTON, DC/BRITISH COLUMBIA/PUERTO RICO/U.S. VIRGIN ISLANDS. USE CODE LIST ON THE LAST PAGE OF SCREENER.**

FOR ALL STATES EXCEPT TX, WV, VA, CA, NV, WI, ID, CT, NJ, IL, OR, AND KY: USE AREA CODE/STATE TO IDENTIFY EACH RESPONDENT'S USTA SECTION.

S.1e. First, what is your 5-digit zip code? **(RECORD BELOW)**

(Don't know=99998; Refused=99999)

IF RESPONDENT LIVES IN TEXAS:

S.1f. Do you live in: **(IF RESPONDENT SAYS "DON'T KNOW," READ: Please just take your best guess.)**

El Paso County.....-1 COUNT AS "SOUTHWEST"
Bowie County-2 COUNT AS "SOUTHERN"
Or, some other part of Texas.....-3 COUNT AS "TEXAS"

IF RESPONDENT LIVES IN WEST VIRGINIA:

S1g. What county do you live in? **(DO NOT READ LIST; IF RESPONDENT SAYS "DON'T KNOW," READ: Is there someone else in your house you can ask? If not, please just take your best guess.)**

Barbour-01 COUNT AS "MID-ATLANTIC"
Berkeley-02 COUNT AS "MID-ATLANTIC"
Boone-03 COUNT AS "MIDWEST"
Braxton.....-04 COUNT AS "MID-ATLANTIC"
Brooke-05 COUNT AS "MIDDLE STATES"
Cabell-06 COUNT AS "MIDWEST"
Calhoun-07 COUNT AS "MIDWEST"
Clay-08 COUNT AS "MID-ATLANTIC"
Doddridge-09 COUNT AS "MID-ATLANTIC"
Fayette-10 COUNT AS "MID-ATLANTIC"
Gilmer-11 COUNT AS "MID-ATLANTIC"
Grant-12 COUNT AS "MID-ATLANTIC"
Greenbrier-13 COUNT AS "MID-ATLANTIC"
Hampshire-14 COUNT AS "MID-ATLANTIC"
Hancock-15 COUNT AS "MIDDLE STATES"

Hardy	-16	COUNT AS "MID-ATLANTIC"
Harrison.....	-17	COUNT AS "MID-ATLANTIC"
Jackson.....	-18	COUNT AS "MIDWEST"
Jefferson.....	-19	COUNT AS "MID-ATLANTIC"
Kanawha.....	-20	COUNT AS "MIDWEST"
Lewis	-21	COUNT AS "MID-ATLANTIC"
Lincoln	-22	COUNT AS "MIDWEST"
Logan	-23	COUNT AS "MIDWEST"
Marion.....	-24	COUNT AS "MID-ATLANTIC"
Marshall	-25	COUNT AS "MIDDLE STATES"
Mason.....	-26	COUNT AS "MIDWEST"
McDowell.....	-27	COUNT AS "MID-ATLANTIC"
Mercer	-28	COUNT AS "MID-ATLANTIC"
Mineral.....	-29	COUNT AS "MID-ATLANTIC"
Mingo	-30	COUNT AS "MIDWEST"
Monongalia	-31	COUNT AS "MID-ATLANTIC"
Monroe	-32	COUNT AS "MID-ATLANTIC"
Morgan.....	-33	COUNT AS "MID-ATLANTIC"
Nicholas	-34	COUNT AS "MID-ATLANTIC"
Ohio	-35	COUNT AS "MIDDLE STATES"
Pendleton.....	-36	COUNT AS "MID-ATLANTIC"
Pleasants.....	-37	COUNT AS "MIDWEST"
Pocahontas	-38	COUNT AS "MID-ATLANTIC"
Preston.....	-39	COUNT AS "MID-ATLANTIC"
Putnam	-40	COUNT AS "MIDWEST"
Raleigh	-41	COUNT AS "MID-ATLANTIC"
Randolph.....	-42	COUNT AS "MID-ATLANTIC"
Ritchie	-43	COUNT AS "MIDWEST"
Roane	-44	COUNT AS "MIDWEST"
Summers.....	-45	COUNT AS "MID-ATLANTIC"
Taylor.....	-46	COUNT AS "MID-ATLANTIC"
Tucker	-47	COUNT AS "MID-ATLANTIC"
Tyler.....	-48	COUNT AS "MID-ATLANTIC"
Upshur	-49	COUNT AS "MID-ATLANTIC"
Wayne	-50	COUNT AS "MIDWEST"
Webster	-51	COUNT AS "MID-ATLANTIC"
Wetzel	-52	COUNT AS "MID-ATLANTIC"
Wirt	-53	COUNT AS "MIDWEST"
Wood.....	-54	COUNT AS "MIDWEST"
Wyoming.....	-55	COUNT AS "MID-ATLANTIC"
IF NO ONE IN HOUSEHOLD CAN PROVIDE COUNTY, TERMINATE		

IF RESPONDENT LIVES IN VIRGINIA:

- S1h. Do you live in: **(IF RESPONDENT SAYS “DON’T KNOW,” READ: Please just take your best guess.)**

Bristol.....-1 COUNT AS “SOUTHERN”
Or, some other part of Virginia-2 COUNT AS “MID-ATLANTIC”

IF RESPONDENT LIVES IN CALIFORNIA:

- S1i. What county do you live in? **(DO NOT READ LIST; IF RESPONDENT SAYS “DON’T KNOW,” READ: Is there someone else in your house you can ask? If not, please just take your best guess.)**

Imperial.....-01 COUNT AS “SOUTHERN CA”
Kern.....-02 COUNT AS “SOUTHERN CA”
Los Angeles.....-03 COUNT AS “SOUTHERN CA”
Orange-04 COUNT AS “SOUTHERN CA”
Riverside-05 COUNT AS “SOUTHERN CA”
San Bernardino.....-06 COUNT AS “SOUTHERN CA”
San Diego-07 COUNT AS “SOUTHERN CA”
San Luis Obispo.....-08 COUNT AS “SOUTHERN CA”
Santa Barbara-09 COUNT AS “SOUTHERN CA”
Ventura.....-10 COUNT AS “SOUTHERN CA”
Other **(DO NOT SPECIFY)**-11 COUNT AS “NORTHERN CA”

IF NO ONE IN HOUSEHOLD CAN PROVIDE COUNTY, TERMINATE

IF RESPONDENT LIVES IN NEVADA:

- S1j. Do you live in: **(IF RESPONDENT SAYS “DON’T KNOW,” READ: Please just take your best guess.)**

Carson City, Douglas County, or
Washoe County.....-1 COUNT AS “NORTHERN CA”
Or, some other part of Nevada-2 COUNT AS “INTERMOUNTAIN”

IF RESPONDENT LIVES IN WISCONSIN:

- S1k. What county do you live in? **(DO NOT READ LIST; IF RESPONDENT SAYS “DON’T KNOW,” READ: Is there someone else in your house you can ask? If not, please just take your best guess.)**

Adams-01 COUNT AS “MIDWEST”
Ashland-02 COUNT AS “MIDWEST”
Barron.....-03 COUNT AS “NORTHERN”
Bayfield-04 COUNT AS “NORTHERN”
Brown.....-05 COUNT AS “MIDWEST”
Buffalo-06 COUNT AS “NORTHERN”

Burnett.....	-07	COUNT AS "NORTHERN"
Calumet	-08	COUNT AS "MIDWEST"
Chippewa	-09	COUNT AS "NORTHERN"
Clark.....	-10	COUNT AS "MIDWEST"
Columbia	-11	COUNT AS "MIDWEST"
Crawford	-12	COUNT AS "MIDWEST"
Dane	-13	COUNT AS "MIDWEST"
Dodge	-14	COUNT AS "MIDWEST"
Door	-15	COUNT AS "MIDWEST"
Douglas	-16	COUNT AS "NORTHERN"
Dunn.....	-17	COUNT AS "NORTHERN"
Eau Claire.....	-18	COUNT AS "NORTHERN"
Florence.....	-19	COUNT AS "MIDWEST"
Fond du Lac	-20	COUNT AS "MIDWEST"
Forest.....	-21	COUNT AS "MIDWEST"
Grant.....	-22	COUNT AS "MIDWEST"
Green Lake	-23	COUNT AS "MIDWEST"
Green.....	-24	COUNT AS "MIDWEST"
Iowa.....	-25	COUNT AS "MIDWEST"
Iron.....	-26	COUNT AS "MIDWEST"
Jackson.....	-27	COUNT AS "MIDWEST"
Jefferson.....	-28	COUNT AS "MIDWEST"
Juneau.....	-29	COUNT AS "MIDWEST"
Kenosha	-30	COUNT AS "MIDWEST"
Kewaunee.....	-31	COUNT AS "MIDWEST"
La Crosse.....	-32	COUNT AS "MIDWEST"
Lafayette.....	-33	COUNT AS "MIDWEST"
Langlade.....	-34	COUNT AS "MIDWEST"
Lincoln	-35	COUNT AS "MIDWEST"
Manitowoc	-36	COUNT AS "MIDWEST"
Marathon.....	-37	COUNT AS "MIDWEST"
Marinette	-38	COUNT AS "MIDWEST"
Marquette	-39	COUNT AS "MIDWEST"
Menominee.....	-40	COUNT AS "MIDWEST"
Milwaukee.....	-41	COUNT AS "MIDWEST"
Monroe	-42	COUNT AS "MIDWEST"
Oconto	-43	COUNT AS "MIDWEST"
Oneida	-44	COUNT AS "MIDWEST"
Outagamie	-45	COUNT AS "MIDWEST"
Ozaukee.....	-46	COUNT AS "MIDWEST"
Pepin.....	-47	COUNT AS "NORTHERN"
Pierce.....	-48	COUNT AS "NORTHERN"
Polk	-49	COUNT AS "NORTHERN"
Portage	-50	COUNT AS "MIDWEST"
Price	-51	COUNT AS "MIDWEST"
Racine	-52	COUNT AS "MIDWEST"

Richland	-53	COUNT AS "MIDWEST"
Rock	-54	COUNT AS "MIDWEST"
Rusk	-55	COUNT AS "NORTHERN"
Sauk	-56	COUNT AS "MIDWEST"
Sawyer	-57	COUNT AS "NORTHERN"
Shawano	-58	COUNT AS "MIDWEST"
Sheboygan	-59	COUNT AS "MIDWEST"
St. Croix	-60	COUNT AS "NORTHERN"
Taylor	-61	COUNT AS "MIDWEST"
Trempealeau	-62	COUNT AS "NORTHERN"
Vernon	-63	COUNT AS "MIDWEST"
Vilas	-64	COUNT AS "MIDWEST"
Walworth	-65	COUNT AS "MIDWEST"
Washburn	-66	COUNT AS "NORTHERN"
Washington	-67	COUNT AS "MIDWEST"
Waukesha	-68	COUNT AS "MIDWEST"
Waupaca	-69	COUNT AS "MIDWEST"
Waushara	-70	COUNT AS "MIDWEST"
Winnebago	-71	COUNT AS "MIDWEST"
Wood	-72	COUNT AS "MIDWEST"
IF NO ONE IN HOUSEHOLD CAN PROVIDE COUNTY, TERMINATE		

IF RESPONDENT LIVES IN IDAHO:

- S11. What county do you live in? **(DO NOT READ LIST; IF RESPONDENT SAYS "DON'T KNOW," READ: Is there someone else in your house you can ask? If not, please just take your best guess.)**

Ada	-01	COUNT AS "INTERMOUNTAIN"
Adams	-02	COUNT AS "INTERMOUNTAIN"
Bannock	-03	COUNT AS "INTERMOUNTAIN"
Bear Lake	-04	COUNT AS "INTERMOUNTAIN"
Benewah	-05	COUNT AS "PACIFIC NW"
Bingham	-06	COUNT AS "INTERMOUNTAIN"
Blaine	-07	COUNT AS "INTERMOUNTAIN"
Boise	-08	COUNT AS "INTERMOUNTAIN"
Bonner	-09	COUNT AS "PACIFIC NW"
Bonneville	-10	COUNT AS "INTERMOUNTAIN"
Boundary	-11	COUNT AS "PACIFIC NW"
Butte	-12	COUNT AS "INTERMOUNTAIN"
Camas	-13	COUNT AS "INTERMOUNTAIN"
Canyon	-14	COUNT AS "INTERMOUNTAIN"
Caribou	-15	COUNT AS "INTERMOUNTAIN"
Cassia	-16	COUNT AS "INTERMOUNTAIN"
Clark	-17	COUNT AS "INTERMOUNTAIN"
Clearwater	-18	COUNT AS "PACIFIC NW"
Custer	-19	COUNT AS "INTERMOUNTAIN"

Elmore	-20	COUNT AS "INTERMOUNTAIN"
Franklin	-21	COUNT AS "INTERMOUNTAIN"
Fremont	-22	COUNT AS "INTERMOUNTAIN"
Gem	-23	COUNT AS "INTERMOUNTAIN"
Gooding	-24	COUNT AS "INTERMOUNTAIN"
Idaho	-25	COUNT AS "PACIFIC NW"
Jefferson	-26	COUNT AS "INTERMOUNTAIN"
Jerome	-27	COUNT AS "INTERMOUNTAIN"
Kootenai	-28	COUNT AS "PACIFIC NW"
Latah	-29	COUNT AS "PACIFIC NW"
Lehmi	-30	COUNT AS "INTERMOUNTAIN"
Lewis	-31	COUNT AS "PACIFIC NW"
Lincoln	-32	COUNT AS "INTERMOUNTAIN"
Madison	-33	COUNT AS "INTERMOUNTAIN"
Minidoka	-34	COUNT AS "INTERMOUNTAIN"
Nez Pierce	-35	COUNT AS "PACIFIC NW"
Oneida	-36	COUNT AS "INTERMOUNTAIN"
Owyhee	-37	COUNT AS "INTERMOUNTAIN"
Payette	-38	COUNT AS "INTERMOUNTAIN"
Power	-39	COUNT AS "INTERMOUNTAIN"
Shoshone	-40	COUNT AS "PACIFIC NW"
Teton	-41	COUNT AS "INTERMOUNTAIN"
Twin Falls	-42	COUNT AS "INTERMOUNTAIN"
Valley	-43	COUNT AS "INTERMOUNTAIN"
Washington	-44	COUNT AS "INTERMOUNTAIN"
IF NO ONE IN HOUSEHOLD CAN PROVIDE COUNTY, TERMINATE		

IF RESPONDENT LIVES IN CONNECTICUT:

S1m. Do you live in: (IF RESPONDENT SAYS "DON'T KNOW," READ: Please just take your best guess.)

Greenwich.....-1 COUNT AS "EASTERN"
 Or, some other part of Connecticut-2 COUNT AS "NEW ENGLAND"

IF RESPONDENT LIVES IN NEW JERSEY:

S1n. What county do you live in? **(DO NOT READ LIST; IF RESPONDENT SAYS “DON’T KNOW,” READ: Is there someone else in your house you can ask? If not, please just take your best guess.)**

Bergen County -01 COUNT AS “EASTERN”
 Essex County -02 COUNT AS “EASTERN”
 Hudson County -03 COUNT AS “EASTERN”
 Middlesex County -04 COUNT AS “EASTERN”
 Monmouth County -05 COUNT AS “EASTERN”
 Morris County -06 COUNT AS “EASTERN”
 Passaic County -07 COUNT AS “EASTERN”
 Somerset County -08 COUNT AS “EASTERN”
 Union County -09 COUNT AS “EASTERN”
 Other **(DO NOT SPECIFY)** -10 COUNT AS “MIDDLE STATES”

IF NO ONE IN HOUSEHOLD CAN PROVIDE COUNTY, TERMINATE

IF RESPONDENT LIVES IN ILLINOIS:

S1o. Do you live in: **(IF RESPONDENT SAYS “DON’T KNOW,” READ: Please just take your best guess.)**

Rock Island County or within 30
 miles of St. Louis, Missouri -1 COUNT AS
 “MISSOURI VALLEY”
 Or, some other part of Illinois -2 COUNT AS “MIDWEST”

IF RESPONDENT LIVES IN OREGON:

S1p. Do you live in: **(IF RESPONDENT SAYS “DON’T KNOW,” READ: Please just take your best guess.)**

Malheur County -1 COUNT AS “INTERMOUNTAIN”
 Or, some other part of Oregon -2 COUNT AS “PACIFIC NW”

IF RESPONDENT LIVES IN KENTUCKY:

S1q. Do you live in: **(IF RESPONDENT SAYS “DON’T KNOW,” READ: Please just take your best guess.)**

Boone County, Campbell County,
 or Kenton County -1 COUNT AS “MIDWEST”
 Or, some other part of Kentucky -2 COUNT AS “SOUTHERN”

- S2. Including yourself, how many people in your household are aged 6 or older?
(RECORD EXACT NUMBER)

- S3. Would you please tell me the gender and age of all the people, 6 and older, now living in your household, including yourself? I don't need to know their names. Please start with the oldest male, then any younger males, and then the oldest female, and any younger females down to age 6. **[IF RESPONDENT HESITATES ON AGE, READ: Your best guess is fine. IF RESPONDENT MENTIONS MORE THAN SIX, READ: Thank you. I'm actually just interested in the six people in your household you just mentioned. You don't need to list the rest.]**

- S3a. **INTERVIEWER: ENTER GENDER FOR EACH FAMILY MEMBER**

Male-1
Female-2

- S3b. **INTERVIEWER: ENTER AGE FOR EACH FAMILY MEMBER**

(Don't know=998; Refused=999)

IF RESPONDENT REFUSES AGE AND/OR GENDER FOR A HOUSEHOLD MEMBER, DO NOT ASK THE SUBSEQUENT QUESTIONS FOR THAT HOUSEHOLD MEMBER. QUESTIONS FOR THAT PARTICULAR MEMBER WOULD END HERE.

- S3c. **PROGRAMMER: PROGRAM SURVEY SO THE TOTAL NUMBER OF PEOPLE IN HOUSEHOLD—AGED 6 OR MORE—IS AUTOMATICALLY ENTERED INTO THIS FIELD**
TOTAL PEOPLE IN HOUSEHOLD (aged 6 or more): _____

ASK FOR EACH LISTED HOUSEHOLD MEMBER

- S4. Did the (INSERT AGE/GENDER) play any tennis over the past 12 months—that is since October 2002?

Yes-1
No.....-2
Don't know-8
Refused.....-9

IF DON'T KNOW OR REFUSED FOR A HOUSEHOLD MEMBER, DO NOT ASK THE SUBSEQUENT QUESTIONS FOR THAT HOUSEHOLD MEMBER. QUESTIONS FOR THAT PARTICULAR MEMBER WOULD END HERE.

ASK FOR EACH LISTED HOUSEHOLD MEMBER WHO HAS PLAYED TENNIS IN THE PAST 12 MONTHS (S.4=1). NOTE: GO BACK AND FORTH BETWEEN S.4 AND S.5 FOR EACH HH MEMBER WHO SAYS "YES" IN S.4.

- S5. Approximately how many times did (INSERT AGE/GENDER) play tennis in the last 12 months?

(Don't know=998; Refused=999)

IF AGE 12+ (S.3b=12 OR HIGHER) AND HAS PLAYED TENNIS 4+ TIMES IN PAST 12 MONTHS (S.5=4 OR MORE), ELIGIBLE FOR TENNIS PLAYER INTERVIEW

- S5a. **PROGRAMMER: PROGRAM SURVEY SO THE TOTAL NUMBER OF PEOPLE WHO HAVE PLAYED TENNIS FOUR OR MORE TIMES IN THE PAST 12 MONTHS IS AUTOMATICALLY ENTERED INTO THIS FIELD**
TOTAL TENNIS PLAYERS IN HOUSEHOLD (playing 4+ times): _____
ASK FOR EACH LISTED HOUSEHOLD MEMBER WHO HAS PLAYED TENNIS IN THE PAST 12 MONTHS (S.4=1)

- S6. I'm going to read you three descriptions about playing tennis, and I'd like you to tell me which description fits **(INSERT AGE/GENDER)** best. **[FOR ALL SUBSEQUENT PLAYERS, READ: Now, tell me which description fits (INSERT AGE/GENDER) best. REPEAT DESCRIPTIONS AS NECESSARY]**

This is the first year that the **(INSERT AGE/GENDER)** has ever played tennis. _____-1
(INSERT AGE/GENDER) started playing tennis again in the past 12 months after having stopped playing for at least one year.....-2
(INSERT AGE/GENDER) has played tennis for more than one year.....-3
Don't know **(DO NOT READ)**.....-8
Refused **(DO NOT READ)**.....-9

IF AGE 12+ (S.3b=12 OR HIGHER) AND HAS PLAYED TENNIS 4+ TIMES IN PAST 12 MONTHS (S.5=4 OR MORE) AND PLAYED TENNIS FOR THE FIRST TIME EVER IN THE PAST YEAR (S.6=1), ELIGIBLE FOR NEWER PLAYER INTERVIEW

IF AGE 12+ (S.3b=12 OR OLDER) AND HAS PLAYED TENNIS 4+ TIMES IN PAST 12 MONTHS (S.5=4 OR MORE) AND STARTED PLAYING TENNIS THIS YEAR AFTER BEING AWAY FROM THE GAME (S.6=2), ELIGIBLE FOR RE-JOINER INTERVIEW

IF AGE 12+ (S.3b=12 OR OLDER) AND HAS PLAYED TENNIS 4+ TIMES IN PAST 12 MONTHS (S.5=4 OR MORE) AND HAS PLAYED TENNIS MORE THAN ONE YEAR (S.6=3), COUNT AS CONTINUING PLAYER

IF DON'T KNOW OR REFUSED FOR A HOUSEHOLD MEMBER, DO NOT ASK THE SUBSEQUENT QUESTIONS FOR THAT HOUSEHOLD MEMBER. QUESTIONS FOR THAT PARTICULAR MEMBER WOULD END HERE.

**ASK FOR EACH LISTED HOUSEHOLD MEMBER WHO HAS NOT
PLAYED TENNIS IN THE PAST 12 MONTHS (S.4=2)**

S7. Has (INSERT AGE/GENDER) ever played tennis or tried to play tennis?

Yes-1
No.....-2
Don't know-8
Refused.....-9

**IF AGE 12+ (S.3b=12 OR HIGHER) AND HAS NEVER TRIED PLAYING
TENNIS (S.7=2), ELIGIBLE FOR NON-TENNIS PLAYER INTERVIEW**

**IF DON'T KNOW OR REFUSED FOR A HOUSEHOLD MEMBER, DO
NOT ASK THE SUBSEQUENT QUESTIONS FOR THAT HOUSEHOLD
MEMBER. QUESTIONS FOR THAT PARTICULAR MEMBER WOULD
END HERE.**

**ASK FOR EACH LISTED HOUSEHOLD MEMBER WHO HAS EVER
TRIED PLAYING TENNIS (S.7=1)**

S7a. Which of the following two statements best describes (INSERT
AGE/GENDER)? (READ LIST)

(INSERT AGE/GENDER) played tennis
a few times, but never got into
the game-1
(INSERT AGE/GENDER) played tennis
pretty regularly for some period
of time-2
Don't know (DO NOT READ).....-8
Refused (DO NOT READ).....-9

**IF AGE 12+ (S.3b=12 OR HIGHER) AND PLAYED TENNIS ONCE IN A
WHILE (S.7a=1), ELIGIBLE FOR FORMER TENNIS PLAYER/
SAMPLER INTERVIEW**

**IF AGE 12+ (S.3b=12 OR HIGHER) AND PLAYED TENNIS
REGULARLY (S.7a=2), ELIGIBLE FOR FORMER TENNIS
PLAYER/LAPSED INTERVIEW**

**IF DON'T KNOW OR REFUSED FOR A HOUSEHOLD MEMBER, DO
NOT ASK THE SUBSEQUENT QUESTIONS FOR THAT HOUSEHOLD
MEMBER. QUESTIONS FOR THAT PARTICULAR MEMBER WOULD
END HERE.**

Next, I have just a few questions for classification purposes.

S8. Do you live in a: **(READ LIST)**

City.....-1
 Suburb-2
 Small town-3
 Or, rural area-4
 Don't know **(DO NOT READ)**.....-8
 Refused **(DO NOT READ)**.....-9

S9. Are you of Hispanic origin or descent?

Yes, of Hispanic origin-1
 No, not of Hispanic origin-2
 Don't know-8
 Refused.....-9

S10. Do you consider yourself White, Black or African American, Asian, or something else?

White-1
 Black/African American-2
 Asian (or Pacific Islander)-3
 American Indian or Alaskan native-4
 Something else-7
 Not sure-8
 Refused.....-9

S11. In which of the following categories was your total household income for 2002?
 Please stop me when I read the right category. Was it: **(READ LIST)**

Less than \$25,000-1
 \$25,000 but less than \$40,000-2
 \$40,000 but less than \$50,000-3
 \$50,000 but less than \$75,000-4
 \$75,000 but less than \$100,000-5
 \$100,00 but less than \$150,000-6
 Or, \$150,000 or more-7
 Don't know **(DO NOT READ)**.....-8
 Refused **(DO NOT READ)**.....-9

SELECTION PROCESS TO BE USED FOR FULL INTERVIEWS:

1. **IF TENNIS PLAYER IN HOUSEHOLD AGE 12+:** Ask to interview tennis player age 12+, using the following prioritization—(1) New Tennis Player, (2) Rejoining Tennis Player, and (3) Continuing Tennis Player. In instances where more than one household member qualifies as a New Tennis Player (for example), *choose one person at random to interview.*
2. **IF NO TENNIS PLAYER IN HOUSEHOLD AGE 12+:** Ask to interview former tennis player age 12+, using the following prioritization—(1) Lapsed Player and (2) Sampler. In instances where more than one household member qualifies as a Lapsed Tennis Player (for example), *choose one person at random to interview.*
3. **IF NO TENNIS PLAYER OR FORMER TENNIS PLAYER IN HOUSEHOLD AGE 12+:** Ask to interview Non-tennis Player. If more than one non-tennis player age 12+, *choose one person at random to interview.*

****IF THE SELECTED RESPONDENT (I.E., LOWEST INCIDENCE RESPONDENT) IS EITHER A CURRENT OR FORMER PLAYER, AND HE/SHE IS NOT AVAILABLE, SCHEDULE A CALLBACK. IF SELECTED RESPONDENT IS A NON-PLAYER, AND HE/SHE IS NOT AVAILABLE, DO NOT SCHEDULE A CALLBACK.****

****ONLY ONE EXTENDED INTERVIEW CAN BE COMPLETED PER HOUSEHOLD.****

If no one in household qualifies for extended interview (or if quotas have already been met), READ: Thank you very much for your time. That completes our interview.

If someone in household qualifies for extended interview, READ: I'd like to ask (INSERT AGE/GENDER) a few questions, before I go. This should **only take about** 10-minutes. Is (INSERT AGE/GENDER) available? **(IF RESPONDENT IS NOT AVAILABLE, SCHEDULE CALLBACK)**

WAIT FOR NEW PERSON TO COME TO PHONE:

- S12. We are interested in finding out about people's opinions of playing tennis. This should only take about 10-minutes. **[IF NECESSARY:** To participate, you yourself do not need to currently or have ever played tennis.]

GO TO APPROPRIATE INTERVIEW. QUOTAS FOR EACH SEGMENT ARE AS FOLLOWS:

10- to 14-Minute Interviews		
	Segment	Quota
Segment A	Tennis players (up to 300 with newer players; up to 300 with re-joiners; balance with continuing players)	900
Segment B	Former tennis players (300 with samplers; 500 with lapsed players)	800
Segment C	Non-tennis players	500

Code list for S.1d			
1	Alabama	29	New Hampshire
2	Alaska	30	New Jersey
3	Arizona	31	New Mexico
4	Arkansas	32	New York
5	California	33	North Carolina
6	Colorado	34	North Dakota
7	Connecticut	35	Ohio
8	Delaware	36	Oklahoma
9	Florida	37	Oregon
10	Georgia	38	Pennsylvania
11	Hawaii	39	Rhode Island
12	Idaho	40	South Carolina
13	Illinois	41	South Dakota
14	Indiana	42	Tennessee
15	Iowa	43	Texas
16	Kansas	44	Utah
17	Kentucky	45	Vermont
18	Louisiana	46	Virginia
19	Maine	47	Washington
20	Maryland	48	West Virginia
21	Massachusetts	49	Wisconsin
22	Michigan	50	Wyoming
23	Minnesota	51	Washington, DC
24	Mississippi	52	British Columbia
25	Missouri	53	Puerto Rico
26	Montana	54	U.S. Virgin Islands
27	Nebraska		
28	Nevada		



USTA Player Interview

100 Market Street
Portsmouth, NH 03801

Project #: 154-0310
Date: September 26, 2003

I. Sports Participation and Viewing

- Q1a.* What sports activities have you participated in at least four or more times during the last 12 months? **(DO NOT READ LIST)**
- Q1b.* **IF TWO OR MORE SPORTS WERE LISTED IN Q.1a:** Of the sports you just mentioned, which do you spend the most time on? **(SHOW ONLY THOSE SPORTS LISTED IN Q.1a; READ LIST ONLY IF NECESSARY)**
[IF ONLY ONE SPORT WAS LISTED IN Q.1a, AUTOMATICALLY CODE IT AS THE SPORT THEY SPEND THE MOST TIME ON]
- Q1c.* **IF THREE OR MORE SPORTS WERE LISTED IN Q.1a:** Which do you spend the second most time? **(SHOW ONLY THOSE SPORTS LISTED IN Q.1a; READ LIST ONLY IF NECESSARY)**
[IF ONLY TWO SPORTS WERE LISTED IN Q.1a, AUTOMATICALLY CODE THE SPORT NOT MENTIONED IN Q.1b AS THE SPORT THEY SPEND THE SECOND MOST TIME ON]

- | | |
|--------------------------------------|---|
| 01. Aerobics | 26. Rollerblading/-skating/Inline skating |
| 02. Badminton | 27. Rugby |
| 03. Baseball | 28. Sailing |
| 04. Basketball | 29. Shooting |
| 05. BMX biking | 30. Skateboarding |
| 06. Bowling | 31. Snowboarding |
| 07. Boxing / Wrestling | 32. Skiing (Snow) |
| 08. Canoeing/Kayak | 33. Soccer |
| 09. Climbing / Rock Climbing | 34. Softball |
| 10. Cycling / Biking | 35. Squash |
| 11. Fishing | 36. Surfing |
| 12. Football | 37. Swimming |
| 13. Golf | 38. Table Tennis |
| 14. Gym / Fitness Club / Health Club | 39. Tennis |
| 15. Hiking / Mountain Climbing | 40. Track & Field |
| 16. Home Gym Exercise | 41. Volleyball |
| 17. Horseback Riding | 42. Walking / Fitness Walking |
| 18. Hunting | 43. Wakeboarding |
| 19. Ice Hockey | 44. Weightlifting/Weight Training |
| 20. Ice Skating | 45. Yoga |
| 21. Jogging / Running | |
| 22. Martial Arts (Judo, Taekwondo) | 91. Other (SPECIFY) |
| 23. Pilate's | 98. Don't know |
| 24. Pool / Billiards | 99. Refused |
| 25. Racquetball | 00. None |

Q.1d: For confirmation purposes, approximately how many times did you play tennis in the last 12 months?

(Don't know=998; Refused=999)

Q1e. Are you playing as much tennis as you would like to, or not?

1. Yes
2. No
8. Don't know
9. Refused

**FOR THOSE WHO PLAYED 20 OR FEWER TIMES IN THE PAST YEAR
IN Q.1D:**

Q.1f Was there a time in your life when you played tennis more than 20 times per year?

1. Yes
2. No
8. Don't know (**DO NOT READ**)
9. Refused (**DO NOT READ**)

IF "NO" IN Q.1e OR IF "YES" IN Q.1F, ASK:

Q1g. Why aren't you playing as much tennis (**IF "NO" IN Q.1E, READ:** as you would like to; **IF "YES" IN Q.1F, READ:** now as you used to?)? (**DO NOT READ LIST; RECORD MULTIPLE RESPONSES**)

Q1h. **IF TWO OR MORE WERE LISTED IN Q.1g:** Of all these reasons, which is the most important? (**SHOW ONLY THOSE LISTED IN Q.1g; READ LIST ONLY IF NECESSARY; RECORD SINGLE RESPONSE**)
[IF ONLY ONE WAS LISTED IN Q.1g, AUTOMATICALLY CODE IT AS MOST IMPORTANT]

01. Not enough time
02. Moved
03. Injury / Health problem
04. No-one to play with
05. No-one at my skill level
06. No courts nearby
07. Prefer other sports
08. Became too expensive
09. I wasn't good at tennis
10. Didn't enjoy it
91. Other (**SPECIFY**)
98. Don't know
99. Refused

IF “NOT ENOUGH TIME” IN Q1.g:

Q1i What other activities do you find yourself doing instead of tennis? Just tell me yes or not for each. **(READ LIST; RANDOMIZE; RECORD ALL THAT APPLY)**

1. Increased work commitments
2. Increased family commitments
3. Out of home activities, such as going to restaurants or movies
4. In-home activities, such as TV or hobbies
5. Other sports
8. Don't know **(DO NOT READ)**
9. Refused **(DO NOT READ)**

Q1j. Thinking about tennis, do you consider yourself a big fan, a casual fan, are you only slightly interested, or are you not interested at all in tennis?

4. Big fan
3. Casual fan
2. Slightly interested
1. Not interested
8. Don't know
9. Refused

Q1k. How often do you watch the following sports on TV? The first/next is **(READ ITEM)**—do you watch it every chance you get, often, sometimes, or never? **(ALWAYS ASK ITEM A. FIRST, BUT ROTATE ORDER THAT B. AND C. ARE ASKED; REPEAT SCALE ONLY AS NECESSARY)**

4. Every chance I get
3. Often
2. Sometimes
1. Never
8. Don't know
9. Refused

- a. Professional tennis
- b. Men's tennis
- c. Women's tennis

II. Tennis Player Attitudes and Behavior

ROTATE ORDER THAT Q.2a AND Q.2b ARE ASKED

Q2a.* Which of these statements best fits how you feel about **playing** tennis? (**READ LIST; SINGLE RESPONSE**)

Q2b.* Which of these statements best fits how you feel about **watching** tennis? (**READ; SINGLE RESPONSE**)

1. Tennis is my favorite sport to (**READ APPROPRIATE ITEM:** play/watch)
2. Tennis is equal favorite with other sports to (**READ APPROPRIATE ITEM:** play/watch)
3. Another sport is my favorite to (**READ APPROPRIATE ITEM:** play/watch)
8. Don't know
9. Refused

Q2c. For you, how important are each of the following reasons for playing tennis? Please use a 1 to 5 scale where 5 is "very important" and 1 is "not at all important." The first/next is (**READ EACH ITEM**). (**RANDOMIZE; REPEAT SCALE ONLY AS NECESSARY**)

5. Very important
 4. 4
 3. 3
 2. 2
 1. Not at all important
 8. Don't know
 9. Refused
-
- a. Fun
 - b. Exercise
 - c. Competition
 - d. Sense of accomplishment
 - e. Stress relief
 - f. Social aspects

Q2d. * At what type of facility do you play tennis the MOST? (**READ LIST; RANDOMIZE; SINGLE RESPONSE**)

01. A private club where a membership is required
02. A commercial club which is open to the public where you pay to play
03. A public park
04. A school or college
05. A hotel or resort when on vacation
06. At your own court at home
07. On a court at an apartment or condo
91. Or, somewhere else
98. Don't know (**DO NOT READ**)
99. Refused (**DO NOT READ**)

Q2e.* Are you currently a member of the United States Tennis Association, that is the USTA?

1. Yes
2. No
8. Don't know
9. Refused

IF "NO" IN Q.2e:

2f. Have you ever been a member of the United States Tennis Association?

1. Yes
2. No
8. Don't know
9. Refused

Q2g.* Which of the following have you purchased in the last 12 months? Please answer yes or no for each. (**READ LIST; RANDOMIZE**)

1. Yes
 2. No
 8. Don't know
 9. Refused
-
- a. Tennis clothing
 - b. A tennis racquet
 - c. Tennis shoes
 - d. Tennis balls

Q2h.* Which of the following have you done in the last 12 months? Please answer yes or no for each. **(READ LIST; RANDOMIZE)**

1. Yes
 2. No
 8. Don't know
 9. Refused
-
- a. Took a tennis lesson
 - b. Played in an organized tennis league
 - c. Read a tennis magazine regularly
 - d. Participated in a USTA or USA Tennis program
 - e. Went out to hit to get a good workout
 - f. Played practice matches or sets
 - g. Played mixed doubles tennis
 - h. Played tennis matches with friends that are organized on somewhat of a regular basis, but are not related to team or league play
 - i. Played tennis as the result of a matchmaking program, where someone has helped you to find a tennis partner
 - j. Gave an informal tennis lesson to someone else

Q2i. Would any of the following cause you to play tennis more frequently? For each, tell me if it would get you to play a lot more tennis, a little more tennis, or if it would have no effect on how much tennis you play.

3. A lot
 2. A little
 1. No effect
 8. Don't know
 9. Refused
-
- a. If you had regularly scheduled matches with friends on a biweekly, weekly, or monthly basis
 - b. If someone from a tennis club called you to arrange matches with others at your skill level for certain dates and times
 - c. If you had people to play doubles with
 - d. If you knew more about how to play tennis for the sake of getting a really good workout
 - e. If you could play in some kind of organized tennis group, tournament, league, or match play
 - f. If someone could give you lessons to help improve your skills

ASK IF “NO” TO Q.2H, ITEM A.

Q2j. Have you *ever* taken tennis lessons?

1. Yes
2. No
8. Don't know
9. Refused

Q2k. Thinking about the past 12 months, what percent of the time have you played singles and what percent of the time have you played doubles? **(RESPONSES SHOULD TOTAL 100)**

SINGLES: _____ **(ENTER NUMBER FROM 0-100)**

DOUBLES: _____ **(ENTER NUMBER FROM 0-100)**

Q2l. Which do you prefer playing—singles or doubles?

1. Singles
2. Doubles
8. Don't know
9. Refused

ASK IF “YES” TO Q.2H, ITEM B.

Q2m. Thinking about the past 12 months, what percent of the time have you played league tennis and what percent of the time have you played more casual tennis? **(RESPONSES SHOULD TOTAL 100)**

LEAGUE: _____ **(ENTER NUMBER FROM 0-100)**

CASUAL: _____ **(ENTER NUMBER FROM 0-100)**

III. Initial Attraction to Game

Q3a. At what age did you first start playing tennis? **(ENTER AGE)**

(998=Don't know; 999=Refused; Range=1-100)

Q3b. Thinking about your first experience playing tennis, how would you rate it?
Would you say it was: **(READ LIST)**

4. Very enjoyable
3. Somewhat enjoyable
2. Not very enjoyable
1. Not enjoyable at all
8. Don't know **(DO NOT READ)**
9. Refused **(DO NOT READ)**

Q3c. When you first started playing tennis, how important were each of the following in influencing you to play? Please use a 1 to 5 scale where 5 is "very important" and 1 is "not at all important." **(RANDOMIZE; REPEAT SCALE ONLY AS NECESSARY)**

5. Very important
 4. 4
 3. 3
 2. 2
 1. Not at all important
 8. Don't know
 9. Refused
-
- a. There was a court nearby
 - b. My family, such as a parent or sibling, encouraged me to play
 - c. **ASK ONLY OF THOSE AGE 18+:** My spouse or significant other encouraged me
 - d. My friends encouraged me
 - e. I was introduced to tennis at school or college
 - f. I took lessons or a clinic
 - g. There was a particular professional tennis player I admired
 - h. I wanted to meet new people
 - i. I realized that I was pretty good at playing tennis
 - j. The person who introduced me to tennis was a great teacher and taught me how to enjoy the game

Q3d. Who was the **one** person most influential in causing you to *start playing tennis*?
(**DO NOT READ; SINGLE RESPONSE**)

- 01. Parents/mom/dad
- 02. Sibling/brother/sister
- 03. Friend
- 04. Coach/instructor
- 05. Gym teacher
- 06. Myself
- 07. Spouse/husband/wife/girlfriend/boyfriend
- 08. Grandparent/grandmother/grandfather
- 09. Aunt/uncle
- 00. No one
- 91. Other (**SPECIFY**)
- 98. Don't know
- 99. Refused

Q3e. Who was the **one** person most influential in causing you to *play tennis on a regular basis*? (**DO NOT READ; SINGLE RESPONSE**)

- 01. Parents/mom/dad
- 02. Sibling/brother/sister
- 03. Friend
- 04. Coach/instructor
- 05. Gym teacher
- 06. Myself
- 07. Spouse/husband/wife/girlfriend/boyfriend
- 08. Grandparent/grandmother/grandfather
- 09. Aunt/uncle
- 00. No one
- 91. Other (**SPECIFY**)
- 98. Don't know
- 99. Refused

IV. Why Rejoined Tennis (ASK OF REJOINERS ONLY)

Q4a. You said you started playing tennis again after being away from it, at what age did you stop playing tennis? (**ENTER AGE**)

Q4b. At what age did you start playing tennis again after you had been away from it?
(**ENTER AGE**)

(998=Don't know; 999=Refused; Range=1-100)

Q4c. You say you started playing tennis again after being away from it. Why did you stop playing? **(DO NOT READ LIST; RECORD MULTIPLE RESPONSES)**

- 01. Not enough time
- 02. Moved
- 03. Injury / Health problem
- 04. No-one to play with
- 05. No-one at my skill level
- 06. No courts nearby
- 07. Prefer to do something else/other sports
- 08. Became too expensive
- 09. I wasn't good at tennis
- 10. Didn't enjoy it / wasn't fun anymore
- 11. Just got tired of it/Got burned out
- 12. Left school / college
- 91. Other **(SPECIFY)**
- 98. Don't know
- 99. Refused

IF "NOT ENOUGH TIME" IN Q.4c:

Q4d. What other activities did you find you were doing instead of tennis? Just tell me yes or not for each. **(READ LIST; RECORD MULTIPLE RESPONSES; RANDOMIZE)**

- 1. Increased work commitments
- 2. Increased family commitments
- 3. Out of home activities, such as restaurants or movies
- 4. In-home activities, such as TV or hobbies
- 5. Other sports
- 8. Don't know **(DO NOT READ)**
- 9. Refused **(DO NOT READ)**

Q4e. You say you started playing tennis again after being away from it, what got you back into the game? **(DO NOT READ LIST; RECORD MULTIPLE RESPONSES)**

1. My parents convinced me
2. My spouse/significant other convinced me
3. My brother/sister convinced me
4. My friends convinced me
5. School/college
6. Summer camp
7. Local club
8. My local parks department
9. USTA program
10. Just wanted to start playing again
11. Exercise/Wanted to get into better shape
12. Had more time to play
13. Wanted to meet new people
14. Found someone to play with
15. Started taking lessons
16. Found a court nearby
17. Found an opportunity to play in a league
18. An invitation from a club/facility
91. Other **(SPECIFY)**
98. Don't know **(DO NOT READ)**
99. Refused **(DO NOT READ)**

Q4f. Did you participate in a local, organized tennis program or lessons when you started playing tennis again?

1. Yes
2. No
8. Don't know
9. Refused

ASK IF "YES" IN Q.4f

Q4g. Did you have to pay money to take part in the program?

1. Yes
2. No
8. Don't know
9. Refused

ASK IF “YES” IN Q.4f

Q4h. Do you recall the name of the program?

1. Yes
2. No
8. Don't know
9. Refused

ASK IF “YES” IN Q.4h:

Q4i. What was the name? **(RECORD RESPONSE)**

V. Attitudes Toward Current Pro Game

Q5a. Do you have a favorite professional tennis player?

1. Yes
2. No
8. Don't know
9. Refused

ASK IF “YES” IN Q.5a:

Q5b. Who is your favorite professional tennis player? This can be a player from the past or present. **(DO NOT READ LIST; RECORD SINGLE RESPONSE; CODE USING LIST IN APPENDIX)**

Q5c. Was there a particular professional tennis player who inspired you to play tennis?

1. Yes
2. No
8. Don't know
9. Refused

ASK IF “YES” IN Q.5c

Q5d. Who was that player? This can be a player from the past or present. **(DO NOT READ LIST; RECORD SINGLE RESPONSE; CODE USING LIST IN APPENDIX)**

VI. Profile

Q6a. From which of the following locations, if any, do you usually connect to the Internet... **(READ LIST; ROTATE; MULTIPLE RECORD)**

1. Home
2. Work
3. School

7. None of the above
8. Don't know
9. Refused

ASK IF 1-3 IN Q.6a:

Q6b. At ___**(INSERT ANSWERS FROM Q6a)**___, do you connect to the Internet by... **(READ LIST; SINGLE RECORD FOR EACH LOCATION IN Q6a)**

1. Dial-up access
2. Or, high-speed Internet access

8. Don't know
9. Refused

Q6c.* What is your current employment status? **(READ LIST)**

1. Employed full-time
2. Employed part-time
3. Retired
4. Housewife/Husband
5. Student
6. Disabled / Unemployed
7. Or, something else
8. Don't know **(DO NOT READ)**
9. Refused **(DO NOT READ)**

* Questions marked with * are comparable to questions asked in previous participation studies.

CODE LIST FOR Q.5b AND Q.5d

01. Agassi, Andre
02. Ashe, Arthur
03. Becker, Boris
04. Borg, Bjorn
05. Calleri, Agustin
06. Capriati, Jennifer
07. Chang, Michael
08. Clijsters, Kim
09. Connors, Jimmy
10. Coria, Guillermo
11. Costa, Albert
12. Courier, Jim
13. Daniilidou, Eleni
14. Davenport, Lindsay
15. Dechy, Nathalie
16. Dementieva, Elena
17. Dokic, Jelena
18. Edberg, Stefan
19. El Aynaoui, Younes
20. Evert, Chris
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22. Federer, Roger
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28. Grosjean, Sebastien
29. Hantuchova, Daniela
30. Henin-Hardenne, Justine
31. Hewitt, Lleyton
32. Hingis, Martina
33. Ivanisevic, Goran
34. Kafelnikov, Yevgeny
35. King, Billy-Jean
36. Kournikova, Anna
37. Kremer, Anne
38. Kuerten, Gustavo
39. Laver, Rod
40. Lendel, Ivan
41. Maleeva, Magdalena
42. Mantilla, Felix
43. Mauresmo, Amelie

44. McEnroe, John
45. Mirnyi, Max
46. Moya, Carlos
47. Myskina, Anastasia
48. Nalbandian, David
49. Navratilova, Martina
50. Novak, Jiri
51. Panova, Tatiana
52. Philippoussis, Mark
53. Rafter, Patrick
54. Raymond, Lisa
55. Robredo, Tommy
56. Roddick, Andy
57. Ruano Pascual, Virginia
58. Rubin, Chanda
59. Sabatini, Gabriella
60. Safin, Marat
61. Sampras, Pete
62. Sanchez-Vicario, Arantxa
63. Schalken, Sjeng
64. Schuettler, Rainer
65. Schnyder, Patty
66. Seles, Monica
67. Smashnova, Anna
68. Srichaphan, Paradorn
69. Suarez, Paola
70. Sugiyama, Ai
71. Testud, Sandrine
72. Verkerk, Martin
73. Williams, Serena
74. Williams, Venus
75. Williams sisters (unspec.)
76. Zabaleta, Mariano
91. Other (**SPECIFY**)
98. Don't know
99. Refused



USTA Former Player Interview

100 Market Street
Portsmouth, NH 03801

Project #: 154-0310
Date: September 26, 2003

I. Sports Participation and Viewing

- Q1a.* What sports activities have you participated in at least four or more times during the last 12 months? **(DO NOT READ LIST)**
- Q1b.* **IF TWO OR MORE SPORTS WERE LISTED IN Q.1a:** Of the sports you just mentioned, which do you spend the most time on? **(SHOW ONLY THOSE SPORTS LISTED IN Q.1a; READ LIST ONLY IF NECESSARY)**
[IF ONLY ONE SPORT WAS LISTED IN Q.1a, AUTOMATICALLY CODE IT AS THE SPORT THEY SPEND THE MOST TIME ON]
- Q1c.* **IF THREE OR MORE SPORTS WERE LISTED IN Q.1a:** Which do you spend the second most time? **(SHOW ONLY THOSE SPORTS LISTED IN Q.1a; READ LIST ONLY IF NECESSARY)**
[IF ONLY TWO SPORTS WERE LISTED IN Q.1a, AUTOMATICALLY CODE THE SPORT NOT MENTIONED IN Q.1b AS THE SPORT THEY SPEND THE SECOND MOST TIME ON]

- | | |
|--------------------------------------|---|
| 01. Aerobics | 26. Rollerblading/-skating/Inline skating |
| 02. Badminton | 27. Rugby |
| 03. Baseball | 28. Sailing |
| 04. Basketball | 29. Shooting |
| 05. BMX biking | 30. Skateboarding |
| 06. Bowling | 31. Snowboarding |
| 07. Boxing / Wrestling | 32. Skiing (Snow) |
| 08. Canoeing/Kayak | 33. Soccer |
| 09. Climbing / Rock Climbing | 34. Softball |
| 10. Cycling / Biking | 35. Squash |
| 11. Fishing | 36. Surfing |
| 12. Football | 37. Swimming |
| 13. Golf | 38. Table Tennis |
| 14. Gym / Fitness Club / Health Club | 39. Tennis |
| 15. Hiking / Mountain Climbing | 40. Track & Field |
| 16. Home Gym Exercise | 41. Volleyball |
| 17. Horseback Riding | 42. Walking / Fitness Walking |
| 18. Hunting | 43. Wakeboarding |
| 19. Ice Hockey | 44. Weightlifting/Weight Training |
| 20. Ice Skating | 45. Yoga |
| 21. Jogging / Running | |
| 22. Martial Arts (Judo, Taekwondo) | 91. Other (SPECIFY) |
| 23. Pilate's | 98. Don't know |
| 24. Pool / Billiards | 99. Refused |
| 25. Racquetball | 00. None |

Q1d. Thinking about tennis, do you consider yourself a big fan, a casual fan, are you only slightly interested, or are you not interested at all in tennis?

4. Big fan
3. Casual fan
2. Slightly interested
1. Not interested
8. Don't know
9. Refused

Q1e. How often do you watch the following sports on TV? The first/next is **(READ ITEM)**—do you watch it every chance you get, often, sometimes, or never? **(ALWAYS ASK ITEM A. FIRST, BUT ROTATE ORDER THAT B. AND C. ARE ASKED; REPEAT SCALE ONLY AS NECESSARY)**

1. Every chance I get
2. Often
1. Sometimes
1. Never
8. Don't know
9. Refused

- a. Professional tennis
- b. Men's tennis
- c. Women's tennis

II. Initial Attraction to Game (Lapsed Players Only)

Q2a. At what age did you start playing tennis? **(ENTER AGE)**

(998=Don't know; 999=Refused; Range=1-100)

Q2b. Thinking about your first experience playing tennis, how would you rate it? Would you say it was: **(READ LIST)**

4. Very enjoyable
3. Somewhat enjoyable
2. Not very enjoyable
1. Or, not enjoyable at all
8. Don't know **(DO NOT READ)**
9. Refused **(DO NOT READ)**

Q2c. How many years has it been since you last played tennis? Your best guess is fine.

Don't know=9998; Refused=9999

Q2d. During your peak playing period, how many times did you play during the course of a typical year? **(ENTER NUMBER OF TIMES)**

(9998=Don't know; 9999=Refused)

Q2e. At what age did you stop playing tennis? **(ENTER AGE)**

(998=Don't know; 999=Refused; Range=1-100)

Q2f. When you first started playing tennis, how important were each of the following in influencing you to play? Please use a 1 to 5 scale where 5 is "very important" and 1 is "not at all important." **(RANDOMIZE; REPEAT SCALE ONLY AS NECESSARY)**

5. Very important
 4. 4
 3. 3
 2. 2
 1. Not at all important
 8. Don't know
 9. Refused
-
- a. There was a court nearby
 - b. My family, such as a parent or sibling, encouraged me to play
 - c. **ASK ONLY OF THOSE AGE 18+:** My spouse or significant other encouraged me
 - d. My friends encouraged me
 - e. I was introduced to tennis at school or college
 - f. I took lessons or a clinic
 - g. There was a particular professional tennis player I admired
 - h. I wanted to meet new people
 - i. I realized that I was pretty good at playing tennis
 - j. The person who introduced me to tennis was a great teacher and taught me how to enjoy the game

Q2g. Who was the **one** person most influential in causing you to *start playing tennis*?
(**DO NOT READ; SINGLE RESPONSE**)

- 01. Parents/mom/dad
- 02. Sibling/brother/sister
- 03. Friend
- 04. Coach/instructor
- 05. Gym teacher
- 06. Myself
- 07. Spouse/husband/wife/girlfriend/boyfriend
- 08. Grandparent/grandmother/grandfather
- 09. Aunt/uncle
- 00. No one
- 91. Other (**SPECIFY**)
- 98. Don't know
- 99. Refused

Q2h. Who was the **one** person most influential in causing you to *play tennis on a regular basis* when you used to play? (**DO NOT READ; SINGLE RESPONSE**)

- 01. Parents/mom/dad
- 02. Sibling/brother/sister
- 03. Friend
- 04. Coach/instructor
- 05. Gym teacher
- 06. Myself
- 07. Spouse/husband/wife/girlfriend/boyfriend
- 08. Grandparent/grandmother/grandfather
- 09. Aunt/uncle
- 00. No one
- 91. Other (**SPECIFY**)
- 98. Don't know
- 99. Refused

Q2i. For you, how important were each of the following reasons for playing tennis?
Please use a 1 to 5 scale where 5 is “very important” and 1 is “not at all important.” The first/next is **(READ EACH ITEM). (RANDOMIZE; REPEAT SCALE ONLY AS NECESSARY)**

- 5. Very important
 - 4. 4
 - 3. 3
 - 2. 2
 - 1. Not at all important
 - 8. Don’t know
 - 9. Refused
-
- a. Fun
 - b. Exercise
 - c. Competition
 - d. Sense of accomplishment
 - e. Stress relief
 - f. Social aspects

Q2j. At what type of facility did you play tennis the MOST? **(DO NOT READ LIST; SINGLE RESPONSE)**

- 08. Club (unspecified)
- 01. A private club where a membership is required
- 02. A commercial club which is open to the public where you pay to play
- 03. A public park
- 04. A school or college
- 05. A hotel or resort when on vacation
- 06. At your own court at home
- 07. On a court at an apartment or condo
- 91. Or, somewhere else
- 98. Don’t know
- 99. Refused

IF “CLUB (unspecified)” in Q.2j:

Q.2k Was it: **(READ LIST; ROTATE ORDER; SINGLE RESPONSE)**

1. A private club where a membership is required
2. A commercial club, which is open to the public where you pay to play
8. Don't know **(DO NOT READ)**
9. Refused **(DO NOT READ)**

Q2l. Have you *ever* taken tennis lessons?

1. Yes
2. No
8. Don't know
9. Refused

Q2m. When you used to play tennis, what percent of the time did you play singles and what percent of the time did you play doubles? **(RESPONSES SHOULD TOTAL 100)**

SINGLES: _____ **(ENTER NUMBER FROM 0-100)**

DOUBLES: _____ **(ENTER NUMBER FROM 0-100)**

III. Where Tried the Game (Samplers Only)

Q3a. At what age did you *try* playing tennis? **(ENTER AGE)**

(998=Don't know; 999=Refused; Range=1-100)

Q3b. Thinking about your first experience playing tennis, how would you rate it?
Would you say it was: **(READ LIST)**

4. Very enjoyable
3. Somewhat enjoyable
2. Not very enjoyable
1. Or, not enjoyable at all
8. Don't know **(DO NOT READ)**
9. Refused **(DO NOT READ)**

Q3c. How many years has it been since you last tried playing tennis? Your best guess is fine.

Don't know=9998; Refused=9999

Q3d. How many times did you *try* playing tennis? (**ENTER NUMBER OF TIMES**)

(9998=Don't know; 9999=Refused)

Q3e. Where did you try playing tennis? (**DO NOT READ LIST; MULTIPLE RESPONSE**)

- 08. Club (unspecified)
- 01. A private club where a membership is required
- 02. A commercial club which is open to the public where you pay to play
- 03. A public park
- 04. A school or college
- 05. A hotel or resort when on vacation
- 06. At your own court at home
- 07. On a court at an apartment or condo
- 91. Or, somewhere else
- 98. Don't know (**DO NOT READ**)
- 99. Refused (**DO NOT READ**)

IF "CLUB (unspecified)" in Q.3e:

Q3f. Was the club you tried playing tennis at: (**READ LIST; ROTATE ORDER; MULTIPLE RESPONSE**)

- 1. A private club where a membership is required
- 2. A commercial club, which is open to the public where you pay to play
- 8. Don't know (**DO NOT READ**)
- 9. Refused (**DO NOT READ**)

Q.3g We're interested in learning how you tried out the game of tennis. Please tell me if you ever did any of the following: **(READ LIST; RANDOMIZE)**

1. Yes
2. No
8. Don't know
9. Refused

- a. Took tennis lessons
- b. Hit balls back and forth with friends or family, who were at your same skill level
- c. Hit balls back and forth with friends or family, who were better tennis players than you were
- d. Played tennis in a school gym class
- e. Played tennis at a summer camp
- f. **KEEP LAST:** Did you try the game any other ways that we missed? **(SPECIFY)**

Q3h. Who was the **one** person most influential in causing you to *start playing tennis*? **(DO NOT READ; SINGLE RESPONSE)**

01. Parents/mom/dad
02. Sibling/brother/sister
03. Friend
04. Coach/instructor
05. Gym teacher
06. Myself
07. Spouse/husband/wife/girlfriend/boyfriend
08. Grandparent/grandmother/grandfather
09. Aunt/uncle
00. No one
91. Other **(SPECIFY)**
98. Don't know
99. Refused

IV. Why Left the Game (All Respondents)

- Q4a. **FOR LAPSED PLAYERS READ:** Why did you stop playing tennis? (**DO NOT READ LIST; RECORD MULTIPLE RESPONSES**)
FOR SAMPLERS READ: Why didn't you continue to play tennis? (**DO NOT READ LIST; RECORD MULTIPLE RESPONSES**)
- Q4b. **IF TWO OR MORE WERE LISTED IN Q.4a:** Of all these reasons which was the most important? (**SHOW ONLY THOSE LISTED IN Q.4a; READ LIST ONLY IF NECESSARY; RECORD SINGLE RESPONSE; IF ONLY ONE WAS LISTED IN Q.4a, AUTOMATICALLY CODE IT AS MOST IMPORTANT**)

- 01. Not enough time
- 02. Moved
- 03. Injury / Health problem
- 04. No-one to play with
- 05. No-one at my skill level
- 06. No courts nearby
- 07. Prefer other sports
- 08. Became too expensive
- 09. I wasn't good at tennis
- 10. Didn't enjoy it/wasn't fun
- 11. Just got tired of it
- 12. Left school / college
- 13. Just wasn't interested in tennis
- 14. Didn't fit in at the tennis club
- 15. Wasn't enough exercise
- 16. Tennis is for wimps
- 91. Other (**SPECIFY**)
- 98. Don't know
- 99. Refused

IF “NOT ENOUGH TIME” IN Q.4a

Q4c. What other activities did you find you were doing instead of tennis? Just tell me yes or no for each. **(READ LIST; RANDOMIZE; RECORD ALL THAT APPLY)**

1. Increased work commitments
2. Increased family commitments
3. Out of home activities, such as going to restaurants or movies
4. In-home activities, such as TV or hobbies
5. Other sports
8. Don't know **(DO NOT READ)**
9. Refused **(DO NOT READ)**

IF “JUST WASN'T INTERESTED IN TENNIS IN Q.4a

Q4d. What is it about tennis, specifically, that makes you say you're not interested in it? **(DO NOT READ LIST; RECORD MULTIPLE RESPONES)**

01. It's boring
02. I only like team sports
03. I've never played it
04. I don't know anything about it
05. I don't understand it
06. I don't like any of the players
07. I prefer more dangerous sports / extreme sports
08. I prefer more athletic sports
09. I prefer physical contact sports
10. I prefer sports with more physical activity
11. I don't like any sports
91. Other **(SPECIFY)**
98. Don't know
99. Refused

IF “INJURY” IN Q.4a

Q4e. What type of injury made you stop playing tennis? **(DO NOT READ)**

- 01. Achilles
- 02. Ankle
- 03. Arm (**SPECIFY PART OF ARM, i.e., elbow, wrist, etc.**)
- 04. Back
- 05. Elbow
- 06. Foot
- 07. Hand/fingers
- 08. Head
- 09. Hip
- 10. Knee
- 11. Leg (**SPECIFY PART OF LEG, i.e., knee, ankle, etc.**)
- 12. Neck
- 13. Shoulder
- 14. Wrist
- 91. Other (**SPECIFY**)
- 98. Don't know
- 99. Refused

IF “INJURY” IN Q.4a

Q4f. Was tennis the cause of your injury?

- 1. Yes
- 2. No
- 8. Don't know
- 9. Refused

IF “INJURY” IN Q.4a

Q4g. Did your injury prevent you from playing tennis ever again, or can you still play if you want to get back into the game?

- 1. Prevents me from ever playing again
- 2. Can still play if I want to get back into tennis
- 8. Don't know
- 9. Refused

Q4h. Now, I'm going to read you a list of different reasons why you may have decided to stop playing tennis. For each item I read, please tell me if it had a lot of influence on causing you to stop playing tennis, a little bit of influence, or if it had no influence at all. **(READ LIST; RANDOMIZE)**

3. A lot of influence
 2. A little bit of influence
 1. No influence at all
 8. Don't know
 9. Refused
-
- a. My first experience playing tennis was a really bad one
 - b. There were other sports and activities I'd rather participate in
 - c. I didn't feel like tennis was giving me a good enough workout
 - d. I didn't think I was ever going to improve at playing tennis
 - e. Playing tennis just wasn't fun for me
 - f. I didn't have anyone to play with
 - g. It was difficult to find nearby tennis courts
 - h. My friends and family didn't play tennis
 - i. The sport was too expensive to play
 - j. I suffered from an injury that prevented me from playing
 - k. Tennis required too much forethought, because I needed to find a court to play on and a tennis partner ahead of time
 - l. I thought the game was too complicated
 - m. I didn't have very much time, and responsibilities such as, family and work needed to take priority

Q4i. Do you go to a health club with tennis facilities?

1. Yes
2. No
8. Don't know
9. Refused

IF “YES” IN Q.4i:

Q4j. Are there any different reasons to the ones you’ve already mentioned, why you don’t use the tennis facilities? **(DO NOT READ LIST; RECORD MULTIPLE RESPONSES)**

- 01. My membership doesn’t cover tennis
- 02. Difficult to get court time
- 03. Takes too long
- 04. Not enough of a workout
- 05. No-one to play with
- 06. The tennis players are a clique
- 07. The tennis section isn’t welcoming
- 91. Other **(SPECIFY)**
- 98. Don’t know
- 99. Refused

IV. Getting Back in the Game

Q5a. How likely are you to do the following during the next 12 months? Please use a 1-5 scale, where 5 is “very likely” and 1 is “not at all likely.” How likely are you to **(READ ITEM)? (RANDOMIZE; REPEAT SCALE ONLY AS NECESSARY)**

- 5. Very likely
 - 4. 4
 - 3. 3
 - 2. 2
 - 1. Not at all likely
 - 8. Don’t know
 - 9. Refused
-
- a. Watch a tennis match on TV
 - b. Go to a tennis match
 - c. Begin playing tennis again

Q5b. Are you aware of any organized tennis programs for: **(READ LIST)**

- a. People coming back to tennis
- b. People just starting in tennis

- 1. Yes
- 2. No
- 8. Don't know
- 9. Refused

IF "YES" IN EITHER Q.5b_a OR Q.5b_b

Q5c. Where are these programs? **(DO NOT READ LIST; MULTIPLE RECORD)**

- 07. Club (unspecified)
- 01. A private club where a membership is required
- 02. A commercial club, which is open to the public where you pay to play
- 03. A public park
- 04. A college or school
- 05. A hotel or resort
- 06. On a court at an apartment or condo
- 91. Or, somewhere else **(SPECIFY)**
- 98. Don't know **(DO NOT READ)**
- 99. Refused **(DO NOT READ)**

IF "CLUB (unspecified)" in Q.5c:

Q5d. Is the club that offers these programs: **(READ LIST; ROTATE ORDER; MULTIPLE RESPONSE)**

- 1. A private club where a membership is required
- 2. A commercial club, which is open to the public where you pay to play
- 8. Don't know **(DO NOT READ)**
- 9. Refused **(DO NOT READ)**

ASK ALL “LAPSED PLAYERS”

ASK IF “SAMPLER” AND Q.5a/item C=3, 4, or 5:

Q5e. If you were thinking about taking up tennis again, where would you look for information? **(DO NOT READ LIST; RECORD MULTIPLE RESPONSES)**

- 01. Online
- 02. Yellow pages
- 03. Parks and Rec department
- 04. Library
- 05. Local newspaper
- 06. Local School/college
- 07. Ask friends/family
- 08. Contact the USTA
- 09. Contact the [state] Tennis Association
- 91. Other (**SPECIFY**)
- 98. Don't know
- 99. Refused

“LAPSED PLAYERS” ONLY:

Q5f. Were you ever a member, or are you currently a member, of the United States Tennis Association, that is the USTA?

- 1. Yes
- 2. No
- 8. Don't know
- 9. Refused

ASK ALL “LAPSED PLAYERS”

ASK IF “SAMPLER” AND Q.5a/item C=3, 4, or 5:

Q5g. **FOR LAPSED PLAYERS READ:** Other than having more available time, what would get you back into tennis? (**DO NOT READ LIST; RECORD MULTIPLE RESPONSES**)

FOR SAMPLERS READ: Other than having more available time, is there anything that would help you to try tennis again? (**DO NOT READ LIST; RECORD MULTIPLE RESPONSES**)

- 01. Nothing would get me playing again
- 02. If my friends played
- 03. If my family played
- 04. If I was in better shape
- 05. If I was younger
- 06. If I could play on a team
- 07. If I could find a good social tennis environment
- 08. If I could be a better player
- 09. If I could get lessons
- 10. If I could afford to play
- 11. If there was a nearby/convenient tennis court
- 91. Other (**SPECIFY**)
- 98. Don't know
- 99. Refused

Q5h. Would any of the following cause you to play tennis again? For each, tell me if it would make you a lot more likely to play tennis again, a little more likely, or if it would have no effect on your likelihood to play tennis again.

- 3. A lot
 - 2. A little
 - 1. No effect
 - 8. Don't know
 - 9. Refused
-
- a. If you had regularly scheduled matches with friends on a weekly, biweekly, or monthly basis
 - b. If someone from a tennis club called you to arrange matches with others at your skill level for certain dates and times
 - c. If you had people to play doubles with
 - d. If you knew more about how to play tennis for the sake of getting a really good workout
 - e. If you could play in some kind of organized tennis group, tournament, league, or match play
 - f. If someone could give you lessons to help improve your skills

VI. Attitudes

Q6a. **IF Q.5e/item C=1, 2, or 3, READ:** Even if you're not that interested in playing tennis again, we'd like to get your opinions on some statements.

FOR EVERYONE, READ: To what extent do you agree or disagree with the following statements? Please use a 1-5 scale where 5 is "strongly agree" and 1 is "strongly disagree." **(READ LIST; RANDOMIZE; REPEAT SCALE AS NECESSARY)**

5. Strongly agree
 4. 4
 3. 3
 2. 2
 1. Strongly disagree
 8. Don't know
 9. Refused
-
- a. Tennis is fun to play
 - b. Tennis is a sport for all ages
 - c. Tennis is affordable to play
 - d. Tennis is easy to learn
 - e. Tennis courts are widely accessible
 - f. Tennis is a cool sport
 - g. Tennis is a wimpy sport
 - h. Tennis is a great way to meet people

V. Attitudes Toward Current Pro Game

Q7a. Do you have a favorite professional tennis player?

1. Yes
2. No
8. Don't know
9. Refused

ASK IF "YES" IN Q.7a:

Q7b. Who is your favorite professional tennis player? This can be a player from the past or present. **(DO NOT READ LIST; RECORD SINGLE RESPONSE; CODE USING LIST IN APPENDIX)**

Q7c. Was there a particular professional tennis player who inspired you to play tennis?

1. Yes
2. No
8. Don't know
9. Refused

ASK IF "YES" IN Q.7c

Q7d. Who was that player? This can be a player from the past or present. **(DO NOT READ LIST; RECORD SINGLE RESPONSE; CODE USING LIST IN APPENDIX)**

VI. Profile

Q8a. From which of the following locations, if any, do you usually connect to the Internet... **(READ LIST; ROTATE; MULTIPLE RECORD)**

1. Home
2. Work
3. School
7. None of the above
8. Don't know
9. Refused

ASK IF 1-3 IN Q.8a:

Q8b. At **(INSERT ANSWERS FROM Q8a)**, do you connect to the Internet by... **(READ LIST; SINGLE RECORD FOR EACH LOCATION IN Q8a)**

1. Dial-up access
2. Or, high-speed Internet access
8. Don't know
9. Refused

Q8c. What is your current employment status? **(READ LIST)**

1. Employed full-time
2. Employed part-time
3. Retired
4. Housewife/Husband
5. Student
6. Disabled / Unemployed
7. Or, something else
8. Don't know **(DO NOT READ LIST)**
9. Refused **(DO NOT READ LIST)**

CODE LIST FOR Q.7b AND Q.7d

01. Agassi, Andre
02. Ashe, Arthur
03. Becker, Boris
04. Borg, Bjorn
05. Calleri, Agustin
06. Capriati, Jennifer
07. Chang, Michael
08. Clijsters, Kim
09. Connors, Jimmy
10. Coria, Guillermo
11. Costa, Albert
12. Courier, Jim
13. Daniilidou, Eleni
14. Davenport, Lindsay
15. Dechy, Nathalie
16. Dementieva, Elena
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20. Evert, Chris
21. Farina Elia, Sylvia
22. Federer, Roger
23. Ferreria, Wayne
24. Ferrero, Juan Carlos
25. Fish, Mardy
26. Gonzales, Pancho
27. Graf, Stephi
28. Grosjean, Sebastien
29. Hantuchova, Daniela
30. Henin-Hardenne, Justine
31. Hewitt, Lleyton
32. Hingis, Martina
33. Ivanisevic, Goran
34. Kafelnikov, Yevgeny
35. King, Billy-Jean
36. Kournikova, Anna
37. Kremer, Anne
38. Kuerten, Gustavo
39. Laver, Rod
40. Lendel, Ivan
41. Maleeva, Magdalena
42. Mantilla, Felix

43. Mauresmo, Amelie
44. McEnroe, John
45. Mirnyi, Max
46. Moya, Carlos
47. Myskina, Anastasia
48. Nalbandian, David
49. Navratilova, Martina
50. Novak, Jiri
51. Panova, Tatiana
52. Philippoussis, Mark
53. Rafter, Patrick
54. Raymond, Lisa
55. Robredo, Tommy
56. Roddick, Andy
57. Ruano Pascual, Virginia
58. Rubin, Chanda
59. Sabatini, Gabriella
60. Safin, Marat
61. Sampras, Pete
62. Sanchez-Vicario, Aranza
63. Schalken, Sjeng
64. Schuettler, Rainer
65. Schnyder, Patty
66. Seles, Monica
67. Smashnova, Anna
68. Srichaphan, Paradorn
69. Suarez, Paola
70. Sugiyama, Ai
71. Testud, Sandrine
72. Verkerk, Martin
73. Williams, Serena
74. Williams, Venus
75. Williams sisters (unspec.)
76. Zabaleta, Mariano
91. Other (**SPECIFY**)
98. Don't know
99. Refused



USTA Non-Player Interview

100 Market Street
Portsmouth, NH 03801

Project #: 154-0210
Date: September 26, 2003

I. Sports Participation and Viewing

- Q1a.* What sports activities have you participated in at least four or more times during the last 12 months? **(DO NOT READ LIST)**
- Q1b.* **IF TWO OR MORE SPORTS WERE LISTED IN Q.1a:** Of the sports you just mentioned, which do you spend the most time on? **(SHOW ONLY THOSE SPORTS LISTED IN Q.1a; READ LIST ONLY IF NECESSARY)**
[IF ONLY ONE SPORT WAS LISTED IN Q.1a, AUTOMATICALLY CODE IT AS THE SPORT THEY SPEND THE MOST TIME ON]
- Q1c.* **IF THREE OR MORE SPORTS WERE LISTED IN Q.1a:** Which do you spend the second most time? **(SHOW ONLY THOSE SPORTS LISTED IN Q.1a; READ LIST ONLY IF NECESSARY)**
[IF ONLY TWO SPORTS WERE LISTED IN Q.1a, AUTOMATICALLY CODE THE SPORT NOT MENTIONED IN Q.1b AS THE SPORT THEY SPEND THE SECOND MOST TIME ON]

- | | |
|--------------------------------------|---|
| 01. Aerobics | 26. Rollerblading/-skating/Inline skating |
| 02. Badminton | 27. Rugby |
| 03. Baseball | 28. Sailing |
| 04. Basketball | 29. Shooting |
| 05. BMX biking | 30. Skateboarding |
| 06. Bowling | 31. Snowboarding |
| 07. Boxing / Wrestling | 32. Skiing (Snow) |
| 08. Canoeing/Kayak | 33. Soccer |
| 09. Climbing / Rock Climbing | 34. Softball |
| 10. Cycling / Biking | 35. Squash |
| 11. Fishing | 36. Surfing |
| 12. Football | 37. Swimming |
| 13. Golf | 38. Table Tennis |
| 14. Gym / Fitness Club / Health Club | 39. Tennis |
| 15. Hiking / Mountain Climbing | 40. Track & Field |
| 16. Home Gym Exercise | 41. Volleyball |
| 17. Horseback Riding | 42. Walking / Fitness Walking |
| 18. Hunting | 43. Wakeboarding |
| 19. Ice Hockey | 44. Weightlifting/Weight Training |
| 20. Ice Skating | 45. Yoga |
| 21. Jogging / Running | |
| 22. Martial Arts (Judo, Taekwondo) | 91. Other (SPECIFY) |
| 23. Pilate's | 98. Don't know |
| 24. Pool / Billiards | 99. Refused |
| 25. Racquetball | 00. None |

Q1h. Thinking about tennis, do you consider yourself a big fan, a casual fan, are you only slightly interested, or are you not interested at all in tennis?

4. Big fan
3. Casual fan
2. Slightly interested
1. Not interested
8. Don't know
9. Refused

Business Research Methods, 13e/Schindler

Q1i. How often do you watch the following sports on TV? The first/next is **(READ ITEM)**—do you watch it every chance you get, often, sometimes, or never? **(ALWAYS ASK ITEM A. FIRST, BUT ROTATE ORDER THAT B. AND C. ARE ASKED; REPEAT SCALE ONLY AS NECESSARY)**

4. Every chance I get
3. Often
2. Sometimes
1. Never
8. Don't know
9. Refused

- a. Professional tennis
- b. Men's tennis
- c. Women's tennis

PREVIOUS Q.1i_1 DELETED

PREVIOUS Q.1i DELETED

PREVIOUS Q.1i DELETED

II. Non-Tennis Player Attitudes and Behavior

Q2a. Even if you're not interested in playing tennis, we'd like to get your opinions on some statements. To what extent do you agree or disagree with the following statements? Please use a 1-5 scale where 5 is "strongly agree" and 1 is "strongly disagree." **(READ LIST; RANDOMIZE; REPEAT SCALE AS NECESSARY)**

- 5. Strongly agree
 - 4. 4
 - 3. 3
 - 2. 2
 - 1. Strongly disagree
 - 8. Don't know
 - 9. Refused
-
- a. Tennis is fun to play
 - c. Tennis is a sport for all ages
 - d. Tennis is affordable to play
 - f. Tennis is easy to learn
 - g. Tennis courts are widely accessible
 - h. Tennis is a cool sport
 - i. Tennis is a wimpy sport
 - k. Tennis is a great way to meet people

Q2b. Was there any particular reason why you never tried playing tennis? **(DO NOT READ LIST; RECORD MULTIPLE RESPONSES)**

- 01. I'm just not interested in tennis
- 02. Not enough time
- 03. Injury / Health problem
- 04. No-one to play with
- 05. No courts nearby
- 06. Prefer other sports
- 07. Too expensive
- 08. I didn't think I would be good at it
- 09. Didn't look fun
- 10. Didn't really have the opportunity
- 11. It is too difficult to play
- 12. It takes too long to learn
- 13. I don't like any sports / I'm not a sports person
- 14. Tennis is not physical enough
- 15. Tennis is for rich people
- 16. Tennis isn't cool
- 91. Other **(SPECIFY)**
- 98. Don't know
- 99. Refused

IF "JUST NOT INTERESTED IN TENNIS" IN Q.2b:

Q.2c What is it about tennis, specifically, that makes you say you're not interested in it? **(DO NOT READ LIST; RECORD MULTIPLE RESPONSES)**

- 01. It's boring
- 02. I only like team sports
- 03. I've never played it
- 04. I don't know anything about it
- 05. I don't understand it
- 06. I don't like any of the players
- 07. I prefer more dangerous sports / extreme sports
- 08. I prefer more athletic sports
- 09. I prefer physical contact sports
- 10. I prefer sports with more physical activity
- 11. I don't like any sports
- 91. Other **(SPECIFY)**
- 98. Don't know
- 99. Refused

Q2d. Do you go to a health club with tennis facilities?

1. Yes
2. No
8. Don't know
9. Refused

IF "YES" IN Q.2d:

Q2e. Are there any different reasons to the ones you've already mentioned, why you don't use the tennis facilities? **(DO NOT READ LIST; RECORD MULTIPLE RESPONSES)**

01. My membership doesn't cover tennis
02. Difficult to get court time
03. Takes too long
04. Not enough of a workout
05. No-one to play with
06. The tennis players are a clique
07. The tennis section isn't welcoming
91. Other **(SPECIFY)**
98. Don't know
99. Refused

III. Awareness of Programs and Locations

Q3d. I'm going to read you a list, and I'd like you to tell me how likely you are to do each of these things in the next 12 months. Please use a 1-5 scale, where 5 is "very likely" and 1 is "not at all likely." How likely are you to **(READ ITEM)? (RANDOMIZE; REPEAT SCALE ONLY AS NECESSARY)**

5. Very likely
 4. 4
 3. 3
 2. 2
 1. Not at all likely
 8. Don't know
 9. Refused
-
- a. Watch a tennis match on TV
 - b. Go to a tennis match
 - c. Consider playing tennis

Q3a. Are you aware of any local tennis programs for people just starting tennis?

1. Yes
2. No
8. Don't know
9. Refused

IF "YES" IN Q.3a

Q3b. Where are these programs? **(DO NOT READ LIST; RECORD MULTIPLE RESPONSES)**

07. Club (unspecified)
01. A private club where a membership is required
02. A commercial club, which is open to the public where you pay to play
03. A public park
04. A college or school
05. A hotel or resort
06. On a court at an apartment or condo
91. Other (**SPECIFY**)
98. Don't know
99. Refused

IF "CLUB (unspecified)" in Q.3b:

Q3b_1. Is the club that offers these programs: **(READ LIST; ROTATE ORDER; MULTIPLE RESPONSE)**

1. A private club where a membership is required
2. A commercial club, which is open to the public where you pay to play
8. Don't know (**DO NOT READ**)
9. Refused (**DO NOT READ**)

IF Q.3d/item C=3, 4, or 5:

Q3c. If you were thinking about taking up tennis, where would you look for information? **(DO NOT READ LIST; RECORD MULTIPLE RESPONSES)**

- 01. Online
- 02. Yellow pages
- 03. Parks and Rec department
- 04. Library
- 05. Local newspaper
- 06. Local School/College
- 07. Ask friends/family
- 08. Contact the USTA
- 09. Contact the [state] Tennis Association
- 91. Other **(SPECIFY)**
- 98. Don't know
- 99. Refused

Q3f. Would any of the following cause you to play tennis? For each, tell me if it would make you a lot more likely to play tennis, a little more likely, or if it would have no effect on your likelihood to play tennis.

- 3. A lot
- 2. A little
- 1. No effect
- 8. Don't know
- 9. Refused

- a. If you had regularly scheduled matches with friends on a biweekly, weekly, or monthly basis
- b. If someone from a tennis club called you to arrange matches with others at your skill level for certain dates and times
- c. If you had people to play doubles with
- d. If you knew more about how to play tennis for the sake of getting a really good workout
- e. If you could play in some kind of organized tennis group, tournament, league, or match play
- f. If someone could give you lessons to help improve your skills

IV. Attitudes Toward Current Pro Game

Q4a. Do you have a favorite professional tennis player?

1. Yes
2. No
8. Don't know
9. Refused

ASK IF "YES" IN Q.4a:

Q4b. Who is your favorite professional tennis player? This can be a player from the past or present. **(RECORD SINGLE RESPONSE; CODE USING LIST IN APPENDIX; DO NOT READ LIST)**

PREVIOUS Q.4c DELETED

PREVIOUS Q.4d DELETED

Profile

Q5a. From which of the following locations, if any, do you usually connect to the Internet... **(READ LIST; ROTATE; MULTIPLE RECORD)**

1. Home
2. Work
3. School
7. None of the above
8. Don't know
9. Refused

ASK IF 1-3 IN Q.5a:

Q5b. At ___ **(INSERT ANSWERS FROM Q5a)** ___, do you connect to the Internet by... **(READ LIST; SINGLE RECORD FOR EACH LOCATION IN Q5a)**

1. Dial-up access
2. Or, high-speed Internet access
8. Don't know
9. Refused

WAS Q.5a IN PREVIOUS SURVEY

Q5c. What is your current employment status? (**READ LIST**)

1. Employed full-time
2. Employed part-time
3. Retired
4. Housewife/Husband
5. Student
6. Disabled / Unemployed
7. Or, something else
8. Don't know (**DO NOT READ**)
9. Refused (**DO NOT READ**)

CODE LIST FOR Q.4b

01. Agassi, Andre
02. Ashe, Arthur
03. Becker, Boris
04. Borg, Bjorn
05. Calleri, Agustin
06. Capriati, Jennifer
07. Chang, Michael
08. Clijsters, Kim
09. Connors, Jimmy
10. Coria, Guillermo
11. Costa, Albert
12. Courier, Jim
13. Daniilidou, Eleni
14. Davenport, Lindsay
15. Dechy, Nathalie
16. Dementieva, Elena
17. Dokic, Jelena
18. Edberg, Stefan
19. El Aynaoui, Younes
20. Evert, Chris
21. Farina Elia, Sylvia
22. Federer, Roger
23. Ferreria, Wayne
24. Ferrero, Juan Carlos
25. Fish, Mardy
26. Gonzales, Pancho
27. Graf, Stephi
28. Grosjean, Sebastien
29. Hantuchova, Daniela
30. Henin-Hardenne, Justine
31. Hewitt, Lleyton
32. Hingis, Martina
33. Ivanisevic, Goran
34. Kafelnikov, Yevgeny
35. King, Billy-Jean
36. Kournikova, Anna
37. Kremer, Anne
38. Kuerten, Gustavo
39. Laver, Rod
40. Lendel, Ivan
41. Maleeva, Magdalena
42. Mantilla, Felix

43. Mauresmo, Amelie
44. McEnroe, John
45. Mirnyi, Max
46. Moya, Carlos
47. Myskina, Anastasia
48. Nalbandian, David
49. Navratilova, Martina
50. Novak, Jiri
51. Panova, Tatiana
52. Philippoussis, Mark
53. Rafter, Patrick
54. Raymond, Lisa
55. Robredo, Tommy
56. Roddick, Andy
57. Ruano Pascual, Virginia
58. Rubin, Chanda
59. Sabatini, Gabriella
60. Safin, Marat
61. Sampras, Pete
62. Sanchez-Vicario, Aranza
63. Schalken, Sjeng
64. Schuettler, Rainer
65. Schnyder, Patty
66. Seles, Monica
67. Smashnova, Anna
68. Srichaphan, Paradorn
69. Suarez, Paola
70. Sugiyama, Ai
71. Testud, Sandrine
72. Verkerk, Martin
73. Williams, Serena
74. Williams, Venus
75. Williams sisters (unspec.)
76. Zabaleta, Mariano
91. Other (**SPECIFY**)
98. Don't know
99. Refused