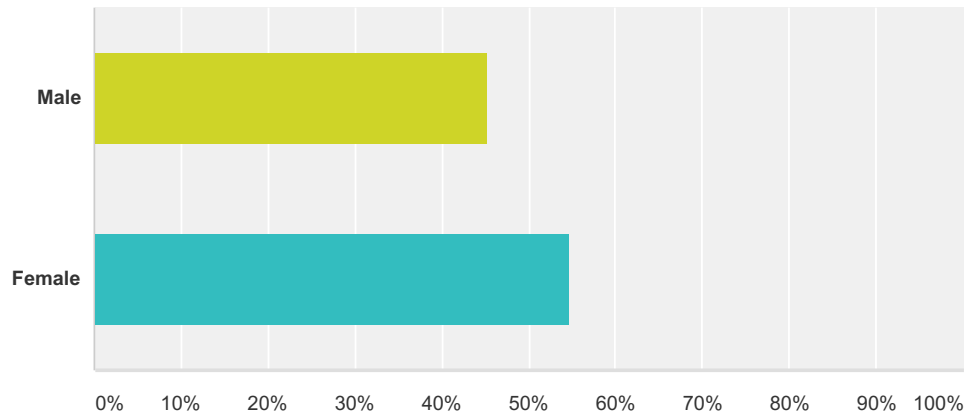


Q1 Gender

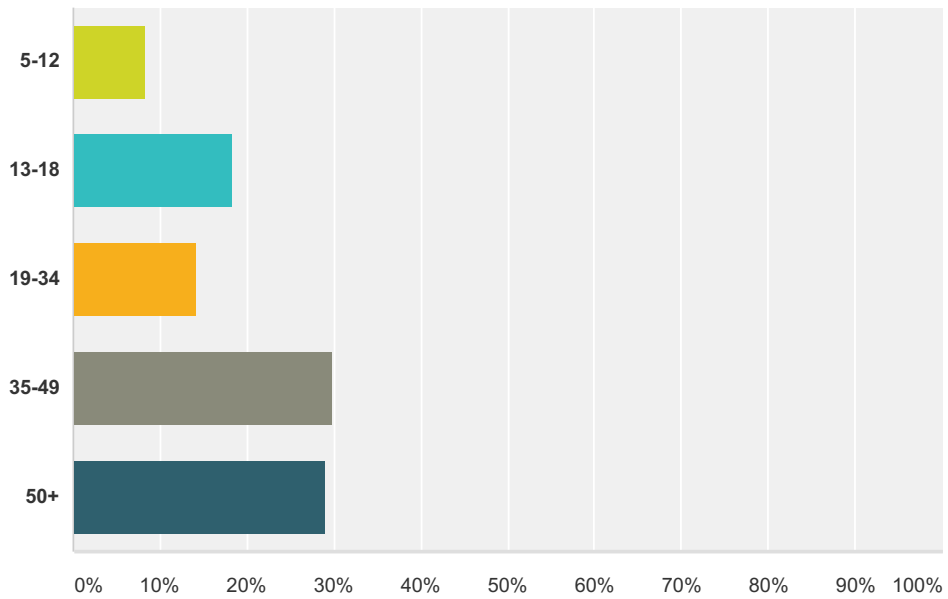
Answered: 261 Skipped: 0



| Answer Choices | Responses |
|----------------|------------|
| Male | 45.21% 118 |
| Female | 54.79% 143 |
| Total | 261 |

Q2 Age

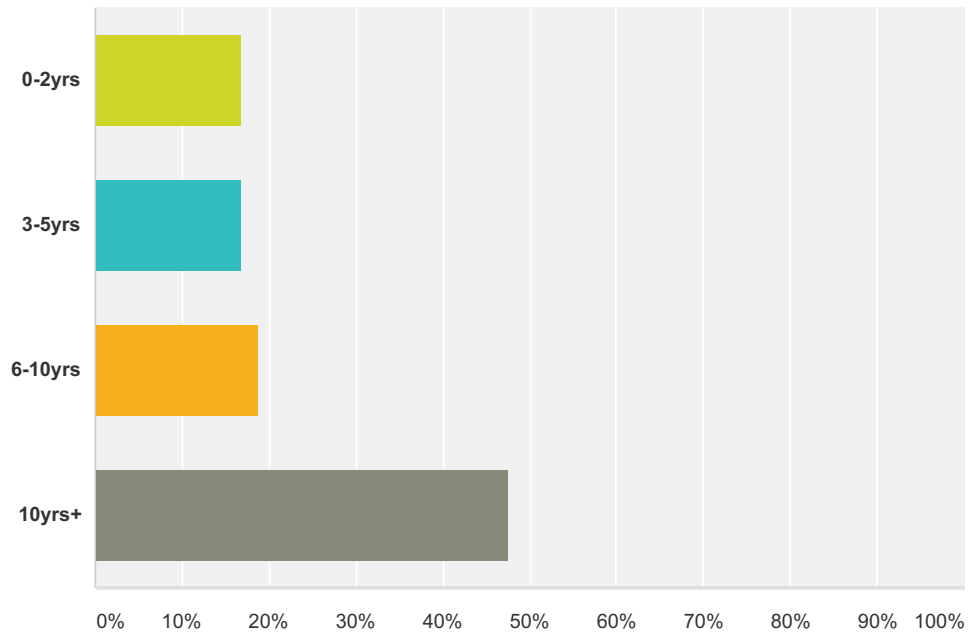
Answered: 261 Skipped: 0



| Answer Choices | Responses |
|----------------|------------|
| 5-12 | 8.43% 22 |
| 13-18 | 18.39% 48 |
| 19-34 | 14.18% 37 |
| 35-49 | 29.89% 78 |
| 50+ | 29.12% 76 |
| Total | 261 |

Q3 How long have you played tennis for?

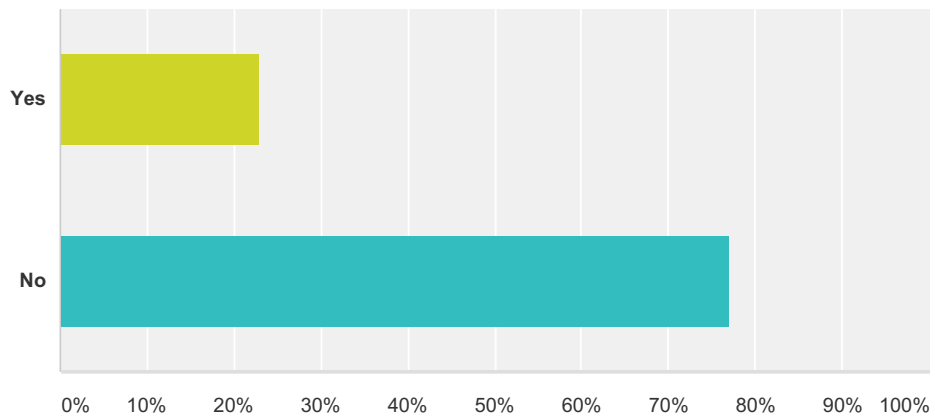
Answered: 261 Skipped: 0



| Answer Choices | Responses |
|----------------|------------|
| 0-2yrs | 16.86% 44 |
| 3-5yrs | 16.86% 44 |
| 6-10yrs | 18.77% 49 |
| 10yrs+ | 47.51% 124 |
| Total | 261 |

Q4 Are you currently a member of a tennis club?

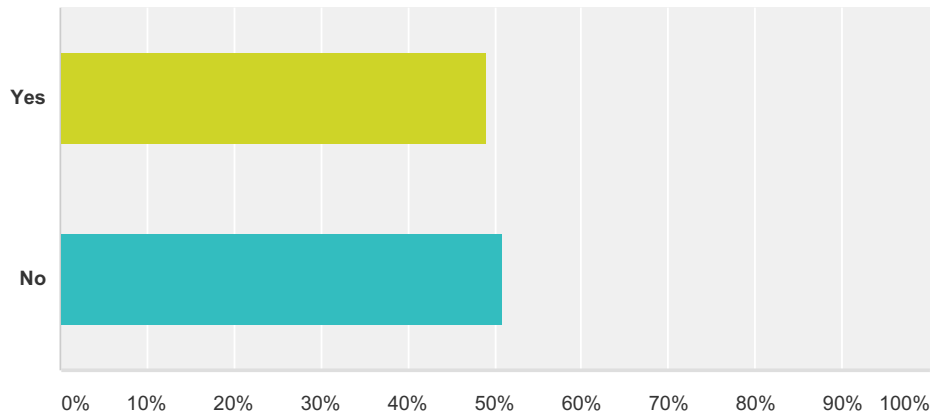
Answered: 261 Skipped: 0



| Answer Choices | Responses |
|----------------|------------|
| Yes | 22.99% 60 |
| No | 77.01% 201 |
| Total | 261 |

Q5 If no, do you still play tennis?

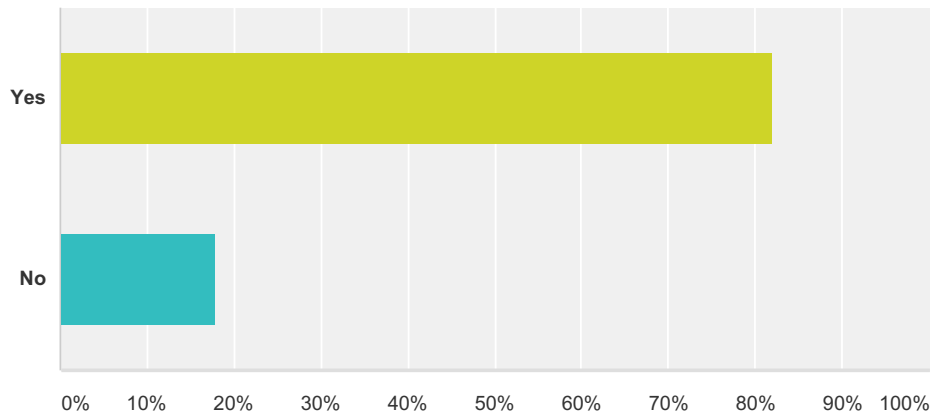
Answered: 204 Skipped: 57



| Answer Choices | Responses |
|----------------|------------|
| Yes | 49.02% 100 |
| No | 50.98% 104 |
| Total | 204 |

Q6 Would you be interested in tennis clubs offering a casual pay and play option to non members?

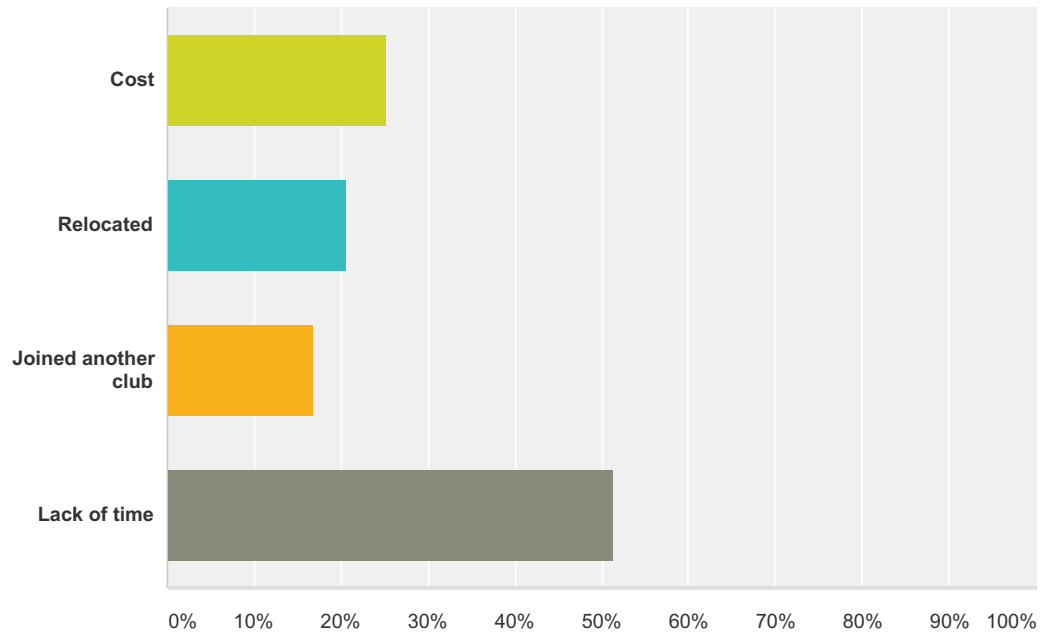
Answered: 261 Skipped: 0



| Answer Choices | Responses |
|----------------|------------|
| Yes | 81.99% 214 |
| No | 18.01% 47 |
| Total | 261 |

Q7 We understand that you were previously a member of a tennis club. Why did you leave this club?

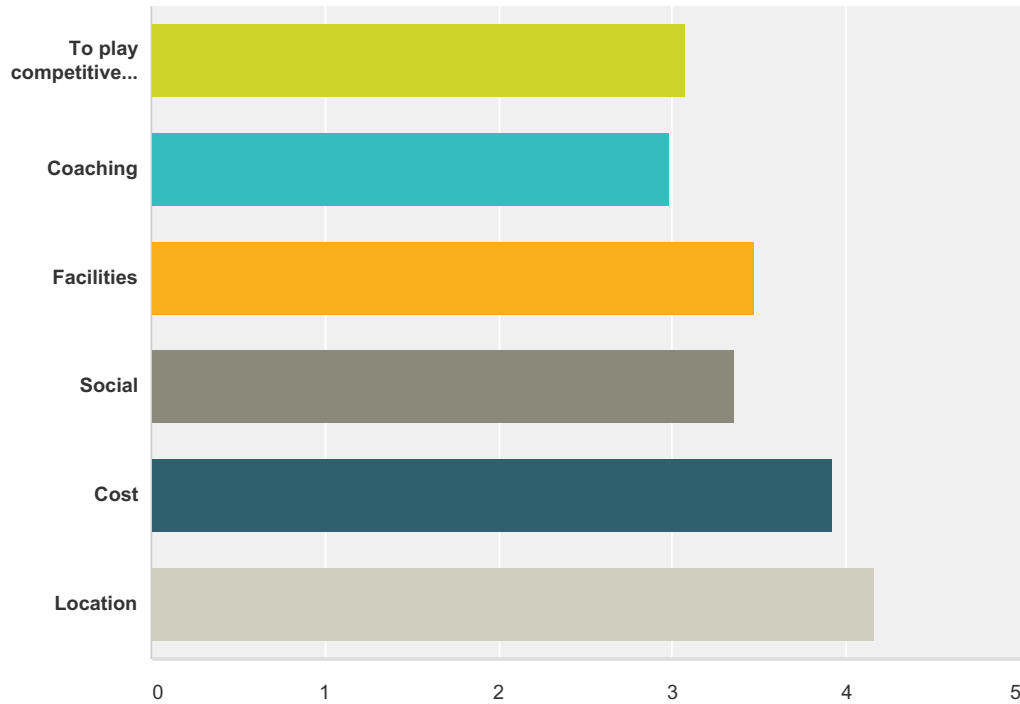
Answered: 261 Skipped: 0



| Answer Choices | Responses |
|-------------------------------|------------|
| Cost | 25.29% 66 |
| Relocated | 20.69% 54 |
| Joined another club | 16.86% 44 |
| Lack of time | 51.34% 134 |
| Total Respondents: 261 | |

Q8 Rank the following reasons in order of importance if you were considering rejoining a tennis club (rank in order 1-6, 1 is most important):

Answered: 261 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | Total | Average Ranking |
|----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|-------|-----------------|
| To play competitive tennis | 20.31% 53 | 11.11% 29 | 10.73% 28 | 6.51% 17 | 16.86% 44 | 34.48% 90 | 261 | 3.08 |
| Coaching | 12.26% 32 | 12.26% 32 | 11.88% 31 | 15.71% 41 | 21.46% 56 | 26.44% 69 | 261 | 2.99 |
| Facilities | 7.28% 19 | 13.41% 35 | 26.44% 69 | 27.59% 72 | 22.99% 60 | 2.30% 6 | 261 | 3.48 |
| Social | 14.56% 38 | 16.09% 42 | 12.64% 33 | 20.69% 54 | 19.92% 52 | 16.09% 42 | 261 | 3.36 |
| Cost | 19.92% 52 | 25.29% 66 | 15.33% 40 | 18.01% 47 | 10.73% 28 | 10.73% 28 | 261 | 3.93 |
| Location | 25.67% 67 | 21.84% 57 | 22.99% 60 | 11.49% 30 | 8.05% 21 | 9.96% 26 | 261 | 4.16 |