

Yarborough Tennis Center

Recreation Research



Team:

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Introduction:

- **Key goals:**

- Raise awareness for YTC

- Increase membership

- **Publics:**

- Key/Active: tennis players in the community and members of YTC

- Non-publics: people in the community who don't play tennis or who aren't members of YTC



Secondary:

- YTC has a lot of competition within the Auburn/Opelika community.
- there are five free courts for residents to choose from.
- not enough differentiation and interest is limited
- nearly a quarter of residents live below the poverty line and membership at YTC isn't viable

Secondary: Cross-Situational Analysis

- The findings suggest segmentation by psychographic factors such as attitudes, involvement, benefits, motivation and personality. Results also showed a high connection between perceived constraints and level of involvement.
- The three highest occurring constraints among the low involvement group were:
 - individual/psychological
 - lack of time and facilities/services
 - Lack of time is a perception found in those with low involvement and is difficult to combat due to facility hours, scheduled lessons, etc.
- At the individual/psychological level, negative constraints usually develop from a lack of confidence in skills, fitness levels and fear of injuries.

Secondary: Situational Analysis

Age	<ul style="list-style-type: none"> ○ Ages 19-34 and 35-44 have the lowest commitment to the sport of tennis. It's estimated that older age groups have higher commitment because they have played tennis longer than the younger age groups. ○ Younger groups also reported higher involvement in alternative activities. This indicates that tennis may be competing among other activities with younger participants than they are with older participants. ○ The youngest age group reported significantly more social constraints for their tennis participation than older age groups. Programming to introduce players to other players through social events may be a key tactic for increasing commitment with younger segments.
Gender	<ul style="list-style-type: none"> ○ Women reported higher levels of enjoyment. This may be due to the fact it's gender-neutral while still being competitive, structured and has strong programming. This may also explain why females reported less alternative activities than males.
Income	<ul style="list-style-type: none"> ○ There were strong indicators between money invested and continued participation. The initial investment in the activity can be a constraint. On the other hand, it can serve as an attractor to continue investment because of the time and money already invested.
Skill Level	<ul style="list-style-type: none"> ○ Lower skill level participants cited social support as a significant predictor of commitment while higher levels did not. As mentioned above, programs the emphasis social interaction would benefit this group. ○ Higher skill levels reported involvement opportunities as the only significant predictor, in addition to enjoyment, of increased commitment.

- **Tennis players play for enjoyment.**
- **The least committed are the young and less skilled.**
- **The more time and money that a player invests, the more they'll be committed.**
- **We needed more specific information and feedback from those currently involved at YTC**

Focus Group Interview:

3 Focus Groups

- First participants consistently noted a lack of organization and variety within YTC.
 - google maps
 - the website “cumbersome and inefficient”
 - general communication from staff to members
- In all three focus groups, participants noted the lack of information access and information dissemination as a serious issue YTC needed to address.
- Another issue brought up by participants in the focus group was difficulty in finding other tennis players that matched their skill level or availability, or for newcomers to find current members to play with.



Survey: Objectives

- To determine what YTC members desired from YTC in order to continue their membership and their use of YTC's services
- To identify what factors influenced people to not become members at YTC
- To gain a better understanding of the best communication channels, YTC could use to efficiently communicate and interact with both members and nonmembers of YTC about their different programs and opportunities

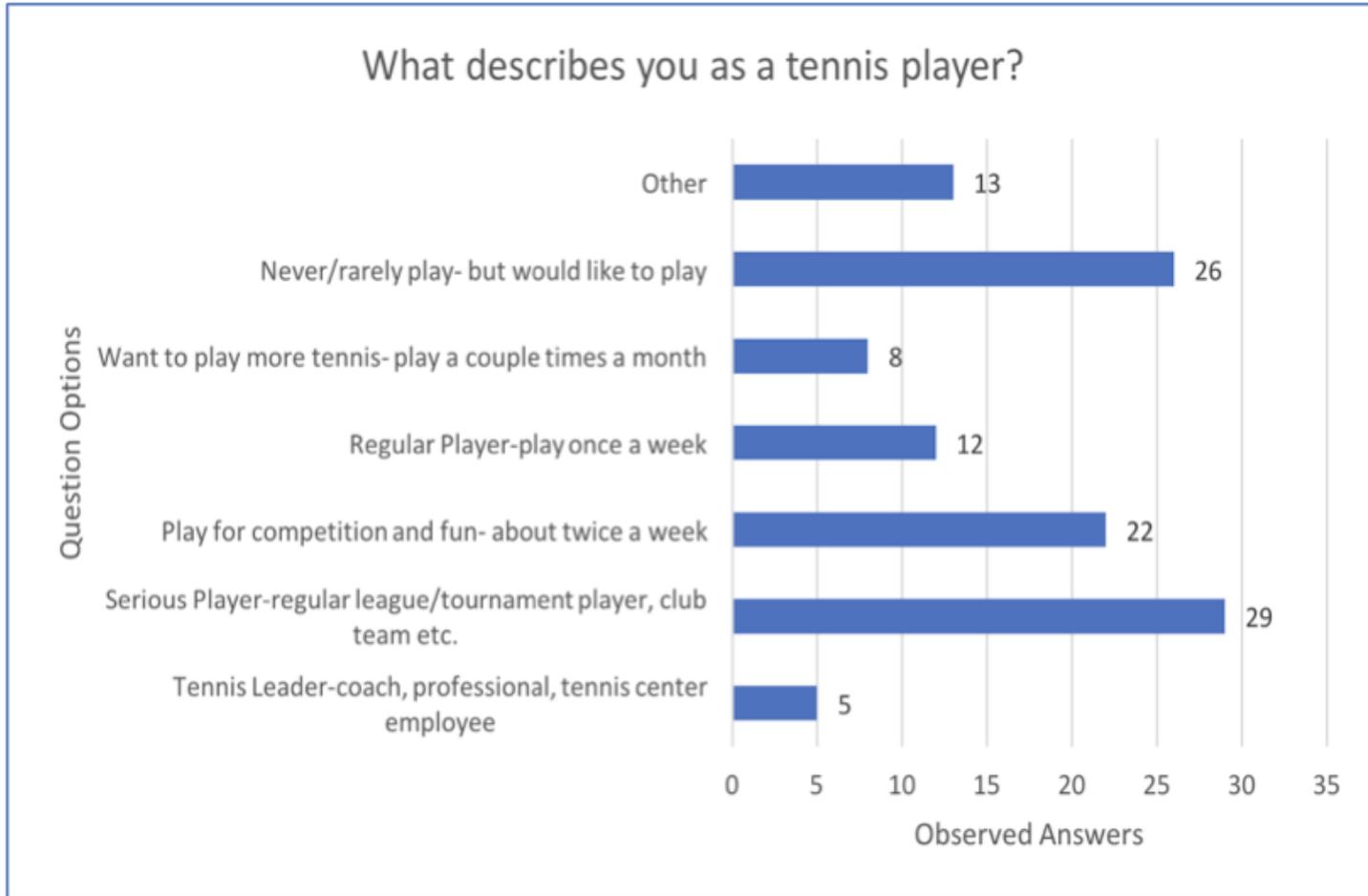
Survey: Benefits

- It created a space where people could be completely honest
- It allowed us to receive many more opinions and voices because of the simplicity and convenience of a five-minute survey
- Because of the anonymity, participants were able to speak candidly

Survey: Overview

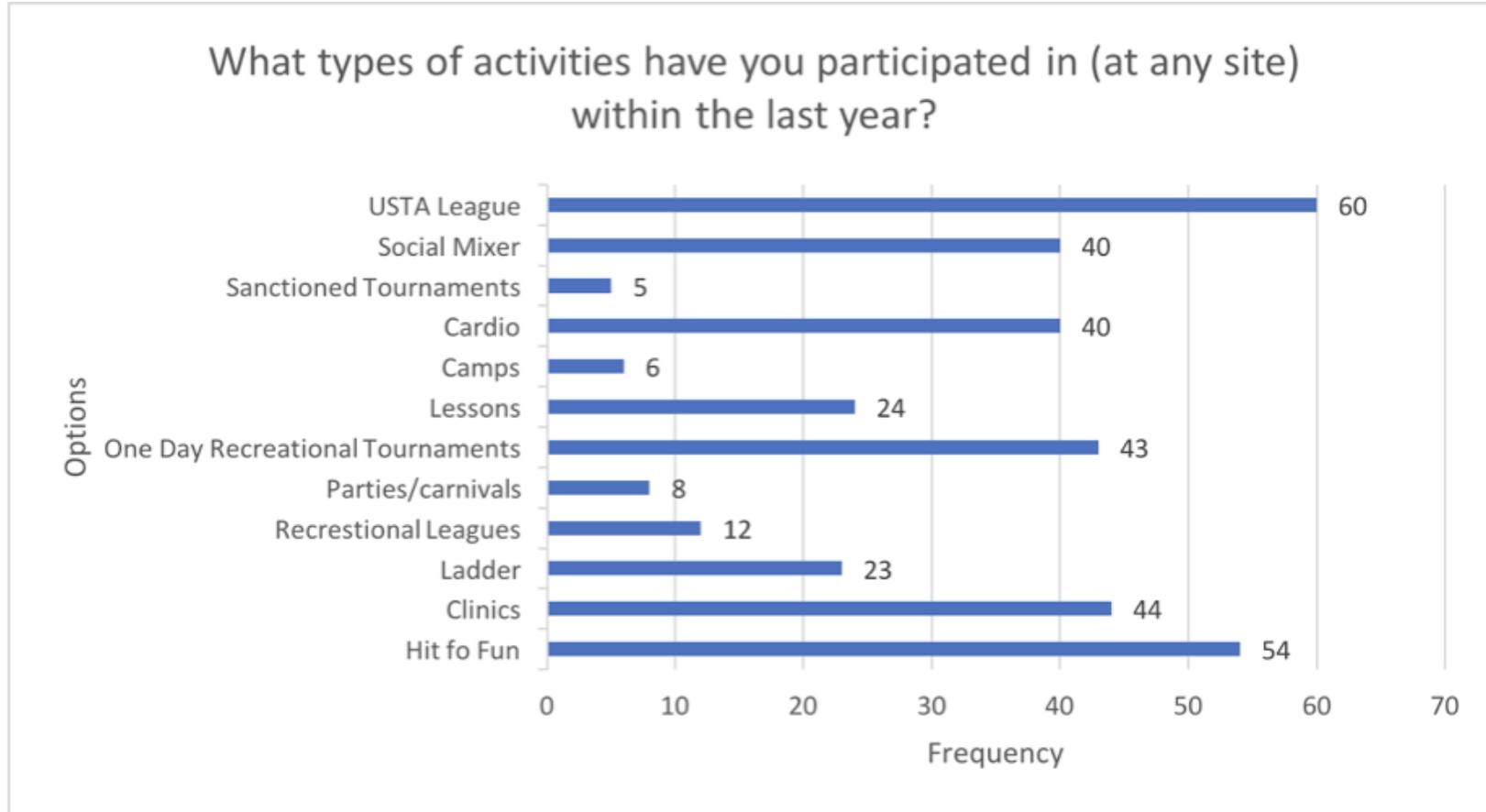
- 124 survey participants
- We created our survey and sent it to Yarbrough Tennis Center director who desired to add in many more options and questions, in order to find much more narrowed and clarified answers to their specific issues.
- This created for a little bit more confusing results when it came to chi squares, but it also gave very specific and helpful feedback to the Yarbrough Tennis Center team, and so the survey ended up being very effective.
- The survey was sent from Yarbrough Tennis Center email to their subscribers, which consists of 800 people in an email database who have participated or interacted with YTC on some level.
- The survey was also posted on the City of Auburn Facebook page and on the Auburn Community Tennis Association Facebook group.

Survey: Examples



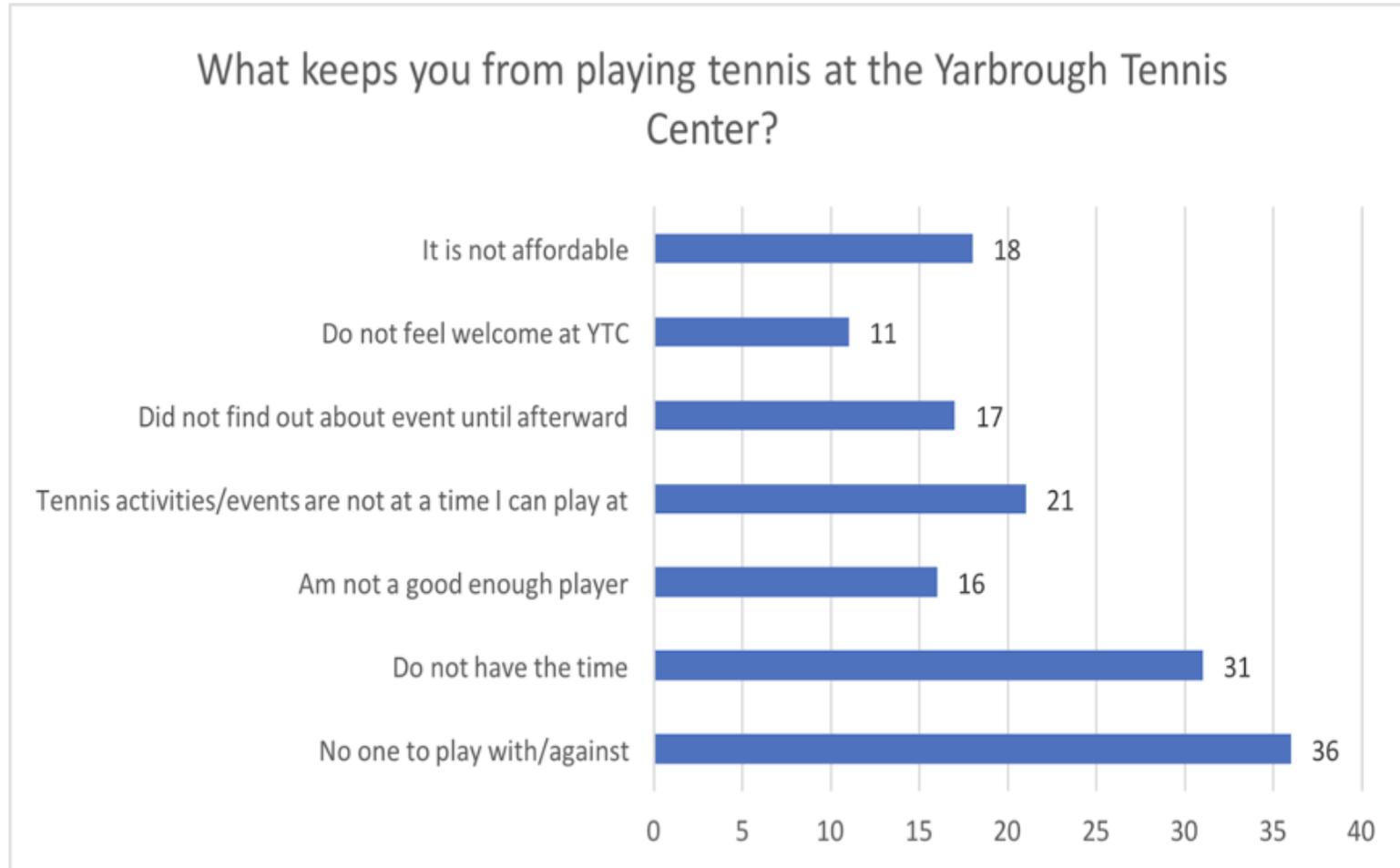
The results from this question indicate that YTC has many members at a high to moderate commitment level. However, it also shows that it also has a significant portion of members that are not committed but who have a desire to be

Survey: Examples



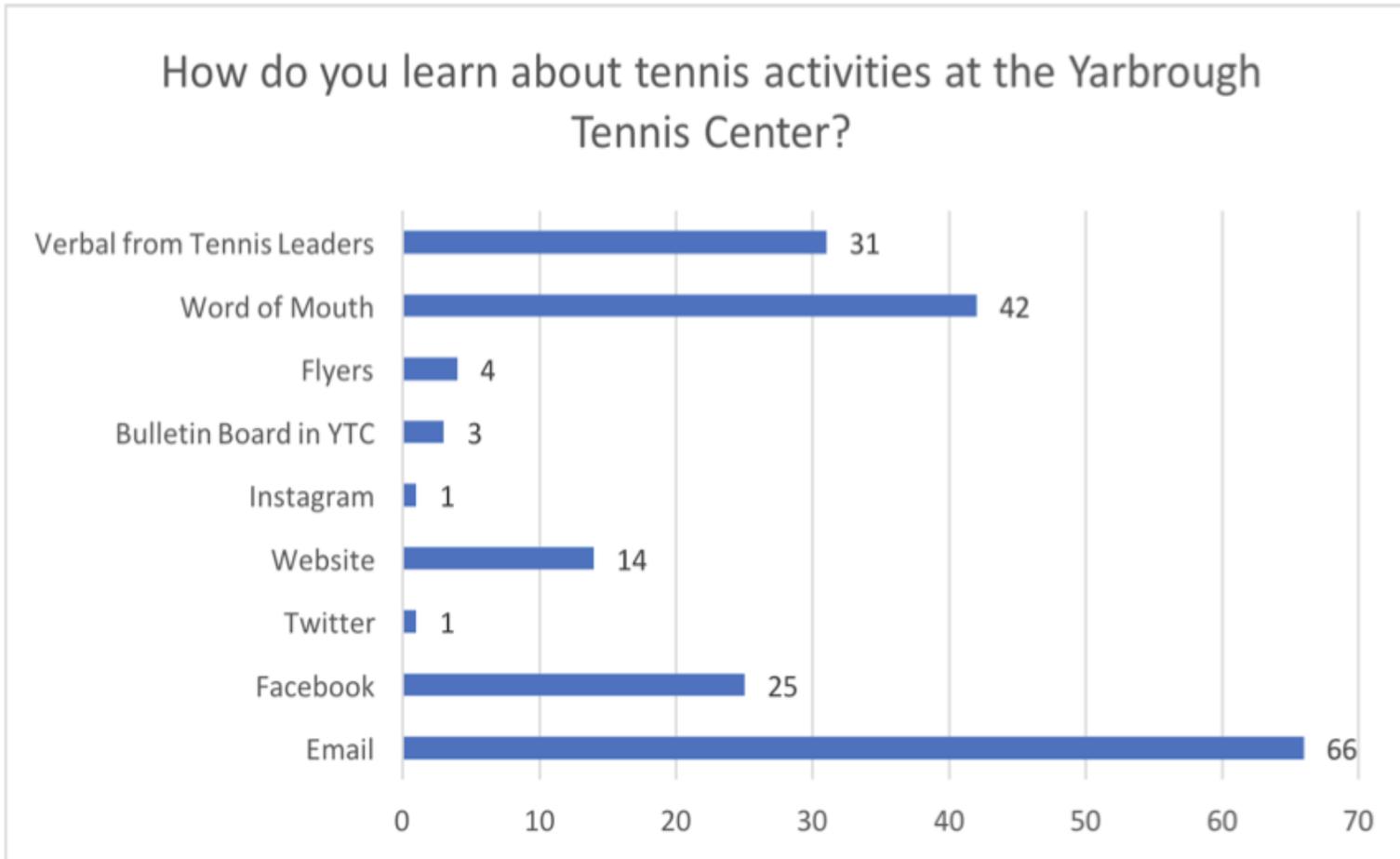
These results indicate that programs with an emphasis social activities are very popular among club members and that members are also interested in the competitive and physical aspects of playing tennis

Survey: Examples



These results indicate that time is a major perceived constraint among members. The answer, “no one to play against” (36) emphasizes the important social aspect of tennis and how it’s a major constraint for members

Survey: Examples



This indicates that though most of the communication from YTC is through email, an alarming amount of participants are receiving information through unreliable and untrusted places like word of mouth

Conclusion: 3 Suggestions

1) Improve overall communication to its current members

- Facebook should be utilized for detailed information on events and class times
- Facebook page should be linked up to the YTC webpage on the city website and visa versa

2) Lack of opportunities to socialize in YTC's programming

- directory for those who wish to set up a match with another member
- more programs for singles; ladders
- program specific to new members who don't have a partner

3) Lacks programming for a variety of skill levels

- survey indicated large portion as members, yet focus group said not a lot of programs for different skills
- intimidating to new/potential members

Thank you for listening!

