

# Cardio Tennis



## 2006

USA UK AUSTRALIA BELGIUM BRAZIL FRANCE GREECE ITALY JAPAN KOREA NETHERLANDS SPAIN

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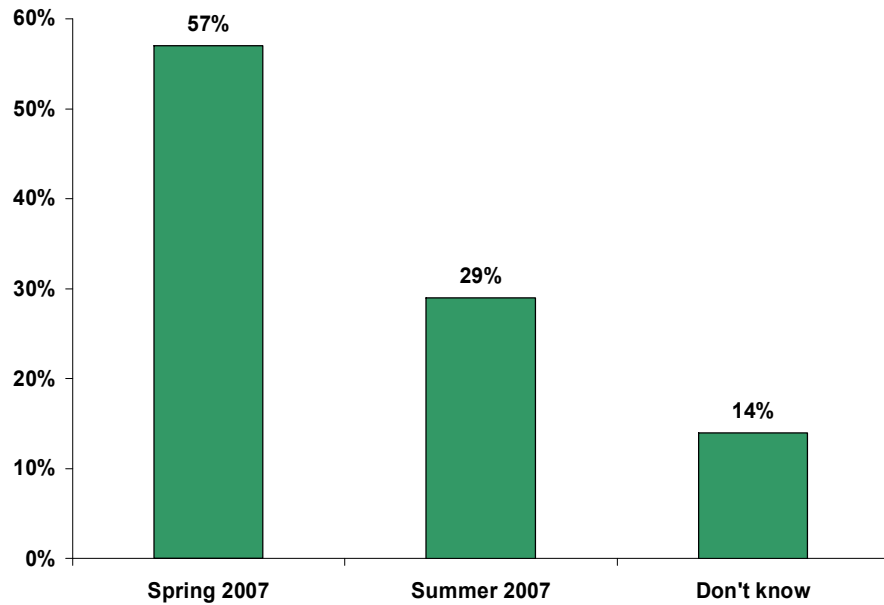
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Sports Research Inc. trading as Sports Marketing Surveys  
Incorporating Morgan-Horan, Inc.

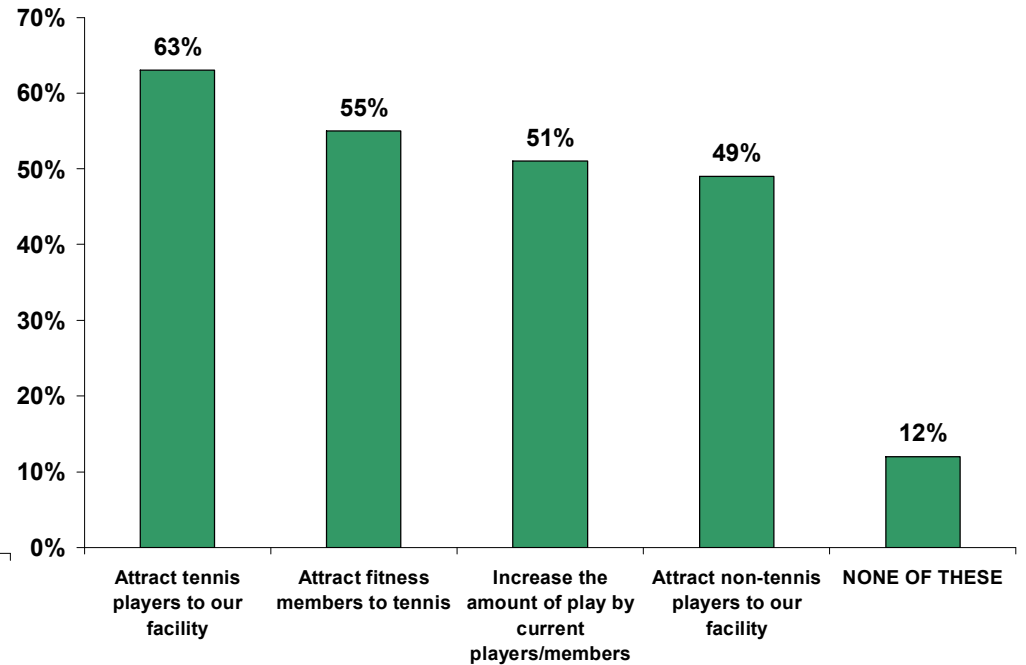


*Sports Marketing Surveys*  
quality research for management action

# When do you plan to start your Cardio Tennis Programs? How do you think cardio tennis programs will impact your facility?



For those cardio tennis programs that haven't started yet, most will start this Spring.



Hoping cardio tennis programs will achieve all of these things.

# What were your main reasons for stopping the Cardio Tennis program at your facility?

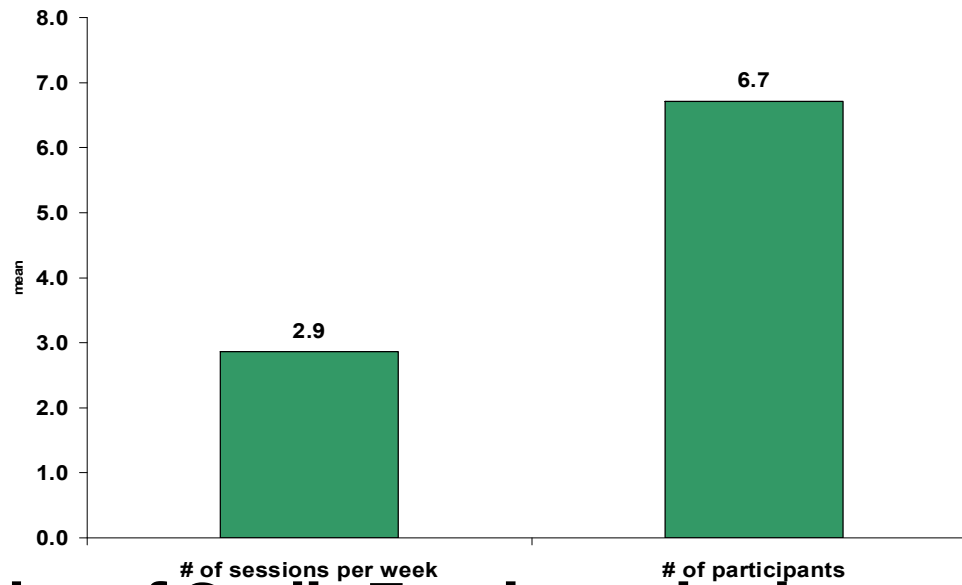
- As a resort, our clientele changes weekly. We are not attached to a specific hotel or center, but are owned by the city of Ocean City. Therefore, most of our clientele are there for a week or less and don't find out about classes until they are ready to leave.
- Court availability.
- Did not have that much interest and not sure that we had the right instructor for this type of program.
- I notified you that I moved out of town in November 05.
- I was hired at another facility. I am offering cardio tennis at Forsyth Racquet Club beginning in March 2007. I taught several classes prior to winter of 2006.
- It is seasonal, until we cover two more courts so that we can isolate the music.
- Lack of interest.
- Lack of interest from customers but in the works to start it up again.
- Lack of interest...too intense...wasn't for everyone...
- Lack of internal staff support, however I am currently forming a committee to market this program again in 3 weeks.
- Lack of participation.
- Less interest.
- Looking to move it to a new facility that will be better suited for it. I have since found one and I'm working on getting the cardio program established there.
- Lost access to only indoor recreational size room available in the winter in my town during the next season - 2006/2007. Summer outdoor morning class had no sign-ups. Looking at evening classes in 2007. Demonstrating at spring/2007 tennis rally day.
- Low attendance and weather, outdoor facility.
- Most of our adults are playing leagues and play about 3-5 times a week including their regular team practice our doubles clinic so we didn't get a good response there. We also tried to do it with the beginners.
- Moved to different facility.
- No participation.
- Not enough people coming.

- Not enough people coming.
- Not enough sign ups.
- Not working at our facility. Members have free access to awesome workout facility and free fitness classes included in membership. Despite numerous free cardio classes non-tennis members will not pay for tennis oriented workout.
- Older members not capable of doing it in a consistent basis.
- Our tennis courts are under snow until spring.
- Outdoor site - seasonal. Attendance was very light, don't know when good time to schedule is, so don't know if we'll run it in 2007.
- Outdoor tennis season ended. We've only had the program during the summer, so far.
- People not interested or could not develop interest.
- People were interested at first but there was no groundswell to continue.
- Professional Moved to Maui.
- Public courts not supportive of it.. and HOA removed me as referral to community.
- Seasonal Club.
- Seasonal Club, will start up again in the Spring.
- Seasonal outdoor facility. We stopped Halloween in the Northeast.
- Tennis club is being rebuilt.
- Tennis courts not readily available.
- The home owners association decided that no lessons can be given to "outsiders" which would be non-residents.
- This summer we had extremely high temperatures which impacted our cardio program. We also had a dynamic instructor move out of state. I would like to give it another go in 2007.
- Too cold.
- We are a seasonal club and also since we do not have indoor courts it is to cold outside during the winter months.
- We are a seasonal outdoor club. We will be starting up again May 1, 2007.
- We do not run this program during the winter months because of low enrollment.

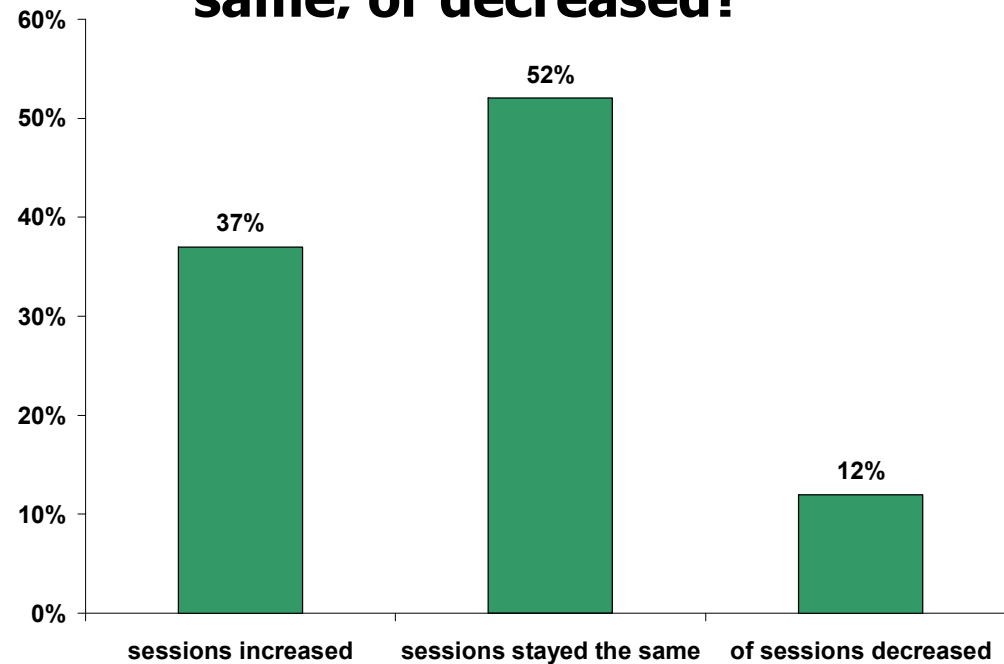
•Weather, outside facility.

•Weather, scheduling, lack of interest.

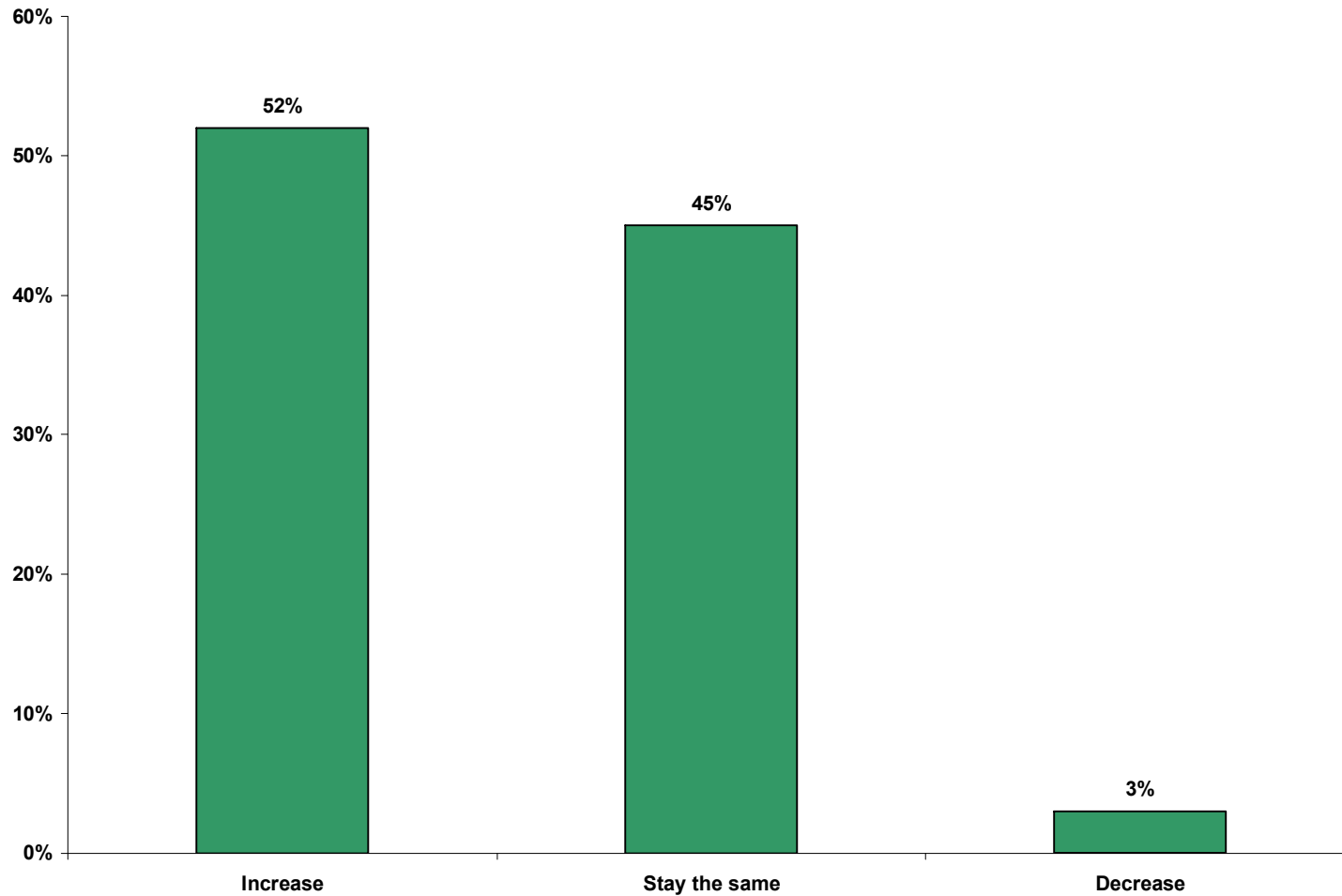
# Number of Cardio Tennis Sessions



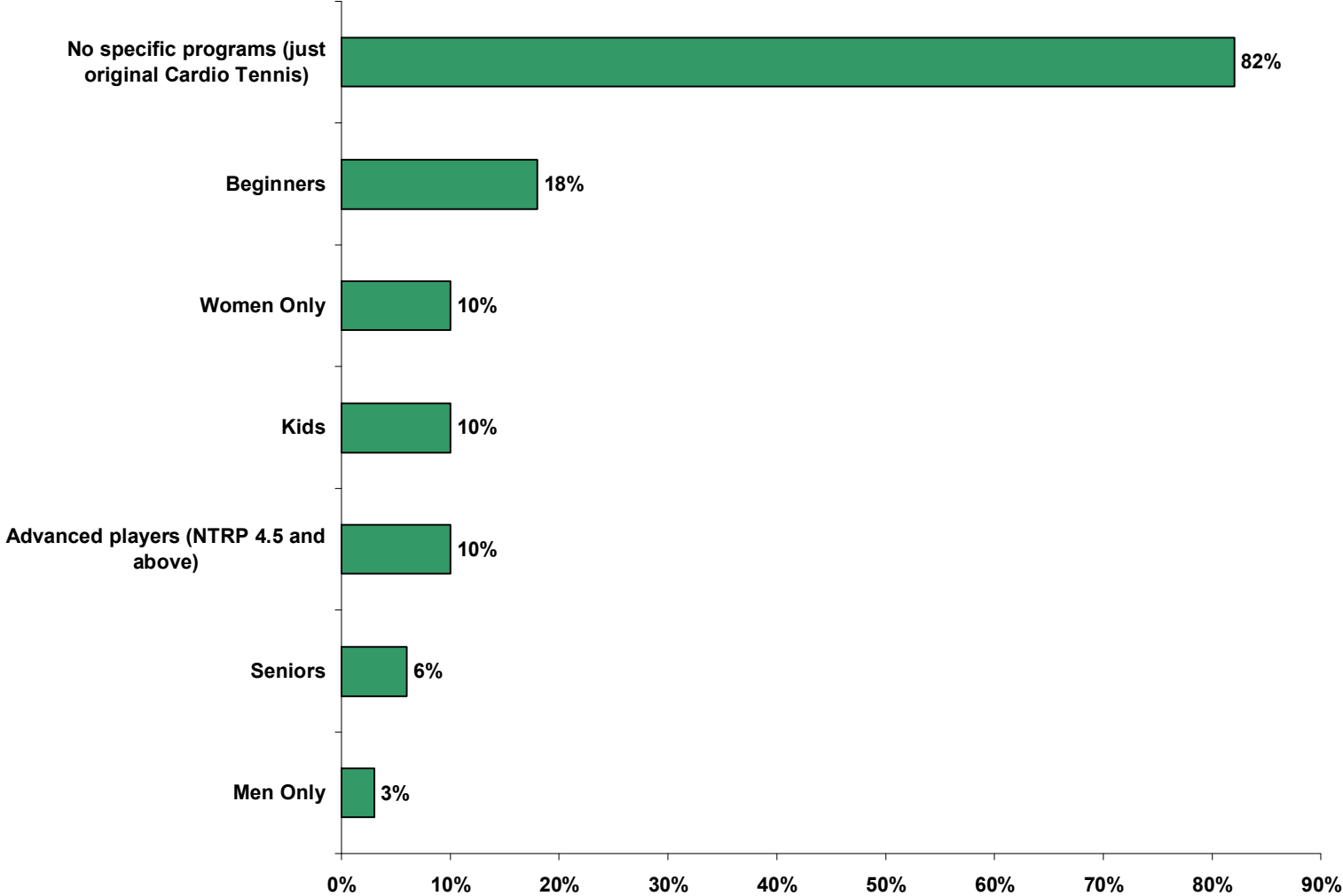
## Has the number of Cardio Tennis session increased, stayed the same, or decreased?



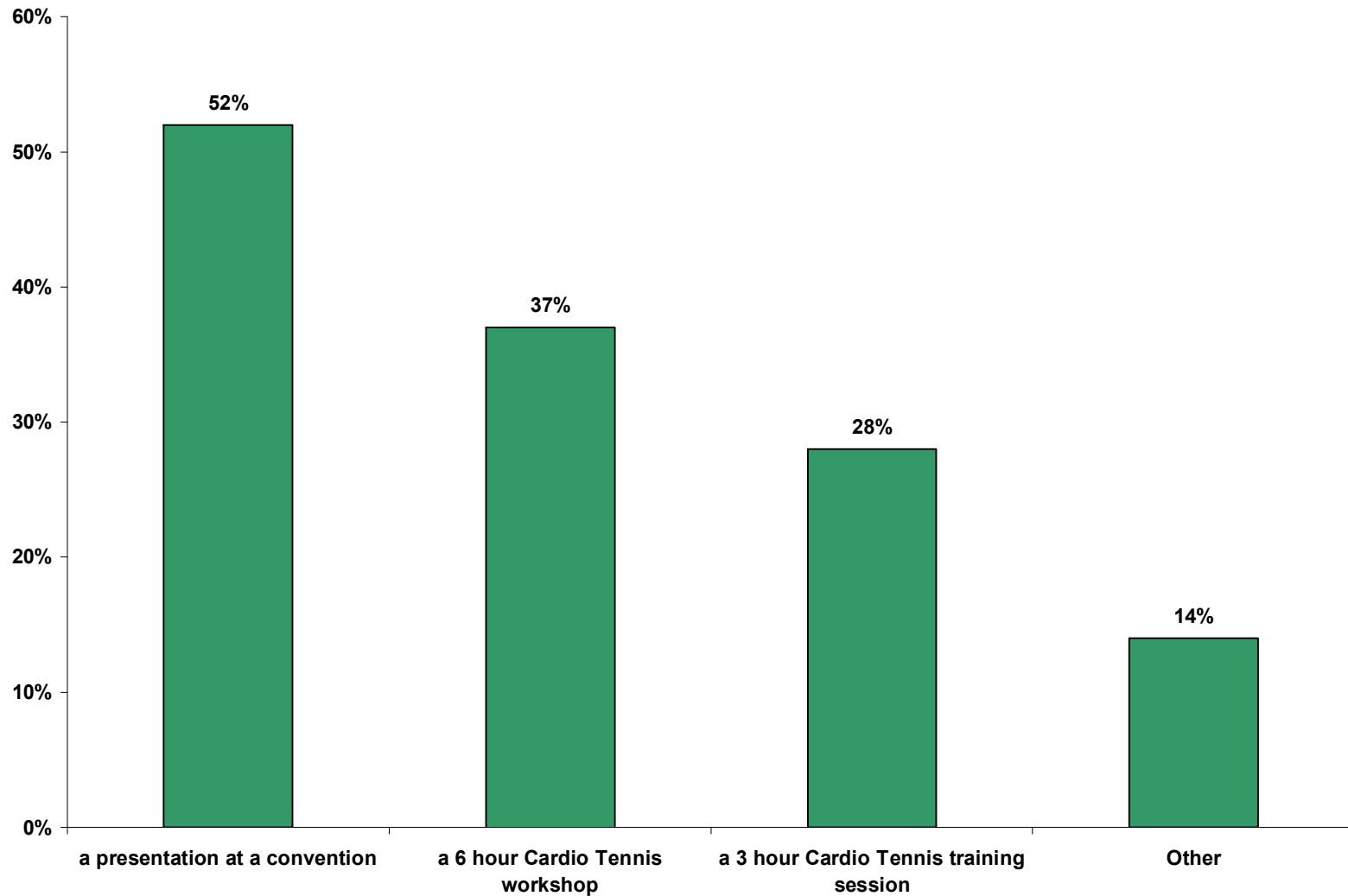
# Do you think the number of Cardio Tennis sessions will increase, decrease, or stay the same in 2007?



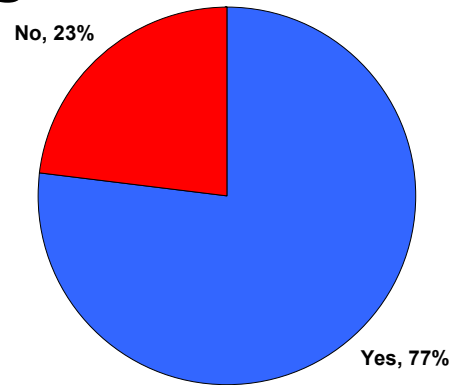
# Do you have a specific Cardio Tennis programs for:



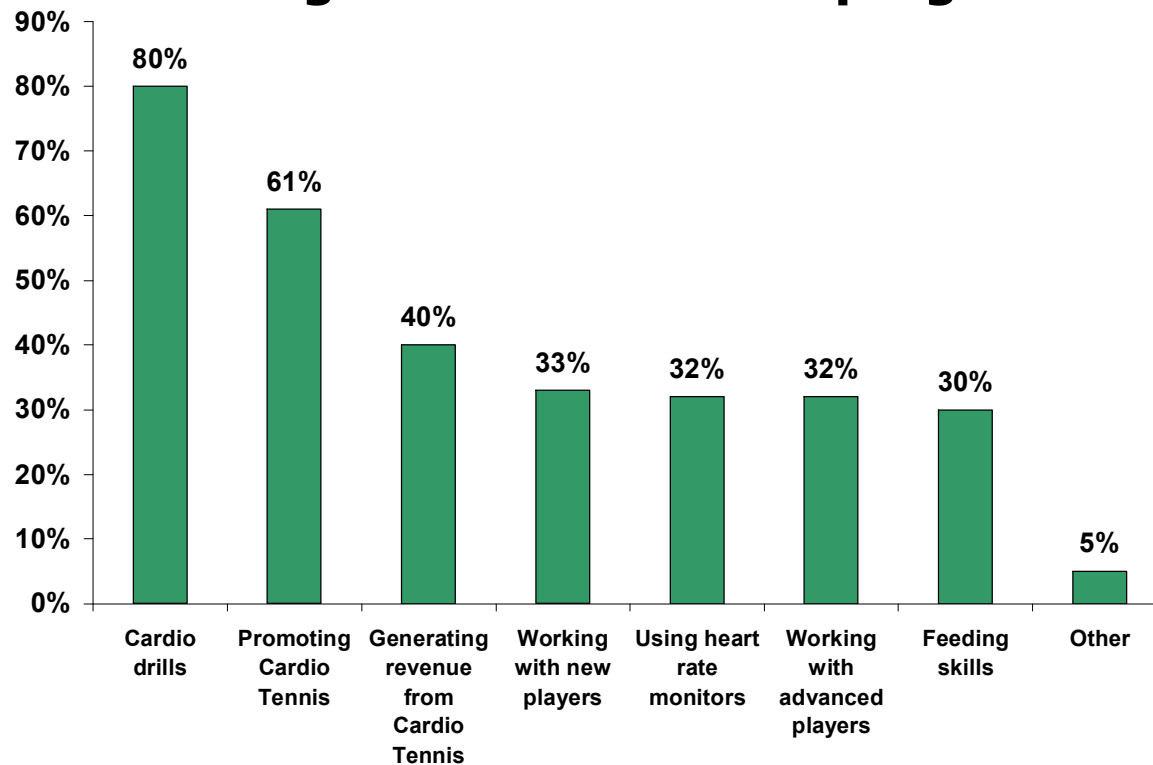
# Did anyone from your facility attend any of the following:



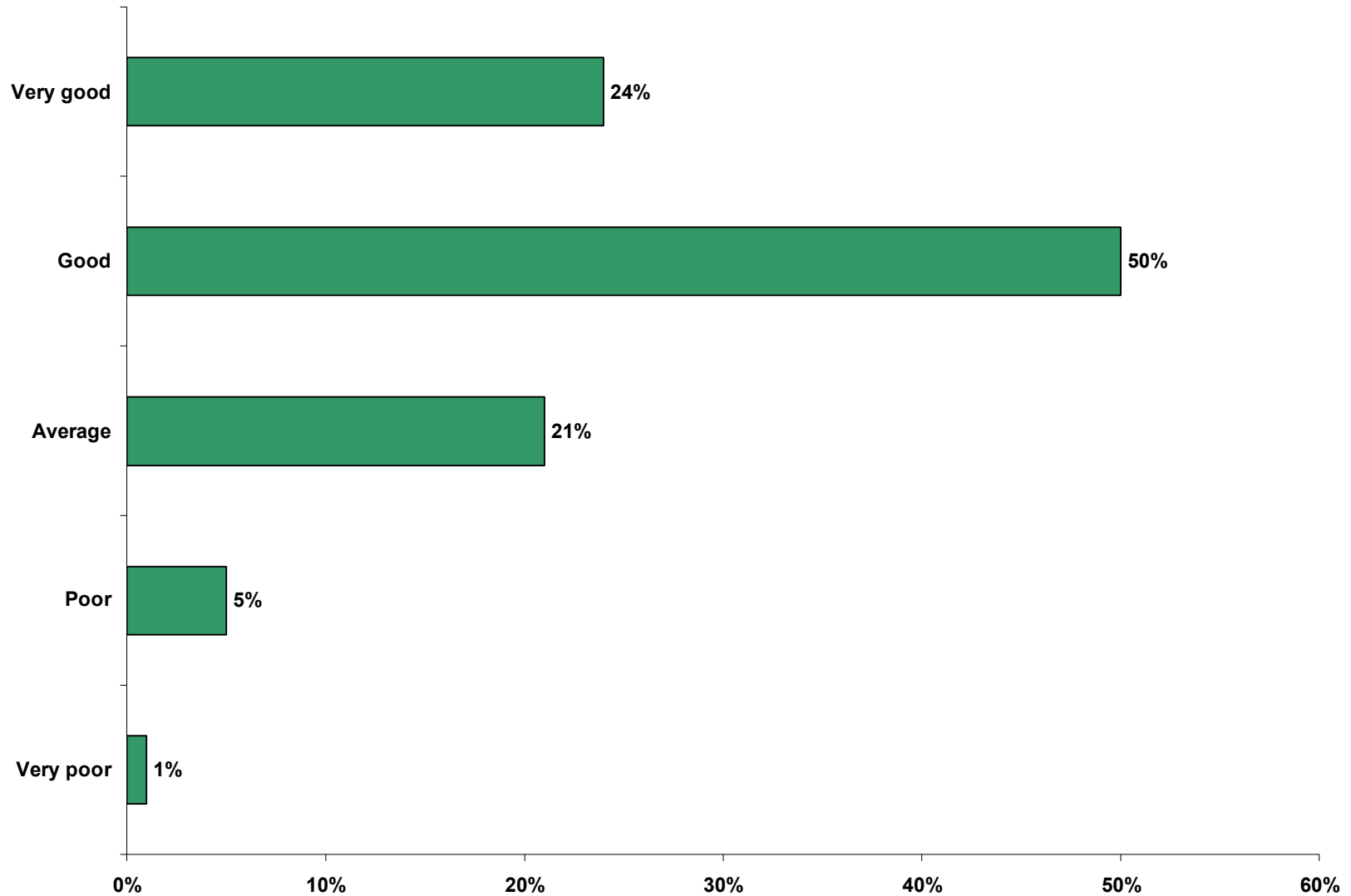
# Would you like your tennis pros to receive additional training in delivering the Cardio Tennis program?



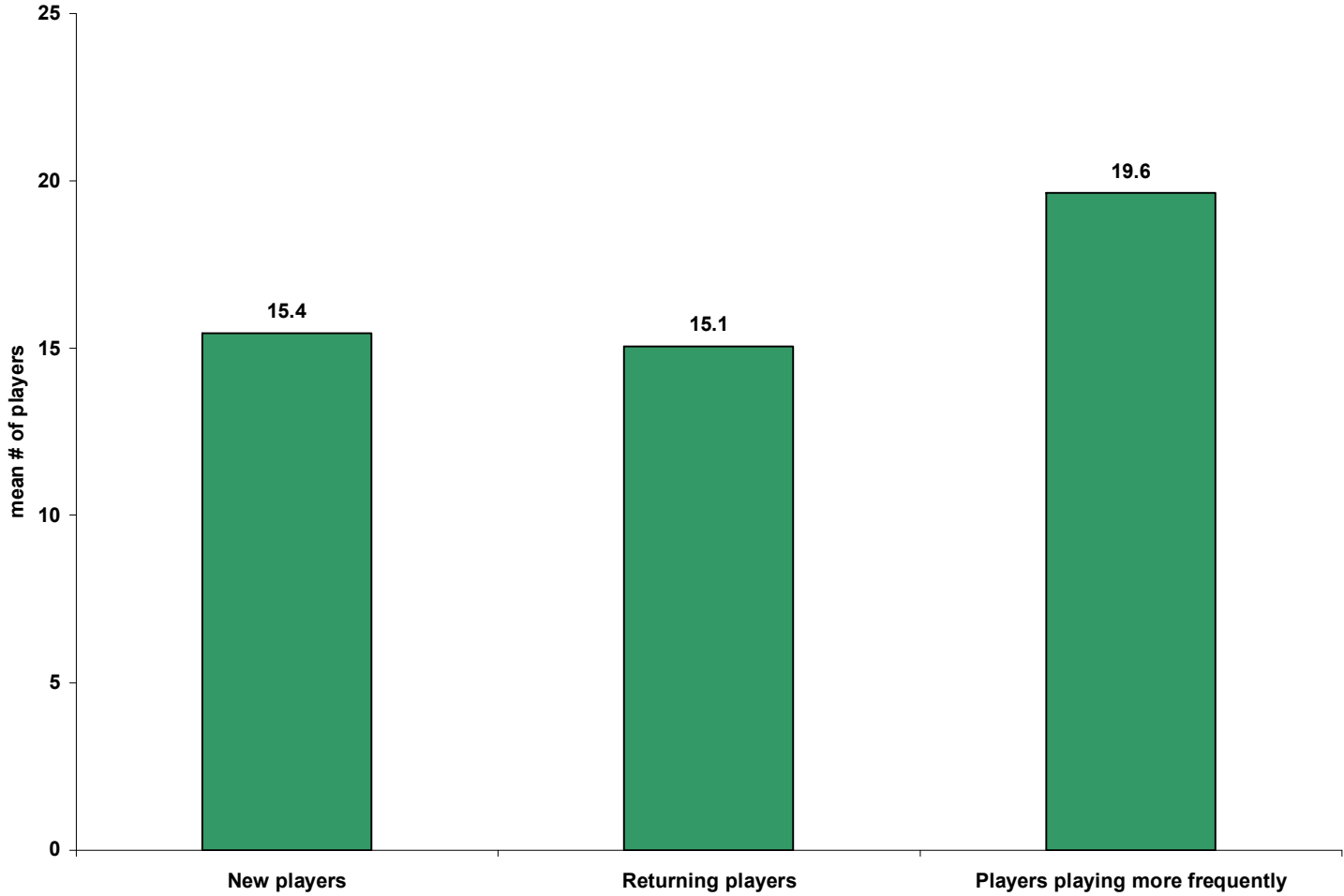
## What additional skill sets do you feel tennis professionals need delivering the Cardio Tennis program?



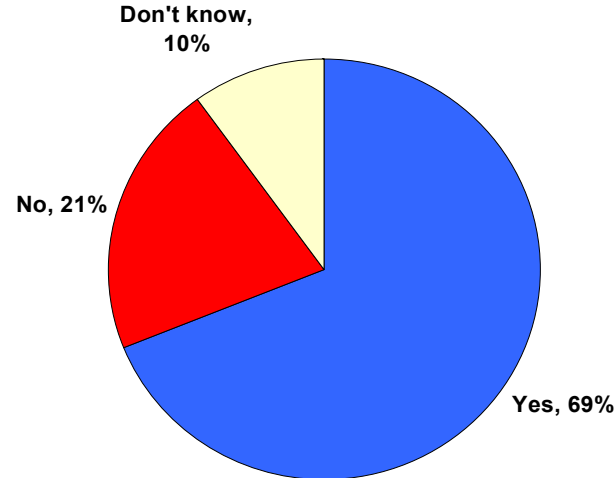
# How would you rate the Cardio Tennis program in terms of perceived benefit to your facility?



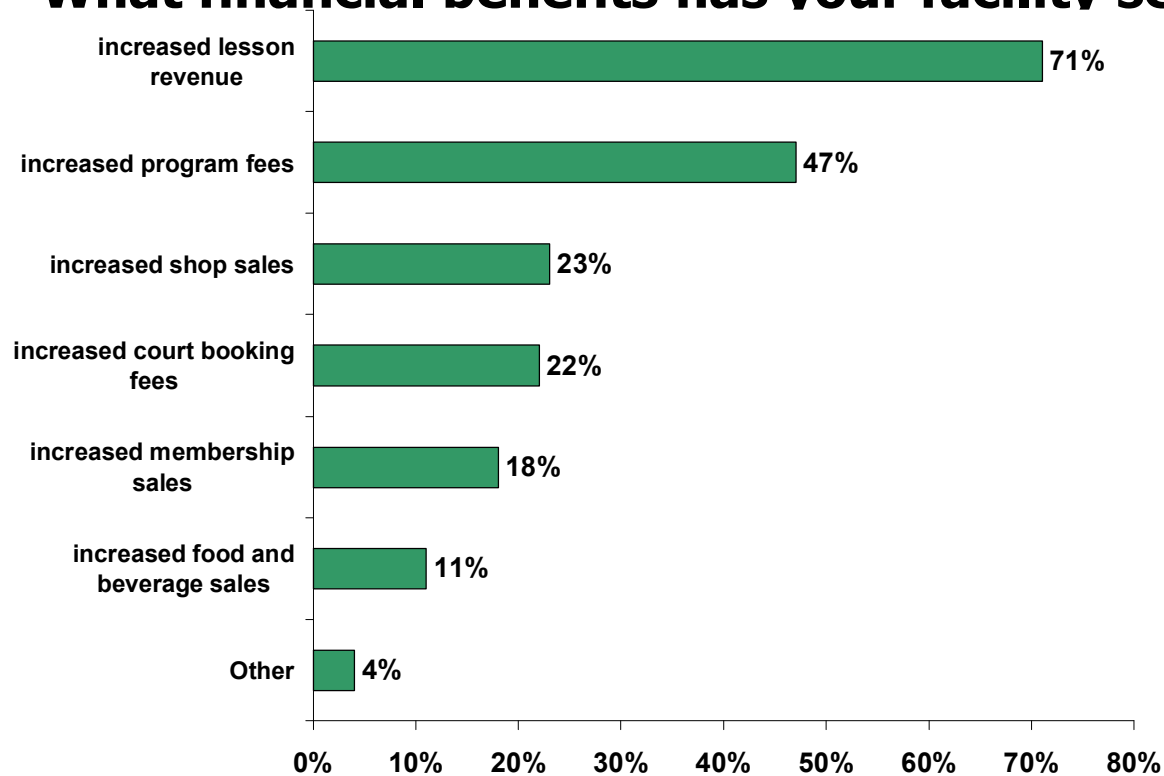
# Quantify the success of your Cardio Tennis program in terms of:



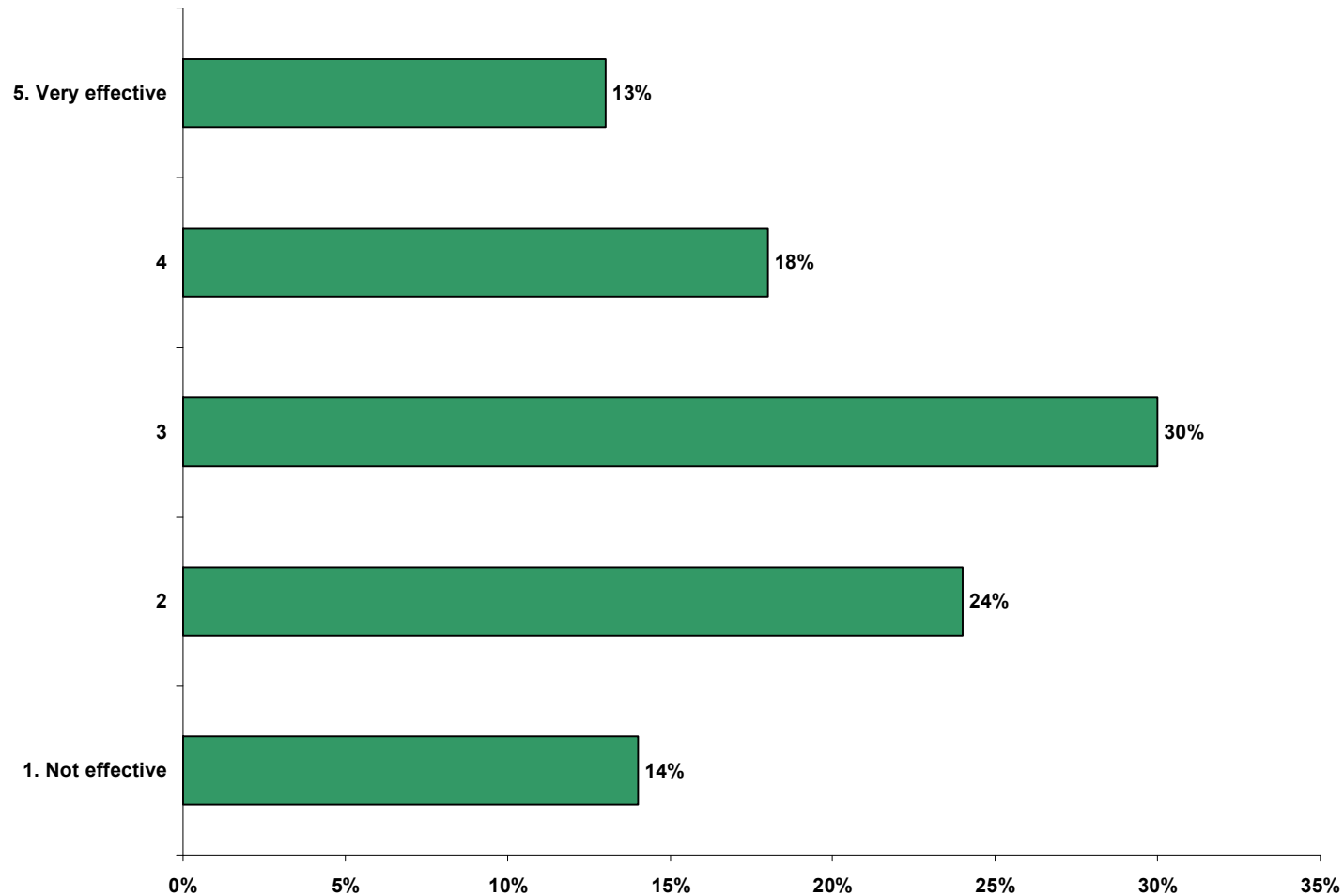
# Has the Cardio Tennis program benefited your facility financially?



## What financial benefits has your facility seen?



# How effective do you think Cardio Tennis is in introducing non-tennis players into the game of tennis?



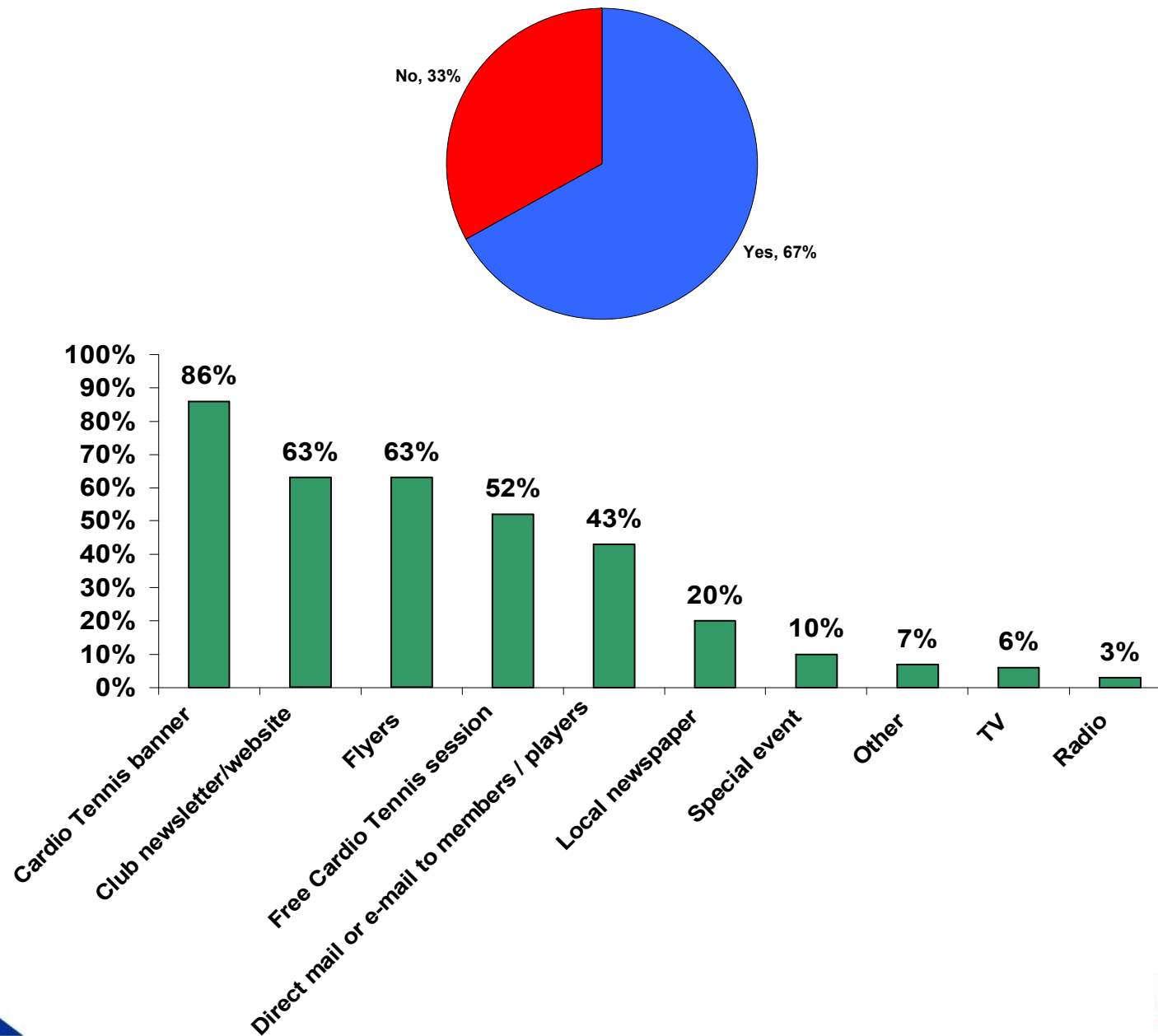
## If not effective, why?

- A lot of the players that attend cardio tennis like to play points against the other players, and a beginner can't keep up, requiring me to just do feeding.
- All of our cardio people have played some tennis before. I think new players find it either intimidating or don't see it as the entry place to the game.
- All previous players.
- Almost all of the people that attend have played before.
- Because most people think they have to play tennis.
- Because new players are only doing the drills and not getting involved in other tennis.
- Beginners and new players are afraid to try, intimidated by other players.
- Beginners feel inhibited playing with advanced players.
- Don't have many newcomers to the game participating in cardio tennis.
- Have not had much success in getting players on the court. This program has proven more difficult to grow than others...
- I am not really sure yet - - we will offer to beginners starting this year.
- I had a group of beginners which some were there for the exercise but they needed some fundamental training before the actual cardio tennis class.
- I haven't had any beginners.
- I think players need a minimal skill set to enjoy and be confident about coming to a class.
- I think they need some basic instruction so they are not reinforcing bad habits, which later on may be hard to break.
- If non-tennis players are not enjoying or feel like they don't "have the tennis skills" then it is the fault of the pro/trainer.
- It is fun at first, but eventually they want to learn how to play more tennis.
- It seems to attract only those people who are already tennis players and who are into exercise and staying fit.
- It's difficult having a new player with no experience or instruction try to hit the ball and introduce them to drills, etc. The player doesn't feel comfortable.
- Marketing communications lacking to select segments.

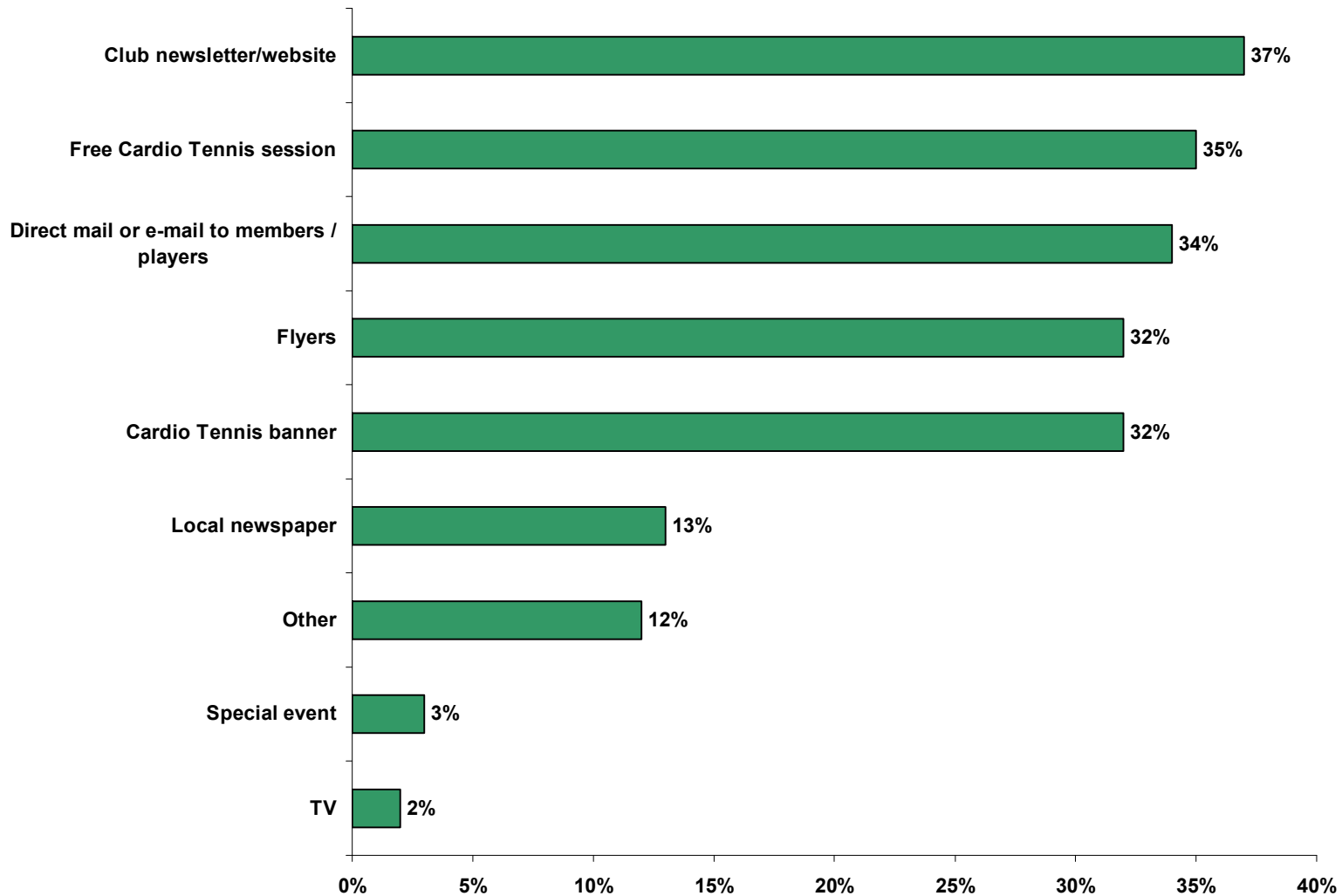
- Most are intimidated, but we encourage them to try. However often they don't just because in their minds they don't want to be embarrassed.
- Most members are creature of habit. The people who do the traditional forms of strength and cardio training are gradually investigating Cardio Tennis.
- Most people start learning tennis, then join Cardio once they are more comfortable.
- My programs have been more geared to the avid player.
- New players to the game feel that cardio tennis can hurt their game, practicing undeveloped strokes and being with stronger players can be intimidating.
- Non-players so don't seem to know what it is.
- Not at my club.
- Not many non-tennis players are involved with Cardio. When they are the only one in a group that includes seasoned players, they are intimidated.
- Our other exercise programs are free, so no one attends that does not already play.
- Our program has seen 3.0 to 4.0 players take hold and it fills up so quickly that new players have not been included very well.
- People don't feel they can hit the ball well enough to handle the drills.
- People still need instruction and they are conscious of their form and their perception. Need to keep them in a group of their own for the most part.
- People that want to learn tennis will take a basic beginner class. They feel that the cardio tennis is for more advanced players.
- People when they come to a resort area and see cardio tennis automatically think I am going to have to work hard.
- People without any skills do not feel comfortable just going out there to hit, quite frankly they don't know the terminology even.
- Players coming into tennis need instruction to get success. Tennis is tough for first timers.
- Since we include all levels some beginners are reluctant to participate. We do not have the staff to have cardio for tennis although we do offer.
- The cost you suggested was too high and scared people away. This year we lower the price to \$45 for our Residents and \$65 for Non Residents.
- The fast pace is intimidating & it is hard for them when there are experienced players in the class.
- They get discouraged - lack of commitment.

- They need some basic skills to hit the ball.
- They need to learn how to hit the ball first.
- They want some type of instruction, not just hitting balls to music. We have modified the CARDIO to accommodate that request.
- They will have fun but the intimidation factor is a hindrance.
- This is not a program a beginner chooses based on their confidence level. Injuries are also more likely at the beginner level.
- To shy to come out. Beginners want to know more about technique.
- True beginners are inhibited by being on court with better players.
- We did not offer the program to new players because we were just getting started and wanted to try the beginning players up first.
- We don't have enough pros who want to do cardio-correctly- to have more classes to go after non-tennis players.
- We have tried introducing cardio tennis to those who take group exercise in our facility.
- Will be more effective when there is sufficient critical mass at one time to warrant classes for new players only.
- You really need to keep the beginners in a separate class from those players 3.0 and above.

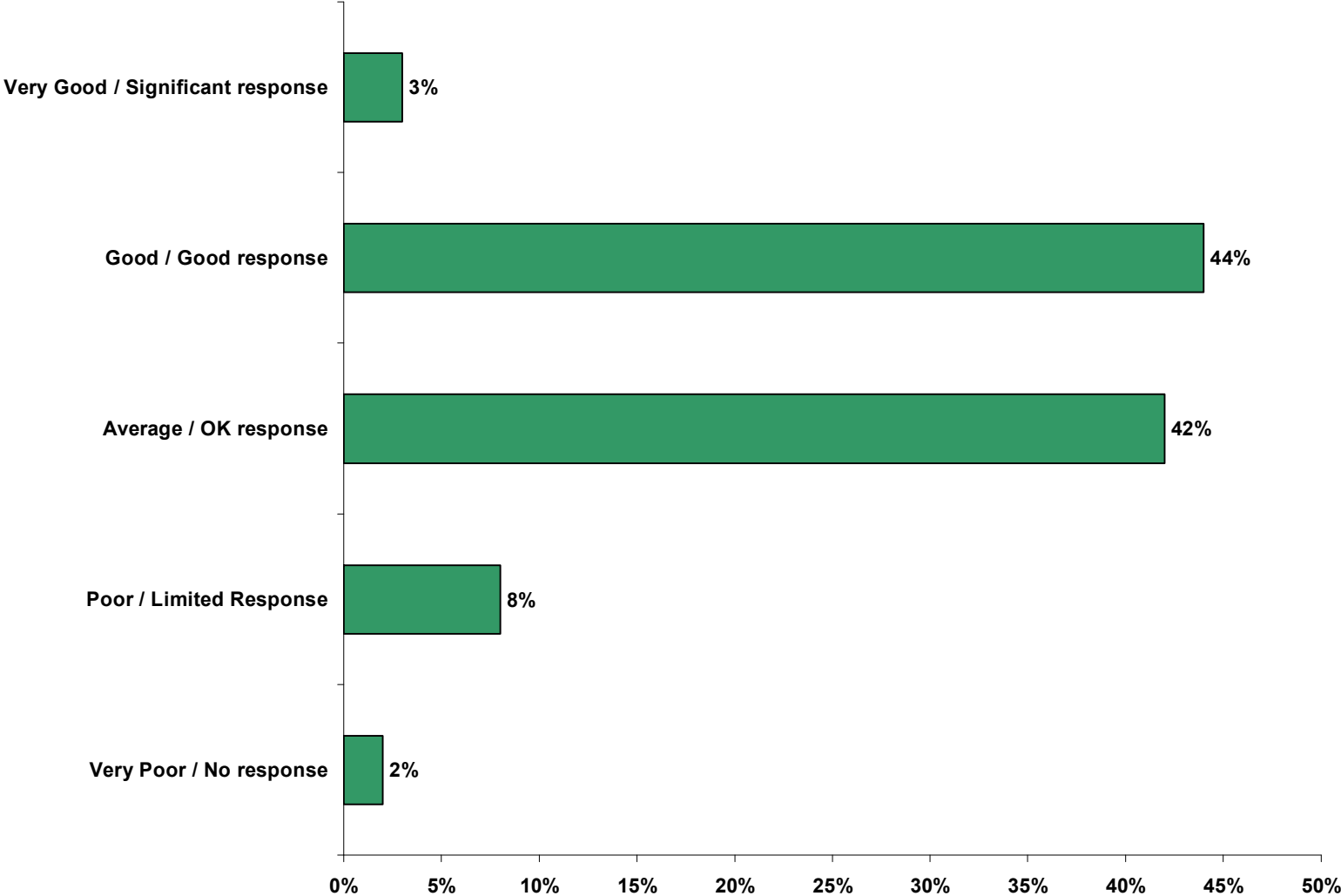
# Have you carried out any promotional activities for Cardio Tennis at your facility? If so, which ones:



# Which promotional activities were the most effective?



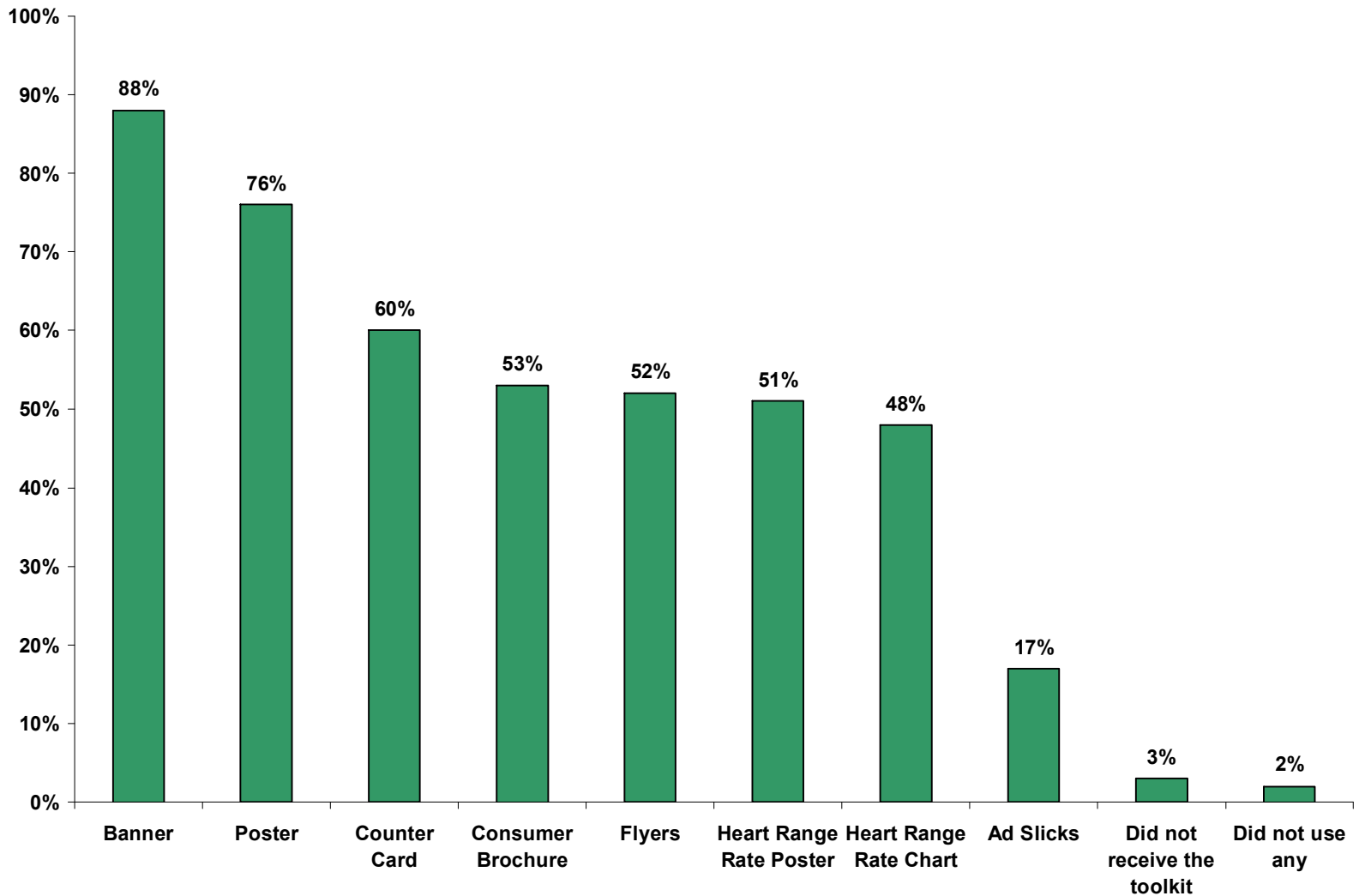
# How do you rate the response to your promotional activities?



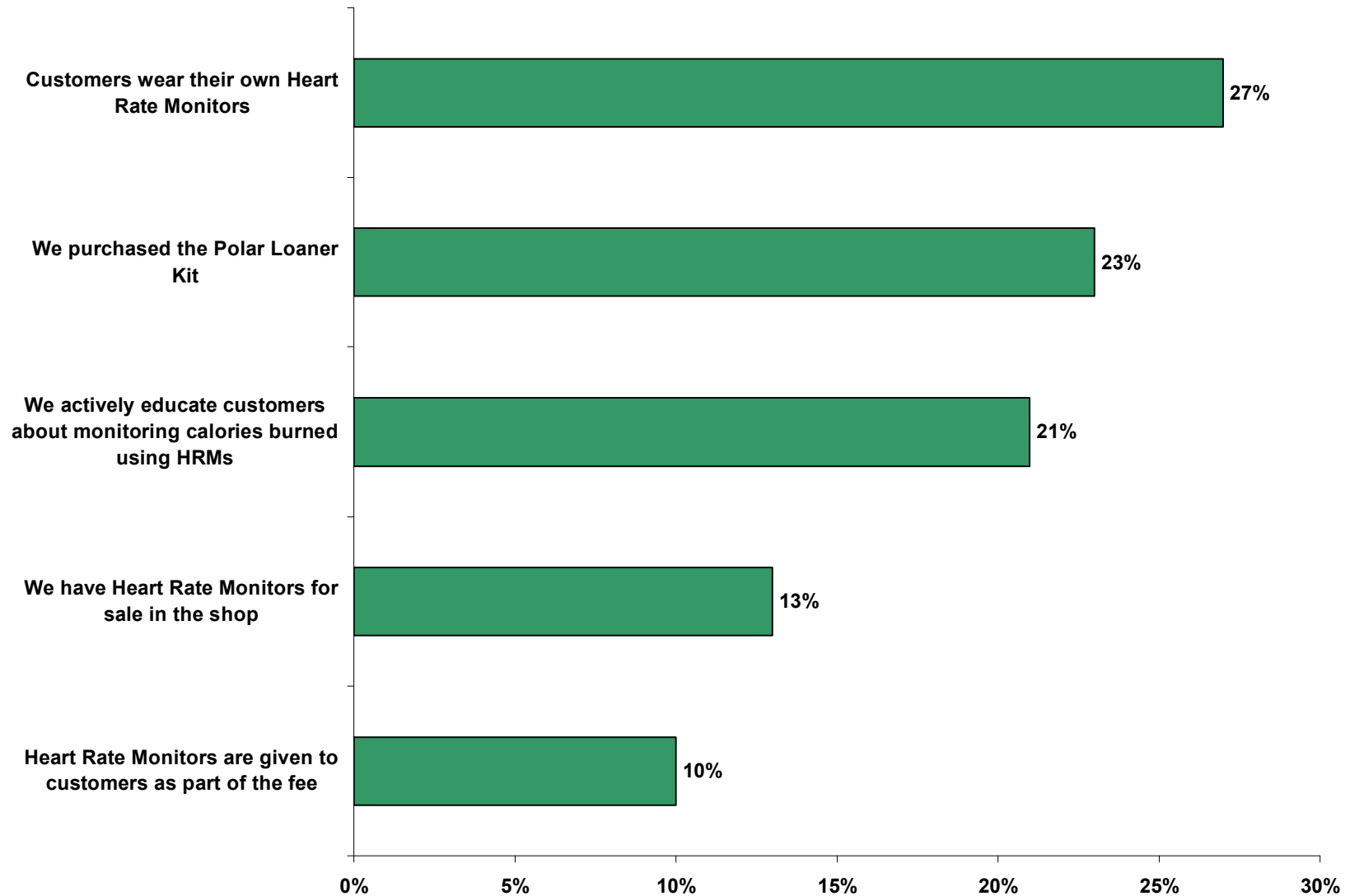
## If your response was Poor or Very Poor, what could have been improved?

- Could have been improved if Cardio Tennis would have sent me the starter kit to put up around my facility.
- Different times?
- Front desk personnel.
- I believe it is more our poor promotional follow up.
- I don't know.
- I was feeling it out first time. Could've gone out with flyers to the community bulletin boards and put up banner, as I will this time.
- I wish I knew. I love the concept and am at a lost as to why more people aren't coming out for a free 1st class.
- Like I said renaming it has helped us, and making some changes.
- Make it free.
- Our marketing.
- Our pro is not designing the class to be much different than a regular drill class except to add music. Monitors are not used.
- Our response comes from the marketing the city of Santa Clarita does from its brochure that sends out to the city and is posted online.
- People can't just read what it is about. They need to experience it to gain the benefits and to hook them. Its more our responsibility to get people into cardio tennis.
- The weather proved to be an obstacle this season.
- We are in Canada and there is not as much promotion, the participants go to your website but can't find anything about us on your site. The participants really don't understand it is a fitness program.
- Wish I knew. Program seems quite labor intensive.

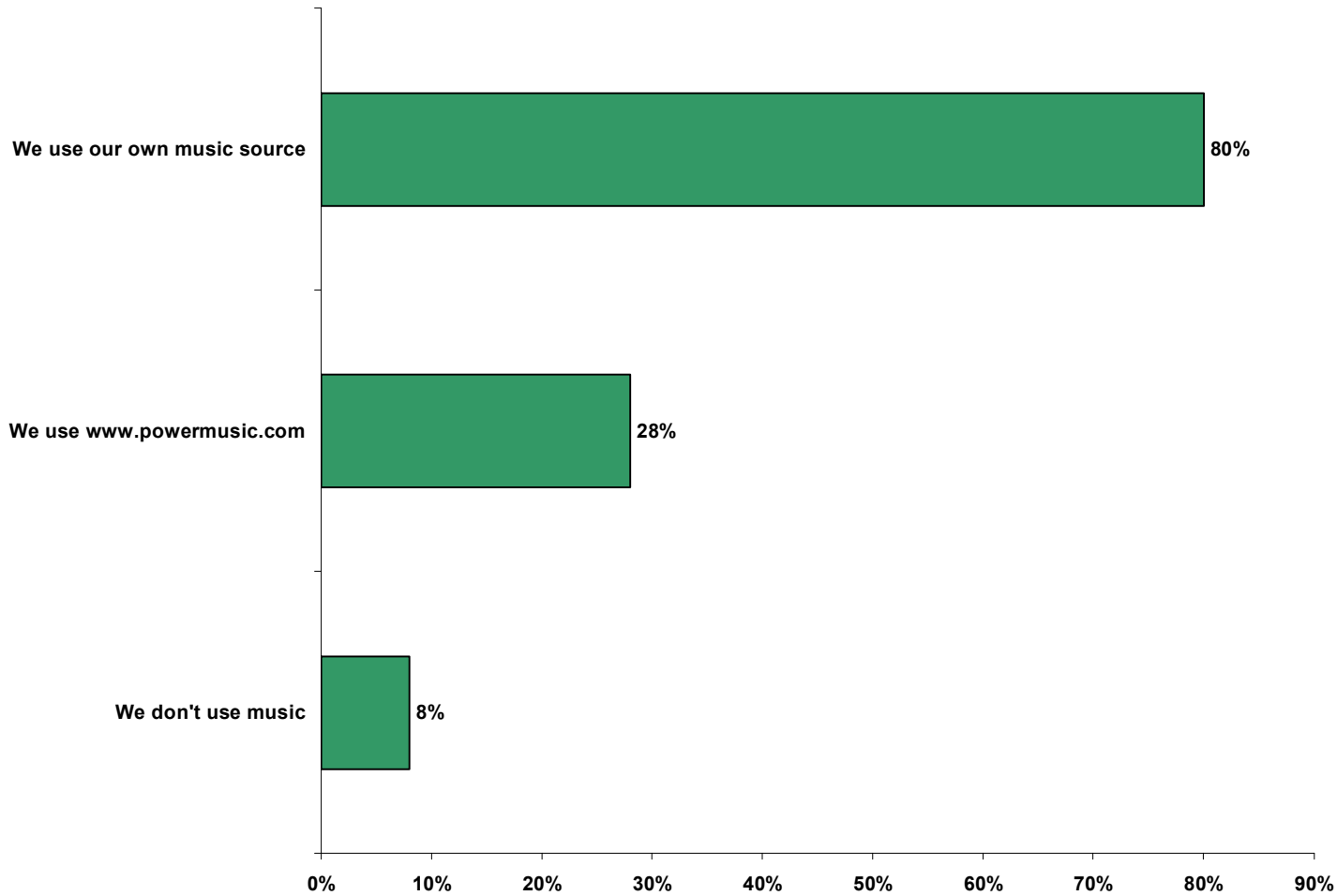
# As a Cardio Tennis site, you received a marketing toolkit. Which of the following did you use?



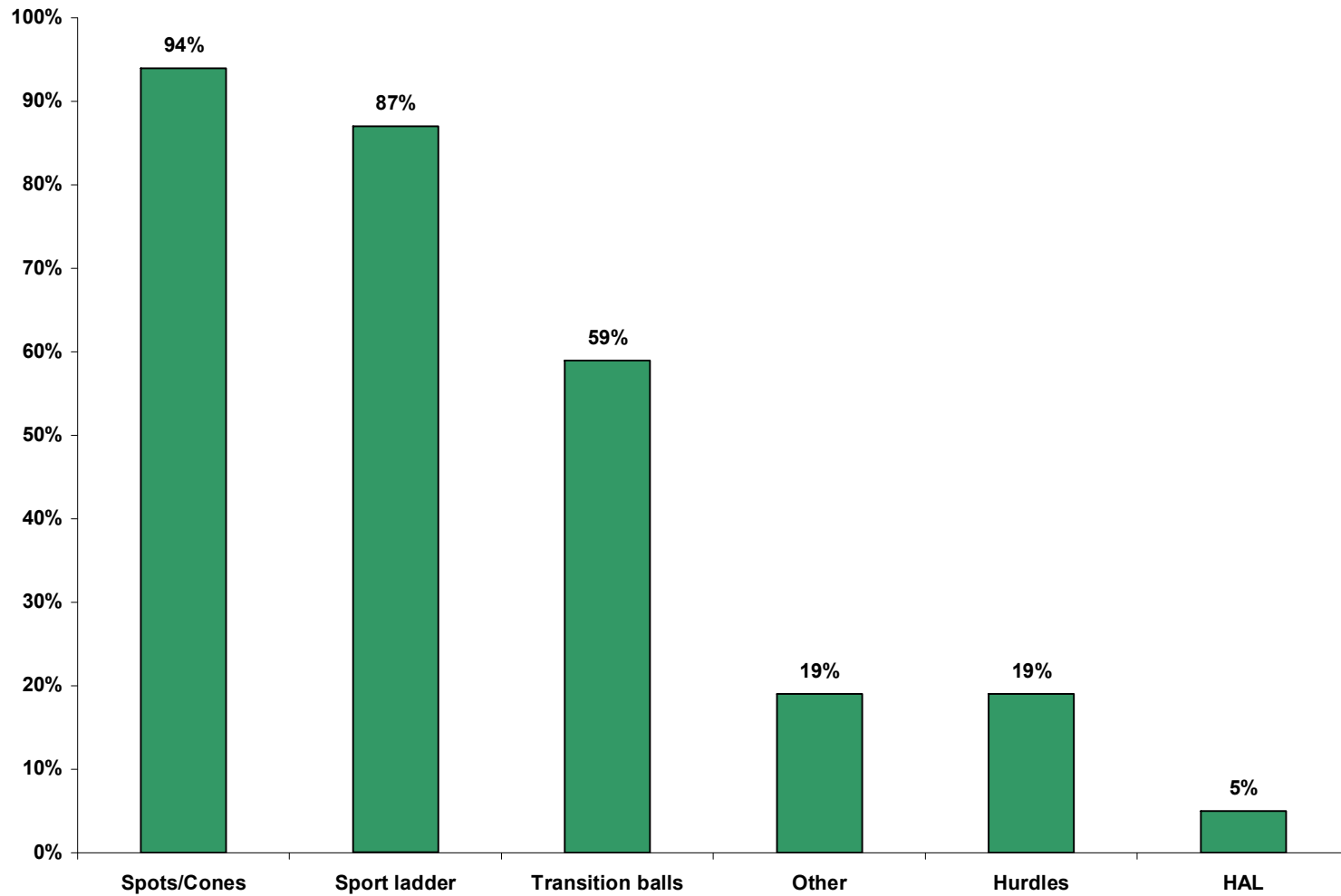
# Your implementation of Cardio Tennis-Use of Heart Rate Monitors:



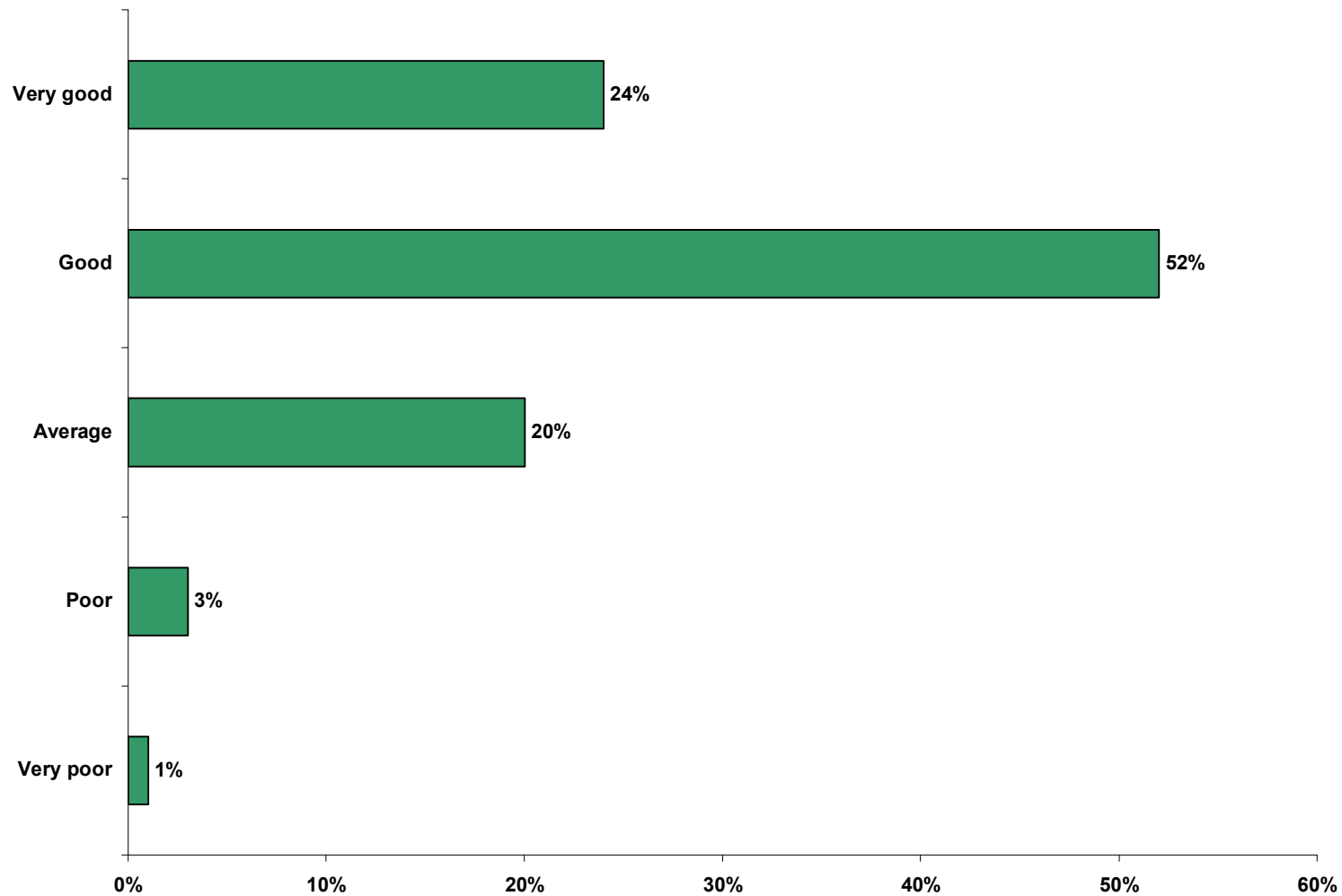
# Your implementation of Cardio Tennis-Use of music:



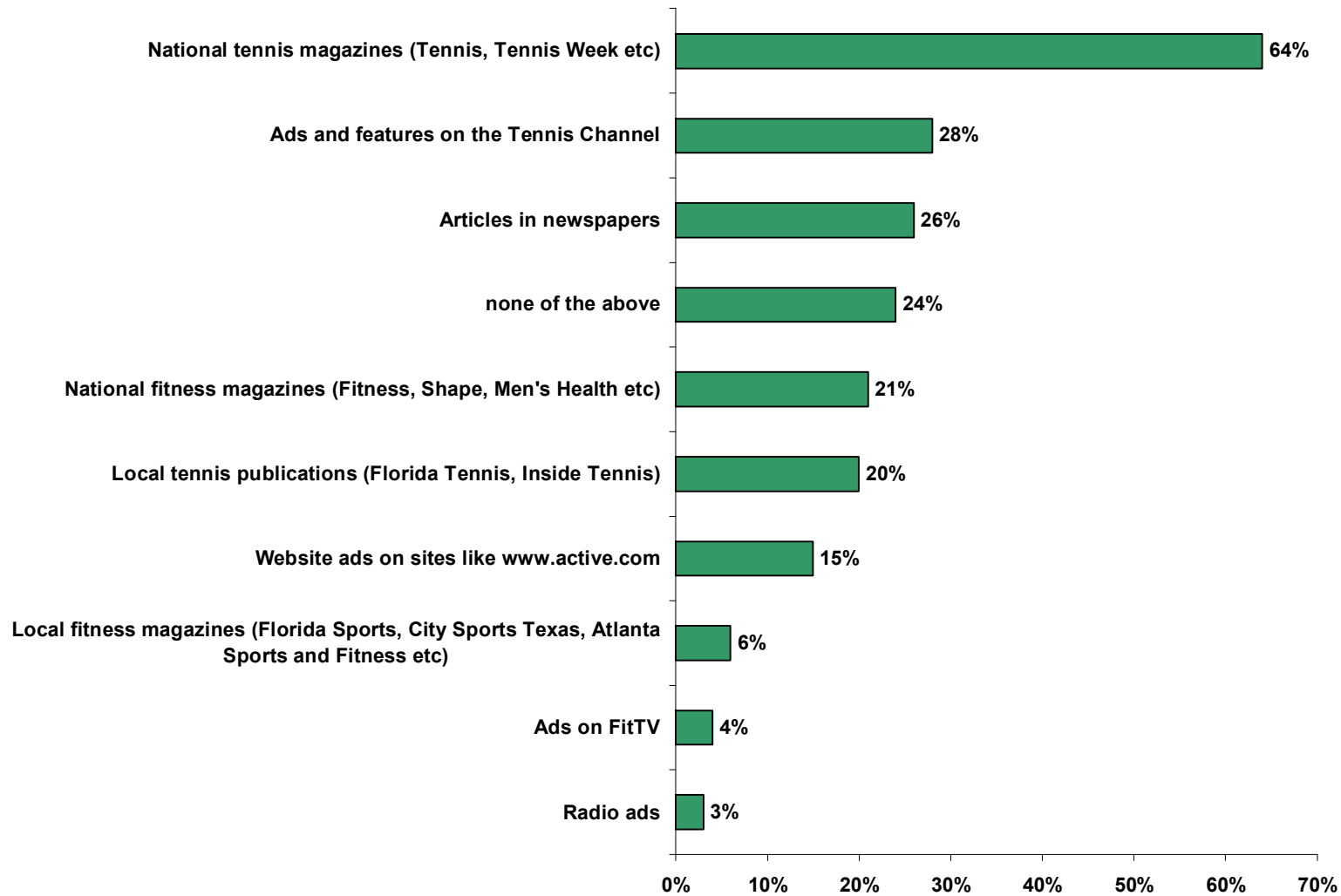
# What equipment do you use during Cardio Tennis programs?



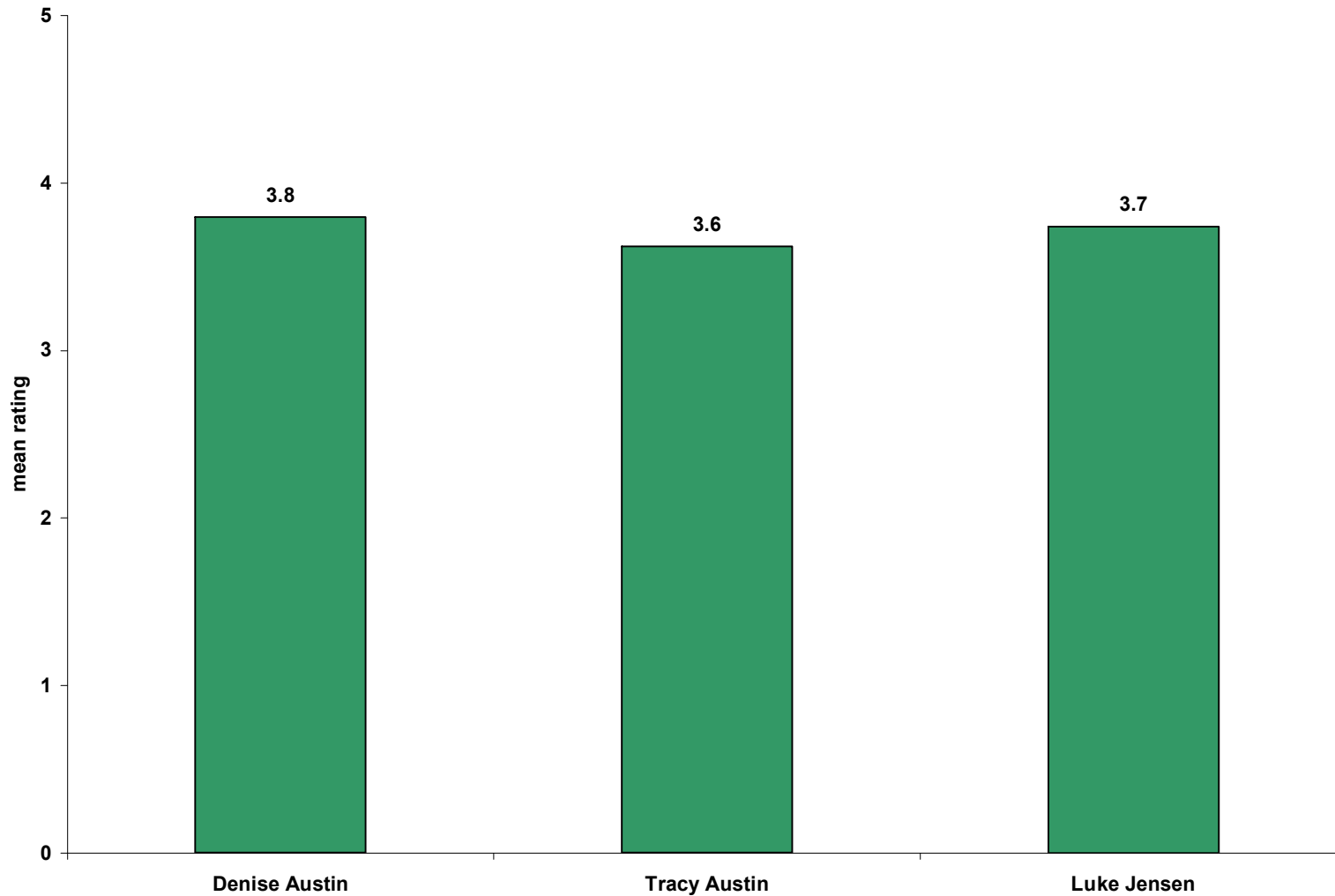
# How do you rate the overall marketing support for Cardio Tennis from the TIA?



# Which of the following have had a positive impact on your Cardio Tennis program?



# How would you rate the following celebrities as a spokesperson/image for Cardio Tennis?



# Is there anyone you would like to see as spokesperson/endorser of Cardio Tennis?

- Agassi
- Agassi, Sampras, and Graff now that they are retired
- Andre Agassi
- Andre Agassi
- Andre Agassi and Steffi Graff
- Andre Agassi or Pete Sampras
- Andre Agassi
- Andre Agassi, John McEnroe, Stefi Graf, Andy Roddick, Venus and Serena, James Blake, Billie Jean King, Chris Evert
- Andre Agassi, Michael Chang
- Andre Agassi, Steffi Graff, Jim Courier, Venus Williams, Chris Evert
- Andy Roddick Martina Navratilova
- Any current players on tour would help promote Cardio Tennis more.
- Any name tennis professional.
- Any sports celebrity - especially non-tennis celebrities.
- Arnold Schwarzenegger
- Bruce Jenner, Anna Kournakova
- Carole Waite
- Chris Evert
- Chris Evert, Andre Agassi, Steffi Graf, James Blake, Andy Roddick, Lance Armstrong
- Chris Evert for the middle age and up players, Maria Sharapova for the younger players, John McEnroe for the guys! Or Jimmy Conners!
- Current players
- Current top player like Sharapova, Serena, Federrer
- Did not see any of their advertising.

- Dustin Hoffman, Pete Sampras, Michael Chang, Lars Ulrich, Andre Agassi, Steffi Graff, George H.W. Bush, John McEnroe, Anna Kornikova
- Federer, Rodick, Blake, Sharapova, Serena
- George Bush! Roger Federer, Maria Sharapova
- George W. Bush
- Gilad
- Hit the multiple age segments, the above three don't have the brand/marketing appeal.
- How about a current player?
- I can't think of anyone at the moment which is bad. I think Luke Jensen is good because of his energy and his fun nature. It would have to be someone like that with a lot of energy, a great tennis player.
- I have attended 2 special events - one with Tracy & one with Luke. Although Tracy was very nice, drew a big crowd and the event went well, Luke was much more charismatic and sparked more excitement.
- I think people who are not known for tennis are bad spokesman (Denise Austin). I have talked to at least one person who was confused when they saw an advertisement for Cardio tennis.
- I thought Maria Sharapova. All the pros should endorse this program for no cost. It is in their best interest to promote the sport and have fun doing it. The US Open and Arther Ashe day would be a good.
- I'd like to see someone as a before and after participant in Cardio Tennis. Even if it was a former pro that is getting back into shape with Cardio Tennis.
- Jack LaLane
- James Blake, Roger Federer, Maria Sharapova
- Joh Mcenroe
- Joseph Noth
- Martina Navratilova
- Martina Navratilova and Chris Evert
- Martina Navratilova/ Jim Courier/ or former professional known for fitness
- Matthew Perry
- Maybe if you have recent player that is playing on tour (Ex. Andy Roddick or Raphael Nadal).
- Nick Marchand
- More recent tennis players that people can relate to.

- Not big enough names get Andre Agassi or Billie Jean King and people will pay attention. Better yet, do a commercial with past greats running through cardio tennis - Stan Smith, Rod Laver, Pete Sampras
- Only have seen in posters.
- P Diddy
- Pam Shriver and Andre Agassi
- Pat McEnroe
- Pete Sampras Chuck Norris Jennifer Garner I think these people are well respected and would make a great impact to everyone, not just existing tennis players.
- Recognizable person - celebrity, athlete (not a pro tennis player), singer, etc. Example: Dr. Phil, Tiger woods, Snoop Dogg, etc.
- Roger Federer
- Roger Federer Maria Sharapova Rafael Nadal
- Roger Federer, Roddick, James Blake, the Bryans
- Serena & Venus Williams
- Serena Williams
- Sharpova, Roddick
- Sheryl Crow, Arnold Schwarzenegger, Lance Armstrong
- Some hollywood superstar.
- Some non-celebrities.
- Someone other than a tennis player, usually only tennis players know who they are. If we are trying to bring in new players, they need someone they know like a tv or movie star.
- The spokesperson needs to be a current top rated person in the men's and women's pro circuit.
- Top 10 player or retired, like Agassi.
- Top pro's movie stars, rappers, PE teachers.
- Use local sports personalities for each area + continue using Denise Austin etc
- We need a big name out there promoting it. Tracy was great cause she came to our site and so did Luke Jensen. But we need someone to physically get here. It really helps, in May Tracy was here in 2005.
- Yes, the participants themselves. We have one customer that has been coming consistatntly since May 2006 every Saturday morning. He has lost 60 pounds and 10" in his waist-what a great testimony to the class.

# What impact do you feel the national marketing campaign has had on your Cardio Tennis program?

