

# **International Tennis Federation Pro-Circuit Review Non - Player Survey Results**

Dr Elizabeth Pummell C.Psychol, BASES Accredited  
Dr Owen Spendiff  
School of Life Sciences,  
Faculty of Science, Engineering and Computing

## Contents

	Page no.
<a href="#"><u>Introduction</u></a> .....	2
<a href="#"><u>Question 1</u></a> .....	4
<a href="#"><u>Question 2</u></a> .....	5
<a href="#"><u>Question 3</u></a> .....	5
<a href="#"><u>Question 4</u></a> .....	6
<a href="#"><u>Question 5</u></a> .....	6
<a href="#"><u>Question 6</u></a> .....	7
<a href="#"><u>Question 7</u></a> .....	8
<a href="#"><u>Question 8</u></a> .....	9
<a href="#"><u>Question 9</u></a> .....	10
<a href="#"><u>Question 10</u></a> .....	11
<a href="#"><u>Question 11</u></a> .....	12
<a href="#"><u>Question 12</u></a> .....	13
<a href="#"><u>Question 13</u></a> .....	14
<a href="#"><u>Question 14</u></a> .....	14
<a href="#"><u>Question 15</u></a> .....	15

## Introduction

This report provides the key results for the non-player survey. Initial observations of the results based on the priority analysis are as follows:

### Non-Player Profiles

More than two thirds of responders were male and English speaking. The majority of the responders for both genders were aged 30-50. Almost half of the responders were equally involved in men's and women's tennis and a large proportion (26%) were involved with junior tennis. Half of the responders were coaches, with the remainder being organisers or a representative of a national association.

### Prize Money

Sixty-eight percent of non-players who responded to the survey think that prize money should increase ([Q7](#)) and the majority think this increase should be 20% or more ([Q8](#)), which also correlates with the results of the player survey. Moreover, the players identified sponsorship as the favoured source of increased prize money and this was supported by the non-players. Both players and non-players rated a reduction in tournaments as the least favourable option ([Q9](#)).

Players and non-players responded with a majority decision to distribute prize money differently ([Q10](#)). Further to this, both players and non-players showed similar trends in terms of how to change this distribution. The most popular option was to keep draw sizes the same, offer more money in earlier rounds and reduce the pot for later rounds. Eliminating the doubles events was most often ranked as the least preferred option ([Q11](#)). Similar to the players, the non-players opinion was that the suggested options to cut tournament costs were not attractive. If reductions had to be achieved, the length of the tournament could be reduced, or officiating costs cut ([Q12](#)).

### Ranking at which a player should be able to make a living

Ranking at which a player should be able to make a living shows similar trends across surveys, with the majority suggesting this should be top 200. Combining responses for a ranking of top 100, 200 or 300 results in almost three quarters of opinions ([Q13](#) and [14](#)).

The results of the final question (Do you think there is enough opportunity for players to progress through the Pro Circuits to the ATP/WTA tours? [Q15](#))

shows the opposite pattern to the players' response, with a majority perceiving that there is enough opportunity to progress. Examination of the qualitative responses may prove interesting in relation to this.

### **The importance of tournaments in one's home country**

The non-players saw all objectives in relation to holding professional tournaments in their home country as important, with the most important being the opportunity for talented players to progress to the ATP/WTA tour (Q6). This highest rating matches the player results, but whereas the players rated 'To enable players to earn a living from professional tennis' second, the non-players rated this lowest. However, this was still, on average, rated as 'moderately important'.

### **Conclusion**

Together with the results of the player survey, the data show that tennis players and those working in a supporting role in the sport perceive a need for increased prize money, and would like this increase to be considerable (20% or more). The majority of responders across all surveys consider that there is also a need for prize money to be distributed differently, although average ratings for the options provided to achieve this were not high. There was most agreement for decreasing prize money for later rounds and increasing that available for those exiting earlier in the tournament. Sponsorship was considered the best source of additional prize money. There was very little agreement for reducing the overall number of tournaments; both players and non-players clearly communicated their perceived importance of tournaments in their own country, and a reduction in tournaments would be seen as decreasing opportunities to attract talented players, for them to progress to the ATP/WTA tour, or to earn a living in professional tennis. Fewer tournaments would also be likely to increase travel costs; clearly rated the most significant expense by players. If cost savings must be made by tournaments, the most popular option (albeit with relatively low agreement), was for reducing the length of the tournament. Savings made through site/court maintenance or tennis balls would not be well received.

There was some consensus amongst 70% or more of responders in the female survey and non-player survey, that players should be able to make a living once a world ranking of 300 is achieved. The male players' responses were less consistent, with a similar number perceiving that a ranking of 500 should be sufficient as those who believe the level should be set at 100. Non-players were more positive than the players regarding the opportunities provided by the Pro-Circuit to progress to the ATP/WTA tour.

Question 1. Total responders and gender analysis.

A total of 747 non-players completed the survey. There is a clear difference in the response rate between genders for completions across the survey, with 83% male and 17% female responders. This percentage response rate showed similar trends across the English (79% - 21%), Spanish (91% - 9%), and French (89% - 11%) surveys.

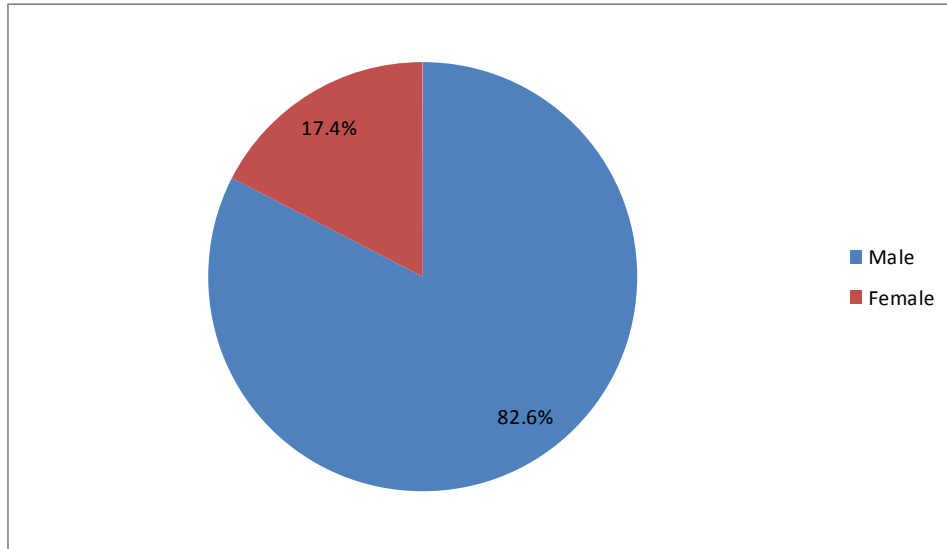


Fig. 1: Total responders for all surveys languages.

Further analysis of total responders and gender presented in Figure 2 reveals the vast majority completed the English speaking survey. It must be noted that the English speaking survey results would have been affected by those who might have completed a survey in their native language and also English.

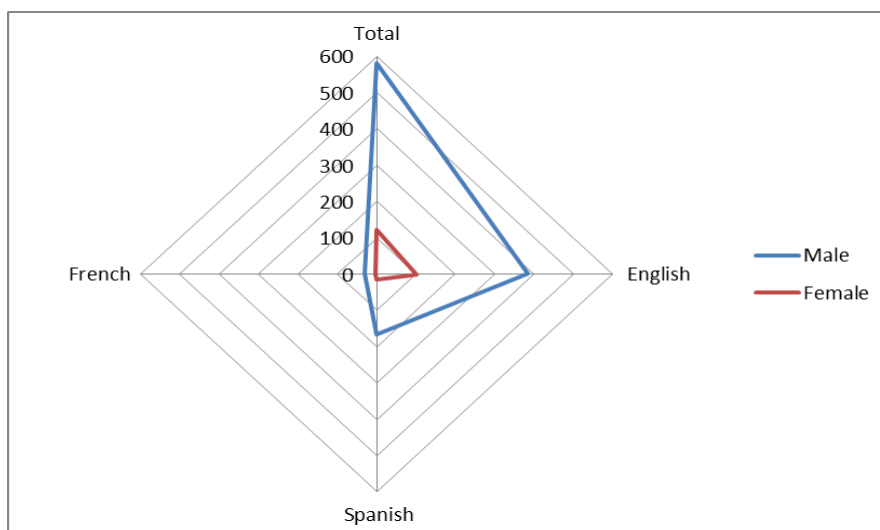


Fig. 2: Radar analysis of the total number of responders and gender differences across all survey languages.

Question 2. Year of birth.

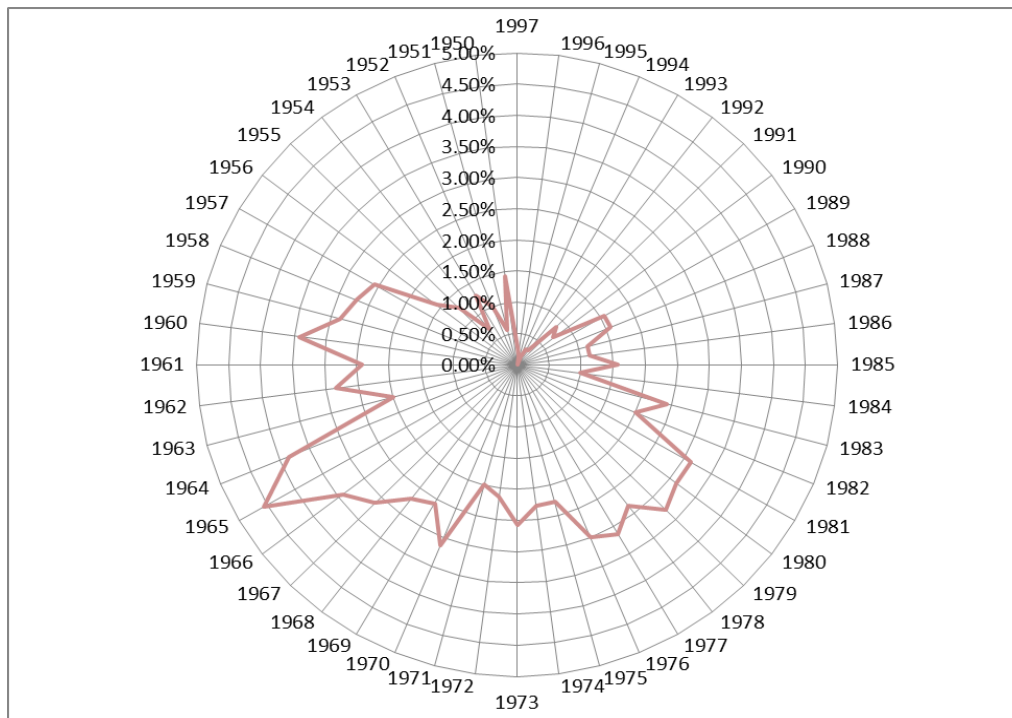


Fig. 3: Radar analysis of date of birth for all responders up to 1950.

The radar analysis of the dates of birth for all responders demonstrates a demographic that comprises mainly those aged between 30-50 years old.

Question 3. What is your nationality?

Rank	Country	Percent of responders
1	ES – Spain	8.4%
2	US - United States	7.9%
3	AR - Argentina	3.9%
4	AU - Australia	3.6%
5	CL – Chile	3.4%
6	FR – France	3.3%
7	BR – Brazil	3.0%
8	GB - United Kingdom	3.0%
9	IN – India	3.0%
10	MX - Mexico	3.0%

Table 1: Non-players' nationality – top 10.

There were responses from non-players with 117 different nationalities, with the 10 most common representing 42% of responses, as shown in Table 1.

Question 4. Are you involved mainly in women's, men's or junior tennis?

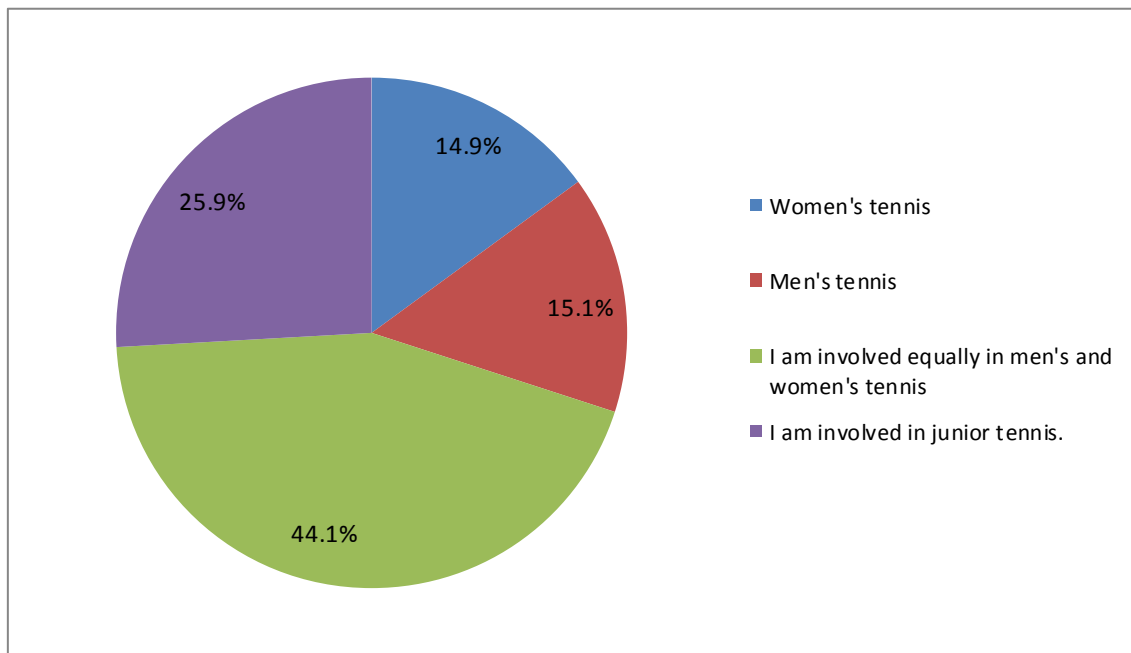


Fig. 4: Non-players involvement in women's, men's or junior tennis.

Question 5. What is your current role in tennis?

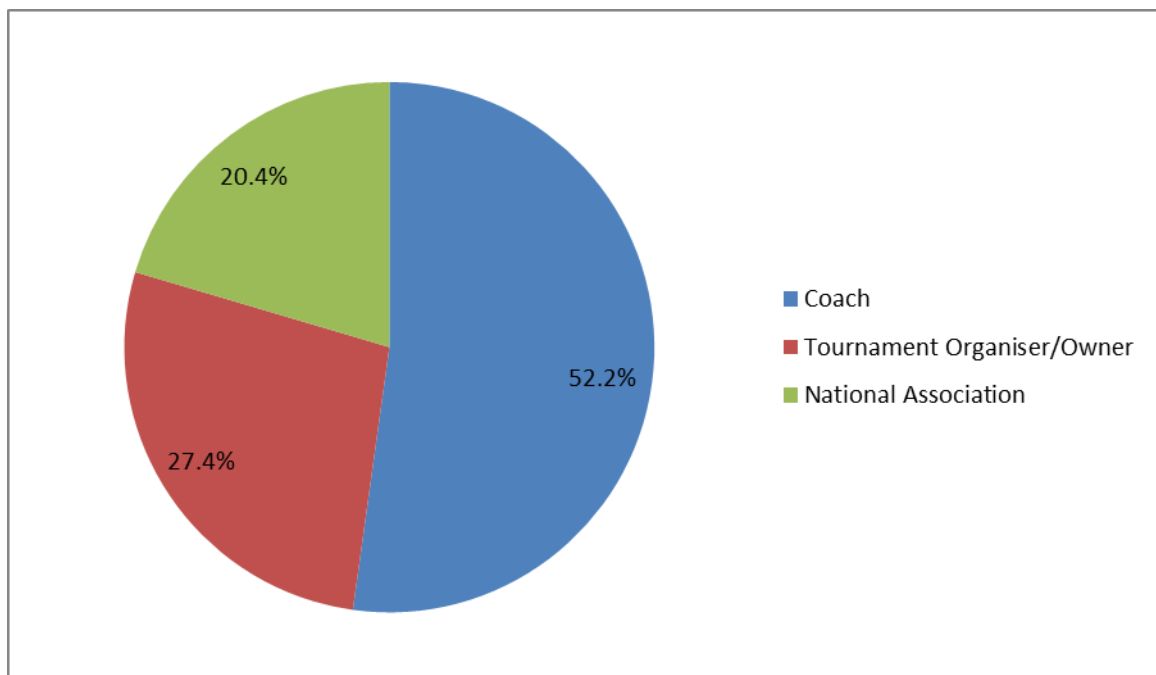


Fig. 5: Non players' role in tennis.

The largest proportion of responders hold the role of coach, followed by tournament organiser/owner and lastly national association staff.

Question 6. Please indicate how important each of the following objectives is in relation to holding professional tournaments in your home country:

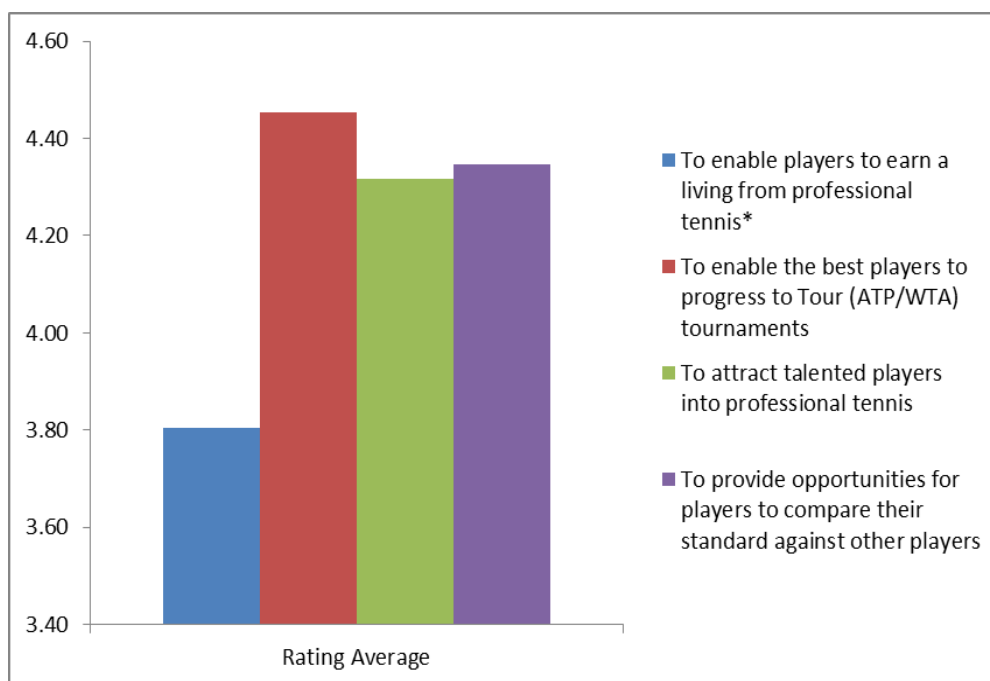


Fig. 6: Non-players' perceptions of the value of tournaments in their own country.

\*Earn a living = players are able to pay all living and tennis expenses from prize money and sponsorship only, and excludes money from family, national associations or other sources.

Non-players most strongly consider that the value of tournaments in their own country is in enabling the best players to progress to ATP/WTA tournaments. This achieved an average rating of 4.5 on the Likert Scale: 1=Not at all important, 5= Very Important. In second place was: 'To provide opportunities for players to compare their standard against other players', closely followed by 'To attract talented players into professional tennis': which received average ratings of 4.4 and 4.3 respectively. The lowest rated option ('To enable players to earn a living from professional tennis'), achieved an average rating of 3.8.



Question 7. Do you think that prize money for professional tournaments (Pro Circuit for women; Pro Circuit/ Challenger events for men) should:

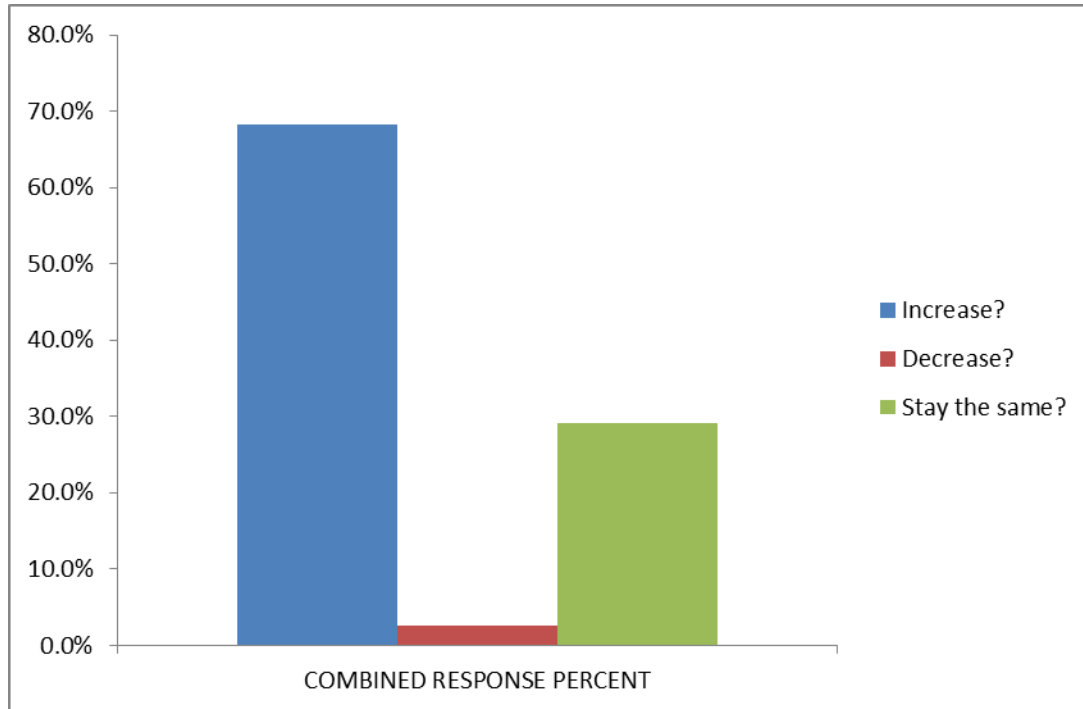


Fig. 7: Non-players' perceptions of whether prize money should change.

The majority of responders (68%) perceive that prize money should increase. A very small minority consider that prize money should be decreased, and almost a third believes that there should be no change.

Question 8. If you think prize money should increase, by how much (for each tournament category)?

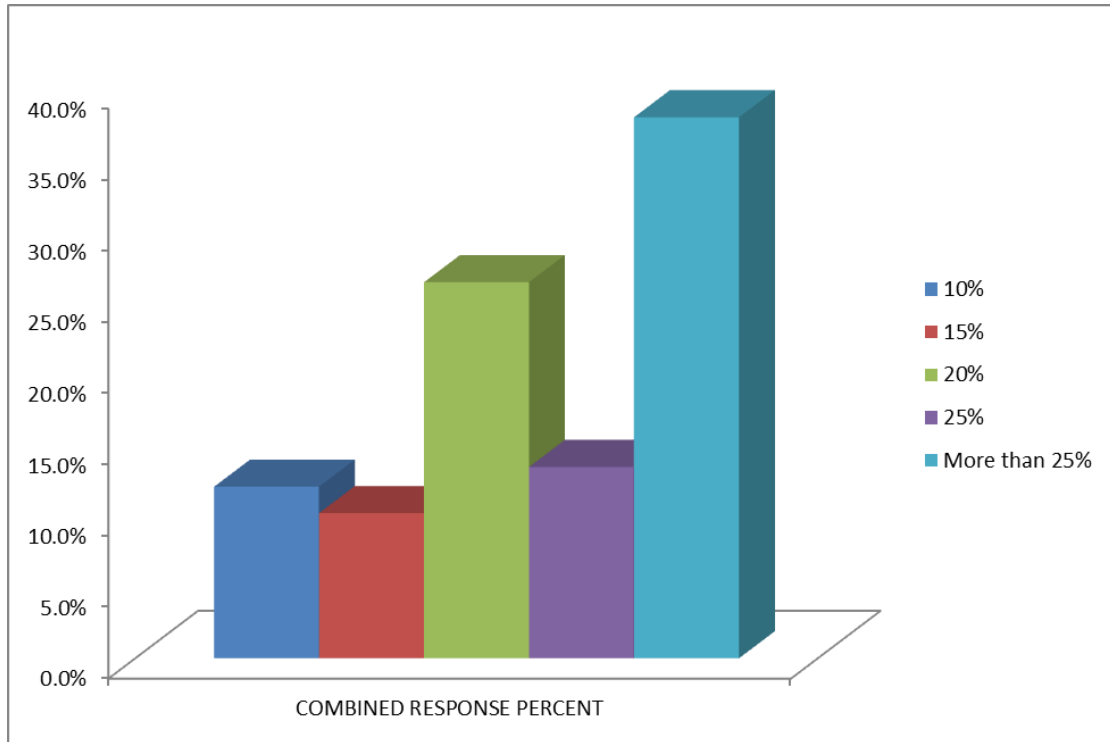


Fig. 8: Non-player perceptions of the change in prize money required.

Of those who perceive that an increase in prize money is required, the largest proportion believes that the increase should be more than 25%. In second place was an increase of 20%. Taking the three most popular categories together, 78% of responders think that prize money should increase by at least 20%.

Question 9. How, or by whom should this higher prize money be paid?  
Select all that apply.

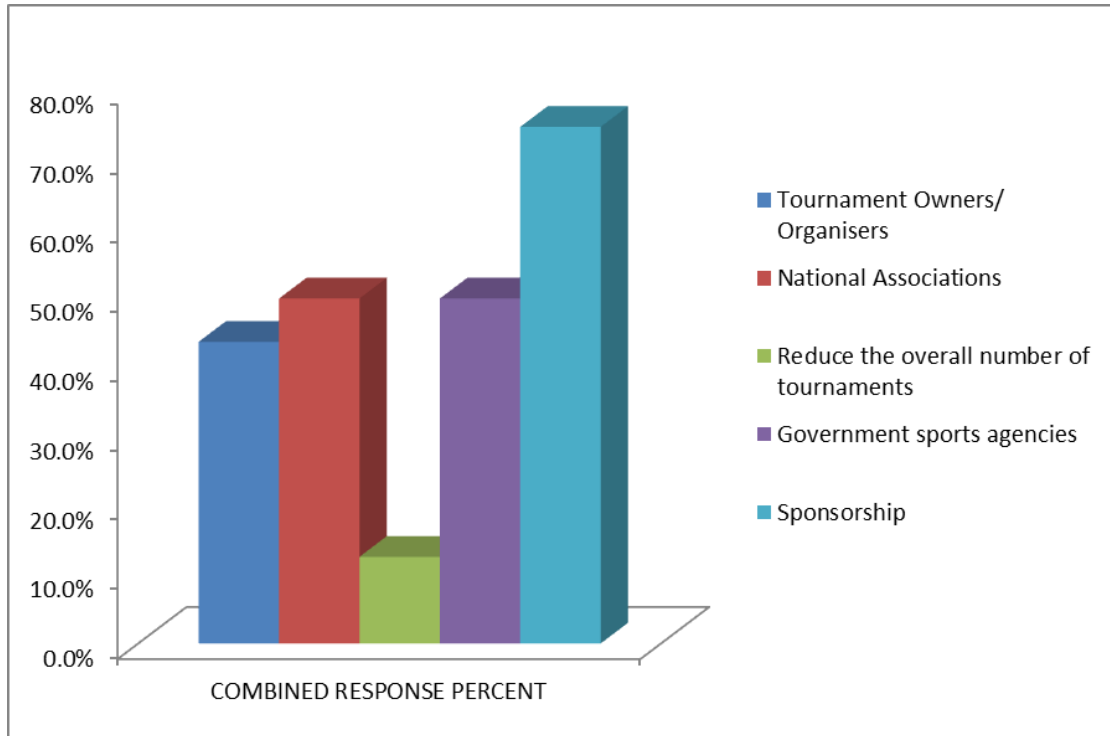


Fig. 9: Perceived sources of additional prize money.

The most popular category, as a source of additional prize money, was sponsorship, with 75% of responders highlighting this as an option. Half of responders also perceived that national associations, and government sports agencies could provide funds, and 44% suggested that tournament owners/organisers might be able to contribute. This implies that responders consider additional finance might be shared amongst these groups. The least popular option is to reduce the number of tournaments (13% agreed with this).

Question 10. Do you think that prize money should be distributed differently?

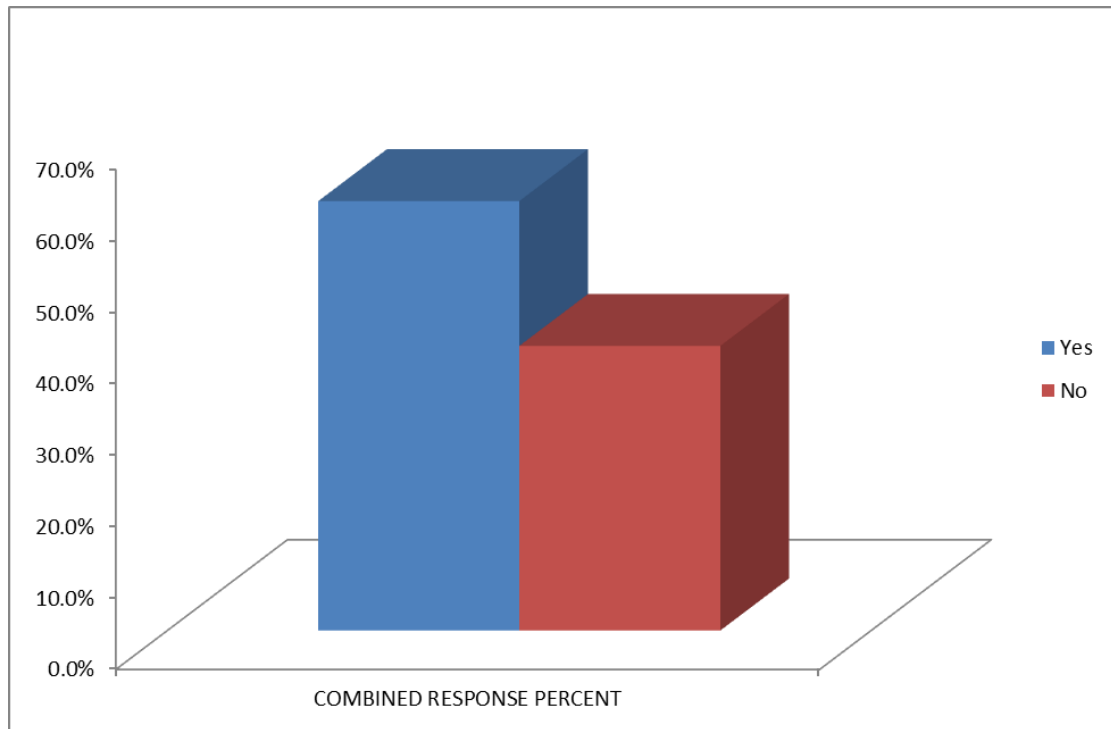


Fig. 10: Non-players' perception of the need to distribute prize money differently.

This question was included a precursor to the following question. Those who responded 'Yes' were directed to Question 11.

Question 11. If you think prize money should be distributed differently, how much do you agree with the following options to achieve this?

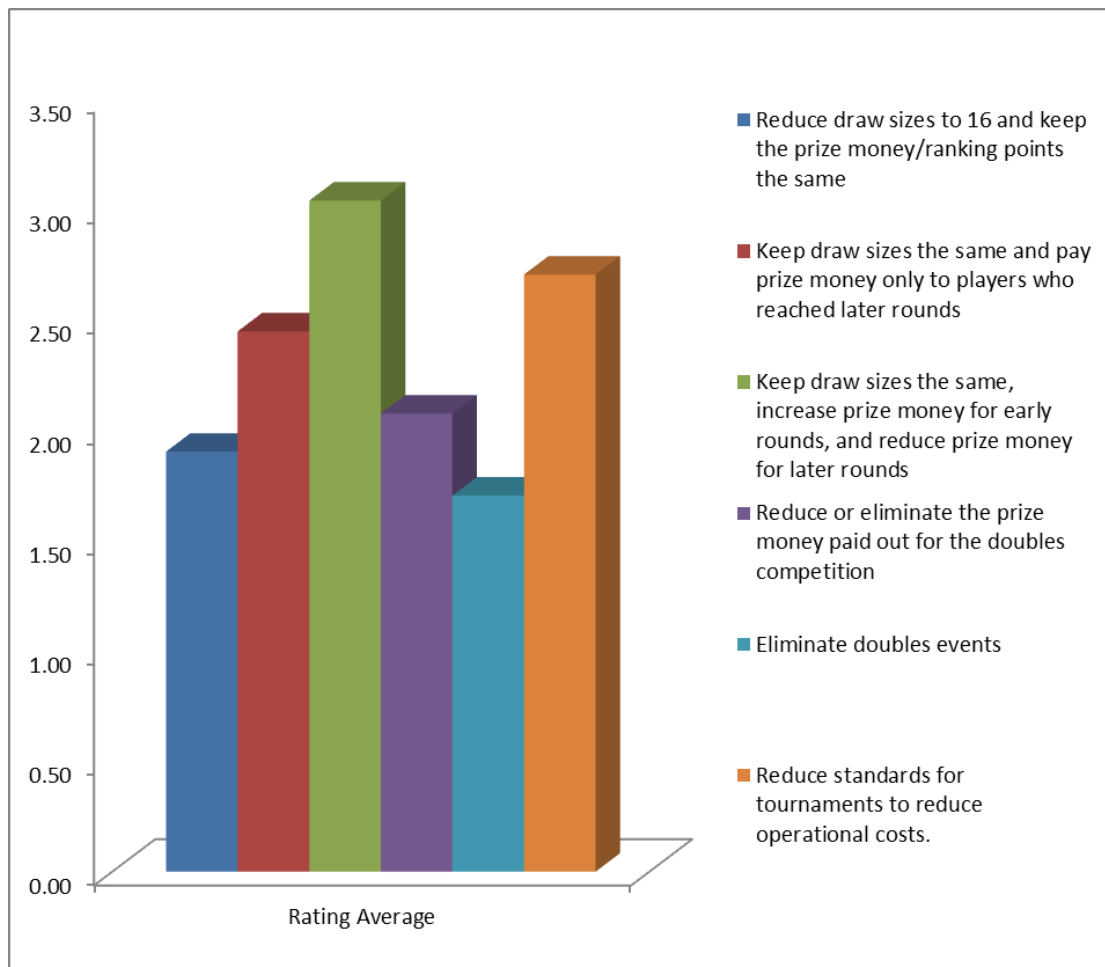


Fig. 11: Average ratings for the re-distribution of prize money.

Non-players of the opinion that prize money should be distributed differently, most strongly agreed with the statement to increase prize money for early rounds and reduce it for those reaching the later stages of the tournament. However, this only constitutes an average rating of 3.04 on the Likert scale in which a rating of 3.0 represents 'Neither agree nor disagree'. Eliminating doubles events and reducing draw sizes to 16 were the least popular options. On average, responders also disagreed, albeit slightly less strongly, with the options to reduce or eliminate prize money for the doubles competition, and to only pay prize money to those reaching the later rounds of the competition. Taken together, the responders do not strongly agree with any of the options provided in this question for the re-distribution of prize money.

Question 12. In your opinion, what areas of tournament organisation (tournament standards) could be reduced to achieve financial savings? Select all that apply.

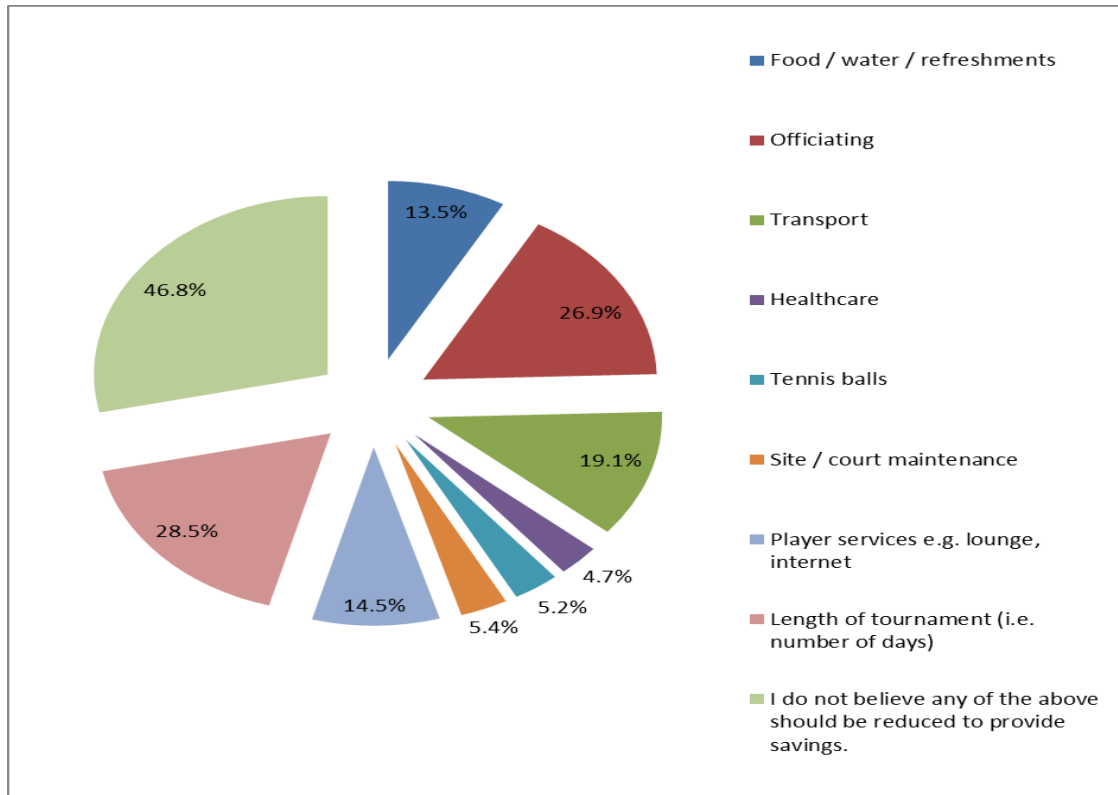


Fig. 12: Non-players' perceptions of potential areas for tournament cost savings.

Whilst non-players would like to see higher prize money, 47% do not think that tournaments should reduce the services described in this question to achieve savings. However, if changes were to be made, the most popular; with 29% and 27% respectively, were to adjust the length of the tournament, and to reduce officiating costs. This is followed by transport, player services, and refreshments. Very few agree that site/court maintenance, tennis balls, or healthcare services should be reduced for financial savings.

The following questions will be presented together for ease of reference:

Question 13. At what ranking do you believe a female player should be able to make a living from playing professional tennis?

Question 14. At what ranking do you believe a male player should be able to make a living from playing professional tennis?

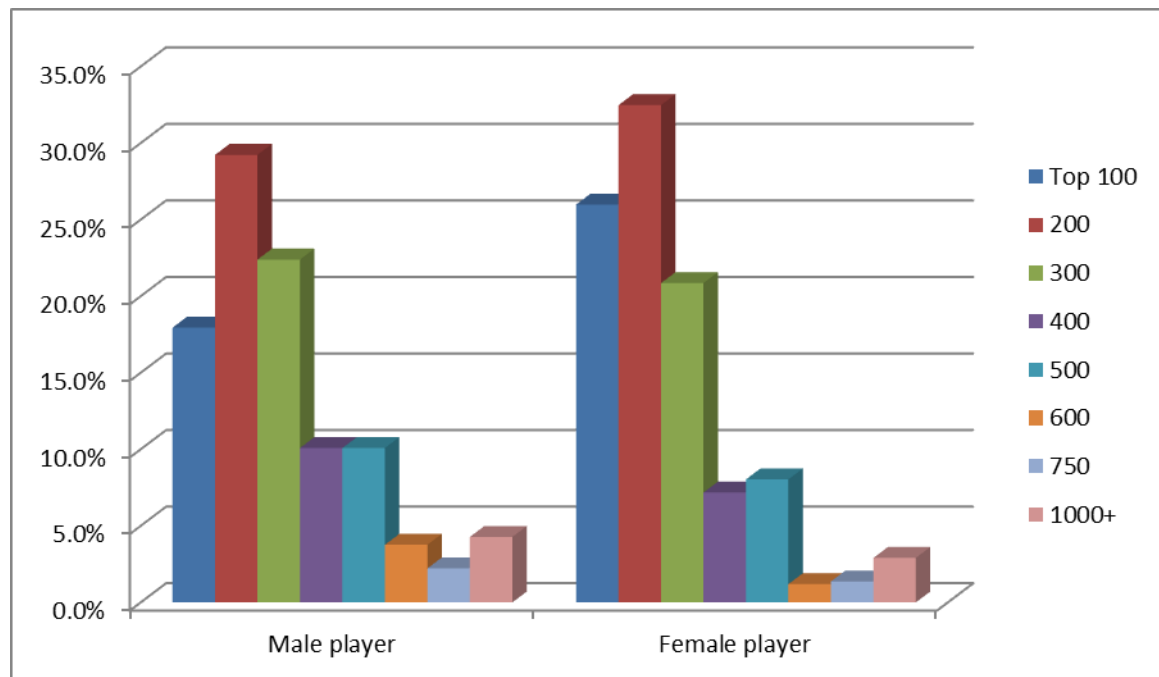


Fig. 13: Perceptions of the ranking at which players should be able to earn a living from professional tennis.

For both the men's and women's tours, the largest single group of non-players believe that a top 200 ranking is the level at which players should be able to earn a living in professional tennis. A significant separate proportion selected '100' and '300', resulting in a combined percentage of over 70% who consider that players should be able to make a living once ranked in the top 300.

Question 15. Do you think there is enough opportunity for players to progress through the Pro Circuits to the ATP/WTA tours?

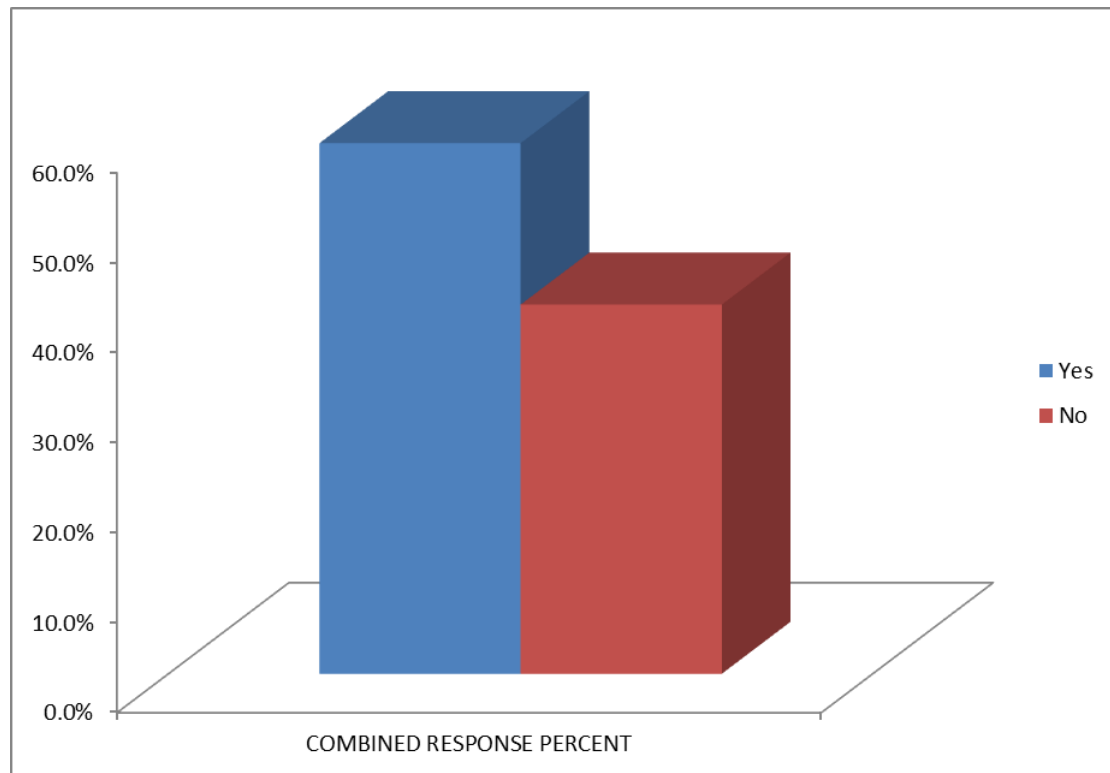


Fig. 14: Perceptions of the opportunity provided by the Pro Circuit to progress to ATP/WTA Tour.

Fifty-nine percent of responders perceive that there is enough opportunity for players to progress from the ITF Pro Circuit to the WTA/ATP Tour, with 41% perceiving that opportunity is lacking. Question 15 was included at the end of the survey, to encourage players to provide qualitative comments on the opportunities provided by the Pro Circuit. Examination of these comments might shed light on the opinion expressed in this question.