



Tennis Facilities Survey 2007

PLEASE TAKE A FEW MINUTES TO COMPLETE THE SURVEY BELOW - Thank you for your help!

The Tennis Industry Association in conjunction with Sports Marketing Surveys is conducting a survey of all tennis facilities to help provide valuable information for the industry and also for your business. This is a three part survey on general information, tennis programming and operational cost. Please take a few minutes to complete. If you have any questions, please contact the Tennis Industry Association at 843-686-3036 or email us at research@tennisindustry.org.

A. General Information

Q1 Club/Facility Name(s)

Q2 In what city is your facility located?

Q3 In what State is your facility located?

Q4 Which of the following best describes the location of your facility?

<input type="checkbox"/> Park	<input type="checkbox"/> Commercial club	<input type="checkbox"/> Apartment/condo
<input type="checkbox"/> College/University	<input type="checkbox"/> Private club (member owned)	<input type="checkbox"/> Resort
<input type="checkbox"/> School	<input type="checkbox"/> Country club	<input type="checkbox"/> Other

Q5 What is your Position/Job Title?

<input type="checkbox"/> General Manager/Club Manager	<input type="checkbox"/> Staff Professional
<input type="checkbox"/> Director of Tennis	<input type="checkbox"/> Pro Shop Manager
<input type="checkbox"/> Head Tennis Professional	<input type="checkbox"/> Other

Q6 Is your facility a member of any of the following organizations?

<input type="checkbox"/> TIA	<input type="checkbox"/> IHRSA
<input type="checkbox"/> USTA	<input type="checkbox"/> None of the above

Q7 Which of the following activities does your facility have? (Select all that apply)

<input type="checkbox"/> Cardio Tennis or Fitness Tennis program	<input type="checkbox"/> Racquetball	<input type="checkbox"/> Running Track
<input type="checkbox"/> Group Exercise Classes	<input type="checkbox"/> Squash	<input type="checkbox"/> Jacuzzi/Sauna
<input type="checkbox"/> Golf or Indoor Cage	<input type="checkbox"/> Platform/Paddle Tennis	<input type="checkbox"/> Yoga
<input type="checkbox"/> Fitness Center	<input type="checkbox"/> Swimming Pool	<input type="checkbox"/> NONE OF THE ABOVE

Q8 Does your facility have members?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
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Q9 How many tennis members do you have?

Q10 Has the number of members increased, decreased, or stayed the same over the last 12 months?

 Increased *Stayed the Same* *Decreased* *Don't know*

Q11 Do you offer a tennis ONLY membership?

 Yes *No*

Q12 What are your annual dues? (\$ per person) (do not enter the "\$" sign or ",")

Tennis only membership.....

All inclusive membership

Q13 [All facilities] How many regular tennis players do you have (playing once a week or more during the main season)?

Q14 What is the percentage of the tennis players at your facility fall into the following age ranges? (must add to 100%)

Under 18 years old

18-34 years old

35-54 years old

55+ years old

TOTAL (Must equal 100%)

Q15 Has the number of regular tennis players increased, decreased, or stayed the same over the last 12 months?

 Increased *Stayed the Same* *Decreased* *Don't know*

Q16 Do you charge for peak hour tennis courts?

 Yes *No*

Q17 If yes, what are your peak hour court fees? (\$ per hour)

Q18 Do you charge for off-peak tennis courts?

 Yes *No*

Q19 If yes, what are your off-peak court fees? (\$ per hour)

Q20 Please enter the number of tennis courts at your facility (courts should only appear in 1 category):

Indoor (year round)

Outdoor courts under a seasonal bubble

Other outdoor courts

TOTAL

Q21 How many outdoor tennis courts WITH LIGHTS does your facility have?

Q22 What type and brand of surface are your **INDOOR** tennis courts?

Type

Brand

Q23 What type and brand of surface are your **OUTDOOR** tennis courts?

Type

Brand

Q24 How many courts have you added in the last 3 years?

Q25 How many courts have been removed in the last 3 years?

Q26 Does your facility have a computer?

 Yes No

Q27 Does your Tennis Pro Shop have access to the internet?

 Yes - High Speed (Cable or DSL) Yes - Dial Up No

Q28 Does your facility have a Tennis specific website?

 Yes No

Q29 If Yes, Do you have your tennis programming listed on the website?

 Yes No

Q30 Does your facility offer tennis "match making" activities?

 Yes No

Q31 What "match making" method do you use? (Select all that apply)

Full time staff person making phone calls Online system

Part time staff person making phone calls Other

Email members to set up matches

Q32 How interested would you be in the following information to help you better operate your facility? where 1 is Not at all interested and 5 is Very interested

	1. Not at all interested	2.	3.	4.	5. Very interested
Profit and loss data for tennis programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comparable facility stats on revenue/expense/net profit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Examples of successful sales and marketing programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trends in fees for tennis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Membership trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Payroll trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Player retention trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B. Tennis Programming

Q33 Does your facility operate year-round or on a seasonal basis?

 Year Round Seasonal

Q34 How many hours per week does your facility offer the following "tennis programs"?

Adult beginner programs	<input type="text"/>
Junior beginner programs.....	<input type="text"/>
Cardio or fitness drills	<input type="text"/>
Leagues for adults	<input type="text"/>
Leagues for juniors	<input type="text"/>
Adult intermediate programs.....	<input type="text"/>
Junior intermediate programs	<input type="text"/>
Tennis Socials/Mixers.....	<input type="text"/>

Q35 Are you a Tennis Welcome Center?

Yes No

Q36 Does your facility offer free lessons or introductory programs for new players/beginners?

Yes No

Q37 If Yes, how many new players / beginners took these programs this year?

Q38 If Yes, how many people continued in follow up programs?

C. Operational Cost

Q39 Into what range does your expected tennis revenue fall? (include all tennis revenue: dues, court fees, tennis retailing, lessons, programs etc)

<input type="checkbox"/> under \$100,000	<input type="checkbox"/> \$250,000 to \$499,999	<input type="checkbox"/> \$750,000 to \$999,999
<input type="checkbox"/> \$100,000 to \$249,999	<input type="checkbox"/> \$500,000 to \$749,999	<input type="checkbox"/> \$1 million and up

Q40 How is your total tennis revenue split? (as a percentage of total revenue - must add to 100%)

Membership dues	<input type="text"/>
Court fees.....	<input type="text"/>
Food and beverage (tennis only)	<input type="text"/>
Shop (hard goods i.e. Racquets)	<input type="text"/>
Shop (soft goods i.e. Apparel)	<input type="text"/>
Private lessons	<input type="text"/>
Group clinics / tournaments / programs.....	<input type="text"/>
Stringing	<input type="text"/>
TOTAL (Must equal 100%).....	<input type="text"/>

Q41 How are your tennis business expenses split? (as a percentage of total tennis revenue - should add to 100% - profit/loss can be negative)

Cost of goods sold (retail operation)	<input type="text"/>
Wages	<input type="text"/>
Rent	<input type="text"/>
Utilities	<input type="text"/>
Insurance	<input type="text"/>
Repairs/Maintenance	<input type="text"/>
Advertising/Marketing	<input type="text"/>
Capital improvements	<input type="text"/>
Equipment / Balls	<input type="text"/>
Other	<input type="text"/>
NET PROFIT / LOSS (before tax)	<input type="text"/>
TOTAL (Must equal 100%)	<input type="text"/>

Q42 Please indicate how many employees in each category work at your facility. Enter the number of "full time equivalent staff". Example, 2 court maintenance staff each working half a week: enter "1".

General manager/Club manager	<input type="text"/>
Director of tennis..	<input type="text"/>
Head professional	<input type="text"/>
Staff professional	<input type="text"/>
Pro shop manager	<input type="text"/>
Pro shop staff	<input type="text"/>
Seasonal professional	<input type="text"/>
Part time coach	<input type="text"/>
Administrative assistant	<input type="text"/>
Court maintenance	<input type="text"/>
Total # of Employees	<input type="text"/>

Q43 If salaried, please list average salary.

General manager/Club manager	<input type="text"/>
Director of tennis	<input type="text"/>
Head professional.....	<input type="text"/>
Staff professional.....	<input type="text"/>
Pro shop manager	<input type="text"/>
Pro shop staff	<input type="text"/>
Seasonal professional	<input type="text"/>
Part time coach.....	<input type="text"/>
Administrative assistant.....	<input type="text"/>
Court maintenance	<input type="text"/>

Q44 If hourly, please list hourly rate.

General manager/Club manager	<input type="text"/>
Director of tennis	<input type="text"/>
Head professional.....	<input type="text"/>
Staff professional.....	<input type="text"/>
Pro shop manager	<input type="text"/>
Pro shop staff	<input type="text"/>
Seasonal professional	<input type="text"/>
Part time coach.....	<input type="text"/>
Administrative assistant.....	<input type="text"/>
Court maintenance	<input type="text"/>

Q45 Please list average length of employment. (in years)

General manager/Club manager	<input type="text"/>
Director of tennis	<input type="text"/>
Head professional.....	<input type="text"/>
Staff professional.....	<input type="text"/>
Pro shop manager	<input type="text"/>
Seasonal professional	<input type="text"/>
Administrative assistant.....	<input type="text"/>

Q46 How many staff members belong to each of the following associations?:

USPTA	<input type="text"/>
PTR	<input type="text"/>
PBI.....	<input type="text"/>
USRSA	<input type="text"/>

Q47 Is tennis court usage up, down or the same as one year ago?

Up *Same* *Down*

Q48 By what percent is court usage up or down?

Q49 Why is court usage up? (Select all that apply)

<input type="checkbox"/> <i>Weather</i>	<input type="checkbox"/> <i>Increased membership</i>	<input type="checkbox"/> <i>Increase in group lessons / clinics</i>
<input type="checkbox"/> <i>Successful matchmaking program</i>	<input type="checkbox"/> <i>Increased league play</i>	<input type="checkbox"/> <i>Increase in Cardio Tennis or fitness tennis programs</i>
<input type="checkbox"/> <i>Increase in beginner programs</i>	<input type="checkbox"/> <i>Increased social play</i>	<input type="checkbox"/> <i>Other</i>

Other, specify

Q50 Why is court usage down? (Select all that apply)

<input type="checkbox"/> <i>Weather</i>	<input type="checkbox"/> <i>Less social play</i>
<input type="checkbox"/> <i>Fewer beginners</i>	<input type="checkbox"/> <i>Fewer group lessons / clinics</i>
<input type="checkbox"/> <i>Decreased membership</i>	<input type="checkbox"/> <i>Other</i>
<input type="checkbox"/> <i>Less league play</i>	

Other, specify

Q51 How would you rate the future of the tennis industry?

1. Very poor
 2. Poor
 3. Average
 4. Good
 5. Very good

Please enter your email address to receive a summary of the results.

Q52 Email address

Q53 Additional Comments

The Tennis Industry Association mission is to promote the growth and economic vitality of tennis:

***the source for tennis research**

***grow the game**

***unifying the entire tennis industry under one brand TENNIS**

***act as the conscience for our sport**

Tennis Industry Association

843-686-3036

FOR MORE INFORMATION, please visit our website: www.tennisindustry.org

Please hit submit only once.