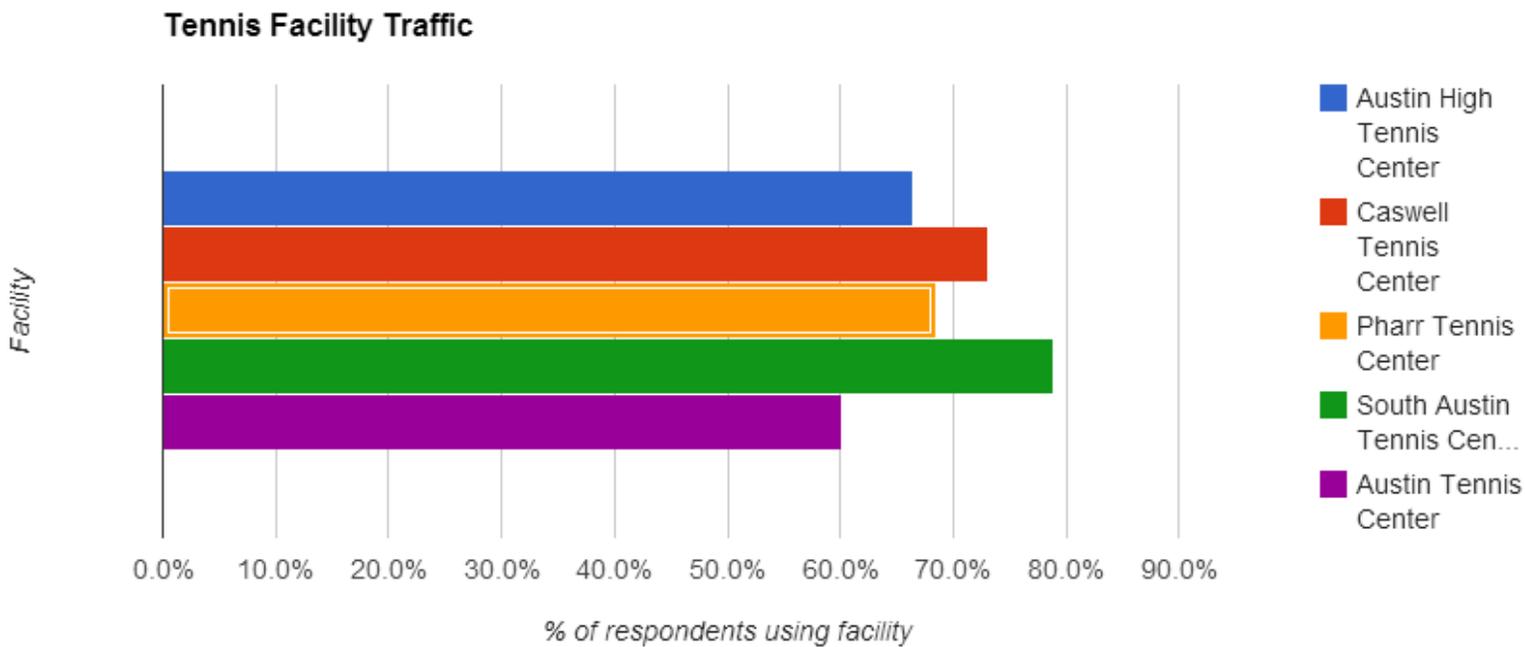


2014 Pulse of the Tennis Community Data

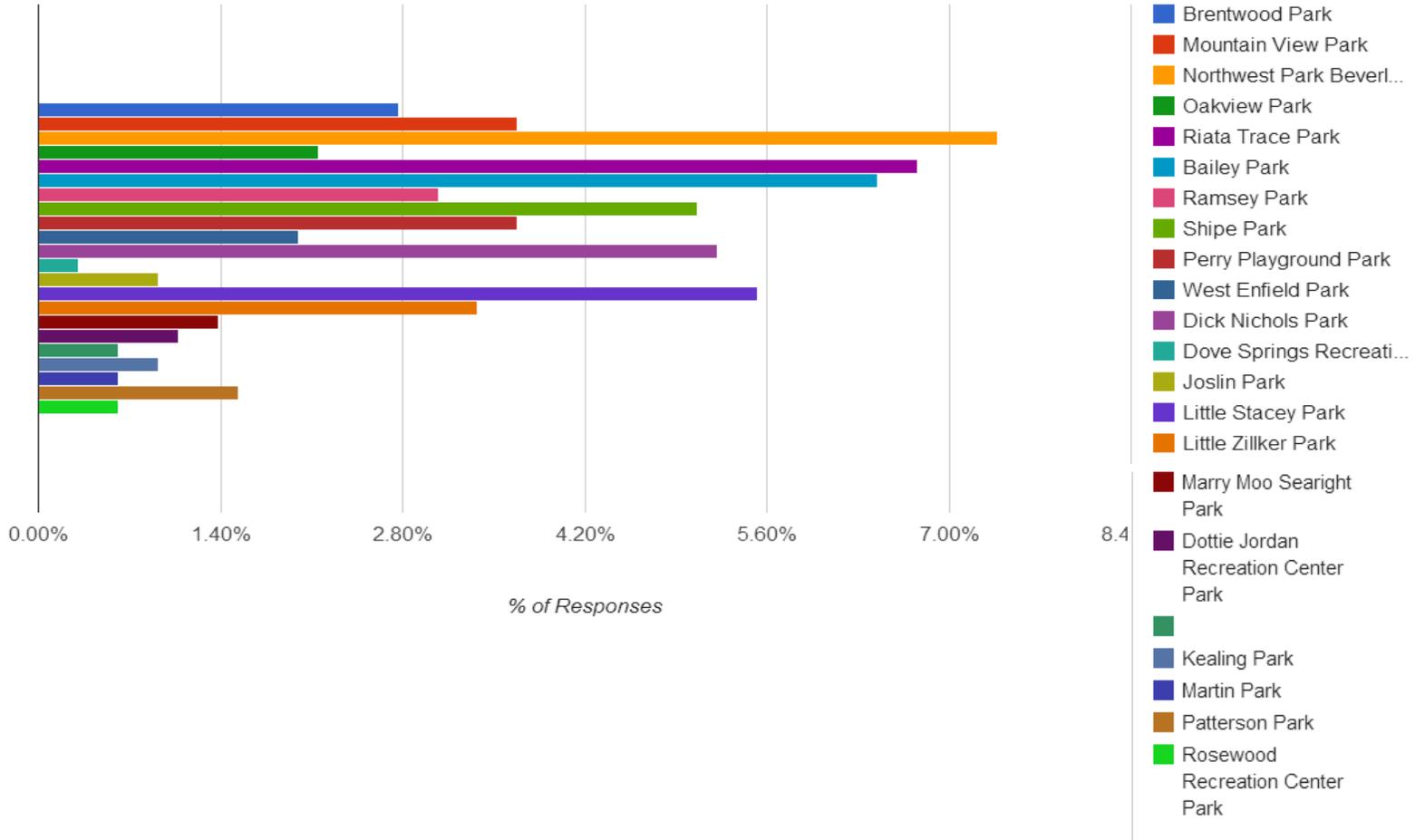
Tennis Facilities

- 98% of respondents visited a tennis facility in the past year and 70% of respondents visited a tennis facility 20 times or more in the past year.
- Most frequently visited tennis facilities:

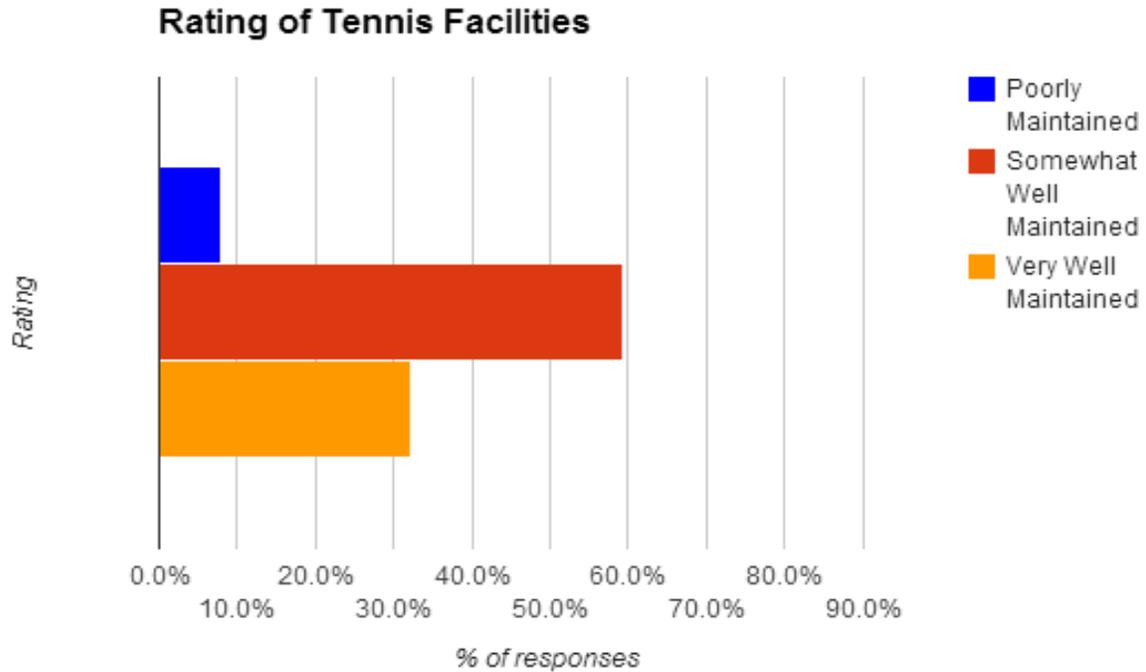


- Less Frequently Visited Facilities:

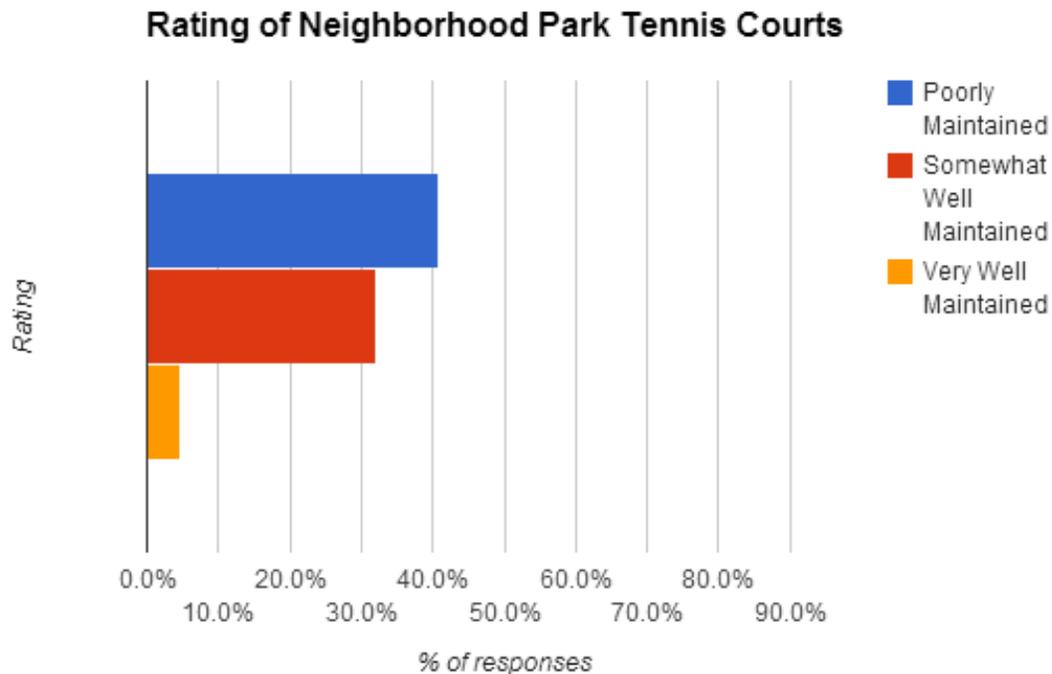
Tennis Facility Traffic (less popular)



- Around 60% of respondents rated the physical conditions of the tennis facilities they visited as “well maintained”, and another 32% of respondents described the physical conditions as “very-well maintained”



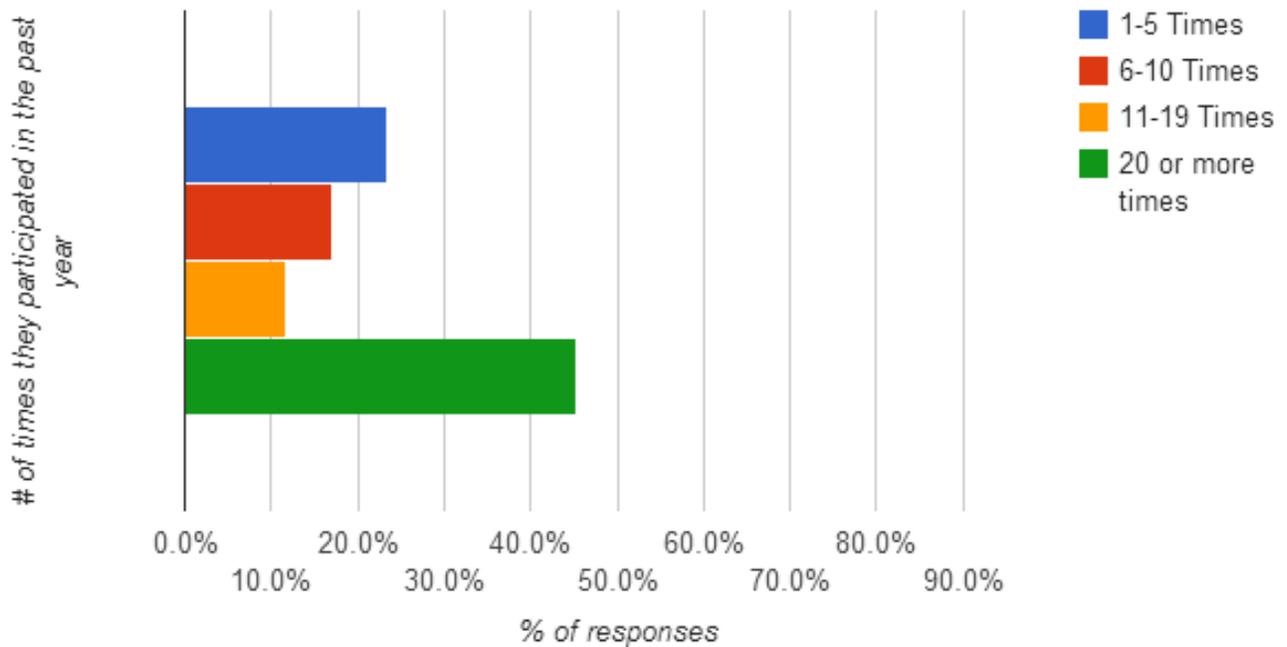
- A little over 50% of the respondents rated the neighborhood park tennis courts as “poorly maintained”, while only 6% of respondents considered the tennis courts to be “very-well maintained”.



Tennis Programs

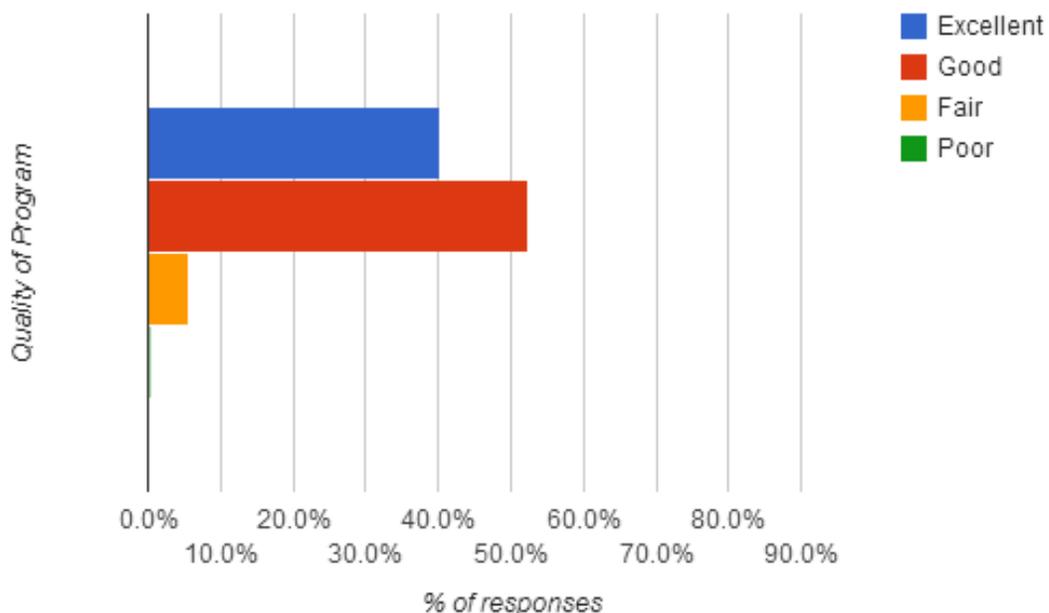
- Around 58% of respondents participated in a tennis programs offered by the City of Austin facilities over the past year.
- 45% of respondents participated in tennis programs offered by the City in the past year 20 or more times and another 11% participated 11-19 times in the past year.

of Times People Participated in Tennis Programs



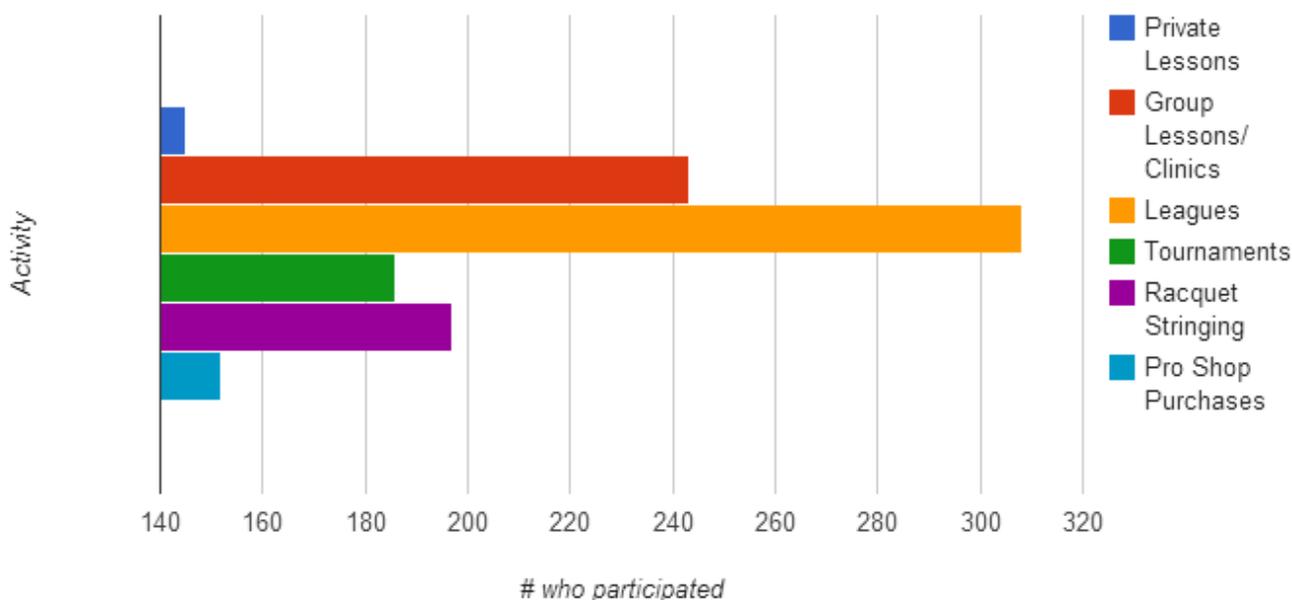
- 53% of people who participated in tennis programs said the quality of programs in which they or members of their household participated are “good” and 41% rated the programs as “excellent”.

Quality of Tennis Programs



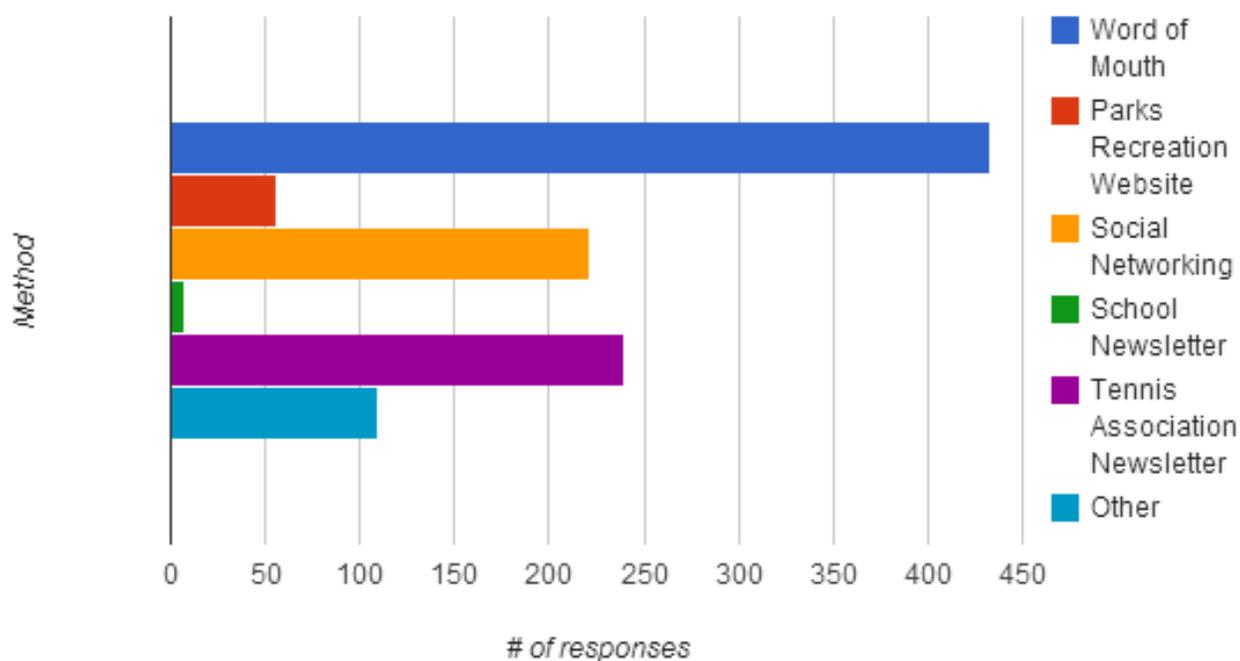
- The majority of respondents participated in leagues and/or group lessons-clinics.

Types of Programs Respondents Participated In



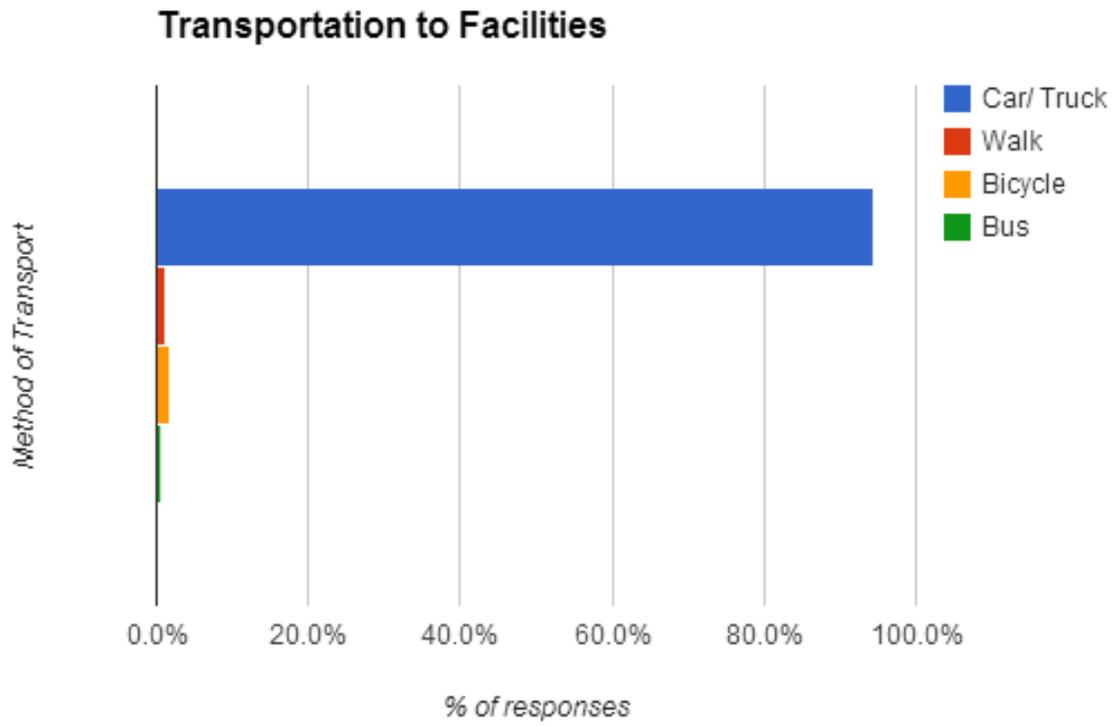
- The majority of respondents learn about tennis activities via word of mouth, the next most common ways they learn about tennis activities are social networking and the tennis association newsletter.

Ways People Learn About Tennis Activities



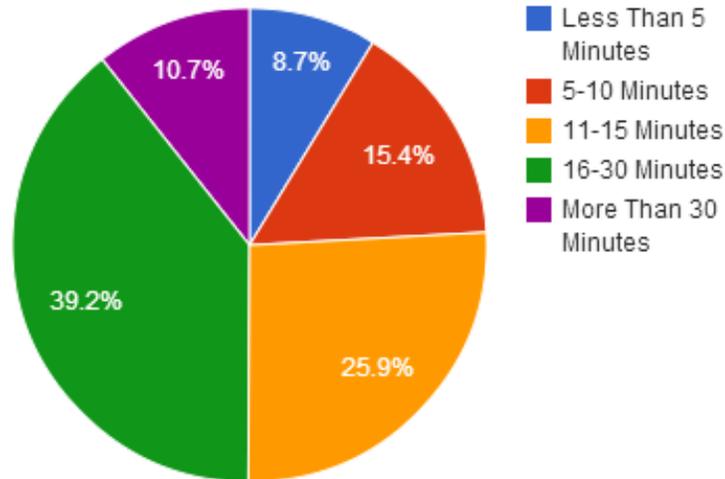
Transportation

- 95% of respondents most frequently travel by car/truck to reach the tennis facilities.



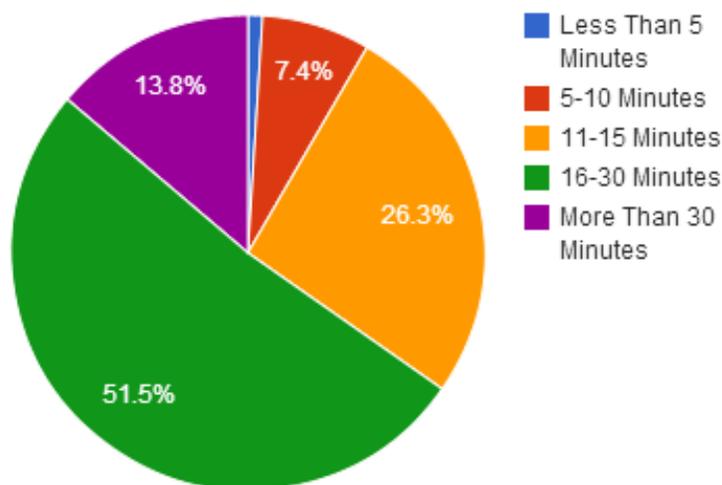
- The majority of respondents drive anywhere from 11 minutes to 30 minutes to reach the tennis facility they most use.

Time Respondents Currently Drive to Facilities



- About half of the respondents are willing to drive anywhere from 16 to 30 minutes to attend tennis programs or use the facilities. Another 27% of respondents are willing to drive anywhere from 11 minutes to 15 minutes to the tennis facilities.

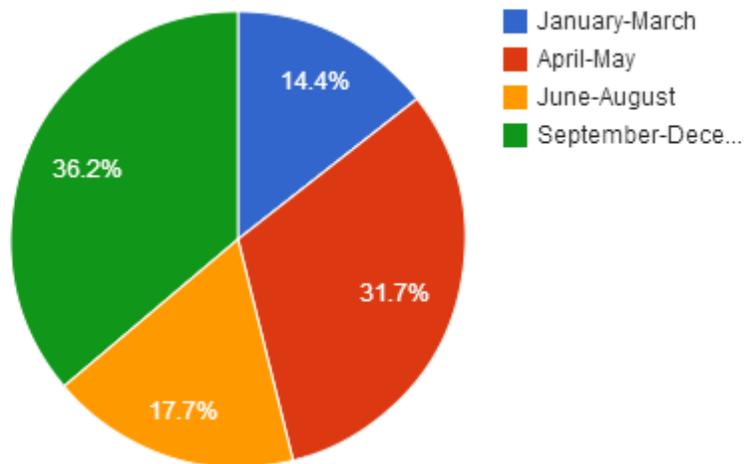
Time Respondents Are Willing To Drive



Months of Most Frequent Use

- Respondents use the tennis facilities most from September-December (36% say this is when they use the courts the most) and April-May (31% say this is when they use the courts the most).

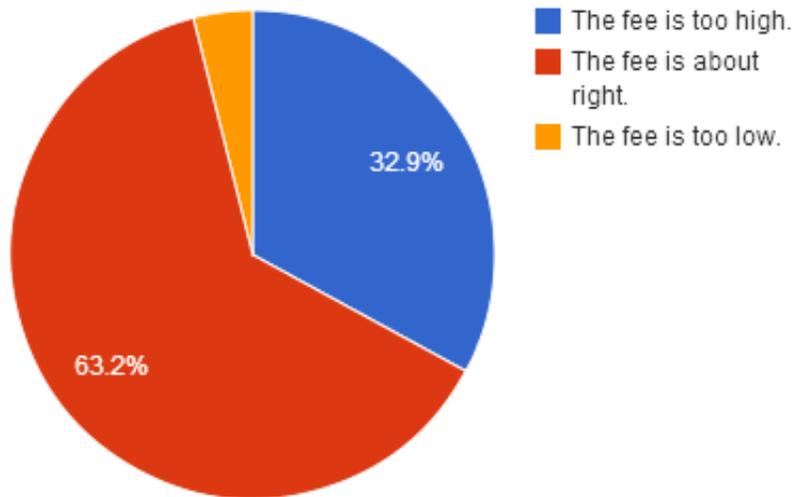
When Respondents Typically Used the Courts



Fees

- 63% of respondents felt a \$5 per hour fee sounded about right, while 33% felt that the fee was too high.

How Respondents Feel About a \$5 Per Hour



Barriers/Suggestions

- Respondents' highest priorities are adding more open courts for freeplay and creating an online system to reserve court time, respondents also indicate a strong desire to add more courts to the facilities. Respondents indicated adding programming for Senior Citizens was very low priority.

Barriers

1. Facilities are not well maintained
2. Parks do not contain facilities we need
3. Lack of parking
4. Not enough trees/shade
5. Other
 - a. Complaints frequently listed under "other" are issues with the lights, that courts are too busy/there are not enough courts.

What Prevents Respondents From Using Facilities

