2020 Tennis Industry Survey

Respondent Profile

Are you a member of a Professional teaching organization?
- 72% Yes
- 28% No

What is your role/profession in the tennis industry?
- Tennis Teacher/Coach: 61%
- Management/Owner: 19%
- Organizer/Coordinator/Technician: 3%
- Player/Official: 1%
- Did not Identify: 15%

Total number of responses: 3,289
(Last response: 3/26/2020 5:49:58 PM)

What state do you offer tennis in? (Top 20)
- California: 407
- Florida: 286
- Texas: 204
- New York: 204
- Georgia: 145
- North Carolina: 136
- Pennsylvania: 121
- Illinois: 115
- Ohio: 99
- New Jersey: 99
- Virginia: 97
- South Carolina: 93
- Connecticut: 88
- Colorado: 83
- Massachusetts: 80
- Minnesota: 77
- Michigan: 71
- Arizona: 70
- Maryland: 68
- Tennessee: 61
- Others: 685
2020 Tennis Industry Survey

Status of Facilities

Is the facility you own, operate or teach at Open or Closed as of 3/23/20?

* % Excluding No Responses

85%

Is the facility you own, operate or teach at Open or Closed?

California 374
Florida 259
New York 194
Texas 175
Georgia 131
North Carolina 119
Pennsylvania 105
Illinois 102
New Jersey 88
Virginia 88
Ohio 86
Connecticut 81
South Carolina 78
Massachusetts 73
Colorado 72
Minnesota 68
Maryland 65
Arizona 61
Michigan 60
Tennessee 57
Wisconsin 42
Indiana 40
Oregon 32
Washington 32
Louisiana 30
Kentucky 29
Hawaii 27
Alabama 25
Missouri 25
Iowa 24
Kansas 24
Oklahoma 24
Arkansas 23
New Mexico 21
Mississippi 20
Delaware 17
Maine 17
New Hampshire 17
Nevada 16
Utah 15
Idaho 14
Montana 11
N/A 10
Nebraska 10
Puerto Rico 10
West Virginia 9
District of Columbia 8
Rhode Island 8
Vermont 8
South Dakota 5
North Dakota 4
Wyoming 3
Guam 2
Alaska 1

Closed

* % Excluding No Responses
2020 Tennis Industry Survey

Status of Professionals at CLOSED Facilities

Is the facility you own, operate or teach at Open or Closed as of 3/23/20?

- 85% * % Excluding No Responses

Your facility is closed as of 3/23.

- Facility Owners/Operators, what is the status of your employees (FT/PT/contractors)?
  * respondents selected all that apply

- Tennis Teaching Professionals, what is your status?

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terminated and directed to apply for</td>
<td>22%</td>
</tr>
<tr>
<td>unemployment</td>
<td></td>
</tr>
<tr>
<td>Still employed - working from home</td>
<td>20%</td>
</tr>
<tr>
<td>Furloughed</td>
<td>13%</td>
</tr>
<tr>
<td>Independent contractor</td>
<td>13%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>7%</td>
</tr>
<tr>
<td>Voluntary separation</td>
<td>5%</td>
</tr>
<tr>
<td>Asked to take/use vacation time</td>
<td>4%</td>
</tr>
<tr>
<td>Working at reduced pay rate</td>
<td>4%</td>
</tr>
<tr>
<td>Other Outcomes</td>
<td>28%</td>
</tr>
</tbody>
</table>
2020 Tennis Industry Survey

Status of Professionals at OPEN Facilities

Is the facility you own, operate or teach at Open or Closed as of 3/23/20?

* % Excluding No Responses

15% Open

Your facility is open for business as of 3/23/20. In what capacity are you operating?

- 47% Limited Programming and Play
- 13% Instructional programs only
- 21% Only court time available
- 3% Cancelled Programming & Instructions
- 3% Other
2020 Tennis Industry Survey

Support from the USTA and tennis industry

Do you need support from the USTA and the tennis industry?

98% Yes

What support do you need most from the USTA and the tennis industry?

- Facility Assistance & Grants: 64%
- Best practices/ideas for safe tennis play when able to reopen: 61%
- Training and education during downtime: 51%
- Accurate health and safety information for facilities/pros/players: 49%
- Info on government & other assistance (i.e. unemployment): 38%
- Waived Fees for Events: 27%
- Marketing Support: 22%
- Free consultation from industry subject matter experts: 18%
- Free job placement services: 15%
- Streamline access to USPTA and PTR qualified candidates: 14%
- Other Support: 2%

* (respondents checked all that apply)
2020 Tennis Industry Survey

Interest in Content

Are you interested in content we can offer to support you in engaging with your local players?

Yes: 84%

What content can we offer to support you in engaging with your local players?

* respondents checked all that apply

- Junior tennis activities: 60%
- Fitness based activities for tennis: 54%
- Adult tennis activities: 51%
- Family based tennis activities: 46%
- Other Content: 2%
- Home/Online tennis instructions: 1%
2020 Tennis Industry Survey

Interest in Educational Content

During this COVID19 downtime are you interested in educational content? 84%

What areas of educational content are of most interest to you?

* respondents checked all that apply

- Drills for all levels of play: 60%
- Red, orange, green ball tennis activities for kids: 43%
- Tips/best practices for positioning tennis as a safe sport: 42%
- High-Performance Coaching: 40%
- Facility Management best practices eg. reopening your facility: 35%
- Marketing and communication tips: 32%
- Job placement and job search tools: 17%
- Other Educational Content: 1%