



# Outdoor Club Assessment - Summer 2024

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International Institute for Sport Business & Leadership – University of Guelph

August 23<sup>rd</sup>, 2024



# Respondent Profile

- **168 respondents** selected a role for their involvement at their tennis facility
  - Administrator or executive: 42
  - Club professional, coach, or instructor: 79
  - Both admin/exec & club pro, coach, or instructor: 31
  - Other: 16
- Top 3 provinces of respondents
  1. 49% Ontario
  2. 15% Quebec
  3. 13% British Columbia



# Respondent Profile Con't

- Top 3 **age groups** of respondents
  1. 50-59 & 60-69: **24% each**
  2. 18-29: **17%**
  3. 30-39: **13%**
- **72%** identified as a **man** while **23%** identified as a **woman**
- **95%** of respondents **do not** identify as **Indigenous**
- **91%** of respondents **do not** report having a **disability or impairment**





# Facility Information

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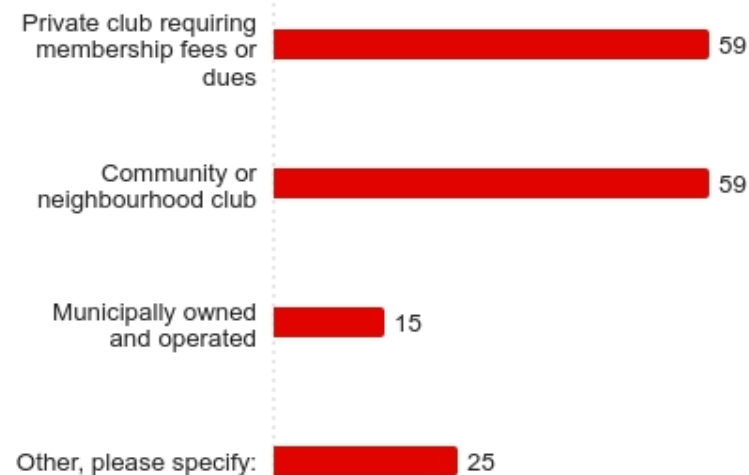
August 23<sup>rd</sup>, 2024



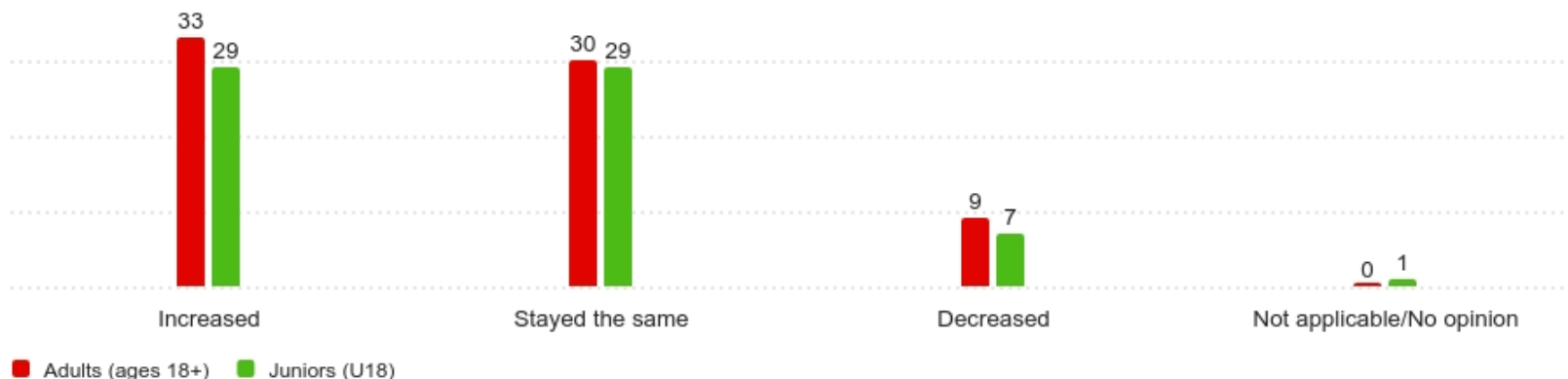
Which best describes your status at the facility in which you coach the most? Select all that apply.



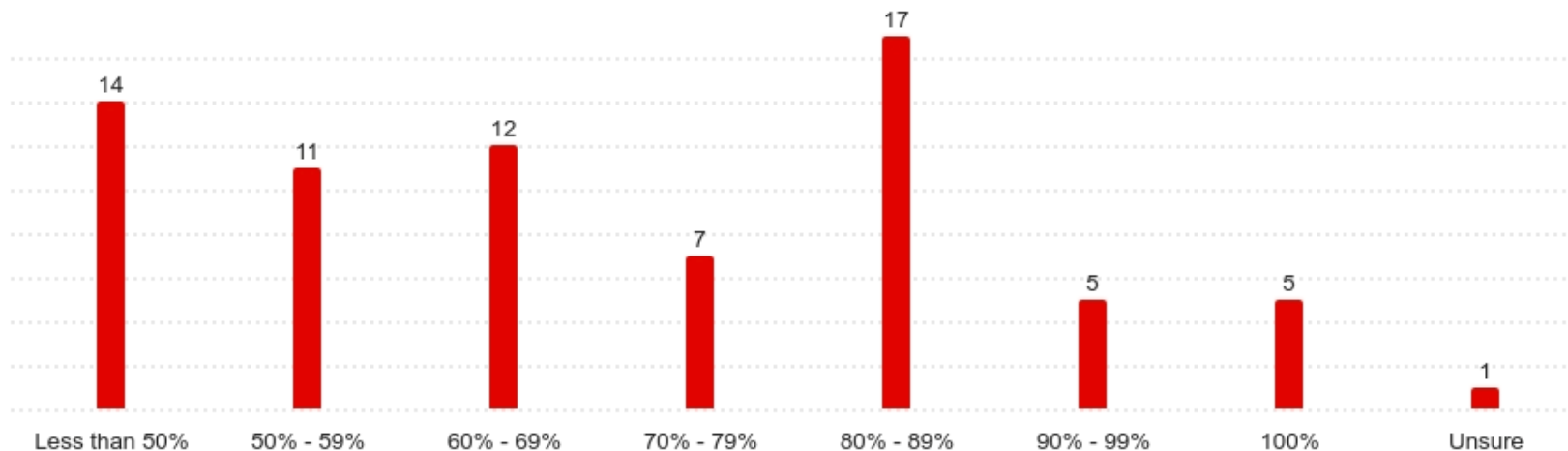
How does your facility operate?



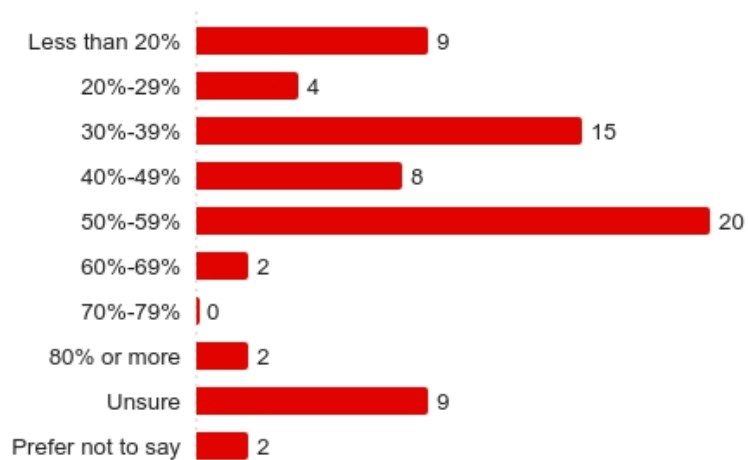
How has the overall membership and the number of unique individuals in your organization changed this season compared to the 2023 outdoor season?



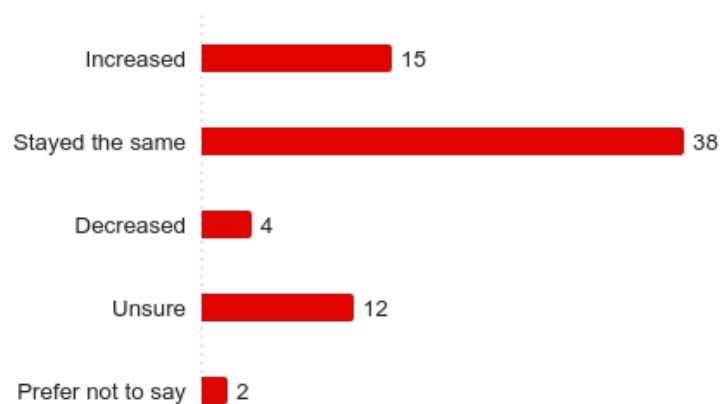
Using your best estimate, what percentage of court usage is currently being utilized by your membership/user base?



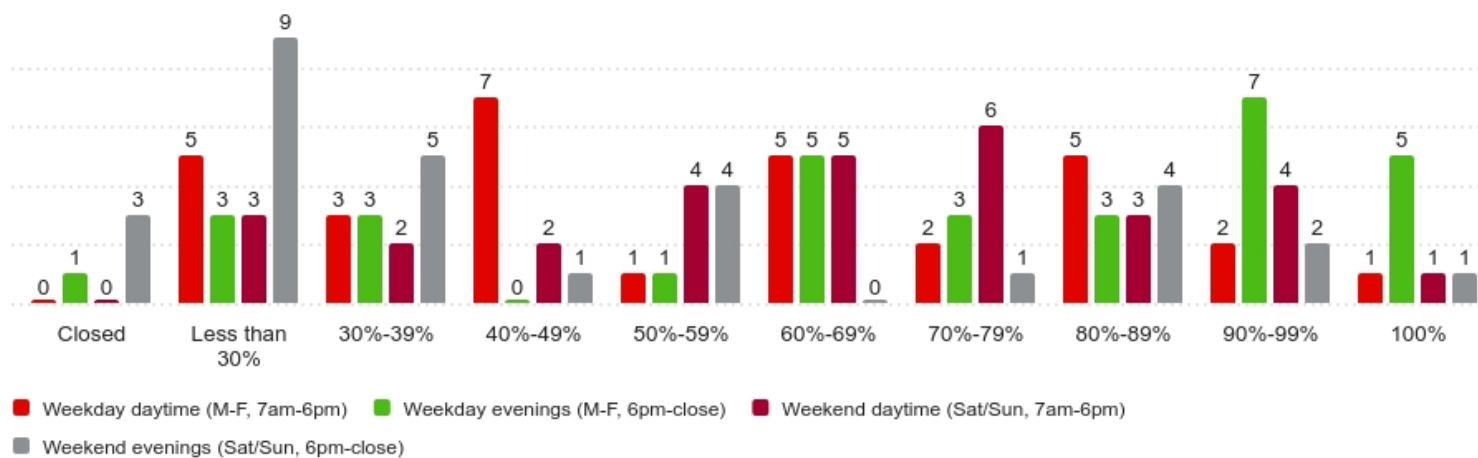
To your best estimate, what percentage of your Junior players identify as girls or women tennis players?



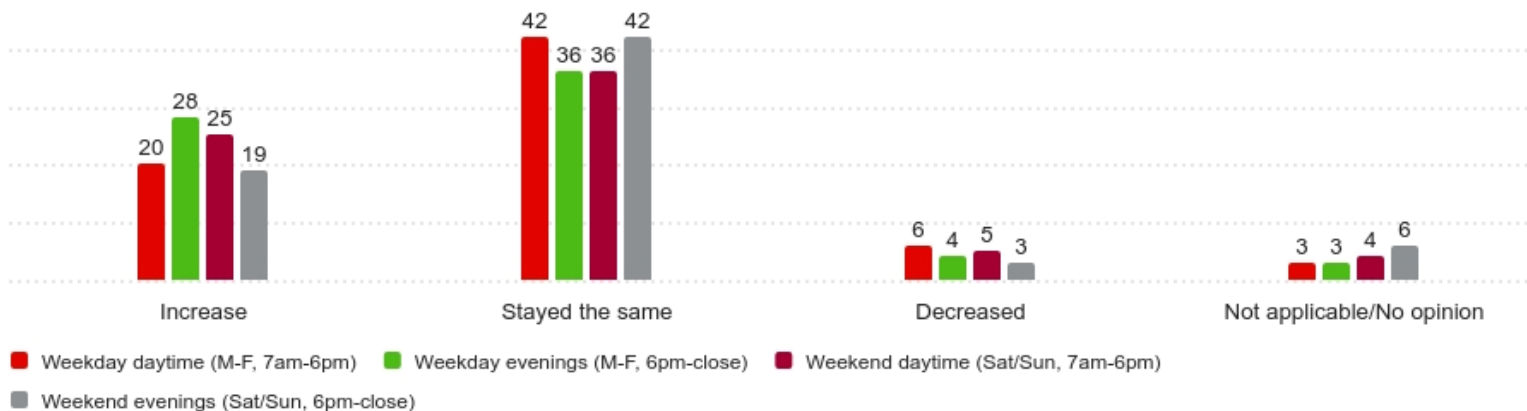
How has the proportion of Junior players who identify as girls or women tennis players changed this season compared to the 2023 season?



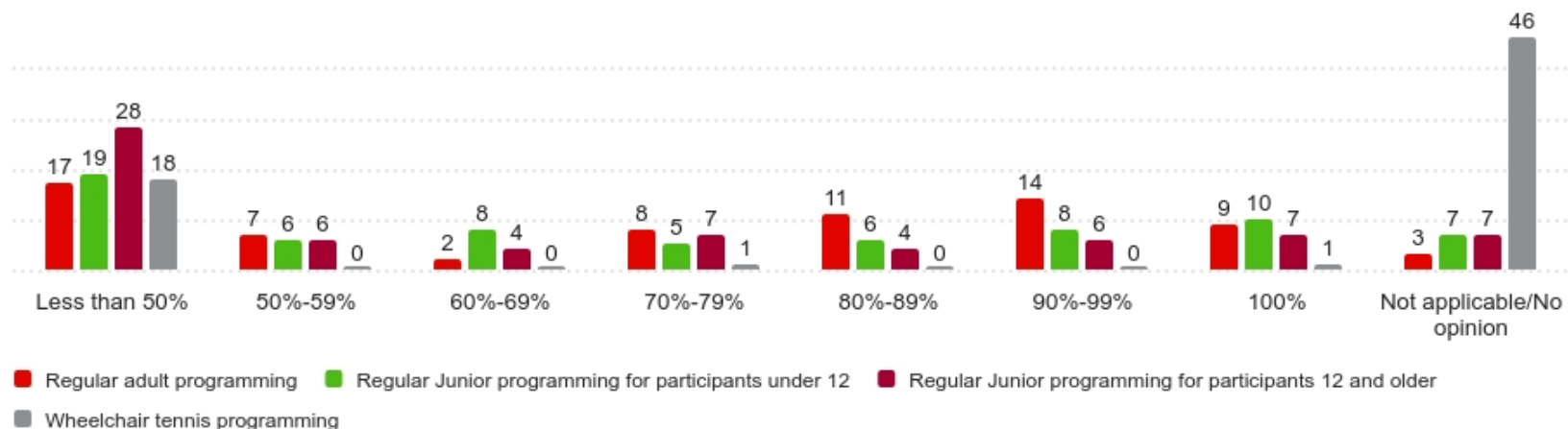
## Thinking specifically about the current outdoor season, what is your court utilization during the following time periods?



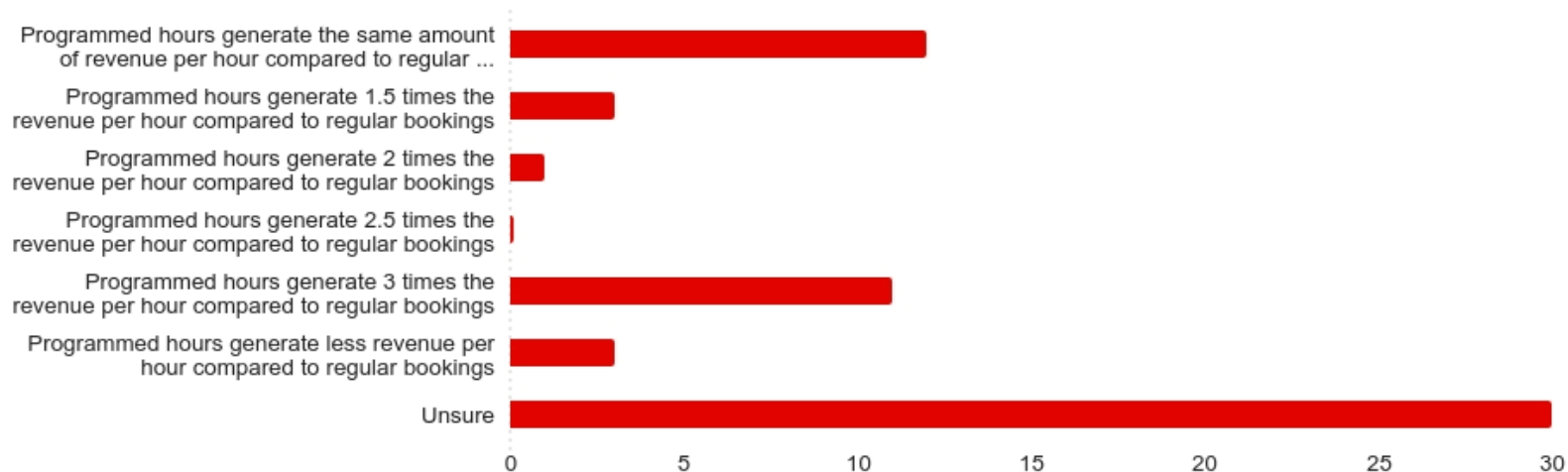
## How has your facility's court utilization changed this season compared to the 2023 season?



Using your best estimate, indicate the level of capacity in which your programming is operating.

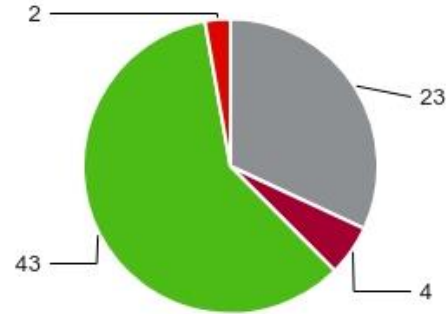


When comparing different revenue streams at your facility, what statement below best describes your net revenue related to court hours?



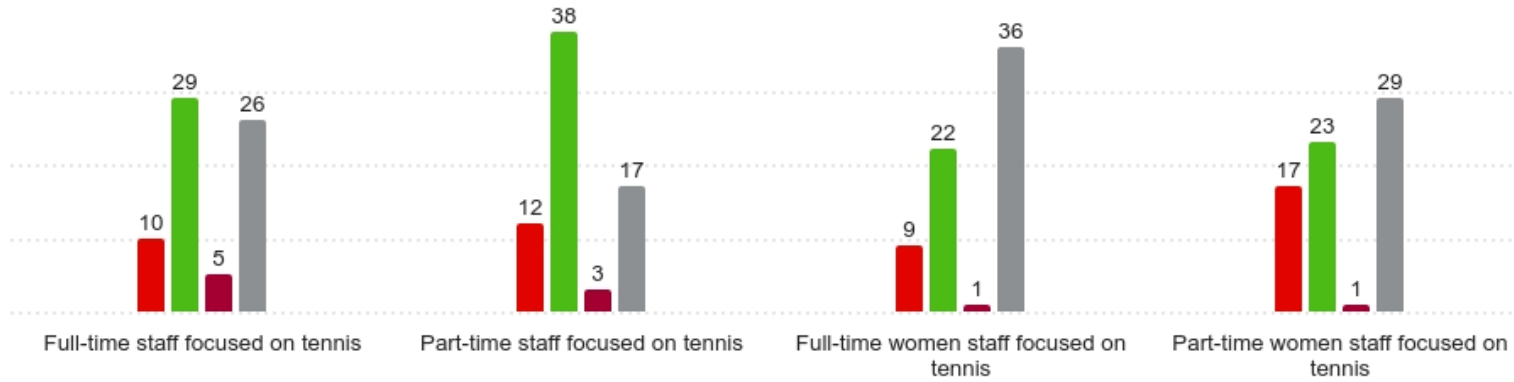


Which of the following statements best describes the number of outdoor courts you have available in relation to the demand for outdoor courts during the 2024 season.



■ We have the perfect number of outdoor courts ■ We could use less outdoor courts ■ We could use more outdoor courts ■ Unsure

Has the size of your staff in each of the following groups increased, stayed the same, or decreased?



■ Increased ■ Stayed the same ■ Decreased ■ Not applicable/No opinion





# General Coach Profile

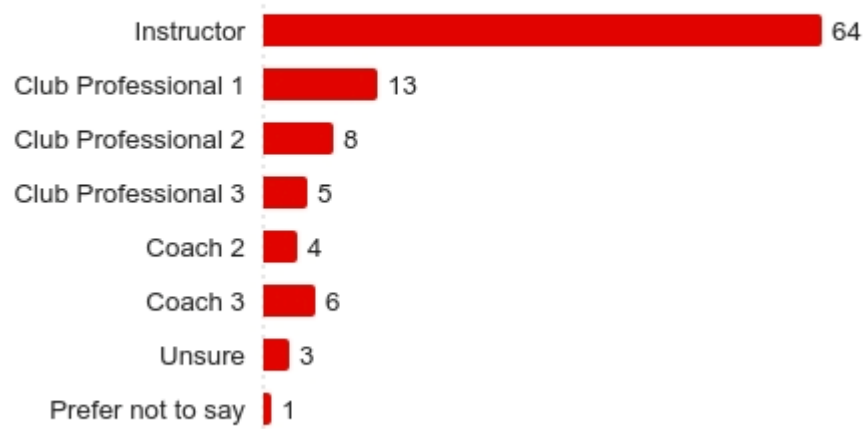
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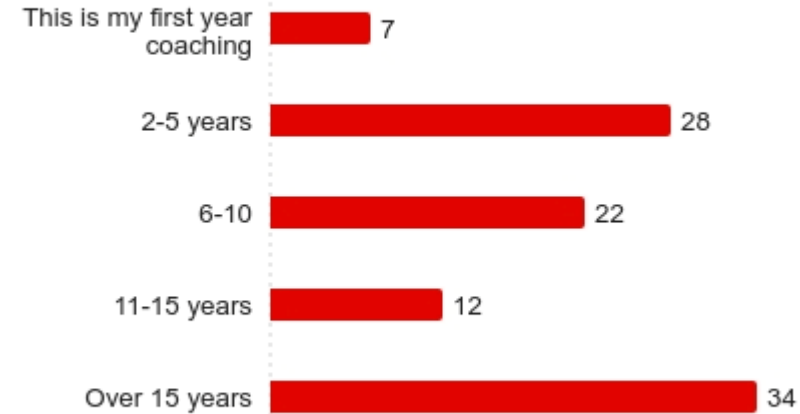
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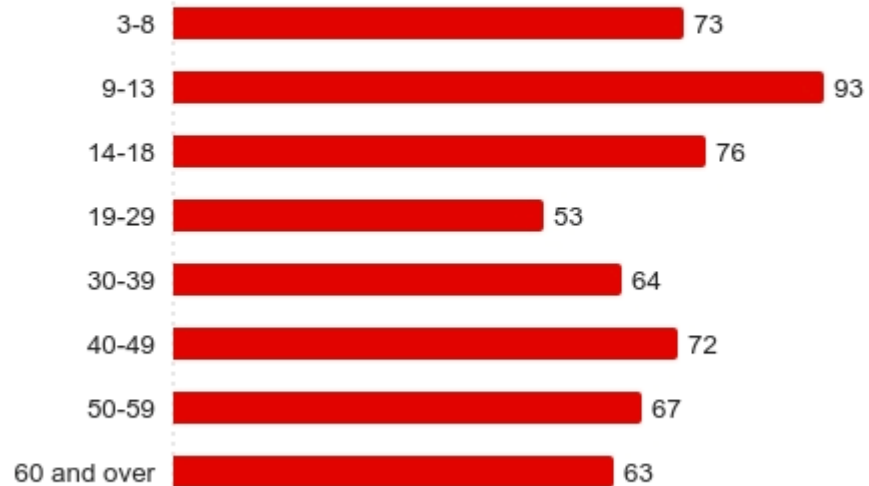
Please select the highest level of coach certification in which you currently hold?



How many years have you been coaching?



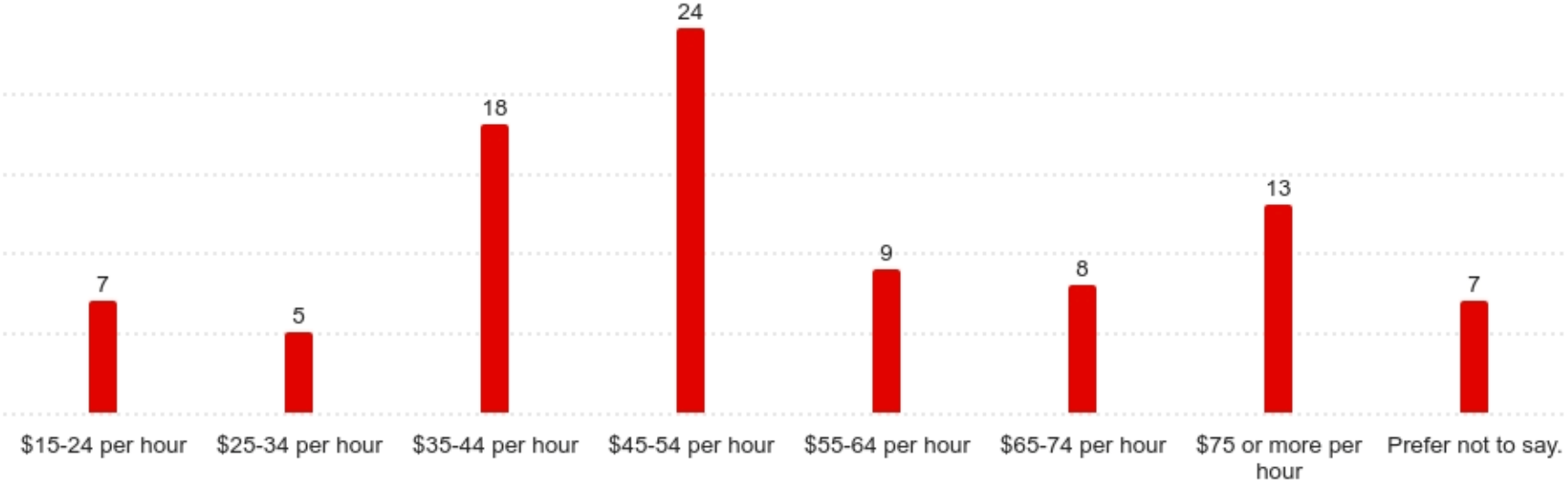
What are the ages of the tennis players you currently coach?  
Please check all that apply.



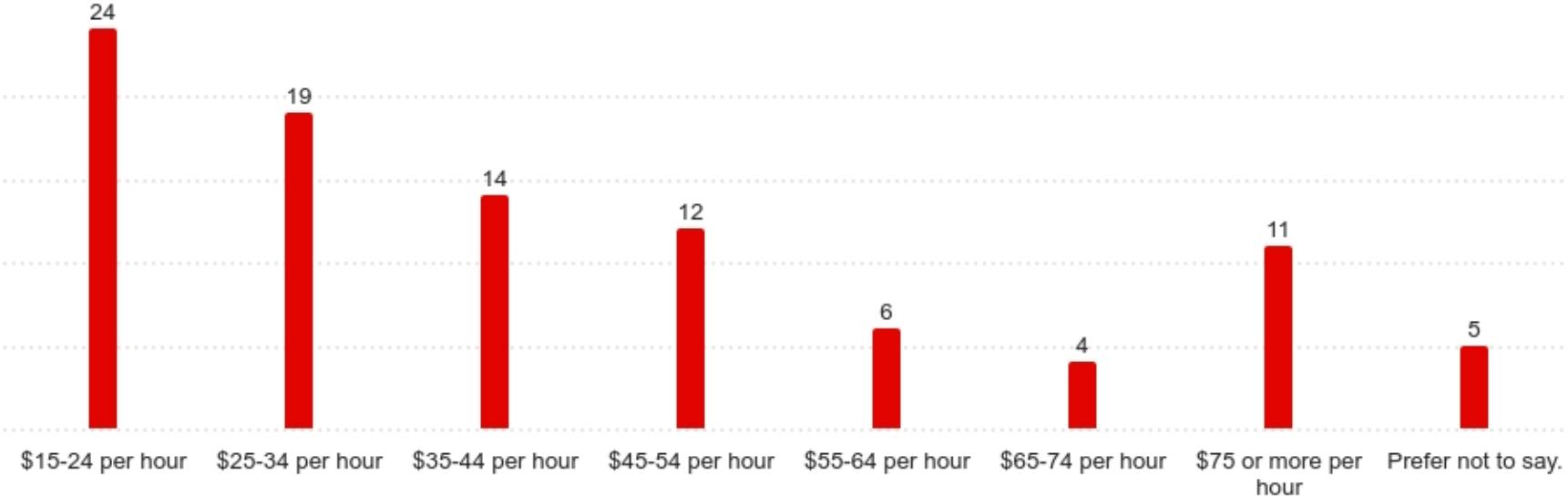
Which method best describes how you deliver your coaching?



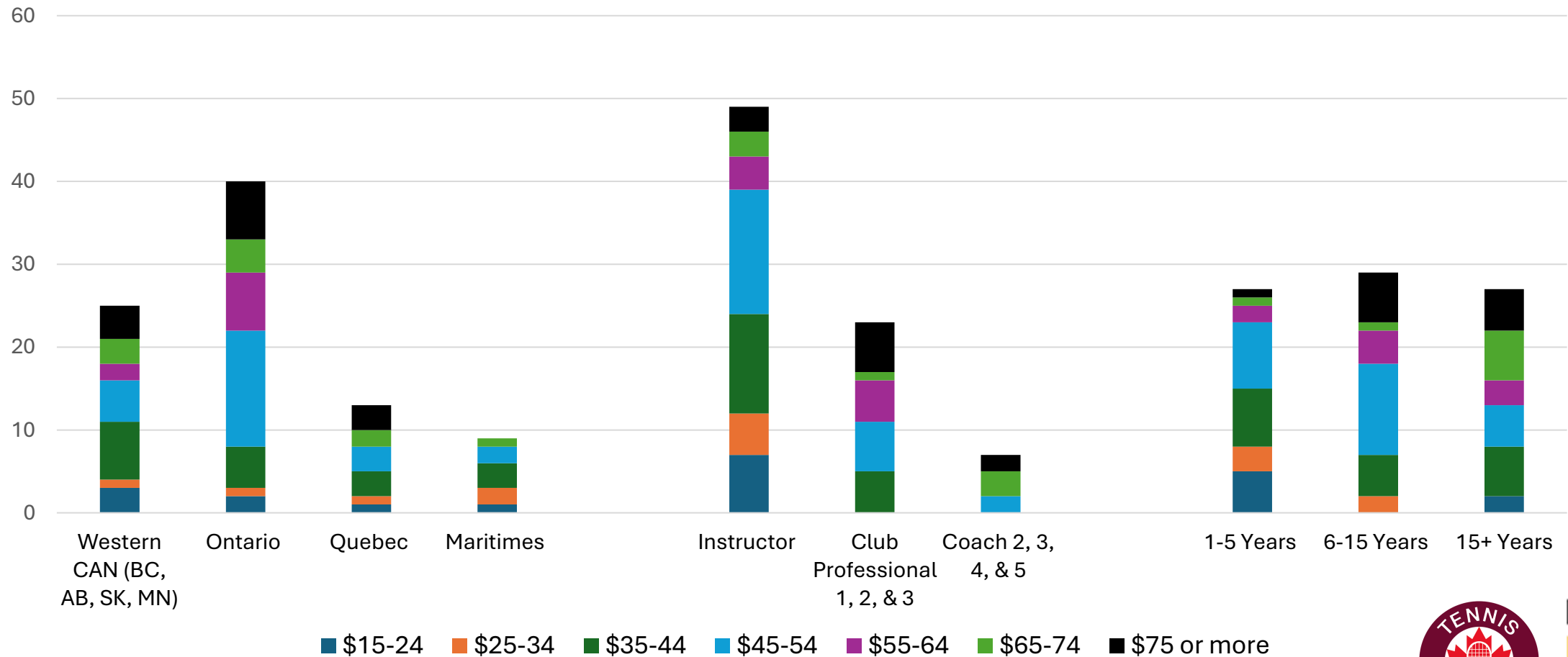
On average, please indicate your hourly rate for your coaching services in private lessons.



On average, please indicate your hourly rate for your coaching services in group lessons.



# Private Lesson Rates by Region, Coaching Certification & Years of Experience



# Group Lesson Rates by Region, Coaching Certification & Years of Experience

