

# Final PPL Survey 2009-v2

## Results Overview



Date: 5/19/2009 2:01 PM PST  
 Responses: Completes  
 Filter: No filter applied

### Player Profile

#### 1. Were you registered to play in the Peachtree Paddle league this Season (08/09)?

Yes		70	79%
No (Please Skip to Question 4)		19	21%
Total		89	100%

#### 2. What Platform Tennis level did you play this year?

AA		16	23%
A1		27	38%
A2		23	32%
B		5	7%
Total		71	100%

#### 3. How many League platform matches did you play this season?



0		4	6%
1-2		12	17%
3-5		21	30%
6+		33	47%
Total		70	100%

#### 4. Did you play in the Peachtree Paddle League last year? (07/08)





Yes		49	56%
No		38	44%
Total		87	100%

#### 5. What is your ALTA Tennis Level?







AA		29	33%
A		33	38%
B		7	8%

C		3	3%
Don't know		15	17%
Total		87	100%

**6.** How many non League platform matches did you play this season?

0		37	42%
1-2		13	15%
3-5		19	22%
6+		19	22%
Total		88	100%

**7.** Where do you consider yourself a native?




Atlanta		19	21%
South - Not Atlanta		9	10%
North East		38	43%
Mid West		21	24%
West		1	1%
Other		1	1%
Total		89	100%

**8.** Did you play Platform Tennis before the PPL?

Yes		56	63%
No		33	37%
Total		89	100%

**Paddle Venues**

**9.** Please check the venues where you played at least one match during the season.

Ansley		33	47%
Cherokee		65	93%
GPC		36	51%

**10.** Please rank the Platform venues in order of preference. (1=favorite venue, 4= least favorite)

Top number is the count of respondents selecting the option. Bottom % is percent of the	1	2	3	4
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total respondents selecting the option.				
Ansley	4 7%	14 25%	21 37%	18 32%
Cherokee	44 63%	18 26%	3 4%	5 7%
GPC	16 28%	18 32%	11 19%	12 21%
Piedmont	5 11%	12 26%	20 43%	10 21%

## League Scheduling & Logistics

### 11. How Satisfied were you with the web based scheduling tool?

Not at all Satisfied		1	1%
		0	0%
		1	1%
		4	5%
		2	3%
		2	3%
		12	16%
		23	30%
		11	14%
Extremely Satisfied		21	27%
Total		77	100%

### 12. Which of the following features did you use?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Yes	No
Online scheduling	71 96%	3 4%
Member Directory	62 87%	9 13%
Directions	35 58%	25 42%
Blog	19 33%	39 67%
Click through into sponsor site	31 50%	31 50%
Videos	47 69%	21 31%

**13.** What are the top features you would like to see added to the web based scheduling tool?

Results tracking system		39	70%
Historical record of matches played		32	57%
Chat room		8	14%
Other, please specify		5	9%

**14.** What are the top 3 areas that would best enhance your Platform League experience? (select up to 3)

Longer Season		27	35%
Shorter season		1	1%
Better quality of players at my skill level		14	18%
More matches from which to chose		28	36%
Courts closer to my home or office		23	30%
Identify players who want "extra" paddle outside of league play.		37	48%
Other, please specify		20	26%

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**15.** To what extent did the following factors negatively impact the number of matches you could play this season?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Little to No Influence	Somewhat Influential	Highly Influential
Travel & Work Commitments	18 23%	22 28%	39 49%
Family Commitments	21 26%	32 40%	27 34%
Location of courts relative to your home	48 62%	16 21%	13 17%
Location of courts relative to your job	53 72%	10 14%	11 15%
Other athletic activities	29 38%	34 44%	14 18%
Overall interest in Platform Tennis	56 77%	16 22%	1 1%
Injury/Surgery	55 72%	7 9%	14 18%

Don't personally know many league players	56 75%	15 20%	4 5%
Difficulty in finding an available time at my level	42 57%	23 31%	9 12%
Quality of match play (matches too easy or hard)	51 69%	16 22%	7 9%

**17.** To what extent would a more flexible schedule help increase the number of matches you could play?



Very Helpful		21	26%
Somewhat Helpful		46	58%
Not Helpful		13	16%
Total		80	100%

**18.** This season we had matches everyday except Friday. What is your preferred time to play?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not all interested	2	3	4	5	6	7	8	9	Extremely Interested
Weekday (night)	2 3%	2 3%	1 1%	1 1%	2 3%	2 3%	14 18%	18 24%	6 8%	28 37%
Weekday (day)	27 38%	7 10%	11 15%	4 6%	2 3%	2 3%	4 6%	2 3%	3 4%	9 13%
Saturday (morning)	9 12%	4 5%	4 5%	4 5%	5 7%	5 7%	7 9%	16 21%	11 14%	11 14%
Saturday (afternoon)	8 11%	6 8%	2 3%	1 1%	8 11%	3 4%	18 24%	12 16%	10 13%	7 9%
Sunday (morning)	20 27%	5 7%	4 5%	2 3%	9 12%	4 5%	7 9%	12 16%	6 8%	5 7%
Sunday (afternoon)	9 12%	3 4%	0 0%	1 1%	8 10%	3 4%	19 25%	16 21%	11 14%	7 9%

**19.** Please check each of the events you attended this year?










Whale Bar Party (October 10th)		20	23%
Exhibition @ Cherokee (November 1st)		31	36%
Peachtree Paddle Invitational Tournament (January 17th)		43	50%

League Championship (February 28th)		40	47%
None - I did not attend any of these events this year		21	24%






You have now completed page 2 of 3

### League Satisfaction

#### 20. What was your overall satisfaction with the 2008-09 PPL League?








Not at all satisfied		1	1%
		0	0%
		2	3%
		1	1%
		4	5%
		2	3%
		14	18%
		13	16%
		14	18%
Very Satisfied		28	35%
		<b>Total</b>	<b>79</b>
			<b>100%</b>

#### 21. How has your satisfaction with the league changed this year?

Did not play last year		24	31%
Significantly Declined		0	0%
Somewhat Declined		3	4%
Stayed about the same		24	31%
Somewhat Improved		19	25%
Significantly Improved		7	9%
		<b>Total</b>	<b>77</b>
			<b>100%</b>

#### 22. How likely are you to recommend PPL to a friend?






Not at all likely to		1	1%
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recommend			
		0	0%
		1	1%
		0	0%
		2	2%
		3	4%
		4	5%
		10	12%
		10	12%
Definitely would recommend		53	63%
Total		84	100%

**23.** To what extent do the following activities contribute to your overall enjoyment of the league?


Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	No contribution at all	2	3	4	5	6	7	8	9	Significantly contributes
	Professional Exhibition	13 17%	4 5%	2 3%	3 4%	9 12%	7 9%	14 18%	9 12%	4 5%
PPL Tournament	6 8%	0 0%	1 1%	2 3%	13 18%	6 8%	13 18%	11 15%	5 7%	17 23%
League Championship	6 8%	1 1%	1 1%	4 5%	16 22%	4 5%	14 19%	8 11%	7 9%	13 18%

**24.** At this point, how likely are you to sign up for next year?

Very Likely		61	71%
Somewhat Likely		11	13%
Unsure		6	7%
Somewhat Unlikely		3	3%
Very Unlikely		5	6%
Total		86	100%

League Growth & Management

**26.** Do you belong to a club that you think should build courts? (besides PDC, Ansley & Cherokee)

Yes		20	29%
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No		50	71%
Total		70	100%
20 Responses			

**27.** Would you be interested in helping volunteer next season?

Yes		15	19%
Possibly		31	38%
No		35	43%
Total		81	100%

League Sponsorship

**29.** To what extent did our sponsors influence your buying behavior in some way that is beneficial to their business? (check all that apply)

Purchased products from a sponsor		35	56%
Plan to purchase products from a sponsor		21	34%
Recommended products from a sponsor		22	35%
Plan to recommend products from a sponsor		14	23%

**30.** Are you interested in potential sponsorship opportunities for your business? ( If yes, Please also provide your name & contact info in the next question below.)

Yes		8	10%
No		69	90%
Total		77	100%

**31.** Do you display a PPL sticker on your car?

Yes		20	25%
No		53	66%
No, but I'd like to have a sticker (please provide contact information below)		7	9%

You have now completed the last page of the survey. Please be sure and press "Submit" below.



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