

# PPL Survey 2010

## Results Overview



Date: 6/6/2010 4:23 AM PST  
 Responses: Completes | Partial  
 Filter: No filter applied

### Player Profile

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

AA		17	29%
A1		20	34%
A2		22	37%
Total		59	100%

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

0		1	2%
1-2		7	12%
3-5		16	28%
6+		34	59%
Total		58	100%

#### 3. Did you play in the Peachtree Paddle League last year? (08/09)

Yes		49	83%
No		10	17%
Total		59	100%

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






AA		21	36%
A		21	36%
B		5	8%
C		0	0%
Don't know		12	20%
Total		59	100%

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

0		9	15%
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1-2		10	17%
3-5		13	22%
6+		27	46%
Total		59	100%

## 6. Where do you consider yourself a native?

Atlanta		20	34%
South - Not Atlanta		2	3%
North East		21	36%
Mid West		14	24%
West		1	2%
Other		1	2%
Total		59	100%

## 7. Did you play Platform Tennis before the PPL?

Yes		38	64%
No		21	36%
Total		59	100%

## 8. What is your gender?

Male		50	85%
Female		9	15%
Total		59	100%

## Paddle Venues

## 9. Please rank the Platform venues in order of Preference (1= favorite venue, 5 = least favorite)

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Favorite	2	3	4	Least Favorite
Ansley	0 0%	6 12%	12 24%	8 16%	25 49%
Cherokee	48 83%	9 16%	1 2%	0 0%	0 0%
GPC	9 18%	17 34%	11 22%	9 18%	4 8%

PDC	6 11%	20 37%	12 22%	11 20%	5 9%
RCS	3 6%	7 15%	12 25%	14 29%	12 25%

### 10. What is your view towards coed league play?

I enjoy the opportunity to play coed matches at my level.		30	51%
I'm indifferent		20	34%
I'd prefer a separate league for men and women		9	15%

### League Scheduling & Logistics

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

Not at all Satisfied		0	0%
		0	0%
		1	2%
		0	0%
		2	3%
		2	3%
		4	7%
		13	22%
		22	37%
Extremely Satisfied		15	25%
	Total	59	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 Scoring (new)	41 71%	17 29%
Online Results Tracking (new)	28 52%	26 48%
Member Directory	54 92%	5 8%
Blog	16 30%	37 70%

Click through into sponsor site	25 45%	31 55%
News of Events	49 88%	7 12%

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**14.** 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	17 29%	19 33%	22 38%
Family Commitments	14 25%	21 37%	22 39%
Location of courts relative to your home	25 43%	18 31%	15 26%
Location of courts relative to your job	36 62%	15 26%	7 12%
Other athletic activities	28 48%	28 48%	2 3%
Overall interest in Platform Tennis	45 78%	9 16%	4 7%
Injury/Surgery	38 67%	14 25%	5 9%
The Economy	53 91%	4 7%	1 2%
Difficulty in finding an available time at my level	19 33%	26 46%	12 21%
Quality of match play (matches too easy or hard)	34 60%	19 33%	4 7%

**16.** 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)	0 0%	1 2%	1 2%	1 2%	1 2%	3 5%	3 5%	9 16%	10 17%	29 50%
Weekday (day)	20 36%	7 12%	7 12%	0 0%	5 9%	0 0%	2 4%	4 7%	1 2%	10 18%
Saturday (morning)	5 9%	0 0%	2 4%	3 5%	3 5%	1 2%	6 11%	9 16%	9 16%	19 33%

Saturday (afternoon)	7 13%	3 6%	2 4%	2 4%	3 6%	5 10%	6 12%	8 15%	6 12%	10 19%
Sunday (morning)	16 29%	2 4%	3 5%	3 5%	5 9%	3 5%	0 0%	7 13%	6 11%	10 18%
Sunday (afternoon)	5 9%	1 2%	1 2%	3 6%	3 6%	3 6%	8 15%	13 24%	8 15%	9 17%








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

RCS Exhibition @ Cherokee (October 9th)		16	27%
Peachtree Paddle Invitational Tournament (January 16/17th)		39	66%
League Championship (February 27th)		38	64%
None		6	10%



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League Satisfaction

**18.** What was your overall satisfaction with the 2009-10 PPL League?






Not at all satisfied		0	0%
		0	0%
		0	0%
		1	2%
		1	2%
		2	3%
		4	7%
		18	31%
		13	22%
Very Satisfied		20	34%
		<b>Total</b>	<b>59</b>
			<b>100%</b>

**19.** How has your satisfaction with the league changed this year?

Did not play last year		8	14%
Significantly Declined		0	0%
Somewhat Declined		6	10%

Stayed about the same		18	31%
Somewhat Improved		19	33%
Significantly Improved		7	12%
Total		58	100%

**20.** How likely are you to recommend PPL to a friend?



Not at all likely to recommend		0	0%
		0	0%
		0	0%
		1	2%
		0	0%
		0	0%
		2	3%
		4	7%
		5	8%
Definitely would recommend		47	80%
Total		59	100%

**21.** 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	11 20%	5 9%	8 14%	2 4%	7 12%	4 7%	7 12%	4 7%	3 5%
PPL Tournament	0 0%	2 4%	1 2%	1 2%	6 11%	4 7%	7 12%	11 19%	6 11%	19 33%
League Championship	1 2%	0 0%	2 4%	1 2%	6 11%	3 6%	11 20%	11 20%	6 11%	13 24%
Social Events	2 4%	3 5%	2 4%	3 5%	3 5%	1 2%	10 18%	16 28%	6 11%	11 19%

exhibitions not a big driver, which is consistent feedback



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

Very Likely		55	95%
Somewhat Likely		3	5%
Unsure		0	0%

Somewhat Unlikely		0	0%
Very Unlikely		0	0%
Total		58	100%





## League Growth &amp; Management

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







Yes		10	19%
No		43	81%
Total		53	100%

9 Responses



**25.** If you are not already a member of a club with courts, would you be interested in joining a club with a low cost paddle option such as RCS?

Yes		3	6%
Possibly		20	37%
No		17	31%
N/A - Already a member of a club with courts		14	26%

**26.** **Guest fees charged** to the League have risen dramatically. Would you be willing to **pay more** (or less) based on your own frequency of play as a guest?





Definitely yes		14	25%
Probably yes		20	35%
Not Sure		9	16%
Probably Not		8	14%
Definitely Not		2	4%
Definitely Not		4	7%
Total		57	100%

**27.** Our entire league is volunteer based, would you be interested in helping volunteer some next season? (If Yes, please include contact information at end of survey)



Yes		20	43%
No		26	57%
Total		46	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		29	53%
Plan to purchase products from a sponsor	 <b>62% have or plan to purchase</b>	5	9%
Recommended products from a sponsor		8	15%
Did not do any business with a sponsor		22	40%

**30.** Are you interested in potential sponsorship opportunities for your business? ( If yes, Please also provide your name & contact info at the bottom of this page.)

Yes		7	13%
No		47	87%
Total		54	100%

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

Yes		19	35%
No		32	58%
No, but I'd like to have a sticker (please provide contact information below)		4	7%

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

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