



**SW Metro  
Pickleball Club**

# Pickleball Player Survey 2016

Results Summary

# Contents

- Google Forms Report
  - Survey Response Rates
  - Highlights
- In Depth Analysis
  - Details of City-Specific Questions
  - Illumination of Data
    - Most Important Reasons for Playing Pickleball
    - Benefits of SWMPC
  - Themes: “What would motivate you to join SWMPC?”
  - Themes: “What else would you like to see from the SWMPC?”

# Survey Response Rates

- Total Survey Population = 1210
- Total Response Rate = 35%
- Approximate Response from Members = 285
  - Response Rate (% of Membership) = 71%
- Non-Member Responses = approximately 138

WOW!!!

# Highlights

- Players are perfectly balanced by Gender, but skewed to age 61+ (77%)
- Most learn about pickleball from friends and family (50%) or by observing play (18%)
- Pickleball is a relatively new sport (only 12% have played more than 5 years), and growing fast (44% have played < 2 years, 44% 3-5 years)
- 55% play 3+ times per week!
- 80% play year-round!

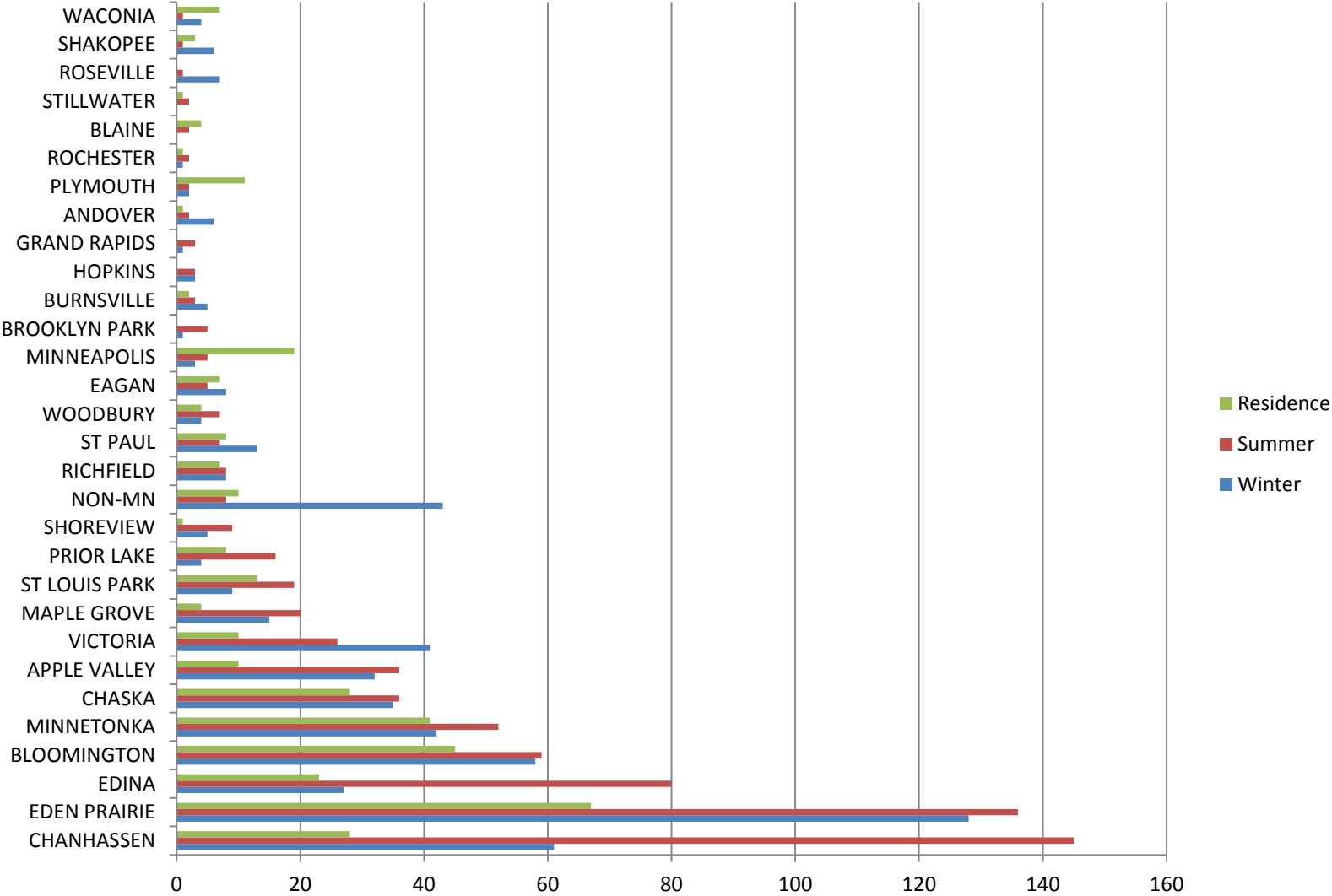
# Highlights Continued

- 59% of respondents have a Skill Level Rating of 3.0 – 3.5
- Most (64%) do not play in tournaments
- Increasing Skill Level, Fitness and Fun are by far the top 3 pickleball goals
- Top concerns regarding pickleball are
  - Courts: availability of court time, dedicated courts, and courts close to home
  - Finding competitive play appropriate with my skill level

# Highlights Relating to SWMPC

- Most (76%) are aware of SWMPC
- 33% of respondents are not Members of SWMPC. Reasons for not joining:
  - Club's purpose and benefits of joining are not clear.
  - They haven't been asked.
- 40% have been Members for 2 years or less
- 34% report that their primary reasons for joining SWMPC are to:
  - Support the sport of pickleball (34%)
  - Network with other players (17%)
- 80% have not volunteered for SWPC, but 43% of these said they would participate if asked

# Cities Where Pickleball is Played



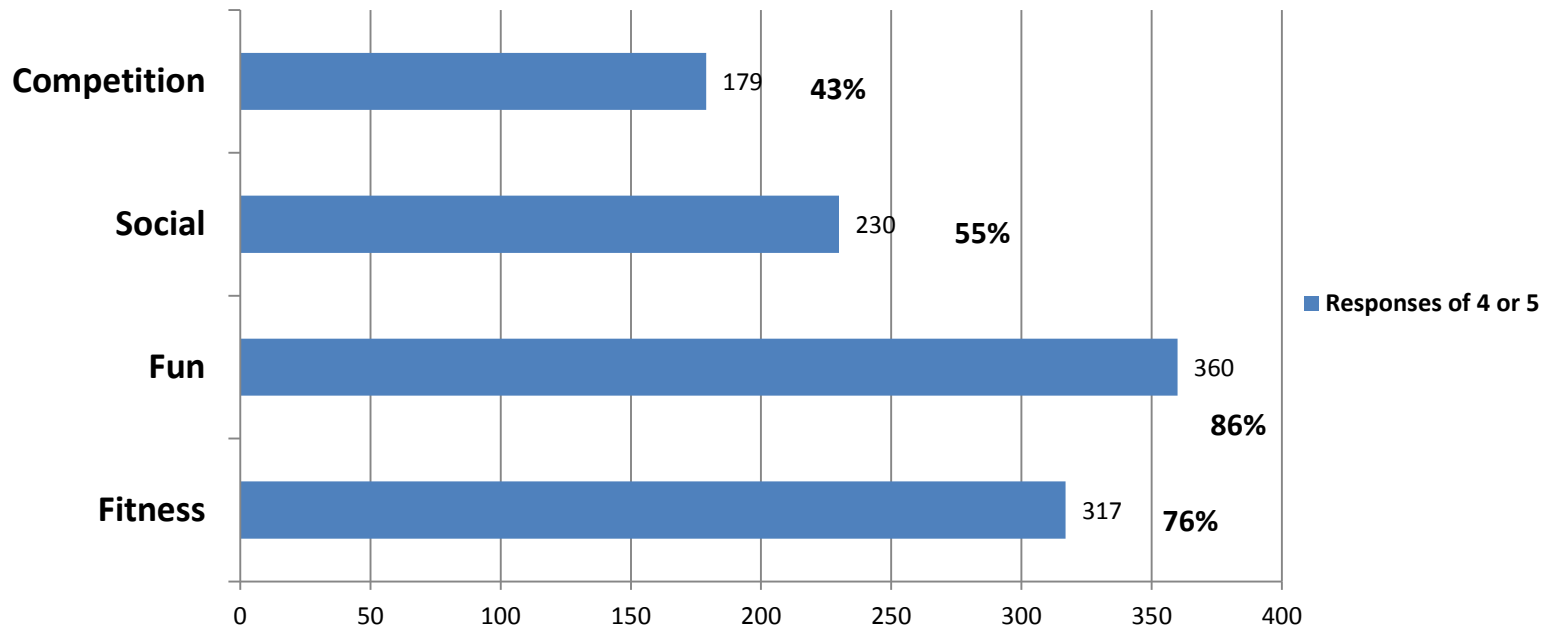
# City Data Insights

- 50% + respondents play at a single location (Summer and Winter)
- Following cities are heavily utilized (users vs. residents):
  - Chanhassen (61 Winter, 145 Summer, 28 Residents)
  - Eden Prairie (128 Winter, 136 Summer, 67 Residents)
  - Edina (80 Summer, 23 Residents)
  - Victoria (41 Winter, 10 Residents)
  - Maple Grove (20 Summer, 4 Residents)



# Reasons for Playing Pickleball

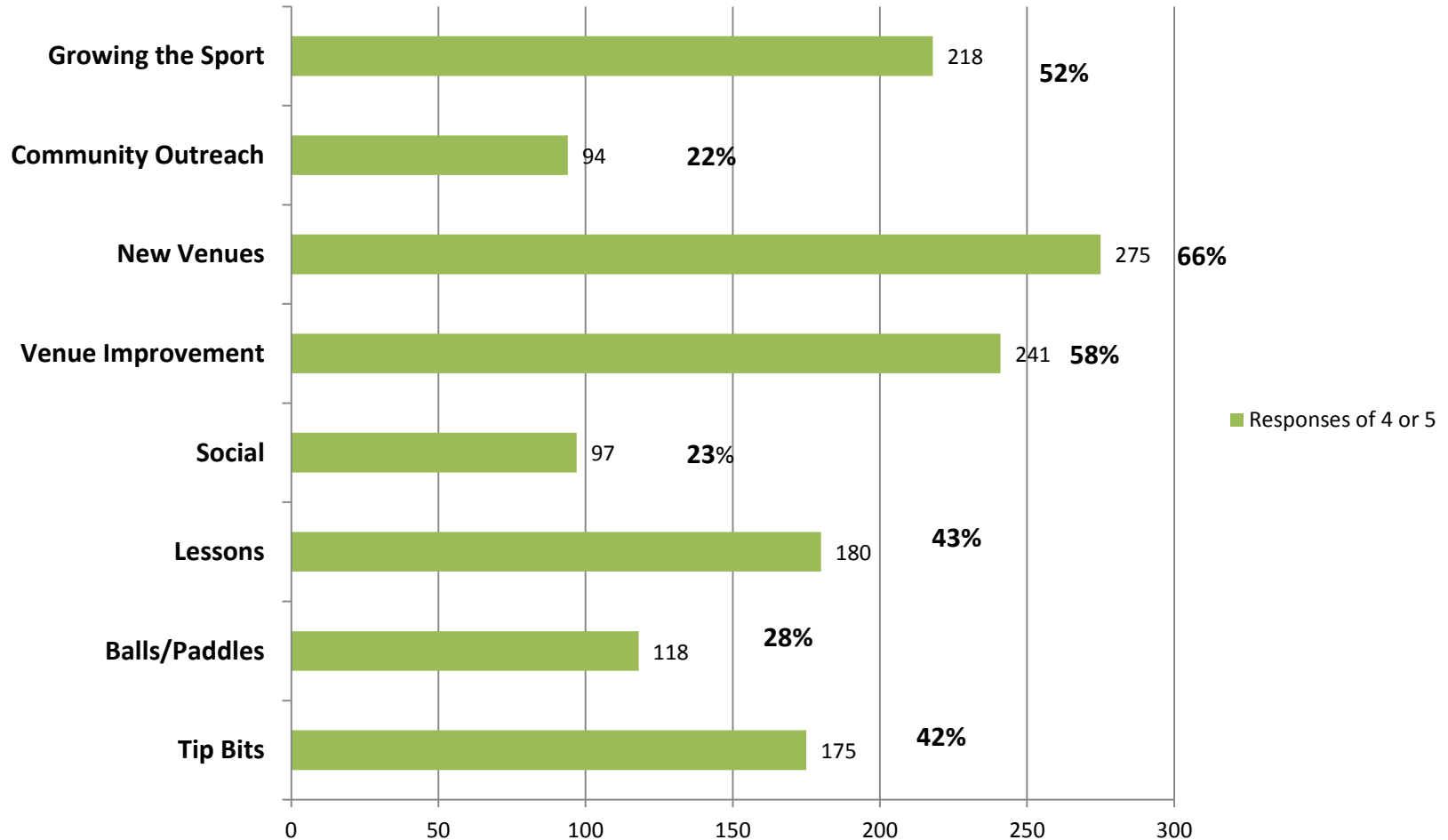
Responses of 4 or 5 (% of total)



**Fitness and Fun are clearly the Top Reasons for Playing Pickleball**

# Benefits of SWMPC

## Responses of 4 or 5 (% of total)



**Community Outreach, Social Events, and Balls/Paddles Significantly Less Important**

# What would you like to see from SWMPC? - Themes

- Organized Play
  - Dedicated courts and court times
    - 4.5 – 5.0 level players
    - 3.5 level players
    - 2.5 players
  - Opportunities to play at skill level and competitiveness
    - Rotation methods that promote balance across skill levels during open play
    - Ladders
- Advocacy for building new courts or increased court time (at a reasonable cost to players)
  - Chanhassen, Minneapolis, Apple Valley, Chaska, Bloomington
- More skill level appropriate drills/training
- Expanded night and weekend times for people who work
- Information
  - Court time availability by city
  - Emails regarding new events
  - Player contact lists (with Skill Level)

# What would motivate you to join SWMPC? - Themes

- Understanding the benefits and how to join
  - Knowledge about the club
  - Representatives at playing venues
  - Being asked/reminded
  - Invite to events
  - Easy way to pay
  - Clarity on geographic scope of club (Apple Valley? Expansion to East Metro?)
- Communication
  - Playing times and venues
  - Clinics/drills
  - Opportunities for beginners
- Discounts for websites and venues (examples: Pickleball Central, Champions)
- Campaign for new venues in local area/near home