

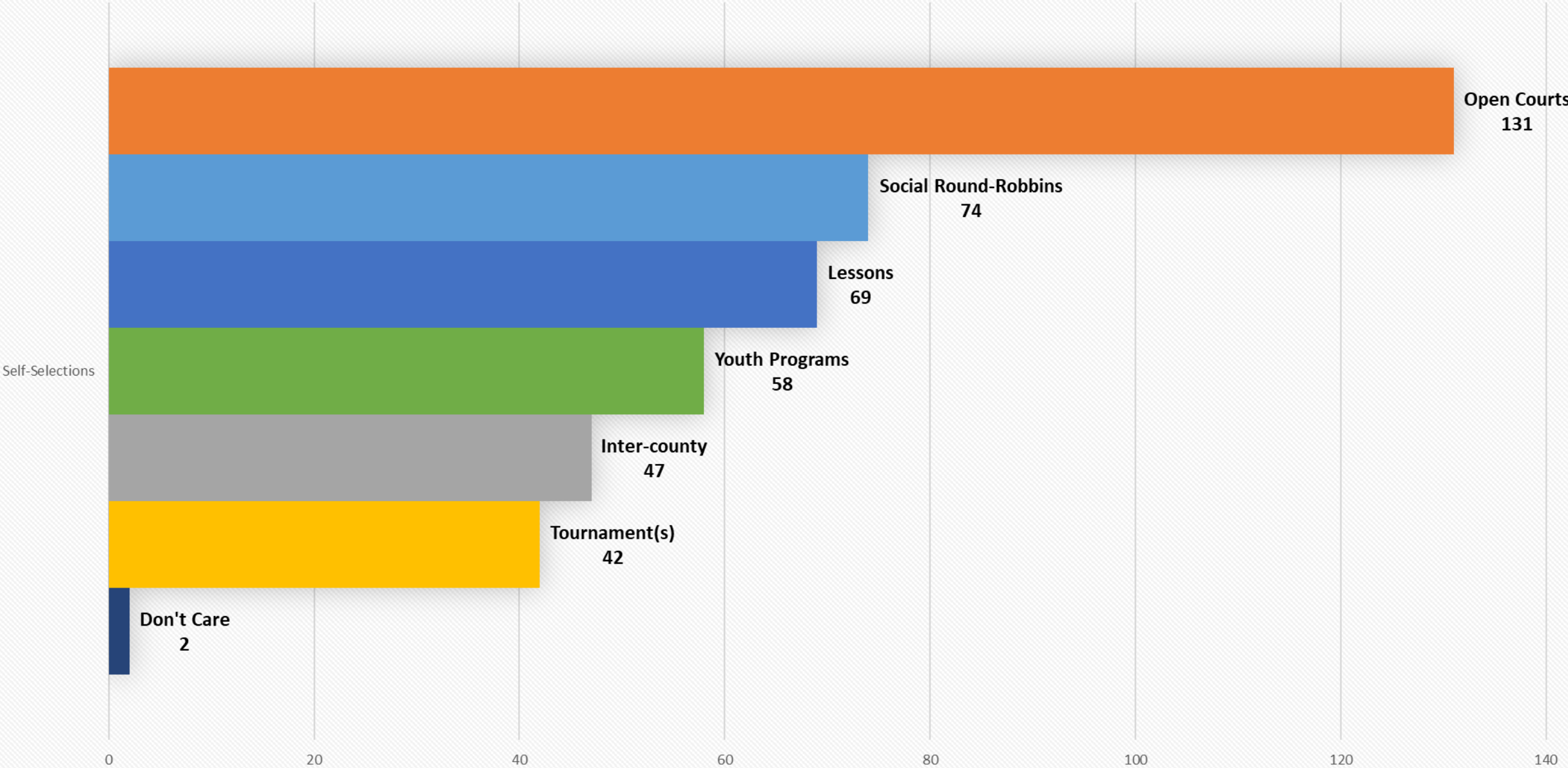
Swansea Community Tennis Club

2018 Member Survey
Results and Options

Survey Overview

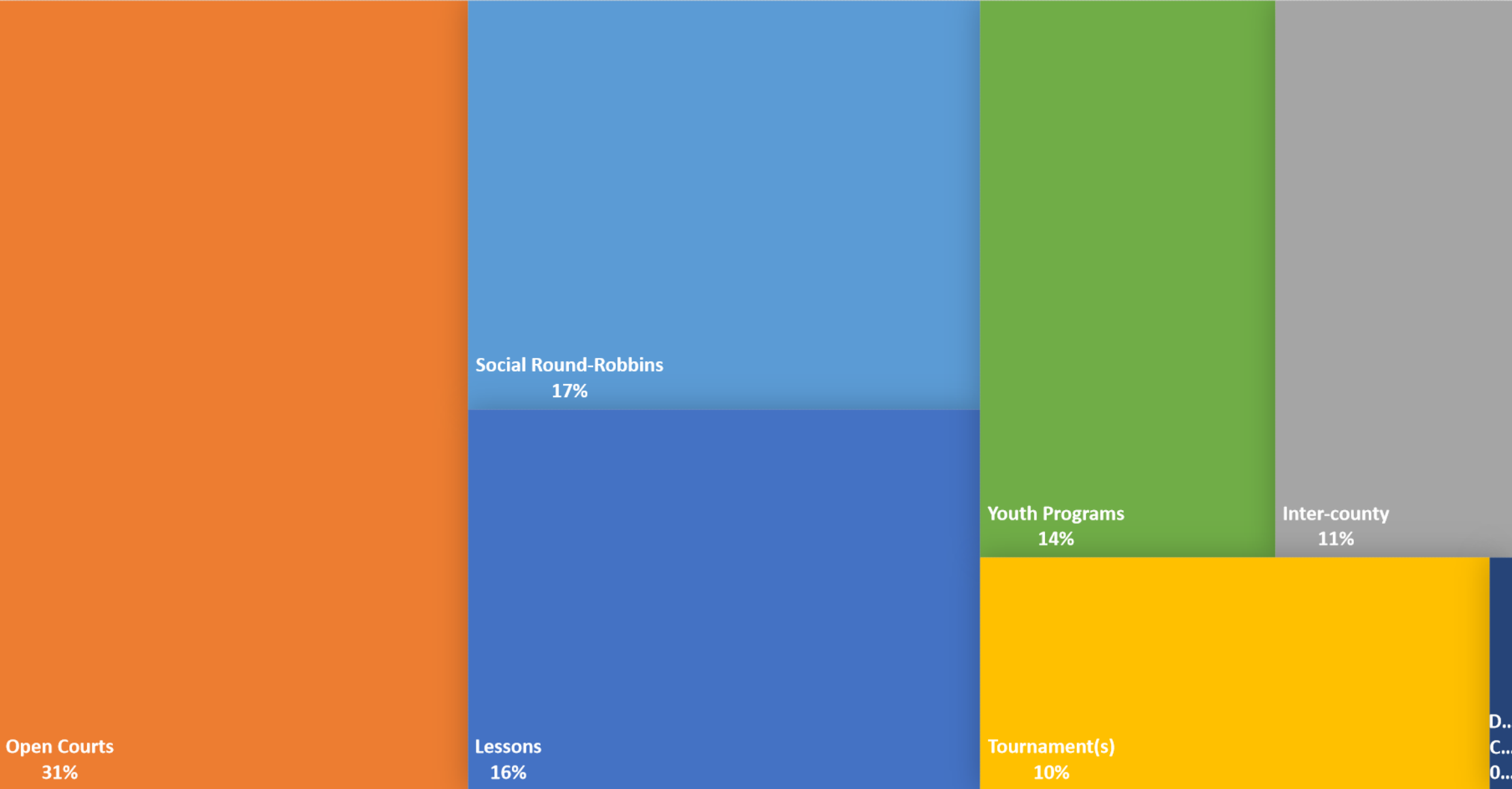
- Excellent response rate (158 total), especially considering Club is in temporary dormancy
 - Also achieved a very broad representation from men versus women; the whole spectrum from newer to long-term members; singles versus families
- There was one clear winner in terms of overall (unranked) preference, open court time, followed by three secondary priorities:
 - Social round robins
 - Lessons
 - Youth programs
- In general, people are willing to pay to support their preferences

Overall Preferences



Self-Selections

Overall Preferences - Total Proportion



Priorities and Willingness to Pay

- 83% of respondents thought open court time should be a priority
 - Open court time does not have any specific additional costs
- 47% of respondents thought social round robins should be a priority
 - 1/2 of those were willing to pay a higher Club fee to support round robins occupation of valuable prime court time and for refreshments
 - A combined 83% thought either once or twice per week, most likely on a weekday evening was appropriate
- 44% of respondents thought availability of lessons should be a priority
 - 2/3rds of those thought lessons should be self-funded (without Club sponsorship)
 - An additional 1/4 are willing to pay a nominal \$20 more on their annual fee
 - Only 10% are willing to pay more than \$20 in Club fees

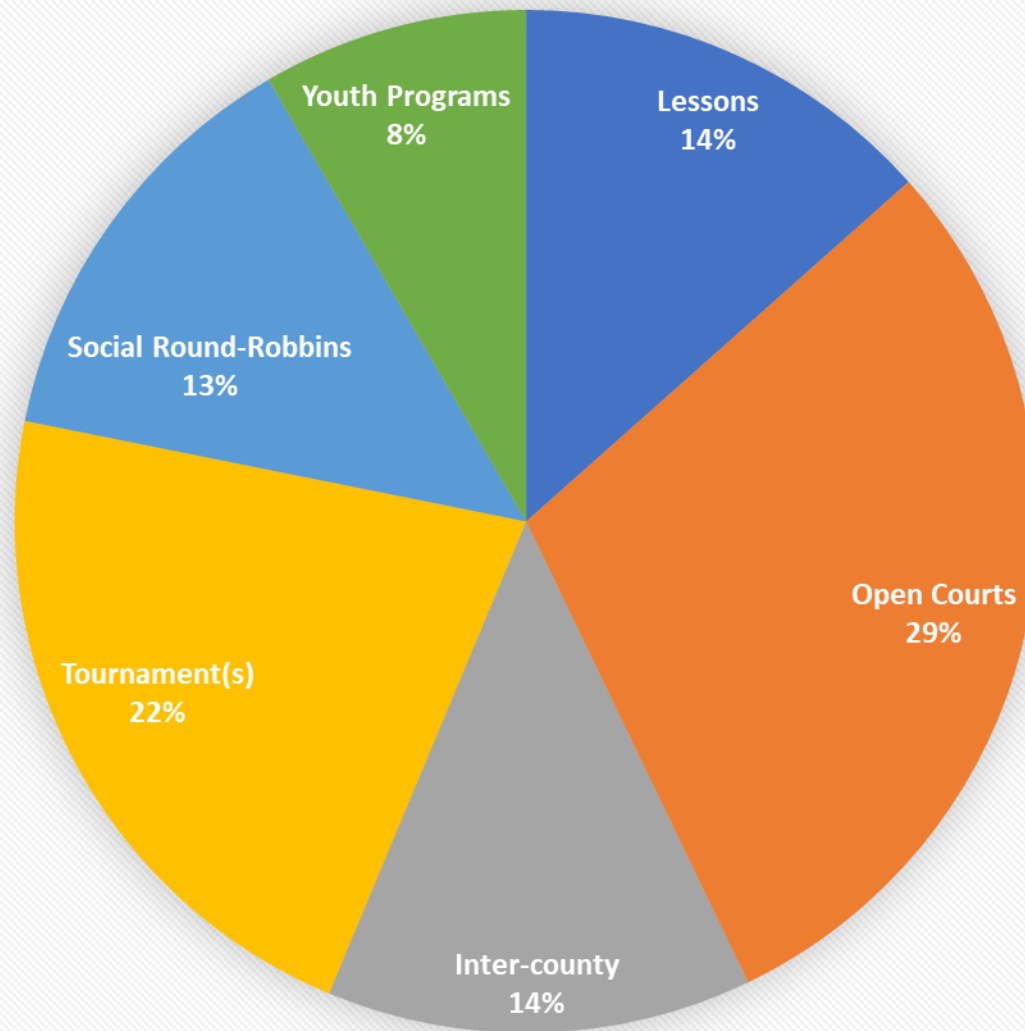
Priorities and Willingness to Pay

- 37% of respondents thought youth programs for a full age range of students should be prioritized
 - Just over 1/2 of those were unwilling to pay a higher Club fee
 - Just over 1/3 were willing to pay a modest \$20 extra in Club fees so that lessons could be made available during convenient times and in an organized manner
 - 95% thought that both Summer and after-school camps should be offered
 - There was good support for week-long camps of either half days or full days in the Summer
 - The vast majority of those interested in youth programs thought it appropriate to allow the camps to occupy the courts for the entire Summer school break (8 weeks)
 - The substantial majority thought that at most 3 or 2 courts should be occupied
 - Most people suggested a preference for 1-day-per-week for 8 weeks rather than 5-days-per-week for a single week format (that was offered in the past)
 - Only 1/3 thought it important for the programs to be operated directly by the Club versus 2/3 being okay with a contractor hired by the Club

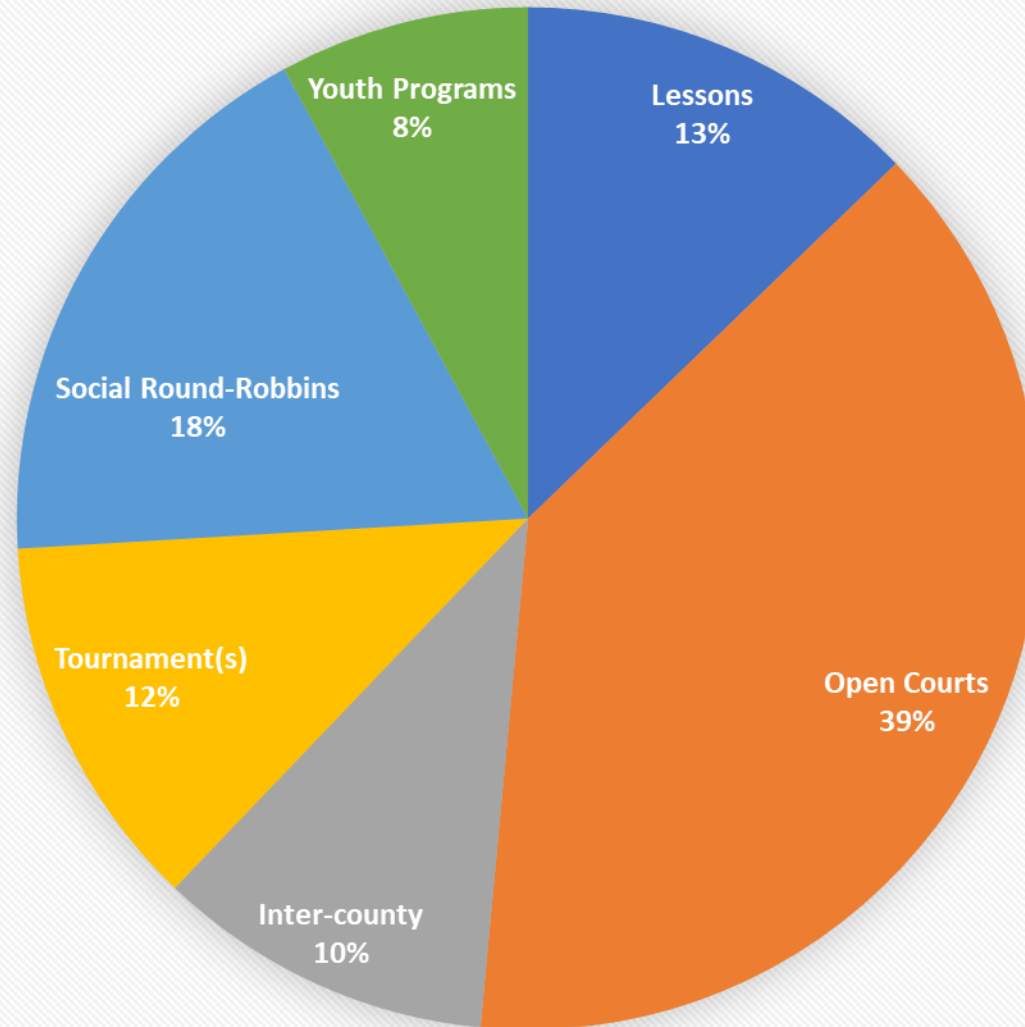
Priorities and Willingness to Pay

- Fewer than 1/3 of respondents prioritized tournaments or inter-county teams
- 3/4 of those supporting tournaments were willing to pay a higher membership fee to support prizes and other expenses
 - Since one or two tournaments per year (the favoured choices) would not occupy a large proportion of court time, a tournament entrance fee could provide sufficient funds for prizes and expenses
- Inter-county teams did not receive sufficient support given the large proportion of court time required
 - In direct opposition to more open court time favoured by the clear majority
- The pie chart on the next slide shows the breakdown of respondent's prioritized first choices (as opposed to the earlier bar graph of overall selections)
- The second pie chart illustrates the weighted preferences when analyzed by priority (i.e., a first choice is given more weight than a second choice and so on down to sixth choices)

Rank - 1st Choices



Rank (1st to 6th)-Weighted Choices



Priorities and Willingness to Pay

- In general, respondents wanted fees in a middle zone as compared to other community clubs
 - This was also reflected in the individual priority topic responses
- There was a modest slant towards the Club assuming more responsibility for ongoing major maintenance (to avoid the frustration of dealing with the slow and unresponsive City of Toronto)
 - But not enough to suggest a radical approach of independence similar to certain other neighbour clubs
- There was a modest slant towards a Club that offers more services as opposed to focusing on the provision of open court time
 - This might seem to contradict the earlier preference for open court time, but it does not—respondents could choose multiple priorities or interests
- 3/4 of respondents wanted the courts to be properly locked
- Almost half of respondents were interested in a booking system more sophisticated than the chalk board

Option Activity (Survey %)	1 – Mostly Open Court Time	2 – Limited Programming	3 – Programs of Choice	4 – Advanced Mostly Open Court Time
2019 Fee	Baseline fee (\$120 adult)	Modest increase (\$130)	Larger increase (\$160)	Medium Increase (\$150)
Open Court – Prime Time (83%)	85%	85%	65%	85%
Open Court – Non Prime (83%)	95%	60%	25%	95%
Social Round Robin (47%)	Y – one evening per week; self-funded	Y – one evening plus one non-prime time per week; Club sponsored	Y – one evening plus one or two non-prime time per week; Club sponsors	Y – one evening per week; self-funded
Lessons (44%) (instructors and students must always be members)	Y – Informal individual lessons only	Y – designated non-prime time for self-organized individual lessons	Y – club-approved pro gives discounted group and individual lessons at prime and non-prime times	Y – Informal individual lessons only
Youth Programs (37%)	N	Y – Limited Summer day camp	Y – full program for Summer day and after-school camps	N
Inter-County Teams (30%)	N	N	N	N
Tournaments (27%)	Y – 1 non-prime time self-funded	Y – 2 non-prime time self-funded	Y – 1 prime time; 1 or 2 non-prime time; Club-sponsored	Y – 1 non-prime time self-funded
Security (76%)	Simple combination locks; honour system	Key card/fob system; honour system	Key card/fob plus monitoring (primarily electronic)	Key card/fob plus advanced monitoring (primarily electronic)
Booking (45%)	Chalk board (as in the past)	Chalk board (as in the past)	Web-based booking	Web-based booking w/on-court display