

## **KEY FINDING of December 2019 SURVEY**

### **re: Bellingham Fitness Pickleball Courts (3 indoor courts)**

(FYI: All BELLINGHAM FITNESS GYM members will have access to the pickleball courts.)

Bellingham Pickleball Club (BPC) surveyed the local pickleball population via email and Facebook, focusing on the likelihood of joining Bellingham Fitness (BF) & how players wish the courts to be utilized.

#### **125 responded to the survey;**

9 are Snowbirds.

(Of 25 who said “Won’t Join” or “Unlikely to Join”, 9 chose option *NOT* to complete remainder of survey.)

#### **General Observation: Often there are Majority/ Minority preferences (4:1, 3:1, or 2:1). Examples:**

2/3 are motivated to improve skills, while 1/3 don’t care much about that.

2/3 want a method to sort by skill-level during open drop-in play, but 1/3 doesn’t.

80% think that systems work best if players know their skill-level, but 20% think it doesn’t matter.

80%/ 70% want a sign-up process to limit wait time, but the other 20%-30% doesn’t.

#### **SELF-Rated Skill-Level**

47% state they are *intermediate players (3.0 or 3.5)*

There are more *Beginner/ Novice players (levels 1.0-2.5)*, than *Advanced players (levels 4.0-5.0)* at **28% vs 19%**;

Advanced players are *more inclined* than other levels to be “Highly Likely” to join.

#### **Will They Join?**

26% Either “*already belong*” or are “*highly likely to join*”;

46% *Might join* (but almost half of those are loyal to another club or gym!)

20% “*Won’t join*” or “*probably won’t join*”

8% Would only join if there are “*more courts*”

#### **Common Reasons NOT to Join:**

56% Not in my financial budget;

36% Very loyal to another gym or club;

28% Have plenty of convenient places to play;

20% Concerned their pickleball buddies won’t join;

16% Are snowbirds

#### **Most Frequent Individual Comments**

Too Pricey/ Not in my budget and/or want affordable day pass (17);

They are very loyal to another Gym (6);

Concern about court availability/ regularity of play (6).

#### **For Court Rotations:**

66% Want a method to group by skill-levels for “Open” Drop-in Play;

33% Think “Open” Drop-in Play should be *only* for players willing to mix with all levels

40% of players want a method to group by sub-levels for “*Skill-Level*” Drop-in Play.

#### **People overwhelmingly want a sign-up process to limit wait times**

80% for Skill-Level Drop-in; 71% for Open Play Drop-in.

**Players overwhelmingly think systems work best when players know their skill-level.**

79% think players should know their skill level, while 21% think it doesn't matter.

**Top Reasons to Play Pickleball**

87% say socializing and having fun is important to them.

84% want to exercise and stay fit.

62% say they want to improve and become as skilled as possible.

35% are motivated by their love of competition.

**What Times Work for People to Play?**

***MOST Popular Times:*** Saturday morning & Weekday's late morning (around 70 people);

***Followed by:*** Weekend afternoons, Weekday early morning & Weekday early evening (45-55 people)

***LEAST Common:*** Weekend evenings & Weekday late evenings (*But there were still 30 people who'd play then!*)

**Court Usage Priorities for TOTAL Respondents** (*weighted for high & medium priority*)

*From Top to Bottom:*

- 1. Skill-Level Drop-in;**
- 2. Skill Development (extra fee);**
- 3. Open Drop-in (tie)**
- 3. Structured Drills/Practice Sessions (tie) ;**
- 4. Clinics (extra fee);**
- 5. Court Reservations;**
- 6. Tournaments (extra fee);**
- 7. Shoot-outs;**
- 8. Leagues;**
- 9. Free Intro Clinic;**
- 10. Skill-Level Rating (extra fee)**

- A. "Free Intro Clinic" is listed as "NO Priority" most often by intermediate & advanced players;
- B. "Free Intro Clinic" is listed as a higher priority for lower level players;
- C. Lower advanced players (4.0) are the least interested in "OPEN Drop-in Play"

**Regardless of experimenting with various ways of weighting priorities, 3 uses always rose to the top:** Skill-level Drop-in; Skill Development; and Open Drop-in. Followed by by Drills/Practice, & Clinics  
The #1 priority is always "Skill-level Drop-in".

With different ways of weighting there is a slight shifting in ranking in various directions for: Reservations, Tournaments, Shoot-outs, and Leagues.