



# MPBC Survey Highlights

10/27/2022



# Survey Responses

As of 10/25/2022

- 97 people responded to the survey
- Goal was 100 so this is very good
- Monterey Residents:
  - 20 responses
  - Only 12 provided their names.



# Current Play

- 63% of people play at least 3x per week
- Where people play:

Tier 1	Tier 2	Tier 3
Carmel 63%	VP 37%	Spanish Bay 16%
PG 55%	Wheeler 29%	Meadowbrook 11%
	Chamisal 25%	Hyatt 9%
	MPC 24%	Mtry Tennis Center 8%

- Similar attendance on all days except Sunday which is slightly lower
- 83% play in the morning. Afternoon & evening both about 30%
- 61% organize their own groups
- 82% use open play
- **74% identify as social/non-competitive players**
  - This does not necessarily imply people don't care who they play with
  - Other responses indicate players want to play with like-skilled players



# Current Play

- Primary Complaints (voted for top 3)

Tier 1	Tier 2
40% : No organized play beg/int/adv courts round robin etc 39% : Limited days/times for play	30% : Long wait times 29% : No lighted courts 25% : Poor court conditions

- No issues got a majority (50%)
- Nobody voted for “Disputes with tennis players” as one of their top 3 issues



## Future Play

- 88 people are willing to consider playing in MBPC organized play
  - This is almost everyone that responded
- 67 people are willing to consider playing at MPC
  - 20% are not interested specifically due to the parking fee
- What type of play should MBPC organize:
  - **74% of people would like to see open play with beg/int/adv courts**
  - 31% interested in winners up/losers down rotation
  - Only 22 people interested in ladder play
    - This is not enough for a viable ladder)
    - This is similar to a separate survey of Carmel players
  - Only 12% interested in random pairings
- **80% are interested in doing drills to improve their game**
- Should we dedicate some courts for special use during MBPC play:
  - 64% Drills
  - 57% Challenge court
  - 43% Lobster
  - 19% Beginner clinics



## Future Play

- How often should MBPC play:
  - 3+ days per week : 63%
  - 1x per week : 15%
  - Less than 1x per week : 13%
- 75% interested in socials with food
- How much are you willing to pay to play daily with MBPC
  - \$3 : 56%
  - \$5 : Drops to 26%
  - 27% will not pay anything
- 51 people willing to pay \$20 for a professional group clinic
  - Perhaps we bring Michael Patterson in for a day clinic
    - Maybe one beginner session and one advanced session
    - 3 hours each with 16 players in each session (32 people)
    - $\$25 * 32 = \$800$ . Not sure if that is enough.
- 86% willing to try playtime scheduler
  - 8 positive user experience comments, 1 negative



# Ryan Ranch Facility

- How much would you donate for a dedicated Ryan Ranch facility:
  - \$50 : 16
  - \$100 : 39
  - \$300 : 1
  - \$500 : 9
  - \$1000 : 6
  - 9% said they would not donate
  - **Total = \$15,500 potential member donations for Ryan Ranch**
- 83% are willing to try playing at a Ryan Ranch location
  - 37 Yes / 46 Maybe
  - 11 not willing to play there
- 85% would pay at least \$50 per year to play at Ryan Ranch
  - Basically everyone willing to play there would also be willing to pay \$50/year
  - **Gross Revenue = 83 \* \$50 = \$4,150/year = \$345/month**
  - Enough for portable restrooms and maintenance
- **7 people willing to help with fund raising – Need a committee**