



NORTH SHORE
WINTER CLUB

Ladies League Survey Results

Presented May, 2023

Survey Objectives

The primary objective of the survey is to improve NSWLC ladies league members ' experiences with city league and to develop clear processes and guidelines that are fair, transparent, objective and practical.

Specific objectives include:

- To understand from our members about their personal experiences and satisfaction level playing league at the NSWLC
- To understand collective / shared goals around building competitive league teams at NSWLC
- Assess members' opinions on various improvement options for placement of players to support all team levels following standardized processes
- To measure the degree to which members support or oppose NSWLC putting forward the most competitive teams in all divisions
- To measure support for an in-house recreational league

Methodology

- Survey link distributed by email to all NSWCT tennis members but directed to the attention of all female tennis players.
- The survey was administered using Survey Monkey.
- Data was collected between April 12th-19th, 2023
- A total of 164 responses were received including 132 from current league players. This represents 80% of all league players in 2023.
- The adjusted* margin of error for a sample size of 132 is +/- 5% at the 95% level of confidence.

*adjusted by the Finite Population Correction Factor

Sample Composition

	Total		Div 1-2		Div 3-4		Div 5	
	Survey	Actual	Survey	Actual	Survey	Actual	Survey	Actual
Base	128	166	41	46	41	48	44	72
Day	37%	39%	51%	52%	24%	27%	36%	39%
Night	63%	61%	49%	48%	76%	73%	64%	61%

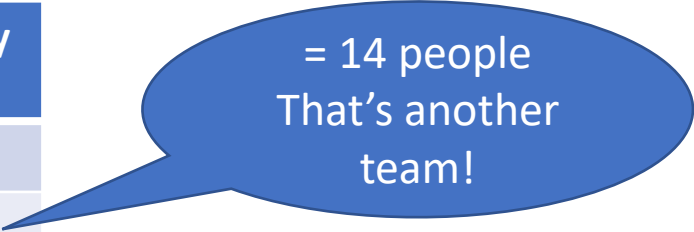
	Total		Day		Night	
	Survey	Actual	Survey	Actual	Survey	Actual
	126	166	47	65	79	101
Div 1-2	33%	28%	45%	37%	25%	22%
Div 3-4	33%	29%	21%	20%	39%	37%
Div 5	35%	43%	34%	43%	35%	44%

- Day/Night proportion is fairly representative across all divisions.
- Division 5 is slightly under-represented while Div 1-2 is slightly over-represented, especially Day.

Non-League Players

	Ever Played League
Base	32
Yes	38%
No	63%

	Intent to Play in Future
Base	32
Yes	44%
No	16%
Not sure	41%

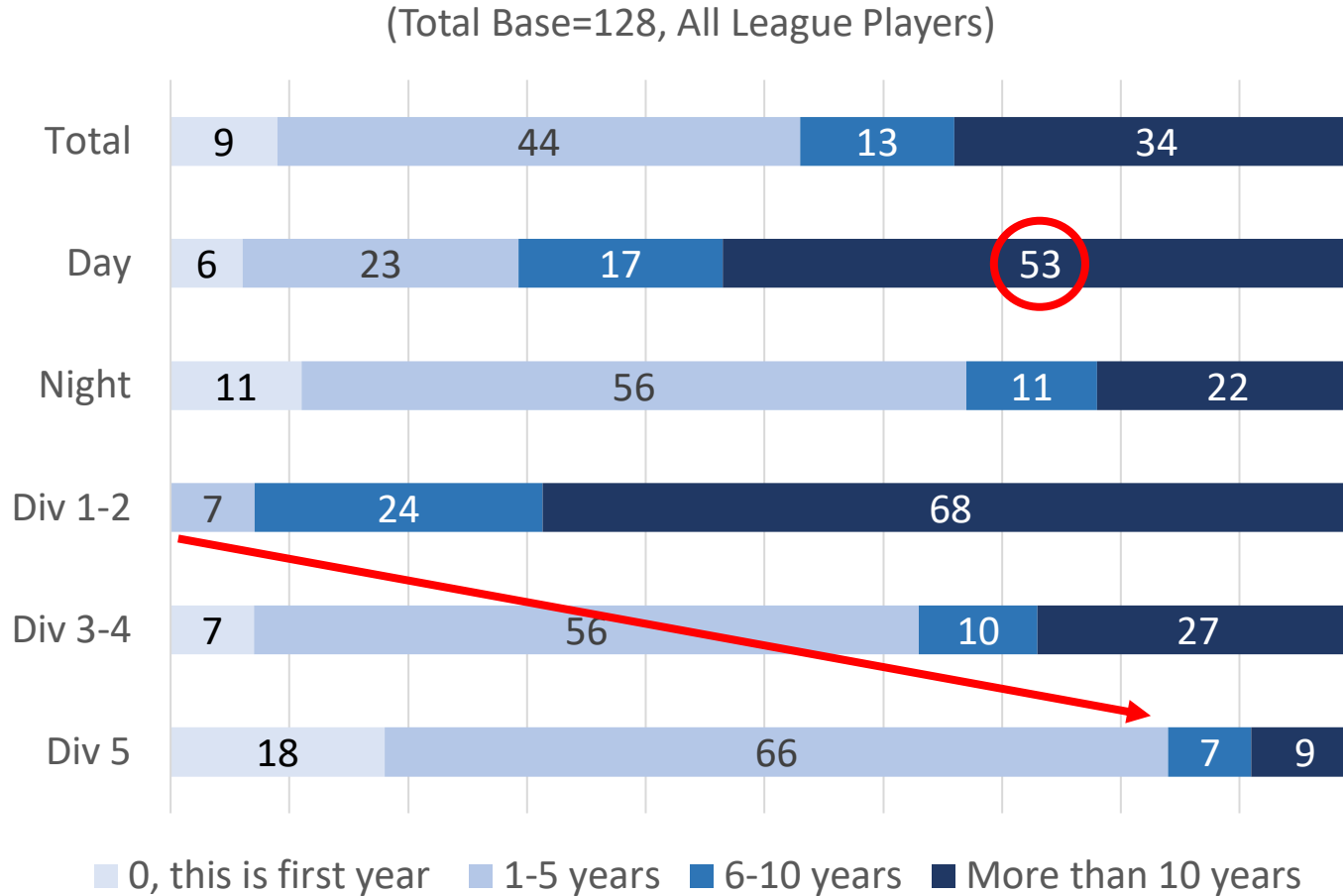


= 14 people
That's another
team!

1b. Have you ever played on a NSW city league team?

1c. Are you interested in playing on a NSW city league tennis team in the future?

Number of Years Playing League

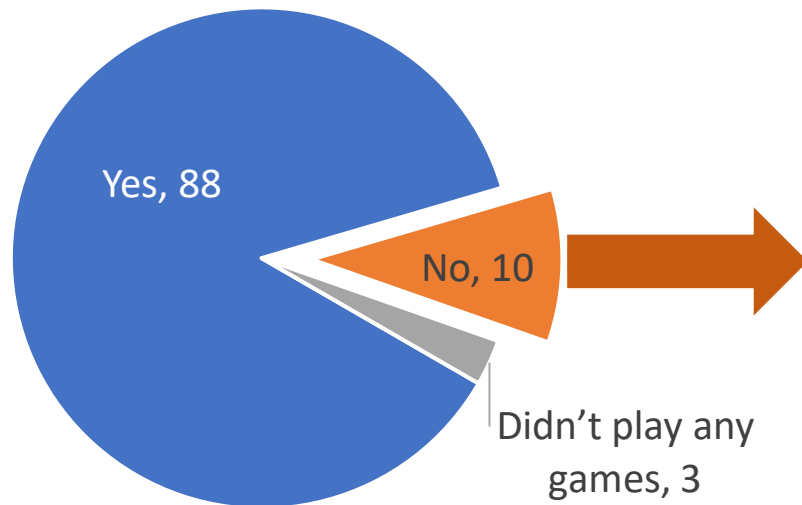


Those playing 10+ years are more likely to play Day and in higher divisions

Newer players more likely to play nights and in lower divisions (by design)

Competitiveness of 2022 League Play

Was Competitive Last Year
(Base=115, All League Players)



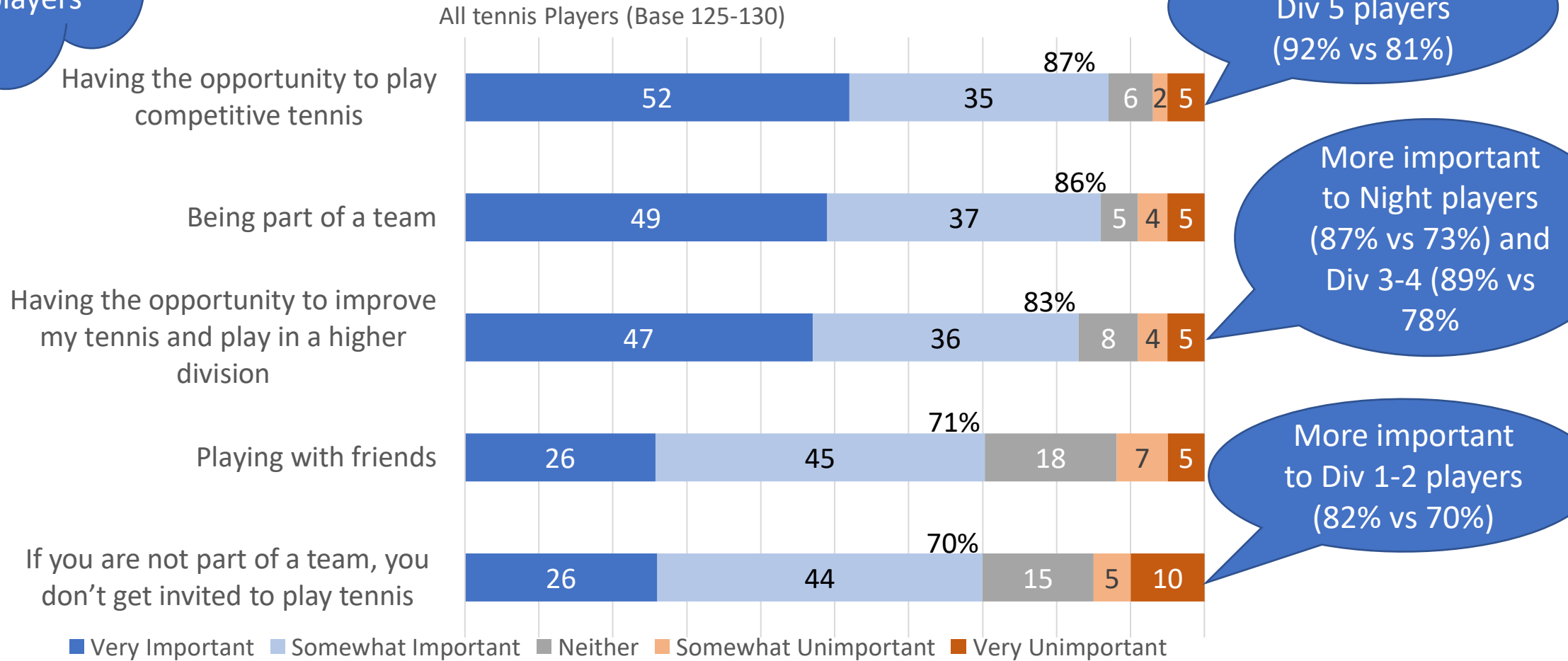
Base (Caution: small base size)	11
	#
Should have played in a lower division	0
Should have played on a lower court in same division	2
Should have played on a higher court in same division	1
Should have played in a higher division	4
Not sure	4

3a. If you played ladies league last year, do you think you were competitive in most of your matches, that is, you were playing on the appropriate court most of the time and on the appropriate team?

3b. If no: Do you think you would have been more competitive if you had played in a higher or lower level?

Results from current league players is very similar with all tennis players

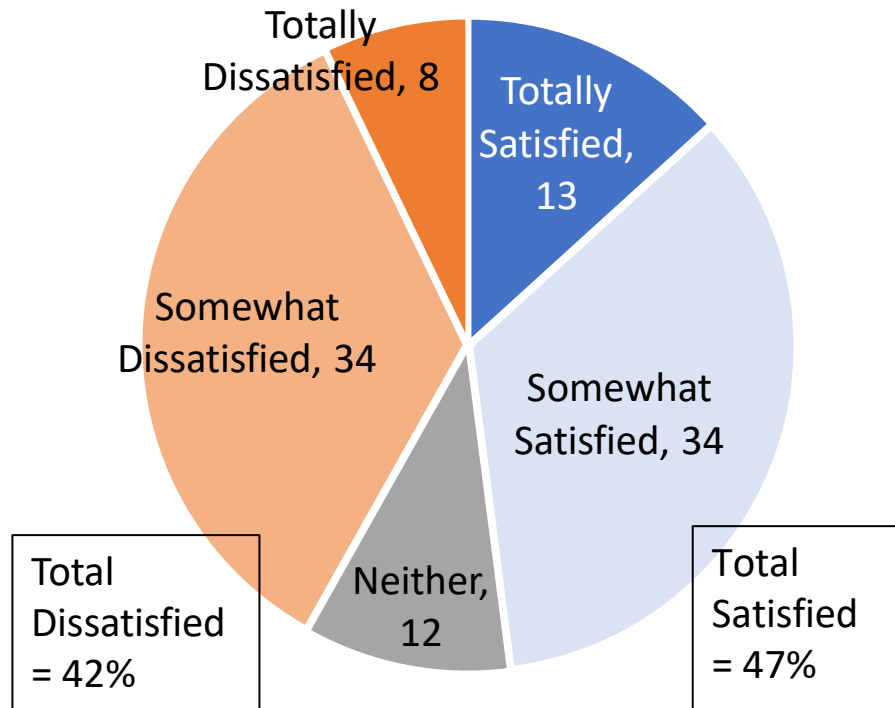
Reasons For Playing League



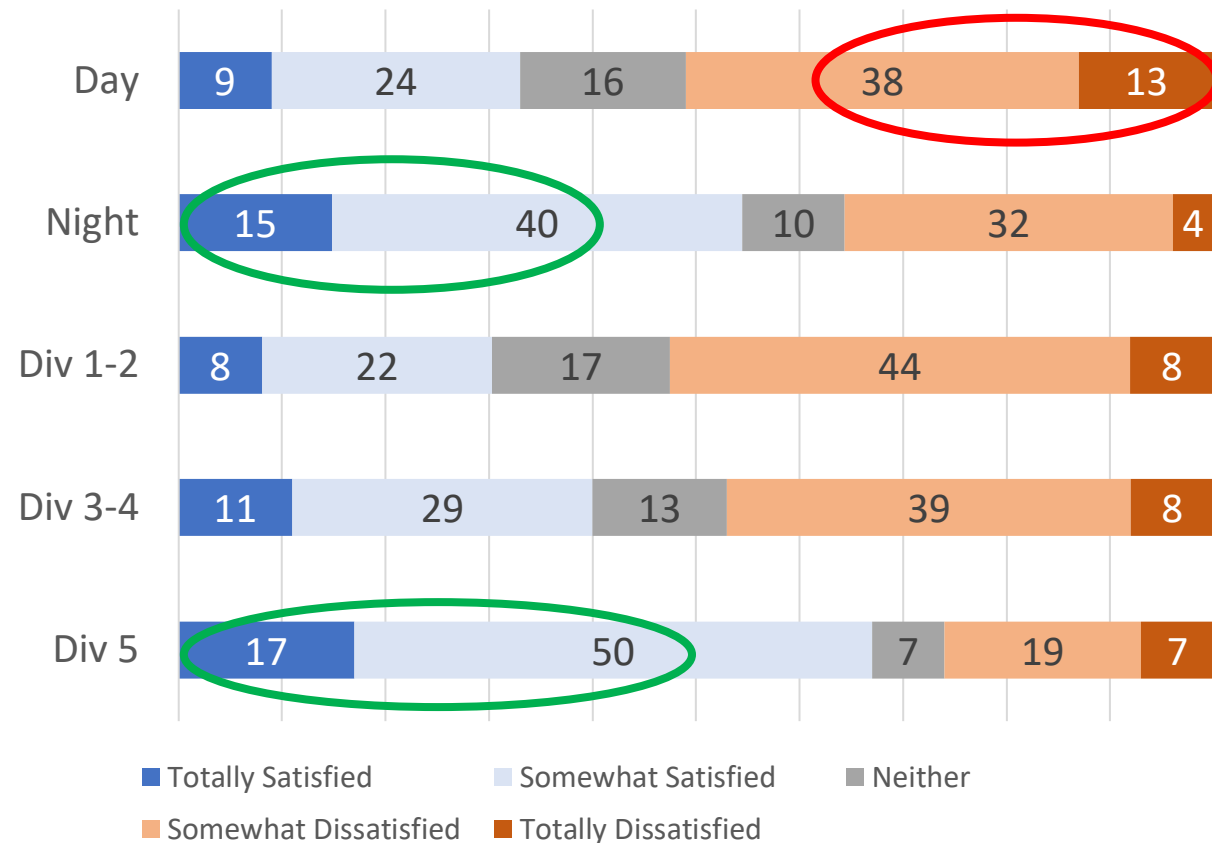
4. There are many reasons why women play ladies league. For each of the following reasons, please indicate how important each one is to you in your decision to play ladies league tennis.

Overall Satisfaction with How League is Run

Overall Satisfaction
(Base:118, All League Players)



Overall Satisfaction By Subgroup



5. Overall, how satisfied are you with how ladies league is run at the NSWC?

What NSWLC is Doing Well in How it Runs League

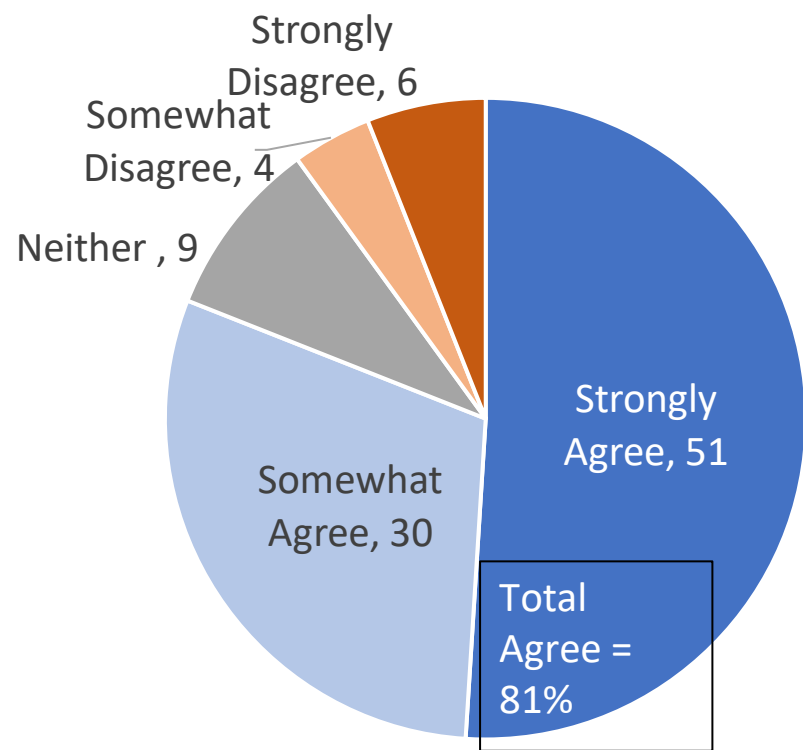
Top Five Response Categories	
Base	77
Team Lessons/Drills/Coaching	22%
Providing (indoor) courts for league play/Adequate court time	16%
Have Competitive teams/Allows for movement	10%
Encouraging New players/Lots of Div 5 teams	9%
Lots of teams at different levels/Large Membership	9%
Don't know/Nothing	19%

What NSWLC Could Change to Make League Better

Top Eight Response Categories	
Base	109
Have clear guidelines for movement/Remove "personal" aspects to make it less confrontational	33%
Should have coaches/pros input on team/court placement/Evaluated	23%
Need to earn spots on teams (every year)/Placed on team based on ability	17%
Better Communication/More transparency re: open spots	16%
Enforce the rules for all/No backdoor deals	12%
Need to create strong(est) teams in every division	12%
Allow for spares/Part-time players/Larger teams	8%
Use league stats for movement/placement	7%

NSWC Should Put Forward Competitive Teams

(Base = 128 All Tennis Players)



	Div 1-2 (n=36)	Div 3-4 (n=38)	Div 5 (n=41)
Strongly Agree	44%	71%	39%
Somewhat Agree	42%	21%	27%
Total Agree	86%	92%	66%
Neither	3%	0	20%
Somewhat Disagree	3%	8%	2%
Strongly Disagree	8%	0	12%

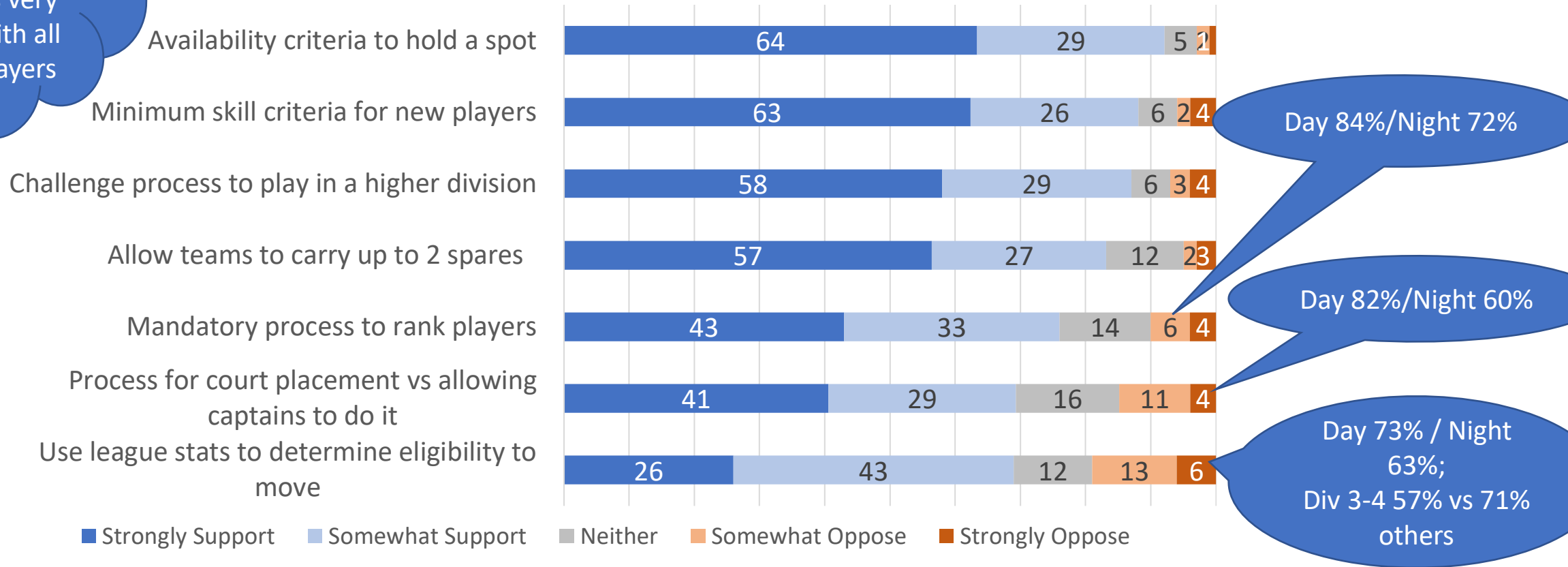
No
difference
between Day
and Night

8. As you may know, the Vancouver Lower Mainland Tennis League is a “competitive” league where winners move to a higher division and last place teams move to a lower division the following year. How much do you agree or disagree that NSWC should put forward the strongest, most competitive teams in all divisions, understanding that this could entail some restructuring of teams to allow for optimal player placement.

Support for Various Options For Managing League

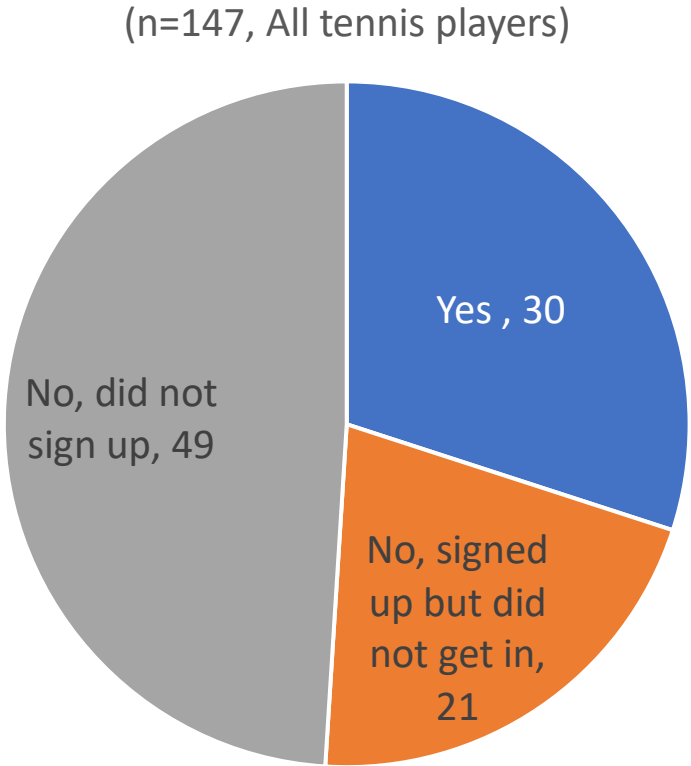
Results from current league players is very similar with all tennis players

Base = 127-128 (All Tennis Players)



9. Currently, NSWC has 5 Day teams and 8 Night teams with more demand than there are spots. It is not feasible to increase the number of teams because there is not enough court time. With an increasing number of new tennis members at NSWC, the tennis committee is looking at ways to better manage ladies league including putting forward the most competitive teams and making room for new players. For each of the options listed below, please indicate whether you support or oppose NSWC implementing the option.

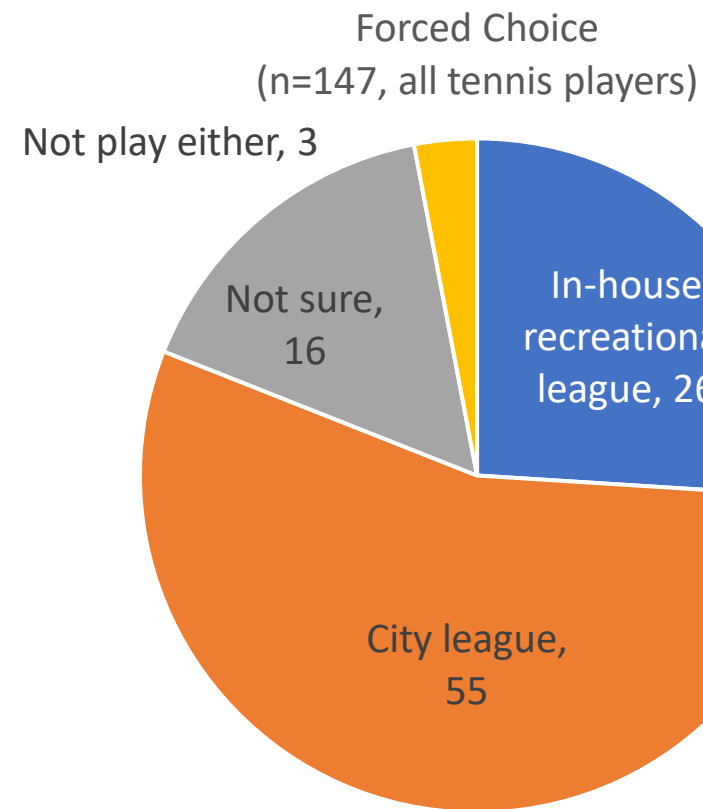
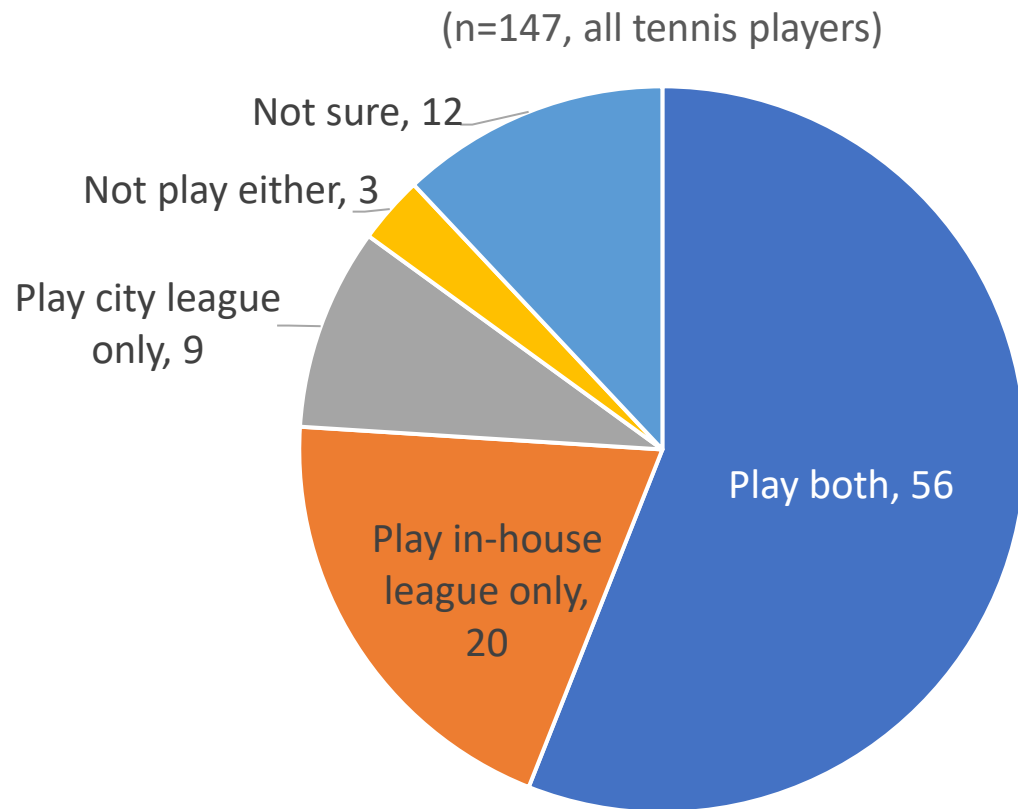
Participation in 2022 In-House League



	Div 1-2	Div 3-4	Div 4
Base	37	38	41
Yes	46%	34%	20%
Signed up but did not get in	5%	29%	29%
Did not sign up	49%	37%	51%

10. In the fall 2022, there was a trial in-house recreational ladies’ league that ran for about 8 weeks. It was comprised of 8 teams, 6 players per team and intentionally included a mix of all levels of players to increase connectivity and ensure all players had equal opportunity to play. Games were played Sunday afternoon/early evening. Did you participate in this league either as a member of a team or as a spare?

Support for In-House Recreational League



League Players:
66% City League
15% IH League
19% Unsure

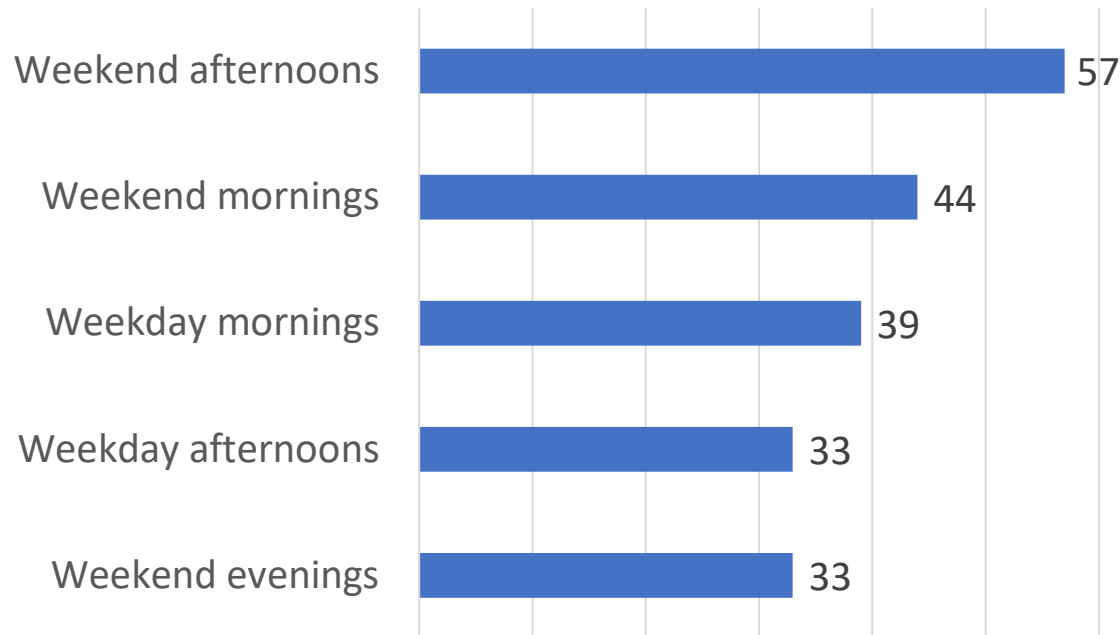
Choose City
League
Div 1-2 86%
Div 3-4 66%
Div 5 49%

11a. The racquets committee is considering continuing some format of an in-house recreational ladies' league. If there were an in-house recreational league, which of the following options would you choose?

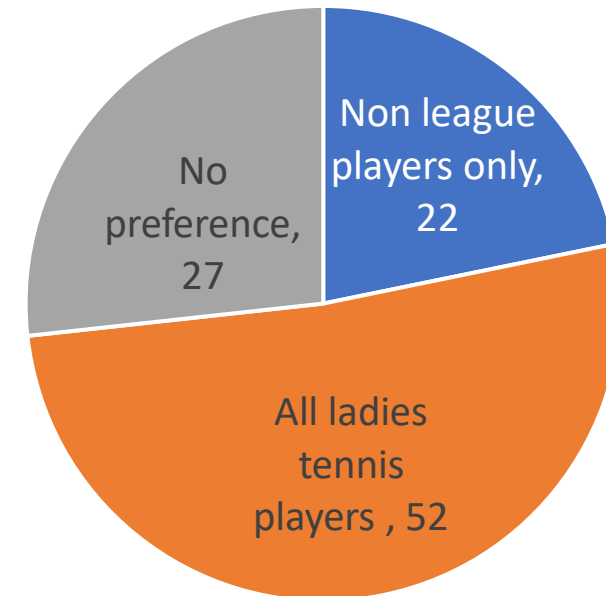
11b. If you had to choose only one of the leagues, which would you choose?

Preferred Times & Participants for In-House League

Preferred Times (n=129, all tennis players)



Preferred Participants
(n=128, all tennis players)



12. Which of the following timeslots would you prefer this in-house league be run?

13. If there were an in-house league, would you prefer the participants be limited to those who did not play city league or would you prefer it be open to all ladies tennis players?

Key Findings

- The top 3 important reasons for playing league are:
 - Having the opportunity to play competitive tennis
 - Being part of a team
 - Having the opportunity to improve one's tennis and play in a higher division
- There is an equal proportion of members who are satisfied with how league is run as there are who are dissatisfied.
 - Night players tend to have higher satisfaction and the lower the division, the higher the satisfaction.
- 8 in 10 tennis players support NSWC putting forward the strongest teams for league
 - Div 5 players are less likely to support this but not more likely to oppose it, they're just unsure

Key Findings

- 9 in 10 tennis players support the following:
 - Establishing a minimum availability criteria
 - Establishing a minimum skill criteria to play league
 - Establishing a challenge process to play in a higher division
- Over 80% support allowing teams to carry up to 2 spares
- Three-quarters of players support a mandatory process to rank players. Day players are more likely to support this.
- 7 in 10 players support having a process for court placement vs letting captains determine it. Day players are more likely to support this.
- Support for using league stats to determine eligibility to move is lukewarm. Only 26% strongly support while 43% somewhat support. Day players are more likely to support this, while Div 3-4 players are less likely to support it.

Key Findings

- More than half of all players would play in both city league and an in-house league, if it were offered.
- However, when forced to make decision between city league vs in-house league, twice as many choose city league.
- Weekend afternoons is the most preferred time to run the in-house league, followed by weekend mornings. This is especially true for night league players while Day league players prefer weekday mornings.
- One-half of all players prefer the in-house league to be open to all tennis players while one-quarter have no preference and just 22% prefer it be limited to non-league players.

Recommended Next Steps

- Establish a process to create the most competitive teams for each division.
- Establish a minimum availability criteria to hold a spot on a league team, but allow for spares for those who are not fully available.
- Establish a minimum skill criteria to play league
- Establish a process for movement that removes “personal choices” to minimize animosity/bad feelings. Again, focus is on creating most competitive teams with players playing at the right level.
- Communicate with members!