

PLAYER SURVEY RESULTS

In 2016, we asked all our Queensland registered players everything we wanted to know about them and their tennis. This is what we found out!

OUT OF 1400 PLAYERS SURVEYED



51% preferred to play non-structured flexible/come and play tennis

48% preferred team competitions and fixtures



63% of players surveyed said they first started playing tennis between 5-11 years old

FOR FUN



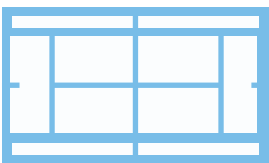
Was the top reason why our players play tennis

62%

of players surveyed said they do or would like to play in tennis competitions



Lights to play at night was the most important facility feature to players tennis membership



62% of children who play tennis in Queensland do so as part of an organised coaching program

79%

of players surveyed, held a membership at a club, centre of association.

84% of these players were a member of one club only and the remaining 26% were a member of another club only so they could play competitions.



TOP 5 REASONS PLAYERS JOINED THEIR CLUB

1. I'm made to feel welcome
2. The facilities are of a good standard/ quality
3. Offered programs I was interested in
4. Atmosphere of the club suits what I want
5. Value for money



Brisbane International Priority Ticket Access was the most valued registered player benefit followed by Player Insurance.

32% of survey respondents said they weren't aware of any player benefits

FREE-TO-AIR TV is the method most commonly used to follow the world of tennis.

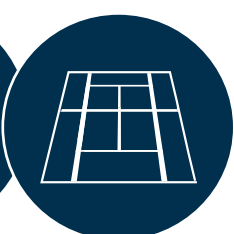


MONDAY AND SATURDAY

were the days players surveyed liked to play tennis with **SEPTEMBER** being the most preferred month



Wilson balls and racquets are most favoured by Queensland players



Hardcourt was voted as the favourite surface to play on



Players noted **COST** as their biggest concern when choosing to play tennis



84%

of players prefer to connect to Tennis by e-mail