



# RESEARCH – SUMMER FESTIVAL OF BRIDGE 2015

RESEARCH DATA FROM **23** SUPER-NOVICE  
PLAYERS AT THE EVENT (JANUARY 2015)

# SUB-SEGMENTS

**23 Survey forms completed. No interviews or focus groups undertaken. Forms are from people competing in super-novice events (ie 0 – 20 masterpoints).**

Category	Number
Retired	12
Employed	6
Semi-retired	2
Home duties	1
Student	1

## Observation:

Majority of participants are retired.

# COUNTRY OF BIRTH

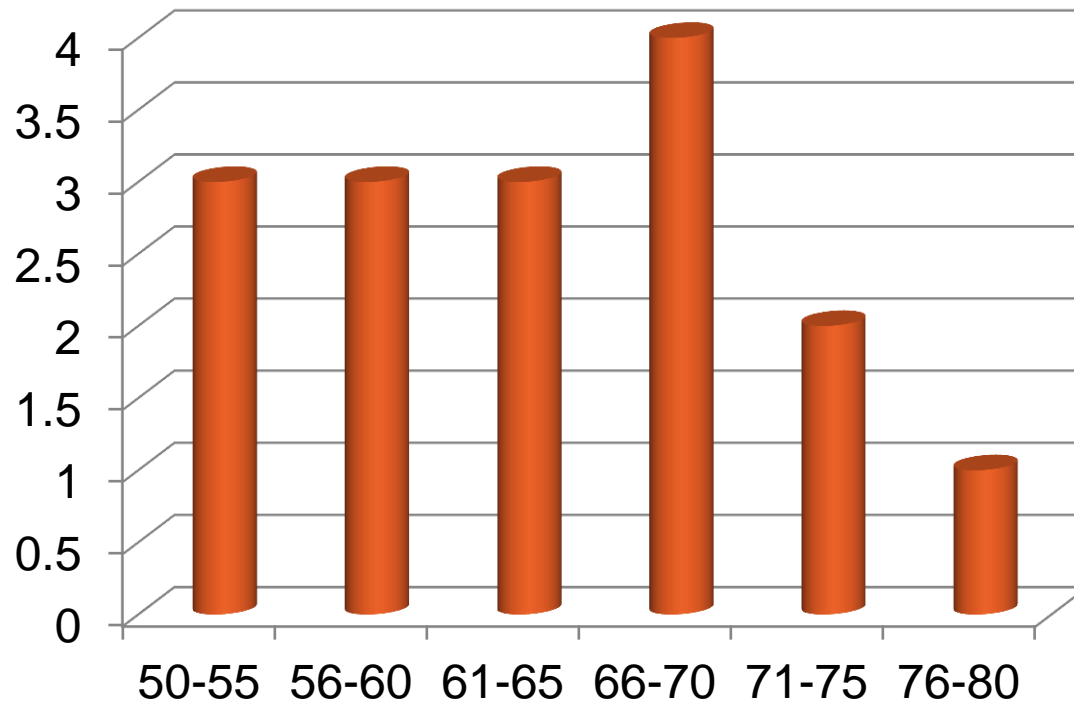
Country	No
Australia	14
United Kingdom	2
Ireland	1
USA	1
New Zealand	1
Croatia	1
India	1
Germany	1

Respondents  
advised that their first  
language is:

- English (21)
- Croatian (1)

# AGE RANGE

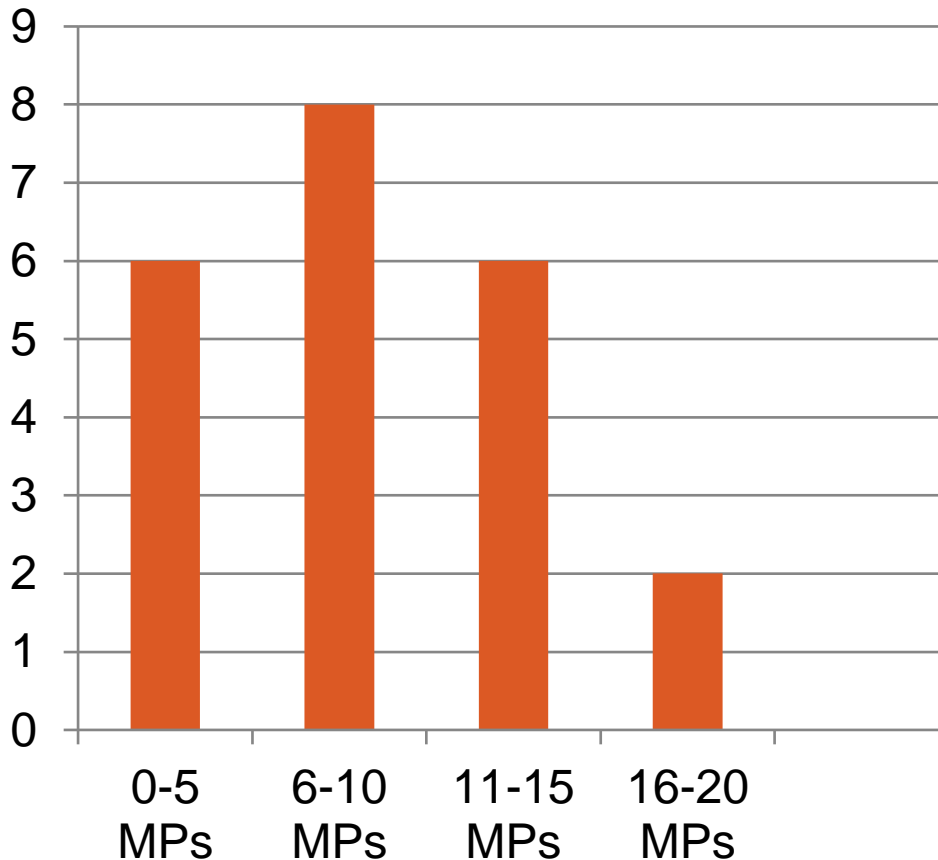
Age Range



## Observations:

- ❑ Majority of respondents aged between 66-70 years
- ❑ Need to attract younger people to the event
- ❑ Average age – **63** years (*Average age was **65** years in 2014*)

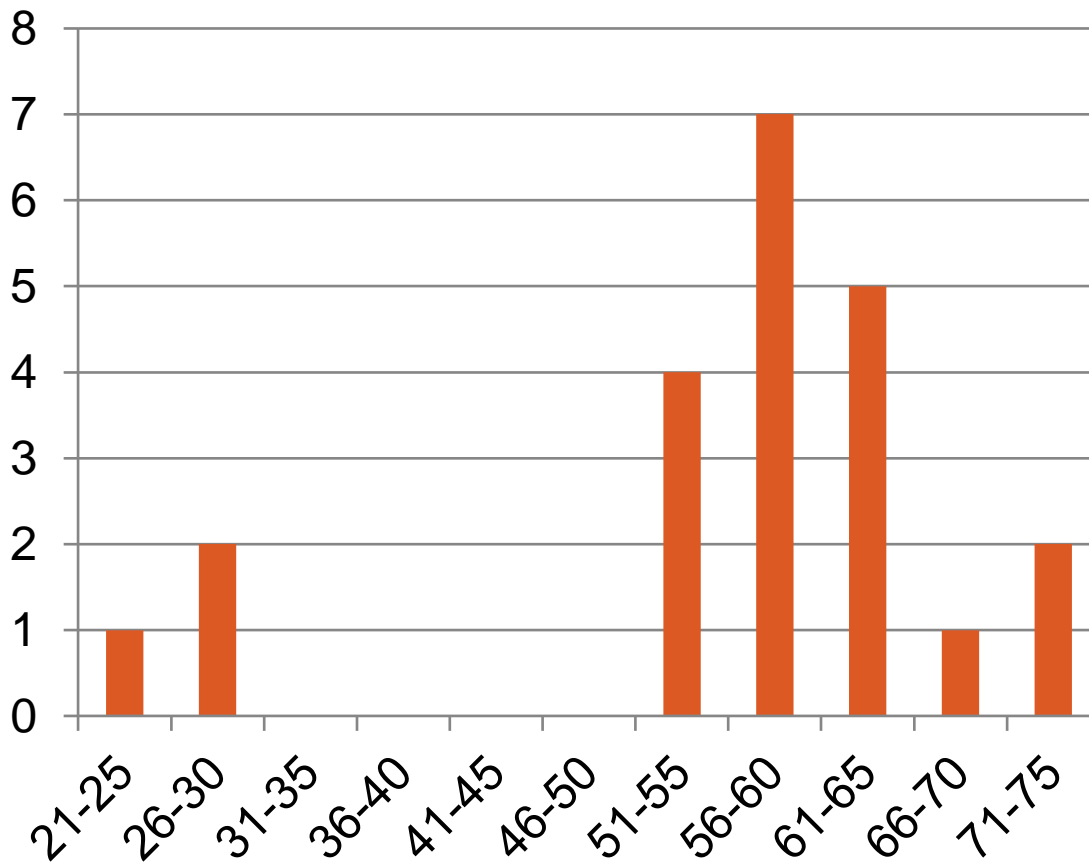
# MASTERPOINTS PROFILE OF RESPONDENTS



## Observations:

- ❑ Interesting to see so many people with 0-5 masterpoints getting involved (*this masterpoints range represents approximately **25%** of membership of affiliated clubs*)
- ❑ Huge growth potential for this event if we can harness their interest – **43%** of membership has 0-20 masterpoints!

# AGE STARTED PLAYING BRIDGE



## Observations:

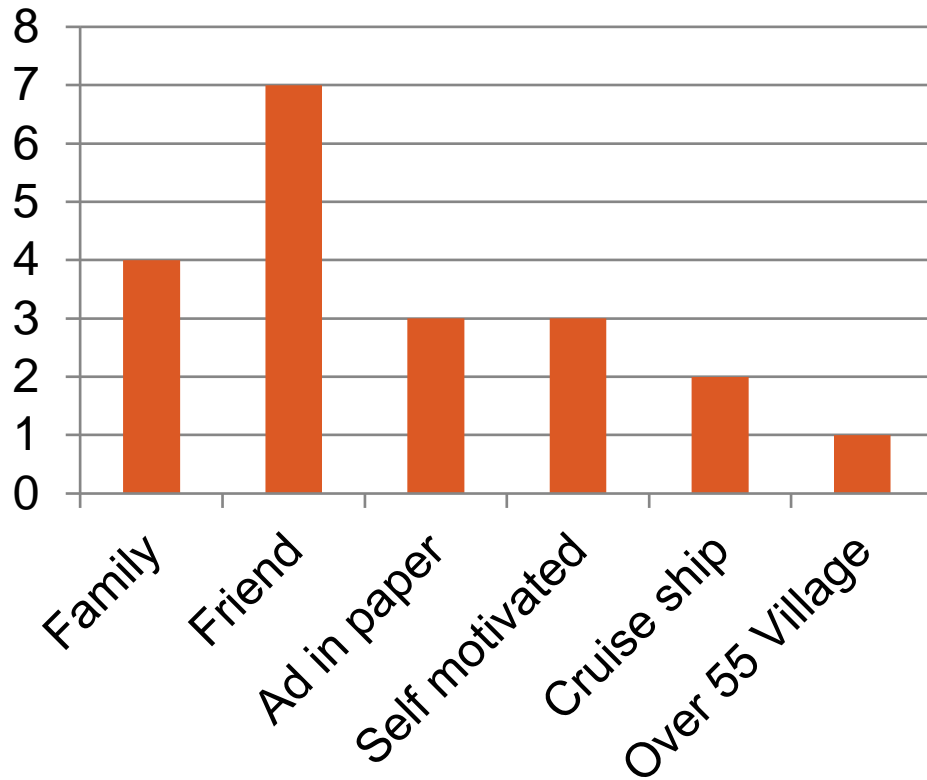
- ❑ Majority of respondents started playing bridge at a pre-retirement stage of their life.
- ❑ Best ***bang for the buck*** for marketing the sport would be the pre-retirement segment.
- ❑ Average age when started is **55.6** years (56 years in 2014 survey).

# RESPONDENTS FROM

New South Wales – 21

ACT - 1

# INTRODUCED TO BRIDGE BY



## Observations:

- Consistent with all previous ABF research, **family and friends** are the most common ways for people to be introduced to bridge.
- Clubs need to ensure that the playing 'experience' of their members is pleasant so that they 'on-sell' the sport to their family and friends.



# PARENTS PLAY BRIDGE?

Of the respondents:

- ❑ 19 did **not** have parent/s who played bridge; *and*
- ❑ 1 **did** have parent/s who played bridge.

# BRIDGE PLAYING PATTERNS

## Respondents currently play bridge:

- During the day (10)
- At night (8) - (*All work*)
- Both day and night play (2)

## Respondents play social bridge:

- Never (17)
- Weekly (3)

## Respondents play session bridge:

- Twice a week (8)
- Once a week (6)
- Three times a week (5)
- Five times a week (2)

# ACCESS INFORMATION FROM

Communication Channel	No
On-line	11
Club	7
ABF Website	4
ABF Newsletter	2
State Newsletter	2
State Website	1
Books	1
Coaching Sessions	1

**Note:** Some respondents identified more than one source of information.

**Facebook** users = 14 x No  
7 x Yes

## Observations:

- ❑ Facebook access same as 2014 – **50%** of respondents
- ❑ Given that people with 0-20 masterpoints represent **43%** of membership of affiliated clubs, and 0-100 masterpoints represent **71%** of total membership, consideration should be given to:
  - a) increasing the amount of ‘*novice*’ information in the *ABF Newsletter*, and
  - b) increasing the amount of ‘*novice*’ information on *ABF Facebook*

# LIKE BRIDGE BECAUSE...

The mental challenge	14
The social aspects of the sport	10
Competition	5

## Observations:

- ❑ The top two on the list remain the focus for marketing the sport to people.
- ❑ These are the '*motivations*' for people to play and enjoy the sport.

**Note:** some respondents mentioned more than one issue in responding to this question.

# TEACHING APPROACHES

**Q1. Would you be interested in on-line bridge lessons ?**

**Yes: 17                  No: 4**

**Q2. Would you be interested in an on-line blog-type program?**

**Yes: 15                  No: 6**

**Q3. Would you value regular on-line Newsletters with information and hand discussions?**

**Yes: 16                  No: 5**

# INCREASE THEIR ENJOYMENT OF SFOB BY .....

Better venue – need much better air conditioning/lighting too harsh/cleaner and closer toilets/food overpriced/coffee dreadful/squeaky door.	6
Introduce a 21-50 masterpoints competition so we can keep coming back	4
Provide tea/coffee/snacks in lieu of prize money	3
Reduce price	1
Abandon bidding boxes	1
Add an optional dinner after event	1
Keep providing the cocktail party and the courtesy bus ( <i>both great</i> )	1
Shorter breaks between sessions – eg 45 mins for lunch, 30 mins afternoon tea	1
Need a break after 8 boards	1
Promote the free lessons	1
Start on time	1
Directors need to be more accessible – <i>not sitting together at table</i>	1
Use microphone for lessons	1
No announcements when play under way	1
Have a free lesson on day one as well	1
Would like to discuss hands with someone who knows what they are talking about	1

# HOW TO ATTRACT MORE PEOPLE TO THIS EVENT

Introduce a competition for people with 21-50 masterpoints	4
Encourage district events to provide super novice competitions	3
More opportunities for novice players at the event	3
Be supportive of people who need help	1
Promote super novice aspect of the tournament so novice players won't feel threatened	1
Get more information to people who think they aren't good enough	1
Email all eligible players	1
Find some way in which super novices and players with <50 masterpoints can be recognized	1

## Observations:

- ❑ The SFOB Tournament Organiser is already considering some of these suggestions for the 2016 event
- ❑ Some Regions are beginning to offer more events for novice players