



# RESEARCH - SUMMER FESTIVAL OF BRIDGE 2014

RESEARCH DATA FROM 47 NON-NOVICE  
PLAYERS AT THE EVENT (JANUARY 2014)

# SUB-SEGMENTS

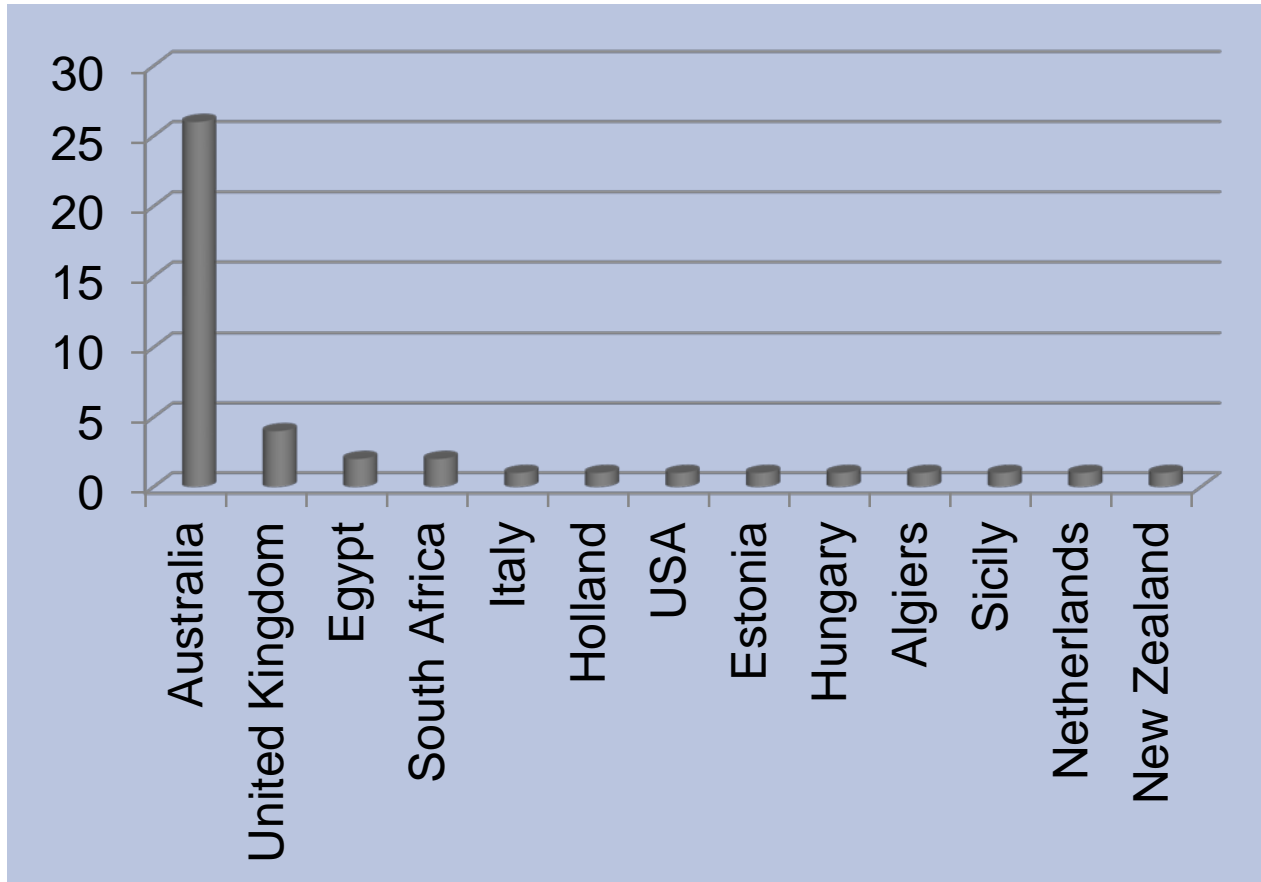
**47 Survey forms completed. No interviews or focus groups undertaken. Forms are from people competing in non-novice events (*separate research undertaken with novice group*).**

Category	Number
Retired	21
Semi Retired	7
Self employed	3
Employed	9

## Observation:

Overwhelming majority of retirees were in professional / academic fields of employment.

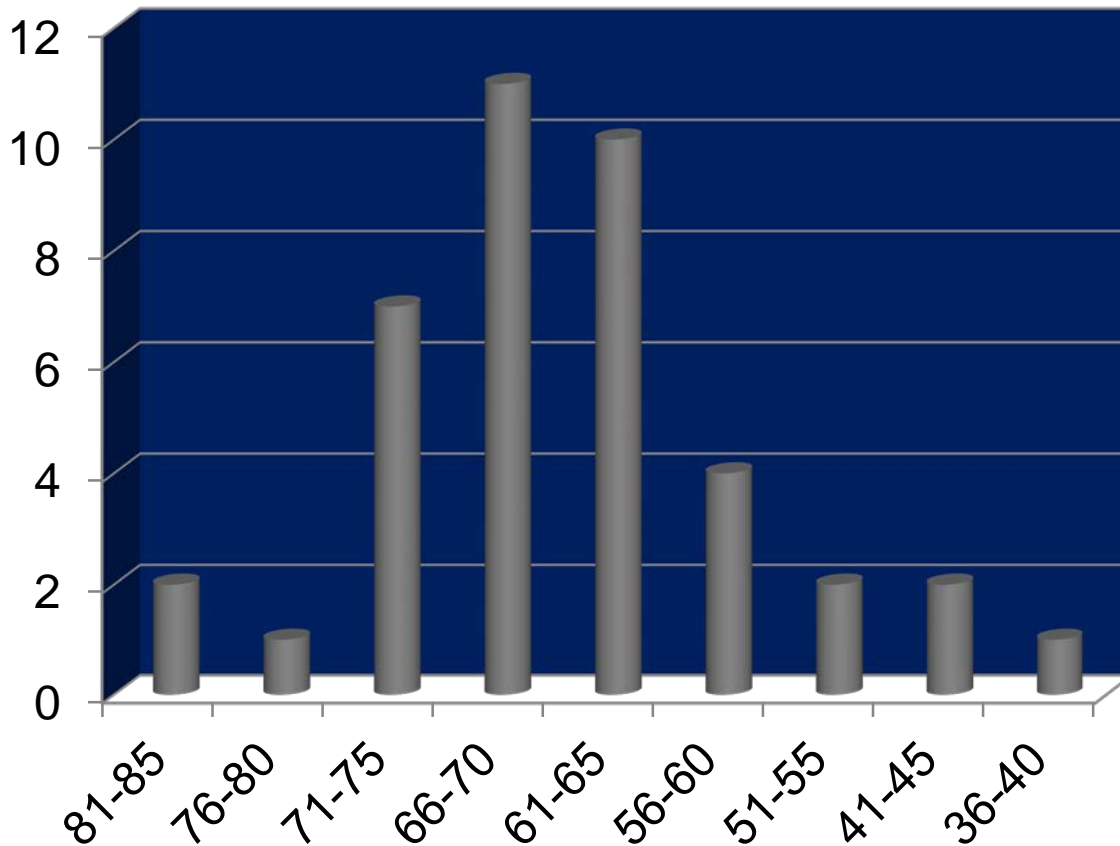
# COUNTRY OF BIRTH



Respondents advised that their first language is:

- English (37)
- Dutch (2)
- Latvian (1)
- French (1)

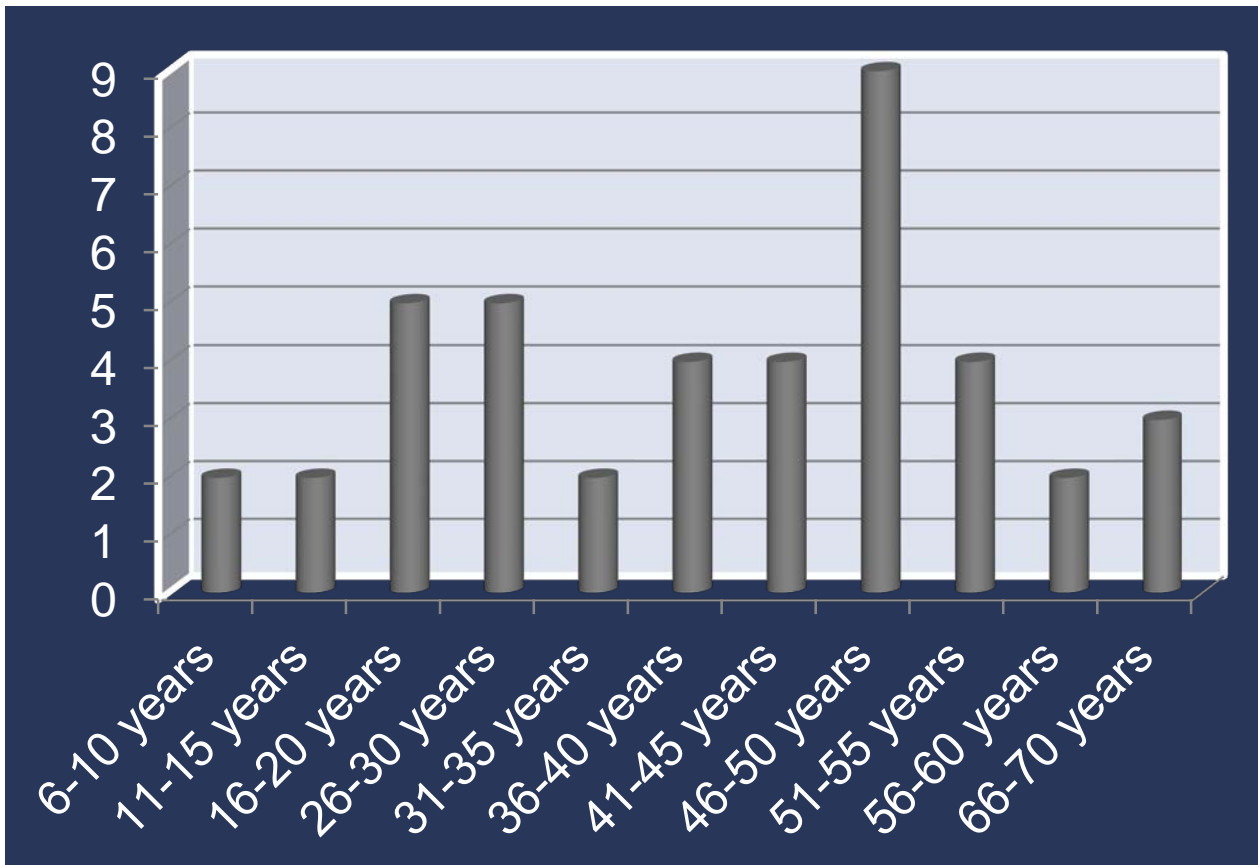
# AGE RANGE



## Observations:

- Majority of respondents aged between 61 – 75 years
- Need to attract younger people to the event
- Reflective of overall membership?
- Consistent with results of 2011 research at this event.

# AGE STARTED PLAYING BRIDGE



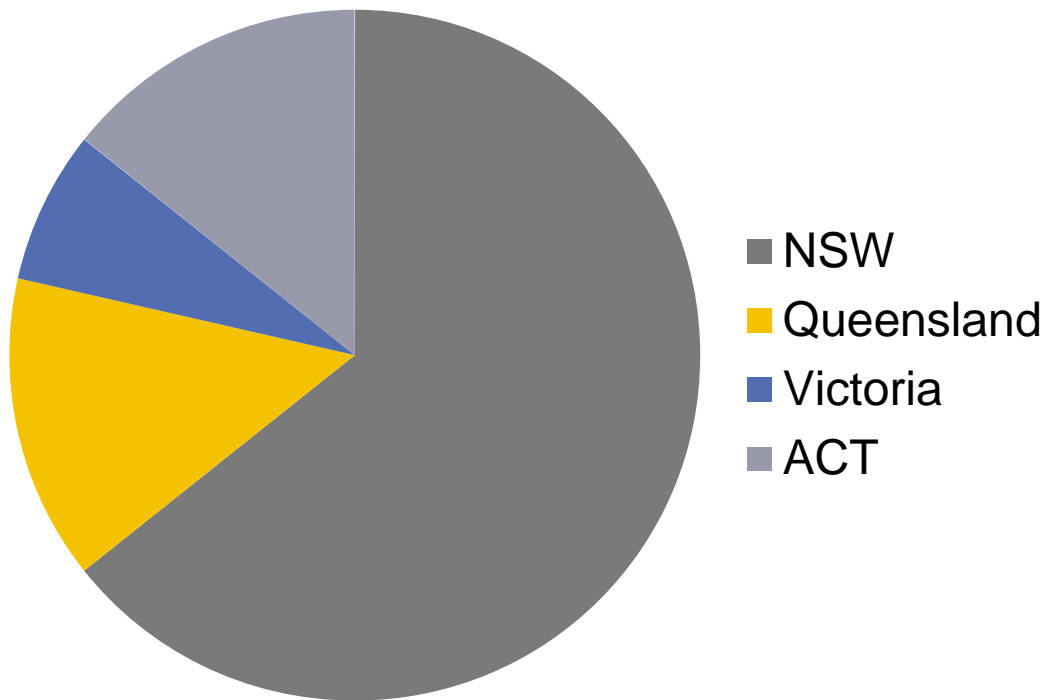
## Observations:

Majority of people start playing bridge either at a pre-retirement stage of their life or whilst at high-school or university.

Best ***bang for the buck*** for marketing the sport would be the pre-retirement segment.

High school students should be considered a long-term investment in the sport.

# RESPONDENTS FROM



## Observation:

Respondents from:

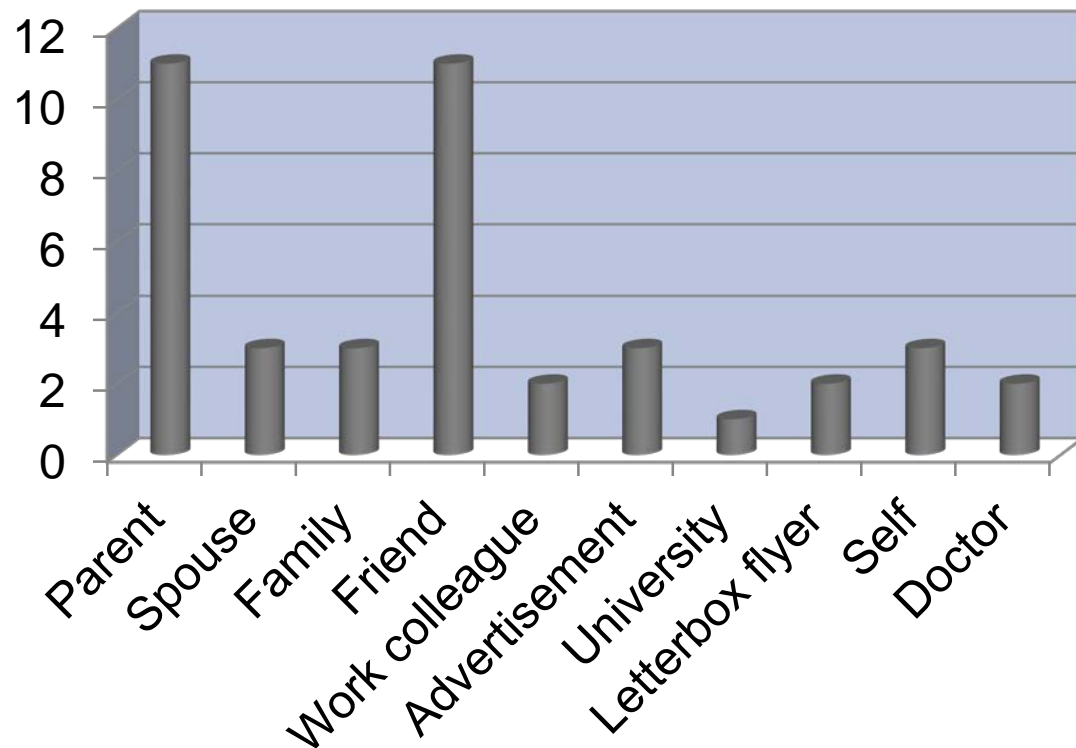
NSW – 27

Queensland – 6

ACT – 6

Victoria - 3

# INTRODUCED TO BRIDGE BY



## Observation:

Consistent with previous 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 'onsell' the sport to their family and friends. (*Combined with the need to more actively promote membership benefits.*)

# PARENTS PLAY BRIDGE?

Of the respondents:

- ❑ 29 did **not** have parents who played bridge; *and*
- ❑ 15 **did** have parents who played bridge.



# BRIDGE PLAYING PATTERNS

Respondents currently play bridge:

- During the day (12)
- At night (12)
- Both day and night play (17)

Respondents play social bridge:

- Never (27)
- Regularly (4)
- Rarely (7)

# ACCESS INFORMATION FROM

ABF Website	18
Club	13
State Website	11
On-Line	11
ABF Newsletter	4
Books	3
State Newsletter	1
WBF	1
ACBL	1
Australian Bridge Magazine	1

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

**Facebook** users = 23 x No  
21 x Yes

**Twitter** users = 42 x No  
2 x Yes

## Observations:

- Use of Facebook increased since 2011 exercise – *gone from 1/4 of respondents to almost 1/2 of respondents*. ABF needs to ramp up activities on this social media ‘*tool*’.
- Twitter still not worth considering as a communication channel.
- Club websites more popular than previous – State websites rated second previously.
- ABF Newsletter losing popularity?

# LIKE BRIDGE BECAUSE...

The mental challenge	34
The social aspects of the sport	13
Competition	5
Everything	3
The frustration	1
Congresses	1
Travel	1
Keeps me occupied	1
Low cost activity	1

## Observation:

The top two on the list should be the focus of marketing the sport to people.

These are the '*motivations*' for people to play and enjoy the sport.

These results incongruent with those of 2011 research where *competition* rated equally with the mental challenge.

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



# INCREASE THEIR ENJOYMENT BY .....

## Observations:

- Re-thinking open events a growing issue for the ABF to address. We need to keep players in this category engaged and enjoying their sport – and attending our competitions!
- Poor behaviour still a significant issue

Provide a competitive level for people with up to 1000 masterpoints – we are like fodder to feed professionals. It would be good to: <ul style="list-style-type: none"> <li><input type="checkbox"/> have best performing at different levels to acknowledge good outcomes and stroke our ego!</li> <li><input type="checkbox"/> Provide more restricted events –up to 500 masterpoints!</li> <li><input type="checkbox"/> More prizes for players under 1000 or 700 masterpoints</li> <li><input type="checkbox"/> Standard in open event is far too wide!</li> </ul>	7
Doing nothing – I love it as it is!	5
Stamp out poor behaviour at the bridge table – including penalising slow play, reducing noise level	5
Introduce bridge in schools so that we have more interest in game	2
Professional development (including on-line practice) for registered directors to improve skills and keep up-to-date.	2
ABF Newsletter to explain how/who can enter GNOT and State Events – clubs not doing this	1
Joan Butts to give lessons in country areas	1
More frequent competitions for low masterpoint people	1
Providing larger congresses in Newcastle	1
Stop having 2 day congresses for teams or pairs	1
Improve navigation on the ABF website	1
ABF replace masterpoint scheme with a rating system	1
Have more people with less than 3 million masterpoints on State and ABF boards – being a top bridge player does not necessarily make one a good administrator	1