

TBA Members' Survey 2023

Executive Report: Summary of results

- The TBA Members' Survey 2023 was administered on 1-22 August 2023.
- The final response rate was 38% (173 respondents out of 457 members). To encourage participation, the form was available in electronic and paper form.
- The analysis below reflects the demographic profile, perceptions and opinions of TBA members who chose to participate in the survey.

SOME OF THE KEY TAKEWAYS

- The TBA is well supported by most of its members who feel the club offers a wide range of sessions, run by quality Directors.
- Members appreciate being asked their opinion and welcome the professionalism of the Committee and the direction the club is heading. They are also highly satisfied with the frequency and type of communication TBA provides.
- Attendance at some sessions and events is more irregular than others. These sessions would benefit from increased promotion to shift patterns of attendance, moving 'sometimes' players to 'often' or 'always' players. One quarter of TBA members want to play bridge more often.
- Rewards and incentives are not actively sought out by most players as a means of encouragement.
- Bridge partner availability is a key determinant of when people attend. The ability to attend a session without a partner is appreciated.
- Slow play, sit outs and player behaviours and actions appear to be negatively impacting some players' experience.
- Survey findings indicate over half of TBA members are interested in more frequent face to face training and development opportunities, both at sessions and separately. Investment in this space is highly recommended, including the development of a more formal training strategy / program.
- Levels of satisfaction with TBA facilities and resources are high, however many members indicate there is room for improvement, i.e. improved lounge facilities, cleanliness etc.

SURVEY FINDINGS

About our members:

- Gender: Women make up approximately two-thirds of TBA's current membership.
- Age: Just under half of TBA members are 70-79 years of age (43.3%), with those 60-69 years of age making up approximately one quarter of TBA's current membership. Currently less than 1 in 10 TBA members are under 60 years of age.
- Active years: The most frequently reported 'active years of play' is 21+ years (28.3%), followed by 1 to 5 years (25%).
- Masterpoints: Approximately half of TBA members have less than 100 masterpoints.
- Current play: TBA has very few inactive members, with less than 5% either not playing at all or only once or twice a year. Over two-thirds of members play multiple times a week.
- Frequency by place: Of those currently playing, over half (50.3%) play at the TBA multiple times a week, and a further 38.3% once a week. One in 5 TBA members attend other affiliated clubs on a weekly basis. Other online platforms are far more likely to be utilised than Realbridge.
- Current situation: Three-quarters of members are happy with the amount of bridge they play, with the remainder (25%) wanting to play bridge more often.

- Reasons for playing bridge: More than half of members (58%) said their primary reason for playing bridge was to exercise their mind, with an additional 28% nominating it as their second reason. The majority nominated travel and accruing masterpoints as the least important reason for playing bridge.
- Type of player: Members were asked to describe themselves by player type and were given the option of describing themselves in more than one way (social, learner, improver and competitive). Just over half of members (57.5%) described themselves as an improver and just under half (45.8%) described themselves as competitive. Approximately 30% of members seem themselves as social, and less than one in ten (8.4%) a learner.
- Opportunities: Members are most satisfied with opportunities to participate in competitive club sessions suitable for their level, lesson and training sessions and club congresses and island state events. Member dissatisfaction was minimal but revolved around social bridge sessions, social non-bridge related sessions, and interestingly lesson and training sessions (ranging from 4.2% to 6.6% very dissatisfied and dissatisfied).

Regular TBA sessions

- Attendance at TBA sessions: 96% of TBA members who currently play bridge attend regular TBA sessions. For the few who don't, not having a bridge partner is the most cited reason.
- Frequency by session: Thursday morning, Saturday afternoons, Monday evening, Monday morning and Wednesday morning are the most frequently attended sessions (almost always, often, sometimes). Tuesday evening, Wednesday evening (at the club), Wednesday evening (online) and Friday evenings (Rogers teams) are the least frequently attended sessions (almost always, often, sometimes). Sessions with the most scope to shift patterns of attendance from 'sometimes' to 'often' or 'almost always' are Saturday afternoons, Sunday Swiss Pairs and Thursday afternoon.
- Factors which influence session attendance: Key factors influencing a member's decision to attend a session are whether their bridge partner is available (55%), family commitments (43%), social commitments (43%) and standard of play (38%). Factors least likely to influence whether members attend a session are their ability to get to and from the club (4.1%) and what type of masterpoints are on offer (4.8%).
- Impacts on experience: The top three factors during play that have a positive impact on member experience are Director comments or actions (55.6%), total number of boards played (48.1%) and time allowed per board (43.1%). The top three factors during play that have a negative impact on member experience are slow play by others (69.4%), sit outs (43.8%) and player comments or actions (20.6%).

Special Events:

- Attendance at events outside of regular sessions: The Tasmanian Festival of Bridge (TFOB) is the most attended event outside of regular sessions (22.8% almost always, 12.6% often and 23.4% sometimes). Pre-entered events run by TBA are the second most attended events outside of regular sessions (6% almost always, 16.2% often and 32.9% sometimes). An opportunity presents itself to shift patterns of attendance for both events from 'sometimes' to 'often' or 'almost always'.
- Decision to attend: Availability of partner or teammates (30.5%), standard of competition (22.8%) and support of others (25.1%) are the factors most likely to have a positive impact on members' decision to attend events. Availability of partner or teammates can also have a negative impact (21%), as can standard of competition (16.8%). Entry costs are the least likely to have any impact on decisions to attend (84.4%)

Rewards and Incentives:

- Incentives to attend more sessions or events: It appears approximately two-thirds of TBA members simply play for the love of the game with no rewards or incentives necessary (65.3%)

reported none of the above). The top three rewards or incentives selected by members were red masterpoints (14.5%), subsidies towards entry or travel (13.9%) and non-monetary prizes (12.7%).

Training and Development:

- Level of interest: Face to face training and development opportunities would be warmly welcomed by over half of TBA members. The top three reported areas of interest were short lessons at the start of club sessions (50.9% very interested or interested), training days and/or weekends with professional teachers (50.3% very interested or interested) and 'play and learn' sessions with 24 boards followed by a discussion (47.4% very interested or interested).

TBA facilities and resources:

- Levels of satisfaction: Satisfaction with TBA facilities and resources is high across the board. Parking (91.9% very satisfied or satisfied), table money payment options (89.6% very satisfied or satisfied), the toilets (90.8%), kitchen facilities (79.2% very satisfied or satisfied) and TBA website (80.3% very satisfied or satisfied) were amongst the highest rated facilities and resources. TBA lounge facilities and meeting space reported the highest levels of dissatisfaction (15.6% and 6.4% respectively).

Online bridge attitudes and experiences:

- Attitudes about online bridge: When asked to rate their level of agreement with several statements about online bridge, many TBA members had no opinion either way. However, almost two-thirds of TBA members (63.6%) strongly agreed or agreed that online bridge was not as enjoyable as at the club. A number also recognised that online bridge was important to the future of the game (6.9% strongly agree and 32.9% agree). A further 34.1% of members disagreed with the statement that online bridge was no longer needed now the pandemic is over.
- Tried and/or using: Approximately 7 out of 10 TBA members have tried online bridge, with BBO the most reported platform tried (84.7% of members who have tried online bridge have used BBO). Realbridge is the second most reported platform tried (40.3% of members who have tried online bridge have used Realbridge). Of those who have tried online bridge, approximately one third are currently not using any online platforms (34.7%). For the two-thirds of TBA members who have tried and continue to play online bridge, the two most popular platforms in use are BBO followed by Realbridge.
- Levels of satisfaction: Convenience and cost are the two highest rated aspects of online bridge (66.9% very satisfied or satisfied and 59.7% very satisfied or satisfied respectively). Of those who have tried online bridge, levels of dissatisfaction are at their highest when it comes to safeguards in place to prevent unethical behaviour (13.7% report beings very dissatisfied or dissatisfied).
- Interest in an online session during the day: Almost one in 4 TBA members would be very likely or likely to attend a TBA session online during the day, suited to their standard of play. An additional 1 in 4 TBA members showed a degree of interest by reporting 'it depends'.

Communications:

- Satisfaction with TBA communications: Satisfaction levels when it comes to TBA communications are very high (88.4% reported being very satisfied or satisfied with frequency and 82.6% reported being very satisfied or satisfied with content and/or topics).
- Communication preferences: The top three preferred ways TBA members would like to be informed about upcoming events and things of interest are TBA website (56.6%), general emails (54.3%) and Director announcements (50.3%). The least preferred ways are Committee member announcements (4.0%) and posters and fliers (8.7%).