

2005 ACBL Membership Survey Analysis

The 2005 survey was conducted by Equation Research using a random sample of the ACBL database with a response rate of 20%. Among Equation's clients are USA Today, Federal Express and Walt Disney World.

A comment from one member showed how important these surveys are to our efforts: “I think you are positively heading in the right direction simply by asking us our opinions.”

If you have any questions or comments about the survey, contact the [ACBL Marketing Department](#).

The validity of the survey continues to be reinforced with the consistency of certain numbers. For example:

How did you first learn about the ACBL?

	2005	2003
Friends/Family:	28.6%	29.6%
Bridge teacher:	12.0	13.0
Bridge club:	45.6	50.5
Advertising:	0.8	0.5
Internet	1.5	1.0
School:	2.2	1.6

Note the gains, slight as they are, in advertising, Internet and school.

Satisfaction with ACBL features

Percentage of members somewhat and very satisfied:

	2005	2004
Recognition for rank advancements	91.5%	
Affordability:	86.0	86.0
Web site	93.0	91.0
Portal	91.0	
Marketing	86.3	82.0

We added a “Do not Use” choice this year. Only 12% of our members do not use the web site, and only 32% do not use the portal — strong support for our services in these areas.

Rank Changes

Respondents who were not satisfied with rank advancement recognition were asked for suggestions and comments. The original intent of this was to learn whether they wanted

more “stuff” as recognition. This was not the way members interpreted the question. Many commented on the need for a “current rank” classification. Here’s an example:

“When masterpoints are supplemented with an annual batting average, then we will have something we can rank.” This is addressed in item 2.05 of the ACBL Strategic Plan: “Develop ranking system based on current performance” (2007-08).

Several members also suggested that recognition be at the club level.

Recommendation: Ask clubs how they recognize rank changes and post suggestions in newsletter.

Web Site/Portal

Members were asked to suggest additions to the web site and portal. A frequent suggestion was the masterpoints needed for next rank.

Recommendation: Add to portal. (Done)

Another frequent request was for a better search engine. We know that ours is inadequate, particularly because it cannot search our vast document library in PDF format.

Recommendation: The IT team is looking into alternatives.

There were dozens of requests for information about conventions and lessons.

Recommendations: The popular Conventional Wisdom columns have been placed online. The appendix of Commonly Used Conventions has been edited for online production and will be posted shortly. We also can look into archiving the Hand of the Week. The Education Department is researching teachers who conduct online lessons to add this information to their profiles.

One capability for which we received frequent requests was the ability to look up others’ masterpoints. We consider this a violation of our members’ privacy and will not include this feature on the site.

Many members asked for items that already are on the site, such as the Lee Edwards convention card editor. We do not see the addresses of the respondents and are unable to get back to them. However, the comments reinforce the need to update the home page to make it easier to find the pages we know our members use most. We will work on this over the summer.

How satisfied are you with the ACBL Bridge Bulletin magazine?

97% are somewhat (25.4%) or very (71.7%) satisfied with the magazine compared to 95% last year. Only 2% of our members do not read the magazine — again, a strong endorsement.

Satisfaction with ACBL representatives

Percentage somewhat and very satisfied.

2005

2003

Headquarters:	94.4%	90.3%
Tournament Directors:	95.2	94.1
Club Directors:	93.4	90.9
Unit Officials:	90.4	88.7
District Officials:	88.4	87.0

We added the category “I do not have contact with these representatives” to the question. 52% of our members have never had contact with Memphis, 50% have not had contact with district officials, and 40% have not had contact with unit officials. Only 13% and 9% have not had contact with tournament and club directors respectively.

How likely are you to renew your membership?

Extremely likely has gone from 83.3% in 2003 to 85.7% in 2005. 69.8% of members of less than a year are extremely likely — that number shoots to 88.5% for members 4-10 years.

For the first time, we asked members about how they would like to renew membership.

E-mail reminder to renew online:	52.7%
Mail reminder to renew online:	9.6
Mail reminder to renew by mail:	37.7

How would you prefer to renew your ACBL membership?

Online:	54.0%
Mail:	33.5
No preference:	12.5

When would you prefer to receive your first renewal notice?

3 months prior:	12.1%
2 months prior:	47.8
Month of expiration:	40.1

Recommendations:

1. We will program the portal to remind members of renewal if they choose this feature.
2. We will begin mailing the first reminder two months prior to renewal date.

Education

76% of our members have at least a four-year college degree.

Income

68.6% of our members earn at least \$50,000 a year.

ACBL Product Store

The 2005 survey asked several questions regarding your interest in purchasing bridge supplies. We are working to improve the awareness of ACBL products and services. You will see a newly designed product guide in the fall and a new web site in the future.

How does the survey data match up with membership statistics?

We compare survey data to our data to help gauge validity. They match up pretty well. For example:

How many masterpoints do you have?

	Survey %	Actual %
0-50	22	33
51-300	29	28
301-1000	27	24
1001-2500	15	9
2500+	6.8	3.3