

Bridge Trumps Food and Fire

2005 ACBL Nationwide Bridge Survey

Bridge players marooned on a desert island would prefer a game to a warm fire or banana soufflé. When asked to choose fellow survivors, close to half of *25.1 million* bridge players (42.3%) named “three other people for bridge” over distant also-rans Tom Hanks (18.9%), Betty Crocker (15.1%), Jacques Cousteau (14.5% and Dr. Phil (9.2%).

The first ACBL Nationwide Bridge Survey was conducted by Equation Research using a national sampling group similar to those in political and consumer polls. Among Equation’s clients are USA Today, Federal Express and Walt Disney World. Survey data have been weighted to reflect the U.S. Census population profile. The population base is 216 million over the age of 18. The margin of error for the base survey is +/- 3%.

Familiar with Bridge

21.2% (45.8 million)

Know How to Play

11.6% (25.1 million)

Demographics of 25.1 million

Education

College (4-year) Graduate
20.3%

Graduate Degree
23.1%

Total College +
53.2%

U.S. Census (age 25+) with bachelor’s degree or more: 27.7%

Annual Income

27.0%	\$75K+
47.1	\$50K+
Mean	\$61.5K

U.S. Census Median \$43.3K

Gender

Male	53.9%
Female	46.1

Age

Mean	50.9
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Race

Caucasian	71.5%
Black or African-American	15.6%
Asian	11.1%

Current Players

- 18.7 million are current players.
- 3.3 million play at least once a week.
- 5.1 million play at least once every two to three weeks.

Other Games	At least once a week	At least once every 2-3 weeks
Solitaire	51.6%	62.2%
Poker	18.7	30.4
Gin Rummy	10.1	16.3
Spades	16.1	30.6
Cribbage	15.2	21.6
Euchre	21.3	27.8

Bridge Columns

17.4 million players have read a bridge column and 5.1 million read a column regularly.

Play Online

4.1 million players (16.3% of 25.1 million) play online. Of these...

12.6%	Daily
17.7	Several times per week
5.5	Once a week
14.8	Once every 2-3 weeks
16.7	Once a month
32.7	Less than once a month

What They Play

Rubber	41.3%
Duplicate:	13.2%
Both:	45.1%

Why not Duplicate?

23.9% *have never heard of duplicate.*

~30% each too competitive, don't want to drive to game, friends don't want to play

Familiar with the ACBL

4.9 million players are familiar with the ACBL. One million are extremely interested in joining an organization that supports bridge players and bridge education. 20.2 million are not familiar with the ACBL. Of these, their interest in joining such an organization:

4.1%	extremely interested
25.2	somewhat interested
39.9	not very interested
30.8	not at all interested

How Bridge Learned

	Nationwide
Friends/Family	87.9%
Instructional Books	13.7
Bridge Teacher	7.2
Software	5.3
Internet	4.2
Other	5.1

Bridge is...

Respondents could check multiple terms.

		Age 25-35	55-59
Old-fashioned:	44.7%	61.6	30.6
Good for the brain:	25.1	20.3	33.9
Intellectual:	24.6	24.9	33.9
Too tough for me:	18.4	11.3	19.4
Fun:	17.8	19.2	15.3
Addictive:	11.3	7.9	8.9
Trendy:	5.8	6.2	4.0
Greatest card game:	4.1	1.1	5.6

respondents could check multiple terms.

Others examples:

Good for the brain: 53.3% age 75+

Too tough for me: only 10.9% age 18-24

Fun: 22.0% age 60-64, 23.9% age 65+

Old fashioned: drops to ~14% age 60+