

District 19 Tournament Survey Report

Introduction

District 19 conducted a survey among its membership to gauge interest for future tournaments. The survey was sent out to 5566 members on March 17 via ACBL Marketing Services (Pianola). The current roster shows a total of 5762 members, but not all have email addresses.

Members were asked three simple questions, the principal one being their intention to participate in three upcoming District regionals. Two subsidiary questions concerned their comfort level with covid cross-border restrictions, and their experience playing tournaments pre covid. Respondents could optionally leave comments as well as submit their email address to receive the survey report.

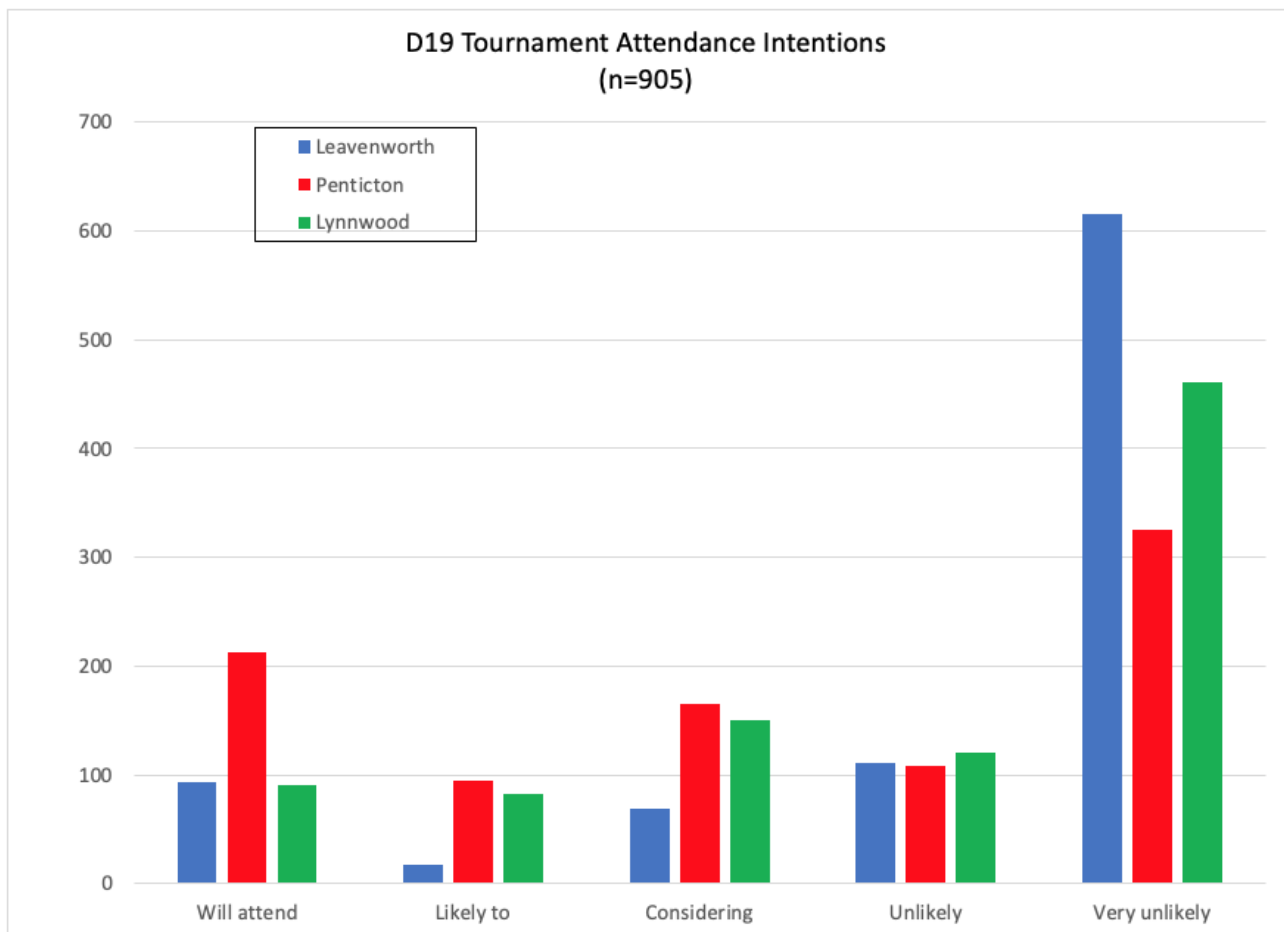
In the interest of providing timely information to the D19 board and future tournament organizers, an initial report was prepared using three days of survey data for a total of 862 responses. Eight days after launching the survey, 905 members had completed the survey. It being unlikely that further responses would yield significantly different information this will be the final report.

Results

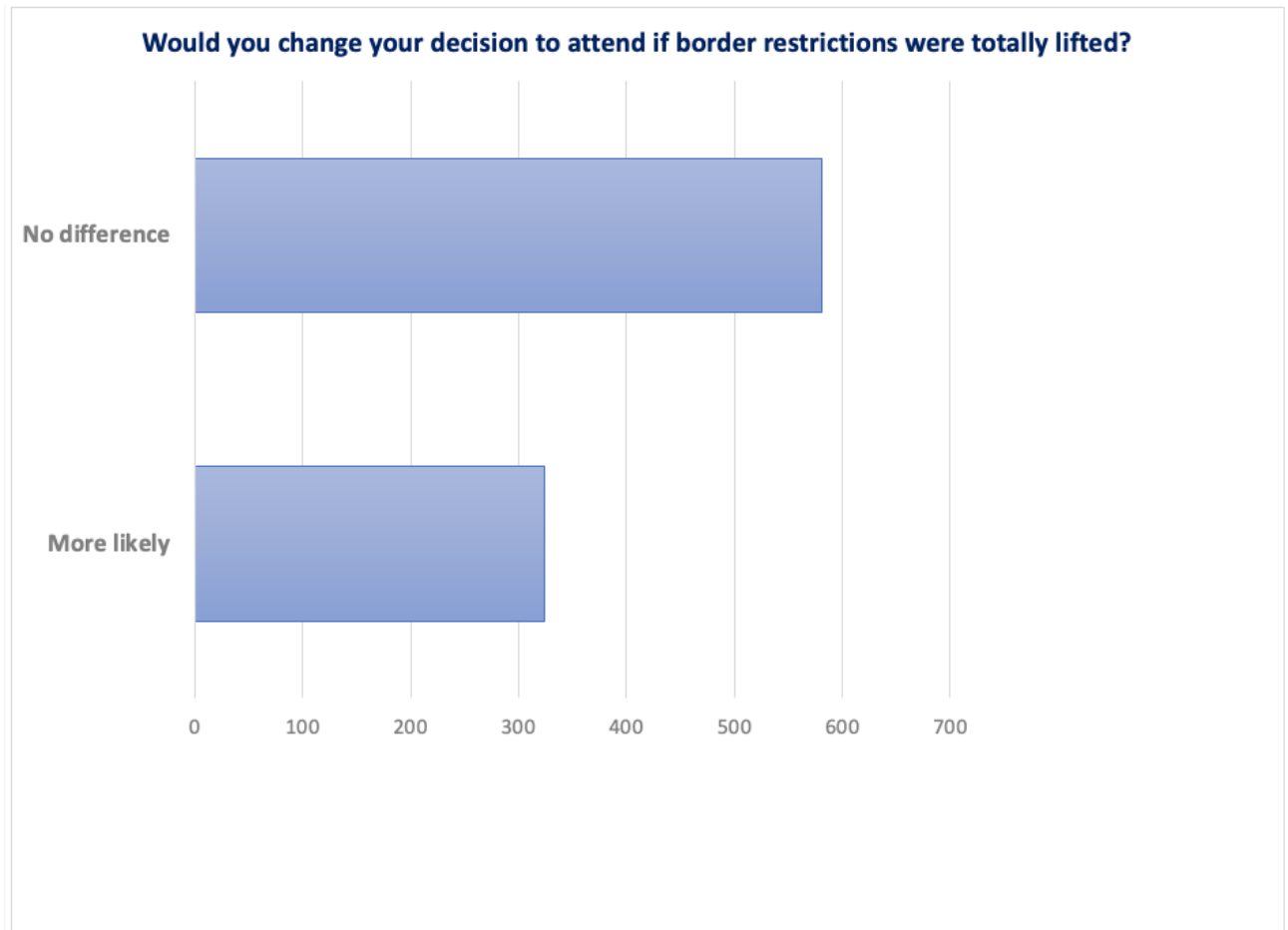
1) Attendance intentions:

Results are shown in both tabular and graphical formats.

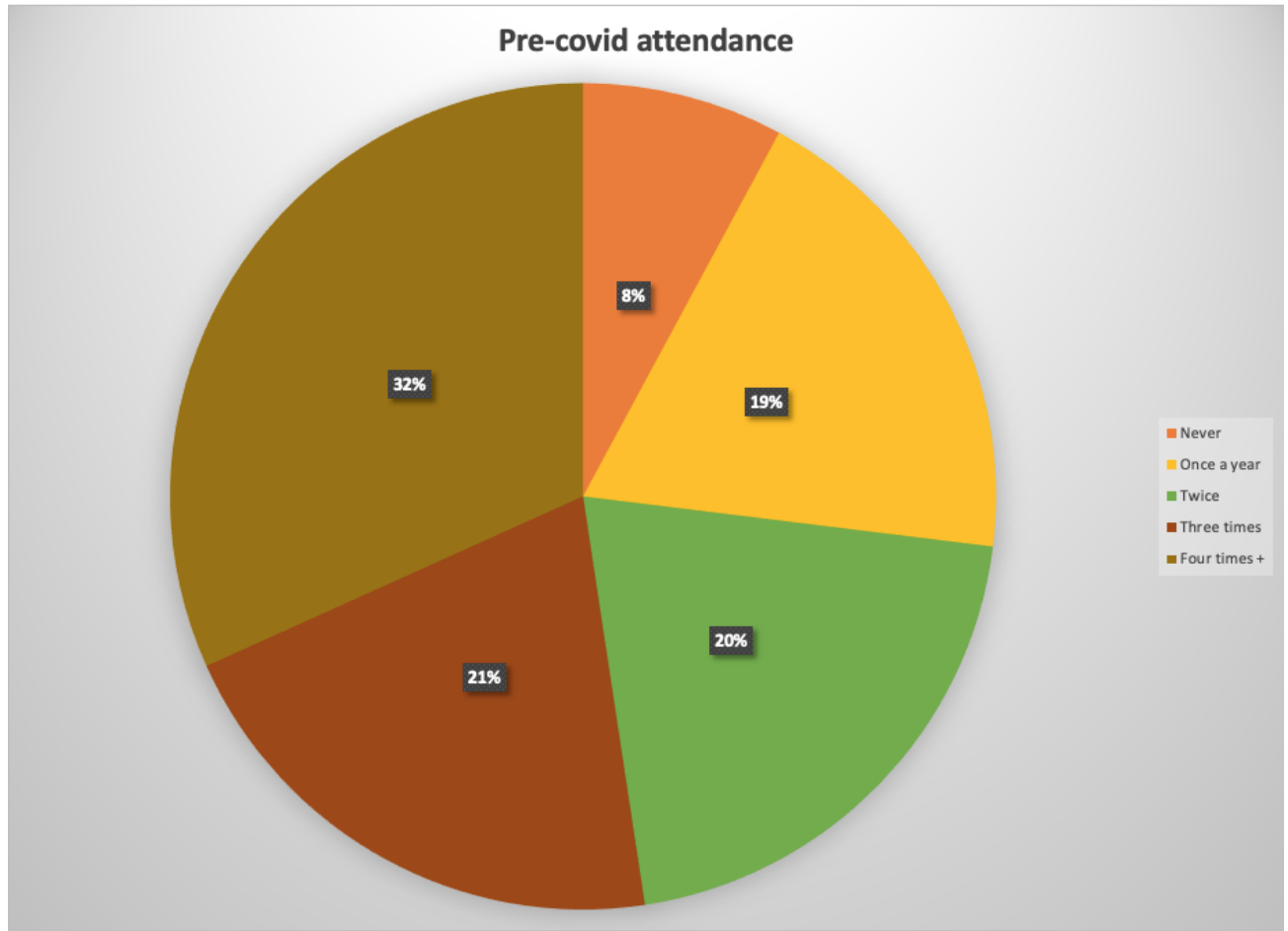
	Leavenworth	Penticton	Lynnwood
Will attend	93	212	91
Likely to	17	95	82
Considering	69	165	150
Unlikely	111	108	121
Very unlikely	615	325	461



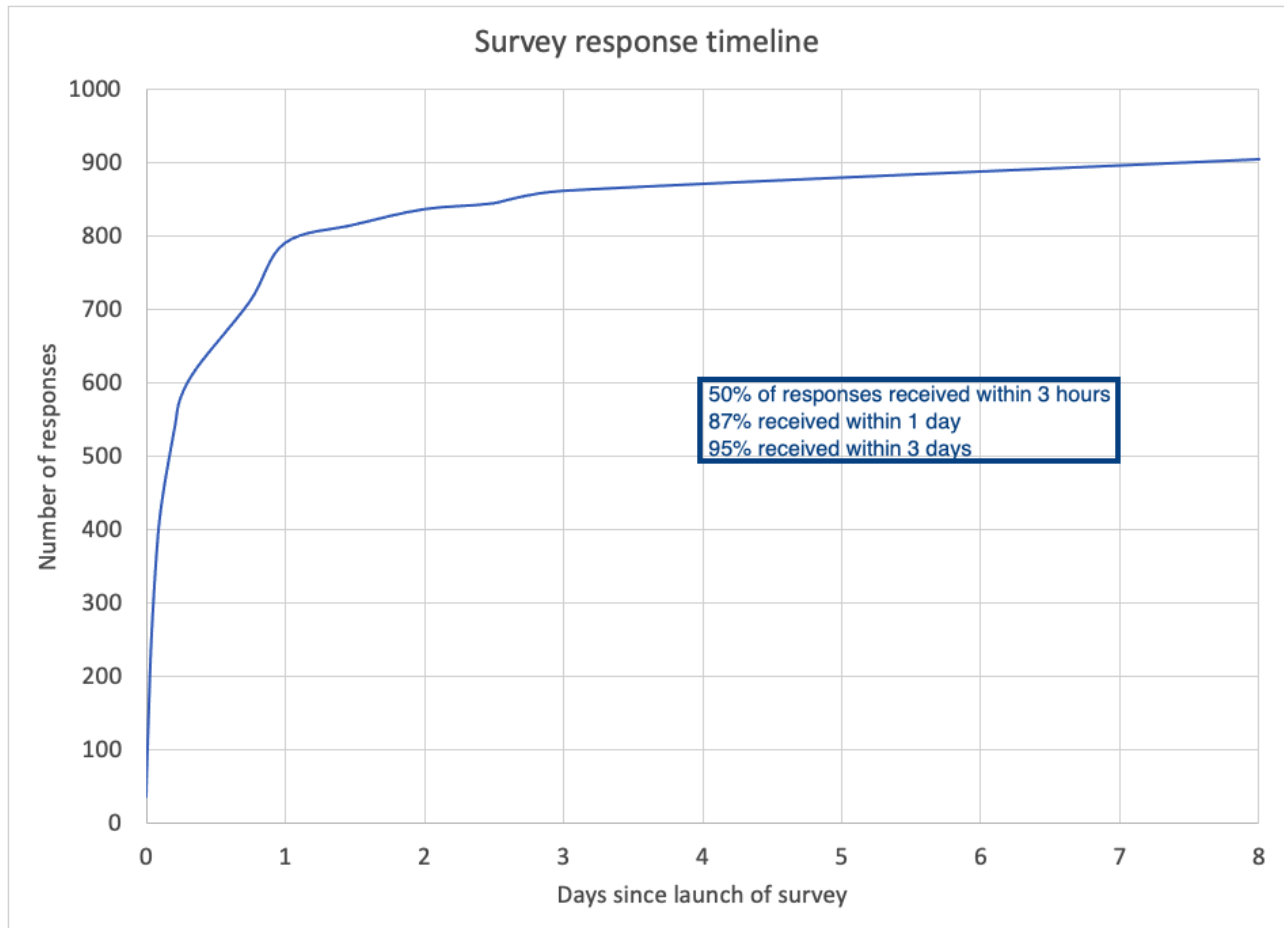
2) Effects of border restrictions



3) Prior tournament attendance



4) Timeline



5) Comments from respondents

Although comments were optional, 156 respondents weighed in, many on covid-related issues. The list of comments is available to tournament organizers upon request.

Discussion

Survey results are generally self-evident, so no detailed discussion is required.

Participants responded quickly after receiving the survey. As seen under Timeline, 50% of responses were received within 3 hours of launch, 87% after 24 hours and 95% after 3 days. Future surveys could include a deadline of either 48 or 72 hours without significant loss of data.

Most respondents (65%) were unfazed by existing border restrictions. The remaining 35% opined they would be more likely to attend tournaments with no restrictions at all.

Survey respondents were, unsurprisingly, people with an interest in attending tournaments. 32% reported attending four or more tournaments annually (pre-covid) with another 41% at least two. Only 8% had never been to a tournament.

*JP Weber,
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March 25, 2022*