

## Q1 2024 NABC Survey

### Surveyed:

- 41,466 who have not attended an NABC. Response: 274.
- 22,907 past attendees. Response: 1,919.

### Take aways:

- Respondents come from various bridge Districts, with numbers ranging from 1 to 21.
- Age distribution is skewed towards older players, with a significant number aged 70-79.
- Roles in the bridge community are primarily as players, with some also serving as Unit/District officers, tournament organizers, club managers and teachers.
- A large majority of respondents have over 750 Masterpoints.
- Frequency of attending NABCs varies, with many attending every few years or at least once a year.
- Many respondents regularly attend sectional and regional tournaments.
- Attendees have experienced all types of NABC events, with the highest attendance in spring and summer NABCs.
- Primary reasons for attending NABCs include larger competition, social experience and location factors.
- Reasons for not attending include costs, location desirability, travel convenience and inconvenient dates.
- Suggestions for NABC model changes focus on cost reduction, desirable locations, scheduling and more accessible partner/team finding.

- Preference for playing sites leans towards hotels, but a majority have no preference.
- Most respondents find a maximum hotel room rate of under \$200 reasonable.
- Host city desirability varies, with cities like Las Vegas and Charleston being more favorable.
- Opinions are mixed on shortening NABCs, focusing events and reducing airport size.
- There's interest in a more intimate setting in smaller cities and dual venue arrangements.
- The tour model, rotating venues, has moderate interest.
- Participants are somewhat open to significant changes in the NABC format.