



# Officials and Teachers

## Club Officials and Teachers

October 14 - 22, 2004

<b>Objectives</b>	Perception of respondents regarding current programs and services
<b>Targets</b>	4,507 Club Officials and Teachers
<b>Procedures</b>	Online survey authored and housed by Equation Research. Wave 1 e-mail forwarded Thursday 10/14; survey cut-off Friday 10/22
<b>Incentives</b>	Chance to win 1 of 4 \$50 Bridge Bucks prizes
<b>Security</b>	Single-use, alpha-numeric PINS encoded in e-mail survey link
<b>Response Rate</b>	1,214 responses were recorded (27%)

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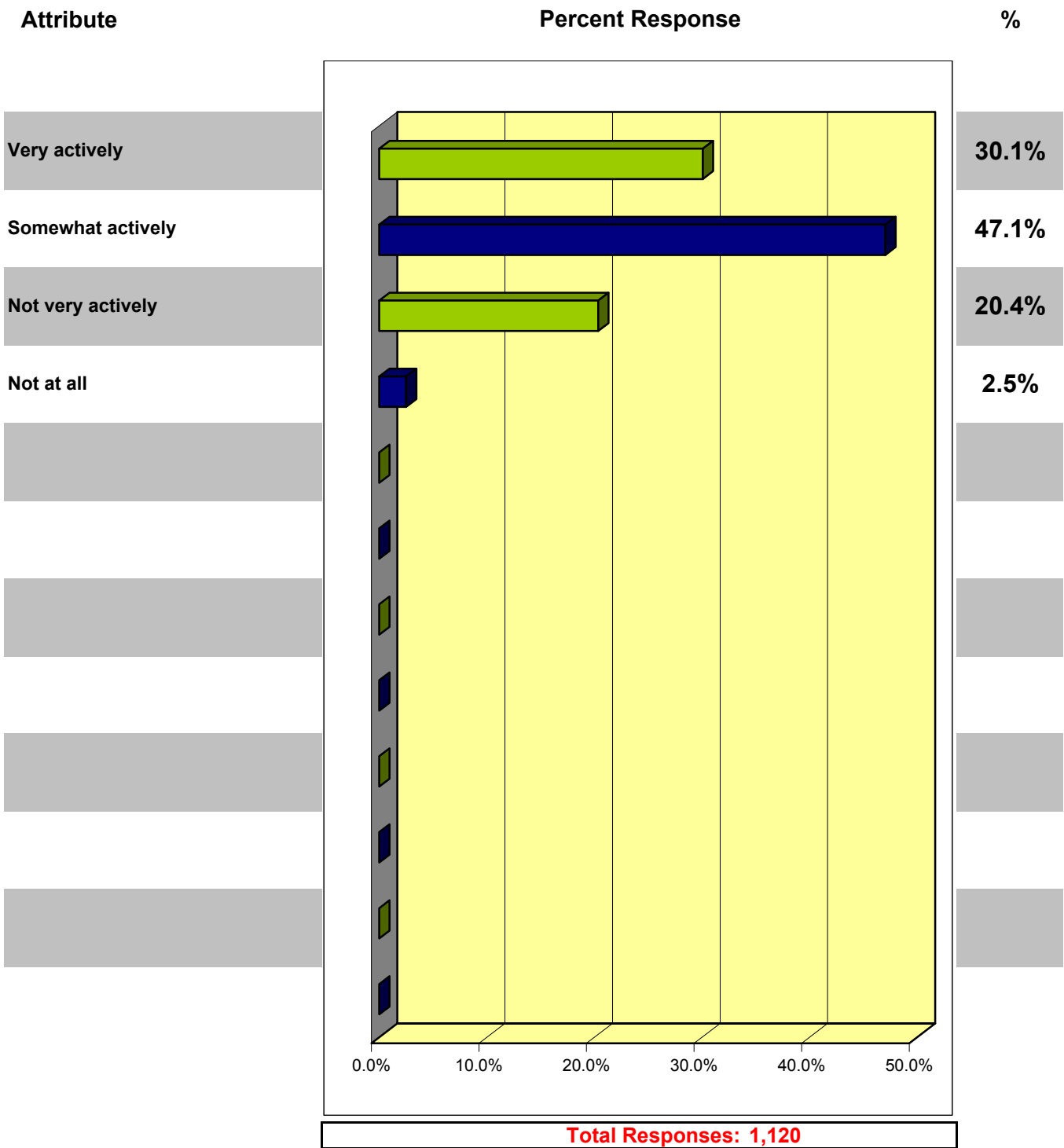
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**Elizabeth Kwiat**  
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**v: 914.773.1354**  
**e: [ekwiat@equationresearch.com](mailto:ekwiat@equationresearch.com)**





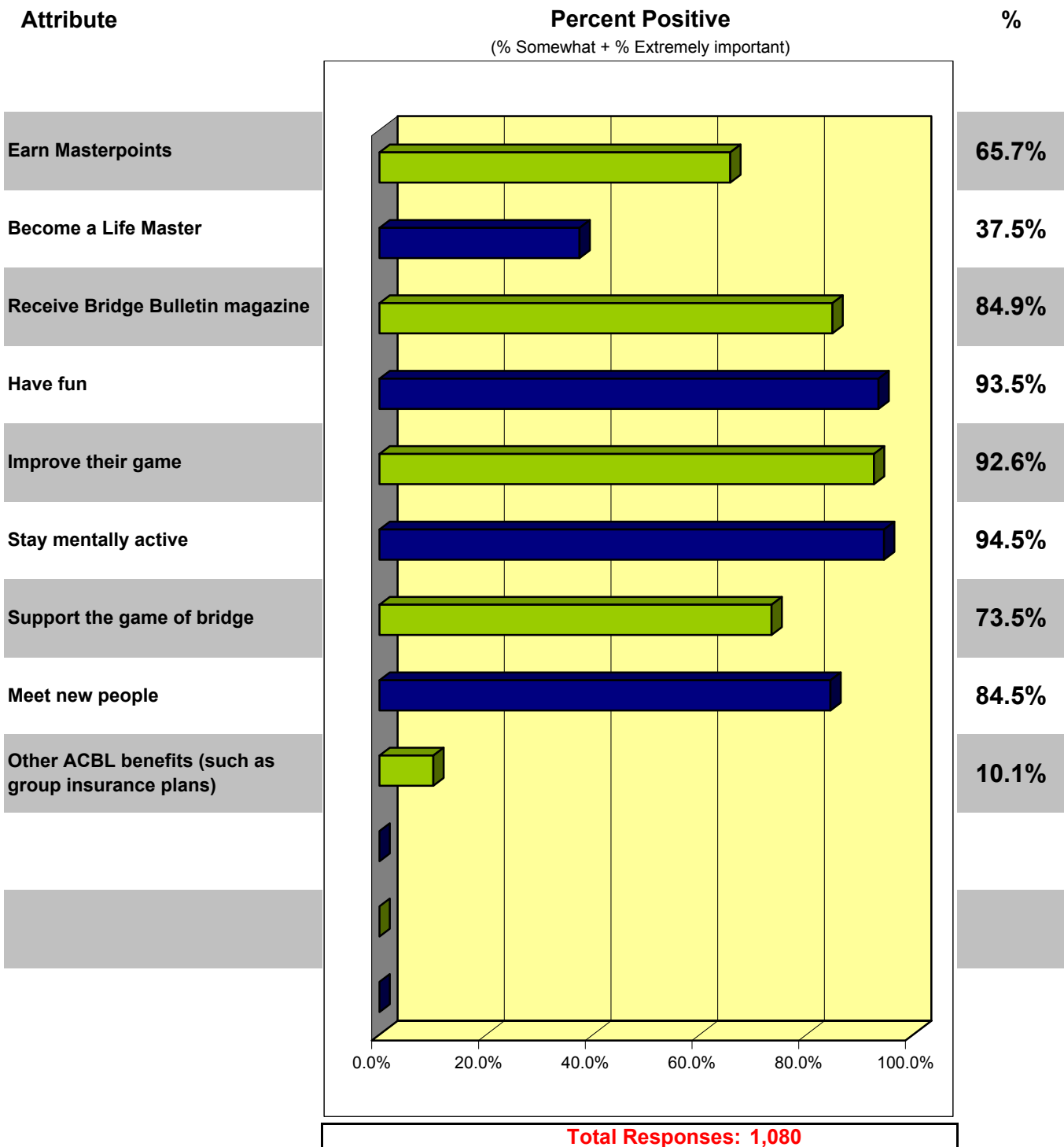


3. How actively do you promote membership in the ACBL?





4. When you recruit members to the ACBL, describe the level of importance you place on these reasons for joining:











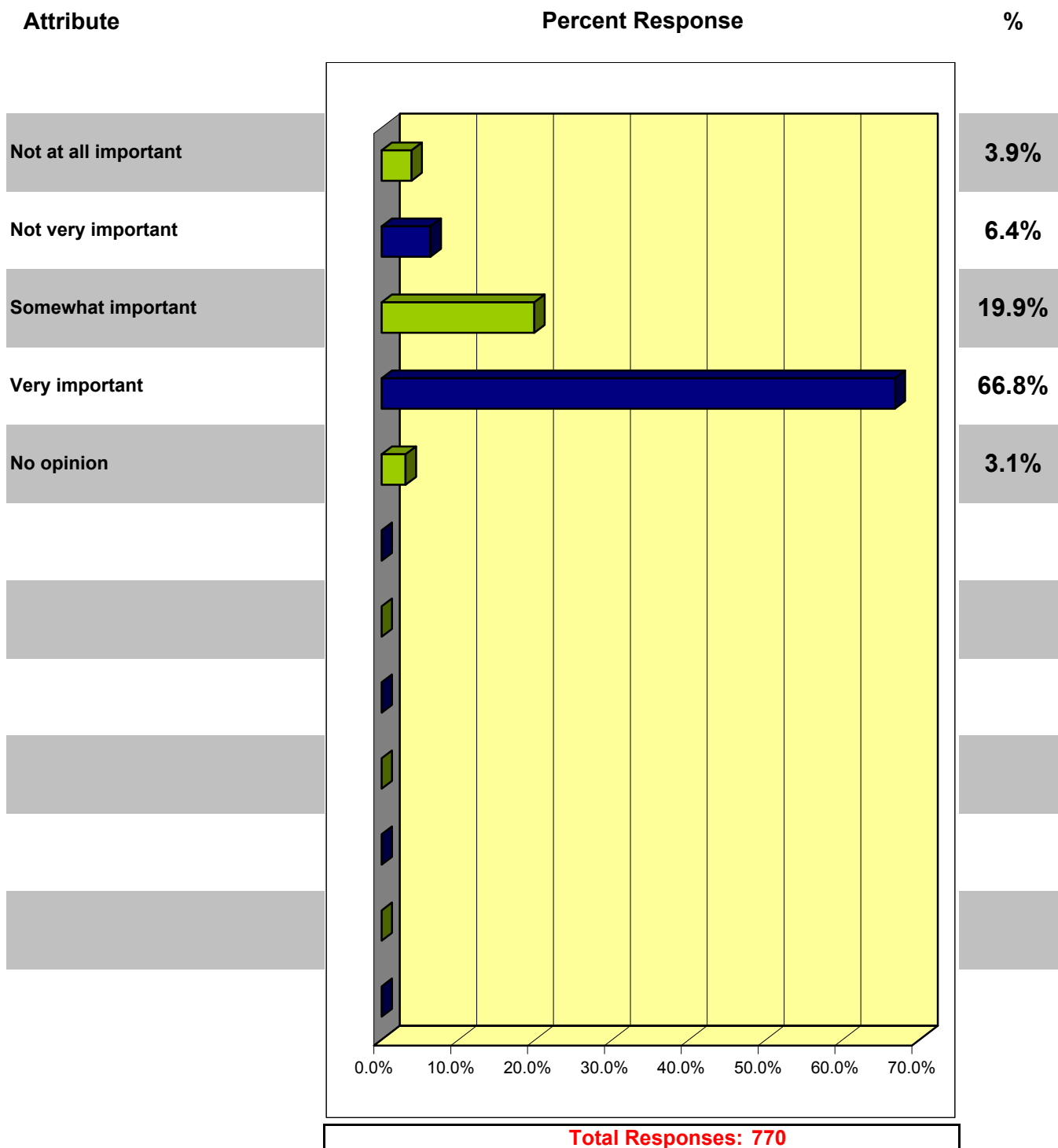






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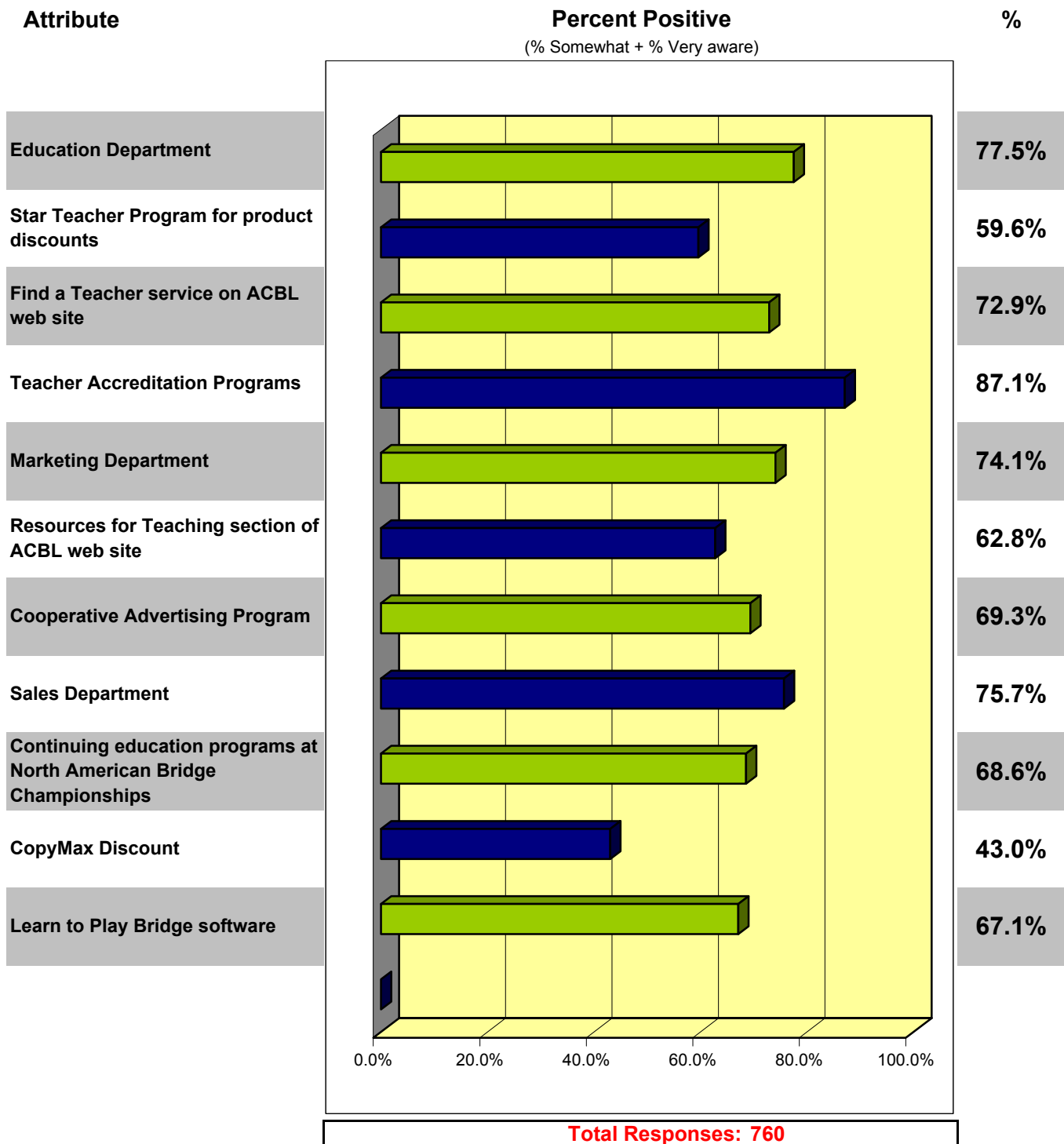
12. How important is it that the ACBL Bridge Series (Club, Diamond) be updated to incorporate modern bidding techniques, such as weak twos and 15-17 notrump openers?





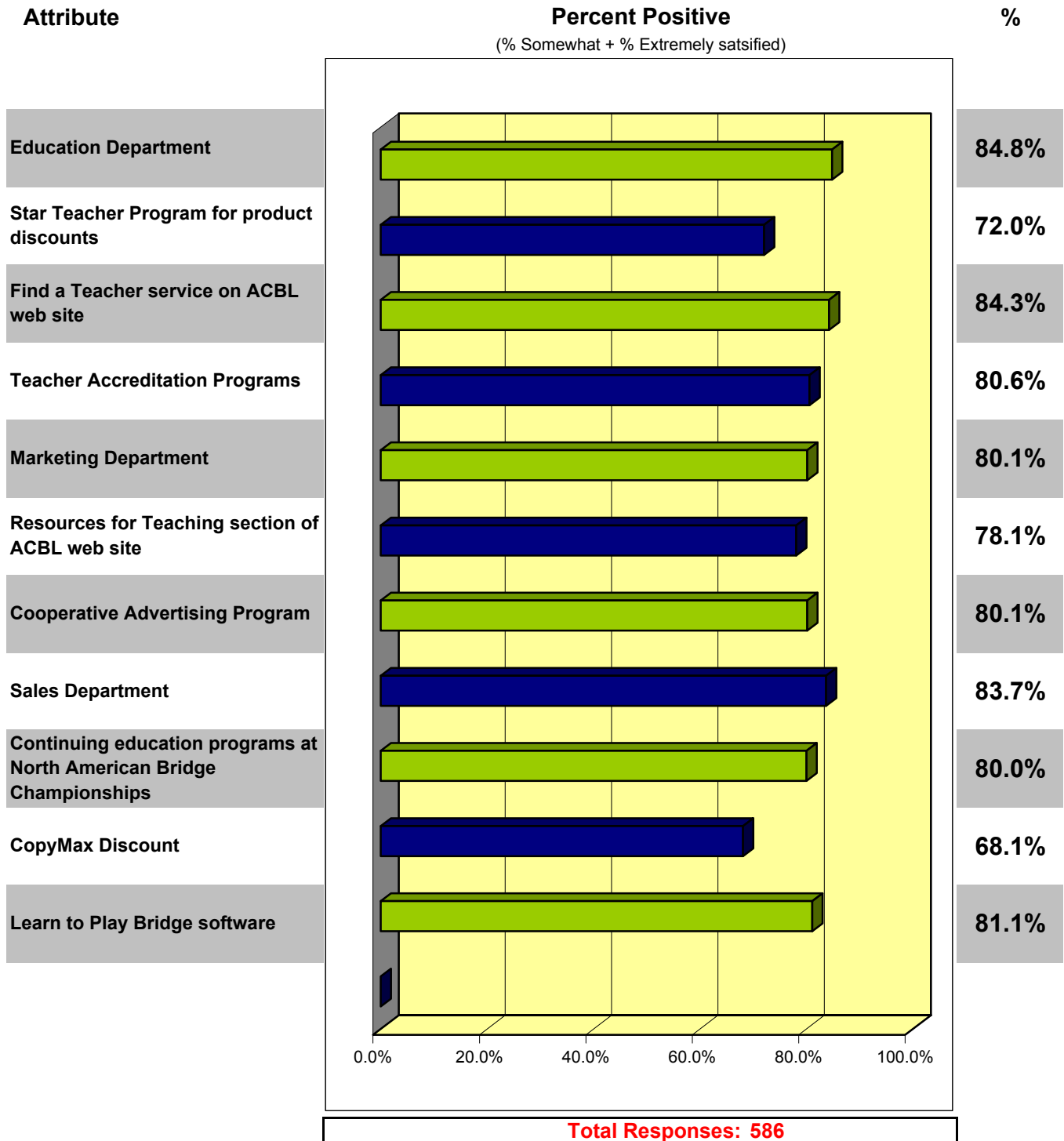


15. Please tell us your level of awareness of these ACBL programs and services for teachers:





16. Please tell us your level of satisfaction with these ACBL programs and services for teachers:









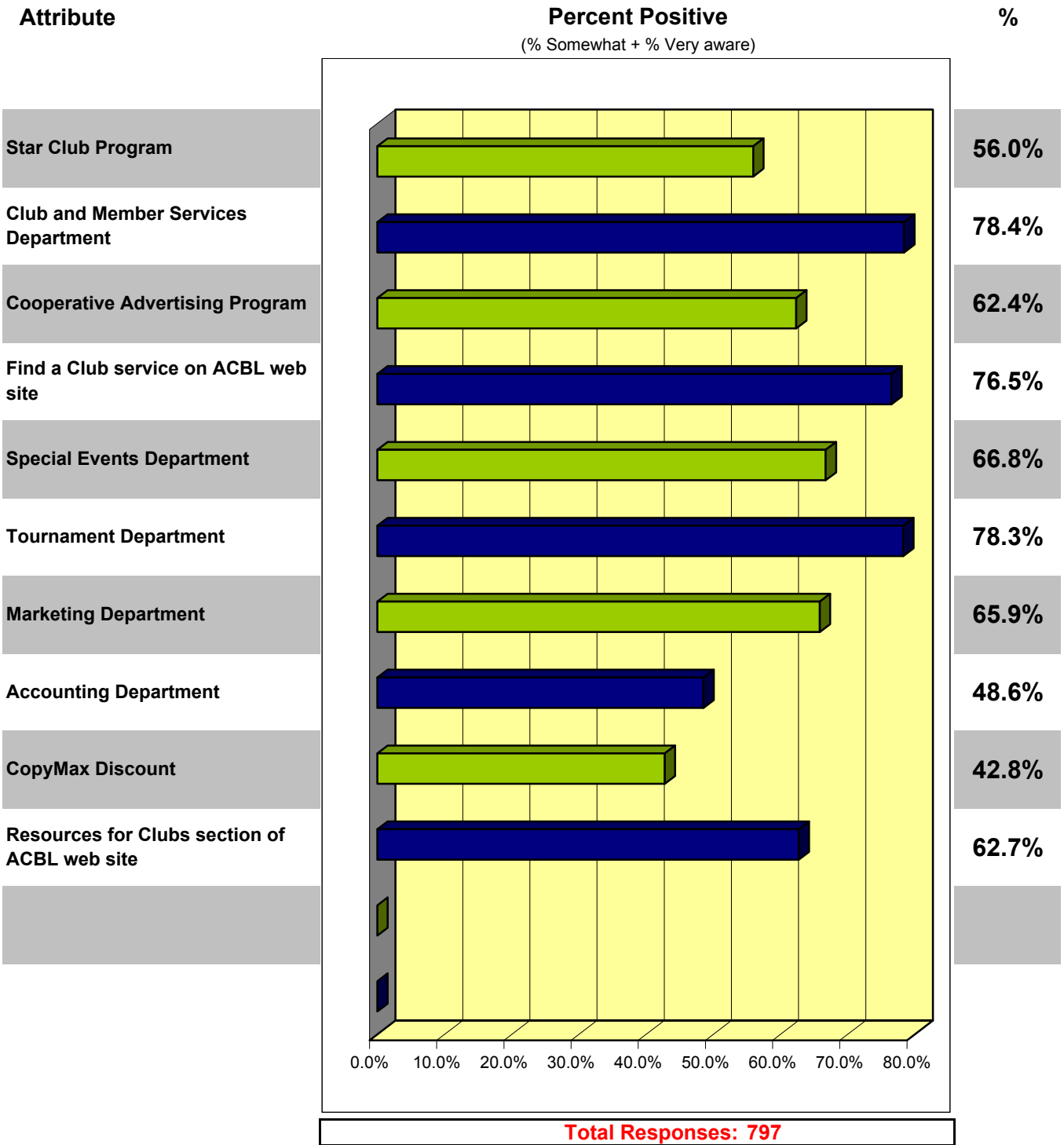






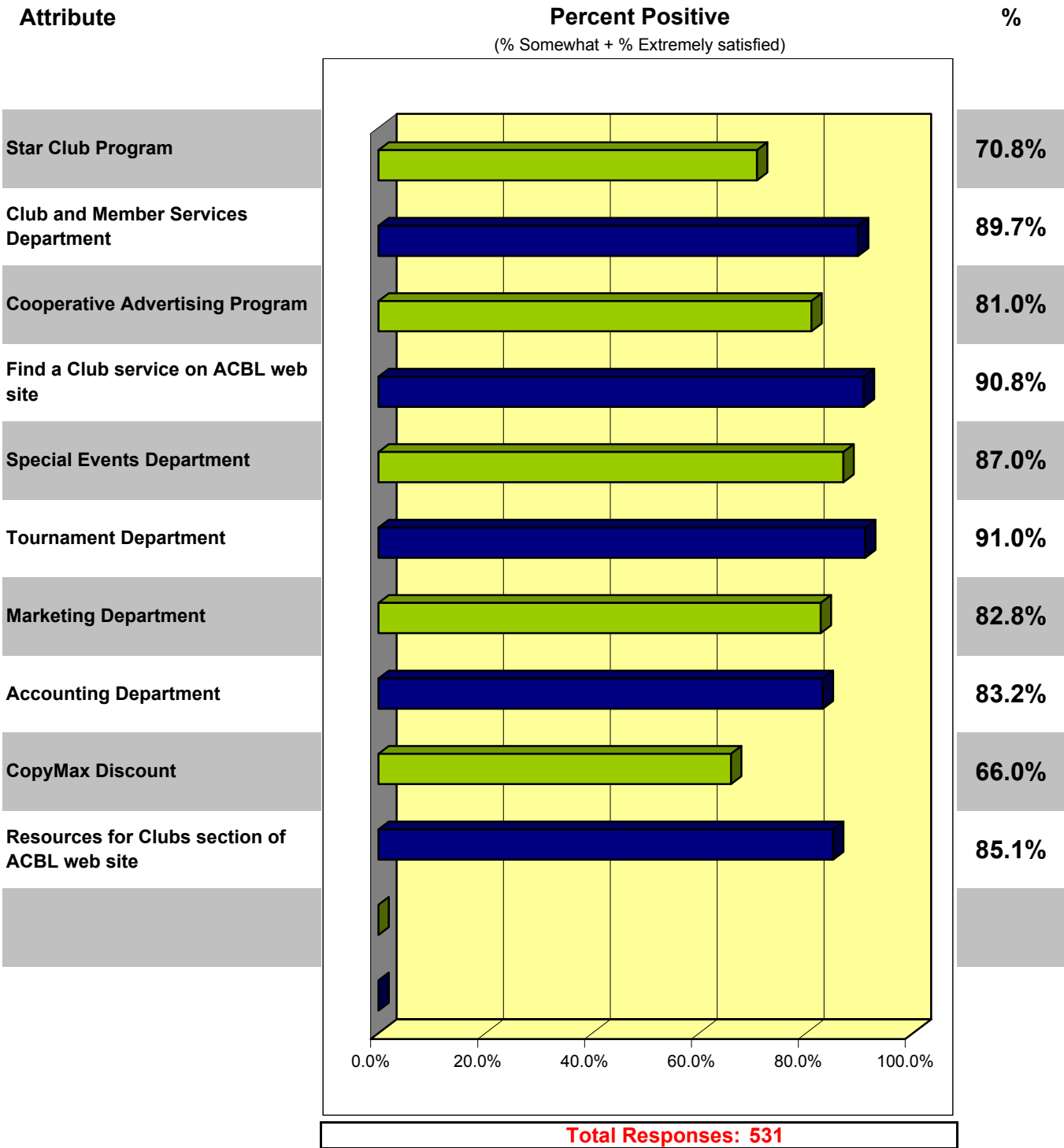


24. How aware are you of these ACBL services for clubs:





25. How satisfied are you with these ACBL services for clubs:









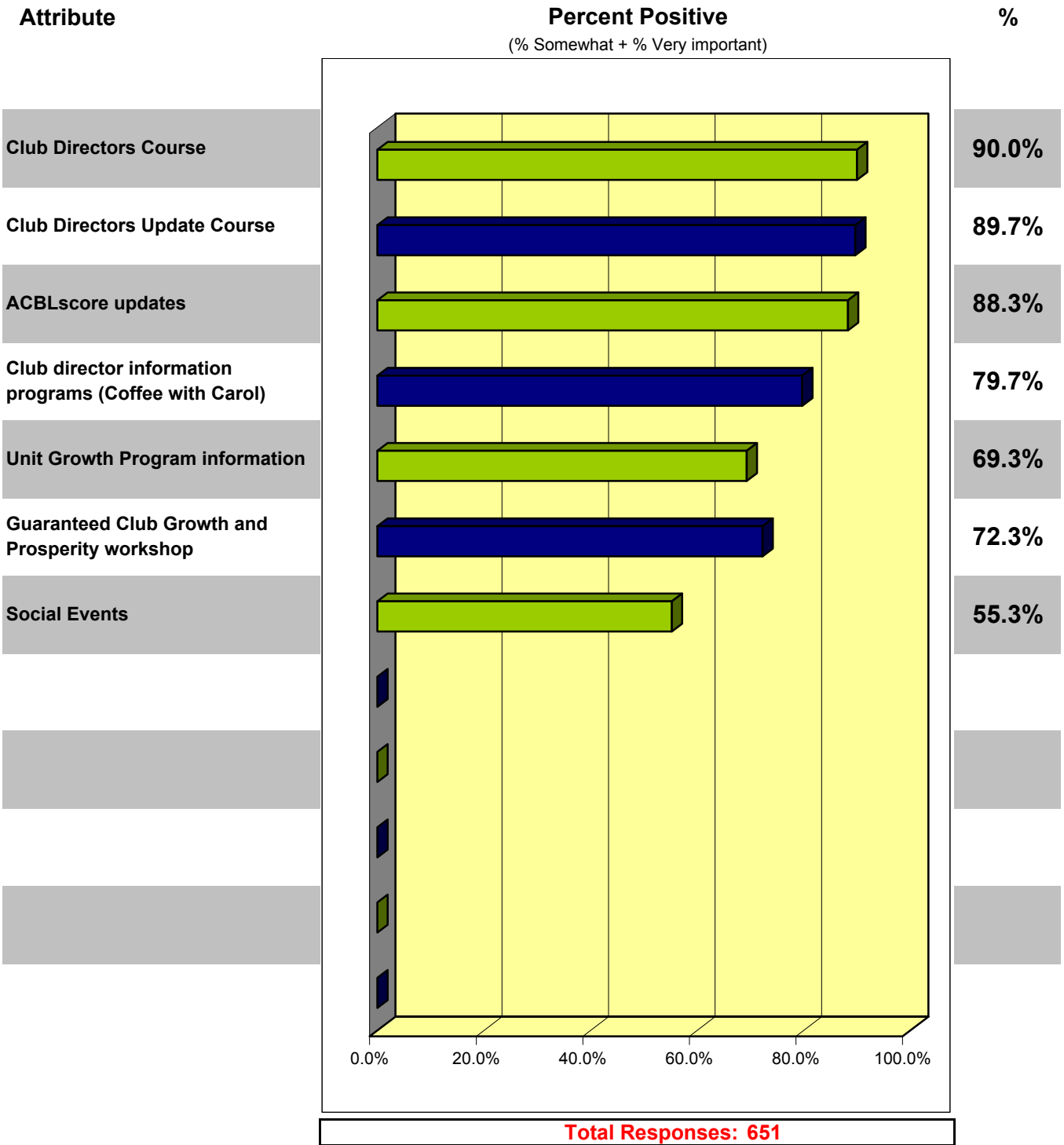








33. Please rank the importance of offering each of these seminars:











39. At an NABC event, how willing would you be to forego bridge for seminars or social activities?

