



DARTS ALBERTA

THE ALBERTA DARTS ORGANIZATION

Dart Player Demographics Survey Results Executive Summary

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This project, and many programs and services offered through Darts Alberta, are made possible through funding support of:



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Note to Reader:

This document contains only the Executive Summary and not any statistical data gathered from the survey. Contact the Darts Alberta President or Administrator for a copy of the complete report.

Executive Summary

An on-line survey was developed and conducted by Darts Alberta to gather statistical demographics of dart players from within Alberta and throughout Canada. A list of the project's goals and objectives are included in the appendices.

The survey was developed by the Darts Alberta Administrator and validated by the Darts Alberta Grants Subcommittee. The results were formulated and the report and conclusions were written by the Darts Alberta Administrator for presentation to the Darts Alberta Executive Committee. A contact list is included in the appendices.

The survey was developed through the use of Perseus SurveySolutions® Express on-line survey software and went live on October 1, 2005. Several mass emails were circulated to the Darts Alberta email database consisting of over 300 member and non-member dart players, organizers and executive members throughout Alberta and Canada. Survey results were gathered between October 1, 2005 and December 15, 2005.

To maximize participation, an incentive was provided where all survey participants would be entered in a draw for one \$50.00 credit toward entry fees at any Darts Alberta Ranked Tournament.

Although some statistical information was generic to all survey participants, the survey was structured in such a manner that for some questions dart players in Alberta were asked more in depth questions than those from out of province.

A total of 200 individuals participated in the Darts Alberta Demographics Survey, representing approximately 71% being residents of Alberta and 39% from out of province. Of the out of province participants, the majority were from within Western Canada.

Summary of Conclusions & Significant Findings

Statistical Validity

- The survey results provide an accurate representation of the Darts Alberta membership, based on a comparison of the demographics of survey participants vs. the current membership in relation to location, male/female ratio and adult/youth ratio.¹

General Demographics

- Dart players come from all walks of life and have a varied range of income levels.
- The education level of the majority of dart players is between a high school graduate and some college/university courses.
- The majority of dart players are married or in a common-law relationship.
- The vast majority of dart players are self-employed or employed full time.
- The vast majority of dart players do not have any youth in their household that participate in the sport of darts.
- The vast majority of dart players have at least one other adult residing in their household also participating in the sport.
- The vast majority of dart players have at least one dart board set up in their household.
- The vast majority of survey participants are likely to very likely willing to participate in a future darts survey.

Motivation and Sport Features

- The two primary reasons people are involved in the sport of darts are:
 1. To socialize.
 2. To improve their skills.
- The two best features of the sport of darts are:
 1. Fun to participate in.
 2. Opportunity to gain new friendships.
- Over 65% believe that the sport of darts improves mathematical skills.
- The worst feature of the sport of darts is considered to be poor sportsmanship.

¹ This conclusion is based on the following comparison between the demographics of the Darts Alberta membership base vs. the demographics of the survey participants:

	Membership Demographics	Survey Participant Demographics
Calgary	28%	34%
Edmonton	35%	42%
Male	70%	60%
Female	30%	40%
Adult	99.5%	99%
Youth	0.5%	1%

League Participation

- The majority of dart players in Alberta compete in at least one dart league and in tournaments.
- Over 30% of dart players in Alberta currently compete in only non-member leagues. These individuals would not be Darts Alberta members unless they have purchased individual memberships.
- While a high majority of dart players in Alberta compete in league play at least once or twice a week, more than 24% participate in league play three or more times per week.

Tournament Participation

- While the majority of dart players in Alberta compete in at least 1 to 4 Darts Alberta Ranked Tournaments each year, 25% compete in anywhere from 5 to 10 ranked tournaments.
- The majority of dart players do not travel outside of Alberta to other Ranked Tournaments.
- Of those dart players in Alberta that do travel out of province, the majority participate in 1 to 2 Out-Of Province Ranked Tournaments per year.

Spending Patterns

- The average dart player in Alberta spends approximately \$30.00 per night during league play, on transportation, food and beverages.
- It is estimated that over \$84,000 per week is spent in Alberta on fuel and in the service industry on food and beverages as a direct result of participation in the sport of darts.²
- When competing in a tournament close to home, the average dart player in Alberta spends anywhere from \$230.00 to \$450.00 on transportation, hotel accommodations, tournament entry fees, food & beverages, dart supplies and souvenir apparel.
- When competing in a tournament in Alberta but a far distance from home, the average dart player in Alberta spends anywhere from \$350.00 to \$500.00 on transportation, hotel accommodations, tournament entry fees, food & beverages, dart supplies and souvenir apparel.
- When competing in a tournament outside of Alberta, the average dart player spends anywhere from \$400.00 to \$750.00 on transportation, hotel accommodations, tournament entry fees, food & beverages, dart supplies and souvenir apparel.
- When traveling to a Ranked Tournament in Alberta, the average out-of-province dart player will spend anywhere from \$435.00 to \$950.00 on transportation, hotel accommodations, tournament entry fees, food & beverages, dart supplies and souvenir apparel.

² This estimation is based solely on Darts Alberta Adult Membership and the statistical data provided regarding spending habits and participation frequency. This weekly total does not include the thousands of dart players competing in non-member leagues throughout Alberta.

- It is estimated that during a weekend-long tournament, over \$50,000.00 is spent in transportation, hotel accommodations, food & beverage sales, dart supplies and souvenir apparel as a direct result of participating in the sport of darts.³

Tournament Participation

- The most frequently attended tournaments by dart players in Alberta include the Snoflake Open, the Klondike Open and the AGM Shoot.
- The most frequently attended tournaments by out of province participants include the Klondike Open, the Snoflake Open and the Calgary Open.

Ranked Tournament Feedback

- Although the vast majority rated Ranked Tournaments as being organized to well-organized, out-of-province participants' opinions of the organization of Alberta Tournaments rated significantly higher than residents.
- Although the vast majority of dart players are satisfied to very-satisfied with the venue, entry fees and payouts, out-of-province participants' levels of satisfaction were rated slighter higher than residents.
- The vast majority of out-of-province participants are likely to return to Alberta to participate in another Ranked Tournament.
- All out-of-province participants stated they would likely to very likely recommend attending a Ranked Tournaments in Alberta to others.
- Of those out-of-province survey participants that have not traveled to Alberta, the primary factors preventing them from traveling were a lack of money or time.
- When asked to provide specific feedback regarding how to improve Ranked Tournaments, the majority of feedback related to time management, entry fees, payouts and finding methods of encouraging more grassroots participation.

Coaching, Officiating & Volunteering

- The vast majority spend anywhere from 1 to 50 hours per month formally or informally coaching, officiating and volunteering for the sport of darts. However, due to the statistics gathered regarding coaching, officiating and volunteering, it is challenging to formulate valid results regarding the number of hours involved in these types of activities.
- Over 50% are aware of the new program that was recently developed by Darts Alberta to train and certify coaches for the sport of darts
- Regardless of their knowledge of this new coaching program, the vast majority believe that this program will have some to significant impact on government recognition, funding and the overall development of the sport of darts in Canada.

³ This estimation is based on utilizing participation statistics from the 2005 Klondike Open, with a ratio of 60% local participation, 30% participation from other areas in Alberta and 10% participation from out of province. The estimation is based on a low average of expenditures and does not include tournament entry fees.

Website Feedback

- The majority of website users visit the Darts Alberta website anywhere from 2 to 3 times per week to 2 to 3 times per month.
- Website users rated tournament posters, tournament results and ranking lists to be the most important features included on the Darts Alberta website.
- When asked to provide specific feedback regarding how to improve the Darts Alberta website, the majority of feedback related to timely results, more local information on where to play and the addition of new features including photographs, player biographies and tournament reports.

Appendices

Appendix A – Project Scope, Goals & Objectives

The purpose of the project was to conduct a survey to gather statistical demographics of dart players from Alberta and throughout Canada, with the following goals and objectives:

1. To gather statistical data on league and tournament participation.
2. To gather contact information on non-member leagues.
3. To gather statistical data on spending patterns.
4. To gather feedback on Ranked Tournaments in Alberta.
5. To gather feedback on the Darts Alberta website.
6. To utilize financial statistical data in the pursuit of gaining new sponsorship and funding opportunities.
7. To ensure members personal data is protected under the Darts Alberta Privacy and Personal Information Protection Policy.
8. To complete the project within a limited budget.
9. To offer an incentive to ensure maximum participation.

Appendix B – Darts Alberta Contact List

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