



News Release

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Dart Alberta Survey results confirm the significant impact dart players have on the local economy

An on-line survey was developed and conducted by Darts Alberta, focused on gathering statistical demographics of dart players from within Alberta and throughout Canada.

The general demographics show that dart players come from all walks of life, have a varied range of income levels and the majority have a high school or higher level of education.

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. Based on the information provided by the survey participants, 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.

As common sense would dictate, dart players spend more money when competing further away from home. It is estimated that during a weekend-long tournament, a total of over \$50,000.00 is spent on transportation, hotel accommodations, food & beverage sales, dart supplies and souvenir apparel as a direct result of participating in the event.

A summary of the conclusions and other significant findings can be found in the [Executive Summary of the Darts Alberta Demographics Survey Results contained on the Darts Alberta website](#). For an electronic copy of the full survey results, please contact the Darts Alberta Administrator at administrator@dartsalberta.com.

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