Marketing in the IT Sector Winter 2014

1. There were a total of 99 members in the Facebook group. A total of 18 responded resulting in a 2 out of every 11 response rate or 18.2%.

1. *Have you heard of the Board Game Club?*

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| --- | --- | --- | --- | --- | --- | --- |
| # | Answer | |  |  | | --- | --- | |  |  | | Response | % |
| 1 | Yes, I have | |  |  | | --- | --- | |  |  | | 8 | 42% |
| 2 | No I haven't | |  |  | | --- | --- | |  |  | | 11 | 58% |
|  | Total |  | 19 | 100% |

1. *How often do you play board games?*

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| --- | --- | --- | --- | --- | --- | --- |
| # | Answer | |  |  | | --- | --- | |  |  | | Response | % |
| 1 | Never | |  |  | | --- | --- | |  |  | | 6 | 32% |
| 2 | Less than Once a Month | |  |  | | --- | --- | |  |  | | 7 | 37% |
| 3 | Once a Month | |  |  | | --- | --- | |  |  | | 3 | 16% |
| 4 | 2-3 Times a Month | |  |  | | --- | --- | |  |  | | 3 | 16% |
| 5 | Once a Week | |  |  | | --- | --- | |  |  | | 0 | 0% |
| 6 | 2-3 Times a Week | |  |  | | --- | --- | |  |  | | 0 | 0% |
| 7 | Daily | |  |  | | --- | --- | |  |  | | 0 | 0% |
|  | Total |  | 19 | 100% |

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3. Would you join the board game club if it was more accessible

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| --- | --- | --- | --- | --- | --- | --- |
| # | Answer | |  |  | | --- | --- | |  |  | | Response | % |
| 1 | Yes, I would | |  |  | | --- | --- | |  |  | | 9 | 47% |
| 2 | No, I wouldn't | |  |  | | --- | --- | |  |  | | 7 | 37% |
| 3 | People still play board games? | |  |  | | --- | --- | |  |  | | 3 | 16% |
|  | Total |  | 19 | 100% |

4. How many board games do you own?

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| --- | --- | --- | --- | --- | --- | --- |
| # | Answer | |  |  | | --- | --- | |  |  | | Response | % |
| 1 | Traditional board games | |  |  | | --- | --- | |  |  | | 2 | 11% |
| 2 | Tabletop board games | |  |  | | --- | --- | |  |  | | 6 | 32% |
| 3 | dvd interactive dvd | |  |  | | --- | --- | |  |  | | 0 | 0% |
| 4 | All of the above | |  |  | | --- | --- | |  |  | | 7 | 37% |
| 5 | Role-Play board games | |  |  | | --- | --- | |  |  | | 1 | 5% |
| 6 | None, I didn't know this club exist until now | |  |  | | --- | --- | |  |  | | 3 | 16% |
|  | Total |  | 19 | 100% |

5. How many board games do you own?

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| --- |
| Text Response |
| 6 |
| unsure |
| 8 |
| 3 |
| 0 |
| 2 |
| 3 |
| 5 |
| several dozen |
| 2 |
| 1 - Magic the Gathering |
| 5 |
| 4 |
| 2 |
| big ol' zero |
| 2 |
| A bunch. Also the last question makes no sense. I have the choice of the medium of board games, would I prefer board games or video games? Where am I getting video games from? |
| 0 |

6. If you have a choice of the medium of board games, what would you prefer?

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| --- | --- | --- | --- | --- | --- | --- |
| # | Answer | |  |  | | --- | --- | |  |  | | Response | % |
| 1 | Board games | |  |  | | --- | --- | |  |  | | 6 | 32% |
| 2 | Video games | |  |  | | --- | --- | |  |  | | 12 | 63% |
| 3 | Imagination | |  |  | | --- | --- | |  |  | | 0 | 0% |
| 4 | I think all form of games should be abolished | |  |  | | --- | --- | |  |  | | 1 | 5% |
|  | Total |  | 19 | 100% |

1. 1. A majority of people have not heard about the board game club

2. Most people answered either never or less than once a month while only 34% played 1-3 times a month. Nobody played board games more than 3 times a month.

3. People are willing to attend the board game club if it were more accessible to them. A strong majority of people no longer play board games at all.

4. Most people enjoy all types of board games and tabletop board games while nobody enjoyed interactive DVD

5. A strong majority of people owned 2 or more board games while 3 people owned no board games at all. One of the board games shown from the result was a card game and not a board game.

6. A majority of people preferred video games over board games. Nobody preferred imagination or to abolish games in general.

1. The survey was posted as a link on Facebook instead of being email out because of efficiency. The link was not broken and worked correctly.
2. 19 people responded to the Facebook post out of a total of 83 who have seen the post. Only 3 people clicked like on the post
3. This type of researching tool can be used for our marketing plan by evaluating different opinions and using statistics to improve how we would market our game.