Marketing in the IT Sector Winter 2014

1. There was 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 | 44% |
| 2 | No I haven't | |  |  | | --- | --- | |  |  | | 10 | 56% |
|  | Total |  | 18 | 100% |

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

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| | **#** | **Answer** |  | **Response** | **%** | | --- | --- | --- | --- | --- | | 1 | Yes, I would |  | 9 | 50% | | 2 | No, I wouldn't |  | 6 | 33% | | 3 | People still play board games? |  | 3 | 17% | |  | Total |  | 18 | 100% | |

3. What kind of games you expect people to play in the board game club?

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| | **#** | **Answer** |  | **Response** | **%** | | --- | --- | --- | --- | --- | | 1 | Traditional board games |  | 2 | 11% | | 2 | Tabletop board games |  | 6 | 33% | | 3 | dvd interactive dvd |  | 0 | 0% | | 4 | All of the above |  | 7 | 39% | | 5 | Role-Play board games |  | 1 | 6% | | 6 | None, I didn't know this club exist until now |  | 2 | 11% | |  | Total |  | 18 | 100% | |

4. 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? | |

5. How often do you play board games?

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| | **#** | **Answer** |  | **Response** | **%** | | --- | --- | --- | --- | --- | | 1 | Never |  | 5 | 28% | | 2 | Less than Once a Month |  | 7 | 39% | | 3 | Once a Month |  | 3 | 17% | | 4 | 2-3 Times a Month |  | 3 | 17% | | 5 | Once a Week |  | 0 | 0% | | 6 | 2-3 Times a Week |  | 0 | 0% | | 7 | Daily |  | 0 | 0% | |  | Total |  | 18 | 100% | |

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 | 33% | | 2 | Video games |  | 12 | 67% | | 3 | Imagination |  | 0 | 0% | | 4 | I think all form of games should be abolished |  | 0 | 0% | |  | Total |  | 18 | 100% | |

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

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

3. Most people enjoy all types of board games and tabletop board games. Nobody enjoyed interactive DVD.

4. A strong majority of people owned 2 or more board games. One of the board games shown from the result is actually considered not a board game. 3 people owned no board games

5. Most people answered either never or less than once a month. Only 34% played 1-3 times a month. Nobody played board games more than 3 times a month.  
6. A majority of people preferred video games over board games. No one answered imagination or abolish games in general.

1. Facebook was used instead of email. The links worked.
2. 18 people responded to the Facebook post. A total of 83 seen the post. 3 people liked the post
3. This type of researching tool can be used for our marketing plan by evaluating different opinions and using statistics to improve.