Marketing in the IT Sector Winter 2014

1. 99 member in facebook group, 18 responded, resulting in a 2/11 percentage response rate (18.18% proxy).

Question rates suggest poorly

1. 1. Not a lot of people hear about board game club

2. People are willing to attend the board game club, some don’t or unaware that people play board games  
3. Most people enjoy all types of board games, the most enjoy table tops and few enjoy traditional and role plays. 2 enjoy none of them

4.17 of 18 have responded, most say they own from none to at least 3. One of the board games shown from the result is actually considered not a board game

5. Most people answer either never or less than once a month. Few people on once or 2-3 times a month, none for more active answers  
6. About 12 people prefer video games, 6 prefer board games, no one answered imagination or abolish games in general.

1. Email not used in favor of Facebook, links proven to have worked
2. 18 people responded to the facebook post, total of 83 seen the post, 3 people liked the post
3. None at all