



Survey Results

Brave Frontier & Summoners War User Gameplay

Key Results Overview
June 2015

Objectives: Determine User and Gameplay information related to *Summoner's War* and *Brave Frontier*

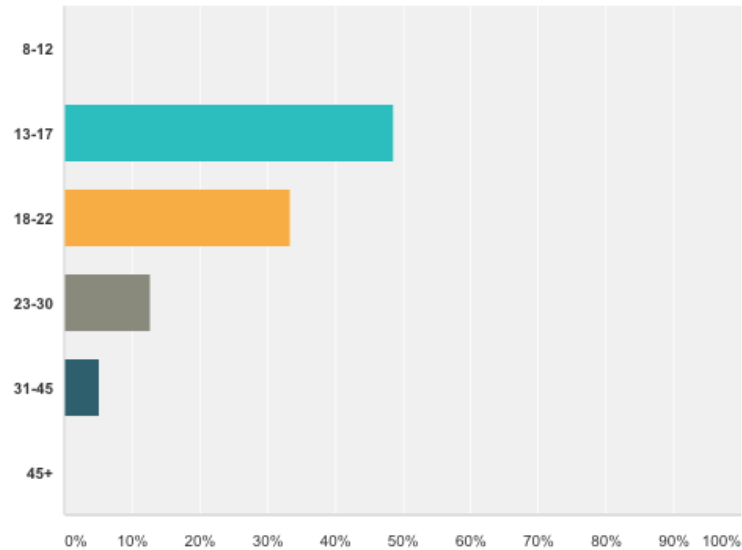
Primary Types of Information Gathered
Sample Size: Brave Frontier = 39, Summoners War = 42

1. *User Demographic Data*
2. *Gameplay*
3. *Other Entertainment*

Demographics: Age. 16-35 targeted via Facebook.

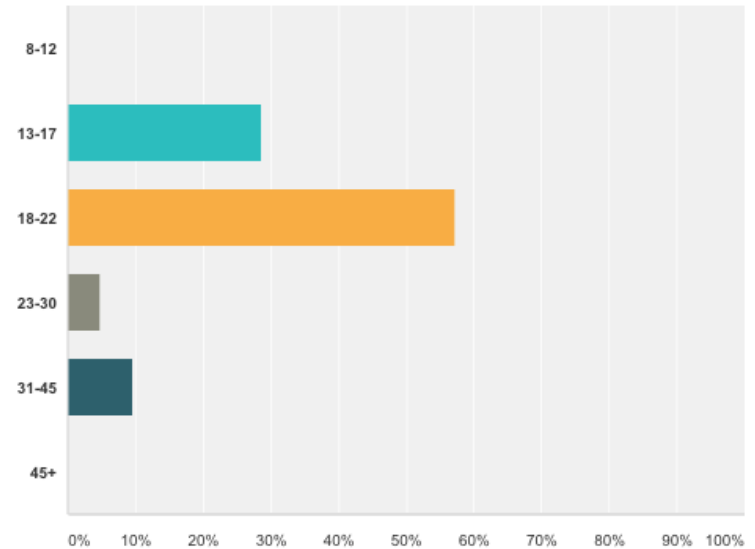
Brave Frontier
How old are you?

Answered: 39 Skipped: 0



Summoners War
How old are you?

Answered: 42 Skipped: 0



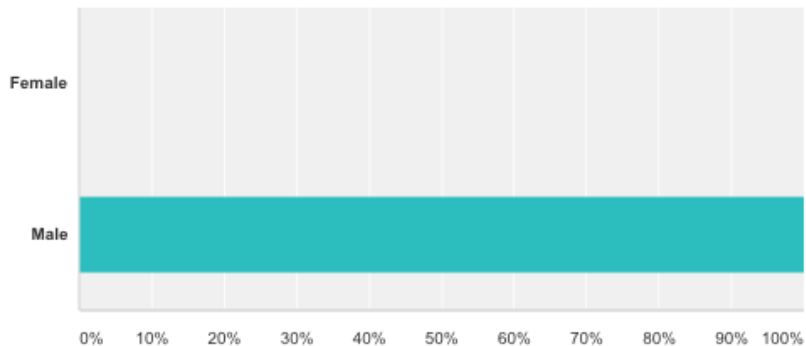
Skews young, possibly due to \$20 survey incentive

Demographics: Sex - Mainly Male

Brave Frontier

What is your gender?

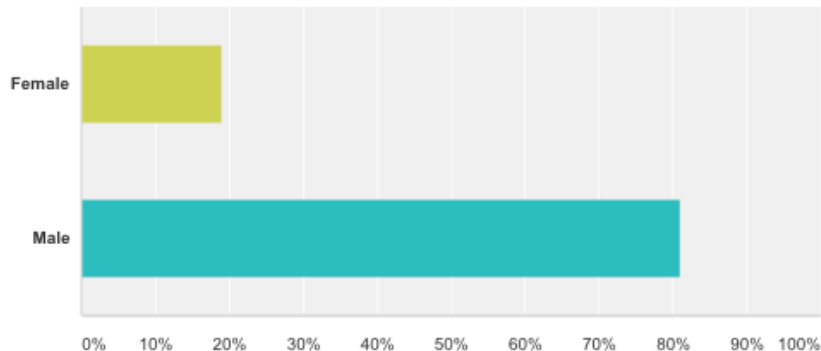
Answered: 39 Skipped: 0



Summoners War

What is your gender?

Answered: 42 Skipped: 0



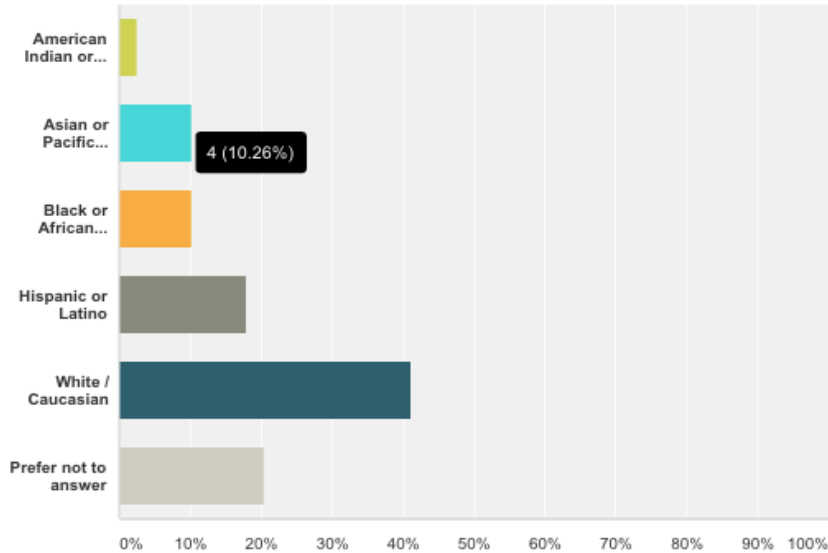
Heavy male skew but notice Brave Frontier is all male! Btw, App Annie data SUCKS don't trust it. FB fan page confirms this is roughly right.

Demographics: Ethnic Profile = High Asian concentration relative to population

Brave Frontier

What is your ethnicity? (Please select all that apply.)

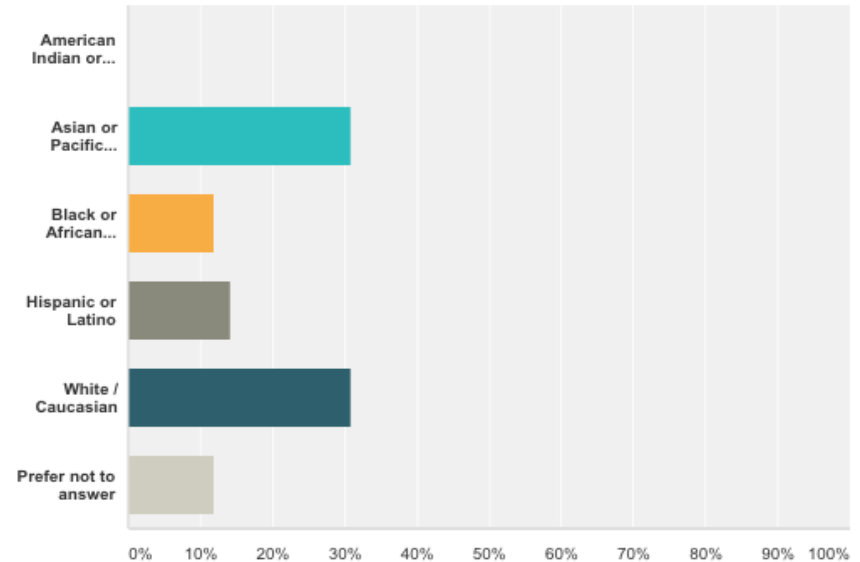
Answered: 39 Skipped: 0



Summoners War

What is your ethnicity? (Please select all that apply.)

Answered: 42 Skipped: 0



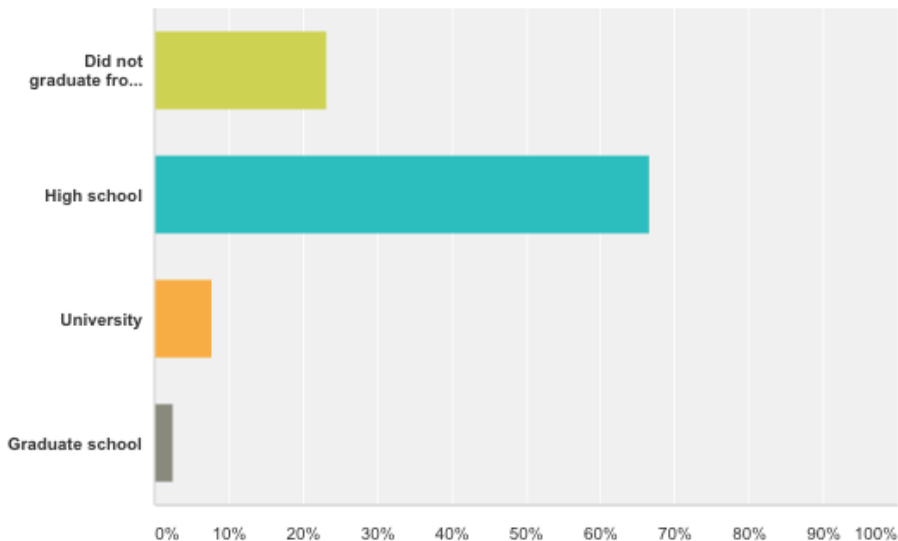
FB Fan page suggests Asians are likely much higher than 10% for Brave Frontier

Demographics: Similar educational profile with general population although Summoners War seems to show a bit more educated players

Brave Frontier

What is the highest level of education you have completed?

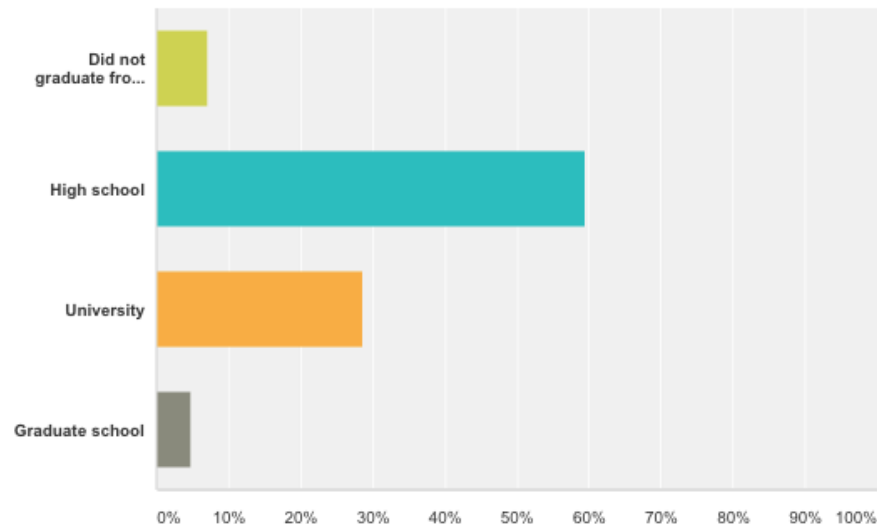
Answered: 39 Skipped: 0



Summoners War

What is the highest level of education you have completed?

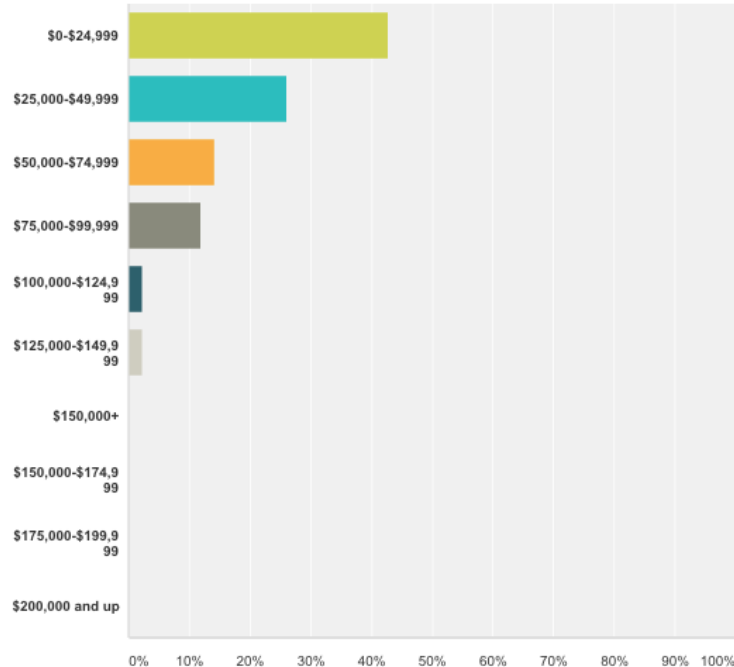
Answered: 42 Skipped: 0



Income Level = Approximately equal to general U.S. population skewing a bit low - Potentially because of survey incentive

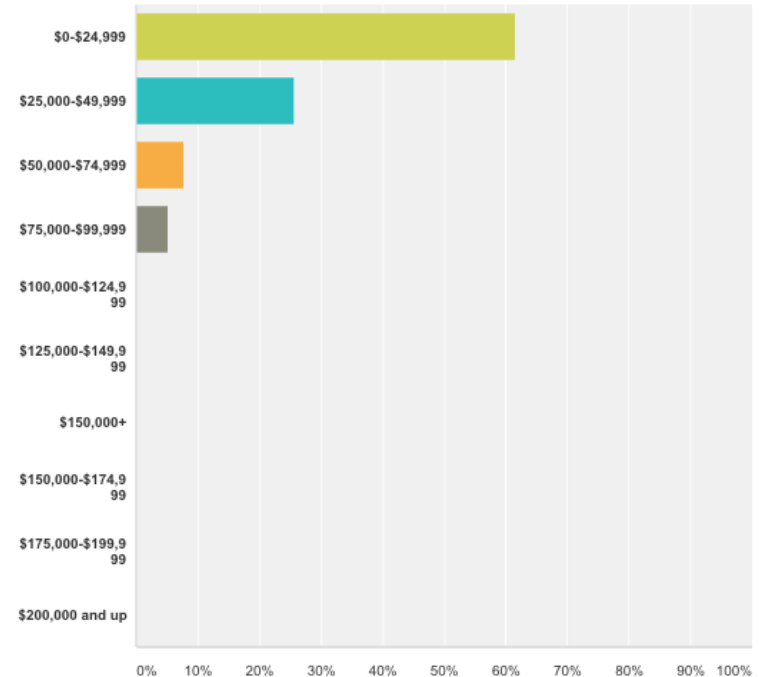
What is your approximate average household income?

Answered: 42 Skipped: 0



What is your approximate average household income?

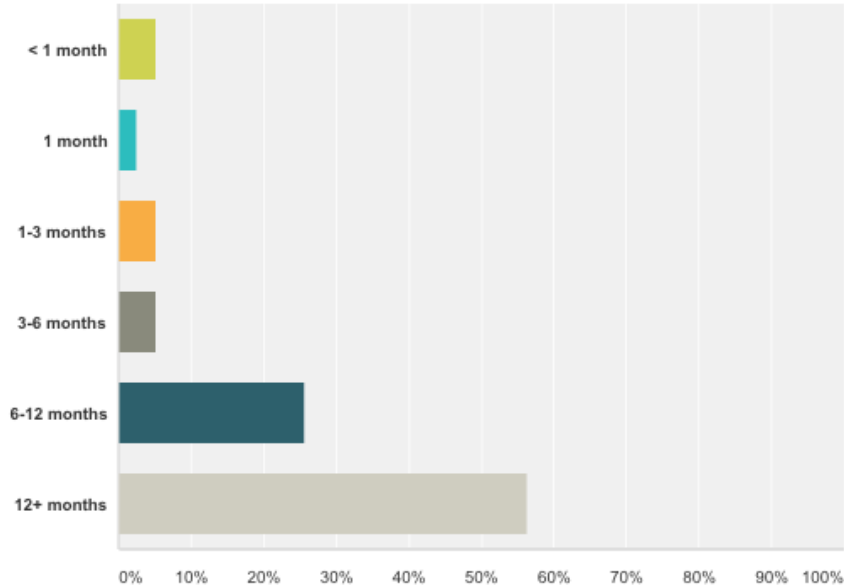
Answered: 39 Skipped: 0



Gameplay: Length of Gameplay - We were able to get fairly long time players

How long have you played Brave Frontier?

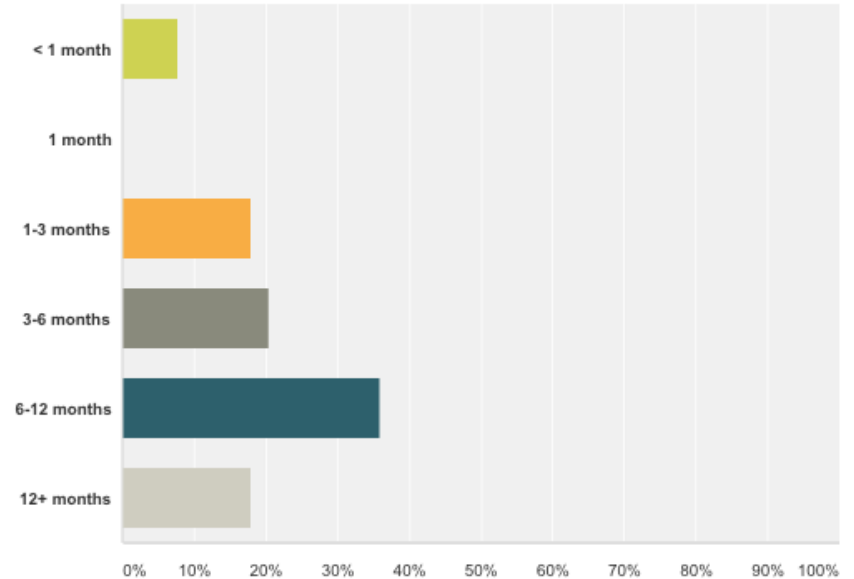
Answered: 39 Skipped: 0



Targeting = Facebook Like

How long have you played Summoners War?

Answered: 39 Skipped: 3



Targeting = Com2Us/Gamevil

What do you like most about Brave Frontier?

User Quotes

*Just the whole style of the game and items and **characters** you can obtain*

*The **strategy** of different units*

*I love everything about brave frontier we just need the **newest content** and i won't stop playing*

Text Analysis

Showing 10 words and phrases

Characters	<div><div></div></div>	17.95%
Fun	<div><div></div></div>	7.69%
Game	<div><div></div></div>	7.69%
Strategy	<div><div></div></div>	7.69%
Story	<div><div></div></div>	5.13%
Style	<div><div></div></div>	5.13%
Variety	<div><div></div></div>	5.13%
Dungeons	<div><div></div></div>	5.13%
Events	<div><div></div></div>	5.13%
Play	<div><div></div></div>	5.13%

Strategy should be higher but was misspelled

What do you DIS-like most about Brave Frontier?

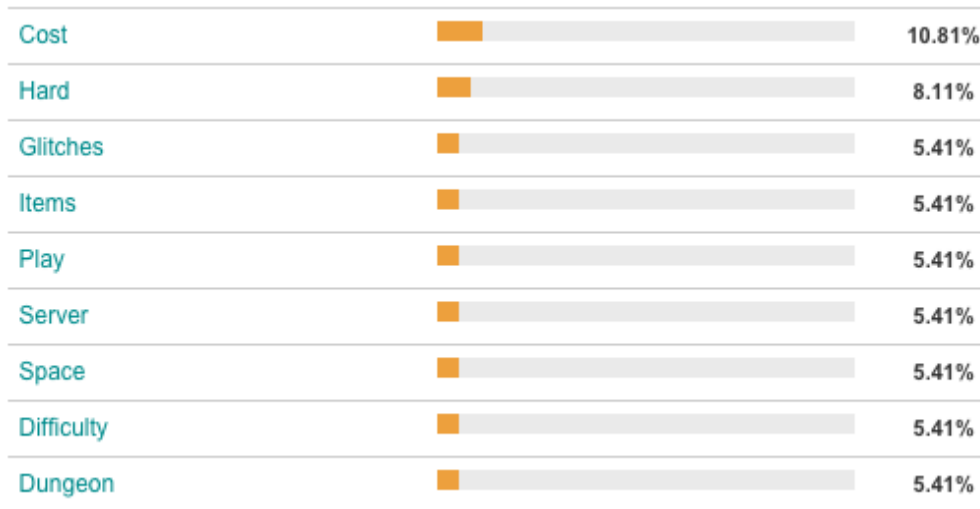
User Quotes

Nothing

Load times, lag, glitches

Cost of gems

Text Analysis



Many happy with the game overall

What do you like most about Summoners War?

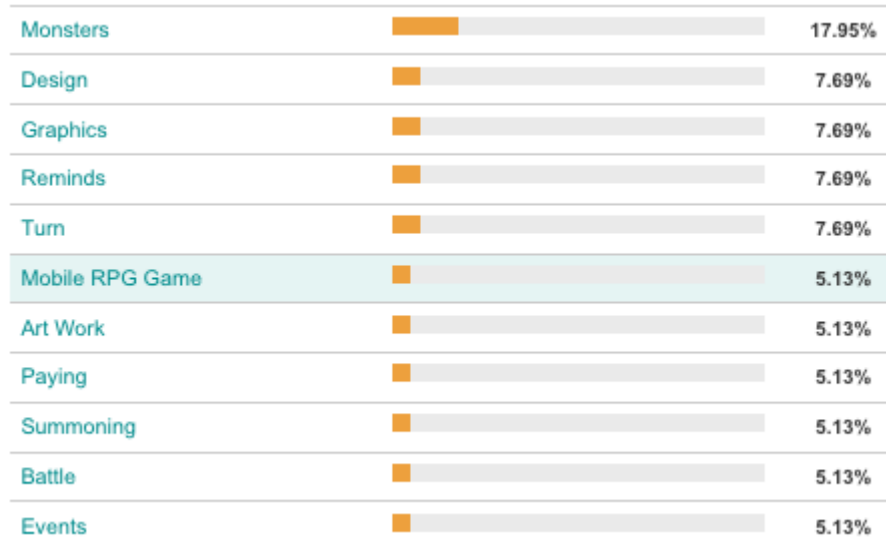
User Quotes

RPG turn based battle

Diversity in monsters and dungeons

Graphics, animations, creative
dungeons

Text Analysis



Much more talk about battle than shown here

What do you DIS-like most about Summoners War?

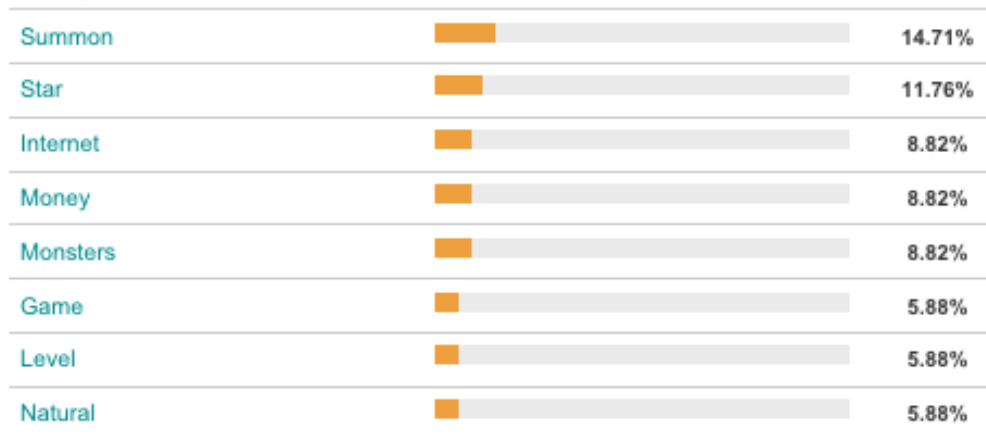
User Quotes

Summoning rate. It's too hard to get 4 or 5 stars naturally.

Internet. **Online** requirement.

Nothing

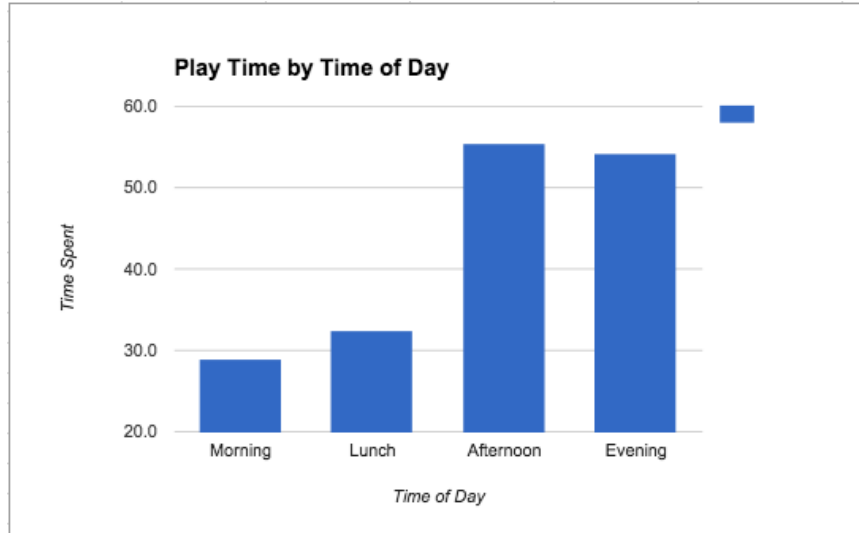
Text Analysis



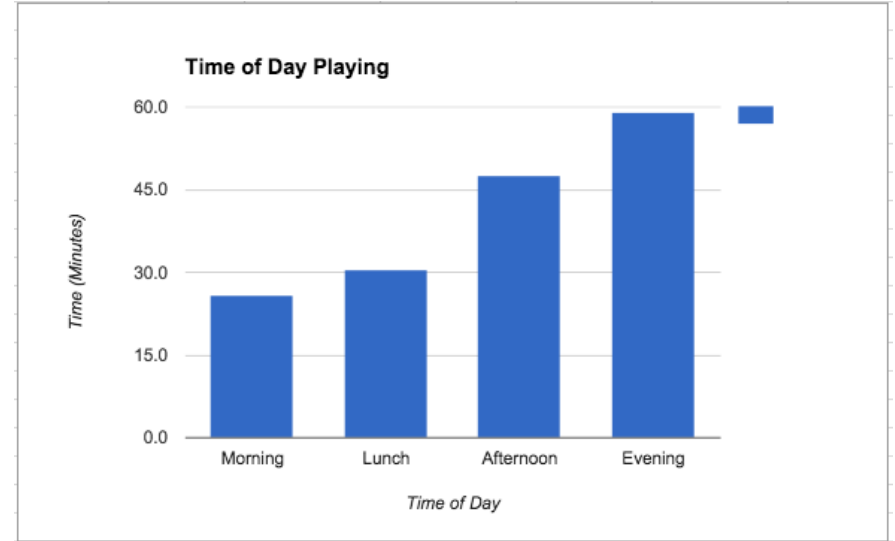
Heavy focus on summoning drop rates

When do people play?

Brave Frontier



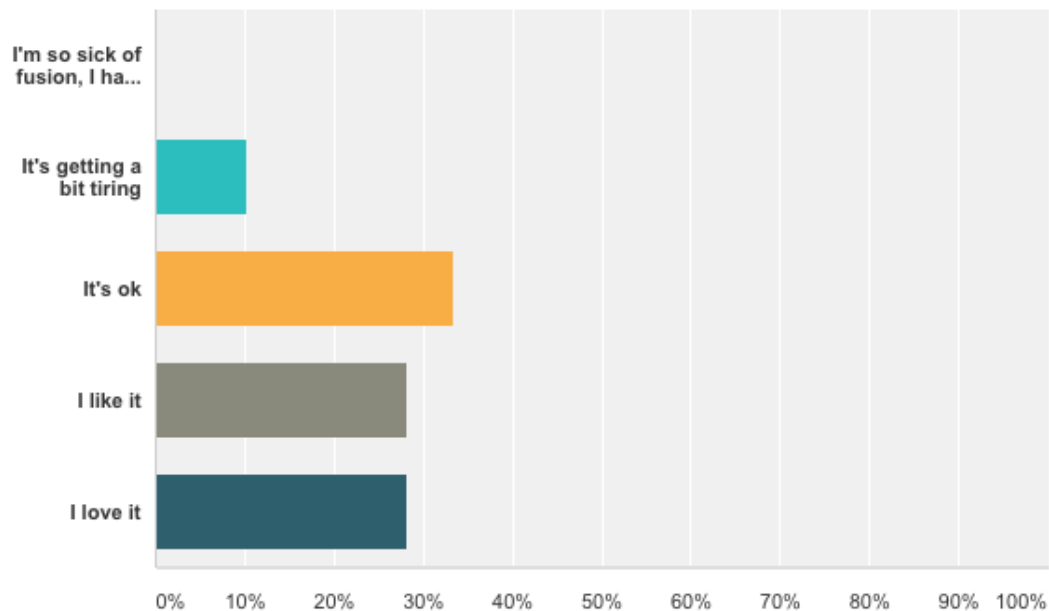
Summoners War



Fans of Brave Frontier unsurprisingly still like Gacha Fusion

How much do you like the unit fusion system?

Answered: 39 Skipped: 0

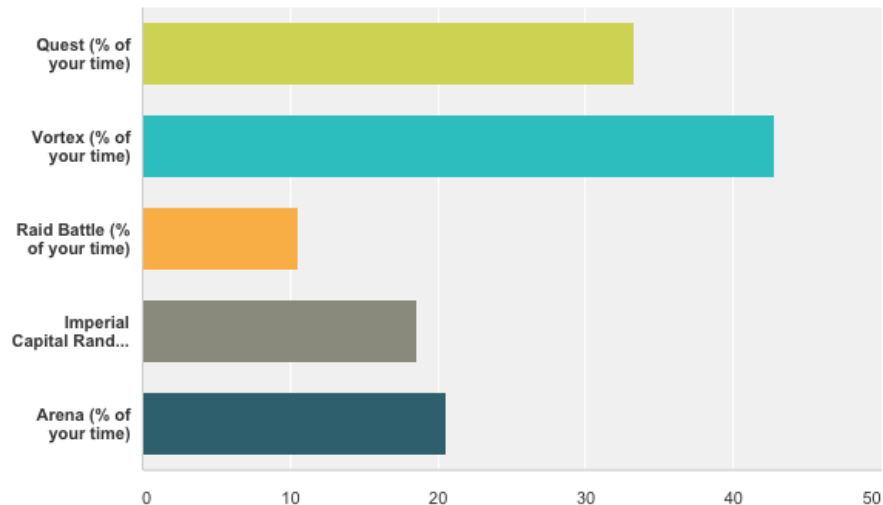


Lots of PVP for a PVE focused game: ~20-35%

Brave Frontier

What percentage (1-100%) of your time do you do the following game activities?

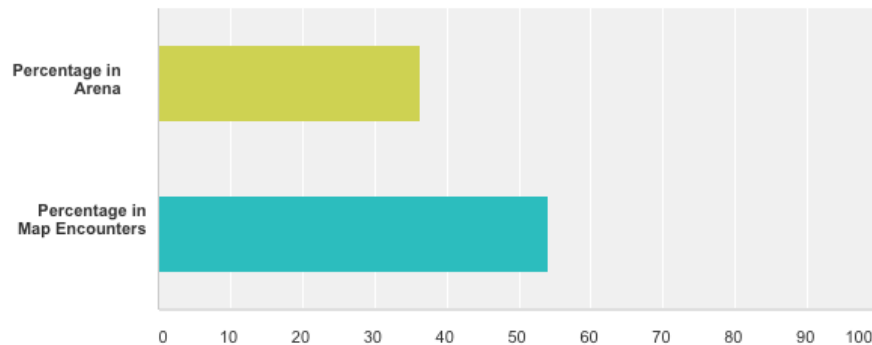
Answered: 39 Skipped: 0



Summoners War

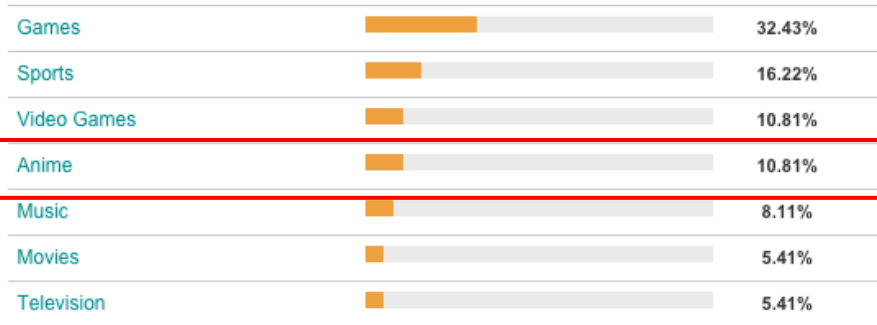
How often do you battle in the Arena vs. map encounters?

Answered: 39 Skipped: 3

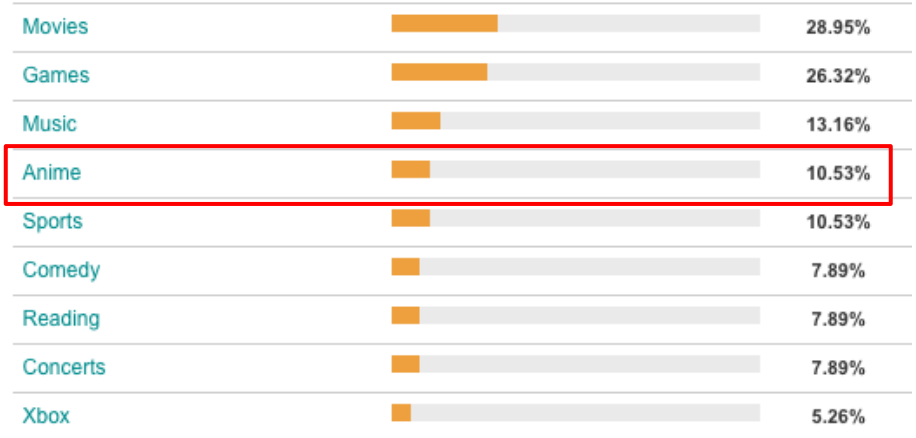


What types of Entertainment do you really like?

Brave Frontier

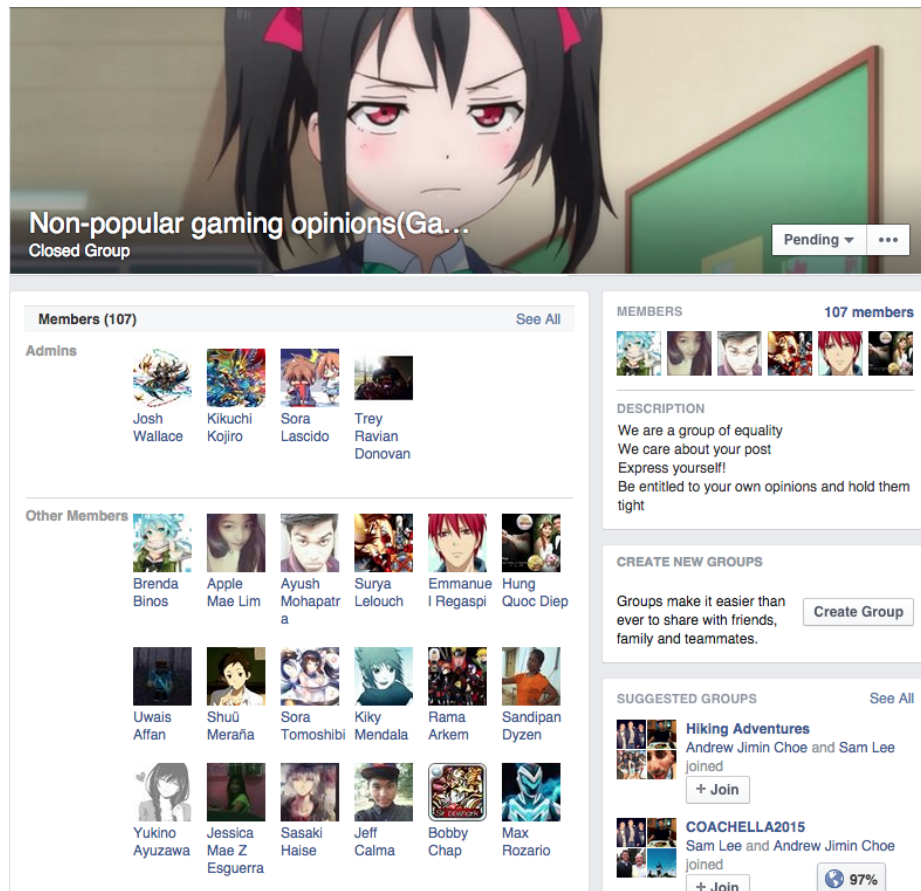


Summoners War



Anime seems to be a top form of entertainment

In fact, I joined a Brave Frontier fan created user group...



Non-popular gaming opinions(Ga...
Closed Group

Pending ▾ ...

Members (107) [See All](#)

Admins

- Josh Wallace
- Kikuchi Kojiro
- Sora Lascido
- Trey Ravian Donovan

Other Members

- Brenda Binos
- Apple Mae Lim
- Ayush Mohapatra
- Surya Lelouch
- Emmanuel Regaspi
- Hung Quoc Diep
- Uwais Affan
- Shuu Meraña
- Sora Tomoshibi
- Kiky Mendala
- Rama Arkem
- Sandipan Dyzen
- Yukino Ayuzawa
- Jessica Mae Z Esguerra
- Sasaki Haise
- Jeff Calma
- Bobby Chap
- Max Rozario

MEMBERS 107 members

DESCRIPTION

We are a group of equality
We care about your post
Express yourself!
Be entitled to your own opinions and hold them tight

CREATE NEW GROUPS

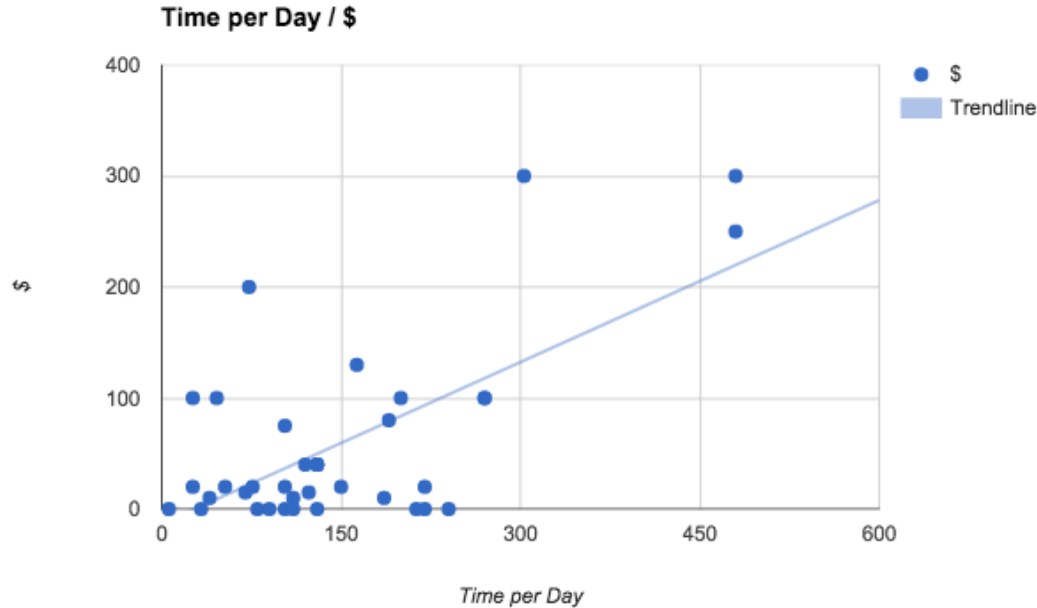
Groups make it easier than ever to share with friends, family and teammates. [Create Group](#)

SUGGESTED GROUPS [See All](#)

- Hiking Adventures**
Andrew Jimin Choe and Sam Lee joined
[+ Join](#)
- COACHELLA2015**
Sam Lee and Andrew Jimin Choe joined
[+ Join](#) 97%

Evaluation of Time Spent in Game vs. Monetization: Summoners War...

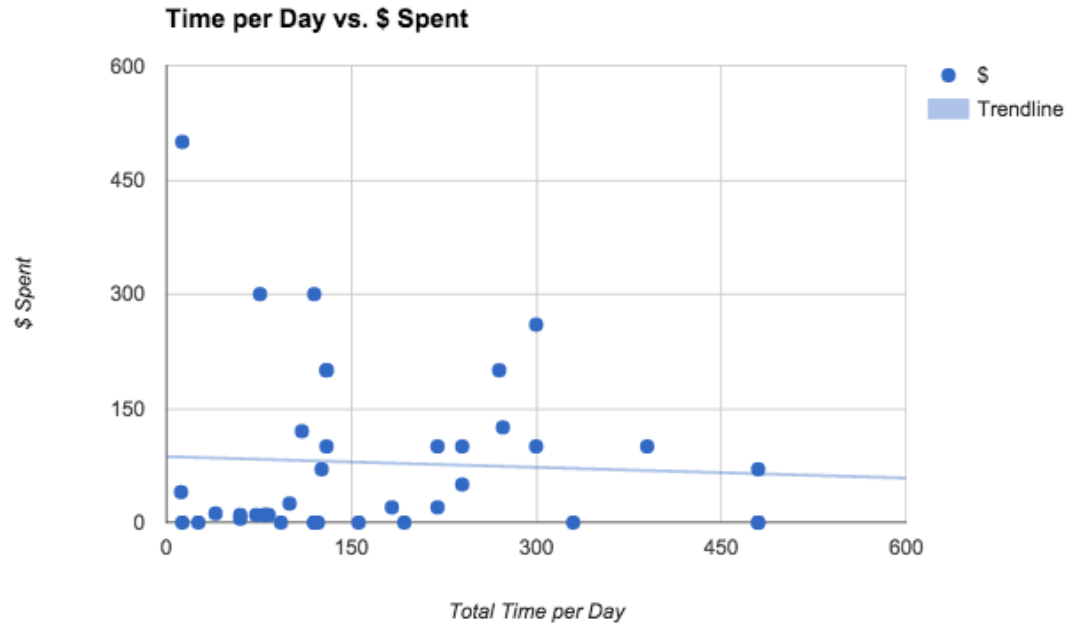
Summoners War



Survey respondents are self-declared payers or hard-core players

Evaluation of Time Spent in Game vs. Monetization: Brave Frontier

Brave Frontier



\$ goes down with Time Spent? Maybe bad data?