

Games Room Etc. Campaign

Description: This is the second of three surveys that ASI is issuing to assess marketing strategies for programs and services.

Date Created: 9/22/2008 4:40:55 PM

Date Range: 10/10/2008 12:00:00 AM - 10/17/2008 11:59:00 PM

Total Respondents: 157

Q1. Have you ever heard of Games Room Etc.?			
Count	Percent		
126	80.25%		Yes
31	19.75%		No
157	Respondents		

Q2. How did you hear about Games Room Etc.? (check all that apply)				
Count	Respondent %	Response %		
64	50.79%	36.78%		Word of mouth
15	11.90%	8.62%		Paper advertising
2	1.59%	1.15%		Electronic Advertising
13	10.32%	7.47%		Promotional Materials (stress ball, flashlight, T-shirt, player promo cards)
61	48.41%	35.06%		Found it on my own
19	15.08%	10.92%		Other
126	Respondents			
174	Responses			

Q3. Do you know where Games Room Etc. is located?			
Count	Percent		
119	94.44%		Yes
7	5.56%		No
126	Respondents		

Q4. Have you ever been to Games Room Etc.?			
Count	Percent		
106	84.13%		Yes
20	15.87%		No
126	Respondents		

Q5. How frequently do you visit Games Room Etc.?			
Count	Percent		
57	53.77%		Once per quarter
22	20.75%		Once per month
17	16.04%		Once per week
10	9.43%		More than once per week
106	Respondents		

Q6. Which programs and/or services provided by Games Room Etc. have you heard of? (check all that apply)

Count	Respondent %	Response %		
47	37.30%	10.56%		Bowling Alley
100	79.37%	22.47%		Pool Tables
93	73.81%	20.90%		Arcade Games
61	48.41%	13.71%		Discounted Tickets (for amusement parks and movies)
58	46.03%	13.03%		Lounge Area
48	38.10%	10.79%		TV room
4	3.17%	0.90%		Microwave
3	2.38%	0.67%		Bus tickets
9	7.14%	2.02%		Wireless internet
2	1.59%	0.45%		Frequent player cards
3	2.38%	0.67%		Lost and Found
13	10.32%	2.92%		Table tennis
3	2.38%	0.67%		Table Rentals
1	0.79%	0.22%		None of the above
126	Respondents			
445	Responses			


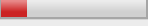
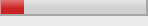
Q7. Please indicate the programs and/or services that you have actually attended or utilized in the past six months: (check all that apply)

Count	Respondent %	Response %		
12	9.52%	5.56%		Bowling Alley
53	42.06%	24.54%		Pool Tables
52	41.27%	24.07%		Arcade Games
27	21.43%	12.50%		Discounted Tickets (for amusement parks and movies)
37	29.37%	17.13%		Lounge Area
4	3.17%	1.85%		TV room
1	0.79%	0.46%		Microwave
0	0.00%	0.00%		Bus tickets
4	3.17%	1.85%		Wireless internet
0	0.00%	0.00%		Frequent player cards
2	1.59%	0.93%		Lost and Found
4	3.17%	1.85%		Table tennis
1	0.79%	0.46%		Table Rentals
19	15.08%	8.80%		None of the above
126	Respondents			
216	Responses			

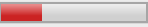

Q8. Please indicate your preference for playing games on a console (Playstation, Xbox, Wii, laptop, etc.) or arcade style:

Count	Percent		
40	31.75%		Console
14	11.11%		Arcade style
35	27.78%		Both/Depends on the game
37	29.37%		I don't play video games
126	Respondents		


Q9. If you prefer a laptop, would you like to bring your laptop to Games Room Etc.?

Count	Percent		
83	65.87%		Yes
23	18.25%		No
20	15.87%		Not applicable
126	Respondents		



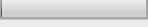
Q10. Are you familiar with Games Room Etc. advertising/promotional campaign?

Count	Percent		
36	28.57%		Yes
90	71.43%		No
126	Respondents		


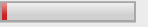
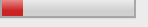
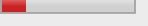
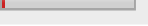
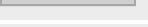

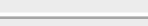
Q11. Does Games Room Etc. advertising/promotional campaign increase the likelihood that you will visit Games Room Etc.?

Count	Percent		
25	69.44%		Yes
11	30.56%		No
36	Respondents		

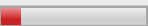

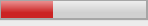
Q12. What is your gender?

Count	Percent		
63	50.40%		Male
61	48.80%		Female
1	0.80%		Prefer not to indicate
125	Respondents		

Q13. Which best describes you?

Count	Percent				
29	23.20%		Freshman		
16	12.80%		Sophomore		
30	24.00%		Junior		
32	25.60%		Senior		
14	11.20%		Fifth year Senior		
3	2.40%		Graduate		
0	0.00%		Faculty/Staff		
1	0.80%		Other (please specify)		
<table border="1"> <thead> <tr> <th>Count</th> <th>Percent</th> </tr> </thead> </table>				Count	Percent
Count	Percent				
125	Respondents				

Q14. Where do you live?

Count	Percent		
17	13.60%		On campus housing (Residence Halls, Suites, Village)
63	50.40%		Off campus - within 10 miles of campus
45	36.00%		Off campus - greater than 10 miles from campus
125	Respondents		

Q15. Are you a member of any Cal Poly Pomona clubs or organizations?

Count	Percent		
59	47.20%		Yes
66	52.80%		No
125	Respondents		

Q16. Using the stylus/keypad, please specify the club(s) or organization(s) you are a member of:

Count	Percent		
59	100.00%		Enter text here
Count	Percent		
1	1.69%		shse, swe
1	1.69%		track
1	1.69%		.anime club
1	1.69%		A
1	1.69%		a sa
1	1.69%		A.sa
1	1.69%		alpha phi gamma
1	1.69%		alpha sigma lambda
1	1.69%		ascE
1	1.69%		Asce
1	1.69%		AscE
1	1.69%		athletics
1	1.69%		barkda
1	1.69%		Biosci and CAC
1	1.69%		BroncoHope
2	3.39%		C.a.c
1	1.69%		Campus crusade for chrst
1	1.69%		Chi Alpha Christian Community
2	3.39%		Chi omega
1	1.69%		chi omega and asce
1	1.69%		chi omega fraternity
1	1.69%		chi omega sorority
1	1.69%		Ci omegq
1	1.69%		Cn
1	1.69%		crusade
1	1.69%		Honors club
1	1.69%		ISA
1	1.69%		Lambda theta alpha
1	1.69%		Lebanese
1	1.69%		LI t
1	1.69%		magic club
2	3.39%		Msa
1	1.69%		phILoSPhy cLUB aND mAgIc club
1	1.69%		Prevet club
1	1.69%		Rose float

1	1.69%	<input type="checkbox"/>	Sig
1	1.69%	<input type="checkbox"/>	Sigma alpha epsilon
1	1.69%	<input type="checkbox"/>	sigma chi
1	1.69%	<input type="checkbox"/>	Sigma Chi and Los Robles
1	1.69%	<input type="checkbox"/>	sigma kappa
1	1.69%	<input type="checkbox"/>	Stuent Almni Association; Chi Omega Fraternity

59 Respondents