

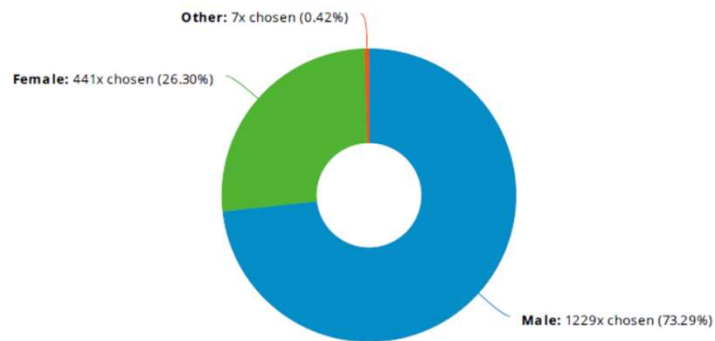


## General outlines

- Carried out in December 2018 and April 2019
- Conducted by Glion Institute of Higher Education (CH) final year students
- Online survey platform (SurveyHero)
- Number of respondents ~1800
- Distribution via national floorball federation channels and IFF digital channels
  - IFF, Finland, Germany, Norway, Poland, Sweden, Switzerland, Czech Republic

## Gender

Number of responses: 1677



## Age range

Number of responses: 1680



## Age range analysis

- Almost 60% of the respondents are under 30
- The core target group similar as in IFF social media channel demographics (13-35)
- The result constitutes that there is also good purchase power (28-55) in the floorball community (see Employment status)
- Gender split resembles that of IFF SoMe channels



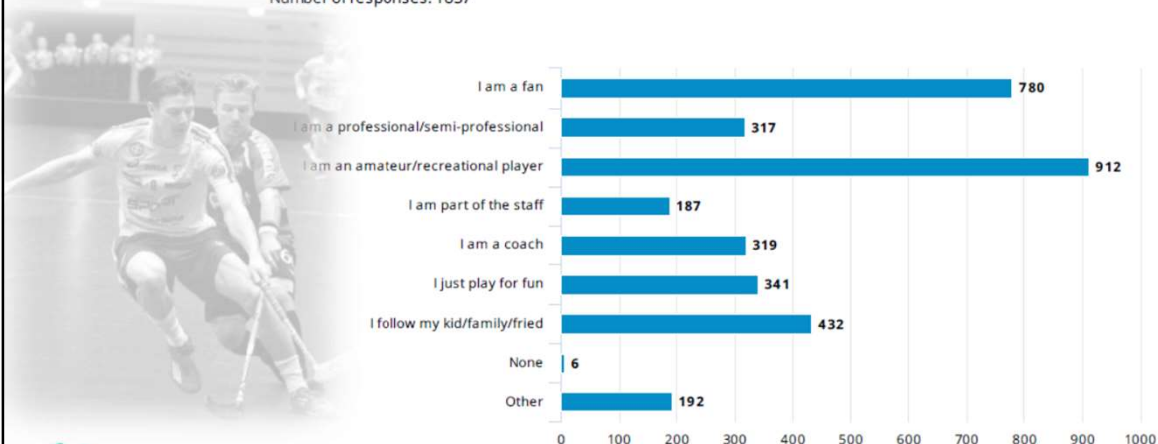
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## Relationship to floorball

(multiple choice)

Number of responses: 1837

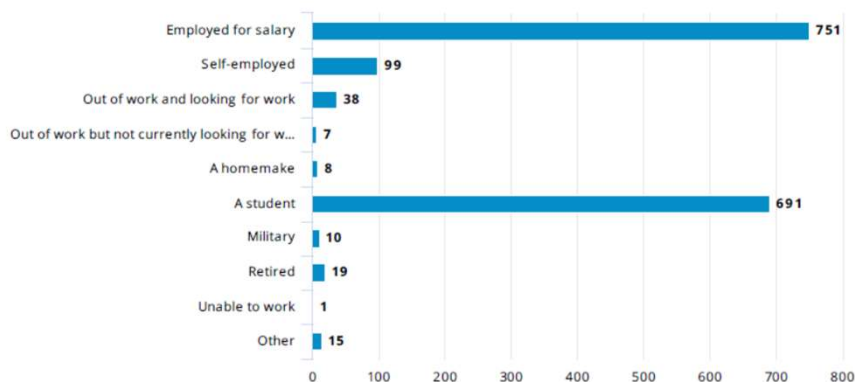


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## Employment status

Number of responses: 1663



## Floorball as a sport

How strongly do you associate the following adjectives to floorball as a sport? (1-5)

Most descriptive:

**Fast (4,8)**

**Energetic (4,57)**

**Modern (4,3)**

Least descriptive:

**Prone to doping (1,9)**

**Traditional (2,84)**

**Masculine (3,13)**



## Floorball as a sport

- Concurrs the description that has been used (*Fast. Exciting. Spectacular.*)
- Further displays results in our work for equality and anti-doping
- Can be used to target brands with similar associations

## What kind of companies would be a good fit to sponsors floorball? (1-5)

Number of responses: 1806



## Business areas / best fit for floorball

- Health tech (4,15)
- Online shopping website (3,82)
- Car brands (3,72)
- Mobile electronics (3,68)
- Travel agencies (3,52)

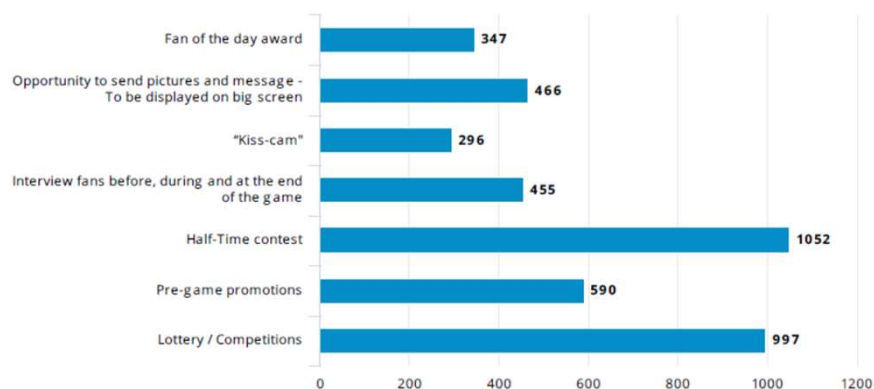


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## Do you think that any of the following activities will improve you in-game experience? (multiple choice)

Number of responses: 1714

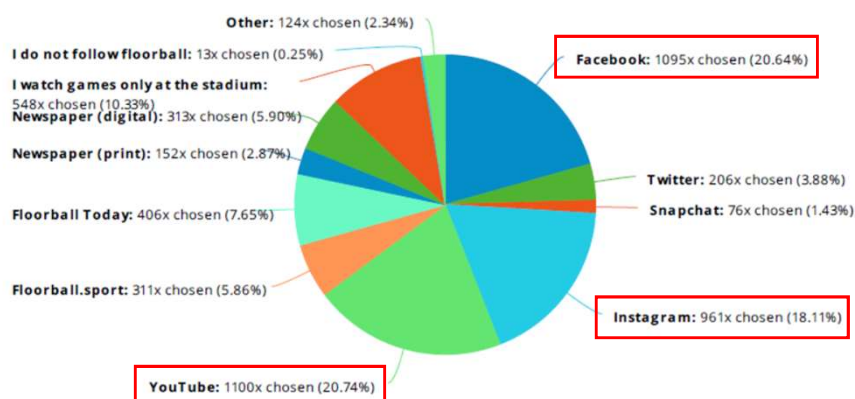


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## Which of the following is most useful for you to follow floorball? (multiple choice)

Number of responses: 1809



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## Floorball consumption channels

- Investment in internet and social media channels is justifiable
- Proves the results of investments in SoMe
- Digital activations a development area
  - Player of the Match voting (omni-channel)
  - On venue: decibel-meter, kiss-cam, social media wall, etc. (in-game experience)

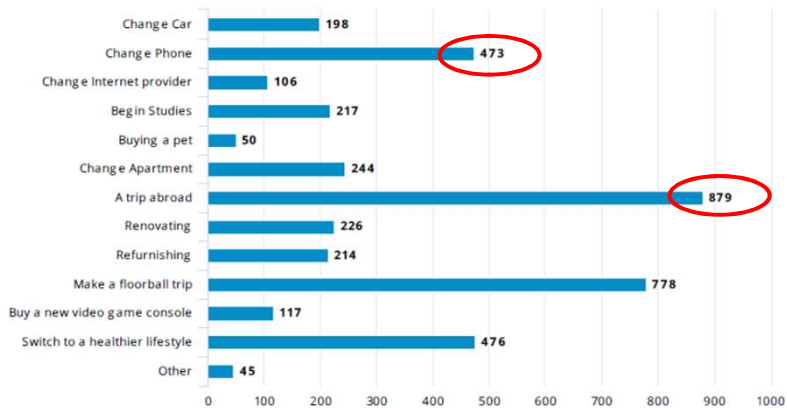


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## What of the following do you think you will do within one year? (multiple choice)

Number of responses: 1659

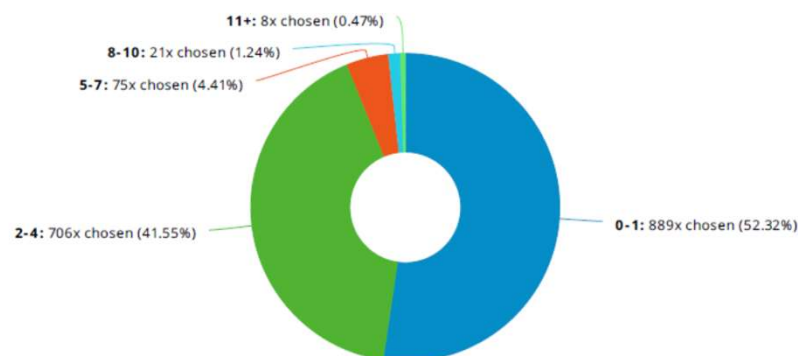


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## How many times do you travel abroad for leisure?

Number of responses: 1699



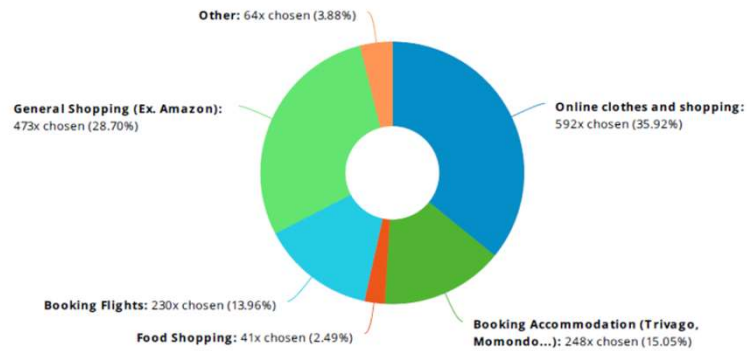
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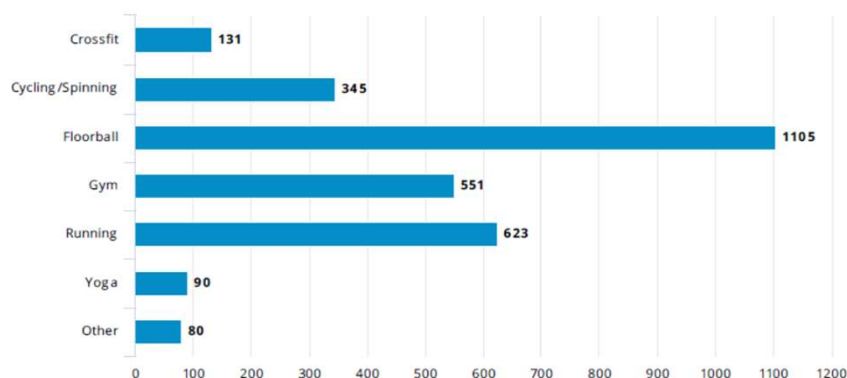
## What purchase do you often use the internet for?

Number of responses: 1648



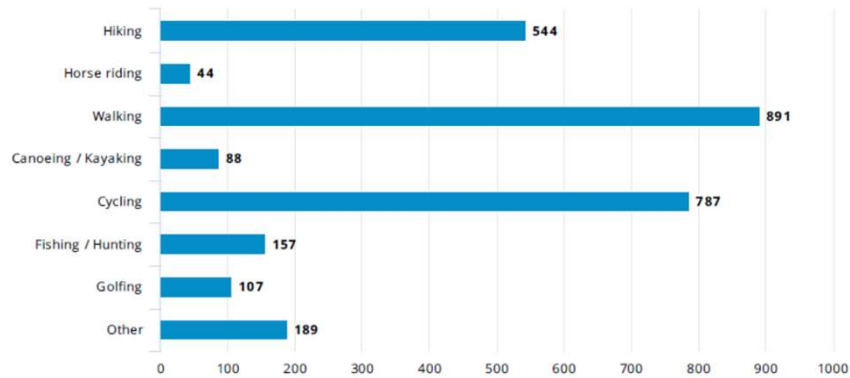
## What fitness activities do you enjoy practising? (multiple choice)

Number of responses: 1324



## What outdoor activities do you enjoy practising? (multiple choice)

Number of responses: 1411



## Fitness / outdoor activities

- Active target group