

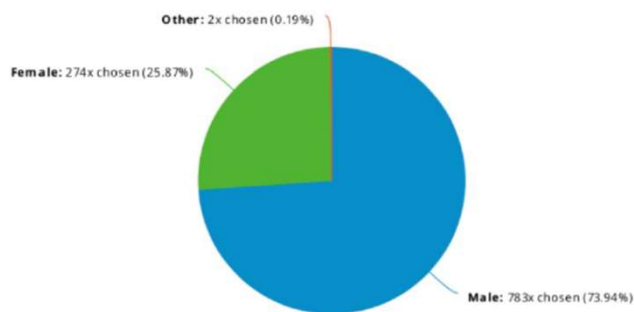


General outlines

- Carried out in December 2018
- Online survey platform (SurveyMonkey)
- Number of respondents 1146
- Distribution via national floorball federation channels and IFF digital channels
 - IFF, Finland, Germany, Norway, Poland, Sweden, Switzerland

Gender

Number of responses: 1059



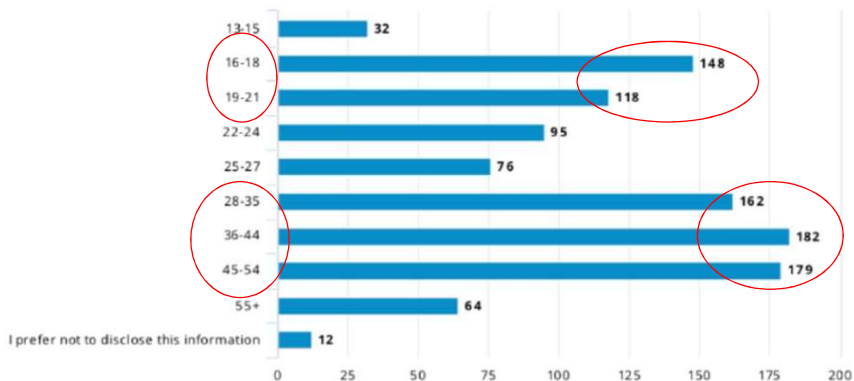
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Age range

Number of responses: 1061



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Age range analysis

- The core target group based on our social media channel demographics is still 13-35
- Feedback from under 20 year olds:
 - "The survey was too long" (instant gratification generation)
 - The usability on mobile devices was not optimal
 - This might have distorted the age structure of the respondents
- However the result constitutes that there is also good purchase power in the floorball community (see Employment status)
- Gender split resembles that of IFF SoMe channels

Relationship to floorball

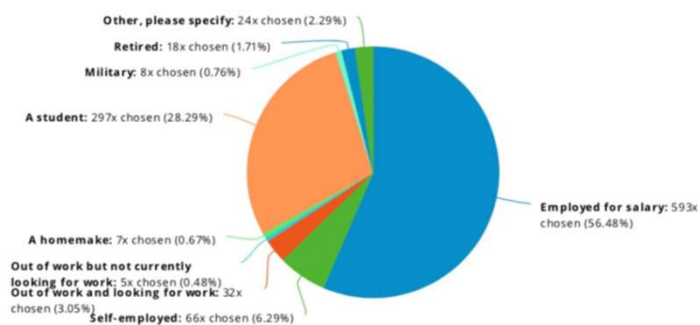
(multiple choice)

Number of responses: 1146



Employment status

Number of responses: 1050



Floorball as a sport

How strongly do you associate the following adjectives to floorball as a sport?

Most descriptive:

Fast
Energetic
Invigorating

Least descriptive:

Prone to doping
Traditional
Masculine

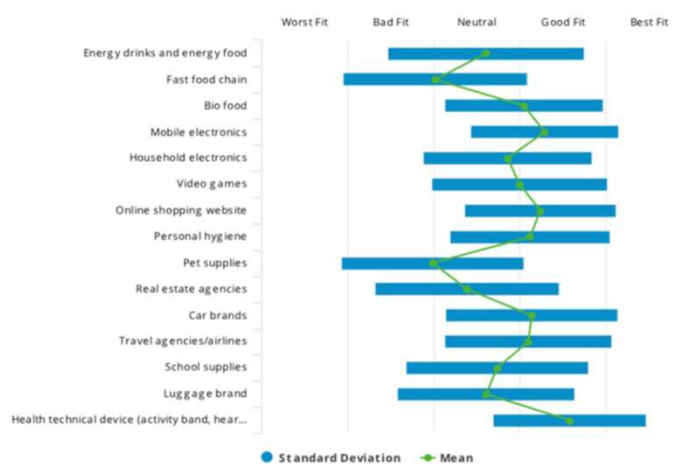


Floorball as a sport

- 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?

Number of responses: 1127



Companies fit for floorball

- Health tech
- Mobile electronics
- Online shopping website
- Personal hygiene

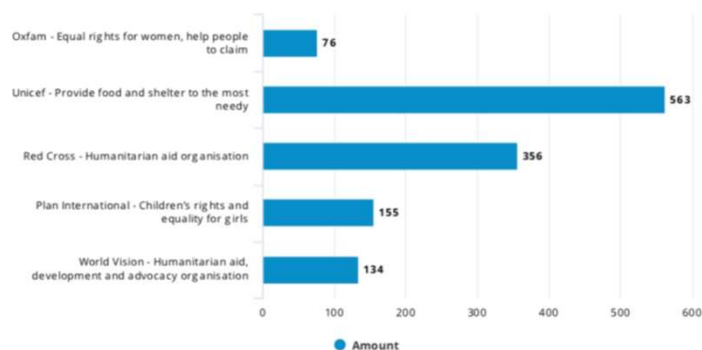


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Which of the following charity organisations best fits your values?

Number of responses: 993

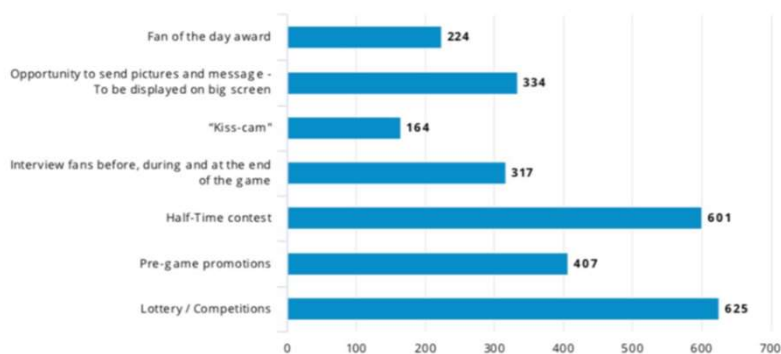


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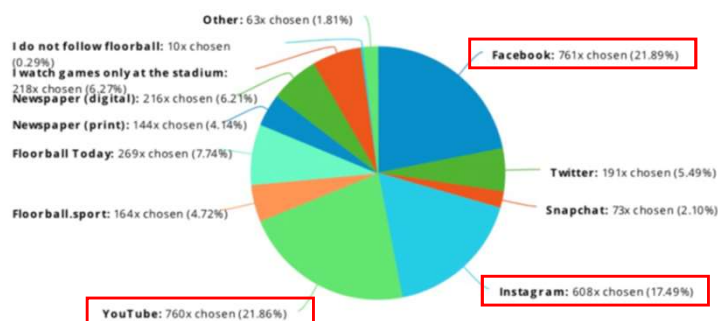
Do you think that any of the following activities will improve you in-game experience? (multiple choice)

Number of responses: 1065



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

Number of responses: 1131



Floorball consumption channels

- Investment in internet and social media channels is justifiable
- Proves the results of investments in SoMe
- Usage of FB live? Would it cannibalize Youtube?
 - Digital activations a development area
 - Player of the Match voting
 - On venue: decibel-meter, kiss-cam, social media wall, etc. (in-game experience)

Would you pay additional services (Pay TV) to watch floorball on a specific channel

Number of responses: 1125

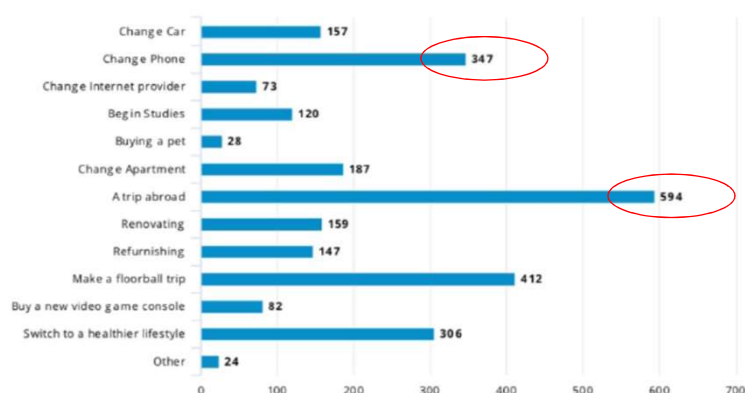


Willingness to pay for floorball channel

- First info for developing the future of broadcast
- Include info from Sweden, Finland and Switzerland (CZ?)
- Answer vs. reality
 - No price level indications
 - Models: pay per view / pay per day / pay per tournament

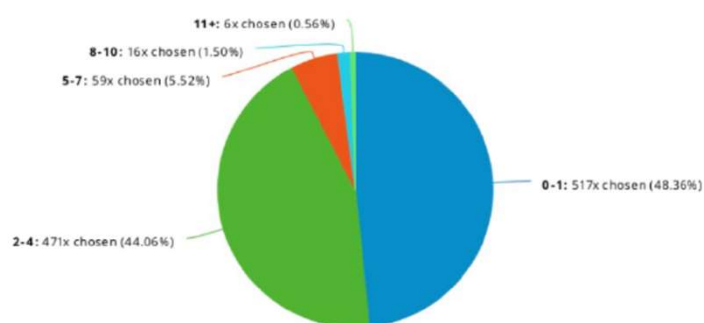
What of the following do you think you will do within one year? (multiple choice)

Number of responses: 1044



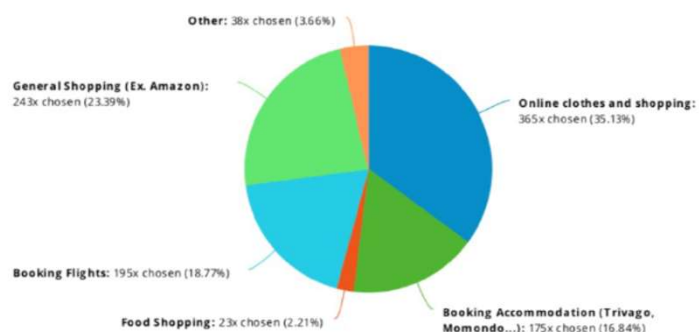
How many times do you travel abroad for leisure?

Number of responses: 1069



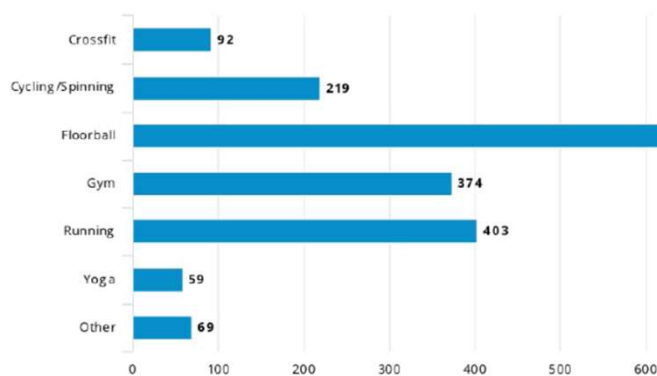
What purchase do you often use the internet for?

Number of responses: 1039



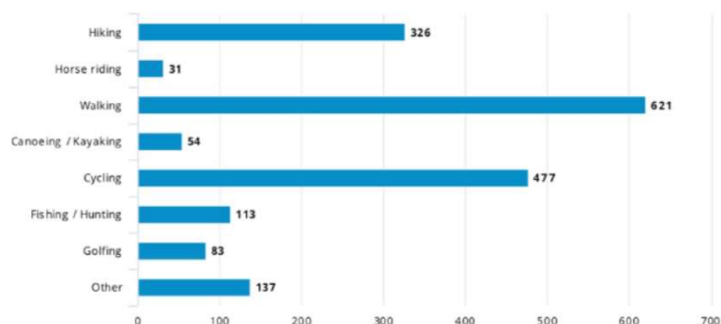
What fitness activities do you enjoy practising? (multiple choice)

Number of responses: 919



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

Number of responses: 941



Fitness / outdoor activities

- Active target group



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