

# NAF Great Big Blood Bowl Survey 2015

*"Blood Bowl is simply the greatest table top game in the world in my opinion."*

- Respondent



## Table of Contents

Introduction.....	2
The Survey.....	3
Demography.....	4
Computer Play.....	5
Tabletop Tournaments.....	6
Tabletop League Play.....	8
NAF, Social Media and Forums.....	9
Painting, Hobbying and Other Interests.....	10
Free Text Responses and Lessons Learned.....	12
Next Steps.....	14

## Introduction

The NAF is an international association of players dedicated to supporting Blood Bowl – the Games Workshop game of fantasy football - in all its forms.

Formed in 2003 by Jervis Johnson (the designer of Blood Bowl), the NAF seeks to act as a central resource for Blood Bowl coaches the world over, offering news, contacts, discussion, sanctioned tournaments and international player rankings. Community member Neoliminal took the lead, with support from AntonyTBBF and Christer (who now operates and maintained FUMBBL). Granted permission by Games Workshop to use the name of the governing organisation from the rulebook, and indeed provided with coloured block dice to distribute as member gifts for a decade after its inception, the NAF and its volunteer staff is widely considered to have been instrumental in the continued health and growth of the Blood Bowl community - a community that may reasonably claim to be one of the largest and most welcoming tabletop tournament community scenes of any comparable game.

NAF membership accounts for close to 10,000 unique coaches, of which around 3,000 have joined or renewed their support within the last 12 months and is operated by dozens of dedicated volunteers worldwide, supported centrally by a committee elected by the membership at various points every two years.

The evolution of the game and the community since the NAF's inception have been spectacular, including the Living Rulebook process that birthed what's now known as the Competition Rules Pack; through the decision by GW to allow the board game to go out of print; and the growth of the digital version of the board game that itself has seen the known player base expand by an order of magnitude. Right now the tabletop tournament scene is healthier than ever, with approximately 250 tabletop tournaments taking place across the world every year and more than 900 tabletop coaches gathering for the 3<sup>rd</sup> NAF World Cup this November in Lucca, Italy; while the NAF's recent election of League Director, coupled with support extended to online tournaments on both Cyanide's Blood Bowl platform and the Java based FUMBBL client, belie a commitment to supporting the community across all formats of play.

Accordingly, from 5<sup>th</sup> September until 15<sup>th</sup> October 2015, the NAF carried out the biggest survey of Blood Bowl players ever attempted, realising over 2800 responses. The survey was produced using the Google Forms software and publicised across the online BB world, including national and international forums and social media.

The aim of this survey – intended to be the first in a series of occasional, targeted outreach initiatives - was to gather basic information about the demography and gaming habits of a range of online and tabletop BB players, investigating the extent of overlap between those two groups, and how their interests and habits differed or converged. That data set has been made available for analysis on theNAF.net and we hope to be able to continue working with the data and our volunteer analysts to refine our community support over the coming months and years.

In the meantime, this report contains a brief graphical and written summary of the survey responses i

### About the Authors

Survey design, analysis and words by Mike Davies (sann0638, NAF Media Officer), Steve Arthurs (Shteve0, NAF League Director) and Nate Beem (Gaixo, NAF Tournament Director).

## **The Survey**

*"2015 is a momentous year for Blood Bowl, with Cyanide/Focus releasing Blood Bowl 2 across multiple gaming platforms and over 900 international tabletop coaches gathering in Italy for the third iteration of the Blood Bowl NAF World Cup.*

*The NAF is setting about engaging with the wider Blood Bowl community in the broadest and most in depth series of surveys of Blood Bowl coaches ever attempted. We want to know who you are, what makes you tick, and what it is in particular that you love about our favourite game, so that we can tailor our activities going forward accordingly. Once we're done, we'll share the results back with you both in summarised form and in the form of raw data (once we're satisfied that said raw data will not allow any respondents to be identified).*

*Over the next few pages, we'll be asking you to tell us a little bit about yourself, your tabletop and online play involvement, and your social media and hobby habits. Then, in the final page, you'll have the opportunity to provide us with a little bit of direct feedback and tell us about any future updates you'd be interested in receiving.*

*In total the entire survey should take no more than 10 minutes of your time and will be a great assistance to us in tailoring our support to the Blood Bowl gaming community both now and in the future. Thank you for time and patience, and long live Blood Bowl!"*

The results of the survey, as directly provided by Google Analytics, can be seen here:

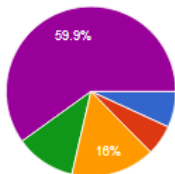
<http://thenaf.net/Newsletter/survey/surveyresults.html>

# Demography

99% of respondents are male and 77% identify English as their primary BB language. 40% are 25-35 and 40% 35-45.

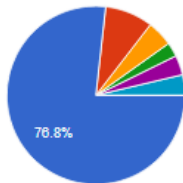
Count - I am aged...	I am aged...							
I live in...	18-25	26-35	36-45	46-55	56-65	Over 65	Under 18	Total Result
Africa		61.5%	38.5%					100%
Asia	15.0%	50.0%	35.0%					100%
Australasia	11.9%	39.0%	39.4%	6.4%	1.8%		1.4%	100%
Europe	8.7%	43.2%	42.2%	4.4%	0.3%		1.1%	100%
North America	10.6%	33.2%	43.5%	10.6%	0.6%	0.1%	1.4%	100%
South America	38.5%	23.1%	23.1%	7.7%			7.7%	100%
<b>Total Result</b>	<b>9.7%</b>	<b>40.0%</b>	<b>42.2%</b>	<b>6.3%</b>	<b>0.5%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>100%</b>

## I first played Blood Bowl...



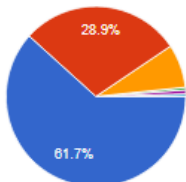
Within the last year	192	6.8%
1-2 years ago	162	5.8%
3-5 years ago	448	16%
6-10 years ago	321	11.5%
More than 10 years ago	1680	59.9%

## The language I most often play Blood Bowl in is...



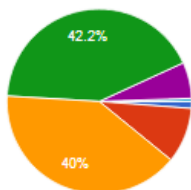
English	2151	76.8%
French	244	8.7%
German	131	4.7%
Italian	72	2.6%
Spanish	100	3.6%
Other	104	3.7%

## I live in...



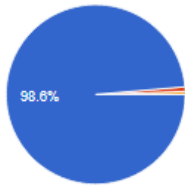
Europe	1729	61.7%
North America	810	28.9%
Australasia	218	7.8%
South America	13	0.5%
Asia	20	0.7%
Africa	13	0.5%

## I am aged...



Under 18	34	1.2%
18-25	271	9.7%
26-35	1122	40%
36-45	1183	42.2%
46-55	177	6.3%
56-65	14	0.5%
Over 65	1	0%

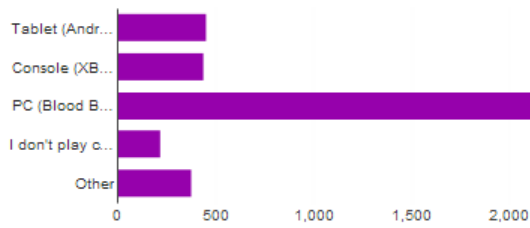
I am...



Gender	Count	Percentage
Male	2764	98.6%
Female	23	0.8%
Other / prefer not to say	15	0.5%

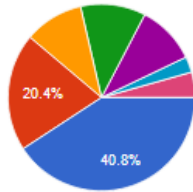
## ← Computer Play

Which of the following game formats do you play?



Game Format	Count	Percentage
Tablet (Android/iPad)	452	16.1%
Console (XBOX/Playstation/Nintendo DS)	441	15.7%
PC (Blood Bowl: Chaos Edition or earlier)	2198	78.4%
I don't play computer versions of the game (go to next page)	223	8%
Other	379	13.5%

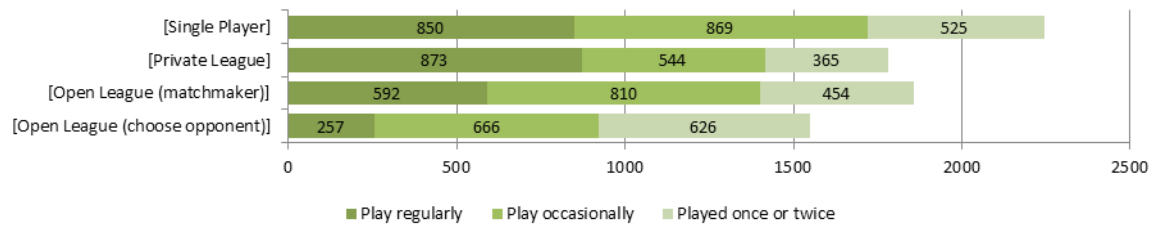
Do you expect to purchase the new Blood Bowl 2 game?



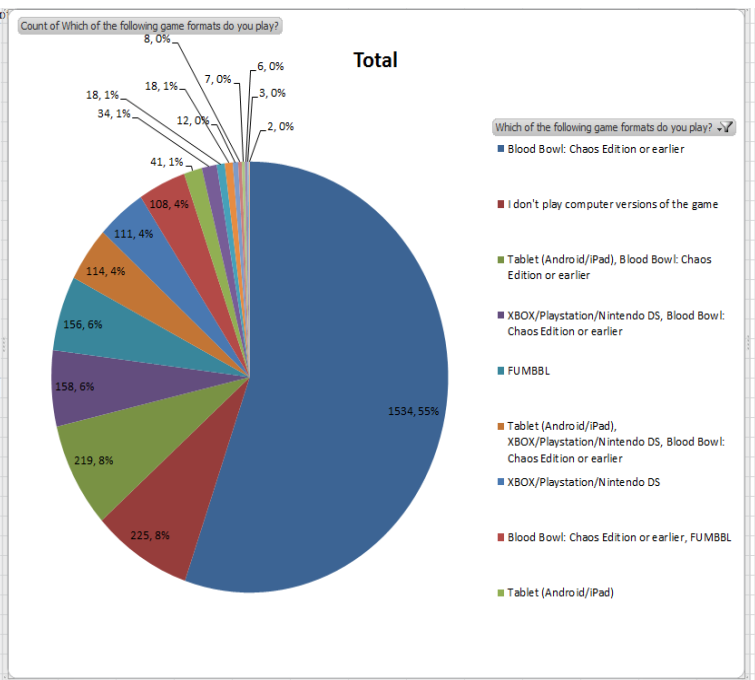
Response	Count	Percentage
Yes, I've pre-ordered / already purchased	1079	40.8%
Yes, at some point	539	20.4%
Maybe, if I see it on sale	271	10.2%
Maybe, depending on reviews	298	11.3%
No	271	10.2%
I don't know	72	2.7%
Other	116	4.4%

NB: The online beta for Blood Bowl 2 was released half way through the survey period.

How often do you play the following formats, on average?

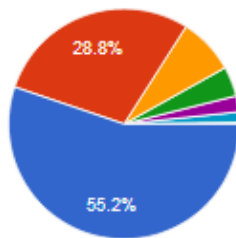


Row Labels	Count
Blood Bowl: Chaos Edition or earlier	1534
I don't play computer versions of the game	225
Tablet (Android/iPad), Blood Bowl: Chaos Edition or earlier	219
XBOX/Playstation/Nintendo DS, Blood Bowl: Chaos Edition or earlier	158
FUMMBL	156
Tablet (Android/iPad), XBOX/Playstation/Nintendo DS, Blood Bowl: Chaos Edition or earlier	114
XBOX/Playstation/Nintendo DS	111
Blood Bowl: Chaos Edition or earlier, FUMMBL	108
Tablet (Android/iPad)	41
Tablet (Android/iPad), XBOX/Playstation/Nintendo DS	34
PC (Blood Bowl 2)	18
Tablet (Android/iPad), Blood Bowl: Chaos Edition or earlier, FUMMBL	18
Blood Bowl: Chaos Edition or earlier, PC (Blood Bowl 2)	12
Tablet (Android/iPad), FUMMBL	8
XBOX/Playstation/Nintendo DS, FUMMBL	7
XBOX/Playstation/Nintendo DS, Blood Bowl: Chaos Edition or earlier, FUMMBL	6
Tablet (Android/iPad), XBOX/Playstation/Nintendo DS, Blood Bowl: Chaos Edition or earlier, FUMMBL	3
Tablet (Android/iPad), XBOX/Playstation/Nintendo DS, FUMMBL	2
<b>Grand Total</b>	<b>2774</b>



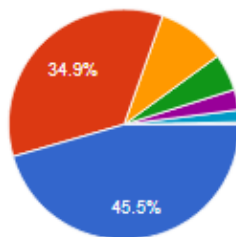
## Tabletop Tournaments

How many tabletop tournament games did you play in the last 12 months?



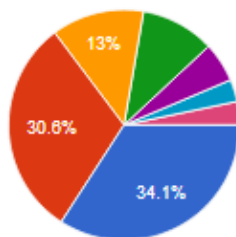
None	1547	55.2%
1-10	808	28.8%
11-20	221	7.9%
21-30	117	4.2%
31-50	63	2.2%
51-100	41	1.5%
More than 100	6	0.2%

How many tabletop tournament games do you expect to play in the next 12 months?



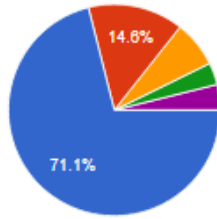
None	1276	45.5%
1-10	978	34.9%
11-20	267	9.5%
21-30	145	5.2%
31-50	80	2.9%
51-100	48	1.7%
More than 100	9	0.3%

How many tabletop tournaments games have you played in total?



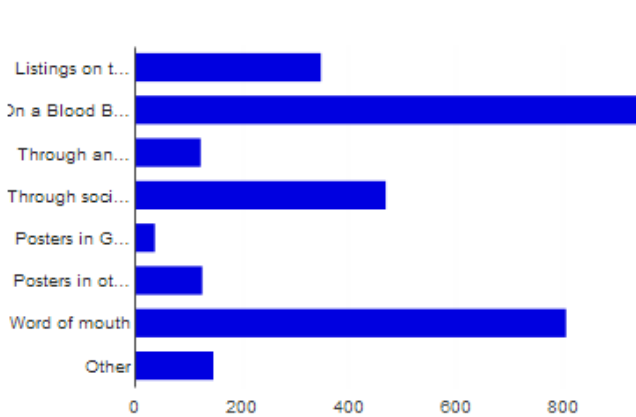
None	957	34.1%
1-20	858	30.6%
21-50	363	13.1%
51-100	290	10.3%
101-200	156	5.6%
201-400	87	3.1%
More than 400	92	3.3%

### How many tabletop tournaments have you personally organised?



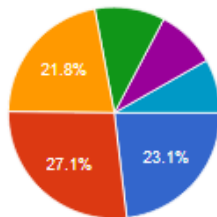
None	1945	71.1%
1-2	399	14.6%
3-5	194	7.1%
5-10	92	3.4%
More than 10	107	3.9%

### Where do you typically find out about the tournaments you attend?



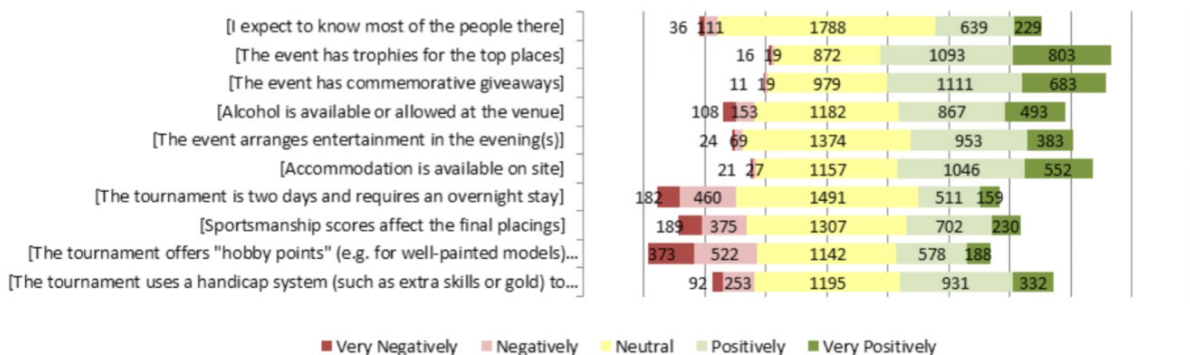
Listings on theNAF.net	349	17.7%
On a Blood Bowl forum	943	47.9%
Through an email mailing list	123	6.2%
Through social media	471	23.9%
Posters in Games Workshop stores	37	1.9%
Posters in other game stores	127	6.4%
Word of mouth	806	40.9%
Other	148	7.5%

### What is the maximum amount of time you would spend travelling to a tabletop tournament?



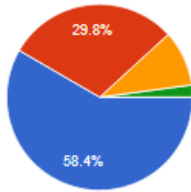
Up to an hour	539	23.1%
1-2 hours	631	27.1%
3-4 hours	509	21.8%
5-6 hours	249	10.7%
6-12 hours	211	9.1%
More than 12 hours	192	8.2%

### How do the following aspects of a blood bowl tournament affect your overall enjoyment of the event?



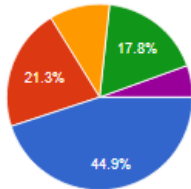
# Tabletop League Play

How many tabletop league games do you play in a typical month?



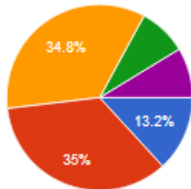
I don't play tabletop leagues (go to next page)	1636	58.4%
Up to 2	836	29.8%
3-4	271	9.7%
5+	60	2.1%

How are the majority of your league games arranged?



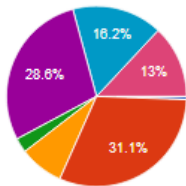
The commissioner schedules the games	577	44.9%
Coaches arrange opponents on a forum	273	21.3%
Coaches arrange opponents on social media	135	10.5%
Coaches arrange opponents by word of mouth/email/sms	228	17.8%
Other	71	5.5%

How many people play in your tabletop league?



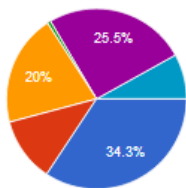
2-5	165	13.2%
6-10	438	35%
11-20	436	34.8%
21-30	105	8.4%
More than 30	109	8.7%

How does your tabletop league track league results and tables?



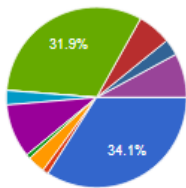
STARS and QUILT	7	0.6%
OBBLM	382	31.1%
Aros / BloodBowlLeague	97	7.9%
Halfling Scribe	32	2.6%
Spreadsheet	351	28.6%
I don't know	199	16.2%
Other	160	13%

Where do your tabletop league games typically take place?



At home	426	34.3%
In a cafe, restaurant, bar or pub	143	11.5%
In a community centre or similar	248	20%
In a Games Workshop store	8	0.6%
In another game store	316	25.5%
Other	100	8.1%

How did you first hear about your local tabletop league?

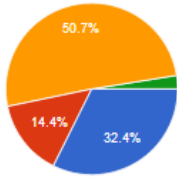


I was a founding member	422	34.1%
I saw a poster in a Games Workshop	13	1%
I saw a poster in another gaming store	39	3.1%
It was listed on the NAF	10	0.8%
I saw a post on a forum	119	9.6%
I saw a post on social media	32	2.6%
I saw an advert in a magazine or newspaper	0	0%
Word of mouth	395	31.9%
Internet search engine	75	6.1%
I don't remember	36	2.9%
Other	98	7.9%



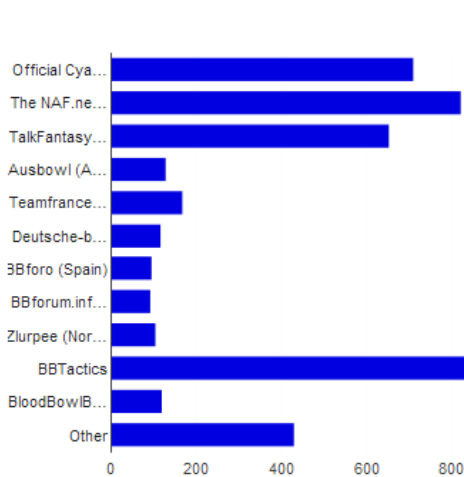
# NAF, Social Media and Forums

## Are you, or have you ever been, a member of the NAF?



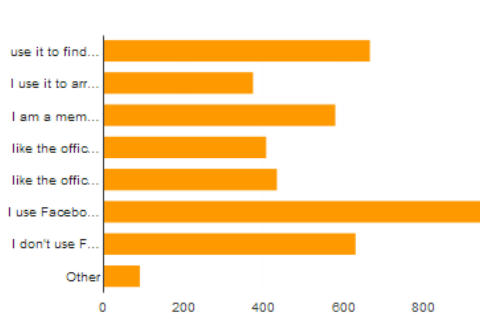
Response	Count	Percentage
Yes (I registered or renewed my subscription in the last year)	907	32.4%
Yes (I registered previously but have not renewed my subscription this year)	403	14.4%
No	1422	50.7%
I don't know	71	2.5%

## Which of these Blood Bowl websites do you visit at least once a month?



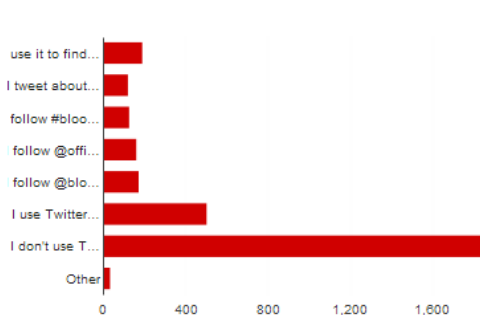
Website	Count	Percentage
Official Cyanide Forum	712	31.8%
The NAF.net or NAF forum (International)	822	36.7%
TalkFantasyFootball (UK/International)	655	29.2%
Ausbowl (Australia/New Zealand)	131	5.8%
Teamfrancebb (France)	168	7.5%
Deutsche-bb-community.de (Germany)	118	5.3%
BBforo (Spain)	95	4.2%
BBforum.info (Italy)	93	4.2%
Zlurpee (North America)	106	4.7%
BBTactics	961	42.9%
BloodBowlBlog	120	5.4%
Other	432	19.3%

## In what ways does Facebook play a part in your Blood Bowl hobby?



Usage	Count	Percentage
I use it to find out about Blood Bowl news	665	24.2%
I use it to arrange games	375	13.7%
I am a member of the "Blood Bowl Community" group	580	21.1%
I like the official "NAF - Blood Bowl" page	407	14.8%
I like the official "Blood Bowl" Cyanide page	433	15.8%
I use Facebook but not for Blood Bowl	949	34.6%
I don't use Facebook	630	22.9%
Other	92	3.4%

## In what ways does Twitter play a part in your Blood Bowl hobby?



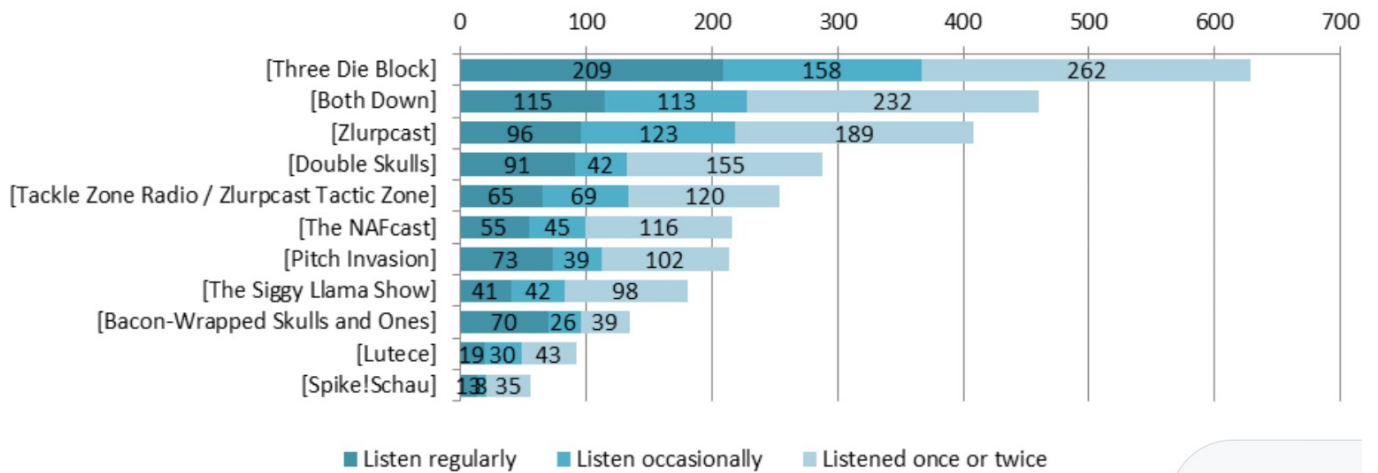
Usage	Count	Percentage
I use it to find out about Blood Bowl news	192	7%
I tweet about Blood Bowl content	123	4.5%
I follow #bloodbowl	127	4.6%
I follow @officialnaf	163	6%
I follow @bloodbowl_game	173	6.3%
I use Twitter but not for Blood Bowl	502	18.4%
I don't use Twitter	1850	67.7%
Other	37	1.4%

"I had no idea that there were podcasts for Blood Bowl before taking this survey! I will probably go listen to one now..."

### Do you listen to any Blood Bowl podcasts?

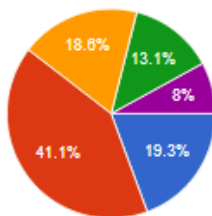
Apologies are due here to *Orca-Cola Cast*, who were the major omission from the list (*Anything But a One* and *Percy's Trollcast* were launched after the survey's release). Responses have suggested that there might have been an Other box in this list as well; this was considered during design, but regrettably the asking style of this question prevented us doing so. The feedback has been taken on board and we will review how better to structure the questions.

### Do you listen to any Blood Bowl podcasts?



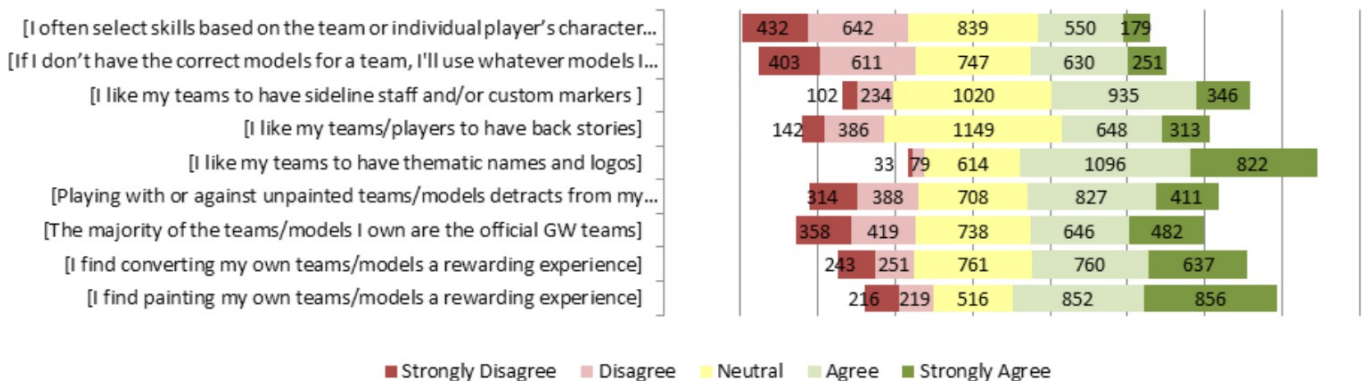
## ← Painting, Hobbying and Other Interests

### Approximately how many Blood Bowl teams do you own?



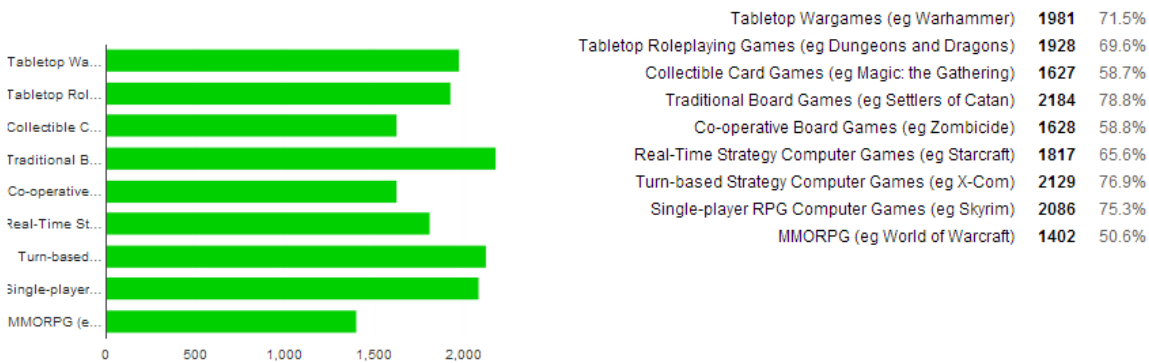
0	537	19.3%
1-5	1140	41.1%
6-10	515	18.6%
11-20	363	13.1%
21 or more	221	8%

### How true are the following statements for you?

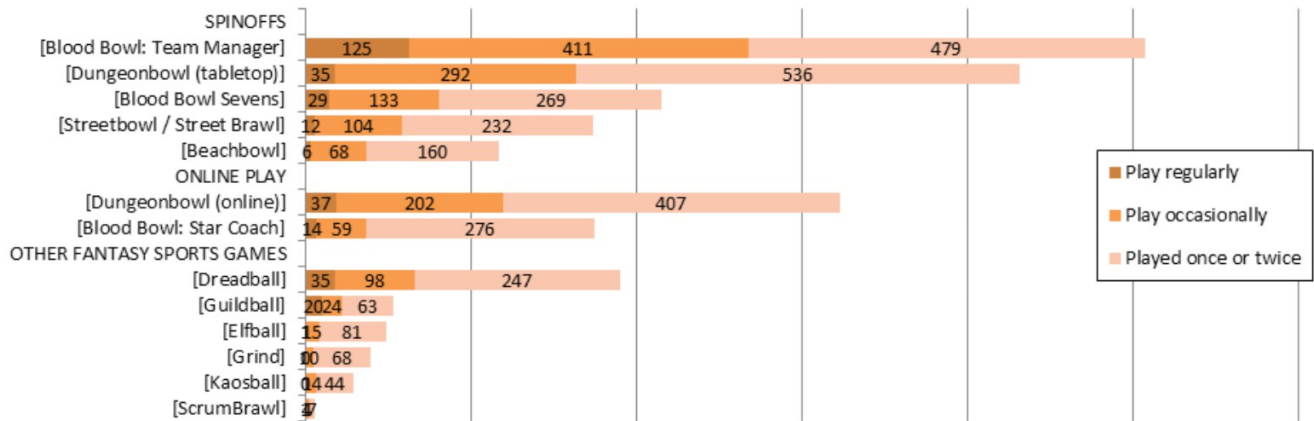


**Do you play any of the following?** (NB that responses to three comparable questions have been combined into a single chart)

**What other hobby systems do you enjoy or have you enjoyed previously?**



**Do you play any of the following?** (NB that responses to three comparable questions have been combined into a single chart)



## ← Free Text Responses and Lessons Learned

Of the 2800 responses, around 580 took advantage of the free text box inviting any other comments or feedback the respondent wished to share with us. All responses have since been read by one or more members of the NAF committee, and while not all will get a specific response here, we have attempted to address the most common themes in this section.

A lot of responses specifically mentioned BB2, which may have been a result of Cyanide sharing the survey on their Facebook page. Some of the feedback appeared to directly relate to matchmaking in the BB2 game, likely stemming from Cyanide's unexpected decision to name its largest public environment "NAF Official League", featuring a number of rules changes from the rules used in NAF tabletop events. We have approached Cyanide to express our concern at their use of a name with such obvious overlaps with our own and with a request to discuss what can be done to avoid conflict; while those efforts are yet to bear fruit, the NAF is committed to exploring what we can do to support the interests of players of the Cyanide game and will continue to reach out to the Cyanide team in the belief that we can strike an productive and mutually beneficial relationship in the future.

FUMBBL was also mentioned very frequently in this section, and conspicuous by its absence from the survey, with speculation that the omission was maliciously intended. In reality, this could not be further from the truth, as several committee members were at pains to share on the FUMBBL forum in the hours following the survey's launch. The NAF and the FUMBBL leaders enjoy an excellent relationship, and talks are underway as to how we can work together in future both in continued support of NAF branded resurrection events on the platform as well as in other ways. Our assurances that FUMBBL will be recognised in future surveys are offered here.

There were frequent mentions of the Blood Bowl rules, for example asking for Khorne to be NAF tournament sanctioned, or asking the NAF to consider endorsing or leading work on an LRB7. Work is already underway to establish what options are available to us in supporting the inclusion of a small number of standardised community rosters in NAF recognised events; and the discussion about to what extent rules support or leadership is appropriate from the NAF is very much ongoing.

It was observed that the survey was primarily designed for tabletop players, though this was potentially a product of the order of the questions (as it was not the intent). Future NAF surveys may therefore seek to address this perceived bias, a matter that will be reviewed in light of the comments of this nature.

A number of respondents were not aware of the resources available on thenaf.net, asking about where to find suppliers and so on. There was frustration with the League Locator tool. These concerns will be passed to the relevant NAF officials for incorporation into future website development.

On tournaments, it was suggested that some of the questions regarding tournament design were leading, and so caution should be advised when interpreting the results.

There was a certain amount of frustration with respondents not receiving their gifts when joining the NAF. We're troubled to learn that some had given up on trying, and these people will be contacted individually. It was suggested by some that there is no reason to join the NAF if you are not a tabletop player, and that a reminder when your membership lapsed would be a good idea, which we will certainly investigate as an option, alongside several other ideas of this nature.

Some felt that variant BB should be pushed more. Happily, over the last year the NAF has had a committee working on CRP compliant standardised tournament rules for several variant formats, and it's expected that we will be in a position to publish them very soon.

Finally, an overwhelming majority of the responses took the opportunity to extend their appreciation of the efforts of the NAF staff, either collectively or by name, and it would be wrong

not to recognise those that took the time to do so with a thank you of our own. The volunteers that make up the NAF staff are united by their enjoyment of the game and an immense pride in the community they serve, and to receive such an outpouring of positive feedback is in itself rewarding. Cheers – may you roll nothing but pows (unless you're playing one of us)!

Next time we will look at how to translate the survey, as it was in English only. We thought that the inbuilt translation on many browser (eg Google Chrome) would translate each question, but this did not seem to work very well. Complete translations of the survey were not available, and this will lead to an anglophone bias.

We will also look at optionality of questions, in that ideally the tabletop questions should only have appeared if people said they played tabletop at all. This would have sped up answering the survey for some people. We were working within technical limitations here, but will look at it again. Similarly, some felt pressurised into giving their email addresses, and “duped” that it appeared on the last page. The wording and the way it was set up should have made it clear that giving it was not necessary, it should have been fine to fill it in anonymously.

## Next Steps

In this document we have summarised the results of the survey, and work will continue around what we as an organisation can take away from the brilliant response received in terms of focussed support for online and league play (as well as improvements to the facilities we currently offer to tournament play, and by way of community news and discussion).

To reiterate a theme from the introduction, this survey is intended as the starting point of an ongoing outreach programme, and we're hugely encouraged that the majority of those reached in this survey asked to be kept informed in the future.

With that said, we felt the survey was a big success, and look forward to the discussion about its results!

If you'd like to know more about NAF support in your area or league, visit us at [theNAF.net](http://www.thenaf.net) or contact your local NAF Official. See <http://www.thenaf.net/the-naf/staff/> for full details.

