



DRAGONLAIRD GAMING

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Discord: <https://discord.gg/K2pSMDZ2>

DriveThruRPG: <https://www.drivethrurpg.com/browse/pub/6270/Dragonlaird-Gaming>

2022 Savage Worlds Community Survey

In June-July 2022, Dragonlaird Gaming, a Savage Worlds Ace (licensee), ran a survey for the Savage Worlds community on behalf of all Savage Aces. The intent was to see what the community wanted most in terms of Savage Worlds content and what channels they used to find out about new content being published.

We had 292 respondents over the survey's three week active window. Each question gave you several options to select and respondents suggested over 100 more items using the "Other (please specify)" options which shows real engagement.

All questions allowed survey respondents to mark as many answers as they needed. This is the summary of the results of the survey and can be downloaded for free at www.dragonlairdgaming.com



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What social media do you prefer to use to connect to the Savage Worlds community?

Communication is the key to a thriving community. This is how we share of our love of Savage Worlds, the many fascinating settings, and the thousands of hours of fun experienced by Savages every week. We celebrate our stories, argue over interpretations of the rules, and discuss the latest podcasts, live plays, and products. When we consider getting the word out about new Savage Worlds content, we wanted to know where the community spends its time online, i.e. what frequencies are people listening to for information and engagement about Savage Worlds.

In the responses, 20 different channels were identified between the survey entries and additional comments. Facebook edges out the pack at 27% of all responses followed by Discord, YouTube, and Reddit, all with more than 13% of the votes each.





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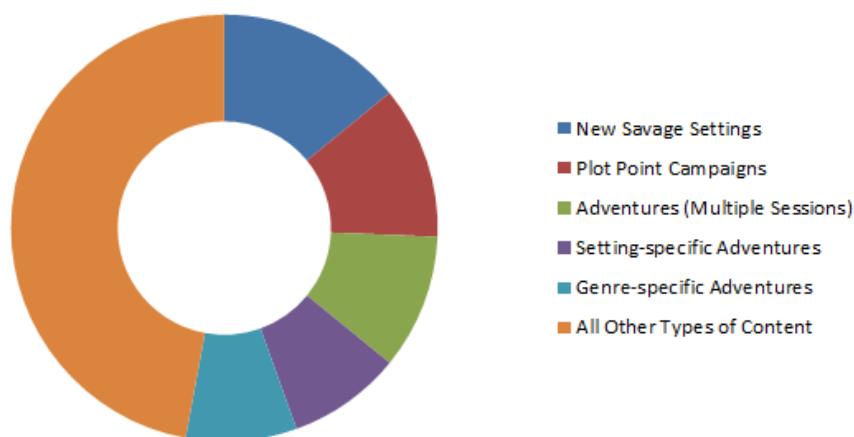
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What kinds of digital Savage Content do you buy and value most?

So we have some idea of how to get the word out but what things does the Savage community want to see more of? Here the survey showed us a very clear message: **Adventures, Adventures, Adventures (and Settings)!** This makes a lot of sense as adventures are the meat and potatoes of sessions and campaigns and when you want to play a lot of Savage Worlds, you need a lot of adventures to have!

One of the notable write-in candidates was to have printable collections of digital content. It is an intriguing idea whether the whole catalog of one Ace or a cross-Ace collection around a theme?

In addition we found several people voting their love for content that only PEG can produce (Pathfinder, Deadlands, and SWADE Companions). The Aces love all the PEG products and would gladly write content in those areas if the licensing arrangement is changed. For now, we'll leave those in the capable hands of Shane & Company.





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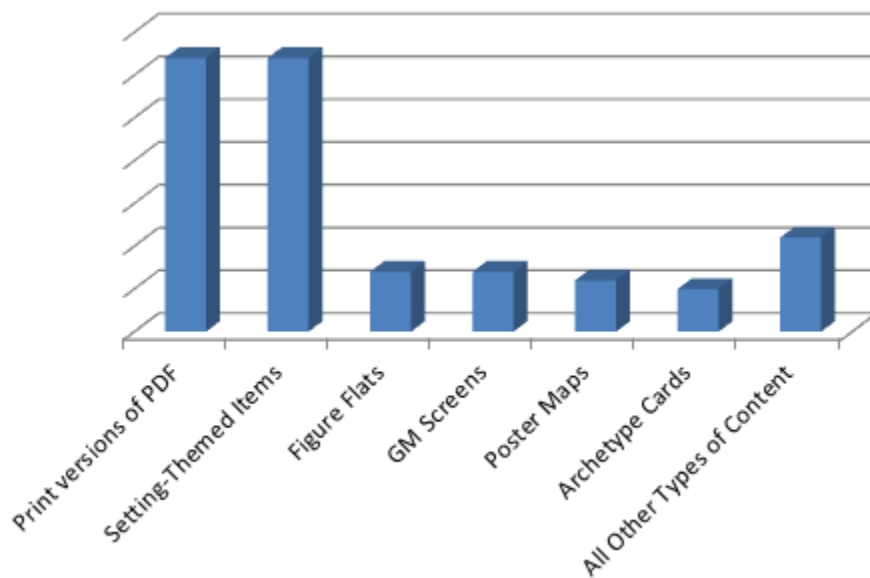
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What kind of physical Savage Worlds products do you buy and value most?

Over 60% of respondents put one of their votes in for hardcover or softcover versions of their favorite PDF material, a clear favorite for getting physical products. Over 26% of responses focused on setting-specific items like Adventure Decks, Rule Decks (like Chase Cards), Action Decks, Dice, Bennies, and Boxed Sets. Several respondents voted that they only want digital products.

Among the other high scorers, we saw Figure Flats, Gamemaster Screens (or Inserts for PEG's screen holder), Poster Maps, and Archetype Cards.





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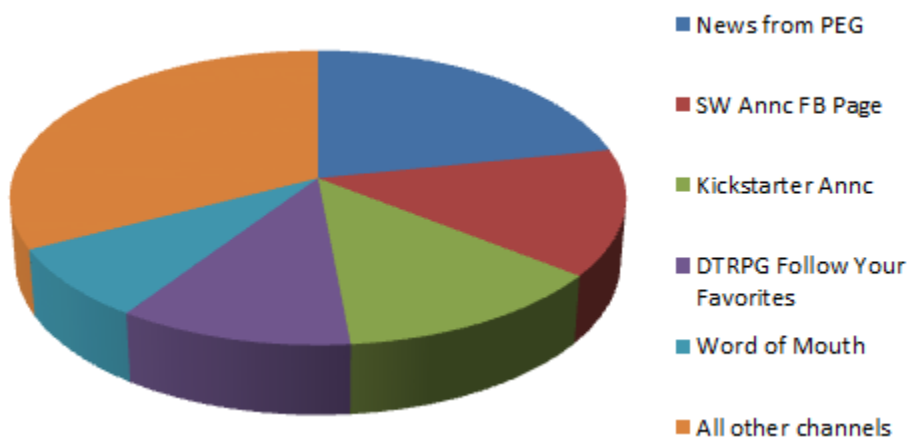
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Where do you prefer to find out about Savage Worlds news including new products, Kickstarters, and other events?

In our first question we talked about connecting to the Savage Community. In this question, we narrowed it down to talk about channels to hear about new Savage Worlds products. The clear winner was Pinnacle's Weekly "News from PEG" newsletter with over 200 votes. 26 different options were identified between the survey choices and the write-in choices.

Also scoring highly were the Savage Worlds Announcements Facebook Page, DriveThruRPG's "Follow your Favorites" emails, and Kickstarter Announcements from Content Creators you follow (though this last one also sparked some of the only negative comments received). Podcasts also got some love with multiple call-outs to Savage Interludes and the Wild Die Podcast





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What VTT platforms do you use when playing Savage Worlds virtually?

The COVID Pandemic launched many gaming groups into the world of virtual gaming. Some of us had been dragging our heels on this point for some time. The value of the VTT platforms quickly became apparent and now Do-It-Yourself VTT content as well as content specifically converted for use with the big names in VTT are commonplace. 25% of respondents haven't played Savage Worlds virtually yet. (The pandemic really did change that number!)

In a "virtual" tie, we have Foundry, Roll20 and Discord. Fantasy Grounds makes the strong fourth and the only other one to get double-digit votes. Pinnacle has at least some product support for Foundry, Roll20, and Fantasy Grounds.

Top vote-getter among the write-in candidates was Owlbear Rodeo.

