

STRAT

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FAN

The Magazine for and by  
Strat-O-Matic fans

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### How Do You Want That Done?

Monthly: All sports	64 %
Monthly: Baseball only	54 %
Quarterly: Basketball-Football-Hockey	14 %
With Cards	74 %
No Cards	26 %

## Readers Win: The Cards Stay

By Glenn Guzzo

STRAT FAN's readers want an all-sports monthly (that stresses baseball) with Strat-O-Matic facsimile cards.

Whew! We led with our chins in May's reader survey, inviting (daring?) readers to take their best shots at our judgment — and ended up with just a few scratches.

Although the more than 200 replies represent less than 10 percent of STRAT FAN's subscribers, most mail surveys expect no more than a 1-2 percent response. So, while we would have liked to hear from more of you, we think we've got something worthwhile to share.

The charts here and on the next page tell most of the story, but here are highlights and some additional insights:

■ Although readers are unanimous on nothing, the ongoing debate over whether STRAT FAN should retain its monthly cards turned out to be one of the most lopsided decisions, about 3-to-1 (74-26 percent) in favor of the cards.

■ Although 95 percent of the respondents are baseball gamers, a very solid majority (64 percent) support a format with content devoted to all sports. More than a few baseball-only players insisted they would subscribe **only if STRAT FAN remained a multi-**

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# Richman Answers Gamers' Questions

In this interview, Strat-O-Matic creator Harold Richman answers a few questions about the state of the hobby, then addresses questions on a wide variety of topics posed by STRAT FAN readers.

**STRAT FAN:** In our interview with you a year ago, you spoke often about the pressure from competitors. What has taken place in the last 12 months?

**RICHMAN:** There's a flurry of new games, especially computer product. And we are constantly making changes in our computer game, with substantial changes to come this year. Not many changes have been made in the board-game industry.

**SF:** What trends are you seeing among gamers?

**RICHMAN:** The difficult economy has had a substantial impact on all companies. Gamers don't *have* to buy new sets and we think some people are playing with older sets; others have delayed getting involved in the hobby in the first place. So our audience is getting older. At the same time, we are seeing a return of younger players. We lost them for awhile to Nintendo — which took away about one-third of the sales of the entire toy industry. But the Nintendo sales [appear to have peaked] and now the younger players are coming back.

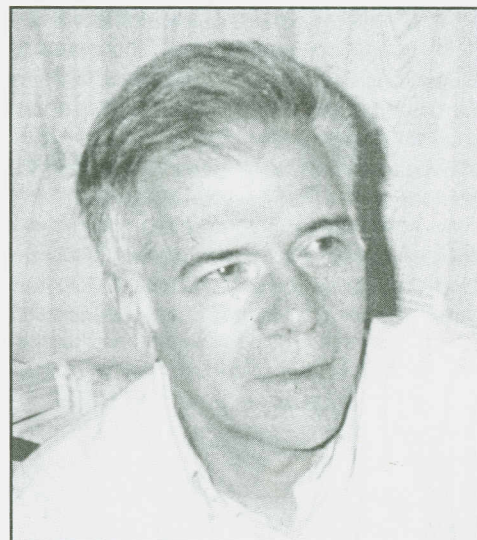
**SF:** Are they entering the hobby through the board game or computer game?

**RICHMAN:** The board game mostly, but some through the computer game.

**SF:** That's surprising for Nintendo players.

**RICHMAN:** We haven't surveyed to find out if they are former Nintendo players. But the kids are looking for more realism than Nintendo gives them.

**SF:** How old are these kids?



*RICHMAN: Major changes to come*

**RICHMAN:** 11 or 12. We're not talking about 6- and 7-year-olds, that's for sure.

**SF:** And what can we expect of the next 12 months?

**RICHMAN:** Changes in the computer game. The 1941 season. Changes to the foot

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## Inside This Issue

- Cards: 1955-56 Montreal Canadiens, 1972 Oakland A's
- Contest: Win a trip to SOM's Opening Day
- Football: Analyzing the new card set
- Basketball preview: Highest rated passers, rebounders
- Hockey: Judy Goldberg's deflection ratings