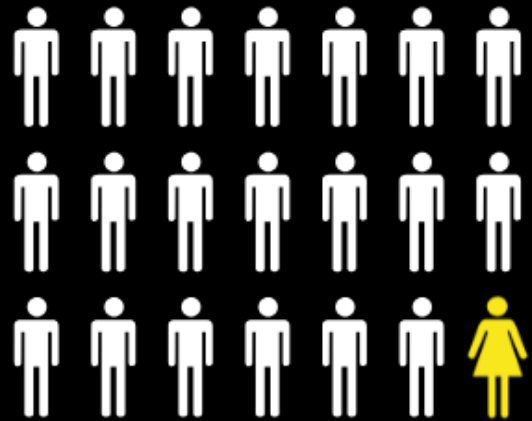




Gaming Data Snapshot I ...

30%

of YES Teens
consider
themselves to be
"gamers"



Of those, only 1 out of 21
"gamers" was female.

The word "gamer" may be
a barrier to entry for girls
and young women who **do
not associate** with the
term.

Gaming Data Snapshot II



The Teens were
asked to define
"game."

Games are an **ACTIVITY**.

Games are **FUN**.

Games are something you **PLAY**.

Games are **SOCIAL**.

Games are something you **ENJOY**.

Percent Responses
Activity = 25%
Fun = 13%

Play = 13%
Social = 6%
Enjoyment = 5%

Full Sample = 70
April 2018
Kelley Staab - R&E

Gaming Data Snapshot III

The Teens were asked to **name five games.**



88%

mentioned at least one
video game



49%

mentioned at least one
sport or activity



28%

mentioned at least one
board game

Card games, game shows, and unclassified games rounded out the sample.

Top Twelve Most Mentioned Games*

Fortnite

NBA 2K18^

Call of Duty^

Basketball

Football

Grand Theft Auto

Madden NFL

Mario Kart

Uno

Hide & Seek

Monopoly

Tag

Though the majority of Teens wrote in at least one video game, they **associate "game" with a variety of game types.**

*Games from the same series were grouped together

^These games are available to the Teens at Taylor.

Gaming Data Snapshot IV

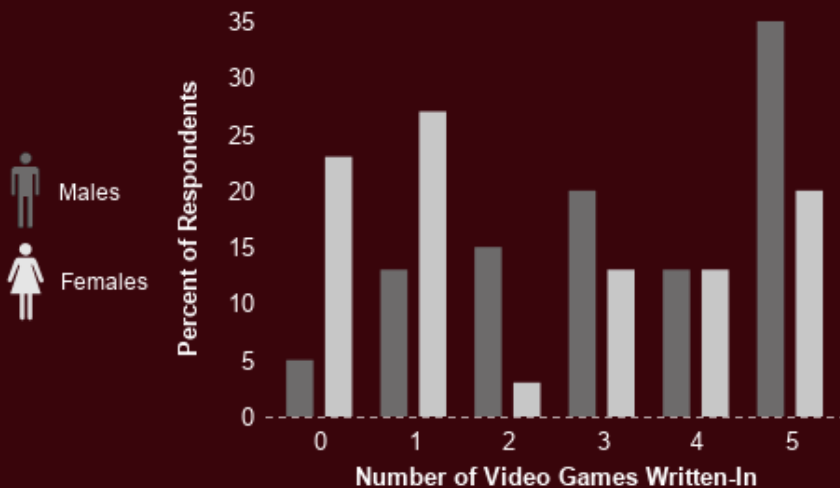


59%
of written-in
games were
video games

Number of
different video
games, game
types, or game
series that were
mentioned

= 70

Females were **less likely** to have written-in **video games** and **more likely** to have written-in **sports/activities, board games, and card games** than Males.



Ratings of Written-In Games



= 19%



= 25%

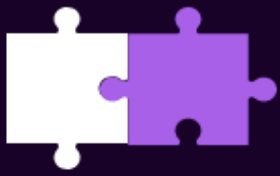


= 21%



= 36%

A variety of game types and genres should be included in the exhibition to appeal to different gaming interests.

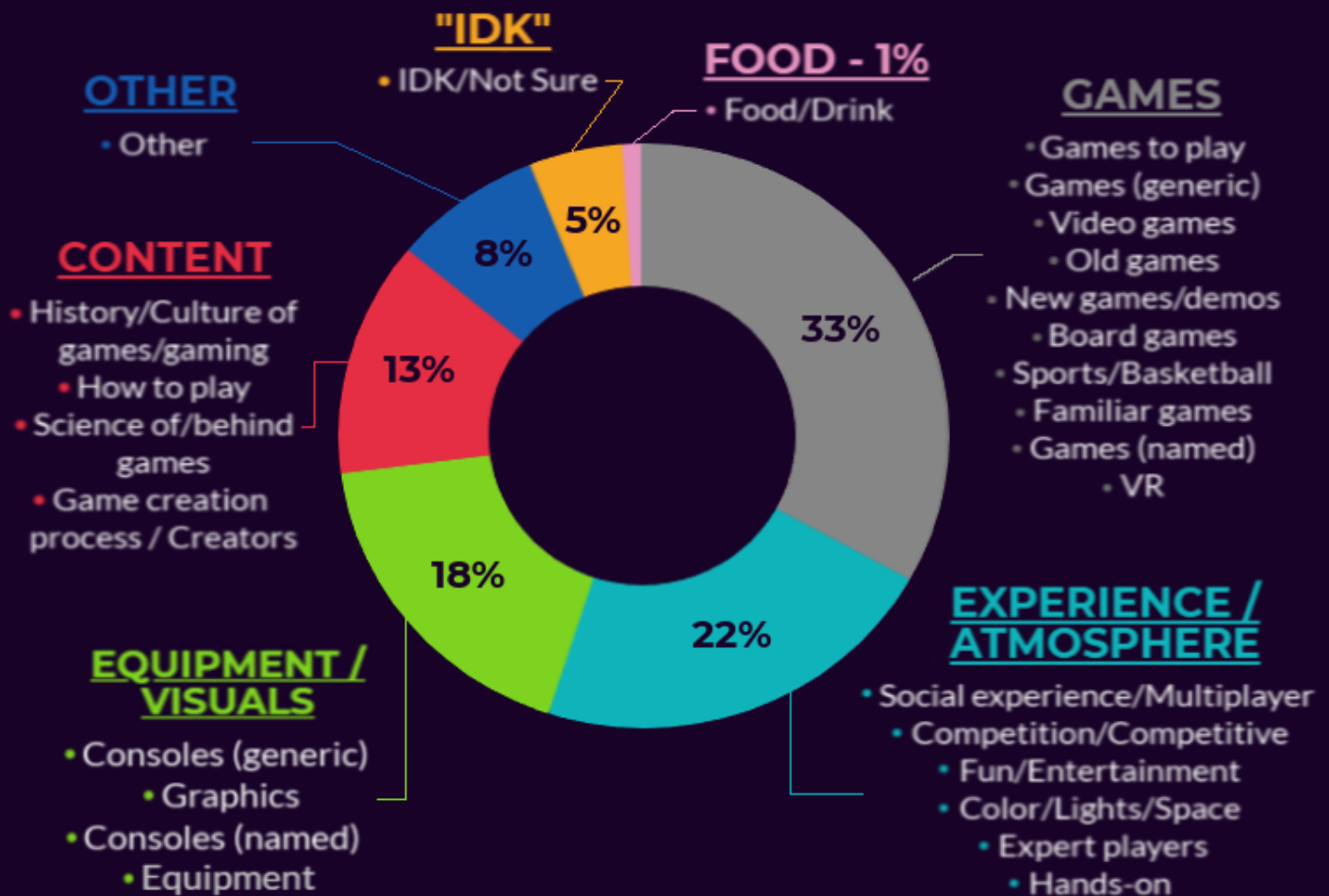


Gaming Data Snapshot V

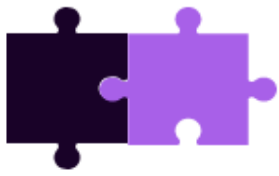


What would you expect to see in an exhibition about games and gaming?

Organized by category and code.



The Teens expect a **well-rounded exhibition** that features old and new games to play; a fun, social, competitive atmosphere; the latest gaming equipment; and information on the history of games and how to play them.

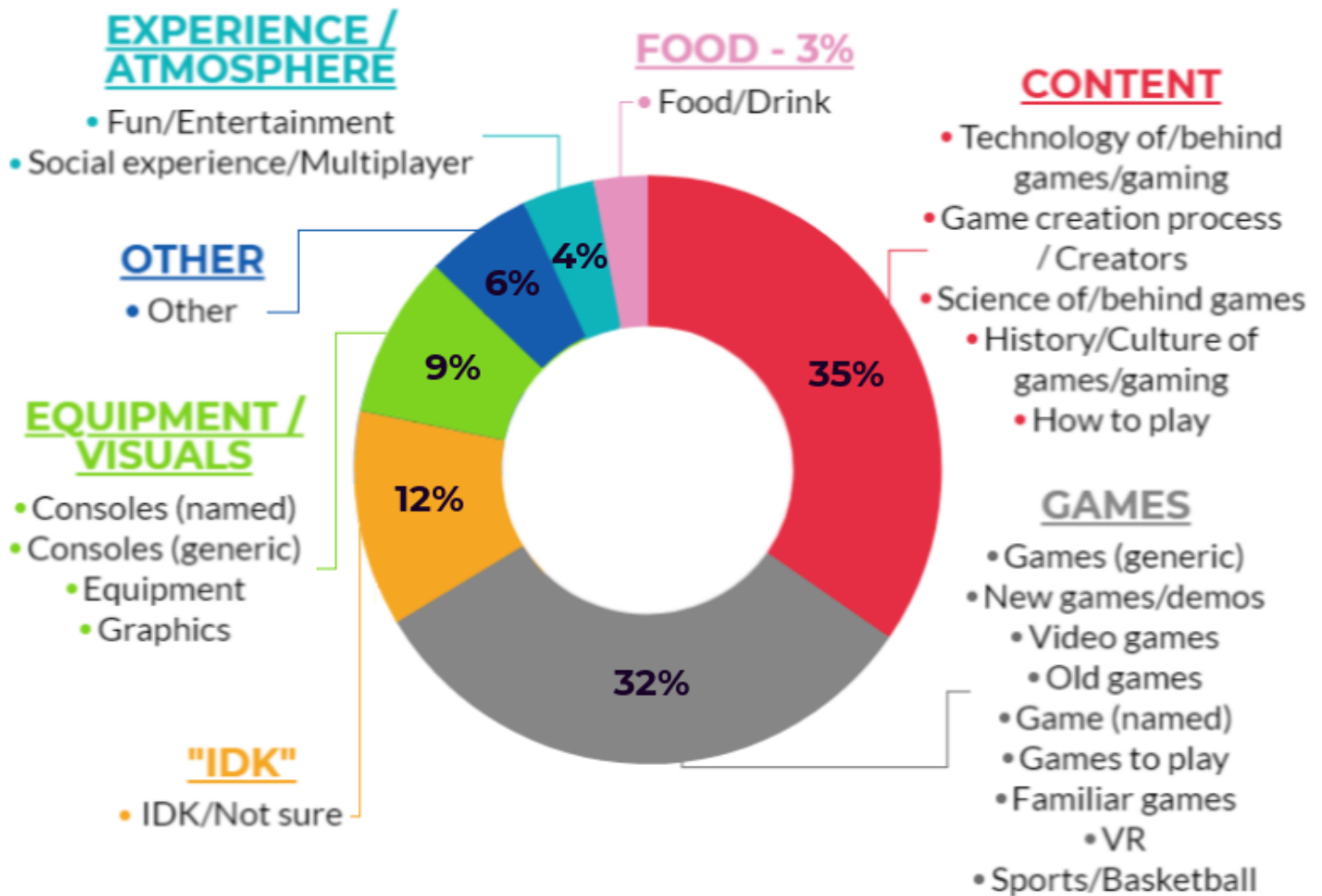


Gaming Data Snapshot V.v



What is one thing that you think absolutely needs to be included in an exhibition about games and gaming?

Organized by category and code.

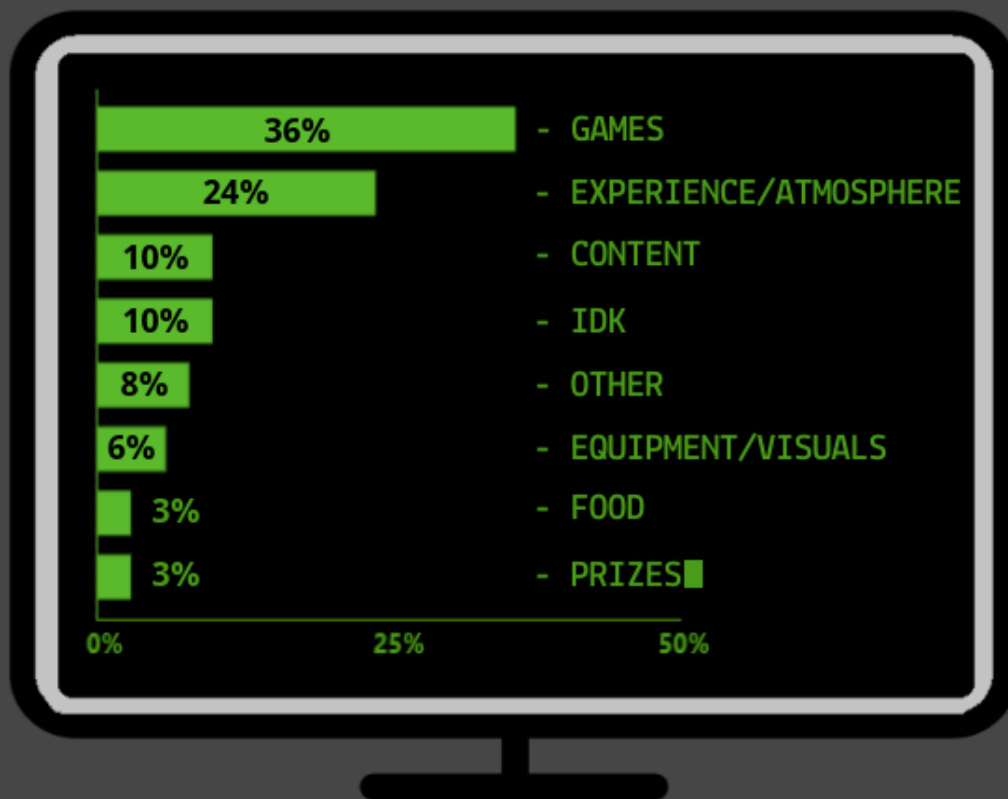


There are **differences** in what the Teens **expect to see** (Snapshot V) and what they **think should be** in the exhibit (Snapshot V.v).

The Teens think a focus on the **technology behind games** and the **game creation process (coding, programming, etc.)** are needed - two things came up much less frequently or not at all in the expectations question. Games (generic) remained a popular response.

Gaming Data Snapshot VI

What would make you want to visit an exhibition on games and gaming?



Four New Codes

were created for this question

Quantity/Variety of games* - 6%

Prizes - 3%

Girl-friendly - 2%

Personal interest - 2%

The Teens are **more likely to visit** an exhibition where they can **play a variety of games** and on different **consoles**, that allows for **competition**, and that **looks and feels** like a place where they can have **fun** and spend time.

All percentages listed are percent of responses.
*Though responses about the quantity/variety of games had appeared in other questions, there were enough of them in this question to warrant a new code.



Opening Weekend Data

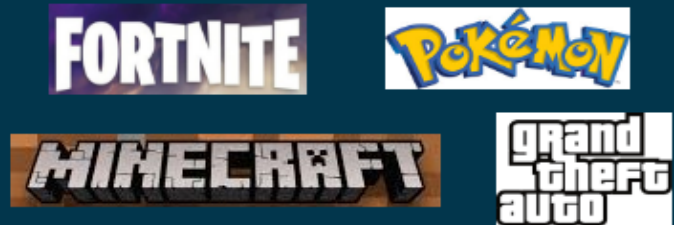
Opening Weekend Stay Time



Mean = 36 min.
 Median = 32 min.
 Range = 2 min. to 1 hour, 54 min.

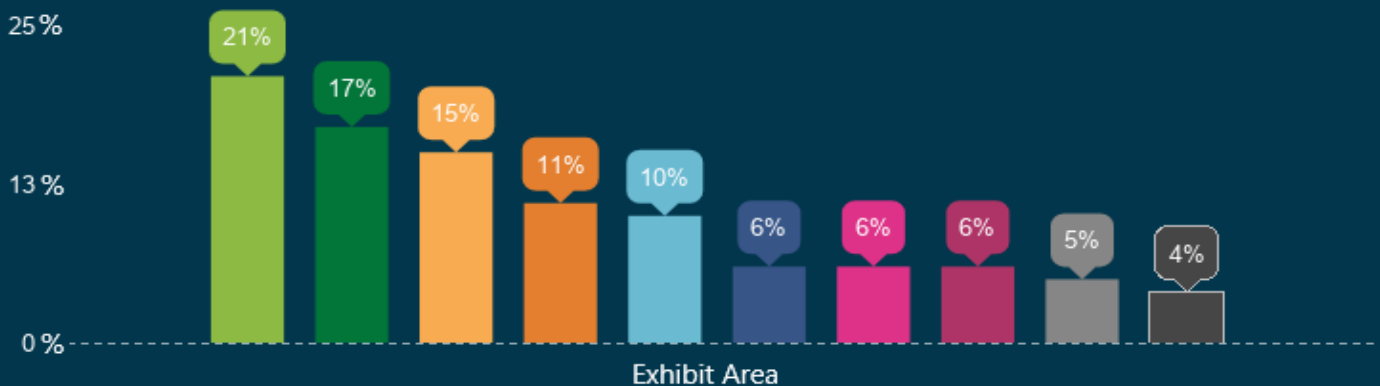
"What game are we missing?"

Visitors were encouraged to write games missing from the gallery on a white board. These four titles appeared at least twice over the course of the weekend.



"What was your favorite exhibit area?"

■ Retro Room
 ■ Digital Frontier
 ■ Brain Games
 ■ Arcade Row
 ■ Head 2 Head
 ■ Game Stage
 ■ Game Lab
■ Get in the Game
 ■ Race in the Grid & 01100111
 ■ Main Menu



The three most popular areas for opening weekend were Retro Room, Digital Frontier, and Brain Games. Visitors voted as a Kid, Teen, or Adult with colored stickers.

Kid - Top 3 Areas

- 1) Digital Frontier
- 2) Retro Room
- 3) Brain Games

Teen - Top 3 Areas

- 1) Brain Games
- 2) Retro Room
- 3) Digital Frontier

Adult - Top 3 Areas

- 1) Retro Room
- 2) Brain Games
- 3) Arcade Row and Digital Frontier