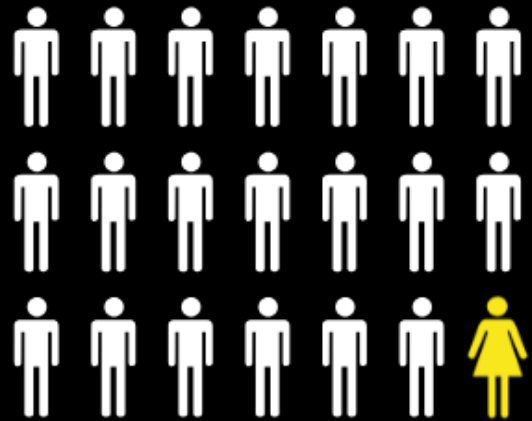




# Gaming Data Snapshot I ...

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

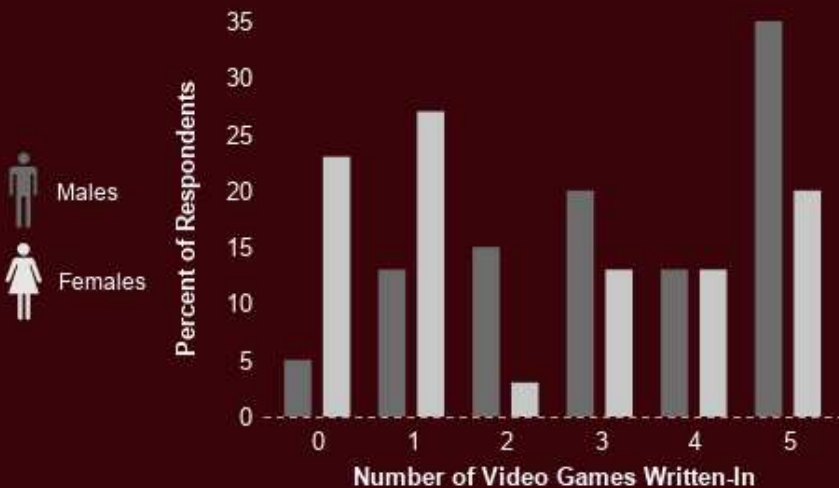


**59%**  
of written-in  
games were  
video games

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.**

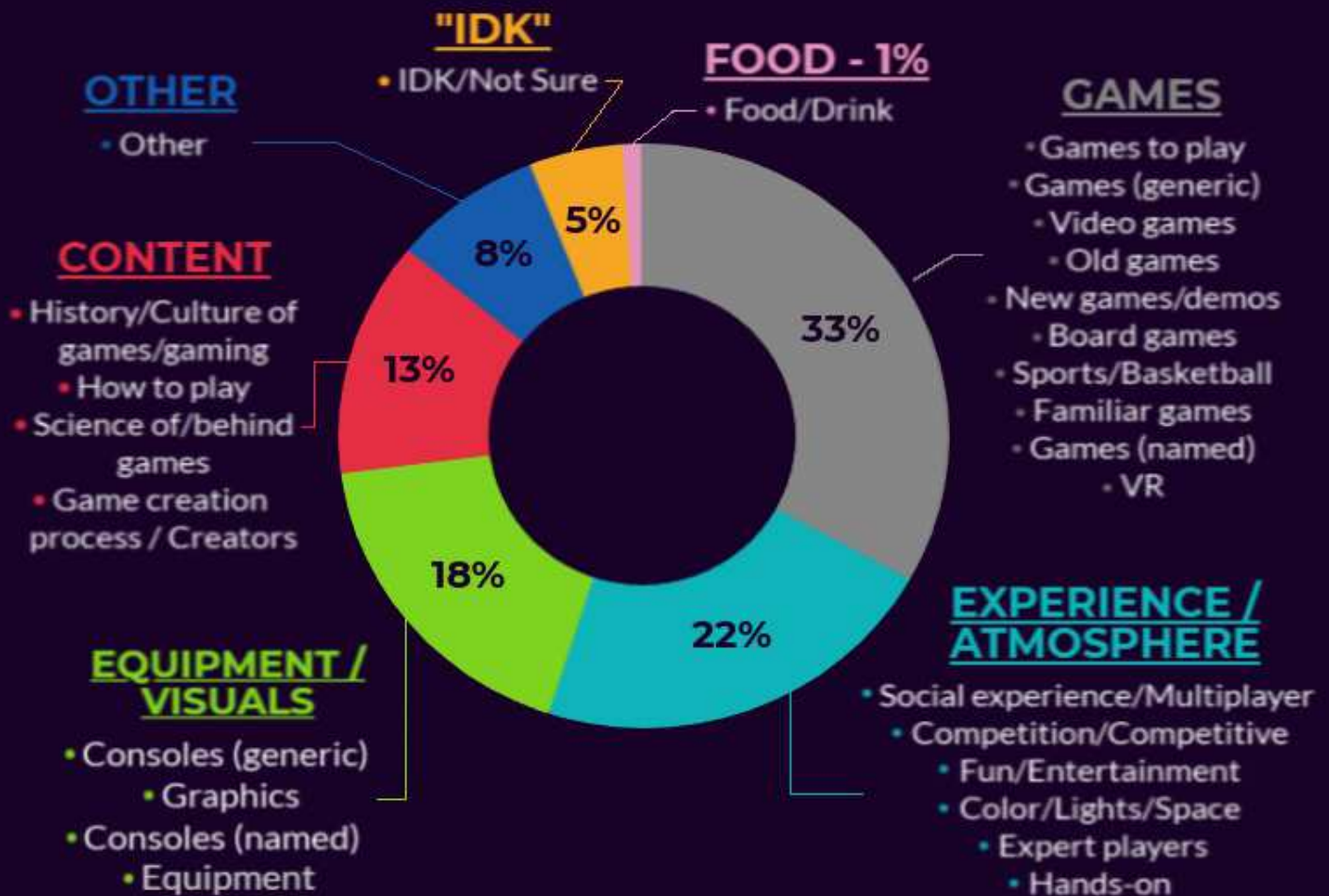


# Gaming Data Snapshot V

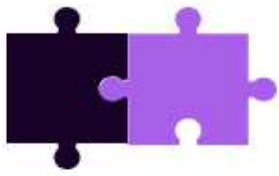


What would you expect to see in an exhibition about games and gaming?

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.

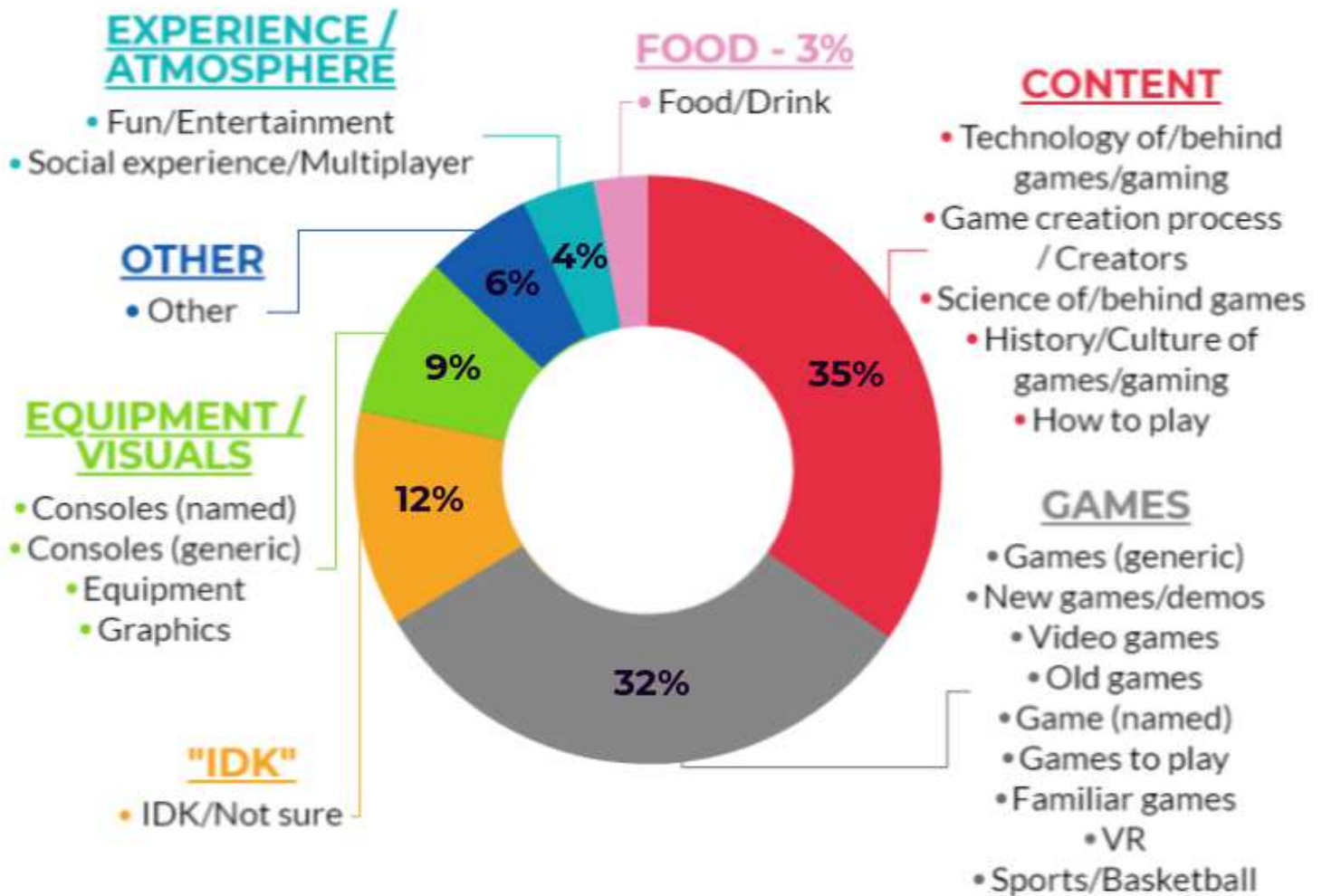


# Gaming Data Snapshot V.v



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

Organized by category and code.

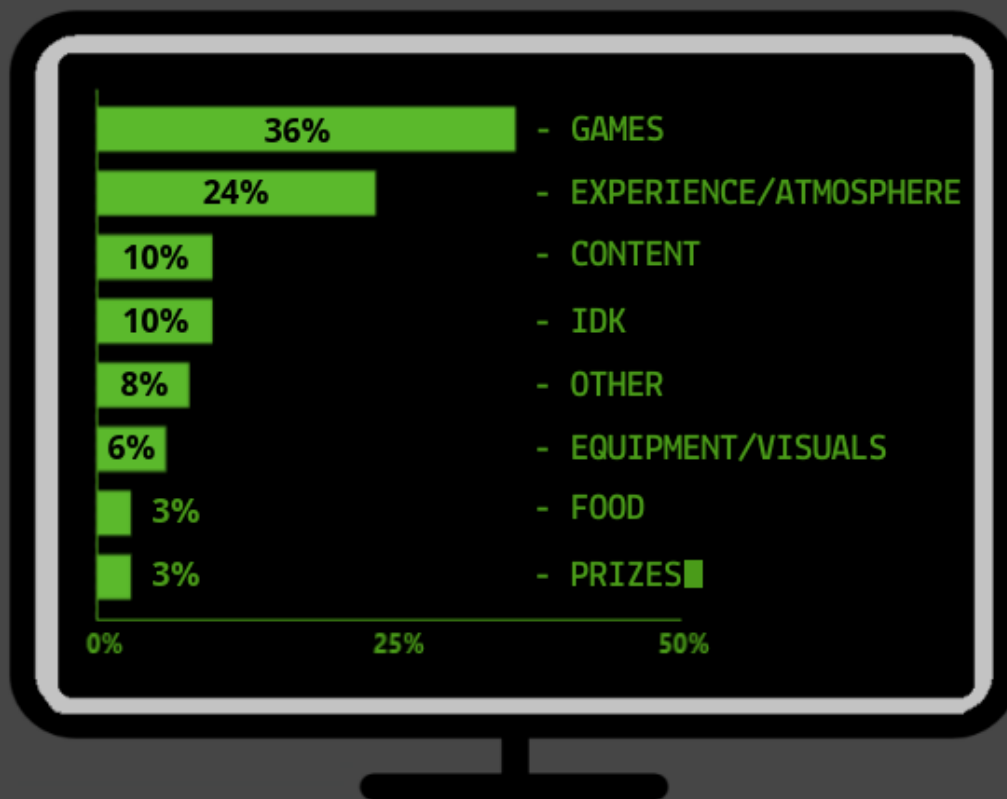


There are **differences** in what the Teens **expect to see** (Snapshot V) and what they **think should be** in the exhibit (Snapshot V.v).

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.



GAME EXPLORATION

# 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.

**FORTNITE**

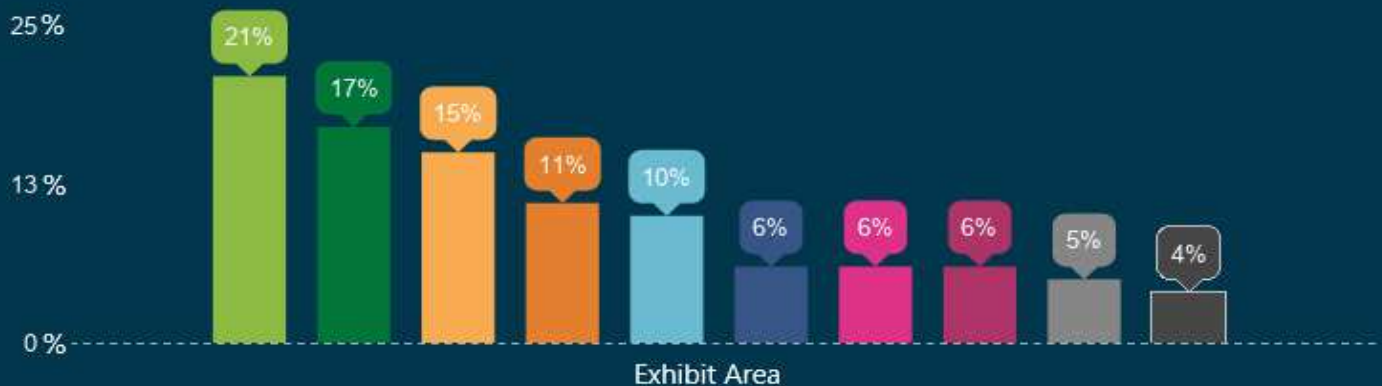
**POKÉMON**

**MINECRAFT**

**grand theft auto**

## "What was your favorite exhibit area?"

Legend: Retro Room (light green), Digital Frontier (dark green), Brain Games (orange), Arcade Row (dark orange), Head 2 Head (light blue), Game Stage (dark blue), Game Lab (pink), Get in the Game (red), Race in the Grid & 01100111 (grey), Main Menu (brown)



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