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.
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%
- Social = 6%
- Enjoyment = 5%

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

- Everyone = 19%
- Everyone 10+ = 25%
- Teen = 21%
- Mature 17+ = 36%

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

Full Sample = 70
April 2018
Kelley Staab - R&E
Gaming Data Snapshot V

What would you expect to see in an exhibition about games and gaming?
Organized by category and code.

- **Content**
  - History/Culture of games/gaming
  - How to play
  - Science of/behind games
  - Game creation process / Creators

- **IDK**
  - IDK/Not Sure

- **Food**
  - Food/Drink

- **Games**
  - Games to play
  - Games (generic)
  - Video games
  - Old games
  - New games/demos
  - Board games
  - Sports/Basketball
  - Familiar games
  - Games (named)
  - VR

- **Equipment / Visuals**
  - Consoles (generic)
  - Graphics
  - Consoles (named)
  - Equipment

- **Experience / Atmosphere**
  - Social experience/Multiplayer
  - Competition/Competitive
  - Fun/Entertainment
  - Color/Lights/Space
  - Expert players
  - Hands-on

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.

Comments were coded into multiple categories where relevant. For the full list of comments by category/code see the supplement.

Full Sample = 70
May 2018
Kelley Staab - R&E
What is one thing that you think absolutely needs to be included in an exhibition about games and gaming? Organized by category and code.

**Experience / Atmosphere**
- Fun/Entertainment
- Social experience/Multiplayer

**Equipment / Visuals**
- Consoles (named)
- Consoles (generic)
- Equipment
- Graphics

"IDK"
- IDK/Not sure

**Food**
- Food/Drink

**Content**
- Technology of/behind games/gaming
- Game creation process / Creators
- Science of/behind games
- History/Culture of games/gaming
  - How to play

**Games**
- Games (generic)
- New games/demos
- Video games
- Old games
- Game (named)
- Games to play
- Familiar games
  - VR
  - Sports/Basketball

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

Comments were coded into multiple categories where relevant. For the full list of comments by category/code see the supplement.
Gaming Data Snapshot VI

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

- Games: 36%
- Experience/Atmosphere: 24%
- Content: 10%
- IDK: 10%
- Other: 8%
- Equipment/Visuals: 6%
- Food: 3%
- Prizes: 3%

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

"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?"

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

Data collected 10/12-10/14/2018. Full sample of stickers = 565.