



**Digital Square
survey responses for
2020 and 2022
– a comparison**

Report prepared for D-Lux Arts

By Betty Stephenson

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Digital Square survey responses for 2020 and 2022 – a comparison

Introduction

During D-Lux *Play Together* (2022), a small group of data collectors engaged with visitors to the festival in Dumfries town centre from Thursday 10th to Saturday 12th February 2022. Their aim was to encourage visitors to complete a survey that had been designed for, and used at D-Lux ARCADE in 2020.

In previous years, the D-Lux festival has coincided with the town's annual Big Burns Supper festival. This year, D-Lux *Play Together* was held two weeks later, in the second week of February 2022.

The survey was designed to fulfil dual aims: to gather demographic data and information on the relative value of gaming in relation to people's mental health and wellbeing; and to contribute to *Digital Square*, a large-scale visualisation created by the anonymised, accumulating survey answers converted into a colourful, changing pattern of symbols. *Digital Square* was projected onto the front of the Stove building at 100 High Street, Dumfries during the course of both festivals.

The Survey

The survey could be completed by visitors aged 12+ on a tablet at the Stove Café, or by scanning a QR code and completing on their mobile phones. As far as possible, visitors were encouraged to complete the survey in situ. Respondents could skip questions as preferred, and some questions allowed for more than one answer from a range of options; the multiple selection questions are indicated below where applicable. The following charts show comparisons between ARCADE (2020) and *Play Together* (2022) by percentage.

Due to a technical difficulty with the Typeform server on the first evening (Thursday 10th Feb 2022), surveys completed that evening were not logged (resulting in a loss of approximately 8 surveys). Further to this, on-site technical issues delayed the opening of some of the festival events on the Thursday evening. By the end of the festival, a total of 94 surveys had been collected. This amounts to a 27% drop in the number of completed surveys compared with D-Lux ARCADE (2020).

The questions from the survey are detailed as follows, with the number of respondents for each question. The following graphs show a percentage comparison of responses per question between 2020 and 2022, with commentary where relevant.

1 How did you hear about D-Lux?

| 2020 Arcade | 2022 Play Together |
|-------------------|--------------------|
| 114/129 responses | 92/94 responses |

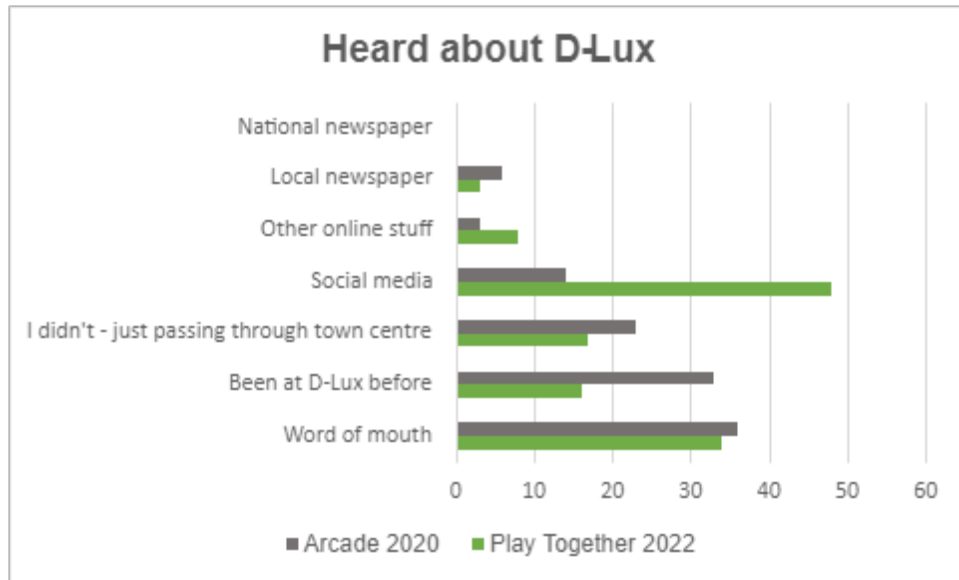


Fig.1 How respondents heard about D-Lux (by percentage)

Respondents could select more than once response for this question.

The graph clearly shows that in 2022, social media has overtaken word-of-mouth as the primary means of hearing about D-Lux with the categories of 'social media' and other online stuff' amounting to 56% of responses. Increased reliance on online media during the pandemic, and the fact that some covid restrictions were still in place in the run-up to, and during D-Lux (Play Together) are likely contributing factors in this significant increase.

It is also worth noting that in 2022, the number of respondents who reported having been at D-Lux before has dropped by half.

2 Attendance - in-person, or online?

| 2020 D-Lux Arcade | 2022 Play Together |
|-------------------|--------------------|
| 113/129 responses | 93/94 responses |

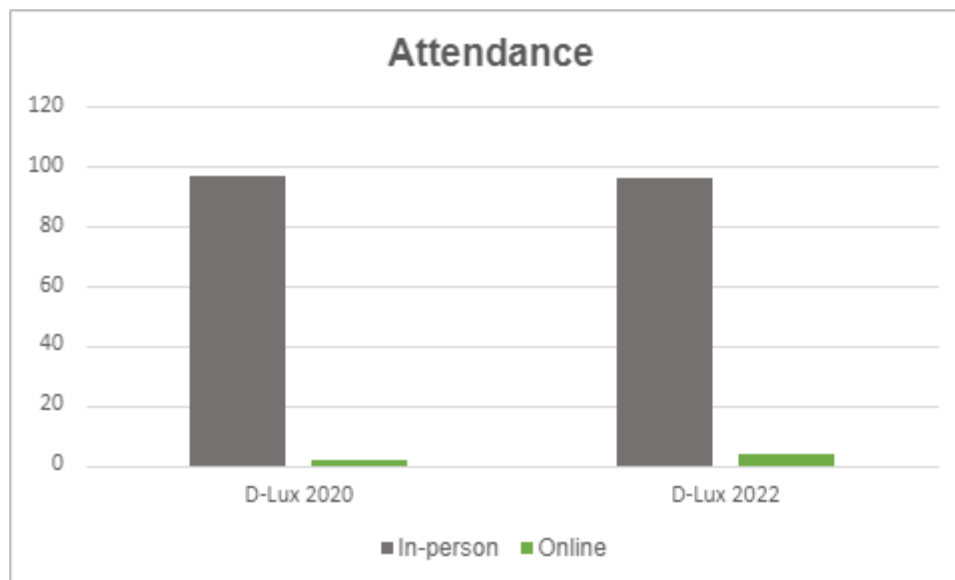


Fig. 2 Attendance (by percentage)

The majority of respondents continue to attend in-person. Online attendance – although minimal - has doubled in 2022. there is no information on approximate overall attendance numbers for either year.

3 Do you live in the UK?

4 How far have you travelled to get here?

| | 2020 D-Lux Arcade | 2022 Play Together |
|---|-------------------------------|------------------------------|
| Do you live in the UK? | 3/129 responses (100% yes) | 4/94 responses (100% yes) |
| How far have you travelled to get here? | 108/129 responses | 84/94 responses |

Of all the questions in the survey, this one - which asked whether respondents lived in the UK - elicited the lowest response rate. A range of more specific regional options such as Dumfries & Galloway, Scotland, or England etc may have invited more responses.

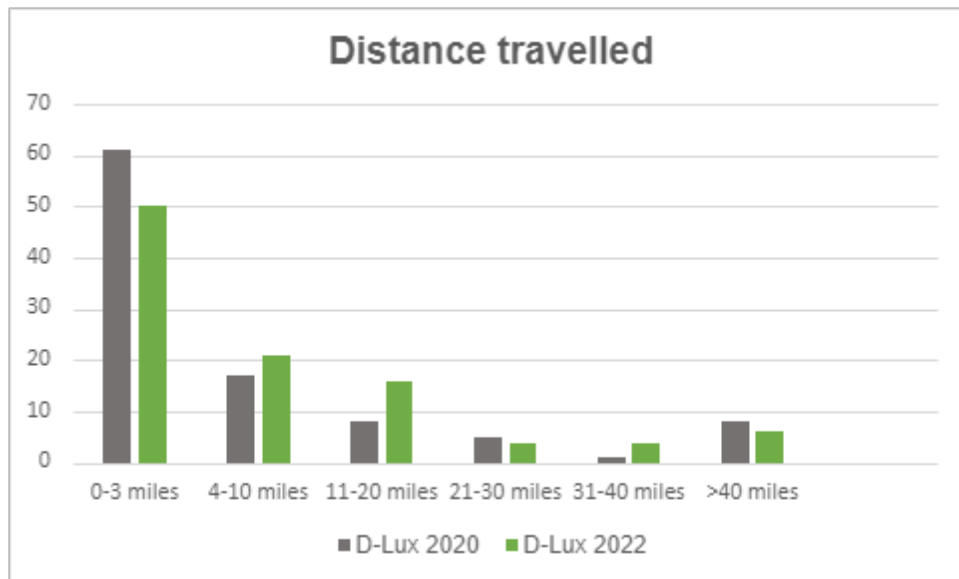


Fig. 3 Distance respondents travelled to get to D-Lux (by percentage)

There is an 11 percentage-point drop from 2020, where >60% of respondents had travelled from within Dumfries. In 2022, there has been an increase in three of the further afield categories: in particular, the 11-20 miles distance category has doubled.

No data was collected on where respondents had travelled from. However, towns within these ranges are listed below to demonstrate the geographic reach of the festival.

| Distance (miles) | Towns and villages within ranges |
|------------------|---|
| 0-3 | Dumfries, Maxwelltown, Locharbriggs |
| 4-10 | Auldgirth, Crocketford, Torthorwald |
| 11-20 | Annan, Castle Douglas, Dalbeattie, Lochmaben, Thornhill |
| 21-30 | Gretna, Lockerbie, Moffat, Sanquhar |
| 31-40 | Carlisle, Langholm |
| > 40 | Newton Stewart, Stranraer |

Fig 4. Distances to Dumfries and outlying towns and villages

5 Visitor approval ratings

| 2020 D-Lux Arcade | 2022 Play Together |
|-------------------|--------------------|
| 108/129 responses | 89/94 responses |

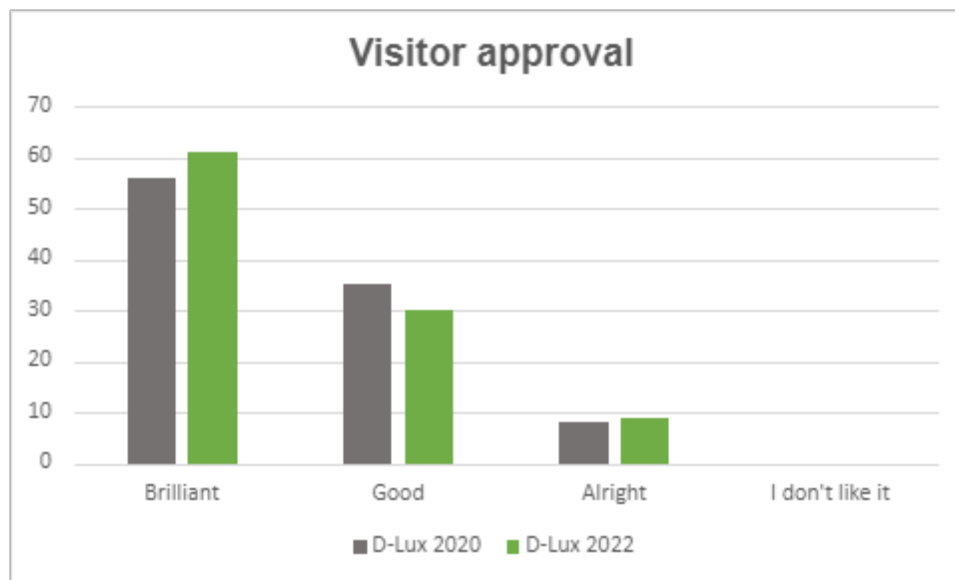


Fig 5 Visitor approval (by percentage)

There was a high response rate to this question in both years. The overall positive rating is 91% for each year, with a slight difference in distribution: compared to 2020, the category of 'Brilliant' has increased by 5 percentage points in 2022, with a decrease of 5 in the 'Good' option.

Again, no respondents chose the 'I don't like it' rating.

6 - 8 Gaming habits and social interaction

| Question | 2020 D-Lux Arcade | 2022 Play Together |
|---|-------------------|--------------------|
| How often do you play video games? | 113/129 responses | 93/94 responses |
| Do you play online games? | 97/129 responses | 85/94 responses |
| How important is the social side of online gaming to you? | 73/129 responses | 57/94 responses |

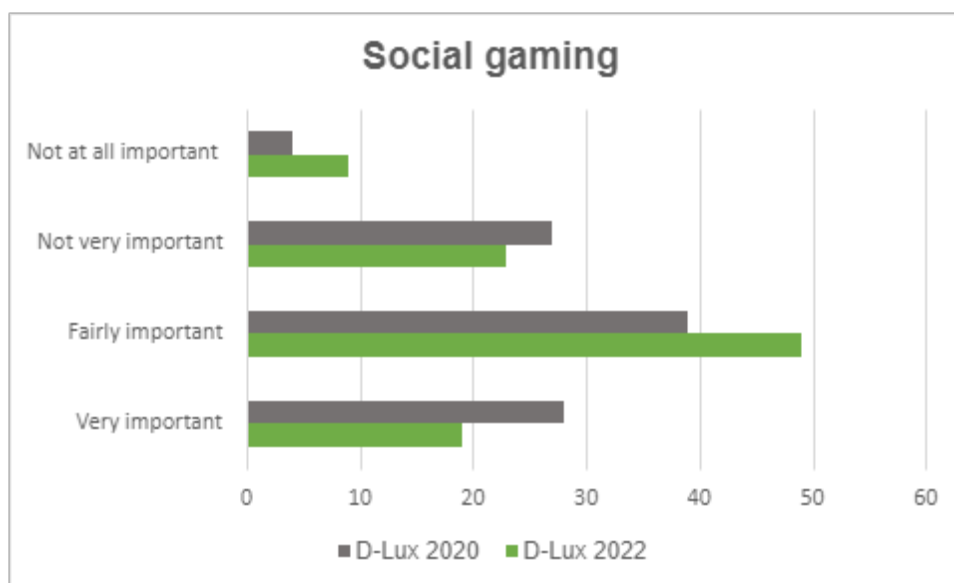


Fig 6 How important is the social side of online gaming to you? (By percentage)

Following two general questions on video and online gaming, there was a noticeable drop in the response rate to this question. Since the 2020 survey, a greater percentage of respondents have indicated that the social aspects of online gaming are 'Fairly important'.

Aggregated scores for 'Very important/Fairly important': 67% and 68%, and for 'Not at all/Not very important' 31% and 32% for 2020 and 2022 respectively.

The variation in age distribution of respondents from 2020 and 2022 may be relevant to the responses to the question above (see Fig 12 for age distribution).

9 How many years have you been playing video games?

| 2020 D-Lux Arcade | 2022 Play Together |
|-------------------|--------------------|
| 98/129 responses | 85/94 responses |

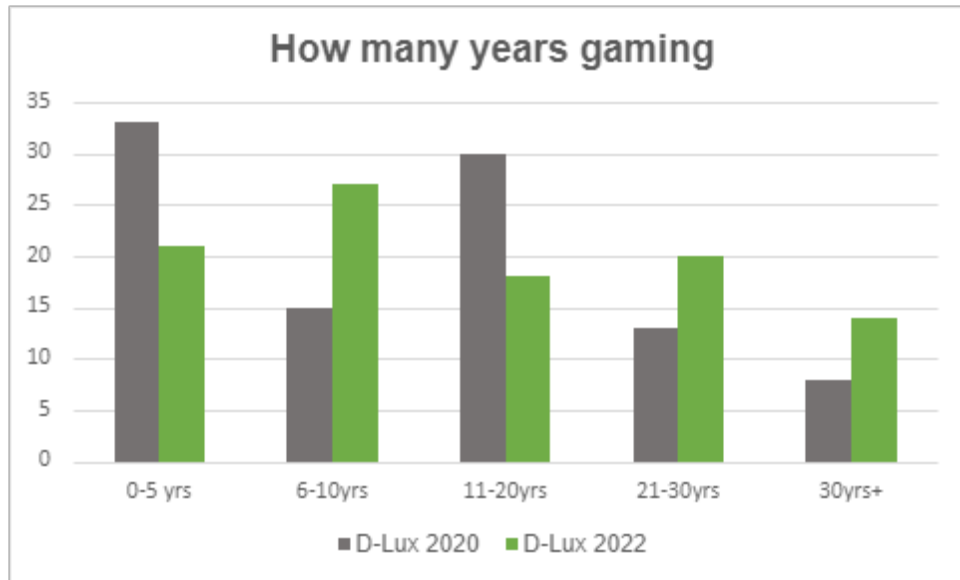


Fig 7 How many years have you been gaming? (By percentage)

10 Why do you game?

| 2020 D-Lux Arcade | 2022 Play Together |
|-------------------|--------------------|
| 98/129 responses | 85/94 responses |

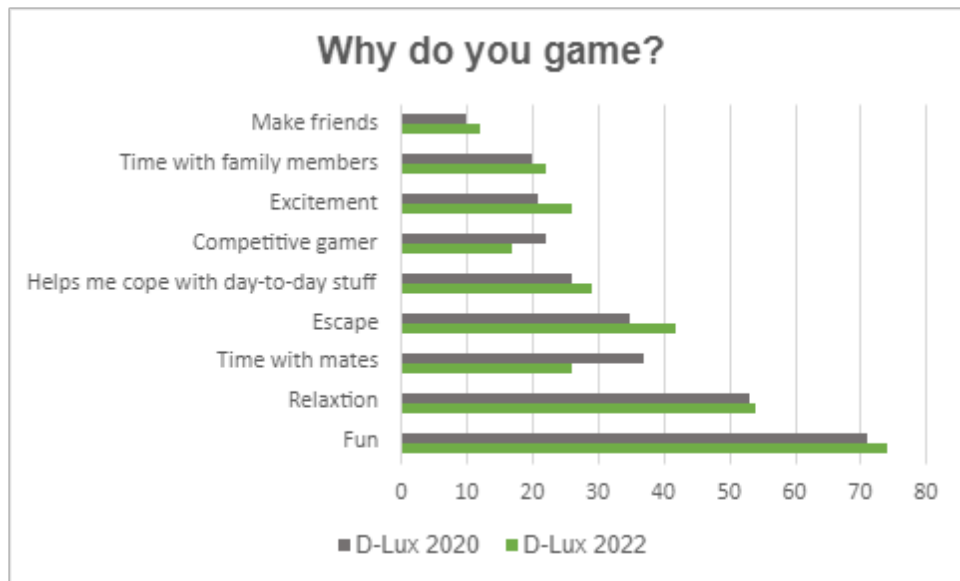


Fig 8 Why do you game? (By percentage)

Fun and relaxation remain the principal motivations to play video games according to the respondents in both survey years. Since 2020, the percentage of respondents who indicated 'Escape' as an option has slightly increased.

This question allowed for multiple responses from a range of 9 options.

11 Do you think video gaming has a mostly positive or negative effect on your mental health and wellbeing?

| 2020 D-Lux Arcade | 2022 Play Together |
|--------------------------|---------------------------|
| 97/129 responses | 85/94 responses |

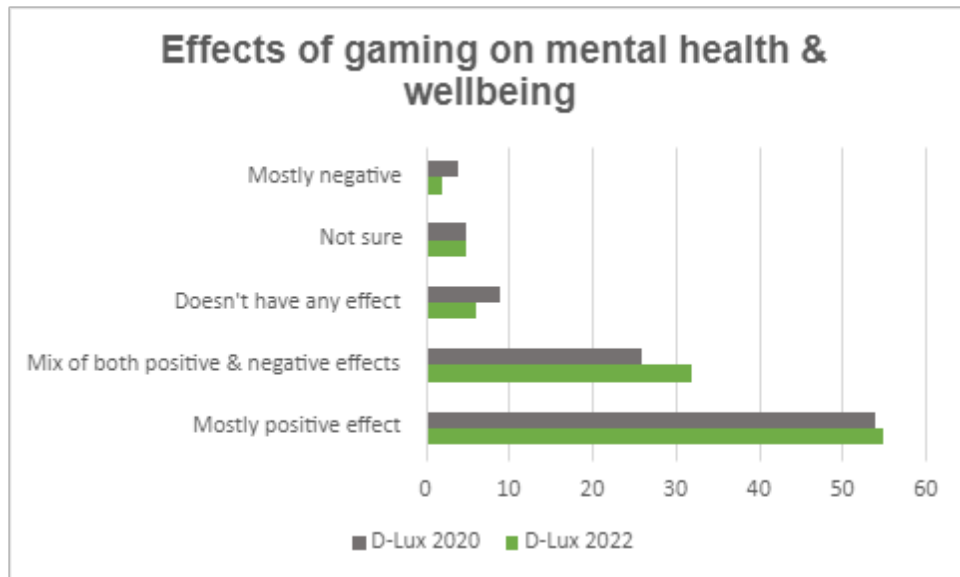


Fig 9 Gaming and wellbeing

A majority of respondents continue to indicate that gaming has a mostly positive effect on their mental health and wellbeing, with a nominal increase since 2020.

A comparison of the 2020 and 2022 surveys shows a 23% increase in responses that indicate feeling a mix of positive and negative effects on mental health and wellbeing in 2022.

12 Have you ever struggled with feelings of isolation, low mood or worries?

| 2020 D-Lux Arcade | 2022 Play Together |
|-------------------|--------------------|
| 98/129 responses | 86/94 responses |

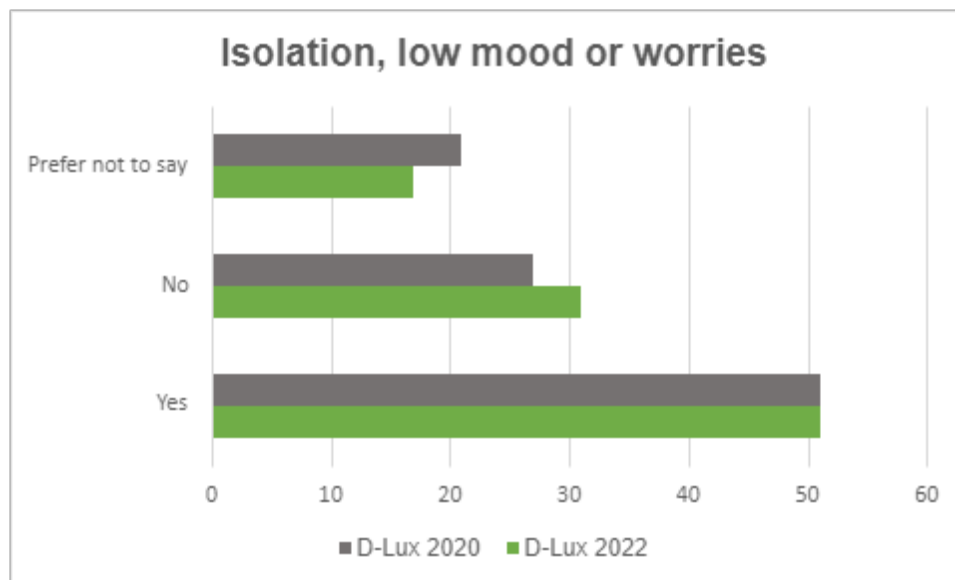


Fig 10 Isolation, low mood or worries

The percentage of respondents indicating 'Yes' is unchanged. However, there's a slight increase in those who reported 'No'. This is interesting in view of wider events in the intervening time between festivals, such as the effects of the pandemic and recent cost of living increases.

13 Have you ever used video games to help you get through tough times?

| 2020 D-Lux Arcade | 2022 Play Together |
|-------------------|--------------------|
| 49/129 responses | 44/94 responses |

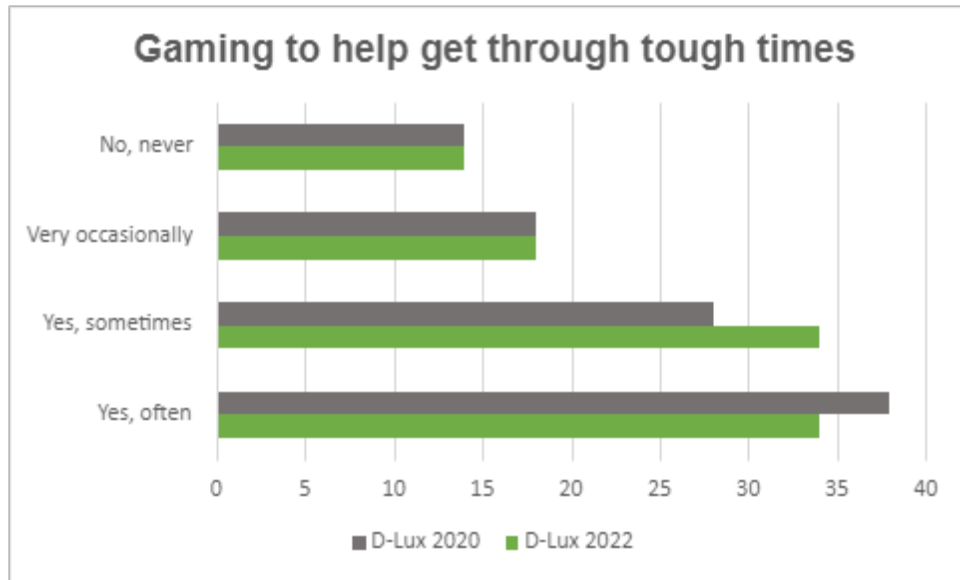


Fig 11 Using gaming to get through tough times

Aggregated ratings for 'Yes, often/Yes sometimes' are: 66% (2020), and 68% (2022). This question elicited significantly fewer responses than the immediately preceding and subsequent questions.

14 How old are you?

| 2020 D-Lux Arcade | 2022 Play Together |
|-------------------|--------------------|
| 114/129 responses | 88/94 responses |

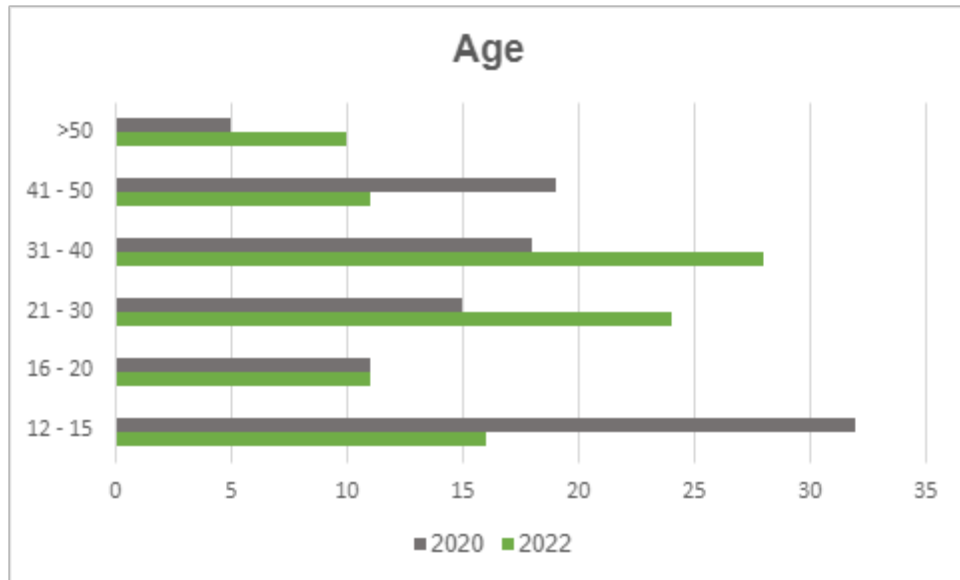


Fig 12 What is your age?

Figure 11 shows a decrease by half in the percentage of respondents in the '12-15' age category in 2020, yet significant increases in the '21-30' and '31-40' age groups. This increase is consistent with reports from data collectors who encountered families (parents and grandparents) with younger children (under 12s) in attendance.

It was also noted that young people who appeared to fit the '16-20' age category were less inclined to complete the survey in both years.

15 What is your gender?

| 2020 D-Lux Arcade | 2022 Play Together |
|-------------------|--------------------|
| 114/129 responses | 93/94 responses |

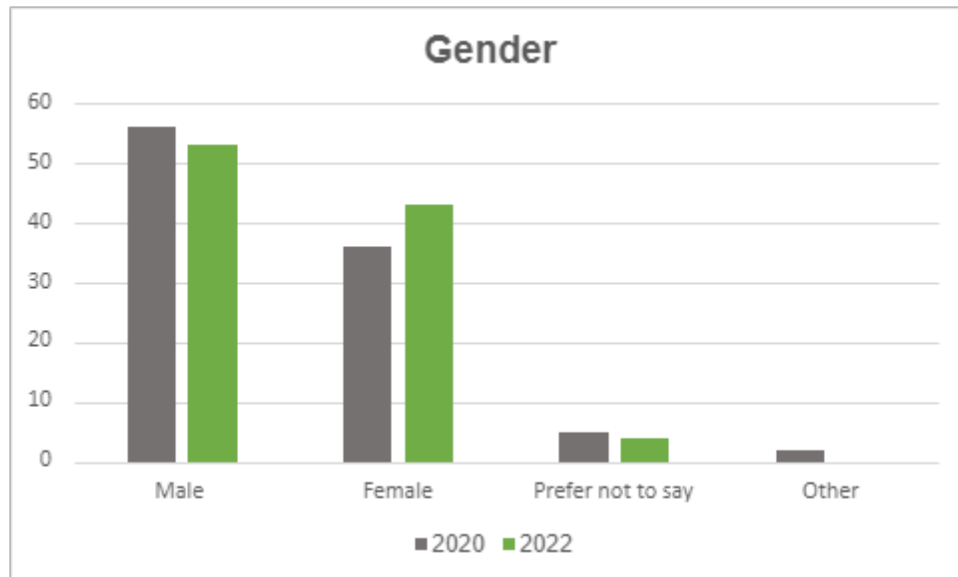


Fig 13 What is your gender?

Although data collectors aimed to encourage a broad range of visitors (aged 12+) to complete the survey, they reported that a significant number were completed by parents who had brought their children to D-Lux Play Together. This may account for the slight proportional increase in responses from female visitors in 2022 (up by 19%).

Also, it is noteworthy that no respondents indicated 'Other Gender' in 2022, despite the increased visibility of alternative gender identifications in social media and popular discourse since 2020. In the 2020 survey, 2% respondents indicated non-binary and gender neutral (within the category of 'Other Gender').

Summary

In 2020, one of the purposes of *Digital Square* was to explore two key questions: *why do we game?* and *does it help or hinder?*

Drawing on two years' worth of collected responses, the data suggest that respondents game principally for fun and relaxation. Furthermore, the majority who answered consider gaming to have a mostly positive effect on their mental health and wellbeing, and they rated their experiences of the two festivals favourably.

Summary from the survey comparison:

- Significant increase in awareness of the 2022 festival via social media (by 243%) compared to D-Lux ARCADE 2020
- The 2022 survey results show a drop in the number of respondents who reported having been to D-Lux before
- 91% of respondents across both years rated their experience as 'Brilliant' or 'Good'
- Fun and relaxation remain the reported principal motivations for respondents' use of gaming
- In 2022, 55% of respondents reported positive effects of gaming on their mental health and wellbeing
- During D-Lux *Play Together* (2022), there was a 50% drop in responses from the 12-15 age category, with significant increases in the 21-30 and 31-40 age categories compared with D-Lux ARCADE (2020)

Survey design: Annie Wild

Programmer: Dr Colin Combe

Report: Betty Stephenson

