

Question 2)

How many gamers are in the San Francisco Bay Area? Describe each step in your thought process.

Step 1. If we take the Google July 2011 San Francisco population (812,826) and extrapolate over the next two years (roughly a 7,000 population increase [when population increased] and roughly a 10,000 population decrease [when population decreased], every year since 2007), I come up with an estimate of roughly 826,000 people.

Step 2. The ages of the most gamers are between 10 and 24 years old. The Google July 2011 population for this age range is 116,400. So if we assume that roughly 75% of people in this age range play games, both hardcore and casually, we come up with 87,300 gamers in the 10 - 24 age range.

Step 3. Out of the rest of the estimated San Francisco population of 2013 (roughly 709,600), I assume roughly 15% of the population plays games (this will include 0-9 year olds but the ones that are too young for games will probably make up for the fact that San Francisco is home to several game related companies including Lucas Arts, Ubisoft, and of course IGN and that slightly throws off the numbers above 24 years old), then we get 106,440 population.

Step 4. So taking the results from step 2 (87,300) and step 3 (106,440), my strongly fact based educated guess of gamers in the San Francisco Bay Area is:

193,740