

# Multicultural Young Adults and Gaming - US - 2021

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## This report looks at the following areas:

- Gaming demographics globally and in the US, as well as how COVID has impacted the market
- A high-level overview of multicultural representation in gaming and strategies to improve it
- Multicultural young adults' preferences in gaming habits and perception of their experiences online

Young adults aged 18–34 across ethnicities are highly engaged with gaming. About nine in 10 play video games, and they have a greater likelihood of using mobile devices for impromptu gaming. More than half feel that gaming is an important part of their lives, especially Hispanic young adult gamers, at 61% who agree.

Young adult gamers are largely following popular genre trends. However, 47% of young Black gamers select racing games as one of their favorite genres to play, which is well above the 21% average for all young gamers. In 2019, racing games were ranked 7th overall among all adult gamers, and its recent popularity among young Black gamers is notable shift that could be a result of NASCAR's attempts to popularize the sport with the Black community through Michael Jordan's 23XI Racing team. This highlights how effective representation in gaming can be when authentically implemented.

While about seven in 10 young adult gamers agree that they feel comfortable playing online, a majority keep their hobby to themselves and mostly play solo. Perceptions of inclusivity, tolerance, and non-judgemental attitudes within the gaming industry are ranked particularly low which indicates that online toxicity might be normalized to a degree. Black young adult gamers are the most vocal about voicing their concern with negative stereotypes in gaming, while Asians express their feelings of lacking representation.



"There are clear differences among multicultural young adult gamers and their view the gaming industry, with some feeling more accepted and welcome than others. Overall, increasing representation within the industry and improving tolerance online from other players are the biggest needs."

– Brian Benway, Gaming and Entertainment Analyst

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Slightly more than half of young adult gamers feel that gaming companies are supportive of all backgrounds and cultures. And while the video game industry has struggled greatly with representation in the past, many young adults also agree that the situation is improving. This can be hastened by gaming companies adhering to the pledges and commitments they've made, though diversity hiring practices are only the beginning. Implementing more diverse custom character options, including improved lighting for dark skin tones and authentic hairstyles, will go a long way toward expanding representation. Cleaning up online multiplayer may seem like a daunting task, but several companies have already implemented ways to mitigate, if not avoid, most toxic pitfalls.



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