

Diversity in Gaming - US - 2022

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This report looks at the following areas:

- US consumer video game spending trend
- Gaming companies' approaches to diversity and strategies for communicating support
- How rising inflation impacts consumers and what it means for gaming
- Player inclusivity and representation that gamers look for in the games they play
- Diversity's impact on likelihood of purchasing games and gaming brand sentiment
- Attitudes toward diversity and inclusivity in gaming and the gaming community

Overall, gamers want to see more diversity in the games they play and in the marketing surrounding games. While younger gamers (under 18) may treat gaming as more explicitly a source of entertainment, 81% of 25-44 year old gamers want gaming to be more of a positive force for representation and diversity.

Most gamers want to see themselves – or how they would like to see themselves – as the hero of the games they play. 41% indicate that character customization features increase their likeliness to buy a game. Gamers also appreciate diverse representation in games that helps them to learn about and experience different cultures.

For gaming to continue to build as an entertainment medium, a high level of player investment is critical. Gamers who don't care about their experiences are naturally less motivated to continue engaging with the hobby. Toxicity in multiplayer is a barrier to gaming enjoyment that keeps many at arm's length, and wary of purchasing games that may expose them to it. Gamers are looking to video game companies to take a firmer stand against problematic players to ensure that gaming is fun – for everyone.



“Overall, gamers feel that representation and diversity is a positive force. For brands, this also represents an opportunity to give players what they want and gain goodwill, as inclusivity only seems to increase players' likelihood to purchase games if done in a respectful and authentic manner.”

– **Brian Benway, Gaming and Entertainment Analyst**

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