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# Ready Players All:

## What Do Gamers Have to Say About Character Diversity?



**Today's video game audience is diverse, but the character composition of the most popular game titles does not reflect that reality. We were curious to learn: Are gamers concerned about this disparity?**

**In June 2024, the Geena Davis Institute worked with Nielsen through its Data for Good® initiative to assess player sentiment on this topic via Nielsen's weekly Video Game Tracking of U.S. and U.K. gamers. The data in this report were collected from June 10 to 15, 2024.**



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## Key findings:

### THE MAJORITY OF GAMERS WANT TO SEE MORE INCLUSIVE VIDEO GAME CHARACTER REPRESENTATION.

- ◆ Sixty-four percent of U.S. and U.K. respondents agree with the statement “I am more likely to play a video game if it has characters who are more diverse than the characters I usually see in video games.” Only 12% disagree. The rest neither agrees nor disagrees.
- ◆ Sixty-two percent of respondents agree with the statement “I am more likely to play a video game if the playable characters are diverse.” Only 9% disagree. The rest neither agrees nor disagrees.
- ◆ Sixty-three percent of respondents agree with the statement “I am more likely to play a video game if it includes women as playable characters.” Among men, it is 60%, and among women, it is 68%.
- ◆ Among gamers ages 18 to 24, 72% agree with the statement “I am more likely to play a video game if it includes women as playable characters.” Video games make up 19% of the monthly entertainment spending for this age group.<sup>1</sup>

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Other takeaways:

- ◆ Almost half of respondents (47%) agree with the statement “I am less likely to play a video game that uses gender stereotypes.” This finding suggests that many gamers are dissatisfied with common gender stereotypes in games. Bryter’s 2023 Women Gamers Report<sup>2</sup> found that 68% of respondents felt female characters were often oversexualized, and the Institute’s analysis of 684 15-minute segments from gameplay sessions with the top-20 Twitch streamers in October 2020 found that female characters were nearly 13 times more likely than male characters to be shown in revealing clothing (25% compared with 2%).

Gamers value exciting and engaging games, so a lens of diversity and inclusion needs to be an organic part of a game’s development—not a tacked-on component that sacrifices entertainment value or consumer appeal. With our free, research-driven digital resource, the GDI Playbook, the Geena Davis Institute offers guidance on how to address these findings by integrating awareness of stereotypes, bias, media effects, and self-reflection into the game development process. The resource aims to empower game creators to craft game narratives and characters that reflect cultural awareness and inclusivity. Check it out at [GDIPlaybook.org](https://GDIPlaybook.org).



## ENDNOTES

1. Christofferson A., Videbaek A., Egan A., Rowland T., & Madden, M. (2024). Gamer Survey: Young Players Reshape the Industry. Bain & Company.
2. Bryter. (2023). Women Gamers Report.

# About the Geena Davis Institute

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Since 2004, the Geena Davis Institute has worked to mitigate unconscious bias while creating equality, fostering inclusion and reducing negative stereotyping in entertainment and media. As one a global research-based organization, the Institute provides research, direct guidance and thought leadership aimed at increasing representation of marginalized groups within six identities: gender, race/ethnicity, LGBTQIA+, disability, age, and body type. Because of its unique history and position, the Institute can help achieve true onscreen equity in a way that few organizations can. Learn more at [geenadavisinstitute.org](https://geenadavisinstitute.org)

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