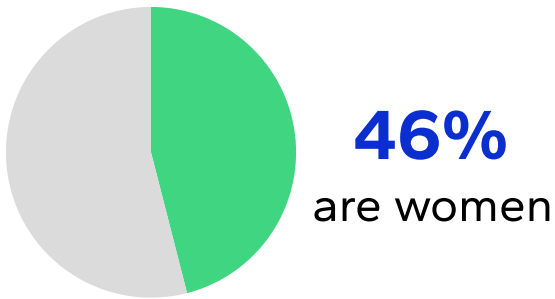# What is the current state of representation in games?

Players represent many backgrounds - - - **but game content doesn't reflect that yet**

Who are US and UK players?

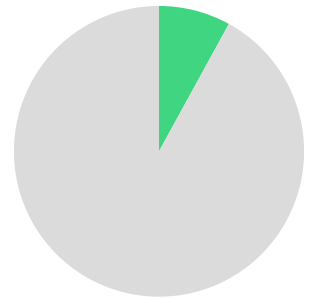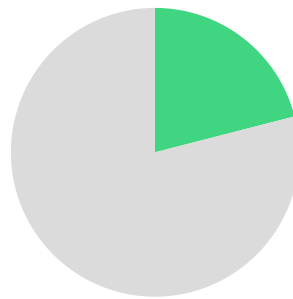## Who are the main characters in video games?

46% are women

20% are Latinx

15% are Black

5% are Asian American

21% are women

8% are women of color

17% are LGBTQ

<2% of games on major consoles and PC include LGBTQ characters

31% have a disability

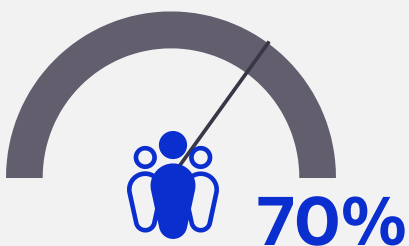**1%** of characters shown in top 10 trailers had a disability

And in game dialogue, a recent study found....

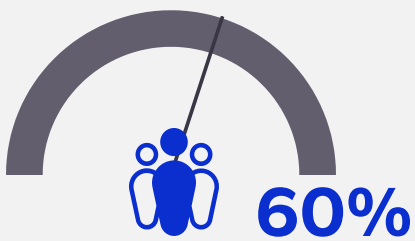male characters speak **twice** as much as female characters

What do your players want?

Your players want inclusive content and spaces!

70% of PC & console players say that it's very or extremely important that games feature diverse characters and stories.

60% of players decided to not spend money in a game because of how other players treated them in that community.

It's estimated that video game companies working toward more inclusive representation...

Can generate **$500M+** incremental monthly revenue. Yield an incremental monthly spend of **$4.50/player**. **Double** their average spending with women.

Sources:
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