58% of gamers have donated to charity by buying videogames in the past 12 months through initiatives like HumbleBundle.

59% did not think they had played games featuring a social/charity narrative

71% believe developers could do more to support those affected by a game’s theme

58% of the gaming press think developers can do more to support social/charity issues

59% would be more likely to pay to remove ads if some went to charity

55% would make in-game purchases if the charity was linked to the game

55% would upgrade in-game if some of the cost went to charity

58% of the industry welcome more socially diverse lead characters

76% welcome more disability in lead characters

58% think developers should promote diversity

60% of the industry welcome more socially diverse lead characters

17% have donated while playing

58% are interested in donating while playing

34% think videogames raise awareness of social/charity issues

87% think developers are ideally placed to raise awareness of social/charity issues

67% would join other gamers to raise funds for charity

52% welcome more socially diverse lead characters

63% would use funds from online wallets to donate

59% would be more likely to pay to remove ads if some went to charity

This survey was developed with support from Gamestatix and conducted globally online. Of the 193 sample, 100 currently worked in the videogames industry. This survey was advertised on websites owned by the ‘Gamer Network’ group, which attracts a large audience of gamers worldwide.

GAMING AND CHARITY

Videogames are BIG business. The global games market is set to reach over £100bn next year, and an estimated 1.5bn people play worldwide. Is there an opportunity for charities to gain more from the gaming world? Our new research sheds some light...