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

63% would use funds from from online wallets to donate

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

64% of the gaming press think developers can do more to support social/ charity issues

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

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

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

52% welcome more socially diverse lead characters

17% have donated while playing

58% are interested in donating while playing

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

67% would join other gamers to raise funds for charity

76% welcome more disability in lead characters

58% think developers should promote diversity

60% of the industry welcome more socially diverse lead characters

34% think videogames raise awareness of social/charity issues

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

GAMESTATIX

GAMER NETWORK

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...

Registered charity number 268369

CAF Charities Aid Foundation