

2025 UK Games Industry Workforce Demographics Survey FAQs

About the survey

What is the UK Games Workforce Demographics Survey?

The UK Games Workforce Demographics Survey is a survey of people working in the UK games and interactive entertainment industry, led by Professor Mark Taylor. Now in its third edition, it gathers data on who works in games, their working patterns, career experiences, and attitudes towards the industry.

Who conducted the survey, and what is Ukie's role?

The survey was designed, conducted and authored by Professor Mark Taylor, and was commissioned by Ukie. Ukie's role is to respond to the findings and coordinate industry action on the issues they raise. Luke Hebblethwaite assisted with the collation of comparison data from a wide range of sources and was not involved in data analysis.

How was the survey conducted?

The survey questionnaire was live from the middle of November 2025 until the end of January 2026. Participants were recruited via two main channels. First, the survey was widely publicised, with people working in the games industry being encouraged to complete the survey. This publicity included channels such as Ukie's social media, social media from organisations working in and around the UK games industry, and the UK Games Industry Slack.

Second, a number of employers within the UK games industry circulated the survey around their staff. The questions that people answered were identical regardless of which route they took to arriving at it. Around 71% of participants came via an open link, and around 29% followed a link circulated by their employer. In 2021, these figures were 36% and 64% respectively.

Who could take part?

No formal restrictions were placed on participating in the survey, though the opening paragraph did state that "You have been asked to participate because you work in a developer, publisher, platform holder or similar business, or as a freelancer, in the games / interactive entertainment sector." All questions were optional. People outside of the industry who had formerly been employed in games were not excluded from participation, but the survey's distribution channels were not targeted at reaching them specifically. After the survey closed, an analysis of possible spurious or malicious responses was carried out, after which the total sample size was 1,610.

Why is it called a survey and not a census this year?

The name reflects the project's ambition and its continuity with previous editions, first published in 2020. However, it is not an exhaustive audit of everyone working in the UK games industry. It is best understood as a snapshot of the experiences of those who took part, at a moment when the industry itself is undergoing significant change.

Why is it called the 2025 survey when it was published in 2026?

The survey was fielded between November 2025 and January 2026, with the majority of responses collected in 2025. The edition is named for the data collection period rather than the publication date.

About the data

How many people responded?

The 2025 edition received 1,610 responses, collected between November 2025 and January 2026.

Why did fewer people respond this year than in 2021?

The 2025 edition received 1,610 responses, compared with 3,603 in 2021. Several factors are likely to have contributed: the industry has contracted following widespread redundancies and studio closures, and the survey was fielded during a period of considerable disruption.

Responses to large scale surveys in the UK have also declined in general. The response base remains one of the largest datasets on the UK games workforce available.

Is the data representative of the whole UK games industry?

The findings reflect the experiences of the 1,610 people who took part, and should be read as indicative rather than fully representative of the UK games workforce as a whole. As with any voluntary survey, the respondent base is self-selecting, and the report is explicit that findings describe respondents to this survey rather than the industry at large.

Was the data adjusted?

After survey data collection concluded, a period of data cleaning was undertaken. This included classification of open text responses, such as people's descriptions of what they did in their day-to-day roles. It also involved analysis of possible spurious or malicious responses, which may have represented examples of trolling. The eventual sample size on which the analysis in this report is based is 1,610. All questions in the survey were optional, as was the section on raising concerns and inappropriate behaviour, which 90% of respondents completed.

Responses included in the analysis cover those respondents who followed through the entire survey, eventually responding positively to "This is the end of the survey. To submit your responses, please press the forward button below." Anyone who exited the survey without pressing the final forward button has not been included in the analysis. Data were not weighted as there is no authoritative external sampling frame addressing the composition of the UK Games Industry.

Can the findings be compared with previous editions of the Census?

Direct comparisons should be made with caution. The balance of the sample between its two recruitment channels is significantly different to previous iterations, so shifts in the figures may reflect changes in who responded as much as changes in the industry itself. The findings are best read on their own terms. Where the report does reference earlier editions, this is clearly signposted.

How do the national comparison figures work?

The report makes extensive comparisons to other datasets in order to inform on the significance of particular figures, or changes in figures. In some cases, questions in the survey have been phrased identically to existing studies to allow direct comparisons, in others we are drawing on nearest equivalent data for context. In each case, this is made clear in the report with the source cited.

Where the report compares respondents with the wider UK workforce, these comparisons draw on publications from the Office for National Statistics, with the relevant sources cited in the full report.

Where can I access the full findings?

The full report, with data and commentary, is available at [link]. The underlying dataset will not be made available, consistent with the privacy notice and participant information sheet shared with respondents.

How is respondents' personal data handled?

No identifying information such as name, email address, or IP address was collected. Participation in the study was entirely voluntary and all questions were optional. The only people with access to respondents' data are researchers at the University of Sheffield. The University of Sheffield acts as the Data Controller for this study. This means that the University is responsible for looking after respondents' information and using it properly. Neither individual employers nor Ukie have any way to access the information submitted by individual respondents. The results of this survey are published in the form of high-level metrics and the analysis cannot be used to identify any one individual or organisation. This project was ethically approved via the University of Sheffield's Ethics Review Procedure, as administered by the Sheffield Methods Institute, part of the School of Education. Further information can be found in the University's Privacy Notice.

About what happens next

What is Ukie doing in response to the findings?

Ukie's Raise The Game programme has built a coalition of industry-leading strategic partners — Into Games, Many Cats Studio, Melanin Gamers, POC in Play, Safe in Our World, Special Effect, and Women in Games — and established a dedicated fund to back their work. These partners will work with Raise The Game to develop an action plan directly addressing the issues raised in this survey.

When will the action plan be published?

The action plan will be published in due course with the strategic partners and updated as the work develops.

What can companies and individuals do now?

Raise The Game has published an industry best-practice document with links to further resources, available at [link].

For further details, please contact:

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