

August 2022

# Unlocking the Metaverse

An analysis into UK & US attitudes about the buzzy new technology.

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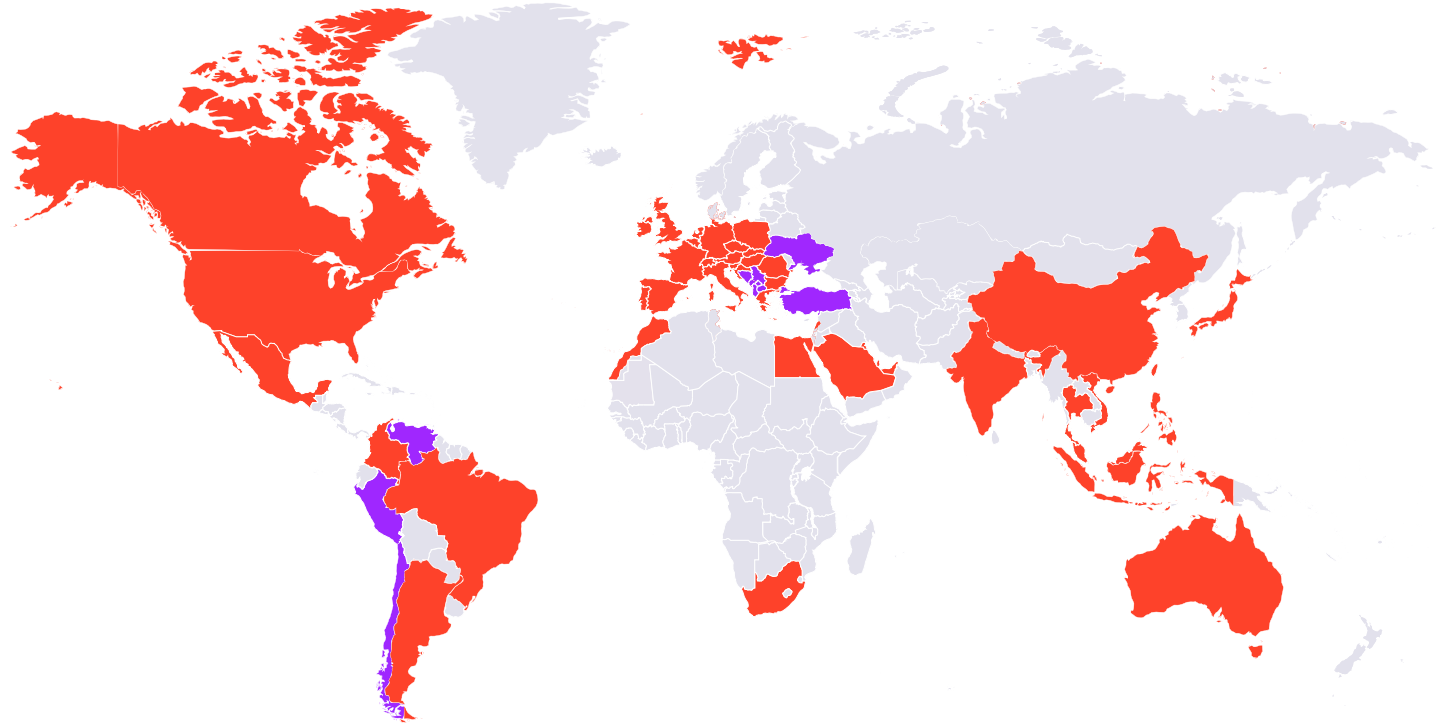
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# The data behind the report

This research pulled from nationally-representative online populations in the US and UK in March 2022.

The report was further enriched with **YouGov Profiles**. Powered by our industry leading proprietary global panel, YouGov Profiles benefits from continuous data collection across 20 million data variables.

**Get in touch** for more specific or differently targeted segmentations and surveys.

US n=2,184; UK n=1,901

**YouGov<sup>®</sup> Profiles**



**YouGov<sup>®</sup> RealTime**

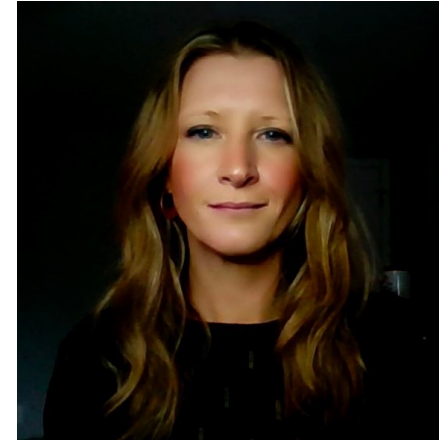
# Introduction

In a world of ever-advancing technology, few innovations today are considered true global disruptors. Enter: the Metaverse. On the cusp of dramatically altering digital communications and experiences as we know them, the Metaverse is poised to evolve our digitally driven modern lives from video, photo, and text-based interactions to highly immersive and connected virtual experiences.

Should consumers be excited about this? Nervous? Cautiously optimistic? At this stage, the very early days of the Metaverse give us little to rely on in terms of conceptualizing its impact on our day-to-day lives in the distant future. And yet, conversation and anticipation surrounding the Metaverse continues to dominate everything from news headlines to shareholder calls.

At YouGov, our job is to be the voice of consumers, bringing to light what they feel, think, and do today to help inform our clients' path to success tomorrow. As more of our clientele are turning to us for indicators of the Metaverse's trajectory, we recognized that our YouGov Living Data has a valuable role to play in understanding consumer perceptions of the Metaverse. Our ability to uncover consumer behavior and engagement across categories and industries places us in a unique position that mimics the ultimate goal of the Metaverse: to bring all aspects of consumers' lives into one seamless (virtual) reality.

This whitepaper allows consumers' views on the Metaverse to surface at a critical time in its lifecycle. From those who have never even heard of the Metaverse, to early adopters who are forming their opinions of it based on beta experiences, all of their ideas, preferences, and concerns are equally important to companies planning to build, activate, or engage in the Metaverse. YouGov is excited to bring you these perspectives – so please join us in ***Unlocking the Metaverse!***



**Nicole Pike**

Head of Global Gaming &  
US Sports

**YouGov**<sup>®</sup>

# ► Awareness & Understanding of the Metaverse

When surveying nationally representative UK and US audiences, YouGov defined the Metaverse as **a virtual world** where you can create an electronic version of yourself and then take part in activities on your devices and associated equipment.

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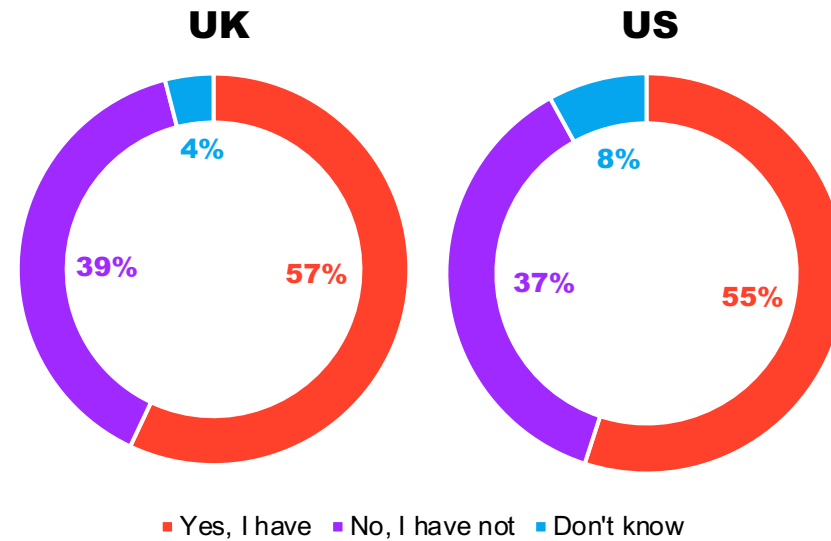
## Awareness of the Metaverse

- More than half of consumers in both the UK and the US have heard of the Metaverse.
- Younger adult generations have a higher level of awareness of the Metaverse.

Are you aware of YouGov Profiles?

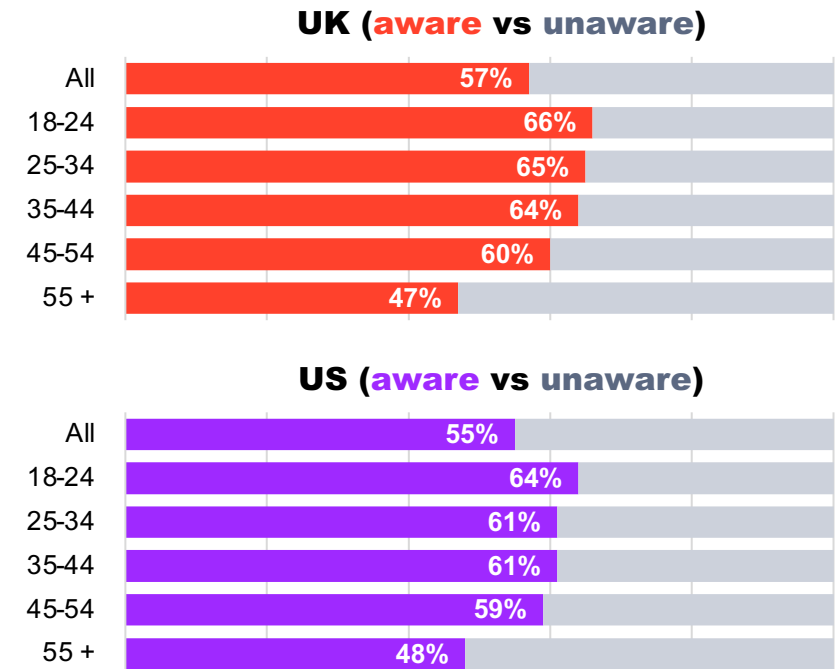
In both the US & UK, younger generations are more likely than older generations to indicate an awareness of the Metaverse, presumably due to greater interests in and involvement with technology, social media and gaming.

### Awareness of the Metaverse



Q: Have you ever heard the term 'Metaverse'? Base: All adults

### Awareness of the Metaverse by age





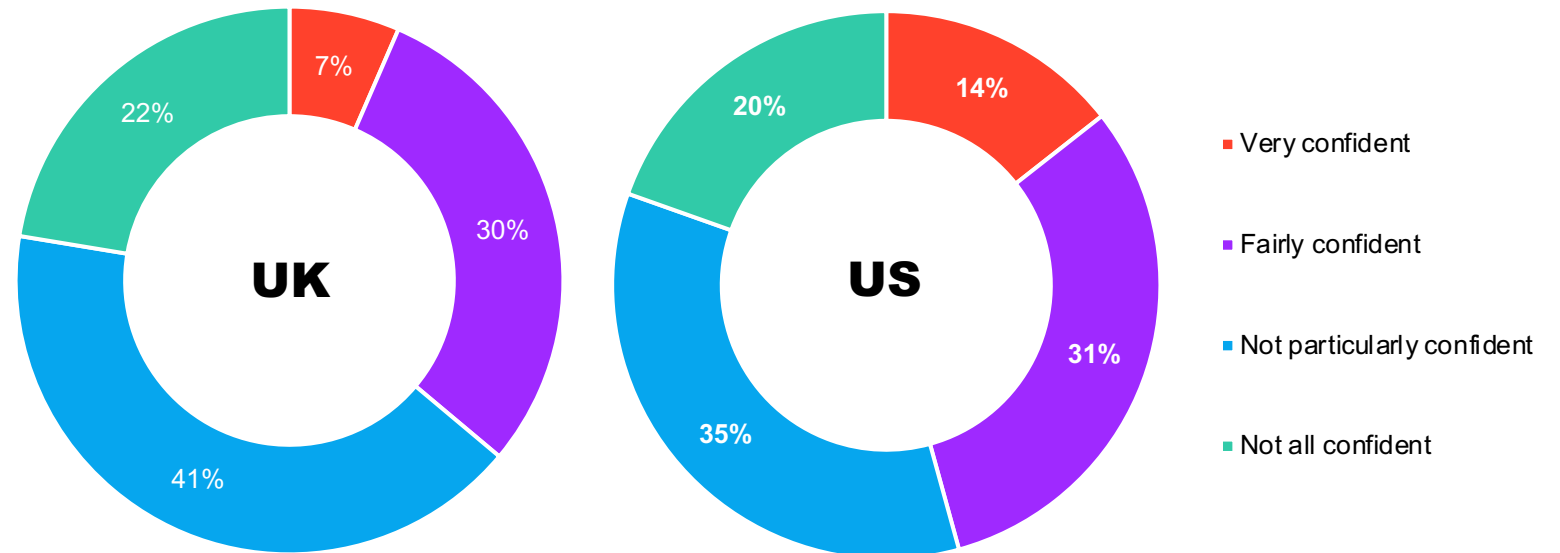
## How well do we know the Metaverse?

- The US is further ahead of the Metaverse curve than the UK.
- While Metaverse buzz has grown, less than half of consumers would confidently say they could explain it.

While **37%** of UK adults claim to be confident about describing the Metaverse to others, **45%** of US consumers feel the same. America also has double the percentage of respondents indicating a high confidence (**14%** in US, **7%** in UK).

In both the UK and the US, the research shows that people who are 'not particularly confident' in explaining the Metaverse make up the largest proportion of the survey population.

**Confidence in explaining the Metaverse by country**



Q: How confident, if at all, would you be in describing to a friend what the Metaverse actually is? Base: All adults aware of the Metaverse

## Who's driving interest in the Metaverse?

- Younger generations are more interested in the Metaverse than older generations, and Americans are more interested than Britons.
- Demographic trends in interest correlate with the same demographic trends in awareness.

Young Americans have the highest interest in the Metaverse. Half of Americans (**48%**) aged 25-34 show interest, followed by the tech-savvy Gen Z age group (**46%**).

In the UK, a third (**32%**) of Gen Z and almost a quarter (**23%**) of those aged 25-34 are interested in the Metaverse.

In both the UK and the US, men express more interest in the Metaverse than women. Interestingly, a similar proportion of females in the US (**22%**) are interested in getting involved in the Metaverse than British males (**20%**), indicating a broader potential for Metaverse growth in the US.

### Interest in the Metaverse by age and gender

	UK	US
All	<b>16%</b>	<b>27%</b>
Male	<b>20%</b>	<b>33%</b>
Female	<b>12%</b>	<b>22%</b>
18-24	<b>32%</b>	<b>46%</b>
25-34	<b>23%</b>	<b>48%</b>
35-44	<b>20%</b>	<b>35%</b>
45-54	<b>15%</b>	<b>22%</b>
55 +	<b>8%</b>	<b>12%</b>

*Q: The Metaverse is a virtual world where you can create an electronic version of yourself and then take part in activities on your computer or by using a virtual reality headset and other associated equipment. Do you think the Metaverse is something you would find interesting?*

*Base: All adults*

# ▶ Introducing the YouGov Metaverse Groups

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## Uncovering the YouGov Metaverse Groups

- Linking our custom data to YouGov Profiles allows us to learn much more about the YouGov Metaverse Groups outside of their Metaverse-specific attitudes and preferences.

[Learn more](#) →

**To gain deeper insights into the Metaverse audience beyond age and demographics, using YouGov's custom research, four key audience groups were identified. This allows for an in-depth exploration of different consumers' opinions and understanding of the Metaverse early in its development cycle.**

### YouGov Metaverse Groups Defined



**Trialists:** Those who claim to have already been in the Metaverse.

**UK: 4% | US: 15%**

**Curious:** Those who have not been in the Metaverse but find the Metaverse interesting.

**UK: 67% | US: 51%**

**Uncertain:** Those who have not been in the Metaverse and are unsure if they would find it of interest.

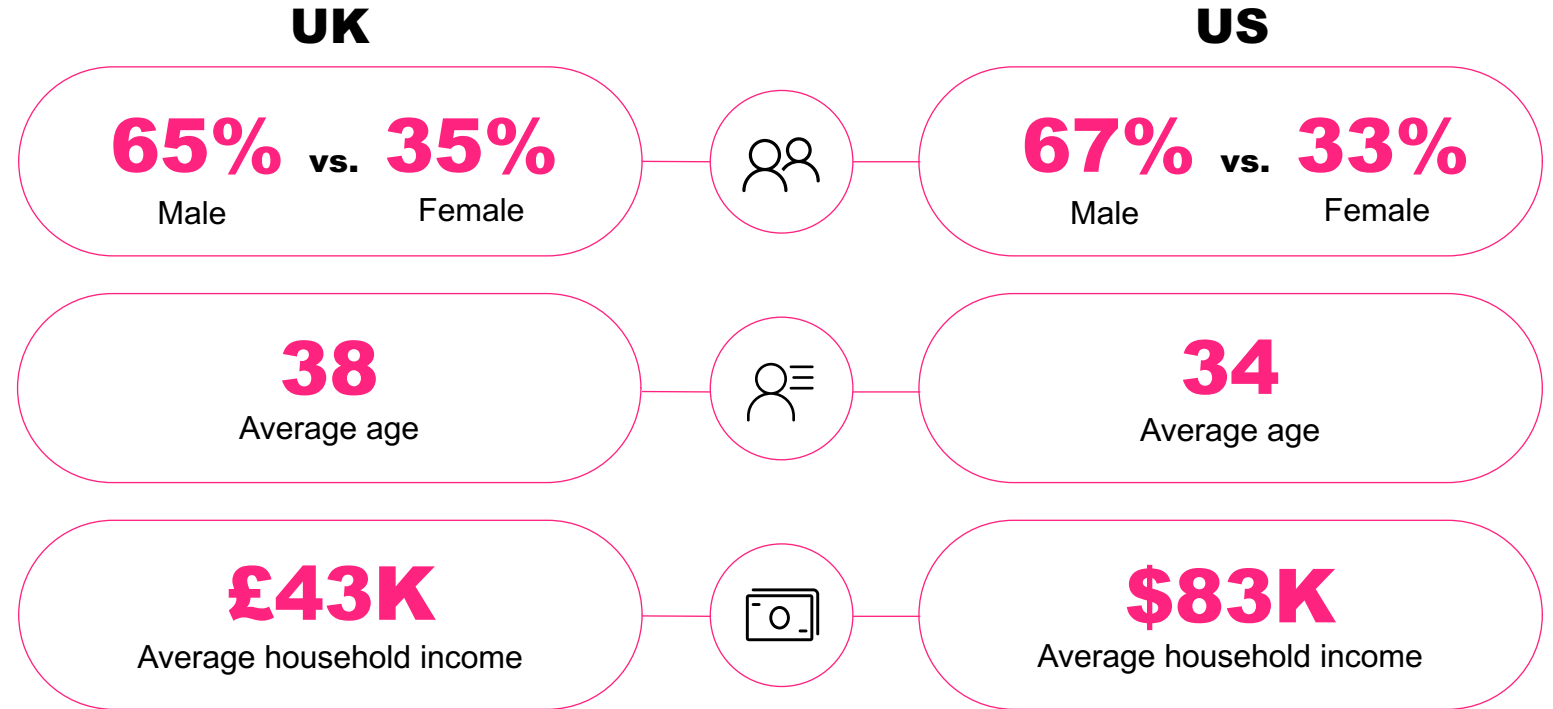
**UK: 13% | US: 15%**

**Rejecters:** Those who have not been in the Metaverse and have no interest in the Metaverse.

**UK: 16% | US: 20%**

## Trialists: the first to test the water

- A closer look at consumer attitudes of those who have already been in the Metaverse.



### Top 5 IRL hobbies for UK Trialists



Reading



Online entertainment



Watching television



Playing games on devices



Gardening

### Top 5 IRL hobbies for US Trialists



Watching television



Online entertainment



Cooking



Playing games on devices



Reading

## Trialists: the first to test the water

- Overall, Trialists are on the cutting edge of new technology innovation and are actively looking for new experiences to try out.
- This audience will proactively seek out information about the Metaverse.

Want UK data?  
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## US consumer attitudes: Trialists

**66%**

Identify as 'a sucker for anything branded, even if it's expensive'  
(Nat rep: 19%)

**63%**

Trust 'products recommended by celebrities or influencers'  
(Nat rep: 21%)

**73%**

Claim 'my top priority in life is to enjoy myself'  
(Nat rep: 61%)

**69%**

Enjoy 'playing games on social media'  
(Nat rep: 33%)

**76%**

Seek experiences that will 'make for great content on my social media'  
(Nat rep: 33%)

**72%**

Believe 'Cryptocurrencies are the future of online financial transactions'  
(Nat rep: 31%)

**26%**

Are 'always keen to use new technology products as soon as they enter the market'  
(Nat rep: 10%)

**63%**

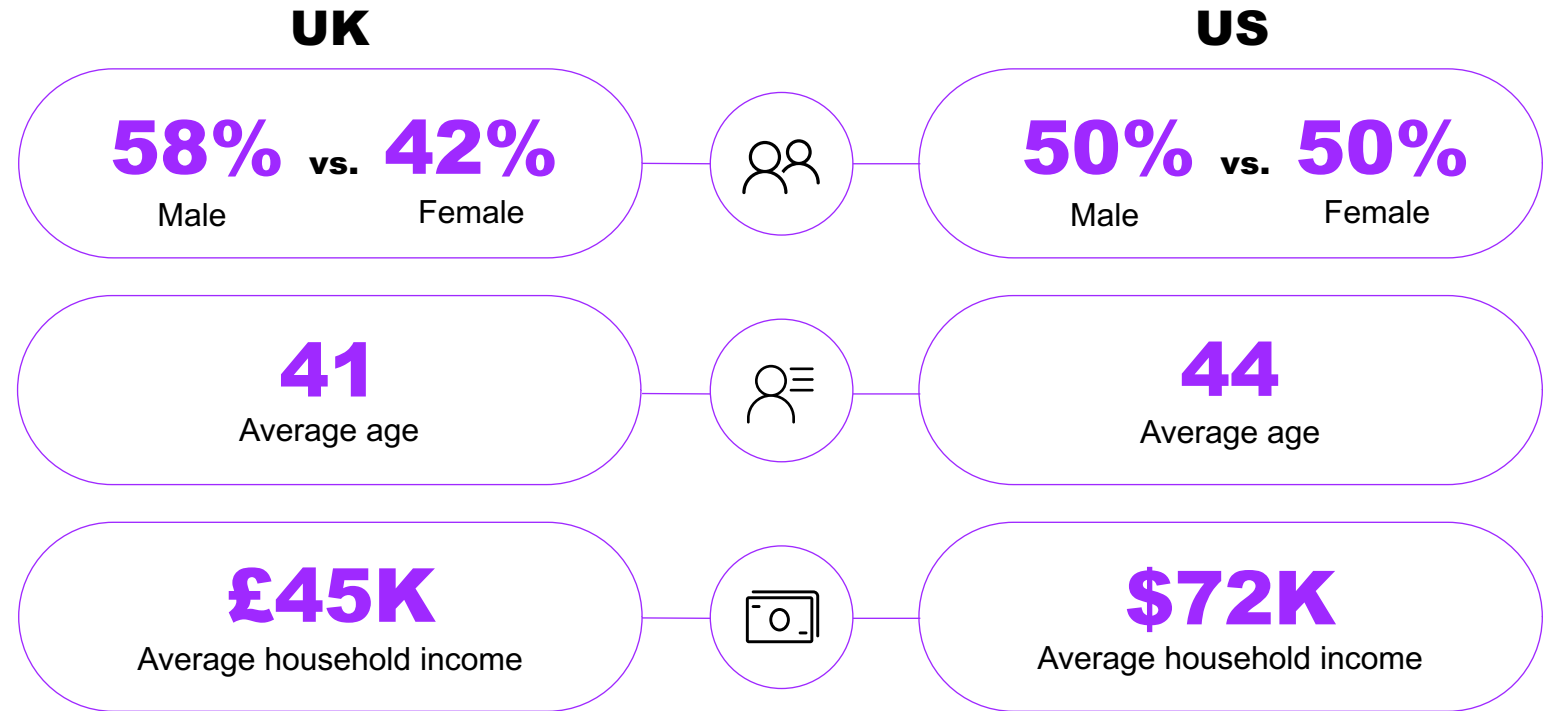
Think 'my friends are more important to me than my family'  
(Nat rep: 24%)

**76%**

Don't mind 'taking risks with my money'  
(Nat rep: 32%)

## Curious: drawn to the idea of Metaverse

- A closer look at consumer attitudes of those who have not been in the Metaverse but find the Metaverse interesting.



### Top 5 IRL hobbies for UK Curious



Watching television



Reading



Exercising outdoors



Gardening



Doing puzzles, crosswords, etc.

### Top 5 IRL hobbies for US Curious



Watching television



Reading



Playing games on devices



Cooking



Online entertainment

## Curious: drawn to the idea of Metaverse

- Being the largest segment (67% in the UK, 51% in the US), the Metaverse-Curious audience values brands' innovative self-promotion.
- This group, however, requires lowering of technical barriers when adopting new technology.

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## US consumer attitudes: Curious

**82%**

Agree 'brands need to find innovative ways to market themselves and their products'  
(Nat rep: 71%)

**81%**

Consider themselves 'a generally practical person'  
(Nat rep: 90%)

**86%**

Believe 'parents should limit the time their child(ren) spend(s) on social media'  
(Nat rep: 87%)

**19%**

Willing 'to give up my bank account and use cryptocurrency instead'  
(Nat rep: 15%)

**47%**

Believe 'Cryptocurrencies are the future of online financial transactions'  
(Nat rep: 31%)

**64%**

Agree 'artificial intelligence is just the next step in evolution'  
(Nat rep: 45%)

**26%**

Buy 'new technology products after they've been out for a while'  
(Nat rep: 21%)

**16%**

Admit 'I sometimes buy new technology products but only when I really like them'  
(Nat rep: 19%)

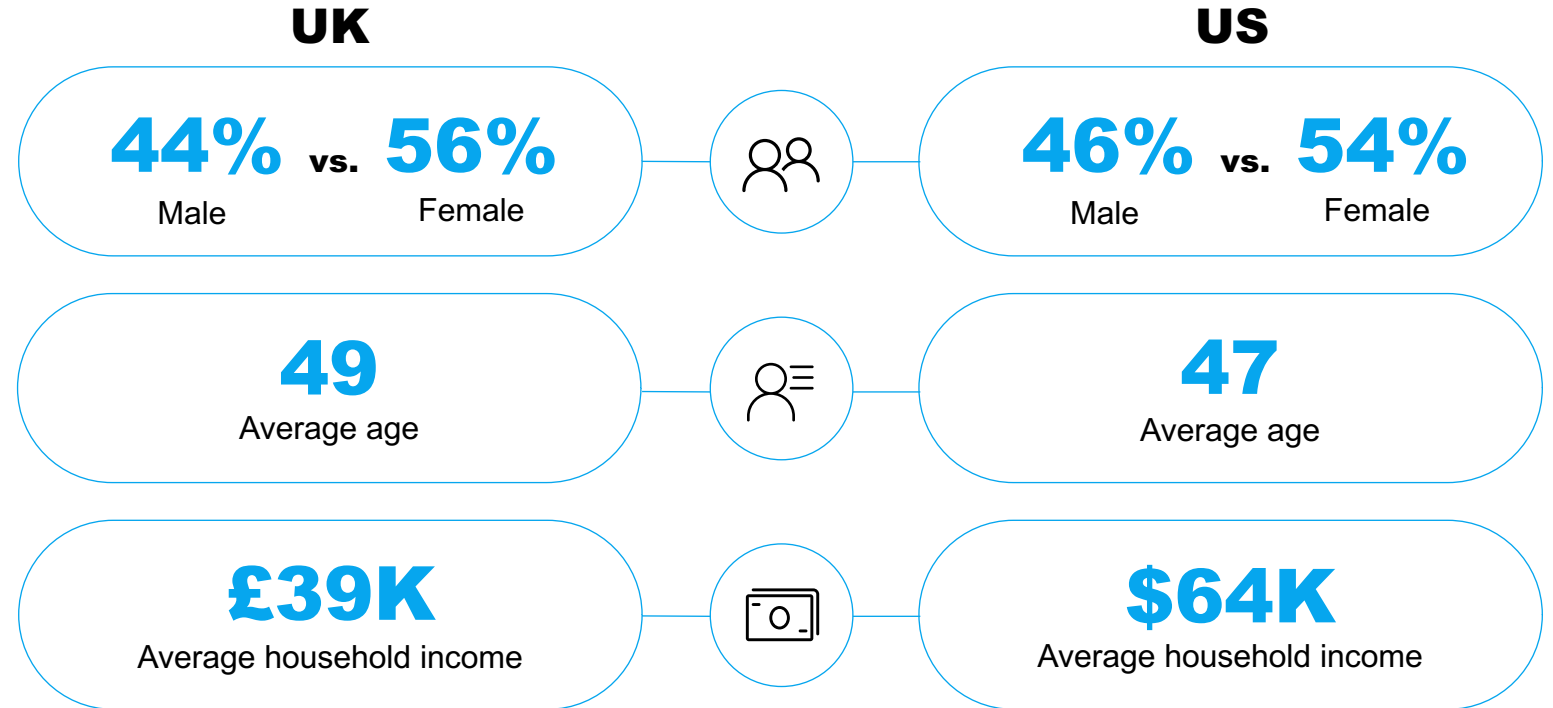
**53%**

Agree 'having 5G benefits my life in many ways'  
(Nat rep: 38%)



## Uncertain: waiting to be convinced

- A closer look at consumer attitudes of those who have not been in the Metaverse and are unsure if they would find it interesting.



### Top 5 IRL hobbies for UK Uncertain



Watching television



Reading



Cooking



Doing puzzles,  
crosswords, etc.



Online entertainment

### Top 5 IRL hobbies for US Uncertain



Watching television



Reading



Cooking



Playing games  
on devices



Online entertainment

## Uncertain: waiting to be convinced

- The Uncertain group (15% in the US, 13% in the UK) sees risks in this new trend.
- While this audience is skeptical of media hype, they still prioritize their own time and expect high-quality entertainment.

Want UK data?  
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## US consumer attitudes: Uncertain

**20%**

Trust 'products recommended by celebrities or influencers'  
(Nat rep: 21%)

**80%**

Believe 'parents should limit the time their child(ren) spend(s) on social media'  
(Nat rep: 87%)

**10%**

Willing 'to give up my bank account and use cryptocurrency instead'  
(Nat rep: 15%)

**40%**

Agree 'artificial intelligence is just the next step in evolution'  
(Nat rep: 45%)

**29%**

Claim 'having 5G benefits my life in many ways'  
(Nat rep: 38%)

**2%**

Actively 'on the look-out to buy new technology devices and services'  
(Nat rep: 10%)

**13%**

Like to 'buy new technology products after they've been out for a while'  
(Nat rep: 21%)

**59%**

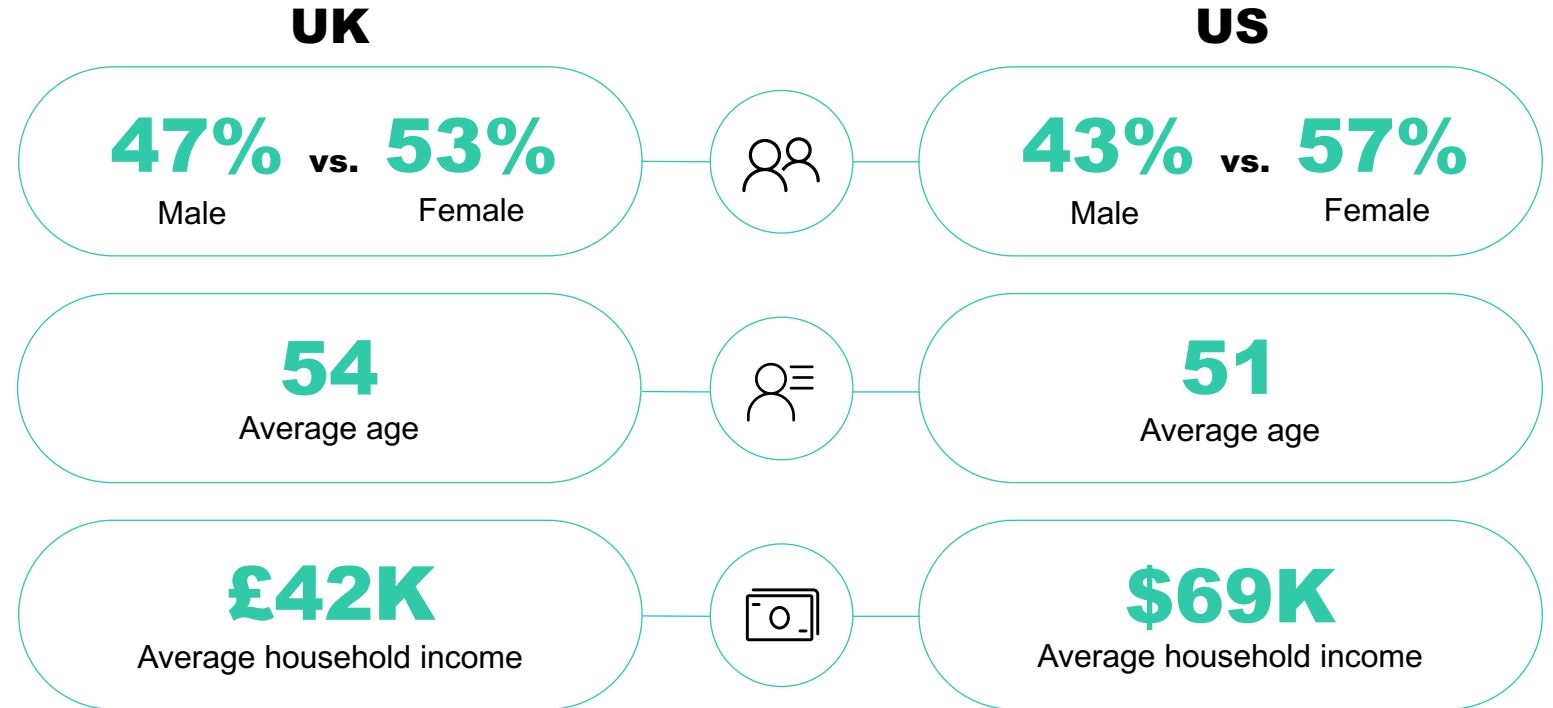
Agree 'brands need to find innovative ways to market themselves and their products'  
(Nat rep: 71%)

**48%**

Claim 'my top priority in life is to enjoy myself'  
(Nat rep: 61%)

## Rejecters: Metaverse is not for me

- A closer look at consumer attitudes of those who have not been in the Metaverse and have no interest in it.



### Top 5 IRL hobbies for UK Rejecters



Watching television



Reading



Doing puzzles,  
crosswords, etc.



Cooking



Online  
entertainment

### Top 5 IRL hobbies for US Rejecters



Watching television



Reading



Cooking



Doing puzzles,  
crosswords etc.



Gardening

## Rejecters: Metaverse is not for me

- Behind the Curious, Rejecters comprise the second largest segment in this study (20% in the US, 16% in the UK).
- Rejecters are the most conservative toward new technologies. They consume tech for their needs, instead of hype or desires.

Want UK data?  
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### US consumer attitudes: Rejecters

**84%**

Identify as 'a generally practical person'  
(Nat rep: 80%)

**91%**

Think 'parents should limit the time their child(ren) spend(s) on social media'  
(Nat rep: 87%)

**12%**

Seek experiences that will 'make for great content on my social media'  
(Nat rep: 33%)

**19%**

Believe 'Cryptocurrencies are the future of online financial transactions'  
(Nat rep: 31%)

**32%**

Agree 'artificial intelligence is just the next step in evolution'  
(Nat rep: 45%)

**4%**

Are 'always keen to use new technology products as soon as they enter the market'  
(Nat rep: 10%)

**50%**

Claim 'I only replace technology products when they go wrong or are broken'  
(Nat rep: 30%)

**19%**

Like to 'buy new technology products after they've been out for a while'  
(Nat rep: 21%)

**5%**

Willing 'to give up my bank account and use cryptocurrency instead'  
(Nat rep: 15%)

A man is shown from the side, wearing a black VR headset and holding two black VR controllers. He is wearing a black t-shirt with 'KATVR' written on it. The background is a plain, light-colored wall. The text 'Making Sense of the Metaverse' is overlaid on the left side of the image.

# Making Sense of the Metaverse

**The Metaverse – though exciting – is a topic rife with misunderstandings and confusion.**

**Through our research, we gathered consumer perceptions of the Metaverse, and in turn highlight current misconceptions among the British and American public.**

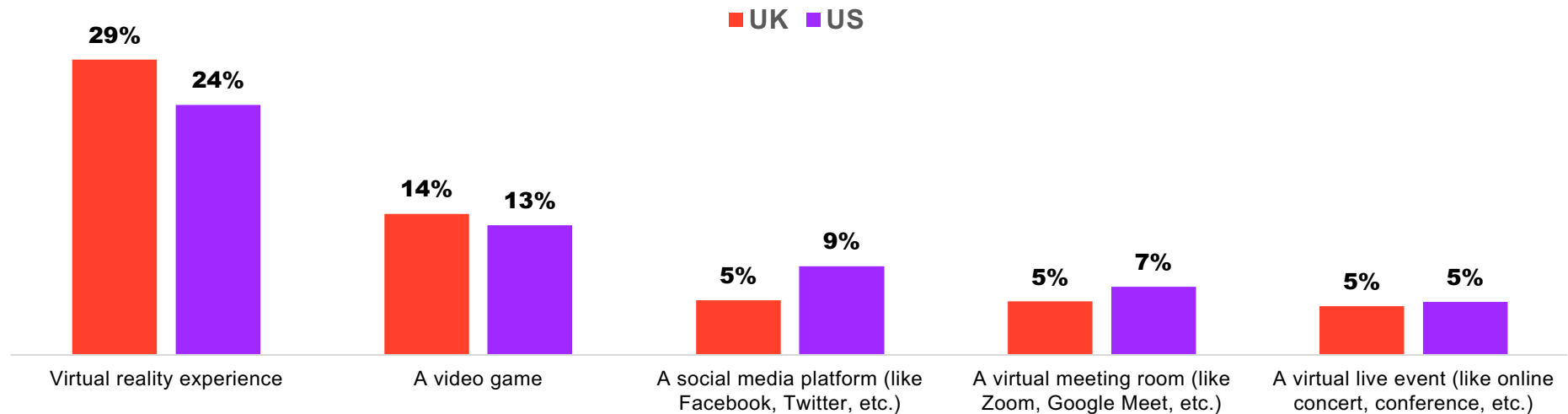
## What does the Metaverse resemble?

- YouGov research data suggests that the Metaverse is currently expected to manifest as an improved and extended version of virtual reality.

Many Metaverse experiences are still in early stages of development and adoption – from the first iterations of virtual worlds to entertainment-led VR/digital events, to owning digital real estate.

Data shows that the highest proportion of consumers in both markets expect the Metaverse to most closely resemble a *'virtual reality experience.'* On the other end of the spectrum, 31% of Brits and 25% of American consumers have no idea what the Metaverse will look like. These descriptors raise questions around what kind of virtual world people are envisioning when it comes to the Metaverse, and how closely this conception aligns to the reality of the platform.

### Expectations of the Metaverse



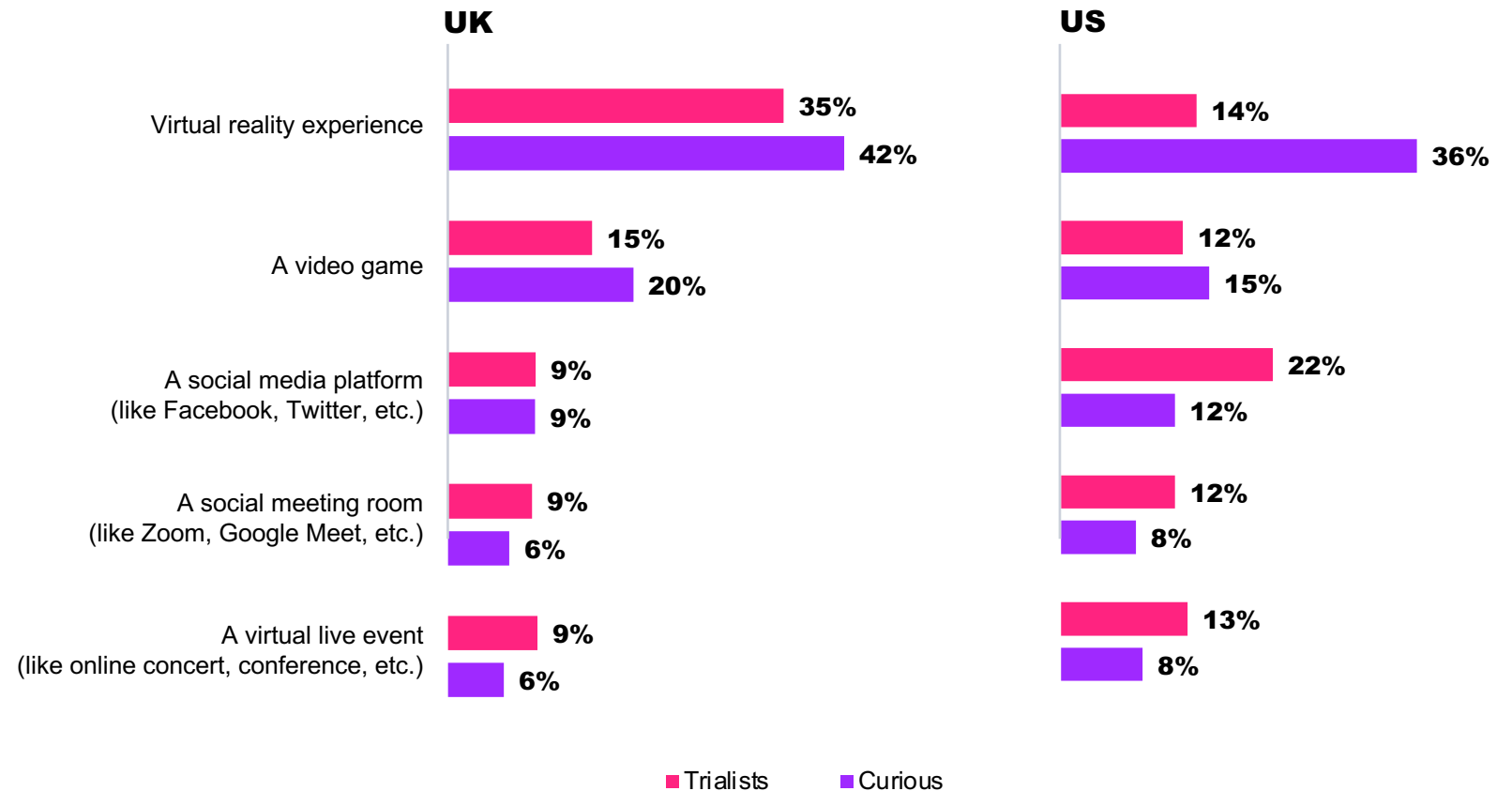
Q: Which ONE, if any, of the following do you expect the Metaverse to resemble most closely? Base: All adults

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## Over one in five US Trialists think the Metaverse will resemble a social media platform

- In the US, those who haven't tried the Metaverse think it's a virtual reality experience, but people who have used it see it as a more eclectic, social platform
- In the UK, consumers' understanding of the Metaverse is more closely connected to VR.

### Expectations of the Metaverse: Trialists & Curious



Q: Which ONE, if any, of the following do you expect the Metaverse to resemble most closely? Base: Trialists and Curious

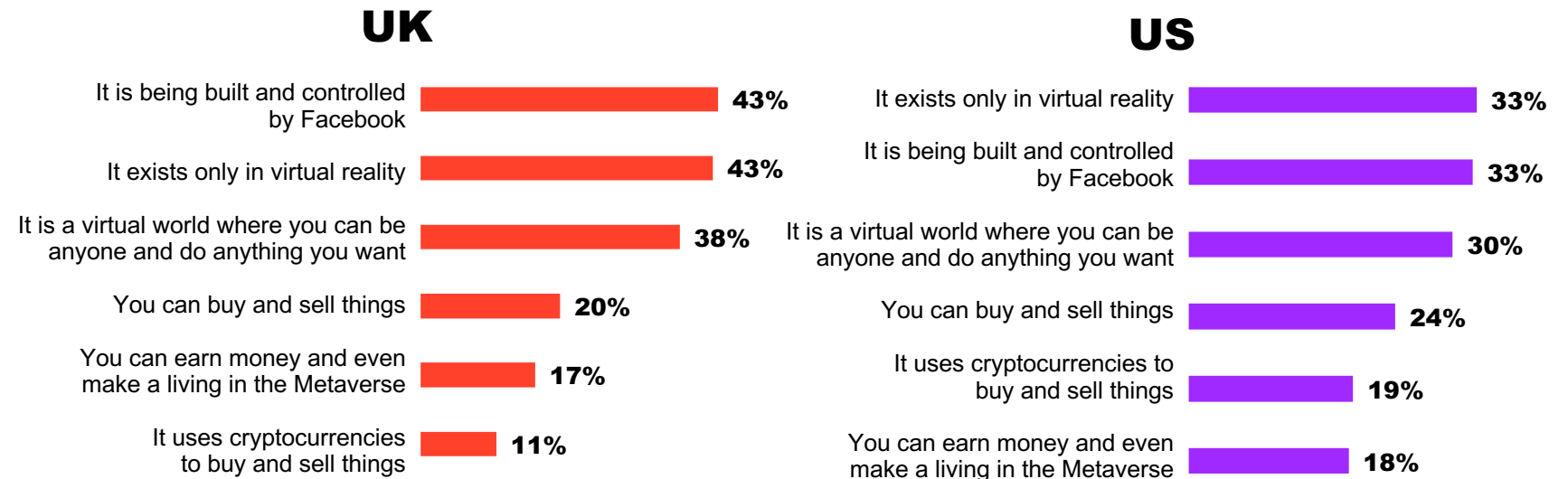
## Metaverse, Meta, and Virtual Reality

- In the eyes of those aware of the Metaverse, the association between Meta and Facebook is widely accepted.
- The understanding of the Metaverse economy remains lower compared to other concepts.

US consumers appear to have a clearer vision of the commercial potential of the Metaverse than Brits.

Interestingly, both markets agree that the Metaverse will be an escape from the everyday life and they could be anyone in this new world.

### Understanding of the Metaverse



Q: Which, if any, of the following reflects your understanding of what the Metaverse is?  
Base: All adults

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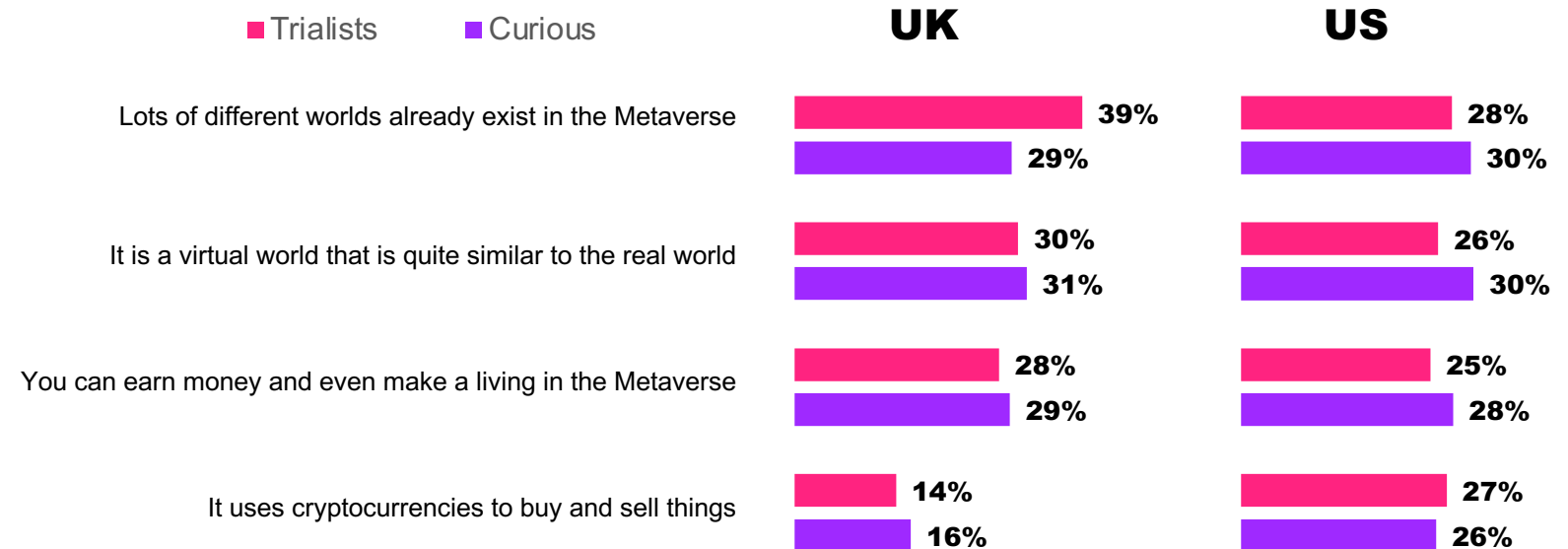


## Curious more likely than Trialists to think the Metaverse is a virtual version of real life

- US Trialists and Curious are more aware of the engagement or even importance of decentralized currencies in the virtual world.

Exploring a selection of descriptors of the Metaverse among our segments reveals interesting differences across groups. The UK Metaverse-positive audience stands out with their acknowledgment of the current state of the Metaverse being a multilayer system rooted in the real world, and has a social and economical connection with it.

### Understanding of the Metaverse: Trialists & Curious



Q: Which, if any, of the following reflects your understanding of what the Metaverse is? Base: Trialists and Curious

## Facebook and Meta enjoy strongest association with the Metaverse

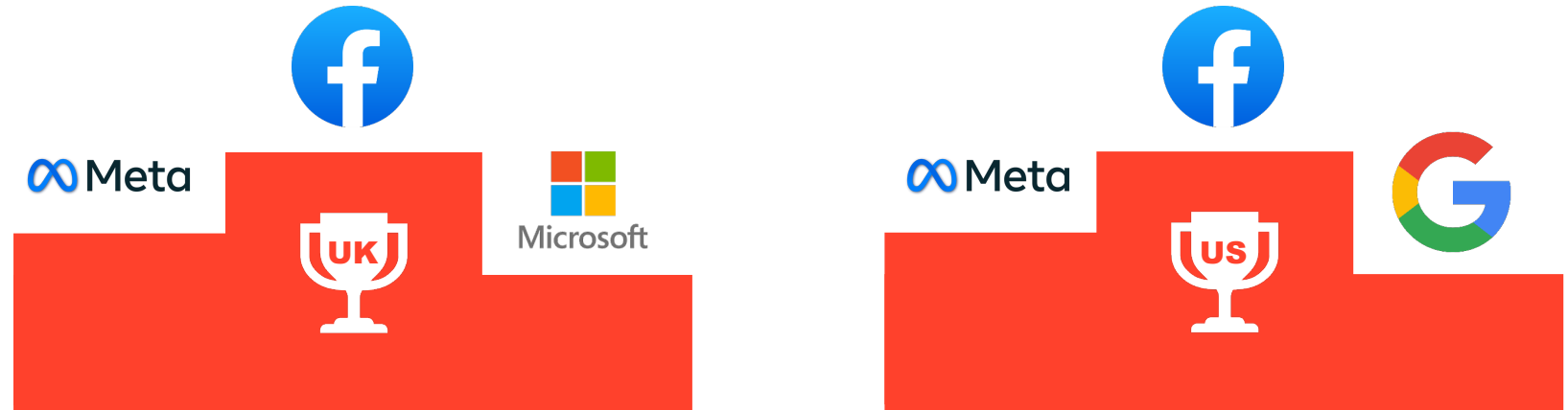
- Following its recent rebrand, Meta enjoys the strongest association with the Metaverse among consumers in both the UK (65%) and US (55%).

**Want to see the full list?**  
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With several major brands investing in Metaverse experiences and trying to secure early-started advantages, tech and media giants like Microsoft, Google, Amazon, and Disney are following closely on the association continuum. Gaming franchises including Fortnite, Roblox, and Animal Crossing are also noted by audiences.

Although higher than Brits, a very small proportion of Americans aware of the Metaverse associate it with other brands, including pioneering tech brands such as Decentraland and The Sandbox.

### Companies associated with the Metaverse



Q: Which, if any, of the following do you associate with the Metaverse? Base: All adults

# ▶ Engaging with the Metaverse

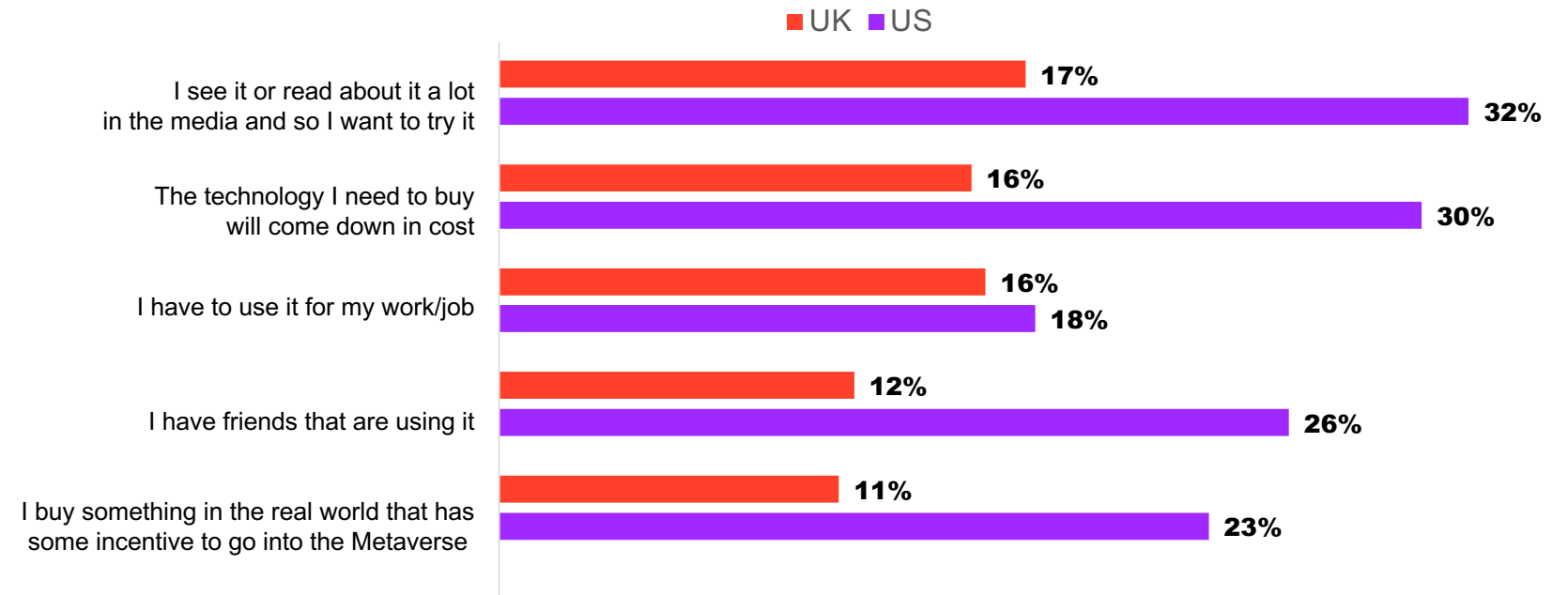
**We've looked into consumers' general impressions of the Metaverse, but how do they plan on interacting with it?**

**Which devices will they use? Will it be a social experience? Which activities resonate best with those who have already experimented?**

## Media is the biggest influencer on why users are giving the Metaverse their first try

- In both the UK and US, Trialists have most frequently entered the metaverse because of what they have seen or read about it in the news.

### Reasons why entered the Metaverse: Trialists



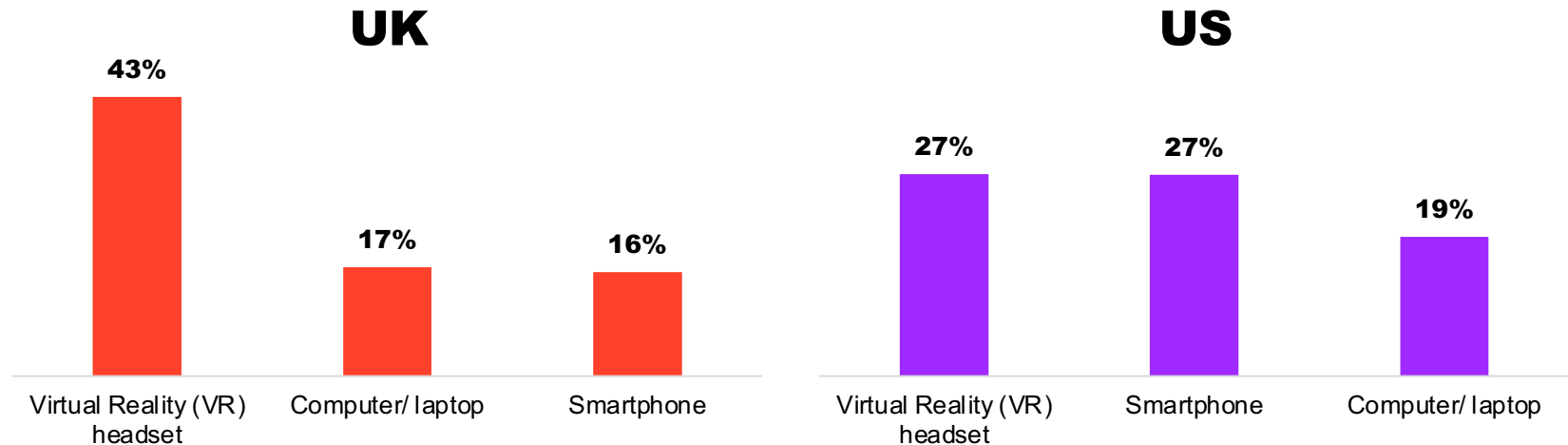
In the US, friends and family significantly outpace the UK as influential motivators for trying the Metaverse, though UK Trialists generally expressed fewer reasons for entering, most closely aligning with the US on work obligations.

Q: Which, if any, of the following are reasons why you would be encouraged to try the Metaverse for the first time? Base: Trialists

## VR headset is the device of choice in both markets

- UK and US smartphone users will demand better integrations to Metaverse on their mobile devices and faster 5G connection through network providers to power their Metaverse experience.

### Preferred method of connecting in the Metaverse



Naturally, the association of the Metaverse with VR remains strong with both UK and US. US audiences, though, are just as likely to prefer using smartphones to access the Metaverse.

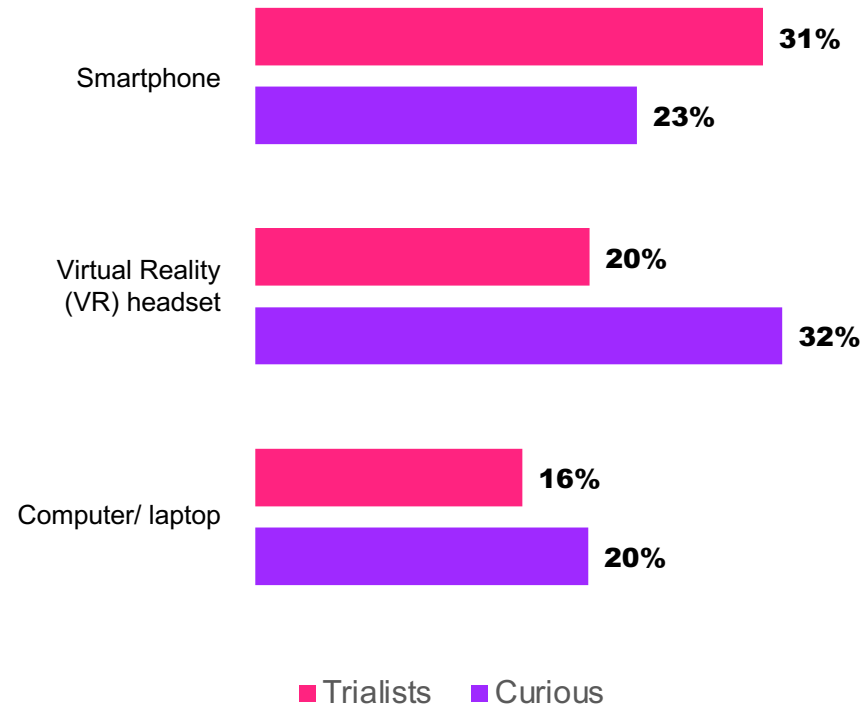
*Q: If you were to use the Metaverse... In which one, if any, of the following ways would you prefer to interact with the Metaverse? Base: All adults interested in the Metaverse*

## Smartphone most appealing device among US Trialists

- Meanwhile, since the Metaverse Curious seem to prefer PC and VR headsets, it's possible that this audience segment is waiting for the technology to mature and improve before converting.

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## Preferred method of connecting in the Metaverse: Trialists & Curious (US)



US Trialists already recognize the mobile potential, with a higher proportion preferring to access the Metaverse via their smartphones than VR headsets. This may be driven by their prior experience with the Metaverse, demographics, and a consequent preference to access the Metaverse on the go.

Comparatively, the Curious audience prefers VR headsets and PC, the seemingly more complicated and expensive setup that provides a more immersive experience.

Q: If you were to use the Metaverse... In which one, if any, of the following ways would you prefer to interact with the Metaverse? Base: US Trialists and Curious

## Apple and Samsung lead US Telcos in offers and expertise in the Metaverse

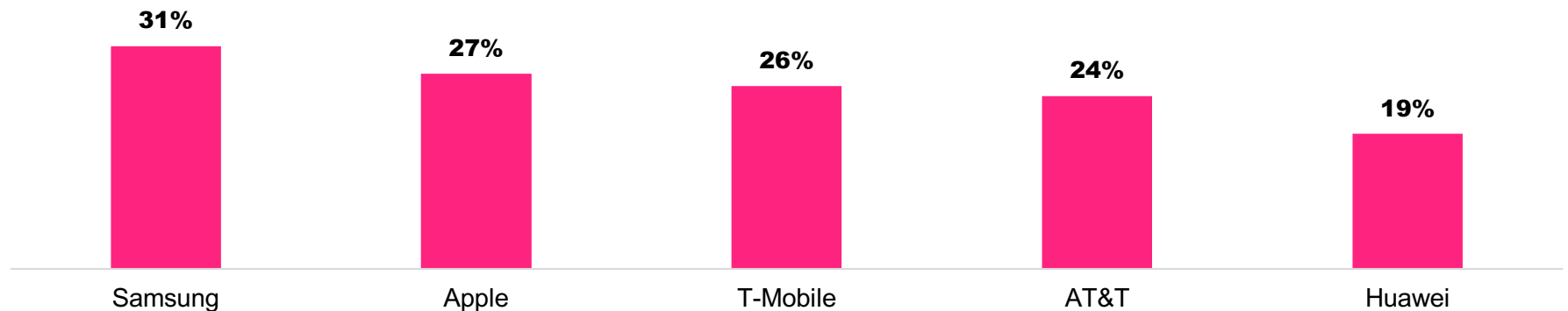
- Trialists value brands contributing to the improvement of the Metaverse.

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The vision for the Metaverse is to enable access from anywhere using any digital device and one of the technologies set to be pivotal in enabling seamless Metaverse experiences is 5G

When asked about telecom brands they are aware of specifically for developing offers or having expertise in the Metaverse, Samsung is in pole position (31%) ahead of Apple (27%) among American Trialists. Consumers are also recognizing mobile manufacturers more compared to mobile carriers, indicating that smartphone brands are in an advantageous position in the race for early awareness.

### Top 5 Telco brands working toward enabling access to the Metaverse: US Trialists

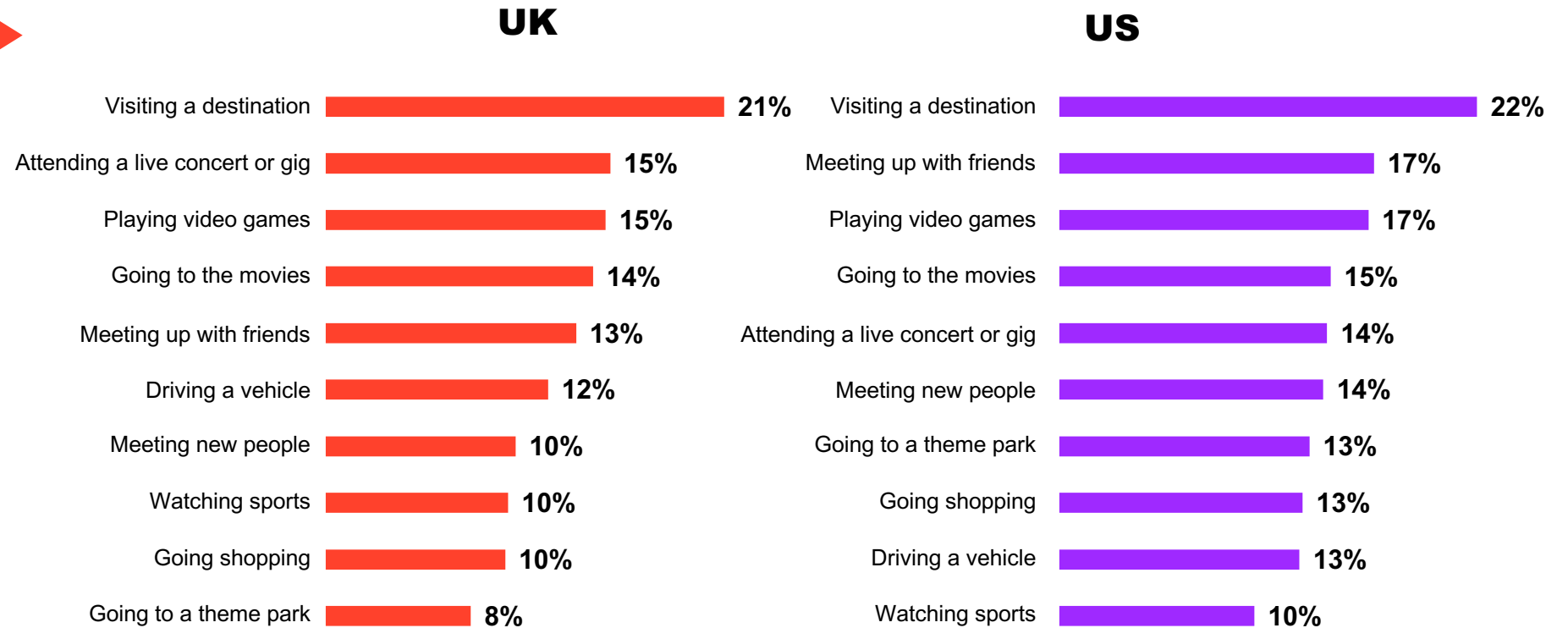


*Q. Participation in the Metaverse will be enabled by high-speed networks like 5G, allowing users to participate in virtual worlds using augmented reality headsets or glasses or even via your smartphone. Which, if any, of the following brands are you aware of specifically for developing offers and having expertise in the Metaverse? Base: US Trialists*

## Travel tops activities of general interest in the Metaverse

- Traveling in the Metaverse is by far the biggest attraction to the general audience.
- For most adults, nightlife activities like dating, clubbing, and going to bars in the Metaverse are less enticing.

### Activities interested in doing in the Metaverse



While entertainment and leisure activities most interest UK consumers, those in the US gravitate more to socializing with friends/family.

Q: Which, if any, of the following virtual activities would you be interested in doing in the Metaverse? Base: All adults



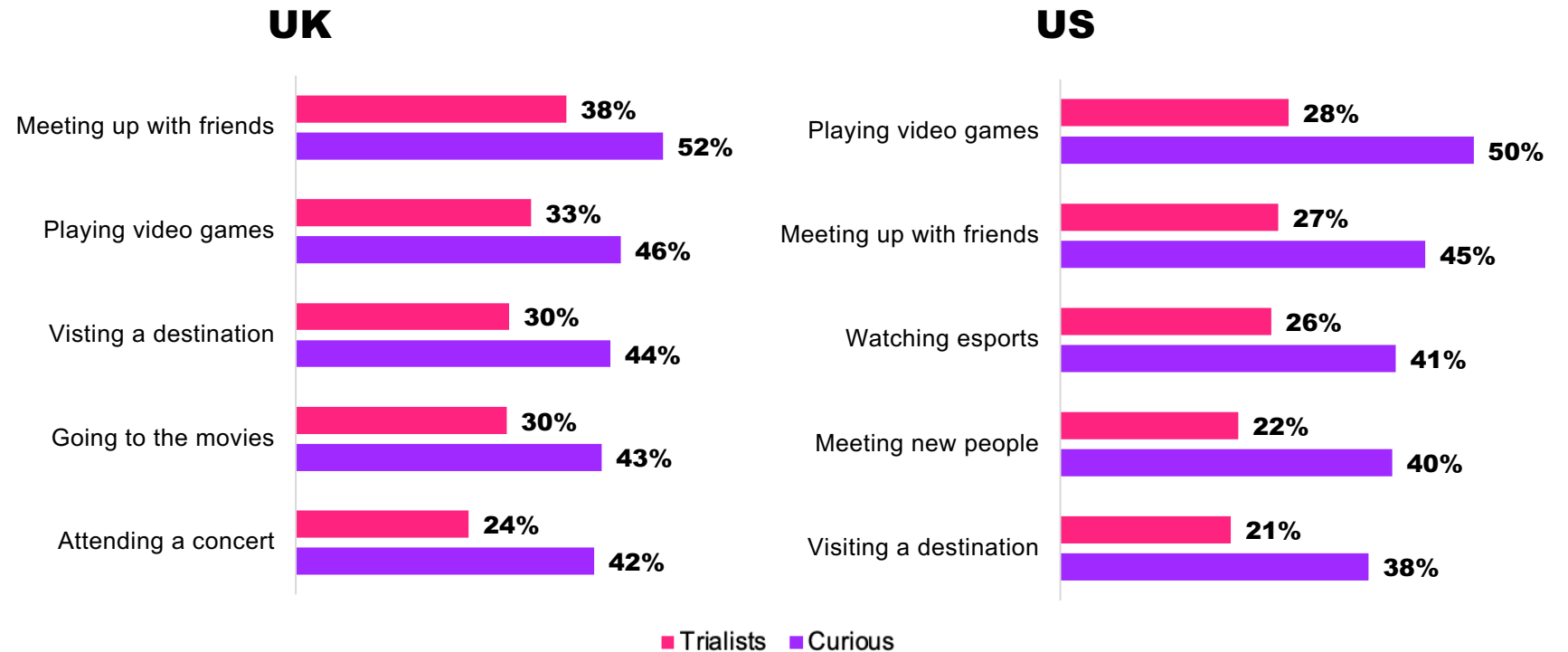
## Early adopters anticipate gaming and socializing in the Metaverse

- In both the UK and US, Curious consumers are more inquisitive about the Metaverse than Trialists, and are interested in experiencing relatively more Metaverse activities.

Socializing, gaming, and destination experiences emerge from the activities early Metaverse adopters are interested in pursuing, mirroring the general population albeit in a different order.

For both UK & US adults, visiting destinations is how the highest number of people anticipate experiencing the Metaverse. For people and Metaverse Trialists and Curious, socializing and gaming jump far ahead, especially in the US where esports jumps from outside of the top 10 to the third most interesting Metaverse activity.

### Activities interested in doing in the Metaverse: Trialists & Curious

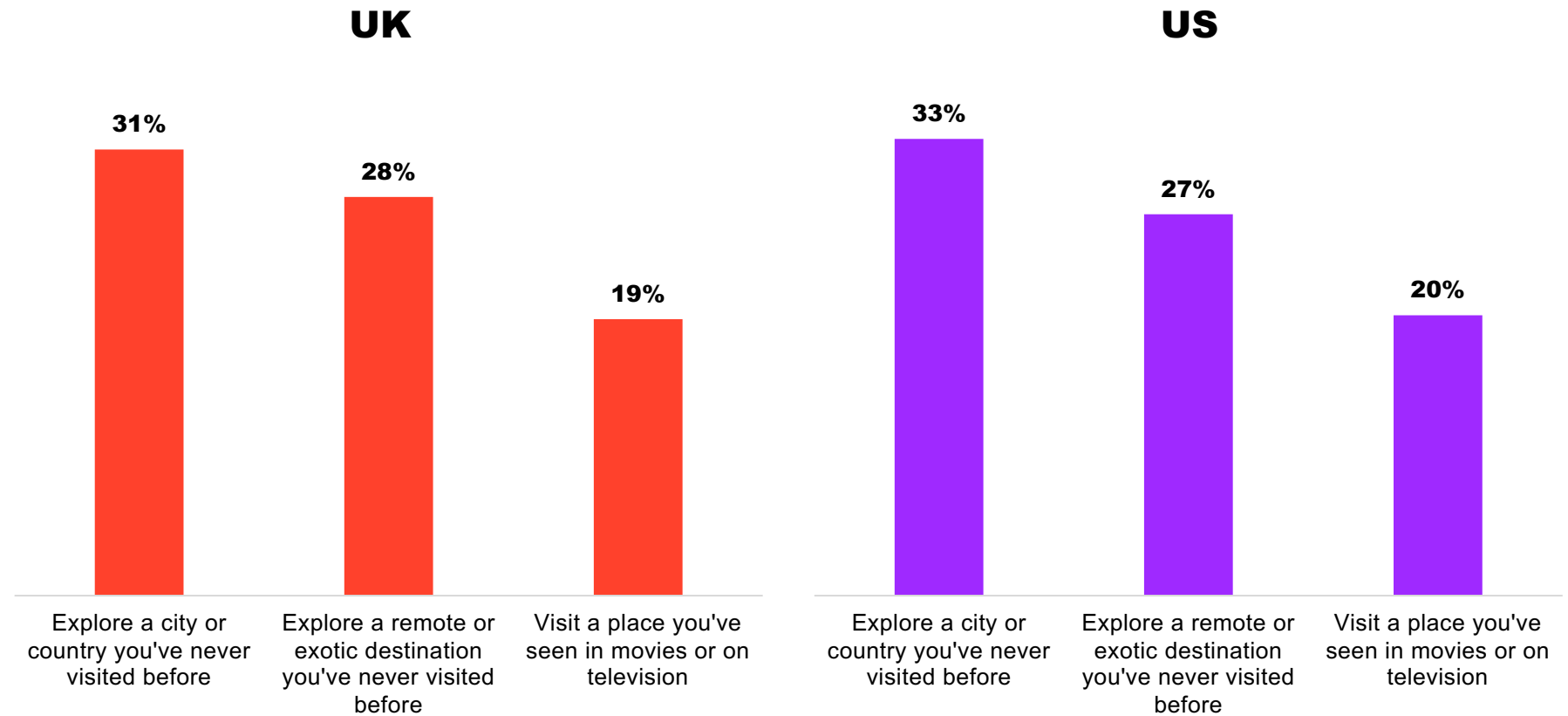


Q: Which, if any, of the following virtual activities would you be interested in doing in the Metaverse? Base: Trialists and Curious

## Exploration tops Metaverse travel agenda

- Consumers are most keen to explore 'a city or country never visited' and 'a remote or exotic destination.'
- Other options such as 'seeing hotel amenities' or visiting first-class environment on an airplane' could present a unique opportunity to brands.

### Travel activities interested in experiencing in the Metaverse



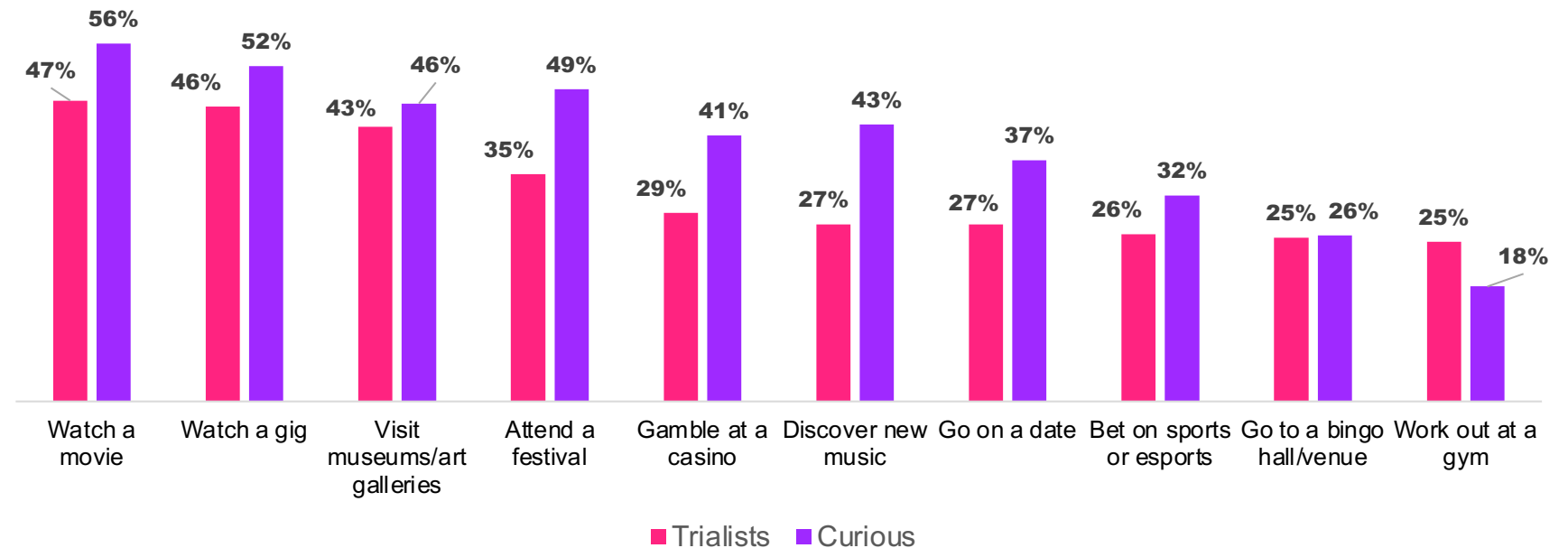
Q: The Metaverse allows you to travel and experience other parts of the world without leaving your current real-world location. Which, if any, of the following would you be interested in doing in the Metaverse? Base: All adults

## UK Trialists less likely to envision doing variety of activities in Metaverse than Curious

- While the Curious audience is expecting more relaxing experiences, the only activity UK Trialists believe would be more common is working out in a gym.

Experiential activities rank in the top five for both the Trialists and the Meta Curious in the UK, but the Curious are more likely to visualize endless possibilities in the activities they could experience in the future Metaverse, from going on a date to attending an exclusive party.

### Metaverse activities likely to be common in the future: UK Trialists & Curious



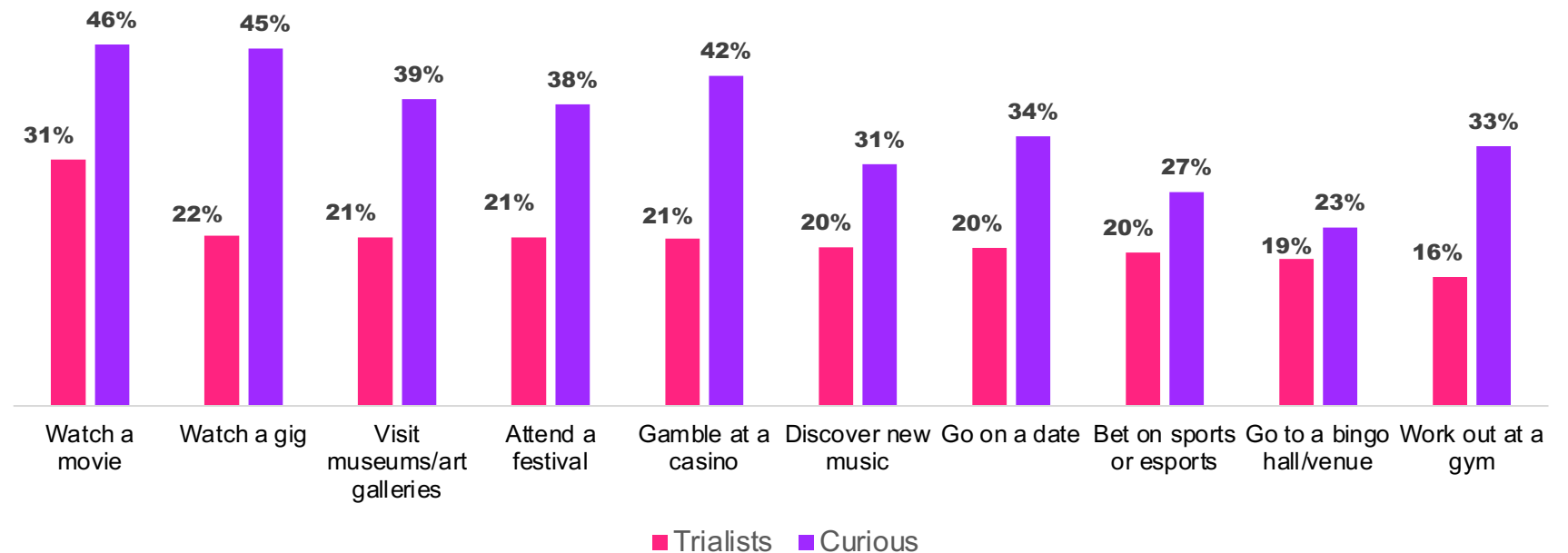
Q: Which, if any, of the following do you think it will be common to do in the Metaverse in the future? Base: UK Trialists and Curious

## US Trialists also less likely to envision doing activities in Metaverse than Curious

- Despite US consumers having a higher appetite for the Metaverse than Britons, American Trialists have a noticeably less optimistic outlook for activities they expect to be common in the Metaverse in the future.

While Curious Americans imagine more possibilities than the Trialists, the starkest differences relate to leisure & entertainment, with watching a gig (23%), gambling (21%), and visiting museums and art galleries (18%) all significantly lower for Trialists.

### Metaverse activities likely to be common in the future: US Trialists & Curious

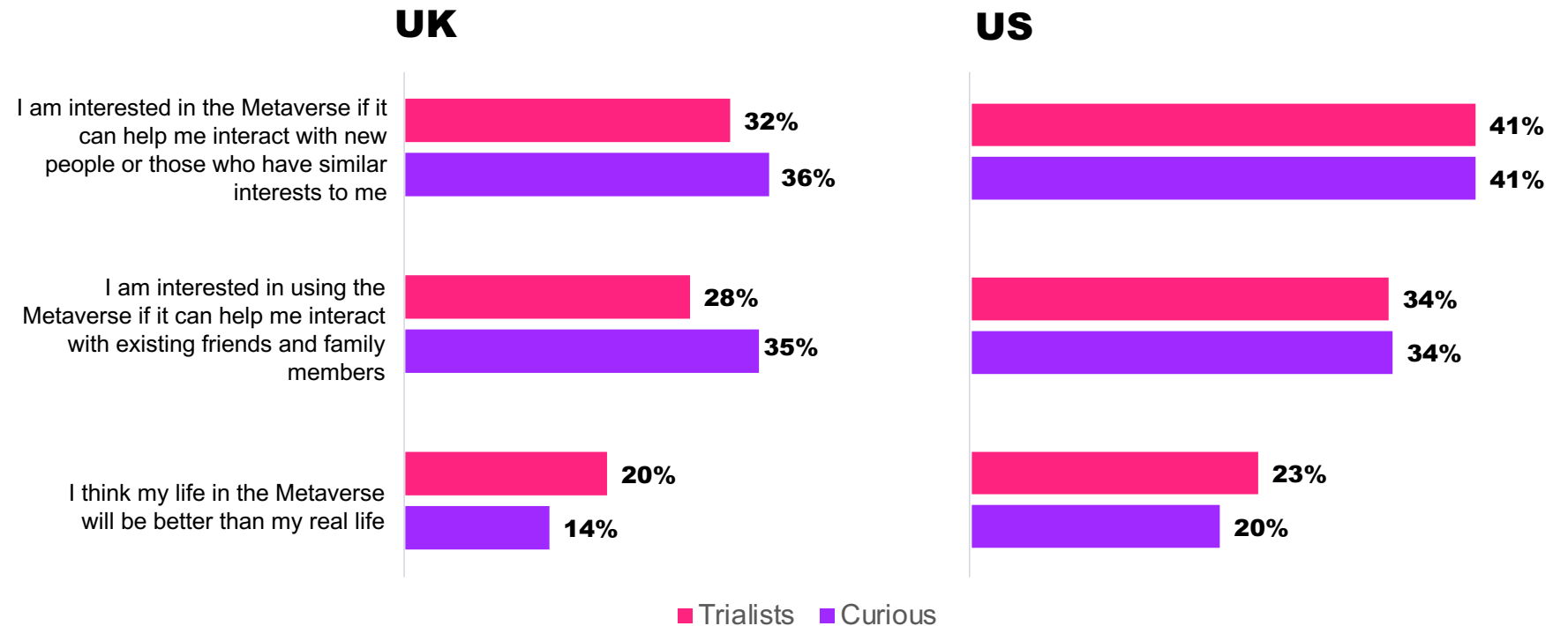


Q: Which, if any, of the following do you think it will be common to do in the Metaverse in the future? Base: US Trialists and Curious

## Meeting new people drives more interest than keeping up with friends and family

- While the Metaverse Curious in the UK are roughly equally split between meeting new people and interacting with existing friends, the US Curious group may be influenced by the prospect of meeting new people with similar interests.

### Socializing in the Metaverse: Trialists & Curious



Across the UK and US, Trialists are more likely to socialize in the Metaverse with new people than existing friends and family members. Around two in ten of this group in both the UK and US already think that life in the metaverse is likely to be better than real life.

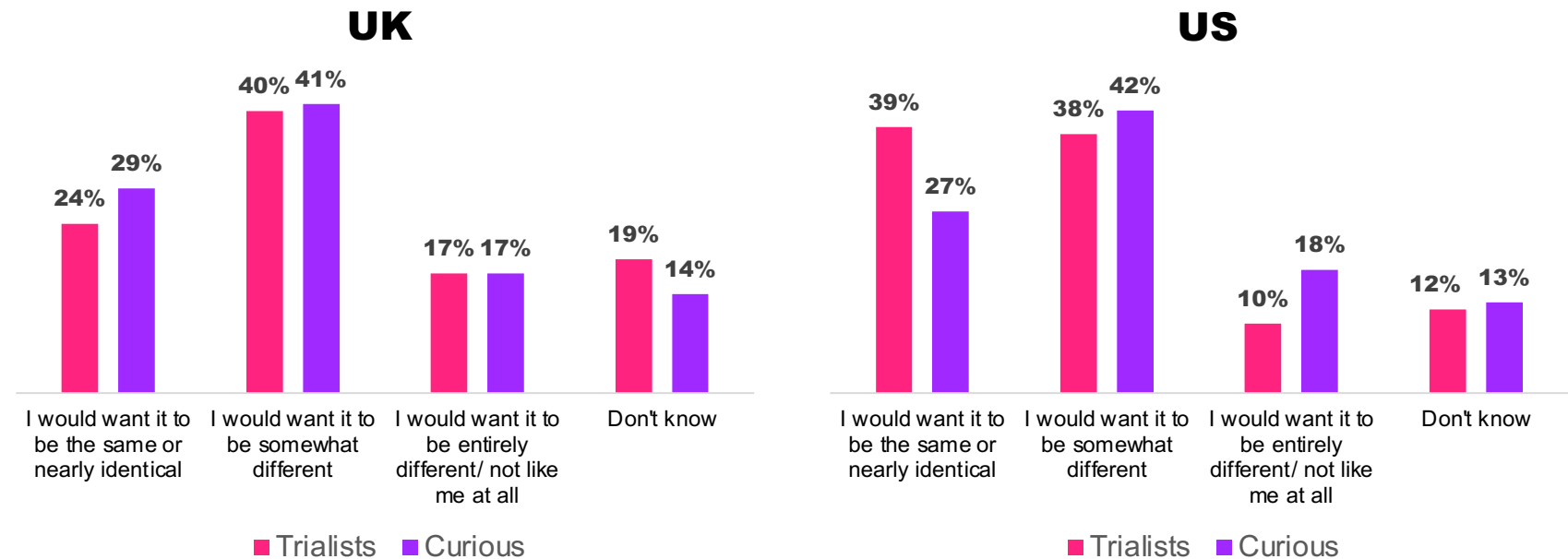
Q. Which, if any, of the following apply to you? Base: Trialists and Curious

## Metaverse explorers want new or evolved identities

- In the UK, 57% of Trialists and 58% of Curious want to be entirely or somewhat different.
- In the US, 48% of Trialists and 60% of Curious want to be entirely or somewhat different.

In both the UK and US, most Trialists and Curious have a clear idea of who they will choose to be when in the Metaverse, whether it's exactly like themselves in real life, or the complete opposite. The majority of those who are interested in the Metaverse would like to either stay true to or look not too far from their real-life identity. The opportunities for capture and recreating IRL information emerges as the identity would be a must-have for any individual connecting.

### Metaverse identity: Trialists & Curious



Q: If you were to use the Metaverse... How similar, if at all, would you want your Metaverse identity be to your real identity? This includes things like appearance, style, attitude, friendship/social circles, etc. Base: Trialists and Curious

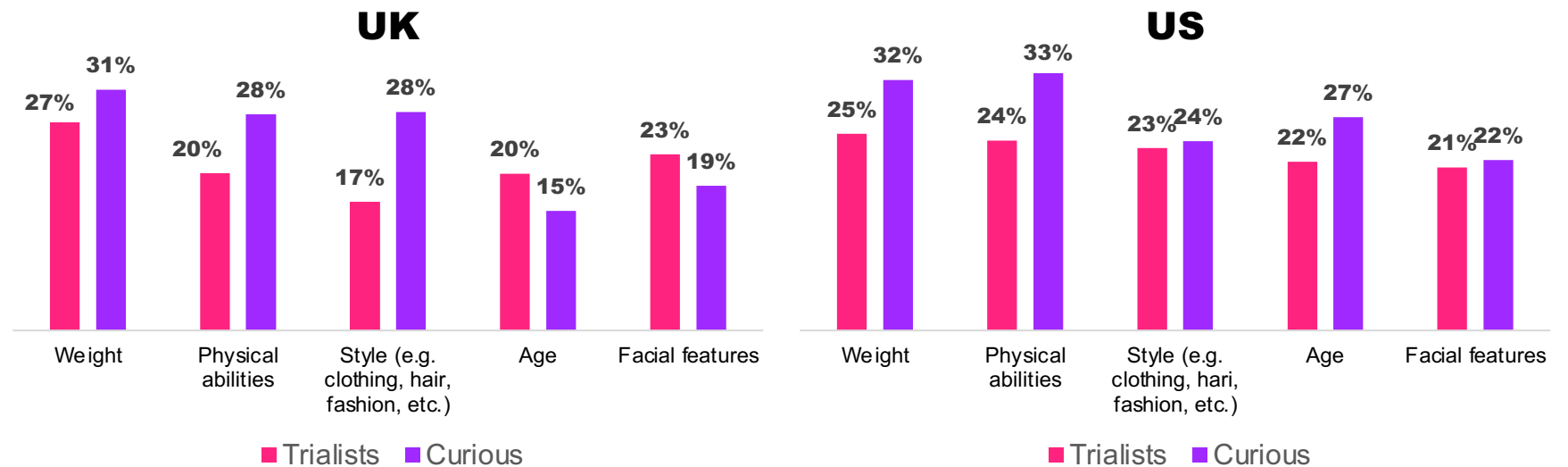
## Preferred Metaverse identity changes are physical

- Among those who would change and/or improve things about themselves in the Metaverse, features such as weight, physical abilities, and age scored highest.
- Stylistic attributes follow physical attributes in likelihood.

As we have seen earlier, there is a mystique around escaping into a virtual world where you can be anyone and do anything you want.

Apart from physical characteristics, **'Style'** emerged as one of the top factors users would change/improve in the Metaverse. Catering to the demand for virtual styling, organizations exploring the Metaverse – especially **retailers** and **fashion brands** – can potentially set up shops in the Metaverse, creating a new engagement and sales stream.

### Changes or improvements to real-life identity: Trialists & Curious



Q: If you were to use the Metaverse, which, if any, of the following things would you be likely to improve or change about yourself?

Base: Trialists and Curious

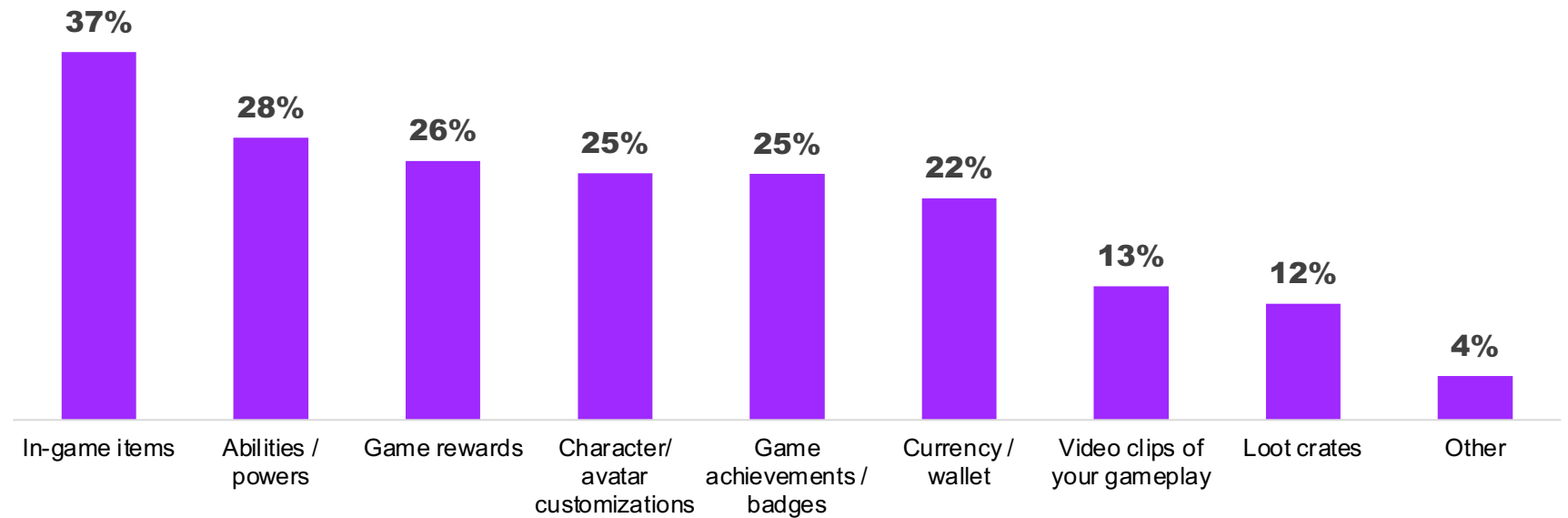


## Gamers will bring in-game items and rewards to other areas of the Metaverse

- Using YouGov Profiles to examine the attitudes of Metaverse Trialists or Curious who also identify as gamers, it's revealed that many would show off their in-game items, rewards, and achievements in metaverse areas outside of their specific games.

Many gamers are heavily motivated by in-game earnings or collections - this is no different in the Metaverse. When asked which in-game elements Metaverse gamers would bring along from one space to another, virtual assets such as in-game items, rewards, and currencies ranked high on the list. Abilities and in-game achievements are also popular.

### In-game elements interested in transferring across the Metaverse: US Trialists/Curious Gamers



Q: Which of the following in-game items would you be interested in taking with you outside of a game to another area of the Metaverse?  
Base: US Trialists and Curious gamers

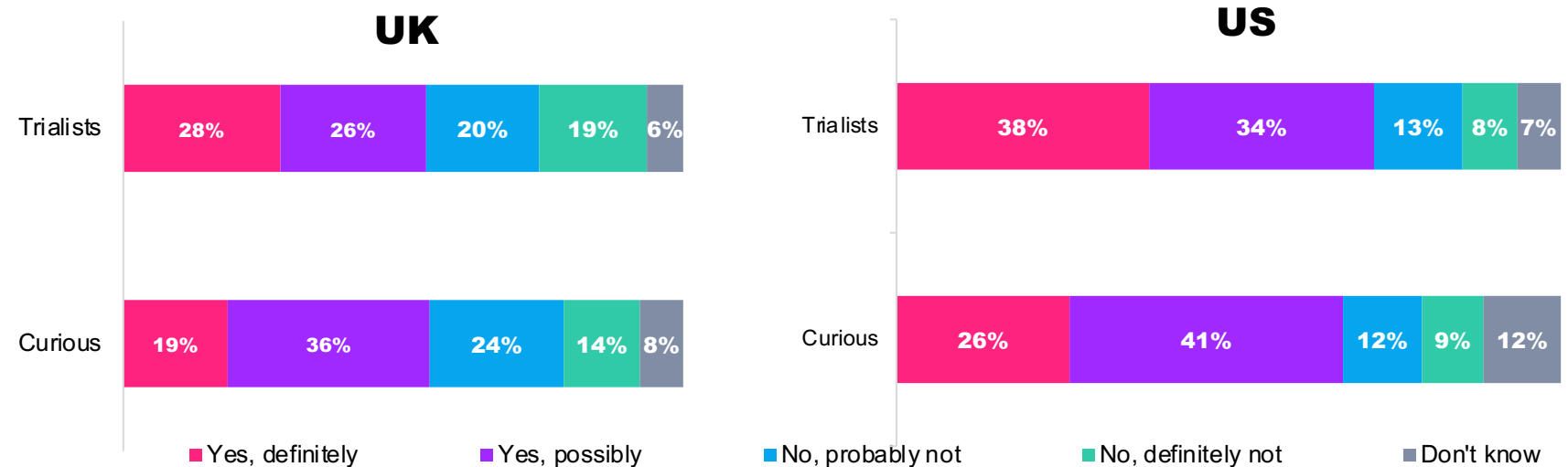


## More Americans than Brits see money-making opportunities in the Metaverse

- In both countries, the majority of Trialists and Curious can, to some degree, see themselves making money in the Metaverse.

As business in the Metaverse booms, virtual economies will increasingly provide new ways to earn money in the Metaverse. Americans are more likely to see themselves having a job and earning money in the Metaverse at some point in the future than Brits.

### Career and income opportunities in the Metaverse: Trialists & Curious



Q: Could you ever see yourself working in the Metaverse and earning money so that you didn't have a job in the real world? Base: Trialists and Curious

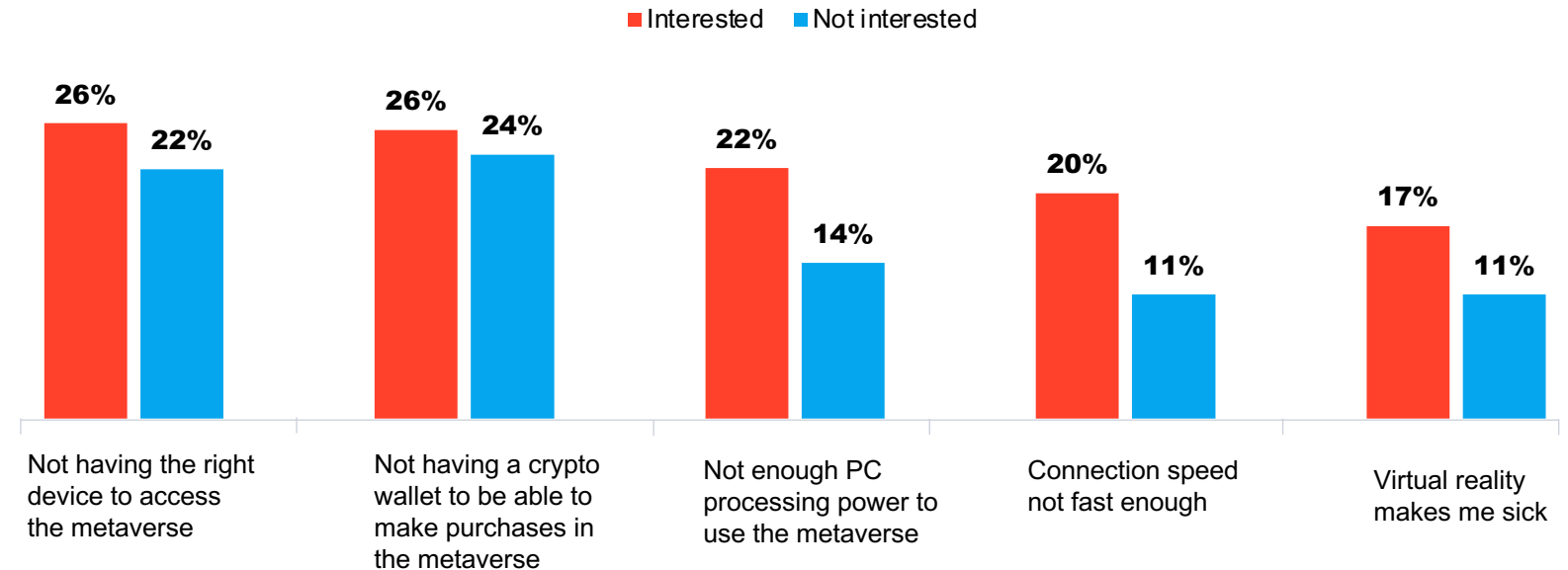
# Concerns Surrounding the Metaverse

**Poised to be a 3D, immersive virtual equivalent of real-life, the Metaverse will significantly increase interaction with digital technologies. As more work, social, and entertainment use-cases become possible in the Metaverse, what are consumers' main concerns, and how much will these impact everyday life as we know it?**

## Consumers interested in the Metaverse are limited by access to technology

- The biggest variances between interested and uninterested consumers relate to PC processing power and connection speeds.

### Metaverse limitations by interest level (US)



What do consumers in the US consider to be limitations to using the Metaverse? One of the top factors among both 'Interested' and 'Not interested' audiences is the requirement of having a cryptocurrency wallet to enable making purchases in the Metaverse. Of similar levels of concern is not having the right device to access.

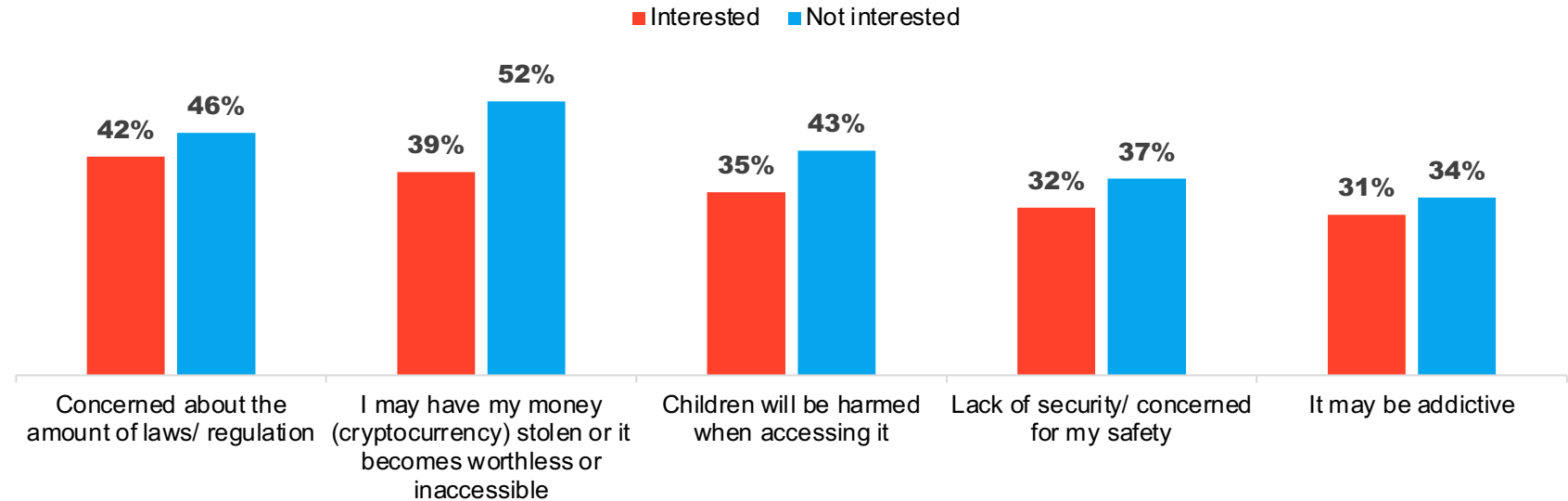
*Q: Which, if any, of the following limits you from using the Metaverse? Base: All US adults. Trialists and Curious are grouped into the 'Interested' segment; Uncertain and Rejecters are considered 'Not interested.'*

## Americans are most concerned about laws and crime in the Metaverse

- While robust and elaborate security, policy, legal, and regulatory infrastructures govern real life, the communities and economies set to be created within the Metaverse will be unprecedented.

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### Metaverse concerns by interest level (US)



The most significant discrepancy between interested vs. uninterested audience segments is cryptocurrency accessibility and security. For those hesitant about the Metaverse, they require assurance of a safe and trackable payment infrastructure to increase their likelihood of adoption.

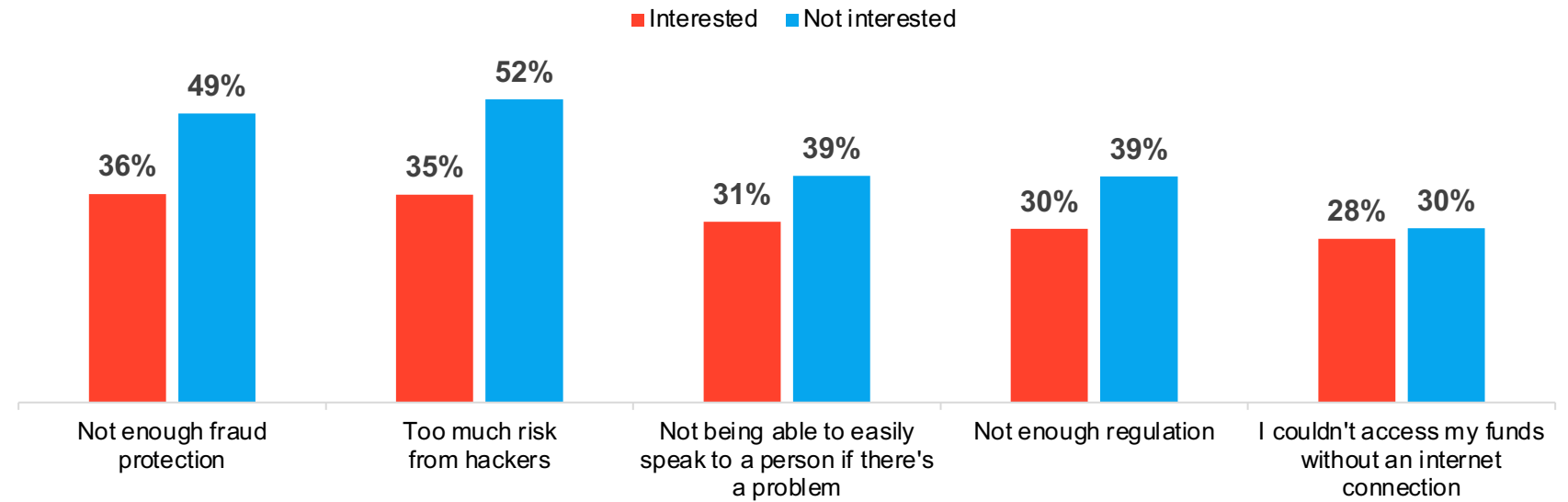
Over half of the uninterested audience is concerned their money might be stolen, deflated, or inaccessible. Notably, possible harm to children when accessing the Metaverse ranks third among this group, while those interested are more concerned about regulation to protect themselves.

*Q: Which, if any, of the following concerns you about the Metaverse? Base: All US adults*

## Americans worry about fraud and hacking in the Metaverse

- To fully break into the mainstream, financial services and technology companies need to establish more credibility in securing a safe environment so all prospective users can feel comfortable interacting with other parties in the Metaverse.

### Metaverse payment concerns by interest level (US)



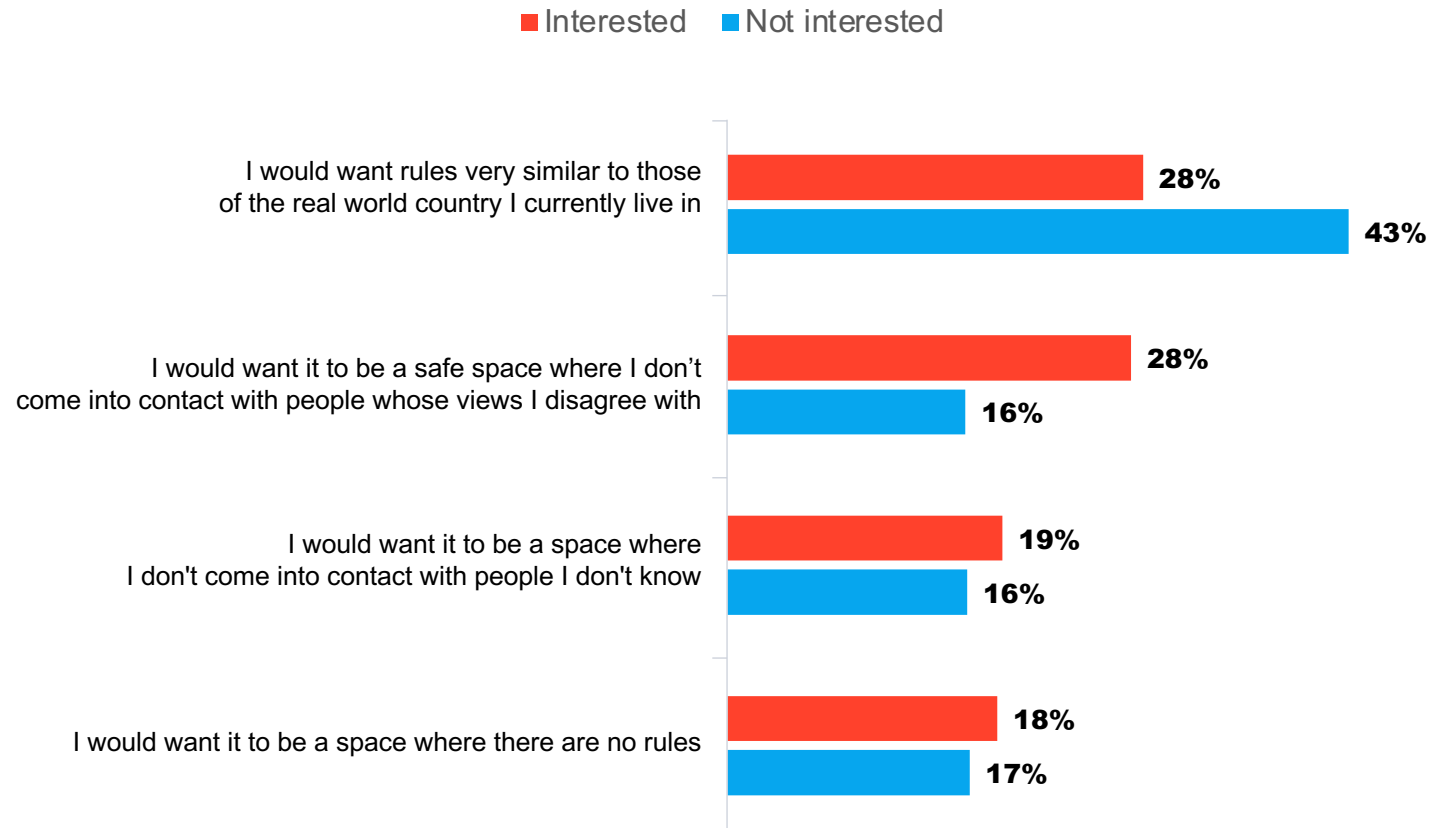
As mentioned earlier, other than law and culture concerns, payment security is also the biggest Metaverse worry. We further dove into the analysis to find exactly why people reject the Metaverse. According to our research, the 'not interested' audience is significantly more sensitive to payment security, including fraud protection for their virtual estate and threats of hacking.

Q: Which, if any, of the following concerns would you have about paying for goods and services in the Metaverse? Base: All US adults

## Americans want real-life rules in the Metaverse

- Those already interested in the Metaverse care more about creating a new space in the virtual world where their privacy and safety are respected, whereas those uninterested are more likely to expect the same rules of the real world to apply to the Metaverse.

### Preferred Metaverse regulations by interest level (US)

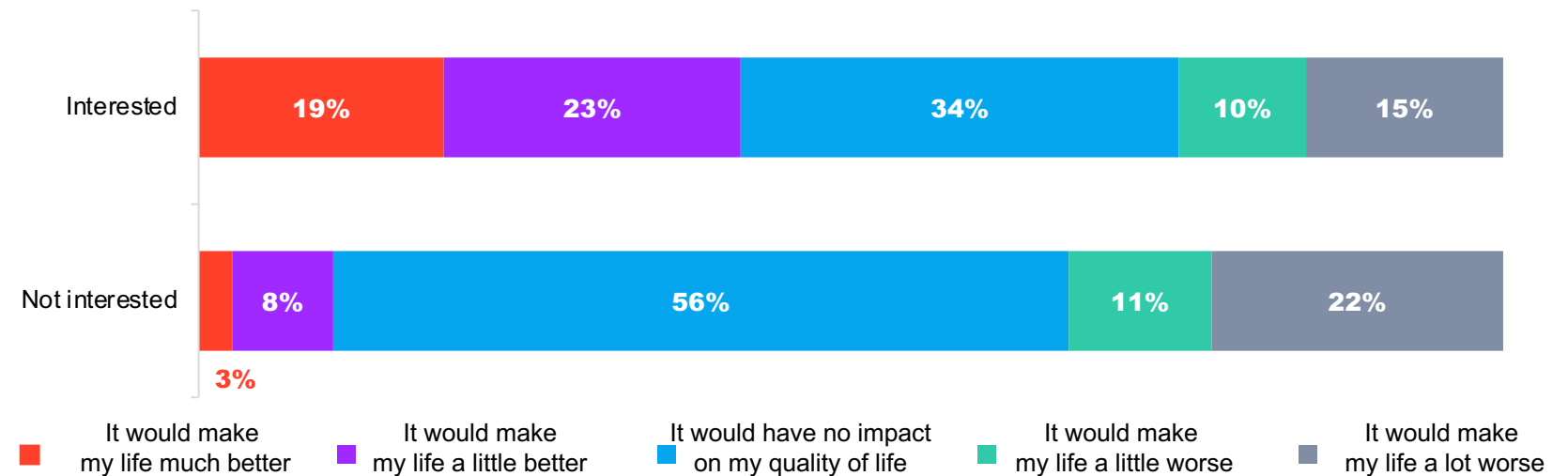


Q: For the following question, please imagine or assume that the Metaverse is only available to those 18 or over. Which, if any, of the following describe how you would want the Metaverse to be? Base: All US adults

Interested Americans are more optimistic than pessimistic about life changes the Metaverse will bring

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## Impact of the Metaverse on quality of life by interest level (US)



While more Rejecters and Uncertain believe the Metaverse will not impact the quality of their life, a third (**33%**) of this 'Not interested' group worry the Metaverse will worsen their real-world experience.

In contrast, the percentage of 'Interested' crowd who have tried or want to try the Metaverse foresee positive changes to their quality of life, nearly quadrupling the 'Non interested' (**42%** vs **11%**).

Q: If you were to use the Metaverse...To what extent do you think the Metaverse would make your life better or worse, or would it have no impact on your quality of life? Base: All US adults

## UNLOCKING THE METAVERSE: KEY TAKEAWAYS

**While the metaverse is now a hot topic for marketers, most Brits and Americans still don't know of or understand it.**

Beware of the metaverse echo chamber – and be aware that what 'metaverse' means today isn't what it will mean tomorrow. Be patient with consumers and expect a long learning curve.

**Early tech adopters are forming initial opinions of the metaverse by experiencing it in its infancy – and are highly likely to share them.**

There is risk in white-washing any virtual activation as being 'in the metaverse.' Early Trialists see this world as more social network, less virtual reality. If their experience is sub-par, so too will be their opinion.

**There is a clear distinction between those uncertain about the metaverse vs. those who flat-out reject it – treat them differently!**

Outright rejecters (1 in 5 Brits/Americans) are largely older generations who have a general sense of uneasiness when it comes to new tech. Those uncertain are hesitant about crypto and regulation.

**In the absence of a fully-built metaverse, consumers have a difficult time visualizing how it will differ from existing VR tech.**

Many appear to think of the metaverse and VR as one in the same – in many cases not realizing the metaverse can be accessed without a VR device. Education and differentiation vs. VR will soon be very key.

**Predictors of excitement for the metaverse include high levels of engagement with online media and video gaming, as well as openness to cryptocurrency / blockchain.**

Interested consumers are not only more engaged with the tech at its foundation, but are also able to see the economic value of the metaverse – not just its 'fun factor.'

**At this stage in the metaverse's evolution, a dichotomy exists: for some, it represents an aspiration to make life a little better. For others, it threatens to undermine 'real' life.**

Most consumers do not want an entirely alternate reality in the metaverse – however, many envision ways it can enhance the physical world... without replacing it.





# Get in touch

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