Consumer Perceptions about the Metaverse

Survey Research Results

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US Aggregate Consumer Results

August 2022

42%

of US Residents are
Metaverse Enthusiasts

Defined as: currently engaging in the Metaverse, or
want to engage with the Metaverse in the near future

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Key Findings

Metaverse enthusiasts are excited to try a variety of experiences (attending virtual events, thrill seeking adventures, touring homes, trying on clothes, buying cars or exploring places before traveling).

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Advertising & Shopping
Metaverse enthusiasts are interested in engaging with industries such as Retail, Travel, Food & Beverage, and Beauty. Most think that their shopping experiences on the Metaverse will be solo endeavors.
They expect to see brands advertising on the Metaverse very soon, with direct messages, pop-ups, and influencer marketing. Exclusivity, representation, and community are very important tools to drive engagement with brands.

Concerns
People of all ages are concerned about privacy and security within the Metaverse, particularly identity theft, selling personal data, and device hacking. Only people in the youngest generations are willing to give significant amounts of personal data within the Metaverse.

Avatars
Most (with the exception of Boomers) would interact with a Metaverse influencer. In fact, one in three would feel more comfortable with a Metaverse influencer than with a real-life one. Most people say that they will create an avatar that looks like they do in real life - but **1 in 3** Boomers would create a completely new image.

Community
With the exception of Boomers, Metaverse enthusiasts expect that the Metaverse will supplant their current social media experiences. Rising costs (e.g., travel) and concerns about viruses are strong reasons to want to engage in a virtual world.
Metaverse enthusiasts are excited to visit new places and learn about different cultures and spend time with family and friends (old and new). Half would be interested in meeting a love interest.
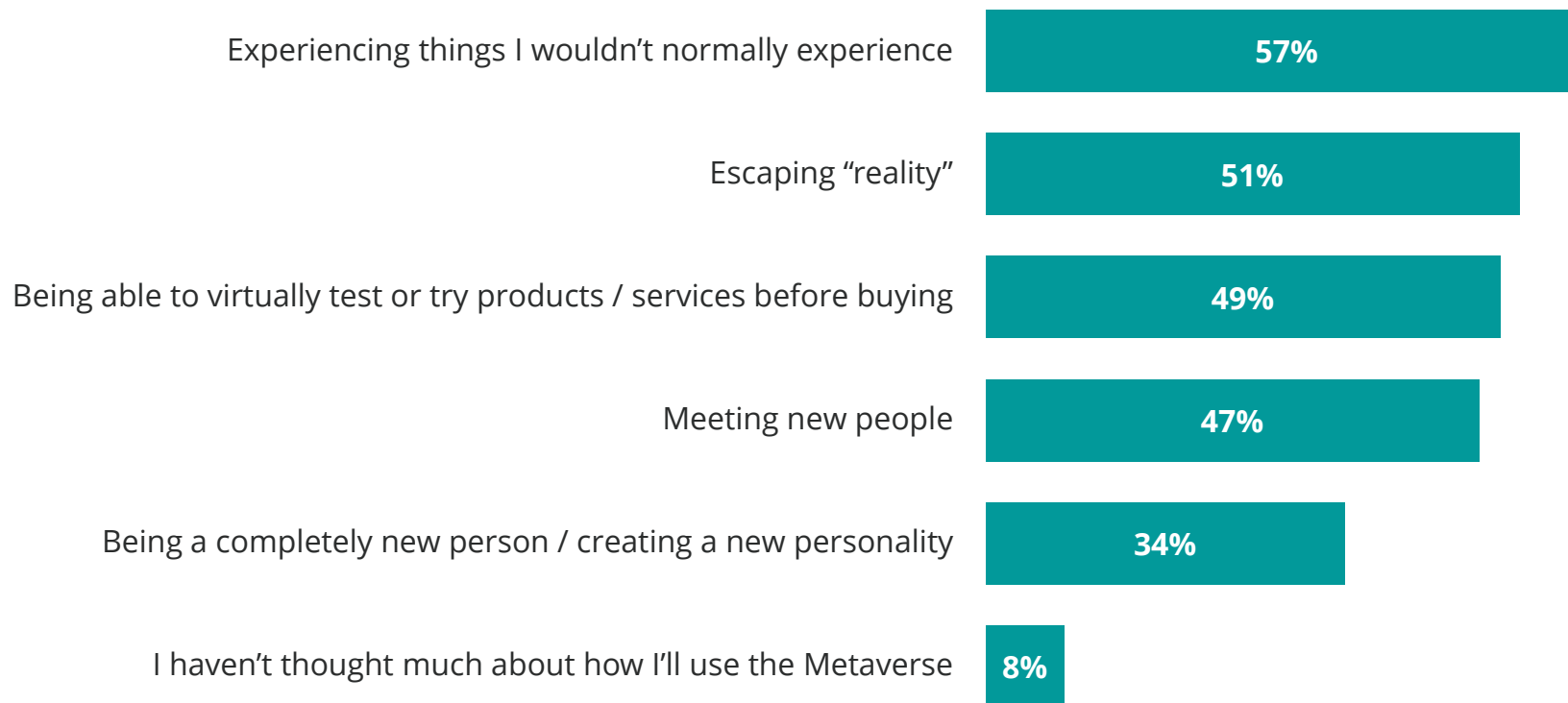
Experiences

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Consumers looking forward to unique experiences and ways to escape reality

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Metaverse enthusiasts are most excited about experiencing things they wouldn't ordinarily experience, and escaping reality. They are also enthusiastic about virtual shopping. Surprisingly, only one in three say they are looking forward to creating a new personality in the Metaverse.

Gen Z is most enthusiastic (66%) about escaping reality. Millennials on the other hand are equally excited about virtual try-ons, escaping reality, and meeting new people (54% each). Gen X and Boomers most want to experience new things.

q1 - When it comes to using the Metaverse, what do you look forward to the most?

Experiencing things I wouldn't normally experience	57%
Escaping "reality"	51%
Being able to virtually test or try products / services before buying	49%
Meeting new people	47%
Being a completely new person / creating a new personality	34%
I haven't thought much about how I'll use the Metaverse	8%

Thrill seeking and life experiences are of most interest

However, business transactions (touring a home, trying on products, buying a car or exploring dining options) are also popular.

q2 - Which of the following experiences would you use the Metaverse for?

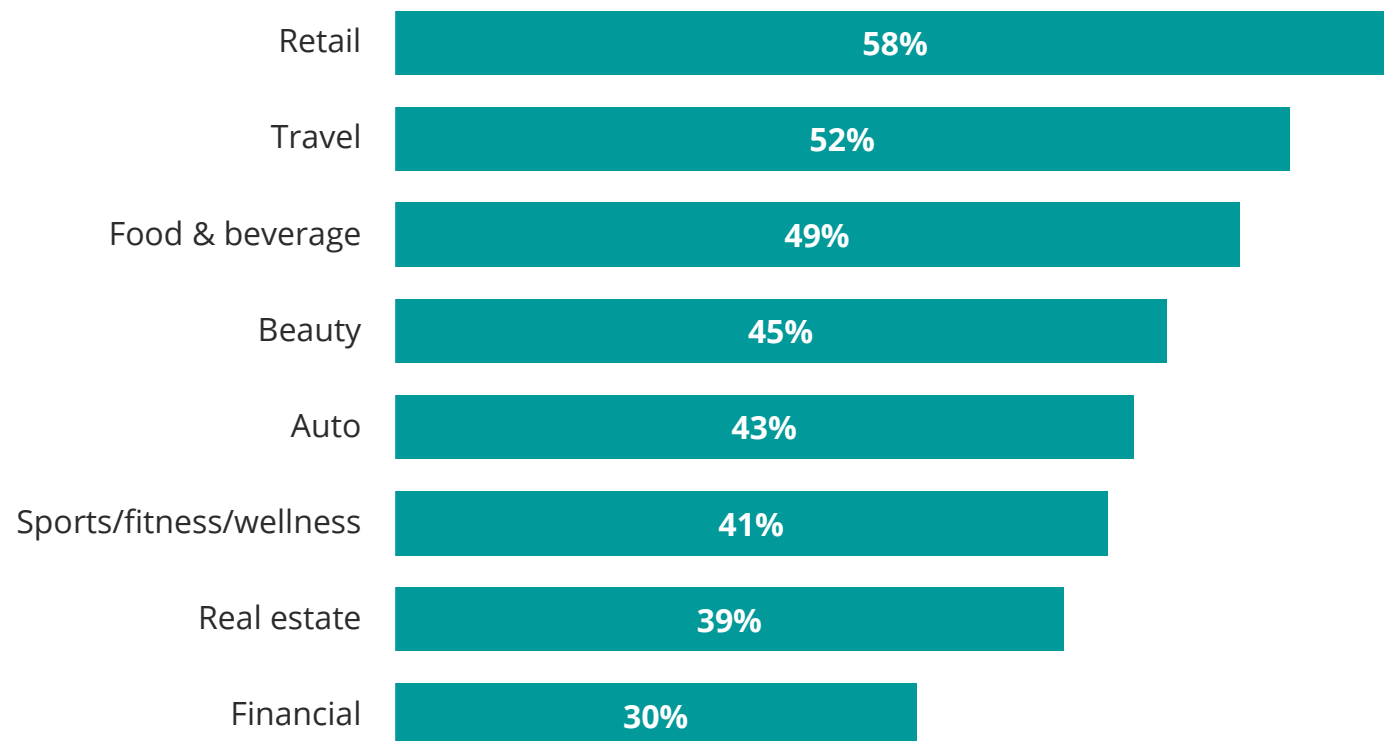| Experience	Percentage
An event, concert or festival	43%
To engage in thrill seeking adventures	40%
To tour a home when looking to buy or rent a property	37%
To try on shoes, clothes or makeup before purchasing	37%
To engage in activities that I'd like to keep confidential	34%
As an online car buying tool	32%
To explore dining options, menus and restaurant ambiance	32%
To test a fitness class, sports activity or mindfulness program	30%
To test an airplane seat or look at a hotel room before I booked	28%
To go on dates or connect with people more intimately	25%
To help employees or my colleagues onboard	20%
To interact with my bank	19%
To join a political or societal cause	15%

A variety of industries can meet consumer needs in the Metaverse

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Metaverse enthusiasts are interested in using the Metaverse to engage in a variety of industries, with Retail, Travel, Food & Beverage, and Beauty leading the way.

Millennials have higher interest in a variety of industries compared to other age groups, particularly Sports/fitness, Beauty, and Real Estate.

q5 - Would you use the Metaverse to engage and buy from brands in the following industries?

| Industry	Percentage
Retail	58%
Travel	52%
Food & beverage	49%
Beauty	45%
Auto	43%
Sports/fitness/wellness	41%
Real estate	39%
Financial	30%

Most envision shopping in the Metaverse as a solo experience

Virtually all US Metaverse enthusiasts appreciate opportunities to test a product before purchase. Though in-person testing is most preferred, half are open to online or Metaverse testing opportunities. This is true of all age groups.

Across all age groups, the majority see shopping within the Metaverse as a solo activity. Boomers are the age group most likely (29%) to want to shop with friends/community.

q4 - How would you prefer to experience or test a product?

50%	■ in-person
19%	■ online
16%	■ in the Metaverse
15%	■ both in-person and online or in the Metaverse
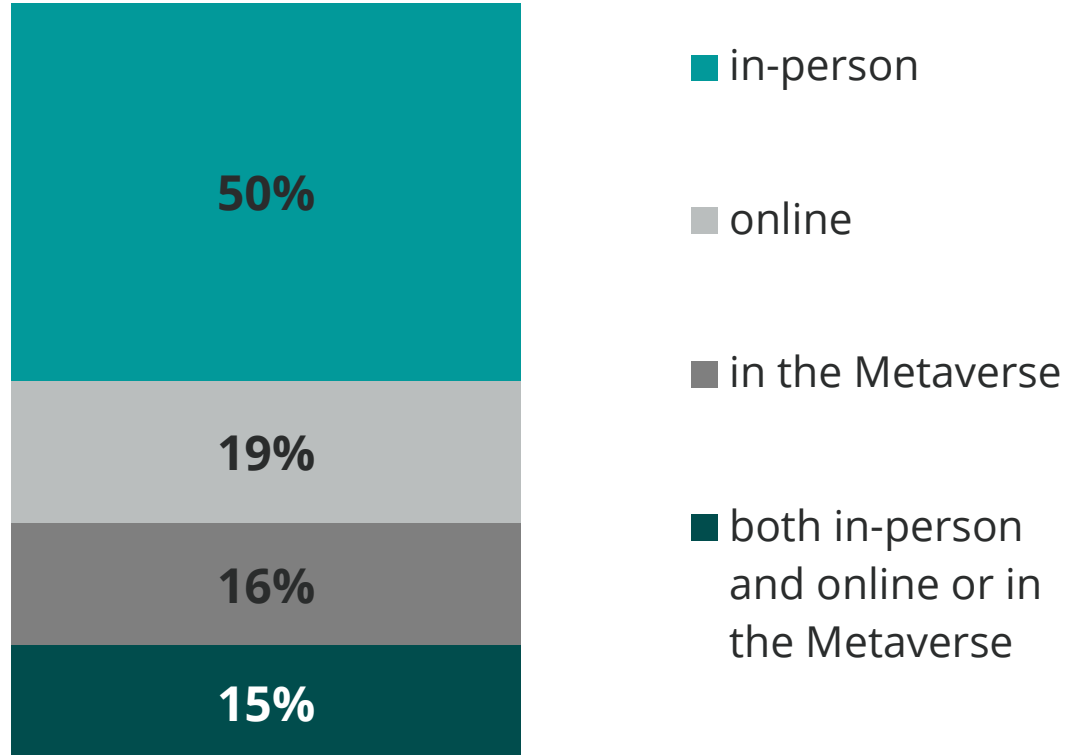
79%
Would like to shop more independently by trying or testing an item with my avatar (source: q6)
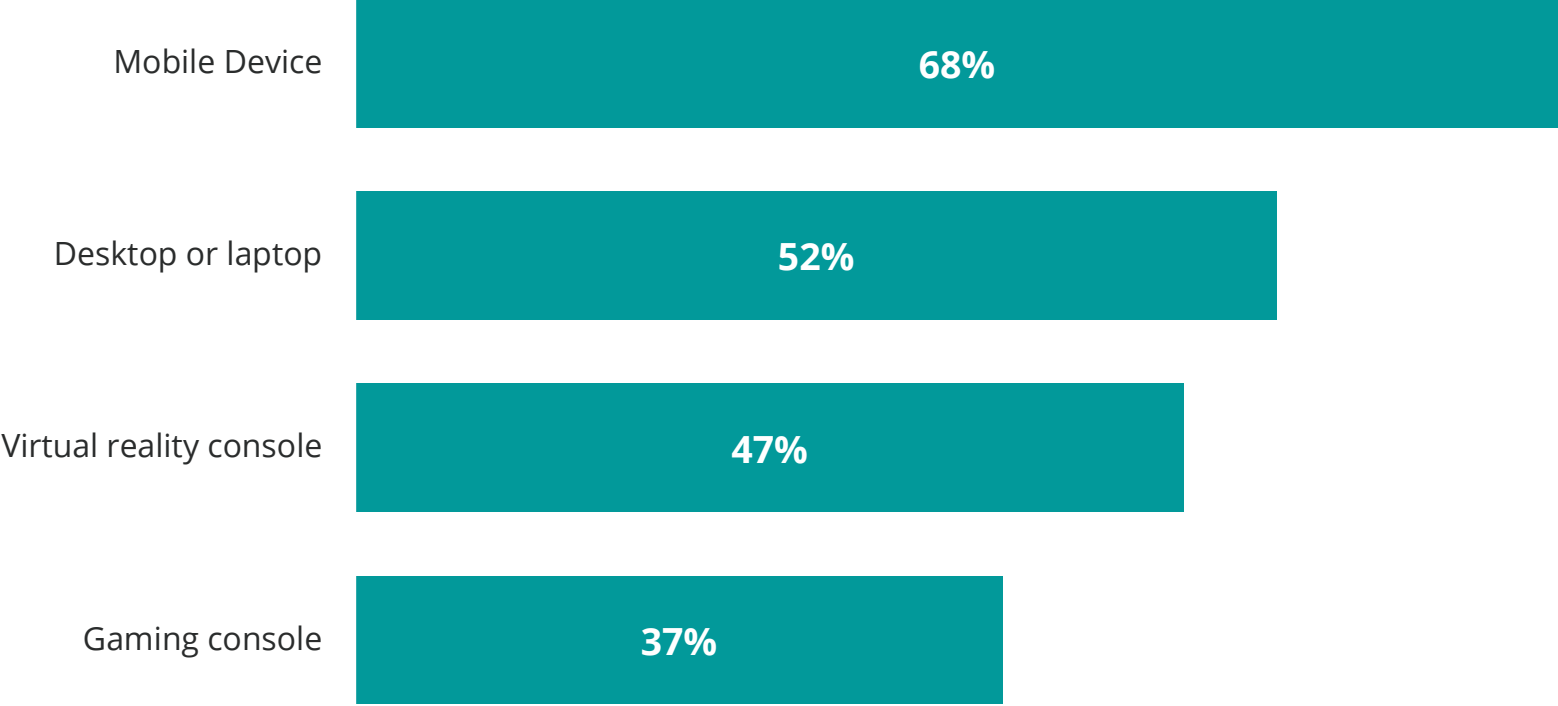
Mobile devices will be used by many to engage

Mobile devices are likely to be the most commonly used devices to interact with the Metaverse, with some differences by age:

- Half of Millennials and Boomers may use a computer (higher than both Gen Z or Gen X)
- VR consoles will be used by at least half of Gen Z and Millennials
- Gaming consoles are only commonly going to be used by Gen Z and Millennials

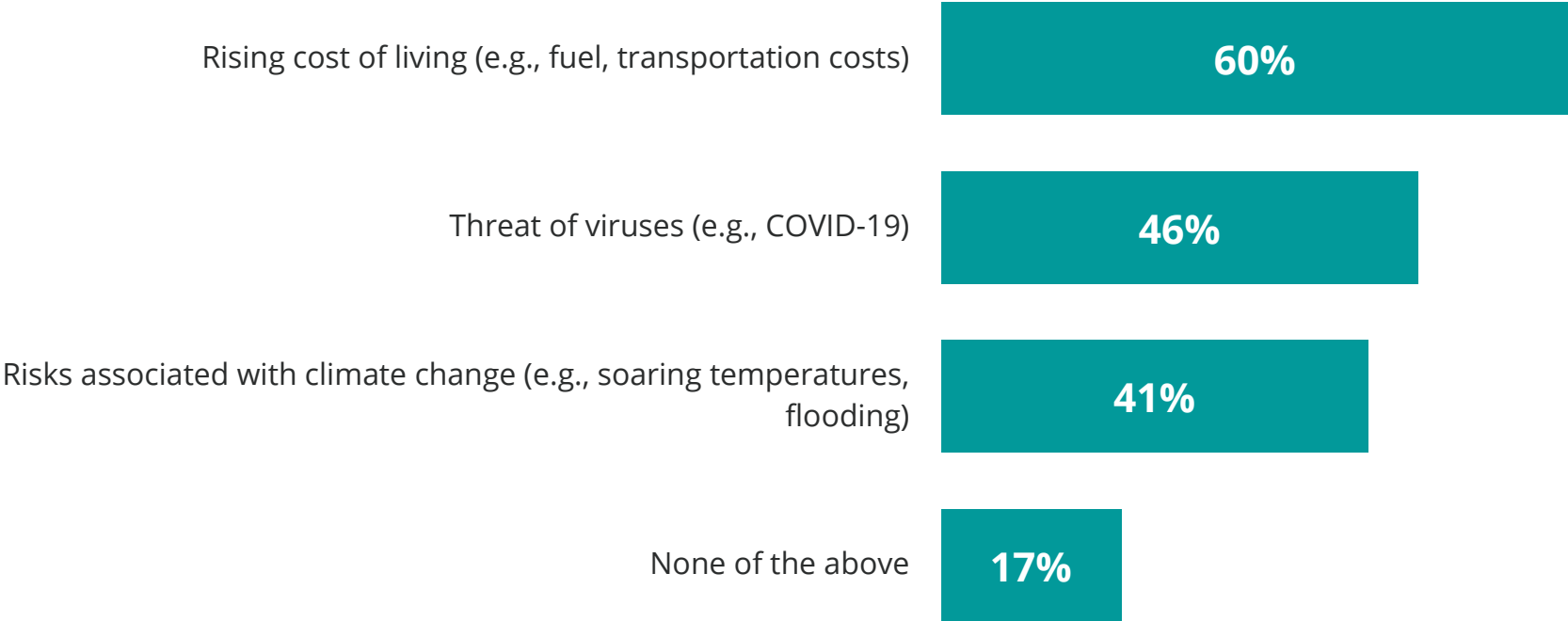## q13 - What device(s) will you use to spend time in the Metaverse?

Device	Percentage
Mobile Device	68%
Desktop or laptop	52%
Virtual reality console	47%
Gaming console	37%

Metaverse interactions are real world escapes

While rising costs are a reason to participate in real-world escapes for all ages, Gen Z is more likely to say it is because of the threat of viruses like COVID-19.

q36 - Would any of the following real-world issues make you more inclined to participate in the Metaverse as a way to escape the real world?

Rising cost of living (e.g., fuel, transportation costs)	**60%**
Threat of viruses (e.g., COVID-19)	**46%**
Risks associated with climate change (e.g., soaring temperatures, flooding)	**41%**
None of the above	**17%**

Weight: Unweighted **Filters:** In what country do you live?: United States **Base Size:** 1000

Advertising

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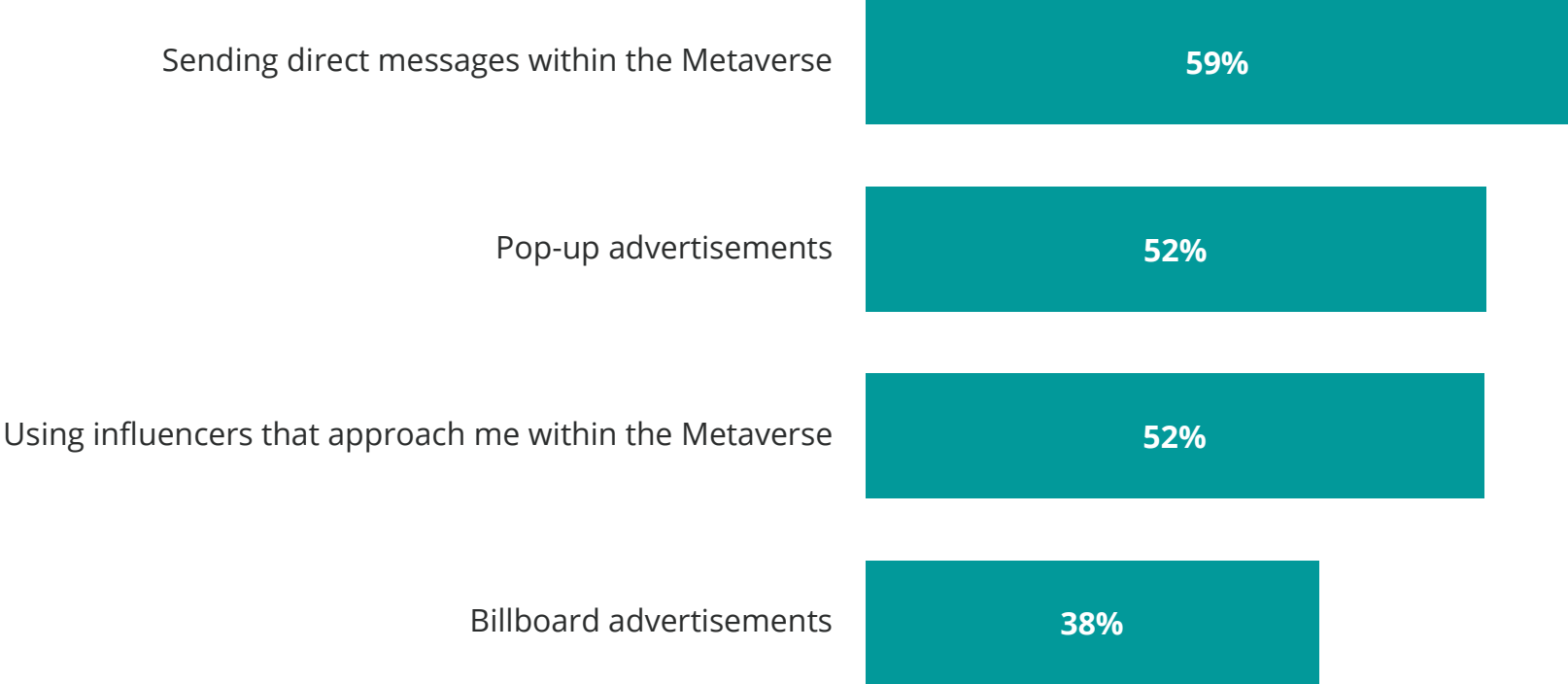# Brands are expected to advertise in the Metaverse soon

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Most consumers expect to see brands advertising on the Metaverse very soon, with direct messages, pop-ups and influencer marketing. Boomers are most likely to expect direct messages (73%) while Millennials think that ads and influencers will be most common.

q31 - How do you expect brands to be selling or advertising in the Metaverse?

88%

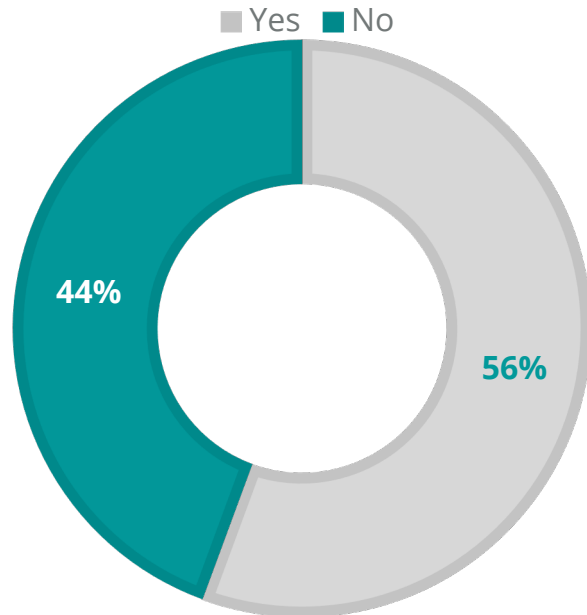## Expect most brands will sell or advertise on the Metaverse in the next 1-2 years (source: q7)

Sending direct messages within the Metaverse — **59%**

Pop-up advertisements — **52%**

Using influencers that approach me within the Metaverse — **52%**

Billboard advertisements — **38%**

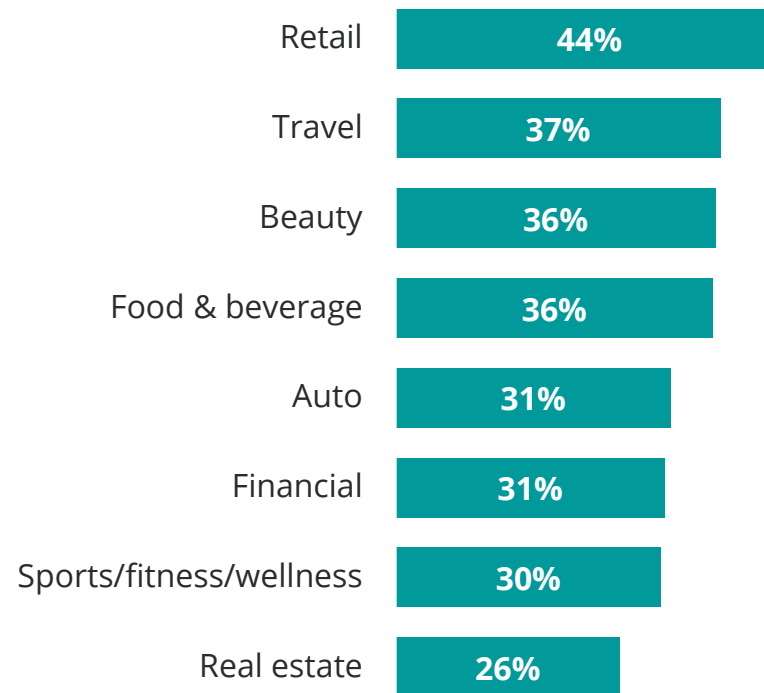# Many have experiences with digital humans in other contexts

A surprisingly high number of Metaverse enthusiasts indicate that they have interacted with a digital human while shopping, product testing, or engaging with a brand. Millennials (at 66%) are most likely to say so. The high proportion likely includes interactions with chatbots and other AI-generated content.

Metaverse enthusiasts who have experience with digital humans have had experiences with a variety of industries.

q8 - Have you ever interacted with a digital human while shopping, testing a product or engaging with a brand?

Yes ■ No

44%

56%

q9 - If you think you've interacted with a digital human, what type of brand used a digital human?

Retail	44%
Travel	37%
Beauty	36%
Food & beverage	36%
Auto	31%
Financial	31%
Sports/fitness/wellness	30%
Real estate	26%

Brands can encourage engagement with exclusive access

Millennials are the most likely to be encouraged to engage with brands in the Metaverse. Exclusivity, representation, and community are very important tools to drive engagement.

q12 - Would any of the following encourage you to engage with a brand in the Metaverse?
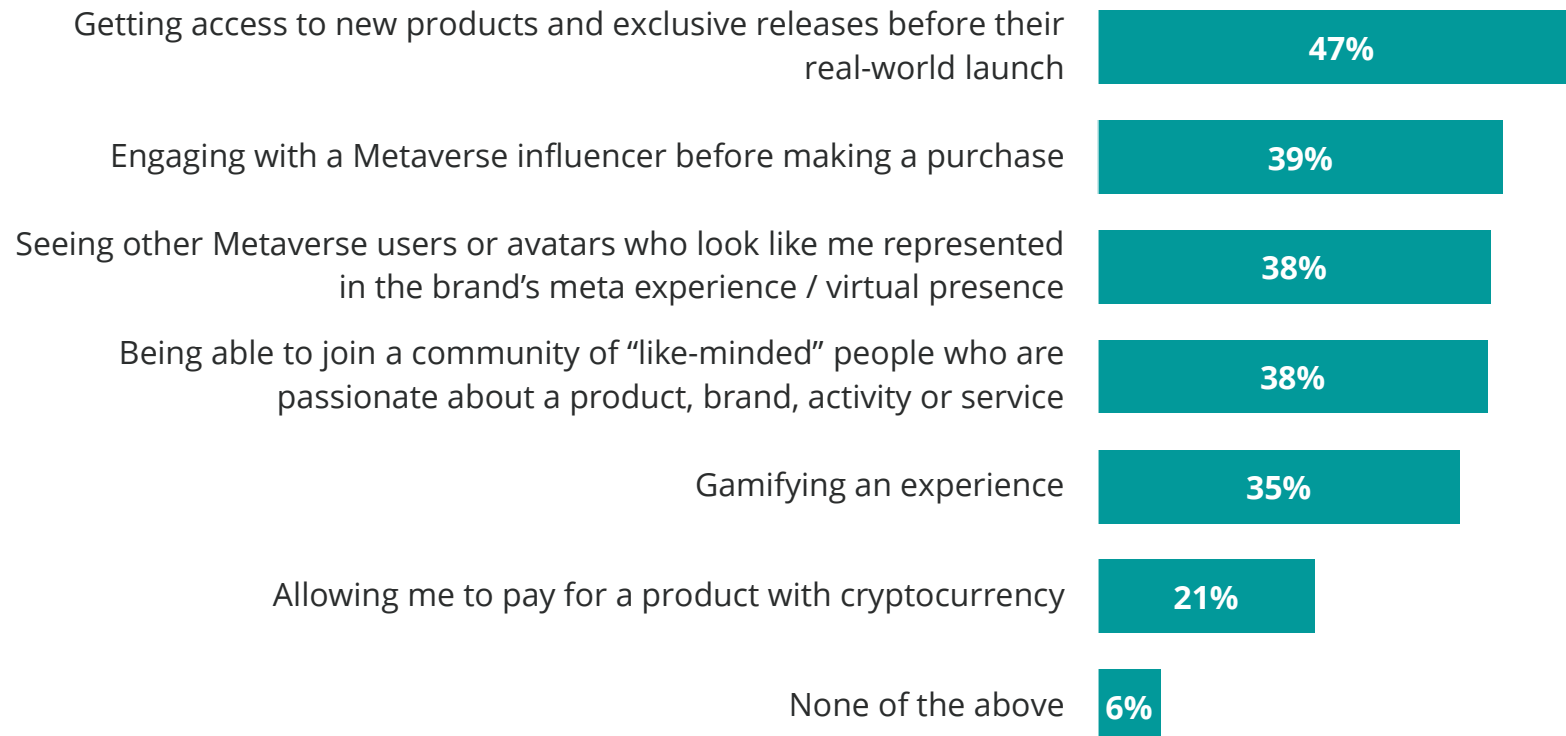
Getting access to new products and exclusive releases before their real-world launch	47%
Engaging with a Metaverse influencer before making a purchase	39%
Seeing other Metaverse users or avatars who look like me represented in the brand's meta experience / virtual presence	38%
Being able to join a community of "like-minded" people who are passionate about a product, brand, activity or service	38%
Gamifying an experience	35%
Allowing me to pay for a product with cryptocurrency	21%
None of the above	6%

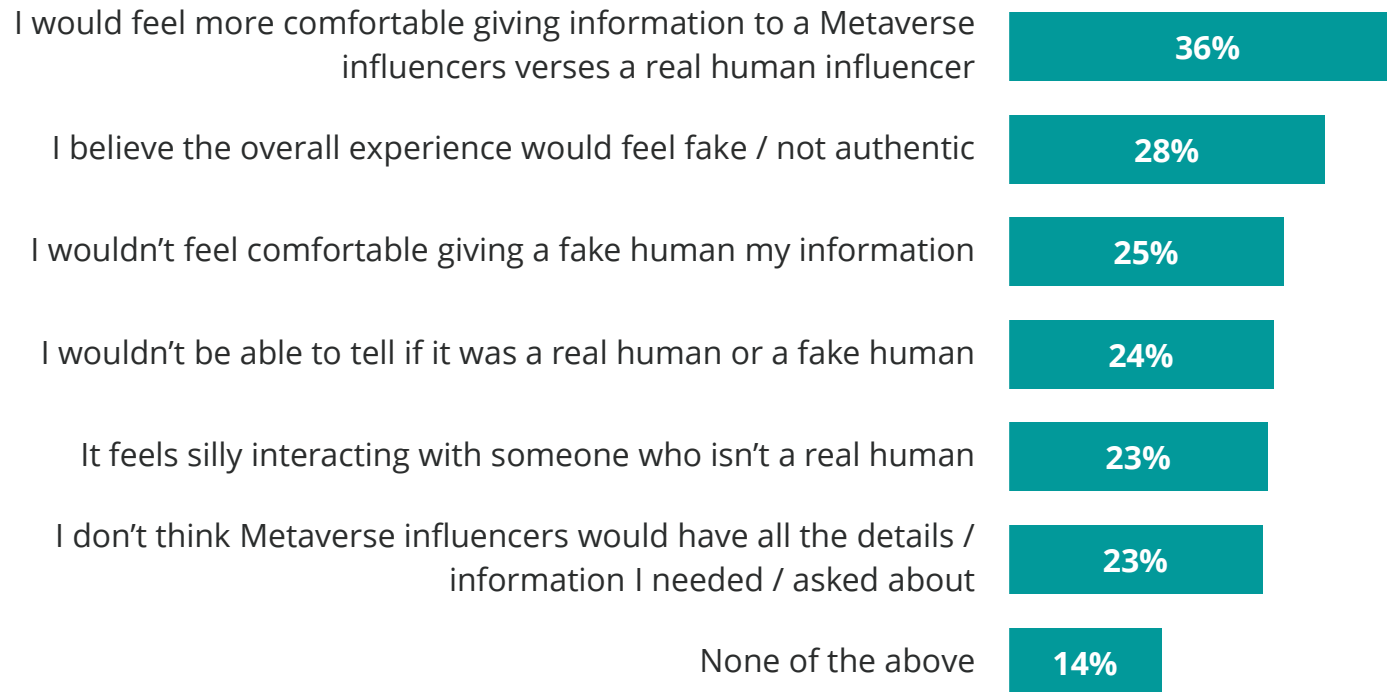# Metaverse enthusiasts are open to influencers

With the exception of Boomers (61%), all ages of Metaverse enthusiasts would interact with a Metaverse influencer.

In fact, one in three would feel more comfortable interacting with a Metaverse influencer vs. a real one. This is particularly true for Millennials (40%). Other concerns are shared equally by all age groups.

q11 - Would you have any of the following concerns about engaging or interacting with Metaverse influencers?

Concern	%
I would feel more comfortable giving information to a Metaverse influencers verses a real human influencer	36%
I believe the overall experience would feel fake / not authentic	28%
I wouldn't feel comfortable giving a fake human my information	25%
I wouldn't be able to tell if it was a real human or a fake human	24%
It feels silly interacting with someone who isn't a real human	23%
I don't think Metaverse influencers would have all the details / information I needed / asked about	23%
None of the above	14%

85%
Would engage or interact
with a Metaverse influencer
(source: q10)

Future expectations

With the exception of Boomers, Metaverse enthusiasts expect that the Metaverse will supplant their current social media experiences.

q14 - In the future, do you believe you will spend more time in the Metaverse than on social media apps, like Facebook, Instagram, etc.?

■ Yes ■ No

21%

79%

Metaverse enthusiasts expect that the Metaverse will play a significant role in the way that they shop and interact with brands, though Boomers are less likely to say so.

q37 - In the future, do you believe the Metaverse will be play a significant role in the way that you shop and interact with brands?

■ Yes ■ No

13%

87%

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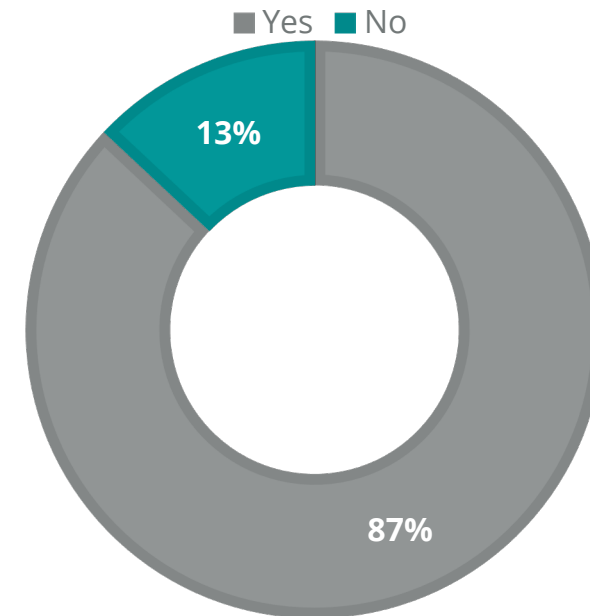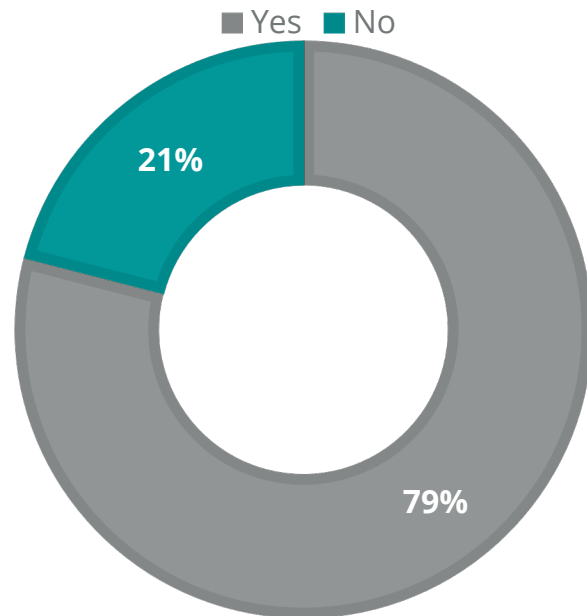
Concerns

Safety of personal data is top of mind
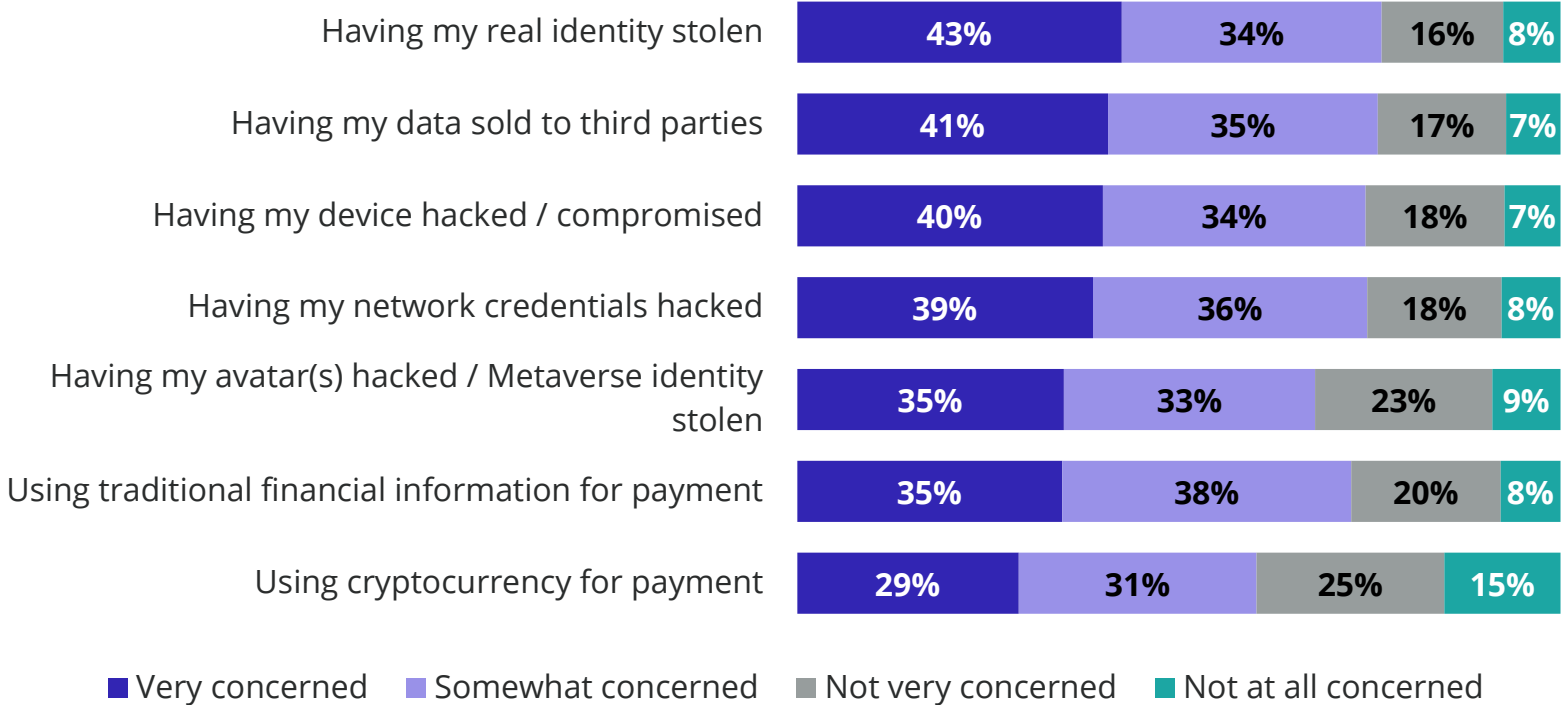
All ages are concerned about the privacy and security of their data within the Metaverse. The most significant concerns are identity theft, the selling of personal data to third parties (particular concern of older generations), and hacking devices.

71%
Concerned about data privacy & security
(source: q16)

q17 - How concerned are you about these aspects of security within the Metaverse?

	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned
Having my real identity stolen	43%	34%	16%	8%
Having my data sold to third parties	41%	35%	17%	7%
Having my device hacked / compromised	40%	34%	18%	7%
Having my network credentials hacked	39%	36%	18%	8%
Having my avatar(s) hacked / Metaverse identity stolen	35%	33%	23%	9%
Using traditional financial information for payment	35%	38%	20%	8%
Using cryptocurrency for payment	29%	31%	25%	15%

■ Very concerned ■ Somewhat concerned ■ Not very concerned ■ Not at all concerned

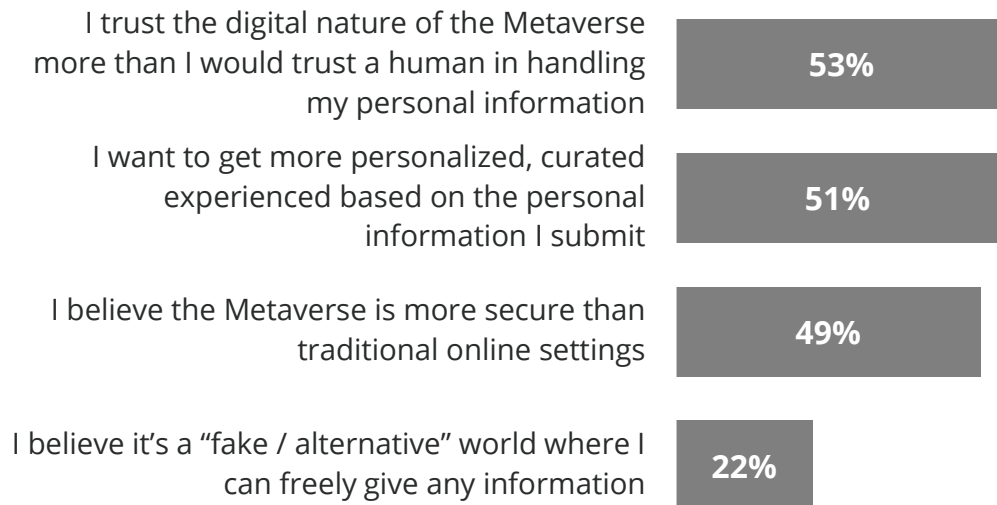# Half are willing to give up more personal info in the Metaverse

Among Metaverse enthusiasts, 2/3 of men, and those in Gen Z and Millennials, are more willing to give personal info within the Metaverse.

This will be a harder sell to older generations, as only 19% of Boomers and 52% of Gen X agree with this statement.

q18 - Are you more willing to give up your personal information / data in the Metaverse than you would be in a regular online setting (for example, shopping on a website)?
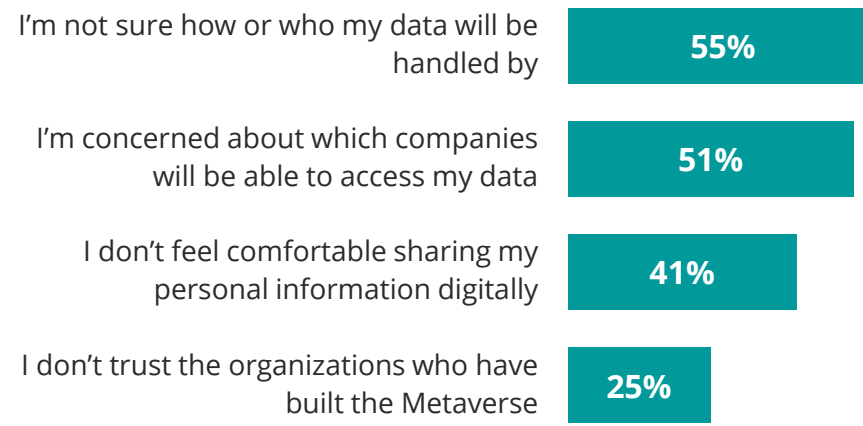
Yes, 54%	No, 46%

q19 - Do any of the following describe why you're more willing to give up more personal information in the Metaverse?

I trust the digital nature of the Metaverse more than I would trust a human in handling my personal information	**53%**
I want to get more personalized, curated experienced based on the personal information I submit	**51%**
I believe the Metaverse is more secure than traditional online settings	**49%**
I believe it's a "fake / alternative" world where I can freely give any information	**22%**

q34 - Do any of the following describe why you're not willing to give up more personal information in the Metaverse?

I'm not sure how or who my data will be handled by	**55%**
I'm concerned about which companies will be able to access my data	**51%**
I don't feel comfortable sharing my personal information digitally	**41%**
I don't trust the organizations who have built the Metaverse	**25%**

Cryptocurrency

Cryptocurrencies

7 in 10 younger (Gen Z and Millennials) Metaverse enthusiasts will use cryptocurrencies in the Metaverse (only 44% of Gen X).

Virtual currencies specific to a certain a Metaverse are used or would be used less than mainstream cryptocurrencies.

q21 - Have you used or would you use any of the following cryptocurrencies?

Category	Percentage
Any metaverse specific virtual currency (Linden, SAND, MANA)	24%
Bitcoin	71%
U.S. Dollar Coin (USDC)	46%
Dogecoin	35%
Ethereum (ETH)	33%
Tether	13%
Linden Dollar	11%
Sandbox (SAND)	11%
MANA	11%
Enjin Coin	10%
Other	1%
None of these	3%
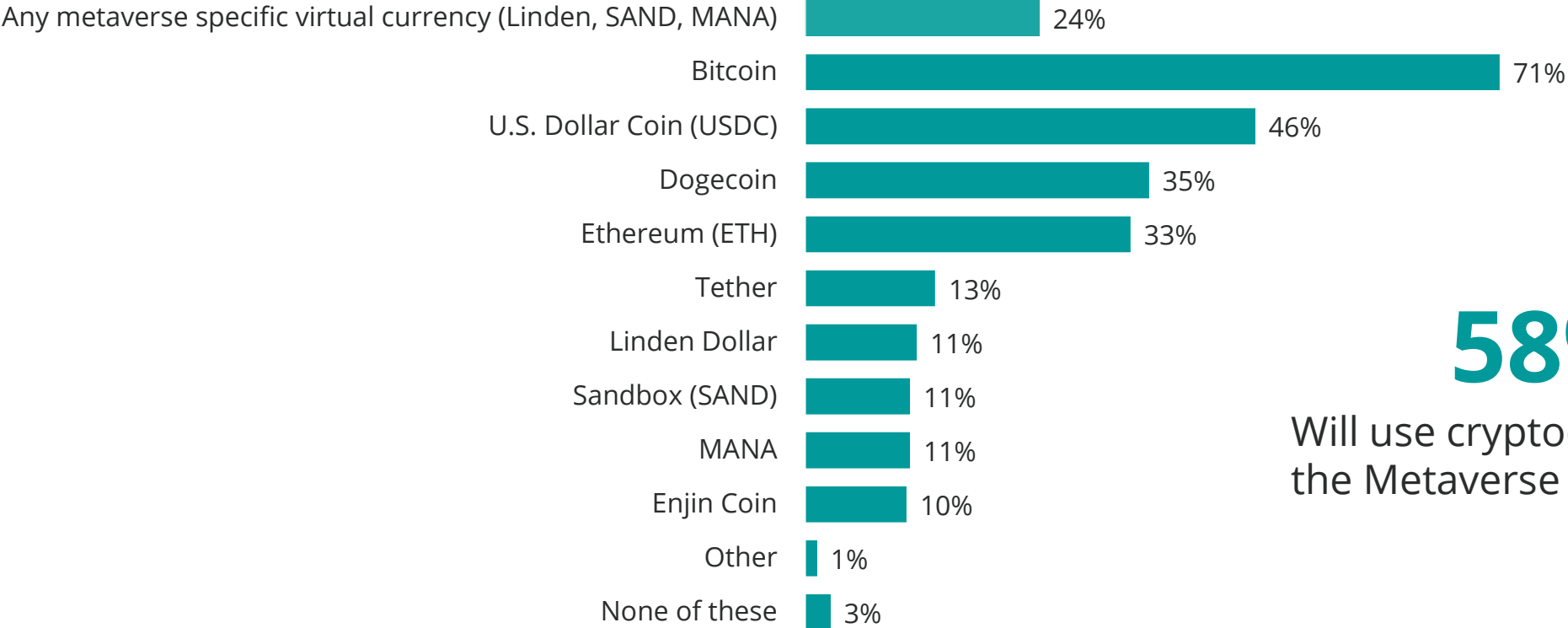
58%
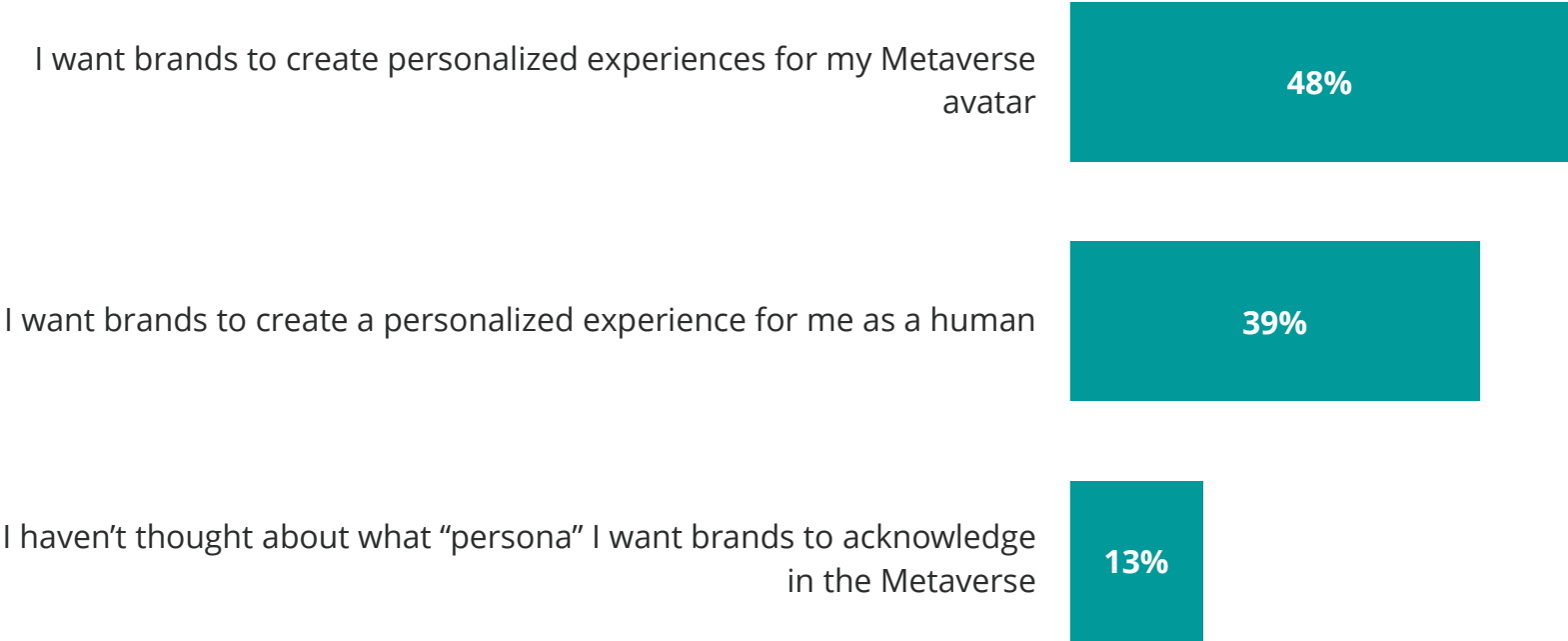Will use cryptocurrency in the Metaverse (source: q20)

Avatars

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Personalization on the Metaverse

Half of Metaverse enthusiasts want a personalized experience - Gen Z and Millennials in particular want brands to create a personalized experience for their Metaverse avatar.

q15 - When engaging with a brand, do you want brands to create an experience that's personalized for your avatar or for you as a human?

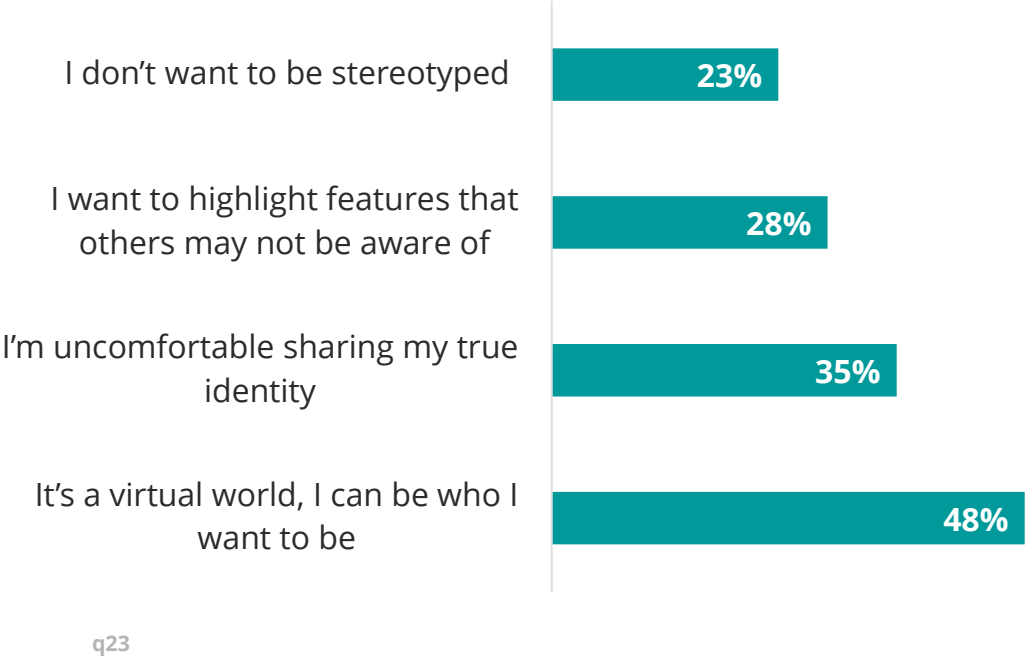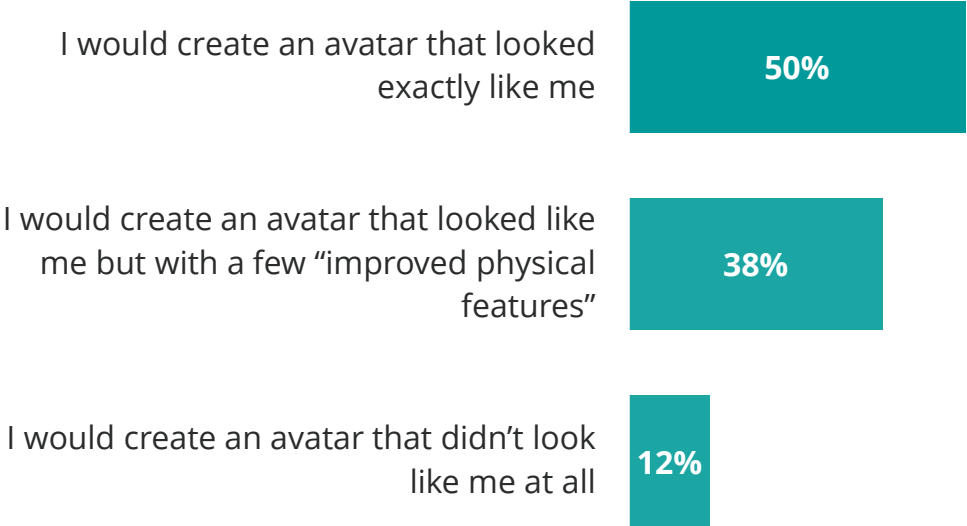|	
I want brands to create personalized experiences for my Metaverse avatar	**48%**
I want brands to create a personalized experience for me as a human	**39%**
I haven't thought about what "persona" I want brands to acknowledge in the Metaverse	**13%**

Most want their avatar to look like themselves "IRL"

While most people would create a Metaverse avatar that looks like they do in real life, 1 in 3 Boomers would create one that didn't look anything like them at all.

q22 - If you were to create an avatar for yourself in the Metaverse, which of the following are you most likely to do?

I would create an avatar that looked exactly like me	50%
I would create an avatar that looked like me but with a few "improved physical features"	38%
I would create an avatar that didn't look like me at all	12%

I don't want to be stereotyped	23%
I want to highlight features that others may not be aware of	28%
I'm uncomfortable sharing my true identity	35%
It's a virtual world, I can be who I want to be	48%

q23

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Community

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Metaverse enthusiasts are excited to visit new places and learn about different cultures, and to spend time with family and friends (old and new).

Half would be interested in meeting a love interest.

Boomers are as enthusiastic as other age groups about cultures and meeting friends but would be far less likely to meet new people (friends or love interests).

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87% to visit new places & learn about different cultures

79% to spend time with friends and family
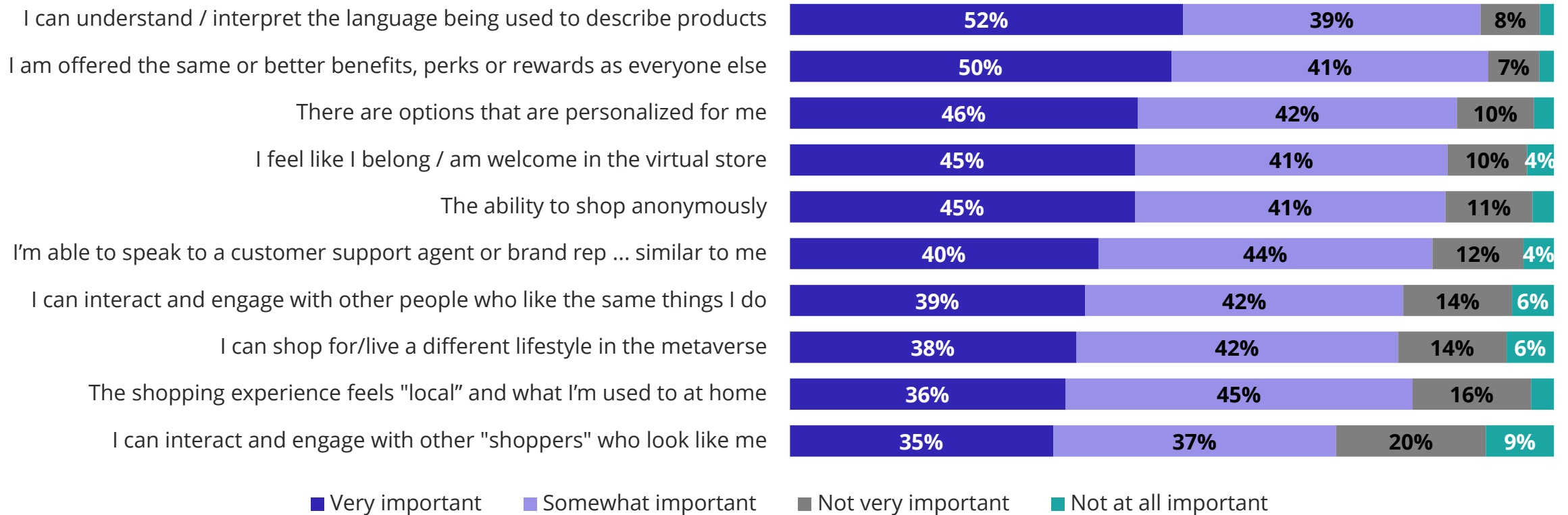
74%

to meet **new** friends

54% to meet a love interest
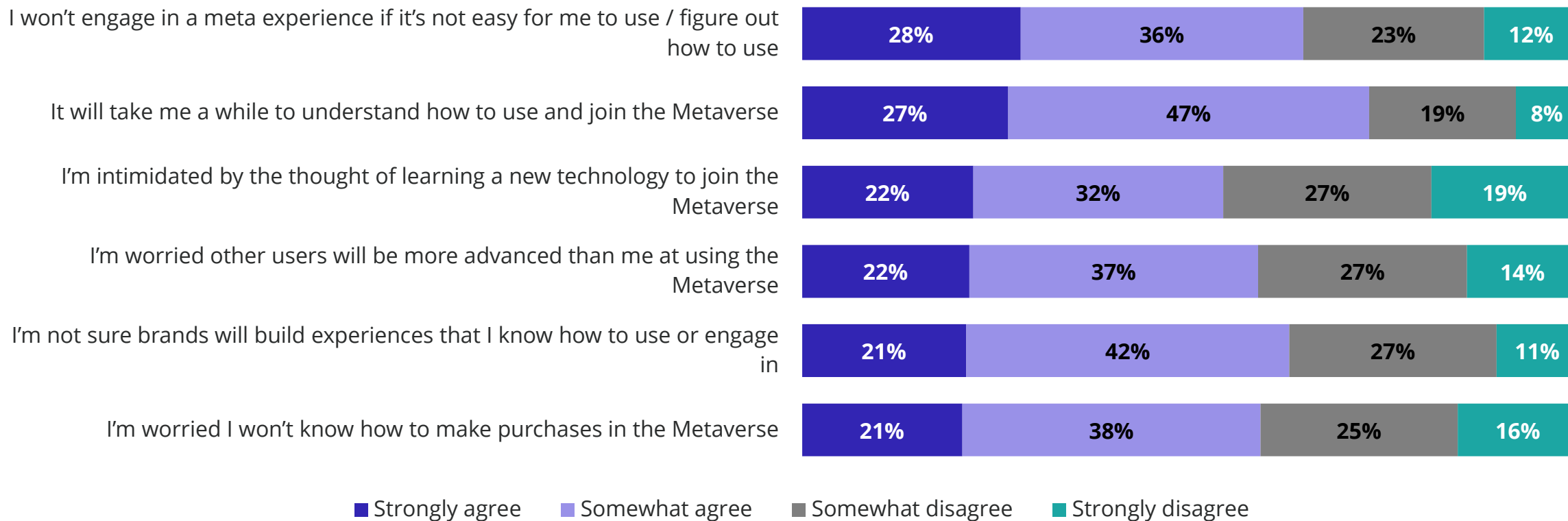
Metaverse shopping expectations

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When shopping, consumers want to be able to understand the languages used to describe products, received benefits or perks, and feel welcome in virtual stores, while shopping anonymously.

q24 - When it comes to shopping in the Metaverse, how important are the following?

Statement	Very important	Somewhat important	Not very important	Not at all important
I can understand / interpret the language being used to describe products	52%	39%	8%	
I am offered the same or better benefits, perks or rewards as everyone else	50%	41%	7%	
There are options that are personalized for me	46%	42%	10%	
I feel like I belong / am welcome in the virtual store	45%	41%	10%	4%
The ability to shop anonymously	45%	41%	11%	
I'm able to speak to a customer support agent or brand rep ... similar to me	40%	44%	12%	4%
I can interact and engage with other people who like the same things I do	39%	42%	14%	6%
I can shop for/live a different lifestyle in the metaverse	38%	42%	14%	6%
The shopping experience feels "local" and what I'm used to at home	36%	45%	16%	
I can interact and engage with other "shoppers" who look like me	35%	37%	20%	9%

■ Very important ■ Somewhat important ■ Not very important ■ Not at all important

Metaverse experiences

Metaverse enthusiasts are still anxious about having to learn how to use the Metaverse despite their enthusiasm.

q29 - How strongly do you agree or disagree with the following statements about joining the Metaverse?
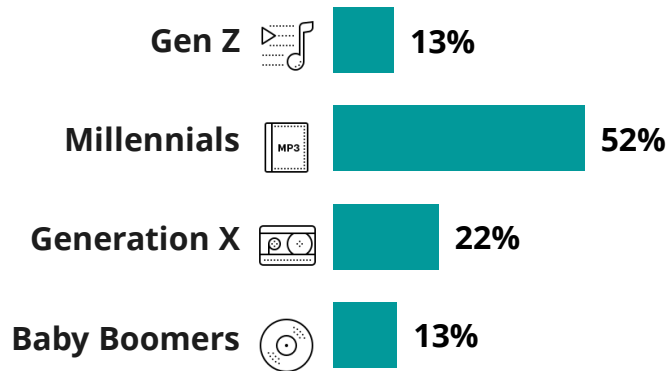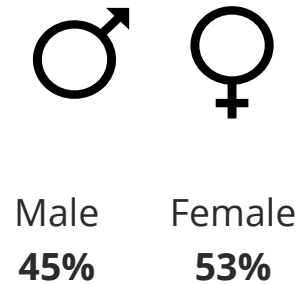
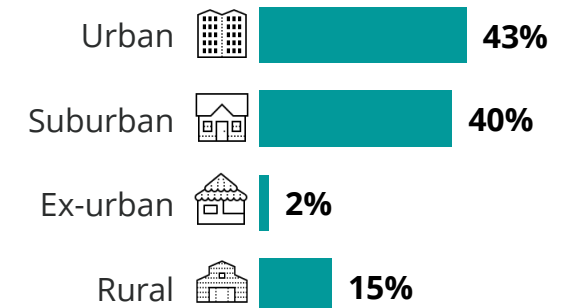| Statement	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
I won't engage in a meta experience if it's not easy for me to use / figure out how to use	28%	36%	23%	12%
It will take me a while to understand how to use and join the Metaverse	27%	47%	19%	8%
I'm intimidated by the thought of learning a new technology to join the Metaverse	22%	32%	27%	19%
I'm worried other users will be more advanced than me at using the Metaverse	22%	37%	27%	14%
I'm not sure brands will build experiences that I know how to use or engage in	21%	42%	27%	11%
I'm worried I won't know how to make purchases in the Metaverse	21%	38%	25%	16%

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Participant Profiles
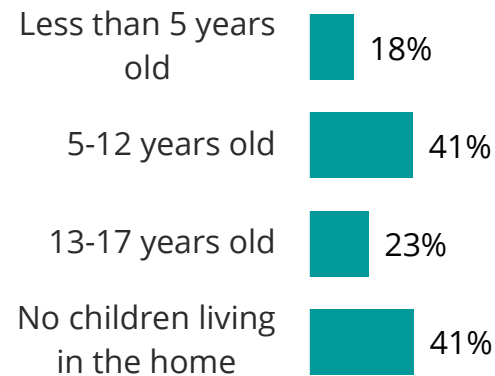
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Participant profile

Generations

Gen Z — 13%

Millennials — 52%

Generation X — 22%

Baby Boomers — 13%

Gender

Male **45%**

Female **53%**

Neighborhood

Urban — **43%**

Suburban — **40%**

Ex-urban — **2%**

Rural — **15%**

Age

18-24 — **9%**

25-34 — **25%**

35-44 — **34%**

45-54 — **16%**

55-70 — **17%**

Children at Home

Less than 5 years old — 18%

5-12 years old — 41%

13-17 years old — 23%

No children living in the home — 41%

Region

South — **40%**

Midwest — **22%**

Northeast — **23%**

West — **15%**

Weight: Unweighted **Filters:** In what country do you live?: United States **Base Size**: 988-1000

Participant profile

Employment

Employed FT	61%
Employed PT	7%
Self employed	6%
Not currently employed	5%
Looking for work	7%
Retired	8%
Full-time student	2%
Other	4%

Annual Income

Less than $20,000	10%
$20,000 to $29,999	10%
$30,000 to $49,999	17%
$50,000 to $74,999	17%
$75,000 to $99,999	14%
$100,000 to $149,999	19%
$150,000 to $199,999	7%
$200,000 to $300,000	5%
$300,000 or more	2%

Do you play videogames, and if so, which kinds?

I play quick games on my mobile device or computer, (Wordle, Sudoku, Tetris)	50%
I play on a gaming console, but only with people in my own house (e.g., X-Box, Nintendo)	46%
I play interactive games on my mobile device (Words with Friends, Farmville, Crossy Road)	41%
I play games like Fortnite, Minecraft, Roblox	35%
I play MMOG games like World of Warcraft, Destiny 2, Final Fantasy	24%
I don't play video games	12%

Sitecore conducted survey research among consumers about the Metaverse

About the survey

- 1,000 US residents aged 18-70 completed a 10-minute survey
- To participate in the research, participants indicated that they are currently engaging in the Metaverse, or that they want to engage with the Metaverse in the near future.
- Survey was conducted Aug 15-19th, 2022

- Participants were recruited from an actively managed online panel (non-probability)
- Participants were incented using rewards points offered by their online panel

- Additional results can be found at https://portal.Advanis.net/sc
- This survey was also conducted in the UK

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Advanis is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. This research was sponsored by Sitecore and conducted by Advanis.
For information about data collection, please contact *Lori Reiser, CAIP* (lori_reiser@advanis.net 519.340.0125)

Thank you