INTO THE METAVERSE

AN BIG VILLAGE CARAVAN® SPECIAL   **MARCH 2022**

While 68% of American adults have heard of the term 'metaverse', just 38% claim to know anything about it.

51% of Gen Z, 52% of Millennials, and 41% of Gen X know something about the metaverse, while just 21% of Baby Boomers do.

Nearly half (49%) of men claim to know about the metaverse, while just 27% of women do.

11%
I am aware of it and know a lot about it

27%
I am aware of it but know just a little about it

30%
I have heard of the term but don't know anything specific about it

32%
I have never heard of the term

With this in mind, Big Village provided more information about the metaverse...

> As you might have heard or are already aware, the metaverse is a virtual world where users can interact and experience things as they would in the physical world such as shopping, traveling, gaming, or attending events.
>
> Using current augmented and virtual reality technology, as well as mobile devices and computers, users can immerse themselves into this world and interact with overlaying objects and people in the visual projected in front of them. As one example, users would be able to create digital objects and buy, sell, or trade them in these virtual environments.

...and asked a question: knowing this, how interested are you in learning more about the metaverse and how it may have an impact on day-to-day life in the future?

48% of American adults are interested (17% very interested, 31% somewhat interested) in learning more about the metaverse and how it may have an impact on day-to-day life in the future.
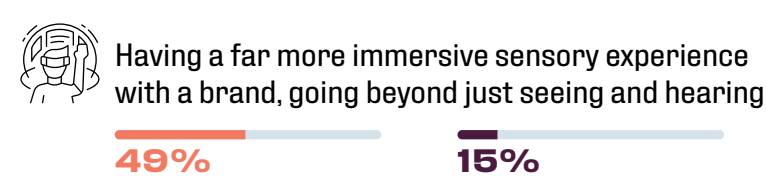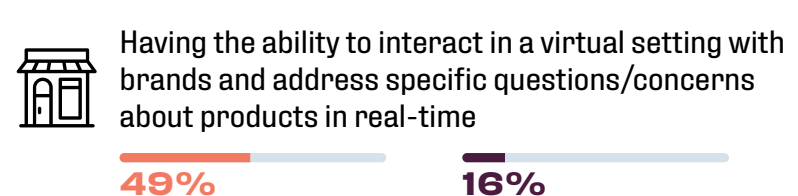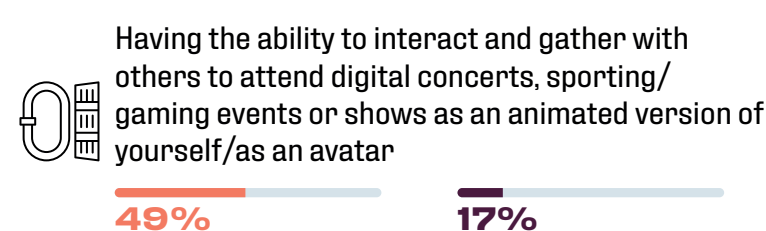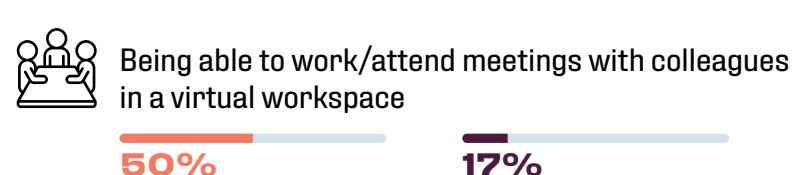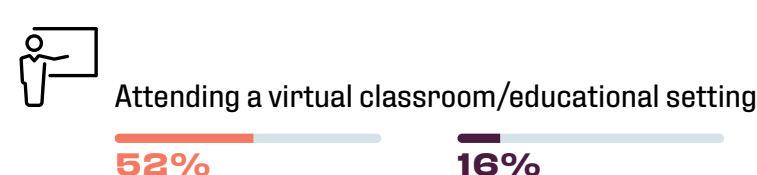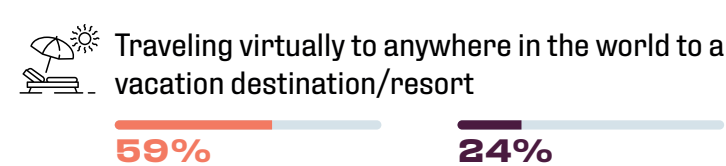
68% of Gen Z and 63% of Millennials are interested in learning more about the metaverse, while 47% of Gen X and just 31% of Baby Boomers are currently interested.

55% of men are interested in learning more, compared with 42% of women.

Regardless of current familiarity with the metaverse, American adults show moderate levels of interest in several specific examples of experiencing it in the future.

Very/Somewhat Interested (NET)   **Very Interested**

Traveling virtually to anywhere in the world to a vacation destination/resort
- 59%
- 24%

An enhanced retail experience by which you can explore a replica of the store and see and touch a product in a virtual space
- 52%
- 18%

Attending a virtual classroom/educational setting
- 52%
- 16%

Being able to work/attend meetings with colleagues in a virtual workspace
- 50%
- 17%

Having the ability to interact and gather with others to attend digital concerts, sporting/gaming events or shows as an animated version of yourself/as an avatar
- 49%
- 17%

Having the ability to interact in a virtual setting with brands and address specific questions/concerns about products in real-time
- 49%
- 16%

Having a far more immersive sensory experience with a brand, going beyond just seeing and hearing
- 49%
- 15%

Being able to purchase or sell a virtual plot of land, and interact in a community/neighborhood
- 38%
- 13%

To what extent do you agree or disagree with these statements, based on the metaverse description and examples previously provided?

Strongly/Somewhat Agree (NET)   **Strongly Agree**

I am concerned it will cost too much money to truly enjoy the metaverse by having to purchase enhanced technology products/services
- 75%
- 32%

I am concerned that a lack of regulation around the metaverse would lead to a lot of unethical, illegal behavior
- 72%
- 31%

I am worried that by exposing people in an immersive environment like the metaverse, it will become increasingly difficult to determine what is real and what isn't
- 68%
- 27%

Interacting in such an immersive setting would likely escalate instances of bullying, harassment, or discrimination, rather than resolve them
- 65%
- 21%

I am intrigued at the thought of taking part in immersive experiences such as destinations and entertainment events that are otherwise not attainable today
- 57%
- 18%

Due to the disruption and lifestyle changes brought on by the pandemic, I am now more open to the idea of experiencing digital settings like this going forward
- 54%
- 17%

I look forward to opportunities the metaverse will bring to stay further connected to my family/friends/colleagues
- 53%
- 16%

I feel that development of immersive experiences in the metaverse will create jobs and boost economic activity
- 52%
- 13%

I am excited to 'live out' the potential experiences of the metaverse as soon as I can
- 41%
- 12%

I would be comfortable using cryptocurrency as the standard form of payment in the metaverse
- 36%
- 12%

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