



MEET THE METAVERSE!

A Reality Check for Insights.

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MEET THE
METaverse!
A Reality Check for Insights.

Session 2

MEET THE
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11:30

Session 2: Get Real!



11:30

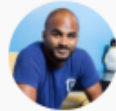
XR, what should we really be getting excited about?

By **Dr Alastair Goode**, Cognitive Scientist, Gorilla In The Room



12:00

Surveys in the Metaverse: What are the prospects?



By **Daniel Koomson (PhD)**, Research Manager, QuestionPro | **Aseem Badshah**, MD, QuestionPro UK

12:30

Lunch



Surveys in the Metaverse: What are the Prospects?

Daniel Koomson (Research Manager) & Aseem Badshah (MD - UK)



Agenda

1. **Study Objectives**
2. **Adoption Landscape**
3. **Areas of Interest for Research**
4. **Risks Associated with Conducting Studies**
5. **Roadmap to Mainstream Adoption**
6. **Conclusion**

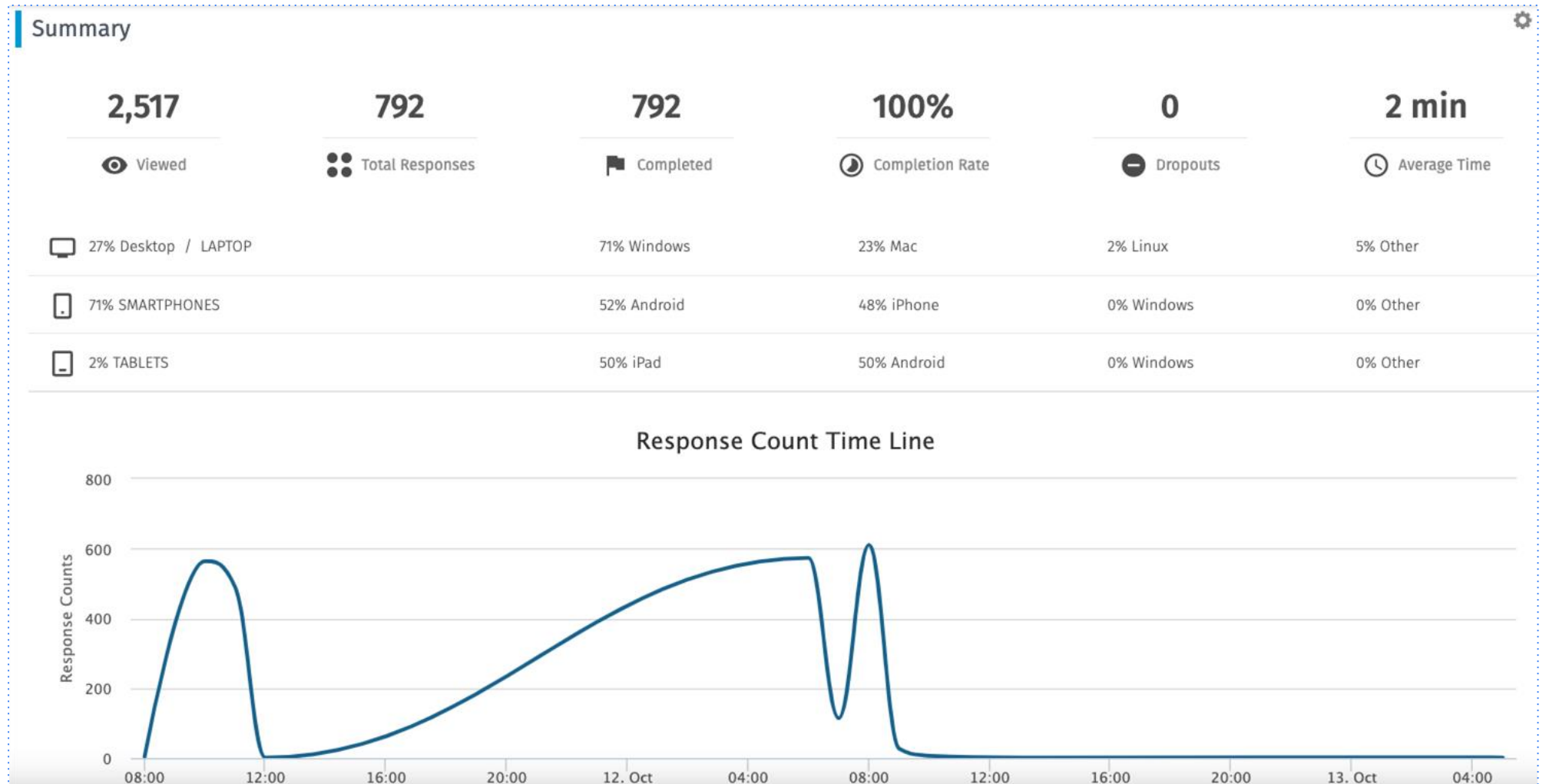


Metaverse Study Objectives

- Awareness
- User experience
- Age/gender considerations
- Identity issues
- Popular activities - social vs leisure
- Understand potential of quant vs qual

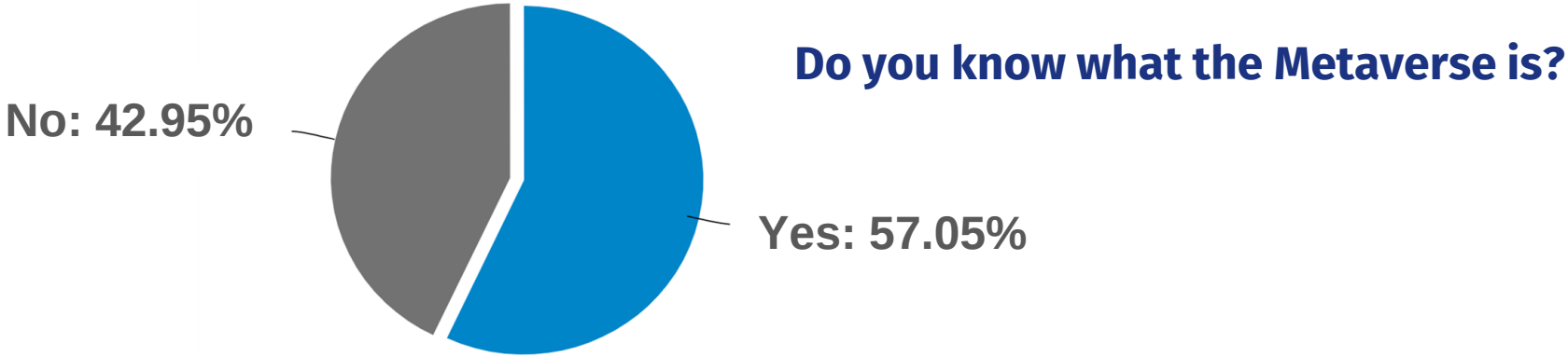
Metaverse Study

- Survey completion less than 3 days
- Automated data quality
- Device agnostic



Adoption Landscape - Awareness

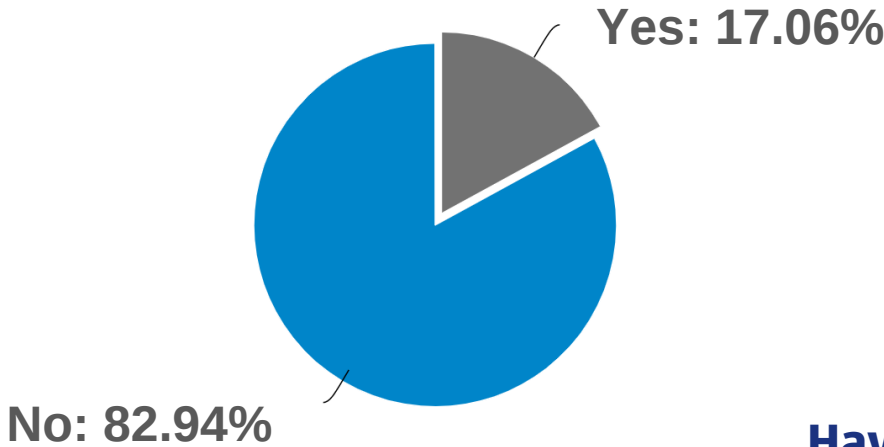
The data from our screener question shows general awareness isn't as widespread as expected



Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	858	57.05%					
No	646	42.95%					
Total	1504	100 %					

Adoption Landscape - Low Usage

Of the 797 respondents who know what it is, only 17% have been in the Metaverse



Have you ever been in the Metaverse?

Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	136	17.06%					
No	661	82.94%					
Total	797	100 %					

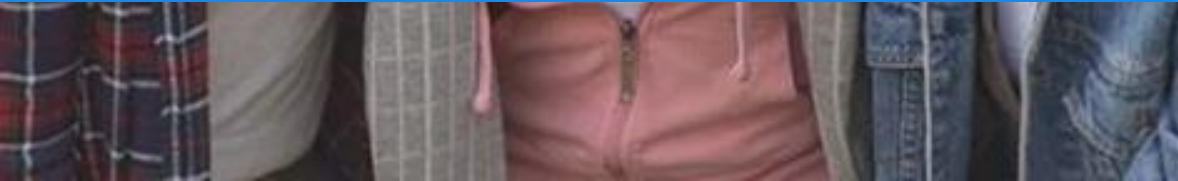


**Only 10% of the representative UK Population have been in the
Metaverse**

Adoption Landscape - Gender/Age

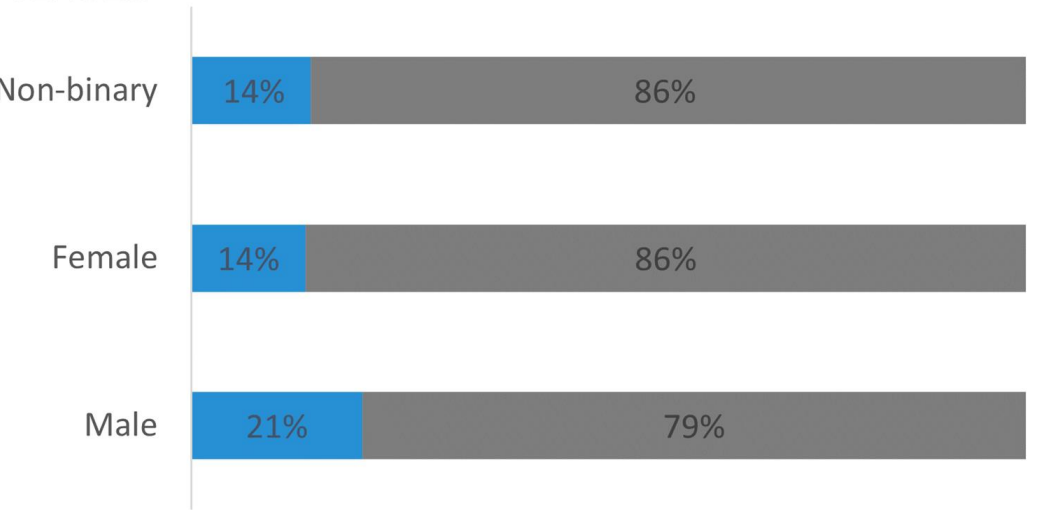


- More skewed towards Males (aged under 45)
- Possibility of Gen Pop / Nat Rep studies?

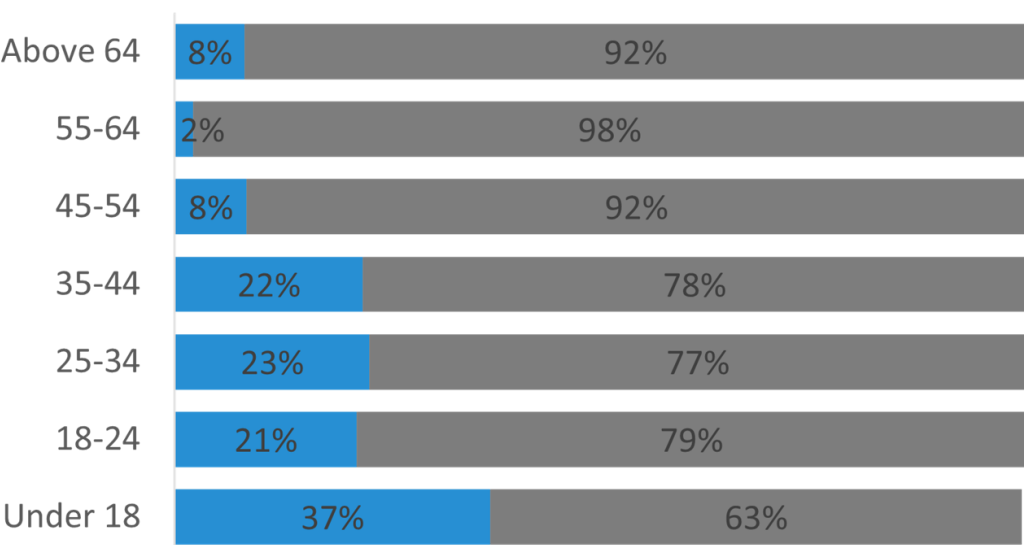


Have you ever been in the Metaverse?

GENDER



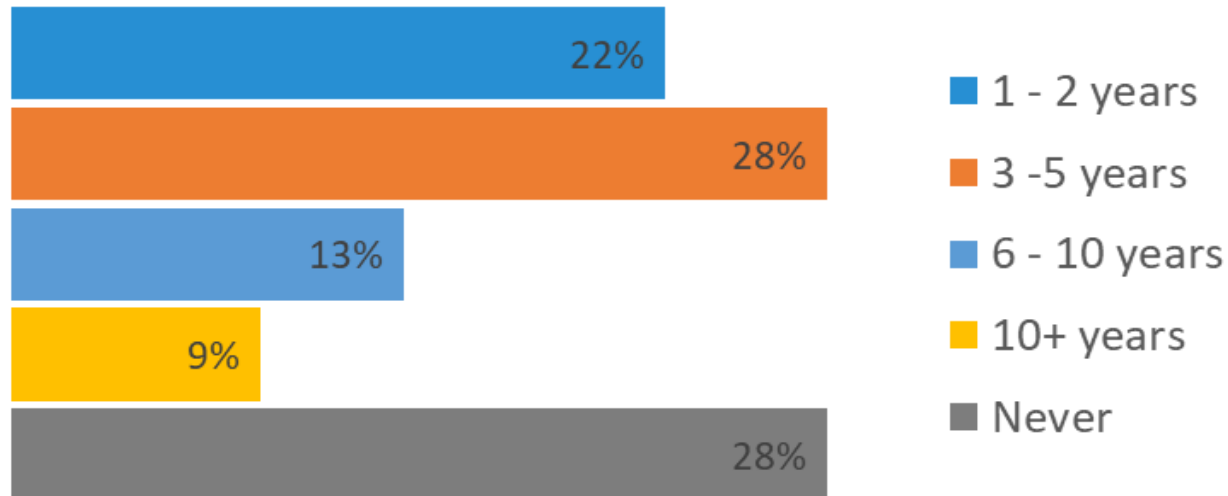
AGE



■ Yes ■ No

| Adoption Landscape - Optimism

Considering the current amount of time you spend on social media, in about how many years' time do you personally expect to spend about the same amount of time in the Metaverse (if at all)?

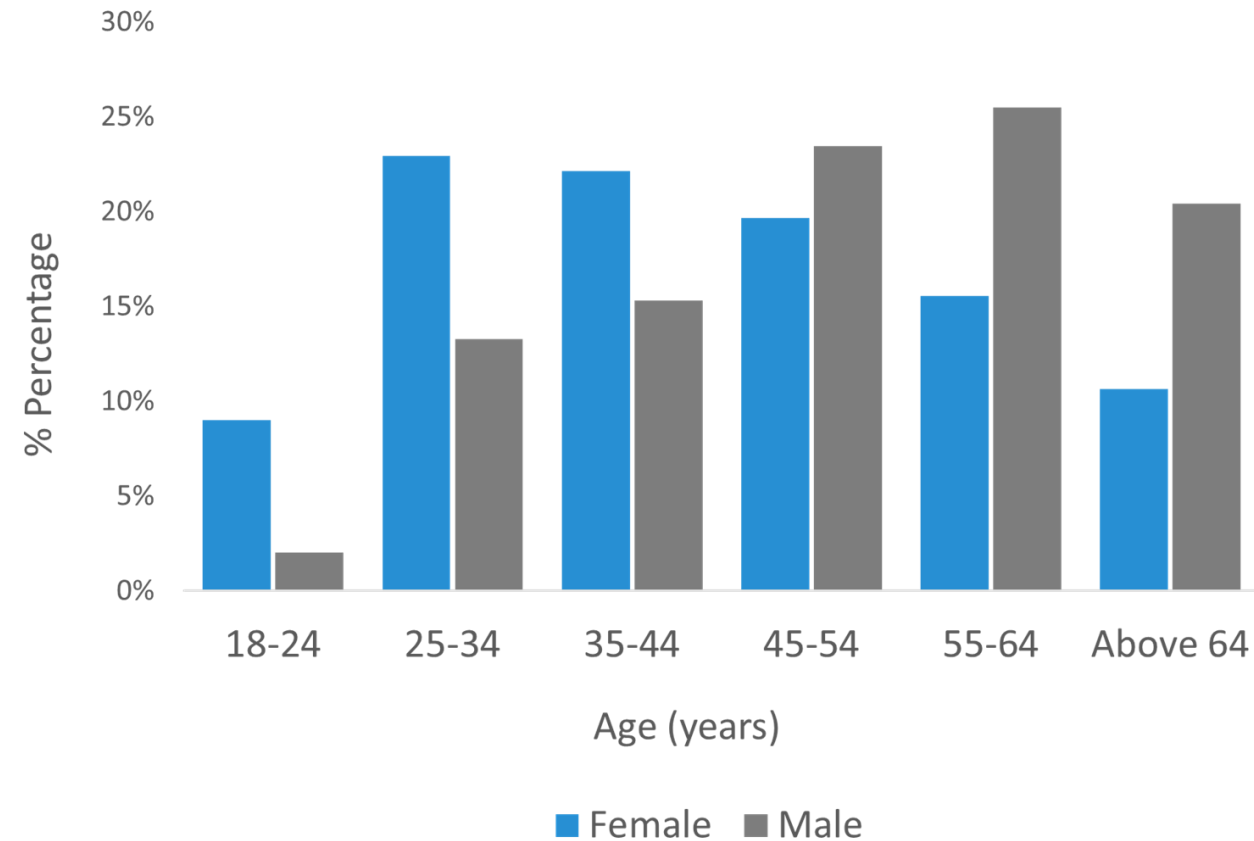


- 50% of our 797 respondents predict they will spend as much time in the Metaverse as they do on Social Media within 5 years (2027)

- This increases to 58% by 2032

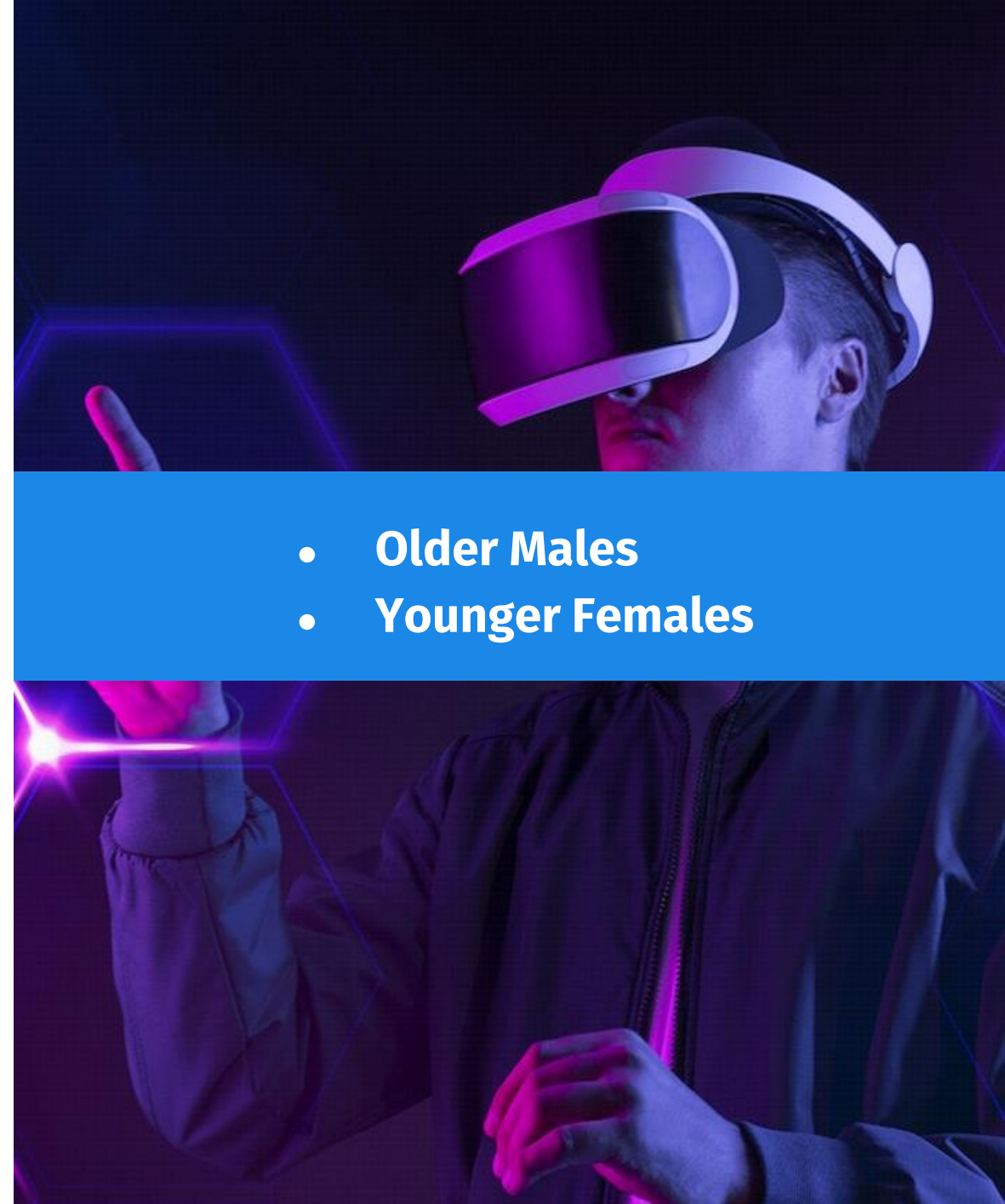
- This is much lower compared to 74% predicted in the US (Statista, 2022)

Adoption Landscape - the Naysayers

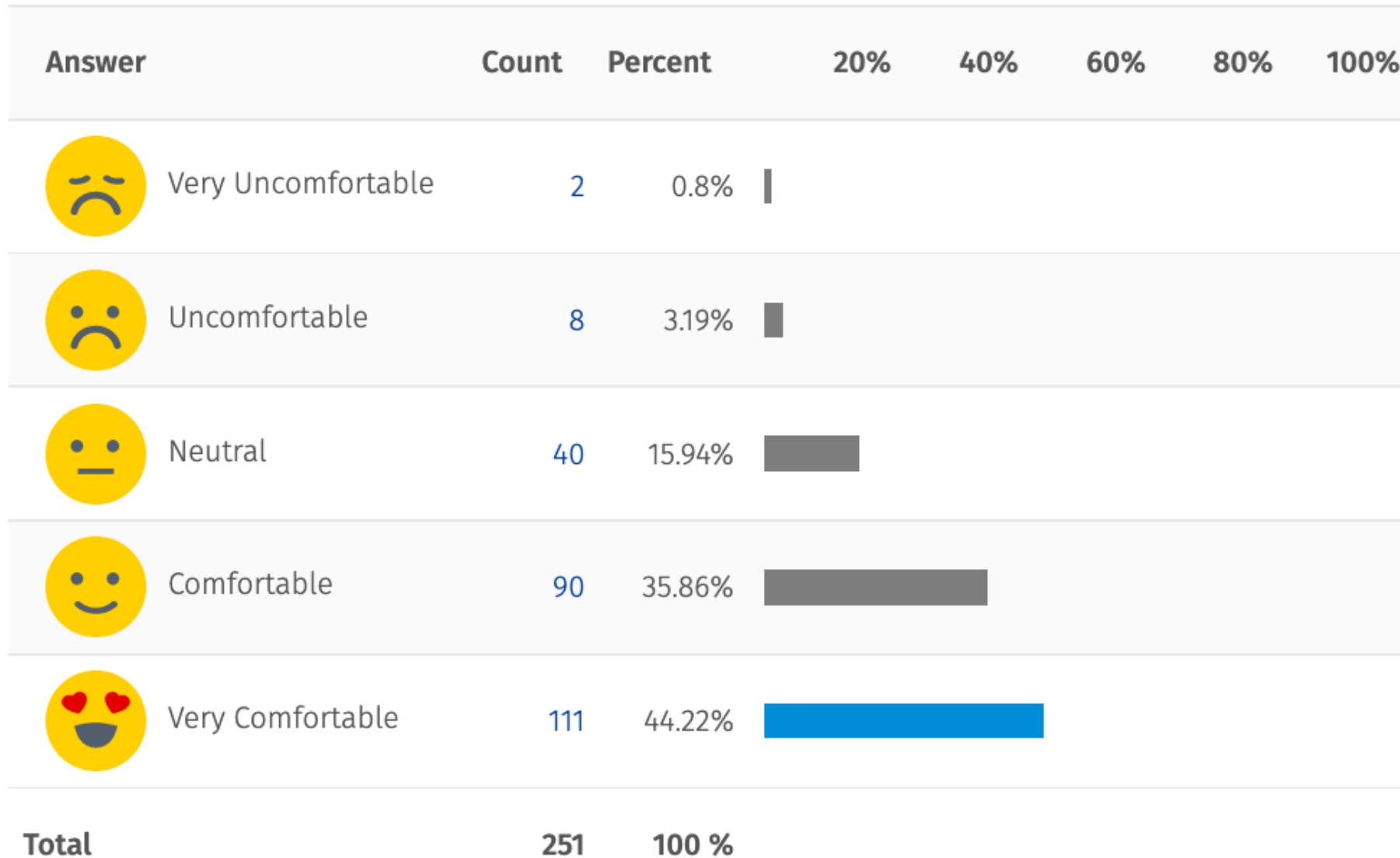


Who are the people researchers shouldn't expect to see/respond to surveys in the Metaverse in the near future?

- Older Males
- Younger Females



Adoption Landscape - Research Potential



Only 4% of our sample said they would feel uncomfortable taking part in a research study based in the Metaverse

Which activities do you mostly engage in, in the Metaverse?



Areas of Interest for Research

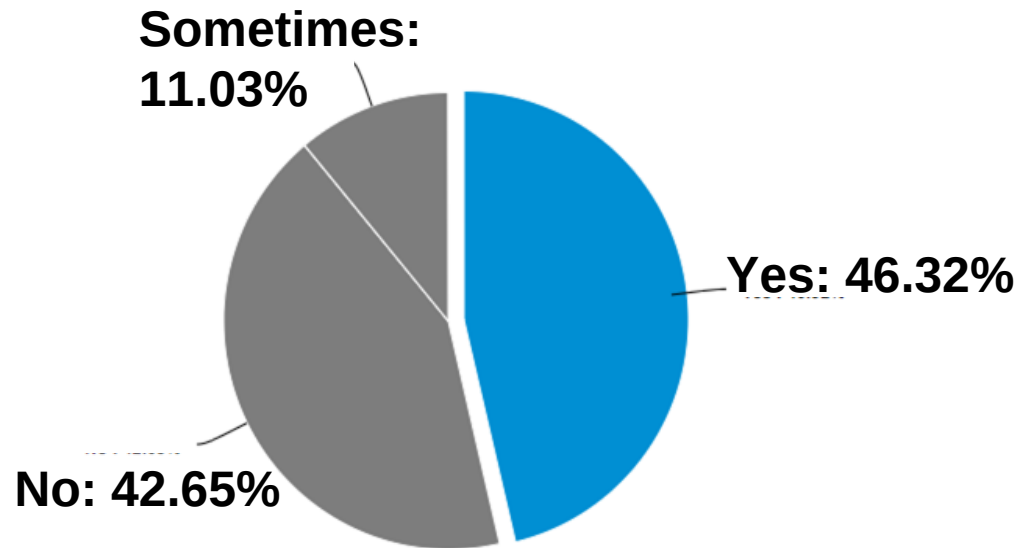


What kinds of products/services would you like to be able to buy in the Metaverse?

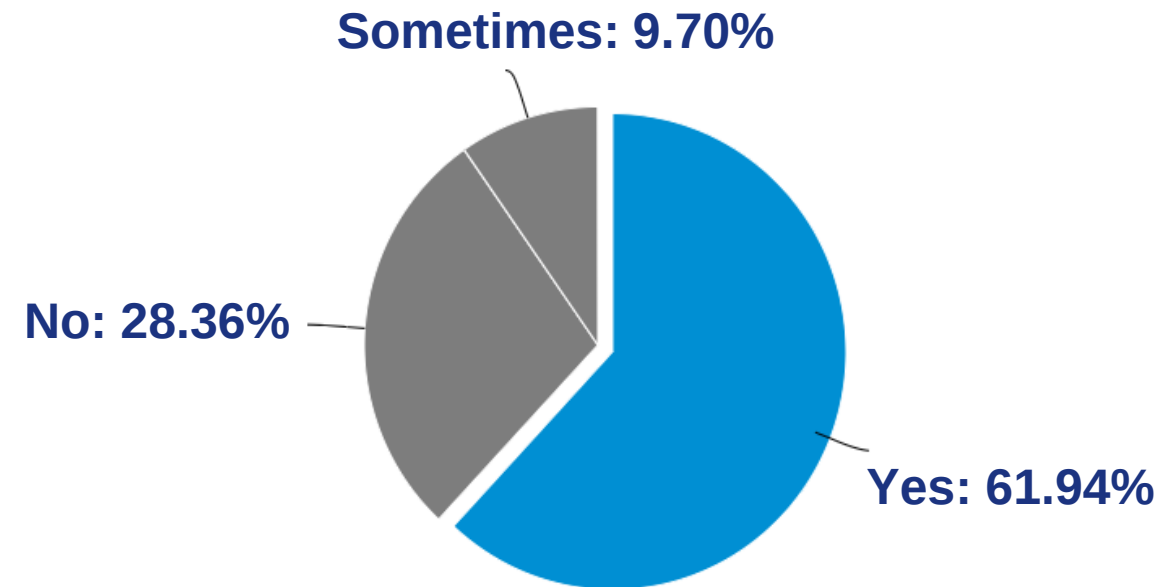
- **Retail**
- **Food**
- **Fashion**
- **FMCG**
- **Automotive**
- **Tourism**

Risks for Research - Identity Fraud

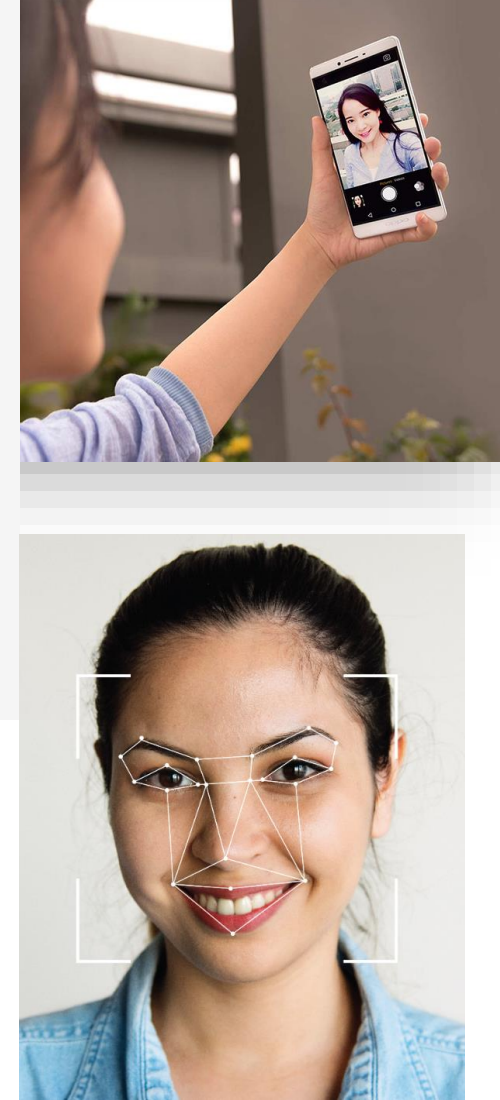
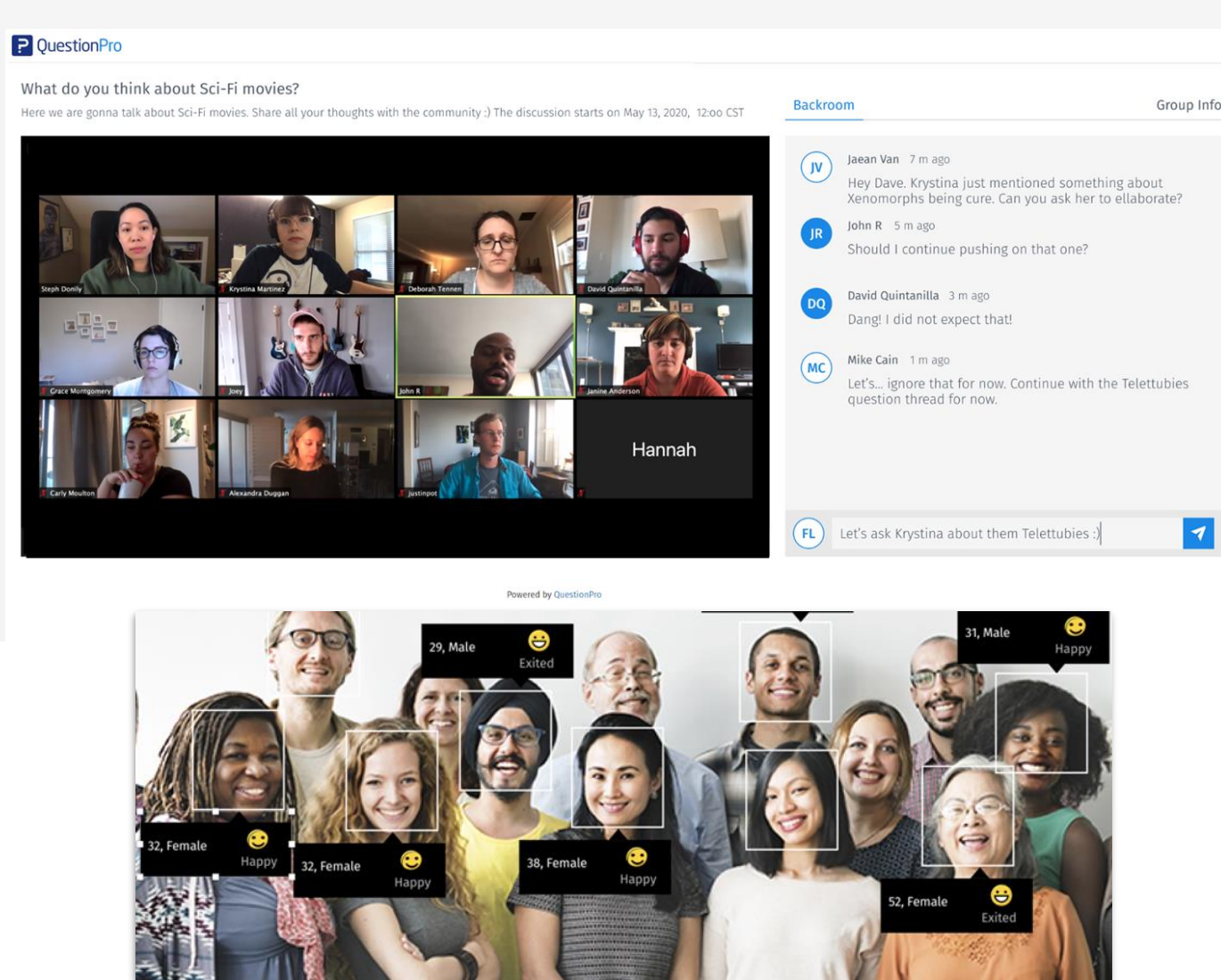
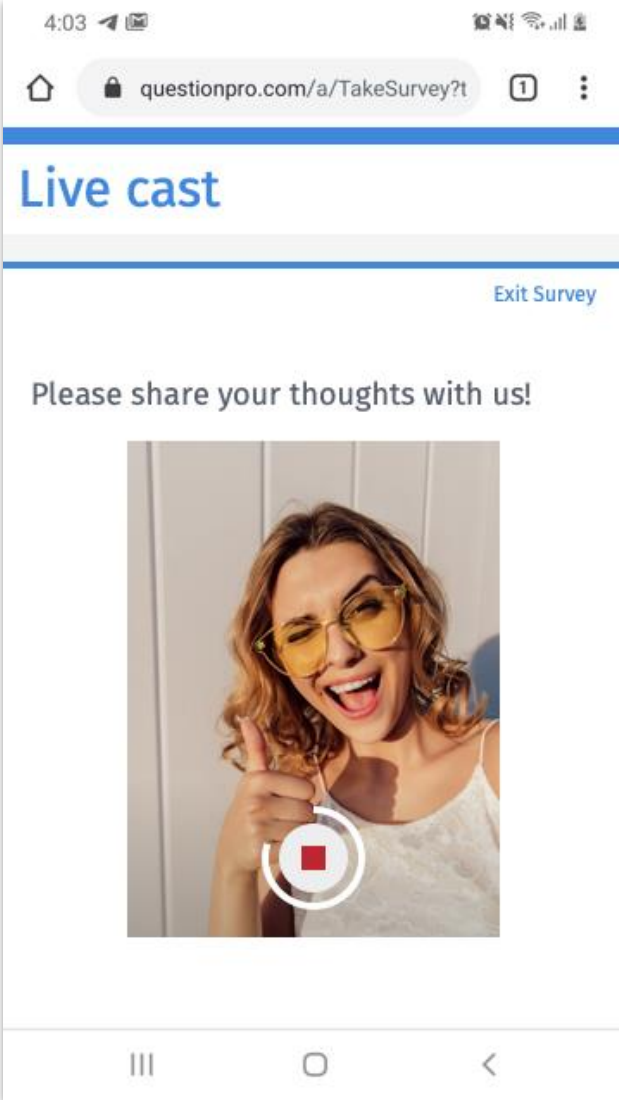
Do you use your real full name in the Metaverse?



Does the visual representation of yourself in the Metaverse match what you look like in real life?



- Self-identification in the Metaverse may be inconsistent and/or unreal
- Need to consider how sensitive studies are to fraud



Adoption Roadmap

Current focus on video & mobile apps



Conclusion

- Overall, current adoption in the UK is low
- However, there is potential for qual studies amongst Gen Z & Millennials in gaming, fashion and tourism

Thanks - Any Questions?

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