

## WEF Metaverse Global Advisor Survey

Ipsos reference: Global Advisor Survey  
 Release Date: Date 25<sup>th</sup> Month 2020

This disclosure statement complies with the  
 Australian Polling Council Code of Conduct.\*

Short Methodology Disclosure Statement		
F1a.	Research company conducting the research	Ipsos
F1b.	Client commissioning the research	This study was conducted for the World Economic Forum
F1c.	Name of end client	World Economic Forum
F1d.	Fieldwork dates	April 22 – May 6 2022
F1e.	Data collection methodology and (F1f.) split	Online
F1g.	Target population	Australian adults aged 16-74 years
F1h.	Sample size	n= 1000
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	<a href="https://www.ipsos.com/en-au/disclosure_statements">https://www.ipsos.com/en-au/disclosure_statements</a>
F1k.	Voting intention published	No

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Effective sample size = 951
F2b.	Error margin associated with the effective sample size for the research.	Credibility Interval is +/-3.5 For information on the Ipsos use of credibility intervals, visit : <a href="https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf">https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf</a>
F2c.	Variables used for weighting, population data source	For Australia: gender, age, and location. The source of population data weighted to is the 2016 Australian Census
F2d.	Weighting methodology used	rim weighting
F2e.	Full question text	See below
F2f.	**Prior questions which may have materially influenced results	Not Applicable
F2g.	**Proportion of completed phone interviews by type	Not applicable
F2h.	**Source of online sample used.	Respondents selected from existing panels of people agreeing to take part in surveys
<b>**If voting intention is published</b>		
G2b.	Ability to provide 'undecided' response	Not applicable
G2c.	Do voting intention figures exclude 'undecided'	Not applicable
G2e.	Method of calculating 2PP	Not applicable

\*Relevant clauses of the Code of Conduct are noted for each item

\*\*This item may not be applicable

The Australian Polling Council Code of Conduct can be found [here](#).

[ASK IN ALL CORE COUNTRIES]  
[ASK IN COLOMBIA]

WR1. How **familiar** are you with each of these concepts?

**[PROGRESSIVE GRID]**

1. The metaverse
2. Virtual reality
3. Augmented reality

**SCALE**

- a. Very familiar
- b. Somewhat familiar
- c. Not at all familiar

WR2. Virtual reality and augmented reality are forms of **extended reality (XR)**. How would you describe your **feelings** about the possibility of engaging with it in your daily life?

**SCALE**

- a. Very positive
- b. Somewhat positive
- c. Somewhat negative
- d. Very negative
- e. Not sure

WR3. How much do you agree or disagree that, over the next 10 years, the development of the following **metaverse applications** using extended reality will significantly **change** the way people live?

**[PROGRESSIVE GRID. RANDOMIZE]**

1. Trading of digital assets (e.g., NFTs, collectibles, cryptocurrency)
2. Virtual work settings (e.g., virtual collaboration, networking)
3. Virtual socialization (e.g., chats with friends/family, dates, meetups)
4. Virtual/enhanced gaming (e.g., virtual reality games, multiplayer tools)
5. **[ALWAYS ASK AFTER WR3\_4]** Digital entertainment in virtual reality (e.g., movies, concerts)
6. Virtual learning (e.g., learning, courses, attending school)
7. Digital health resources (e.g., virtual consultations, remote surgery)
8. Virtual travel and tourism (e.g., replicating the real world in virtual reality)

**SCALE**

- a. Strongly agree
- b. Somewhat agree
- c. Somewhat disagree
- d. Strongly disagree
- e. Not sure