



PRESS RELEASE

38% report familiarity with Metaverse, but less than one in five Americans (16%) are able to correctly identify the term

A majority of those aware feel excited or curious about the Metaverse.

Washington DC, January 24, 2022– Sci-fi writer Neal Stephenson coined the term 'metaverse' in 1992 to describe a 3D virtual space. While it sat quiet for many years, metaverse has taken off since October 2021 when Facebook rebranded as Meta and has continued with Microsoft's acquisition of Activision Blizzard this month.

A set of rapid pulse surveys conducted by Ipsos through our proprietary Ipsos Digital platform shows that two in five (38%) of Americans state they are very or somewhat familiar with metaverse, with significant differences by age and by the presence of children in the household: one in two (53%) of those with children in the household, 53% of those 18 to 34, 45% of those aged 35 to 54 and 20% of those age 55 or older report familiarity with the term.

Awareness of metaverse is lower than reported familiarity with “virtual reality” (69% familiar), “cryptocurrency” (56%) or “augmented reality” (40%), but similar to reported familiarity with “NFTs” (37%) or the “internet of things” (35%).

However, less than majority of those familiar are able to correctly identify metaverse as a “a virtual, computer-generated world where people can socialize, work and play” (42% of those familiar; 16% overall). One in ten (10%) believe metaverse is “a new social networking platform”, 9% select “A huge tech company that has developed consumer services in lots of different areas” and 9% describe the metaverse as “A new internet experience which links together multiple sites and platforms.”

Among those familiar, the metaverse is associated with the future of technology and excitement. One in three of those familiar describe the metaverse as “the future of technology” and 23% describe metaverse as “a really exciting way to play and socialize.” Those familiar report feeling curious (41%), excited (35%) or optimistic (25%).

Those who are initially familiar with metaverse have different emotional reactions than those who are informed about the metaverse in the survey. Comparatively, those informed about metaverse in the survey feel a mix of uninterested (34%) and curious (29%).

While the overall findings suggest there is a positive anticipation for the metaverse, there is also some suspicion and concerns. 21% of those familiar and 25% of those unfamiliar say they are “suspicious” of the metaverse. And, one in four (23%) believe the metaverse is “tech companies trying to figure out a new way to make money.”



PRESS RELEASE

Meta (formerly Facebook) has the highest association with the metaverse among a series of companies and brands tested with 45% of respondents making the association between Meta and the metaverse. Google has the next highest ranking at 22%, followed by Oculus at 19%, and Microsoft at 18%. Notably, gaming platforms and developers have lower association with PlayStation at 15%, Xbox at 14%, Roblox at 11% and Epic Games at 10%.

Julia Roland, Senior Vice-President with Ipsos Media Development, commented: “Strong levels of consumer awareness, excitement and curiosity offer positive signals for companies investing in the metaverse. As with any tech adoption, there is a good measure of confusion, skepticism and indifference. Alongside technical development, companies will need to build clarity and understanding about what the metaverse is and how it will benefit consumers.”

Below are the tables for the accompanying press release:

PULSE SURVEY JAN 21-22, 2022

1. How familiar are you, if at all, with each of the following (select one response for each item)?

		All Respondents	Familiar	Not Familiar	Children in household	No Children in household	18-34	35-54	55 and older
Metaverse	Very Familiar	14%	37%	0%	25%	8%	26%	14%	4%
	Somewhat Familiar	24%	63%	0%	28%	22%	27%	31%	16%
	Heard of but not familiar	31%	0%	50%	24%	35%	25%	31%	36%
	Never heard of	31%	0%	50%	23%	36%	21%	24%	45%
Web 3.0	Very Familiar	9%	20%	2%	16%	5%	16%	10%	2%
	Somewhat Familiar	14%	26%	7%	19%	11%	18%	21%	6%
	Heard of but not familiar	22%	26%	19%	20%	23%	21%	24%	20%
	Never heard of	55%	27%	73%	45%	61%	45%	45%	72%
NFTs (non-fungible tokens)	Very Familiar	13%	29%	3%	25%	6%	23%	15%	3%
	Somewhat Familiar	24%	43%	13%	27%	22%	31%	29%	15%



PRESS RELEASE

	Heard of but not familiar	31%	20%	37%	26%	34%	26%	29%	35%
	Never heard of	33%	8%	47%	22%	38%	20%	27%	47%
Blockchain	Very Familiar	12%	25%	4%	20%	8%	23%	13%	4%
	Somewhat Familiar	21%	40%	10%	28%	17%	25%	30%	11%
	Heard of but not familiar	26%	19%	30%	24%	27%	25%	24%	29%
	Never heard of	40%	15%	56%	28%	47%	27%	33%	56%
Cryptocurrency	Very Familiar	24%	49%	9%	39%	16%	42%	28%	7%
	Somewhat Familiar	32%	41%	27%	36%	30%	31%	39%	27%
	Heard of but not familiar	39%	9%	58%	20%	50%	21%	30%	61%
	Never heard of	5%	1%	7%	4%	5%	6%	3%	5%
DAOs	Very Familiar	8%	19%	2%	15%	4%	14%	9%	3%
	Somewhat Familiar	9%	19%	3%	12%	8%	16%	14%	1%
	Heard of but not familiar	17%	24%	13%	22%	14%	23%	17%	12%
	Never heard of	66%	38%	82%	50%	74%	47%	61%	85%
Augmented Reality	Very Familiar	14%	32%	4%	25%	9%	24%	18%	4%
	Somewhat Familiar	26%	43%	16%	29%	25%	33%	31%	18%
	Heard of but not familiar	36%	19%	46%	31%	38%	29%	30%	45%
	Never heard of	23%	5%	34%	15%	28%	13%	21%	34%
Virtual Reality	Very Familiar	26%	46%	14%	42%	17%	45%	27%	11%
	Somewhat Familiar	43%	46%	41%	41%	44%	39%	49%	41%
	Heard of but not familiar	28%	7%	40%	15%	35%	13%	22%	43%
	Never heard of	4%	1%	5%	2%	5%	4%	2%	5%
Artificial Intelligence	Very Familiar	25%	46%	12%	36%	19%	41%	25%	12%
	Somewhat Familiar	41%	45%	38%	41%	41%	32%	46%	43%



PRESS RELEASE

	Heard of but not familiar	29%	7%	41%	18%	35%	18%	23%	41%
	Never heard of	6%	1%	9%	5%	6%	8%	5%	5%
Internet of Things (IoT)	Very Familiar	15%	29%	6%	23%	10%	22%	18%	6%
	Somewhat Familiar	20%	33%	12%	24%	18%	23%	23%	16%
	Heard of but not familiar	22%	17%	24%	22%	22%	22%	21%	23%
	Never heard of	43%	20%	57%	31%	50%	33%	38%	56%

2. Which of the following best describes Metaverse? (select one) [ASKED ONLY TO THOSE FAMILIAR]

	All Respondents	Familiar	Not Familiar	Children in household	No Children in household	18-34	35-54	55 and older
A virtual, computer-generated world where people can socialize, work and play	42%	42%	0%	36%	49%	36%	49%	42%
Sites where you can buy and sell digital art and currency	4%	4%	0%	6%	3%	7%	3%	3%
A new social networking platform	10%	10%	0%	12%	9%	6%	14%	12%
An entertainment subscription service	1%	1%	0%	1%	2%	2%	1%	0%
A theory about astrophysics	4%	4%	0%	4%	3%	6%	2%	4%
A group of shopping sites where you need to wear virtual reality headsets	3%	3%	0%	3%	3%	6%	3%	0%



PRESS RELEASE

A new internet experience which links together multiple sites and platforms	9%	9%	0%	9%	9%	9%	8%	11%
A huge tech company that has developed consumer services in lots of different areas	9%	9%	0%	10%	7%	7%	9%	11%
The next generation of cloud computing	6%	6%	0%	7%	5%	9%	4%	4%
Analysis to uncover and define universal internet behaviors	3%	3%	0%	4%	3%	4%	3%	2%
None of the above	7%	7%	0%	8%	7%	8%	5%	13%

3. The Metaverse is a term that describes digital spaces where you will be able to interact with other users and activities using virtual or augmented reality. In the Metaverse, you could do many of the things you do now such as socialize with others, play games, watch concerts, and shop for digital and non-digital items such as clothing, home goods, and cars. Which of the following describe your views on Metaverse? (Select all that apply)

	All Respondents	Familiar	Not Familiar	Children in household	No Children in household	18-34	35-54	55 and older
Something for young people only	10%	7%	12%	9%	11%	7%	10%	12%
A fad that will not last long	11%	9%	12%	10%	11%	8%	12%	11%
How we will do most of our shopping in the future	9%	12%	7%	12%	7%	12%	9%	6%
A big risk to personal privacy	20%	15%	23%	14%	23%	10%	17%	29%



PRESS RELEASE

The future of technology	26%	32%	23%	33%	23%	29%	28%	23%
Tech companies trying to figure out a new way to make money	23%	23%	23%	22%	23%	16%	26%	25%
A scam or predatory financial scheme	6%	5%	7%	5%	7%	6%	8%	5%
A better alternative to real life	9%	13%	6%	14%	5%	16%	8%	3%
A really exciting way to play and socialize	18%	23%	15%	23%	15%	24%	16%	14%
Will create more equality in society	6%	10%	4%	11%	3%	11%	6%	2%
A way to intensify enjoyable experiences	13%	20%	10%	16%	12%	19%	12%	11%
Not as good as real life	30%	22%	35%	24%	33%	17%	28%	41%
None of these	11%	6%	14%	6%	14%	8%	9%	15%

4. Which of the following best describes how you feel about Metaverse? (Select one)

	All Respondents	Familiar	Not Familiar	Children in household	No Children in household	18-34	35-54	55 and older
Excited	18%	35%	8%	31%	11%	31%	20%	7%
Curious	33%	41%	29%	39%	30%	46%	32%	25%
Optimistic	16%	25%	10%	23%	11%	24%	17%	8%
Concerned	19%	22%	17%	19%	19%	19%	20%	18%



PRESS RELEASE

Confused	12%	9%	14%	11%	13%	12%	10%	14%
Uninterested	27%	15%	34%	17%	33%	13%	23%	42%
Suspicious	23%	21%	25%	21%	24%	23%	22%	24%
Indifferent	19%	16%	21%	16%	20%	14%	19%	22%
None of these	7%	3%	9%	4%	8%	6%	6%	8%

PULSE SURVEY JAN 23-24, 2022

1. Which companies or brands do you most associated with the Metaverse? (Select all that apply)

	All Respondents	Familiar	Not Familiar	Children in household	No Children in household	18-34	35-54	55 and older
Meta (formerly Facebook)	45%	61%	33%	45%	45%	47%	48%	41%
Google	22%	31%	16%	21%	25%	28%	21%	19%
Oculus	19%	30%	11%	17%	22%	23%	19%	15%
Microsoft	18%	25%	12%	15%	22%	18%	19%	16%
YouTube	17%	23%	14%	16%	20%	26%	18%	11%
Instagram	17%	22%	13%	13%	23%	23%	18%	10%
Amazon	16%	20%	13%	14%	21%	21%	18%	10%
TikTok	15%	18%	13%	13%	19%	21%	14%	12%
PlayStation	15%	20%	11%	13%	20%	22%	14%	10%
Apple	15%	20%	11%	13%	17%	17%	15%	12%
Xbox	14%	16%	12%	12%	18%	21%	12%	11%
Snapchat	11%	15%	9%	9%	16%	17%	12%	7%
Roblox	11%	17%	7%	8%	18%	17%	13%	6%



PRESS RELEASE

Twitter	10%	15%	7%	7%	17%	12%	11%	8%
Disney	10%	15%	7%	8%	14%	14%	12%	6%
Marvel Studios	10%	16%	5%	9%	12%	15%	8%	7%
Epic Games	10%	16%	6%	8%	15%	15%	10%	7%
Discord	9%	16%	4%	7%	13%	19%	8%	2%
Spotify	8%	12%	6%	7%	11%	12%	8%	5%
Twitch	9%	15%	4%	6%	13%	15%	9%	4%
Unity (Gaming Platform)	8%	12%	6%	8%	9%	10%	7%	7%
Warner Media	3%	4%	2%	2%	4%	4%	3%	2%
None of these	22%	3%	36%	27%	12%	10%	18%	36%

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About This Study

This Ipsos Digital poll was conducted in two parts from January 21st to January 24th using our proprietary Ipsos Digital Platform. The first poll was conducted in 12 hours across January 21st and January 22nd, 2022 and the second over 9 hours between January 23rd and 24th, 2022. Both polls are based on a nationally representative sample of 1,001 general population adults aged 18 or older. The data is weighted so that the sample composition best reflects the demographic profile of the U.S. adult population according to the most recent census data. The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

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PRESS RELEASE

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