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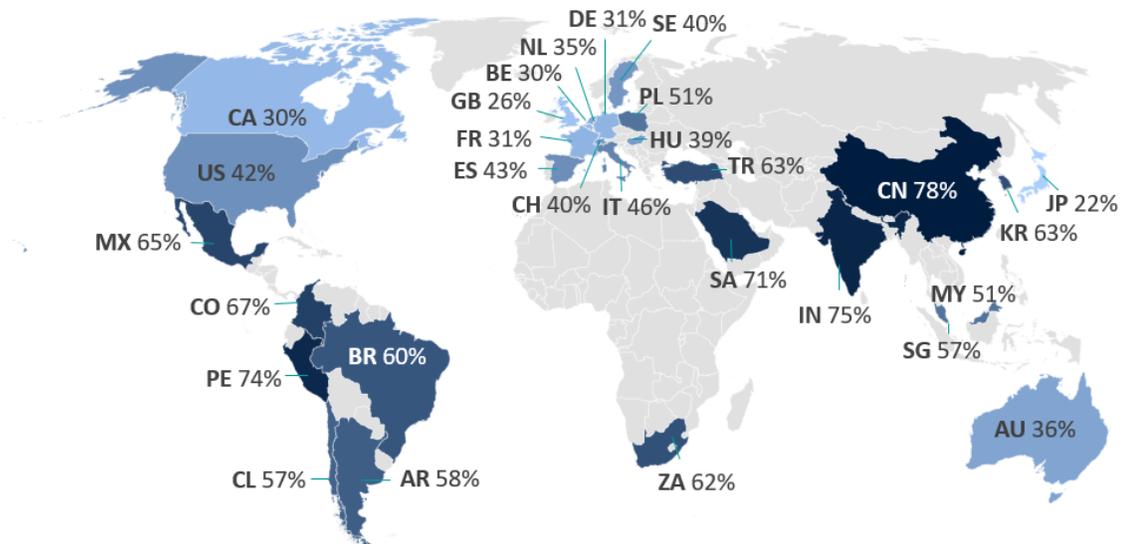
Enthusiasm for the metaverse and extended reality is highest in emerging countries

Survey finds the global public divided in their level of excitement about the new technologies

Davos, Switzerland, May 25, 2022 — A new global survey conducted by Ipsos for the World Economic Forum finds that half of adults across 29 countries say they are familiar with the metaverse (52%) and have positive feelings about engaging with extended reality in daily life (50%). However, the survey points to wide differences in familiarity and favorability toward these new technologies across countries and demographic groups.

Excitement about extended reality is significantly higher in emerging countries than it is in most high-income countries. In China, India, Peru, Saudi Arabia, and Colombia, more than two-thirds say they have positive feelings about the possibility of engaging with it. However, it is the case of fewer than one-third in Japan, Great Britain, Belgium, Canada, France, and Germany.

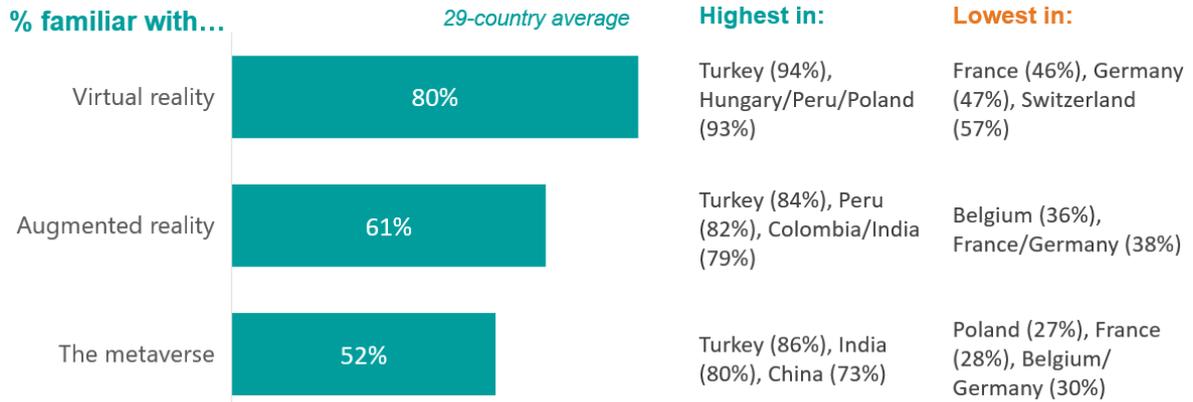
% with positive feelings about engaging with extended reality in their daily life



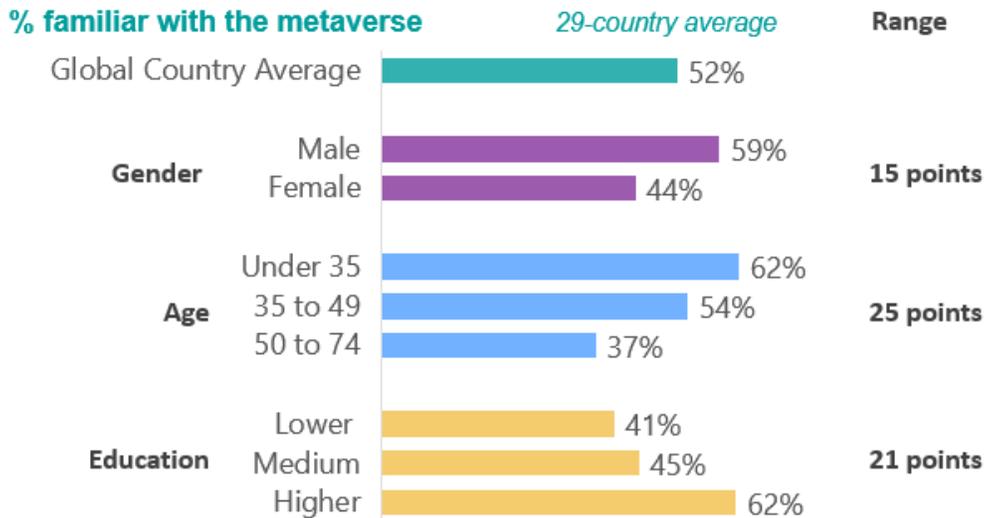
Levels of familiarity with virtual reality, augmented reality, and the metaverse show a similar pattern. More than two-thirds in Turkey, India, China, and South Korea report being at least somewhat familiar with the metaverse, compared to fewer than one-third in Poland, France, Belgium, Germany, and the Netherlands.



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Familiarity and favorability toward the new technologies are also significantly higher among younger adults, those with a higher level of education, and men than they are among older adults, those without a college-level education, and women.

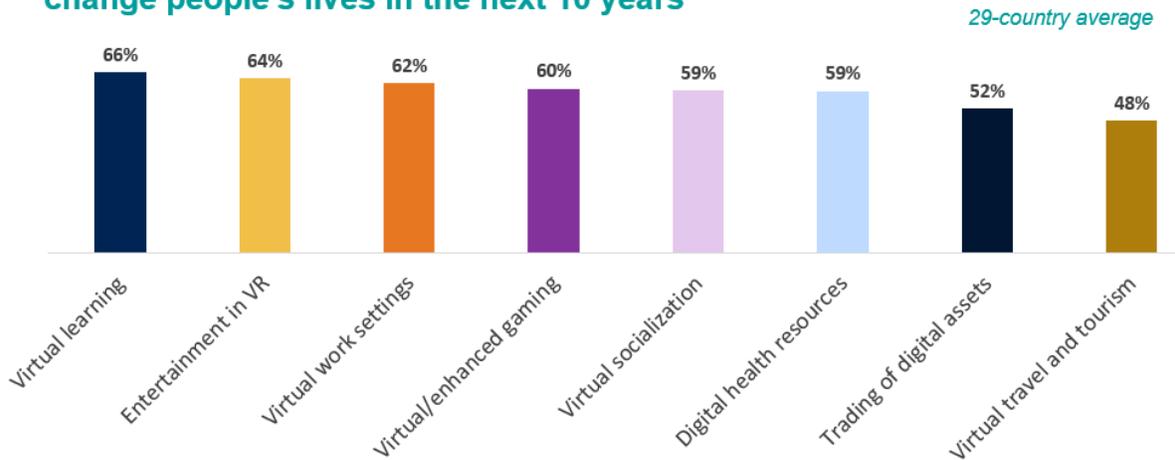


Despite significant differences in familiarity and enthusiasm, the global public widely expects that various types of metaverse apps using XR will significantly change people’s lives over the next decade – most of all virtual learning (for a 29-country average of 66%), digital entertainment in virtual reality and virtual work settings.



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% expecting various types of metaverse apps using XR to significantly change people's lives in the next 10 years



Expectations about the impact of metaverse apps also vary by country and by demographic characteristics, following the same pattern as favorability toward extended reality. However, differences are not as sharp, suggesting that, whether they look forward to it or not, most people expect their lives to be profoundly impacted by the new technologies in the coming years.

About the Study

These are the findings of a 29-country Ipsos survey conducted April 22 – May 6, 2022, among 21,005 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, 21-74 in Singapore, and 16-74 in 23 other countries, via Ipsos's Global Advisor online survey platform.

Each country's sample consists of ca. 1,000 individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the United States, and ca. 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, Switzerland, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, Switzerland, and the United States can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, China, Colombia, India, Malaysia, Mexico, Peru, Saudi Arabia, Singapore, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more "connected" segment of their population. The data is weighted so that each country's



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sample composition best reflects the demographic profile of the adult population according to the most recent census data.

“The Global Country Average” reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of “don't know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.8 percentage points and of 500 accurate to +/- 5.4 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website. The publication of these findings abides by local rules and regulations.

For more information on this news release, please contact:

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About Ipsos

Ipsos is the world's third-largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts, and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions, and motivations of citizens, consumers, patients, customers, or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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