



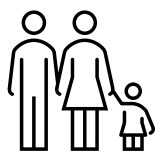
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Metaverse research – Data note

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Methodology



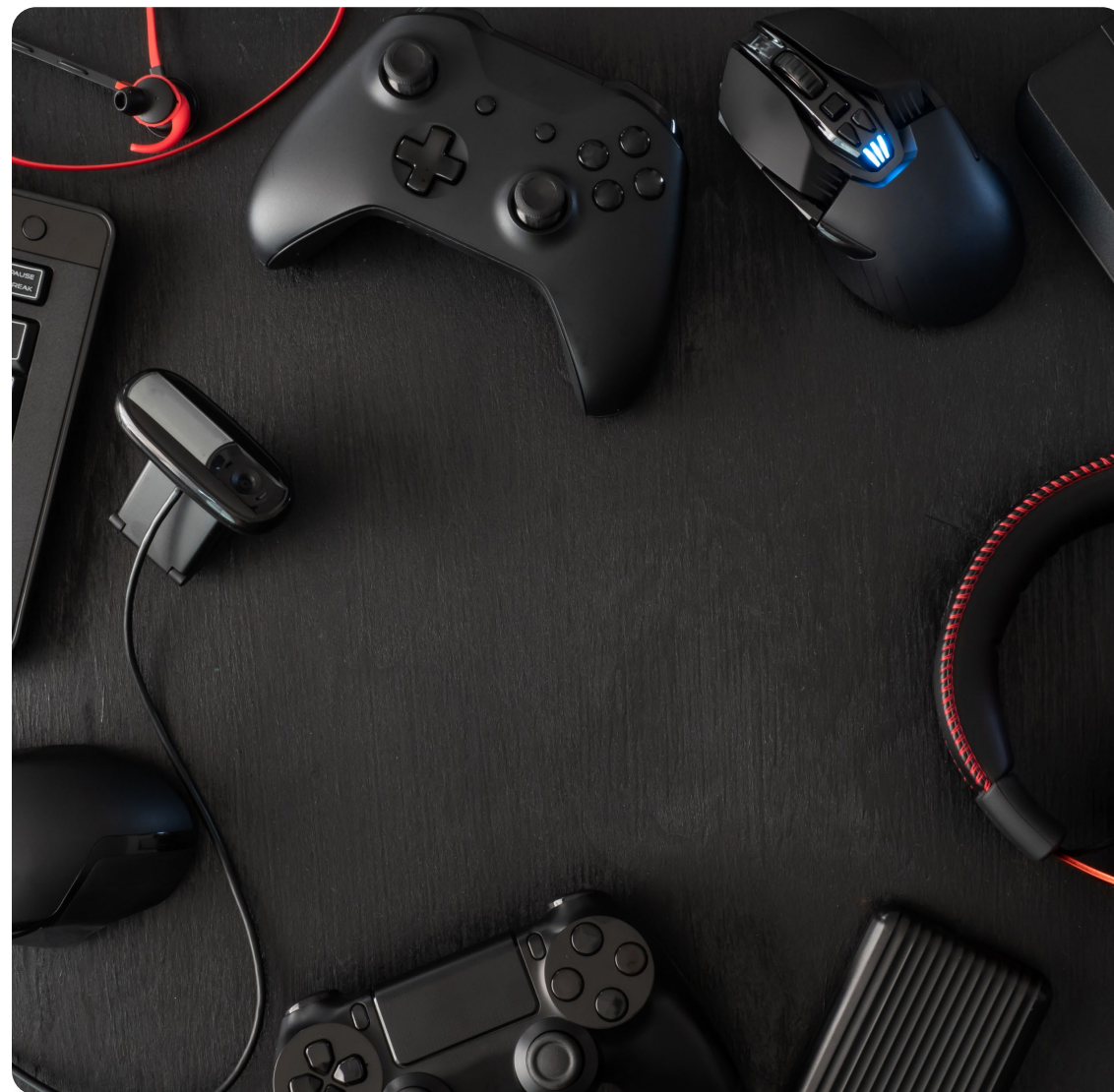
N-2,000 UK Parents (of children aged 4-16 years old) and N-1,007 Children (9-16 years old) representative of the UK. Respondents not drawn from same households.






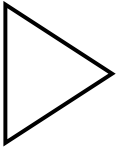
Online survey; 20 minute parents, 10 minute for children. Conducted twice per year by Opinium for Internet Matters; latest wave: **June 2022**



Modular approach within the tracker allows for subject specific focus, in this wave it was the **metaverse**

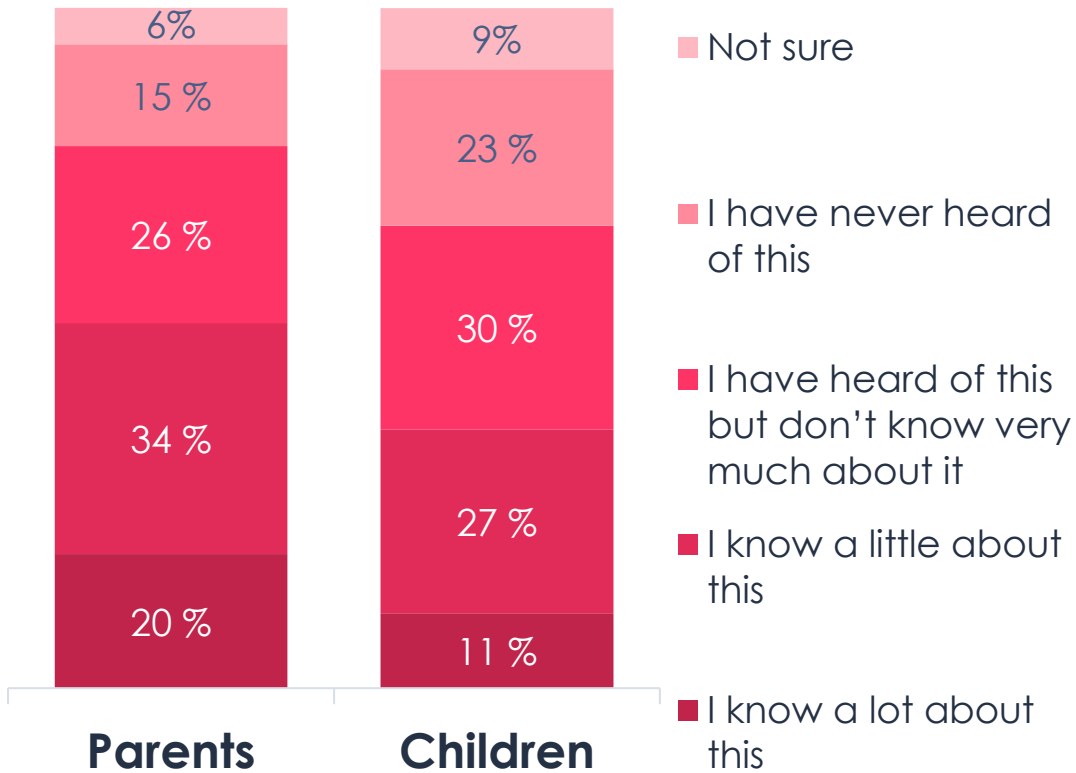


Summary of awareness, understanding, usage and appropriateness of usage of the metaverse

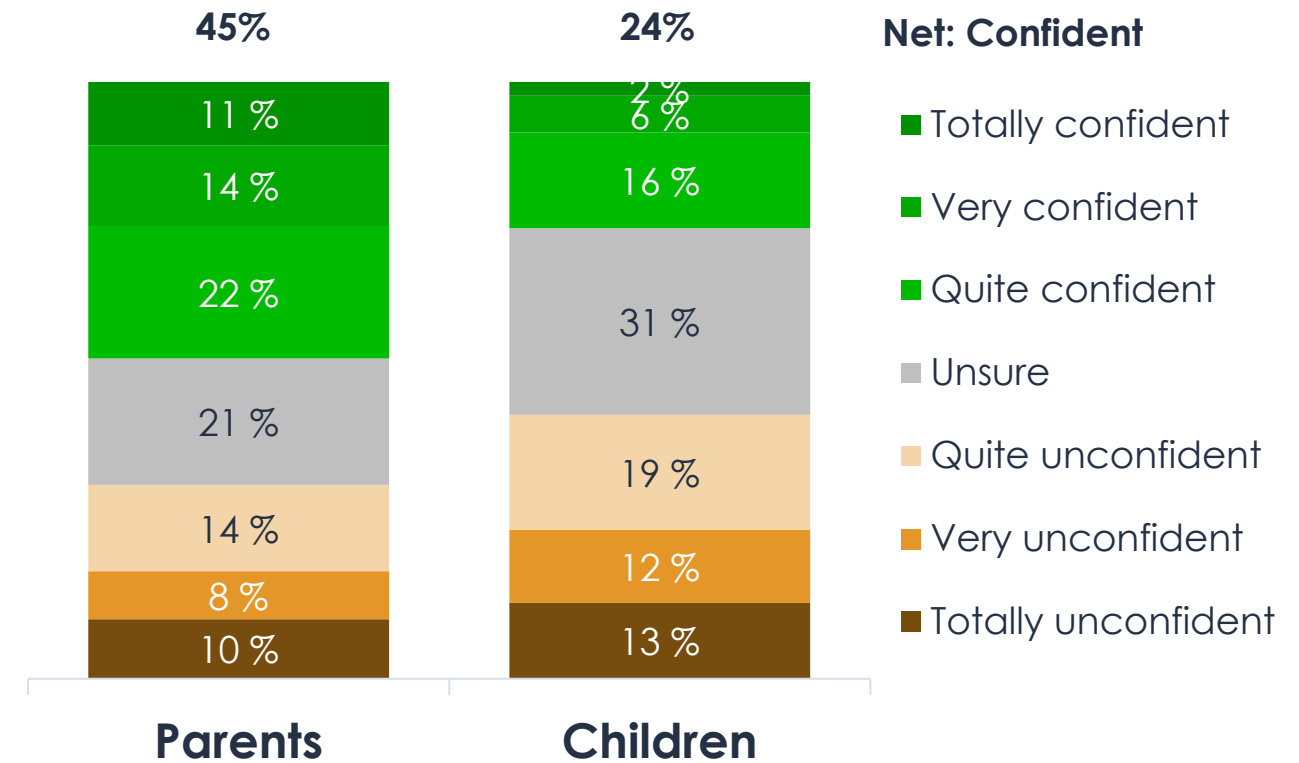
	Metaverse		Virtual Reality		Augmented Reality	
	Parent	Children	Parent	Children	Parent	Children
 Awareness	54%	38%	75%	73%	57%	41%
 Understanding	45%	24%	56%	45%	48%	37%
 Children's usage (regular/sometimes)	37%	-	41%	-	40%	-
 Appropriateness (net: yes)	41%	-	55%	-	50%	-

Familiarity with and confidence to explain *metaverse*

How familiar are you with each of the following terms?
METAVERSE



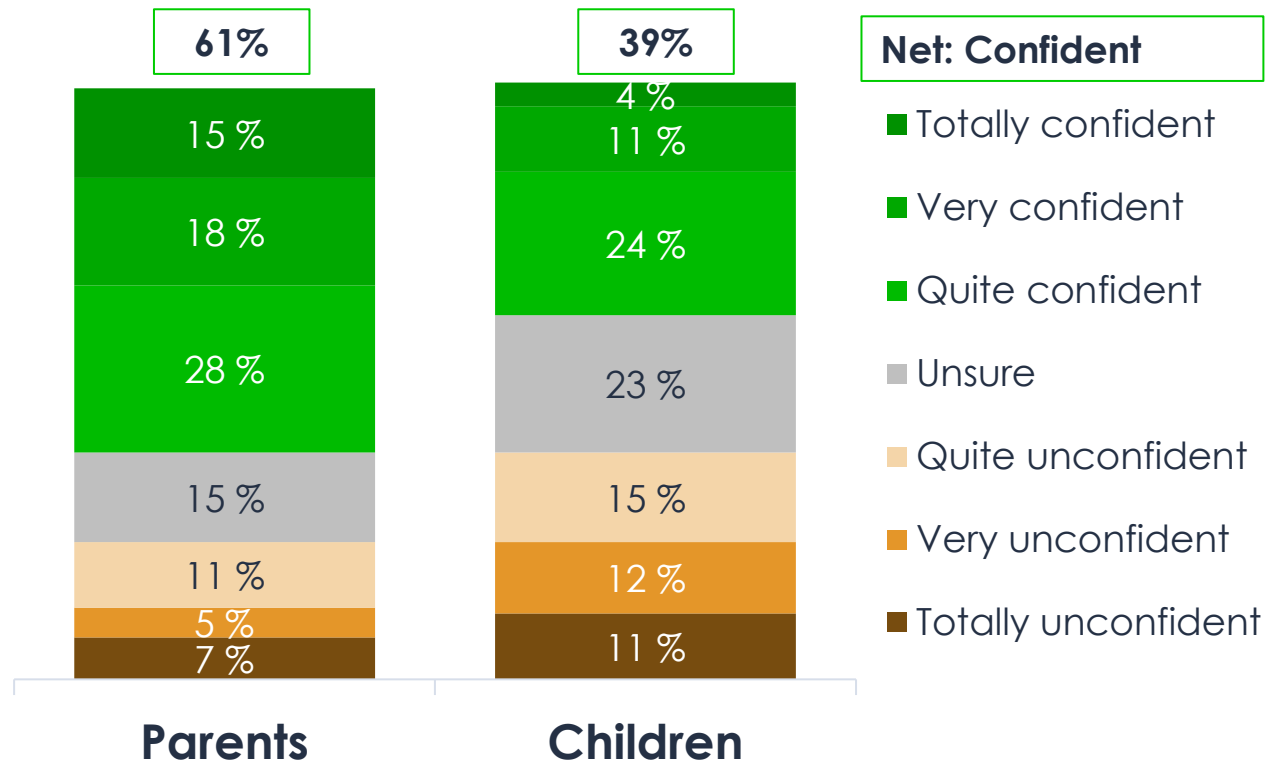
How confident would you be to explain what each of these are to someone else?
METAVERSE



4 Y1. How familiar are you with each of the following terms? Base: Parents (2,000)
Y1. How familiar are you with each of the following terms? Base: Children (1,007)

Confidence to explain *metaverse* amongst those who know about the *metaverse*

How confident would you be to explain what each of these are to someone else? METAVERSE (those that have heard a little / a lot about the *metaverse*)

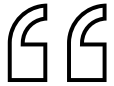


Confidence to explain *metaverse* amongst those who know about the *metaverse* (mums and dads)

How confident would you be to explain what each of these are to someone else? METAVERSE (those that have heard a little / a lot about the *metaverse*)

Those who know a little / a lot about metaverse	Net unconfident	Unsure	Net confident
Mums	25%	24%	52%
Dads	23%	11%	66%

Verbatims on what the Metaverse is



PARENTS

Metaverse is a digital reality that combines aspects of social media, online gaming, AR, VR etc

Mum, 29, London (child with EHCP)

*A load of b****s primarily but it can also be described as a shared space where you interact via an avatar within a virtual reality setting. There isn't a single metaverse as of yet, there are some ideas being floated around by the likes of Facebook and whatever it ends up being will be quite different from what we think it will be now.*

Dad, 50, West Midlands (child with SEND)

The meta-universe is essentially a virtual and digitized process of the real world, requiring a lot of changes in content production, economic systems, user experience, and physical world content.

Dad, 39, London

It's an online environment where it's a virtual world allowing interactions between real world people and organisations. A virtual reality world to do real world transactions and activities.

Dad, 33, West Midlands

CHILDREN

a virtual-reality space in which users can interact with a computer-generated environment and other users.

Boy, 14, London

A spying network created by Mark Zuckerberg

Boy, 13, East England

Being able to have everything and everyone together

Girl, 12, East Midlands (registered as having SEND)

A new version of the internet like social media

Boy, 15, North East (have an EHCP)

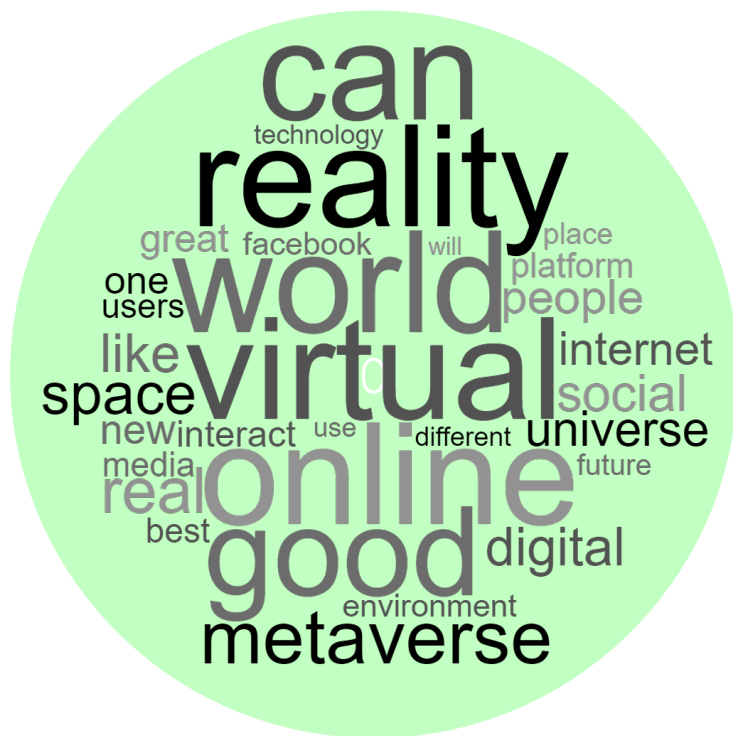
highly interactive three-dimensional virtual world. Like the real world, users can trade land, buildings, and other digital assets in the Metaverse and explore the space using their personalized avatars.

Girl, 10, East Midlands



Word clouds of common terms from what metaverse is

Description of metaverse – **PARENTS**
(10+ mentions, of those aware)



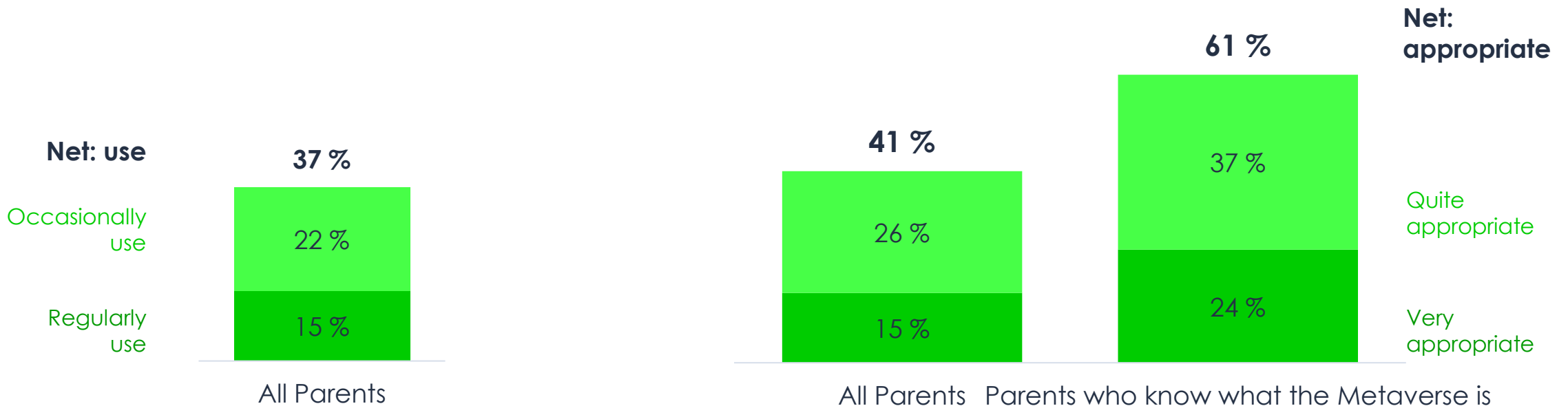
Description of metaverse – **CHILDREN**
(10+ mentions, of those aware)



Usage and appropriateness of the metaverse (parents aware of metaverse)

Which of the below statements BEST describes your child/children's usage of the following? METAVERSE

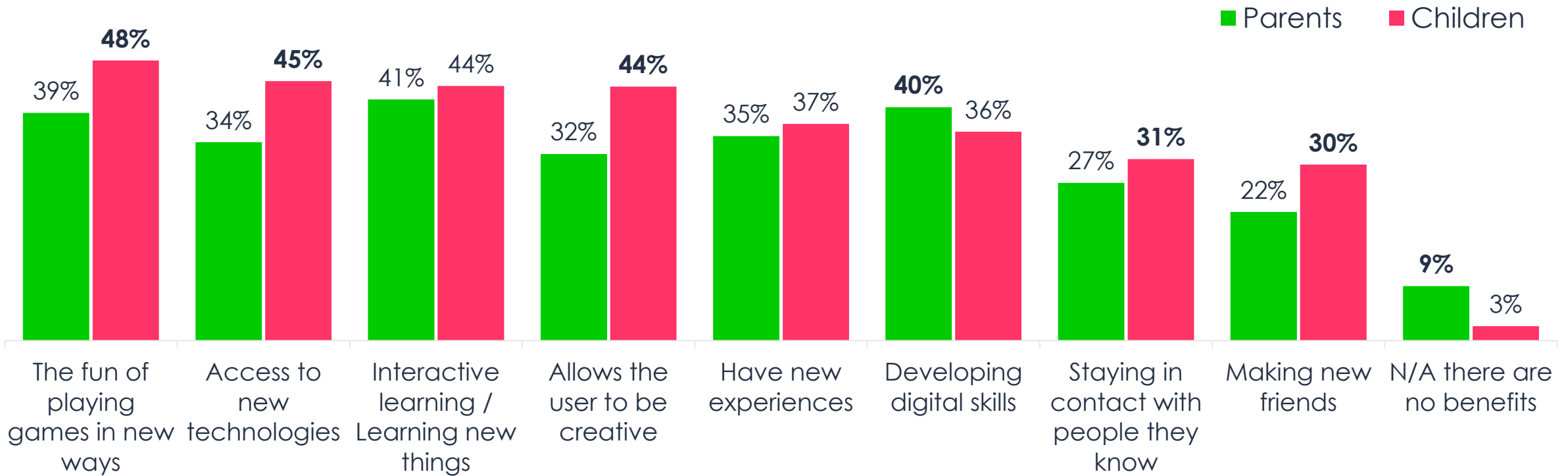
To what extent do you consider the following immersive platforms appropriate for children to use?



Y4. Which of the below statements BEST describes your child/children's usage of the following? Base: Parents aware of metaverse, virtual reality or AR (1,922)
 Y5. To what extent do you consider the following immersive platforms appropriate for children to use? Base: Parents aware of metaverse, virtual reality or AR (1,922)

Benefits of children using the metaverse

Which of the following, if any, would you consider are the benefits of your children/for you using the metaverse?



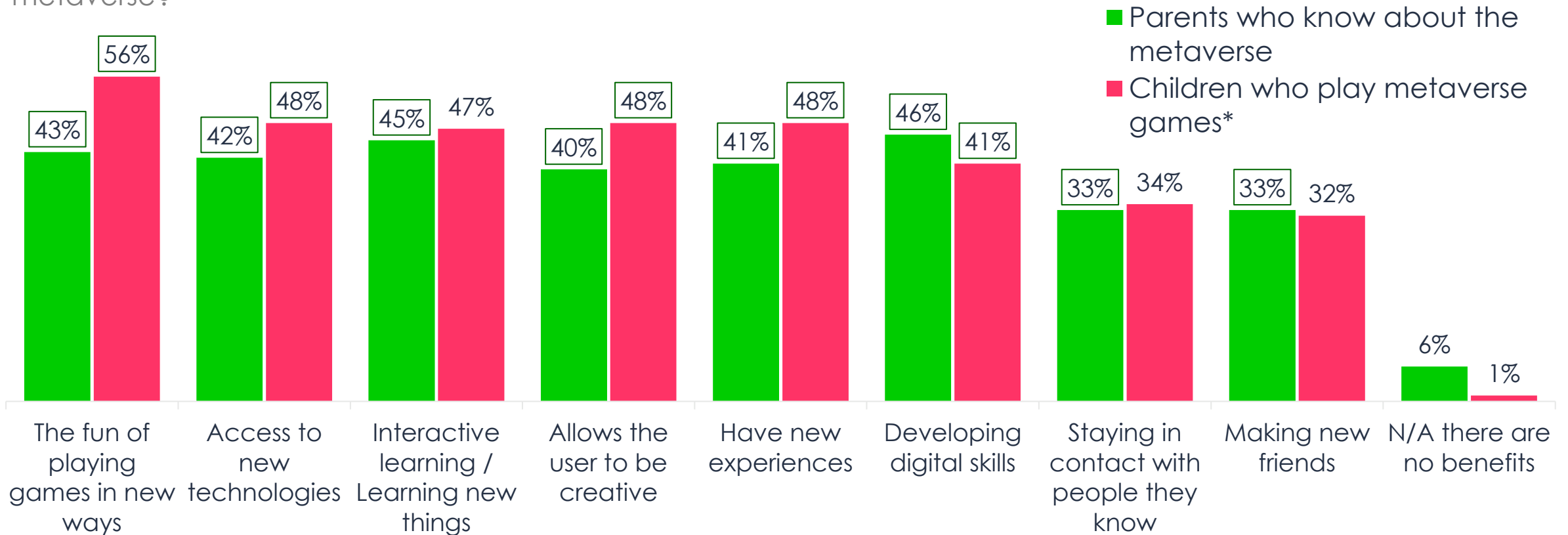
Q:Y6. Which of the following, if any, would you consider are the benefits of your children using the metaverse, virtual reality or augmented reality? Please select all that apply for each option. Base: Parents N-2,000, Children N-1,000

Significant testing: **bold** numbers indicate significantly higher than other group number



Benefits of children using the metaverse (those aware of the metaverse)

Which of the following, if any, would you consider are the benefits of your children/for you using the metaverse?

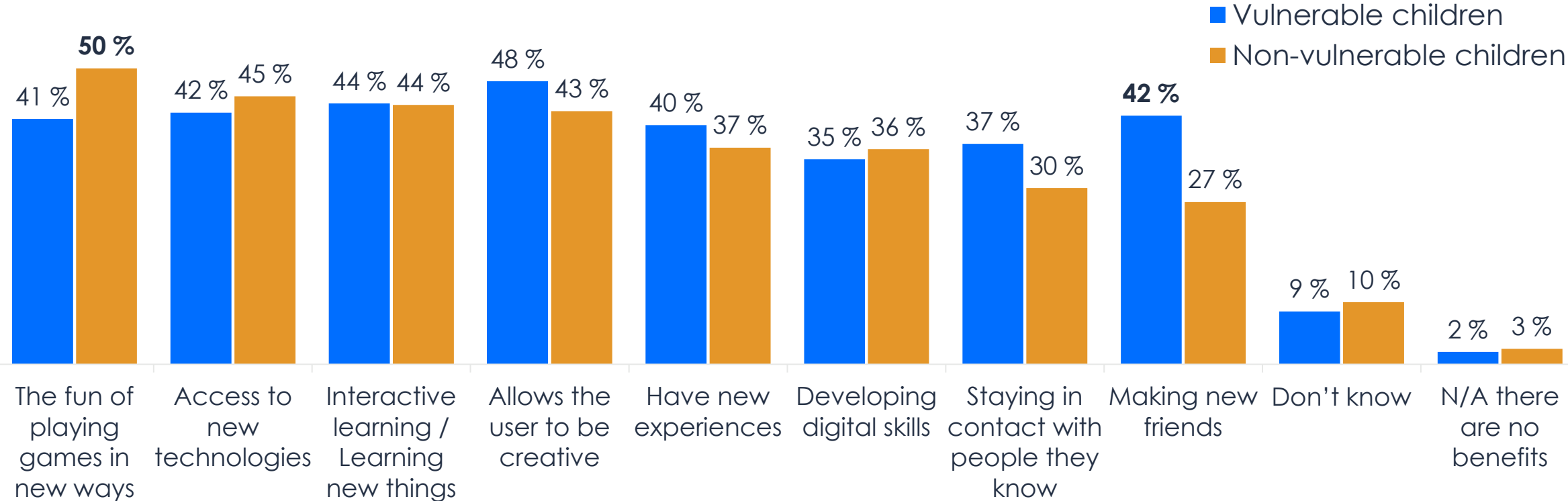


Q:Y6. Which of the following, if any, would you consider are the benefits of your children using the metaverse, virtual reality or augmented reality? Please select all that apply for each option. Base: parents aware n-1,066, children aware n-381
 *Roblox, Minecraft

□ Significantly higher than the 'total' score

Benefits of children using the metaverse (children)

Which of the following, if any, would you consider are the benefits of your children/for you using the metaverse?

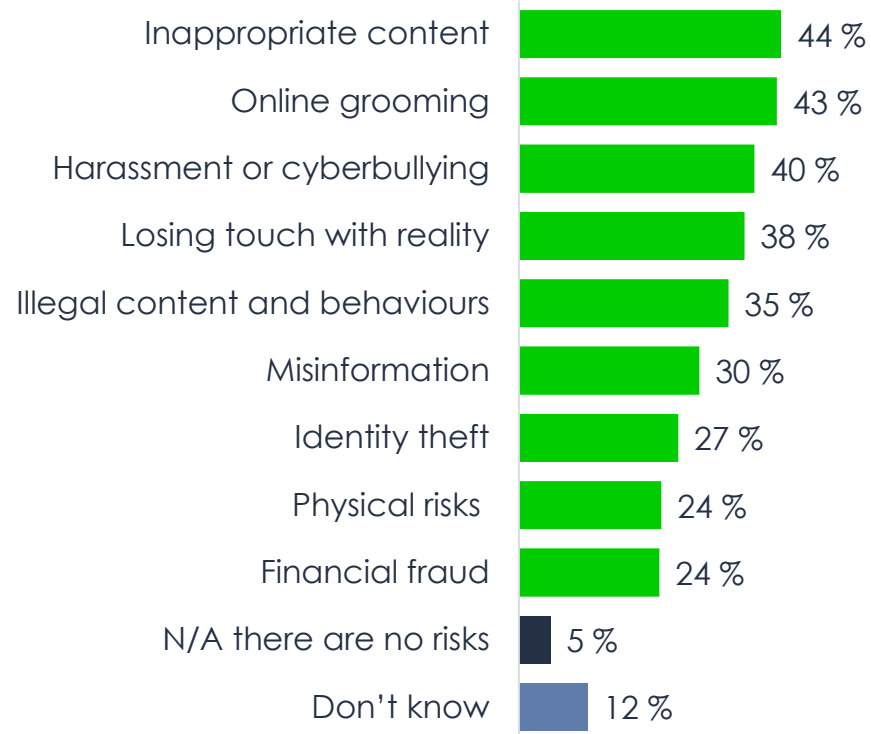


Significant testing: **bold numbers indicate significantly higher than other group number**

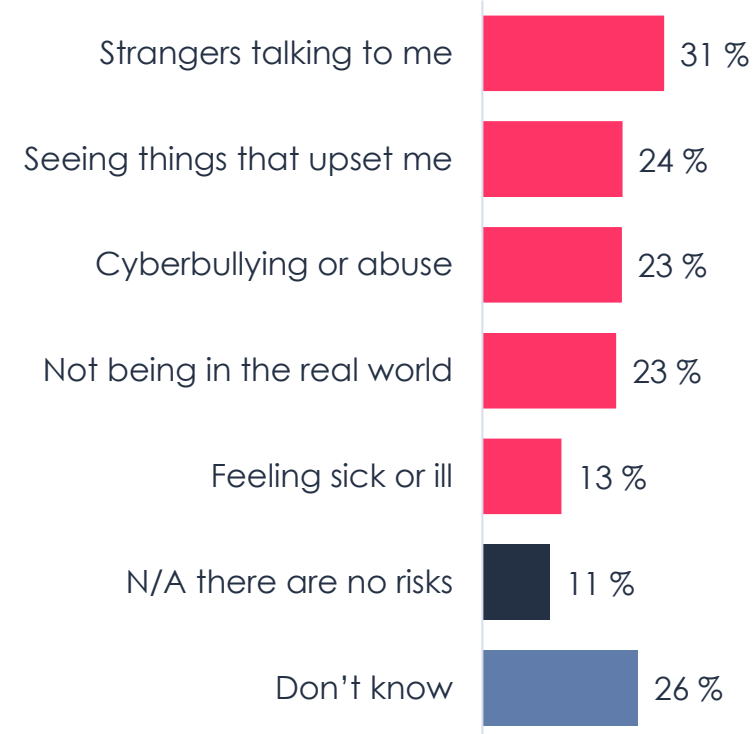


Concerns about the metaverse (those aware of the metaverse)

Which, if any, of the following concerns do you have about children being engaged in the metaverse? **PARENTS**

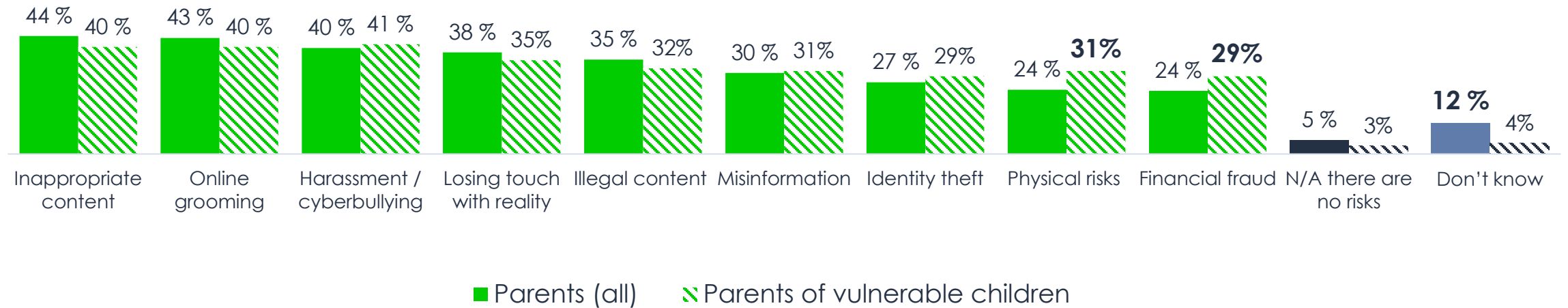


Do you worry about anything when you think about being in the metaverse? **CHILDREN**



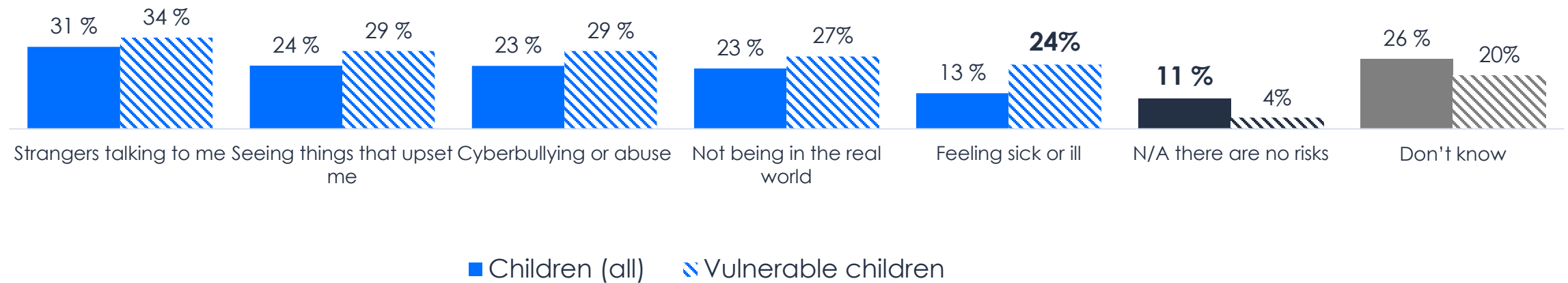
Concerns about the metaverse (parents – vulnerable and non-vulnerable children)

Which, if any, of the following concerns do you have about children being engaged in the metaverse, virtual reality or augmented reality?



Concerns about the metaverse (children – vulnerable and non-vulnerable children)

Do you worry about anything when you think about being in the metaverse, virtual reality or augmented reality?



Number of benefits and concerns selected about the metaverse by parents and children

Benefits Q: Which of the following, if any, would you consider are the benefits of your children/for you using the metaverse?

Concerns Q: Which, if any, of the following concerns do you have about children being engaged in the metaverse? PARENTS. Do you worry about anything when you think about being in the metaverse? CHILDREN

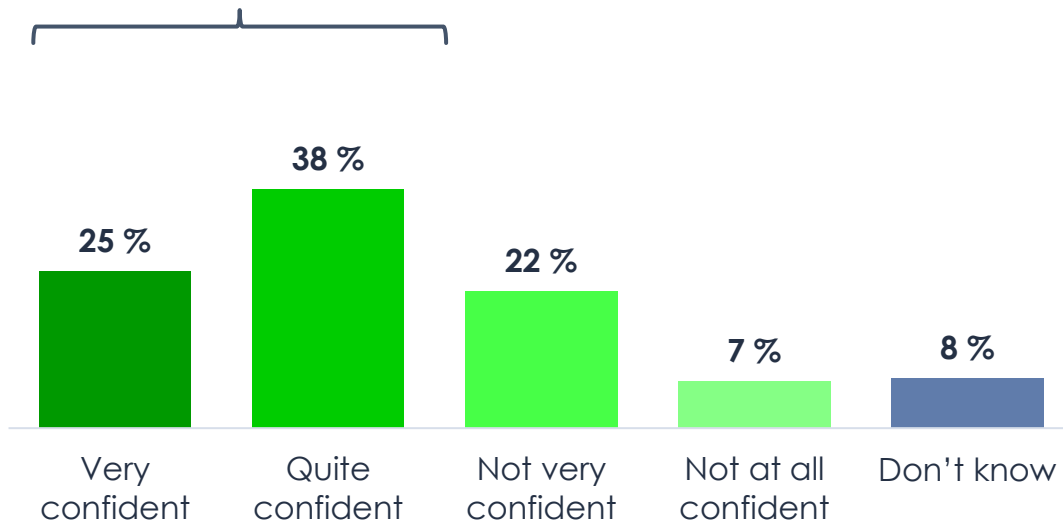
	Parents	Children
At least one benefit	81%	83%
At least three benefits	51%	56%
At least one concern	81%	59%
At least three concern	53%	14%

Confidence in staying safe in the metaverse (those aware of the metaverse)

How confident, if at all, do you feel in knowing how to keep your child safe on immersive platforms such as the metaverse?

PARENTS

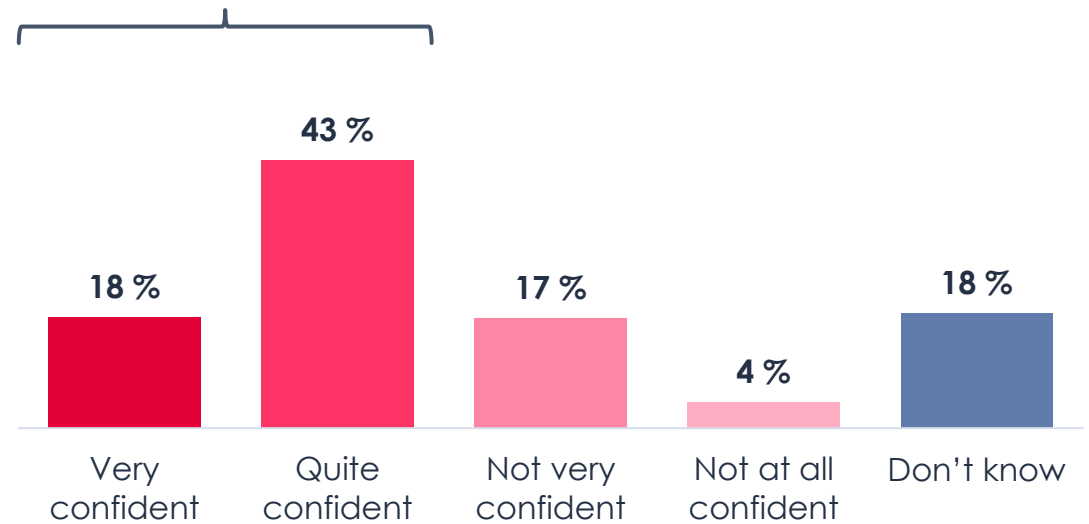
Confident: **63%**



How confident do you feel in knowing how to keep yourself safe in the metaverse?

CHILDREN

Confident: **60%**

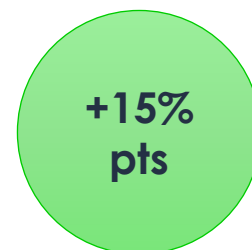


Summary of awareness, understanding, benefits and concerns for vulnerable and non-vulnerable children

Awareness and understanding of the metaverse

	Parents %		Children %		
	Vulnerable:	Vul	Non	Vul	Non
They know about the metaverse		67	48	49	35
They feel confident on their understanding of the metaverse*		35	19	13	7
Appropriate for their child to use the metaverse (agree)		62	32	-	-
Usage of metaverse (regularly/sometimes)		61	28	-	-

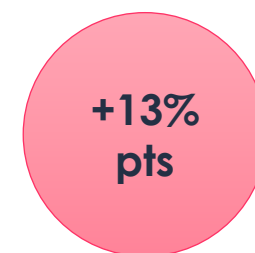
Benefits



Vulnerable children (42%) were significantly more likely than non-vulnerable (27%) to say the main benefit from the metaverse was **'making new friends'**

Concerns

Whereas their concerns with the metaverse focused around **accessibility** – 24% saying it could make them **'feel sick or ill'** compared to 11% for non-vulnerable



Y1. How familiar are you with each of the following terms? Base: Parents (2,000)
 Y1. How familiar are you with each of the following terms? Base: Children (1,007)
 *Totally, very



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