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Residential demand for XR headsets: consumer survey

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About this report

This survey report focuses on consumers' interest in XR devices (in which we include augmented reality (AR), virtual reality (VR) and mixed reality (MR)) and related applications. It explores the demographics of consumers that are interested in XR, why this group is of interest to telecoms operators and how to best cater to their wants and needs.

The survey was conducted in association with Dynata between July and August 2023. The survey groups were chosen to be representative of the internet-using population in selected countries around the world. We set quotas on age, gender and income. There were at least 1000 respondents per country.

GEOGRAPHICAL COVERAGE

- **Western Europe (WE):** France, Germany, Ireland, Italy, Norway, Spain, Sweden and the UK
- **Central and Eastern Europe (CEE):** Poland and Turkey
- **North America (NA):** Canada and the USA
- **Developed Asia–Pacific (DVAP):** Australia and New Zealand
- **Emerging Asia–Pacific (EMAP):** Malaysia
- **Sub-Saharan Africa (SSA):** South Africa

KEY QUESTIONS ANSWERED IN THIS REPORT

- Which consumer demographic is most interested in XR headsets and associated services and applications and to what degree?
- Why are consumers that are interested in XR particularly valuable to telecoms operators?
- What is the relationship between gaming and XR to consumers?
- How might telecoms operators prioritise satisfying the needs of consumers interested in XR devices and applications?

WHO SHOULD READ THIS REPORT

- Telecoms operators that wish to understand consumer demand for XR headsets and XR-related applications and services.
- Equipment manufacturers and developers of Wi-Fi management software that wish to understand end-user demand for, and understanding of, quality of service (QoS) and quality of experience (QoE) features.
- Stakeholders in the XR industry that wish to develop partnerships with telecoms operators and understand their wants and needs.

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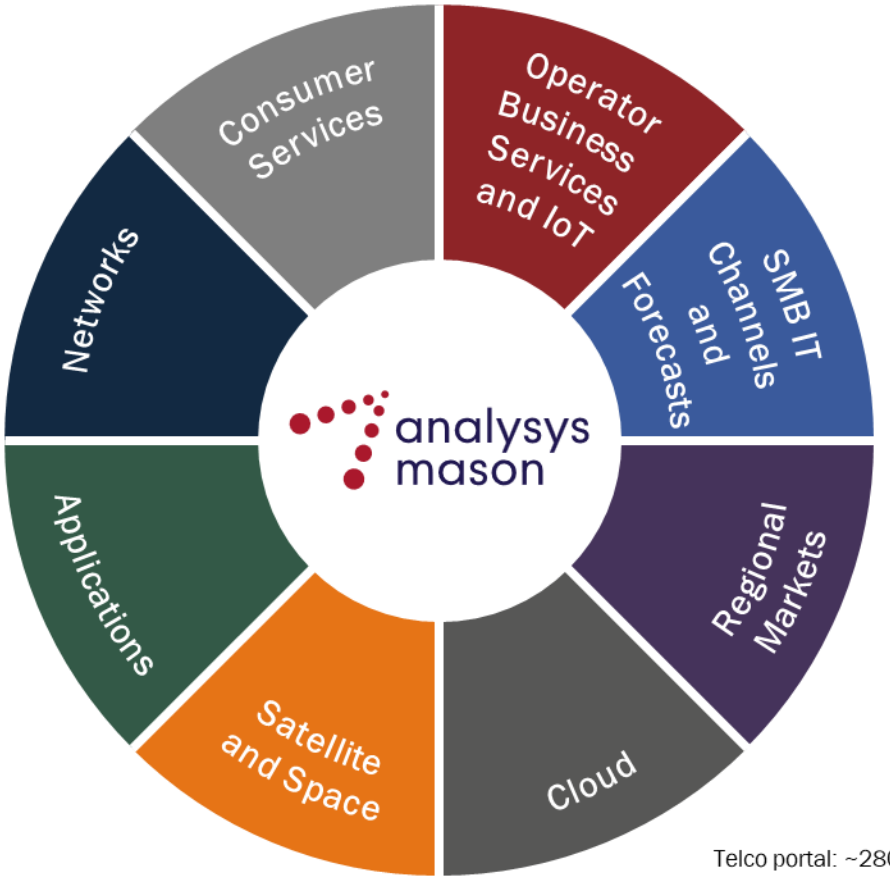

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