Residential demand for the metaverse: consumer survey

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About this report

The concept of the metaverse is entering mainstream conversation. This survey report focuses on consumers' understanding of the metaverse. It explores the demographics of consumers that are interested in the metaverse, the level of understanding of these consumers and why they are valuable. It also considers what this might mean for telecoms operators.

The survey was conducted in association with Dynata between August and September 2022. 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 geographical spread to that effect. There were at least 1000 respondents per country.

KEY QUESTIONS ANSWERED IN THIS REPORT

- Do consumers have a grasp of what the metaverse is yet?
- Which consumer demographic is the most interested and how interested are they?
- Why are consumers that are interested in the metaverse particularly valuable to telecoms operators?
- What is the relationship between gaming and the metaverse in the eyes of consumers?
- How might telecoms operators prioritise satisfying the needs of metaverse-interested consumers?

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 and the Philippines
- **Africa:** South Africa

WHO SHOULD READ THIS REPORT

- Telecoms operators that wish to understand consumer demand for the metaverse and metaverse-type applications.
- Equipment manufacturers and developers of Wi-Fi management software that wish to understand end-user demand for, and understanding of, QoS and QoE features.
- Stakeholders in the metaverse that wish to develop partnerships with telecoms operators and understand their wants and needs.

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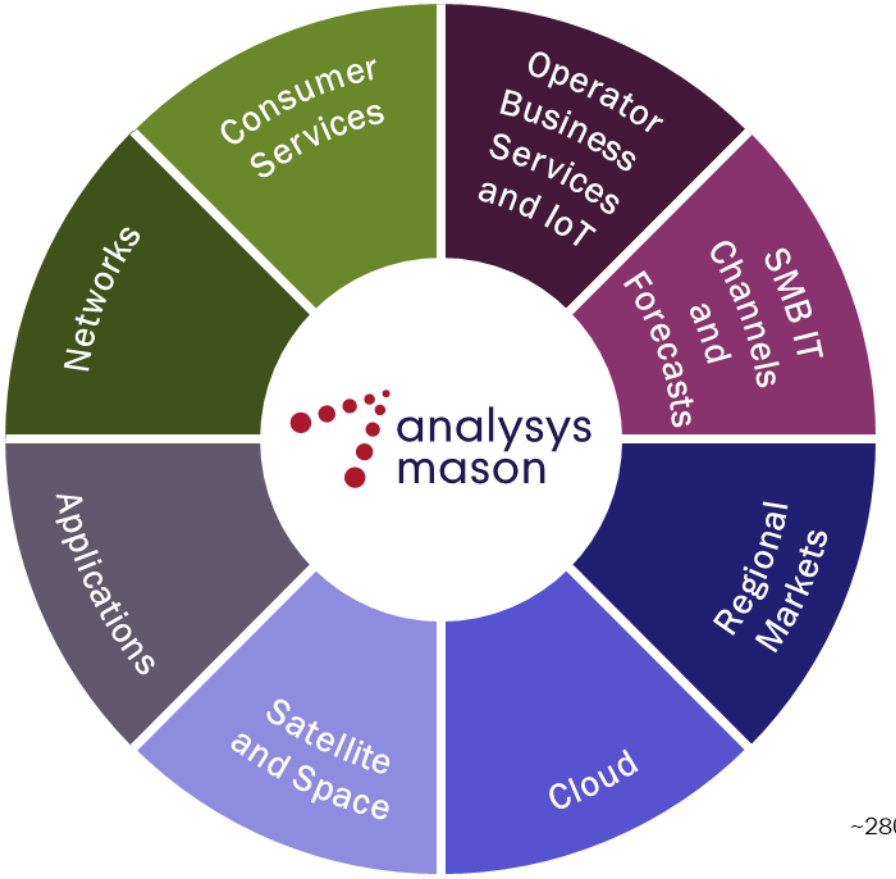

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