011422 - HOD FLASH (24 HOUR)

QS1Q1: How would you describe your usage of the following technologies?

Augmented reality (AR) (e.g., virtual try-on, social media picture filters)

	Gender			Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
I currently use this.	17%	22% C	13%	27% FGH	27% FGH	14% H	15% H	2%	33% KM	31% kM	14% M	21% M	3%	21% QR	24% QR	13% R	9% R	0%	18%	16%	17%	20%
I have previously used this, but do not anymore.	10%	13% c	8%	18% GH	12% gH	14% GH	5% h	1%	22% LM	15% lM	18% LM	3%	1%	13% R	9% r	10% R	7% r	1%	14%	9%	11%	10%
NET: Has not used	72%	65%	79% B	55%	61%	72% De	80% DE	97% DEFG	44%	55%	67% I	76% IJ	96% IJKL	66%	68%	77%	84% NO	98% NOPQ	69%	75%	72%	70%
I haven't used this, but I am interested in doing so.	31%	35% C	28%	29%	30%	41% DeGh	27%	30%	30%	32%	52% IJlm	31%	34%	28%	29%	31%	24%	27%	29%	37% uV	29%	26%
I haven't used this, and I am not interested in doing so.	25%	20%	29% B	14%	17%	15%	35% DEF	45% DEF	9%	16% K	3%	31% IJK	43% IJK	19%	17%	26%	39% NO	46% NOP	19%	22%	26%	33% ST
I haven't heard of this.	16%	10%	22% B	12%	14%	16%	18%	22% De	5%	6%	12%	13% I	18% IJ	20%	22%	20%	22%	25%	21% V	16%	18%	11%

* Table Base: U.S. RESPONDENTS

Virtual reality (VR) (e.g., Oculus, HTC Vive)

	Gender			Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
I currently use this.	18%	24% C	11%	25% gH	23% H	23% H	15% H	1%	34% M	29% M	33% M	21% M	0%	16% R	17% R	13% R	10% r	2%	20%	15%	17%	21%
I have previously used this, but do not anymore.	14%	15%	13%	30% EFGH	14% GH	9%	6%	4%	27% KLM	19% lM	9%	6%	6%	32% OPQR	9% r	8% r	6%	2%	15% u	16% U	9%	15%
NET: Has not used	68%	61%	75% B	45%	63% D	68% D	79% DEf	95% DEFG	39%	52%	58% I	73% IJ	94% IJKL	52%	74% N	78% N	84% N	95% NOPQ	65%	69%	74% sv	65%
I haven't used this, but I am interested in doing so.	31%	34%	28%	26%	34%	44% DGH	29%	28%	25%	38% i	44% I	31%	37% i	27%	30%	44% NQR	26%	20%	26%	34%	32%	29%
I haven't used this, and I am not interested in doing so.	26%	19%	32% B	10%	17%	15%	39% DEF	49% DEF	7%	10%	4%	37% IJK	41% IJK	14%	24%	26% n	41% NOp	55% NOPq	24%	21%	32% T	28%
I haven't heard of this.	12%	9%	15% B	9%	12%	9%	11%	18% Df	7%	4%	10%	5%	16% iJ	11%	20% p	8%	17%	20% p	15% v	14% v	10%	7%

* Table Base: U.S. RESPONDENTS

QS1Q2: You indicated in the last question that you have used virtual reality (VR) or augmented reality (AR) products. Which of the following VR or AR products have you used? Please select all that apply.

	Gender			Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=422	N=241	N=175	N=201	N=87 *	N=69 *	N=48 *	N=16 **	N=113	N=52 *	N=39 *	N=29 **	N=10 **	N=88 *	N=35 *	N=30 *	N=18 **	N=6 **	N=73 *	N=166	N=74 *	N=108
Total (Unweighted)	N=408	N=192	N=210	N=180	N=103	N=68 *	N=40 *	N=17 **	N=77 *	N=54 *	N=34 *	N=19 **	N=11 **	N=103	N=49 *	N=34 *	N=21 **	N=6 **	N=86 *	N=183	N=67 *	N=72 *
VR headsets (e.g., Oculus, HTC Vive)	61%	60%	62%	67% e	55%	54%	58%	51%	63%	54%	65%	57%	44%	73% oP	55%	40%	58%	60%	69%	58%	64%	57%
Mobile VR apps	33%	35%	30%	33% h	42% fH	25%	32% h	6%	36% m	45% M	31%	29%	3%	30%	38%	19%	37%	12%	22%	26%	35%	48% ST
AR social media tools (e.g., photo filters)	31%	29%	34%	31%	39%	31%	22%	18%	28%	41%	28%	20%	18%	35%	37%	35%	25%	19%	27%	29%	37%	34%
VR motion controllers (e.g., standard hand controllers, w	30%	30%	29%	34% FH	31% fh	17%	34% h	5%	35% m	24%	23%	41% M	0%	33% p	42% P	10%	24%	12%	34% u	30%	18%	34% u
AR mobile games (e.g., Pokémon Go, Kings of Pool)	28%	28%	29%	31% G	37% G	24%	10%	13%	29%	35% l	29%	10%	21%	34% q	39% Q	17%	11%	0%	31%	21%	31%	37% T
VR chat rooms (e.g., Steam VR, VRChat, VR Home)	21%	24%	17%	24%	27% f	12%	16%	18%	30% k	26%	12%	23%	6%	16%	29% Q	12%	4%	37% q	22%	13%	24% t	32% T
AR shopping tools (e.g., virtual try-on, virtual store tours)	21%	17%	26% b	14%	37% DFh	19%	27%	11%	11%	32% IK	7%	28% k	18%	18%	46% N	34%	26%	0%	10%	21% s	28% S	24% s
AR visualizations tools (e.g., virtual room design, virtual h	20%	17%	24%	18%	21%	25%	22%	11%	16%	14%	18%	27%	18%	20%	32%	34%	14%	0%	7%	21% S	29% S	19% s
AR glasses (e.g., Echo Lens, Ray Ban Stories)	17%	18%	15%	13%	30% DG	17%	8%	10%	16%	24%	24%	7%	10%	11%	37% NPQ	8%	8%	9%	16%	9%	22% T	24% T
Haptic gloves	11%	10%	12%	12%	18% fg	6%	4%	0%	12%	14%	6%	6%	0%	12%	24% Q	8%	0%	0%	11% t	4%	10%	22% T
Other	2%	3% c	0%	2%	0%	0%	5% e	10% Ef	4%	0%	0%	7% j	16% jK	0%	0%	1%	1%	0%	2%	2%	1%	3%

* Table Base: CURRENT OR PREVIOUS USER OF AUGMENTED OR VIRTUAL REALITY

Somewhat agree	30%	32%	28%	38% GH	38% GH	38% GH	16%	19%	38% LM	45% LM	43% LM	12%	23%	38% QR	32% R	33% R	20%	15%	30%	30%	30%	30%
NET: Any Disagree (Strongly Disagree/Somewhat Disagre	37%	35%	39%	25%	25%	30%	49% DEF	57% DEF	24%	20%	22%	51% IJK	59% IJK	26%	29%	39% n	48% NO	55% NOp	34%	36%	40%	38%
Somewhat disagree	16%	18%	14%	16%	11%	17%	21% E	15%	16%	13%	15%	24%	21%	15%	10%	20%	18%	10%	14%	15%	18%	18%
Strongly disagree	21%	17%	25% B	9%	13%	13%	29% DEF	42% DEFG	8%	8%	7%	27% IJK	38% IJK	10%	19%	19%	30% N	45% NOPq	20%	21%	22%	21%
Not at all sure	16%	12%	19% B	12%	14%	13%	21% d	19% d	11%	8%	10%	18%	16%	14%	20%	16%	23%	22%	15%	18% v	19% v	11%

* Table Base: U.S. RESPONDENTS

I feel overwhelmed by the concept of the metaverse.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
NET: Any Agree (Strongly Agree/Somewhat Agree)	52%	45%	59% B	52%	52%	50%	46%	59% g	46%	54% L	41%	34%	48%	58%	49%	59%	58%	68% O	57% v	53% v	55% v	44%
Strongly agree	22%	18%	25% B	21%	16%	20%	23%	27% E	22%	16%	17%	15%	20%	21%	17%	23%	32% o	32% O	27% u	23%	18%	20%
Somewhat agree	30%	27%	34% b	31%	35% G	30%	23%	32%	24%	38% iL	24%	20%	28%	37%	32%	36%	26%	35%	29%	31%	38% V	24%
NET: Any Disagree (Strongly Disagree/Somewhat Disagre	48%	55% C	41%	48%	48%	50%	54% h	41%	54%	46%	59%	66% J	52%	42%	51% R	41%	42%	32%	43%	47%	45%	56% stu
Somewhat disagree	28%	32% c	25%	35% efH	25%	24%	30%	24%	37%	25%	23%	36%	33%	33% R	26%	25%	24%	16%	28%	26%	27%	33%
Strongly disagree	20%	23% C	16%	13%	23% D	26% D	24% D	17%	17%	21%	36% IjM	30%	19%	9%	25% N	16%	19% n	16%	15%	21%	18%	22%
Not at all sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Table Base: U.S. RESPONDENTS

I don't understand the purpose of the metaverse.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
NET: Any Agree (Strongly Agree/Somewhat Agree)	60%	54%	66% B	52%	53%	57%	64% d	74% DEFg	47%	47%	42%	59%	75% IJKl	58%	59%	73% n	68%	73% No	65% V	62% v	60%	52%
Strongly agree	28%	24%	32% B	21%	21%	24%	35% DE	39% DEF	22%	16%	19%	27%	34% J	19%	26%	29%	42% No	43% NO	32%	28%	26%	26%
Somewhat agree	32%	30%	34%	32%	32%	33%	29%	35%	25%	30%	23%	32%	41% Ik	38%	33%	43% Q	26%	30%	33%	34%	34%	26%
NET: Any Disagree (Strongly Disagree/Somewhat Disagre	40%	46% C	34%	48% gH	47% H	43% H	36% h	26%	53% M	53% M	58% M	41% m	25%	42% pR	41% r	27%	32%	27%	35%	38%	40%	48% St
Somewhat disagree	25%	30% C	20%	31% H	25% h	26% h	24%	16%	34% m	33%	36% m	24%	21%	27% R	18%	17%	24% r	13%	22%	22%	28%	28%
Strongly disagree	15%	17%	14%	17% h	22% gH	16%	12%	10%	20% M	21% M	22% M	17% M	5%	15%	23% pQ	10%	8%	14%	13%	16%	11%	19% u
Not at all sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Table Base: U.S. RESPONDENTS

The metaverse will soon be as popular as traditional social media platforms (e.g., Facebook, Instagram, TikTok).

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
NET: Any Agree (Strongly Agree/Somewhat Agree)	57%	61% C	53%	68% GH	66% GH	63% gH	50% h	37%	69% lM	73% LM	68% M	53%	39%	66% QR	59% R	58% R	47%	36%	56%	55%	55%	62%
Strongly agree	27%	32% C	22%	36% GH	39% GH	31% gH	20% H	10%	39% M	47% LM	41% M	27% M	5%	32% QR	31% QR	21%	13%	13%	29% U	27% u	19%	33% U
Somewhat agree	30%	29%	31%	32%	27%	32%	30%	27%	30%	26%	27%	25%	34%	34%	28%	37% r	34%	23%	27%	29%	36%	28%
NET: Any Disagree (Strongly Disagree/Somewhat Disagre	21%	21%	22%	20%	15%	17%	23%	29% dEF	19%	13%	19%	21%	31% IJ	21%	16%	16%	24%	27%	21%	22%	23%	18%
Somewhat disagree	12%	13%	12%	12%	10%	12%	12%	15%	10%	7%	15%	10%	23% IJl	14%	12%	9%	14%	8%	14%	15%	11%	9%
Strongly disagree	9%	8%	10%	8%	5%	5%	11%	14% dEF	8%	6%	4%	11%	8%	7%	4%	6%	10%	19% NOP	7%	8%	11%	10%
Not at all sure	22%	18%	25% B	12%	19%	20%	28% D	34% DEF	12%	13%	13%	26% ij	30% IJK	13%	25% n	26% N	29% N	37% N	23%	22%	23%	20%

* Table Base: U.S. RESPONDENTS

QS1Q7: Based on your understanding of the metaverse, which of the following groups do you believe should be responsible for its regulation?

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
The U.S. federal government	11%	14% C	8%	9%	11%	14%	13%	9%	11%	14%	22% m	19%	8%	6%	7%	7%	8%	10%	9%	11%	12%	10%
An international governing body (e.g., the United Nations,	5%	6%	4%	6%	4%	8%	3%	4%	5%	6%	13% L	1%	6%	6%	2%	3%	4%	3%	7%	4%	6%	4%
An independent oversight committee (i.e., a panel of indu	14%	11%	17% B	14%	13%	9%	18% f	16%	9%	13%	7%	10%	16%	19%	12%	11%	24% op	17%	13%	15%	13%	14%
People who are metaverse or technology industry leaders	19%	20%	19%	24% GH	22% gh	22% h	13%	14%	25% m	19%	21%	17%	14%	23% Q	25% Qr	23% Q	10%	13%	22% u	17%	14%	26% TU
Metaverse users	14%	18% C	10%	20% fGH	22% FGH	11% h	10%	5%	26% M	23% M	14%	15%	9%	13% qR	20% QR	9% r	5%	3%	13%	14%	15%	12%
Other	0%	1%	0%	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%
None - The metaverse should not be regulated.	9%	12% C	6%	9%	9%	12%	7%	9%	10%	12%	17%	11%	13%	9%	6%	7%	4%	6%	8%	10%	6%	12% u
Not at all sure	27%	18%	36% B	18%	19%	23%	36% DEF	42% DEF	13%	9%	7%	27% IJK	34% IJK	23%	28%	39% N	44% No	48% NO	28%	28% v	33% V	20%

* Table Base: U.S. RESPONDENTS

QS1Q8: Before taking this survey, how familiar were you with each of the following companies?

Meta (formerly Facebook Inc.)

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
NET: Familiar (Very Familiar/Somewhat Familiar)	75%	80% C	71%	78% H	84% GH	81% H	73%	64%	81% M	90% M	83% m	78%	67%	74% r	79% R	79% R	68%	61%	72%	76%	73%	79%
Very familiar	42%	45%	40%	44% H	63% DFGH	47% H	41% H	22%	45% M	65% IkLM	47% M	46% M	24%	43% R	62% NQR	47% R	36% R	20%	42%	43%	38%	46%
Somewhat familiar	33%	35%	31%	34% E	21%	34% E	32% e	42% E	36%	25%	36%	32%	43% J	31% o	17%	32% o	32% o	40% O	31%	33%	34%	33%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	25%	20%	29% B	22%	16%	19%	27% E	36% DEF	19%	10%	17%	22%	33% IJk	26%	21%	21%	32%	39% nOP	28%	24%	27%	21%
Not very familiar - I've only heard the name.	16%	15%	17%	14%	9%	13%	16% e	25% DEF	14%	8%	11%	14%	26% IJK	15%	10%	15%	19%	24% O	19%	16%	17%	13%
Not at all familiar - I've never heard of this company.	9%	5%	12% B	8%	7%	6%	11%	12%	4%	2%	6%	7%	7%	11%	11%	6%	13%	15% p	9%	8%	10%	8%

* Table Base: U.S. RESPONDENTS

Microsoft

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
NET: Familiar (Very Familiar/Somewhat Familiar)	93%	95%	91%	93%	92%	97%	92%	92%	94%	95%	97%	92%	96%	92%	90%	97%	92%	88%	94%	94%	92%	92%
Very familiar	60%	66% C	54%	64% GH	67% GH	75% dGH	50%	46%	65%	71% M	82% iLM	56%	55%	62% QR	63% QR	68% QR	45%	38%	59%	62% u	53%	62%
Somewhat familiar	33%	29%	37% B	29%	25%	22%	42% DEF	46% DEF	28%	24%	15%	36% K	42% IJK	30%	27%	28%	48% NOP	50% NOP	35%	32%	39%	30%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	7%	5%	9%	7%	8%	3%	8%	8%	6%	5%	3%	8%	4%	8%	10%	3%	8%	12% p	6%	6%	8%	8%
Not very familiar - I've only heard the name.	6%	5%	7%	7% f	7% f	2%	6%	8% F	6%	5%	0%	8%	4%	7%	9%	3%	4%	12% Pq	5%	5%	7%	8%
Not at all familiar - I've never heard of this company.	1%	1%	1%	1%	1%	2%	2%	0%	0%	0%	2%	0%	0%	1%	1%	1%	3%	0%	1%	1%	1%	0%

* Table Base: U.S. RESPONDENTS

Snap Inc.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
NET: Familiar (Very Familiar/Somewhat Familiar)	33%	37% C	29%	56% FGH	50% FGH	29% gH	17% H	4%	56% KLM	61% KLM	26% M	27% M	5%	56% oPQR	40% QR	31% QR	8%	3%	34%	32%	27%	39% u
Very familiar	15%	17%	13%	31% EFGH	20% GH	13% gH	6% H	0%	33% KLM	23% LM	15% M	7% M	0%	29% oPQR	18% QR	11% R	5% r	0%	15%	16%	12%	18%
Somewhat familiar	18%	20%	15%	25% fGH	30% FGH	16% H	11% H	4%	23% M	38% IKlM	11%	20% M	5%	27% QR	23% QR	20% QR	3%	3%	20%	16%	15%	21%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	67%	63%	71% B	44%	50%	71% DE	83% DEF	96% DEFG	44%	39%	74% IJ	73% IJ	95% IJKL	44%	60% n	69% N	92% NOP	97% NOP	66%	68%	73% v	61%
Not very familiar - I've only heard the name.	24%	29% C	19%	16%	16%	36% DE	25% de	29% DE	22%	20%	42% IJ	29%	35% ij	10%	13%	29% NO	22% N	25% No	16%	24% s	26% S	26% s
Not at all familiar - I've never heard of this company.	44%	34%	52% B	28%	33%	36%	58% DEF	67% DEF	22%	20%	32%	44% IJ	60% IJK	34%	47%	40%	70% NOP	72% NOP	50% V	44%	47% v	35%

* Table Base: U.S. RESPONDENTS

Roblox

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
NET: Familiar (Very Familiar/Somewhat Familiar)	37%	41% C	33%	56% FGH	58% FGH	39% GH	22% H	7%	63% KLM	63% kLM	44% LM	21% M	6%	49% pQR	54% PQR	35% R	23% R	8%	44% t	35%	35%	39%
Very familiar	20%	22%	18%	34% GH	28% GH	25% GH	6% H	0%	39% LM	27% LM	27% LM	5% m	0%	29% QR	29% QR	24% QR	7% R	1%	23%	17%	17%	23%
Somewhat familiar	18%	20%	16%	22% H	30% FGH	14% h	16% H	7%	24% M	35% KLM	17% m	16% m	6%	21% R	25% PR	11%	16%	7%	21%	18%	18%	16%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	63%	59%	67% B	44%	42%	61% DE	78% DEF	93% DEFG	37%	37%	56% Ij	79% IJK	94% IJKL	51%	46%	65% nO	77% NO	92% NOPQ	56%	65% s	65%	61%
Not very familiar - I've only heard the name.	27%	28%	27%	27%	24%	31%	30%	26%	22%	29%	27%	32%	33%	32% o	19%	34% Or	29%	21%	14%	29% S	31% S	31% S
Not at all familiar - I've never heard of this company.	35%	31%	40% B	17%	18%	30% DE	48% DEF	67% DEFG	15%	8%	29% IJ	47% IJ	61% IJK	19%	27%	31% n	48% NOp	71% NOPQ	42% V	36%	34%	30%

* Table Base: U.S. RESPONDENTS

Amazon

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
NET: Familiar (Very Familiar/Somewhat Familiar)	96%	96%	96%	95%	95%	98%	99% dEh	95%	92%	95%	100% i	99%	98%	98%	95%	96%	100% oR	93%	95%	95%	95%	99% stU
Very familiar	78%	77%	79%	82% GH	83% GH	83% GH	71%	69%	83% LM	82% Lm	83% Lm	63%	68%	81% r	83% r	83% r	78%	70%	81%	76%	75%	81%
Somewhat familiar	18%	19%	18%	13%	12%	14%	28% DEF	26% DEF	9%	12%	16%	36% IJk	30% IJ	17%	11%	12%	22% o	24% op	14%	20%	20%	18%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	4%	4%	4%	5% g	5% G	2%	1%	5% g	8% k	5%	0%	1%	2%	2%	5% q	4%	0%	7% Q	5% v	5% v	5% V	1%
Not very familiar - I've only heard the name.	3%	3%	3%	3%	4%	2%	1%	3%	4%	4%	0%	1%	2%	2%	4%	4%	0%	4%	3%	3%	4% v	1%
Not at all familiar - I've never heard of this company.	1%	1%	1%	2%	2%	0%	0%	1%	3%	1%	0%	0%	0%	1%	2%	1%	0%	3%	1%	2%	1%	0%

* Table Base: U.S. RESPONDENTS

Apple

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
NET: Familiar (Very Familiar/Somewhat Familiar)	90%	92%	89%	93% gH	93% gH	92% h	86%	85%	95% lm	93%	93%	87%	86%	91%	93% r	91%	86%	84%	92%	88%	89%	93%
Very familiar	60%	61%	59%	73% GH	67% GH	68% GH	47%	41%	72% LM	71% LM	66% M	51%	39%	73% QR	63% QR	70% QR	44%	43%	62%	57%	57%	65%
Somewhat familiar	30%	31%	30%	21%	26%	24%	39% DEF	44% DEF	23%	23%	27%	35%	48% IJK	18%	30% n	21%	42% NP	41% NP	30%	31%	31%	28%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	10%	8%	11%	7%	7%	8%	14% de	15% DEf	5%	7%	7%	13% i	14% i	9%	7%	9%	14%	16% o	8%	12%	11%	7%
Not very familiar - I've only heard the name.	9%	8%	9%	6%	6%	7%	11%	13% De	5%	7%	7%	13% i	13% i	8%	6%	8%	9%	14%	7%	11%	10%	6%
Not at all familiar - I've never heard of this company.	1%	0%	2% B	0%	0%	0%	3%	2%	0%	0%	0%	0%	0%	1%	1%	1%	5%	3%	1%	1%	1%	1%

* Table Base: U.S. RESPONDENTS

The Sandbox

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
NET: Familiar (Very Familiar/Somewhat Familiar)	19%	26% C	12%	28% GH	30% GH	24% GH	7% h	3%	40% LM	37% LM	32% LM	8%	6%	15% R	24% QR	17% qR	7% R	1%	22% t	14%	19%	24% T
Very familiar	7%	10% C	5%	12% GH	12% GH	7% H	3%	1%	17% LM	13% lM	12% lM	2%	2%	6% R	11% pR	3%	4% r	0%	9%	5%	8%	8%
Somewhat familiar	12%	16% C	7%	16% GH	18% GH	17% GH	4%	2%	23% LM	24% LM	20% lM	6%	4%	9% R	12% qR	14% QR	3%	1%	13%	9%	11%	15% t
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	81%	74%	88% B	72%	70%	76%	93% DEF	97% DEFg	60%	63%	68%	92% IJK	94% IJK	85%	76%	83%	93% Op	99% NOPQ	78%	86% sV	81%	76%
Not very familiar - I've only heard the name.	25%	28% c	22%	30% H	26% h	29% H	26% h	16%	26%	30%	32%	38% M	21%	33% QR	22%	27% qR	14%	13%	20%	25%	24%	30% s
Not at all familiar - I've never heard of this company.	56%	46%	66% B	43%	44%	46%	67% DEF	81% DEFG	34%	33%	36%	54% IJ	74% IJKL	52%	55%	56%	79% NOP	87% NOP	58% v	60% V	57% v	46%

* Table Base: U.S. RESPONDENTS

Google

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
NET: Familiar (Very Familiar/Somewhat Familiar)	97%	97%	97%	97%	98%	100% H	99% h	94%	96%	99%	100%	100%	95%	99% r	97%	100% r	98%	94%	98%	98%	97%	96%
Very familiar	73%	74%	73%	79% GH	83% GH	84% GH	67% h	56%	76% lm	85% LM	84% LM	61%	61%	82% R	81% R	84% R	72% R	51%	72%	76% U	67%	75%
Somewhat familiar	24%	24%	24%	18%	15%	16%	32% DEF	39% DEF	19%	14%	16%	39% IJK	34% IJK	16%	16%	16%	26%	43% NOPQ	25%	22%	30% tv	21%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	3%	3%	3%	3%	2%	0%	1%	6% Fg	4%	1%	0%	0%	5%	1%	3%	0%	2%	6% np	2%	2%	3%	4%
Not very familiar - I've only heard the name.	2%	2%	3%	2%	2%	0%	1%	6% dFg	3%	1%	0%	0%	5%	1%	3%	0%	2%	6% np	2%	2%	2%	3%
Not at all familiar - I've never heard of this company.	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1% t	0%

* Table Base: U.S. RESPONDENTS

Epic Games

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
NET: Familiar (Very Familiar/Somewhat Familiar)	40%	50% C	30%	55% GH	57% GH	51% GH	23% H	10%	68% LM	66% LM	61% LM	34% M	10%	41% QR	49% QR	42% QR	14%	10%	39%	38%	39%	42%
Very familiar	18%	24% C	12%	28% FGH	32% FGH	16% H	10% H	0%	35% LM	38% kLM	21% M	17% M	1%	21% QR	25% PQR	11% R	4% r	0%	20%	16%	16%	21%
Somewhat familiar	22%	26% C	18%	27% GH	25% GH	35% GH	13%	10%	33% lM	27% M	40% LM	17%	9%	21% qr	23% QR	31% QR	10%	10%	19%	22%	23%	22%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	60%	50%	70% B	45%	43%	49%	77% DEF	90% DEFG	32%	34%	39%	66% IJK	90% IJKL	59%	51%	58%	86% NOP	90% NOP	61%	62%	61%	58%
Not very familiar - I've only heard the name.	25%	25%	25%	19%	26%	28%	27%	29% D	16%	24%	29% i	27%	37% I	23%	27%	27%	26%	23%	26%	26%	20%	28%
Not at all familiar - I've never heard of this company.	35%	25%	45% B	26% e	17%	21%	50% DEF	61% DEFg	16%	10%	10%	39% IJK	53% IJK	35%	24%	31%	60% NOP	68% NOP	35%	36%	42% V	29%

* Table Base: U.S. RESPONDENTS

Steam (Valve)

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
NET: Familiar (Very Familiar/Somewhat Familiar)	29%	39% C	19%	46% FGH	40% GH	33% GH	16% H	4%	62% jKLM	48% LM	38% M	26% M	7%	29% QR	33% QR	28% QR	7%	2%	30%	27%	26%	33%
Very familiar	13%	19% C	7%	24% FGH	20% fGH	11% gH	5% H	1%	34% kLM	27% LM	18% M	6%	2%	13% qR	13% qR	5% r	4% r	0%	15%	11%	13%	15%
Somewhat familiar	16%	19% C	12%	22% GH	20% gH	22% GH	11% H	3%	28% M	20% M	20% M	20% M	5%	17% QR	21% QR	23% QR	3%	2%	15%	16%	13%	18%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	71%	61%	81% B	54%	60%	67% D	84% DEF	96% DEFG	38%	52% i	62% I	74% IJ	93% IJKL	71%	67%	72%	93% NOP	98% NOP	70%	73%	74%	67%
Not very familiar - I've only heard the name.	21%	21%	22%	20%	24%	21%	24%	19%	14%	22%	25%	26%	22%	27%	26%	17%	21%	16%	19%	19%	18%	29% sTU
Not at all familiar - I've never heard of this company.	50%	41%	59% B	34%	36%	46% d	60% DEF	77% DEFG	24%	31%	37%	48% Ij	71% IJKL	44%	41%	54%	72% NOP	82% NOP	50% v	54% V	56% V	39%

* Table Base: U.S. RESPONDENTS

Verizon

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1060	N=512	N=539	N=308	N=176	N=166	N=176	N=234	N=157	N=88 *	N=82 *	N=84 *	N=106	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=408	N=220	N=250
Total (Unweighted)	N=1060	N=446	N=603	N=285	N=212	N=179	N=169	N=215	N=112	N=95 *	N=70 *	N=66 *	N=108	N=173	N=117	N=109	N=103	N=107	N=209	N=451	N=232	N=168
NET: Familiar (Very Familiar/Somewhat Familiar)	92%	93%	92%	93%	93%	93%	90%	93%	93%	91%	97%	93%	93%	94%	96% q	88%	87%	92%	95% U	92%	88%	95% u
Very familiar	57%	58%	56%	61% gH	70% dFGH	56%	49%	49%	59%	72% LM	58%	49%	51%	62% r	68% pQR	54%	50%	47%	67% tUv	57%	51%	55%
Somewhat familiar	35%	35%	36%	33% e	23%	37% E	40% E	44% DE	33% j	19%	39% J	43% J	42% J	32%	27%	35%	37%	45% nO	28%	35%	37%	40% s
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	8%	7%	8%	7%	7%	7%	10%	7%	7%	9%	3%	7%	7%	6%	4%	12%	13% o	8%	5%	8%	12% Sv	5%
Not very familiar - I've only heard the name.	6%	5%	6%	4%	4%	5%	8%	7%	6%	7%	1%	7%	6%	3%	2%	10% nO	8% o	7%	3%	6%	7%	5%
Not at all familiar - I've never heard of this company.	2%	1%	3%	2%	3%	2%	2%	1%	1%	2%	2%	0%	1%	3%	2%	2%	4%	1%	2%	1%	5% TV	1%

* Table Base: U.S. RESPONDENTS

QS1Q9: If one company were to own the metaverse, which one of the following would you want it to be?

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1058	N=510	N=538	N=308	N=175	N=166	N=176	N=233	N=157	N=87 *	N=82 *	N=84 *	N=105	N=151	N=88 *	N=84 *	N=92 *	N=129	N=182	N=407	N=219	N=250
Total (Unweighted)	N=1057	N=444	N=602	N=285	N=211	N=178	N=169	N=214	N=112	N=94 *	N=70 *	N=66 *	N=107	N=173	N=117	N=108	N=103	N=107	N=208	N=450	N=231	N=168
Meta (formerly Facebook Inc.)	11%	13% c	8%	17% fGH	14% GH	9%	6%	4%	17%	18% m	11%	7%	8%	17% pQR	11% R	7% r	5%	1%	9%	11%	10%	12%
Microsoft	7%	8% c	5%	5%	7%	6%	6%	9%	4%	8%	11%	7%	14% I	6%	7% p	1%	5%	4%	5%	6%	8%	7%
Snap Inc.	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%
Roblox	1%	0%	2%	1%	2%	2%	0%	0%	1%	0%	0%	0%	0%	2%	3%	4%	0%	0%	2%	2%	0%	0%
Amazon	12%	11%	14%	19% GH	12% h	14% H	9%	6%	18% M	10%	7%	11%	6%	20% QR	15% r	20% QR	7%	6%	11%	13%	11%	15%
Apple	10%	10%	10%	14% GH	15% GH	11% h	5%	5%	13% M	17% M	13% M	7%	3%	14% q	14% q	8%	5%	6%	13% v	13% v	7%	6%
The Sandbox	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%
Google	13%	14%	13%	12%	22% DfH	13%	15% h	8%	13%	22% m	14%	11%	11%	11%	22% npR	11%	19% R	5%	19% v	13%	12%	10%
Epic Games	3%	4%	2%	6% fGH	2%	7% eGH	1%	0%	7% lM	3%	10% LM	0%	0%	5% R	1%	3%	2%	0%	1%	4%	3%	4%
Steam (Valve)	2%	3% C	0%	4% GH	1%	1%	0%	0%	7% lm	2%	2%	0%	1%	1%	0%	1%	0%	0%	2%	1%	1%	3% t
Verizon	2%	2%	3%	2%	2%	2%	4%	2%	1%	2%	2%	5%	0%	2%	2%	1%	4%	4%	3%	2%	2%	2%
Other	1%	1%	2% b	1%	0%	3%	0%	3% eg	0%	0%	2%	0%	1%	1%	0%	4%	0%	5% q	2%	1%	3% v	0%
N/A - I don't think the metaverse should be owned by one	37%	32%	41% B	18%	21%	34% DE	52% DEF	64% DEFg	18%	18%	27%	52% IJK	56% IJK	19%	24%	41% No	53% NO	70% NOPQ	33%	34%	41%	41%

* Table Base: AT LEAST SOMEWHAT FAMILIAR WITH THE LISTED METAVERSE COMPANY

SCORE: JOB TARGETS (SCORE)

Q0100: Where would you like to be in your current job in the following time frames?

Long-term (with tenure) (Will stay at company, current job, tenure, promotion)

	Total (N)	Location (Bangalore)	Location (Chennai)	Location (Hyderabad)	Location (Pune)	Location (Other)	Education (B.Tech)	Education (M.Tech)	Education (Diploma)	Education (Other)	Gender (Male)	Gender (Female)	Gender (Other)	Current CTC (Under 3 LPA)	Current CTC (3-5 LPA)	Current CTC (5-7 LPA)	Current CTC (7-10 LPA)	Current CTC (Above 10 LPA)	Internship (Yes)	Internship (No)	Backlog (None)	Backlog (1-2 Active)	Backlog (3+ Active)	Backlog (Cleared)	Mock Interview (Completed)	Mock Interview (Not Attempted)	Resume Quality (Strong)	Resume Quality (Average)	Resume Quality (Weak)	Aptitude (Strong)	Aptitude (Average)	Aptitude (Weak)
Total	10,000	4,000	2,000	1,500	1,500	1,000	6,000	3,000	500	500	6,000	3,500	500	2,000	4,000	2,500	1,000	500	7,000	3,000	6,000	3,000	1,000	500	4,000	6,000	2,000	3,000	5,000	2,000	4,000	4,000
Stay in current role	2,500	1,000	500	375	375	250	1,500	750	125	125	1,500	875	125	500	1,000	625	250	125	1,750	750	1,500	750	250	125	1,000	1,500	500	750	1,250	500	1,000	1,000
Promotion in 1-2 yrs	3,000	1,200	600	450	450	300	1,800	900	150	150	1,800	1,050	150	600	1,200	750	300	150	2,100	900	1,800	900	300	150	1,200	1,800	600	900	1,500	600	1,200	1,200
Promotion in 3-5 yrs	2,500	1,000	500	375	375	250	1,500	750	125	125	1,500	875	125	500	1,000	625	250	125	1,750	750	1,500	750	250	125	1,000	1,500	500	750	1,250	500	1,000	1,000
Lateral move (same level, different role)	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Switch company for role / tech stack	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Switch company for better salary	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Switch company for better work-life balance	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400

Mid-term (1-3 yrs)

	Total (N)	Location (Bangalore)	Location (Chennai)	Location (Hyderabad)	Location (Pune)	Location (Other)	Education (B.Tech)	Education (M.Tech)	Education (Diploma)	Education (Other)	Gender (Male)	Gender (Female)	Gender (Other)	Current CTC (Under 3 LPA)	Current CTC (3-5 LPA)	Current CTC (5-7 LPA)	Current CTC (7-10 LPA)	Current CTC (Above 10 LPA)	Internship (Yes)	Internship (No)	Backlog (None)	Backlog (1-2 Active)	Backlog (3+ Active)	Backlog (Cleared)	Mock Interview (Completed)	Mock Interview (Not Attempted)	Resume Quality (Strong)	Resume Quality (Average)	Resume Quality (Weak)	Aptitude (Strong)	Aptitude (Average)	Aptitude (Weak)
Total	10,000	4,000	2,000	1,500	1,500	1,000	6,000	3,000	500	500	6,000	3,500	500	2,000	4,000	2,500	1,000	500	7,000	3,000	6,000	3,000	1,000	500	4,000	6,000	2,000	3,000	5,000	2,000	4,000	4,000
Stay in current role	2,500	1,000	500	375	375	250	1,500	750	125	125	1,500	875	125	500	1,000	625	250	125	1,750	750	1,500	750	250	125	1,000	1,500	500	750	1,250	500	1,000	1,000
Promotion in 1-2 yrs	3,000	1,200	600	450	450	300	1,800	900	150	150	1,800	1,050	150	600	1,200	750	300	150	2,100	900	1,800	900	300	150	1,200	1,800	600	900	1,500	600	1,200	1,200
Promotion in 3-5 yrs	2,500	1,000	500	375	375	250	1,500	750	125	125	1,500	875	125	500	1,000	625	250	125	1,750	750	1,500	750	250	125	1,000	1,500	500	750	1,250	500	1,000	1,000
Lateral move (same level, different role)	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Switch company for role / tech stack	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Switch company for better salary	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Switch company for better work-life balance	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400

Q0101: How confident are you that your current skills will be relevant and in demand in the following job roles?

	Total (N)	Location (Bangalore)	Location (Chennai)	Location (Hyderabad)	Location (Pune)	Location (Other)	Education (B.Tech)	Education (M.Tech)	Education (Diploma)	Education (Other)	Gender (Male)	Gender (Female)	Gender (Other)	Current CTC (Under 3 LPA)	Current CTC (3-5 LPA)	Current CTC (5-7 LPA)	Current CTC (7-10 LPA)	Current CTC (Above 10 LPA)	Internship (Yes)	Internship (No)	Backlog (None)	Backlog (1-2 Active)	Backlog (3+ Active)	Backlog (Cleared)	Mock Interview (Completed)	Mock Interview (Not Attempted)	Resume Quality (Strong)	Resume Quality (Average)	Resume Quality (Weak)	Aptitude (Strong)	Aptitude (Average)	Aptitude (Weak)
Total	10,000	4,000	2,000	1,500	1,500	1,000	6,000	3,000	500	500	6,000	3,500	500	2,000	4,000	2,500	1,000	500	7,000	3,000	6,000	3,000	1,000	500	4,000	6,000	2,000	3,000	5,000	2,000	4,000	4,000
Software Engineer (Backend / Full Stack / Web / Mobile)	3,000	1,200	600	450	450	300	1,800	900	150	150	1,800	1,050	150	600	1,200	750	300	150	2,100	900	1,800	900	300	150	1,200	1,800	600	900	1,500	600	1,200	1,200
Data Analyst / Business Analyst	2,000	800	400	300	300	200	1,200	600	100	100	1,200	700	100	400	800	500	200	100	1,400	600	1,200	600	200	100	800	1,200	400	600	1,000	400	800	800
Cloud / DevOps / SRE	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Cybersecurity / Ethical Hacking	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Product Manager / Technical PM	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Other / Not Sure	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400

Q0102: How comfortable are you with the following work arrangements?

	Total (N)	Location (Bangalore)	Location (Chennai)	Location (Hyderabad)	Location (Pune)	Location (Other)	Education (B.Tech)	Education (M.Tech)	Education (Diploma)	Education (Other)	Gender (Male)	Gender (Female)	Gender (Other)	Current CTC (Under 3 LPA)	Current CTC (3-5 LPA)	Current CTC (5-7 LPA)	Current CTC (7-10 LPA)	Current CTC (Above 10 LPA)	Internship (Yes)	Internship (No)	Backlog (None)	Backlog (1-2 Active)	Backlog (3+ Active)	Backlog (Cleared)	Mock Interview (Completed)	Mock Interview (Not Attempted)	Resume Quality (Strong)	Resume Quality (Average)	Resume Quality (Weak)	Aptitude (Strong)	Aptitude (Average)	Aptitude (Weak)
Total	10,000	4,000	2,000	1,500	1,500	1,000	6,000	3,000	500	500	6,000	3,500	500	2,000	4,000	2,500	1,000	500	7,000	3,000	6,000	3,000	1,000	500	4,000	6,000	2,000	3,000	5,000	2,000	4,000	4,000
Work from office (5 days)	4,000	1,600	800	600	600	400	2,400	1,200	200	200	2,400	1,400	200	800	1,600	1,000	400	200	2,800	1,200	2,400	1,200	400	200	1,600	2,400	800	1,200	2,000	800	1,600	1,600
Hybrid (2-3 days office, rest remote)	3,000	1,200	600	450	450	300	1,800	900	150	150	1,800	1,050	150	600	1,200	750	300	150	2,100	900	1,800	900	300	150	1,200	1,800	600	900	1,500	600	1,200	1,200
Remote (full time remote)	2,000	800	400	300	300	200	1,200	600	100	100	1,200	700	100	400	800	500	200	100	1,400	600	1,200	600	200	100	800	1,200	400	600	1,000	400	800	800
Flexible (office optional, mostly remote)	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400

Q0103: Which of the following do you prefer for your first job?

	Total (N)	Location (Bangalore)	Location (Chennai)	Location (Hyderabad)	Location (Pune)	Location (Other)	Education (B.Tech)	Education (M.Tech)	Education (Diploma)	Education (Other)	Gender (Male)	Gender (Female)	Gender (Other)	Current CTC (Under 3 LPA)	Current CTC (3-5 LPA)	Current CTC (5-7 LPA)	Current CTC (7-10 LPA)	Current CTC (Above 10 LPA)	Internship (Yes)	Internship (No)	Backlog (None)	Backlog (1-2 Active)	Backlog (3+ Active)	Backlog (Cleared)	Mock Interview (Completed)	Mock Interview (Not Attempted)	Resume Quality (Strong)	Resume Quality (Average)	Resume Quality (Weak)	Aptitude (Strong)	Aptitude (Average)	Aptitude (Weak)
Total	10,000	4,000	2,000	1,500	1,500	1,000	6,000	3,000	500	500	6,000	3,500	500	2,000	4,000	2,500	1,000	500	7,000	3,000	6,000	3,000	1,000	500	4,000	6,000	2,000	3,000	5,000	2,000	4,000	4,000
Work from office (5 days)	4,000	1,600	800	600	600	400	2,400	1,200	200	200	2,400	1,400	200	800	1,600	1,000	400	200	2,800	1,200	2,400	1,200	400	200	1,600	2,400	800	1,200	2,000	800	1,600	1,600
Hybrid (2-3 days office, rest remote)	3,000	1,200	600	450	450	300	1,800	900	150	150	1,800	1,050	150	600	1,200	750	300	150	2,100	900	1,800	900	300	150	1,200	1,800	600	900	1,500	600	1,200	1,200
Remote (full time remote)	2,000	800	400	300	300	200	1,200	600	100	100	1,200	700	100	400	800	500	200	100	1,400	600	1,200	600	200	100	800	1,200	400	600	1,000	400	800	800
Flexible (office optional, mostly remote)	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400

Q0104: How do you prefer to learn new skills?

	Total (N)	Location (Bangalore)	Location (Chennai)	Location (Hyderabad)	Location (Pune)	Location (Other)	Education (B.Tech)	Education (M.Tech)	Education (Diploma)	Education (Other)	Gender (Male)	Gender (Female)	Gender (Other)	Current CTC (Under 3 LPA)	Current CTC (3-5 LPA)	Current CTC (5-7 LPA)	Current CTC (7-10 LPA)	Current CTC (Above 10 LPA)	Internship (Yes)	Internship (No)	Backlog (None)	Backlog (1-2 Active)	Backlog (3+ Active)	Backlog (Cleared)	Mock Interview (Completed)	Mock Interview (Not Attempted)	Resume Quality (Strong)	Resume Quality (Average)	Resume Quality (Weak)	Aptitude (Strong)	Aptitude (Average)	Aptitude (Weak)
Total	10,000	4,000	2,000	1,500	1,500	1,000	6,000	3,000	500	500	6,000	3,500	500	2,000	4,000	2,500	1,000	500	7,000	3,000	6,000	3,000	1,000	500	4,000	6,000	2,000	3,000	5,000	2,000	4,000	4,000
Self-Learning (Online courses, YouTube, Docs, Projects)	3,000	1,200	600	450	450	300	1,800	900	150	150	1,800	1,050	150	600	1,200	750	300	150	2,100	900	1,800	900	300	150	1,200	1,800	600	900	1,500	600	1,200	1,200
Mentorship (Learning from senior developers)	2,000	800	400	300	300	200	1,200	600	100	100	1,200	700	100	400	800	500	200	100	1,400	600	1,200	600	200	100	800	1,200	400	600	1,000	400	800	800
Structured Courses (Bootcamps, Certifications)	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Hybrid (Self-Learning + Mentorship)	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Other / Not Sure	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400

Q0105: How do you prefer to learn?

	Total (N)	Location (Bangalore)	Location (Chennai)	Location (Hyderabad)	Location (Pune)	Location (Other)	Education (B.Tech)	Education (M.Tech)	Education (Diploma)	Education (Other)	Gender (Male)	Gender (Female)	Gender (Other)	Current CTC (Under 3 LPA)	Current CTC (3-5 LPA)	Current CTC (5-7 LPA)	Current CTC (7-10 LPA)	Current CTC (Above 10 LPA)	Internship (Yes)	Internship (No)	Backlog (None)	Backlog (1-2 Active)	Backlog (3+ Active)	Backlog (Cleared)	Mock Interview (Completed)	Mock Interview (Not Attempted)	Resume Quality (Strong)	Resume Quality (Average)	Resume Quality (Weak)	Aptitude (Strong)	Aptitude (Average)	Aptitude (Weak)
Total	10,000	4,000	2,000	1,500	1,500	1,000	6,000	3,000	500	500	6,000	3,500	500	2,000	4,000	2,500	1,000	500	7,000	3,000	6,000	3,000	1,000	500	4,000	6,000	2,000	3,000	5,000	2,000	4,000	4,000
Self-Learning (Online courses, YouTube, Docs, Projects)	3,000	1,200	600	450	450	300	1,800	900	150	150	1,800	1,050	150	600	1,200	750	300	150	2,100	900	1,800	900	300	150	1,200	1,800	600	900	1,500	600	1,200	1,200
Mentorship (Learning from senior developers)	2,000	800	400	300	300	200	1,200	600	100	100	1,200	700	100	400	800	500	200	100	1,400	600	1,200	600	200	100	800	1,200	400	600	1,000	400	800	800
Structured Courses (Bootcamps, Certifications)	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Hybrid (Self-Learning + Mentorship)	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Other / Not Sure	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400

Q0106: How do you prefer to learn?

	Total (N)	Location (Bangalore)	Location (Chennai)	Location (Hyderabad)	Location (Pune)	Location (Other)	Education (B.Tech)	Education (M.Tech)	Education (Diploma)	Education (Other)	Gender (Male)	Gender (Female)	Gender (Other)	Current CTC (Under 3 LPA)	Current CTC (3-5 LPA)	Current CTC (5-7 LPA)	Current CTC (7-10 LPA)	Current CTC (Above 10 LPA)	Internship (Yes)	Internship (No)	Backlog (None)	Backlog (1-2 Active)	Backlog (3+ Active)	Backlog (Cleared)	Mock Interview (Completed)	Mock Interview (Not Attempted)	Resume Quality (Strong)	Resume Quality (Average)	Resume Quality (Weak)	Aptitude (Strong)	Aptitude (Average)	Aptitude (Weak)
Total	10,000	4,000	2,000	1,500	1,500	1,000	6,000	3,000	500	500	6,000	3,500	500	2,000	4,000	2,500	1,000	500	7,000	3,000	6,000	3,000	1,000	500	4,000	6,000	2,000	3,000	5,000	2,000	4,000	4,000
Self-Learning (Online courses, YouTube, Docs, Projects)	3,000	1,200	600	450	450	300	1,800	900	150	150	1,800	1,050	150	600	1,200	750	300	150	2,100	900	1,800	900	300	150	1,200	1,800	600	900	1,500	600	1,200	1,200
Mentorship (Learning from senior developers)	2,000	800	400	300	300	200	1,200	600	100	100	1,200	700	100	400	800	500	200	100	1,400	600	1,200	600	200	100	800	1,200	400	600	1,000	400	800	800
Structured Courses (Bootcamps, Certifications)	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Hybrid (Self-Learning + Mentorship)	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Other / Not Sure	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400

Q0107: How do you prefer to learn?

	Total (N)	Location (Bangalore)	Location (Chennai)	Location (Hyderabad)	Location (Pune)	Location (Other)	Education (B.Tech)	Education (M.Tech)	Education (Diploma)	Education (Other)	Gender (Male)	Gender (Female)	Gender (Other)	Current CTC (Under 3 LPA)	Current CTC (3-5 LPA)	Current CTC (5-7 LPA)	Current CTC (7-10 LPA)	Current CTC (Above 10 LPA)	Internship (Yes)	Internship (No)	Backlog (None)	Backlog (1-2 Active)	Backlog (3+ Active)	Backlog (Cleared)	Mock Interview (Completed)	Mock Interview (Not Attempted)	Resume Quality (Strong)	Resume Quality (Average)	Resume Quality (Weak)	Aptitude (Strong)	Aptitude (Average)	Aptitude (Weak)
Total	10,000	4,000	2,000	1,500	1,500	1,000	6,000	3,000	500	500	6,000	3,500	500	2,000	4,000	2,500	1,000	500	7,000	3,000	6,000	3,000	1,000	500	4,000	6,000	2,000	3,000	5,000	2,000	4,000	4,000
Self-Learning (Online courses, YouTube, Docs, Projects)	3,000	1,200	600	450	450	300	1,800	900	150	150	1,800	1,050	150	600	1,200	750	300	150	2,100	900	1,800	900	300	150	1,200	1,800	600	900	1,500	600	1,200	1,200
Mentorship (Learning from senior developers)	2,000	800	400	300	300	200	1,200	600	100	100	1,200	700	100	400	800	500	200	100	1,400	600	1,200	600	200	100	800	1,200	400	600	1,000	400	800	800
Structured Courses (Bootcamps, Certifications)	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Hybrid (Self-Learning + Mentorship)	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Other / Not Sure	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400

Q0108: How do you prefer to learn?

	Total (N)	Location (Bangalore)	Location (Chennai)	Location (Hyderabad)	Location (Pune)	Location (Other)	Education (B.Tech)	Education (M.Tech)	Education (Diploma)	Education (Other)	Gender (Male)	Gender (Female)	Gender (Other)	Current CTC (Under 3 LPA)	Current CTC (3-5 LPA)	Current CTC (5-7 LPA)	Current CTC (7-10 LPA)	Current CTC (Above 10 LPA)	Internship (Yes)	Internship (No)	Backlog (None)	Backlog (1-2 Active)	Backlog (3+ Active)	Backlog (Cleared)	Mock Interview (Completed)	Mock Interview (Not Attempted)	Resume Quality (Strong)	Resume Quality (Average)	Resume Quality (Weak)	Aptitude (Strong)	Aptitude (Average)	Aptitude (Weak)
Total	10,000	4,000	2,000	1,500	1,500	1,000	6,000	3,000	500	500	6,000	3,500	500	2,000	4,000	2,500	1,000	500	7,000	3,000	6,000	3,000	1,000	500	4,000	6,000	2,000	3,000	5,000	2,000	4,000	4,000
Self-Learning (Online courses, YouTube, Docs, Projects)	3,000	1,200	600	450	450	300	1,800	900	150	150	1,800	1,050	150	600	1,200	750	300	150	2,100	900	1,800	900	300	150	1,200	1,800	600	900	1,500	600	1,200	1,200
Mentorship (Learning from senior developers)	2,000	800	400	300	300	200	1,200	600	100	100	1,200	700	100	400	800	500	200	100	1,400	600	1,200	600	200	100	800	1,200	400	600	1,000	400	800	800
Structured Courses (Bootcamps, Certifications)	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Hybrid (Self-Learning + Mentorship)	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Other / Not Sure	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400

Q0109: How do you prefer to learn?

	Total (N)	Location (Bangalore)	Location (Chennai)	Location (Hyderabad)	Location (Pune)	Location (Other)	Education (B.Tech)	Education (M.Tech)	Education (Diploma)	Education (Other)	Gender (Male)	Gender (Female)	Gender (Other)	Current CTC (Under 3 LPA)	Current CTC (3-5 LPA)	Current CTC (5-7 LPA)	Current CTC (7-10 LPA)	Current CTC (Above 10 LPA)	Internship (Yes)	Internship (No)	Backlog (None)	Backlog (1-2 Active)	Backlog (3+ Active)	Backlog (Cleared)	Mock Interview (Completed)	Mock Interview (Not Attempted)	Resume Quality (Strong)	Resume Quality (Average)	Resume Quality (Weak)	Aptitude (Strong)	Aptitude (Average)	Aptitude (Weak)
Total	10,000	4,000	2,000	1,500	1,500	1,000	6,000	3,000	500	500	6,000	3,500	500	2,000	4,000	2,500	1,000	500	7,000	3,000	6,000	3,000	1,000	500	4,000	6,000	2,000	3,000	5,000	2,000	4,000	4,000
Self-Learning (Online courses, YouTube, Docs, Projects)	3,000	1,200	600	450	450	300	1,800	900	150	150	1,800	1,050	150	600	1,200	750	300	150	2,100	900	1,800	900	300	150	1,200	1,800	600	900	1,500	600	1,200	1,200
Mentorship (Learning from senior developers)	2,000	800	400	300	300	200	1,200	600	100	100	1,200	700	100	400	800	500	200	100	1,400	600	1,200	600	200	100	800	1,200	400	600	1,000	400	800	800
Structured Courses (Bootcamps, Certifications)	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
Hybrid (Self-Learning + Mentorship)	1,000	400	200	150	150	100	600	300	50	50	600	350	50	200	400	250	100	50	700	300	600	300	100	50	400	600	200	300	500	200	400	400
**Other / Not Sure

Somewhat agree	30%	32%	28%	33%	30%	36% H	32%	25%	35% J	23%	38% L	26%	36% N	27%	27%	38% O	26%	33% q	27%	31%	40% S
NET: Any Disagree (Strongly Disagree/Somewhat Disagre	37%	30%	37%	40% b	40% B	32%	34%	38%	29%	48% I	22%	45% K	21%	44% M	41% P	29%	43% R	32%	43% TU	27%	19%
Somewhat disagree	16%	12%	20% B	14%	18%	14%	17%	12%	15%	18%	13%	18% k	11%	18% M	17%	15%	16%	16%	17% u	19% u	9%
Strongly disagree	21%	17%	17%	25% bc	22%	18%	17%	26% fG	14%	31% I	9%	28% K	11%	26% M	24% P	14%	28% R	15%	26% TU	9%	10%
Not at all sure	16%	21% E	16%	14%	11%	21% g	14%	15%	13%	20% I	12%	18% k	11%	18% M	14%	17%	14%	17%	16%	16%	18%

* Table Base: U.S. RESPONDENTS

I feel overwhelmed by the concept of the metaverse.

		Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1060	N=303	N=165	N=133	N=405	N=335	N=351	N=236	N=617	N=443	N=381	N=679	N=335	N=725	N=730	N=303	N=469	N=591	N=652	N=128	N=179
Total (Unweighted)	N=1060	N=454	N=217	N=142	N=194	N=355	N=356	N=240	N=564	N=496	N=376	N=684	N=337	N=723	N=696	N=332	N=470	N=590	N=746	N=120	N=107
NET: Any Agree (Strongly Agree/Somewhat Agree)	52%	54%	52%	47%	53%	56% h	53%	48%	49%	56% I	50%	54%	47%	55% m	56% P	42%	53%	51%	55% t	44%	49%
Strongly agree	22%	26% C	14%	22% c	22% c	22%	21%	21%	20%	24%	19%	23%	19%	23%	25% P	15%	24%	20%	25%	16%	18%
Somewhat agree	30%	28%	38% BD	25%	30%	34% h	32%	26%	29%	32%	31%	30%	28%	31%	32%	27%	29%	31%	30%	28%	31%
NET: Any Disagree (Strongly Disagree/Somewhat Disagre	48%	46%	48%	53%	47%	44%	47%	52% f	51% J	44%	50%	46%	53% n	45%	44%	58% O	47%	49%	45%	56% s	51%
Somewhat disagree	28%	30%	27%	30%	27%	28%	27%	27%	30%	26%	30%	27%	29%	28%	24%	37% O	23%	32% Q	28%	26%	30%
Strongly disagree	20%	16%	21%	24% b	20%	16%	20%	26% F	21%	18%	21%	19%	24% n	18%	20%	20%	23% R	17%	17%	30% S	22%
Not at all sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Table Base: U.S. RESPONDENTS

I don't understand the purpose of the metaverse.

		Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1060	N=303	N=165	N=133	N=405	N=335	N=351	N=236	N=617	N=443	N=381	N=679	N=335	N=725	N=730	N=303	N=469	N=591	N=652	N=128	N=179
Total (Unweighted)	N=1060	N=454	N=217	N=142	N=194	N=355	N=356	N=240	N=564	N=496	N=376	N=684	N=337	N=723	N=696	N=332	N=470	N=590	N=746	N=120	N=107
NET: Any Agree (Strongly Agree/Somewhat Agree)	60%	63%	56%	56%	61%	66% H	61% H	50%	55%	67% I	52%	64% K	50%	64% M	60%	60%	61%	59%	65% TU	49%	50%
Strongly agree	28%	31% CD	20%	18%	31% CD	31%	26%	25%	25%	32% I	21%	32% K	20%	31% M	30% p	23%	31%	25%	32% T	16%	23%
Somewhat agree	32%	31%	36%	38%	30%	35% H	35% H	25%	30%	35%	31%	33%	30%	33%	29%	37% o	30%	33%	33%	33%	27%
NET: Any Disagree (Strongly Disagree/Somewhat Disagre	40%	37%	44%	44%	39%	34%	39%	50% FG	45% J	33%	48% L	36%	50% N	36%	40%	40%	39%	41%	35%	51% S	50% S
Somewhat disagree	25%	26%	26%	24%	24%	21%	25%	30% F	28% J	20%	27%	23%	28%	23%	25%	25%	21%	27% q	22%	27%	32% s
Strongly disagree	15%	12%	18% b	20% B	15%	13%	15%	20% f	17%	13%	21% L	12%	22% N	13%	16%	15%	18%	14%	14%	24% S	18%
Not at all sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Table Base: U.S. RESPONDENTS

The metaverse will soon be as popular as traditional social media platforms (e.g., Facebook, Instagram, TikTok).

		Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1060	N=303	N=165	N=133	N=405	N=335	N=351	N=236	N=617	N=443	N=381	N=679	N=335	N=725	N=730	N=303	N=469	N=591	N=652	N=128	N=179
Total (Unweighted)	N=1060	N=454	N=217	N=142	N=194	N=355	N=356	N=240	N=564	N=496	N=376	N=684	N=337	N=723	N=696	N=332	N=470	N=590	N=746	N=120	N=107
NET: Any Agree (Strongly Agree/Somewhat Agree)	57%	53%	61%	59%	60%	53%	57%	62% f	65% J	45%	73% L	48%	74% N	49%	56%	61%	55%	58%	51%	63% s	72% S
Strongly agree	27%	22%	28%	26%	33% B	21%	29% f	33% F	36% J	15%	40% L	20%	44% N	19%	29%	24%	26%	28%	22%	40% S	36% S
Somewhat agree	30%	31%	32%	33%	28%	32%	28%	29%	29%	31%	33%	28%	30%	30%	27%	38% O	29%	30%	29%	24%	36% t
NET: Any Disagree (Strongly Disagree/Somewhat Disagre	21%	20%	17%	23%	22%	21%	23%	17%	18%	26% I	14%	25% K	14%	24% M	22%	18%	22%	21%	24% U	17%	13%
Somewhat disagree	12%	11%	10%	11%	15%	10%	16% fh	10%	11%	14%	9%	14% k	9%	14% M	13%	10%	12%	13%	13%	12%	9%
Strongly disagree	9%	9%	7%	12%	7%	11%	7%	8%	6%	12% I	5%	11% K	6%	10% M	9%	8%	9%	8%	10% tu	4%	4%
Not at all sure	22%	27% dE	22%	18%	18%	26%	20%	20%	17%	29% I	13%	27% K	12%	26% M	22%	20%	23%	21%	25% u	20%	15%

* Table Base: U.S. RESPONDENTS

QS1Q7: Based on your understanding of the metaverse, which of the following groups do you believe should be responsible for its regulation?

		Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1060	N=303	N=165	N=133	N=405	N=335	N=351	N=236	N=617	N=443	N=381	N=679	N=335	N=725	N=730	N=303	N=469	N=591	N=652	N=128	N=179
Total (Unweighted)	N=1060	N=454	N=217	N=142	N=194	N=355	N=356	N=240	N=564	N=496	N=376	N=684	N=337	N=723	N=696	N=332	N=470	N=590	N=746	N=120	N=107
The U.S. federal government	11%	10%	9%	9%	13%	10%	9%	12%	12%	9%	11%	11%	11%	11%	12% p	7%	12%	9%	8%	24% SU	10%
An international governing body (e.g., the United Nations,	5%	5%	5%	7%	4%	3%	7% f	4%	5%	5%	7% L	4%	8% N	3%	5%	4%	6%	4%	5%	3%	6%
An independent oversight committee (i.e., a panel of indu	14%	10%	12%	20% B	17% B	11%	13%	18% F	13%	16%	13%	15%	14%	14%	15%	13%	15%	13%	15%	10%	11%
People who are metaverse or technology industry leaders	19%	18%	23%	17%	21%	17%	20%	20%	25% J	12%	24% L	16%	25% N	17%	19%	20%	18%	20%	20%	22%	17%
Metaverse users	14%	16%	16%	11%	14%	16%	14%	12%	16% J	10%	17% l	12%	17% n	12%	13%	16%	11%	16%	14%	11%	18%
Other	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%
None - The metaverse should not be regulated.	9%	11%	10%	9%	8%	9%	10%	9%	9%	10%	9%	10%	9%	9%	7%	14% O	10%	9%	10%	6%	10%
Not at all sure	27%	30% e	25%	26%	22%	34% gH	26%	24%	20%	37% I	17%	33% K	15%	33% M	27%	25%	26%	28%	29%	25%	26%

* Table Base: U.S. RESPONDENTS

QS1Q8: Before taking this survey, how familiar were you with each of the following companies?

Meta (formerly Facebook Inc.)

		Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1060	N=303	N=165	N=133	N=405	N=335	N=351	N=236	N=617	N=443	N=381	N=679	N=335	N=725	N=730	N=303	N=469	N=591	N=652	N=128	N=179
Total (Unweighted)	N=1060	N=454	N=217	N=142	N=194	N=355	N=356	N=240	N=564	N=496	N=376	N=684	N=337	N=723	N=696	N=332	N=470	N=590	N=746	N=120	N=107
NET: Familiar (Very Familiar/Somewhat Familiar)	75%	68%	75%	75%	83% Bcd	72%	75%	80% f	82% J	66%	82% L	72%	85% N	71%	76%	75%	79% R	72%	74%	78%	79%
Very familiar	42%	36%	43%	42%	47% B	37%	47% F	43%	50% J	31%	53% L	36%	57% N	36%	41%	47%	44%	41%	38%	52% S	49% s
Somewhat familiar	33%	32%	32%	33%	36%	35%	28%	37% g	32%	35%	28%	36% k	28%	35% m	35% p	28%	36%	31%	36% t	26%	30%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	25%	32% E	25% e	25% e	17%	28% h	25%	20%	18%	34% I	18%	28% K	15%	29% M	24%	25%	21%	28% Q	26%	22%	21%
Not very familiar - I've only heard the name.	16%	18%	15%	14%	14%	15%	17%	14%	12%	21% I	14%	17%	10%	19% M	15%	18%	14%	18%	18%	10%	13%
Not at all familiar - I've never heard of this company.	9%	14% E	10% E	11% E	3%	13% H	8%	6%	6%	12% I	5%	11% K	5%	10% M	9%	7%	7%	10%	8%	11%	8%

* Table Base: U.S. RESPONDENTS

Microsoft

		Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1060	N=303	N=165	N=133	N=405	N=335	N=351	N=236	N=617	N=443	N=381	N=679	N=335	N=725	N=730	N=303	N=469	N=591	N=652	N=128	N=179
Total (Unweighted)	N=1060	N=454	N=217	N=142	N=194	N=355	N=356	N=240	N=564	N=496	N=376	N=684	N=337	N=723	N=696	N=332	N=470	N=590	N=746	N=120	N=107
NET: Familiar (Very Familiar/Somewhat Familiar)	93%	90%	91%	90%	98% BCD	90%	92%	95% f	95% j	91%	93%	93%	94%	93%	93%	92%	94%	92%	93%	95%	91%
Very familiar	60%	52%	61% b	52%	71% BcD	51%	63% F	62% F	66% J	51%	70% L	54%	74% N	53%	61%	56%	63%	57%	57%	70% S	61%
Somewhat familiar	33%	38% cE	29%	38% e	27%	39% G	29%	33%	28%	40% I	23%	39% K	20%	39% M	32%	36%	31%	35%	36% t	25%	30%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	7%	10% E	9% E	10% E	2%	10% h	8%	5%	5%	9% i	7%	7%	6%	7%	7%	8%	6%	8%	7%	5%	9%
Not very familiar - I've only heard the name.	6%	9% E	8% E	10% E	2%	8%	7%	5%	5%	8% i	6%	6%	6%	6%	6%	6%	5%	7%	6%	4%	9%
Not at all familiar - I've never heard of this company.	1%	1%	1%	0%	0%	2% gH	0%	0%	1%	1%	1%	1%	0%	1%	0%	2%	1%	1%	1%	1%	0%

* Table Base: U.S. RESPONDENTS

Snap Inc.

		Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1060	N=303	N=165	N=133	N=405	N=335	N=351	N=236	N=617	N=443	N=381	N=679	N=335	N=725	N=730	N=303	N=469	N=591	N=652	N=128	N=179
Total (Unweighted)	N=1060	N=454	N=217	N=142	N=194	N=355	N=356	N=240	N=564	N=496	N=376	N=684	N=337	N=723	N=696	N=332	N=470	N=590	N=746	N=120	N=107
NET: Familiar (Very Familiar/Somewhat Familiar)	33%	31%	34%	29%	36%	35%	32%	31%	44% J	18%	55% L	20%	55% N	23%	32%	34%	26%	38% Q	25%	44% S	47% S
Very familiar	15%	18% d	15%	11%	15%	21% Gh	12%	13%	20% J	9%	27% L	9%	26% N	10%	16%	14%	11%	19% Q	12%	25% S	21% S
Somewhat familiar	18%	13%	19%	18%	21% B	14%	20% f	17%	24% J	8%	28% L	11%	28% N	13%	16%	20%	15%	20%	13%	19%	26% S
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	67%	69%	66%	71%	64%	65%	68%	69%	56%	82% I	45%	80% K	45%	77% M	68%	66%	74% R	62%	75% TU	56%	53%
Not very familiar - I've only heard the name.	24%	23%	25%	23%	24%	22%	28%	22%	22%	26%	22%	24%	22%	24%	23%	25%	29% R	19%	25%	30% u	17%
Not at all familiar - I've never heard of this company.	44%	45%	41%	48%	40%	43%	40%	47%	34%	56% I	23%	55% K	24%	53% M	45%	41%	45%	42%	50% TU	26%	36%

* Table Base: U.S. RESPONDENTS

Roblox

		Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1060	N=303	N=165	N=133	N=405	N=335	N=351	N=236	N=617	N=443	N=381	N=679	N=335	N=725	N=730	N=303	N=469	N=591	N=652	N=128	N=179
Total (Unweighted)	N=1060	N=454	N=217	N=142	N=194	N=355	N=356	N=240	N=564	N=496	N=376	N=684	N=337	N=723	N=696	N=332	N=470	N=590	N=746	N=120	N=107
NET: Familiar (Very Familiar/Somewhat Familiar)	37%	37%	41%	35%	38%	40%	39%	35%	47% J	25%	65% L	22%	65% N	25%	36%	40%	33%	41% Q	31%	50% S	46% S
Very familiar	20%	18%	20%	18%	23%	18%	21%	22%	26% J	11%	35% L	11%	38% N	11%	20%	21%	18%	21%	14%	30% S	29% S
Somewhat familiar	18%	19%	21%	17%	15%	22% H	19%	13%	21% J	14%	30% L	11%	27% N	14%	16%	19%	15%	20% q	17%	20%	17%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	63%	63%	59%	65%	62%	60%	61%	65%	53%	75% I	35%	78% K	35%	75% M	64%	60%	67% R	59%	69% TU	50%	54%
Not very familiar - I've only heard the name.	27%	28%	28%	29%	27%	25%	30%	28%	28%	26%	24%	29%	24%	29%	26%	29%	30%	25%	27%	31%	23%
Not at all familiar - I've never heard of this company.	35%	35%	31%	36%	36%	35%	30%	36%	25%	49% I	11%	49% K	11%	46% M	37%	31%	37%	34%	42% Tu	19%	31% t

* Table Base: U.S. RESPONDENTS

Amazon

		Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1060	N=303	N=165	N=133	N=405	N=335	N=351	N=236	N=617	N=443	N=381	N=679	N=335	N=725	N=730	N=303	N=469	N=591	N=652	N=128	N=179
Total (Unweighted)	N=1060	N=454	N=217	N=142	N=194	N=355	N=356	N=240	N=564	N=496	N=376	N=684	N=337	N=723	N=696	N=332	N=470	N=590	N=746	N=120	N=107
NET: Familiar (Very Familiar/Somewhat Familiar)	96%	95%	96%	94%	99% bD	94%	96%	99% F	97%	95%	95%	97%	96%	96%	96%	97%	98% r	95%	96%	95%	96%
Very familiar	78%	72%	80% b	73%	84% BD	71%	79% f	82% F	81% J	73%	82% L	75%	85% N	74%	79%	74%	82% R	74%	77%	78%	77%
Somewhat familiar	18%	23% cE	15%	21%	14%	23%	17%	17%	16%	22% I	12%	22% K	10%	22% M	17%	23% o	16%	21%	19%	17%	19%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	4%	5% e	4%	6% E	1%	6% H	4%	1%	3%	5%	5%	3%	4%	4%	4%	3%	2%	5% q	4%	5%	4%
Not very familiar - I've only heard the name.	3%	4% E	3%	3%	1%	4% h	3%	1%	2%	4%	3%	2%	3%	2%	3%	2%	2%	3%	3%	2%	3%
Not at all familiar - I've never heard of this company.	1%	1%	1%	3%	1%	2%	2%	0%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	3% S	1%

* Table Base: U.S. RESPONDENTS

Apple

		Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1060	N=303	N=165	N=133	N=405	N=335	N=351	N=236	N=617	N=443	N=381	N=679	N=335	N=725	N=730	N=303	N=469	N=591	N=652	N=128	N=179
Total (Unweighted)	N=1060	N=454	N=217	N=142	N=194	N=355	N=356	N=240	N=564	N=496	N=376	N=684	N=337	N=723	N=696	N=332	N=470	N=590	N=746	N=120	N=107
NET: Familiar (Very Familiar/Somewhat Familiar)	90%	82%	91% B	90% B	97% BCD	83%	91% F	95% F	94% J	85%	91%	89%	92%	89%	92% p	86%	94% R	87%	88%	94%	93%
Very familiar	60%	45%	56% B	63% B	72% BCd	51%	62% F	64% F	69% J	48%	72% L	53%	74% N	53%	63% P	52%	62%	58%	55%	68% S	65%
Somewhat familiar	30%	36% dE	35% E	27%	25%	33%	29%	32%	25%	37% I	20%	36% K	18%	36% M	29%	34%	31%	30%	33%	26%	28%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	10%	18% CDE	9% E	10% E	3%	17% GH	9%	5%	6%	15% I	9%	11%	8%	11%	8%	14% o	6%	13% Q	12%	6%	7%
Not very familiar - I've only heard the name.	9%	16% CE	8% e	10% E	3%	15% GH	7%	5%	6%	13% I	8%	10%	7%	10%	8%	12% o	6%	11% Q	11% t	4%	7%
Not at all familiar - I've never heard of this company.	1%	2% e	1%	0%	0%	2% h	2%	0%	0%	2% I	1%	1%	0%	1%	1%	2%	0%	2% q	1%	1%	0%

* Table Base: U.S. RESPONDENTS

The Sandbox

		Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1060	N=303	N=165	N=133	N=405	N=335	N=351	N=236	N=617	N=443	N=381	N=679	N=335	N=725	N=730	N=303	N=469	N=591	N=652	N=128	N=179
Total (Unweighted)	N=1060	N=454	N=217	N=142	N=194	N=355	N=356	N=240	N=564	N=496	N=376	N=684	N=337	N=723	N=696	N=332	N=470	N=590	N=746	N=120	N=107
NET: Familiar (Very Familiar/Somewhat Familiar)	19%	16%	19%	19%	22% b	16%	18%	22%	27% J	8%	35% L	10%	37% N	10%	21% p	14%	21%	17%	17%	25%	22%
Very familiar	7%	6%	6%	5%	10% b	6%	5%	11% fG	10% J	4%	15% L	3%	17% N	3%	9% P	3%	8%	6%	7%	9%	7%
Somewhat familiar	12%	10%	13%	14%	12%	10%	13%	11%	17% J	4%	20% L	7%	21% N	7%	12%	12%	13%	10%	11%	16%	15%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	81%	84% e	81%	81%	78%	84%	82%	78%	73%	92% I	65%	90% K	63%	90% M	79%	86% o	79%	83%	83%	75%	78%
Not very familiar - I've only heard the name.	25%	23%	27%	21%	28%	23%	31% fh	23%	29% J	20%	27%	25%	28%	24%	23%	29%	24%	26%	20%	34% S	31% S
Not at all familiar - I've never heard of this company.	56%	62% E	54%	60% e	49%	61% G	51%	55%	45%	72% I	38%	66% K	34%	66% M	56%	56%	54%	57%	63% TU	41%	47%

* Table Base: U.S. RESPONDENTS

Google

		Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1060	N=303	N=165	N=133	N=405	N=335	N=351	N=236	N=617	N=443	N=381	N=679	N=335	N=725	N=730	N=303	N=469	N=591	N=652	N=128	N=179
Total (Unweighted)	N=1060	N=454	N=217	N=142	N=194	N=355	N=356	N=240	N=564	N=496	N=376	N=684	N=337	N=723	N=696	N=332	N=470	N=590	N=746	N=120	N=107
NET: Familiar (Very Familiar/Somewhat Familiar)	97%	95%	97%	97%	99% B	96%	98%	98%	98%	97%	98%	97%	97%	97%	98%	97%	98%	97%	97%	100%	97%
Very familiar	73%	70%	74% d	63%	81% BD	73%	73%	71%	80% J	65%	80% L	70%	83% N	69%	74%	73%	75%	72%	71%	80% s	75%
Somewhat familiar	24%	25%	23%	34% bCE	19%	24%	24%	27%	18%	33% I	18%	28% K	15%	28% M	24%	24%	23%	25%	26%	20%	21%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	3%	5% E	3%	3%	1%	4%	2%	2%	2%	3%	2%	3%	3%	3%	2%	3%	2%	3%	3%	0%	3%
Not very familiar - I've only heard the name.	2%	5% cE	1%	3%	1%	4%	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%	2%	3%	3%	0%	2%
Not at all familiar - I've never heard of this company.	0%	0%	2% B	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1% s

* Table Base: U.S. RESPONDENTS

Epic Games

		Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1060	N=303	N=165	N=133	N=405	N=335	N=351	N=236	N=617	N=443	N=381	N=679	N=335	N=725	N=730	N=303	N=469	N=591	N=652	N=128	N=179
Total (Unweighted)	N=1060	N=454	N=217	N=142	N=194	N=355	N=356	N=240	N=564	N=496	N=376	N=684	N=337	N=723	N=696	N=332	N=470	N=590	N=746	N=120	N=107
NET: Familiar (Very Familiar/Somewhat Familiar)	40%	37%	44% D	31%	45% D	36%	46% F	38%	52% J	22%	64% L	26%	66% N	27%	37%	45% o	39%	40%	33%	58% S	50% S
Very familiar	18%	17%	19%	12%	21% D	16%	22%	15%	24% J	9%	31% L	10%	34% N	10%	18%	19%	13%	21% Q	13%	26% S	27% S
Somewhat familiar	22%	21%	24%	19%	24%	21%	25%	23%	28% J	13%	33% L	16%	33% N	17%	20%	27% o	25% r	19%	20%	33% S	24%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	60%	63%	56%	69% CE	55%	64% G	54%	62%	48%	78% I	36%	74% K	34%	73% M	63% p	55%	61%	60%	67% TU	42%	50%
Not very familiar - I've only heard the name.	25%	26%	26%	31%	23%	23%	24%	26%	23%	28%	21%	27% k	22%	27%	25%	27%	27%	24%	25%	22%	29%
Not at all familiar - I've never heard of this company.	35%	36%	30%	38%	33%	41% G	30%	36%	25%	50% I	15%	47% K	12%	46% M	38% P	28%	34%	36%	43% TU	20%	21%

* Table Base: U.S. RESPONDENTS

Steam (Valve)

		Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1060	N=303	N=165	N=133	N=405	N=335	N=351	N=236	N=617	N=443	N=381	N=679	N=335	N=725	N=730	N=303	N=469	N=591	N=652	N=128	N=179
Total (Unweighted)	N=1060	N=454	N=217	N=142	N=194	N=355	N=356	N=240	N=564	N=496	N=376	N=684	N=337	N=723	N=696	N=332	N=470	N=590	N=746	N=120	N=107
NET: Familiar (Very Familiar/Somewhat Familiar)	29%	25%	26%	27%	35% B	26%	31%	31%	39% J	14%	44% L	20%	49% N	20%	28%	30%	27%	30%	25%	35% s	34%
Very familiar	13%	13%	12%	10%	15%	13%	12%	15%	18% J	5%	21% L	8%	23% N	8%	14%	12%	13%	13%	11%	19% S	18% s
Somewhat familiar	16%	12%	14%	17%	20% B	14%	19%	16%	21% J	9%	23% L	12%	25% N	11%	15%	18%	14%	17%	15%	16%	16%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	71%	75% E	74%	73%	65%	74%	69%	69%	61%	86% I	56%	80% K	51%	80% M	72%	70%	73%	70%	75% t	65%	66%
Not very familiar - I've only heard the name.	21%	19%	27% b	20%	21%	21%	23%	24%	21%	21%	24%	19%	22%	21%	20%	24%	23%	20%	18%	23%	27% s
Not at all familiar - I've never heard of this company.	50%	55% cE	47%	53%	45%	53%	46%	45%	39%	65% I	31%	61% K	29%	60% M	52%	46%	50%	50%	56% TU	41%	39%

* Table Base: U.S. RESPONDENTS

Verizon

		Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1060	N=303	N=165	N=133	N=405	N=335	N=351	N=236	N=617	N=443	N=381	N=679	N=335	N=725	N=730	N=303	N=469	N=591	N=652	N=128	N=179
Total (Unweighted)	N=1060	N=454	N=217	N=142	N=194	N=355	N=356	N=240	N=564	N=496	N=376	N=684	N=337	N=723	N=696	N=332	N=470	N=590	N=746	N=120	N=107
NET: Familiar (Very Familiar/Somewhat Familiar)	92%	89%	89%	92%	98% BCD	90%	93%	95% f	94% J	90%	93%	92%	95%	91%	94%	90%	94%	91%	92%	90%	92%
Very familiar	57%	50%	58% b	53%	65% Bd	52%	55%	61%	60% J	53%	63% L	53%	66% N	53%	59%	52%	58%	56%	56%	63%	55%
Somewhat familiar	35%	39% c	30%	40%	33%	37%	38%	34%	34%	37%	29%	39% K	29%	38% M	34%	38%	36%	35%	37%	28%	37%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	8%	11% E	11% E	8% E	2%	10% h	7%	5%	6%	10% I	7%	8%	5%	9%	6%	10%	6%	9%	8%	10%	8%
Not very familiar - I've only heard the name.	6%	9% E	8% E	5%	2%	7%	5%	5%	4%	8% I	4%	6%	3%	7% m	5%	7%	5%	6%	6%	5%	6%
Not at all familiar - I've never heard of this company.	2%	2% E	3% E	3% E	0%	4% H	2%	0%	2%	2%	3%	1%	2%	2%	2%	2%	1%	3%	2%	5% s	2%

* Table Base: U.S. RESPONDENTS

QS1Q9: If one company were to own the metaverse, which one of the following would you want it to be?

		Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1058	N=302	N=165	N=133	N=405	N=333	N=351	N=236	N=617	N=441	N=381	N=677	N=335	N=723	N=729	N=303	N=469	N=589	N=650	N=128	N=179
Total (Unweighted)	N=1057	N=452	N=217	N=142	N=194	N=352	N=356	N=240	N=564	N=493	N=376	N=681	N=337	N=720	N=695	N=331	N=470	N=587	N=743	N=120	N=107
Meta (formerly Facebook Inc.)	11%	8%	10%	8%	15% B	10%	7%	15% G	14% J	6%	13%	9%	15% N	9%	9%	14%	11%	10%	9%	13%	14%
Microsoft	7%	5%	11% B	6%	6%	6%	5%	6%	6%	7%	7%	6%	5%	7%	7%	7%	7%	6%	6%	9%	7%
Snap Inc.	0%	0%	2% Be	1%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%
Roblox	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	2% L	0%	2% N	0%	1%	1%	1%	1%	1%	1%	1%
Amazon	12%	13%	12%	14%	12%	11%	15%	14%	15% J	9%	15%	11%	16% n	11%	12%	14%	11%	14%	10%	16%	17%
Apple	10%	11%	9%	12%	10%	14% GH	8%	6%	13% J	6%	14% L	8%	13%	9%	11%	8%	9%	11%	9%	12%	11%
The Sandbox	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Google	13%	17% D	17% d	9%	12%	15%	14%	11%	14%	12%	15%	13%	15%	12%	12%	16%	12%	14%	13%	15%	17%
Epic Games	3%	3%	2%	2%	5%	2%	6% FH	2%	5% J	1%	6% L	2%	6% N	2%	3%	4%	3%	3%	3%	6% s	2%
Steam (Valve)	2%	2%	1%	2%	2%	2%	1%	1%	2% j	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%	2%	3%
Verizon	2%	4% e	2%	3%	1%	4% g	1%	3%	2%	3%	1%	3%	1%	3%	2%	2%	2%	3%	3%	1%	2%
Other	1%	0%	1%	3% B	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	2%	2%	0%
N/A - I don't think the metaverse should be owned by one	37%	34%	32%	41%	36%	32%	38%	40%	26%	52% I	23%	45% K	22%	44% M	39%	32%	41% R	33%	43% TU	24%	25%

* Table Base: AT LEAST SOMEWHAT FAMILIAR WITH THE LISTED METAVERSE COMPANY

AN ORDER - UNDER SEALED DOCKET

Q0.0.0 - Have you ever or do you now engage in the following sexual behaviors?

Anal penetration (with dildo, e.g., without lube, or with lube) (please filter by)

Total	74 (100%)	16 (21.6%) [0.0]	58 (78.4%) [0.0]	52 (70.3%) [2.7]	22 (29.7%) [2.7]	Statistic (df=1)	P(F)	P(Chi2)
Total [unweighted]	74 (100%)	16 (21.6%)	58 (78.4%)	52 (70.3%)	22 (29.7%)	0.000	0.000	—
Female [female]	16 (21.6%)	3 (18.8%)	13 (22.4%)	11 (21.2%)	5 (22.7%)	0.000	0.000	—
Female [female] - Yes	9 (56.3%)	2 (66.7%)	7 (53.8%)	6 (54.5%)	3 (60.0%)	0.000	0.000	—
Female [female] - Sometimes, but not frequently	3 (18.8%)	1 (33.3%)	2 (15.4%)	2 (18.2%)	1 (20.0%)	0.000	0.000	—
Female [female] - Rarely	2 (12.5%)	0 (0.0%)	2 (15.4%)	2 (18.2%)	0 (0.0%)	0.000	0.000	—
Female [female] - Not sure / don't remember / prefer not to say	2 (12.5%)	0 (0.0%)	2 (15.4%)	1 (9.1%)	1 (20.0%)	0.000	0.000	—
Female [female] - No, but I would be open to trying it	2 (12.5%)	0 (0.0%)	2 (15.4%)	2 (18.2%)	0 (0.0%)	0.000	0.000	0.000
Female [female] - Other	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0.000	0.000	0.000

* Pairwise:
Anal penetration (with dildo, e.g., without lube, or with lube) (please filter by): 0.0 - DEGENERATE.

Total	74 (100%)	16 (21.6%) [0.0]	58 (78.4%) [0.0]	52 (70.3%) [2.7]	22 (29.7%) [2.7]	Statistic (df=1)	P(F)	P(Chi2)
Total [unweighted]	74 (100%)	16 (21.6%)	58 (78.4%)	52 (70.3%)	22 (29.7%)	0.000	0.000	—
Female [female]	16 (21.6%)	3 (18.8%)	13 (22.4%)	11 (21.2%)	5 (22.7%)	0.000	0.000	—
Female [female] - Yes	9 (56.3%)	2 (66.7%)	7 (53.8%)	6 (54.5%)	3 (60.0%)	0.000	0.000	—
Female [female] - Sometimes, but not frequently	3 (18.8%)	1 (33.3%)	2 (15.4%)	2 (18.2%)	1 (20.0%)	0.000	0.000	—
Female [female] - Rarely	2 (12.5%)	0 (0.0%)	2 (15.4%)	2 (18.2%)	0 (0.0%)	0.000	0.000	—
Female [female] - Not sure / don't remember / prefer not to say	2 (12.5%)	0 (0.0%)	2 (15.4%)	1 (9.1%)	1 (20.0%)	0.000	0.000	—
Female [female] - No, but I would be open to trying it	2 (12.5%)	0 (0.0%)	2 (15.4%)	2 (18.2%)	0 (0.0%)	0.000	0.000	0.000
Female [female] - Other	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0.000	0.000	0.000

* Pairwise:
Anal penetration (with dildo, e.g., without lube, or with lube) (please filter by): 0.0 - DEGENERATE.

Q0.0.0 - Have you ever or do you now engage in the following sexual behaviors?

Anal penetration (with dildo, e.g., without lube, or with lube) (please filter by)

Somewhat agree	14%	17	10%	14%	17%	14%	17	14%		14%		
Neither agree/nor disagree/Not enough/enough/Somewhat/Strongly	5%	6%	5%	5%	5%	5%		5%	100.0	5%	100.0	
Somewhat disagree	5%		5%	5%	5%	5%		5%		5%		
Strongly disagree	27%	33	35%	31%	31%	31%		27%	100.0	29%	100.0	
Not at all sure	18%		15%	17%	17%	17%		18%		18%		

* Indicates significant difference at 95% confidence level

I find ourselves/myself by the concept of this mentioned.

	Total(N)	Gen X Or Older (N)	Millennials Or Gen Z (N)	Gen Z Or Gen Z (N)	Business Unit: Pro (N)	Business Unit: Pro (N)
Total	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
Total(Unweighted)	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	11%	14%	7%	11%	11%	11%
Very/Somewhat	11%	14%	7%	11%	11%	11%
Somewhat agree	14%	17%	10%	14%	17%	14%
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	5%	6%	5%	5%	5%	5%
Neither agree/nor disagree/Not enough/enough/Somewhat/Strongly	5%	6%	5%	5%	5%	5%
Somewhat disagree	5%		5%	5%	5%	5%
Strongly disagree	27%	33	35%	31%	31%	31%
Not at all sure	18%		15%	17%	17%	17%

* Indicates significant difference at 95% confidence level

I don't understand the purpose of this mentioned.

	Total(N)	Gen X Or Older (N)	Millennials Or Gen Z (N)	Gen Z Or Gen Z (N)	Business Unit: Pro (N)	Business Unit: Pro (N)	Value: T-T-T-B (N)
Total	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
Total(Unweighted)	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	11%	14%	7%	11%	11%	11%	11%
Very/Somewhat	11%	14%	7%	11%	11%	11%	11%
Somewhat agree	14%	17%	10%	14%	17%	14%	17%
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	5%	6%	5%	5%	5%	5%	5%
Neither agree/nor disagree/Not enough/enough/Somewhat/Strongly	5%	6%	5%	5%	5%	5%	5%
Somewhat disagree	5%		5%	5%	5%	5%	5%
Strongly disagree	27%	33	35%	31%	31%	31%	31%
Not at all sure	18%		15%	17%	17%	17%	17%

* Indicates significant difference at 95% confidence level

This commercial, will resonate in popular social platforms and social media platforms(e.g., Facebook, Instagram, TikTok).

	Total(N)	Gen X Or Older (N)	Millennials Or Gen Z (N)	Gen Z Or Gen Z (N)	Business Unit: Pro (N)	Business Unit: Pro (N)	Value: T-T-T-B (N)
Total	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
Total(Unweighted)	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	17%	20	14%	17%	14%	17%	17%
Very/Somewhat	17%	20	14%	17%	14%	17%	17%
Somewhat agree	14%	17%	10%	14%	17%	14%	17%
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	5%	6%	5%	5%	5%	5%	5%
Neither agree/nor disagree/Not enough/enough/Somewhat/Strongly	5%	6%	5%	5%	5%	5%	5%
Somewhat disagree	5%		5%	5%	5%	5%	5%
Strongly disagree	27%	33	35%	31%	31%	31%	31%
Not at all sure	18%		15%	17%	17%	17%	17%

* Indicates significant difference at 95% confidence level

Which of the following people do you think would most enjoy this product/service/offer, responsible for its regulation?

	Total(N)	Gen X Or Older (N)	Millennials Or Gen Z (N)	Gen Z Or Gen Z (N)	Business Unit: Pro (N)	Business Unit: Pro (N)	Value: T-T-T-B (N)
Total	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
Total(Unweighted)	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
Consumer Protection Commission or Fair trading Industry Ombudsman	14%	17	10%	14%	17%	14%	17
Ad Standards Council/Ad Council/Ad Council, Inc., Council of Better Business Bureaus	14%	17	10%	14%	17%	14%	17
Ad Standards Council/Ad Council/Ad Council, Inc., Council of Better Business Bureaus	14%	17	10%	14%	17	14%	17
Ministry Trade or/Legal Council	14%	17	9%	13%	17	14%	17
Ministry Trade or/Legal Council/Ministry Trade or/Legal, Ministry Trade or/Legal	14%	17	9%	13%	17	14%	17
None	5%	6%	5%	5%	5%	5%	5%
Other - Write In (Required)/Not enough/Not enough/Not enough	5%	6%	5%	5%	5%	5%	5%
Not at all sure	27%	33	35%	31%	31%	31%	31%

* Indicates significant difference at 95% confidence level

Q5.0.0 Before taking this survey, how familiar were you with each of the following companies?

Kenzie/Kenzie Limited/Kenzie 1

	Total(N)	Gen X Or Older (N)	Millennials Or Gen Z (N)	Gen Z Or Gen Z (N)	Business Unit: Pro (N)	Business Unit: Pro (N)	Value: T-T-T-B (N)
Total	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
Total(Unweighted)	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	71%	79	63%	67	62%	67	63%
Very/Somewhat	71%	79	63%	67	62%	67	63%
Somewhat familiar	14%	17	10%	14%	17%	14%	17
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	5%	6%	5%	5%	5%	5%	5%
Neither familiar/nor unfamiliar/Not enough/familiar/Somewhat/Strongly	5%	6%	5%	5%	5%	5%	5%
Not very familiar - I've only heard of this/Kenzie	5%	6%	5%	5%	5%	5%	5%
Not at all familiar - I've never heard of this/Kenzie/Kenzie Limited	5%		9%	7%	7%	7%	7%

* Indicates significant difference at 95% confidence level

Microsoft

	Total(N)	Gen X Or Older (N)	Millennials Or Gen Z (N)	Gen Z Or Gen Z (N)	Business Unit: Pro (N)	Business Unit: Pro (N)	Value: T-T-T-B (N)
Total	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
Total(Unweighted)	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	71%	79	63%	71	71%	71	71%
Very/Somewhat	71%	79	63%	71	71%	71	71%
Somewhat familiar	14%	17	10%	14	14%	14	14%
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	5%	6%	5%	5%	5%	5%	5%
Neither familiar/nor unfamiliar/Not enough/familiar/Somewhat/Strongly	5%	6%	5%	5%	5%	5%	5%
Not very familiar - I've only heard of this/Microsoft	5%	6%	5%	5%	5%	5%	5%
Not at all familiar - I've never heard of this/Microsoft/Microsoft Company	5%		9%	7%	7%	7%	7%

* Indicates significant difference at 95% confidence level

Kingston

	Total(N)	Gen X Or Older (N)	Millennials Or Gen Z (N)	Gen Z Or Gen Z (N)	Business Unit: Pro (N)	Business Unit: Pro (N)	Value: T-T-T-B (N)
Total	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
Total(Unweighted)	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	11%	14	7%	11	11%	11	11%
Very/Somewhat	11%	14	7%	11	11%	11	11%
Somewhat familiar	14%	17	10%	14	17%	14	17
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	5%	6%	5%	5%	5%	5%	5%
Neither familiar/nor unfamiliar/Not enough/familiar/Somewhat/Strongly	5%	6%	5%	5%	5%	5%	5%
Not very familiar - I've only heard of this/Kingston	5%		9%	7%	7%	7%	7%
Not at all familiar - I've never heard of this/Kingston/Kingston Company	27%	33	35%	31%	31%	31%	31%

* Indicates significant difference at 95% confidence level

Kinkos

	Total(N)	Gen X Or Older (N)	Millennials Or Gen Z (N)	Gen Z Or Gen Z (N)	Business Unit: Pro (N)	Business Unit: Pro (N)	Value: T-T-T-B (N)
Total	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
Total(Unweighted)	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	11%	14	7%	11	11%	11	11%
Very/Somewhat	11%	14	7%	11	11%	11	11%
Somewhat familiar	14%	17	10%	14	17%	14	17
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	5%	6%	5%	5%	5%	5%	5%
Neither familiar/nor unfamiliar/Not enough/familiar/Somewhat/Strongly	5%	6%	5%	5%	5%	5%	5%
Not very familiar - I've only heard of this/Kinkos	5%		9%	7%	7%	7%	7%
Not at all familiar - I've never heard of this/Kinkos/Kinkos Company	27%	33	35%	31%	31%	31%	31%

* Indicates significant difference at 95% confidence level

Kiplin

	Total(N)	Gen X Or Older (N)	Millennials Or Gen Z (N)	Gen Z Or Gen Z (N)	Business Unit: Pro (N)	Business Unit: Pro (N)	Value: T-T-T-B (N)
Total	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
Total(Unweighted)	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	14%	17	10%	14	17%	14	17
Very/Somewhat	14%	17	10%	14	17%	14	17
Somewhat familiar	14%	17	10%	14	17%	14	17
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	5%	6%	5%	5%	5%	5%	5%
Neither familiar/nor unfamiliar/Not enough/familiar/Somewhat/Strongly	5%	6%	5%	5%	5%	5%	5%
Not very familiar - I've only heard of this/Kiplin	5%		9%	7%	7%	7%	7%
Not at all familiar - I've never heard of this/Kiplin/Kiplin Company	27%	33	35%	31%	31%	31%	31%

* Indicates significant difference at 95% confidence level

The Kindles

	Total(N)	Gen X Or Older (N)	Millennials Or Gen Z (N)	Gen Z Or Gen Z (N)	Business Unit: Pro (N)	Business Unit: Pro (N)	Value: T-T-T-B (N)
Total	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
Total(Unweighted)	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	71%	79	63%	71	71%	71	71%
Very/Somewhat	71%	79	63%	71	71%	71	71%
Somewhat familiar	14%	17	10%	14	14	14	14%
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	5%	6%	5%	5%	5%	5%	5%
Neither familiar/nor unfamiliar/Not enough/familiar/Somewhat/Strongly	5%	6%	5%	5%	5%	5%	5%
Not very familiar - I've only heard of this/The Kindles	5%	6%	5%	5%	5%	5%	5%
Not at all familiar - I've never heard of this/The Kindles/The Kindles Company	27%	33	35%	31%	31%	31%	31%

* Indicates significant difference at 95% confidence level

Kyle Stanton

	Total(N)	Gen X Or Older (N)	Millennials Or Gen Z (N)	Gen Z Or Gen Z (N)	Business Unit: Pro (N)	Business Unit: Pro (N)	Value: T-T-T-B (N)
Total	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
Total(Unweighted)	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	14%	17	10%	14	17%	14	17
Very/Somewhat	14%	17	10%	14	17%	14	17
Somewhat familiar	14%	17	10%	14	17%	14	17
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	5%	6%	5%	5%	5%	5%	5%
Neither familiar/nor unfamiliar/Not enough/familiar/Somewhat/Strongly	5%	6%	5%	5%	5%	5%	5%
Not very familiar - I've only heard of this/Kyle Stanton	5%		9%	7%	7%	7%	7%
Not at all familiar - I've never heard of this/Kyle Stanton/Kyle Stanton Company	27%	33	35%	31%	31%	31%	31%

* Indicates significant difference at 95% confidence level

Mental Utility

	Total(N)	Gen X Or Older (N)	Millennials Or Gen Z (N)	Gen Z Or Gen Z (N)	Business Unit: Pro (N)	Business Unit: Pro (N)	Value: T-T-T-B (N)
Total	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
Total(Unweighted)	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	11%	14	7%	11	11%	11	11%
Very/Somewhat	11%	14	7%	11	11%	11	11%
Somewhat familiar	14%	17	10%	14	17%	14	17
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	5%	6%	5%	5%	5%	5%	5%
Neither familiar/nor unfamiliar/Not enough/familiar/Somewhat/Strongly	5%	6%	5%	5%	5%	5%	5%
Not very familiar - I've only heard of this/Mental Utility	5%		9%	7%	7%	7%	7%
Not at all familiar - I've never heard of this/Mental Utility/Mental Utility Company	27%	33	35%	31%	31%	31%	31%

* Indicates significant difference at 95% confidence level

Kaplan

	Total(N)	Gen X Or Older (N)	Millennials Or Gen Z (N)	Gen Z Or Gen Z (N)	Business Unit: Pro (N)	Business Unit: Pro (N)	Value: T-T-T-B (N)
Total	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
Total(Unweighted)	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	17%	20	14%	17	14%	17	17%
Very/Somewhat	17%	20	14%	17	14%	17	17%
Somewhat familiar	14%	17	10%	14	17%	14	17
MRT Sparkle (Very/Somewhat/Neither/Not enough/Somewhat/Strongly)	5%	6%	5%	5%	5%	5%	5%
Neither familiar/nor unfamiliar/Not enough/familiar/Somewhat/Strongly	5%	6%	5%	5%	5%	5%	5%
Not very familiar - I've only heard of this/Kaplan	5%		9%	7%	7%	7%	7%
Not at all familiar - I've never heard of this/Kaplan/Kaplan Company	27%	33	35%	31%	31%	31%	31%

* Indicates significant difference at 95% confidence level

Q5.0.0 If this company were to ceased this necessary, will this cause of the following would you watch/ban/ban?

	Total(N)	Gen X Or Older (N)	Millennials Or Gen Z (N)	Gen Z Or Gen Z (N)	Business Unit: Pro (N)	Business Unit: Pro (N)	Value: T-T-T-B (N)
Total	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
Total(Unweighted)	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000	N=1000
Amazon	14%	17	10%	14	17%	14	17
Microsoft	14%	17	10%	14	17	14	17
Kinkos (Kinkos Company Handbook Inc.)	14%	17	10%	14	17	14	17
Kiplin	14%	17	10%	14	17	14	17
Kyle Stanton	14%	17	10%	14	17	14	17
Kingston	14%	17	9%	13	17	14	17
Kaplan (Kaplan)	14%	17	9%	13	17	14	17
Kaplan (Kaplan)	14%	17	9%	13	17	14	17
Kaplan	14%	17	9%	13	17	14	17
Kaplan	14%	17	9%	13	17	14	17
Kaplan	14%	17	9%	13	17	14	17
None	5%	6%	5%	5%	5%	5%	5%
Other - Write In (Required)/Not enough/Not enough/Not enough/Not enough/Not enough	27%	33	35%	31%	31	31%	31%

* Indicates significant difference at 95% confidence level

STATISTICAL SIGNIFICANCE CALCULATED AT THE 95% CONFIDENCE LEVEL

S1.Q11. JOB TITLE [CODED]

Q11.Q1. Which one of these do you do at your job? Please tick all that apply.

Engineer (civil/ceiling/drilling/...), Lecturer (...), Lecturer (medicine/pharmacy)

	Weighted Base	Section 1 and Thesis Development of Thesis Research Journal Article Writing	Section 2 and Thesis Development of Thesis Research Journal Article Writing	Section 3 and Thesis Development of Thesis Research Journal Article Writing	Section 4 and Thesis Development of Thesis Research Journal Article Writing	Section 5 and Thesis Development of Thesis Research Journal Article Writing	Section 6 and Thesis Development of Thesis Research Journal Article Writing	Section 7 and Thesis Development of Thesis Research Journal Article Writing	Section 8 and Thesis Development of Thesis Research Journal Article Writing	Section 9 and Thesis Development of Thesis Research Journal Article Writing	Section 10 and Thesis Development of Thesis Research Journal Article Writing	Section 11 and Thesis Development of Thesis Research Journal Article Writing
Total	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Total [Unweighted]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Accounting/Finance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Actuarial Science	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Administrative Staff/ Pro. Ser/Social organizer	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Agriculture	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Civil/Ceiling/Drilling/Engineer/Lecturer/Medicine/Pharmacy	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Computer Science/Software Engineer/Data Analyst/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Finance/Accounting/Actuarial Science/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Base Base

Q11.Q2. Which one of these do you do at your job? Please tick all that apply.

	Weighted Base	Section 1 and Thesis Development of Thesis Research Journal Article Writing	Section 2 and Thesis Development of Thesis Research Journal Article Writing	Section 3 and Thesis Development of Thesis Research Journal Article Writing	Section 4 and Thesis Development of Thesis Research Journal Article Writing	Section 5 and Thesis Development of Thesis Research Journal Article Writing	Section 6 and Thesis Development of Thesis Research Journal Article Writing	Section 7 and Thesis Development of Thesis Research Journal Article Writing	Section 8 and Thesis Development of Thesis Research Journal Article Writing	Section 9 and Thesis Development of Thesis Research Journal Article Writing	Section 10 and Thesis Development of Thesis Research Journal Article Writing	Section 11 and Thesis Development of Thesis Research Journal Article Writing
Total	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Total [Unweighted]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Accounting/Finance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Actuarial Science	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Administrative Staff/ Pro. Ser/Social organizer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Agriculture	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Civil/Ceiling/Drilling/Engineer/Lecturer/Medicine/Pharmacy	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Computer Science/Software Engineer/Data Analyst/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Finance/Accounting/Actuarial Science/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Base Base

Q11.Q3. Which one of these do you do at your job? Please tick all that apply.

	Weighted Base	Section 1 and Thesis Development of Thesis Research Journal Article Writing	Section 2 and Thesis Development of Thesis Research Journal Article Writing	Section 3 and Thesis Development of Thesis Research Journal Article Writing	Section 4 and Thesis Development of Thesis Research Journal Article Writing	Section 5 and Thesis Development of Thesis Research Journal Article Writing	Section 6 and Thesis Development of Thesis Research Journal Article Writing	Section 7 and Thesis Development of Thesis Research Journal Article Writing	Section 8 and Thesis Development of Thesis Research Journal Article Writing	Section 9 and Thesis Development of Thesis Research Journal Article Writing	Section 10 and Thesis Development of Thesis Research Journal Article Writing	Section 11 and Thesis Development of Thesis Research Journal Article Writing
Total	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Total [Unweighted]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Accounting/Finance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Actuarial Science	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Administrative Staff/ Pro. Ser/Social organizer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Agriculture	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Civil/Ceiling/Drilling/Engineer/Lecturer/Medicine/Pharmacy	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Computer Science/Software Engineer/Data Analyst/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Finance/Accounting/Actuarial Science/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Base Base

Q11.Q4. Which one of these do you do at your job? Please tick all that apply.

	Weighted Base	Section 1 and Thesis Development of Thesis Research Journal Article Writing	Section 2 and Thesis Development of Thesis Research Journal Article Writing	Section 3 and Thesis Development of Thesis Research Journal Article Writing	Section 4 and Thesis Development of Thesis Research Journal Article Writing	Section 5 and Thesis Development of Thesis Research Journal Article Writing	Section 6 and Thesis Development of Thesis Research Journal Article Writing	Section 7 and Thesis Development of Thesis Research Journal Article Writing	Section 8 and Thesis Development of Thesis Research Journal Article Writing	Section 9 and Thesis Development of Thesis Research Journal Article Writing	Section 10 and Thesis Development of Thesis Research Journal Article Writing	Section 11 and Thesis Development of Thesis Research Journal Article Writing
Total	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Total [Unweighted]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Accounting/Finance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Actuarial Science	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Administrative Staff/ Pro. Ser/Social organizer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Agriculture	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Civil/Ceiling/Drilling/Engineer/Lecturer/Medicine/Pharmacy	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Computer Science/Software Engineer/Data Analyst/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Finance/Accounting/Actuarial Science/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Base Base

Q11.Q5. Which one of these do you do at your job? Please tick all that apply.

	Weighted Base	Section 1 and Thesis Development of Thesis Research Journal Article Writing	Section 2 and Thesis Development of Thesis Research Journal Article Writing	Section 3 and Thesis Development of Thesis Research Journal Article Writing	Section 4 and Thesis Development of Thesis Research Journal Article Writing	Section 5 and Thesis Development of Thesis Research Journal Article Writing	Section 6 and Thesis Development of Thesis Research Journal Article Writing	Section 7 and Thesis Development of Thesis Research Journal Article Writing	Section 8 and Thesis Development of Thesis Research Journal Article Writing	Section 9 and Thesis Development of Thesis Research Journal Article Writing	Section 10 and Thesis Development of Thesis Research Journal Article Writing	Section 11 and Thesis Development of Thesis Research Journal Article Writing
Total	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Total [Unweighted]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Accounting/Finance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Actuarial Science	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Administrative Staff/ Pro. Ser/Social organizer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Agriculture	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Civil/Ceiling/Drilling/Engineer/Lecturer/Medicine/Pharmacy	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Computer Science/Software Engineer/Data Analyst/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Finance/Accounting/Actuarial Science/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Base Base

Q11.Q6. Which one of these do you do at your job? Please tick all that apply.

	Weighted Base	Section 1 and Thesis Development of Thesis Research Journal Article Writing	Section 2 and Thesis Development of Thesis Research Journal Article Writing	Section 3 and Thesis Development of Thesis Research Journal Article Writing	Section 4 and Thesis Development of Thesis Research Journal Article Writing	Section 5 and Thesis Development of Thesis Research Journal Article Writing	Section 6 and Thesis Development of Thesis Research Journal Article Writing	Section 7 and Thesis Development of Thesis Research Journal Article Writing	Section 8 and Thesis Development of Thesis Research Journal Article Writing	Section 9 and Thesis Development of Thesis Research Journal Article Writing	Section 10 and Thesis Development of Thesis Research Journal Article Writing	Section 11 and Thesis Development of Thesis Research Journal Article Writing
Total	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Total [Unweighted]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Accounting/Finance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Actuarial Science	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Administrative Staff/ Pro. Ser/Social organizer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Agriculture	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Civil/Ceiling/Drilling/Engineer/Lecturer/Medicine/Pharmacy	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Computer Science/Software Engineer/Data Analyst/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Finance/Accounting/Actuarial Science/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Base Base

Q11.Q7. Which one of these do you do at your job? Please tick all that apply.

	Weighted Base	Section 1 and Thesis Development of Thesis Research Journal Article Writing	Section 2 and Thesis Development of Thesis Research Journal Article Writing	Section 3 and Thesis Development of Thesis Research Journal Article Writing	Section 4 and Thesis Development of Thesis Research Journal Article Writing	Section 5 and Thesis Development of Thesis Research Journal Article Writing	Section 6 and Thesis Development of Thesis Research Journal Article Writing	Section 7 and Thesis Development of Thesis Research Journal Article Writing	Section 8 and Thesis Development of Thesis Research Journal Article Writing	Section 9 and Thesis Development of Thesis Research Journal Article Writing	Section 10 and Thesis Development of Thesis Research Journal Article Writing	Section 11 and Thesis Development of Thesis Research Journal Article Writing
Total	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Total [Unweighted]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Accounting/Finance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Actuarial Science	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Administrative Staff/ Pro. Ser/Social organizer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Agriculture	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Civil/Ceiling/Drilling/Engineer/Lecturer/Medicine/Pharmacy	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Computer Science/Software Engineer/Data Analyst/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Finance/Accounting/Actuarial Science/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Base Base

Q11.Q8. Which one of these do you do at your job? Please tick all that apply.

	Weighted Base	Section 1 and Thesis Development of Thesis Research Journal Article Writing	Section 2 and Thesis Development of Thesis Research Journal Article Writing	Section 3 and Thesis Development of Thesis Research Journal Article Writing	Section 4 and Thesis Development of Thesis Research Journal Article Writing	Section 5 and Thesis Development of Thesis Research Journal Article Writing	Section 6 and Thesis Development of Thesis Research Journal Article Writing	Section 7 and Thesis Development of Thesis Research Journal Article Writing	Section 8 and Thesis Development of Thesis Research Journal Article Writing	Section 9 and Thesis Development of Thesis Research Journal Article Writing	Section 10 and Thesis Development of Thesis Research Journal Article Writing	Section 11 and Thesis Development of Thesis Research Journal Article Writing
Total	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Total [Unweighted]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Accounting/Finance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Actuarial Science	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Administrative Staff/ Pro. Ser/Social organizer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Agriculture	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Civil/Ceiling/Drilling/Engineer/Lecturer/Medicine/Pharmacy	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Computer Science/Software Engineer/Data Analyst/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Finance/Accounting/Actuarial Science/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Base Base

Q11.Q9. Which one of these do you do at your job? Please tick all that apply.

	Weighted Base	Section 1 and Thesis Development of Thesis Research Journal Article Writing	Section 2 and Thesis Development of Thesis Research Journal Article Writing	Section 3 and Thesis Development of Thesis Research Journal Article Writing	Section 4 and Thesis Development of Thesis Research Journal Article Writing	Section 5 and Thesis Development of Thesis Research Journal Article Writing	Section 6 and Thesis Development of Thesis Research Journal Article Writing	Section 7 and Thesis Development of Thesis Research Journal Article Writing	Section 8 and Thesis Development of Thesis Research Journal Article Writing	Section 9 and Thesis Development of Thesis Research Journal Article Writing	Section 10 and Thesis Development of Thesis Research Journal Article Writing	Section 11 and Thesis Development of Thesis Research Journal Article Writing
Total	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Total [Unweighted]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Accounting/Finance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Actuarial Science	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Administrative Staff/ Pro. Ser/Social organizer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Agriculture	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Civil/Ceiling/Drilling/Engineer/Lecturer/Medicine/Pharmacy	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Computer Science/Software Engineer/Data Analyst/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Finance/Accounting/Actuarial Science/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Base Base

Q11.Q10. Which one of these do you do at your job? Please tick all that apply.

	Weighted Base	Section 1 and Thesis Development of Thesis Research Journal Article Writing	Section 2 and Thesis Development of Thesis Research Journal Article Writing	Section 3 and Thesis Development of Thesis Research Journal Article Writing	Section 4 and Thesis Development of Thesis Research Journal Article Writing	Section 5 and Thesis Development of Thesis Research Journal Article Writing	Section 6 and Thesis Development of Thesis Research Journal Article Writing	Section 7 and Thesis Development of Thesis Research Journal Article Writing	Section 8 and Thesis Development of Thesis Research Journal Article Writing	Section 9 and Thesis Development of Thesis Research Journal Article Writing	Section 10 and Thesis Development of Thesis Research Journal Article Writing	Section 11 and Thesis Development of Thesis Research Journal Article Writing
Total	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Total [Unweighted]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Accounting/Finance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Actuarial Science	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Administrative Staff/ Pro. Ser/Social organizer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Agriculture	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Civil/Ceiling/Drilling/Engineer/Lecturer/Medicine/Pharmacy	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Computer Science/Software Engineer/Data Analyst/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Finance/Accounting/Actuarial Science/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Base Base

Q11.Q11. Which one of these do you do at your job? Please tick all that apply.

	Weighted Base	Section 1 and Thesis Development of Thesis Research Journal Article Writing	Section 2 and Thesis Development of Thesis Research Journal Article Writing	Section 3 and Thesis Development of Thesis Research Journal Article Writing	Section 4 and Thesis Development of Thesis Research Journal Article Writing	Section 5 and Thesis Development of Thesis Research Journal Article Writing	Section 6 and Thesis Development of Thesis Research Journal Article Writing	Section 7 and Thesis Development of Thesis Research Journal Article Writing	Section 8 and Thesis Development of Thesis Research Journal Article Writing	Section 9 and Thesis Development of Thesis Research Journal Article Writing	Section 10 and Thesis Development of Thesis Research Journal Article Writing	Section 11 and Thesis Development of Thesis Research Journal Article Writing
Total	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Total [Unweighted]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Accounting/Finance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Actuarial Science	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Administrative Staff/ Pro. Ser/Social organizer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Agriculture	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Civil/Ceiling/Drilling/Engineer/Lecturer/Medicine/Pharmacy	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Computer Science/Software Engineer/Data Analyst/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Finance/Accounting/Actuarial Science/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Base Base

Q11.Q12. Which one of these do you do at your job? Please tick all that apply.

	Weighted Base	Section 1 and Thesis Development of Thesis Research Journal Article Writing	Section 2 and Thesis Development of Thesis Research Journal Article Writing	Section 3 and Thesis Development of Thesis Research Journal Article Writing	Section 4 and Thesis Development of Thesis Research Journal Article Writing	Section 5 and Thesis Development of Thesis Research Journal Article Writing	Section 6 and Thesis Development of Thesis Research Journal Article Writing	Section 7 and Thesis Development of Thesis Research Journal Article Writing	Section 8 and Thesis Development of Thesis Research Journal Article Writing	Section 9 and Thesis Development of Thesis Research Journal Article Writing	Section 10 and Thesis Development of Thesis Research Journal Article Writing	Section 11 and Thesis Development of Thesis Research Journal Article Writing
Total	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Total [Unweighted]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Accounting/Finance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Actuarial Science	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Administrative Staff/ Pro. Ser/Social organizer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Agriculture	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Civil/Ceiling/Drilling/Engineer/Lecturer/Medicine/Pharmacy	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Computer Science/Software Engineer/Data Analyst/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Finance/Accounting/Actuarial Science/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Base Base

Q11.Q13. Which one of these do you do at your job? Please tick all that apply.

	Weighted Base	Section 1 and Thesis Development of Thesis Research Journal Article Writing	Section 2 and Thesis Development of Thesis Research Journal Article Writing	Section 3 and Thesis Development of Thesis Research Journal Article Writing	Section 4 and Thesis Development of Thesis Research Journal Article Writing	Section 5 and Thesis Development of Thesis Research Journal Article Writing	Section 6 and Thesis Development of Thesis Research Journal Article Writing	Section 7 and Thesis Development of Thesis Research Journal Article Writing	Section 8 and Thesis Development of Thesis Research Journal Article Writing	Section 9 and Thesis Development of Thesis Research Journal Article Writing	Section 10 and Thesis Development of Thesis Research Journal Article Writing	Section 11 and Thesis Development of Thesis Research Journal Article Writing
Total	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Total [Unweighted]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Accounting/Finance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Actuarial Science	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Administrative Staff/ Pro. Ser/Social organizer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Agriculture	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Civil/Ceiling/Drilling/Engineer/Lecturer/Medicine/Pharmacy	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Computer Science/Software Engineer/Data Analyst/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Finance/Accounting/Actuarial Science/Lecturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Base Base

Q11.Q14. Which one of these do you do at your job? Please tick all that apply.

	Weighted Base	Section 1 and Thesis Development of Thesis Research Journal Article Writing	Section 2 and Thesis Development of Thesis Research Journal Article Writing	Section 3 and Thesis Development of Thesis Research Journal Article Writing	Section 4 and Thesis Development of Thesis Research Journal Article Writing	Section 5 and Thesis Development of Thesis Research Journal Article Writing	Section 6 and Thesis Development of Thesis Research Journal Article Writing	Section 7 and Thesis Development of Thesis Research Journal Article Writing	Section 8 and Thesis Development of Thesis Research Journal Article Writing	Section 9 and Thesis Development of Thesis Research Journal Article Writing	Section 10 and Thesis Development of Thesis Research Journal Article Writing	Section 11 and Thesis Development of Thesis Research Journal Article Writing
Total	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Total [Unweighted]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]	50.0 [1]
Accounting/Finance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Actuarial Science	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Administrative Staff/ Pro. Ser/Social organizer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Agriculture	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Civil/

Somewhat agree	30%	41% cD	35% D	20%	31%	38%	41% e	35%	42% e	39%
NET: Any Disagree (Strongly Disagree/Somewhat Disagree	37%	23%	35% B	41% B	20%	29% H	30% EH	15%	23%	34% EHI
Somewhat disagree	16%	14%	18% d	12%	13%	21% H	17% h	9%	13%	19% H
Strongly disagree	21%	9%	18% B	28% BC	7%	8%	14% eH	5%	10%	15% eH
Not at all sure	16%	5%	9%	32% BC	8%	8%	13% H	4%	9%	15% eH

* Table Base: U.S. RESPONDENTS

I feel overwhelmed by the concept of the metaverse.

			Metaverse Familiarity				AR and VR Tech Behavior			
	Total (A)	Familiar with the Meta	Aware of the Metavers	Has not heard of the M	Current AR User (E)	Previous AR User (F)	Interested in AR (G)	Current VR User (H)	Previous VR User (I)	Interested in VR (J)
Total	N=1060	N=404	N=734	N=326	N=184	N=111	N=331	N=186	N=150	N=327
Total (Unweighted)	N=1060	N=362	N=702	N=358	N=178	N=116	N=320	N=150	N=151	N=354
NET: Any Agree (Strongly Agree/Somewhat Agree)	52%	47%	47%	64% BC	48%	48%	46%	47%	53%	44%
Strongly agree	22%	17%	17%	33% BC	26% fGJ	15%	13%	22% G	17%	16%
Somewhat agree	30%	29%	30%	31%	22%	33%	33% E	25%	36% Eh	29%
NET: Any Disagree (Strongly Disagree/Somewhat Disagree	48%	53% D	53% D	36%	52%	52%	54%	53%	47%	56%
Somewhat disagree	28%	28% D	32% D	19%	23%	36% E	36% E	30%	31%	34% E
Strongly disagree	20%	25% D	21%	16%	29% FGJ	16%	19%	24%	16%	22%
Not at all sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Table Base: U.S. RESPONDENTS

I don't understand the purpose of the metaverse.

			Metaverse Familiarity				AR and VR Tech Behavior			
	Total (A)	Familiar with the Meta	Aware of the Metavers	Has not heard of the M	Current AR User (E)	Previous AR User (F)	Interested in AR (G)	Current VR User (H)	Previous VR User (I)	Interested in VR (J)
Total	N=1060	N=404	N=734	N=326	N=184	N=111	N=331	N=186	N=150	N=327
Total (Unweighted)	N=1060	N=362	N=702	N=358	N=178	N=116	N=320	N=150	N=151	N=354
NET: Any Agree (Strongly Agree/Somewhat Agree)	60%	40%	54% B	74% BC	42%	53% H	57% EH	35%	58% EH	57% EH
Strongly agree	28%	13%	19% b	48% BC	21%	15%	19%	16%	20%	23%
Somewhat agree	32%	27%	35% bD	26%	21%	39% EH	38% EH	20%	38% EH	35% EH
NET: Any Disagree (Strongly Disagree/Somewhat Disagree	40%	60% CD	46% D	26%	58% GIJ	47%	43%	65% FGIJ	42%	43%
Somewhat disagree	25%	36% cD	28% D	17%	28%	27%	30%	33%	28%	31%
Strongly disagree	15%	24% cD	18% D	9%	30% GIJ	19%	13%	32% fGIJ	14%	12%
Not at all sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Table Base: U.S. RESPONDENTS

The metaverse will soon be as popular as traditional social media platforms (e.g., Facebook, Instagram, TikTok).

			Metaverse Familiarity				AR and VR Tech Behavior			
	Total (A)	Familiar with the Meta	Aware of the Metavers	Has not heard of the M	Current AR User (E)	Previous AR User (F)	Interested in AR (G)	Current VR User (H)	Previous VR User (I)	Interested in VR (J)
Total	N=1060	N=404	N=734	N=326	N=184	N=111	N=331	N=186	N=150	N=327
Total (Unweighted)	N=1060	N=362	N=702	N=358	N=178	N=116	N=320	N=150	N=151	N=354
NET: Any Agree (Strongly Agree/Somewhat Agree)	57%	81% CD	68% D	32%	80% GJ	73%	64%	83% fGIJ	72%	64%
Strongly agree	27%	48% CD	36% D	7%	58% FGIJ	34%	27%	55% FGIJ	39% GJ	27%
Somewhat agree	30%	32% d	32% d	25%	22%	39% E	38% E	28%	33% e	37% E
NET: Any Disagree (Strongly Disagree/Somewhat Disagree	21%	14%	19%	26% Bc	9%	19% e	18% E	12%	15%	16% e
Somewhat disagree	12%	10%	12%	14%	4%	14% Ei	14% Ei	9%	6%	13% E
Strongly disagree	9%	5%	7%	12% BC	5%	5%	4%	3%	9% gJ	4%
Not at all sure	22%	5%	13% B	42% BC	11% h	8%	17% fH	4%	13% H	20% EFH

* Table Base: U.S. RESPONDENTS

QS1Q7: Based on your understanding of the metaverse, which of the following groups do you believe should be responsible for its regulation?

			Metaverse Familiarity				AR and VR Tech Behavior			
	Total (A)	Familiar with the Meta	Aware of the Metavers	Has not heard of the M	Current AR User (E)	Previous AR User (F)	Interested in AR (G)	Current VR User (H)	Previous VR User (I)	Interested in VR (J)
Total	N=1060	N=404	N=734	N=326	N=184	N=111	N=331	N=186	N=150	N=327
Total (Unweighted)	N=1060	N=362	N=702	N=358	N=178	N=116	N=320	N=150	N=151	N=354
The U.S. federal government	11%	14%	11%	9%	13% i	9%	14% i	17% I	6%	12%
An international governing body (e.g., the United Nations,	5%	6%	6%	3%	6%	9% g	3%	4%	8% g	6%
An independent oversight committee (i.e., a panel of indu	14%	14%	15%	11%	14%	11%	17%	10%	18%	16%
People who are metaverse or technology industry leaders	19%	28% D	23% D	10%	32% GIJ	26%	20%	38% GIJ	19%	18%
Metaverse users	14%	21% D	17% D	7%	23% Gj	26% GJ	12%	20% g	23% G	15%
Other	0%	1%	1%	0%	1%	0%	1%	0%	2% j	0%
None - The metaverse should not be regulated.	9%	8%	10%	7%	2%	8% e	14% EHi	6%	7%	14% EHi
Not at all sure	27%	8%	16% B	52% BC	8%	10%	18% EH	5%	18% EH	19% EfH

* Table Base: U.S. RESPONDENTS

QS1Q8: Before taking this survey, how familiar were you with each of the following companies?

Meta (formerly Facebook Inc.)

			Metaverse Familiarity				AR and VR Tech Behavior			
	Total (A)	Familiar with the Meta	Aware of the Metavers	Has not heard of the M	Current AR User (E)	Previous AR User (F)	Interested in AR (G)	Current VR User (H)	Previous VR User (I)	Interested in VR (J)
Total	N=1060	N=404	N=734	N=326	N=184	N=111	N=331	N=186	N=150	N=327
Total (Unweighted)	N=1060	N=362	N=702	N=358	N=178	N=116	N=320	N=150	N=151	N=354
NET: Familiar (Very Familiar/Somewhat Familiar)	75%	91% CD	84% D	56%	92% fGIJ	84%	76%	94% FGIJ	77%	79%
Very familiar	42%	60% CD	49% D	28%	64% GIJ	57% g	44%	67% GIJ	45%	49%
Somewhat familiar	33%	31%	35% d	28%	29%	27%	32%	27%	32%	30%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	25%	9%	16% B	44% BC	8%	16% eH	24% EH	6%	23% EH	21% EH
Not very familiar - I've only heard the name.	16%	7%	14% B	20% BC	3%	10% E	19% EH	5%	12% Eh	17% EH
Not at all familiar - I've never heard of this company.	9%	2%	2%	24% BC	4%	6% h	5% h	1%	11% egHJ	3%

* Table Base: U.S. RESPONDENTS

Microsoft

			Metaverse Familiarity				AR and VR Tech Behavior			
	Total (A)	Familiar with the Meta	Aware of the Metavers	Has not heard of the M	Current AR User (E)	Previous AR User (F)	Interested in AR (G)	Current VR User (H)	Previous VR User (I)	Interested in VR (J)
Total	N=1060	N=404	N=734	N=326	N=184	N=111	N=331	N=186	N=150	N=327
Total (Unweighted)	N=1060	N=362	N=702	N=358	N=178	N=116	N=320	N=150	N=151	N=354
NET: Familiar (Very Familiar/Somewhat Familiar)	93%	96% D	96% D	87%	97% fI	91%	95%	99% FgI	91%	95%
Very familiar	60%	74% D	68% D	41%	80% fGIJ	69%	66%	79% GIj	64%	69%
Somewhat familiar	33%	22%	28%	46% BC	17%	23%	29% Eh	20%	27% e	26% e
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	7%	4%	4%	13% BC	3%	9% eH	5% h	1%	9% EH	5%
Not very familiar - I've only heard the name.	6%	4%	4%	10% BC	2%	8% eH	5% h	1%	9% EH	4%
Not at all familiar - I've never heard of this company.	1%	0%	0%	3% BC	1%	0%	0%	0%	0%	0%

* Table Base: U.S. RESPONDENTS

Snap Inc.

			Metaverse Familiarity				AR and VR Tech Behavior			
	Total (A)	Familiar with the Meta	Aware of the Metavers	Has not heard of the M	Current AR User (E)	Previous AR User (F)	Interested in AR (G)	Current VR User (H)	Previous VR User (I)	Interested in VR (J)
Total	N=1060	N=404	N=734	N=326	N=184	N=111	N=331	N=186	N=150	N=327
Total (Unweighted)	N=1060	N=362	N=702	N=358	N=178	N=116	N=320	N=150	N=151	N=354
NET: Familiar (Very Familiar/Somewhat Familiar)	33%	56% CD	41% D	15%	69% FGJ	55% GJ	32%	64% GJ	60% GJ	32%
Very familiar	15%	28% CD	19% D	6%	36% GJ	32% GJ	12%	35% GJ	27% GJ	11%
Somewhat familiar	18%	28% cD	22% D	8%	33% GJ	22%	20%	29%	32% GJ	20%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	67%	44%	59% B	85% BC	31%	45% E	68% EFHI	36%	40%	68% EFHI
Not very familiar - I've only heard the name.	24%	22%	23%	24%	17%	22%	28% Ei	24%	18%	28% Ei
Not at all familiar - I've never heard of this company.	44%	23%	36% B	61% BC	14%	24% h	40% EFHI	12%	23% h	40% EFHI

* Table Base: U.S. RESPONDENTS

Roblox

			Metaverse Familiarity				AR and VR Tech Behavior			
	Total (A)	Familiar with the Meta	Aware of the Metavers	Has not heard of the M	Current AR User (E)	Previous AR User (F)	Interested in AR (G)	Current VR User (H)	Previous VR User (I)	Interested in VR (J)
Total	N=1060	N=404	N=734	N=326	N=184	N=111	N=331	N=186	N=150	N=327
Total (Unweighted)	N=1060	N=362	N=702	N=358	N=178	N=116	N=320	N=150	N=151	N=354
NET: Familiar (Very Familiar/Somewhat Familiar)	37%	62% CD	46% D	19%	71% fGIJ	58% GJ	38%	73% FGIJ	58% GJ	36%
Very familiar	20%	35% CD	24% D	10%	39% GJ	35% GJ	19%	52% eFGIJ	31% GJ	13%
Somewhat familiar	18%	27% D	22% D	9%	32% Ghj	23%	19%	21%	27%	23%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	63%	38%	54% B	81% BC	29%	42% eH	62% EFHI	27%	42% eH	64% EFHI
Not very familiar - I've only heard the name.	27%	22%	28% b	25%	21%	29%	28%	20%	25%	34% EH
Not at all familiar - I've never heard of this company.	35%	16%	26% B	56% BC	8%	13%	34% EFHI	7%	16% eH	30% EFHI

* Table Base: U.S. RESPONDENTS

Amazon

			Metaverse Familiarity				AR and VR Tech Behavior			
	Total (A)	Familiar with the Meta	Aware of the Metavers	Has not heard of the M	Current AR User (E)	Previous AR User (F)	Interested in AR (G)	Current VR User (H)	Previous VR User (I)	Interested in VR (J)
Total	N=1060	N=404	N=734	N=326	N=184	N=111	N=331	N=186	N=150	N=327
Total (Unweighted)	N=1060	N=362	N=702	N=358	N=178	N=116	N=320	N=150	N=151	N=354
NET: Familiar (Very Familiar/Somewhat Familiar)	96%	97%	97%	95%	99% FI	90%	97% FI	99% FI	91%	98% FI
Very familiar	78%	86% cD	80% D	72%	90% Ij	82%	83%	91% fgIJ	82%	82%
Somewhat familiar	18%	11%	16% b	23% BC	10%	8%	15%	8%	10%	16% fh
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	4%	3%	3%	5%	1%	10% EGHJ	3%	1%	9% EGHJ	2%
Not very familiar - I've only heard the name.	3%	2%	2%	4%	0%	6% EGHJ	1%	1%	4% e	1%
Not at all familiar - I've never heard of this company.	1%	1%	1%	1%	0%	4% ehJ	1%	0%	5% EgHJ	0%

* Table Base: U.S. RESPONDENTS

Apple

			Metaverse Familiarity				AR and VR Tech Behavior			
	Total (A)	Familiar with the Meta	Aware of the Metavers	Has not heard of the M	Current AR User (E)	Previous AR User (F)	Interested in AR (G)	Current VR User (H)	Previous VR User (I)	Interested in VR (J)
Total	N=1060	N=404	N=734	N=326	N=184	N=111	N=331	N=186	N=150	N=327
Total (Unweighted)	N=1060	N=362	N=702	N=358	N=178	N=116	N=320	N=150	N=151	N=354
NET: Familiar (Very Familiar/Somewhat Familiar)	90%	98% CD	94% D	81%	97%	92%	93%	98% fgi	93%	94%
Very familiar	60%	76% CD	66% D	45%	79% GIJ	71%	64%	84% FGIJ	64%	64%
Somewhat familiar	30%	22%	28% b	36% BC	17%	21%	29% EH	14%	29% EH	30% EH
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	10%	2%	6% B	19% BC	3%	8% h	7% h	2%	7% h	6%
Not very familiar - I've only heard the name.	9%	2%	6% B	16% BC	3%	7% h	7% h	2%	7% h	6% h
Not at all familiar - I've never heard of this company.	1%	0%	0%	3% BC	1%	1%	0%	1%	0%	0%

* Table Base: U.S. RESPONDENTS

The Sandbox

			Metaverse Familiarity				AR and VR Tech Behavior			
	Total (A)	Familiar with the Meta	Aware of the Metavers	Has not heard of the M	Current AR User (E)	Previous AR User (F)	Interested in AR (G)	Current VR User (H)	Previous VR User (I)	Interested in VR (J)
Total	N=1060	N=404	N=734	N=326	N=184	N=111	N=331	N=186	N=150	N=327
Total (Unweighted)	N=1060	N=362	N=702	N=358	N=178	N=116	N=320	N=150	N=151	N=354
NET: Familiar (Very Familiar/Somewhat Familiar)	19%	38% CD	26% D	3%	48% GIJ	40% GIJ	16%	45% GIJ	25% g	19%
Very familiar	7%	16% CD	10% D	2%	25% GIJ	18% GIJ	2%	24% GIJ	8% GJ	3%
Somewhat familiar	12%	22% cD	16% D	2%	23% Gj	21%	14%	21%	16%	16%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	81%	62%	74% B	97% BC	52%	60%	84% EFHI	55%	75% EFH	81% EFH
Not very familiar - I've only heard the name.	25%	30% D	28% D	19%	26%	24%	32%	32%	33%	26%
Not at all familiar - I've never heard of this company.	56%	32%	46% B	78% BC	26%	36% h	52% EFH	23%	43% EH	56% EFHI

* Table Base: U.S. RESPONDENTS

Google

			Metaverse Familiarity				AR and VR Tech Behavior			
	Total (A)	Familiar with the Meta	Aware of the Metavers	Has not heard of the M	Current AR User (E)	Previous AR User (F)	Interested in AR (G)	Current VR User (H)	Previous VR User (I)	Interested in VR (J)
Total	N=1060	N=404	N=734	N=326	N=184	N=111	N=331	N=186	N=150	N=327
Total (Unweighted)	N=1060	N=362	N=702	N=358	N=178	N=116	N=320	N=150	N=151	N=354
NET: Familiar (Very Familiar/Somewhat Familiar)	97%	99% D	98% D	95%	99%	95%	99% FI	100% FI	96%	99% FI
Very familiar	73%	83% D	78% D	63%	88% fg	79%	79%	88% g	80%	84%
Somewhat familiar	24%	16%	20%	32% BC	11%	16%	20% E	12%	17%	16%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	3%	1%	2%	5% BC	1%	5% GHJ	1%	0%	4% gHj	1%
Not very familiar - I've only heard the name.	2%	1%	1%	5% BC	1%	3% h	1%	0%	2%	1%
Not at all familiar - I've never heard of this company.	0%	0%	0%	0%	0%	2% eGJ	0%	0%	2% gj	0%

* Table Base: U.S. RESPONDENTS

Epic Games

			Metaverse Familiarity				AR and VR Tech Behavior			
	Total (A)	Familiar with the Meta	Aware of the Metavers	Has not heard of the M	Current AR User (E)	Previous AR User (F)	Interested in AR (G)	Current VR User (H)	Previous VR User (I)	Interested in VR (J)
Total	N=1060	N=404	N=734	N=326	N=184	N=111	N=331	N=186	N=150	N=327
Total (Unweighted)	N=1060	N=362	N=702	N=358	N=178	N=116	N=320	N=150	N=151	N=354
NET: Familiar (Very Familiar/Somewhat Familiar)	40%	69% CD	49% D	18%	70% GIJ	67% GIJ	45%	83% EFGIJ	52%	43%
Very familiar	18%	36% CD	22% D	8%	46% FGIJ	26% J	18%	52% FGIJ	24% J	13%
Somewhat familiar	22%	33% D	27% D	10%	24%	40% EG	27%	31%	28%	30%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	60%	31%	51% B	82% BC	30% H	33% H	55% EFH	17%	48% EfH	57% EFH
Not very familiar - I've only heard the name.	25%	21%	27% bd	20%	19%	20%	28% eH	13%	26% H	31% EfH
Not at all familiar - I've never heard of this company.	35%	10%	24% B	61% BC	11% H	14% H	26% EFH	3%	22% EH	25% EFH

* Table Base: U.S. RESPONDENTS

Steam (Valve)

			Metaverse Familiarity				AR and VR Tech Behavior			
	Total (A)	Familiar with the Meta	Aware of the Metavers	Has not heard of the M	Current AR User (E)	Previous AR User (F)	Interested in AR (G)	Current VR User (H)	Previous VR User (I)	Interested in VR (J)
Total	N=1060	N=404	N=734	N=326	N=184	N=111	N=331	N=186	N=150	N=327
Total (Unweighted)	N=1060	N=362	N=702	N=358	N=178	N=116	N=320	N=150	N=151	N=354
NET: Familiar (Very Familiar/Somewhat Familiar)	29%	53% CD	38% D	8%	60% GIJ	53% GJ	31%	71% eFGIJ	44% GJ	26%
Very familiar	13%	27% CD	17% D	4%	33% GIJ	28% GIJ	10%	41% fGIJ	14%	9%
Somewhat familiar	16%	25% D	21% D	5%	27% J	25%	21%	30% gJ	29% J	16%
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	71%	47%	62% B	92% BC	40% h	47% H	69% EFHI	29%	56% EH	74% EFHI
Not very familiar - I've only heard the name.	21%	22%	23% d	17%	20%	20%	22%	21%	19%	25%
Not at all familiar - I've never heard of this company.	50%	25%	39% B	74% BC	20% H	27% H	47% EFH	8%	38% EH	49% EFHI

* Table Base: U.S. RESPONDENTS

Verizon

			Metaverse Familiarity				AR and VR Tech Behavior			
	Total (A)	Familiar with the Meta	Aware of the Metavers	Has not heard of the M	Current AR User (E)	Previous AR User (F)	Interested in AR (G)	Current VR User (H)	Previous VR User (I)	Interested in VR (J)
Total	N=1060	N=404	N=734	N=326	N=184	N=111	N=331	N=186	N=150	N=327
Total (Unweighted)	N=1060	N=362	N=702	N=358	N=178	N=116	N=320	N=150	N=151	N=354
NET: Familiar (Very Familiar/Somewhat Familiar)	92%	95% D	94% D	88%	97% F	91%	93%	97% f	93%	94%
Very familiar	57%	69% cD	61% D	47%	80% FGIJ	64%	57%	76% GIJ	59%	60%
Somewhat familiar	35%	26%	33% b	41% Bc	17%	26%	36% EH	21%	34% Eh	34% EH
NET: Not Familiar (Not Very Familiar/Not At All Familiar)	8%	5%	6%	12% BC	3%	9% Eh	7%	3%	7%	6%
Not very familiar - I've only heard the name.	6%	4%	5%	8% b	2%	7% eh	6% e	2%	5%	4%
Not at all familiar - I've never heard of this company.	2%	1%	1%	4% BC	1%	2%	1%	1%	2%	1%

* Table Base: U.S. RESPONDENTS

QS1Q9: If one company were to own the metaverse, which one of the following would you want it to be?

			Metaverse Familiarity				AR and VR Tech Behavior			
	Total (A)	Familiar with the Meta	Aware of the Metavers	Has not heard of the M	Current AR User (E)	Previous AR User (F)	Interested in AR (G)	Current VR User (H)	Previous VR User (I)	Interested in VR (J)
Total	N=1058	N=404	N=734	N=324	N=184	N=111	N=331	N=186	N=150	N=327
Total (Unweighted)	N=1057	N=362	N=702	N=355	N=178	N=116	N=320	N=150	N=151	N=354
Meta (formerly Facebook Inc.)	11%	17% D	13% D	5%	22% FGIJ	10%	7%	23% FGIJ	6%	8%
Microsoft	7%	8%	6%	7%	6%	5%	8%	11%	6%	6%
Snap Inc.	0%	0%	1%	0%	0%	3% gJ	0%	0%	2% J	0%
Roblox	1%	1%	1%	1%	2% Gj	2% g	0%	3% Gj	2% g	0%
Amazon	12%	15%	12%	13%	16%	18%	16%	13%	20%	16%
Apple	10%	13% D	12% D	7%	12%	21% GJ	9%	15%	14%	9%
The Sandbox	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Google	13%	16%	14%	11%	15%	14%	14%	16%	14%	16%
Epic Games	3%	7% D	4% D	1%	6%	3%	5%	5%	8% j	3%
Steam (Valve)	2%	3% D	2% d	0%	3%	2%	3%	4%	2%	2%
Verizon	2%	1%	1%	4% bC	1%	4%	3%	1%	2%	3%
Other	1%	0%	1%	2%	1%	0%	1%	0%	0%	1%
N/A - I don't think the metaverse should be owned by one	37%	19%	31% B	49% BC	15%	19% h	33% EFHi	9%	22% H	35% EFHI

* Table Base: AT LEAST SOMEWHAT FAMILIAR WITH THE LISTED METAVERSE COMPANY