

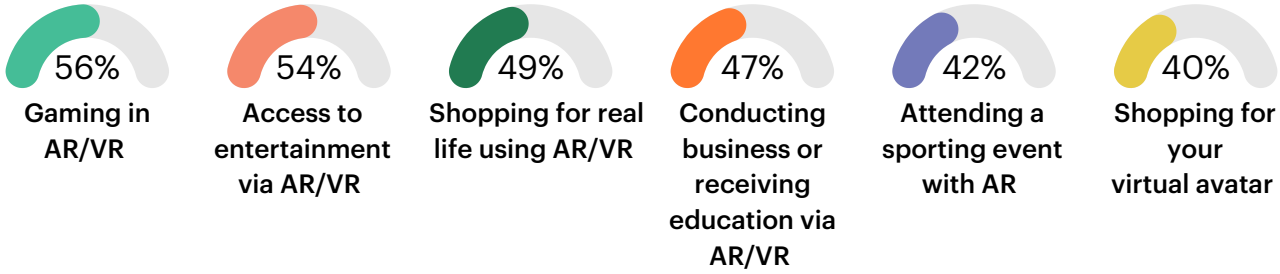
# AR/VR

\*Data collected by The Harris Poll, Jan 2022, among adults ages 18 to 54

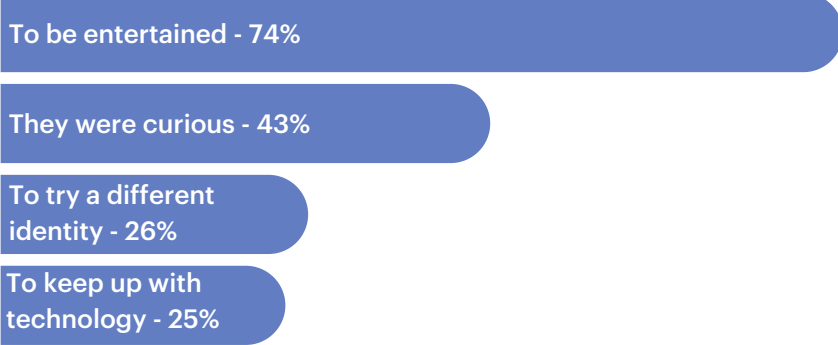


Augmented and virtual reality (AR/VR) is one of the most accessible entry points into the metaverse today. How are people using this technology today, and how are they interested in using it in the future?

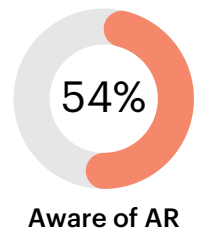
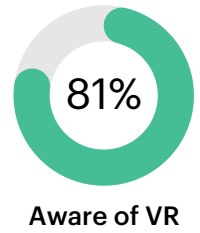
Nearly 4 in 5 US adults\* are somewhat or very interested in AR or VR; close to one in five (19%) own a VR headset today. There is a strong level of interest across potential use cases for AR/VR, from gaming to school/work to shopping:



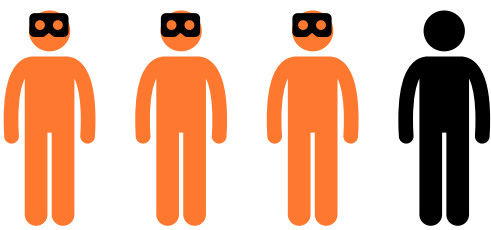
Among the 1 in 5 that currently own a VR headset, their reasons for buying were:



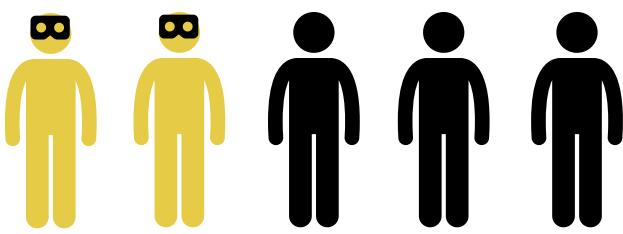
There is some work for marketers to do around awareness of AR: Americans more familiar with 'VR' than 'AR'



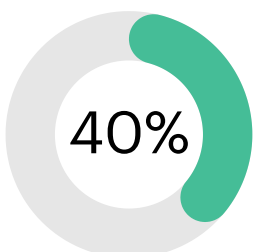
Consumers are open to and excited about interacting with brands in the AR/VR space:



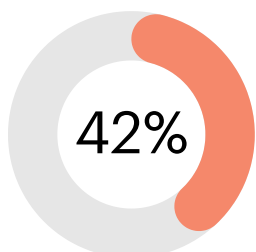
3 in 4 US adults would be interested if one of their favorite brands created an AR/VR experience (1 in 4 would be VERY interested)



2 in 5 adults would be VERY excited to see their 'favorite brands' in the metaverse

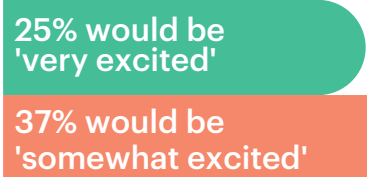
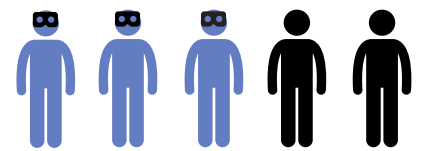


The top type of content/interaction consumers are looking for from brands are ways to link the virtual world with the 'real' world (40%)



42% of US adults ages 18 to 54 would be interested in attending a sporting event with AR to enhance their experience; this rises to half among adults 25 to 44 years old.

Three in five adults would be excited to see sports teams/sports brands in the metaverse (25% would be 'very excited', 37% would be 'somewhat excited')



**How will your brand engage? If you'd like to brainstorm, reach out.**

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