



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

The Future of Auto In The Metaverse:

January 2023

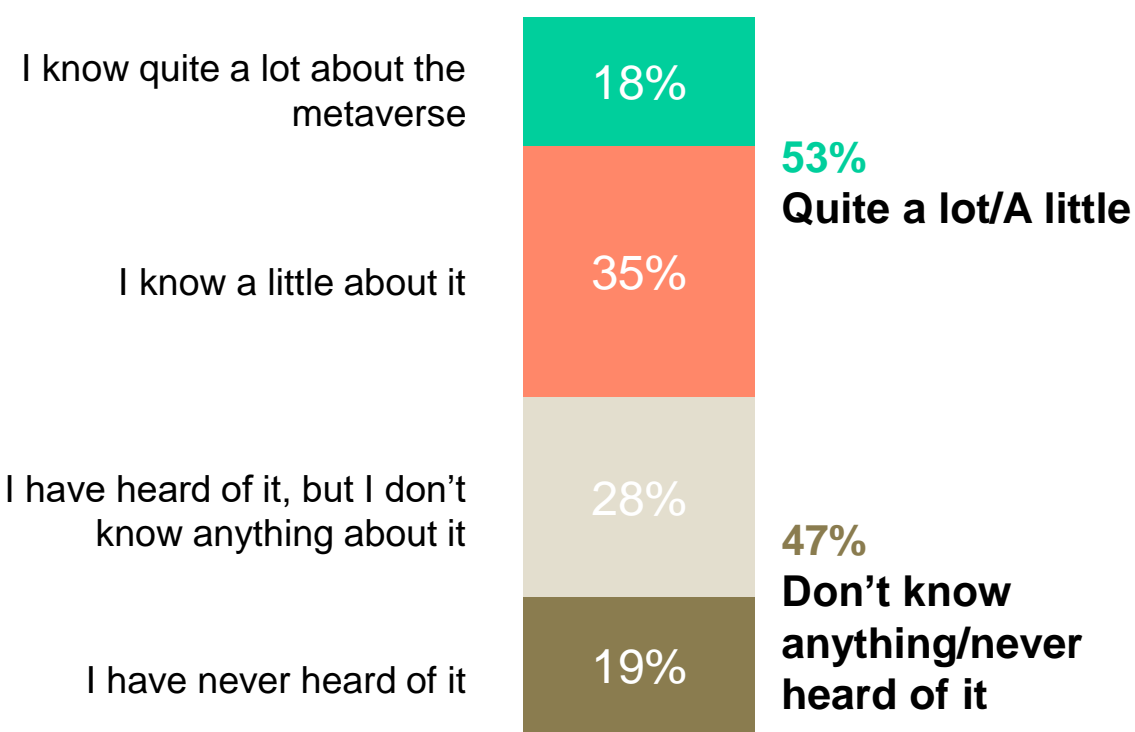
Harris Poll On Demand
Online Fieldwork: Dec 2-4, 2022
U.S. Gen Pop 18+ (n=1984)



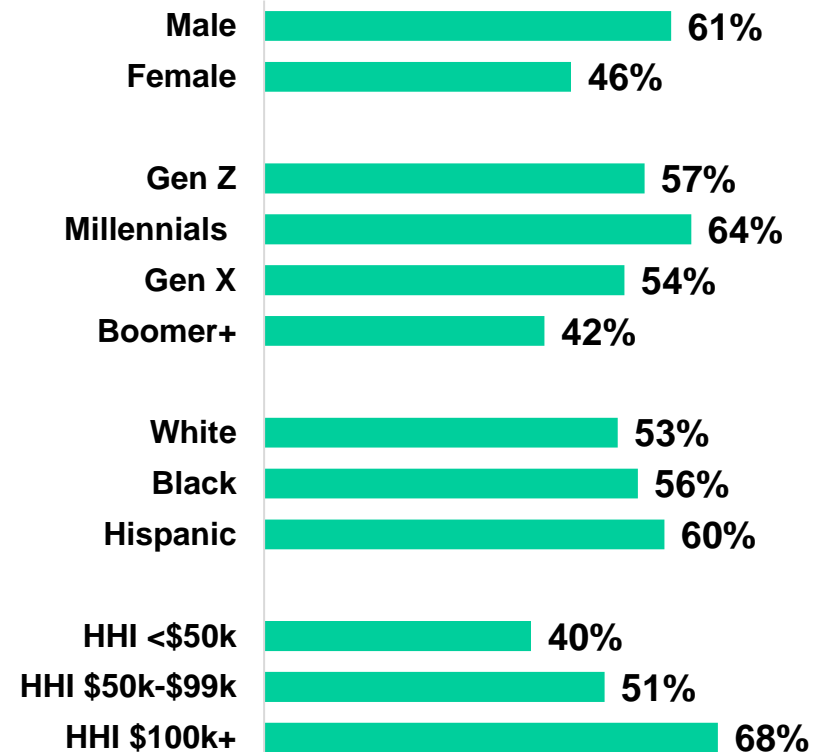


Few know quite a lot about the metaverse, but males and younger generations have heightened familiarity

Level of Awareness with the Metaverse



% Know Quite a lot/A little



BASE: U.S. General Population 18+ (n=1984)
 Q. What is your level of awareness of the metaverse?



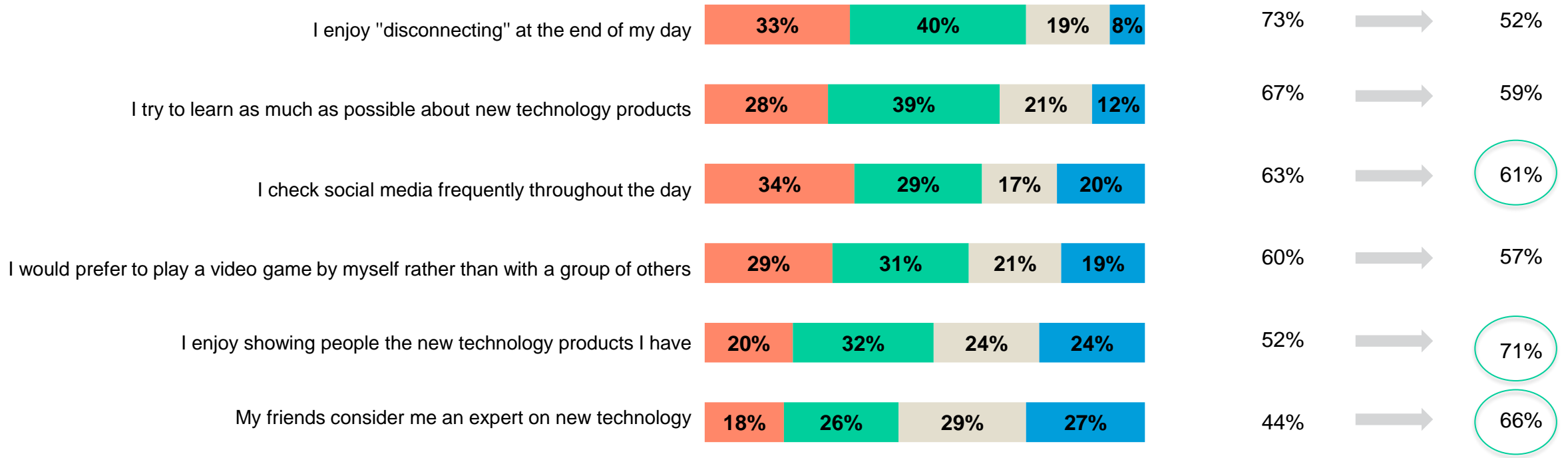
Many check social media frequently throughout the day, but also find time to disconnect at the end of the day. Those who are tech savvy have the highest level of familiarity with the metaverse

Level of Technology Engagement

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree

% Strongly/
Somewhat Agree

% Familiar With
Metaverse



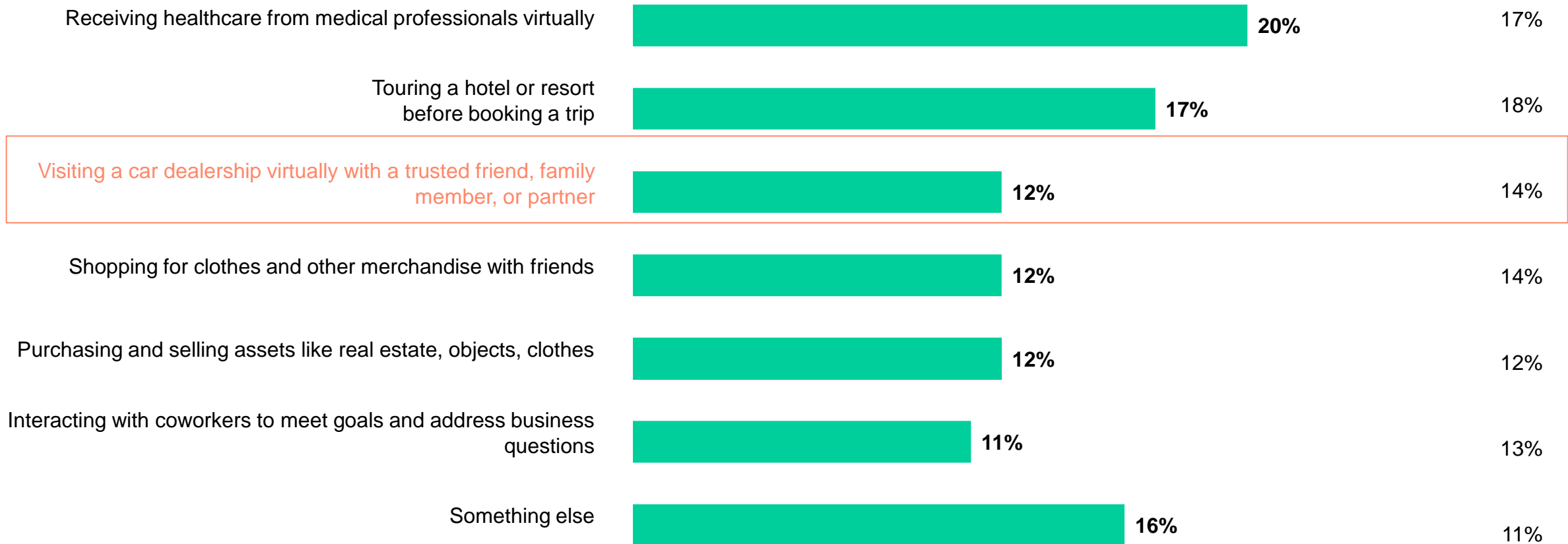
BASE: U.S. General Population 18+ (n=1984)
Q. How much do you agree or disagree with the following statements?



The benefits of virtual experiences are not widely understood today, even among those familiar with the metaverse

Most Beneficial Experiences In A Virtual World

Among those Familiar with Metaverse



BASE: U.S. General Population 18+ (n=1984)

Q. If the following virtual experiences were possible in the future, which would you find the most beneficial in a virtual world?



When it comes to an automotive metaverse, exploring vehicles and interacting with dealers feels possible virtually, but skepticism is felt with test driving and driving with friends/family

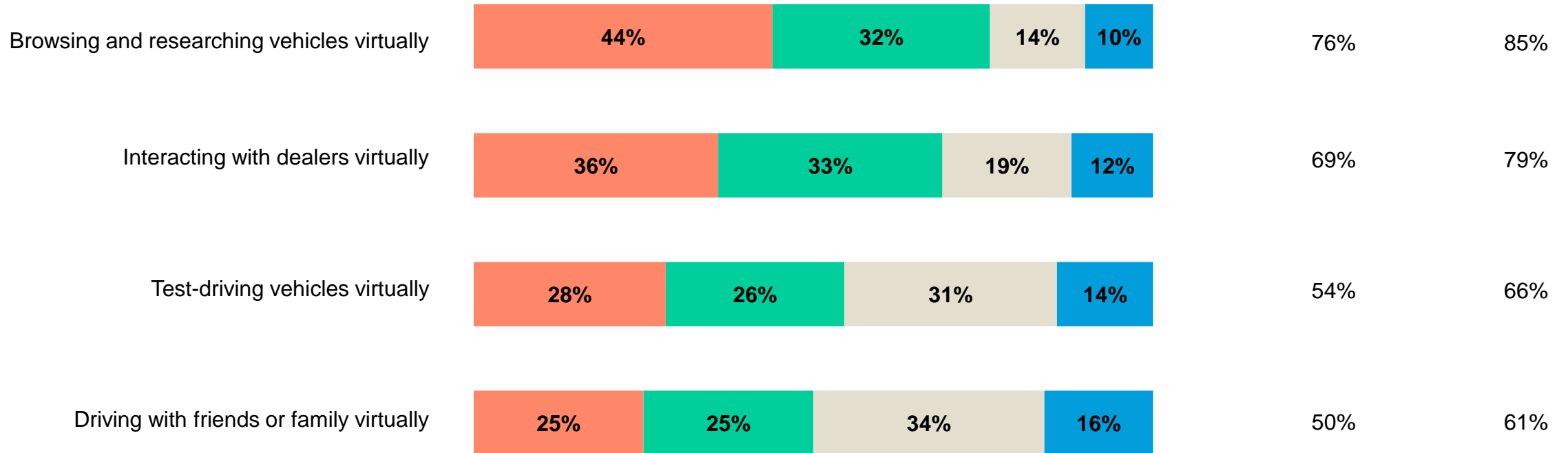
Percent Who Can Imagine Automotive Experience In A Virtual World

■ I can clearly imagine doing this
 ■ I can somewhat imagine doing this
 ■ I can't imagine doing this
 ■ N/A – I have no interest in this

% I can clearly/somewhat imagine (net)

Among Gen Pop

Among those Familiar with Metaverse



BASE: U.S General Population 18+ (n=1984)

Q. The metaverse is defined as the next unfolding of the internet, where digital and physical spaces will merge more effortlessly. Core to the metaverse is the idea that there will be persistent, always-on, 3D worlds where people can build, connect, work and play. The metaverse is not owned by one company or by one type of device. Please consider a metaverse for automotive specifically. Using the scale below, how would you imagine the following automotive experiences in a virtual world?



While companies investing in the metaverse aren't viewed as more exciting than those who are not, the public recognizes the value of metaverse for automakers.

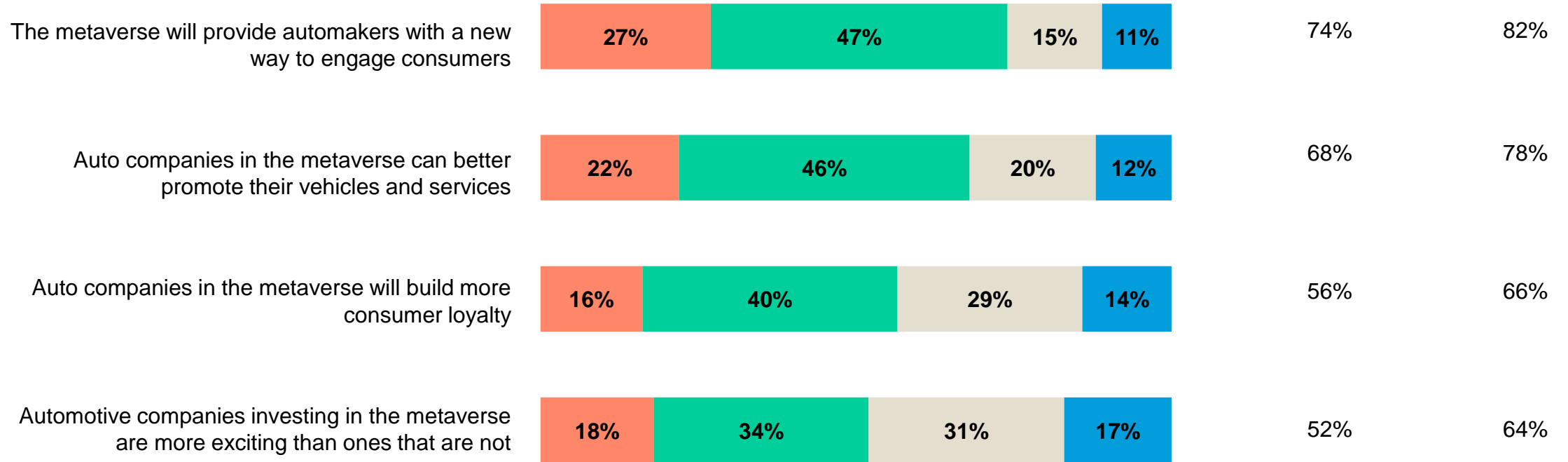
Perceived Impact of Metaverse for Automakers

% Strongly/Somewhat Agree

Strongly agree Somewhat agree Somewhat disagree Strongly disagree

Among Gen Pop

Among those Familiar with Metaverse



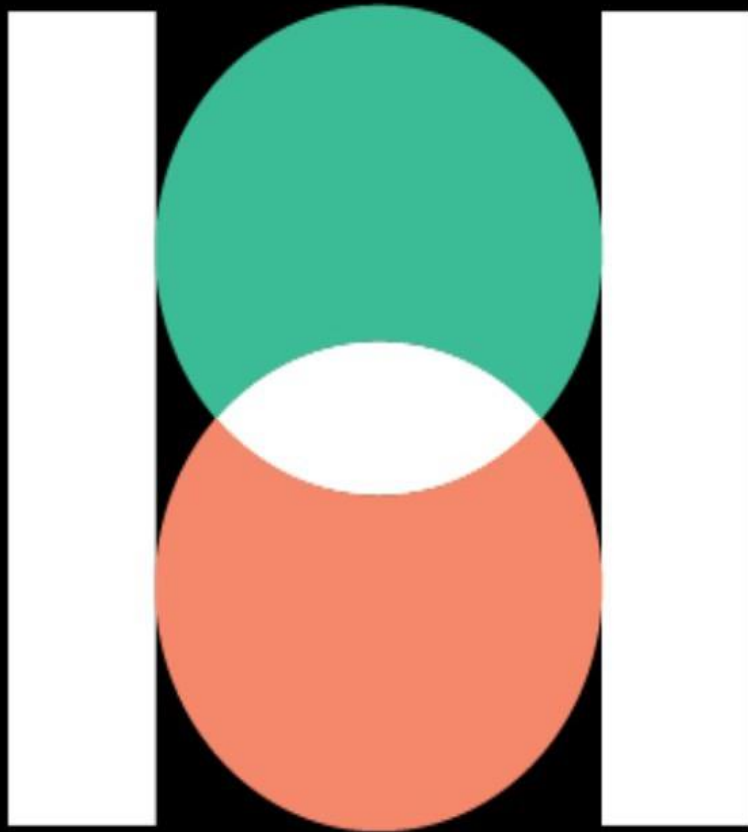
BASE: U.S General Population 18+ (n=1984)

Q. How much do you agree or disagree with the following statements?



What this means for the auto industry?

- Consumer understanding of the metaverse is low. The automotive experience in the metaverse is even less understood.
- The concept of interacting with dealers and viewing vehicles in a virtual world is seen as more plausible than an environment where consumers can test drive vehicles and drive with friends virtually.
- While the metaverse is perhaps too futuristic for consumers to adopt today, consumers recognize the value it offers businesses in engaging consumers, promoting product, and driving loyalty.



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