

Over 10% of adults would buy real estate in the metaverse—and some already have

Article

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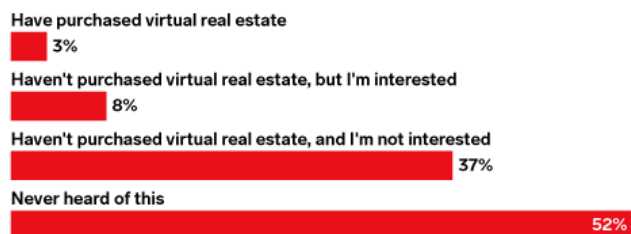
Some **3%** of US adults have already purchased real estate in a metaverse environment, and a further **8%** are interested in staking their claim on a digital land plot. That said, more than **half** of US adults have never heard of virtual real estate, indicating we're still a ways out from society going meta.

Beyond the chart: What does it even mean to own virtual land? It's not clear yet, but presumably, all the live concerts, storefronts, and gaming worlds of a metaverse have to sit somewhere on the platform. Brands seeing success in this space might consider investing in a more permanent address in the metaverse.

In April, the creator of **Bored Ape Yacht Club** listed land deeds, in the form of nonfungible tokens (NFTs), for **\$6,000** apiece, sparking such a buying frenzy that it overwhelmed the **Ethereum** blockchain. But with cryptocurrency value deflating and no consensus on which metaverse environment—if any—will stand the test of time, it could be too big a gamble. Especially when we factor in the supply of metaverse land, which could, in fact, be infinite.

US Adults Who Have Purchased Virtual Real Estate on a Metaverse Platform, May 2022

% of respondents



Note: ages 18+

Source: CivicScience as cited in company blog, May 9, 2022

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