

How people expect the metaverse to improve daily life

Article

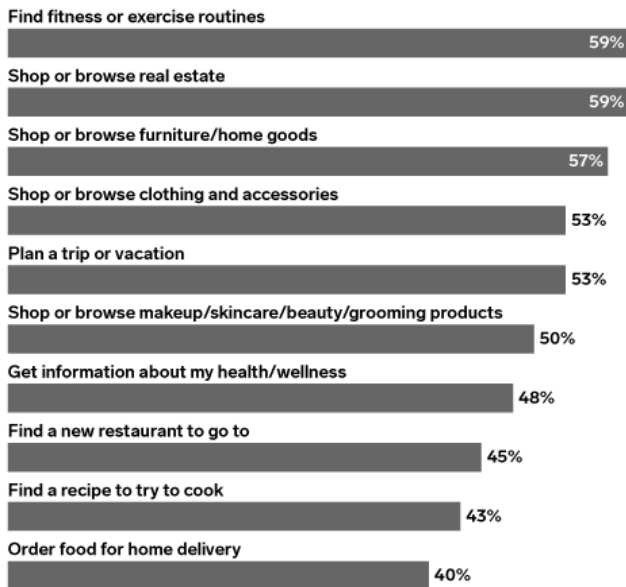
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While the metaverse is still taking shape, consumers are already interested in using it to enhance everyday experiences. About **60%** of US teens and adults believe that virtual

environments will make the process of finding a fitness or exercise routine significantly better, and the same percentage expect them to improve real estate shopping.

Experiences that US Teens/Adults Expect to Be Significantly Better in a Virtual/Metaverse Environment, May 2022

% of respondents



Note: ages 13-60

Source: Vox Media and United Talent Agency (UTA), "Dissecting the Metaverse" conducted by The Circus, June 9, 2022

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Beyond the chart: Brands seeking to replicate real-world experiences in the metaverse should think again. Consumers want virtual reality to enhance everyday activities, such as by letting users tour a house without the hassles of scheduling and travel. Rather than focus on recreating their physical footprint, brands should invest in tech that can take the customer experience to the next level.

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