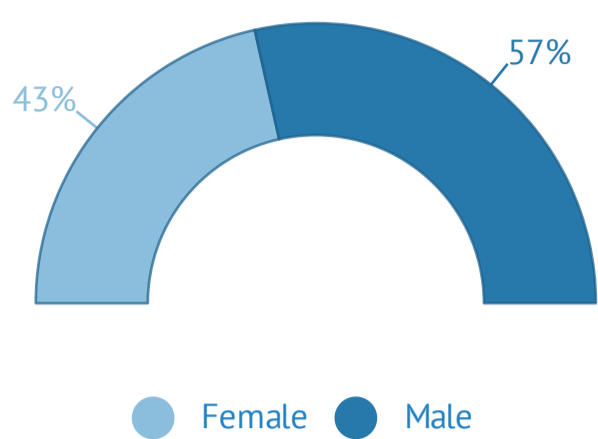
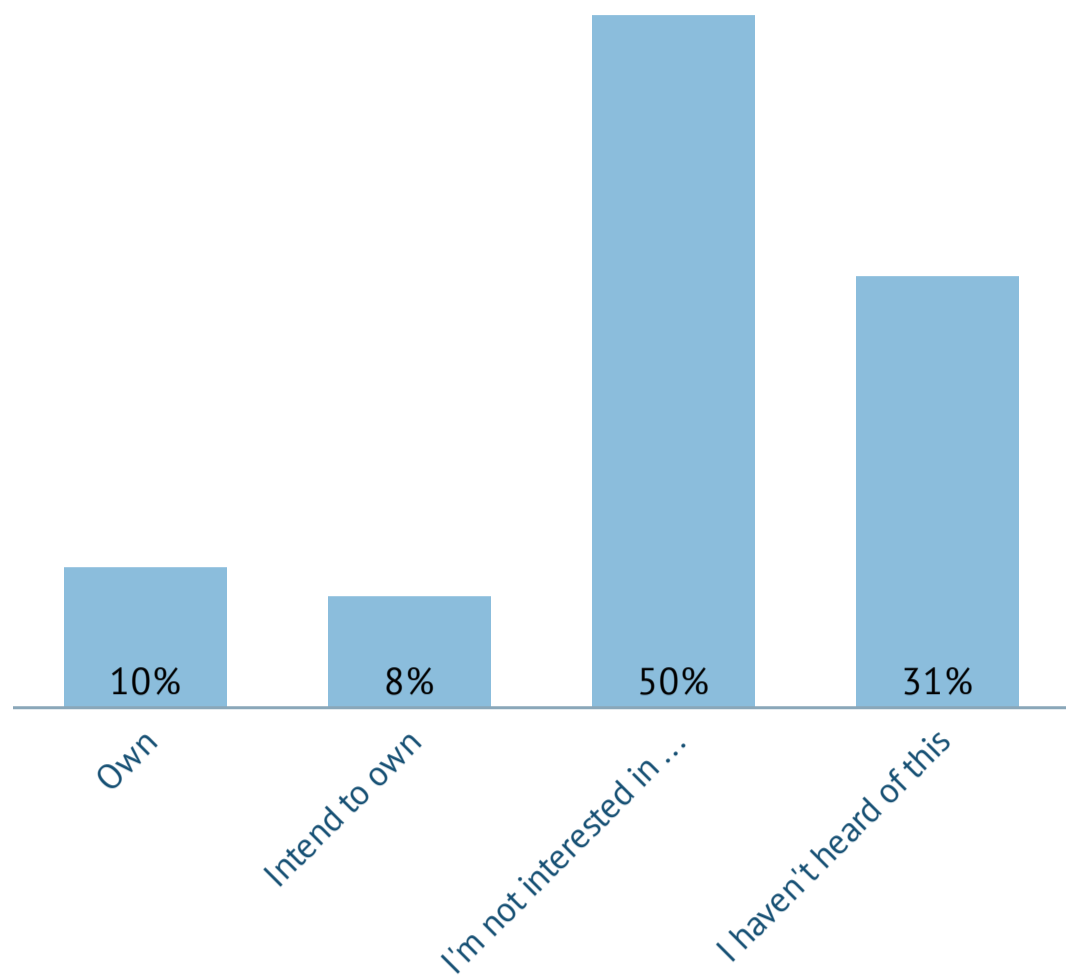


Virtual Reality

Men are more likely to want to own a virtual reality device.



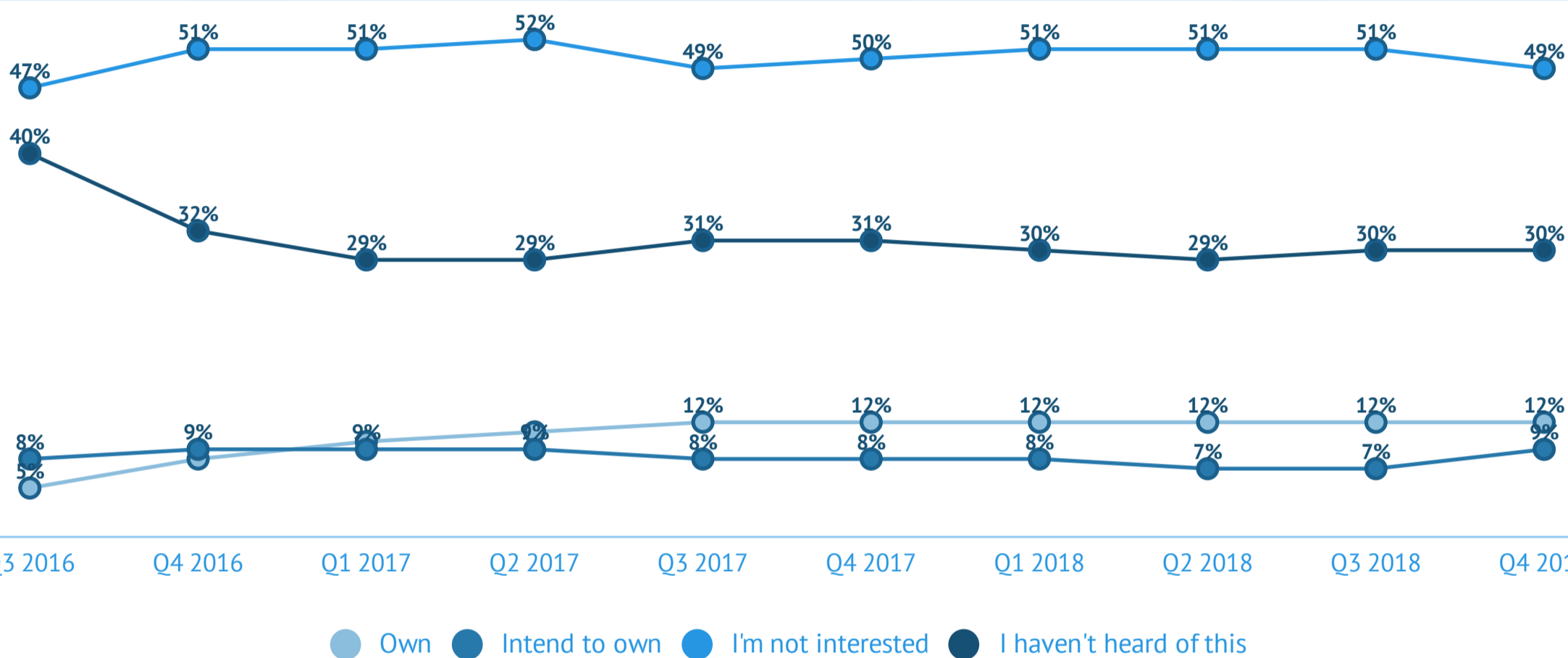
Which of the following best describes your experience with virtual reality?



157,428 respondents, weighted by U.S. Census 18+



77% of people who want to buy a VR device play video games.

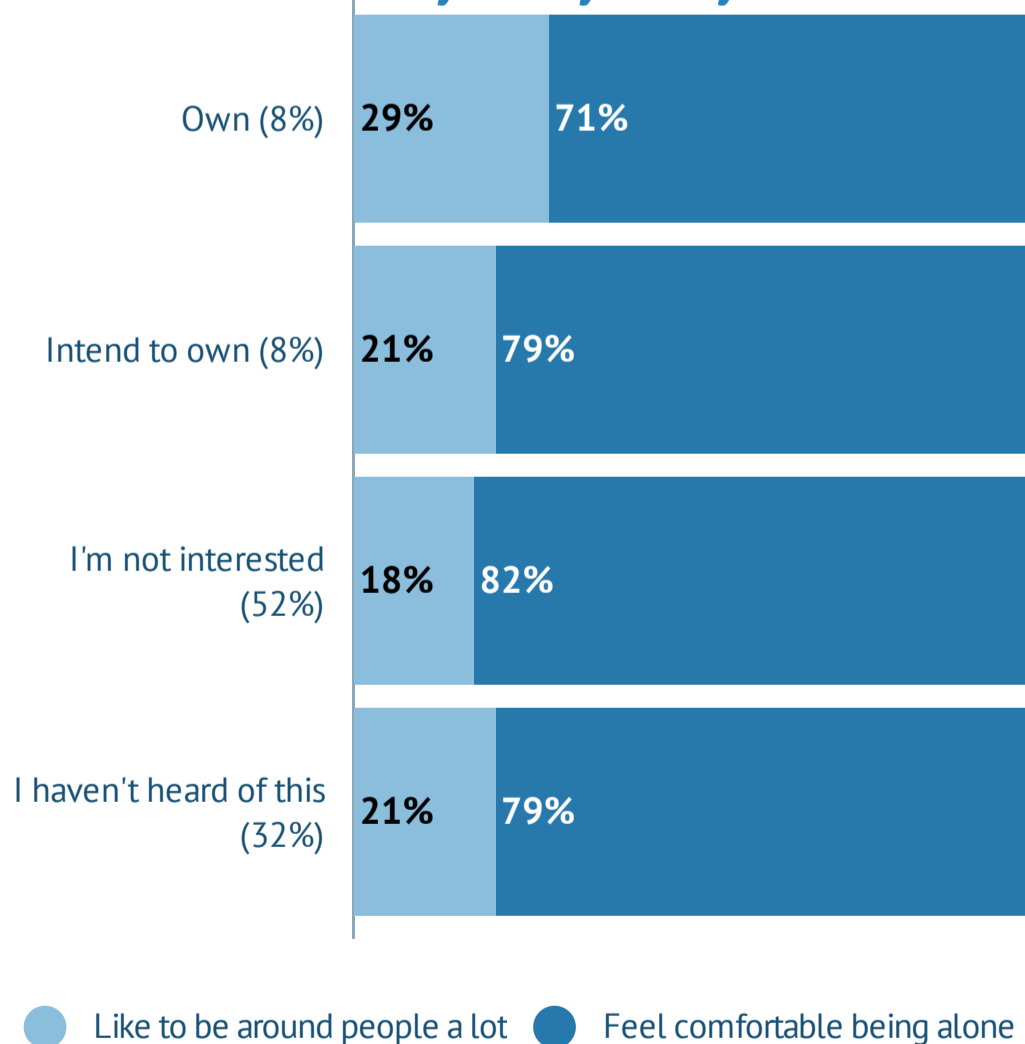


18%

of people who want to buy a VR device go to the movies at least once a month.

People who own and intend to own a VR device are outgoing: they're more likely to like being around groups compared to those who are not interested in VR.

"Which of the following best describes your experience with virtual reality?" compared with "Would you say that you..."



Virtual reality device owners are more likely to be outward facing than those who don't own VR. Over the past six months, VR owners' desire to leave their home increased, 35% more than those who don't own a VR device.



"Which of the following best describes your experience with virtual reality?" compared with "Do you enjoy reading science-fiction and fantasy books?"

