

Metaverse Survey Methodology

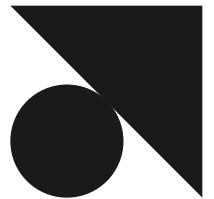
What the Numbers Say
About the Metaverse

A total of 8 to 10 questions were asked of 1005 total users to anonymously collect age and gender information about each user as well as learn which services they held, which they canceled in the last year, and why.

Questions and answers were analyzed using SurveySparrow's built-in reporting tools as well as a few standard Excel functions that allowed us to view data for specific certain cohorts such as age, gender, and household spending ranges, among others.

After parsing the raw data, we discovered several significant findings supporting our hypothesis that subscription fatigue is, in fact, real in addition to some other interesting facts about the market.

Methodology for the Metaverse Survey



It was hard to miss the shift to Meta from Facebook. Some people in tech see the metaverse as a source of enormous potential, but the sentiment clearly isn't shared by everyone.

Even though there are a substantial number of full-functioning metaverses on the market today, with some like Second Life having a spot on the market for almost 20 years, it hasn't absorbed people the way the financial risks would make you believe.

Of active, popular metaverse services in North America, we selected 18 by assessing web activity surrounding many platforms as well as audience engagement across social media and other sites driven by user-generated content.

We considered some of the most important details we wanted to understand about our audience, but also had to trim the number of questions to meet an ideal session metric that would allow users to complete the survey in around 1 minute.

From here, we identified essential data we wished to uncover about metaverse usage, such as:

- **User demographics**

We wanted to focus most on age to understand what, if any, outliers are present, as well as understand differences among different cohorts.

- **Metaverses in use**

With a survey open to anyone and everyone in North America, we wanted to best understand the spread by eliminating almost all participant criteria, except that they are over 18 years of age.

- **Reasons for using a metaverse**

There are all kinds of draws to the metaverse, as the market has much to offer, and we wanted to be able to correlate this information with the metaverse(s) our respondents reported using.

- **Financials**

Some metaverses exist as F2P (free-to-play) games, while others require an investment – we wanted to understand user spending and what kind of gains or losses our respondents experience.

- **Thoughts about the metaverse**

Regardless of respondent engagement with the metaverse, we wanted to understand their views on the future of these platforms.





We arranged questions in SurveySparrow with logic programmed to skip questions regarding specifics of metaverse usage when the user reported none.



Collection & Reporting Process

SurveySparrow automatically compiles a running report that's updated in real-time and works seamlessly with integrated tools used to isolate or connect data sets.

Isolating different groups using SurveySparrow (e.g., users over 60 years of age, money earned – and from which metaverse(s), etc.) allowed us to identify data from our responses quickly.

Data was also exported and analyzed in Microsoft Excel to more easily sort and examine specific datasets.



Analysis



After analyzing the data, we were able to make the following determinations:

- Respondents' ages and select age-based correlations
- Total percentage of metaverse users spread among 18 services and a generic "Other" option
- Reasons for using selected metaverse(s) when reporting as a metaverse user
- Total time spent on metaverse platforms when reporting as a metaverse user
- Length of time as a metaverse user when reporting as a metaverse user
- Metaverse spending: money spent by respondents across different platforms as well as respondent returns and losses, when applicable

With our data identified and arranged, we analyzed everything at our disposal and produced the following report.

