



What people think,
feel and do



Thought Leadership

VR in Gaming



Key findings

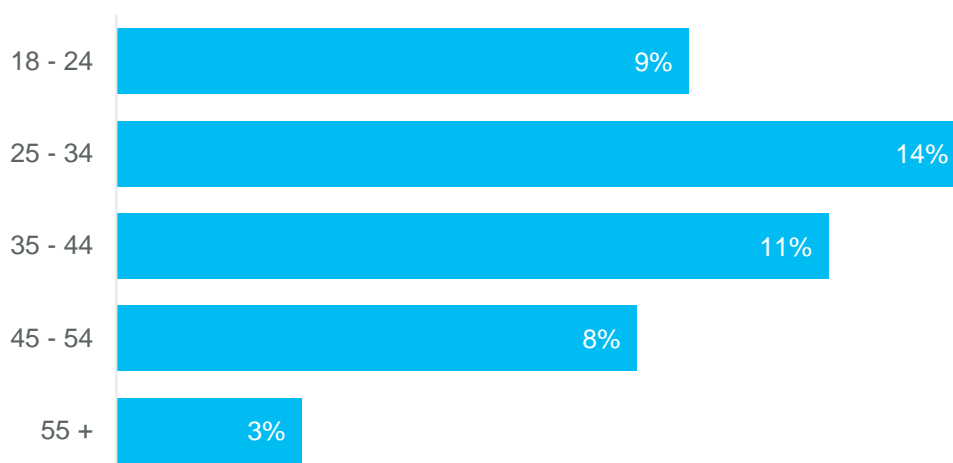
Key takeaways

- The current VR userbase skews more towards male Millennials, but there is optimism among Gen Z around the future potential of VR gaming
- VR gaming is viewed as an exciting immersive experience with potential for not just gaming but also learning and socialising
- There are concerns of headaches and the price of VR, noticeably among those in their 30s who are currently the most common users of VR gaming

The current VR userbase skews towards male Millennials - VR gaming frequency is strongest amongst its core audience of regular gamers

Currently, a tenth (9%) of gamers play games on a VR System (PlayStation VR2, Meta Quest 4, Valve Index etc.) This proportion skews higher towards male gamers at 11% compared with 7% of female gamers. Millennials are the core age range for playing games on VR systems the most, with 14% of gamers aged 24-35 and 11% of those aged 35-44 enjoying VR.

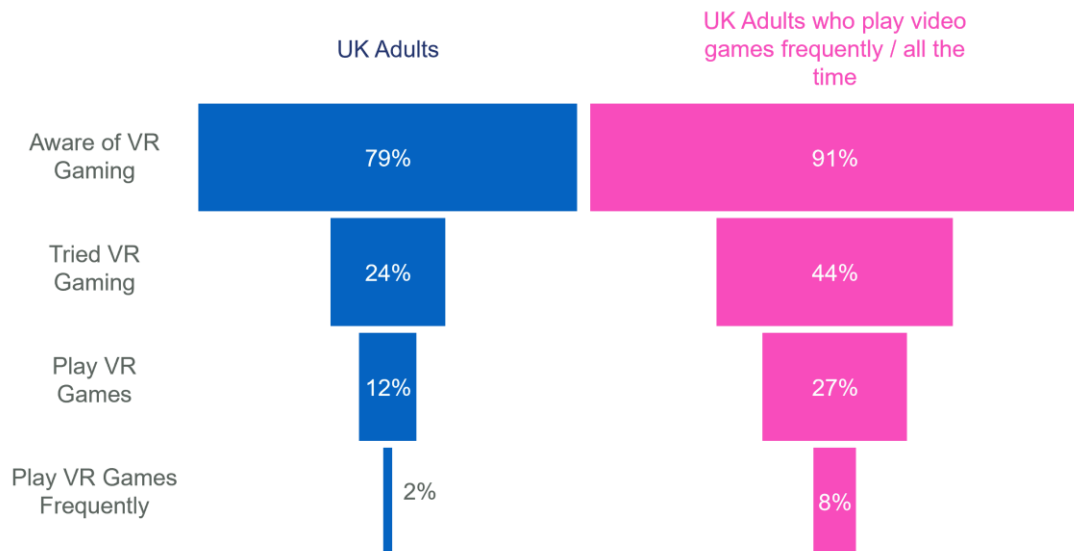
Proportion of gamers who play games on a VR device - by age



A whopping 41.1 million Brits (79% of the sample) are aware of VR gaming in some capacity, whether they be active VR players or those who have heard of the concept. Of this group, 13 million adults (24% of the sample) have played games with a VR system at some point and 1.2 million (2% of the sample) play VR games frequently.

VR gaming has had its strongest impact on the target market of frequent gamers. Of the 10.1 million UK adults who are regular gamers, over two fifths (44% of the sample) have tried VR gaming, equating to 4.4 million gamers. Of those, 770,000 play VR games frequently (). VR is clearly

resonating with gamers, and with recent developments in VR technology, the numbers who frequently play these games can only be expected to increase.



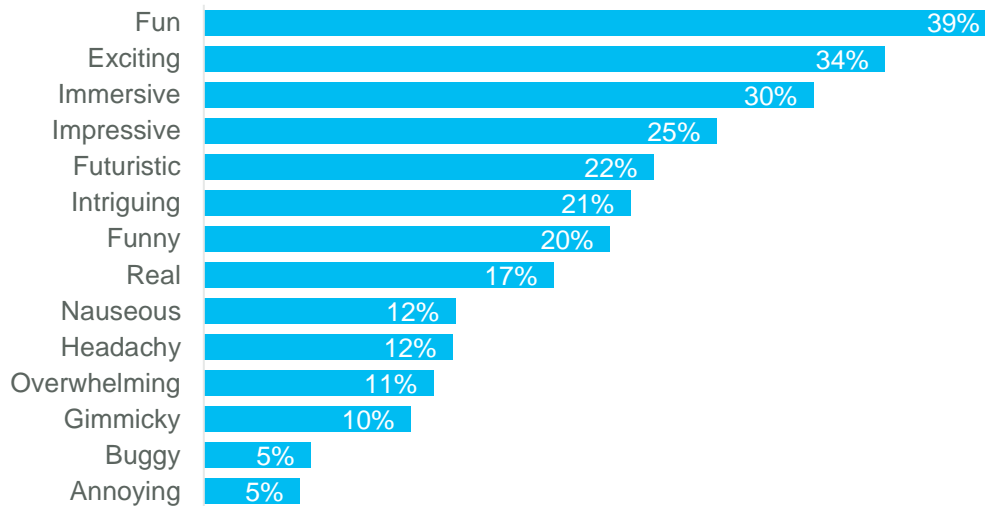
VR gaming is seen as a fun and exciting new experience - but there are concerns around its side effects

According to the study's respondents, most VR experiences occurred in their homes, with three in ten playing on either a VR console they own (30%) or a VR console at a friend's house (28%). Just over a fifth (22%) have had a VR experience in a dedicated gaming venue/ arcade.

Perceptions of VR gaming amongst those who have experienced it are largely positive: many (39%) describe it as "fun", exciting" (34%) and "immersive" (30%). "Exciting" was particularly resonant for Gen Z (aged 18-24), with 41% saying they feel this way about VR.

There is some undercurrent of concern to be aware of, with just over a tenth (12%) finding their VR experience "nauseous" or "headachy". Concerns around headaches come through particularly strong in women (16%) and those aged 24-35 (18%). These concerns are considerably lesser amongst those who already play VR games frequently at only 4%, and 3% as they are more used to experiencing VR on a regular basis.

Opinions towards VR gaming, among UK adults



Immersive VR experiences often spell trouble: players report bumping into their surroundings and getting into silly situations

We asked gamers who had experienced VR in the past to share some of the mishaps or accidents they'd encountered whilst playing or watching someone else play in VR. Many comments were related to people bumping or hitting into furniture in the room with their VR set-up, often due to the immersive experience:

"The feeling of been unaware of what's going on around you and knocking things over, it feels difficult to sometimes tell if you have moved further into a different area of the room than intended"

"I almost fell playing a zombie game because I forgot that I was actually in my living room instead of the game"

"I punched a lamp shade as you can't see where you are going in real life. I was playing a boxing game"

"My brother threw the controller at the tv and managed to get it stuck in the tv screen when playing a horror game from a jump scare"

"On one game the character swims under water. Watching my partner take a deep breath just before the dive like he was going under in real life!"

Young men are the most likely to consider purchasing a VR console; the price of VR is a concern for Millennials despite being the most frequent VR gamers

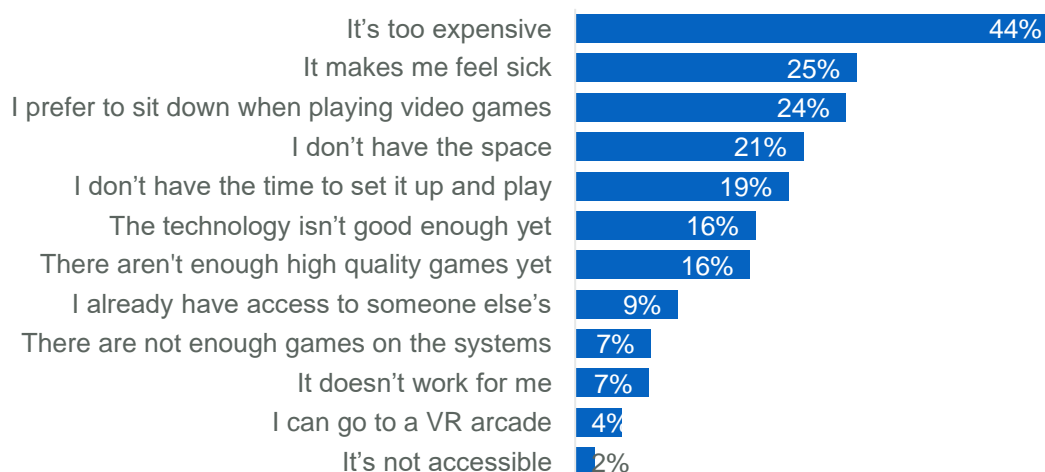
Over half (54%) of people who have experienced VR before but do not own a VR device of their own would consider purchasing one in the future. 18-24 year olds and men are the groups most likely to consider purchasing a VR device at seven in ten (69%) and six in ten (60%) respectively.

Similarly, 54% of all gamers feel that VR offers a level of immersion you cannot get with other types of gaming to the point players lose awareness of their surroundings.

However, there is a notable 45% of gamers who believe that price of VR headsets means they are not quite worth it yet. This sentiment is most common amongst the 25-34 and 35-44 year old groups at just under half (48%) and just over half (53%) of gamers from these age groups. Paradoxically, these are the age groups most likely to play games on a VR device currently.

This links to the most common barriers to consideration of a VR console. Amongst those who said they would not see themselves purchasing a VR console, a considerable number (44%) mentioned price as a barrier. A quarter (25%) also mentioned concerns around it making them feel sick, which ties into previously highlighted concerns around nausea and headaches. A fifth (21%) also mentioned concerns around not having enough space to have a VR set-up which links up with many of the comments around VR accidents.

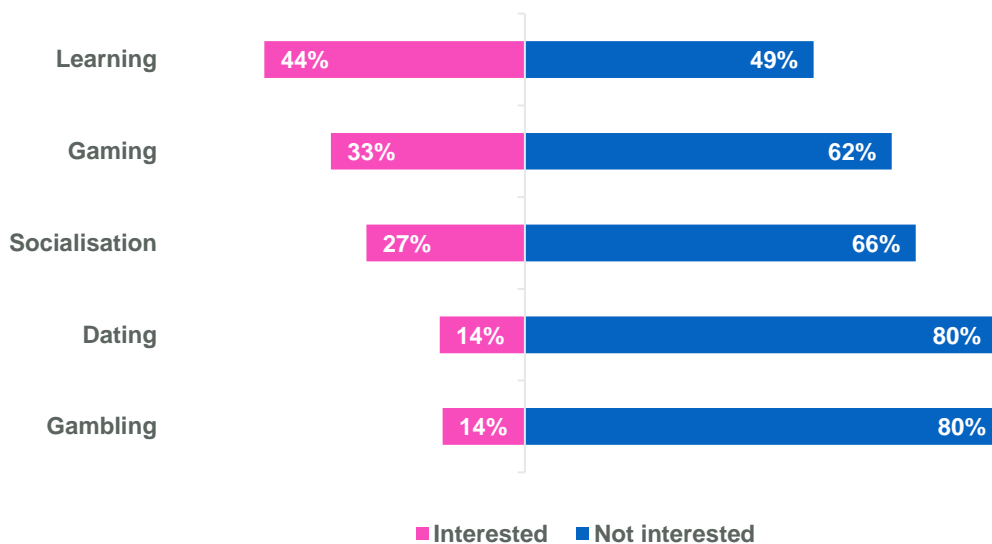
Barriers to VR gaming for those who would not consider buying a VR console

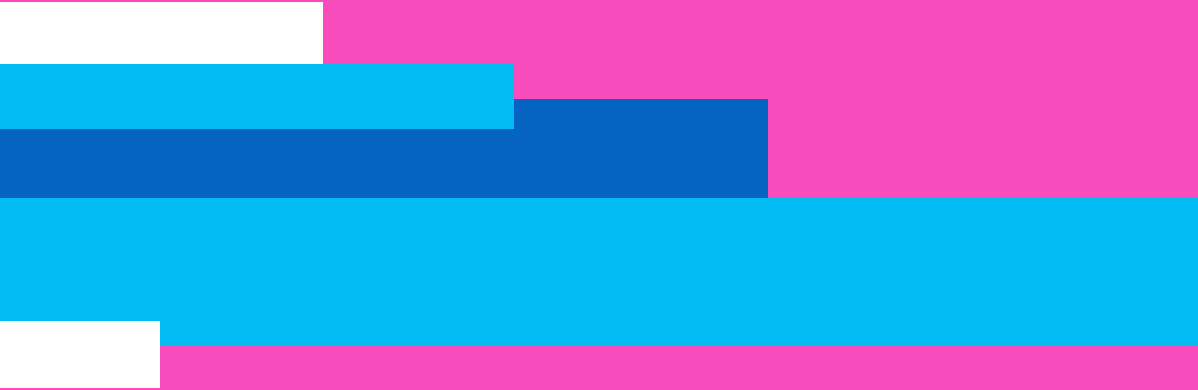


There is great interest in the learning applications of VR; half of Gen Zs are excited by the potential for VR socialising

When asked about various activities and if VR would serve as an interesting addition to any of them, learning came through most strongly, with 44% interested in the applications of VR in learning. Dating and gambling appear to be the activities with the least interest, with eight in ten (80%) saying the application of VR in these activities would not interest them. Younger respondents and men display a higher level of openness towards adopting VR in different activities on average. Using VR for socialisation is particularly appealing to Gen Zs with half (51%) being interested in socialising in VR compared with the 27% average.

Interest in using VR for different activities





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