

November
2022

 Tech and Innovation Series

Edition 3 | Digital and The Metaverse

Canadians' attitudes towards technology, expectations of brands, and interest in the metaverse

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Leger

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Tech and Innovation Series



The Tech and Innovation Series provides a spotlight on key topics within the tech and innovation space.

Each month, a survey is released that focuses on understanding what Canadians are thinking about technology and innovations that are changing our future.



1.
Going Green

September 2022



2.
Tech Talent

October 2022



3.
Digital and The Metaverse

November 2022



4.
Fintech

December 2022



5.
Education

January 2023

Methodological approach

Topic

Perceptions of digital experiences, trust in tech companies, and perceptions of the metaverse.

Study population

French- and English-speaking Canadians, aged 18 or over.

Sample

A total of **1,535 Canadians** were surveyed.

Data collection

The study was conducted online. Respondents were randomly selected from Leger's LEO panel, a panel representative of Canada's population which includes more than 400,000 members across Canada and the United States.

Collection period

Data collection was conducted from September 29th to October 3rd, 2022.

Weighting and representativeness

To ensure that the sample is representative of the entire adult population of Canada, raw data was weighted according to the actual distribution of the population based on gender, age, and regions.

The results are weighted using data from Statistics Canada's latest available census.

Margin of error

As a comparison, a probability sample of this size (n=1,535) would have a margin of error of +/- 2.5% with a confidence interval of 95% (19 times out of 20).

What is The Metaverse?

In October 2021, Facebook [announced](#) it's rebranding to "Meta" and that it would focus on its upcoming "metaverse". Interest in the metaverse increased sharply after this announcement, although search volume has waned during 2022 according to Google Trends.

While the term "metaverse" is still somewhat unclear and lacks a concrete idea of what it is or will be, generally speaking, it is virtual and augmented reality spaces in which users can interact with their environment and other users. Some companies also "envision some sort of new digital economy, where users can create, buy, and sell goods" ([Wired](#)).

As the metaverse continues to develop, and more companies get on board, we decided to take a look at what Canadians are thinking about it.





Key Learnings

Key Learnings

1

Canadians seem to have a love-hate relationship with technology.

While 4-in-5 believe too many parts of life are becoming online rather than in-person (78%), a similar portion (70%) believe that technological advancements are making our lives better.

2

Younger Canadians (ages 18-34) are least likely to expect brands they purchase from to adopt the latest technologies (60%).

This is lower than ages 55+ (70%), and surprising considering younger Canadians are often considered more tech savvy and more likely to adopt new technologies.

There could be many reasons for this belief among younger Canadians. Possible reasons could be different expectations of new technologies, or that they may not believe all technologies are relevant or authentic to all brands.

3

Canadians aware of the metaverse are not optimistic about its success, especially younger Canadians.

Only one-quarter would consider joining (26%), and only one-third (34%) believe the metaverse will be successful and widely used. This may suggest a lack of relevance.

Those aged 18-34 are most likely to believe the metaverse will fail as it has no purpose or solves any problems (52%).

4

Encouraging trial and ensuring positive first experiences will be key to the metaverse's success.

As only 5% of Canadians have used the metaverse, the skepticism is largely coming from those who have not experienced it. There is still an opportunity to encourage trial to improve perceptions and captivate users with positive first experiences.



Detailed Findings

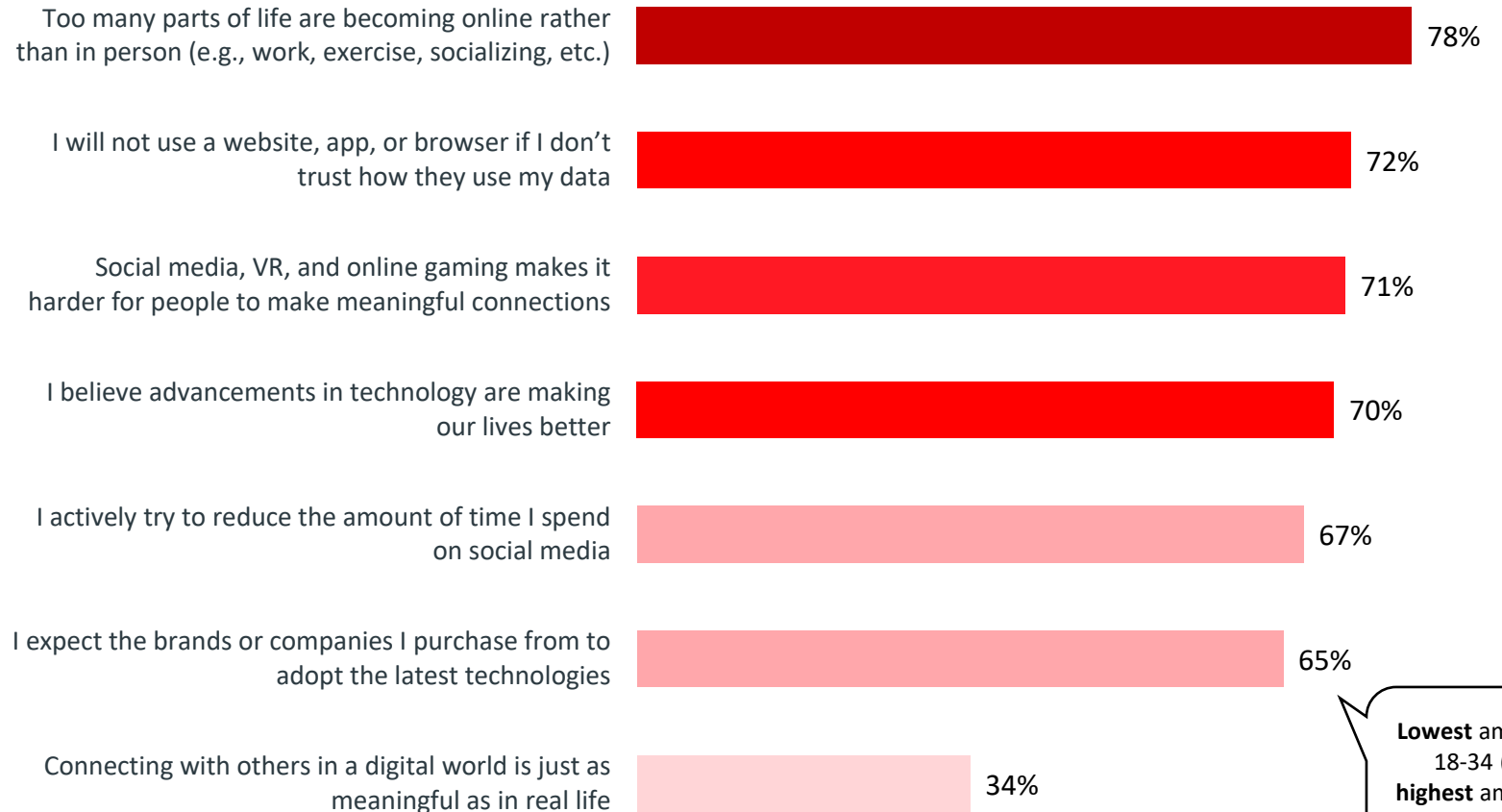
Attitudes Towards Technology

% Somewhat/Strongly Agree

Canadians have a love-hate relationship with technology. While 4-in-5 believe too many parts of life are becoming online rather than in-person (78%), a similar portion (70%) believe that technological advancements are making our lives better.

Surprisingly, only 60% of Canadians ages 18-34 expect the brands they purchase from to adopt the latest technologies, which is lower compared to Canadians aged 55+ (70%). This is surprising considering younger Canadians are typically more tech-savvy and keen to adopt new technologies.

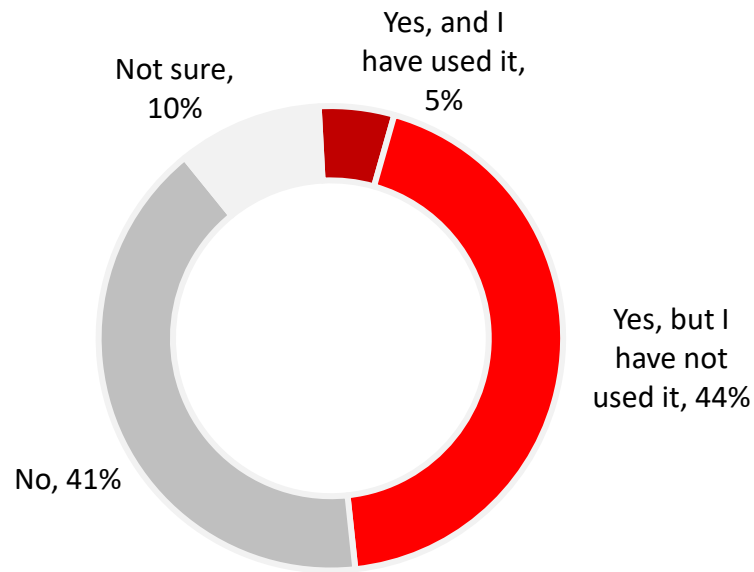
There could be many reasons for this belief among younger Canadians. Possible reasons could be different expectations of new technologies, or that they may not believe all technologies are relevant or authentic to all brands.



Lowest among ages 18-34 (60%), **highest** among ages 55+ (70%)

The Metaverse: Awareness and Usage

Despite only 5% of Canadians having used the metaverse, half (49%) have heard of it. Canadians ages 18-34 are most likely to have heard of the metaverse (65%). Despite higher levels of awareness, usage is not significantly higher among ages 18-34.



Heard of it
49%

Have not heard of it
51%

	Total	18-34	35-54	55+
Base size n=	1,535	387	563	585
YES	49%	65%	54%	35%
Yes, and I have used it	5%	7%	5%	4%
Yes, but I have not used it	44%	58%	49%	31%
NO/NOT SURE	51%	35%	46%	65%

Significantly **higher** than another age group

Who Is Interested in Joining the Metaverse?



THEY HAVE MORE POSITIVE PERCEPTIONS OF TECHNOLOGY

83% “Advancements in technology are making our lives better”

76% “I expect the brands or companies I purchase from to adopt the latest technologies”

54% “Connecting with others in a digital world is just as meaningful as in real life”

THEY HAVE MORE TRUST IN COMPANIES/ORGANIZATIONS

Have higher levels of trust in both public and private organizations

THEY ARE MORE LIKELY TO BE MALE

75% Male

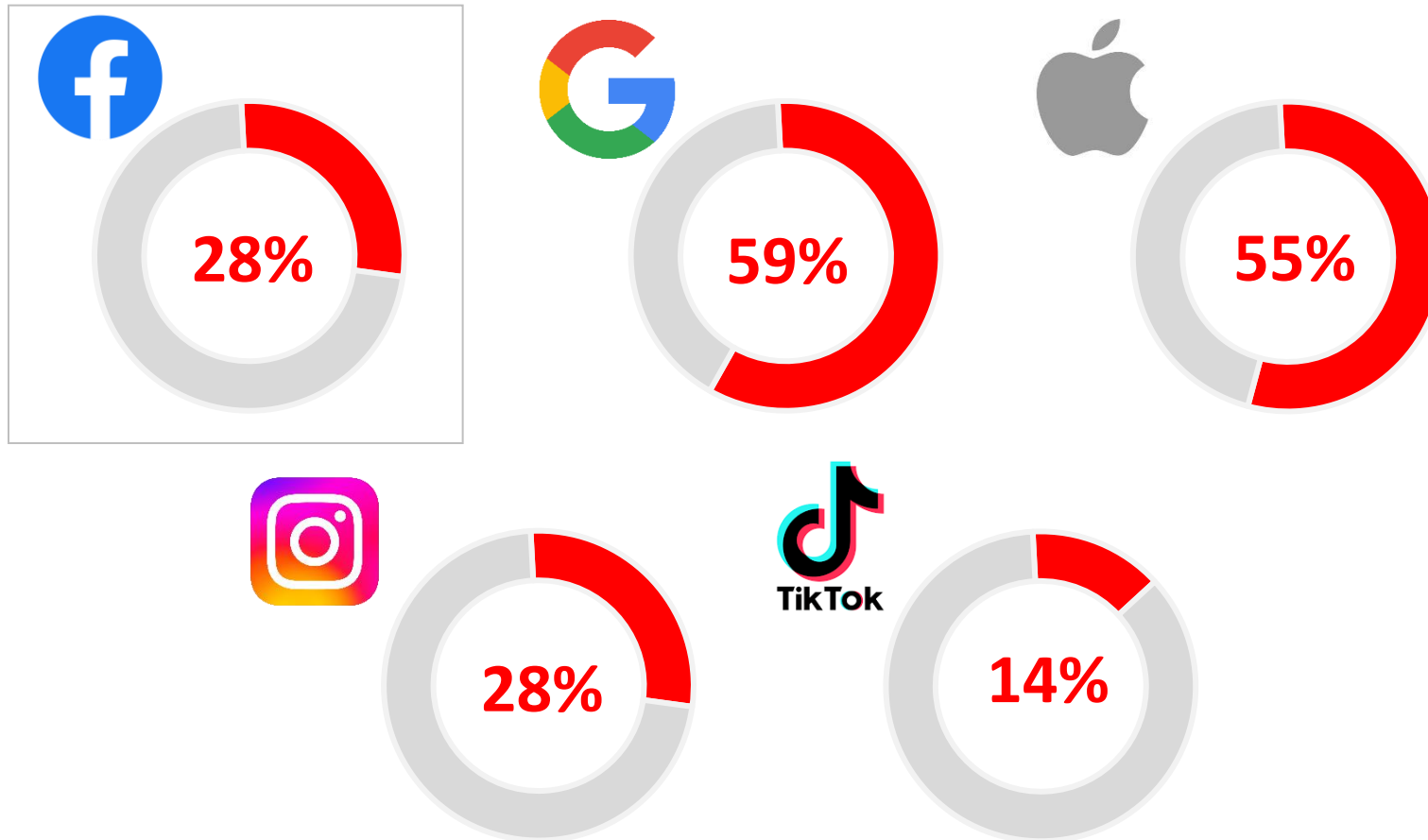
25% Female

THEY ARE MORE LIKELY TO HAVE CHILDREN IN THEIR HOUSEHOLD

41% have children under 18 in household

Trust in Facebook vs. Other Tech Companies

% Somewhat/Strongly Trust



The creator of the metaverse, Facebook (now “Meta”), has low levels of trust among Canadians (28% trust). Given the concerns for data and privacy in the metaverse (see next slide), low trust in Facebook may be a barrier to adoption.

Other tech companies, such as Apple, have [criticized the metaverse](#), and may pose a threat with their plans for rival technologies as they have higher levels of trust from the public.

Q. How much do you trust or distrust each of the following companies or institutions? By “trust” we mean things like trust them to be honest / transparent, to have your best interest, or to handle your information properly? Scale: Distrust strongly, distrust somewhat, trust somewhat, strongly trust
 Base: Canadians (n=1,535)

Attitudes Towards The Metaverse

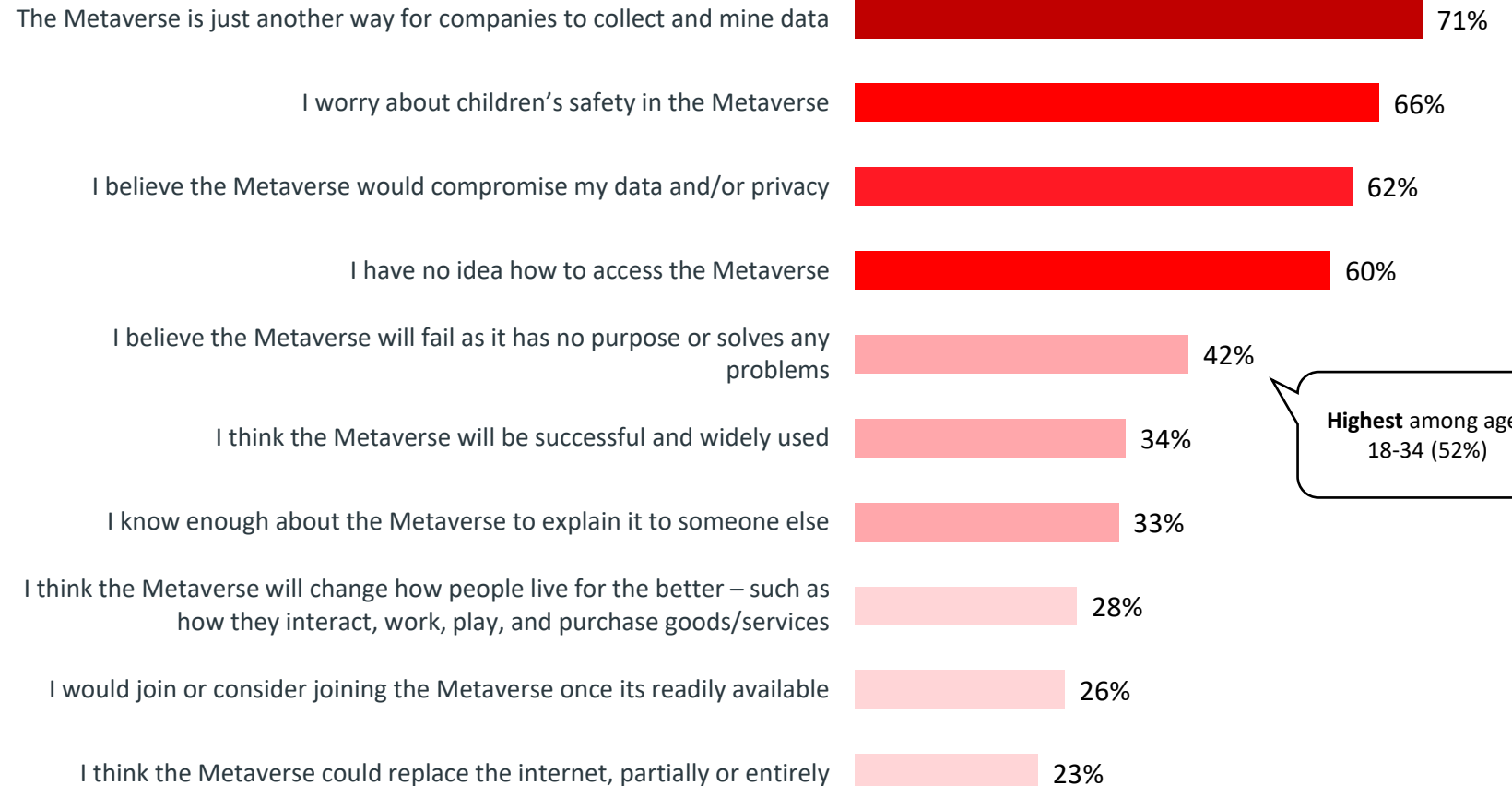
% Somewhat/Strongly Agree

Canadians aware of the metaverse are not optimistic. Only one-quarter would consider joining (26%), and only one-third (34%) believe the metaverse will be successful and widely used.

Those aged 18-34 are most likely to believe the metaverse will fail as it has no purpose or solves any problems (52%).

Canadians also have concerns about the metaverse being another way for companies to collect and mine data (71% agree), and two-thirds believe the metaverse would compromise their data and/or privacy.

However, there *may* still be hope for the metaverse as it is in early stages and the vast majority have not used it yet. Encouraging trial and ensuring first experiences and positive will be important.

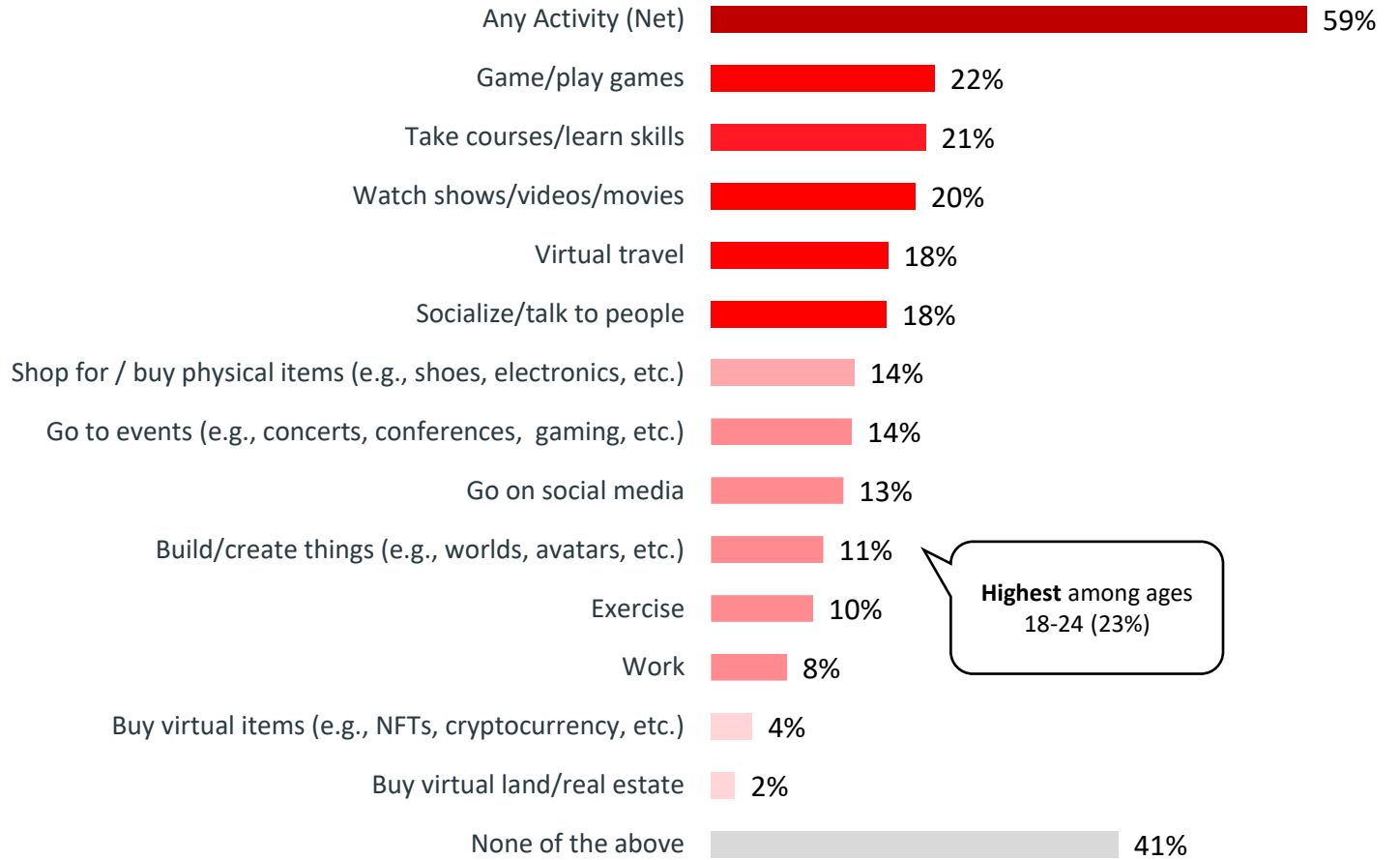


Interest in Activities in The Metaverse

% Interested in Doing

The top activities of interest in the metaverse are gaming (22%), taking courses/learning (21%), and watching shows/videos/movies (20%).

Buying virtual items such as NFTs, cryptocurrency, and virtual land/real estate are of the least interest.





Respondent Profile

Respondent Profile

PROVINCE	
British Columbia	14%
Alberta	11%
Saskatchewan	3%
Manitoba	4%
Ontario	39%
Quebec	23%
New Brunswick	2%
Nova Scotia	3%
Prince Edward Island	<1%
Newfoundland and Labrador	1%
AGE	
18-24	10%
25-34	16%
35-44	16%
45-54	16%
55-64	18%
65-74	17%
75+	7%
GENDER	
Male	49%
Female	51%

REGION TYPE	
Urban area	39%
Suburban area	41%
Rural area	19%
Prefer not to answer	1%
CHILDREN UNDER 18 IN HH	
Yes	27%
No	72%
EMPLOYMENT	
Working full time	40%
Working part time	9%
Self-employed / freelance work	4%
Student	7%
Homemaker	5%
Unemployed	5%
Retired	30%
I prefer not to answer	1%
OWN/RENT HOME	
Own	66%
Rent	32%

EDUCATION	
High school or less	30%
College (pre-university, technical training, certificate, accreditation or advanced diploma)	41%
University (certificate, diploma, bachelor/master/PhD degree)	28%
I prefer not to answer	1%
INCOME (ANNUAL)	
Under \$40,000	20%
\$40,000-\$80,000	33%
Over \$80,000	38%
Prefer not to answer	9%
MARITAL STATUS	
Single	28%
Married	46%
Common law	13%
Divorced	6%
Widowed	4%
Separated	2%

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