



AnalyticsIQ

RESEARCH INSIGHTS

# The Data-Driven Reality of Virtual Reality



## Introduction

- Virtual reality gaming (also known as 'VR') is an immersive video game experience in which players typically wear equipment (e.g., headsets) which broadcast the gaming experience to the player through both video and audio displays<sup>1</sup>.
- VR is currently projected to grow from \$25 billion in 2023 to \$165 billion by 2030<sup>2</sup>, yet despite its growing popularity it remains in fourth place in terms of preference among US consumers (usurped primarily by mobile and PC-type games<sup>3</sup>.)
- Given the recent growth and excitement around virtual reality gaming, and the lack of behavioral insights into who VR gamers are, how often they are reaching for their VR headset, and for what purposes they are playing, there is a real market need for baseline and comparative metrics to illuminate the VR gaming story.
- Toward that end, in April of 2023, a large, random sample of the US population was queried by the Cognitive Sciences research team at AnalyticsIQ about their VR gaming behavior, preferences, and motivations in order to capture emerging VR trends.

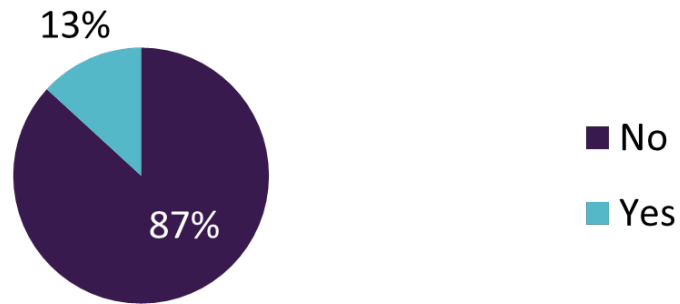


<sup>1</sup> Lutkevich, B. (2023, January 27). What is virtual reality gaming (VR gaming)? -- definition from TechTarget. WhatIs.com. [https://www.techtarget.com/whatis/definition/virtual-reality-gaming-VR-gaming?Offer=abt\\_pubpro\\_AI-Insider](https://www.techtarget.com/whatis/definition/virtual-reality-gaming-VR-gaming?Offer=abt_pubpro_AI-Insider)

<sup>2</sup> Virtual Reality Market Size, Share & Covid-19 Impact Analysis (2023, June). <https://www.fortunebusinessinsights.com/industry-reports/virtual-reality-market-101378>

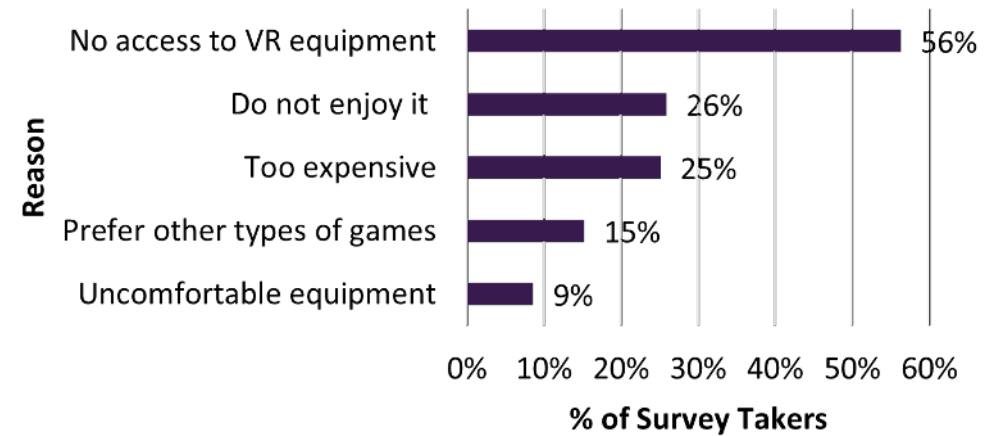
<sup>3</sup> Cavrak, S. & Pauley, A. (2022). Video Gaming Behavior: A Research Report. AnalyticsIQ.com.

## In the last 12 months, have you played any virtual reality (VR) video games?

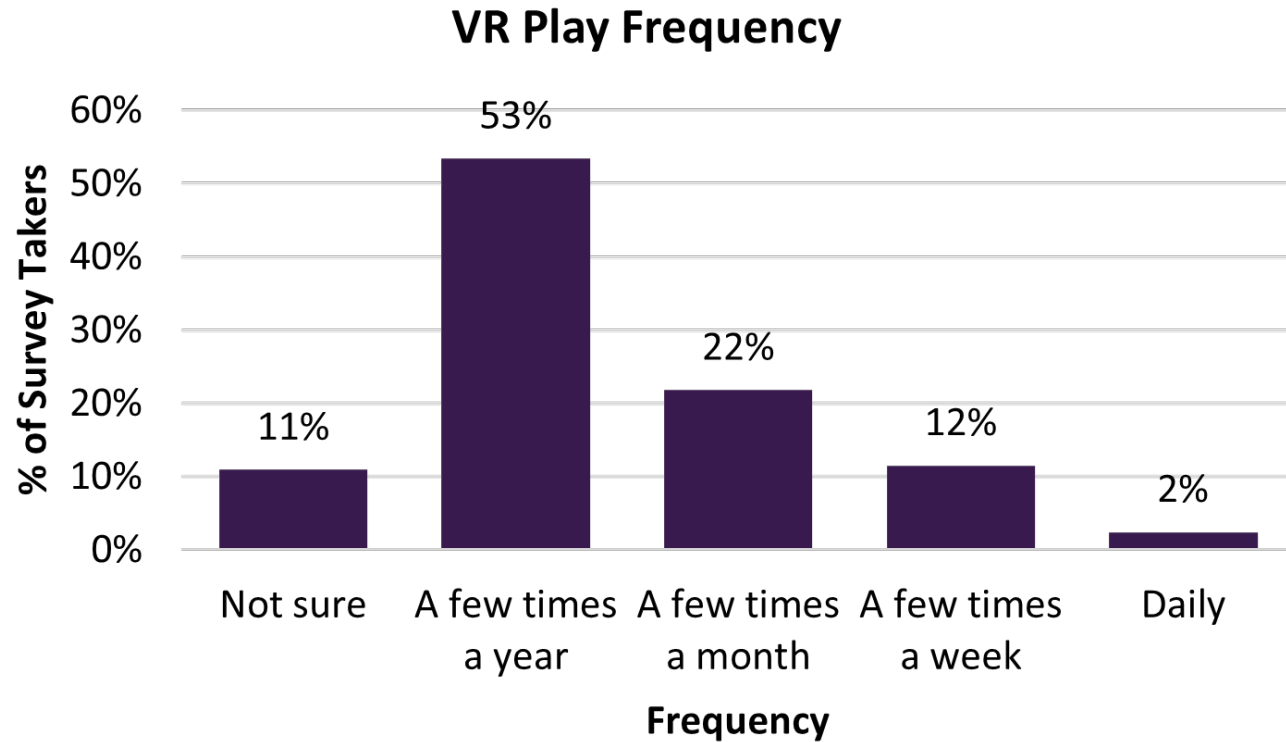


*Graph 1.* Survey takers indicated if they had played virtual reality (VR) games. Percentages in the above graph reflect the percentage of people who reported playing VR games in the last 12 months.

## Reasons for Not Playing VR



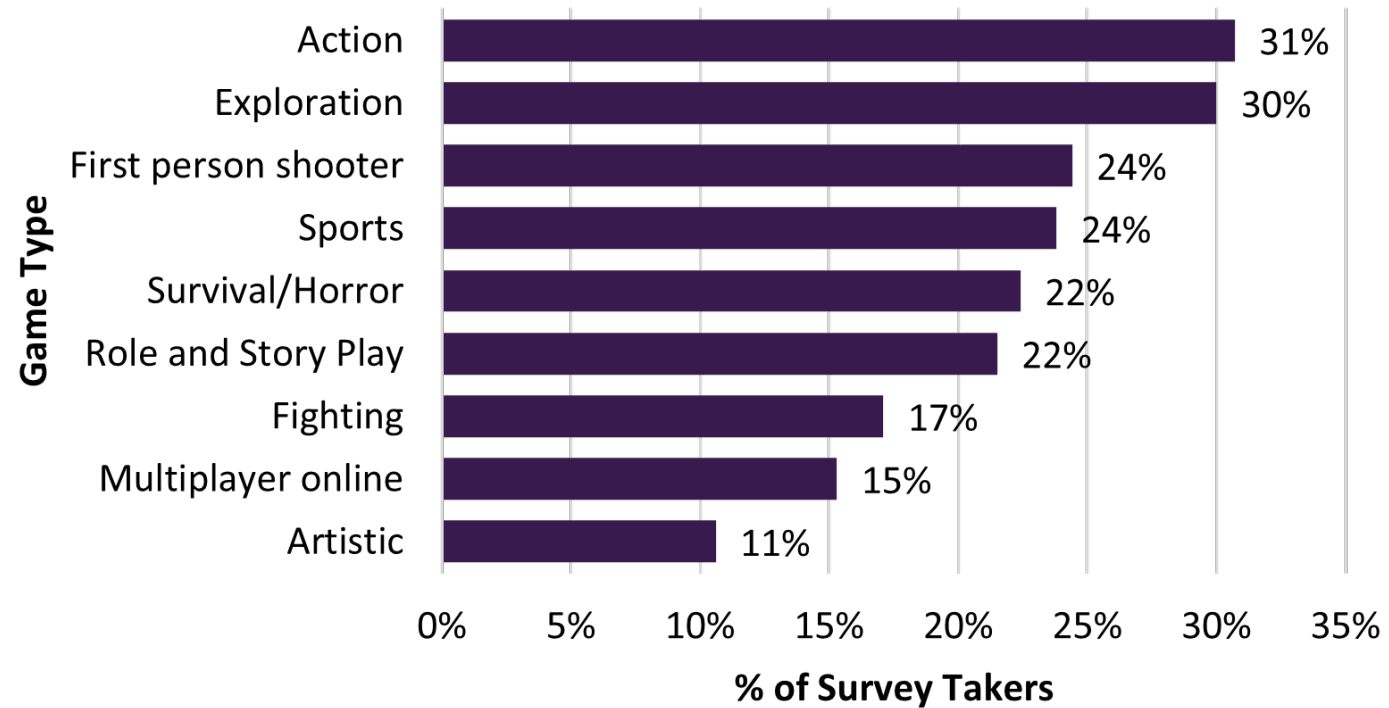
*Graph 1a.* If a survey taker indicated that they had not played VR games, they were asked why. Response options are listed above. Percentages in the above graph reflect the proportion of people who indicated each of the five response choices in the last 12 months.



Graph 2. Survey takers who had played some type of VR game in the last 12 months then indicated how often they tended to play VR games. Percentages in the above graph reflect the who identified each game play frequency.



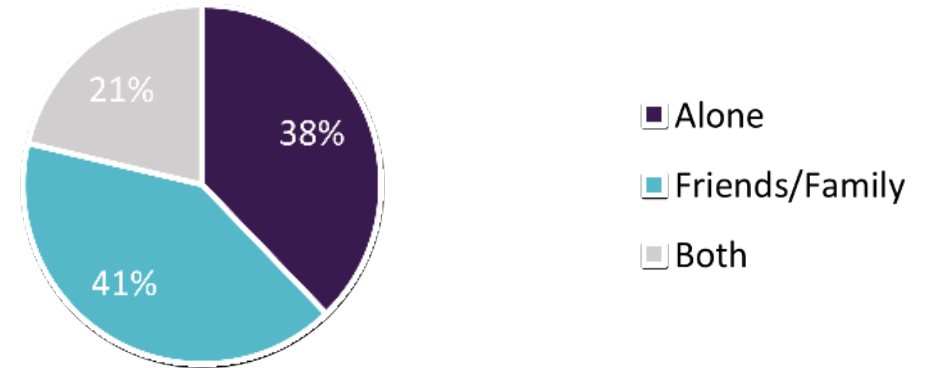
## Preferred VR Game Type(s)



Graph 3. Survey takers indicated the genres of virtual reality (VR) games they played. Percentages in the above graph reflect the frequency of playing VR game types in the last 12 months.



## VR Game Play Preferences



Graph 4. Survey takers indicated how they played VR games socially. Response options are listed above. Percentages reflect the proportion of people who indicated each of the three response choices in the last 12 months.

## Conclusions

- Virtual reality gamers in our sample were most commonly White/Caucasian (69%), college educated (71%), millennials (47%).
- The majority of survey respondents reported that they had not played any type of VR game in the last 12 months (87%) with the main reason for that being a lack of access to VR equipment (56%). These data are supported by a recent article in Forbes which similarly reported that, despite the growing interest in this gaming genre, VR equipment (like Oculus Quest 2) is largely inaccessible to many US consumers because of significant pricing barriers<sup>4</sup>.
- Of those who did report engaging in some type of VR game play in the last year, the majority said they played infrequently (a few times a year or less; 53%) and did so primarily with friends or family members (41%). The most popular genres of VR game at the time of survey were Action (31%) and Exploration (30%).
- As the uses and value of VR continues to expand beyond gaming and entertainment microcosms and into areas like exercise, healthcare, and education, the need for more financially accessible solutions is critical in order for the VR industry to solidify itself as a reliable and desired option within the gaming macrocosm.



<sup>4</sup> VR Headset Sales Underperform Expectations, What Does It Mean For The Metaverse In 2023? (2023, January 6). <https://www.forbes.com/sites/qai/2023/01/06/vr-headset-sales-underperform-expectations-what-does-it-mean-for-the-metaverse-in-2023/?sh=6bc6e7dd34f5>.

## About the Authors



### Megan Capodanno

Megan Capodanno is a research psychologist and a Senior Research Manager in the Cognitive Sciences department at AnalyticsIQ. She has spent nine years studying Cognitive Psychology and is primarily interested in decision making and applying statistical measurement techniques to human behavior.



### Dr. Sarah Cavrak

Sarah Cavrak, PhD is a cognitive psychologist and the Senior Director of Cognitive Sciences at AnalyticsIQ. She has spent 23 years studying the psychological underpinnings of human behavior and is primarily interested in understanding the intersection between motivational dynamics and decision outcomes. Follow her on [LinkedIn](#).



 AnalyticsIQ