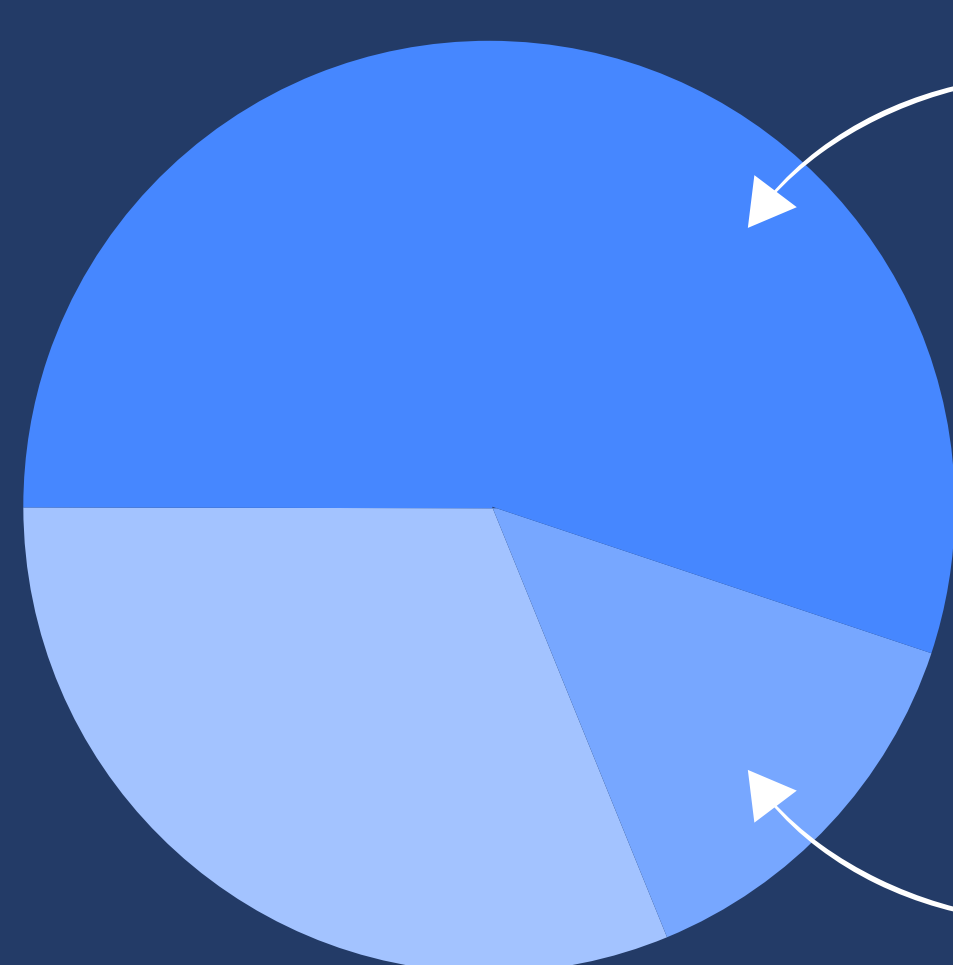




Would you join the metaverse?

Can the metaverse replace social media?



55%

of Americans do not know what the metaverse is.

14%

can tell people what it is and how it will work.

66%

think the Metaverse can replace social media as we currently know and use it.

24% can **totally** replace

42% can **partially** replace

What concerns does the metaverse pose?

87%

are concerned about their privacy if Facebook succeeds in creating the metaverse.

of Americans fear it will be too easy for hackers to impersonate others.

50%

45%

fear that even more data can be collected and used against them.

43%

are concerned of not being sure of the identity of others.



47%

do not trust that their identity will be legally protected.

41%

think it will be hard to protect their real identity from being revealed in the metaverse.

37%

fear that their transactions won't be very secure.

The metaverse – who's along for the ride?



74%

of Americans will be joining (or considering joining) the metaverse.

41%

want to experience things they can't in a physical reality.

38%

think it could be a positive way to unite people.

28%

want to escape their physical surroundings.

23%

want to become a different person other than their real self.

40%

just want to communicate with others in the space.

28%

foresee educational opportunities.



Methodology: A national online survey of 1,002 U.S. consumers, ages 18 and over, was conducted by Propeller Insights on behalf of NordVPN in December of 2021.

Want to learn more? Read the full article this infographic is based on [here](#).



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