

# Albertans' Opinions about Virtual Reality

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Alberta Public Opinion Study – October 2018

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Virtual Reality  
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## Executive Summary

A significant proportion of Albertans (43.3%) is open to experiencing virtual reality in the next year. Men more so than women, and the young more than the old.

Approximately one in six Albertans (17.2%) is likely to purchase virtual reality equipment in the next year. Again, men more than women, and the young much more likely than the old.

A substantial majority of Albertans (76.2%) see benefits to virtual reality beyond entertainment.

Opinions about VR	Try VR	Buy VR	Benefits
Agree	43.3	17.2	76.2
Disagree	56.7	82.8	23.8

## Methodology

**Population:** The province of Alberta has a total population of 4,334,025 residents (Statistics Canada, 2018) approximately 78% of which are 18 years of age or older for an adult population of 3,380,540.

**Sample:** Data were collected by Lethbridge College students in the fall of 2018. Students interviewed 1,364 adult Alberta residents by telephone from September 29 to October 4, 2018 under the supervision of principal investigator Dr. Faron Ellis, Research Chair, Citizen Society Research Lab. Landline/hybrid telephone numbers were selected from a sample drawn from InfoGroup directories and supplemented with a selection of mobile numbers from CSRL lists. We sincerely thank all participants who took time out of their day to respond to our inquiries. Further results from this study and results from past studies can be accessed by visiting the CSRL web pages at: [www.lethbridgecollege.ca](http://www.lethbridgecollege.ca)

**Representativeness:** Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the adult population within the province of Alberta. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population (gender, area of province and age).

**Confidence:** The weighted sample yields a margin of error  $\pm 2.65$  percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary  $\pm 5.1$  percentage points, Edmonton and immediate area  $\pm 5.1$  percentage points, North  $\pm 5.6$  percentage points, South  $\pm 5.6$  percentage points 19 times out of 20).

**IB Commons Call Centre:** Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre. We thank members of Lethbridge College's ITS and AV teams for their support in helping maintain the IB Commons Call Center.

**Sponsorship:** These data are part of a larger study of the opinions and attitudes of Alberta residents conducted by the Citizen Society Research Lab at Lethbridge College. These questions were derived from student and faculty interest in the topics.

## Albertans' Perspectives on Virtual Reality Use and Benefits

More than two of every five adult Albertans (43.3%) believe they will likely experience VR in the next year. Nearly one in five (18.6%) strongly agree while a further quarter (24.8%) were somewhat likely to think they would try VR in the next year. Nearly two of every five Albertans (38.8%) strongly disagree that they'll try VR while a further 17.9 somewhat disagree. Only 5% didn't know while 1.6% refused to answer question, these cases have been removed from the tabular data below.

Men (56.2%), younger Albertans (71.7% for 18 to 29 year olds) and lower-income Albertans (50.4%) are more likely to consider a VR experience than are women (30.1%), seniors (19.9%) and middle-income earners (40.5%).

### Likely to Experience VR in next 12 months (2018) (%)

Gender*	Male	Female	All Albertans
Agree	56.2	30.1	43.3
Disagree	43.8	69.9	56.7

Household Income	Under \$60,000	\$60,000 to \$120,000	Over \$120,000
Agree	50.4	40.5	45.2
Disagree	49.6	59.5	54.8

Religious Participation	2-3 times/month-more	Several times/year	Rarely-never
Agree	45.7	47.5	41.7
Disagree	54.3	52.5	58.3

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Agree	38.1	47.5	46.3	42.2
Disagree	61.9	52.5	53.8	57.8

Age*	18-29	30-44	45-64	65 and older
Agree	71.7	51.3	31.1	19.9
Disagree	28.3	48.7	68.9	80.1

Area of Province	Calgary	Edmonton	North	South	All Albertans
Agree	45.6	44.8	34.7	47.2	43.3
Disagree	54.4	55.2	65.3	52.8	56.7

Provincial Vote*	NDP	UCP	Liberal	AB Party	Undecided
Agree	40.4	38.2	70.1	51.5	42.0
Disagree	59.6	61.8	29.9	48.5	58.0

Notes: Due to rounding, proportions may not total exactly 100%; \* sig < 0.05

VR in next 12 months (2018 full tabular data) (%)

Gender*	Male	Female	All Albertans
Strongly agree	26.4	10.6	18.6
Somewhat agree	29.7	19.7	24.8
Somewhat disagree	15.8	19.8	17.9
Strongly disagree	28.0	49.9	38.8

Household Income	Under \$60,000	\$60,000 to \$120,000	Over \$120,000
Strongly agree	22.2	18.4	19.1
Somewhat agree	28.2	22.2	26.0
Somewhat disagree	16.6	19.2	21.8
Strongly disagree	33.0	40.1	33.2

Religious Participation	2-3 times/month-more	Several times/year	Rarely-never
Strongly agree	20.6	20.7	16.8
Somewhat agree	25.0	26.6	25.0
Somewhat disagree	15.6	15.2	20.3
Strongly disagree	38.8	37.5	38.0

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Strongly agree	15.8	26.6	16.3	17.3
Somewhat agree	22.5	20.9	30.0	24.8
Somewhat disagree	16.6	18.0	17.2	19.3
Strongly disagree	45.1	34.4	36.6	38.6

Age*	18-29	30-44	45-64	65 and older
Strongly agree	34.1	21.1	11.8	7.3
Somewhat agree	37.9	30.2	19.1	12.6
Somewhat disagree	14.5	22.1	22.4	12.3
Strongly disagree	13.6	26.5	46.7	67.9

Area of Province	Calgary	Edmonton	North	South	All Albertans
Strongly agree	19.7	17.3	13.3	23.6	18.6
Somewhat agree	26.0	27.2	21.4	23.6	24.8
Somewhat disagree	24.3	15.6	15.4	15.3	17.9
Strongly disagree	30.0	39.9	49.8	37.5	38.8

Notes: Due to rounding, proportions may not total exactly 100%; \* sig < 0.05

## Likelihood of Purchasing VR Equipment in the Near Future

Approximately one in six Albertans (17.2%) agreed that they will likely purchase VR equipment in the next year (7.4% strongly agree while 9.8% somewhat agree.) Although the vast majority of Albertans (82.8%) are not currently contemplating a VR equipment purchase, and less than one percent already own a VR device (0.9%) (2.7% didn't know while 1.7% refused to answer question) significant pockets of potential VR equipment buyers exist in expected subgroups of the population.

For example, nearly one-third of the youth (31.8%) and a quarter (24.6%) of 30 to 45 year olds are considering a VR equipment purchase in the next year. Also, nearly one-quarter of lower-income Albertans (24.6%) would consider a VR equipment purchase, significantly more than the 13.5% of upper-income earners who would do likewise.

### Likely to Purchase VR device in next 12 months (2018) (%)

Gender*	Male	Female	All Albertans
Agree	21.0	13.2	17.2
Disagree	79.0	86.8	82.8

Household Income*	Under \$60,000	\$60,000 to \$120,000	Over \$120,000
Agree	25.7	14.2	13.5
Disagree	74.3	85.8	86.5

Religious Participation*	2-3 times/month-more	Several times/year	Rarely-never
Agree	24.6	19.7	11.8
Disagree	75.4	80.3	88.2

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Agree	19.2	14.3	18.9	16.6
Disagree	80.8	85.7	81.1	83.4

Age*	18-29	30-44	45-64	65 and older
Agree	31.8	24.6	10.3	3.5
Disagree	68.2	75.4	89.7	96.5

Area of Province*	Calgary	Edmonton	North	South	All Albertans
Agree	20.0	16.9	10.8	20.6	17.2
Disagree	80.0	83.1	89.2	79.4	82.8

Provincial Vote*	NDP	UCP	Liberal	AB Party	Undecided
Agree	17.5	10.5	44.5	27.8	11.5
Disagree	82.5	89.5	55.5	72.2	88.5

Notes: Due to rounding, proportions may not total exactly 100%; \* sig < 0.05

## Purchase VR in next 12 months (2018 full tabular data) (%)

Gender*	Male	Female	All Albertans
Strongly agree	8.3	6.5	7.4
Somewhat agree	12.7	6.8	9.8
Somewhat disagree	18.9	11.8	15.3
Strongly disagree	60.2	74.9	67.5

Household Income*	Under \$60,000	\$60,000 to \$120,000	Over \$120,000
Strongly agree	10.6	6.7	4.5
Somewhat agree	15.1	7.5	9.0
Somewhat disagree	15.6	13.9	16.5
Strongly disagree	58.7	71.8	69.9

Religious Participation*	2-3 times/month-more	Several times/year	Rarely-never
Strongly agree	10.0	10.5	5.4
Somewhat agree	14.6	9.3	6.4
Somewhat disagree	13.3	15.9	17.1
Strongly disagree	62.1	64.3	71.1

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Strongly agree	9.6	6.1	6.8	7.2
Somewhat agree	9.6	8.2	12.1	9.4
Somewhat disagree	12.6	18.4	15.5	15.2
Strongly disagree	68.2	67.3	65.5	68.2

Age*	18-29	30-44	45-64	65 and older
Strongly agree	14.5	10.4	3.8	1.3
Somewhat agree	17.4	14.1	6.5	2.2
Somewhat disagree	19.9	16.4	16.1	9.2
Strongly disagree	48.2	59.1	73.6	87.3

Area of Province*	Calgary	Edmonton	North	South	All Albertans
Strongly agree	10.0	7.2	4.2	7.9	7.4
Somewhat agree	10.0	9.7	6.6	12.7	9.8
Somewhat disagree	17.5	16.0	17.1	10.0	15.3
Strongly disagree	62.6	67.0	72.0	69.4	67.5

Notes: Due to rounding, proportions may not total exactly 100%; \* sig < 0.05

## Benefits to VR beyond entertainment (2018) (%)

A significant majority of Albertans (76.2%) think virtual reality offers benefits beyond entertainment, less than a quarter of all Albertans disagree, although a relatively large number of respondents (15.6%) didn't know, while 1.7% refused to answer question. These later cases have been removed from the tabular data below.

Men (81.4%) are slightly more likely to see benefits beyond entertainment than are women (70.6%), while university graduates (84.1%) are more likely to see benefits than are those with less formal education.

Gender*	Male	Female	All Albertans
Agree	81.4	70.6	76.2
Disagree	18.6	29.4	23.8

Household Income*	Under \$60,000	\$60,000 to \$120,000	Over \$120,000
Agree	72.5	78.4	81.8
Disagree	27.5	21.6	18.2

Religious Participation	2-3 times/month-more	Several times/year	Rarely-never
Agree	73.5	74.6	78.3
Disagree	26.5	25.4	21.7

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Agree	65.0	75.9	73.8	84.1
Disagree	35.0	24.1	26.2	15.9

Age*	18-29	30-44	45-64	65 and older
Agree	77.2	82.8	77.9	65.3
Disagree	22.8	17.2	22.1	34.7

Area of Province*	Calgary	Edmonton	North	South	All Albertans
Agree	79.7	79.7	71.2	72.7	76.2
Disagree	20.3	20.3	28.8	27.3	23.8

Provincial Vote	NDP	UCP	Liberal	AB Party	Undecided
Agree	80.1	72.5	80.3	80.2	71.7
Disagree	19.9	27.5	19.7	19.8	28.3

Notes: Due to rounding, proportions may not total exactly 100%; \* sig < 0.05



## Benefits to VR beyond entertainment (2018 full tabular data) (%)

Gender*	Male	Female	All Albertans
Strongly agree	42.3	29.7	36.4
Somewhat agree	39.1	40.9	39.8
Somewhat disagree	8.2	11.5	9.7
Strongly disagree	10.4	17.8	14.1

Household Income	Under \$60,000	\$60,000 to \$120,000	Over \$120,000
Strongly agree	38.8	34.8	42.1
Somewhat agree	33.7	43.5	39.7
Somewhat disagree	12.9	7.2	8.7
Strongly disagree	14.6	14.4	9.5

Religious Participation*	2-3 times/month-more	Several times/year	Rarely-never
Strongly agree	32.1	40.4	40.0
Somewhat agree	41.4	34.2	38.3
Somewhat disagree	11.3	10.1	8.6
Strongly disagree	15.2	15.4	13.1

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Strongly agree	26.0	32.7	40.5	41.1
Somewhat agree	39.0	43.1	33.3	42.8
Somewhat disagree	12.6	9.0	12.5	6.4
Strongly disagree	22.4	15.2	13.6	9.7

Age*	18-29	30-44	45-64	65 and older
Strongly agree	40.8	39.2	37.2	27.6
Somewhat agree	36.6	43.6	40.7	37.7
Somewhat disagree	11.8	8.1	8.3	10.5
Strongly disagree	10.8	9.2	13.8	24.3

Area of Province*	Calgary	Edmonton	North	South	All Albertans
Strongly agree	39.4	40.5	31.1	33.0	36.4
Somewhat agree	40.3	39.2	39.8	39.8	39.8
Somewhat disagree	7.9	9.0	11.5	11.0	9.7
Strongly disagree	12.4	11.3	17.6	16.3	14.1

Notes: Due to rounding, proportions may not total exactly 100%; \* sig < 0.05

## Demographics (%)

Area of Province		Gender		Income		Education		Age	
Calgary	27.6	Male	49.8	Under \$60,000	39.0	H-School/less	20.8	18-29	24.7
Edmonton	27.2	Female	49.5	\$60-\$120,000	35.7	Some P-Sec.	19.2	30-44	23.3
North	22.4	Other	0.7	Over \$120,000	25.3	Col-Tech-Grad	25.2	45-64	26.5
South	22.8					University Grad	34.8	65 or older	25.5

Mean age = 48.7 years old

### Religious Participation

2-3/month-more	33.4
Several/year	21.9
Rarely-never	44.8

Note: Due to rounding, proportions may not total exactly 100%

## Questions

Thinking for a moment about Virtual Reality entertainment...

Virtual reality is the creation of a virtual environment presented to our senses in such a way that we experience it as if we were really there. This environment allows a person to explore, manipulate objects, and perform actions through technology such as a VR headset and handheld control devices. Please tell me how much you agree or disagree with the following statements:

- I am likely to experience virtual reality in the next year (12 months).
- I am likely to purchase a virtual reality headset in the next year (12 months).
- There are benefits to virtual reality beyond entertainment.
  - Strongly Agree
  - Somewhat Agree
  - Somewhat Disagree
  - Strongly Disagree
  - don't know (unprompted)
  - refused (unprompted)