

WIGGIN – VIRTUAL REALITY AND ETHICS PUBLIC SURVEY

Methodology: ComRes interviewed 2,003 British adults online between the 3rd and 5th February 2017. Data were weighted by age, gender, region and socio-economic grade to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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Virtual Reality Ethics Survey

ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 1

The following questions will focus on Virtual Reality technology. Please note, all of your responses will remain anonymous and confidential according to the Market Research Society (MRS) code of conduct

Q.1 Virtual Reality is a computer-generated environment in which the user sees and experiences a 'virtual world'. The user wears a headset that separates them from real life, allowing them to watch and interact with the virtual world as if they were in it themselves. Which of the following statements comes closest to you?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	1062	941	259	291	311	335	304	503	550	646	807	510	581	382	530	230	797
Weighted base	2003	976	1027	233	347	329	357	289	449	580	686	738	539	539	437	489	255	878
I have used Virtual Reality and would use it again	260 13%	163 17%	97 9%	58 25%	87 25%	55 17%	34 9%	10 3%	16 4%	146 25%	88 13%	26 4%	95 18%	72 13%	43 10%	50 10%	39 15%	155 18%
I have used Virtual Reality and would not use it again	66 3%	34 4%	31 3%	16 7%	20 6%	12 4%	10 3%	4 1%	4 1%	36 6%	22 3%	8 1%	33 6%	8 1%	14 3%	11 2%	4 2%	46 5%
I have not used Virtual Reality but would like to use it	901 45%	477 49%	424 41%	124 53%	154 44%	166 50%	175 49%	127 44%	154 34%	278 48%	341 50%	282 38%	225 42%	248 46%	221 51%	206 42%	126 49%	411 47%
I have not used Virtual Reality and would not like to use it	776 39%	302 31%	475 46%	35 15%	85 24%	96 29%	139 39%	148 51%	274 61%	120 21%	235 34%	422 57%	186 35%	211 39%	158 36%	221 45%	87 34%	267 30%
NET: Have used	325 16%	197 20%	128 13%	74 32%	108 31%	66 20%	44 12%	14 5%	20 4%	182 31%	110 16%	34 5%	128 24%	80 15%	57 13%	61 12%	43 17%	201 23%
NET: Have not used	1678 84%	778 80%	899 87%	159 68%	239 69%	262 80%	313 88%	275 95%	429 96%	398 69%	576 84%	704 95%	411 76%	459 85%	379 87%	428 88%	212 83%	678 77%
NET: Would use	1161 58%	639 66%	522 51%	182 78%	242 70%	221 67%	208 58%	137 48%	171 38%	424 73%	429 63%	308 42%	320 59%	320 59%	265 61%	256 52%	164 64%	566 64%
NET: Would not use	842 42%	336 34%	506 49%	50 22%	105 30%	108 33%	149 42%	151 52%	278 62%	156 27%	257 37%	430 58%	219 41%	218 41%	172 39%	232 48%	91 36%	312 36%

Virtual Reality Ethics Survey

ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 1

The following questions will focus on Virtual Reality technology. Please note, all of your responses will remain anonymous and confidential according to the Market Research Society (MRS) code of conduct

Q.1 Virtual Reality is a computer-generated environment in which the user sees and experiences a 'virtual world'. The user wears a headset that separates them from real life, allowing them to watch and interact with the virtual world as if they were in it themselves. Which of the following statements comes closest to you?

Base: All respondents

	Region												Local area		Working status		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Urban	Rural	Working	Not working
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162	1606	397	1027	976
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176	1581	422	1134	869
I have used Virtual Reality and would use it again	260 13%	24 14%	14 14%	221 13%	15 17%	31 13%	11 7%	23 13%	24 16%	24 12%	35 13%	36 13%	22 13%	209 13%	51 12%	194 17%	66 8%
I have used Virtual Reality and would not use it again	66 3%	4 2%	4 4%	58 3%	7 8%	8 3%	9 5%	7 4%	5 4%	1 *	12 5%	7 2%	3 2%	61 4%	5 1%	50 4%	16 2%
I have not used Virtual Reality but would like to use it	901 45%	85 49%	45 44%	772 45%	29 34%	103 45%	77 45%	97 54%	67 45%	91 47%	118 45%	116 41%	76 43%	724 46%	177 42%	536 47%	365 42%
I have not used Virtual Reality and would not like to use it	776 39%	62 35%	39 38%	676 39%	34 40%	89 38%	73 43%	54 30%	52 35%	79 41%	99 38%	122 44%	75 42%	587 37%	189 45%	354 31%	423 49%
NET: Have used	325 16%	28 16%	18 18%	279 16%	22 26%	39 17%	20 12%	30 16%	29 20%	25 13%	47 18%	42 15%	26 14%	270 17%	55 13%	243 21%	82 9%
NET: Have not used	1678 84%	146 84%	84 82%	1448 84%	62 74%	191 83%	150 88%	150 84%	119 80%	169 87%	217 82%	238 85%	151 86%	1311 83%	366 87%	890 79%	787 91%
NET: Would use	1161 58%	109 63%	59 58%	993 57%	44 52%	134 58%	88 52%	119 66%	91 61%	115 59%	153 58%	151 54%	98 56%	933 59%	228 54%	730 64%	431 50%
NET: Would not use	842 42%	65 37%	43 42%	734 43%	41 48%	96 42%	82 48%	61 34%	57 39%	79 41%	111 42%	129 46%	78 44%	648 41%	194 46%	404 36%	439 50%

Virtual Reality Ethics Survey

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The following questions will focus on Virtual Reality technology. Please note, all of your responses will remain anonymous and confidential according to the Market Research Society (MRS) code of conduct

Q.1 Virtual Reality is a computer-generated environment in which the user sees and experiences a 'virtual world'. The user wears a headset that separates them from real life, allowing them to watch and interact with the virtual world as if they were in it themselves. Which of the following statements comes closest to you?

Base: All respondents

	Children aged 18 or under?		Marital Status			Foreign holiday in last 3 years		Highest educational level		Q.1 Previous use of Virtual Reality		Q.1 Previous use of Virtual Reality		
	Total	Yes	No	Single	Married/ Civil part- ner- ship/ co hab- iting	Widowed /separ- ated/ divorced	Yes	No	Pri- mary/ Secondar y	Univ- ersity or above	Have used	Have not used	Would like to use	Would not like to use
Unweighted base	2003	477	1515	617	1082	293	1154	849	1310	657	297	1706	1154	849
Weighted base	2003	547	1446	583	1153	257	1208	795	1304	662	325	1678	1161	842
I have used Virtual Reality and would use it again	260 13%	110 20%	147 10%	92 16%	144 12%	21 8%	194 16%	65 8%	122 9%	135 20%	260 80%	-	260 22%	-
I have used Virtual Reality and would not use it again	66 3%	36 7%	29 2%	22 4%	40 3%	4 2%	39 3%	27 3%	25 2%	39 6%	66 20%	-	-	66 8%
I have not used Virtual Reality but would like to use it	901 45%	243 44%	655 45%	303 52%	507 44%	87 34%	572 47%	329 41%	574 44%	313 47%	-	901 54%	901 78%	-
I have not used Virtual Reality and would not like to use it	776 39%	158 29%	615 43%	166 28%	462 40%	145 56%	403 33%	374 47%	583 45%	176 27%	-	776 46%	-	776 92%
NET: Have used	325 16%	146 27%	176 12%	114 20%	184 16%	25 10%	233 19%	93 12%	147 11%	174 26%	325 100%	-	260 22%	66 8%
NET: Have not used	1678 84%	401 73%	1270 88%	469 80%	969 84%	232 90%	975 81%	703 88%	1156 89%	488 74%	-	1678 100%	901 78%	776 92%
NET: Would use	1161 58%	353 65%	802 55%	395 68%	651 56%	108 42%	767 63%	394 50%	696 53%	448 68%	260 80%	901 54%	1161 100%	-
NET: Would not use	842 42%	194 35%	644 45%	188 32%	502 44%	149 58%	441 37%	401 50%	608 47%	215 32%	66 20%	776 46%	-	842 100%

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Absolutes/col percents

Table 2

Q.2 For each of these pairs of statements on Virtual Reality, which one comes closest to your view?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	1062	941	259	291	311	335	304	503	550	646	807	510	581	382	530	230	797
Weighted base	2003	976	1027	233	347	329	357	289	449	580	686	738	539	539	437	489	255	878
Statement pair 1																		
Virtual Reality should have minimum age restrictions	1164 58%	522 54%	641 62%	128 55%	182 53%	174 53%	187 52%	183 63%	310 69%	310 53%	360 53%	494 67%	316 59%	332 62%	247 56%	270 55%	136 53%	487 55%
People of any age should be able to use Virtual Reality	526 26%	301 31%	224 22%	77 33%	115 33%	93 28%	105 29%	68 23%	68 15%	191 33%	198 29%	136 18%	158 29%	118 22%	120 28%	129 26%	67 26%	258 29%
Don't know	314 16%	152 16%	162 16%	28 12%	50 14%	62 19%	65 18%	38 13%	70 16%	78 14%	128 19%	108 15%	65 12%	89 17%	70 16%	90 18%	52 20%	133 15%
Statement pair 2																		
Virtual Reality is an innovative way of teaching lessons in schools	975 49%	529 54%	446 43%	138 59%	184 53%	166 51%	185 52%	135 47%	167 37%	322 56%	351 51%	302 41%	293 54%	249 46%	219 50%	214 44%	129 51%	469 53%
Virtual Reality is not an effective way of teaching lessons in schools	569 28%	238 24%	331 32%	53 23%	93 27%	94 28%	94 26%	84 29%	150 34%	146 25%	188 27%	235 32%	147 27%	159 30%	116 27%	147 30%	68 27%	236 27%
Don't know	459 23%	208 21%	251 24%	41 18%	70 20%	69 21%	77 22%	70 24%	132 29%	112 19%	146 21%	201 27%	99 18%	130 24%	101 23%	128 26%	58 23%	174 20%
Statement pair 3																		
People using Virtual Reality should be able to do what they want, even if it is illegal in real life	378 19%	262 27%	116 11%	71 30%	95 27%	70 21%	73 21%	36 13%	33 7%	166 29%	143 21%	69 9%	126 23%	87 16%	73 17%	91 19%	52 20%	211 24%
There should be restrictions on what people using Virtual Reality can do	1265 63%	522 53%	743 72%	127 55%	189 54%	194 59%	203 57%	196 68%	357 79%	316 54%	397 58%	553 75%	323 60%	355 66%	285 65%	301 62%	140 55%	503 57%
Don't know	360 18%	192 20%	168 16%	35 15%	63 18%	65 20%	81 23%	56 19%	59 13%	98 17%	146 21%	116 16%	89 17%	96 18%	78 18%	96 20%	64 25%	164 19%

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ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 2

Q.2 For each of these pairs of statements on Virtual Reality, which one comes closest to your view?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Weighted base	2003	976	1027	233	347	329	357	289	449	580	686	738	539	539	437	489	255	878
Statement pair 4																		
Laws that currently govern media, such as TV and films, should apply to Virtual Reality	921 46%	477 49%	444 43%	115 49%	145 42%	161 49%	160 45%	136 47%	204 46%	260 45%	321 47%	340 46%	268 50%	238 44%	212 49%	203 42%	98 38%	417 47%
The Government should create new laws specifically for Virtual Reality	627 31%	287 29%	341 33%	74 32%	124 36%	80 24%	105 29%	90 31%	155 34%	198 34%	184 27%	245 33%	167 31%	180 33%	135 31%	145 30%	78 31%	276 31%
Don't know	455 23%	212 22%	243 24%	44 19%	78 23%	88 27%	92 26%	63 22%	90 20%	122 21%	180 26%	153 21%	104 19%	121 22%	90 21%	141 29%	80 31%	186 21%
Statement pair 5																		
The user should be responsible for their actions in Virtual Reality	1205 60%	586 60%	619 60%	138 59%	210 61%	206 63%	225 63%	186 65%	240 53%	348 60%	431 63%	426 58%	317 59%	316 59%	282 65%	290 59%	149 58%	547 62%
The designer should be responsible for the user's actions in Virtual Reality	435 22%	232 24%	203 20%	58 25%	75 21%	65 20%	65 18%	59 21%	113 25%	132 23%	130 19%	172 23%	141 26%	113 21%	78 18%	103 21%	46 18%	191 22%
Don't know	363 18%	157 16%	206 20%	37 16%	62 18%	58 17%	67 19%	43 15%	96 21%	99 17%	124 18%	139 19%	81 15%	110 20%	76 17%	96 20%	60 24%	140 16%
Statement pair 6																		
I would be worried about children using Virtual Reality	1108 55%	464 48%	644 63%	108 46%	170 49%	169 52%	188 53%	173 60%	300 67%	278 48%	357 52%	473 64%	285 53%	315 59%	249 57%	258 53%	130 51%	453 52%
I would not be worried about children using Virtual Reality	543 27%	337 35%	206 20%	82 35%	106 31%	101 31%	107 30%	68 23%	79 18%	188 32%	208 30%	147 20%	165 31%	131 24%	113 26%	134 27%	72 28%	270 31%
Don't know	352 18%	175 18%	177 17%	43 19%	71 20%	59 18%	62 17%	48 17%	70 16%	114 20%	120 18%	117 16%	89 16%	93 17%	74 17%	97 20%	53 21%	155 18%

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Table 2

Q.2 For each of these pairs of statements on Virtual Reality, which one comes closest to your view?

Base: All respondents

	Region												Local area		Working status		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Urban	Rural	Working	Not working
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162	1606	397	1027	976
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176	1581	422	1134	869
Statement pair 1																	
Virtual Reality should have minimum age restrictions	1164 58%	92 53%	66 65%	1006 58%	51 60%	126 55%	91 54%	103 57%	91 61%	118 61%	155 58%	166 59%	106 60%	901 57%	262 62%	623 55%	541 62%
People of any age should be able to use Virtual Reality	526 26%	59 34%	27 27%	439 25%	17 21%	63 27%	40 24%	54 30%	37 25%	50 26%	63 24%	72 26%	44 25%	427 27%	99 23%	326 29%	200 23%
Don't know	314 16%	24 14%	9 8%	281 16%	16 19%	42 18%	39 23%	23 13%	20 14%	27 14%	46 17%	43 15%	26 15%	254 16%	60 14%	185 16%	129 15%
Statement pair 2																	
Virtual Reality is an innovative way of teaching lessons in schools	975 49%	98 57%	47 47%	829 48%	37 44%	112 49%	85 50%	92 51%	65 44%	96 49%	126 48%	128 46%	89 50%	772 49%	203 48%	599 53%	376 43%
Virtual Reality is not an effective way of teaching lessons in schools	569 28%	36 21%	32 32%	500 29%	30 36%	62 27%	41 24%	59 33%	42 29%	65 34%	73 28%	89 32%	39 22%	456 29%	112 27%	303 27%	265 31%
Don't know	459 23%	39 23%	22 22%	398 23%	17 20%	56 24%	45 26%	29 16%	41 27%	33 17%	65 25%	64 23%	49 28%	353 22%	107 25%	232 20%	228 26%
Statement pair 3																	
People using Virtual Reality should be able to do what they want, even if it is illegal in real life	378 19%	35 20%	19 18%	324 19%	17 20%	47 21%	30 18%	41 23%	22 15%	31 16%	51 19%	56 20%	30 17%	318 20%	60 14%	263 23%	115 13%
There should be restrictions on what people using Virtual Reality can do	1265 63%	103 59%	74 72%	1088 63%	54 65%	144 62%	106 62%	105 58%	93 63%	139 72%	153 58%	175 62%	120 68%	972 61%	293 70%	643 57%	622 72%
Don't know	360 18%	35 20%	10 10%	315 18%	13 15%	39 17%	35 20%	35 19%	33 22%	23 12%	60 23%	50 18%	27 15%	292 18%	68 16%	228 20%	132 15%

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Base: All respondents

	Region													Local area		Working status	
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Urban	Rural	Working	Not working
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176	1581	422	1134	869
Statement pair 4																	
Laws that currently govern media, such as TV and films, should apply to Virtual Reality	921 46%	88 51%	45 44%	787 46%	39 46%	104 45%	71 42%	93 51%	59 40%	85 44%	106 40%	135 48%	95 54%	740 47%	181 43%	514 45%	406 47%
The Government should create new laws specifically for Virtual Reality	627 31%	50 29%	37 36%	540 31%	27 32%	66 29%	57 34%	53 29%	48 32%	70 36%	96 36%	75 27%	48 28%	480 30%	147 35%	354 31%	273 31%
Don't know	455 23%	36 21%	20 20%	399 23%	19 23%	61 26%	41 24%	35 19%	41 27%	39 20%	62 23%	69 25%	33 19%	362 23%	93 22%	266 23%	189 22%
Statement pair 5																	
The user should be responsible for their actions in Virtual Reality	1205 60%	117 67%	69 67%	1020 59%	56 67%	139 60%	99 58%	105 58%	76 51%	123 63%	147 55%	164 59%	111 63%	953 60%	253 60%	696 61%	510 59%
The designer should be responsible for the user's actions in Virtual Reality	435 22%	23 13%	25 24%	387 22%	16 19%	44 19%	33 19%	52 29%	41 28%	43 22%	67 25%	61 22%	32 18%	341 22%	94 22%	238 21%	197 23%
Don't know	363 18%	34 20%	8 8%	320 19%	12 14%	47 21%	38 23%	23 13%	31 21%	29 15%	51 19%	55 20%	33 19%	287 18%	75 18%	200 18%	162 19%
Statement pair 6																	
I would be worried about children using Virtual Reality	1108 55%	83 48%	53 52%	972 56%	51 61%	125 54%	84 49%	88 49%	84 57%	120 62%	147 56%	172 61%	102 58%	863 55%	245 58%	583 51%	525 60%
I would not be worried about children using Virtual Reality	543 27%	62 36%	38 37%	443 26%	23 27%	60 26%	47 27%	60 33%	34 23%	45 23%	62 23%	69 25%	44 25%	437 28%	106 25%	342 30%	201 23%
Don't know	352 18%	29 17%	11 11%	312 18%	10 12%	45 19%	40 23%	33 18%	31 21%	28 15%	55 21%	40 14%	30 17%	282 18%	70 17%	209 18%	143 16%

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Absolutes/col percents

Table 2

Q.2 For each of these pairs of statements on Virtual Reality, which one comes closest to your view?

Base: All respondents

	Children aged 18 or under?		Marital Status			Foreign holiday in last 3 years		Highest educational level		Q.1 Previous use of Virtual Reality		Q.1 Previous use of Virtual Reality		
	Total	Yes	No	Single	Married/ Civil partner- ship/ co- habiting	Widowed /separated/ divorced	Yes	No	Primary/ Secondary	Univ- ersity or above	Have used	Have not used	Would like to use	Would not like to use
Unweighted base	2003	477	1515	617	1082	293	1154	849	1310	657	297	1706	1154	849
Weighted base	2003	547	1446	583	1153	257	1208	795	1304	662	325	1678	1161	842
Statement pair 1														
Virtual Reality should have minimum age restrictions	1164 58%	289 53%	868 60%	305 52%	689 60%	166 65%	696 58%	467 59%	775 59%	375 57%	171 52%	993 59%	633 54%	531 63%
People of any age should be able to use Virtual Reality	526 26%	176 32%	349 24%	180 31%	287 25%	53 21%	324 27%	201 25%	316 24%	203 31%	129 40%	396 24%	406 35%	120 14%
Don't know	314 16%	81 15%	229 16%	98 17%	177 15%	38 15%	187 15%	127 16%	213 16%	85 13%	26 8%	288 17%	123 11%	191 23%
Statement pair 2														
Virtual Reality is an innovative way of teaching lessons in schools	975 49%	291 53%	677 47%	329 56%	540 47%	100 39%	626 52%	348 44%	585 45%	376 57%	218 67%	757 45%	735 63%	240 29%
Virtual Reality is not an effective way of teaching lessons in schools	569 28%	150 28%	417 29%	135 23%	347 30%	86 33%	327 27%	242 30%	384 29%	177 27%	77 24%	492 29%	245 21%	324 38%
Don't know	459 23%	105 19%	352 24%	119 20%	266 23%	71 28%	254 21%	205 26%	335 26%	109 16%	30 9%	429 26%	181 16%	278 33%
Statement pair 3														
People using Virtual Reality should be able to do what they want, even if it is illegal in real life	378 19%	120 22%	255 18%	160 28%	186 16%	29 11%	239 20%	139 18%	210 16%	159 24%	116 36%	262 16%	302 26%	76 9%
There should be restrictions on what people using Virtual Reality can do	1265 63%	327 60%	934 65%	312 53%	764 66%	184 72%	747 62%	518 65%	869 67%	385 58%	173 53%	1092 65%	679 59%	586 70%

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Q.2 For each of these pairs of statements on Virtual Reality, which one comes closest to your view?

Base: All respondents

	Children aged 18 or under?		Marital Status			Foreign holiday in last 3 years		Highest educational level		Q.1 Previous use of Virtual Reality		Q.1 Previous use of Virtual Reality		
	Total	Yes	No	Single	Married/ Civil partner- ship/ co hab- iting	Widowed /separ- ated/ divorced	Yes	No	Pri- mary/ Secondar y	Univ- ersity or above	Have used	Have not used	Would like to use	Would not like to use
Weighted base	2003	547	1446	583	1153	257	1208	795	1304	662	325	1678	1161	842
Don't know	360	100	257	111	203	44	222	138	224	118	37	323	180	180
	18%	18%	18%	19%	18%	17%	18%	17%	17%	18%	11%	19%	16%	21%

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Table 2

Q.2 For each of these pairs of statements on Virtual Reality, which one comes closest to your view?

Base: All respondents

	Children aged 18 or under?		Marital Status		Foreign holiday in last 3 years		Highest educational level		Q.1 Previous use of Virtual Reality		Q.1 Previous use of Virtual Reality			
	Total	Yes	No	Single	Married/ Civil partner- ship/ co- habiting	Widowed /separated/ divorced	Yes	No	Primary/ Secondary	Univ- ersity or above	Have used	Have not used	Would like to use	Would not like to use
Weighted base	2003	547	1446	583	1153	257	1208	795	1304	662	325	1678	1161	842
Statement pair 4														
Laws that currently govern media, such as TV and films, should apply to Virtual Reality	921 46%	258 47%	658 46%	253 43%	549 48%	114 44%	560 46%	361 45%	604 46%	308 47%	173 53%	748 45%	591 51%	330 39%
The Government should create new laws specifically for Virtual Reality	627 31%	163 30%	460 32%	189 32%	358 31%	79 31%	385 32%	242 30%	372 29%	245 37%	110 34%	517 31%	355 31%	272 32%
Don't know	455 23%	125 23%	327 23%	141 24%	246 21%	65 25%	263 22%	192 24%	328 25%	109 16%	43 13%	412 25%	215 18%	240 29%
Statement pair 5														
The user should be responsible for their actions in Virtual Reality	1205 60%	336 61%	864 60%	359 62%	692 60%	148 57%	718 59%	487 61%	779 60%	410 62%	193 59%	1012 60%	770 66%	435 52%
The designer should be responsible for the user's actions in Virtual Reality	435 22%	124 23%	310 21%	111 19%	263 23%	59 23%	271 22%	164 21%	285 22%	146 22%	109 34%	326 19%	251 22%	183 22%
Don't know	363 18%	87 16%	272 19%	112 19%	197 17%	51 20%	219 18%	144 18%	239 18%	107 16%	23 7%	340 20%	139 12%	224 27%
Statement pair 6														
I would be worried about children using Virtual Reality	1108 55%	274 50%	832 58%	272 47%	671 58%	163 63%	661 55%	447 56%	744 57%	351 53%	140 43%	968 58%	565 49%	543 65%
I would not be worried about children using Virtual Reality	543 27%	189 35%	348 24%	186 32%	294 26%	55 21%	337 28%	206 26%	332 25%	203 31%	146 45%	397 24%	412 36%	131 16%

Virtual Reality Ethics Survey

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Absolutes/col percents

Table 2

Q.2 For each of these pairs of statements on Virtual Reality, which one comes closest to your view?

Base: All respondents

	Children aged 18 or under?		Marital Status			Foreign holiday in last 3 years		Highest educational level		Q.1 Previous use of Virtual Reality		Q.1 Previous use of Virtual Reality		
	Total	Yes	No	Single	Married/ Civil partner- ship/ co hab- iting	Widowed /separ- ated/ divorced	Yes	No	Pri- mary/ Secondar y	Univ- ersity or above	Have used	Have not used	Would like to use	Would not like to use
Weighted base	2003	547	1446	583	1153	257	1208	795	1304	662	325	1678	1161	842
Don't know	352	84	266	125	187	39	210	142	228	108	39	313	183	168
	18%	15%	18%	21%	16%	15%	17%	18%	17%	16%	12%	19%	16%	20%

Virtual Reality Ethics Survey

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Absolutes/col percents

Table 3

Q.3 Below are some potential drawbacks that have been raised about the use of Virtual Reality. For each of the following, please select how concerned you would be about each when using Virtual Reality personally.

Summary Table**Base: All respondents**

	Drawbacks				
	Not being aware of what is happening around you in the real world while in Virtual Reality	Becoming addicted to Virtual Reality experiences	Feeling guilty over committing a crime in Virtual Reality	A Virtual Reality experience affecting my behaviour even after using it	A reduced sense of right and wrong while in Virtual Reality experiences
Unweighted base	2003	2003	2003	2003	2003
Weighted base	2003	2003	2003	2003	2003
NET: Concerned	1374 69%	1166 58%	827 41%	1092 55%	1177 59%
Very concerned (4)	630 31%	557 28%	344 17%	428 21%	526 26%
Fairly concerned (3)	744 37%	609 30%	483 24%	664 33%	650 32%
Not very concerned (2)	291 15%	364 18%	462 23%	365 18%	338 17%
Not at all concerned (1)	117 6%	237 12%	367 18%	222 11%	207 10%
NET: Not concerned	408 20%	601 30%	829 41%	587 29%	544 27%
Don't know	221 11%	236 12%	347 17%	324 16%	282 14%
Mean	3.06	2.84	2.49	2.77	2.87
Standard deviation	0.88	1.02	1.05	0.97	0.98
Standard error	0.02	0.02	0.03	0.02	0.02

Virtual Reality Ethics Survey

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Absolutes/col percents

Table 4

Q.3 Below are some potential drawbacks that have been raised about the use of Virtual Reality. For each of the following, please select how concerned you would be about each when using Virtual Reality personally.

Not being aware of what is happening around you in the real world while in Virtual Reality

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2003	1062	941	259	291	311	335	304	503	550	646	807	510	581	382	530	230	797
Weighted base	2003	976	1027	233	347	329	357	289	449	580	686	738	539	539	437	489	255	878
NET: Concerned	1374 69%	605 62%	770 75%	162 70%	220 63%	204 62%	228 64%	210 73%	351 78%	382 66%	431 63%	561 76%	369 69%	375 70%	300 69%	330 68%	171 67%	559 64%
Very concerned	(4) 31%	630 23%	224 40%	46 20%	80 23%	91 28%	101 28%	130 45%	184 41%	125 22%	191 28%	314 43%	155 29%	187 35%	140 32%	149 30%	77 30%	232 26%
Fairly concerned	(3) 37%	744 39%	381 35%	116 50%	141 41%	113 34%	127 36%	80 28%	167 37%	257 44%	240 35%	247 33%	214 40%	188 35%	160 37%	181 37%	94 37%	327 37%
Not very concerned	(2) 15%	291 19%	182 11%	38 16%	61 18%	63 19%	56 16%	39 14%	33 7%	99 17%	119 17%	72 10%	82 15%	71 13%	63 15%	74 15%	33 13%	156 18%
Not at all concerned	(1) 6%	117 9%	85 3%	33 5%	29 8%	25 8%	26 7%	15 5%	12 3%	39 7%	51 7%	27 4%	46 8%	23 4%	30 7%	18 4%	18 7%	71 8%
NET: Not concerned	408 20%	267 27%	141 14%	49 21%	90 26%	88 27%	82 23%	54 19%	45 10%	139 24%	170 25%	99 13%	128 24%	94 17%	94 21%	92 19%	50 20%	227 26%
Don't know	221 11%	104 11%	117 11%	22 9%	37 11%	38 11%	47 13%	25 9%	52 12%	59 10%	85 12%	77 10%	42 8%	70 13%	43 10%	67 14%	34 13%	93 11%
Mean	3.06	2.85	3.26	2.93	2.87	2.92	2.98	3.23	3.32	2.90	2.95	3.28	2.96	3.15	3.04	3.09	3.04	2.92
Standard deviation	0.88	0.91	0.80	0.77	0.90	0.93	0.92	0.90	0.76	0.85	0.92	0.82	0.92	0.85	0.91	0.83	0.90	0.92
Standard error	0.02	0.03	0.03	0.05	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.03

Virtual Reality Ethics Survey

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Absolutes/col percents

Table 4

Q.3 Below are some potential drawbacks that have been raised about the use of Virtual Reality. For each of the following, please select how concerned you would be about each when using Virtual Reality personally.

Not being aware of what is happening around you in the real world while in Virtual Reality

Base: All respondents

	Region												Local area		Working status		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Urban	Rural	Working	Not working
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162	1606	397	1027	976
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176	1581	422	1134	869
NET: Concerned	1374 69%	108 62%	70 69%	1196 69%	59 70%	153 67%	115 68%	118 66%	106 71%	138 71%	176 67%	198 71%	134 76%	1072 68%	302 72%	730 64%	645 74%
Very concerned	(4) 630 31%	45 26%	29 29%	556 32%	27 32%	86 37%	57 34%	46 25%	56 38%	62 32%	85 32%	80 29%	56 32%	486 31%	145 34%	309 27%	322 37%
Fairly concerned	(3) 744 37%	63 36%	41 40%	640 37%	31 37%	67 29%	58 34%	72 40%	50 34%	75 39%	91 34%	118 42%	78 44%	587 37%	157 37%	421 37%	323 37%
Not very concerned	(2) 291 15%	40 23%	16 16%	235 14%	14 17%	37 16%	17 10%	29 16%	14 9%	31 16%	31 12%	44 16%	18 10%	226 14%	65 15%	188 17%	102 12%
Not at all concerned	(1) 117 6%	13 8%	7 7%	97 6%	5 6%	15 6%	9 5%	21 12%	7 5%	4 2%	15 6%	10 4%	9 5%	104 7%	13 3%	89 8%	28 3%
NET: Not concerned	408 20%	53 30%	23 23%	331 19%	20 23%	52 22%	26 16%	50 28%	21 14%	35 18%	47 18%	55 19%	26 15%	330 21%	78 18%	277 24%	130 15%
Don't know	221 11%	14 8%	8 8%	199 12%	6 7%	26 11%	28 17%	12 7%	21 14%	21 11%	42 16%	28 10%	16 9%	179 11%	42 10%	127 11%	94 11%
Mean	3.06	2.87	2.98	3.08	3.03	3.10	3.15	2.85	3.22	3.13	3.10	3.06	3.13	3.04	3.14	2.94	3.21
Standard deviation	0.88	0.92	0.90	0.87	0.90	0.94	0.88	0.96	0.86	0.79	0.89	0.81	0.81	0.90	0.82	0.92	0.81
Standard error	0.02	0.07	0.08	0.02	0.11	0.07	0.07	0.08	0.07	0.06	0.06	0.05	0.07	0.02	0.04	0.03	0.03

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Absolutes/col percents

Table 4

Q.3 Below are some potential drawbacks that have been raised about the use of Virtual Reality. For each of the following, please select how concerned you would be about each when using Virtual Reality personally.

Not being aware of what is happening around you in the real world while in Virtual Reality

Base: All respondents

	Total	Children aged 18 or under?		Marital Status			Foreign holiday in last 3 years		Highest educational level		Q.1 Previous use of Virtual Reality		Q.1 Previous use of Virtual Reality	
		Yes	No	Single	Married/ Civil partner- ship/ co- habiting	Widowed /separated/ divorced	Yes	No	Primary/ Secondary	Univ- ersity or above	Have used	Have not used	Would like to use	Would not like to use
Unweighted base	2003	477	1515	617	1082	293	1154	849	1310	657	297	1706	1154	849
Weighted base	2003	547	1446	583	1153	257	1208	795	1304	662	325	1678	1161	842
NET: Concerned	1374 69%	353 65%	1014 70%	364 62%	812 70%	191 74%	819 68%	555 70%	891 68%	463 70%	208 64%	1166 70%	767 66%	607 72%
Very concerned	(4) 630 31%	137 25%	491 34%	137 23%	393 34%	97 38%	351 29%	280 35%	440 34%	179 27%	70 21%	561 33%	277 24%	354 42%
Fairly concerned	(3) 744 37%	216 40%	524 36%	227 39%	419 36%	94 37%	468 39%	276 35%	451 35%	283 43%	138 43%	605 36%	491 42%	253 30%
Not very concerned	(2) 291 15%	97 18%	194 13%	108 19%	154 13%	25 10%	176 15%	115 14%	179 14%	109 16%	75 23%	215 13%	233 20%	58 7%
Not at all concerned	(1) 117 6%	39 7%	77 5%	43 7%	63 5%	11 4%	77 6%	40 5%	73 6%	40 6%	30 9%	87 5%	79 7%	38 4%
NET: Not concerned	408 20%	136 25%	271 19%	152 26%	217 19%	36 14%	253 21%	155 19%	251 19%	148 22%	106 32%	302 18%	312 27%	95 11%
Don't know	221 11%	58 11%	160 11%	67 12%	123 11%	30 12%	136 11%	85 11%	161 12%	51 8%	12 4%	209 12%	81 7%	140 17%
Mean	3.06	2.92	3.11	2.89	3.11	3.22	3.02	3.12	3.10	2.99	2.79	3.12	2.89	3.31
Standard deviation	0.88	0.89	0.87	0.89	0.87	0.83	0.88	0.88	0.89	0.86	0.90	0.87	0.87	0.84
Standard error	0.02	0.04	0.02	0.04	0.03	0.05	0.03	0.03	0.03	0.03	0.05	0.02	0.03	0.03

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Absolutes/col percents

Table 5

Q.3 Below are some potential drawbacks that have been raised about the use of Virtual Reality. For each of the following, please select how concerned you would be about each when using Virtual Reality personally.

Becoming addicted to Virtual Reality experiences

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate	
Unweighted base	2003	1062	941	259	291	311	335	304	503	550	646	807	510	581	382	530	230	797	
Weighted base	2003	976	1027	233	347	329	357	289	449	580	686	738	539	539	437	489	255	878	
NET: Concerned	1166 58%	512 52%	654 64%	134 58%	167 48%	174 53%	198 55%	173 60%	319 71%	302 52%	372 54%	492 67%	319 59%	322 60%	249 57%	275 56%	137 54%	468 53%	
Very concerned	(4) 28%	557 22%	216 33%	341 18%	41 17%	60 17%	86 26%	81 23%	98 34%	190 42%	102 18%	168 24%	288 39%	161 30%	148 27%	114 26%	134 27%	67 26%	192 22%
Fairly concerned	(3) 30%	609 30%	296 30%	313 30%	93 40%	107 31%	88 27%	117 33%	75 26%	129 29%	200 35%	205 30%	204 28%	158 29%	174 32%	135 31%	141 29%	70 27%	276 31%
Not very concerned	(2) 18%	364 18%	210 21%	155 15%	54 23%	83 24%	62 19%	67 19%	52 18%	47 11%	137 24%	128 19%	99 13%	96 18%	97 18%	77 18%	95 19%	46 18%	187 21%
Not at all concerned	(1) 12%	237 12%	149 15%	87 9%	25 11%	55 16%	47 14%	52 14%	28 10%	30 7%	81 14%	98 14%	58 8%	76 14%	48 9%	63 14%	50 10%	36 14%	125 14%
NET: Not concerned	601 30%	359 37%	242 24%	79 34%	138 40%	108 33%	118 33%	80 28%	77 17%	218 38%	227 33%	157 21%	172 32%	144 27%	139 32%	145 30%	82 32%	311 35%	
Don't know	236 12%	105 11%	132 13%	19 8%	41 12%	46 14%	41 11%	36 12%	53 12%	60 10%	87 13%	89 12%	47 9%	72 13%	48 11%	69 14%	36 14%	99 11%	
Mean	2.84	2.66	3.01	2.70	2.56	2.76	2.72	2.96	3.21	2.62	2.74	3.11	2.82	2.91	2.77	2.85	2.77	2.69	
Standard deviation	1.02	1.03	0.97	0.91	1.00	1.06	1.02	1.02	0.93	0.97	1.04	0.97	1.06	0.96	1.04	1.00	1.06	1.01	
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.06	0.06	0.04	0.04	0.04	0.04	0.05	0.04	0.06	0.05	0.07	0.04	

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Table 5

Q.3 Below are some potential drawbacks that have been raised about the use of Virtual Reality. For each of the following, please select how concerned you would be about each when using Virtual Reality personally.

Becoming addicted to Virtual Reality experiences

Base: All respondents

	Region											Local area		Working status			
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Urban	Rural	Working	Not working
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162	1606	397	1027	976
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176	1581	422	1134	869
NET: Concerned	1166 58%	92 53%	55 54%	1019 59%	49 59%	131 57%	101 60%	103 57%	85 57%	115 59%	161 61%	170 61%	102 58%	913 58%	253 60%	605 53%	561 65%
Very concerned	(4) 557 28%	42 24%	26 25%	489 28%	24 28%	66 29%	42 24%	46 25%	43 29%	58 30%	96 36%	69 24%	46 26%	422 27%	135 32%	258 23%	299 34%
Fairly concerned	(3) 609 30%	49 28%	30 29%	530 31%	26 30%	65 28%	60 35%	57 32%	42 28%	57 29%	65 25%	102 36%	57 32%	491 31%	118 28%	346 31%	262 30%
Not very concerned	(2) 364 18%	35 20%	24 24%	305 18%	16 19%	41 18%	21 12%	34 19%	33 23%	41 21%	39 15%	47 17%	34 19%	282 18%	82 20%	233 21%	131 15%
Not at all concerned	(1) 237 12%	32 18%	16 16%	189 11%	12 14%	33 14%	15 9%	32 18%	16 11%	16 8%	18 7%	30 11%	17 10%	201 13%	36 8%	160 14%	76 9%
NET: Not concerned	601 30%	67 39%	40 40%	493 29%	28 33%	74 32%	36 21%	65 36%	49 33%	57 29%	56 21%	77 28%	51 29%	483 31%	118 28%	393 35%	208 24%
Don't know	236 12%	15 9%	6 6%	215 12%	7 8%	25 11%	33 19%	11 6%	14 9%	22 12%	47 18%	33 12%	23 13%	185 12%	51 12%	136 12%	101 12%
Mean	2.84	2.64	2.68	2.87	2.79	2.80	2.93	2.70	2.83	2.92	3.10	2.84	2.85	2.81	2.95	2.70	3.02
Standard deviation	1.02	1.08	1.05	1.00	1.05	1.06	0.95	1.07	1.01	0.97	0.97	0.97	0.98	1.02	0.98	1.02	0.98
Standard error	0.02	0.08	0.10	0.03	0.12	0.08	0.07	0.09	0.09	0.07	0.07	0.06	0.08	0.03	0.05	0.03	0.03

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Absolutes/col percents

Table 5

Q.3 Below are some potential drawbacks that have been raised about the use of Virtual Reality. For each of the following, please select how concerned you would be about each when using Virtual Reality personally.

Becoming addicted to Virtual Reality experiences

Base: All respondents

	Total	Children aged 18 or under?		Marital Status			Foreign holiday in last 3 years		Highest educational level		Q.1 Previous use of Virtual Reality		Q.1 Previous use of Virtual Reality		
		Yes	No	Single	Married/ Civil partner- ship/ co- habiting	Widowed /separated/ divorced	Yes	No	Primary/ Secondary	Univ- ersity or above	Have used	Have not used	Would like to use	Would not like to use	
Unweighted base	2003	477	1515	617	1082	293	1154	849	1310	657	297	1706	1154	849	
Weighted base	2003	547	1446	583	1153	257	1208	795	1304	662	325	1678	1161	842	
NET: Concerned	1166 58%	306 56%	858 59%	301 52%	695 60%	165 64%	701 58%	464 58%	766 59%	385 58%	165 51%	1000 60%	632 54%	534 63%	
Very concerned	(4) 28%	557 24%	131 29%	425 20%	114 31%	354 34%	88 26%	315 30%	242 29%	384 25%	166 18%	58 30%	499 21%	246 37%	
Fairly concerned	(3) 30%	609 32%	175 30%	433 32%	187 32%	341 30%	78 30%	386 32%	223 28%	382 29%	220 33%	107 33%	501 30%	386 33%	223 26%
Not very concerned	(2) 18%	364 19%	104 18%	257 22%	129 18%	202 12%	30 12%	229 19%	136 17%	221 17%	138 21%	87 27%	277 17%	279 24%	85 10%
Not at all concerned	(1) 12%	237 13%	72 11%	163 14%	84 14%	122 11%	28 11%	127 11%	110 14%	152 12%	79 12%	64 20%	173 10%	166 14%	71 8%
NET: Not concerned	601 30%	176 32%	420 29%	213 37%	323 28%	58 23%	356 29%	245 31%	373 29%	216 33%	151 46%	450 27%	445 38%	156 19%	
Don't know	236 12%	65 12%	169 12%	68 12%	135 12%	34 13%	151 12%	85 11%	164 13%	61 9%	9 3%	227 14%	84 7%	152 18%	
Mean	2.84	2.76	2.88	2.64	2.91	3.00	2.84	2.84	2.88	2.79	2.50	2.91	2.66	3.12	
Standard deviation	1.02	1.01	1.01	1.00	1.01	1.02	0.99	1.06	1.03	0.99	1.01	1.00	1.00	0.99	
Standard error	0.02	0.05	0.03	0.04	0.03	0.06	0.03	0.04	0.03	0.04	0.06	0.03	0.03	0.04	

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Absolutes/col percents

Table 6

Q.3 Below are some potential drawbacks that have been raised about the use of Virtual Reality. For each of the following, please select how concerned you would be about each when using Virtual Reality personally.

Feeling guilty over committing a crime in Virtual Reality

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2003	1062	941	259	291	311	335	304	503	550	646	807	510	581	382	530	230	797
Weighted base	2003	976	1027	233	347	329	357	289	449	580	686	738	539	539	437	489	255	878
NET: Concerned	827 41%	353 36%	474 46%	75 32%	130 37%	123 37%	130 36%	120 42%	249 56%	205 35%	252 37%	369 50%	226 42%	224 42%	172 39%	206 42%	93 36%	326 37%
Very concerned	(4) 344 17%	114 12%	229 22%	16 7%	36 10%	49 15%	48 13%	68 24%	126 28%	53 9%	97 14%	194 26%	83 15%	95 18%	80 18%	86 18%	45 18%	106 12%
Fairly concerned	(3) 483 24%	238 24%	245 24%	59 25%	94 27%	74 22%	82 23%	52 18%	123 27%	153 26%	156 23%	175 24%	143 27%	129 24%	92 21%	120 25%	48 19%	220 25%
Not very concerned	(2) 462 23%	259 27%	203 20%	72 31%	78 23%	90 27%	82 23%	74 26%	66 15%	150 26%	172 25%	140 19%	132 24%	127 24%	97 22%	106 22%	62 24%	225 26%
Not at all concerned	(1) 367 18%	214 22%	153 15%	54 23%	81 23%	61 19%	77 21%	44 15%	50 11%	136 23%	138 20%	94 13%	108 20%	83 15%	95 22%	81 17%	43 17%	190 22%
NET: Not concerned	829 41%	474 49%	356 35%	126 54%	160 46%	151 46%	158 44%	118 41%	117 26%	286 49%	310 45%	234 32%	240 45%	210 39%	192 44%	187 38%	105 41%	416 47%
Don't know	347 17%	149 15%	197 19%	31 13%	57 17%	55 17%	69 19%	51 18%	83 18%	89 15%	124 18%	134 18%	73 14%	105 19%	73 17%	96 20%	58 23%	137 16%
Mean	2.49	2.31	2.66	2.18	2.29	2.41	2.35	2.61	2.89	2.25	2.38	2.78	2.43	2.54	2.43	2.54	2.48	2.33
Standard deviation	1.05	1.00	1.07	0.92	1.01	1.02	1.05	1.09	1.03	0.98	1.03	1.06	1.03	1.04	1.10	1.05	1.07	1.01
Standard error	0.03	0.03	0.04	0.06	0.06	0.06	0.06	0.07	0.05	0.05	0.05	0.04	0.05	0.05	0.06	0.05	0.08	0.04

Virtual Reality Ethics Survey

ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 6

Q.3 Below are some potential drawbacks that have been raised about the use of Virtual Reality. For each of the following, please select how concerned you would be about each when using Virtual Reality personally.

Feeling guilty over committing a crime in Virtual Reality

Base: All respondents

	Region												Local area		Working status		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Urban	Rural	Working	Not working
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162	1606	397	1027	976
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176	1581	422	1134	869
NET: Concerned	827 41%	65 37%	32 32%	730 42%	37 44%	100 43%	64 38%	74 41%	53 36%	92 47%	127 48%	105 38%	77 44%	641 41%	186 44%	419 37%	408 47%
Very concerned	(4) 344 17%	20 12%	15 15%	309 18%	15 18%	50 22%	23 13%	26 14%	30 20%	34 17%	59 22%	41 15%	32 18%	267 17%	77 18%	151 13%	193 22%
Fairly concerned	(3) 483 24%	45 26%	17 17%	421 24%	21 25%	49 21%	41 24%	49 27%	24 16%	58 30%	69 26%	65 23%	46 26%	374 24%	109 26%	268 24%	215 25%
Not very concerned	(2) 462 23%	42 24%	32 31%	389 23%	23 27%	49 21%	42 25%	45 25%	35 23%	44 22%	43 16%	64 23%	44 25%	360 23%	103 24%	287 25%	175 20%
Not at all concerned	(1) 367 18%	39 23%	22 21%	306 18%	14 16%	47 20%	25 14%	42 23%	34 23%	31 16%	35 13%	56 20%	22 13%	307 19%	60 14%	233 21%	134 15%
NET: Not concerned	829 41%	82 47%	53 52%	695 40%	37 44%	96 42%	67 39%	87 48%	69 47%	74 38%	78 30%	121 43%	66 38%	667 42%	162 38%	521 46%	309 36%
Don't know	347 17%	28 16%	17 16%	302 18%	10 12%	34 15%	40 23%	19 11%	26 17%	28 14%	59 22%	54 19%	32 18%	273 17%	74 17%	194 17%	152 18%
Mean	2.49	2.31	2.30	2.51	2.52	2.53	2.47	2.36	2.40	2.57	2.73	2.40	2.61	2.46	2.58	2.36	2.65
Standard deviation	1.05	1.02	1.04	1.06	1.03	1.12	0.99	1.04	1.14	1.01	1.06	1.05	1.00	1.06	1.01	1.02	1.07
Standard error	0.03	0.08	0.10	0.03	0.12	0.09	0.08	0.09	0.10	0.08	0.07	0.07	0.09	0.03	0.06	0.04	0.04

Virtual Reality Ethics Survey

ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 6

Q.3 Below are some potential drawbacks that have been raised about the use of Virtual Reality. For each of the following, please select how concerned you would be about each when using Virtual Reality personally.

Feeling guilty over committing a crime in Virtual Reality

Base: All respondents

	Total	Children aged 18 or under?		Marital Status			Foreign holiday in last 3 years		Highest educational level		Q.1 Previous use of Virtual Reality		Q.1 Previous use of Virtual Reality	
		Yes	No	Single	Married/ Civil partner- ship/ co- habiting	Widowed /separated/ divorced	Yes	No	Primary/ Secondary	Univ- ersity or above	Have used	Have not used	Would like to use	Would not like to use
Unweighted base	2003	477	1515	617	1082	293	1154	849	1310	657	297	1706	1154	849
Weighted base	2003	547	1446	583	1153	257	1208	795	1304	662	325	1678	1161	842
NET: Concerned	827 41%	222 41%	602 42%	199 34%	508 44%	116 45%	488 40%	339 43%	548 42%	264 40%	131 40%	696 41%	425 37%	402 48%
Very concerned	(4) 344 17%	74 14%	270 19%	56 10%	220 19%	66 26%	196 16%	148 19%	241 19%	95 14%	37 11%	307 18%	134 12%	209 25%
Fairly concerned	(3) 483 24%	148 27%	333 23%	143 25%	288 25%	50 20%	292 24%	191 24%	307 24%	169 25%	95 29%	389 23%	291 25%	193 23%
Not very concerned	(2) 462 23%	126 23%	333 23%	162 28%	248 21%	48 19%	277 23%	186 23%	278 21%	178 27%	98 30%	364 22%	332 29%	130 15%
Not at all concerned	(1) 367 18%	112 21%	253 18%	128 22%	194 17%	45 18%	222 18%	145 18%	234 18%	127 19%	80 25%	287 17%	264 23%	103 12%
NET: Not concerned	829 41%	238 44%	586 41%	290 50%	442 38%	93 36%	499 41%	331 42%	512 39%	305 46%	178 55%	651 39%	596 51%	233 28%
Don't know	347 17%	86 16%	258 18%	93 16%	203 18%	48 19%	221 18%	125 16%	244 19%	93 14%	16 5%	331 20%	140 12%	207 25%
Mean	2.49	2.40	2.52	2.26	2.56	2.66	2.47	2.51	2.52	2.41	2.29	2.53	2.29	2.80
Standard deviation	1.05	1.03	1.06	0.97	1.06	1.14	1.05	1.06	1.07	1.01	0.98	1.06	0.99	1.07
Standard error	0.03	0.05	0.03	0.04	0.04	0.07	0.03	0.04	0.03	0.04	0.06	0.03	0.03	0.04

Virtual Reality Ethics Survey

ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 7

Q.3 Below are some potential drawbacks that have been raised about the use of Virtual Reality. For each of the following, please select how concerned you would be about each when using Virtual Reality personally.

A Virtual Reality experience affecting my behaviour even after using it

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2003	1062	941	259	291	311	335	304	503	550	646	807	510	581	382	530	230	797
Weighted base	2003	976	1027	233	347	329	357	289	449	580	686	738	539	539	437	489	255	878
NET: Concerned	1092 55%	492 50%	600 58%	122 53%	169 49%	165 50%	172 48%	170 59%	293 65%	292 50%	337 49%	464 63%	285 53%	301 56%	237 54%	270 55%	126 49%	440 50%
Very concerned	(4) 21%	428 15%	282 27%	26 11%	54 16%	62 19%	62 17%	73 25%	151 34%	80 14%	123 18%	225 30%	121 22%	102 19%	95 22%	110 23%	46 18%	142 16%
Fairly concerned	(3) 33%	664 35%	319 31%	97 42%	115 33%	104 32%	110 31%	97 34%	142 32%	212 37%	213 31%	239 32%	164 30%	199 37%	142 32%	160 33%	80 31%	299 34%
Not very concerned	(2) 18%	365 21%	161 16%	61 26%	71 20%	63 19%	73 20%	51 18%	47 10%	132 23%	136 20%	98 13%	111 21%	104 19%	72 16%	79 16%	49 19%	186 21%
Not at all concerned	(1) 11%	222 14%	85 8%	23 10%	55 16%	49 15%	47 13%	26 9%	22 5%	78 13%	96 14%	48 7%	78 15%	48 9%	49 11%	47 10%	32 12%	119 14%
NET: Not concerned	587 29%	342 35%	245 24%	84 36%	126 36%	112 34%	120 34%	77 27%	69 15%	210 36%	232 34%	146 20%	189 35%	152 28%	120 28%	126 26%	81 32%	306 35%
Don't know	324 16%	142 15%	182 18%	26 11%	52 15%	52 16%	66 18%	42 14%	87 19%	78 13%	117 17%	128 17%	65 12%	86 16%	80 18%	93 19%	48 19%	132 15%
Mean	2.77	2.60	2.94	2.61	2.57	2.64	2.64	2.88	3.17	2.59	2.64	3.05	2.69	2.78	2.79	2.84	2.67	2.62
Standard deviation	0.97	0.96	0.96	0.85	0.99	1.02	0.99	0.96	0.87	0.93	1.00	0.92	1.03	0.91	0.99	0.96	0.99	0.97
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.06	0.06	0.04	0.04	0.04	0.04	0.05	0.04	0.06	0.05	0.07	0.04

Virtual Reality Ethics Survey

ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 7

Q.3 Below are some potential drawbacks that have been raised about the use of Virtual Reality. For each of the following, please select how concerned you would be about each when using Virtual Reality personally.

A Virtual Reality experience affecting my behaviour even after using it

Base: All respondents

	Region											Local area		Working status			
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Urban	Rural	Working	Not working
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162	1606	397	1027	976
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176	1581	422	1134	869
NET: Concerned	1092 55%	83 48%	52 51%	957 55%	42 50%	129 56%	95 56%	100 55%	83 56%	117 60%	146 55%	153 55%	93 53%	860 54%	233 55%	566 50%	526 61%
Very concerned	(4) 428 21%	31 18%	17 16%	380 22%	19 23%	53 23%	29 17%	44 24%	35 23%	40 20%	74 28%	51 18%	36 21%	325 21%	103 24%	187 17%	241 28%
Fairly concerned	(3) 664 33%	52 30%	35 35%	577 33%	23 27%	76 33%	66 39%	56 31%	48 32%	77 40%	72 27%	102 36%	56 32%	535 34%	130 31%	379 33%	286 33%
Not very concerned	(2) 365 18%	35 20%	21 21%	309 18%	17 20%	43 19%	27 16%	36 20%	22 15%	26 13%	44 17%	51 18%	44 25%	287 18%	78 19%	236 21%	129 15%
Not at all concerned	(1) 222 11%	29 16%	14 13%	180 10%	10 12%	22 10%	15 9%	27 15%	20 13%	24 12%	22 8%	26 9%	13 8%	184 12%	38 9%	151 13%	71 8%
NET: Not concerned	587 29%	64 37%	35 34%	489 28%	27 32%	65 28%	42 25%	63 35%	41 28%	49 25%	66 25%	77 28%	57 33%	471 30%	116 28%	387 34%	200 23%
Don't know	324 16%	27 15%	15 15%	281 16%	15 18%	36 16%	33 20%	17 9%	24 16%	28 14%	52 20%	50 18%	26 15%	251 16%	73 17%	181 16%	143 16%
Mean	2.77	2.58	2.64	2.80	2.75	2.82	2.79	2.72	2.79	2.80	2.93	2.77	2.77	2.75	2.85	2.63	2.96
Standard deviation	0.97	1.03	0.97	0.97	1.03	0.96	0.90	1.04	1.03	0.96	0.99	0.92	0.92	0.98	0.97	0.97	0.95
Standard error	0.02	0.08	0.09	0.03	0.12	0.08	0.07	0.09	0.09	0.07	0.07	0.06	0.08	0.03	0.05	0.03	0.03

Virtual Reality Ethics Survey

ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 7

Q.3 Below are some potential drawbacks that have been raised about the use of Virtual Reality. For each of the following, please select how concerned you would be about each when using Virtual Reality personally.

A Virtual Reality experience affecting my behaviour even after using it

Base: All respondents

	Total	Children aged 18 or under?		Marital Status			Foreign holiday in last 3 years		Highest educational level		Q.1 Previous use of Virtual Reality		Q.1 Previous use of Virtual Reality	
		Yes	No	Single	Married/ Civil partner- ship/ co- habiting	Widowed /separated/ divorced	Yes	No	Primary/ Secondary	Univ- ersity or above	Have used	Have not used	Would like to use	Would not like to use
Unweighted base	2003	477	1515	617	1082	293	1154	849	1310	657	297	1706	1154	849
Weighted base	2003	547	1446	583	1153	257	1208	795	1304	662	325	1678	1161	842
NET: Concerned	1092 55%	291 53%	795 55%	268 46%	665 58%	153 59%	657 54%	436 55%	705 54%	372 56%	158 49%	934 56%	585 50%	507 60%
Very concerned	(4) 21%	428 18%	331 23%	77 13%	269 23%	80 31%	240 20%	188 24%	286 22%	134 20%	47 15%	380 23%	183 16%	245 29%
Fairly concerned	(3) 33%	664 36%	464 32%	191 33%	396 34%	73 28%	417 35%	247 31%	419 32%	238 36%	111 34%	554 33%	402 35%	262 31%
Not very concerned	(2) 18%	365 19%	260 18%	147 25%	180 16%	35 14%	216 18%	149 19%	219 17%	140 21%	79 24%	286 17%	276 24%	89 11%
Not at all concerned	(1) 11%	222 13%	151 10%	83 14%	117 10%	21 8%	137 11%	86 11%	143 11%	75 11%	69 21%	153 9%	164 14%	58 7%
NET: Not concerned	587 29%	175 32%	411 28%	231 40%	296 26%	56 22%	352 29%	235 30%	362 28%	214 32%	148 45%	439 26%	441 38%	146 17%
Don't know	324 16%	81 15%	240 17%	84 14%	192 17%	48 19%	199 16%	125 16%	236 18%	76 12%	19 6%	304 18%	135 12%	189 22%
Mean	2.77	2.68	2.81	2.53	2.85	3.01	2.75	2.80	2.79	2.74	2.45	2.85	2.59	3.06
Standard deviation	0.97	0.97	0.98	0.95	0.96	0.98	0.97	0.99	0.98	0.95	1.00	0.95	0.96	0.93
Standard error	0.02	0.05	0.03	0.04	0.03	0.06	0.03	0.04	0.03	0.04	0.06	0.03	0.03	0.04

Virtual Reality Ethics Survey

ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 8

Q.3 Below are some potential drawbacks that have been raised about the use of Virtual Reality. For each of the following, please select how concerned you would be about each when using Virtual Reality personally.

A reduced sense of right and wrong while in Virtual Reality experiences

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	2003	1062	941	259	291	311	335	304	503	550	646	807	510	581	382	530	230	797	
Weighted base	2003	976	1027	233	347	329	357	289	449	580	686	738	539	539	437	489	255	878	
NET: Concerned	1177 59%	524 54%	653 64%	133 57%	176 51%	174 53%	192 54%	182 63%	320 71%	309 53%	366 53%	501 68%	334 62%	324 60%	262 60%	258 53%	142 55%	482 55%	
Very concerned	(4) 26%	526 19%	187 33%	339 20%	45 16%	55 25%	82 20%	70 33%	95 40%	178 17%	101 22%	153 37%	273 27%	145 26%	139 27%	117 26%	125 26%	55 22%	183 21%
Fairly concerned	(3) 32%	650 34%	336 31%	314 38%	88 35%	121 28%	91 34%	122 30%	87 32%	142 36%	208 31%	213 31%	228 35%	188 34%	184 33%	145 27%	132 27%	86 34%	299 34%
Not very concerned	(2) 17%	338 19%	181 15%	157 15%	57 24%	74 21%	62 19%	64 18%	49 17%	31 7%	131 23%	127 18%	80 11%	96 18%	86 16%	69 16%	87 18%	45 18%	172 20%
Not at all concerned	(1) 10%	207 15%	143 6%	64 8%	19 16%	55 14%	46 12%	42 7%	21 5%	25 13%	73 13%	88 6%	46 11%	60 8%	42 12%	51 11%	54 11%	27 10%	105 12%
NET: Not concerned	544 27%	324 33%	220 21%	75 32%	129 37%	108 33%	106 30%	70 24%	56 12%	204 35%	214 31%	126 17%	156 29%	128 24%	119 27%	141 29%	72 28%	277 32%	
Don't know	282 14%	128 13%	154 15%	24 10%	42 12%	47 14%	59 16%	37 13%	73 16%	66 11%	106 15%	110 15%	50 9%	87 16%	55 13%	90 18%	42 16%	119 14%	
Mean	2.87	2.67	3.06	2.77	2.58	2.75	2.74	3.02	3.26	2.66	2.74	3.16	2.86	2.93	2.86	2.82	2.80	2.74	
Standard deviation	0.98	1.00	0.93	0.89	0.98	1.05	0.97	0.95	0.87	0.95	1.01	0.91	0.98	0.93	1.00	1.02	0.97	0.98	
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.06	0.06	0.04	0.04	0.04	0.03	0.05	0.04	0.05	0.05	0.07	0.04	

Virtual Reality Ethics Survey

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Absolutes/col percents

Table 8

Q.3 Below are some potential drawbacks that have been raised about the use of Virtual Reality. For each of the following, please select how concerned you would be about each when using Virtual Reality personally.

A reduced sense of right and wrong while in Virtual Reality experiences

Base: All respondents

	Region											Local area		Working status			
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Urban	Rural	Working	Not working
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162	1606	397	1027	976
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176	1581	422	1134	869
NET: Concerned	1177 59%	85 49%	63 61%	1029 60%	54 64%	125 54%	99 58%	105 58%	83 56%	114 59%	165 63%	169 60%	114 65%	920 58%	257 61%	624 55%	553 64%
Very concerned	(4) 526 26%	38 22%	22 22%	466 27%	28 33%	64 28%	47 28%	46 26%	45 30%	52 27%	74 28%	65 23%	45 25%	397 25%	129 31%	238 21%	288 33%
Fairly concerned	(3) 650 32%	47 27%	40 39%	563 33%	26 31%	61 27%	51 30%	59 33%	38 26%	62 32%	91 34%	104 37%	69 39%	522 33%	128 30%	385 34%	265 30%
Not very concerned	(2) 338 17%	38 22%	14 14%	286 17%	15 18%	45 20%	27 16%	32 18%	24 16%	33 17%	33 13%	44 16%	32 18%	270 17%	68 16%	217 19%	120 14%
Not at all concerned	(1) 207 10%	29 17%	15 15%	162 9%	9 11%	26 11%	8 5%	24 14%	18 12%	18 9%	17 7%	32 11%	10 6%	170 11%	37 9%	132 12%	75 9%
NET: Not concerned	544 27%	67 38%	30 29%	448 26%	24 29%	71 31%	35 21%	56 31%	41 28%	52 27%	51 19%	76 27%	41 24%	440 28%	104 25%	349 31%	195 22%
Don't know	282 14%	22 13%	10 9%	250 14%	6 7%	34 15%	36 21%	18 10%	24 16%	28 14%	48 18%	35 13%	21 12%	222 14%	60 14%	161 14%	121 14%
Mean	2.87	2.62	2.76	2.90	2.93	2.83	3.03	2.78	2.88	2.90	3.03	2.83	2.96	2.84	2.97	2.75	3.02
Standard deviation	0.98	1.06	1.01	0.97	1.02	1.03	0.89	1.02	1.06	0.97	0.91	0.97	0.86	0.98	0.98	0.97	0.97
Standard error	0.02	0.08	0.10	0.03	0.12	0.08	0.07	0.08	0.09	0.07	0.06	0.06	0.07	0.03	0.05	0.03	0.03

Virtual Reality Ethics Survey

ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 8

Q.3 Below are some potential drawbacks that have been raised about the use of Virtual Reality. For each of the following, please select how concerned you would be about each when using Virtual Reality personally.

A reduced sense of right and wrong while in Virtual Reality experiences

Base: All respondents

	Total	Children aged 18 or under?		Marital Status			Foreign holiday in last 3 years		Highest educational level		Q.1 Previous use of Virtual Reality		Q.1 Previous use of Virtual Reality	
		Yes	No	Single	Married/ Civil partner- ship/ co- habiting	Widowed /separated/ divorced	Yes	No	Primary/ Secondary	Univ- ersity or above	Have used	Have not used	Would like to use	Would not like to use
Unweighted base	2003	477	1515	617	1082	293	1154	849	1310	657	297	1706	1154	849
Weighted base	2003	547	1446	583	1153	257	1208	795	1304	662	325	1678	1161	842
NET: Concerned	1177 59%	302 55%	873 60%	292 50%	720 62%	161 63%	706 58%	470 59%	760 58%	398 60%	165 51%	1012 60%	625 54%	552 66%
Very concerned	(4) 526 26%	121 22%	405 28%	102 18%	335 29%	88 34%	294 24%	233 29%	363 28%	158 24%	60 19%	466 28%	215 18%	312 37%
Fairly concerned	(3) 650 32%	181 33%	468 32%	190 33%	385 33%	74 29%	412 34%	238 30%	398 31%	240 36%	105 32%	545 33%	410 35%	240 28%
Not very concerned	(2) 338 17%	104 19%	232 16%	136 23%	173 15%	26 10%	215 18%	123 15%	193 15%	141 21%	89 27%	248 15%	262 23%	75 9%
Not at all concerned	(1) 207 10%	64 12%	141 10%	80 14%	98 9%	26 10%	110 9%	96 12%	141 11%	62 9%	57 17%	150 9%	163 14%	43 5%
NET: Not concerned	544 27%	168 31%	372 26%	216 37%	271 24%	52 20%	325 27%	219 28%	334 26%	202 31%	146 45%	398 24%	426 37%	119 14%
Don't know	282 14%	77 14%	201 14%	75 13%	161 14%	44 17%	177 15%	105 13%	209 16%	62 9%	14 4%	268 16%	110 10%	172 20%
Mean	2.87	2.76	2.91	2.62	2.96	3.04	2.86	2.88	2.90	2.82	2.54	2.94	2.64	3.22
Standard deviation	0.98	0.99	0.98	0.98	0.95	1.01	0.95	1.03	1.01	0.94	1.00	0.96	0.97	0.89
Standard error	0.02	0.05	0.03	0.04	0.03	0.07	0.03	0.04	0.03	0.04	0.06	0.03	0.03	0.03