Parents' Views on VR for Kids



Virtual reality is just beginning to emerge in families' homes.

PERCENT OF FAMILIES WITH CHILDREN UNDER 18

21% own a VR device. 13% are planning to buy a VR device in the next year.

Kids don't use VR much.

PERCENT OF PARENTS OF 8- TO 17-YEAR-OLDS WHO USE VR

haven't used the VR device in the past week.

6%

say that one or more of their children used VR every day in the past week.

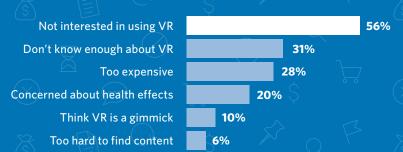
Most families who are not purchasing VR are not interested.



65%

of families with children under 18 don't own and are not planning to buy a VR device.

Reasons for not purchasing VR device:



Most parents think VR is for older kids.



43%

of parents say that it is appropriate for children under 13 to use VR.

Top parent VR concerns



70%

Sexual content, pornography, or violent content



67% Too much

time with VR



Social isolation

Parents worry about VR's impact on health.



60%

of parents say they are at least "somewhat concerned" that their children will experience negative health effects while using VR (includes 30% who are "very concerned").

Some kids experience health issues when using VR.

PERCENT OF PARENTS OF 8- TO 17-YEAR-OLDS WHO USE VR



13% Bumping into something



Dizziness



Headache



Eyestrain

It's all about the games.

PERCENT OF PARENTS OF 8- TO 17-YEAR-OLDS WHO USE VR

Percent of children who have used VR for the following:

38% Watching videos or movies 33% Exploring environments 22% Learning something **9%** Connecting with friends 7% Doing research

76% Playing games

VR has educational promise.

1% Medical therapy or intervention

of parents overall believe that VR will provide educational experiences for their children.

of parents of 8- to 17-year-olds who use VR believe that VR will provide educational experiences for their children.

VR has positive potential, but most parents don't expect that kids will learn to empathize with others while using VR.

Percent of parents who agree that ...

PARENTS OF 8- TO 17-YEAR-OLDS WHO USE VR ALL PARENTS

Virtual reality will allow children to do things they otherwise couldn't do.

76% 58%

Virtual reality will help children empathize with people different from them.

56% 38%

Virtual reality is a fun way to play together as a family.

78% 50%

Methodology: This Common Sense Media/SurveyMonkey online poll was conducted December 21-31, 2017, among a national sample of 12,148 adults. Of the adults sampled, 3,613 were the parent of at least one child under 18, and 471 indicated that they had a child between 8 and 17 years old who uses VR. Respondents for this survey were selected from the nearly 3 million people who take surveys on the SurveyMonkey platform each day. The modeled error estimate for this survey is plus or minus 1.5 percentage points. Data have been weighted to reflect the demographic composition of the United States in terms of age, race, sex, education, and geography using the Census Bureau's American Community Survey.



