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**

- **50%** 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 aren’t planning to buy a VR device.

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”).

Reasons for not purchasing VR device:

- Not interested in using VR: **44%**
- Don’t know enough about VR: **31%**
- Too expensive: **28%**
- Concerned about health effects: **20%**
- Think VR is a gimmick: **10%**
- Too hard to find content: **6%**

Most parents think VR is for older kids.

- **43%** of parents say that it is appropriate for children under 13 to use VR.

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”).

Top parent VR concerns

- **30%** Sexual content, pornographic, or violent content
- **6%** Too much time with VR
- **61%** Social isolation

Some kids experience health issues when using VR.

- **13%** Bumping into something
- **11%** Dizziness
- **10%** Headache
- **8%** Eyestrain

Parents’ Views on VR for Kids

**76%** Playing games

**38%** Watching videos or movies

**33%** Exploring environments

**22%** Learning something

**9%** Connecting with friends

**7%** Doing research

**1%** Medical therapy or intervention

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:

- **76%** Playing games
- **38%** Watching videos or movies
- **33%** Exploring environments
- **22%** Learning something
- **9%** Connecting with friends
- **7%** Doing research
- **1%** Medical therapy or intervention

VR has educational promise.

- **62%** of parents overall believe that VR will provide educational experiences for their children.

- **84%** 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...

- **78%** Virtual reality will allow children to do things they otherwise couldn’t do.
- **70%** Virtual reality will help children empathize with people different from them.
- **50%** Virtual reality is a fun way to play together as a family.

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, education, and geography using the Census Bureau’s American Community Survey.

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