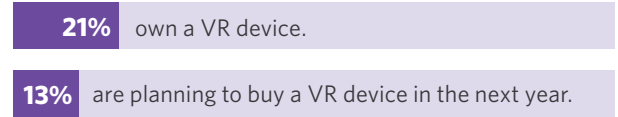


# Parents' Views on VR for Kids



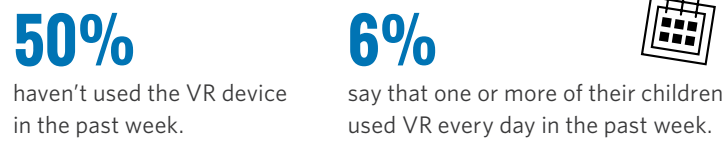
## Virtual reality is just beginning to emerge in families' homes.

PERCENT OF FAMILIES WITH CHILDREN UNDER 18

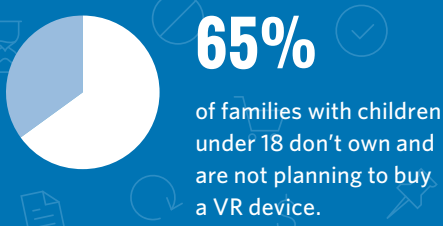


## Kids don't use VR much.

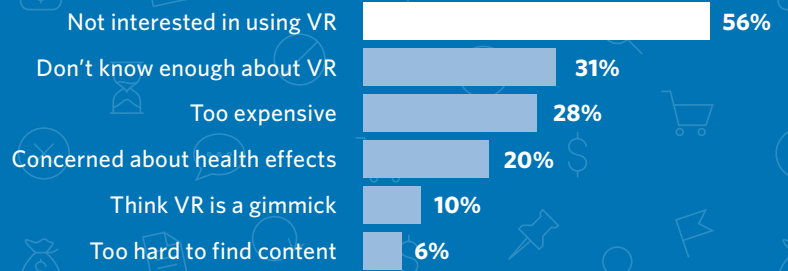
PERCENT OF PARENTS OF 8- TO 17-YEAR-OLDS WHO USE VR



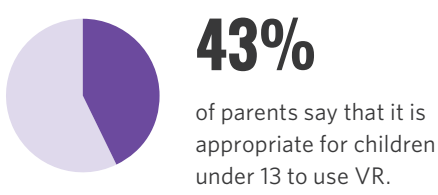
## Most families who are not purchasing VR are not interested.



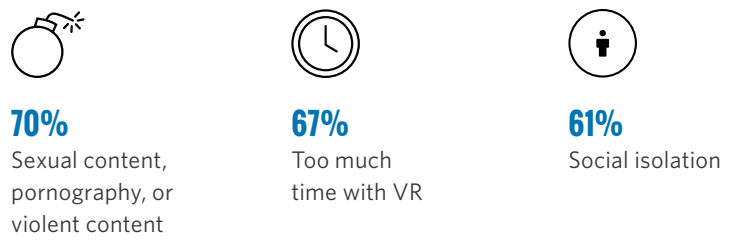
## Reasons for not purchasing VR device:



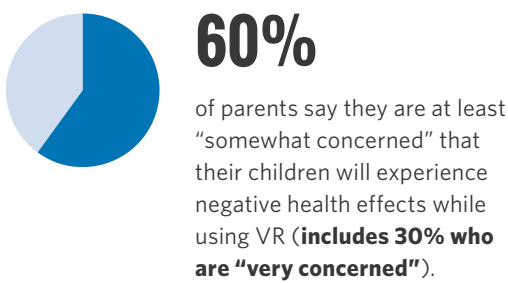
## Most parents think VR is for older kids.



## Top parent VR concerns

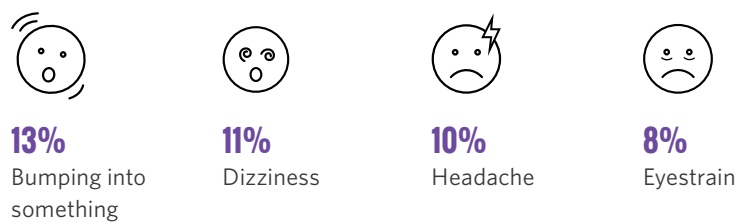


## Parents worry about VR's impact on health.



## Some kids experience health issues when using VR.

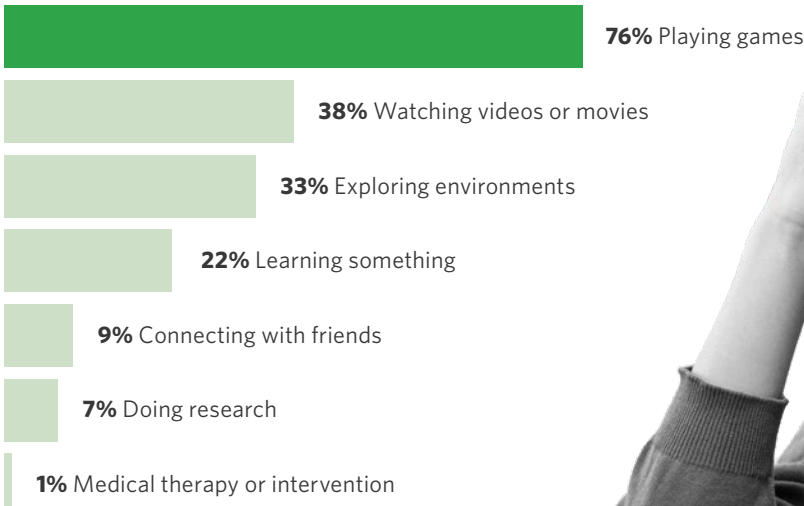
PERCENT OF PARENTS OF 8- TO 17-YEAR-OLDS WHO USE VR



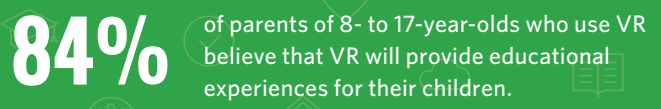
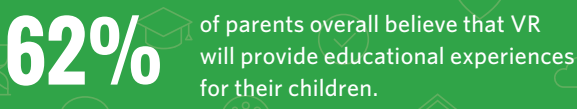
## It's all about the games.

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

### Percent of children who have used VR for the following:



## VR has educational promise.



## 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 ...

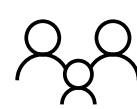
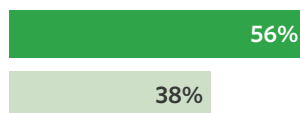
■ PARENTS OF 8- TO 17-YEAR-OLDS WHO USE VR ■ ALL PARENTS



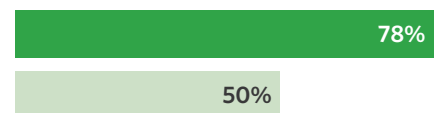
Virtual reality will allow children to do things they otherwise couldn't do.



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



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