



NFTs and Web3: blockchain enthusiasm cools down

n=5,118 U.S. Adults 18+

Data collected: April 5-7, 2022

MOE: +/- 2.0pp @95% CL

Key findings

1

Awareness and optimism for the future of NFTs and Web3 plateau in 2022

2

Nearly 1 in 4 (24%) of U.S. adults who have ever purchased an NFT are willing to spend more than \$100, while NFTs within gaming proves to be the most popular NFT category

3

Interest in crypto and blockchain drive NFT purchases, while a lack of knowledge and skepticism are the main reasons for avoiding the technology

4

There is high demand for professional investment advice for both crypto and NFTs, despite limited usage of financial advisors presently

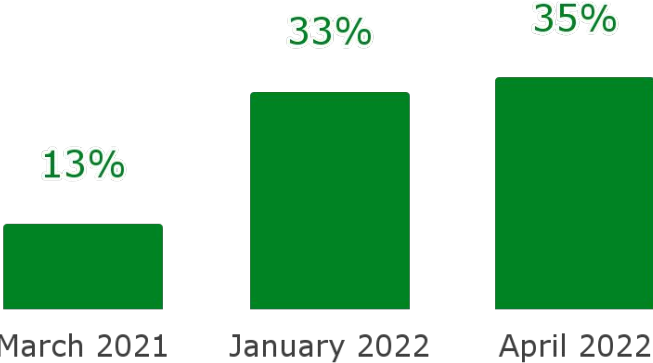
5

Web3 awareness declines among U.S. adults, but optimism increases among those aware even as understanding of the technology remains low

Enthusiasm for NFTs cool down in 2022 as awareness and optimism show signs of plateauing

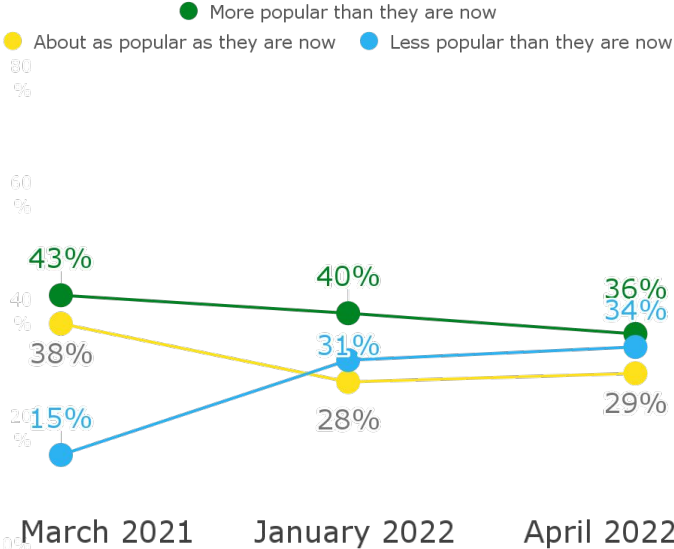
NFT Awareness

(NET heard a lot/ some)



In five years, do you think NFTs will be...?

(among aware)



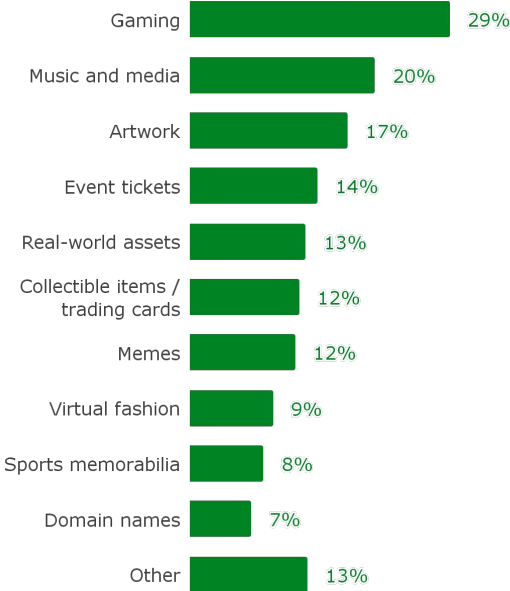
N = 4,284; March 3-7, 2021 | N = 3,052; January 5-6, 2022; | N = 5,118; April 5-7, 2021; U.S. Adults 18+

Q: How much, if at all, have you heard or read about non-fungible tokens (NFTs)?

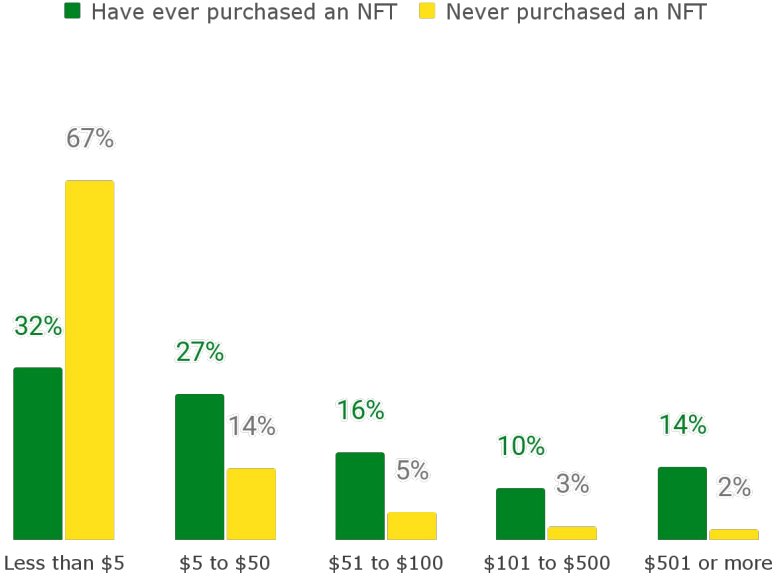
Q: In five years, do you think NFTs will be [more popular than they are now / about as popular as they are now / less popular than they are now]

Nearly 1 in 4 (24%) of U.S. adults who have ever purchased an NFT are willing to spend more than \$100; gaming NFTs are the most popular type of NFT purchased

Type of NFT bought within last 6 months



Amount willing to pay for an NFT (\$USD)

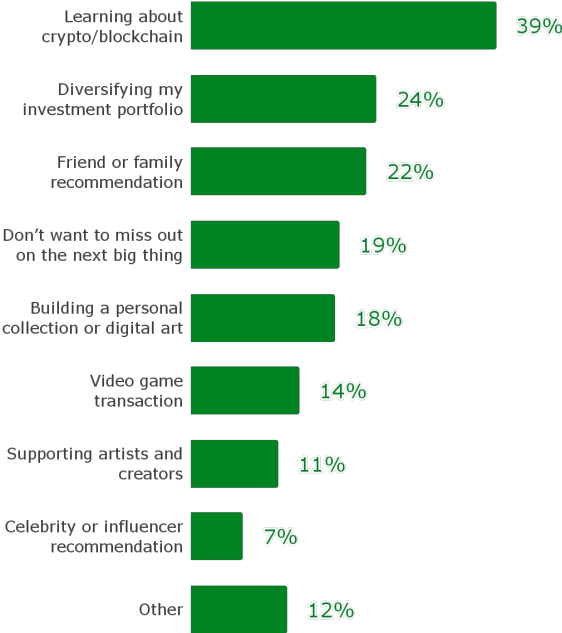


N = 5,118; April 5-7, 2021; U.S. Adults 18+
Q: What types of NFTs have you bought or sold in the past 6 months?
Q: How much are you willing to pay for an NFT?

Interest in crypto and blockchain drive NFT purchases, while a lack of knowledge and skepticism are the main reasons for avoiding the technology

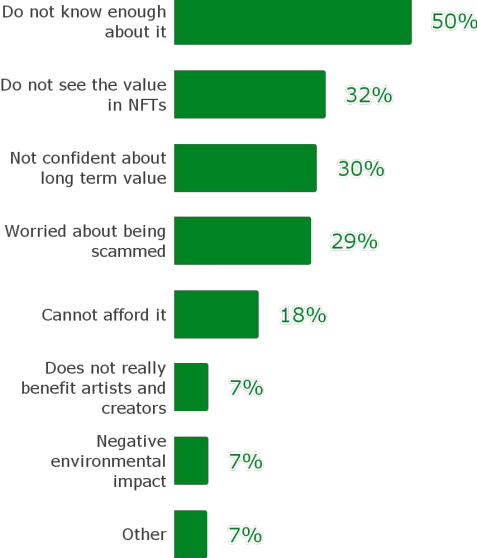
Main reasons for purchasing NFTs

(among those who have ever purchased)



Main reasons for NOT purchasing NFTs

(among those who have never purchased)



N = 5,118; April 5-7, 2021; U.S. Adults 18+
Q: What are your main reasons for buying, selling, or trading NFTs? (Select all that apply).
Q: What are your main reasons for not buying NFTs? (Select all that apply).

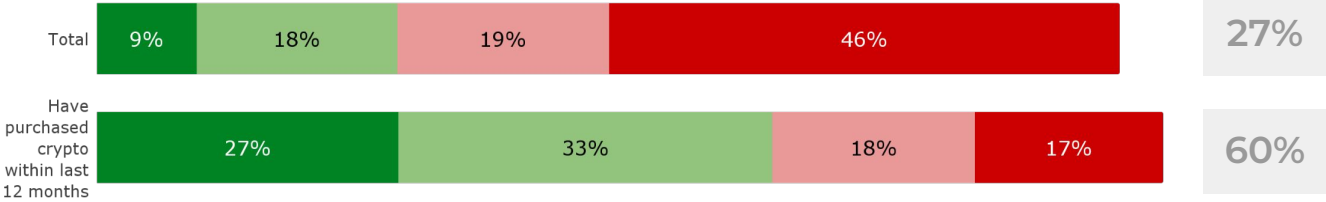
There is high demand for professional investment advice for both crypto and NFTs, despite limited usage of financial advisors presently

How interested are you in seeking professional advice for investing in...

Very interested Somewhat interested Not too interested Not interested at all

NET interested

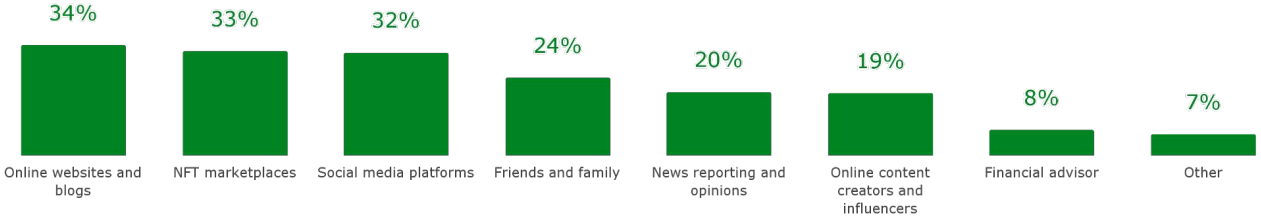
cryptocurrency



NFTs



Which of the following sources do you use to follow NFTs?
(among those who have purchased an NFT)

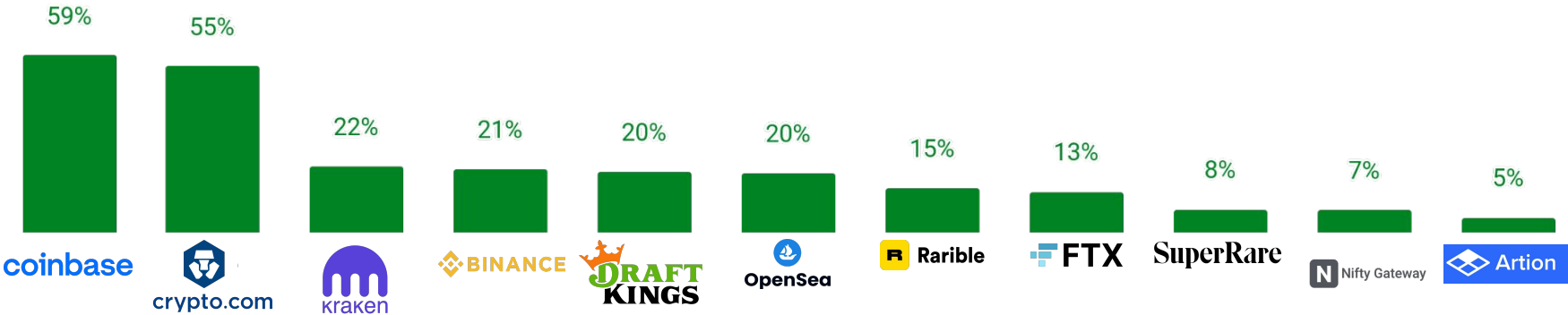


N = 5,118; April 5-7, 2021; U.S. Adults 18+
Q: How interested are you in seeking professional advice for investing in: [Cryptocurrency / NFTs]
Q: Which of the following sources do you use to follow NFTs? (Select all that apply).



Crypto exchanges **Coinbase** and **crypto.com** lead all other dedicated NFT marketplaces in awareness as they incorporate NFTs into their platforms

Which of the following NFT marketplaces have you heard of?
(among those who have ever purchased an NFT)

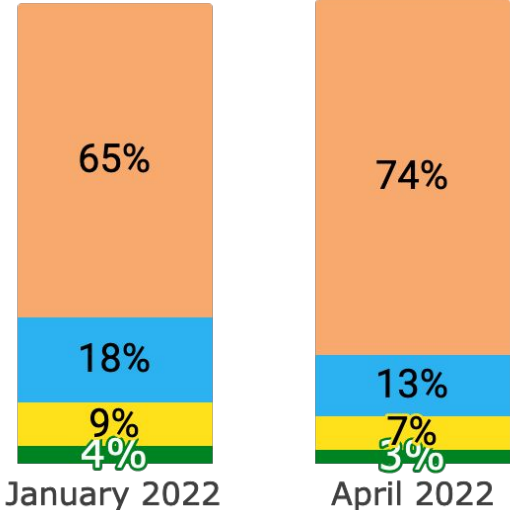


N = 5,118; April 5-7, 2021; U.S. Adults 18+
Q: Which of the following NFT marketplaces have you heard of? (Select all that apply)

Web3 awareness declines among U.S. adults, but optimism increases among those aware even as understanding of the technology remains low

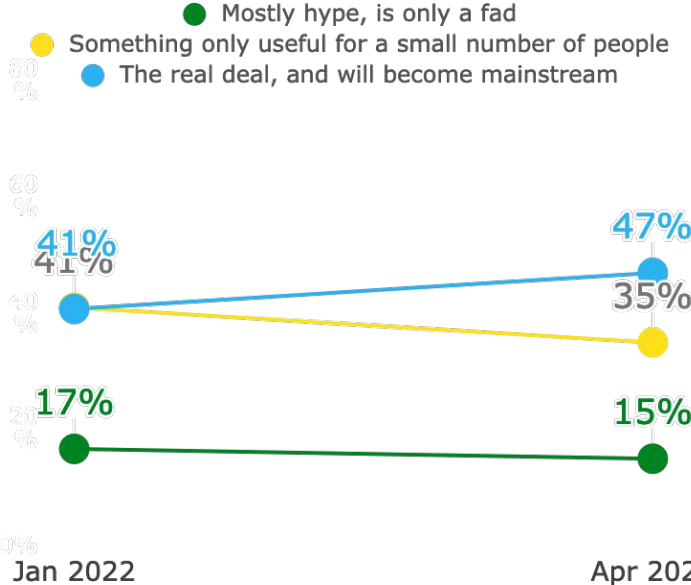
How much, if at all, have you heard of Web3?

Not at all Not much Some A lot



45%
 Less than half (45%) of those who have heard of Web3 say they know a great deal or a fair amount about the technology

Do you think Web3 is mostly hype or the real deal? (among aware)



N = 3,052; January 5-6, 2022; | N = 5,118; April 5-7, 2021; U.S. Adults 18+
 Q: How much, if at all, have you heard of Web3?
 Q: How much do you know about Web3?
 Q: Do you think Web3 is mostly hype or the real deal?

