



# Web3, DAOs, and NFTs

n=3,052 U.S. Adults 18+

Data collected: January 5-6, 2022

MOE: +/- 2.5pp @95% CI

## Key findings

1

Americans are mostly distrustful of companies today, citing concentration of decision-making power and excessive focus on corporate profits

2

Only half (52%) of Americans believe that everyone has an equal chance to succeed and thrive on the internet

3

Most support Web3 and DAOs in theory, but express skepticism toward who benefits from the technology

4

NFTs rise in popularity compared to the previous year, but enthusiasm for the technology diminishes from the previous year as many see investors as its primary beneficiaries

5

Interest in NFTs is especially high among people of color, signaling belief in the technology's goal of increasing access to creators

# Americans are mostly distrustful of companies today, citing concentration of decision-making power and excessive focus on corporate profits

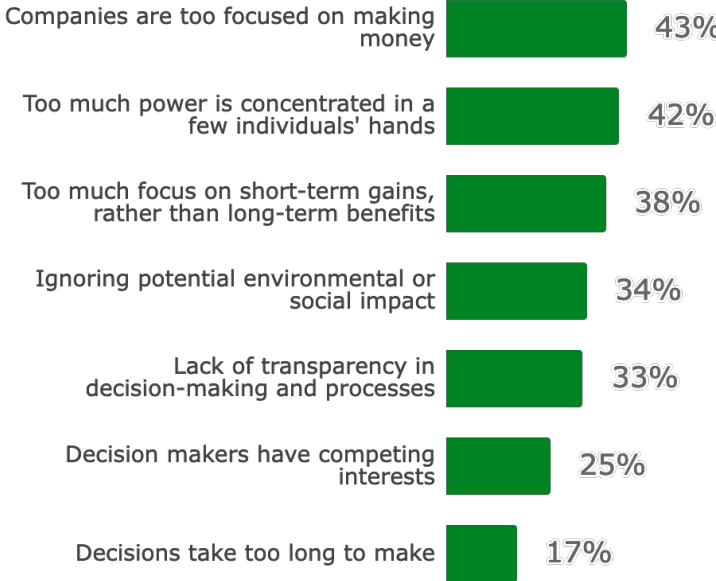
77%

of U.S. adults agree that companies today are focused on corporate profits over the public good

30%

of U.S. adults agree that corporations can be trusted to look out for the public good

## Which of the following do you think are the biggest issues that companies face when making decisions?



N = 3,052; January 5-6, 2022; U.S. Adults 18+  
Q: How much do you agree or disagree that companies today are focused on corporate profits over the public good?  
Q: How much do you agree or disagree with the following? -Corporations can be trusted to look out for the public good  
Q: Which of the following do you think are the biggest issues that companies face when making decisions? (Select all that apply)

# DAOs see broad support for technology, but encounter skepticism on it beneficiaries

18%

of U.S. adults have heard of DAOs (decentralized autonomous organizations)

63%

of those who have heard of DAOs say they are confident the technology will improve how companies and organizations are run

Do you think DAOs are mostly hype or the real deal?  
(among aware)

■ Mostly hype, is only a fad   ■ Something only useful for a small number of people   ■ The real deal, and will become mainstream



N = 3,052; January 5-6, 2022; U.S. Adults 18+  
Q: How much, if at all, have you heard or read about "decentralized autonomous organizations" (DAOs)?  
Q: How confident are you that DAOs will improve how companies and organizations are run?  
Q: Do you think DAOs are mostly hype or the real deal?

# Only half (52%) of Americans believe that everyone has an equal chance to succeed and thrive on the internet



52%

52% of U.S. adults believe that everyone has an equal chance to succeed and thrive on the internet



84%

84% believe that large corporations and brands have too much influence on the internet



70%

70% believe that small businesses and individuals are too dependent on closed platforms, such as technology and social media companies

N = 3,052; January 5-6, 2022; U.S. Adults 18+

Q: How much do you agree or disagree with the following?-Everyone has an equal chance to succeed and thrive on the internet today

Q: How much do you agree or disagree with the following?-Large corporations and brands have too much influence on the internet

Q: How much do you agree or disagree with the following?-Small businesses and individuals are too dependent on closed platforms such as technology and social media companies

# Web3 sees substantive support among those aware, with four in ten envisioning the technology as the future of the internet

13%

of U.S. adults have heard of Web3

67%

of those who have heard of Web3 are confident the internet can move away from closed service providers, such as Google, Amazon, and Facebook

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

■ Mostly hype, is only a fad   ■ Something only useful for a small number of people   ■ The real deal, and will become mainstream



N = 3,052; January 5-6, 2022; U.S. Adults 18+  
Q: How much, if at all, have you heard of Web3?  
Q: How confident are you that the internet can move away from closed service providers such as Google, Amazon, and Facebook, and toward more open platforms?  
Q: Do you think Web3 is mostly hype or the real deal?

# Public awareness of NFTs nearly triples from the previously year, but enthusiasm for its future dampens

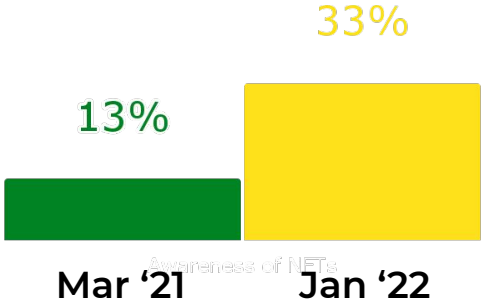
9%

of U.S. adults have ever bought, sold, or traded an NFT

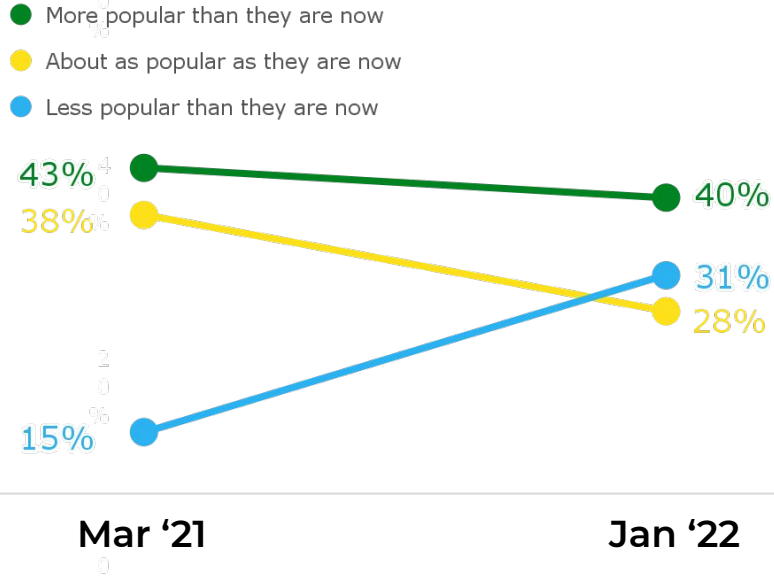
16%

of U.S. adults who have never previously heard of NFTs, express interest in owning one

NFTs Awareness (NET heard a lot/ some)



In five years, do you think NFTs will be...? (among aware)



N = 3,052; January 5-6, 2022; U.S. Adults 18+ | N = 4,284; March 3-7, 2021; U.S. Adults 18+  
 Q: Have you ever bought, sold, or traded an NFT?  
 Q: How interested are you in owning an NFT?  
 Q: How much, if at all, have you heard or read about non-fungible tokens (NFTs)?  
 Q: Do you think NFTs are mostly hype or the real deal?

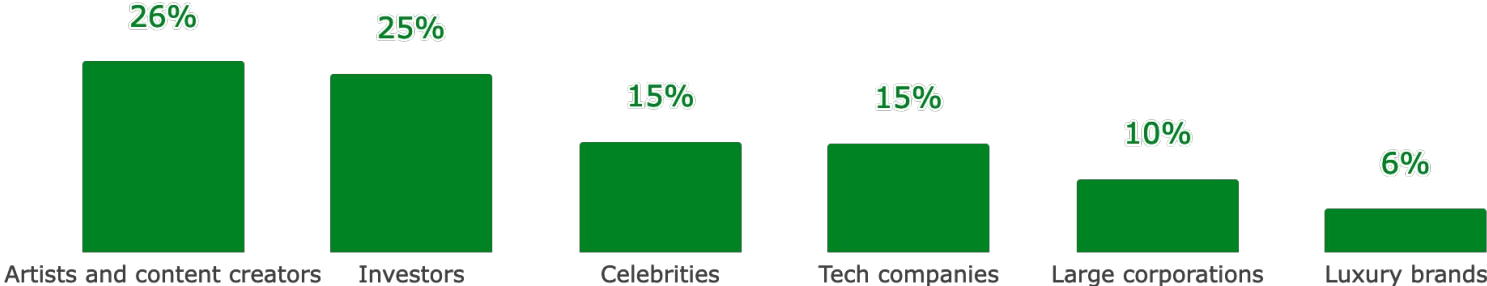
# Only one in four believe NFTs mostly benefit creators, with an equal number believing that investors are its biggest beneficiaries

Do you think NFTs are mostly hype or the real deal?  
(among aware)

■ Mostly hype, is only a fad   ■ Something only useful for a small number of people   ■ The real deal, and will become mainstream



Who do you think benefits the most from NFTs?  
(among aware)



N = 3,052; January 5-6, 2022; U.S. Adults 18+  
Q: Do you think NFTs are mostly hype or the real deal?  
Q: Who do you think benefits the most from NFTs?

# Those who have ever owned an NFT are more likely to be younger, male, more diverse, lower income, and less educated than non-owners

Among those who have ever purchased, sold, or traded an NFT...

**Younger**

**76%**

are Gen Z and Millennials, compared with less than half (46%) non-owners

**More male**

**68%**

are men, compared with 61% of non-owners

**More diverse**

**61%**

identify as a person of color, compared with one-third (32%) of non-owners

**Lower income**

**72%**

make less than 100k per year, compared with 63% of non-owners

**Less educated**

**17%**

have a college degree, compared with 43% of non-owners

N = 3,052; January 5-6, 2022; U.S. Adults 18+  
Q: How much, if at all, have you heard or read about non-fungible tokens (NFTs)?  
Q: Have you ever bought, sold, or traded an NFT?



