

03021 - HOD FLASH (24 Hour) Survey

Q3101: New technologies are often debated for their potential impact on the environment (e.g., greenhouse gas emissions, climate change, air quality). What kind of impact do you think each of the following technologies has on the environment?

Table for Q3101 showing environmental impact ratings for 22 technologies across gender and age groups. Includes columns for Total, Male, Female, and various age brackets (18-34, 35-44, etc.).

* Table Base: U.S. RESPONDENTS

Q3102: Before taking this survey, how familiar were you with NFTs (non-fungible tokens) (i.e., a digital asset that represents something unique like artwork, collectibles, or online gaming assets)?

Table for Q3102 showing familiarity with NFTs across gender and age groups. Includes columns for Total, Male, Female, and various age brackets.

* Table Base: U.S. RESPONDENTS

Q3103: Which of the following statements about NFTs are true for all that apply.

Table for Q3103 showing agreement with 12 statements about NFTs across gender and age groups.

* Table Base: U.S. RESPONDENTS

Q3104: Which of the following assets are you currently invested in? Please select all that apply.

Table for Q3104 showing investment in 15 different asset types across gender and age groups.

* Table Base: U.S. RESPONDENTS

Q3105: Do you consider yourself to be a collector (i.e., collecting a large amount of the same items, such as stamps, shoes, or coins)?

Table for Q3105 showing self-identification as a collector across gender and age groups.

* Table Base: U.S. RESPONDENTS

Q3106: Which of the following items do you currently collect? Please select all that apply.

Table for Q3106 showing collection of 35 different items across gender and age groups.

* Table Base: COLLECTORS

Q3107: How likely are you to consider buying an NFT?

Table for Q3107 showing likelihood of buying an NFT across gender and age groups.

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Q3108: Which of the following types of NFTs would you consider buying? Please select all that apply.

Table for Q3108 showing interest in 19 different NFT types across gender and age groups.

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Q3109: From which of the following brands would you consider buying an NFT? Please select all that apply.

Table for Q3109 showing interest in buying NFTs from 43 different brands across gender and age groups.

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Q3110: How much of your own money would you be willing to spend to buy each of the following types of NFT?

Table for Q3110 showing willingness to spend money on 17 different NFT types across gender and age groups.

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Q3111: How much of your own money would you be willing to spend to buy each of the following types of NFT?

Table for Q3111 showing willingness to spend money on 17 different NFT types across gender and age groups.

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Q3112: How much of your own money would you be willing to spend to buy each of the following types of NFT?

Table for Q3112 showing willingness to spend money on 17 different NFT types across gender and age groups.

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Q3113: How much of your own money would you be willing to spend to buy each of the following types of NFT?

Table for Q3113 showing willingness to spend money on 17 different NFT types across gender and age groups.

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Minimum 10000.00 10000.00 500.00 10000.00 10000.00 10000.00 10000.00 500.00 10000.00 1000.00 10000.00 10000.00 10000.00 100.00 500.00 500.00 0.00 250.00 500.00 10000.00 10000.00 500.00 10000.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Videos

	Gender		Age							Male Age					Female Age					Region			
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northest (S)	South (T)	Midwest (U)	West (V)		
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
\$25 or less	18%	22%	7%	17%	14%	39%	0%	18%	64%	18%	0%	0%	13%	9%	0%	0%	0%	32%	15%	16%	13%		
\$26-\$50	16%	9%	35%	14%	12%	38%	0%	12%	0%	9%	0%	0%	26%	0%	37%	85%	0%	10%	15%	21%	15%		
\$51-\$75	7%	0%	0%	11%	4%	0%	0%	14%	5%	0%	0%	0%	0%	0%	0%	0%	0%	15%	3%	28%	0%		
\$76-\$100	18%	13%	34%	14%	16%	22%	0%	8%	20%	27%	0%	0%	41%	0%	15%	69%	0%	36%	14%	11%	18%		
\$101-\$250	28%	34%	11%	31%	36%	0%	0%	33%	41%	0%	0%	0%	20%	15%	0%	0%	0%	0%	35%	28%	36%		
\$251-\$1000	7%	14%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	39%	0%	11%	0%	7%	5%	7%	11%		
More than \$1000	5%	7%	0%	0%	9%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%	0%	8%		
Mean	340.49	402.35	165.40	472.56	286.29	42.12	0.00	50.135	248.64	38.18	0.00	0.00	96.28	446.07	48.26	103.12	0.00	77.01	661.95	99.03	276.69		
Median	100.00	100.00	100.00	200.00	30.00	111.00	0.00	100.00	300.00	18.00	111.00	0.00	100.00	250.00	50.00	100.00	0.00	60.00	300.00	60.00	200.00		
Standard Deviation	1333.60	1531.56	257.01	1763.44	389.09	36.71	93.91	2935.12	360.70	44.01	0.00	0.00	66.80	575.18	29.72	135.65	0.00	73.12	2180.85	82.52	351.63		
Maximum	10000.00	10000.00	10000.00	10000.00	10000.00	10000.00	0.00	10000.00	10000.00	10000.00	10000.00	111.00	0.00	200.00	10000.00	10000.00	0.00	300.00	10000.00	300.00	10000.00		

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Tweets

	Gender		Age							Male Age					Female Age					Region			
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northest (S)	South (T)	Midwest (U)	West (V)		
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
\$25 or less	16%	10%	37%	22%	0%	28%	0%	14%	0%	28%	0%	0%	46%	0%	0%	0%	0%	0%	13%	10%	23%		
\$26-\$50	12%	17%	44%	18%	21%	0%	0%	5%	37%	0%	0%	0%	54%	0%	0%	0%	0%	46%	25%	0%	27%		
\$51-\$75	2%	3%	0%	0%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%		
\$76-\$100	17%	18%	14%	18%	23%	0%	0%	25%	14%	0%	0%	0%	0%	70%	0%	0%	0%	32%	7%	77%	0%		
\$101-\$250	31%	39%	6%	41%	20%	0%	0%	27%	18%	0%	0%	0%	0%	30%	0%	0%	0%	0%	43%	0%	38%		
\$251-\$1000	14%	18%	0%	0%	18%	72%	0%	100%	0%	22%	72%	100%	0%	0%	0%	0%	0%	0%	23%	17%	0%		
More than \$1000	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Mean	143.30	168.95	51.62	65.44	201.51	133.00	0.00	105.53	366.91	33.00	0.00	0.00	32.39	129.83	0.00	0.00	0.00	116.80	165.80	79.42	148.92		
Median	100.00	100.00	37.00	100.00	100.00	500.00	0.00	100.00	1000.00	333.00	0.00	0.00	37.00	100.00	0.00	0.00	0.00	100.00	109.00	100.00	150.00		
Standard Deviation	184.06	200.10	49.48	55.71	306.18	344.31	0.00	51.08	338.60	344.31	0.00	0.00	14.98	102.09	0.00	0.00	0.00	130.38	236.48	43.53	162.96		
Maximum	10000.00	10000.00	200.00	10000.00	50000.00	333.00	0.00	2000.00	10000.00	50000.00	333.00	0.00	50.00	200.00	0.00	0.00	0.00	100.00	10000.00	1000.00	5000.00		

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Essays

	Gender		Age							Male Age					Female Age					Region			
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northest (S)	South (T)	Midwest (U)	West (V)		
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
\$25 or less	17%	7%	29%	33%	0%	0%	0%	15%	0%	0%	0%	0%	40%	0%	0%	0%	0%	0%	43%	1%	0%		
\$26-\$50	6%	11%	0%	11%	0%	0%	0%	25%	0%	0%	0%	0%	0%	0%	0%	0%	0%	13%	0%	27%	0%		
\$51-\$75	6%	0%	0%	13%	12%	0%	0%	0%	0%	0%	0%	0%	22%	0%	0%	0%	0%	0%	15%	0%	0%		
\$76-\$100	29%	28%	31%	25%	25%	0%	0%	34%	30%	0%	0%	0%	28%	0%	0%	58%	0%	67%	0%	26%	0%		
\$101-\$250	16%	21%	11%	0%	57%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	32%	0%	51%		
\$251-\$1000	20%	19%	12%	0%	100%	42%	0%	26%	0%	100%	0%	0%	0%	100%	42%	0%	0%	20%	9%	73%	24%		
More than \$1000	5%	10%	0%	0%	19%	0%	0%	23%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%		
Mean	382.72	552.05	187.65	132.12	705.49	895.90	0.00	234.57	813.19	800.00	0.00	0.00	42.83	183.87	1000.00	183.39	0.00	216.88	87.12	740.47	1028.00		
Median	100.00	100.00	100.00	50.00	800.00	1000.00	0.00	900.00	1000.00	800.00	0.00	0.00	50.00	200.00	1000.00	1000.00	0.00	100.00	100.00	200.00	1000.00		
Standard Deviation	709.48	911.97	241.98	113.48	1207.95	131.48	0.00	338.66	1321.78	0.00	0.00	0.00	46.56	108.51	0.00	141.15	0.00	290.82	102.89	1290.21	1290.21		
Maximum	3000.00	3000.00	10000.00	900.00	3000.00	10000.00	300.00	0.00	9000.00	3000.00	0.00	0.00	100.00	200.00	1000.00	300.00	0.00	900.00	300.00	1000.00	3000.00		

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Songs

	Gender		Age							Male Age					Female Age					Region			
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northest (S)	South (T)	Midwest (U)	West (V)		
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
\$25 or less	24%	20%	32%	18%	27%	45%	0%	11%	16%	57%	0%	0%	32%	49%	27%	0%	0%	14%	29%	46%	13%		
\$26-\$50	30%	30%	28%	25%	28%	51%	0%	25%	36%	43%	0%	0%	26%	18%	63%	23%	0%	21%	16%	16%	32%		
\$51-\$75	2%	3%	0%	0%	8%	0%	0%	0%	0%	0%	0%	0%	0%	14%	0%	0%	0%	0%	8%	2%	0%		
\$76-\$100	16%	13%	21%	15%	20%	0%	0%	37%	26%	0%	0%	100%	32%	7%	0%	37%	0%	32%	14%	11%	13%		
\$101-\$250	9%	10%	7%	13%	7%	4%	0%	14%	10%	0%	0%	0%	10%	0%	10%	0%	0%	19%	4%	5%	12%		
\$251-\$1000	8%	7%	9%	7%	11%	0%	0%	40%	7%	0%	0%	0%	0%	19%	0%	0%	0%	6%	20%	2%	8%		
More than \$1000	11%	18%	0%	22%	0%	0%	0%	22%	34%	0%	0%	0%	0%	0%	0%	0%	0%	4%	4%	0%	22%		
Mean	1235.03	2648.28	113.93	3244.57	164.13	36.49	0.00	144.69	4099.45	136.76	0.00	0.00	75.01	100.00	0.00	164.89	0.00	126.11	894.48	2322.17	894.48		
Median	50.00	50.00	50.00	45.00	50.00	200.00	0.00	100.00	200.00	45.00	0.00	0.00	50.00	50.00	100.00	100.00	0.00	100.00	50.00	40.00	50.00		
Standard Deviation	6751.94	8395.04	212.19	9226.33	306.46	42.24	157.23	0.00	11120.65	255.96	0.00	0.00	88.99	426.18	60.93	157.73	0.00	166.31	9968.22	2827.39	4210.00		
Maximum	50000.00	50000.00	10000.00	50000.00	10000.00	200.00	300.00	1000.00	50000.00	10000.00	50.00	0.00	100.00	500.00	1000.00	200.00	0.00	700.00	50000.00	4400.00	10000.00		

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Apparel or footwear designs

	Gender		Age							Male Age					Female Age					Region			
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northest (S)	South (T)</				

Q3101: HOD FLASH (24 Hour) Survey

New technologies are often debated for their potential impact on the environment (e.g., greenhouse gas emissions, climate change, air quality). What kind of impact do you think each of the following technologies has on the environment?

Table with 16 columns: Total, Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), No (J), Employed (K), Children in HH (L), Parent of Child Under 18 (M), Home Ownership (N), Renter (P), Married (Q), Not married (R), White (S), AA (T), Race/Ethnicity (U). Rows include Total, Unweighted, Positive impact, Negative impact, etc.

* Table Base: U.S. RESPONDENTS

Q3102: Before taking this survey, how familiar were you with NFTs (non-fungible tokens) (i.e., a digital asset that represents something unique like artwork, collectibles, or online gaming assets)?

Table with 16 columns: Total, Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), No (J), Employed (K), Children in HH (L), Parent of Child Under 18 (M), Home Ownership (N), Renter (P), Married (Q), Not married (R), White (S), AA (T), Race/Ethnicity (U). Rows include Total, Unweighted, Aware of NFTs (Net), Familiar with NFTs (Net), etc.

* Table Base: U.S. RESPONDENTS

Q3103: Which of the following statements about NFTs are true for you? Please select all that apply.

Table with 16 columns: Total, Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), No (J), Employed (K), Children in HH (L), Parent of Child Under 18 (M), Home Ownership (N), Renter (P), Married (Q), Not married (R), White (S), AA (T), Race/Ethnicity (U). Rows include Total, Unweighted, I consider NFTs to be a short-term fad, I consider NFTs to be a worthwhile financial investment, etc.

* Table Base: FAMILIAR WITH NFTS

Q3104: Which of the following assets are you currently invested in? Please select all that apply.

Table with 16 columns: Total, Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), No (J), Employed (K), Children in HH (L), Parent of Child Under 18 (M), Home Ownership (N), Renter (P), Married (Q), Not married (R), White (S), AA (T), Race/Ethnicity (U). Rows include Total, Unweighted, Equally stocks (not employer-funded), Cryptocurrencies, Exchange traded funds (ETFs), etc.

* Table Base: U.S. RESPONDENTS

Q3105: Do you consider yourself to be a collector (i.e., collecting a large amount of the same items, such as stamps, shoes, or coins)?

Table with 16 columns: Total, Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), No (J), Employed (K), Children in HH (L), Parent of Child Under 18 (M), Home Ownership (N), Renter (P), Married (Q), Not married (R), White (S), AA (T), Race/Ethnicity (U). Rows include Total, Unweighted, Yes, No.

* Table Base: U.S. RESPONDENTS

Q3106: Which of the following items do you currently collect? Please select all that apply.

Table with 16 columns: Total, Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), No (J), Employed (K), Children in HH (L), Parent of Child Under 18 (M), Home Ownership (N), Renter (P), Married (Q), Not married (R), White (S), AA (T), Race/Ethnicity (U). Rows include Total, Unweighted, Coins, Shoes, Physical playing/trading cards, Stamps, etc.

* Table Base: COLLECTORS

Q3107: How likely are you to consider buying an NFT?

Table with 16 columns: Total, Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), No (J), Employed (K), Children in HH (L), Parent of Child Under 18 (M), Home Ownership (N), Renter (P), Married (Q), Not married (R), White (S), AA (T), Race/Ethnicity (U). Rows include Total, Unweighted, At least somewhat likely (Net), Very likely, Somewhat likely, etc.

* Table Base: FAMILIAR WITH NFTS

Q3108: Which of the following types of NFTs would you consider buying? Please select all that apply.

Table with 16 columns: Total, Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), No (J), Employed (K), Children in HH (L), Parent of Child Under 18 (M), Home Ownership (N), Renter (P), Married (Q), Not married (R), White (S), AA (T), Race/Ethnicity (U). Rows include Total, Unweighted, Song, Digital artworks, Videos, etc.

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Q3109: Which of the following are reasons why you would consider buying an NFT? Please select all that apply.

Table with 16 columns: Total, Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), No (J), Employed (K), Children in HH (L), Parent of Child Under 18 (M), Home Ownership (N), Renter (P), Married (Q), Not married (R), White (S), AA (T), Race/Ethnicity (U). Rows include Total, Unweighted, The return on investment, I'm an art fan, etc.

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Q3110: From which of the following brands would you consider buying an NFT? Please select all that apply.

Table with 16 columns: Total, Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), No (J), Employed (K), Children in HH (L), Parent of Child Under 18 (M), Home Ownership (N), Renter (P), Married (Q), Not married (R), White (S), AA (T), Race/Ethnicity (U). Rows include Total, Unweighted, Nike, Adidas, Taco Bell, etc.

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Q3111: How much of your own money would you be willing to spend to buy each of the following types of NFTs?

Table with 16 columns: Total, Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), No (J), Employed (K), Children in HH (L), Parent of Child Under 18 (M), Home Ownership (N), Renter (P), Married (Q), Not married (R), White (S), AA (T), Race/Ethnicity (U). Rows include Total, Unweighted, Mean Summary, Digital sports cards, Memes, etc.

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Table with 16 columns: Total, Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), No (J), Employed (K), Children in HH (L), Parent of Child Under 18 (M), Home Ownership (N), Renter (P), Married (Q), Not married (R), White (S), AA (T), Race/Ethnicity (U). Rows include Total, Unweighted, \$25 or less, \$26-\$50, etc.

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Table with 16 columns: Total, Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), No (J), Employed (K), Children in HH (L), Parent of Child Under 18 (M), Home Ownership (N), Renter (P), Married (Q), Not married (R), White (S), AA (T), Race/Ethnicity (U). Rows include Total, Unweighted, Memes, Digital artworks, Total, Unweighted, etc.

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Table with 21 columns: Income level, and 20 demographic percentages (e.g., 8%, 15%, 9%, 5%, etc.). Rows include income brackets from \$25 or less to \$251-\$1000, and summary statistics: Mean, Median, Standard Deviation, Maximum.

*Table Base: Videos

LIKELY TO CONSIDER BUYING AN NFT

Table with 21 columns: Total, Household Income (Less than \$50K, \$50K-\$74.9K, \$75K-\$99.9K, \$100K+), HS or Less, Education, College Grad, Yes/No, Employed, Children in HH, Parent of Child Under 18, Home Ownership, Married, Marital Status, White, Race/Ethnicity, Hispanic. Rows include income brackets and summary statistics.

*Table Base: Tweets

LIKELY TO CONSIDER BUYING AN NFT

Table with 21 columns: Total, Household Income, HS or Less, Education, College Grad, Yes/No, Employed, Children in HH, Parent of Child Under 18, Home Ownership, Married, Marital Status, White, Race/Ethnicity, Hispanic. Rows include income brackets and summary statistics.

*Table Base: Essays

LIKELY TO CONSIDER BUYING AN NFT

Table with 21 columns: Total, Household Income, HS or Less, Education, College Grad, Yes/No, Employed, Children in HH, Parent of Child Under 18, Home Ownership, Married, Marital Status, White, Race/Ethnicity, Hispanic. Rows include income brackets and summary statistics.

*Table Base: Songs

LIKELY TO CONSIDER BUYING AN NFT

Table with 21 columns: Total, Household Income, HS or Less, Education, College Grad, Yes/No, Employed, Children in HH, Parent of Child Under 18, Home Ownership, Married, Marital Status, White, Race/Ethnicity, Hispanic. Rows include income brackets and summary statistics.

*Table Base: Apparel or footwear designs

LIKELY TO CONSIDER BUYING AN NFT

Table with 21 columns: Total, Household Income, HS or Less, Education, College Grad, Yes/No, Employed, Children in HH, Parent of Child Under 18, Home Ownership, Married, Marital Status, White, Race/Ethnicity, Hispanic. Rows include income brackets and summary statistics.

033021 - HOD FLASH (24 Hour) Survey

QS1Q1: New technologies are often debated for their potential impact on the environment (e.g., greenhouse gas emissions, climate change, air quality). What kind of impact do you think each of the following technologies has on the environment?

NFTs (non-fungible tokens) (i.e., a digital asset that represents something unique like artwork, collectibles, and online gaming assets)

	Total (A)	NFT Investors (B)	NFT Status		Likely to buy an NFT (D)
			NFT Collectors (C)		
Total	N=1088	N=126	N=105		N=173
Total (Unweighted)	N=1088	N=107	N=83	*	N=154
Positive impact (Net)	27%	68%	68%		56%
Very positive impact	13%	42% d	45%	D	28%
Somewhat positive impact	14%	26%	23%		27%
No impact	36%	14%	23%		28% B
Negative impact (Net)	18%	19%	9%		16%
Somewhat negative impact	13%	11%	5%		15% c
Very negative impact	5%	7% d	4%		2%
N/A - Never heard of this technology	19%	0%	0%		0%

* Table Base: U.S. RESPONDENTS

QS1Q2: Before taking this survey, how familiar were you with NFTs (non-fungible tokens) (i.e., a digital asset that represents something unique like artwork, collectibles, or online gaming assets)?

	Total (A)	NFT Investors (B)	NFT Status		Likely to buy an NFT (D)
			NFT Collectors (C)		
Total	N=1088	N=126	N=105		N=173
Total (Unweighted)	N=1088	N=107	N=83	*	N=154
Aware of NFTs (Net)	81%	100%	100%		100%
Familiar with NFTs (Net)	40%	100%	100%		100%
Very familiar	12%	52% D	53%	D	29%
Somewhat familiar	28%	48%	47%		71% BC
Not very familiar	41%	0%	0%		0%
Not at all familiar - I had never heard the term	19%	0%	0%		0%

* Table Base: U.S. RESPONDENTS

QS1Q3: Which of the following statements about NFTs are true for you? Please select all that apply.

	Total (A)	NFT Investors (B)	NFT Status		Likely to buy an NFT (D)
			NFT Collectors (C)		
Total	N=434	N=126	N=105		N=173
Total (Unweighted)	N=402	N=107	N=83	*	N=154
I consider NFTs to be a short-term fad (e.g., they won't last)	42%	50% D	43%		31%
I consider NFTs to be a worthwhile financial investment	38%	59% D	56%	d	40%
I consider NFTs to have sentiment value.	31%	46%	61%	D	36%
None of these	13%	1%	0%		11% BC
Count	1.25	1.55	1.61		1.18

* Table Base: FAMILIAR WITH NFTs

QS1Q4: Which of the following assets are you currently invested in? Please select all that apply.

	Total (A)	NFT Investors (B)	NFT Status		Likely to buy an NFT (D)
			NFT Collectors (C)		
Total	N=1088	N=126	N=105		N=173
Total (Unweighted)	N=1088	N=107	N=83	*	N=154
Equity stocks (not employer-funded)	24%	31%	39%		29%
Cryptocurrencies (e.g., Bitcoin, Ethereum, Ripple, Litecoin)	19%	57% D	65%	D	36%
Exchange traded funds (ETFs)	19%	36%	57%	BD	30%
Commodity stocks (e.g., precious metals, oil, beef)	16%	27%	42%	D	25%
"Meme" stocks or viral stocks (e.g., GameStop, AMC Entertainment)	12%	37% D	41%	D	21%
NFTs (non-fungible tokens) (i.e., a digital asset that represents something unique like artwork, collectibles, or online gaming assets)	12%	100% CD	68%	D	0%
None of these	45%	0%	0%		26% BC
Decline to answer	4%	0%	0%		3%
Count	1.51	2.88	3.11		1.72

* Table Base: U.S. RESPONDENTS

QS1Q5: Do you consider yourself to be a collector (i.e., collecting a large amount of the same items, such as stamps, shoes, or coins)?

	Total (A)	NFT Investors (B)	NFT Status		Likely to buy an NFT (D)
			NFT Collectors (C)		
Total	N=1088	N=126	N=105		N=173
Total (Unweighted)	N=1088	N=107	N=83	*	N=154
Yes	43%	83%	100%	BD	72%
No	57%	17% C	0%		28% C

* Table Base: U.S. RESPONDENTS

QS1Q6: Which of the following items do you currently collect? Please select all that apply.

	Total (A)	NFT Investors (B)	NFT Status		Likely to buy an NFT (D)
			NFT Collectors (C)		
Total	N=468	N=105	N=105		N=124
Total (Unweighted)	N=462	N=87	N=83	*	N=117
Coins	53%	66%	69%		63%
Shoes	34%	52%	53%		41%
Physical playing/trading cards (e.g., baseball cards, Pokemon cards)	28%	44%	44%		30%
Stamps	28%	40% d	41%	d	25%
Apparel/fashion (e.g., vintage jewelry or clothing, designer bags)	25%	37%	37%		25%
Books	24%	24%	26%		22%
NFTs (non-fungible tokens)	22%	68% D	100%	BD	22%
Vinyl records	22%	20%	29%		21%
Vintage toys (e.g., Beanie Babies, American Girl Dolls, etc.)	22%	23%	30%		28%
Sports memorabilia (e.g., baseball mitts, signed baseballs)	21%	17%	20%		20%
Comic books	19%	36%	37%	d	22%
Cars	18%	25%	35%		28%
Figurines (e.g., Barbie, action figures)	17%	26% D	28%	D	10%
Tech/electronics (e.g., Gameboy, SEGA, Nintendo 64)	16%	25%	30%		24%
Containers (e.g., bowls, PEZ dispensers, jewelry boxes)	16%	27%	31%		20%
Musical instruments	15%	26%	28%		18%
Other	9%	0%	0%		6% c
Count	3.90	5.56	6.38		4.25

* Table Base: COLLECTORS

QS1Q7: How likely are you to consider buying an NFT?

	Total (A)	NFT Investors (B)	NFT Status		Likely to buy an NFT (D)
			NFT Collectors (C)		
Total	N=434	N=126	N=105		N=173
Total (Unweighted)	N=402	N=107	N=83	*	N=154
At least somewhat likely (Net)	40%	0%	26%	B	100% BC
Very likely	9%	0%	11%	B	22% B

Somewhat likely	31%	0%	15%	B	78%	BC
Not very likely	20%	0%	6%	bD	0%	
Not at all likely	11%	0%	0%		0%	
N/A – I already own an NFT	29%	100%	68%	D	0%	

* Table Base: FAMILIAR WITH NFTs

QS1Q8: Which of the following types of NFTs would you consider buying? Please select all that apply.

	Total (A)	NFT Investors (B)	NFT Collectors (C)	Likely to buy an NFT (D)
Total	N=173	N=0 **	N=27 **	N=173
Total (Unweighted)	N=154	N=0 **	N=24 **	N=154
Songs	36%	0%	47%	36%
Digital artworks	35%	0%	44%	35%
Videos	33%	0%	64% D	33%
Apparel or footwear designs	27%	0%	33%	27%
Digital sports cards	26%	0%	23%	26%
Memes	19%	0%	20%	19%
Tweets	17%	0%	54% D	17%
Essays	13%	0%	21%	13%
Other	2%	0%	0%	2%
Not at all sure	18%	0%	0%	18% C
Count	2.25	0.00	3.05	2.25

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

QS1Q9: Which of the following are reasons why you would consider buying an NFT? Please select all that apply.

	Total (A)	NFT Investors (B)	NFT Collectors (C)	Likely to buy an NFT (D)
Total	N=173	N=0 **	N=27 **	N=173
Total (Unweighted)	N=154	N=0 **	N=24 **	N=154
The return on investment	40%	0%	28%	40%
I'm an art fan	36%	0%	42%	36%
My family, friends, or coworkers are buying them	30%	0%	51%	30%
It's trendy/popular right now	30%	0%	45%	30%
I consider myself an early adopter (i.e., using somethin	28%	0%	60% D	28%
Bragging rights	17%	0%	40% D	17%
Other	0%	0%	0%	0%
Count	1.79	0.00	2.67	1.79

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

QS1Q10: From which of the following brands would you consider buying an NFT? Please select all that apply.

	Total (A)	NFT Investors (B)	NFT Collectors (C)	Likely to buy an NFT (D)
Total	N=173	N=0 **	N=27 **	N=173
Total (Unweighted)	N=154	N=0 **	N=24 **	N=154
Nike	57%	0%	81% d	57%
Adidas	45%	0%	49%	45%
Taco Bell	38%	0%	33%	38%
NBA	36%	0%	49%	36%
NFL	33%	0%	48%	33%
Pringles	23%	0%	17%	23%
Formula 1	21%	0%	20%	21%
Prada	20%	0%	22%	20%
Univision	17%	0%	23%	17%
Yeezy	17%	0%	23%	17%
Charmin	13%	0%	17%	13%
Vodafone	12%	0%	16%	12%
Bratz dolls (MGA Entertainment)	12%	0%	34% D	12%
None of these	10%	0%	0%	10%
Count	3.56	0.00	4.32	3.56

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

QS1Q11: How much of your own money would you be willing to spend to buy each of the following types of NFTs?

Mean Summary

	Total (A)	NFT Investors (B)	NFT Collectors (C)	Likely to buy an NFT (D)
Total	1215.87	0.00	180.47	1215.87 C
Digital sports cards	2411.61	0.00	192.67	2411.61
Memes	144.94	0.00	139.45	144.94
Digital artworks	1252.28	0.00	172.32	1252.28 C
Videos	345.49	0.00	155.27	345.49
Tweets	143.30	0.00	172.26	143.30
Essays	382.73	0.00	135.77	382.73
Songs	1725.03	0.00	149.88	1725.03
Apparel or footwear designs	2241.29	0.00	343.97	2241.29
Dummy row for maintaining order	0.00	0.00	0.00	0.00
Dummy row for maintaining order	0.00	0.00	0.00	0.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Digital sports cards

	Total (A)	NFT Investors (B)	NFT Collectors (C)	Likely to buy an NFT (D)
Total	100%	0%	100%	100%
\$25 or less	14%	0%	0%	14%
\$26-\$50	16%	0%	9%	16%
\$51-\$75	8%	0%	0%	8%
\$76-\$100	24%	0%	28%	24%
\$101-\$250	10%	0%	40%	10%
\$251-\$1000	16%	0%	23%	16%
More than \$1000	13%	0%	0%	13%
<i>Mean</i>	2411.61	0.00	192.67	2411.61
<i>Median</i>	100.00	0.00	200.00	100.00
<i>Standard Deviation</i>	11126.86	0.00	103.27	11126.86
<i>Maximum</i>	100000.00	0.00	333.00	100000.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Memes

	Total (A)	NFT Investors (B)	NFT Collectors (C)	Likely to buy an NFT (D)
Total	100%	0%	100%	100%
\$25 or less	27%	0%	0%	27%
\$26-\$50	31%	0%	30%	31%
\$51-\$75	0%	0%	0%	0%
\$76-\$100	24%	0%	8%	24%
\$101-\$250	12%	0%	62% D	12%
\$251-\$1000	3%	0%	0%	3%

More than \$1000	4%	0%	0%	4%
Mean	144.94	0.00	139.45	144.94
Median	50.00	0.00	150.00	50.00
Standard Deviation	299.96	0.00	85.21	299.96
Maximum	1390.00	0.00	220.00	1390.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Digital artworks

	NFT Status			
	Total (A)	NFT Investors (B)	NFT Collectors (C)	Likely to buy an NFT (D)
Total	100%	0%	100%	100%
\$25 or less	8%	0%	6%	8%
\$26-\$50	15%	0%	22%	15%
\$51-\$75	2%	0%	0%	2%
\$76-\$100	25%	0%	24%	25%
\$101-\$250	23%	0%	43%	23%
\$251-\$1000	17%	0%	6%	17%
More than \$1000	11%	0%	0%	11%
Mean	1252.28	0.00	172.32	1252.28 C
Median	120.00	0.00	100.00	120.00
Standard Deviation	3079.11	0.00	234.48	3079.11
Maximum	10000.00	0.00	1000.00	10000.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Videos

	NFT Status			
	Total (A)	NFT Investors (B)	NFT Collectors (C)	Likely to buy an NFT (D)
Total	100%	0%	100%	100%
\$25 or less	19%	0%	3%	19%
\$26-\$50	16%	0%	13%	16%
\$51-\$75	7%	0%	3%	7%
\$76-\$100	18%	0%	11%	18%
\$101-\$250	28%	0%	70% D	28%
\$251-\$1000	7%	0%	0%	7%
More than \$1000	5%	0%	0%	5%
Mean	345.49	0.00	155.27	345.49
Median	100.00	0.00	200.00	100.00
Standard Deviation	1323.60	0.00	68.70	1323.60
Maximum	10000.00	0.00	250.00	10000.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Tweets

	NFT Status			
	Total (A)	NFT Investors (B)	NFT Collectors (C)	Likely to buy an NFT (D)
Total	100%	0%	100%	100%
\$25 or less	16%	0%	6%	16%
\$26-\$50	19%	0%	21%	19%
\$51-\$75	2%	0%	4%	2%
\$76-\$100	17%	0%	0%	17%
\$101-\$250	31%	0%	50%	31%
\$251-\$1000	14%	0%	19%	14%
More than \$1000	0%	0%	0%	0%
Mean	143.30	0.00	172.26	143.30
Median	100.00	0.00	109.00	100.00
Standard Deviation	184.06	0.00	223.62	184.06
Maximum	1000.00	0.00	1000.00	1000.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Essays

	NFT Status			
	Total (A)	NFT Investors (B)	NFT Collectors (C)	Likely to buy an NFT (D)
Total	100%	0%	100%	100%
\$25 or less	17%	0%	0%	17%
\$26-\$50	6%	0%	22%	6%
\$51-\$75	6%	0%	0%	6%
\$76-\$100	29%	0%	34%	29%
\$101-\$250	16%	0%	43%	16%
\$251-\$1000	20%	0%	0%	20%
More than \$1000	5%	0%	0%	5%
Mean	382.73	0.00	135.77	382.73
Median	100.00	0.00	100.00	100.00
Standard Deviation	709.48	0.00	73.13	709.48
Maximum	3000.00	0.00	220.00	3000.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Songs

	NFT Status			
	Total (A)	NFT Investors (B)	NFT Collectors (C)	Likely to buy an NFT (D)
Total	100%	0%	100%	100%
\$25 or less	24%	0%	12%	24%
\$26-\$50	30%	0%	34%	30%
\$51-\$75	2%	0%	0%	2%
\$76-\$100	16%	0%	27%	16%
\$101-\$250	9%	0%	21%	9%
\$251-\$1000	8%	0%	6%	8%
More than \$1000	11%	0%	0%	11%
Mean	1725.03	0.00	149.88	1725.03
Median	50.00	0.00	100.00	50.00
Standard Deviation	6751.94	0.00	237.36	6751.94
Maximum	50000.00	0.00	1000.00	50000.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Apparel or footwear designs

	NFT Status			
	Total (A)	NFT Investors (B)	NFT Collectors (C)	Likely to buy an NFT (D)
Total	100%	0%	100%	100%
\$25 or less	22%	0%	8%	22%
\$26-\$50	2%	0%	10%	2%
\$51-\$75	3%	0%	0%	3%
\$76-\$100	15%	0%	3%	15%
\$101-\$250	28%	0%	41%	28%
\$251-\$1000	23%	0%	39%	23%
More than \$1000	7%	0%	0%	7%
Mean	2241.29	0.00	343.97	2241.29
Median	200.00	0.00	222.00	200.00
Standard Deviation	9323.51	0.00	344.48	9323.51
Maximum	50000.00	0.00	1000.00	50000.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

033021 - HOD FLASH (24 Hour) Survey

QS1Q1: New technologies are often debated for their potential impact on the environment (e.g., greenhouse gas emissions, climate change, air quality). What kind of impact do you think each of the following technologies has on the environment?

NFTs (non-fungible tokens) (i.e., a digital asset that represents something unique like artwork, collectibles, and online gaming assets)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1088	N=124	N=314	N=265	N=319	N=65
Total (Unweighted)	N=1088	N=98	N=273	N=272	N=389	N=55
Positive impact (Net)	27% Ef	24% E	47% ABDEF	26% Ef	11%	12%
Very positive impact	13% Ef	8% E	27% ABDEF	13% Ef	2%	1%
Somewhat positive impact	14% e	16%	20% aE	13%	9%	10%
No impact	36% b	25%	31%	38% b	46% ABCf	29%
Negative impact (Net)	18%	32% ACDE	13%	18%	16%	30% Ce
Somewhat negative impact	13% c	20% C	8%	14% c	12%	25% aCE
Very negative impact	5%	13% ACDE	5%	4%	5%	5%
N/A - Never heard of this technology	19% C	19% C	9%	17% C	27% ACD	30% C

* Table Base: U.S. RESPONDENTS

QS1Q2: Before taking this survey, how familiar were you with NFTs (non-fungible tokens) (i.e., a digital asset that represents something unique like artwork, collectibles, or online gaming assets)?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1088	N=124	N=314	N=265	N=319	N=65
Total (Unweighted)	N=1088	N=98	N=273	N=272	N=389	N=55
Aware of NFTs (Net)	81% E	81% *	91% ABDEF	83% E	73%	70%
Familiar with NFTs (Net)	40% EF	53% aDEF	65% ADEF	34% EF	21%	12%
Very familiar	12% Ef	8% E	28% ABDEF	9% E	2%	1%
Somewhat familiar	28% EF	45% ADEF	37% ADEF	25% f	19%	10%
Not very familiar	41% BC	28%	26%	49% aBC	52%	58% aBC
Not at all familiar - I had never heard the term	19% C	19% C	9%	17% C	27% ACD	30% C

* Table Base: U.S. RESPONDENTS

QS1Q3: Which of the following statements about NFTs are true for you? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=434	N=66	N=204	N=90	N=67	N=8
Total (Unweighted)	N=402	N=54	N=165	N=87	N=90	N=6
I consider NFTs to be a short-term fad (e.g., they won't last)	42%	48%	39%	37%	57% ACD	23%
I consider NFTs to be a worthwhile financial investment	38% dE	39% e	49% aDE	24%	20%	40%
I consider NFTs to have sentiment value.	31% E	22%	39% bE	32% e	18%	0%
None of these	13%	17%	12%	14%	11%	37%
Count	1.25	1.25	1.39	1.07	1.07	1.00

* Table Base: FAMILIAR WITH NFTS

QS1Q4: Which of the following assets are you currently invested in? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1088	N=124	N=314	N=265	N=319	N=65
Total (Unweighted)	N=1088	N=98	N=273	N=272	N=389	N=55
Equity stocks (not employer-funded)	24%	14%	26% b	20%	26% b	37% aBD
Cryptocurrencies (e.g., Bitcoin, Ethereum, Ripple, Litecoin)	19% E	17% E	37% ABDEF	17% E	7%	9%
Exchange traded funds (ETFs)	19%	11%	25% aBE	19%	15%	20%
Commodity stocks (e.g., precious metals, oil, beef)	16%	15%	22% adE	15%	12%	14%
"Meme" stocks or viral stocks (e.g., GameStop, AMC Entertainment)	12% Ef	22% ADEF	20% ADEF	10% E	4%	1%
NFTs (non-fungible tokens) (i.e., a digital asset that represents something unique like artwork, collectibles, and online gaming assets)	12% DEF	17% DEF	27% ADEF	5%	3%	0%
None of these	45% C	41%	30%	50% C	56% ABC	55% C
Decline to answer	4%	4%	3%	4%	4%	6%
Count	1.51	1.41	1.89	1.39	1.28	1.43

* Table Base: U.S. RESPONDENTS

QS1Q5: Do you consider yourself to be a collector (i.e., collecting a large amount of the same items, such as stamps, shoes, or coins)?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1088	N=124	N=314	N=265	N=319	N=65
Total (Unweighted)	N=1088	N=98	N=273	N=272	N=389	N=55
Yes	43% EF	32% *	63% ABDEF	50% BEF	27%	21%
No	57% C	68% CD	37%	50% C	73% ACD	79% ACD

* Table Base: U.S. RESPONDENTS

QS1Q6: Which of the following items do you currently collect? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=468	N=40	N=197	N=131	N=86	N=13
Total (Unweighted)	N=462	N=43	N=164	N=126	N=115	N=14
Coins	53%	40%	59% b	53%	51%	38%
Shoes	34% EF	59% ADEF	42% EF	30% Ef	14%	0%
Physical playing/trading cards (e.g., baseball cards, Pokémon cards)	28% f	34% f	36% dEF	23%	20%	2%
Stamps	28%	27%	29%	27%	29%	13%
Apparel/fashion (e.g., vintage jewelry or clothing, designer bags)	25% E	30% E	33% dE	20%	11%	18%
Books	24%	14%	21%	23%	32% b	55% ABCD
NFTs (non-fungible tokens)	22% E	10%	40% ABDEF	15% E	3%	0%
Vinyl records	22%	16%	17%	23%	35% AbC	15%
Vintage toys (e.g., Beanie Babies, American Girl Dolls, etc.)	22%	14%	23%	24%	22%	3%
Sports memorabilia (e.g., baseball mitts, signs, signed items)	21% f	20%	19%	22%	22%	41%
Comic books	19% E	26% Ef	28% aDEF	15%	6%	0%
Cars	18% E	23% E	24% Ef	18% E	2%	0%
Figurines (e.g., Barbie, action figures)	17% e	17%	22% E	16%	9%	11%
Tech/electronics (e.g., Gameboy, SEGA, Nintendo 64)	16% DE	12% e	30% AbDEF	7%	3%	0%
Containers (e.g., bowls, PEZ dispensers, jewelry boxes)	16%	27% dE	19%	13%	8%	6%
Musical instruments	15% E	14%	24% aDE	10%	5%	7%
Other	9%	2%	5%	9%	22% ABCD	12%
Count	3.90	3.87	4.72	3.47	2.96	2.21

* Table Base: COLLECTORS

QS1Q7: How likely are you to consider buying an NFT?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=434	N=66	N=204	N=90	N=67	N=8
Total (Unweighted)	N=402	N=54	N=165	N=87	N=90	N=6
At least somewhat likely (Net)	40% E	36% *	44% E	47% E	25%	13%
Very likely	9% e	4%	11% e	12% E	2%	13%

Somewhat likely	31%		32%		32%		35%		23%		0%
Not very likely	20%	c	24%	c	11%		25%	C	33%	AC	55%
Not at all likely	11%	c	7%		4%		14%	C	29%	ABCd	32%
N/A – I already own an NFT	29%	DE	32%	dE	41%	ADE	14%		13%		0%

* Table Base: FAMILIAR WITH NFTs

QS1Q8: Which of the following types of NFTs would you consider buying? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=173	N=24 **	N=89 *	N=42 *	N=17 **	N=1 **
Total (Unweighted)	N=154	N=21 **	N=74 *	N=39 *	N=19 **	N=1 **
Songs	36% e	31%	43% E	33%	12%	0%
Digital artworks	35%	29%	39%	32%	32%	0%
Videos	33%	39%	34%	33%	18%	0%
Apparel or footwear designs	27%	20%	32%	24%	18%	0%
Digital sports cards	26%	18%	30%	21%	27%	0%
Memes	19%	9%	29% dE	11%	2%	0%
Tweets	17%	23% e	19% e	15%	0%	0%
Essays	13%	8%	17%	9%	7%	0%
Other	2%	3%	0%	6% c	0%	0%
Not at all sure	18%	34% cd	12%	11%	40% aCD	100%
Count	2.25	2.14	2.55	1.96	1.56	1.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

QS1Q9: Which of the following are reasons why you would consider buying an NFT? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=173	N=24 **	N=89 *	N=42 *	N=17 **	N=1 **
Total (Unweighted)	N=154	N=21 **	N=74 *	N=39 *	N=19 **	N=1 **
The return on investment	40%	53% d	38%	23%	70% ACd	0%
I'm an art fan	36%	41%	36%	29%	38%	100%
My family, friends, or coworkers are buying them	30%	37%	33%	19%	31%	0%
It's trendy/popular right now	30%	36%	35%	23%	13%	0%
I consider myself an early adopter (i.e., using somethin	28%	27%	33%	27%	9%	0%
Bragging rights	17%	9%	20%	19%	5%	0%
Other	0%	0%	1%	0%	0%	0%
Count	1.79	2.03	1.96	1.39	1.64	1.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

QS1Q10: From which of the following brands would you consider buying an NFT? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=173	N=24 **	N=89 *	N=42 *	N=17 **	N=1 **
Total (Unweighted)	N=154	N=21 **	N=74 *	N=39 *	N=19 **	N=1 **
Nike	57%	53%	60%	62%	35%	0%
Adidas	45%	58%	46%	41%	35%	0%
Taco Bell	38%	59% De	43% d	22%	23%	0%
NBA	36%	25%	42%	33%	29%	0%
NFL	33%	34%	33%	33%	36%	0%
Pringles	23%	52% ACDE	21%	17%	11%	0%
Formula 1	21%	34%	24%	12%	8%	0%
Prada	20%	24%	22%	9%	37% D	0%
Univision	17%	8%	24%	13%	11%	0%
Yeezy	17%	39% acE	14%	21% e	0%	0%
Charmin	13%	7%	15%	13%	15%	0%
Vodafone	12%	19%	15%	8%	0%	0%
Bratz dolls (MGA Entertainment)	12%	25%	12%	6%	8%	0%
None of these	10%	17% c	3%	11%	32% AC	100%
Count	3.56	4.53	3.73	3.02	2.79	1.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

QS1Q11: How much of your own money would you be willing to spend to buy each of the following types of NFTs?

Mean Summary

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	1215.87 d	1451.79	1497.65 D	347.67	960.26	0.00
Digital sports cards	2411.61	12423.91	1830.41	122.27	852.25	0.00
Memes	144.94 b	23.17	172.14 b	55.20	10.00	0.00
Digital artworks	1252.28 b	259.10	1408.53	1318.95	1334.87	0.00
Videos	345.49	278.69	506.64	90.44	144.82	0.00
Tweets	143.30	72.84	146.20	197.06	0.00	0.00
Essays	382.73	363.90	343.29	622.10	100.00	0.00
Songs	1725.03	184.84 d	2726.08	52.16	84.87	0.00
Apparel or footwear designs	2241.29	176.56	3353.80	148.37	2255.91	0.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Digital sports cards

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	100%	100%	100%	100%	100%	0%
\$25 or less	14%	0%	15%	8%	27%	0%
\$26-\$50	16%	0%	21%	17%	0%	0%
\$51-\$75	8%	51% c	5%	0%	0%	0%
\$76-\$100	24%	0%	13%	59% c	41%	0%
\$101-\$250	10%	0%	13%	0%	16%	0%
\$251-\$1000	16%	37%	16%	16%	0%	0%
More than \$1000	13%	12%	16%	0%	15%	0%
Mean	2411.61	12423.91	1830.41	122.27	852.25	0.00
Median	100.00	70.00	100.00	100.00	100.00	0.00
Standard Deviation	11126.86	36932.84	3687.53	102.93	1998.39	0.00
Maximum	100000.00	100000.00	10000.00	333.00	5000.00	0.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT

Memes

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	100%	100%	100%	100%	100%	0%
\$25 or less	27%	42%	22%	42%	100%	0%
\$26-\$50	31%	58%	32%	9%	0%	0%
\$51-\$75	0%	0%	0%	0%	0%	0%
\$76-\$100	24%	0%	22%	49%	0%	0%
\$101-\$250	12%	0%	15%	0%	0%	0%
\$251-\$1000	3%	0%	4%	0%	0%	0%
More than \$1000	4%	0%	5%	0%	0%	0%
Mean	144.94 b	23.17	172.14 b	55.20	10.00	0.00

Median	50.00	30.00	50.00	40.00	10.00	0.00
Standard Deviation	299.96	11.88	333.04	50.79	0.00	0.00
Maximum	1390.00	30.00	1390.00	100.00	10.00	0.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT
Digital artworks

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	100%	100%	100%	100%	100%	0%
\$25 or less	8%	9%	10%	5%	0%	0%
\$26-\$50	15%	16%	17%	13%	0%	0%
\$51-\$75	2%	0%	0%	9%	0%	0%
\$76-\$100	25%	15%	26%	19%	41%	0%
\$101-\$250	23%	36%	15%	32%	36%	0%
\$251-\$1000	17%	23%	20%	10%	11%	0%
More than \$1000	11%	0%	12%	12%	12%	0%
Mean	1252.28 b	259.10	1408.53	1318.95	1334.87	0.00
Median	120.00	200.00	100.00	200.00	200.00	0.00
Standard Deviation	3079.11	273.82	3296.89	3296.12	3477.67	0.00
Maximum	10000.00	700.00	10000.00	10000.00	10000.00	0.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT
Videos

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	100%	100%	100%	100%	100%	0%
\$25 or less	19%	3%	24%	20%	11%	0%
\$26-\$50	16%	0%	18%	25%	0%	0%
\$51-\$75	7%	29% c	3%	4%	0%	0%
\$76-\$100	18%	17%	14%	16%	62% ac	0%
\$101-\$250	28%	26%	29%	35%	0%	0%
\$251-\$1000	7%	17%	5%	0%	27%	0%
More than \$1000	5%	7%	7%	0%	0%	0%
Mean	345.49	278.69	506.64	90.44	144.82	0.00
Median	100.00	150.00	100.00	80.00	100.00	0.00
Standard Deviation	1323.60	346.16	1803.26	72.55	120.39	0.00
Maximum	10000.00	1043.00	10000.00	200.00	300.00	0.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT
Tweets

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	100%	100%	100%	100%	100%	0%
\$25 or less	16%	18%	19%	7%	0%	0%
\$26-\$50	19%	22%	15%	29%	0%	0%
\$51-\$75	2%	0%	0%	9%	0%	0%
\$76-\$100	17%	60% c	5%	13%	0%	0%
\$101-\$250	31%	0%	53% D	0%	0%	0%
\$251-\$1000	14%	0%	8%	41%	0%	0%
More than \$1000	0%	0%	0%	0%	0%	0%
Mean	143.30	72.84	146.20	197.06	0.00	0.00
Median	100.00	100.00	109.00	100.00	0.00	0.00
Standard Deviation	184.06	39.52	204.87	202.98	0.00	0.00
Maximum	1000.00	100.00	1000.00	500.00	0.00	0.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT
Essays

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	100%	100%	100%	100%	100%	0%
\$25 or less	17%	41%	20%	0%	0%	0%
\$26-\$50	6%	21%	6%	0%	0%	0%
\$51-\$75	6%	0%	9%	0%	0%	0%
\$76-\$100	29%	0%	34%	0%	100%	0%
\$101-\$250	16%	0%	18%	22%	0%	0%
\$251-\$1000	20%	38%	4%	78% AC	0%	0%
More than \$1000	5%	0%	8%	0%	0%	0%
Mean	382.73	363.90	343.29	622.10	100.00	0.00
Median	100.00	50.00	100.00	800.00	100.00	0.00
Standard Deviation	709.48	601.27	823.94	382.19	0.00	0.00
Maximum	3000.00	900.00	3000.00	1000.00	100.00	0.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT
Songs

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	100%	100%	100%	100%	100%	0%
\$25 or less	24%	19%	21%	39%	0%	0%
\$26-\$50	30%	17%	24%	52%	23%	0%
\$51-\$75	2%	0%	3%	0%	0%	0%
\$76-\$100	16%	12%	19%	0%	77% AbcD	0%
\$101-\$250	9%	24%	9%	3%	0%	0%
\$251-\$1000	8%	29% c	5%	6%	0%	0%
More than \$1000	11%	0%	18%	0%	0%	0%
Mean	1725.03	184.84 d	2726.08	52.16	84.87	0.00
Median	50.00	199.00	100.00	45.00	100.00	0.00
Standard Deviation	6751.94	187.01	8465.37	73.65	38.80	0.00
Maximum	50000.00	700.00	50000.00	300.00	100.00	0.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT
Apparel or footwear designs

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	100%	100%	100%	100%	100%	0%
\$25 or less	22%	8%	23%	26%	15%	0%
\$26-\$50	2%	0%	3%	0%	0%	0%
\$51-\$75	3%	0%	0%	12%	0%	0%
\$76-\$100	15%	42%	12%	16%	0%	0%
\$101-\$250	28%	9%	32%	22%	38%	0%
\$251-\$1000	23%	41%	19%	24%	27%	0%
More than \$1000	7%	0%	10%	0%	20%	0%
Mean	2241.29	176.56	3353.80	148.37	2255.91	0.00
Median	200.00	100.00	200.00	100.00	200.00	0.00
Standard Deviation	9323.51	111.72	11819.86	116.72	4703.67	0.00
Maximum	50000.00	300.00	50000.00	300.00	10000.00	0.00

* Table Base: LIKELY TO CONSIDER BUYING AN NFT