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## **Non-Fungible Token Survey**

The Next Trend in Cryptocurrencies?

**November 2020**

## Research and Insights

Survey Report



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# Executive Summary

We collected 29,574 effective responses during the course of the survey. The main takeaways from the survey are listed below.

## Key Takeaways

- Only less than half of the respondents (47%) had heard of NFT, and among these, 63% of them had only a basic understanding of NFT while 57% of them had never used NFT
- The collectibles (47%) and gaming (33%) are the most commonly used NFT types for our respondents. Nearly half (49%) of the respondents sought financial gain by investing in NFT
- OpenSea (54%) was the most popular marketplace among the respondents
- The data showed that among the respondents who had heard of NFT, a majority of them (74%) also used DeFi
- Our respondents tended to agree with both statements that NFT are the next trending topic after DeFi, and that NFT are a useful innovation
- 48% of respondents indicated that real-world non-fungible assets tokenization would be the most beneficial aspect for NFT
- On the roadblocks to NFT adoption, the newness of the technology was the main concern for 61% of respondents who had heard of NFT

# Introduction

Although DeFi has become the center of attention throughout most of 2020, other sectors in the crypto space have also been gaining traction. Non-fungible tokens (NFT) are the next hit under spotlight after the hype of DeFi.

Non-fungible tokens are a special type of cryptographic token: they are not mutually interchangeable by their individual specification, unlike Bitcoin and Ethereum. [Data](#) suggested that around \$7.87 million was traded in the NFT market in the October. There have even been [talk](#) that NFT will be the next craze after DeFi. In order to keep up with the latest trend, we designed this NFT survey in order to study the following:

- Our users' awareness of NFT;
- Users' usage of NFT;
- And users' opinion on NFT.

This survey was distributed to all Crypto.com users and we collected 29,574 effective responses in one week. We would like to express our sincerest thank you to everyone for spending your valuable time to participate in the survey.

Besides this public survey report, we also release proprietary research insights offering every month, where a Feature Article surrounding a special theme will be shared exclusively with [Crypto.com Private](#) clients via our newsletter.

The theme this month is non-fungible token (NFT). We have dedicated resources to this research project in hopes of ensuring the Feature Article will bring perspective-changing and in-depth analysis. If you are interested, please upgrade your card to access this exclusive monthly newsletter.

# Results

In this section, we analyzed data collected from the 29,574 respondents.

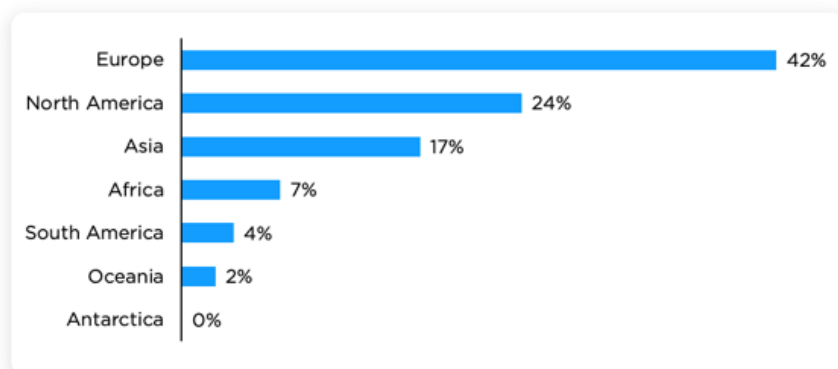
## Demographics

### Geographic Location

Geographically, most respondents were from Europe (42%), followed by North America (24%) and Asia (17%).

#### In which country are you residing?

Most respondents reside in Europe, North America, or Asia

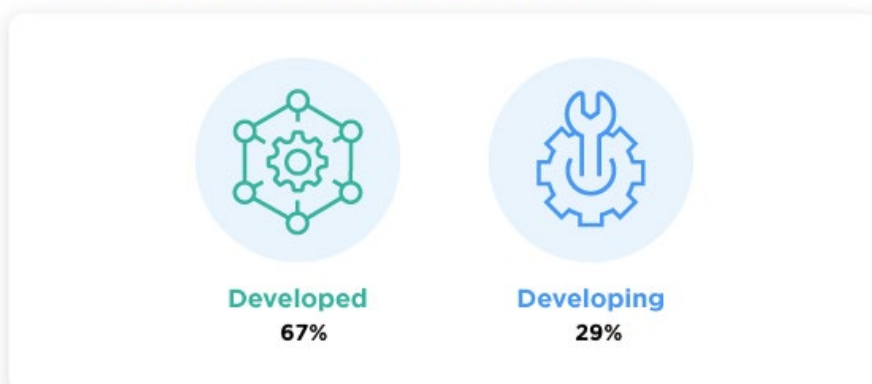


As of 29/10/2020  
Survey: Non-fungible Tokens  
Source: Crypto.com Research

67% of the respondents were from developed economies and 29% were from developing economies. Classification was obtained from [this IMF report](#).

#### Developed vs Developing

Developed countries have more crypto users



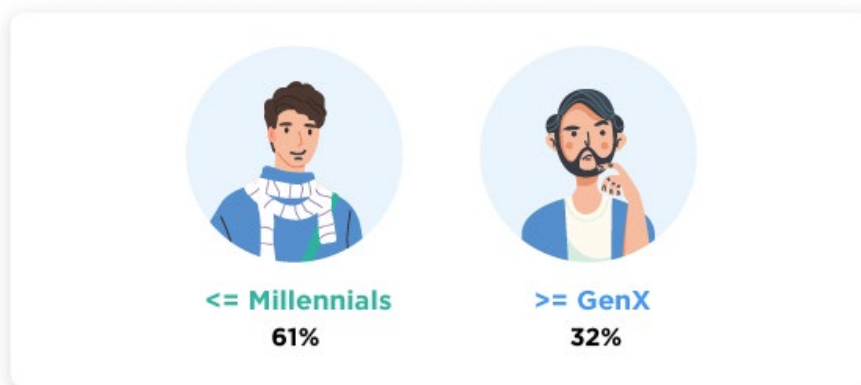
As of 29/10/2020  
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## Age

61% of the respondents were millennials or younger (born after 1980), while 32% were GenX or older (born before 1981). The classification for Millennials / GenX is obtained from [this article](#) by the Pew Research Center.

### Millennials vs GenX

More Millennials crypto users than GenX



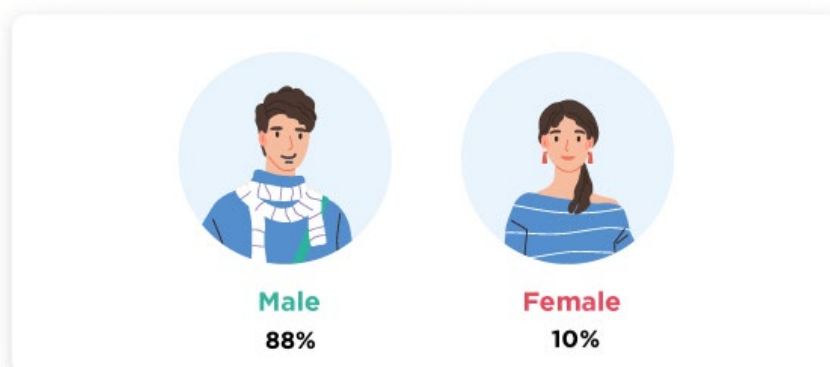
As of 29/10/2020  
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Source: Crypto.com Research

## Gender

Data showed that 88% of the respondents were male and only 10% were female.

### Male vs Female

Male dominates the crypto space



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Survey: Non-fungible Tokens  
Source: Crypto.com Research

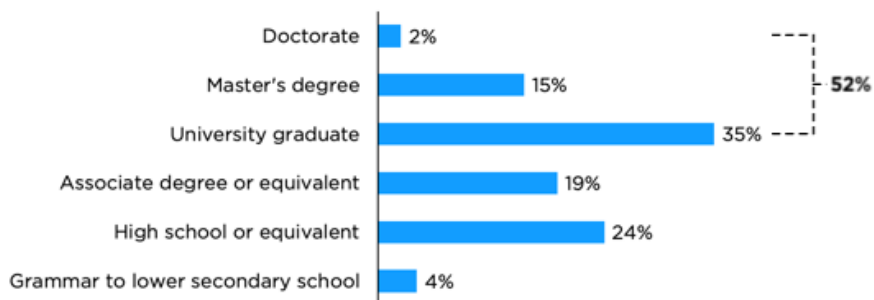


## Educational Background

Overall, 52% of the respondents had bachelor's degrees or higher. The breakdown by specific subtypes is shown below:

### Educational Background

Around half of crypto users are University graduates or higher



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Survey: Non-fungible Tokens

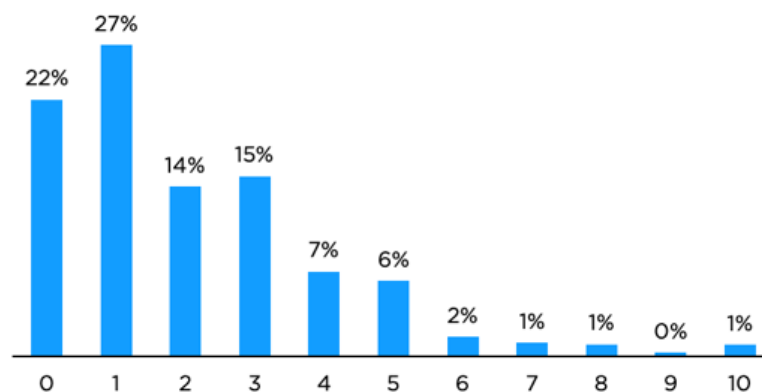
Source: Crypto.com Research

I have about \_\_\_\_ year(s) experience in crypto

Overall, most respondents (78%) had less than or equal to 3 years experiences in crypto and the average years of experience was 2 years.

### Years of Crypto Experience

Most respondents have 0-3 years of experience in crypto



As of 29/10/2020

Survey: Non-fungible Tokens

Source: Crypto.com Research

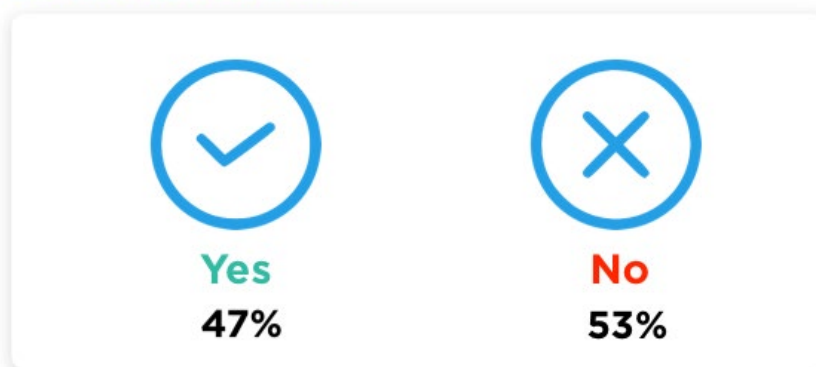
## Non-Fungible Token Experience

Have you heard of Non-Fungible Tokens (NFT)?

Only less than half of the respondents (47%) had heard of NFT.

### Have you heard of NFT?

Less than half heard of NFT



As of 29/10/2020  
Survey: Non-fungible Tokens  
Source: Crypto.com Research

Which of the following describes your understanding of NFT?

Among the respondents who have heard of NFT, most (63%) had basic understanding of the NFT.

### Which of the following describes your understanding of NFTs?

Most had basic understanding of the NFTs



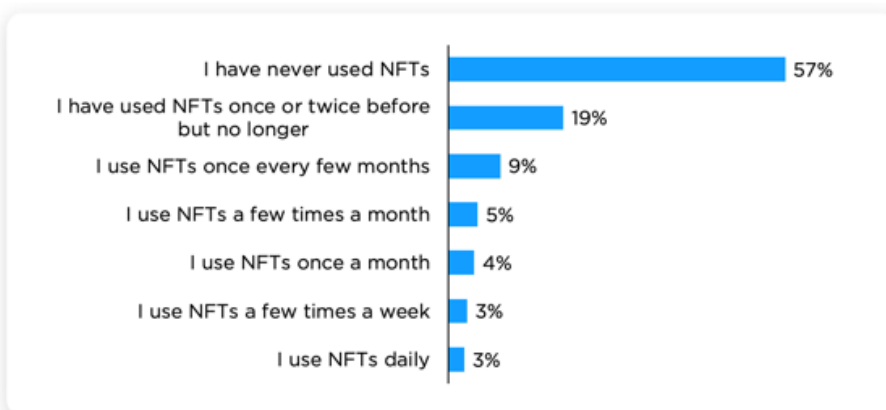
As of 29/10/2020  
Survey: Non-fungible Tokens  
Source: Crypto.com Research

## Which of the following best describes your usage of NFT?

For respondents who are aware of NFT, more than half (57%) of them had never used NFT. Only 24% of these respondents continue to use NFT on a regular basis (once every few months or more).

### Which of the following best describes your usage of NFTs?

More than half have never used NFTs



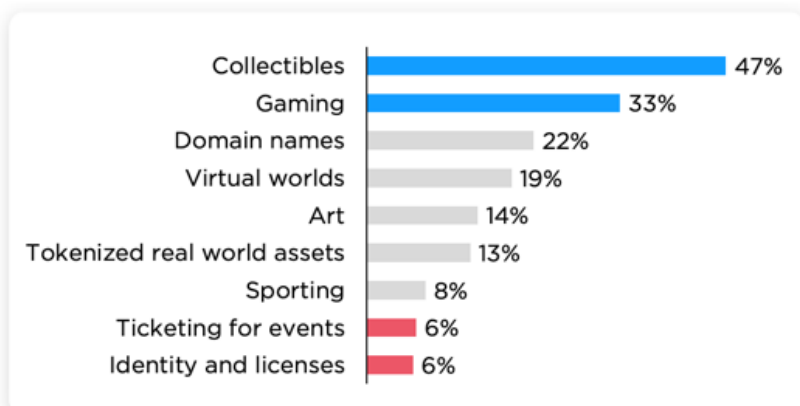
As of 29/10/2020  
Survey: Non-fungible Tokens  
Source: Crypto.com Research

## What type of NFT have you used?

Collectibles (47%) and gaming (33%) were the most commonly used NFT types for our respondents. While event ticketing and identity were the least used (both are 6%).

### What type of NFTs have you used?

Collectibles and Gaming are popular types



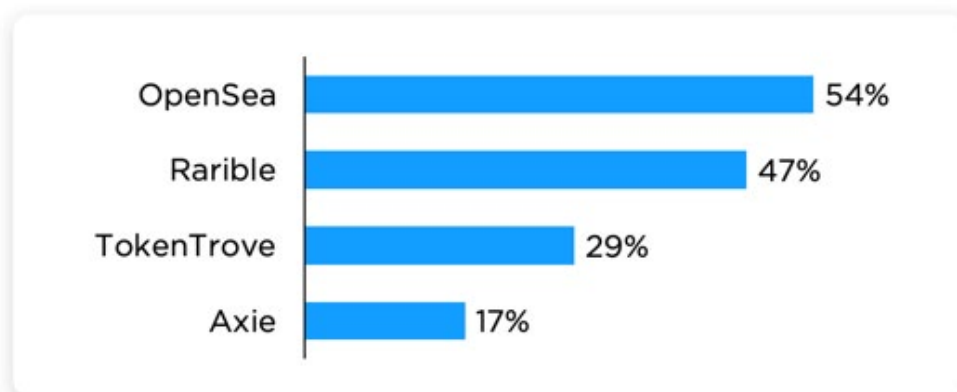
As of 29/10/2020  
Survey: Non-fungible Tokens  
Source: Crypto.com Research

## Which NFT marketplaces have you used?

OpenSea was the most popular marketplace for our respondents (54%), followed by Rarible (47%).

### Which NFT marketplaces have you used?

OpenSea was the most popular marketplace

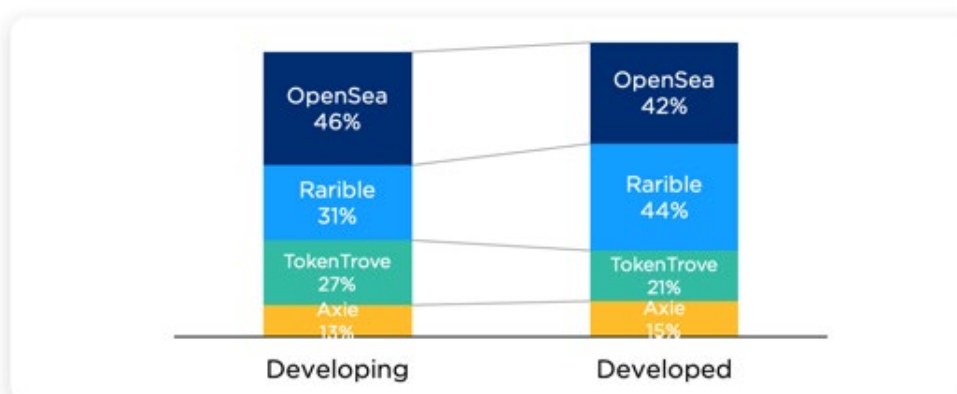


As of 29/10/2020  
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Source: Crypto.com Research

When we broke down the results into developing and developed economies, Rarible increased significantly from 31% to 44% and became the most often visited platform in the developed economies, potentially due to Rarible's yield farming initiative.

### Which NFT marketplaces have you used?

Rarible is more popular in the developed countries



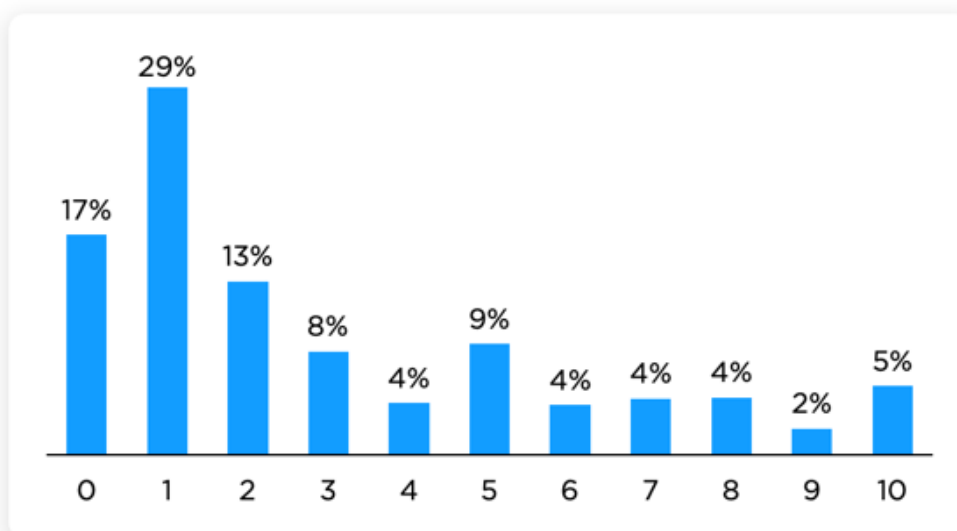
As of 29/10/2020  
Survey: Non-fungible Tokens  
Source: Crypto.com Research

## What percentage of your crypto net worth are in NFT?

More than half (59%) of respondents' investment in NFT accounted to less than or equal to 20% (with the score 2) of their total crypto net worth. Surprisingly, there were also 5% respondents indicated that they put all their crypto assets into NFT. The average percentage of NFT accounted to the crypto net worth was 30%.

### Percentage of crypto net worth in NFTs

More than half invested 0-20% crypto net worth in NFTs



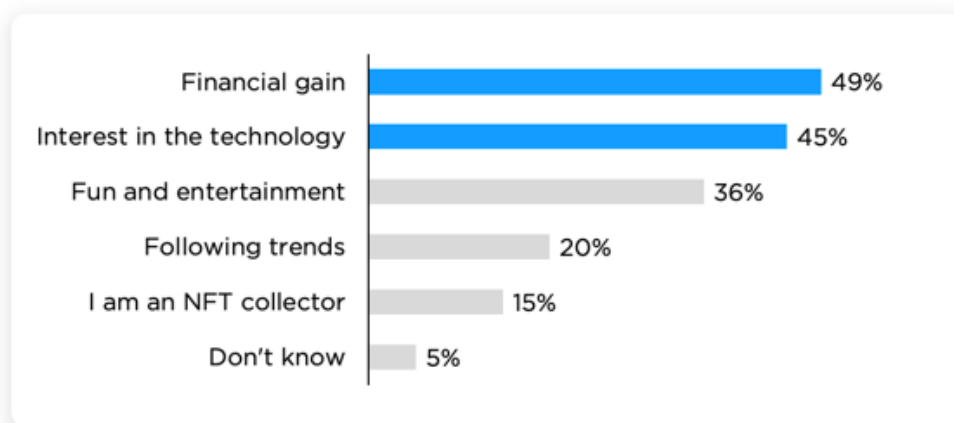
As of 29/10/2020  
Survey: Non-fungible Tokens  
Source: Crypto.com Research

## What are the main reasons for you to use NFT?

Nearly half (49%) of respondents sought financial gain by investing in NFT, followed by Interest in the technology (45%).

### Main Reason to Use NFTs

Nearly half invested in NFTs for financial gain



As of 29/10/2020

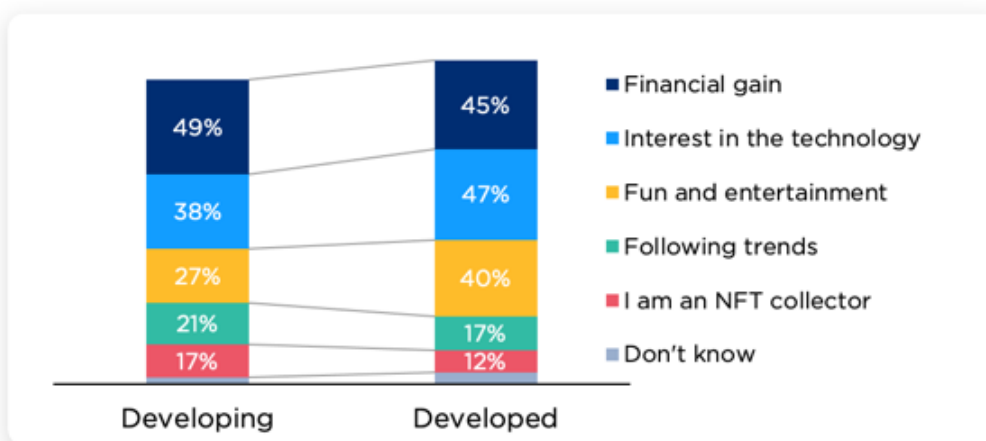
Survey: Non-fungible Tokens

Source: Crypto.com Research

Again, when compared with developing and developed economies, the “Interest in the technology” rose from 38% to 47%, and “Fun and entertainment” grew from 27% to 40%. This showed that respondents from the developed economies focused more on NFT’s technology and fun aspects.

## Main Reason to Use NFTs

In the developed countries, technology was over the financial gain



As of 29/10/2020

Survey: Non-fungible Tokens

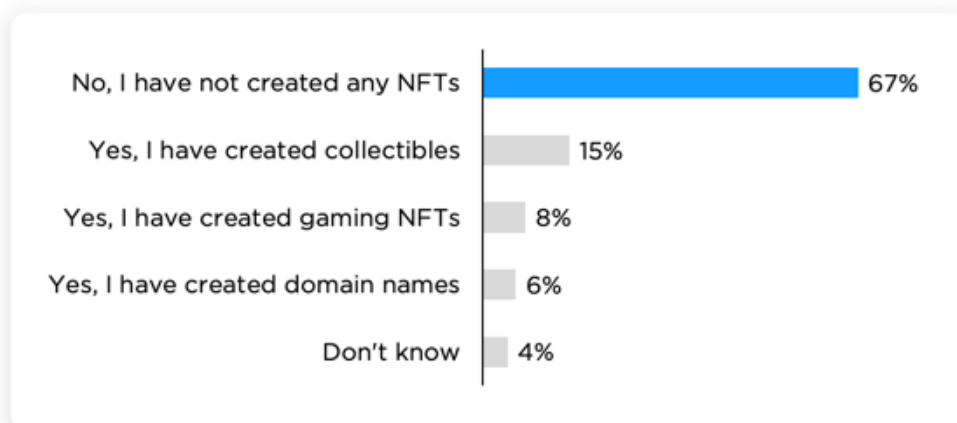
Source: Crypto.com Research

## Have you created an NFT before?

Respondents without experience of creating NFT (67%) dominated the choices.

## Have you created an NFT before?

Respondents without creation experience dominated the choices



As of 29/10/2020

Survey: Non-fungible Tokens

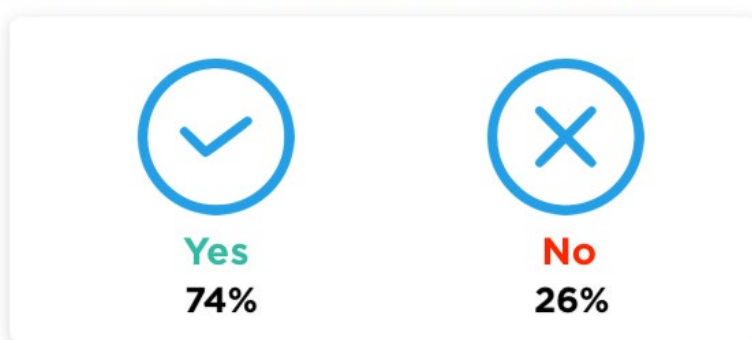
Source: Crypto.com Research

## Do you use any DeFi platforms?

For this question, we wanted to understand the relationship between DeFi and the awareness of NFT. The data showed that for the respondents who had heard of NFT, a majority of them (74%) also used DeFi while 26% didn't. The result suggested that respondents that are aware of NFT were also very likely to have used DeFi before.

### Do you use any DeFi platforms?

Respondents aware of NFT also have large possibility of using DeFi



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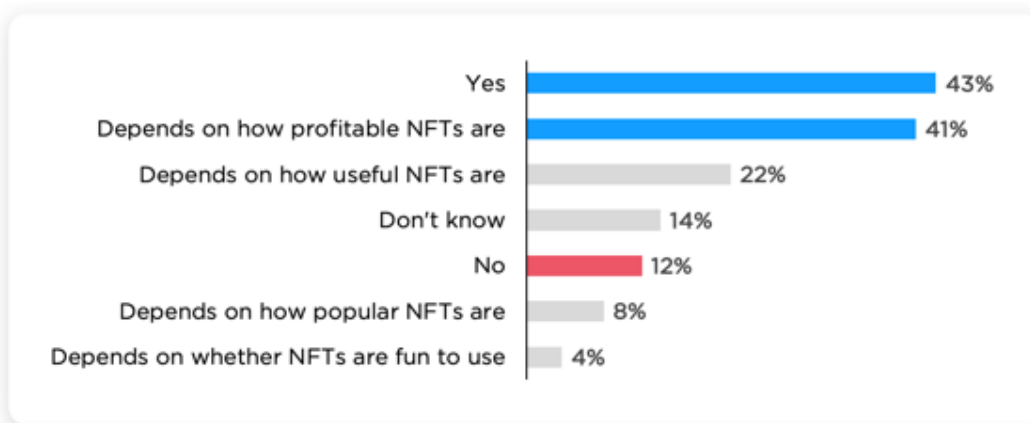
## Do you anticipate using or trading NFT in the coming year?

43% of respondents are planning to use NFT in the coming year. Notably, a large percentage (41%) of respondents would decide to use them depending on NFT's profitability.



## Do you anticipate using or trading NFTs in the coming year?

43% of respondents will join NFT community in the near future



As of 29/10/2020

Survey: Non-fungible Tokens

Source: Crypto.com Research

## To what extent do you agree with the following statement

We asked respondents to score (1-5) to the following statements and the results are listed below:

Statement	Score (AVG)
NFT are the next trending topic after DeFi.	3.42
NFT are a useful innovation.	3.68

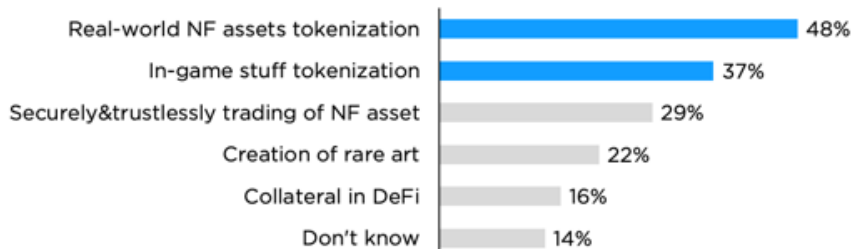
The results suggested that respondents tended to agree with both statements, but were more neutral on the "next trend after DeFi" than the "innovation."

In your opinion, which of the following are the most beneficial aspects of NFT?

48% of respondents indicated that real-world non-fungible assets tokenization would be the most beneficial aspect, followed by in-game objects (e.g. items, characters) tokenization.

## Which of the following are the most beneficial aspects of NFTs?

Real-world non-fungible assets tokenization will be promising



As of 29/10/2020

Survey: Non-fungible Tokens

Source: Crypto.com Research

In your opinion, what are the main roadblocks for NFT adoption?

The newness of the technology (61%) was the main concern on NFT adoption. Also, the difficulty of linkage to the real-world (28%) and unknown technology risk (27%) were also concerns on top of the mind for respondents.

## What are the main roadblocks for NFT adoption?

The emerging technology was the main concern



As of 29/10/2020

Survey: Non-fungible Tokens

Source: Crypto.com Research

# Summary

## Key Takeaways

- Only less than half of the respondents (47%) had heard of NFT, and among these, 63% of them had only a basic understanding of the NFT while 57% of them had never used NFT
- The collectibles (47%) and gaming (33%) are the most commonly used NFT types for our respondents. Nearly half (49%) of respondents sought financial gain by investing in NFT
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