



#Web3Culture

*How does Web3 transform
digital practices &
Gen Z's expectations?*

April 2022



The study/

What is the reality of the adoption of Web3 practices among Gen Z?

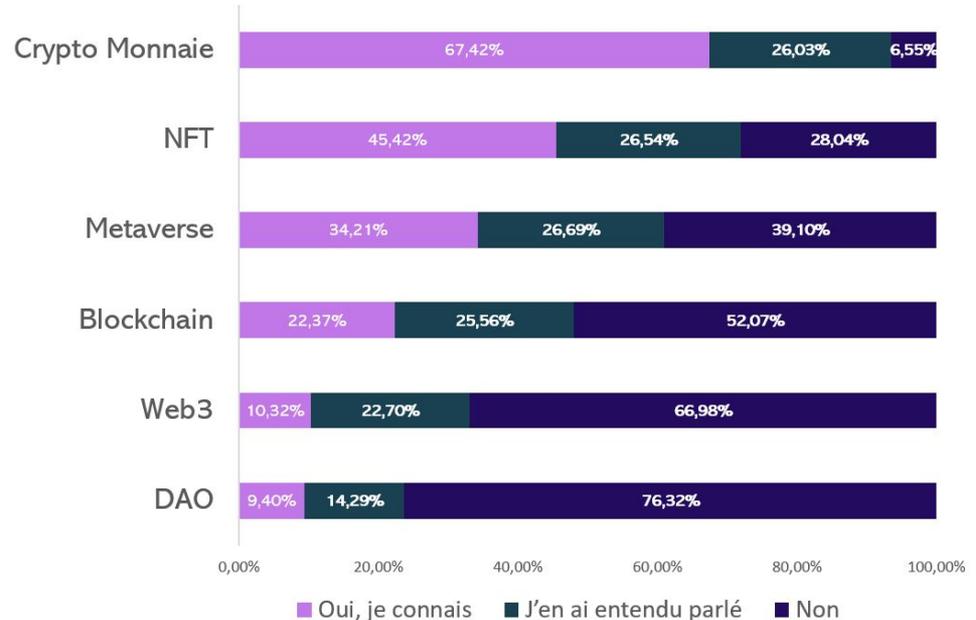
Methodology

- Survey took place in march 2022
- Panel SurveyMonkey
- Respondents age : 18-25

A high level of knowledge for certain pillars of Web3 without this being the case for the expression itself

We are going to introduce you to different terms, indicate for each of them if you know them?

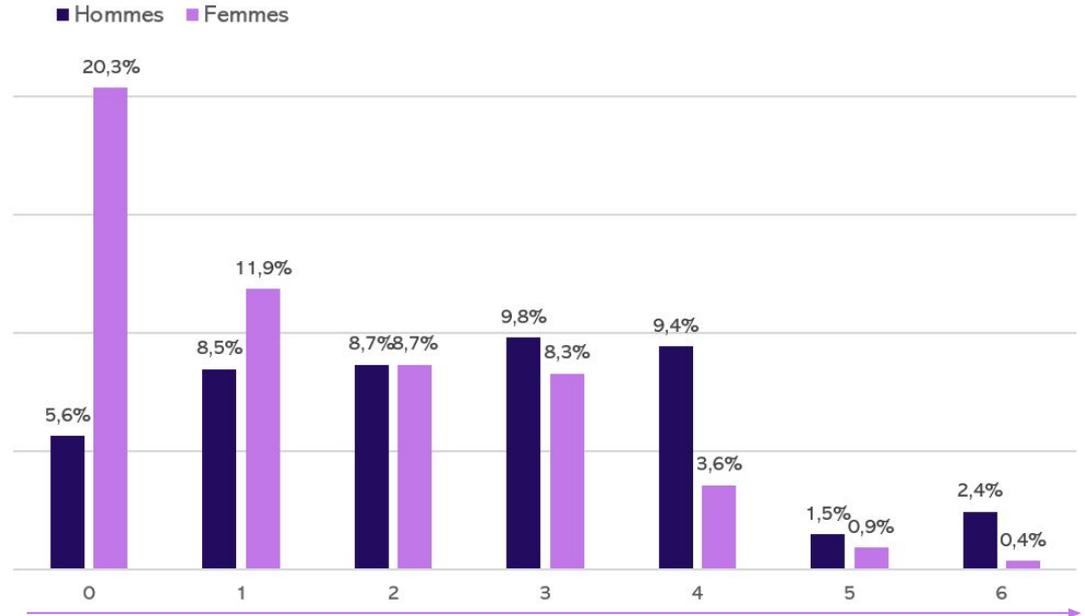
67% of respondents say they know crypto currencies, but only 10% of them know Web3



Knowledge mainly shared within a male sub-population. #Web3boysClub

Gender according to the number of concepts declared as known (Crypto, Metaverse, NFT...)?

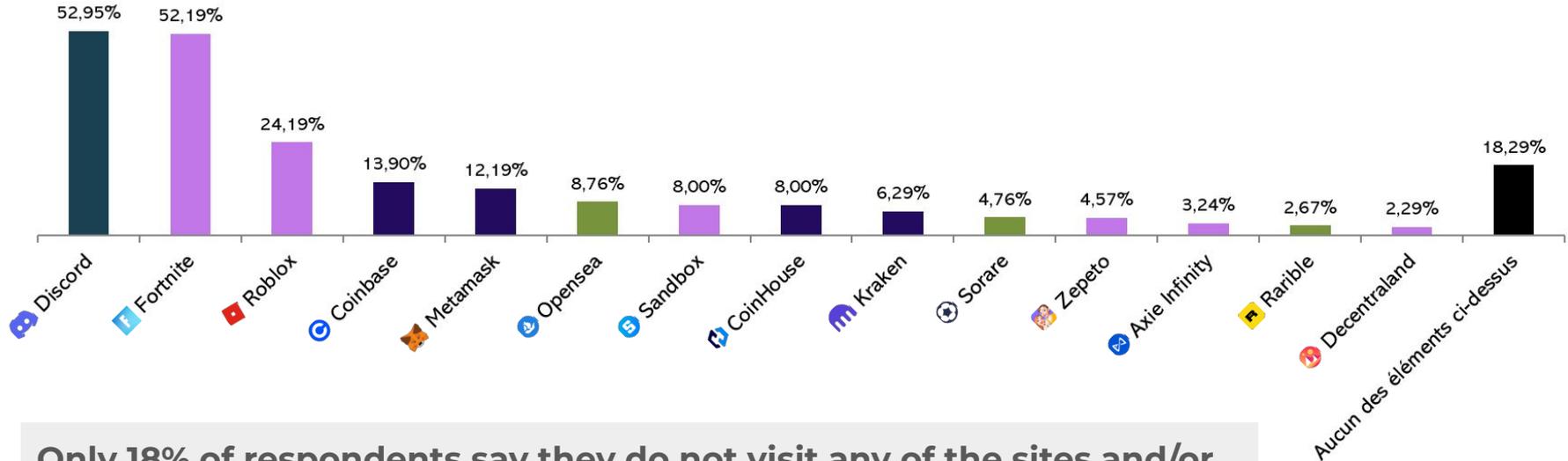
87% of respondents who say they know all the tested Web3 concepts are men.



Number of concepts declared as known (Crypto, Metaverse, NFT, Blockchain, Web3, DAO...)?

Discord and Fortnite, spearheads of platforms associated with Web3.

Among the following sites, applications and games, indicate which one(s) you visit. (Many possible responses)



Only 18% of respondents say they do not visit any of the sites and/or platforms offered (83% of them are women)

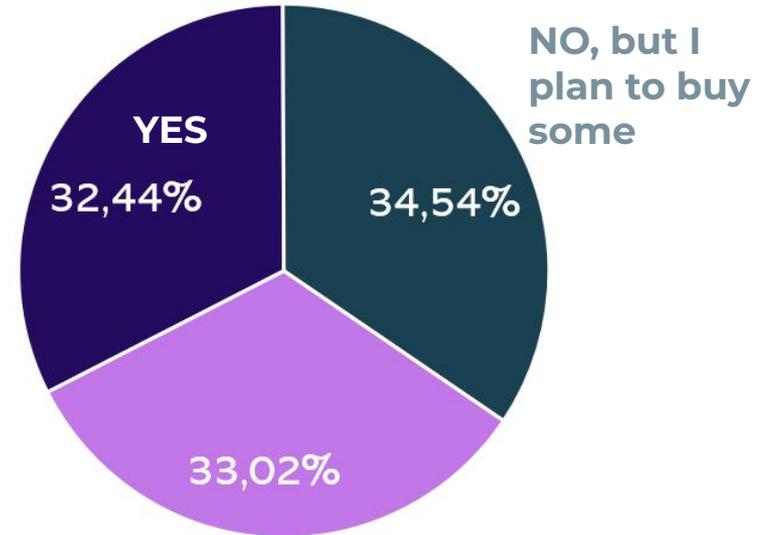
An impressive rate of possession of cryptocurrency among the youngest!

32% of 18-25 year olds versus 8% of all French people* or 12% of people under 35*

Cryptocurrencies are digital currencies that are not dependent on a central bank or institution. The best known are Bitcoin, Ethereum...

Do you own any?

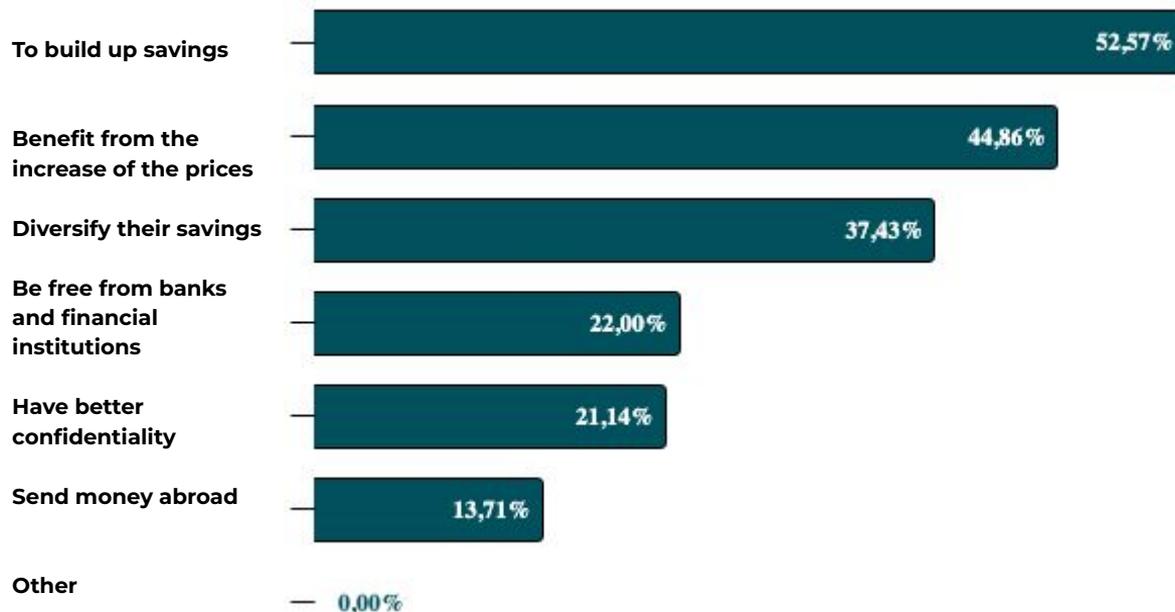
Seen the other way around, only 1/3 of respondents seem resistant to cryptos.



NO, and I'm not interested

Motivation for owning crypto much more financial than ideological or practical.

*What is your motivation for acquiring crypto
currencies (several answers possible)*



Fears related to price volatility and legitimate difficulties in understanding how currencies work.

*What are your main fears or barriers of buying?
(many possible responses)*

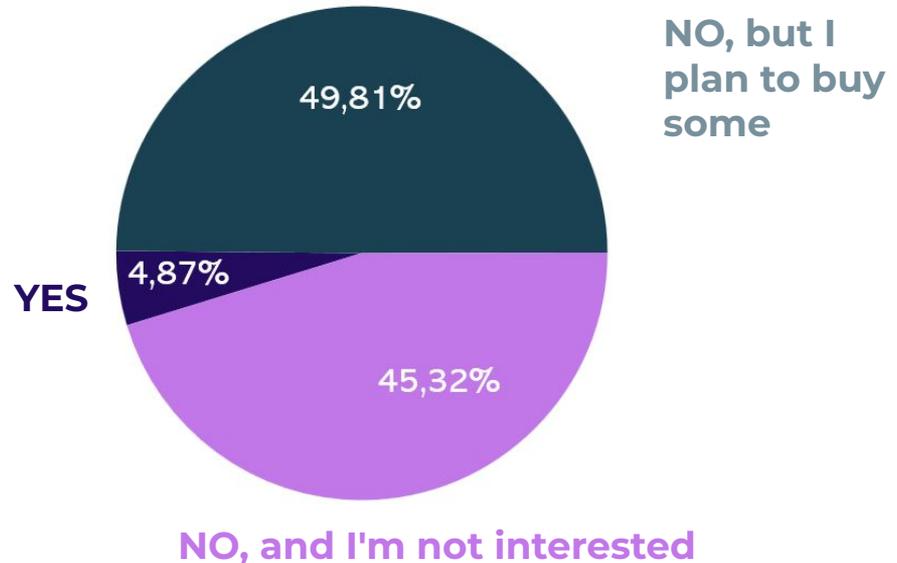


NFTs still little owned but have aroused a strong desire to acquire!

5% of GenZ adults own them versus 2% of all French people*

NFTs ("Non Fongible Token" or in French "Non Fungible Tokens") are digital certificates that guarantee the authenticity and exclusive ownership of a digital object.
Do you own any NFTs?

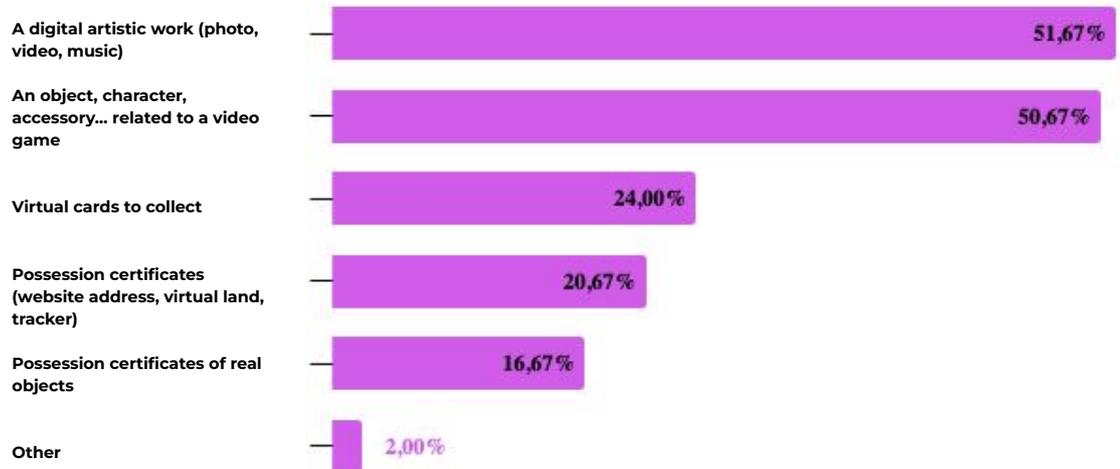
Half of 18-25 year olds plan to buy one!



Attraction goes to the types of NFT with the most media coverage (and undoubtedly perceived as the most financially valuable)

*What types of NFTs do you own or plan to acquire?
(many possible responses)*

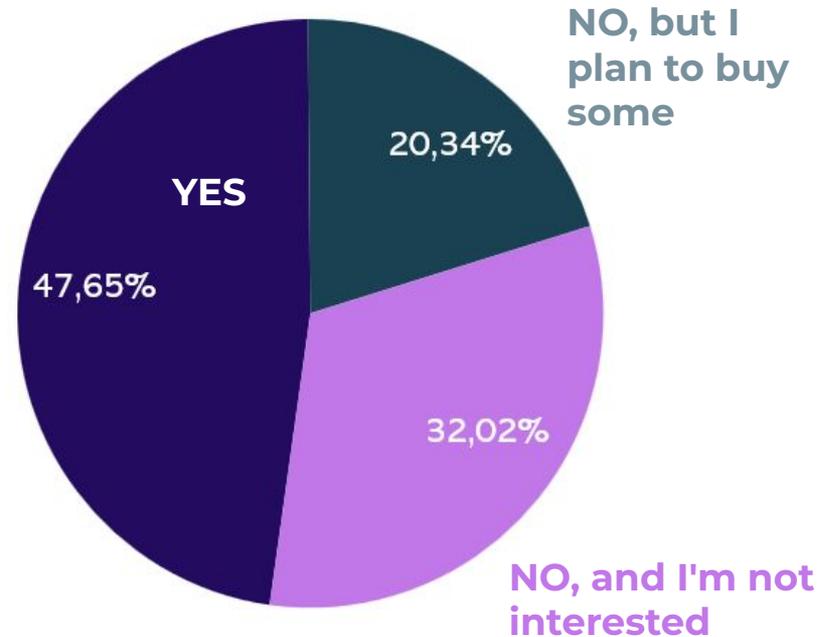
Art and video games appear to be the sectors most naturally associated with NFTs.



The purchase of virtual items already installed within the GenZ population...

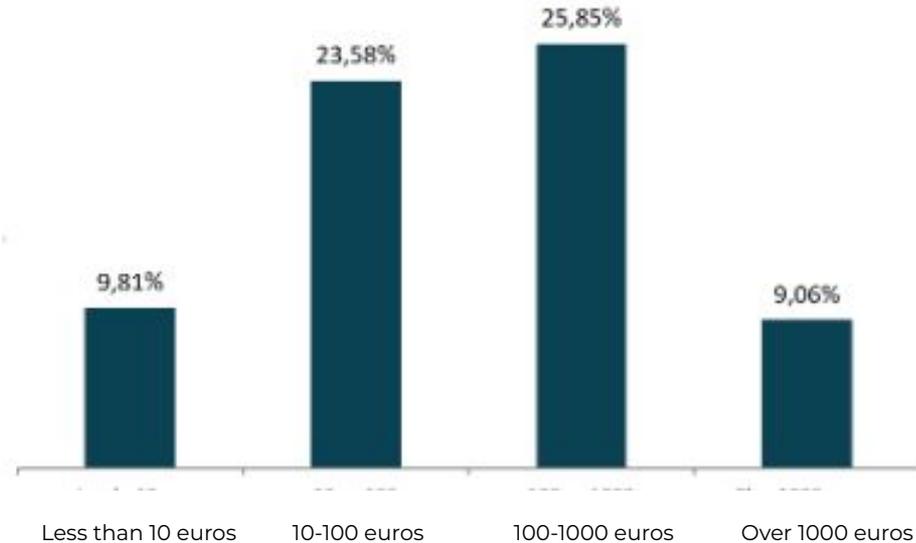
Not to mention NFTs, have you ever bought virtual items such as "skin", "emotes", accessories for an avatar...

Nearly 50% of 18-25 year olds have already purchased virtual goods, a rate to be related to the use of Fortnite... but also social platforms including micro-transactions like TikTok.



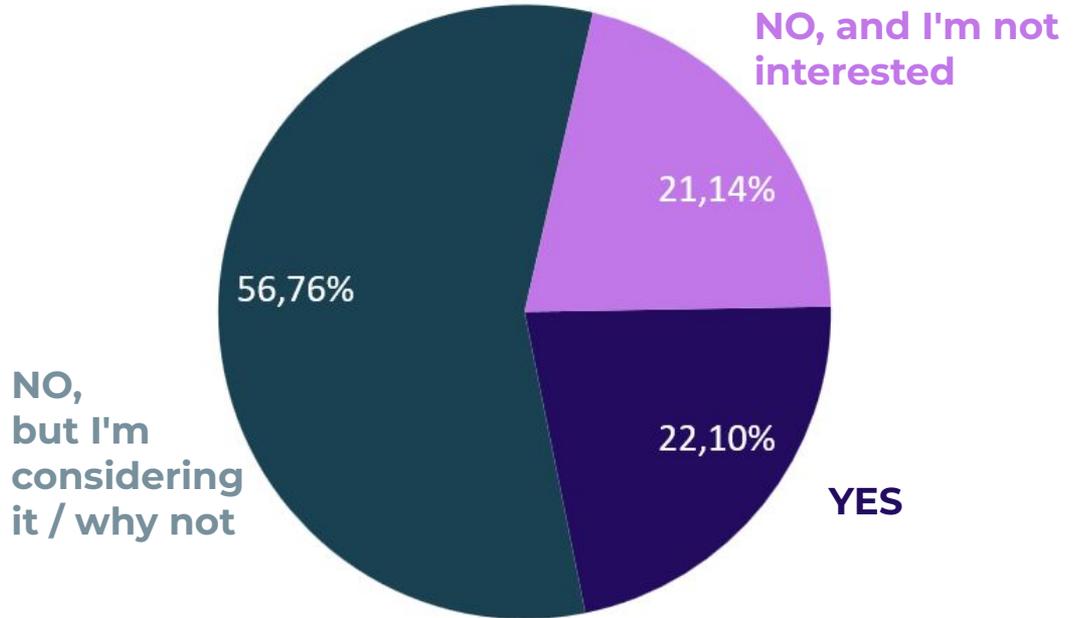
...with purchases that represent significant cumulative sums.

How much do you think you have already spent on virtual items (including NFT)...



Metaverses still little frequented, but have aroused interest.

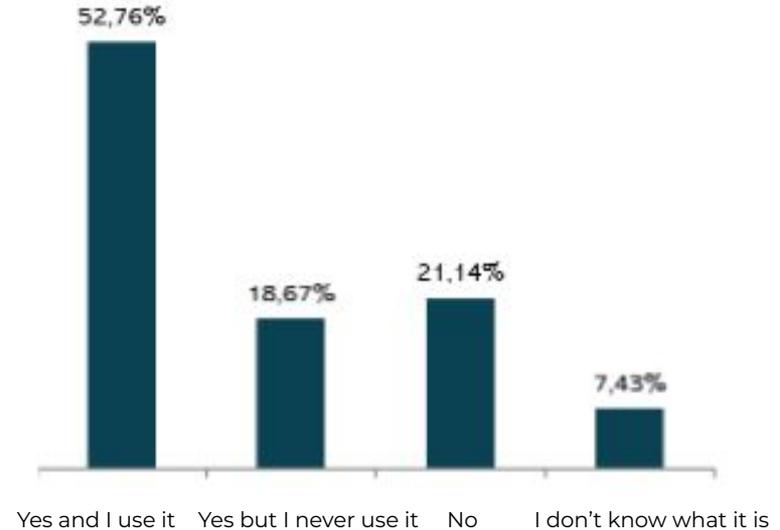
*Metaverses are immersive virtual worlds in which you are represented by a 3D avatar and where you can perform all kinds of interactions such as chatting, playing, buying....
Do you frequent metaverses?*



GenZ already ready to access the metaverse

Have you created or bought your own virtual avatar (on Snapchat, iPhone...)?

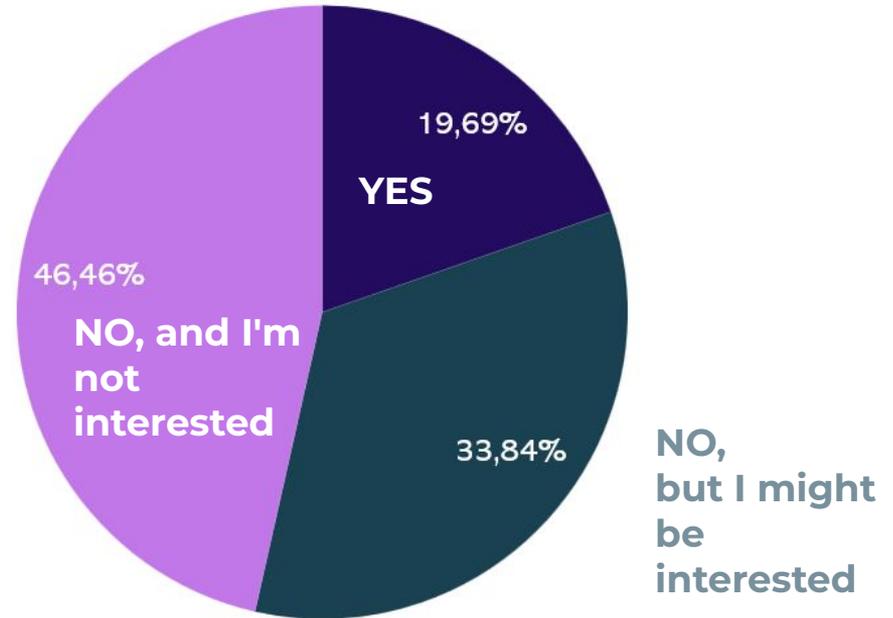
A usage rate of avatars above 50%.



DAOs are the building block of Web3 least attractive to GenZ.

DAOs (Decentralized Autonomous Organizations or in French: Organisations Autonomes Décentralisés) are online communities whose interactions are governed by "contracts". For example, a DAO can have its own crypto currency which will be used to remunerate contributors. The main decisions within the organization can also be shared between all the participants... Are you part of such an organization?

A concept that is still obscure and difficult to define, which may explain the declared lack of interest.



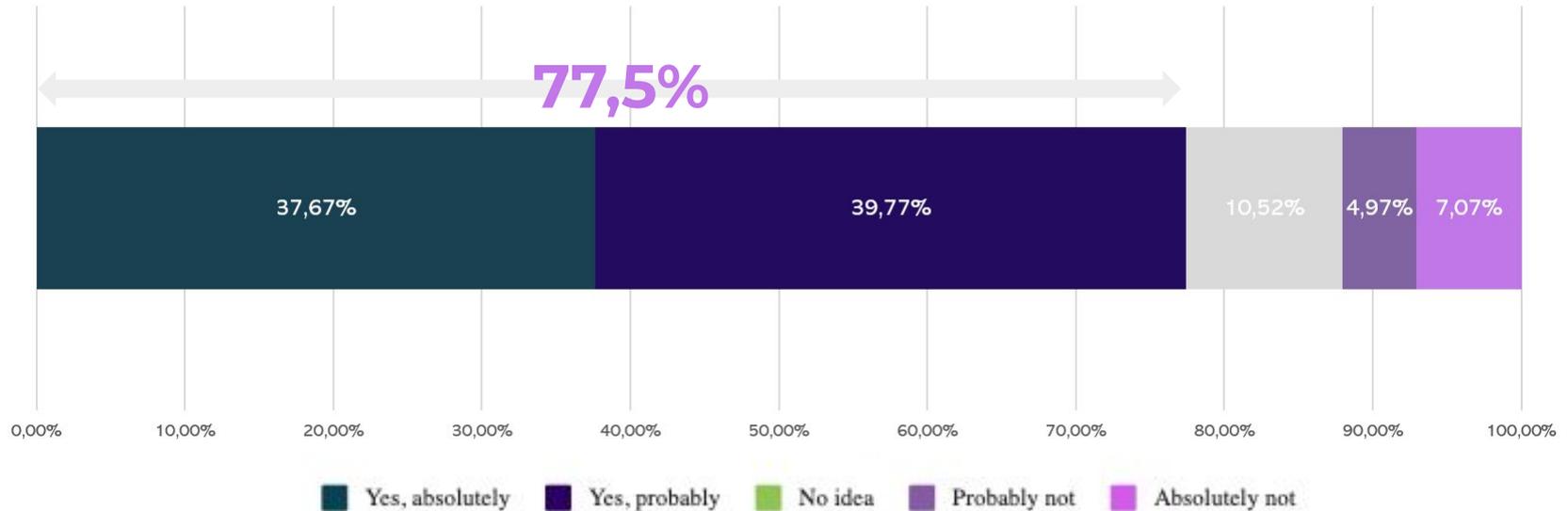
Related to the prevalence of possession of crypto, more than a third of GenZ are open to compensation in crypto within DAO

Among the "contracts" that can be set up in this type of organization, which ones might interest you? (several answers possible)



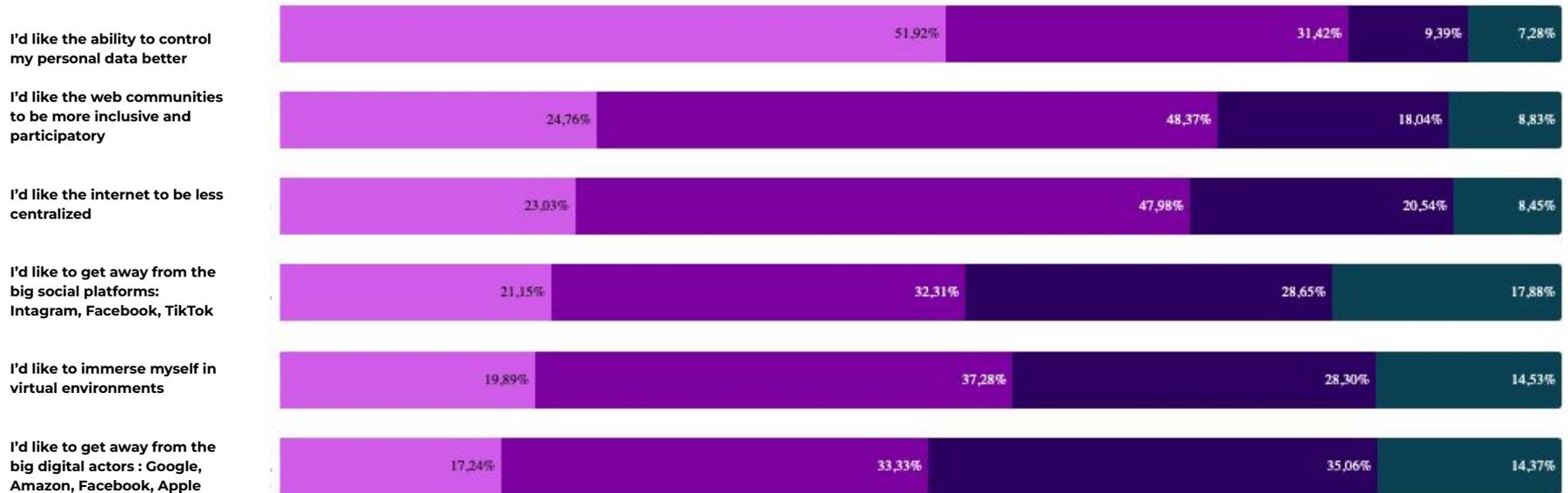
Broad support for the belief that the future of Internet usage lies within Web3.

We talked about NFT, Metaverse, Crypto... in general do you think these trends will transform the use of the internet in the years to come?



Out of all the Web3 promises, having control of their personal data is the most expected by 18-25 year olds.

To what extent do you agree with the following statements:



#Web3 & Gen Z

For GenZ, Web3 is a global concept that is little known as such, but some sites and apps are already very present in their uses.

This tangibility of web3 is illustrated in particular by:

- the use of Discord
- crypto ownership
- the interest in NFTs and the already current purchase of virtual objects
- ...

Expectations for the evolution of the web reside first in:

- financial hope
- a desire to control their personal data

This study testifies to a general adherence to the main promises of Web3 (decentralization, the attraction for the metaverse(s))

In the end, the GenZ are already a vector for the propagation of new uses of Web3!