



IZEA INSIGHTS SPECIAL REPORT

# Influencing Crypto

Influencers are blazing the trail toward digital asset adoption.

FEBRUARY 16, 2022







## BACKGROUND

We surveyed 1,034 U.S. internet users to help understand consumer sentiments around the metaverse, NFTs and cryptocurrencies, as well as how those thoughts differ across social media users, social media influencers and those who do not regularly use social media.

## GOALS

- Provide insights for our partners who are responsible for marketing products and services on emerging digital platforms.
- Inform, educate, and assist decision makers who must adapt to the rapidly evolving digital landscape.
- Help all parties understand the early-adopter landscape of the metaverse.
- Inspire the brands, influencers and end consumers who make our industry work.



# Sample Population



U.S. CONSUMERS

U.S.

Geography

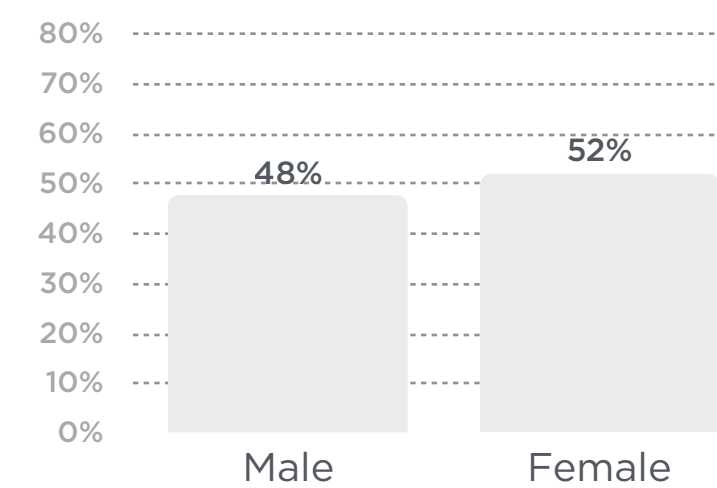
11/17/21  
TO  
11/18/21

Data Gathered

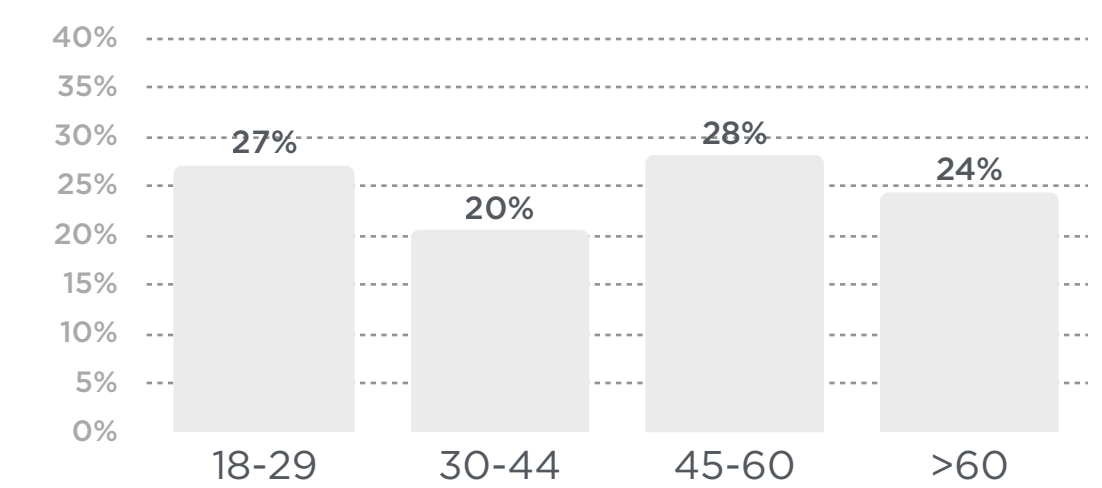
1,034 Qualified  
Internet Users

All respondents were required to have an internet connection in order to participate in the survey.

Gender



Age





56%

OF ALL INFLUENCERS

say they  
currently  
participate in  
the metaverse.

**Q:** Do you currently  
participate in the  
metaverse?

RESPONSES BY SOCIAL MEDIA USER TYPE

		All	Social Media Users	Social Media Influencers
Yes		20.35%	11.86%	55.74%
No		79.65%	88.14%	44.26%

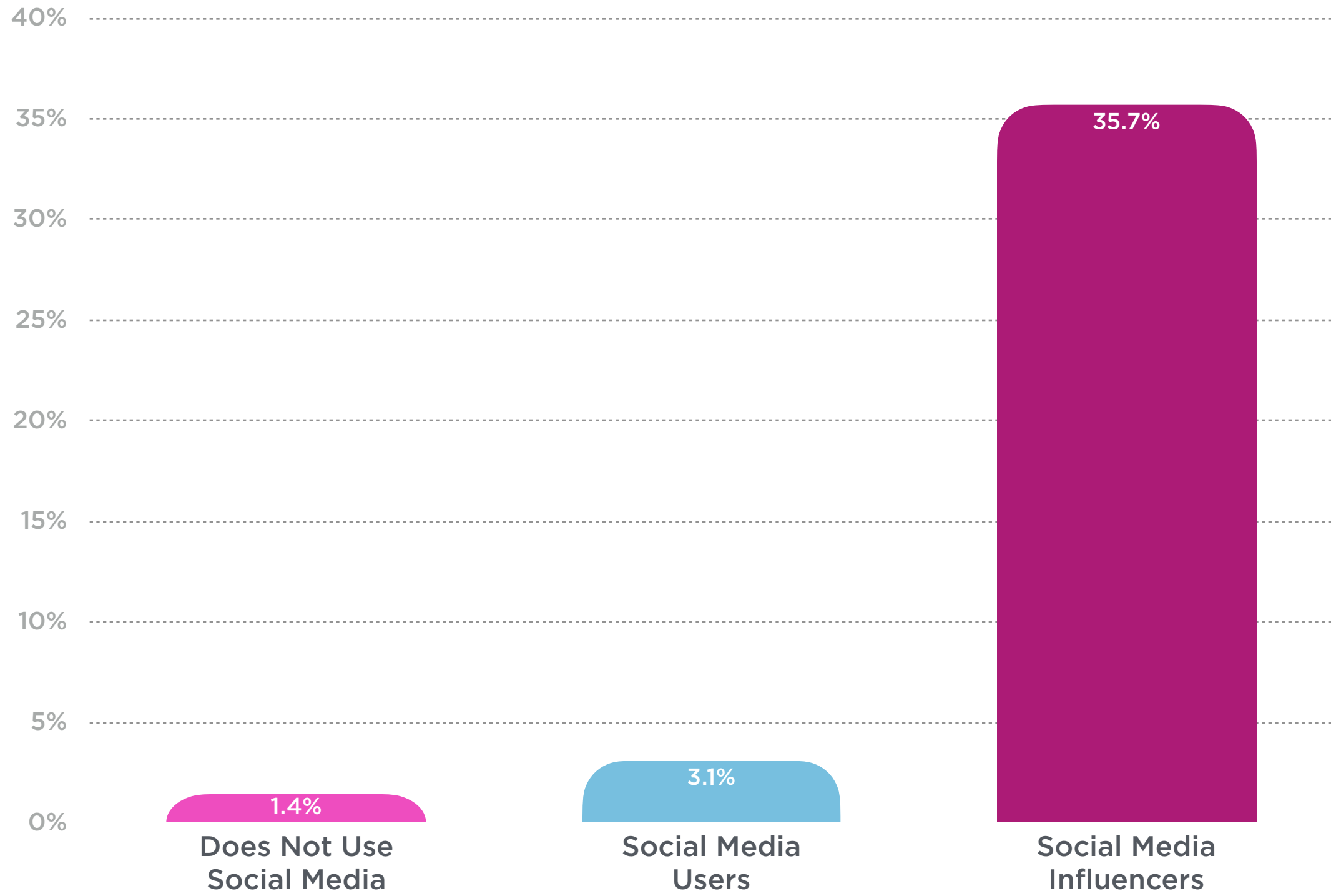




Q: Do you own any NFTs?

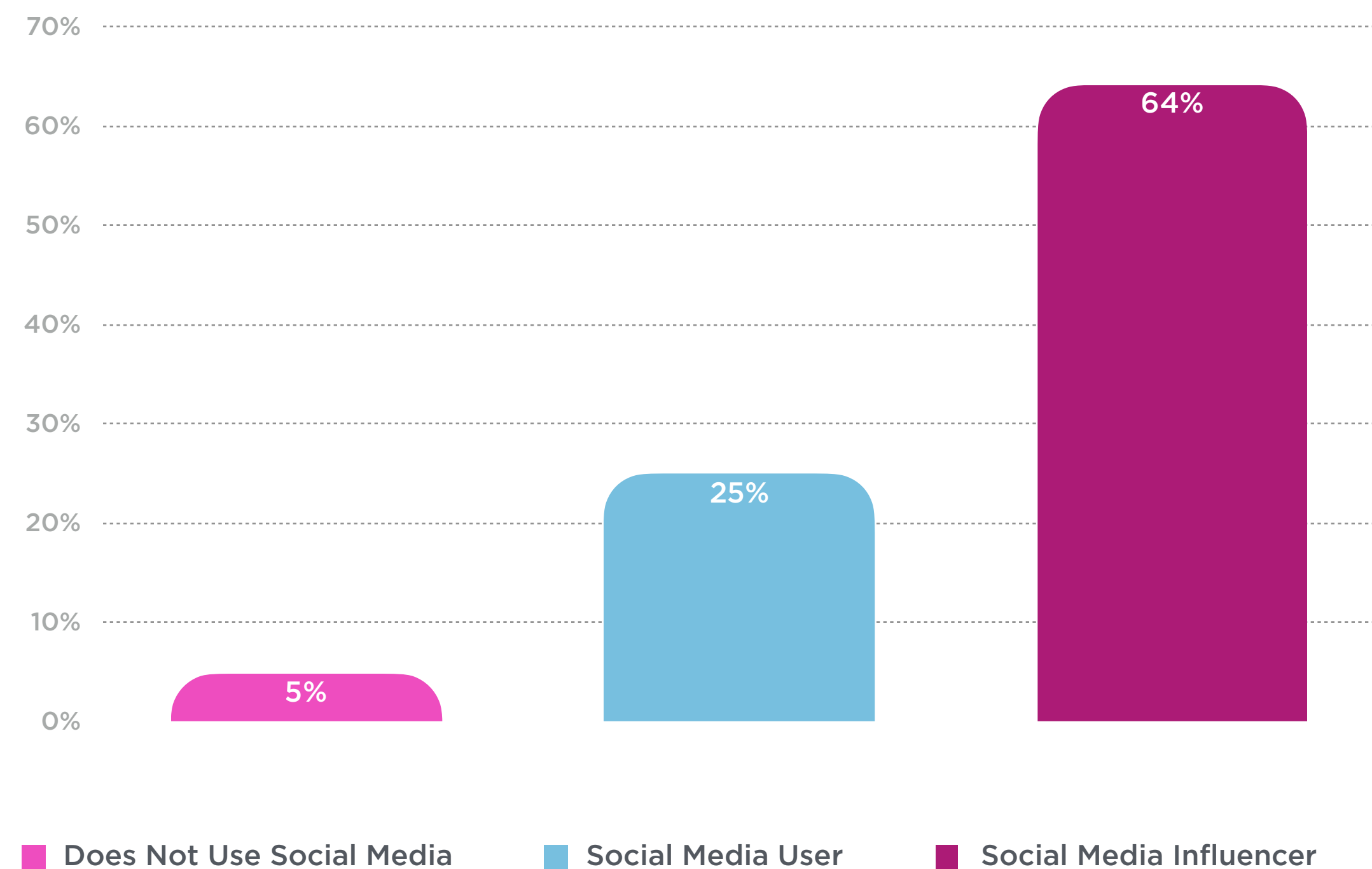
36%  
OF ALL INFLUENCERS  
OWN NFTS

RESPONSE BY SOCIAL MEDIA USAGE





Q: Do you currently own any cryptocurrencies?



64%

OF ALL INFLUENCERS OWN  
A CRYPTOCURRENCY







#### IZEA INSIGHT

60% of social media influencers surveyed see themselves participating in the metaverse as creators.

#### INFLUENCERS CAN BE LEVERAGED TO:

- Create an experience that features your brand.
- Wear or use branded objects.
- Host virtual events like concerts or parties.
- Co-create and promote NFTs.



# Influential Aspirations in the Metaverse

51%

OF ALL INFLUENCERS

are considering ways  
to make money in  
the metaverse.

21%

OF ALL INFLUENCERS

are already  
making money in  
the metaverse.





## IZEA INSIGHT

Influencers and creators are dialed into emerging tech and media.

Partnering with them is an authentic and effective way for brands to reach consumers who are beginning to explore cryptocurrencies, NFTs and other digital assets.



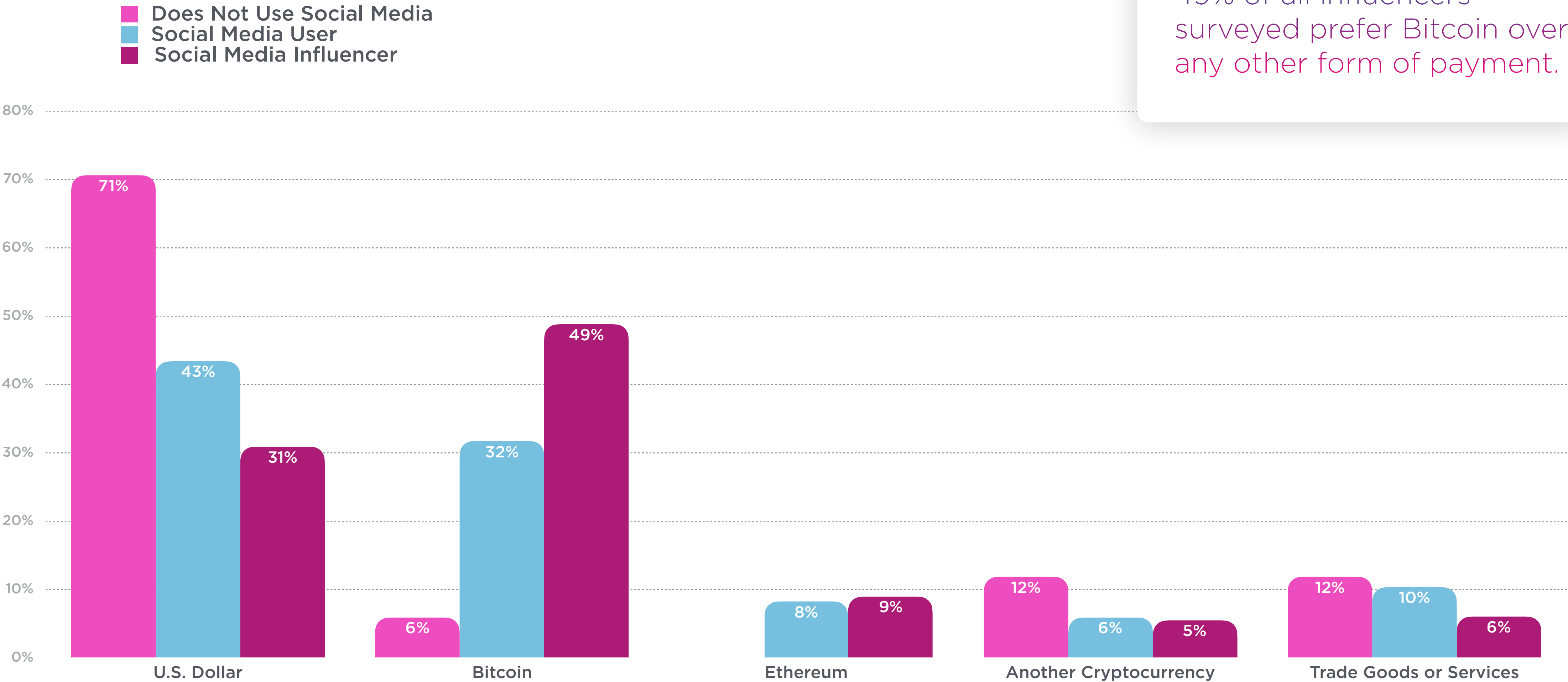


Q: If you were accepting payment in the metaverse, what would your preferred method of payment be?

 FILTER APPLIED

All those participating or planning to participate in the metaverse

49% of all influencers surveyed prefer Bitcoin over any other form of payment.



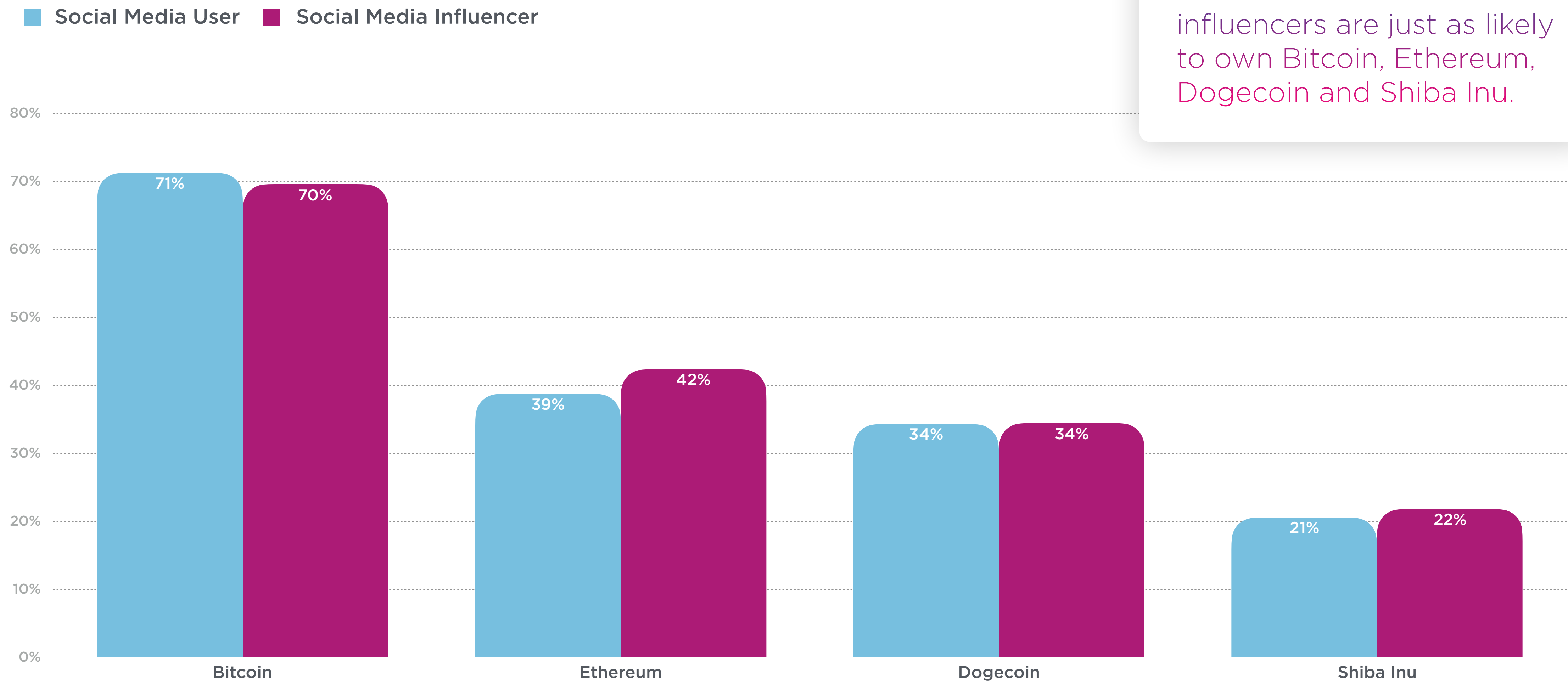


# Q: What cryptocurrencies do you own?

 FILTER APPLIED

All those who currently own cryptocurrencies

Social media users and influencers are just as likely to own Bitcoin, Ethereum, Dogecoin and Shiba Inu.



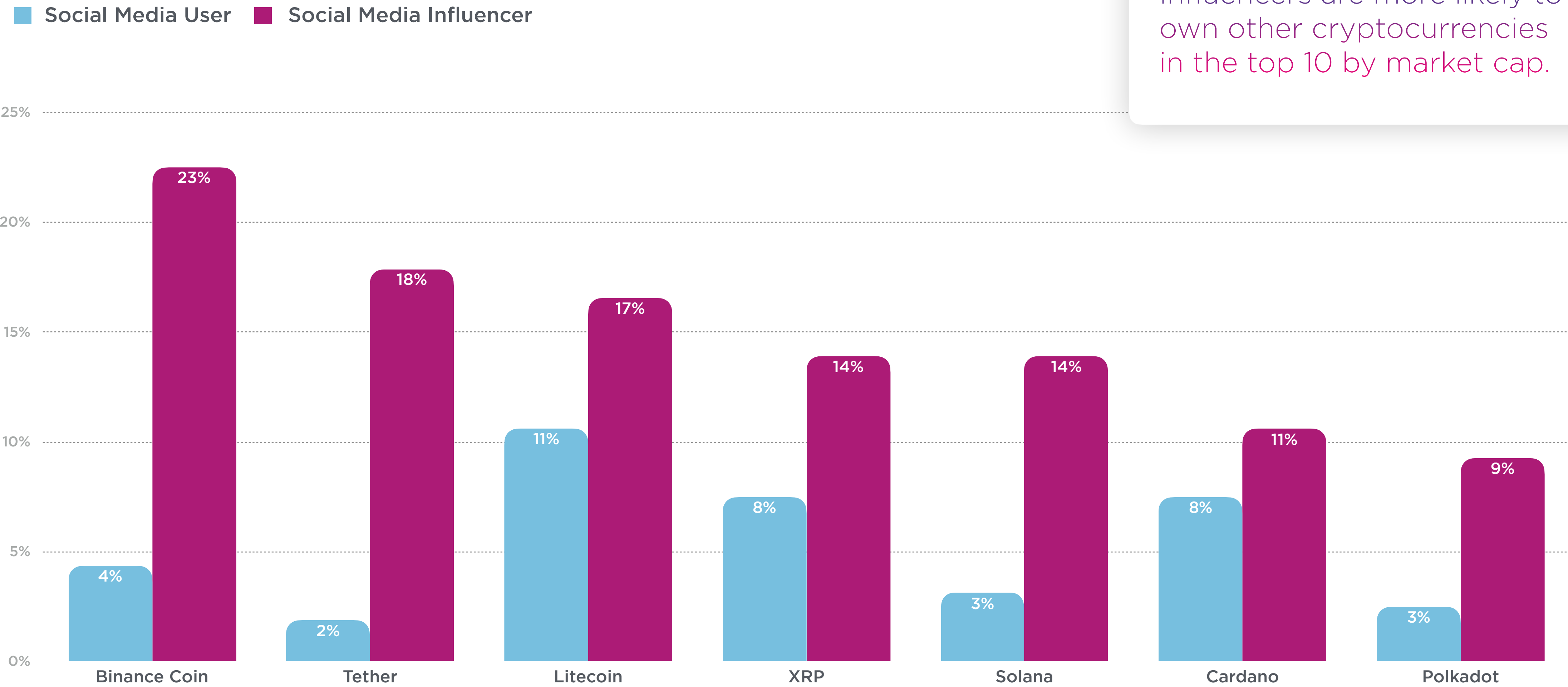


# Q: What cryptocurrencies do you own?

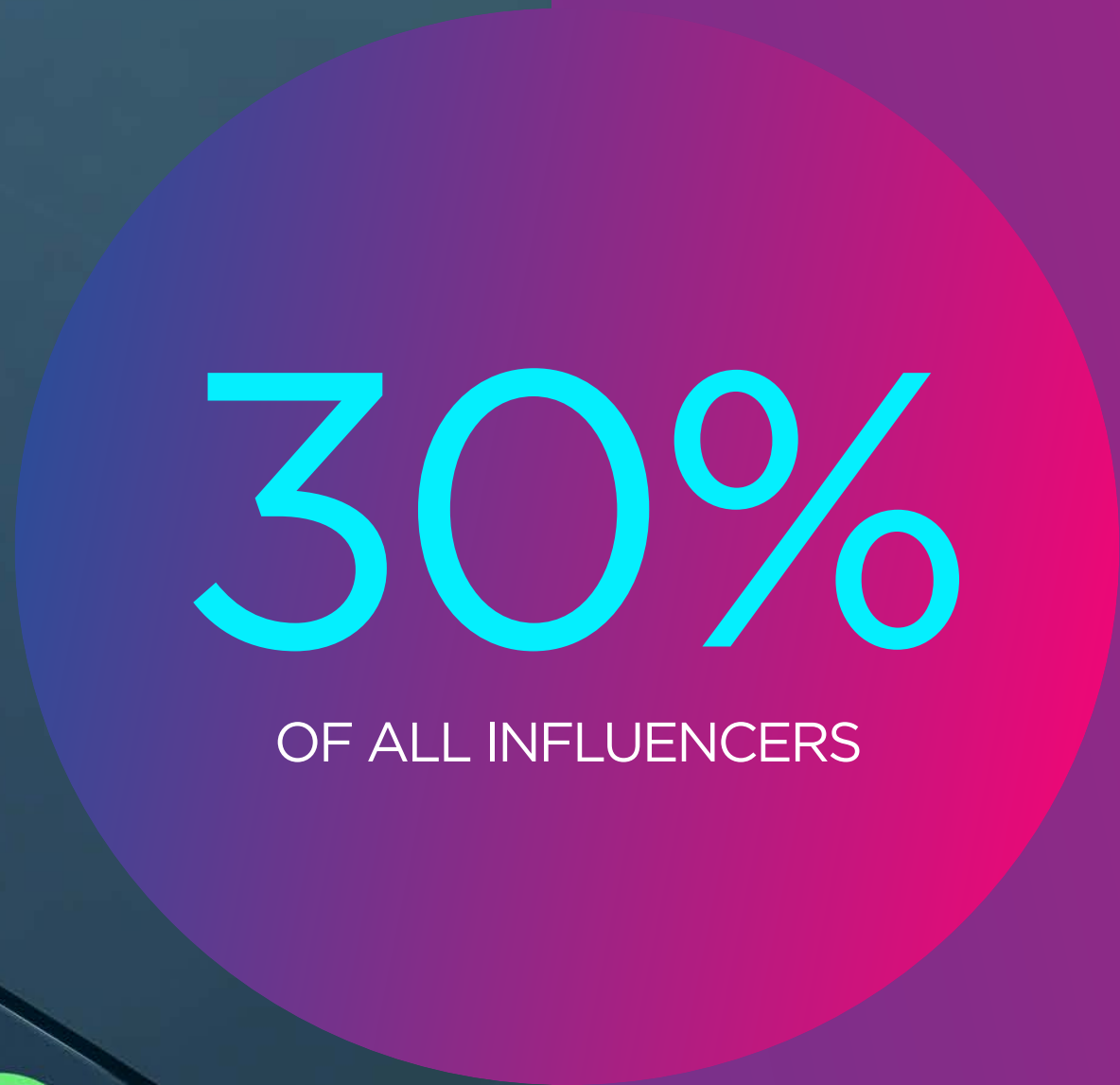
 FILTER APPLIED

All those who currently own cryptocurrencies

Influencers are more likely to own other cryptocurrencies in the top 10 by market cap.







say they are waiting for cryptocurrencies to become easier to buy before purchasing.

 FILTER APPLIED

All those who do not currently own a cryptocurrency

Q: What is preventing you from owning cryptocurrency?

	RESPONSES BY SOCIAL MEDIA USER TYPE		
	Does Not Use Social Media	Social Media Users	Influencers
I am waiting until it's easier to buy	6.62%	10.02%	29.76%
I am waiting for crypto to have more utility	6.62%	12.32%	26.19%
I am waiting for crypto to have less volatility	11.76%	13.15%	21.43%





For additional research visit:

[izea.com/resources](https://izea.com/resources)

