

Are NFTs the great British turnoff?

Article

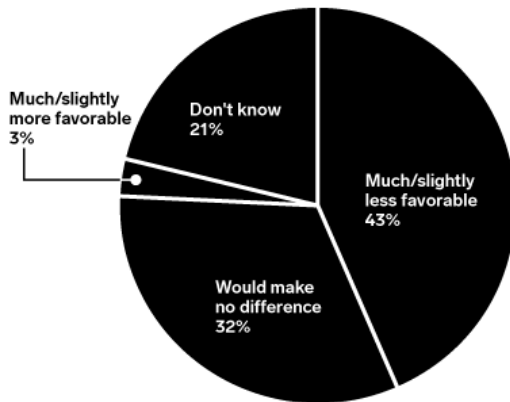
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Companies tempted to ride the blockchain wave may want to avoid dipping their toes into nonfungible tokens (NFTs) just yet. Among adults in Great Britain who'd heard of NFTs, **43%** said they'd feel less favorable toward a company if it started offering them, and **32%** said their opinion wouldn't change either way. Only **3%** would view a company more favorably if it offered the digital tokens.

Beyond the chart: Individual NFTs have sold for multimillion-dollar sums, but these tokens could be more gimmick than gain for brands. Only a quarter of adults in Great Britain have both heard of NFTs and understand what they are. And some companies that took the plunge have faced consumer backlash over the high environmental cost of NFTs and the great potential for fraud.

Would Adults in Great Britain Feel More Favorable Toward a Company If It Started Offering Nonfungible Tokens (NFTs)?

% of respondents, Feb 2022



Note: ages 18+; among respondents who have heard of NFTs; numbers may not add up to 100% due to rounding

Source: YouGov as cited in company blog, March 8, 2022

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