

From crypto to NFTs: Identifying the new wave of digital investors

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Abstract-

The objective of this paper is to explore whether NFT investors represent a distinct cohort within the broader crypto investment sphere. Employing data from a public survey with global outreach, we first find that NFT owners are younger and possess, on average, a lower educational level than the general crypto population but a higher cryptocurrency knowledge. Second, there are no significant gender differences among NFT investors and non-NFT investors, but those working in the crypto sphere are more likely to invest in NFTs. Additionally, individuals involved in yield farming or using crypto derivatives are more likely to own NFTs. Finally, we show that individuals with more concerns about the potential misuse of cryptocurrency for illicit activities are less likely to engage in the ownership of NFTs.

Index Terms- Non-Fungible Tokens; Cryptocurrencies; Investor profile; Household finance

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