

Facebook Wants to Own Metaverse Data, but Youth Prefer Blockchain Metaverse

Advokate

a blockchain technology company, surveyed 1,000 consumers on their opinions of the metaverse and found:

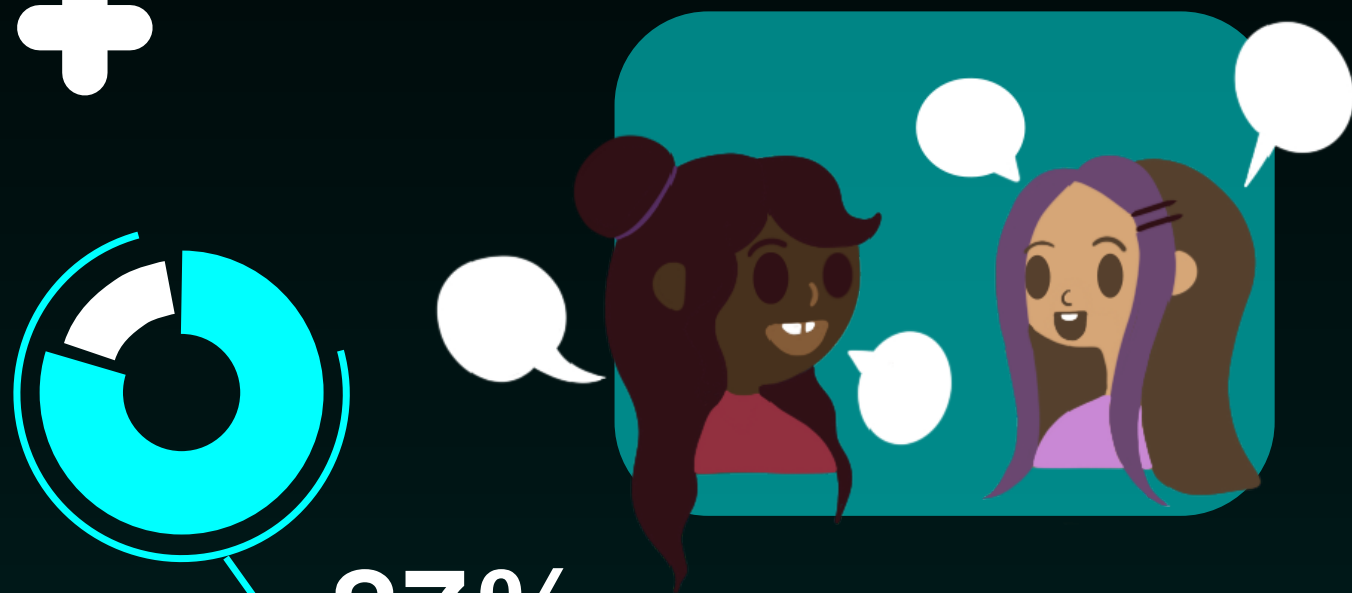
77%

worried about Facebook owning Metaverse data



87%

prefer a blockchain Metaverse



Gen Z respondents are **10% more likely** than Millennials to prefer a blockchain metaverse



93%

want to earn real money that can be transferred outside the game



Most Popular Metaverse Activities

- #1 Gaming
- #2 Socializing with friends
- #3 Work-related activities



55%

plan to spend 3+ hours in a metaverse everyday

