

Crypto Quiz: What percentage of American adults owned Bitcoin in 2021?

1 message

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M A K A R A

by  **Betterment**



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The Makara Minute

At Makara by Betterment, we're here to be your guide and make it easy for you to learn about crypto. We bring you investing insights that you can read in about 60 seconds.

Crypto Quiz

The last time the Fed started hiking rates in December of 2015, just 1% of American adults claimed to have owned Bitcoin. According to recent reports, by 2021, what percentage of American adults owned Bitcoin?

- A. 8%
- B. 43%
- C. 22%
- D. 34%

To see the answer, scroll to the bottom of this email, or [find the answer in our blog post](#) and learn more about how past Fed rate hikes have impacted Bitcoin.

An Introduction to Investing in Web3

You've most likely heard of the term Web 3.0, sometimes written as Web3. But what does it mean? Could you define it in one sentence? That's tough to do. The best definition we've found for Web3 comes from one of the world's most experienced Web3 investors, Chris Dixon, general partner at Andreessen Horowitz:

"Web3 is an internet owned by users and builders orchestrated with tokens."

Sounds simple. Until you think about it. Let's break that down into three parts...

Part 1: An internet.

To understand the internet in Web3, we must first visit what came before it, which is Web2, where we are now. The current internet is a worldwide system of interconnected computer networks—so far so good. In Web3, we'll continue to have this global, connected network. With Web2 though, the internet is centralized, meaning that access and websites are largely controlled by centralized powers (aka modern day corporations and governments in some cases), led by top-down management teams. Which brings us to who owns the internet.

Part 2: Owned by users and builders.

In Web2, big tech (Google, Apple, Amazon, Facebook) essentially runs the internet, creating the experiences for users, and profiting from these creations. From data storage to photo sharing to buying diapers, much of it is controlled by big tech. In an ideal Web3 world, the internet is “decentralized” which means it is owned by users and creators, using blockchain as a consensus mechanism and community governance instead of top-down corporate structures. So how does Web3 work? Well, it's...

Part 3: Orchestrated with tokens.

It works by using tokens. Users and builders can own digital property rights to many different things via tokens. Think of digital property rights like owning a piece of the internet. It could be owning your own data, digital art, a line of code, a digital book, or plot of land in the [metaverse](#). All of these token transactions are recorded on the blockchain, which, in most cases, no centralized corporation owns because it's a public network of computers.

Read on to see why you may want to invest in Web3 and examples of real-world Web3 businesses...

[Read the full blog](#)

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QUIZ ANSWER:

C) 22%

By 2021, one [survey](#) reported that around 22% of American adults claimed to have owned Bitcoin. [Read the blog post](#) for a full analysis on how Bitcoin reacted to past Fed rate hikes.



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