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Crypto.com Survey Report

**Australians Set to Have a
Crypto-centric Christmas This Year**

Research and Insights



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Executive Summary

A consumer survey commissioned by Crypto.com in October 2021, covering more than 2,000 Australian consumers aged between 18 and 59, has found that **crypto-centric gifts will feature prominently under the Christmas tree in Australian homes this year.**

Our key findings are summarised below.

- **About 26% are planning to buy crypto-centric gifts.**
 - A majority of those are younger Australians under 44 years old.
 - Over half (53%) would consider buying actual coins such as Bitcoin and Ethereum as gifts.
 - 41.8% would like to buy coin vouchers and 35.5% crypto books.
 - 29.2% would consider buying non-fungible tokens (NFTs) such as NFT arts, NBA top shots, Axie Infinity gaming tokens, etc.
- **Nearly 8% (152 out of the 2,020 respondents) would like to adopt tech-forward payment options such as crypto or crypto-enabled cards to pay for Christmas gifts this year.**
 - 13% admitted having used cryptocurrencies for payments in the last 12 months.
- **Online shopping has emerged as the most popular choice for Christmas shopping this year (67.2%), compared with a percentage of 55% recorded in our [global survey](#) done in 2020 (2019: 47%).**
 - 32.7% are used to online shopping, finding it convenient.
 - 22.6% would avoid crowded places due to the COVID-19 pandemic.
 - 11.9% are planning on taking advantage of deals available on various online marketplaces, including Facebook, eBay, and others.
 - Less than one third are still keen on hitting the malls or supporting local businesses via in-store shopping.
- **Over 65% of the respondents agreed that crypto has alternative uses other than being part of an investment portfolio.**
- **A total of 47% of the respondents have owned, minted, or are considering buying non-fungible tokens (NFTs).**

1. Introduction

The Crypto.com survey of 2,020 Australians, who are aged between 18 and 59 and have engaged with crypto in the last 12 months, found that about 26% would like to buy crypto-centric gifts this holiday season.

Over half of the respondents would consider buying actual crypto coins, such as Bitcoin and Ethereum, as gifts, according to the survey, which was conducted in October 2021. Apparently, Australian consumers are very keen to adopt cryptocurrencies and integrate their use into day-to-day spending.

The survey also found crypto merchandise such as crypto-themed socks and hoodies could also become trendy this Christmas, with about 43% of those planning to buy crypto-centric gifts looking for these items.

Around 41.8% of Australians were considering coin vouchers and 35.5% crypto books for Christmas gifts, while nearly 30% said they would look at NFTs such as NFT arts and NBA top shots.

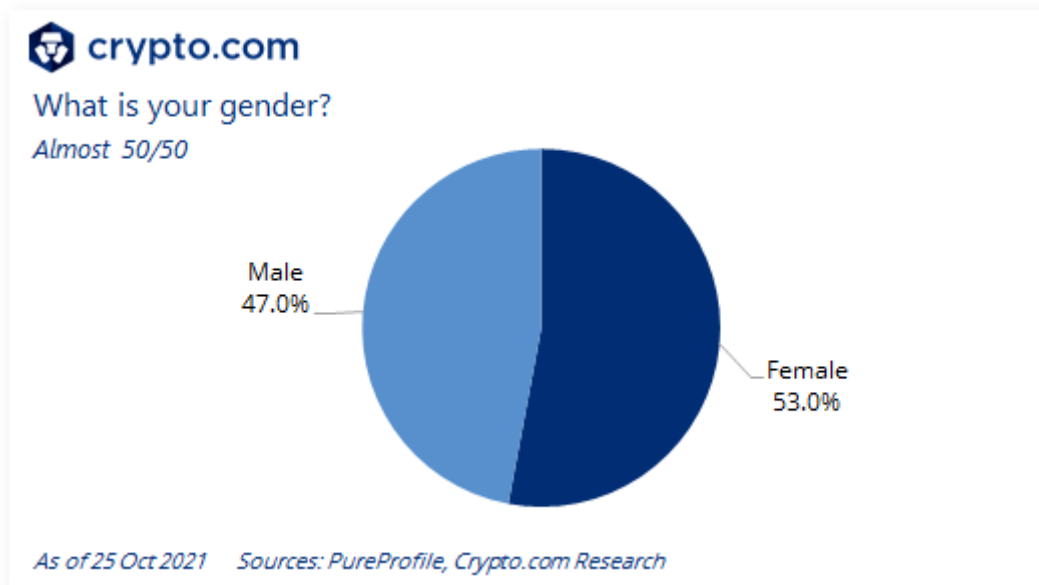
Despite crypto being a relatively new way to make payments for goods, nearly 8% admitted they will adopt tech-forward options like cryptocurrency or a crypto-linked card to pay for Christmas gifts this year.

Among the 2,020 respondents to our survey, 13% stated to have used cryptocurrency for payments during the past 12 months.

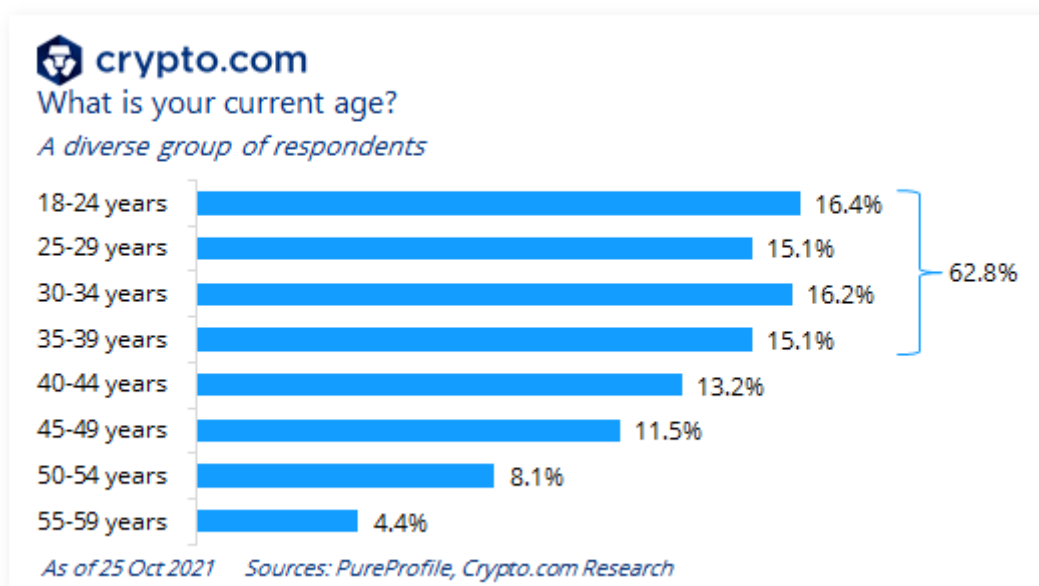
2. Results

2.1 Demographics

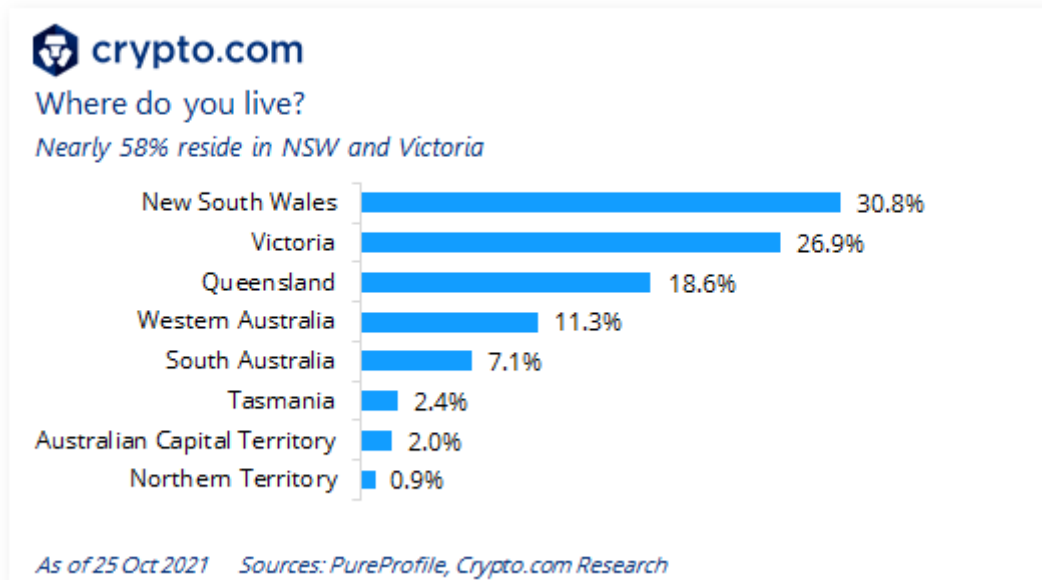
Of the 2,020 respondents, a little over half (53%) are female.



As shown in the chart below, a majority (62.8%) of this group of respondents were under 40 years old.



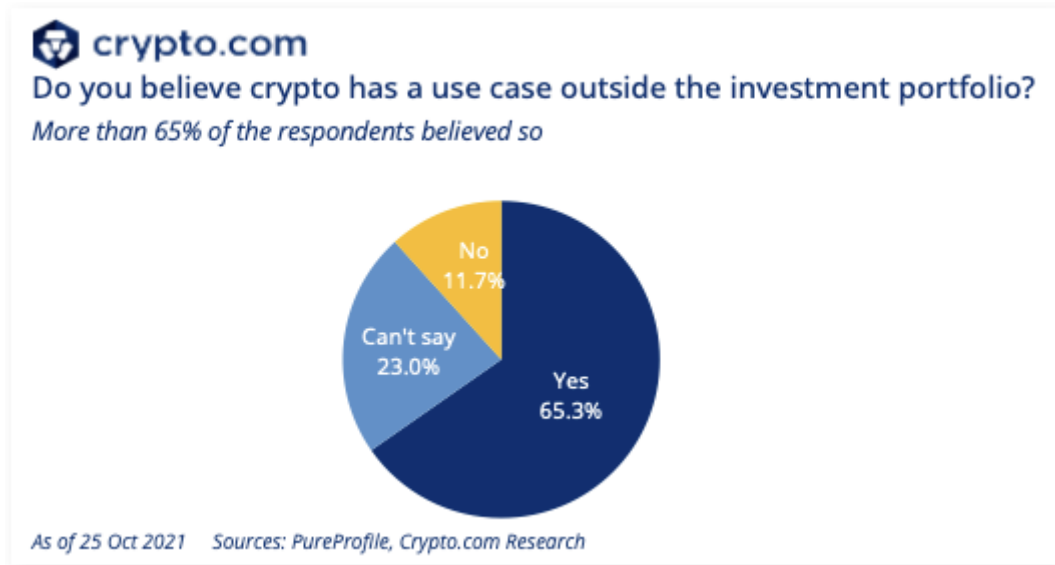
Geographically, 57.7% of the respondents were residing in New South Wales and Victoria, followed by Queensland (18.6%) and Western Australia (11.3%).



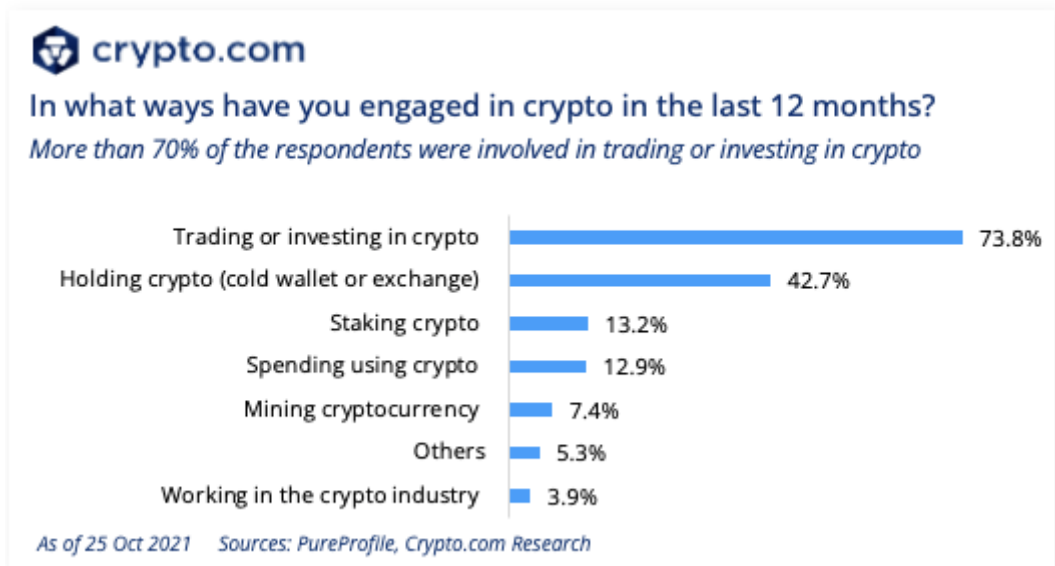
2.2 Key Findings

Aussies Ready to Use Crypto More Widely

According to the survey, **many Australians are happy to use crypto in their everyday life, with two thirds of the respondents agreeing that crypto has alternative uses other than being an investment product.**



Among the respondents, nearly 74% said they had traded or invested in crypto, and about 13% had spent or made payments using crypto.



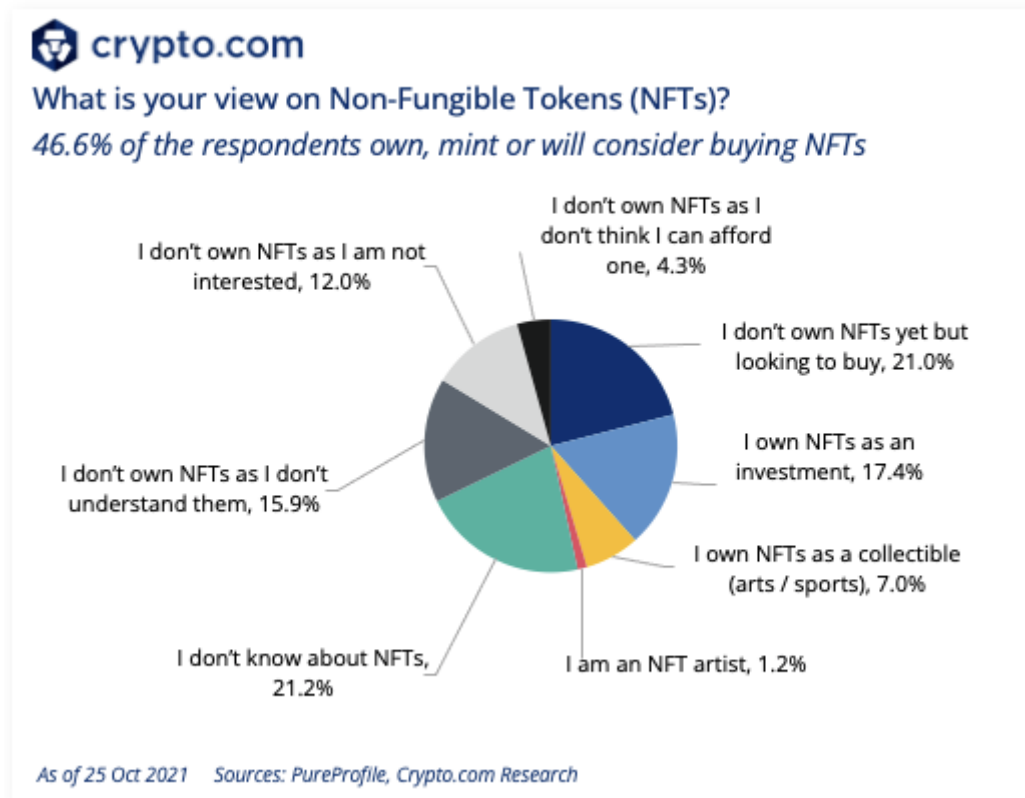
The most popular use cases these respondents saw for crypto was in making local or international payments (65.4%), while 40.9% rated crypto as a store of value, and 33.5% said that crypto had helped them earn staking rewards (a form of interest paid on stored crypto holdings). Nearly one third (31%) considered crypto as a good way leading towards digital collectibles or NFTs.



NFTs Gaining Interest

While one in four Australians currently own NFTs, a further 21% confirmed they're looking to jump on the NFT bandwagon.

- Contrary to widespread belief, the NFT interest is highest among 35- to 44-year olds rather than the younger generation, i.e. 18- to 24-year olds.
- Among those who own NFTs, the largest cohort is in the group of 40- to 44-year olds, and the same goes for those looking to buy cryptocurrencies in the future.
- Likewise, 35- to 39-year olds are the most prominent among those who have rated digital collectibles or NFTs as a critical use case of crypto.



Online Spending Surge

The survey also found that **online shopping is likely to become the most popular choice for Christmas purchases this year, with 67.2% of the survey respondents favouring this option**, compared with a percentage of 55% recorded in our [global survey](#) done last year.

The internet is growing in popularity because Australians were either worried about going to crowded places due to COVID-19 (22.6%), found it more convenient (32.7%), or were looking to take advantage of the deals available on various online marketplaces, such as Facebook and eBay (11.9%).



When asked about their preferred way of payment for making Christmas purchases, 64.4% of the respondents said they would opt for cash, credit, or debit cards. Nearly one third (33.1%) would use 'Buy Now Pay Later' services like Afterpay and Zip. Contactless payments via a mobile app or digital wallet (Apple Pay and Google Pay) were supported by 31.9% of the respondents.



Over a quarter (25.8%) of Australians would like to buy crypto-centric gifts this coming Christmas, as opposed to 43.1% who have no such plans.

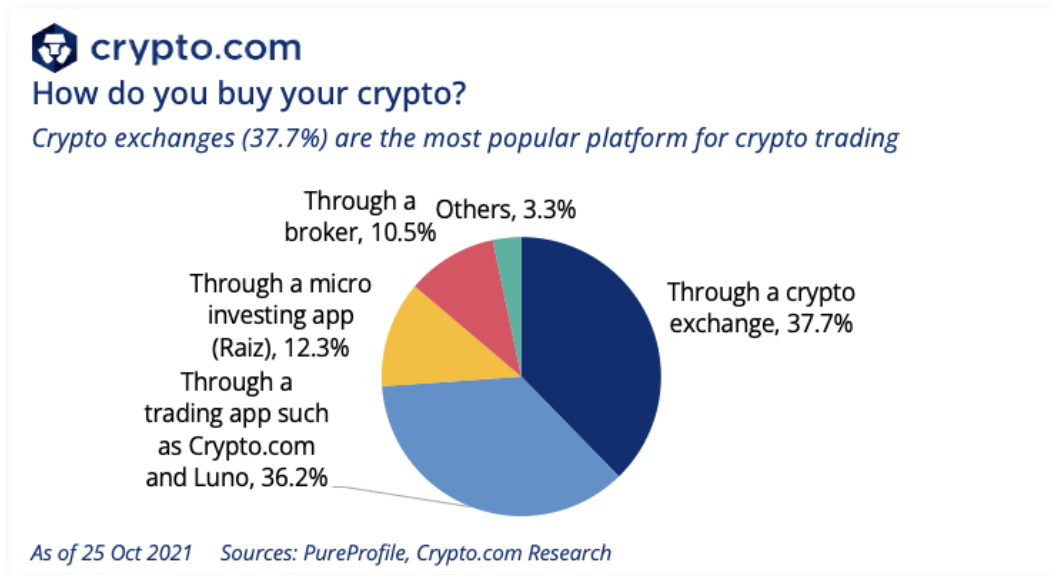


More than half of those planning to purchase crypto-centric products as Christmas gifts would consider buying actual coins such as Bitcoin and Ethereum. The second most popular category is crypto merchandise such as crypto themed socks and hoodies, followed by coin vouchers (41.8%).

About 36% considered buying crypto books, and nearly 30% chose NFT tokens such as NFT arts, NBA top shots, Axie Infinity gaming tokens, etc.



Our survey found that over one third (37.7%) of the respondents turned to crypto exchanges for trading, while a similar portion (36.2%) used a trading app such as Crypto.com and Luno.

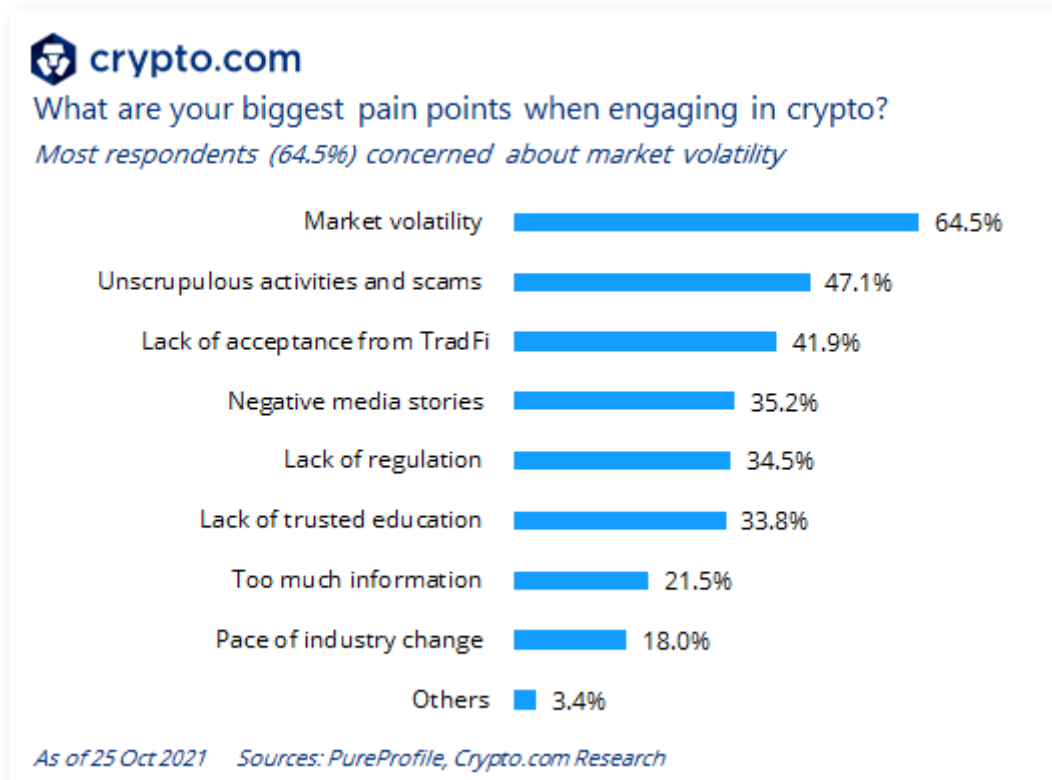


Wary of Scams, Security Remains Key

Australians are security- and cost-conscious—eight in ten (81%) said security is an important criterion when it comes to choosing a platform for trading cryptocurrencies, while 78% look for low fees.

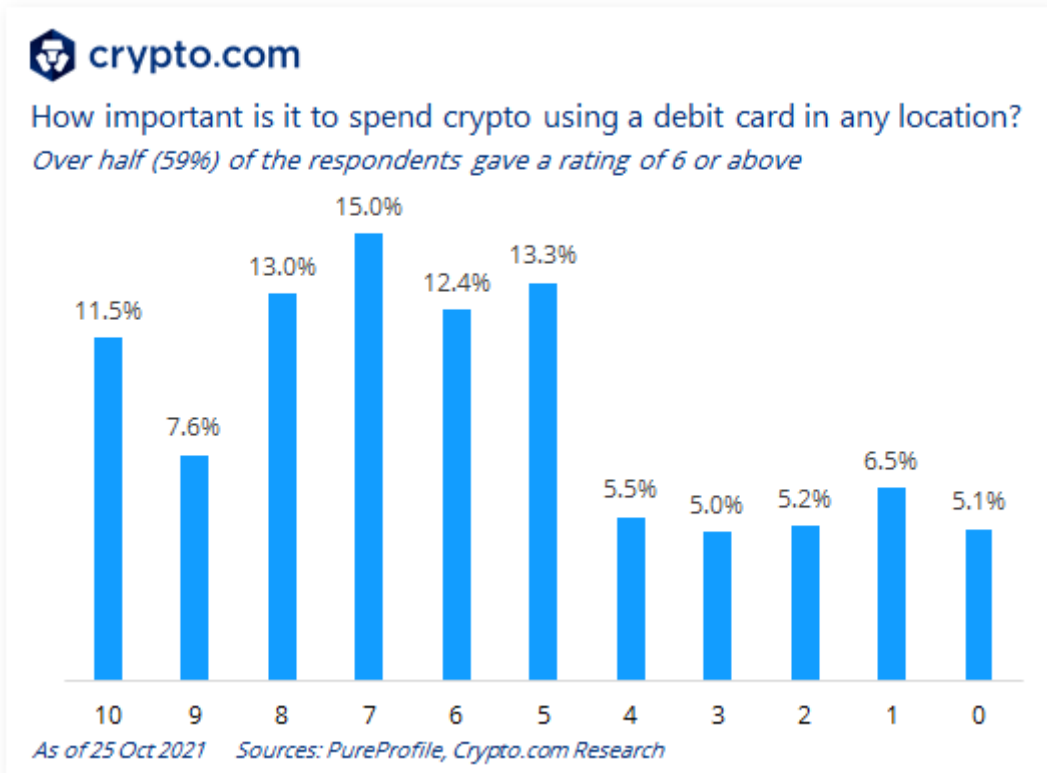


Besides security and costs, volatility and scams were also crucial concerns of the respondents. Six in ten (64.5%) respondents cited market volatility as a key issue, and close to half (47.1%) worried about unscrupulous activity and scams. A further four in ten (41.9%) said that the lack of acceptance of cryptocurrencies by traditional finance sources was a concern.



In a bid to address the common pain points of our Australian customers, we have just begun issuing Crypto.com Visa Cards, one of the world's most popular crypto-linked debit (prepaid) cards, in this country. This initiative is set to seamlessly bridge the traditional financial world with crypto, making it the safest and most accessible way for users to tap into the future of finance.

To better understand the needs of our customers, we also looked into the views of Australians on owning a crypto debit card. As shown in the survey, **59% of the respondents gave a score of 6 or above out of 10 on the importance of having a debit card to spend crypto at any given location.**





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