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Crypto Adoption Survey

Evaluating the State of Crypto Adoption

June 2020

Research and Insights

Survey Report



Data Analyst
Kevin Wang

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1. Executive Summary

We collected 15,976 responses during the course of the survey. The main takeaways from the survey are listed below.

Key Takeaways:

- Respondents had on average 2.35 years' experience in crypto;
- 54% of respondents treated cryptocurrency as an investment; 26% as technology and only 21% as a currency. However, 73% of respondents believed that crypto should be utilized as a currency to qualify as "mass adoption";
- 92% of respondents were optimistic on crypto adoption for the next 5 years. The number is very high, and we are excited to see this encouraging result;
- The most commonly used crypto products / services were Crypto Exchanges, Custodial Wallet and Hardware Wallet;
- Among respondents who claimed they have used crypto exchange(s), 41% of them were fundamental traders, 24% were technical traders and 34% didn't know what kind of trader they were;
- Only 36% of respondents had experience on *direct* crypto payment. Electronics products were the most purchased goods for them;
- 61% of respondents believed that "More merchant acceptance" was the key for crypto payment adoption, followed by lower fees (48%) and faster speed (48%);
- We allowed respondents to enter free text for the question "how we can bring crypto to the mass public". After parsing the answers, the most common responses were Marketing (1,499), Education (1,117) and User Experience (845).

2. Introduction

12 years have passed since the first cryptocurrency – bitcoin – was created; 2,000+ altcoins have been created and cryptocurrency is gaining greater awareness from the general public (85% according to [The Economist](#)). However, can we say that cryptocurrency has already reached the state of “mass adoption”?

We conducted this survey in order to study the following:

- People’s opinions on the definition of “crypto adoption”;
- Cryptocurrencies’ actual usage both as an investment and currency (i.e. Crypto payment);
- People’s opinions on major obstacles for crypto adoption.

This survey was distributed to all Crypto.com users and we have collected 15,976 effective replies in one week. We would like to express our sincerest thanks to all of you who have spent your valuable time for participating in the survey.

The survey also provided data for supporting another report to be published in our research hub - crypto market sizing. For that report, we have proposed our own methodology on estimating the latest number of people who owns cryptocurrencies. Interested readers may access the report [here](#).

Besides this public survey report, we would also like to introduce our proprietary research insights offering. Every month, we will select a special theme for our Feature Article to be shared exclusively with [Crypto.com Private](#) clients via our newsletter.

As you can see, the theme this month is Crypto Adoption. We have dedicated resources to this research project in the hopes of ensuring the Feature Article will bring perspective-changing and in-depth analysis. If you are interested, please upgrade your card to get access to this monthly newsletter.

3. Results

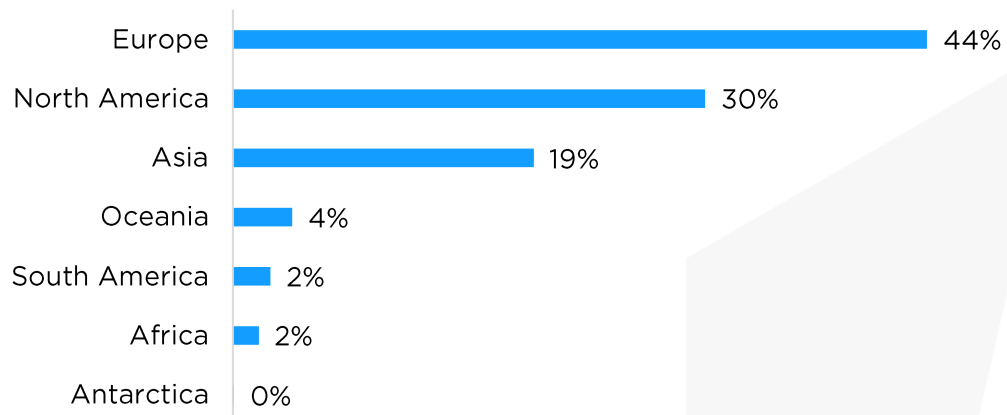
In this section, we analyzed data collected from 15,976 respondents.

3.1 Demographics

Geographic Location

Geographically, most of respondents were from Europe (44%), followed by North America (30%) and Asia (19%).

In which country you are residing?



Accordingly, 73% of respondents were from developed countries and 24% were from developing countries. Classifications are obtained from [this UN report](#).



Developed

73%



Developing

24%

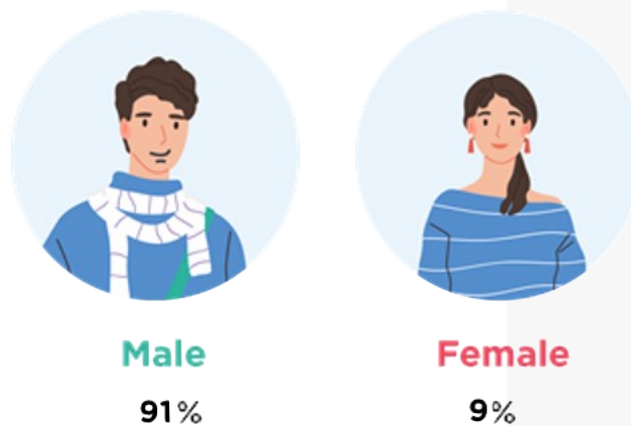
Age

60% of respondents were millennials or younger (born after 1980), while 40% were GenX or older (born before 1981). The classification for Millennials / GenX is obtained from [this article](#) by the Pew Research Center.



Gender

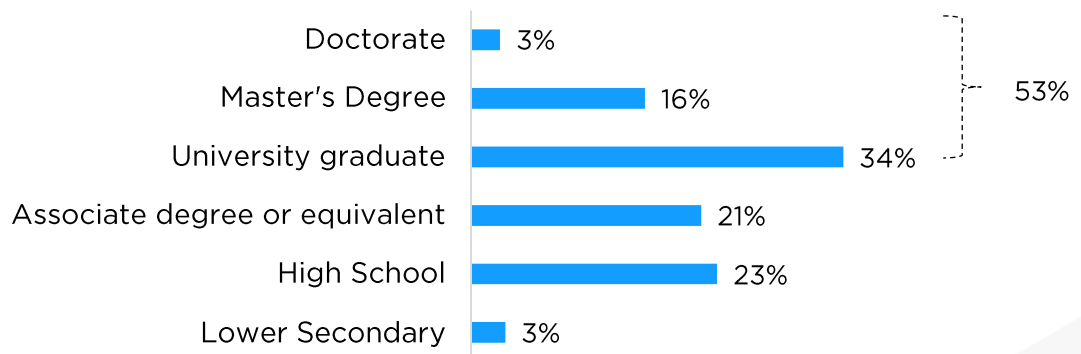
Data shows that 91% of respondents were male and only 9% were female.



Educational Background

Overall, 53% of respondents had bachelor's degrees or higher. The breakdown by specific subtypes is shown below:

Educational Background

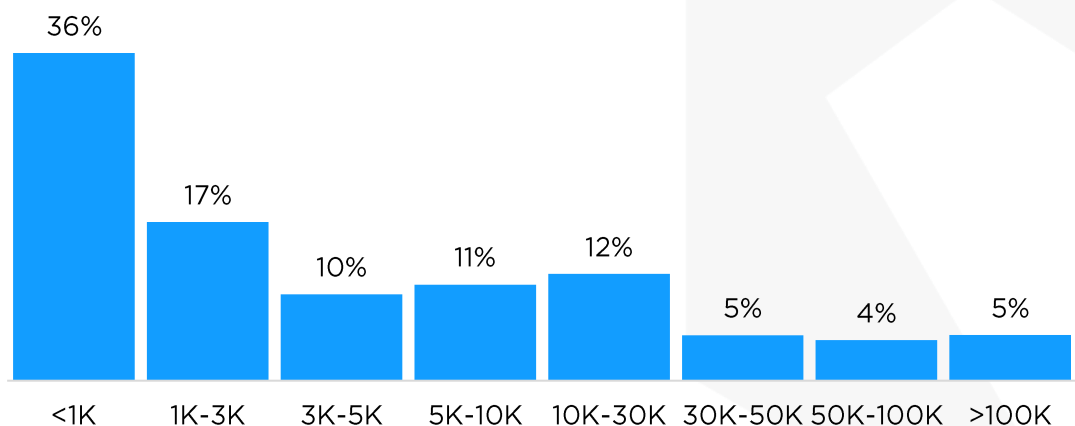


Crypto Net Worth

We asked respondents about their net worth in both dollar amount and as a percentage of their total net worth.

Around 53% of respondents invested less than USD \$3,000. On the other hand, 9% of respondents invested more than USD \$50,000.

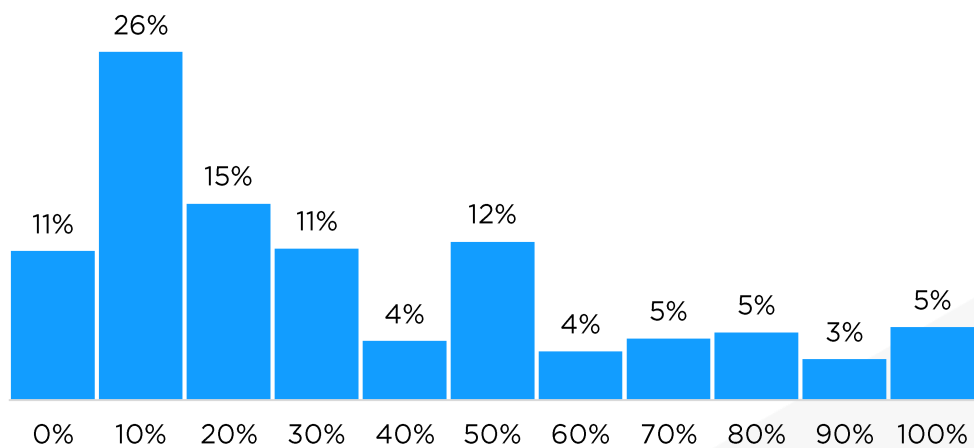
Crypto Network in USD



In terms of the percentage, 52% of respondents invested less than 20% of their total worth in crypto assets. On the other hand, 8% of respondents claimed they had more than 90% net worth in crypto.

Emm... if you are one of the 8%, we sincerely hope that you have done proper asset allocation in your investment portfolio! 📊

Crypto Network as % Total Network



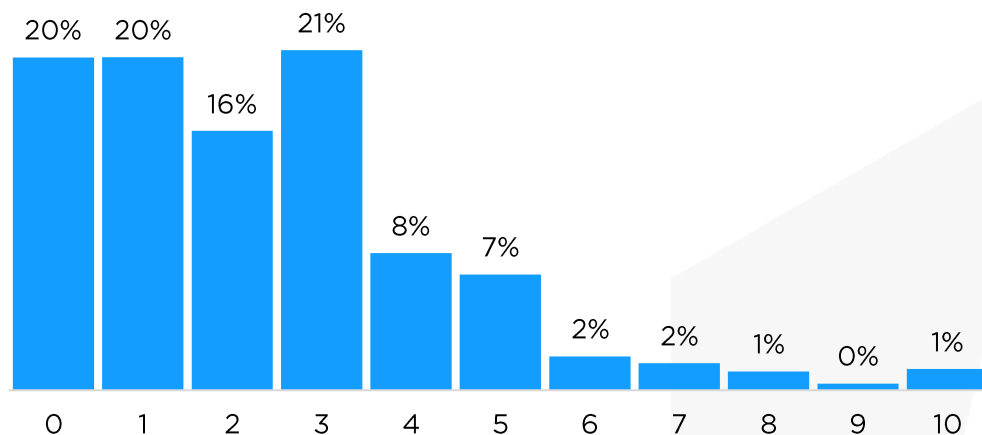
3.2 Crypto General

In this section, we asked users' general opinions and experiences on cryptocurrencies.

I have about ____ year(s) experience in crypto.

Overall, more than half of the respondents (56%) had less than or equal to 2 years experiences in crypto and the average year of experience was 2.35 years.

Years of Experience



I have ____ knowledge / experience in crypto

45% of respondents believed that they had basic knowledge in crypto, whereas the ratio for intermediate was 43% and advanced was 12%.

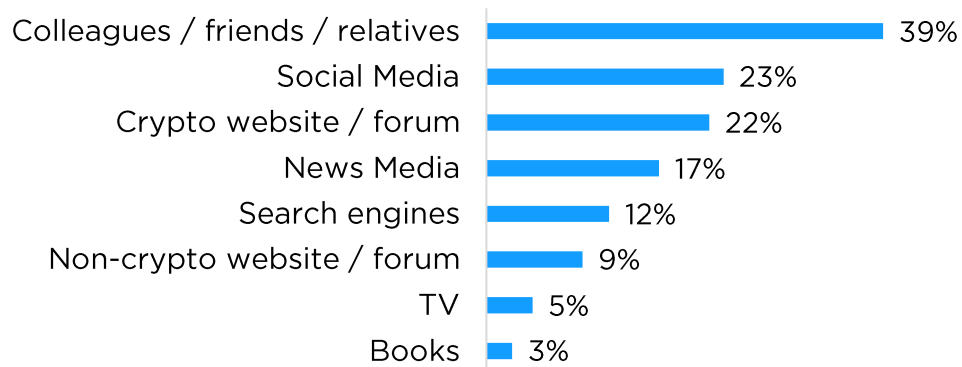
Knowledge in Crypto



I first know about bitcoin / cryptocurrencies from...

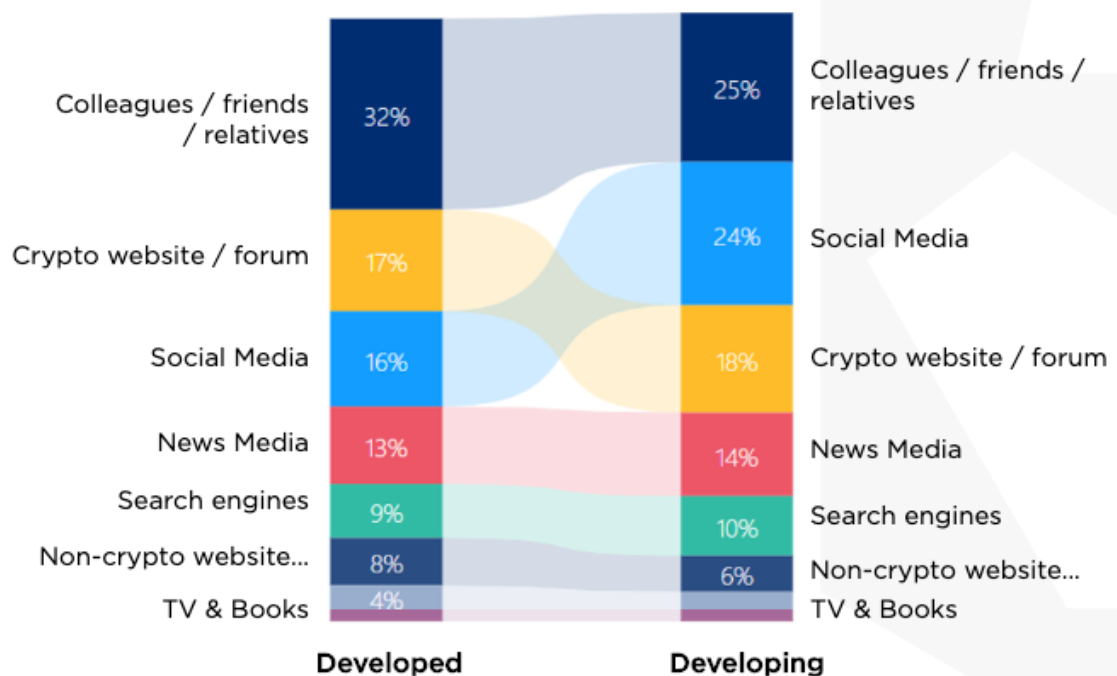
Overall, “Colleagues / friends / relatives” had the largest ratio (39%) among all other options. “Books” (3%) was the least one.

First know about bitcoin / crypto from...



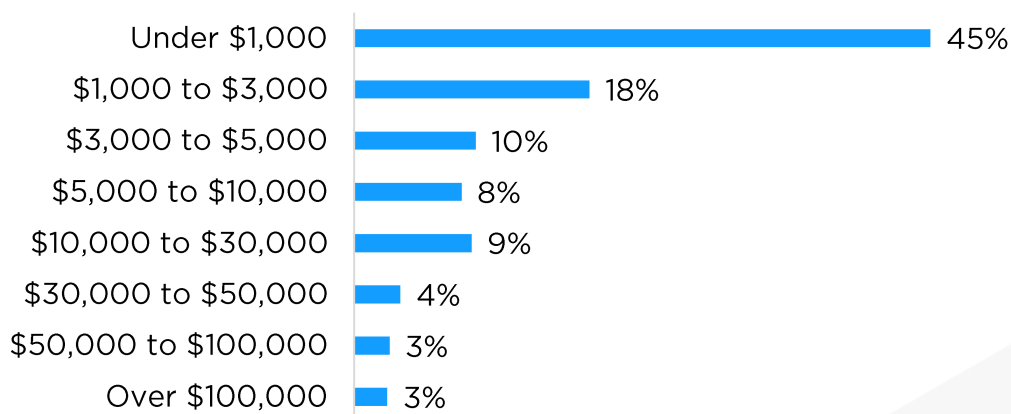
When comparing developed countries against developing countries, the option colleagues / friends / relatives was less selected (decreased from 32% to 25%) while social media (increased from 16% to 24%) became more significant.

First know about bitcoin / crypto from...



Another interesting demographic finding is that the higher the crypto net worth, the less likely they first encountered bitcoin / crypto from social media.

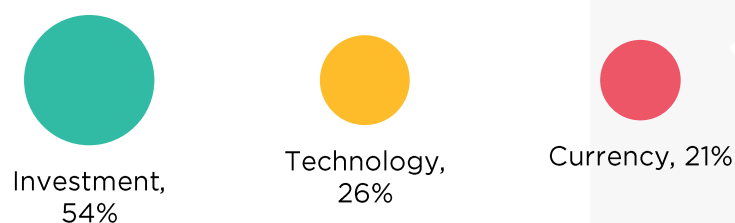
First know about bitcoin / crypto from social media



Cryptocurrency to me is...

In this question, 54% of respondents treated cryptocurrency as an investment, 26% as technology and only 21% considered it as a currency.

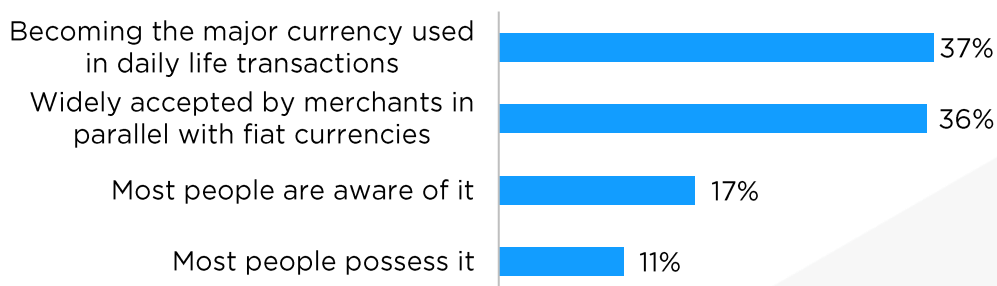
Cryptocurrency to me is...



“Mass adoption of cryptocurrencies” to me is...

Overall, most respondents (73%) believed that “Mass adoption of cryptocurrencies” means that it should be in some way used as currency for daily transactions (i.e. the first 2 options presented in the chart below). However, according to the previous question, only 21% of respondents see cryptocurrency as a currency now. This difference may represent a gap between reality versus the ideal state of crypto.

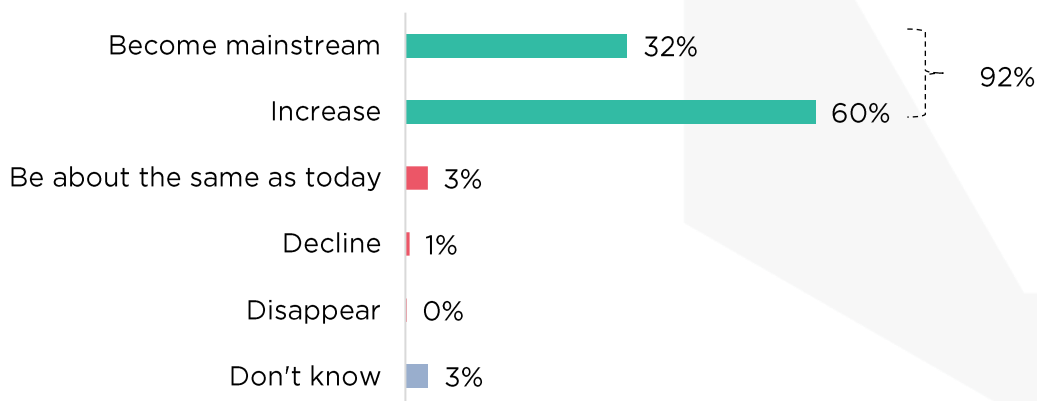
“Mass adoption of cryptocurrencies” to me is...



Crypto adoption in the next 5 years will...

92% of respondents were optimistic on crypto adoption for the next 5 years. The number is very high, and we are excited to see this encouraging result! We do acknowledge, however, since our survey sample is drawn from our users, this result is not completely unexpected.

Crypto Adoption in next 5 years will...

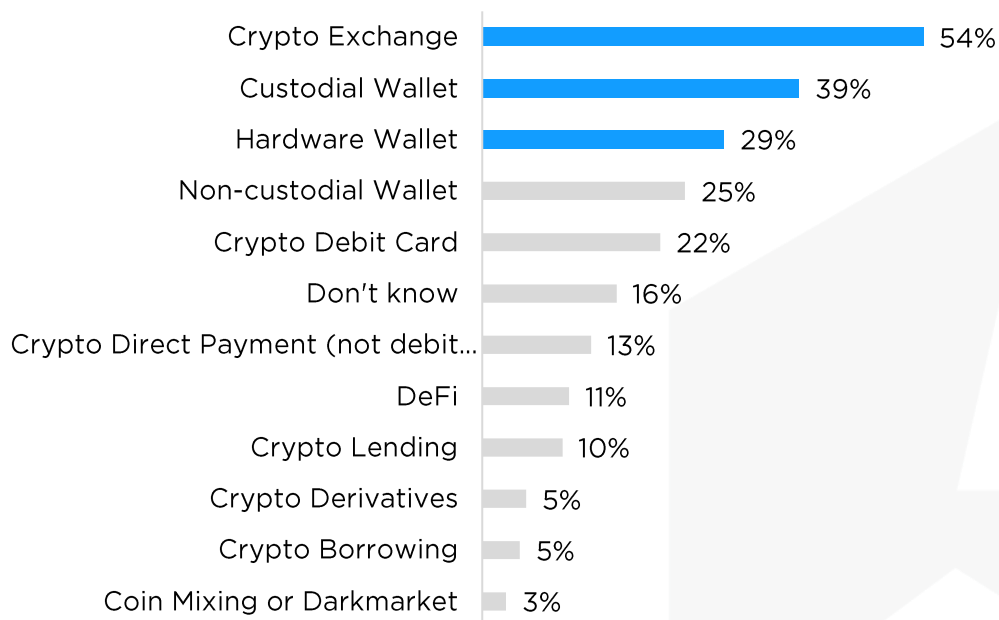


Which of the following cryptocurrency product(s) / service(s) have you used before?

In this question, we would like to know which cryptocurrency product(s) / service(s) that our users have used.

The most selected options were Crypto Exchange (54%), Custodial Wallet (39%) and Hardware Wallet (29%). Only 22% chose Crypto Debit Card (*we are working on getting more cards shipped!*), 5% for derivatives and 3% for coin mixing / darkmarket.

Products / Services used before

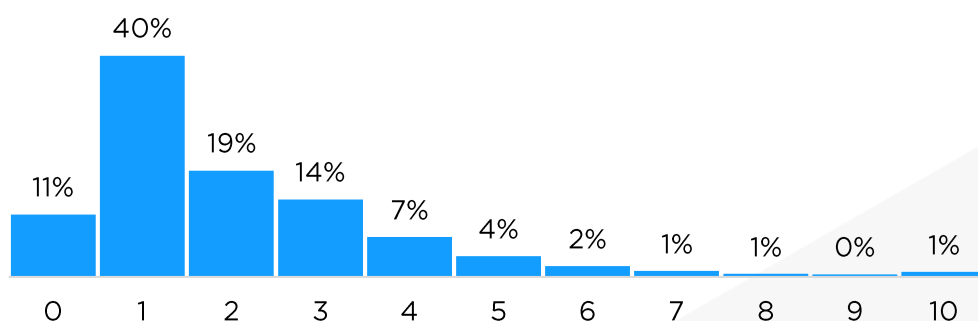


3.3 Crypto Exchange

Number of Exchange(s) Used

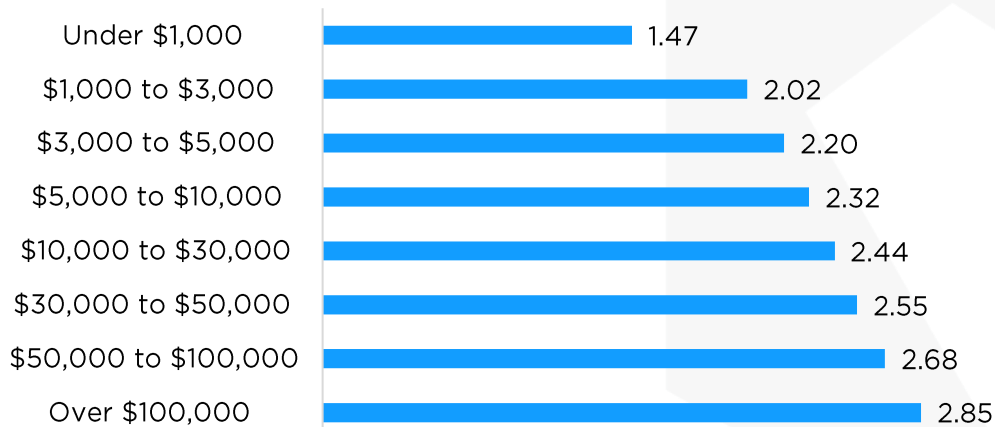
Our data suggested that 89% of respondents have used at least one crypto exchange before, with the largest group being those who used just one exchange (40%). The average number of exchanges per user was 2. For simplicity, we have grouped respondents with 10 or 10+ exchange into the “10” bucket.

Number of Exchange Used



Furthermore, there was a positive correlation between crypto net worth and the number of exchanges used.

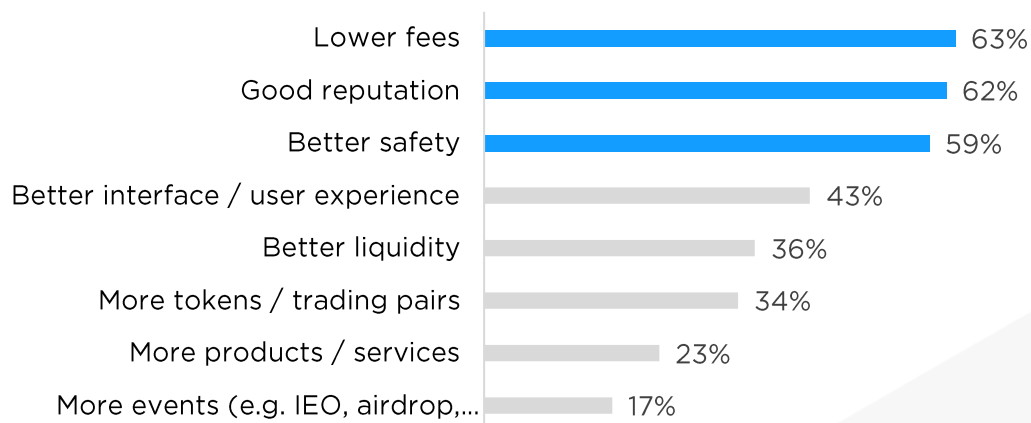
Average Number of Exchanges Used



When selecting an exchange, which of the following(s) is / are important to you?

Our respondents cared more about “Lower fees”, “Good Reputation” and “Better Safety”.

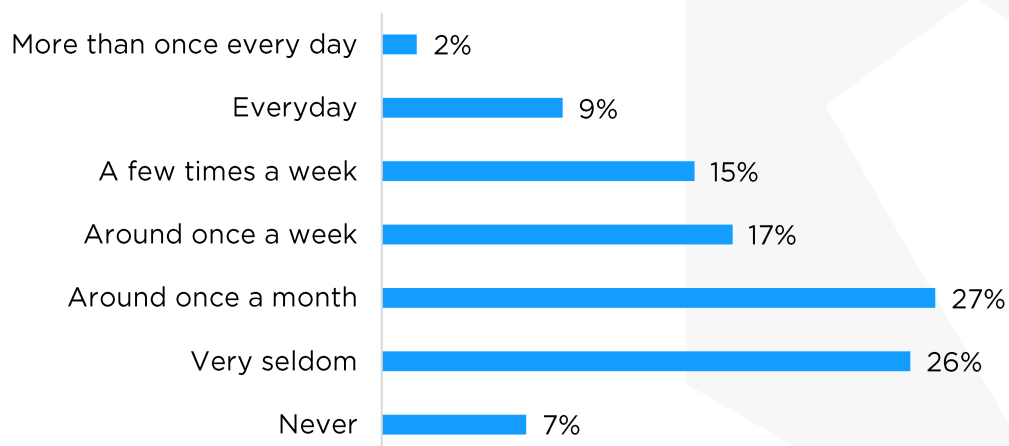
What's important for an exchange?



How often do you trade cryptocurrencies?

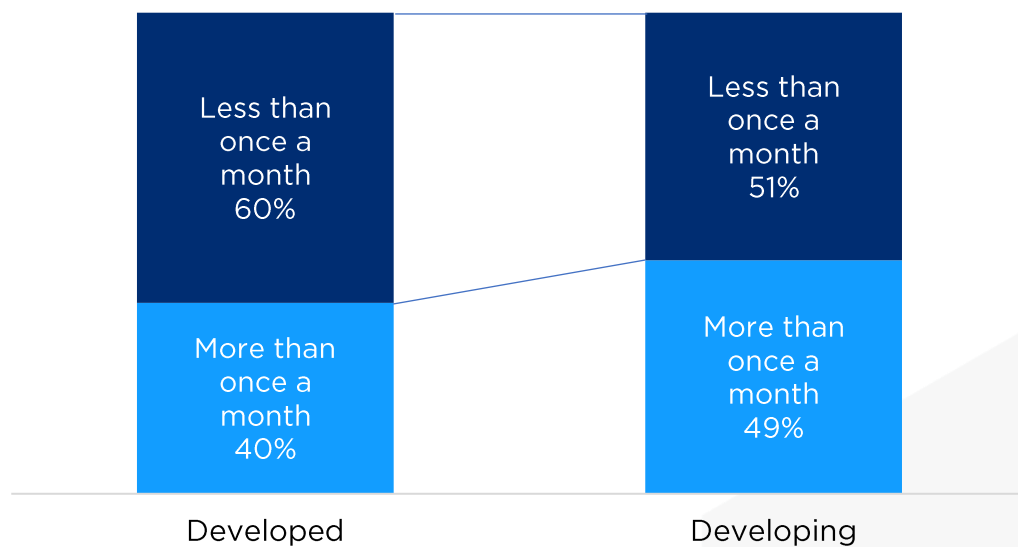
From the results, 60% of respondents traded crypto once a month or less. It means that active day traders are the minority.

How often do you trade crypto?



When breaking down the results by developing and developed countries, we can see that developing countries had more frequent traders than developed countries (“more than once a month” percentage rose from 40% to 49%).

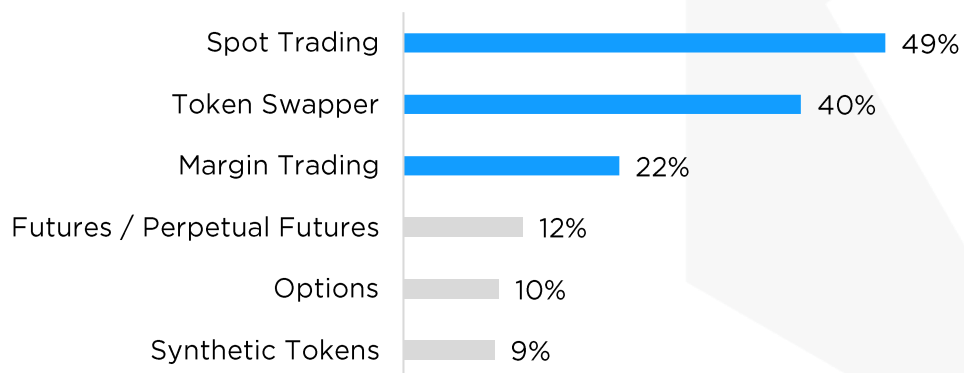
Trading frequency by country type



Which trading products have you used?

Spot trading (49%), Token swapper (40%) and Margin trading (22%) were the most used products from our respondents.

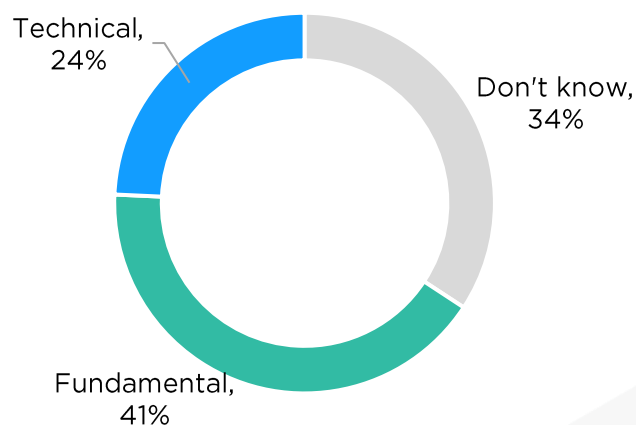
Which trading product(s) have you used?



I am more of a ____ trader.

41% of respondents believed that they were fundamental traders, 24% picked technical, and 34% said they didn't know what kind of trader they were.

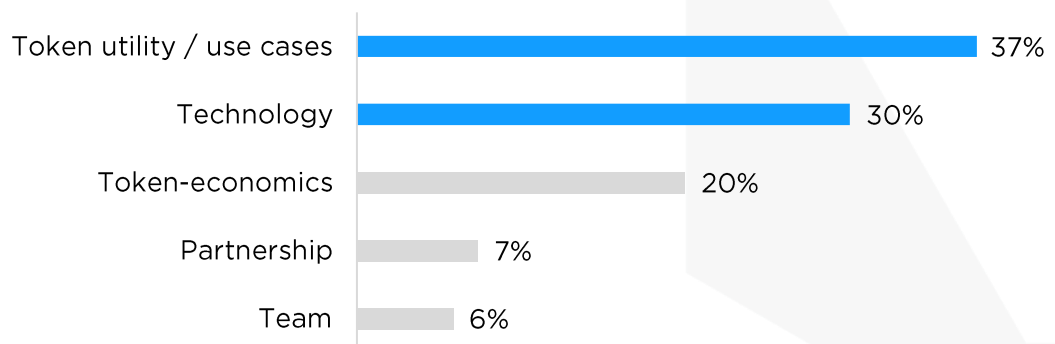
I am more of a ____ trader



As a fundamental trader, I value ____ the most

Among the group of respondents who said they were fundamental trader, 37% of them considered token utility / use cases to be the most important and 30% of them selected technology. Surprisingly, only 20% of this group valued token economics.

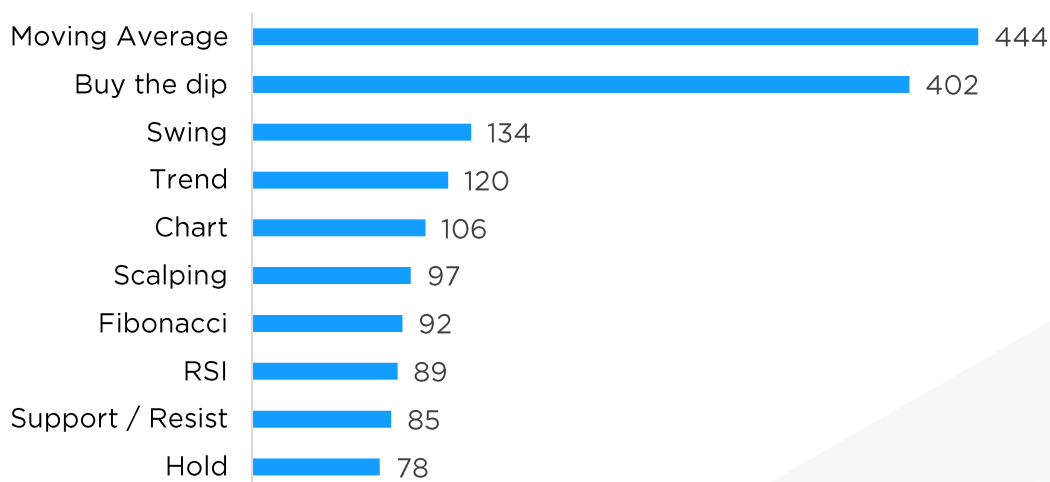
As a fundamental trader, I value ____ the most



What is your favourite trading strategy as a technical trader?

In this question, we got around 3,200 effective replies who have indicated their trading strategy. The top 10 mentioned answers were shown as below:

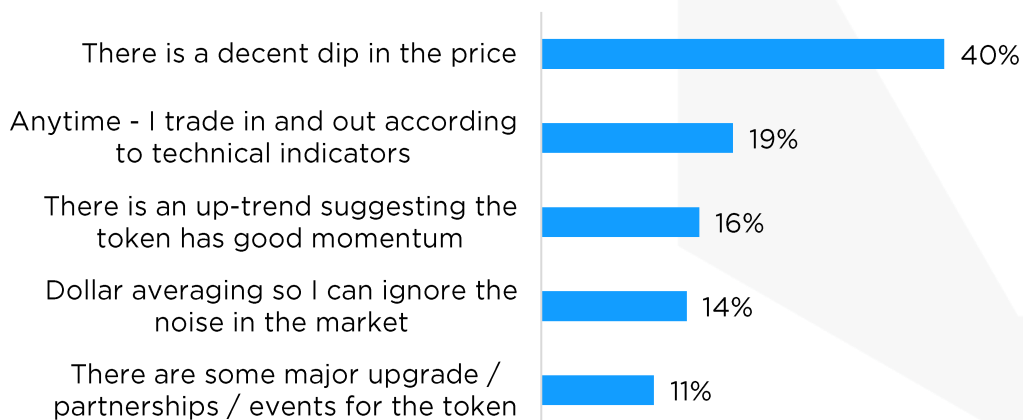
Favourite strategies for technical traders



I will buy cryptocurrencies when ...

We asked our respondents when they would buy cryptocurrency. 40% of respondents answered that they will buy when there is a decent dip in the price. 19% said they followed technical indicators. 16% followed the momentum, 14% were dollar cost averaging and 11% traded according to announcements.

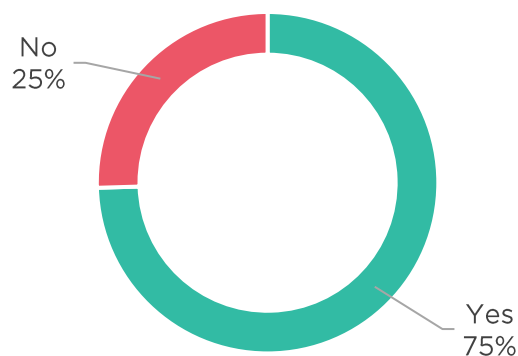
I will buy cryptocurrency when...



Have you ever deposited crypto from one exchange to another?

Three quarters of respondents who used exchange have deposited crypto from one exchange to another.

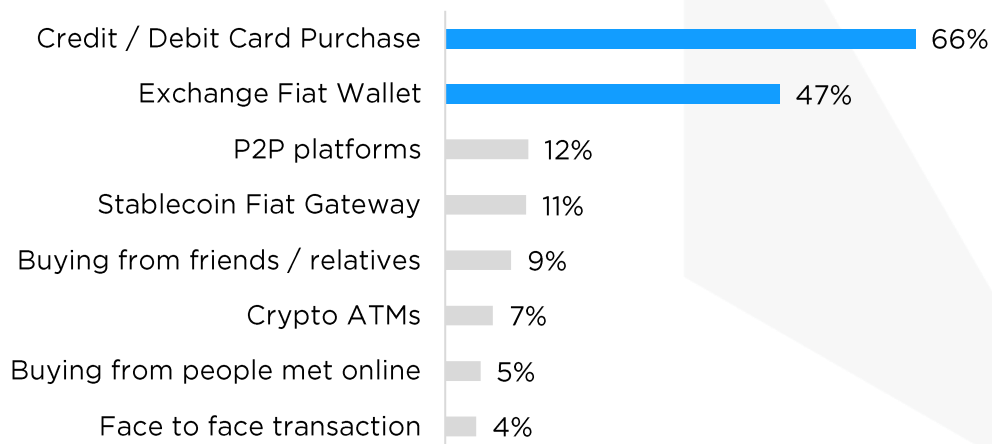
Have you deposited crypto from one exchange to another?



Which of the following methods have you used to purchase crypto (from fiat)?

We asked our respondents how they bought crypto from fiat. The most popular option was credit / debit card purchase (66%), followed by exchange fiat wallet (47%). This is expected given Crypto.com's fiat support.

How did you buy crypto from fiat?

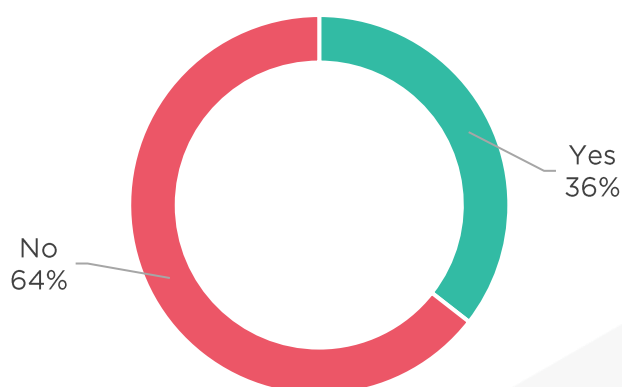


3.4 Crypto Payment

**Have you ever used bitcoin / crypto to buy some goods / services?
(not through a debit or credit card)**

Only 36% of respondents have ever used crypto to buy goods / services.

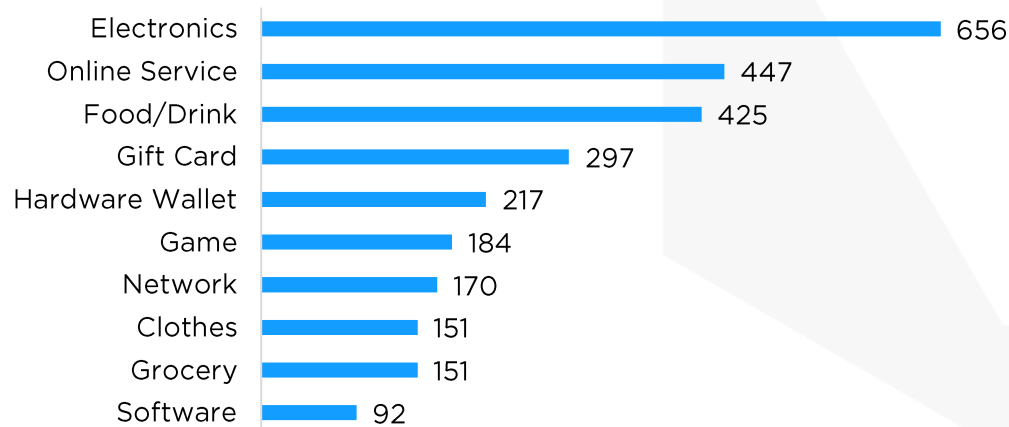
Have you purchased goods directly by crypto?



Subsequent to the above question, what have you bought?

There were around 3,300 effective responses for this question, and we picked the top 10 purchases mentioned and grouped them. The details are listed below:

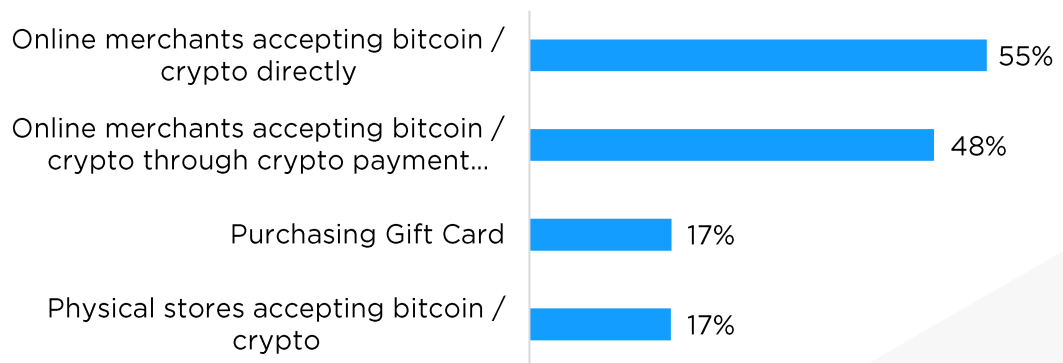
Subsequent to the above question, what have you bought?



Subsequent to the above question, how / where did you spend your crypto?

Among the users who have spent crypto, *merchant's direct crypto acceptance* and *online crypto payment gateway* were the most selected options.

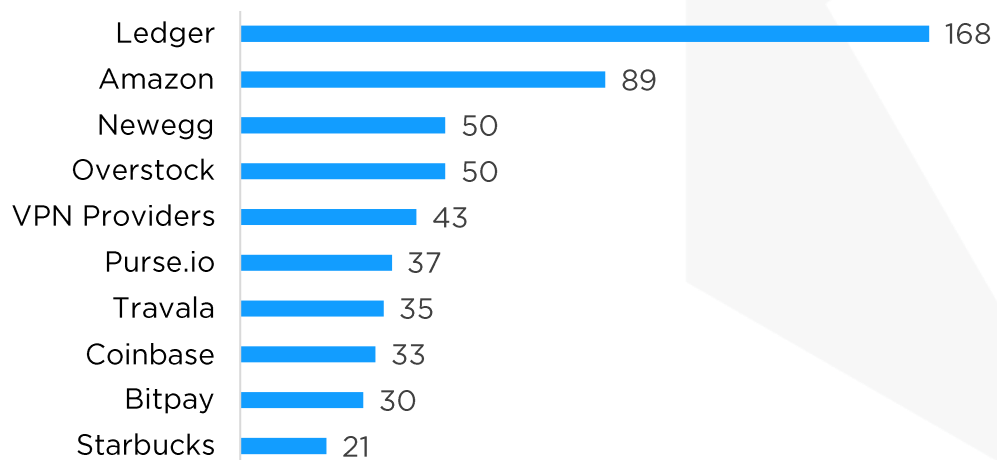
How / where did you spend your crypto?



Can you name a merchant accepting bitcoin / crypto that has given you a pleasant shopping experience?

After filtering, there were around 2,400 effective answers for this question. The top 10 mentioned merchants who accepted crypto are listed below:

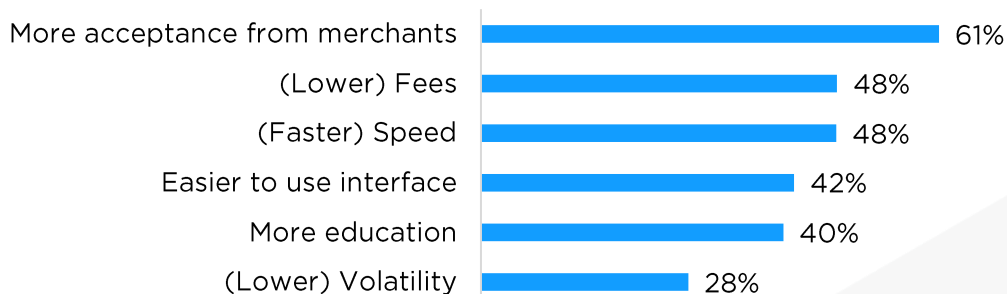
Merchants accepting crypto with good shopping experience



Please select from followings that you think is important for cryptocurrency payment to reach the mass public.

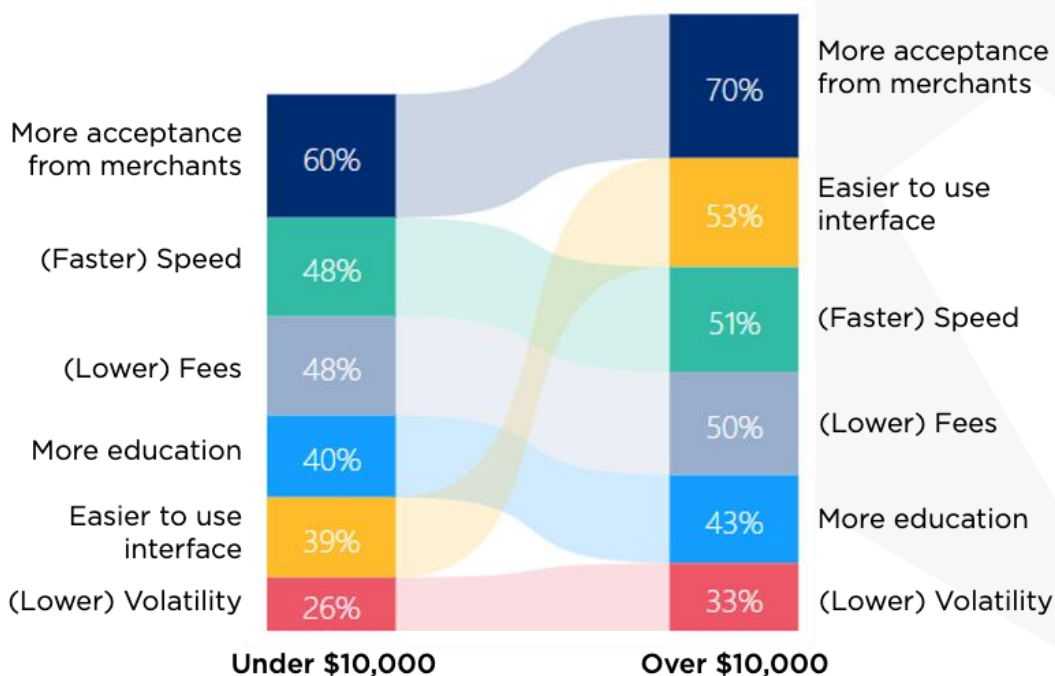
Most people who have used crypto to purchase good / services thought that the main roadblock for crypto payment was that it needs more acceptance from merchants (61%). Surprisingly, only 28% of respondents pointed to volatility as a major concern.

What's important for crypto payment to reach mass public?



High net worth users seemed to prioritize “easier to use interface” from their lower net worth counterparts. 53% of high net worth respondents picked this option versus 39%.

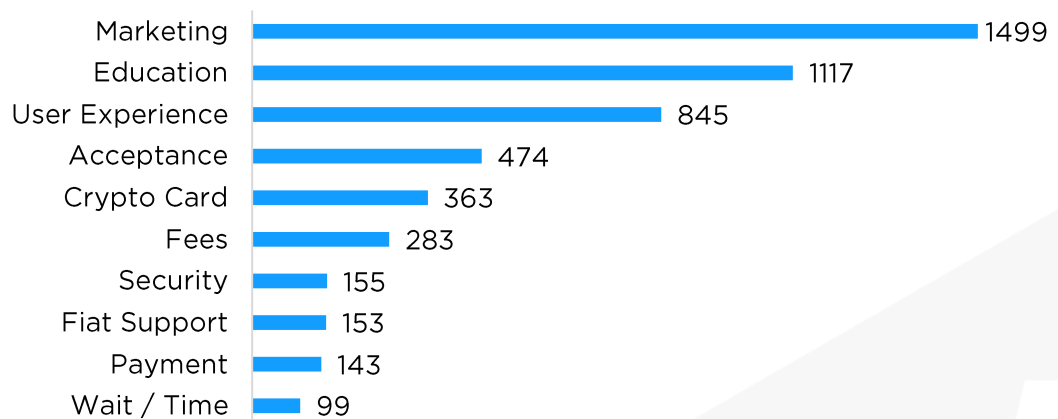
What's important for crypto payment to reach mass public?



Anything you would like to add for how we can bring crypto to the mass public?

We allowed respondents to enter free text for this question. After parsing the answers, we got the most responses about Marketing (1,499), Education (1,117) and User Experience (845).

Anything you would like to add for how we can bring crypto to the mass public?



4. Summary

Key Takeaways:

- Respondents had on average 2.35 years' experience in crypto;
- 54% of respondents treated cryptocurrency as an investment; 26% as technology and only 21% as a currency. However, 73% of respondents believed that crypto should be utilized as a currency to qualify as "mass adoption";
- 92% of respondents were optimistic on crypto adoption for the next 5 years. The number is very high, and we are excited to see this encouraging result;
- The most commonly used crypto products / services were Crypto Exchanges, Custodial Wallet and Hardware Wallet;
- Among respondents who claimed they have used crypto exchange(s), 41% of them were fundamental traders, 24% were technical traders and 34% didn't know what kind of trader they were;
- Only 36% of respondents had experience on *direct* crypto payment. Electronics products were the most purchased goods for them;
- 61% of respondents believed that "More merchant acceptance" was the key for crypto payment adoption, followed by lower fees (48%) and faster speed (48%);
- We allowed respondents to enter free text for the question "how we can bring crypto to the mass public". After parsing the answers, the most common responses were Marketing (1,499), Education (1,117) and User Experience (845).

5. References

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e. contact@crypto.com

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