Global Cryptocurrency Survey Results

Among internet-connected respondents in the US, the UK, Germany, Brazil, Japan, South Korea, China and India:

- **Among the countries in this survey, only 7% of people own cryptocurrency (11% in Japan, 9% in the US, 6% in Germany, and 3% in China). 4% say they have the intention to buy cryptocurrency.**
- **74% of the respondents are at least aware of the term cryptocurrency. 49% of respondents say they have knowledge of cryptocurrency.**

Berlin, Germany – 7 May 2018

Dalia used its unique access to people across the globe to run a 24-hour survey across the online population of 8 of the largest cryptocurrency markets. The survey collected more than 29,000 responses from people in the United States, the United Kingdom, Germany, Brazil, Japan, South Korea, China and India. The survey questioned respondents' ownership, buying intention, knowledge and awareness of cryptocurrencies as a whole, without going into specific coins.
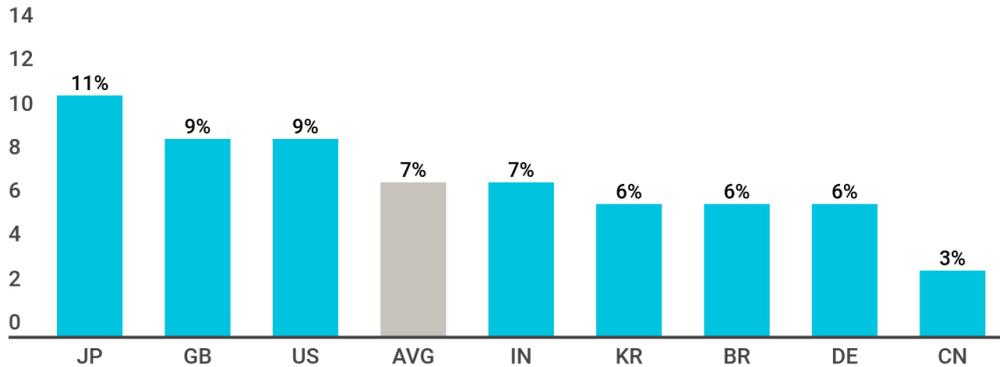
Ownership of Cryptocurrencies
"I own some cryptocurrency"

Of the 29,000+ respondents across all countries, 6.7% answered that they own some cryptocurrency. Japan has the highest degree of adoption and is the only country to score in the double digits for ownership, at 11%. Second and third are the UK and the US, both with around 9% ownership. With the exception of China, which has a cryptocurrency ownership rate of 2.6%, all other countries surveyed hover around 5-6%.

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Which of the following best describes your familiarity with cryptocurrency (i.e. bitcoin, ethereum etc)?

"I own some cryptocurrency"

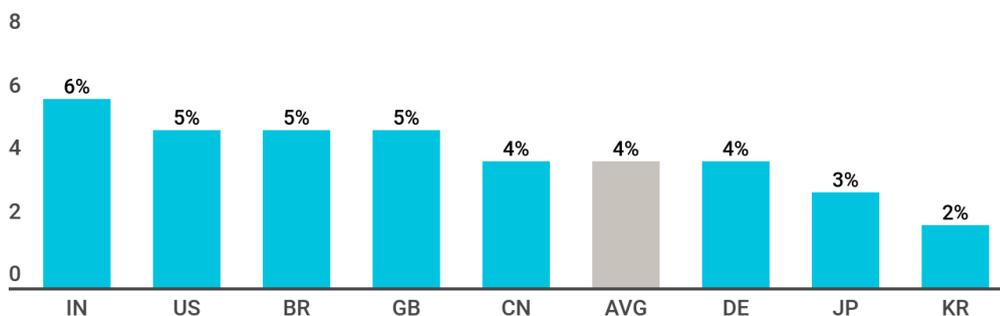## Buying Intention of Cryptocurrencies
"I don't own any, but plan on buying some in the next 6 months"
Numbers below are net and exclude cryptocurrency owners, i.e. this is only the buying intention of respondents who do not own cryptocurrencies yet.

Buying intention on average was below ownership, at 4.2% for all countries combined. Indians report the highest buying intention at 5.7%. Most of the other countries range between 5% and 3%, with South Korea as the only notable exception, where buying intention is below 2%.

Which of the following best describes your familiarity with cryptocurrency (i.e. bitcoin, ethereum etc)?

"I don't own any, but plan on buying some in the next 6 months"
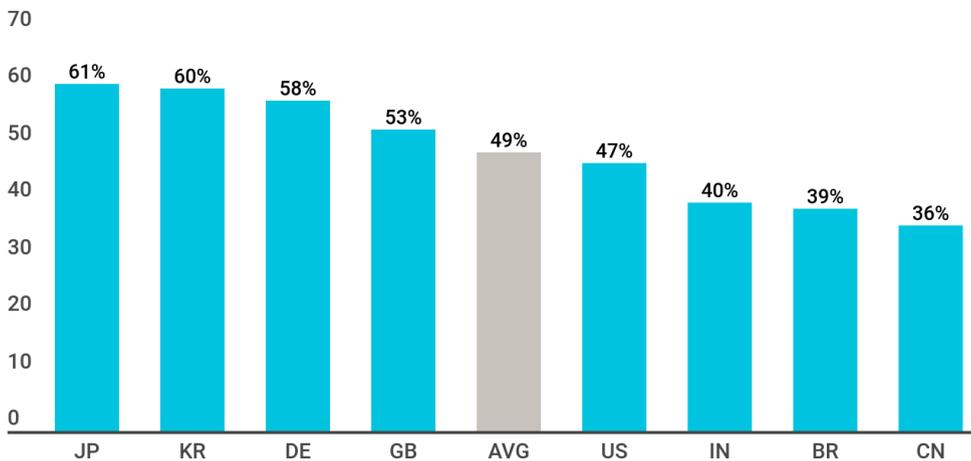

Total Knowledge of Cryptocurrencies
"I know what it is"
Numbers are aggregate and include figures from the questions above.

About half of the 29.000 participants across all 8 countries have knowledge of cryptocurrencies, which could be a result of the increased media attention. Japan and South Korea are ahead in

this comparison, where about 60% of the online population say they know what cryptocurrencies are. Despite low ownership and buying intention, Germans rank third for knowledge of cryptocurrencies. In line with the low ownership in China, only roughly a third of Chinese respondents know what cryptocurrencies are.

Total % of people who are at least knowledgeable of cryptocurrencies
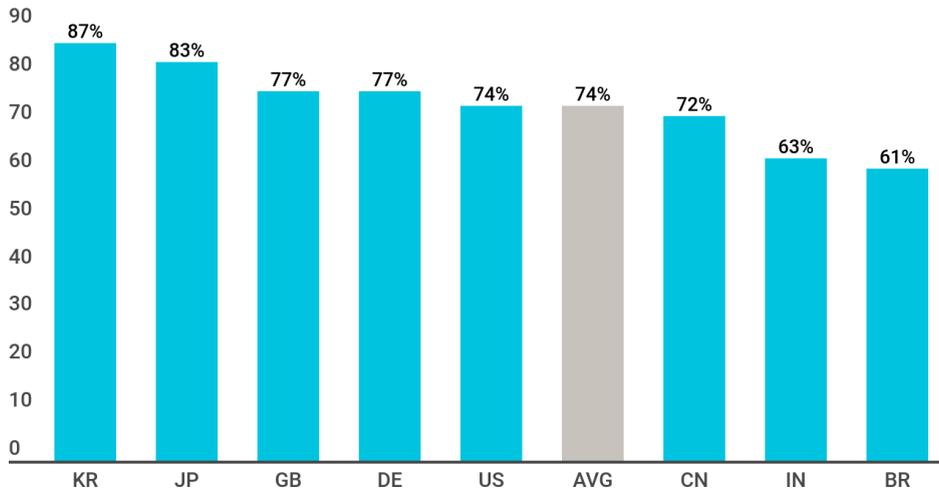

Total Awareness of Cryptocurrencies
"I've heard of it"
Numbers are aggregate and include figures from the questions above.

Almost three quarters of all respondents stated that they are at least aware of cryptocurrencies. South Korea (87%) and Japan (83%) are furthest ahead in terms of general cryptocurrency awareness. Outside of the top two, the Western markets (US, UK, DE) also rank highly at around 75%, and even in lowest-ranking Brazil more than 60% of the online population are aware of cryptocurrencies.
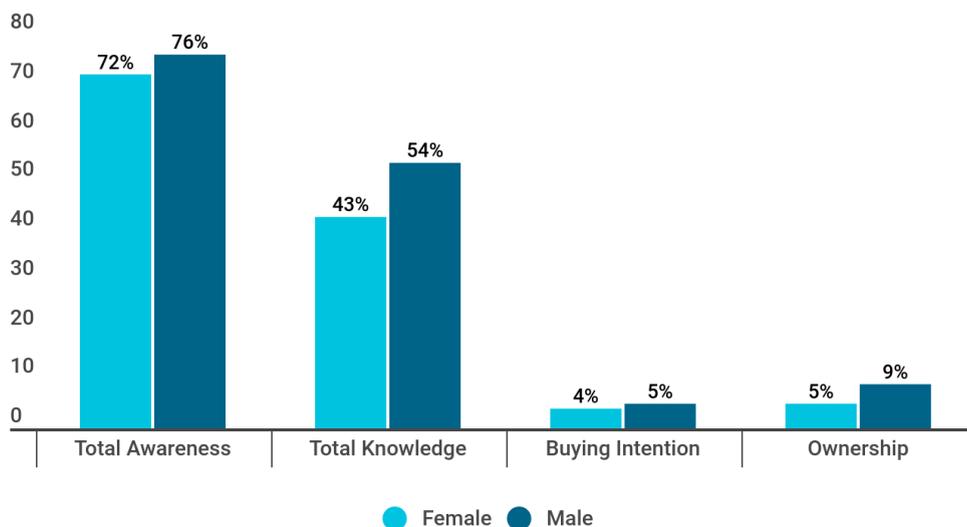
Total % of people who are at least aware of cryptocurrencies

Cryptocurrencies by Gender

Men rank higher across all categories outlined above. In terms of **ownership** across all countries, 8.6% of men and 5.2% of women responded positively, resulting in a difference of 3.4%. While in some countries the balance was on par (China, India), the gender gap in the US was highest at 9% (13% vs 4%). We found the highest gender gap for **knowledge of** cryptocurrencies at an average of 11%. While the Western countries (US, UK, DE) responded with a delta of 19%, all Asian countries were in the single digits.
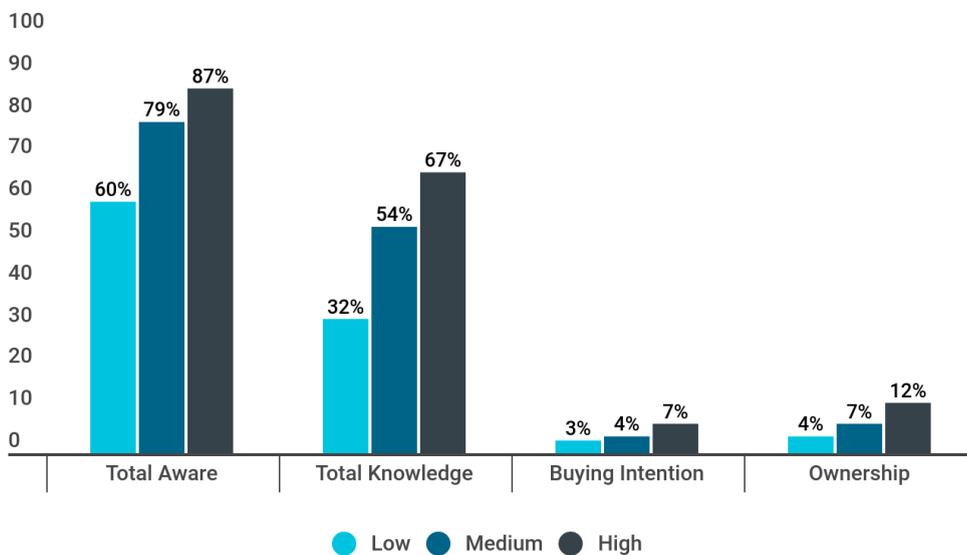
Cryptocurrencies by Gender

Cryptocurrencies by Education

Respondents with a higher level of education stated to have higher degrees of ownership (12% high vs 4% low on average), with similarly high differences for buying intention and overall knowledge (67% high vs. 33% low) of cryptocurrencies.

Cryptocurrencies by Education

Low ● Medium ● High

About the survey

The results shown in this post are from a survey conducted by Dalia Research in March 2018 to measure cryptocurrency incidence across the internet connected population in the US, the UK, Germany, Brazil, Japan, South Korea, China and India. The total sample size is n=29.492. In order to obtain census representative results a Multilevel Regression Poststratification (MRP) model was built. The algorithm used to make cell-wise predictions was Logistic Regression and the cell structure was generated using data from Barro Lee/UNStat and Statista. The cell variables were age, gender, level of education (as defined by ISCED (2011) levels 0-2, 3-4, and 5-8) and mobile gaming frequency.

A table of the full survey results is available here in excel format.

The graphs used are available here in png format.

Survey Questions

1. Which of the following best describes your familiarity with cryptocurrency (i.e. bitcoin, ethereum, etc)?
I've never heard of it
I've heard of it, but don't know what it is
I know what it is, but don't own any
I don't own any, but plan on buying some in the next 6 months
I own some cryptocurrency

About Dalia Research

Dalia Research was founded in Berlin in 2013 with a clear vision to utilize mobile technology to change the way attitudinal data is collected, analysed and presented. For more information about Dalia and its work, please visit: **www.daliaresearch.com**

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