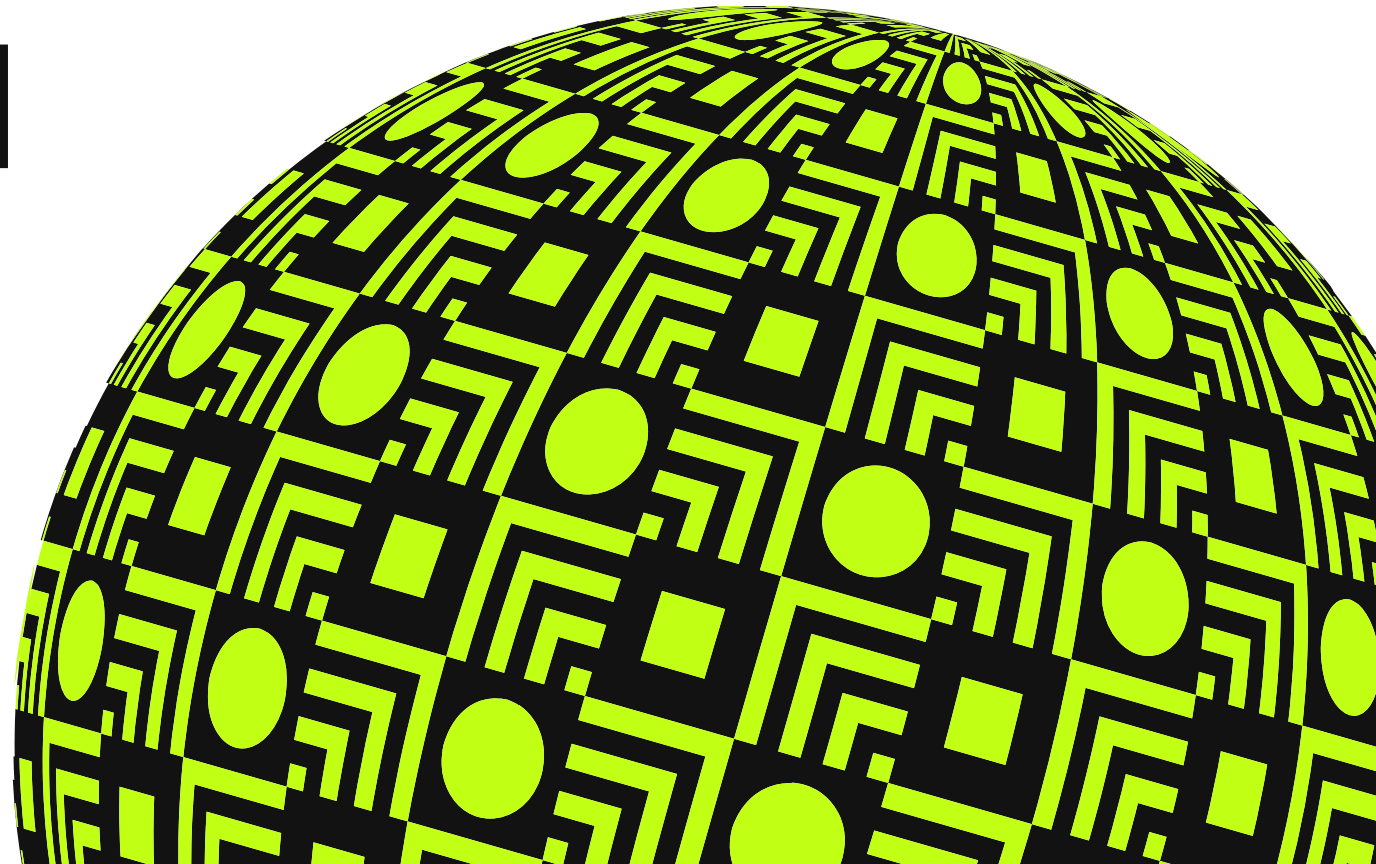


EXECUTIVE SUMMARY - FRANCE

Global Survey on Crypto and Web3

A study by Consensys with YouGov data



Methodology

Sample:

1007 interviews.

Universe:

People between **18 and 65 years** old resident in **France**.

Method:

Device agnostic online interviews.

Questionnaire:

32 close-ended questions.

Sample frame:

Quotas by age and gender (interlocked) and region. Sample weighted to match target population.

Fieldwork dates:

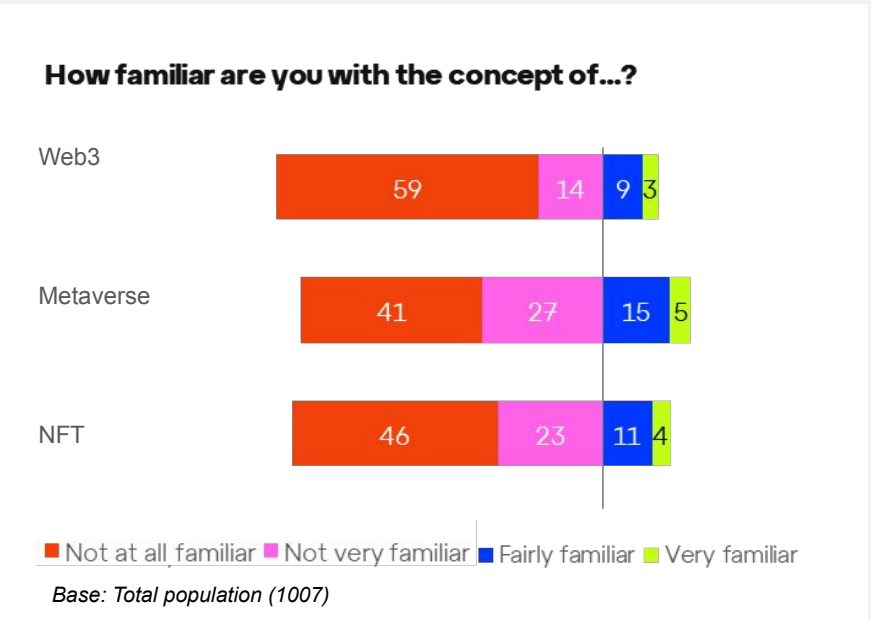
From **26/04/2023** to **10/05/2023**.

Only 12% of French people are familiar with the concept of Web3

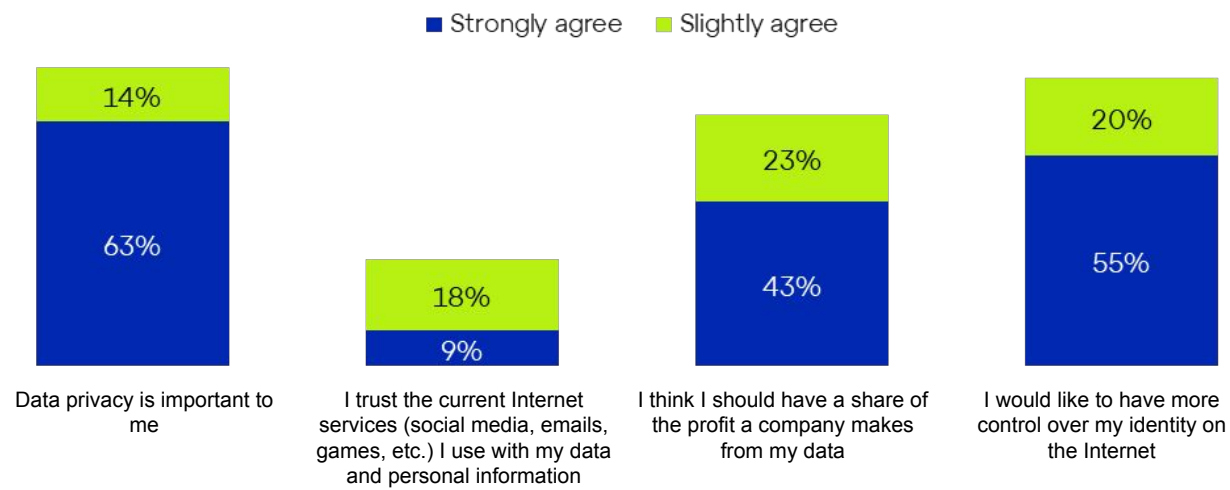
The French population is more familiar overall with the term Metaverse (20%) or even NFT (15%).

Most consider data privacy to be important. Three quarters of French people would like to have more control over their identity on the Internet as just over a quarter trust the Internet services they currently use.

Financial trading and software engineering are the skillsets most associated to people participating in Web3 or Crypto.



To what extent do you agree with the following statements?



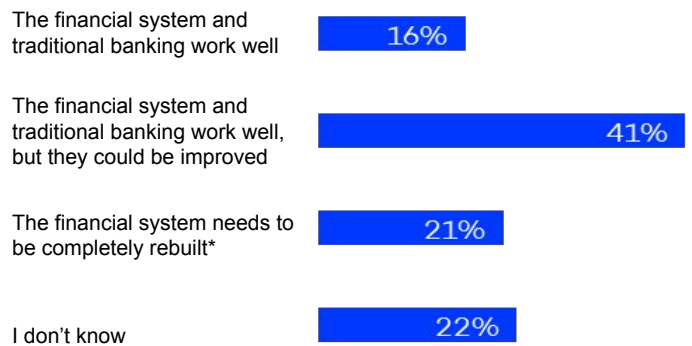
What do you think is the primary skill sets for people to participate in web3 or crypto? Rank - TOP1

Financial trading	22%
Software engineering	17%
Marketing	12%
Creativity and art/music	9%

Base: Total population (1007)

Most French people think that the financial system could be improved, and 1 in 5 say it needs to be completely rebuilt

How would you interpret this data from the World Bank:
 "21.5% of the world population (1.7 billion adults) remain unbanked—without an account at a financial institution or through a mobile money provider"



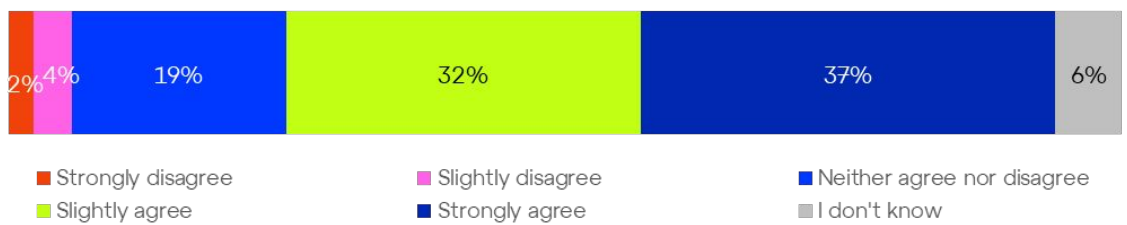
Base: Total population (1007)

7 in 10 people feel that financial independence is very important to them, while less than 1 in 2 trust their financial institutions (47%).

Close to half of the French population (44%) agree that we currently have the technology required to transform or fully rebuild the financial system. Only 1 in 10 disagree.

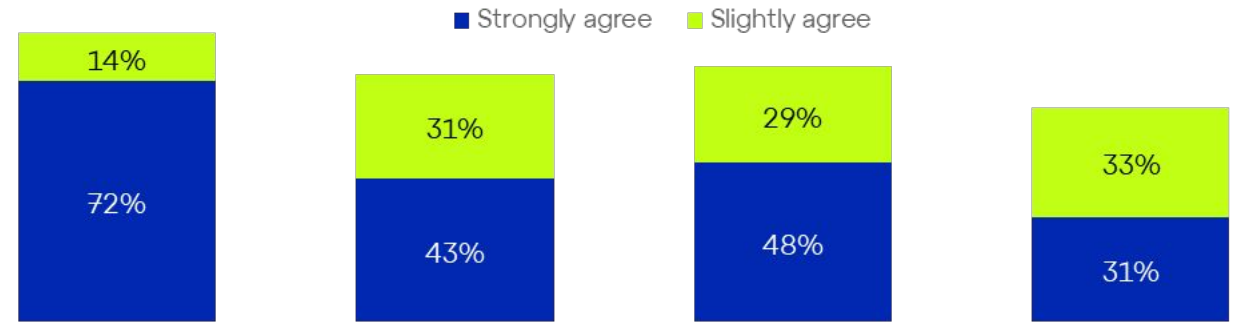
To what extent do you agree or disagree with the following statement?

"We have the technology to transform or even completely rebuild the financial system"



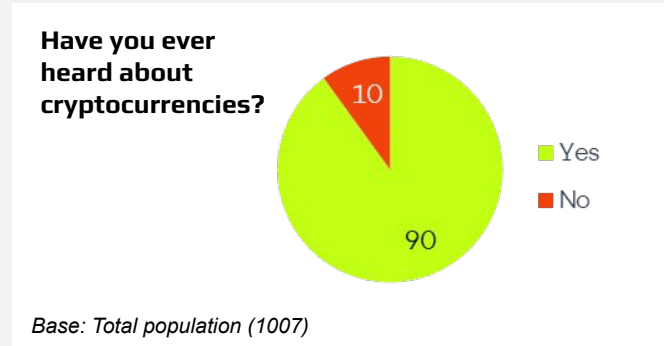
Base: Total population (1007)

To what extent do you agree or disagree with the following statements?



Base: Total population (1007)

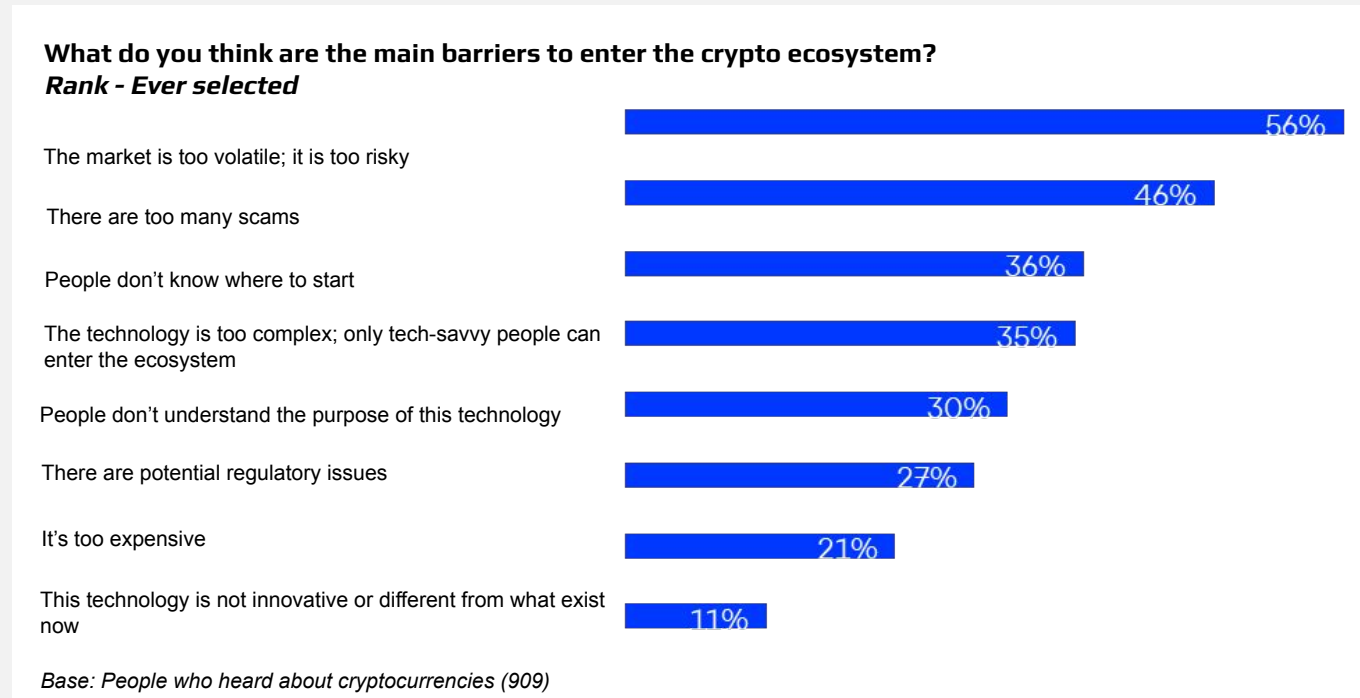
Cryptocurrency is a widely known concept in France. **90%** of people say they heard about it...



...but **half of them** don't understand necessarily what cryptocurrencies are.

Yes, I've heard of cryptocurrencies and understand what they are	43%
Yes, I've heard of cryptocurrencies, but I am not sure I understand what they are	48%
No, I have never heard about cryptocurrencies	10%

Base: Total population (1007)



The perception of a volatile market (56%) is the main barrier to enter the crypto ecosystem, followed by the fear of being scammed (46%).

To note even if they would be willing to give try it out, one third of the French population wouldn't know where to start. The technology appears as rather complex, being only for tech savvy people.

The concept mostly associated with cryptocurrencies is speculation but “alternative to the traditional financial ecosystem” comes third

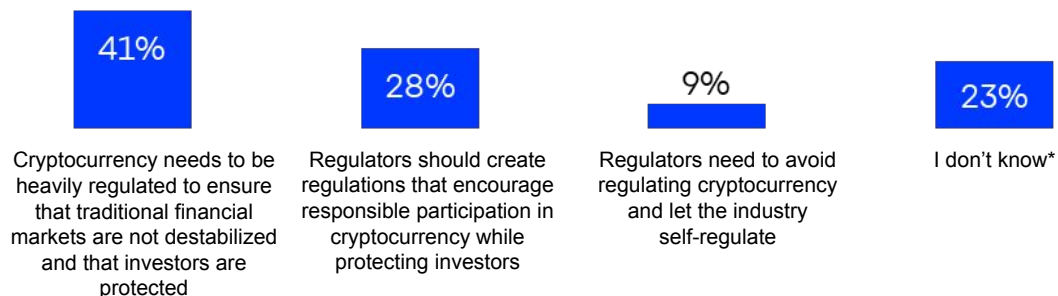
A dual association to cryptocurrencies from the French population; a negative perception due to scams, crime and money laundering but for some a positive perception as it provides an alternative to traditional financial ecosystem.

With regard to regulations, most people believe crypto should be heavily regulated.

What are the 3 main concepts that you associate with cryptocurrencies? Rank	TOP 1	Ever selected
Speculation	18%	44%
Scams and phishing	13%	37%
Alternative to the traditional financial ecosystem	12%	26%
Crime and money laundering	8%	32%
Future of money	8%	21%
A trend that will pass	7%	25%
The future of digital ownership	4%	15%
Financial inclusion	4%	17%
Hope for a new, more decentralized model of the internet	4%	13%
A way for me to participate in a global financial ecosystem	3%	11%
A way to access a more privacy-centric internet	2%	9%
Art	2%	6%

Base: People who heard about cryptocurrencies (909)

What is your opinion about cryptocurrency and regulations?



Base: People who heard about cryptocurrencies (909)

Do you think crypto is an environmentally friendly technology?



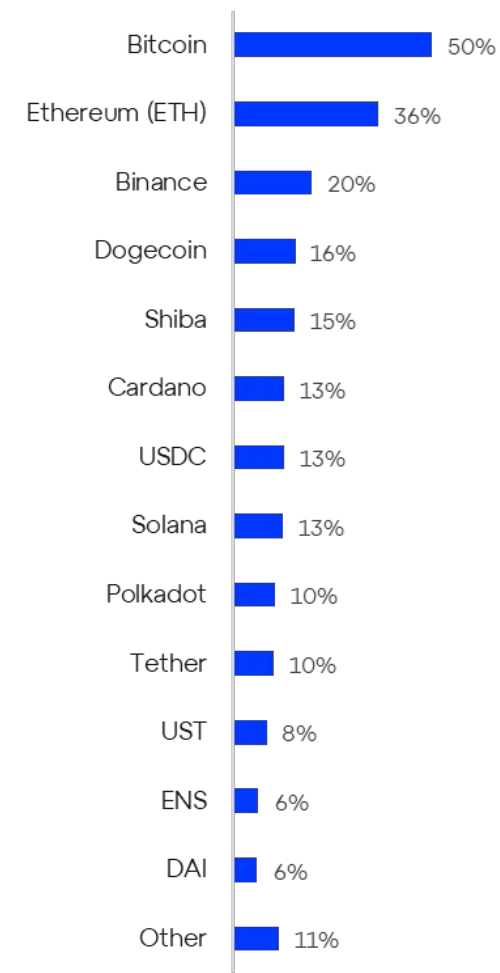
Base: People who heard about cryptocurrencies (909)

1 in 4 think that crypto is environmentally friendly.

There are also people who say that crypto is not environmentally friendly and will never be, while 1 in 3 don't have an opinion.

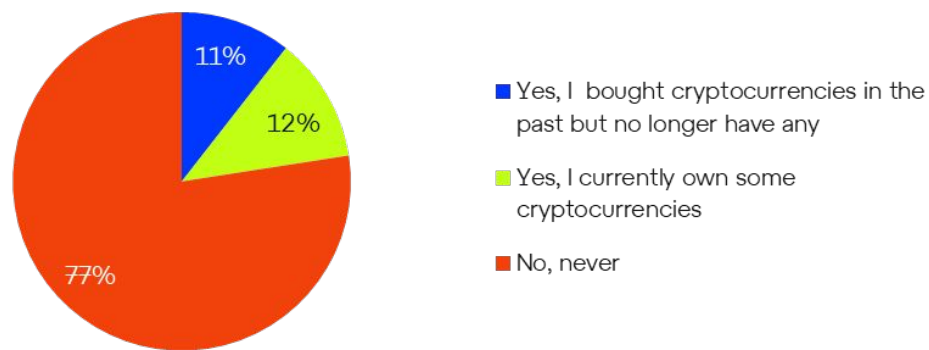
No strong willingness to buy cryptocurrencies in France. **Bitcoin and Ethereum** are still the most popular coins

Which cryptocurrencies have you bought in the past or currently own?



Base: People who bought cryptocurrencies (205)

Have you ever bought cryptocurrencies (Bitcoin, Ethereum, etc.)?



Base: People who heard about cryptocurrencies (909)

Why did you invest in cryptocurrencies? TOP 1

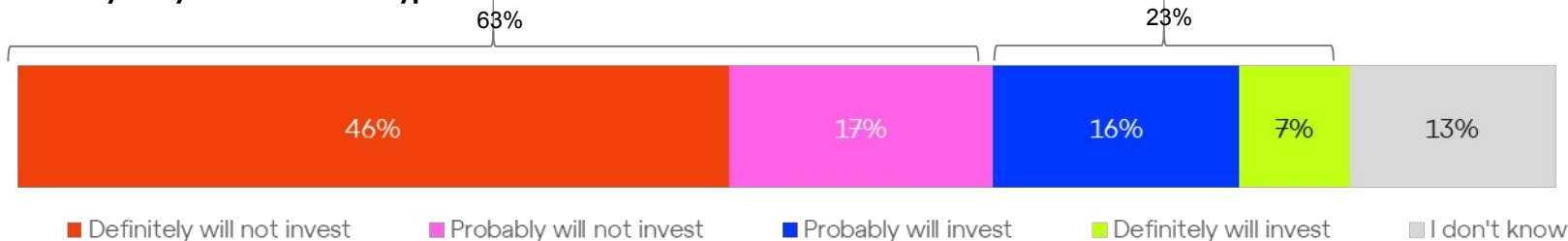


Base: People who bought cryptocurrencies (205)

Only 1 in 5 are likely to invest in cryptocurrencies, 7% with certainty. The vast majority do not intend to invest.

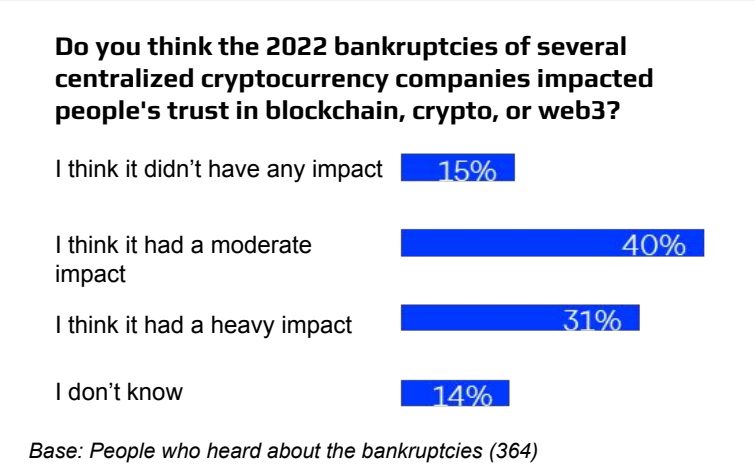
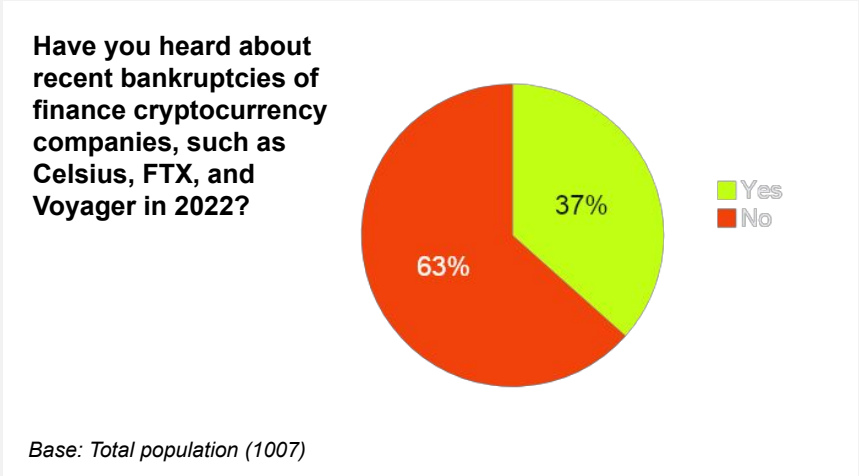
Curiosity and diversifying a portfolio are the main drivers for buying Cryptocurrencies.

How likely are you to invest in cryptocurrencies over the next 12 months?



Base: People who heard about cryptocurrencies (909)

2/3 of the French population **didn't hear** about the bankruptcies of centralized crypto companies in 2022



The awareness of these bankruptcies has had an impact on the reputation of the crypto sector for 7 in 10, with even a heavy impact for 31%. Only 15% of those aware of it think it didn't have any impact on reputation.

How do you think that the crypto sector can rebuild trust?
TOP 1 Rank

Improved security measures to prevent scams, hacks, and thefts	19%
Increased transparency and accountability from companies in the crypto sector	15%
Stronger enforcement of penalties for bad actors and fraudulent schemes in the industry	14%
Better regulation and oversight from government bodies	14%
Enhanced user education and communication about risks and best practices	11%
More standardized practices and protocols for the industry as a whole	6%

The favorite measure to recover trust is improving to prevent scams, hacks and thefts (19%) followed by increased and accountability transparency (15%).

Base: People who think the bankruptcies of crypto companies had an impact on people's trust in blockchain, crypto or web3 (313)

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