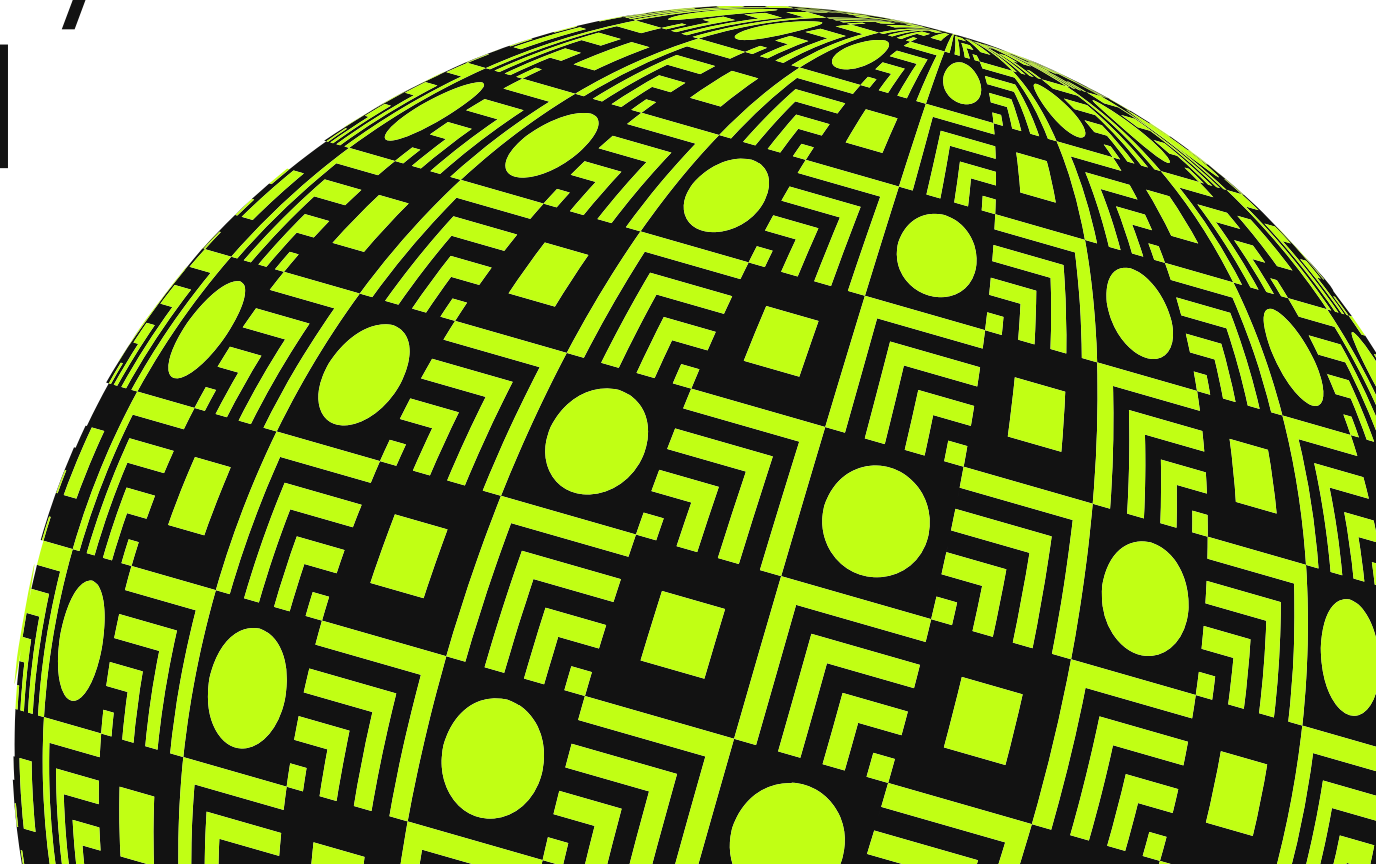


EXECUTIVE SUMMARY – SOUTH AFRICA

A Global Survey on Crypto and Web3

A study by Consensys with YouGov data



Methodology

Sample:

1003 interviews.

Universe:

People between **18 and 65 years** old resident in **South Africa**.

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:

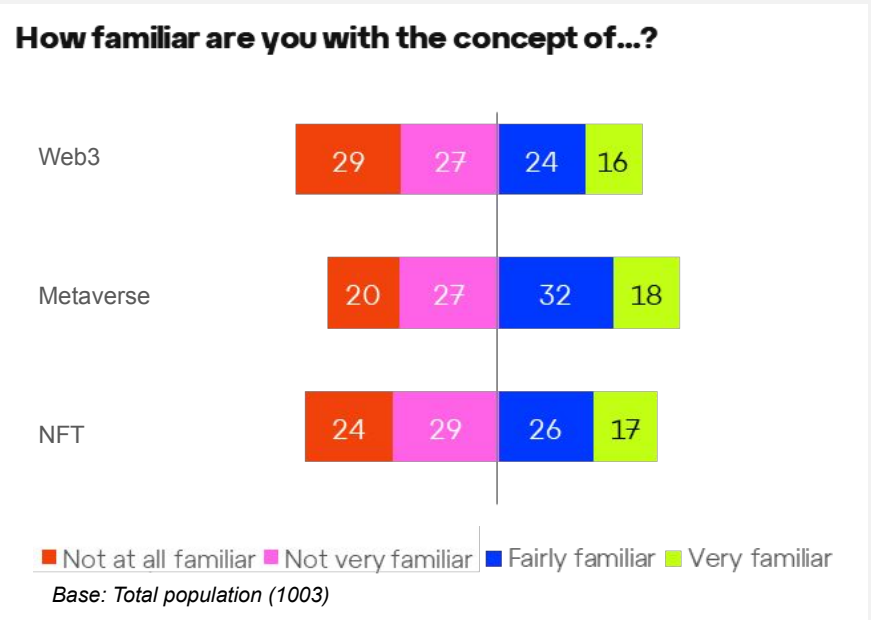
From **26/04/2023** to **12/05/2023**.

40% Of South Africans are familiar with the concept of Web3

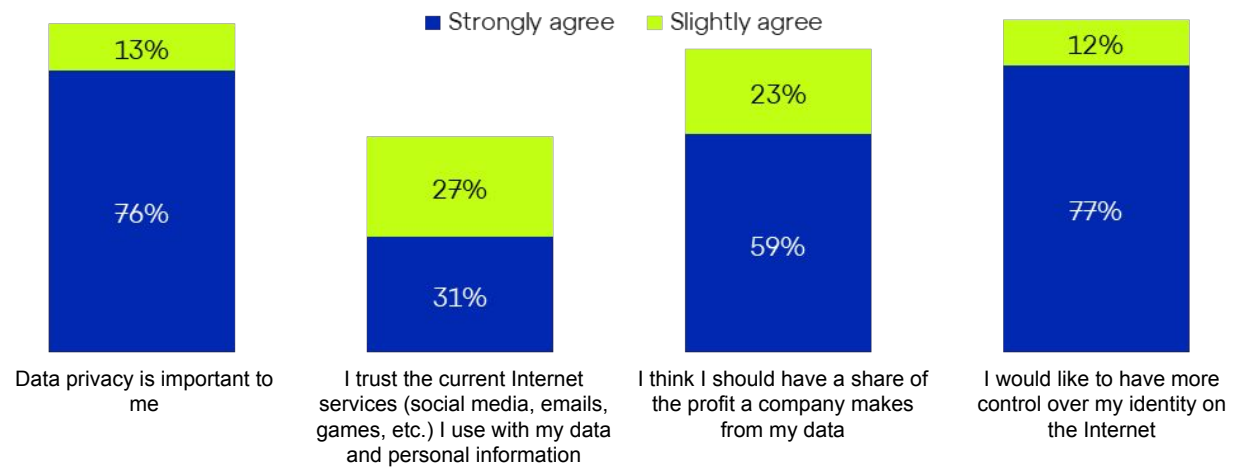
There are high levels of awareness of all Web3 concepts. The Metaverse is the most familiar, followed by NFTs and Web3.

Nine out of ten South Africans think that data privacy is important to them. And just over half of them trust the current Internet services they use.

South Africans select financial trading as the main skill set people need to participate in Web3 or Crypto. This is followed by software engineering and marketing at 24% and 17%, respectively.



To what extent do you agree with the following statements?



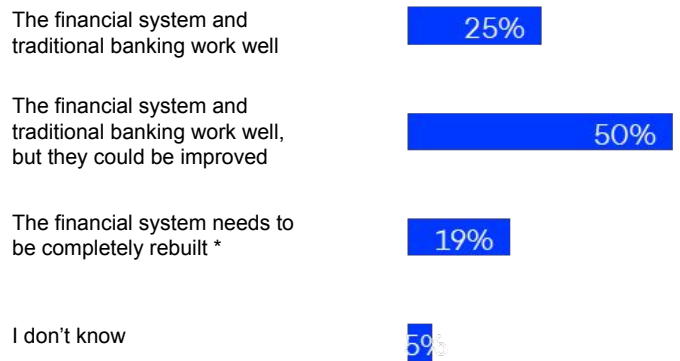
What do you think is the primary skill sets for people to participate in web3 or crypto? Rank - TOP1

Financial trading	43%
Software engineering	24%
Marketing	17%
Creativity and art/music	8%

Base: Total population (1003)

Half of the population think that the financial system could be improved

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 (1003)

Financial independence is important to almost all South Africans, and access to the financial system is also very relevant.

80% Of the population of South Africa agrees that we currently have the technology required to transform or fully rebuild the financial system. Only 4% disagree with that.

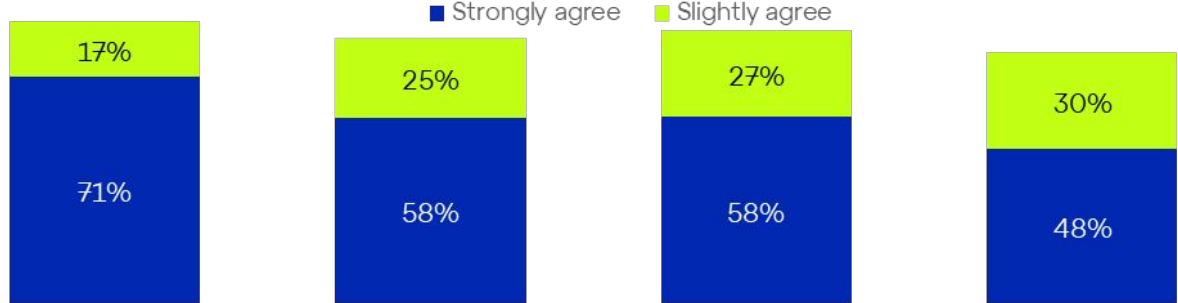
To what extent do you agree or disagree with the following statement?

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



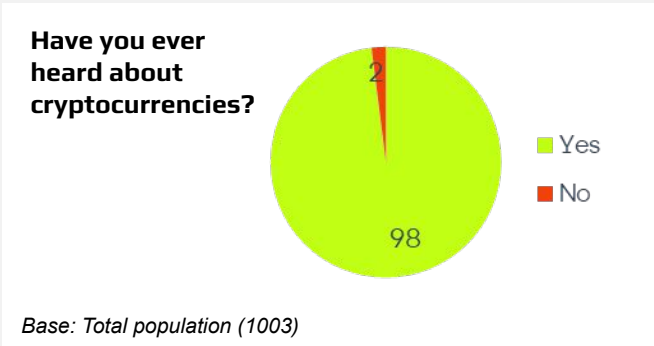
Base: Total population (1003)

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



Base: Total population (1003)

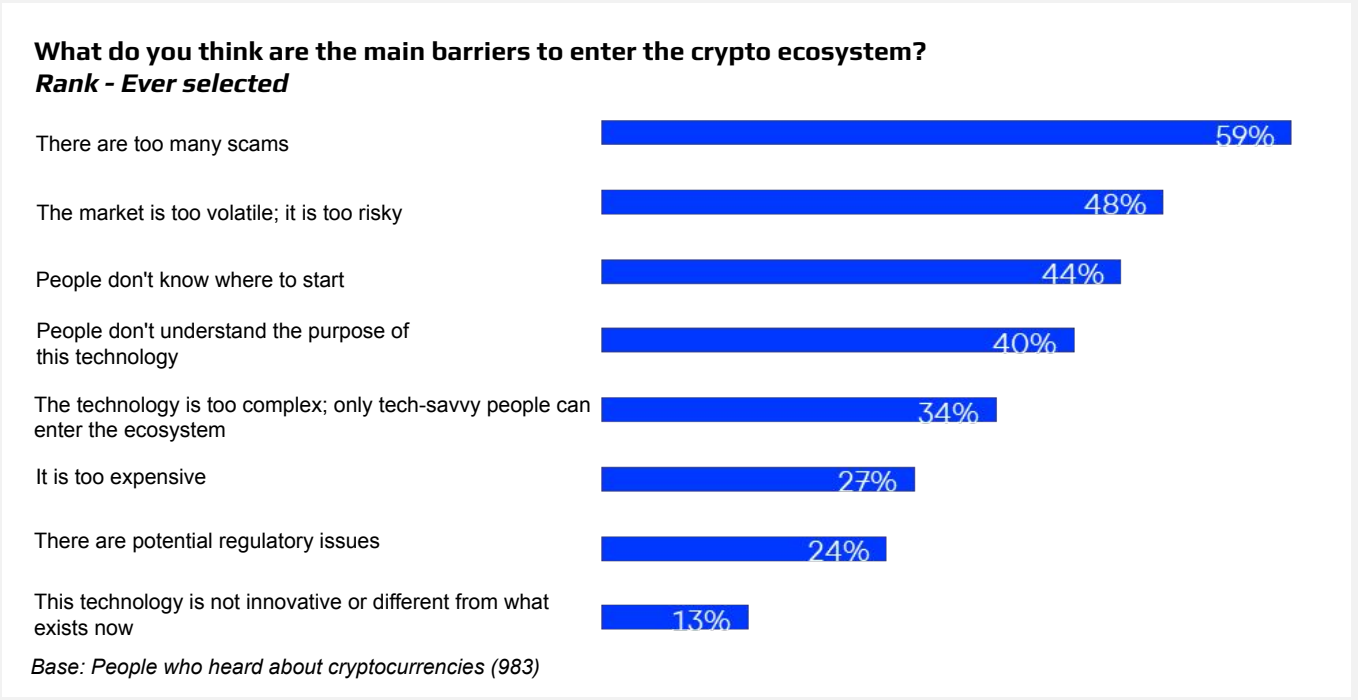
Almost the entire population (98%) of South Africa has heard of cryptocurrencies...



And 3 in 5 understand what cryptocurrencies are.

There has been an increase in the number of people who understand what cryptocurrencies are since last year (+8 p.p.).

Yes, I've heard of cryptocurrencies and understand what they are	61%
Yes, I've heard of cryptocurrencies, but I am not sure I understand what they are	37%
No, I have never Heard about cryptocurrencies	2%



Fear of scams (59%) and market volatility (48%) are the two main barriers to entry the ecosystem for South Africans. Not knowing where to start and lack of understanding of the technology are also major concerns.

The concepts most associated with cryptocurrencies are positive ones: the future of money and digital ownership, and an alternative to traditional financial ecosystem

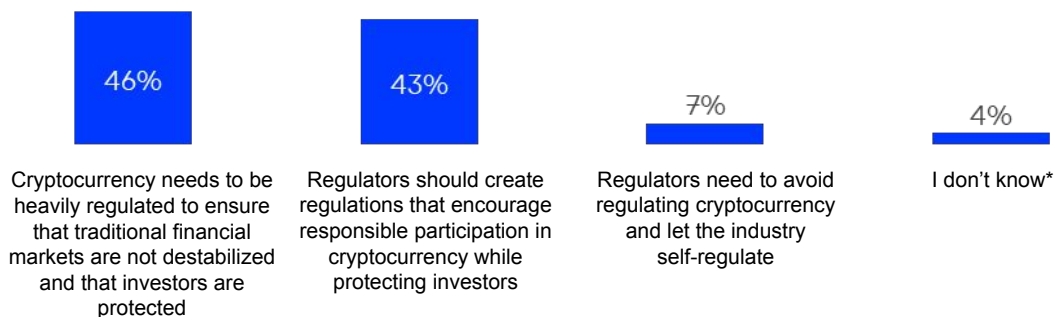
In South Africa, people see cryptocurrencies as the future of finance and digital ownership, and as an opportunity to participate in a global ecosystem. Negative concepts are relegated to the bottom of the list.

Regarding regulation, most people believe cryptocurrencies should be regulated: some prefer a heavy regulation (46%) while other prefer a pro-investment one (43%).

What are the 3 main concepts that you associate with cryptocurrencies? Rank	TOP 1	Ever selected
Future of money	24%	50%
The future of digital ownership	11%	36%
Alternative to the traditional financial ecosystem	9%	31%
A way for me to participate in a global financial ecosystem	9%	31%
Scams and phishing	8%	22%
Financial inclusion	7%	25%
Hope for a new, more decentralized model of the internet	7%	23%
Crime and money laundering	7%	19%
Speculation	5%	16%
A way to access a more privacy-centric internet	4%	18%
A trend that will pass	4%	15%
Art	2%	5%

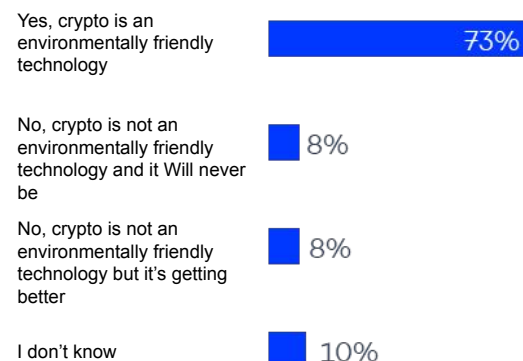
Base: People who heard about cryptocurrencies (983)

What is your opinion about cryptocurrency and regulations?



Base: People who heard about cryptocurrencies (983)

Do you think crypto is an environmentally friendly technology?

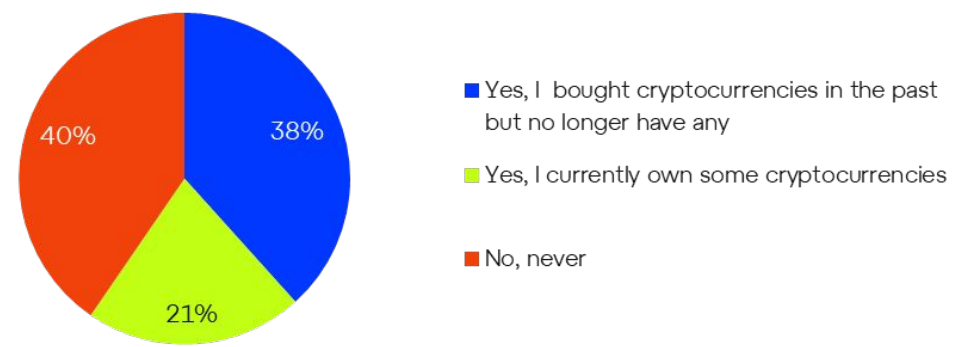


Base: People who heard about cryptocurrencies (983)

Most people believe cryptocurrencies are environmentally friendly (73%), up 12% on last year's results. The number of people who think they are not has held stable.

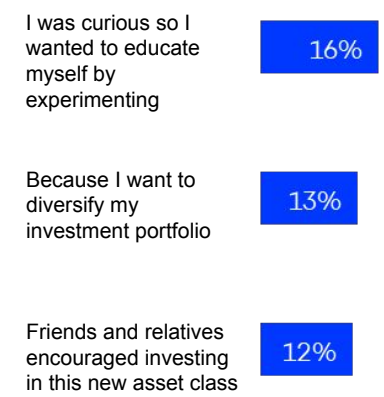
Six out of 10 people in South Africa have bought cryptocurrencies, but only one third currently own any

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



Base: People who heard about cryptocurrencies (983)

Why did you invest in cryptocurrencies? – TOP 1

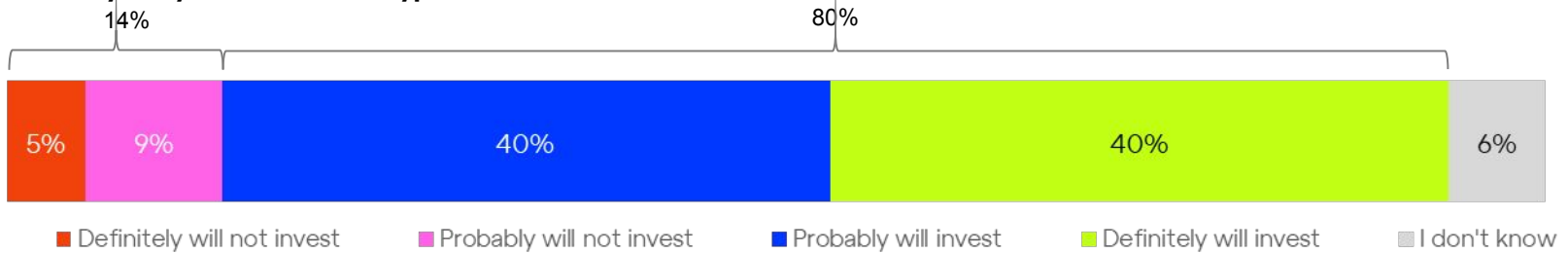


Base: People who bought cryptocurrencies (586)

80% Of the population would invest in cryptocurrencies, and 1 in 2 people definitely plan to do so.

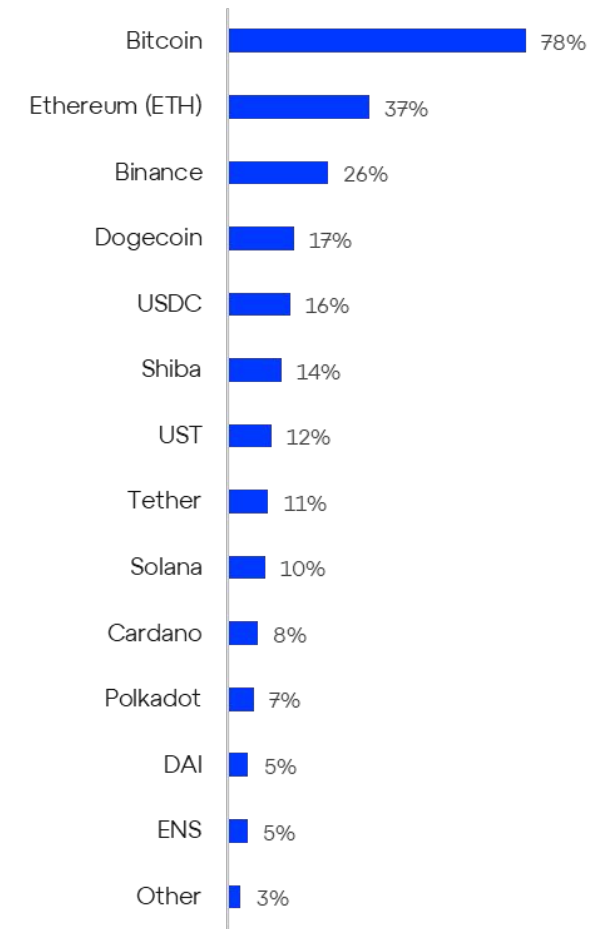
Curiosity is the main reason for investing, the same as last year. Diversifying one's portfolio and being encouraged by friends and relatives to do so are the other two main reasons.

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



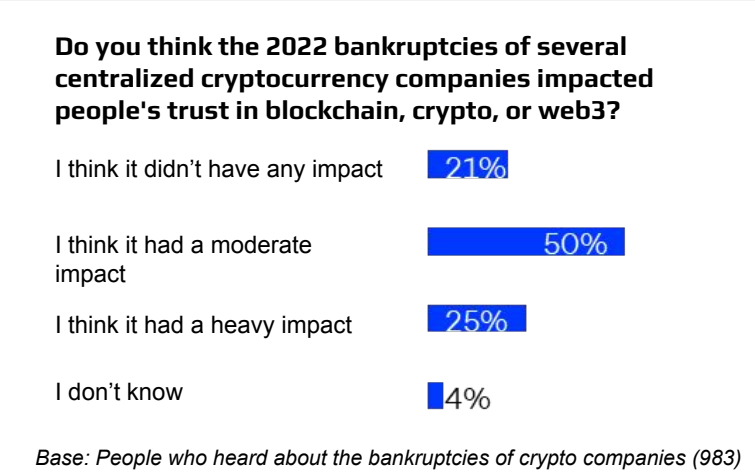
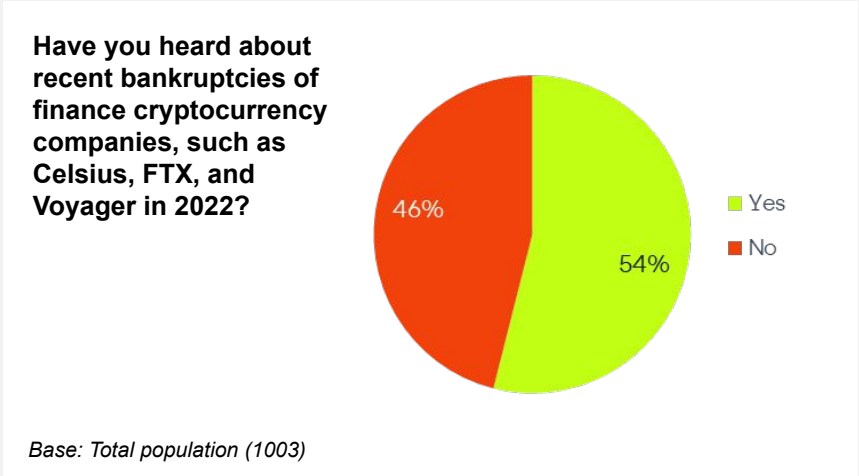
Base: People who heard about cryptocurrencies (983)

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



Base: People who bought cryptocurrencies (586)

Slightly more than half of South Africans has heard about the bankruptcies of centralized crypto companies in 2022



Half of the population believe the bankruptcy had a moderate impact on people's trust in blockchain, crypto or Web3.

On the other hand, 25% think it had a heavy impact, 4 points higher than those who think it had no impact at all.

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

Improved security measures to prevent scams, hacks, and thefts	26%
Enhanced user education and communication about risks and best practices	18%
Increased transparency and accountability from companies in the crypto sector	18%
Stronger enforcement of penalties for bad actors and fraudulent schemes in the industry	14%
More standardized practices and protocols for the industry as a whole	11%
Better regulation and oversight from government bodies	10%

1 in 4 South Africans believe the best way to restore confidence in the crypto sector is to improve security measures to prevent scams, hacking and theft. Greater user education and increased transparency are actions perceived as relevant to increasing trust in the sector.

Base: People who think the bankruptcies of crypto companies had an impact on people's trust in blockchain, crypto or web3 (431)

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