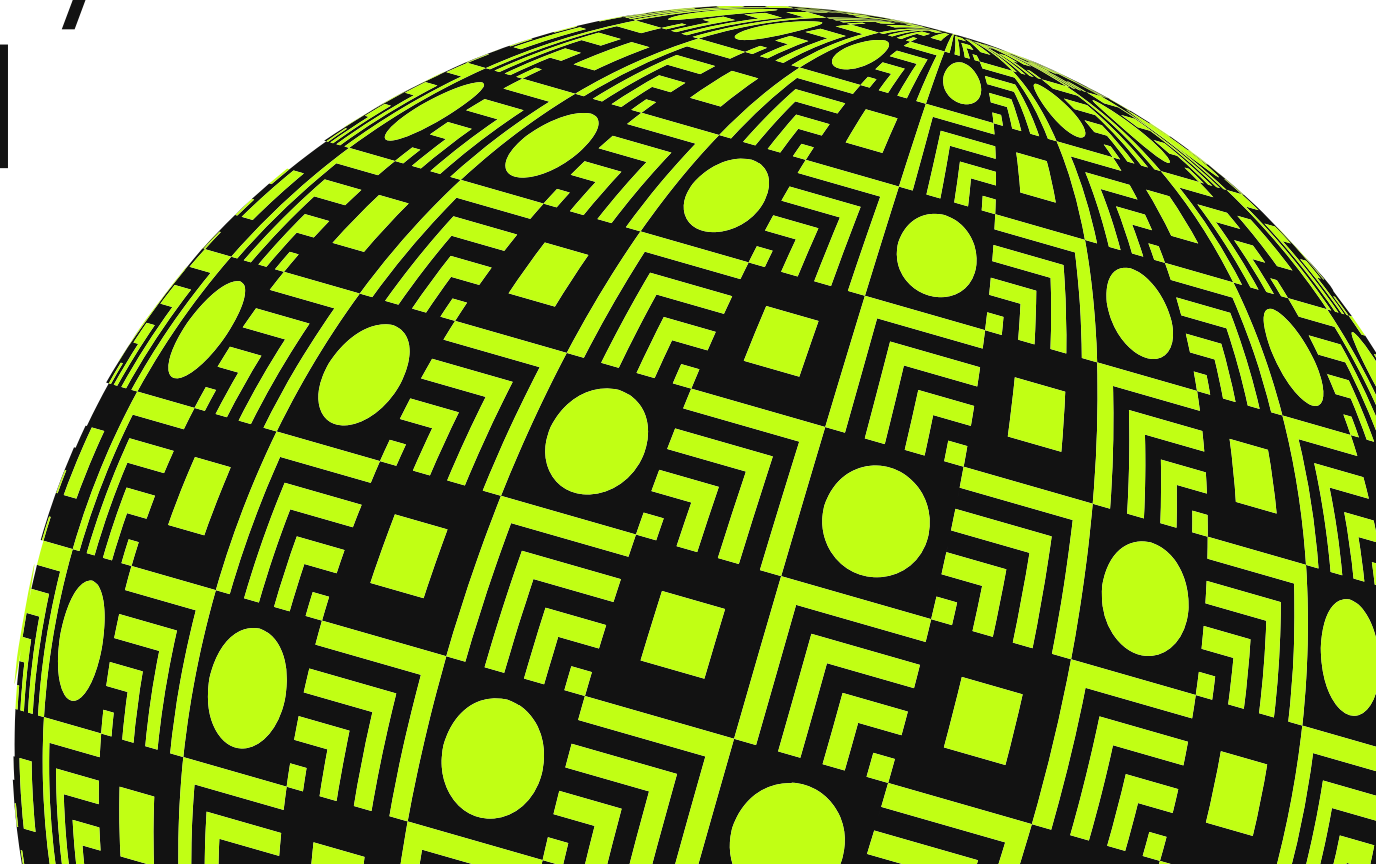


EXECUTIVE SUMMARY - US

# A Global Survey on Crypto and Web3

A study by Consensys with YouGov data



# Methodology

## Sample:

**1018** interviews.

## Universe:

People between **18 and 65 years** old resident in the **US**.

## 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 **15/05/2023**.

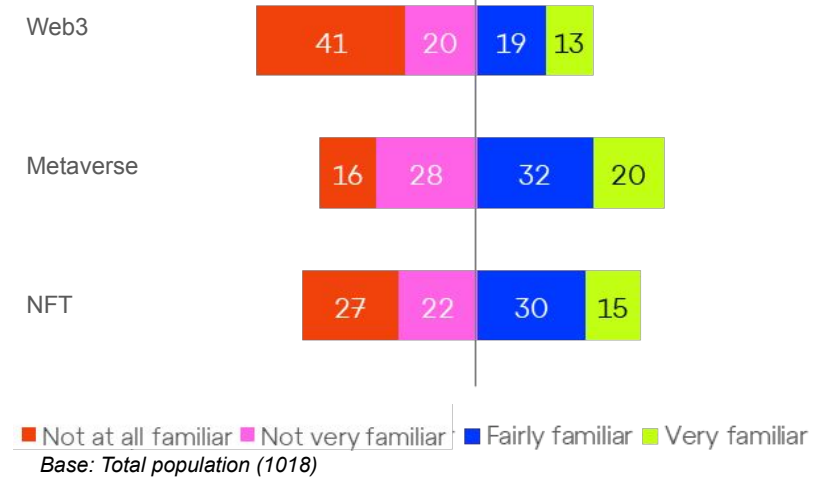
# The Americans are more familiar with the Metaverse and NFTs concepts than with Web3

Metaverse and NFTs are more familiar ideas among the US population.

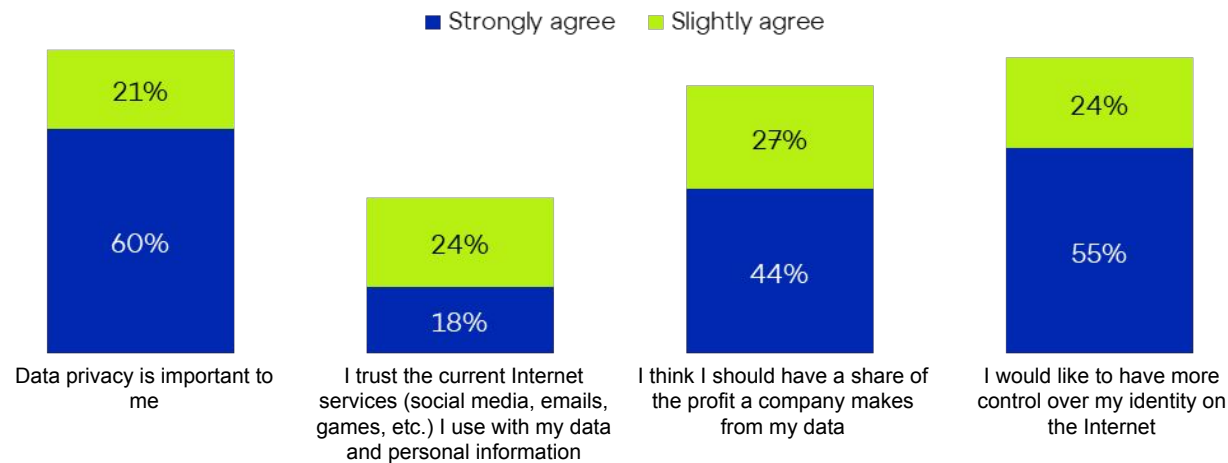
Most people consider data privacy to be something important. However, less than a third trust the current Internet services they use.

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

## How familiar are you with the concept of...?



## 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

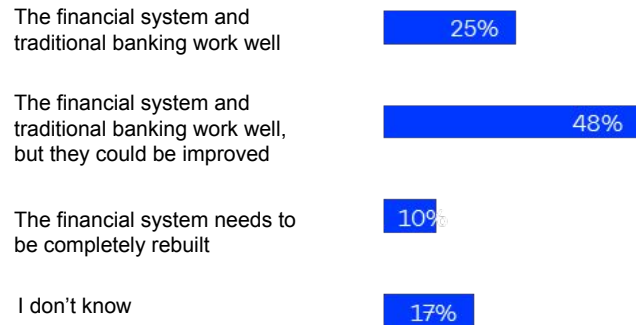
Financial trading	26%
Software engineering	21%
Marketing	15%
Creativity and art/music	9%

Base: Total population (1018)

# Americans think the financial system is working well, though half of them believe it could still 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"



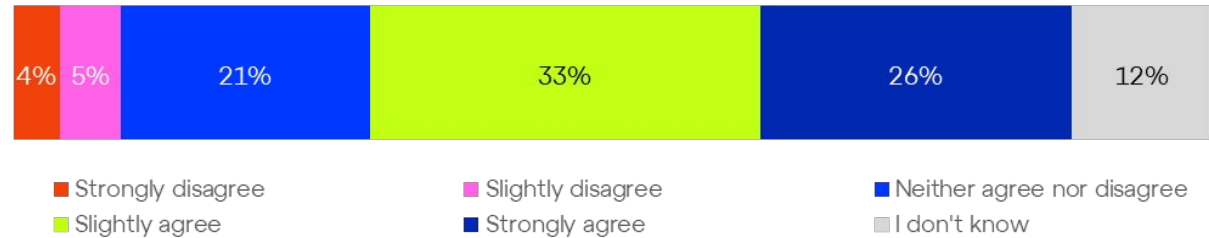
Base: Total population (1018)

More than 8 in 10 people feel that financial independence is very important for them, while the percentage that trust their financial institutions goes down to 65%

Also, more than half of the American population agrees that we currently have the technology required to transform or fully rebuild the financial system

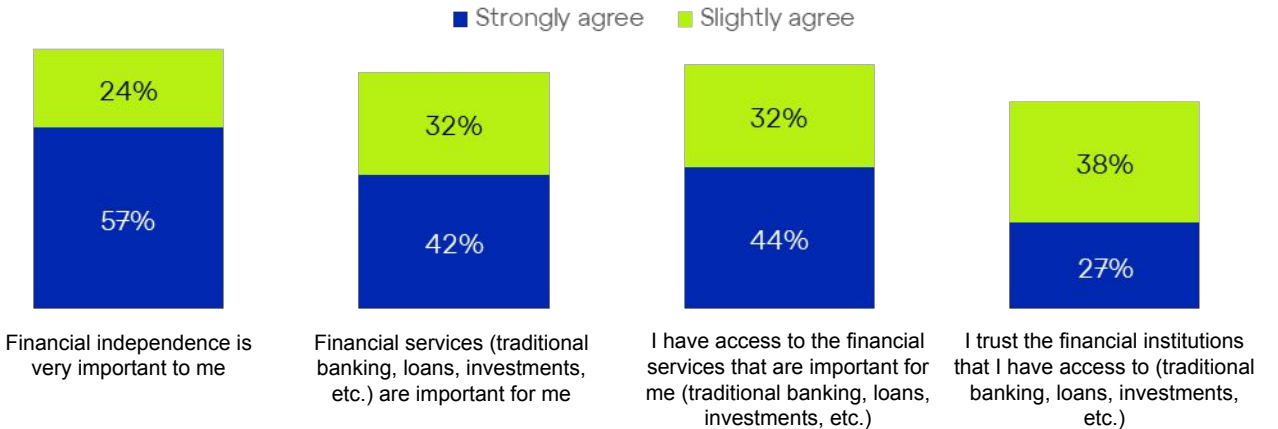
## To what extent do you agree or disagree with the following statement?

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



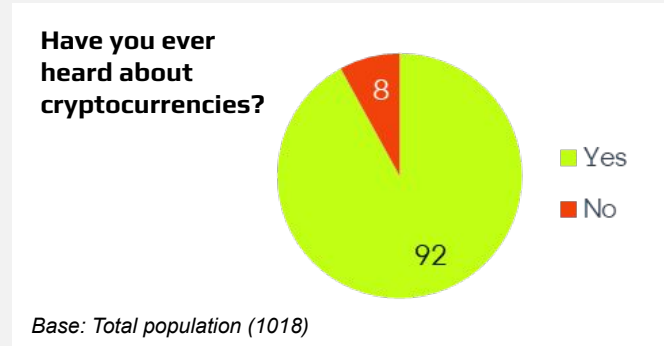
Base: Total population (1018)

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



Base: Total population (1018)

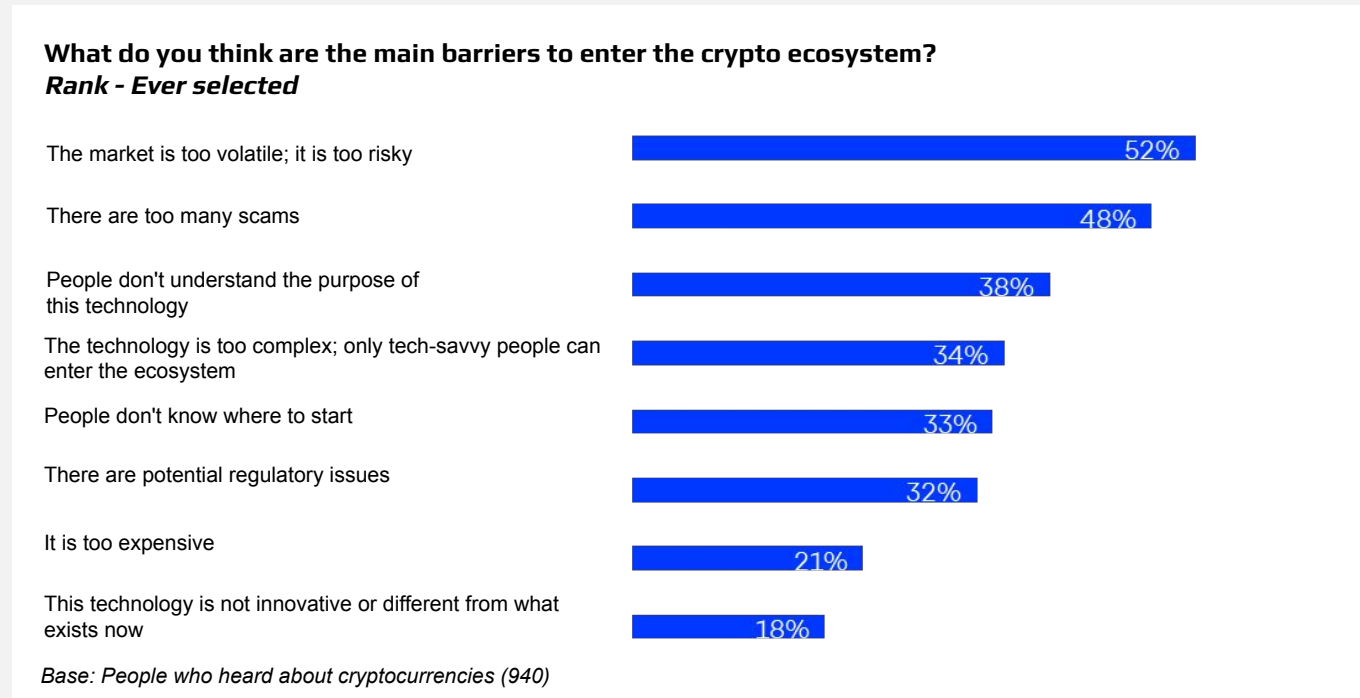
# Crypto is a widely known concept in the US, though the level of understanding thereof is varied



...but among US respondents, 42% declare that they are not sure they understand what cryptocurrencies are.

Yes, I've heard of cryptocurrencies and understand what they are	50%
Yes, I've heard of cryptocurrencies, but I am not sure I understand what they are	42%
No, I have never Heard about cryptocurrencies	8%

Base: Total population (1018)



The volatility of the market and fear of scams are the main factors people in the US perceive to be barriers against entering the crypto ecosystem, followed by the difficulties to understand the purpose of this new technology.

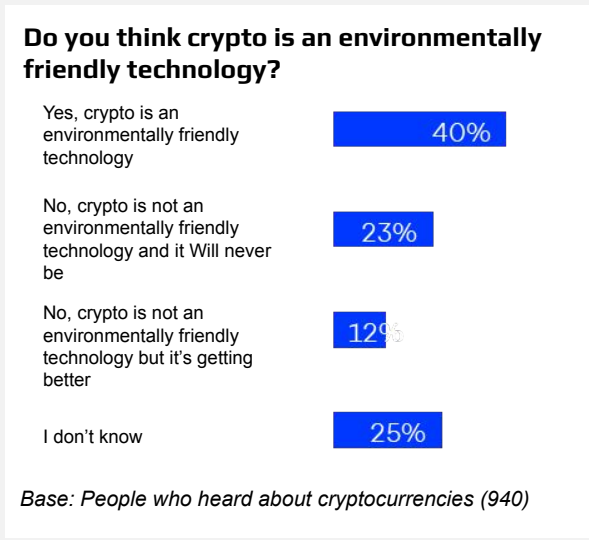
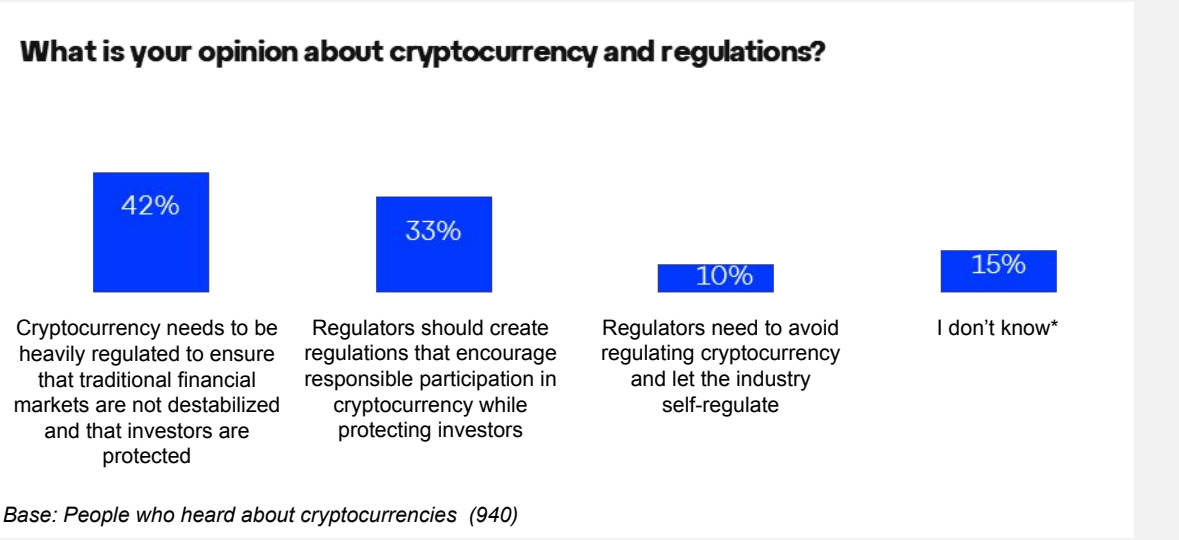
# Many Americans believe cryptocurrency should be regulated. They primarily associate cryptocurrency with the idea of an alternative to the traditional financial ecosystem

Being an alternative to the traditional financial ecosystem is also at the top of the ranking, as well as scams and phishing, they are selected by 1 in 3 of people are the main concepts associated with crypto in the US.

Regarding 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
Alternative to the traditional financial ecosystem	13%	31%
Scams and phishing	12%	33%
Crime and money laundering	10%	29%
Future of money	9%	26%
A trend that will pass	8%	24%
A way to access a more privacy-centric internet	6%	18%
Speculation	6%	25%
Hope for a new, more decentralized model of the internet	6%	19%
Financial inclusion	6%	16%
The future of digital ownership	6%	20%
A way for me to participate in a global financial ecosystem	5%	19%
Art	1%	6%

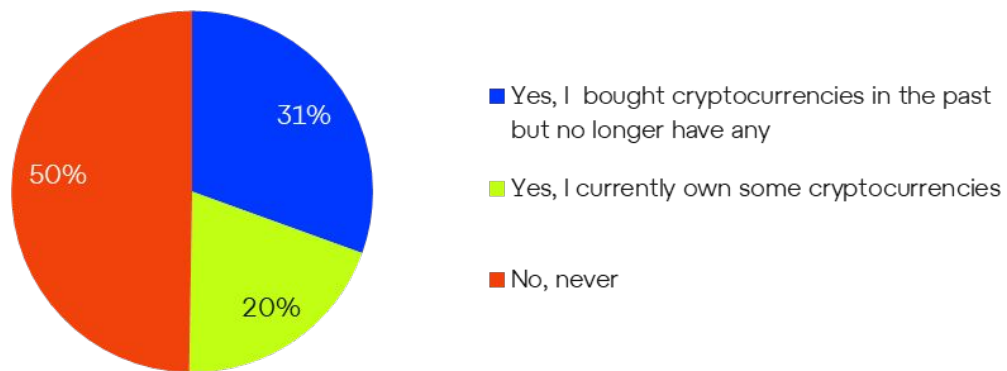
Base: People who heard about cryptocurrencies (940)



40% of Americans think crypto is environmentally friendly. A big part of the population (25%) don't have an opinion.

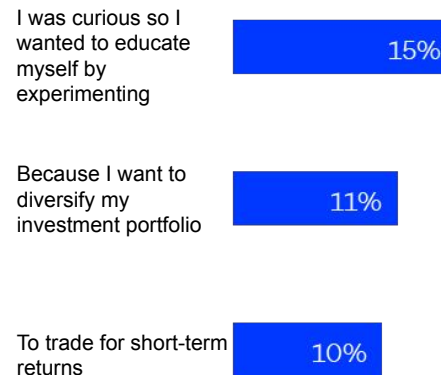
# Half of Americans have previously purchased or currently own cryptocurrencies, and 43% are planning to invest in the next year

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



Base: People who heard about cryptocurrencies (940)

## Why did you invest in cryptocurrencies? – Top 1



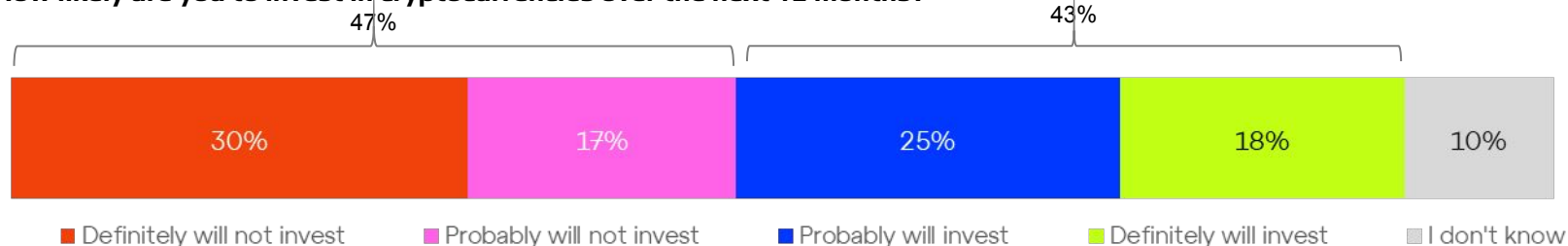
Base: People who bought cryptocurrencies (475)

Most of the people don't consider investing in crypto, but around 43% do, and 18% have decided to invest.

The three main reasons to invest is curiosity but also because Americans want to diversify their investment portfolios.

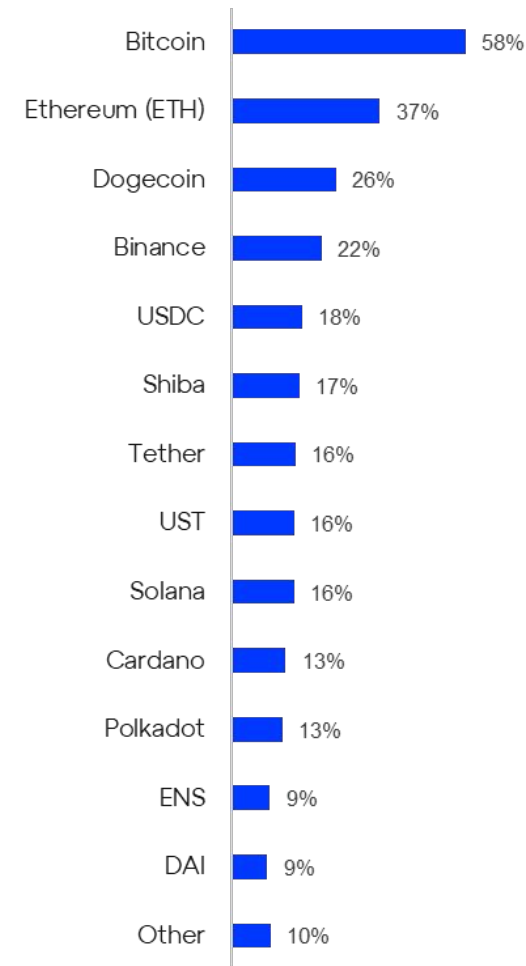
Bitcoin remains as the most owned currency in the US.

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



Base: People who heard about cryptocurrencies (941)

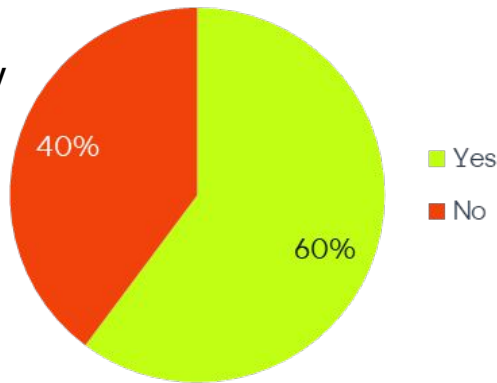
## Which cryptocurrencies have you bought in the past or currently own?



Base: People who bought cryptocurrencies (475)

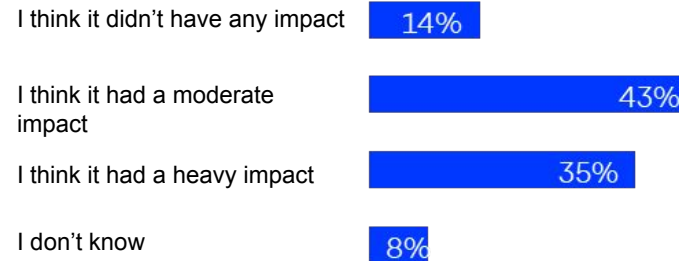
# A big part of the US population has heard about the crash of centralized crypto companies, but they are unsure about which action would be best to rebuild trust

Have you heard about recent bankruptcies of finance cryptocurrency companies, such as Celsius, FTX, and Voyager in 2022?



Base: Total population (1018)

Do you think the 2022 bankruptcies of several centralized cryptocurrency companies impacted people's trust in blockchain, crypto, or web3?



Base: People who heard about the bankruptcies of crypto companies (613)

Among those who did hear about it, it's widely considered (78%) that the crypto sector took a reputational hit, and only 14% think it didn't have any impact on reputation.

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

Enhanced user education and communication about risks and best practices	16%
Improved security measures to prevent scams, hacks, and thefts	16%
Better regulation and oversight from government bodies	16%
Increased transparency and accountability from companies in the crypto sector	15%
Stronger enforcement of penalties for bad actors and fraudulent schemes in the industry	12%
More standardized practices and protocols for the industry as a whole	12%

There is not a clear favorite among the measures to recover trust, but enhanced user education, improved security, and better regulation are most frequently chosen as the top choice in the ranking.

Base: People who think the bankruptcies of crypto companies had an impact on people's trust in blockchain, crypto or web3 (524)



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