

Bitcoin: Knowledge and Perceptions

Block, Inc. Report 2022



Bitcoin was originally created as a currency for the internet, where people could send and receive money without going through a financial institution. In recent years, the dominant narratives surrounding bitcoin have been solely focused on its potential as a means to make money. We sought to dig into these narratives further and provide a resource for decision makers to better understand people's knowledge and perceptions of bitcoin across different geographies, genders, and ages. In early 2022, Block, Inc. partnered with Wakefield Research to survey 9,500 people in 14 countries across the Americas, EMEA, and APAC.

The results show that a large portion of respondents also see bitcoin as a means of payment, whether that's sending money home to family or buying goods and services — in line with its founding principles. Additionally, we found that the common perceptions of bitcoin as male-dominated are not as stark and disappear completely in many cases, with a broad and diverse community of people who are enthusiastic and consider themselves knowledgeable about bitcoin.

Overview

1 People See Promise in Bitcoin for a More Equitable Economy



People with lower incomes, regardless of where they live in the world, recognize bitcoin's utility as a payments ecosystem, seeing it as a way to send remittances and buy goods and services.

[Read more](#) →



The gender divide in bitcoin ownership and self-described knowledge is more pronounced in the Americas but less male-dominated when looking at the rest of the world.

[Read more](#) →



In many countries, women feel as equally included in the bitcoin community as men.

[Read more](#) →

2 Education Is Key: Knowledge Feeds Optimism and Participation



The higher people rate their level of knowledge, the more optimistic they are about bitcoin's future. People in Nigeria, India, Vietnam, and Argentina have the highest rates of optimism globally about bitcoin's future.

[Read more](#) →



Lack of bitcoin knowledge is the top reason people don't buy, followed by concerns related to security, price volatility, and finally an uncertain regulatory landscape globally.

[Read more](#) →



The network effect is real. Globally, those who don't own bitcoin but know someone who does are much more likely to say they plan on buying bitcoin in the next year.

[Read more](#) →

3 Bitcoin Stands Out Among Cryptocurrencies



People around the world are considerably more aware of bitcoin than any other cryptocurrency.

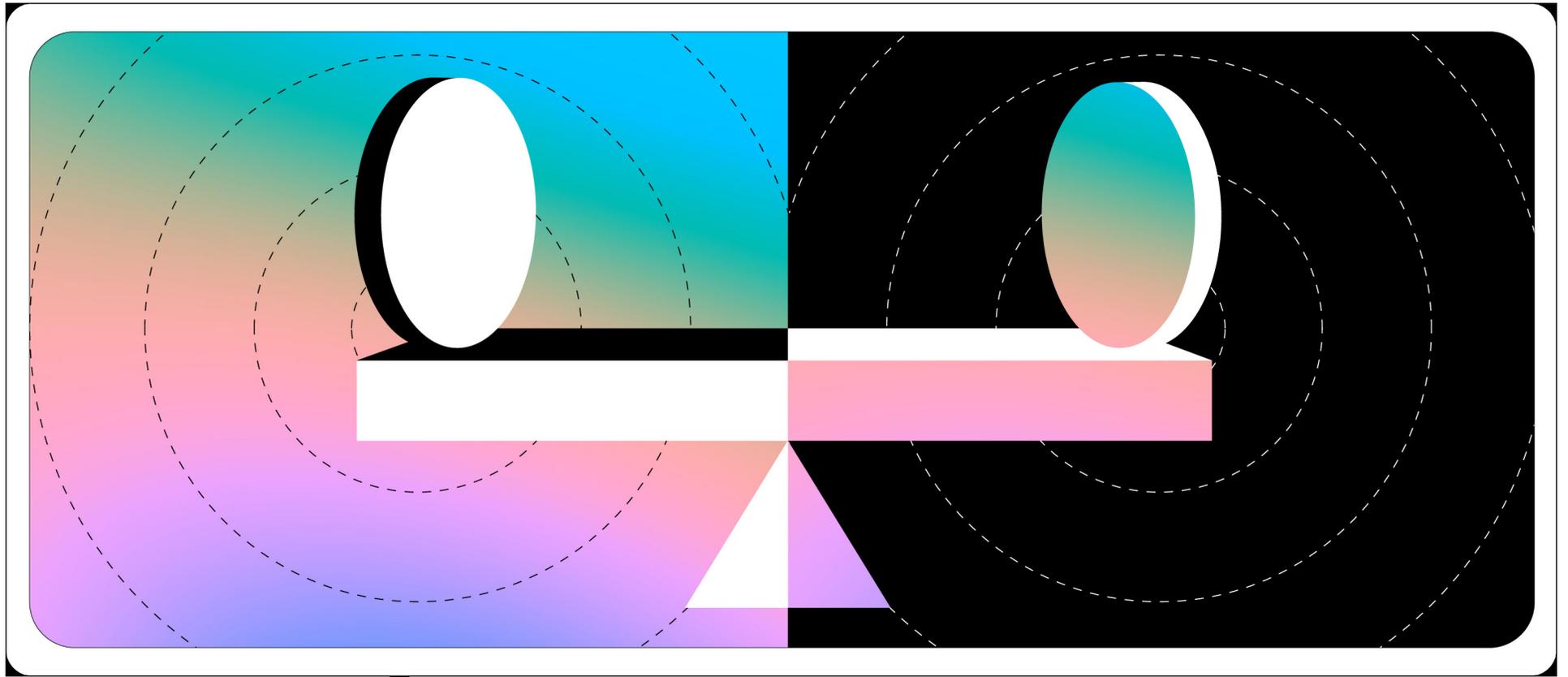
[Read more](#) →



Globally, millennials and baby boomers have the highest levels of bitcoin awareness.

[Read more](#) →

Key Themes & Findings



1

**People See Promise in Bitcoin
for a More Equitable Economy**

People with below-average income more frequently note using bitcoin as a way to send money and buy goods and services than people with above-average incomes.

The most common reason people select as a good reason to buy bitcoin is to make money.

But if you break these reasons down by income group, you see that higher-income respondents drive this trend, selecting investment-related reasons for buying bitcoin (diversifying investments, inflation hedge, potential to make money) more frequently.

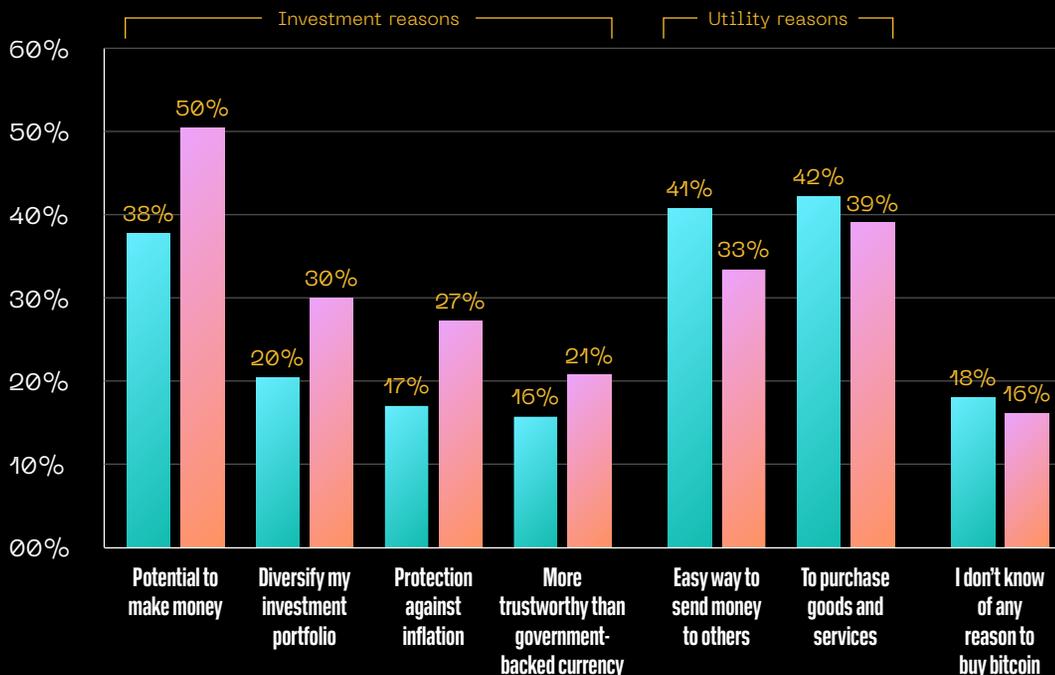


People with Lower Incomes Recognize the Utility of Bitcoin

Reasons to Buy Bitcoin by Income Group

% Who Would Buy Bitcoin by Reason and Income

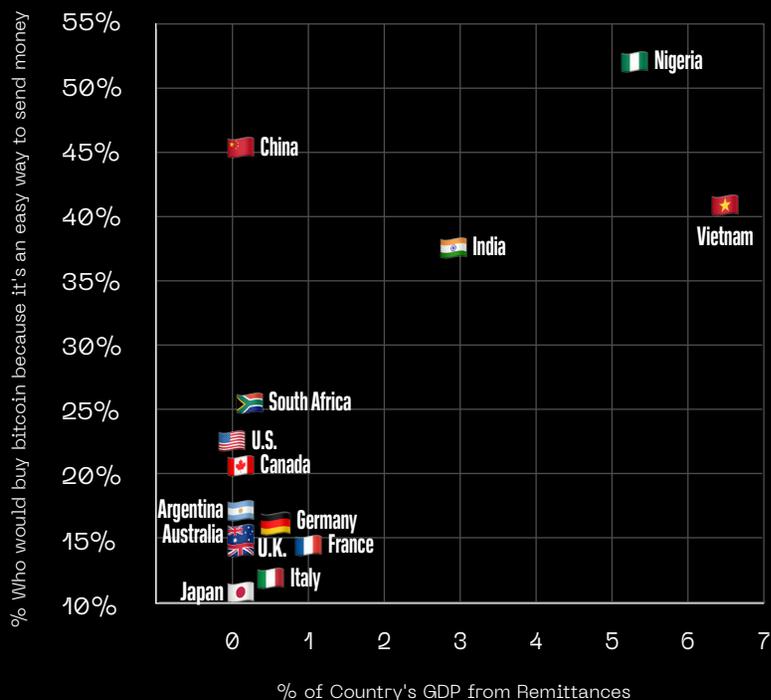
■ Lower income ■ Higher income



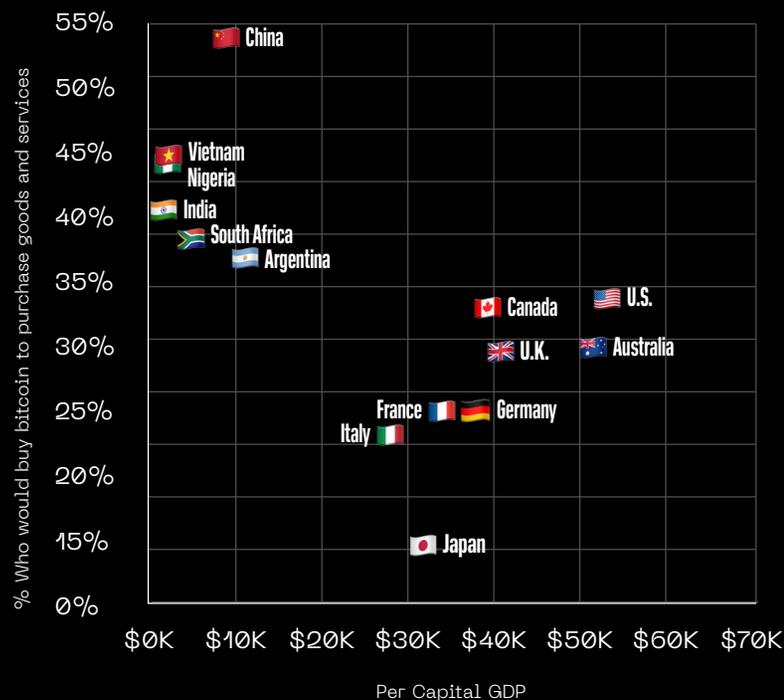
This trend not only holds between income groups but also on a country-by-country basis.

Countries with lower per-capita GDP and higher shares of income from remittances have greater rates of people citing purchasing goods and services and sending money as good reasons to buy bitcoin.

Remittances and the Appeal of Using Bitcoin to Send Money to Others



Lower Income Nations See the Value of Bitcoin as a Means of Transacting



Additionally, if we look at the share of people who say that "protection against inflation" is a good reason to buy bitcoin, we see that it is strongly correlated with inflation rates by country, with Argentina leading the pack.

Internal Cash App* research about customers based in the U.S. shows that those who have ever sent money to someone outside the U.S. (via other services) are much more likely to see reasons to buy cryptocurrency in general than are those who have not sent money abroad.

Close Relationship Between Inflation Rates and Attitudes Towards Bitcoin as Protection from It



The gender divide in ownership skews male mostly in the Americas and disappears when controlling for levels of knowledge.

In the EMEA and APAC regions, women claim to have expert levels of knowledge at higher rates than men.

Interestingly, women also gravitate towards utility-based reasons more than men even after controlling for differences in income. This is not the case with reasons more associated with making money and investing.

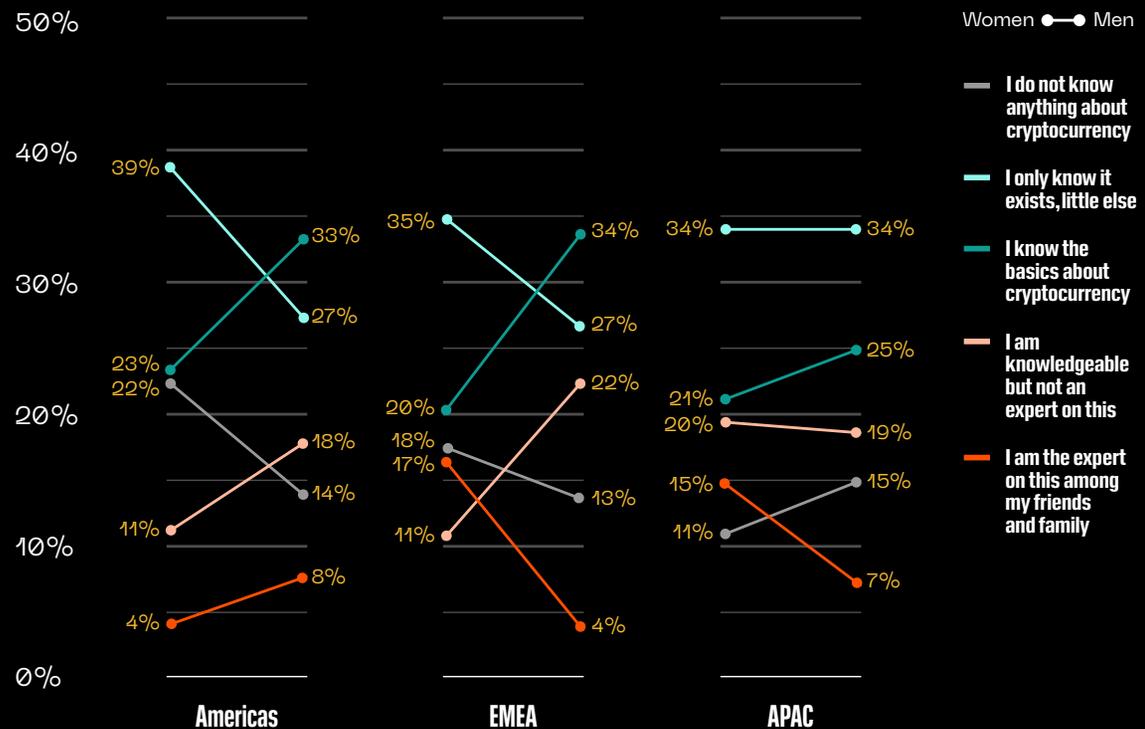
47% of women see the prospect of buying goods and services as a good reason to buy bitcoin, compared with just 34% of men. Similarly, 47% of women see the prospect of using bitcoin to send money to others as a good reason to buy bitcoin, compared with 27% of men.



There Is No Gender Divide Between People Who Both Own Bitcoin and See Themselves as Experts

Knowledge by Gender and Region

% By Level of Claimed Knowledge, Gender, and Region



When respondents were asked whether or not they agreed with the statement that the bitcoin community is a select group and not inclusive of people like them, their income, gender, and age didn't affect their response.

However, there is a lot of variation from country to country. People in South Africa, Argentina, and China do not feel excluded from the bitcoin community. Whereas people in India, the UK, and Australia do feel excluded.

Globally, we see mild evidence that there is a network effect with perceptions of inclusivity.

Just looking at those who do not own bitcoin, 44% of those who know someone who does own bitcoin say the community is not inclusive of people like them. This compares with 52% of those who don't know anyone who owns bitcoin.

But the network effect seems to make a much bigger difference to perceptions in some regions more than others. There are stark differences in the Americas, with only 33% of those who know someone who owns bitcoin saying the community is not inclusive of someone like them, compared with 54% of those who don't know someone who owns bitcoin.

There is a similarly big difference in the EMEA region.

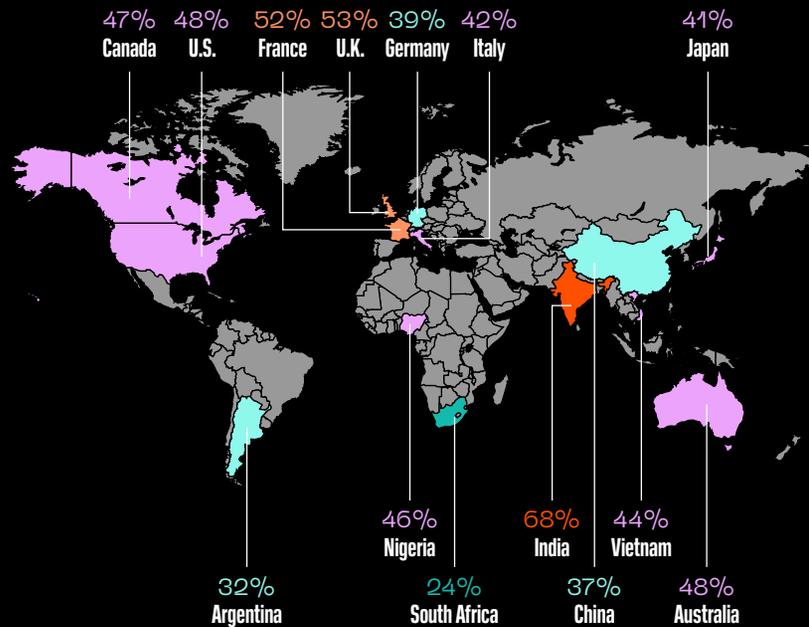


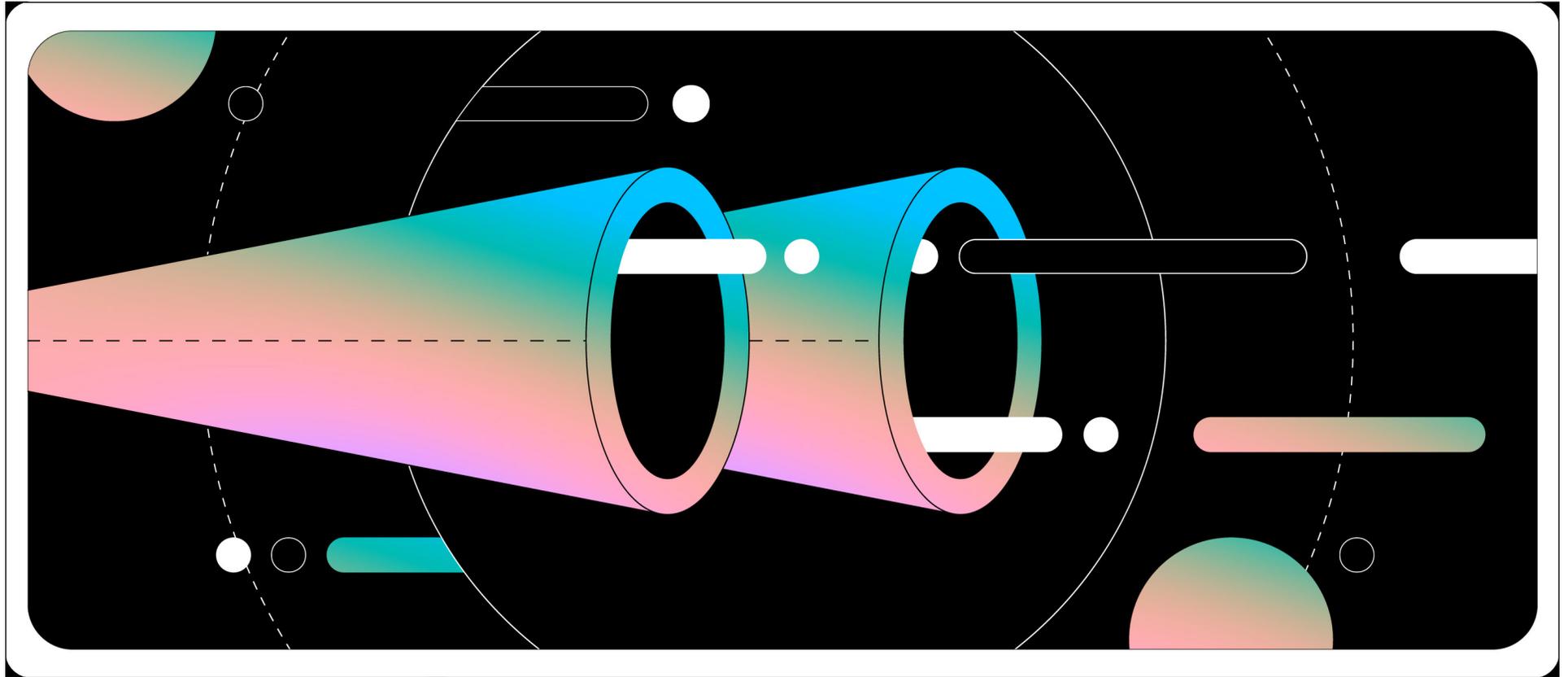
Perception of Bitcoin's Inclusivity Varies by Country

Perceived Exclusivity of the Bitcoin Community by Country

% Who agree the BTC community is not inclusive of people like them

0% 100%





2

**Knowledge Feeds Optimism
and Participation**



People who have knowledge about cryptocurrencies overwhelmingly have a positive outlook about bitcoin's future.

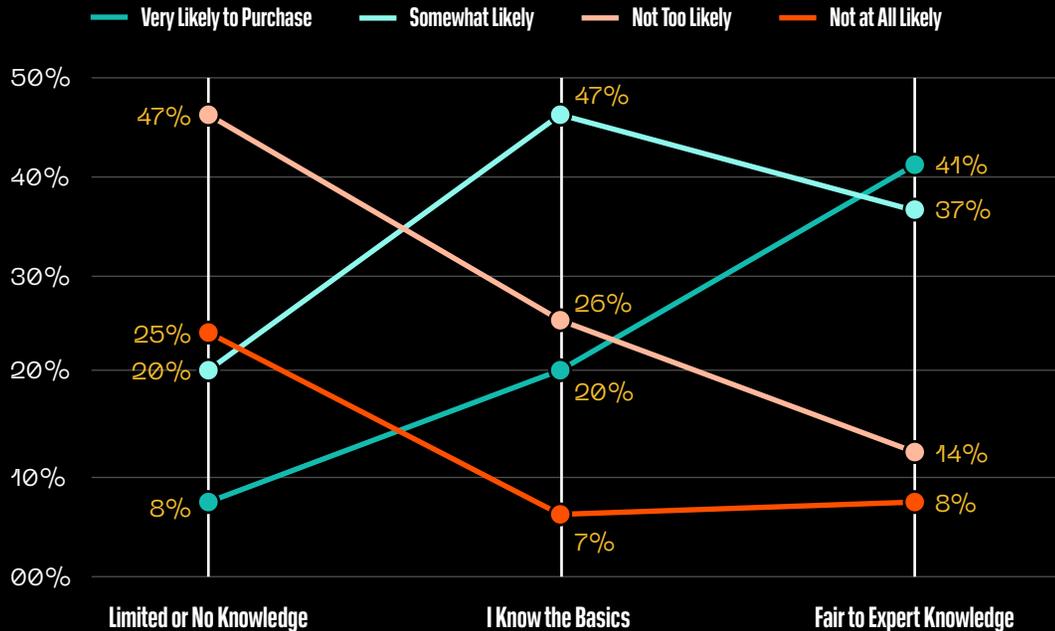
There is no real gender divide among those who are optimistic vs. not. However, there's a bit of an age divide, with millennials being the most optimistic and baby boomers being the least, but it's not drastic.

However, nearly a quarter of those who rate their knowledge of cryptocurrencies as "fair to expert" remain skeptical of bitcoin's future.

The More People Feel They Know About Crypto-Currency, the More Optimistic They Are About Bitcoin's Future

Knowledge and Optimism

% of Respondents by Likelihood of Purchasing Bitcoin in the Next Year and Level of Knowledge

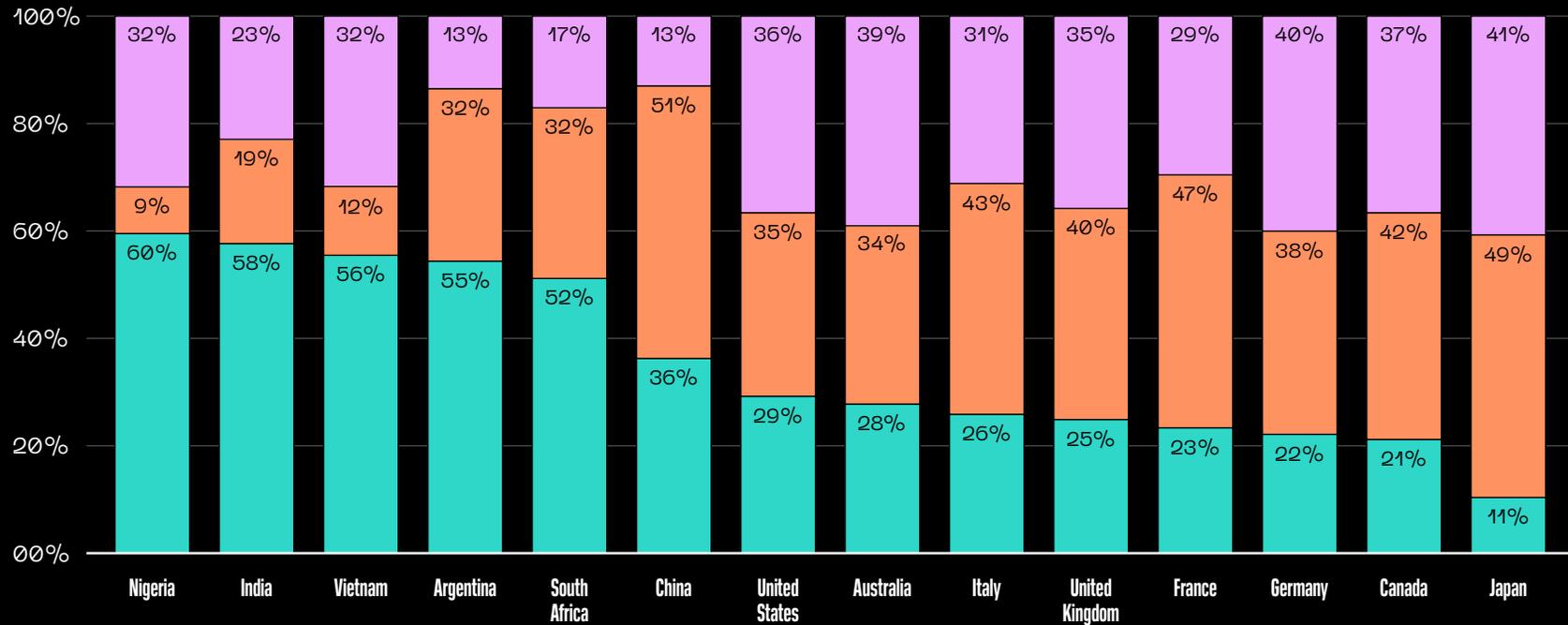


Nigeria, India, Vietnam, and Argentina have the highest rates of optimism about bitcoin's future as well as the highest claimed levels of cryptocurrency knowledge more broadly.

Bitcoin's Outlook by Country

% Outlook by Country

Optimistic Neither Skeptical



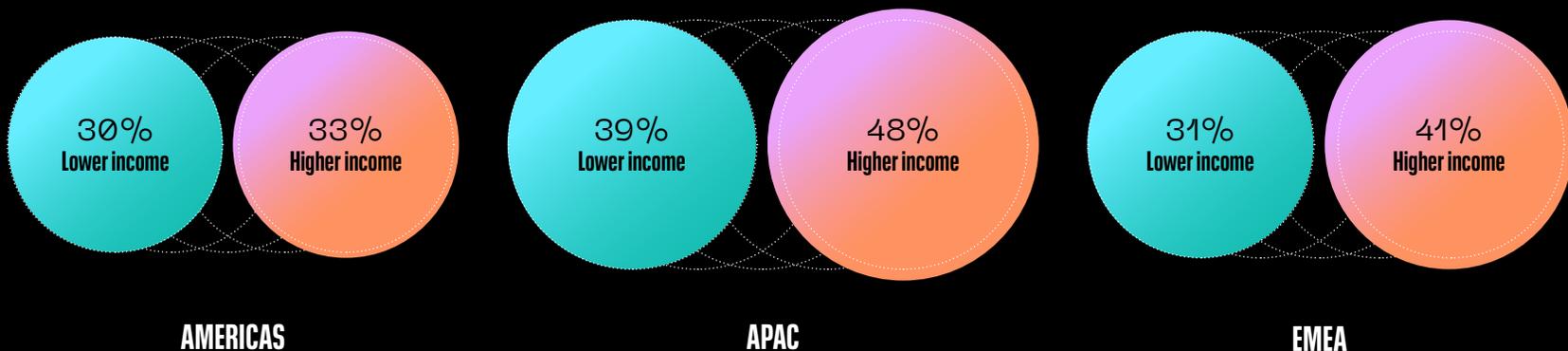
Additionally, higher-income people are more optimistic than lower-income people (46% vs. 37%), and this is true in every region.

Interestingly, though, the optimism gap between high- and low-income respondents is the smallest in the Americas, and that optimism gap disappears completely if you remove those who say they don't know anything about cryptocurrencies.

The power of word of mouth also plays a role here. When we look at non-bitcoin owners who personally know someone who owns bitcoin, 73% say they are somewhat or very likely to buy bitcoin in the next 12 months, compared with just 37% of those who do not know someone who already owns it.

The Optimism Gap

% Who are optimistic about the future of bitcoin



Again, we see not knowing enough about bitcoin as far and away the most common reason not to buy it, but cybersecurity, price volatility, and an uncertain regulatory outlook are also commonly cited reasons.

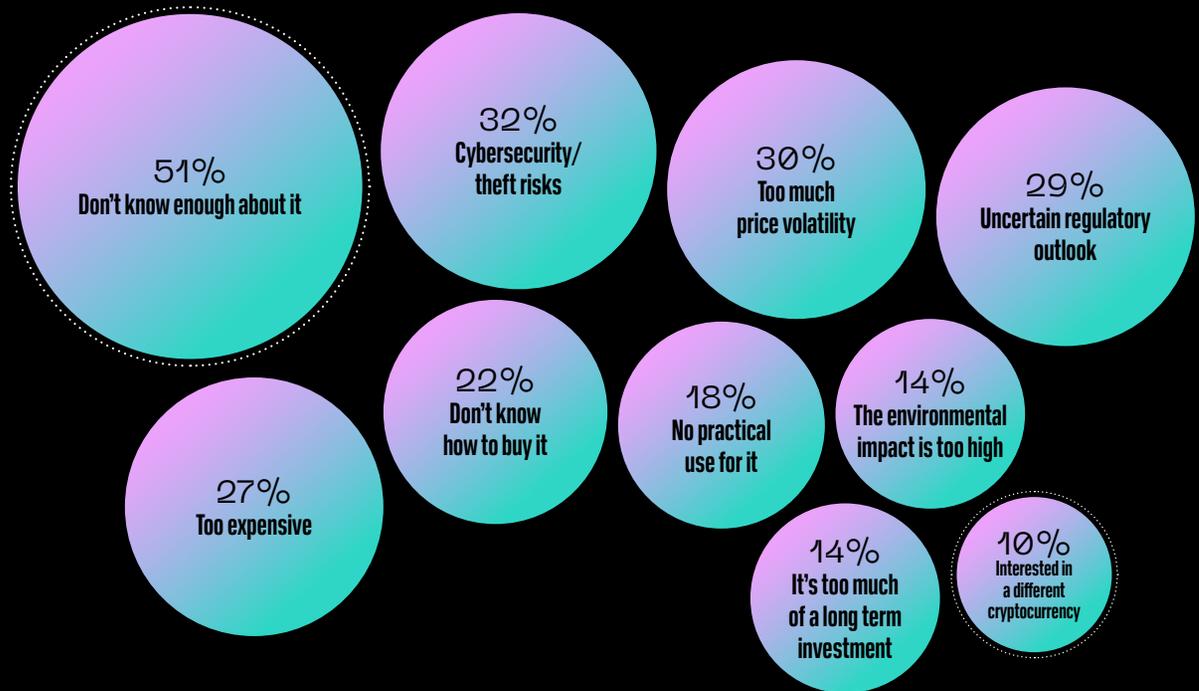
If you look only at those who both claim to have a fair to expert amount of cryptocurrency knowledge and are skeptical about the future of bitcoin, the concerns that rise to the top are "too much price volatility" and "an uncertain regulatory outlook."



Lack of Bitcoin Knowledge Is the Top Reason People Don't Buy It

Reasons Selected for Not Buying Bitcoin

% of Respondents by Reason



Someone's self-assessed understanding of cryptocurrencies is the strongest predictor of whether or not they're likely to buy bitcoin in the next year.

41% of those who say they have fair to expert levels of cryptocurrency knowledge say they are very likely to purchase bitcoin in the next 12 months, compared with just 7.9% of those with limited to no knowledge of the topic.

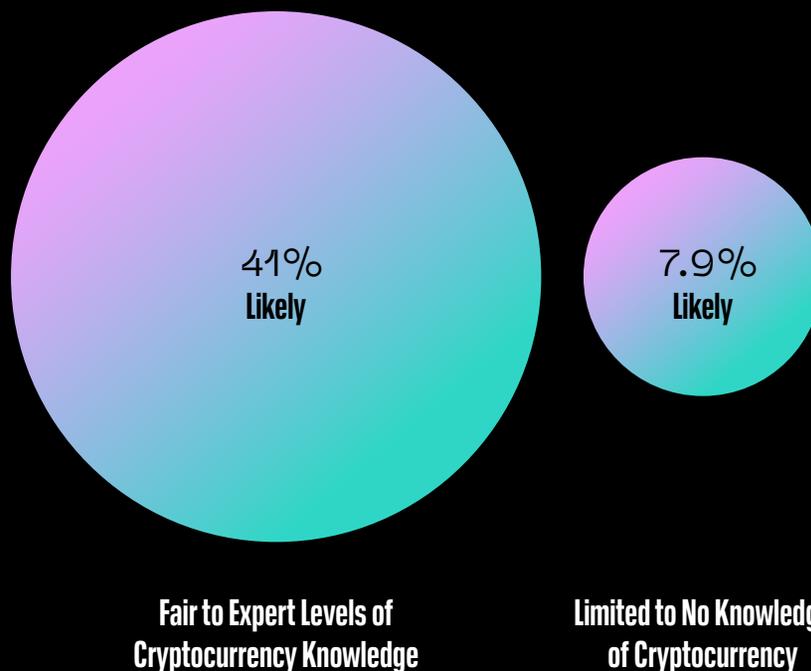
However, when asked to select the correct definition of cryptocurrencies, respondents who identify as having fair to expert levels of knowledge choose the correct answer at similar rates as those who say they don't know a lot about cryptocurrencies.

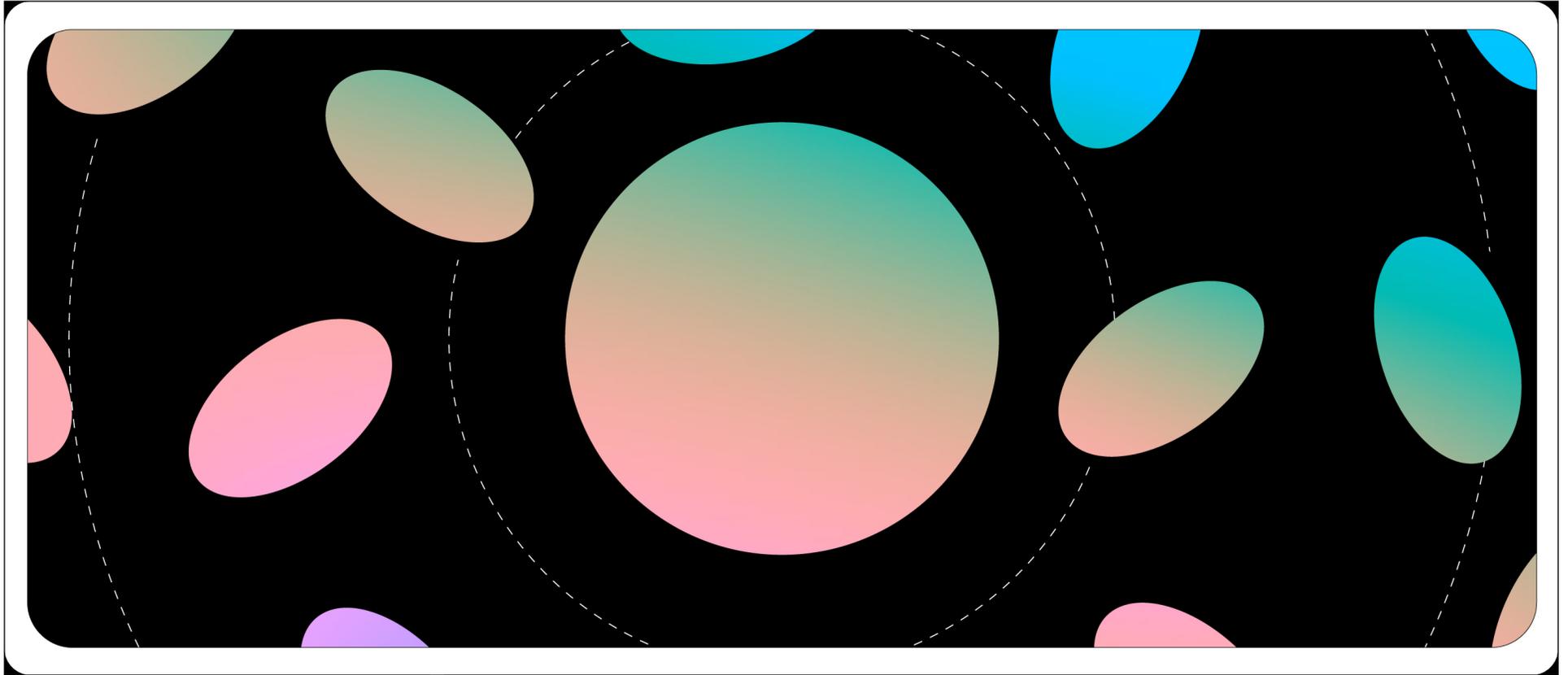


Level of Knowledge Impacts Bitcoin Purchasing

Knowledge Levels and Intent to Buy

% Who are likely to purchase bitcoin in the next 12 months





3

Bitcoin Stands Out Among Cryptocurrencies

Awareness of bitcoin is higher than that of any other cryptocurrency globally — by far — with 88% of adults surveyed having heard of bitcoin specifically.

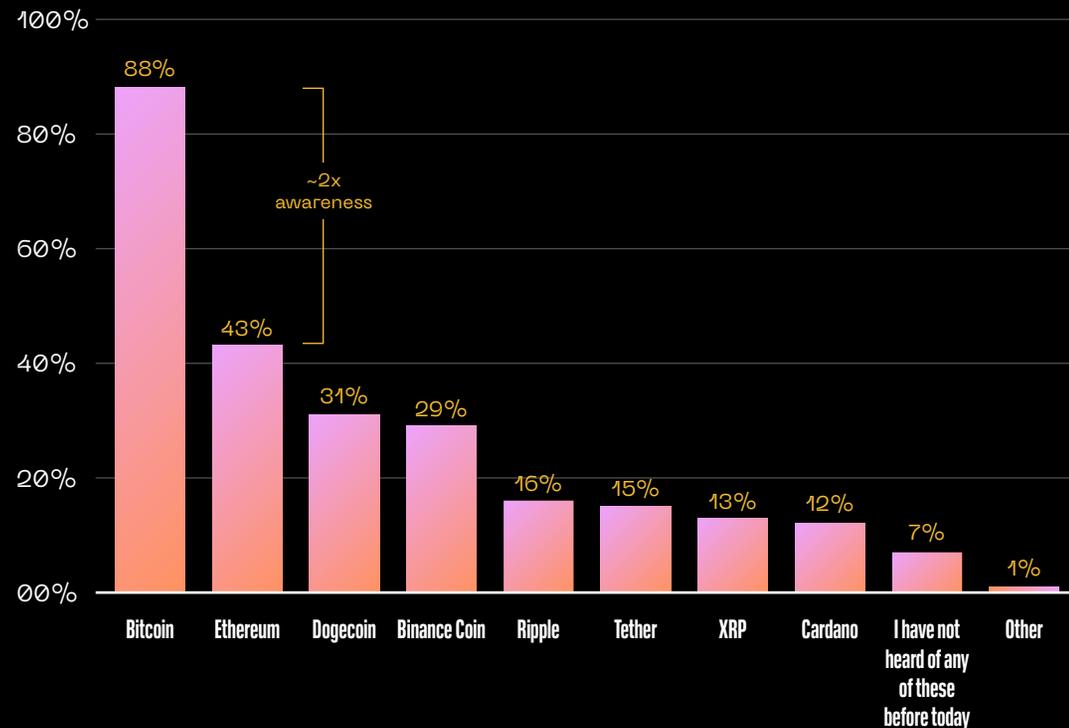
Globally, millennials and baby boomers, in particular, have the highest levels of bitcoin awareness at 92.5% and 89.2%, but all age cohorts have relatively high awareness.

The cryptocurrency with the next highest level of awareness is Ethereum, a distant second at 43%.



Awareness of Cryptocurrencies

% of Respondents Claiming to Have Heard of Various Cryptocurrencies



Bitcoin Is the Most Well-Known Cryptocurrency

Methodology

The Block Bitcoin Survey was conducted by Wakefield Research among more than 9,500 nationally representative adults aged 18+ in three regions: 2,375 in the Americas, 4,360 in EMEA, and 2,860 in APAC, including an oversample to ensure 100 bitcoin owners per region, between January 10 and January 28, 2022, using an email invitation and an online survey.

The data was weighted to ensure accurate and proportional representation of adults aged 18+ in each region, by country, and "globally" insofar as 14 countries can be considered global.

*Internal Cash App survey conducted in March of 2022.

Block, Inc. is presenting this information for informational purposes only and Block, Inc. is not intending to approve or adopt the information. Block, Inc. undertakes no obligation to update this memo, and the information contained herein may be updated, amended, or superseded by subsequent documents or disclosures, or may become outdated and inaccurate over time. The information contained herein should not be construed as investment advice.

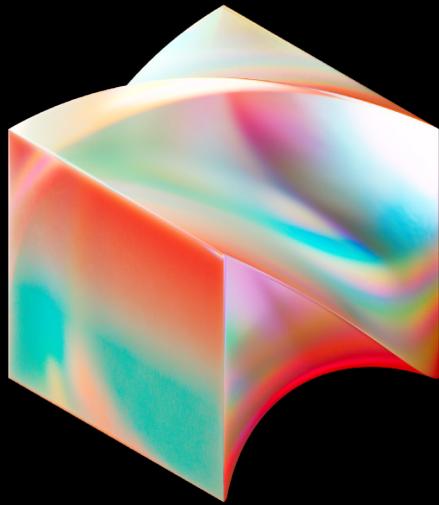
Citations

The World Bank. (2022). Personal remittances, received (% of GDP) | Data. Retrieved April 7, 2022, from <https://data.worldbank.org/indicator/BX.TRF.PWKR.DT.GD.ZS>

The World Bank. (2022). GDP per capita (current US\$) | Data. Retrieved April 7, 2022, from <https://data.worldbank.org/indicator/NY.GDP.PCAP.CD>

International Monetary Fund. (2021). Inflation rate, average consumer prices. Retrieved April 7, 2022, from <https://www.imf.org/external/datamapper/PCPIPCH@WEO/GHA?year=2021>
**Argentina data from 2020

World Population Review. (2022). Median Income by Country 2022. Retrieved April 7, 2022, from <https://worldpopulationreview.com/country-rankings/median-income-by-country>



BLOCK