Public Polling Methodology Statement: Swyftx – Cryptocurrency Consumers
Publication date: 11th September 2024

Short Methodology Statement

Research company	YouGov Galaxy Pty Ltd
Client commissioning the research	Swyftx Pty Ltd
End client	Swyftx Pty Ltd
Fieldwork dates	16th-23rd July 2024
Mode of data collection	Online recruited from research panel (100%)
Target population	Australian adults 18+
Sample size	2229 Australian adults, of which 506 are current holders of cryptocurrency
Australian Polling Council compliant	Yes
URL of Long Methodology statement	https://au.yougov.com/results/apc
Is voting intention published?	No

Long Methodology Statement

Effective sample size after weighting applied	2179
Margin of error associated with effective sample size	2.1
Variables used in weighting	Age x gender x location
Weighting method used	Rim weighting
Full question text, responses categories and randomisation	See below
Proportion of landline/mobile completed interviews	N/A
Source of online sample	Selected from previously recruited online panels of research participants to fill quotas loosely based on weighting frame
Positioning of voting intention questions in questionnaire?	N/A
How were undecided voter handled?	N/A
2PP calculation method	N/A

*Question type: **Pdl***
[Varlabel - Parent/guardian of children younger or older than 18]

[parent_yn] Are you a parent or guardian? Please select all that apply

<1>	Yes, of at least one child younger than 18
<2>	Yes, of at least one child 18 years old or older
<3 xor>	No, I am neither a parent or guardian
<98 xor>	Don't know/Prefer not to say

Base: All Australian adults
*Question type: **Single***
[Varlabel - Crypto ownership]

[CSC_Q2] Cryptocurrency is generally defined as a digital or virtual currency which is nearly impossible to counterfeit or double-spend. Many cryptocurrencies are decentralized networks based on blockchain technology - a distributed ledger enforced by a disparate network of computers. Examples of cryptocurrency include Bitcoin, Ethereum, Dogecoin etc.

By 'own cryptocurrency', we are referring to any cryptocurrency that you either hold or stake.

Which ONE of the following best applies to you?

<1>	I currently own cryptocurrency
<2>	I do not currently own cryptocurrency, but I have in the past
<3>	I have never owned any form of cryptocurrency

Base: All Australian adults who currently or have ever owned crypto
*Question type: **Single***
*#Question display logic: **If [CSC_Q2] - I currently own cryptocurrency or I do not currently own cryptocurrency, but I have in the past, is selected [if CSC_Q2 in [1,2]]***
[Varlabel - Understanding of the crypto market]

[CSC_Q9] Which statement best describes your understanding of the cryptocurrency market? (i.e. buying and selling, understanding trends and forecasts, mining, using cryptocurrency to purchase items etc.)

Please select the option that best applies

<1>	I have a <u>strong</u> understanding
<2>	I have <u>some</u> understanding
<3>	I have a <u>little</u> understanding
<4>	I have <u>no</u> understanding at all

Base: All Australian adults who have never owned crypto
*Question type: **Multiple***
#row order: randomize
*#Question display logic: **If [CSC_Q2] - I have never owned any form of cryptocurrency is selected [if CSC_Q2 == 3]***
[Varlabel - Reasons for not owning crypto]

[CSC_Q12] Which, if any, of the following are reasons why you have never owned any form of cryptocurrency?

Please select all that apply

<1 fixed xor>	I had never heard of it before today
<2>	I don't know how to purchase it
<3>	It is too volatile
<4>	I don't have any money to invest
<5>	I don't know enough about how it works or how to use it as an investment
<6>	I don't trust it as I don't think it's well regulated
<7>	I have no need for it
<8>	I invest my money in other ways
<9>	I'm worried about fraud
<955 fixed>	Other (open [CSC_Q12_open1]) [open] please specify
<944 fixed xor>	Not applicable - there is no reason in particular

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*Question type: **Text***
*#Question display logic: **If [CSC_Q2] - I do not currently own cryptocurrency, but I have in the past is selected [if CSC_Q2 == 2]***

You said you previously owned cryptocurrency, but do not currently. Thinking back to when you first entered the cryptocurrency market...

Base: All Australian adults who currently or have ever owned crypto
*Question type: **Multiple***
#row order: randomize
*#Question display logic: **If [CSC_Q2] - I currently own cryptocurrency or I do not currently own cryptocurrency, but I have in the past, is selected [if CSC_Q2 in [1,2]]***
[Varlabel - Reasons why invest in crypto]

[CS_Q15a] Which, if any, of the following are reasons why you decided to invest in cryptocurrency?

Please select all that apply

<1>	I saw it as a good form of investment	<7>	I saw it as a modern, reliable, long-term store of value
<2>	A family member/ friend /colleague recommended it	<8>	I was looking for a new area of investment
<3>	A financial planner recommended it	<9>	I wanted to give it a try/ learn more about it
<4>	I saw advertising/ news about cryptocurrency which peaked my interest	<10>	I wanted access to digital currencies that aren't controlled by government
<5>	I am concerned that cash is losing value	<955 fixed>	Other (open [CS_Q15a_open1]) [open] please specify
<6>	I wanted to make a quick profit	<977 fixed xor>	Don't know

[CSC_Q3a] For the following question, we are investigating the profit Australians have made from their cryptocurrency on average. Please remember that your answers are always treated confidentially and are never analysed individually. However, if you would prefer not to answer, please select the 'Prefer not to say' option.

Taking into account your financial gains and losses in the market, approximately how much <u>profit</u> (AUD$) have you made from your cryptocurrency investments <u>over the last 12 months</u>?

Please select one option only

<1>	$0 - I haven't made any profit from my cryptocurrency in the last 12 months	<8>	$30,001 to $40,000
<2>	$1 to $500	<9>	$40,001 to $50,000
<3>	$501 to $1,000	<10>	More than $50,000
<4>	$1,001 to $5,000	<977 fixed xor>	Don't know
<5>	$5,001 to $10,000	<944 fixed xor>	Not applicable - I have only made losses in the last 12 months
<6>	$10,001 to $20,000	<998 fixed>	Prefer not to say
<7>	$20,001 to $30,000		

[CSC_Q4a_new] Thinking about starting or building your investment portfolio...

What is your current intention to invest in cryptocurrency over the next 6 months?

Please select all that apply

<1>	I intend to buy/ buy more digital assets
<2 if CSC_Q2 == 1>	I intend to buy less digital assets
<3 if CSC_Q2 == 1>	I intend to sell more of my digital assets
<4 if CSC_Q2 == 1>	I intend to sell less of my digital assets
<944 fixed xor>	I have no intention of buying digital assets in the next 6 months
<977 fixed xor>	Don't know

[CSC_Q6] Do you currently hold or own any cryptocurrency in/ as part of your superannuation fund?

Please select one option only

<1>	Yes, I do
<2>	No, I don't
<977 fixed xor>	Don't know
<944 fixed xor>	Not applicable - I do not have a superannuation fund

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For the following question, although you said you currently hold or own any cryptocurrency in/ as part of your superannuation fund, we are still interested in your opinion.

[CSC_Q7] To what extent do you agree or disagree with the following statement?

"I would like my superannuation fund portfolio to offer/ include cryptocurrency"

Please select one option only

<1>	Strongly agree
<2>	Tend to agree
<3>	Tend to disagree
<4>	Strongly disagree
<977 fixed xor>	Don't know

Base: All Australian adults who currently own crypto
*Question type: **Single***
*#Question display logic: **If [CSC_Q2] - I currently own cryptocurrency is selected [if CSC_Q2 == 1]***
[Varlabel - Number of cryptocurrencies owned]

[CSC_Q8] As a reminder, by 'own', we are referring to any cryptocurrency that you either hold or stake or earn interest on.

How many cryptocurrencies (i.e. coins) do you currently own?

Please select one option only

<1>	Up to 1
<2>	More than 1, up to 5
<3>	More than 5, up to 10
<4>	More than 10, up to 30
<5>	More than 30, up to 100
<6>	More than 100
<977 fixed xor>	Don't know

Base: All Australian adults who have children under 18
*Question type: **Single***
#Question display logic:
if 1 in parent_yn
[Varlabel - Holding crypto for children]

[CSC_Q13] Have you bought any cryptocurrency to hold in trust for your children (i.e. aged under 18)?

Please select one option only

<1 if CSC_Q2 in [1,2]>	I have done this
<2>	I have not done this, but intend to in the future
<3>	I have not done this and do not intend to in the future
<944 fixed xor if 0>	Not applicable - I do not have any children under 18

[CSC_Q14] Which, if any, of the following places/ stores in <u>Australia</u> have you ever purchased products or services using cryptocurrency?

Please select all that apply

<1>	Microsoft store
<2>	Amazon (i.e. through Purse i.o)
<3>	A high street store (i.e. retail, shopping centre etc.)
<4>	Restaurants/ cafes/ hotels
<5>	Petrol station
<955 fixed>	Other (open [CSC_Q14_open1]) [open] please specify
<944 fixed xor>	Not applicable - I have not spent any of my cryptocurrency in Australia, I have only spent my cryptocurrency overseas
<945 fixed xor>	Not applicable - I have not spent any of my cryptocurrency at all

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[CSC_Q18] For the following question, if you have already received a refund/ rebate on your tax return for 2023/ 2024, we are still interested in your opinion.

If you were to receive a refund/ rebate on your tax return for 2023/ 2024...

How likely are you/ would you be to invest any amount of your 2023/ 2024 refund in cryptocurrency?

Please select one option only

<1>	Very likely
<2>	Fairly likely
<3>	Fairly unlikely
<4>	Very unlikely
<977 fixed xor>	Don't know

[CSC_Q19] By 'regulation' we mean a rule or directive made and maintained by an authority, such as a government body.

To what extent will increased regulation of cryptocurrencies make you more or less likely to buy/ invest in crypto?

Please select one option only

<1>	Much more likely
<2>	Somewhat more likely
<3>	No difference
<4>	Somewhat less likely
<5>	Much less likely
<977 fixed xor>	Don't know

Finally, we would like to ask you a few questions about your attitudes to investments and cryptocurrency, and others.

Please click forward to continue...

[CSC_Q21] How likely, if at all, are you to invest in each of the following within the next 12 months?

Please select the option that best applies in each row

-[CSC_Q21_1]   Equities An equity investment (equities) is money that is invested in a company by purchasing shares of that company in the stock market. These shares are typically traded on a stock exchange.

-[CSC_Q21_2]   CryptocurrencyCryptocurrency is generally defined as a digital or virtual currency which is nearly impossible to counterfeit or double-spend. Many cryptocurrencies are decentralized networks based on blockchain technology - a distributed ledger enforced by a disparate network of computers. Examples of cryptocurrency include Bitcoin, Ethereum, Dogecoin etc.

<1>   Very likely
<2>   Somewhat likely
<3>   Not very likely
<4>   Not at all likely
<977 fixed xor>   Don't know

[CSC_Q16_new] Do you agree or disagree with the following statement?

"Cryptocurrencies will play a central role in our economy in the future"

Please select one option only

<1>   Strongly agree
<2>   Tend to agree
<3>   Tend to disagree
<4>   Strongly disagree
<977 fixed xor>   Don't know

[invest_objective] Which, if any, of the following best describes your investment objective?

<1>	Take no risk to get deposit returns
<2>	Take low risk to achieve returns above saving and time deposit rates
<3>	Take low to moderate risk to achieve low to moderate capital growth
<4>	Take moderate to high risk to achieve moderate to high capital growth
<5>	Take high risk to achieve high capital growth
<6>	Take extreme risk to achieve exceptional capital growth
<97 fixed>	Other
<98 fixed xor>	Don't know
<99 fixed xor>	Not applicable - I do not have any investment experiences

[finance_knowledge_APAC] Thinking about your financial knowledge, you would say your knowledge is….

<1>	Very high: I am fully aware of the investment products and their risks and I understand concepts such as convertibility of shares, prelation order, market volatility
<2>	High: I understand the concept of risk, investment liquidity, loss of value, setoff, rates of interest
<3>	Normal: I understand basic concepts such as shares, investment fund, rate of interest, coupons
<4>	Low: I understand basic day-to-day concepts such as deposits, checking accounts or transfers
<5>	Very low: I don't know the right terminology nor how the stock market works
<98>	Don't know
<99>	Prefer not to answer

[A12] When it comes to politics in Australia...

Generally speaking, which of the parties would you say you're closest to?

Please select the option that best applies

<1>	Labor
<2 if geo_state_au !=3 or pdl.geo_state_au !=3>	Liberal
<3 if geo_state_au !=3 or pdl.geo_state_au !=3>	National
<4 if geo_state_au ==3 or pdl.geo_state_au ==3>	LNP
<5>	Greens
<955 fixed>	Some other party (open [A12_open1]) [open] please specify
<977 fixed xor>	Don't know