

| Total | Gender | | Age | | | | |
|-------|--------|--------|-------|-------|-------|-------|-----|
| Base | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ |

For the following questions, by "virtual currency", we mean an electronically created and stored form of currency. Some virtual currencies like 'Bitcoin' can be used like money to buy physical goods and services. Please imagine you found an item either in-store or on a retailer's website that you would like to buy...Would you like to be able to pay using "virtual currency" (e.g. Bitcoin)? (Please read each option carefully and tick all that apply)

| | | | | | | | | |
|--|------------|------------|------------|------------|------------|------------|------------|-----------|
| Unweighted base | 2052 | 992 | 1060 | 229 | 286 | 356 | 448 | 733 |
| Base: All GB Adults | 2052 | 985 | 1067 | 246 | 308 | 378 | 402 | 718 |
| **Yes** - I think it's a valid currency and should be offered as a payment option | 8% | 11% | 5% | 14% | 10% | 15% | 4% | 3% |
| **Yes** - I would prefer not to have to carry cash and/ or use cards to make a payment | 5% | 6% | 4% | 8% | 5% | 9% | 5% | 2% |
| **Yes** - if it lets me make digital purchases in stores without revealing my identity (i.e. without leaving card information/ data) | 6% | 7% | 6% | 14% | 7% | 6% | 5% | 4% |
| **Yes** - if retailers offered discounts for digital currency users (e.g. Bitcoin users) | 5% | 7% | 4% | 7% | 5% | 12% | 4% | 2% |
| **No** - I don't trust virtual currency | 43% | 44% | 42% | 40% | 38% | 33% | 46% | 50% |
| **No** - the currency is so unstable that I might end up paying much more for items than I would otherwise | 24% | 26% | 23% | 22% | 21% | 18% | 25% | 29% |
| **No** - I don't fully understand how the currency works | 43% | 36% | 49% | 28% | 34% | 39% | 40% | 54% |
| Don't know | 8% | 7% | 9% | 11% | 13% | 7% | 10% | 5% |
| Net: Yes | 17% | 22% | 12% | 28% | 23% | 28% | 14% | 5% |

Cell Contents (Column Percentage,)

| Social Grade | | Region | | | | | | |
|--------------|------|--------|----------|------|--------|-------|-------|----------|
| ABC1 | C2DE | North | Midlands | East | London | South | Wales | Scotland |

For the following questions, by "virtual currency", we mean an electronically created and stored form of currency. Some virtual currencies like 'Bitcoin' can be used like money to buy physical goods and services. Please imagine you found an item either in-store or on a retailer's website that you would like to buy...Would you like to be able to pay using "virtual currency" (e.g. Bitcoin)? (Please read each option carefully and tick all that apply)

| | | | | | | | | | |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Unweighted base | 1178 | 874 | 494 | 301 | 183 | 291 | 479 | 127 | 177 |
| Base: All GB Adults | 1129 | 923 | 505 | 337 | 197 | 263 | 470 | 103 | 179 |
| **Yes** - I think it's a valid currency and should be offered as a payment option | 7% | 9% | 6% | 8% | 2% | 7% | 12% | 14% | 5% |
| **Yes** - I would prefer not to have to carry cash and/ or use cards to make a payment | 5% | 5% | 5% | 5% | 2% | 8% | 3% | 10% | 6% |
| **Yes** - if it lets me make digital purchases in stores without revealing my identity (i.e. without leaving card information/ data) | 7% | 6% | 5% | 5% | 10% | 9% | 6% | 10% | 5% |
| **Yes** - if retailers offered discounts for digital currency users (e.g. Bitcoin users) | 5% | 5% | 5% | 7% | 8% | 7% | 5% | 1% | 4% |
| **No** - I don't trust virtual currency | 47% | 38% | 38% | 47% | 44% | 38% | 49% | 37% | 45% |
| **No** - the currency is so unstable that I might end up paying much more for items than I would otherwise | 27% | 20% | 26% | 22% | 31% | 21% | 26% | 15% | 21% |
| **No** - I don't fully understand how the currency works | 43% | 42% | 47% | 37% | 50% | 38% | 41% | 38% | 45% |
| Don't know | 6% | 11% | 10% | 8% | 6% | 10% | 6% | 12% | 6% |
| Net: Yes | 17% | 17% | 13% | 19% | 13% | 23% | 18% | 20% | 15% |

| Government Region | | | | | | | | | | |
|-------------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|
| North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland |

For the following questions, by "virtual currency", we mean an electronically created and stored form of currency. Some virtual currencies like 'Bitcoin' can be used like money to buy physical goods and services. Please imagine you found an item either in-store or on a retailer's website that you would like to buy...Would you like to be able to pay using "virtual currency" (e.g. Bitcoin)? (Please read each option carefully and tick all that apply)

| | Unweighted base | 99 | 222 | 173 | 145 | 156 | 183 | 291 | 288 | 191 | 127 | 177 |
|--|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Base: All GB Adults | | 99 | 228 | 178 | 141 | 196 | 197 | 263 | 290 | 180 | 103 | 179 |
| **Yes** - I think it's a valid currency and should be offered as a payment option | | 6% | 6% | 5% | 7% | 10% | 2% | 7% | 15% | 7% | 14% | 5% |
| **Yes** - I would prefer not to have to carry cash and/ or use cards to make a payment | | 4% | 4% | 6% | 4% | 7% | 2% | 8% | 3% | 3% | 10% | 6% |
| **Yes** - if it lets me make digital purchases in stores without revealing my identity (i.e. without leaving card information/ data) | | 8% | 3% | 5% | 6% | 4% | 10% | 9% | 6% | 4% | 10% | 5% |
| **Yes** - if retailers offered discounts for digital currency users (e.g. Bitcoin users) | | 3% | 7% | 2% | 6% | 8% | 8% | 7% | 6% | 3% | 1% | 4% |
| **No** - I don't trust virtual currency | | 43% | 45% | 26% | 47% | 47% | 44% | 38% | 48% | 51% | 37% | 45% |
| **No** - the currency is so unstable that I might end up paying much more for items than I would otherwise | | 30% | 29% | 19% | 25% | 20% | 31% | 21% | 24% | 30% | 15% | 21% |
| **No** - I don't fully understand how the currency works | | 51% | 44% | 48% | 40% | 35% | 50% | 38% | 41% | 41% | 38% | 45% |
| Don't know | | 6% | 8% | 15% | 6% | 10% | 6% | 10% | 4% | 8% | 12% | 6% |
| Net: Yes | | 11% | 11% | 15% | 16% | 20% | 13% | 23% | 22% | 11% | 20% | 15% |

| Working status | | | | | | | Marital Status | | | | |
|-------------------|-------------------|-------------------|-------------------|---------|------------|--------------------|----------------------------|-------------------|---------------------|---------|---------------|
| Working full time | Working part time | ALL WORKERS (NET) | Full time student | Retired | Unemployed | Not working/ Other | Married/ Civil Partnership | Living as married | Separated/ Divorced | Widowed | Never Married |

For the following questions, by "virtual currency", we mean an electronically created and stored form of currency. Some virtual currencies like 'Bitcoin' can be used like money to buy physical goods and services. Please imagine you found an item either in-store or on a retailer's website that you would like to buy...Would you like to be able to pay using "virtual currency" (e.g. Bitcoin)? (Please read each option carefully and tick all that apply)

| | Unweighted base | 1013 | 194 | 1207 | 100 | 468 | 112 | 165 | 873 | 194 | 155 | 66 | 425 |
|--|---------------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|-----------|------------|
| | Base: All GB Adults | 1021 | 192 | 1213 | 102 | 461 | 114 | 162 | 858 | 183 | 137 | 60 | 405 |
| **Yes** - I think it's a valid currency and should be offered as a payment option | | 11% | 10% | 11% | 14% | 2% | 3% | 3% | 5% | 7% | 7% | - | 8% |
| **Yes** - I would prefer not to have to carry cash and/ or use cards to make a payment | | 6% | 6% | 6% | 6% | 1% | 6% | 6% | 4% | 11% | 7% | - | 4% |
| **Yes** - if it lets me make digital purchases in stores without revealing my identity (i.e. without leaving card information/ data) | | 7% | 11% | 7% | 10% | 3% | 6% | 4% | 5% | 11% | 8% | 3% | 6% |
| **Yes** - if retailers offered discounts for digital currency users (e.g. Bitcoin users) | | 8% | 5% | 7% | 7% | 2% | 6% | 1% | 4% | 10% | 3% | 3% | 6% |
| **No** - I don't trust virtual currency | | 42% | 39% | 42% | 30% | 49% | 51% | 38% | 45% | 39% | 41% | 47% | 44% |
| **No** - the currency is so unstable that I might end up paying much more for items than I would otherwise | | 24% | 18% | 23% | 22% | 31% | 20% | 18% | 27% | 16% | 25% | 28% | 26% |
| **No** - I don't fully understand how the currency works | | 38% | 39% | 38% | 37% | 56% | 41% | 42% | 45% | 32% | 52% | 58% | 40% |
| Don't know | | 7% | 13% | 8% | 14% | 4% | 10% | 16% | 9% | 6% | 7% | 10% | 9% |
| Net: Yes | | 22% | 20% | 22% | 24% | 5% | 14% | 11% | 12% | 28% | 14% | 3% | 16% |

| Children in Household | | | | | | Social Media (monthly or more) | | | |
|-----------------------|---|---|----|--------------------------------------|---------|--------------------------------|----------|---------|---------|
| 0 | 1 | 2 | 3+ | ALL WITH CHILDREN IN HOUSEHOLD (NET) | Refused | Facebook | LinkedIn | Google+ | Twitter |

For the following questions, by "virtual currency", we mean an electronically created and stored form of currency. Some virtual currencies like 'Bitcoin' can be used like money to buy physical goods and services. Please imagine you found an item either in-store or on a retailer's website that you would like to buy...Would you like to be able to pay using "virtual currency" (e.g. Bitcoin)? (Please read each option carefully and tick all that apply)

| | | | | | | | | | | |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Unweighted base | 1409 | 247 | 181 | 57 | 485 | 158 | 1348 | 287 | 136 | 484 |
| Base: All GB Adults | 1365 | 269 | 185 | 66 | 521 | 166 | 1377 | 238 | 144 | 490 |
| **Yes** - I think it's a valid currency and should be offered as a payment option | 6% | 13% | 9% | 2% | 10% | 14% | 9% | 10% | 16% | 14% |
| **Yes** - I would prefer not to have to carry cash and/ or use cards to make a payment | 4% | 9% | 10% | 10% | 9% | 4% | 6% | 10% | 13% | 7% |
| **Yes** - if it lets me make digital purchases in stores without revealing my identity (i.e. without leaving card information/ data) | 5% | 8% | 13% | 12% | 10% | 6% | 7% | 13% | 10% | 7% |
| **Yes** - if retailers offered discounts for digital currency users (e.g. Bitcoin users) | 5% | 7% | 10% | 3% | 8% | 4% | 6% | 12% | 14% | 9% |
| **No** - I don't trust virtual currency | 45% | 41% | 35% | 22% | 36% | 45% | 41% | 42% | 32% | 38% |
| **No** - the currency is so unstable that I might end up paying much more for items than I would otherwise | 27% | 17% | 17% | 10% | 16% | 24% | 24% | 27% | 18% | 23% |
| **No** - I don't fully understand how the currency works | 45% | 39% | 31% | 41% | 36% | 41% | 42% | 32% | 21% | 35% |
| Don't know | 8% | 8% | 7% | 19% | 9% | 9% | 8% | 6% | 11% | 7% |
| Net: Yes | 12% | 25% | 31% | 25% | 27% | 21% | 18% | 30% | 39% | 26% |