

**Internal: Bitcoin**

1st - 2nd November 2018  
2,182 Adults (Online Sample)

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

For the following question, by "Bitcoin", we mean a specific type of digital currency (i.e. cryptocurrency), which operates independently of a central bank (e.g. Bank of England etc). This means that the value of the currency and how much of the currency exists is controlled exclusively by the people using it. Before taking this survey, had you heard of Bitcoin?

Unweighted base	2182	990	1192	159	294	420	383	926
<b>Base: All GB adults</b>	2182	1060	1122	245	301	418	360	858
Yes, I had	93%	96%	91%	95%	89%	92%	93%	95%
No, I hadn't	7%	4%	9%	5%	11%	8%	7%	5%

Previously you said you had heard of Bitcoin...Before taking this survey, how well, if at all, do you feel you understood how Bitcoin works?

Unweighted base	2032	952	1080	147	263	385	357	880
<b>Base: All GB Adults who had heard of Bitcoin</b>	2036	1019	1017	232	268	383	336	816
Very well	4%	7%	2%	3%	9%	6%	4%	2%
Fairly well	23%	33%	12%	43%	25%	23%	22%	16%
Not very well	41%	37%	45%	39%	42%	41%	43%	41%
Not at all well	32%	23%	42%	15%	25%	30%	31%	41%

Have you EVER personally bought Bitcoin?

Unweighted base	2032	952	1080	147	263	385	357	880
<b>Base: All GB Adults who had heard of Bitcoin</b>	2036	1019	1017	232	268	383	336	816
Yes, I have	4%	6%	1%	9%	6%	5%	4%	1%
No, I haven't	95%	93%	98%	91%	91%	94%	96%	99%
Don't know/ can't recall	1%	1%	1%	0%	3%	1%	1%	0%

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1st - 2nd November 2018  
2,182 Adults (Online Sample)

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

Do you personally know anyone (e.g. a family member, friend, work colleague etc.) who has EVER bought Bitcoin?

	Unweighted base	2032	952	1080	147	263	385	357	880
<b>Base: All GB Adults who had heard of Bitcoin</b>		2036	1019	1017	232	268	383	336	816
Yes, I do		17%	20%	14%	36%	27%	22%	13%	7%
No, I don't		83%	80%	86%	64%	73%	78%	87%	93%

As a reminder, by "cryptocurrencies", we mean digital currencies which operate independently of a central bank (e.g. Bank of England). This means that the value of the currency and how much of the currency exist is controlled exclusively by the people using it. Which ONE, if any, of the following statements do you MOST agree with?

	Unweighted base	2032	952	1080	147	263	385	357	880
<b>Base: All GB Adults who had heard of Bitcoin</b>		2036	1019	1017	232	268	383	336	816
Cryptocurrencies are currently as commonly used as card or cash as a payment method		2%	2%	2%	4%	4%	2%	2%	1%
Cryptocurrencies are currently not as commonly used as card or cash as a payment method, but will be in the future		21%	22%	19%	30%	23%	25%	20%	15%
Cryptocurrencies are currently not as commonly used as card or cash as a payment method, and will not be in the future		43%	50%	36%	46%	42%	45%	40%	43%
Don't know		34%	25%	43%	19%	31%	29%	38%	40%

Overall, how positive or negative do you feel about the idea of a type of currency that is controlled by the people using it, rather than by a central bank (e.g. Bank of England etc.)?

	Unweighted base	2032	952	1080	147	263	385	357	880
<b>Base: All GB adults</b>		2036	1019	1017	232	268	383	336	816
Very positive		3%	5%	1%	5%	6%	5%	2%	1%
Fairly positive		9%	10%	9%	10%	15%	11%	10%	6%
Neutral		25%	26%	25%	27%	26%	29%	30%	21%
Fairly negative		24%	24%	25%	22%	19%	23%	21%	28%
Very negative		20%	22%	18%	12%	11%	13%	18%	29%
Don't know		18%	13%	23%	24%	22%	19%	18%	14%