

Public Polling Methodology Statement: Swyftx – Cryptocurrency Consumers

Publication date: 06 September 2021

Short Methodology Statement	
Research company	YouGov Galaxy Pty Ltd
Client commissioning the research	Swyftx Pty Ltd
End client	Swyftx Pty Ltd
Fieldwork dates	19-24 July 2021
Mode of data collection	Online recruited from research panel (100%)
Target population	Australian adults 18+
Sample size	2768 Australian adults, of which 513 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	2674
Margin of error associated with effective sample size	1.9
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

Base: All Australian adults

Question type: **Single**

[Varlabel - Crypto ownership]

[CSC_Q1] 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 Australians who currently own crypto

Question type: **Single**

[Varlabel - Money made from crypto in last 12 months]

[CSC_Q6] 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 profit (AUD\$) have you made from your cryptocurrency investments over the last 12 months?

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, exclusive> Don't know |
| <5> \$5,001 to \$10,000 | <944 fixed, exclusive> 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 | |

Base: All Australian adults

Question type: **Single**

[Varlabel - Holding crypto for children]

[CSC_Q11] Have you bought any cryptocurrency to hold in trust for your children (i.e. aged under 18)?

Please select one option only

- | | |
|------------------------|---|
| <1> | 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, exclusive> | Not applicable - I do not have any children under 18 |
-