

Public Polling Methodology Statement: Swyftx – Cryptocurrency Consumers

Publication date: 25 August 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 who currently or have ever owned crypto

Question type: **Single**

#Question display logic:

If [Q1] - I currently own cryptocurrency or I do not currently own cryptocurrency, but I have in the past, is selected [if Q1 in [1,2]]

[Varlabel - Understanding of the crypto market]

[Q2] 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 strong understanding
- <2> I have some understanding
- <3> I have a little understanding
- <4> I have no understanding at all

Base: All Australians who currently own crypto

Question type: **Single**

#Question display logic:

If [Q1] - I currently own cryptocurrency is selected [if Q1 = 1]

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

[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 | Don't know |
| | | fixed | |
| | | xor> | |
| <5> | \$5,001 to \$10,000 | <944 | Not applicable - I have only made losses in the last 12 months |
| | | fixed | |
| | | xor> | |
| <6> | \$10,001 to \$20,000 | <998 | Prefer not to say |
| | | fixed> | |
| <7> | \$20,001 to \$30,000 | | |