

Three in five Canadians support the Federal Government working with cryptocurrency experts and Canadians to introduce new regulations or laws around cryptocurrency to protect the public interest.



The research gauged the opinions among Canadians on their level of knowledge of banking and finances, their awareness and impression of cryptocurrency, as well as their level of support for cryptocurrency. Canadians were also asked their views on the credibility of cryptocurrency to protect against inflation, uncertain economic times or as an asset Canadians can hold.

Nanos conducted an online representative survey of 1,003 Canadians, 18 years of age or older, between April 20th and 22nd, 2022.

The research was commissioned by the Canadian Web3 Council and was conducted by Nanos Research.

Key Findings



SUPPORT FOR INTRODUCTION OF NEW REGULATIONS ON CRYPTOCURRENCY

Three in five Canadians support (26%) or somewhat support (34%) the Federal Government working with cryptocurrency experts and Canadians to introduce new regulations or laws around cryptocurrency to protect the public interest. About one in five are unsure (18%). Support is strongest among Canadians aged 55 plus (33%) and residents of B.C. (32%).



SUPPORT FOR THE INTRODUCTION OF A STRATEGY FOR CANADA'S DIGITAL ECONOMY

Just under one in two Canadians support (13%) or somewhat support (34%) the Government of Canada introducing a strategy for Canada's digital economy to create a more accessible, inclusive, and effective financial ecosystem that includes the use of digital assets like cryptocurrencies, while just under three in ten oppose (15%) or somewhat oppose this (14%). About one in four Canadians are unsure of their support (23%).



VIEWS OF CANADIANS ON LEVEL OF CREDIBILITY OF CRYPTOCURRENCIES

Canadians gave the most credibility to cryptocurrencies as an asset Canadians can hold as part of their overall investments (mean score of 5.2 out of ten). Although slightly lower on average, the credibility of cryptocurrencies to help Canadians get through uncertain economic times or to protect them against rising inflation were also viewed as average (mean score of 4.5 out of 10). About one in five Canadians were unsure of the credibility cryptocurrencies had with any of these (17%; 19%; 20% respectively).

Key Findings



IMPRESSION OF CRYPTOCURRENCY

Over nine in ten Canadians have heard of cryptocurrency, a type of digital currency created using computer algorithms (92%). On average, Canadians who are aware of cryptocurrency rate their impression a 4.3 out of 10. Those who have or had investments in digital assets (mean of 6.6) and younger Canadians (mean of 5.5) have the most positive impression of cryptocurrency.



DRIVERS OF IMPRESSIONS OF CRYPTOCURRENCY

Canadians who have heard of cryptocurrency and have a positive impression of it most often say so because it is a promising alternative investment tool and it's the future (44%). Those with a negative impression of cryptocurrency most often say it is because it is unregulated, they don't trust it, or it could be a scam (33%). Those who are neutral most often say they don't know enough about it or they don't understand it (35%).



ADVANTAGES OF CRYPTOCURRENCY

The top three most important advantages of cryptocurrencies most often ranked by Canadians are ease of access and transferability between users globally (22%), followed closely by minimizing control from large financial institutions (19%) and reducing financial access barriers (i.e., bad credit or no credit) (13%).



TOP CONCERNS OF CRYPTOCURRENCY

Canadians most often say cybersecurity, cyberattacks, hacking or scams as their top concern when it comes to the introduction and use of cryptocurrencies in the Canadian financial marketplace (22%), followed by not knowing enough or a lack of understanding of cryptocurrencies (11%), that it seems unstable and/or volatile (9%), and that there is a lack of regulation and laws on cryptocurrencies (8%).

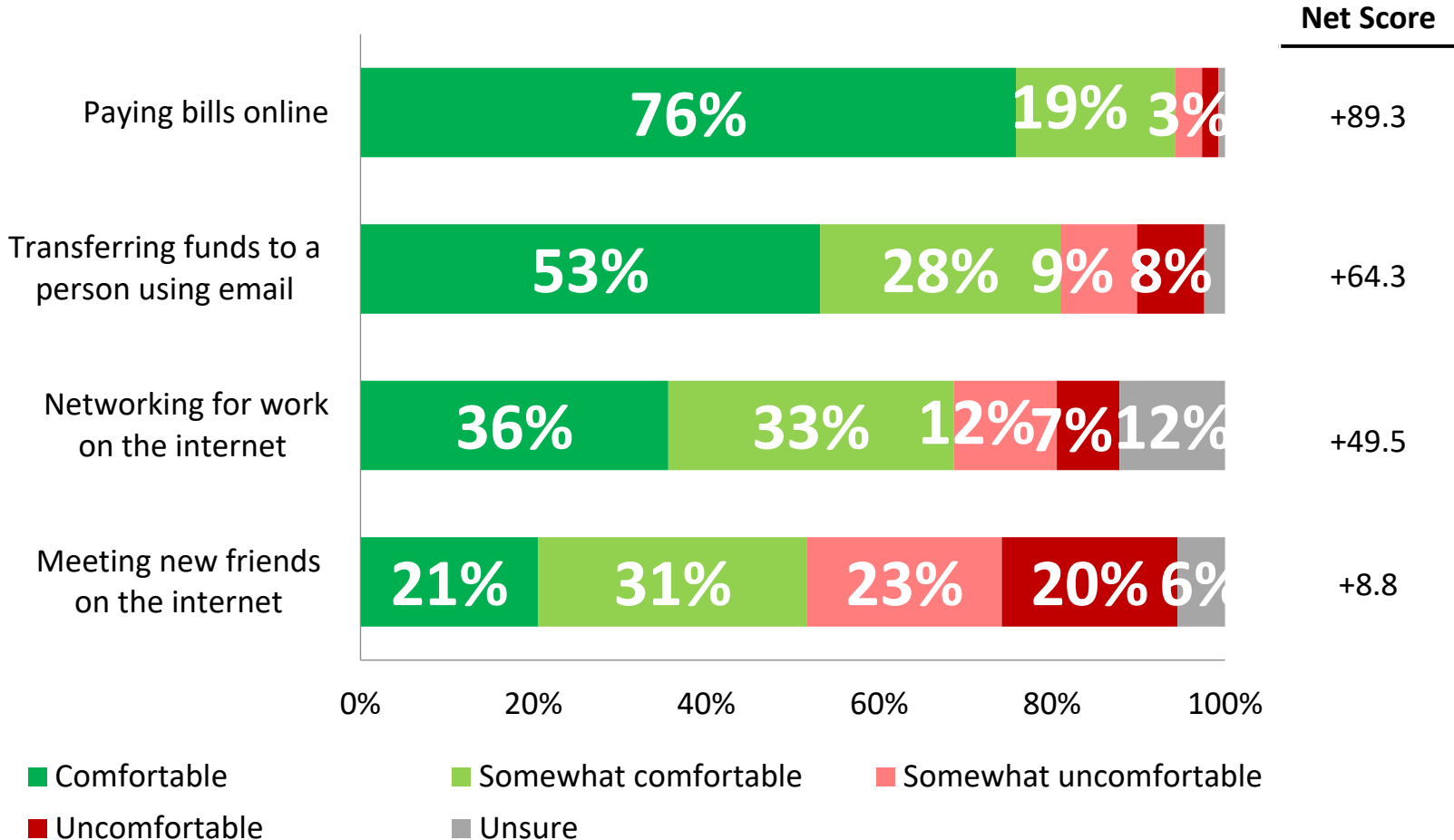
Banking and financial knowledge



Comfort level doing online tasks



Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable doing the following: [RANDOMIZE]



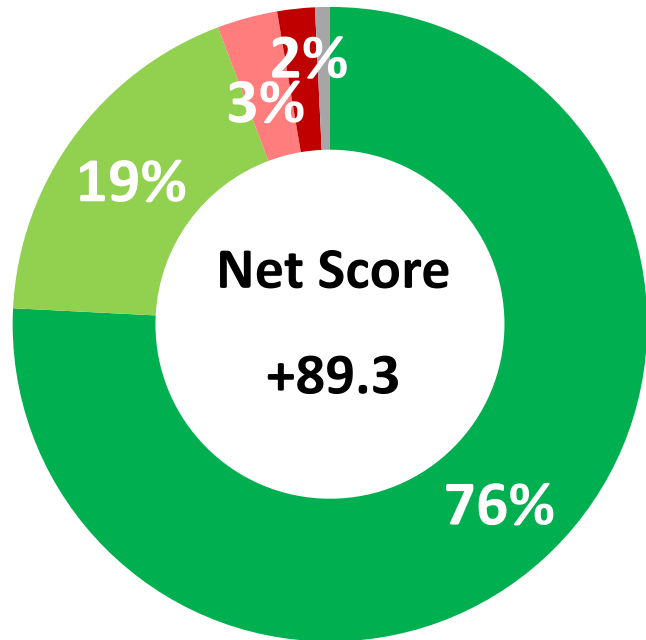
“ Canadians are most comfortable paying bills online with three in four reporting they are comfortable doing so, while they are less comfortable meeting new friends online, with only one in five who report being comfortable doing so. ”

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=1,003 Canadians



Comfort level paying bills online



■ Comfortable
■ Somewhat comfortable
■ Somewhat uncomfortable
■ Uncomfortable
■ Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=1,003 Canadians

Q

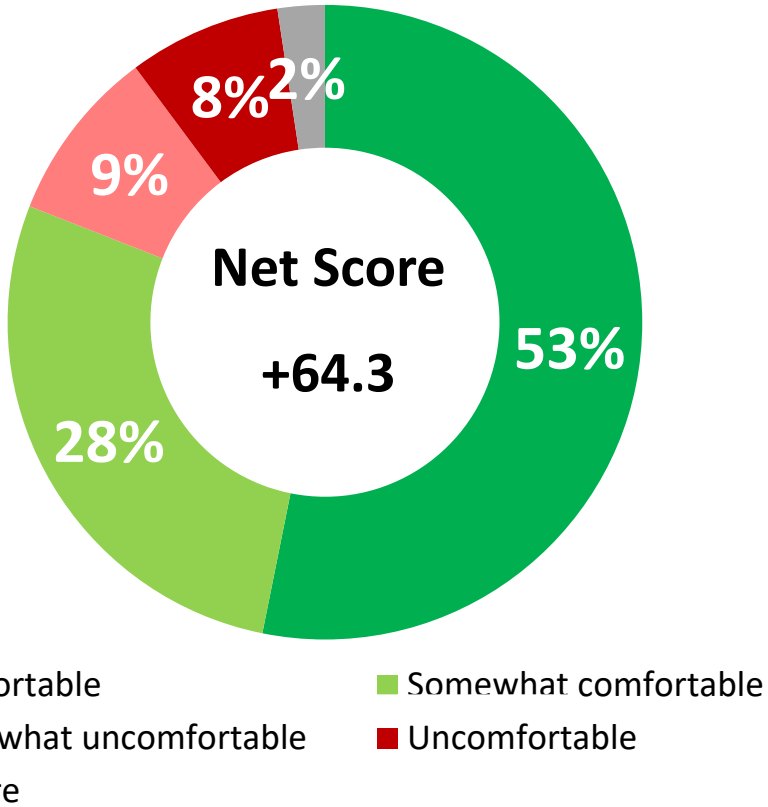
Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable doing the following: [RANDOMIZE]

Paying bills online

Comfortable/ somewhat comfortable

	Atlantic (n=100)	Quebec (n=252)	Ontario (n=303)	Prairies (n=199)	BC (n=149)
	94.4%	93.4%	95.0%	93.7%	94.3%
Men (n=497)	96.0%	92.6%	97.6%	95.9%	90.5%
Women (n=506)					
18 to 34 (n=275)					
35 to 54 (n=335)					
55 plus (n=393)					
Have or had investments in digital assets (n=225)	97.5%	93.3%			
Never had investments in digital assets (n=772)					

Comfort level transferring funds to a person using email



Q

Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable doing the following: [RANDOMIZE]

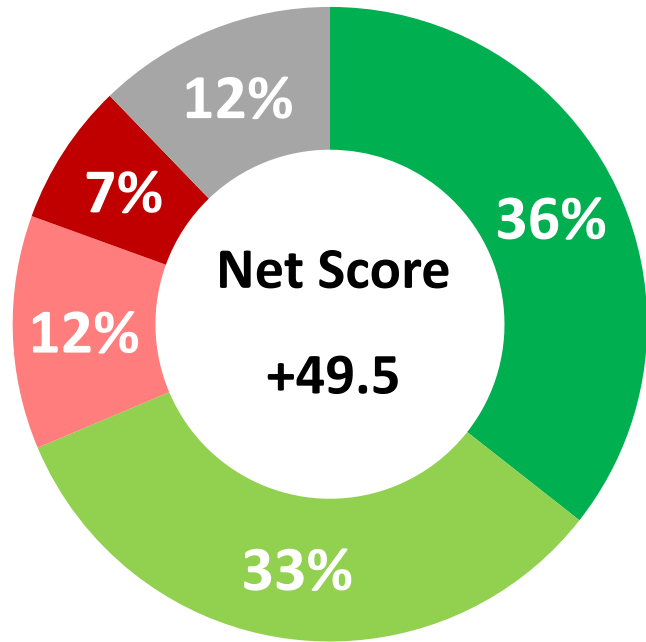
Transferring funds to a person using email

Comfortable/ somewhat comfortable

	Atlantic (n=100)	Quebec (n=252)	Ontario (n=302)	Prairies (n=199)	BC (n=149)
	78.3%	79.4%	81.2%	85.3%	78.2%
Men (n=496)	81.7%	80.3%	89.8%	85.2%	70.9%
Women (n=506)					
18 to 34 (n=275)					
35 to 54 (n=335)					
55 plus (n=392)					
Have or had investments in digital assets (n=225)	90.1%	78.3%			
Never had investments in digital assets (n=771)					

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Comfort level networking for work on the internet



- Comfortable
- Somewhat comfortable
- Somewhat uncomfortable
- Uncomfortable
- Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=1,001 Canadians



Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable doing the following: [RANDOMIZE]

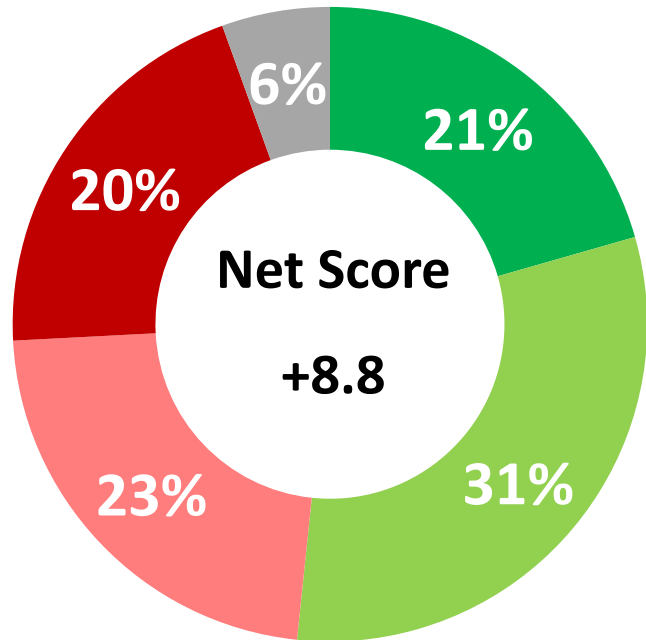
Networking for work on the internet

Comfortable/ somewhat comfortable

	Atlantic (n=100)	Quebec (n=252)	Ontario (n=302)	Prairies (n=199)	BC (n=148)
	62.3%	67.5%	74.9%	59.3%	69.2%
Men (n=496)	74.0%	63.5%	82.3%	77.4%	51.2%
Women (n=505)					
18 to 34 (n=275)					
35 to 54 (n=335)					
55 plus (n=391)					
Have or had investments in digital assets (n=225)	86.2%	63.4%			
Never had investments in digital assets (n=770)					



Comfort level meeting new friends on the internet



- Comfortable
- Somewhat comfortable
- Somewhat uncomfortable
- Uncomfortable
- Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=1,002 Canadians

Q

Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable doing the following: [RANDOMIZE]

Meeting new friends on the internet

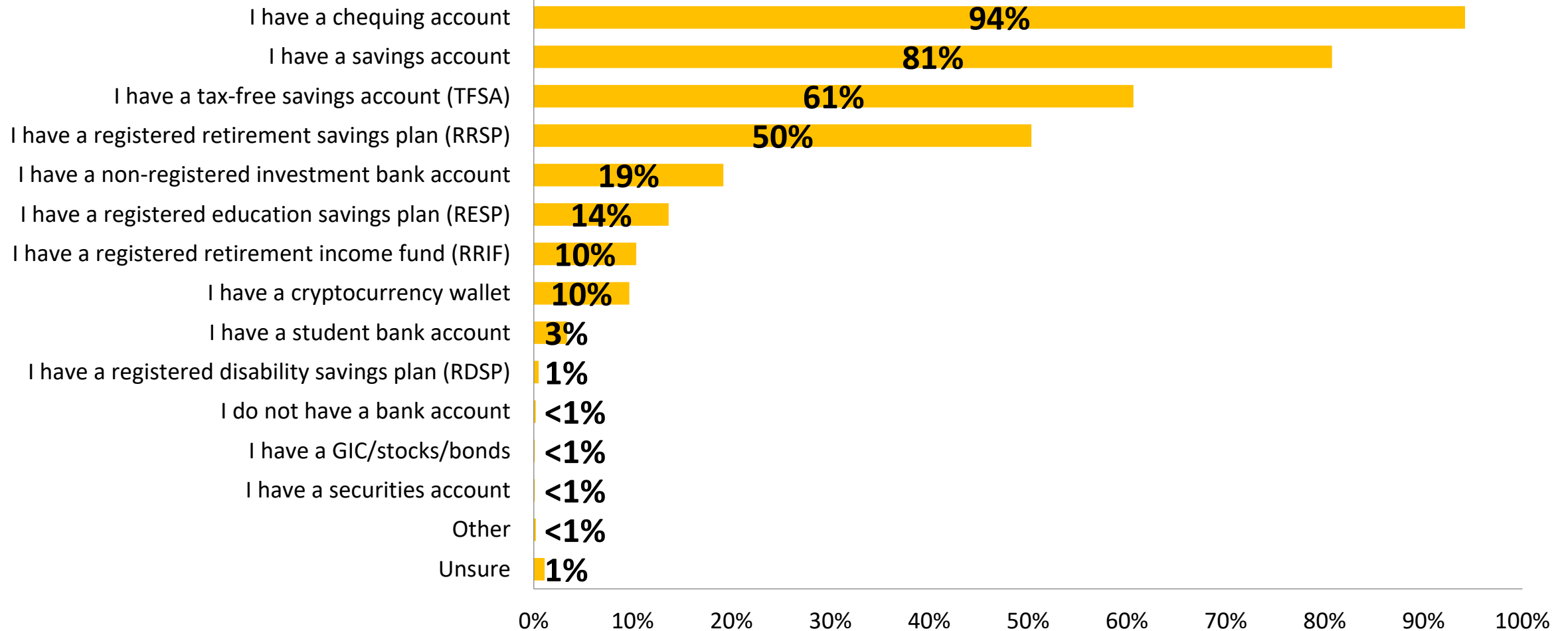
	Atlantic (n=100)	Quebec (n=252)	Ontario (n=302)	Prairies (n=199)	BC (n=149)
Comfortable/ somewhat comfortable	52.7%	51.9%	53.2%	49.5%	49.3%
Men (n=496)	59.2%	44.5%	68.0%	56.9%	35.4%
Women (n=506)					
18 to 34 (n=275)					
35 to 54 (n=335)					
55 plus (n=392)					
Have or had investments in digital assets (n=225)	72.1%	45.7%			
Never had investments in digital assets (n=771)					



Types of accounts held

Q

So we can group responses, which of the following do you have? (select all that apply)



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

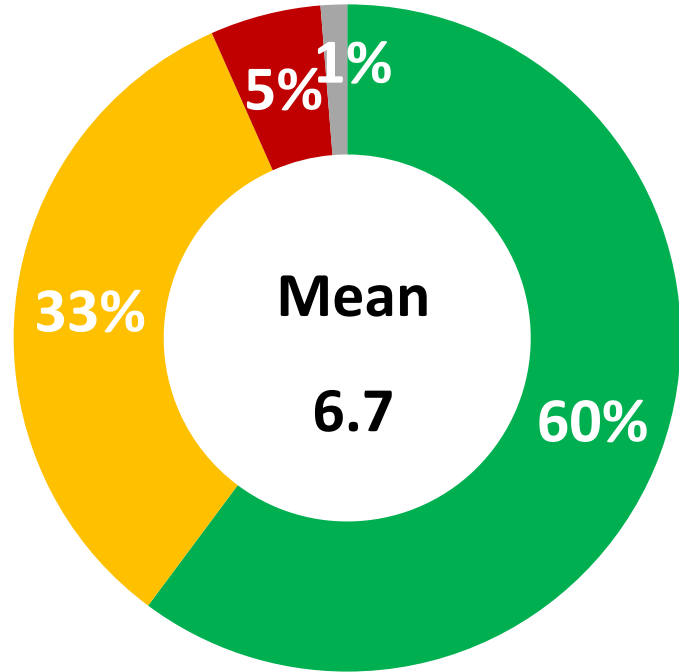
Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=1,002 Canadians



Level of knowledge of banking and finances in general



On a scale from 0 to 10, where 0 is not at all knowledgeable and 10 is very knowledgeable, how would you rate your level of knowledge of banking and finances in general?



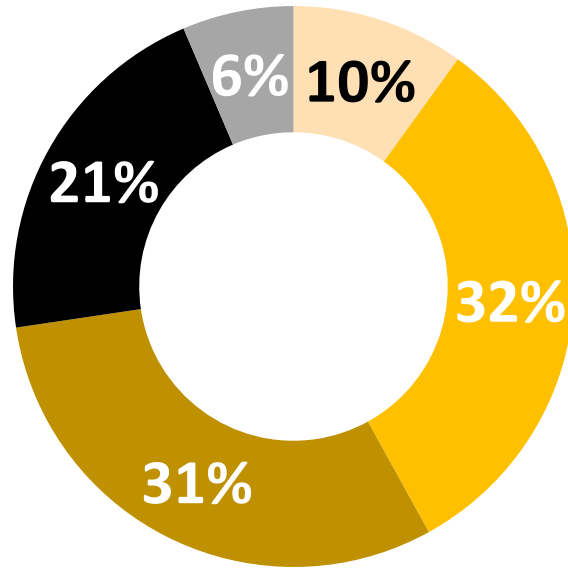
- Knowledgeable (7-10)
- Average (4-6)
- Not knowledgeable (0-3)
- Unsure



Atlantic (n=100)	Quebec (n=249)	Ontario (n=301)	Prairies (n=199)	BC (n=149)
6.5	6.5	7.0	6.4	6.8
Men (n=495)	Women (n=503)	18 to 34 (n=274)	35 to 54 (n=334)	55 plus (n=390)
7.0	6.5	6.4	6.8	6.9
Have or had investments in digital assets (n=223)	Never had investments in digital assets (n=769)			
7.1	6.6			

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Preferred acceptable risk for personal investments



- I am most comfortable making high risk investments in exchange for higher variable returns
- I am most comfortable making lower risk investments for lower stable returns
- I am most comfortable making investments that have a mix of higher variable returns and lower stable returns
- I do not make personal investments
- Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=1,003 Canadians

Q

Thinking about the level of acceptable risk you take for your personal investments, which of the following statements best describes you.
[RANDOMIZE]

“

About one in three Canadians each say they are most comfortable making lower risk investments for lower stable returns (32%) or making investments that have a mix of higher variable returns and lower stable returns (31%). About one in five say they do not make personal investments (21%) and one in ten say they are most comfortable making high risk investments in exchange for higher variable returns.

”

Preferred acceptable risk for personal investments by demographics

Q

Thinking about the level of acceptable risk you take for your personal investments, which of the following statements best describes you.
[RANDOMIZE]

I am most comfortable making high risk investments in exchange for higher variable returns

Atlantic (n=100)	Quebec (n=252)	Ontario (n=303)	Prairies (n=199)	BC (n=149)
2.7%	11.2%	10.1%	11.8%	8.4%
Men (n=497)	Women (n=506)	18 to 34 (n=275)	35 to 54 (n=335)	55 plus (n=393)
15.3%	4.9%	15.7%	10.8%	5.2%
Have or had investments in digital assets (n=225)	Never had investments in digital assets (n=772)			
24.6%	5.6%			

I am most comfortable making lower risk investments for lower stable returns

Atlantic (n=100)	Quebec (n=252)	Ontario (n=303)	Prairies (n=199)	BC (n=149)
32.8%	32.4%	33.1%	27.3%	34.5%
Men (n=497)	Women (n=506)	18 to 34 (n=275)	35 to 54 (n=335)	55 plus (n=393)
26.9%	36.9%	31.0%	26.9%	37.3%
Have or had investments in digital assets (n=225)	Never had investments in digital assets (n=772)			
30.0%	32.7%			

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=1,003 Canadians



Preferred acceptable risk for personal investments by demographics

Q

Thinking about the level of acceptable risk you take for your personal investments, which of the following statements best describes you.
[RANDOMIZE]

I am most comfortable making investments that have a mix of higher variable returns and lower stable returns

Atlantic (n=100)	Quebec (n=252)	Ontario (n=303)	Prairies (n=199)	BC (n=149)
21.1%	25.6%	34.6%	28.8%	35.8%
Men (n=497)	Women (n=506)	18 to 34 (n=275)	35 to 54 (n=335)	55 plus (n=393)
35.7%	25.9%	26.6%	36.9%	28.1%

Have or had investments in digital assets (n=225)	Never had investments in digital assets (n=772)
37.4%	28.7%

I do not make personal investments

Atlantic (n=100)	Quebec (n=252)	Ontario (n=303)	Prairies (n=199)	BC (n=149)
35.2%	26.1%	15.7%	25.1%	14.0%
Men (n=497)	Women (n=506)	18 to 34 (n=275)	35 to 54 (n=335)	55 plus (n=393)
17.7%	24.0%	20.4%	16.0%	25.6%

Have or had investments in digital assets (n=225)	Never had investments in digital assets (n=772)
4.4%	26.0%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

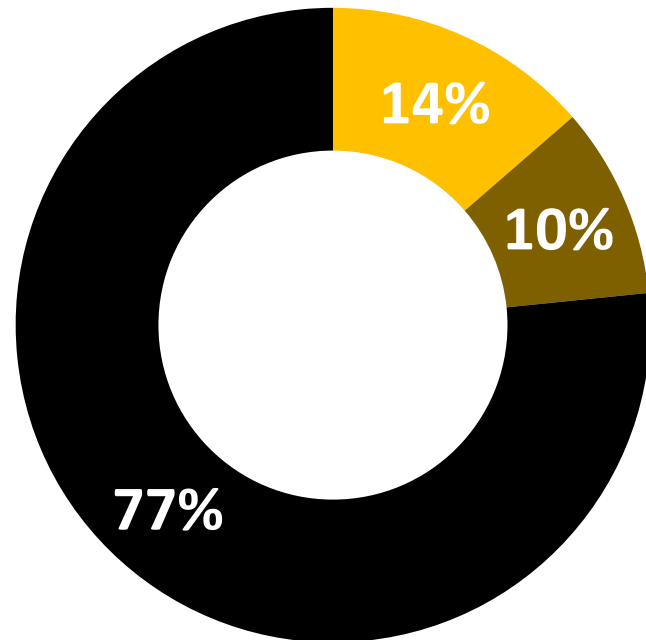
Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=1,003 Canadians



Investments in digital assets

Q

Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?



- I currently have investments in digital assets
- I have had investments in digital assets
- I have never had investments in digital assets

I have never had investments in digital assets

	Atlantic (n=98)	Quebec (n=251)	Ontario (n=302)	Prairies (n=199)	BC (n=147)
	91.6%	79.6%	72.9%	76.2%	75.1%
Men (n=494)		Women (n=503)	18 to 34 (n=274)	35 to 54 (n=334)	55 plus (n=389)
	70.8%	82.2%	58.6%	72.5%	93.1%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=997 Canadians



Views on cryptocurrencies



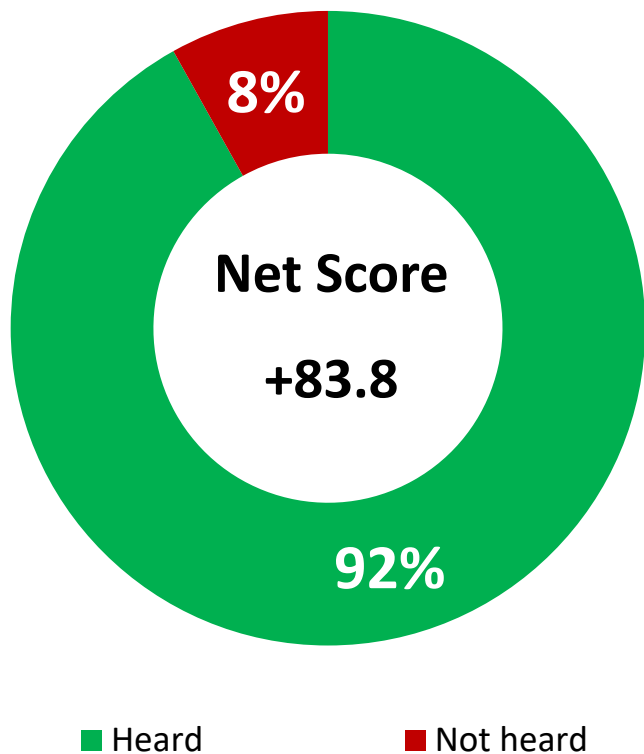
65,786
-34.87
55,021
30.01
48,839
28.33
41,654
-25.28
37
-22.7
33,454
-18.38
29,232
24,545
20,921
-9.41
18,111
-7.47
15,431
-4.00
10,776
-2.59

+99,22.11
+70,54.69
+48,81.01
+32,67.42
+17,00.35

Awareness of cryptocurrency

Q

Prior to today, have you heard or not heard of cryptocurrency, a type of digital currency created using computer algorithms?



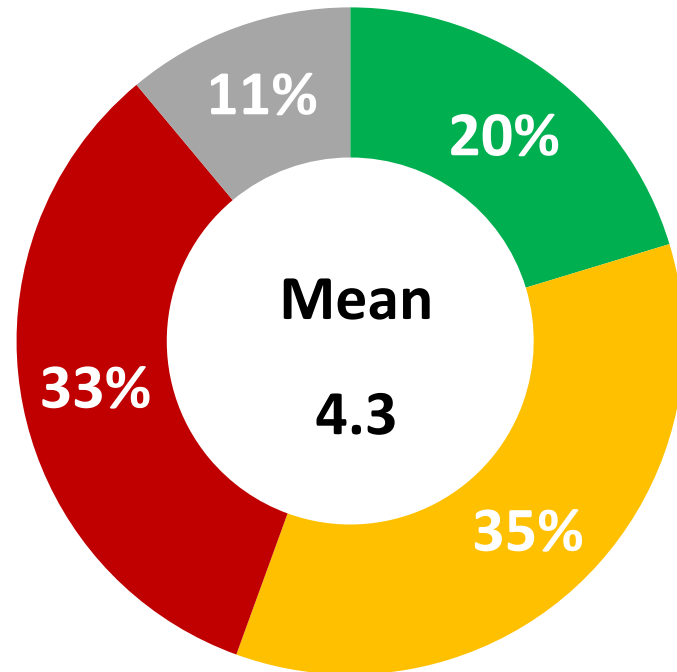
	Atlantic (n=100)	Quebec (n=249)	Ontario (n=301)	Prairies (n=198)	BC (n=149)
Heard	88.0%	92.5%	92.6%	90.3%	93.1%
	Men (n=493)	Women (n=504)	18 to 34 (n=274)	35 to 54 (n=331)	55 plus (n=392)
	92.8%	91.1%	94.9%	90.1%	91.4%
Not heard	Atlantic (n=100)	Quebec (n=249)	Ontario (n=301)	Prairies (n=198)	BC (n=149)
	12.0%	7.5%	7.4%	9.7%	6.9%
	Men (n=493)	Women (n=504)	18 to 34 (n=274)	35 to 54 (n=331)	55 plus (n=392)
	7.2%	8.9%	5.1%	9.9%	8.6%

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 *The net score is the difference between all positive and negative numbers in a question.

Impression of cryptocurrency

Q

[IF HEARD] On a scale of 0 to 10, where 0 is very negative and 10 is very positive, please rate your impression of cryptocurrency.



■ Positive (7-10) ■ Neutral (4-6) ■ Negative (0-3) ■ Unsure

	Atlantic (n=88)	Quebec (n=229)	Ontario (n=276)	Prairies (n=179)	BC (n=138)
Mean	3.7	4.0	4.5	4.3	4.5
	Men (n=454)	Women (n=456)	18 to 34 (n=258)	35 to 54 (n=297)	55 plus (n=355)
	4.5	4.1	5.5	4.8	3.0
	Have or had investments in digital assets (n=209)	Never had investments in digital assets (n=699)			
	6.6	3.5			

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=910 Canadians who have heard of cryptocurrency

Reasons for impression of cryptocurrency

Q [IF HEARD] Why do you have that opinion? [OPEN]

“ Canadians who have heard of cryptocurrency and have a positive impression of it most often say it is a **promising alternative investment tool** and it's the future (44%). Those with a negative impression of cryptocurrency most often say it is because it is **unregulated**, they **don't trust it**, or it could be a **scam** (33%). Those who are neutral most often say they **don't know enough** about it or they **don't understand it** (35%). ”

TOP RESPONSES

	Positive (7-10) (n=159)	Neutral (4-6) (n=281)	Negative (0-3) (n=274)	Unsure (n=84)	Total (n=798)
I don't know enough about it/don't understand it	8.9%	35.2%	17.9%	78.7%	28.8%
It is volatile/risky/unstable	7.7%	22.5%	20.4%	5.3%	17.1%
It's shady/unregulated/scam/don't trust it	2.5%	11.2%	33.3%	2.2%	16.0%
Promising alternative investment tool/it's the future	44.4%	5.0%	2.5%	-	11.3%
It's good/interesting	17.7%	2.6%	0.5%	1.1%	4.7%
From what I heard/read/know	8.5%	4.1%	3.5%	2.9%	4.6%
Not real/tangible/nothing backing it	0.5%	2.3%	6.9%	-	3.3%
Unsure	2.8%	4.4%	0.3%	5.5%	2.8%

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=798 Canadians who have heard of cryptocurrency

Top ranked important advantages of cryptocurrency

	1 st Ranked (n=980)	2 nd Ranked (n=798)	3 rd Ranked (n=592)
Ease of access and transferability between users globally	21.7%	17.5%	19.4%
Minimize control from large financial institutions	19.2%	21.9%	13.1%
Reduce financial access barriers (i.e., bad credit or no credit)	13.1%	17.6%	17.8%
Increased digital/cyber security by decentralizing information	10.6%	15.1%	19.1%
Lower risk for failure as data is not stored on a single server but on a global network	9.3%	12.7%	16.1%
Greater control of where data is stored and how it's being used	8.7%	13.4%	13.8%
Unsure	15.6%	1.2%	-

Q

Cryptocurrencies are a type of digital currency created using computer algorithms. Cryptocurrency is decentralized digital money, based on blockchain technology. It is a form of currency that can be exchanged online for goods and services. These currencies are based on decentralized systems that record transactions, which are not backed by the government. These systems consist of peer-to-peer networks in which the computers of those involved in digital currency transactions make up the network.

Please rank the top three most important advantages of cryptocurrencies, where 1 is the most important advantage, 2 the second most important advantage, and 3 the third most important advantage. [RANDOMIZE]

“

Canadians most often ranked ease of access and transferability between users globally (22%) as the most important advantage of cryptocurrencies, followed closely by minimizing control from large financial institutions (19%).

”

Top concerns when it comes to the introduction and use of cryptocurrencies

Q What is your top concern, if any, when it comes to the introduction and use of cryptocurrencies in the Canadian financial marketplace? [OPEN]

“

Canadians most often mention cybersecurity, cyberattacks, hacking or scams as their top concern when it comes to the introduction and use of cryptocurrencies in the Canadian financial marketplace (22%), followed by not knowing enough or there is a lack of understanding of cryptocurrencies (11%), that is seems unstable and/or volatile (9%), and that there is a lack of regulation and laws on cryptocurrencies (8%).

”

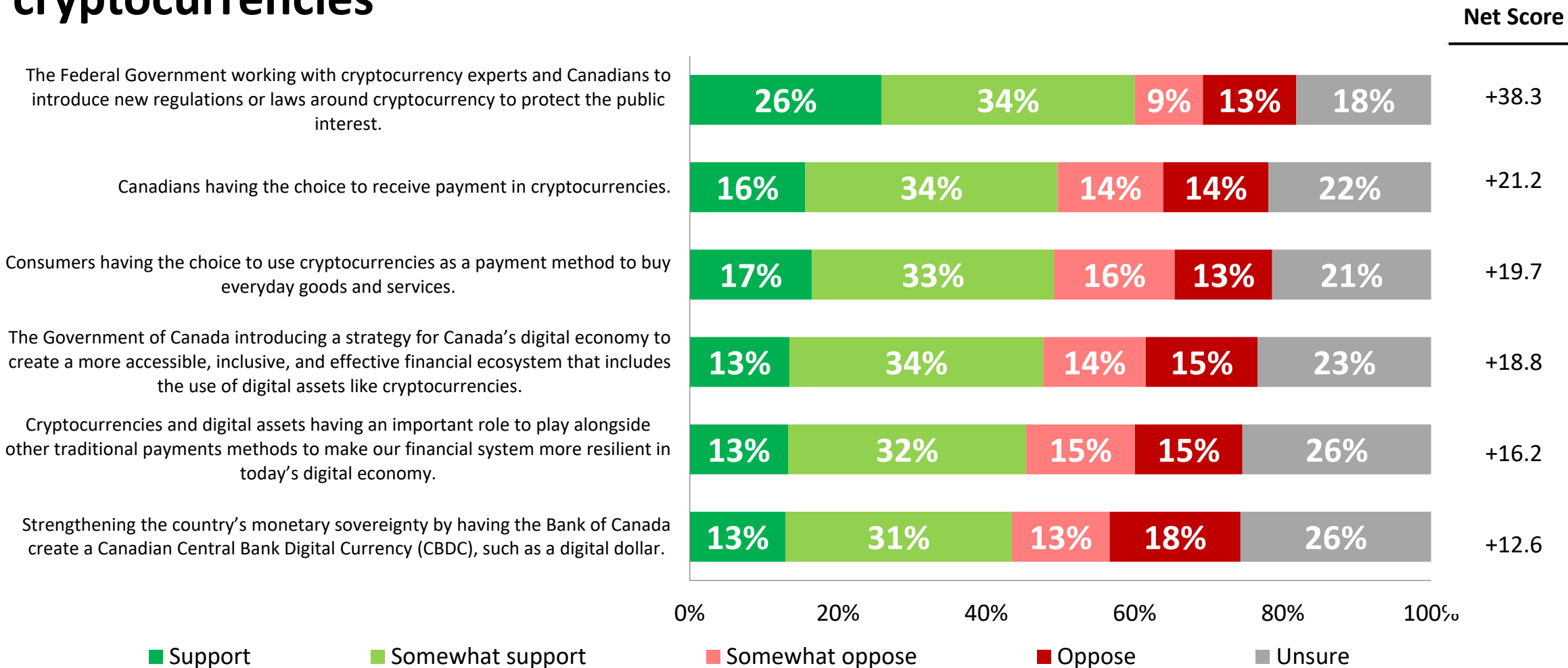
TOP RESPONSES

	Frequency (n=815)
Cybersecurity/ cyberattacks/ hacking/ scams	22.4%
Don't know enough about it/ lack of understanding	11.0%
Seems unstable/ volatile	9.2%
Lack of regulation/ laws	8.4%
None/ no concerns	7.0%
Lack of trust/ uncertain if it can be trusted	6.1%
Risk/ potential lack of safety	5.7%
Losing money/ investment/ it isn't real, it can just disappear	4.7%
Unsure	6.8%

Support for initiatives related to cryptocurrencies



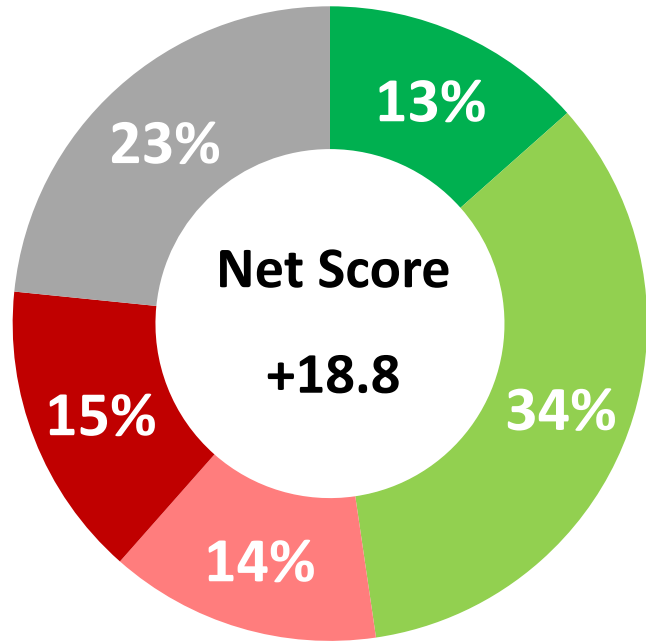
Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]



*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.



Level of support for the Government of Canada introducing a digital economy strategy



- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=1,001 Canadians

Q

Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

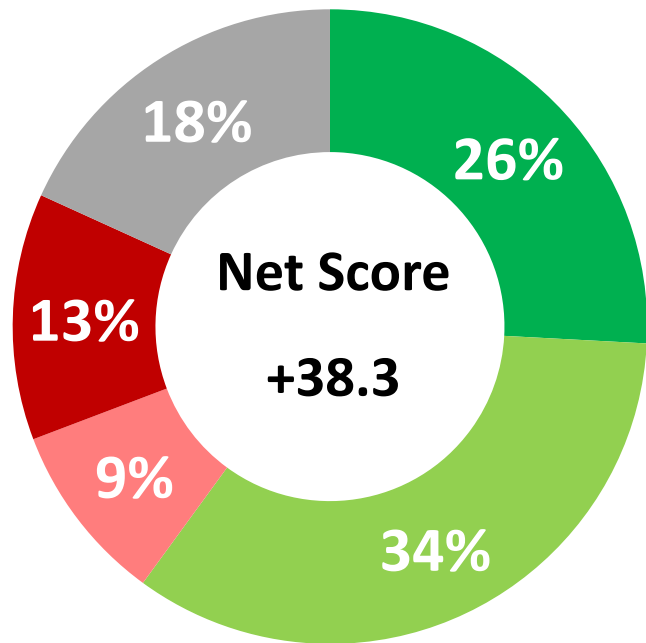
The Government of Canada introducing a strategy for Canada’s digital economy to create a more accessible, inclusive, and effective financial ecosystem that includes the use of digital assets like cryptocurrencies.

Support/ somewhat support

	Atlantic (n=100)	Quebec (n=251)	Ontario (n=303)	Prairies (n=198)	BC (n=149)
	39.1%	42.4%	50.4%	51.7%	47.9%
Men (n=497)		Women (n=504)	18 to 34 (n=274)	35 to 54 (n=334)	55 plus (n=393)
	52.8%	42.8%	53.6%	52.0%	39.7%
Have or had investments in digital assets (n=225)		Never had investments in digital assets (n=771)			
	69.3%	41.1%			



Level of support for the Government introducing new regulations or laws around cryptocurrency



- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=998 Canadians

Q

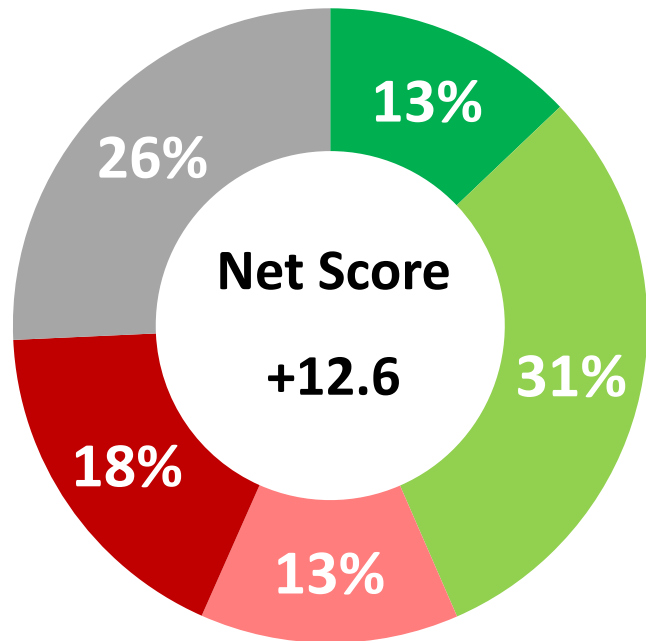
Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

The Federal Government working with cryptocurrency experts and Canadians to introduce new regulations or laws around cryptocurrency to protect the public interest.

	Atlantic (n=100)	Quebec (n=251)	Ontario (n=303)	Prairies (n=197)	BC (n=147)
Support/ somewhat support	58.7%	54.0%	62.5%	58.8%	66.1%
Men (n=496)	63.3%	56.9%	61.8%	58.4%	60.2%
Women (n=502)					
18 to 34 (n=273)					
35 to 54 (n=333)					
55 plus (n=392)					
Have or had investments in digital assets (n=225)	69.8%				
Never had investments in digital assets (n=768)		57.2%			



Level of support for having the Bank of Canada create a Canadian Central Bank Digital Currency (CBDC)



- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=1,000 Canadians



Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

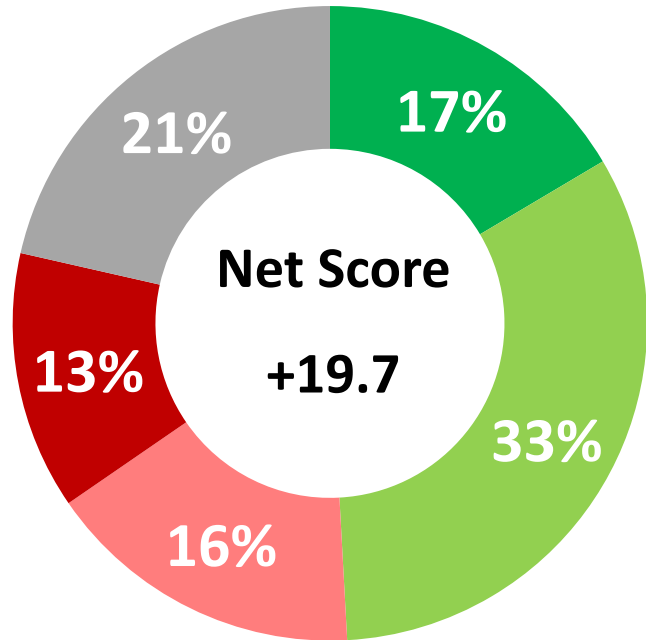
Strengthening the country's monetary sovereignty by having the Bank of Canada create a Canadian Central Bank Digital Currency (CBDC), such as a digital dollar.

Support/ somewhat support

	Atlantic (n=100)	Quebec (n=250)	Ontario (n=303)	Prairies (n=198)	BC (n=149)
	37.0%	37.2%	45.5%	49.0%	44.0%
Men (n=497)		Women (n=503)	18 to 34 (n=274)	35 to 54 (n=334)	55 plus (n=392)
	50.7%	36.5%	50.9%	43.7%	37.9%
Have or had investments in digital assets (n=225)		Never had investments in digital assets (n=770)			
	63.0%	37.5%			



Level of support for consumers having the choice to use cryptocurrencies as a payment method



■ Support
■ Somewhat support
■ Somewhat oppose
■ Oppose
■ Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=1,001 Canadians



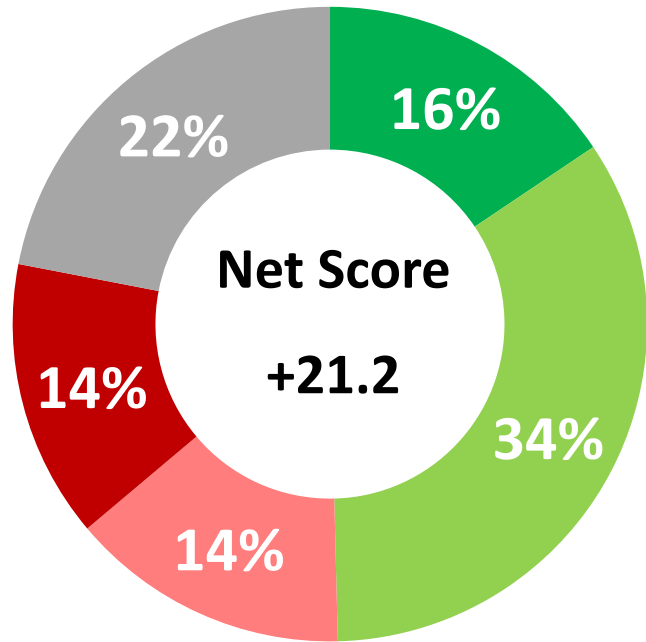
Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

Consumers having the choice to use cryptocurrencies as a payment method to buy everyday goods and services.

	Atlantic (n=100)	Quebec (n=251)	Ontario (n=303)	Prairies (n=198)	BC (n=149)
Support/ somewhat support	44.8%	42.3%	52.4%	53.3%	48.1%
Men (n=497)	55.2%	43.3%	63.8%	54.4%	34.1%
Women (n=504)					
18 to 34 (n=274)					
35 to 54 (n=334)					
55 plus (n=393)					
Have or had investments in digital assets (n=225)	76.6%				
Never had investments in digital assets (n=771)		40.8%			



Level of support for Canadians having the choice to receive payment in cryptocurrencies



- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=998 Canadians



Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

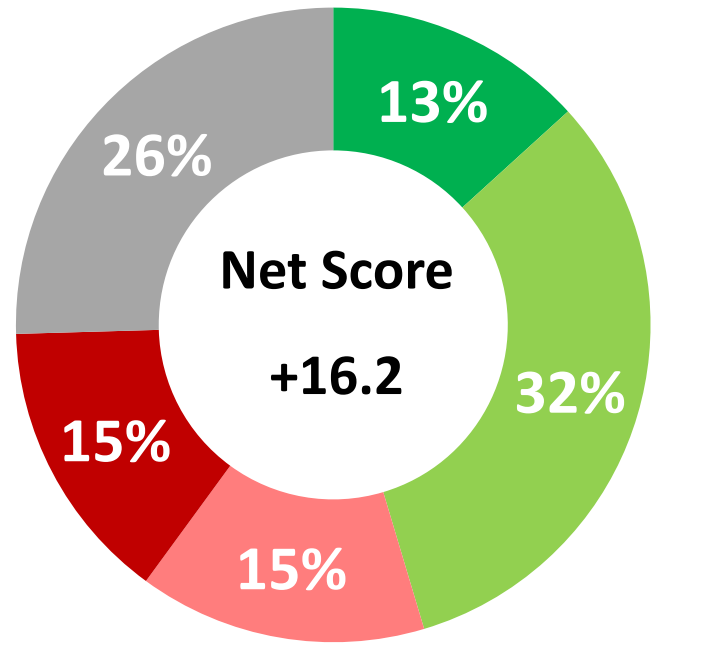
Canadians having the choice to receive payment in cryptocurrencies.

Support/ somewhat support

	Atlantic (n=99)	Quebec (n=251)	Ontario (n=302)	Prairies (n=198)	BC (n=148)
	40.0%	40.1%	54.1%	56.0%	49.3%
Men (n=496)	54.3%	45.1%	63.0%	52.1%	37.9%
Women (n=502)					
18 to 34 (n=274)					
35 to 54 (n=332)					
55 plus (n=392)					
Have or had investments in digital assets (n=223)	76.2%				
Never had investments in digital assets (n=770)		41.7%			



Level of support for cryptocurrencies having an important role to play in making our financial system more resilient



■ Support
■ Somewhat support
■ Somewhat oppose
■ Oppose
■ Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=1,001 Canadians

Q

Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

Cryptocurrencies and digital assets having an important role to play alongside other traditional payments methods to make our financial system more resilient in today's digital economy.

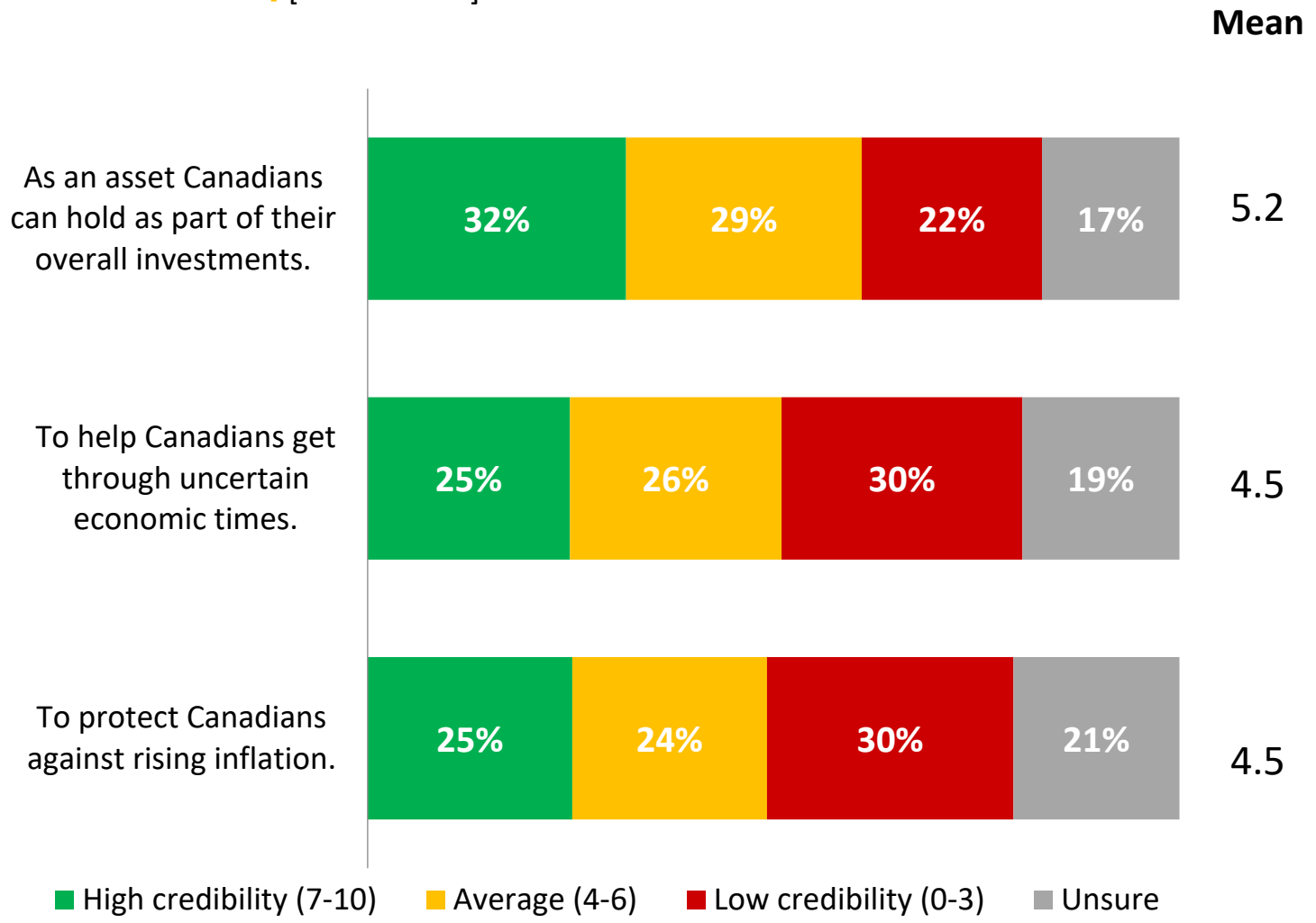
	Atlantic (n=100)	Quebec (n=251)	Ontario (n=303)	Prairies (n=198)	BC (n=149)
Support/ somewhat support	38.7%	41.8%	47.7%	49.7%	42.3%
Men (n=497)		Women (n=504)	18 to 34 (n=274)	35 to 54 (n=334)	55 plus (n=393)
52.8%	38.2%	61.9%	47.8%	31.6%	
Have or had investments in digital assets (n=225)		Never had investments in digital assets (n=771)			
75.6%	36.2%				



Level of credibility of cryptocurrencies

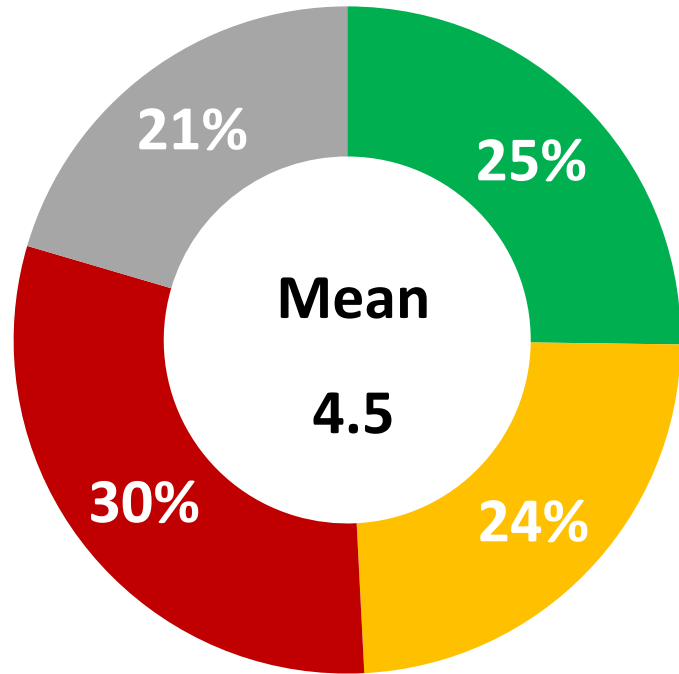
“ Canadians gave the most credibility to cryptocurrencies as an asset Canadians can hold as part of their overall investments (mean score of 5.2 out of ten). They were slightly more likely to say that cryptocurrencies had low credibility (score of 0-3) to help Canadians get through uncertain economic times or to protect them against rising inflation (30% each) than to say they had high credibility (25% each). ”

Q On a scale of 0 to 10, where 0 is not at all credible and 10 is very credible, how would you rate the credibility of cryptocurrencies in the following: [RANDOMIZE]



*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Credibility of cryptocurrencies to protect Canadians against rising inflation



- High credibility (7-10)
- Low credibility (0-3)
- Average (4-6)
- Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=999 Canadians

Q

On a scale of 0 to 10, where 0 is not at all credible and 10 is very credible, how would you rate the credibility of cryptocurrencies in the following: [RANDOMIZE]

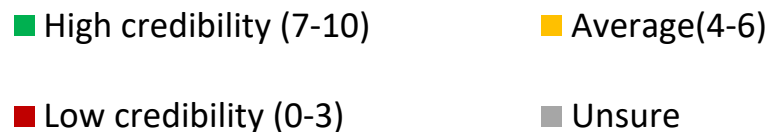
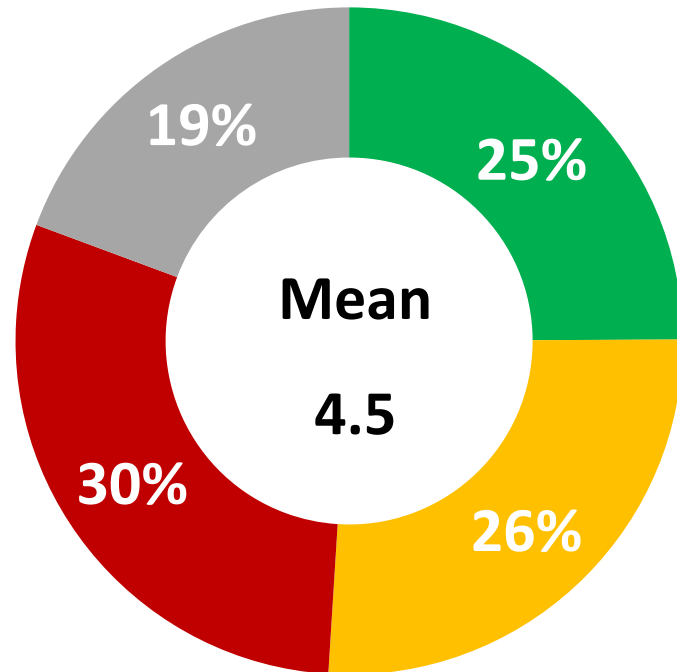
To protect Canadians against rising inflation.

Mean

	Atlantic (n=100)	Quebec (n=249)	Ontario (n=303)	Prairies (n=198)	BC (n=149)
	4.0	4.4	4.6	4.4	4.4
Men (n=496)	4.5	4.5	5.7	4.9	3.1
Women (n=503)					
18 to 34 (n=273)					
35 to 54 (n=333)					
55 plus (n=393)					
Have or had investments in digital assets (n=224)	6.4				
Never had investments in digital assets (n=770)		3.8			



Credibility of cryptocurrencies to help Canadians get through uncertain economic times



Q

On a scale of 0 to 10, where 0 is not at all credible and 10 is very credible, how would you rate the credibility of cryptocurrencies in the following:
[RANDOMIZE]

To help Canadians get through uncertain economic times.

	Atlantic (n=100)	Quebec (n=251)	Ontario (n=303)	Prairies (n=198)	BC (n=149)
Mean	4.2	4.4	4.7	4.4	4.4
	Men (n=497)	Women (n=504)	18 to 34 (n=274)	35 to 54 (n=334)	55 plus (n=393)
	4.6	4.5	5.6	5.0	3.2
	Have or had investments in digital assets (n=225)	Never had investments in digital assets (n=771)			
	6.3	3.8			

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

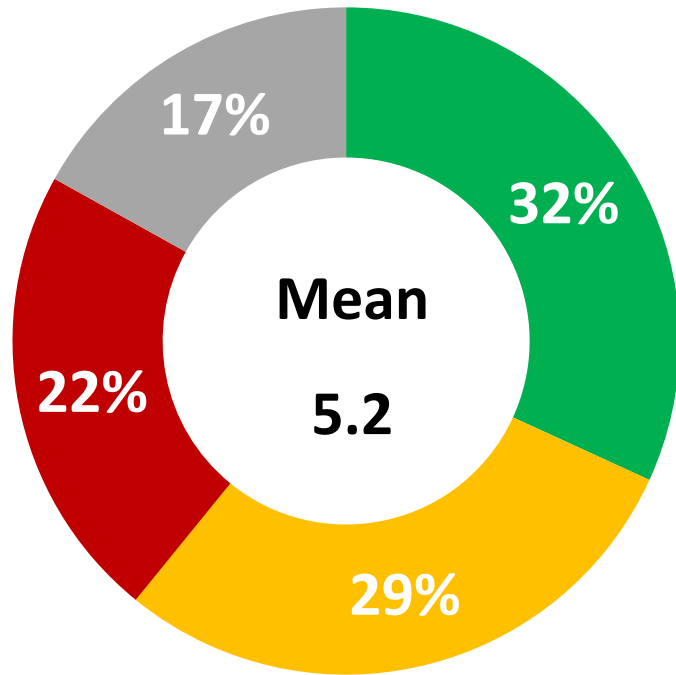
Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=1,001 Canadians

Credibility of cryptocurrencies as an asset Canadians can hold as part of their overall investments

Q

On a scale of 0 to 10, where 0 is not at all credible and 10 is very credible, how would you rate the credibility of cryptocurrencies in the following:
[RANDOMIZE]

As an asset Canadians can hold as part of their overall investments.



- High credibility (7-10)
- Low credibility (0-3)
- Average (4-6)
- Unsure

	Atlantic (n=100)	Quebec (n=251)	Ontario (n=302)	Prairies (n=197)	BC (n=149)
Mean	4.7	5.1	5.3	5.3	5.1
	Men (n=497)	Women (n=502)	18 to 34 (n=273)	35 to 54 (n=333)	55 plus (n=393)
	5.3	5.1	6.1	5.6	4.2
	Have or had investments in digital assets (n=224)	Never had investments in digital assets (n=770)			
	7.0	4.6			

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, online representative survey, April 20th to 22nd, 2022, n=999 Canadians



Nanos conducted an online representative survey of 1,003 Canadians, 18 years of age or older, between April 20th to 22nd, 2022. Participants were recruited from a panel.

The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The research was commissioned by the Canadian Web3 Council and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Element	Description	Element	Description
Research sponsor	Canadian Web3 Council	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure.
Population and Final Sample Size	1,003 Canadians	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a financial institution prior to administering the survey to ensure the integrity of the data.
Source of Sample	Prodege	Excluded Demographics	Individuals younger than 18 years old; individuals without internet access could not participate.
Type of Sample	Representative non-probability	Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada.
Margin of Error	No margin of error applies to this research.	Estimated Response Rate	Not applicable.
Mode of Survey	Online survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	Non-probability.	Question Content	All questions asked are contained in the report.
Demographics (Captured)	Canada; Men and Women; 18 years or older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Demographics (Other)	Age, gender, education, income	Research/Data Collection Supplier	Nanos Research
Field Dates	April 20 th to 22 nd , 2022.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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TABULATIONS





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Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable doing the following: [RANDOMIZE]

			Region					Gender		Age			
			Canada					British			18	35	
			2022-04	Atlantic	Quebec	Ontario	Prairies	Columbia	Male	Female	to	to	55
											34	54	plus
Question – Paying bills online	Total	Unwgt N	1003	100	252	303	199	149	497	506	275	335	393
		Wgt N	1000	67	233	381	186	133	488	512	273	341	386
	Comfortable	%	75.8	80.2	73.3	75.0	78.5	76.6	79.5	72.3	79.4	78.2	71.1
	Somewhat comfortable	%	18.5	14.2	20.2	20.0	15.2	17.7	16.5	20.4	18.2	17.6	19.3
	Somewhat uncomfortable	%	3.1	1.9	3.9	2.8	4.2	1.4	2.3	3.8	1.5	2.8	4.4
	Uncomfortable	%	1.9	2.8	2.0	1.5	2.1	2.4	1.1	2.6	0.3	0.8	4.1
	Unsure	%	0.8	0.9	0.6	0.7	0.0	2.0	0.6	0.9	0.6	0.6	1.0

Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable doing the following: [RANDOMIZE]

			Region					Gender		Age			
			Canada					British			18	35	
			2022-04	Atlantic	Quebec	Ontario	Prairies	Columbia	Male	Female	to	to	55
											34	54	plus
Question – Transferring funds to a person using email	Total	Unwgt N	1002	100	252	302	199	149	496	506	275	335	392
		Wgt N	999	67	233	380	186	133	487	512	273	341	385
	Comfortable	%	53.2	61.0	52.0	52.8	56.4	47.9	54.6	51.8	60.5	57.5	44.1
	Somewhat comfortable	%	27.8	17.3	27.4	28.4	28.9	30.3	27.1	28.5	29.3	27.6	26.9
	Somewhat uncomfortable	%	8.9	9.9	9.4	9.7	6.4	8.5	10.1	7.7	6.0	9.9	10.0
	Uncomfortable	%	7.8	8.9	7.5	6.7	7.2	11.6	6.2	9.3	2.0	3.7	15.5
	Unsure	%	2.4	3.0	3.6	2.4	1.2	1.8	2.1	2.7	2.2	1.2	3.6

Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable doing the following: [RANDOMIZE]

			Region					Gender		Age			
			Canada					British			18	35	
			2022-04	Atlantic	Quebec	Ontario	Prairies	Columbia	Male	Female	to	to	55
											34	54	plus
Question – Networking for work on the internet	Total	Unwgt N	1001	100	252	302	199	148	496	505	275	335	391
		Wgt N	998	67	233	380	186	132	487	511	273	341	384
	Comfortable	%	35.6	34.5	35.1	37.9	31.1	36.6	40.8	30.6	44.4	41.4	24.2
	Somewhat comfortable	%	33.0	27.8	32.3	36.9	28.2	32.6	33.2	32.9	37.8	36.0	27.0
	Somewhat uncomfortable	%	11.9	8.6	13.8	10.3	15.1	10.2	8.7	15.0	9.7	10.4	14.8
	Uncomfortable	%	7.3	8.9	9.6	4.3	8.1	9.6	6.2	8.2	3.2	3.9	13.1
	Unsure	%	12.2	20.1	9.1	10.6	17.5	11.0	11.0	13.3	4.9	8.3	20.9



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Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable doing the following: [RANDOMIZE]

			Region					Gender		Age			
			Canada 2022- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Meeting new friends on the internet	Total	Unwgt N	1002	100	252	302	199	149	496	506	275	335	392
		Wgt N	999	67	233	380	186	133	487	512	273	341	385
	Comfortable	%	20.6	21.2	20.4	21.3	20.1	19.0	25.6	15.8	30.9	23.1	10.9
	Somewhat comfortable	%	31.1	31.5	31.5	31.9	29.4	30.3	33.6	28.7	37.1	33.8	24.5
	Somewhat uncomfortable	%	22.5	19.1	23.0	24.9	19.7	20.3	18.8	26.1	19.6	20.4	26.4
	Uncomfortable	%	20.3	26.7	17.7	16.9	25.7	24.1	17.0	23.5	9.9	18.4	29.4
	Unsure	%	5.5	1.5	7.4	5.0	5.1	6.3	5.1	5.9	2.4	4.2	8.8

			Region					Gender		Age			
			Canada 2022- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – So we can group responses, which of the following do you have? (select all that apply)	Total	Unwgt N	1002	100	251	303	199	149	497	505	274	335	393
		Wgt N	999	67	233	381	186	133	488	511	272	341	386
	I have a chequing account	%	94.2	93.0	92.6	94.8	94.3	95.7	93.2	95.2	91.1	93.4	97.1
	I have a savings account	%	80.7	79.0	72.7	80.9	86.5	87.3	80.8	80.7	87.1	76.6	80.0
	I have a tax-free savings account (TFSA)	%	60.7	42.4	51.9	63.6	63.9	72.3	64.4	57.1	57.5	61.6	62.0
	I have a registered retirement savings plan (RRSP)	%	50.3	44.9	53.0	47.8	49.8	56.6	52.6	48.2	40.1	61.7	47.5
	I have a registered retirement income fund (RRIF)	%	10.4	8.8	12.9	9.0	9.2	12.2	12.4	8.4	0.6	4.3	22.6
	I have a registered education savings plan (RESP)	%	13.6	6.8	13.4	15.0	15.3	11.2	10.9	16.3	11.8	26.6	3.5
	I have a non-registered investment bank account (i.e. cash account, margin account, derivatives, options or futures)	%	19.2	11.4	16.3	21.5	16.6	25.2	24.6	14.0	12.3	17.1	25.9
	I have a cryptocurrency wallet	%	9.7	1.0	9.7	11.4	7.2	12.3	14.3	5.2	14.3	12.6	3.8
	I have a student bank account	%	3.4	1.3	2.9	3.2	6.3	1.5	3.1	3.6	11.2	0.9	0.0
	I do not have a bank account	%	0.2	0.0	0.4	0.0	0.6	0.0	0.2	0.2	0.3	0.3	0.0
	I have a GIC/stocks/bonds	%	0.1	0.0	0.0	0.0	0.2	0.6	0.1	0.1	0.0	0.0	0.3
	I have a registered disability savings plan (RDSP)	%	0.5	0.0	0.0	0.9	0.8	0.0	0.7	0.4	0.6	0.4	0.5
	I have a securities account	%	0.1	0.7	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
	Other (please specify)	%	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.5
	Unsure	%	1.1	0.9	1.6	0.8	0.9	1.4	0.9	1.3	1.8	1.2	0.5



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			Region						Gender		Age		
			Canada 2022- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – On a scale from 0 to 10, where 0 is not at all knowledgeable and 10 is very knowledgeable, how would you rate your level of knowledge of banking and finances in general?	Total	Unwgt N	998	100	249	301	199	149	495	503	274	334	390
		Wgt N	994	67	230	378	186	133	486	508	272	340	381
		Mean	6.7	6.5	6.5	7.0	6.4	6.8	7.0	6.5	6.4	6.8	6.9
		Median	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
	Not at all knowledgeable (0)	%	0.5	0.9	0.0	0.2	1.7	0.0	0.5	0.5	0.0	0.7	0.6
	1	%	0.6	0.0	0.7	0.6	0.9	0.0	0.1	1.0	0.0	1.5	0.2
	2	%	1.1	0.0	1.9	0.5	2.3	0.7	1.4	0.9	1.7	0.6	1.2
	3	%	3.2	1.9	3.3	2.0	5.0	4.4	3.1	3.3	5.0	2.5	2.5
	4	%	4.4	6.5	8.4	3.3	1.7	3.4	3.9	4.9	7.0	3.2	3.6
	5	%	14.2	18.0	12.4	12.5	19.6	12.2	10.0	18.2	17.4	14.2	11.8
	6	%	14.6	16.6	16.7	13.1	11.5	18.5	12.5	16.6	15.6	13.8	14.7
	7	%	24.7	26.7	18.8	26.5	26.1	26.8	25.0	24.4	26.2	25.6	22.8
	8	%	21.7	17.9	25.2	21.6	20.0	20.5	25.2	18.4	17.4	18.7	27.6
	9	%	8.0	5.1	6.8	10.0	5.5	9.7	9.9	6.3	6.2	9.2	8.3
Very knowledgeable (10)	%	5.7	4.4	3.5	9.2	3.6	3.1	7.4	4.2	2.8	7.0	6.7	
Unsure	%	1.3	1.9	2.3	0.3	2.1	0.7	1.1	1.4	0.7	3.0	0.2	

			Region						Gender		Age		
			Canada 2022- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Thinking about the level of acceptable risk you take for your personal investments, which of the following statements best describes you. [RANDOMIZE]	Total	Unwgt N	1003	100	252	303	199	149	497	506	275	335	393
		Wgt N	1000	67	233	381	186	133	488	512	273	341	386
	I am most comfortable making high risk investments in exchange for higher variable returns	%	10.0	2.7	11.2	10.1	11.8	8.4	15.3	4.9	15.7	10.8	5.2
	I am most comfortable making lower risk investments for lower stable returns	%	32.0	32.8	32.4	33.1	27.3	34.5	26.9	36.9	31.0	26.9	37.3
	I am most comfortable making investments that have a mix of higher variable returns and lower stable returns	%	30.7	21.1	25.6	34.6	28.8	35.8	35.7	25.9	26.6	36.9	28.1
	I do not make personal investments	%	20.9	35.2	26.1	15.7	25.1	14.0	17.7	24.0	20.4	16.0	25.6
	Unsure	%	6.4	8.2	4.6	6.6	7.0	7.3	4.5	8.2	6.2	9.4	3.8



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			Region						Gender		Age		
			Canada 2022- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?	Total	Unwgt N	997	98	251	302	199	147	494	503	274	334	389
		Wgt N	996	66	233	380	186	131	486	510	272	340	383
	I currently have investments in digital assets	%	13.6	3.0	12.6	14.8	15.2	15.1	18.0	9.5	20.3	16.8	6.0
	I have had investments in digital assets	%	9.8	5.4	7.7	12.3	8.6	9.8	11.2	8.4	21.2	10.6	0.9
	I have never had investments in digital assets	%	76.6	91.6	79.6	72.9	76.2	75.1	70.8	82.2	58.6	72.5	93.1

			Region						Gender		Age		
			Canada 2022- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Prior to today, have you heard or not heard of cryptocurrency, a type of digital currency created using computer algorithms?	Total	Unwgt N	997	100	249	301	198	149	493	504	274	331	392
		Wgt N	994	67	231	379	184	133	484	510	272	337	385
	Heard	%	91.9	88.0	92.5	92.6	90.3	93.1	92.8	91.1	94.9	90.1	91.4
	Not heard	%	8.1	12.0	7.5	7.4	9.7	6.9	7.2	8.9	5.1	9.9	8.6

			Region						Gender		Age			
			Canada 2022- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question – [IF HEARD] On a scale of 0 to 10, where 0 is very negative and 10 is very positive, please rate your impression of cryptocurrency?	Total	Unwgt N	910	88	229	276	179	138	454	456	258	297	355	
		Wgt N	911	58	213	349	167	124	447	464	258	302	351	
		Mean	4.3	3.7	4.0	4.5	4.3	4.5	4.5	4.1	5.5	4.8	3.0	
		Median	5.0	4.0	4.0	5.0	5.0	5.0	5.0	5.0	6.0	5.0	3.0	
		Very negative impression (0)	%	13.6	16.2	16.9	13.9	11.3	9.1	13.7	13.5	4.9	9.4	23.6
		1	%	4.3	3.1	5.7	4.6	2.6	3.8	3.9	4.6	2.5	1.9	7.6
		2	%	6.9	5.9	7.6	4.9	9.3	8.5	6.2	7.6	4.1	5.2	10.4
		3	%	8.6	13.8	9.1	7.4	8.8	8.4	10.1	7.2	4.3	9.8	10.8
		4	%	7.2	8.0	5.2	7.1	7.3	10.0	6.7	7.6	7.4	7.9	6.3
		5	%	17.5	9.9	15.2	19.7	17.8	18.2	18.6	16.4	19.7	22.2	11.8
		6	%	10.6	11.5	9.1	10.8	13.4	8.6	12.9	8.4	19.3	9.9	4.9
		7	%	10.0	3.1	9.9	11.6	7.9	11.2	10.7	9.2	13.5	11.6	5.9
		8	%	5.8	5.5	5.7	6.4	5.6	4.5	7.1	4.5	11.0	5.7	2.0
		9	%	2.0	0.0	2.2	2.2	1.1	3.2	3.1	0.9	3.1	3.1	0.3
	Very positive impression (10)	%	2.6	2.0	2.4	3.1	2.5	2.0	3.0	2.2	3.0	3.0	1.9	
	Unsure	%	11.1	21.1	11.0	8.2	12.6	12.5	4.0	17.8	7.4	10.4	14.3	



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Question – Why do you have that opinion? [OPEN]	Total	Unwgt N	Region						Gender		Age		
			Canada 2022-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
			800	79	190	250	161	120	405	395	209	261	330
		Wgt N	804	53	178	316	150	107	400	404	214	265	325
	I don't know enough about it/don't understand it	%	28.8	43.1	29.4	26.1	30.1	26.7	19.6	37.8	26.7	27.9	30.8
	It is volatile/risky/unstable	%	17.2	8.9	18.7	20.9	11.6	15.6	19.1	15.3	11.9	19.0	19.2
	Promising alternative investment tool/it's the future	%	11.3	2.2	12.1	12.7	9.5	12.9	14.2	8.4	19.5	10.2	6.8
	It's shady/unregulated//scam/don't trust it	%	16.0	14.9	17.5	14.1	20.0	14.0	17.2	14.8	8.8	13.2	23.0
	Bad for the environment/uses a lot of energy	%	1.7	6.2	1.8	1.2	1.6	0.7	2.0	1.3	3.1	1.5	0.8
	From what I heard/read/know	%	4.6	4.6	6.6	3.2	4.5	5.8	3.9	5.4	5.5	4.5	4.1
	It's good/interesting	%	4.7	2.5	3.9	5.3	7.2	1.8	5.7	3.7	11.0	4.7	0.6
	None/no reason	%	1.9	1.2	2.1	1.3	3.5	1.6	2.0	1.9	1.7	3.2	1.0
	Not interested/don't like it	%	1.8	2.2	0.3	1.7	2.2	3.9	1.9	1.7	1.1	1.8	2.2
	Too new/not proven yet	%	2.6	5.6	1.0	2.9	2.2	3.1	4.4	0.7	1.6	3.3	2.6
	Not real/tangible/nothing backing it	%	3.3	3.3	1.5	3.5	3.1	6.3	4.3	2.4	1.4	3.2	4.7
	Just a fad/trend	%	1.4	4.1	0.5	2.0	0.7	0.8	1.3	1.6	1.2	0.9	2.0
	I prefer real money	%	0.2	0.0	0.5	0.0	0.0	1.0	0.5	0.0	0.9	0.0	0.0
	Other	%	1.7	0.0	1.7	2.5	0.9	1.6	1.2	2.2	3.5	1.1	1.1
	Unsure	%	2.8	1.2	2.4	2.8	2.9	4.3	2.8	2.8	2.1	5.3	1.2

		On a scale of 0 to 10, where 0 is very negative and 10 is very positive, please rate your impression of cryptocurrency?					
Question – Why do you have that opinion? [OPEN]	Total	Unwgt N	Canada 2022-04	Negative impression (0-3)	Neutral impression (4-6)	Positive impression (7-10)	Unsure
					798	274	281
		Wgt N	802	272	289	157	85
	I don't know enough about it/don't understand it	%	28.8	17.9	35.2	8.9	78.7
	It is volatile/risky/unstable	%	17.1	20.4	22.5	7.7	5.3
	Promising alternative investment tool/it's the future	%	11.3	2.5	5.0	44.4	0.0
	It's shady/unregulated//scam/don't trust it	%	16.0	33.3	11.2	2.5	2.2
	Bad for the environment/uses a lot of energy	%	1.7	4.5	0.3	0.0	0.0
	From what I heard/read/know	%	4.6	3.5	4.1	8.5	2.9
	It's good/interesting	%	4.7	0.5	2.6	17.7	1.1
	None/no reason	%	1.9	0.8	3.3	1.9	0.9
	Not interested/don't like it	%	1.8	1.8	3.1	0.0	0.9
	Too new/not proven yet	%	2.6	2.3	3.5	1.8	1.5
	Not real/tangible/nothing backing it	%	3.3	6.9	2.3	0.5	0.0
	Just a fad/trend	%	1.4	3.9	0.3	0.0	0.0
	I prefer real money	%	0.2	0.4	0.3	0.0	0.0
	Other	%	1.7	1.0	1.9	3.1	0.9
	Unsure	%	2.8	0.3	4.4	2.8	5.5



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Cryptocurrencies are a type of digital currency created using computer algorithms. Cryptocurrency is decentralized digital money, based on blockchain technology. It is a form of currency that can be exchanged online for goods and services. These currencies are based on decentralized systems that record transactions, which are not backed by the government. These systems consist of peer-to-peer networks in which the computers of those involved in digital currency transactions make up the network.

Please rank the top three most important advantages of cryptocurrencies, where 1 is the most important advantage, 2 the second most important advantage, and 3 the third most important advantage. [RANDOMIZE]

Question – Rank 1	Total	Unwgt N	Region					Gender		Age			
			Canada 2022-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
			980	97	245	299	193	146	487	493	274	327	379
		Wgt N	974	65	225	375	178	130	479	495	272	333	369
	Greater control of where data is stored and how it's being used	%	8.7	7.7	9.7	9.9	8.0	5.0	9.4	8.1	9.0	10.1	7.2
	Lower risk for failure as data is not stored on a single server but on a global network	%	9.3	3.7	14.8	8.1	6.3	10.6	9.8	8.9	10.3	8.1	9.7
	Increased digital/cyber security by decentralizing information	%	10.6	9.0	8.0	14.0	11.1	5.4	10.4	10.8	11.8	11.6	8.8
	Minimize control from large financial institutions	%	19.2	19.3	16.2	18.9	21.1	22.4	21.0	17.4	21.2	18.6	18.2
	Reduce financial access barriers (i.e. bad credit or no credit)	%	13.1	15.6	12.7	12.6	12.4	15.0	13.1	13.0	18.0	14.6	8.0
	Ease of access and transferability between users globally	%	21.7	21.9	23.6	19.7	20.4	25.9	22.4	21.0	20.9	22.3	21.8
	7	%	1.7	2.3	2.7	0.7	1.9	2.1	2.8	0.6	1.2	1.1	2.5
	Money laundering/illegal activities	%	0.1	0.0	0.0	0.0	0.0	0.6	0.2	0.0	0.0	0.0	0.2
	Other	%	0.1	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.2
	Unsure	%	15.6	20.4	12.4	16.2	18.4	13.0	10.8	20.2	7.5	13.6	23.4

Please rank the top three most important advantages of cryptocurrencies, where 1 is the most important advantage, 2 the second most important advantage, and 3 the third most important advantage. [RANDOMIZE]

Question – Rank 2	Total	Unwgt N	Region					Gender		Age			
			Canada 2022-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
			798	73	208	246	151	120	411	387	242	276	280
		Wgt N	796	50	189	306	143	108	415	382	244	282	270
	Greater control of where data is stored and how it's being used	%	13.4	10.8	11.8	16.2	8.5	16.2	12.0	15.0	16.7	12.4	11.6
	Lower risk for failure as data is not stored on a single server but on a global network	%	12.7	12.7	11.6	13.3	16.3	8.4	13.3	12.1	11.6	12.8	13.8
	Increased digital/cyber security by decentralizing information	%	15.1	14.8	15.6	14.4	15.8	15.6	17.1	13.0	15.1	15.2	15.0
	Minimize control from large financial institutions	%	21.9	26.0	24.3	22.1	21.5	16.0	23.8	19.9	19.1	24.2	22.1
	Reduce financial access barriers (i.e. bad credit or no credit)	%	17.6	18.0	15.2	17.5	20.7	18.2	15.7	19.7	15.9	17.6	19.3
	Ease of access and transferability between users globally	%	17.5	17.7	18.7	15.3	16.3	23.3	16.5	18.6	20.9	17.2	14.7
	Nothing/not interested	%	0.2	0.0	0.5	0.0	0.0	0.8	0.4	0.0	0.0	0.0	0.7
	Money laundering/illegal activities	%	0.1	0.0	0.0	0.0	0.0	0.8	0.2	0.0	0.0	0.0	0.3
	Can be used for gaming	%	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0.0	0.0	0.2
	Unsure	%	1.2	0.0	2.3	1.2	0.5	0.7	0.9	1.6	0.7	0.6	2.3



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Please rank the top three most important advantages of cryptocurrencies, where 1 is the most important advantage, 2 the second most important advantage, and 3 the third most important advantage. [RANDOMIZE]

Question – Rank 3	Total	Unwgt N	Region					Gender		Age			
			Canada 2022-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
			592	51	156	181	116	88	307	285	201	220	171
		Wgt N	600	36	139	227	117	81	319	281	206	226	169
	Greater control of where data is stored and how it's being used	%	13.8	10.2	14.2	11.8	17.7	14.4	13.9	13.6	15.6	13.0	12.4
	Lower risk for failure as data is not stored on a single server but on a global network	%	16.1	25.8	11.9	14.8	18.9	18.9	15.7	16.5	17.8	15.6	14.9
	Increased digital/cyber security by decentralizing information	%	19.1	14.1	22.6	19.9	19.3	12.7	18.7	19.5	16.7	17.8	23.8
	Minimize control from large financial institutions	%	13.1	10.9	13.7	12.1	11.2	18.7	14.7	11.3	15.9	14.2	8.3
	Reduce financial access barriers (i.e. bad credit or no credit)	%	17.8	10.5	21.4	19.2	16.7	12.7	17.8	17.8	15.3	18.8	19.5
	Ease of access and transferability between users globally	%	19.4	24.1	15.6	22.2	15.9	21.5	17.9	21.2	17.9	19.8	20.8
	Investment tool/make gains	%	0.5	4.4	0.0	0.0	0.4	1.1	0.9	0.0	0.8	0.4	0.3
	Other	%	0.2	0.0	0.6	0.0	0.0	0.0	0.3	0.0	0.0	0.4	0.0



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Question – What is your top concern, if any, when it comes to the introduction and use of cryptocurrencies in the Canadian financial marketplace? [OPEN]	Total		Region					Gender		Age			
			Canada 2022-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
			Unwgt N										
		Wgt N	815	86	195	243	169	122	405	410	204	267	344
		%	811	57	184	304	157	109	394	417	205	270	335
	Cybersecurity/ cyberattacks/ hacking/ scams	%	22.4	19.4	24.8	22.0	18.3	26.9	20.5	24.1	16.9	29.1	20.3
	Lack of regulation/ laws	%	8.4	9.2	3.4	8.8	12.0	9.7	9.0	7.7	5.3	8.2	10.4
	Seems unstable/ volatile	%	9.2	2.9	10.2	12.1	6.0	7.4	12.1	6.4	10.2	7.7	9.8
	Don't know enough about it/ lack of understanding	%	11.0	12.6	6.2	12.7	13.6	9.3	7.9	13.8	7.0	9.2	14.8
	None/ no concerns	%	7.0	9.5	7.3	6.0	9.1	4.9	8.0	6.1	12.1	5.5	5.1
	Environmental impact/energy used to mine cryptocurrencies	%	1.3	1.1	2.1	0.7	1.1	1.6	1.5	1.1	2.4	2.0	0.0
	Risk/ potential lack of safety	%	5.7	5.7	5.2	5.7	4.4	8.2	5.1	6.2	5.7	5.8	5.6
	Lack of trust/ uncertain if it can be trusted	%	6.1	9.1	5.1	6.7	5.7	5.0	5.8	6.4	5.9	4.8	7.2
	Acceptance	%	1.3	0.0	0.5	1.5	1.0	3.4	2.0	0.7	0.0	1.0	2.4
	Accessibility	%	1.3	1.1	1.0	1.6	1.3	0.7	0.3	2.2	0.8	0.7	2.1
	Devaluing the dollar/ taking over physical money	%	1.4	1.5	1.0	1.5	1.3	1.7	1.2	1.6	2.7	0.7	1.1
	Facilitates money laundering/ tax avoidance	%	2.6	0.9	3.9	2.1	2.0	3.2	3.2	1.9	1.5	2.6	3.1
	Losing money/ investment/ it isn't real/ it can just disappear	%	4.7	5.6	4.9	5.6	2.9	4.2	3.6	5.7	5.4	3.4	5.4
	The economy failing/ market crashing	%	2.1	3.2	1.7	1.3	3.4	2.6	3.6	0.7	4.7	1.0	1.4
	Opposed to it/ not interested	%	1.1	4.8	1.8	0.4	0.7	0.7	1.3	0.9	1.5	0.7	1.2
	Wealth gaps/ it is only for those with lots of money	%	0.9	0.0	0.3	1.6	1.0	0.0	1.3	0.4	1.1	0.4	1.0
	Lack of control/monitoring	%	0.4	0.0	1.4	0.0	0.5	0.0	0.4	0.4	0.4	0.6	0.3
	Government interference	%	1.5	1.2	0.9	1.7	1.6	1.8	1.8	1.2	1.3	2.7	0.6
	Being left behind	%	0.9	0.0	1.3	0.0	3.3	0.0	0.8	1.0	1.5	0.3	1.1
	Other	%	4.1	2.8	7.6	2.8	3.5	3.6	5.8	2.6	8.0	3.4	2.4
	Unsure	%	6.8	9.6	9.3	5.0	7.3	5.2	4.6	8.8	5.5	10.2	4.8



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Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Region					Gender		Age			
			Canada	Atlantic	Quebec	Ontario	Prairies	British	Male	Female	18	35	55
			2022-04					Columbia			to	to	plus
Question – The Government of Canada introducing a strategy for Canada’s digital economy to create a more accessible, inclusive, and effective financial ecosystem that includes the use of digital assets like cryptocurrencies	Total	Unwgt N	1001	100	251	303	198	149	497	504	274	334	393
		Wgt N	998	67	233	381	185	133	488	510	272	340	386
	Support	%	13.4	15.7	9.6	15.0	14.2	13.5	17.2	9.8	17.7	12.7	11.1
	Somewhat support	%	34.2	23.4	32.8	35.4	37.5	34.4	35.6	32.9	35.9	39.3	28.6
	Somewhat oppose	%	13.8	15.3	14.5	13.8	11.4	15.4	15.3	12.5	17.3	9.8	14.9
	Oppose	%	15.1	13.7	20.8	15.0	11.6	10.9	16.1	14.2	9.6	13.0	20.8
	Unsure	%	23.4	32.0	22.4	20.8	25.2	25.7	15.9	30.6	19.4	25.2	24.6

Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Region					Gender		Age			
			Canada	Atlantic	Quebec	Ontario	Prairies	British	Male	Female	18	35	55
			2022-04					Columbia			to	to	plus
Question – The Federal Government working with cryptocurrency experts and Canadians to introduce new regulations or laws around cryptocurrency to protect the public interest	Total	Unwgt N	998	100	251	303	197	147	496	502	273	333	392
		Wgt N	995	67	233	381	184	131	487	508	271	339	385
	Support	%	25.8	31.7	21.2	26.3	24.1	32.3	27.1	24.7	20.8	21.9	32.9
	Somewhat support	%	34.2	27.0	32.8	36.2	34.7	33.8	36.2	32.2	41.0	36.5	27.3
	Somewhat oppose	%	9.2	11.0	12.2	8.2	7.4	8.3	9.9	8.5	11.5	10.0	6.9
	Oppose	%	12.6	6.3	16.6	12.9	13.3	6.6	13.4	11.8	8.1	11.6	16.6
	Unsure	%	18.2	24.0	17.1	16.4	20.5	19.1	13.4	22.8	18.6	20.1	16.3

Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Region					Gender		Age			
			Canada	Atlantic	Quebec	Ontario	Prairies	British	Male	Female	18	35	55
			2022-04					Columbia			to	to	plus
Question – Strengthening the country’s monetary sovereignty by having the Bank of Canada create a Canadian Central Bank Digital Currency (CBDC), such as a digital dollar	Total	Unwgt N	1000	100	250	303	198	149	497	503	274	334	392
		Wgt N	996	67	231	381	185	133	488	509	272	340	384
	Support	%	12.9	15.0	9.9	15.0	10.6	14.3	16.1	9.8	13.1	12.8	12.8
	Somewhat support	%	30.6	22.0	27.3	30.5	38.4	29.7	34.7	26.6	37.8	30.9	25.1
	Somewhat oppose	%	13.2	14.6	17.1	13.9	8.6	10.0	13.5	12.9	14.1	12.1	13.5
	Oppose	%	17.6	16.1	19.9	16.5	17.0	18.7	17.9	17.4	12.5	15.0	23.6
	Unsure	%	25.7	32.3	25.8	24.1	25.4	27.3	17.9	33.2	22.5	29.2	25.0



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Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Region					Gender		Age			
			Canada 2022-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Consumers having the choice to use cryptocurrencies as a payment method to buy everyday goods and services	Total	Unwgt N	1001	100	251	303	198	149	497	504	274	334	393
		Wgt N	998	67	233	381	185	133	488	510	272	340	386
	Support	%	16.5	9.9	16.9	16.2	17.6	18.4	20.2	12.9	24.0	16.3	11.3
	Somewhat support	%	32.7	34.9	25.4	36.2	35.8	29.6	35.0	30.4	39.8	38.1	22.8
	Somewhat oppose	%	16.3	11.3	17.6	18.2	14.9	12.9	17.0	15.5	13.7	12.6	21.4
	Oppose	%	13.1	15.3	18.1	11.5	9.8	12.9	13.3	13.1	7.0	8.6	21.5
	Unsure	%	21.4	28.7	22.0	17.9	21.9	26.2	14.5	28.1	15.5	24.4	23.0

Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Region					Gender		Age			
			Canada 2022-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Canadians having the choice to receive payment in cryptocurrencies	Total	Unwgt N	998	99	251	302	198	148	496	502	274	332	392
		Wgt N	995	66	233	380	185	132	487	508	272	338	385
	Support	%	15.6	12.2	13.0	17.3	16.6	15.4	19.8	11.5	24.5	13.7	10.9
	Somewhat support	%	34.0	27.9	27.1	36.8	39.5	33.9	34.5	33.6	38.5	38.4	27.0
	Somewhat oppose	%	14.3	10.6	17.5	15.5	12.0	9.9	14.4	14.1	12.4	14.4	15.5
	Oppose	%	14.2	14.5	19.6	12.5	11.2	13.5	15.7	12.8	7.9	8.9	23.2
	Unsure	%	22.0	34.8	22.8	17.9	20.8	27.4	15.7	28.0	16.7	24.6	23.4

Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Region					Gender		Age			
			Canada 2022-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Cryptocurrencies and digital assets having an important role to play alongside other traditional payments methods to make our financial system more resilient in today's digital economy	Total	Unwgt N	1001	100	251	303	198	149	497	504	274	334	393
		Wgt N	998	67	233	381	185	133	488	510	272	340	386
	Support	%	13.3	13.2	10.6	12.8	17.9	13.0	17.9	8.8	19.7	13.6	8.3
	Somewhat support	%	32.1	25.5	31.3	34.9	31.8	29.3	34.9	29.4	42.2	34.1	23.2
	Somewhat oppose	%	14.7	11.6	15.1	15.3	12.7	16.6	14.5	14.8	13.9	12.2	17.4
	Oppose	%	14.5	18.3	17.6	13.8	13.2	11.0	14.6	14.4	6.5	11.8	22.5
	Unsure	%	25.5	31.4	25.5	23.3	24.4	30.1	18.1	32.5	17.6	28.3	28.5



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On a scale of 0 to 10, where 0 is not at all credible and 10 is very credible, how would you rate the credibility of cryptocurrencies in the following: [RANDOMIZE]

			Region					Gender		Age				
			Canada	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to	35 to	55	
			2022-04								34	54	plus	
Question – To protect Canadians against rising inflation	Total	Unwgt N	999	100	249	303	198	149	496	503	273	333	393	
		Wgt N	997	67	231	381	185	133	487	510	272	339	386	
		Mean	4.5	4.0	4.4	4.6	4.4	4.4	4.5	4.5	5.7	4.9	3.1	
		Median	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	6.0	5.0	2.0	
		Not at all credible (0)	%	16.8	21.9	18.4	15.0	17.8	15.5	18.7	15.0	7.7	13.2	26.5
	1	%	5.1	3.4	4.4	6.1	5.1	4.3	4.0	6.2	1.4	3.8	8.8	
	2	%	3.3	0.9	3.0	3.2	1.9	7.3	3.6	3.0	3.1	2.5	4.1	
	3	%	5.1	3.7	4.1	5.3	6.4	5.6	5.4	4.9	4.1	6.0	5.1	
	4	%	4.7	3.0	6.3	5.4	3.1	3.4	5.0	4.5	4.9	5.6	3.9	
	5	%	11.8	14.8	13.6	12.1	7.6	12.4	12.1	11.6	13.4	13.6	9.2	
	6	%	7.4	5.3	6.8	8.8	6.0	7.3	7.6	7.2	9.7	8.8	4.5	
	7	%	8.8	4.1	8.4	10.6	10.0	4.9	11.1	6.6	14.9	8.8	4.5	
	8	%	7.7	3.9	6.7	9.5	7.8	5.7	7.8	7.5	13.0	8.5	3.2	
	9	%	4.2	4.6	5.2	3.0	4.6	5.2	4.8	3.7	6.6	5.7	1.2	
		Very credible (10)	%	4.5	4.9	4.3	4.7	3.4	6.0	3.8	5.3	4.3	4.6	4.6
	Unsure	%	20.5	29.4	18.9	16.3	26.2	22.5	16.0	24.7	16.8	18.8	24.5	

On a scale of 0 to 10, where 0 is not at all credible and 10 is very credible, how would you rate the credibility of cryptocurrencies in the following: [RANDOMIZE]

			Region					Gender		Age				
			Canada	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to	35 to	55	
			2022-04								34	54	plus	
Question – To help Canadians get through uncertain economic times	Total	Unwgt N	1001	100	251	303	198	149	497	504	274	334	393	
		Wgt N	998	67	233	381	185	133	488	510	272	340	386	
		Mean	4.5	4.2	4.4	4.7	4.4	4.4	4.6	4.5	5.6	5.0	3.2	
		Median	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	6.0	5.0	2.0	
		Not at all credible (0)	%	16.3	22.9	19.2	12.6	17.0	17.5	17.3	15.3	6.8	13.3	25.7
	1	%	3.9	1.7	2.0	6.2	3.0	3.1	3.3	4.5	2.4	2.4	6.3	
	2	%	4.2	5.1	3.8	3.4	4.7	5.8	4.9	3.5	2.2	3.3	6.3	
	3	%	5.3	2.2	3.2	6.8	5.8	5.4	5.5	5.0	6.2	5.1	4.8	
	4	%	4.7	3.9	8.1	4.5	3.2	1.9	4.6	4.8	7.6	4.0	3.3	
	5	%	11.8	13.4	10.2	12.3	11.0	13.6	11.6	12.0	12.1	13.1	10.5	
	6	%	9.5	8.2	7.4	10.9	10.0	9.7	11.3	7.8	13.1	12.2	4.7	
	7	%	10.5	6.0	11.6	10.9	10.4	10.1	11.8	9.3	18.0	11.0	4.9	
	8	%	7.0	7.0	7.5	7.2	8.4	3.6	7.5	6.5	10.3	9.1	2.8	
	9	%	3.0	3.9	2.8	2.5	2.4	4.9	3.4	2.6	3.5	5.0	0.8	
		Very credible (10)	%	4.4	4.9	4.3	5.7	2.2	3.8	4.2	4.6	4.9	3.6	4.8
	Unsure	%	19.3	20.9	20.0	17.0	21.9	20.6	14.5	24.0	13.0	17.9	25.1	

Nanos conducted an online representative survey of 1,003 Canadians, 18 years of age or older, between April 20th to 22nd, 2022.

www.nanos.co



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On a scale of 0 to 10, where 0 is not at all credible and 10 is very credible, how would you rate the credibility of cryptocurrencies in the following: [RANDOMIZE]

		Region						Gender		Age				
		Canada 2022-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus		
Question – As an asset Canadians can hold as part of their overall investments	Total	Unwgt N	999	100	251	302	197	149	497	502	273	333	393	
		Wgt N	997	67	233	380	184	133	488	509	272	340	386	
		Mean	5.2	4.7	5.1	5.3	5.3	5.1	5.3	5.1	6.1	5.6	4.2	
		Median	5.0	5.0	5.0	5.0	6.0	5.0	6.0	5.0	6.0	6.0	5.0	
		Not at all credible (0)	%	10.7	15.0	12.7	8.3	12.1	10.0	11.5	9.9	3.8	8.1	17.8
		1	%	3.3	3.2	3.7	3.9	2.4	2.5	3.0	3.6	2.5	2.8	4.4
		2	%	3.9	4.3	1.2	4.9	1.6	8.5	4.4	3.4	2.7	2.2	6.2
		3	%	4.3	4.6	4.6	3.6	5.3	4.4	3.8	4.8	2.6	4.3	5.5
		4	%	4.6	2.7	5.8	5.2	1.9	5.1	4.8	4.4	4.9	5.0	4.0
		5	%	14.8	13.9	13.4	17.3	12.9	13.0	14.3	15.3	15.9	14.4	14.2
		6	%	9.7	6.1	9.0	9.1	11.6	11.7	10.7	8.7	11.7	12.1	6.1
		7	%	11.3	11.4	6.4	13.0	15.3	9.3	13.7	9.0	17.4	13.0	5.5
		8	%	10.6	6.7	10.5	10.1	13.8	9.8	11.3	9.9	16.2	9.8	7.4
		9	%	4.0	2.9	6.7	3.6	2.4	3.4	4.7	3.4	4.9	6.2	1.6
		Very credible (10)	%	5.9	6.6	5.1	6.3	4.7	7.4	6.1	5.6	5.4	6.3	5.8
	Unsure	%	16.9	22.5	21.0	14.6	16.0	15.0	11.7	22.0	12.0	15.8	21.4	



2022-2107 – Web3 Council – Survey – STAT SHEET By Possession of Digital Assets

Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable doing the following: [RANDOMIZE]

			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – Paying bills online	Total	Unwgt N	997	225	772
		Wgt N	996	233	763
	Comfortable	%	75.8	80.3	74.4
	Somewhat comfortable	%	18.5	17.2	19.0
	Somewhat uncomfortable	%	3.1	1.3	3.6
	Uncomfortable	%	1.9	0.4	2.4
	Unsure	%	0.7	0.8	0.7

Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable doing the following: [RANDOMIZE]

			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – Transferring funds to a person using email	Total	Unwgt N	996	225	771
		Wgt N	995	233	762
	Comfortable	%	53.2	63.4	50.1
	Somewhat comfortable	%	27.8	26.7	28.2
	Somewhat uncomfortable	%	8.9	7.1	9.5
	Uncomfortable	%	7.8	1.6	9.7
	Unsure	%	2.3	1.2	2.6

Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable doing the following: [RANDOMIZE]

			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – Networking for work on the internet	Total	Unwgt N	995	225	770
		Wgt N	994	233	761
	Comfortable	%	35.8	49.9	31.4
	Somewhat comfortable	%	32.9	36.2	31.9
	Somewhat uncomfortable	%	12.0	7.6	13.3
	Uncomfortable	%	7.3	3.1	8.6
	Unsure	%	12.1	3.1	14.8



2022-2107 – Web3 Council – Survey – STAT SHEET By Possession of Digital Assets

Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable doing the following: [RANDOMIZE]

			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – Meeting new friends on the internet	Total	Unwgt N	996	225	771
		Wgt N	995	233	762
	Comfortable	%	20.7	31.3	17.4
	Somewhat comfortable	%	31.2	40.8	28.3
	Somewhat uncomfortable	%	22.4	16.4	24.2
	Uncomfortable	%	20.3	9.2	23.7
	Unsure	%	5.4	2.3	6.3

			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – So we can group responses, which of the following do you have? (select all that apply)	Total	Unwgt N	997	225	772
		Wgt N	996	233	763
	I have a chequing account	%	94.2	91.5	95.0
	I have a savings account	%	80.8	81.8	80.5
	I have a tax-free savings account (TFSA)	%	60.7	69.0	58.2
	I have a registered retirement savings plan (RRSP)	%	50.5	54.9	49.1
	I have a registered retirement income fund (RRIF)	%	10.3	4.2	12.2
	I have a registered education savings plan (RESP)	%	13.7	22.3	11.1
	I have a non-registered investment bank account (i.e. cash account, margin account, derivatives, options or futures)	%	19.2	23.2	18.0
	I have a cryptocurrency wallet	%	9.6	39.2	0.6
	I have a student bank account	%	3.4	5.8	2.6
	I do not have a bank account	%	0.2	0.4	0.1
	I have a GIC/stocks/bonds	%	0.1	0.3	0.1
	I have a registered disability savings plan (RDSP)	%	0.5	0.7	0.4
	I have a securities account	%	0.1	0.0	0.1
	Other (please specify)	%	0.2	0.0	0.2
	Unsure	%	1.1	1.0	1.2



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			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – On a scale from 0 to 10, where 0 is not at all knowledgeable and 10 is very knowledgeable, how would you rate your level of knowledge of banking and finances in general?	Total	Unwgt N	992	223	769
		Wgt N	989	231	758
		Mean	6.7	7.1	6.6
		Median	7.0	7.0	7.0
	Not at all knowledgeable (0)	%	0.4	0.0	0.5
	1	%	0.6	0.0	0.8
	2	%	1.1	1.8	0.9
	3	%	3.2	1.2	3.8
	4	%	4.4	5.4	4.1
	5	%	14.2	10.4	15.4
	6	%	14.5	10.1	15.8
	7	%	24.8	26.6	24.2
	8	%	21.7	23.1	21.3
	9	%	8.1	11.9	6.9
Very knowledgeable (10)	%	5.8	9.1	4.7	
Unsure	%	1.2	0.4	1.5	

			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – Thinking about the level of acceptable risk you take for your personal investments, which of the following statements best describes you. [RANDOMIZE]	Total	Unwgt N	997	225	772
		Wgt N	996	233	763
	I am most comfortable making high risk investments in exchange for higher variable returns	%	10.0	24.6	5.6
	I am most comfortable making lower risk investments for lower stable returns	%	32.1	30.0	32.7
	I am most comfortable making investments that have a mix of higher variable returns and lower stable returns	%	30.7	37.4	28.7
	I do not make personal investments	%	20.9	4.4	26.0
	Unsure	%	6.3	3.6	7.1



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			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?	Total	Unwgt N	997	225	772
		Wgt N	996	233	763
	I currently have investments in digital assets	%	13.6	58.2	0.0
	I have had investments in digital assets	%	9.8	41.8	0.0
	I have never had investments in digital assets	%	76.6	0.0	100.0

			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – Prior to today, have you heard or not heard of cryptocurrency, a type of digital currency created using computer algorithms?	Total	Unwgt N	992	224	768
		Wgt N	990	232	758
	Heard	%	92.1	93.2	91.8
	Not heard	%	7.9	6.8	8.2

			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – [IF HEARD] On a scale of 0 to 10, where 0 is very negative and 10 is very positive, please rate your impression of cryptocurrency?	Total	Unwgt N	908	209	699
		Wgt N	910	216	694
		Mean	4.3	6.6	3.5
		Median	5.0	7.0	4.0
	Very negative impression (0)	%	13.6	1.2	17.5
	1	%	4.3	1.2	5.2
	2	%	6.9	1.5	8.6
	3	%	8.6	2.9	10.4
	4	%	7.2	4.3	8.1
	5	%	17.4	11.8	19.2
	6	%	10.6	19.2	7.9
	7	%	10.0	24.3	5.5
	8	%	5.7	17.8	1.9
	9	%	2.0	4.5	1.2
Very positive impression (10)	%	2.6	9.3	0.5	
Unsure	%	11.1	2.0	13.9	



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Question – Why do you have that opinion? [OPEN]	Total	Unwgt N	Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
		Wgt N	799	170	629
		%	803	179	625
I don't know enough about it/don't understand it		%	28.8	12.1	33.5
It is volatile/risky/unstable		%	17.2	13.2	18.3
Promising alternative investment tool/it's the future		%	11.3	32.6	5.2
It's shady/unregulated//scam/don't trust it		%	16.0	7.3	18.5
Bad for the environment/uses a lot of energy		%	1.7	0.0	2.1
From what I heard/read/know		%	4.6	5.6	4.4
It's good/interesting		%	4.7	14.8	1.8
None/no reason		%	1.9	2.3	1.8
Not interested/don't like it		%	1.7	0.9	2.0
Too new/not proven yet		%	2.6	2.2	2.6
Not real/tangible/nothing backing it		%	3.3	0.5	4.1
Just a fad/trend		%	1.4	0.0	1.8
I prefer real money		%	0.2	0.0	0.3
Other		%	1.7	4.0	1.1
Unsure		%	2.8	4.6	2.3



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Cryptocurrencies are a type of digital currency created using computer algorithms. Cryptocurrency is decentralized digital money, based on blockchain technology. It is a form of currency that can be exchanged online for goods and services. These currencies are based on decentralized systems that record transactions, which are not backed by the government. These systems consist of peer-to-peer networks in which the computers of those involved in digital currency transactions make up the network.

Please rank the top three most important advantages of cryptocurrencies, where 1 is the most important advantage, 2 the second most important advantage, and 3 the third most important advantage. [RANDOMIZE]

Question – Rank 1	Total	Unwgt N	Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
			974	222	752
		Wgt N	970	230	740
	Greater control of where data is stored and how it's being used	%	8.7	9.3	8.6
	Lower risk for failure as data is not stored on a single server but on a global network	%	9.3	12.2	8.4
	Increased digital/cyber security by decentralizing information	%	10.6	13.2	9.8
	Minimize control from large financial institutions	%	19.2	22.3	18.2
	Reduce financial access barriers (i.e. bad credit or no credit)	%	13.1	15.2	12.5
	Ease of access and transferability between users globally	%	21.7	23.1	21.3
	Nothing/not interested	%	1.7	1.7	1.7
	Money laundering/illegal activities	%	0.1	0.0	0.1
	Other	%	0.1	0.3	0.0
	Unsure	%	15.4	2.8	19.4

Please rank the top three most important advantages of cryptocurrencies, where 1 is the most important advantage, 2 the second most important advantage, and 3 the third most important advantage. [RANDOMIZE]

Question – Rank 2	Total	Unwgt N	Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
			795	213	582
		Wgt N	794	220	574
	Greater control of where data is stored and how it's being used	%	13.3	15.0	12.7
	Lower risk for failure as data is not stored on a single server but on a global network	%	12.8	12.5	12.9
	Increased digital/cyber security by decentralizing information	%	15.2	18.7	13.8
	Minimize control from large financial institutions	%	22.0	22.2	21.9
	Reduce financial access barriers (i.e. bad credit or no credit)	%	17.7	15.1	18.7
	Ease of access and transferability between users globally	%	17.4	16.1	17.9
	Nothing/not interested	%	0.2	0.0	0.3
	Money laundering/illegal activities	%	0.1	0.0	0.1
	Can be used for gaming	%	0.1	0.0	0.1
	Unsure	%	1.2	0.3	1.6



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Please rank the top three most important advantages of cryptocurrencies, where 1 is the most important advantage, 2 the second most important advantage, and 3 the third most important advantage. [RANDOMIZE]

			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – Rank 3	Total	Unwgt N	589	192	397
		Wgt N	598	198	400
	Greater control of where data is stored and how it's being used	%	13.8	16.8	12.3
	Lower risk for failure as data is not stored on a single server but on a global network	%	16.2	12.5	18.0
	Increased digital/cyber security by decentralizing information	%	19.2	17.7	19.9
	Minimize control from large financial institutions	%	12.9	14.7	12.0
	Reduce financial access barriers (i.e. bad credit or no credit)	%	17.9	19.0	17.4
	Ease of access and transferability between users globally	%	19.4	18.2	20.0
	Investment tool/make gains	%	0.5	0.7	0.4
	Other	%	0.2	0.5	0.0

			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – What is your top concern, if any, when it comes to the introduction and use of cryptocurrencies in the Canadian financial marketplace? [OPEN]	Total	Unwgt N	812	170	642
		Wgt N	809	175	634
	Cybersecurity/ cyberattacks/ hacking/ scams	%	22.4	24.7	21.8
	Lack of regulation/ laws	%	8.4	5.5	9.2
	Seems unstable/ volatile	%	9.2	10.4	8.9
	Don't know enough about it/ lack of understanding	%	10.8	2.1	13.2
	None/ no concerns	%	7.0	16.5	4.4
	Environmental impact/energy used to mine cryptocurrencies	%	1.3	1.7	1.2
	Risk/ potential lack of safety	%	5.7	5.3	5.8
	Lack of trust/ uncertain if it can be trusted	%	6.1	3.4	6.8
	Acceptance	%	1.3	1.4	1.3
	Accessibility	%	1.3	1.2	1.3
	Devaluing the dollar/ taking over physical money	%	1.4	1.6	1.3
	Facilitates money laundering/ tax avoidance	%	2.6	2.1	2.7
	Losing money/ investment/ it isn't real/ it can just disappear	%	4.7	3.0	5.2
	The economy failing/ market crashing	%	2.1	2.7	1.9
	Opposed to it/ not interested	%	1.1	0.0	1.4
	Wealth gaps/ it is only for those with lots of money	%	0.9	1.0	0.8
	Lack of control/monitoring	%	0.4	0.4	0.4
	Government interference	%	1.5	5.4	0.4
	Being left behind	%	0.9	0.0	1.2
	Other	%	4.1	6.4	3.5
	Unsure	%	6.7	5.3	7.1



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Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – The Government of Canada introducing a strategy for Canada’s digital economy to create a more accessible, inclusive, and effective financial ecosystem that includes the use of digital assets like cryptocurrencies	Total	Unwgt N	996	225	771
		Wgt N	994	233	762
	Support	%	13.4	24.1	10.2
	Somewhat support	%	34.3	45.2	31.0
	Somewhat oppose	%	13.9	12.8	14.2
	Oppose	%	15.0	9.3	16.7
	Unsure	%	23.4	8.5	27.9

Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – The Federal Government working with cryptocurrency experts and Canadians to introduce new regulations or laws around cryptocurrency to protect the public interest	Total	Unwgt N	993	225	768
		Wgt N	992	233	759
	Support	%	25.9	25.7	26.0
	Somewhat support	%	34.2	44.1	31.1
	Somewhat oppose	%	9.2	13.7	7.9
	Oppose	%	12.5	9.0	13.5
	Unsure	%	18.2	7.5	21.4

Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – Strengthening the country’s monetary sovereignty by having the Bank of Canada create a Canadian Central Bank Digital Currency (CBDC), such as a digital dollar	Total	Unwgt N	995	225	770
		Wgt N	993	233	760
	Support	%	12.9	23.7	9.7
	Somewhat support	%	30.5	39.4	27.8
	Somewhat oppose	%	13.1	16.1	12.2
	Oppose	%	17.7	10.4	19.9
	Unsure	%	25.7	10.4	30.4



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Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – Consumers having the choice to use cryptocurrencies as a payment method to buy everyday goods and services	Total	Unwgt N	996	225	771
		Wgt N	994	233	762
	Support	%	16.5	35.4	10.8
	Somewhat support	%	32.7	41.2	30.0
	Somewhat oppose	%	16.3	13.3	17.3
	Oppose	%	12.9	3.7	15.8
	Unsure	%	21.5	6.3	26.2

Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – Canadians having the choice to receive payment in cryptocurrencies	Total	Unwgt N	993	223	770
		Wgt N	992	230	761
	Support	%	15.6	34.3	9.9
	Somewhat support	%	34.2	41.9	31.8
	Somewhat oppose	%	14.3	11.7	15.1
	Oppose	%	14.1	5.0	16.8
	Unsure	%	21.9	7.0	26.4

Would you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
Question – Cryptocurrencies and digital assets having an important role to play alongside other traditional payments methods to make our financial system more resilient in today's digital economy	Total	Unwgt N	996	225	771
		Wgt N	994	233	762
	Support	%	13.3	27.3	9.0
	Somewhat support	%	32.2	48.3	27.2
	Somewhat oppose	%	14.7	13.5	15.1
	Oppose	%	14.4	4.1	17.6
	Unsure	%	25.4	6.8	31.1



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On a scale of 0 to 10, where 0 is not at all credible and 10 is very credible, how would you rate the credibility of cryptocurrencies in the following: [RANDOMIZE]

		Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?				
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets	
Question – To protect Canadians against rising inflation	Total	Unwgt N	994	224	770	
		Wgt N	993	232	761	
		Mean	4.5	6.4	3.8	
		Median	5.0	7.0	4.0	
		Not at all credible (0)	%	16.8	4.7	20.5
		1	%	5.1	1.3	6.3
		2	%	3.3	3.7	3.2
		3	%	5.1	3.7	5.5
		4	%	4.8	3.9	5.0
		5	%	11.9	11.8	11.9
		6	%	7.4	10.2	6.6
		7	%	8.8	15.8	6.7
		8	%	7.7	14.0	5.8
		9	%	4.2	9.7	2.5
	Very credible (10)	%	4.6	10.8	2.7	
	Unsure	%	20.4	10.4	23.4	

On a scale of 0 to 10, where 0 is not at all credible and 10 is very credible, how would you rate the credibility of cryptocurrencies in the following: [RANDOMIZE]

		Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?				
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets	
Question – To help Canadians get through uncertain economic times	Total	Unwgt N	996	225	771	
		Wgt N	994	233	762	
		Mean	4.5	6.3	3.8	
		Median	5.0	7.0	4.0	
		Not at all credible (0)	%	16.3	3.5	20.2
		1	%	3.9	2.0	4.5
		2	%	4.2	1.5	5.0
		3	%	5.3	6.0	5.1
		4	%	4.7	5.4	4.5
		5	%	11.8	10.9	12.0
		6	%	9.6	14.7	8.0
		7	%	10.5	18.3	8.1
		8	%	7.0	12.2	5.4
		9	%	3.0	7.4	1.6
	Very credible (10)	%	4.4	11.1	2.4	
	Unsure	%	19.3	6.9	23.1	



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On a scale of 0 to 10, where 0 is not at all credible and 10 is very credible, how would you rate the credibility of cryptocurrencies in the following: [RANDOMIZE]

Question – As an asset Canadians can hold as part of their overall investments	Total	Unwgt N	Have you ever had or do you currently have investments in digital assets (i.e. blockchain-based assets or cryptocurrencies)?		
			Canada 2022-04	I have/have had investments in digital assets	I have never had investments in digital assets
			994	224	770
		Wgt N	993	232	761
		Mean	5.2	7.0	4.6
		Median	6.0	7.0	5.0
	Not at all credible (0)	%	10.6	1.5	13.4
	1	%	3.3	2.1	3.7
	2	%	3.9	1.2	4.7
	3	%	4.3	0.8	5.4
	4	%	4.6	5.2	4.4
	5	%	14.7	10.3	16.0
	6	%	9.7	13.7	8.5
	7	%	11.3	17.4	9.5
	8	%	10.6	21.8	7.2
	9	%	4.1	7.5	3.0
	Very credible (10)	%	5.9	13.8	3.5
	Unsure	%	16.9	4.8	20.6