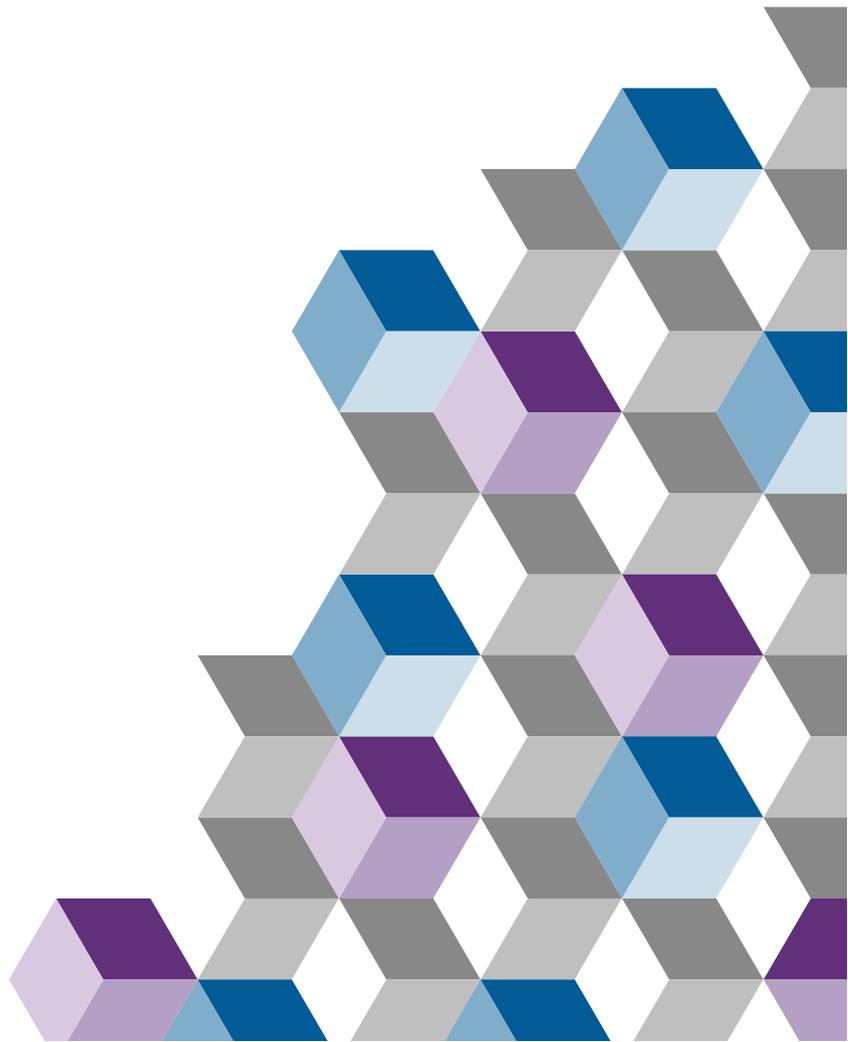
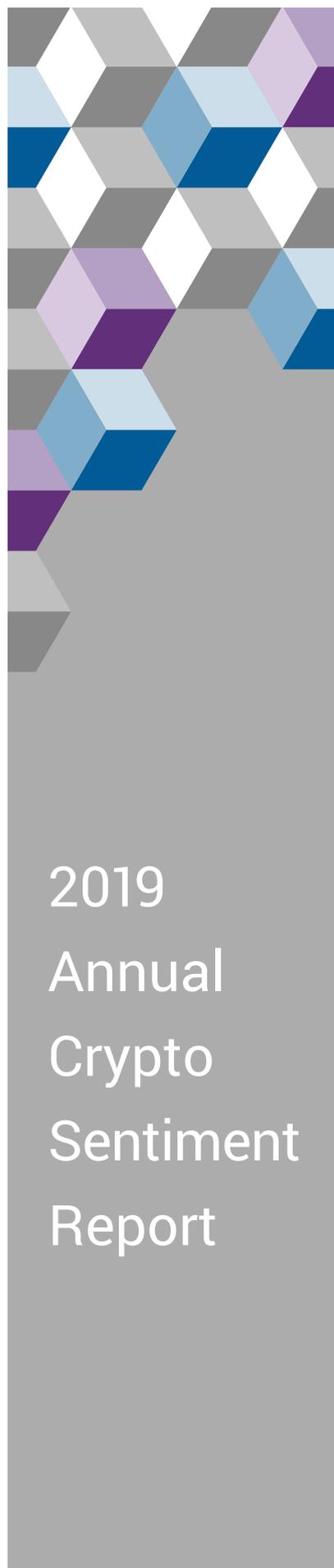




# 2019 Annual Crypto Sentiment Report





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We wanted to know how our user base felt about all of the events of 2018, and what their outlook is for 2019



## Introduction

CoinSchedule's Annual Crypto Sentiment Survey was conducted in December 2018, at a time when turmoil dominated the markets - Bitcoin had fallen by nearly a quarter in just a couple of weeks and lost over 80% of its value since its all-time high at the end of 2017.

We wanted to know how our user base felt about all of the events of 2018, and what their outlook is for 2019. For example, we wanted to explore whether the constant price drop in 2018 affected their enthusiasm and what would encourage them to buy more cryptocurrencies in the future.

We received over 150 responses to the survey in just three days, giving us a broadly representative sample of the crypto community.

We hope you find this report insightful and informative - please reach out to us if you have any questions.



# A look back at 2018

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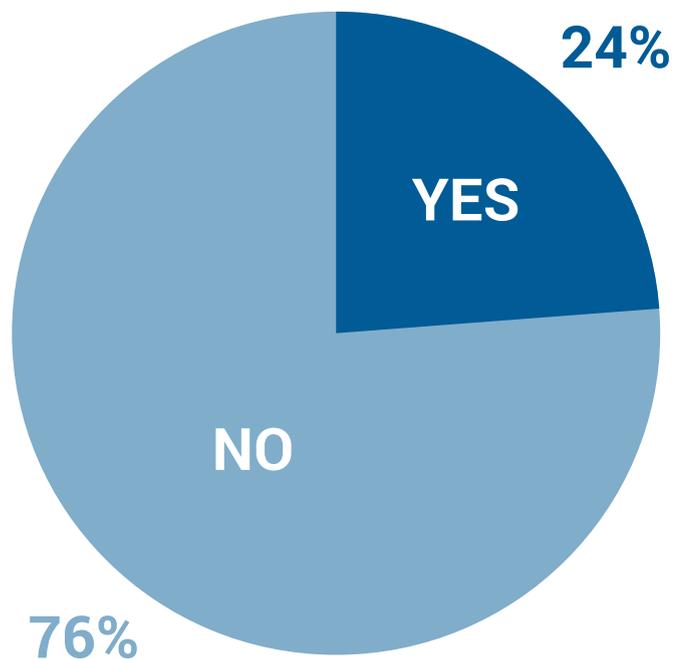
We started with questions focused on the year just gone, to understand people's thoughts about the events of this tumultuous twelve months for crypto.



## Did the price crash in 2018 reduce enthusiasm for cryptocurrencies?

Respondents reported a very high degree of enthusiasm for cryptocurrencies - with 76% stating that they had continued enthusiasm despite the price decreases experienced by most coins and tokens since the end of 2017.

Figure 1.



Respondents reported a very high degree of enthusiasm for cryptocurrencies





## Why have people bought cryptocurrencies?

Although most respondents claim to have bought crypto 'To profit from the investment' (83.8%), it is interesting to note that they remain enthusiastic despite the price drop (as seen in figure 1).

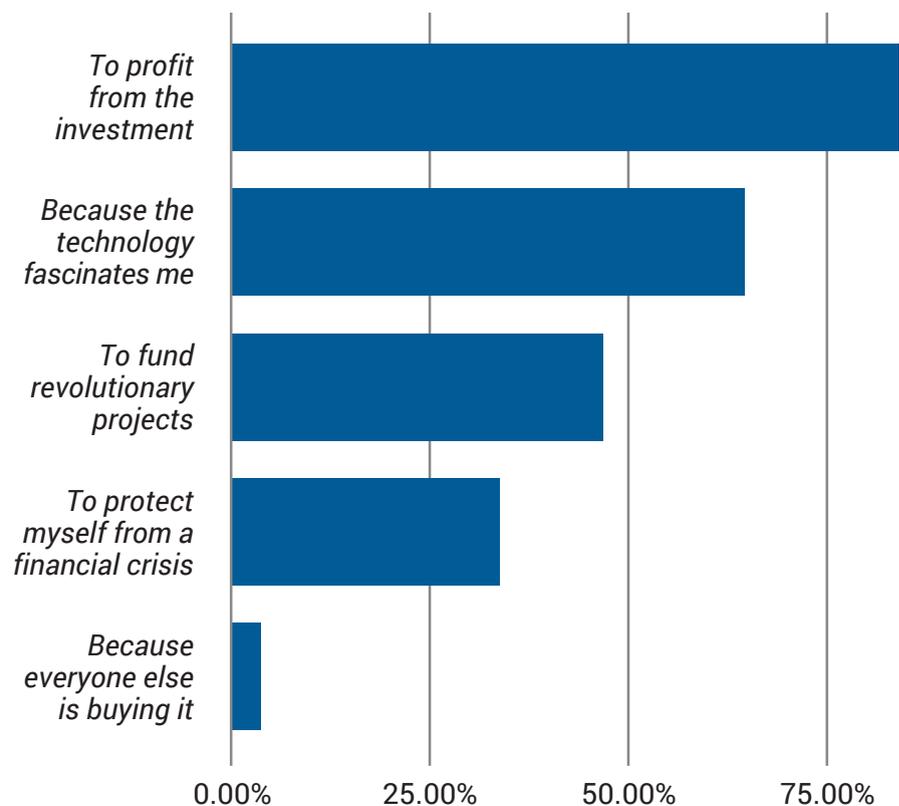
This may be due to the fact that most respondents bought cryptocurrency as they were fascinated by the technology and/or wanted to fund revolutionary projects - implying that they are, at least partially, investing in cryptocurrency as a concept, and are more likely to be focused on its long-term benefits and future appreciation, rather than seeing it as a get-rich-quick scheme.



They are, at least partially, investing in cryptocurrency as a concept, and are more likely to be focused on its long-term benefits



Figure 2.





## What are seen to be the main problems in the crypto sphere at the moment?

Scams dominate the concerns of respondents. This is unsurprising and very much in line with some of the negative media coverage received by the crypto sector during 2018.

In fact, a common theme between the top three most selected answers is lack of trust - or at least the apparent desire for safeguards to be put in place to ensure the crypto sector is safe and transparent.

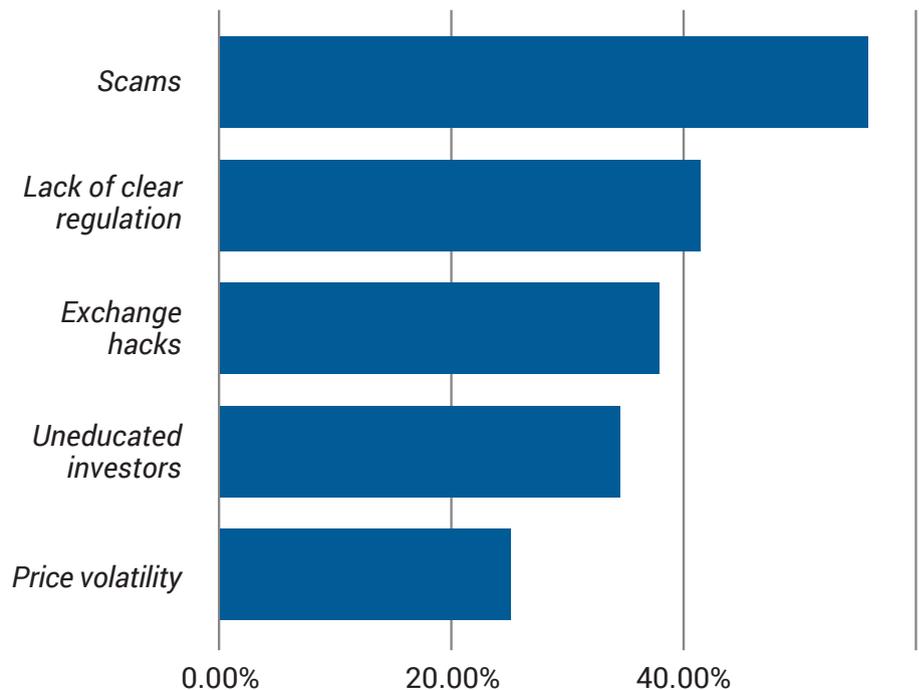
A key challenge for the industry in 2019 will be how to respond to these concerns. Trust has been a key area of concern for us at CoinSchedule, and these results reinforce our commitment to continue to focus on our TrustScore technology throughout 2019.



These results reinforce our commitment to continue to focus on our TrustScore technology throughout 2019



Figure 3.





# A look ahead to 2019

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Predictions are always difficult to make  
- nevertheless, we wanted to see what  
our community thought about prospects  
for the year ahead in crypto.

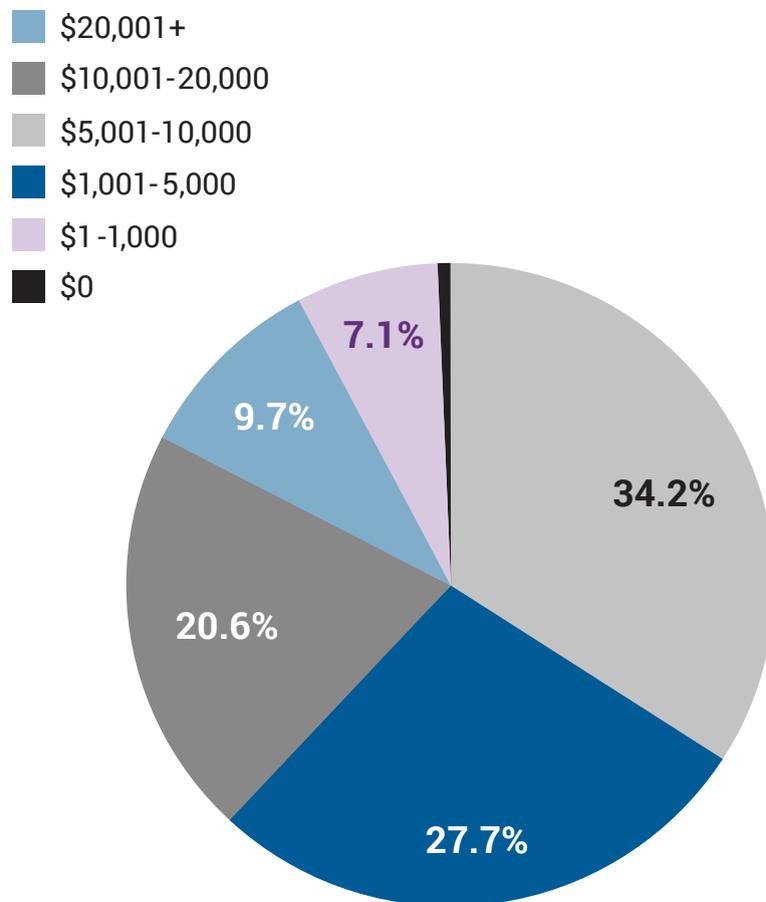


## Where do people expect the Bitcoin price to be by the end of 2019?

According to our respondents, the Bitcoin price should be somewhere between \$1,000 and \$10,000 by the end of 2019. Having said that, the results were not unanimous - nearly one-third feel that the price will exceed \$10,000 next year.

Whatever your personal predictions may be, it is clear that most people will be surprised if we see new all-time highs (or sub-\$1,000 prices) in the next 12 months.

Figure 4.



According to our respondents, the Bitcoin price should be somewhere between \$1,000 and \$10,000 by the end of 2019.



Most people chose improved cryptocurrency technology as the main reason for potentially looking to buy more cryptocurrency in future.

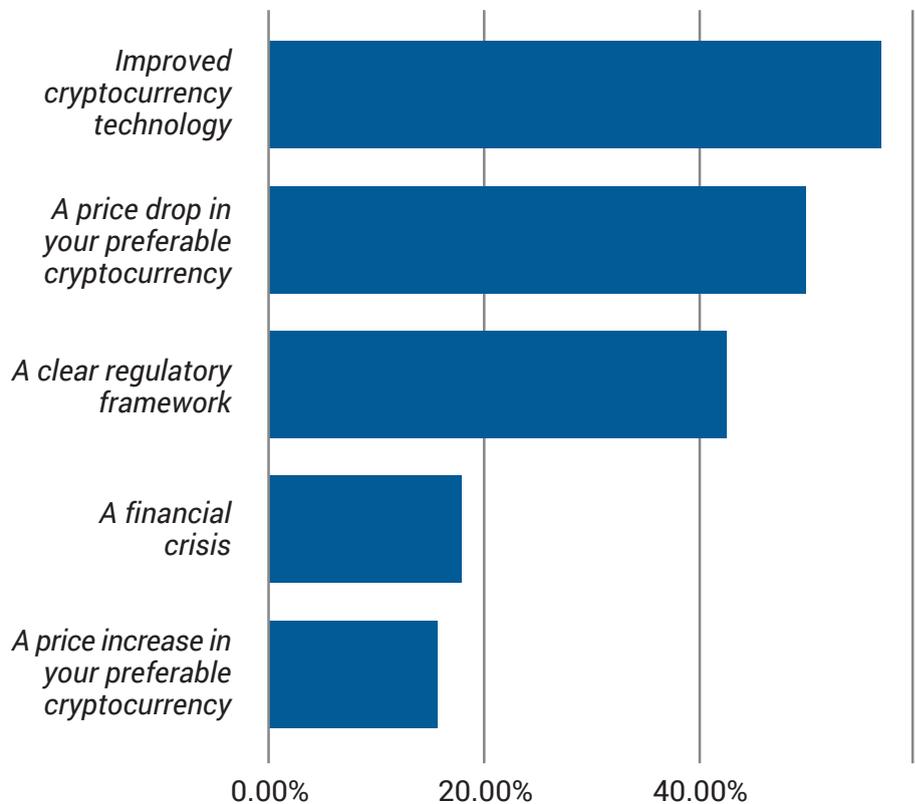


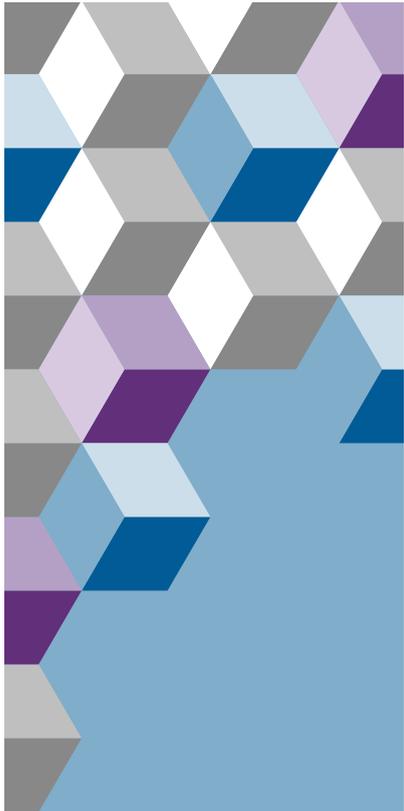
## What would incentivise people to buy more cryptocurrencies?

The scalability of cryptocurrency was a key talking point during 2018, which could explain why most people chose ‘improved cryptocurrency technology’ as the main reason for potentially looking to buy more cryptocurrency in future.

Notably, respondents gave ‘A clear regulatory framework’ as the third most important reason, again reflecting a very lively area of debate over the last twelve months.

Figure 5.





## Our take

Our Annual Crypto Sentiment Survey has thrown up some very interesting findings.

For us, there are three main takeaways:

- **Most of the respondents seem to be in crypto for the long-term** and regard factors such as technological development and regulation to be of paramount importance for crypto (as opposed to short-term price increases).
- To add to this, most respondents don't believe that we will see an all-time high in the Bitcoin price in 2019 - **they generally appear to take a fairly conservative view of the price outlook over the next twelve months.**
- **A common theme throughout the report is a lack of trust in the sector.** This is probably down to news coverage relating to cryptocurrency exchange hacks, ICO scams and lack of a clear regulatory framework. This is an area that we at CoinSchedule will continue to prioritise over the coming year and beyond.



Our Annual Crypto Sentiment Survey has thrown up some very interesting findings.



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*We hope you found this report helpful. We will aim to track and report on people's perceptions on a quarterly basis - let's see if and how these opinions change as 2019 progresses!*



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