

Bitpanda Partners with GlobalWebIndex to Produce Detailed Survey on Cryptocurrency Holders

[CommPRO](#) Editorial Staff



Bitpanda partnered with GlobalWebIndex to produce the most in-depth survey on European cryptocurrency holders with research across 17 European countries. The objective of the report was to draw on a wide set of data points to paint a holistic picture of European cryptocurrency investors. The goal was to provide an insight into the attitudes and behaviours that set them apart from the average investor.

Key findings of the research report include:

- Cryptocurrency holders tend to be young, highly educated, high-income males working in European financial centres in IT, engineering or finance.
- This stereotype is challenged by increasing diversity. 1 in 5 cryptocurrency holders are women, and 40% are over the age of 35.
- European cryptocurrency holders have technical knowledge, higher disposable income, and they tend to lean towards risk-taking.

- They pursue novelty and have a strong sense of economic empowerment.

“We wanted to demystify the people that shape the cryptocurrency industry. I’m hoping this report will help everyone to better understand who these people are, what their attitudes are, as well as their lifestyle, finance & investment behaviours.”, says Eric Demuth, CEO at [Bitpanda](#).

The report confirms that cryptocurrency holders are more likely to be risk-takers, value the latest technological products and try to protect their privacy. But while most cryptocurrency holders are men, one in every five cryptocurrency owners are female, challenging other surveys showing gender distributions that were more than 90% male.

Jason Mander, Chief Research Officer at GlobalWebIndex, comments, “When it comes to attitudes, there’s very little difference between men and women. The slight differences pale when we compare cryptocurrency holders to the general public”.

About Bitpanda

Bitpanda is a fintech based in Vienna, Austria founded in 2014 by Eric Demuth, Paul Klanschek and Christian Trummer. The company is a firm believer in the innovative power of cryptocurrencies, digitised assets and blockchain technology. Bitpanda’s mission is to tear down the barriers to investing and bring traditional financial products to the 21st century. Today, Bitpanda has more than 1 million users and 120 team members. With a PSD2 payment service provider license, state-of-the-art security and streamlined user experience, Bitpanda has grown into a popular trading platform for newbies and experts alike. Users can currently trade Bitcoin, Ethereum, gold and over 20 other digital assets.