



SHARESPOST

For Immediate Release

SharesPost Mid-Year Crypto Survey: Investors Remain Cautiously Optimistic Despite Correction

SAN FRANCISCO – Sept. 5, 2018 – Despite a steep market correction in cryptocurrencies, a majority of accredited and retail investors are planning to buy more digital securities over the next 12 months, according to the [Mid-Year Cryptocurrency and Blockchain](#) survey by SharesPost, the leading provider of liquidity solutions to the private growth asset class.

Bitcoin (BTC) and Ethereum (ETH) have declined about 48% since SharesPost's inaugural crypto survey in January 2018. However, 59% of the July survey respondents – a slightly lower percentage than in January – say they will allocate more capital to digital currencies over the next year.

“Based on our survey, crypto investors haven't lost faith and are planning to buy more,” said [Rohit Kulkarni](#), Managing Director and Head of Research of SharesPost, Inc. “Importantly, this survey indicates that this correction is separating long-term believers from short-term day traders. Investors remain bullish on Bitcoin and Ethereum over the next 18 months because they are the leading digital currencies globally. Both enjoy relatively low correlation to other asset classes and can be an ideal way for investors to diversify a portfolio of stocks and bonds.”

Among the findings from SharesPost's Mid-Year survey:

- **BTC is widely held among accredited and retail investors, while ETH and XRP (Ripple) ownership skews toward accredited investors.** Since the correction, BTC has become the clear preference for accredited and retail investors. As a result, survey respondents say BTC is likely to perform better than ETH in the future. One reason for the diminished outlook for ETH is the lack of overwhelmingly successful Initial Coin Offerings (ICOs). ETH has been the digital currency of choice for most ICOs.
- **A growing number of companies are implementing blockchain technology.** Thirty-two percent of accredited investors and 49% of retail investors say their employers are planning to roll out blockchain technology in the near future. The percentage of retail investors who say their employers are considering a blockchain implementation grew 12% over the past six months, more support for the continuing momentum for blockchain.
- **Cryptocurrencies and blockchain technology may take longer to go mainstream.** In spite of the growing deployment of blockchain technology, accredited and retail investors have tempered their expectations about the widespread adoption of cryptocurrencies. The percentage of accredited investors

who think crypto will go mainstream in 2020 dropped to 27% from 51% in July from earlier in the year. Among retail investors, it fell to 37% percent from 42% since the beginning of the year.

The SharesPost Mid-Year survey was conducted in July and included online responses from 2,490 retail investors and 528 accredited investors.

For more information about cryptocurrencies and blockchain technology, please see our most recent report, [Decrypting Blockchain: Unlocking The Internet Of Value](#). To view a complete list of SharesPost research reports, [click here](#).

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Media Contact

Greg Berardi, [Blue Marlin Partners](#)
greg@bluemarlinpartners.com, 415.239.7826