

Independent Reserve Cryptocurrency Index

IRCI Australia 2025

6th edition. February 2025

The IRCI is an annual report that examines Australians' attitudes towards cryptocurrency, including their level of awareness, adoption, trust and confidence in the market. The IRCI is based on a panel of over 2,100 adult respondents from all walks of life.



IRCI 2025 highlights

Expert contributions

- **The rise of meme coins and NFTs in a selective bull market**
By Greg, General Manager of Upside Oakford (page 12)
- **Knowledge and confidence: the twin engines of crypto adoption**
By Amy-Rose Goodey, CEO of DECA (page 24)

Key stats

95% of Australians are **aware of at least one cryptocurrency**

70% of crypto investors **hold Bitcoin**

21% of crypto investors put **\$500 or more per month into crypto**

57% of Australian crypto investors report **making a profit**

14% of Australians wanted to invest in crypto but weren't able to due to the economy

43% of Australians believe crypto will be widely accepted by people and businesses

73% of Australians consider Bitcoin to be money, a store of value or an investment asset

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About the index

Now in its **sixth year**, the Independent Reserve Cryptocurrency Index (IRCI) 2025 is an annual cross-sectional survey of over 2,000 Australians conducted by PureProfile. It is not a survey of cryptocurrency users, it is a sample of everyday Australians, reflecting the gender, age, and geographic distribution of the nation.

The index is a single rating out of 100 designed to reflect four key aspects of Australian attitudes towards cryptocurrency:

- Awareness
- Adoption
- Trust
- Confidence

A score of 100 would indicate that all Australians are aware of, hold, and trust crypto and have a positive outlook on its future.

IRCI 2025

The IRCI survey was conducted between January 1 and 14, 2025.

In 2025, the index moved from 50 in 2024 to 54, reflecting higher adoption rates, increased investor profits, and a more positive attitude towards digital assets in the short and long term.

This year's IRCI survey reveals that weakening economic conditions are holding some Australians back from investing in crypto, despite their desire to do so.

A great year for crypto

2024 marked a pivotal year for the cryptocurrency market, driven by several key developments. The approval of spot **Bitcoin ETFs** in the United States was a landmark event, attracting significant **institutional investment** and boosting investor confidence. This regulatory milestone, combined with the **Bitcoin halving** in April, which historically is followed by a price surge due to reduced supply, contributed to Bitcoin reaching **new all-time highs**.

Ethereum benefited from its transition to **proof-of-stake** and **Ethereum ETFs**. At the same time, the rise of **AI tokens** and **meme coins** added to the market's vibrancy. The growth in decentralised finance (**DeFi**) and the increasing adoption of blockchain technology underscored the broadening appeal and utility of cryptocurrencies.

Globally, the crypto-friendly stance of the newly inaugurated **Trump Administration** has added to the bullish sentiment with promises to make the U.S. the "crypto capital of the world". This political shift was seen as a catalyst for further mainstream adoption and potentially clearer regulatory frameworks not only in the U.S. but around the world.

Foreword

The 2024 year has been one of resilience and growth for the crypto industry, marked by significant developments in adoption, regulation and innovation, that have furthered its integration into the mainstream. Globally, Donald Trump's election in the US marks a historic shift for the cryptocurrency industry. For the first time, we will have a US President who appears poised to actively support the industry, fostering an environment of greater certainty and innovation.

The potential for pro-crypto policies under a supportive administration in the US could unlock unprecedented opportunities for innovation, greater real-world use cases, and broader adoption of digital assets more generally.

In addition, cryptocurrency exchange-traded funds (ETFs) continue to gain traction, with major financial institutions leading the charge. At the same time, inflation concerns drove more investors toward decentralised assets, reinforcing crypto's role as a hedge in volatile markets. Locally, significant growth in institutional interest in crypto has bolstered investor confidence, accelerated adoption and is reflective of a maturing market that is beginning to now command more serious attention from traditional financial players.

With Bitcoin prices reaching new highs, and the April halving event sparking renewed interest, the 2025 IRCI data highlights Bitcoin's continuing appeal as a digital asset, as well as the emerging popularity of meme coins.

While adoption and innovation are on the rise, challenges in regulatory clarity and market volatility remain pressing. The local regulatory landscape remains crucial to the success and legitimacy of the sector, with evidence of the banks holding up and/or stopping crypto investment activity.

It is with great pleasure that I invite you to read our sixth annual IRCI. The findings show that Australia's crypto market is really coming into its own. Adoption is growing, investment strategies are evolving, and seasoned investors are seeing better profits.

The 2025 IRCI highlights the sector's resilience and its potential to redefine the financial landscape, provided it can continue to effectively navigate the complex interplay of regulation, innovation, and adoption.

Adrian Przelozny

Group CEO

Independent Reserve



95%

of Australians are aware of at least one cryptocurrency.

Awareness

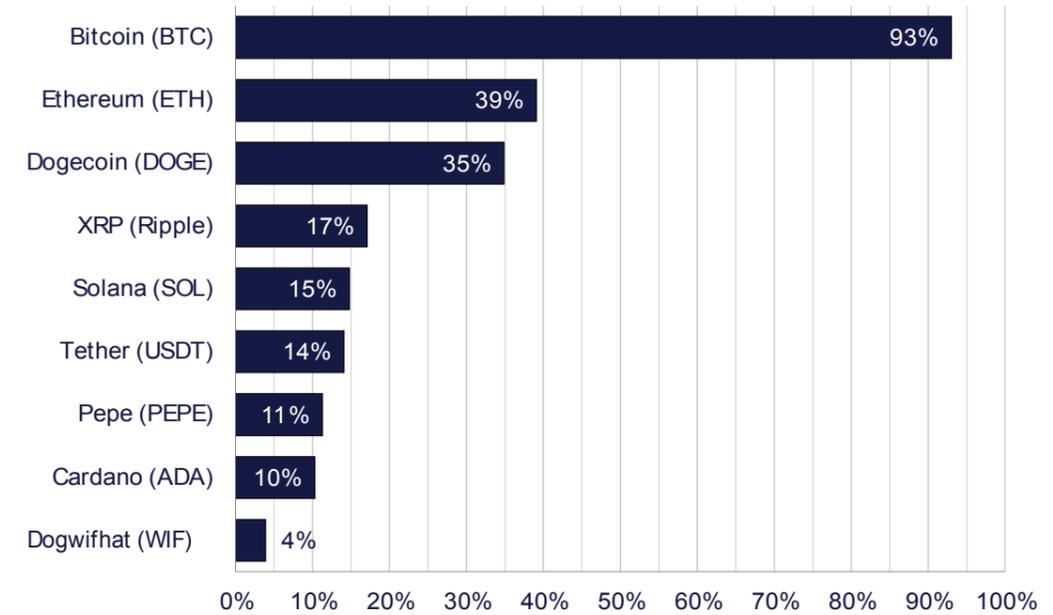
Slow and steady wins the race

General awareness of cryptocurrency among Australians remains unchanged from its 2024 high of **95%**. Over the last six years, awareness of crypto has steadily **grown from 90%**.

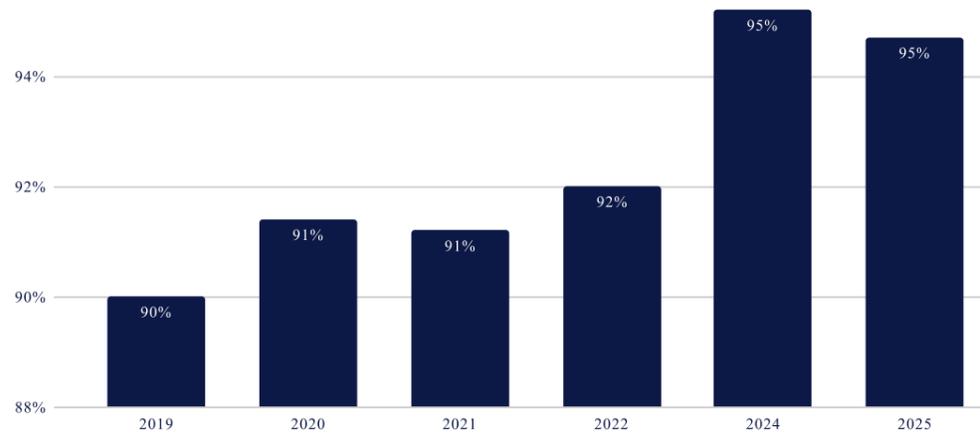
Awareness of **Ethereum remains steady at 39%**, securing its position as the second most recognised cryptocurrency among Australians, closely followed by **Dogecoin at 35%**.

Meme coins have been the standout trend of 2025. With **39% of Australians aware of at least one meme coin**, they've solidified their position as more than just a fad with Aussie crypto investors.

Most known cryptocurrencies in Australia



Crypto awareness among Australians 2019-2025



31%

of respondents believe Donald Trump is good for crypto.

The Trump effect

Australians bullish on Trump's potential impact

Donald Trump's election as the President of the United States signifies a historic moment for the cryptocurrency industry. Trump indicated he may introduce a strategic crypto reserve, regulatory changes¹, boost US Bitcoin mining² and establish a Crypto Advisory Council³.

Trump had a significant impact on the crypto markets after becoming President-elect. Bitcoin reached a new all-time high (A\$175,000/US\$109,000), and markets surged after his election win, and again after the launch of his Official Trump meme coin prior to his inauguration⁴.

More good than bad

Overall, **31% of survey respondents believe that Trump is good for crypto**, compared to just **8% who think he's bad for the sector**. The majority, however, remain neutral, indicating widespread uncertainty about the President's potential influence.

Interestingly, there appears to be division among the genders, with **40% of male** respondents viewing Trump as a positive force for crypto, and only **22% of female** respondents sharing this view.

The IRCI data suggests that Trump's perceived alignment with decentralisation and opposition to traditional financial systems resonates with crypto investors, especially those deeply embedded in the space and those motivated by dissatisfaction with the status quo.

It remains to be seen whether this optimism will translate into concrete benefits for the crypto industry under Trump's influence.

1. Here's what Trump promised the crypto industry ahead of the election. [Nov 6, 2024. CNBC] <https://www.cnbc.com/2024/11/06/trump-claims-presidential-win-here-is-what-he-promised-the-crypto-industry-ahead-of-the-election.html>
 2. Is Trump's Strategic Bitcoin Reserve A Threat To Freedom? [Jan 20, 2025. Forbes] <https://www.forbes.com/sites/digital-assets/2025/01/20/is-trumps-strategic-bitcoin-reserve-a-threat-to-freedom/>
 3. Trump plans crypto-friendly orders in first few days in power [18 Jan, 2025. Reuters] <https://www.reuters.com/technology/trump-plans-crypto-friendly-orders-first-few-days-power-2025-01-17/>
 4. Bitcoin Hits Record High As Trump's meme coins Drive Crypto Market Surge [Jan 20, 2025. NewsX] <https://www.newsx.com/world/bitcoin-hits-record-high-as-trumps-memecoins-drive-crypto-market-surge/>

Crypto investors versus non-investors

There is a stark divide when comparing crypto investors to non-investors, underscoring how direct involvement in crypto shapes perceptions of external influences:

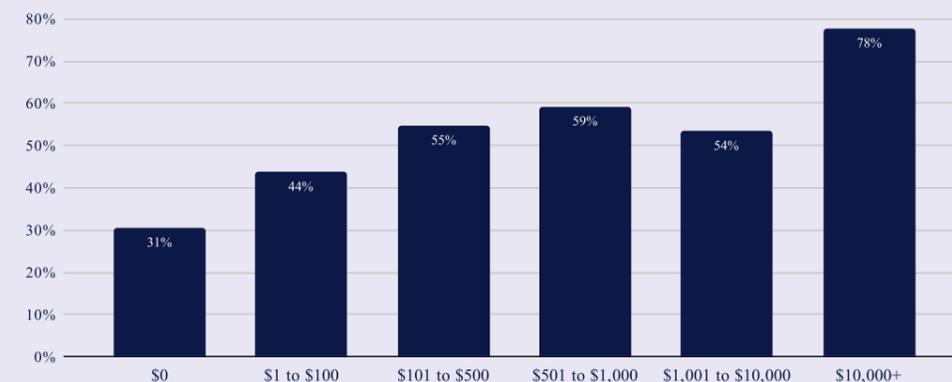
- **50% of crypto investors believe Trump is good** for cryptocurrency, with only 6% holding a negative view. The remaining 44% are neutral.
- In contrast, **22% of non-crypto investors view Trump positively** in relation to crypto, while 9% consider him bad for the sector.

Likewise, among crypto investors, there is a **direct correlation between the amount invested** and positive views of Trump:

- 78% of those investing over \$10,000 per month see Trump as beneficial to crypto, with none viewing him negatively.

Among smaller investors (those investing under \$100 per month), 44% think Trump is good for crypto, and the proportion of positive sentiment increases as investment amounts rise.

The percentage of respondents that believe Trump is good for crypto vs. monthly investment into crypto



“The system is broken” investors

Among crypto investors who cite a belief that “the system is broken” as their motivation for investing in the crypto market, support for Trump is even stronger. A striking 76% of these investors believe Trump is good for crypto, with 0% expressing a negative opinion.

The rise of meme coins and NFTs in a selective bull market

Written by Greg Oakford, General Manager, Upside & NFT Feature writer for Cointelegraph

The past 12 months have been a clear bull market, led by Bitcoin, which crossed the US\$100,000 milestone on December 6, 2024. While major players like Bitcoin and this cycle's standout, Solana, delivered strong returns, **success has been more selective** across majors, altcoins, meme coins, and NFTs.

Unlike the 2020–2022 cycle, when almost any crypto asset seemed like a winning bet, the past 12 to 18 months have required sharper picks. As crypto subcategories expand and token supply increases (i.e., pump.fun for meme coins), **liquidity is getting spread thinner**.

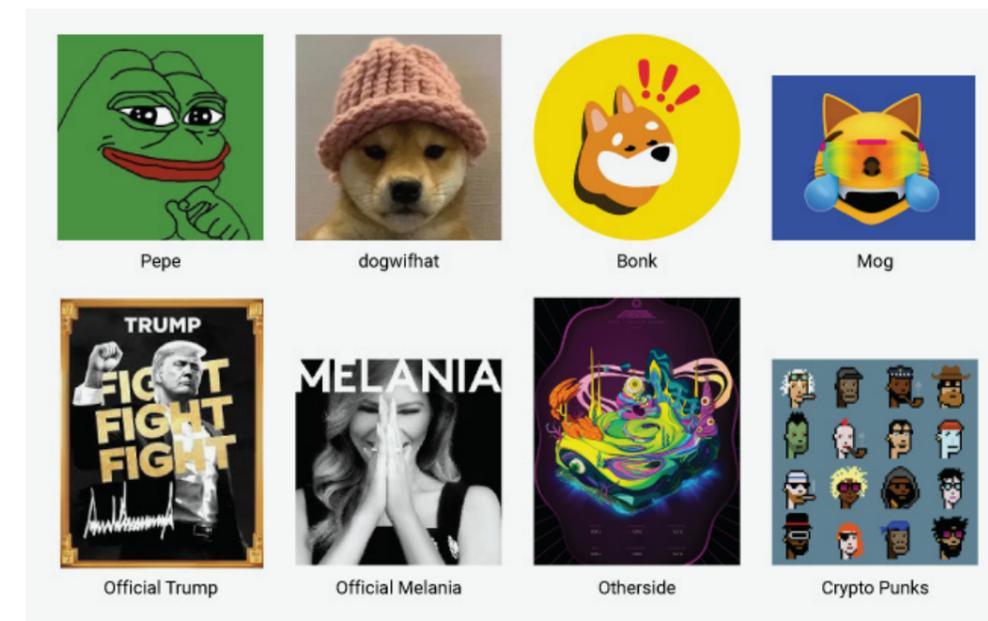
Outside of Bitcoin, Ethereum, and Solana, meme coins dominated attention in 2024, with Pepe, Dogwifhat, Bonk, and Mog thriving. However, the **meme coin landscape shifted in early 2025** with the launch of Official Trump (TRUMP) on 18 January, which soared to a US\$70 billion FDV (fully diluted value) and a US\$73 price per coin in just 40 hours. Yet, just two days later, Melania Trump's MELANIA token sent TRUMP plummeting and triggered a broader meme coin downturn into February. Many traders likened this moment to Yuga Labs' "Otherside" NFT drop in May 2022, which marked the start of the NFT bear market.

In NFTs, **CryptoPunks remained the gold standard**, holding a 20+ ETH floor price through the bear market. **Pudgy Penguins** emerged as the biggest winner, skyrocketing from 4 ETH in September 2023 to 36 ETH in December 2024 before retracing to 10 ETH post its ecosystem PENGU coin launch that holders got a decent allocation of. The brand's **mainstream expansion**, including retail toys in local stores such as Big W and top-tier social media, continues to strengthen its position as one of crypto's most beloved characters.

I believe NFTs today are where Bitcoin was in 2013–14, early in adoption but poised for growth. Despite their presence since 2016–17, the 2021–22 boom was their true breakout. With 8.3% of Australians planning to invest in NFTs, their "Bitcoin at \$100k" moment may arrive around 2030. **Now is the time to get curious.**

A key storyline this year will be the regulatory and tax treatment of NFTs and meme coins in America. Newly appointed US Crypto & AI Czar David Sacks has **suggested classifying NFTs as collectibles**, which could simplify tax concerns and unlock creative opportunities. If Australia follows suit, it could spark a wave of innovation for local creators and collectors.

As crypto skews younger and the world becomes more digital, NFTs and meme coins continue to tokenise culture, enabling artists to monetise digital works in never-before-possible ways.



39%

of Australians are aware of at least one meme coin.

The rise of the meme coin

More than just a passing fad

Meme coins, a category of cryptocurrencies inspired by internet culture and memes, have gained significant traction as both a cultural phenomenon and an emerging investment trend in the digital asset market.

More than just a passing fad, interest in meme coins globally has likely been bolstered by Elon Musk’s initial public endorsement of Dogecoin⁵ - the most popular meme coin - highlighting the interplay between emerging digital trends and key influencers.

Meme coin awareness

In Australia, meme coins are making waves, with **39% of the respondents aware of at least one meme coin**. Among these, **Dogecoin** leads the pack, with a 34.9% awareness rate, followed by **Pepe** (11.3%) and **Dogwifhat** (3.9%). Other niche meme coins collectively contribute to a 5.9% awareness among Australians.



⁵ Elon Musk Issues Surprise Crypto Endorsement Amid \$3 Trillion Bitcoin And Dogecoin Price [Nov 14, 2024, Forbes] Boom <https://www.forbes.com/sites/digital-assets/2024/11/14/elon-musk-issues-surprise-crypto-endorsement-amid-3-trillion-bitc-oin-dogecoin-and-crypto-price-boom/>

Meme coin ownership: Dogecoin the top dog

24%

of Australians crypto investors hold meme coins.

Ownership rates further highlight the meme coin trend. Nearly a quarter (**24%**) of crypto investors in Australia own at least one meme coin.

Dogecoin remains the most popular choice, with 17.3% of investors holding it. **Pepe** and **Dogwifhat** follow, with ownership rates of 7.1% and 2.5%, respectively. **Other meme coins** make up an additional 4%.

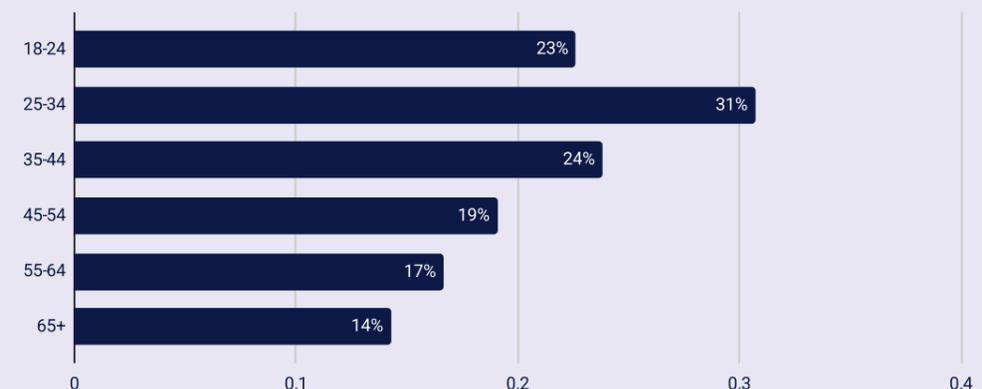
Notably, 2.6% of crypto investors overall report that a meme coin—most commonly Dogecoin—is their preferred cryptocurrency, showcasing the growing appeal of these assets beyond their novelty.

Young investors ‘ape in’ on meme coins

The demographic profile of meme coin awareness and investment skews younger, with individuals aged 18–34 being the most familiar with these digital assets (56% awareness). This group is particularly attuned to newer entrants like Dogwifhat (6.1%) and Pepe (23%).

When it comes to investment, the 25–34 age bracket leads the charge, with % ownership of at least one meme coin, reflecting their affinity for both high-risk assets and the humour-laden culture surrounding meme coins.

Percentage of crypto investors who hold meme coins by age group



31%

of Australians own or have owned cryptocurrency

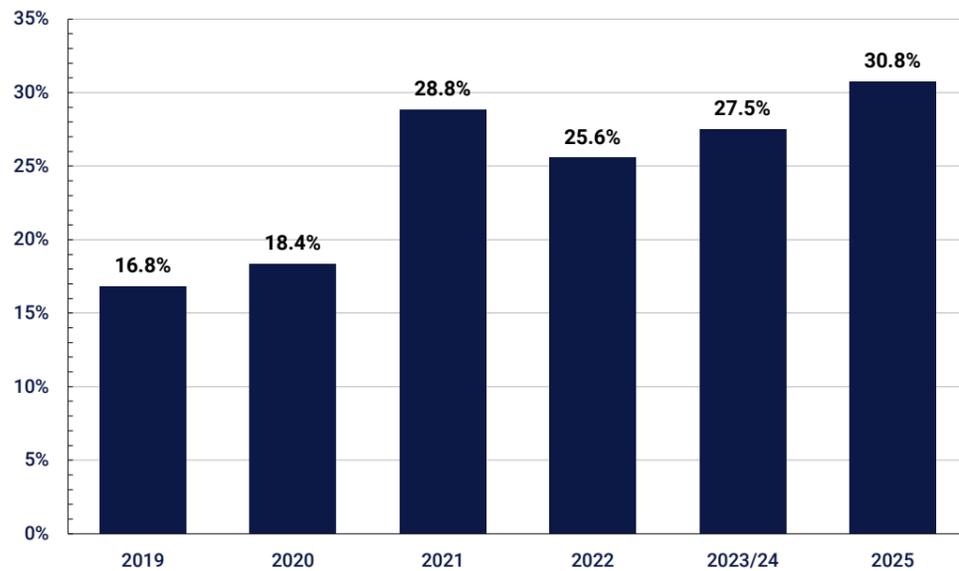
Adoption

Aussie crypto ownership reaches new highs

Cryptocurrency adoption is one of the IRCI's more influential metrics, reflecting Australians' confidence in investing in cryptocurrency as an asset class.

In 2025, adoption soared to its highest levels yet, with 31% of respondents owning crypto, up from 28% last year. 29% of Australians said they plan to invest in crypto in the next 12 months. 9% of respondents who haven't invested in crypto indicated that they plan to enter the market.

Australian crypto adoption from 2019 to 2025



53%

of Australians aged 24-34 own crypto.

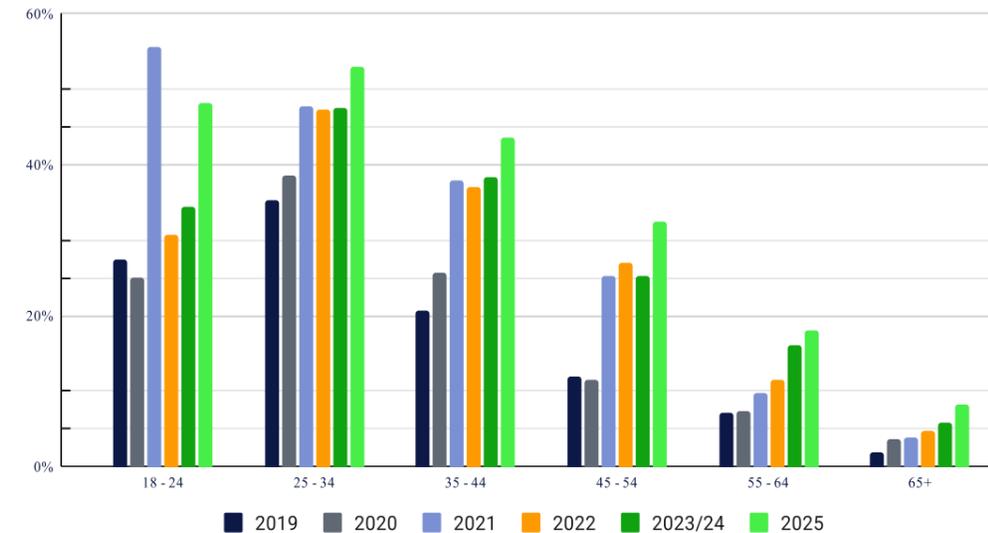
Demographic differences

While crypto adoption among men has continued to grow steadily - up from 37.5% last year to **43.2% in 2025** – female adoption has stalled with only a slight rise to 21.9%.

The strongest adoption rates are among younger Australians, with more than half (**52.9%**) of those aged **25–34 owning crypto**.

Baby Boomers are increasingly joining the crypto community, with ownership rising from **5.77% to 8.2%**. Among Australians aged 65 and older, adoption has grown fourfold since 2019, albeit from a low base of 2%.

Crypto ownership by age 2019-2025



68.5%

of Australian crypto investors put \$500 or less into crypto per month.

How much do Australians invest?

Investment patterns suggest economic pressures may be influencing investor behaviour and crypto allocations.

A growing number of Australians invest **less than \$100 per month (33.5%**, up from 27.9% in 2024), while those investing **\$100 to \$500 per month** increased to **23.39%** from 19.2%. The number of Australians investing \$500 or more per month has declined (20.5%, down from 22.7%).

The average investment per month into crypto

	2021	2022	2024	2025
\$0	8.1%	14.8%	17.4%	11.1%
\$1 to \$100	32.5%	26.5%	27.9%	33.5%
\$100 to \$500	23.8%	20.6%	19.2%	23.9%
\$500 to \$1000	11.9%	10.3%	13.6%	12.5%
\$1000 to \$10,000	8.3%	5.8%	7.6%	6.6%
\$10,000+	1.2%	1.2%	1.5%	1.4%
Ad hoc / mixed amounts	14.7%	20.8%	12.7%	11.0%

Economic pressures prevent greater adoption

Notably, 14.3% of Aussies who don't currently own crypto said they wanted to invest in crypto but didn't due to economic uncertainty or because they were negatively impacted by the economy.

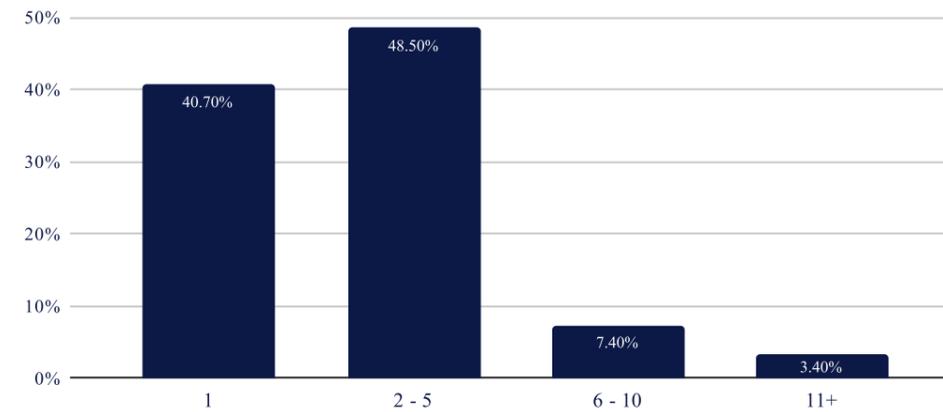
Crypto holdings

When it comes to portfolio composition, **40.7% of investors hold just one cryptocurrency**, with women being more likely than men to do so (47.1% vs. 37.6%). Nearly half (48.5%) of crypto investors hold between two and five cryptocurrencies, while **10.8% hold six or more**.

41%

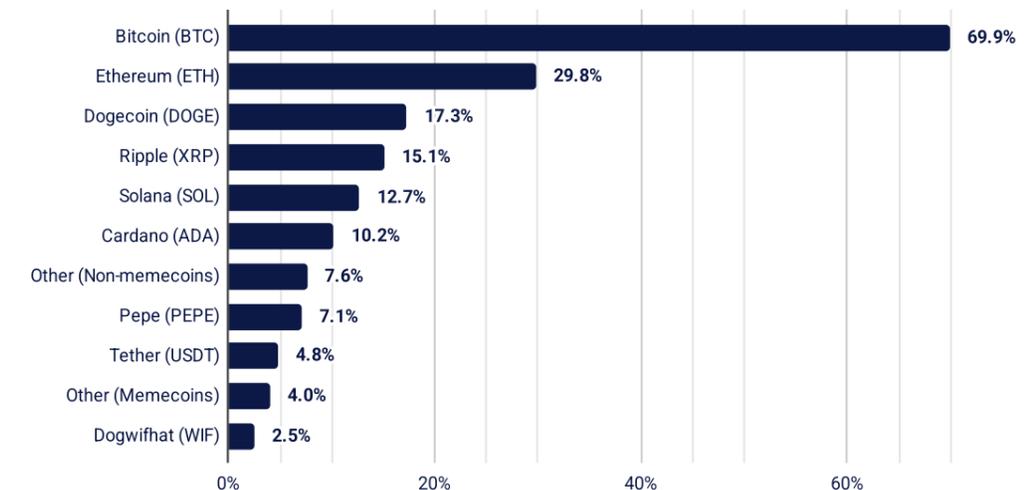
of crypto investors hold just one digital asset.

Number of cryptocurrencies held



Bitcoin remains the top choice, owned by 70% of investors, followed by **Ethereum** at 29.8%, though the latter has seen a decline from previous years. Other rising stars include **Dogecoin** at 17.3% and **Solana** at 12.7%, while **XRP** ownership has dropped to 15.1%.

Most commonly held cryptocurrencies

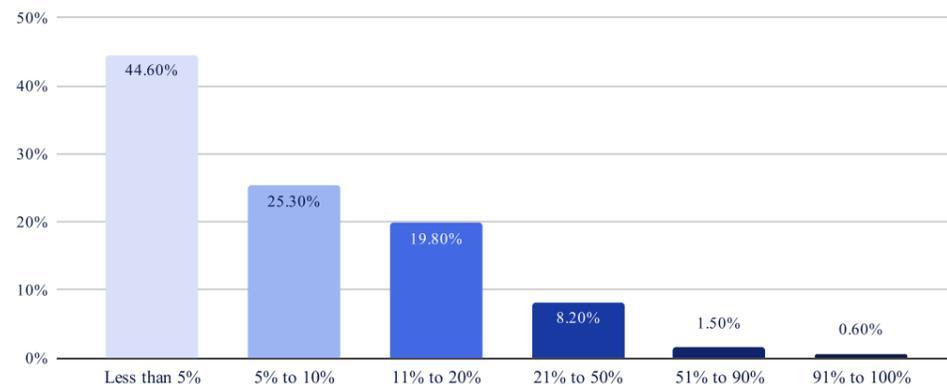


Allocation and profits

Portfolio allocation

Despite rising adoption, crypto remains a relatively small part of Australians' investment portfolios, with nearly 70% allocating less than 10% to digital assets. For one in five investors, crypto comprises 11–20%, while a small minority of only 2.1% hold more than half their investment portfolio in crypto.

Digital assets as a percentage of savings and investments



Crypto profits

Profitability from crypto investments is on the rise, with **57.3% of IRCI respondents reporting profits**, a significant jump from 37.1% in 2024. Men (59.4%) are slightly more likely than women (52.9%) to report profits, and younger investors are the most successful demographic, with 64.1% of 25–34-year-olds reporting a profit.

Location also plays a role, with the ACT boasting the highest profitability, at 75% and South Australia the lowest, at 41%.

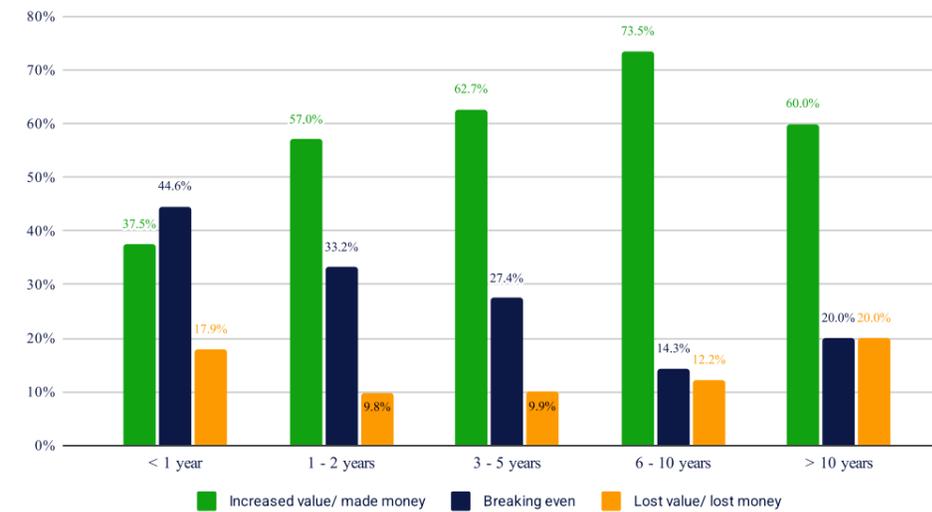
Profits and losses in crypto since 2019

	2019	2020	2021	2022	2024	2025
Increased value/made money	45%	43%	60%	29%	37%	57%
Breaking even	36%	36%	29%	30%	36%	31%
Lost value/lost money	18.5%	21.8%	11.1%	41.1%	27.3%	12%

Seasoned investors cash in

Long-term investors are reaping rewards, with 73.5% of those in the market for 6–10 years reporting profits, compared to just 37.5% of those with less than a year of exposure.

Time in the market vs profits



Additionally, larger monthly investments correlate with higher profitability, with **89% of those investing \$10,000+ per month reporting gains**.

These findings paint a picture of a maturing crypto market in Australia, characterised by growing adoption, shifting investment strategies, and increased profitability for experienced and committed longer-term investors.

While challenges such as economic pressures persist, the trend towards wider acceptance and integration of crypto into investment portfolios is undeniable.

57%

of crypto investors report making a profit.

25%

of crypto investors plan to get rich from crypto.

Why Australians invest in crypto

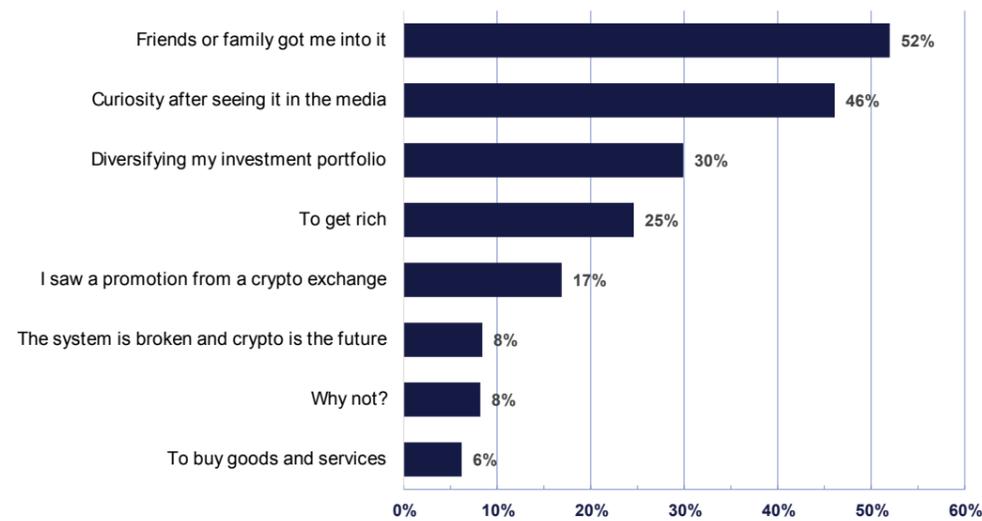
Friends, media and building wealth

Family, friends, and media continue to be key drivers of crypto adoption. Over half (**52%**) of respondents cited encouragement from **family and friends** (up from 49%), while **46%** were drawn in by curiosity after seeing cryptocurrency in the **media** (up from 43%).

A quarter of those surveyed **25%**, said they decided to invest in crypto **“to get rich”**.

The number of Aussies investing in crypto to **buy goods and services** was up slightly on last year, from 5% to **6.2%**.

Factors contributing to why Australians invest in crypto



Why Australians don't invest in crypto

The need for education and regulation

Despite growing adoption, a significant portion of Australians remain on the sidelines when it comes to cryptocurrency investment. A substantial **40.7% of non-crypto investors cited the need for more education** about crypto before considering investing.

For many Australians, the **complexity of getting started** with crypto investment is a barrier, with **20%** of respondents stating they didn't know where to begin. This highlights a gap in accessible, reliable information about how crypto works and its potential benefits and risks.

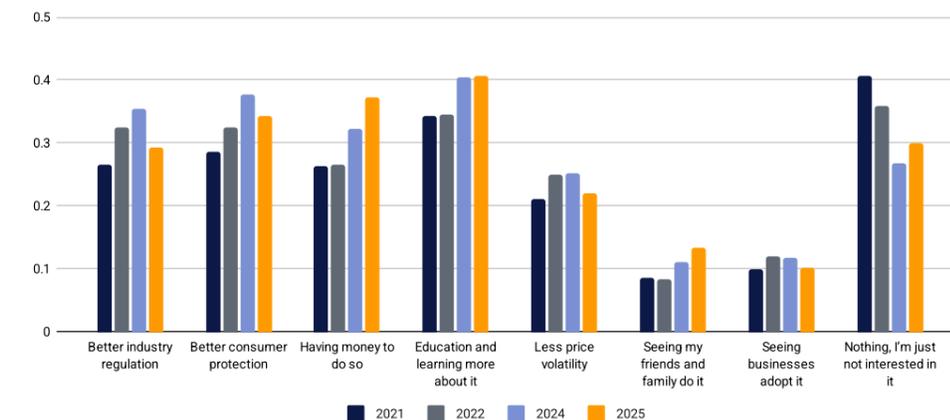
Additionally, 29.3% of respondents expressed the need for better regulation, reflecting concerns about the market's stability and legitimacy.

Pent up demand

Economic factors also play a critical role in influencing crypto investment decisions. Over one-third (**37%**) of respondents indicated they would **need to be in a better financial position** to invest, **up from 32%** in 2024. This increase underscores the impact of growing economic pressures, such as rising living costs and interest rates. A further 14.3% of Australians said they had planned to invest in crypto but refrained due to economic uncertainty or negative economic impacts.

For 30% of respondents, a lack of interest in crypto was the primary reason for not investing.

What would make non-crypto investors more likely to invest in cryptocurrency?





Knowledge and confidence: the twin engines of crypto adoption

Amy-Rose Goodey, CEO of Digital Economy Council of Australia (DECA)

Australia's economy has been built on education-driven industry growth. When TAFE expanded, it fueled mining, construction, and advanced manufacturing, turning Australia into a global economic force. When digital skills training took off, we led in fintech and online banking, pioneering innovations like PayID and the New Payments Platform (NPP), which transformed real-time payments. And when Australian researchers at the CSIRO invented Wi-Fi, they didn't just improve internet access—they laid the foundation for a world that is now permanently connected. Every major economic shift has been powered by Australians gaining the knowledge and confidence to participate.

Crypto is no different. Awareness is high, but confidence is low. The Independent Reserve Cryptocurrency Index shows that 40.7% of non-investors say they need better education before considering crypto, while 20% don't even know where to start.

This isn't about reluctance—it's about access to the right tools. People don't invest in what they don't understand. And without the confidence to engage, they stay on the sidelines.

Education does more than drive industry growth—it also protects consumers. A well-informed investor is far less likely to fall for scams, misinformation, or high-risk schemes. The more Australians understand digital assets, the better they can assess risks, identify credible platforms, and make safe financial decisions. Education empowers consumers with the ability to spot red flags, navigate the market responsibly, and engage with confidence.

The conversation must shift beyond "What is Bitcoin?" and into why digital assets matter in everyday life—how they are powering new financial models, transforming business, and reshaping finance.

When education catches up with innovation, Australians won't just invest in digital assets—they'll build with them, integrate them, and shape the future of our economy, safely and confidently.

Bitcoin in super: the future of retirement assets

Growing desire for exposure in superannuation funds

Superannuation funds are gaining traction as a potential avenue for crypto exposure. **18% of Australians would like their superannuation funds to include Bitcoin**, up 5% from previous years.

Interest is particularly high among younger demographics, with **25-34-year-olds** leading the charge at **32.3%**. Among **crypto investors**, this figure rises to **33.8%**, highlighting a desire for long-term integration of Bitcoin into retirement portfolios.

While crypto adoption in superannuation funds is still in its infancy, there are signs of progress. **AMP became the first Australian superannuation fund to include Bitcoin** in its portfolio, albeit with a modest 0.05% exposure announced in late 2024⁷. As demand continues to grow, more funds may follow suit, integrating Bitcoin into more mainstream portfolios.

SMSF interest in crypto continues to grow

Self-Managed Superannuation Funds (SMSFs) also play a role in crypto investments. Among SMSF investors, **36.4% are likely to invest in Bitcoin**. In 2019, only 13.6% of SMSFs said they were likely to invest in cryptocurrency through their SMSF.

22.2% of SMSFs said they would **prefer to use crypto exchanges** - a notable rise from 16.7% - and **14.2% opting for ETFs**, slightly down from 16.7%. These shifts reflect a dynamic and evolving investment landscape as Australians explore various channels to engage with cryptocurrency.

18%

of Australians would like their super fund to have exposure to Bitcoin.

⁷ Why we have taken a cautious step into Bitcoin futures for our members [Dec 17, 2024. AMP] <https://corporate.amp.com.au/newsroom/2024/december/why-we-have-taken-a-cautious-step-into-bitcoin-futures-for-our-m>

58%

of 25-34-year-olds believe crypto will be widely accepted in the future.

Confidence

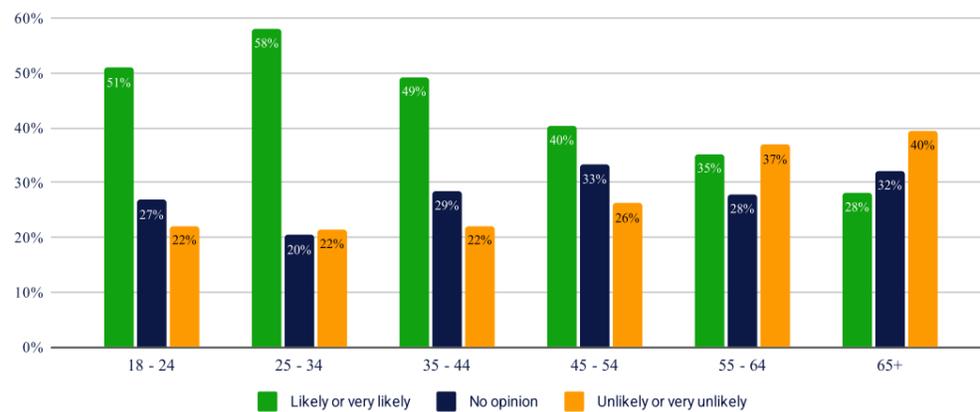
Crypto is here to stay

42.9% of Aussies surveyed think **cryptocurrencies are likely or very likely to become widely accepted by businesses and everyday people** in the future (vs. 28.7% who say it is unlikely or very unlikely).

Younger demographics are the most bullish. 58.1% of 25 to 34-year-olds and 49.3% of 35 to 44-year-olds believe crypto will be widely accepted in the future.

Unsurprisingly, this figure soars to 66.6% among crypto investors and increases the more an individual invests per month. **100% of those who invest over \$10,000 per month in crypto** say it's likely or very likely to become widely accepted by businesses and everyday people in the future.

Will crypto be widely accepted in the future (by age)



Bitcoin price predictions

What Australians are expecting by 2030

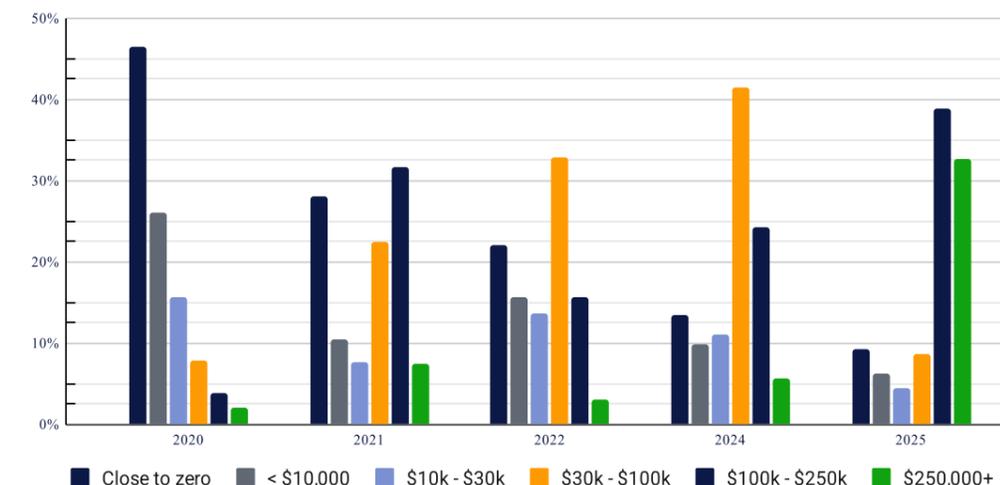
Australians are becoming increasingly bullish about the cryptocurrency's future value. By 2030, **32.6% of respondents believe the price of Bitcoin will soar beyond A\$250,000**, a dramatic increase from just 5.7% in 2024. A further 38.8% predict the price will land between \$100,000 and \$250,000.

This optimism marks a significant shift from **2020 when nearly half (46.5%) of respondents expected Bitcoin to be worth close to zero** by the end of the decade. Today, that figure has plummeted to just 9.3%, highlighting how attitudes have matured as Bitcoin has further established itself as a mainstream asset.

Among Bitcoin holders, optimism runs even higher. A staggering 40% predict prices above \$250,000, while another 37% anticipate values between \$100,000 and \$250,000. These figures reflect growing confidence in Bitcoin's potential as a long-term investment and a hedge against traditional financial systems.

A small but bold minority (**3.1%**) envision **Bitcoin surpassing A\$1 million by 2030**. Interestingly, Baby Boomers (65+) are leading the charge in this ultra-bullish outlook, with 4.4% expecting the price to hit the million-dollar mark. However, this same age group also harbours the most scepticism, with 17.8% believing Bitcoin's value could drop to nearly nothing.

Bitcoin price predictions: 2020-2025



\$100k+

71% of crypto investors believe Bitcoin will remain over A\$100,000 by 2030.

44%

of Australians prefer Bitcoin

Trust

In Bitcoin, Australians trust

When Aussies are asked for their preferred cryptocurrency, Bitcoin has again come out on top.

Bitcoin continues to solidify its position as the most trusted cryptocurrency among Australians, with **40.4%** of respondents naming it their preferred digital asset - a significant **increase from just 24.3% in 2019**.

Among **crypto investors**, this preference rises to **58%**, while **31.8%** of **non-investors also favour Bitcoin**.

Shifting perceptions of Bitcoin

Perceptions of cryptocurrencies overall have shifted, as only 22.9% of respondents now say they dislike all cryptocurrencies, compared to 44.6% in 2019.

Australians increasingly view Bitcoin as a legitimate financial asset, with 73.4% categorising it as either **money** (12.5%), a **store of value or digital gold** (26.3%), or an **investment vehicle** (34.6%).

Scepticism around Bitcoin has also decreased, with only 11.5% now considering it a scam, compared to 21.3% in 2019.

This sentiment varies across age groups, with 18% of those aged 65+ holding negative views of Bitcoin, compared to just 5.9% of 18–24-year-olds. Additionally, the proportion of respondents with **no opinion on Bitcoin has dropped from 30.6% in 2019 to 15.1% in 2024**, signalling a growing understanding and acceptance of the cryptocurrency.

Banks and crypto: A relationship of distrust

For many crypto investors in Australia, **banks continue to pose a significant barrier** to seamless transactions with crypto exchanges. When asked, "Has your bank ever prevented you from buying crypto or delayed sending money to a crypto exchange?" **Nearly one in five investors (19.3%) said yes**.

Who faces the most discrimination from the banks?

The data highlights a clear disparity in how banks treat different demographics, with some groups experiencing higher levels of transaction interference:

Gender

Women reported more interference (23%) than men (17%), indicating a potential bias that deserves further exploration.

Age

Surprisingly, **younger investors faced more issues** compared to older demographics. The **25-34** age group reported the highest levels of interference at **28.1%**, followed by those aged **18-24 (21.7%)**. In contrast, older groups, such as those aged 55-64 and 65+, reported significantly lower rates at **13%** and **11.4%**, respectively.

Location

Regional differences were notable. Investors in the **Northern Territory** experienced the most interference, with a staggering **62.5%** reporting issues (though it's important to note this was based on a small sample size). Meanwhile, **Tasmania** saw the least interference at just **6.7%**.

19%

of crypto investors report delays or blocks by banks when investing in crypto.

41%

of Australians want more education before investing in crypto.

Transaction size attracts attention

Transaction size appears to play a significant role in triggering bank scrutiny. **Investors dealing with larger sums** of money were far more likely to encounter delays or outright blocks:

- For those **investing \$10,000 or more per month, 55.6% reported interference.**
- Those investing \$501-\$1,000 and \$1,001-\$10,000 also faced notable delays, with 38.3% and 32.6% reporting issues, respectively.

Investors with smaller monthly transactions, such as under \$100, reported significantly fewer problems, with only 12.4% experiencing interference.

A pattern in need of change

These findings suggest that banks are still hesitant to fully embrace the crypto industry, often applying stringent measures that disproportionately impact specific groups. Addressing these systemic barriers is crucial to creating a more inclusive and equitable financial ecosystem if crypto is to gain broader adoption in Australia.



Media enquiries

For media enquiries, please contact media@independentreserve.com.



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