

THE CRYPTO DIVIDE: A TALE OF SMALL BUSINESS ACCEPTANCE

Crypto. The buzzword you hear everywhere from the news to friends hyping it up. Has the craze gone mainstream and reached businesses?

Big names like **Microsoft, AMC, Starbucks, and AT&T** are in, but what do small businesses think?

In August 2021, TSG conducted a survey of nearly **600 small businesses** in the U.S. to better understand their knowledge, attitudes, and acceptance of cryptocurrency.



ACCEPTANCE IS GAINING TRACTION

Less than **one** of every 10 businesses surveyed reported that they **currently accept cryptocurrency** as a form of payment from customers.

Most of those businesses **just started taking cryptocurrency** recently, signaling a potential future wave of acceptance.



& SOME BUSINESS OWNERS ARE ALL IN.

92% Most businesses owners who **DO** accept cryptocurrency reported **owning cryptocurrency themselves.**

Meanwhile, **only 17%** of business owners that **DO NOT** accept cryptocurrency said they personally own crypto.

WHY ARE BUSINESSES CHOOSING TO ACCEPT CRYPTOCURRENCY?



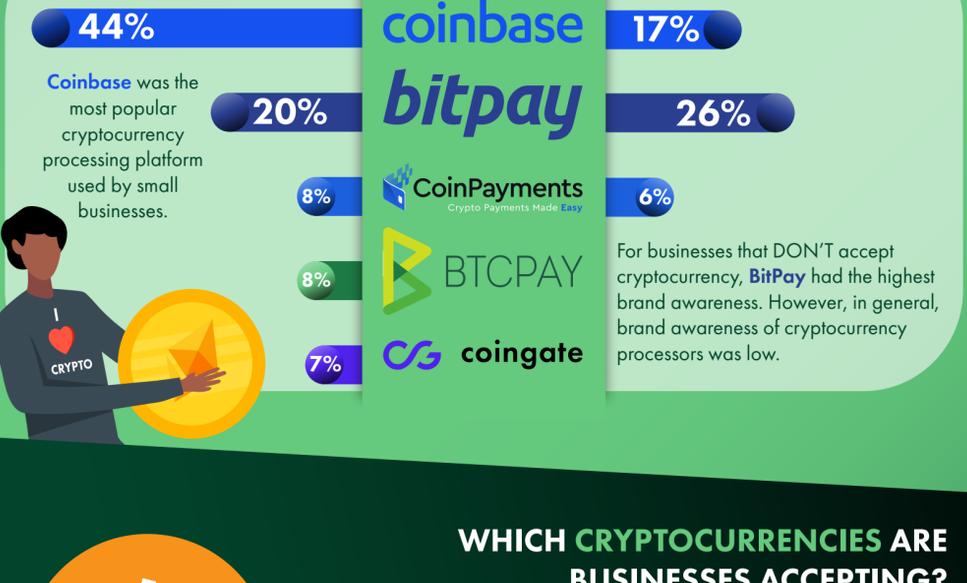
ON THE FLIP SIDE

Businesses who do not accept cryptocurrency reported avoiding the payment method because they were **unfamiliar** with it, considered it to be associated with **criminality**, or they felt it was **impractical.**

Many did not know what cryptocurrency was or know what to do with it. Some felt it was **too complicated** and **volatile.**



WHICH PLATFORMS ARE WINNING?



WHICH CRYPTOCURRENCIES ARE BUSINESSES ACCEPTING?

Bitcoin was the most commonly accepted token (taken by 93% of businesses who accepted cryptocurrency), followed by **Ethereum** (61%), **Bitcoin Cash** (51%), **Dogecoin** (41%), **Litecoin** (39%), and **Binance Coin** (16%). A few businesses also reported accepting other altcoins or stablecoins, including link, monero, dash, matic, dai, USDC, tether, ripple, and shiba inu.

HOW DOES CRYPTOCURRENCY AFFECT BUSINESS?



ARE MORE BUSINESSES CONSIDERING ACCEPTANCE?

Of the businesses who do not accept cryptocurrency, over half stated they don't think they will ever accept the payment method.

20% I'll likely accept it in the future

26% I'm not sure if I'll ever accept crypto

54% I'm unlikely to ever accept crypto as a payment method

The **54%** of businesses that reported it was unlikely they would ever accept crypto noted a variety of reasons, including:

- 71%** Lack of knowledge about the payment method
- 66%** Not sure if they could figure out how to accept it
- 58%** Doubting it would increase their sales
- 43%** Worried about too much risk

IS THE PROBLEM SAFETY?

In general, business owners' perceptions of cryptocurrency are that it's not very 'safe.' More than half of the total sample (59%) felt it was **less safe** compared to credit cards, while 25% felt it was **about the same** and 16% felt it was **safer.**



However, there were clear differences with respect to their level of experience with the payment method.



WANT MORE CRYPTO CONTENT?

Stay tuned, TSG will soon be releasing a new Crypto eReport, exclusively for **subscribers.**

TSG CAN HELP.

This data is an example of the type of actionable research and data TSG can prepare based on your needs. With **PaymentsPulse** we can help you survey the market. **Contact us today!**