



Cryptocurrency Awareness and Perception Survey

2025

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Preface

The 2025 Cryptocurrency Awareness and Perception Survey was conducted for the sixth time to measure awareness and perceptions of cryptocurrencies in Türkiye. The study was carried out between July 1 and September 12, 2025, in collaboration with Paribu and FutureBright Group.

For crypto, 2025 has been defined by regulation. In Türkiye, new rules took effect in March, with the Capital Markets Board (CMB) requiring licenses for service providers. In the U.S., a change in administration brought crypto-friendly names into policymaking. Global markets saw fresh capital inflows, and Bitcoin and Ethereum hit record highs.

This survey represents the most comprehensive study on cryptocurrencies in Türkiye. It aims to gauge potential and existing users' perceptions of the industry. Key findings of the survey are categorized under four main headings: Awareness, Experience, Technology, and Demographics.

The survey results offer objective data on users' perceptions and attitudes regarding ecosystem developments while highlighting paths forward for the industry's growth.

What happened in the past year?

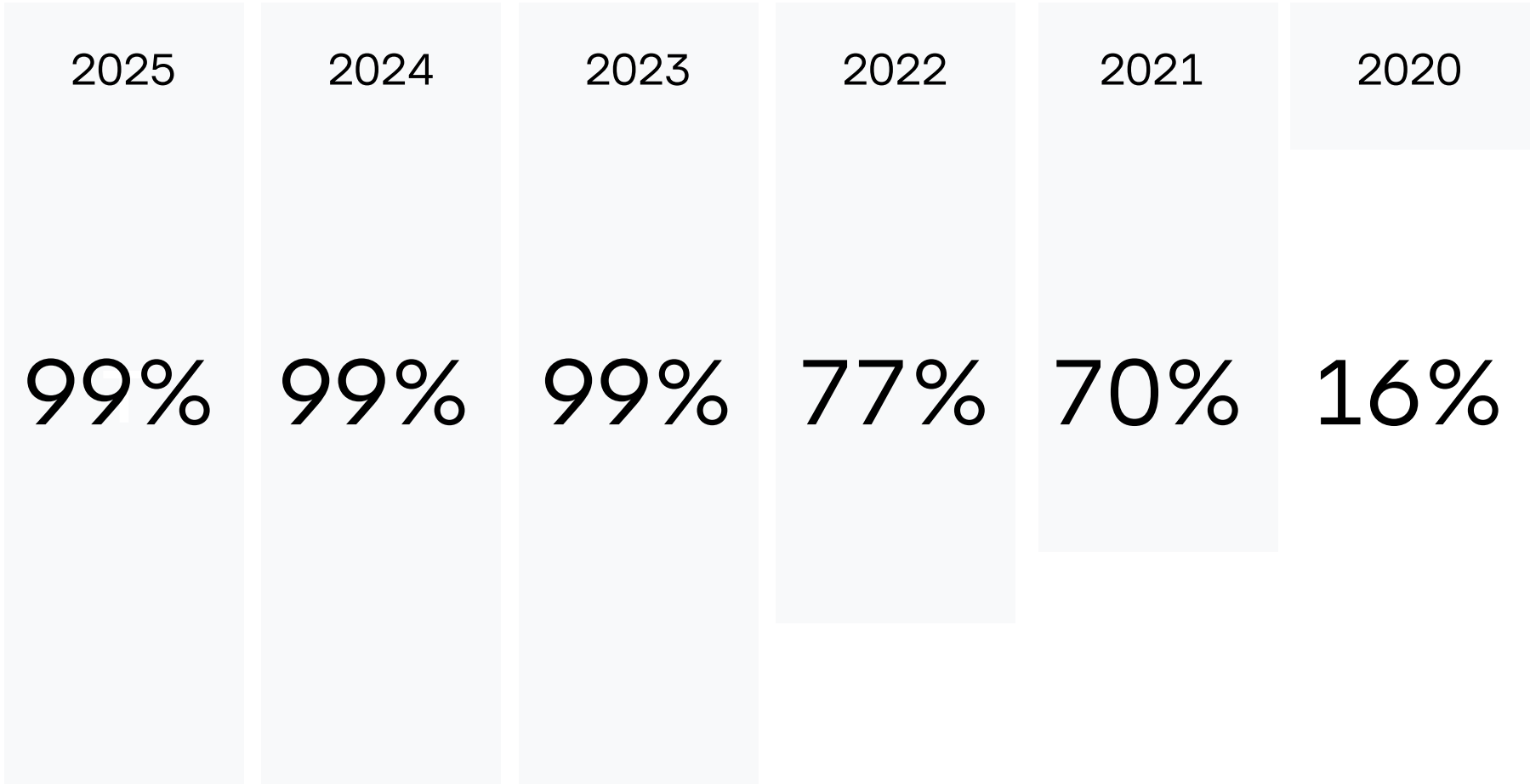
December, 25 2024	January - April 2025	March, 13 2025	May, 7 2025	July, 18 2025	July, 18 2025
Crypto asset service providers in Türkiye were classified as financial institutions under the regulation published in the Official Gazette.	In the U.S., crypto-friendly figures were appointed to senior roles, including Treasury Secretary, Commerce Secretary, and SEC Chair, as well as to key committees in the Senate and House.	Secondary regulations on crypto assets took effect in Türkiye, with the Capital Markets Board (CMB) setting out licensing requirements for service providers.	Ethereum's Pectra upgrade went live.	The U.S. passed the GENIUS Act, creating a regulatory framework for stablecoins.	Global crypto market capitalization surpassed \$4 trillion for the first time.

- BTC reached an all-time high of **\$126,198** in 2025.
- Its lowest price in 2025 was **\$74,500**, while during the survey it was **\$98,200**.
- ETH hit an all-time high of **\$4,954** in 2025.
- Its lowest price in 2025 **\$1,472**, while during the survey it was **\$2,405**.
- All these developments appear in the report under four headings: Awareness, Experience, Technology, and Demographics.

Awareness



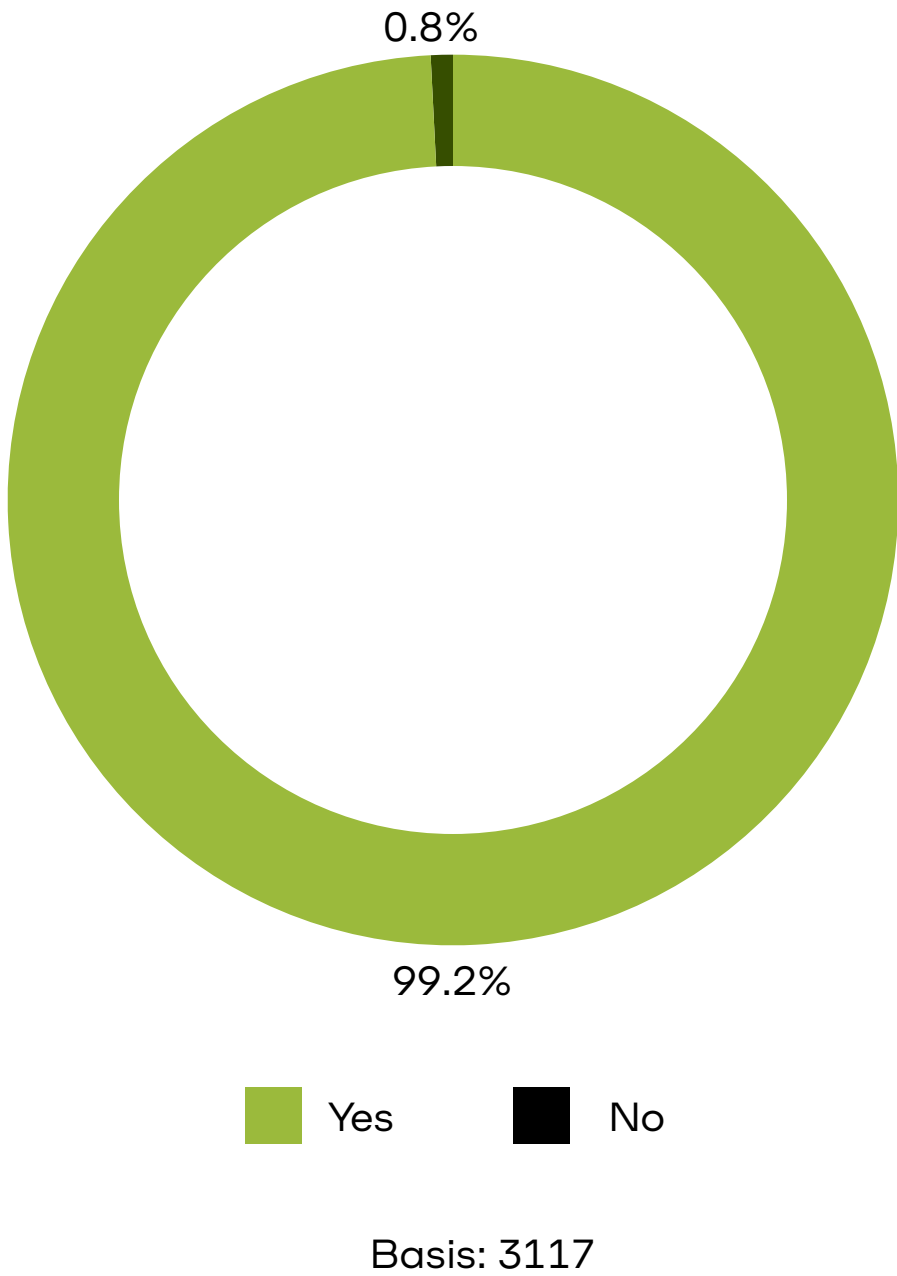
Cryptocurrency awareness has reached a saturation point



The share of people who have heard of cryptocurrency remains at **99%** this year.

This rate has not changed **since 2023**, indicating that awareness of cryptocurrency in Türkiye has reached a saturation point.

Have you heard of cryptocurrency?



Three out of four traders see crypto as a long-term investment

Three out of four people believe cryptocurrencies are used for short-term trading, and four out of five active traders engage in short-term transactions themselves.

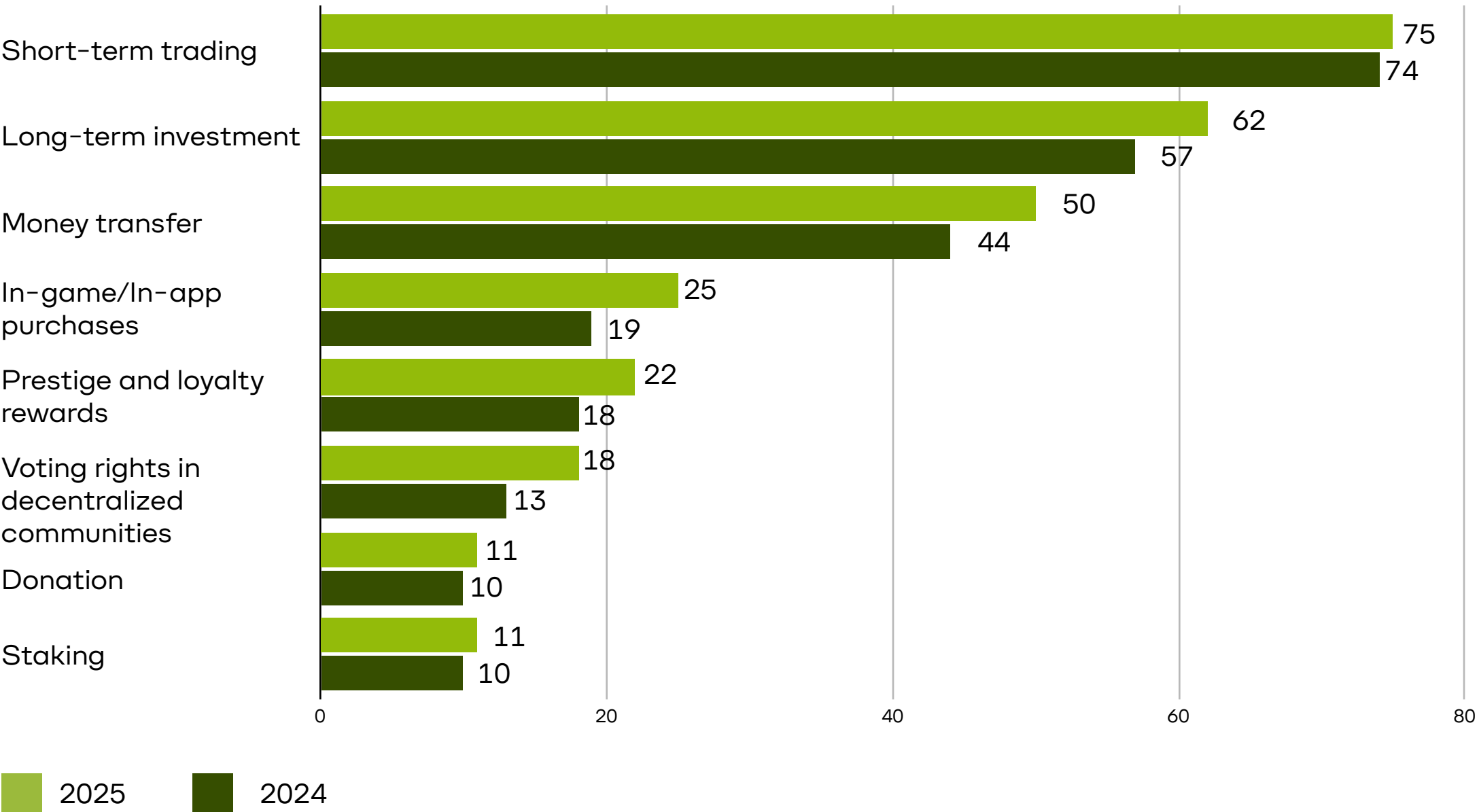
Among those familiar with cryptocurrency, the share who see it as a long-term investment has risen from 57% to 62%.

One in two individuals is aware that cryptocurrencies can also be used for money transfers.

Uses of cryptocurrencies

	People who have heard of	Cryptocurrency traders
Short-term trading	75%	81%
Long-term investment	62%	75%
Money transfer	50%	54%
In-game/In-app purchases	25%	26%
Prestige and loyalty rewards	22%	22%
Voting rights in decentralized communities	18%	16%
Donation	11%	19%
Staking	11%	11%

Are you aware of the primary uses of cryptocurrencies?



Basis: 2000: People who have heard of cryptocurrency / 617: Cryptocurrency traders

The biggest advantage of cryptocurrencies is that they have no time or location limitations

Four out of five traders see the main advantage of crypto as transactions can be made from anytime, anywhere.

The biggest drawback is price volatility.

Only one in five now considers lack of knowledge a disadvantage.

Which of the following statements about cryptocurrency do you agree with?

Advantages of cryptocurrency		
	2025	2024
There are no time or location limitations; transactions can be made from anywhere, at any time	78%	73%
Transactions are extremely fast	77%	75%
They are very easy to store and transport	76%	75%

Disadvantages of cryptocurrency		
	2025	2024
High price volatility	52%	49%
Inability to recover addresses if keys are lost	37%	40%
Lack of regulatory oversight	33%	33%
Lack of widespread adoption	32%	26%
Lack of clear guidance on how to proceed with transactions	20%	35%

Basis: 2025 traders: 617 2024 traders: 541

Bitcoin remains the preferred cryptocurrency

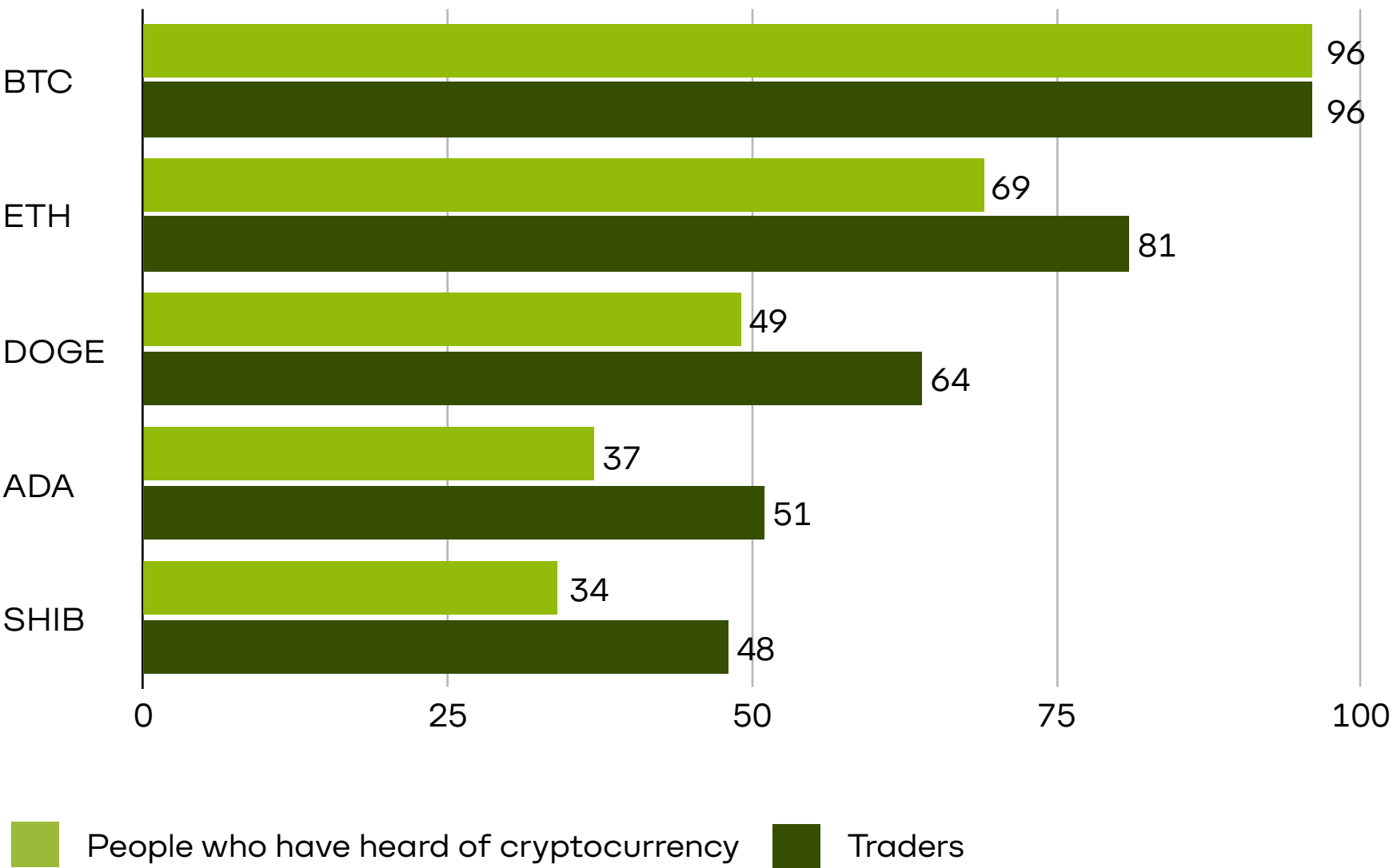
Nearly everyone familiar with crypto knows Bitcoin.

Ethereum awareness is stronger among traders (81%).

This is reflected in habits: seven in ten trade with Bitcoin.

Total awareness (first cryptocurrencies that come to mind/
spontaneous recall/assisted recall)

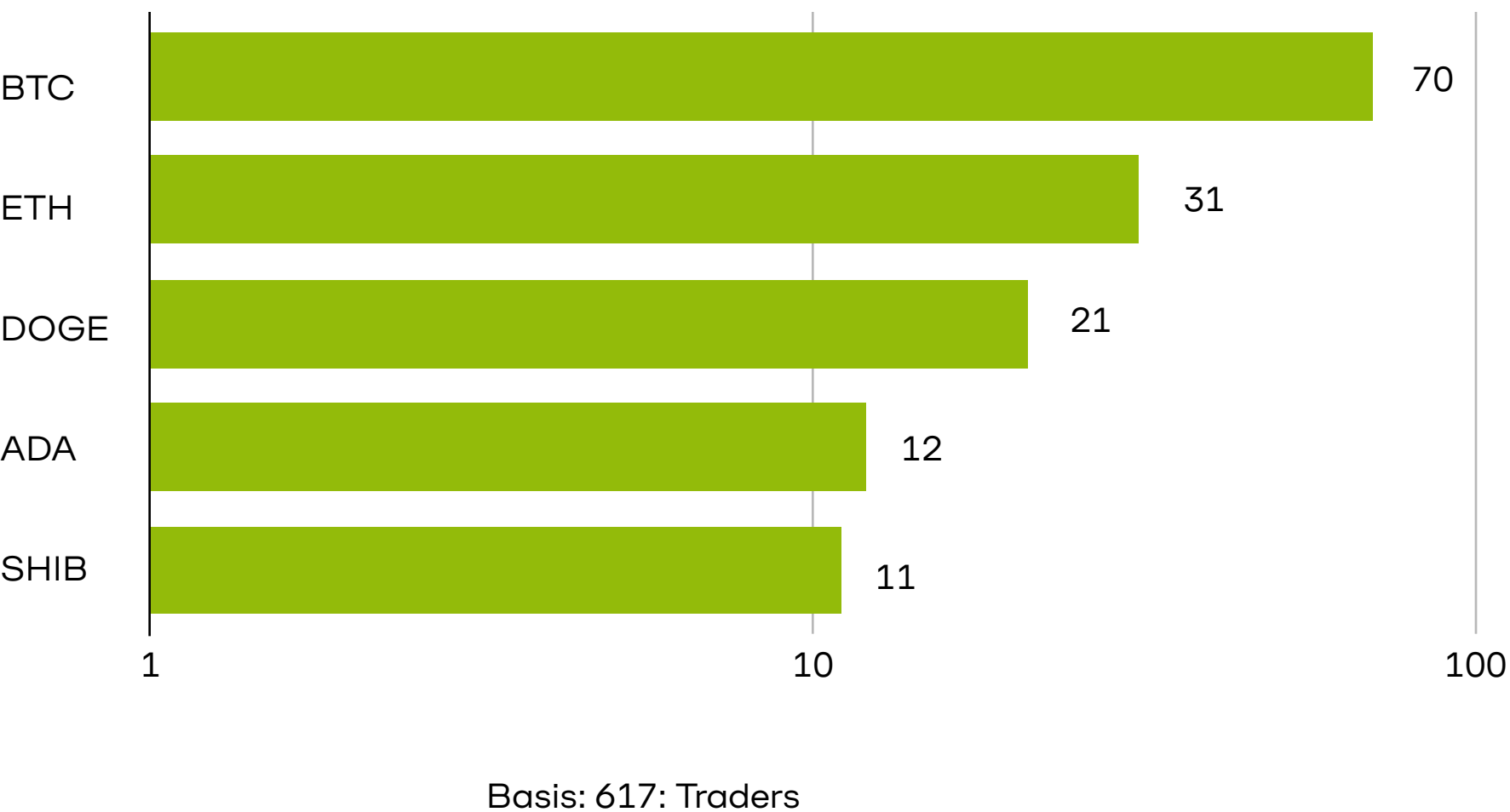
Total awareness:



Basis: 2000: People who have heard of cryptocurrency / 617: Traders

Which of the following cryptocurrencies have you traded
with before?

Top 5 most traded cryptocurrencies:

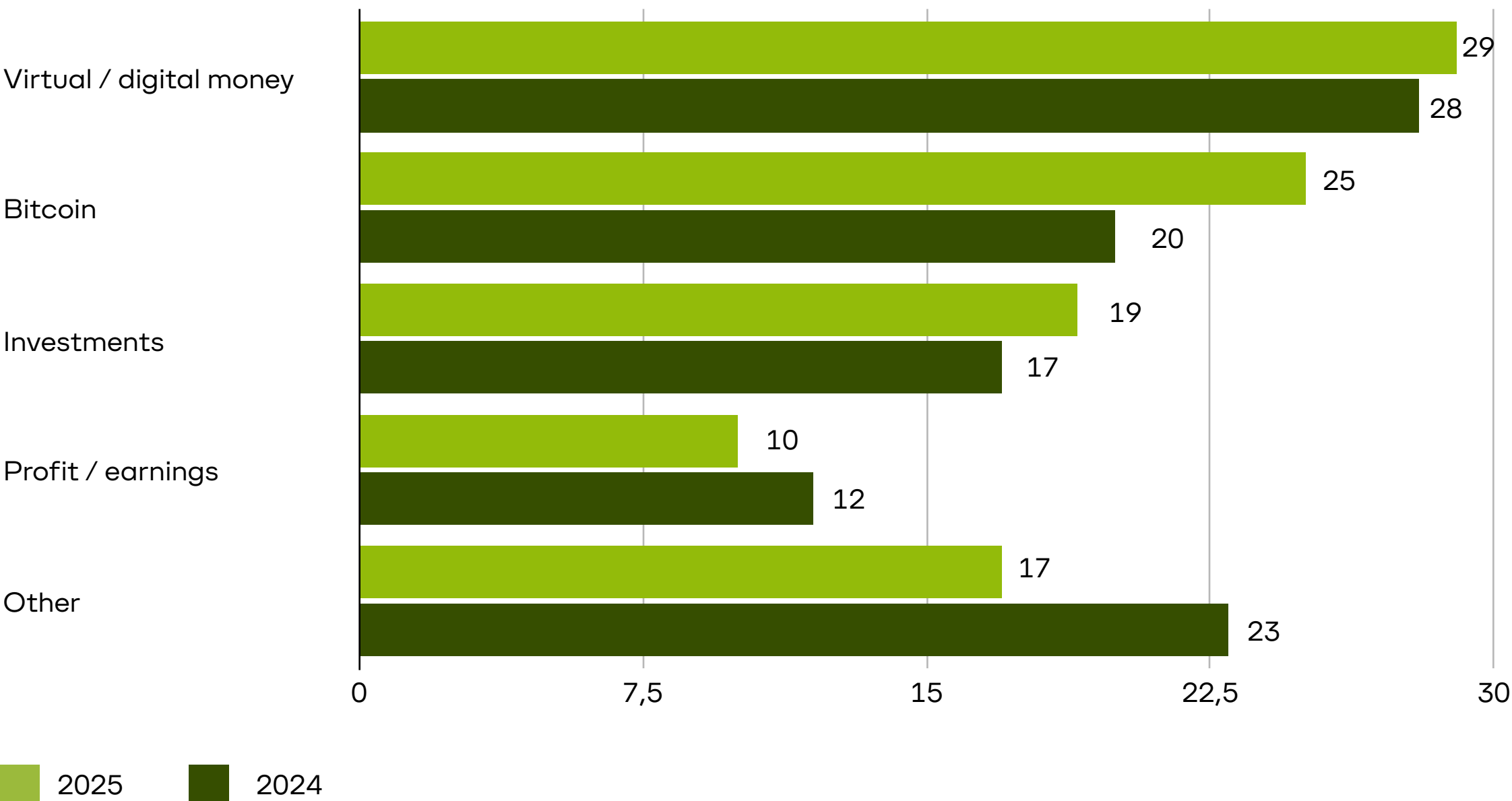


One in four people associates cryptocurrency directly with Bitcoin

For one in three people familiar with crypto, the first association is “digital currency”, while for one in four it is Bitcoin.

The share who associate crypto with Bitcoin rose from 20% in 2024 to 25% in 2025.

What comes to mind first when you think of cryptocurrency?



Basis: 2000: People who have heard of cryptocurrency

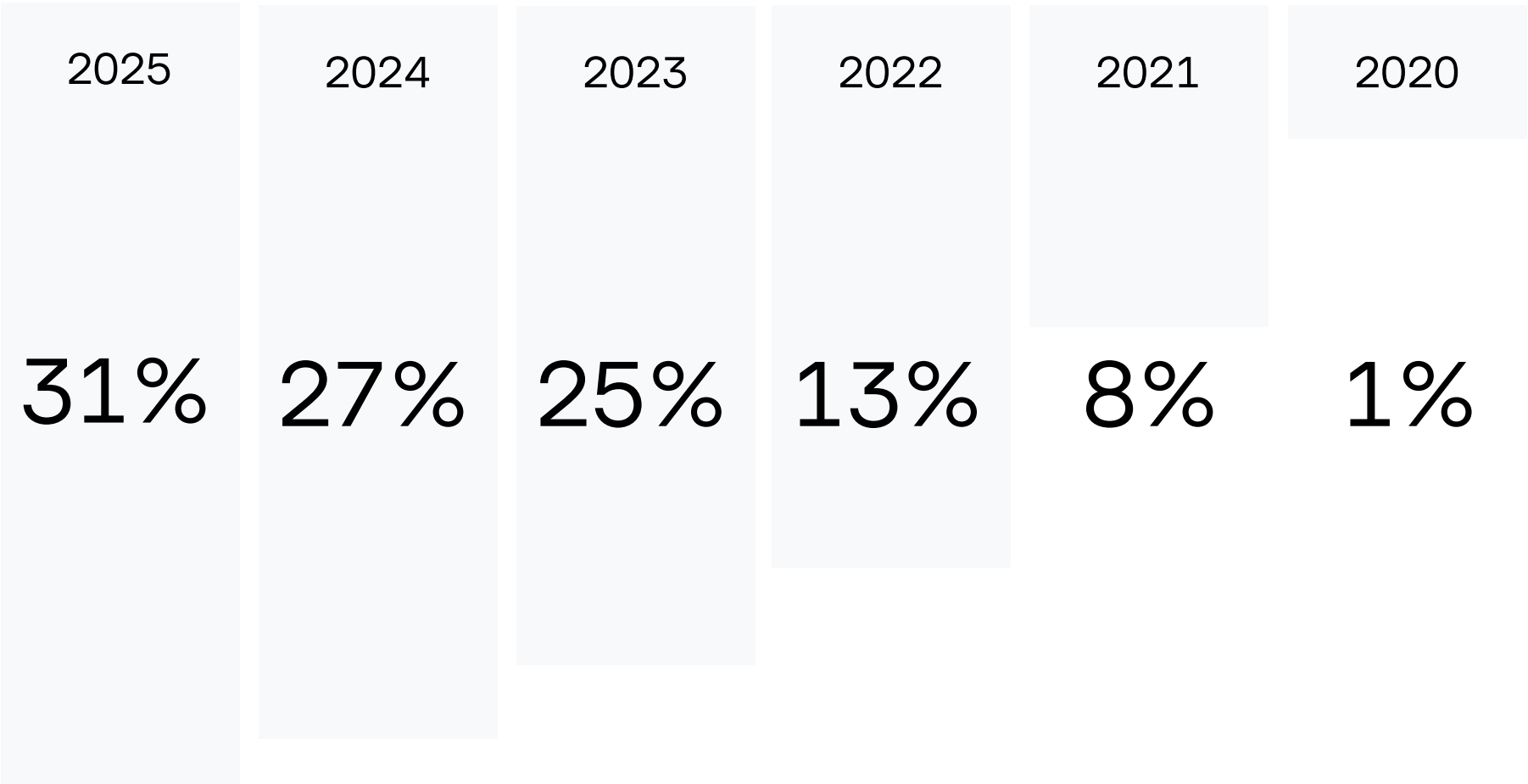
The first associations with cryptocurrencies		
	2025	2024
Virtual / digital money	29%	28%
Bitcoin	25%	20%
Investments	19%	17%
Profit / earnings	10%	12%
Other	17%	23%

Basis: 617: Traders

Experience

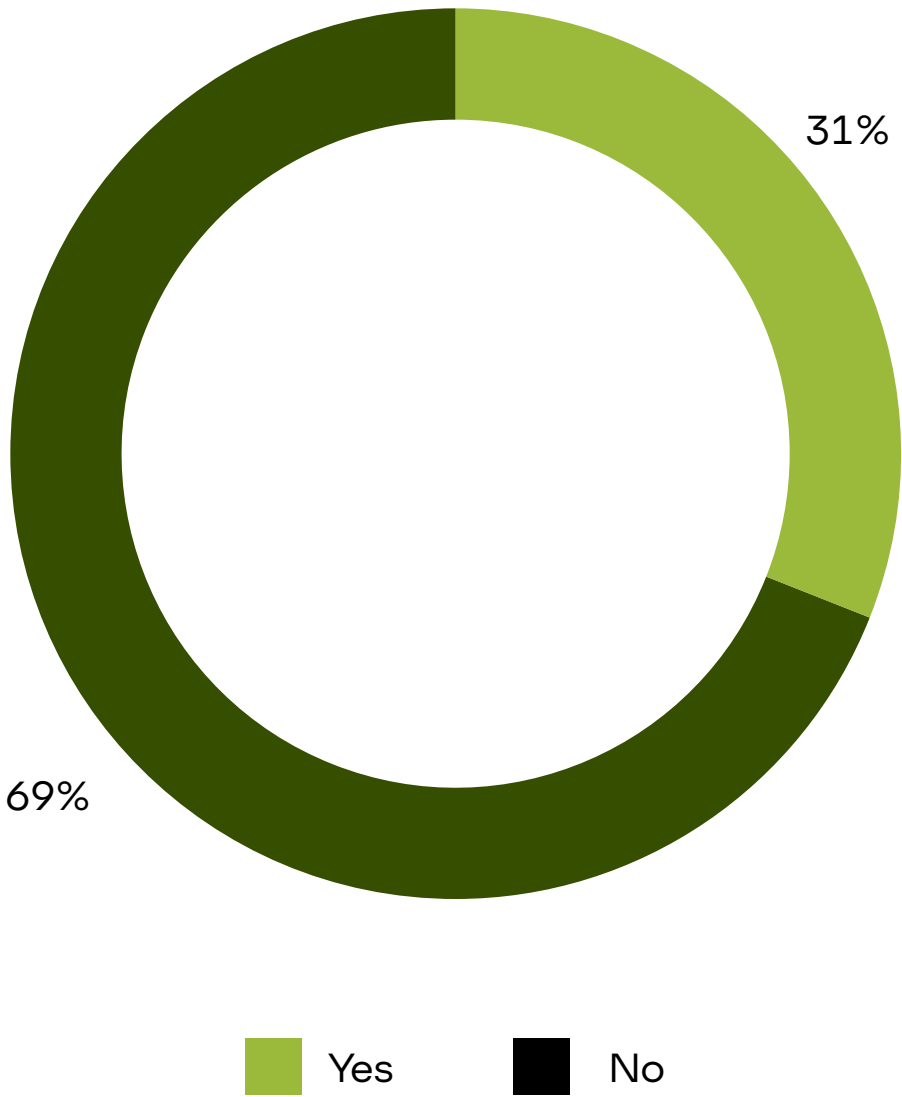


One out of three trade crypto



The share of people trading crypto has been rising since 2020. In Türkiye, one in three now trade cryptocurrencies. This rate increased from 27% to **31%** in the past year.

Have you ever traded cryptocurrency?



Basis: 2000: People who have heard cryptocurrency

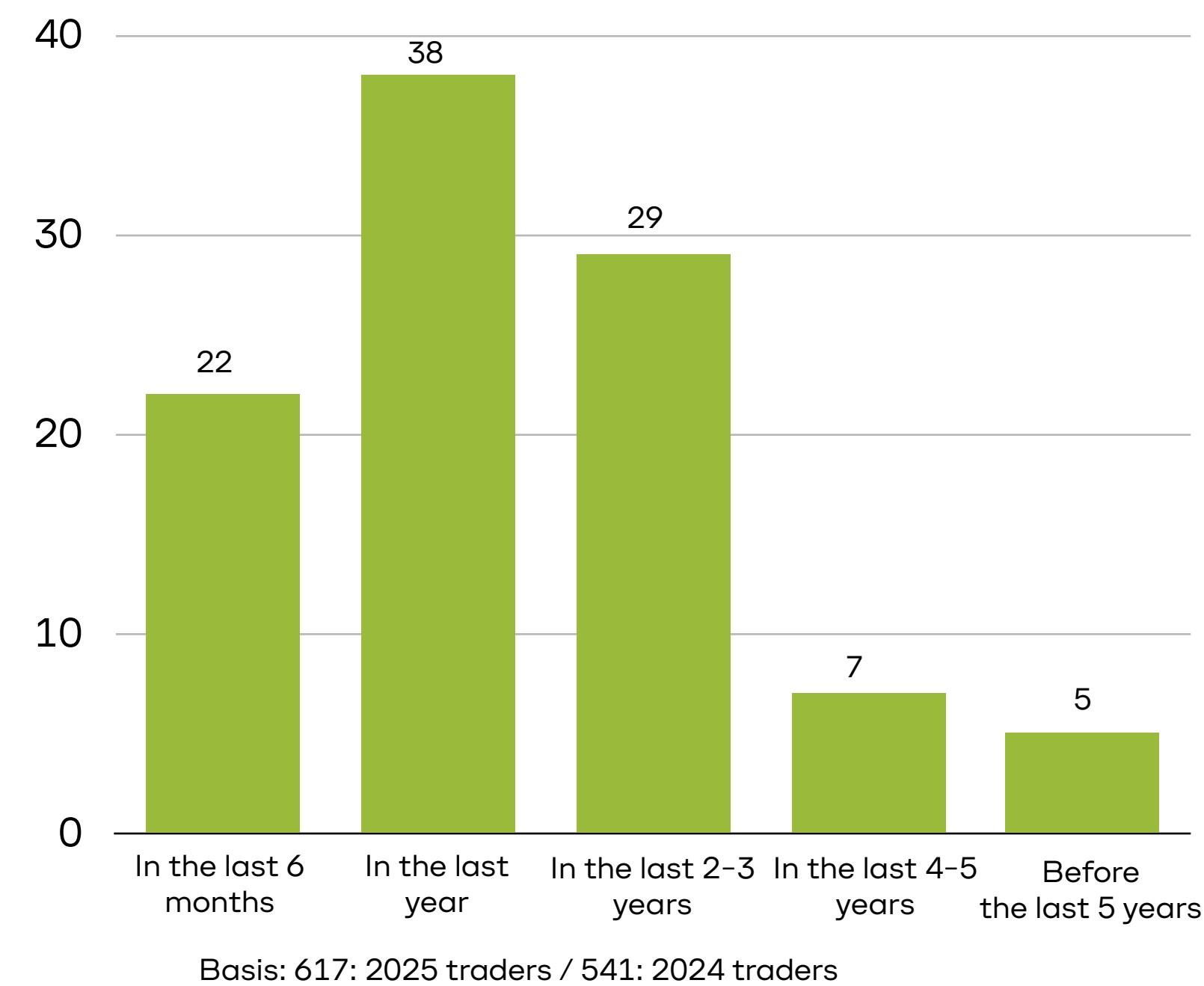
One in five made their first transaction within the last 6 months

Timing of the first cryptocurrency transaction

	2025	2024
In the last 6 months	22%	23%
In the last year	38%	29%
In the last 2-3 years	29%	36%
In the last 4-5 years	7%	9%
Before the last 5 years	5%	2%

The ecosystem continues to gain users. The share of those trading in the past 6 months and past year has increased compared to 2024. In line with last year, **22%** made their first crypto transaction within the past 6 months.

When did you make your first cryptocurrency transaction?



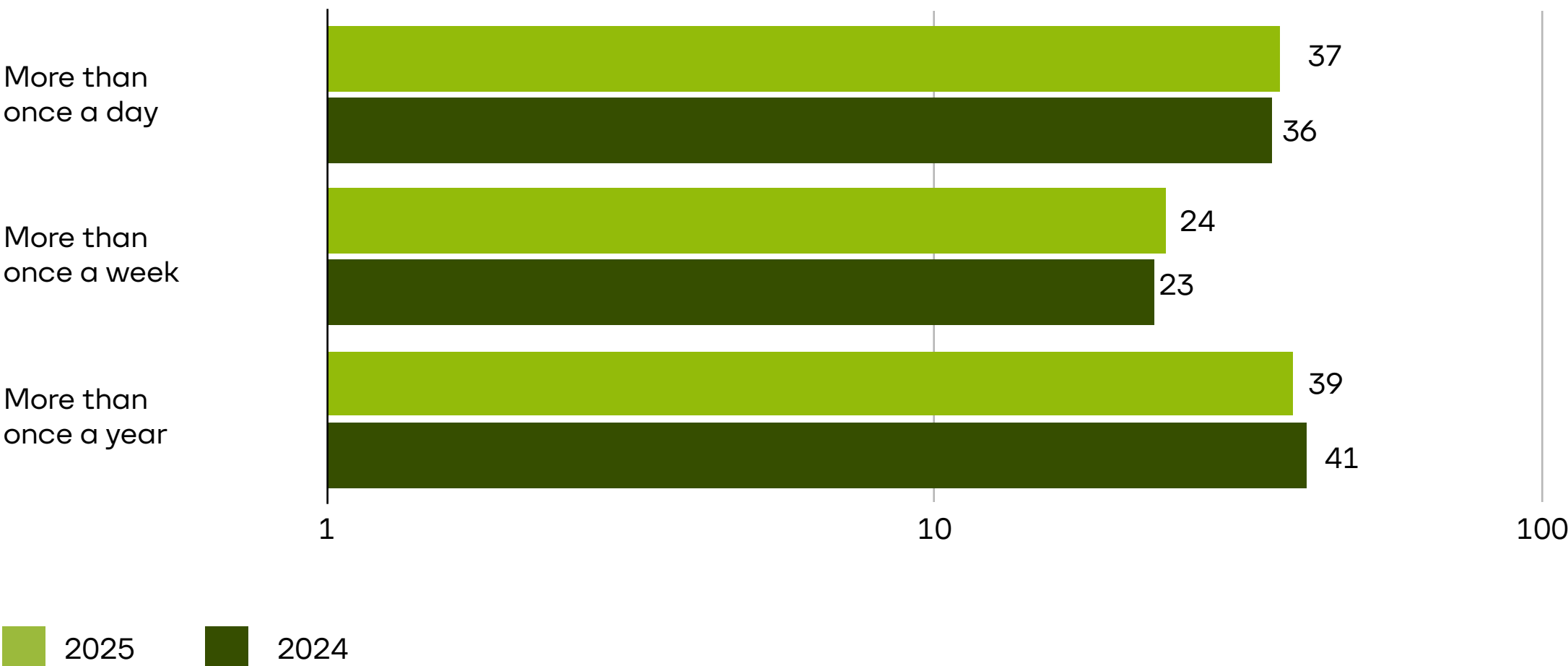
Two in five traders checks their accounts at least once a day

One in ten people trades every day.

Two in five check their accounts at least once a day.

How often do you check your crypto account?

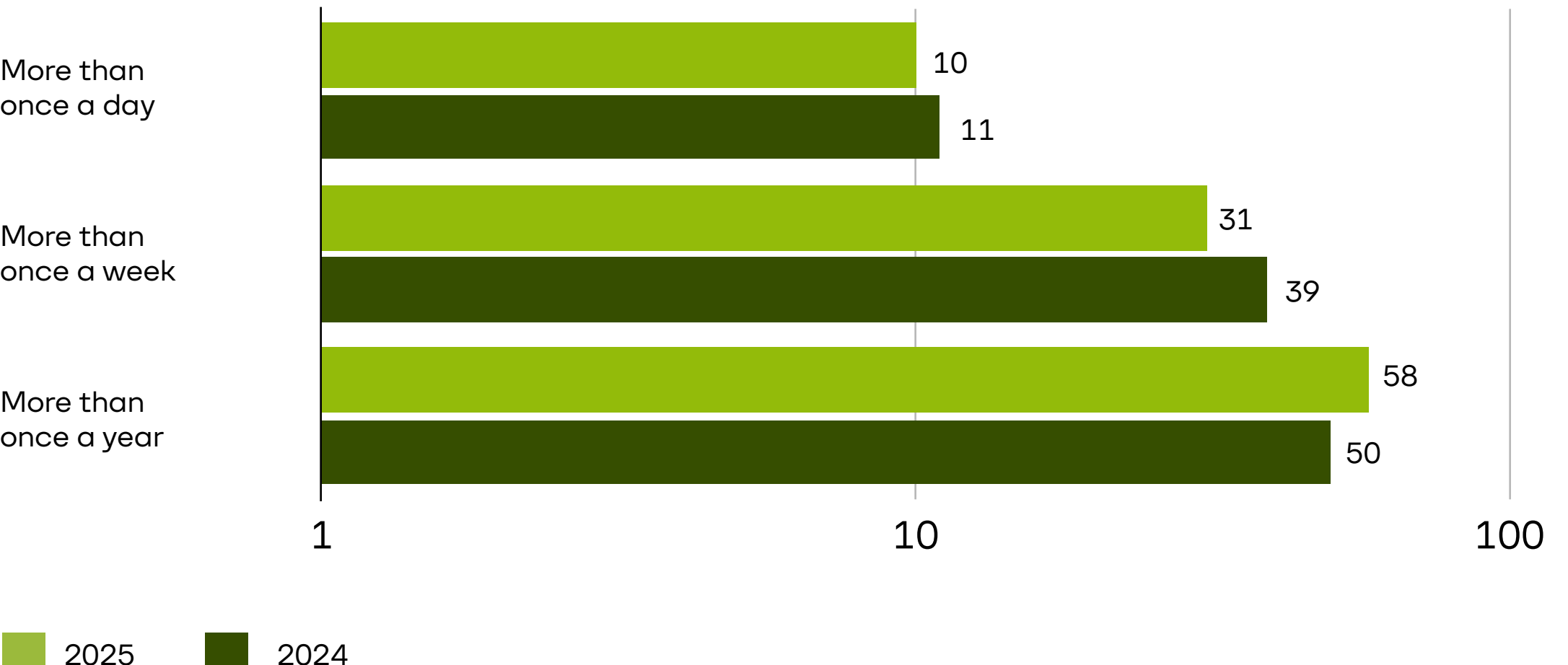
Frequency of checking cryptocurrency account:



Basis: 617: 2025 traders / 541: 2024 traders

How often do you trade cryptocurrencies?

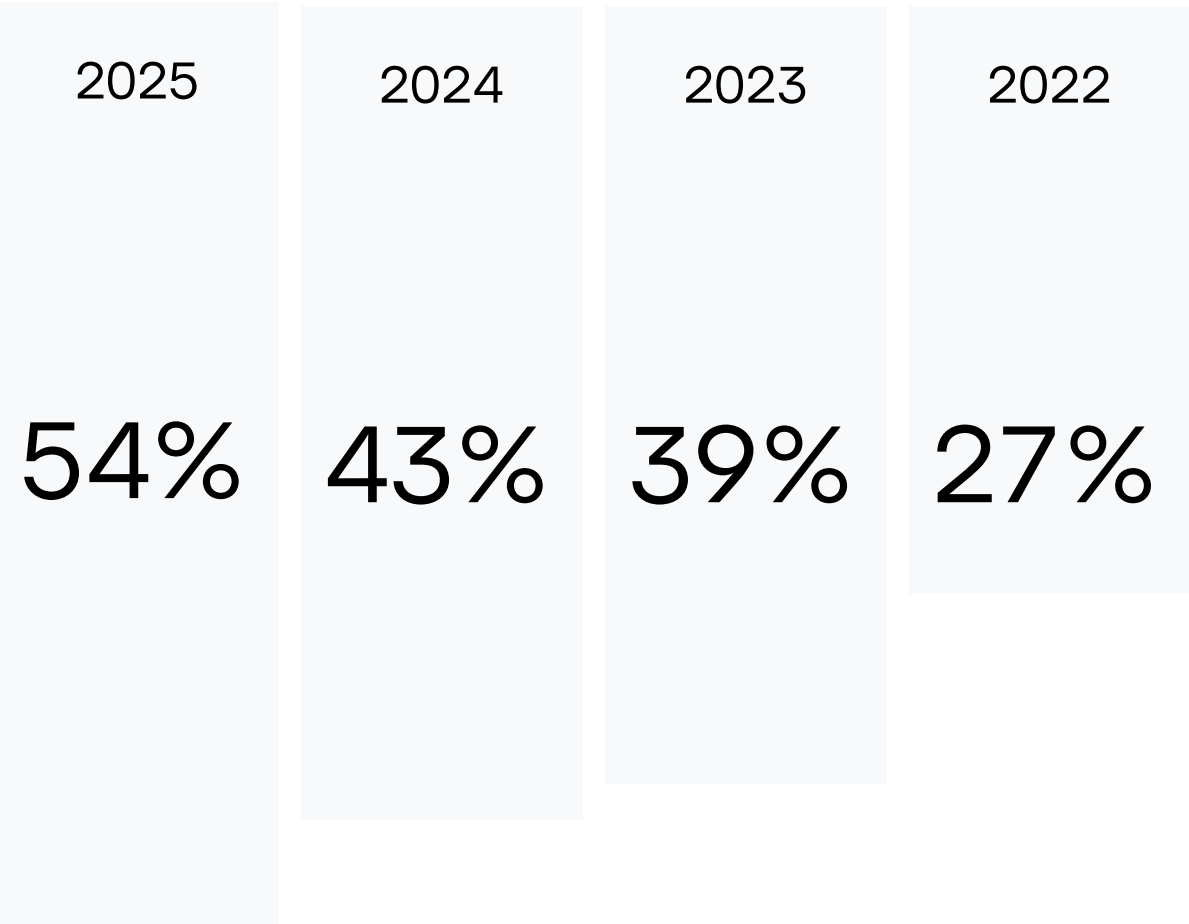
Frequency of crypto trading:



Basis: 617: 2025 traders / 541: 2025 traders

High returns remain the primary motivation for cryptocurrency trading

The share who believe crypto use will grow in the future

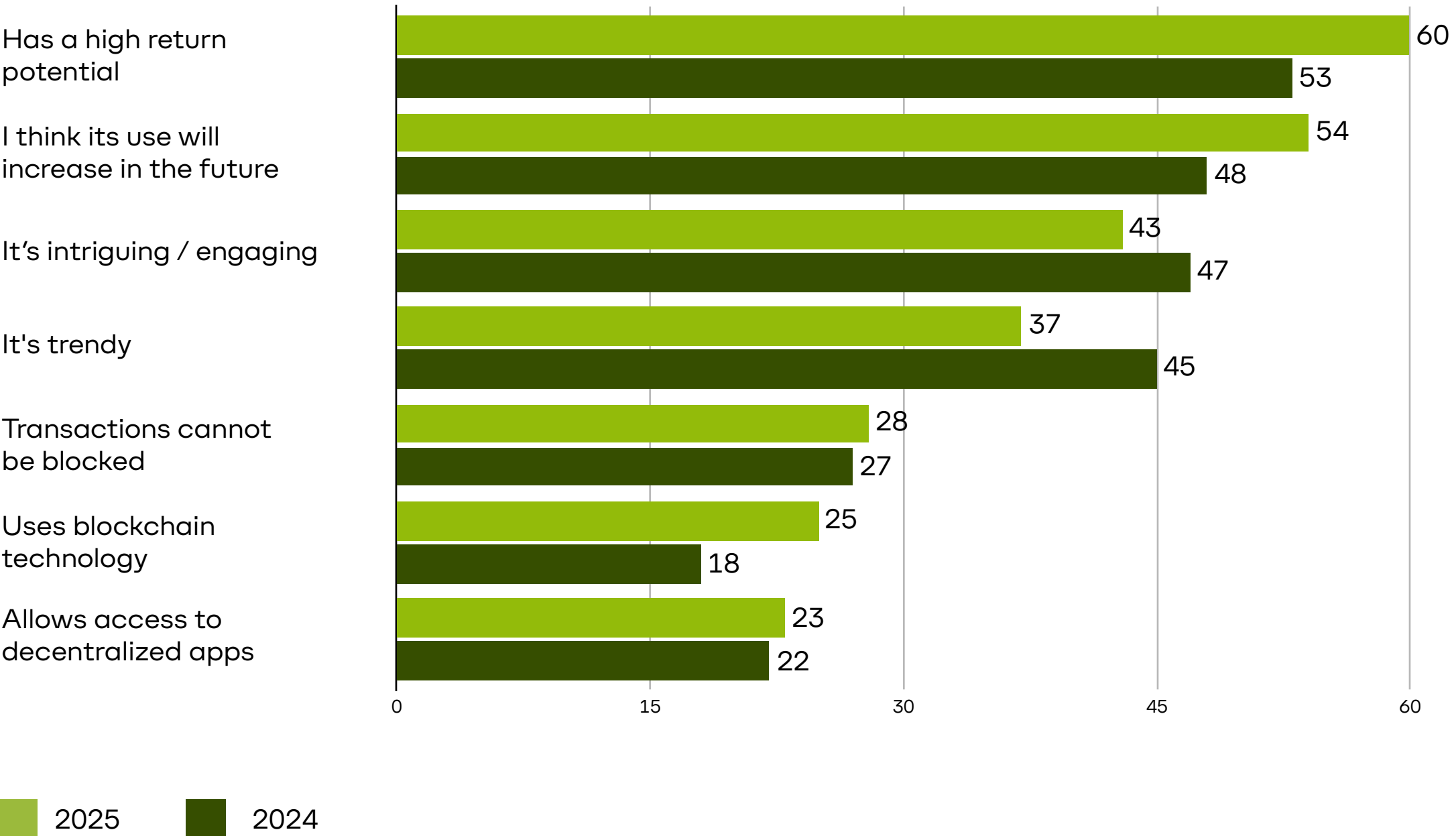


Three out of five crypto traders are mainly motivated by high return potential.

The share who believe crypto use will grow in the future has risen to 54%.

The share who invest just because it is trendy has dropped from 45% to 37%.

What are your reasons for using cryptocurrencies?



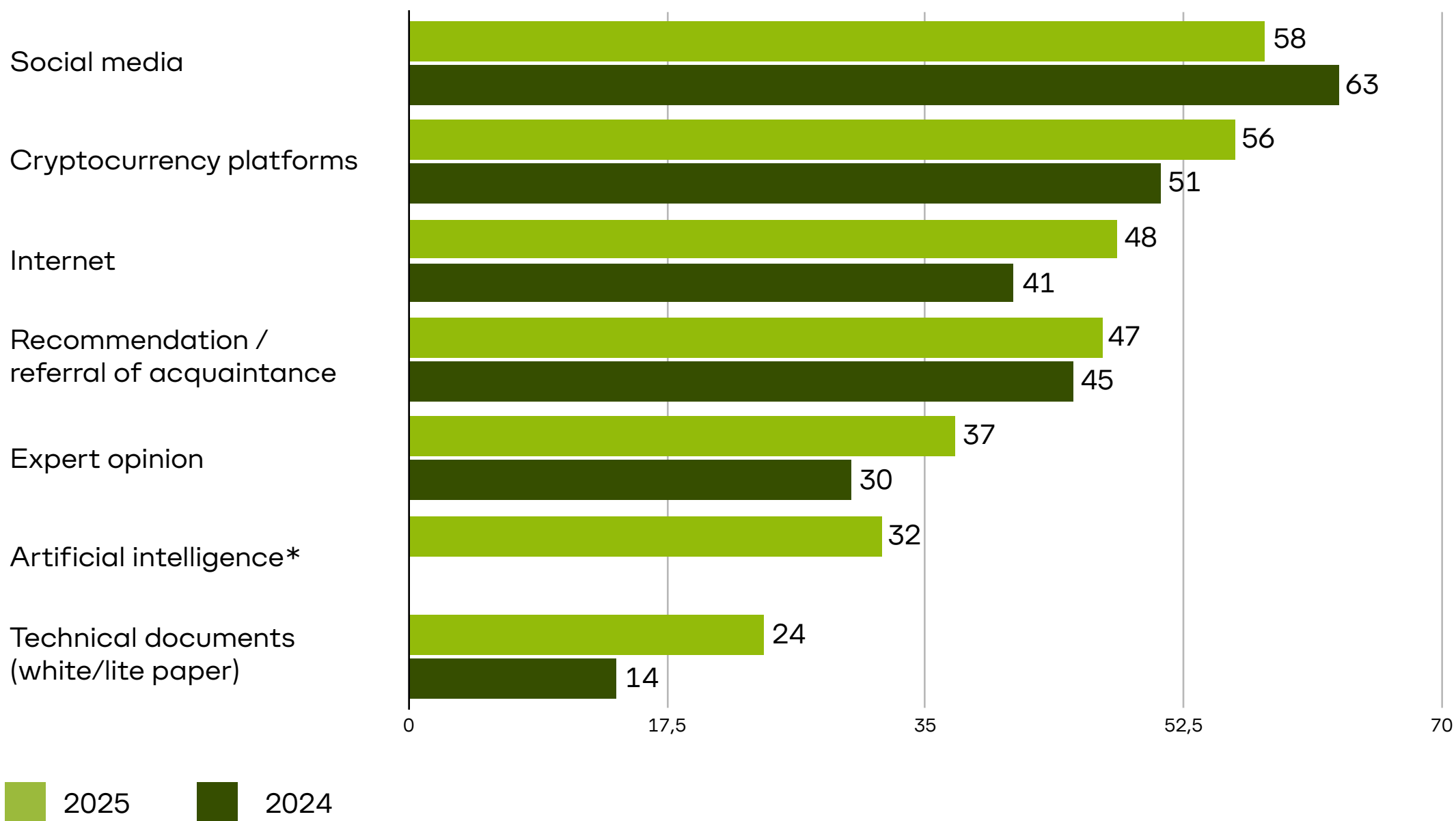
Basis: 617: 2025 traders / 541: 2024 traders

Three out of ten people use artificial intelligence for crypto research

58% of traders prefer social media as their primary source of information, followed by crypto service providers at 56%.

Artificial intelligence is rapidly emerging as a research source.

Which channels do you use most for researching cryptocurrencies?



Basis: 617: 2025 traders / 541: 2024 traders

* This option was added to the questionnaire in 2025.

Confidence in cryptocurrencies grows with experience

Two out of five people who have heard crypto see it as a reliable investment, a share that rises to 76% among active traders.

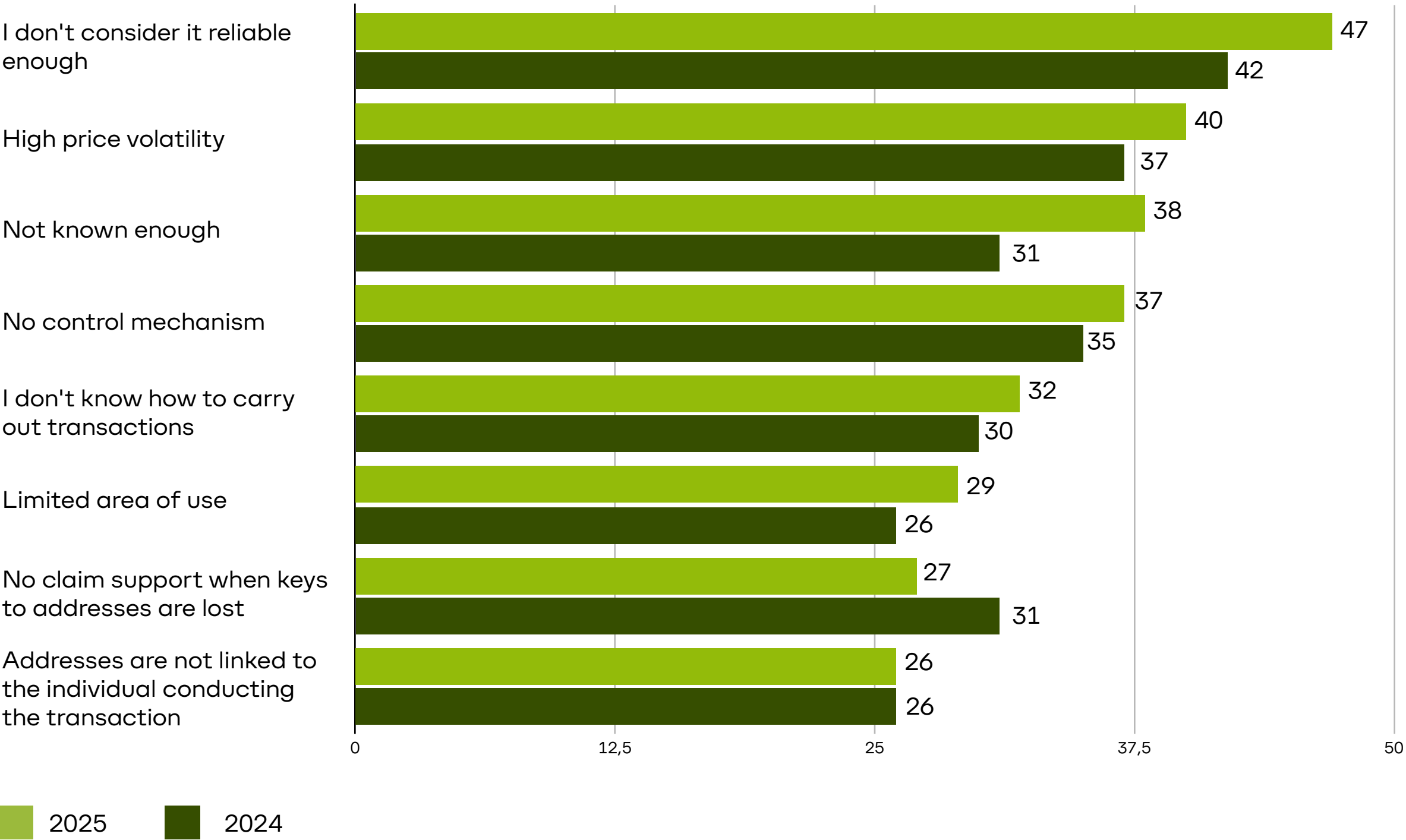
Gold remains the most trusted investment at 91%, in line with overall preferences.

Lack of trust is also the leading reason for not trading.

Could you indicate how much you trust each investment instrument listed below?

Instruments / Trust (%)	People who have heard of crypto	Traders
Gold	91%	94%
Real estate	77%	83%
Foreign currency	77%	82%
FX-rate-protected TRY term deposit	49%	52%
Individual Pension System (IPS)	49%	56%
Mevduat getirisi	48%	54%
Turkish lira (TRY)	45%	48%
Cryptocurrency	42%	76%
Stocks / mutual funds	35%	47%
Bonds / bills	22%	28%

Reasons for not trading



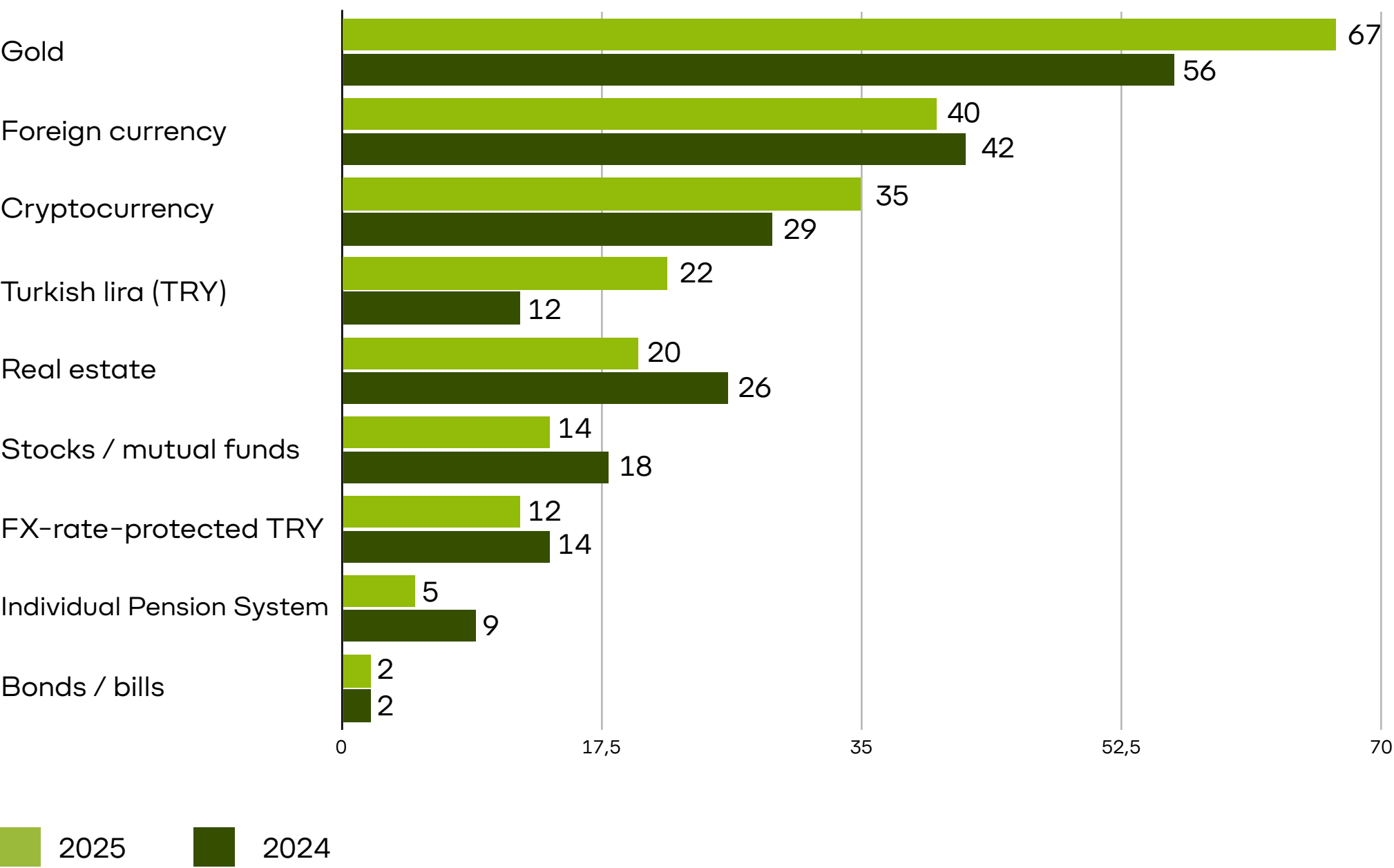
Basis: 2000: People who have heard of cryptocurrency / 617: Traders / 1383: People who do not trade

Cryptocurrency ranks third among investment preferences

One in three investors chooses cryptocurrency.

In investment preferences led by gold and foreign currency, crypto ranks ahead of the lira, real estate, stocks, and private pensions.

Which of the following investment or savings instruments do you prefer?

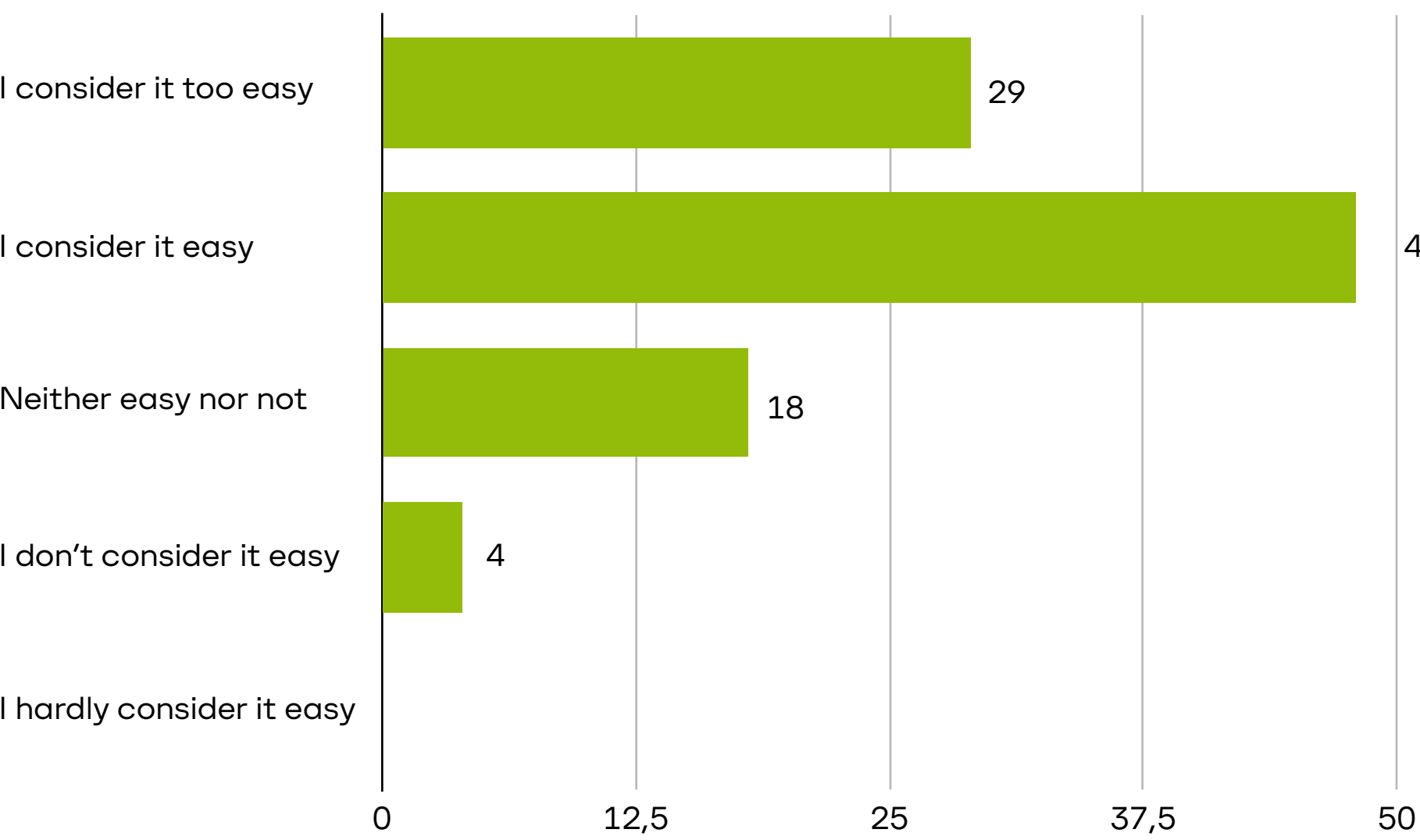


Basis: 1176: Investors

For the majority, crypto trading is easy

77% say trading crypto is easy, while only 4% find it difficult.

Ease of crypto



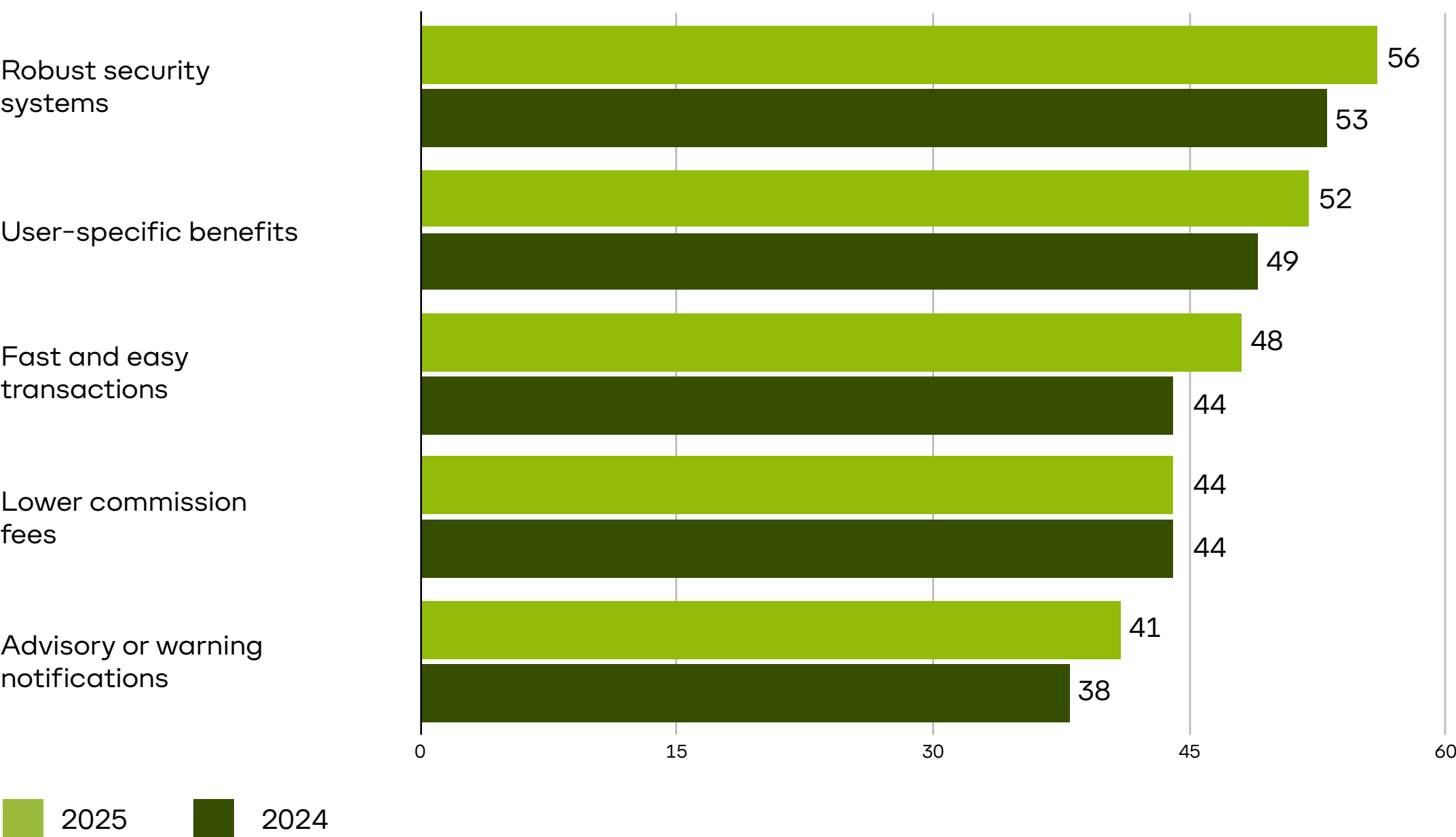
Basis: 617: Traders

The presence of robust security systems is a primary expectation

Strong security systems are the top expectation from crypto asset service providers, cited by 56% of traders.

One in two also expects personalized advantages.

What are your expectations from the platform you use for cryptocurrency transactions?



Basis: 617: 2025 traders / Basis: 541: 2024 traders

For those who care, Türkiye-based platforms are the first choice

For those familiar with crypto, the importance of whether a platform is local or foreign has been declining year by year.

Among those who do consider it important, seven out of ten prefer Türkiye-based platforms.

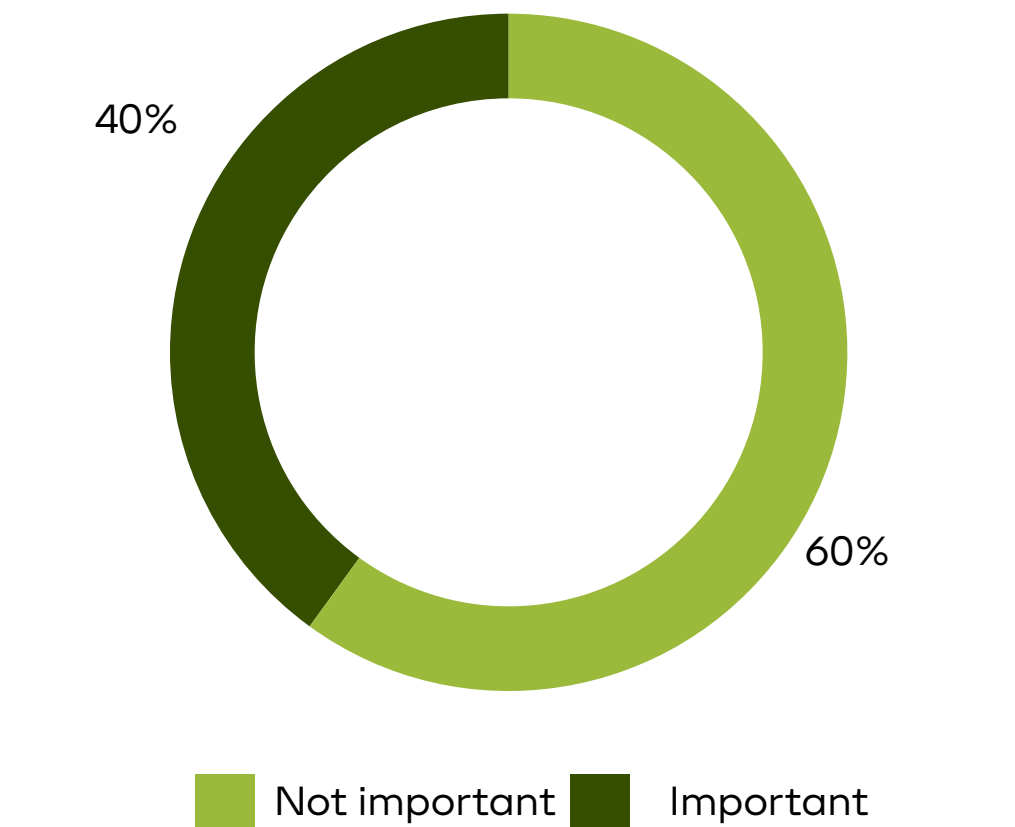
The importance of whether the platform is local or foreign

	2025	2024	2023	2022	2021	2020
Important	40%	46%	54%	62%	29%	55%
Not important	60%	54%	46%	38%	71%	45%

Local / foreign preference

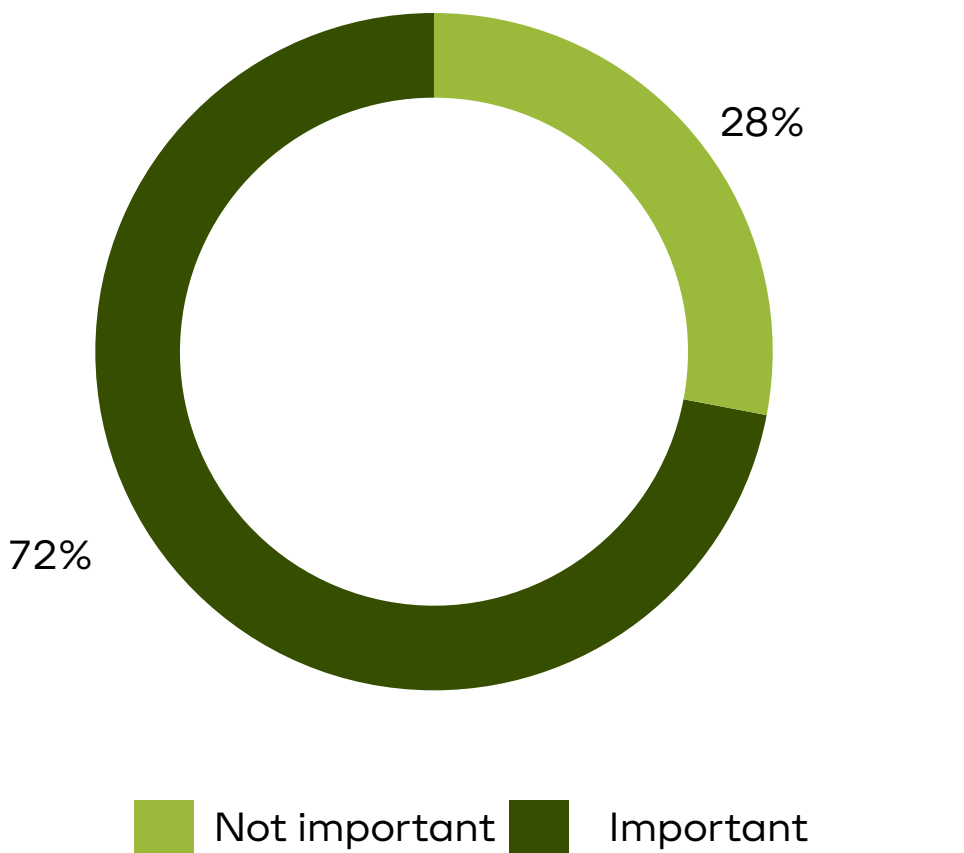
	2025	2024	2023	2022	2021	2020
Local	72%	78%	64%	51%	77%	88%
Foreign	28%	22%	36%	49%	23%	12%

How important is it to you that the cryptocurrency exchange you use is Turkish or foreign?



Basis: 2000: People who have heard cryptocurrency

Do you prefer the cryptocurrency exchange to be Turkish or foreign?



Basis: 806: People who consider it important for the platform to be local or foreign

Technology

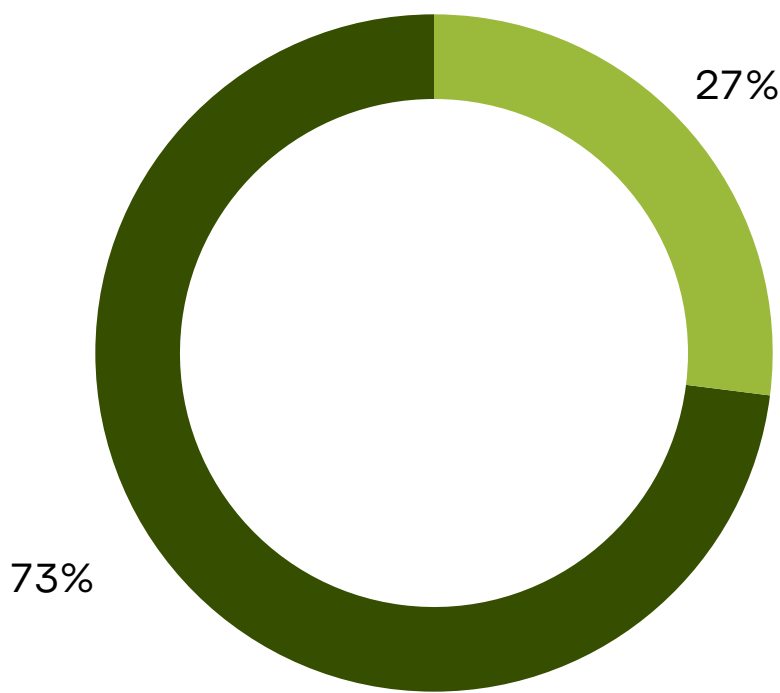


The link between blockchain and cryptocurrency is growing stronger

Among those familiar with blockchain, the share who know that cryptocurrencies are built on blockchain rose from 67% in 2024 to 73% in 2025.

Overall blockchain awareness remained similar to last year at 27%.

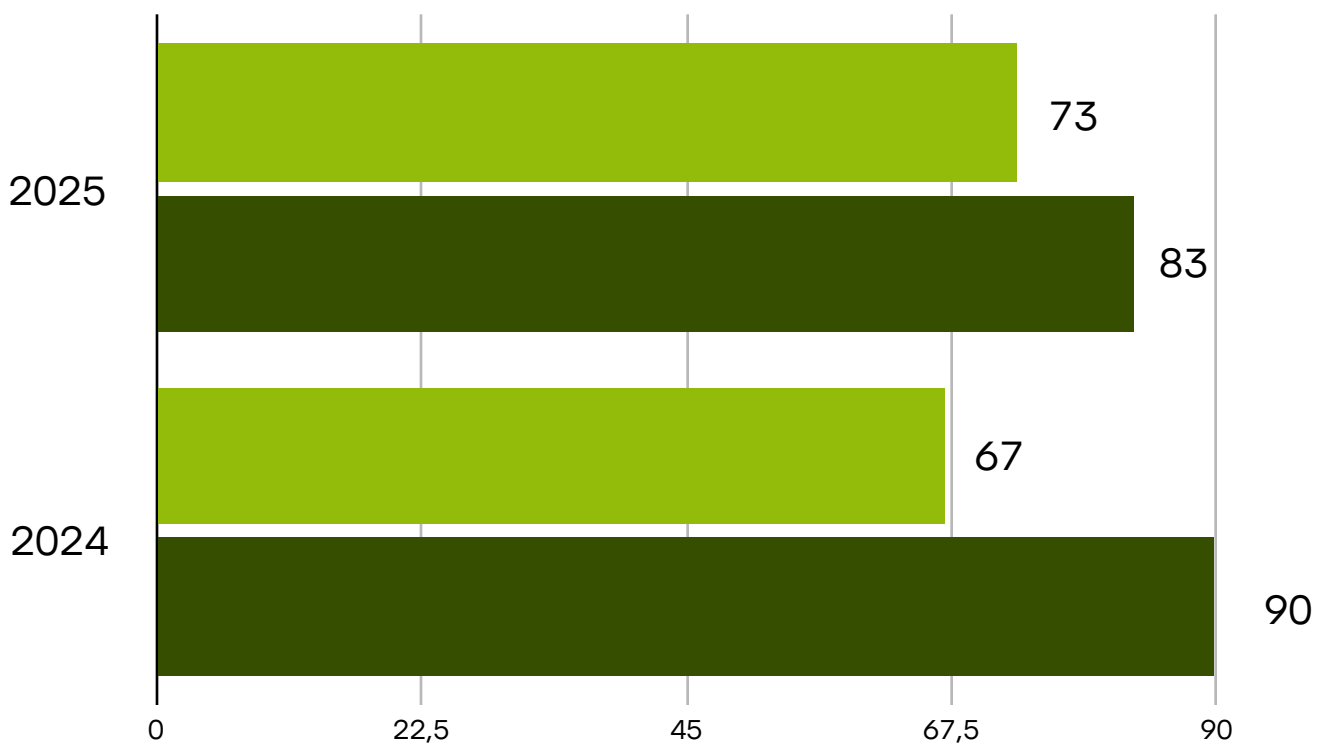
Have you heard of blockchain?



Basis: 2000: People who have heard of cryptocurrency

I've heard I haven't heard

Did you know that cryptocurrencies use blockchain technology?



People who have heard of blockchain Traders

	2025 n:2000	2024 n:2002	2023 n:2002	2022 n:2000	2021 n:1000	2020 n:1000
People who have heard of blockchain	27%	28%	25%	23%	20%	15%

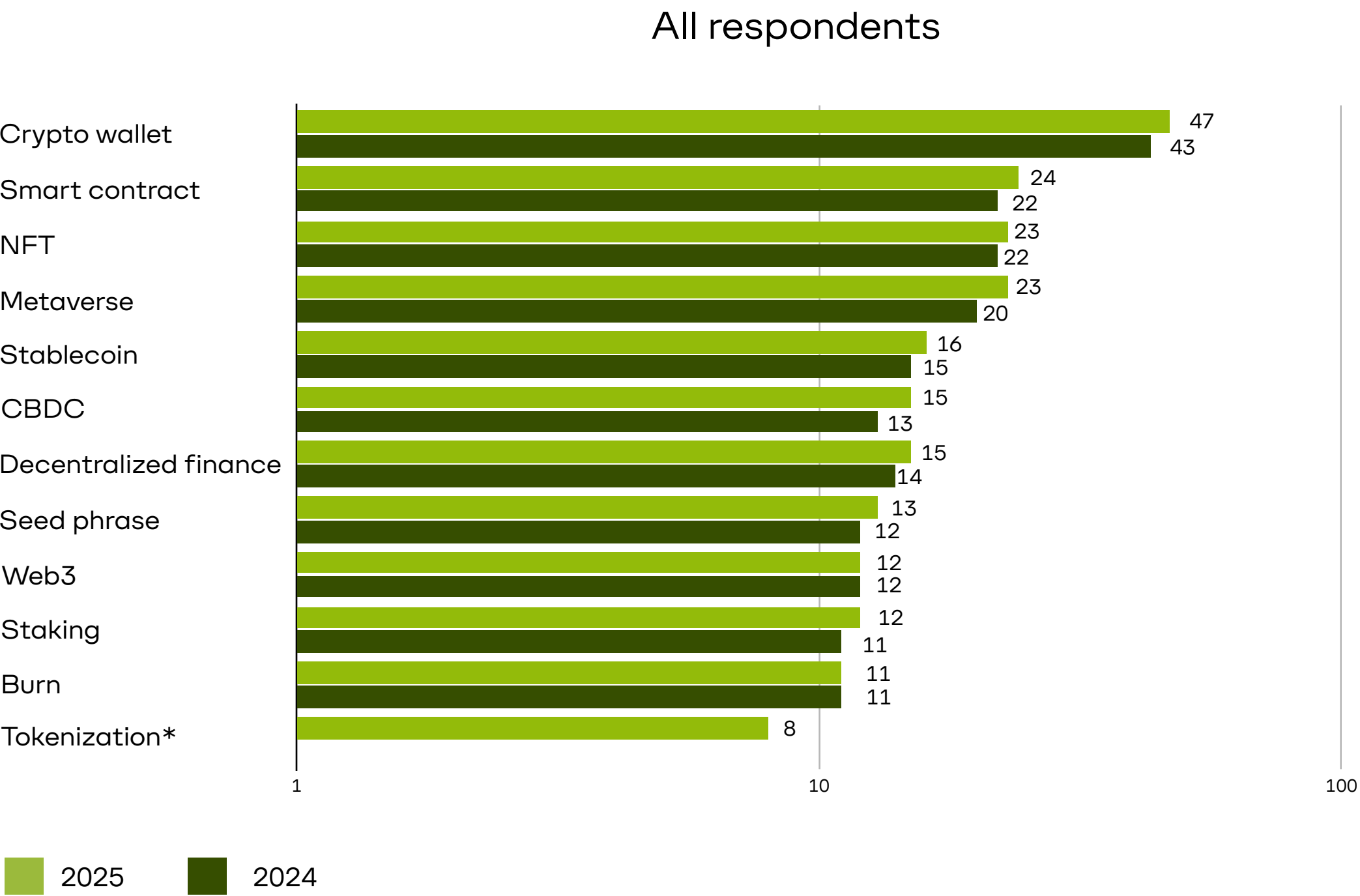
Basis: 617: 2025 traders / 541: 2024 traders / 2000: 2025 people who have heard of cryptocurrency / 2002: 2024 people who have heard of cryptocurrency

The least known concepts are staking and tokenization

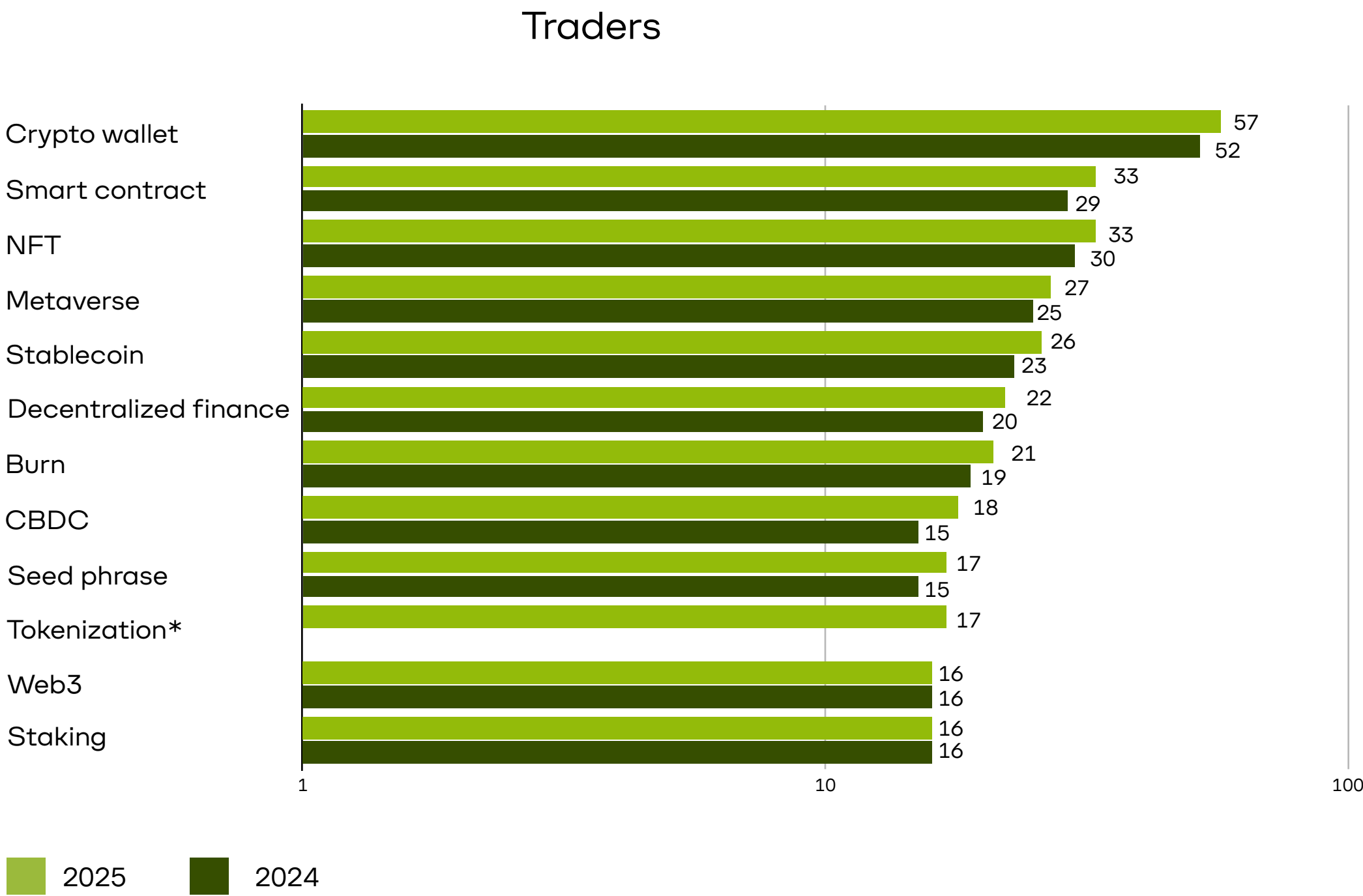
47% of those familiar with crypto, and 57% of active traders, know the concept of a crypto wallet.

Even among traders, the least known concepts are staking and tokenization.

Which of the following concepts introduced by blockchain technology are you familiar with?



* This option was added to the questionnaire in 2025.



Baz-2: 617: 2025 traders / 541: 2024 traders / 2000: 2025 people who have heard of cryptocurrency / 2002: 2024 people who have heard of cryptocurrency

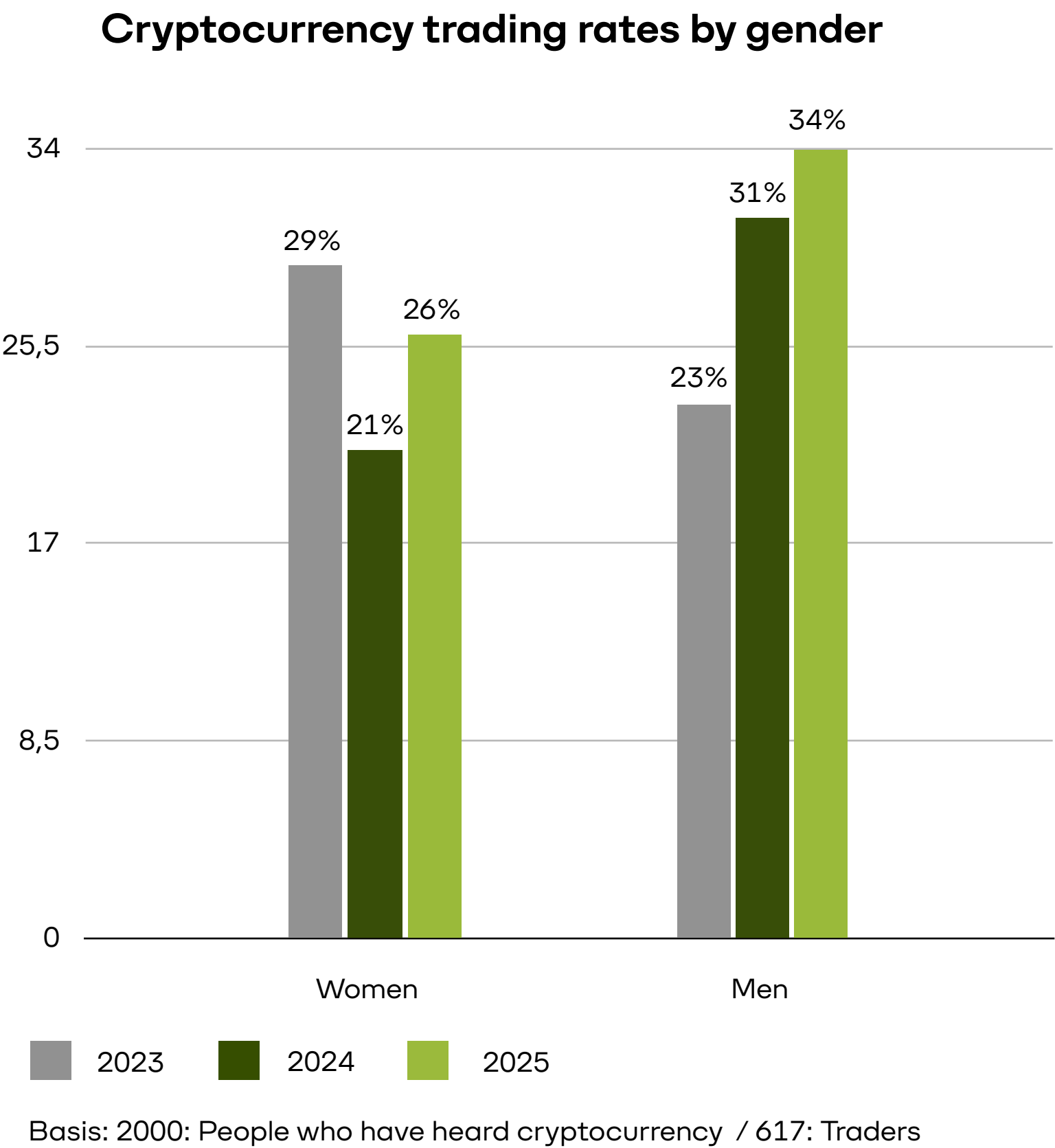
Demographics



The share of women trading cryptocurrencies is on the rise

Among those familiar with crypto, 26% of women and 34% of men trade cryptocurrencies.

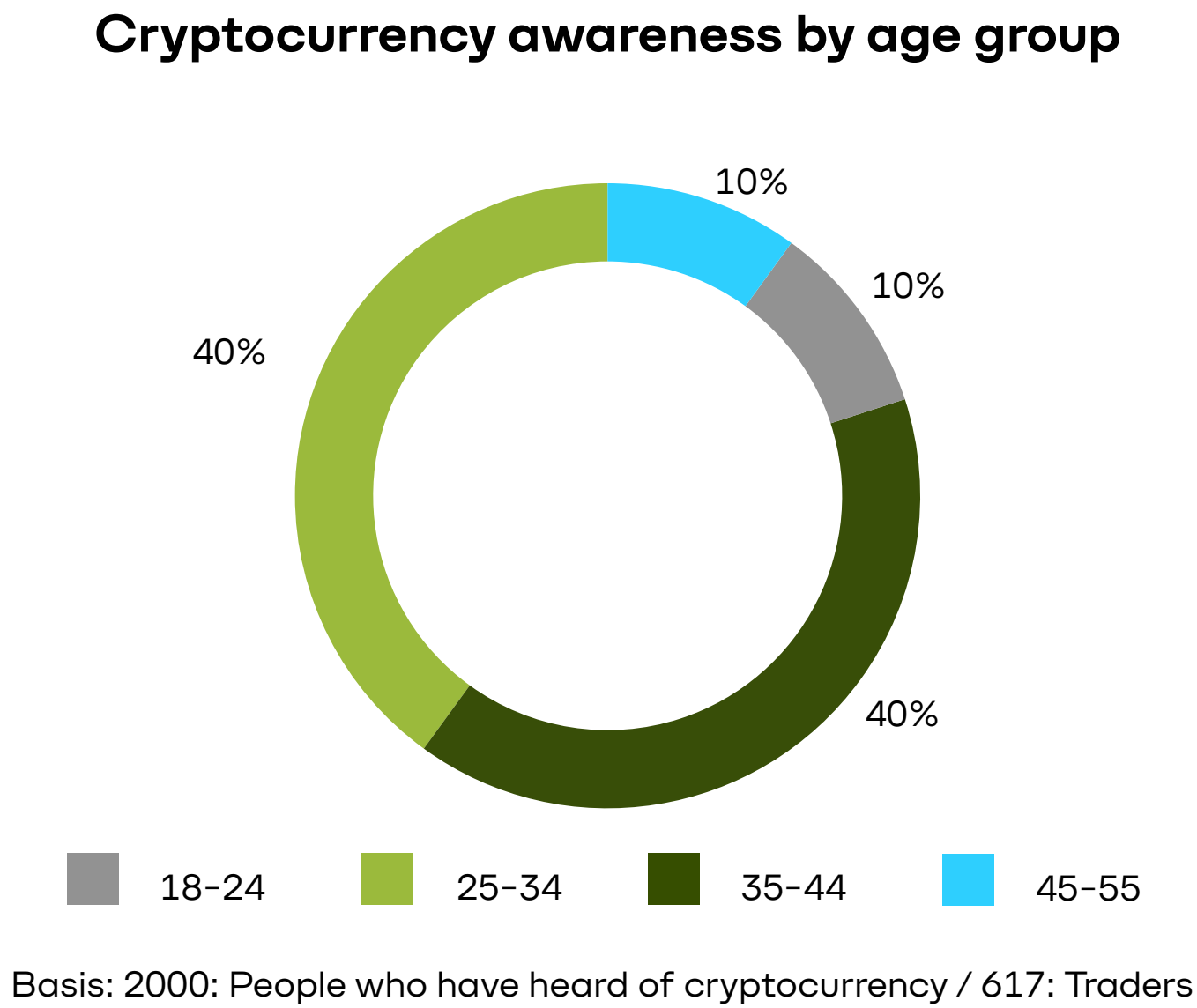
Trading rates increased in both groups compared to 2024. For women, participation rebounded in 2025 after a decline the previous year.



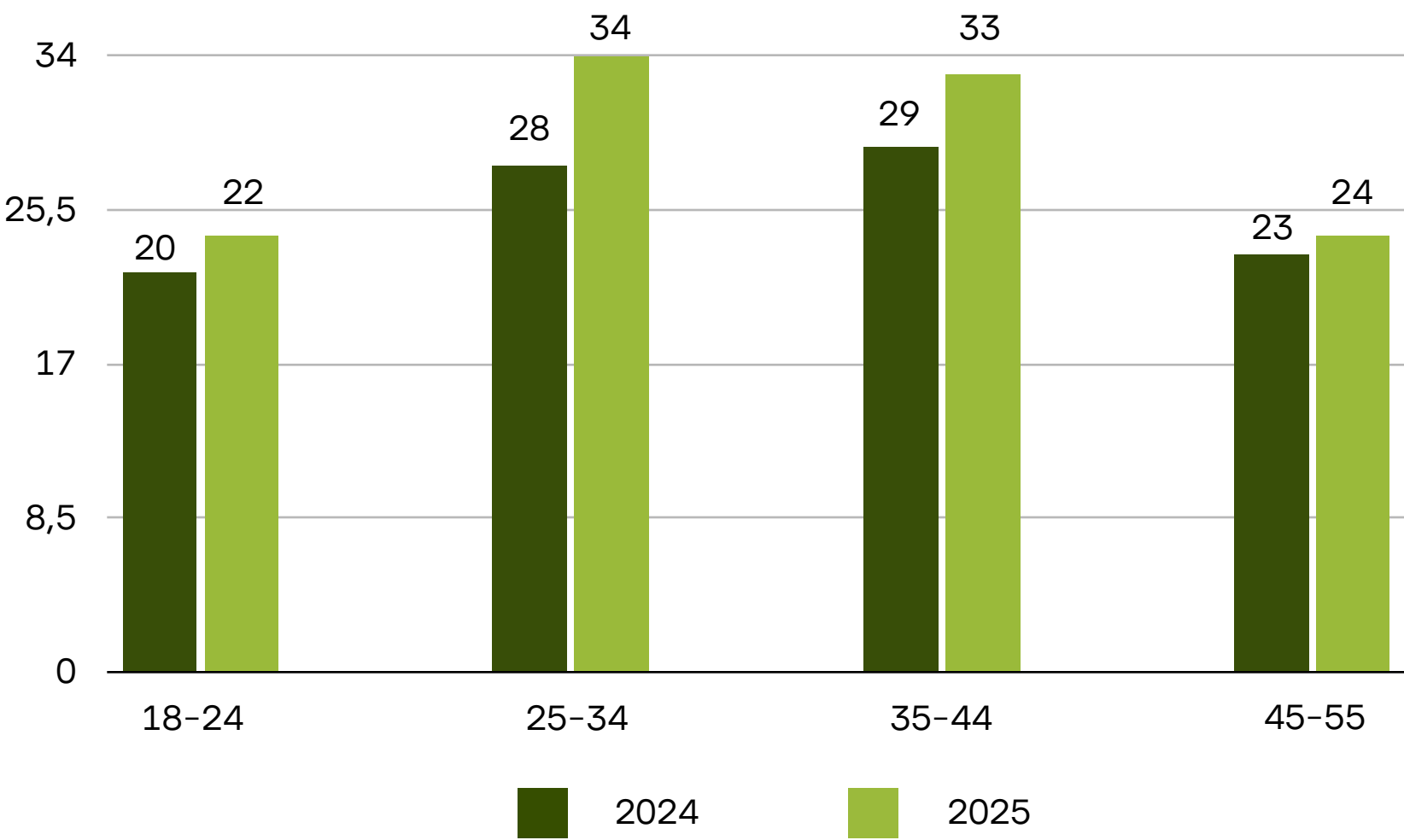
Young adults are showing growing interest in crypto

In 2025, the share of 25–34 year-olds trading crypto rose from 29% to 34%.

The average age of crypto traders decreased from 34.7 to 34.2.



	Average age	
	2024	2025
All respondents	34.3	34.2
Traders	34.7	34.2

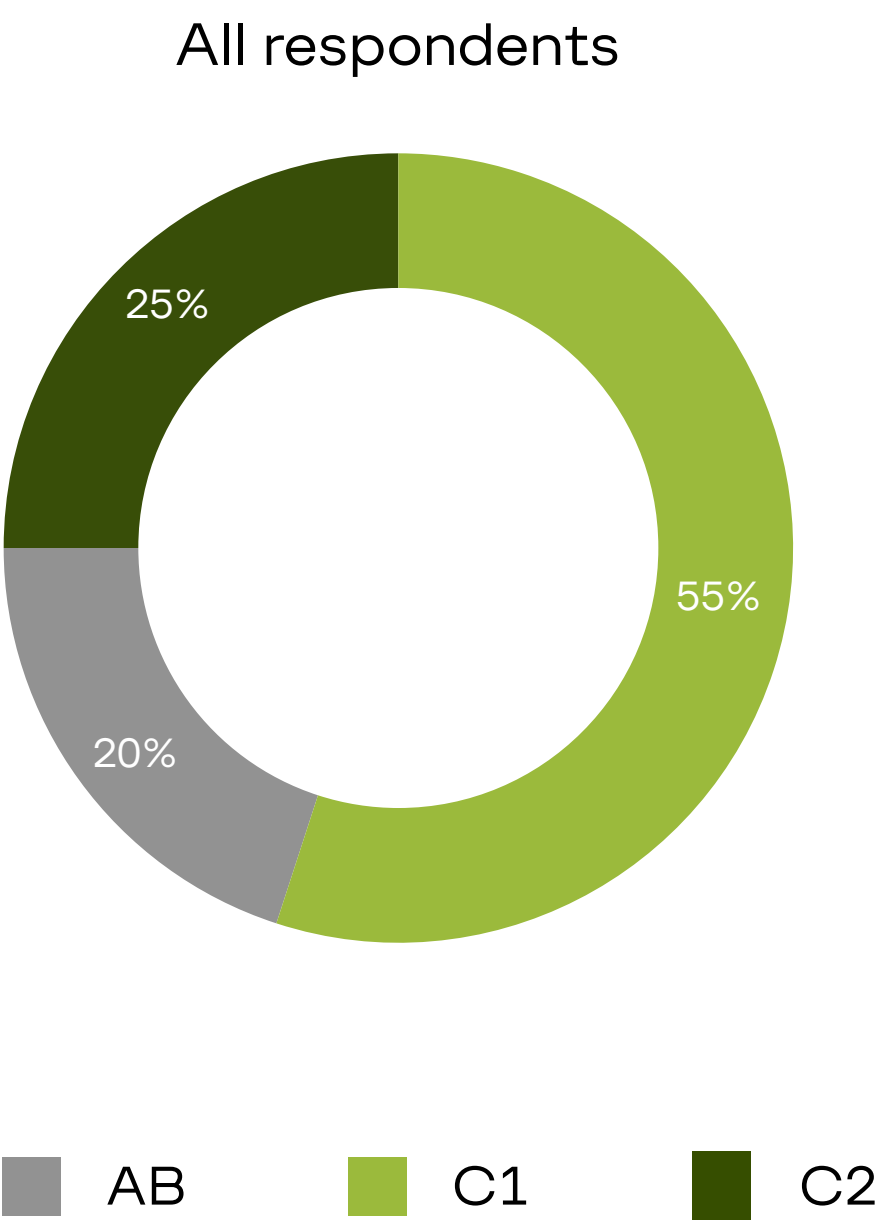


The trading rate among the C2 socioeconomic group is increasing

The trading rate in the C2 socioeconomic group rose from 18% to 30%.

In the AB socioeconomic group, trading activity also continues to increase.

Cryptocurrency awareness by socioeconomic group



Cryptocurrency trading rates by socioeconomic group



Baz: 2000: People who have heard of cryptocurrency / 617: Traders

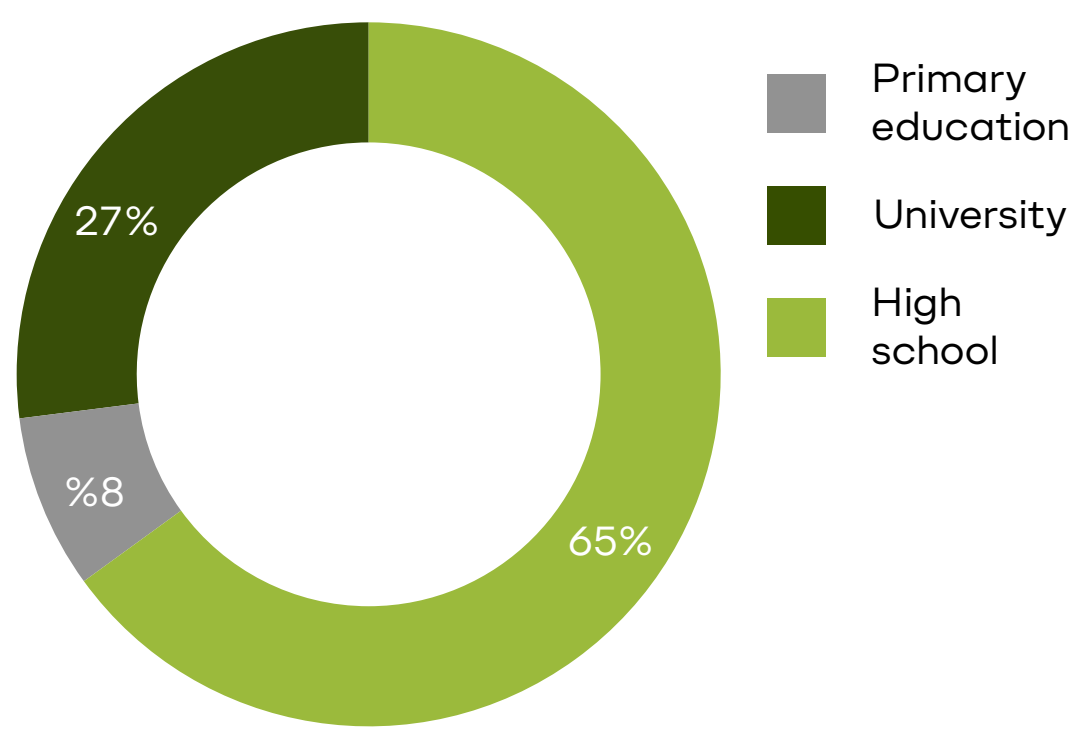
Trading rates are increasing across all education levels

The share of primary school graduates trading crypto rose from 19% in 2024 to 27% in 2025.

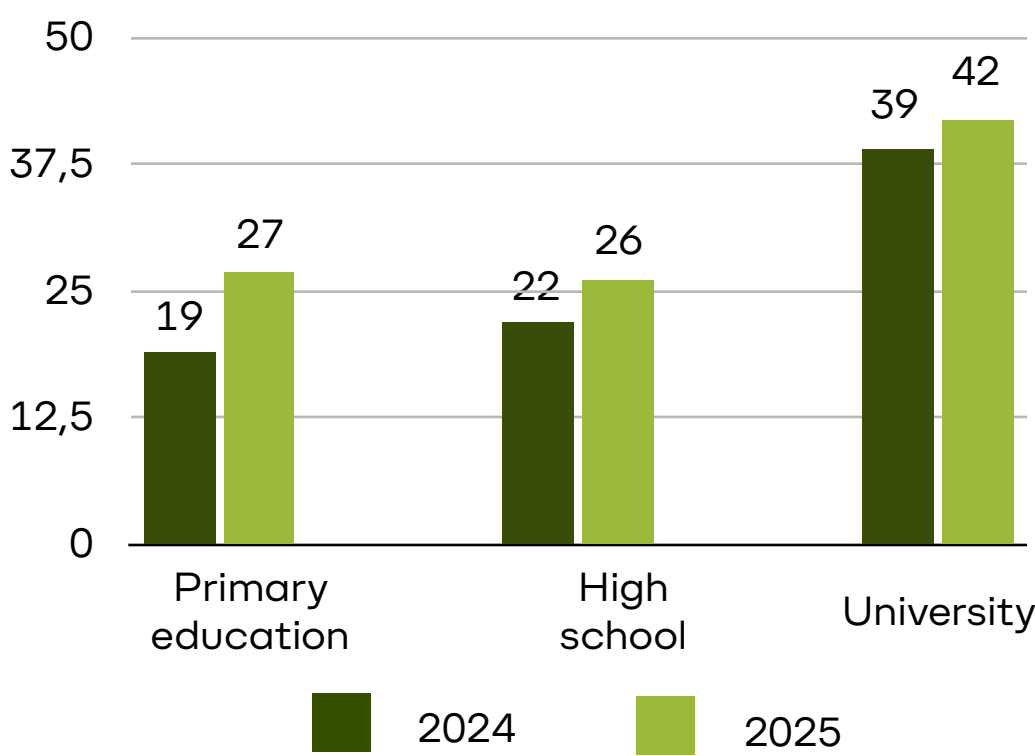
Among those not in employment, the trading rate increased by 9 points in 2025.

People who have heard of cryptocurrency	Primary education	High school	University	Basis
2021	20%	38%	42%	1000
2022	11%	72%	17%	2000
2023	9%	62%	29%	2002
2024	14%	52%	34%	2002
2025	8%	65%	27%	2000

People who have heard of cryptocurrency

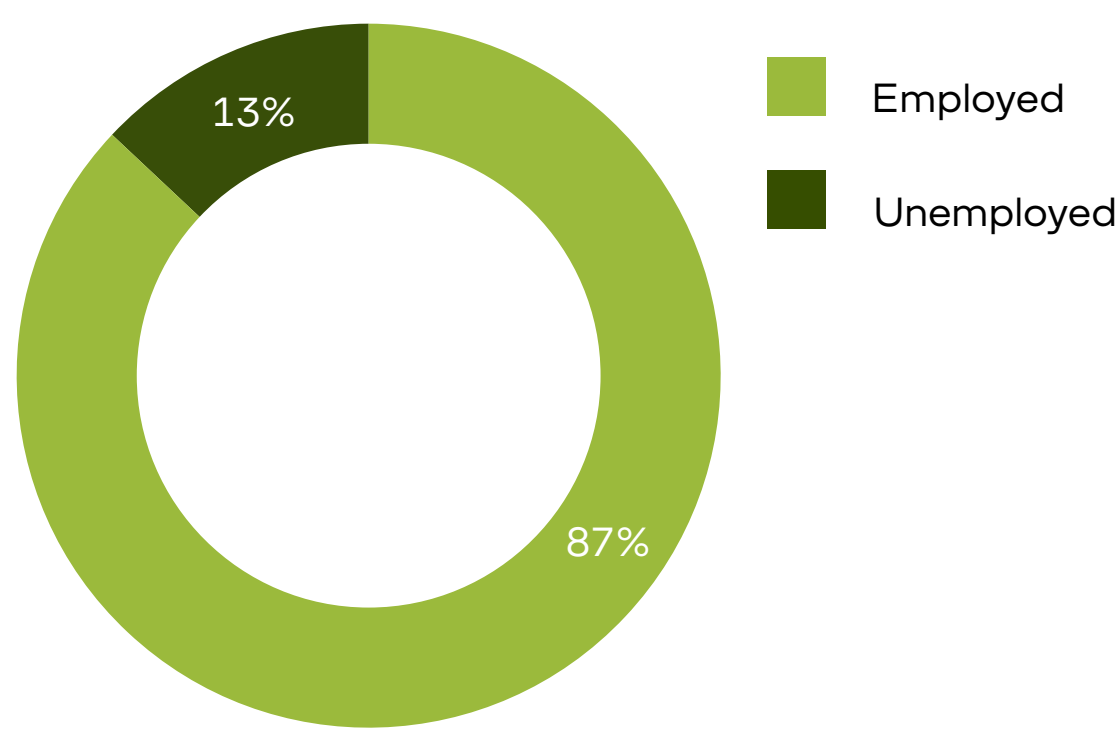


Education

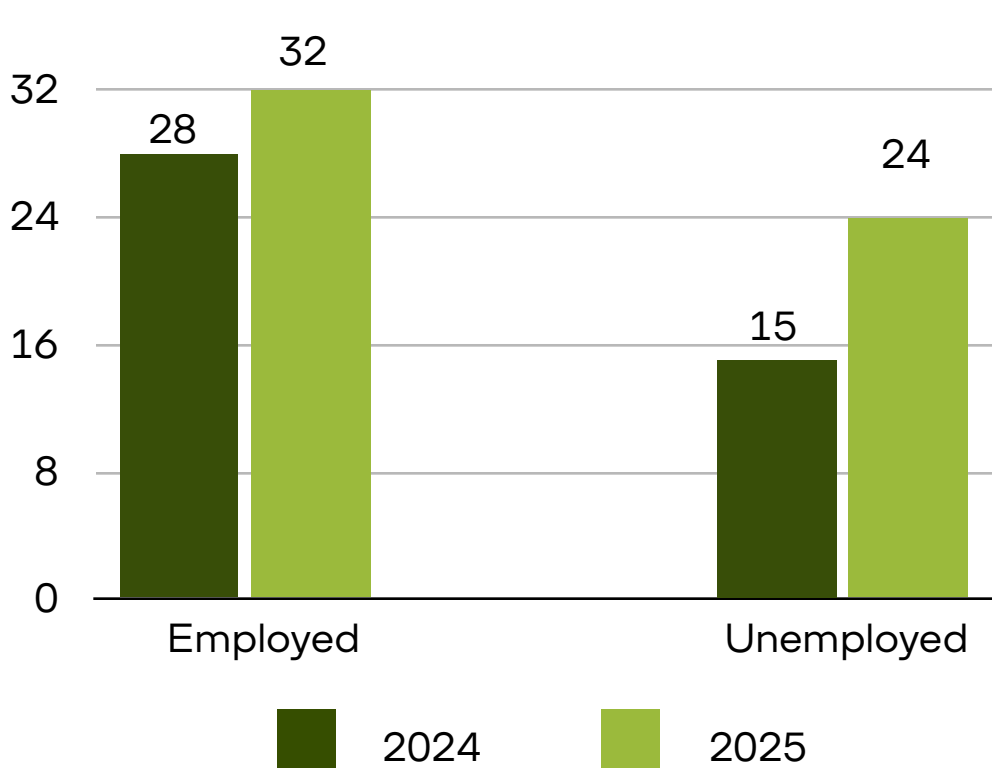


Baz: 2000: People who have heard of cryptocurrency / 617: Traders

People who have heard of cryptocurrency



Employment status



Key takeaways

- Crypto awareness has remained at 99% for the past 3 years
- 1 in 3 people in Türkiye trade cryptocurrencies
- 1 in 5 made their first transaction in the past 6 months
- Crypto ranks as the third most preferred investment
- 3 in 4 traders see crypto as a long-term investment
- Trading activity is highest among the 25–34 age group
- 1 in 4 associate cryptocurrency with Bitcoin
- Among those who care, 7 in 10 prefer Türkiye-based platforms
- 3 in 10 use artificial intelligence for crypto research
- The least known concepts are staking and tokenization

Survey phases

The quantitative survey utilized computer-assisted personal interviewing (CAPI) with 2,002 individuals aged 18 to 55 from socioeconomic status A, B, C1, and C2 who are familiar with cryptocurrency. It boasts a margin of error of $\pm 4.5\%$ at a 95% confidence interval.

The survey was conducted across 12 provinces (Istanbul, Izmir, Ankara, Adana, Bursa, Erzurum, Gaziantep, Kayseri, Malatya, Samsun, Tekirdağ, and Trabzon) that represent Türkiye according to the Classification of Statistical Regional Units.

July 1	Fieldwork	August 21
August 22	Data control	August 25
August 25	Analysis and reporting	September 12

Objective

To measure the awareness and perception of cryptocurrency in Türkiye and its tendency to be viewed as an investment instrument
To identify expectations, motivations, and barriers related to cryptocurrency

Methodology

Quantitative survey
Face-to-face interview method / CAPI

Sampling

Conducted 2,000 interviews with individuals who have heard of cryptocurrency/Bitcoin, achieving a 95 percent confidence level with a margin of error of ± 2.2

Conducted 617 interviews with individuals who trade cryptocurrency/Bitcoin, achieving a 95 percent confidence level with a margin of error of $\pm 4,5$

