

# CRYPTOCURRENCIES AND THE FUTURE OF MONEY

Money and Trust  
in Spain

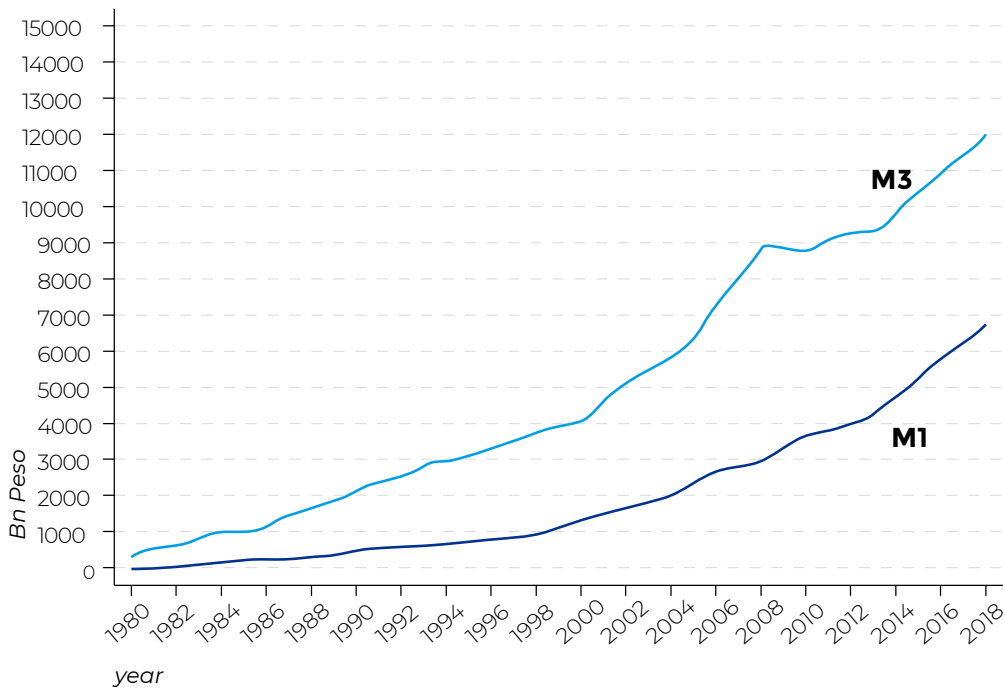
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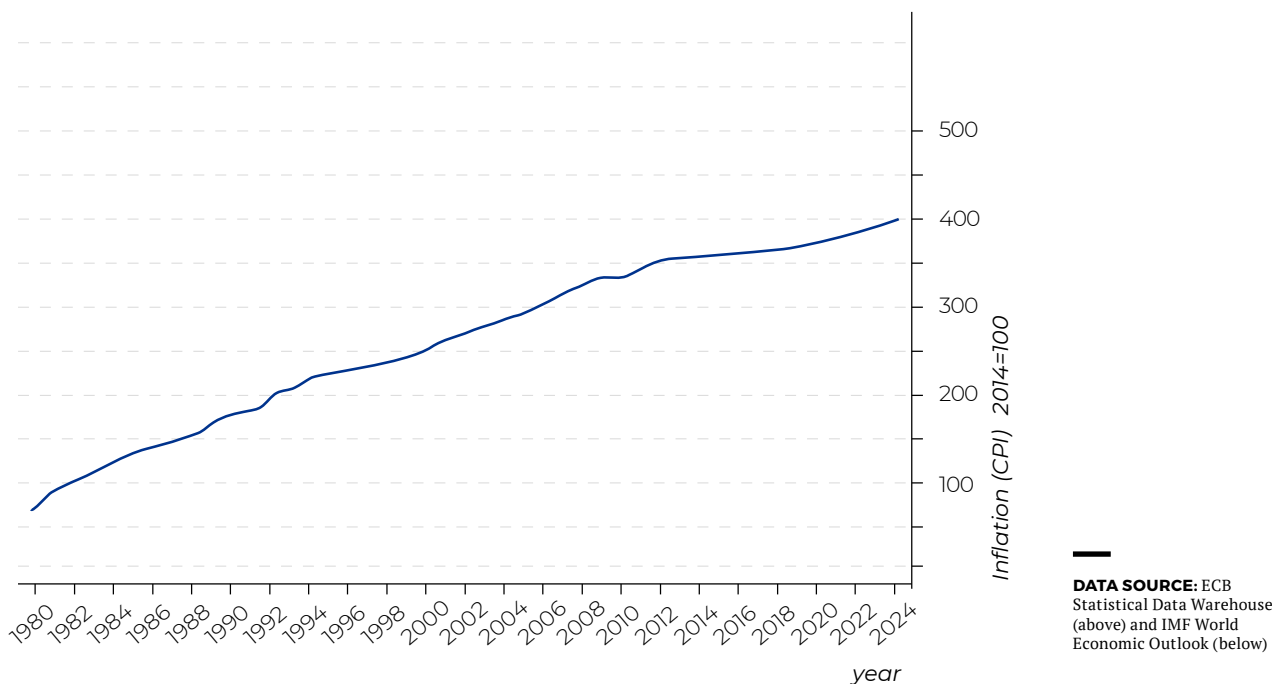
## I. BACKGROUND

The euro was established by the provisions of the 1992 Maastricht Treaty, and is now the official currency of 19 of the 28 member states of the European Union, including Spain. It has replaced the previous Spanish currency, Spanish peseta, which will cease to be convertible to euros by 2020. As of today, the euro is the second-largest reserve currency as well as the second-most traded currency in the world after the US dollar. The euro has even surpassed the US dollar and become the currency with the highest values of banknotes and coins in circulation in the world. As can be seen in the figures below, the supply of money since 1980 (during both pre and post euro periods) and has a steady increase with stable increase in consumer prices (CPI).

### Money Supply in Spain

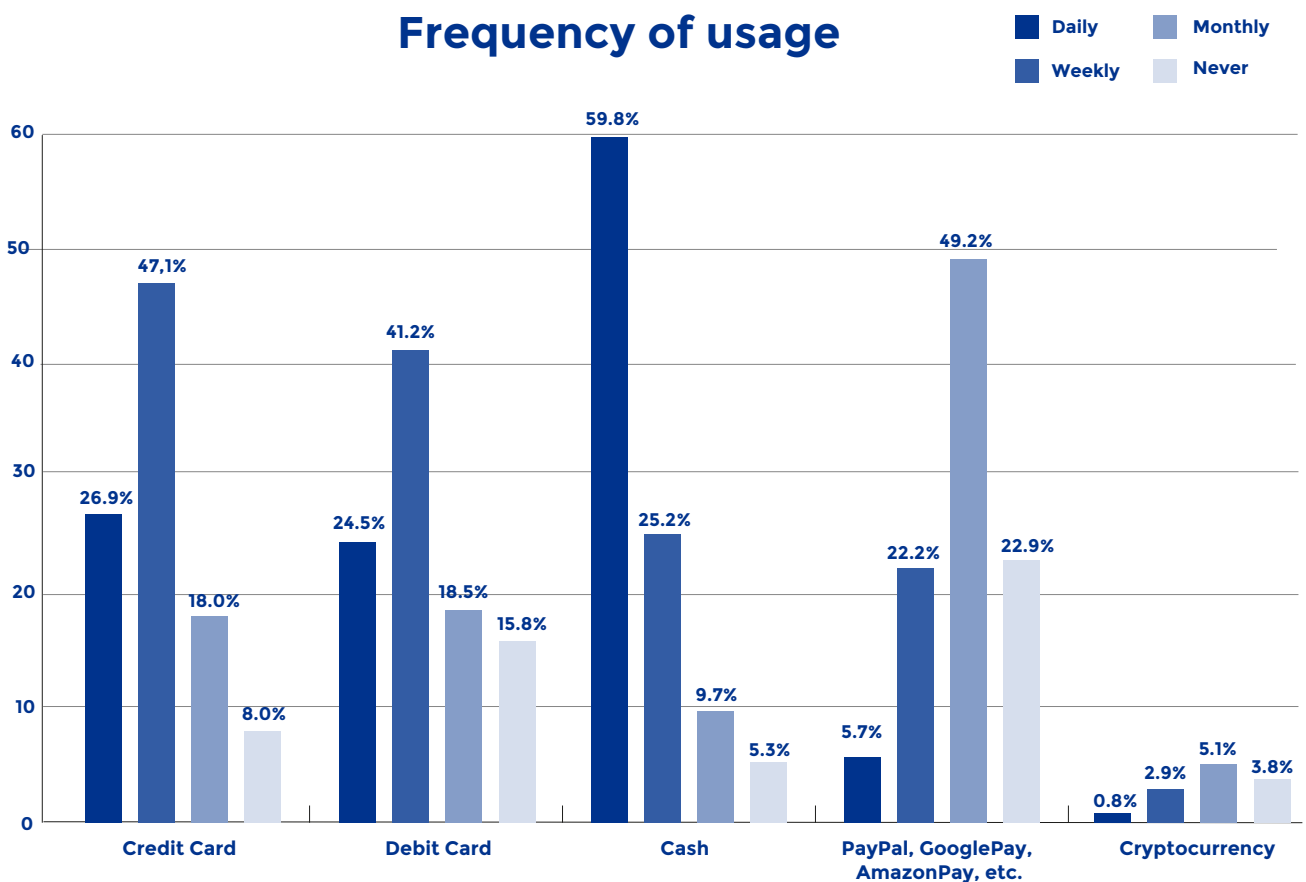


### Consumer Prices in Spain



## II. CURRENT USAGE OF MONEY IN SPAIN

Looking at current usage of different types of money in Spain, the majority of Spanish residents make use of credit cards (69%), debit cards (66%), and cash (85%) on a daily or weekly basis, with cash standing out as the most used form of money. The dependence on cash in transaction is very prominent. By far, the least used form of money in our survey is cryptocurrency with only around 4% of respondents using these on a daily or weekly basis.

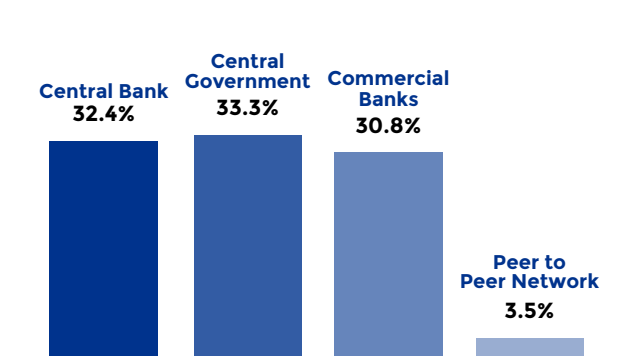


SOURCE: IE Survey 'Cryptocurrencies and The Future of Money'

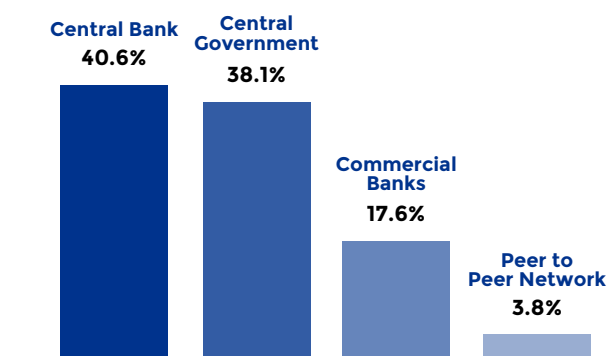
### III. KNOWLEDGE OF AND TRUST IN MONEY IN SPAIN

In 2017, a EuroBarometer survey found that the majority of Spanish residents (53%) tend not to trust the European Central Bank<sup>1</sup>. It would be interesting to see whether such opinion is well-informed. To get an understanding of how well Spanish residents understand some basics regarding the issuance and management of money, we asked respondents who they thought created money and who they thought 'should' create money. The results suggest that only less than a third of Spanish residents (32%) correctly believe that the central bank creates and manages money. The other creator of money, commercial banks, were equally well known with around 31% of Spanish residents believing that they create money. Surprisingly, more Spanish residents believed that the central government created and managed money (33%), the highest among the surveyed European countries. Comparing the left and right hand side, it also appears that Spanish residents are somehow discontent with commercial banks, and would like to shift the roles of money creation and management more towards the central bank and central government.

Who creates & manages money in Spain?



Who should create & manage money in Spain?



SOURCE: IE Survey 'Cryptocurrencies and The Future of Money'

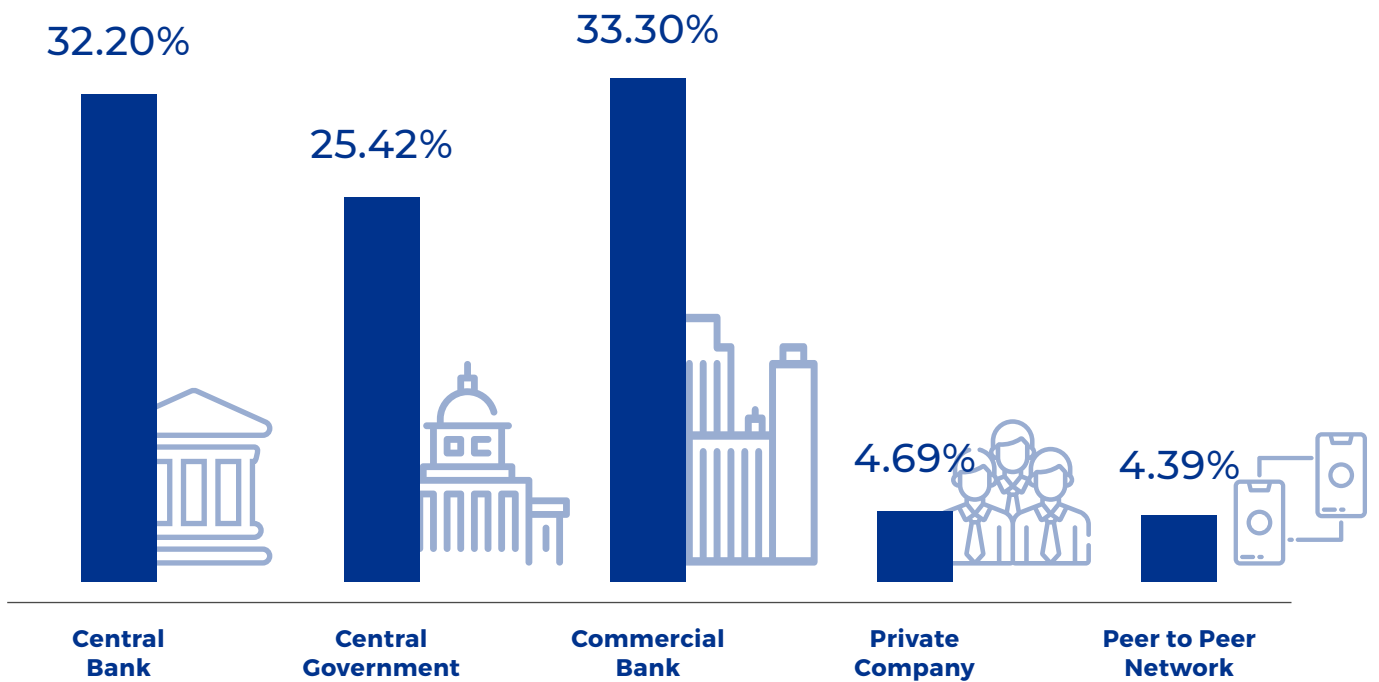
In the presence of many new forms of money in the 21<sup>st</sup> century, the types of institutions who create money has increased dramatically over the past five years. For example, in 2019 there are over 2,000 different cryptocurrencies which are not issued by government or commercial banks. To get a clearer idea of how people trust different types of institutions to create and manage money in Spain, we asked them to rank each of five types of money creator from most preferred to least preferred. The results are quite interesting compared to those above. It turns out that commercial banks (33%) were ranked by slightly more Spanish residents than the central bank (32%) as their first choice to create money, followed by the central government (25%). The trust towards commercial banks is the highest among the surveyed European countries.

Comparing these levels of trust with nontraditional source of money creation and management shows significant differences with only about 13% of Spanish residents ranking peer-to-peer networks or private (nonbank) companies as their first or second choice. Though highest among the surveyed European countries, these numbers paint a fairly pessimistic prognosis for cryptocurrencies becoming a widely used type of money in the near future.

1 <https://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/ResultDoc/download/DocumentKy/82873>

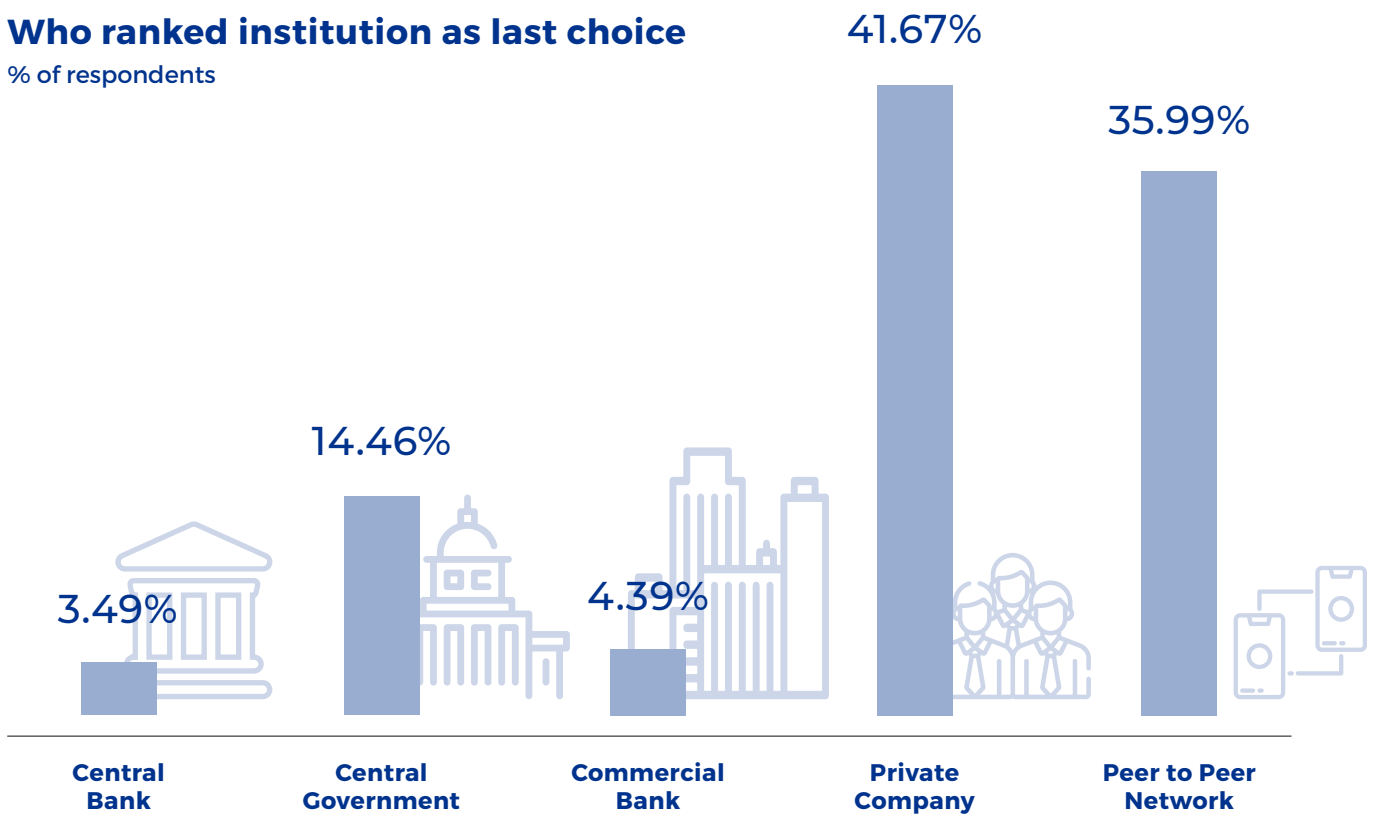
## Who ranked institution as first choice

% of respondents



## Who ranked institution as last choice

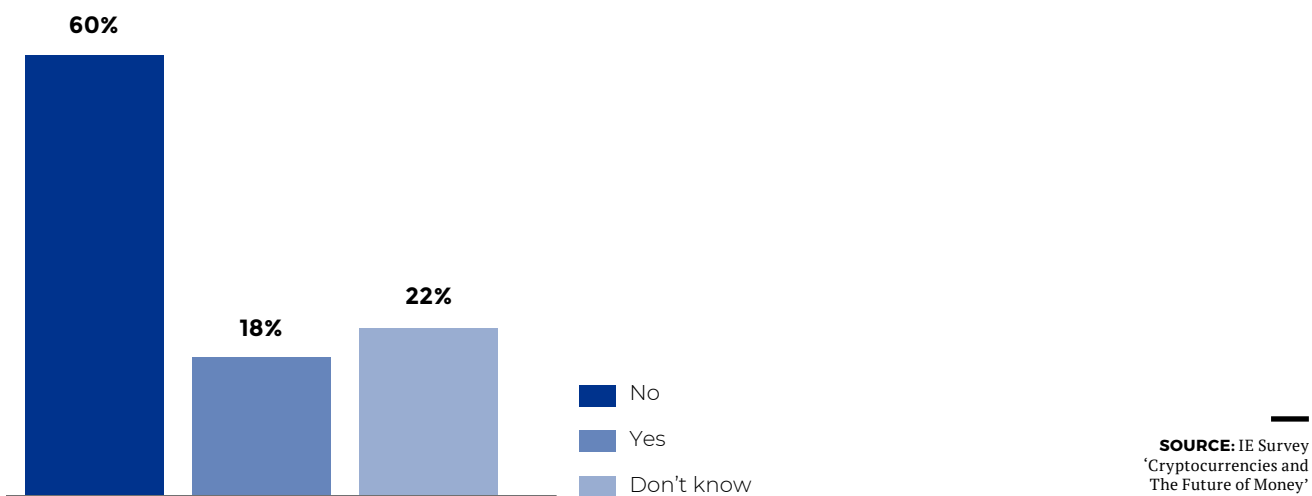
% of respondents



The relative low levels of trust in government (as compared with the central bank and commercial banks) could be partly related to the general public perception of their handling of the recent financial crisis. While the crisis was certainly not caused by the government, a large proportion of the public believes that the regulatory response has been insufficient for preventing another financial crisis in the future.

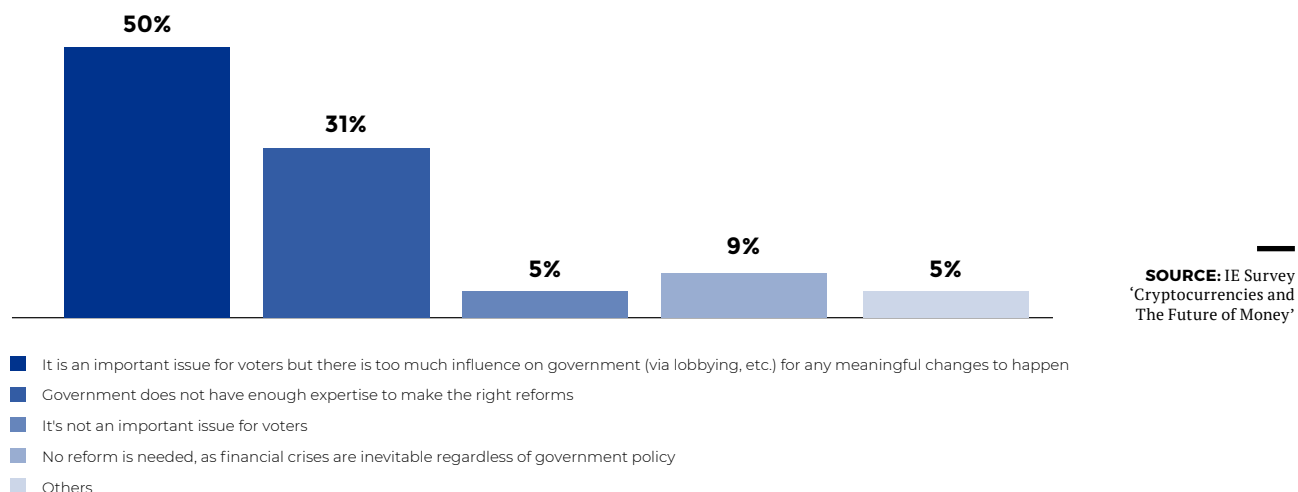
We can see this from the high proportion of respondents believing that government has not taken meaningful steps in regulating the banking sector to prevent a future financial crisis. Specifically, 60% believed that government has not done enough, 18% believed that government has done enough. The remaining 22% of respondents were uncertain about whether has taken meaningful steps.

### Government has taken meaningful steps by regulating the banking sector since 2008 to prevent another financial crisis



or those who felt that government has not has taken meaningful steps in regulating the banking sector to prevent a future financial crisis, by far, the most common response was that 'it is an important issue for voters but there is too much influence (lobbying, etc.) on government for meaningful changes to happen' (50%). The second most chosen option was the belief that government does not have the expertise to make the right reforms (31%). Both of these suggest a lack of trust in the decision makers in government which helps to explain the surprisingly low levels of ranking in the creation and management of money.

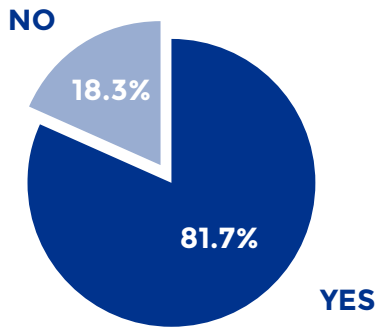
### Why no meaningful steps have been taken



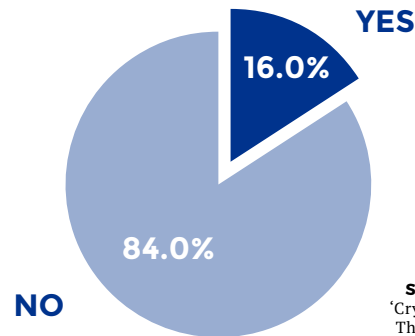
## IV. ATTITUDES TOWARD CRYPTOCURRENCIES IN SPAIN

In a June 2018 survey, ING found that 67% of Spanish residents had heard of cryptocurrency with around 10% claiming to own some form of cryptocurrency.<sup>2</sup> In August of 2019 these figures rose to 82% and 16%, respectively suggesting a growing awareness of, and interest in, cryptocurrencies amongst Spanish residents.

Have you heard of cryptocurrency?



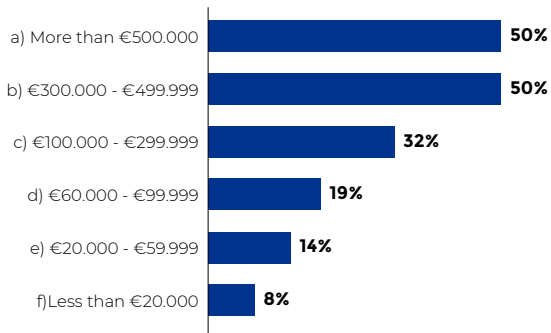
Do you own any cryptocurrency?



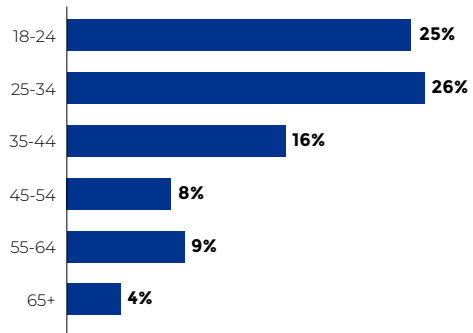
SOURCE: IE Survey 'Cryptocurrencies and The Future of Money'

Breaking ownership down by income, levels are very high amongst the very wealthy with over 50% of respondents with income over 300,000 euros owning some cryptocurrency, and 32% with of respondents with income between 100,000 and 299,999 euros. For all other income bands, ownership levels are less than 20%. The variation over age is fairly intuitive with the majority of owner being in the 18-34 age group and very little ownership amongst those 55 and up. The result that cryptocurrencies are largely owned by young and wealthy Spanish residents, suggesting that these are likely to be investments rather than for day to day transactions. There appears to be systematic difference across education, such that people with doctorate education are at least twice as likely to own cryptocurrency than any other education groups. There is however little difference in ownership between men and women—men are slightly more likely to own cryptocurrencies.

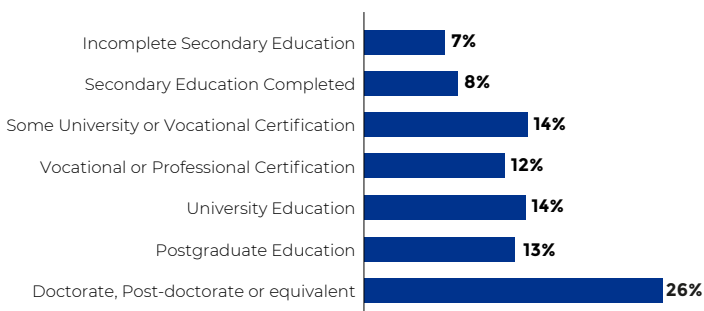
Ownership of cryptocurrency by income



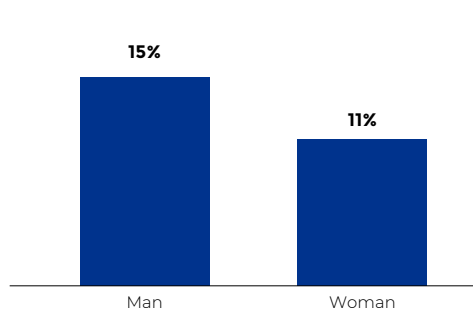
Ownership of cryptocurrency by age



Ownership of cryptocurrency by education



Ownership of cryptocurrency by gender



SOURCE: IE Survey 'Cryptocurrencies and The Future of Money'

<sup>2</sup> See [https://think.ing.com/uploads/reports/ING\\_International\\_Survey\\_Mobile\\_Banking\\_2018.pdf](https://think.ing.com/uploads/reports/ING_International_Survey_Mobile_Banking_2018.pdf)



To validate this, we asked Spanish residents who owned cryptocurrency whether it was as an investment or to make purchases.

Unsurprisingly, the majority (60%) of cryptocurrency owners hold them specifically as an investment with only 12% using cryptocurrency specifically to make purchases. In this context, cryptocurrency is not a currency at all in Spain, but instead a financial investment. Tying this in with the results above, the small niche of cryptocurrency owners tend to be young and wealthy and are in the cryptocurrency market as a speculative investment rather than to use it as a type of money.

### Why do you own Cryptocurrency?



For those respondents who do not own cryptocurrencies, the most common reason (38%) was they believe it is too risky. Surprisingly, the second most common response (35%) was that they didn't know how to buy it suggesting that the cryptocurrency market could grow significantly by educating the general public in Spain on how it can be purchased.

### Why do you not own Cryptocurrency?



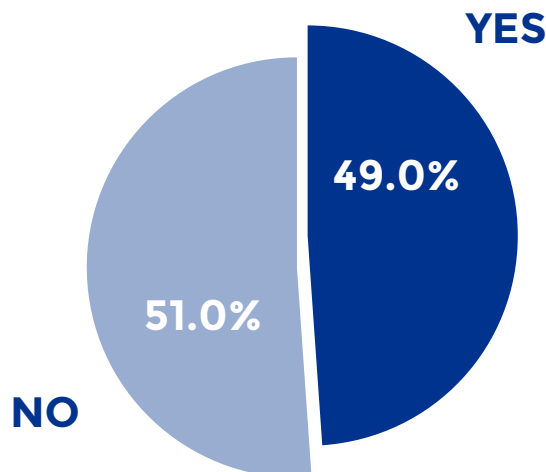
Putting these findings together, an increasing number of Spanish residents are becoming aware of cryptocurrencies but ownership is still very limited. The majority of current owners are young and wealthy individuals who hold these as an investment. There is some potential for cryptocurrency ownership to expand but this will require the building of trust with the public through better education and communication.

## V. THE FUTURE OF CRYPTOCURRENCY IN SPAIN

As of early 2020, there are over 2,000 different cryptocurrencies in 2019 which can be bought or sold by Spanish residents on public exchanges. With the surge in these alternative types of ‘money’, there is an important question of whether their ownership can be extended beyond the very small pool of young wealthy Spanish residents and their use can move from an investment to being used in day-to-day transactions (as seen in Section IV). One of the unique features of these alternative currencies is that the issuer is a private sector firm which is not a commercial bank which, from Section III, was found to have limited trust from the general public. To gauge the Spanish public’s appetite for a well designed and efficient cryptocurrency (i.e. one that is superior to currently existing money) which is issued by a private company, we asked respondents:

**“Suppose that a new cryptocurrency was designed by a private company (or group of companies) that could be used to make all of your day-to-day transactions (it is accepted by all sellers) and has a stable value over time (low inflation/deflation). This currency could also be converted to other currencies at a very small cost. Would you prefer to use this currency over your current method of payment?”**

### Would you use an effective private currency?



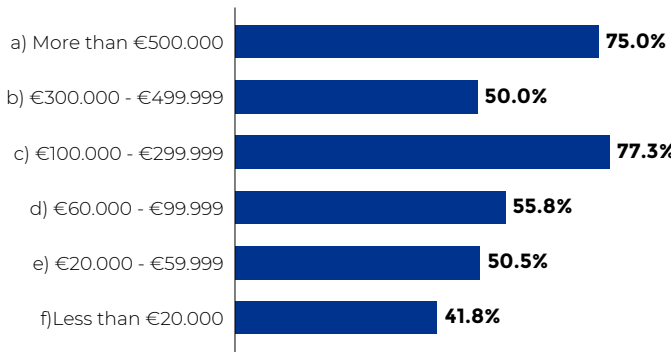
**SOURCE:** IE Survey ‘Cryptocurrencies and The Future of Money’

The results are much more optimistic than current usage levels from Section II, possibly due to the fact that currently existing cryptocurrencies are not efficient and do not have stable prices. Surprisingly, almost half of Spanish residents expressed a willingness to use a new type of money issued by a nontraditional issuer (a private company). Compared with other European countries in our sample (France, Germany, UK), Spain appears to be, by far, the most open to new forms of money issued by non-traditional institutions.

Amongst those who said that would support an effective privately created digital currency, there were no significant differences across income, education and gender, except that younger people seem more willing to use an effective private currency. Such optimism is consistent with Spanish's people trust of commercial banks over the central bank to create money.

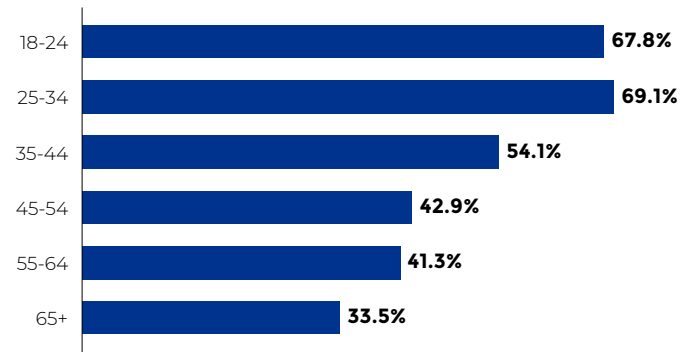
**Would you use an effective private currency?**

BY INCOME



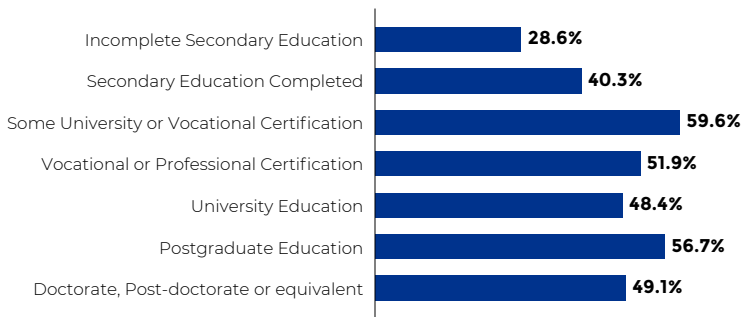
**Would you use an effective private currency?**

BY AGE



**Would you use an effective private currency?**

BY EDUCATION



**Would you use an effective private currency?**

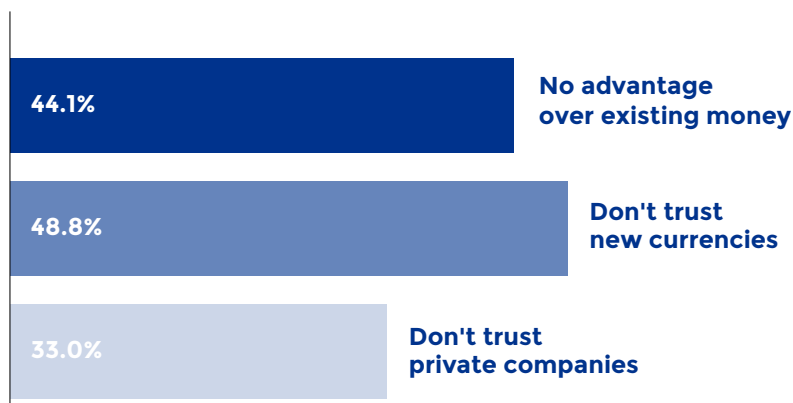
BY GENDER



SOURCE: IE Survey 'Cryptocurrencies and The Future of Money'

Amongst the 51% of Spanish residents who would not use a new effective cryptocurrency, the most common reason was a lack of trust in new currencies (49%), followed by the belief that it had no advantage over existing types of money (44%) and a lack of trust in private companies (33%). These results are somewhat optimistic for digital currencies as their advantages have apparently not been well communicated to a significant proportion of the general public.

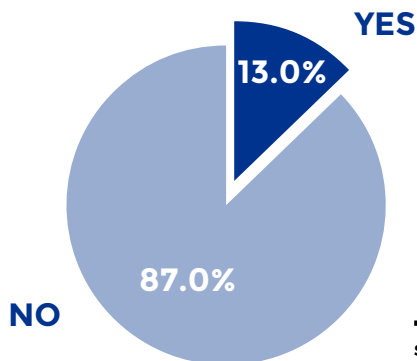
**Why not?**



SOURCE: IE Survey 'Cryptocurrencies and The Future of Money'

With the new high profile announcement by Facebook that they, along with a large pool of high profile partners, would launch the 'Libra' in 2020 came a flood of speculation about its potential for success. Following this announcement, a significant proportion of the general public have expressed pessimistic views of the Libra given the low levels of trust in Facebook in managing valuable information.

### Trust in Facebook to issue a private currency

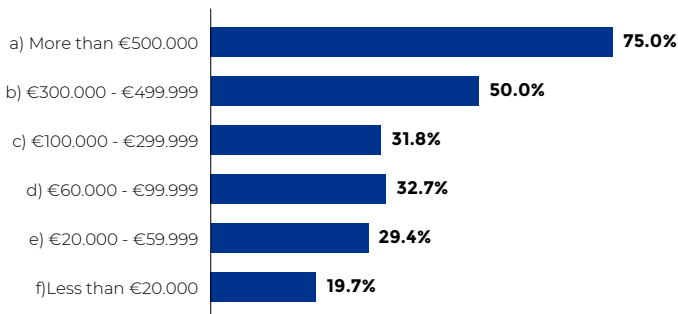


SOURCE: IE Survey 'Cryptocurrencies and The Future of Money'

The results from our survey paint an equally pessimistic picture. Around 13% of Spanish residents stated that they would trust Facebook to issue a currency with 87% responding that they would not. There were significant differences across income and age. In particular, young and wealthy Spanish residents are more likely to trust Facebook than other income and age group. However, the differences across education and gender are not as significant.

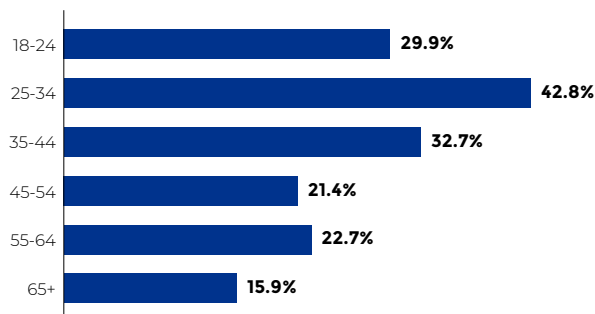
#### Trust in Facebook to issue a private currency

BY INCOME



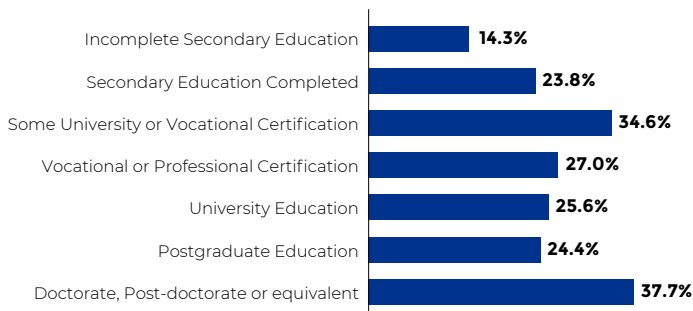
#### Trust in Facebook to issue a private currency

BY AGE



#### Trust in Facebook to issue a private currency

BY EDUCATION



#### Trust in Facebook to issue a private currency

BY GENDER



SOURCE: IE Survey 'Cryptocurrencies and The Future of Money'

## VI. A CONJOINT ANALYSIS OF PREFERENCES FOR MONEY IN SPAIN

While the above discussion is helpful in gaining a deeper understanding of Argentine usage, knowledge, trust of money. Understanding exactly what characteristics of money are important to Argentines requires a systematic approach. Fortunately, a choice based conjoint analysis is an excellent way to measure the relative ‘utilities’ that Argentines gain from different types of money which vary across each attribute. We can look at how each of five main attributes are valued against each other. To do this, from the sample of 1,000 adult Argentina residents, we provided each respondent with ten frames, each of which provided the respondent with a choice between three hypothetical currencies with varying attributes. For the purpose of this exercise, we characterized ‘money’ as having five underlying attributes:

1. **Issuer/backer** refers to who issues and/or backs that currency. This could be a central bank, a commercial bank (private sector company), or a peer-to-peer nonprofit like Bitcoin (private sector peer to peer).
2. **Acceptability** refers to where are able you use the currency. Is your currency accepted by all sellers of goods/services or only some sellers of goods/services (within the area in which you buy/sell goods and services)?
3. **Transaction** costs are there costs involved in making the transaction (these are commonly known as ‘fees’, ‘premiums’ or ‘spreads’).
4. **Price Stability** refers to the expected change in the amount of goods and/or services you can buy over the course of a month with the same amount of currency (i.e. x\$ in October will be worth y\$ in November)
5. **Digital/physical.** All currency that is stored outside of your personal physical possession can be considered as digital.

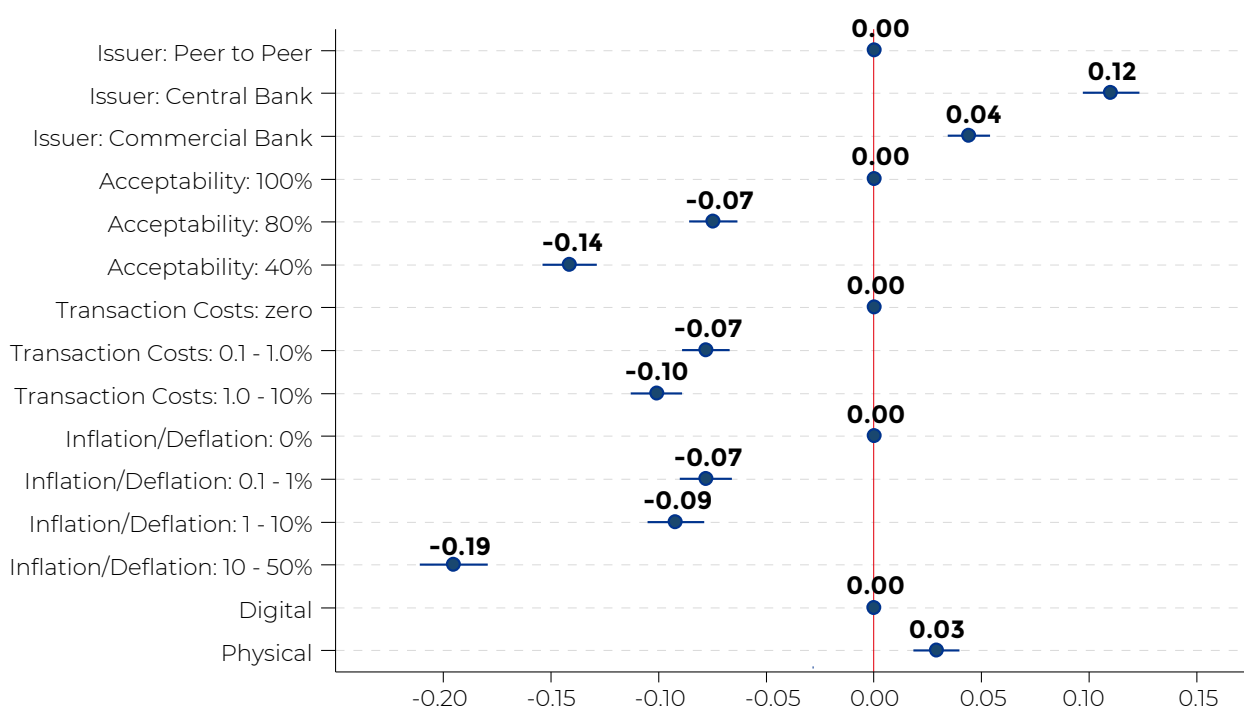
Each of these five attributes was assigned between two and four options shown below.

ATTRIBUTE	ATTRIBUTE CHARACTERISTIC
ISSUER/BACKER	<ul style="list-style-type: none"> <li>• Central bank</li> <li>• Private sector commercial bank</li> <li>• Private Sector peer-to-peer network</li> </ul>
ACCEPTABILITY	<ul style="list-style-type: none"> <li>• All sellers accept the currency</li> <li>• 80% of sellers accept the currency</li> <li>• 40% of sellers accept the currency</li> </ul>
TRANSACTION COST	<ul style="list-style-type: none"> <li>• Zero</li> <li>• 0.1-1% of the transaction value</li> <li>• 1-10% of the transaction value</li> </ul>
PRICE STABILITY	<ul style="list-style-type: none"> <li>• Max monthly inflation/deflation of 0 % (100 = 100)</li> <li>• Max monthly inflation/deflation of 0-1% (100 = 99, or 100 = 101)</li> <li>• Max monthly inflation/deflation of 1-10% (100 = 90, or 100 = 110)</li> <li>• Max monthly inflation/deflation of 10-50% (100 = 50 or 100 = 150)</li> </ul>
DIGITAL/PHYSICAL	<ul style="list-style-type: none"> <li>• Digital</li> <li>• Physical</li> </ul>

To give an idea of what each of these frames would look like an example is provided below where respondents would be asked to choose their preferred one of the three hypothetical currencies with predefined characteristics across each of the five attributes.

	CURRENCY 1	CURRENCY 2	CURRENCY 3
MONEY ISSUER	Central Bank	Private sector corporation	Private sector peer-to-peer
LEVEL OF ACCEPTABILITY	80% of sellers accept the currency	All sellers accept the currency	40% of sellers accept the currency
COST OF TRANSACTION	Fee of between 0.1 and 1% of the transaction value	Fee of between 1 and 10% of the transaction value	Zero
PRICE STABILITY	100 (local currency) could be worth between 99 and 101 next month	100 (local currency) will be worth 100 next month	100 (local currency) could be worth between 90 and 110 next month
DIGITAL OR PHYSICAL	Digital	Digital	Physical

This gives us over 30,000 (1,000 respondents with ten frames of three options) observations reflecting the preferences of Spanish residents for money across our five attributes. The easiest way to interpret the results in a meaningful way is by examining the average marginal effects of each attribute choice. Effectively, these can be viewed as premiums/discounts placed on specific characteristics of money. For example, we can see from the figure below that Spanish residents place a significant premium on central bank issued money and are very averse to low acceptability rates. The advantage of using a conjoint based approach is that we can directly compare different characteristics with each other. Looking at the figure below Spanish residents have a strong aversion to currencies which have limited acceptability, especially when it is below 50%. There is also a fairly strong aversion to transaction costs (above 0%) and high levels of inflation (there does seem to be tolerance of moderate levels of inflation). Lastly, when comparing digital with physical money, Spanish residents still appear to have a slight preference for physical cash.



SOURCE: IE Survey 'Cryptocurrencies and The Future of Money'

Thinking about these results in the context of current types of money, cash, credit cards, and debit cards in Spain all have very high levels of acceptability and relatively low transaction costs. Since the European Central Bank targets inflation rate as its monetary policy, we can expect low levels of inflation with cash, credit cards and debit cards. Overall, these three highly used types of money score quite highly in the context of the conjoint analysis. Comparing this with existing cryptocurrencies, all have very low levels of acceptability and large price fluctuations which are two of the least desired characteristics of money. As noted above, these is also a trust premium enjoyed by the European Central Bank relative to both commercial banks, who have a significant premium over the least preferred issuer (peer-to-peer).

All of this suggests that cryptocurrencies, especially those which are privately issued, have a long way to go before they might be able to compete with or overtake traditional forms of money like cash, credit cards and debt cards backed by central and commercial banks in Spain.



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