

Profile of female cryptocurrency users

Period: From April 2019 to February 2020

Sample: Female 2gether users (5K)

Company: 2gether

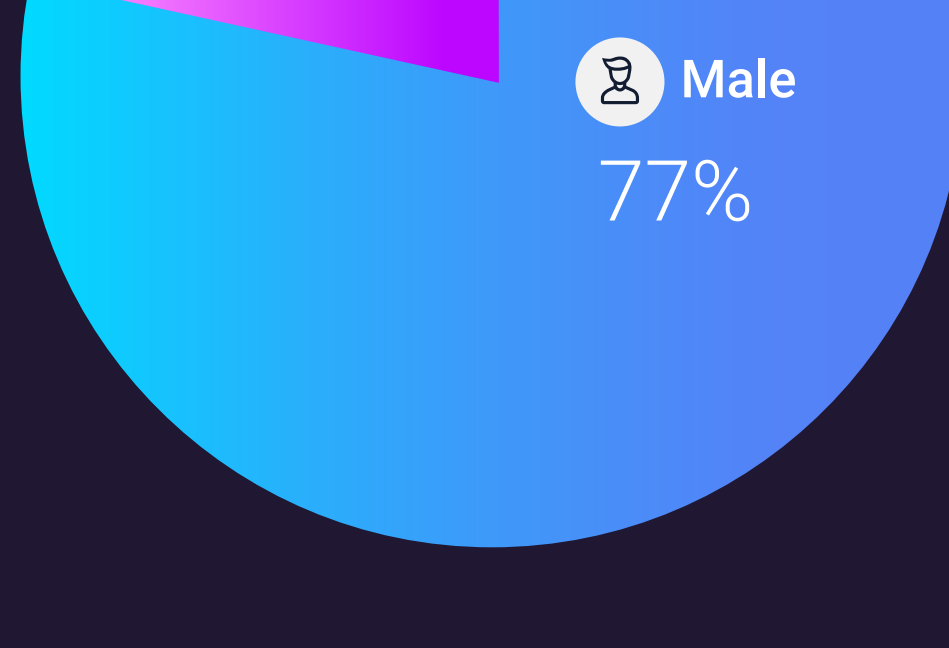
Countries: Eurozone (19 countries), Andorra, Monaco and San Marino

2gether is a collaborative financial platform where users go beyond using euros to take advantage of the full potential of their digital currencies.

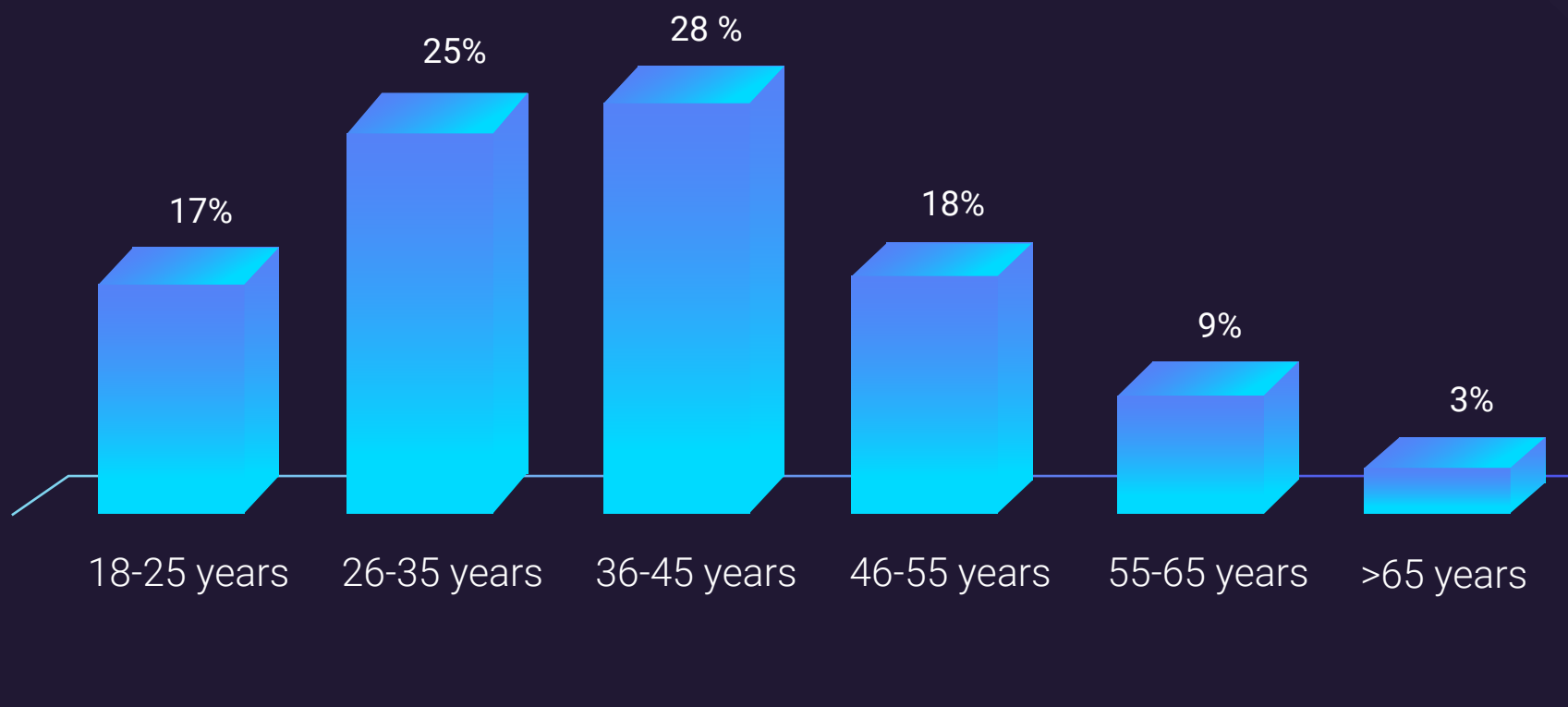
2gether users can **buy, sell and spend** up to 13 different cryptocurrencies **without fees**.

1 Profile of the female crypto users

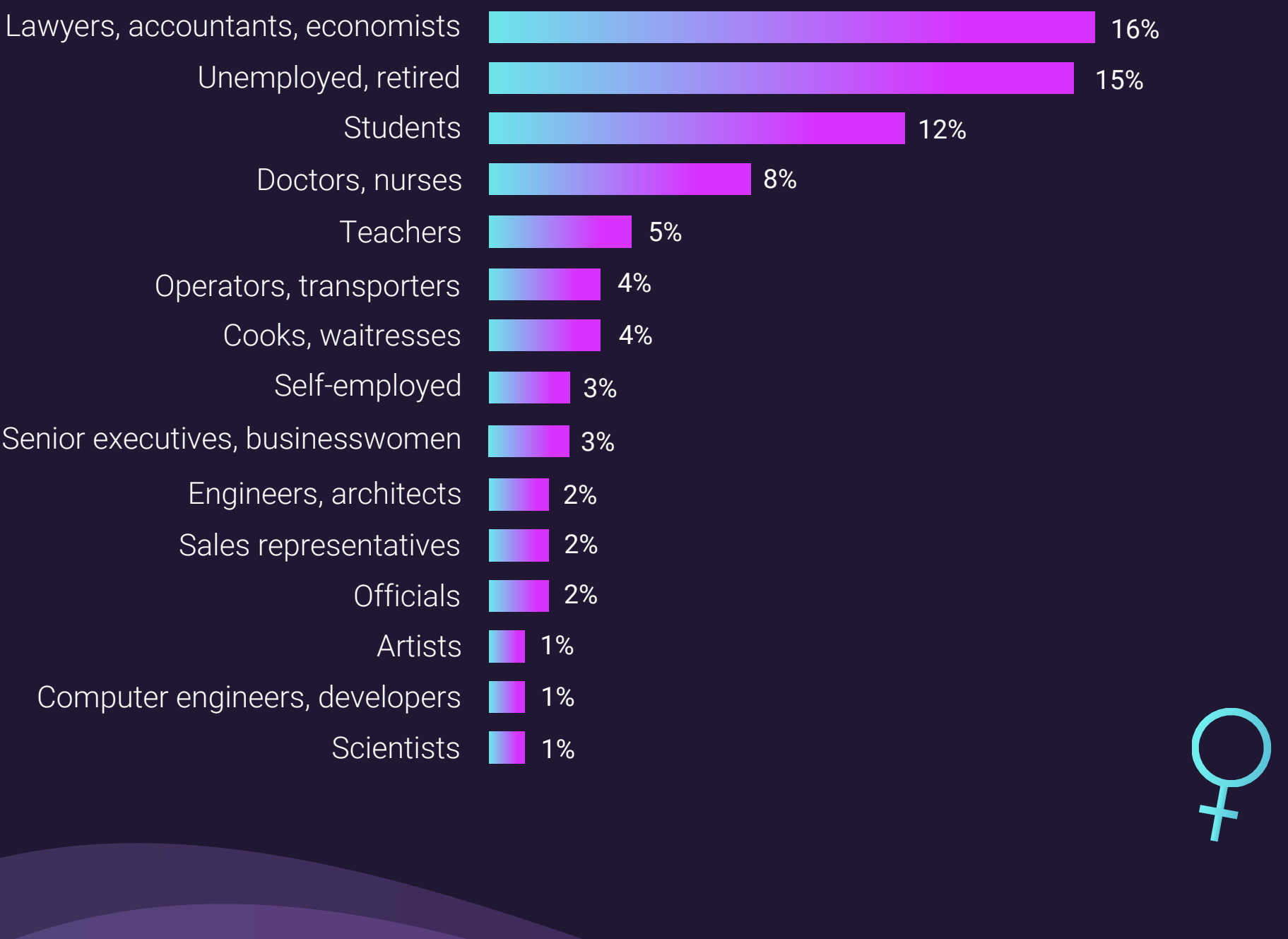
1.1 Representation of women in the crypto world



1.2 Age range of female crypto users



1.3 Where do female crypto users work?

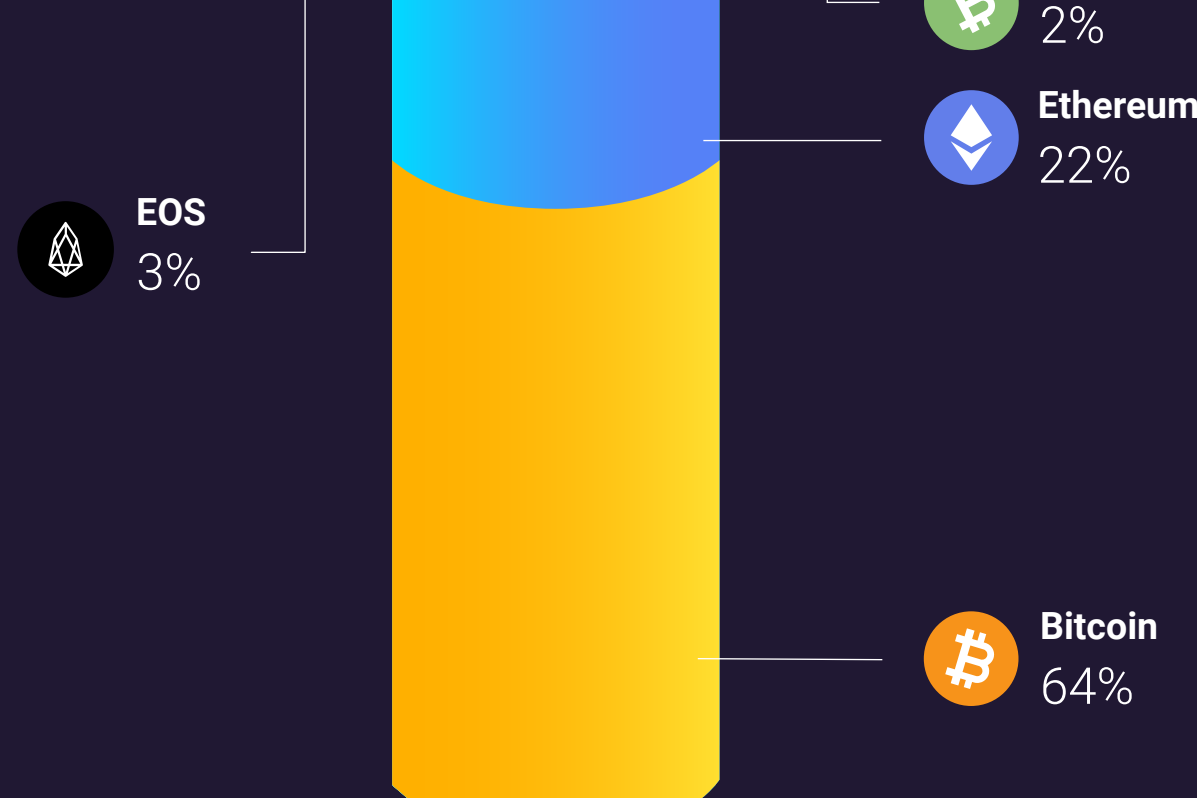


FINDINGS

- 23% of the total number of app users are women.
- More than half the female crypto users are between 26 and 45 years old.
- The most common professions among female crypto users are services sector professionals, lawyers, accountants and economists.

2 Trading behavior of the female crypto users

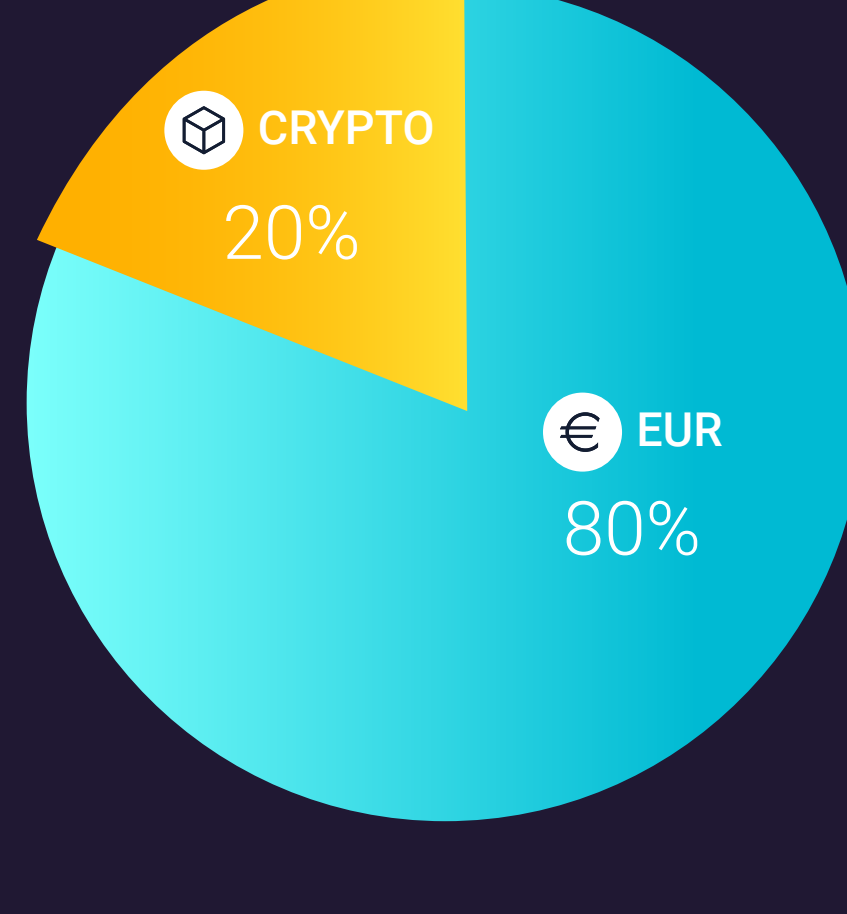
2.1 Most used cryptos in trading by female users



FINDINGS

- The average volume of trading per female user is 432.11€
- The most used cryptos in trading by female users are BTC and ETH, with 64% and 22% of the total trading volume respectively.

2.2 Female users' expenses in euros versus crypto with the 2gether Visa card



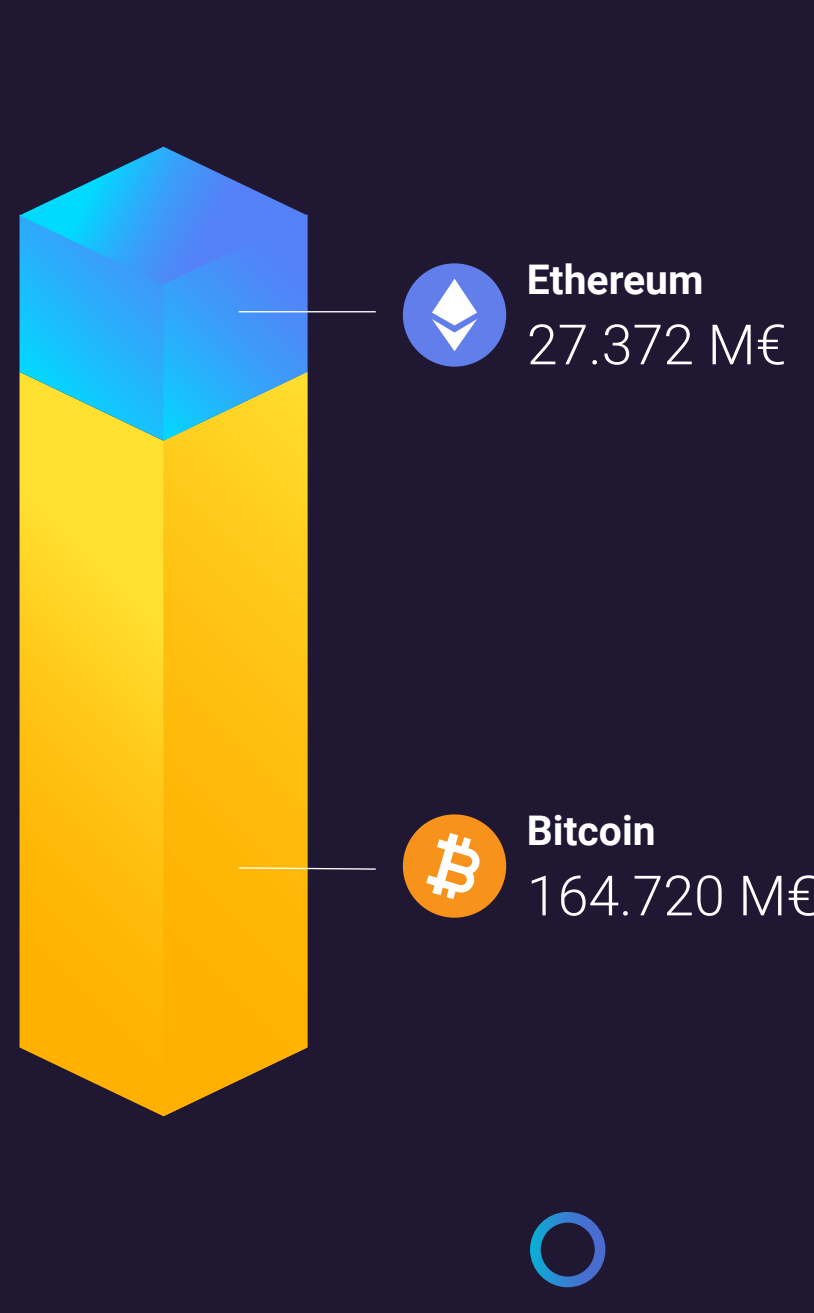
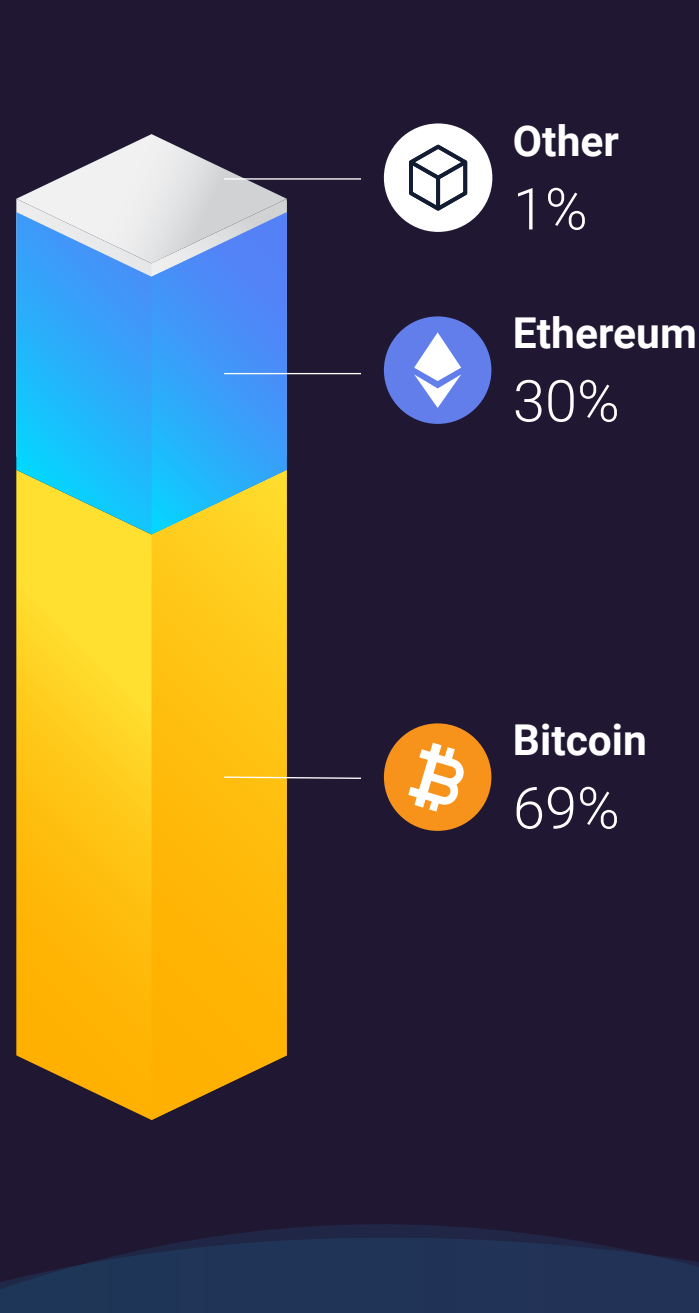
FINDINGS

- 20% of all transactions executed with the 2gether Visa card by female users is in crypto.

2.3 Most used cryptocurrencies by female users to spend with the 2gether Visa card

Cryptocurrency expenses

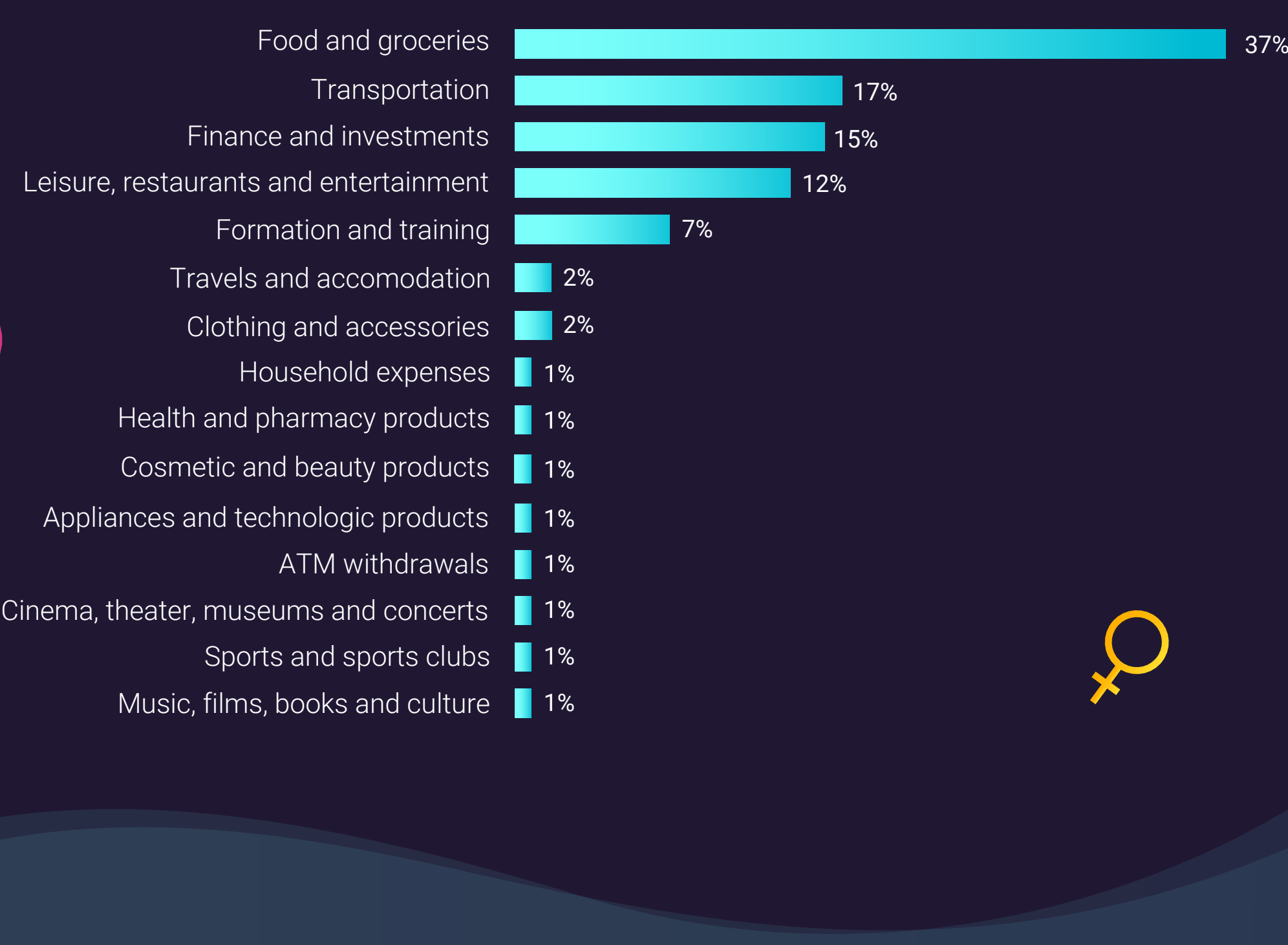
Market capitalization



FINDINGS

- The most widely used cryptocurrencies among females are BTC and ETH.
- In comparison with the total market capitalization, we can see that ETH has a proportionally higher payment use than BTC.

2.4 What do female users spend their cryptocurrency on?



FINDINGS

- Female users spend most of their cryptocurrency on food and groceries, followed by transportation and financial products.