

2022 Digital Asset Industry Outlook

Comprehension & Education

by Sumana Maitra



98%

of people don't understand basic crypto concepts



Almost 50% of the world's top universities, as ranked by U.S. News & World Report are now offering crypto or blockchain-related classes

Percentage of investors surveyed who find digital assets appealing has grown exponentially in the last few years

90%

of people do not know Bitcoin supply is capped at 21 million

	2020	2021
U.S.	74%	78%
Europe	76%	89%
Asia		92%

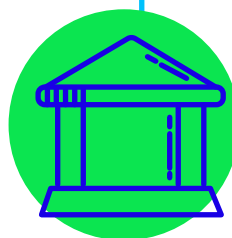
Overall share of job postings related to the digital asset industry increased

118% in 10 months

73%

of investors in Europe and the U.S. believe digital assets have a role in a portfolio

In 2021, Bank of America and Morgan Stanley opened research desks



Since 2018, 1000 crypto-related roles have been created by some of the biggest banks and financial firms

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