



Cryptocurrency: What Voters Think

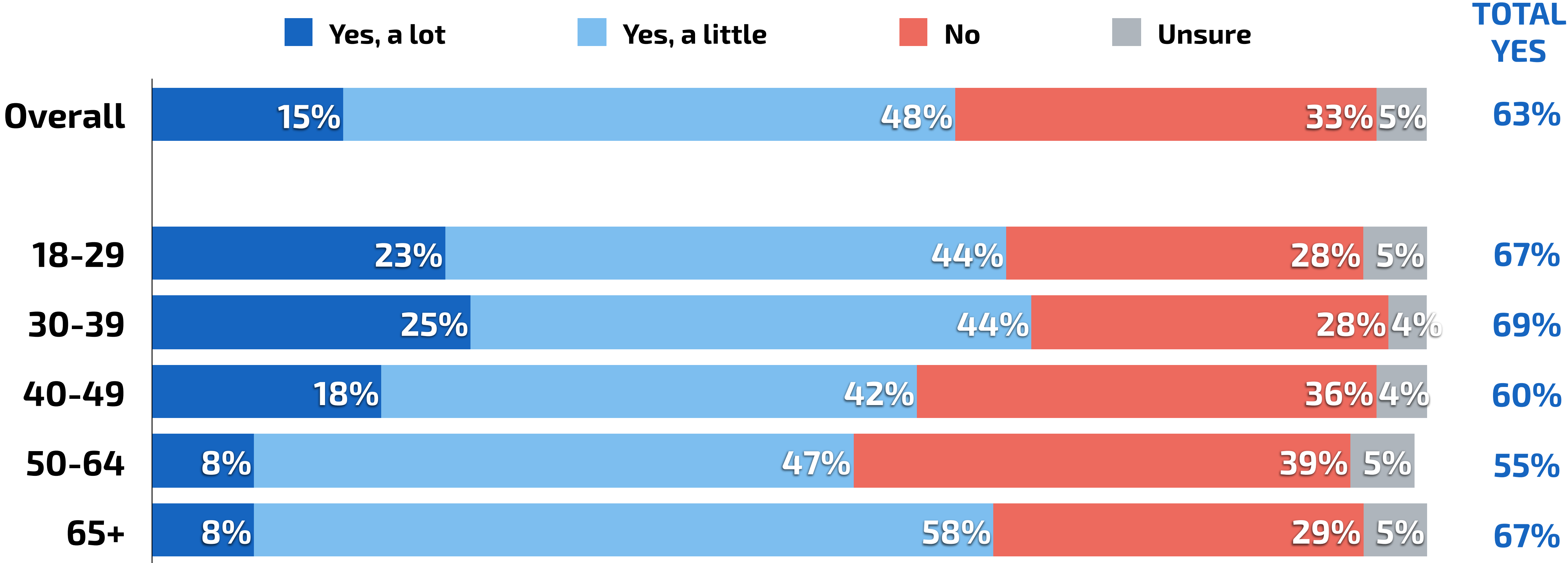
Verified Voter Omnibus Survey

N=1,001 Registered Voters
Fielded June 18 - June 22, 2021



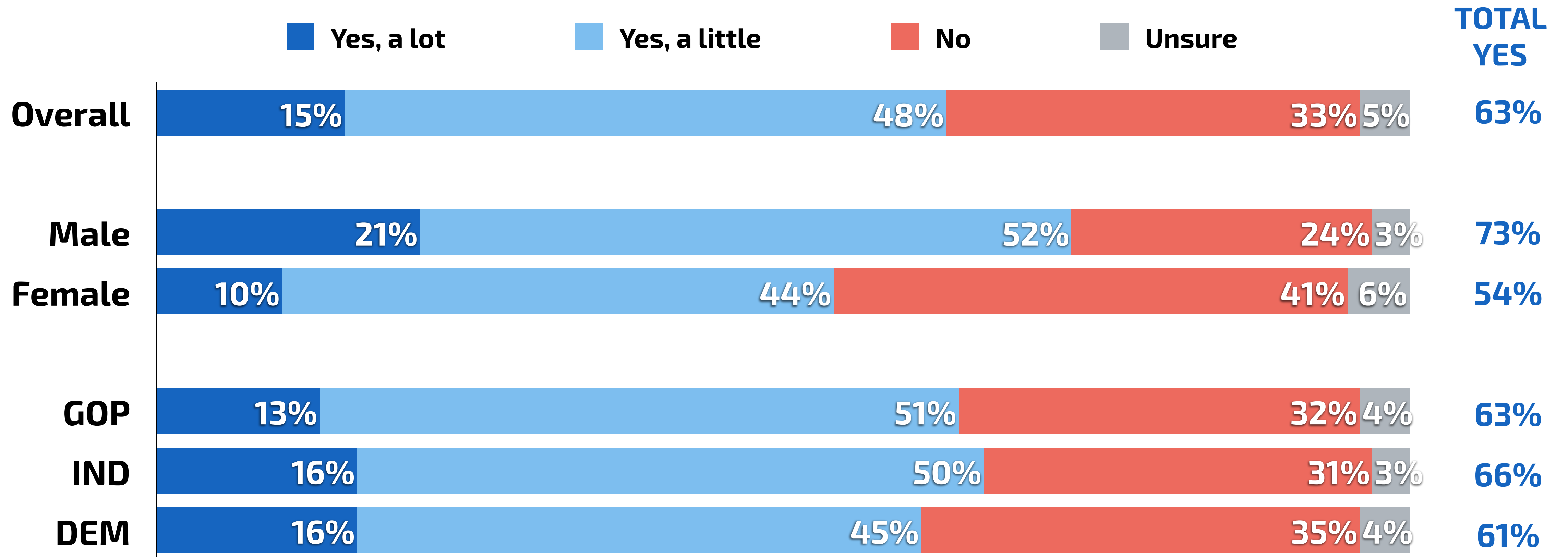
More Voters Have Heard Of Cryptocurrency Than Not

Q. Have you seen, read, or heard anything in the news lately about cryptocurrency?



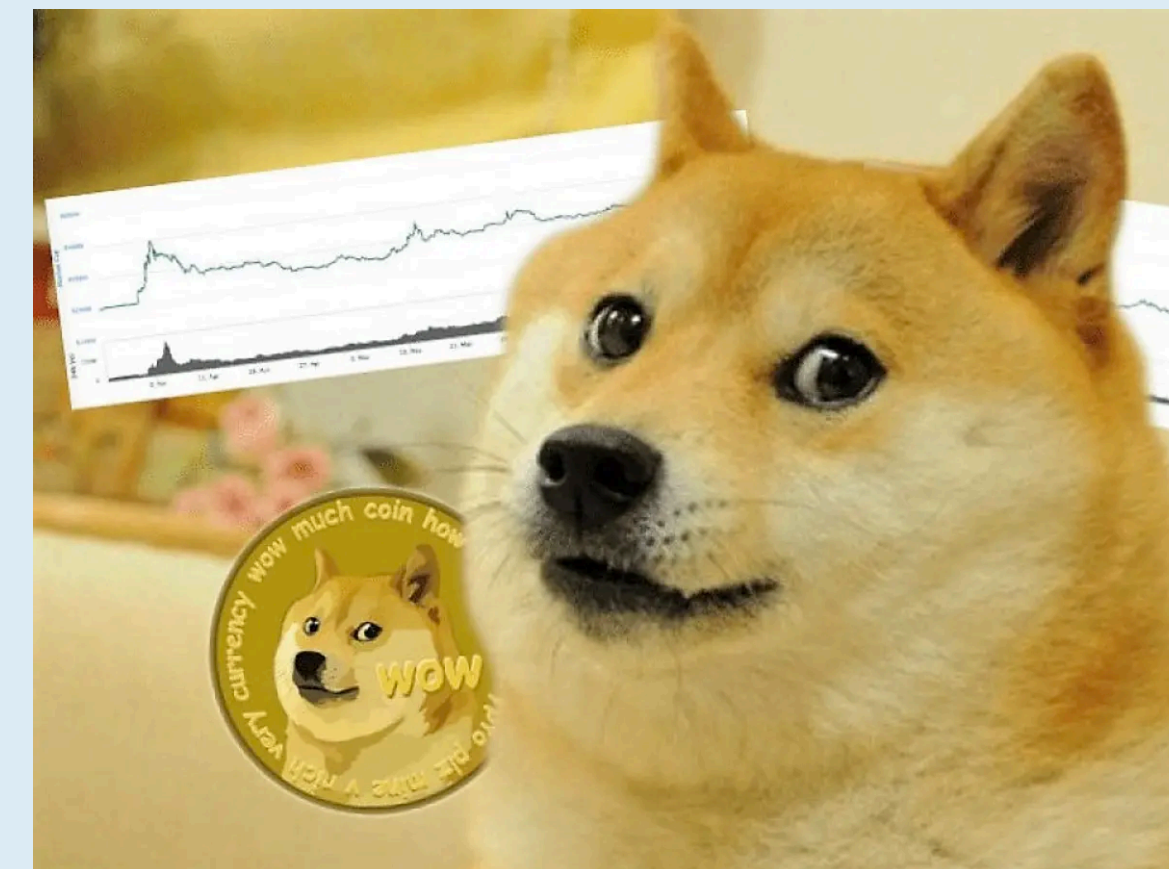
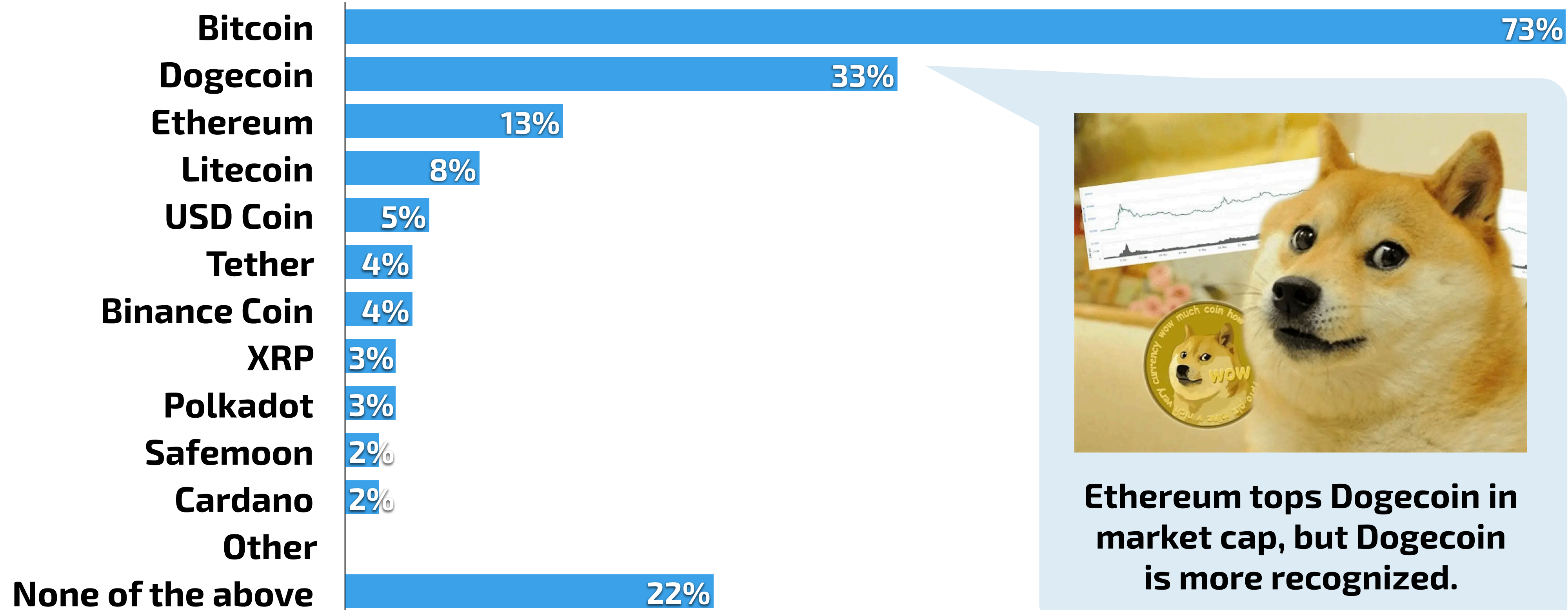
Men More Likely to be Following Crypto Closely

Q. Have you seen, read, or heard anything in the news lately about cryptocurrency?



Bitcoin Most Well Known, Followed by Dogecoin

Q. Which of the following cryptocurrencies have you seen, read, or heard about? Select all that apply.

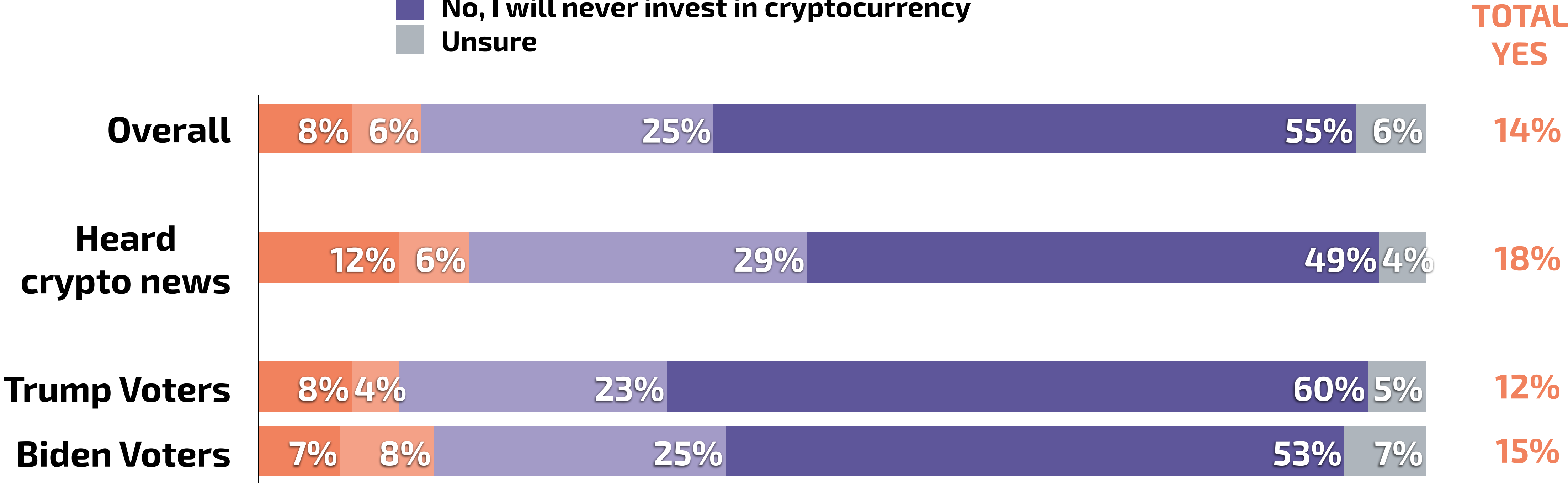


Ethereum tops Dogecoin in market cap, but Dogecoin is more recognized.

Only A Fraction Of Electorate Has Invested In Crypto

Q. Have you yourself ever invested in cryptocurrency?

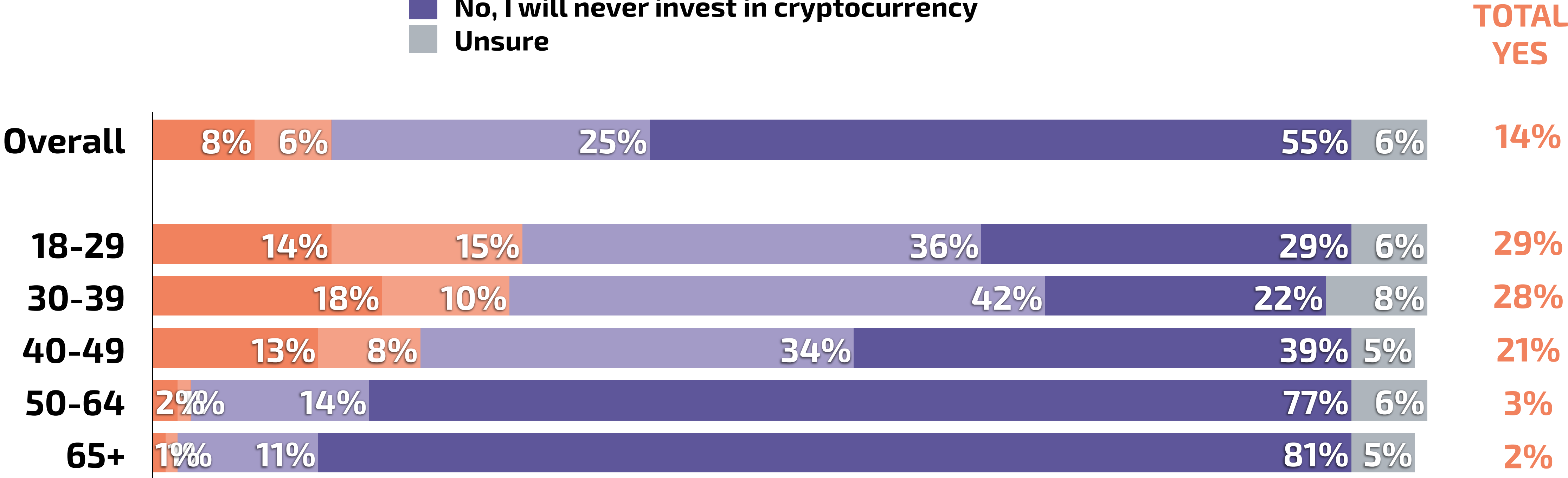
- Yes, I am currently invested in cryptocurrency
- Yes, but I am not currently invested in cryptocurrency
- No, but I might one day
- No, I will never invest in cryptocurrency
- Unsure



Investing Is Especially Popular Among Younger Groups...

Q. Have you yourself ever invested in cryptocurrency?

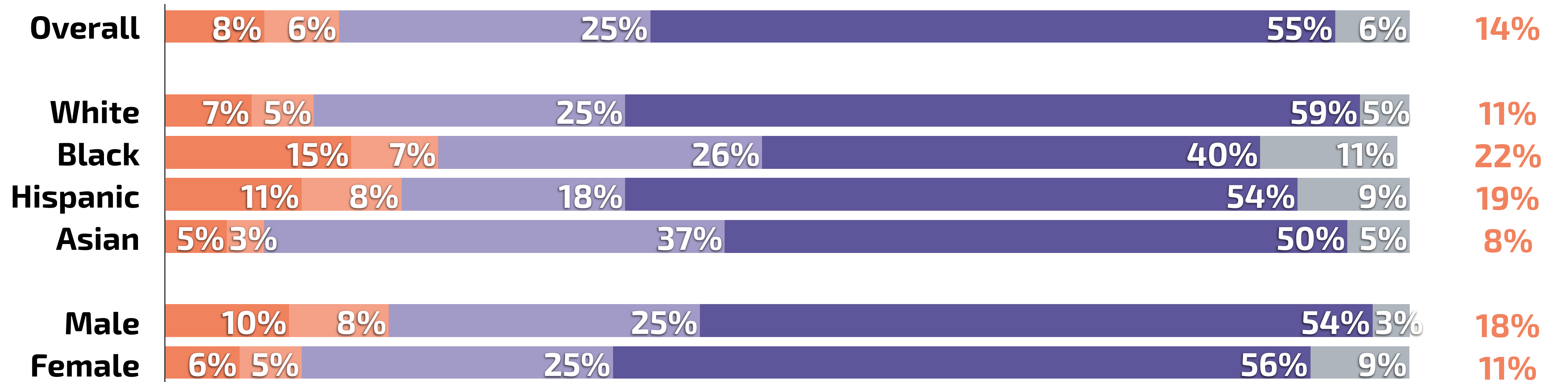
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...And Men, Blacks, and Hispanics

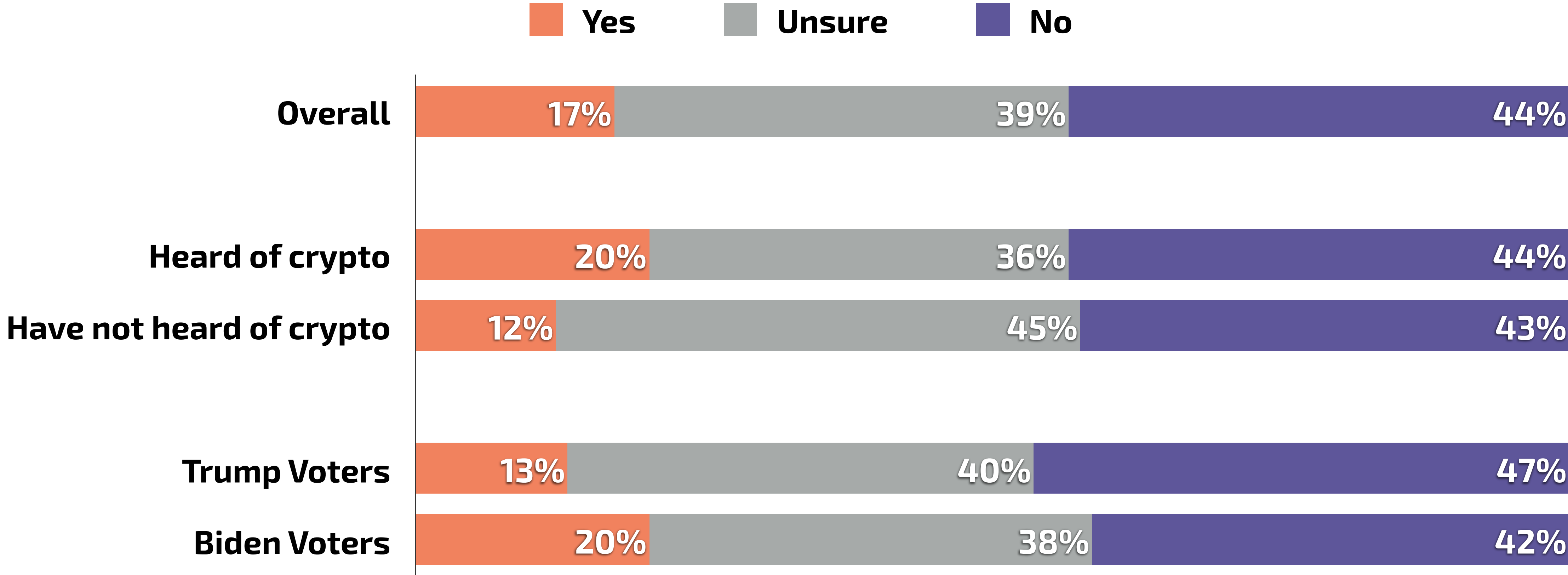
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Less Than 20% Say Crypto Is A Good Way To Build Wealth

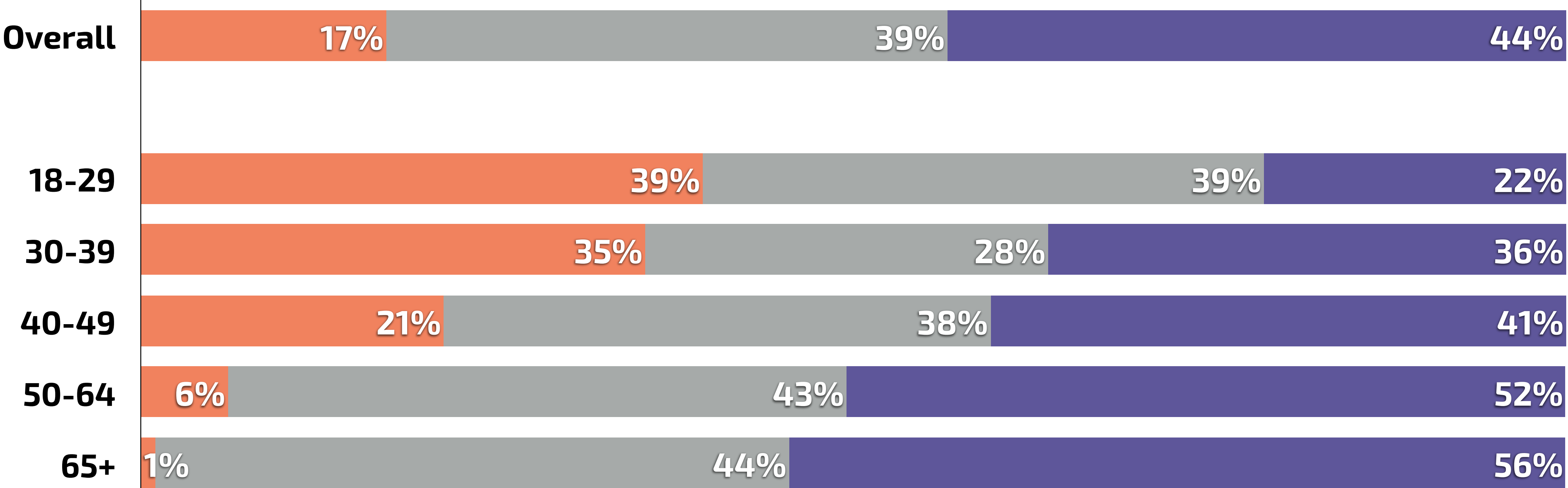
Q. Do you think investing in cryptocurrency is a good way to build wealth?



However, Younger Voters Are More Divided...

Q. Do you think investing in cryptocurrency is a good way to build wealth?

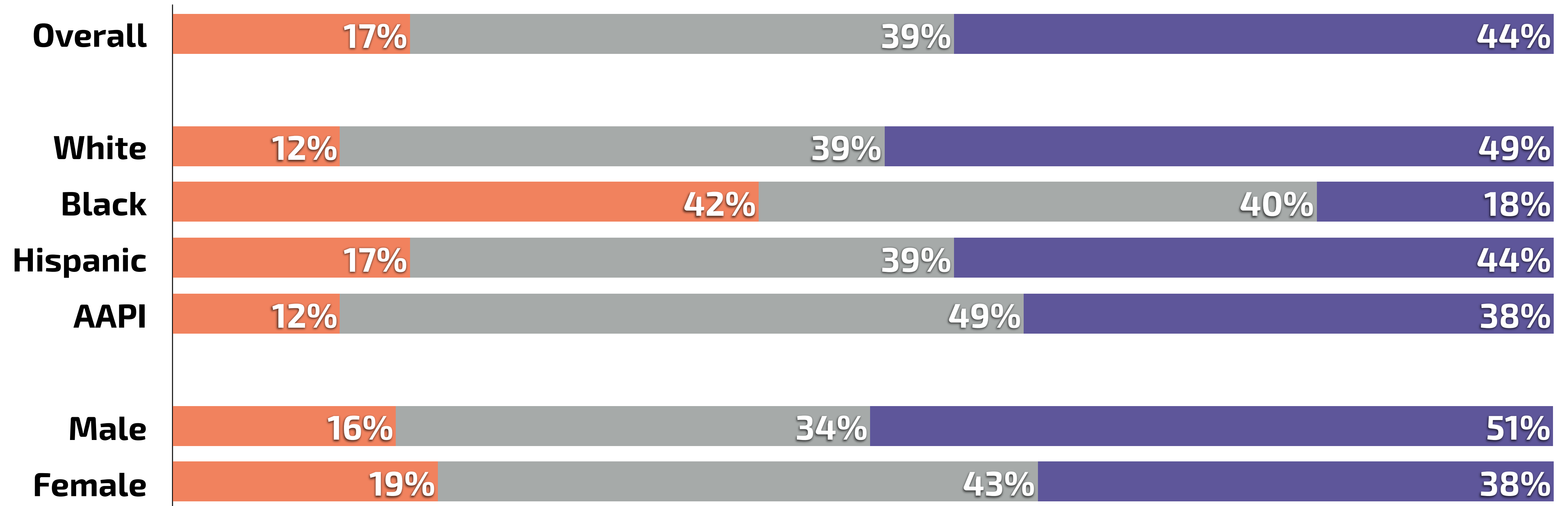
Yes Unsure No



...And So Are Black Voters

Q. Do you think investing in cryptocurrency is a good way to build wealth?

Yes Unsure No





**Verified Voter
Omnibus**

Your questions answered by real voters

Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.

By adding on to the Verified Voter Omnibus, you'll receive:

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with key political trends questions included**
- **A customized slide deck with your results**

Contact omnibus@echeloninsights.com for more information.





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