

NORC AmeriSpeak Omnibus Survey: Spotlight on Cryptocurrency

Interview Dates: June 24-June 28, 2021

Nationally representative sample of 1,004 English-speaking adults aged 18 and over, conducted using the AmeriSpeak® Panel, the probability-based panel of NORC at the University of Chicago. Of the 1,004 respondents, 39 completed the survey by phone and 965 via the web.

The self-funded poll was conducted during a monthly Omnibus survey. It included 1,004 interviews with a nationally representative sample (margin of error +/- 4.34 percent) of adult Americans aged 18+ using the AmeriSpeak® Panel. AmeriSpeak® is NORC's probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

NOTE: *All results show percentages among respondents, unless otherwise labeled.*

Survey

How familiar are you with cryptocurrencies such as Bitcoin, Ethereum, or Dogecoin?

AmeriSpeak 6/24/2021–6/28/2021	All Adults (N = 998)
Extremely familiar	3
Very familiar	8
Moderately familiar	21
Slightly familiar	33
Not at all familiar	36

Excluded/Missing (Skipped/Refused) N=6

In the past 12 months, have you: (Mark all that apply)

AmeriSpeak 6/24/2021–6/28/2021	All Adults (N=629)
Purchased or traded cryptocurrencies?	20
Purchased or traded fractional shares (also sometimes referred to as portions, slivers, or slices of stocks)?	10
Purchased or traded futures contracts?	1
Purchased or traded options (such as a call or put option)?	2
Purchased or traded individual company shares (stocks)?	24

When did you first start investing in cryptocurrency?

AmeriSpeak 6/24/2021–6/28/2021	“Purchased or traded cryptocurrencies” = Yes (N=115)
Less than three months ago	34
Between 3 and 6 months ago	28
Between 7 months and 11 months ago	11
Between 12 and 23 months ago	10
Between 2 and 3 years ago	11
More than 3 years ago	7

Where do you most often get information on cryptocurrency?

AmeriSpeak 6/24/2021–6/28/2021	“Purchased or traded cryptocurrencies” = Yes (N=115)
A broker or advisor	2
On social media (Facebook, Twitter, TikTok, Reddit)	24
Traditional media (Wall Street Journal, CNBC, Bloomberg)	9
On a cryptocurrency exchange (Coinbase or Binance)	26
On a trading platform (Fidelity, TD Ameritrade, Robinhood)	25
Other (please specify)	14

**Which of the following are reasons you have not invested in cryptocurrencies?
(Mark all that apply)**

AmeriSpeak 6/24/2021–6/28/2021	“Purchased or traded cryptocurrencies” = No (N=500)
I don’t know how to invest in cryptocurrency	31
I don’t have extra money to invest in anything	33
I think the prices move up and down too much	30
I don’t think it’s secure	35
I can’t spend it anywhere	11
I don’t understand it enough	62
A financial professional advised me not to invest in cryptocurrency	5
Other (please specify)	6

How likely are you to invest in cryptocurrency in the next 12 months?

AmeriSpeak 6/24/2021–6/28/2021	“Purchased or traded cryptocurrencies” = No/Don’t know (N=513)
Extremely likely	<1
Somewhat likely	10
Neither likely nor unlikely	17
Somewhat unlikely	19
Extremely unlikely	52

Demographics

Respondent gender

AmeriSpeak 6/24/2021–6/28/2021	All Adults (N=1004)
Male	48
Female	52

Age

AmeriSpeak 6/24/2021–6/28/2021	All Adults (N=1004)
18-29	19
30-44	26
45-59	25
60+	31

Combined Race/Ethnicity

AmeriSpeak 6/24/2021–6/28/2021	All Adults (N=1004)
White, non-Hispanic	63
Black, non-Hispanic	11
Other, non-Hispanic	2
Hispanic	17
2+, non-Hispanic	3
Asian, non-Hispanic	4

Education

AmeriSpeak 6/24/2021–6/28/2021	All Adults (N=1004)
Less than HS	8
HS graduate or equivalent	29
Vocational/tech school/some college/associate	27
Bachelor's degree	22
Postgrad study/professional degree	13

Marital Status

AmeriSpeak 6/24/2021–6/28/2021	All Adults (N=1004)
Married	49
Widowed	3
Divorced	11
Separated	4
Never married	25
Living with partner	8

Current Employment Status

AmeriSpeak 6/24/2021–6/28/2021	All Adults (N=1004)
Working - as a paid employee	49
Working - self-employed	10
Not working - on temporary layoff from a job	1
Not working - looking for work	6
Not working - retired	20
Not working - disabled	6
Not working - other	8

Household Income

AmeriSpeak 6/24/2021–6/28/2021	All Adults (N=1004)
Less than \$30,000	24
\$30,000 to under \$60,000	24
\$60,000 to under \$100,000	29
\$100,000 or more	23

Region

AmeriSpeak 6/24/2021–6/28/2021	All Adults (N=1004)
Northeast	18
Midwest	20
South	38
West	24