
FOR RELEASE: MARCH 24, 2022

**PLURALITY SEE CRYPTOCURRENCIES AS LONG-TERM ECONOMIC FORCE,
QUINNIPIAC UNIVERSITY NATIONAL POLL FINDS;
AMERICANS UNDER 50 MOST BULLISH ON FUTURE OF CRYPTOCURRENCIES**

As cryptocurrencies gain more attention in the U.S., a plurality of Americans (43 percent) think that cryptocurrencies will become a dominant economic force in the long-term, while 35 percent think they are a short-term trend, and 22 percent did not offer an opinion, according to a Quinnipiac (KWIN-uh-pea-ack) University national poll of adults released today. The survey was conducted in collaboration with the Quinnipiac University School of Business and its GAME Forum XI event.

There are large differences by age. The percentage of Americans who think cryptocurrencies will become a dominant economic force in the long-term by age:

- 18 to 29 year olds: 55 percent;
- 30 to 49 year olds: 53 percent;
- 50 to 64 year olds: 40 percent;
- 65 years of age and over: 21 percent.

Two-thirds of Americans (66 percent) say they have either heard or read a lot (28 percent) or some (38 percent) about cryptocurrencies such as Bitcoin, while one-third of Americans (33 percent) say they have heard or read not too much (16 percent) or not much at all (17 percent).

While 38 percent of men say they have heard or read a lot about cryptocurrency, only 20 percent of women say they have heard or read a lot about cryptocurrency.

The percentage of Americans saying they have heard or read a lot about cryptocurrency by age:

- 18 to 29 year olds: 35 percent;
- 30 to 49 year olds: 38 percent;
- 50 to 64 year olds: 25 percent;
- 65 years of age and over: 11 percent.

“Even though most people under 50 haven’t heard a lot about cryptocurrencies, a majority of them see crypto becoming a dominant economic force in the future. That signals the marketing is working as crypto companies target sports advertising in a push to go mainstream,” said Quinnipiac University School of Business Professor of Finance and Director of GAME Forum, Osman Kilic, PhD.

OWNING CRYPTOCURRENCY

Fewer than 1 in 5 Americans (16 percent) say they currently own cryptocurrency, while 74 percent say they have never bought it, and 8 percent say they owned it in the past, but no longer do.

Among those who currently own cryptocurrency, they say the current value is:

- \$1,000 or less: 46 percent;
- More than \$1,000 but less than \$10,000: 34 percent;
- \$10,000 or more but less than \$50,000: 9 percent;
- \$50,000 or more: 4 percent.

REASONS FOR NOT OWNING CRYPTOCURRENCY

Americans who do not currently own cryptocurrency were asked whether any of the following were reasons for why they do not own cryptocurrency:

- 46 percent say they are not interested in it;
- 43 percent say they don't understand it enough;
- 33 percent say they don't think it is secure;
- 27 percent say prices move up and down too much;
- 25 percent say they don't have extra money to invest;
- 22 percent say they don't know how to invest in it;
- 19 percent say they don't know anywhere to spend it.

Americans who do not currently own cryptocurrency were asked the likelihood of them buying cryptocurrency in the next 12 months. Only roughly 1 in 10 (12 percent) say it's either very likely (2 percent) or somewhat likely (10 percent) that they will buy cryptocurrency in the next 12 months, while nearly 9 in 10 (88 percent) say it's either not too likely (19 percent) or not likely at all (69 percent) that they will buy cryptocurrency in the next 12 months.

Americans were asked if they were given \$1,000 to invest, would they invest it in a cryptocurrency or in traditional stocks. Nearly three-quarters (73 percent) say they would invest it in traditional stocks, while 16 percent say they would invest it in a cryptocurrency.

"Cryptocurrencies may be becoming more well known, but there's still a lot of skepticism about actually owning them, including among young people who are the most bullish on crypto's future. A lack of interest and understanding is holding them back, and there are also concerns about crypto's price volatility and just how secure crypto is," added Kilic.

NON-FUNGIBLE TOKENS

A slight majority of Americans (52 percent) say they have heard of non-fungible tokens or NFTs, while 47 percent say they have not heard of NFTs.

There are wide differences among gender and age groups. Sixty-one percent of men have heard of NFTs, while only 43 percent of women have heard of NFTs. The percentage of Americans saying they have heard of NFTs by age:

- 18 to 29 year olds: 70 percent;
- 30 to 49 year olds: 67 percent;
- 50 to 64 year olds: 41 percent;
- 65 years of age and over: 25 percent.

Only three percent of Americans own non-fungible tokens.

1,936 U.S. adults nationwide were surveyed from March 10th – 14th with a margin of error of +/- 2.2 percentage points.

The Quinnipiac University Poll, directed by Doug Schwartz, Ph.D. since 1994, conducts independent, non-partisan national and state polls on politics and issues. Surveys adhere to industry best practices and are based on random samples of adults using random digit dialing with live interviewers calling landlines and cell phones.

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16. President Biden signed an executive order to explore the creation of a U.S. digital currency. Do you think creating a U.S. digital currency is a good idea or a bad idea, or haven't you heard enough about it?

	ADULTS.....						
	Tot	Men	Wom	AGE IN YRS.....			
				18-29	30-49	50-64	65+
Good idea	12%	15%	9%	19%	15%	9%	4%
Bad idea	39	43	34	36	38	42	37
Hvn't hrd enough	48	40	55	45	46	46	56
DK/NA	2	2	2	-	1	3	3

	ANNUAL HOUSEHOLD INCOME...							
	<50K	50K-100K	100K-200K	200K+	REGION.....			
					NEast	MWest	South West	
Good idea	12%	11%	12%	18%	12%	10%	13%	11%
Bad idea	40	39	40	33	36	45	37	37
Hvn't hrd enough	46	48	47	49	52	40	48	50
DK/NA	2	2	1	1	-	4	1	2

	HEARD/READ CRYPTOCURRENCIES Q17				CRYPTOCURRENCY OWNERSHIP Q18..		
	ALot	Some	NotToo Much	NotMuch AtAll	Currently own	Owned/NoLonger	Never Bought
Good idea	25%	9%	4%	3%	32%	19%	7%
Bad idea	50	42	34	16	36	50	38
Hvn't hrd enough	23	47	61	77	31	31	53
DK/NA	2	2	1	3	-	1	2

17. How much have you heard or read about cryptocurrencies such as Bitcoin; a lot, some, not too much, or not much at all?

	ADULTS.....						
	Tot	Men	Wom	AGE IN YRS.....			
				18-29	30-49	50-64	65+
A lot	28%	38%	20%	35%	38%	25%	11%
Some	38	36	40	39	38	39	37
Not too much	16	14	18	11	12	19	24
Not much at all	17	12	21	15	11	17	27
DK/NA	1	-	1	-	-	-	2

	ANNUAL HOUSEHOLD INCOME...							
	<50K	50K-100K	100K-200K	200K+	REGION.....			
					NEast	MWest	South West	
A lot	24%	31%	29%	44%	26%	27%	28%	31%
Some	31	40	49	31	40	34	38	40
Not too much	19	16	15	15	19	16	15	15
Not much at all	25	13	7	10	14	22	18	12
DK/NA	1	1	-	-	-	-	-	1

	CRYPTOCURRENCY OWNERSHIP Q18..		
	Currently own	Owned/NoLonger	Never Bought
	A lot	64%	57%
Some	31	34	41
Not too much	4	8	20
Not much at all	1	2	22
DK/NA	-	-	-

18. Which comes closest to your personal situation regarding cryptocurrencies? A) You currently own a cryptocurrency. B) You have owned a cryptocurrency in the past, but you no longer do. C) You have never bought a cryptocurrency.

	ADULTS.....						
	Tot	Men	Wom	AGE IN YRS.....			
18-29				30-49	50-64	65+	
A) Currently own	16%	22%	11%	23%	27%	11%	2%
B) Owned/No longer	8	11	6	16	12	3	2
C) Never bought	74	66	82	61	60	85	93
DK/NA	1	1	2	1	1	1	3

	ANNUAL HOUSEHOLD INCOME...				REGION.....			
	<50K	50K-100K	100K-200K	200K+	NEast	MWest	South	West
A) Currently own	12%	20%	21%	26%	14%	14%	16%	21%
B) Owned/No longer	10	8	10	9	9	6	8	9
C) Never bought	77	72	68	65	76	78	74	67
DK/NA	1	-	1	1	1	1	1	2

	HEARD/READ CRYPTOCURRENCIES Q17			
	ALot	Some	NotToo Much	NotMuch AtAll
A) Currently own	37%	13%	4%	1%
B) Owned/No longer	17	7	4	1
C) Never bought	45	79	91	96
DK/NA	1	1	1	2

19. (If currently own cryptocurrency q18) And is the current value of these: \$1,000 or less, more than \$1,000 but less than \$10,000, or \$10,000 or more? (If more than 10k) Would that be less than \$50,000 or \$50,000 or more?

	ADULTS.....		
	Tot	Men	Wom
\$1k or less	46%	46%	46%
\$1k-10k	34	31	40
\$10k-50k	9	11	4
\$50K+	4	4	5
DK/NA	7	7	6

	HEARD/READ CRYPTOCURRENCIES Q17	
	ALot	Some
\$1k or less	40%	59%
\$1k-10k	36	35
\$10k-50k	12	1
\$50K+	6	1
DK/NA	6	4

20. (If never bought or no longer own cryptocurrency q18) For each of the following, please tell me whether or not any of these are reasons you do not own a cryptocurrency: you don't know how to invest in it, you don't have extra money to invest, prices move up and down too much, you don't think it is secure, you don't know anywhere to spend it, you don't understand it enough, you are not interested in it.

ADULTS.....							
NEVER BOUGHT OR NO LONGER OWN CRYPTOCURRENCY Q18.....							
	Tot	Men	Wom	AGE IN YRS.....			
				18-29	30-49	50-64	65+
Don't know how to invest	22%	18%	25%	27%	16%	21%	25%
Don't have extra money to invest	25	23	26	30	26	21	24
Prices move up and down too much	27	29	25	40	28	20	22
Don't think is secure	33	33	33	37	31	34	34
Don't know anywhere to spend	19	17	21	25	19	14	21
Don't understand enough	43	37	47	46	35	42	49
Not interested	46	44	47	44	39	45	53
DK/NA	4	4	4	4	6	4	2

	ANNUAL HOUSEHOLD INCOME...				REGION.....			
	<50K	50K-100K	100K-200K	200K+	NEast	MWest	South	West
Don't know how to invest	27%	23%	15%	12%	19%	22%	23%	21%
Don't have extra money to invest	36	25	16	4	21	26	31	17
Prices move up and down too much	27	25	30	23	25	27	27	27
Don't think is secure	33	35	36	33	33	37	30	37
Don't know anywhere to spend	23	18	14	11	18	21	20	16
Don't understand enough	45	47	38	32	41	39	46	41
Not interested	45	47	43	37	50	50	43	42
DK/NA	4	3	5	3	7	5	2	3

	HEARD/READ CRYPTOCURRENCIES Q17				CRYPTOCURRENCY OWNERSHIP Q18	
	ALot	Some	NotToo Much	NotMuch AtAll	Owned/NoLonger	Never Bought
Don't know how to invest	11%	19%	31%	28%	6%	23%
Don't have extra money to invest	23	24	28	25	31	24
Prices move up and down too much	32	29	24	18	48	24
Don't think is secure	38	38	30	23	29	34
Don't know anywhere to spend	9	20	29	20	10	20
Don't understand enough	15	43	54	61	14	46
Not interested	37	43	49	55	24	48
DK/NA	4	5	2	2	8	3

21. (If never bought or no longer own cryptocurrency q18) How likely are you to buy cryptocurrency in the next 12 months; very likely, somewhat likely, not too likely, or not likely at all?

ADULTS.....							
NEVER BOUGHT OR NO LONGER OWN CRYPTOCURRENCY Q18.....							
AGE IN YRS.....							
Tot	Men	Wom	18-29	30-49	50-64	65+	
Very likely	2%	2%	2%	4%	2%	1%	
Smwht likely	10	14	6	18	14	3	
Not too likely	19	16	20	26	24	10	
Not likely at all	69	67	70	53	58	75	
DK/NA	1	1	1	1	-	1	

ANNUAL HOUSEHOLD INCOME...							
50K- 100K-				REGION.....			
<50K	100K	200K	200K+	NEast	MWest	South	West
Very likely	3%	2%	2%	1%	2%	1%	3%
Smwht likely	9	8	10	12	9	4	13
Not too likely	15	18	25	27	24	15	23
Not likely at all	73	71	62	58	64	77	68
DK/NA	1	-	1	1	1	2	-

HEARD/READ CRYPTOCURRENCIES Q17				CRYPTOCURRENCY OWNERSHIP Q18				
NotToo NotMuch				Owned/ Never				
ALot	Some	Much	AtAll	NoLonger	Bought			
Very likely	5%	2%	1%	-	12%	1%		
Smwht likely	16	11	6	3	31	7		
Not too likely	19	23	20	9	27	18		
Not likely at all	59	64	70	86	30	73		
DK/NA	1	-	3	1	-	1		

22. Do you think that cryptocurrencies are a short-term trend or will become a dominant economic force in the long-term?

ADULTS.....							
AGE IN YRS.....							
Tot	Men	Wom	18-29	30-49	50-64	65+	
Short-term trend	35%	34%	37%	34%	32%	37%	
Long-term force	43	48	38	55	53	40	
DK/NA	22	18	26	10	15	23	

ANNUAL HOUSEHOLD INCOME...							
50K- 100K-				REGION.....			
<50K	100K	200K	200K+	NEast	MWest	South	West
Short-term trend	34%	40%	38%	33%	44%	33%	33%
Long-term force	42	46	42	47	36	42	45
DK/NA	25	15	21	20	20	25	21

HEARD/READ CRYPTOCURRENCIES Q17				CRYPTOCURRENCY OWNERSHIP Q18..			
NotToo NotMuch				Currently Owned/ Never			
ALot	Some	Much	AtAll	own	NoLonger	Bought	
Short-term trend	29%	40%	39%	32%	18%	36%	39%
Long-term force	59	42	37	23	75	58	34
DK/NA	11	18	24	45	7	6	27

23. If you were given \$1,000 to invest, would you invest it in a cryptocurrency or in traditional stocks?

ADULTS.....								
AGE IN YRS.....								
	Tot	Men	Wom	18-29	30-49	50-64	65+	
Cryptocurrency	16%	18%	14%	18%	23%	11%	8%	
Traditional stocks	73	73	74	72	68	78	79	
DK/NA	11	9	13	10	9	11	13	

ANNUAL HOUSEHOLD INCOME...								
REGION.....								
	<50K	50K-100K	100K-200K	200K+	NEast	MWest	South	West
Cryptocurrency	16%	17%	15%	14%	15%	14%	18%	15%
Traditional stocks	70	77	78	79	77	70	73	74
DK/NA	14	6	6	7	8	15	9	11

HEARD/READ CRYPTOCURRENCIES Q17				CRYPTOCURRENCY OWNERSHIP Q18..			
NotToo NotMuch				Currently Owned/ Never			
ALot	Some	Much	AtAll	own	NoLonger	Bought	
Cryptocurrency	25%	16%	11%	6%	41%	17%	10%
Traditional stocks	66	77	76	78	55	78	78
DK/NA	9	8	13	16	5	5	12

24. Have you ever heard of non-fungible tokens, commonly referred to as NFTs?

ADULTS.....								
AGE IN YRS.....								
	Tot	Men	Wom	18-29	30-49	50-64	65+	
Yes/Heard	52%	61%	43%	70%	67%	41%	25%	
No	47	38	56	30	31	58	74	
DK/NA	1	1	1	-	1	1	2	

ANNUAL HOUSEHOLD INCOME...								
REGION.....								
	<50K	50K-100K	100K-200K	200K+	NEast	MWest	South	West
Yes/Heard	41%	56%	64%	71%	56%	45%	50%	58%
No	58	44	35	28	44	54	50	40
DK/NA	1	-	-	-	-	1	1	2

HEARD/READ CRYPTOCURRENCIES Q17				CRYPTOCURRENCY OWNERSHIP Q18..			
NotToo NotMuch				Currently Owned/ Never			
ALot	Some	Much	AtAll	own	NoLonger	Bought	
Yes/Heard	76%	57%	32%	20%	86%	81%	41%
No	23	43	67	78	14	17	58
DK/NA	1	-	1	2	-	2	1

25. Have you ever heard of non-fungible tokens, commonly referred to as NFTs? COMBINED WITH: (If yes/heard q24) Do you currently own any non-fungible tokens?

ADULTS.....

	Tot	Men	Wom	AGE IN YRS.....			
				18-29	30-49	50-64	65+
Own NFT	3%	5%	1%	6%	5%	1%	-
Heard/Not own	48	56	41	63	62	39	24
Haven't heard	47	38	56	30	31	58	74
DK/NA	1	1	2	1	2	2	2

ANNUAL HOUSEHOLD INCOME...

	<50K	50K-100K	100K-200K	200K+	REGION.....			
					NEast	MWest	South	West
Own NFT	3%	1%	3%	11%	2%	5%	3%	2%
Heard/Not own	38	54	61	60	54	39	46	55
Haven't heard	58	44	35	28	44	54	50	40
DK/NA	1	-	-	-	-	1	1	3

HEARD/READ CRYPTOCURRENCIES Q17

CRYPTOCURRENCY OWNERSHIP Q18..

	ALot	Some	NotToo Much	NotMuch AtAll	Currently own	Owned/ NoLonger	Never Bought
Heard/Not own	66	56	30	19	72	74	41
Haven't heard	23	43	67	78	14	17	58
DK/NA	2	1	2	2	-	4	1