



To: Interested Parties
From: Future Majority & Change Research
Date: April 24, 2021
Re: National Survey Results

In an era of transformational economic change and the emergence of technologies that are evolving online interactions and transactions, Future Majority and Change Research conducted a national voter survey on awareness and the use of cryptocurrencies in the United States. Our research found that voters have some knowledge of the digital economy but are largely unaware of specifics surrounding cryptocurrencies and are open to public education. The opportunity is ripe to create more understanding nationwide on the benefits for the individual. Our research indicates bipartisan voter support for this technology’s current direction, meaning policymakers should be incentivized to learn about digital assets and how their constituents can benefit from this sector. “In order for America to win the future, lawmakers and the public must be better equipped with information in order to make smart decisions in this global technological race. Unlike the past twenty years where a lucky few made billions, this next iteration of technology must lift all boats in America and around the world,” said Mark Riddle, President of Future Majority.

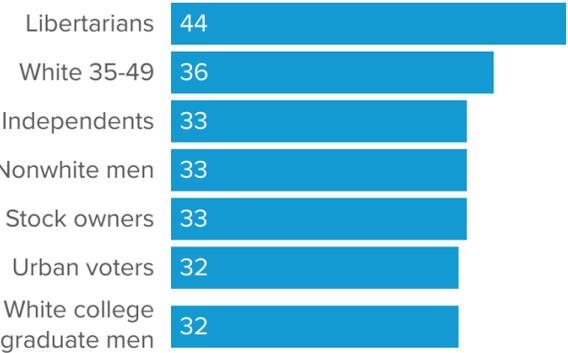
The following are highlights of key findings:

- **Voters have a broad but paper-thin understanding of cryptocurrency.** Most say they have heard of cryptocurrency (87%) generally and Bitcoin (97%) specifically.

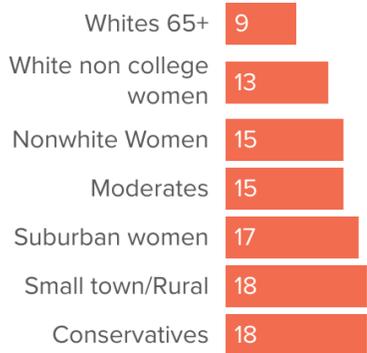


- **However, three-quarters (76%) of voters say they do not know about or understand Blockchain technology**, a significantly high share given that people generally report greater knowledge of a topic than they actually possess. Those reporting the highest and lowest levels of Blockchain knowledge include:

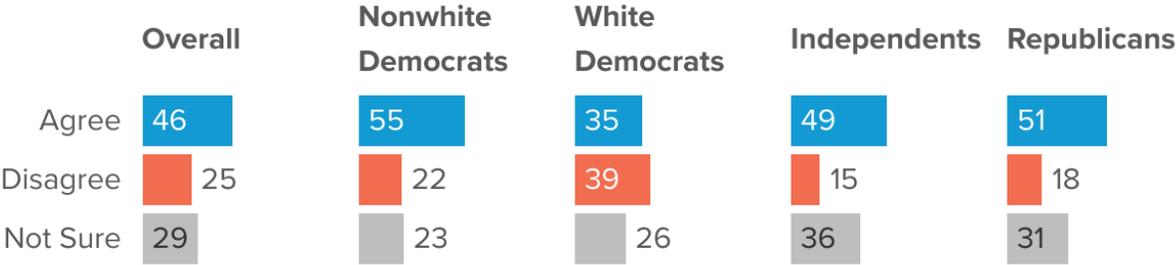
Highest Knowledge of Blockchain



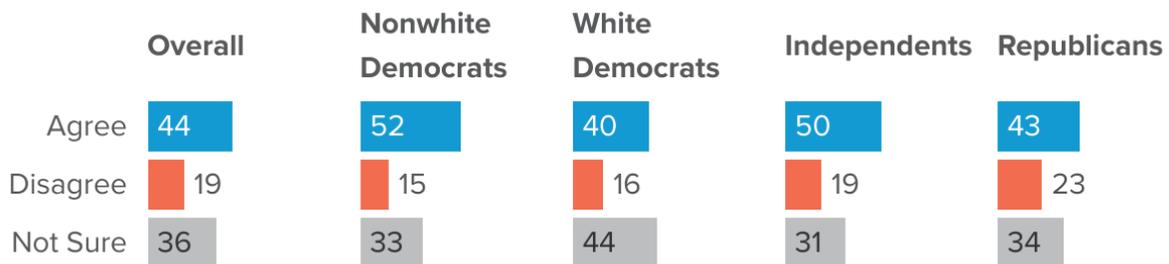
Lowest of Blockchain



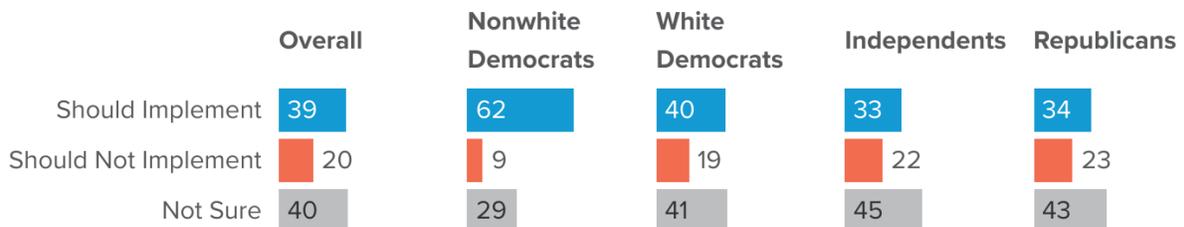
- **When it comes to cryptocurrencies, voters generally support the concept of individual freedom to buy and sell these currencies.** Overall, a near majority (46%) agree that “individuals should have the freedom to access and trade digital currencies outside of banks and government oversight.” A quarter (25%) disagree and 29% are not sure. Majorities of nonwhite Democrats, Independents, and Republicans agree with this while white Democrats are divided.



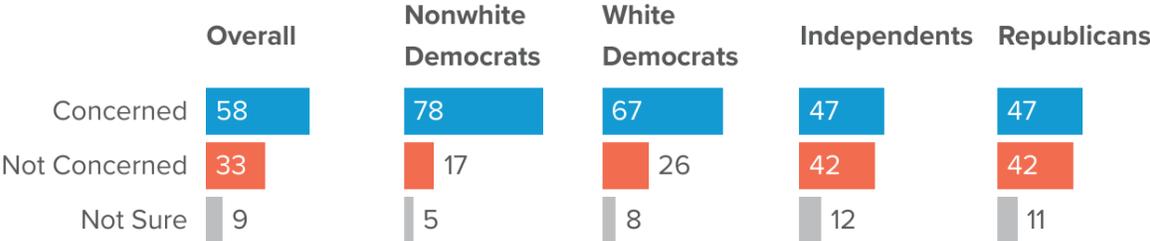
- Voters generally support a financial asset that is free from cybersecurity threats, decentralized from government institutions and democratizes financial freedom for all people in the world.** Few oppose this but a large share (36%) express uncertainty about this. The differences by party are more muted as the frame shifts from the individual to everyone on the globe.



- Voters believe that US policymakers should implement policies to ensure Americans have the freedom to acquire digital currencies safely.** Twice as many people believe we should implement them rather than not. A substantial share (40%) does not offer an opinion. Democrats, Independents, and Republicans feel similarly about this with nonwhite Democrats most supportive.



- Voters are skeptical about investing their own money in cryptocurrency and worry this will ultimately be something only available to wealthy investors and something that regular everyday people will have a hard time participating in.** Just 12% say they would consider investing their own money into digital currencies while 62% say they would not. A quarter (26%) need more knowledge before making a decision. Libertarians are the most willing to invest in these currencies (29% would). Only 9% would trust holding their money in a decentralized digital currency that is protected from cybersecurity threats versus 67% that would trust a traditional financial institution. Overall, 58% of voters are concerned that these currencies are just for the wealthy and not everyday people. This is a particular concern of the nonwhite Democrats who support the availability of these currencies.



- The potential for money laundering and tax shelters concerns voters.** Nearly half (47%) see a cryptocurrency that is decentralized and free from both government and corporate oversight as a vehicle for things like tax sheltering and money laundering. Just 16% see the alternative as “freeing and democratizing money for everyone.” The remaining 36% are not sure. Democrats support this idea much more than they oppose it. Independents are most opposed.

Methodology

Polling was conducted online from April 9-11, 2021. Using its Dynamic Online Sampling technology to attain a sample reflective of voters, Change Research polled 637 voters nationally. Post-stratification weights were made on age, gender, region, education, 2020 vote, and race and ethnicity to reflect the distribution of voters. All polls are subject to errors caused by interviewing a sample of persons, rather than the entire population. In 95 cases out of 100, the responses to this survey should be within plus or minus 4.9 percentage points of those that would have been obtained from interviewing the entire population of voters.

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