

United States of | 2022

Cryptocurrency adoption and trends
in the United States of America as of 2022

[Go to 2021 Report](https://triple-a.io/crypto-ownership-unitedstates-2021/)
(<https://triple-a.io/crypto-ownership-unitedstates-2021/>)



13.7%

of Americans
own cryptocurrency

How many crypto owners are in America?

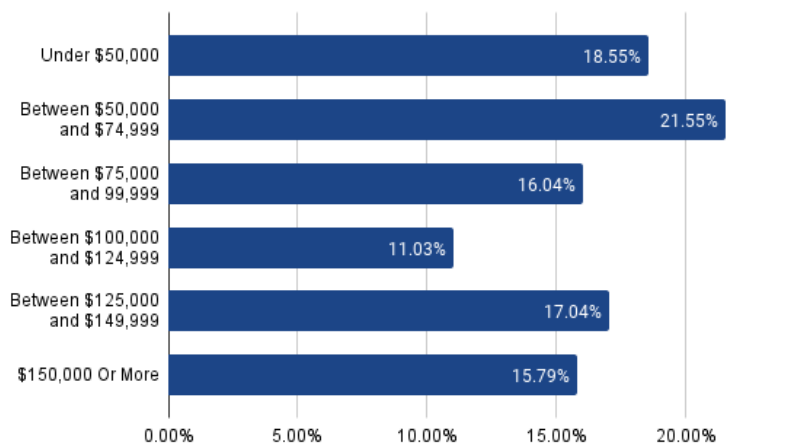
It is estimated that 46 million people, 13.7% of America's total population, currently own cryptocurrency.¹ (<https://triple-a.io/crypto-ownership/>)

American Crypto Ownership Demographics

Section Subtitle

Breaking down cryptocurrency ownership by income, 44% of US cryptocurrency owners have an annual income of US\$100,000 or more. This suggests that cryptocurrencies are largely owned by more wealthy Americans.

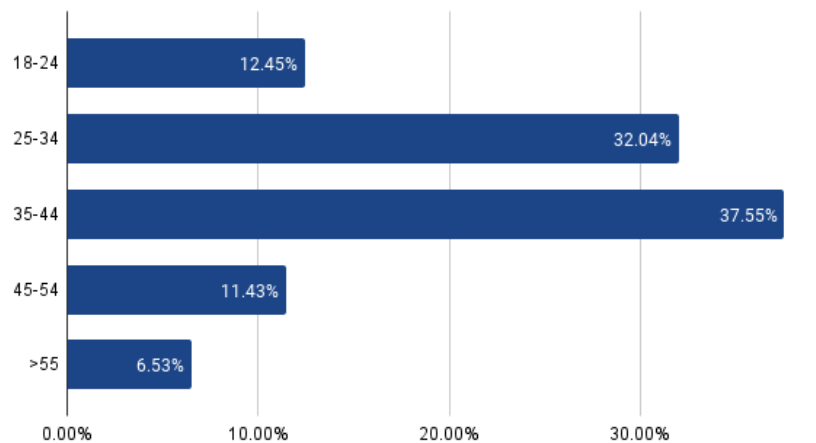
Income



Cryptocurrency ownership by age

The majority of US cryptocurrency owners are in the 18–44 age group (82%). Only 7% of them are 55 and above. This concludes that cryptocurrencies are largely owned by younger americans.

Ownership of cryptocurrency by age



Education level

The majority of American cryptocurrency owners are highly educated, with 66% of them holding a bachelor's degree or higher.

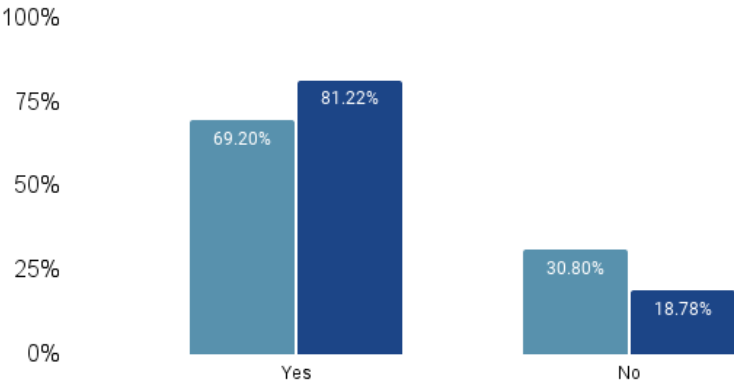


Main Findings

Crypto awareness in the US is rising at a fast pace

Qn: Have you heard of cryptocurrency?

2020 2021



From the survey conducted, we see a staggering 81% of US adults have heard of cryptocurrencies in 2022. We see a significant rise of 12 percentage points, compared to 69% of US adults from 2020. This suggests a growing awareness among Americans regarding cryptocurrency.

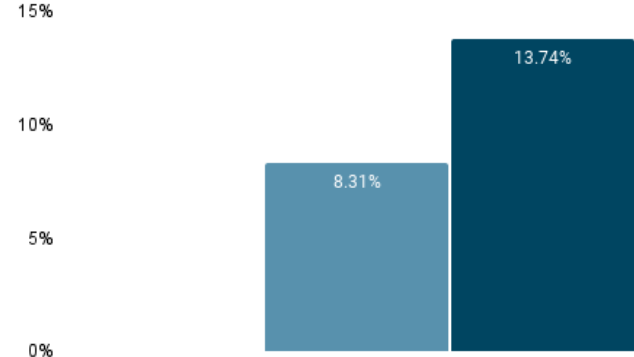
Cryptocurrency ownership in the US continues to grow

We see 13.7% of US adults currently hold cryptocurrency or approximately 46m people. By comparison, our data shows that crypto ownership in the US has risen rapidly from 8.35% in 2020.

Crypto ownership in the US continues to grow

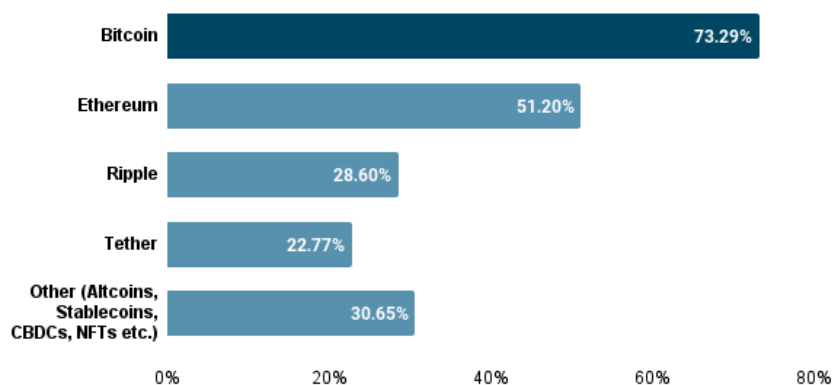
Qn: Do you own any cryptocurrency?

2020 2021



Bitcoin remains the popular choice for US crypto owners

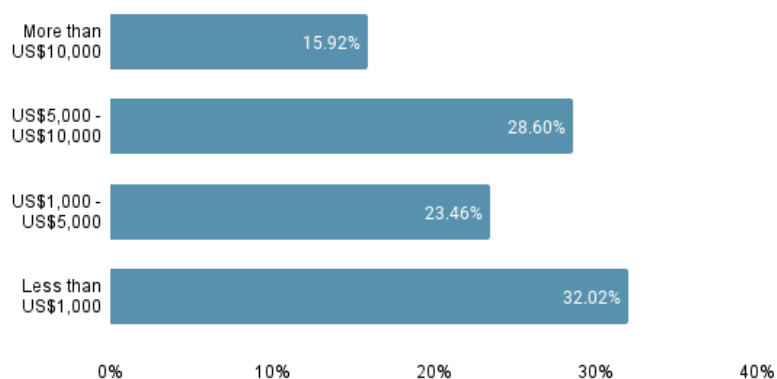
Qn: What cryptocurrencies do you own?



Bitcoin remains the popular choice for crypto owners in the United States, with more than 73% of crypto owner respondents possessing Bitcoin. Ethereum follows closely in second place with the cryptocurrency's wide application cases, followed by Ripple (XRP), Tether (USDT) and other Altcoins.

US crypto owners hold substantial amounts of crypto

Qn: How much cryptocurrency do you own?



People are increasingly seeing cryptocurrency as a safe asset and alternative to national currencies, with more than 15% of crypto owners having more than US\$10,000 in crypto assets.

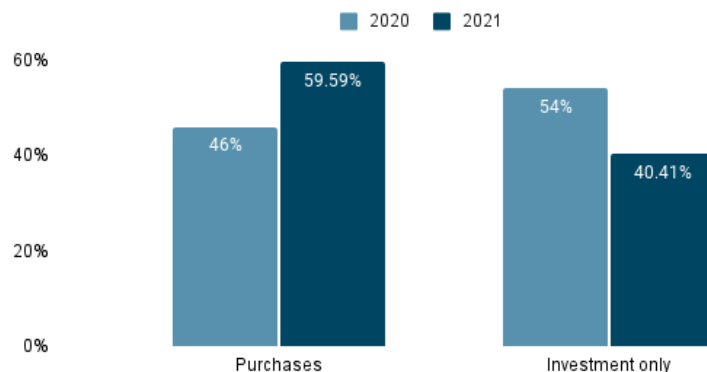
Cryptocurrency Purchase Attitudes

The number of US crypto owners using crypto for purchases are also seeing rapid growth, with 2021 marking an exponential increase of 14 percentage points (y-o-y growth) in purchases made using cryptocurrency from 46% in 2020.

Many corporations like PayPal and Starbucks adopted cryptocurrencies in 2021 to capitalise on the rising trend, with others like Walmart, Tesla, and McDonalds investing heavily under the hood to make their mark.

Number of US crypto owners using crypto for purchases is increasing

Qn: Why do you own cryptocurrency?

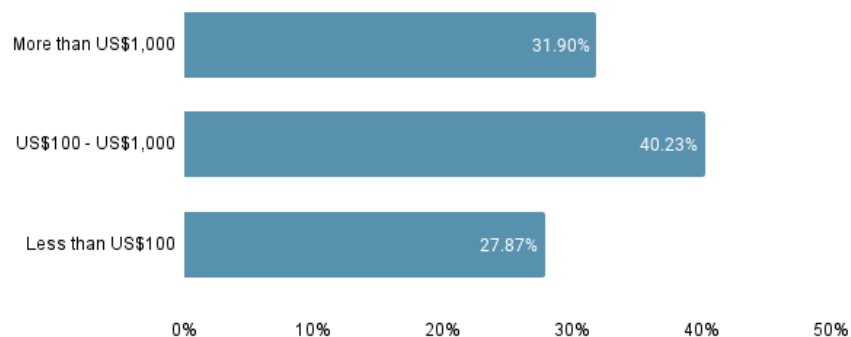


With almost 60% of US crypto owners using cryptocurrency for spending, we believe that cryptocurrency payment services will help to accelerate cryptocurrency adoption in America.

More than 70% of crypto spenders are spending more than US\$100 of cryptocurrency for purchases monthly, with a significant amount (32%) being large spenders of more than US\$1,000 monthly.

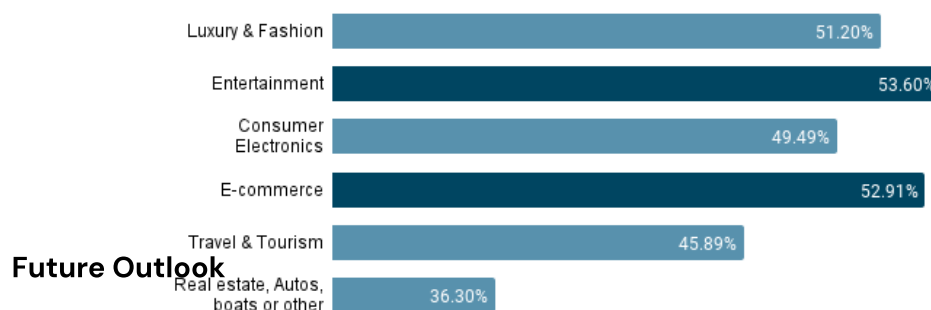
Crypto spenders in the US are using crypto for regular purchases

Qn: What is the average amount spent on purchases using cryptocurrency per month?



Entertainment and E-commerce are the most popular use cases for crypto purchases in the US

Qn: If your preferred retailer introduced crypto payments, would you use it?



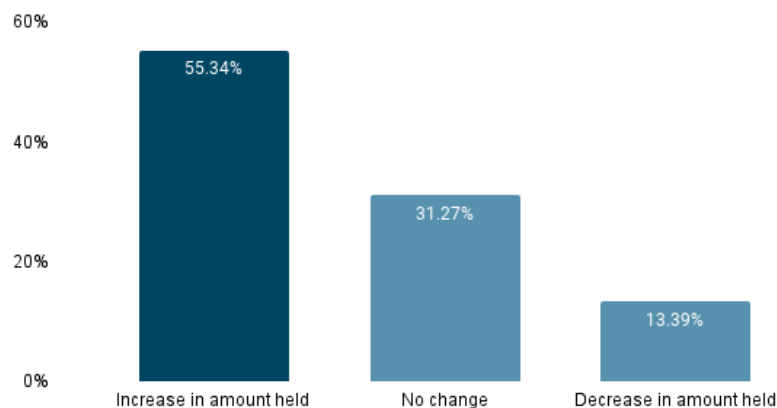
Future Outlook

Cryptocurrency is gaining the attention it deserves. 2021 was the year that cryptocurrency was in the spotlight as major institutions, celebrities and public figures all jumped on the crypto bandwagon. Bitcoin and other cryptocurrencies also broke through all-time highs.

Majority of US survey respondents (55%) are seeking to increase their holdings of cryptocurrency over the next year. Survey results show that cryptocurrency payment services are eagerly anticipated across the retail industry. Respondents showed interest in all the major categories ranging from Entertainment, E-commerce and Luxury Retail, among others.

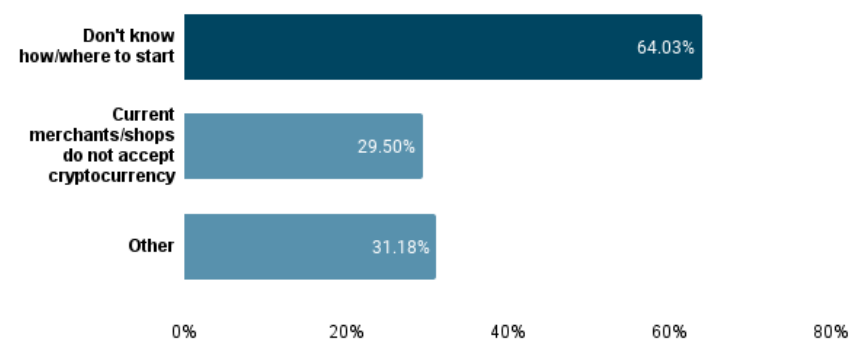
Attitude towards crypto in the US is highly positive

Qn: Do you plan on purchasing cryptocurrency in the next 12 months?



Lack of knowledge is the key inhibiting factor to mass crypto adoption in the US

Qn: Why do you not own cryptocurrency? (To non-crypto owners)

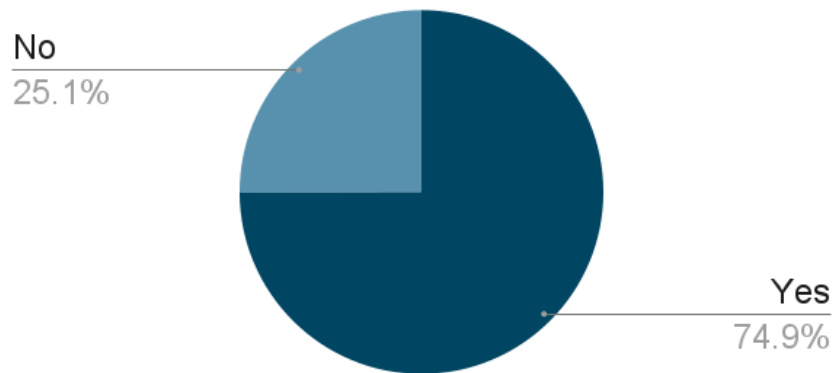


The majority of non-crypto respondents (64%) cited a lack of knowledge, presenting strong potential for increasing cryptocurrency adoption with proper channelized education and awareness.

Additionally, greater adoption of cryptocurrency payment options across merchants can also have a network effect on the more rapid adoption of cryptocurrency in the populace, given that 29.5% of respondents cited not owning cryptocurrency as their current merchants do not accept it.

Companies with business in the US should look towards accepting crypto payments

Qn: Do you believe businesses can improve sales by accepting cryptocurrency



From this widespread cryptocurrency adoption in today's world, businesses would benefit by integrating cryptocurrency payment into their payment ecosystem. In fact, 75% of US crypto respondents agree that businesses would stand to benefit from adopting cryptocurrency payments.

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