

02322 - HOV FLASH (24 HOUR) SURVEY

Q51Q1: Which of the following brands do you currently use? Please select all that apply.

	Gender		Age												Male Age												Female Age												Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	18-34 (X)	35-44 (Y)	45-54 (Z)	55-64 (AA)	65+ (AB)	Northeast (S)	South (T)	Midwest (U)	West (V)										
Total	N=1105	N=529	N=573	N=183 (D)	N=186	N=195	N=226	N=240	N=125	N=83	N=64	N=113	N=133	N=113	N=113	N=113	N=113	N=113	N=113	N=113	N=113	N=113	N=113	N=113	N=113	N=113	N=113	N=113	N=113	N=113	N=113	N=113										
Total (Unweighted)																																										
Crypto.com	26%	36%	C 18%	45%	FGH 37%	FGH 22%	GH 14%	H 7%	59%	KLM 55%	KLM 23%	M 20%	m 9%	32%	qQR 19%	qR 21%	QR 9%	9%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%									
Robinhood	21%	17%	C 17%	34%	FGH 22%	GH 14%	H 7%	3%	31%	KLM 41%	KLM 7%	M 5%	9%	28%	qR 23%	qR 11%	R 8%	8%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%									
Cryptoco	16%	10%	C 10%	14%	FGH 30%	FGH 16%	H 6%	2%	29%	KLM 41%	KLM 7%	M 7%	2%	29%	qQR 19%	qR 21%	QR 9%	9%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%									
Sofi	10%	6%	C 6%	14%	GH 13%	GH 9%	H 6%	1%	13%	KLM 39%	KLM 11%	M 4%	1%	15%	R 8%	R 4%	R 3%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%									
FTX	3%	4%	C 2%	3%	FGH 8%	FGH 1%	H 1%	1%	7%	KLM 10%	KLM 2%	M 0%	1%	4%	R 6%	R 0%	R 0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%									
eToro	3%	4%	C 2%	3%	FGH 3%	FGH 1%	H 1%	1%	7%	KLM 10%	KLM 2%	M 0%	1%	4%	R 6%	R 0%	R 0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%									
None of these	57%	49%	B 3%	33%	42%	42%	62%	DE 70%	DE 88%	DEFG 21%	28%	37%	U 69%	U 84%	UKL 43%	56%	66%	N 71%	No 63%	NOPQ 63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%									

* Table Base: U.S. RESPONDENTS

Q51Q2: Before taking this survey, how familiar were you with each of the following technologies?

	Gender		Age												Male Age												Female Age												Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	18-34 (X)	35-44 (Y)	45-54 (Z)	55-64 (AA)	65+ (AB)	Northeast (S)	South (T)	Midwest (U)	West (V)										
Total	N=1105	N=533	N=570	N=183 (D)	N=183	N=175	N=244	N=244	N=155	N=91	N=86	N=88	N=110	N=161	N=141	N=141	N=141	N=141	N=141	N=141	N=141	N=141	N=141	N=141	N=141	N=141	N=141	N=141	N=141	N=141	N=141	N=141										
Total (Unweighted)																																										
Aware (Net)	93%	93%	C 40%	74%	FGH 67%	FGH 93%	GH 93%	93%	89%	98%	KLM 95%	92%	92%	88%	93%	92%	92%	92%	95%	90%	91%	93%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%									
Familiar (Net)	94%	93%	C 40%	74%	FGH 67%	FGH 93%	GH 93%	93%	89%	98%	KLM 95%	92%	92%	88%	93%	92%	92%	92%	95%	90%	91%	93%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%									
Very familiar	19%	17%	C 12%	33%	FGH 21%	FGH 10%	H 14%	H 3%	43%	KLM 42%	KLM 17%	M 16%	8%	23%	qR 20%	qR 5%	R 5%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%									
Somewhat familiar	35%	36%	C 33%	41%	GH 36%	H 40%	H 32%	24%	40%	m 34%	42%	m 37%	27%	41%	qR 38%	R 39%	R 39%	R 26%	22%	35%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%									
Not very familiar - only heard the term	39%	30%	47%	26%	47%	26%	41%	47%	62%	DEFG 15%	19%	14%	1%	38%	U 38%	U 38%	U 38%	U 38%	U 38%	U 38%	U 38%	U 38%	U 38%	U 38%	U 38%	U 38%	U 38%	U 38%	U 38%	U 38%	U 38%	U 38%	U 38%									
Never heard the term	7%	7%	C 8%	7%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%									

* Table Base: U.S. RESPONDENTS

Q51Q3: How much do you agree or disagree with each of the following statements?

	Gender		Age												Male Age												Female Age												Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	18-34 (X)	35-44 (Y)	45-54 (Z)	55-64 (AA)	65+ (AB)	Northeast (S)	South (T)	Midwest (U)	West (V)										
Total	N=1105	N=487	N=617	N=210	N=244	N=244	N=217	N=217	N=122	N=78	N=77	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107										
Total (Unweighted)																																										
Agree (Net)	61%	67%	C 67%	70%	FGH 72%	FGH 72%	GH 72%	72%	68%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%									
Somewhat agree	37%	40%	C 33%	42%	GH 34%	H 39%	H 34%	40%	H 25%	51%	IM 45%	M 37%	3%	33%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%										
Disagree (Net)	34%	33%	C 33%	28%	FGH 28%	FGH 28%	GH 28%	28%	31%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%									
Somewhat disagree	2%	3%	C 3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%									
Not at all agree	14%	8%	19%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%										

* Table Base: U.S. RESPONDENTS

Q51Q4: How much do you agree or disagree with each of the following statements?

	Gender		Age												Male Age												Female Age												Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	18-34 (X)	35-44 (Y)	45-54 (Z)	55-64 (AA)	65+ (AB)	Northeast (S)	South (T)	Midwest (U)	West (V)										
Total	N=1105	N=487	N=617	N=210	N=244	N=244	N=217	N=217	N=122	N=78	N=77	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107										
Total (Unweighted)																																										
Agree (Net)	51%	60%	C 43%	60%	FGH 62%	FGH 62%	GH 62%	62%	46%	H 29%	70%	KLM 72%	KLM 54%	51%	43%	61%	qQR 53%	R 43%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%										
Somewhat agree	33%	37%	C 33%	40%	H 34%	H 34%	H 34%	34%	34%	21%	40%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%										
Disagree (Net)	34%	30%	C 33%	28%	FGH 28%	FGH 28%	GH 28%	28%	31%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%									
Somewhat disagree	2%	3%	C 3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%										
Not at all agree	14%	8%	19%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%										

* Table Base: U.S. RESPONDENTS

Q51Q5: How much do you agree or disagree with each of the following statements?

	Gender		Age												Male Age												Female Age												Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	18-34 (X)	35-44 (Y)	45-54 (Z)	55-64 (AA)	65+ (AB)	Northeast (S)	South (T)	Midwest (U)	West (V)										
Total	N=1105	N=487	N=617	N=210	N=244	N=244	N=217	N=217	N=122	N=78	N=77	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107	N=107										
Total (Unweighted)																																										
Agree (Net)	51%	60%	C 43%	60%	FGH 62%	FGH 62%	GH 62%	62%	46%	H 29%	70%	KLM 72%	KLM 54%	51%	43%	61%	qQR 53%	R 43%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%	R 41%											
Somewhat agree	33%	37%	C 33%	40%	H 34%	H 34%	H 34%	34%	34%	21%	40%	39%	3																													

Q2322 - HOV FLASH (24 HOUR) SURVEY

Q51Q1: Which of the following brands do you currently use? Please select all that apply.

Total (A)	Household Income				Education				Employed	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity				
	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	Collage Grad+ (H)	Yes (I)			Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1105	N=227	N=415	N=415	N=415	N=232	N=183	N=603	N=455	N=387	N=717	N=387	N=730	N=365	N=495	N=610	N=112	N=112	N=114		
Total (Unweighted)	N=1105	N=501	N=236	N=140	N=140	N=213	N=259	N=603	N=502	N=346	N=759	N=346	N=759	N=346	N=495	N=610	N=783	N=372	N=114		
Crypto.com	26%	26%	23%	24%	29%	24%	31%	F	23%	36%	J	13%	L	21%	25%	20%	20%	20%	37%	S	
Robinhood	21%	21%	19%	24%	24%	16%	24%	F	22%	36%	J	8%	L	18%	28%	22%	12%	20%	27%	S	
Compound	16%	18%	15%	19%	d	16%	14%	23%	J	6%	24%	L	12%	20%	N	17%	15%	17%	30%	S	
Sofi	9%	7%	11%	d	8%	9%	9%	13%	J	4%	13%	L	7%	16%	N	6%	9%	1%	10%	S	
FTX	3%	2%	4%	4%	4%	1%	4%	F	3%	5%	J	1%	4%	5%	3%	3%	3%	3%	1%	S	
eToro	3%	2%	2%	2%	2%	4%	2%	5%	F	4%	J	1%	4%	2%	5%	3%	3%	3%	2%	S	
None of these	57%	63%	E	58%	56%	52%	63%	ah	54%	54%	43%	17%	43%	44%	42%	64%	M	57%	58%	61%	f

* Table Base: U.S. RESPONDENTS

Q51Q2: Before taking this survey, how familiar were you with each of the following technologies?

Total (A)	Household Income				Education				Employed	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity				
	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	Collage Grad+ (H)	Yes (I)			Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1105	N=227	N=415	N=415	N=415	N=232	N=183	N=603	N=455	N=387	N=717	N=387	N=730	N=365	N=495	N=610	N=112	N=112	N=114		
Total (Unweighted)	N=1105	N=501	N=236	N=140	N=140	N=213	N=259	N=603	N=502	N=346	N=759	N=346	N=759	N=346	N=495	N=610	N=783	N=372	N=114		
Aware (Net)	93%	89%	89%	93%	98%	88%	96%	F	95%	F	94%	I	91%	95%	95%	92%	93%	93%	94%	92%	92%
Familiar (Net)	94%	91%	91%	94%	98%	88%	96%	F	95%	F	94%	I	91%	95%	95%	92%	93%	93%	94%	92%	92%
Very familiar	16%	15%	11%	17%	27%	11%	27%	J	8%	28%	L	5%	29%	N	18%	18%	18%	18%	20%	15%	30%
Somewhat familiar	35%	32%	37%	42%	B	34%	29%	37%	F	39%	F	38%	J	30%	35%	34%	34%	34%	34%	35%	32%
Not very familiar - only heard the term	39%	42%	36%	40%	36%	42%	37%	39%	20%	33%	15%	I	32%	42%	K	29%	43%	43%	39%	43%	36%
Never heard the term	7%	11%	E	11%	E	7%	12%	GH	4%	5%	6%	6%	9%	I	5%	6%	9%	8%	8%	8%	12%

* Table Base: U.S. RESPONDENTS

Q51Q3: How much do you agree or disagree with each of the following statements?

Total (A)	Household Income				Education				Employed	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity				
	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	Collage Grad+ (H)	Yes (I)			Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1105	N=227	N=415	N=415	N=415	N=232	N=183	N=603	N=455	N=387	N=717	N=387	N=730	N=365	N=495	N=610	N=112	N=112	N=114		
Total (Unweighted)	N=1105	N=501	N=236	N=140	N=140	N=213	N=259	N=603	N=502	N=346	N=759	N=346	N=759	N=346	N=495	N=610	N=783	N=372	N=114		
Strongly agree	37%	34%	34%	48%	BC	38%	34%	36%	F	48%	FG	36%	38%	38%	41%	39%	m	41%	P	29%	30%
Disagree (Net)	37%	38%	39%	35%	37%	34%	42%	H	33%	41%	J	31%	41%	35%	40%	37%	37%	37%	33%	48%	
Somewhat disagree	10%	8%	8%	3%	13%	10%	11%	10%	7%	11%	I	7%	9%	9%	12%	9%	10%	10%	8%	8%	
Not at all sure	14%	18%	16%	E	11%	9%	23%	GH	11%	11%	10%	1%	14%	1%	12%	15%	12%	15%	15%	15%	

* Table Base: HAVE AT LEAST HEARD OF CRYPTOCURRENCY

There is enough publicly available information to decide how to buy and trade cryptocurrency.

Total (A)	Household Income				Education				Employed	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	Collage Grad+ (H)	Yes (I)			Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1105	N=227	N=415	N=415	N=415	N=232	N=183	N=603	N=455	N=387	N=717	N=387	N=730	N=365	N=495	N=610	N=112	N=112	N=114	
Total (Unweighted)	N=1105	N=501	N=236	N=140	N=140	N=213	N=259	N=603	N=502	N=346	N=759	N=346	N=759	N=346	N=495	N=610	N=783	N=372	N=114	
Strongly agree	51%	50%	49%	48%	55%	49%	51%	55%	60%	J	39%	59%	L	47%	59%	N	44%	52%	50%	49%
Disagree (Net)	18%	17%	17%	20%	18%	17%	18%	21%	21%	J	18%	14%	28%	N	14%	24%	18%	18%	15%	12%
Somewhat disagree	31%	32%	31%	34%	35%	31%	37%	34%	36%	J	28%	31%	32%	31%	32%	31%	31%	31%	30%	49%
Not at all sure	14%	18%	16%	E	11%	9%	23%	GH	11%	11%	10%	1%	14%	1%	12%	15%	12%	15%	15%	15%

* Table Base: HAVE AT LEAST HEARD OF CRYPTOCURRENCY

Advertisements about cryptocurrency brands do a good job of encouraging more people to trade cryptocurrencies.

Total (A)	Household Income				Education				Employed	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	Collage Grad+ (H)	Yes (I)			Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1105	N=227	N=415	N=415	N=415	N=232	N=183	N=603	N=455	N=387	N=717	N=387	N=730	N=365	N=495	N=610	N=112	N=112	N=114	
Total (Unweighted)	N=1105	N=501	N=236	N=140	N=140	N=213	N=259	N=603	N=502	N=346	N=759	N=346	N=759	N=346	N=495	N=610	N=783	N=372	N=114	
Strongly agree	21%	23%	19%	16%	23%	19%	24%	20%	28%	J	11%	13%	L	16%	32%	N	16%	21%	22%	22%
Disagree (Net)	37%	36%	37%	39%	37%	37%	39%	38%	34%	34%	34%	38%	34%	36%	39%	34%	36%	36%	34%	39%
Not at all sure	20%	20%	20%	23%	18%	23%	18%	21%	12%	12%	13%	I	17%	12%	15%	23%	M	21%	17%	19%

* Table Base: HAVE AT LEAST HEARD OF CRYPTOCURRENCY

Q51Q4: Which of the following best describes your current investment or trading status for each of the following assets that are not funded by your employer?

Total (A)	Household Income				Education				Employed	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	Collage Grad+ (H)	Yes (I)			Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1105	N=227	N=415	N=415	N=415	N=232	N=183	N=603	N=455	N=387	N=717	N=387	N=730	N=365	N=495	N=610	N=112	N=112	N=114	
Total (Unweighted)	N=1105	N=501	N=236	N=140	N=140	N=213	N=259	N=603	N=502	N=346	N=759	N=346	N=759	N=346	N=495	N=610	N=783	N=372	N=114	
Never invested or traded	57%	60%	57%	67%	E	51%	58%	60%	45%	70%	I	60%	44%	M	57%	61%	f	54%	44%	42%
Previously invested or traded, but not anymore	12%	14%	13%	7%	12%	11%	12%	11%	7%	7%	15%	I	10%	K	14%	11%	13%	14%	9%	15%
Currently investing or trading	28%	24%	25%	26%	34%	28%	34%	27%	16%	40%	L	22%	42%	N	23%	30%	25%	27%	24%	40%
Decline to answer	3%	2%	4%	DO	3%	d	5%	n	3%	3%	1%	2%	3%	3%	3%	3%	3%	3%	3%	3%

* Table Base: U.S. RESPONDENTS

Q51Q5: For each of the following time periods, how likely are you to (p)ip: crypto (Q51Q5) (crypto, e.g., Bitcoin, Ethereum/ether, Dogecoin)?

Total (A)	Household Income				Education				Employed	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	Collage Grad+ (H)	Yes (I)			Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1105	N=227	N=415	N=415	N=415	N=232	N=183	N=603	N=455	N=387	N=717	N=387	N=730	N=365	N=495	N=610	N=112	N=112	N=114	
Total (Unweighted)	N=1105	N=501	N=236	N=140	N=140	N=213	N=259	N=603	N=502	N=346	N=759	N=346	N=759	N=346	N=495	N=610	N=783	N=372	N=114	
Likely	45%	45%	47%	45%	46%	48%	41%	56%	J	30%	43%	L	37%	65%	N	37%	44%	48%	40%	50%
Not likely (Net)	19%	16%	14%	13%	24%	19%	18%	16%	25%	J	17%	13%	14%	18%	21%	17%	21%	17%	20%	14%
Not very likely	55%	55%	53%	55%	54%	52%	52%	57%	44%	70%	I	39%	63%	K	55%	63%	M	56%	52%	60%
Not at all likely	33%	34%	37%	35%	29%	29%	29%	32%	21%	11%	17%	24%	18%	21%	17%	24%	21%	17%	22%	17%

* Table Base: HAVE AT LEAST HEARD OF CRYPTOCURRENCY

Next year (2023)

Total (A)	Household Income				Education				Employed	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	Collage Grad+ (H)	Yes (I)			Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)
Total	N=1105	N=227	N=415	N=415	N=415	N=232	N=183	N=603	N=455	N=387	N=717	N=387	N=730	N=365					

023322 - HOOD FLASH (24 HOUR) SURVEY

Q51Q1: Which of the following brands do you currently use? Please select all that apply.

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1105	N=121	N=121	N=165	N=320	N=455
Total (Unweighted)	N=1105	N=103	N=103	N=292	N=303	N=365
Coinbase	26% EF	32% EF	48% ABDEF	23% EF	9%	0%
Robinhood	11% EF	29% EF	33% ADEF	22% EF	7%	0%
Crypto.com	16% DEF	24% ADEF	33% ADEF	11% EF	4%	0%
S&P	9% E	8%	19% ABDEF	6%	4%	1%
FTX	3% E	7% ADE	6% ADE	2%	0%	2%
eToro	3%	2%	4%	3%	2%	2%
None of these	57% C	47% C	29%	61% BC	81% ABCD	90% ABCD

* Table Base: U.S. RESPONDENTS

Q51Q2: Before taking this survey, how familiar were you with each of the following technologies?

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1105	N=121	N=121	N=165	N=320	N=455
Total (Unweighted)	N=1105	N=103	N=103	N=303	N=365	N=42
Aware (Net)	93%	95%	96%	aDE	92%	90%
Family (Net)	54% EF	71% ADEF	74% ADEF	51% EF	36%	23%
Very familiar	19% EF	24% DEF	37% ABDEF	15% EF	8%	0%
Somewhat familiar	35% E	47% AEF	38% E	36% e	28%	23%
Not very familiar - only heard the term	29% BC	24%	32%	41%	55%	ABCD
Never heard the term	7% C	5%	4%	8%	c	10%

* Table Base: U.S. RESPONDENTS

Q51Q3: How much do you agree or disagree with each of the following statements?

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1026	N=124	N=124	N=258	N=288	N=111
Total (Unweighted)	N=1010	N=97	N=278	N=276	N=323	N=36
Agree (Net)	74% d	77%	d	68%	76% d	82%
Strongly agree	37%	35%	32%	31%	45% ACD	56% ABCD
Somewhat agree	37%	38%	44%	DEF	37%	26%
Disagree (Net)	12% E	18% EF	13%	EF	16%	1%
Somewhat disagree	9% e	15% EF	11%	E	11%	e
Strongly disagree	6%	2%	2%	6%	ACE	1%
Not at all sure	14%	9%	11%	16%	17%	c

* Table Base: HAVE AT LEAST HEARD OF CRYPTOCURRENCY

There is enough publicly available information to decide how to buy and trade cryptocurrency.

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1026	N=124	N=124	N=258	N=288	N=111
Total (Unweighted)	N=1010	N=97	N=278	N=276	N=323	N=36
Agree (Net)	51% EF	61% EF	67% ADEF	51% EF	35%	28%
Strongly agree	18% E	14%	11% ABDEF	17%	9%	9%
Somewhat agree	33% E	47% ADEF	36% E	34%	e	26%
Disagree (Net)	34% C	27%	24%	34%	C	44%
Somewhat disagree	24%	21%	20%	23%	30%	AC
Strongly disagree	10% C	6%	4%	11%	C	14%
Not at all sure	15% C	12%	9%	15%	E	21%

* Table Base: HAVE AT LEAST HEARD OF CRYPTOCURRENCY

Advertisements about cryptocurrency brands do a good job of encouraging more people to trade cryptocurrencies.

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1026	N=124	N=124	N=258	N=288	N=111
Total (Unweighted)	N=1010	N=97	N=278	N=276	N=323	N=36
Agree (Net)	58% EF	71% AEF	72% ADEF	59% EF	44%	f
Strongly agree	21% EF	24% EF	32% ADEF	21% EF	12%	2%
Somewhat agree	37%	48%	DEF	38%	32%	23%
Disagree (Net)	22%	15%	18%	21%	29%	ABCD
Somewhat disagree	16%	12%	15%	15%	20%	20%
Strongly disagree	9%	2%	3%	6%	9%	ABC
Not at all sure	20% C	13%	11%	20%	C	27%

* Table Base: HAVE AT LEAST HEARD OF CRYPTOCURRENCY

Q51Q4: Which of the following best describes your current investment or trading status for each of the following assets that are not funded by your employer?

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1026	N=124	N=124	N=258	N=288	N=111
Total (Unweighted)	N=1010	N=97	N=278	N=276	N=323	N=36
Never invested or traded	57% BC	46%	C	32%	59%	BC
Previously invested or traded, but not anymore	12% e	19% DEF	18%	ADEF	8%	3%
Currently investing or trading	28% EF	29%	EF	48% ABDEF	28%	EF
Decline to answer	3%	e	2%	6%	ACE	1%

* Table Base: U.S. RESPONDENTS

Q51Q5: For each of the following time periods, how likely are you to [pilot] cryptocurrency (e.g., Bitcoin, Ethereum/ether, DogeCoin)?

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1026	N=124	N=124	N=258	N=288	N=111
Total (Unweighted)	N=1010	N=97	N=278	N=276	N=323	N=36
Likely (Net)	45% EF	48% EF	72% ABDEF	50% EF	18%	10%
Very likely	19%	17%	EF	17%	21%	0%
Somewhat likely	27% EF	32% EF	40% ADEF	30%	EF	11%
Not likely (Net)	55% C	52% C	28%	50%	C	82%
Not very likely	22%	e	27%	23%	C	18%
Not at all likely	33% C	25% C	13%	28%	C	56%

* Table Base: HAVE AT LEAST HEARD OF CRYPTOCURRENCY

Next year (2023)

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1026	N=124	N=124	N=258	N=288	N=111
Total (Unweighted)	N=1010	N=97	N=278	N=276	N=323	N=36
Likely (Net)	52% EF	66% AEF	76% ADEF	57% EF	24%	10%
Very likely	23%	EF	25%	EF	40%	ABDEF
Somewhat likely	29% EF	41%	AEF	38%	EF	16%
Not likely (Net)	48%	BC	24%	43%	C	78%
Not very likely	16%	9%	13%	17%	C	22%
Not at all likely	32% C	24% C	11%	26%	C	54%

* Table Base: HAVE AT LEAST HEARD OF CRYPTOCURRENCY

Q51Q6: Which of the following companies do you associate with cryptocurrency trading? Please select all that apply.

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1026	N=124	N=124	N=258	N=288	N=111
Total (Unweighted)	N=1010	N=97	N=278	N=276	N=323	N=36
Crypto.com	55%	57%	62%	E	53%	45%
Coinbase	52%	E	63%	ADEF	56%	41%
Robinhood	32%	E	25%	48%	ABDE	30%
S&P	14%	d	11%	ABDE	8%	10%
FTX	9%	6%	11%	8%	8%	3%
eToro	8%	6%	10%	8%	5%	5%
None of these	21% C	20% C	11%	22%	C	30%

* Table Base: HAVE AT LEAST HEARD OF CRYPTOCURRENCY

02332 - HOI FLASH (24 HOUR) SURVEY

Q51Q1: Which of the following brands do you currently use? Please select all that apply.

	Familiarity with cryptocurrency				Cryptocurrency trading status			
	Total (A)	Familiar with crypto	Has at least heard of	Not familiar with cry	Current cryptocurrency	Previous cryptocurrency	Never traded cryptocurrency (G)	
Total	N=1105	N=599	N=1026	N=0	N=291	N=122	N=584	
Total (Unweighted)	N=1105	N=555	N=1010	N=0	N=256	N=114	N=615	
Coinbase	26%	44%	CD 28%	0%	71%	FG 44%	G 5%	
Robinhood	21%	33%	C 22%	0%	45%	G 38%	G 8%	
Crypto.com	16%	27%	CD 17%	D 0%	47%	FG 29%	G 3%	
S&P	9%	14%	C 10%	0%	19%	G 17%	G 3%	
FTX	3%	5%	d 3%	0%	8%	G 6%	G 1%	
eToro	3%	4%	C 3%	0%	4%	G 12%	EG 0%	
None of these	57%	34%	55%	B 8%	BC 5%	22%	E 86%	EF

* Table Base: U.S. RESPONDENTS

Q51Q2: Before taking this survey, how familiar were you with each of the following technologies?

	Familiarity with cryptocurrency				Cryptocurrency trading status			
	Total (A)	Familiar with crypto	Has at least heard of	Not familiar with cry	Current cryptocurrency	Previous cryptocurrency	Never traded cryptocurrency (G)	
Total	N=1105	N=599	N=1026	N=0	N=291	N=122	N=584	
Total (Unweighted)	N=1105	N=555	N=1010	N=0	N=256	N=114	N=615	
Aware (Net)	93%	100%	D 100%	D 0%	100%	100%	100%	
Very familiar	54%	100%	CD 56%	D 0%	94%	FG 82%	G 38%	
Somewhat familiar	19%	36%	CD 21%	D 0%	50%	FG 32%	G 4%	
Somewhat familiar	35%	64%	CD 37%	D 0%	44%	G 49%	G 32%	
Not very familiar - only heard the term	29%	0%	0%	0%	42%	0%	0%	EF
Never heard the term	7%	0%	0%	100%	BC 0%	0%	0%	

* Table Base: U.S. RESPONDENTS

Q51Q3: How much do you agree or disagree with each of the following statements?

	Familiarity with cryptocurrency				Cryptocurrency trading status			
	Total (A)	Familiar with crypto	Has at least heard of	Not familiar with cry	Current cryptocurrency	Previous cryptocurrency	Never traded cryptocurrency (G)	
Total	N=1105	N=599	N=1026	N=0	N=291	N=122	N=584	
Total (Unweighted)	N=1105	N=555	N=1010	N=0	N=256	N=114	N=615	
Agree (Net)	71%	80%	C 74%	0%	79%	A 82%	G 73%	
Strongly agree	37%	44%	C 37%	0%	34%	35%	40%	
Somewhat agree	37%	44%	C 37%	0%	45%	G 47%	G 33%	
Disagree (Net)	12%	15%	C 12%	0%	12%	19%	9%	
Somewhat disagree	9%	13%	C 9%	0%	16%	G 11%	6%	
Strongly disagree	3%	3%	C 3%	0%	3%	1%	3%	
Not at all sure	14%	5%	14%	B 0%	3%	6%	20%	EF

* Table Base: HAVE AT LEAST HEARD OF CRYPTOCURRENCY

There is enough publicly available information to decide how to buy and trade cryptocurrency.

	Familiarity with cryptocurrency				Cryptocurrency trading status			
	Total (A)	Familiar with crypto	Has at least heard of	Not familiar with cry	Current cryptocurrency	Previous cryptocurrency	Never traded cryptocurrency (G)	
Total	N=1105	N=599	N=1026	N=0	N=291	N=122	N=584	
Total (Unweighted)	N=1105	N=555	N=1010	N=0	N=256	N=114	N=615	
Agree (Net)	51%	70%	C 51%	0%	76%	G 69%	G 36%	
Strongly agree	18%	27%	C 18%	0%	35%	G 31%	G 7%	
Somewhat agree	33%	43%	C 33%	0%	41%	G 38%	29%	
Disagree (Net)	34%	26%	34%	B 0%	20%	27%	43%	EF
Somewhat disagree	24%	22%	24%	0%	17%	23%	28%	
Somewhat disagree	10%	4%	10%	B 0%	4%	4%	15%	EF
Strongly disagree	15%	4%	15%	B 0%	3%	4%	21%	EF

* Table Base: HAVE AT LEAST HEARD OF CRYPTOCURRENCY

Advertisements about cryptocurrency brands do a good job of encouraging more people to trade cryptocurrencies.

	Familiarity with cryptocurrency				Cryptocurrency trading status			
	Total (A)	Familiar with crypto	Has at least heard of	Not familiar with cry	Current cryptocurrency	Previous cryptocurrency	Never traded cryptocurrency (G)	
Total	N=1105	N=599	N=1026	N=0	N=291	N=122	N=584	
Total (Unweighted)	N=1105	N=555	N=1010	N=0	N=256	N=114	N=615	
Agree (Net)	58%	70%	C 58%	0%	82%	G 74%	45%	
Strongly agree	21%	31%	C 21%	0%	39%	EG 27%	G 11%	
Somewhat agree	37%	44%	C 37%	0%	42%	G 46%	G 33%	
Disagree (Net)	22%	18%	22%	0%	13%	17%	27%	EF
Somewhat disagree	16%	15%	16%	0%	12%	14%	19%	E
Strongly disagree	5%	2%	5%	B 0%	1%	3%	8%	E
Not at all sure	20%	7%	20%	B 0%	6%	10%	28%	EF

* Table Base: HAVE AT LEAST HEARD OF CRYPTOCURRENCY

Q51Q4: Which of the following best describes your current investment or trading status for each of the following assets that are not funded by your employer?

	Familiarity with cryptocurrency				Cryptocurrency trading status			
	Total (A)	Familiar with crypto	Has at least heard of	Not familiar with cry	Current cryptocurrency	Previous cryptocurrency	Never traded cryptocurrency (G)	
Total	N=1105	N=599	N=1026	N=0	N=291	N=122	N=584	
Total (Unweighted)	N=1105	N=555	N=1010	N=0	N=256	N=114	N=615	
Never invested or traded	57%	35%	57%	B 0%	0%	0%	100%	EF
Previously invested or traded, but not anymore	12%	17%	C 12%	0%	0%	100%	EG 0%	
Currently investing or trading	28%	46%	C 28%	0%	100%	FG 0%	0%	
Decline to answer	3%	2%	3%	0%	0%	0%	0%	

* Table Base: U.S. RESPONDENTS

Q51Q5: For each of the following time periods, how likely are you to [pick: pipQ51Q5] cryptocurrency (e.g., Bitcoin, Ethereum/ether, DogeCoin)?

	Familiarity with cryptocurrency				Cryptocurrency trading status			
	Total (A)	Familiar with crypto	Has at least heard of	Not familiar with cry	Current cryptocurrency	Previous cryptocurrency	Never traded cryptocurrency (G)	
Total	N=1105	N=599	N=1026	N=0	N=291	N=122	N=584	
Total (Unweighted)	N=1105	N=555	N=1010	N=0	N=256	N=114	N=615	
Likely (Net)	45%	66%	C 45%	0%	93%	FG 67%	G 19%	
Very likely	19%	30%	C 19%	0%	48%	FG 24%	G 3%	
Somewhat likely	27%	36%	C 27%	0%	44%	G 43%	G 15%	
Not likely (Net)	55%	34%	55%	B 0%	7%	33%	E 81%	EF
Not very likely	23%	18%	23%	0%	24%	0%	29%	E
Not at all likely	33%	16%	33%	B 0%	2%	10%	E 53%	EF

* Table Base: HAVE AT LEAST HEARD OF CRYPTOCURRENCY

	Familiarity with cryptocurrency				Cryptocurrency trading status			
	Total (A)	Familiar with crypto	Has at least heard of	Not familiar with cry	Current cryptocurrency	Previous cryptocurrency	Never traded cryptocurrency (G)	
Total	N=1105	N=599	N=1026	N=0	N=291	N=122	N=584	
Total (Unweighted)	N=1105	N=555	N=1010	N=0	N=256	N=114	N=615	
Likely (Net)	52%	73%	C 52%	0%	94%	FG 78%	G 27%	
Very likely	23%	36%	C 23%	0%	54%	FG 35%	G 5%	
Somewhat likely	29%	37%	C 29%	0%	40%	G 43%	G 22%	
Not likely (Net)	48%	27%	48%	B 0%	2%	22%	E 73%	EF
Not very likely	16%	13%	16%	B 0%	3%	11%	E 23%	EF
Not at all likely	32%	14%	32%	B 0%	2%	11%	E 50%	EF

* Table Base: HAVE AT LEAST HEARD OF CRYPTOCURRENCY

Q51Q6: Which of the following companies do you associate with cryptocurrency trading? Please select all that apply.

	Familiarity with cryptocurrency				Cryptocurrency trading status			
	Total (A)	Familiar with crypto	Has at least heard of	Not familiar with cry	Current cryptocurrency	Previous cryptocurrency	Never traded cryptocurrency (G)	
Total	N=1105	N=599	N=1026	N=0	N=291	N=122	N=584	
Total (Unweighted)	N=1105	N=555	N=1010	N=0	N=256	N=114	N=615	
Crypto.com	55%	63%	C 55%	0%	69%	FG 43%	G 52%	
Coinbase	52%	57%	C 52%	0%	67%	C 59%	G 40%	
Robinhood	32%	43%	C 32%	0%	47%	G 54%	G 20%	
S&P	14%	14%	C 14%	0%	21%	G 18%	G 9%	
FTX	9%	13%	C 9%	0%	17%	G 12%	G 4%	
eToro	8%	11%	C 8%	0%	15%	G 16%	G 3%	
None of these	21%	7%	21%	B 0%	2%	5%	33%	EF

* Table Base: HAVE AT LEAST HEARD OF CRYPTOCURRENCY