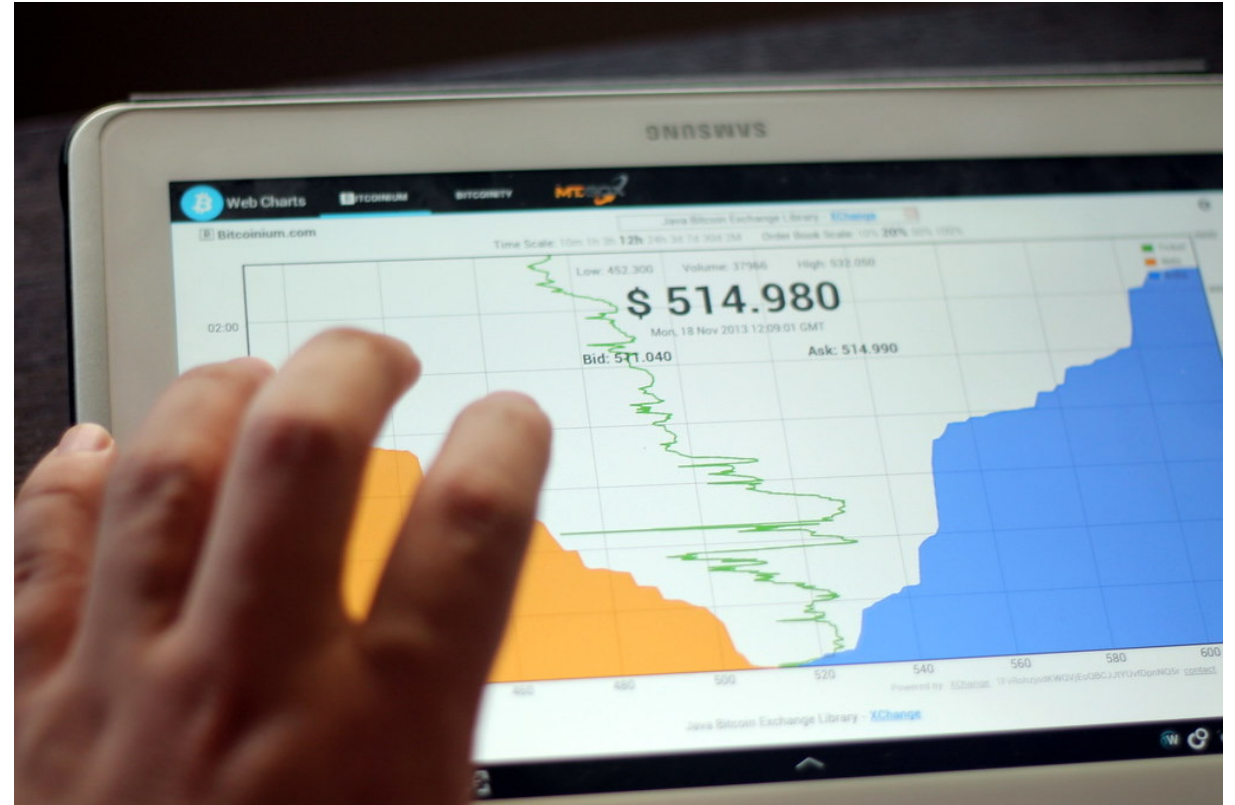


navigator*

Friday, March 18th

Special Report: Profile of
Cryptocurrency Investors



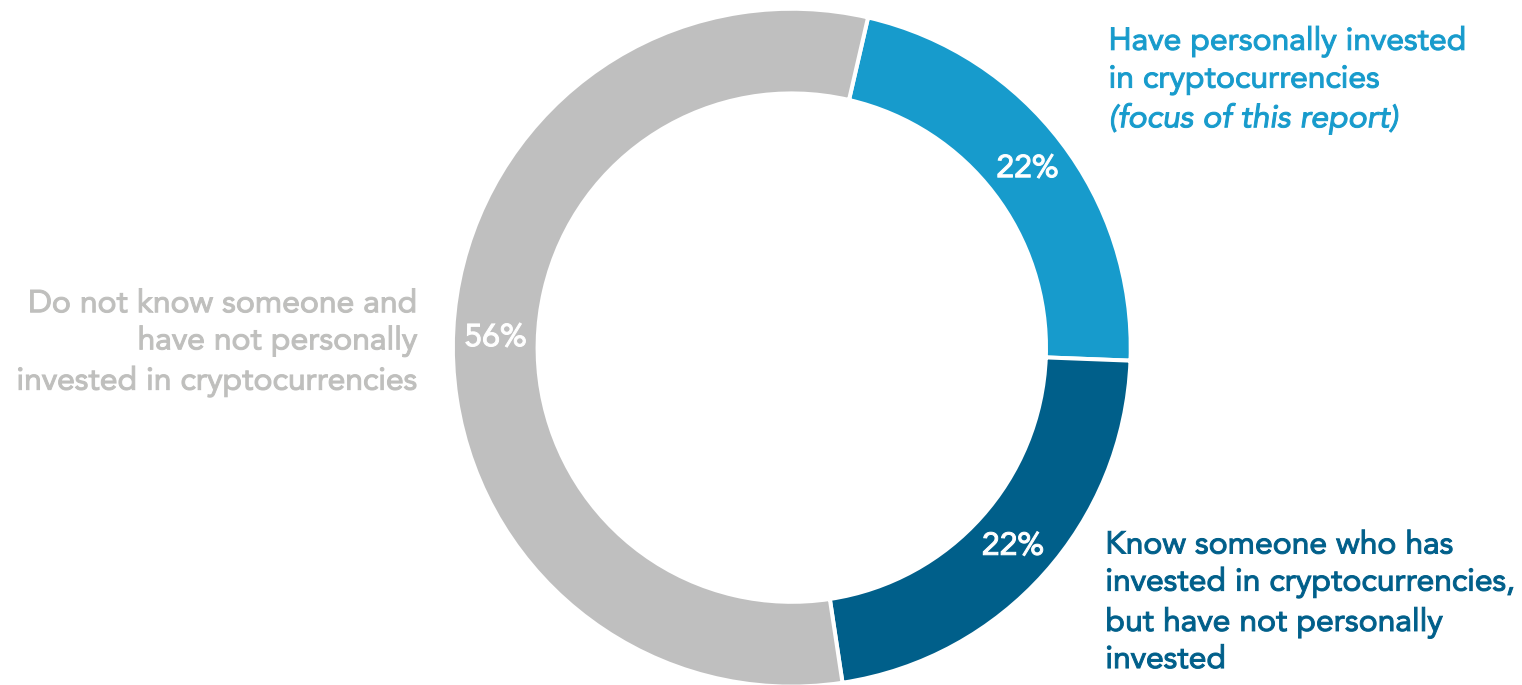
Key Takeaways:

- More than one in five Americans report having invested in cryptocurrency, while a majority of Americans have not nor know anyone who has invested in cryptocurrency.
- While the demographic profile of cryptocurrency investors is younger, more male, and less college-educated, their political profile is similar to the country overall.
- Cryptocurrency investors are net negative on Biden's overall approval, but support his economic agenda, trust his judgment on nominating the next Supreme Court Justice, and believe he has made the right decisions on Ukraine.

More Than One in Five Americans Report Investing in Cryptocurrency

A majority of Americans are neither investors in cryptocurrency personally, nor do they know someone who has invested in cryptocurrency.

Do you know anyone who has invested in cryptocurrencies such as Bitcoin or Ethereum?

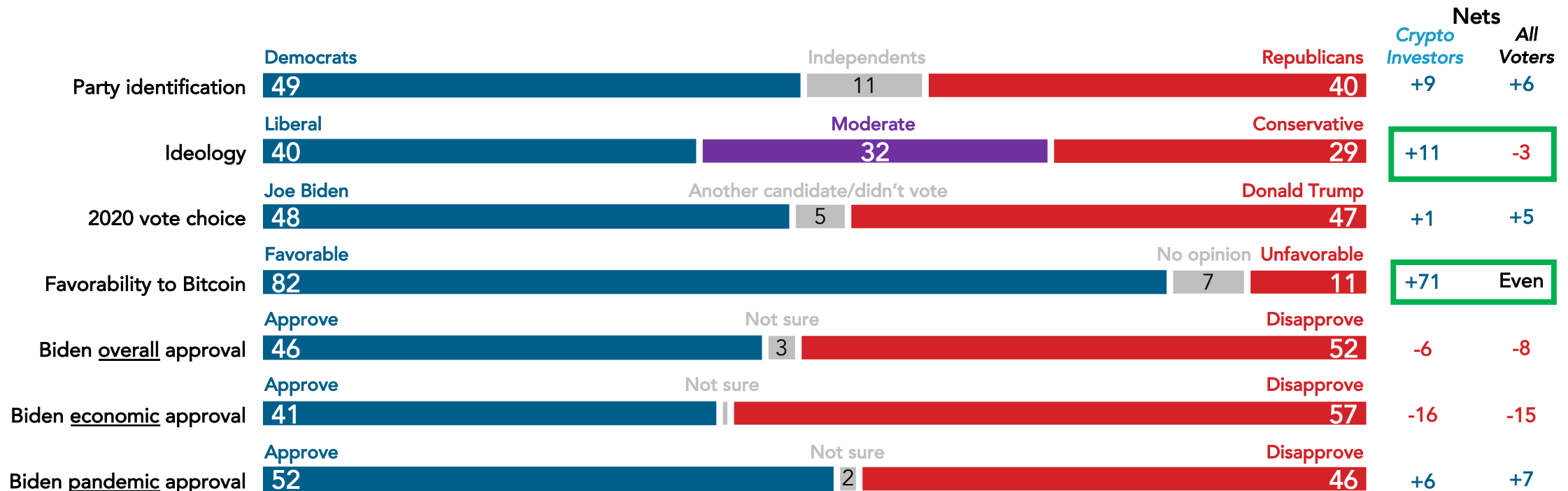


Nationwide survey of 1,000 registered voters conducted March 3-7, 2022.
For more info, visit navigatorresearch.org.

Cryptocurrency Investors Are Politically Similar to the Country Overall, But Identify Ideologically As More Liberal

While the whole public has a narrow 3-point conservative lean, cryptocurrency investors* are more liberal than conservative by 11 points.

- Bitcoin has a net +71 favorability rating among cryptocurrency investors but is net even overall (33% favorable/33% unfavorable).



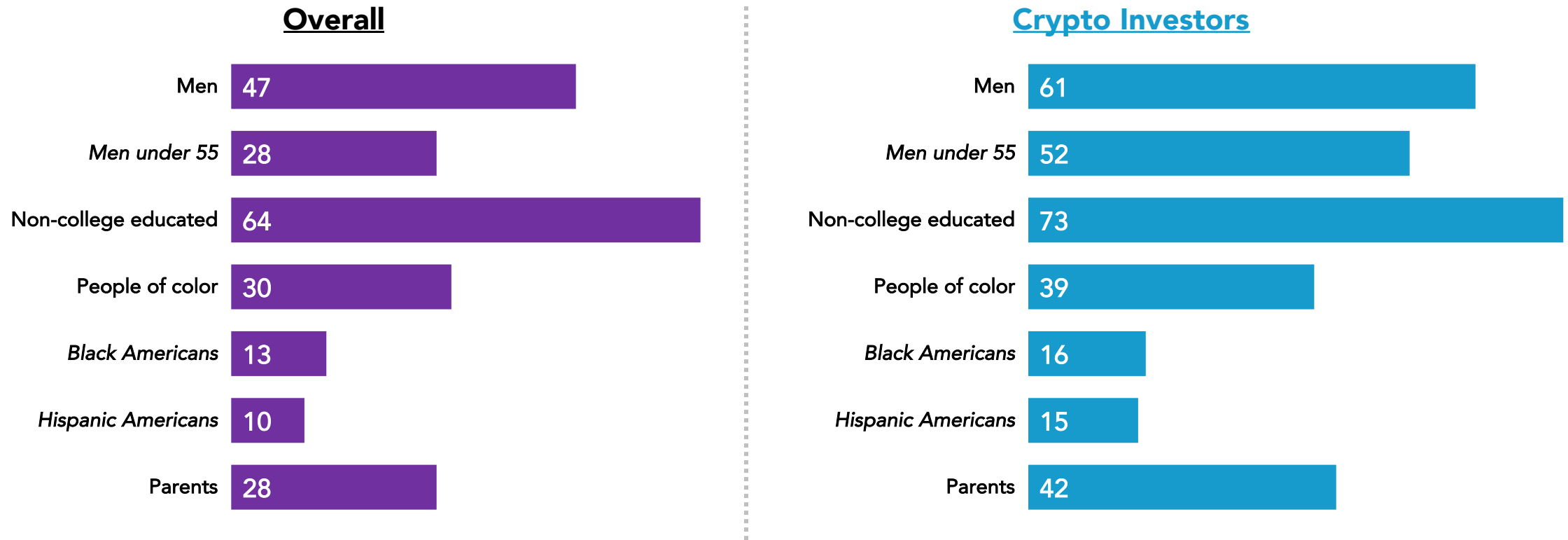
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*Cryptocurrency investors are those who self-report having invested in cryptocurrency, such as Bitcoin or Ethereum.

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Demographic Differences Between Cryptocurrency Investors and the Country: More Male, Younger, Racially Diverse, Parents

More than half of all cryptocurrency investors* are men under the age of 55 years old; only 5% of all cryptocurrency investors are over the age of 65.



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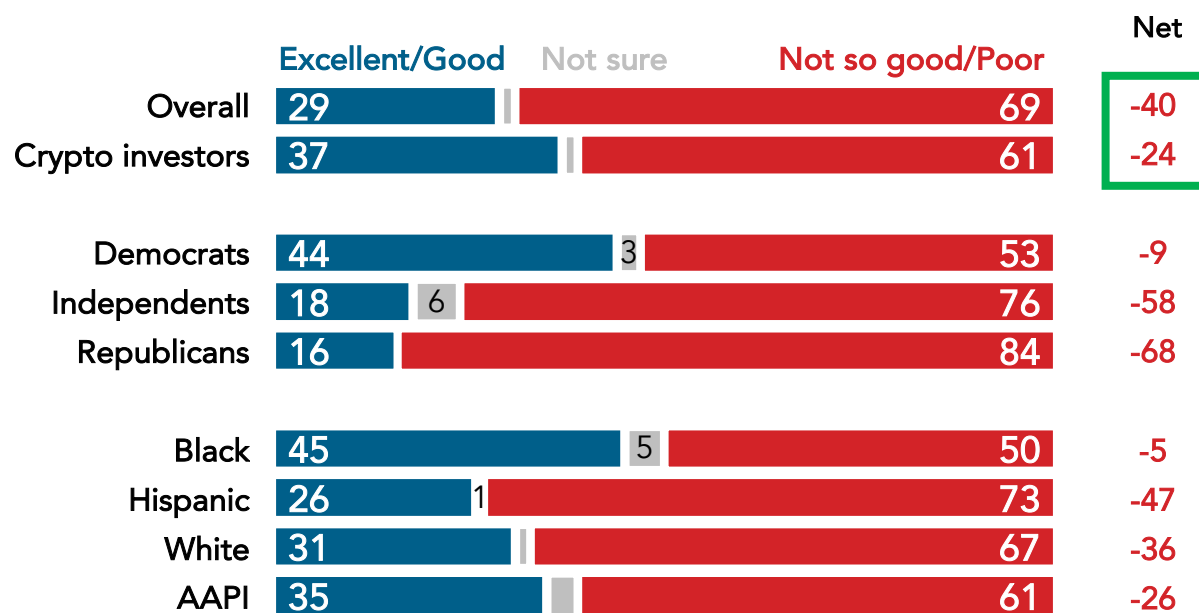
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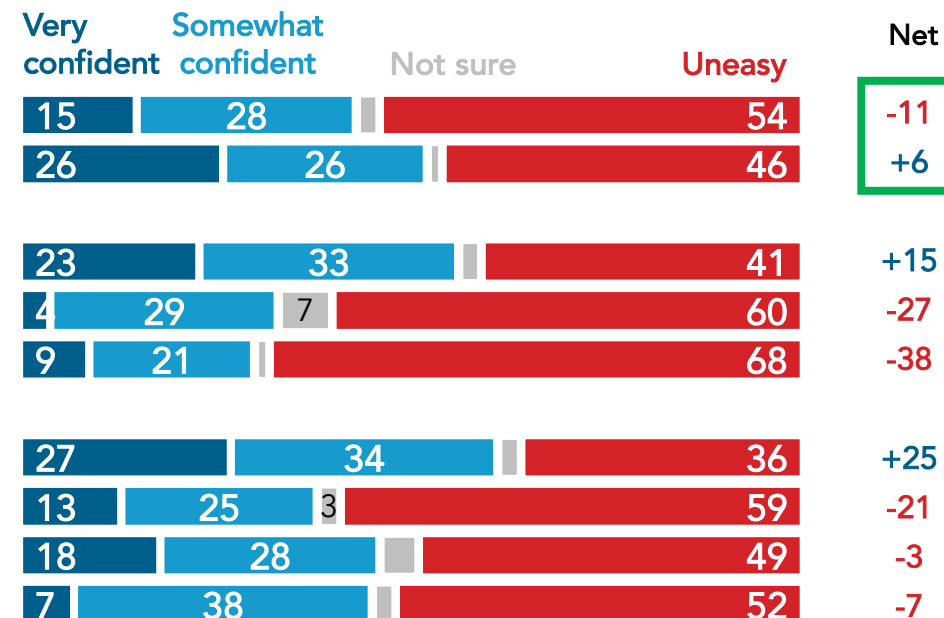
Cryptocurrency Investors More Positive About State of the Economy and Their Personal Financial Situation

While Americans overall are net negative about their personal financial situation by 11 points (43% confident/54% uneasy), cryptocurrency investors* are narrowly net positive about their situation by 6 points (52% confident/46% uneasy).

How would you rate the state of the U.S. economy today?



Thinking about your personal financial situation over the next few months, do you feel confident or uneasy?



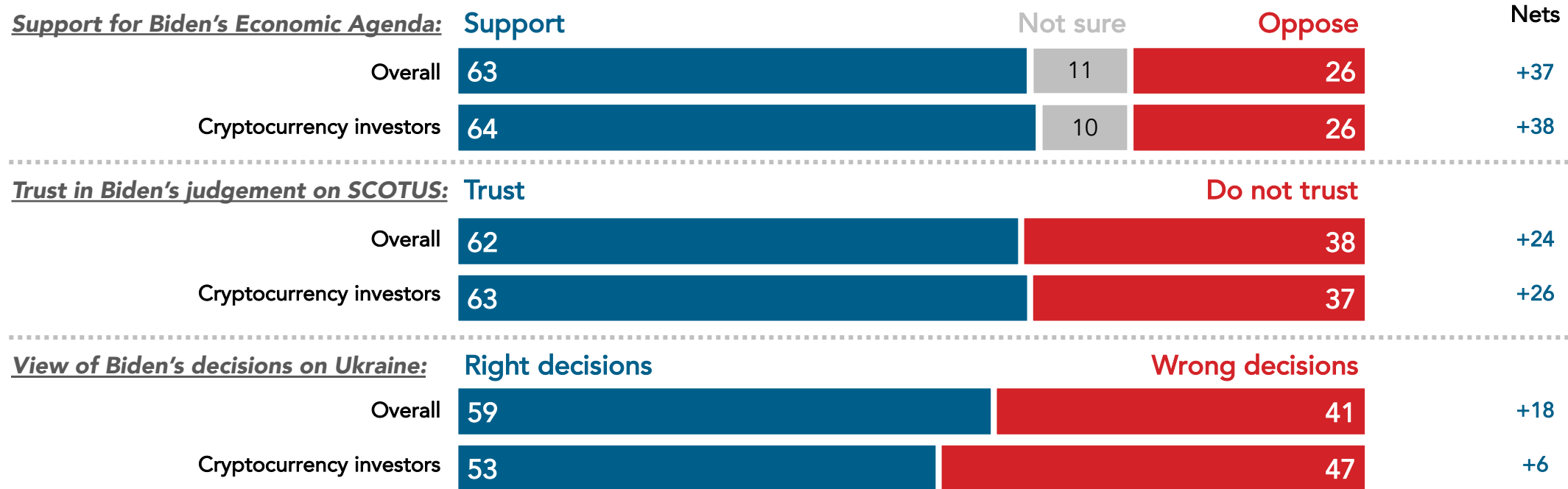
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Cryptocurrency Investors Nearly As Supportive As the Country Overall on Biden's Economic Agenda, SCOTUS, and Ukraine

Cryptocurrency investors* are net +38 supportive of Biden's economic agenda, net +26 trusting of Biden's judgment on nominating a new Supreme Court Justice, and net +6 on making the right decisions when it comes to the situation in Ukraine.



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,000 registered voters from March 3-March 7, 2022. 100 additional interviews were conducted among Hispanic voters. 74 additional interviews were conducted among Asian American and Pacific Islander voters. 103 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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