



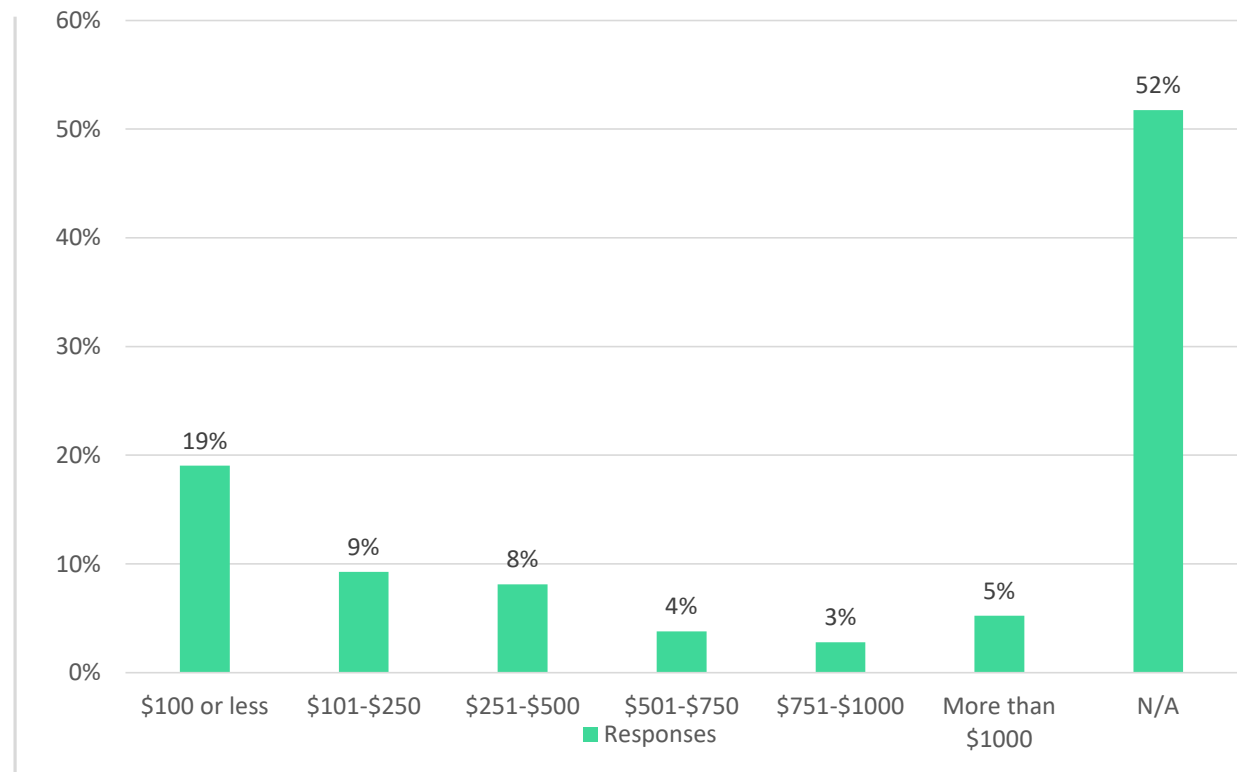
Bakkt U.S. Customer Crypto Survey

September 2021

Overall Results

- If you've purchased cryptocurrency in the past 6 months, about how much have you invested in a coin(s)?
- 48% of people have invested some amount in cryptocurrency
- Almost 20% own \$100 or less.

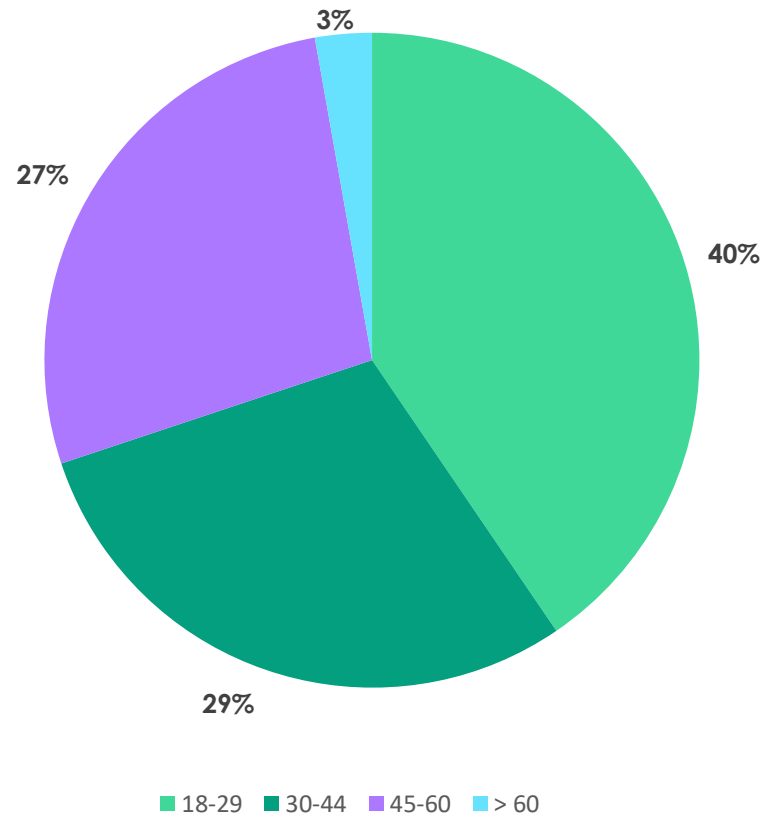
Amount of crypto owned



Age

Breakdown of those invested in Cryptocurrency currently

- 69% of the respondents who currently own crypto are 44 and under

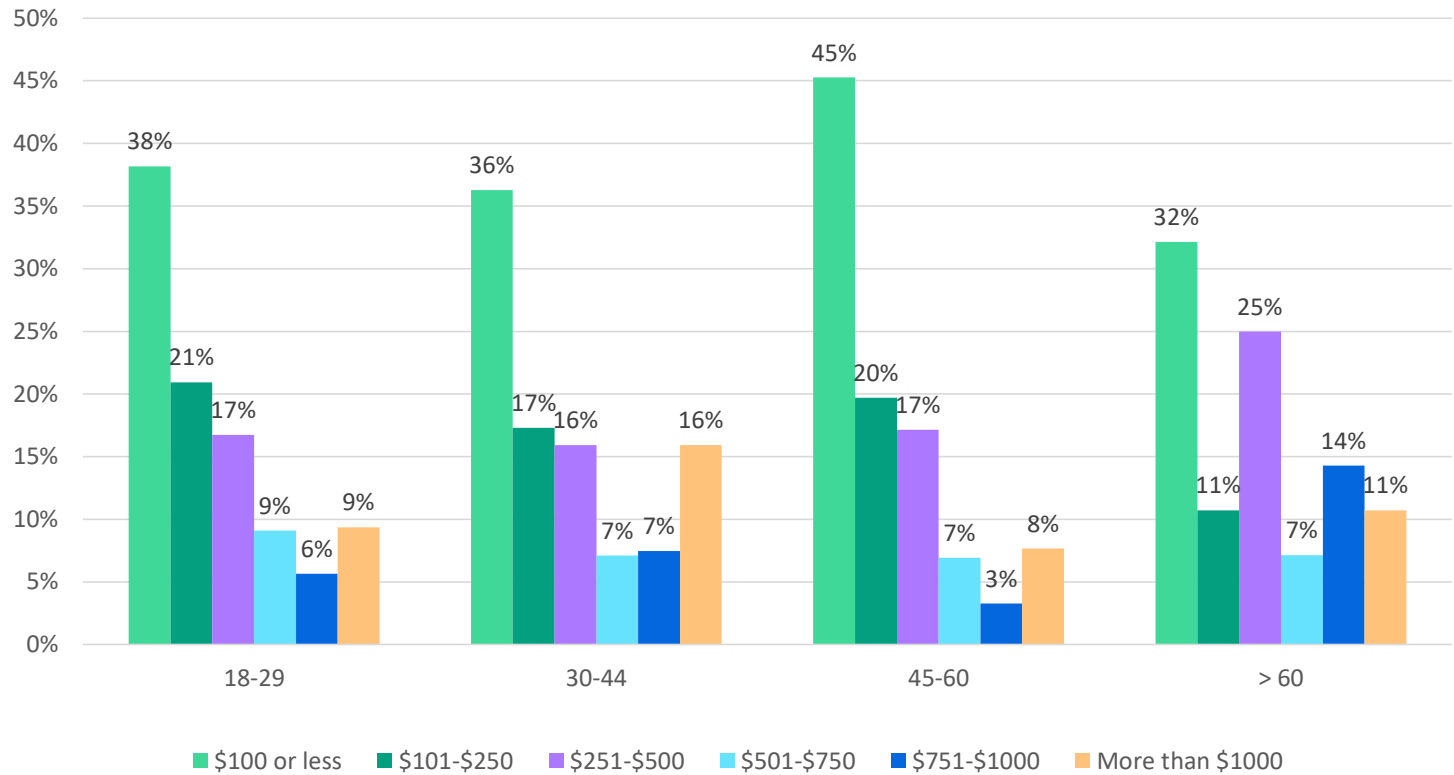


Age

If you've purchased cryptocurrency in the past 6 months, about how much have you invested in a coin(s)?

Percentages of those currently invested in crypto by Age group

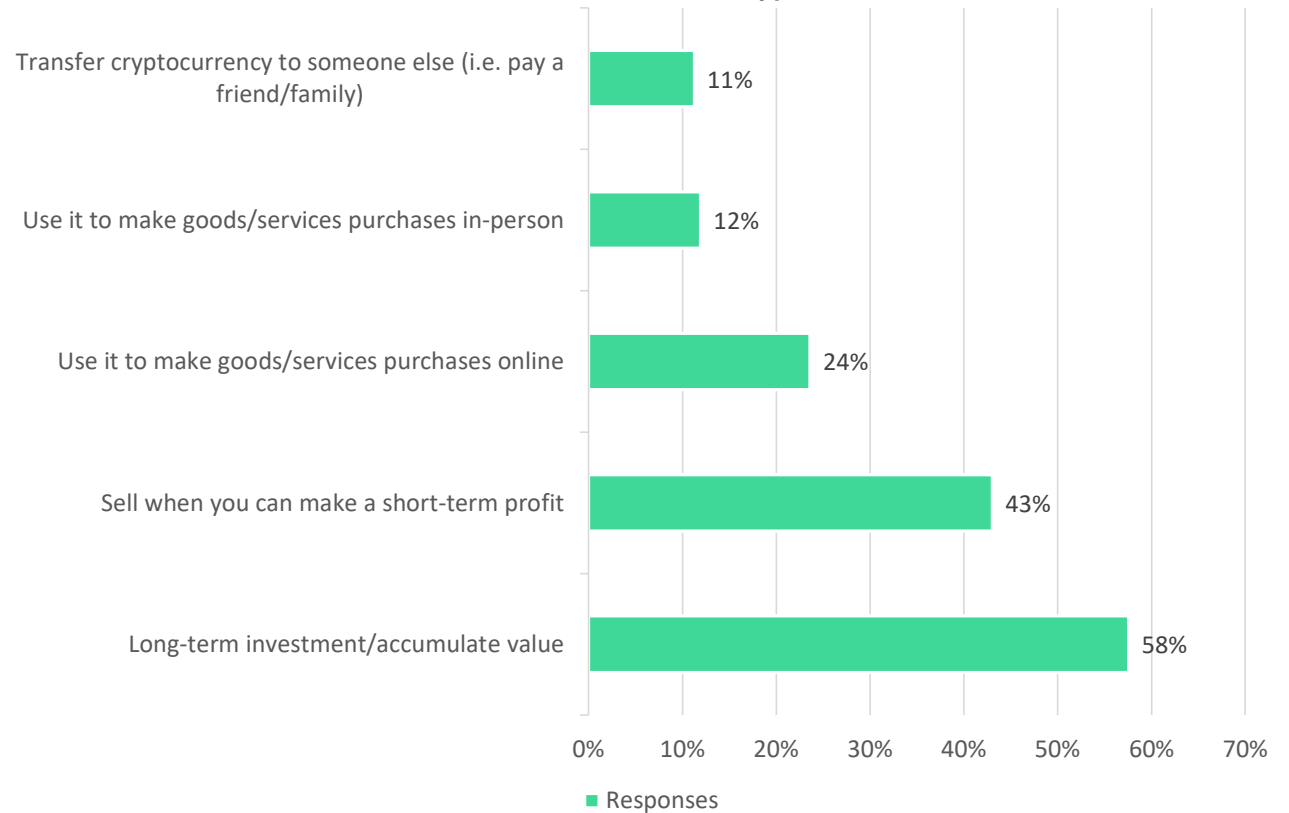
- \$100 or less most prominent across all age groups
- Ages 30-44 – hold larger amounts than other age groups with 30% owning more than \$500.



Overall Results

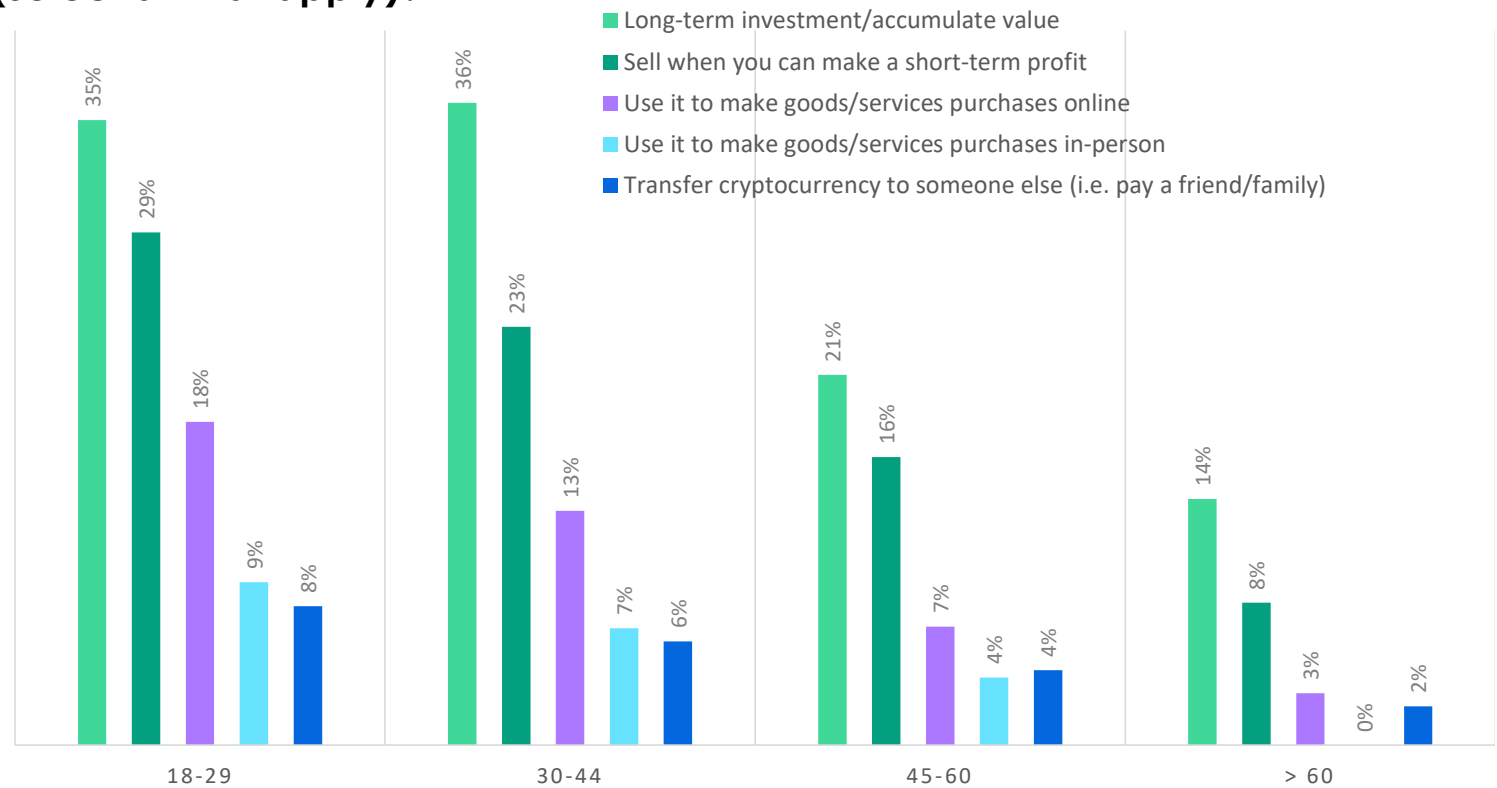
- If you've purchased cryptocurrency in the past 6 months, what do you plan on doing with it (select all that apply)?
- 58% of those who own crypto selected long-term investment
- 24% said they plan to make purchases online and 12% plan to make in person purchases

Of those who own crypto



Age

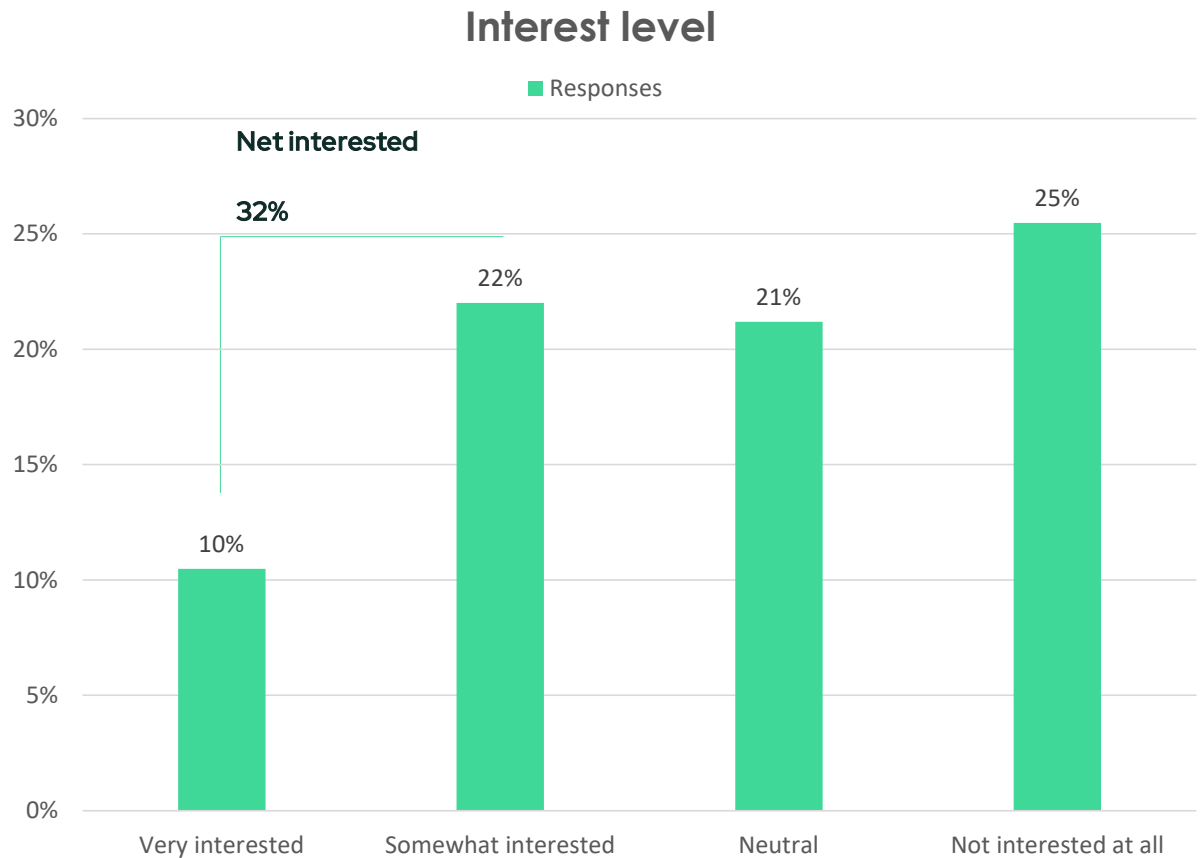
If you've purchased cryptocurrency in the past 6 months, what do you plan on doing with it (select all that apply)?



Overall Results

If you haven't purchased cryptocurrency in the past 6 months, select your interest level in investing in the next 6 months.

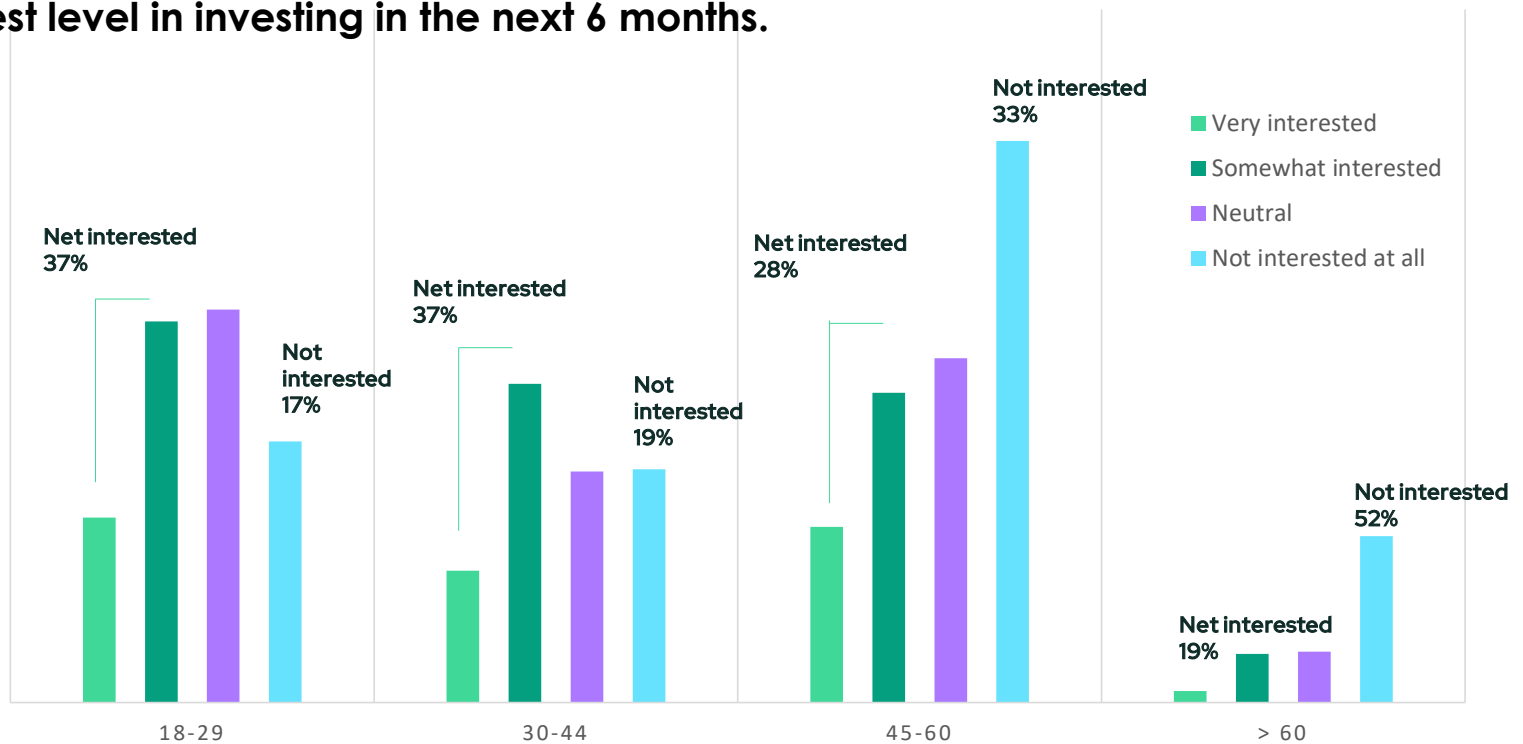
- 32% of the full sample are "net interested"



Age

If you haven't purchased cryptocurrency in the past 6 months, select your interest level in investing in the next 6 months.

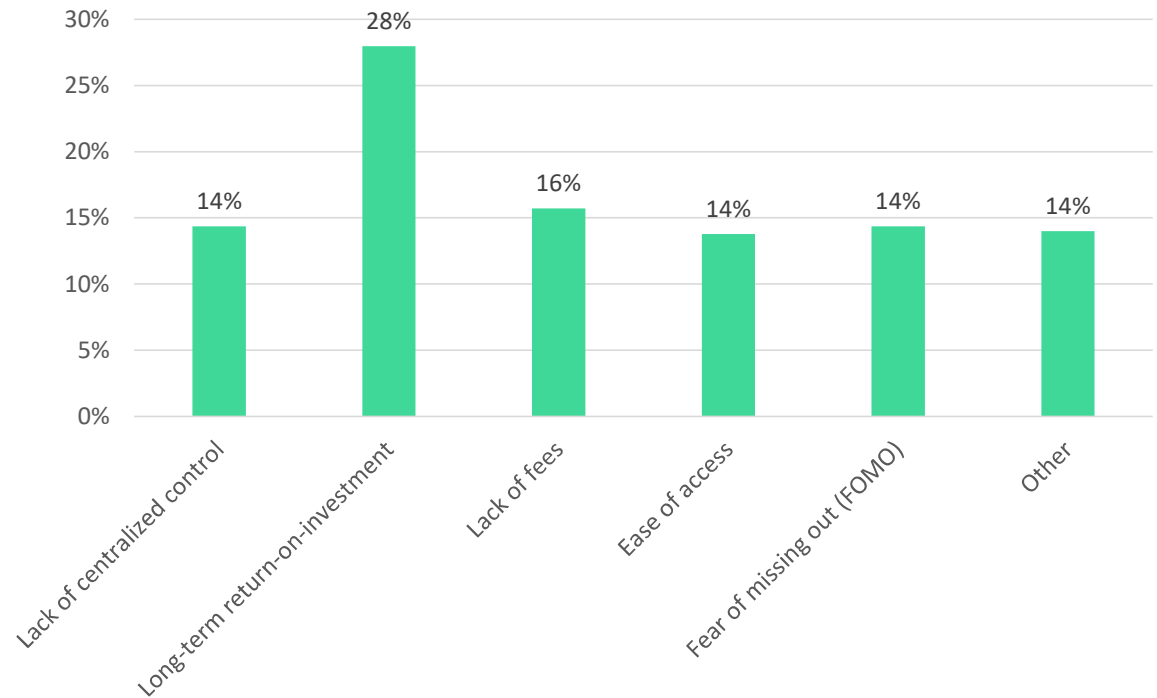
- Ages 18-44 are the most interested group with 37% of each group interested in investing this year
- 45-60+ are the least interested group



Overall Results

What is most appealing about cryptocurrency?

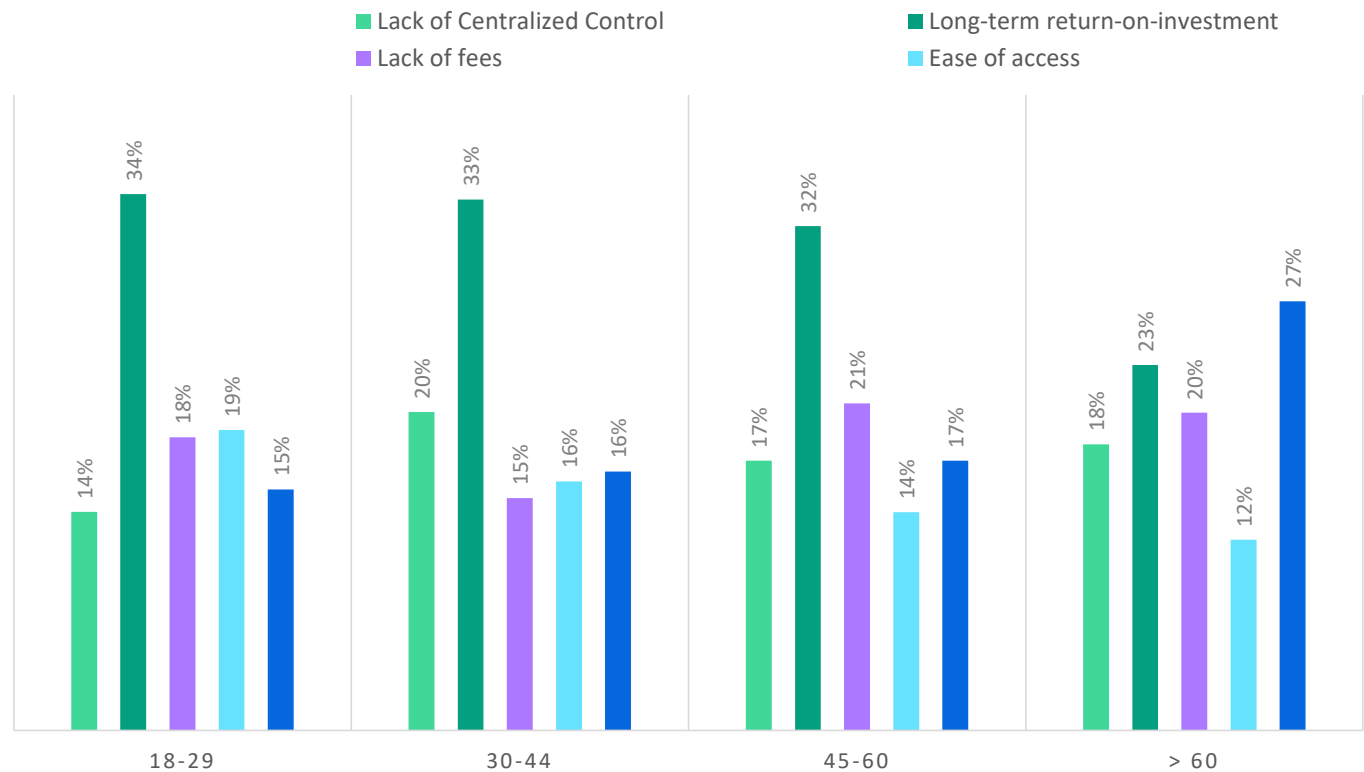
- Long-term return on investment potential is the most appealing overall.
- All other aspects are aligned.



Age

What is most appealing about cryptocurrency?

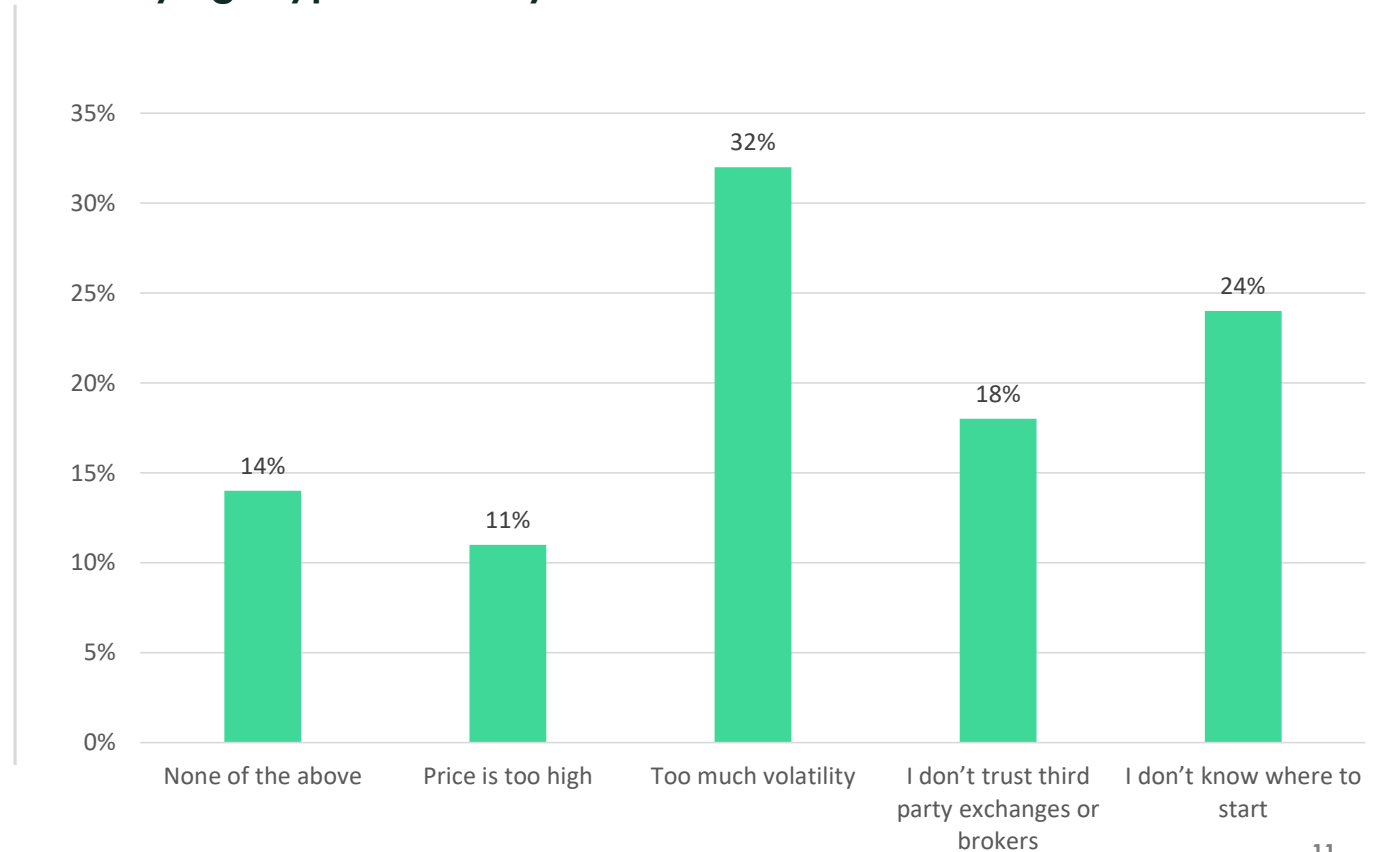
- While long-term return leads across all age groups – the secondary choice ease of access is most important to 18-29 (marginally), while lack of fees resonates with 45-60.
- For 30-44, lack of centralized control is second to long-term return on investment



Overall Results

What is the greatest challenge about buying cryptocurrency?

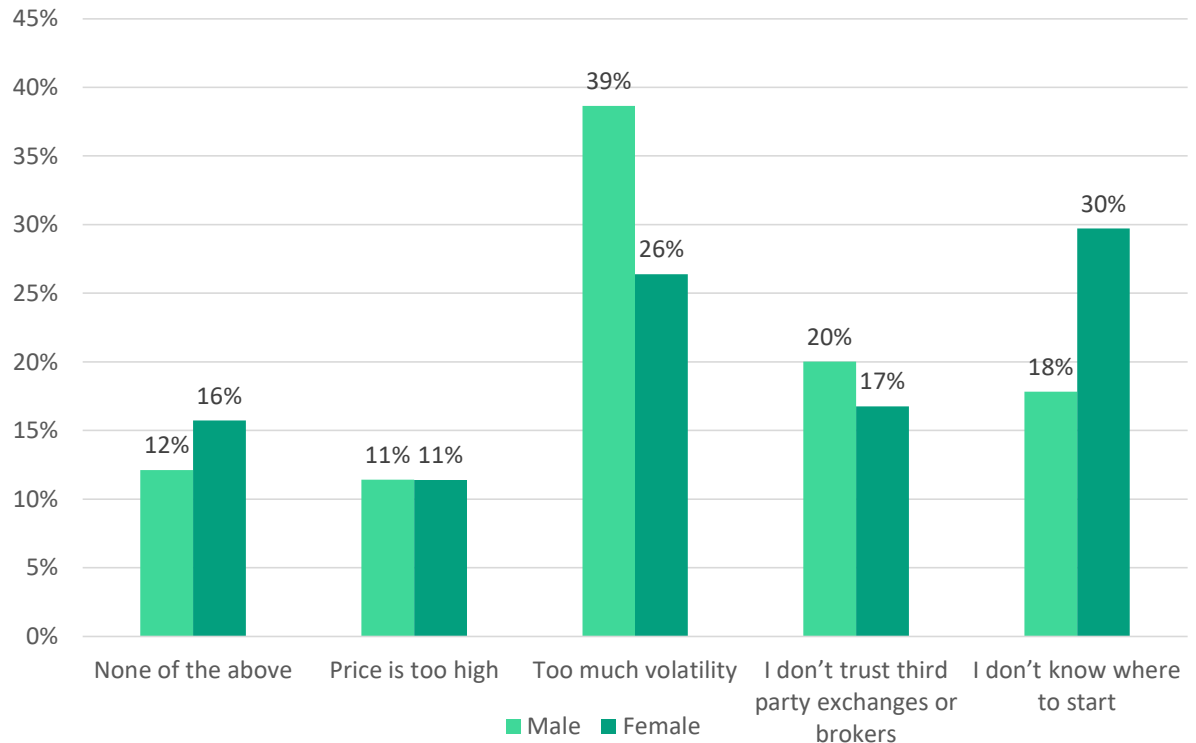
- The two biggest areas of challenge for consumers are “too much volatility” and “I don’t know where to start”



Gender Breakdown

What is the greatest challenge about buying cryptocurrency?

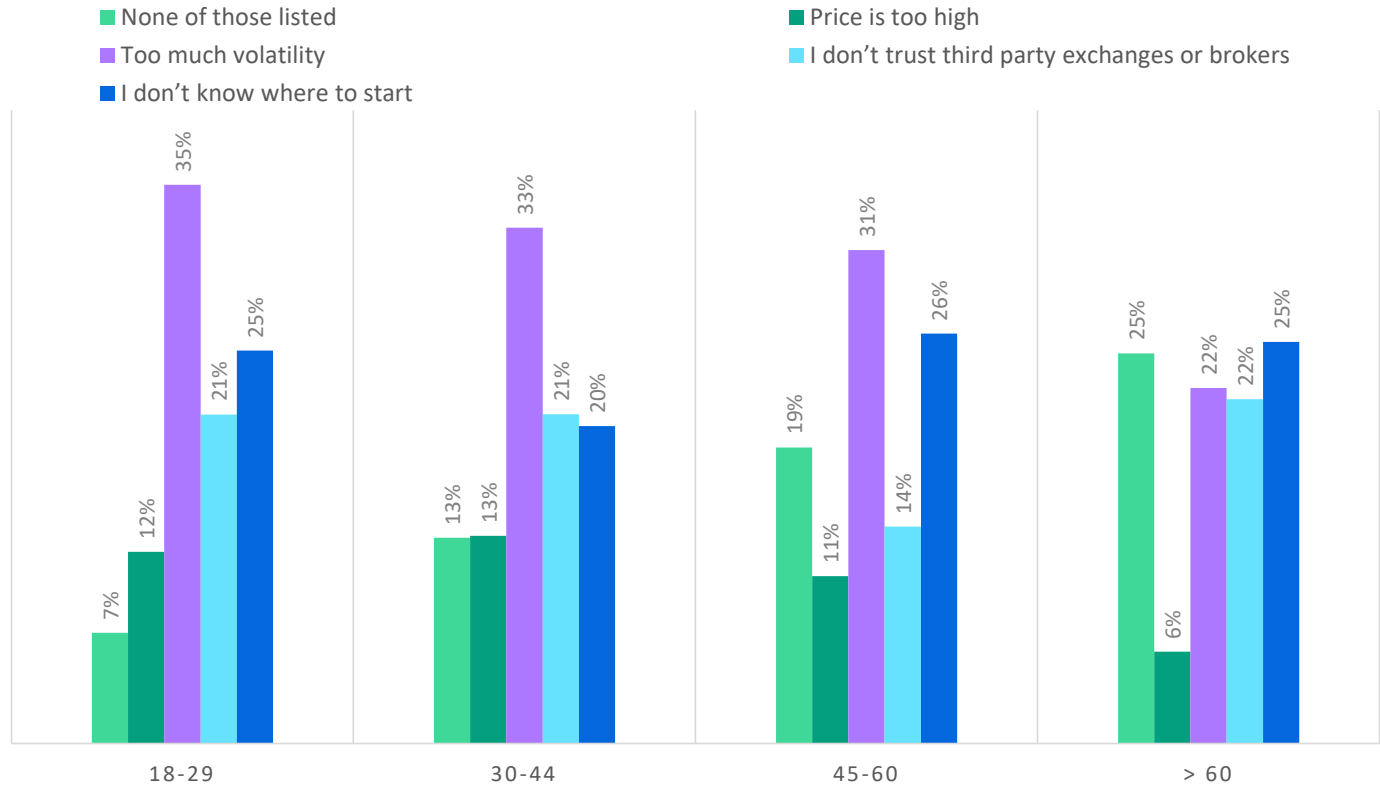
- Women were more likely to say that they “don’t know where to start” while men cite “too much volatility” as a challenge.



Age

What is the greatest challenge about buying cryptocurrency?

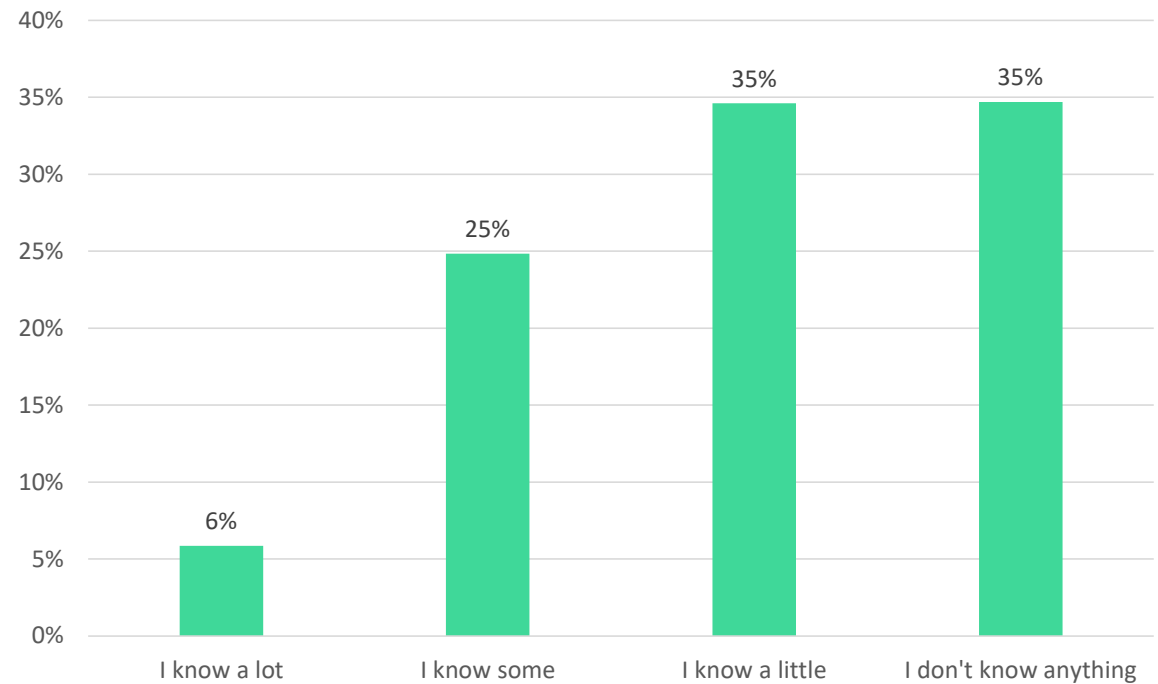
- “I don’t know where to start” is prominent across all age groups, suggesting education and ease of use continue to be attractive
- “Price is too high” doesn’t seem to register as a concern across any age groups



Overall Results

How knowledgeable are you on blockchain and cryptocurrencies?

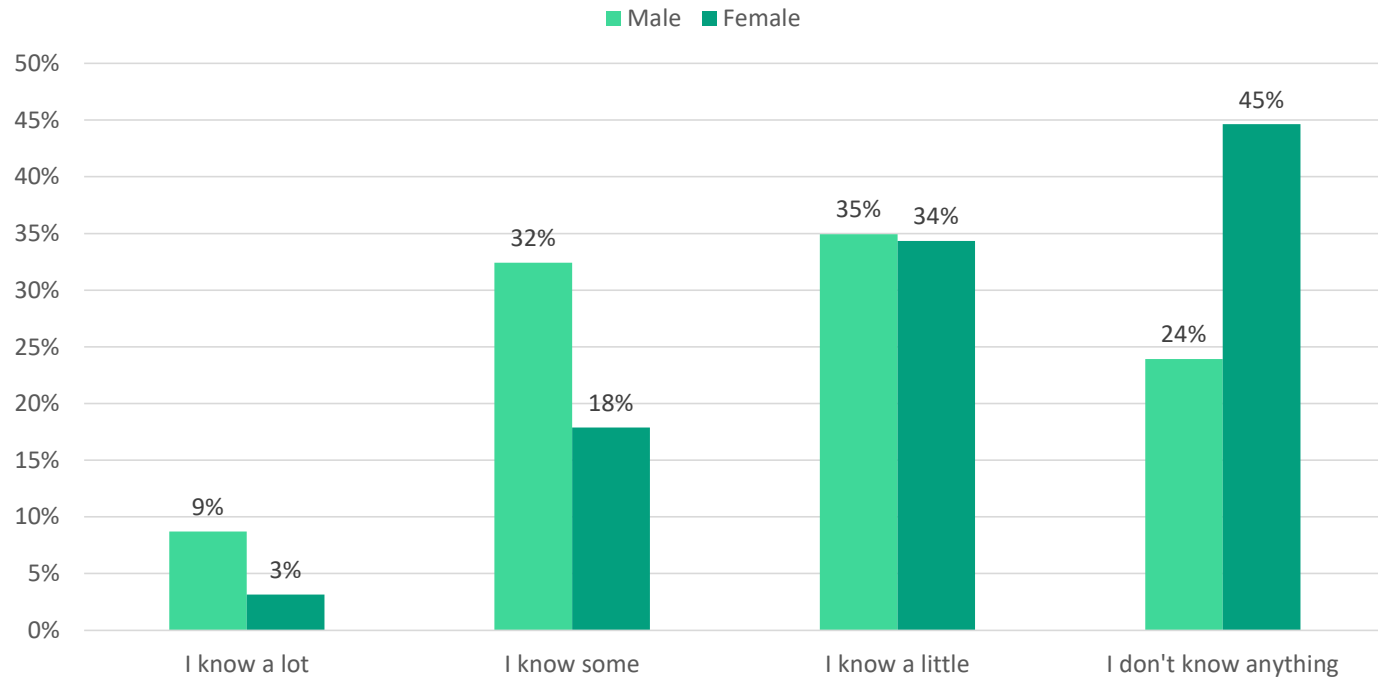
- 35% of respondents say they "don't know anything"



Gender Breakdown

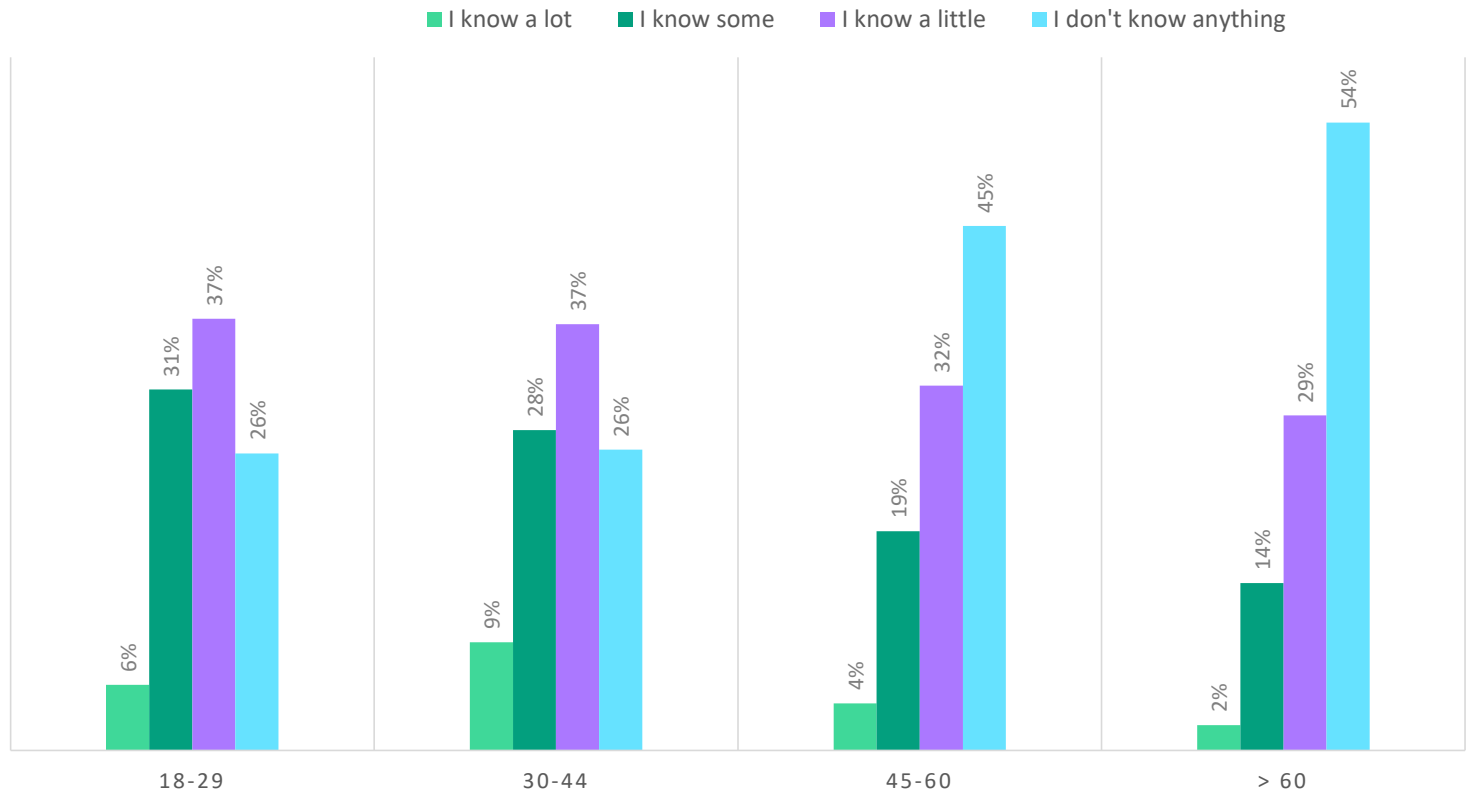
How knowledgeable are you on blockchain and cryptocurrencies?

- Women claim to know less about crypto than men overall



Age

How knowledgeable are you on blockchain and cryptocurrencies?

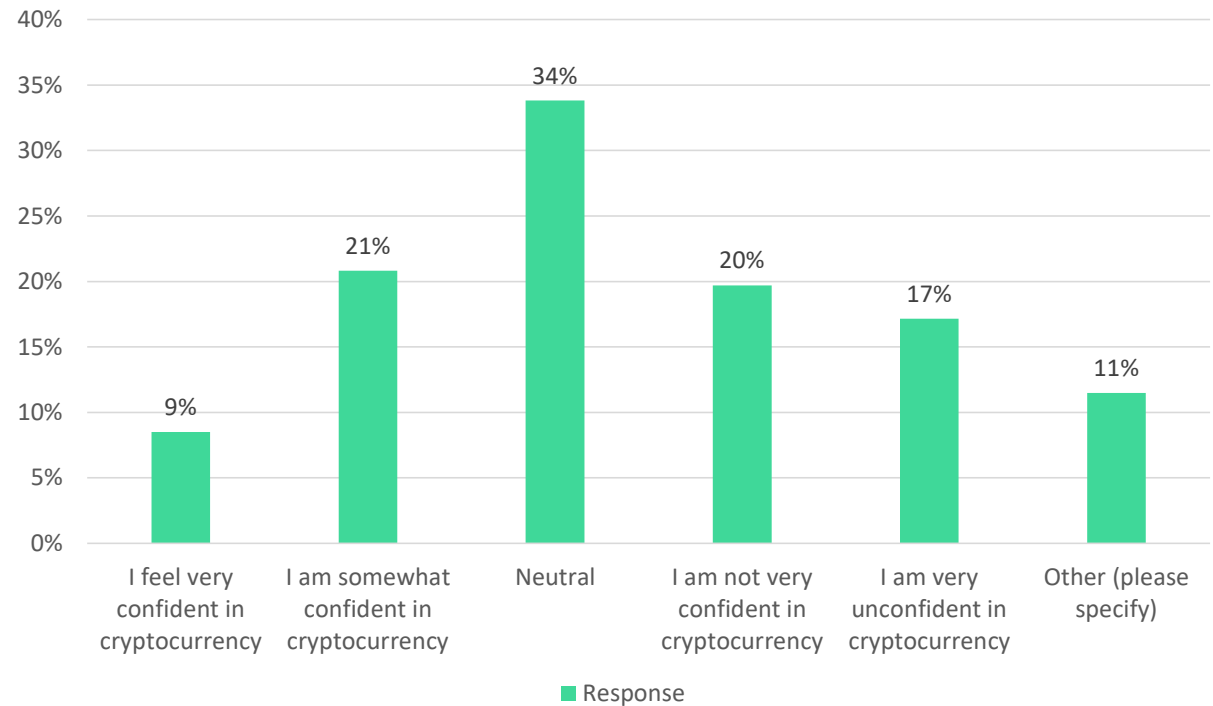


Overall Results

How confident and trusting are you of cryptocurrency?

- Overall, 30% of respondents are either very or somewhat confident and 34% are neutral when asked how confident and trusting they are of cryptocurrency

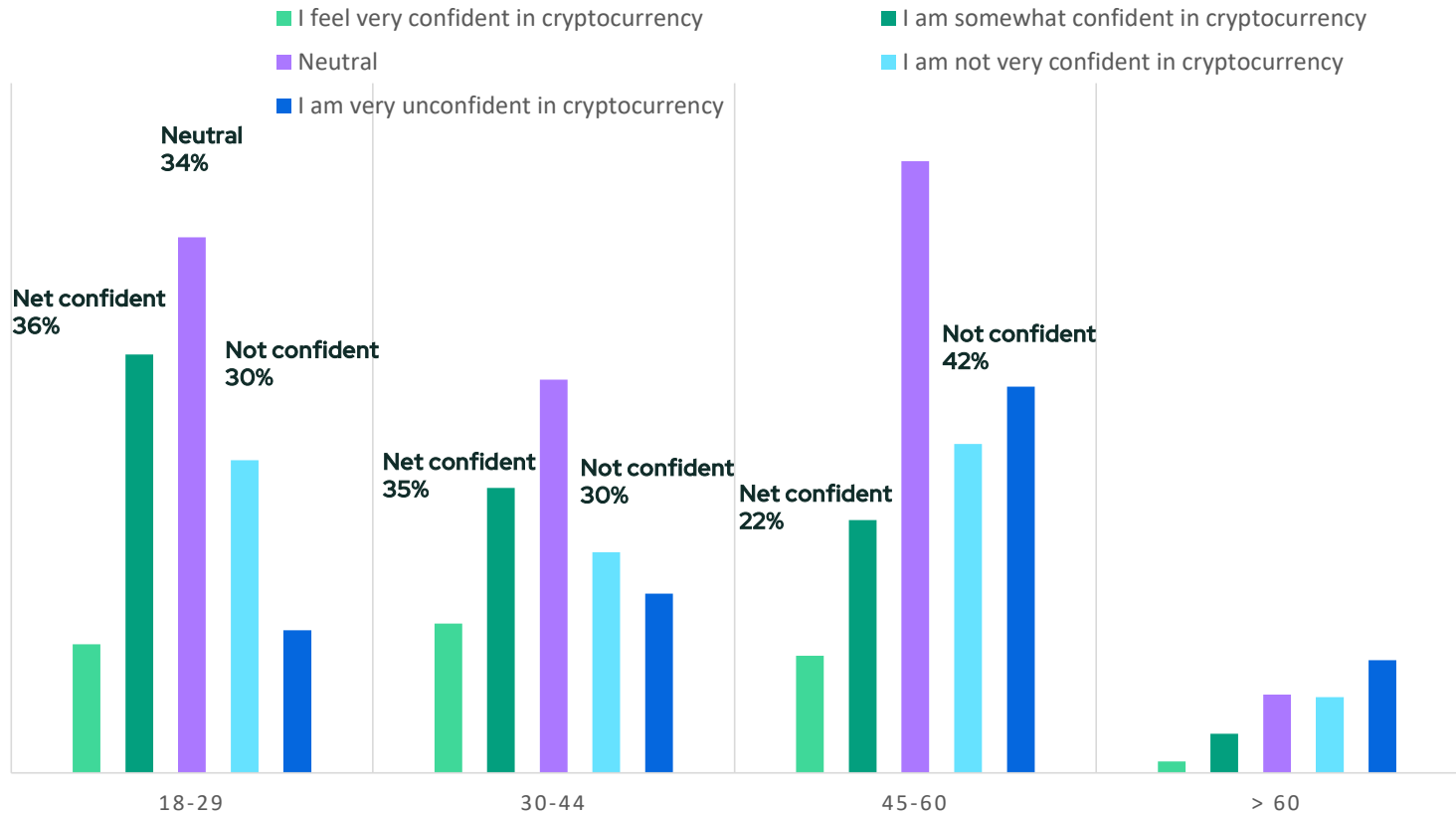
Confidence in Crypto



Age

How confident and trusting are you of cryptocurrency?

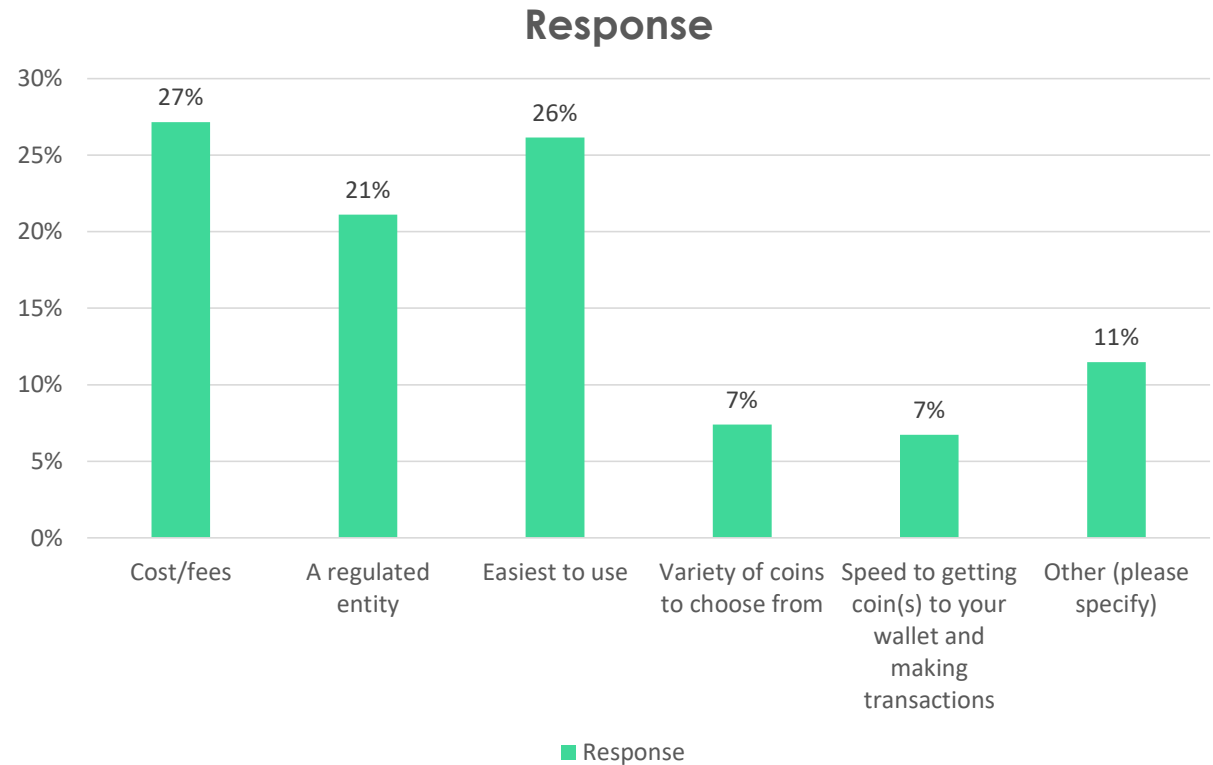
- Overall, younger age groups (18-44) are more confident, while ages 45+ are not confident



Overall Results

What is most important to you when deciding which platform to buy cryptocurrency from?

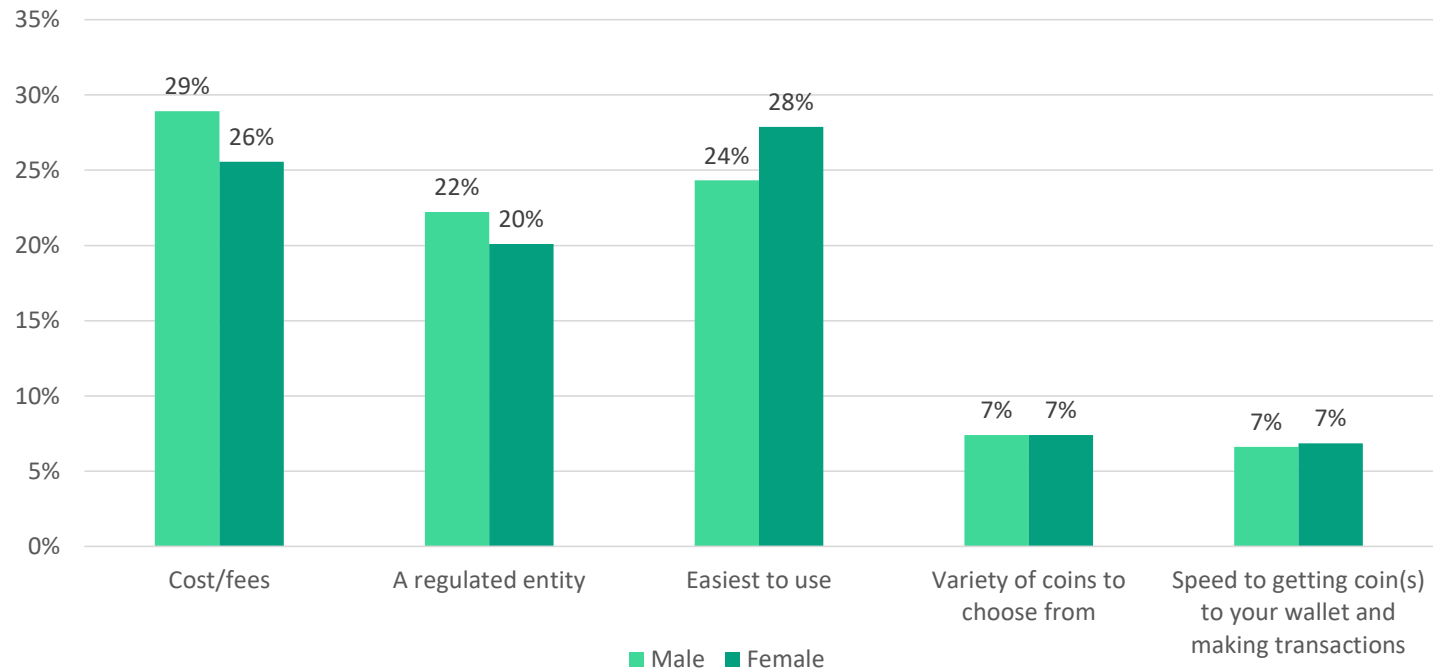
- Cost/fees and Ease of Use are the most important attributes for consumers.
- Women favor ease of use



Gender Breakdown

What is most important to you when deciding which platform to buy cryptocurrency from?

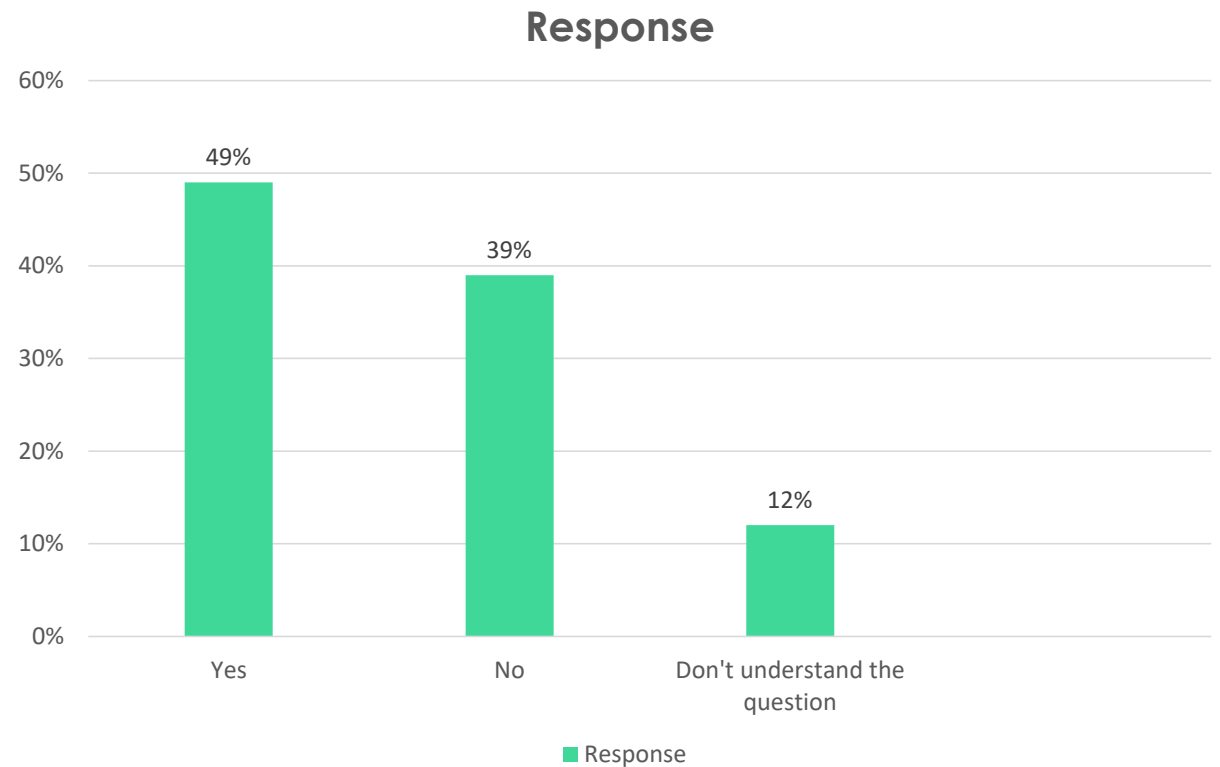
- 28% of women favor ease of use as the most important and men favor cost/fees as their top factor for deciding which platform to buy cryptocurrency from



Overall Results

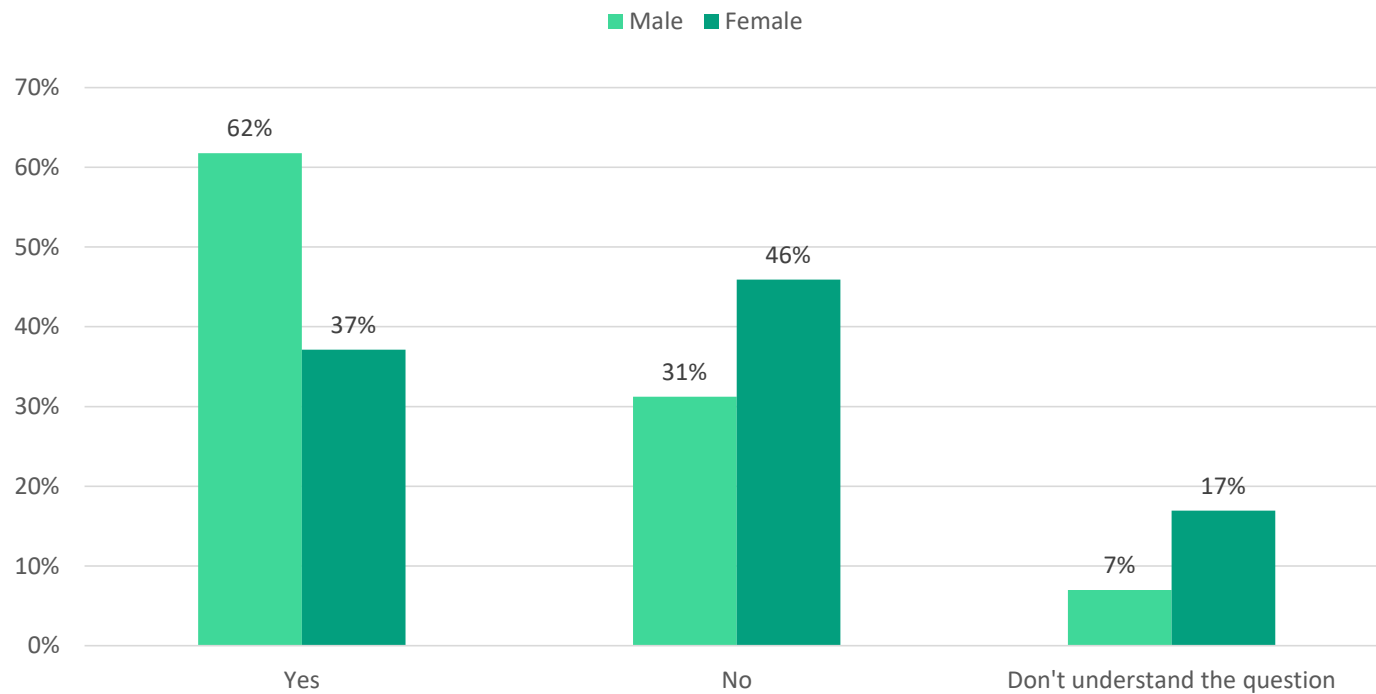
Did you know you can buy part of a cryptocurrency, like Bitcoin, instead of paying the full price of the coin?

- Almost 40% of consumers didn't know they could buy part of a cryptocurrency, like Bitcoin.



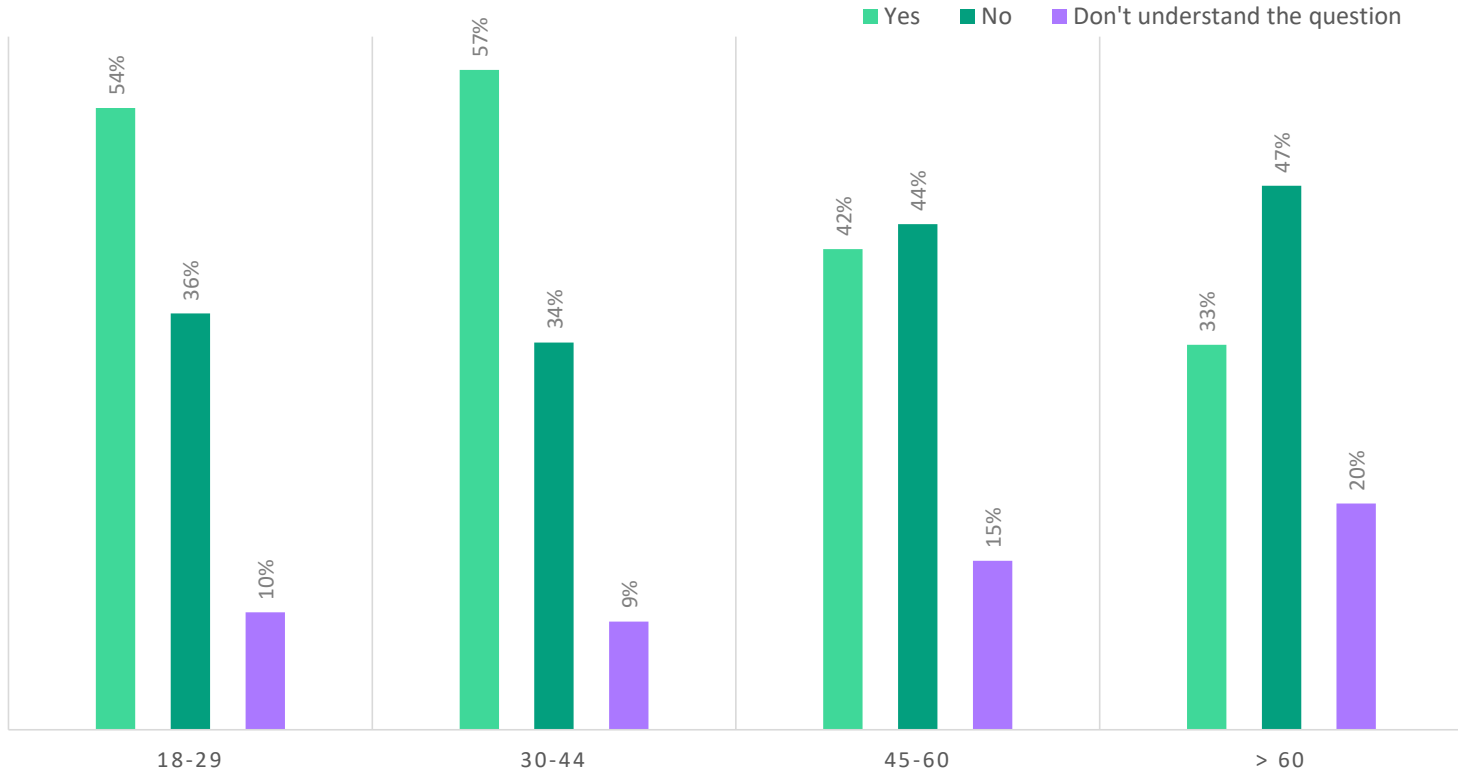
Gender Breakdown

Did you know you can buy part of a cryptocurrency, like Bitcoin, instead of paying the full price of the coin?



Age

Did you know you can buy part of a cryptocurrency, like Bitcoin, instead of paying the full price of the coin?



About this survey

Commissioned by Bakkt and conducted over an online survey tool, we polled more than 2,000 consumers across the U.S. and was fielded in July 2021 providing insight into how many individuals have begun to explore and invest in cryptocurrency in the past six months, as well as those who plan on doing so in the next six months.

Data have been weighted for age, race, sex, education, and geography using the Census Bureau's American Community Survey to reflect the demographic composition of the United States.