

BACKGROUND:

- ❑ Survey of 1,500 US consumers balanced to Census and 800 respondents with trading accounts for personal use for a deeper look at platforms they use to trade/buy Bitcoin.

FINDINGS:

- ❑ ***US Consumers Balanced to Census: Interest In Bitcoin and Sentiment Toward Bitcoin Improves Sequentially***
 - ❑ Awareness of Bitcoin increased since July of 2020 and is near series highs set in 2018.
 - ❑ Interest in buying Bitcoin has gradually edged higher since we started asking about it at the end of 2017. The increase in interest has accelerated from August 2020 through present, with a particularly large jump from December 2020 to January 2021. The same trend is true of the % of consumers who feel bitcoin is a “good investment” at the moment.
- ❑ ***Bitcoin Feedback From Respondents Who Have Accounts With Trading Platforms For Personal Use (Not Only Retirement)***
 - ❑ Among those with brokerage accounts, 35.8% say they own Bitcoin and another 32.8% say they do not but would like to. CashApp, Coinbase, and PayPal are the most popular platforms for buying/trading Bitcoin, and by a wide margin.
 - ❑ All platforms have very strong net promoter scores for trading Bitcoin. There is a meaningful drop off for Robinhood, though, which comes in at NPS = 21 for Bitcoin.
 - ❑ Creditas and MyConstant are the most popular platforms among Bitcoin owners for getting yield to buy/trade Bitcoin.

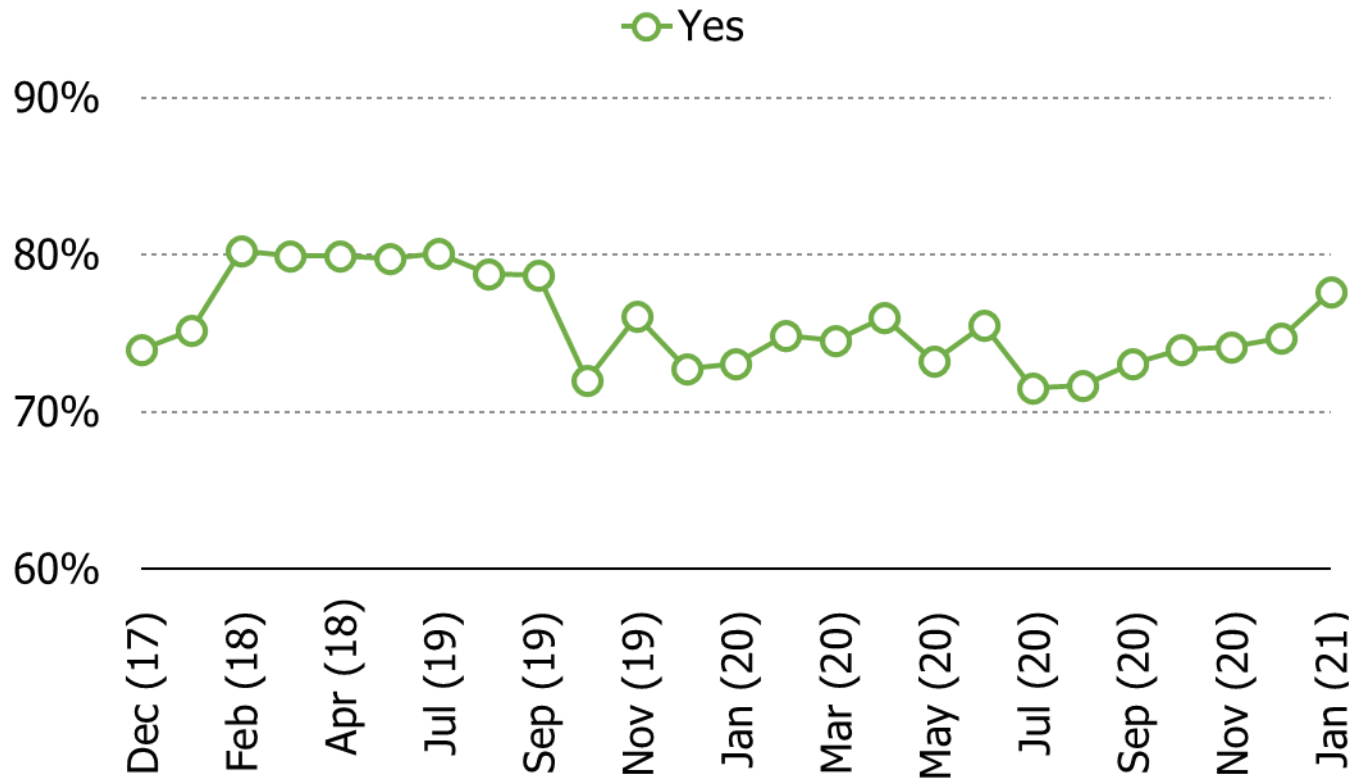


Monthly Tracker Data | US Consumers Balanced To Census



Have you heard of Bitcoin?

Posed to all respondents.

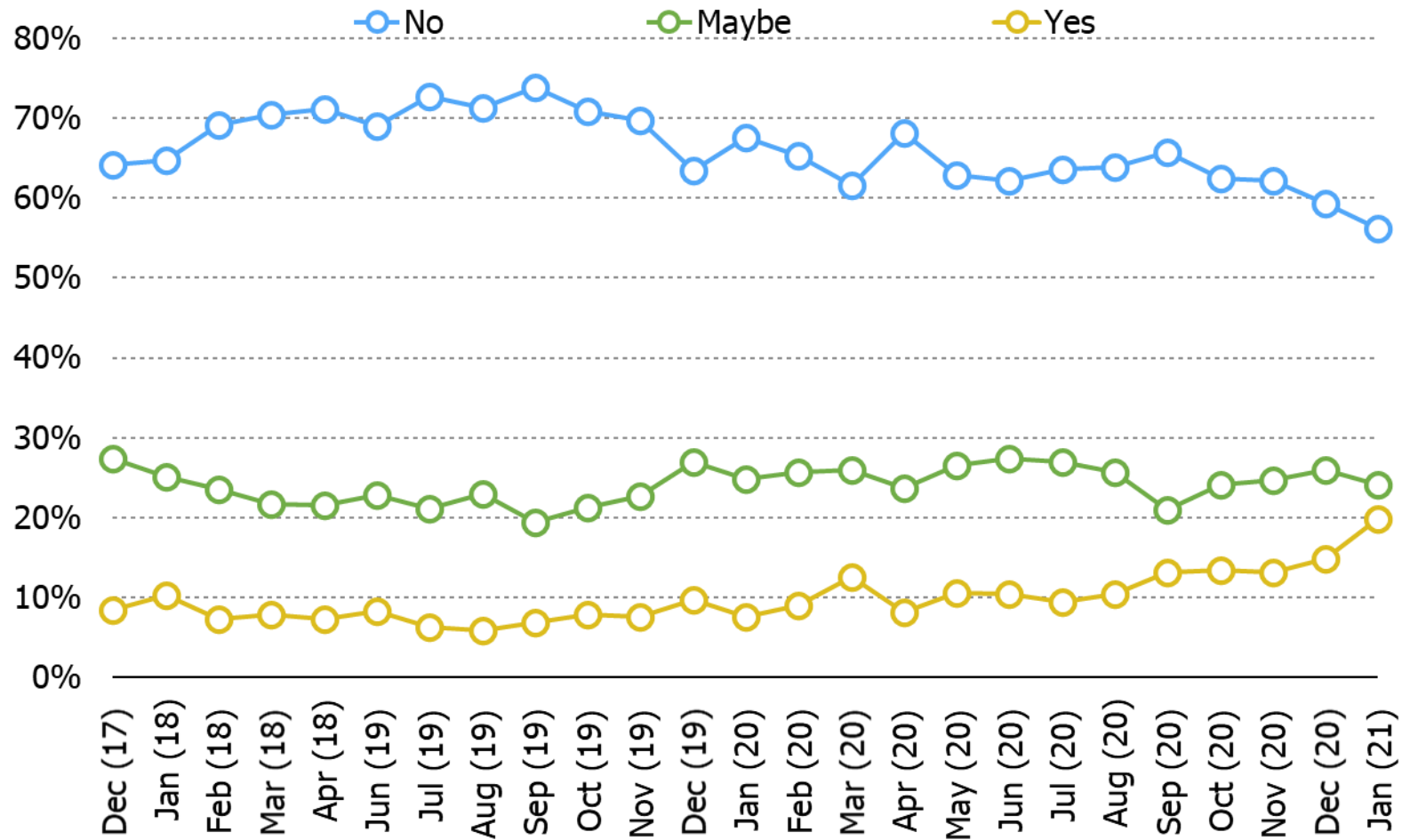


N = 1500



Do you have interest in buying Bitcoin?

Posed to respondents who are aware of Bitcoin.

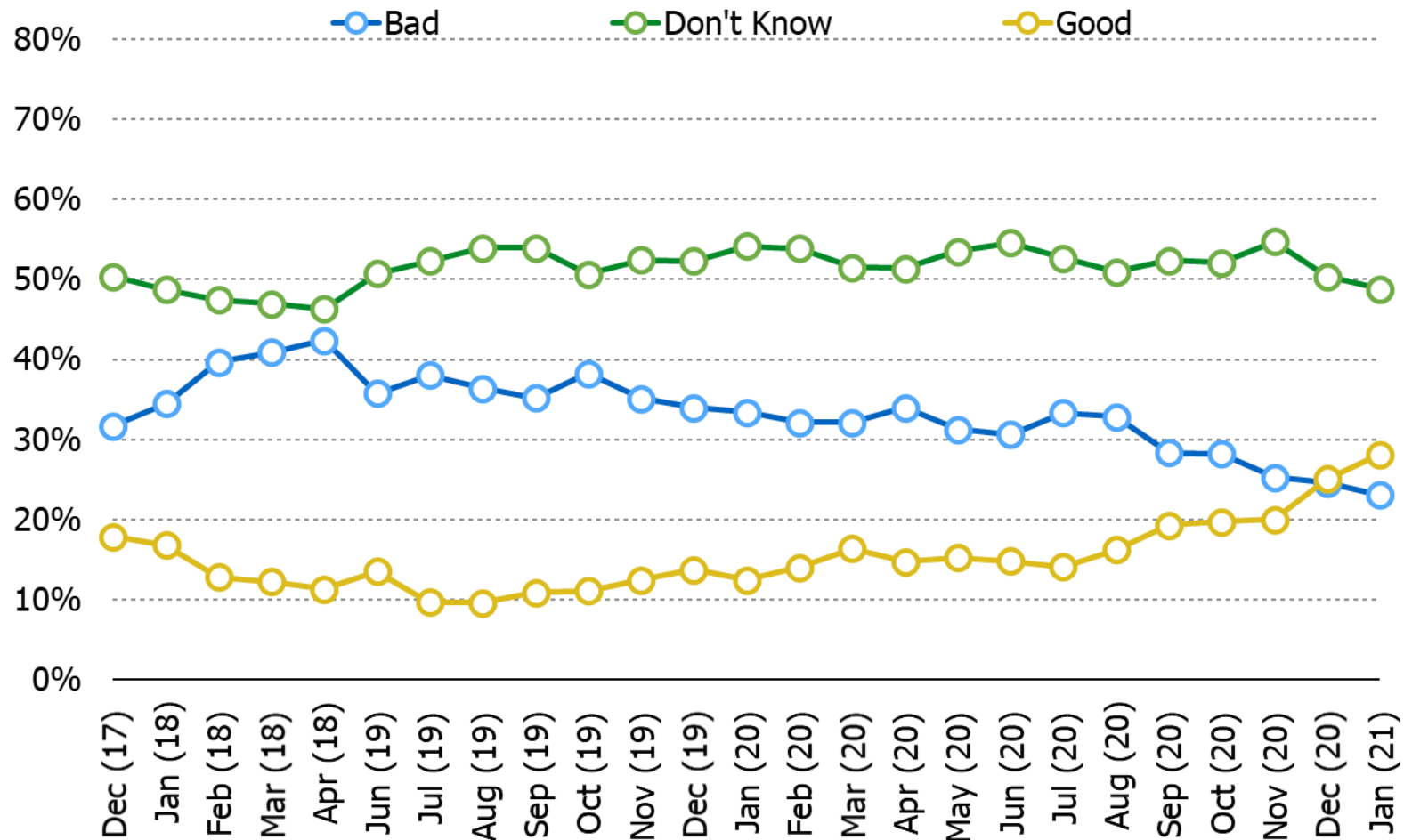


N = 1170



Do you think Bitcoin would be a good or bad investment at the moment?

Posed to respondents who are aware of Bitcoin.



N = 1170

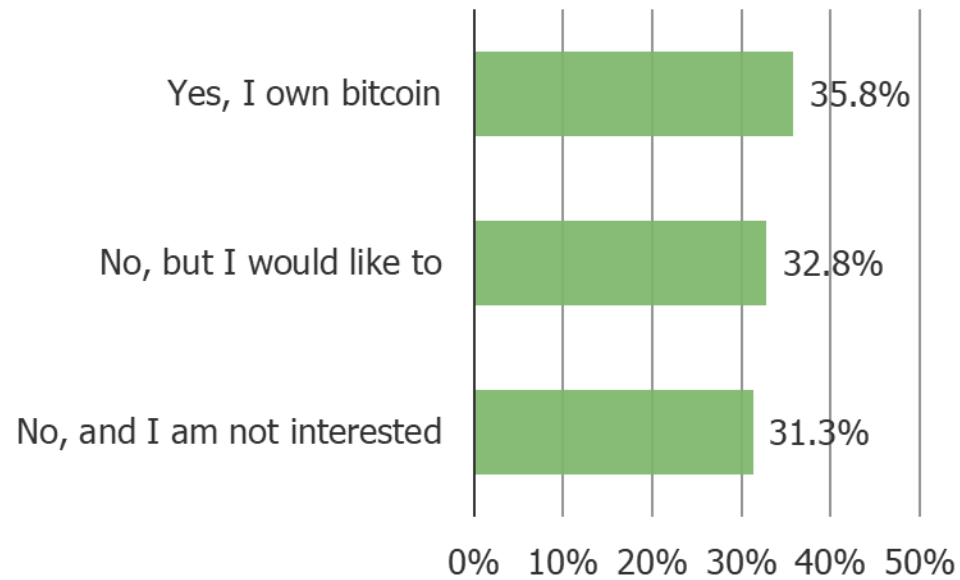


Bitcoin Deep Dive With Respondents Who Have Trading Account For Personal Use



Do you currently own any Bitcoin?

Posed to respondents who have a brokerage account for personal use.

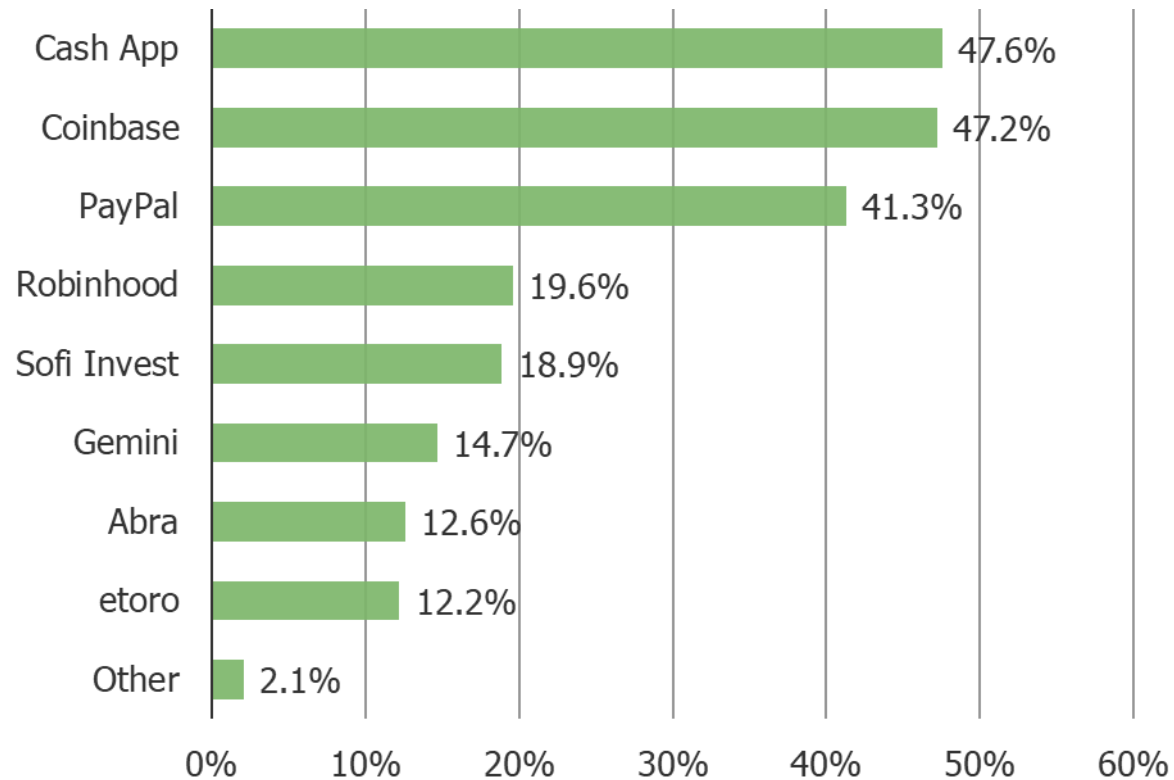


N = 798



Which platforms do you use to buy/trade Bitcoin?

Posed to respondents who said they currently own Bitcoin.

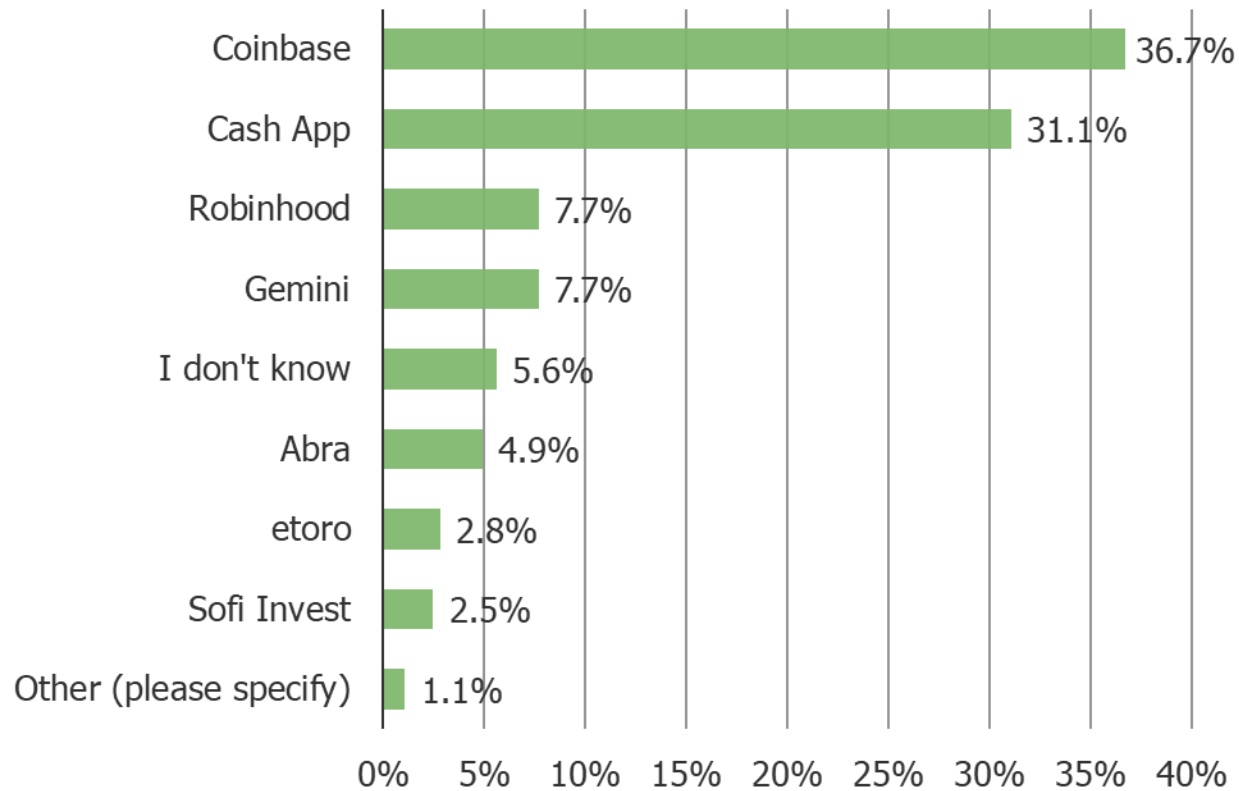


N = 286



In your opinion, which platform is best for buying and selling Bitcoin?

Posed to respondents who said they currently own Bitcoin.

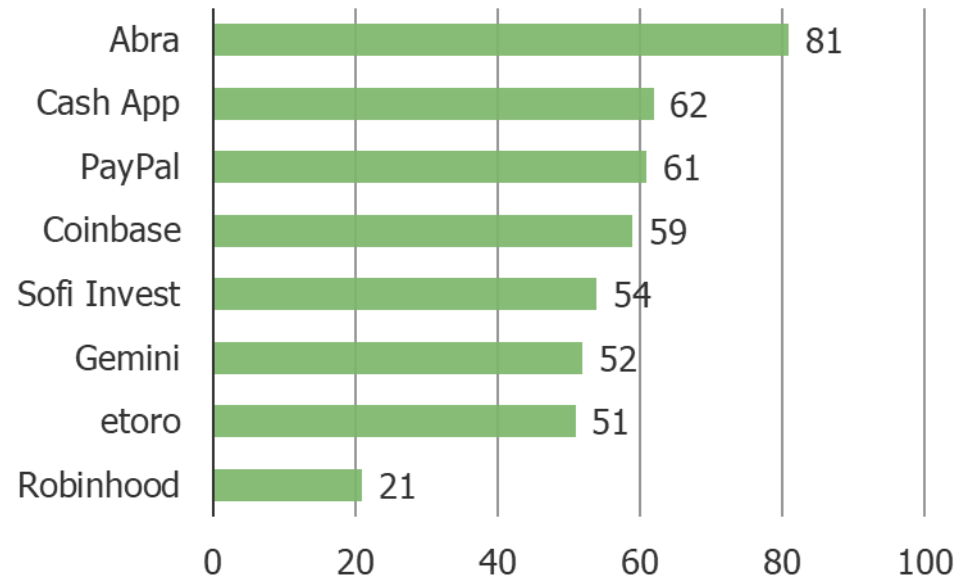


N = 286



If you had a friend or colleague looking to buy or trade Bitcoin, how likely would you be to recommend the following? (Net Promoter Score)

Posed to respondents who use each of the following to buy/trade bitcoin.

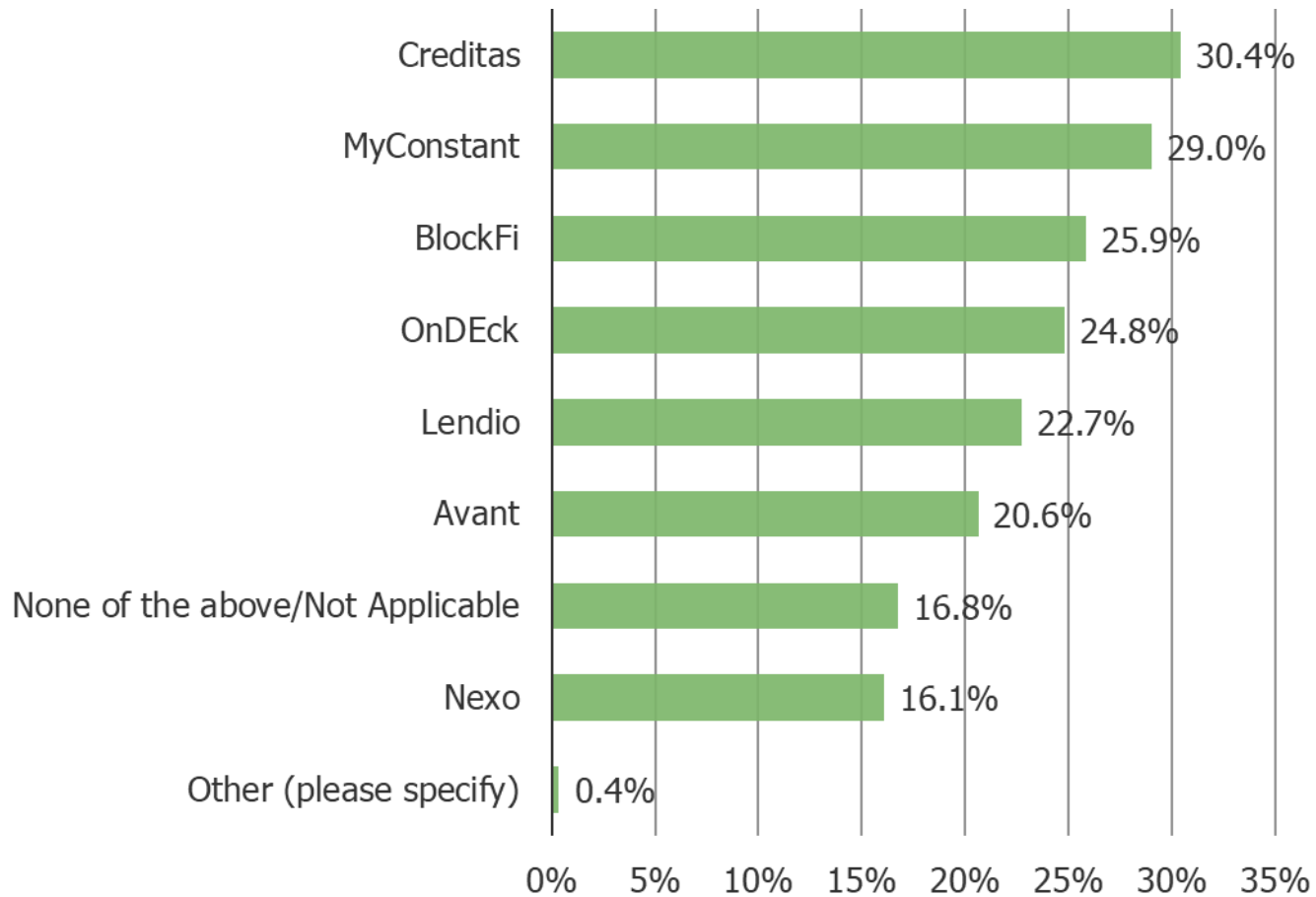


	N =
Coinbase	135
Gemini	42
Sofi Invest	54
Robinhood	56
Cash App	136
etoro	35
Abra	36
PayPal	118



Which of the following do you use for borrowing or getting yield to buy/trade Bitcoin?

Posed to respondents who said they currently own Bitcoin.



N = 286

