



2021

State of U.S. Crypto Report



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Introduction

In 2020 we witnessed institutional investors step forward in public support of cryptocurrency and major companies like PayPal, MicroStrategy, and Twitter put forward plans to either support crypto payments or openly invest in it themselves by adding it to their balance sheets. The first few months of 2021 have shown no signs of crypto slowing down, as decentralized finance (DeFi) takes hold as a megatrend and bitcoin's bull run continues to break price records.

With interest in crypto — and its earning potential — higher than ever, we took a closer look at what investors and crypto-curious consumers in the United States think about the asset class, including standout trends among holders and what actions we can expect from those who are curious about crypto to take in 2021. In a comprehensive report of the U.S. crypto market, we found the crypto-curious crowd is

growing and poised to take action soon. Importantly, this crowd represents a more mainstream audience, and a potential future shift in who we traditionally think of as the typical crypto holder. Our survey indicated that more than half of crypto-curious consumers are women, with an overall average age of 44.

As cryptocurrency continues to gain more mainstream acceptance, not only will the “average” crypto investor look different, but perceived investment strategy may also shift. Our data shows that crypto is largely not an ephemeral or opportunistic trade, but rather a smart part of a long term strategy, as the majority of crypto investors are buying to hold for the long haul.

Survey Methodology

The Gemini State of U.S. Crypto Report is based on a total sample of 3,000 U.S. adults, ages 18 to 65 with \$40,000 or more in household income. Survey respondents were polled from October 19-November 16, 2020, and included 921 self-identifying current cryptocurrency owners and 1,697 consumers who were interested in learning more about cryptocurrency.

Crypto is starting to broaden its appeal

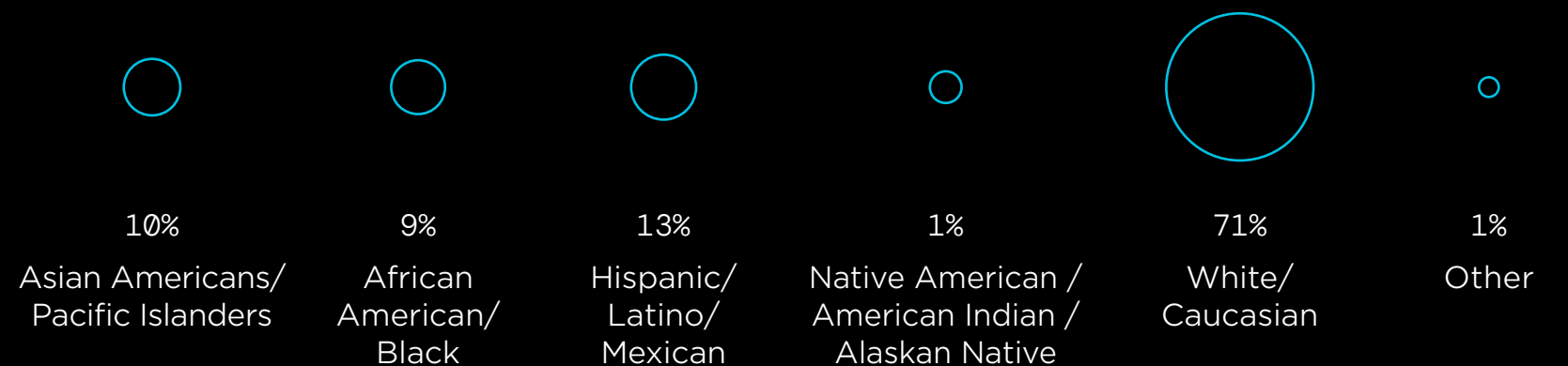
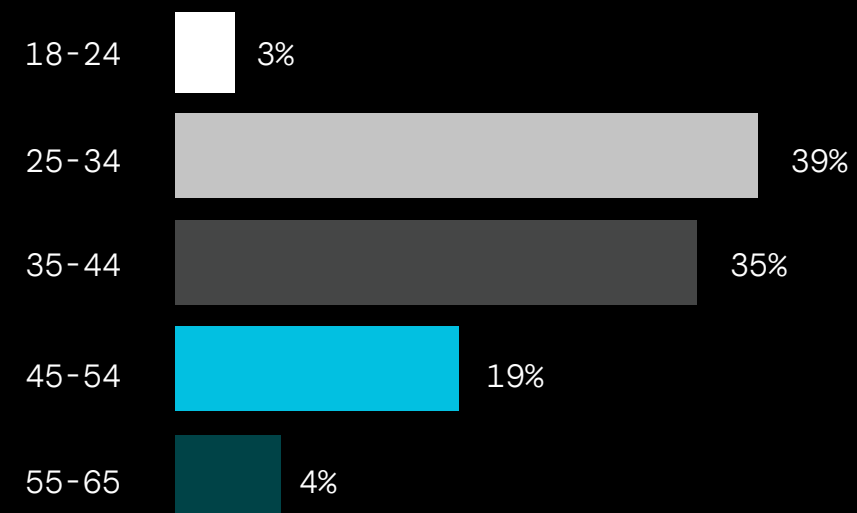
The crypto-curious are smart, ready to buy, and don't look like what you'd imagine.

Based on our sample size, we estimate that roughly 14% of the U.S. population owns cryptocurrency. This translates to 21.2 million U.S. adults who own cryptocurrency, and other studies estimate this number to be even higher. We wanted to know: who exactly is the average crypto holder? Crypto certainly skews young, male and white: 74% of crypto holders are men, 77% of all crypto owners are under the age of 45, and 71% are white. Our data shows that the “average” cryptocurrency owner is a 38-year-old male making approximately \$111k a year.

Male crypto holders vs. female crypto holders



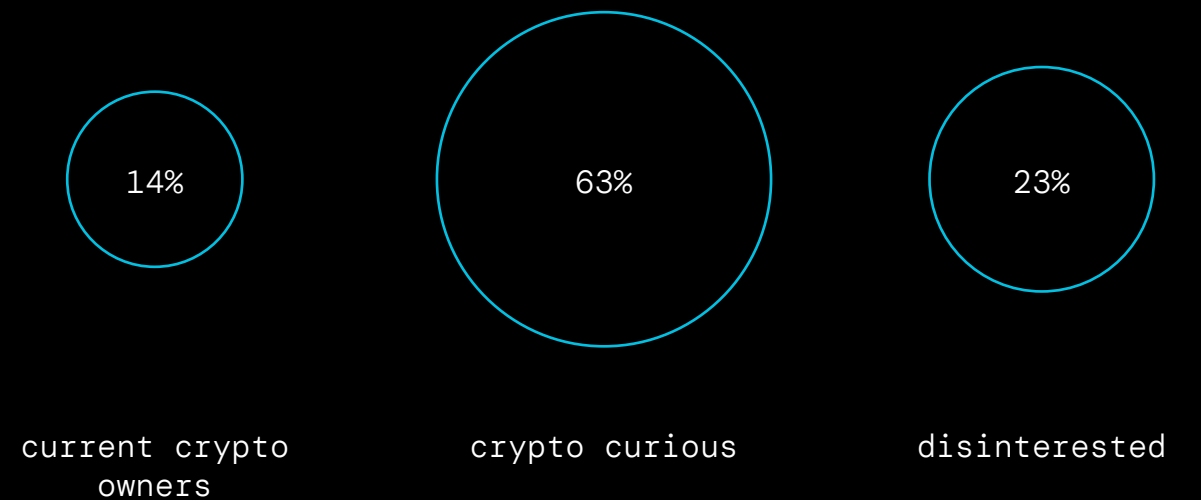
Average age of crypto holders



Who are the crypto-curious?

The crypto-curious audience is defined as those who do not currently own cryptocurrency but indicate either wanting to learn more or planning to buy soon.

This group is significant in size, comprising 63% of U.S. adults, and has the potential to disrupt what we think of as the “average” crypto holder. Roughly 13% of U.S. adults plan to purchase cryptocurrency in the next 12 months. This adds up to approximately 19.3 million adults — which would nearly double the current crypto investor population. In taking a deeper look at the “crypto-curious” audience, we see some emerging trends that have the potential to change the profile of the average crypto holder.



While just **26% of current crypto holders are women**, we see the **potential for this to change significantly. Women account for more than half (53%) of those interested in getting into crypto soon, representing a major potential shift.** The next wave of crypto buyers is also likely to be slightly older than current holders — with an average age of 44. They are also likely to have slightly less money to invest than those who are already crypto holders and are more likely to live in a small town or rural area than in an urban area, though it’s also worth noting that the crypto-curious audience remains largely white: 76% of the crypto-curious audience identifies as white or caucasian.

Looking even more closely at the female breakdown of crypto-curious consumers, we see an even more interesting shift in age: 45% of current female crypto owners are under the age of 35, and just 4% are 55 or older. But among crypto-curious women, only about a quarter are under the age of 35, and a notable 25% are 55 or older. Women are not only poised to make up a larger portion of the next wave of crypto buyers, they’re also more likely to be women nearing retirement. This shift in gender, age, average income, and location indicates that crypto is starting to broaden its appeal away from an investment solely reserved for those with a large amount of assets to one that is more mainstream and accessible for the average person.

4%


of current female crypto-owners are 55 years or older


25%


of current female crypto-curious are 55 years or older


Current Investors

Age:	Female	Male
18-24	2%	4%
25-34	43%	37%
35-44	27%	38%
45-54	25%	17%
55-56	4%	4%

 Average age:
38


 Gender breakdown:
F: 26%
M: 74%


 Average household income:
\$111,000


 Location
52% live in urban or suburban areas
26% live in a small town or rural area


Crypto Curious

Age:	Female	Male
18-24	2%	3%
25-34	24%	19%
35-44	27%	29%
45-54	22%	27%
55-56	25%	22%

 Average age:
44

 Gender breakdown:
F: 53%
M: 47%

 Average household income:
\$107,000

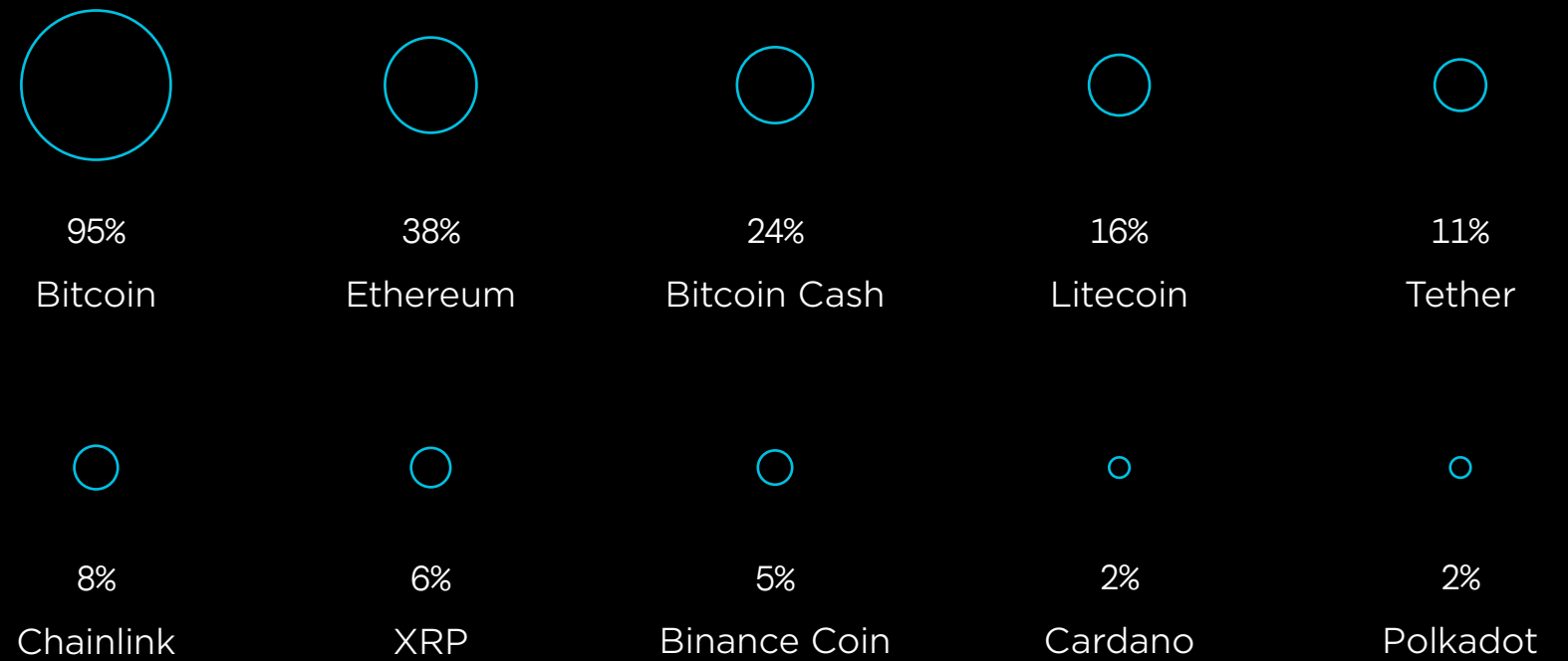
 Location
46% live in urban or suburban areas
35% live in a small town or rural area

It's clear that crypto awareness is spreading, and acceptance is becoming more and more mainstream. Our survey revealed that there are many more people who are crypto curious than who are completely disinterested in crypto, which is promising for the future of crypto's growth.

Based on the percentage of respondents we see indicating that they plan to purchase crypto in the next 12 months, [we estimate that this could mean 19.3 million U.S. adults entering the crypto market very soon.](#) Given what we know about the demographics of the crypto-curious audience, the profile of the average crypto holder could also soon be changing in a very welcome way. The future of crypto looks bright, and we are excited about the influx of a more diverse audience to continue to shape that future.

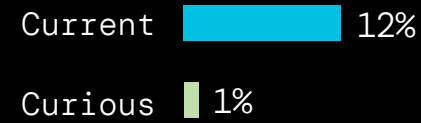
What the average U.S. adult knows about crypto

While the group of crypto-curious U.S. adults is growing, general knowledge about cryptocurrency seems to mirror what we hear in the news: Bitcoin is almost synonymous with crypto, but few have heard of other coins. The vast majority of owners or crypto-curious (95%) have heard of bitcoin, while little more than one-third have heard of Ethereum.

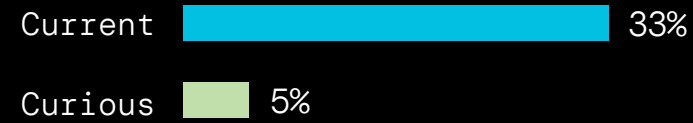


Education appears to be central to converting crypto-curious consumers from simply interested in crypto to actual crypto holders. Over one-third (39%) of those who don't yet own cryptocurrency consider themselves "somewhat or very" knowledgeable about cryptocurrency. This indicates that consumers are attempting to learn before they dive in head first, but there's still a significant opportunity for consumers to learn more: 60% of the crypto-curious identify as "not very" or "not at all" knowledgeable about cryptocurrency today. More than two-thirds of U.S. adults (77%) indicate they are open to learning more about digital assets, whether they already own cryptocurrency or not. As the current generation of crypto holders is well-educated — 90% identify as at least somewhat knowledgeable and 45% consider themselves extremely or very knowledgeable — this shows us that the potential "next wave" of crypto buyers will continue to be savvy and well-researched about crypto's purpose and potential.

Extremely knowledgeable:



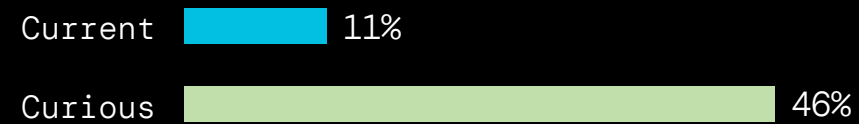
Very knowledgeable:



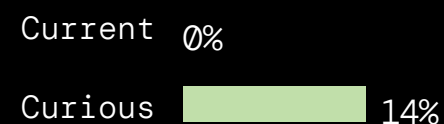
Somewhat knowledgeable:



Not very knowledgeable:



Not at all knowledgeable:



The level of reported knowledge shows us the vast majority of crypto investors are taking the time to thoroughly understand this space before investing. They're thoughtful and betting on real promise versus trying out something trendy for fun. The crypto curious audience is taking a similar approach: those who want or plan to buy soon appear to also take time to educate themselves on the industry first. It's worth

noting that these existing crypto holders aren't just early adopters who have had years to immerse themselves in the space: 26% of current crypto owners first bought crypto within the past year. This indicates again that the market, as expected, is made up of people who take the time to understand and research before investing in crypto.

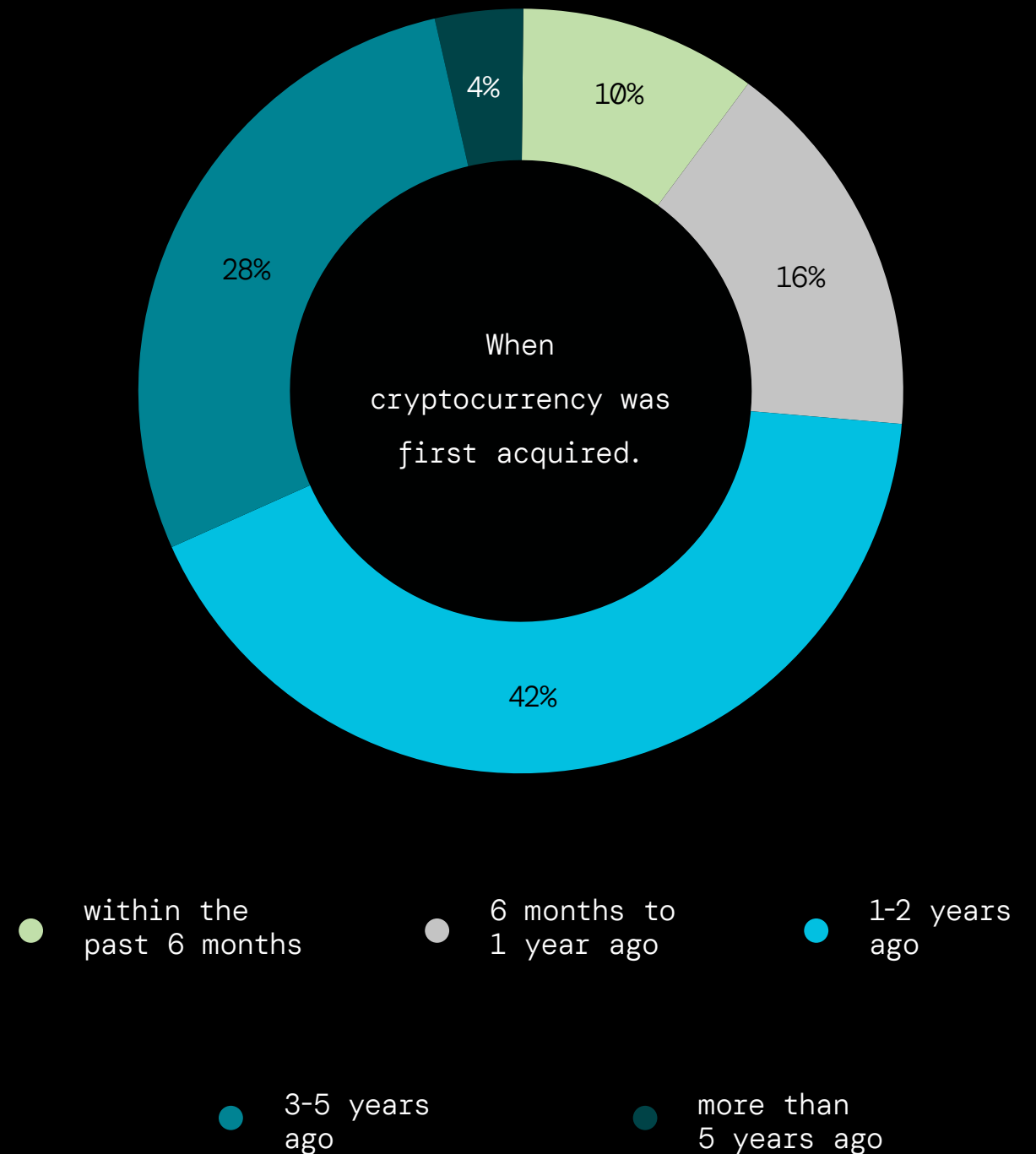
It's encouraging to see that crypto investors and the crypto-curious both prioritize understanding this space. Gemini is committed to making learning about crypto easy and accessible.

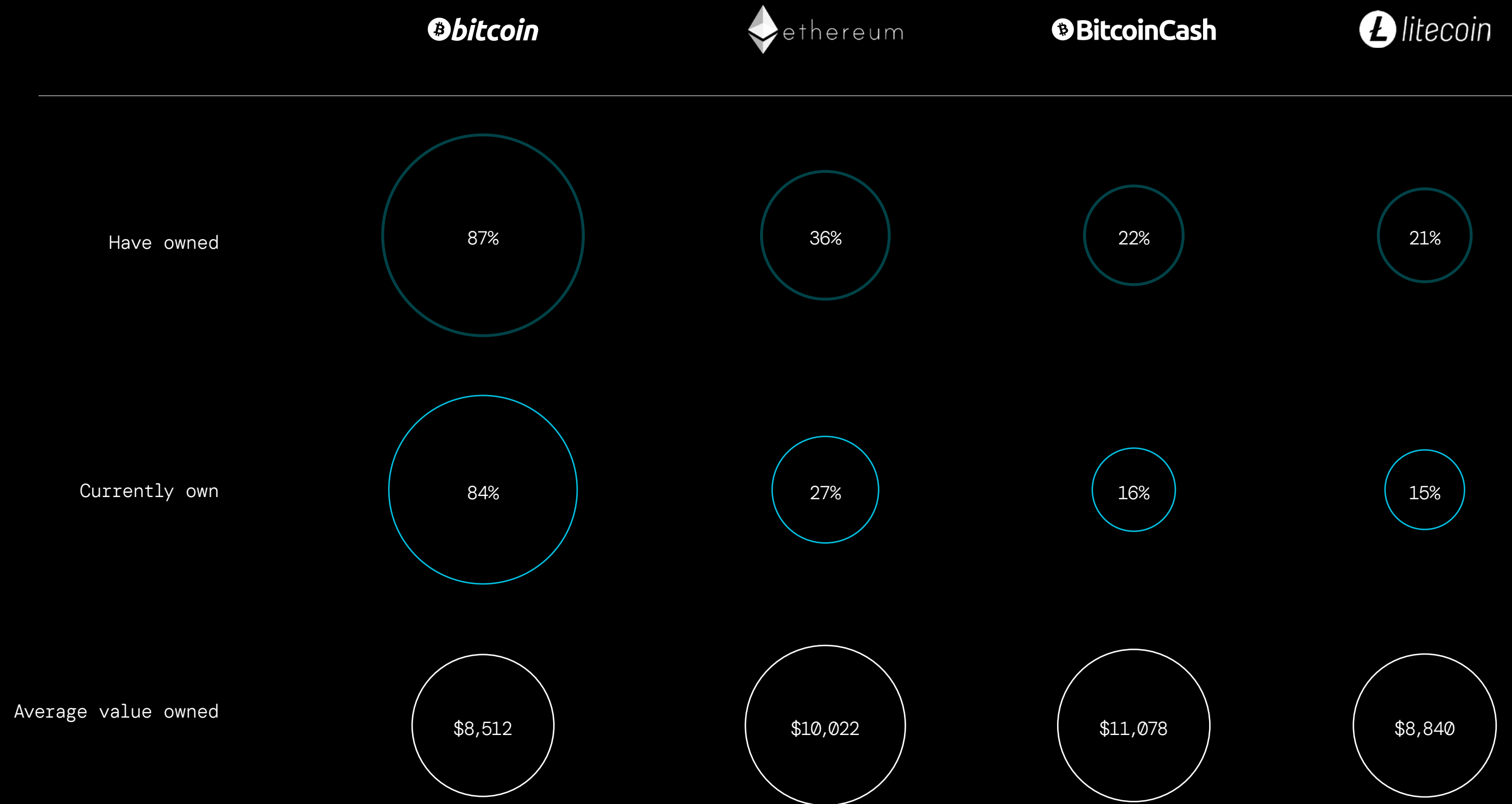
In Q1 2021 we launched [Cryptopedia](#), a comprehensive source of high-quality crypto education where both current holders and the crypto-curious alike can go to learn about the crypto basics and beyond.

A look at crypto holders - what do they own, and how do they trade?

As noted above, crypto owners are knowledgeable about crypto having done ample research prior to investing, but that doesn't mean they've all been in the game for very long. More than a quarter (26%) of current owners first acquired crypto in the last year, and a full 68% purchased crypto within the last two years. This shows crypto is no longer a niche investment reserved for early-adopters. Widespread interest is growing, and growing fast.

While new cryptocurrencies emerge nearly every day, bitcoin still reigns supreme as not only the coin most people have heard of, but also the coin most crypto holders own. Nearly 9 in 10 current crypto owners currently own or have owned bitcoin (87%), compared to ether at 36%, bitcoin cash at 22% and litecoin at 21%. Bitcoin also appears to have the most staying power: while 87% report they have at some point owned bitcoin, 84% still have it in their portfolio. By comparison, 21% of crypto investors have owned litecoin and only 15% still currently own it.





In it for the long haul: Cryptocurrency is seen as a long-term investment

The large majority of current crypto owners say they buy and hold crypto for its long-term investment potential. More than two-thirds (69%) buy and hold, compared to the 36% who actively buy and sell as a means to achieve profits and the 27% who actively use it to make purchases on the internet.

When we look at the crypto-curious audience, there is a similar split. Half of the crypto curious (54%) reported wanting to buy and hold crypto as a long-term investment, while 39% indicated they are interested in actively trading to make a profit.

When it comes to trading activity, investors run the gamut: a quarter of crypto investors trade, buy or sell only a few times a year, while more than another quarter (27%) trade, buy, or sell at least several times a month. This indicates that there's a mix of "buy and hold" strategists, crypto holders who continue to buy more, and those who experiment with regular trading to achieve short-term profits.

Buy and hold cryptocurrency for the long-term investment potential



Actively trade cryptocurrency as a way to achieve profits



Use it to make purchases on the internet



Use it to increase the privacy of purchases



Use it to make in-person purchases at brick-and-mortar retailers



We believe crypto holders are continuing to invest more deeply in this space. While investors report being active — 58% say they bought, sold, or traded crypto within the last three months — they also report that they buy and hold. This leads us to believe that this monthly activity is more likely buying rather than selling, as owners continue to accumulate more holdings.

Buy, sell, store and earn interest on cryptocurrency with complete peace of mind.

In our comprehensive report of the U.S. crypto market, we see an increasingly diverse range of consumers investing in or planning to invest in crypto soon. We expect the amount of crypto investors to nearly double in 2021, drastically broadening the reach of digital assets, and we expect those investors to hold on to their crypto for the long haul. It's clear that crypto is shifting from an "insiders" investment opportunity to something a variety of people understand as a strategic part of a well-rounded portfolio.

Bitcoin continues to dominate the news cycle, public knowledge, and wallets, but altcoins like ether and bitcoin cash still represent a significant percentage of holdings for the average crypto investor. We expect to see growth across a variety of cryptocurrencies beyond bitcoin in the coming year. Moreover, these increasingly established altcoins are being viewed as long-term investments, rather than assets consumers take up on a whim.

Mainstream awareness for the crypto market is growing, and we are encouraged to see expanding curiosity from a variety of people across all walks of life. It's never been more important for crypto custody and trading platforms to be accessible, affordable, and secure. Learn more about Gemini's mission and commitment to crypto at www.gemini.com.



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