

52 million Americans own crypto.

5x



more Americans now own crypto than own electric vehicles

3.5x



more Americans now own crypto than belong to a union

2.75x



more Americans now own crypto than attended an NFL game last season

1.3x



more Americans now own crypto than use ridesharing every month

With a large number of Americans owning crypto, this subset of voters will drive future cultural, political, and economic trends. Crypto owners are working and middle class, younger, and diverse.

75%

Have an income of less than \$100K

60%

are Gen Z or Millennials

41%

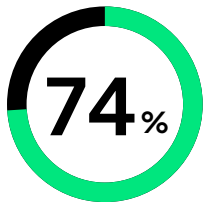
are racial minorities

Data Source: [A Call To Action: Mobilizing 52 Million Crypto Owners Into An Army of One Million Advocates For Change](#). Published by Coinbase in partnership with Morning Star on September 19, 2023. Data available on Coinbase's website.

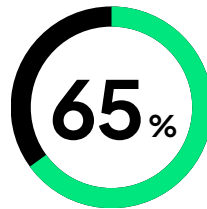
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More than 2 in 5 voters see crypto as the future of finance.

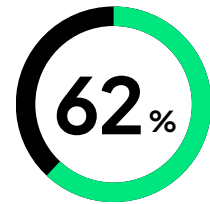
Voter perceptions on the current financial system make it clear the traditional financial system needs updating with **inclusive** and **transparent** technology.



“The current financial system lacks transparency.”



“The current financial system is outdated and needs to be updated with new rules that consider and promote emerging technologies.”



“The traditional financial system is not designed to support underserved communities.”

Likely voters believe political candidates should be informed and embrace new technology to strengthen **financial inclusion**, protect **national security**, and remain **globally competitive**.



77%

“Presidential candidates should have an informed perspective on innovative technology, like AI or crypto.”



69%

“It is critical that political leaders embrace new technologies to ensure America remains competitive in the global financial markets.”



67%

“It is critical that political leaders embrace new technologies to ensure America’s workforce remains competitive globally.”



72%

“It is critical that political leaders embrace new technologies to ensure America’s national security is protected from cyber-attacks and other related risks.”

Data Source: 2024 Election: The Role of Crypto. Published by Grayscale in partnership with The Harris Poll on May 10, 2024. Data available on Grayscale’s website.