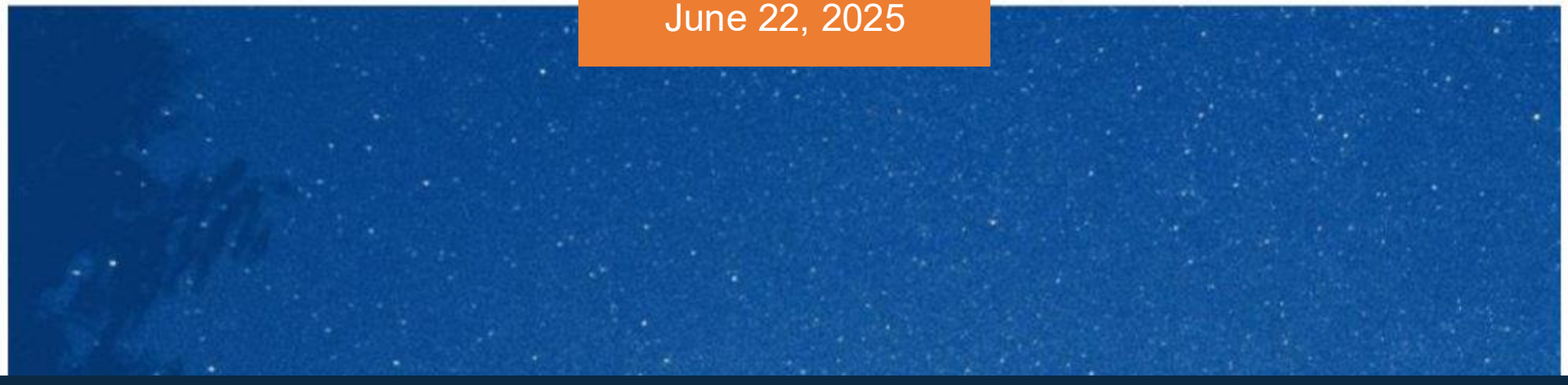
June 22, 2025



CYGNAL

Survey of Likely 2026 General Election Voters

National

June 19 – 21, 2025 | n=800 | ±3.45%

Insights & Analysis

- Most midterm voters don't really understand cryptocurrency or Bitcoin.
- 30% of 2026 voters own Bitcoin directly or through an investment or retirement account.
  - The largest age group to own Bitcoin are those 30 – 44 at 36% direct ownership.
  - **Owners of Bitcoin are younger**, much more **male**, more **educated**, more **Republican**, and **higher income** than likely general election voters as a whole. They are equally diverse almost exactly tracking the racial breakdown of voters. Those who own Bitcoin are **lower-frequency voters**.
  - College-educated Bitcoiners are nearly 3x more likely to hold the cryptocurrency in a retirement or investment account than the overall electorate.
  - Republicans are 6 points more likely (25%) to own Bitcoin directly than Democrats (19%).
- **Donald Trump benefited from those who have Bitcoin**, winning them 59-34 in 2024. They also lean Republican for the 2026 general election but not by as much (54-40), performing 5 points less for the GOP than they did for the President.
  - Owners who value Stability (56-36), Transparency (57-39), and Fairness (58-32) in a financial system voted for Trump in lower margins than those who value Convenience / Accessibility (64-28), Simplicity (70-25), and Physical Custody (66-31).
  - Bitcoiners who get their news from traditional sources like national and local broadcast television were much more likely to vote for Harris (51-43). For those who get their news from social media, Trump did much stronger (66-27).
  - Trump won 11% of Democratic owners of Bitcoin compared to 6% of overall Democrats. He also did better with Bitcoin Independents (48-29) than Independents overall who plan to vote in the 2026 general election (32-49).

Insights & Analysis *(cont.)*

- There is a significant difference in how women negatively view the direction of the country (35% right direction, 61% wrong track) compared to men being positive (53% RD, 44% WT).
  - Voters who **own Bitcoin are much more positive about the US** (55% RD, 43% WT).
- Donald Trump has a much stronger image among Bitcoiners (59% favorable, 39% unfavorable) compared to 2026 voters as a whole (47% fav, 52% unfav).
- **Cryptocurrency as a whole has a split image** among voters – 43% favorable, 33% unfavorable, and 23% no opinion. There is a **strong age correlation** to its image, whereby 54% of voters under the age of 30 have a favorable view and 61% of those age 30 – 44. Voters over the age of 45 are 35% favorable, 38% unfavorable.
  - There's almost no difference for Bitcoin specifically – 43% favorable, 33% unfavorable, and 22% no opinion.
  - However, Bitcoin performs much better with voters <30 at 60% favorable, 6 points better than generic cryptocurrency.
- **Meme coins aren't popular** at 19% favorable and 35% unfavorable with all voters but 42% favorable and 31% unfavorable among those who own Bitcoin.
- Voters and Bitcoin owners don't differ much about what they value in financial systems, mostly stability, transparency, and convenience / access. Where **Bitcoiners are different are in placing higher value on flexibility** (18% compared to 14%) **and innovation** (12% compared to 7%).
- Voters as a whole prefer traditional financial institutions (49%) compared to "newer, decentralized financial systems (8%). Bitcoiners want both (52%).
  - It's **older voters who drive trust in the traditional way** (59% among 55+). Lower-propensity voters drive desire for just newer, decentralized financial systems.

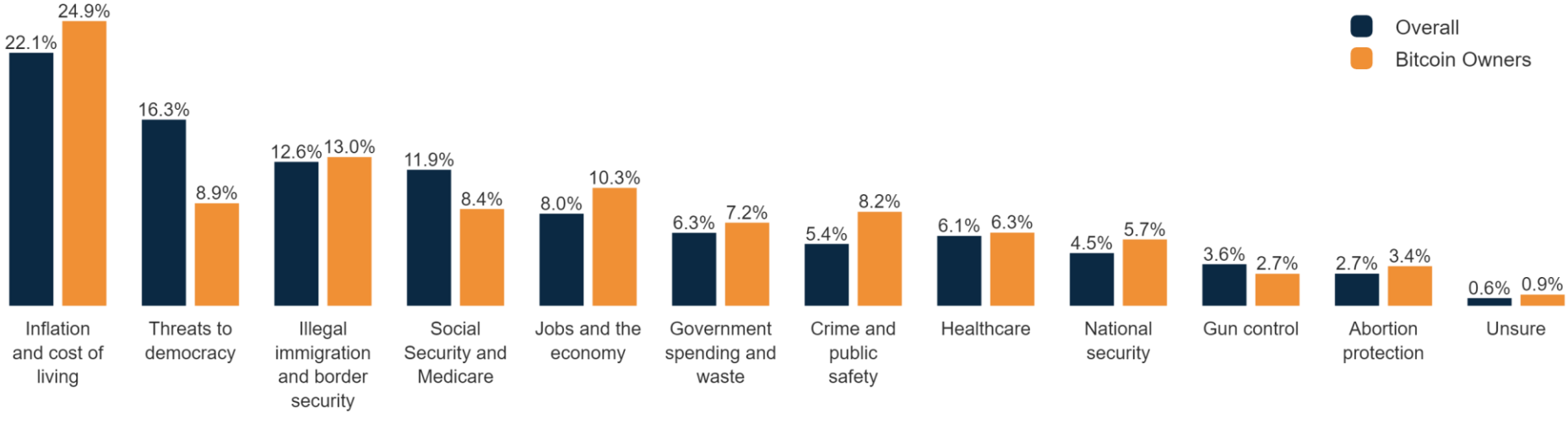
Insights & Analysis *(cont.)*

- There is much more trust among those who own Bitcoin in the **federal government's ability to "regulate assets like Bitcoin fairly".** 29% of Bitcoiners have a great deal or "a lot" of trust compared to 12% of voters overall. However, **33% of voters have no trust at all**.
- 88% of holders of Bitcoin think Bitcoin is useful as a currency or strategic investment asset compared to 46% of voters.
  - There's **a large gender split**. 38% of women see it as useful compared to 56% of men.
- For those who **don't own Bitcoin**, it's mostly driven by being **too risky** (46%), that they **don't trust it** (43%), or **don't understand it** (37%). Women are 10 points more likely to say they "don't understand it" compared to men.
- Of those who are invested in Bitcoin, **62% see it as an investment**, 33% do it out of curiosity, followed by 32% saying it's for financial independence, 30% because they want to be part of innovation, and 30% who see it was a hedge of inflation / store of value.
  - 78% of older men who own Bitcoin do so because of it being an investment. 44% of older women who own Bitcoin do so out of curiosity. Outside of it being an investment (60%) younger men say it's for a store of value (34%).
- **Voters don't understand a strategic Bitcoin reserve** – 33% support, 32% oppose. Among Bitcoin owners, it's at 60% support.
  - The numbers are **similar for a proposal to allow use of stablecoins** in the U.S. financial system.
- The data is a bit better for the **Blockchain Regulatory Certainty Act** where 38% of voters support it but only 54% of Bitcoin owners.

Insights & Analysis *(cont.)*

- Bitcoin owners are all about freedom and individual choice. **76% support a right to transact**, "allowing individuals to use Bitcoin and other cryptocurrencies to save, spend, and send money for lawful purposes without government interference."
  - Only 43% of midterm voters agree.
- Voters as a whole also **do not understand the relationship between cryptocurrency and energy**. 25% believe Bitcoin helps the U.S. energy grid while 31% say it hinders it. 46% of Bitcoin owners believe cryptocurrency helps the grid.
- Bitcoiners believe strongly that Bitcoin "could **help people living in countries with unstable or hostile governments** or limited banking access have more financial freedom" – 31% "a great deal", 24% "a lot", and 23% a moderate amount.
  - Midterm voters don't see the same benefit, mostly because they don't understand it.
- 76% of Bitcoin owners are **more likely to "support a lawmaker** who advances policies that make it easier for people to own and use Bitcoin", and even 43% of all voters are – showing how this is a **winning political issue**.
- Owners of Bitcoin pay much more attention to the news than voters overall – 9 points more likely to pay attention "a great deal" or "a lot".
- Advanced Segmentation Analysis shows 41% of voters are ***Bitcoin Households*** compared to the *GOP Base* (27%) and the *Dem Base* (33%). *Bitcoin Households* have a +18 net favorable opinion of Donald Trump and drive most of the support for Bitcoin policies. The ***Dem Base* is the largest driver of negative opinion of Bitcoin**.

Top Priority



	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation and cost of living	22%	29%	16%	28%	15%	26%	30%	19%	22%	21%	23%	22%	22%	21%	25%	25%	25%	18%	23%	22%	22%	22%	23%	20%	25%	23%	15%	32%	25%	19%	19%	29%	19%	21%
Threats to democracy	16%	14%	23%	9%	18%	9%	13%	18%	16%	12%	14%	25%	11%	20%	14%	3%	22%	28%	19%	10%	17%	12%	15%	11%	17%	19%	18%	10%	1%	31%	7%	13%	15%	20%
Illegal immigration and border security	13%	12%	9%	11%	18%	8%	11%	14%	15%	14%	15%	6%	14%	12%	12%	24%	6%	3%	12%	15%	15%	7%	5%	12%	13%	11%	19%	7%	24%	2%	8%	11%	12%	15%
Social Security and Medicare	12%	4%	20%	4%	19%	5%	3%	16%	10%	13%	16%	7%	12%	11%	14%	9%	12%	14%	13%	9%	13%	11%	5%	16%	14%	8%	2%	13%	9%	14%	10%	9%	17%	12%
Jobs and the economy	8%	10%	6%	11%	5%	13%	11%	6%	5%	11%	9%	8%	7%	9%	8%	9%	11%	6%	7%	9%	6%	16%	14%	9%	8%	7%	9%	9%	10%	6%	16%	6%	7%	7%
Government spending and waste	6%	1%	6%	9%	10%	4%	3%	8%	11%	8%	4%	3%	8%	7%	3%	10%	6%	2%	6%	8%	7%	1%	6%	5%	4%	8%	11%	5%	11%	2%	1%	7%	2%	8%
Crime and public safety	5%	7%	2%	10%	3%	10%	9%	4%	8%	5%	4%	5%	6%	5%	5%	5%	5%	6%	4%	8%	4%	10%	9%	4%	6%	6%	5%	6%	6%	5%	7%	9%	5%	3%
Healthcare	6%	9%	5%	5%	5%	7%	7%	6%	5%	5%	6%	8%	7%	5%	6%	4%	6%	9%	6%	6%	5%	10%	8%	8%	5%	4%	10%	7%	4%	8%	7%	7%	10%	4%
National security	5%	2%	6%	7%	2%	2%	4%	5%	4%	6%	5%	3%	6%	4%	5%	8%	4%	2%	4%	5%	5%	0%	4%	6%	5%	3%	2%	6%	7%	2%	9%	5%	6%	3%
Gun control	4%	6%	3%	3%	2%	8%	4%	3%	2%	3%	1%	9%	5%	3%	3%	3%	1%	5%	3%	4%	3%	8%	5%	4%	3%	3%	6%	3%	2%	5%	6%	1%	6%	3%
Abortion protection	3%	4%	3%	3%	1%	6%	3%	2%	2%	2%	3%	5%	1%	3%	3%	1%	1%	5%	2%	3%	2%	3%	6%	2%	1%	4%	2%	1%	1%	4%	8%	0%	1%	3%
Unsure	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	0%	2%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	1%	1%	2%	0%	0%

Which one of the following issues is the most important to you in the election for U.S. Congress?

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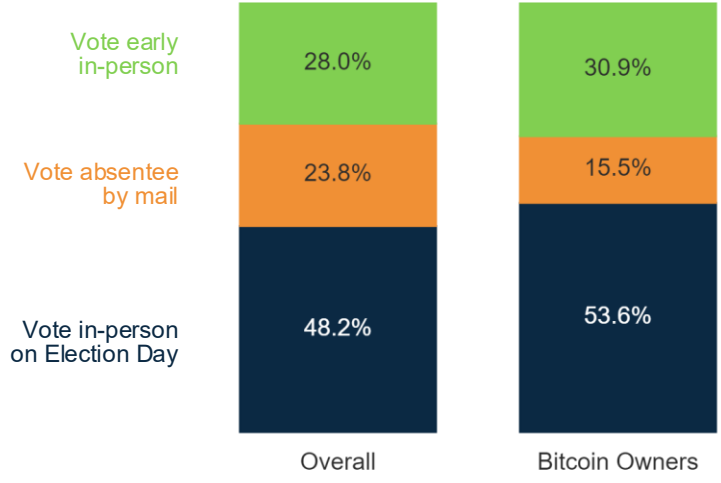
Vote Method

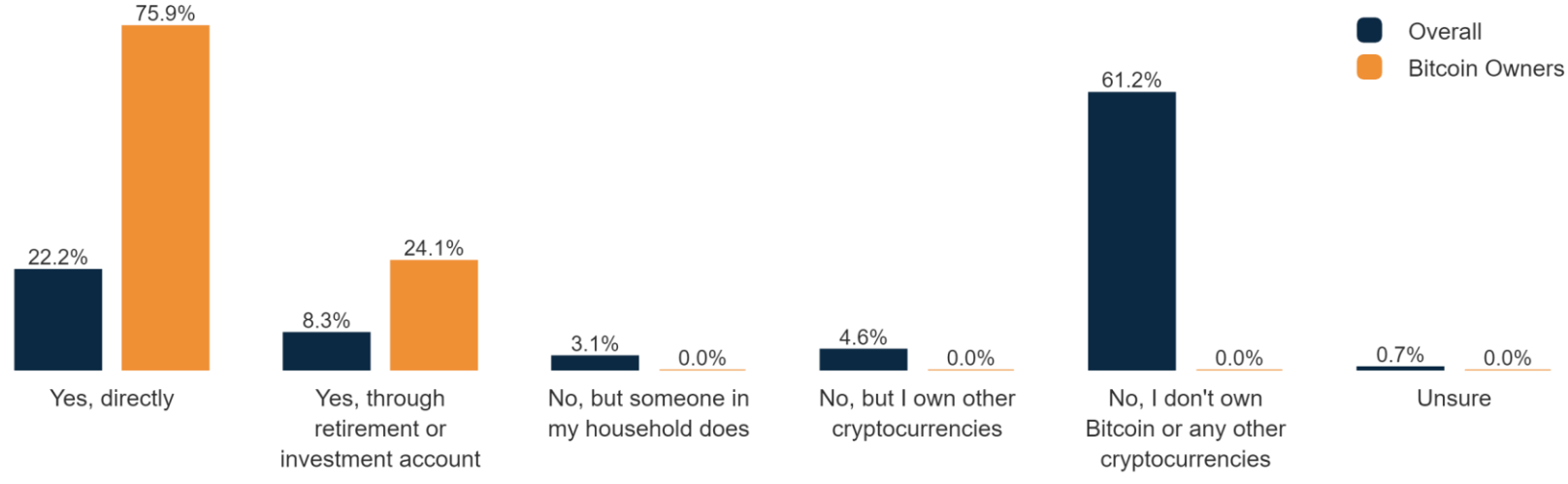


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	66%	66%	64%	61%	71%	59%	64%	67%	73%	60%	66%	64%	71%	61%	69%	69%	56%	66%	64%	70%	68%	61%	59%	57%	67%	71%	70%	58%	68%	66%	50%	60%	56%	74%
Probably vote	34%	34%	36%	39%	29%	41%	36%	33%	27%	40%	34%	36%	29%	39%	31%	31%	44%	34%	36%	30%	32%	39%	41%	43%	33%	29%	30%	42%	32%	34%	50%	40%	44%	26%
Vote in-person on Election Day	48%	56%	35%	56%	47%	50%	57%	45%	46%	57%	46%	45%	53%	45%	50%	57%	46%	40%	45%	55%	49%	43%	49%	49%	47%	50%	42%	50%	57%	40%	47%	55%	40%	47%
Vote absentee by mail	24%	20%	31%	13%	30%	19%	16%	27%	28%	16%	26%	26%	20%	27%	20%	15%	28%	31%	26%	19%	23%	25%	27%	25%	22%	24%	24%	24%	14%	34%	23%	17%	36%	25%
Vote early in-person	28%	24%	34%	31%	23%	31%	27%	28%	27%	27%	28%	30%	27%	28%	30%	28%	26%	29%	29%	27%	28%	33%	25%	27%	31%	27%	34%	26%	29%	26%	30%	29%	24%	28%
Definitely vote in-person on Election Day	35%	41%	25%	36%	38%	31%	41%	33%	35%	38%	34%	31%	42%	30%	38%	42%	32%	27%	32%	41%	36%	29%	31%	32%	32%	39%	33%	32%	42%	28%	32%	33%	25%	38%
Probably vote in-person on Election Day	14%	15%	10%	20%	10%	19%	16%	12%	11%	18%	12%	14%	12%	15%	12%	15%	14%	12%	13%	14%	13%	14%	18%	16%	15%	11%	9%	17%	15%	12%	16%	22%	16%	9%
Definitely vote absentee by mail	15%	12%	21%	7%	20%	11%	8%	18%	20%	7%	17%	16%	14%	18%	10%	10%	15%	21%	16%	13%	16%	11%	14%	13%	14%	17%	18%	14%	9%	23%	7%	10%	19%	19%
Probably vote absentee by mail	9%	8%	10%	7%	9%	8%	8%	9%	7%	9%	9%	9%	6%	10%	10%	5%	13%	10%	10%	6%	7%	14%	13%	11%	8%	7%	6%	11%	5%	11%	15%	6%	17%	6%
Definitely vote early in-person	16%	13%	18%	18%	14%	17%	14%	16%	18%	14%	15%	17%	15%	14%	20%	17%	9%	18%	16%	16%	15%	21%	14%	11%	21%	16%	19%	12%	17%	15%	11%	17%	12%	17%
Probably vote early in-person	12%	11%	15%	13%	9%	13%	13%	12%	9%	13%	13%	13%	11%	14%	10%	11%	18%	11%	13%	10%	13%	12%	10%	16%	9%	11%	15%	14%	12%	11%	19%	12%	12%	10%

How do you plan to vote in the 2026 general election for U.S. Congress?

CYGNAL

Bitcoin Ownership

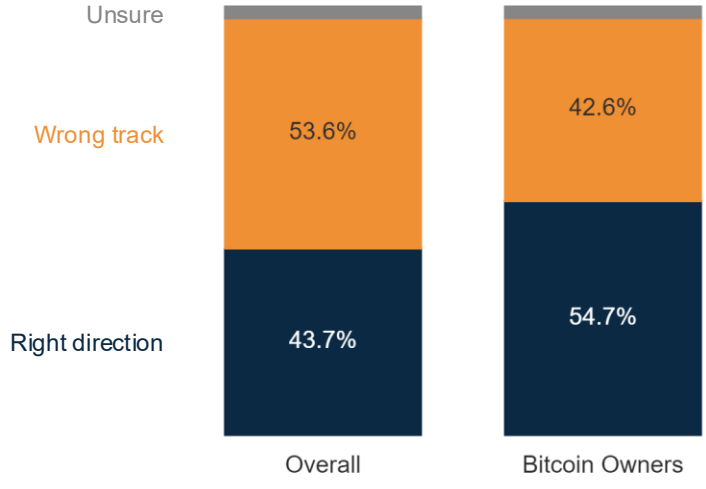


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Bitcoin HH	34%	41%	16%	55%	26%	40%	54%	26%	43%	37%	22%	36%	32%	32%	38%	36%	32%	31%	31%	37%	44%	22%	38%	39%	44%	37%	37%	29%	42%	38%	42%	28%
Yes, directly	22%	22%	10%	38%	21%	19%	36%	18%	30%	29%	13%	19%	22%	19%	28%	25%	22%	19%	22%	24%	23%	14%	28%	25%	26%	24%	26%	18%	26%	25%	27%	19%
Yes, through retirement or investment account	8%	14%	4%	11%	4%	15%	13%	6%	12%	4%	6%	13%	9%	8%	9%	8%	8%	8%	7%	12%	12%	3%	7%	12%	13%	9%	9%	8%	12%	7%	10%	7%
No, but someone in my household does	3%	5%	2%	5%	1%	6%	5%	2%	1%	4%	3%	4%	1%	5%	1%	3%	2%	4%	2%	2%	8%	4%	3%	2%	5%	4%	3%	3%	5%	6%	5%	1%
No, but I own other cryptocurrencies	5%	3%	1%	14%	2%	6%	8%	3%	6%	9%	2%	2%	3%	5%	5%	6%	5%	3%	4%	7%	8%	3%	5%	6%	2%	8%	5%	3%	9%	4%	7%	3%
No, I don't own Bitcoin or any other cryptocurrencies	61%	56%	82%	31%	71%	54%	37%	70%	50%	53%	76%	61%	64%	62%	55%	58%	62%	65%	65%	55%	47%	73%	56%	55%	55%	54%	57%	67%	47%	57%	50%	69%
Unsure	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	1%	0%	0%	1%	1%	1%	2%	1%	0%	0%

Do you currently own any Bitcoin?

CYGNAL

Country Direction

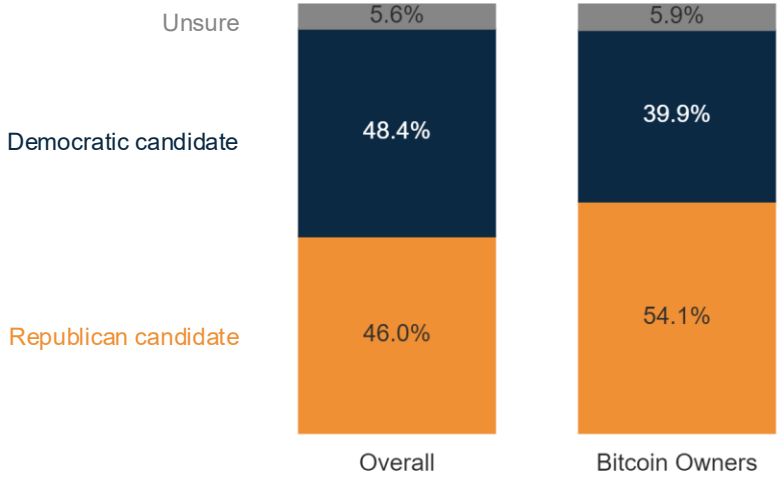


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Right direction	44%	34%	37%	55%	52%	29%	46%	45%	56%	50%	44%	24%	52%	40%	43%	79%	27%	14%	40%	52%	48%	19%	36%	44%	48%	40%	49%	38%	79%	9%	56%	41%	33%	44%
Wrong track	54%	64%	59%	42%	47%	68%	50%	53%	43%	46%	51%	74%	47%	57%	54%	19%	70%	83%	57%	46%	50%	71%	62%	52%	48%	59%	49%	58%	18%	89%	38%	55%	66%	54%
Definitely the right direction	19%	16%	14%	22%	26%	10%	19%	21%	28%	20%	17%	13%	24%	16%	23%	37%	8%	6%	14%	31%	23%	8%	11%	18%	17%	21%	30%	6%	37%	3%	24%	12%	12%	23%
Mostly the right direction	24%	17%	23%	33%	25%	20%	26%	24%	28%	30%	28%	11%	28%	24%	20%	42%	19%	8%	25%	21%	26%	11%	25%	27%	31%	19%	19%	32%	42%	6%	32%	29%	21%	21%
Mostly the wrong track	18%	22%	14%	20%	16%	26%	19%	16%	18%	18%	14%	24%	13%	20%	19%	13%	27%	19%	17%	21%	16%	26%	24%	17%	17%	18%	23%	30%	13%	22%	14%	23%	27%	15%
Definitely the wrong track	36%	41%	45%	22%	31%	42%	31%	36%	25%	28%	37%	51%	33%	37%	35%	6%	43%	64%	40%	25%	34%	45%	38%	35%	31%	41%	27%	28%	5%	67%	24%	32%	39%	39%
Unsure	3%	3%	4%	4%	1%	3%	5%	2%	0%	4%	4%	2%	1%	3%	3%	2%	3%	3%	3%	1%	2%	10%	2%	4%	4%	1%	2%	5%	3%	2%	5%	4%	1%	2%

Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

CYGNAL

Generic Ballot

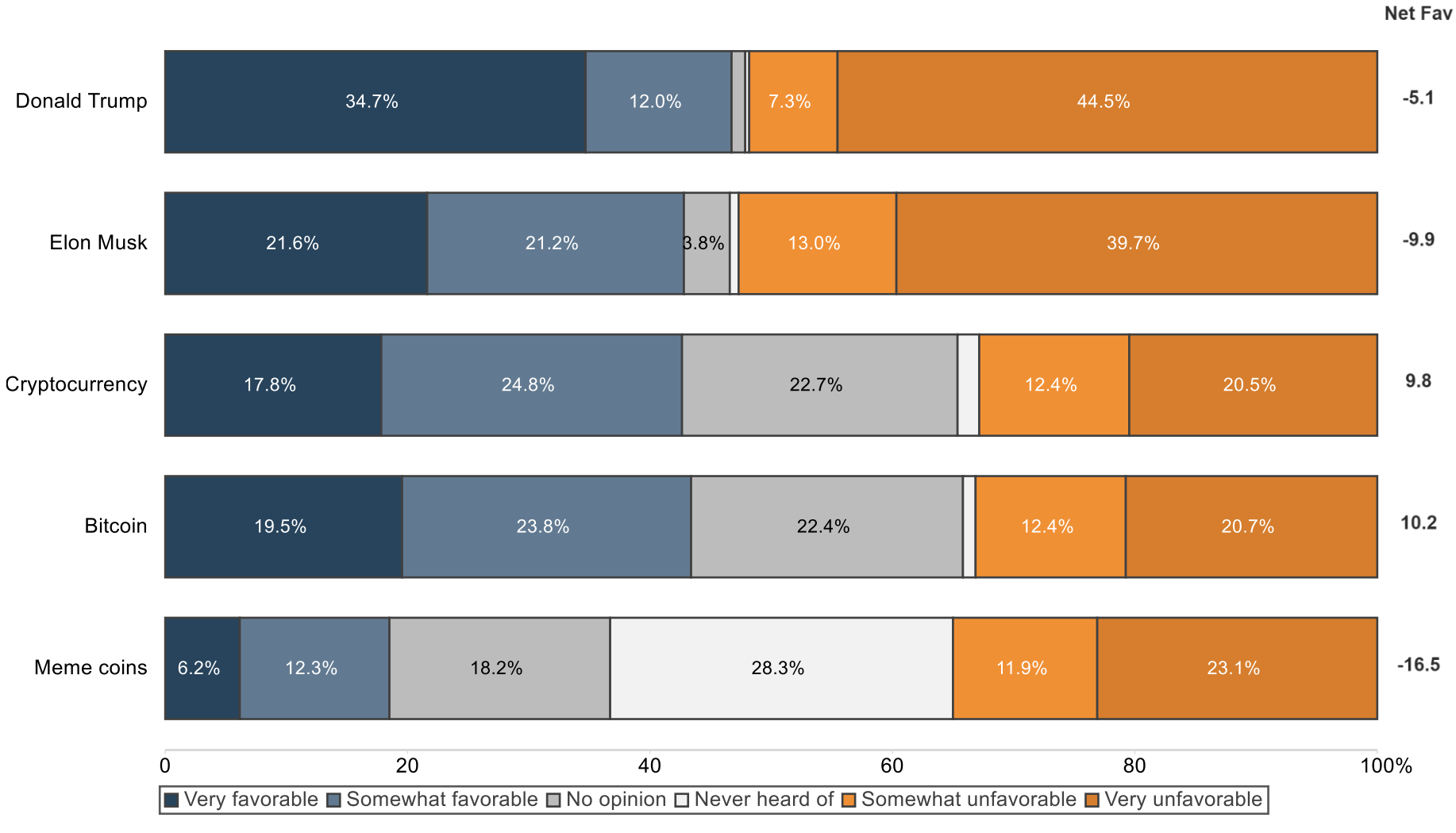


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	46%	37%	41%	50%	58%	32%	42%	50%	53%	55%	52%	23%	60%	42%	39%	94%	26%	4%	44%	50%	52%	17%	34%	47%	49%	42%	54%	38%	90%	3%	49%	43%	38%	49%
Democratic candidate	48%	56%	53%	42%	41%	59%	51%	46%	42%	41%	41%	71%	34%	52%	56%	6%	51%	94%	50%	45%	43%	73%	60%	47%	44%	54%	41%	43%	6%	92%	43%	47%	59%	49%
Definitely the Republican candidate	35%	26%	32%	35%	48%	20%	32%	39%	40%	44%	40%	16%	47%	32%	28%	75%	13%	2%	34%	39%	42%	9%	20%	33%	38%	34%	43%	0%	71%	1%	25%	31%	29%	41%
Probably the Republican candidate	11%	11%	9%	14%	9%	12%	10%	11%	13%	11%	12%	7%	13%	10%	11%	19%	13%	2%	11%	11%	11%	7%	13%	14%	10%	9%	10%	38%	19%	2%	23%	12%	10%	7%
Probably the Democratic candidate	12%	18%	8%	16%	8%	23%	20%	8%	10%	13%	9%	17%	7%	13%	17%	3%	25%	17%	11%	15%	10%	18%	22%	12%	12%	13%	11%	43%	4%	19%	12%	15%	22%	9%
Definitely the Democratic candidate	36%	38%	45%	26%	33%	36%	31%	38%	31%	28%	32%	54%	27%	39%	39%	3%	26%	77%	39%	30%	33%	55%	38%	35%	31%	41%	30%	0%	2%	73%	31%	32%	37%	39%
Unsure	6%	7%	6%	8%	1%	9%	7%	5%	5%	4%	7%	5%	5%	6%	5%	1%	23%	2%	6%	5%	5%	11%	6%	6%	8%	4%	5%	19%	4%	5%	9%	10%	3%	2%

If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

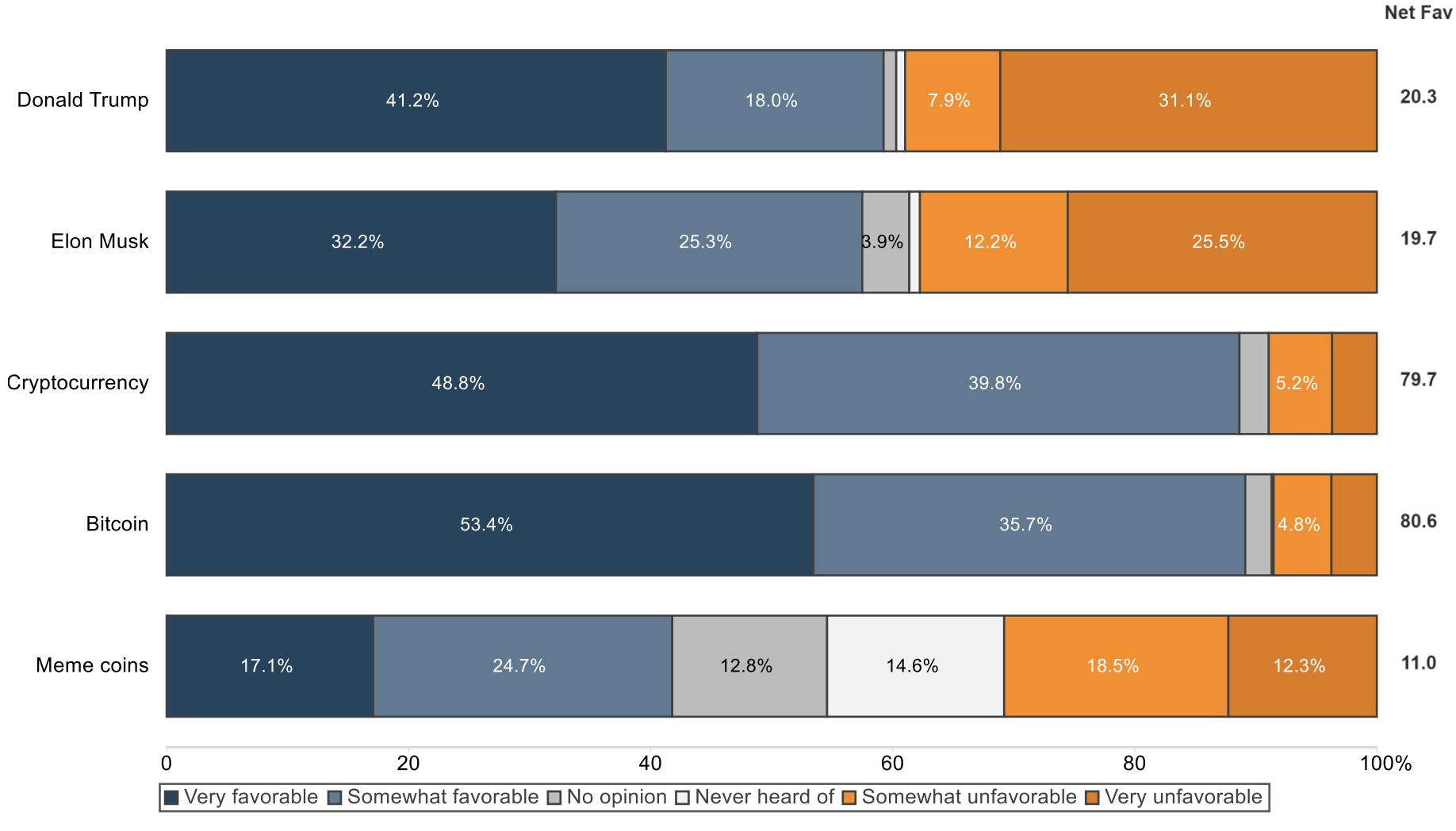
CYGNAL

Image Tests (Overall)



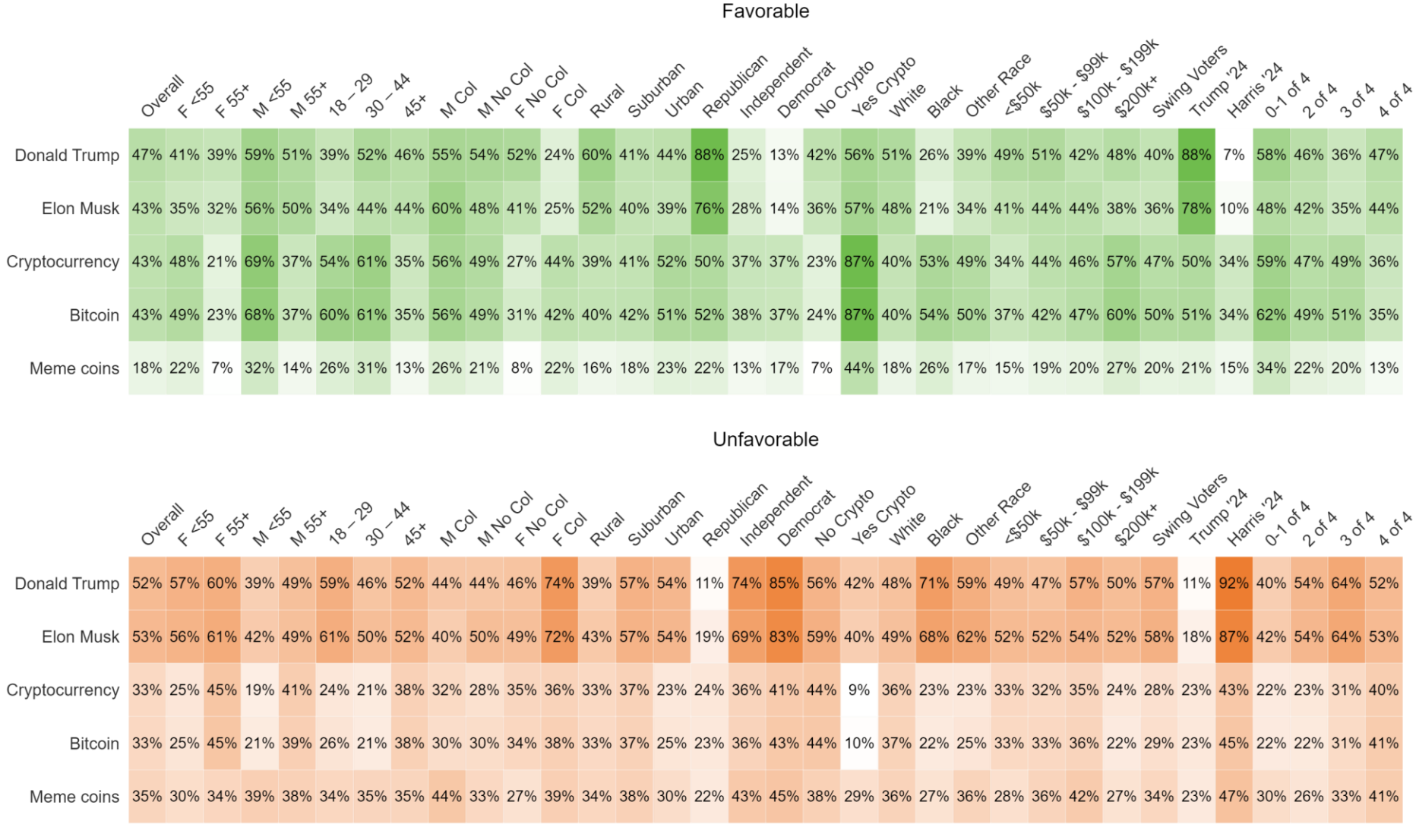
CYGNAL

Image Tests (Bitcoin Owners)



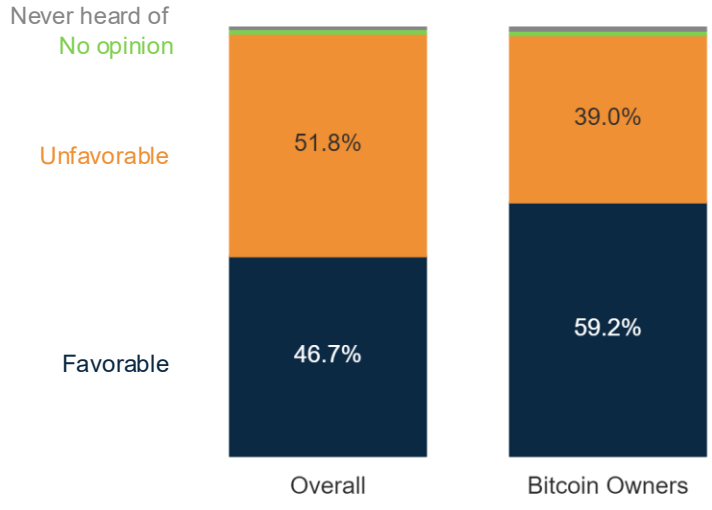
CYGNAL

Image Tests Heatmaps



CYGNAL

Image: Donald Trump

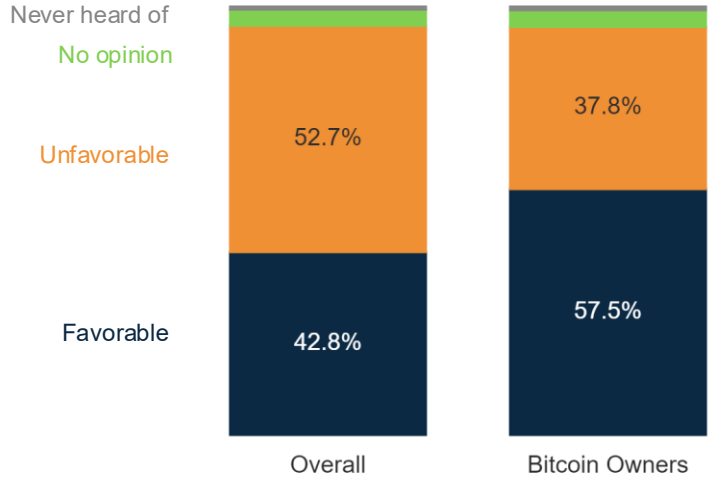


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	47%	41%	39%	59%	51%	39%	52%	46%	55%	54%	52%	24%	60%	41%	44%	88%	25%	13%	42%	56%	51%	26%	39%	49%	51%	42%	48%	40%	88%	7%	58%	46%	36%	47%
Unfavorable Total	52%	57%	60%	39%	49%	59%	46%	52%	44%	44%	46%	74%	39%	57%	54%	11%	74%	85%	56%	42%	48%	71%	59%	49%	47%	57%	50%	57%	11%	92%	40%	54%	64%	52%
Very favorable	35%	31%	30%	40%	40%	26%	32%	37%	43%	37%	40%	18%	49%	29%	30%	68%	17%	7%	30%	45%	39%	15%	26%	36%	35%	33%	40%	20%	68%	4%	41%	33%	27%	36%
Somewhat favorable	12%	11%	9%	19%	11%	12%	20%	10%	12%	17%	12%	7%	11%	12%	14%	19%	9%	6%	12%	11%	12%	11%	13%	13%	17%	9%	8%	20%	20%	3%	18%	13%	9%	11%
Somewhat unfavorable	7%	7%	5%	10%	7%	9%	8%	7%	9%	8%	4%	9%	5%	7%	9%	5%	16%	6%	7%	8%	7%	10%	9%	7%	7%	6%	13%	18%	7%	5%	10%	11%	7%	5%
Very unfavorable	45%	50%	55%	30%	41%	50%	38%	46%	35%	36%	42%	65%	34%	50%	45%	6%	59%	80%	49%	34%	41%	61%	51%	42%	40%	51%	38%	39%	4%	87%	30%	43%	57%	47%
No opinion	1%	1%	2%	1%	1%	2%	1%	1%	0%	1%	1%	2%	1%	1%	2%	1%	0%	1%	1%	1%	1%	3%	1%	1%	1%	1%	0%	2%	1%	1%	1%	0%	0%	1%
Never heard of	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	2%	1%	0%	0%	1%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Donald Trump?

CYGNAL

Image: Elon Musk

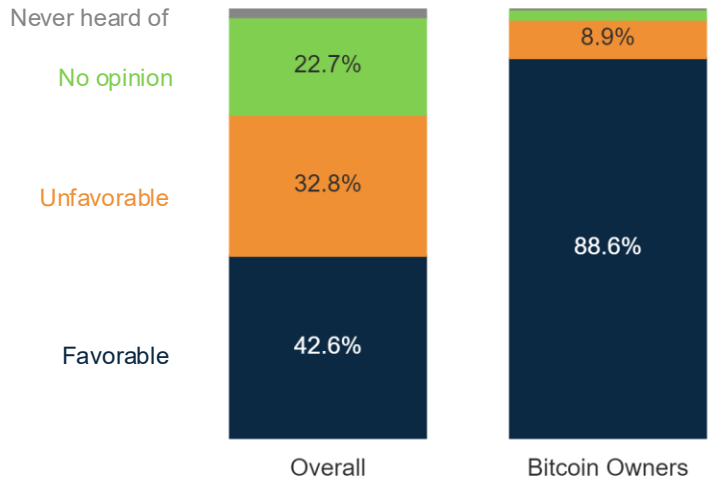


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	43%	35%	32%	56%	50%	34%	44%	44%	60%	48%	41%	25%	52%	40%	39%	76%	28%	14%	36%	57%	48%	21%	34%	41%	44%	44%	38%	36%	78%	10%	48%	42%	35%	44%
Unfavorable Total	53%	56%	61%	42%	49%	61%	50%	52%	40%	50%	49%	72%	43%	57%	54%	19%	69%	83%	59%	40%	49%	68%	62%	52%	52%	54%	52%	58%	18%	87%	42%	54%	64%	53%
Very favorable	22%	12%	18%	31%	28%	17%	18%	24%	33%	26%	18%	10%	25%	19%	24%	40%	13%	6%	17%	32%	24%	11%	18%	21%	21%	22%	27%	12%	40%	5%	26%	20%	17%	23%
Somewhat favorable	21%	23%	15%	26%	22%	17%	26%	20%	27%	21%	22%	15%	26%	21%	15%	36%	14%	7%	20%	24%	24%	11%	16%	21%	23%	22%	11%	24%	38%	6%	23%	22%	18%	21%
Somewhat unfavorable	13%	10%	13%	15%	15%	17%	11%	13%	13%	16%	10%	14%	12%	12%	16%	10%	19%	14%	14%	10%	12%	18%	14%	13%	13%	11%	21%	26%	10%	14%	10%	16%	10%	13%
Very unfavorable	40%	46%	49%	28%	34%	43%	39%	39%	28%	34%	40%	58%	31%	45%	38%	9%	49%	69%	44%	30%	36%	50%	49%	39%	38%	43%	31%	32%	7%	72%	31%	38%	54%	40%
No opinion	4%	7%	5%	1%	1%	5%	5%	3%	0%	2%	8%	3%	4%	3%	6%	5%	3%	3%	4%	3%	3%	8%	4%	5%	3%	2%	10%	4%	4%	2%	9%	3%	1%	3%
Never heard of	1%	2%	1%	0%	0%	0%	1%	1%	0%	0%	2%	0%	1%	0%	1%	1%	1%	1%	1%	0%	1%	3%	0%	2%	0%	0%	0%	1%	0%	1%	2%	1%	0%	0%

Do you have a favorable or unfavorable opinion of Elon Musk?

CYGNAL

Image: Cryptocurrency

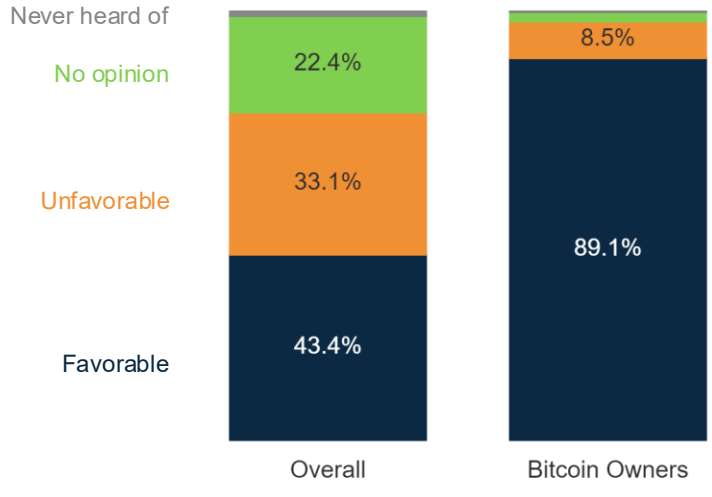


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	43%	48%	21%	69%	37%	54%	61%	35%	56%	49%	27%	44%	39%	41%	52%	50%	37%	37%	23%	87%	40%	53%	49%	34%	44%	46%	57%	47%	50%	34%	59%	47%	49%	36%
Unfavorable Total	33%	25%	45%	19%	41%	24%	21%	38%	32%	28%	35%	36%	33%	37%	23%	24%	36%	41%	44%	9%	36%	23%	23%	33%	32%	35%	24%	28%	23%	43%	22%	23%	31%	40%
Very favorable	18%	18%	7%	33%	15%	22%	28%	14%	26%	22%	12%	13%	18%	15%	24%	22%	13%	15%	6%	44%	17%	33%	12%	14%	18%	18%	35%	17%	22%	12%	28%	23%	18%	13%
Somewhat favorable	25%	29%	14%	36%	21%	32%	33%	21%	30%	27%	14%	31%	21%	25%	28%	28%	24%	22%	17%	43%	23%	20%	36%	20%	25%	29%	23%	29%	28%	21%	31%	24%	31%	23%
Somewhat unfavorable	12%	9%	14%	10%	16%	10%	9%	14%	15%	12%	11%	13%	9%	15%	10%	11%	13%	14%	16%	6%	13%	9%	13%	11%	14%	13%	8%	13%	10%	14%	9%	10%	13%	14%
Very unfavorable	20%	15%	31%	9%	24%	14%	12%	24%	17%	16%	24%	24%	24%	22%	13%	13%	23%	28%	28%	3%	23%	14%	10%	22%	18%	22%	16%	15%	13%	29%	13%	14%	19%	26%
No opinion	23%	24%	32%	12%	21%	20%	14%	26%	11%	22%	35%	19%	25%	21%	24%	24%	26%	20%	31%	4%	22%	22%	25%	30%	23%	17%	17%	24%	25%	22%	16%	27%	19%	23%
Never heard of	2%	4%	2%	0%	1%	2%	3%	1%	1%	1%	4%	1%	3%	1%	1%	2%	1%	1%	2%	0%	2%	2%	3%	3%	1%	1%	2%	2%	2%	1%	3%	2%	0%	1%

Do you have a favorable or unfavorable opinion of Cryptocurrency?

CYGNAL

Image: Bitcoin

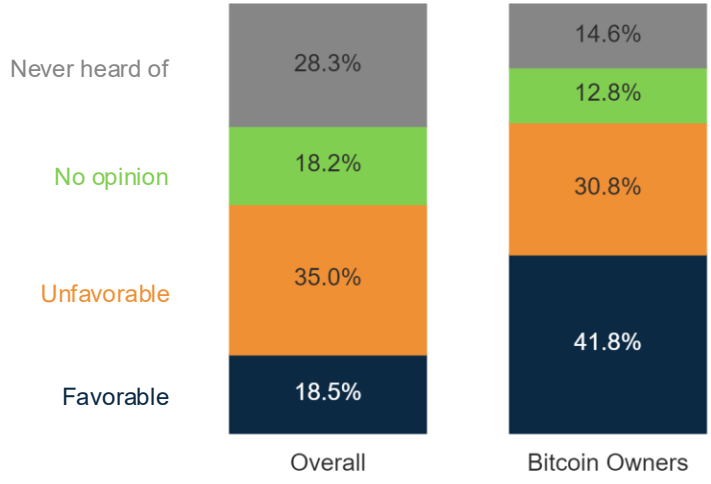


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	43%	49%	23%	68%	37%	60%	61%	35%	56%	49%	31%	42%	40%	42%	51%	52%	38%	37%	24%	87%	40%	54%	50%	37%	42%	47%	60%	50%	51%	34%	62%	49%	51%	35%
Unfavorable Total	33%	25%	45%	21%	39%	26%	21%	38%	30%	30%	34%	38%	33%	37%	25%	23%	36%	43%	44%	10%	37%	22%	25%	33%	33%	36%	22%	29%	23%	45%	22%	22%	31%	41%
Very favorable	20%	21%	6%	38%	16%	25%	32%	15%	32%	22%	13%	14%	19%	17%	25%	26%	16%	14%	7%	48%	19%	29%	16%	16%	22%	18%	37%	20%	25%	13%	33%	22%	20%	15%
Somewhat favorable	24%	28%	17%	30%	21%	36%	29%	20%	24%	27%	18%	29%	21%	24%	26%	26%	22%	23%	17%	39%	21%	25%	34%	21%	19%	29%	23%	30%	26%	21%	29%	27%	30%	20%
Somewhat unfavorable	12%	10%	12%	12%	15%	13%	10%	13%	12%	15%	9%	15%	9%	15%	11%	10%	13%	15%	15%	7%	12%	7%	18%	11%	15%	13%	6%	14%	10%	15%	10%	9%	12%	15%
Very unfavorable	21%	15%	33%	10%	24%	12%	12%	25%	18%	16%	25%	23%	23%	22%	14%	13%	24%	28%	29%	3%	24%	15%	7%	22%	19%	22%	16%	15%	13%	29%	12%	13%	20%	26%
No opinion	22%	24%	31%	10%	23%	13%	17%	25%	13%	20%	34%	19%	25%	21%	23%	24%	26%	19%	31%	3%	22%	23%	25%	28%	23%	17%	18%	21%	25%	21%	14%	29%	16%	23%
Never heard of	1%	2%	0%	0%	2%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	2%	1%	0%	0%	1%	1%	1%	2%	0%	2%	1%

Do you have a favorable or unfavorable opinion of Bitcoin?

CYGNAL

Image: Meme coins

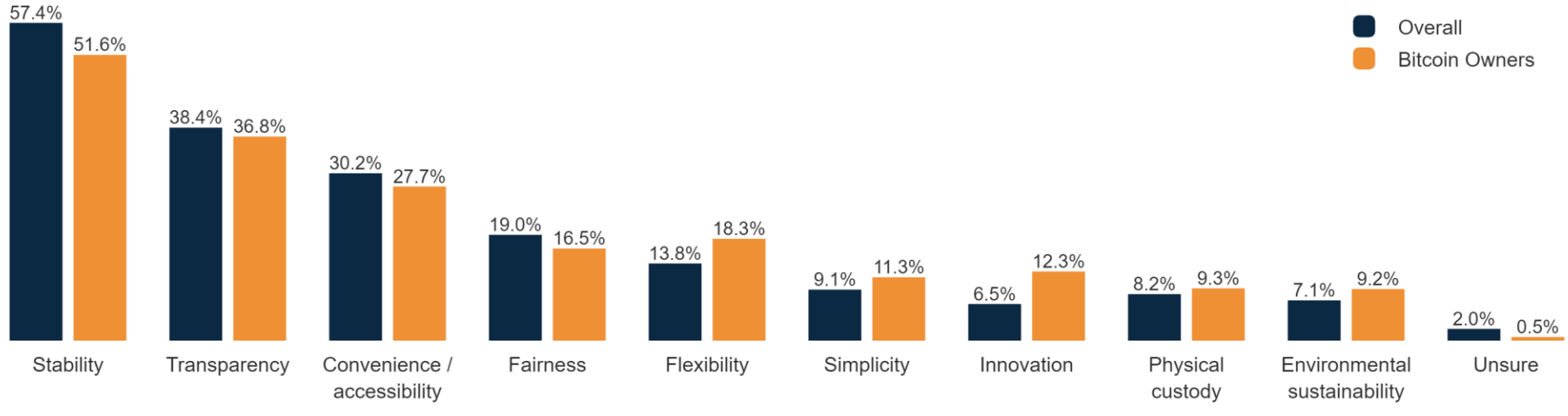


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	18%	22%	7%	32%	14%	26%	31%	13%	26%	21%	8%	22%	16%	18%	23%	22%	13%	17%	7%	44%	18%	26%	17%	15%	19%	20%	27%	20%	21%	15%	34%	22%	20%	13%
Unfavorable Total	35%	30%	34%	39%	38%	34%	35%	35%	44%	33%	27%	39%	34%	38%	30%	22%	43%	45%	38%	29%	36%	27%	36%	28%	36%	42%	27%	34%	23%	47%	30%	26%	33%	41%
Very favorable	6%	8%	1%	13%	3%	10%	10%	4%	8%	8%	4%	5%	7%	5%	7%	7%	4%	6%	1%	17%	6%	11%	5%	6%	6%	7%	5%	5%	7%	5%	15%	7%	5%	4%
Somewhat favorable	12%	14%	6%	19%	11%	16%	21%	9%	17%	13%	4%	17%	9%	13%	15%	15%	10%	11%	6%	27%	12%	15%	12%	9%	12%	13%	22%	15%	14%	10%	20%	15%	14%	9%
Somewhat unfavorable	12%	8%	6%	24%	11%	17%	14%	10%	19%	17%	4%	11%	11%	13%	12%	12%	14%	11%	10%	17%	11%	11%	18%	7%	16%	13%	11%	16%	11%	12%	14%	10%	13%	12%
Very unfavorable	23%	22%	28%	15%	26%	17%	20%	25%	25%	17%	23%	28%	23%	25%	19%	10%	29%	35%	28%	12%	25%	15%	17%	21%	20%	28%	16%	18%	11%	35%	17%	16%	20%	28%
No opinion	18%	21%	17%	16%	19%	23%	14%	19%	15%	20%	21%	16%	15%	18%	22%	19%	15%	18%	20%	14%	17%	16%	27%	19%	18%	17%	24%	21%	20%	17%	13%	21%	19%	18%
Never heard of	28%	27%	42%	13%	30%	17%	19%	33%	15%	26%	43%	23%	35%	26%	25%	36%	28%	19%	35%	13%	29%	31%	21%	38%	28%	21%	23%	25%	36%	20%	22%	31%	28%	29%

Do you have a favorable or unfavorable opinion of Meme coins?

CYGNAL

Financial System Values

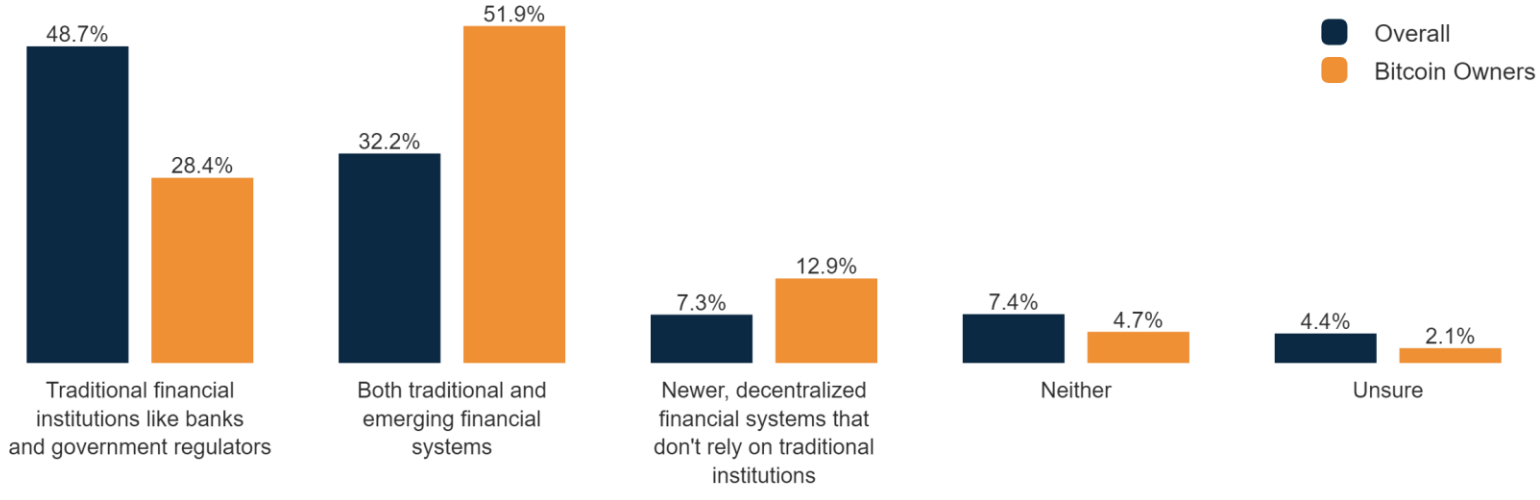


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Stability	57%	46%	66%	47%	70%	43%	47%	63%	60%	57%	58%	54%	57%	60%	52%	55%	58%	59%	62%	48%	62%	45%	45%	54%	55%	61%	63%	55%	57%	60%	36%	54%	56%	66%
Transparency	38%	32%	41%	35%	45%	23%	32%	43%	51%	30%	30%	46%	28%	43%	42%	35%	39%	42%	38%	40%	39%	31%	42%	32%	40%	41%	45%	33%	36%	41%	23%	33%	45%	44%
Convenience / accessibility	30%	31%	36%	22%	30%	25%	31%	31%	21%	31%	39%	27%	32%	29%	30%	31%	33%	29%	31%	27%	31%	26%	23%	36%	27%	28%	26%	27%	31%	31%	26%	29%	41%	29%
Fairness	19%	16%	19%	23%	18%	22%	23%	17%	14%	26%	19%	16%	24%	18%	15%	19%	21%	18%	20%	17%	18%	22%	24%	21%	22%	18%	6%	21%	18%	19%	14%	21%	14%	21%
Flexibility	14%	20%	10%	20%	5%	28%	16%	11%	13%	13%	15%	14%	13%	12%	20%	13%	10%	15%	12%	16%	12%	24%	14%	14%	13%	12%	26%	17%	13%	14%	26%	16%	10%	10%
Simplicity	9%	11%	6%	14%	5%	10%	12%	8%	11%	8%	9%	9%	8%	9%	10%	10%	10%	7%	8%	13%	8%	10%	14%	9%	10%	9%	3%	9%	11%	7%	20%	10%	10%	6%
Innovation	6%	10%	2%	7%	6%	11%	9%	5%	7%	6%	4%	9%	7%	5%	9%	9%	4%	5%	5%	10%	6%	11%	8%	5%	6%	8%	10%	8%	8%	5%	14%	7%	4%	5%
Physical custody	8%	6%	6%	11%	10%	9%	8%	8%	9%	12%	7%	5%	11%	8%	5%	10%	6%	7%	8%	8%	9%	5%	6%	8%	7%	11%	2%	9%	10%	6%	10%	5%	3%	10%
Environmental sustainability	7%	15%	3%	8%	2%	16%	12%	4%	7%	4%	9%	9%	7%	6%	9%	8%	4%	8%	5%	12%	6%	8%	16%	6%	8%	7%	8%	9%	7%	7%	13%	8%	11%	5%
Unsure	2%	3%	3%	0%	2%	1%	2%	2%	1%	1%	4%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	5%	0%	5%	1%	0%	0%	3%	2%	1%	1%	4%	2%	1%

When thinking about financial systems like currency and banks, which two values are most important to you? Select two.

CYGNAL

Financial System Trust

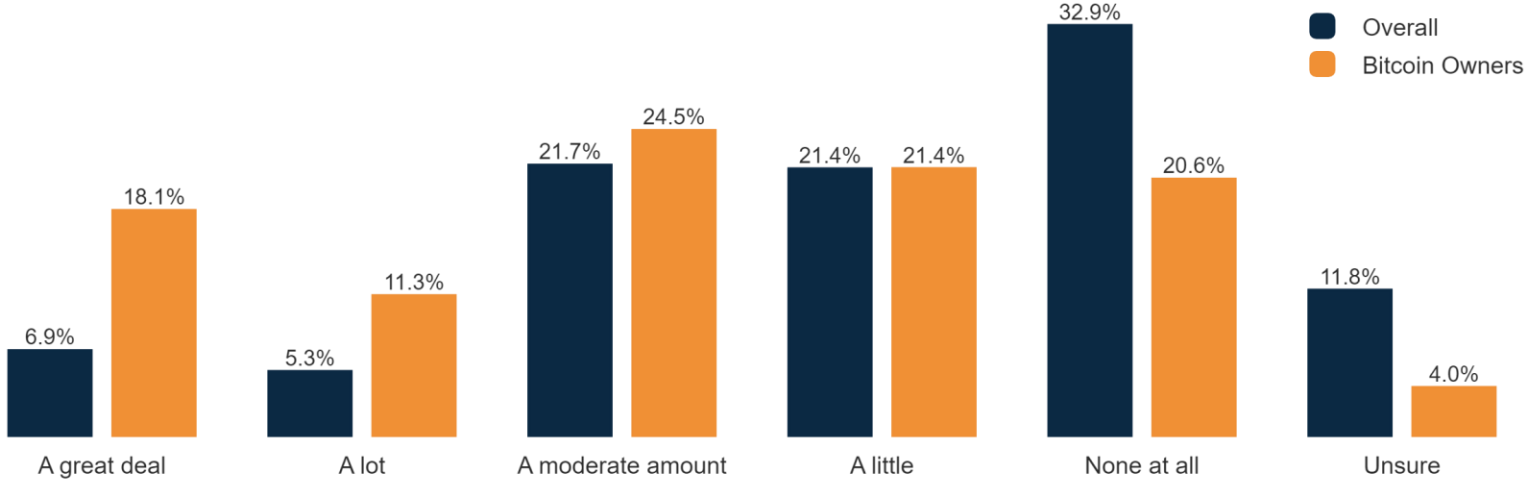


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Traditional financial institutions like banks and government regulators	49%	42%	59%	33%	60%	45%	35%	54%	46%	48%	52%	49%	50%	50%	44%	47%	44%	53%	57%	31%	52%	42%	38%	49%	47%	51%	45%	37%	45%	54%	33%	45%	50%	55%
Both traditional and emerging financial systems	32%	37%	27%	45%	21%	38%	44%	28%	32%	33%	26%	39%	29%	32%	36%	32%	30%	33%	25%	50%	30%	39%	38%	29%	31%	34%	39%	38%	33%	32%	34%	31%	37%	31%
Newer, decentralized financial systems that don't rely on traditional institutions	7%	9%	2%	13%	6%	5%	10%	7%	12%	7%	4%	7%	10%	6%	8%	9%	8%	5%	4%	14%	6%	7%	15%	4%	9%	9%	7%	12%	9%	5%	20%	8%	7%	4%
Neither	7%	8%	6%	8%	9%	8%	9%	7%	8%	9%	9%	3%	6%	8%	6%	6%	13%	6%	9%	4%	7%	8%	7%	10%	7%	5%	9%	9%	8%	6%	8%	9%	3%	8%
Unsure	4%	5%	6%	2%	4%	4%	2%	5%	3%	4%	9%	1%	5%	4%	6%	6%	5%	2%	5%	2%	5%	4%	2%	8%	5%	1%	0%	5%	6%	2%	5%	7%	4%	3%

When it comes to managing money, which of the following do you trust most?

CYGNAL

Federal Crypto Regulation Trust

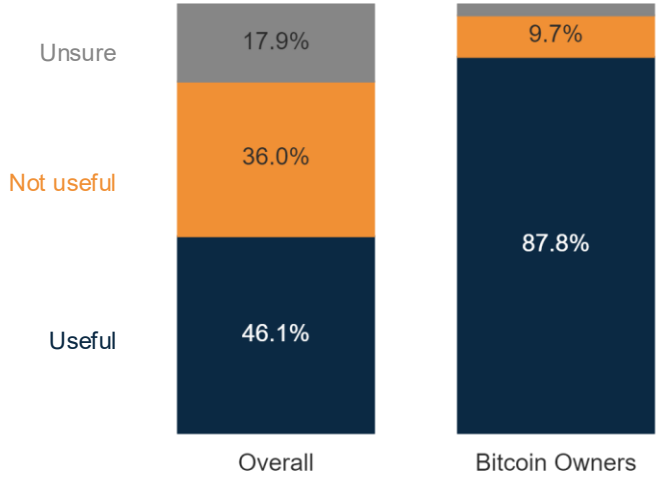


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
A great deal	7%	9%	3%	12%	4%	6%	14%	5%	10%	6%	5%	7%	7%	5%	12%	8%	3%	8%	3%	15%	6%	16%	4%	6%	5%	8%	17%	5%	9%	6%	13%	6%	6%	6%
A lot	5%	6%	3%	10%	2%	9%	7%	4%	6%	6%	3%	7%	4%	5%	7%	7%	2%	5%	3%	11%	5%	6%	7%	4%	4%	7%	5%	5%	7%	4%	11%	4%	7%	4%
A moderate amount	22%	29%	17%	22%	20%	37%	23%	19%	22%	19%	20%	26%	19%	20%	31%	24%	18%	21%	19%	28%	19%	30%	32%	22%	25%	19%	25%	29%	23%	20%	34%	23%	26%	17%
A little	21%	17%	18%	27%	24%	21%	18%	22%	25%	26%	14%	22%	20%	25%	15%	23%	23%	20%	22%	19%	22%	19%	22%	20%	21%	22%	27%	23%	24%	19%	13%	20%	23%	24%
None at all	33%	29%	40%	24%	37%	23%	27%	36%	28%	33%	40%	27%	36%	35%	25%	25%	41%	37%	37%	23%	36%	19%	24%	33%	33%	34%	25%	31%	24%	40%	23%	33%	26%	36%
Unsure	12%	10%	19%	5%	12%	4%	10%	14%	8%	9%	18%	11%	15%	11%	10%	13%	14%	9%	15%	3%	12%	9%	11%	15%	13%	10%	1%	8%	13%	11%	6%	13%	11%	13%

How much do you trust the federal government to regulate assets like Bitcoin fairly?

CYGNAL

Bitcoin Usefulness

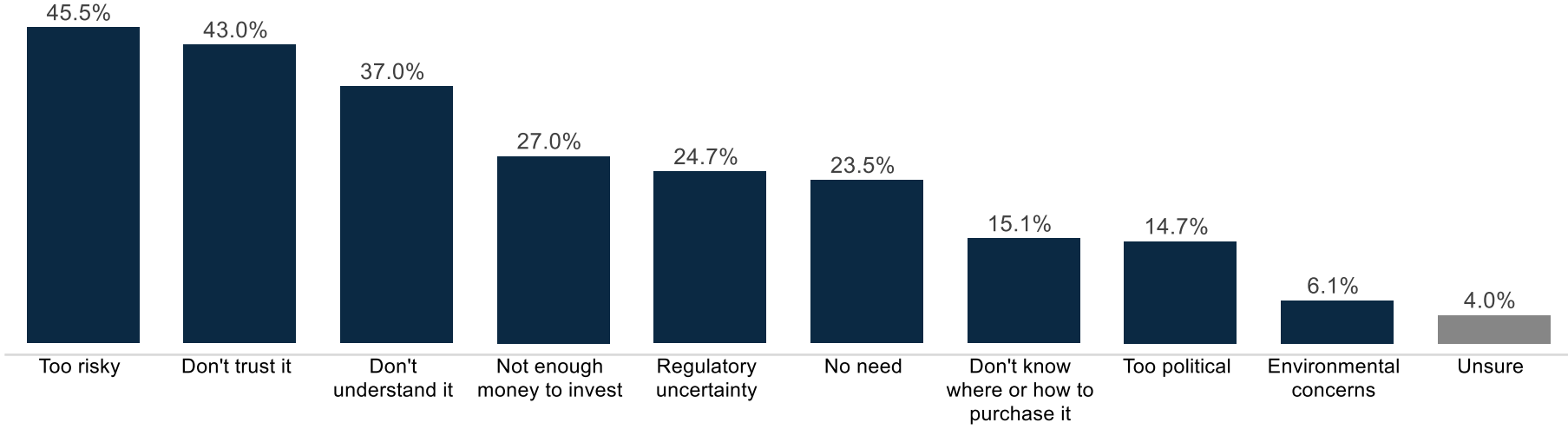


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Useful Total	46%	54%	23%	74%	37%	67%	64%	38%	59%	53%	35%	41%	44%	43%	57%	54%	40%	40%	28%	87%	41%	63%	56%	42%	47%	47%	58%	53%	55%	37%	64%	50%	53%	38%
Not useful Total	36%	30%	49%	18%	45%	25%	25%	41%	34%	30%	39%	42%	38%	40%	24%	27%	38%	45%	47%	12%	40%	22%	29%	34%	34%	40%	33%	28%	26%	47%	26%	27%	31%	44%
Very useful	16%	20%	5%	29%	11%	20%	28%	12%	23%	17%	11%	14%	14%	14%	23%	21%	10%	14%	6%	40%	15%	30%	12%	12%	18%	15%	33%	12%	21%	11%	31%	17%	16%	12%
Somewhat useful	30%	34%	17%	45%	26%	47%	35%	26%	35%	36%	24%	28%	29%	29%	34%	33%	30%	26%	23%	47%	27%	33%	43%	30%	30%	32%	26%	41%	34%	26%	33%	34%	37%	27%
Not very useful	13%	10%	16%	11%	17%	11%	11%	15%	15%	12%	11%	16%	13%	15%	9%	11%	13%	16%	16%	8%	14%	10%	13%	11%	15%	14%	14%	13%	11%	16%	10%	9%	17%	15%
Not at all useful	23%	20%	33%	8%	28%	14%	14%	26%	19%	17%	27%	26%	25%	25%	14%	16%	25%	28%	31%	4%	26%	11%	16%	23%	20%	26%	18%	15%	16%	31%	16%	17%	14%	29%
Unsure	18%	16%	28%	7%	18%	8%	11%	22%	8%	17%	26%	17%	18%	17%	20%	19%	22%	15%	25%	2%	19%	15%	16%	24%	18%	13%	9%	19%	19%	16%	10%	23%	16%	18%

Do you think Bitcoin is useful as a currency or strategic investment asset today?

CYGNAL

Bitcoin Barriers

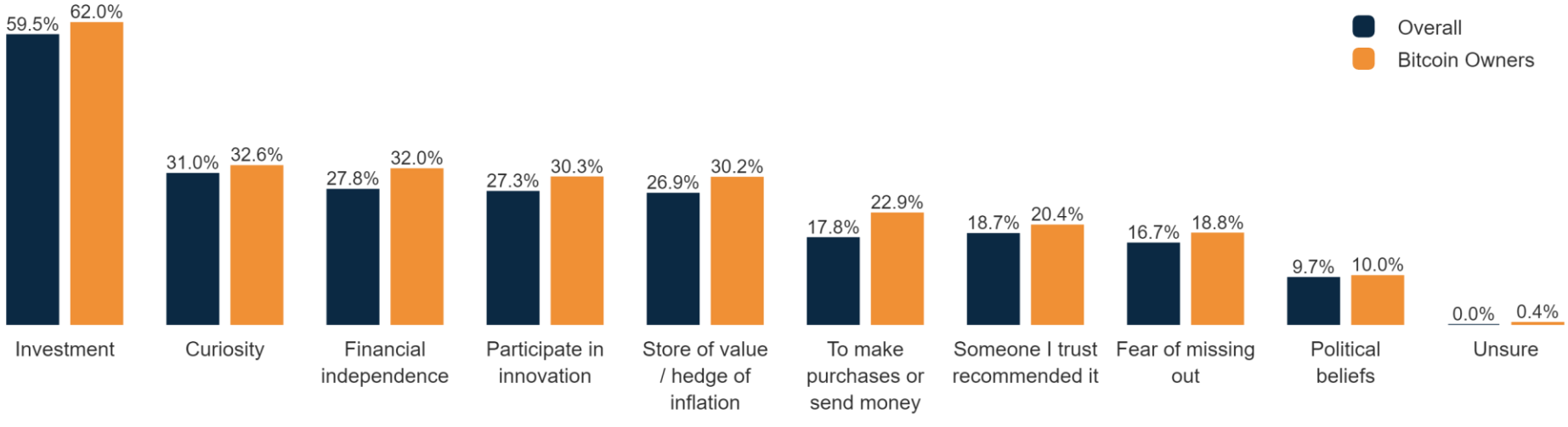


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Too risky	46%	44%	48%	37%	49%	40%	43%	47%	54%	37%	39%	58%	39%	51%	39%	38%	51%	51%	46%	49%	35%	39%	38%	43%	54%	53%	41%	38%	55%	22%	41%	53%	52%
Don't trust it	43%	33%	54%	27%	48%	27%	32%	47%	51%	30%	43%	50%	42%	46%	37%	31%	50%	52%	43%	47%	32%	31%	39%	44%	48%	35%	33%	34%	53%	26%	33%	46%	50%
Don't understand it	37%	30%	49%	25%	36%	32%	25%	40%	23%	38%	44%	36%	37%	40%	29%	38%	38%	36%	37%	39%	41%	25%	40%	40%	33%	34%	38%	38%	35%	21%	39%	49%	38%
Not enough money to invest	27%	33%	25%	35%	19%	39%	25%	26%	19%	30%	31%	24%	31%	24%	29%	31%	22%	26%	27%	25%	30%	34%	35%	25%	22%	7%	31%	31%	22%	30%	32%	37%	23%
Regulatory uncertainty	25%	20%	25%	26%	28%	15%	24%	26%	32%	23%	15%	35%	18%	26%	29%	17%	24%	33%	25%	26%	20%	20%	19%	28%	29%	25%	18%	18%	32%	12%	14%	21%	33%
No need	24%	17%	22%	22%	33%	24%	17%	25%	29%	28%	18%	23%	22%	25%	22%	19%	29%	26%	24%	26%	15%	21%	21%	24%	25%	29%	22%	22%	26%	16%	23%	19%	27%
Don't know where or how to purchase it	15%	15%	19%	16%	9%	17%	12%	16%	7%	16%	20%	13%	16%	16%	11%	16%	17%	14%	15%	15%	22%	13%	18%	15%	12%	20%	19%	17%	13%	14%	18%	19%	13%
Too political	15%	14%	20%	8%	12%	20%	9%	15%	14%	8%	15%	21%	11%	17%	12%	9%	16%	20%	15%	15%	16%	10%	15%	14%	17%	7%	10%	7%	21%	12%	11%	15%	17%
Environmental concerns	6%	4%	6%	11%	6%	8%	9%	5%	11%	5%	4%	6%	2%	8%	7%	4%	6%	8%	6%	6%	7%	3%	6%	4%	7%	11%	6%	4%	8%	6%	2%	10%	7%
Unsure	4%	4%	4%	4%	4%	2%	6%	4%	3%	5%	6%	1%	5%	3%	6%	6%	2%	2%	4%	4%	8%	2%	4%	6%	1%	9%	3%	6%	2%	5%	5%	5%	2%

What are the main reasons you don't own Bitcoin? Select all that apply.

CYGNAL

Bitcoin Investment Reason

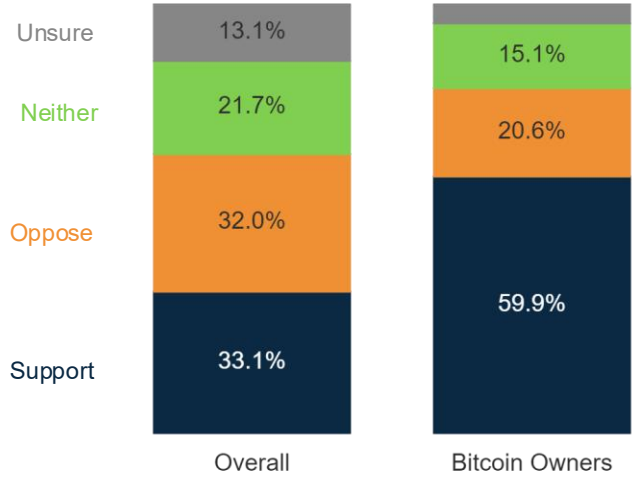


	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Investment	55%	56%	60%	78%	57%	60%	64%	67%	64%	52%	57%	63%	62%	59%	66%	63%	53%	61%	63%	57%	55%	62%	60%	60%	69%	57%	68%	53%	39%	66%	61%	68%
Curiosity	34%	44%	28%	32%	24%	32%	35%	28%	31%	37%	36%	28%	36%	30%	30%	40%	31%	32%	33%	41%	21%	34%	31%	33%	27%	35%	31%	34%	24%	30%	29%	37%
Financial independence	31%	18%	37%	27%	37%	34%	27%	35%	31%	25%	29%	21%	34%	34%	31%	35%	28%	31%	30%	41%	27%	28%	33%	30%	31%	29%	32%	28%	22%	34%	30%	33%
Participate in innovation	30%	29%	27%	34%	34%	25%	31%	34%	22%	26%	33%	20%	30%	35%	27%	30%	33%	29%	28%	39%	28%	27%	26%	31%	40%	24%	28%	33%	28%	21%	43%	30%
Store of value / hedge of inflation	24%	25%	34%	32%	30%	27%	31%	35%	30%	22%	26%	29%	29%	29%	32%	34%	23%	29%	31%	30%	22%	20%	32%	29%	43%	26%	34%	23%	28%	30%	19%	32%
To make purchases or send money	24%	10%	29%	8%	31%	26%	16%	21%	24%	22%	19%	13%	21%	28%	21%	26%	19%	22%	20%	32%	22%	21%	22%	20%	23%	23%	22%	21%	28%	22%	20%	20%
Someone I trust recommended it	25%	20%	20%	11%	26%	25%	15%	19%	15%	24%	23%	11%	23%	22%	18%	18%	23%	20%	17%	31%	26%	20%	17%	21%	24%	22%	19%	22%	18%	22%	24%	19%
Fear of missing out	17%	12%	21%	19%	21%	20%	16%	20%	20%	14%	17%	13%	18%	22%	18%	15%	20%	18%	17%	21%	25%	19%	17%	17%	23%	17%	20%	18%	12%	17%	18%	21%
Political beliefs	8%	2%	17%	2%	14%	14%	6%	13%	11%	5%	8%	6%	6%	19%	13%	3%	10%	10%	8%	14%	15%	8%	9%	12%	8%	9%	11%	8%	18%	4%	11%	9%
Unsure	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	2%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%

What were your primary reasons for purchasing Bitcoin? Select all that apply.

CYGNAL

Strategic Bitcoin Reserve

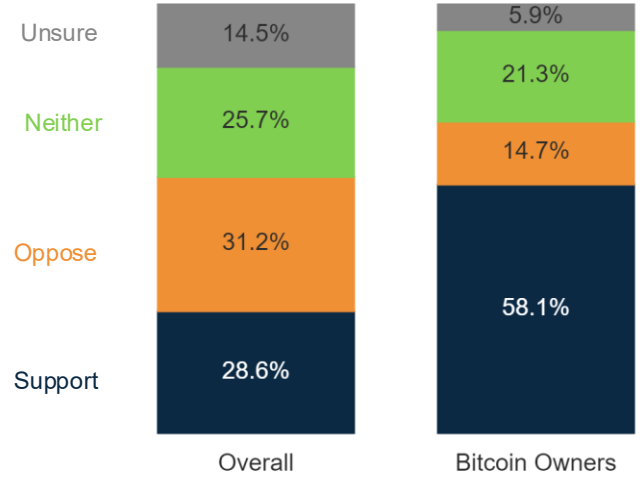


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	33%	36%	20%	42%	37%	31%	41%	31%	43%	36%	24%	32%	31%	32%	38%	43%	25%	26%	23%	56%	32%	42%	33%	31%	34%	33%	42%	32%	42%	25%	45%	28%	41%	31%
Oppose Total	32%	29%	37%	28%	34%	38%	27%	33%	34%	28%	33%	33%	33%	33%	28%	24%	32%	40%	36%	22%	32%	30%	32%	32%	32%	33%	29%	27%	25%	40%	30%	35%	29%	32%
Strongly support	11%	15%	5%	13%	13%	11%	14%	10%	15%	11%	8%	12%	16%	9%	11%	15%	8%	8%	5%	26%	11%	20%	8%	10%	10%	11%	19%	10%	16%	8%	19%	11%	12%	9%
Somewhat support	22%	21%	15%	29%	24%	20%	26%	21%	28%	25%	16%	21%	15%	23%	28%	28%	17%	18%	18%	30%	22%	22%	25%	20%	24%	22%	23%	21%	26%	17%	26%	17%	30%	22%
Neither support nor oppose	22%	23%	22%	23%	18%	28%	21%	21%	18%	23%	21%	24%	21%	23%	20%	20%	25%	23%	24%	15%	21%	20%	27%	20%	24%	21%	25%	29%	20%	24%	20%	24%	19%	22%
Somewhat oppose	13%	11%	15%	16%	11%	22%	8%	13%	14%	13%	14%	12%	13%	12%	15%	11%	14%	14%	13%	12%	11%	17%	15%	18%	11%	12%	3%	16%	13%	12%	16%	17%	16%	10%
Strongly oppose	19%	19%	22%	12%	23%	16%	18%	20%	20%	15%	20%	22%	20%	21%	13%	13%	18%	26%	23%	11%	20%	13%	17%	14%	21%	21%	26%	11%	12%	27%	13%	18%	13%	23%
Unsure	13%	11%	21%	7%	11%	3%	12%	15%	5%	13%	21%	10%	15%	12%	13%	13%	18%	11%	16%	6%	15%	8%	8%	17%	11%	13%	4%	12%	14%	12%	5%	14%	10%	14%

Some policymakers have proposed creating a Strategic Bitcoin Reserve, similar to the U.S. gold reserve, where the government would hold Bitcoin as part of its financial assets. The goal is to treat Bitcoin as a long-term store of value and hedge against inflation. This proposal would not increase the national debt. Knowing this, do you support or oppose the creation of a Strategic Bitcoin Reserve?

CYGNAL

Stablecoin Conversion

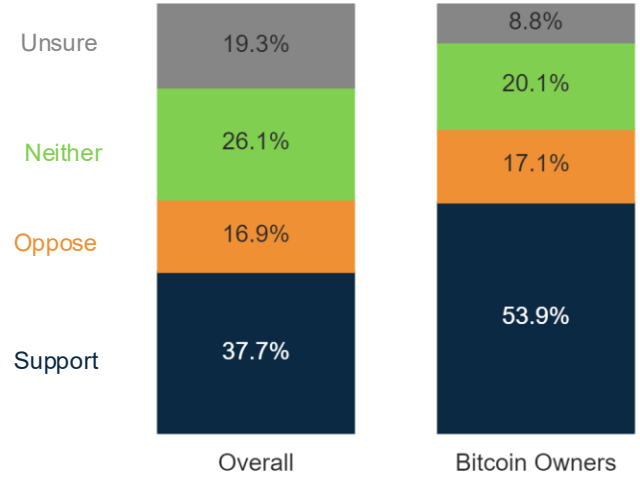


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	29%	28%	16%	45%	29%	35%	35%	26%	46%	28%	19%	25%	29%	28%	31%	36%	21%	24%	17%	55%	28%	36%	29%	25%	26%	31%	43%	28%	36%	22%	36%	30%	28%	26%
Oppose Total	31%	29%	38%	18%	38%	24%	21%	35%	27%	30%	34%	33%	31%	34%	25%	23%	32%	40%	38%	16%	32%	28%	30%	31%	32%	32%	23%	30%	25%	38%	28%	23%	35%	35%
Strongly support	9%	12%	4%	13%	8%	7%	17%	7%	13%	9%	6%	10%	13%	7%	11%	12%	7%	7%	3%	23%	8%	17%	10%	7%	9%	10%	16%	9%	12%	7%	22%	8%	5%	7%
Somewhat support	19%	16%	12%	32%	21%	29%	18%	18%	33%	20%	13%	15%	16%	21%	21%	23%	14%	18%	14%	32%	19%	20%	19%	18%	17%	22%	27%	20%	24%	16%	14%	23%	23%	19%
Neither support nor oppose	26%	30%	24%	30%	19%	36%	30%	23%	19%	29%	27%	26%	25%	25%	29%	26%	28%	24%	27%	23%	24%	28%	31%	27%	28%	22%	31%	29%	25%	25%	32%	34%	27%	20%
Somewhat oppose	15%	17%	14%	11%	19%	11%	14%	16%	12%	17%	14%	17%	16%	16%	11%	12%	16%	18%	17%	10%	14%	14%	20%	13%	18%	15%	9%	18%	14%	16%	15%	12%	22%	15%
Strongly oppose	16%	13%	24%	8%	20%	13%	7%	19%	15%	13%	19%	17%	15%	18%	14%	10%	16%	22%	21%	6%	18%	14%	10%	17%	14%	17%	15%	12%	11%	22%	13%	10%	13%	20%
Unsure	14%	13%	23%	7%	14%	5%	14%	16%	8%	13%	20%	15%	16%	14%	15%	15%	19%	11%	18%	6%	16%	8%	10%	17%	14%	15%	2%	13%	15%	15%	4%	13%	10%	19%

Stablecoins are a type of cryptocurrency designed to maintain a stable value, often tied to the U.S. dollar through the purchase of US Treasuries to back it up. Some people say stablecoins offer a faster, more efficient way to move money and could improve the financial system. Others say they are untested and could pose risks to consumers and the economy. Now knowing this, do you support or oppose proposals to allow use of stablecoins in the U.S. financial system?

CYGNAL

Blockchain Regulatory Certainty Act

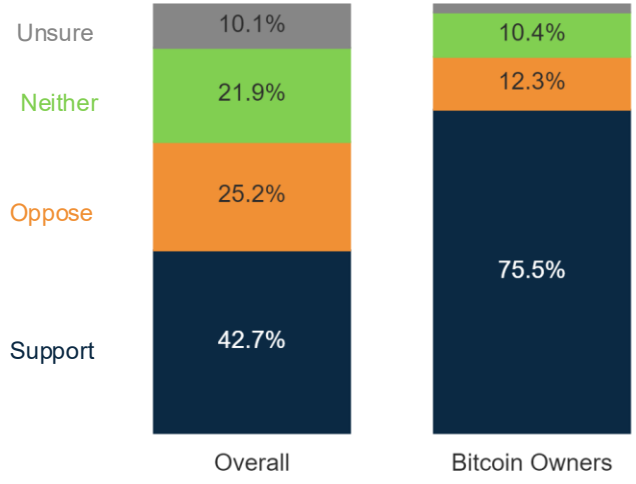


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	38%	38%	29%	46%	40%	35%	44%	36%	53%	34%	27%	41%	33%	37%	45%	40%	39%	36%	32%	51%	38%	39%	37%	29%	36%	45%	42%	33%	40%	37%	44%	31%	46%	38%
Oppose Total	17%	15%	19%	18%	14%	24%	17%	16%	16%	16%	17%	18%	18%	16%	16%	13%	12%	23%	17%	18%	15%	22%	24%	16%	19%	16%	22%	16%	13%	20%	19%	17%	17%	16%
Strongly support	15%	14%	8%	22%	16%	13%	21%	13%	22%	16%	9%	13%	14%	13%	18%	16%	12%	14%	10%	24%	13%	20%	18%	10%	14%	18%	16%	8%	16%	13%	27%	9%	14%	14%
Somewhat support	23%	24%	21%	24%	24%	22%	23%	23%	30%	19%	18%	28%	19%	24%	26%	24%	27%	21%	22%	27%	24%	19%	19%	19%	22%	27%	27%	25%	24%	24%	17%	22%	32%	24%
Neither support nor oppose	26%	30%	21%	26%	27%	31%	25%	25%	19%	33%	25%	26%	27%	27%	22%	28%	23%	25%	27%	24%	26%	28%	26%	30%	28%	21%	27%	30%	28%	23%	28%	36%	20%	23%
Somewhat oppose	10%	8%	10%	13%	7%	14%	12%	8%	9%	10%	9%	10%	8%	10%	11%	8%	6%	13%	9%	11%	7%	14%	19%	9%	12%	8%	14%	10%	8%	10%	11%	9%	15%	8%
Strongly oppose	7%	7%	9%	6%	8%	9%	4%	8%	7%	6%	9%	7%	11%	6%	5%	5%	7%	10%	8%	6%	8%	8%	5%	7%	8%	8%	7%	6%	5%	10%	9%	8%	3%	8%
Unsure	19%	16%	31%	9%	19%	10%	13%	23%	12%	16%	30%	15%	21%	19%	17%	19%	26%	16%	25%	7%	22%	11%	14%	25%	17%	18%	9%	20%	19%	19%	8%	16%	17%	23%

There's a proposed law called the Blockchain Regulatory Certainty Act. It says people who build blockchain tools, like apps or websites, should only be treated like banks if they handle other people's money. Do you support or oppose this proposal?

CYGNAL

Right to Transact

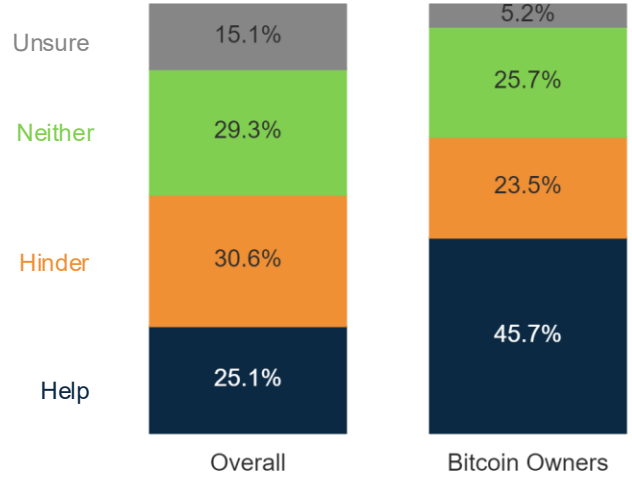


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	43%	41%	29%	66%	39%	48%	56%	38%	50%	54%	31%	39%	40%	42%	47%	49%	42%	37%	28%	76%	42%	47%	43%	39%	41%	46%	46%	45%	49%	34%	47%	47%	48%	39%
Oppose Total	25%	25%	31%	13%	30%	25%	16%	28%	25%	19%	28%	29%	25%	27%	22%	17%	25%	34%	31%	12%	26%	24%	21%	24%	28%	25%	18%	21%	18%	34%	23%	20%	24%	29%
Strongly support	19%	20%	10%	33%	16%	13%	32%	16%	27%	22%	14%	15%	19%	19%	21%	23%	18%	15%	9%	42%	19%	25%	17%	16%	20%	20%	26%	16%	24%	14%	21%	19%	20%	19%
Somewhat support	23%	21%	19%	33%	23%	35%	24%	22%	23%	32%	17%	24%	21%	24%	26%	25%	24%	21%	19%	34%	23%	22%	26%	23%	20%	26%	19%	28%	25%	20%	26%	29%	28%	20%
Neither support nor oppose	22%	26%	22%	18%	21%	25%	23%	21%	21%	19%	26%	21%	22%	22%	22%	22%	24%	21%	27%	11%	20%	22%	33%	21%	22%	21%	32%	27%	21%	24%	24%	24%	23%	21%
Somewhat oppose	10%	13%	9%	7%	11%	13%	7%	10%	9%	8%	11%	10%	10%	11%	8%	7%	8%	14%	12%	6%	10%	8%	12%	11%	14%	7%	4%	11%	7%	13%	12%	9%	12%	10%
Strongly oppose	15%	12%	22%	7%	20%	12%	9%	18%	16%	11%	16%	19%	16%	16%	13%	11%	17%	20%	20%	6%	17%	16%	9%	13%	14%	18%	14%	10%	11%	21%	11%	12%	12%	19%
Unsure	10%	9%	18%	3%	9%	2%	5%	13%	4%	8%	16%	10%	13%	9%	9%	12%	9%	8%	14%	1%	12%	8%	3%	15%	9%	8%	4%	7%	12%	8%	6%	9%	6%	12%

Do you support or oppose allowing individuals to use Bitcoin and other cryptocurrencies to save, spend, and send money for lawful purposes without government interference?

CYGNAL

Energy Grid Impact

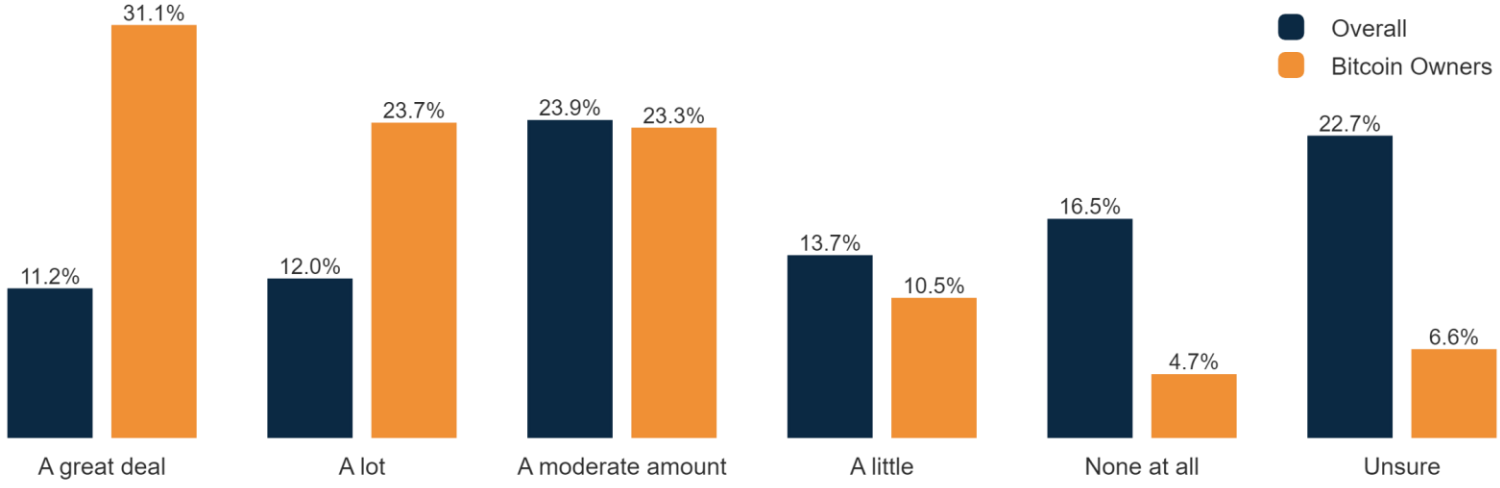


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Help Total	25%	27%	15%	43%	18%	40%	33%	20%	33%	28%	20%	22%	25%	22%	33%	30%	16%	24%	17%	44%	24%	34%	23%	25%	25%	23%	42%	28%	32%	20%	38%	32%	23%	20%
Hinder Total	31%	27%	34%	23%	38%	25%	25%	33%	33%	28%	25%	38%	24%	35%	27%	20%	34%	41%	34%	24%	32%	26%	30%	25%	31%	37%	24%	23%	22%	42%	24%	20%	32%	37%
Definitely help	8%	8%	4%	15%	4%	8%	13%	6%	11%	8%	5%	8%	9%	6%	11%	10%	3%	8%	2%	20%	7%	16%	5%	5%	10%	6%	20%	3%	10%	6%	14%	9%	4%	6%
Probably help	17%	18%	11%	28%	14%	32%	20%	14%	21%	20%	14%	14%	16%	16%	21%	20%	14%	17%	15%	24%	17%	18%	19%	19%	15%	17%	23%	25%	22%	14%	24%	23%	18%	13%
Neither help nor hinder	29%	34%	25%	27%	31%	31%	31%	28%	27%	31%	30%	29%	35%	27%	28%	32%	28%	27%	31%	25%	28%	26%	41%	28%	31%	29%	28%	34%	30%	28%	31%	31%	30%	29%
Probably hinder	17%	16%	18%	13%	21%	17%	12%	18%	21%	14%	12%	23%	11%	19%	18%	12%	17%	22%	16%	19%	17%	12%	22%	10%	20%	21%	17%	14%	14%	21%	12%	12%	20%	20%
Definitely hinder	14%	11%	17%	9%	17%	8%	13%	15%	11%	15%	14%	14%	13%	16%	9%	8%	17%	18%	18%	5%	15%	14%	8%	15%	11%	16%	7%	10%	8%	20%	12%	8%	12%	17%
Unsure	15%	12%	26%	7%	13%	3%	11%	18%	8%	12%	25%	11%	16%	16%	13%	18%	21%	8%	19%	7%	17%	14%	6%	22%	12%	12%	5%	15%	17%	11%	8%	18%	15%	15%

Some say Bitcoin and other cryptocurrencies are a burden on energy usage. Others say that advancements in cryptocurrency technology can help encourage the use of renewable energy and improve energy efficiency. Do you think Bitcoin and other cryptocurrencies help or hinder the U.S. energy grid?

CYGNAL

Underserved Country Access

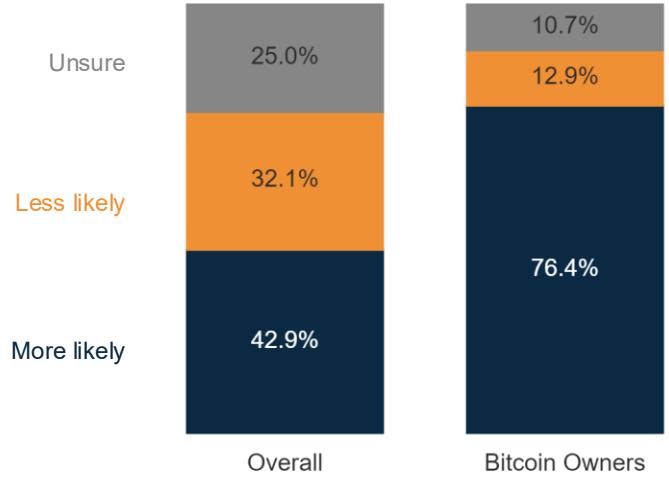


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
A great deal	11%	12%	7%	19%	9%	8%	18%	10%	15%	12%	8%	11%	11%	9%	16%	14%	9%	9%	4%	28%	10%	23%	7%	11%	12%	9%	22%	6%	14%	9%	20%	11%	7%	10%
A lot	12%	14%	6%	18%	10%	25%	15%	9%	19%	10%	9%	11%	10%	12%	13%	13%	11%	12%	6%	25%	11%	12%	15%	7%	14%	14%	15%	16%	12%	11%	14%	13%	22%	9%
A moderate amount	24%	34%	15%	28%	19%	36%	32%	20%	22%	25%	24%	25%	21%	25%	25%	25%	25%	22%	23%	25%	21%	34%	31%	30%	24%	19%	23%	33%	25%	21%	34%	27%	27%	19%
A little	14%	13%	11%	18%	14%	19%	13%	13%	14%	17%	10%	14%	16%	13%	14%	14%	13%	14%	15%	10%	13%	5%	24%	10%	15%	16%	10%	18%	14%	14%	14%	18%	10%	13%
None at all	16%	11%	23%	7%	24%	7%	8%	20%	14%	16%	17%	18%	16%	17%	14%	12%	15%	22%	22%	5%	19%	9%	8%	16%	13%	20%	17%	11%	12%	22%	10%	11%	16%	21%
Unsure	23%	15%	38%	10%	25%	5%	14%	28%	15%	20%	32%	21%	26%	23%	18%	23%	26%	20%	30%	8%	25%	17%	15%	25%	22%	23%	13%	16%	22%	24%	7%	20%	17%	29%

How much do you think access to Bitcoin could help people living in countries with unstable or hostile governments or limited banking access have more financial freedom?

CYGNAL

Bitcoin Lawmaker Impact

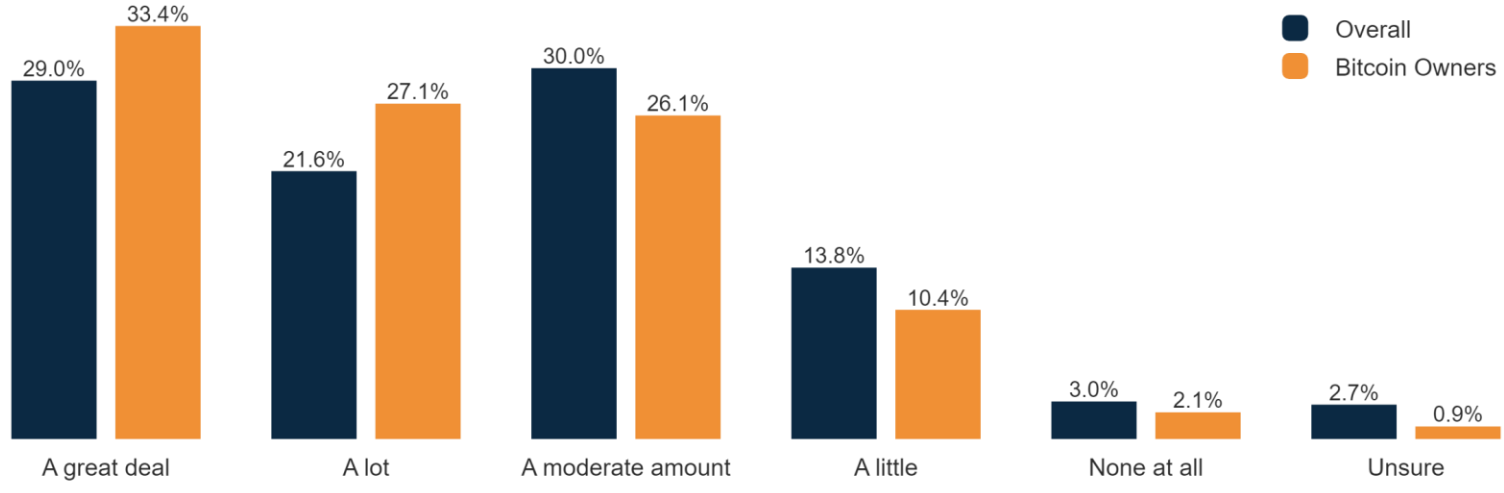


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
More likely Total	43%	46%	28%	60%	40%	54%	52%	38%	54%	45%	35%	40%	39%	41%	52%	51%	36%	38%	30%	73%	40%	59%	45%	41%	43%	43%	55%	44%	51%	33%	57%	48%	44%	37%
Less likely Total	32%	28%	42%	22%	35%	35%	26%	33%	28%	29%	33%	38%	33%	34%	28%	24%	30%	42%	38%	17%	33%	26%	32%	30%	34%	34%	25%	31%	23%	43%	31%	26%	37%	34%
Much more likely	14%	14%	7%	25%	12%	14%	21%	12%	23%	15%	9%	13%	14%	11%	23%	18%	9%	12%	5%	34%	12%	28%	13%	11%	15%	13%	31%	11%	18%	10%	24%	13%	12%	12%
Somewhat more likely	29%	32%	22%	34%	28%	39%	31%	26%	32%	31%	27%	27%	25%	31%	29%	32%	27%	26%	25%	39%	28%	32%	31%	29%	29%	29%	24%	33%	33%	23%	33%	34%	32%	25%
Somewhat less likely	15%	17%	16%	15%	12%	23%	17%	13%	11%	15%	13%	21%	15%	15%	14%	13%	11%	19%	16%	13%	14%	13%	21%	14%	18%	14%	15%	20%	12%	19%	14%	17%	23%	13%
Much less likely	17%	11%	25%	8%	23%	13%	9%	20%	17%	14%	20%	16%	17%	18%	14%	11%	18%	23%	23%	4%	19%	13%	11%	17%	16%	20%	11%	11%	11%	25%	17%	9%	14%	21%
Unsure	25%	26%	30%	18%	26%	11%	22%	28%	18%	25%	31%	23%	28%	25%	20%	25%	34%	20%	32%	10%	26%	15%	23%	29%	23%	23%	20%	25%	27%	24%	12%	26%	19%	29%

Would you be more likely or less likely to support a lawmaker who advances policies that make it easier for people to own and use Bitcoin?

CYGNAL

News Attention

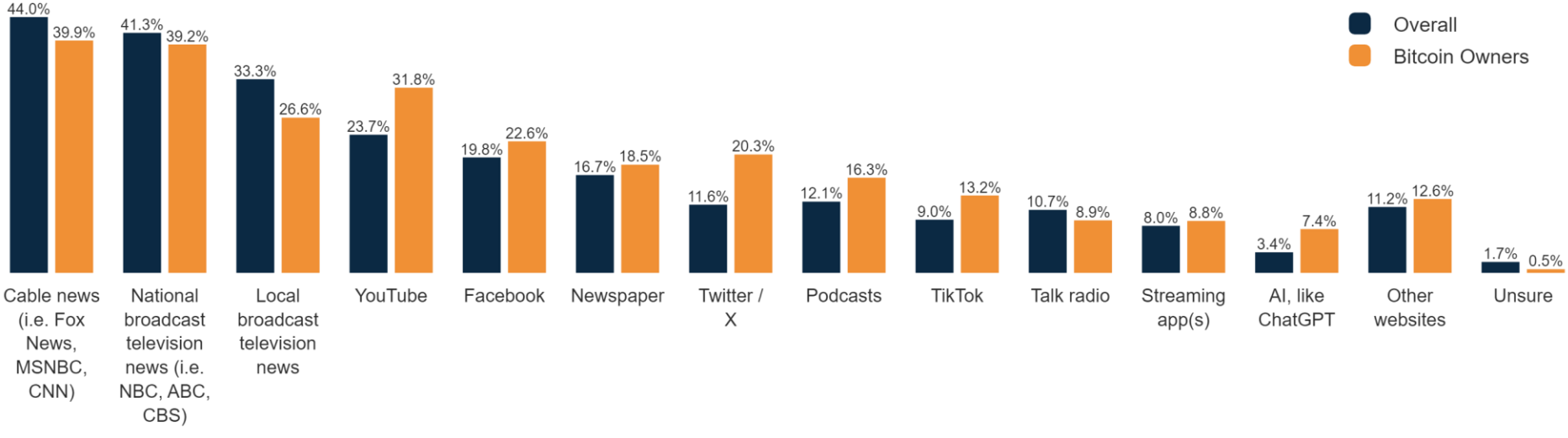


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
A great deal	29%	23%	29%	23%	41%	14%	24%	33%	36%	28%	25%	28%	29%	29%	28%	30%	23%	31%	28%	32%	32%	25%	13%	25%	28%	33%	36%	15%	31%	29%	20%	24%	22%	35%
A lot	22%	16%	27%	24%	19%	18%	20%	23%	24%	19%	20%	25%	18%	23%	22%	22%	17%	24%	22%	21%	23%	22%	11%	20%	23%	24%	6%	18%	20%	23%	13%	17%	23%	26%
A moderate amount	30%	39%	25%	33%	23%	48%	31%	27%	26%	29%	30%	35%	29%	30%	32%	29%	35%	30%	29%	31%	26%	30%	52%	28%	33%	28%	40%	41%	30%	30%	35%	32%	37%	26%
A little	14%	14%	13%	16%	12%	14%	17%	13%	11%	17%	17%	9%	17%	13%	12%	14%	16%	13%	15%	12%	12%	15%	19%	18%	12%	12%	12%	20%	13%	12%	24%	19%	17%	8%
None at all	3%	5%	2%	2%	3%	4%	4%	2%	2%	3%	4%	2%	2%	3%	3%	2%	6%	2%	3%	3%	3%	5%	3%	4%	1%	3%	3%	3%	2%	3%	7%	4%	1%	2%
Unsure	3%	4%	3%	2%	2%	2%	4%	3%	1%	3%	5%	1%	5%	1%	3%	3%	4%	1%	4%	1%	3%	3%	1%	4%	2%	2%	2%	3%	3%	2%	2%	4%	0%	2%

How much attention do you pay to news about politics on TV, radio, newspapers, or the Internet?

CYGNAL

News Source

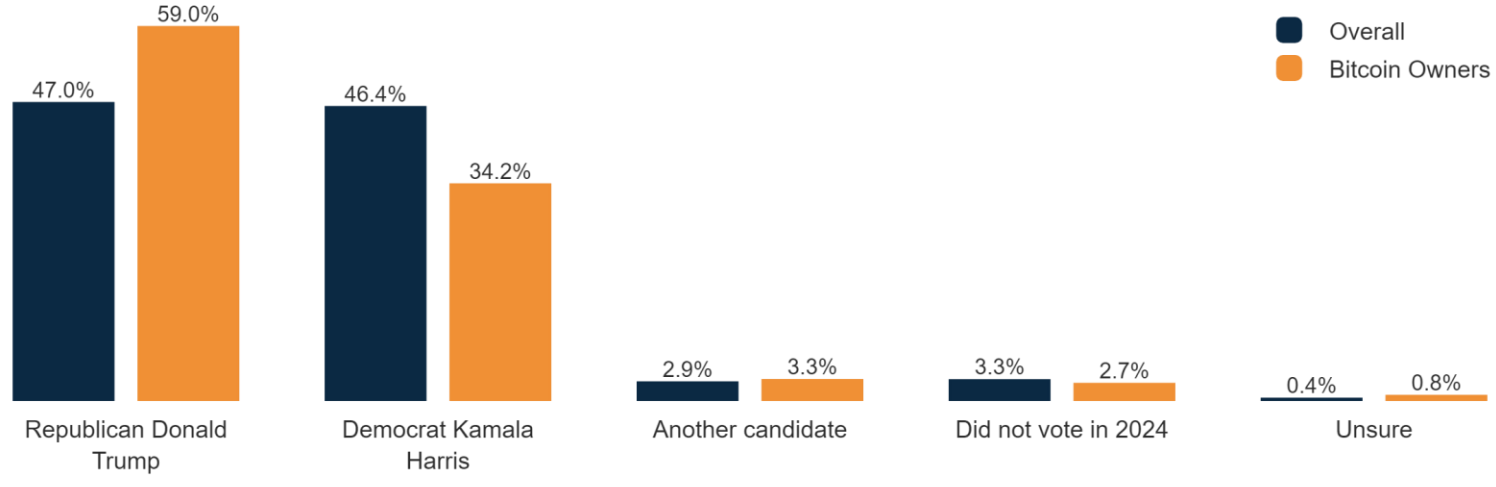


	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
National broadcast television news (i.e. NBC, ABC, CBS)	41%	42%	46%	29%	47%	25%	40%	44%	39%	37%	43%	46%	37%	43%	42%	31%	41%	52%	41%	42%	41%	50%	35%	35%	41%	48%	39%	39%	31%	54%	28%	40%	48%	44%
Local broadcast television news	33%	26%	42%	24%	39%	19%	27%	37%	30%	33%	37%	32%	32%	33%	36%	29%	35%	37%	35%	30%	35%	35%	28%	33%	36%	35%	18%	32%	28%	39%	12%	33%	41%	38%
Cable news (i.e. Fox News, MSNBC, CNN)	44%	34%	54%	34%	52%	27%	36%	49%	46%	41%	42%	48%	45%	46%	37%	47%	32%	46%	46%	41%	47%	36%	35%	39%	40%	48%	59%	33%	46%	44%	19%	34%	48%	54%
Streaming app(s)	8%	11%	4%	12%	7%	11%	12%	6%	9%	9%	6%	8%	9%	7%	9%	10%	8%	6%	7%	11%	7%	11%	11%	8%	9%	8%	3%	10%	8%	6%	10%	8%	9%	7%
Social Media	45%	56%	33%	64%	27%	71%	59%	36%	41%	50%	44%	44%	45%	41%	53%	51%	38%	41%	43%	50%	38%	57%	68%	49%	47%	40%	45%	51%	53%	35%	69%	52%	43%	35%
TikTok	9%	18%	2%	14%	2%	29%	15%	4%	7%	9%	8%	12%	10%	8%	10%	6%	10%	12%	7%	14%	5%	17%	24%	10%	11%	8%	3%	13%	7%	11%	23%	13%	10%	4%
Facebook	20%	26%	17%	27%	9%	25%	28%	16%	13%	23%	24%	17%	23%	17%	23%	24%	16%	16%	19%	21%	18%	21%	26%	25%	20%	15%	20%	21%	24%	14%	33%	25%	12%	15%
Twitter / X	12%	10%	6%	23%	10%	28%	9%	10%	20%	12%	9%	6%	14%	10%	12%	14%	9%	10%	10%	16%	10%	15%	19%	11%	12%	12%	10%	16%	17%	7%	14%	16%	12%	9%
YouTube	24%	27%	16%	37%	16%	35%	33%	19%	23%	30%	17%	26%	21%	22%	31%	25%	21%	23%	22%	28%	18%	35%	43%	25%	22%	22%	28%	28%	25%	21%	42%	23%	26%	18%
Newspaper	17%	11%	20%	16%	20%	14%	13%	18%	28%	9%	14%	18%	12%	19%	17%	15%	14%	20%	16%	18%	18%	14%	11%	14%	17%	17%	26%	14%	13%	19%	15%	11%	14%	20%
Talk radio	11%	7%	8%	15%	14%	6%	13%	11%	17%	12%	9%	5%	11%	12%	8%	17%	8%	5%	11%	11%	12%	10%	5%	7%	13%	12%	10%	8%	17%	5%	10%	7%	5%	14%
Podcasts	12%	13%	10%	17%	9%	13%	14%	12%	17%	10%	10%	14%	12%	14%	9%	14%	15%	9%	10%	17%	13%	9%	10%	13%	9%	14%	11%	12%	17%	9%	12%	11%	12%	13%
Other websites	11%	12%	12%	7%	13%	13%	9%	12%	12%	9%	12%	13%	10%	13%	10%	10%	20%	9%	12%	9%	13%	4%	11%	10%	16%	7%	19%	13%	11%	12%	8%	7%	14%	13%
AI, like ChatGPT	3%	6%	1%	6%	1%	6%	5%	2%	6%	1%	1%	7%	2%	3%	6%	4%	4%	3%	2%	6%	3%	3%	8%	2%	3%	5%	2%	6%	3%	4%	10%	2%	3%	2%
Unsure	2%	2%	3%	0%	1%	1%	1%	2%	1%	1%	3%	2%	2%	1%	2%	2%	4%	1%	3%	0%	2%	1%	0%	4%	1%	1%	0%	2%	2%	1%	1%	3%	2%	1%

What are your primary sources for news? Select up to three options.

CYGNAL

2024 Retro Ballot



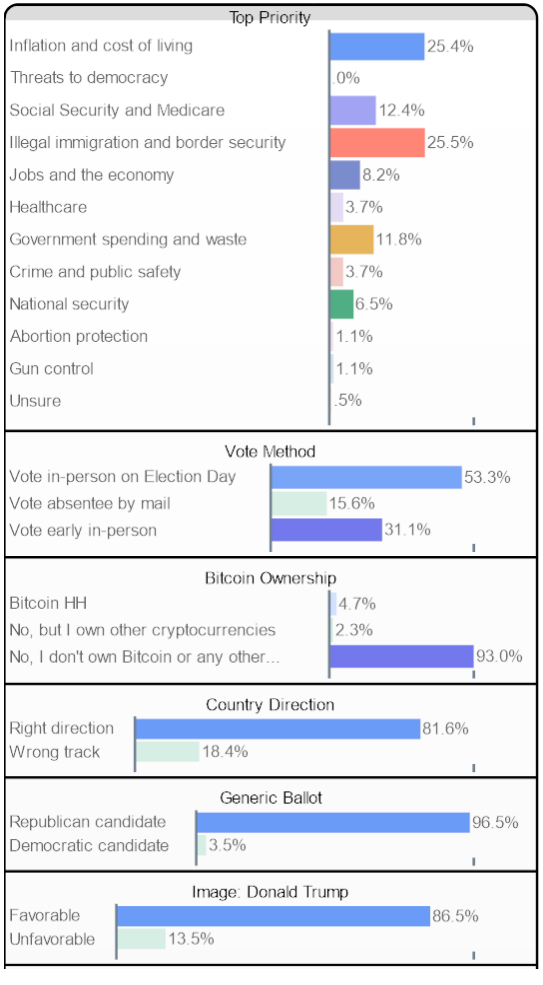
	Overall	F <55	F 55+	M <55	M 55+	18 – 29	30 – 44	45+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	No Crypto	Yes Crypto	White	Black	Other Race	<$50k	$50k - $99k	$100k - $199k	$200k+	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	47%	40%	43%	51%	56%	33%	44%	50%	53%	54%	54%	26%	62%	42%	41%	91%	32%	6%	44%	53%	53%	13%	43%	45%	52%	43%	56%	44%	43%	52%	36%	49%
Democrat Kamala Harris	46%	53%	51%	39%	40%	53%	47%	45%	41%	38%	39%	69%	34%	50%	52%	5%	49%	91%	49%	40%	42%	74%	49%	43%	43%	52%	43%	41%	34%	44%	57%	49%
Another candidate	3%	4%	2%	4%	2%	9%	3%	2%	4%	2%	2%	4%	1%	4%	3%	1%	11%	1%	2%	4%	2%	6%	3%	4%	4%	2%	1%	7%	3%	3%	7%	2%
Did not vote in 2024	3%	3%	2%	6%	2%	5%	5%	2%	2%	6%	4%	0%	2%	4%	3%	3%	7%	2%	4%	2%	3%	7%	4%	7%	1%	2%	0%	7%	20%	1%	0%	0%
Unsure	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	2%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%

Thinking back, who did you vote for in the 2024 election for President?

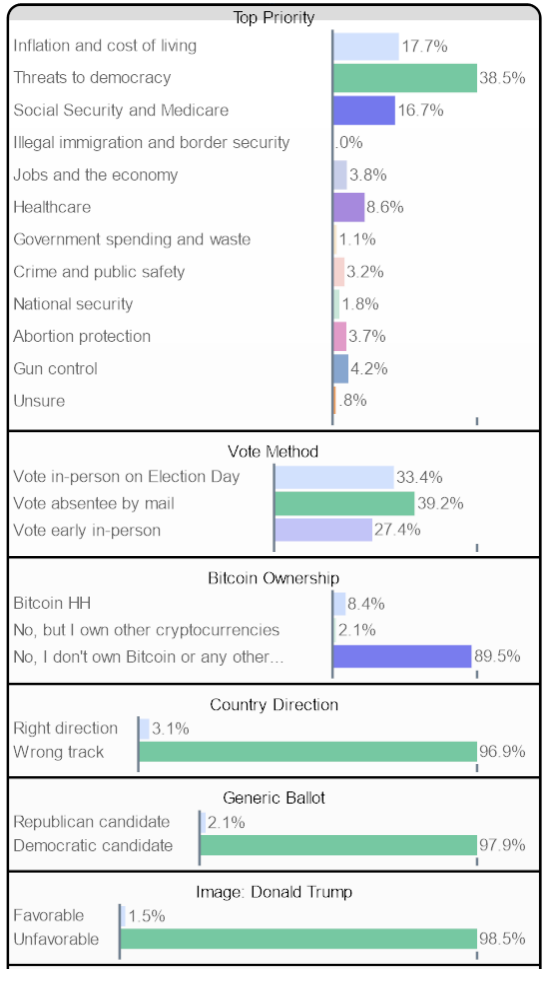
CYGNAL

Segmentation Analysis:

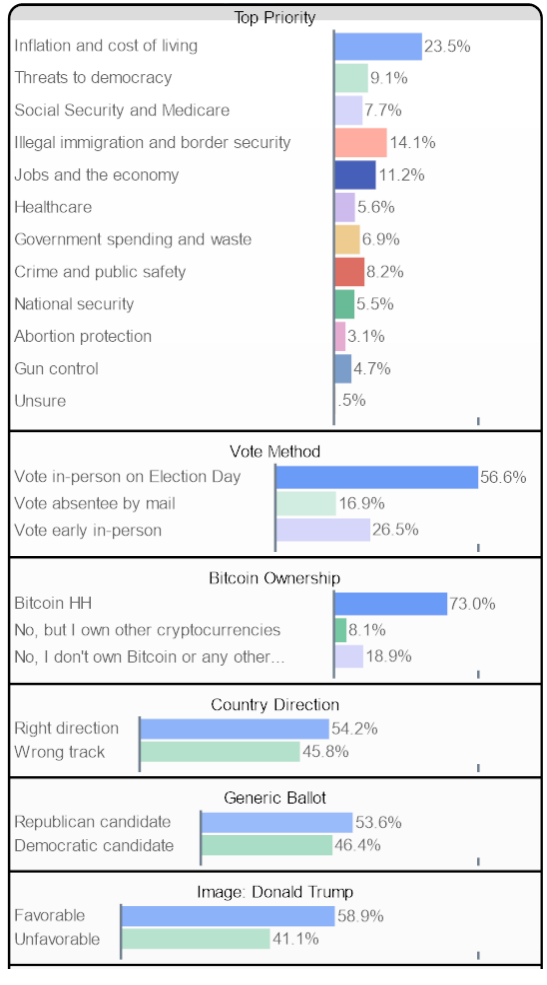
GOP Base (27%)



Dem Base (33%)



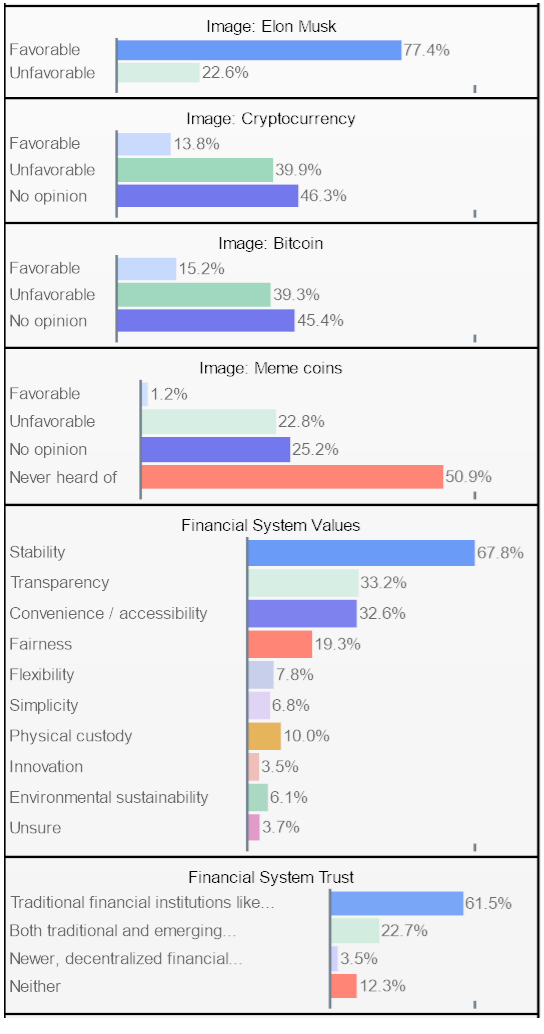
Bitcoin HH (41%)



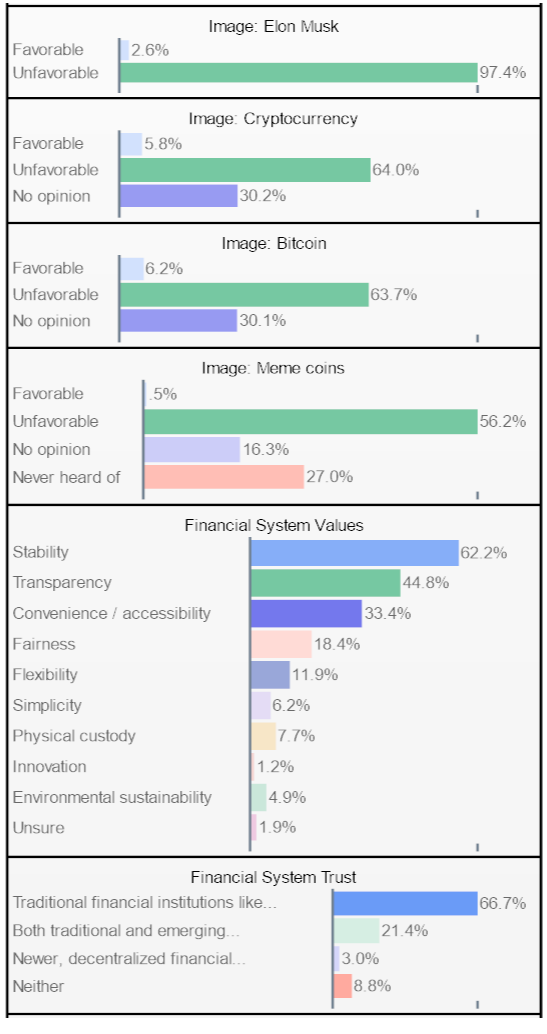
CYGNAL

Segmentation Analysis:

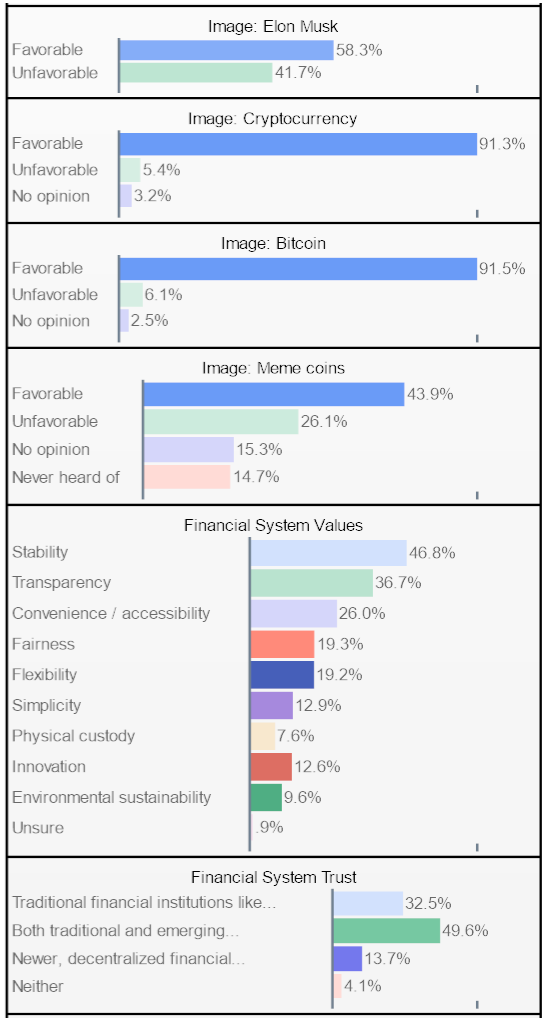
GOP Base (27%)



Dem Base (33%)



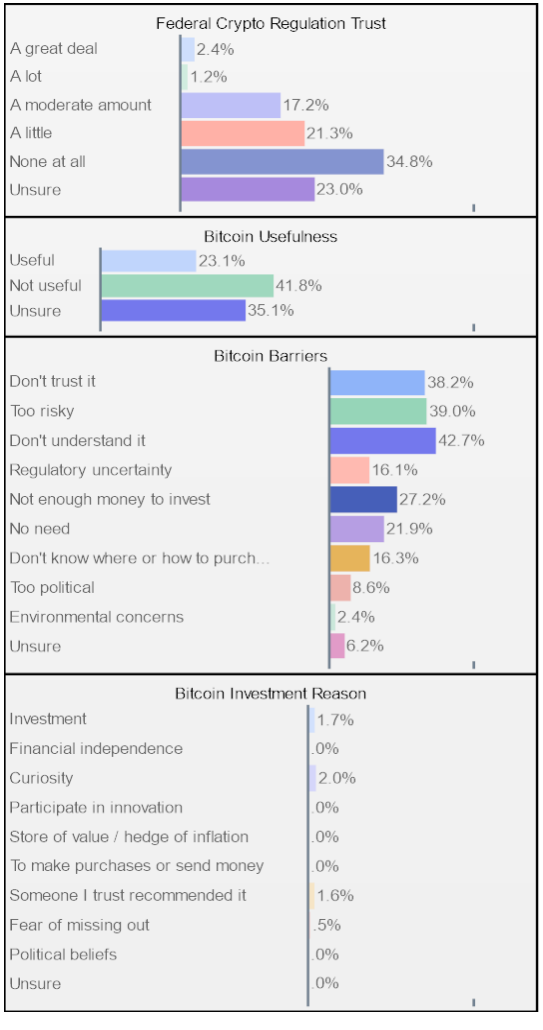
Bitcoin HH (41%)



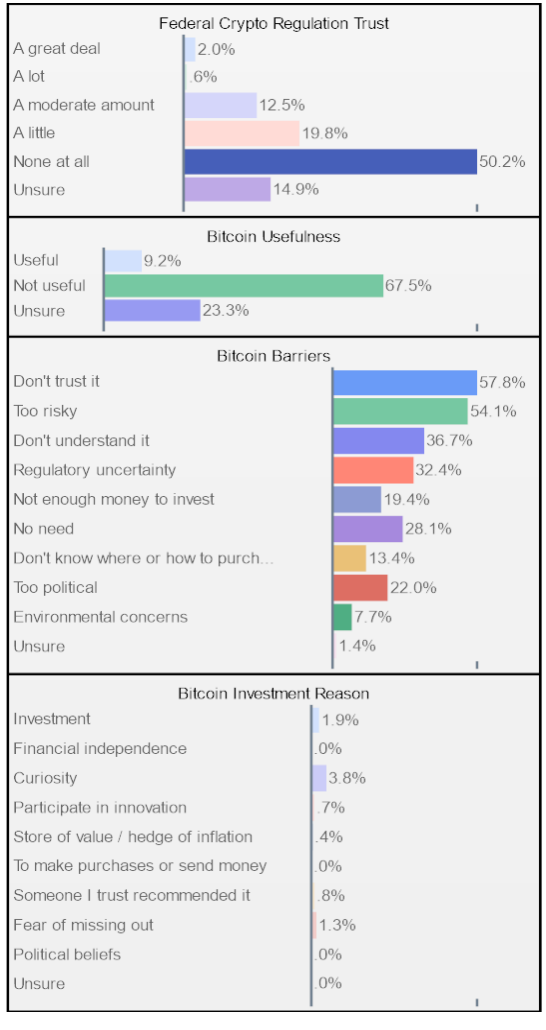
CYGNAL

Segmentation Analysis:

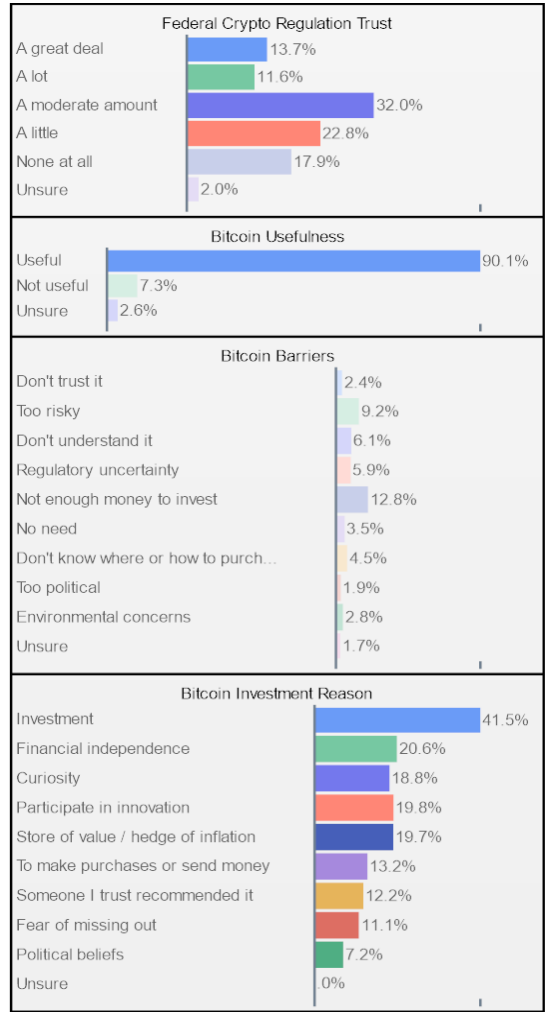
GOP Base (27%)



Dem Base (33%)



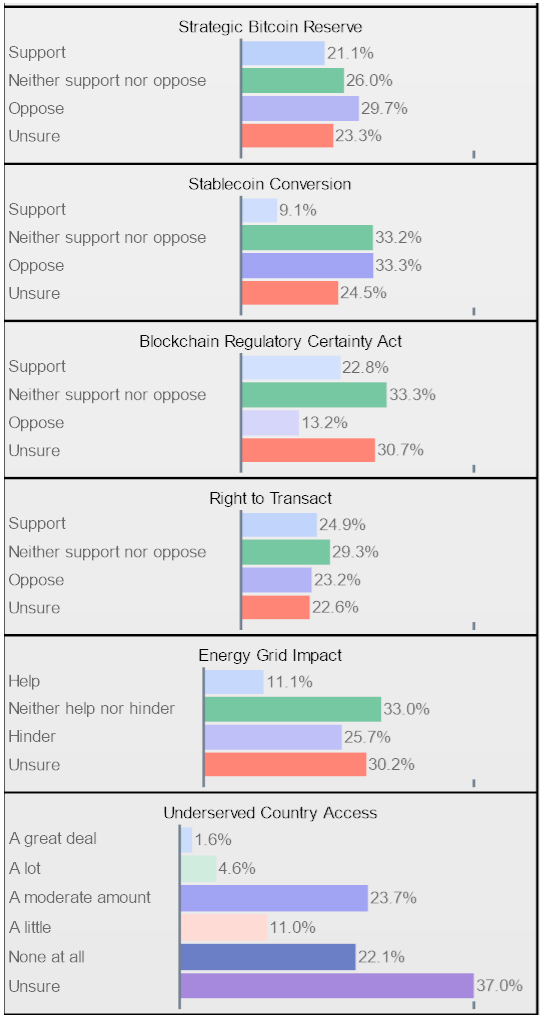
Bitcoin HH (41%)



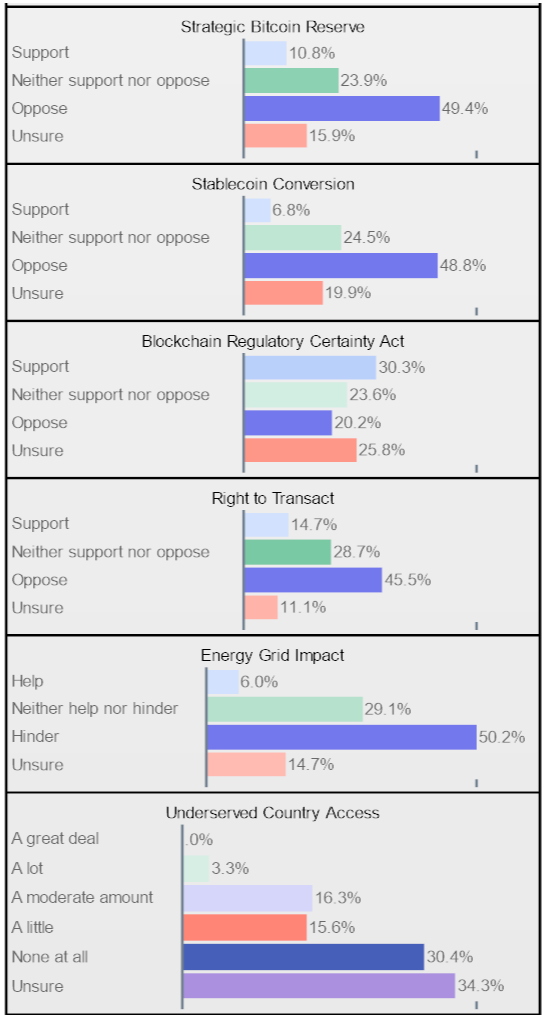
CYGNAL

Segmentation Analysis:

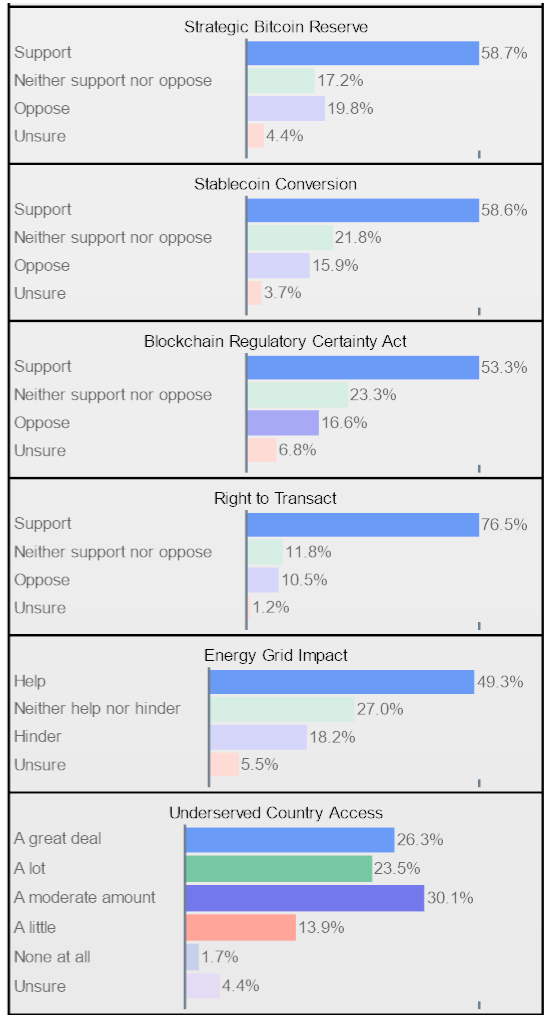
GOP Base (27%)



Dem Base (33%)



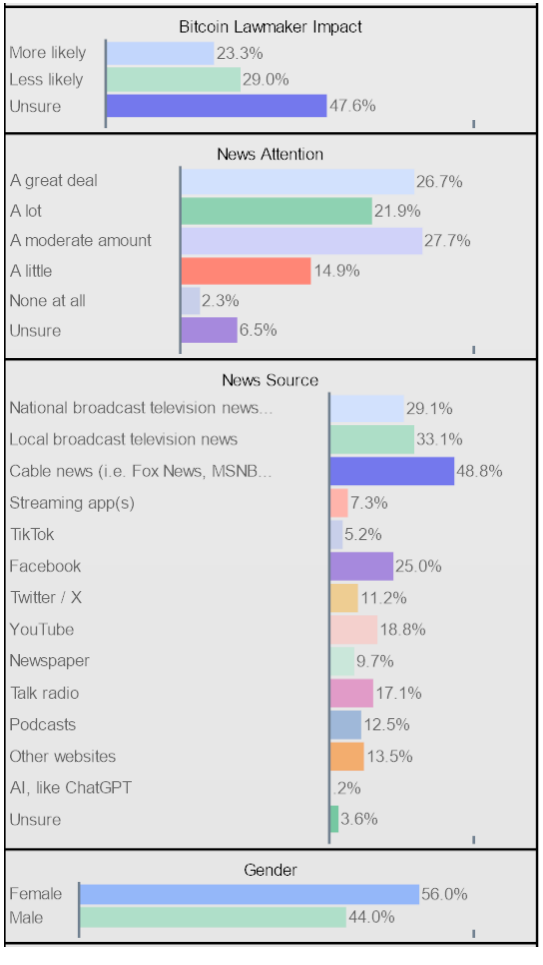
Bitcoin HH (41%)



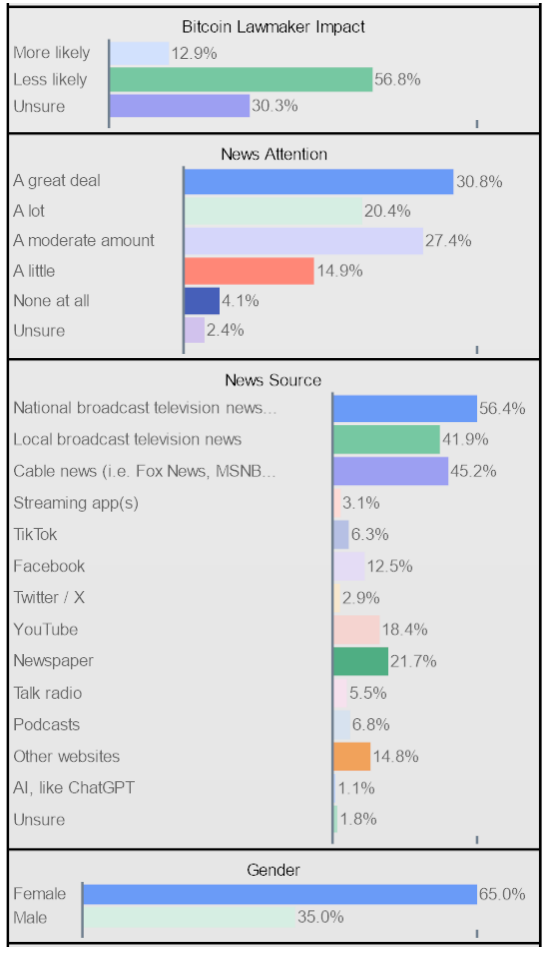
CYGNAL

Segmentation Analysis:

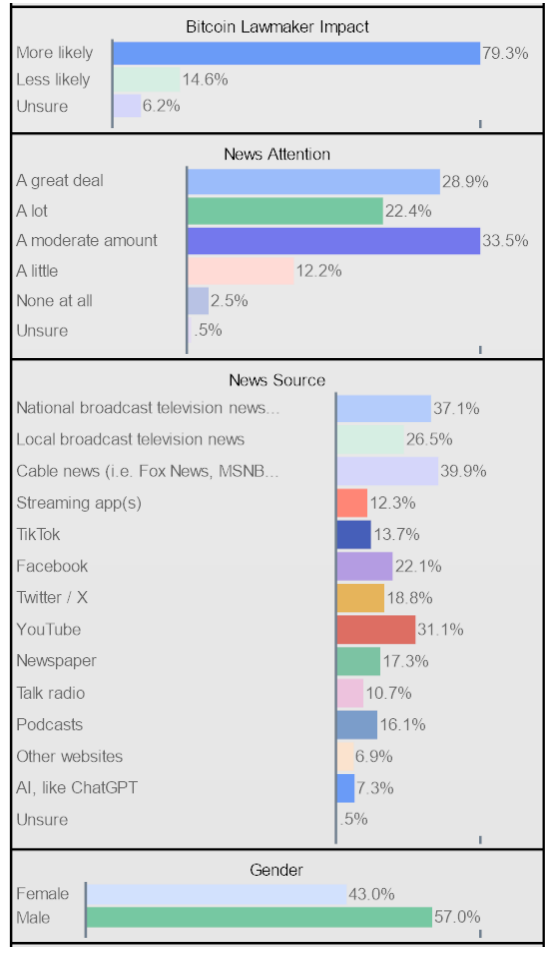
GOP Base (27%)



Dem Base (33%)



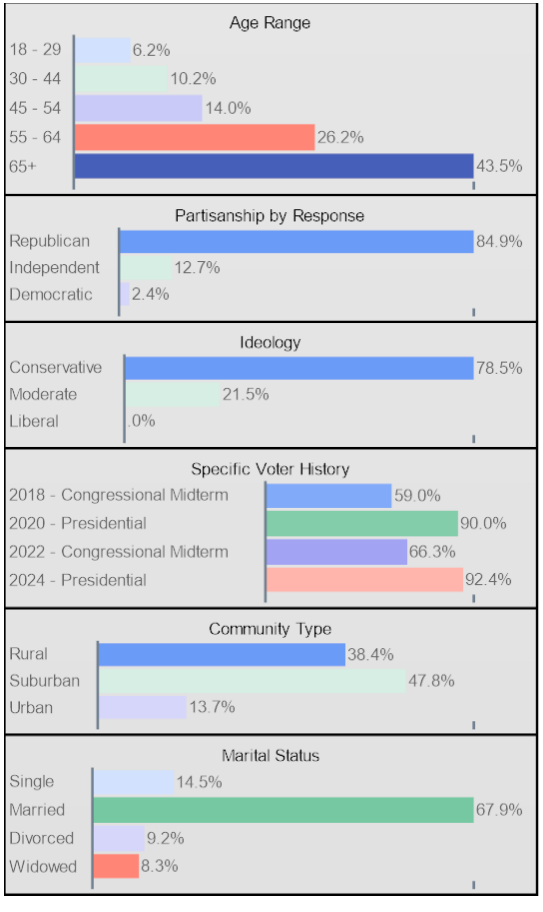
Bitcoin HH (41%)



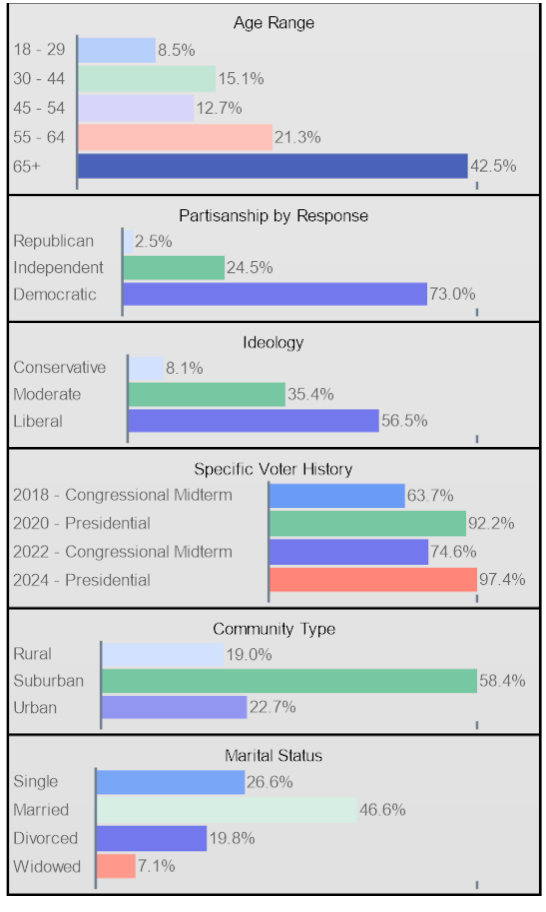
CYGNAL

Segmentation Analysis:

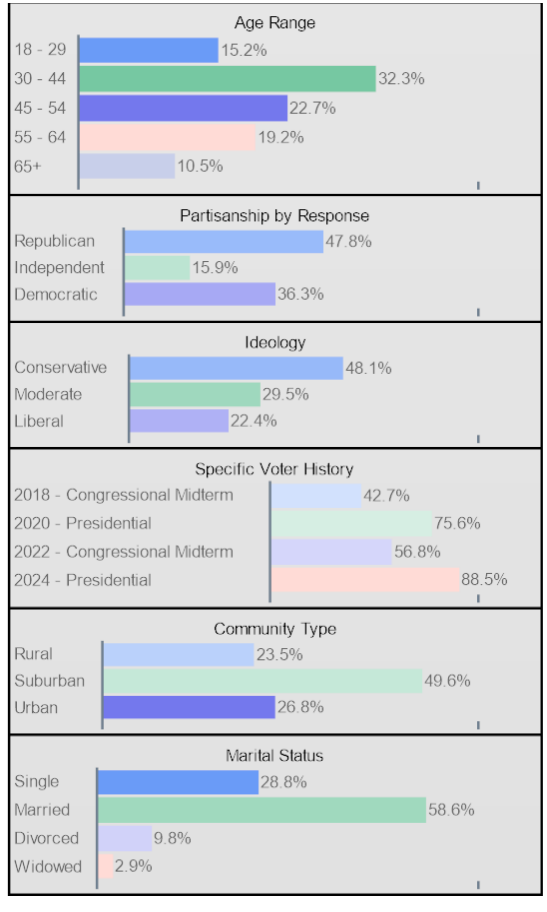
GOP Base (27%)



Dem Base (33%)



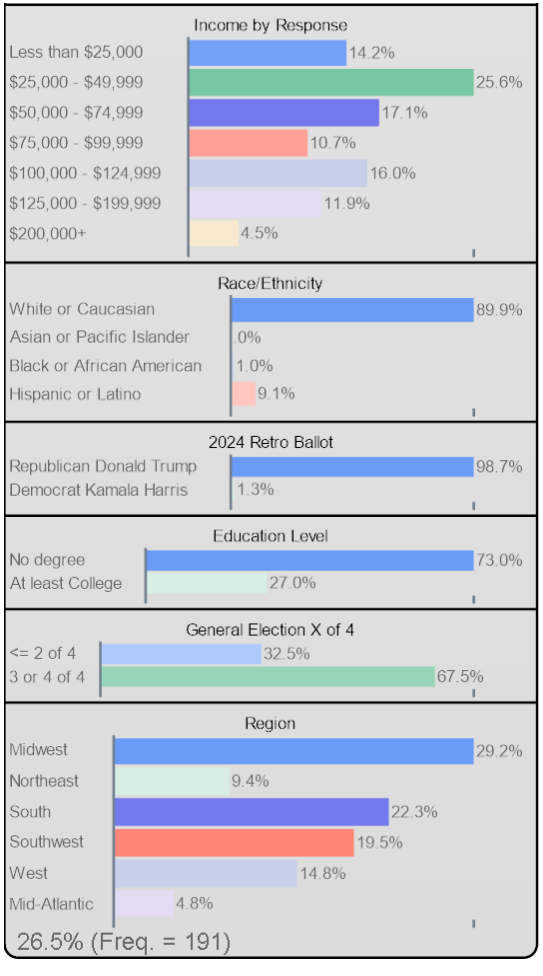
Bitcoin HH (41%)



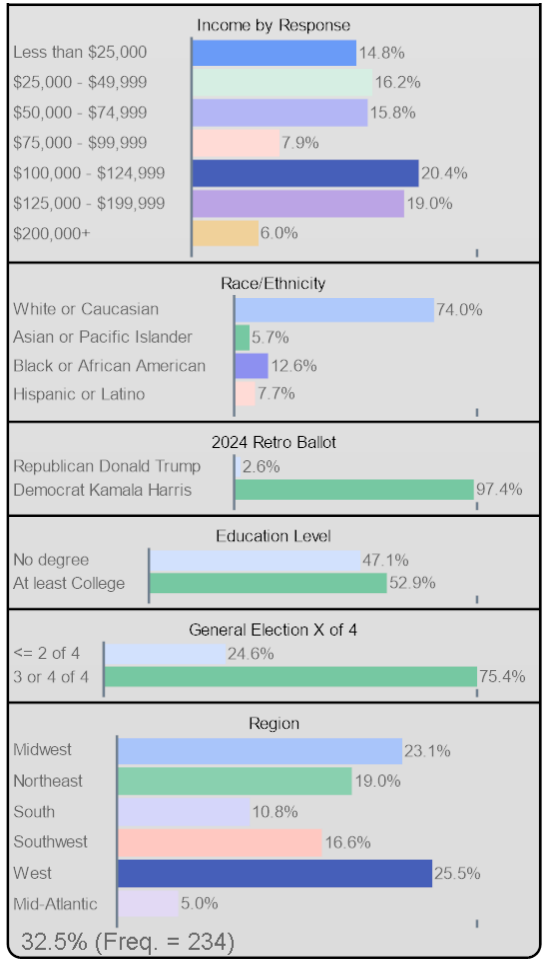
CYGNAL

Segmentation Analysis:

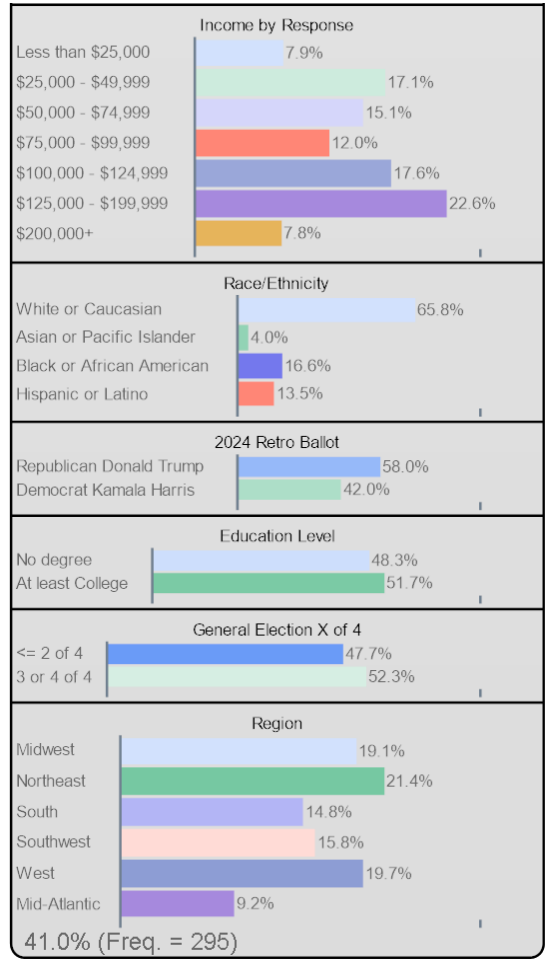
GOP Base (27%)



Dem Base (33%)



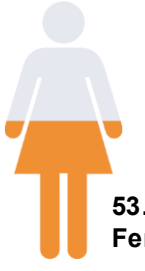
Bitcoin HH (41%)



CYGNAL

Demographics (Overall)

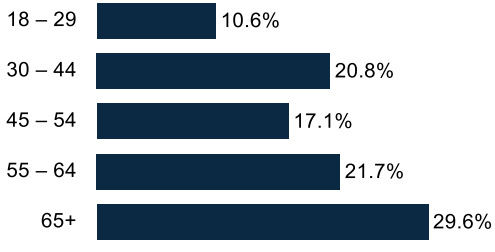
Sex



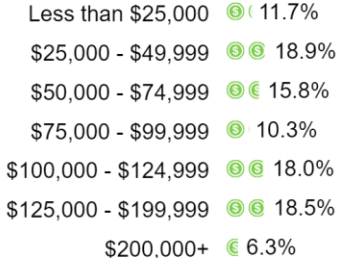
53.6%
Female

46.4%
Male

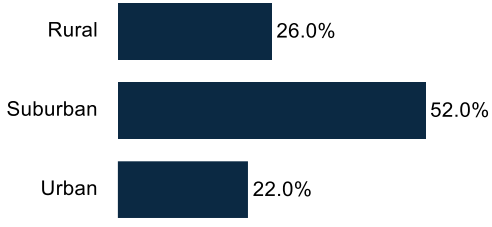
Age Range



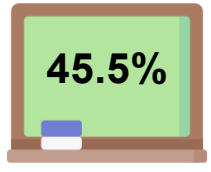
Household Income



Community Type



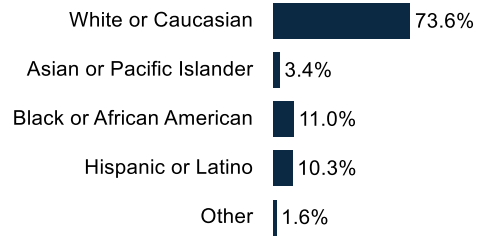
Education



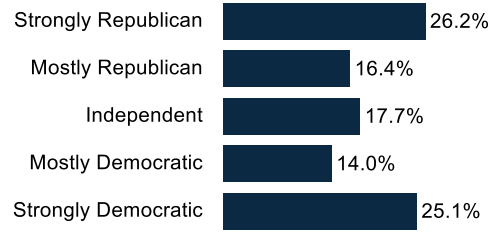
have at least
a College degree

54.3% have no college degree

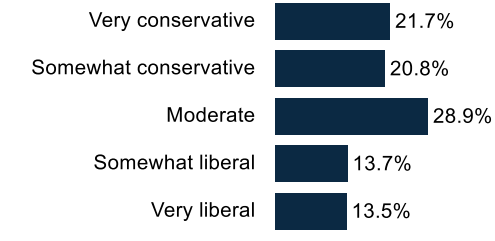
Race/Ethnicity



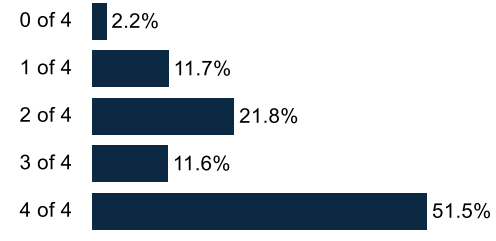
Partisanship



Ideology



General Election X of 4

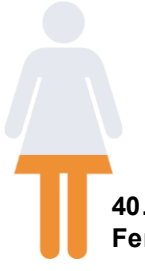


Overall Sample size: 800

CYGNAL

Demographics (Bitcoin Owners OS)

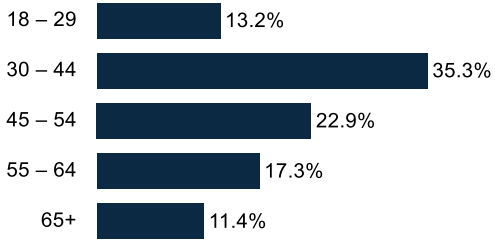
Sex



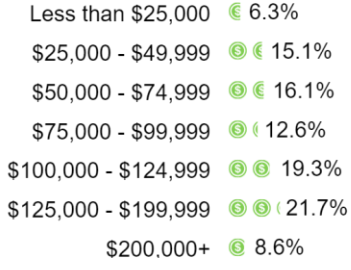
40.4%
Female

59.6%
Male

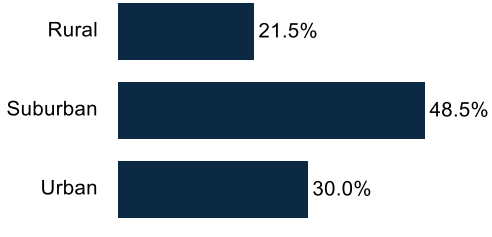
Age Range



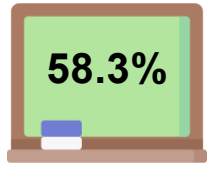
Household Income



Community Type



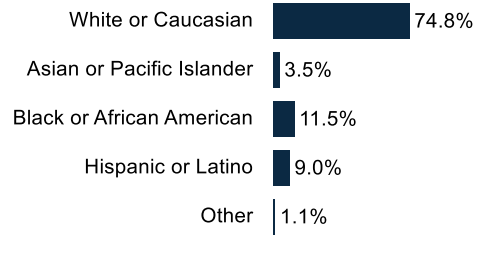
Education



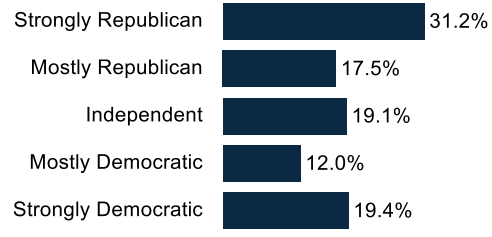
have at least
a College degree

41.6% have no college degree

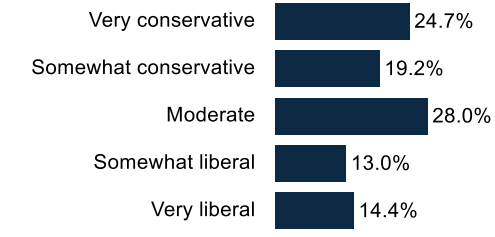
Race/Ethnicity



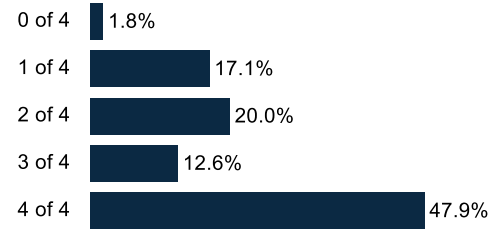
Partisanship



Ideology



General Election X of 4



Bitcoin Owners OS Sample size: 646

CYGNAL