

YouGovNY

Bitcoin

US_nat Sample: 19th-20th July 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYB_q1. Have you heard of Bitcoin?

Unweighted base	1132	508	624	279	388	465	207	246	427	252	804	123	107	98
Base: All US adults	1120	556	564	351	360	409	210	228	435	246	723	134	171	92
Yes	66%	77%	55%	66%	66%	66%	70%	63%	62%	73%	71%	53%	56%	67%
No	34%	23%	45%	34%	34%	34%	30%	37%	38%	27%	29%	47%	44%	33%

ZYB_q2. Have you heard of Ethereum or Ether?

Unweighted base	1132	508	624	279	388	465	207	246	427	252	804	123	107	98
Base: All US adults	1120	556	564	351	360	409	210	228	435	246	723	134	171	92
Yes	24%	27%	21%	26%	27%	20%	27%	24%	22%	25%	21%	23%	30%	36%
No	76%	73%	79%	74%	73%	80%	73%	76%	78%	75%	79%	77%	70%	64%

ZYB_q3. Have you ever used Bitcoin?

Unweighted base	764	399	365	188	257	319	141	155	274	194	577	63	60	64
Base: All US adults who have heard of Bitcoin	740	429	311	231	238	271	148	143	269	181	511	71	96	62
Yes	13%	16%	8%	25%	10%	4%	21%	9%	11%	10%	9%	11%	32%	16%
No	87%	84%	92%	75%	90%	96%	79%	91%	89%	90%	91%	89%	68%	84%

ZYB_q4. Have you ever used Ether?

Unweighted base	269	131	138	71	103	95	49	58	97	65	172	31	32	34
Base: All US adults aware of Ether	270	150	119	90	97	83	57	55	97	61	155	31	51	33
Yes	21%	26%	16%	37%	13%	14%	33%	21%	16%	20%	16%	16%	42%	20%
No	79%	74%	84%	63%	87%	86%	67%	79%	84%	80%	84%	84%	58%	80%

ZYB_q5. Crypto-Currencies like Bitcoin and Ether allow transfer of funds on a peer-to-peer basis without any intermediary (like a bank) between them. As such, they are classified as 'decentralized virtual currency'. Do you think these virtual currencies should be legal? Please select the option that best applies.

Unweighted base	1132	508	624	279	388	465	207	246	427	252	804	123	107	98
Base: All US adults	1120	556	564	351	360	409	210	228	435	246	723	134	171	92
Yes, in all cases	18%	24%	12%	25%	20%	10%	22%	17%	16%	18%	18%	16%	15%	24%
Yes, but only in some cases	20%	24%	16%	25%	22%	14%	23%	12%	21%	23%	18%	21%	23%	25%
No, I do not	25%	23%	27%	19%	23%	33%	23%	31%	23%	25%	26%	24%	28%	17%
Don't know	37%	29%	44%	31%	35%	44%	31%	40%	40%	34%	38%	38%	34%	34%

ZYB_q6. Which ONE, if any, of the following do you think people mainly use cryptocurrencies (e.g., Bitcoin, Ether, etc.) for?

Unweighted base	1132	508	624	279	388	465	207	246	427	252	804	123	107	98
Base: All US adults	1120	556	564	351	360	409	210	228	435	246	723	134	171	92
To make legal transactions online	17%	19%	15%	16%	18%	17%	19%	18%	14%	20%	18%	14%	12%	19%
To save for the future	7%	9%	5%	13%	8%	1%	7%	7%	8%	6%	5%	11%	11%	11%
To purchase illegal goods/services through the 'dark web'	29%	29%	29%	25%	28%	33%	23%	31%	27%	32%	32%	21%	25%	20%
Something else	5%	6%	4%	8%	4%	3%	7%	1%	4%	6%	4%	3%	7%	9%
Other	2%	3%	2%	3%	3%	1%	4%	2%	2%	2%	2%	6%	3%	2%
Don't know	40%	33%	46%	35%	38%	45%	39%	41%	40%	39%	38%	46%	41%	38%

ZYB_q7. Do you think cryptocurrencies (e.g., Bitcoin, Ether, etc.) are mainly used to make legal or illegal purchases, or is it about equal? Please select the option that best applies.

Unweighted base	1132	508	624	279	388	465	207	246	427	252	804	123	107	98
Base: All US adults	1120	556	564	351	360	409	210	228	435	246	723	134	171	92
Mostly for legal purchases	12%	14%	10%	16%	12%	9%	15%	12%	9%	15%	13%	9%	11%	10%
A little for legal purchases	6%	10%	3%	11%	5%	3%	6%	6%	6%	8%	6%	5%	8%	10%
Equally for legal and illegal purchases	19%	21%	18%	20%	20%	18%	20%	16%	20%	21%	18%	18%	21%	31%
A little for illegal purchases	7%	6%	7%	9%	8%	4%	6%	7%	6%	9%	7%	6%	6%	4%
Mostly for illegal purchases	18%	17%	19%	10%	20%	22%	14%	18%	21%	16%	21%	11%	16%	8%
Don't know	38%	31%	44%	33%	36%	43%	38%	41%	38%	32%	35%	41%	38%	37%
Net: Legal	19%	24%	13%	28%	17%	12%	22%	18%	15%	23%	19%	14%	20%	20%
Net: Illegal	24%	23%	26%	19%	27%	27%	20%	25%	26%	25%	28%	17%	22%	12%

ZYB_q8. How widely accepted do you think cryptocurrencies (e.g., Bitcoin, Ether, etc.) will become in the next 10 years as a means of transaction? Please select the option that best applies.

Unweighted base	1132	508	624	279	388	465	207	246	427	252	804	123	107	98
Base: All US adults	1120	556	564	351	360	409	210	228	435	246	723	134	171	92
Very widely accepted	12%	15%	9%	17%	12%	8%	18%	7%	12%	12%	11%	11%	15%	15%
Somewhat widely accepted	23%	25%	21%	30%	19%	19%	23%	20%	23%	25%	22%	26%	23%	22%
Not very widely accepted	18%	19%	17%	14%	19%	20%	14%	17%	19%	20%	19%	14%	17%	20%
Not widely accepted at all	10%	9%	10%	9%	11%	10%	6%	13%	9%	12%	11%	9%	7%	5%
Don't know	37%	31%	44%	30%	39%	43%	39%	44%	37%	31%	36%	40%	39%	39%
Net: Accepted	35%	40%	29%	47%	31%	27%	41%	27%	35%	37%	34%	36%	38%	37%
Net: Not accepted	28%	29%	27%	23%	30%	30%	20%	29%	28%	33%	30%	23%	24%	25%

ZYB_q9. To what extent do you believe cryptocurrencies will replace traditional currency in the next 10 years? Please select the option that best applies.

Unweighted base	1132	508	624	279	388	465	207	246	427	252	804	123	107	98
Base: All US adults	1120	556	564	351	360	409	210	228	435	246	723	134	171	92

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Total	Education				Marital Status						Children under the age of 18		
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k

ZYB_q1. Have you heard of Bitcoin?

Unweighted base	1132	395	389	226	122	540	22	148	60	315	47	289	843	417
Base: All US adults	1120	468	353	193	106	500	24	142	52	350	50	293	827	443
Yes	66%	52%	72%	78%	83%	70%	66%	59%	47%	67%	68%	62%	68%	55%
No	34%	48%	28%	22%	17%	30%	34%	41%	53%	34%	32%	38%	32%	45%

ZYB_q2. Have you heard of Ethereum or Ether?

Unweighted base	1132	395	389	226	122	540	22	148	60	315	47	289	843	417
Base: All US adults	1120	468	353	193	106	500	24	142	52	350	50	293	827	443
Yes	24%	21%	23%	28%	33%	24%	33%	23%	31%	23%	26%	28%	23%	21%
No	76%	79%	77%	72%	67%	76%	67%	77%	69%	77%	74%	72%	77%	79%

ZYB_q3. Have you ever used Bitcoin?

Unweighted base	764	204	276	180	104	384	13	92	30	212	33	183	581	234
Base: All US adults who have heard of Bitcoin	740	245	256	151	88	349	16	83	24	233	34	180	560	242
Yes	13%	18%	10%	10%	8%	11%	37%	12%	12%	13%	14%	25%	9%	18%
No	87%	82%	90%	90%	92%	89%	63%	88%	88%	87%	86%	75%	91%	82%

ZYB_q4. Have you ever used Ether?

Unweighted base	269	75	91	62	41	127	8	35	15	70	14	79	190	87
Base: All US adults aware of Ether	270	99	82	54	35	119	8	33	16	81	13	83	187	95
Yes	21%	34%	13%	19%	7%	20%	21%	23%	28%	19%	40%	33%	16%	29%
No	79%	66%	87%	81%	93%	80%	79%	77%	72%	81%	60%	67%	84%	71%

ZYB_q5. Crypto-Currencies' like Bitcoin and Ether allow transfer of funds on a peer-to-peer basis without any intermediary (like a bank) between them. As such, they are classified as 'decentralized virtual currency'. Do you think these virtual currencies should be legal? Please select the option that best applies.

Unweighted base	1132	395	389	226	122	540	22	148	60	315	47	289	843	417
Base: All US adults	1120	468	353	193	106	500	24	142	52	350	50	293	827	443
Yes, in all cases	18%	13%	17%	28%	23%	17%	18%	13%	9%	23%	11%	24%	16%	17%
Yes, but only in some cases	20%	18%	23%	20%	19%	15%	18%	12%	21%	35%	21%	20%	18%	18%
No, I do not	25%	26%	25%	25%	25%	28%	41%	24%	29%	20%	24%	25%	25%	25%
Don't know	37%	44%	34%	27%	33%	35%	25%	45%	51%	36%	30%	30%	39%	40%

ZYB_q6. Which ONE, if any, of the following do you think people mainly use cryptocurrencies (e.g., Bitcoin, Ether, etc.) for?

Unweighted base	1132	395	389	226	122	540	22	148	60	315	47	289	843	417
Base: All US adults	1120	468	353	193	106	500	24	142	52	350	50	293	827	443
To make legal transactions online	17%	13%	18%	23%	20%	17%	7%	15%	17%	19%	15%	16%	18%	15%
To save for the future	7%	7%	8%	7%	5%	7%	25%	3%	3%	7%	20%	12%	6%	8%
To purchase illegal goods/services through the 'dark web'	29%	24%	29%	37%	38%	30%	29%	31%	22%	28%	27%	26%	30%	25%
Something else	5%	5%	4%	5%	5%	6%	3%	2%	6%	4%	3%	6%	4%	5%
Other	2%	2%	2%	3%	3%	2%	4%	4%	-	2%	-	4%	2%	2%
Don't know	40%	49%	39%	24%	29%	38%	32%	44%	52%	39%	36%	36%	41%	44%

ZYB_q7. Do you think cryptocurrencies (e.g., Bitcoin, Ether, etc.) are mainly used to make legal or illegal purchases, or is it about equal? Please select the option that best applies.

Unweighted base	1132	395	389	226	122	540	22	148	60	315	47	289	843	417
Base: All US adults	1120	468	353	193	106	500	24	142	52	350	50	293	827	443
Mostly for legal purchases	12%	10%	11%	17%	17%	12%	7%	7%	13%	16%	5%	13%	12%	12%
A little for legal purchases	6%	6%	6%	7%	7%	6%	4%	6%	2%	7%	8%	8%	6%	6%
Equally for legal and illegal purchases	19%	16%	22%	23%	19%	22%	39%	15%	12%	16%	30%	22%	18%	19%
A little for illegal purchases	7%	5%	9%	6%	11%	7%	8%	4%	3%	9%	2%	9%	6%	5%
Mostly for illegal purchases	18%	15%	18%	23%	22%	18%	21%	21%	15%	17%	12%	14%	19%	15%
Don't know	38%	49%	34%	25%	25%	35%	20%	46%	57%	36%	44%	34%	39%	44%
Net: Legal	19%	16%	17%	23%	24%	18%	12%	13%	14%	23%	13%	22%	17%	17%
Net: Illegal	24%	19%	26%	29%	33%	25%	29%	25%	17%	26%	14%	22%	25%	20%

ZYB_q8. How widely accepted do you think cryptocurrencies (e.g., Bitcoin, Ether, etc.) will become in the next 10 years as a means of transaction? Please select the option that best applies.

Unweighted base	1132	395	389	226	122	540	22	148	60	315	47	289	843	417
Base: All US adults	1120	468	353	193	106	500	24	142	52	350	50	293	827	443
Very widely accepted	12%	14%	10%	11%	12%	12%	11%	8%	11%	14%	8%	16%	11%	15%
Somewhat widely accepted	23%	16%	26%	25%	38%	22%	10%	24%	14%	25%	27%	19%	24%	19%
Not very widely accepted	18%	13%	18%	28%	22%	20%	18%	17%	20%	15%	15%	20%	17%	13%
Not widely accepted at all	10%	10%	9%	12%	10%	10%	30%	9%	8%	9%	7%	11%	9%	10%
Don't know	37%	47%	37%	25%	18%	35%	31%	42%	46%	37%	42%	34%	39%	42%
Net: Accepted	35%	30%	36%	36%	50%	34%	21%	32%	25%	39%	36%	35%	35%	34%
Net: Not accepted	28%	23%	27%	40%	32%	31%	48%	26%	29%	24%	22%	31%	27%	23%

ZYB_q9. To what extent do you believe cryptocurrencies will replace traditional currency in the next 10 years? Please select the option that best applies.

Unweighted base	1132	395	389	226	122	540	22	148	60	315	47	289	843	417
Base: All US adults	1120	468	353	193	106	500	24	142	52	350	50	293	827	443

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Total	Income			Social networks membership													
	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYB_q1. Have you heard of Bitcoin?

Unweighted base	1132	330	243	142	901	396	335	332	66	315	86	323	2	191	18	19	6	146
Base: All US adults	1120	327	217	132	894	400	304	348	66	276	85	335	1	216	16	19	7	139
Yes	66%	71%	84%	64%	66%	77%	84%	75%	78%	73%	80%	71%	100%	70%	76%	71%	51%	61%
No	34%	29%	16%	36%	34%	23%	16%	25%	22%	27%	20%	29%	-	30%	25%	29%	49%	39%

ZYB_q2. Have you heard of Ethereum or Ether?

Unweighted base	1132	330	243	142	901	396	335	332	66	315	86	323	2	191	18	19	6	146
Base: All US adults	1120	327	217	132	894	400	304	348	66	276	85	335	1	216	16	19	7	139
Yes	24%	26%	27%	23%	24%	30%	33%	27%	37%	28%	24%	27%	-	24%	41%	32%	26%	16%
No	76%	74%	73%	77%	76%	70%	67%	73%	63%	72%	76%	73%	100%	76%	59%	68%	74%	84%

ZYB_q3. Have you ever used Bitcoin?

Unweighted base	764	234	205	91	605	309	286	255	51	236	69	236	2	136	14	13	3	93
Base: All US adults who have heard of Bitcoin	740	232	182	85	586	306	257	262	52	203	67	237	1	151	12	14	4	85
Yes	13%	15%	7%	1%	14%	16%	14%	16%	26%	11%	10%	18%	-	20%	32%	-	31%	2%
No	87%	85%	93%	99%	86%	84%	86%	84%	74%	89%	90%	82%	100%	80%	68%	100%	69%	98%

ZYB_q4. Have you ever used Ether?

Unweighted base	269	85	61	36	217	116	108	91	20	84	20	89	-	44	8	7	2	25
Base: All US adults aware of Ether	270	87	58	30	217	121	99	94	24	76	20	92	-	51	7	6	2	22
Yes	21%	19%	13%	20%	22%	18%	17%	20%	28%	14%	19%	20%	-	23%	70%	33%	-	7%
No	79%	81%	87%	80%	78%	82%	83%	80%	72%	86%	81%	80%	-	77%	30%	67%	100%	93%

ZYB_q5. Crypto-Currencies like Bitcoin and Ether allow transfer of funds on a peer-to-peer basis without any intermediary (like a bank) between them. As such, they are classified as 'decentralized virtual currency'. Do you think these virtual currencies should be legal? Please select the option that best applies.

Unweighted base	1132	330	243	142	901	396	335	332	66	315	86	323	2	191	18	19	6	146
Base: All US adults	1120	327	217	132	894	400	304	348	66	276	85	335	1	216	16	19	7	139
Yes, in all cases	18%	18%	24%	10%	17%	26%	24%	21%	40%	18%	25%	21%	-	18%	51%	17%	11%	16%
Yes, but only in some cases	20%	20%	25%	16%	21%	23%	23%	26%	23%	21%	22%	21%	52%	23%	16%	41%	-	9%
No, I do not	25%	24%	24%	33%	24%	21%	23%	19%	9%	24%	16%	20%	-	22%	10%	19%	-	38%
Don't know	37%	39%	27%	41%	38%	31%	30%	34%	28%	37%	37%	38%	48%	38%	22%	24%	89%	36%

ZYB_q6. Which ONE, if any, of the following do you think people mainly use cryptocurrencies (e.g., Bitcoin, Ether, etc.) for?

Unweighted base	1132	330	243	142	901	396	335	332	66	315	86	323	2	191	18	19	6	146
Base: All US adults	1120	327	217	132	894	400	304	348	66	276	85	335	1	216	16	19	7	139
To make legal transactions online	17%	19%	21%	15%	17%	19%	22%	17%	28%	19%	23%	20%	-	19%	37%	27%	-	19%
To save for the future	7%	8%	6%	2%	8%	12%	8%	10%	7%	6%	8%	12%	-	9%	-	-	-	4%
To purchase illegal goods/services through the 'dark web'	29%	31%	37%	23%	29%	31%	37%	28%	25%	33%	34%	28%	100%	24%	26%	46%	25%	25%
Something else	5%	2%	7%	5%	5%	5%	7%	10%	5%	4%	5%	5%	-	8%	10%	5%	-	3%
Other	2%	3%	2%	2%	2%	3%	3%	2%	1%	1%	2%	2%	-	3%	-	4%	-	4%
Don't know	40%	37%	27%	52%	40%	30%	26%	36%	29%	36%	31%	33%	-	37%	27%	17%	75%	45%

ZYB_q7. Do you think cryptocurrencies (e.g., Bitcoin, Ether, etc.) are mainly used to make legal or illegal purchases, or is it about equal? Please select the option that best applies.

Unweighted base	1132	330	243	142	901	396	335	332	66	315	86	323	2	191	18	19	6	146
Base: All US adults	1120	327	217	132	894	400	304	348	66	276	85	335	1	216	16	19	7	139
Mostly for legal purchases	12%	11%	18%	7%	12%	16%	15%	15%	27%	13%	19%	16%	-	15%	26%	25%	-	12%
A little for legal purchases	6%	7%	9%	1%	6%	7%	9%	8%	12%	5%	4%	6%	-	7%	5%	-	-	5%
Equally for legal and illegal purchases	19%	21%	20%	18%	21%	23%	24%	22%	24%	19%	17%	23%	-	21%	40%	37%	-	11%
A little for illegal purchases	7%	6%	12%	7%	7%	7%	8%	8%	2%	6%	8%	8%	52%	9%	8%	6%	-	6%
Mostly for illegal purchases	18%	19%	22%	14%	16%	17%	21%	15%	11%	22%	18%	14%	48%	12%	10%	15%	11%	21%
Don't know	38%	35%	20%	53%	38%	30%	23%	31%	23%	34%	23%	32%	-	36%	11%	17%	89%	44%
Net: Legal	19%	19%	27%	8%	18%	22%	23%	24%	39%	19%	22%	22%	-	22%	31%	25%	-	18%
Net: Illegal	24%	25%	34%	21%	23%	24%	29%	23%	14%	28%	25%	22%	100%	21%	18%	21%	11%	27%

ZYB_q8. How widely accepted do you think cryptocurrencies (e.g., Bitcoin, Ether, etc.) will become in the next 10 years as a means of transaction? Please select the option that best applies.

Unweighted base	1132	330	243	142	901	396	335	332	66	315	86	323	2	191	18	19	6	146
Base: All US adults	1120	327	217	132	894	400	304	348	66	276	85	335	1	216	16	19	7	139
Very widely accepted	12%	9%	13%	7%	13%	17%	13%	17%	35%	11%	17%	17%	-	11%	33%	13%	-	8%
Somewhat widely accepted	23%	25%	32%	14%	24%	29%	31%	29%	30%	27%	27%	27%	-	31%	28%	33%	-	13%
Not very widely accepted	18%	20%	17%	17%	16%	15%	20%	15%	13%	17%	22%	14%	48%	14%	11%	24%	11%	26%
Not widely accepted at all	10%	9%	10%	9%	9%	10%	12%	10%	3%	8%	10%	10%	-	10%	15%	11%	-	10%
Don't know	37%	36%	20%	53%	38%	29%	24%	29%	18%	36%	24%	32%	52%	34%	12%	20%	89%	43%
Net: Accepted	35%	34%	46%	21%	36%	46%	44%	46%	65%	38%	43%	44%	-	42%	61%	46%	-	21%
Net: Not accepted	28%	30%	35%	26%	25%	25%	32%	25%	17%	25%	32%	24%	48%	24%	27%	35%	11%	37%

ZYB_q9. To what extent do you believe cryptocurrencies will replace traditional currency in the next 10 years? Please select the option that best applies.

Unweighted base	1132	330	243	142	901	396	335	332	66	315	86	323	2	191	18	19	6	146
Base: All US adults	1120	327	217	132	894	400	304	348	66	276	85	335	1	216	16	19	7	139

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US_nat Sample: 19th-20th July 2017



Total	Gender		Age			Region				Race				
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Fully replace	5%	6%	4%	10%	5%	1%	8%	1%	7%	3%	5%	6%	7%	3%
Somewhat replace	13%	16%	10%	14%	12%	11%	14%	9%	13%	15%	10%	14%	22%	14%
Not fully replace	21%	22%	19%	23%	20%	20%	18%	18%	23%	22%	21%	16%	23%	20%
Not replace at all	30%	30%	31%	28%	29%	34%	26%	34%	26%	38%	35%	21%	19%	27%
Don't know	31%	25%	37%	25%	34%	34%	34%	31%	31%	22%	29%	43%	29%	36%
Net: Replace	18%	22%	13%	24%	17%	13%	22%	10%	20%	18%	14%	21%	29%	17%
Net: Not replace	51%	52%	50%	50%	49%	54%	44%	52%	49%	60%	56%	37%	42%	47%

ZYB_q10. How interested, if at all, would you be in converting to using a cryptocurrency (e.g., Bitcoin, Ether, etc.) instead of US dollars? Please select the option that best applies.

Unweighted base	1132	508	624	279	388	465	207	246	427	252	804	123	107	98
Base: All US adults	1120	556	564	351	360	409	210	228	435	246	723	134	171	92
Very interested	8%	8%	4%	9%	8%	2%	7%	3%	8%	5%	6%	6%	9%	4%
Somewhat interested	12%	17%	7%	21%	11%	5%	12%	7%	14%	13%	9%	18%	17%	18%
Not very interested	14%	12%	15%	16%	14%	11%	16%	12%	13%	15%	13%	10%	16%	17%
Not at all interested	51%	47%	54%	33%	46%	71%	44%	55%	50%	54%	59%	34%	36%	40%
Don't know	18%	16%	20%	21%	22%	12%	21%	22%	16%	14%	14%	32%	22%	21%
Net: Interested	18%	25%	11%	30%	19%	7%	19%	10%	21%	18%	14%	24%	26%	22%
Net: Not interested	64%	59%	69%	49%	60%	81%	60%	68%	62%	68%	72%	44%	52%	57%

Cell Contents (Column Percentages)

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Total	Education				Marital Status						Children under the age of 18			
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	
Fully replace	5%	7%	3%	5%	3%	6%	-	4%	-	6%	4%	10%	3%	7%
Somewhat replace	13%	11%	14%	15%	14%	14%	32%	12%	6%	9%	22%	17%	11%	13%
Not fully replace	21%	16%	22%	23%	30%	22%	26%	21%	25%	20%	12%	18%	22%	19%
Not replace at all	30%	25%	34%	35%	36%	29%	23%	29%	32%	33%	26%	26%	32%	25%
Don't know	31%	41%	27%	22%	17%	30%	19%	34%	37%	32%	35%	29%	32%	37%
Net: Replace	18%	18%	17%	19%	17%	20%	32%	16%	6%	15%	26%	27%	14%	19%
Net: Not replace	51%	41%	56%	59%	66%	51%	48%	50%	57%	53%	38%	44%	54%	44%

ZYB_q10. How interested, if at all, would you be in converting to using a cryptocurrency (e.g., Bitcoin, Ether, etc.) instead of US dollars? Please select the option that best applies.

Unweighted base	1132	395	389	228	122	540	22	148	60	315	47	289	843	417
Base: All US adults	1120	468	353	193	106	500	24	142	52	350	50	293	827	443
Very interested	6%	5%	6%	7%	6%	7%	20%	2%	-	6%	5%	12%	4%	8%
Somewhat interested	12%	11%	13%	12%	11%	10%	4%	12%	15%	14%	16%	16%	10%	12%
Not very interested	14%	13%	12%	18%	13%	13%	11%	10%	8%	17%	9%	13%	14%	13%
Not at all interested	51%	48%	50%	53%	59%	56%	52%	60%	62%	40%	38%	38%	55%	43%
Don't know	18%	23%	18%	10%	11%	15%	13%	15%	16%	23%	30%	20%	17%	24%
Net: Interested	18%	16%	20%	19%	17%	16%	24%	14%	15%	20%	23%	28%	14%	19%
Net: Not interested	64%	61%	63%	71%	72%	69%	63%	71%	69%	57%	48%	52%	69%	57%

Cell Contents (Col

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US_nat Sample: 19th-20th July 2017



Total	Income			Social networks membership													
	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None
Fully replace	5%	4%	1%	5%	6%	4%	6%	19%	4%	8%	7%	-	7%	18%	-	-	2%
Somewhat replace	13%	17%	6%	12%	14%	15%	17%	12%	12%	10%	17%	-	13%	22%	9%	-	11%
Not fully replace	21%	27%	15%	21%	24%	27%	23%	18%	21%	27%	23%	-	21%	24%	32%	11%	15%
Not replace at all	30%	37%	35%	29%	30%	32%	27%	28%	32%	28%	26%	48%	28%	18%	37%	-	37%
Don't know	31%	30%	14%	32%	26%	21%	27%	23%	30%	27%	28%	52%	31%	18%	21%	89%	35%
Net: Replace	18%	17%	22%	18%	20%	20%	24%	31%	17%	18%	23%	-	20%	40%	9%	-	12%
Net: Not replace	51%	52%	64%	50%	53%	59%	49%	46%	53%	55%	48%	48%	49%	42%	70%	11%	52%

ZYB_q10. How interested, if at all, would you be in converting to using a cryptocurrency (e.g., Bitcoin, Ether, etc.) instead of US dollars? Please select the option that best applies.

Unweighted base	1132	330	243	142	901	398	335	332	66	315	86	323	2	191	18	19	6	146
Base: All US adults	1120	327	217	132	894	400	304	348	66	276	85	335	1	216	16	19	7	139
Very interested	8%	4%	8%	3%	6%	9%	7%	8%	17%	5%	10%	9%	-	7%	20%	5%	-	4%
Somewhat interested	12%	12%	16%	5%	12%	17%	15%	20%	25%	12%	10%	16%	-	15%	10%	10%	-	4%
Not very interested	14%	14%	16%	9%	14%	14%	15%	10%	18%	11%	17%	13%	52%	14%	19%	22%	11%	12%
Not at all interested	51%	54%	54%	60%	49%	46%	53%	46%	27%	57%	43%	43%	46%	42%	33%	54%	62%	63%
Don't know	18%	15%	6%	23%	19%	15%	10%	15%	14%	15%	20%	19%	-	21%	16%	10%	28%	17%
Net: Interested	18%	16%	23%	8%	19%	26%	22%	28%	42%	18%	20%	24%	-	22%	30%	15%	-	8%
Net: Not interested	64%	69%	70%	69%	63%	60%	68%	56%	44%	68%	60%	56%	100%	57%	52%	75%	72%	75%

Cell Contents (Col