A NATIONAL RESEARCH & MESSAGING SURVEY

The Bitcoin Messages that Resonate with Everyday Americans

A Report from the Bitcoin Policy Institute, in Partnership with Cygnal and Neighborhood Bitcoin

Executive Summary

Since its inception, Bitcoin has evolved from a niche digital currency for cypherpunks to a strategic asset for nation states. In the process, leading financial firms have adopted Bitcoin as a fixture of the modern financial portfolio. But a gap remains between the institutions that have adopted Bitcoin and the clients they seek to serve, many of whom still do not understand what Bitcoin is or how it could benefit their lives. This report aims to close that gap by identifying the narratives that resonate most with individuals who are just starting their Bitcoin education.

Cygnal, Neighborhood Bitcoin, and the Bitcoin Policy Institute together launched a national research campaign to: 1) identify the next audience interested in Bitcoin; 2) understand that audience's top concerns; and 3) address those concerns in an accessible way.

In searching for the messages that resonate most with Bitcoin-curious audiences, our survey uncovered three major research findings:

1. Engagement Areas

The primary concerns voiced by parties interested in Bitcoin were, in the following order: control, safety (proven performance), security, access, and ease of use. In addressing these concerns, potential holders resonated with messages about Bitcoin as an asset that empowers users to take greater ownership/control of their financial futures. Messages such as "You decide how much," "You decide how," and "You can track the activity yourself" were especially popular in the focus groups. Audiences also resonated with messages about volatility as normal for an early-stage asset.

2. The Best Messenger: Everyday Bitcoiners

According to the final survey (and corroborated by all focus groups), the most powerful advocate for the next wave of Bitcoin adoption is not an influencer or CEO but Bitcoiners who are trusted friends, family members, or financial advisors sharing their own experience with Bitcoin.

3. Rising Interest

After presenting 19 Bitcoin messages in the final survey, close to two-thirds of the respondents wanted to learn more about owning Bitcoin, with "not interested at all" falling from 39% to 32% and "very or extremely interested" rising from 19% to 24%, a net shift from both categories of about 12 points toward interest.

These survey results corroborated what Cygnal heard in the focus groups: in preparing for the next wave of Bitcoin adoption, the goal should be to address people's concerns about the asset instead of focusing on the generic merits of Bitcoin, as important as they are.

Research Design

The findings of this report draw on qualitative and quantitative work conducted by Cygnal from March – June 2026.

Phase 1: National Segmentation Survey

Phase 1 was a national segmentation survey of 1,516 registered voters ages 18 to 64, fielded March 19-21, 2026, via a blended SMS, online, and live-phone methodology, with results weighted to the national registered-voter population. Its purpose was to map awareness, knowledge, and perceptions of Bitcoin across the electorate and to locate the persuadable middle. A latent class analysis of the weighted data produced a four-class solution: Ideological Rejecters (~30%), Financially Stressed Disengaged (~20%), Curious Fence-Sitters (~32%), and Active Believers (~18%). The segmentation survey signaled whom to talk to and what barriers to probe.

Phase 2: In-Person Focus Groups

Phase 2 was eight in-person focus groups conducted from April 21–28, 2026, four in Columbus, Ohio, and four in Nashville, Tennessee, that included roughly 80 Bitcoin-persuadable non-owners in total.

Each focus group ran 95 minutes and was moderated in person by Cygnal CEO Brent Buchanan. Groups were single-gender and segmented by age and financial situation, drawing on the divides Phase 1 identified as meaningful. Seven groups were screened for neutral baseline impressions of Bitcoin; one Nashville group was screened for negative impressions to test whether that audience was reachable or should be deprioritized.

Each group worked through a common moderator guide covering financial worldview, institutional trust, dollar trust, Federal Reserve knowledge, Bitcoin first impressions, reaction to a shared Bitcoin definition, learning sources, and a tagline activity testing early message concepts. This phase came second because the quantitative map showed where the openings were but not the language, metaphors, or trust thresholds behind them. The group discussions surfaced how people actually talk about Bitcoin and generated the raw message concepts the final phase would test at scale.

Phase 3: National Message Validation

Phase 3 was a national message-validation survey testing the messages developed from the focus group findings, fielded May 29 – June 2, 2026, via online panel and SMS to a national sample of 1,000 registered voters ages 18 to 64, with a margin of error of ±3.08% and a cumulative oversample of 832 in the target persuadable audience so movement could be read reliably within the segments that matter. Results were weighted to a national registered-voter 18-to-64 universe. Each of the 23 tested messages was ranked by Cygnal Message Effectivity, a Shapley-value measure of each message's predictive power on outcome movement. This phase came last because it existed to answer the one question the first two cannot: not who is persuadable or how they talk, but which specific messages actually move opinion, for whom, and by how much? Its output is the empirical foundation for the messaging framework.

Key Findings from Focus Groups and Surveys

The Bitcoin Messages that Resonate

Cygnal tested 19 Bitcoin messages in the final survey. The nine messages that resonated with audiences most are grouped into the four themes below. These themes reflect not only stated interest but also popularity and practicality for well-rounded engagement.

1 Control

MESSAGING THEME

Blends the messages "Freedom Money" + "You Decide How Much"

FREEDOM MONEY

Bitcoin is freedom money. It's the only money you truly own and control. No bank, no government, no middleman can freeze it, inflate it, or take it from you. For the first time in history, ordinary people can hold wealth that no one else has power over.

YOU DECIDE HOW MUCH

You don't have to go all-in on Bitcoin to participate and benefit from it. Plenty of people treat it the way they treat any other part of their savings or investments. That means putting in what they're comfortable with, watching how it performs, and adjusting from there. You decide how much is right for you, even if that's just $10 to start.

2 Safety (Proven Performance)

MESSAGING THEME

Blends the messages "Volatility Is Vitality" + "4-Year Gains"

VOLATILITY IS VITALITY

People who don't understand Bitcoin point to price swings and call it risky, but volatility is vitality. It's what economists expect from something still in the early stages of becoming a major global asset. Every Bitcoin holder who has held onto their Bitcoin for four years has come out ahead, without exception.

4-YEAR GAINS

Throughout the existence of Bitcoin, the price has ended higher for every single person who has held it for four years – without exception. People who buy and hold through the ups and downs have come out ahead, every time... even more than the stock market.

3 Security

MESSAGING THEME

Blends the messages "Same Security" + "Institutional Adoption"

SAME SECURITY

When you buy Bitcoin through a major U.S. brokerage, it's protected by the same security and compliance rules as the rest of your portfolio. Clear federal rules and major financial regulations are in place to protect investors from fraud and theft.

INSTITUTIONAL ADOPTION

Major pension funds, Fortune 500 companies, and the largest banks in the world now hold Bitcoin on their balance sheets. The institutions managing Americans' retirement savings are already using it, so it's already incorporated into the portfolios of many Americans.

4 Access / Ease of Use

MESSAGING THEME

Blends the messages "Inflation Defense" + "Familiar Apps" + "Step-by-Step"

INFLATION DEFENSE

While most people are sitting on cash watching inflation eat their savings, people who bought Bitcoin at least four years ago are staying ahead of inflation. The longer you wait, the more inflation eats away at your savings. But purchasing Bitcoin has historically enabled holders to stay ahead of inflation.

FAMILIAR APPS / STEP-BY-STEP

When you buy Bitcoin through major U.S. brokerages like Fidelity and Charles Schwab, you get the same customer service you already rely on for your other accounts. These services provide real people, real phone numbers, and real help. In fact, purchasing Bitcoin directly through an exchange is simpler than most people think. There are straightforward, step-by-step guides that walk you through exactly how to buy it, how to store it safely, and how to cash out whenever you're ready.

A note on "Digital Gold" messaging:

"Digital Gold" messaging confused focus group participants, despite them being given time to think through what the term means. Also, on the national survey, "digital gold" terminology ranked close to last.

The Bitcoin Messengers that Resonate

The final survey also assessed the most effective Bitcoin messengers and discovered that trusted peers and local professionals carry the most weight for engaging others about Bitcoin.

Trusted peers and local professionals

Friends and family who already own Bitcoin are among the most powerful advocates. Asked who they would trust for reliable information about Bitcoin, respondents name a financial advisor they have worked with (33%), a retirement or financial planning expert (25%), and a friend or family member who owns Bitcoin (23%), well ahead of any media figure or public official.

Younger family members count

Several participants cited children, grandchildren, or younger siblings as influential in their exposure to Bitcoin.

For a comprehensive breakdown of results from the final survey, see Cygnal's topline findings below:

Survey of Registered Voters Ages 18-64 · National

MAY 29 – JUNE 2, 2026 | N=1000 | ±3.10%

Q1. Age Range: What is your age as of today?

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
Under 45	**569**	**56.9%**	**55.4%**
18 - 29	228	22.8%	24.4%
30 - 44	341	34.1%	31.1%
45 and Over	**431**	**43.1%**	**44.6%**
45 - 54	210	21.0%	21.9%
55 - 64	221	22.1%	22.7%
Total	1,000	100.0%	100.0%

Q2. Bitcoin Impression: Do you have a positive or negative impression of Bitcoin?

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
Positive	**286**	**28.6%**	**17.9%**
Very positive	124	12.4%	0.0%
Somewhat positive	162	16.2%	17.9%
Neutral - no strong feelings either way	**371**	**37.1%**	**82.1%**
Negative	**285**	**28.5%**	**0.0%**
Somewhat negative	137	13.7%	0.0%
Very negative	148	14.8%	0.0%
Unsure	58	5.8%	0.0%
Total	1,000	100.0%	100.0%

Q3. Bitcoin Ownership: Do you currently own or have you previously owned Bitcoin?

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
Current Owners	**176**	**17.6%**	**0.0%**
Yes, currently own directly	137	13.7%	0.0%
Yes, currently own through a retirement or investment account	39	3.9%	0.0%
Past Owner - Yes, previously owned	**164**	**16.4%**	**0.0%**
No, but someone in my household owns or has owned Bitcoin	**53**	**5.3%**	**11.6%**
No, but I own or have owned other cryptocurrencies	**50**	**5.0%**	**10.5%**
No, I have not owned Bitcoin or any other cryptocurrencies	**538**	**53.8%**	**77.9%**
Unsure	19	1.9%	0.0%
Total	1,000	100.0%	100.0%

Q4. Personal Financial Situation: How would you describe your current financial situation?

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
I'm getting ahead financially	187	18.7%	16.5%
I'm holding steady - keeping up but not getting ahead	445	44.5%	45.6%
I'm falling behind financially	199	19.9%	21.1%
I'm in crisis - struggling to cover basic expenses	153	15.3%	15.6%
Unsure	16	1.6%	1.3%
Total	1,000	100.0%	100.0%

Q5. Financial Management: How do you primarily manage your personal finances and investments? Select all that apply.

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
I manage my own finances and investments independently	489	48.9%	47.4%
I use an online platform or app to manage investments (e.g., Fidelity, Schwab, Robinhood)	252	25.2%	18.5%
I use a financial advisor or wealth manager	183	18.3%	16.6%
I don't currently have investments or actively manage finances	167	16.7%	20.5%
I rely on family or friends for financial guidance	153	15.3%	14.8%
Unsure	28	2.8%	2.8%
Total	1,000	100.0%	100.0%

Q6. Retirement Readiness: Thinking about your long-term financial future, how confident are you that your current savings, investments, and retirement accounts will provide enough for you to retire comfortably?

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
Confident	**508**	**50.8%**	**50.6%**
Very confident	206	20.6%	17.0%
Somewhat confident	302	30.2%	33.6%
Not confident	**439**	**43.9%**	**43.0%**
Not very confident	198	19.8%	21.9%
Not at all confident	240	24.0%	21.0%
Unsure	53	5.3%	6.4%
Total	1,000	100.0%	100.0%

Q7. U.S. Dollar Trust: How much do you trust that a dollar today will still buy roughly the same amount 10 years from now?

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
A ton	32	3.2%	2.1%
A great deal	76	7.6%	6.1%
Somewhat	110	11.0%	12.7%
A little	128	12.8%	11.8%
Not at all	617	61.7%	62.8%
Unsure	38	3.8%	4.4%
Total	1,000	100.0%	100.0%

Q8. Bitcoin Knowledge: How much would you say you know about Bitcoin?

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
I know a lot and could explain it to someone else	141	14.1%	5.3%
I know a fair amount but have gaps in the specifics	352	35.2%	27.3%
I've heard of it but don't really understand how it works	399	39.9%	55.7%
I've barely heard of it	71	7.1%	7.9%
I've never heard of it	13	1.3%	2.1%
Unsure	24	2.4%	1.7%
Total	1,000	100.0%	100.0%

Q9. Minimum Purchase: What do you believe is the smallest dollar amount of Bitcoin a person could buy to get started?

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
Less than $10	381	38.1%	35.1%
$10 to $299	185	18.5%	18.1%
$300 to $1,999	83	8.3%	5.7%
$2,000 to $49,999	47	4.7%	4.5%
$50,000 or more	37	3.7%	2.5%
Unsure	267	26.7%	34.1%
Total	1,000	100.0%	100.0%

Q10. Brokerage Awareness: To the best of your knowledge, can a person buy Bitcoin directly through major U.S. brokerage firms like Fidelity or Charles Schwab?

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
Yes, you can	297	29.7%	24.0%
No, you cannot	150	15.0%	10.6%
Unsure	553	55.3%	65.4%
Total	1,000	100.0%	100.0%

Q11. Bitcoin vs. Crypto: From what you have seen, read, or heard, do you think Bitcoin is basically the same as other cryptocurrencies, or is it different from other cryptocurrencies?

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
Basically the same as other cryptocurrencies	440	44.0%	39.6%
Different from other cryptocurrencies	279	27.9%	24.7%
Unsure	281	28.1%	35.7%
Total	1,000	100.0%	100.0%

Q12. Bitcoin Barriers: What are the main reasons you don't own Bitcoin? Select all that apply.

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
Bitcoin is too risky and uncertain	305	37.0%	28.2%
Don't understand it	290	35.2%	43.3%
Scam risk	269	32.7%	24.2%
It's not real money	233	28.3%	17.0%
No government backing like banks providing FDIC insurance	223	27.0%	18.9%
Price volatility	222	27.0%	19.7%
It seems unnecessary	209	25.4%	18.8%
Already missed out on the biggest gains	167	20.3%	18.7%
Lacks widespread adoption and acceptance	137	16.6%	12.8%
Security of transactions	126	15.3%	11.6%
Don't have the minimum amount necessary	79	9.6%	11.3%
I have no concerns about Bitcoin	48	5.8%	7.8%
Don't know where or how to purchase it	133	16.2%	20.9%
Unsure	38	4.6%	5.4%
Total	824	100.0%	100.0%

Q13. Initial Bitcoin Ownership Interest: How interested are you in learning about buying or investing in Bitcoin?

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
Very Open BTC	**189**	**18.9%**	**13.3%**
Extremely interested	116	11.6%	4.7%
Very interested	72	7.2%	8.6%
Somewhat Open BTC	**370**	**37.0%**	**51.6%**
Somewhat interested	197	19.7%	28.2%
A little interested	173	17.3%	23.4%
Not at all interested	**387**	**38.7%**	**28.8%**
Unsure	55	5.5%	6.4%
Total	1,000	100.0%	100.0%

Q14 - Q36. Message Battery — Overall (n1000)

CATEGORY	MESSAGE	CME LIFT	MESSAGE TEXT AS TESTED
BITCOINER	**Volatility Is Vitality**	**1.00**	People who don't understand Bitcoin point to price swings and call it risky, but volatility is vitality. It's what economists expect from something still in the early stages of becoming a major global asset. Every Bitcoin holder who has held onto their Bitcoin for at least four years has come out ahead, without exception.
PRO	**You Decide How Much**	**0.83**	You don't have to go all-in on Bitcoin to participate and benefit from it. Plenty of people treat it the way they treat any other part of their savings or investments. That means putting in what they're comfortable with, watching how it performs, and adjusting from there. You decide how much is right for you, even if that's just $10 to start.
PRO	**Real Value w/o Being Money**	**0.74**	Some collectible items are worth thousands of dollars even though they aren't money. They have value because enough people agree they have value, and because there are only so many of them. Bitcoin works the same way: it's not physical money in your wallet, but it is worth real money for tens of millions of people.
PRO	**Institutional Adoption**	**0.73**	Major pension funds, Fortune 500 companies, and the largest banks in the world now hold Bitcoin on their balance sheets. The institutions managing Americans' retirement savings are already using it, so it's already incorporated into the portfolios of many Americans.
BITCOINER	**Freedom Money**	**0.71**	Bitcoin is freedom money. It's the only money you truly own and control – no bank, no government, no middleman can freeze it, inflate it, or take it from you. For the first time in history, ordinary people can hold wealth that no one else has power over.
PRO	**Familiar Apps**	**0.64**	When you buy Bitcoin through major U.S. brokerages like Fidelity, Charles Schwab, or your bank, you get the same customer service you already rely on for your other accounts. Real people, real phone numbers, real help.
PRO	**Public Ledger**	**0.63**	Every Bitcoin transaction ever made is recorded on a permanent public ledger called a blockchain that anyone can verify at any time. It doesn't tie to your name but to the digital wallet where you hold your Bitcoin. No bank or government offers that level of transparency over how money moves.
PRO	**Dollar Escape Hatch**	**0.58**	The U.S. dollar has lost more than 96 percent of its purchasing power since 1913. The dollar is being printed into oblivion, and Bitcoin is an escape hatch that ordinary people have.

Q14 - Q36. Message Battery — Overall (n1000) (continued)

CATEGORY	MESSAGE	CME LIFT	MESSAGE TEXT AS TESTED
PRO	**What Backs Bitcoin**	**0.36**	The U.S. dollar has not been backed by gold since 1971, when the government could not print more dollars than there were in gold reserves. Today, it's backed entirely by trust in the U.S. federal government, meaning government can print as much as it wants. There will only ever be 21 million Bitcoin in existence and it is backed by fixed mathematical rules that no government, bank, or company can ever change.
PRO	**Addtl Option for Retirement**	**0.22**	A lot of Americans check their 401(k) or retirement balance and realize the current path isn't going to get them where they want to be. Bitcoin isn't a replacement for traditional retirement savings. It's an additional option alongside the ones you already have, especially if you're worried the standard path won't be enough.
PRO	**Currency Evolution**	**0.22**	Every society in history has had its own form of money – from salt, to gold, to paper dollars, to digital payments. Currencies evolve in form as societies change. Bitcoin is a step in that evolution: money built for an increasingly digital world that is already being used by millions of regular people.
PRO	**4 Year Gains**	**0.22**	Throughout the existence of Bitcoin, the price has ended higher for every single person who has held it for four years - without exception. People who buy and hold through the ups and downs have come out ahead, every time, even more than the stock market.
PRO	**Inflation Defense**	**0.18**	While most people are sitting on cash watching inflation eat their savings, people who bought Bitcoin at least four years ago are staying way ahead of inflation. The longer you wait, the more inflation eats away at your savings. Buying Bitcoin now enables you to stay ahead of inflation going forward.
BITCOINER	**Money Printer Goes Brrr**	**0.17**	The Federal Reserve can create new dollars out of thin air whenever it wants, and it does. That's why prices keep going up and your savings buy less every year. Bitcoin is the only money that governments can't make more of out of thin air.
BITCOINER	**Authoritarian Governments**	**0.15**	Thousands of activists worldwide in countries like Russia, Belarus, Nigeria, and Venezuela use Bitcoin to evade and overthrow authoritarian governments. Traditional bank accounts can be frozen, and credit card and app payments can be blocked, but there is no way to stop Bitcoin transactions because Bitcoin is resistant to censorship.
PRO	**Step-by-Step**	**0.14**	Purchasing Bitcoin is simpler than most people think. There are straightforward, step-by-step guides that walk you through exactly how to buy it, how to store it safely, and how to cash out whenever you're ready.

Q14 - Q36. Message Battery — Overall (n1000) (continued) (continued)

CATEGORY	MESSAGE	CME LIFT	MESSAGE TEXT AS TESTED
BITCOINER	**Digital Gold**	**0.14**	Bitcoin is digital gold. For thousands of years, people have used gold to protect their wealth when the economy got rocky. Bitcoin does the same thing – only better. It's scarcer than gold, easier to store than gold, and can't be confiscated like U.S. dollars.
PRO	**Strategic Reserve**	**0.10**	The U.S. government holds Bitcoin in a national strategic Bitcoin reserve, the same way it holds gold. Dozens of other foreign governments do also. Governments wouldn't do that with something that was a fad.
PRO	**Same Security**	**0.10**	When you buy Bitcoin through a major U.S. brokerage, it's protected by the same security and compliance rules as the rest of your portfolio. Clear federal rules and major financial regulations are in place to protect investors from fraud and theft.
ANTI	**Scams and Fraud**	**1.00**	The cryptocurrency world is full of scams, collapsed exchanges like FTX, and rug pulls where ordinary investors lose everything overnight. Bitcoin can't be separated from that environment, and once your money is gone, there is no one to call.
ANTI	**Volatility**	**0.58**	The price of Bitcoin can swing 20 or 30 percent in a matter of days. People who buy at the wrong time can lose half their savings if they panic sell. It's not a safe place to put money you can't afford to lose.
ANTI	**No Safety Net**	**0.44**	When you put money in a bank, it's insured by the FDIC. If the bank fails, the government covers you. Bitcoin has no FDIC, no insurance, and no protection. If something goes wrong, you're on your own.
ANTI	**YOLO**	**0.10**	Bitcoin has become a symbol of reckless, get-rich-quick thinking. The people promoting it the loudest are often the ones who got lucky early and want others to follow them in. "You only live once" is not an investment strategy, and for people who bought at the wrong time, Bitcoin has meant real financial losses, not wealth.

Q37. Informed Bitcoin Interest: Now knowing all of this information, how interested are you in learning about buying or investing in Bitcoin?

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
Very Open BTC	**241**	**24.1%**	**20.4%**
Extremely interested	114	11.4%	6.1%
Very interested	127	12.7%	14.3%

Q37. Informed Bitcoin Interest (continued)

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
Somewhat Open BTC	**366**	**36.6%**	**49.2%**
Somewhat interested	208	20.8%	31.5%
A little interested	158	15.8%	17.7%
Not at all interested	**320**	**32.0%**	**22.7%**
Unsure	73	7.3%	7.8%
Total	1,000	100.0%	100.0%

Q38. Bitcoin Priority: Which of the following do you think Bitcoin is most useful for? Please choose the one you find most compelling.

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
A long-term investment to grow wealth	188	18.8%	21.9%
A way to protect savings from inflation	114	11.4%	12.3%
An alternative form of money for everyday spending	77	7.7%	9.2%
An additional option for retirement planning	117	11.7%	13.6%
A way to keep money outside of banks and government control	211	21.1%	20.6%
None of the above	170	17.0%	10.2%
Unsure	123	12.3%	12.2%
Total	1,000	100.0%	100.0%

Q39. Trusted Sources: Which of the following sources would you trust to give you reliable information about Bitcoin? Select all that apply.

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
A financial advisor you have worked with	333	33.3%	34.4%
A retirement or financial planning expert	248	24.8%	25.1%
A friend or family member who owns Bitcoin	231	23.1%	29.4%
A representative at your bank or brokerage	218	21.8%	22.8%
A bank or brokerage firm's website	170	17.0%	19.2%
A cryptocurrency regulator in the government	157	15.7%	14.5%
An AI tool, like ChatGPT, Gemini, or similar	139	13.9%	10.7%
A well-known business or tech leader	138	13.8%	13.8%
A social media or YouTube finance expert	115	11.5%	11.4%

Q39. Trusted Sources (continued)

RESPONSE	FREQ.	OVERALL	OVERSAMPLE
A teacher or university professor	89	8.9%	6.9%
A news media outlet or website	72	7.2%	6.8%
None of the above	178	17.8%	12.6%
Unsure	97	9.7%	9.6%
Total	1,000	100.0%	100.0%

Methodology

This probabilistic survey was conducted May 29 – June 2, 2026, with 1000 registered voters ages 18-64. It has a margin of error of ±3.10%. Known registered voters were interviewed via online panel and SMS. This survey was weighted to a registered voters ages 18-64 universe.

About our Organizations

Bitcoin Policy Institute is the leading non-profit, non-partisan think tank dedicated to advancing sound Bitcoin policy through research, education, and direct engagement with policymakers.

Based in Washington, DC, the Bitcoin Policy Institute (BPI) has worked since 2021 to bridge the critical knowledge gap between Bitcoin's technical reality and its policy implications. Our location in the nation's capital enables us to work directly with Congress, federal agencies, and policymakers to ensure that legislative and regulatory decisions are informed by accurate, unbiased analysis that serves the public interest.

As Bitcoin becomes increasingly central to America's economic and strategic future — from the proposed Strategic Bitcoin Reserve to its role in energy infrastructure — the need for informed policy has never been more urgent. BPI provides the research, education, and expertise necessary to help America lead in the digital asset revolution while protecting consumers and preserving individual liberty.

Cygnal is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in all 50 states and multiple countries on more than 3,000 corporate, public affairs, and political campaigns.

Neighborhood Bitcoin is a nonprofit research and education initiative. Its goal is to identify people interested in using Bitcoin, understand their concerns, and address them through education. The research and education that Neighborhood Bitcoin makes available for free is commissioned to benefit others in their understanding of Bitcoin.

Bitcoin Policy Institute