

Cryptocurrency is most popular among higher earners

Article

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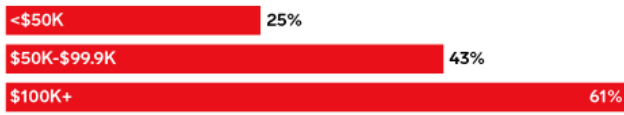
In the US, higher-income millennials are more likely to own cryptocurrency than their lower-earning peers. Some **61%** of those making at least six figures per year own crypto, while just **25%** of those earning less than \$50,000 hold Bitcoin or the like. Gender plays a role as well—

half of millennial men hold these digital currencies, while only **one-fifth** of women in that age group do so.

Beyond the chart: The top two reasons US adults buy crypto are for short-term and long-term growth investments, per CivicScience polling from December. Crypto investments are more popular than ever as US adults increasingly favor owning these digital currencies over traditional stocks. And those crypto owners tend to have some spare cash to set aside and, potentially, lose.

US Millennials Who Own Cryptocurrency, by Income, Dec 2021

% of respondents in each group



Note: born 1981-1996

Source: Morning Consult, "The State of Consumer Banking & Payments Q1 2022," Jan 25, 2022

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