



16/09/2024

# REPORT

**(18 - 34) Coin Collectors: The New Age of Digital Assets**



# AUDIENCE

## Demographics

United States, Age 18 to 34

## Custom Screening

Which of the following financial activities do you actively participate in?

**Qualified:** Trading or investing in cryptocurrencies.

**Unqualified:** Investing in traditional stocks., Saving in high-interest savings accounts., Buying or selling properties., None of the above.

## Custom Screening 2

How often would you say you trade/buy/sell cryptocurrency?

**Qualified:** Daily, Weekly, Monthly

**Unqualified:** A few times a year, Yearly



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## OBJECTIVE

To delve into the psychological, social, and economic drivers influencing cryptocurrency users' and traders' decisions, examining their entry points, trading objectives, platform and currency preferences, and the impact of external factors such as media exposure, community dynamics, and tech evolution on their trading behaviour, while also assessing their risk assessment and management approaches in the context of market volatility.

## BURNING QUESTION

What are the key factors that motivate individuals to initially engage with cryptocurrency trading, and how do these factors correlate with their long-term objectives and loyalty to certain platforms or digital assets?



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## CHAT GUIDE

1. How do your hobbies influence your financial decisions?
2. When did you first hear about cryptocurrencies?
3. What was the initial appeal of cryptocurrencies to you?
4. Can you describe your first trading experience?
5. How often do you trade or invest in digital assets?
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16. On a scale of 1-10, how strongly do external factors like news influence your trading?
17. Pretend you're introducing a friend to crypto. What's the first thing you say?
18. What would make you stop trading cryptocurrencies?
19. What do you think the future holds for cryptocurrency?



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## AI SUMMARY

The key factors motivating individuals to engage with cryptocurrency trading are the potential for high returns, the excitement of participating in a new form of investment, and the appeal of diversifying their financial portfolio. Many were initially skeptical but were drawn in by the allure of quick profits and the ability to invest in a variety of digital assets. The majority of respondents trade on a weekly basis, with some trading daily, and they often use platforms like Robinhood, Coinbase, and Crypto.com due to their user-friendly interfaces, low fees, and comprehensive trading tools.

Long-term objectives for these traders include generating a substantial passive income, saving for retirement, and capitalizing on the potential for cryptocurrencies to replace traditional money. Loyalty to certain platforms is influenced by ease of use, trust, and cost-effectiveness, while loyalty to specific digital assets like Bitcoin is often due to its perceived stability, trustworthiness, and widespread acceptance. Community sentiment plays a varying role in trading decisions, with some traders relying heavily on it and others preferring to focus on technical analysis and personal research.

Risk assessment is a common practice, with many respondents only investing what they can afford to lose and using strategies like setting stop-loss orders to manage market volatility. Media coverage has a moderate impact on trading decisions, with some traders being wary of mainstream media and preferring to conduct their own research or follow trusted sources. Overall, there is a strong belief that cryptocurrencies will continue to grow and potentially become a universal form of currency, despite concerns about market volatility and potential economic downturns.





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## KEY INSIGHTS

### Preferred Trading Platforms

- Users prefer platforms that offer ease of use and user-friendly interfaces.
- Many traders are drawn to platforms with low or no fees for transactions.
- Trust and previous positive experiences influence platform choice for trading.
- Accessibility and detailed insights or analytics are important features for traders.

### Quotes:

"Currently I use crypto.com app and Robinhood. I prefer the crypto app and Robinhood hood because on the crypto app you can buy almost any crypto you can think of. And on Robinhood because there are no fees at all associated with making purchases of crypto or selling crypto. Also. Both apps have very good insight and graphs to estimate what each type of crypto is going to do. "

Age 29, Male

"Coinbase, jun0, cash app, and strike. I use them because I have used them before and know that I can trust them."

Age 34, Female

"Crypto.com and Coinbase. And I chose them because they were known based on reviews and people I knew who were in this industry that these are the best for anyone and everyone. "

Age 27, Female

"I use Cryptpo.com, Coinbase, Gemini, Cash App, and Robinhood. I chose these platforms based on my"

Age 33, Male





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## KEY INSIGHTS

### Investment Goals in Cryptocurrency

- Investors are looking at cryptocurrency as a modern retirement investment strategy.
- Cryptocurrency is seen as a means to generate passive income and to grow savings more effectively than traditional savings accounts.
- Some investors are interested in the high-gain potential of trading crypto, including new features like crypto options.
- Investors are employing strategies such as weekly purchases with the intent to sell for profit at the end of the year.

### Quotes:

"I hope to make profit by trading, in the long run its a good way to invest for retirement in the modern age"

Age 28, Male

"I want this to ultimately become a prominent stream of passive income. I want my money to continue to grow, rather than collect dust in a savings account."

Age 26, Female

"I've been trying to buy some at least once week and put at least a third of what I buy back so at the end of the end of the year I can sell what what I've collected and saved and see how much profit I have."

Age 34, Female





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## KEY INSIGHTS

### Initial Attraction and Trading Motivations

- The allure of potential high returns and the novelty of a digital investment form were common initial attractions to cryptocurrency trading among respondents.
- Many respondents were initially skeptical about cryptocurrencies but became more comfortable after conducting their own research or being influenced by peers.

### Quotes:

"The initial appeal was that it was a new way to invest and make money"

Age 28, Male

"Well I started to actually learn how the investments worked and how it's actually a more secure way of investing your money. I loved how it was a safe way to have and handle your money and invest it faster."

Age 27, Female

"A friend of mine told me about cryptocurrency and I was a bit skeptical on the beginning."

Age 26, Female

"I've connected with plenty of people that live and operate effectively in the cryptocurrency world—they taught me what to look for and what to do when I see it. I consider the trading price and its current value on investment it has. "

Age 27, Female







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## KEY INSIGHTS

### Platform Selection and Trading Frequency

- Ease of use, low fees, and user-friendly interfaces are key reasons why platforms like Robinhood, Coinbase, and Crypto.com are popular among traders.
- Weekly trading is a common frequency, indicating a balance between active engagement and the avoidance of daily market volatility.

### Quotes:

"I use Crypto.com, Coinbase, Gemini, Cash App, and Robinhood. I chose these platforms based on my"  
Age 33, Male

"Crypto.com and Coinbase. And I chose them because they were known based on reviews and people I knew who were in this industry that these are the best for anyone and everyone. "  
Age 27, Female

"There very detailed graphs of each crypto. "  
Age 29, Male

"I trade and invest weekly but sometimes just monthly. I trade for the long term. I'm comfortable taking risks because they usually have high rewards "  
Age 33, Male





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## KEY INSIGHTS

### Risk Management and Decision Influences

- Respondents emphasize the importance of not investing more than they can afford to lose, suggesting a cautious approach to risk management.
- Community sentiment plays a varying role in trading decisions, with some traders relying on it heavily, while others prefer to focus on technical analysis and personal research.

### Quotes:

"Try to not go over my limit. Categorize the needs verse the wants"

Age 32, Female

"I am a part of a couple groups via Facebook & LinkedIn for people within the cryptocurrency world and thru there everything is always commmunicated to be on top of it as an individual."

Age 27, Female

"I somewhat rely on opinions. I have a lot of friends that are smart in this area. Plays a big part!"

Age 27, Male

"I consider the volatile nature of the currency. Prices fluctuate very often so losing money is common. I invest in stable cryptocurrencies that provide profits"

Age 33, Male





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## KEY INSIGHTS

### Staying Informed on Market Trends and Tech Updates

- Respondents utilize a variety of online platforms and communities to stay updated on market trends, particularly in the cryptocurrency space.
- Many respondents engage with social media, financial publications, and dedicated news outlets to gather information.
- Alerts and notifications from trading platforms are a common method for respondents to receive timely updates on market movements.
- Community sentiment on platforms like LinkedIn and Reddit plays a significant role in informing respondents about market trends.

### Quotes:

"I check the stocks online every single day and read various financial publications."

Age 26, Female

"I research online daily. I spend a lot of my time focusing on buying and selling crypto. "

Age 29, Male

"I have my platform set to send alerts if a crypto or stock goes about or below a set price I also watch videos of professionals that give you ideas of what to watch and why and I also look at the trending stocks and cryptos in multiple platforms including Robinhood Coinbase and Stocktwits "

Age 23, Male





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## KEY INSIGHTS

### Factors Influencing the Decision to Stop Trading Cryptocurrencies

- Significant financial loss is a primary factor that would cause individuals to cease trading cryptocurrencies.
- Economic downturns, such as a stock market crash or a recession, could prompt traders to stop their cryptocurrency activities.
- Concerns about security, such as widespread data hacking, could deter individuals from continuing to trade cryptocurrencies.
- A lack of satisfactory investment growth or a continuous decline in the value of cryptocurrencies could lead to a cessation of trading.

### Quotes:

"If I lost all the money I invested"

Age 28, Male

"If the stock market crashed, we went into a recession, or data was being hacked online nationwide."

Age 26, Female

"If prices all fall and I take a big loss I might stop. Or if the volatility becomes so high that I can not judge what it's going to do then I might stop. "

Age 29, Male

"I think losing too much money and market crashes would make me stop trading "

Age 33, Male





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## KEY INSIGHTS

### Future Outlook and External Factors

- There is a strong belief among respondents that cryptocurrencies will continue to grow and potentially replace traditional currency, despite acknowledging market volatility and economic instability.
- Media influence on trading decisions is moderate, with respondents preferring to rely on their own research, community insights, and professional advice.

### Quotes:

"I think prices of most will continue to rise as the years go on. "

Age 29, Male

"As of now I don't really pay attention to the media coverage on the cryptocurrencies I do my own research online on Google and through the notifications search engines to make my decisions"

Age 34, Male

"I would tell them that it's a easy way to invest your money and to do so you wouldn't even have to invest much you can start with as small as a dollar to get the feel for it but it is an easy way to invest your money and gain extra profit in your account"

Age 34, Male

"I think cryptocurrency are here to stay and will replace physical money someday"

Age 28, Male



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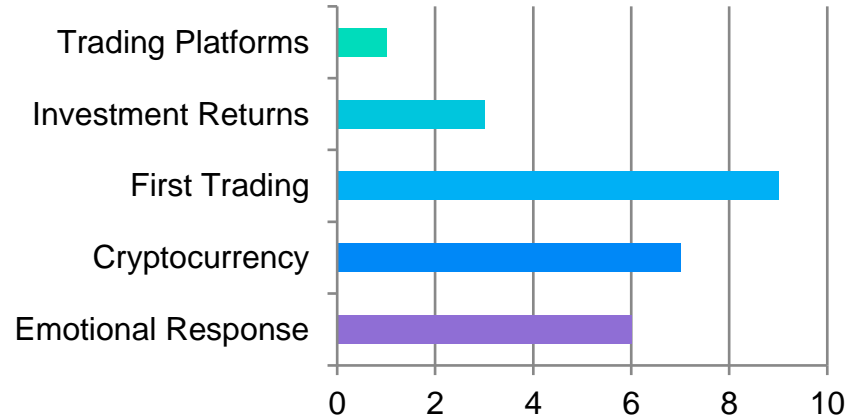
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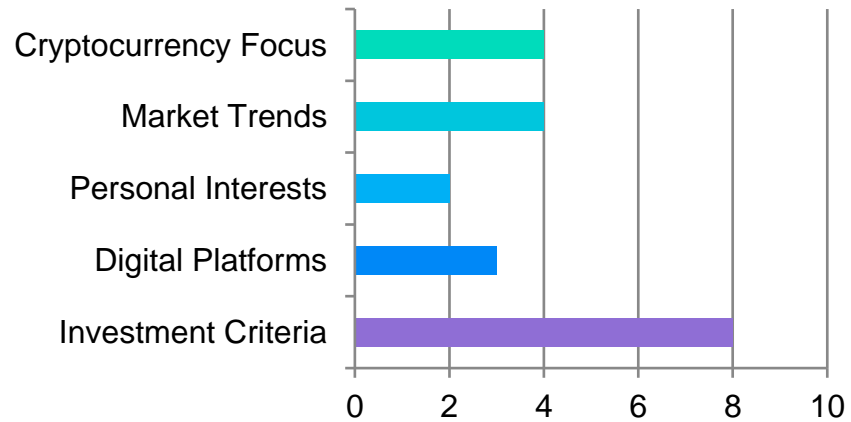
How often would you say you trade/buy/sell cryptocurrency?

## TOPICS

Can you describe your first trading experience?



How do you decide which digital assets to invest in?



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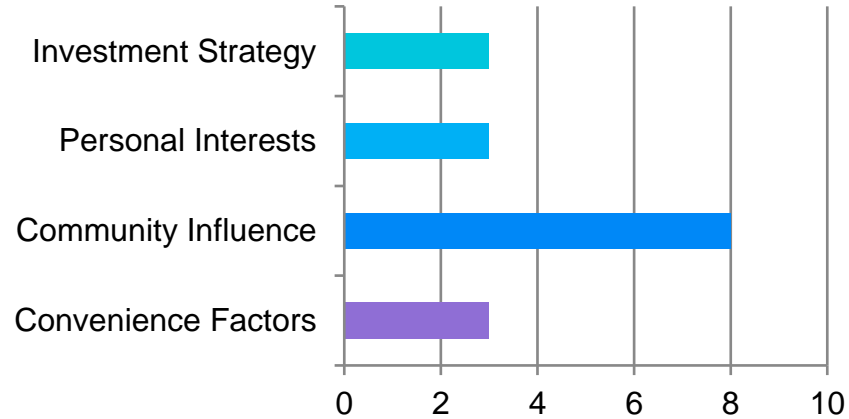
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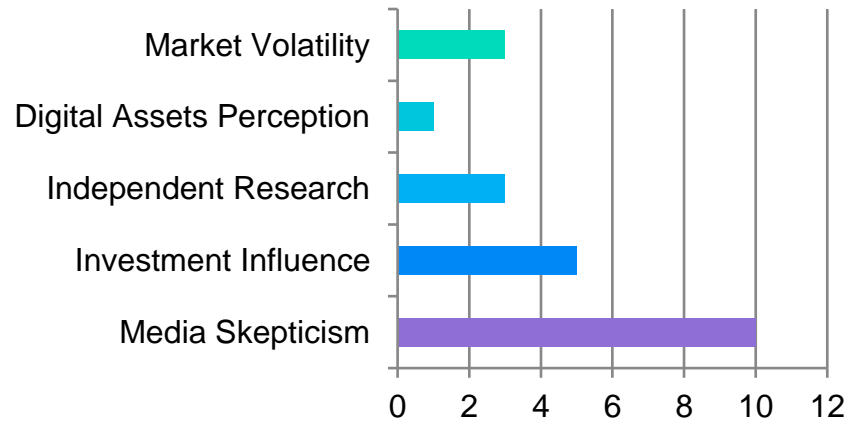
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## TOPICS

What role does community sentiment play in your trading decisions?



How has media coverage affected your views on digital assets?



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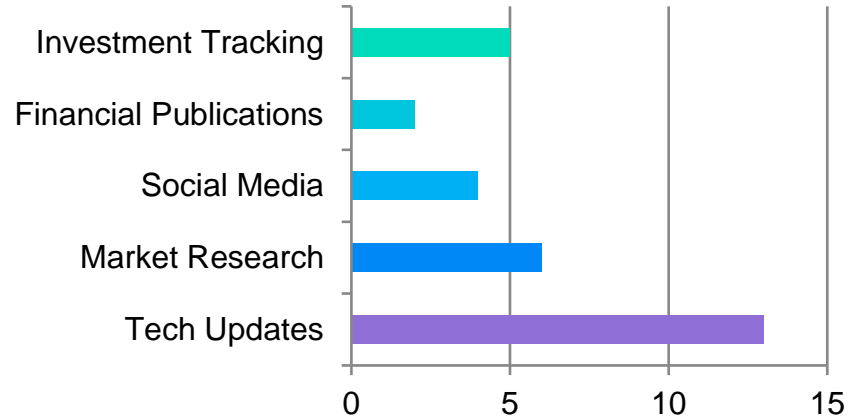
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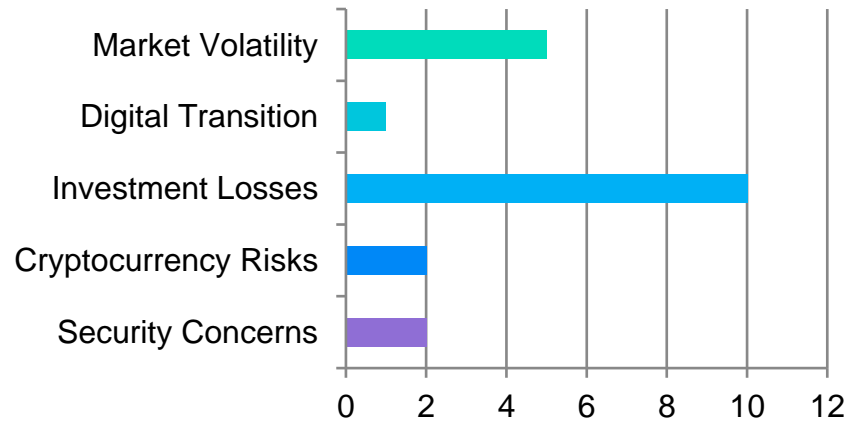
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How do you stay informed about market trends and tech updates?



What would make you stop trading cryptocurrencies?







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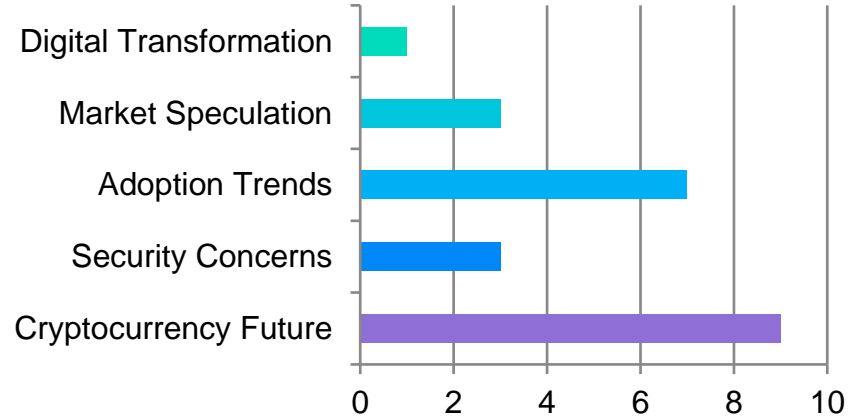
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## TOPICS

What do you think the future holds for cryptocurrency?





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# REPORT

**(35+) Coin Collectors: The New Age of Digital Assets**



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## OBJECTIVE

To delve into the psychological, social, and economic drivers influencing cryptocurrency users' and traders' decisions, examining their entry points, trading objectives, platform and currency preferences, and the impact of external factors such as media exposure, community dynamics, and tech evolution on their trading behaviour, while also assessing their risk assessment and management approaches in the context of market volatility.

## BURNING QUESTION

What are the key factors that motivate individuals to initially engage with cryptocurrency trading, and how do these factors correlate with their long-term objectives and loyalty to certain platforms or digital assets?



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## CHAT GUIDE

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## AI SUMMARY

The key factors motivating individuals to engage with cryptocurrency trading are diverse, ranging from the appeal of a decentralized currency and the potential for high returns to the influence of social media and community sentiment. Many respondents were initially drawn to cryptocurrencies for their fixed supply, particularly Bitcoin, which they perceived as a safeguard against inflation and devaluation. The potential for quick profits and the excitement of a volatile market also played a significant role in attracting traders. Long-term objectives vary, with some traders aiming for substantial returns and others seeking to diversify their portfolios or use crypto as a hedge against traditional market instability.

Loyalty to certain platforms is influenced by user-friendliness, convenience, and the availability of a wide range of digital assets. Coinbase and Cash App are mentioned for their ease of use and trustworthiness. Bitcoin remains a favorite due to its reputation and security, while Ethereum is preferred for its relative stability and potential for growth. Community sentiment and media coverage are significant but not the sole factors in trading decisions; many traders emphasize personal research, market trends, and advice from trusted sources over mainstream media narratives. Risk management strategies include diversification, cautious investment of disposable income, and a focus on long-term holding rather than short-term fluctuations. Overall, while external factors like news and community chatter do influence decisions, many traders rely on a combination of research, platform features, and personal experience to guide their cryptocurrency engagements.





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## KEY INSIGHTS

### Preferred Trading Platforms Among Cryptocurrency Traders

- Cash App is favored for its convenience and ease of use, particularly for Bitcoin transactions.
- Coinbase is a popular choice due to its user-friendliness, brand trust, and the variety of cryptocurrencies available.
- Some traders prefer platforms like crypto.com and shapeshift for their simplicity and habit.
- Robinhood is used by some traders for its ease of use and seamless fund transfer process.

### Quotes:

"I use cashapp now because it is so convenient and easy. But it is very easy now to invest in Bitcoin, atleast, in many places "

Age 42, Male

"I use coinbase and uphold. I chose coinbase because it was the most popular, and i use uphold because it has more coins to purchase."

Age 39, Male

"I use crypto.com, coinbase, and shapeshift."

Age 41, Male

"We all use robinhood but I think some members have tried other platforms not sure which though "

Age 43, Male





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## KEY INSIGHTS

### Cryptocurrency Investment Goals

- Investors are looking for substantial returns, with some expecting cryptocurrencies like Bitcoin to significantly increase in value.
- Education and smart decision-making are key components for some investors who are new to cryptocurrency trading.
- Cryptocurrency investments are seen as a means to achieve both short-term financial gains and long-term financial security.
- Diversification and hedging against traditional financial systems and market volatility are common themes among cryptocurrency investors.

### Quotes:

"I'm hoping to get educated on the cryptocurrency trading to where I can begin to make smart decisions and make money "

Age 65, Male

"Short term goals are just to maintain a positive balance in my accounts so i can continue to trade until feel like i should move some of my money into a different type of investment account. Long term goals are to pay my house of early with future gains. "

Age 41, Male

"I see it first as a long term investment and short-term hedge against inflation and the volatility of the stock market "

Age 43, Male







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## KEY INSIGHTS

### Initial Attraction and Long-term Commitment

- The initial appeal of cryptocurrencies for many users was the potential for high returns, the fixed supply cap of coins like Bitcoin, and the ability to transact anonymously and securely without the risk of bank failures.
- Despite varying levels of understanding and success, there is a common trend towards long-term investment strategies, with many users aiming to hold their assets to achieve significant future gains or as a hedge against traditional financial systems.

### Quotes:

"I like that they are not centralized "

Age 47, Male

"If they outlawed it"

Age 36, Male

"I don't pay much attention to community sentiment "

Age 47, Male

"Have some disposable income do your own research I'll point you to some sources and lastly be patient. This is a journey not a quick trip"

Age 43, Male





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## KEY INSIGHTS

### Platform Loyalty and User Experience

- Ease of use, convenience, and reliability are key factors that influence platform loyalty among cryptocurrency traders, with platforms like Coinbase and CashApp being favored for their user-friendly interfaces and trusted brand reputation.
- The ability to receive professional insights, monitor market trends, and access a variety of digital assets on a single platform contributes to users' preference for certain trading platforms over others.

### Quotes:

"I'm a creature of habit, but more than anything, simplicity. "

Age 41, Male

"The UI, ease of use, search functions, limit orders, volatility alerts etc"

Age 36, Male

"That is where crypto.com and coinbase come in. They do a great job of keeping me informed about market trends, but also don't pay attention to all the media hype."

Age 41, Male

"I have alerts set up on coinbase and webull"

Age 36, Male





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## KEY INSIGHTS

### Influence of External Factors and Community Sentiment

- Media coverage and community sentiment play a significant role in trading decisions for some users, with public figures' endorsements or criticisms prompting buying or selling actions.
- While some traders are heavily influenced by external news and social media hype, others maintain a more cautious approach, relying on personal research, historical data, and trusted advisors to guide their investment choices.

### Quotes:

"when elon musk tweeted about doge coin the price sky rocketed "

Age 36, Male

"I guess I tend to go along with the crowd because cryptocurrencies are so new ABC's unfamiliar. "

Age 36, Female

"Just from friends and a little bit of media I suppose "

Age 36, Male

"7 out of 10 for external sources. These sources have proven reliability and consistency so my trust was gained over time. The other 30% is just gut instinct "

Age 43, Male





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## KEY INSIGHTS

### Risk Management and Market Volatility

- Traders employ various strategies to manage risks associated with market volatility, including diversifying their portfolios, investing only what they can afford to lose, and adopting a long-term holding strategy to ride out short-term fluctuations.
- Many users express a commitment to continue trading cryptocurrencies despite potential risks, driven by the belief in the long-term growth of the market and the desire to be part of a decentralized financial system.

### Quotes:

"If I notice a certain crypto that I've invested in is doing progressively bad, I will sell a portion or trade it for something else. "

Age 36, Female

"My strategy is investing 10% of all money I get "

Age 42, Male

"At this point, I don't think I would stop for anything. Sure, its profitable for me right now, but it is also a lot of fun."

Age 41, Male

"I think the future is bright for crypto. I think we'll see a lot of coins shoot up. For instance, when i look at trends i think btc will take a big hit then hit 100k."

Age 39, Male





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## KEY INSIGHTS

### Sources for Staying Informed on Market Trends

- Cryptocurrency traders utilize a variety of digital platforms and social media to stay updated on market trends.
- Traders often rely on specialized cryptocurrency platforms and apps for real-time updates and notifications.
- Some traders prefer to follow individual experts or influencers in the cryptocurrency space for insights and trends.
- A combination of news articles, social media, and financial platforms forms the basis of information gathering for most traders.

### Quotes:

"I have a social media report on Twitter that collects all cryptocurrency news. "

Age 42, Male

"That is where crypto.com and coinbase come in. They do a great job of keeping me informed about market trends, but also don't pay attention to all the media hype."

Age 41, Male

"My main sources are Coinmarketcap, and crypto.com. i usually have a screen up woth the current prices, and also i get price notifications about coins im watching"

Age 39, Male

"i use reddit and i read articles on cryptocurrencies "

Age 36, Male





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## KEY INSIGHTS

### Factors Influencing the Decision to Cease Cryptocurrency Trading

- Government intervention or regulation is a significant deterrent for cryptocurrency traders.
- Financial emergencies requiring access to funds could prompt traders to exit the market.
- A drastic market downturn or unprofitability due to high fees could lead to a cessation of trading activities.
- Influence from mass social behavior or global news suggesting a sell-off might cause individual traders to reconsider their positions.

### Quotes:

"I'd stop if the government started regulating it. To me that's when all crypto would die, and no longer be in the hands of the people."

Age 39, Male

"If an emergency caused me to need the funds and if I could not have disposable income to save. "

Age 42, Male

"If the fees became so high that trading was no longer profitable "

Age 36, Male





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## KEY INSIGHTS

### Optimistic Views on the Future of Cryptocurrency

- Cryptocurrency is expected to grow and become more mainstream, with a younger generation that is comfortable with digital currencies leading the way.
- There is a belief that cryptocurrency will continue to rise in value and could potentially replace traditional currencies in the future.
- Some individuals anticipate that cryptocurrencies will provide a more affordable and politically independent means of transferring money and paying for goods across borders.
- The potential for cryptocurrency is seen as endless, especially if it remains independent from government control, offering a safe alternative amidst global market volatility.

### Quotes:

"The future holds a very bright future with the best days ahead since more and more are investing. Plus, kids who grew up with it since 2008 would be totally comfortable with little hesitation in investing. "

Age 42, Male

"I feel like one day, cryptocurrency will be our only form of currency. "

Age 36, Female

"I think crypto is here to stay. It will continue providing more affordable ways for people to transfer money and pay for things across borders. It provides a safety net against politics and governments trying to control mainstream currency. "

Age 48, Female

"Long as it remains out of government hands the potential is endless and encouraging especially when compared to volatility of global markets and other geopolitical concerns "

Age 43, Male



## AUDIENCE

### Demographics

United States, Age 35 to 99

### Custom Screening

Which of the following financial activities do you actively participate in?

### Custom Screening 2

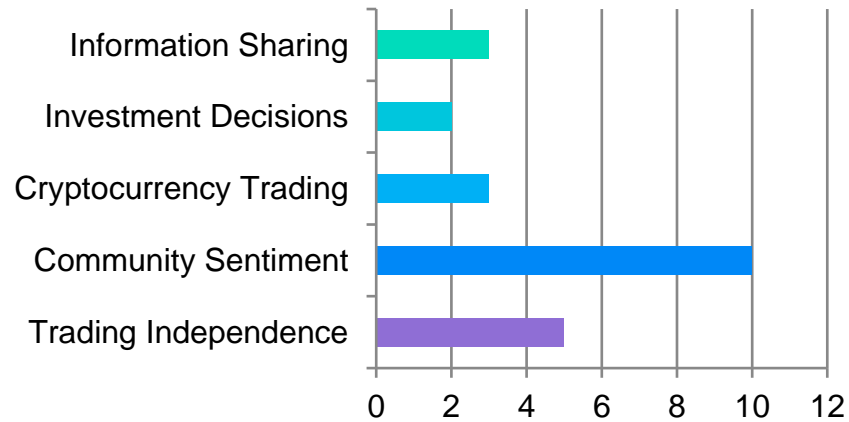
How often would you say you trade/buy/sell cryptocurrency?

## TOPICS

How do you decide which digital assets to invest in?



What role does community sentiment play in your trading decisions?





## AUDIENCE

### Demographics

United States, Age 35 to 99

### Custom Screening

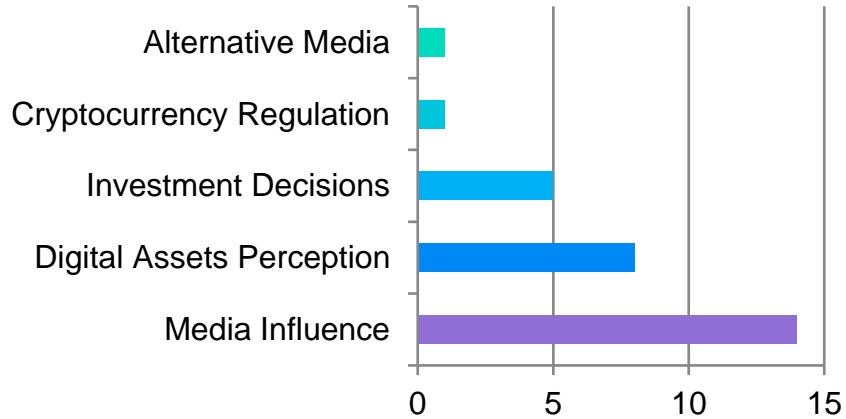
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### Custom Screening 2

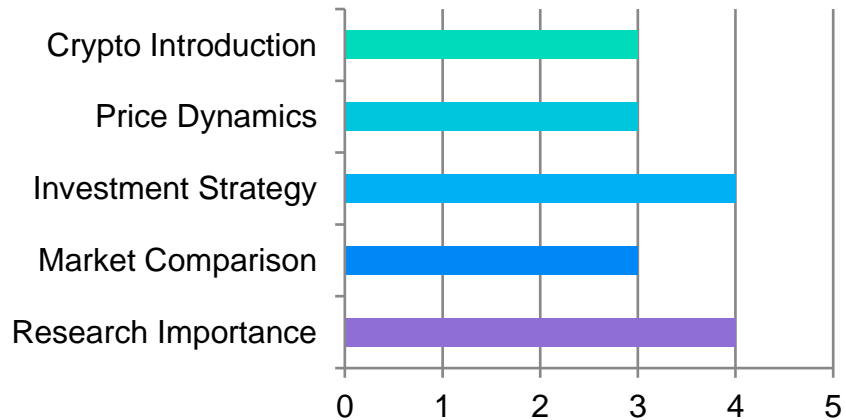
How often would you say you trade/buy/sell cryptocurrency?

## TOPICS

How has media coverage affected your views on digital assets?



Pretend you're introducing a friend to crypto. What's the first thing you say?



## AUDIENCE

### Demographics

United States, Age 35 to 99

### Custom Screening

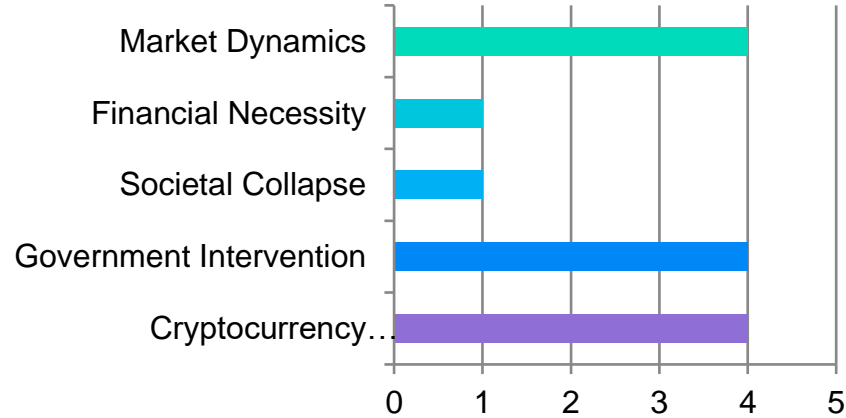
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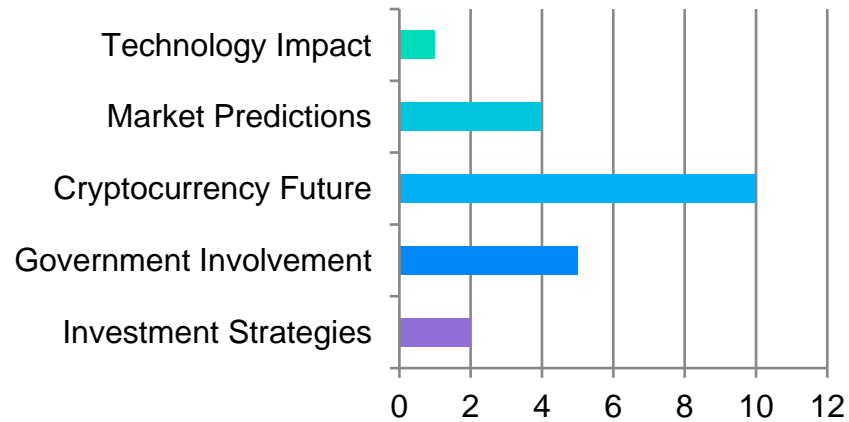
How often would you say you trade/buy/sell cryptocurrency?

## TOPICS

What would make you stop trading cryptocurrencies?



What do you think the future holds for cryptocurrency?





**REACH OUT TO US IF YOU HAVE  
FURTHER QUESTIONS ABOUT THIS  
REPORT**

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