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## Gallup: Just 14% of U.S. Adults Own Cryptocurrency, Most Uninterested

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A new Gallup survey conducted between June 2 and June 15 reveals that only 14 percent of U.S. adults currently own cryptocurrencies such as Bitcoin or Ethereum. Most Americans, about 60 percent, say they have no intention of buying any, despite rising market activity and enhanced regulatory clarity.

Ownership is concentrated in specific demographic groups. Among men aged 18 to 49, crypto ownership reaches 25 percent. In contrast, just 12 percent of men aged 50 or older, 8 percent of women under 50, and 9 percent of women 50 or older report owning digital assets. Greater uptake is also seen among college graduates, higher-income individuals, and political conservatives, all at around 19 percent ownership.

Interest beyond current owners is limited. Only 4 percent of respondents said they are likely to purchase cryptocurrency soon, and another 17 percent expressed curiosity but no immediate plans to invest.

Familiarity does not translate into comfort. Although nearly all U.S. adults have heard of cryptocurrency, only 35 percent say they understand how it works. Many cite risk and complexity as deterrents. A significant portion of 55 percent of respondents rated crypto as “very risky,” while 32 percent considered it “somewhat risky.” Among crypto owners, 42 percent see it as very risky, versus 72 percent of non-owners.

Within investor circles, with those holding at least \$10,000 in traditional assets has increased from 6 percent in 2021 to 17 percent today. Still, 64 percent of this group say they will never invest in cryptocurrency, suggesting persistent skepticism even among financially literate users.

The findings underscore a clear demographic divide. While crypto adoption has grown moderately among young men, high earners, and graduates, the broader population remains hesitant. Risk aversion and lack of knowledge continue to limit interest, even as U.S. legislation such as the recently enacted GENIUS Act offers clearer regulations for stablecoins.

Gallup’s data suggests that mainstream adoption remains elusive unless education, transparency, and consumer trust improve. For now, cryptocurrency remains a niche asset with limited appeal among the general American public.