

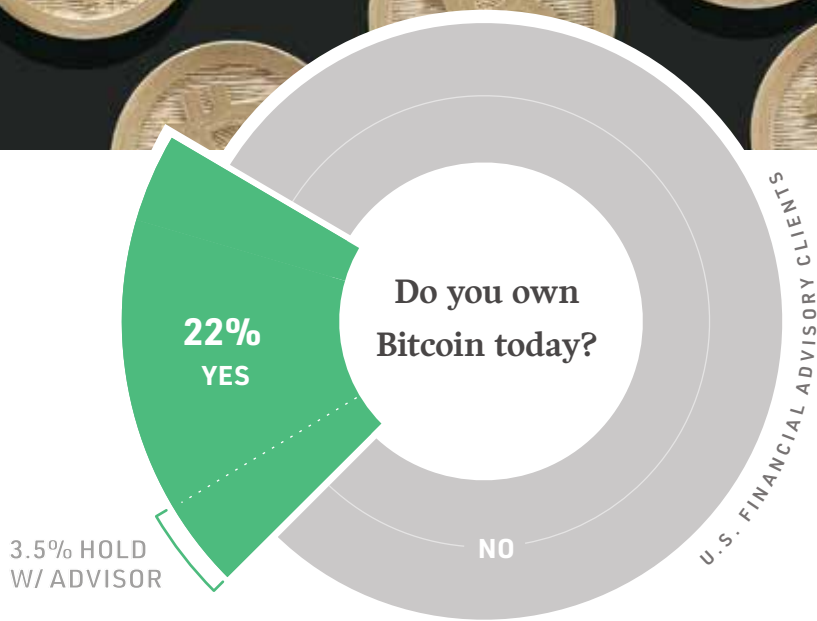


Survey: Financial Advisors + Bitcoin

High client demand for advisors to offer
access to Bitcoin.

MARCH 2021

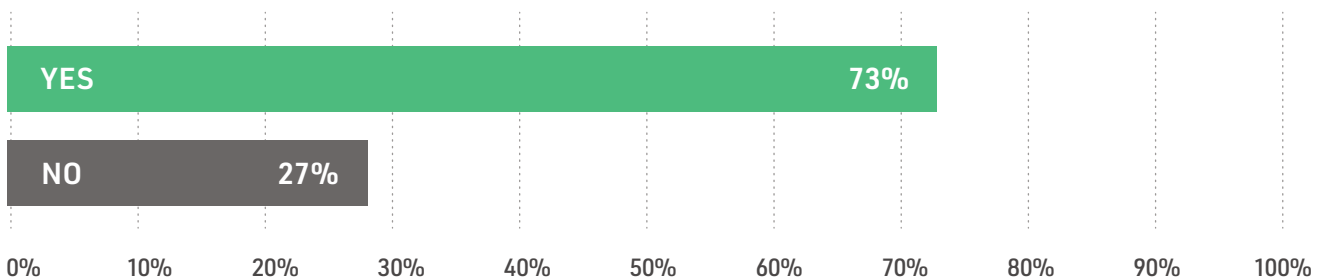




22% of advisory clients own Bitcoin, but...

ONLY 3.5% → hold that Bitcoin with their advisor.

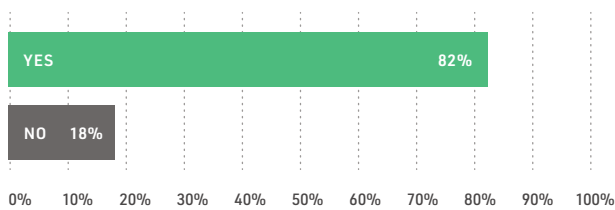
Would you move your Bitcoin to your advisor if they had a way to hold it alongside your other investments?



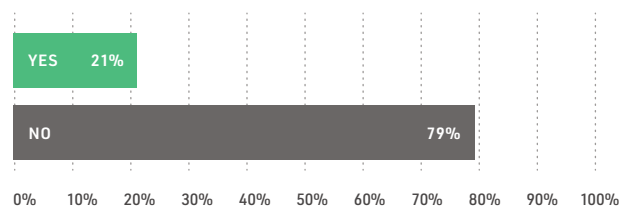
Financial advisors have always been trusted guides to help clients navigate an ever-changing financial world. Not surprisingly, that includes new asset classes, like Bitcoin. **82%** of clients expect their advisors to be a knowledgeable source about Bitcoin, but only **21%** of clients have brought it up. Understanding this gap and closing it is critical.

ADVISORS ARE TRUSTED.

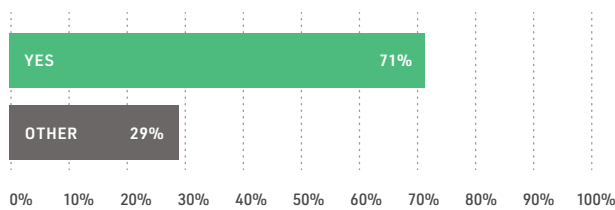
Do you expect your advisor to be knowledgeable about new asset classes like Bitcoin?



Have you discussed Bitcoin with your financial advisor?

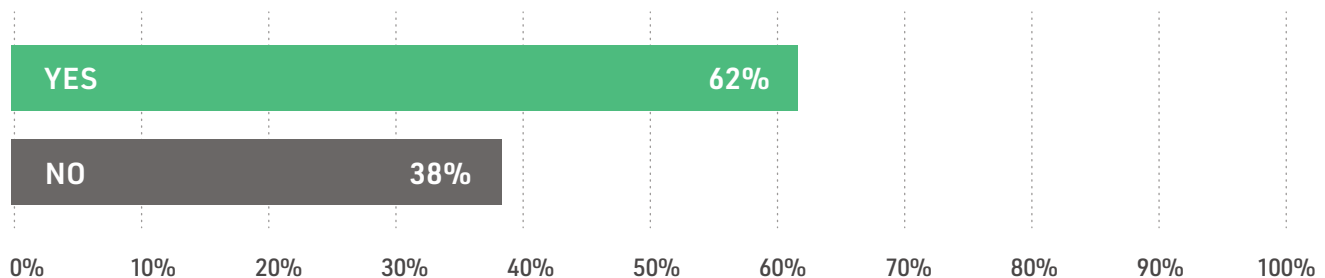


Would you like to see your Bitcoin holdings on the performance report provided by your advisor?



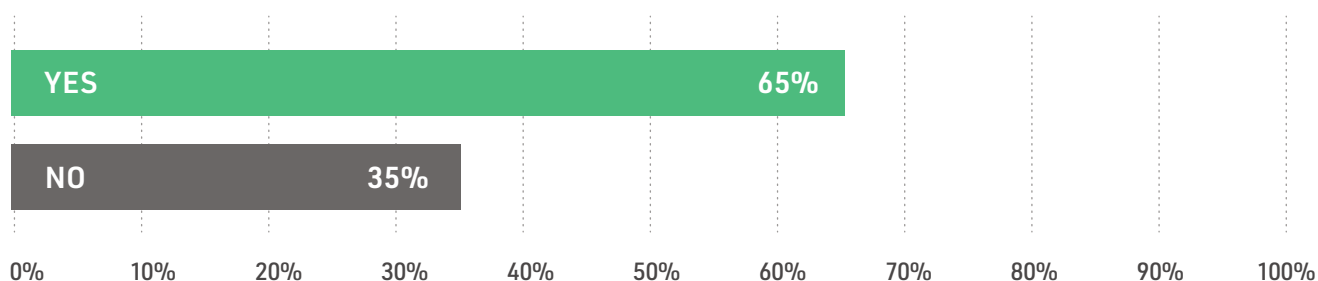
62% of clients say they would **switch financial advisors** to one that offers advice about Bitcoin.

Would you *switch* financial advisors to one that offers advice about Bitcoin?



Client attitudes are shifting. Our findings suggest that more than 1 in 5 financial advisory clients already own Bitcoin today and **more than 80% want to learn more** about it. The increasingly widespread adoption of Bitcoin has perhaps caught many advisors by surprise, and few manage Bitcoin for their clients today. Advisors may wonder if their clients prefer to hold their Bitcoin away from their advisor, but the data points to a clear conclusion: they want their advisors involved.

Do you wish you knew more about Bitcoin?



RESOURCES

- READ NYDIG'S [LATEST RESEARCH](#) ON THE BITCOIN MARKET
- SIGN UP FOR NYDIG'S [WEEKLY NEWSLETTER](#) TO STAY UP TO SPEED

We believe Bitcoin is here to stay.

And that advisors will play a critical role in helping invest safely.

VISIT US AT [NYDIG.COM](https://nydig.com) FOR MORE INFORMATION

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METHODOLOGY

This poll was conducted by SurveyMonkey on Jan. 26-27, 2021 among a national sample of 2,082 US consumers. Respondents for this survey were selected from the nearly 3 million people who take surveys on the SurveyMonkey platform each day. Data have been weighted for age, race, sex, education, and geography using the Census Bureau's American Community Survey to reflect the demographic composition of the United States. The results contained herein represent the answers of the subset of survey respondents who responded that they have financial advisors. This poll has a margin of error of +/- 3.0 percentage points.