



CRYPTO IN AMERICA:

CONFIDENCE PULSE

JULY 2025

We asked 2,000 non-crypto holders what’s holding them back. Their answers revealed their fears, insecurities and misconceptions — and uncovered a clear confidence barrier along with an underlying knowledge gap — standing in the way of further adoption.

SUMMARY

Curiosity is high, but confidence is low. Many non-crypto holders are open to learning and even taking action, but feel held back by confusion, doubt and a lack of trustworthy information.



TOP 5 BARRIERS TO ADOPTION



MEET THE “CRYPTO CURIOUS” NON-CRYPTO HOLDER

This is the 34% of Americans who say they’re interested in learning more about crypto. That’s nearly 61 million people, more than the total number of current crypto holders in the US.

80%

think crypto’s a legitimate financial asset

42%

likely to acquire or use crypto in 2025

1 in 2

worry they may have missed the boat on crypto

68%

are curious about using crypto but are not sure where to start



TOP 5 OPPORTUNITIES FOR ENGAGEMENT

Here’s what would make non-crypto holders more likely to adopt crypto.

37%

say being more personally knowledgeable about crypto

31%

need a better understanding of differences between types of crypto

30%

want access to easy-to-understand resources to learn how to use crypto safely

23%

would use it to pay for goods and services (e.g., groceries, vacations, etc.)

23%

hope to use crypto as a way to earn rewards and interest

Spoiler Alert: They already can! In fact, 39% of crypto holders in the U.S. already use it to pay for goods and services online and in-stores at major retailers and small businesses alike.

If you’re interested in learning more about crypto adoption trends and barriers in the U.S., reach out to media@nca.org