



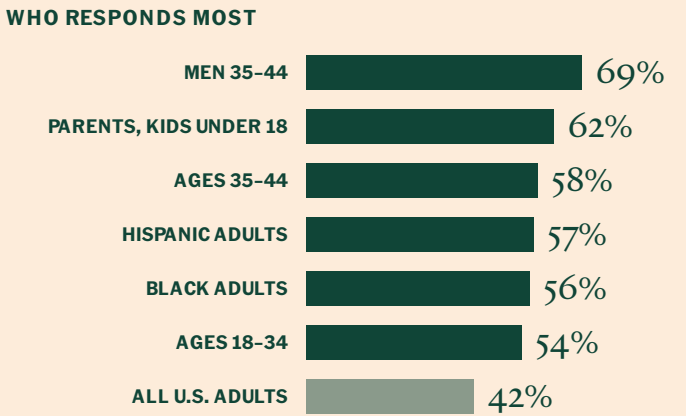
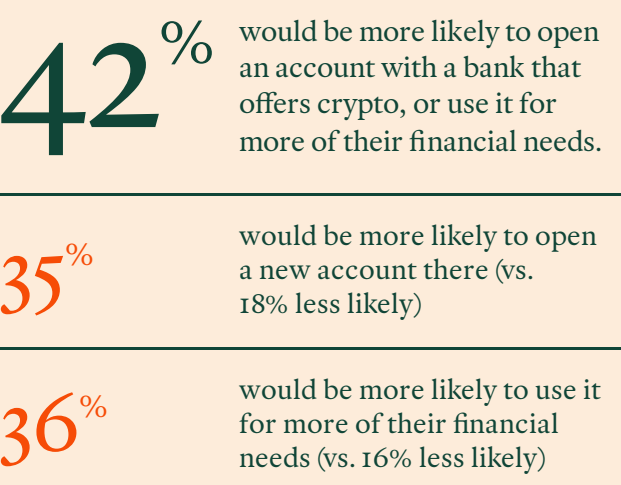
NATIONAL CRYPTOCURRENCY ASSOCIATION

CRYPTO AT THE BANK

OCTOBER 2026

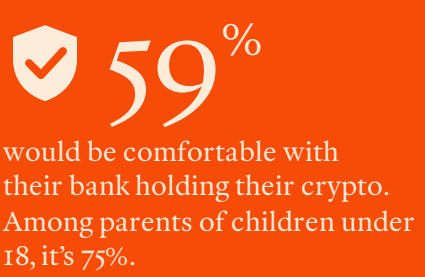
We surveyed 2,017 U.S. adults to see how they think about crypto at their bank, credit union or financial advisor. Americans rate banks and advisors among the most credible guides on crypto, and 42% would be more likely to open an account or use their bank for more if it offered crypto. But most say those institutions have never raised it with them.

THE CUSTOMER OPPORTUNITY



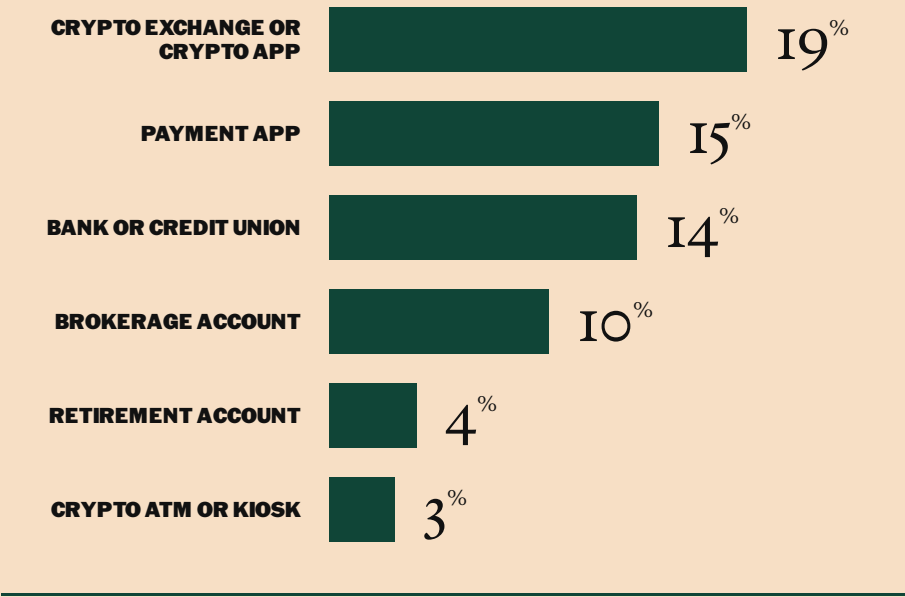
62% of parents with kids under 18 would be more likely to open an account or use their bank more if it offered crypto, which is nearly twice the rate of other adults (33%).

TRUST AND COMFORT



WHERE PEOPLE WANT TO BUY

% of U.S. adults. If you were to buy crypto today, where would you most prefer to buy it?



Among Americans 65 and older, 29% would choose traditional finance and 6% a crypto exchange or app.

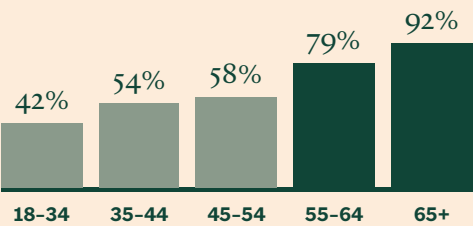


THE MISSING CONVERSATION

Customers are ready. Their bank hasn't asked.

64%
say no one at their bank, credit union or advisor's office has ever raised crypto with them.

NEVER BROUGHT UP, BY AGE



Banks raise crypto least with older customers, yet 28% of new crypto holders (those who first bought in 2025 or 2026) are 55 and older, according to NCA's 2026 State of Crypto Holders.

43%
don't know whether their bank offers crypto at all.

60%
expect most U.S. banks to offer crypto within ten years. Among 18 to 34 year olds, it's 74%.

4 to 1
Among Americans whose bank or advisor has brought up crypto, about half (52%) say it was recommended to them and 12% say they were advised against it.

17%
plan to move crypto into a bank, credit union or brokerage within three years. Among 18 to 34 year olds, it's 29%.

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

This survey was conducted online within the United States by The Harris Poll on behalf of The National Cryptocurrency Association from September 15-16, 2026, among 2,017 adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.7 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact media@nca.org.



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