

Financial Advisors & Bitcoin in 2022

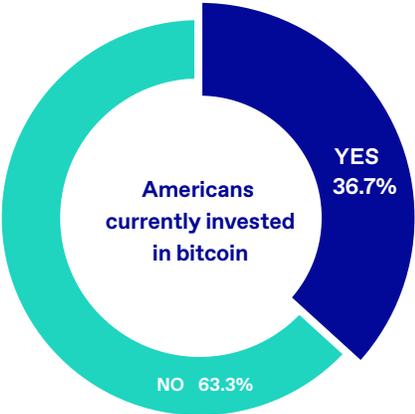
NYDIG found that financial advisors have a compelling opportunity to diversify their offering to include bitcoin.



Despite the volatility in financial markets broadly and digital assets in particular, client demand persists for bitcoin education, allocation advice, and bitcoin investment products from financial advisors.

36.7%

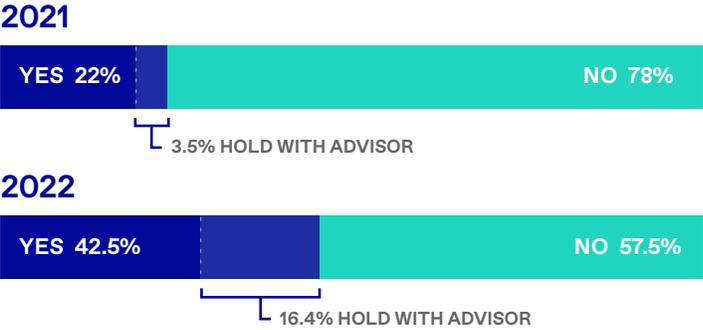
of surveyed Americans are currently invested in bitcoin:



2x

as many clients of financial advisors own bitcoin today compared to last year: 42.5% vs 22%.

Clients of financial advisors who own bitcoin

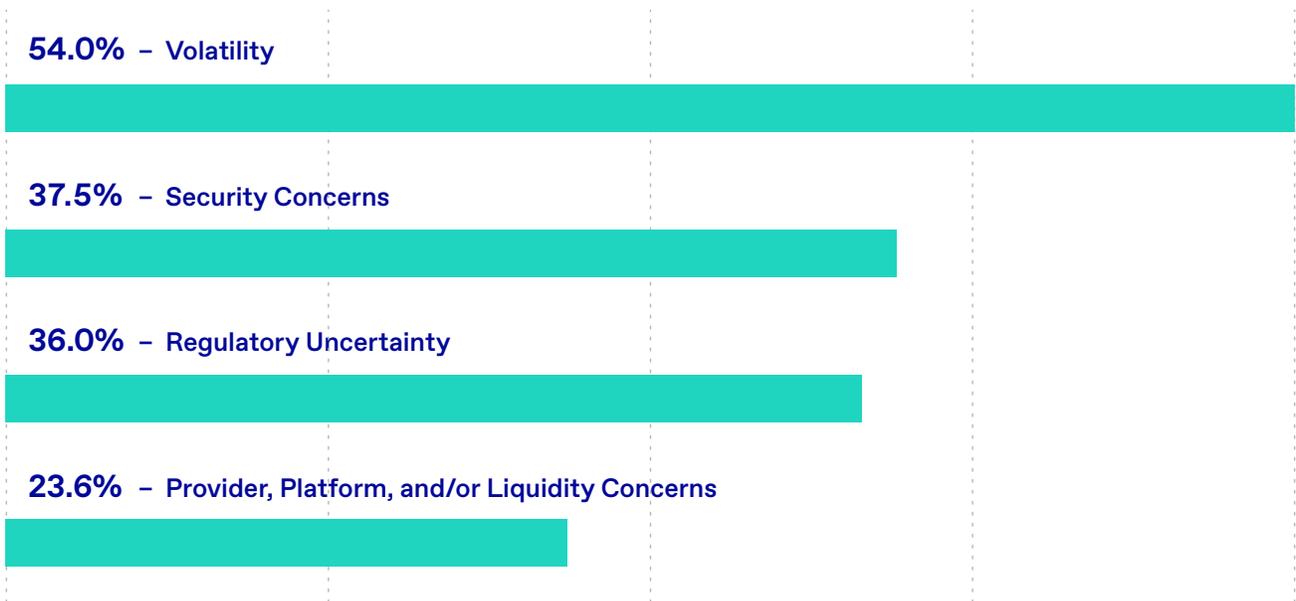


Of the nearly 43% of investors who have a financial advisor and own bitcoin, **only 39% own bitcoin with their trusted advisor.**

40% of respondents increased or maintained their bitcoin position in 2022. This was in spite of a challenging environment for financial markets, including digital assets, as global policymakers fight inflation and contend with geopolitical events.

What are some headwinds to bitcoin adoption?

People who did not buy more bitcoin cited volatility as their biggest concern, followed by security and regulatory uncertainty.



Interest in bitcoin remains strong. Despite the hesitations noted above, **47% of investors with a financial advisor are interested in learning more about bitcoin. While nearly 55% of investors said they have discussed bitcoin with their FA over the past 12 months**, there's a clear desire for more bitcoin-related insights.

68% of those with a financial advisor said that if their FA recommended an allocation to bitcoin, they would be more comfortable making an investment.

The opportunity to receive insights from a trusted advisor, centrally locate investments, and include bitcoin in an overall asset allocation led **61% of financial advisor clients to say that they would move their bitcoin holdings to their advisor if they could.**

Financial advisors have an opportunity with bitcoin.
Over 40% of clients of financial advisors would switch FAs to one who offered bitcoin products.

CONCLUSION

Investors appreciate and may even seek bitcoin advice and investment through their financial advisors. Those that can offer secure and regulated solutions with a strong platform partner may find differentiated ways to engage both current and prospective clients.

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METHODOLOGY

This poll was conducted by SurveyMonkey on July 19-23, 2022 among a national sample of 2,033 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 +/- 3.149 percentage points.