

# Cryptocurrency Decision Makers

## | TARGET:

Cryptocurrency  
Investors

## | MARKET:

US

## | METHODOLOGY:

30-Minute Telephone / Web IDIs

## SPECS:

Ages 24- 74

8 - Baby Boomer - Ages 57-75

4 - Generation Xer - Ages 41-56

6 - Millennials - Ages 24-40

Mix of genders / Mix of age / Mix of HHI / Some mix of diverse backgrounds as it falls

Sole/shared decision maker for household

Does not work in banking or market research industries Investable assets of at least \$1M

Cryptocurrency holdings of at least \$50K

## SAMPLE PROFILES:

- VP/Senior Director
- Investment Analysis
- Principal, Technology & Alliances
- Head of Sell-Side Fixed Income
- Head of Corporate Strategy
- Associate Director, Product & Portfolio Strategy