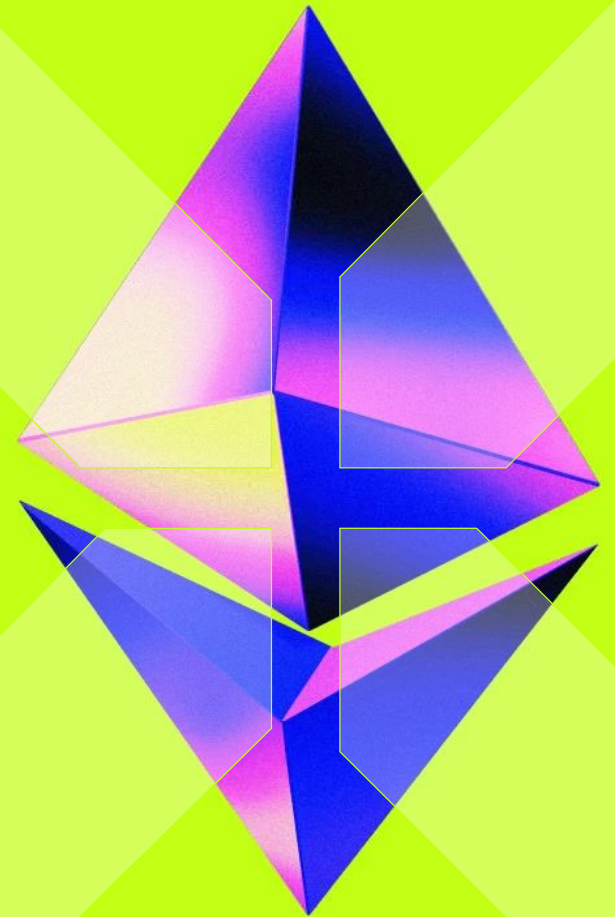




Crypto Voters and the 2024 Election



Survey Methodology

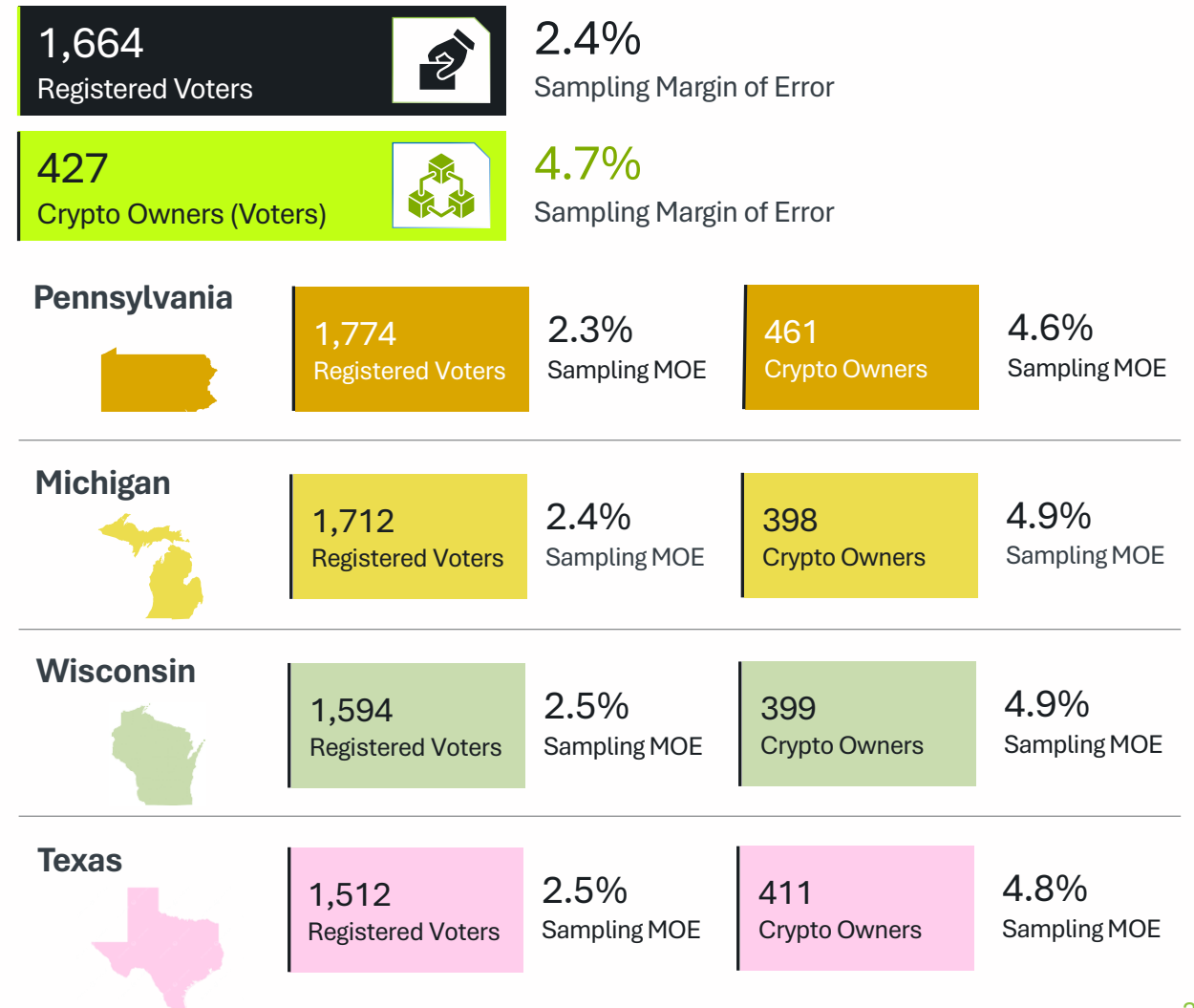
HarrisX conducted a poll of registered voters, focusing on Crypto Owners, to understand views around on the current landscape of the blockchain and Crypto industry and the upcoming 2024 election.

This survey was conducted online by HarrisX within the United States from September 4-14, 2024, among 1,664 registered voters nationally, and in Pennsylvania, Michigan, Wisconsin, and Texas among between 1,512 and 1,774 registered voters. Respondents for this poll are recruited through opt-in, web-panel recruitment sampling. Recruitment occurs through a broad variety of professional, validated respondent panels to expand the sampling frame as wide as possible and minimize the impact of any given panel on recruiting methods.

The results reflect a geographically representative sample of registered voters. Results were weighted for age, gender, region, area type, race/ethnicity, income, political party, education, Cryptocurrency ownership, ideology, and 2020 vote choice where necessary to align them with their actual proportions in the population. The margin of error for the total sample is +/- 2.4 percentage points, and the sampling margin of error within each state is between +/- 2.3 and 2.5 percentage points depending on the state's sample.

Note: Some percentages on the following slides may not add up to exactly 100% due to rounding.

The sample sizes and sampling margins of error are as follows:



Contents

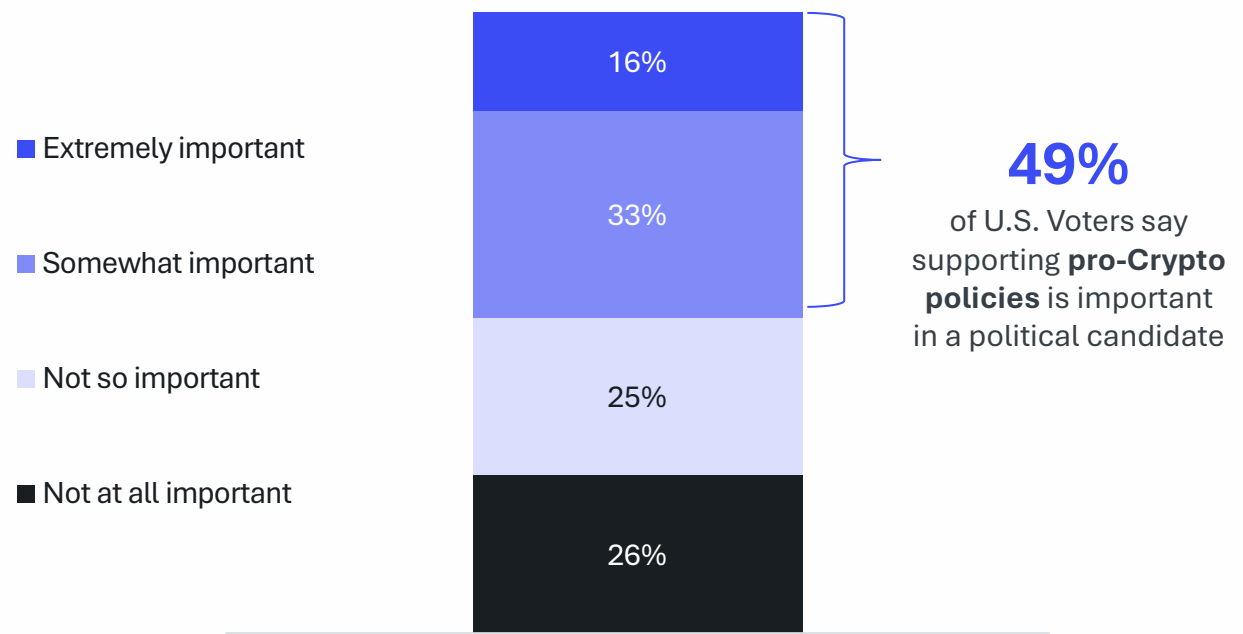
- **Crypto as an Election Issue**

2024 Election Horseraces











Candidates running this election need a stance on Crypto: Half of voters nationally say it is important for a candidate to support pro-Crypto policies, including 85% of Crypto Voters.

Importance of a Candidate's Support for Pro-Crypto Policies

How important or unimportant is it to you for a candidate to support pro-Crypto policies?
Among U.S. Voters



Importance of a Candidate's Support for Pro-Crypto Policies

| | % NET Important | % NET Unimportant |
|---|-----------------|-------------------|
|  U.S. Voters | 49% | 51% |
|  Crypto Owners | 85% | 15% |
|  Likely Crypto Investors | 81% | 19% |
|  Democrats | 52% | 48% |
|  Republicans | 50% | 50% |
|  Ind. | 45% | 55% |
|  PA Voters | 39% | 61% |
|  MI Voters | 35% | 65% |
|  WI Voters | 38% | 62% |
|  TX Voters | 48% | 52% |

 Indicates majority result for audience

Base: U.S. Voters (n=1,664), Crypto Owners (n=427), Likely Crypto Investor (n=623), Democratic Voters (n=674), Republican Voters (n=616), Independent Voters (n=339), PA Voters (n=1,774), MI Voters (n=1,712), WI Voters (n=1,594), TX Voters (n=1,512)

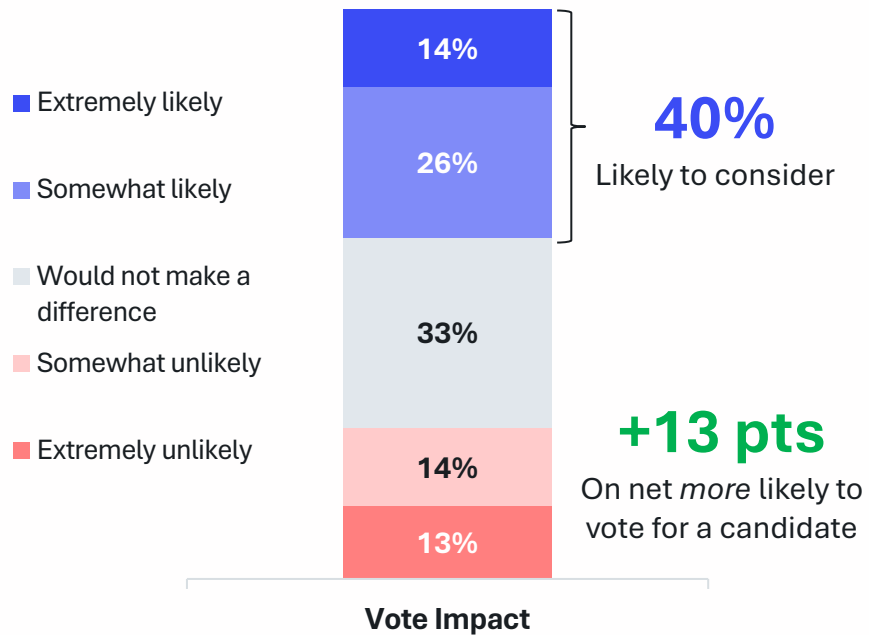
QCRYP23. How important or unimportant is it to you for a candidate to support pro-Crypto policies?

U.S. Voters are on net +13 pts more likely to consider a candidate outside their party if they support their preferred pro-Crypto policies, highlighting the power to sway voters on this issue.

Impact on Vote Choice: How Likely a Voters Are to Vote for a Pro-Crypto Candidate Outside Preferred Party

Likelihood to Consider Voting For a Candidate Outside of Preferred Political Party if They Support Your Preferred Pro-Crypto Policies

Among U.S. Voters



| | Crypto Owners | Likely Crypto Investors | Dem. | Rep. | Ind. | PA Voters | MI Voters | WI Voters | TX Voters |
|------------------------|-------------------|-----------------------------|----------------|---------------|----------------|---------------|---------------|---------------|----------------|
| NET More likely | 74% | 68% | 46% | 38% | 37% | 34% | 34% | 34% | 42% |
| NET Less Likely | 16% | 21% | 27% | 30% | 23% | 31% | 31% | 29% | 29% |
| NET Vote Impact | +58 pts | +47 pts | +19 pts | +8 pts | +14 pts | +2 pts | +3 pts | +5 pts | +13 pts |

The up-for-grabs electorate: **Crypto Voters** are an open, persuadable bloc, on net they are **+58 pts more likely to switch** to a candidate on the opposing party if they adopt their pro-Crypto stances.

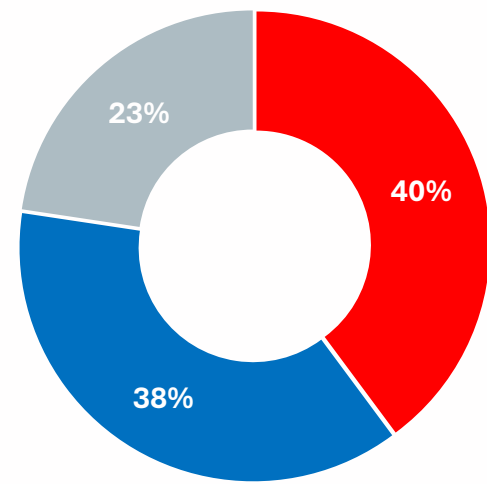
Base: U.S. Voters (n=1,664), Crypto Owners (n=427), Likely Crypto Investors (n=623), PA Voters (n=1,774), MI Voters (n=1,712), WI Voters (n=1,594), TX Voters (n=1,512), Democratic Voters (n=674), Republican Voters (n=616), Independent Voters (n=339)

QCRYP20: How likely or unlikely would you be to consider voting for a candidate outside of your preferred political party if they were to support your preferred pro-Crypto policies?

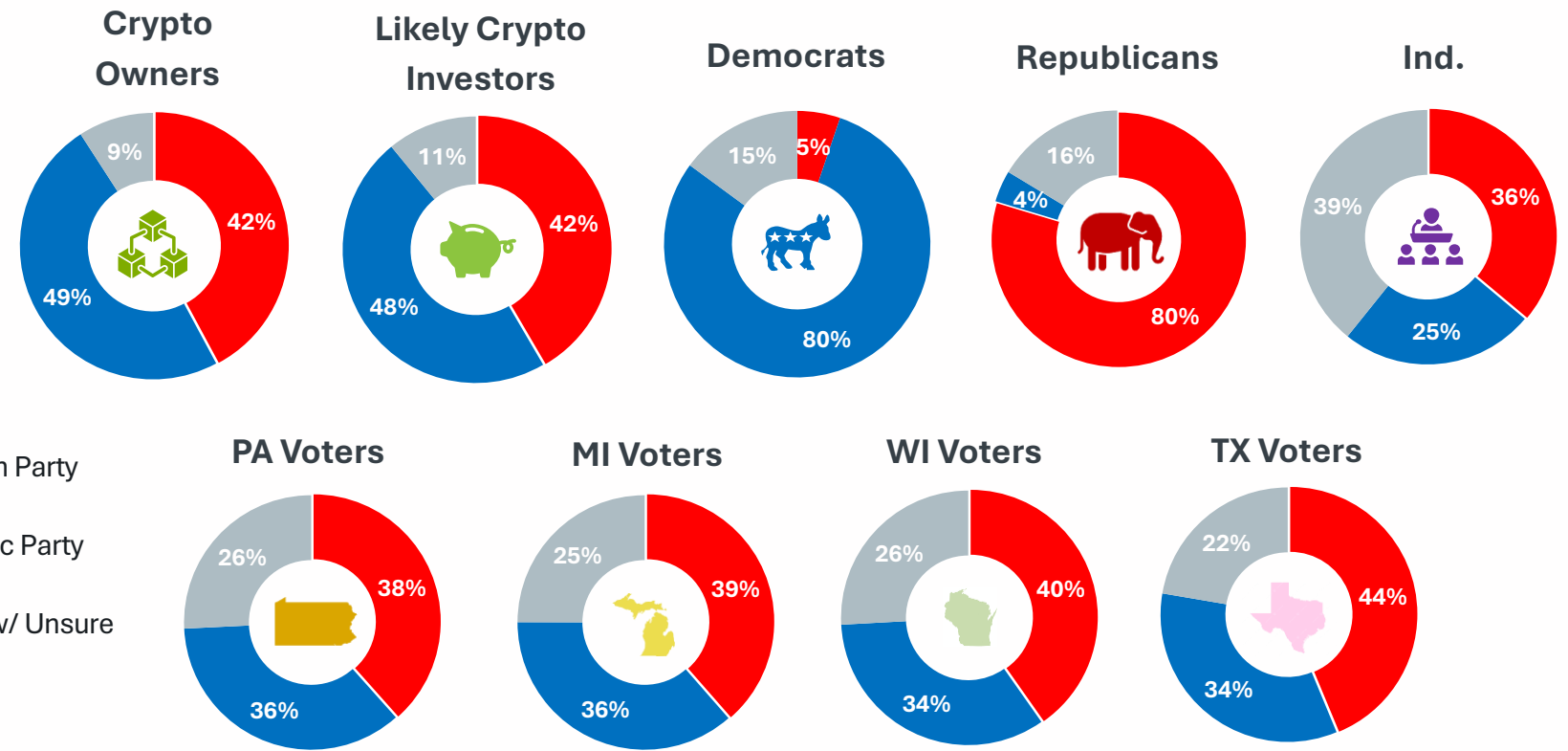
Neither party is seen as “owning Crypto,” voters are split on party lines over who is trusted more to set policies, though Independents lean towards GOP.

Trust for Partisan Leadership on Crypto Policies

Which party do you trust more to set policies for the Crypto industry?
Among U.S. Voters



- Republican Party
- Democratic Party
- Don't know/ Unsure



Base: U.S. Voters (n=1,664), Crypto Owners (n=427), Likely Crypto Investor (n=623), Democratic Voters (n=674), Republican Voters (n=616), Independent Voters (n=339), PA Voters (n=1,774), MI Voters (n=1,712), WI Voters (n=1,594), TX Voters (n=1,512)

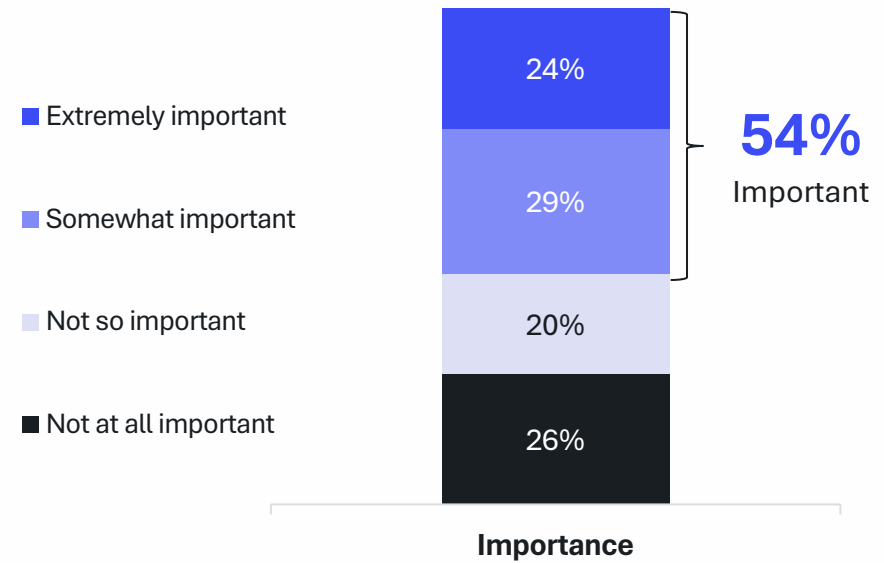
QCRYP17. Which party do you trust more when it comes to setting policies for the Cryptocurrency industry specifically?










A majority of voters agree its important for Harris to take a clear stance on Crypto, including over 2 in 3 Democrats and around 7 in 10 Crypto Owners and Likely Investors.

Importance & Impact of a Clear Policy Stance on Crypto: Kamala Harris

Kamala Harris' Position on Crypto | *Kamala Harris has not yet taken a clear stance on Crypto but may be opposed to the SEC's restrictive rules on Cryptocurrencies and instead focus on protecting investments and fostering innovation.*

Importance for Kamala Harris to Take a Clear Position on Crypto Among U.S. Voters



| | Crypto Owners  | Likely Crypto Investors  | Dem.  | Rep.  | Ind.  | PA Voters  | MI Voters  | WI Voters  | TX Voters  |
|------------------------|--|--|---|---|---|--|--|--|--|
| NET Important | 72% | 69% | 68% | 43% | 50% | 49% | 47% | 48% | 53% |
| NET Unimportant | 28% | 31% | 32% | 57% | 50% | 51% | 53% | 52% | 47% |

 Indicates majority result for audience

Base: U.S. Voters (n=1,664), Crypto Owners (n=427), Likely Crypto Investor (n=623), Democratic Voters (n=674), Republican Voters (n=616), Independent Voters (n=339), PA Voters (n=1,774), MI Voters (n=1,712), WI Voters (n=1,594), TX Voters (n=1,512)

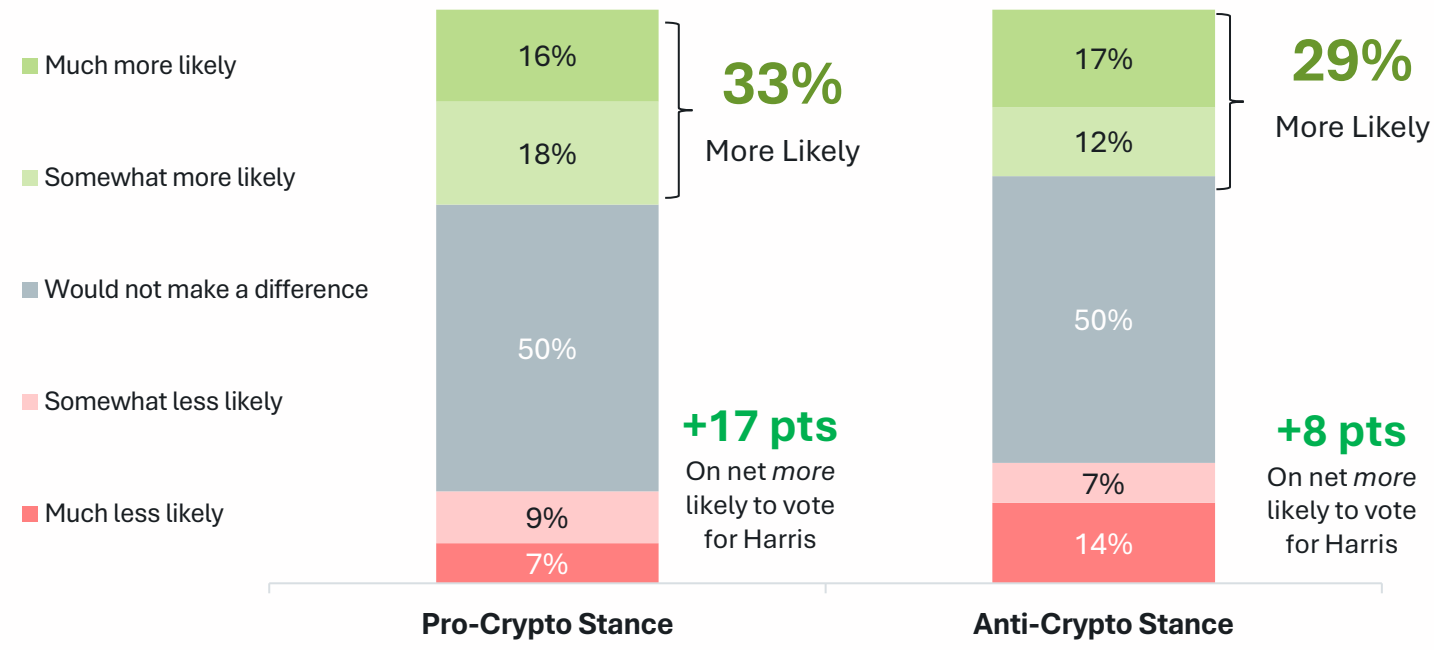
QCRYP22A_KH. How important or unimportant is it to you for Kamala Harris to take a clear position on Crypto policies?

A pro-Crypto stance yields more gains at the ballot box for Harris: while Democrats are unmoved by whichever policy she chooses, the more persuadable voting blocs - Crypto Owners and Investors, Independents, and voters in each battleground states - are more motivated to vote for her if she adopts a pro-Crypto stance.










Importance & Impact of a Clear Policy Stance on Crypto: Kamala Harris

Impact on Vote Choice if Harris took a [Pro/Anti] Crypto Stance

SPLIT SAMPLE Among U.S. Voters



% NET More likely to vote Harris if...

| | PRO | ANTI |
|--|------------|------------|
|  Crypto Owners | 60% | 48% |
|  Likely Crypto Investors | 56% | 45% |
|  Democrats | 50% | 50% |
|  Republicans | 16% | 18% |
|  Ind. | 31% | 16% |
|  PA Voters | 26% | 23% |
|  MI Voters | 25% | 21% |
|  WI Voters | 25% | 23% |
|  TX Voters | 30% | 27% |

Base: **SPLIT A:** U.S. Voters (n=865), Crypto Owners (n=205), Likely Crypto Investor (n=316), Democratic Voters (n=348), Republican Voters (n=317), Independent Voters (n=180), PA Voters (n=889), MI Voters (n=844), WI Voters (n=800), TX Voters (n=760); **SPLIT B:** U.S. Voters (n=798), Crypto Owners (n=222), Likely Crypto Investor (n=307), Democratic Voters (n=325), Republican Voters (n=299), Independent Voters (n=159), PA Voters (n=885), MI Voters (n=868), WI Voters (n=794), TX Voters (n=752)
QCRYP22B_KH. If Kamala Harris were to take a [SPLIT: pro-Crypto OR anti-Crypto] stance, would it make you more likely or less likely to vote for her?

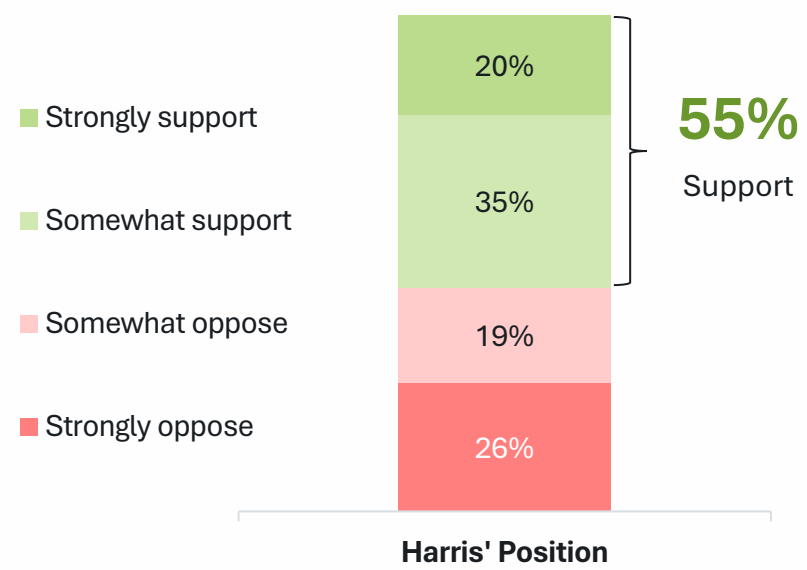
Despite this, over half of U.S. Voters surveyed support Harris' general position opposing SEC's restrictive rules and focus on fostering innovation.










Impact of Candidate Policy Positions: Kamala Harris

HYPOTHETICAL: Kamala Harris' Position on Crypto

Say Kamala Harris announced she was opposed to the SEC's restrictive rules on Cryptocurrencies and instead focused on protecting investments and fostering innovation.

Support for Kamala Harris' Position on Crypto Among U.S. Voters



| | Crypto Owners  | Likely Crypto Investors  | Dem.  | Rep.  | Ind.  | PA Voters  | MI Voters  | WI Voters  | TX Voters  |
|--------------------|--|--|---|---|---|--|--|--|--|
| NET Support | 71% | 65% | 82% | 28% | 52% | 53% | 51% | 57% | 52% |
| NET Oppose | 29% | 35% | 18% | 72% | 48% | 47% | 49% | 43% | 48% |

 Indicates majority result for audience

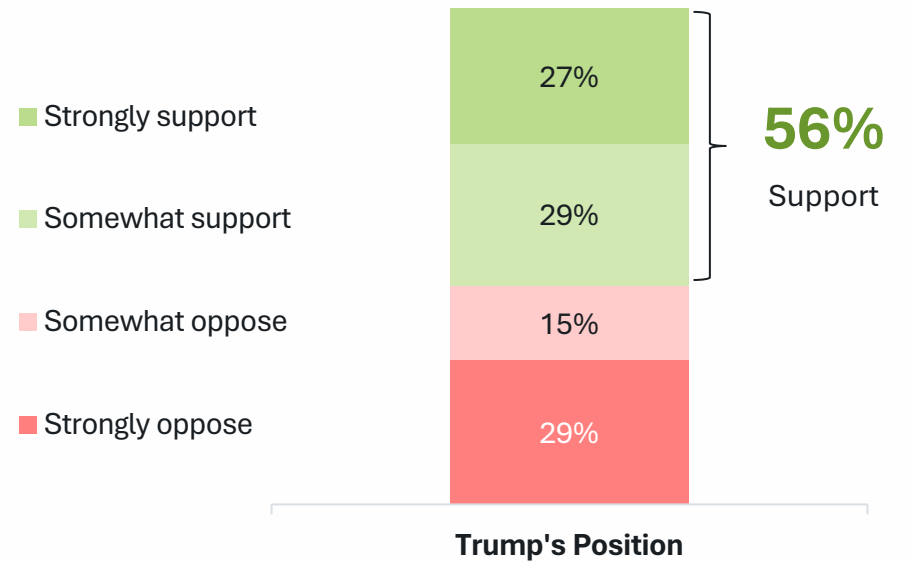
Base: U.S. Voters (n=1,664), Crypto Owners (n=427), Likely Crypto Investor (n=623), PA Voters (n=1,774), MI Voters (n=1,712), WI Voters (n=1,594), TX Voters (n=1,512), Democratic Voters (n=674), Republican Voters (n=616), Independent Voters (n=339)
QCRYP21_KH. To what extent do you support or oppose this position by **Kamala Harris**?










Trump's pro-Crypto stance gets strong support among voters, especially Crypto Voters, Likely Investors, GOP, Independents, and Texas Voters.

Impact of Candidate Policy Positions: Donald Trump

Donald Trump's Position on Crypto | *Donald Trump has taken a pro-Crypto stance, vowing to maintain a federal strategic Bitcoin reserve and stating that he would fire SEC Chairman Gary Gensler on day one of his second term.*

Support for Donald Trump's Position on Crypto Among U.S. Voters



| | Crypto Owners  | Likely Crypto Investors  | Dem.  | Rep.  | Ind.  | PA Voters  | MI Voters  | WI Voters  | TX Voters  |
|--------------------|--|--|---|---|---|--|--|--|--|
| NET Support | 65% | 63% | 28% | 86% | 54% | 50% | 51% | 50% | 57% |
| NET Oppose | 35% | 37% | 72% | 14% | 46% | 50% | 49% | 50% | 43% |

 Indicates majority result for audience

Base: U.S. Voters (n=1,664), Crypto Owners (n=427), Likely Crypto Investor (n=623), Democratic Voters (n=674), Republican Voters (n=616), Independent Voters (n=339), PA Voters (n=1,774), MI Voters (n=1,712), WI Voters (n=1,594), TX Voters (n=1,512)

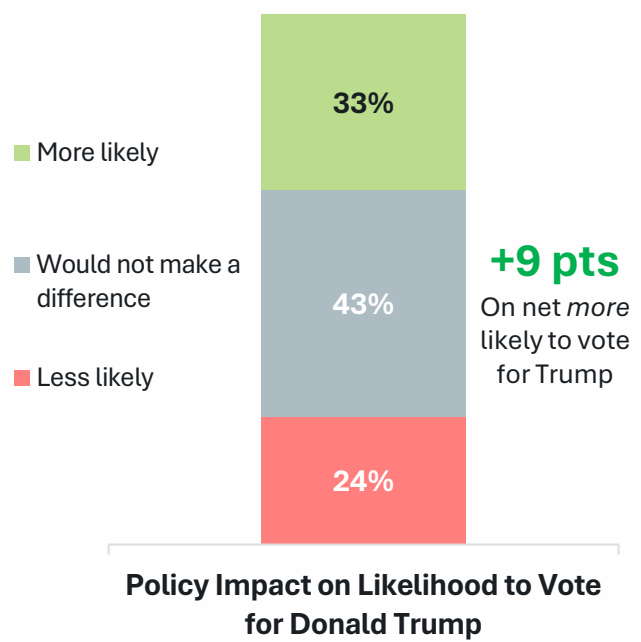
QCRYP21_DT. To what extent do you support or oppose this position by Donald Trump?

On net, voters are +9 pts more likely to vote for Trump based on his position, and +20 pts on net more likely to vote for a down-ballot candidate who adopts this policy position.

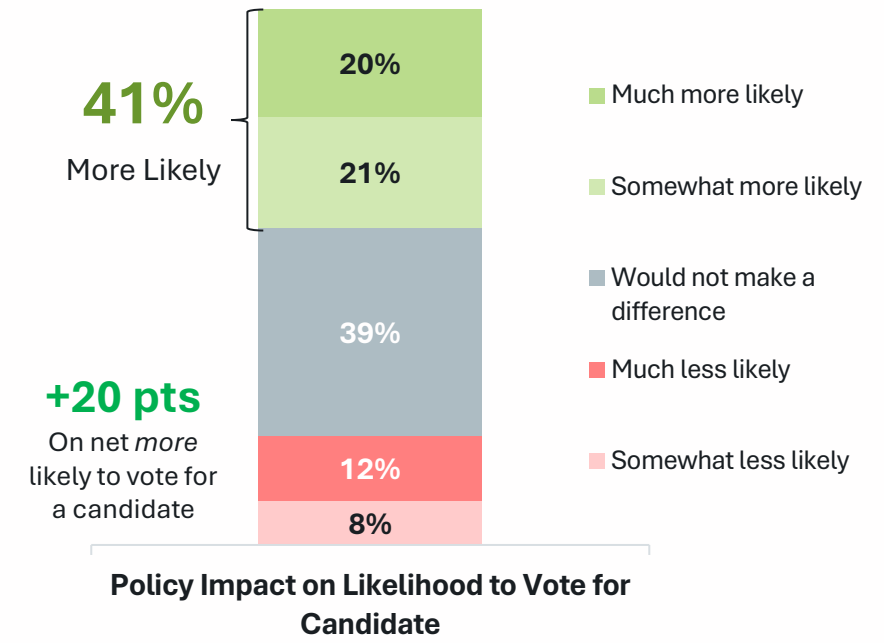
Impact of Candidate Policy Positions: Donald Trump

Donald Trump's Position on Crypto | *Donald Trump has taken a pro-Crypto stance, vowing to maintain a federal strategic Bitcoin reserve and stating that he would fire SEC Chairman Gary Gensler on day one of his second term.*

% More likely to vote for...



| | Trump | Candidate |
|--------------------------------|------------|------------|
| Crypto Owners | 51% | 68% |
| Likely Crypto Investors | 49% | 62% |
| Democrats | 12% | 30% |
| Republicans | 58% | 55% |
| Ind. | 30% | 37% |
| PA Voters | 27% | 30% |
| MI Voters | 28% | 29% |
| WI Voters | 28% | 30% |
| TX Voters | 35% | 41% |



Base: U.S. Voters (n=1,664), Crypto Owners (n=427), Likely Crypto Investor (n=623), Democratic Voters (n=674), Republican Voters (n=616), Independent Voters (n=339), PA Voters (n=1,774), MI Voters (n=1,712), WI Voters (n=1,594), TX Voters (n=1,512)
 QCRYP22_DT. Would this make you more likely or less likely to vote for **Donald Trump** in the upcoming elections? | QCRYP22_DTCANDIDATE. How much more or less likely would you be to vote for a candidate running for office to represent your electorate if they supported this policy?

Contents

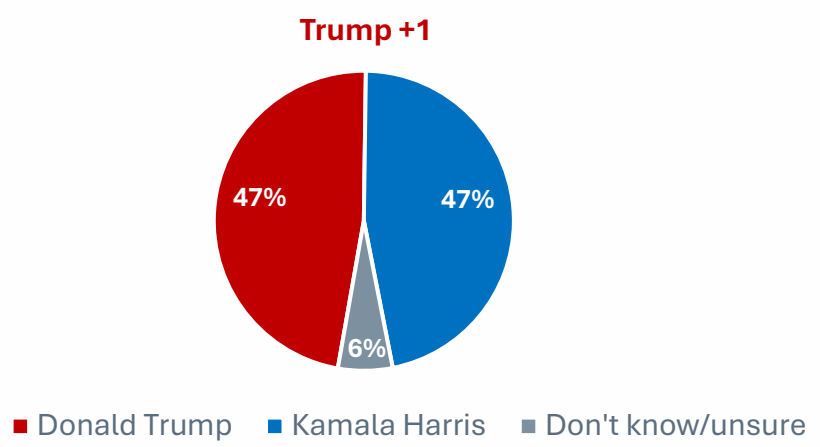
Crypto as an Election Issue

- **2024 Election Horseraces**

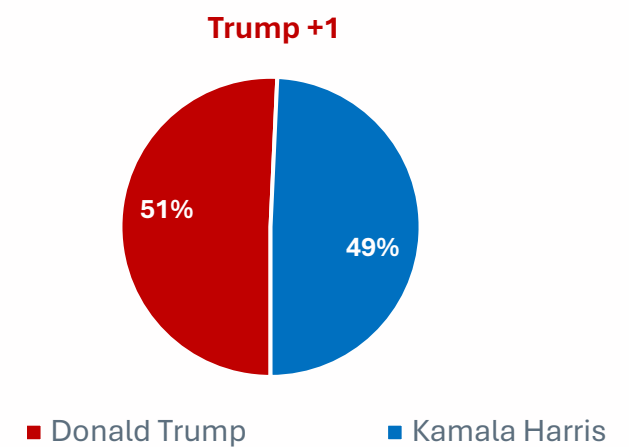
Trump is up +1 pt nationally, including among leaners. Both the candidates win their respective parties with the Independents leaning towards Trump.




Horseraces - National




2 Way Horserace
Among U.S. Voters



With Leaners:



| | Dem.  | Rep.  | Ind.  |
|----------------------------|--|--|--|
| Donald Trump | 7% | 89% | 48% |
| Kamala Harris | 90% | 8% | 39% |
| Don't Know / Unsure | 3% | 3% | 13% |

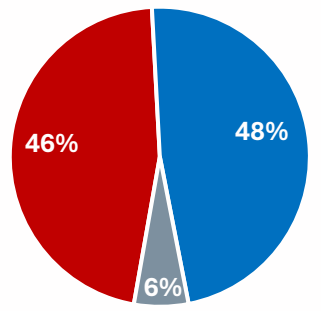
| | Dem.  | Rep.  | Ind.  |
|----------------------|--|--|--|
| Donald Trump | 9% | 91% | 55% |
| Kamala Harris | 91% | 9% | 45% |

Base: U.S. Voters (n=1,664), Democratic Voters (n=674), Republican Voters (n=616), Independent Voters (n=339)
 H1b: If the 2024 election for president were held today and it was between [pipe: RandomH1b] who would you vote for? | H1bL: Between the two choices, which way do you lean right now?

Harris has a narrow lead in Pennsylvania, up by +1 pt overall and by +2 pts with leaners. Party loyalty remains strong for both the candidates.

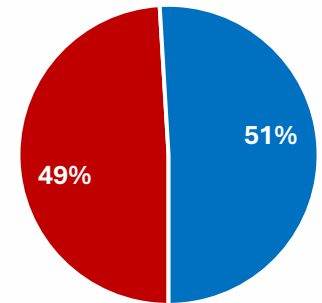
Horseraces – PA Voters

2 Way Horserace
Among PA Voters
Harris +1









■ Donald Trump ■ Kamala Harris ■ Don't know/unsure

With Leaners:
Harris +2



■ Donald Trump ■ Kamala Harris

| | Dem.  | Rep.  | Ind.  |
|----------------------------|--|--|--|
| Donald Trump | 8% | 88% | 38% |
| Kamala Harris | 90% | 9% | 46% |
| Don't Know / Unsure | 3% | 4% | 16% |

| | Dem.  | Rep.  | Ind.  |
|----------------------|--|--|--|
| Donald Trump | 8% | 90% | 45% |
| Kamala Harris | 92% | 10% | 55% |

Base: PA Voters (n=1,774), Democratic Voters (n=727), Republican Voters (n=732), Independent Voters (n=291)
H1b: If the 2024 election for president were held today and it was between [pipe: RandomH1b] who would you vote for? H1bL: Between the two choices, which way do you lean right now?

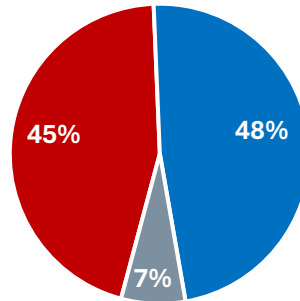


Harris leads Trump by +3 pts and by +2 pts with leaners in Michigan. Independent voters are split evenly between both the candidates.

Horseraces – MI Voters

2 Way Horserace
Among MI Voters

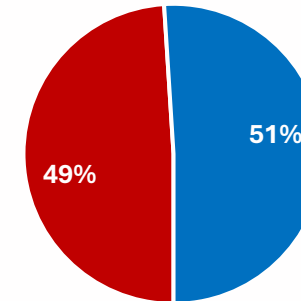
Harris +3



■ Donald Trump ■ Kamala Harris ■ Don't know/unsure

With Leaners:

Harris +2



■ Donald Trump ■ Kamala Harris

| | Dem. 🐴 | Rep. 🐘 | Ind. 👤 |
|---------------------|--------|--------|--------|
| Donald Trump | 5% | 89% | 39% |
| Kamala Harris | 93% | 8% | 41% |
| Don't Know / Unsure | 3% | 3% | 19% |

| | Dem. 🐴 | Rep. 🐘 | Ind. 👤 |
|---------------|--------|--------|--------|
| Donald Trump | 6% | 92% | 50% |
| Kamala Harris | 94% | 8% | 50% |

Base: MI Voters (n=1,712), Democratic Voters (n=741), Republican Voters (n=558), Independent Voters (n=362)

H1b: If the 2024 election for president were held today and it was between [pipe: RandomH1b] who would you vote for?| H1bL: Between the two choices, which way do you lean right now?

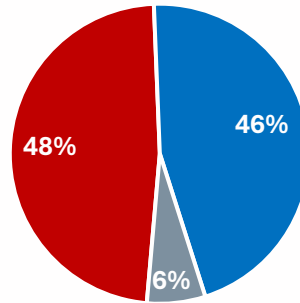


Trump leads by +2 pts and by +3 pts among leaners in Wisconsin, but Harris gains the favorability from the Independent voters.

Horseraces – WI Voters

2 Way Horserace
Among WI Voters

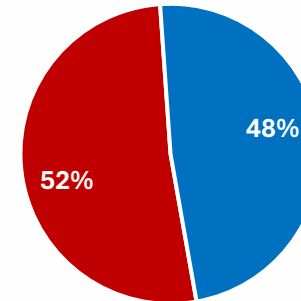
Trump +2



■ Donald Trump ■ Kamala Harris ■ Don't know/unsure

With Leaners:

Trump +3



■ Donald Trump ■ Kamala Harris

| | Dem. 🐴 | Rep. 🐘 | Ind. 👤 |
|----------------------------|------------|------------|------------|
| Donald Trump | 6% | 89% | 41% |
| Kamala Harris | 92% | 6% | 49% |
| Don't Know / Unsure | 1% | 5% | 11% |

| | Dem. 🐴 | Rep. 🐘 | Ind. 👤 |
|----------------------|------------|------------|------------|
| Donald Trump | 6% | 93% | 46% |
| Kamala Harris | 94% | 7% | 54% |

Base: WI Voters (n=1,594), Democratic Voters (n=643), Republican Voters (n=597), Independent Voters (n=324)

H1b: If the 2024 election for president were held today and it was between [pipe: RandomH1b] who would you vote for? | H1bL: Between the two choices, which way do you lean right now?



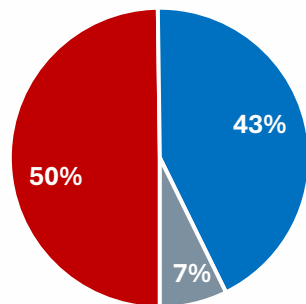
Texan voters also favor Trump by +7 pts and a lead of +6 pts with leaners, but again Harris has a narrow lead among Independents.

Horseraces – TX Voters

2 Way Horserace

Among TX Voters

Trump +7

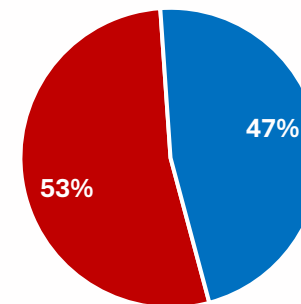


■ Donald Trump ■ Kamala Harris ■ Don't know/unsure

| | Dem. | Rep. | Ind. |
|---------------------|------|------|------|
| Donald Trump | 7% | 89% | 41% |
| Kamala Harris | 91% | 7% | 43% |
| Don't Know / Unsure | 2% | 4% | 16% |

With Leaners:

Trump +6



■ Donald Trump ■ Kamala Harris

| | Dem. | Rep. | Ind. |
|---------------|------|------|------|
| Donald Trump | 8% | 92% | 49% |
| Kamala Harris | 92% | 8% | 51% |

Base: TX Voters (n=1,512), Democratic Voters (n=515), Republican Voters (n=632), Independent Voters (n=336)

H1b: If the 2024 election for president were held today and it was between [pipe: RandomH1b] who would you vote for? H1bL: Between the two choices, which way do you lean right now?