

# CENSUSWIDE

THE RESEARCH CONSULTANTS

**Pressbox**

**1,000 US citizens (Aged 18+)**

**23.12.2025 - 02.01.2026**

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**Methodology:**

#N/A

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Q1. In the past 12 months have you traded or invested in the following? (Select all that apply)

	All	Count	Age					
			18-24		25-34		35-44	
			%	Count	%	Count	%	Count
N	1000			41		141		166
<b>Net: Crypto</b>	<b>10.20%</b>	<b>102</b>	<b>19.51%</b>	<b>8</b>	<b>17.73%</b>	<b>25</b>	<b>17.47%</b>	<b>29</b>
Purchased company shares (single stocks)	13.30%	133	12.20%	5	18.44%	26	16.87%	28
Traded company shares (single stocks)	12.20%	122	12.20%	5	15.60%	22	13.86%	23
Purchased indices	3.10%	31	7.32%	3	5.67%	8	4.22%	7
Traded indices	2.60%	26	9.76%	4	4.26%	6	2.41%	4
Purchased forex currencies	2.30%	23	2.44%	1	7.09%	10	3.61%	6
Traded forex currencies	2.30%	23	9.76%	4	4.96%	7	5.42%	9
Purchased cryptocurrencies	7.50%	75	12.20%	5	14.18%	20	11.45%	19
Traded cryptocurrencies	7.20%	72	14.63%	6	12.77%	18	12.65%	21
Purchased fractional shares (portions or slices of stocks)	7.20%	72	14.63%	6	12.77%	18	10.84%	18
Traded fractional shares (portions or slices of stocks)	7.00%	70	4.88%	2	13.48%	19	13.25%	22
None of the above – I have not purchased or traded any of the above	73.00%	730	53.66%	22	63.12%	89	66.87%	111

				Gender				Region		
45-54		55+		Male		Female		Midwest		North
%	Count	%	Count	%	Count	%	Count	%	Count	%
	181		471		369		631		209	
<b>9.94%</b>	<b>18</b>	<b>4.67%</b>	<b>22</b>	<b>19.51%</b>	<b>72</b>	<b>4.75%</b>	<b>30</b>	<b>10.53%</b>	<b>22</b>	<b>9.69%</b>
7.73%	14	12.74%	60	20.87%	77	8.87%	56	17.70%	37	12.24%
12.15%	22	10.62%	50	20.60%	76	7.29%	46	15.79%	33	12.24%
1.66%	3	2.12%	10	4.07%	15	2.54%	16	2.87%	6	2.04%
2.76%	5	1.49%	7	3.79%	14	1.90%	12	0.96%	2	2.55%
2.21%	4	0.42%	2	3.25%	12	1.74%	11	1.91%	4	1.02%
1.10%	2	0.21%	1	3.25%	12	1.74%	11	3.35%	7	1.53%
7.73%	14	3.61%	17	13.82%	51	3.80%	24	6.70%	14	7.14%
6.63%	12	3.18%	15	14.63%	54	2.85%	18	7.18%	15	6.63%
6.08%	11	4.03%	19	10.57%	39	5.23%	33	6.70%	14	7.14%
4.97%	9	3.82%	18	11.65%	43	4.28%	27	7.66%	16	5.61%
74.59%	135	79.19%	373	59.89%	221	80.67%	509	70.81%	148	72.45%

					City					
West	South		West		Anchorage		Atlanta		Austin	
Count	%	Count	%	Count	%	Count	%	Count	%	Count
196		413		182		0		64		7
<b>19</b>	<b>10.65%</b>	<b>44</b>	<b>9.34%</b>	<b>17</b>	-	<b>0</b>	<b>9.38%</b>	<b>6</b>	<b>0.00%</b>	<b>0</b>
24	10.65%	44	15.38%	28	-	0	10.94%	7	0.00%	0
24	8.47%	35	16.48%	30	-	0	4.69%	3	0.00%	0
4	2.66%	11	5.49%	10	-	0	1.56%	1	0.00%	0
5	2.66%	11	4.40%	8	-	0	3.13%	2	0.00%	0
2	2.42%	10	3.85%	7	-	0	1.56%	1	0.00%	0
3	2.18%	9	2.20%	4	-	0	0.00%	0	0.00%	0
14	8.47%	35	6.59%	12	-	0	6.25%	4	0.00%	0
13	7.02%	29	8.24%	15	-	0	6.25%	4	0.00%	0
14	6.78%	28	8.79%	16	-	0	7.81%	5	14.29%	1
11	7.02%	29	7.69%	14	-	0	4.69%	3	14.29%	1
142	75.30%	311	70.88%	129	-	0	76.56%	49	85.71%	6

Boston		Charlotte		Chicago		Columbus		Dallas		Den
%	Count	%	Count	%	Count	%	Count	%	Count	%
	23		59		93		53		61	
<b>13.04%</b>	<b>3</b>	<b>3.39%</b>	<b>2</b>	<b>10.75%</b>	<b>10</b>	<b>7.55%</b>	<b>4</b>	<b>18.03%</b>	<b>11</b>	<b>10.00%</b>
13.04%	3	18.64%	11	18.28%	17	9.43%	5	16.39%	10	20.00%
8.70%	2	10.17%	6	16.13%	15	7.55%	4	19.67%	12	20.00%
0.00%	0	1.69%	1	3.23%	3	1.89%	1	4.92%	3	6.67%
0.00%	0	3.39%	2	1.08%	1	0.00%	0	4.92%	3	13.33%
0.00%	0	3.39%	2	3.23%	3	0.00%	0	6.56%	4	13.33%
0.00%	0	3.39%	2	4.30%	4	3.77%	2	4.92%	3	6.67%
4.35%	1	3.39%	2	8.60%	8	1.89%	1	13.11%	8	10.00%
13.04%	3	0.00%	0	6.45%	6	5.66%	3	16.39%	10	10.00%
4.35%	1	6.78%	4	4.30%	4	1.89%	1	11.48%	7	20.00%
4.35%	1	8.47%	5	6.45%	6	1.89%	1	11.48%	7	23.33%
78.26%	18	72.88%	43	72.04%	67	83.02%	44	62.30%	38	66.67%

Over	Detroit		Honolulu		Houston		Indianapolis		Jacksonville	
Count	%	Count	%	Count	%	Count	%	Count	%	Count
30		36		2		23		40		45
<b>3</b>	<b>8.33%</b>	<b>3</b>	<b>0.00%</b>	<b>0</b>	<b>17.39%</b>	<b>4</b>	<b>10.00%</b>	<b>4</b>	<b>15.56%</b>	<b>7</b>
6	19.44%	7	0.00%	0	13.04%	3	15.00%	6	11.11%	5
6	11.11%	4	0.00%	0	13.04%	3	15.00%	6	11.11%	5
2	2.78%	1	0.00%	0	4.35%	1	2.50%	1	2.22%	1
4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.22%	1
4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
2	0.00%	0	0.00%	0	0.00%	0	5.00%	2	4.44%	2
3	5.56%	2	0.00%	0	13.04%	3	7.50%	3	13.33%	6
3	5.56%	2	0.00%	0	8.70%	2	5.00%	2	11.11%	5
6	5.56%	2	0.00%	0	0.00%	0	10.00%	4	4.44%	2
7	8.33%	3	0.00%	0	8.70%	2	7.50%	3	8.89%	4
20	72.22%	26	100.00%	2	78.26%	18	65.00%	26	68.89%	31

Las Vegas		Los Angeles		Memphis		Miami		New Orleans		New
%	Count	%	Count	%	Count	%	Count	%	Count	%
	19		40		36		38		12	
<b>5.26%</b>	<b>1</b>	<b>10.00%</b>	<b>4</b>	<b>5.56%</b>	<b>2</b>	<b>13.16%</b>	<b>5</b>	<b>25.00%</b>	<b>3</b>	<b>10.89%</b>
5.26%	1	20.00%	8	8.33%	3	10.53%	4	8.33%	1	12.87%
0.00%	0	27.50%	11	5.56%	2	5.26%	2	8.33%	1	16.83%
0.00%	0	10.00%	4	0.00%	0	7.89%	3	0.00%	0	2.97%
0.00%	0	7.50%	3	0.00%	0	7.89%	3	0.00%	0	4.95%
0.00%	0	5.00%	2	0.00%	0	5.26%	2	0.00%	0	0.99%
0.00%	0	2.50%	1	0.00%	0	2.63%	1	0.00%	0	1.98%
0.00%	0	5.00%	2	2.78%	1	10.53%	4	25.00%	3	8.91%
5.26%	1	10.00%	4	5.56%	2	5.26%	2	16.67%	2	5.94%
15.79%	3	10.00%	4	2.78%	1	10.53%	4	8.33%	1	7.92%
0.00%	0	10.00%	4	2.78%	1	5.26%	2	16.67%	2	9.90%
84.21%	16	62.50%	25	83.33%	30	81.58%	31	66.67%	8	66.34%

York	Philadelphia		Phoenix		San Antonio		San Diego		San Francisco	
Count	%	Count	%	Count	%	Count	%	Count	%	Count
101		66		22		16		6		24
<b>11</b>	<b>7.58%</b>	<b>5</b>	<b>4.55%</b>	<b>1</b>	<b>6.25%</b>	<b>1</b>	<b>0.00%</b>	<b>0</b>	<b>20.83%</b>	<b>5</b>
13	9.09%	6	9.09%	2	0.00%	0	33.33%	2	12.50%	3
17	7.58%	5	9.09%	2	6.25%	1	33.33%	2	20.83%	5
3	0.00%	0	4.55%	1	6.25%	1	0.00%	0	0.00%	0
5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
1	1.52%	1	0.00%	0	6.25%	1	0.00%	0	0.00%	0
2	0.00%	0	4.55%	1	0.00%	0	0.00%	0	0.00%	0
9	6.06%	4	4.55%	1	6.25%	1	0.00%	0	16.67%	4
6	6.06%	4	4.55%	1	6.25%	1	0.00%	0	20.83%	5
8	7.58%	5	0.00%	0	6.25%	1	0.00%	0	16.67%	4
10	0.00%	0	0.00%	0	6.25%	1	0.00%	0	12.50%	3
67	80.30%	53	81.82%	18	75.00%	12	66.67%	4	62.50%	15

San Jose		Seattle		Washington DC	
%	Count	%	Count	%	Count
	9		34		41
<b>0.00%</b>	<b>0</b>	<b>11.76%</b>	<b>4</b>	<b>7.32%</b>	<b>3</b>
33.33%	3	11.76%	4	7.32%	3
22.22%	2	8.82%	3	7.32%	3
11.11%	1	5.88%	2	2.44%	1
11.11%	1	2.94%	1	0.00%	0
0.00%	0	2.94%	1	2.44%	1
0.00%	0	2.94%	1	0.00%	0
0.00%	0	8.82%	3	4.88%	2
0.00%	0	5.88%	2	4.88%	2
22.22%	2	0.00%	0	4.88%	2
0.00%	0	5.88%	2	4.88%	2
66.67%	6	73.53%	25	78.05%	32

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## Pressbox

1,000 US citizens (Aged 18+)

23.12.2025 - 02.01.2026

Q2. If you have not traded Crypto previously, what are the reasons why? (Select all that apply)

\*Those who have not traded Crypto previously

	All	Count	Age					
			18-24		25-34		35-44	
			%	Count	%	Count	%	Count
N	898			33		116		137
Lack of knowledge of Crypto markets	48.55%	436	45.45%	15	45.69%	53	41.61%	57
Lack of historical data to make projections	9.91%	89	24.24%	8	8.62%	10	11.68%	16
Lack of tools to plan trades and spot opportunities	7.46%	67	9.09%	3	13.79%	16	10.95%	15
The cost of trading it	18.60%	167	33.33%	11	20.69%	24	23.36%	32
Worries around Crypto security	31.85%	286	21.21%	7	19.83%	23	27.01%	37
Withdrawal concerns - how can I spend Crypto	13.81%	124	21.21%	7	18.97%	22	12.41%	17
Worries around market volatility - price points fluctuate too much	22.61%	203	12.12%	4	18.97%	22	22.63%	31
I was advised by a financial advisor/professional not to trade it	5.35%	48	0.00%	0	9.48%	11	3.65%	5
I was advised by family/friends not to trade it	8.13%	73	24.24%	8	15.52%	18	4.38%	6
Prefer to trade forex	0.78%	7	0.00%	0	1.72%	2	0.00%	0
Prefer to trade other instruments	4.12%	37	3.03%	1	2.59%	3	3.65%	5

				Gender				Region		
45-54		55+		Male		Female		Midwest		North
%	Count	%	Count	%	Count	%	Count	%	Count	%
	163		449		297		601		187	
47.85%	78	51.89%	233	43.77%	130	50.92%	306	43.85%	82	52.54%
7.36%	12	9.58%	43	11.78%	35	8.99%	54	9.63%	18	8.47%
4.91%	8	5.57%	25	7.07%	21	7.65%	46	9.09%	17	4.52%
22.09%	36	14.25%	64	15.82%	47	19.97%	120	17.11%	32	18.64%
28.22%	46	38.53%	173	33.33%	99	31.11%	187	33.69%	63	31.07%
11.04%	18	13.36%	60	17.17%	51	12.15%	73	16.58%	31	10.73%
18.40%	30	25.84%	116	25.25%	75	21.30%	128	23.53%	44	23.73%
5.52%	9	5.12%	23	8.08%	24	3.99%	24	5.35%	10	7.91%
6.13%	10	6.90%	31	7.41%	22	8.49%	51	8.56%	16	11.30%
1.84%	3	0.45%	2	1.68%	5	0.33%	2	1.60%	3	0.56%
1.84%	3	5.57%	25	7.74%	23	2.33%	14	7.49%	14	2.26%

					City						
East		South		West		Anchorage		Atlanta		Austin	
Count	%	Count	%	Count	%	Count	%	Count	%	Count	
177		369		165		0		58		7	
93	46.34%	171	54.55%	90	-	0	43.10%	25	28.57%	2	
15	10.84%	40	9.70%	16	-	0	8.62%	5	0.00%	0	
8	8.94%	33	5.45%	9	-	0	10.34%	6	14.29%	1	
33	20.87%	77	15.15%	25	-	0	17.24%	10	28.57%	2	
55	29.54%	109	35.76%	59	-	0	18.97%	11	28.57%	2	
19	14.36%	53	12.73%	21	-	0	10.34%	6	28.57%	2	
42	18.70%	69	29.09%	48	-	0	13.79%	8	42.86%	3	
14	4.88%	18	3.64%	6	-	0	3.45%	2	0.00%	0	
20	7.32%	27	6.06%	10	-	0	1.72%	1	0.00%	0	
1	0.54%	2	0.61%	1	-	0	0.00%	0	0.00%	0	
4	2.44%	9	6.06%	10	-	0	0.00%	0	0.00%	0	

Boston		Charlotte		Chicago		Columbus		Dallas		Den
%	Count	%	Count	%	Count	%	Count	%	Count	%
	20		57		83		49		50	
50.00%	10	54.39%	31	50.60%	42	32.65%	16	50.00%	25	55.56%
0.00%	0	10.53%	6	12.05%	10	8.16%	4	10.00%	5	11.11%
5.00%	1	10.53%	6	8.43%	7	14.29%	7	8.00%	4	3.70%
25.00%	5	24.56%	14	19.28%	16	18.37%	9	36.00%	18	22.22%
25.00%	5	35.09%	20	31.33%	26	36.73%	18	36.00%	18	33.33%
10.00%	2	14.04%	8	19.28%	16	16.33%	8	16.00%	8	11.11%
25.00%	5	19.30%	11	26.51%	22	14.29%	7	30.00%	15	33.33%
5.00%	1	7.02%	4	6.02%	5	2.04%	1	4.00%	2	0.00%
10.00%	2	7.02%	4	6.02%	5	18.37%	9	16.00%	8	11.11%
0.00%	0	3.51%	2	1.20%	1	2.04%	1	0.00%	0	0.00%
0.00%	0	5.26%	3	3.61%	3	2.04%	1	8.00%	4	7.41%

Over	Detroit		Honolulu		Houston		Indianapolis		Jacksonville	
Count	%	Count	%	Count	%	Count	%	Count	%	Count
27		33		2		19		36		38
15	42.42%	14	100.00%	2	31.58%	6	38.89%	14	57.89%	22
3	9.09%	3	0.00%	0	15.79%	3	11.11%	4	18.42%	7
1	6.06%	2	0.00%	0	15.79%	3	5.56%	2	7.89%	3
6	15.15%	5	0.00%	0	26.32%	5	25.00%	9	10.53%	4
9	24.24%	8	100.00%	2	36.84%	7	33.33%	12	31.58%	12
3	12.12%	4	0.00%	0	15.79%	3	13.89%	5	15.79%	6
9	27.27%	9	0.00%	0	21.05%	4	25.00%	9	13.16%	5
0	9.09%	3	0.00%	0	5.26%	1	5.56%	2	2.63%	1
3	9.09%	3	0.00%	0	10.53%	2	5.56%	2	2.63%	1
0	3.03%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
2	15.15%	5	0.00%	0	0.00%	0	8.33%	3	2.63%	1

Las Vegas		Los Angeles		Memphis		Miami		New Orleans		New
%	Count	%	Count	%	Count	%	Count	%	Count	%
	18		36		34		33		9	
55.56%	10	47.22%	17	47.06%	16	45.45%	15	22.22%	2	51.11%
5.56%	1	2.78%	1	0.00%	0	9.09%	3	22.22%	2	11.11%
0.00%	0	11.11%	4	5.88%	2	12.12%	4	0.00%	0	3.33%
11.11%	2	8.33%	3	23.53%	8	15.15%	5	11.11%	1	16.67%
27.78%	5	41.67%	15	35.29%	12	18.18%	6	55.56%	5	31.11%
11.11%	2	13.89%	5	17.65%	6	6.06%	2	22.22%	2	11.11%
11.11%	2	27.78%	10	17.65%	6	12.12%	4	11.11%	1	23.33%
0.00%	0	0.00%	0	0.00%	0	3.03%	1	0.00%	0	12.22%
0.00%	0	5.56%	2	14.71%	5	3.03%	1	0.00%	0	11.11%
0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
5.56%	1	5.56%	2	2.94%	1	3.03%	1	0.00%	0	4.44%

York	Philadelphia		Phoenix		San Antonio		San Diego		San Francisco	
Count	%	Count	%	Count	%	Count	%	Count	%	Count
90		61		21		15		6		19
46	52.46%	32	52.38%	11	66.67%	10	33.33%	2	63.16%	12
10	8.20%	5	14.29%	3	13.33%	2	0.00%	0	26.32%	5
3	6.56%	4	9.52%	2	13.33%	2	0.00%	0	0.00%	0
15	16.39%	10	14.29%	3	13.33%	2	0.00%	0	15.79%	3
28	36.07%	22	38.10%	8	33.33%	5	33.33%	2	42.11%	8
10	11.48%	7	14.29%	3	13.33%	2	16.67%	1	10.53%	2
21	22.95%	14	33.33%	7	26.67%	4	33.33%	2	31.58%	6
11	3.28%	2	19.05%	4	0.00%	0	0.00%	0	5.26%	1
10	8.20%	5	4.76%	1	6.67%	1	0.00%	0	5.26%	1
0	1.64%	1	0.00%	0	6.67%	1	0.00%	0	0.00%	0
4	0.00%	0	4.76%	1	0.00%	0	16.67%	1	5.26%	1

San Jose		Seattle		Washington DC	
%	Count	%	Count	%	Count
	9		30		38
55.56%	5	56.67%	17	44.74%	17
22.22%	2	3.33%	1	10.53%	4
0.00%	0	6.67%	2	2.63%	1
22.22%	2	20.00%	6	10.53%	4
22.22%	2	26.67%	8	26.32%	10
22.22%	2	13.33%	4	13.16%	5
44.44%	4	23.33%	7	21.05%	8
0.00%	0	3.33%	1	15.79%	6
11.11%	1	10.00%	3	7.89%	3
0.00%	0	0.00%	0	0.00%	0
11.11%	1	6.67%	2	0.00%	0

I have previously but not in the past 12 months	4.34%	39	3.03%	1	6.03%	7	10.95%	15
Other, please specify	8.69%	78	9.09%	3	2.59%	3	5.84%	8

4.91%	8	1.78%	8	5.39%	16	3.83%	23	3.21%	6	3.39%
6.75%	11	11.80%	53	8.42%	25	8.82%	53	10.16%	19	7.34%

6	5.42%	20	4.24%	7	-	0	1.72%	1	14.29%	1
13	8.67%	32	8.48%	14	-	0	10.34%	6	14.29%	1

5.00%	1	7.02%	4	3.61%	3	6.12%	3	6.00%	3	3.70%
0.00%	0	5.26%	3	8.43%	7	8.16%	4	6.00%	3	7.41%

1	3.03%	1	0.00%	0	15.79%	3	5.56%	2	0.00%	0
2	18.18%	6	0.00%	0	10.53%	2	13.89%	5	10.53%	4

5.56%	1	5.56%	2	5.88%	2	9.09%	3	0.00%	0	2.22%
5.56%	1	11.11%	4	5.88%	2	18.18%	6	11.11%	1	8.89%

2	3.28%	2	4.76%	1	0.00%	0	16.67%	1	5.26%	1
8	8.20%	5	9.52%	2	0.00%	0	0.00%	0	10.53%	2

0.00%	0	0.00%	0	2.63%	1
0.00%	0	10.00%	3	2.63%	1

**Pressbox**

**1,000 US citizens (Aged 18+)**

**23.12.2025 - 02.01.2026**

Q3. What are your Crypto investment plans for 2026, if any? (Select all that apply)

			Age					
	All	Count	18-24		25-34		35-44	
			%	Count	%	Count	%	Count
N	1000		41		141		166	
SHORT-TERM TRADING to profit from short-term volatility	14.80%	148	36.59%	15	32.62%	46	23.49%	39
HODL (buy and hold) to grow value over time	14.50%	145	24.39%	10	27.66%	39	23.49%	39
None - I will not trade or invest in crypto	57.90%	579	19.51%	8	41.84%	59	46.39%	77
Not sure	17.20%	172	21.95%	9	13.48%	19	15.06%	25

				Gender				Region		
45-54		55+		Male		Female		Midwest		North
%	Count	%	Count	%	Count	%	Count	%	Count	%
	181		471		369		631		209	
14.36%	26	4.67%	22	21.68%	80	10.78%	68	13.40%	28	13.27%
12.71%	23	7.22%	34	22.22%	82	9.98%	63	13.40%	28	19.39%
54.14%	98	71.55%	337	50.14%	185	62.44%	394	62.68%	131	56.63%
20.99%	38	17.20%	81	14.63%	54	18.70%	118	14.35%	30	17.35%

					City					
West	South		West		Anchorage		Atlanta		Austin	
Count	%	Count	%	Count	%	Count	%	Count	%	Count
196		413		182		0		64		7
26	17.43%	72	12.09%	22	-	0	18.75%	12	14.29%	1
38	12.11%	50	15.93%	29	-	0	6.25%	4	0.00%	0
111	57.63%	238	54.40%	99	-	0	60.94%	39	57.14%	4
34	16.71%	69	21.43%	39	-	0	17.19%	11	28.57%	2

Boston		Charlotte		Chicago		Columbus		Dallas		Den
%	Count	%	Count	%	Count	%	Count	%	Count	%
	23		59		93		53		61	
4.35%	1	25.42%	15	10.75%	10	16.98%	9	21.31%	13	16.67%
13.04%	3	11.86%	7	12.90%	12	16.98%	9	16.39%	10	13.33%
65.22%	15	54.24%	32	63.44%	59	62.26%	33	45.90%	28	56.67%
17.39%	4	10.17%	6	15.05%	14	11.32%	6	22.95%	14	23.33%

Over	Detroit		Honolulu		Houston		Indianapolis		Jacksonville	
Count	%	Count	%	Count	%	Count	%	Count	%	Count
30		36		2		23		40		45
5	16.67%	6	0.00%	0	26.09%	6	20.00%	8	11.11%	5
4	8.33%	3	0.00%	0	26.09%	6	15.00%	6	8.89%	4
17	66.67%	24	100.00%	2	47.83%	11	62.50%	25	57.78%	26
7	11.11%	4	0.00%	0	13.04%	3	5.00%	2	24.44%	11

Las Vegas		Los Angeles		Memphis		Miami		New Orleans		New
%	Count	%	Count	%	Count	%	Count	%	Count	%
	19		40		36		38		12	
10.53%	2	17.50%	7	11.11%	4	15.79%	6	16.67%	2	17.82%
10.53%	2	15.00%	6	16.67%	6	10.53%	4	16.67%	2	23.76%
52.63%	10	50.00%	20	66.67%	24	55.26%	21	50.00%	6	54.46%
26.32%	5	22.50%	9	11.11%	4	23.68%	9	25.00%	3	13.86%

York	Philadelphia		Phoenix		San Antonio		San Diego		San Francisco	
Count	%	Count	%	Count	%	Count	%	Count	%	Count
101		66		22		16		6		24
18	6.06%	4	9.09%	2	12.50%	2	16.67%	1	8.33%	2
24	13.64%	9	13.64%	3	12.50%	2	16.67%	1	29.17%	7
55	57.58%	38	63.64%	14	50.00%	8	66.67%	4	45.83%	11
14	25.76%	17	18.18%	4	25.00%	4	0.00%	0	20.83%	5

San Jose		Seattle		Washington DC	
%	Count	%	Count	%	Count
	9		34		41
11.11%	1	5.88%	2	9.76%	4
33.33%	3	11.76%	4	9.76%	4
44.44%	4	61.76%	21	68.29%	28
22.22%	2	20.59%	7	12.20%	5

# CENSUSWIDE

THE RESEARCH CONSULTANTS

## Pressbox

1,000 US citizens (Aged 18+)

23.12.2025 - 02.01.2026

Q4. Why will you not trade or invest in crypto in 2026? (Select all that apply)

\*Those who do not plan to trade or invest in crypto in 2026

	Age							
	All	Count	18-24		25-34		35-44	
			%	Count	%	Count	%	Count
N	751		17		78		102	
Lack of knowledge of Crypto markets	44.74%	336	35.29%	6	44.87%	35	37.25%	38
Lack of historical data to make projections	10.39%	78	23.53%	4	12.82%	10	10.78%	11
Lack of tools to plan trades and spot opportunities	7.46%	56	17.65%	3	15.38%	12	9.80%	10
The cost of trading it	21.04%	158	58.82%	10	28.21%	22	19.61%	20
Worries around Crypto security	34.35%	258	35.29%	6	25.64%	20	29.41%	30
Withdrawal concerns - how can I spend Crypto	15.05%	113	11.76%	2	8.97%	7	16.67%	17
Worries around market volatility - price points fluctuate too much	23.83%	179	11.76%	2	19.23%	15	25.49%	26
I was advised by a financial advisor/professional not to trade it	4.53%	34	0.00%	0	5.13%	4	2.94%	3
I was advised by family/friends not to trade it	6.52%	49	11.76%	2	8.97%	7	3.92%	4
Prefer to trade forex	1.33%	10	11.76%	2	0.00%	0	0.00%	0
Prefer to trade other instruments	11.45%	86	0.00%	0	7.69%	6	8.82%	9

				Gender				Region		
45-54		55+		Male		Female		Midwest		North
%	Count	%	Count	%	Count	%	Count	%	Count	%
136		418		239		512		161		
43.38%	59	47.37%	198	38.91%	93	47.46%	243	42.24%	68	44.83%
8.09%	11	10.05%	42	11.30%	27	9.96%	51	9.94%	16	8.97%
7.35%	10	5.02%	21	8.37%	20	7.03%	36	7.45%	12	5.52%
21.32%	29	18.42%	77	18.41%	44	22.27%	114	19.25%	31	18.62%
30.88%	42	38.28%	160	38.08%	91	32.62%	167	35.40%	57	29.66%
8.09%	11	18.18%	76	17.57%	42	13.87%	71	18.63%	30	12.41%
23.53%	32	24.88%	104	29.71%	71	21.09%	108	23.60%	38	22.07%
4.41%	6	5.02%	21	7.11%	17	3.32%	17	5.59%	9	6.90%
8.82%	12	5.74%	24	5.86%	14	6.84%	35	8.70%	14	7.59%
2.94%	4	0.96%	4	2.09%	5	0.98%	5	3.11%	5	2.07%
7.35%	10	14.59%	61	16.32%	39	9.18%	47	11.80%	19	11.72%

					City					
East	South		West		Anchorage		Atlanta		Austin	
Count	%	Count	%	Count	%	Count	%	Count	%	Count
145		307		138		0		50		6
65	43.97%	135	49.28%	68	-	0	34.00%	17	33.33%	2
13	11.07%	34	10.87%	15	-	0	10.00%	5	0.00%	0
8	9.77%	30	4.35%	6	-	0	12.00%	6	16.67%	1
27	23.13%	71	21.01%	29	-	0	16.00%	8	33.33%	2
43	34.53%	106	37.68%	52	-	0	22.00%	11	33.33%	2
18	14.66%	45	14.49%	20	-	0	14.00%	7	0.00%	0
32	21.50%	66	31.16%	43	-	0	12.00%	6	33.33%	2
10	3.91%	12	2.17%	3	-	0	4.00%	2	0.00%	0
11	5.54%	17	5.07%	7	-	0	0.00%	0	0.00%	0
3	0.65%	2	0.00%	0	-	0	2.00%	1	0.00%	0
17	8.47%	26	17.39%	24	-	0	6.00%	3	33.33%	2

Boston		Charlotte		Chicago		Columbus		Dallas		Den
%	Count	%	Count	%	Count	%	Count	%	Count	%
	19		38		73		39		42	
42.11%	8	50.00%	19	49.32%	36	23.08%	9	57.14%	24	54.17%
15.79%	3	10.53%	4	10.96%	8	7.69%	3	9.52%	4	8.33%
5.26%	1	10.53%	4	8.22%	6	7.69%	3	11.90%	5	0.00%
31.58%	6	26.32%	10	21.92%	16	15.38%	6	35.71%	15	25.00%
26.32%	5	39.47%	15	42.47%	31	28.21%	11	45.24%	19	29.17%
0.00%	0	15.79%	6	17.81%	13	17.95%	7	28.57%	12	16.67%
31.58%	6	28.95%	11	30.14%	22	7.69%	3	28.57%	12	29.17%
10.53%	2	2.63%	1	4.11%	3	7.69%	3	9.52%	4	0.00%
10.53%	2	5.26%	2	6.85%	5	10.26%	4	9.52%	4	8.33%
5.26%	1	0.00%	0	4.11%	3	2.56%	1	2.38%	1	0.00%
5.26%	1	5.26%	2	12.33%	9	5.13%	2	16.67%	7	25.00%

Over	Detroit		Honolulu		Houston		Indianapolis		Jacksonville	
Count	%	Count	%	Count	%	Count	%	Count	%	Count
24		28		2		14		27		37
13	39.29%	11	100.00%	2	50.00%	7	51.85%	14	40.54%	15
2	10.71%	3	0.00%	0	14.29%	2	11.11%	3	16.22%	6
0	7.14%	2	0.00%	0	7.14%	1	3.70%	1	10.81%	4
6	10.71%	3	50.00%	1	35.71%	5	22.22%	6	32.43%	12
7	25.00%	7	100.00%	2	21.43%	3	37.04%	10	35.14%	13
4	14.29%	4	0.00%	0	7.14%	1	22.22%	6	18.92%	7
7	21.43%	6	50.00%	1	28.57%	4	18.52%	5	21.62%	8
0	7.14%	2	0.00%	0	14.29%	2	7.41%	2	0.00%	0
2	14.29%	4	0.00%	0	7.14%	1	3.70%	1	5.41%	2
0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
6	10.71%	3	0.00%	0	0.00%	0	18.52%	5	5.41%	2

Las Vegas		Los Angeles		Memphis		Miami		New Orleans		New
%	Count	%	Count	%	Count	%	Count	%	Count	%
	15		29		28		30		9	
33.33%	5	37.93%	11	53.57%	15	33.33%	10	22.22%	2	46.38%
0.00%	0	6.90%	2	10.71%	3	6.67%	2	11.11%	1	7.25%
6.67%	1	3.45%	1	0.00%	0	13.33%	4	0.00%	0	5.80%
20.00%	3	24.14%	7	17.86%	5	16.67%	5	11.11%	1	14.49%
13.33%	2	51.72%	15	42.86%	12	30.00%	9	33.33%	3	31.88%
0.00%	0	13.79%	4	21.43%	6	3.33%	1	22.22%	2	14.49%
33.33%	5	24.14%	7	25.00%	7	20.00%	6	33.33%	3	20.29%
0.00%	0	0.00%	0	3.57%	1	0.00%	0	0.00%	0	7.25%
6.67%	1	6.90%	2	10.71%	3	3.33%	1	0.00%	0	7.25%
0.00%	0	0.00%	0	3.57%	1	0.00%	0	0.00%	0	1.45%
6.67%	1	13.79%	4	3.57%	1	16.67%	5	0.00%	0	10.14%

York	Philadelphia		Phoenix		San Antonio		San Diego		San Francisco	
Count	%	Count	%	Count	%	Count	%	Count	%	Count
69		55		18		12		4		16
32	47.27%	26	55.56%	10	33.33%	4	25.00%	1	56.25%	9
5	7.27%	4	22.22%	4	16.67%	2	25.00%	1	6.25%	1
4	5.45%	3	5.56%	1	25.00%	3	0.00%	0	12.50%	2
10	20.00%	11	22.22%	4	8.33%	1	0.00%	0	12.50%	2
22	29.09%	16	44.44%	8	25.00%	3	25.00%	1	43.75%	7
10	14.55%	8	27.78%	5	8.33%	1	0.00%	0	12.50%	2
14	18.18%	10	33.33%	6	16.67%	2	50.00%	2	31.25%	5
5	3.64%	2	11.11%	2	0.00%	0	0.00%	0	0.00%	0
5	5.45%	3	11.11%	2	0.00%	0	0.00%	0	0.00%	0
1	1.82%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
7	16.36%	9	5.56%	1	8.33%	1	25.00%	1	18.75%	3

San Jose		Seattle		Washington DC	
%	Count	%	Count	%	Count
	6		28		33
33.33%	2	57.14%	16	48.48%	16
0.00%	0	17.86%	5	15.15%	5
16.67%	1	0.00%	0	6.06%	2
16.67%	1	21.43%	6	18.18%	6
50.00%	3	28.57%	8	39.39%	13
0.00%	0	17.86%	5	6.06%	2
33.33%	2	32.14%	9	24.24%	8
0.00%	0	3.57%	1	6.06%	2
0.00%	0	3.57%	1	12.12%	4
0.00%	0	0.00%	0	0.00%	0
33.33%	2	21.43%	6	9.09%	3

Other, please specify	10.52%	79	5.88%	1	3.85%	3	8.82%	9
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8.09%	11	13.16%	55	10.88%	26	10.35%	53	11.80%	19	8.97%
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13	10.42%	32	10.87%	15	-	0	12.00%	6	16.67%	1
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0.00%	0	2.63%	1	9.59%	7	12.82%	5	9.52%	4	12.50%
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3	17.86%	5	0.00%	0	14.29%	2	18.52%	5	8.11%	3
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13.33%	2	10.34%	3	7.14%	2	16.67%	5	11.11%	1	13.04%
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9	9.09%	5	16.67%	3	16.67%	2	0.00%	0	12.50%	2
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0.00%	0	7.14%	2	3.03%	1
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**Pressbox**

**1,000 US citizens (Aged 18+)**

**23.12.2025 - 02.01.2026**

*Q5. How likely or unlikely do you think it is that Bitcoin will threaten the US Dollar as the leading global currency in the future?*

	All	Count	Age					
			18-24		25-34		35-44	
			%	Count	%	Count	%	Count
N	1000		41	141	166			
<b>Net: Likely</b>	<b>26.40%</b>	<b>264</b>	<b>48.78%</b>	<b>20</b>	<b>42.55%</b>	<b>60</b>	<b>34.94%</b>	<b>58</b>
Extremely likely	10.00%	100	14.63%	6	11.35%	16	15.66%	26
Somewhat likely	16.40%	164	34.15%	14	31.21%	44	19.28%	32
Not sure	38.10%	381	36.59%	15	32.62%	46	34.34%	57
Somewhat unlikely	15.40%	154	9.76%	4	15.60%	22	18.07%	30
Extremely unlikely	20.10%	201	4.88%	2	9.22%	13	12.65%	21
<b>Net: Unlikely</b>	<b>35.50%</b>	<b>355</b>	<b>14.63%</b>	<b>6</b>	<b>24.82%</b>	<b>35</b>	<b>30.72%</b>	<b>51</b>

				Gender				Region		
45-54		55+		Male		Female		Midwest		North
%	Count	%	Count	%	Count	%	Count	%	Count	%
	181		471		369		631		209	
<b>28.73%</b>	<b>52</b>	<b>15.71%</b>	<b>74</b>	<b>27.37%</b>	<b>101</b>	<b>25.83%</b>	<b>163</b>	<b>25.84%</b>	<b>54</b>	<b>30.61%</b>
12.71%	23	6.16%	29	9.76%	36	10.14%	64	8.61%	18	13.27%
16.02%	29	9.55%	45	17.62%	65	15.69%	99	17.22%	36	17.35%
41.44%	75	39.92%	188	30.08%	111	42.79%	270	38.76%	81	38.78%
14.36%	26	15.29%	72	19.51%	72	13.00%	82	13.40%	28	15.82%
15.47%	28	29.09%	137	23.04%	85	18.38%	116	22.01%	46	14.80%
<b>29.83%</b>	<b>54</b>	<b>44.37%</b>	<b>209</b>	<b>42.55%</b>	<b>157</b>	<b>31.38%</b>	<b>198</b>	<b>35.41%</b>	<b>74</b>	<b>30.61%</b>

					City					
East	South		West		Anchorage		Atlanta		Austin	
Count	%	Count	%	Count	%	Count	%	Count	%	Count
196		413		182		0		64		7
<b>60</b>	<b>27.60%</b>	<b>114</b>	<b>19.78%</b>	<b>36</b>	-	<b>0</b>	<b>26.56%</b>	<b>17</b>	<b>14.29%</b>	<b>1</b>
26	10.90%	45	6.04%	11	-	0	9.38%	6	0.00%	0
34	16.71%	69	13.74%	25	-	0	17.19%	11	14.29%	1
76	38.74%	160	35.16%	64	-	0	31.25%	20	57.14%	4
31	14.77%	61	18.68%	34	-	0	21.88%	14	0.00%	0
29	18.89%	78	26.37%	48	-	0	20.31%	13	28.57%	2
<b>60</b>	<b>33.66%</b>	<b>139</b>	<b>45.05%</b>	<b>82</b>	-	<b>0</b>	<b>42.19%</b>	<b>27</b>	<b>28.57%</b>	<b>2</b>

Boston		Charlotte		Chicago		Columbus		Dallas		Den
%	Count	%	Count	%	Count	%	Count	%	Count	%
	23		59		93		53		61	
<b>13.04%</b>	<b>3</b>	<b>28.81%</b>	<b>17</b>	<b>24.73%</b>	<b>23</b>	<b>32.08%</b>	<b>17</b>	<b>29.51%</b>	<b>18</b>	<b>13.33%</b>
4.35%	1	15.25%	9	8.60%	8	7.55%	4	11.48%	7	6.67%
8.70%	2	13.56%	8	16.13%	15	24.53%	13	18.03%	11	6.67%
43.48%	10	37.29%	22	41.94%	39	35.85%	19	37.70%	23	40.00%
30.43%	7	13.56%	8	11.83%	11	13.21%	7	13.11%	8	20.00%
13.04%	3	20.34%	12	21.51%	20	18.87%	10	19.67%	12	26.67%
<b>43.48%</b>	<b>10</b>	<b>33.90%</b>	<b>20</b>	<b>33.33%</b>	<b>31</b>	<b>32.08%</b>	<b>17</b>	<b>32.79%</b>	<b>20</b>	<b>46.67%</b>

Over	Detroit		Honolulu		Houston		Indianapolis		Jacksonville	
Count	%	Count	%	Count	%	Count	%	Count	%	Count
30		36		2		23		40		45
<b>4</b>	<b>19.44%</b>	<b>7</b>	<b>0.00%</b>	<b>0</b>	<b>26.09%</b>	<b>6</b>	<b>35.00%</b>	<b>14</b>	<b>31.11%</b>	<b>14</b>
2	8.33%	3	0.00%	0	8.70%	2	10.00%	4	8.89%	4
2	11.11%	4	0.00%	0	17.39%	4	25.00%	10	22.22%	10
12	38.89%	14	100.00%	2	43.48%	10	27.50%	11	35.56%	16
6	19.44%	7	0.00%	0	13.04%	3	10.00%	4	11.11%	5
8	22.22%	8	0.00%	0	17.39%	4	27.50%	11	22.22%	10
<b>14</b>	<b>41.67%</b>	<b>15</b>	<b>0.00%</b>	<b>0</b>	<b>30.43%</b>	<b>7</b>	<b>37.50%</b>	<b>15</b>	<b>33.33%</b>	<b>15</b>

Las Vegas		Los Angeles		Memphis		Miami		New Orleans		New
%	Count	%	Count	%	Count	%	Count	%	Count	%
	19		40		36		38		12	
<b>5.26%</b>	<b>1</b>	<b>25.00%</b>	<b>10</b>	<b>33.33%</b>	<b>12</b>	<b>18.42%</b>	<b>7</b>	<b>41.67%</b>	<b>5</b>	<b>33.66%</b>
5.26%	1	5.00%	2	11.11%	4	7.89%	3	16.67%	2	14.85%
0.00%	0	20.00%	8	22.22%	8	10.53%	4	25.00%	3	18.81%
31.58%	6	32.50%	13	44.44%	16	42.11%	16	33.33%	4	34.65%
36.84%	7	17.50%	7	11.11%	4	26.32%	10	16.67%	2	13.86%
26.32%	5	25.00%	10	11.11%	4	13.16%	5	8.33%	1	17.82%
<b>63.16%</b>	<b>12</b>	<b>42.50%</b>	<b>17</b>	<b>22.22%</b>	<b>8</b>	<b>39.47%</b>	<b>15</b>	<b>25.00%</b>	<b>3</b>	<b>31.68%</b>

York	Philadelphia		Phoenix		San Antonio		San Diego		San Francisco	
Count	%	Count	%	Count	%	Count	%	Count	%	Count
101		66		22		16		6		24
<b>34</b>	<b>28.79%</b>	<b>19</b>	<b>31.82%</b>	<b>7</b>	<b>31.25%</b>	<b>5</b>	<b>33.33%</b>	<b>2</b>	<b>29.17%</b>	<b>7</b>
15	12.12%	8	4.55%	1	25.00%	4	16.67%	1	12.50%	3
19	16.67%	11	27.27%	6	6.25%	1	16.67%	1	16.67%	4
35	45.45%	30	31.82%	7	37.50%	6	33.33%	2	37.50%	9
14	13.64%	9	13.64%	3	12.50%	2	0.00%	0	12.50%	3
18	12.12%	8	22.73%	5	18.75%	3	33.33%	2	20.83%	5
<b>32</b>	<b>25.76%</b>	<b>17</b>	<b>36.36%</b>	<b>8</b>	<b>31.25%</b>	<b>5</b>	<b>33.33%</b>	<b>2</b>	<b>33.33%</b>	<b>8</b>

San Jose		Seattle		Washington DC	
%	Count	%	Count	%	Count
	9		34		41
<b>11.11%</b>	<b>1</b>	<b>14.71%</b>	<b>5</b>	<b>19.51%</b>	<b>8</b>
0.00%	0	5.88%	2	9.76%	4
11.11%	1	8.82%	3	9.76%	4
44.44%	4	35.29%	12	46.34%	19
22.22%	2	14.71%	5	14.63%	6
22.22%	2	35.29%	12	19.51%	8
<b>44.44%</b>	<b>4</b>	<b>50.00%</b>	<b>17</b>	<b>34.15%</b>	<b>14</b>

# CENSUSWIDE

THE RESEARCH CONSULTANTS

## Pressbox

1,000 US citizens (Aged 18+)

23.12.2025 - 02.01.2026

Q6. Has Donald Trump's presidency made you feel more or less confident about trading Crypto?

	All	Count	Age					
			18-24		25-34		35-44	
			%	Count	%	Count	%	Count
N	1000			41		141		166
More	12.50%	125	12.20%	5	16.31%	23	16.27%	27
Less	32.30%	323	36.59%	15	31.91%	45	28.92%	48
The same	39.00%	390	43.90%	18	31.21%	44	37.95%	63
Not sure	16.20%	162	7.32%	3	20.57%	29	16.87%	28

				Gender				Region		
45-54		55+		Male		Female		Midwest		North
%	Count	%	Count	%	Count	%	Count	%	Count	%
	181		471		369		631		209	
11.60%	21	10.40%	49	18.16%	67	9.19%	58	13.40%	28	16.33%
28.73%	52	34.61%	163	28.73%	106	34.39%	217	37.32%	78	32.65%
40.33%	73	40.76%	192	41.19%	152	37.72%	238	35.89%	75	33.16%
19.34%	35	14.23%	67	11.92%	44	18.70%	118	13.40%	28	17.86%

					City					
East	South		West		Anchorage		Atlanta		Austin	
Count	%	Count	%	Count	%	Count	%	Count	%	Count
196		413		182		0		64		7
32	10.65%	44	11.54%	21	-	0	12.50%	8	0.00%	0
64	30.27%	125	30.77%	56	-	0	21.88%	14	14.29%	1
65	43.34%	179	39.01%	71	-	0	40.63%	26	71.43%	5
35	15.74%	65	18.68%	34	-	0	25.00%	16	14.29%	1

Boston		Charlotte		Chicago		Columbus		Dallas		Den
%	Count	%	Count	%	Count	%	Count	%	Count	%
	23		59		93		53		61	
21.74%	5	16.95%	10	11.83%	11	18.87%	10	16.39%	10	10.00%
26.09%	6	27.12%	16	32.26%	30	30.19%	16	34.43%	21	30.00%
30.43%	7	42.37%	25	38.71%	36	39.62%	21	40.98%	25	43.33%
21.74%	5	13.56%	8	17.20%	16	11.32%	6	8.20%	5	16.67%

Over	Detroit		Honolulu		Houston		Indianapolis		Jacksonville		
	Count	%	Count	%	Count	%	Count	%	Count	%	
30			36		2		23		40		45
3	2.78%		1	0.00%	0		3	13.04%	5		4
9	52.78%		19	50.00%	1		6	26.09%	14		12
13	38.89%		14	50.00%	1		10	43.48%	17		19
5	5.56%		2	0.00%	0		4	17.39%	4		10

Las Vegas		Los Angeles		Memphis		Miami		New Orleans		New
%	Count	%	Count	%	Count	%	Count	%	Count	%
	19		40		36		38		12	
5.26%	1	15.00%	6	8.33%	3	7.89%	3	8.33%	1	18.81%
21.05%	4	37.50%	15	36.11%	13	31.58%	12	33.33%	4	32.67%
42.11%	8	25.00%	10	41.67%	15	42.11%	16	33.33%	4	32.67%
31.58%	6	22.50%	9	13.89%	5	18.42%	7	25.00%	3	15.84%

York	Philadelphia		Phoenix		San Antonio		San Diego		San Francisco	
Count	%	Count	%	Count	%	Count	%	Count	%	Count
101		66		22		16		6		24
19	10.61%	7	18.18%	4	0.00%	0	0.00%	0	16.67%	4
33	34.85%	23	22.73%	5	68.75%	11	33.33%	2	16.67%	4
33	36.36%	24	50.00%	11	18.75%	3	33.33%	2	41.67%	10
16	18.18%	12	9.09%	2	12.50%	2	33.33%	2	25.00%	6

San Jose		Seattle		Washington DC	
%	Count	%	Count	%	Count
	9		34		41
11.11%	1	11.76%	4	4.88%	2
66.67%	6	29.41%	10	39.02%	16
11.11%	1	44.12%	15	46.34%	19
11.11%	1	14.71%	5	9.76%	4