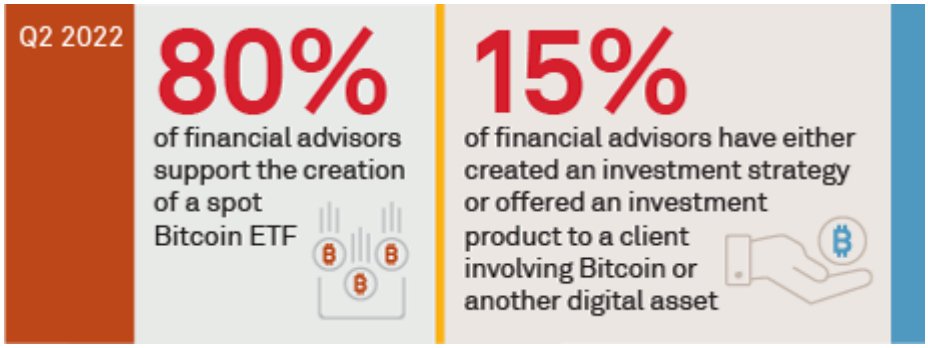
Retail Investors Want Crypto, but Advisors Face Roadblocks

April 5, 2022

Executive Summary:



Recent Coalition Greenwich research found that two-thirds of financial advisors in the U.S. had discussed crypto and/or digital assets with their customers in the past year, but for the vast majority of advisors those discussions have not led to action.

While the suitability of Bitcoin, Ether and other crypto-assets is certainly debatable for many investors, it is increasingly hard to refute the staying power of this new asset class. And while it feels like we're increasingly late in the adoption cycle and level of general awareness, we would argue that this market is only getting started.

Methodology:

In January 2022, Coalition Greenwich gathered responses from 669 financial advisors in the United States, with the majority targeting high net-worth and mass affluent clients. Topics included digital assets, technology usage, client interactions and views on new investment vehicles.

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