

Gen Z crypto ownership and behaviour

They use both **speculative and long-term** crypto strategies.



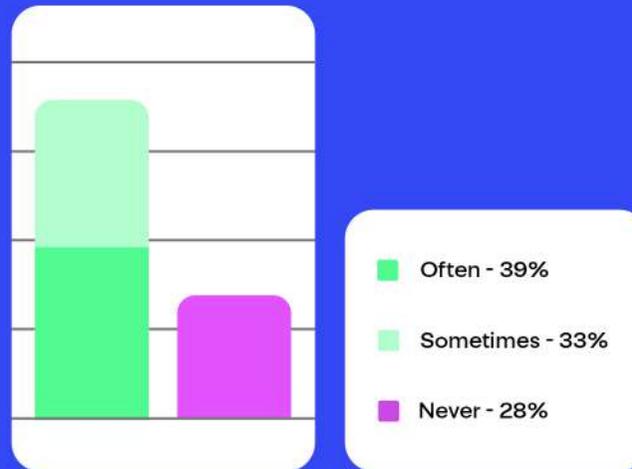
Invest for the long-term.



Make short-term or speculative investments.

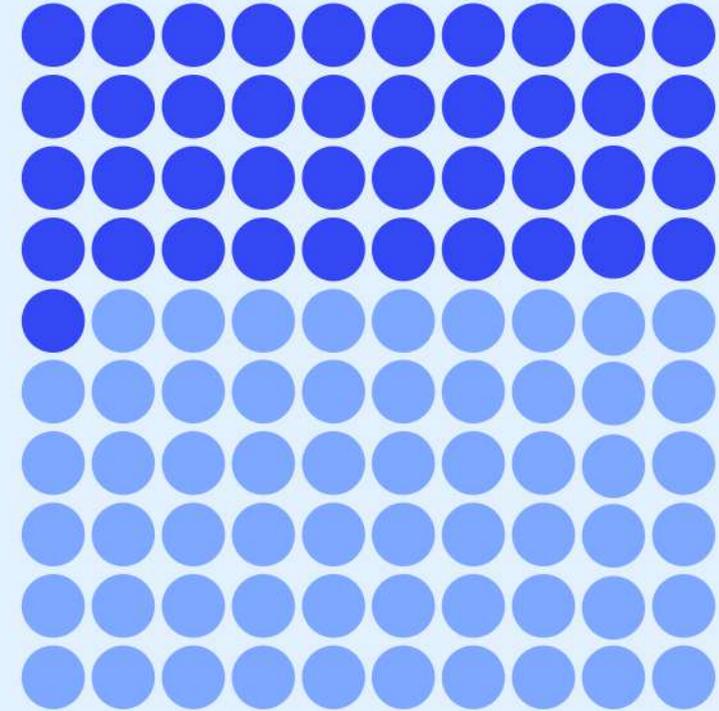
Some do **both**.

Social media platforms are a major distribution channel for crypto marketing.



Almost three quarters of Gen Z have seen crypto ads on social media.

Some Gen Z report being contacted about **crypto investing**.



Say they've been contacted to invest in crypto.

Men were **contacted about crypto** more often than women (50% vs 32%).