

# Consumer Perceptions on Digital Assets



GAUGING THE  
FAMILIARITY AND  
ATTITUDE TOWARDS  
DIGITAL ASSETS  
AMONG CONSUMERS  
IN NEW HAMPSHIRE

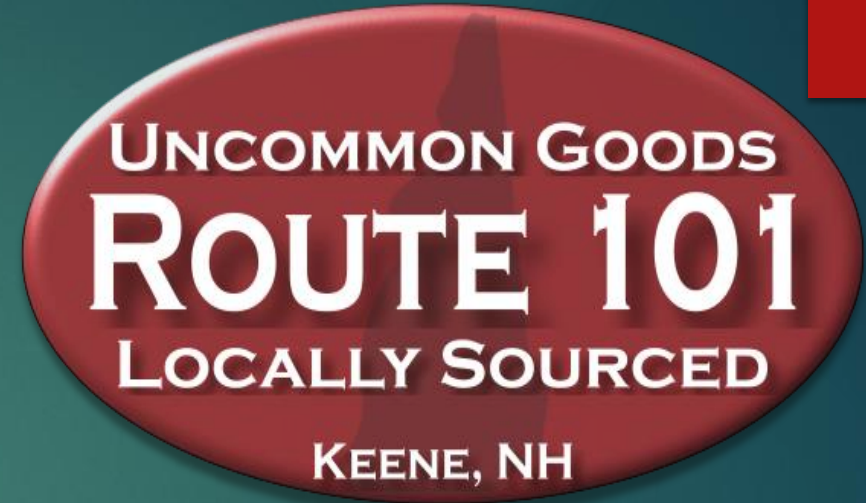
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ROUTE 101 LOCAL  
GOODS, KEENE, NH

# About Route 101 Local Goods

Founded 2015

## 3 Revenue Streams

- Locally made and sourced goods
- Dealer for Old Hickory Buildings
- Digital Assets through Bitcoin/Dash Vending Machine



# Perceptions

RETAIL CUSTOMERS

# Knowledge and Opinions

- ▶ Heard of Bitcoin – 90%+
- ▶ Heard of other Cryptos - 5%
- ▶ Heard of Increasing Value – 80%
- ▶ Heard Scam/Ponzi/Illegal? – 30%
- ▶ Heard Bitcoin was “dead”? – 15-20%
- ▶ Silk Road - 5%
- ▶ Ransomware – 40%
- ▶ Knows that you can buy things online with Bitcoin – 75%
- ▶ Knows that you can buy things locally with Bitcoin – 2%
- ▶ Realizes dollar backed by nothing – 90%
- ▶ Understands Inflation – 5%
- ▶ Conservative in Investments – 80%
- ▶ Feels things are “broken” – 80%



# What's important to crypto buyers?

- ▶ Investment/Returns
- ▶ Store of Value/Wealth
- ▶ Better Money
- ▶ Censorship Resistance

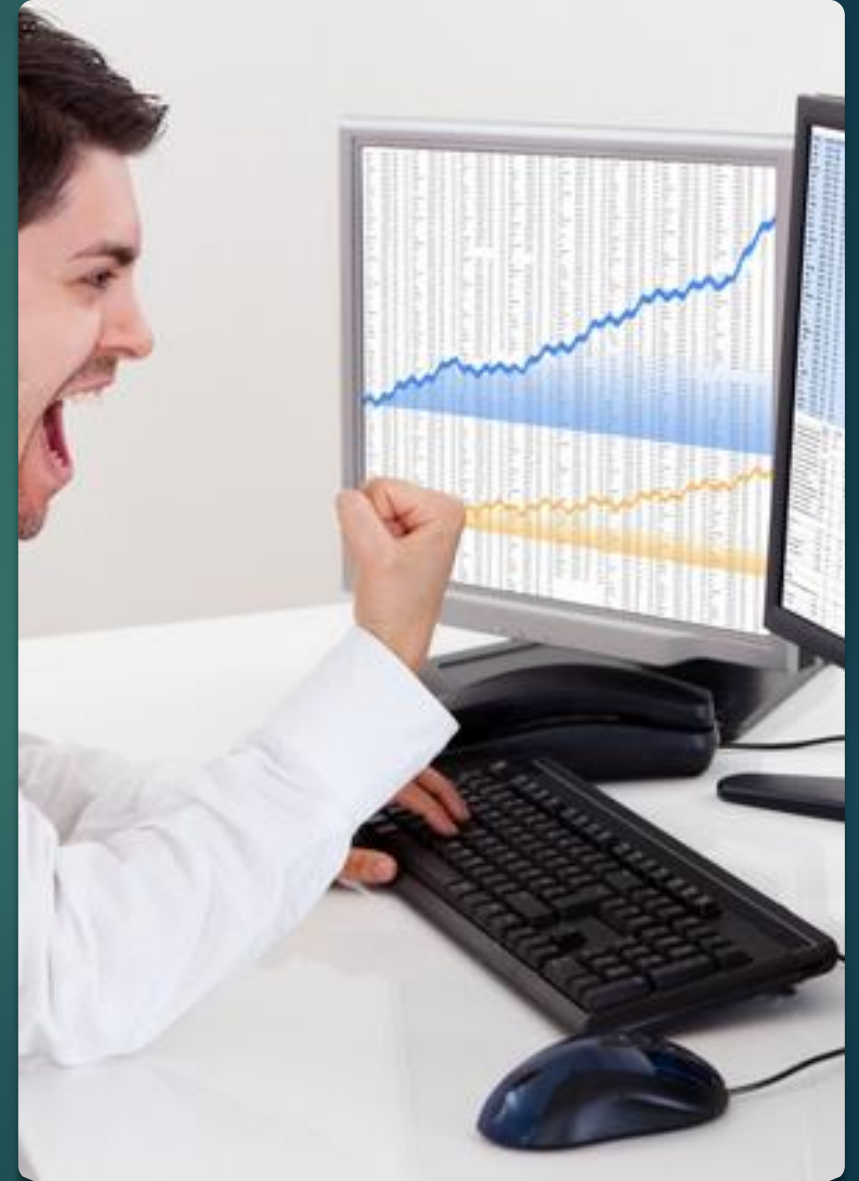


# Customer Stereotypes

DIGITAL ASSET SALES

# The Trader

- Travels longer distances – NY, CT, Boston
- Higher Incomes
- Chart-Driven
- “Will be back if the price drops below X”
- Investment/Returns - High
- Store of Value/Wealth - Low
- Better Money - Low
- Censorship Resistance - Medium





# The Silver Bug

- Follows Clif High
- Is looking for better returns than precious metals
- Is likely apocalyptically minded
- Says they aren't in crypto long term
- Investment/Returns - High
- Store of Value/Wealth - High
- Better Money - Low
- Censorship Resistance - High





# Millennials

- Been buying heavily since 2<sup>nd</sup> \$1K Bitcoin
- Drives to buy – Boston, VT, NY, NH
- Shows up regularly
- Likes to talk tech, other cryptos, future looking
- Investment/Returns - Low
- Store of Value/Wealth - High
- Better Money - High
- Censorship Resistance - Medium



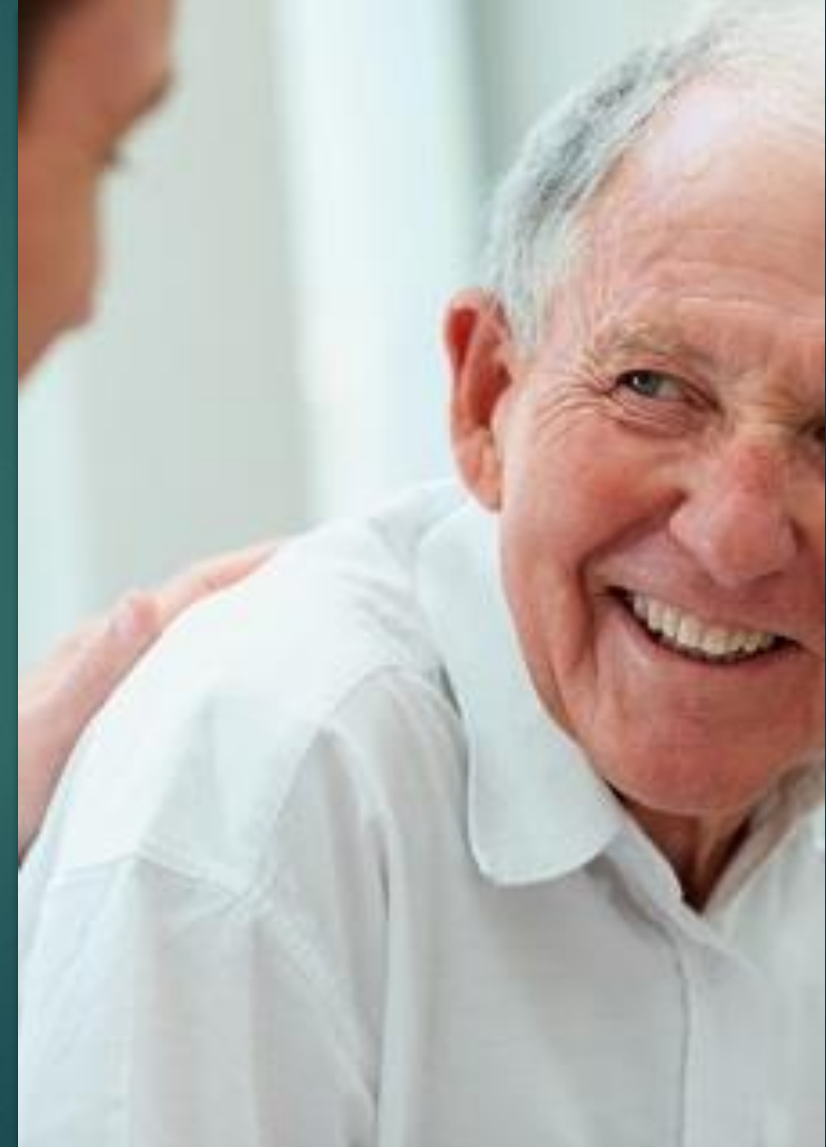
# Grandmas

- Has been aware of Bitcoin for some time
- Does the research, takes the plunge
- Buys smaller amounts but does so with regularity
- Skeptical of financial system
- Investment/Returns - High
- Store of Value/Wealth - High
- Better Money - Low
- Censorship Resistance - Low



# Patients

- Purpose driven – medicines that aren't available in US
- Middle-age or older
- Buys with regularity
- Very appreciative of anonymity
- Investment/Returns - Low
- Store of Value/Wealth - Low
- Better Money - High
- Censorship Resistance - High





# Gamblers

- Online poker, gambling, gaming and trading
- GenY/GenX
- Buys with regularity
- Low and Frequent Purchases
- Investment/Returns - Low
- Store of Value/Wealth - Low
- Better Money - High
- Censorship Resistance - High





These two  
guys.

**Will drive long distances – NY, CT,  
RI, MA, ME**

**Polite, always buys store items**

**Buys with clockwork regularity**

**Values anonymity above all else**

**Investment/Returns - Low**

**Store of Value/Wealth - High**

**Better Money - High**

**Censorship Resistance - High**



# Questions?

