

To: Interested Parties

From: Global Strategy Group

Date: June 26, 2025

Re: NEW POLL: American voters support cryptocurrency regulations

New research conducted by Global Strategy Group on behalf of the Cedar Innovation Foundation shows that U.S. registered voters are not very familiar with Trump’s involvement in the cryptocurrency industry, as recent attempts to make his interest in the issue salient have not broken through with the American public. Regardless of their familiarity with cryptocurrency and Trump’s positions, however, voters across the political spectrum support legislation to regulate the industry.

Key Findings

Voters are largely unaware of Trump’s involvement with cryptocurrency. Roughly three-in-five voters haven’t seen, read, or heard anything recently about the President having a meme coin (43% a lot or some/57% not that much or nothing), about the President’s family running a cryptocurrency business (38%/62%), or that the President has made millions of dollars from said business (40%/60%).

Despite not fully knowing the scope of Trump’s involvement with the industry, voters like cryptocurrency regulations. Voters of all political backgrounds feel favorably toward lawmakers who support implementing new regulations for cryptocurrency – especially young men under 55. While a plurality of voters aren’t sure where they stand on the CLARITY Act specifically, those who have an opinion favor the legislation by a more than two-to-one margin, with young men especially on board, along with white college-educated voters. **And a clear majority of Americans say that there should be clearer rules and regulations for the cryptocurrency industry as opposed to leaving the industry largely unregulated.** Democrats, voters of color, and older women feel particularly strongly about the importance of regulations.

ATTITUDES TOWARD LAWMAKERS WHO SUPPORT IMPLEMENTING NEW REGULATIONS FOR CRYPTOCURRENCY												
	RVs	Dem	Ind	Rep	Men 18-54	Men 55+	Women 18-54	Women 55+	White College	White Non-col	POC	
% Favorable	38	40	26	38	53	42	27	29	45	33	38	
% Unfavorable	21	23	19	21	22	22	20	22	17	21	25	
% Total Familiar	59	63	45	59	75	64	47	51	62	55	63	
NET Favorable	+17	+17	+7	+17	+31	+20	+7	+7	+28	+12	+13	

CLARITY ACT SUPPORT												
<i>As you may know, Congress is considering legislation this year called the CLARITY Act that would define new rules for digital assets like cryptocurrency. Just based on what you know, do you support or oppose passing the CLARITY Act?</i>												
	RVs	Dem	Ind	Rep	Men 18-54	Men 55+	Women 18-54	Women 55+	White College	White Non-col	POC	
% Support	39	36	24	48	54	44	27	34	48	36	38	
% Oppose	15	16	21	12	19	12	14	14	11	14	19	
% Don't know	46	49	55	40	28	44	59	52	41	50	43	
NET Support	+24	+20	+3	+36	+35	+32	+13	+20	+37	+22	+19	

REGULATED VS. UNREGULATED CRYPTOCURRENCY												
<i>Which statement do you agree with more, even if neither is exactly right?</i>												
<ul style="list-style-type: none"> If Trump is going to be involved with the cryptocurrency industry, then there should be clearer rules and regulations for the industry. I am comfortable with President Trump being involved with the cryptocurrency industry, which is largely unregulated under the current rules. 												
	RVs	Dem	Ind	Rep	Men 18-54	Men 55+	Women 18-54	Women 55+	White College	White Non-col	POC	
% Regulated	57	79	46	36	55	57	54	61	54	53	65	
% Unregulated	21	6	12	39	30	22	17	13	24	21	17	
% Don't know	23	15	42	25	15	21	29	26	22	26	18	
NET Regulated	+36	+73	+34	-3	+25	+35	+37	+48	+30	+32	+48	

ABOUT THIS POLL: Global Strategy Group conducted an online survey of 1,000 nationwide registered voters between June 16 and 18, 2025. The survey has a confidence interval of +/- 3.1%. Care has been taken to ensure the geographic, political, and demographic divisions of the population of registered voters are properly represented.