



# Survey: Bitcoin + Life Insurance

Almost half of current life insurance and annuity owners already hold digital assets, like bitcoin. They want their insurer to catch up.

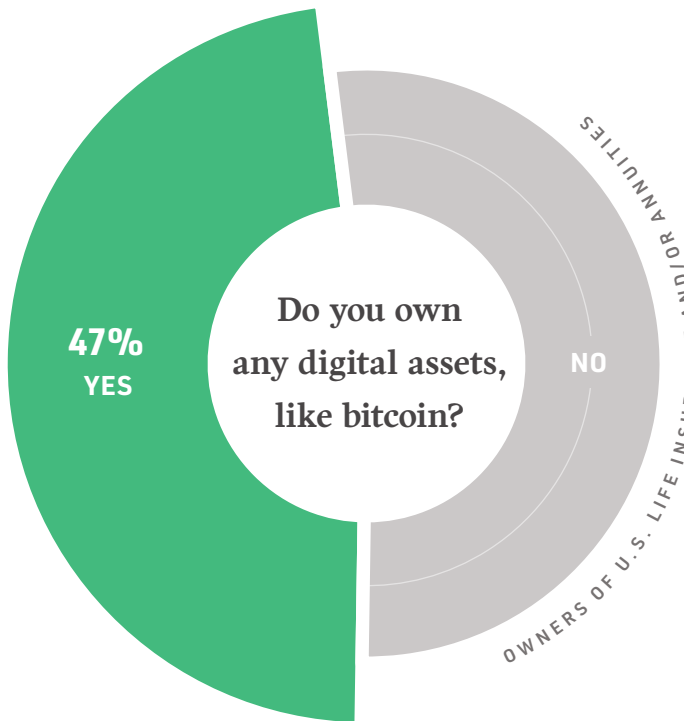
---

APRIL 2021



**With over 46MM Americans** owning bitcoin today based on our prior research,<sup>1</sup> it should come as no surprise that life insurance clients are increasingly investing in this burgeoning asset class and clamoring for bitcoin-based life insurance solutions.

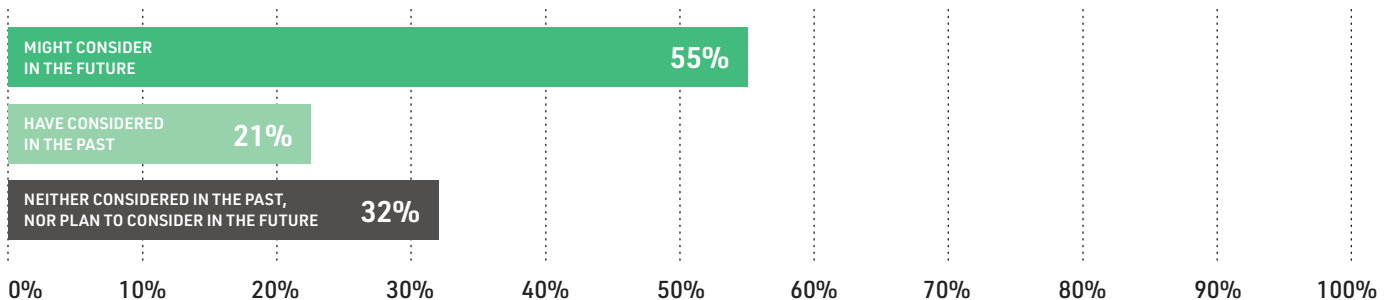
Our data suggests that nearly half of life insurance clients already own digital assets, like bitcoin.



**About 75%** expressed at least some interest in learning more about bitcoin annuities and bitcoin life insurance.

Of those who don't yet own digital assets, **55%** said they may consider it in the future.

**Have you considered or would you consider owning digital assets, like bitcoin, in the future?<sup>2</sup>**

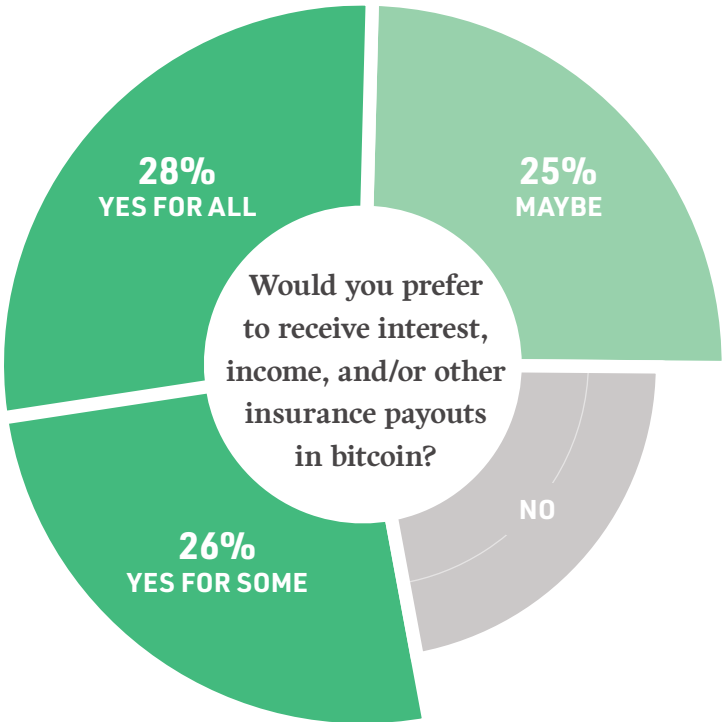


<sup>1</sup> Based on data from January 2021 Bitcoin + Banking survey, available at <https://nydig.com/wp-content/uploads/2021/01/NYDIG-Survey-BitcoinBanking-Jan2021.pdf>.

<sup>2</sup> Survey responses exceed 100% as participants selected all answers that applied.

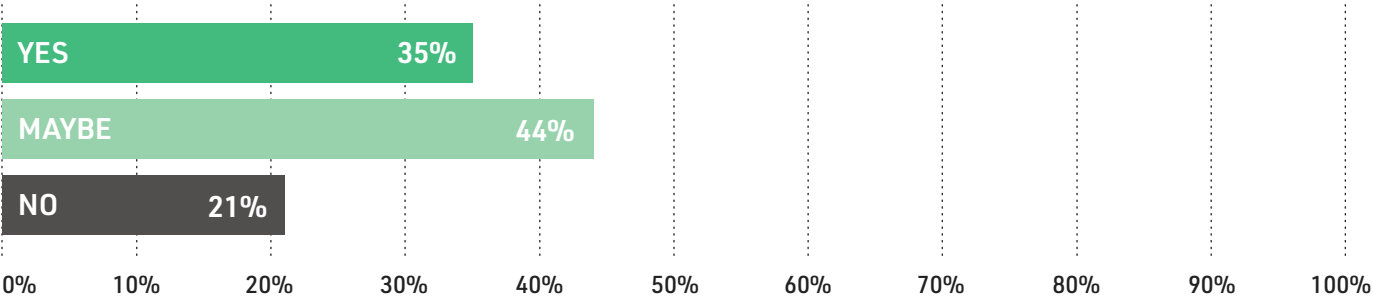
Not only do many **life insurance clients hold digital assets**, but they also are looking for their insurance carrier to provide more direct and indirect bitcoin exposure through insurance products.

Over half of survey respondents want to receive all or some of their insurance payouts in bitcoin.

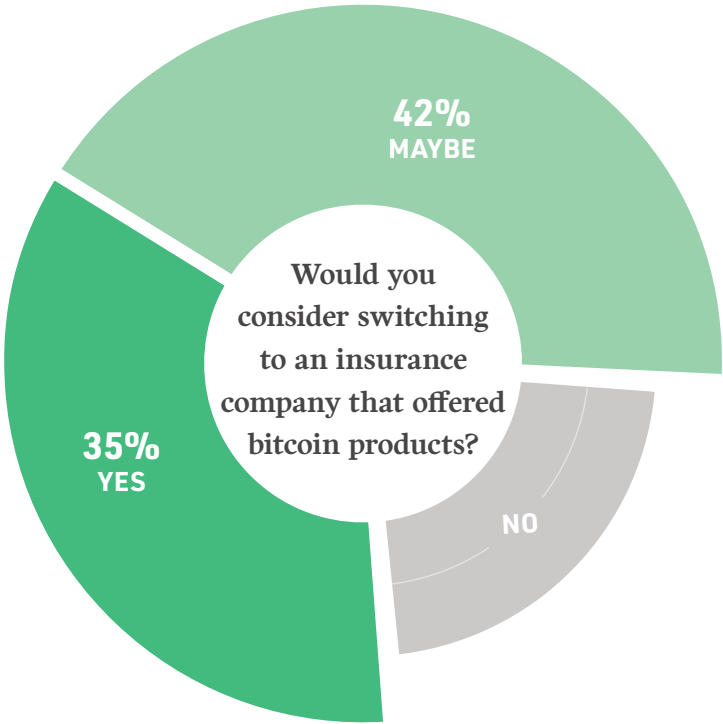


In addition, nearly **4 out of 5** survey respondents expressed at least some interest in life insurance or annuity products that provide indirect bitcoin exposure.

**Are you interested in life insurance and/or annuity products that provide the possibility of exposure to bitcoin, without investing directly in it?**

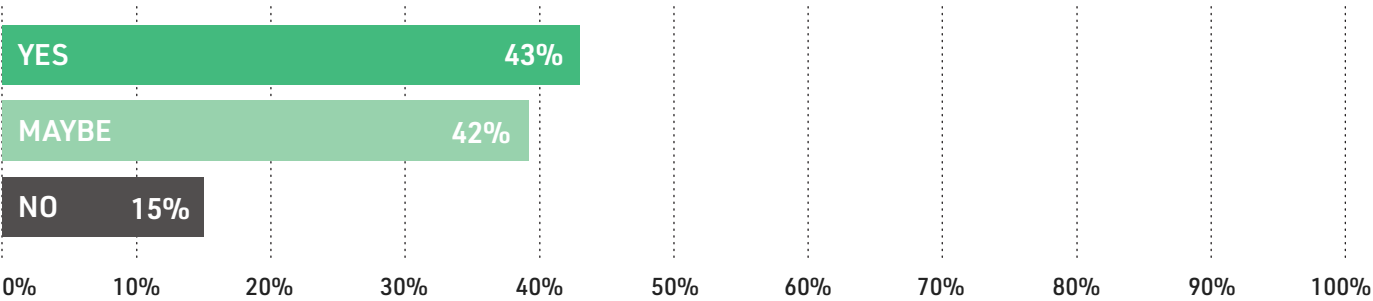


**Furthermore** not adopting bitcoin products may impact future growth of life insurers, as a large share of life insurance and/or annuity owners may shift to those insurers that offer bitcoin-based solutions.



Not only do **clients want bitcoin exposure** for themselves, the vast majority are or may be comfortable with insurers allocating a small share of their general account to bitcoin.

**Would you be comfortable if your insurance carrier allocated a small portion of their own money (less than 2%) to bitcoin?**



**We believe Bitcoin is here to stay.**

Your customers are watching and waiting for you to help them get involved.

VISIT US AT [NYDIG.COM](http://NYDIG.COM) FOR MORE INFORMATION

## DISCLAIMER

This report has been prepared solely for informational purposes and does not represent investment advice or provide an opinion regarding the fairness of any transaction to any and all parties nor does it constitute an offer, solicitation or a recommendation to buy or sell any particular security or instrument or to adopt any investment strategy. Charts and graphs provided herein are for illustrative purposes only. This report does not represent valuation judgments with respect to any financial instrument, issuer, security or sector that may be described or referenced herein and does not represent a formal or official view of New York Digital Investment Group or its affiliates (collectively, "NYDIG").

It should not be assumed that NYDIG will make investment recommendations in the future that are consistent with the views expressed herein, or use any or all of the techniques or methods of analysis described herein in managing client accounts. NYDIG may have positions (long or short) or engage in securities transactions that are not consistent with the information and views expressed in this report.

There can be no assurance that any investment strategy or technique will be successful. Historic market trends are not reliable indicators of actual future market behavior or future performance of any particular investment, which may differ materially, and should not be relied upon as such. Target or recommended allocations contained herein are subject to change. There is no assurance that such allocations will produce the desired results. The investment strategies, techniques or philosophies discussed herein may be unsuitable for investors depending on their specific investment objectives and financial situation.

The information provided herein is valid only for the purpose stated herein and as of the date hereof (or such other date as may be indicated herein) and no undertaking has been made to update the information, which may be superseded by subsequent market events or for other reasons.

Information furnished by others, upon which all or portions of this report are based, are from sources believed to be reliable. However, NYDIG makes no representation as to the accuracy, adequacy or completeness of such information and has accepted the information without further verification. No warranty is given as to the accuracy, adequacy or completeness of such information. No responsibility is taken for changes in market conditions or laws or regulations and no obligation is assumed to revise this report to reflect changes, events or conditions that occur subsequent to the date hereof.

Nothing contained herein constitutes investment, legal, tax or other advice nor is it to be relied on in making an investment or other decision. Legal advice can only be provided by legal counsel. Before deciding to proceed with any investment, investors should review all relevant investment considerations and consult with their own advisors. Any decision to invest should be made solely in reliance upon the definitive offering documents for the investment. NYDIG shall have no liability to any third party in respect of this report or any actions taken or decisions made as a consequence of the information set forth herein. By accepting this report in its entirety, the recipient acknowledges its understanding and acceptance of the foregoing terms.

## METHODOLOGY

This poll was conducted by SurveyMonkey on March 22, 2021 among a national sample of 1,050 US consumers with at least \$50,000 in annual income. Respondents for this survey were selected from the nearly 3 million people who take surveys on the SurveyMonkey platform each day. Data have been weighted for age, race, sex, education, and geography using the Census Bureau's American Community Survey to reflect the demographic composition of the United States. The results contained herein represent the answers of the subset of survey respondents who own life insurance and/or annuity products, which was 880 respondents (84% of total respondents). This poll has a margin of error of +/- 3.1 percentage points.