→ Cryptocurrency takes the form of tokens or "coins" and exists on a distributed and decentralized ledger
→ "Crypto" refers to the cryptography (coding) for development and processing of digital currencies across decentralized systems
→ Bitcoin leads cryptocurrencies in terms of market capitalization, user base, and popularity
→ 4,000+ cryptocurrencies exist as of January 2021 - the next great digital token may be released today!

→ An estimated one-in-ten American adults have never heard of cryptocurrencies
→ Trust remains a factor in Bitcoin adoption
→ 43% of surveyed adults expressed doubts about the legitimacy of cryptocurrency as payment
→ Another 29% of surveyed adults think cryptocurrency will be forgotten in ten years
→ 34% of surveyed adults believe it will become a standard form of payment