NEWS RELEASE

From Side Quest to Financial Strategy: SoFi Study Reveals How Crypto Is Becoming Part of the Bigger Financial Picture

2026-11-19

SoFi's new survey finds Gen Z is driving a shift in crypto culture, challenging investor stereotypes and inspiring new ways to build wealth, as more Americans look to connect crypto with everyday finances.

SAN FRANCISCO--(BUSINESS WIRE)-- SoFi Technologies, Inc. (NASDAQ: SOFI), the everything app for digital financial services, today released "From Side Quest to Financial Strategy," a national report exploring the growing role of crypto in people's financial lives. Gen Z is leading the shift, with nearly two-thirds seeing crypto as a financial opportunity previous generations didn't have. 21% own cryptocurrency, seven times the rate of Boomers. The findings also challenge long-held investor stereotypes and highlight interest in managing crypto alongside everyday banking and investing.

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"Gen Z has come of age in a world where money is already digital, so it's natural that they're pushing the boundaries of the traditional, one-size-fits-all approach to building wealth," said Natalie Brunell, host of Coin Stories, author of Bitcoin Is for Everyone and contributor to SoFi's On The Block. "What people are asking for now is not just access to new tools, but the education and connected experience to understand how they fit together and support their broader financial goals."

The value of having your finances connected goes beyond convenience. As people explore new ways to manage and build wealth, keeping track of their money matters more than ever. In fact, more than one in five respondents estimate they've lost or missed out on $1,000 or more over the past year because their finances are spread across multiple platforms.

"People have more opportunities than ever to grow their money, and digital assets are opening new possibilities for

how they invest and build wealth," said Brian Walsh, CFP®, PhD and Head of Advice & Planning at SoFi. "But having more financial options is only valuable if you can make the most of them. At SoFi, we're bringing banking, investing and crypto together so members can see their full financial picture, explore new opportunities with confidence and make smarter money moves to achieve their ambitions."

The trends shaping the next era of money:

- The future of money is connected. Nearly two-thirds (63%) of crypto investors say integrating crypto with their primary bank would make them more likely to invest more. Among Gen Z, 43% say bank integration would make them more likely to invest, compared with 9% of Boomers.
- Gen Z is rewriting the wealth-building playbook. More than one in five (21%) see crypto as a path to generational wealth, compared with just 8% of the general population. Gen Z is also more likely to own crypto (21%) than an employer-sponsored retirement plan (16%), and represents nearly one-third (31%) of SoFi's crypto members.
- Crypto curiosity is opening the door to new investors. More than half of Americans (52%) say they should know more about crypto, including 63% of Gen Z. Even among current crypto investors, 82% say there's more they want to learn.
- Debunking the 'Tech Bro' Myth. Nearly one-third of Gen Z discuss crypto often or sometimes in daily life (31%). Black and Hispanic respondents are more than twice as likely (22%) as White respondents (9%) to own it, while women are nearly as likely as men to be crypto-curious (12% vs. 13%).
- America's crypto landscape is anything but one-size-fits-all. Miami leads the 10 cities surveyed in crypto ownership (20%), while New York City outpaces tech hub San Francisco (17% vs. 13%). Kansas City sits at the other end of the spectrum, with just 5% invested.

SoFi members are already bringing crypto into their broader financial lives. Nearly all SoFi Crypto members (97%) also use another SoFi product, including SoFi Money checking or savings accounts (85%) and SoFi Invest (64%). "I've started moving my outside crypto holdings into SoFi because having my accounts together in one place makes managing my finances easier," said a SoFi member.

One year after becoming the first nationally chartered bank to launch crypto trading, SoFi continues to bring the best of banking and crypto together in one app. Members can buy, sell and hold more than 40 cryptocurrencies alongside banking and investing. SoFi Earn (SOFIE) deposit token offers 4.40% APY on eligible FDIC-insured deposits, while SoFiUSD stablecoin enables 24/7 on-chain transactions. Together, these innovations make digital assets part of members' broader financial lives, with the trust and safeguards of a bank.

To read the full report, visit **https://www.sofi.com/research/crypto/**. To learn more about SoFi Crypto, visit **https://www.sofi.com/crypto/**.

Methodology

The report was developed by SoFi in partnership with Culture Co-op's data and editorial teams. Survey research was conducted by SoFi and YouGov through a 15-minute online survey fielded from October 15–28, 2026.

National findings are based on a nationally representative sample of 2,064 U.S. adults ages 18 and older and exclude the separate local-market samples. Throughout the report, references to "Americans" reflect this nationally representative sample.

Additional samples were collected in 10 designated market areas (DMAs): New York City (n=207) | San Francisco (n=203) | Phoenix (n=254) | Atlanta (n=255) | Chicago (n=257) | Dallas (n=259) | Los Angeles (n=258) | Denver (n=250) | Kansas City (n=252) | Miami (n=256).

The question about fees and missed opportunities was asked of 1,175 respondents, while the question about all-in-one benefits was asked of 776 respondents. Percentages are weighted and rounded; respondent counts are unweighted.

The research also incorporates qualitative perspectives from SoFi members, financial experts, contributors to SoFi's On The Block newsletter and people across the country.

About SoFi

SoFi Technologies (NASDAQ: SOFI) is the everything app for digital financial services on a mission to help people achieve financial independence to realize their ambitions. 17.1 million members trust SoFi to borrow, save, spend, invest, and protect their money and buy, sell and hold their crypto – all in one app – and get access to financial planners, exclusive experiences, and a thriving community. Banks, fintechs, and brands use innovative capabilities from SoFi Tech Solutions to serve over 140 million global accounts. For more information, visit **www.sofi.com** or download our iOS and Android apps.

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SOFID is a payment stablecoin offered by SoFi Bank, N.A., and is designed to maintain a stable value relative to the U.S. dollar. SOFID is not a deposit, is not insured by the FDIC or SIPC, is not bank guaranteed, is not legal tender, and may lose value. Blockchain transactions are generally irreversible and may be subject to delays, disruptions, or permanent loss. Terms, conditions, and restrictions apply.

SoFi Earn (SOFIE) is a separate product from SoFi Crypto. SOFIE is a tokenized deposit representing a deposit liability of SoFi Bank, N.A., Member FDIC. Funds represented by SOFIE are eligible for FDIC insurance up to applicable FDIC rules and limits. SOFIE is not a payment stablecoin. Please refer to the SoFi Bank Tokenized Deposit Account Agreement for additional terms and conditions.

Annual percentage yield (APY) is variable and subject to change at any time. Rates are current as of 10/20/26. There is no minimum balance requirement. Fees may reduce earnings. Additional information can be found at **https://www.sofi.com/crypto/legal/tokenized-deposit-rate-sheet**.

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