Bitcoin Research Methodology Polling Memo

DATE: Thursday, April 30, 2026
TO: Interested Parties
FROM: Brent Buchanan, CEO & Founder, Cygnal
RE: Three-Phase Research Design for Neighborhood Bitcoin

Executive Summary

This research followed a three-phase design that moved from broad mapping to deep exploration to quantitative validation, each phase built directly on what the one before it produced.

Phase 1: National Segmentation Survey

Phase 1 was a national segmentation survey of 1,516 registered voters ages 18 to 64, fielded March 19 to 21, 2026, via a blended SMS, online, and live-phone methodology, with results weighted to the national registered-voter population. Its job was to map awareness, knowledge, and perceptions of Bitcoin across the electorate and to locate the persuadable middle. A latent class analysis of the weighted data produced a four-class solution: Ideological Rejecters (~30%), Financially Stressed Disengaged (~20%), Curious Fence-Sitters (~32%), and Active Believers (~18%). This came first because you cannot recruit or message an audience you have not yet defined. The segmentation told us who to talk to and what barriers to probe.

Phase 2: In-Person Focus Groups

Phase 2 was eight in-person focus groups conducted April 21 to 28, 2026, four in Columbus, Ohio and four in Nashville, Tennessee, roughly 80 Bitcoin-persuadable non-owners in total. Each ran 95 minutes and was moderated in person by Brent Buchanan. Groups were single-gender and segmented by age and financial situation, drawing on the divides Phase 1 identified as meaningful. Seven groups were screened for neutral baseline impressions of Bitcoin; one Nashville group was screened for negative impressions to test whether that audience was reachable or should be deprioritized. Each group worked through a common moderator guide covering financial worldview, institutional trust, dollar trust, Federal Reserve knowledge, Bitcoin first impressions, reaction to a shared Bitcoin definition, learning sources, and a tagline activity testing early message concepts. This phase came second because the quantitative map showed where the openings were but not the language, metaphors, or trust thresholds behind them. The groups surfaced how people actually talk about Bitcoin and generated the raw message concepts the final phase would test at scale.

Phase 3: National Message Validation

Phase 3 was a national message-validation survey testing the messages developed from the focus group findings, fielded May 29 to June 2, 2026 via online panel and SMS to a national sample of 1,000 registered voters ages 18 to 64, with a margin of error of ±3.08% and a cumulative oversample of 832 in the target persuadable audience so movement could be read reliably within the segments that matter. Results were weighted to a national registered-voter 18-to-64 universe. Each of the 23 tested messages was ranked by Cygnal Message Effectivity, a Shapley-value measure of each message's predictive power on outcome movement. This phase came last because it existed to answer the one question the first two cannot: not who is persuadable or how they talk, but which specific messages actually move opinion, for whom, and by how much. Its output is the empirical foundation for the messaging framework.