



**Statement for the Record Submitted by Ali Tager, Vice President of External Affairs, National
Cryptocurrency Association**

**Hearing of the House Committee on Small Business, Subcommittee on Innovation,
Entrepreneurship, and Workforce Development**

**"Main Street Meets Crypto: What Digital Assets Mean for Small Businesses"
Tuesday, September 15, 2026, 11:00 AM**

Chairman Williams, Subcommittee Chairman Jack, Ranking Member Velázquez, Subcommittee Ranking Member Scholten, and members of the subcommittee, thank you for the opportunity to submit this testimony.

[The National Cryptocurrency Association \(NCA\)](#) is a nonprofit organization – protocol, company, and politically neutral – dedicated to helping everyday Americans understand and use crypto with confidence. NCA's research is the largest and most rigorous look at who actually holds crypto in America and what they need from their government. We submit this testimony because the small business story in that data is clear: Main Street customers want to pay with crypto at checkout, and merchants ready to meet that demand will have a competitive advantage.

Consider who holds crypto today. More than [67 million Americans](#), roughly one in four adults, now own cryptocurrency, up from one in five just a year ago.¹

- That is 12 million new holders in a single year, roughly the combined population of New York City and Los Angeles.
- More than half earn less than \$150,000 a year, and nearly a quarter earn under \$75,000.²
- The typical holder in 2026 is just as likely to be a construction foreman in Dallas as a software engineer in San Francisco.³
- Crypto and digital asset ownership now mirror the middle of the American economy, and 87% of holders don't just own crypto, they use it to send money to family (41%) and shop and pay (40%), and 35% say the ability to pay for everyday goods and services with crypto would increase their usage further.⁴

[Jake](#) is one of them. He wanted more control over his time, his money, and his future, as he built his own small construction company. Crypto gives him the flexibility to run his business, invest in his family, and build long-term wealth on his terms.

Holders also want to shop and pay at everyday businesses with crypto they visit often. Grocery stores (46%), convenience stores and gas stations (39%), and coffee shops and cafes (31%) rank among the places holders most want crypto to be accepted at checkout.⁵

In NCA's [2026 Crypto Merchant Report](#) with PayPal:

¹ [2026 State of Crypto Holders Report](#)

² [2026 State of Crypto Holders Report](#)

³ [2026 State of Crypto Holders Report](#)

⁴ [2026 State of Crypto Holders Report](#)

⁵ [2026 State of Crypto Holders Report](#)

- 88% of U.S. merchants report that customers ask to pay with crypto, with 69% reporting they ask at least monthly, and 79% agreeing that accepting crypto could help them attract new customers.⁶
- Among merchants who already accept it, crypto represents 26% of total sales, and 72% saw those sales rise over the past year.⁷
- The leading reasons merchants value crypto acceptance include faster transaction speed (45%) and access to new customers (45%).⁸

[Clayton](#) is one of them. He runs George Plumbing, the plumbing company his grandfather founded in 1947. After researching crypto, he made his first purchase, and later helped add it to the company's balance sheet. As their crypto investments grew, the business was able to further reinvest in its growth and employees. Today, the company also accepts crypto as payments, keeping it as one more tool in their toolbox.

Half of U.S. large retailers—those with more than \$500 million in revenue—already accept crypto, compared with 34% of small merchants with less than \$10 million in revenue.⁹ That gap is not simply about customer demand. For many small businesses, the bigger barrier is the uncertainty and cost of navigating the rules. A large retailer can dedicate resources where a small business cannot. When the rules are unclear, the cost of figuring them out can be disproportionately high for the businesses with the fewest resources. For Main Street businesses, regulatory clarity is about making sure all businesses have a fair opportunity to understand the rules, meet their obligations, and respond to what their customers want.

While the SEC and CFTC work to fill in regulatory gaps, comprehensive federal rules would further ensure small businesses don't remain on the sidelines, unable to answer basic questions like which regulator oversees which digital assets, whether customer assets held on a platform belong to the customer or to the platform in bankruptcy, and whether the right to hold one's own wallet and transact peer-to-peer is secure – the same mechanism a contractor uses to pay a subcontractor or a small studio uses to pay an editor overseas. Those questions carry real costs for the small merchant that wants to expand their customer base.

None of this exists in statute today, and small businesses are paying for the gap. Legitimate projects incorporate offshore. Payment processors stall rather than build. Small businesses get left out of the gains. Most (90% of) U.S. merchants say they would be likely to try accepting crypto if setup were as simple as credit cards, and that simplicity depends on legal clarity, so processors can build turnkey products while following clear rules.¹⁰

The opportunity small businesses are missing is already measurable: [independent analysis](#) commissioned by the National Cryptocurrency Association estimates that the crypto industry contributed \$55 billion to the U.S. GDP over the last year and supports 232,000 U.S. jobs, paying an average of \$133,000 – more than double the average U.S. salary.

Clear rules are what stand between small businesses and that opportunity, and the National Cryptocurrency Association will keep pressing for them until Congress delivers.¹¹

⁶ [2026 Crypto Merchant Report](#)

⁷ [2026 Crypto Merchant Report](#)

⁸ [2026 Crypto Merchant Report](#)

⁹ [2026 Crypto Merchant Report](#)

¹⁰ [2026 Crypto Merchant Report](#)

¹¹ [2026 Crypto at Work Report](#)

Americans across party lines want clearer rules so they too can benefit. In NCA's polling:

- 73% support stronger consumer protections for people who invest in, hold, or use crypto,
- 71% support comprehensive legislation to close the gaps in current law, and 69% support strengthening American leadership in digital financial technology.¹²
- 84% of merchants expect crypto to become a common payment method within five years.¹³

The NCA takes no position on the commercial winners or losers of any legislation, rather, our interest lies in the tens of millions of U.S. consumers and businesses using crypto everyday.

We encourage every member of this subcommittee to use the NCA as a nonpartisan crypto-education resource for your office and your constituents. We offer [free learning resources](#) like Crypto 101 courses, a risk-free simulator, and the weekly "Crypto, Explained" podcast.

We welcome the opportunity to discuss these findings and resources at your convenience. If you have any questions or would like further insights, please contact Ali Tager at Ali@nca.org.

Respectfully submitted,

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¹² [2025 Crypto Policy Pulse](#)

¹³ [2026 Crypto Merchant Report](#)