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Morning Consult
National Tracking Poll #170603
June 08-12, 2017

Crosstabulation Results

Methodology:

This poll was conducted from June 08-12, 2017, among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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Crosstabulation Results by Respondent Demographics

Table BRD1_4NET: Do you currently own any of the following products? Please select all that apply.
 Apple Mac computer or laptop

Demographic	Selected		Not Selected		Total N
Adults	14%	(304)	86%	(1896)	2200
Gender: Male	15%	(158)	85%	(901)	1059
Gender: Female	13%	(147)	87%	(994)	1141
Age: 18-29	22%	(106)	78%	(373)	479
Age: 30-44	19%	(108)	81%	(447)	555
Age: 45-54	11%	(44)	89%	(341)	385
Age: 55-64	6%	(23)	94%	(360)	383
Age: 65+	6%	(24)	94%	(374)	398
PID: Dem (no lean)	15%	(119)	85%	(661)	779
PID: Ind (no lean)	12%	(83)	88%	(629)	712
PID: Rep (no lean)	15%	(103)	85%	(606)	709
PID/Gender: Dem Men	18%	(59)	82%	(272)	332
PID/Gender: Dem Women	13%	(60)	87%	(388)	448
PID/Gender: Ind Men	12%	(44)	88%	(315)	359
PID/Gender: Ind Women	11%	(38)	89%	(314)	353
PID/Gender: Rep Men	15%	(54)	85%	(314)	368
PID/Gender: Rep Women	14%	(49)	86%	(292)	341
Tea Party: Supporter	19%	(117)	81%	(511)	628
Tea Party: Not Supporter	12%	(184)	88%	(1372)	1556
Ideo: Liberal (1-3)	20%	(153)	80%	(605)	758
Ideo: Moderate (4)	10%	(52)	90%	(447)	499
Ideo: Conservative (5-7)	11%	(81)	89%	(650)	731
Educ: < College	9%	(144)	91%	(1422)	1566
Educ: Bachelors degree	25%	(103)	75%	(313)	416
Educ: Post-grad	26%	(58)	74%	(161)	219
Income: Under 50k	9%	(126)	91%	(1260)	1386
Income: 50k-100k	19%	(115)	81%	(481)	595
Income: 100k+	29%	(64)	71%	(155)	218

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Table BRD1_4NET: Do you currently own any of the following products? Please select all that apply.
Apple Mac computer or laptop

Demographic	Selected		Not Selected		Total N
Adults	14%	(304)	86%	(1896)	2200
Ethnicity: White	13%	(231)	87%	(1519)	1750
Ethnicity: Hispanic	23%	(76)	77%	(253)	329
Ethnicity: Afr. Am.	11%	(30)	89%	(238)	268
Ethnicity: Other	24%	(44)	76%	(138)	182
Relig: Protestant	12%	(57)	88%	(428)	486
Relig: Roman Catholic	16%	(80)	84%	(430)	510
Relig: Ath./Agn./None	13%	(73)	87%	(498)	571
Relig: Something Else	18%	(65)	82%	(302)	366
Relig: Jewish	19%	(11)	81%	(46)	56
Relig: Evangelical	15%	(97)	85%	(567)	664
Relig: Non-Evang. Catholics	12%	(69)	88%	(529)	598
Relig: All Christian	13%	(167)	87%	(1096)	1262
Relig: All Non-Christian	15%	(138)	85%	(799)	937
Community: Urban	19%	(119)	81%	(518)	637
Community: Suburban	13%	(126)	87%	(821)	947
Community: Rural	10%	(59)	90%	(557)	616
Employ: Private Sector	21%	(140)	79%	(536)	676
Employ: Government	17%	(24)	83%	(115)	139
Employ: Self-Employed	22%	(44)	78%	(155)	200
Employ: Homemaker	10%	(18)	90%	(166)	185
Employ: Student	22%	(27)	78%	(95)	123
Employ: Retired	5%	(24)	95%	(479)	503
Employ: Unemployed	7%	(15)	93%	(197)	212
Employ: Other	7%	(11)	93%	(153)	163
Job Type: White-collar	20%	(143)	80%	(563)	707
Job Type: Blue-collar	11%	(105)	89%	(890)	995
Job Type: Don't Know	11%	(56)	89%	(442)	498
Military HH: Yes	14%	(64)	86%	(388)	452
Military HH: No	14%	(241)	86%	(1507)	1748
RD/WT: Right Direction	15%	(144)	85%	(798)	943
RD/WT: Wrong Track	13%	(160)	87%	(1097)	1257

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Table BRD1_4NET: Do you currently own any of the following products? Please select all that apply.
 Apple Mac computer or laptop

Demographic	Selected		Not Selected		Total N
Adults	14%	(304)	86%	(1896)	2200
Strongly Approve	16%	(80)	84%	(426)	506
Somewhat Approve	11%	(51)	89%	(406)	457
Somewhat Disapprove	16%	(52)	84%	(279)	331
Strongly Disapprove	14%	(109)	86%	(655)	764
Dont Know / No Opinion	8%	(12)	92%	(129)	141
#1 Issue: Economy	13%	(78)	87%	(504)	583
#1 Issue: Security	11%	(50)	89%	(408)	458
#1 Issue: Health Care	13%	(54)	87%	(346)	400
#1 Issue: Medicare / Social Security	6%	(16)	94%	(273)	289
#1 Issue: Women's Issues	26%	(33)	74%	(95)	127
#1 Issue: Education	22%	(35)	78%	(126)	161
#1 Issue: Energy	25%	(26)	75%	(81)	107
#1 Issue: Other	16%	(12)	84%	(63)	75
2016 Vote: Democrat Hillary Clinton	17%	(128)	83%	(618)	746
2016 Vote: Republican Donald Trump	13%	(109)	87%	(714)	822
2016 Vote: Someone else	10%	(16)	90%	(139)	155
2012 Vote: Barack Obama	16%	(139)	84%	(720)	859
2012 Vote: Mitt Romney	12%	(76)	88%	(563)	639
2012 Vote: Other	16%	(15)	84%	(75)	89
2012 Vote: Didn't Vote	12%	(75)	88%	(537)	612
4-Region: Northeast	15%	(61)	85%	(340)	401
4-Region: Midwest	10%	(48)	90%	(425)	473
4-Region: South	14%	(111)	86%	(703)	814
4-Region: West	16%	(83)	84%	(428)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD1_5NET: Do you currently own any of the following products? Please select all that apply.

Apple iPad

Demographic	Selected		Not Selected		Total N
Adults	24%	(519)	76%	(1681)	2200
Gender: Male	24%	(255)	76%	(804)	1059
Gender: Female	23%	(264)	77%	(877)	1141
Age: 18-29	28%	(136)	72%	(343)	479
Age: 30-44	28%	(156)	72%	(400)	555
Age: 45-54	23%	(89)	77%	(296)	385
Age: 55-64	18%	(69)	82%	(313)	383
Age: 65+	17%	(69)	83%	(329)	398
PID: Dem (no lean)	27%	(209)	73%	(570)	779
PID: Ind (no lean)	19%	(138)	81%	(574)	712
PID: Rep (no lean)	24%	(171)	76%	(537)	709
PID/Gender: Dem Men	29%	(95)	71%	(237)	332
PID/Gender: Dem Women	26%	(115)	74%	(333)	448
PID/Gender: Ind Men	20%	(71)	80%	(288)	359
PID/Gender: Ind Women	19%	(67)	81%	(285)	353
PID/Gender: Rep Men	24%	(89)	76%	(279)	368
PID/Gender: Rep Women	24%	(82)	76%	(258)	341
Tea Party: Supporter	25%	(158)	75%	(470)	628
Tea Party: Not Supporter	23%	(361)	77%	(1196)	1556
Ideo: Liberal (1-3)	28%	(215)	72%	(543)	758
Ideo: Moderate (4)	18%	(90)	82%	(409)	499
Ideo: Conservative (5-7)	25%	(180)	75%	(551)	731
Educ: < College	20%	(308)	80%	(1258)	1566
Educ: Bachelors degree	33%	(137)	67%	(279)	416
Educ: Post-grad	34%	(74)	66%	(144)	219
Income: Under 50k	18%	(245)	82%	(1141)	1386
Income: 50k-100k	30%	(180)	70%	(415)	595
Income: 100k+	43%	(94)	57%	(125)	218
Ethnicity: White	23%	(403)	77%	(1347)	1750

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Table BRD1_5NET: Do you currently own any of the following products? Please select all that apply.
 Apple iPad

Demographic	Selected		Not Selected		Total N
Adults	24%	(519)	76%	(1681)	2200
Ethnicity: Hispanic	34%	(110)	66%	(219)	329
Ethnicity: Afr. Am.	18%	(49)	82%	(219)	268
Ethnicity: Other	37%	(67)	63%	(115)	182
Relig: Protestant	19%	(92)	81%	(394)	486
Relig: Roman Catholic	29%	(146)	71%	(364)	510
Relig: Ath./Agn./None	22%	(125)	78%	(446)	571
Relig: Something Else	26%	(96)	74%	(271)	366
Relig: Jewish	39%	(22)	61%	(34)	56
Relig: Evangelical	22%	(143)	78%	(521)	664
Relig: Non-Evang. Catholics	26%	(155)	74%	(443)	598
Relig: All Christian	24%	(298)	76%	(964)	1262
Relig: All Non-Christian	24%	(221)	76%	(716)	937
Community: Urban	25%	(159)	75%	(478)	637
Community: Suburban	26%	(242)	74%	(705)	947
Community: Rural	19%	(118)	81%	(498)	616
Employ: Private Sector	29%	(198)	71%	(478)	676
Employ: Government	39%	(54)	61%	(86)	139
Employ: Self-Employed	21%	(42)	79%	(158)	200
Employ: Homemaker	21%	(39)	79%	(146)	185
Employ: Student	32%	(39)	68%	(83)	123
Employ: Retired	18%	(92)	82%	(411)	503
Employ: Unemployed	14%	(31)	86%	(181)	212
Employ: Other	15%	(25)	85%	(138)	163
Job Type: White-collar	32%	(224)	68%	(483)	707
Job Type: Blue-collar	19%	(192)	81%	(803)	995
Job Type: Don't Know	21%	(103)	79%	(395)	498
Military HH: Yes	24%	(111)	76%	(341)	452
Military HH: No	23%	(408)	77%	(1340)	1748
RD/WT: Right Direction	25%	(239)	75%	(704)	943
RD/WT: Wrong Track	22%	(280)	78%	(977)	1257

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Table BRD1_5NET: Do you currently own any of the following products? Please select all that apply.

Apple iPad

Demographic	Selected		Not Selected		Total N
Adults	24%	(519)	76%	(1681)	2200
Strongly Approve	22%	(111)	78%	(395)	506
Somewhat Approve	26%	(117)	74%	(340)	457
Somewhat Disapprove	24%	(81)	76%	(250)	331
Strongly Disapprove	24%	(181)	76%	(583)	764
Dont Know / No Opinion	21%	(29)	79%	(112)	141
#1 Issue: Economy	24%	(141)	76%	(442)	583
#1 Issue: Security	24%	(111)	76%	(346)	458
#1 Issue: Health Care	23%	(90)	77%	(309)	400
#1 Issue: Medicare / Social Security	16%	(45)	84%	(244)	289
#1 Issue: Women's Issues	28%	(36)	72%	(92)	127
#1 Issue: Education	32%	(51)	68%	(110)	161
#1 Issue: Energy	27%	(29)	73%	(78)	107
#1 Issue: Other	21%	(16)	79%	(59)	75
2016 Vote: Democrat Hillary Clinton	28%	(211)	72%	(535)	746
2016 Vote: Republican Donald Trump	25%	(204)	75%	(619)	822
2016 Vote: Someone else	23%	(36)	77%	(119)	155
2012 Vote: Barack Obama	26%	(225)	74%	(634)	859
2012 Vote: Mitt Romney	24%	(153)	76%	(486)	639
2012 Vote: Other	20%	(18)	80%	(71)	89
2012 Vote: Didn't Vote	20%	(123)	80%	(489)	612
4-Region: Northeast	26%	(103)	74%	(298)	401
4-Region: Midwest	20%	(97)	80%	(377)	473
4-Region: South	22%	(183)	78%	(631)	814
4-Region: West	27%	(136)	73%	(375)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD1_6NET: Do you currently own any of the following products? Please select all that apply.

Apple iPhone

Demographic	Selected		Not Selected		Total N
Adults	32%	(711)	68%	(1489)	2200
Gender: Male	30%	(315)	70%	(744)	1059
Gender: Female	35%	(396)	65%	(745)	1141
Age: 18-29	45%	(214)	55%	(265)	479
Age: 30-44	36%	(200)	64%	(356)	555
Age: 45-54	29%	(113)	71%	(272)	385
Age: 55-64	24%	(93)	76%	(290)	383
Age: 65+	23%	(91)	77%	(307)	398
PID: Dem (no lean)	34%	(261)	66%	(518)	779
PID: Ind (no lean)	31%	(220)	69%	(492)	712
PID: Rep (no lean)	32%	(229)	68%	(479)	709
PID/Gender: Dem Men	31%	(103)	69%	(228)	332
PID/Gender: Dem Women	35%	(158)	65%	(290)	448
PID/Gender: Ind Men	31%	(110)	69%	(249)	359
PID/Gender: Ind Women	31%	(110)	69%	(243)	353
PID/Gender: Rep Men	28%	(101)	72%	(267)	368
PID/Gender: Rep Women	38%	(128)	62%	(213)	341
Tea Party: Supporter	32%	(199)	68%	(429)	628
Tea Party: Not Supporter	33%	(509)	67%	(1047)	1556
Ideo: Liberal (1-3)	40%	(300)	60%	(459)	758
Ideo: Moderate (4)	28%	(139)	72%	(360)	499
Ideo: Conservative (5-7)	31%	(224)	69%	(507)	731
Educ: < College	28%	(442)	72%	(1124)	1566
Educ: Bachelors degree	40%	(168)	60%	(247)	416
Educ: Post-grad	46%	(100)	54%	(118)	219
Income: Under 50k	26%	(356)	74%	(1030)	1386
Income: 50k-100k	42%	(249)	58%	(346)	595
Income: 100k+	48%	(105)	52%	(113)	218
Ethnicity: White	32%	(566)	68%	(1184)	1750

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Table BRD1_6NET: Do you currently own any of the following products? Please select all that apply.

Apple iPhone

Demographic	Selected		Not Selected		Total N
Adults	32%	(711)	68%	(1489)	2200
Ethnicity: Hispanic	38%	(125)	62%	(204)	329
Ethnicity: Afr. Am.	28%	(75)	72%	(194)	268
Ethnicity: Other	38%	(70)	62%	(112)	182
Relig: Protestant	26%	(128)	74%	(358)	486
Relig: Roman Catholic	33%	(169)	67%	(341)	510
Relig: Ath./Agn./None	33%	(190)	67%	(381)	571
Relig: Something Else	39%	(141)	61%	(225)	366
Relig: Jewish	42%	(23)	58%	(33)	56
Relig: Evangelical	29%	(190)	71%	(474)	664
Relig: Non-Evang. Catholics	32%	(189)	68%	(409)	598
Relig: All Christian	30%	(379)	70%	(883)	1262
Relig: All Non-Christian	35%	(331)	65%	(606)	937
Community: Urban	31%	(197)	69%	(441)	637
Community: Suburban	35%	(335)	65%	(612)	947
Community: Rural	29%	(179)	71%	(437)	616
Employ: Private Sector	40%	(269)	60%	(406)	676
Employ: Government	44%	(62)	56%	(78)	139
Employ: Self-Employed	37%	(75)	63%	(125)	200
Employ: Homemaker	26%	(48)	74%	(136)	185
Employ: Student	55%	(67)	45%	(55)	123
Employ: Retired	21%	(106)	79%	(397)	503
Employ: Unemployed	21%	(44)	79%	(168)	212
Employ: Other	24%	(40)	76%	(124)	163
Job Type: White-collar	37%	(262)	63%	(445)	707
Job Type: Blue-collar	30%	(295)	70%	(701)	995
Job Type: Don't Know	31%	(154)	69%	(344)	498
Military HH: Yes	31%	(140)	69%	(312)	452
Military HH: No	33%	(571)	67%	(1177)	1748
RD/WT: Right Direction	31%	(296)	69%	(647)	943
RD/WT: Wrong Track	33%	(415)	67%	(843)	1257

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Table BRD1_6NET: Do you currently own any of the following products? Please select all that apply.
 Apple iPhone

Demographic	Selected		Not Selected		Total N
Adults	32%	(711)	68%	(1489)	2200
Strongly Approve	27%	(135)	73%	(372)	506
Somewhat Approve	38%	(174)	62%	(284)	457
Somewhat Disapprove	35%	(116)	65%	(215)	331
Strongly Disapprove	33%	(255)	67%	(509)	764
Dont Know / No Opinion	22%	(31)	78%	(110)	141
#1 Issue: Economy	31%	(178)	69%	(405)	583
#1 Issue: Security	33%	(149)	67%	(309)	458
#1 Issue: Health Care	34%	(136)	66%	(264)	400
#1 Issue: Medicare / Social Security	23%	(67)	77%	(223)	289
#1 Issue: Women's Issues	46%	(58)	54%	(69)	127
#1 Issue: Education	39%	(63)	61%	(98)	161
#1 Issue: Energy	36%	(38)	64%	(69)	107
#1 Issue: Other	29%	(22)	71%	(53)	75
2016 Vote: Democrat Hillary Clinton	35%	(264)	65%	(482)	746
2016 Vote: Republican Donald Trump	31%	(251)	69%	(571)	822
2016 Vote: Someone else	31%	(48)	69%	(107)	155
2012 Vote: Barack Obama	33%	(280)	67%	(579)	859
2012 Vote: Mitt Romney	30%	(192)	70%	(447)	639
2012 Vote: Other	23%	(20)	77%	(69)	89
2012 Vote: Didn't Vote	36%	(219)	64%	(393)	612
4-Region: Northeast	34%	(138)	66%	(263)	401
4-Region: Midwest	27%	(126)	73%	(348)	473
4-Region: South	33%	(267)	67%	(548)	814
4-Region: West	35%	(180)	65%	(331)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD1_7NET: Do you currently own any of the following products? Please select all that apply.
Amazon Echo

Demographic	Selected		Not Selected		Total N
Adults	8%	(166)	92%	(2034)	2200
Gender: Male	10%	(105)	90%	(954)	1059
Gender: Female	5%	(61)	95%	(1080)	1141
Age: 18-29	10%	(46)	90%	(433)	479
Age: 30-44	10%	(57)	90%	(499)	555
Age: 45-54	8%	(29)	92%	(356)	385
Age: 55-64	6%	(21)	94%	(361)	383
Age: 65+	3%	(13)	97%	(385)	398
PID: Dem (no lean)	9%	(69)	91%	(710)	779
PID: Ind (no lean)	7%	(51)	93%	(661)	712
PID: Rep (no lean)	6%	(46)	94%	(663)	709
PID/Gender: Dem Men	13%	(44)	87%	(288)	332
PID/Gender: Dem Women	6%	(25)	94%	(422)	448
PID/Gender: Ind Men	9%	(31)	91%	(328)	359
PID/Gender: Ind Women	6%	(20)	94%	(333)	353
PID/Gender: Rep Men	8%	(30)	92%	(338)	368
PID/Gender: Rep Women	5%	(16)	95%	(324)	341
Tea Party: Supporter	11%	(72)	89%	(556)	628
Tea Party: Not Supporter	6%	(94)	94%	(1463)	1556
Ideo: Liberal (1-3)	10%	(73)	90%	(686)	758
Ideo: Moderate (4)	7%	(34)	93%	(465)	499
Ideo: Conservative (5-7)	7%	(52)	93%	(679)	731
Educ: < College	6%	(88)	94%	(1477)	1566
Educ: Bachelors degree	13%	(52)	87%	(364)	416
Educ: Post-grad	12%	(26)	88%	(193)	219
Income: Under 50k	5%	(74)	95%	(1312)	1386
Income: 50k-100k	10%	(58)	90%	(537)	595
Income: 100k+	16%	(34)	84%	(184)	218
Ethnicity: White	7%	(125)	93%	(1624)	1750

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Table BRD1_7NET: Do you currently own any of the following products? Please select all that apply.
 Amazon Echo

Demographic	Selected		Not Selected		Total N
Adults	8%	(166)	92%	(2034)	2200
Ethnicity: Hispanic	14%	(47)	86%	(282)	329
Ethnicity: Afr. Am.	7%	(19)	93%	(250)	268
Ethnicity: Other	12%	(23)	88%	(159)	182
Relig: Protestant	6%	(31)	94%	(455)	486
Relig: Roman Catholic	11%	(56)	89%	(454)	510
Relig: Ath./Agn./None	5%	(31)	95%	(540)	571
Relig: Something Else	9%	(34)	91%	(332)	366
Relig: Jewish	19%	(11)	81%	(46)	56
Relig: Evangelical	8%	(56)	92%	(608)	664
Relig: Non-Evang. Catholics	8%	(45)	92%	(553)	598
Relig: All Christian	8%	(102)	92%	(1161)	1262
Relig: All Non-Christian	7%	(65)	93%	(872)	937
Community: Urban	10%	(61)	90%	(577)	637
Community: Suburban	7%	(71)	93%	(876)	947
Community: Rural	6%	(35)	94%	(581)	616
Employ: Private Sector	12%	(82)	88%	(594)	676
Employ: Government	9%	(13)	91%	(126)	139
Employ: Self-Employed	7%	(14)	93%	(186)	200
Employ: Homemaker	4%	(7)	96%	(177)	185
Employ: Student	6%	(8)	94%	(115)	123
Employ: Retired	5%	(23)	95%	(480)	503
Employ: Unemployed	5%	(11)	95%	(201)	212
Employ: Other	6%	(9)	94%	(154)	163
Job Type: White-collar	12%	(83)	88%	(624)	707
Job Type: Blue-collar	5%	(54)	95%	(941)	995
Job Type: Don't Know	6%	(29)	94%	(469)	498
Military HH: Yes	7%	(34)	93%	(418)	452
Military HH: No	8%	(133)	92%	(1615)	1748
RD/WT: Right Direction	10%	(94)	90%	(849)	943
RD/WT: Wrong Track	6%	(72)	94%	(1185)	1257

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Table BRD1_7NET: Do you currently own any of the following products? Please select all that apply.

Amazon Echo

Demographic	Selected		Not Selected		Total N
Adults	8%	(166)	92%	(2034)	2200
Strongly Approve	9%	(47)	91%	(459)	506
Somewhat Approve	8%	(36)	92%	(421)	457
Somewhat Disapprove	10%	(32)	90%	(299)	331
Strongly Disapprove	6%	(46)	94%	(718)	764
Dont Know / No Opinion	3%	(5)	97%	(136)	141
#1 Issue: Economy	8%	(48)	92%	(535)	583
#1 Issue: Security	5%	(25)	95%	(433)	458
#1 Issue: Health Care	7%	(30)	93%	(370)	400
#1 Issue: Medicare / Social Security	5%	(15)	95%	(274)	289
#1 Issue: Women's Issues	10%	(12)	90%	(115)	127
#1 Issue: Education	8%	(13)	92%	(148)	161
#1 Issue: Energy	19%	(20)	81%	(87)	107
#1 Issue: Other	5%	(3)	95%	(71)	75
2016 Vote: Democrat Hillary Clinton	9%	(67)	91%	(679)	746
2016 Vote: Republican Donald Trump	8%	(63)	92%	(759)	822
2016 Vote: Someone else	6%	(10)	94%	(146)	155
2012 Vote: Barack Obama	9%	(78)	91%	(781)	859
2012 Vote: Mitt Romney	8%	(48)	92%	(590)	639
2012 Vote: Other	4%	(4)	96%	(86)	89
2012 Vote: Didn't Vote	6%	(37)	94%	(576)	612
4-Region: Northeast	10%	(41)	90%	(360)	401
4-Region: Midwest	6%	(26)	94%	(447)	473
4-Region: South	7%	(55)	93%	(760)	814
4-Region: West	9%	(44)	91%	(466)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD1_8NET: Do you currently own any of the following products? Please select all that apply.

Google Home

Demographic	Selected		Not Selected		Total N
Adults	6%	(139)	94%	(2061)	2200
Gender: Male	7%	(76)	93%	(983)	1059
Gender: Female	6%	(63)	94%	(1078)	1141
Age: 18-29	8%	(40)	92%	(439)	479
Age: 30-44	11%	(63)	89%	(493)	555
Age: 45-54	4%	(16)	96%	(369)	385
Age: 55-64	3%	(10)	97%	(373)	383
Age: 65+	2%	(10)	98%	(388)	398
PID: Dem (no lean)	7%	(56)	93%	(724)	779
PID: Ind (no lean)	5%	(36)	95%	(676)	712
PID: Rep (no lean)	7%	(48)	93%	(661)	709
PID/Gender: Dem Men	8%	(26)	92%	(305)	332
PID/Gender: Dem Women	7%	(29)	93%	(418)	448
PID/Gender: Ind Men	5%	(18)	95%	(341)	359
PID/Gender: Ind Women	5%	(17)	95%	(335)	353
PID/Gender: Rep Men	9%	(32)	91%	(336)	368
PID/Gender: Rep Women	5%	(16)	95%	(324)	341
Tea Party: Supporter	11%	(68)	89%	(560)	628
Tea Party: Not Supporter	4%	(69)	96%	(1487)	1556
Ideo: Liberal (1-3)	10%	(79)	90%	(679)	758
Ideo: Moderate (4)	4%	(20)	96%	(480)	499
Ideo: Conservative (5-7)	5%	(35)	95%	(696)	731
Educ: < College	6%	(90)	94%	(1476)	1566
Educ: Bachelors degree	7%	(27)	93%	(389)	416
Educ: Post-grad	10%	(22)	90%	(197)	219
Income: Under 50k	6%	(85)	94%	(1301)	1386
Income: 50k-100k	5%	(32)	95%	(563)	595
Income: 100k+	10%	(22)	90%	(197)	218
Ethnicity: White	6%	(97)	94%	(1652)	1750

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Table BRD1_8NET: Do you currently own any of the following products? Please select all that apply.

Google Home

Demographic	Selected		Not Selected		Total N
Adults	6%	(139)	94%	(2061)	2200
Ethnicity: Hispanic	11%	(37)	89%	(292)	329
Ethnicity: Afr. Am.	9%	(25)	91%	(243)	268
Ethnicity: Other	9%	(16)	91%	(166)	182
Relig: Protestant	6%	(28)	94%	(458)	486
Relig: Roman Catholic	9%	(44)	91%	(466)	510
Relig: Ath./Agn./None	4%	(23)	96%	(548)	571
Relig: Something Else	9%	(33)	91%	(333)	366
Relig: Jewish	11%	(6)	89%	(50)	56
Relig: Evangelical	8%	(53)	92%	(611)	664
Relig: Non-Evang. Catholics	5%	(30)	95%	(568)	598
Relig: All Christian	7%	(83)	93%	(1179)	1262
Relig: All Non-Christian	6%	(56)	94%	(881)	937
Community: Urban	9%	(56)	91%	(581)	637
Community: Suburban	5%	(51)	95%	(896)	947
Community: Rural	5%	(32)	95%	(584)	616
Employ: Private Sector	10%	(67)	90%	(609)	676
Employ: Government	7%	(10)	93%	(129)	139
Employ: Self-Employed	10%	(19)	90%	(181)	200
Employ: Homemaker	6%	(10)	94%	(174)	185
Employ: Student	7%	(8)	93%	(114)	123
Employ: Retired	2%	(11)	98%	(492)	503
Employ: Unemployed	4%	(8)	96%	(204)	212
Employ: Other	3%	(5)	97%	(159)	163
Job Type: White-collar	8%	(54)	92%	(653)	707
Job Type: Blue-collar	6%	(58)	94%	(937)	995
Job Type: Don't Know	5%	(27)	95%	(471)	498
Military HH: Yes	8%	(38)	92%	(414)	452
Military HH: No	6%	(101)	94%	(1647)	1748
RD/WT: Right Direction	9%	(89)	91%	(854)	943
RD/WT: Wrong Track	4%	(50)	96%	(1207)	1257

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Table BRD1_8NET: Do you currently own any of the following products? Please select all that apply.
Google Home

Demographic	Selected		Not Selected		Total N
Adults	6%	(139)	94%	(2061)	2200
Strongly Approve	9%	(43)	91%	(463)	506
Somewhat Approve	7%	(33)	93%	(424)	457
Somewhat Disapprove	7%	(22)	93%	(309)	331
Strongly Disapprove	4%	(31)	96%	(733)	764
Dont Know / No Opinion	7%	(10)	93%	(131)	141
#1 Issue: Economy	6%	(37)	94%	(545)	583
#1 Issue: Security	6%	(30)	94%	(428)	458
#1 Issue: Health Care	5%	(20)	95%	(379)	400
#1 Issue: Medicare / Social Security	3%	(8)	97%	(281)	289
#1 Issue: Women's Issues	4%	(5)	96%	(122)	127
#1 Issue: Education	8%	(12)	92%	(149)	161
#1 Issue: Energy	18%	(19)	82%	(88)	107
#1 Issue: Other	9%	(7)	91%	(68)	75
2016 Vote: Democrat Hillary Clinton	7%	(54)	93%	(693)	746
2016 Vote: Republican Donald Trump	7%	(55)	93%	(768)	822
2016 Vote: Someone else	7%	(11)	93%	(145)	155
2012 Vote: Barack Obama	7%	(63)	93%	(795)	859
2012 Vote: Mitt Romney	7%	(47)	93%	(592)	639
2012 Vote: Other	1%	(1)	99%	(89)	89
2012 Vote: Didn't Vote	5%	(28)	95%	(584)	612
4-Region: Northeast	4%	(17)	96%	(385)	401
4-Region: Midwest	5%	(25)	95%	(449)	473
4-Region: South	7%	(57)	93%	(758)	814
4-Region: West	8%	(41)	92%	(470)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD1_9NET: Do you currently own any of the following products? Please select all that apply.
Windows computer or laptop

Demographic	Selected		Not Selected		Total N
Adults	61%	(1345)	39%	(855)	2200
Gender: Male	63%	(668)	37%	(391)	1059
Gender: Female	59%	(678)	41%	(463)	1141
Age: 18-29	48%	(229)	52%	(250)	479
Age: 30-44	56%	(312)	44%	(243)	555
Age: 45-54	62%	(239)	38%	(146)	385
Age: 55-64	68%	(261)	32%	(122)	383
Age: 65+	76%	(304)	24%	(94)	398
PID: Dem (no lean)	61%	(479)	39%	(301)	779
PID: Ind (no lean)	61%	(433)	39%	(279)	712
PID: Rep (no lean)	61%	(434)	39%	(274)	709
PID/Gender: Dem Men	57%	(191)	43%	(141)	332
PID/Gender: Dem Women	64%	(288)	36%	(160)	448
PID/Gender: Ind Men	66%	(238)	34%	(121)	359
PID/Gender: Ind Women	55%	(194)	45%	(158)	353
PID/Gender: Rep Men	65%	(239)	35%	(129)	368
PID/Gender: Rep Women	57%	(195)	43%	(145)	341
Tea Party: Supporter	56%	(353)	44%	(275)	628
Tea Party: Not Supporter	63%	(983)	37%	(573)	1556
Ideo: Liberal (1-3)	56%	(428)	44%	(330)	758
Ideo: Moderate (4)	65%	(323)	35%	(176)	499
Ideo: Conservative (5-7)	67%	(490)	33%	(241)	731
Educ: < College	61%	(952)	39%	(614)	1566
Educ: Bachelors degree	63%	(262)	37%	(153)	416
Educ: Post-grad	60%	(131)	40%	(88)	219
Income: Under 50k	60%	(837)	40%	(549)	1386
Income: 50k-100k	62%	(368)	38%	(227)	595
Income: 100k+	64%	(140)	36%	(79)	218
Ethnicity: White	63%	(1094)	37%	(656)	1750

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Table BRD1_9NET: Do you currently own any of the following products? Please select all that apply.
 Windows computer or laptop

Demographic	Selected		Not Selected		Total N
Adults	61%	(1345)	39%	(855)	2200
Ethnicity: Hispanic	43%	(141)	57%	(188)	329
Ethnicity: Afr. Am.	60%	(160)	40%	(109)	268
Ethnicity: Other	50%	(92)	50%	(90)	182
Relig: Protestant	72%	(351)	28%	(135)	486
Relig: Roman Catholic	58%	(297)	42%	(213)	510
Relig: Ath./Agn./None	56%	(321)	44%	(250)	571
Relig: Something Else	60%	(221)	40%	(145)	366
Relig: Jewish	54%	(30)	46%	(26)	56
Relig: Evangelical	62%	(414)	38%	(250)	664
Relig: Non-Evang. Catholics	65%	(388)	35%	(210)	598
Relig: All Christian	64%	(802)	36%	(460)	1262
Relig: All Non-Christian	58%	(543)	42%	(394)	937
Community: Urban	57%	(360)	43%	(277)	637
Community: Suburban	65%	(620)	35%	(327)	947
Community: Rural	59%	(365)	41%	(251)	616
Employ: Private Sector	60%	(403)	40%	(273)	676
Employ: Government	52%	(72)	48%	(67)	139
Employ: Self-Employed	57%	(114)	43%	(85)	200
Employ: Homemaker	62%	(115)	38%	(70)	185
Employ: Student	50%	(61)	50%	(62)	123
Employ: Retired	74%	(370)	26%	(133)	503
Employ: Unemployed	59%	(125)	41%	(87)	212
Employ: Other	52%	(85)	48%	(79)	163
Job Type: White-collar	62%	(435)	38%	(271)	707
Job Type: Blue-collar	65%	(646)	35%	(350)	995
Job Type: Don't Know	53%	(264)	47%	(234)	498
Military HH: Yes	65%	(296)	35%	(156)	452
Military HH: No	60%	(1050)	40%	(698)	1748
RD/WT: Right Direction	59%	(553)	41%	(390)	943
RD/WT: Wrong Track	63%	(793)	37%	(465)	1257

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Table BRD1_9NET: Do you currently own any of the following products? Please select all that apply.
Windows computer or laptop

Demographic	Selected		Not Selected		Total N
Adults	61%	(1345)	39%	(855)	2200
Strongly Approve	60%	(304)	40%	(203)	506
Somewhat Approve	65%	(295)	35%	(162)	457
Somewhat Disapprove	63%	(208)	37%	(123)	331
Strongly Disapprove	61%	(463)	39%	(301)	764
Dont Know / No Opinion	54%	(76)	46%	(66)	141
#1 Issue: Economy	63%	(365)	37%	(218)	583
#1 Issue: Security	66%	(304)	34%	(154)	458
#1 Issue: Health Care	60%	(242)	40%	(158)	400
#1 Issue: Medicare / Social Security	67%	(194)	33%	(96)	289
#1 Issue: Women's Issues	47%	(60)	53%	(67)	127
#1 Issue: Education	51%	(82)	49%	(79)	161
#1 Issue: Energy	48%	(52)	52%	(55)	107
#1 Issue: Other	62%	(46)	38%	(29)	75
2016 Vote: Democrat Hillary Clinton	61%	(454)	39%	(292)	746
2016 Vote: Republican Donald Trump	63%	(522)	37%	(301)	822
2016 Vote: Someone else	72%	(112)	28%	(43)	155
2012 Vote: Barack Obama	60%	(516)	40%	(342)	859
2012 Vote: Mitt Romney	68%	(436)	32%	(203)	639
2012 Vote: Other	71%	(64)	29%	(26)	89
2012 Vote: Didn't Vote	54%	(329)	46%	(284)	612
4-Region: Northeast	58%	(233)	42%	(168)	401
4-Region: Midwest	63%	(297)	37%	(177)	473
4-Region: South	62%	(502)	38%	(313)	814
4-Region: West	62%	(314)	38%	(197)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD1_10NET: Do you currently own any of the following products? Please select all that apply.
 None of the above

Demographic	Selected		Not Selected		Total N
Adults	13%	(292)	87%	(1908)	2200
Gender: Male	12%	(127)	88%	(932)	1059
Gender: Female	14%	(165)	86%	(976)	1141
Age: 18-29	13%	(64)	87%	(415)	479
Age: 30-44	12%	(67)	88%	(488)	555
Age: 45-54	16%	(62)	84%	(323)	385
Age: 55-64	14%	(54)	86%	(328)	383
Age: 65+	11%	(44)	89%	(354)	398
PID: Dem (no lean)	14%	(108)	86%	(671)	779
PID: Ind (no lean)	15%	(107)	85%	(605)	712
PID: Rep (no lean)	11%	(77)	89%	(632)	709
PID/Gender: Dem Men	15%	(48)	85%	(283)	332
PID/Gender: Dem Women	13%	(60)	87%	(388)	448
PID/Gender: Ind Men	12%	(43)	88%	(316)	359
PID/Gender: Ind Women	18%	(64)	82%	(289)	353
PID/Gender: Rep Men	10%	(36)	90%	(332)	368
PID/Gender: Rep Women	12%	(41)	88%	(299)	341
Tea Party: Supporter	10%	(63)	90%	(565)	628
Tea Party: Not Supporter	15%	(227)	85%	(1330)	1556
Ideo: Liberal (1-3)	11%	(80)	89%	(678)	758
Ideo: Moderate (4)	16%	(78)	84%	(421)	499
Ideo: Conservative (5-7)	10%	(73)	90%	(658)	731
Educ: < College	16%	(257)	84%	(1309)	1566
Educ: Bachelors degree	6%	(26)	94%	(390)	416
Educ: Post-grad	4%	(9)	96%	(210)	219
Income: Under 50k	18%	(249)	82%	(1137)	1386
Income: 50k-100k	6%	(35)	94%	(561)	595
Income: 100k+	4%	(8)	96%	(210)	218
Ethnicity: White	13%	(224)	87%	(1526)	1750

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Table BRD1_10NET: Do you currently own any of the following products? Please select all that apply.

None of the above

Demographic	Selected		Not Selected		Total N
Adults	13%	(292)	87%	(1908)	2200
Ethnicity: Hispanic	13%	(44)	87%	(285)	329
Ethnicity: Afr. Am.	17%	(47)	83%	(222)	268
Ethnicity: Other	12%	(22)	88%	(160)	182
Relig: Protestant	9%	(46)	91%	(439)	486
Relig: Roman Catholic	11%	(56)	89%	(454)	510
Relig: Ath./Agn./None	18%	(100)	82%	(471)	571
Relig: Something Else	11%	(42)	89%	(324)	366
Relig: Jewish	9%	(5)	91%	(51)	56
Relig: Evangelical	13%	(84)	87%	(580)	664
Relig: Non-Evang. Catholics	11%	(66)	89%	(533)	598
Relig: All Christian	12%	(150)	88%	(1113)	1262
Relig: All Non-Christian	15%	(142)	85%	(795)	937
Community: Urban	14%	(89)	86%	(548)	637
Community: Suburban	11%	(100)	89%	(846)	947
Community: Rural	17%	(102)	83%	(514)	616
Employ: Private Sector	8%	(51)	92%	(625)	676
Employ: Government	8%	(11)	92%	(128)	139
Employ: Self-Employed	13%	(26)	87%	(174)	200
Employ: Homemaker	17%	(31)	83%	(154)	185
Employ: Student	12%	(14)	88%	(108)	123
Employ: Retired	13%	(64)	87%	(439)	503
Employ: Unemployed	24%	(50)	76%	(162)	212
Employ: Other	27%	(45)	73%	(119)	163
Job Type: White-collar	7%	(51)	93%	(656)	707
Job Type: Blue-collar	13%	(134)	87%	(862)	995
Job Type: Don't Know	22%	(107)	78%	(391)	498
Military HH: Yes	10%	(44)	90%	(408)	452
Military HH: No	14%	(248)	86%	(1500)	1748
RD/WT: Right Direction	10%	(94)	90%	(848)	943
RD/WT: Wrong Track	16%	(198)	84%	(1060)	1257

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Table BRD1_10NET: Do you currently own any of the following products? Please select all that apply.

None of the above

Demographic	Selected		Not Selected		Total N
Adults	13%	(292)	87%	(1908)	2200
Strongly Approve	10%	(52)	90%	(454)	506
Somewhat Approve	10%	(44)	90%	(413)	457
Somewhat Disapprove	14%	(47)	86%	(284)	331
Strongly Disapprove	15%	(113)	85%	(651)	764
Dont Know / No Opinion	25%	(35)	75%	(106)	141
#1 Issue: Economy	13%	(74)	87%	(508)	583
#1 Issue: Security	10%	(48)	90%	(410)	458
#1 Issue: Health Care	15%	(58)	85%	(341)	400
#1 Issue: Medicare / Social Security	17%	(50)	83%	(239)	289
#1 Issue: Women's Issues	12%	(15)	88%	(112)	127
#1 Issue: Education	12%	(20)	88%	(141)	161
#1 Issue: Energy	11%	(12)	89%	(95)	107
#1 Issue: Other	19%	(14)	81%	(61)	75
2016 Vote: Democrat Hillary Clinton	12%	(90)	88%	(656)	746
2016 Vote: Republican Donald Trump	9%	(73)	91%	(750)	822
2016 Vote: Someone else	13%	(20)	87%	(135)	155
2012 Vote: Barack Obama	13%	(111)	87%	(748)	859
2012 Vote: Mitt Romney	8%	(54)	92%	(585)	639
2012 Vote: Other	10%	(9)	90%	(80)	89
2012 Vote: Didn't Vote	19%	(118)	81%	(495)	612
4-Region: Northeast	10%	(40)	90%	(362)	401
4-Region: Midwest	18%	(86)	82%	(387)	473
4-Region: South	14%	(115)	86%	(700)	814
4-Region: West	10%	(52)	90%	(459)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD2_1: Do you plan on purchasing any of the following in the next 6 months?
A voice controlled smart assistant, such as an Amazon Echo or Google Home

Demographic	Yes		Maybe		No		Total N
Adults	11%	(251)	19%	(408)	70%	(1542)	2200
Gender: Male	14%	(149)	21%	(219)	65%	(691)	1059
Gender: Female	9%	(102)	17%	(189)	75%	(851)	1141
Age: 18-29	18%	(86)	25%	(121)	57%	(273)	479
Age: 30-44	20%	(111)	22%	(123)	58%	(321)	555
Age: 45-54	8%	(30)	15%	(60)	77%	(296)	385
Age: 55-64	4%	(14)	16%	(62)	80%	(307)	383
Age: 65+	3%	(11)	11%	(43)	86%	(344)	398
PID: Dem (no lean)	13%	(99)	19%	(149)	68%	(531)	779
PID: Ind (no lean)	8%	(56)	18%	(128)	74%	(528)	712
PID: Rep (no lean)	13%	(95)	18%	(131)	68%	(483)	709
PID/Gender: Dem Men	17%	(55)	22%	(73)	61%	(203)	332
PID/Gender: Dem Women	10%	(44)	17%	(76)	73%	(328)	448
PID/Gender: Ind Men	10%	(37)	20%	(71)	70%	(251)	359
PID/Gender: Ind Women	5%	(19)	16%	(57)	78%	(276)	353
PID/Gender: Rep Men	15%	(56)	21%	(76)	64%	(236)	368
PID/Gender: Rep Women	11%	(39)	16%	(55)	72%	(247)	341
Tea Party: Supporter	22%	(138)	22%	(139)	56%	(351)	628
Tea Party: Not Supporter	7%	(108)	17%	(267)	76%	(1181)	1556
Ideo: Liberal (1-3)	18%	(137)	24%	(182)	58%	(439)	758
Ideo: Moderate (4)	8%	(38)	18%	(91)	74%	(370)	499
Ideo: Conservative (5-7)	8%	(59)	17%	(122)	75%	(550)	731
Educ: < College	11%	(165)	18%	(282)	71%	(1118)	1566
Educ: Bachelors degree	13%	(54)	21%	(87)	66%	(275)	416
Educ: Post-grad	14%	(32)	18%	(38)	68%	(149)	219
Income: Under 50k	10%	(137)	18%	(244)	73%	(1005)	1386
Income: 50k-100k	12%	(73)	20%	(117)	68%	(405)	595
Income: 100k+	19%	(41)	21%	(46)	60%	(131)	218
Ethnicity: White	9%	(162)	18%	(310)	73%	(1277)	1750

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Table BRD2_1: Do you plan on purchasing any of the following in the next 6 months?
 A voice controlled smart assistant, such as an Amazon Echo or Google Home

Demographic	Yes	Maybe	No	Total N
Adults	11% (251)	19% (408)	70% (1542)	2200
Ethnicity: Hispanic	21% (68)	22% (72)	57% (189)	329
Ethnicity: Afr. Am.	22% (60)	18% (48)	60% (161)	268
Ethnicity: Other	16% (29)	27% (50)	57% (104)	182
Relig: Protestant	10% (49)	17% (80)	73% (356)	486
Relig: Roman Catholic	13% (68)	21% (107)	66% (335)	510
Relig: Ath./Agn./None	10% (54)	17% (99)	73% (417)	571
Relig: Something Else	12% (45)	21% (77)	67% (244)	366
Relig: Jewish	15% (8)	27% (15)	58% (33)	56
Relig: Evangelical	15% (99)	19% (125)	66% (439)	664
Relig: Non-Evang. Catholics	9% (52)	18% (106)	74% (440)	598
Relig: All Christian	12% (152)	18% (231)	70% (879)	1262
Relig: All Non-Christian	11% (99)	19% (177)	71% (661)	937
Community: Urban	16% (102)	21% (131)	63% (404)	637
Community: Suburban	9% (86)	19% (177)	72% (684)	947
Community: Rural	10% (63)	16% (100)	74% (454)	616
Employ: Private Sector	15% (102)	23% (153)	62% (421)	676
Employ: Government	21% (29)	22% (31)	57% (79)	139
Employ: Self-Employed	19% (37)	26% (52)	55% (110)	200
Employ: Homemaker	6% (11)	18% (33)	76% (141)	185
Employ: Student	16% (19)	23% (28)	61% (75)	123
Employ: Retired	3% (13)	12% (60)	86% (430)	503
Employ: Unemployed	11% (23)	14% (30)	75% (159)	212
Employ: Other	9% (15)	13% (21)	78% (127)	163
Job Type: White-collar	16% (110)	22% (152)	63% (445)	707
Job Type: Blue-collar	10% (101)	18% (181)	72% (714)	995
Job Type: Don't Know	8% (40)	15% (75)	77% (383)	498
Military HH: Yes	13% (58)	18% (83)	69% (311)	452
Military HH: No	11% (193)	19% (325)	70% (1230)	1748
RD/WT: Right Direction	16% (153)	20% (189)	64% (601)	943
RD/WT: Wrong Track	8% (98)	17% (219)	75% (941)	1257

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Table BRD2_1: Do you plan on purchasing any of the following in the next 6 months?
A voice controlled smart assistant, such as an Amazon Echo or Google Home

Demographic	Yes	Maybe	No	Total N
Adults	11% (251)	19% (408)	70% (1542)	2200
Strongly Approve	15% (77)	17% (84)	68% (345)	506
Somewhat Approve	8% (38)	20% (90)	72% (329)	457
Somewhat Disapprove	12% (41)	20% (67)	67% (222)	331
Strongly Disapprove	11% (85)	19% (147)	70% (533)	764
Dont Know / No Opinion	7% (10)	13% (19)	79% (112)	141
#1 Issue: Economy	11% (66)	17% (96)	72% (420)	583
#1 Issue: Security	9% (42)	16% (72)	75% (344)	458
#1 Issue: Health Care	10% (38)	18% (73)	72% (288)	400
#1 Issue: Medicare / Social Security	7% (20)	20% (57)	73% (212)	289
#1 Issue: Women's Issues	22% (28)	25% (31)	54% (68)	127
#1 Issue: Education	22% (35)	25% (40)	53% (86)	161
#1 Issue: Energy	15% (16)	27% (29)	58% (63)	107
#1 Issue: Other	7% (5)	11% (8)	82% (61)	75
2016 Vote: Democrat Hillary Clinton	13% (94)	18% (138)	69% (515)	746
2016 Vote: Republican Donald Trump	12% (100)	18% (146)	70% (576)	822
2016 Vote: Someone else	8% (13)	22% (34)	70% (108)	155
2012 Vote: Barack Obama	16% (139)	19% (164)	65% (556)	859
2012 Vote: Mitt Romney	9% (56)	16% (105)	75% (478)	639
2012 Vote: Other	3% (3)	20% (18)	77% (69)	89
2012 Vote: Didn't Vote	9% (53)	20% (121)	72% (439)	612
4-Region: Northeast	9% (36)	17% (68)	74% (297)	401
4-Region: Midwest	7% (33)	17% (82)	76% (359)	473
4-Region: South	15% (118)	18% (144)	68% (551)	814
4-Region: West	12% (63)	22% (114)	65% (334)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD2_2: Do you plan on purchasing any of the following in the next 6 months?
 A new laptop computer

Demographic	Yes		Maybe		No		Total N
Adults	19%	(418)	26%	(575)	55%	(1207)	2200
Gender: Male	20%	(215)	26%	(281)	53%	(563)	1059
Gender: Female	18%	(203)	26%	(295)	56%	(643)	1141
Age: 18-29	26%	(126)	34%	(164)	40%	(189)	479
Age: 30-44	28%	(154)	29%	(161)	43%	(240)	555
Age: 45-54	16%	(61)	23%	(87)	62%	(237)	385
Age: 55-64	11%	(43)	25%	(96)	64%	(243)	383
Age: 65+	8%	(33)	17%	(68)	75%	(297)	398
PID: Dem (no lean)	21%	(167)	26%	(203)	52%	(409)	779
PID: Ind (no lean)	13%	(93)	30%	(210)	57%	(408)	712
PID: Rep (no lean)	22%	(158)	23%	(161)	55%	(390)	709
PID/Gender: Dem Men	22%	(72)	26%	(87)	52%	(172)	332
PID/Gender: Dem Women	21%	(95)	26%	(116)	53%	(237)	448
PID/Gender: Ind Men	15%	(54)	28%	(101)	57%	(204)	359
PID/Gender: Ind Women	11%	(39)	31%	(109)	58%	(204)	353
PID/Gender: Rep Men	24%	(88)	25%	(92)	51%	(187)	368
PID/Gender: Rep Women	20%	(69)	20%	(69)	59%	(202)	341
Tea Party: Supporter	31%	(197)	25%	(155)	44%	(277)	628
Tea Party: Not Supporter	14%	(215)	27%	(417)	59%	(924)	1556
Ideo: Liberal (1-3)	26%	(198)	29%	(219)	45%	(341)	758
Ideo: Moderate (4)	17%	(86)	25%	(127)	57%	(287)	499
Ideo: Conservative (5-7)	15%	(111)	24%	(177)	61%	(443)	731
Educ: < College	17%	(273)	26%	(408)	56%	(884)	1566
Educ: Bachelors degree	22%	(93)	27%	(112)	51%	(211)	416
Educ: Post-grad	24%	(52)	25%	(55)	51%	(112)	219
Income: Under 50k	18%	(248)	27%	(369)	55%	(769)	1386
Income: 50k-100k	19%	(113)	24%	(145)	57%	(338)	595
Income: 100k+	26%	(57)	28%	(62)	46%	(100)	218
Ethnicity: White	15%	(269)	26%	(460)	58%	(1021)	1750

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Table BRD2_2: Do you plan on purchasing any of the following in the next 6 months?
A new laptop computer

Demographic	Yes	Maybe	No	Total N
Adults	19% (418)	26% (575)	55% (1207)	2200
Ethnicity: Hispanic	26% (87)	29% (96)	44% (146)	329
Ethnicity: Afr. Am.	32% (87)	25% (67)	42% (114)	268
Ethnicity: Other	34% (62)	26% (48)	39% (71)	182
Relig: Protestant	17% (84)	25% (123)	57% (279)	486
Relig: Roman Catholic	23% (118)	24% (121)	53% (272)	510
Relig: Ath./Agn./None	14% (78)	26% (149)	60% (344)	571
Relig: Something Else	24% (89)	29% (108)	46% (170)	366
Relig: Jewish	26% (15)	31% (17)	43% (24)	56
Relig: Evangelical	23% (153)	27% (180)	50% (331)	664
Relig: Non-Evang. Catholics	16% (99)	23% (138)	60% (361)	598
Relig: All Christian	20% (252)	25% (319)	55% (692)	1262
Relig: All Non-Christian	18% (166)	27% (256)	55% (514)	937
Community: Urban	24% (156)	26% (166)	50% (316)	637
Community: Suburban	18% (169)	25% (240)	57% (538)	947
Community: Rural	15% (93)	28% (170)	57% (353)	616
Employ: Private Sector	23% (153)	29% (199)	48% (323)	676
Employ: Government	27% (38)	28% (39)	45% (62)	139
Employ: Self-Employed	23% (45)	35% (70)	43% (85)	200
Employ: Homemaker	14% (26)	29% (53)	57% (106)	185
Employ: Student	30% (37)	30% (37)	40% (49)	123
Employ: Retired	10% (48)	18% (89)	73% (366)	503
Employ: Unemployed	17% (36)	26% (56)	57% (121)	212
Employ: Other	22% (36)	20% (32)	58% (95)	163
Job Type: White-collar	25% (179)	24% (173)	50% (355)	707
Job Type: Blue-collar	16% (163)	28% (274)	56% (558)	995
Job Type: Don't Know	15% (76)	26% (128)	59% (294)	498
Military HH: Yes	21% (96)	25% (115)	53% (242)	452
Military HH: No	18% (322)	26% (461)	55% (965)	1748
RD/WT: Right Direction	24% (228)	25% (235)	51% (480)	943
RD/WT: Wrong Track	15% (190)	27% (340)	58% (727)	1257

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Table BRD2_2: Do you plan on purchasing any of the following in the next 6 months?
 A new laptop computer

Demographic	Yes	Maybe	No	Total N
Adults	19% (418)	26% (575)	55% (1207)	2200
Strongly Approve	24% (123)	23% (115)	53% (268)	506
Somewhat Approve	16% (72)	24% (109)	61% (277)	457
Somewhat Disapprove	18% (61)	36% (118)	46% (152)	331
Strongly Disapprove	19% (147)	25% (192)	56% (425)	764
Dont Know / No Opinion	11% (15)	29% (41)	60% (85)	141
#1 Issue: Economy	18% (103)	27% (159)	55% (321)	583
#1 Issue: Security	17% (76)	26% (118)	58% (264)	458
#1 Issue: Health Care	20% (82)	27% (108)	52% (210)	400
#1 Issue: Medicare / Social Security	14% (40)	17% (50)	69% (200)	289
#1 Issue: Women's Issues	31% (39)	29% (37)	40% (51)	127
#1 Issue: Education	26% (41)	30% (47)	45% (72)	161
#1 Issue: Energy	23% (24)	36% (38)	42% (45)	107
#1 Issue: Other	19% (14)	23% (17)	58% (43)	75
2016 Vote: Democrat Hillary Clinton	21% (160)	26% (195)	52% (392)	746
2016 Vote: Republican Donald Trump	19% (156)	23% (191)	58% (475)	822
2016 Vote: Someone else	14% (22)	29% (45)	57% (89)	155
2012 Vote: Barack Obama	22% (190)	28% (236)	50% (432)	859
2012 Vote: Mitt Romney	18% (113)	19% (124)	63% (402)	639
2012 Vote: Other	14% (13)	29% (26)	57% (51)	89
2012 Vote: Didn't Vote	17% (102)	31% (188)	53% (322)	612
4-Region: Northeast	16% (62)	29% (117)	55% (222)	401
4-Region: Midwest	14% (68)	24% (113)	62% (293)	473
4-Region: South	24% (195)	25% (203)	51% (417)	814
4-Region: West	18% (93)	28% (143)	54% (275)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD2_3: Do you plan on purchasing any of the following in the next 6 months?
A new desktop computer

Demographic	Yes		Maybe		No		Total N
Adults	14%	(300)	19%	(409)	68%	(1491)	2200
Gender: Male	17%	(181)	20%	(217)	62%	(661)	1059
Gender: Female	10%	(119)	17%	(193)	73%	(830)	1141
Age: 18-29	20%	(94)	24%	(117)	56%	(268)	479
Age: 30-44	23%	(129)	19%	(105)	58%	(321)	555
Age: 45-54	7%	(29)	17%	(65)	76%	(292)	385
Age: 55-64	7%	(25)	17%	(67)	76%	(291)	383
Age: 65+	6%	(23)	14%	(56)	80%	(318)	398
PID: Dem (no lean)	15%	(116)	18%	(142)	67%	(521)	779
PID: Ind (no lean)	11%	(80)	19%	(134)	70%	(498)	712
PID: Rep (no lean)	15%	(103)	19%	(134)	67%	(472)	709
PID/Gender: Dem Men	20%	(65)	20%	(67)	60%	(199)	332
PID/Gender: Dem Women	11%	(51)	17%	(75)	72%	(322)	448
PID/Gender: Ind Men	14%	(49)	23%	(81)	64%	(229)	359
PID/Gender: Ind Women	9%	(31)	15%	(53)	76%	(269)	353
PID/Gender: Rep Men	18%	(67)	19%	(68)	63%	(233)	368
PID/Gender: Rep Women	11%	(36)	19%	(66)	70%	(239)	341
Tea Party: Supporter	25%	(154)	21%	(129)	55%	(345)	628
Tea Party: Not Supporter	9%	(141)	18%	(277)	73%	(1137)	1556
Ideo: Liberal (1-3)	22%	(168)	20%	(155)	57%	(436)	758
Ideo: Moderate (4)	10%	(48)	19%	(97)	71%	(354)	499
Ideo: Conservative (5-7)	9%	(69)	18%	(130)	73%	(533)	731
Educ: < College	13%	(197)	19%	(291)	69%	(1078)	1566
Educ: Bachelors degree	16%	(67)	19%	(79)	65%	(269)	416
Educ: Post-grad	16%	(36)	18%	(40)	66%	(143)	219
Income: Under 50k	13%	(177)	19%	(259)	69%	(950)	1386
Income: 50k-100k	13%	(80)	18%	(110)	68%	(406)	595
Income: 100k+	20%	(43)	19%	(40)	62%	(135)	218
Ethnicity: White	11%	(193)	18%	(323)	71%	(1234)	1750

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Table BRD2_3: Do you plan on purchasing any of the following in the next 6 months?
 A new desktop computer

Demographic	Yes	Maybe	No	Total N
Adults	14% (300)	19% (409)	68% (1491)	2200
Ethnicity: Hispanic	24% (80)	20% (65)	56% (185)	329
Ethnicity: Afr. Am.	26% (71)	17% (46)	56% (152)	268
Ethnicity: Other	20% (36)	22% (41)	58% (105)	182
Relig: Protestant	12% (58)	19% (90)	69% (337)	486
Relig: Roman Catholic	14% (72)	17% (87)	69% (351)	510
Relig: Ath./Agn./None	13% (72)	17% (96)	70% (402)	571
Relig: Something Else	16% (59)	21% (77)	63% (230)	366
Relig: Jewish	23% (13)	20% (11)	57% (32)	56
Relig: Evangelical	18% (120)	21% (137)	61% (406)	664
Relig: Non-Evang. Catholics	8% (48)	17% (99)	75% (451)	598
Relig: All Christian	13% (169)	19% (236)	68% (857)	1262
Relig: All Non-Christian	14% (131)	18% (173)	68% (633)	937
Community: Urban	17% (110)	19% (123)	63% (404)	637
Community: Suburban	12% (114)	19% (176)	69% (657)	947
Community: Rural	12% (76)	18% (111)	70% (429)	616
Employ: Private Sector	18% (121)	22% (148)	60% (407)	676
Employ: Government	20% (28)	24% (33)	56% (78)	139
Employ: Self-Employed	19% (38)	25% (50)	56% (111)	200
Employ: Homemaker	9% (17)	13% (23)	78% (144)	185
Employ: Student	16% (20)	21% (26)	63% (77)	123
Employ: Retired	6% (29)	13% (65)	81% (409)	503
Employ: Unemployed	11% (22)	19% (41)	70% (149)	212
Employ: Other	15% (24)	15% (24)	71% (116)	163
Job Type: White-collar	17% (121)	21% (149)	62% (437)	707
Job Type: Blue-collar	13% (128)	18% (180)	69% (687)	995
Job Type: Don't Know	10% (51)	16% (80)	74% (367)	498
Military HH: Yes	18% (81)	18% (80)	64% (290)	452
Military HH: No	13% (219)	19% (329)	69% (1200)	1748
RD/WT: Right Direction	19% (181)	20% (184)	61% (578)	943
RD/WT: Wrong Track	9% (119)	18% (225)	73% (913)	1257

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Table BRD2_3: Do you plan on purchasing any of the following in the next 6 months?
A new desktop computer

Demographic	Yes	Maybe	No	Total N
Adults	14% (300)	19% (409)	68% (1491)	2200
Strongly Approve	18% (90)	19% (97)	63% (320)	506
Somewhat Approve	12% (56)	17% (80)	70% (322)	457
Somewhat Disapprove	11% (37)	22% (73)	67% (221)	331
Strongly Disapprove	13% (100)	18% (141)	69% (524)	764
Dont Know / No Opinion	13% (18)	13% (18)	74% (105)	141
#1 Issue: Economy	11% (62)	19% (109)	71% (412)	583
#1 Issue: Security	11% (52)	17% (77)	72% (329)	458
#1 Issue: Health Care	13% (52)	20% (81)	67% (267)	400
#1 Issue: Medicare / Social Security	12% (36)	15% (44)	73% (210)	289
#1 Issue: Women's Issues	27% (34)	19% (25)	54% (69)	127
#1 Issue: Education	19% (31)	24% (39)	57% (91)	161
#1 Issue: Energy	23% (25)	23% (24)	54% (58)	107
#1 Issue: Other	12% (9)	16% (12)	73% (54)	75
2016 Vote: Democrat Hillary Clinton	15% (112)	17% (128)	68% (506)	746
2016 Vote: Republican Donald Trump	15% (122)	19% (153)	67% (548)	822
2016 Vote: Someone else	10% (15)	20% (31)	71% (109)	155
2012 Vote: Barack Obama	18% (154)	20% (170)	62% (535)	859
2012 Vote: Mitt Romney	12% (76)	16% (100)	72% (463)	639
2012 Vote: Other	9% (8)	23% (21)	67% (60)	89
2012 Vote: Didn't Vote	10% (61)	19% (119)	71% (432)	612
4-Region: Northeast	9% (37)	18% (73)	73% (291)	401
4-Region: Midwest	10% (46)	19% (92)	71% (336)	473
4-Region: South	17% (136)	18% (147)	65% (531)	814
4-Region: West	16% (81)	19% (98)	65% (332)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD2_4: Do you plan on purchasing any of the following in the next 6 months?
A new smarthpone

Demographic	Yes		Maybe		No		Total N
Adults	26%	(562)	26%	(575)	48%	(1063)	2200
Gender: Male	27%	(288)	27%	(285)	46%	(487)	1059
Gender: Female	24%	(274)	25%	(290)	50%	(576)	1141
Age: 18-29	36%	(172)	27%	(130)	37%	(178)	479
Age: 30-44	39%	(219)	27%	(152)	33%	(184)	555
Age: 45-54	20%	(76)	27%	(104)	53%	(205)	385
Age: 55-64	16%	(61)	25%	(97)	59%	(224)	383
Age: 65+	9%	(35)	23%	(92)	68%	(271)	398
PID: Dem (no lean)	28%	(221)	25%	(197)	46%	(361)	779
PID: Ind (no lean)	22%	(156)	26%	(185)	52%	(371)	712
PID: Rep (no lean)	26%	(186)	27%	(193)	47%	(330)	709
PID/Gender: Dem Men	30%	(101)	25%	(83)	44%	(148)	332
PID/Gender: Dem Women	27%	(120)	26%	(114)	48%	(214)	448
PID/Gender: Ind Men	23%	(81)	28%	(102)	49%	(176)	359
PID/Gender: Ind Women	21%	(75)	23%	(83)	55%	(195)	353
PID/Gender: Rep Men	29%	(105)	27%	(100)	44%	(163)	368
PID/Gender: Rep Women	24%	(80)	27%	(94)	49%	(167)	341
Tea Party: Supporter	37%	(232)	25%	(160)	38%	(236)	628
Tea Party: Not Supporter	21%	(324)	26%	(412)	53%	(821)	1556
Ideo: Liberal (1-3)	33%	(248)	28%	(214)	39%	(296)	758
Ideo: Moderate (4)	24%	(120)	26%	(129)	50%	(250)	499
Ideo: Conservative (5-7)	22%	(160)	25%	(184)	53%	(387)	731
Educ: < College	25%	(385)	27%	(418)	49%	(762)	1566
Educ: Bachelors degree	28%	(118)	26%	(106)	46%	(192)	416
Educ: Post-grad	27%	(59)	23%	(51)	50%	(109)	219
Income: Under 50k	24%	(327)	27%	(372)	50%	(687)	1386
Income: 50k-100k	27%	(162)	25%	(151)	47%	(282)	595
Income: 100k+	34%	(74)	24%	(52)	42%	(93)	218
Ethnicity: White	22%	(379)	27%	(464)	52%	(906)	1750

Continued on next page

Table BRD2_4: Do you plan on purchasing any of the following in the next 6 months?

A new smarthpone

Demographic	Yes	Maybe	No	Total N
Adults	26% (562)	26% (575)	48% (1063)	2200
Ethnicity: Hispanic	38% (126)	26% (85)	36% (118)	329
Ethnicity: Afr. Am.	41% (109)	23% (62)	36% (98)	268
Ethnicity: Other	41% (74)	27% (49)	32% (59)	182
Relig: Protestant	21% (100)	26% (127)	53% (259)	486
Relig: Roman Catholic	29% (147)	25% (130)	46% (234)	510
Relig: Ath./Agn./None	21% (120)	26% (150)	53% (301)	571
Relig: Something Else	34% (126)	23% (84)	43% (156)	366
Relig: Jewish	30% (17)	24% (13)	47% (26)	56
Relig: Evangelical	28% (185)	29% (195)	43% (284)	664
Relig: Non-Evang. Catholics	22% (131)	24% (146)	54% (321)	598
Relig: All Christian	25% (316)	27% (341)	48% (605)	1262
Relig: All Non-Christian	26% (246)	25% (234)	49% (457)	937
Community: Urban	31% (201)	27% (169)	42% (267)	637
Community: Suburban	23% (217)	26% (245)	51% (484)	947
Community: Rural	23% (144)	26% (161)	51% (311)	616
Employ: Private Sector	35% (238)	26% (173)	39% (264)	676
Employ: Government	31% (43)	27% (38)	42% (59)	139
Employ: Self-Employed	34% (68)	33% (66)	33% (66)	200
Employ: Homemaker	24% (44)	29% (54)	47% (86)	185
Employ: Student	25% (30)	27% (33)	49% (60)	123
Employ: Retired	10% (52)	22% (113)	67% (338)	503
Employ: Unemployed	25% (54)	25% (54)	49% (104)	212
Employ: Other	20% (33)	28% (45)	52% (85)	163
Job Type: White-collar	29% (205)	25% (178)	46% (324)	707
Job Type: Blue-collar	26% (259)	27% (266)	47% (470)	995
Job Type: Don't Know	20% (99)	26% (131)	54% (268)	498
Military HH: Yes	25% (112)	24% (110)	51% (230)	452
Military HH: No	26% (450)	27% (465)	48% (833)	1748
RD/WT: Right Direction	30% (285)	25% (235)	45% (423)	943
RD/WT: Wrong Track	22% (277)	27% (340)	51% (640)	1257

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Table BRD2_4: Do you plan on purchasing any of the following in the next 6 months?
 A new smarthpone

Demographic	Yes	Maybe	No	Total N
Adults	26% (562)	26% (575)	48% (1063)	2200
Strongly Approve	32% (161)	23% (118)	45% (228)	506
Somewhat Approve	21% (97)	25% (114)	54% (246)	457
Somewhat Disapprove	28% (92)	33% (109)	39% (130)	331
Strongly Disapprove	25% (188)	26% (197)	50% (379)	764
Dont Know / No Opinion	17% (24)	27% (38)	56% (79)	141
#1 Issue: Economy	27% (155)	30% (172)	44% (255)	583
#1 Issue: Security	24% (110)	25% (114)	51% (234)	458
#1 Issue: Health Care	27% (106)	25% (100)	48% (194)	400
#1 Issue: Medicare / Social Security	14% (39)	25% (72)	62% (178)	289
#1 Issue: Women's Issues	33% (42)	24% (30)	43% (55)	127
#1 Issue: Education	39% (63)	25% (39)	36% (58)	161
#1 Issue: Energy	30% (32)	26% (28)	45% (48)	107
#1 Issue: Other	18% (13)	26% (20)	56% (42)	75
2016 Vote: Democrat Hillary Clinton	28% (210)	26% (192)	46% (345)	746
2016 Vote: Republican Donald Trump	26% (212)	24% (195)	50% (415)	822
2016 Vote: Someone else	22% (34)	29% (46)	49% (76)	155
2012 Vote: Barack Obama	31% (270)	25% (219)	43% (370)	859
2012 Vote: Mitt Romney	22% (142)	23% (146)	55% (351)	639
2012 Vote: Other	14% (12)	29% (26)	57% (51)	89
2012 Vote: Didn't Vote	22% (138)	30% (184)	47% (290)	612
4-Region: Northeast	23% (92)	28% (111)	50% (199)	401
4-Region: Midwest	21% (97)	21% (97)	59% (279)	473
4-Region: South	29% (237)	25% (204)	46% (373)	814
4-Region: West	27% (136)	32% (163)	41% (212)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD2_5: Do you plan on purchasing any of the following in the next 6 months?
A new tablet

Demographic	Yes		Maybe		No		Total N
Adults	16%	(349)	23%	(505)	61%	(1345)	2200
Gender: Male	17%	(184)	23%	(239)	60%	(636)	1059
Gender: Female	15%	(166)	23%	(266)	62%	(709)	1141
Age: 18-29	22%	(104)	24%	(113)	55%	(262)	479
Age: 30-44	25%	(139)	28%	(155)	47%	(262)	555
Age: 45-54	12%	(46)	27%	(104)	61%	(236)	385
Age: 55-64	10%	(40)	19%	(73)	71%	(270)	383
Age: 65+	5%	(21)	15%	(61)	79%	(315)	398
PID: Dem (no lean)	18%	(139)	25%	(192)	58%	(449)	779
PID: Ind (no lean)	12%	(86)	23%	(165)	65%	(461)	712
PID: Rep (no lean)	18%	(125)	21%	(149)	61%	(435)	709
PID/Gender: Dem Men	21%	(70)	24%	(79)	55%	(183)	332
PID/Gender: Dem Women	15%	(69)	25%	(112)	59%	(266)	448
PID/Gender: Ind Men	12%	(44)	23%	(83)	65%	(233)	359
PID/Gender: Ind Women	12%	(43)	23%	(82)	65%	(228)	353
PID/Gender: Rep Men	19%	(70)	21%	(77)	60%	(221)	368
PID/Gender: Rep Women	16%	(54)	21%	(72)	63%	(215)	341
Tea Party: Supporter	25%	(156)	27%	(169)	48%	(303)	628
Tea Party: Not Supporter	12%	(189)	22%	(335)	66%	(1033)	1556
Ideo: Liberal (1-3)	23%	(174)	26%	(201)	51%	(383)	758
Ideo: Moderate (4)	14%	(70)	24%	(118)	62%	(311)	499
Ideo: Conservative (5-7)	12%	(89)	20%	(146)	68%	(496)	731
Educ: < College	15%	(237)	23%	(357)	62%	(972)	1566
Educ: Bachelors degree	18%	(73)	23%	(95)	60%	(248)	416
Educ: Post-grad	18%	(39)	25%	(54)	57%	(126)	219
Income: Under 50k	15%	(209)	24%	(327)	61%	(850)	1386
Income: 50k-100k	16%	(95)	22%	(128)	62%	(372)	595
Income: 100k+	21%	(45)	23%	(50)	57%	(124)	218
Ethnicity: White	13%	(226)	22%	(393)	65%	(1131)	1750

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Table BRD2_5: Do you plan on purchasing any of the following in the next 6 months?
 A new tablet

Demographic	Yes	Maybe	No	Total N
Adults	16% (349)	23% (505)	61% (1345)	2200
Ethnicity: Hispanic	29% (94)	26% (84)	46% (151)	329
Ethnicity: Afr. Am.	31% (83)	22% (59)	47% (126)	268
Ethnicity: Other	22% (40)	29% (53)	49% (89)	182
Relig: Protestant	11% (54)	24% (114)	65% (317)	486
Relig: Roman Catholic	21% (106)	19% (95)	61% (310)	510
Relig: Ath./Agn./None	15% (83)	22% (123)	64% (365)	571
Relig: Something Else	18% (66)	27% (99)	55% (201)	366
Relig: Jewish	26% (15)	22% (13)	52% (29)	56
Relig: Evangelical	19% (126)	24% (161)	57% (377)	664
Relig: Non-Evang. Catholics	12% (75)	20% (122)	67% (402)	598
Relig: All Christian	16% (201)	22% (283)	62% (779)	1262
Relig: All Non-Christian	16% (149)	24% (222)	60% (566)	937
Community: Urban	20% (129)	27% (170)	53% (338)	637
Community: Suburban	13% (126)	22% (207)	65% (613)	947
Community: Rural	15% (94)	21% (128)	64% (394)	616
Employ: Private Sector	21% (139)	25% (169)	54% (367)	676
Employ: Government	22% (31)	24% (33)	54% (75)	139
Employ: Self-Employed	20% (39)	28% (57)	52% (103)	200
Employ: Homemaker	12% (21)	24% (45)	64% (118)	185
Employ: Student	20% (24)	22% (27)	58% (71)	123
Employ: Retired	7% (34)	17% (85)	76% (383)	503
Employ: Unemployed	15% (31)	26% (55)	60% (127)	212
Employ: Other	18% (29)	20% (33)	62% (101)	163
Job Type: White-collar	19% (134)	26% (180)	55% (392)	707
Job Type: Blue-collar	15% (154)	22% (215)	63% (627)	995
Job Type: Don't Know	12% (61)	22% (110)	66% (327)	498
Military HH: Yes	17% (76)	20% (92)	63% (284)	452
Military HH: No	16% (273)	24% (413)	61% (1062)	1748
RD/WT: Right Direction	20% (189)	23% (215)	57% (538)	943
RD/WT: Wrong Track	13% (160)	23% (290)	64% (807)	1257

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Table BRD2_5: Do you plan on purchasing any of the following in the next 6 months?

A new tablet

Demographic	Yes	Maybe	No	Total N
Adults	16% (349)	23% (505)	61% (1345)	2200
Strongly Approve	19% (96)	20% (103)	61% (307)	506
Somewhat Approve	13% (61)	20% (94)	66% (302)	457
Somewhat Disapprove	16% (52)	28% (92)	56% (187)	331
Strongly Disapprove	16% (125)	23% (178)	60% (461)	764
Dont Know / No Opinion	10% (14)	27% (39)	63% (88)	141
#1 Issue: Economy	15% (85)	23% (132)	63% (366)	583
#1 Issue: Security	13% (61)	22% (102)	64% (295)	458
#1 Issue: Health Care	18% (73)	24% (95)	58% (232)	400
#1 Issue: Medicare / Social Security	12% (34)	18% (52)	70% (203)	289
#1 Issue: Women's Issues	24% (30)	26% (34)	50% (64)	127
#1 Issue: Education	23% (36)	27% (44)	50% (81)	161
#1 Issue: Energy	22% (23)	28% (30)	50% (54)	107
#1 Issue: Other	9% (7)	22% (17)	68% (51)	75
2016 Vote: Democrat Hillary Clinton	18% (138)	23% (174)	58% (435)	746
2016 Vote: Republican Donald Trump	16% (133)	21% (174)	63% (516)	822
2016 Vote: Someone else	15% (23)	25% (39)	60% (94)	155
2012 Vote: Barack Obama	21% (178)	26% (226)	53% (454)	859
2012 Vote: Mitt Romney	14% (90)	19% (122)	67% (427)	639
2012 Vote: Other	7% (6)	20% (18)	74% (66)	89
2012 Vote: Didn't Vote	12% (76)	23% (138)	65% (398)	612
4-Region: Northeast	12% (50)	25% (98)	63% (253)	401
4-Region: Midwest	12% (55)	21% (101)	67% (318)	473
4-Region: South	19% (157)	22% (179)	59% (479)	814
4-Region: West	17% (88)	25% (126)	58% (296)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3_1: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?

Price

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	57% (1255)	22% (476)	6% (133)	4% (94)	11% (243)	2200
Gender: Male	53% (566)	24% (256)	8% (85)	5% (49)	10% (103)	1059
Gender: Female	60% (689)	19% (219)	4% (48)	4% (45)	12% (140)	1141
Age: 18-29	54% (257)	20% (97)	9% (43)	5% (24)	12% (58)	479
Age: 30-44	59% (326)	24% (136)	6% (32)	2% (14)	9% (48)	555
Age: 45-54	62% (237)	21% (81)	4% (14)	3% (11)	11% (42)	385
Age: 55-64	56% (215)	21% (81)	5% (21)	4% (16)	13% (49)	383
Age: 65+	56% (221)	20% (80)	6% (23)	7% (28)	11% (45)	398
PID: Dem (no lean)	63% (489)	20% (157)	5% (40)	3% (20)	9% (74)	779
PID: Ind (no lean)	52% (373)	20% (146)	7% (51)	6% (43)	14% (99)	712
PID: Rep (no lean)	55% (393)	24% (173)	6% (42)	4% (31)	10% (70)	709
PID/Gender: Dem Men	59% (196)	25% (82)	7% (23)	3% (8)	6% (21)	332
PID/Gender: Dem Women	65% (293)	17% (74)	4% (17)	3% (11)	12% (53)	448
PID/Gender: Ind Men	51% (182)	21% (76)	10% (36)	6% (23)	12% (44)	359
PID/Gender: Ind Women	54% (192)	20% (70)	4% (15)	6% (21)	16% (55)	353
PID/Gender: Rep Men	51% (188)	27% (98)	7% (25)	5% (18)	11% (39)	368
PID/Gender: Rep Women	60% (205)	22% (75)	5% (16)	4% (13)	9% (31)	341
Tea Party: Supporter	58% (363)	24% (152)	7% (42)	5% (32)	6% (39)	628
Tea Party: Not Supporter	57% (882)	21% (321)	6% (90)	4% (61)	13% (202)	1556
Ideo: Liberal (1-3)	61% (463)	22% (165)	6% (47)	4% (29)	7% (53)	758
Ideo: Moderate (4)	60% (299)	20% (99)	6% (28)	4% (18)	11% (54)	499
Ideo: Conservative (5-7)	55% (405)	24% (174)	7% (48)	6% (41)	9% (64)	731
Educ: < College	57% (898)	20% (311)	6% (98)	4% (67)	12% (192)	1566
Educ: Bachelors degree	55% (230)	25% (104)	6% (26)	4% (18)	9% (38)	416
Educ: Post-grad	59% (128)	28% (61)	4% (9)	4% (8)	6% (13)	219

Continued on next page

Table BRD3_1: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
Price

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	57% (1255)	22% (476)	6% (133)	4% (94)	11% (243)	2200
Income: Under 50k	58% (808)	18% (256)	6% (83)	4% (62)	13% (178)	1386
Income: 50k-100k	56% (334)	26% (157)	6% (37)	4% (22)	8% (46)	595
Income: 100k+	52% (113)	29% (63)	6% (13)	4% (10)	9% (19)	218
Ethnicity: White	57% (991)	23% (396)	6% (100)	4% (72)	11% (192)	1750
Ethnicity: Hispanic	53% (175)	22% (71)	6% (19)	9% (29)	11% (35)	329
Ethnicity: Afr. Am.	58% (155)	18% (49)	6% (16)	3% (9)	15% (39)	268
Ethnicity: Other	60% (109)	17% (30)	10% (17)	7% (13)	7% (12)	182
Relig: Protestant	60% (290)	21% (103)	3% (14)	4% (20)	12% (59)	486
Relig: Roman Catholic	57% (290)	23% (119)	6% (28)	5% (24)	10% (50)	510
Relig: Ath./Agn./None	51% (289)	23% (128)	8% (45)	6% (35)	13% (73)	571
Relig: Something Else	61% (224)	21% (75)	6% (23)	3% (10)	9% (34)	366
Relig: Jewish	59% (33)	25% (14)	7% (4)	— (0)	9% (5)	56
Relig: Evangelical	63% (420)	18% (120)	5% (35)	3% (19)	10% (69)	664
Relig: Non-Evang. Catholics	54% (322)	25% (151)	5% (30)	5% (29)	11% (66)	598
Relig: All Christian	59% (742)	22% (272)	5% (64)	4% (48)	11% (136)	1262
Relig: All Non-Christian	55% (513)	22% (204)	7% (68)	5% (45)	11% (107)	937
Community: Urban	57% (362)	24% (156)	5% (34)	3% (20)	10% (65)	637
Community: Suburban	59% (557)	20% (187)	7% (65)	4% (40)	10% (97)	947
Community: Rural	55% (336)	21% (132)	6% (34)	5% (33)	13% (81)	616
Employ: Private Sector	61% (412)	23% (158)	6% (40)	3% (20)	7% (46)	676
Employ: Government	57% (79)	23% (31)	9% (12)	3% (5)	8% (12)	139
Employ: Self-Employed	49% (98)	26% (52)	6% (11)	8% (15)	11% (23)	200
Employ: Homemaker	64% (118)	17% (32)	3% (5)	2% (3)	15% (27)	185
Employ: Student	58% (71)	19% (24)	9% (12)	7% (8)	7% (8)	123
Employ: Retired	57% (289)	19% (97)	6% (32)	6% (29)	11% (56)	503
Employ: Unemployed	51% (107)	22% (46)	5% (10)	4% (9)	19% (40)	212
Employ: Other	49% (81)	22% (36)	7% (11)	3% (4)	19% (32)	163

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Table BRD3_1: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?

Price

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	57% (1255)	22% (476)	6% (133)	4% (94)	11% (243)	2200
Job Type: White-collar	55% (388)	26% (182)	7% (51)	5% (37)	7% (49)	707
Job Type: Blue-collar	62% (618)	20% (195)	5% (49)	4% (39)	9% (93)	995
Job Type: Don't Know	50% (250)	20% (98)	6% (32)	4% (18)	20% (101)	498
Military HH: Yes	58% (261)	21% (95)	7% (31)	6% (26)	8% (38)	452
Military HH: No	57% (994)	22% (380)	6% (102)	4% (67)	12% (205)	1748
RD/WT: Right Direction	53% (504)	25% (232)	7% (62)	5% (46)	10% (98)	943
RD/WT: Wrong Track	60% (751)	19% (243)	6% (71)	4% (47)	12% (145)	1257
Strongly Approve	57% (289)	21% (104)	6% (29)	6% (28)	11% (57)	506
Somewhat Approve	53% (240)	27% (125)	7% (33)	4% (19)	9% (40)	457
Somewhat Disapprove	53% (177)	26% (86)	8% (26)	4% (15)	8% (28)	331
Strongly Disapprove	62% (472)	18% (141)	5% (37)	4% (27)	11% (87)	764
Dont Know / No Opinion	55% (78)	13% (19)	6% (8)	4% (5)	22% (31)	141
#1 Issue: Economy	60% (351)	20% (117)	6% (33)	4% (24)	10% (59)	583
#1 Issue: Security	59% (269)	24% (110)	5% (21)	3% (13)	10% (45)	458
#1 Issue: Health Care	54% (217)	24% (97)	6% (24)	3% (11)	13% (50)	400
#1 Issue: Medicare / Social Security	55% (159)	21% (62)	5% (15)	7% (21)	11% (32)	289
#1 Issue: Women's Issues	53% (67)	16% (20)	12% (15)	7% (8)	13% (17)	127
#1 Issue: Education	58% (93)	21% (33)	8% (14)	2% (4)	11% (17)	161
#1 Issue: Energy	54% (58)	26% (28)	5% (6)	4% (4)	10% (11)	107
#1 Issue: Other	56% (42)	10% (7)	8% (6)	10% (8)	16% (12)	75
2016 Vote: Democrat Hillary Clinton	62% (459)	20% (153)	5% (39)	3% (21)	10% (74)	746
2016 Vote: Republican Donald Trump	56% (459)	24% (194)	6% (52)	5% (38)	10% (79)	822
2016 Vote: Someone else	55% (86)	18% (28)	4% (7)	7% (11)	16% (24)	155
2012 Vote: Barack Obama	60% (515)	23% (194)	5% (44)	3% (25)	9% (81)	859
2012 Vote: Mitt Romney	56% (355)	22% (138)	6% (39)	6% (36)	11% (72)	639
2012 Vote: Other	59% (52)	21% (19)	3% (3)	6% (5)	11% (10)	89
2012 Vote: Didn't Vote	54% (332)	20% (125)	8% (47)	5% (28)	13% (81)	612

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Table BRD3_1: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
Price

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	57%	(1255)	22%	(476)	6%	(133)	4%	(94)	11%	(243)	2200
4-Region: Northeast	53%	(212)	26%	(104)	6%	(23)	5%	(19)	11%	(43)	401
4-Region: Midwest	57%	(271)	23%	(109)	6%	(28)	3%	(13)	11%	(53)	473
4-Region: South	60%	(487)	19%	(152)	5%	(42)	5%	(39)	11%	(93)	814
4-Region: West	56%	(285)	22%	(111)	8%	(39)	4%	(23)	10%	(54)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3_2: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
 The brand that manufactures the device

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	29% (637)	34% (759)	16% (345)	9% (194)	12% (265)	2200
Gender: Male	30% (315)	35% (372)	16% (170)	9% (94)	10% (108)	1059
Gender: Female	28% (322)	34% (387)	15% (175)	9% (99)	14% (157)	1141
Age: 18-29	30% (144)	32% (155)	19% (89)	6% (30)	13% (61)	479
Age: 30-44	36% (198)	36% (199)	14% (77)	5% (29)	9% (51)	555
Age: 45-54	30% (117)	33% (129)	15% (58)	8% (32)	13% (49)	385
Age: 55-64	22% (82)	37% (143)	15% (57)	13% (49)	14% (52)	383
Age: 65+	24% (96)	33% (132)	16% (64)	13% (53)	13% (52)	398
PID: Dem (no lean)	34% (261)	35% (273)	14% (110)	7% (52)	11% (83)	779
PID: Ind (no lean)	23% (161)	35% (246)	16% (112)	12% (86)	15% (107)	712
PID: Rep (no lean)	30% (215)	34% (240)	17% (123)	8% (56)	11% (74)	709
PID/Gender: Dem Men	35% (115)	37% (122)	15% (48)	6% (18)	8% (27)	332
PID/Gender: Dem Women	33% (146)	34% (151)	14% (62)	7% (33)	13% (56)	448
PID/Gender: Ind Men	24% (87)	34% (121)	18% (63)	13% (47)	12% (42)	359
PID/Gender: Ind Women	21% (74)	35% (125)	14% (49)	11% (39)	19% (66)	353
PID/Gender: Rep Men	31% (113)	35% (128)	16% (59)	8% (29)	11% (39)	368
PID/Gender: Rep Women	30% (102)	33% (112)	19% (64)	8% (27)	10% (35)	341
Tea Party: Supporter	36% (227)	33% (206)	17% (106)	8% (49)	6% (40)	628
Tea Party: Not Supporter	26% (405)	35% (548)	15% (237)	9% (142)	14% (223)	1556
Ideo: Liberal (1-3)	35% (268)	34% (260)	16% (122)	6% (44)	8% (64)	758
Ideo: Moderate (4)	27% (136)	36% (180)	15% (73)	11% (53)	11% (57)	499
Ideo: Conservative (5-7)	27% (197)	36% (266)	17% (125)	10% (77)	9% (66)	731
Educ: < College	30% (466)	32% (505)	16% (244)	9% (148)	13% (203)	1566
Educ: Bachelors degree	28% (115)	38% (160)	15% (64)	7% (29)	11% (48)	416
Educ: Post-grad	26% (56)	43% (94)	17% (37)	8% (17)	6% (14)	219

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Table BRD3_2: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
The brand that manufactures the device

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	29% (637)	34% (759)	16% (345)	9% (194)	12% (265)	2200
Income: Under 50k	29% (400)	32% (437)	17% (235)	9% (129)	13% (186)	1386
Income: 50k-100k	30% (179)	38% (225)	14% (83)	8% (48)	10% (60)	595
Income: 100k+	27% (58)	44% (97)	12% (27)	8% (17)	9% (19)	218
Ethnicity: White	26% (456)	36% (622)	17% (290)	9% (162)	13% (220)	1750
Ethnicity: Hispanic	35% (115)	30% (100)	17% (57)	7% (23)	10% (34)	329
Ethnicity: Afr. Am.	42% (113)	30% (79)	10% (27)	6% (17)	12% (33)	268
Ethnicity: Other	37% (68)	31% (57)	16% (29)	8% (15)	7% (13)	182
Relig: Protestant	27% (130)	33% (163)	15% (74)	11% (51)	14% (67)	486
Relig: Roman Catholic	30% (151)	37% (189)	14% (70)	9% (47)	11% (54)	510
Relig: Ath./Agn./None	23% (129)	33% (187)	19% (108)	11% (62)	15% (85)	571
Relig: Something Else	36% (131)	34% (123)	16% (57)	7% (26)	8% (30)	366
Relig: Jewish	25% (14)	48% (27)	11% (6)	7% (4)	8% (5)	56
Relig: Evangelical	36% (237)	33% (218)	14% (91)	6% (43)	11% (75)	664
Relig: Non-Evang. Catholics	23% (140)	38% (230)	15% (90)	10% (63)	13% (76)	598
Relig: All Christian	30% (377)	35% (448)	14% (181)	8% (106)	12% (151)	1262
Relig: All Non-Christian	28% (260)	33% (310)	18% (164)	9% (88)	12% (114)	937
Community: Urban	31% (197)	35% (225)	15% (94)	9% (56)	10% (66)	637
Community: Suburban	27% (260)	36% (340)	17% (159)	8% (78)	12% (110)	947
Community: Rural	29% (180)	31% (194)	15% (92)	10% (60)	15% (90)	616
Employ: Private Sector	34% (227)	39% (266)	12% (84)	7% (46)	8% (54)	676
Employ: Government	29% (40)	37% (52)	18% (25)	6% (8)	10% (15)	139
Employ: Self-Employed	34% (68)	31% (61)	12% (25)	11% (23)	11% (22)	200
Employ: Homemaker	24% (44)	36% (66)	20% (37)	8% (15)	13% (24)	185
Employ: Student	33% (40)	31% (38)	23% (29)	4% (6)	9% (10)	123
Employ: Retired	23% (118)	34% (169)	18% (90)	12% (61)	13% (64)	503
Employ: Unemployed	25% (53)	27% (57)	16% (35)	12% (26)	20% (42)	212
Employ: Other	29% (47)	31% (50)	14% (23)	6% (9)	21% (34)	163

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Table BRD3_2: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
 The brand that manufactures the device

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	29% (637)	34% (759)	16% (345)	9% (194)	12% (265)	2200
Job Type: White-collar	31% (220)	37% (262)	16% (114)	7% (52)	8% (58)	707
Job Type: Blue-collar	30% (296)	35% (347)	15% (153)	10% (96)	10% (104)	995
Job Type: Don't Know	24% (121)	30% (149)	16% (78)	9% (45)	21% (103)	498
Military HH: Yes	26% (119)	37% (166)	17% (78)	10% (47)	9% (42)	452
Military HH: No	30% (518)	34% (593)	15% (267)	8% (146)	13% (223)	1748
RD/WT: Right Direction	32% (304)	33% (309)	15% (144)	8% (74)	12% (112)	943
RD/WT: Wrong Track	27% (333)	36% (450)	16% (201)	9% (119)	12% (153)	1257
Strongly Approve	36% (182)	25% (129)	18% (89)	9% (46)	12% (60)	506
Somewhat Approve	23% (103)	41% (186)	15% (69)	10% (44)	12% (55)	457
Somewhat Disapprove	30% (98)	37% (124)	16% (52)	11% (36)	6% (21)	331
Strongly Disapprove	29% (224)	36% (275)	15% (113)	7% (54)	13% (98)	764
Dont Know / No Opinion	21% (30)	32% (45)	15% (21)	10% (14)	22% (32)	141
#1 Issue: Economy	30% (175)	33% (190)	15% (89)	10% (61)	12% (68)	583
#1 Issue: Security	30% (139)	37% (169)	15% (68)	7% (32)	11% (50)	458
#1 Issue: Health Care	29% (116)	34% (134)	16% (62)	9% (34)	13% (53)	400
#1 Issue: Medicare / Social Security	26% (77)	37% (106)	13% (38)	12% (34)	12% (35)	289
#1 Issue: Women's Issues	28% (36)	35% (44)	17% (22)	5% (7)	15% (19)	127
#1 Issue: Education	33% (53)	35% (57)	19% (30)	4% (7)	9% (14)	161
#1 Issue: Energy	25% (27)	39% (42)	14% (15)	10% (10)	13% (14)	107
#1 Issue: Other	20% (15)	23% (17)	28% (21)	11% (8)	18% (13)	75
2016 Vote: Democrat Hillary Clinton	32% (239)	36% (266)	14% (103)	7% (51)	12% (87)	746
2016 Vote: Republican Donald Trump	29% (237)	34% (282)	17% (144)	9% (75)	10% (84)	822
2016 Vote: Someone else	27% (42)	35% (55)	11% (18)	12% (19)	14% (22)	155
2012 Vote: Barack Obama	33% (287)	37% (316)	12% (107)	8% (67)	10% (82)	859
2012 Vote: Mitt Romney	28% (180)	32% (205)	18% (115)	10% (62)	12% (77)	639
2012 Vote: Other	24% (22)	34% (31)	13% (11)	13% (12)	16% (14)	89
2012 Vote: Didn't Vote	24% (148)	34% (207)	18% (112)	9% (53)	15% (92)	612

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Table BRD3_2: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
The brand that manufactures the device

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	29% (637)	34% (759)	16% (345)	9% (194)	12% (265)	2200
4-Region: Northeast	24% (98)	41% (164)	15% (60)	9% (36)	11% (44)	401
4-Region: Midwest	27% (129)	36% (168)	15% (73)	8% (38)	14% (66)	473
4-Region: South	31% (256)	31% (256)	16% (129)	9% (75)	12% (100)	814
4-Region: West	30% (154)	33% (171)	16% (84)	9% (46)	11% (56)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3_3: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
 Compatibility with other devices you may already own, such as your smartphone

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	44% (965)	27% (603)	9% (208)	7% (155)	12% (269)	2200
Gender: Male	41% (433)	30% (316)	10% (107)	9% (90)	11% (114)	1059
Gender: Female	47% (532)	25% (287)	9% (101)	6% (64)	14% (156)	1141
Age: 18-29	48% (230)	25% (122)	10% (50)	4% (20)	12% (57)	479
Age: 30-44	55% (305)	26% (143)	7% (38)	3% (17)	9% (51)	555
Age: 45-54	45% (172)	29% (111)	10% (38)	4% (16)	12% (48)	385
Age: 55-64	33% (127)	31% (118)	10% (37)	11% (43)	15% (57)	383
Age: 65+	33% (131)	27% (109)	11% (44)	15% (58)	14% (56)	398
PID: Dem (no lean)	49% (379)	25% (197)	10% (81)	5% (42)	10% (80)	779
PID: Ind (no lean)	39% (279)	29% (203)	9% (68)	8% (54)	15% (108)	712
PID: Rep (no lean)	43% (307)	29% (203)	8% (60)	8% (59)	11% (81)	709
PID/Gender: Dem Men	47% (157)	28% (93)	10% (35)	7% (23)	7% (23)	332
PID/Gender: Dem Women	50% (222)	23% (104)	10% (46)	4% (19)	13% (57)	448
PID/Gender: Ind Men	37% (133)	31% (110)	12% (42)	9% (32)	12% (43)	359
PID/Gender: Ind Women	42% (147)	27% (94)	7% (26)	6% (22)	18% (65)	353
PID/Gender: Rep Men	39% (143)	31% (113)	8% (31)	9% (35)	13% (47)	368
PID/Gender: Rep Women	48% (164)	26% (90)	8% (29)	7% (24)	10% (34)	341
Tea Party: Supporter	50% (316)	29% (180)	9% (56)	6% (35)	7% (41)	628
Tea Party: Not Supporter	41% (644)	27% (416)	10% (151)	8% (119)	15% (226)	1556
Ideo: Liberal (1-3)	53% (404)	27% (206)	8% (63)	4% (33)	7% (52)	758
Ideo: Moderate (4)	39% (196)	30% (151)	11% (54)	7% (36)	12% (62)	499
Ideo: Conservative (5-7)	42% (305)	28% (204)	10% (71)	10% (75)	10% (76)	731
Educ: < College	44% (688)	25% (388)	10% (158)	8% (121)	13% (211)	1566
Educ: Bachelors degree	44% (185)	33% (135)	8% (34)	4% (19)	10% (42)	416
Educ: Post-grad	42% (92)	36% (79)	7% (16)	7% (15)	7% (16)	219

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Table BRD3_3: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
Compatibility with other devices you may already own, such as your smartphone

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	44% (965)	27% (603)	9% (208)	7% (155)	12% (269)	2200
Income: Under 50k	42% (585)	26% (363)	10% (137)	8% (107)	14% (193)	1386
Income: 50k-100k	45% (266)	29% (174)	10% (62)	6% (36)	10% (58)	595
Income: 100k+	52% (114)	30% (66)	4% (9)	5% (11)	9% (19)	218
Ethnicity: White	42% (742)	28% (493)	9% (166)	7% (127)	13% (221)	1750
Ethnicity: Hispanic	50% (165)	25% (82)	10% (32)	5% (18)	10% (33)	329
Ethnicity: Afr. Am.	48% (130)	25% (67)	8% (21)	6% (15)	13% (36)	268
Ethnicity: Other	51% (93)	24% (43)	12% (22)	7% (12)	7% (12)	182
Relig: Protestant	41% (201)	27% (133)	8% (41)	9% (42)	14% (68)	486
Relig: Roman Catholic	43% (220)	30% (153)	9% (44)	7% (38)	11% (56)	510
Relig: Ath./Agn./None	41% (236)	24% (139)	11% (63)	9% (50)	15% (83)	571
Relig: Something Else	51% (185)	27% (99)	10% (36)	4% (15)	8% (31)	366
Relig: Jewish	47% (27)	34% (19)	7% (4)	4% (2)	8% (5)	56
Relig: Evangelical	47% (313)	28% (184)	8% (52)	6% (37)	12% (78)	664
Relig: Non-Evang. Catholics	39% (231)	30% (180)	10% (57)	9% (52)	13% (78)	598
Relig: All Christian	43% (544)	29% (364)	9% (109)	7% (89)	12% (156)	1262
Relig: All Non-Christian	45% (421)	25% (238)	11% (99)	7% (65)	12% (114)	937
Community: Urban	47% (301)	27% (175)	8% (48)	6% (39)	12% (74)	637
Community: Suburban	44% (420)	28% (261)	10% (95)	6% (60)	12% (111)	947
Community: Rural	40% (244)	27% (167)	10% (65)	9% (56)	14% (85)	616
Employ: Private Sector	51% (346)	30% (200)	7% (50)	4% (26)	8% (54)	676
Employ: Government	49% (68)	24% (34)	12% (16)	6% (8)	10% (14)	139
Employ: Self-Employed	43% (86)	28% (56)	11% (22)	8% (15)	10% (21)	200
Employ: Homemaker	41% (75)	30% (56)	8% (16)	8% (15)	12% (23)	185
Employ: Student	50% (62)	28% (34)	10% (13)	2% (2)	10% (12)	123
Employ: Retired	35% (177)	28% (139)	11% (55)	13% (66)	13% (66)	503
Employ: Unemployed	41% (86)	20% (42)	10% (22)	9% (18)	21% (44)	212
Employ: Other	40% (65)	25% (41)	10% (16)	3% (5)	22% (36)	163

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Table BRD3_3: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
 Compatibility with other devices you may already own, such as your smartphone

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	44% (965)	27% (603)	9% (208)	7% (155)	12% (269)	2200
Job Type: White-collar	47% (332)	30% (213)	8% (58)	7% (47)	8% (57)	707
Job Type: Blue-collar	45% (452)	26% (256)	9% (94)	9% (85)	11% (108)	995
Job Type: Don't Know	36% (181)	27% (134)	11% (56)	5% (23)	21% (104)	498
Military HH: Yes	43% (196)	28% (125)	9% (41)	11% (49)	9% (40)	452
Military HH: No	44% (769)	27% (478)	10% (167)	6% (106)	13% (229)	1748
RD/WT: Right Direction	44% (412)	29% (272)	9% (85)	7% (65)	11% (108)	943
RD/WT: Wrong Track	44% (553)	26% (331)	10% (123)	7% (89)	13% (161)	1257
Strongly Approve	46% (232)	26% (130)	6% (32)	10% (51)	12% (61)	506
Somewhat Approve	38% (176)	33% (151)	11% (52)	6% (27)	11% (51)	457
Somewhat Disapprove	41% (137)	31% (102)	12% (39)	8% (26)	8% (27)	331
Strongly Disapprove	49% (372)	25% (189)	8% (64)	6% (44)	12% (95)	764
Dont Know / No Opinion	34% (49)	21% (30)	15% (21)	4% (6)	25% (35)	141
#1 Issue: Economy	46% (269)	25% (146)	10% (56)	8% (44)	12% (68)	583
#1 Issue: Security	44% (199)	28% (130)	8% (36)	9% (40)	11% (53)	458
#1 Issue: Health Care	45% (179)	27% (108)	11% (46)	4% (16)	13% (51)	400
#1 Issue: Medicare / Social Security	35% (100)	32% (92)	10% (30)	11% (33)	12% (34)	289
#1 Issue: Women's Issues	55% (70)	22% (27)	9% (11)	1% (1)	14% (18)	127
#1 Issue: Education	48% (77)	32% (51)	6% (10)	4% (7)	9% (15)	161
#1 Issue: Energy	37% (39)	35% (38)	7% (8)	7% (7)	14% (15)	107
#1 Issue: Other	41% (31)	15% (11)	15% (11)	8% (6)	21% (16)	75
2016 Vote: Democrat Hillary Clinton	46% (346)	27% (205)	10% (72)	5% (38)	11% (85)	746
2016 Vote: Republican Donald Trump	42% (349)	30% (244)	8% (69)	8% (69)	11% (91)	822
2016 Vote: Someone else	43% (68)	26% (41)	6% (10)	8% (13)	16% (25)	155
2012 Vote: Barack Obama	46% (396)	28% (243)	10% (89)	6% (49)	10% (82)	859
2012 Vote: Mitt Romney	41% (260)	29% (183)	9% (55)	9% (55)	13% (86)	639
2012 Vote: Other	38% (34)	30% (27)	6% (5)	11% (10)	14% (13)	89
2012 Vote: Didn't Vote	45% (275)	24% (149)	10% (59)	7% (40)	15% (89)	612

Continued on next page

Table BRD3_3: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
Compatibility with other devices you may already own, such as your smartphone

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	44% (965)	27% (603)	9% (208)	7% (155)	12% (269)	2200
4-Region: Northeast	39% (157)	33% (131)	9% (35)	9% (36)	11% (43)	401
4-Region: Midwest	42% (197)	26% (124)	10% (48)	8% (38)	14% (66)	473
4-Region: South	48% (389)	25% (207)	7% (61)	7% (57)	13% (102)	814
4-Region: West	43% (222)	28% (142)	13% (65)	5% (23)	11% (58)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3_4: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
 Speaker / audio quality

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	51% (1125)	24% (537)	8% (168)	5% (120)	11% (251)	2200
Gender: Male	48% (513)	26% (280)	8% (90)	6% (68)	10% (109)	1059
Gender: Female	54% (612)	23% (257)	7% (78)	5% (52)	12% (142)	1141
Age: 18-29	51% (245)	21% (103)	11% (51)	5% (22)	12% (58)	479
Age: 30-44	55% (308)	26% (144)	7% (38)	2% (14)	9% (51)	555
Age: 45-54	56% (215)	21% (82)	6% (25)	5% (20)	11% (43)	385
Age: 55-64	45% (174)	30% (116)	6% (22)	6% (24)	12% (47)	383
Age: 65+	46% (183)	23% (92)	8% (32)	10% (39)	13% (52)	398
PID: Dem (no lean)	57% (441)	23% (177)	7% (57)	4% (33)	9% (71)	779
PID: Ind (no lean)	48% (344)	23% (167)	7% (50)	7% (47)	15% (105)	712
PID: Rep (no lean)	48% (340)	27% (192)	9% (61)	6% (40)	11% (76)	709
PID/Gender: Dem Men	55% (184)	24% (79)	8% (28)	5% (18)	7% (24)	332
PID/Gender: Dem Women	58% (258)	22% (98)	7% (29)	3% (16)	10% (47)	448
PID/Gender: Ind Men	47% (168)	24% (87)	10% (35)	8% (28)	12% (42)	359
PID/Gender: Ind Women	50% (176)	23% (80)	4% (14)	5% (19)	18% (63)	353
PID/Gender: Rep Men	44% (161)	31% (114)	7% (26)	6% (22)	12% (44)	368
PID/Gender: Rep Women	52% (178)	23% (78)	10% (35)	5% (18)	9% (32)	341
Tea Party: Supporter	54% (338)	27% (169)	8% (49)	6% (35)	6% (37)	628
Tea Party: Not Supporter	50% (779)	23% (363)	8% (118)	5% (84)	14% (212)	1556
Ideo: Liberal (1-3)	56% (428)	26% (197)	7% (54)	4% (34)	6% (45)	758
Ideo: Moderate (4)	52% (258)	22% (108)	9% (43)	6% (32)	12% (59)	499
Ideo: Conservative (5-7)	50% (366)	26% (191)	8% (58)	7% (48)	9% (68)	731
Educ: < College	51% (794)	23% (354)	8% (124)	6% (92)	13% (202)	1566
Educ: Bachelors degree	53% (219)	27% (111)	7% (31)	4% (17)	9% (37)	416
Educ: Post-grad	51% (111)	33% (71)	6% (13)	5% (11)	5% (12)	219

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Table BRD3_4: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
Speaker / audio quality

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	51%	(1125)	24%	(537)	8%	(168)	5%	(120)	11%	(251)	2200
Income: Under 50k	51%	(704)	22%	(307)	8%	(107)	6%	(85)	13%	(183)	1386
Income: 50k-100k	52%	(310)	27%	(162)	8%	(47)	4%	(27)	8%	(49)	595
Income: 100k+	51%	(111)	31%	(67)	6%	(13)	4%	(9)	9%	(19)	218
Ethnicity: White	50%	(879)	25%	(444)	8%	(133)	5%	(87)	12%	(207)	1750
Ethnicity: Hispanic	53%	(176)	23%	(75)	8%	(26)	7%	(22)	9%	(29)	329
Ethnicity: Afr. Am.	56%	(151)	19%	(52)	6%	(17)	6%	(15)	13%	(34)	268
Ethnicity: Other	52%	(95)	22%	(41)	10%	(18)	10%	(18)	6%	(10)	182
Relig: Protestant	49%	(238)	27%	(130)	5%	(22)	6%	(29)	14%	(67)	486
Relig: Roman Catholic	53%	(270)	25%	(127)	7%	(37)	5%	(26)	10%	(49)	510
Relig: Ath./Agn./None	47%	(266)	23%	(131)	10%	(56)	7%	(40)	14%	(78)	571
Relig: Something Else	54%	(199)	25%	(93)	8%	(30)	3%	(13)	9%	(32)	366
Relig: Jewish	37%	(21)	50%	(28)	2%	(1)	4%	(2)	7%	(4)	56
Relig: Evangelical	58%	(383)	21%	(143)	5%	(36)	5%	(31)	11%	(72)	664
Relig: Non-Evang. Catholics	46%	(277)	28%	(170)	8%	(46)	6%	(36)	12%	(70)	598
Relig: All Christian	52%	(659)	25%	(312)	6%	(82)	5%	(67)	11%	(142)	1262
Relig: All Non-Christian	50%	(465)	24%	(224)	9%	(86)	6%	(53)	12%	(109)	937
Community: Urban	52%	(333)	25%	(161)	7%	(43)	5%	(30)	11%	(70)	637
Community: Suburban	52%	(495)	24%	(228)	8%	(79)	5%	(51)	10%	(94)	947
Community: Rural	48%	(296)	24%	(148)	7%	(45)	6%	(39)	14%	(88)	616
Employ: Private Sector	54%	(363)	29%	(198)	7%	(47)	3%	(19)	7%	(49)	676
Employ: Government	46%	(63)	28%	(40)	10%	(14)	7%	(10)	9%	(13)	139
Employ: Self-Employed	52%	(104)	19%	(39)	8%	(16)	10%	(20)	10%	(20)	200
Employ: Homemaker	59%	(108)	17%	(31)	7%	(13)	6%	(11)	11%	(21)	185
Employ: Student	55%	(67)	21%	(26)	10%	(12)	5%	(6)	10%	(12)	123
Employ: Retired	48%	(240)	24%	(121)	8%	(40)	8%	(39)	12%	(63)	503
Employ: Unemployed	45%	(96)	23%	(48)	7%	(15)	6%	(12)	19%	(41)	212
Employ: Other	51%	(83)	21%	(34)	7%	(11)	2%	(4)	20%	(33)	163

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Table BRD3_4: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
 Speaker / audio quality

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	51% (1125)	24% (537)	8% (168)	5% (120)	11% (251)	2200
Job Type: White-collar	50% (353)	29% (207)	7% (50)	6% (40)	8% (56)	707
Job Type: Blue-collar	55% (549)	22% (221)	7% (70)	6% (59)	10% (97)	995
Job Type: Don't Know	45% (223)	22% (108)	10% (47)	4% (21)	20% (99)	498
Military HH: Yes	48% (218)	27% (123)	8% (34)	8% (36)	9% (41)	452
Military HH: No	52% (907)	24% (414)	8% (133)	5% (84)	12% (210)	1748
RD/WT: Right Direction	49% (466)	26% (241)	8% (78)	6% (55)	11% (103)	943
RD/WT: Wrong Track	52% (659)	24% (296)	7% (89)	5% (65)	12% (148)	1257
Strongly Approve	51% (260)	22% (109)	8% (40)	8% (38)	12% (60)	506
Somewhat Approve	46% (209)	32% (145)	8% (35)	5% (21)	10% (47)	457
Somewhat Disapprove	52% (171)	24% (78)	10% (35)	6% (19)	8% (28)	331
Strongly Disapprove	55% (422)	23% (173)	6% (50)	5% (38)	11% (82)	764
Dont Know / No Opinion	44% (63)	22% (31)	6% (8)	3% (4)	25% (35)	141
#1 Issue: Economy	54% (313)	22% (130)	6% (34)	6% (36)	12% (69)	583
#1 Issue: Security	52% (240)	25% (115)	7% (33)	5% (24)	10% (46)	458
#1 Issue: Health Care	49% (197)	26% (102)	9% (37)	3% (13)	13% (51)	400
#1 Issue: Medicare / Social Security	45% (131)	27% (79)	8% (22)	9% (27)	11% (31)	289
#1 Issue: Women's Issues	49% (63)	25% (32)	11% (14)	2% (3)	12% (16)	127
#1 Issue: Education	58% (93)	22% (35)	8% (14)	3% (4)	9% (15)	161
#1 Issue: Energy	44% (48)	31% (33)	7% (8)	7% (7)	10% (11)	107
#1 Issue: Other	54% (40)	13% (10)	9% (6)	7% (5)	18% (13)	75
2016 Vote: Democrat Hillary Clinton	53% (394)	26% (191)	7% (50)	5% (36)	10% (74)	746
2016 Vote: Republican Donald Trump	50% (409)	26% (214)	8% (67)	6% (52)	10% (81)	822
2016 Vote: Someone else	53% (82)	19% (30)	6% (10)	6% (10)	16% (25)	155
2012 Vote: Barack Obama	55% (473)	25% (213)	7% (59)	5% (39)	9% (74)	859
2012 Vote: Mitt Romney	48% (306)	26% (169)	7% (44)	6% (41)	12% (78)	639
2012 Vote: Other	50% (45)	22% (20)	5% (5)	7% (6)	15% (14)	89
2012 Vote: Didn't Vote	49% (300)	22% (134)	10% (60)	5% (33)	14% (85)	612

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Table BRD3_4: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
Speaker / audio quality

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	51% (1125)	24% (537)	8% (168)	5% (120)	11% (251)	2200
4-Region: Northeast	47% (190)	31% (123)	5% (19)	6% (25)	11% (44)	401
4-Region: Midwest	49% (232)	25% (118)	9% (42)	5% (23)	12% (58)	473
4-Region: South	54% (439)	22% (181)	7% (53)	5% (42)	12% (99)	814
4-Region: West	52% (263)	22% (115)	10% (53)	6% (29)	10% (51)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3_5: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?

Access to a variety of music streaming services

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	30% (657)	30% (653)	16% (355)	12% (262)	12% (274)	2200
Gender: Male	31% (325)	29% (306)	15% (164)	14% (144)	11% (120)	1059
Gender: Female	29% (332)	30% (347)	17% (191)	10% (118)	14% (155)	1141
Age: 18-29	39% (188)	29% (139)	14% (68)	5% (22)	13% (63)	479
Age: 30-44	42% (232)	33% (185)	11% (63)	5% (27)	9% (49)	555
Age: 45-54	29% (112)	30% (114)	18% (70)	11% (44)	12% (45)	385
Age: 55-64	18% (68)	32% (121)	17% (66)	19% (72)	15% (56)	383
Age: 65+	14% (58)	23% (93)	22% (88)	24% (97)	15% (62)	398
PID: Dem (no lean)	34% (265)	30% (233)	15% (113)	11% (85)	11% (83)	779
PID: Ind (no lean)	26% (185)	29% (208)	17% (124)	12% (88)	15% (107)	712
PID: Rep (no lean)	29% (207)	30% (212)	17% (117)	12% (88)	12% (84)	709
PID/Gender: Dem Men	36% (120)	30% (100)	14% (46)	12% (39)	8% (27)	332
PID/Gender: Dem Women	32% (145)	30% (133)	15% (68)	10% (47)	13% (56)	448
PID/Gender: Ind Men	28% (99)	27% (96)	18% (66)	15% (52)	13% (46)	359
PID/Gender: Ind Women	24% (86)	32% (112)	16% (58)	10% (36)	17% (61)	353
PID/Gender: Rep Men	29% (106)	30% (110)	14% (52)	14% (53)	13% (47)	368
PID/Gender: Rep Women	30% (101)	30% (102)	19% (65)	10% (35)	11% (37)	341
Tea Party: Supporter	40% (251)	28% (177)	15% (94)	10% (64)	7% (43)	628
Tea Party: Not Supporter	26% (403)	30% (468)	17% (259)	13% (197)	15% (230)	1556
Ideo: Liberal (1-3)	39% (293)	31% (238)	13% (100)	8% (63)	9% (65)	758
Ideo: Moderate (4)	24% (122)	30% (149)	21% (105)	12% (62)	12% (60)	499
Ideo: Conservative (5-7)	27% (201)	30% (216)	17% (124)	16% (116)	10% (74)	731
Educ: < College	30% (469)	28% (441)	17% (263)	11% (178)	14% (214)	1566
Educ: Bachelors degree	30% (124)	34% (141)	13% (55)	12% (49)	11% (45)	416
Educ: Post-grad	29% (64)	32% (70)	17% (36)	15% (34)	7% (14)	219

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Table BRD3_5: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
Access to a variety of music streaming services

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	30% (657)	30% (653)	16% (355)	12% (262)	12% (274)	2200
Income: Under 50k	28% (393)	30% (410)	17% (231)	12% (163)	14% (189)	1386
Income: 50k-100k	31% (187)	29% (174)	15% (92)	13% (79)	11% (64)	595
Income: 100k+	35% (77)	32% (69)	14% (32)	9% (19)	10% (21)	218
Ethnicity: White	26% (463)	31% (534)	17% (300)	13% (229)	13% (223)	1750
Ethnicity: Hispanic	42% (140)	29% (95)	8% (25)	10% (32)	11% (37)	329
Ethnicity: Afr. Am.	42% (113)	24% (65)	14% (38)	6% (17)	13% (36)	268
Ethnicity: Other	44% (80)	29% (53)	9% (17)	9% (16)	8% (15)	182
Relig: Protestant	27% (131)	26% (125)	17% (84)	16% (79)	14% (68)	486
Relig: Roman Catholic	30% (154)	33% (169)	14% (71)	11% (57)	12% (61)	510
Relig: Ath./Agn./None	26% (149)	29% (164)	17% (95)	13% (74)	15% (88)	571
Relig: Something Else	35% (129)	31% (114)	16% (59)	9% (34)	8% (29)	366
Relig: Jewish	23% (13)	33% (19)	22% (12)	15% (8)	8% (4)	56
Relig: Evangelical	36% (237)	28% (188)	15% (100)	9% (63)	11% (76)	664
Relig: Non-Evang. Catholics	24% (142)	31% (185)	17% (101)	15% (90)	14% (81)	598
Relig: All Christian	30% (379)	30% (373)	16% (201)	12% (153)	12% (157)	1262
Relig: All Non-Christian	30% (278)	30% (279)	16% (154)	12% (109)	13% (117)	937
Community: Urban	32% (207)	31% (198)	14% (91)	11% (71)	11% (71)	637
Community: Suburban	29% (279)	30% (288)	16% (153)	12% (109)	12% (118)	947
Community: Rural	28% (171)	27% (167)	18% (110)	13% (82)	14% (86)	616
Employ: Private Sector	37% (251)	33% (220)	13% (90)	9% (58)	8% (56)	676
Employ: Government	37% (52)	22% (31)	22% (30)	7% (9)	13% (18)	139
Employ: Self-Employed	33% (66)	26% (53)	13% (26)	15% (30)	12% (25)	200
Employ: Homemaker	24% (44)	38% (70)	18% (33)	8% (16)	12% (22)	185
Employ: Student	37% (46)	33% (41)	14% (17)	5% (6)	11% (13)	123
Employ: Retired	18% (88)	27% (134)	20% (102)	22% (110)	14% (69)	503
Employ: Unemployed	25% (52)	28% (59)	18% (38)	10% (21)	19% (41)	212
Employ: Other	35% (57)	28% (46)	11% (19)	7% (11)	19% (31)	163

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Table BRD3_5: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?

Access to a variety of music streaming services

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	30% (657)	30% (653)	16% (355)	12% (262)	12% (274)	2200
Job Type: White-collar	32% (227)	32% (223)	15% (106)	13% (91)	8% (60)	707
Job Type: Blue-collar	30% (295)	30% (298)	17% (171)	13% (127)	10% (104)	995
Job Type: Don't Know	27% (136)	26% (131)	15% (77)	9% (43)	22% (110)	498
Military HH: Yes	26% (118)	28% (126)	18% (83)	17% (76)	11% (49)	452
Military HH: No	31% (539)	30% (526)	16% (272)	11% (186)	13% (225)	1748
RD/WT: Right Direction	33% (308)	29% (277)	15% (140)	11% (106)	12% (112)	943
RD/WT: Wrong Track	28% (349)	30% (376)	17% (214)	12% (155)	13% (163)	1257
Strongly Approve	36% (183)	23% (118)	14% (70)	14% (69)	13% (66)	506
Somewhat Approve	22% (99)	34% (157)	22% (99)	11% (51)	11% (52)	457
Somewhat Disapprove	29% (96)	34% (114)	17% (58)	12% (40)	7% (24)	331
Strongly Disapprove	32% (244)	29% (224)	15% (113)	11% (87)	13% (96)	764
Dont Know / No Opinion	25% (36)	28% (39)	10% (14)	10% (15)	26% (37)	141
#1 Issue: Economy	31% (182)	31% (179)	14% (79)	13% (74)	12% (67)	583
#1 Issue: Security	27% (126)	31% (143)	18% (82)	12% (55)	11% (52)	458
#1 Issue: Health Care	32% (126)	28% (113)	17% (69)	9% (36)	14% (55)	400
#1 Issue: Medicare / Social Security	20% (59)	25% (73)	23% (65)	19% (56)	13% (36)	289
#1 Issue: Women's Issues	32% (41)	37% (47)	12% (15)	5% (6)	14% (18)	127
#1 Issue: Education	43% (69)	31% (51)	13% (20)	4% (6)	9% (15)	161
#1 Issue: Energy	27% (29)	35% (37)	11% (12)	13% (14)	14% (15)	107
#1 Issue: Other	33% (25)	13% (9)	15% (11)	19% (15)	20% (15)	75
2016 Vote: Democrat Hillary Clinton	31% (234)	30% (226)	16% (117)	10% (77)	12% (92)	746
2016 Vote: Republican Donald Trump	30% (243)	28% (227)	17% (141)	15% (121)	11% (90)	822
2016 Vote: Someone else	29% (45)	29% (46)	13% (21)	13% (20)	16% (24)	155
2012 Vote: Barack Obama	34% (290)	30% (255)	15% (130)	11% (98)	10% (87)	859
2012 Vote: Mitt Romney	25% (160)	27% (173)	19% (121)	16% (100)	13% (84)	639
2012 Vote: Other	25% (23)	30% (27)	12% (10)	19% (17)	14% (13)	89
2012 Vote: Didn't Vote	30% (184)	32% (197)	15% (93)	8% (47)	15% (91)	612

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Table BRD3_5: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
Access to a variety of music streaming services

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	30% (657)	30% (653)	16% (355)	12% (262)	12% (274)	2200
4-Region: Northeast	22% (88)	37% (147)	17% (70)	12% (47)	12% (49)	401
4-Region: Midwest	26% (124)	29% (138)	18% (85)	13% (61)	14% (65)	473
4-Region: South	33% (266)	28% (229)	15% (121)	12% (96)	13% (103)	814
4-Region: West	35% (179)	27% (139)	15% (79)	11% (57)	11% (57)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3_6: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
 Aesthetics or look of the device

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	21% (471)	33% (717)	22% (490)	11% (245)	13% (277)	2200
Gender: Male	24% (254)	32% (338)	20% (216)	12% (130)	11% (121)	1059
Gender: Female	19% (216)	33% (380)	24% (274)	10% (115)	14% (156)	1141
Age: 18-29	26% (125)	33% (160)	21% (101)	7% (35)	12% (59)	479
Age: 30-44	31% (170)	36% (198)	18% (100)	6% (32)	10% (56)	555
Age: 45-54	21% (80)	32% (124)	24% (92)	11% (41)	12% (47)	385
Age: 55-64	13% (48)	31% (119)	26% (99)	15% (56)	16% (61)	383
Age: 65+	12% (48)	29% (116)	25% (98)	20% (81)	13% (53)	398
PID: Dem (no lean)	26% (206)	32% (252)	21% (164)	9% (71)	11% (87)	779
PID: Ind (no lean)	16% (113)	33% (235)	22% (157)	14% (96)	16% (111)	712
PID: Rep (no lean)	21% (152)	33% (231)	24% (169)	11% (78)	11% (79)	709
PID/Gender: Dem Men	32% (106)	31% (104)	18% (61)	9% (29)	10% (32)	332
PID/Gender: Dem Women	22% (100)	33% (148)	23% (103)	9% (41)	12% (55)	448
PID/Gender: Ind Men	17% (60)	32% (116)	24% (85)	15% (53)	13% (46)	359
PID/Gender: Ind Women	15% (53)	34% (119)	20% (72)	12% (43)	19% (65)	353
PID/Gender: Rep Men	24% (89)	32% (119)	19% (70)	13% (48)	12% (43)	368
PID/Gender: Rep Women	19% (64)	33% (112)	29% (99)	9% (30)	11% (36)	341
Tea Party: Supporter	30% (188)	33% (207)	21% (130)	10% (60)	7% (42)	628
Tea Party: Not Supporter	18% (280)	32% (504)	23% (358)	12% (183)	15% (232)	1556
Ideo: Liberal (1-3)	30% (230)	34% (259)	20% (154)	7% (55)	8% (60)	758
Ideo: Moderate (4)	17% (84)	32% (162)	26% (131)	12% (61)	12% (60)	499
Ideo: Conservative (5-7)	17% (127)	33% (243)	24% (174)	15% (108)	11% (78)	731
Educ: < College	21% (328)	31% (480)	23% (356)	12% (185)	14% (217)	1566
Educ: Bachelors degree	24% (99)	36% (148)	21% (89)	9% (35)	11% (44)	416
Educ: Post-grad	20% (44)	41% (90)	21% (46)	11% (24)	7% (15)	219

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Table BRD3_6: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
Aesthetics or look of the device

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	21%	(471)	33%	(717)	22%	(490)	11%	(245)	13%	(277)	2200
Income: Under 50k	20%	(273)	31%	(427)	23%	(322)	12%	(166)	14%	(197)	1386
Income: 50k-100k	24%	(140)	34%	(205)	22%	(128)	11%	(63)	10%	(59)	595
Income: 100k+	26%	(57)	39%	(85)	18%	(40)	7%	(16)	9%	(20)	218
Ethnicity: White	19%	(327)	33%	(575)	24%	(415)	12%	(213)	13%	(220)	1750
Ethnicity: Hispanic	29%	(96)	38%	(125)	14%	(47)	8%	(25)	11%	(36)	329
Ethnicity: Afr. Am.	35%	(93)	28%	(75)	16%	(43)	7%	(19)	14%	(39)	268
Ethnicity: Other	28%	(51)	38%	(68)	18%	(32)	7%	(13)	10%	(18)	182
Relig: Protestant	19%	(92)	32%	(156)	22%	(107)	13%	(62)	14%	(68)	486
Relig: Roman Catholic	24%	(124)	36%	(184)	18%	(92)	10%	(52)	12%	(59)	510
Relig: Ath./Agn./None	16%	(91)	29%	(168)	27%	(155)	12%	(70)	15%	(87)	571
Relig: Something Else	27%	(98)	32%	(116)	22%	(81)	12%	(43)	8%	(28)	366
Relig: Jewish	14%	(8)	44%	(25)	28%	(16)	7%	(4)	7%	(4)	56
Relig: Evangelical	28%	(185)	32%	(214)	19%	(125)	8%	(56)	13%	(83)	664
Relig: Non-Evang. Catholics	16%	(97)	37%	(219)	22%	(129)	13%	(76)	13%	(78)	598
Relig: All Christian	22%	(282)	34%	(433)	20%	(254)	10%	(132)	13%	(161)	1262
Relig: All Non-Christian	20%	(189)	30%	(284)	25%	(236)	12%	(113)	12%	(115)	937
Community: Urban	26%	(163)	34%	(218)	21%	(131)	8%	(52)	11%	(72)	637
Community: Suburban	21%	(196)	34%	(326)	23%	(213)	10%	(98)	12%	(113)	947
Community: Rural	18%	(112)	28%	(173)	24%	(146)	15%	(95)	15%	(91)	616
Employ: Private Sector	26%	(175)	38%	(256)	20%	(138)	7%	(49)	9%	(57)	676
Employ: Government	27%	(38)	31%	(43)	23%	(32)	10%	(13)	10%	(13)	139
Employ: Self-Employed	24%	(47)	29%	(59)	21%	(42)	14%	(28)	12%	(24)	200
Employ: Homemaker	18%	(34)	33%	(61)	26%	(49)	7%	(14)	15%	(27)	185
Employ: Student	29%	(35)	29%	(36)	25%	(31)	9%	(11)	8%	(9)	123
Employ: Retired	14%	(68)	30%	(153)	24%	(122)	19%	(94)	13%	(67)	503
Employ: Unemployed	21%	(45)	30%	(63)	19%	(40)	11%	(24)	19%	(41)	212
Employ: Other	17%	(29)	29%	(48)	22%	(37)	8%	(14)	23%	(37)	163

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Table BRD3_6: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
 Aesthetics or look of the device

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	21%	(471)	33%	(717)	22%	(490)	11%	(245)	13%	(277)	2200
Job Type: White-collar	24%	(171)	36%	(254)	22%	(156)	10%	(70)	8%	(56)	707
Job Type: Blue-collar	22%	(216)	33%	(326)	21%	(209)	13%	(132)	11%	(113)	995
Job Type: Don't Know	17%	(84)	28%	(138)	25%	(125)	9%	(43)	22%	(108)	498
Military HH: Yes	21%	(94)	33%	(151)	24%	(108)	13%	(57)	9%	(43)	452
Military HH: No	22%	(376)	32%	(567)	22%	(382)	11%	(189)	13%	(234)	1748
RD/WT: Right Direction	25%	(232)	32%	(305)	22%	(204)	10%	(91)	12%	(111)	943
RD/WT: Wrong Track	19%	(238)	33%	(413)	23%	(286)	12%	(154)	13%	(165)	1257
Strongly Approve	30%	(150)	27%	(138)	18%	(93)	12%	(59)	13%	(66)	506
Somewhat Approve	13%	(58)	38%	(173)	27%	(126)	11%	(52)	11%	(49)	457
Somewhat Disapprove	21%	(70)	33%	(108)	24%	(80)	14%	(46)	8%	(26)	331
Strongly Disapprove	22%	(166)	33%	(255)	21%	(164)	11%	(82)	13%	(97)	764
Dont Know / No Opinion	18%	(26)	31%	(43)	19%	(27)	4%	(6)	28%	(39)	141
#1 Issue: Economy	23%	(132)	32%	(184)	22%	(126)	12%	(72)	12%	(68)	583
#1 Issue: Security	20%	(93)	34%	(154)	24%	(108)	10%	(46)	12%	(57)	458
#1 Issue: Health Care	19%	(77)	37%	(147)	21%	(85)	10%	(39)	13%	(52)	400
#1 Issue: Medicare / Social Security	16%	(46)	31%	(91)	25%	(72)	14%	(41)	14%	(40)	289
#1 Issue: Women's Issues	22%	(29)	31%	(39)	25%	(32)	8%	(11)	14%	(17)	127
#1 Issue: Education	30%	(49)	35%	(56)	18%	(28)	7%	(11)	11%	(17)	161
#1 Issue: Energy	28%	(30)	29%	(31)	18%	(19)	14%	(15)	11%	(12)	107
#1 Issue: Other	20%	(15)	21%	(16)	26%	(20)	15%	(11)	17%	(13)	75
2016 Vote: Democrat Hillary Clinton	24%	(183)	34%	(257)	21%	(155)	9%	(66)	11%	(85)	746
2016 Vote: Republican Donald Trump	21%	(175)	32%	(263)	23%	(191)	12%	(100)	11%	(93)	822
2016 Vote: Someone else	19%	(29)	28%	(44)	23%	(36)	12%	(19)	18%	(27)	155
2012 Vote: Barack Obama	25%	(218)	35%	(303)	20%	(176)	9%	(75)	10%	(88)	859
2012 Vote: Mitt Romney	19%	(121)	29%	(188)	24%	(155)	14%	(88)	14%	(87)	639
2012 Vote: Other	19%	(17)	33%	(29)	14%	(13)	16%	(15)	18%	(16)	89
2012 Vote: Didn't Vote	19%	(115)	32%	(197)	24%	(146)	11%	(67)	14%	(87)	612

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Table BRD3_6: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
Aesthetics or look of the device

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	21%	(471)	33%	(717)	22%	(490)	11%	(245)	13%	(277)	2200
4-Region: Northeast	18%	(73)	33%	(134)	24%	(96)	12%	(48)	13%	(50)	401
4-Region: Midwest	16%	(78)	33%	(158)	23%	(107)	14%	(64)	14%	(67)	473
4-Region: South	25%	(201)	30%	(245)	22%	(176)	11%	(89)	13%	(102)	814
4-Region: West	23%	(119)	35%	(180)	22%	(111)	9%	(43)	11%	(57)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3_7: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
 Accuracy of the device's voice recognition

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	49% (1088)	22% (489)	10% (215)	7% (148)	12% (260)	2200
Gender: Male	49% (518)	23% (244)	10% (108)	7% (74)	11% (114)	1059
Gender: Female	50% (570)	21% (245)	9% (107)	6% (74)	13% (145)	1141
Age: 18-29	44% (211)	25% (120)	13% (61)	7% (34)	11% (54)	479
Age: 30-44	54% (302)	23% (125)	11% (59)	4% (20)	9% (49)	555
Age: 45-54	53% (204)	19% (74)	10% (39)	4% (16)	13% (51)	385
Age: 55-64	47% (178)	24% (91)	7% (28)	9% (34)	13% (51)	383
Age: 65+	49% (193)	20% (79)	7% (27)	11% (44)	14% (55)	398
PID: Dem (no lean)	53% (416)	22% (170)	10% (77)	5% (40)	10% (77)	779
PID: Ind (no lean)	46% (327)	21% (149)	11% (77)	8% (54)	15% (104)	712
PID: Rep (no lean)	49% (345)	24% (170)	9% (61)	8% (54)	11% (79)	709
PID/Gender: Dem Men	52% (174)	24% (79)	11% (36)	5% (17)	8% (26)	332
PID/Gender: Dem Women	54% (242)	20% (90)	9% (41)	5% (23)	11% (51)	448
PID/Gender: Ind Men	47% (169)	20% (71)	12% (42)	9% (33)	12% (44)	359
PID/Gender: Ind Women	45% (158)	22% (79)	10% (35)	6% (21)	17% (60)	353
PID/Gender: Rep Men	48% (175)	26% (94)	8% (30)	7% (24)	12% (45)	368
PID/Gender: Rep Women	50% (170)	22% (76)	9% (31)	9% (29)	10% (34)	341
Tea Party: Supporter	53% (333)	24% (148)	10% (62)	7% (44)	7% (42)	628
Tea Party: Not Supporter	48% (749)	22% (335)	10% (153)	7% (104)	14% (216)	1556
Ideo: Liberal (1-3)	54% (408)	25% (186)	9% (67)	5% (42)	7% (56)	758
Ideo: Moderate (4)	50% (247)	19% (96)	14% (71)	6% (32)	11% (54)	499
Ideo: Conservative (5-7)	51% (369)	23% (167)	8% (59)	9% (65)	10% (71)	731
Educ: < College	48% (747)	21% (336)	10% (164)	7% (114)	13% (204)	1566
Educ: Bachelors degree	54% (224)	24% (99)	8% (32)	5% (21)	9% (39)	416
Educ: Post-grad	53% (117)	25% (54)	8% (18)	6% (13)	7% (16)	219

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Table BRD3_7: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
Accuracy of the device's voice recognition

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	49% (1088)	22% (489)	10% (215)	7% (148)	12% (260)	2200
Income: Under 50k	47% (658)	21% (297)	11% (148)	7% (100)	13% (184)	1386
Income: 50k-100k	51% (305)	23% (137)	10% (59)	6% (38)	9% (56)	595
Income: 100k+	57% (125)	25% (56)	3% (7)	5% (11)	9% (19)	218
Ethnicity: White	49% (852)	23% (398)	9% (164)	7% (125)	12% (211)	1750
Ethnicity: Hispanic	47% (155)	26% (87)	9% (31)	8% (27)	9% (29)	329
Ethnicity: Afr. Am.	53% (144)	20% (54)	10% (27)	3% (8)	13% (36)	268
Ethnicity: Other	51% (93)	20% (37)	13% (24)	8% (15)	7% (13)	182
Relig: Protestant	51% (246)	20% (97)	8% (37)	8% (40)	14% (66)	486
Relig: Roman Catholic	49% (249)	26% (132)	9% (48)	6% (31)	10% (51)	510
Relig: Ath./Agn./None	46% (263)	20% (114)	11% (63)	8% (48)	14% (83)	571
Relig: Something Else	54% (198)	23% (84)	9% (34)	5% (20)	8% (31)	366
Relig: Jewish	54% (30)	25% (14)	7% (4)	5% (3)	8% (5)	56
Relig: Evangelical	53% (354)	22% (145)	8% (52)	6% (37)	11% (76)	664
Relig: Non-Evang. Catholics	46% (274)	24% (145)	11% (65)	7% (44)	12% (70)	598
Relig: All Christian	50% (627)	23% (290)	9% (118)	6% (80)	12% (146)	1262
Relig: All Non-Christian	49% (461)	21% (198)	10% (97)	7% (68)	12% (113)	937
Community: Urban	51% (327)	24% (154)	9% (55)	6% (37)	10% (64)	637
Community: Suburban	51% (485)	21% (202)	10% (93)	6% (61)	11% (105)	947
Community: Rural	45% (276)	22% (134)	11% (66)	8% (50)	15% (91)	616
Employ: Private Sector	55% (370)	24% (162)	9% (59)	4% (28)	8% (56)	676
Employ: Government	43% (60)	27% (38)	12% (16)	9% (13)	9% (13)	139
Employ: Self-Employed	49% (97)	21% (41)	10% (20)	9% (19)	11% (22)	200
Employ: Homemaker	47% (86)	25% (47)	10% (18)	7% (13)	11% (20)	185
Employ: Student	48% (59)	23% (28)	19% (23)	3% (4)	8% (9)	123
Employ: Retired	48% (242)	21% (107)	8% (41)	10% (49)	13% (64)	503
Employ: Unemployed	45% (95)	19% (40)	11% (23)	7% (14)	18% (39)	212
Employ: Other	48% (79)	16% (26)	9% (14)	5% (8)	22% (36)	163

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Table BRD3_7: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
 Accuracy of the device's voice recognition

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	49% (1088)	22% (489)	10% (215)	7% (148)	12% (260)	2200
Job Type: White-collar	54% (378)	23% (165)	9% (62)	6% (45)	8% (57)	707
Job Type: Blue-collar	51% (511)	20% (204)	11% (105)	7% (72)	10% (104)	995
Job Type: Don't Know	40% (199)	24% (120)	10% (48)	6% (32)	20% (99)	498
Military HH: Yes	49% (223)	22% (99)	10% (43)	9% (42)	10% (45)	452
Military HH: No	49% (865)	22% (390)	10% (172)	6% (107)	12% (215)	1748
RD/WT: Right Direction	49% (458)	24% (228)	9% (83)	7% (66)	11% (108)	943
RD/WT: Wrong Track	50% (630)	21% (261)	11% (132)	7% (82)	12% (151)	1257
Strongly Approve	48% (243)	22% (109)	7% (38)	10% (52)	13% (65)	506
Somewhat Approve	47% (217)	27% (121)	11% (53)	5% (23)	9% (43)	457
Somewhat Disapprove	50% (165)	23% (77)	12% (39)	7% (25)	7% (24)	331
Strongly Disapprove	53% (407)	20% (152)	10% (75)	5% (41)	12% (90)	764
Dont Know / No Opinion	40% (56)	21% (30)	7% (10)	5% (7)	27% (38)	141
#1 Issue: Economy	53% (311)	18% (108)	9% (52)	7% (42)	12% (69)	583
#1 Issue: Security	51% (234)	24% (108)	7% (34)	7% (33)	11% (49)	458
#1 Issue: Health Care	47% (188)	26% (102)	11% (43)	4% (16)	13% (51)	400
#1 Issue: Medicare / Social Security	48% (140)	19% (56)	12% (34)	8% (23)	13% (36)	289
#1 Issue: Women's Issues	45% (57)	23% (29)	12% (16)	8% (11)	12% (15)	127
#1 Issue: Education	48% (78)	25% (40)	12% (20)	5% (7)	10% (16)	161
#1 Issue: Energy	42% (46)	31% (34)	8% (9)	8% (8)	10% (11)	107
#1 Issue: Other	46% (35)	16% (12)	10% (7)	11% (8)	17% (13)	75
2016 Vote: Democrat Hillary Clinton	53% (393)	22% (164)	10% (76)	4% (32)	11% (81)	746
2016 Vote: Republican Donald Trump	49% (401)	25% (202)	8% (62)	8% (69)	11% (88)	822
2016 Vote: Someone else	51% (79)	18% (27)	7% (10)	9% (14)	16% (25)	155
2012 Vote: Barack Obama	54% (466)	22% (192)	9% (81)	5% (39)	9% (80)	859
2012 Vote: Mitt Romney	49% (314)	23% (148)	8% (49)	8% (49)	12% (79)	639
2012 Vote: Other	44% (40)	19% (17)	7% (6)	11% (10)	18% (16)	89
2012 Vote: Didn't Vote	44% (269)	21% (131)	13% (78)	8% (50)	14% (85)	612

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Table BRD3_7: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
Accuracy of the device's voice recognition

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	49%	(1088)	22%	(489)	10%	(215)	7%	(148)	12%	(260)	2200
4-Region: Northeast	48%	(191)	25%	(99)	9%	(37)	8%	(30)	11%	(44)	401
4-Region: Midwest	46%	(218)	23%	(111)	10%	(47)	8%	(38)	12%	(59)	473
4-Region: South	53%	(428)	19%	(158)	9%	(74)	7%	(54)	12%	(101)	814
4-Region: West	49%	(252)	24%	(121)	11%	(57)	5%	(26)	11%	(55)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3_8: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?

Ability for the device to integrate with other services or platforms, such as controlling smart lightbulbs

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	29% (636)	29% (648)	17% (374)	12% (256)	13% (285)	2200
Gender: Male	31% (326)	31% (325)	15% (155)	13% (133)	11% (120)	1059
Gender: Female	27% (310)	28% (323)	19% (219)	11% (123)	14% (165)	1141
Age: 18-29	31% (149)	29% (140)	19% (91)	8% (40)	12% (59)	479
Age: 30-44	40% (219)	30% (169)	16% (86)	5% (27)	10% (54)	555
Age: 45-54	29% (110)	30% (116)	17% (64)	10% (38)	15% (57)	385
Age: 55-64	21% (81)	30% (114)	15% (59)	18% (70)	15% (58)	383
Age: 65+	19% (76)	27% (109)	19% (74)	20% (81)	14% (57)	398
PID: Dem (no lean)	31% (245)	31% (240)	17% (136)	9% (72)	11% (87)	779
PID: Ind (no lean)	24% (169)	27% (194)	19% (138)	14% (97)	16% (113)	712
PID: Rep (no lean)	31% (222)	30% (214)	14% (100)	12% (87)	12% (85)	709
PID/Gender: Dem Men	36% (118)	33% (108)	13% (44)	11% (35)	8% (26)	332
PID/Gender: Dem Women	28% (126)	29% (132)	20% (92)	8% (37)	14% (61)	448
PID/Gender: Ind Men	27% (96)	26% (92)	18% (65)	16% (57)	13% (48)	359
PID/Gender: Ind Women	21% (73)	29% (102)	21% (73)	11% (40)	18% (65)	353
PID/Gender: Rep Men	30% (111)	34% (125)	12% (46)	11% (40)	12% (46)	368
PID/Gender: Rep Women	33% (111)	26% (89)	16% (54)	14% (46)	12% (40)	341
Tea Party: Supporter	38% (237)	32% (199)	13% (79)	10% (63)	8% (50)	628
Tea Party: Not Supporter	25% (395)	29% (444)	19% (293)	12% (191)	15% (233)	1556
Ideo: Liberal (1-3)	38% (287)	28% (215)	17% (127)	9% (70)	8% (59)	758
Ideo: Moderate (4)	24% (121)	31% (155)	20% (98)	12% (61)	13% (65)	499
Ideo: Conservative (5-7)	26% (189)	33% (238)	16% (118)	14% (103)	11% (82)	731
Educ: < College	29% (453)	27% (416)	18% (277)	13% (199)	14% (221)	1566
Educ: Bachelors degree	28% (116)	35% (144)	17% (69)	10% (40)	11% (46)	416
Educ: Post-grad	31% (67)	41% (89)	13% (28)	8% (17)	8% (18)	219

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Table BRD3_8: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
Ability for the device to integrate with other services or platforms, such as controlling smart lightbulbs

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	29% (636)	29% (648)	17% (374)	12% (256)	13% (285)	2200
Income: Under 50k	28% (384)	27% (369)	18% (255)	12% (173)	15% (205)	1386
Income: 50k-100k	30% (176)	35% (207)	14% (85)	11% (67)	10% (60)	595
Income: 100k+	35% (76)	33% (73)	15% (33)	7% (16)	9% (20)	218
Ethnicity: White	27% (464)	30% (523)	18% (314)	12% (216)	13% (233)	1750
Ethnicity: Hispanic	35% (115)	30% (98)	13% (44)	12% (39)	10% (33)	329
Ethnicity: Afr. Am.	37% (100)	25% (67)	15% (39)	8% (23)	15% (39)	268
Ethnicity: Other	39% (72)	32% (59)	11% (21)	10% (18)	7% (13)	182
Relig: Protestant	26% (126)	32% (154)	16% (76)	12% (60)	14% (70)	486
Relig: Roman Catholic	30% (153)	31% (159)	17% (85)	10% (53)	12% (60)	510
Relig: Ath./Agn./None	25% (141)	27% (157)	17% (99)	15% (85)	16% (89)	571
Relig: Something Else	34% (125)	29% (105)	19% (70)	9% (34)	9% (33)	366
Relig: Jewish	24% (13)	36% (20)	20% (11)	11% (6)	10% (6)	56
Relig: Evangelical	35% (232)	28% (189)	15% (99)	9% (61)	12% (83)	664
Relig: Non-Evang. Catholics	23% (139)	33% (197)	18% (105)	13% (76)	14% (81)	598
Relig: All Christian	29% (371)	31% (386)	16% (205)	11% (137)	13% (164)	1262
Relig: All Non-Christian	28% (265)	28% (262)	18% (169)	13% (119)	13% (121)	937
Community: Urban	34% (214)	30% (192)	14% (90)	10% (64)	12% (76)	637
Community: Suburban	27% (255)	31% (294)	18% (168)	12% (118)	12% (111)	947
Community: Rural	27% (167)	26% (162)	19% (116)	12% (74)	16% (98)	616
Employ: Private Sector	36% (242)	34% (229)	15% (101)	7% (46)	9% (58)	676
Employ: Government	39% (54)	27% (38)	14% (19)	9% (13)	11% (15)	139
Employ: Self-Employed	30% (60)	29% (58)	13% (26)	16% (32)	12% (24)	200
Employ: Homemaker	24% (43)	29% (54)	21% (40)	12% (23)	13% (24)	185
Employ: Student	29% (35)	36% (44)	18% (22)	7% (9)	10% (12)	123
Employ: Retired	22% (109)	29% (144)	19% (95)	17% (87)	14% (68)	503
Employ: Unemployed	25% (53)	21% (45)	18% (37)	15% (32)	21% (45)	212
Employ: Other	25% (41)	22% (36)	20% (33)	9% (14)	24% (39)	163

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Table BRD3_8: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?

Ability for the device to integrate with other services or platforms, such as controlling smart lightbulbs

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	29% (636)	29% (648)	17% (374)	12% (256)	13% (285)	2200
Job Type: White-collar	32% (226)	35% (245)	14% (102)	10% (73)	9% (61)	707
Job Type: Blue-collar	29% (289)	27% (272)	18% (181)	13% (133)	12% (121)	995
Job Type: Don't Know	24% (121)	27% (132)	18% (91)	10% (50)	21% (104)	498
Military HH: Yes	27% (123)	30% (134)	19% (84)	15% (67)	10% (44)	452
Military HH: No	29% (513)	29% (515)	17% (290)	11% (190)	14% (241)	1748
RD/WT: Right Direction	32% (303)	31% (290)	14% (132)	11% (103)	12% (114)	943
RD/WT: Wrong Track	26% (333)	28% (358)	19% (242)	12% (153)	14% (171)	1257
Strongly Approve	35% (176)	29% (145)	11% (56)	13% (63)	13% (66)	506
Somewhat Approve	26% (120)	32% (144)	18% (81)	13% (62)	11% (51)	457
Somewhat Disapprove	27% (90)	32% (107)	20% (65)	11% (36)	10% (33)	331
Strongly Disapprove	28% (214)	30% (228)	19% (146)	10% (77)	13% (99)	764
Dont Know / No Opinion	25% (35)	18% (25)	19% (27)	12% (18)	26% (37)	141
#1 Issue: Economy	30% (174)	29% (169)	15% (89)	13% (76)	13% (75)	583
#1 Issue: Security	28% (127)	29% (134)	20% (91)	11% (51)	12% (55)	458
#1 Issue: Health Care	30% (120)	32% (127)	15% (59)	9% (36)	14% (58)	400
#1 Issue: Medicare / Social Security	23% (66)	29% (84)	18% (53)	17% (50)	13% (37)	289
#1 Issue: Women's Issues	28% (36)	29% (36)	26% (33)	2% (3)	15% (19)	127
#1 Issue: Education	34% (55)	33% (53)	11% (17)	11% (18)	11% (18)	161
#1 Issue: Energy	37% (40)	29% (31)	17% (18)	9% (9)	9% (9)	107
#1 Issue: Other	24% (18)	19% (14)	19% (14)	18% (13)	20% (15)	75
2016 Vote: Democrat Hillary Clinton	30% (221)	31% (228)	19% (139)	9% (65)	12% (93)	746
2016 Vote: Republican Donald Trump	29% (241)	32% (264)	14% (112)	14% (111)	11% (94)	822
2016 Vote: Someone else	28% (44)	25% (39)	15% (24)	13% (20)	18% (28)	155
2012 Vote: Barack Obama	32% (275)	32% (277)	16% (136)	9% (80)	10% (89)	859
2012 Vote: Mitt Romney	28% (177)	31% (198)	14% (88)	13% (86)	14% (90)	639
2012 Vote: Other	26% (23)	25% (22)	15% (13)	18% (16)	17% (15)	89
2012 Vote: Didn't Vote	26% (161)	25% (150)	22% (137)	12% (74)	15% (91)	612

Continued on next page

Table BRD3_8: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, how important are each of the following?
Ability for the device to integrate with other services or platforms, such as controlling smart lightbulbs

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	29% (636)	29% (648)	17% (374)	12% (256)	13% (285)	2200
4-Region: Northeast	27% (109)	31% (124)	18% (73)	12% (47)	12% (49)	401
4-Region: Midwest	22% (106)	30% (143)	20% (93)	13% (62)	15% (70)	473
4-Region: South	33% (268)	27% (220)	17% (135)	10% (85)	13% (107)	814
4-Region: West	30% (153)	32% (162)	14% (73)	12% (63)	12% (60)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD4: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, which of the following is most important?

Demographic	Price	The brand that manufactures the device	Compatibility with other devices you may already own, such as your smart-phone	Speaker / audio quality	Access to a variety of music streaming services	Aesthetics or look of the device	Accuracy of the device's voice recognition	Ability for the device to integrate with other services or platforms, such as controlling smart lightbulbs	Other (Please Specify)	Don't Know / No Opinion	Total N
Adults	30% (650)	4% (97)	14% (317)	7% (155)	3% (70)	2% (34)	14% (312)	7% (155)	1% (26)	18% (386)	2200
Gender: Male	29% (306)	5% (52)	14% (145)	8% (82)	4% (39)	1% (12)	15% (163)	8% (80)	1% (15)	16% (166)	1059
Gender: Female	30% (344)	4% (45)	15% (172)	6% (73)	3% (30)	2% (21)	13% (148)	7% (75)	1% (11)	19% (220)	1141
Age: 18-29	27% (128)	5% (25)	15% (73)	6% (31)	7% (34)	4% (19)	14% (68)	8% (40)	1% (4)	12% (59)	479
Age: 30-44	26% (145)	6% (31)	18% (99)	8% (42)	4% (22)	1% (8)	13% (75)	10% (55)	— (2)	14% (77)	555
Age: 45-54	30% (116)	2% (9)	17% (64)	9% (35)	2% (6)	1% (4)	11% (44)	7% (27)	1% (2)	20% (78)	385
Age: 55-64	36% (137)	5% (19)	9% (35)	6% (22)	1% (4)	— (1)	16% (62)	6% (25)	2% (9)	18% (69)	383
Age: 65+	31% (123)	3% (12)	11% (46)	7% (26)	1% (5)	1% (2)	16% (63)	2% (9)	2% (8)	26% (103)	398
PID: Dem (no lean)	29% (229)	5% (41)	15% (117)	8% (62)	4% (29)	2% (16)	15% (113)	7% (57)	1% (8)	14% (108)	779
PID: Ind (no lean)	29% (210)	3% (23)	15% (105)	5% (36)	3% (19)	1% (9)	15% (105)	6% (43)	1% (10)	21% (153)	712
PID: Rep (no lean)	30% (211)	5% (33)	14% (96)	8% (57)	3% (22)	1% (9)	13% (93)	8% (55)	1% (8)	18% (125)	709
PID/Gender: Dem Men	27% (90)	6% (19)	14% (47)	10% (34)	4% (12)	2% (7)	15% (49)	8% (28)	1% (2)	13% (43)	332
PID/Gender: Dem Women	31% (138)	5% (22)	15% (69)	6% (28)	4% (16)	2% (9)	14% (65)	7% (29)	1% (6)	15% (65)	448
PID/Gender: Ind Men	30% (110)	4% (16)	14% (49)	5% (18)	3% (9)	— (1)	17% (61)	7% (24)	2% (6)	18% (66)	359
PID/Gender: Ind Women	28% (100)	2% (7)	16% (56)	5% (18)	3% (10)	2% (8)	12% (44)	6% (19)	1% (4)	25% (87)	353
PID/Gender: Rep Men	29% (106)	5% (17)	13% (49)	8% (30)	5% (18)	1% (4)	15% (53)	8% (28)	2% (6)	16% (57)	368
PID/Gender: Rep Women	31% (106)	5% (16)	14% (47)	8% (28)	1% (4)	1% (5)	12% (40)	8% (27)	— (1)	20% (68)	341
Tea Party: Supporter	24% (150)	6% (35)	17% (105)	10% (61)	5% (31)	3% (21)	13% (80)	10% (61)	1% (7)	12% (77)	628
Tea Party: Not Supporter	32% (496)	4% (60)	14% (212)	6% (94)	2% (39)	1% (11)	15% (227)	6% (93)	1% (19)	20% (306)	1556
Ideo: Liberal (1-3)	26% (200)	6% (46)	18% (135)	9% (72)	5% (36)	3% (20)	13% (102)	9% (71)	1% (6)	9% (71)	758
Ideo: Moderate (4)	32% (159)	3% (14)	12% (59)	6% (29)	3% (14)	1% (5)	16% (82)	7% (33)	2% (8)	19% (96)	499
Ideo: Conservative (5-7)	33% (242)	5% (34)	14% (103)	6% (46)	2% (17)	1% (8)	15% (109)	6% (47)	1% (10)	16% (116)	731
Educ: < College	31% (489)	5% (73)	14% (217)	6% (98)	3% (52)	2% (25)	13% (196)	6% (93)	1% (15)	20% (309)	1566
Educ: Bachelors degree	26% (109)	5% (19)	15% (61)	8% (33)	3% (10)	1% (6)	18% (74)	11% (44)	2% (8)	12% (52)	416
Educ: Post-grad	24% (52)	2% (5)	18% (40)	11% (24)	3% (7)	1% (3)	19% (42)	8% (18)	1% (3)	12% (26)	219
Income: Under 50k	31% (434)	4% (62)	14% (196)	6% (82)	3% (40)	1% (21)	13% (179)	6% (81)	1% (16)	20% (276)	1386
Income: 50k-100k	28% (165)	4% (26)	14% (82)	9% (56)	4% (23)	2% (9)	16% (93)	8% (48)	1% (8)	14% (86)	595
Income: 100k+	23% (51)	4% (8)	18% (39)	8% (18)	3% (7)	2% (4)	18% (40)	12% (26)	1% (1)	11% (24)	218
Ethnicity: White	31% (539)	4% (71)	14% (248)	6% (111)	3% (53)	1% (18)	14% (245)	6% (112)	1% (23)	19% (327)	1750
Ethnicity: Hispanic	24% (78)	7% (23)	17% (56)	11% (36)	5% (17)	4% (12)	8% (27)	8% (27)	— (0)	16% (52)	329
Ethnicity: Afr. Am.	24% (63)	5% (14)	15% (40)	8% (23)	4% (11)	2% (5)	16% (44)	10% (27)	1% (2)	15% (40)	268
Ethnicity: Other	26% (47)	6% (11)	16% (29)	12% (21)	3% (6)	5% (10)	12% (23)	9% (16)	1% (1)	10% (19)	182

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Table BRD4: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, which of the following is most important?

Demographic	Price	The brand that manufactures the device	Compatibility with other devices you may already own, such as your smart-phone		Speaker / audio quality	Access to a variety of music streaming services		Aesthetics or look of the device	Accuracy of the device's voice recognition	Ability for the device to integrate with other services or platforms, such as controlling smart lightbulbs		Other (Please Specify)	Don't Know / No Opinion	Total N
Adults	30% (650)	4% (97)	14% (317)	7% (155)	3% (70)	2% (34)	14% (312)	7% (155)	1% (26)	18% (386)	2200			
Relig: Protestant	32% (157)	4% (19)	15% (74)	6% (31)	1% (7)	1% (5)	13% (63)	8% (37)	1% (6)	18% (86)	486			
Relig: Roman Catholic	27% (138)	6% (28)	15% (77)	8% (40)	5% (24)	2% (11)	14% (71)	6% (30)	1% (7)	17% (84)	510			
Relig: Ath./Agn./None	29% (166)	3% (18)	15% (83)	6% (33)	3% (15)	1% (7)	15% (85)	7% (40)	1% (4)	21% (121)	571			
Relig: Something Else	28% (103)	4% (15)	14% (53)	8% (29)	3% (12)	3% (10)	18% (65)	8% (30)	1% (5)	12% (45)	366			
Relig: Jewish	28% (16)	3% (2)	18% (10)	11% (6)	1% (1)	— (0)	24% (14)	2% (1)	— (0)	12% (7)	56			
Relig: Evangelical	29% (194)	6% (42)	14% (93)	8% (51)	3% (22)	2% (11)	12% (77)	8% (52)	2% (11)	17% (111)	664			
Relig: Non-Evang. Catholics	31% (187)	4% (21)	15% (87)	7% (42)	4% (21)	1% (6)	14% (85)	6% (33)	1% (6)	18% (110)	598			
Relig: All Christian	30% (381)	5% (63)	14% (180)	7% (93)	3% (43)	1% (17)	13% (162)	7% (85)	1% (17)	17% (220)	1262			
Relig: All Non-Christian	29% (269)	4% (34)	15% (136)	7% (62)	3% (27)	2% (17)	16% (149)	7% (70)	1% (9)	18% (166)	937			
Community: Urban	27% (171)	5% (32)	15% (96)	9% (56)	4% (28)	2% (15)	12% (75)	8% (54)	1% (7)	16% (102)	637			
Community: Suburban	31% (297)	4% (37)	15% (143)	6% (60)	2% (23)	1% (9)	15% (145)	7% (62)	1% (12)	17% (159)	947			
Community: Rural	30% (182)	5% (28)	13% (78)	6% (39)	3% (18)	2% (10)	15% (91)	6% (39)	1% (7)	20% (125)	616			
Employ: Private Sector	30% (201)	4% (28)	17% (112)	7% (47)	4% (27)	1% (8)	14% (97)	10% (69)	1% (8)	12% (79)	676			
Employ: Government	22% (31)	5% (7)	16% (22)	10% (14)	4% (6)	4% (6)	13% (19)	12% (17)	— (1)	12% (16)	139			
Employ: Self-Employed	24% (48)	6% (13)	17% (34)	9% (17)	5% (10)	2% (4)	13% (27)	8% (17)	1% (3)	14% (28)	200			
Employ: Homemaker	31% (58)	5% (10)	11% (20)	7% (12)	2% (4)	5% (9)	14% (25)	4% (8)	— (0)	21% (39)	185			
Employ: Student	22% (27)	5% (6)	18% (22)	12% (15)	7% (9)	4% (4)	14% (17)	7% (8)	— (1)	11% (13)	123			
Employ: Retired	34% (172)	4% (22)	11% (55)	8% (39)	1% (4)	— (2)	16% (79)	3% (16)	1% (7)	22% (108)	503			
Employ: Unemployed	31% (65)	4% (7)	14% (30)	2% (5)	2% (5)	— (0)	10% (22)	5% (11)	1% (3)	30% (64)	212			
Employ: Other	29% (48)	2% (4)	14% (23)	4% (6)	3% (5)	— (1)	15% (25)	5% (9)	3% (5)	24% (39)	163			
Job Type: White-collar	24% (172)	4% (30)	16% (111)	9% (65)	3% (23)	2% (17)	17% (120)	8% (59)	1% (10)	14% (99)	707			
Job Type: Blue-collar	33% (325)	4% (40)	15% (146)	6% (59)	3% (27)	1% (11)	15% (148)	7% (73)	1% (11)	16% (156)	995			
Job Type: Don't Know	31% (153)	5% (27)	12% (60)	6% (31)	4% (20)	1% (5)	9% (44)	5% (23)	1% (5)	26% (131)	498			
Military HH: Yes	27% (123)	6% (29)	14% (63)	7% (33)	2% (9)	3% (13)	16% (71)	6% (29)	1% (6)	17% (76)	452			
Military HH: No	30% (527)	4% (68)	15% (254)	7% (122)	3% (61)	1% (21)	14% (241)	7% (126)	1% (20)	18% (310)	1748			
RD/WT: Right Direction	26% (246)	6% (60)	15% (137)	8% (77)	3% (33)	2% (16)	13% (121)	9% (82)	1% (11)	17% (160)	943			
RD/WT: Wrong Track	32% (403)	3% (37)	14% (180)	6% (78)	3% (37)	1% (17)	15% (191)	6% (73)	1% (15)	18% (226)	1257			
Strongly Approve	29% (147)	6% (28)	12% (62)	7% (37)	3% (16)	2% (9)	11% (56)	9% (46)	2% (8)	19% (97)	506			
Somewhat Approve	28% (127)	6% (26)	14% (66)	7% (32)	3% (16)	2% (9)	15% (70)	7% (31)	1% (3)	17% (79)	457			
Somewhat Disapprove	31% (104)	3% (10)	13% (44)	9% (29)	5% (17)	1% (3)	16% (52)	8% (27)	— (1)	13% (44)	331			
Strongly Disapprove	30% (227)	4% (27)	17% (127)	7% (54)	3% (20)	2% (13)	16% (120)	6% (43)	2% (13)	16% (120)	764			
Dont Know / No Opinion	32% (46)	4% (6)	13% (18)	2% (2)	— (1)	— (0)	10% (14)	5% (7)	1% (1)	33% (46)	141			

Continued on next page

Table BRD4: When thinking about features included in a voice controlled smart assistant, such as an Amazon Echo or Google Home, which of the following is most important?

Demographic	Price	The brand that manufactures the device	Compatibility with other devices you may already own, such as your smartphone	Speaker / audio quality	Access to a variety of music streaming services	Aesthetics or look of the device	Accuracy of the device's voice recognition	Ability for the device to integrate with other services or platforms, such as controlling smart lightbulbs	Other (Please Specify)	Don't Know / No Opinion	Total N
Adults	30% (650)	4% (97)	14% (317)	7% (155)	3% (70)	2% (34)	14% (312)	7% (155)	1% (26)	18% (386)	2200
#1 Issue: Economy	32% (189)	3% (19)	16% (91)	5% (31)	2% (13)	1% (7)	16% (96)	6% (35)	1% (6)	16% (95)	583
#1 Issue: Security	28% (129)	4% (20)	16% (75)	7% (31)	4% (16)	1% (5)	13% (57)	7% (34)	2% (7)	18% (84)	458
#1 Issue: Health Care	30% (118)	3% (10)	13% (54)	8% (31)	3% (12)	1% (3)	14% (58)	7% (30)	— (1)	20% (82)	400
#1 Issue: Medicare / Social Security	32% (94)	5% (16)	9% (27)	9% (26)	3% (8)	1% (2)	13% (38)	7% (20)	1% (4)	19% (54)	289
#1 Issue: Women's Issues	33% (42)	7% (9)	15% (19)	9% (11)	4% (6)	2% (3)	8% (10)	9% (11)	— (0)	12% (16)	127
#1 Issue: Education	25% (40)	6% (9)	13% (21)	11% (18)	5% (8)	3% (5)	15% (24)	9% (14)	1% (2)	13% (22)	161
#1 Issue: Energy	20% (22)	9% (10)	18% (19)	5% (6)	5% (6)	7% (7)	16% (17)	9% (9)	— (0)	11% (12)	107
#1 Issue: Other	20% (15)	6% (5)	15% (11)	2% (2)	— (0)	1% (1)	16% (12)	2% (2)	8% (6)	29% (22)	75
2016 Vote: Democrat Hillary Clinton	29% (215)	5% (36)	16% (116)	8% (60)	3% (20)	2% (18)	14% (102)	7% (54)	1% (10)	16% (116)	746
2016 Vote: Republican Donald Trump	28% (231)	6% (48)	14% (114)	7% (55)	3% (26)	1% (9)	15% (126)	7% (61)	1% (11)	17% (141)	822
2016 Vote: Someone else	29% (45)	2% (4)	13% (20)	10% (15)	2% (4)	1% (1)	15% (23)	6% (9)	2% (3)	21% (32)	155
2012 Vote: Barack Obama	29% (248)	4% (38)	14% (123)	9% (75)	3% (30)	2% (13)	14% (124)	9% (75)	1% (10)	14% (124)	859
2012 Vote: Mitt Romney	29% (187)	6% (36)	14% (89)	7% (44)	2% (10)	1% (7)	14% (92)	7% (43)	2% (12)	19% (119)	639
2012 Vote: Other	35% (31)	4% (4)	6% (6)	4% (4)	4% (4)	— (0)	15% (13)	3% (3)	2% (1)	27% (24)	89
2012 Vote: Didn't Vote	30% (184)	3% (19)	16% (99)	5% (32)	4% (27)	2% (13)	13% (82)	6% (35)	— (2)	20% (120)	612
4-Region: Northeast	31% (123)	5% (19)	13% (51)	7% (28)	3% (14)	2% (7)	16% (66)	5% (19)	1% (5)	17% (68)	401
4-Region: Midwest	31% (149)	5% (23)	15% (69)	7% (32)	2% (10)	2% (8)	15% (70)	5% (25)	1% (4)	18% (84)	473
4-Region: South	28% (228)	4% (34)	17% (138)	6% (51)	3% (25)	1% (9)	14% (111)	8% (65)	1% (10)	18% (143)	814
4-Region: West	29% (149)	4% (20)	11% (58)	9% (44)	4% (21)	2% (10)	13% (65)	9% (46)	1% (7)	18% (90)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD5: How much have you seen, read or heard recently about Apple's announcement of a new product, the "HomePod"?

Demographic	A lot		Some		Not much		Nothing		Total N
Adults	10%	(214)	17%	(365)	22%	(477)	52%	(1143)	2200
Gender: Male	13%	(135)	20%	(208)	20%	(215)	47%	(501)	1059
Gender: Female	7%	(79)	14%	(157)	23%	(262)	56%	(643)	1141
Age: 18-29	13%	(64)	23%	(112)	21%	(102)	42%	(202)	479
Age: 30-44	20%	(112)	19%	(105)	20%	(109)	41%	(230)	555
Age: 45-54	6%	(24)	12%	(48)	23%	(88)	58%	(225)	385
Age: 55-64	2%	(8)	15%	(56)	24%	(90)	60%	(229)	383
Age: 65+	2%	(6)	11%	(44)	22%	(89)	65%	(258)	398
PID: Dem (no lean)	11%	(82)	18%	(142)	22%	(173)	49%	(382)	779
PID: Ind (no lean)	7%	(51)	15%	(108)	22%	(156)	56%	(397)	712
PID: Rep (no lean)	11%	(81)	16%	(116)	21%	(148)	51%	(365)	709
PID/Gender: Dem Men	16%	(53)	23%	(75)	18%	(60)	43%	(144)	332
PID/Gender: Dem Women	7%	(29)	15%	(66)	25%	(113)	53%	(239)	448
PID/Gender: Ind Men	8%	(30)	17%	(60)	23%	(83)	52%	(186)	359
PID/Gender: Ind Women	6%	(21)	14%	(48)	21%	(73)	60%	(211)	353
PID/Gender: Rep Men	14%	(52)	20%	(73)	20%	(72)	47%	(171)	368
PID/Gender: Rep Women	8%	(29)	13%	(43)	22%	(76)	57%	(193)	341
Tea Party: Supporter	24%	(149)	20%	(126)	17%	(109)	39%	(245)	628
Tea Party: Not Supporter	4%	(65)	15%	(236)	24%	(366)	57%	(889)	1556
Ideo: Liberal (1-3)	18%	(135)	19%	(147)	21%	(159)	42%	(317)	758
Ideo: Moderate (4)	5%	(24)	16%	(79)	25%	(125)	54%	(272)	499
Ideo: Conservative (5-7)	6%	(44)	17%	(123)	22%	(158)	55%	(406)	731
Educ: < College	8%	(129)	16%	(252)	22%	(342)	54%	(843)	1566
Educ: Bachelors degree	12%	(52)	17%	(71)	23%	(94)	48%	(199)	416
Educ: Post-grad	15%	(33)	19%	(42)	19%	(42)	47%	(102)	219
Income: Under 50k	9%	(122)	15%	(214)	20%	(283)	55%	(768)	1386
Income: 50k-100k	9%	(56)	17%	(102)	25%	(148)	49%	(289)	595
Income: 100k+	17%	(36)	23%	(49)	21%	(46)	40%	(87)	218
Ethnicity: White	8%	(143)	15%	(264)	22%	(386)	55%	(957)	1750
Ethnicity: Hispanic	21%	(68)	19%	(61)	20%	(65)	41%	(135)	329
Ethnicity: Afr. Am.	15%	(41)	19%	(52)	19%	(51)	46%	(124)	268

Continued on next page

Table BRD5: How much have you seen, read or heard recently about Apple's announcement of a new product, the "HomePod"?

Demographic	A lot		Some		Not much		Nothing		Total N
Adults	10%	(214)	17%	(365)	22%	(477)	52%	(1143)	2200
Ethnicity: Other	17%	(30)	27%	(49)	22%	(40)	34%	(62)	182
Relig: Protestant	9%	(45)	14%	(67)	21%	(103)	56%	(271)	486
Relig: Roman Catholic	14%	(74)	17%	(85)	20%	(100)	49%	(251)	510
Relig: Ath./Agn./None	4%	(25)	16%	(91)	21%	(121)	59%	(334)	571
Relig: Something Else	13%	(47)	22%	(80)	25%	(90)	41%	(149)	366
Relig: Jewish	16%	(9)	23%	(13)	25%	(14)	36%	(21)	56
Relig: Evangelical	17%	(110)	15%	(99)	21%	(138)	48%	(318)	664
Relig: Non-Evang. Catholics	5%	(33)	16%	(95)	21%	(128)	57%	(342)	598
Relig: All Christian	11%	(142)	15%	(194)	21%	(266)	52%	(660)	1262
Relig: All Non-Christian	8%	(72)	18%	(171)	22%	(210)	52%	(483)	937
Community: Urban	17%	(109)	17%	(108)	17%	(110)	49%	(309)	637
Community: Suburban	7%	(65)	17%	(160)	23%	(218)	53%	(503)	947
Community: Rural	6%	(39)	16%	(96)	24%	(149)	54%	(332)	616
Employ: Private Sector	16%	(106)	19%	(131)	23%	(152)	42%	(287)	676
Employ: Government	14%	(20)	27%	(38)	16%	(22)	43%	(60)	139
Employ: Self-Employed	14%	(27)	21%	(42)	22%	(45)	43%	(86)	200
Employ: Homemaker	7%	(13)	14%	(25)	15%	(28)	64%	(119)	185
Employ: Student	11%	(13)	20%	(25)	26%	(32)	43%	(53)	123
Employ: Retired	2%	(10)	11%	(54)	25%	(127)	62%	(312)	503
Employ: Unemployed	5%	(11)	16%	(34)	15%	(31)	64%	(136)	212
Employ: Other	9%	(15)	10%	(16)	25%	(41)	56%	(92)	163
Job Type: White-collar	13%	(95)	22%	(152)	21%	(151)	44%	(309)	707
Job Type: Blue-collar	8%	(84)	16%	(158)	21%	(214)	54%	(540)	995
Job Type: Don't Know	7%	(36)	11%	(56)	23%	(113)	59%	(294)	498
Military HH: Yes	11%	(52)	15%	(68)	21%	(95)	53%	(238)	452
Military HH: No	9%	(162)	17%	(297)	22%	(383)	52%	(906)	1748
RD/WT: Right Direction	16%	(150)	17%	(165)	21%	(196)	46%	(432)	943
RD/WT: Wrong Track	5%	(65)	16%	(200)	22%	(281)	57%	(711)	1257

Continued on next page

Table BRD5: How much have you seen, read or heard recently about Apple’s announcement of a new product, the “HomePod”?

Demographic	A lot		Some		Not much		Nothing		Total N
Adults	10%	(214)	17%	(365)	22%	(477)	52%	(1143)	2200
Strongly Approve	19%	(99)	13%	(64)	19%	(97)	49%	(247)	506
Somewhat Approve	8%	(35)	20%	(92)	21%	(95)	51%	(235)	457
Somewhat Disapprove	6%	(21)	24%	(79)	24%	(78)	46%	(153)	331
Strongly Disapprove	7%	(52)	16%	(122)	23%	(175)	54%	(416)	764
Dont Know / No Opinion	6%	(8)	6%	(8)	23%	(32)	65%	(92)	141
#1 Issue: Economy	7%	(44)	19%	(108)	21%	(122)	53%	(310)	583
#1 Issue: Security	8%	(35)	13%	(61)	22%	(102)	57%	(260)	458
#1 Issue: Health Care	11%	(43)	16%	(62)	27%	(107)	47%	(187)	400
#1 Issue: Medicare / Social Security	7%	(19)	13%	(39)	20%	(59)	60%	(173)	289
#1 Issue: Women’s Issues	18%	(23)	20%	(26)	15%	(19)	47%	(60)	127
#1 Issue: Education	17%	(27)	20%	(32)	25%	(40)	39%	(62)	161
#1 Issue: Energy	18%	(19)	27%	(29)	17%	(18)	38%	(41)	107
#1 Issue: Other	7%	(5)	10%	(8)	16%	(12)	67%	(50)	75
2016 Vote: Democrat Hillary Clinton	12%	(87)	18%	(136)	21%	(154)	49%	(369)	746
2016 Vote: Republican Donald Trump	13%	(104)	16%	(135)	21%	(176)	49%	(407)	822
2016 Vote: Someone else	3%	(4)	12%	(18)	25%	(40)	60%	(94)	155
2012 Vote: Barack Obama	13%	(112)	19%	(164)	21%	(180)	47%	(402)	859
2012 Vote: Mitt Romney	10%	(62)	14%	(86)	23%	(146)	54%	(345)	639
2012 Vote: Other	5%	(5)	9%	(8)	22%	(20)	64%	(58)	89
2012 Vote: Didn’t Vote	6%	(35)	17%	(107)	21%	(132)	55%	(339)	612
4-Region: Northeast	8%	(32)	17%	(70)	25%	(101)	50%	(200)	401
4-Region: Midwest	7%	(33)	16%	(76)	22%	(105)	55%	(259)	473
4-Region: South	10%	(80)	18%	(150)	21%	(168)	51%	(417)	814
4-Region: West	14%	(69)	14%	(70)	20%	(103)	52%	(268)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD6: As you may know, Apple recently announced it will be releasing a new product in December 2017, called the Apple HomePod. The HomePod is a voice controlled smart assistant and music speaker. How interested are you in purchasing a HomePod when it is released in December 2017?

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	13%	(286)	20%	(442)	20%	(444)	35%	(761)	12%	(267)	2200
Gender: Male	15%	(161)	20%	(211)	20%	(215)	34%	(356)	11%	(116)	1059
Gender: Female	11%	(125)	20%	(231)	20%	(229)	35%	(405)	13%	(151)	1141
Age: 18-29	17%	(83)	24%	(114)	18%	(85)	25%	(121)	16%	(76)	479
Age: 30-44	25%	(139)	23%	(130)	14%	(76)	25%	(140)	13%	(70)	555
Age: 45-54	10%	(37)	22%	(85)	24%	(93)	31%	(121)	13%	(50)	385
Age: 55-64	4%	(15)	18%	(68)	24%	(92)	45%	(173)	9%	(35)	383
Age: 65+	3%	(11)	12%	(46)	24%	(97)	52%	(206)	9%	(37)	398
PID: Dem (no lean)	15%	(117)	22%	(172)	22%	(174)	28%	(220)	12%	(96)	779
PID: Ind (no lean)	9%	(62)	16%	(117)	19%	(134)	41%	(294)	15%	(106)	712
PID: Rep (no lean)	15%	(108)	22%	(153)	19%	(136)	35%	(247)	9%	(66)	709
PID/Gender: Dem Men	19%	(64)	23%	(76)	23%	(75)	25%	(83)	10%	(34)	332
PID/Gender: Dem Women	12%	(53)	21%	(96)	22%	(99)	31%	(138)	14%	(62)	448
PID/Gender: Ind Men	9%	(34)	18%	(66)	20%	(73)	40%	(143)	12%	(44)	359
PID/Gender: Ind Women	8%	(28)	14%	(51)	17%	(61)	43%	(151)	18%	(62)	353
PID/Gender: Rep Men	17%	(64)	19%	(69)	18%	(67)	35%	(131)	10%	(38)	368
PID/Gender: Rep Women	13%	(44)	25%	(84)	20%	(69)	34%	(116)	8%	(27)	341
Tea Party: Supporter	27%	(171)	22%	(137)	16%	(101)	27%	(172)	7%	(46)	628
Tea Party: Not Supporter	7%	(114)	19%	(302)	22%	(338)	37%	(583)	14%	(219)	1556
Ideo: Liberal (1-3)	23%	(177)	21%	(159)	19%	(142)	28%	(214)	9%	(66)	758
Ideo: Moderate (4)	6%	(31)	22%	(108)	21%	(106)	37%	(184)	14%	(70)	499
Ideo: Conservative (5-7)	9%	(68)	21%	(155)	22%	(158)	39%	(288)	9%	(63)	731
Educ: < College	12%	(192)	19%	(294)	21%	(322)	35%	(542)	14%	(216)	1566
Educ: Bachelors degree	15%	(64)	24%	(99)	18%	(75)	34%	(141)	9%	(37)	416
Educ: Post-grad	14%	(31)	22%	(49)	21%	(47)	36%	(78)	6%	(14)	219

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Table BRD6: As you may know, Apple recently announced it will be releasing a new product in December 2017, called the Apple HomePod. The HomePod is a voice controlled smart assistant and music speaker. How interested are you in purchasing a HomePod when it is released in December 2017?

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	13%	(286)	20%	(442)	20%	(444)	35%	(761)	12%	(267)	2200
Income: Under 50k	12%	(173)	17%	(241)	21%	(287)	36%	(497)	14%	(188)	1386
Income: 50k-100k	12%	(71)	25%	(147)	18%	(110)	34%	(203)	11%	(64)	595
Income: 100k+	19%	(42)	25%	(54)	22%	(47)	27%	(60)	7%	(15)	218
Ethnicity: White	11%	(186)	20%	(341)	20%	(355)	38%	(663)	12%	(205)	1750
Ethnicity: Hispanic	25%	(81)	19%	(61)	17%	(58)	26%	(87)	13%	(43)	329
Ethnicity: Afr. Am.	24%	(64)	22%	(58)	19%	(51)	21%	(56)	14%	(38)	268
Ethnicity: Other	20%	(36)	23%	(43)	21%	(38)	23%	(41)	13%	(24)	182
Relig: Protestant	12%	(59)	14%	(69)	22%	(105)	42%	(205)	10%	(48)	486
Relig: Roman Catholic	17%	(88)	22%	(111)	19%	(98)	31%	(157)	11%	(56)	510
Relig: Ath./Agn./None	7%	(41)	18%	(102)	24%	(134)	35%	(202)	16%	(91)	571
Relig: Something Else	17%	(62)	26%	(95)	18%	(64)	30%	(111)	9%	(34)	366
Relig: Jewish	22%	(12)	22%	(12)	13%	(7)	38%	(21)	5%	(3)	56
Relig: Evangelical	19%	(126)	20%	(131)	17%	(111)	32%	(214)	12%	(81)	664
Relig: Non-Evang. Catholics	10%	(57)	19%	(113)	22%	(134)	39%	(233)	10%	(61)	598
Relig: All Christian	15%	(183)	19%	(244)	19%	(245)	35%	(447)	11%	(142)	1262
Relig: All Non-Christian	11%	(103)	21%	(197)	21%	(198)	33%	(313)	13%	(125)	937
Community: Urban	18%	(114)	23%	(144)	18%	(117)	28%	(180)	13%	(81)	637
Community: Suburban	11%	(107)	18%	(170)	22%	(212)	38%	(357)	11%	(101)	947
Community: Rural	11%	(65)	21%	(128)	19%	(115)	36%	(223)	14%	(85)	616
Employ: Private Sector	19%	(131)	26%	(178)	18%	(125)	27%	(184)	9%	(58)	676
Employ: Government	23%	(32)	22%	(31)	18%	(25)	26%	(36)	11%	(16)	139
Employ: Self-Employed	17%	(33)	20%	(39)	24%	(49)	31%	(62)	8%	(17)	200
Employ: Homemaker	11%	(19)	22%	(41)	17%	(31)	29%	(54)	21%	(39)	185
Employ: Student	14%	(17)	21%	(26)	20%	(24)	31%	(38)	14%	(17)	123
Employ: Retired	3%	(16)	13%	(65)	25%	(123)	50%	(251)	9%	(47)	503
Employ: Unemployed	12%	(24)	16%	(33)	15%	(32)	38%	(81)	19%	(41)	212
Employ: Other	8%	(14)	17%	(28)	22%	(35)	34%	(55)	19%	(31)	163

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Table BRD6: As you may know, Apple recently announced it will be releasing a new product in December 2017, called the Apple HomePod. The HomePod is a voice controlled smart assistant and music speaker. How interested are you in purchasing a HomePod when it is released in December 2017?

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't Know / No Opinion	Total N
Adults	13% (286)	20% (442)	20% (444)	35% (761)	12% (267)	2200
Job Type: White-collar	17% (117)	24% (172)	21% (148)	32% (227)	6% (44)	707
Job Type: Blue-collar	12% (122)	19% (191)	21% (210)	38% (378)	9% (94)	995
Job Type: Don't Know	10% (47)	16% (79)	17% (86)	31% (156)	26% (129)	498
Military HH: Yes	15% (69)	16% (73)	20% (92)	39% (176)	9% (42)	452
Military HH: No	12% (217)	21% (369)	20% (352)	33% (585)	13% (225)	1748
RD/WT: Right Direction	20% (187)	22% (209)	18% (166)	30% (283)	10% (98)	943
RD/WT: Wrong Track	8% (99)	19% (233)	22% (277)	38% (478)	13% (169)	1257
Strongly Approve	24% (123)	15% (75)	17% (87)	34% (173)	10% (49)	506
Somewhat Approve	9% (39)	26% (117)	22% (102)	34% (155)	10% (45)	457
Somewhat Disapprove	8% (28)	31% (104)	24% (78)	26% (86)	10% (35)	331
Strongly Disapprove	12% (90)	17% (134)	21% (160)	39% (296)	11% (84)	764
Dont Know / No Opinion	5% (7)	9% (13)	12% (16)	36% (51)	38% (54)	141
#1 Issue: Economy	12% (69)	22% (126)	21% (120)	37% (214)	9% (54)	583
#1 Issue: Security	13% (60)	19% (87)	19% (89)	36% (165)	12% (57)	458
#1 Issue: Health Care	12% (49)	20% (79)	19% (75)	34% (136)	15% (61)	400
#1 Issue: Medicare / Social Security	9% (25)	18% (52)	23% (66)	42% (121)	9% (25)	289
#1 Issue: Women's Issues	21% (26)	20% (26)	19% (25)	25% (32)	14% (18)	127
#1 Issue: Education	21% (34)	21% (34)	25% (41)	19% (31)	13% (22)	161
#1 Issue: Energy	17% (18)	28% (30)	15% (16)	28% (30)	13% (14)	107
#1 Issue: Other	8% (6)	12% (9)	17% (13)	42% (31)	21% (16)	75
2016 Vote: Democrat Hillary Clinton	15% (114)	21% (158)	22% (163)	30% (225)	12% (86)	746
2016 Vote: Republican Donald Trump	15% (127)	20% (161)	19% (157)	37% (305)	9% (72)	822
2016 Vote: Someone else	8% (12)	17% (26)	16% (24)	42% (65)	18% (28)	155
2012 Vote: Barack Obama	18% (151)	23% (196)	21% (178)	29% (249)	10% (85)	859
2012 Vote: Mitt Romney	12% (77)	18% (118)	18% (115)	42% (270)	9% (59)	639
2012 Vote: Other	7% (7)	14% (12)	18% (16)	46% (41)	15% (14)	89
2012 Vote: Didn't Vote	8% (52)	19% (116)	22% (135)	33% (201)	18% (109)	612

Continued on next page

Table BRD6: As you may know, Apple recently announced it will be releasing a new product in December 2017, called the Apple HomePod. The HomePod is a voice controlled smart assistant and music speaker. How interested are you in purchasing a HomePod when it is released in December 2017?

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't Know / No Opinion	Total N
Adults	13% (286)	20% (442)	20% (444)	35% (761)	12% (267)	2200
4-Region: Northeast	12% (49)	20% (81)	20% (82)	37% (147)	11% (42)	401
4-Region: Midwest	9% (40)	16% (74)	20% (94)	42% (199)	14% (66)	473
4-Region: South	14% (116)	22% (179)	21% (174)	30% (246)	12% (99)	814
4-Region: West	16% (81)	21% (107)	18% (93)	33% (169)	12% (61)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD7: Here is some additional information about the Apple HomePod and other devices that offer similar features. After seeing this, how interested are you in purchasing the Apple HomePod?

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	12%	(254)	18%	(391)	23%	(515)	38%	(837)	9%	(202)	2200
Gender: Male	14%	(150)	18%	(193)	23%	(245)	37%	(392)	8%	(79)	1059
Gender: Female	9%	(104)	17%	(198)	24%	(270)	39%	(445)	11%	(123)	1141
Age: 18-29	16%	(78)	22%	(104)	25%	(120)	25%	(119)	12%	(58)	479
Age: 30-44	23%	(125)	21%	(116)	18%	(99)	28%	(158)	10%	(57)	555
Age: 45-54	8%	(31)	19%	(73)	25%	(98)	36%	(140)	11%	(43)	385
Age: 55-64	4%	(14)	14%	(55)	24%	(93)	51%	(196)	7%	(26)	383
Age: 65+	2%	(6)	11%	(43)	26%	(105)	56%	(224)	5%	(19)	398
PID: Dem (no lean)	13%	(103)	19%	(152)	26%	(201)	32%	(251)	9%	(72)	779
PID: Ind (no lean)	8%	(54)	14%	(99)	24%	(169)	42%	(301)	12%	(89)	712
PID: Rep (no lean)	14%	(97)	20%	(140)	20%	(145)	40%	(285)	6%	(42)	709
PID/Gender: Dem Men	18%	(61)	20%	(67)	23%	(77)	31%	(103)	7%	(23)	332
PID/Gender: Dem Women	9%	(42)	19%	(84)	28%	(124)	33%	(148)	11%	(49)	448
PID/Gender: Ind Men	9%	(33)	15%	(55)	25%	(89)	41%	(146)	10%	(37)	359
PID/Gender: Ind Women	6%	(21)	13%	(45)	23%	(80)	44%	(155)	15%	(52)	353
PID/Gender: Rep Men	15%	(56)	19%	(71)	21%	(79)	39%	(143)	5%	(20)	368
PID/Gender: Rep Women	12%	(41)	20%	(70)	19%	(66)	42%	(142)	6%	(22)	341
Tea Party: Supporter	25%	(157)	21%	(133)	20%	(127)	29%	(181)	5%	(30)	628
Tea Party: Not Supporter	6%	(95)	17%	(257)	25%	(384)	42%	(649)	11%	(170)	1556
Ideo: Liberal (1-3)	21%	(160)	21%	(158)	23%	(172)	30%	(225)	6%	(43)	758
Ideo: Moderate (4)	5%	(27)	17%	(85)	25%	(126)	42%	(209)	11%	(53)	499
Ideo: Conservative (5-7)	7%	(55)	19%	(139)	25%	(179)	44%	(321)	5%	(37)	731
Educ: < College	10%	(153)	18%	(283)	24%	(372)	37%	(584)	11%	(174)	1566
Educ: Bachelors degree	17%	(70)	18%	(73)	22%	(90)	39%	(163)	5%	(19)	416
Educ: Post-grad	14%	(31)	16%	(35)	24%	(53)	41%	(90)	4%	(9)	219
Income: Under 50k	10%	(137)	17%	(230)	23%	(316)	40%	(551)	11%	(153)	1386
Income: 50k-100k	14%	(82)	18%	(108)	25%	(150)	36%	(217)	6%	(38)	595
Income: 100k+	16%	(35)	25%	(54)	23%	(49)	31%	(69)	5%	(11)	218

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Table BRD7: Here is some additional information about the Apple HomePod and other devices that offer similar features. After seeing this, how interested are you in purchasing the Apple HomePod?

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't Know / No Opinion	Total N
Adults	12% (254)	18% (391)	23% (515)	38% (837)	9% (202)	2200
Ethnicity: White	9% (158)	17% (302)	23% (408)	41% (719)	9% (162)	1750
Ethnicity: Hispanic	24% (78)	18% (61)	24% (78)	24% (78)	11% (35)	329
Ethnicity: Afr. Am.	23% (61)	22% (59)	20% (55)	26% (69)	9% (24)	268
Ethnicity: Other	20% (36)	16% (30)	28% (52)	27% (49)	9% (16)	182
Relig: Protestant	10% (51)	13% (62)	25% (121)	46% (223)	6% (28)	486
Relig: Roman Catholic	15% (75)	21% (105)	21% (109)	36% (182)	8% (40)	510
Relig: Ath./Agn./None	7% (40)	14% (81)	27% (156)	38% (219)	13% (75)	571
Relig: Something Else	15% (55)	25% (91)	21% (76)	32% (116)	8% (29)	366
Relig: Jewish	22% (12)	18% (10)	16% (9)	43% (24)	1% (1)	56
Relig: Evangelical	17% (111)	19% (123)	20% (132)	37% (243)	8% (55)	664
Relig: Non-Evang. Catholics	8% (48)	16% (96)	25% (152)	43% (259)	7% (43)	598
Relig: All Christian	13% (160)	17% (219)	22% (283)	40% (501)	8% (99)	1262
Relig: All Non-Christian	10% (95)	18% (172)	25% (232)	36% (335)	11% (103)	937
Community: Urban	16% (100)	21% (132)	22% (141)	32% (206)	9% (58)	637
Community: Suburban	9% (87)	17% (162)	26% (243)	40% (382)	8% (73)	947
Community: Rural	11% (68)	16% (98)	21% (131)	40% (248)	11% (70)	616
Employ: Private Sector	18% (121)	22% (148)	24% (159)	31% (208)	6% (39)	676
Employ: Government	19% (26)	28% (39)	20% (28)	28% (38)	6% (8)	139
Employ: Self-Employed	14% (27)	22% (44)	26% (52)	32% (64)	6% (12)	200
Employ: Homemaker	7% (13)	13% (23)	27% (50)	34% (63)	19% (35)	185
Employ: Student	14% (17)	21% (26)	26% (32)	30% (36)	9% (11)	123
Employ: Retired	3% (14)	12% (63)	24% (123)	55% (275)	6% (29)	503
Employ: Unemployed	10% (20)	13% (27)	17% (37)	43% (91)	18% (37)	212
Employ: Other	10% (17)	13% (22)	21% (34)	38% (61)	18% (30)	163
Job Type: White-collar	16% (114)	22% (152)	23% (163)	36% (254)	3% (23)	707
Job Type: Blue-collar	10% (102)	18% (179)	23% (231)	42% (415)	7% (69)	995
Job Type: Don't Know	8% (38)	12% (61)	24% (122)	34% (168)	22% (110)	498
Military HH: Yes	12% (54)	15% (69)	26% (119)	43% (195)	3% (16)	452
Military HH: No	11% (201)	18% (323)	23% (396)	37% (642)	11% (186)	1748

Continued on next page

Table BRD7: Here is some additional information about the Apple HomePod and other devices that offer similar features. After seeing this, how interested are you in purchasing the Apple HomePod?

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't Know / No Opinion	Total N
Adults	12% (254)	18% (391)	23% (515)	38% (837)	9% (202)	2200
RD/WT: Right Direction	18% (169)	22% (206)	19% (182)	34% (325)	6% (61)	943
RD/WT: Wrong Track	7% (85)	15% (185)	26% (333)	41% (512)	11% (141)	1257
Strongly Approve	21% (108)	17% (87)	18% (92)	38% (193)	5% (26)	506
Somewhat Approve	8% (39)	20% (93)	24% (109)	39% (177)	9% (41)	457
Somewhat Disapprove	8% (28)	24% (78)	31% (101)	31% (102)	6% (21)	331
Strongly Disapprove	9% (72)	17% (127)	24% (183)	41% (317)	9% (65)	764
Dont Know / No Opinion	5% (7)	5% (6)	22% (31)	34% (47)	35% (49)	141
#1 Issue: Economy	10% (59)	18% (106)	25% (147)	37% (217)	9% (54)	583
#1 Issue: Security	8% (38)	18% (83)	23% (107)	41% (188)	9% (42)	458
#1 Issue: Health Care	11% (45)	17% (69)	22% (86)	39% (158)	10% (42)	400
#1 Issue: Medicare / Social Security	7% (22)	18% (52)	25% (71)	46% (133)	4% (12)	289
#1 Issue: Women's Issues	20% (25)	17% (22)	23% (29)	31% (39)	10% (13)	127
#1 Issue: Education	22% (36)	17% (27)	28% (45)	22% (36)	11% (18)	161
#1 Issue: Energy	20% (22)	26% (27)	15% (16)	31% (34)	8% (9)	107
#1 Issue: Other	10% (8)	7% (5)	20% (15)	45% (34)	17% (13)	75
2016 Vote: Democrat Hillary Clinton	13% (97)	19% (138)	27% (202)	33% (244)	9% (65)	746
2016 Vote: Republican Donald Trump	14% (118)	18% (147)	21% (174)	41% (336)	6% (48)	822
2016 Vote: Someone else	6% (9)	14% (21)	20% (32)	44% (68)	16% (26)	155
2012 Vote: Barack Obama	16% (133)	20% (172)	23% (200)	34% (294)	7% (59)	859
2012 Vote: Mitt Romney	12% (75)	16% (100)	20% (125)	46% (297)	7% (43)	639
2012 Vote: Other	4% (3)	15% (14)	23% (20)	48% (43)	10% (9)	89
2012 Vote: Didn't Vote	7% (43)	17% (106)	28% (169)	33% (204)	15% (91)	612
4-Region: Northeast	12% (50)	17% (67)	25% (100)	38% (152)	8% (32)	401
4-Region: Midwest	8% (39)	13% (64)	22% (103)	46% (215)	11% (53)	473
4-Region: South	12% (95)	19% (152)	26% (209)	35% (288)	9% (70)	814
4-Region: West	14% (70)	21% (108)	20% (104)	36% (181)	9% (47)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD8: Next, we are going to ask a few questions about the information related to voice controlled smart assistants and smart speakers. Here is some additional information about various voice controlled smart assistants and smart speakers. If you are on a mobile device, you may need to slide the image to the left or right to see all the information. Which of the following devices are you most likely to purchase?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play:1	Sonos Play:3	None	Other	Don't Know / No Opinion	Total
Adults	9% (198)	17%(366)	11%(234)	11%(248)	2% (44)	2% (42)	33%(716)	— (5)	16%(345)	220
Gender: Male	9% (99)	16% (171)	10% (111)	12%(125)	3% (32)	2% (25)	33%(346)	— (2)	14%(149)	105
Gender: Female	9% (99)	17%(195)	11%(124)	11%(124)	1% (13)	1% (17)	32%(370)	— (3)	17%(197)	114
Age: 18-29	16% (76)	18% (87)	12% (56)	16% (75)	3% (15)	3% (17)	17% (81)	1% (3)	14% (69)	47
Age: 30-44	10% (58)	21% (117)	8% (43)	18% (98)	3% (16)	3% (15)	25%(138)	— (0)	13% (70)	55
Age: 45-54	7% (27)	15% (60)	15% (56)	9% (34)	1% (3)	2% (7)	34% (131)	— (0)	18% (69)	38
Age: 55-64	5% (19)	12% (47)	11% (43)	6% (23)	1% (4)	— (1)	48%(182)	— (1)	16% (63)	38
Age: 65+	5% (19)	14% (56)	9% (36)	5% (19)	1% (5)	1% (2)	46%(183)	— (2)	19% (75)	39
PID: Dem (no lean)	9% (72)	18% (143)	10% (80)	14%(109)	3% (20)	1% (10)	27%(212)	— (2)	17%(132)	77
PID: Ind (no lean)	7% (50)	16% (117)	11% (78)	11% (79)	1% (6)	2% (17)	36%(257)	— (2)	15%(106)	71
PID: Rep (no lean)	11% (77)	15%(106)	11% (76)	8% (60)	3% (19)	2% (15)	35%(246)	— (2)	15%(108)	70
PID/Gender: Dem Men	11% (37)	19% (61)	8% (27)	17% (56)	4% (13)	1% (3)	27% (89)	— (1)	13% (45)	33
PID/Gender: Dem Women	8% (34)	18% (81)	12% (53)	12% (53)	1% (7)	2% (7)	28% (123)	— (2)	19% (87)	44
PID/Gender: Ind Men	6% (23)	16% (57)	12% (44)	10% (36)	1% (5)	4% (13)	36%(129)	— (0)	14% (52)	35
PID/Gender: Ind Women	8% (26)	17% (60)	10% (34)	12% (43)	— (1)	1% (3)	36%(128)	— (2)	15% (54)	35
PID/Gender: Rep Men	11% (39)	14% (52)	11% (40)	9% (32)	4% (14)	2% (9)	35%(128)	— (2)	14% (53)	36
PID/Gender: Rep Women	11% (38)	16% (54)	11% (36)	8% (28)	1% (5)	2% (6)	35% (118)	— (0)	16% (55)	34
Tea Party: Supporter	11% (67)	18% (114)	13% (82)	15% (92)	4% (24)	3% (21)	26%(165)	1% (4)	10% (60)	62
Tea Party: Not Supporter	8% (131)	16%(250)	10%(153)	10%(154)	1% (21)	1% (20)	35%(542)	— (2)	18%(283)	155
Ideo: Liberal (1-3)	12% (87)	19% (143)	12% (93)	15% (117)	3% (22)	3% (23)	24%(178)	— (0)	12% (94)	75
Ideo: Moderate (4)	7% (36)	19% (93)	10% (48)	9% (44)	1% (7)	2% (10)	36%(180)	1% (3)	15% (77)	49
Ideo: Conservative (5-7)	9% (65)	14%(105)	12% (85)	10% (74)	2% (12)	1% (9)	39%(283)	— (2)	13% (95)	73
Educ: < College	8% (119)	16%(256)	10%(154)	11%(177)	2% (30)	2% (28)	33%(513)	— (5)	18%(284)	156
Educ: Bachelors degree	14% (57)	18% (74)	12% (51)	10% (42)	2% (10)	2% (10)	30%(126)	— (0)	11% (45)	41
Educ: Post-grad	10% (22)	17% (36)	13% (29)	14% (30)	2% (4)	2% (4)	35% (76)	— (1)	8% (17)	21

Continued on next page

Table BRD8: Next, we are going to ask a few questions about the information related to voice controlled smart assistants and smart speakers. Here is some additional information about various voice controlled smart assistants and smart speakers. If you are on a mobile device, you may need to slide the image to the left or right to see all the information. Which of the following devices are you most likely to purchase?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play:1	Sonos Play:3	None	Other	Don't Know / No Opinion	Total
Adults	9% (198)	17%(366)	11%(234)	11%(248)	2% (44)	2% (42)	33% (716)	— (5)	16%(345)	220
Income: Under 50k	7% (100)	14% (195)	11% (146)	12% (169)	2% (26)	2% (26)	35%(488)	— (5)	17% (231)	138
Income: 50k-100k	12% (70)	20% (121)	10% (60)	9% (54)	2% (11)	2% (11)	30%(176)	— (0)	15% (92)	59
Income: 100k+	13% (28)	23% (50)	13% (28)	11% (25)	4% (8)	2% (5)	24% (51)	— (1)	11% (23)	21
Ethnicity: White	9% (152)	17%(297)	10%(179)	10%(168)	2% (33)	2% (35)	35%(605)	— (2)	16%(278)	175
Ethnicity: Hispanic	10% (34)	18% (58)	11% (36)	13% (44)	5% (15)	4% (13)	24% (78)	— (0)	15% (50)	32
Ethnicity: Afr. Am.	12% (32)	17% (46)	13% (35)	17% (45)	2% (5)	2% (4)	22% (58)	1% (3)	15% (40)	26
Ethnicity: Other	7% (14)	13% (23)	11% (21)	19% (35)	3% (6)	2% (3)	29% (53)	— (0)	15% (27)	18
Relig: Protestant	8% (36)	15% (71)	12% (57)	8% (39)	2% (10)	1% (4)	40% (193)	— (2)	15% (74)	48
Relig: Roman Catholic	10% (51)	21%(109)	9% (46)	9% (44)	3% (17)	3% (13)	31%(157)	— (2)	14% (70)	51
Relig: Ath./Agn./None	8% (48)	15% (83)	10% (57)	12% (66)	2% (9)	2% (10)	33%(189)	— (2)	19%(106)	57
Relig: Something Else	9% (32)	17% (61)	12% (42)	19% (70)	2% (6)	2% (8)	27%(100)	— (0)	13% (47)	36
Relig: Jewish	7% (4)	23% (13)	6% (3)	16% (9)	4% (2)	1% (1)	32% (18)	— (0)	11% (6)	5
Relig: Evangelical	11% (74)	17% (115)	12% (77)	10% (68)	2% (10)	2% (14)	30%(198)	— (2)	16%(104)	66
Relig: Non-Evang. Catholics	7% (45)	18%(106)	10% (58)	7% (44)	3% (19)	2% (9)	38%(227)	— (2)	15% (88)	59
Relig: All Christian	9% (119)	18% (221)	11% (135)	9% (112)	2% (30)	2% (24)	34%(425)	— (4)	15% (192)	126
Relig: All Non-Christian	8% (79)	15% (145)	11% (100)	15% (136)	2% (15)	2% (18)	31%(289)	— (2)	16% (153)	93
Community: Urban	10% (67)	18% (113)	9% (59)	13% (86)	3% (19)	3% (19)	30%(194)	— (2)	12% (79)	63
Community: Suburban	9% (81)	17%(160)	12% (111)	10% (99)	2% (14)	2% (15)	33%(316)	— (2)	16%(148)	94
Community: Rural	8% (51)	15% (93)	10% (64)	10% (64)	2% (11)	1% (8)	33%(206)	— (2)	19% (119)	61
Employ: Private Sector	12% (79)	22%(146)	9% (64)	12% (82)	2% (15)	3% (18)	29%(196)	— (2)	11% (74)	67
Employ: Government	14% (20)	18% (25)	13% (18)	13% (18)	4% (5)	2% (3)	25% (34)	— (0)	11% (16)	13
Employ: Self-Employed	12% (23)	16% (32)	16% (32)	14% (28)	3% (5)	3% (7)	27% (54)	1% (2)	9% (17)	20
Employ: Homemaker	9% (16)	13% (23)	8% (15)	15% (27)	1% (1)	1% (2)	29% (53)	— (0)	25% (46)	18
Employ: Student	11% (14)	20% (24)	9% (11)	15% (18)	5% (6)	4% (5)	26% (32)	— (0)	11% (13)	12
Employ: Retired	4% (22)	14% (70)	9% (45)	6% (29)	1% (7)	1% (3)	45%(228)	— (2)	19% (97)	50
Employ: Unemployed	5% (10)	11% (23)	13% (27)	12% (26)	2% (4)	2% (4)	33% (69)	— (0)	23% (48)	21
Employ: Other	8% (14)	14% (23)	13% (22)	12% (20)	1% (2)	— (0)	30% (50)	— (0)	20% (33)	16

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Table BRD8: Next, we are going to ask a few questions about the information related to voice controlled smart assistants and smart speakers. Here is some additional information about various voice controlled smart assistants and smart speakers. If you are on a mobile device, you may need to slide the image to the left or right to see all the information. Which of the following devices are you most likely to purchase?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play:1	Sonos Play:3	None	Other	Don't Know / No Opinion	Total
Adults	9% (198)	17%(366)	11%(234)	11%(248)	2% (44)	2% (42)	33% (716)	— (5)	16%(345)	220
Job Type: White-collar	11% (80)	20% (141)	12% (85)	12% (84)	3% (21)	2% (17)	29%(208)	— (2)	10% (68)	70
Job Type: Blue-collar	8% (79)	16% (159)	11% (107)	11% (110)	2% (19)	2% (19)	35%(349)	— (2)	15% (151)	99
Job Type: Don't Know	8% (39)	13% (67)	8% (42)	11% (54)	1% (4)	1% (6)	32%(159)	— (2)	25% (127)	49
Military HH: Yes	8% (38)	15% (67)	11% (50)	11% (51)	2% (10)	3% (11)	35%(159)	1% (3)	14% (63)	45
Military HH: No	9% (161)	17%(299)	11%(184)	11%(197)	2% (35)	2% (31)	32%(557)	— (2)	16%(283)	174
RD/WT: Right Direction	11% (101)	16% (151)	10% (95)	12% (111)	3% (28)	3% (25)	31%(288)	— (4)	15%(142)	94
RD/WT: Wrong Track	8% (98)	17% (215)	11%(140)	11%(138)	1% (16)	1% (17)	34%(427)	— (2)	16%(204)	125
Strongly Approve	10% (51)	14% (69)	10% (52)	10% (53)	2% (11)	3% (14)	36% (183)	1% (4)	14% (69)	50
Somewhat Approve	9% (40)	17% (78)	10% (46)	11% (52)	1% (7)	2% (8)	31% (141)	— (0)	19% (86)	45
Somewhat Disapprove	9% (28)	21% (70)	12% (41)	14% (47)	4% (12)	2% (6)	26% (87)	— (2)	11% (37)	33
Strongly Disapprove	9% (71)	17% (131)	11% (84)	12% (88)	2% (14)	2% (12)	34%(257)	— (0)	14%(106)	76
Dont Know / No Opinion	6% (8)	13% (18)	7% (10)	6% (9)	— (0)	1% (1)	34% (48)	— (0)	33% (47)	14
#1 Issue: Economy	9% (53)	17% (98)	12% (68)	11% (65)	1% (8)	2% (12)	32%(187)	— (2)	16% (91)	58
#1 Issue: Security	8% (35)	17% (79)	9% (39)	11% (49)	2% (8)	2% (9)	37%(168)	— (0)	15% (71)	45
#1 Issue: Health Care	9% (38)	19% (76)	10% (38)	10% (41)	2% (8)	1% (4)	33% (131)	— (0)	16% (63)	40
#1 Issue: Medicare / Social Security	9% (25)	15% (43)	12% (36)	6% (19)	2% (6)	1% (3)	38%(109)	— (0)	17% (49)	28
#1 Issue: Women's Issues	14% (18)	17% (22)	11% (15)	13% (17)	4% (5)	3% (4)	20% (26)	2% (3)	15% (19)	12
#1 Issue: Education	12% (20)	16% (25)	8% (14)	21% (34)	3% (5)	1% (2)	21% (34)	— (1)	17% (27)	16
#1 Issue: Energy	3% (4)	21% (23)	13% (14)	17% (18)	4% (4)	5% (6)	28% (30)	— (0)	9% (10)	10
#1 Issue: Other	8% (6)	2% (1)	16% (12)	9% (7)	2% (1)	2% (2)	41% (31)	— (0)	21% (15)	7
2016 Vote: Democrat Hillary Clinton	8% (62)	18%(137)	11% (85)	13%(100)	2% (15)	2% (14)	29%(214)	— (2)	16%(118)	74
2016 Vote: Republican Donald Trump	9% (76)	17% (137)	10% (79)	8% (66)	2% (19)	2% (16)	37%(308)	— (2)	15%(120)	82
2016 Vote: Someone else	9% (14)	20% (31)	11% (17)	9% (14)	4% (6)	1% (1)	34% (53)	— (0)	12% (19)	15
2012 Vote: Barack Obama	10% (86)	20%(168)	10% (88)	14% (116)	3% (22)	2% (16)	29%(246)	— (2)	13% (114)	85
2012 Vote: Mitt Romney	8% (48)	16%(102)	12% (74)	7% (45)	1% (9)	2% (10)	39%(252)	— (2)	15% (96)	63
2012 Vote: Other	2% (2)	18% (16)	9% (8)	10% (9)	1% (1)	1% (1)	42% (37)	— (0)	17% (15)	8
2012 Vote: Didn't Vote	10% (63)	13% (80)	11% (65)	13% (77)	2% (12)	2% (15)	29%(180)	— (2)	20%(120)	61

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Table BRD8: Next, we are going to ask a few questions about the information related to voice controlled smart assistants and smart speakers. Here is some additional information about various voice controlled smart assistants and smart speakers. If you are on a mobile device, you may need to slide the image to the left or right to see all the information. Which of the following devices are you most likely to purchase?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play:1	Sonos Play:3	None	Other	Don't Know / No Opinion	Total
Adults	9% (198)	17%(366)	11%(234)	11%(248)	2% (44)	2% (42)	33% (716)	— (5)	16%(345)	220
4-Region: Northeast	8% (31)	18% (72)	10% (41)	10% (41)	2% (8)	2% (7)	32%(128)	— (0)	18% (73)	40
4-Region: Midwest	9% (45)	17% (80)	9% (44)	12% (55)	1% (4)	1% (3)	36%(172)	— (0)	15% (71)	47
4-Region: South	9% (71)	17% (136)	12% (96)	11% (91)	2% (17)	2% (17)	30%(247)	1% (5)	17% (135)	81
4-Region: West	10% (51)	15% (78)	10% (53)	12% (62)	3% (15)	3% (16)	33%(168)	— (0)	13% (67)	51

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD9: Which of the following devices do you think represents the best value for the money spent?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play:1	Sonos Play:3	None	Other	Don't Know / No Opinion	Total
Adults	9% (199)	18%(403)	15%(326)	13%(278)	2% (46)	3% (76)	15% (319)	— (4)	25%(548)	220
Gender: Male	10% (101)	17% (180)	14% (146)	13% (140)	3% (27)	5% (50)	15% (159)	— (2)	24%(253)	105
Gender: Female	9% (98)	20%(224)	16%(180)	12%(138)	2% (19)	2% (26)	14%(160)	— (2)	26%(294)	114
Age: 18-29	12% (59)	17% (84)	15% (73)	18% (84)	3% (14)	7% (35)	7% (33)	— (0)	21% (99)	47
Age: 30-44	13% (74)	20% (113)	12% (67)	19%(103)	2% (9)	3% (19)	12% (67)	1% (3)	18%(100)	55
Age: 45-54	6% (23)	19% (74)	17% (66)	12% (46)	2% (10)	3% (10)	15% (58)	— (0)	25% (98)	38
Age: 55-64	5% (17)	17% (67)	17% (65)	7% (26)	2% (7)	1% (3)	22% (83)	— (1)	30% (114)	38
Age: 65+	7% (26)	17% (66)	14% (54)	5% (19)	2% (6)	2% (9)	20% (78)	— (0)	35% (138)	39
PID: Dem (no lean)	10% (81)	22% (171)	15% (114)	14%(106)	2% (15)	3% (27)	10% (80)	— (2)	23%(183)	77
PID: Ind (no lean)	7% (50)	16% (113)	15% (107)	13% (90)	3% (18)	3% (24)	18% (129)	— (2)	25% (178)	71
PID: Rep (no lean)	10% (69)	17% (119)	15% (105)	11% (81)	2% (13)	4% (25)	15% (110)	— (0)	26% (187)	70
PID/Gender: Dem Men	13% (42)	20% (66)	11% (35)	16% (53)	3% (9)	5% (17)	11% (37)	1% (2)	21% (70)	33
PID/Gender: Dem Women	9% (39)	23% (105)	18% (79)	12% (53)	1% (5)	2% (10)	10% (44)	— (0)	25% (113)	44
PID/Gender: Ind Men	7% (24)	16% (56)	16% (58)	11% (41)	3% (12)	5% (17)	18% (64)	— (0)	24% (88)	35
PID/Gender: Ind Women	7% (26)	16% (57)	14% (49)	14% (50)	2% (6)	2% (7)	19% (65)	— (2)	26% (90)	35
PID/Gender: Rep Men	10% (35)	16% (58)	14% (53)	13% (46)	1% (5)	5% (17)	16% (58)	— (0)	26% (95)	36
PID/Gender: Rep Women	10% (33)	18% (62)	15% (52)	10% (35)	2% (8)	2% (8)	15% (51)	— (0)	27% (92)	34
Tea Party: Supporter	12% (76)	18% (111)	15% (97)	17%(106)	3% (16)	5% (32)	13% (82)	— (1)	17%(107)	62
Tea Party: Not Supporter	8% (121)	19%(290)	15%(227)	11%(170)	2% (30)	3% (44)	15%(234)	— (3)	28%(436)	155
Ideo: Liberal (1-3)	12% (90)	20% (151)	16% (123)	17% (129)	3% (24)	5% (40)	10% (73)	— (1)	17% (127)	75
Ideo: Moderate (4)	9% (43)	20% (99)	13% (63)	11% (54)	2% (9)	2% (11)	16% (82)	— (2)	27% (137)	49
Ideo: Conservative (5-7)	8% (56)	18% (132)	16% (119)	11% (79)	2% (14)	3% (20)	18% (133)	— (1)	24%(177)	73
Educ: < College	8% (119)	18%(279)	14% (216)	12%(194)	2% (34)	4% (59)	15%(230)	— (2)	28%(433)	156
Educ: Bachelors degree	13% (56)	20% (82)	18% (73)	13% (55)	2% (7)	3% (11)	14% (56)	— (0)	18% (75)	41
Educ: Post-grad	11% (25)	19% (42)	17% (37)	13% (28)	3% (6)	3% (6)	15% (33)	1% (1)	18% (40)	21
Income: Under 50k	7% (102)	16%(227)	14%(194)	13% (185)	2% (30)	4% (54)	16%(224)	— (2)	27%(368)	138
Income: 50k-100k	12% (70)	20% (119)	16% (96)	10% (62)	2% (13)	3% (16)	13% (80)	— (0)	23% (139)	59
Income: 100k+	12% (27)	26% (58)	17% (36)	14% (30)	1% (3)	3% (7)	7% (16)	1% (1)	19% (41)	21

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Table BRD9: Which of the following devices do you think represents the best value for the money spent?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play:1	Sonos Play:3	None	Other	Don't Know / No Opinion	Total
Adults	9% (199)	18% (403)	15% (326)	13% (278)	2% (46)	3% (76)	15% (319)	— (4)	25% (548)	220
Ethnicity: White	9% (149)	18% (314)	15% (268)	12% (205)	2% (33)	3% (47)	15% (269)	— (3)	26% (462)	175
Ethnicity: Hispanic	14% (45)	17% (58)	9% (30)	18% (61)	— (1)	6% (20)	12% (39)	— (0)	23% (76)	32
Ethnicity: Afr. Am.	12% (31)	21% (56)	15% (41)	15% (40)	3% (8)	5% (13)	9% (24)	— (1)	20% (55)	26
Ethnicity: Other	11% (20)	18% (33)	10% (18)	18% (32)	3% (5)	9% (17)	15% (26)	— (0)	17% (31)	18
Relig: Protestant	6% (31)	17% (83)	17% (81)	11% (52)	2% (10)	2% (12)	17% (82)	— (1)	28% (134)	48
Relig: Roman Catholic	11% (57)	21% (107)	13% (65)	12% (62)	3% (14)	4% (23)	14% (72)	— (2)	21% (109)	51
Relig: Ath./Agn./None	8% (45)	18% (100)	15% (85)	12% (68)	2% (9)	4% (22)	14% (81)	— (0)	28% (161)	57
Relig: Something Else	12% (44)	17% (62)	17% (61)	16% (60)	2% (7)	4% (13)	12% (43)	— (0)	21% (76)	36
Relig: Jewish	14% (8)	25% (14)	12% (7)	13% (8)	— (0)	3% (2)	15% (8)	— (0)	17% (10)	5
Relig: Evangelical	9% (62)	18% (122)	15% (98)	13% (86)	2% (14)	4% (25)	14% (92)	— (2)	24% (163)	66
Relig: Non-Evang. Catholics	8% (49)	20% (119)	14% (82)	11% (64)	3% (16)	3% (17)	17% (103)	— (2)	25% (148)	59
Relig: All Christian	9% (111)	19% (241)	14% (180)	12% (150)	2% (30)	3% (42)	15% (195)	— (4)	25% (311)	126
Relig: All Non-Christian	9% (88)	17% (163)	16% (146)	14% (128)	2% (16)	4% (35)	13% (124)	— (0)	25% (237)	93
Community: Urban	10% (62)	18% (117)	13% (82)	15% (95)	3% (17)	5% (30)	13% (85)	— (3)	23% (146)	63
Community: Suburban	9% (81)	20% (190)	16% (155)	11% (107)	2% (16)	2% (20)	15% (138)	— (1)	25% (239)	94
Community: Rural	9% (56)	16% (96)	14% (89)	12% (76)	2% (13)	4% (26)	16% (97)	— (0)	26% (163)	61
Employ: Private Sector	12% (83)	21% (144)	13% (90)	15% (98)	3% (19)	4% (24)	12% (83)	— (2)	20% (132)	67
Employ: Government	16% (22)	20% (28)	18% (25)	12% (17)	1% (2)	6% (8)	8% (12)	— (0)	19% (26)	13
Employ: Self-Employed	12% (23)	17% (34)	18% (36)	17% (34)	2% (3)	3% (7)	16% (32)	1% (2)	14% (28)	20
Employ: Homemaker	5% (9)	18% (33)	12% (22)	16% (30)	1% (2)	2% (3)	16% (30)	— (0)	30% (55)	18
Employ: Student	9% (11)	22% (27)	15% (18)	13% (16)	4% (5)	11% (13)	13% (16)	— (0)	14% (17)	12
Employ: Retired	5% (25)	18% (89)	14% (71)	6% (29)	2% (10)	2% (11)	20% (100)	— (0)	33% (167)	50
Employ: Unemployed	6% (12)	12% (26)	17% (36)	14% (29)	2% (4)	4% (8)	14% (29)	— (0)	32% (67)	21
Employ: Other	9% (14)	13% (22)	17% (27)	15% (25)	— (1)	1% (2)	11% (18)	— (0)	34% (55)	16
Job Type: White-collar	11% (78)	20% (139)	17% (117)	15% (104)	3% (22)	4% (26)	13% (92)	— (1)	18% (127)	70
Job Type: Blue-collar	8% (82)	19% (193)	16% (161)	12% (119)	2% (16)	3% (34)	15% (148)	— (2)	24% (239)	99
Job Type: Don't Know	8% (39)	14% (71)	10% (48)	11% (54)	2% (8)	3% (17)	16% (79)	— (0)	36% (181)	49
Military HH: Yes	9% (42)	17% (75)	16% (71)	11% (48)	2% (11)	5% (25)	14% (65)	— (0)	26% (115)	45
Military HH: No	9% (158)	19% (328)	15% (255)	13% (230)	2% (35)	3% (52)	15% (254)	— (4)	25% (432)	174

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Table BRD9: Which of the following devices do you think represents the best value for the money spent?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play:1	Sonos Play:3	None	Other	Don't Know / No Opinion	Total
Adults	9% (199)	18% (403)	15% (326)	13% (278)	2% (46)	3% (76)	15% (319)	— (4)	25% (548)	220
RD/WT: Right Direction	11% (107)	17% (160)	13% (122)	14% (134)	2% (20)	4% (36)	15% (144)	— (3)	23% (217)	94
RD/WT: Wrong Track	7% (92)	19% (243)	16% (204)	11% (144)	2% (27)	3% (41)	14% (175)	— (1)	26% (331)	125
Strongly Approve	10% (52)	13% (64)	13% (68)	15% (74)	2% (11)	3% (14)	18% (91)	— (1)	26% (129)	50
Somewhat Approve	8% (38)	21% (94)	16% (71)	12% (55)	1% (6)	2% (10)	12% (55)	— (2)	28% (127)	45
Somewhat Disapprove	9% (29)	23% (77)	17% (55)	14% (48)	3% (9)	5% (16)	12% (40)	— (0)	17% (56)	33
Strongly Disapprove	9% (72)	20% (154)	16% (119)	12% (90)	3% (19)	4% (29)	15% (113)	— (1)	22% (167)	76
Dont Know / No Opinion	6% (8)	10% (14)	9% (13)	7% (10)	1% (1)	5% (7)	15% (21)	— (0)	48% (68)	14
#1 Issue: Economy	10% (57)	19% (112)	16% (94)	12% (71)	2% (14)	3% (18)	14% (84)	— (1)	23% (133)	58
#1 Issue: Security	8% (36)	19% (85)	15% (68)	12% (56)	2% (8)	3% (12)	15% (67)	1% (2)	27% (123)	45
#1 Issue: Health Care	7% (29)	19% (76)	14% (57)	12% (49)	2% (6)	4% (14)	16% (65)	— (0)	26% (103)	40
#1 Issue: Medicare / Social Security	7% (21)	21% (60)	14% (40)	7% (20)	2% (6)	2% (7)	18% (53)	— (0)	28% (82)	28
#1 Issue: Women's Issues	13% (16)	20% (26)	16% (20)	18% (23)	2% (2)	2% (2)	9% (12)	— (0)	20% (26)	12
#1 Issue: Education	14% (22)	16% (25)	11% (18)	19% (31)	3% (4)	7% (11)	8% (13)	— (1)	22% (36)	16
#1 Issue: Energy	11% (12)	14% (15)	16% (17)	18% (19)	2% (2)	7% (8)	13% (14)	— (0)	18% (20)	10
#1 Issue: Other	7% (5)	4% (3)	16% (12)	11% (8)	4% (3)	5% (4)	17% (13)	— (0)	35% (26)	7
2016 Vote: Democrat Hillary Clinton	10% (75)	20% (151)	15% (115)	13% (99)	2% (17)	4% (31)	13% (96)	— (2)	21% (160)	74
2016 Vote: Republican Donald Trump	8% (66)	18% (152)	13% (109)	11% (94)	2% (14)	3% (28)	17% (137)	— (2)	27% (221)	82
2016 Vote: Someone else	6% (10)	18% (28)	18% (28)	11% (17)	2% (3)	1% (1)	14% (22)	— (0)	29% (46)	15
2012 Vote: Barack Obama	10% (86)	22% (185)	15% (131)	14% (124)	2% (21)	4% (33)	12% (99)	— (1)	21% (179)	85
2012 Vote: Mitt Romney	8% (54)	17% (108)	15% (94)	10% (62)	2% (10)	3% (18)	19% (119)	— (0)	27% (176)	63
2012 Vote: Other	4% (4)	17% (15)	17% (15)	9% (8)	2% (1)	2% (2)	16% (15)	— (0)	33% (30)	8
2012 Vote: Didn't Vote	9% (56)	16% (95)	14% (86)	14% (83)	2% (14)	4% (24)	14% (87)	— (2)	27% (164)	61
4-Region: Northeast	10% (39)	19% (75)	16% (64)	11% (45)	2% (10)	2% (7)	12% (48)	— (2)	28% (111)	40
4-Region: Midwest	7% (34)	18% (87)	14% (68)	12% (56)	2% (9)	3% (15)	19% (89)	— (0)	24% (115)	47
4-Region: South	10% (81)	18% (149)	15% (125)	13% (104)	2% (13)	4% (35)	14% (112)	— (1)	24% (196)	81
4-Region: West	9% (46)	18% (93)	14% (69)	14% (72)	3% (14)	4% (19)	14% (71)	— (1)	25% (125)	51

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10: Which of the following devices do you think would fit your lifestyle and personal needs the best?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play:1	Sonos Play:3	None	Other	Don't Know / No Opinion	Total
Adults	11% (232)	17% (373)	12% (254)	11% (251)	3% (56)	3% (63)	24% (522)	— (8)	20% (441)	220
Gender: Male	11% (120)	16% (173)	11% (119)	12% (125)	3% (30)	4% (41)	26% (272)	— (3)	17% (177)	105
Gender: Female	10% (112)	17% (199)	12% (135)	11% (126)	2% (27)	2% (21)	22% (250)	— (5)	23% (265)	114
Age: 18-29	15% (70)	17% (83)	12% (60)	16% (79)	5% (23)	5% (26)	10% (47)	1% (4)	18% (88)	47
Age: 30-44	14% (76)	21% (119)	11% (63)	15% (83)	4% (22)	3% (15)	15% (85)	— (1)	17% (92)	55
Age: 45-54	8% (31)	16% (61)	15% (57)	11% (44)	1% (5)	2% (8)	25% (98)	1% (3)	21% (80)	38
Age: 55-64	8% (32)	15% (59)	11% (41)	6% (24)	— (2)	1% (4)	34% (128)	— (1)	24% (91)	38
Age: 65+	6% (24)	13% (51)	8% (34)	5% (21)	1% (5)	2% (10)	41% (163)	— (0)	23% (91)	39
PID: Dem (no lean)	12% (92)	19% (149)	12% (95)	13% (103)	3% (20)	2% (15)	19% (145)	— (2)	20% (157)	77
PID: Ind (no lean)	8% (56)	16% (113)	12% (83)	12% (83)	3% (19)	3% (23)	27% (192)	— (1)	20% (143)	71
PID: Rep (no lean)	12% (83)	16% (110)	11% (77)	9% (65)	2% (17)	3% (24)	26% (185)	1% (5)	20% (141)	70
PID/Gender: Dem Men	13% (43)	18% (59)	11% (36)	15% (51)	3% (11)	3% (9)	21% (68)	— (1)	16% (52)	33
PID/Gender: Dem Women	11% (49)	20% (90)	13% (59)	12% (52)	2% (9)	1% (6)	17% (77)	— (1)	24% (105)	44
PID/Gender: Ind Men	8% (30)	16% (58)	13% (46)	10% (37)	3% (11)	4% (14)	29% (103)	— (0)	16% (59)	35
PID/Gender: Ind Women	7% (26)	15% (54)	10% (37)	13% (46)	2% (8)	3% (9)	25% (89)	— (1)	24% (84)	35
PID/Gender: Rep Men	12% (46)	15% (55)	10% (37)	10% (36)	2% (7)	5% (18)	27% (101)	1% (2)	18% (66)	36
PID/Gender: Rep Women	11% (38)	16% (55)	12% (40)	8% (29)	3% (10)	2% (6)	25% (84)	1% (3)	22% (76)	34
Tea Party: Supporter	12% (76)	17% (104)	13% (82)	15% (93)	4% (28)	5% (30)	22% (141)	1% (4)	11% (70)	62
Tea Party: Not Supporter	10% (154)	17% (266)	11% (172)	10% (156)	2% (29)	2% (33)	24% (378)	— (4)	23% (365)	155
Ideo: Liberal (1-3)	12% (93)	19% (142)	14% (106)	17% (126)	4% (30)	3% (26)	15% (114)	— (3)	16% (118)	75
Ideo: Moderate (4)	9% (46)	18% (91)	11% (53)	9% (44)	2% (8)	3% (15)	26% (132)	— (1)	22% (110)	49
Ideo: Conservative (5-7)	11% (82)	16% (113)	11% (80)	10% (70)	2% (18)	3% (19)	31% (229)	— (2)	16% (116)	73
Educ: < College	10% (149)	16% (251)	11% (174)	11% (173)	2% (39)	3% (51)	24% (373)	— (7)	22% (350)	156
Educ: Bachelors degree	13% (56)	19% (77)	14% (59)	12% (49)	3% (13)	2% (8)	22% (90)	— (1)	15% (62)	41
Educ: Post-grad	12% (27)	20% (44)	10% (22)	13% (29)	2% (4)	2% (4)	27% (58)	— (1)	13% (29)	21
Income: Under 50k	8% (117)	15% (208)	12% (162)	12% (170)	2% (34)	3% (45)	25% (346)	— (4)	22% (300)	138
Income: 50k-100k	14% (82)	19% (113)	12% (71)	9% (52)	3% (16)	2% (13)	23% (139)	— (2)	18% (108)	59
Income: 100k+	15% (33)	24% (52)	10% (22)	13% (29)	3% (7)	2% (5)	17% (36)	1% (3)	15% (33)	21

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Table BRD10: Which of the following devices do you think would fit your lifestyle and personal needs the best?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play:1	Sonos Play:3	None	Other	Don't Know / No Opinion	Total
Adults	11% (232)	17% (373)	12% (254)	11% (251)	3% (56)	3% (63)	24% (522)	— (8)	20% (441)	220
Ethnicity: White	10% (180)	17% (289)	11% (198)	10% (174)	2% (40)	3% (46)	26% (453)	— (6)	21% (365)	175
Ethnicity: Hispanic	14% (45)	17% (56)	11% (37)	14% (46)	4% (13)	5% (16)	15% (50)	1% (2)	19% (64)	32
Ethnicity: Afr. Am.	11% (28)	23% (61)	12% (32)	16% (44)	5% (12)	2% (6)	15% (39)	— (0)	17% (46)	26
Ethnicity: Other	13% (23)	13% (23)	13% (24)	19% (34)	2% (4)	6% (11)	16% (30)	1% (2)	17% (31)	18
Relig: Protestant	8% (39)	18% (85)	10% (48)	10% (48)	3% (13)	2% (9)	31% (150)	— (0)	19% (94)	48
Relig: Roman Catholic	13% (68)	20% (103)	10% (53)	11% (55)	2% (9)	3% (15)	23% (119)	1% (3)	17% (86)	51
Relig: Ath./Agn./None	9% (54)	17% (95)	12% (68)	11% (61)	2% (10)	3% (19)	23% (133)	1% (4)	22% (128)	57
Relig: Something Else	13% (47)	14% (51)	15% (53)	14% (50)	5% (18)	3% (11)	18% (67)	— (0)	19% (69)	36
Relig: Jewish	7% (4)	15% (8)	12% (7)	19% (11)	2% (1)	— (0)	26% (14)	— (0)	20% (11)	5
Relig: Evangelical	9% (62)	17% (115)	11% (74)	13% (89)	4% (23)	3% (18)	22% (148)	— (1)	20% (132)	66
Relig: Non-Evang. Catholics	12% (70)	19% (111)	10% (59)	9% (51)	1% (6)	2% (14)	29% (174)	— (2)	19% (112)	59
Relig: All Christian	10% (131)	18% (227)	11% (133)	11% (140)	2% (29)	3% (32)	26% (322)	— (4)	19% (244)	126
Relig: All Non-Christian	11% (100)	16% (146)	13% (121)	12% (111)	3% (28)	3% (31)	21% (199)	— (4)	21% (197)	93
Community: Urban	11% (73)	18% (117)	11% (72)	12% (78)	3% (19)	4% (27)	21% (134)	1% (4)	18% (115)	63
Community: Suburban	11% (101)	17% (165)	13% (119)	11% (105)	2% (15)	1% (12)	25% (239)	— (2)	20% (187)	94
Community: Rural	9% (58)	15% (91)	10% (63)	11% (69)	4% (22)	4% (24)	24% (149)	— (2)	23% (140)	61
Employ: Private Sector	14% (95)	21% (140)	10% (65)	13% (90)	3% (21)	3% (21)	19% (131)	— (2)	16% (111)	67
Employ: Government	16% (22)	19% (26)	17% (24)	12% (17)	3% (5)	5% (7)	13% (18)	1% (2)	13% (18)	13
Employ: Self-Employed	14% (29)	18% (37)	14% (28)	10% (19)	4% (9)	4% (8)	20% (40)	— (1)	15% (29)	20
Employ: Homemaker	8% (15)	16% (29)	10% (18)	14% (26)	2% (3)	3% (5)	22% (40)	— (0)	27% (50)	18
Employ: Student	13% (16)	18% (22)	15% (18)	12% (15)	7% (9)	4% (5)	16% (20)	— (0)	15% (18)	12
Employ: Retired	6% (29)	15% (75)	9% (47)	6% (31)	1% (5)	2% (9)	39% (199)	— (0)	22% (109)	50
Employ: Unemployed	8% (17)	13% (27)	15% (32)	13% (27)	1% (3)	2% (3)	21% (44)	1% (2)	27% (57)	21
Employ: Other	6% (9)	11% (18)	14% (23)	16% (26)	1% (2)	3% (5)	18% (30)	— (1)	31% (50)	16
Job Type: White-collar	12% (84)	19% (136)	12% (88)	13% (90)	3% (25)	3% (22)	23% (163)	1% (5)	13% (94)	70
Job Type: Blue-collar	11% (107)	17% (168)	12% (116)	12% (119)	2% (21)	3% (27)	25% (250)	— (1)	19% (186)	99
Job Type: Don't Know	8% (40)	14% (69)	10% (50)	9% (42)	2% (10)	3% (14)	22% (108)	— (2)	32% (161)	49
Military HH: Yes	8% (36)	15% (68)	11% (50)	12% (56)	4% (17)	3% (12)	29% (132)	— (2)	18% (80)	45
Military HH: No	11% (196)	17% (305)	12% (204)	11% (195)	2% (40)	3% (51)	22% (390)	— (6)	21% (362)	174

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Table BRD10: Which of the following devices do you think would fit your lifestyle and personal needs the best?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play:1	Sonos Play:3	None	Other	Don't Know / No Opinion	Total
Adults	11% (232)	17% (373)	12% (254)	11% (251)	3% (56)	3% (63)	24% (522)	— (8)	20% (441)	220
RD/WT: Right Direction	12% (115)	16% (148)	11% (101)	12% (110)	3% (30)	4% (36)	24% (226)	1% (7)	18% (169)	94
RD/WT: Wrong Track	9% (116)	18% (225)	12% (154)	11% (141)	2% (26)	2% (27)	24% (296)	— (1)	22% (272)	125
Strongly Approve	11% (58)	15% (75)	8% (42)	11% (54)	2% (12)	4% (21)	31% (155)	1% (3)	17% (87)	50
Somewhat Approve	10% (48)	16% (72)	12% (56)	12% (54)	2% (9)	2% (11)	22% (102)	1% (4)	22% (101)	45
Somewhat Disapprove	11% (37)	22% (73)	15% (50)	13% (42)	4% (13)	2% (6)	19% (61)	— (1)	15% (49)	33
Strongly Disapprove	10% (79)	18% (137)	12% (95)	12% (93)	3% (20)	3% (20)	22% (171)	— (1)	19% (148)	76
Dont Know / No Opinion	7% (10)	11% (15)	8% (11)	6% (9)	2% (3)	4% (6)	23% (32)	— (0)	39% (55)	14
#1 Issue: Economy	13% (76)	14% (84)	13% (73)	14% (80)	3% (15)	2% (13)	24% (138)	— (1)	18% (103)	58
#1 Issue: Security	8% (35)	18% (82)	10% (45)	11% (50)	1% (6)	3% (13)	30% (137)	— (0)	20% (91)	45
#1 Issue: Health Care	9% (36)	18% (73)	10% (38)	10% (38)	2% (9)	3% (13)	23% (90)	1% (4)	24% (98)	40
#1 Issue: Medicare / Social Security	10% (29)	18% (53)	13% (39)	6% (16)	2% (6)	2% (7)	29% (85)	— (0)	19% (56)	28
#1 Issue: Women's Issues	15% (19)	22% (28)	11% (14)	14% (18)	2% (3)	4% (5)	11% (14)	— (0)	20% (26)	12
#1 Issue: Education	14% (22)	20% (33)	13% (20)	12% (19)	5% (7)	4% (6)	13% (21)	— (1)	20% (32)	16
#1 Issue: Energy	10% (11)	13% (14)	12% (13)	21% (22)	6% (7)	4% (4)	15% (16)	2% (2)	17% (18)	10
#1 Issue: Other	7% (5)	7% (5)	16% (12)	9% (7)	5% (4)	2% (2)	29% (22)	1% (1)	23% (17)	7
2016 Vote: Democrat Hillary Clinton	11% (82)	19% (145)	13% (95)	13% (100)	2% (13)	3% (20)	18% (137)	— (1)	20% (153)	74
2016 Vote: Republican Donald Trump	10% (84)	17% (144)	10% (85)	9% (71)	3% (23)	3% (24)	29% (237)	1% (4)	18% (150)	82
2016 Vote: Someone else	11% (16)	12% (19)	13% (20)	10% (16)	4% (6)	2% (3)	28% (43)	— (0)	21% (32)	15
2012 Vote: Barack Obama	11% (98)	20% (170)	12% (100)	13% (112)	3% (28)	4% (30)	20% (176)	— (1)	17% (143)	85
2012 Vote: Mitt Romney	9% (56)	15% (98)	10% (66)	9% (56)	2% (16)	2% (14)	32% (204)	— (2)	20% (127)	63
2012 Vote: Other	3% (3)	16% (14)	10% (9)	11% (10)	— (0)	3% (3)	32% (29)	1% (1)	25% (22)	8
2012 Vote: Didn't Vote	12% (75)	15% (90)	13% (80)	12% (73)	2% (12)	3% (16)	18% (113)	1% (4)	24% (149)	61
4-Region: Northeast	12% (47)	19% (76)	13% (50)	10% (40)	1% (5)	2% (8)	21% (83)	1% (4)	22% (88)	40
4-Region: Midwest	8% (38)	18% (83)	10% (49)	12% (55)	3% (16)	2% (9)	28% (131)	— (1)	19% (91)	47
4-Region: South	10% (78)	17% (138)	11% (89)	13% (102)	3% (21)	3% (27)	23% (186)	— (3)	21% (170)	81
4-Region: West	13% (68)	15% (75)	13% (66)	10% (54)	3% (14)	4% (19)	24% (122)	— (0)	18% (92)	51

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD11_1: How much do you trust each of the following to keep your personal data secure and private?

Apple

Demographic	A lot		Some		Not much		None		Don't Know / No Opinion		Total N
Adults	29%	(644)	31%	(687)	14%	(309)	11%	(242)	14%	(317)	2200
Gender: Male	30%	(318)	33%	(345)	14%	(143)	13%	(140)	11%	(112)	1059
Gender: Female	29%	(326)	30%	(342)	15%	(166)	9%	(102)	18%	(205)	1141
Age: 18-29	34%	(163)	29%	(141)	17%	(82)	6%	(31)	13%	(63)	479
Age: 30-44	36%	(199)	30%	(168)	12%	(67)	10%	(56)	12%	(67)	555
Age: 45-54	27%	(104)	34%	(130)	12%	(48)	9%	(37)	17%	(67)	385
Age: 55-64	26%	(98)	34%	(130)	14%	(55)	14%	(52)	12%	(47)	383
Age: 65+	20%	(80)	30%	(119)	14%	(57)	17%	(67)	19%	(74)	398
PID: Dem (no lean)	35%	(277)	31%	(240)	12%	(90)	8%	(66)	14%	(107)	779
PID: Ind (no lean)	23%	(160)	30%	(215)	16%	(114)	13%	(95)	18%	(127)	712
PID: Rep (no lean)	29%	(207)	33%	(232)	15%	(105)	11%	(81)	12%	(83)	709
PID/Gender: Dem Men	38%	(126)	30%	(100)	12%	(40)	10%	(33)	9%	(31)	332
PID/Gender: Dem Women	34%	(150)	31%	(139)	11%	(50)	7%	(32)	17%	(76)	448
PID/Gender: Ind Men	24%	(86)	33%	(119)	14%	(52)	15%	(56)	13%	(46)	359
PID/Gender: Ind Women	21%	(74)	27%	(96)	18%	(63)	11%	(40)	23%	(81)	353
PID/Gender: Rep Men	29%	(106)	34%	(125)	14%	(51)	14%	(51)	10%	(35)	368
PID/Gender: Rep Women	30%	(101)	31%	(107)	16%	(54)	9%	(30)	14%	(48)	341
Tea Party: Supporter	35%	(219)	33%	(207)	13%	(84)	11%	(68)	8%	(51)	628
Tea Party: Not Supporter	27%	(420)	31%	(476)	14%	(224)	11%	(172)	17%	(264)	1556
Ideo: Liberal (1-3)	40%	(306)	31%	(237)	11%	(86)	7%	(56)	10%	(74)	758
Ideo: Moderate (4)	23%	(116)	33%	(165)	17%	(84)	12%	(60)	15%	(74)	499
Ideo: Conservative (5-7)	26%	(187)	34%	(246)	16%	(115)	13%	(97)	12%	(86)	731
Educ: < College	28%	(435)	29%	(449)	15%	(236)	12%	(183)	17%	(263)	1566
Educ: Bachelors degree	35%	(147)	37%	(155)	10%	(43)	8%	(35)	8%	(35)	416
Educ: Post-grad	28%	(62)	38%	(83)	14%	(30)	11%	(25)	9%	(19)	219
Income: Under 50k	26%	(366)	28%	(383)	16%	(218)	13%	(175)	18%	(245)	1386
Income: 50k-100k	32%	(193)	37%	(220)	12%	(72)	9%	(53)	10%	(58)	595
Income: 100k+	39%	(85)	39%	(85)	9%	(19)	6%	(14)	7%	(15)	218

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Table BRD11_1: How much do you trust each of the following to keep your personal data secure and private?
 Apple

Demographic	A lot		Some		Not much		None		Don't Know / No Opinion		Total N
Adults	29%	(644)	31%	(687)	14%	(309)	11%	(242)	14%	(317)	2200
Ethnicity: White	28%	(487)	31%	(544)	15%	(256)	11%	(199)	15%	(264)	1750
Ethnicity: Hispanic	39%	(127)	30%	(99)	11%	(37)	6%	(21)	13%	(44)	329
Ethnicity: Afr. Am.	31%	(83)	34%	(90)	11%	(30)	11%	(30)	13%	(36)	268
Ethnicity: Other	41%	(75)	29%	(53)	13%	(23)	7%	(13)	10%	(18)	182
Relig: Protestant	24%	(119)	37%	(181)	13%	(62)	13%	(62)	13%	(61)	486
Relig: Roman Catholic	36%	(183)	30%	(152)	15%	(76)	7%	(38)	12%	(62)	510
Relig: Ath./Agn./None	24%	(135)	28%	(158)	16%	(90)	14%	(77)	20%	(111)	571
Relig: Something Else	36%	(132)	32%	(117)	11%	(42)	11%	(40)	10%	(36)	366
Relig: Jewish	39%	(22)	34%	(19)	9%	(5)	8%	(4)	10%	(6)	56
Relig: Evangelical	32%	(212)	31%	(207)	13%	(86)	11%	(73)	13%	(86)	664
Relig: Non-Evang. Catholics	28%	(165)	34%	(206)	15%	(92)	9%	(51)	14%	(84)	598
Relig: All Christian	30%	(378)	33%	(413)	14%	(178)	10%	(124)	13%	(170)	1262
Relig: All Non-Christian	28%	(267)	29%	(274)	14%	(131)	13%	(118)	16%	(147)	937
Community: Urban	33%	(207)	29%	(186)	14%	(90)	10%	(67)	14%	(88)	637
Community: Suburban	30%	(286)	33%	(311)	15%	(143)	9%	(85)	13%	(121)	947
Community: Rural	24%	(151)	31%	(190)	12%	(76)	15%	(91)	18%	(108)	616
Employ: Private Sector	34%	(228)	36%	(243)	13%	(88)	8%	(57)	9%	(59)	676
Employ: Government	36%	(50)	35%	(49)	13%	(18)	7%	(10)	9%	(12)	139
Employ: Self-Employed	31%	(62)	31%	(62)	13%	(25)	15%	(29)	10%	(20)	200
Employ: Homemaker	19%	(35)	30%	(55)	17%	(32)	11%	(20)	24%	(44)	185
Employ: Student	42%	(52)	26%	(31)	20%	(24)	5%	(7)	7%	(8)	123
Employ: Retired	20%	(99)	32%	(161)	15%	(73)	17%	(83)	17%	(87)	503
Employ: Unemployed	33%	(71)	24%	(50)	11%	(23)	10%	(20)	23%	(48)	212
Employ: Other	29%	(47)	22%	(36)	16%	(26)	10%	(16)	24%	(39)	163
Job Type: White-collar	34%	(240)	37%	(262)	13%	(93)	8%	(55)	8%	(56)	707
Job Type: Blue-collar	28%	(279)	32%	(314)	14%	(144)	13%	(126)	13%	(133)	995
Job Type: Don't Know	25%	(125)	22%	(111)	14%	(72)	12%	(61)	26%	(129)	498
Military HH: Yes	31%	(139)	33%	(151)	11%	(50)	12%	(55)	13%	(58)	452
Military HH: No	29%	(505)	31%	(536)	15%	(259)	11%	(187)	15%	(260)	1748

Continued on next page

Table BRD11_1: How much do you trust each of the following to keep your personal data secure and private?

Apple

Demographic	A lot		Some		Not much		None		Don't Know / No Opinion		Total N
Adults	29%	(644)	31%	(687)	14%	(309)	11%	(242)	14%	(317)	2200
RD/WT: Right Direction	33%	(312)	31%	(292)	14%	(134)	11%	(101)	11%	(104)	943
RD/WT: Wrong Track	26%	(332)	31%	(395)	14%	(176)	11%	(141)	17%	(213)	1257
Strongly Approve	34%	(170)	27%	(138)	14%	(70)	15%	(76)	10%	(52)	506
Somewhat Approve	25%	(114)	36%	(164)	16%	(72)	8%	(38)	15%	(69)	457
Somewhat Disapprove	27%	(88)	38%	(125)	18%	(58)	7%	(23)	11%	(36)	331
Strongly Disapprove	31%	(239)	31%	(235)	13%	(96)	12%	(91)	13%	(103)	764
Dont Know / No Opinion	24%	(33)	17%	(24)	9%	(13)	9%	(13)	41%	(57)	141
#1 Issue: Economy	30%	(177)	33%	(192)	13%	(75)	10%	(59)	14%	(81)	583
#1 Issue: Security	26%	(120)	34%	(155)	13%	(60)	12%	(53)	15%	(70)	458
#1 Issue: Health Care	32%	(129)	29%	(116)	13%	(53)	11%	(42)	15%	(59)	400
#1 Issue: Medicare / Social Security	22%	(64)	30%	(86)	18%	(53)	14%	(41)	16%	(45)	289
#1 Issue: Women's Issues	40%	(50)	25%	(32)	13%	(17)	8%	(10)	14%	(18)	127
#1 Issue: Education	34%	(55)	33%	(54)	14%	(22)	4%	(7)	15%	(24)	161
#1 Issue: Energy	29%	(32)	34%	(36)	15%	(17)	13%	(14)	8%	(9)	107
#1 Issue: Other	22%	(16)	22%	(16)	17%	(13)	21%	(16)	17%	(13)	75
2016 Vote: Democrat Hillary Clinton	35%	(260)	31%	(230)	12%	(86)	8%	(62)	14%	(108)	746
2016 Vote: Republican Donald Trump	28%	(228)	32%	(264)	16%	(132)	12%	(98)	12%	(100)	822
2016 Vote: Someone else	22%	(34)	26%	(41)	14%	(22)	19%	(29)	19%	(30)	155
2012 Vote: Barack Obama	36%	(306)	33%	(280)	11%	(91)	9%	(78)	12%	(103)	859
2012 Vote: Mitt Romney	26%	(168)	31%	(200)	17%	(106)	13%	(82)	13%	(83)	639
2012 Vote: Other	15%	(13)	29%	(26)	18%	(16)	20%	(18)	18%	(16)	89
2012 Vote: Didn't Vote	26%	(157)	30%	(181)	16%	(96)	10%	(64)	19%	(115)	612
4-Region: Northeast	30%	(119)	33%	(131)	16%	(64)	10%	(39)	12%	(49)	401
4-Region: Midwest	27%	(127)	29%	(135)	16%	(75)	12%	(56)	17%	(80)	473
4-Region: South	28%	(231)	32%	(263)	13%	(104)	12%	(97)	15%	(120)	814
4-Region: West	33%	(167)	31%	(159)	13%	(67)	10%	(50)	13%	(68)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD11_2: How much do you trust each of the following to keep your personal data secure and private?
Google

Demographic	A lot		Some		Not much		None		Don't Know / No Opinion		Total N
Adults	29%	(633)	36%	(785)	17%	(372)	10%	(209)	9%	(201)	2200
Gender: Male	30%	(312)	35%	(371)	16%	(173)	12%	(124)	7%	(78)	1059
Gender: Female	28%	(321)	36%	(413)	17%	(199)	7%	(85)	11%	(122)	1141
Age: 18-29	37%	(178)	30%	(145)	18%	(88)	6%	(27)	9%	(42)	479
Age: 30-44	38%	(211)	33%	(183)	14%	(79)	7%	(37)	8%	(45)	555
Age: 45-54	26%	(100)	38%	(147)	17%	(64)	9%	(33)	11%	(41)	385
Age: 55-64	19%	(72)	41%	(158)	19%	(72)	14%	(52)	8%	(29)	383
Age: 65+	18%	(72)	38%	(151)	18%	(70)	15%	(61)	11%	(44)	398
PID: Dem (no lean)	33%	(255)	36%	(279)	16%	(126)	6%	(45)	10%	(74)	779
PID: Ind (no lean)	26%	(182)	35%	(248)	18%	(129)	12%	(83)	10%	(70)	712
PID: Rep (no lean)	28%	(196)	36%	(258)	16%	(116)	12%	(82)	8%	(57)	709
PID/Gender: Dem Men	34%	(114)	36%	(121)	15%	(51)	8%	(25)	6%	(21)	332
PID/Gender: Dem Women	32%	(142)	35%	(158)	17%	(76)	4%	(19)	12%	(53)	448
PID/Gender: Ind Men	24%	(87)	36%	(129)	17%	(62)	14%	(52)	8%	(30)	359
PID/Gender: Ind Women	27%	(95)	34%	(119)	19%	(68)	9%	(31)	11%	(40)	353
PID/Gender: Rep Men	30%	(111)	33%	(122)	16%	(60)	13%	(47)	7%	(27)	368
PID/Gender: Rep Women	25%	(84)	40%	(136)	16%	(56)	10%	(35)	9%	(30)	341
Tea Party: Supporter	36%	(224)	37%	(234)	13%	(81)	10%	(60)	4%	(28)	628
Tea Party: Not Supporter	26%	(406)	35%	(545)	18%	(287)	9%	(147)	11%	(171)	1556
Ideo: Liberal (1-3)	40%	(303)	35%	(263)	15%	(111)	5%	(38)	6%	(43)	758
Ideo: Moderate (4)	26%	(131)	40%	(198)	16%	(80)	10%	(49)	8%	(40)	499
Ideo: Conservative (5-7)	22%	(161)	36%	(265)	21%	(153)	13%	(93)	8%	(59)	731
Educ: < College	28%	(446)	34%	(540)	17%	(262)	10%	(149)	11%	(169)	1566
Educ: Bachelors degree	31%	(127)	39%	(161)	18%	(73)	9%	(37)	4%	(17)	416
Educ: Post-grad	28%	(60)	38%	(83)	17%	(37)	11%	(24)	7%	(14)	219
Income: Under 50k	30%	(412)	32%	(450)	17%	(240)	10%	(140)	10%	(144)	1386
Income: 50k-100k	25%	(152)	40%	(235)	17%	(103)	10%	(60)	8%	(45)	595
Income: 100k+	32%	(70)	45%	(99)	13%	(29)	4%	(9)	5%	(12)	218

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Table BRD11_2: How much do you trust each of the following to keep your personal data secure and private?

Google

Demographic	A lot		Some		Not much		None		Don't Know / No Opinion		Total N
Adults	29%	(633)	36%	(785)	17%	(372)	10%	(209)	9%	(201)	2200
Ethnicity: White	26%	(460)	37%	(642)	18%	(319)	10%	(169)	9%	(160)	1750
Ethnicity: Hispanic	39%	(127)	26%	(85)	20%	(66)	5%	(17)	10%	(33)	329
Ethnicity: Afr. Am.	37%	(98)	33%	(88)	12%	(33)	8%	(22)	10%	(27)	268
Ethnicity: Other	41%	(75)	30%	(55)	11%	(19)	10%	(18)	7%	(14)	182
Relig: Protestant	26%	(126)	36%	(177)	19%	(90)	11%	(54)	8%	(39)	486
Relig: Roman Catholic	30%	(151)	37%	(187)	19%	(98)	7%	(35)	8%	(39)	510
Relig: Ath./Agn./None	25%	(143)	34%	(196)	16%	(92)	11%	(63)	14%	(77)	571
Relig: Something Else	36%	(131)	36%	(131)	14%	(50)	9%	(32)	6%	(23)	366
Relig: Jewish	29%	(17)	42%	(24)	11%	(6)	9%	(5)	8%	(5)	56
Relig: Evangelical	32%	(213)	33%	(221)	16%	(109)	10%	(67)	8%	(54)	664
Relig: Non-Evang. Catholics	25%	(147)	39%	(236)	20%	(122)	8%	(47)	8%	(47)	598
Relig: All Christian	28%	(359)	36%	(457)	18%	(231)	9%	(114)	8%	(101)	1262
Relig: All Non-Christian	29%	(274)	35%	(327)	15%	(141)	10%	(95)	11%	(100)	937
Community: Urban	34%	(217)	33%	(212)	15%	(98)	9%	(55)	8%	(54)	637
Community: Suburban	27%	(254)	38%	(359)	19%	(182)	8%	(73)	8%	(79)	947
Community: Rural	26%	(162)	35%	(214)	15%	(91)	13%	(81)	11%	(68)	616
Employ: Private Sector	32%	(214)	39%	(264)	15%	(103)	8%	(53)	6%	(42)	676
Employ: Government	31%	(43)	37%	(52)	19%	(26)	7%	(9)	6%	(9)	139
Employ: Self-Employed	37%	(73)	29%	(58)	15%	(31)	13%	(25)	6%	(13)	200
Employ: Homemaker	24%	(44)	37%	(68)	17%	(31)	8%	(14)	15%	(28)	185
Employ: Student	43%	(53)	25%	(31)	21%	(26)	5%	(7)	5%	(6)	123
Employ: Retired	18%	(90)	41%	(208)	17%	(86)	14%	(72)	10%	(48)	503
Employ: Unemployed	33%	(69)	28%	(59)	19%	(41)	7%	(14)	13%	(28)	212
Employ: Other	29%	(48)	27%	(44)	18%	(29)	10%	(16)	17%	(27)	163
Job Type: White-collar	32%	(229)	39%	(274)	17%	(123)	7%	(48)	5%	(33)	707
Job Type: Blue-collar	28%	(280)	37%	(370)	16%	(160)	11%	(110)	8%	(75)	995
Job Type: Don't Know	25%	(124)	28%	(140)	18%	(89)	10%	(51)	19%	(93)	498
Military HH: Yes	28%	(128)	33%	(151)	20%	(92)	11%	(51)	7%	(30)	452
Military HH: No	29%	(505)	36%	(634)	16%	(280)	9%	(158)	10%	(171)	1748

Continued on next page

Table BRD11_2: How much do you trust each of the following to keep your personal data secure and private?

Google

Demographic	A lot	Some	Not much	None	Don't Know / No Opinion	Total N
Adults	29% (633)	36% (785)	17% (372)	10% (209)	9% (201)	2200
RD/WT: Right Direction	32% (304)	35% (332)	15% (141)	10% (94)	8% (72)	943
RD/WT: Wrong Track	26% (329)	36% (452)	18% (231)	9% (116)	10% (129)	1257
Strongly Approve	33% (167)	32% (161)	14% (72)	14% (73)	7% (34)	506
Somewhat Approve	22% (102)	41% (188)	19% (89)	8% (38)	9% (41)	457
Somewhat Disapprove	28% (91)	39% (128)	21% (71)	7% (22)	6% (19)	331
Strongly Disapprove	31% (237)	37% (279)	16% (123)	8% (64)	8% (62)	764
Dont Know / No Opinion	26% (36)	21% (29)	13% (18)	9% (13)	32% (45)	141
#1 Issue: Economy	28% (165)	37% (214)	17% (101)	9% (54)	8% (49)	583
#1 Issue: Security	27% (125)	34% (157)	17% (80)	11% (50)	10% (46)	458
#1 Issue: Health Care	27% (108)	41% (163)	16% (64)	8% (31)	8% (33)	400
#1 Issue: Medicare / Social Security	21% (62)	38% (109)	19% (56)	12% (34)	10% (29)	289
#1 Issue: Women's Issues	38% (49)	27% (34)	19% (24)	6% (8)	10% (13)	127
#1 Issue: Education	40% (65)	34% (54)	12% (20)	4% (6)	10% (16)	161
#1 Issue: Energy	39% (41)	28% (30)	18% (20)	9% (10)	6% (6)	107
#1 Issue: Other	23% (17)	30% (23)	12% (9)	23% (17)	12% (9)	75
2016 Vote: Democrat Hillary Clinton	33% (248)	35% (258)	16% (123)	7% (49)	9% (68)	746
2016 Vote: Republican Donald Trump	26% (212)	37% (304)	16% (136)	12% (103)	8% (68)	822
2016 Vote: Someone else	24% (37)	34% (53)	19% (29)	12% (18)	12% (18)	155
2012 Vote: Barack Obama	36% (307)	36% (310)	15% (128)	7% (57)	7% (57)	859
2012 Vote: Mitt Romney	22% (141)	37% (236)	19% (122)	13% (81)	9% (59)	639
2012 Vote: Other	15% (13)	34% (30)	17% (15)	24% (22)	10% (9)	89
2012 Vote: Didn't Vote	28% (172)	34% (208)	17% (107)	8% (50)	12% (76)	612
4-Region: Northeast	28% (113)	37% (147)	18% (73)	9% (35)	8% (33)	401
4-Region: Midwest	27% (130)	36% (170)	17% (80)	9% (45)	10% (49)	473
4-Region: South	29% (237)	35% (286)	17% (137)	10% (80)	9% (74)	814
4-Region: West	30% (154)	36% (182)	16% (81)	10% (50)	9% (45)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD11_3: How much do you trust each of the following to keep your personal data secure and private?
Facebook

Demographic	A lot		Some		Not much		None		Don't Know / No Opinion		Total N
Adults	21%	(455)	28%	(625)	26%	(564)	17%	(377)	8%	(179)	2200
Gender: Male	22%	(231)	27%	(282)	25%	(260)	20%	(212)	7%	(74)	1059
Gender: Female	20%	(224)	30%	(343)	27%	(304)	14%	(165)	9%	(105)	1141
Age: 18-29	31%	(146)	30%	(143)	21%	(101)	11%	(51)	8%	(38)	479
Age: 30-44	28%	(157)	27%	(151)	25%	(140)	11%	(63)	8%	(44)	555
Age: 45-54	18%	(68)	30%	(117)	27%	(106)	16%	(63)	8%	(31)	385
Age: 55-64	12%	(47)	28%	(108)	28%	(106)	25%	(94)	7%	(27)	383
Age: 65+	9%	(36)	27%	(106)	28%	(112)	26%	(105)	10%	(39)	398
PID: Dem (no lean)	23%	(179)	31%	(240)	25%	(194)	13%	(101)	8%	(65)	779
PID: Ind (no lean)	16%	(116)	27%	(194)	27%	(195)	20%	(139)	9%	(67)	712
PID: Rep (no lean)	22%	(159)	27%	(191)	25%	(175)	19%	(137)	7%	(47)	709
PID/Gender: Dem Men	24%	(79)	32%	(106)	24%	(79)	14%	(45)	6%	(21)	332
PID/Gender: Dem Women	22%	(100)	30%	(134)	26%	(114)	12%	(55)	10%	(44)	448
PID/Gender: Ind Men	17%	(61)	24%	(88)	24%	(87)	25%	(89)	10%	(35)	359
PID/Gender: Ind Women	16%	(55)	30%	(106)	31%	(108)	14%	(50)	9%	(32)	353
PID/Gender: Rep Men	25%	(91)	24%	(88)	25%	(94)	21%	(77)	5%	(18)	368
PID/Gender: Rep Women	20%	(68)	30%	(103)	24%	(82)	18%	(60)	8%	(29)	341
Tea Party: Supporter	29%	(183)	26%	(166)	24%	(149)	16%	(102)	4%	(28)	628
Tea Party: Not Supporter	17%	(268)	29%	(454)	26%	(411)	18%	(273)	10%	(149)	1556
Ideo: Liberal (1-3)	32%	(244)	31%	(234)	22%	(164)	10%	(78)	5%	(39)	758
Ideo: Moderate (4)	16%	(81)	27%	(137)	30%	(152)	19%	(94)	7%	(35)	499
Ideo: Conservative (5-7)	14%	(99)	28%	(204)	28%	(207)	23%	(170)	7%	(51)	731
Educ: < College	21%	(337)	28%	(440)	24%	(381)	17%	(267)	9%	(141)	1566
Educ: Bachelors degree	19%	(81)	30%	(123)	28%	(117)	17%	(71)	6%	(23)	416
Educ: Post-grad	17%	(37)	28%	(61)	30%	(66)	18%	(39)	7%	(15)	219
Income: Under 50k	21%	(287)	27%	(380)	25%	(340)	18%	(245)	10%	(134)	1386
Income: 50k-100k	20%	(117)	29%	(175)	28%	(166)	17%	(100)	6%	(37)	595
Income: 100k+	23%	(50)	32%	(70)	27%	(58)	15%	(32)	4%	(8)	218

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Table BRD11_3: How much do you trust each of the following to keep your personal data secure and private?
 Facebook

Demographic	A lot		Some		Not much		None		Don't Know / No Opinion	Total N
Adults	21%	(455)	28%	(625)	26%	(564)	17%	(377)	8% (179)	2200
Ethnicity: White	18%	(322)	29%	(506)	27%	(466)	18%	(317)	8% (138)	1750
Ethnicity: Hispanic	31%	(101)	28%	(92)	23%	(77)	8%	(28)	9% (31)	329
Ethnicity: Afr. Am.	26%	(71)	29%	(77)	20%	(55)	15%	(39)	10% (27)	268
Ethnicity: Other	34%	(61)	23%	(42)	24%	(44)	11%	(21)	8% (14)	182
Relig: Protestant	20%	(95)	26%	(125)	26%	(125)	23%	(109)	7% (32)	486
Relig: Roman Catholic	23%	(118)	26%	(131)	29%	(149)	14%	(74)	8% (39)	510
Relig: Ath./Agn./None	16%	(94)	30%	(169)	24%	(138)	18%	(106)	11% (65)	571
Relig: Something Else	25%	(92)	30%	(109)	25%	(92)	14%	(52)	6% (21)	366
Relig: Jewish	18%	(10)	29%	(16)	32%	(18)	13%	(7)	9% (5)	56
Relig: Evangelical	26%	(170)	29%	(193)	21%	(142)	17%	(110)	7% (49)	664
Relig: Non-Evang. Catholics	17%	(99)	26%	(153)	32%	(193)	18%	(110)	7% (44)	598
Relig: All Christian	21%	(269)	27%	(346)	27%	(335)	17%	(220)	7% (92)	1262
Relig: All Non-Christian	20%	(186)	30%	(278)	25%	(230)	17%	(157)	9% (86)	937
Community: Urban	24%	(150)	30%	(191)	24%	(154)	15%	(98)	7% (44)	637
Community: Suburban	20%	(191)	29%	(275)	29%	(273)	14%	(137)	7% (70)	947
Community: Rural	18%	(113)	26%	(158)	22%	(137)	23%	(143)	10% (65)	616
Employ: Private Sector	24%	(160)	30%	(200)	27%	(184)	15%	(99)	5% (33)	676
Employ: Government	26%	(36)	25%	(35)	28%	(39)	14%	(19)	7% (10)	139
Employ: Self-Employed	28%	(57)	27%	(55)	20%	(41)	19%	(39)	5% (9)	200
Employ: Homemaker	18%	(33)	29%	(54)	29%	(53)	13%	(23)	12% (22)	185
Employ: Student	32%	(39)	26%	(31)	20%	(24)	15%	(19)	8% (9)	123
Employ: Retired	10%	(51)	28%	(139)	28%	(141)	26%	(129)	8% (42)	503
Employ: Unemployed	23%	(48)	31%	(65)	21%	(45)	12%	(26)	13% (28)	212
Employ: Other	19%	(31)	28%	(45)	23%	(37)	15%	(24)	16% (26)	163
Job Type: White-collar	24%	(172)	29%	(206)	27%	(191)	16%	(111)	4% (26)	707
Job Type: Blue-collar	19%	(190)	28%	(275)	27%	(264)	20%	(202)	6% (64)	995
Job Type: Don't Know	18%	(92)	29%	(144)	22%	(109)	13%	(64)	18% (89)	498
Military HH: Yes	19%	(87)	25%	(114)	27%	(123)	22%	(98)	7% (30)	452
Military HH: No	21%	(368)	29%	(511)	25%	(441)	16%	(279)	9% (149)	1748

Continued on next page

Table BRD11_3: How much do you trust each of the following to keep your personal data secure and private?

Facebook

Demographic	A lot		Some		Not much		None		Don't Know / No Opinion	Total N
Adults	21%	(455)	28%	(625)	26%	(564)	17%	(377)	8% (179)	2200
RD/WT: Right Direction	26%	(248)	28%	(266)	22%	(209)	16%	(152)	7% (68)	943
RD/WT: Wrong Track	16%	(207)	29%	(359)	28%	(355)	18%	(225)	9% (111)	1257
Strongly Approve	31%	(155)	22%	(113)	19%	(96)	21%	(109)	7% (34)	506
Somewhat Approve	15%	(67)	32%	(147)	29%	(132)	17%	(77)	7% (34)	457
Somewhat Disapprove	17%	(57)	32%	(107)	30%	(99)	15%	(49)	6% (19)	331
Strongly Disapprove	20%	(151)	30%	(227)	27%	(205)	16%	(125)	7% (57)	764
Dont Know / No Opinion	17%	(25)	22%	(31)	23%	(33)	12%	(17)	25% (36)	141
#1 Issue: Economy	21%	(121)	27%	(155)	28%	(162)	17%	(102)	7% (43)	583
#1 Issue: Security	20%	(90)	25%	(112)	27%	(125)	19%	(89)	9% (42)	458
#1 Issue: Health Care	20%	(79)	33%	(130)	25%	(98)	15%	(58)	9% (34)	400
#1 Issue: Medicare / Social Security	14%	(42)	32%	(92)	26%	(74)	20%	(57)	8% (24)	289
#1 Issue: Women's Issues	23%	(29)	28%	(36)	29%	(36)	14%	(18)	7% (8)	127
#1 Issue: Education	33%	(53)	29%	(47)	18%	(29)	10%	(16)	10% (16)	161
#1 Issue: Energy	25%	(27)	31%	(34)	21%	(23)	17%	(19)	5% (5)	107
#1 Issue: Other	18%	(14)	24%	(18)	23%	(17)	25%	(19)	9% (7)	75
2016 Vote: Democrat Hillary Clinton	21%	(156)	30%	(227)	27%	(201)	14%	(101)	8% (61)	746
2016 Vote: Republican Donald Trump	20%	(167)	26%	(212)	27%	(221)	20%	(162)	7% (61)	822
2016 Vote: Someone else	17%	(27)	25%	(40)	24%	(37)	23%	(36)	10% (16)	155
2012 Vote: Barack Obama	22%	(193)	31%	(269)	27%	(232)	13%	(114)	6% (52)	859
2012 Vote: Mitt Romney	18%	(114)	24%	(156)	27%	(176)	22%	(140)	8% (53)	639
2012 Vote: Other	12%	(11)	22%	(19)	28%	(25)	30%	(27)	8% (7)	89
2012 Vote: Didn't Vote	22%	(136)	30%	(181)	21%	(131)	16%	(96)	11% (67)	612
4-Region: Northeast	20%	(82)	26%	(106)	29%	(118)	16%	(64)	8% (31)	401
4-Region: Midwest	20%	(93)	30%	(142)	26%	(122)	16%	(76)	9% (41)	473
4-Region: South	19%	(153)	30%	(244)	25%	(206)	18%	(149)	8% (63)	814
4-Region: West	25%	(127)	26%	(133)	23%	(119)	17%	(88)	9% (44)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD11_4: How much do you trust each of the following to keep your personal data secure and private?

Twitter

Demographic	A lot		Some		Not much		None		Don't Know / No Opinion		Total N
Adults	13%	(281)	21%	(465)	26%	(570)	23%	(497)	18%	(388)	2200
Gender: Male	15%	(156)	22%	(238)	26%	(272)	23%	(248)	14%	(145)	1059
Gender: Female	11%	(124)	20%	(227)	26%	(298)	22%	(249)	21%	(243)	1141
Age: 18-29	18%	(86)	23%	(111)	26%	(126)	18%	(86)	15%	(71)	479
Age: 30-44	21%	(114)	24%	(132)	24%	(134)	16%	(86)	16%	(89)	555
Age: 45-54	12%	(46)	22%	(85)	24%	(91)	22%	(84)	20%	(79)	385
Age: 55-64	6%	(24)	20%	(78)	28%	(107)	30%	(113)	16%	(61)	383
Age: 65+	3%	(11)	15%	(59)	28%	(113)	32%	(126)	22%	(89)	398
PID: Dem (no lean)	15%	(118)	23%	(182)	26%	(199)	19%	(149)	17%	(131)	779
PID: Ind (no lean)	9%	(61)	20%	(140)	27%	(196)	26%	(184)	18%	(132)	712
PID: Rep (no lean)	14%	(102)	20%	(143)	25%	(175)	23%	(164)	18%	(125)	709
PID/Gender: Dem Men	17%	(58)	24%	(80)	27%	(89)	18%	(60)	13%	(44)	332
PID/Gender: Dem Women	13%	(60)	23%	(102)	25%	(110)	20%	(89)	19%	(87)	448
PID/Gender: Ind Men	12%	(41)	20%	(73)	26%	(92)	28%	(100)	15%	(53)	359
PID/Gender: Ind Women	6%	(20)	19%	(67)	29%	(104)	24%	(84)	22%	(78)	353
PID/Gender: Rep Men	16%	(57)	23%	(85)	25%	(91)	24%	(88)	13%	(48)	368
PID/Gender: Rep Women	13%	(45)	17%	(58)	25%	(84)	22%	(76)	23%	(78)	341
Tea Party: Supporter	22%	(137)	25%	(157)	22%	(137)	20%	(127)	11%	(70)	628
Tea Party: Not Supporter	9%	(143)	19%	(303)	28%	(430)	24%	(366)	20%	(314)	1556
Ideo: Liberal (1-3)	22%	(163)	26%	(196)	24%	(182)	16%	(120)	13%	(97)	758
Ideo: Moderate (4)	10%	(48)	20%	(100)	29%	(144)	24%	(119)	18%	(88)	499
Ideo: Conservative (5-7)	8%	(59)	20%	(145)	29%	(214)	26%	(193)	16%	(120)	731
Educ: < College	13%	(199)	20%	(312)	25%	(390)	23%	(360)	19%	(305)	1566
Educ: Bachelors degree	14%	(59)	24%	(101)	27%	(114)	21%	(89)	13%	(53)	416
Educ: Post-grad	11%	(23)	24%	(52)	30%	(66)	22%	(47)	14%	(30)	219
Income: Under 50k	13%	(178)	20%	(276)	24%	(338)	24%	(327)	19%	(267)	1386
Income: 50k-100k	12%	(70)	22%	(131)	29%	(173)	22%	(130)	15%	(92)	595
Income: 100k+	15%	(32)	27%	(59)	27%	(59)	18%	(40)	13%	(29)	218

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Table BRD11_4: How much do you trust each of the following to keep your personal data secure and private?

Twitter

Demographic	A lot		Some		Not much		None		Don't Know / No Opinion		Total N
Adults	13%	(281)	21%	(465)	26%	(570)	23%	(497)	18%	(388)	2200
Ethnicity: White	11%	(192)	21%	(362)	27%	(467)	23%	(408)	18%	(320)	1750
Ethnicity: Hispanic	23%	(75)	22%	(71)	23%	(76)	17%	(57)	15%	(50)	329
Ethnicity: Afr. Am.	18%	(49)	26%	(71)	20%	(53)	20%	(54)	16%	(42)	268
Ethnicity: Other	22%	(40)	18%	(32)	27%	(50)	19%	(34)	14%	(25)	182
Relig: Protestant	10%	(50)	19%	(91)	26%	(128)	26%	(128)	18%	(89)	486
Relig: Roman Catholic	14%	(72)	24%	(122)	26%	(133)	21%	(109)	15%	(74)	510
Relig: Ath./Agn./None	8%	(44)	23%	(128)	25%	(145)	22%	(128)	22%	(125)	571
Relig: Something Else	19%	(68)	20%	(75)	25%	(93)	22%	(81)	14%	(49)	366
Relig: Jewish	17%	(9)	31%	(18)	25%	(14)	14%	(8)	13%	(7)	56
Relig: Evangelical	18%	(117)	20%	(133)	24%	(158)	22%	(145)	17%	(111)	664
Relig: Non-Evang. Catholics	9%	(52)	21%	(129)	29%	(175)	24%	(142)	17%	(101)	598
Relig: All Christian	13%	(169)	21%	(261)	26%	(333)	23%	(287)	17%	(213)	1262
Relig: All Non-Christian	12%	(112)	22%	(203)	25%	(237)	22%	(210)	19%	(175)	937
Community: Urban	16%	(104)	24%	(150)	23%	(147)	21%	(135)	16%	(101)	637
Community: Suburban	11%	(103)	22%	(208)	28%	(260)	21%	(202)	18%	(174)	947
Community: Rural	12%	(74)	17%	(107)	26%	(162)	26%	(160)	18%	(113)	616
Employ: Private Sector	15%	(100)	25%	(168)	27%	(182)	20%	(135)	13%	(91)	676
Employ: Government	16%	(23)	23%	(32)	25%	(35)	20%	(28)	15%	(21)	139
Employ: Self-Employed	19%	(37)	24%	(48)	20%	(41)	25%	(50)	12%	(24)	200
Employ: Homemaker	12%	(22)	16%	(29)	29%	(54)	19%	(36)	24%	(44)	185
Employ: Student	27%	(33)	26%	(31)	23%	(28)	13%	(16)	11%	(14)	123
Employ: Retired	3%	(16)	17%	(84)	29%	(146)	31%	(157)	20%	(100)	503
Employ: Unemployed	13%	(28)	19%	(40)	24%	(50)	20%	(42)	24%	(52)	212
Employ: Other	14%	(22)	20%	(32)	20%	(33)	20%	(33)	26%	(43)	163
Job Type: White-collar	16%	(113)	28%	(195)	26%	(186)	20%	(144)	10%	(70)	707
Job Type: Blue-collar	11%	(109)	20%	(197)	26%	(262)	25%	(253)	18%	(174)	995
Job Type: Don't Know	12%	(59)	15%	(72)	24%	(122)	20%	(100)	29%	(144)	498
Military HH: Yes	14%	(62)	18%	(82)	27%	(121)	27%	(120)	15%	(68)	452
Military HH: No	13%	(219)	22%	(383)	26%	(449)	22%	(376)	18%	(320)	1748

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Table BRD11_4: How much do you trust each of the following to keep your personal data secure and private?

Twitter

Demographic	A lot		Some		Not much		None		Don't Know / No Opinion	Total N	
Adults	13%	(281)	21%	(465)	26%	(570)	23%	(497)	18%	(388)	2200
RD/WT: Right Direction	18%	(171)	23%	(218)	22%	(203)	20%	(190)	17%	(161)	943
RD/WT: Wrong Track	9%	(110)	20%	(247)	29%	(367)	24%	(306)	18%	(227)	1257
Strongly Approve	20%	(100)	20%	(104)	19%	(98)	25%	(125)	16%	(79)	506
Somewhat Approve	10%	(45)	21%	(97)	26%	(119)	23%	(107)	20%	(90)	457
Somewhat Disapprove	11%	(37)	24%	(80)	33%	(109)	19%	(64)	12%	(41)	331
Strongly Disapprove	11%	(84)	23%	(174)	28%	(217)	23%	(172)	15%	(116)	764
Dont Know / No Opinion	10%	(14)	7%	(10)	18%	(26)	20%	(29)	44%	(62)	141
#1 Issue: Economy	10%	(58)	21%	(125)	27%	(157)	23%	(136)	18%	(107)	583
#1 Issue: Security	12%	(56)	18%	(80)	27%	(126)	25%	(112)	18%	(83)	458
#1 Issue: Health Care	13%	(52)	23%	(92)	27%	(108)	20%	(78)	17%	(70)	400
#1 Issue: Medicare / Social Security	9%	(27)	22%	(63)	24%	(70)	26%	(74)	19%	(55)	289
#1 Issue: Women's Issues	18%	(23)	25%	(32)	30%	(38)	13%	(17)	14%	(18)	127
#1 Issue: Education	28%	(44)	18%	(30)	20%	(33)	17%	(27)	17%	(27)	161
#1 Issue: Energy	14%	(15)	28%	(30)	17%	(18)	30%	(32)	11%	(12)	107
#1 Issue: Other	7%	(6)	18%	(14)	26%	(19)	27%	(20)	21%	(16)	75
2016 Vote: Democrat Hillary Clinton	14%	(105)	23%	(170)	26%	(197)	19%	(145)	17%	(129)	746
2016 Vote: Republican Donald Trump	15%	(120)	20%	(166)	25%	(204)	23%	(189)	18%	(144)	822
2016 Vote: Someone else	7%	(11)	20%	(31)	27%	(43)	28%	(44)	18%	(27)	155
2012 Vote: Barack Obama	16%	(136)	24%	(208)	25%	(217)	20%	(171)	15%	(126)	859
2012 Vote: Mitt Romney	12%	(80)	18%	(115)	26%	(169)	25%	(158)	18%	(117)	639
2012 Vote: Other	3%	(3)	9%	(8)	22%	(20)	41%	(37)	24%	(22)	89
2012 Vote: Didn't Vote	10%	(62)	22%	(134)	27%	(163)	21%	(131)	20%	(123)	612
4-Region: Northeast	10%	(42)	24%	(96)	27%	(107)	23%	(91)	16%	(66)	401
4-Region: Midwest	13%	(62)	16%	(78)	28%	(134)	23%	(107)	20%	(93)	473
4-Region: South	12%	(99)	22%	(183)	25%	(202)	22%	(180)	19%	(151)	814
4-Region: West	15%	(79)	21%	(108)	25%	(127)	23%	(119)	15%	(78)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD11_5: How much do you trust each of the following to keep your personal data secure and private?
Amazon

Demographic	A lot		Some		Not much		None		Don't Know / No Opinion		Total N
Adults	33%	(719)	36%	(784)	12%	(274)	10%	(214)	10%	(209)	2200
Gender: Male	32%	(339)	36%	(381)	13%	(133)	11%	(122)	8%	(85)	1059
Gender: Female	33%	(381)	35%	(403)	12%	(141)	8%	(93)	11%	(124)	1141
Age: 18-29	37%	(176)	33%	(158)	15%	(70)	6%	(28)	10%	(47)	479
Age: 30-44	41%	(228)	35%	(196)	9%	(51)	7%	(38)	8%	(42)	555
Age: 45-54	32%	(123)	38%	(145)	11%	(42)	9%	(33)	11%	(42)	385
Age: 55-64	26%	(99)	38%	(146)	14%	(54)	14%	(53)	8%	(30)	383
Age: 65+	23%	(92)	35%	(139)	14%	(56)	16%	(62)	12%	(48)	398
PID: Dem (no lean)	36%	(280)	34%	(267)	12%	(94)	9%	(68)	9%	(70)	779
PID: Ind (no lean)	26%	(182)	38%	(274)	14%	(97)	11%	(76)	12%	(83)	712
PID: Rep (no lean)	36%	(257)	34%	(243)	12%	(83)	10%	(70)	8%	(56)	709
PID/Gender: Dem Men	36%	(121)	33%	(108)	14%	(48)	9%	(30)	7%	(24)	332
PID/Gender: Dem Women	36%	(159)	35%	(159)	10%	(46)	8%	(38)	10%	(45)	448
PID/Gender: Ind Men	24%	(86)	38%	(137)	14%	(50)	14%	(50)	10%	(37)	359
PID/Gender: Ind Women	27%	(96)	39%	(137)	13%	(47)	8%	(26)	13%	(46)	353
PID/Gender: Rep Men	36%	(132)	37%	(136)	10%	(36)	11%	(42)	6%	(23)	368
PID/Gender: Rep Women	37%	(125)	31%	(107)	14%	(47)	8%	(28)	10%	(33)	341
Tea Party: Supporter	43%	(267)	34%	(211)	10%	(62)	9%	(57)	5%	(30)	628
Tea Party: Not Supporter	29%	(448)	36%	(566)	14%	(211)	10%	(154)	11%	(177)	1556
Ideo: Liberal (1-3)	43%	(329)	34%	(261)	11%	(85)	5%	(39)	6%	(45)	758
Ideo: Moderate (4)	30%	(149)	38%	(187)	12%	(60)	13%	(64)	8%	(40)	499
Ideo: Conservative (5-7)	28%	(204)	37%	(274)	15%	(109)	12%	(88)	8%	(57)	731
Educ: < College	31%	(492)	34%	(528)	13%	(201)	10%	(164)	11%	(180)	1566
Educ: Bachelors degree	37%	(155)	40%	(165)	11%	(45)	7%	(31)	5%	(20)	416
Educ: Post-grad	33%	(72)	41%	(90)	13%	(27)	9%	(19)	4%	(9)	219
Income: Under 50k	31%	(425)	33%	(463)	13%	(184)	11%	(158)	11%	(156)	1386
Income: 50k-100k	35%	(211)	37%	(223)	12%	(71)	8%	(46)	7%	(45)	595
Income: 100k+	38%	(83)	45%	(98)	9%	(19)	4%	(10)	4%	(9)	218

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Table BRD11_5: How much do you trust each of the following to keep your personal data secure and private?

Amazon

Demographic	A lot	Some	Not much	None	Don't Know / No Opinion	Total N
Adults	33% (719)	36% (784)	12% (274)	10% (214)	10% (209)	2200
Ethnicity: White	31% (550)	37% (639)	13% (222)	10% (170)	10% (168)	1750
Ethnicity: Hispanic	40% (131)	33% (110)	9% (30)	8% (25)	10% (34)	329
Ethnicity: Afr. Am.	40% (106)	28% (76)	11% (28)	10% (27)	11% (30)	268
Ethnicity: Other	35% (63)	38% (68)	13% (24)	9% (17)	6% (10)	182
Relig: Protestant	32% (155)	34% (164)	12% (61)	13% (62)	9% (43)	486
Relig: Roman Catholic	35% (181)	36% (186)	12% (63)	8% (39)	8% (42)	510
Relig: Ath./Agn./None	26% (151)	38% (220)	11% (61)	11% (61)	14% (78)	571
Relig: Something Else	39% (144)	32% (118)	13% (48)	9% (33)	6% (23)	366
Relig: Jewish	39% (22)	37% (21)	10% (6)	6% (3)	9% (5)	56
Relig: Evangelical	37% (244)	33% (217)	12% (81)	9% (61)	9% (61)	664
Relig: Non-Evang. Catholics	30% (180)	38% (229)	14% (83)	10% (58)	8% (48)	598
Relig: All Christian	34% (425)	35% (445)	13% (164)	9% (119)	9% (109)	1262
Relig: All Non-Christian	31% (295)	36% (338)	12% (110)	10% (95)	11% (100)	937
Community: Urban	36% (228)	34% (215)	10% (66)	11% (73)	9% (57)	637
Community: Suburban	33% (313)	37% (355)	13% (122)	8% (74)	9% (84)	947
Community: Rural	29% (179)	35% (214)	14% (86)	11% (68)	11% (69)	616
Employ: Private Sector	36% (245)	39% (262)	12% (81)	8% (56)	5% (33)	676
Employ: Government	35% (49)	41% (58)	11% (16)	7% (10)	5% (7)	139
Employ: Self-Employed	40% (79)	33% (66)	10% (19)	13% (25)	5% (10)	200
Employ: Homemaker	26% (48)	37% (68)	11% (21)	10% (19)	15% (28)	185
Employ: Student	41% (51)	31% (38)	19% (24)	2% (3)	5% (7)	123
Employ: Retired	24% (121)	34% (170)	16% (79)	15% (78)	11% (55)	503
Employ: Unemployed	38% (81)	29% (62)	10% (22)	6% (13)	16% (34)	212
Employ: Other	28% (45)	37% (60)	7% (12)	7% (11)	22% (35)	163
Job Type: White-collar	38% (267)	41% (287)	10% (72)	7% (50)	4% (31)	707
Job Type: Blue-collar	32% (316)	35% (349)	14% (144)	11% (107)	8% (79)	995
Job Type: Don't Know	27% (136)	30% (148)	12% (58)	11% (57)	20% (99)	498
Military HH: Yes	33% (150)	38% (170)	12% (55)	10% (45)	7% (32)	452
Military HH: No	33% (569)	35% (613)	13% (219)	10% (170)	10% (177)	1748

Continued on next page

Table BRD11_5: How much do you trust each of the following to keep your personal data secure and private?

Amazon

Demographic	A lot	Some	Not much	None	Don't Know / No Opinion	Total N
Adults	33% (719)	36% (784)	12% (274)	10% (214)	10% (209)	2200
RD/WT: Right Direction	37% (347)	34% (322)	11% (103)	10% (91)	8% (80)	943
RD/WT: Wrong Track	30% (372)	37% (462)	14% (171)	10% (123)	10% (129)	1257
Strongly Approve	39% (196)	30% (153)	10% (52)	12% (62)	8% (42)	506
Somewhat Approve	28% (126)	41% (190)	15% (67)	7% (34)	9% (40)	457
Somewhat Disapprove	31% (101)	40% (132)	15% (51)	10% (33)	4% (15)	331
Strongly Disapprove	34% (256)	36% (279)	11% (87)	10% (76)	9% (66)	764
Dont Know / No Opinion	28% (40)	21% (30)	12% (17)	7% (9)	32% (45)	141
#1 Issue: Economy	31% (179)	37% (213)	13% (74)	9% (55)	10% (61)	583
#1 Issue: Security	31% (142)	38% (173)	12% (56)	11% (49)	9% (39)	458
#1 Issue: Health Care	34% (136)	39% (154)	10% (41)	8% (31)	9% (38)	400
#1 Issue: Medicare / Social Security	29% (83)	32% (93)	16% (46)	13% (39)	10% (29)	289
#1 Issue: Women's Issues	37% (47)	34% (44)	14% (18)	7% (9)	8% (10)	127
#1 Issue: Education	46% (73)	29% (46)	10% (17)	6% (9)	10% (16)	161
#1 Issue: Energy	39% (42)	35% (38)	8% (9)	9% (10)	8% (9)	107
#1 Issue: Other	24% (18)	31% (23)	18% (14)	17% (13)	10% (7)	75
2016 Vote: Democrat Hillary Clinton	37% (274)	35% (260)	10% (78)	9% (69)	9% (65)	746
2016 Vote: Republican Donald Trump	32% (263)	37% (304)	12% (100)	10% (85)	9% (70)	822
2016 Vote: Someone else	26% (40)	34% (52)	14% (21)	14% (22)	13% (20)	155
2012 Vote: Barack Obama	39% (334)	35% (303)	10% (87)	9% (74)	7% (61)	859
2012 Vote: Mitt Romney	31% (199)	35% (224)	14% (87)	11% (70)	9% (59)	639
2012 Vote: Other	18% (16)	31% (27)	16% (14)	19% (17)	17% (15)	89
2012 Vote: Didn't Vote	28% (170)	37% (228)	14% (85)	9% (54)	12% (75)	612
4-Region: Northeast	28% (114)	41% (166)	14% (56)	8% (30)	9% (36)	401
4-Region: Midwest	33% (157)	31% (149)	14% (64)	10% (46)	12% (57)	473
4-Region: South	32% (264)	37% (299)	12% (96)	10% (79)	9% (77)	814
4-Region: West	36% (185)	33% (170)	11% (58)	11% (59)	8% (40)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD11_6: How much do you trust each of the following to keep your personal data secure and private?
 Your cell phone manufacturer

Demographic	A lot		Some		Not much		None		Don't Know / No Opinion		Total N
Adults	28%	(622)	38%	(847)	15%	(320)	10%	(213)	9%	(198)	2200
Gender: Male	29%	(309)	37%	(393)	14%	(153)	12%	(124)	8%	(80)	1059
Gender: Female	27%	(314)	40%	(454)	15%	(167)	8%	(89)	10%	(118)	1141
Age: 18-29	32%	(156)	38%	(184)	13%	(62)	7%	(33)	9%	(44)	479
Age: 30-44	34%	(191)	40%	(219)	11%	(62)	7%	(39)	8%	(44)	555
Age: 45-54	26%	(101)	40%	(154)	17%	(67)	8%	(30)	9%	(33)	385
Age: 55-64	25%	(98)	36%	(139)	16%	(60)	14%	(54)	8%	(32)	383
Age: 65+	19%	(77)	38%	(150)	17%	(69)	14%	(57)	11%	(45)	398
PID: Dem (no lean)	31%	(241)	41%	(316)	14%	(108)	7%	(52)	8%	(62)	779
PID: Ind (no lean)	25%	(181)	35%	(247)	16%	(111)	12%	(84)	13%	(89)	712
PID: Rep (no lean)	28%	(200)	40%	(285)	14%	(101)	11%	(76)	7%	(46)	709
PID/Gender: Dem Men	37%	(123)	35%	(118)	14%	(47)	8%	(25)	6%	(19)	332
PID/Gender: Dem Women	26%	(119)	44%	(198)	14%	(61)	6%	(27)	10%	(43)	448
PID/Gender: Ind Men	23%	(81)	36%	(129)	15%	(55)	15%	(53)	11%	(41)	359
PID/Gender: Ind Women	28%	(100)	33%	(117)	16%	(56)	9%	(31)	14%	(49)	353
PID/Gender: Rep Men	28%	(105)	40%	(146)	14%	(52)	12%	(45)	6%	(20)	368
PID/Gender: Rep Women	28%	(95)	41%	(139)	15%	(50)	9%	(31)	8%	(26)	341
Tea Party: Supporter	35%	(223)	39%	(245)	11%	(71)	8%	(52)	6%	(37)	628
Tea Party: Not Supporter	25%	(394)	38%	(597)	16%	(247)	10%	(159)	10%	(159)	1556
Ideo: Liberal (1-3)	37%	(277)	38%	(288)	14%	(103)	6%	(46)	6%	(43)	758
Ideo: Moderate (4)	23%	(115)	40%	(201)	17%	(85)	10%	(50)	9%	(47)	499
Ideo: Conservative (5-7)	24%	(178)	41%	(298)	16%	(116)	12%	(87)	7%	(52)	731
Educ: < College	29%	(450)	36%	(568)	14%	(220)	10%	(163)	10%	(164)	1566
Educ: Bachelors degree	29%	(121)	44%	(183)	14%	(59)	8%	(32)	5%	(21)	416
Educ: Post-grad	24%	(51)	44%	(95)	19%	(41)	8%	(18)	6%	(13)	219
Income: Under 50k	29%	(397)	37%	(515)	13%	(181)	11%	(154)	10%	(140)	1386
Income: 50k-100k	26%	(157)	40%	(235)	18%	(109)	8%	(47)	8%	(47)	595
Income: 100k+	31%	(68)	44%	(97)	14%	(31)	5%	(12)	5%	(11)	218

Continued on next page

Table BRD11_6: How much do you trust each of the following to keep your personal data secure and private?
Your cell phone manufacturer

Demographic	A lot	Some	Not much	None	Don't Know / No Opinion	Total N
Adults	28% (622)	38% (847)	15% (320)	10% (213)	9% (198)	2200
Ethnicity: White	27% (478)	39% (682)	15% (255)	10% (174)	9% (161)	1750
Ethnicity: Hispanic	36% (118)	37% (122)	9% (31)	7% (22)	11% (37)	329
Ethnicity: Afr. Am.	31% (84)	36% (97)	15% (41)	8% (22)	9% (25)	268
Ethnicity: Other	34% (61)	37% (68)	13% (24)	10% (18)	6% (11)	182
Relig: Protestant	24% (119)	44% (216)	14% (68)	10% (46)	7% (36)	486
Relig: Roman Catholic	34% (173)	37% (191)	15% (75)	8% (42)	6% (29)	510
Relig: Ath./Agn./None	22% (126)	37% (212)	14% (82)	12% (69)	14% (81)	571
Relig: Something Else	33% (120)	36% (132)	14% (51)	10% (36)	7% (27)	366
Relig: Jewish	28% (16)	42% (24)	15% (8)	6% (3)	9% (5)	56
Relig: Evangelical	32% (213)	38% (249)	14% (93)	8% (55)	8% (53)	664
Relig: Non-Evang. Catholics	27% (164)	42% (252)	16% (94)	9% (53)	6% (36)	598
Relig: All Christian	30% (376)	40% (501)	15% (187)	9% (108)	7% (90)	1262
Relig: All Non-Christian	26% (246)	37% (345)	14% (133)	11% (105)	12% (108)	937
Community: Urban	31% (198)	37% (236)	14% (90)	10% (64)	8% (49)	637
Community: Suburban	28% (263)	40% (380)	16% (148)	8% (76)	8% (80)	947
Community: Rural	26% (162)	37% (230)	13% (82)	12% (73)	11% (69)	616
Employ: Private Sector	31% (209)	42% (284)	16% (105)	7% (50)	4% (27)	676
Employ: Government	26% (36)	41% (57)	17% (24)	9% (13)	7% (9)	139
Employ: Self-Employed	34% (68)	36% (72)	13% (26)	12% (23)	5% (10)	200
Employ: Homemaker	26% (48)	36% (66)	12% (23)	9% (17)	17% (31)	185
Employ: Student	39% (48)	32% (40)	15% (19)	9% (11)	4% (5)	123
Employ: Retired	21% (103)	38% (192)	17% (83)	14% (72)	11% (53)	503
Employ: Unemployed	30% (65)	39% (83)	9% (19)	7% (15)	14% (30)	212
Employ: Other	27% (45)	32% (52)	13% (22)	7% (12)	20% (33)	163
Job Type: White-collar	30% (211)	43% (302)	16% (115)	7% (48)	4% (31)	707
Job Type: Blue-collar	28% (276)	39% (393)	15% (147)	11% (105)	8% (75)	995
Job Type: Don't Know	27% (136)	31% (152)	12% (58)	12% (60)	18% (92)	498
Military HH: Yes	30% (138)	38% (174)	13% (60)	10% (43)	8% (38)	452
Military HH: No	28% (485)	39% (673)	15% (260)	10% (170)	9% (160)	1748

Continued on next page

Table BRD11_6: How much do you trust each of the following to keep your personal data secure and private?
Your cell phone manufacturer

Demographic	A lot		Some		Not much		None		Don't Know / No Opinion		Total N
Adults	28%	(622)	38%	(847)	15%	(320)	10%	(213)	9%	(198)	2200
RD/WT: Right Direction	31%	(296)	39%	(364)	12%	(117)	10%	(93)	8%	(72)	943
RD/WT: Wrong Track	26%	(326)	38%	(482)	16%	(203)	10%	(120)	10%	(125)	1257
Strongly Approve	31%	(159)	38%	(192)	11%	(54)	13%	(66)	7%	(35)	506
Somewhat Approve	24%	(111)	39%	(178)	18%	(84)	8%	(37)	10%	(47)	457
Somewhat Disapprove	27%	(91)	43%	(144)	15%	(50)	8%	(27)	6%	(19)	331
Strongly Disapprove	29%	(223)	38%	(290)	16%	(119)	10%	(73)	8%	(59)	764
Dont Know / No Opinion	27%	(39)	31%	(44)	9%	(13)	6%	(8)	26%	(37)	141
#1 Issue: Economy	26%	(149)	40%	(236)	15%	(90)	10%	(56)	9%	(52)	583
#1 Issue: Security	26%	(117)	39%	(181)	17%	(77)	9%	(43)	9%	(40)	458
#1 Issue: Health Care	32%	(127)	42%	(166)	9%	(37)	8%	(32)	10%	(38)	400
#1 Issue: Medicare / Social Security	25%	(72)	34%	(97)	20%	(58)	13%	(38)	9%	(25)	289
#1 Issue: Women's Issues	32%	(41)	38%	(49)	16%	(20)	5%	(7)	8%	(10)	127
#1 Issue: Education	41%	(66)	35%	(56)	10%	(17)	6%	(10)	8%	(13)	161
#1 Issue: Energy	28%	(31)	36%	(38)	11%	(12)	14%	(15)	11%	(11)	107
#1 Issue: Other	26%	(19)	33%	(25)	13%	(10)	16%	(12)	11%	(8)	75
2016 Vote: Democrat Hillary Clinton	31%	(230)	39%	(293)	14%	(103)	6%	(48)	10%	(72)	746
2016 Vote: Republican Donald Trump	27%	(224)	38%	(312)	16%	(130)	11%	(91)	8%	(66)	822
2016 Vote: Someone else	22%	(35)	41%	(63)	11%	(18)	20%	(30)	6%	(9)	155
2012 Vote: Barack Obama	33%	(279)	41%	(351)	13%	(115)	7%	(57)	7%	(56)	859
2012 Vote: Mitt Romney	25%	(160)	39%	(250)	15%	(98)	12%	(79)	8%	(52)	639
2012 Vote: Other	18%	(16)	33%	(30)	21%	(18)	21%	(19)	7%	(6)	89
2012 Vote: Didn't Vote	27%	(167)	35%	(216)	14%	(88)	9%	(58)	14%	(84)	612
4-Region: Northeast	29%	(118)	36%	(146)	17%	(69)	9%	(36)	8%	(33)	401
4-Region: Midwest	26%	(124)	39%	(185)	14%	(68)	10%	(46)	11%	(50)	473
4-Region: South	27%	(220)	39%	(317)	15%	(122)	10%	(84)	9%	(72)	814
4-Region: West	32%	(162)	39%	(198)	12%	(61)	9%	(47)	8%	(43)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD12_1: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

GPS data from a person's cell phone

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	54% (1195)	30% (666)	15% (339)	2200
Gender: Male	52% (548)	35% (369)	13% (142)	1059
Gender: Female	57% (647)	26% (297)	17% (197)	1141
Age: 18-29	47% (224)	34% (162)	19% (93)	479
Age: 30-44	57% (318)	29% (160)	14% (78)	555
Age: 45-54	53% (205)	31% (119)	16% (61)	385
Age: 55-64	51% (196)	32% (124)	16% (63)	383
Age: 65+	64% (253)	25% (101)	11% (44)	398
PID: Dem (no lean)	55% (426)	31% (242)	14% (111)	779
PID: Ind (no lean)	51% (363)	31% (222)	18% (126)	712
PID: Rep (no lean)	57% (406)	28% (201)	14% (102)	709
PID/Gender: Dem Men	51% (171)	38% (126)	11% (35)	332
PID/Gender: Dem Women	57% (255)	26% (117)	17% (76)	448
PID/Gender: Ind Men	47% (168)	37% (132)	17% (59)	359
PID/Gender: Ind Women	55% (196)	26% (90)	19% (67)	353
PID/Gender: Rep Men	57% (209)	30% (111)	13% (48)	368
PID/Gender: Rep Women	58% (196)	27% (90)	16% (54)	341
Tea Party: Supporter	58% (363)	33% (207)	9% (59)	628
Tea Party: Not Supporter	53% (821)	29% (456)	18% (280)	1556
Ideo: Liberal (1-3)	55% (420)	33% (249)	12% (88)	758
Ideo: Moderate (4)	56% (278)	30% (151)	14% (70)	499
Ideo: Conservative (5-7)	58% (423)	31% (224)	11% (84)	731
Educ: < College	52% (818)	31% (478)	17% (270)	1566
Educ: Bachelors degree	60% (248)	29% (119)	12% (49)	416
Educ: Post-grad	59% (130)	32% (70)	9% (19)	219

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Table BRD12_1: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

GPS data from a person's cell phone

Demographic	Yes, they should be able to access this information		No, they should not be able to access this information		Don't Know / No Opinion		Total N
Adults	54%	(1195)	30%	(666)	15%	(339)	2200
Income: Under 50k	51%	(712)	31%	(435)	17%	(239)	1386
Income: 50k-100k	57%	(340)	30%	(176)	13%	(80)	595
Income: 100k+	66%	(143)	25%	(55)	9%	(20)	218
Ethnicity: White	56%	(980)	29%	(503)	15%	(266)	1750
Ethnicity: Hispanic	54%	(178)	29%	(95)	17%	(57)	329
Ethnicity: Afr. Am.	53%	(144)	32%	(85)	15%	(39)	268
Ethnicity: Other	39%	(71)	43%	(78)	18%	(33)	182
Relig: Protestant	61%	(297)	27%	(131)	12%	(57)	486
Relig: Roman Catholic	57%	(288)	30%	(154)	13%	(68)	510
Relig: Ath./Agn./None	45%	(255)	35%	(197)	21%	(119)	571
Relig: Something Else	57%	(210)	28%	(101)	15%	(55)	366
Relig: Jewish	65%	(37)	23%	(13)	12%	(7)	56
Relig: Evangelical	56%	(373)	31%	(204)	13%	(87)	664
Relig: Non-Evang. Catholics	60%	(357)	27%	(164)	13%	(77)	598
Relig: All Christian	58%	(729)	29%	(368)	13%	(165)	1262
Relig: All Non-Christian	50%	(465)	32%	(298)	19%	(174)	937
Community: Urban	53%	(340)	31%	(196)	16%	(101)	637
Community: Suburban	57%	(538)	29%	(272)	15%	(137)	947
Community: Rural	51%	(317)	32%	(198)	16%	(100)	616
Employ: Private Sector	56%	(379)	33%	(224)	11%	(73)	676
Employ: Government	52%	(72)	31%	(43)	17%	(24)	139
Employ: Self-Employed	51%	(101)	37%	(73)	13%	(25)	200
Employ: Homemaker	49%	(90)	30%	(56)	21%	(39)	185
Employ: Student	47%	(57)	35%	(42)	19%	(23)	123
Employ: Retired	60%	(303)	25%	(128)	14%	(72)	503
Employ: Unemployed	55%	(116)	25%	(53)	21%	(44)	212
Employ: Other	48%	(78)	28%	(46)	24%	(39)	163

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Table BRD12_1: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

GPS data from a person's cell phone

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	54% (1195)	30% (666)	15% (339)	2200
Job Type: White-collar	60% (424)	29% (204)	11% (78)	707
Job Type: Blue-collar	58% (575)	30% (303)	12% (118)	995
Job Type: Don't Know	39% (196)	32% (159)	29% (143)	498
Military HH: Yes	53% (241)	33% (149)	14% (62)	452
Military HH: No	55% (954)	30% (517)	16% (277)	1748
RD/WT: Right Direction	57% (539)	28% (260)	15% (144)	943
RD/WT: Wrong Track	52% (656)	32% (406)	15% (195)	1257
Strongly Approve	58% (296)	30% (150)	12% (61)	506
Somewhat Approve	56% (258)	27% (124)	16% (75)	457
Somewhat Disapprove	57% (188)	32% (105)	11% (38)	331
Strongly Disapprove	52% (399)	34% (259)	14% (106)	764
Dont Know / No Opinion	38% (54)	20% (28)	42% (59)	141
#1 Issue: Economy	57% (333)	29% (172)	13% (78)	583
#1 Issue: Security	57% (262)	27% (125)	16% (71)	458
#1 Issue: Health Care	54% (214)	31% (123)	15% (62)	400
#1 Issue: Medicare / Social Security	52% (152)	33% (94)	15% (43)	289
#1 Issue: Women's Issues	49% (63)	36% (46)	14% (18)	127
#1 Issue: Education	53% (86)	26% (41)	21% (34)	161
#1 Issue: Energy	51% (55)	31% (34)	18% (19)	107
#1 Issue: Other	40% (30)	41% (31)	19% (14)	75
2016 Vote: Democrat Hillary Clinton	53% (398)	32% (240)	14% (108)	746
2016 Vote: Republican Donald Trump	58% (478)	29% (239)	13% (106)	822
2016 Vote: Someone else	54% (83)	32% (49)	14% (22)	155
2012 Vote: Barack Obama	56% (477)	33% (284)	11% (97)	859
2012 Vote: Mitt Romney	59% (380)	27% (173)	13% (86)	639
2012 Vote: Other	46% (41)	35% (32)	18% (16)	89
2012 Vote: Didn't Vote	48% (296)	29% (177)	23% (139)	612

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Table BRD12_1: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

GPS data from a person's cell phone

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	54% (1195)	30% (666)	15% (339)	2200
4-Region: Northeast	54% (217)	33% (132)	13% (53)	401
4-Region: Midwest	52% (248)	31% (146)	17% (79)	473
4-Region: South	57% (466)	28% (224)	15% (124)	814
4-Region: West	52% (264)	32% (164)	16% (83)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD12_2: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Location data from a person's cell phone

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	55% (1200)	31% (675)	15% (325)	2200
Gender: Male	53% (557)	35% (367)	13% (136)	1059
Gender: Female	56% (643)	27% (309)	17% (189)	1141
Age: 18-29	46% (222)	37% (175)	17% (82)	479
Age: 30-44	56% (310)	29% (163)	15% (82)	555
Age: 45-54	56% (218)	28% (108)	16% (60)	385
Age: 55-64	51% (197)	33% (127)	15% (59)	383
Age: 65+	63% (252)	26% (103)	11% (42)	398
PID: Dem (no lean)	56% (437)	31% (241)	13% (102)	779
PID: Ind (no lean)	50% (354)	32% (230)	18% (128)	712
PID: Rep (no lean)	58% (409)	29% (204)	13% (95)	709
PID/Gender: Dem Men	54% (178)	36% (120)	10% (33)	332
PID/Gender: Dem Women	58% (259)	27% (120)	15% (68)	448
PID/Gender: Ind Men	46% (164)	38% (135)	17% (61)	359
PID/Gender: Ind Women	54% (190)	27% (95)	19% (67)	353
PID/Gender: Rep Men	58% (215)	30% (111)	11% (42)	368
PID/Gender: Rep Women	57% (194)	27% (93)	16% (54)	341
Tea Party: Supporter	58% (364)	33% (205)	9% (59)	628
Tea Party: Not Supporter	53% (825)	30% (466)	17% (265)	1556
Ideo: Liberal (1-3)	55% (420)	34% (256)	11% (82)	758
Ideo: Moderate (4)	53% (265)	33% (163)	14% (71)	499
Ideo: Conservative (5-7)	59% (433)	30% (219)	11% (79)	731
Educ: < College	53% (824)	31% (481)	17% (261)	1566
Educ: Bachelors degree	58% (240)	31% (129)	11% (47)	416
Educ: Post-grad	62% (136)	30% (66)	8% (17)	219

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Table BRD12_2: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Location data from a person's cell phone

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	55% (1200)	31% (675)	15% (325)	2200
Income: Under 50k	52% (714)	32% (438)	17% (234)	1386
Income: 50k-100k	58% (344)	30% (181)	12% (71)	595
Income: 100k+	65% (142)	26% (57)	9% (20)	218
Ethnicity: White	56% (979)	29% (511)	15% (259)	1750
Ethnicity: Hispanic	50% (165)	34% (111)	16% (53)	329
Ethnicity: Afr. Am.	55% (149)	31% (84)	13% (35)	268
Ethnicity: Other	40% (72)	44% (80)	17% (30)	182
Relig: Protestant	62% (299)	27% (130)	12% (56)	486
Relig: Roman Catholic	57% (292)	32% (164)	11% (54)	510
Relig: Ath./Agn./None	44% (252)	34% (195)	22% (124)	571
Relig: Something Else	56% (205)	30% (108)	15% (53)	366
Relig: Jewish	71% (40)	20% (11)	9% (5)	56
Relig: Evangelical	59% (390)	29% (193)	12% (81)	664
Relig: Non-Evang. Catholics	59% (352)	30% (180)	11% (66)	598
Relig: All Christian	59% (743)	29% (372)	12% (147)	1262
Relig: All Non-Christian	49% (456)	32% (303)	19% (177)	937
Community: Urban	51% (328)	33% (208)	16% (101)	637
Community: Suburban	59% (555)	28% (261)	14% (131)	947
Community: Rural	52% (317)	33% (206)	15% (93)	616
Employ: Private Sector	55% (372)	33% (222)	12% (81)	676
Employ: Government	59% (82)	29% (41)	12% (16)	139
Employ: Self-Employed	44% (88)	44% (87)	12% (24)	200
Employ: Homemaker	49% (91)	31% (58)	19% (36)	185
Employ: Student	49% (60)	36% (45)	15% (18)	123
Employ: Retired	62% (310)	25% (126)	13% (67)	503
Employ: Unemployed	54% (115)	25% (53)	21% (44)	212
Employ: Other	50% (81)	27% (44)	24% (39)	163

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Table BRD12_2: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Location data from a person's cell phone

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	55% (1200)	31% (675)	15% (325)	2200
Job Type: White-collar	60% (424)	31% (217)	9% (65)	707
Job Type: Blue-collar	59% (586)	30% (298)	11% (111)	995
Job Type: Don't Know	38% (189)	32% (161)	30% (148)	498
Military HH: Yes	55% (249)	33% (150)	12% (54)	452
Military HH: No	54% (951)	30% (526)	16% (271)	1748
RD/WT: Right Direction	56% (527)	30% (281)	14% (135)	943
RD/WT: Wrong Track	54% (673)	31% (395)	15% (190)	1257
Strongly Approve	57% (288)	32% (163)	11% (54)	506
Somewhat Approve	58% (266)	27% (121)	15% (70)	457
Somewhat Disapprove	57% (188)	32% (107)	11% (36)	331
Strongly Disapprove	53% (403)	33% (255)	14% (106)	764
Dont Know / No Opinion	39% (54)	20% (28)	41% (58)	141
#1 Issue: Economy	58% (336)	28% (165)	14% (81)	583
#1 Issue: Security	59% (272)	26% (119)	15% (67)	458
#1 Issue: Health Care	54% (215)	31% (123)	16% (62)	400
#1 Issue: Medicare / Social Security	54% (156)	33% (96)	13% (37)	289
#1 Issue: Women's Issues	50% (64)	37% (47)	13% (17)	127
#1 Issue: Education	50% (81)	31% (51)	18% (29)	161
#1 Issue: Energy	41% (44)	44% (47)	15% (16)	107
#1 Issue: Other	44% (33)	37% (28)	19% (14)	75
2016 Vote: Democrat Hillary Clinton	54% (404)	31% (230)	15% (112)	746
2016 Vote: Republican Donald Trump	59% (482)	29% (240)	12% (101)	822
2016 Vote: Someone else	55% (85)	31% (48)	14% (22)	155
2012 Vote: Barack Obama	58% (494)	31% (265)	12% (99)	859
2012 Vote: Mitt Romney	59% (379)	28% (180)	13% (81)	639
2012 Vote: Other	51% (46)	32% (29)	17% (15)	89
2012 Vote: Didn't Vote	46% (281)	33% (202)	21% (129)	612

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Table BRD12_2: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Location data from a person's cell phone

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	55% (1200)	31% (675)	15% (325)	2200
4-Region: Northeast	56% (224)	33% (131)	12% (47)	401
4-Region: Midwest	54% (256)	29% (138)	17% (79)	473
4-Region: South	56% (457)	30% (242)	14% (115)	814
4-Region: West	52% (263)	32% (164)	16% (84)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD12_3: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Text messages or chat histories of users

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	49% (1074)	36% (799)	15% (327)	2200
Gender: Male	47% (494)	40% (424)	13% (140)	1059
Gender: Female	51% (580)	33% (375)	16% (186)	1141
Age: 18-29	44% (209)	40% (192)	16% (78)	479
Age: 30-44	53% (293)	32% (180)	15% (82)	555
Age: 45-54	50% (192)	35% (133)	16% (60)	385
Age: 55-64	44% (169)	41% (156)	15% (58)	383
Age: 65+	53% (211)	35% (137)	12% (49)	398
PID: Dem (no lean)	50% (390)	37% (288)	13% (101)	779
PID: Ind (no lean)	45% (319)	38% (268)	18% (125)	712
PID: Rep (no lean)	52% (365)	34% (243)	14% (100)	709
PID/Gender: Dem Men	50% (165)	41% (136)	9% (31)	332
PID/Gender: Dem Women	50% (225)	34% (152)	16% (70)	448
PID/Gender: Ind Men	40% (143)	44% (158)	16% (58)	359
PID/Gender: Ind Women	50% (176)	31% (110)	19% (67)	353
PID/Gender: Rep Men	51% (186)	35% (131)	14% (51)	368
PID/Gender: Rep Women	53% (179)	33% (113)	14% (49)	341
Tea Party: Supporter	53% (331)	36% (228)	11% (69)	628
Tea Party: Not Supporter	47% (731)	37% (568)	16% (257)	1556
Ideo: Liberal (1-3)	50% (378)	38% (291)	12% (89)	758
Ideo: Moderate (4)	49% (247)	36% (182)	14% (71)	499
Ideo: Conservative (5-7)	52% (377)	37% (274)	11% (80)	731
Educ: < College	47% (733)	37% (582)	16% (251)	1566
Educ: Bachelors degree	54% (223)	34% (139)	13% (54)	416
Educ: Post-grad	54% (119)	36% (78)	10% (22)	219

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Table BRD12_3: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Text messages or chat histories of users

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	49% (1074)	36% (799)	15% (327)	2200
Income: Under 50k	46% (642)	37% (516)	16% (229)	1386
Income: 50k-100k	51% (301)	37% (220)	13% (75)	595
Income: 100k+	60% (131)	29% (64)	11% (23)	218
Ethnicity: White	50% (871)	35% (617)	15% (261)	1750
Ethnicity: Hispanic	51% (169)	32% (106)	16% (54)	329
Ethnicity: Afr. Am.	49% (131)	38% (102)	13% (35)	268
Ethnicity: Other	39% (72)	44% (80)	17% (30)	182
Relig: Protestant	54% (261)	34% (167)	12% (58)	486
Relig: Roman Catholic	51% (262)	35% (180)	13% (68)	510
Relig: Ath./Agn./None	41% (232)	39% (221)	21% (118)	571
Relig: Something Else	51% (186)	36% (132)	13% (48)	366
Relig: Jewish	53% (30)	29% (16)	18% (10)	56
Relig: Evangelical	52% (346)	35% (235)	13% (83)	664
Relig: Non-Evang. Catholics	52% (309)	35% (211)	13% (78)	598
Relig: All Christian	52% (655)	35% (446)	13% (161)	1262
Relig: All Non-Christian	45% (418)	38% (354)	18% (165)	937
Community: Urban	48% (308)	36% (231)	15% (99)	637
Community: Suburban	51% (479)	36% (337)	14% (132)	947
Community: Rural	47% (287)	38% (232)	16% (97)	616
Employ: Private Sector	54% (363)	35% (240)	11% (73)	676
Employ: Government	53% (74)	35% (48)	12% (17)	139
Employ: Self-Employed	39% (78)	49% (97)	12% (24)	200
Employ: Homemaker	49% (91)	31% (58)	19% (36)	185
Employ: Student	43% (53)	39% (48)	18% (22)	123
Employ: Retired	51% (256)	34% (173)	15% (74)	503
Employ: Unemployed	44% (93)	36% (77)	20% (41)	212
Employ: Other	41% (66)	35% (57)	24% (40)	163

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Table BRD12_3: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Text messages or chat histories of users

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	49% (1074)	36% (799)	15% (327)	2200
Job Type: White-collar	54% (378)	36% (254)	11% (74)	707
Job Type: Blue-collar	52% (515)	37% (365)	12% (115)	995
Job Type: Don't Know	36% (180)	36% (180)	28% (137)	498
Military HH: Yes	49% (222)	37% (167)	14% (63)	452
Military HH: No	49% (852)	36% (632)	15% (264)	1748
RD/WT: Right Direction	51% (481)	34% (325)	15% (137)	943
RD/WT: Wrong Track	47% (593)	38% (475)	15% (190)	1257
Strongly Approve	52% (264)	36% (183)	12% (59)	506
Somewhat Approve	52% (236)	32% (148)	16% (73)	457
Somewhat Disapprove	50% (166)	40% (133)	9% (31)	331
Strongly Disapprove	47% (359)	39% (294)	14% (110)	764
Dont Know / No Opinion	34% (48)	28% (40)	37% (53)	141
#1 Issue: Economy	51% (296)	37% (214)	12% (73)	583
#1 Issue: Security	53% (244)	33% (149)	14% (65)	458
#1 Issue: Health Care	48% (191)	35% (141)	17% (68)	400
#1 Issue: Medicare / Social Security	45% (131)	40% (114)	15% (44)	289
#1 Issue: Women's Issues	43% (54)	40% (52)	17% (22)	127
#1 Issue: Education	47% (76)	37% (60)	16% (25)	161
#1 Issue: Energy	45% (49)	43% (46)	12% (13)	107
#1 Issue: Other	47% (35)	32% (24)	22% (16)	75
2016 Vote: Democrat Hillary Clinton	47% (353)	38% (283)	15% (111)	746
2016 Vote: Republican Donald Trump	53% (433)	34% (280)	13% (110)	822
2016 Vote: Someone else	46% (71)	39% (61)	15% (23)	155
2012 Vote: Barack Obama	49% (424)	39% (335)	12% (100)	859
2012 Vote: Mitt Romney	52% (332)	34% (220)	14% (87)	639
2012 Vote: Other	46% (42)	41% (37)	13% (11)	89
2012 Vote: Didn't Vote	45% (277)	34% (207)	21% (129)	612

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Table BRD12_3: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Text messages or chat histories of users

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	49% (1074)	36% (799)	15% (327)	2200
4-Region: Northeast	48% (194)	39% (156)	13% (51)	401
4-Region: Midwest	46% (216)	39% (183)	16% (75)	473
4-Region: South	50% (407)	35% (284)	15% (124)	814
4-Region: West	50% (257)	35% (177)	15% (77)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD12_4: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Internet browsing history

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	48% (1053)	37% (810)	15% (337)	2200
Gender: Male	45% (480)	41% (433)	14% (146)	1059
Gender: Female	50% (573)	33% (377)	17% (191)	1141
Age: 18-29	42% (203)	39% (188)	18% (88)	479
Age: 30-44	52% (287)	33% (184)	15% (84)	555
Age: 45-54	48% (187)	34% (132)	17% (67)	385
Age: 55-64	43% (163)	44% (168)	13% (51)	383
Age: 65+	54% (213)	35% (138)	12% (47)	398
PID: Dem (no lean)	49% (381)	37% (286)	14% (112)	779
PID: Ind (no lean)	42% (299)	40% (288)	18% (125)	712
PID: Rep (no lean)	53% (373)	33% (236)	14% (100)	709
PID/Gender: Dem Men	45% (148)	43% (143)	12% (40)	332
PID/Gender: Dem Women	52% (233)	32% (143)	16% (72)	448
PID/Gender: Ind Men	38% (137)	45% (163)	16% (59)	359
PID/Gender: Ind Women	46% (162)	35% (125)	19% (66)	353
PID/Gender: Rep Men	53% (195)	34% (127)	13% (47)	368
PID/Gender: Rep Women	52% (179)	32% (109)	16% (53)	341
Tea Party: Supporter	53% (331)	36% (226)	11% (71)	628
Tea Party: Not Supporter	46% (710)	37% (582)	17% (265)	1556
Ideo: Liberal (1-3)	50% (376)	39% (294)	12% (88)	758
Ideo: Moderate (4)	47% (236)	38% (191)	15% (73)	499
Ideo: Conservative (5-7)	52% (378)	36% (267)	12% (86)	731
Educ: < College	46% (724)	37% (580)	17% (261)	1566
Educ: Bachelors degree	51% (213)	35% (147)	13% (56)	416
Educ: Post-grad	53% (116)	38% (83)	9% (20)	219

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Table BRD12_4: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Internet browsing history

Demographic	Yes, they should be able to access this information		No, they should not be able to access this information		Don't Know / No Opinion		Total N
Adults	48%	(1053)	37%	(810)	15%	(337)	2200
Income: Under 50k	46%	(633)	38%	(530)	16%	(224)	1386
Income: 50k-100k	49%	(292)	36%	(214)	15%	(89)	595
Income: 100k+	58%	(128)	31%	(67)	11%	(24)	218
Ethnicity: White	49%	(858)	36%	(629)	15%	(262)	1750
Ethnicity: Hispanic	52%	(172)	32%	(104)	16%	(54)	329
Ethnicity: Afr. Am.	46%	(125)	37%	(99)	17%	(45)	268
Ethnicity: Other	38%	(70)	45%	(83)	16%	(29)	182
Relig: Protestant	54%	(262)	33%	(161)	13%	(62)	486
Relig: Roman Catholic	53%	(272)	35%	(177)	12%	(61)	510
Relig: Ath./Agn./None	37%	(211)	42%	(238)	21%	(122)	571
Relig: Something Else	48%	(177)	37%	(134)	15%	(55)	366
Relig: Jewish	50%	(28)	38%	(21)	12%	(7)	56
Relig: Evangelical	53%	(353)	34%	(225)	13%	(86)	664
Relig: Non-Evang. Catholics	52%	(311)	36%	(213)	12%	(74)	598
Relig: All Christian	53%	(665)	35%	(437)	13%	(160)	1262
Relig: All Non-Christian	41%	(388)	40%	(373)	19%	(177)	937
Community: Urban	46%	(295)	37%	(238)	16%	(104)	637
Community: Suburban	50%	(469)	36%	(345)	14%	(133)	947
Community: Rural	47%	(289)	37%	(227)	16%	(100)	616
Employ: Private Sector	52%	(349)	37%	(247)	12%	(79)	676
Employ: Government	53%	(73)	33%	(46)	15%	(20)	139
Employ: Self-Employed	43%	(85)	41%	(82)	16%	(32)	200
Employ: Homemaker	46%	(85)	35%	(64)	19%	(35)	185
Employ: Student	35%	(43)	48%	(59)	17%	(20)	123
Employ: Retired	51%	(257)	35%	(178)	13%	(67)	503
Employ: Unemployed	43%	(91)	35%	(75)	22%	(46)	212
Employ: Other	42%	(69)	36%	(59)	22%	(36)	163

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Table BRD12_4: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Internet browsing history

Demographic	Yes, they should be able to access this information		No, they should not be able to access this information		Don't Know / No Opinion		Total N
Adults	48%	(1053)	37%	(810)	15%	(337)	2200
Job Type: White-collar	53%	(376)	36%	(253)	11%	(78)	707
Job Type: Blue-collar	51%	(509)	38%	(374)	11%	(112)	995
Job Type: Don't Know	34%	(168)	37%	(183)	29%	(147)	498
Military HH: Yes	52%	(235)	36%	(163)	12%	(54)	452
Military HH: No	47%	(818)	37%	(647)	16%	(283)	1748
RD/WT: Right Direction	53%	(500)	32%	(302)	15%	(141)	943
RD/WT: Wrong Track	44%	(553)	40%	(508)	16%	(196)	1257
Strongly Approve	53%	(270)	35%	(176)	12%	(61)	506
Somewhat Approve	50%	(229)	34%	(157)	16%	(71)	457
Somewhat Disapprove	51%	(170)	37%	(122)	12%	(38)	331
Strongly Disapprove	44%	(336)	41%	(317)	15%	(112)	764
Dont Know / No Opinion	35%	(49)	27%	(38)	39%	(54)	141
#1 Issue: Economy	49%	(283)	37%	(218)	14%	(82)	583
#1 Issue: Security	52%	(236)	33%	(150)	16%	(72)	458
#1 Issue: Health Care	48%	(193)	38%	(151)	14%	(55)	400
#1 Issue: Medicare / Social Security	45%	(131)	40%	(117)	14%	(41)	289
#1 Issue: Women's Issues	44%	(57)	38%	(48)	18%	(23)	127
#1 Issue: Education	47%	(76)	35%	(57)	17%	(28)	161
#1 Issue: Energy	41%	(44)	41%	(44)	18%	(19)	107
#1 Issue: Other	44%	(33)	33%	(25)	23%	(17)	75
2016 Vote: Democrat Hillary Clinton	46%	(347)	39%	(289)	15%	(111)	746
2016 Vote: Republican Donald Trump	53%	(438)	34%	(278)	13%	(107)	822
2016 Vote: Someone else	45%	(70)	41%	(64)	14%	(21)	155
2012 Vote: Barack Obama	50%	(433)	38%	(322)	12%	(104)	859
2012 Vote: Mitt Romney	52%	(332)	34%	(220)	14%	(87)	639
2012 Vote: Other	43%	(39)	40%	(36)	16%	(15)	89
2012 Vote: Didn't Vote	41%	(250)	38%	(232)	21%	(131)	612

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Table BRD12_4: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Internet browsing history

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	48% (1053)	37% (810)	15% (337)	2200
4-Region: Northeast	47% (189)	39% (157)	14% (55)	401
4-Region: Midwest	45% (213)	38% (182)	17% (79)	473
4-Region: South	51% (414)	33% (272)	16% (128)	814
4-Region: West	47% (238)	39% (199)	15% (74)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD12_5: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Photos or videos from a person's cell phone

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	45% (999)	39% (855)	16% (346)	2200
Gender: Male	42% (444)	43% (460)	15% (155)	1059
Gender: Female	49% (555)	35% (395)	17% (191)	1141
Age: 18-29	37% (179)	44% (212)	18% (89)	479
Age: 30-44	50% (280)	34% (188)	16% (88)	555
Age: 45-54	47% (180)	38% (146)	15% (60)	385
Age: 55-64	41% (159)	43% (166)	15% (58)	383
Age: 65+	51% (202)	36% (144)	13% (52)	398
PID: Dem (no lean)	47% (364)	39% (302)	15% (114)	779
PID: Ind (no lean)	41% (289)	42% (297)	18% (126)	712
PID: Rep (no lean)	49% (346)	36% (257)	15% (106)	709
PID/Gender: Dem Men	44% (145)	44% (146)	12% (40)	332
PID/Gender: Dem Women	49% (218)	35% (156)	16% (73)	448
PID/Gender: Ind Men	35% (124)	48% (174)	17% (61)	359
PID/Gender: Ind Women	47% (165)	35% (122)	19% (65)	353
PID/Gender: Rep Men	47% (174)	38% (140)	15% (54)	368
PID/Gender: Rep Women	51% (172)	34% (117)	15% (52)	341
Tea Party: Supporter	49% (309)	40% (254)	10% (65)	628
Tea Party: Not Supporter	44% (679)	38% (597)	18% (280)	1556
Ideo: Liberal (1-3)	48% (362)	40% (303)	12% (93)	758
Ideo: Moderate (4)	43% (216)	42% (211)	14% (71)	499
Ideo: Conservative (5-7)	50% (367)	38% (280)	11% (84)	731
Educ: < College	43% (679)	39% (615)	17% (271)	1566
Educ: Bachelors degree	49% (203)	38% (159)	13% (54)	416
Educ: Post-grad	53% (117)	37% (81)	10% (21)	219

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Table BRD12_5: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Photos or videos from a person's cell phone

Demographic	Yes, they should be able to access this information		No, they should not be able to access this information		Don't Know / No Opinion		Total N
Adults	45%	(999)	39%	(855)	16%	(346)	2200
Income: Under 50k	43%	(589)	40%	(554)	18%	(243)	1386
Income: 50k-100k	47%	(277)	40%	(236)	14%	(82)	595
Income: 100k+	60%	(132)	30%	(66)	10%	(21)	218
Ethnicity: White	47%	(814)	38%	(658)	16%	(277)	1750
Ethnicity: Hispanic	52%	(171)	32%	(106)	16%	(52)	329
Ethnicity: Afr. Am.	43%	(116)	40%	(108)	16%	(44)	268
Ethnicity: Other	38%	(69)	49%	(89)	14%	(25)	182
Relig: Protestant	49%	(240)	37%	(180)	13%	(65)	486
Relig: Roman Catholic	47%	(241)	39%	(199)	14%	(70)	510
Relig: Ath./Agn./None	35%	(203)	43%	(247)	21%	(121)	571
Relig: Something Else	50%	(184)	36%	(133)	13%	(49)	366
Relig: Jewish	58%	(33)	28%	(16)	14%	(8)	56
Relig: Evangelical	50%	(332)	36%	(239)	14%	(93)	664
Relig: Non-Evang. Catholics	47%	(280)	39%	(236)	14%	(82)	598
Relig: All Christian	48%	(612)	38%	(475)	14%	(175)	1262
Relig: All Non-Christian	41%	(387)	41%	(380)	18%	(171)	937
Community: Urban	45%	(286)	38%	(239)	18%	(112)	637
Community: Suburban	47%	(445)	38%	(363)	15%	(139)	947
Community: Rural	44%	(268)	41%	(253)	15%	(95)	616
Employ: Private Sector	50%	(340)	38%	(259)	11%	(76)	676
Employ: Government	49%	(69)	36%	(50)	15%	(21)	139
Employ: Self-Employed	41%	(81)	43%	(86)	16%	(32)	200
Employ: Homemaker	41%	(76)	40%	(74)	19%	(35)	185
Employ: Student	36%	(45)	46%	(57)	18%	(21)	123
Employ: Retired	48%	(240)	37%	(187)	15%	(75)	503
Employ: Unemployed	42%	(88)	36%	(76)	22%	(48)	212
Employ: Other	36%	(59)	40%	(66)	24%	(38)	163

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Table BRD12_5: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Photos or videos from a person's cell phone

Demographic	Yes, they should be able to access this information		No, they should not be able to access this information		Don't Know / No Opinion		Total N
Adults	45%	(999)	39%	(855)	16%	(346)	2200
Job Type: White-collar	50%	(353)	39%	(273)	11%	(81)	707
Job Type: Blue-collar	49%	(487)	39%	(391)	12%	(118)	995
Job Type: Don't Know	32%	(159)	38%	(191)	30%	(148)	498
Military HH: Yes	47%	(211)	41%	(186)	12%	(55)	452
Military HH: No	45%	(788)	38%	(669)	17%	(291)	1748
RD/WT: Right Direction	49%	(464)	36%	(336)	15%	(143)	943
RD/WT: Wrong Track	43%	(535)	41%	(519)	16%	(203)	1257
Strongly Approve	50%	(254)	38%	(192)	12%	(60)	506
Somewhat Approve	47%	(214)	37%	(169)	16%	(75)	457
Somewhat Disapprove	50%	(167)	39%	(128)	11%	(36)	331
Strongly Disapprove	42%	(323)	43%	(325)	15%	(116)	764
Dont Know / No Opinion	29%	(42)	29%	(41)	41%	(58)	141
#1 Issue: Economy	49%	(285)	38%	(222)	13%	(76)	583
#1 Issue: Security	49%	(225)	36%	(164)	15%	(69)	458
#1 Issue: Health Care	44%	(176)	38%	(154)	18%	(70)	400
#1 Issue: Medicare / Social Security	41%	(118)	44%	(126)	16%	(46)	289
#1 Issue: Women's Issues	39%	(50)	40%	(51)	21%	(26)	127
#1 Issue: Education	46%	(75)	36%	(58)	18%	(29)	161
#1 Issue: Energy	41%	(44)	46%	(50)	13%	(14)	107
#1 Issue: Other	37%	(27)	42%	(31)	22%	(16)	75
2016 Vote: Democrat Hillary Clinton	44%	(326)	41%	(306)	15%	(114)	746
2016 Vote: Republican Donald Trump	50%	(411)	37%	(301)	13%	(111)	822
2016 Vote: Someone else	43%	(67)	42%	(65)	15%	(23)	155
2012 Vote: Barack Obama	47%	(401)	40%	(346)	13%	(112)	859
2012 Vote: Mitt Romney	51%	(326)	36%	(232)	13%	(81)	639
2012 Vote: Other	41%	(37)	42%	(38)	16%	(15)	89
2012 Vote: Didn't Vote	38%	(235)	39%	(239)	23%	(138)	612

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Table BRD12_5: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Photos or videos from a person's cell phone

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	45% (999)	39% (855)	16% (346)	2200
4-Region: Northeast	43% (171)	43% (173)	14% (58)	401
4-Region: Midwest	43% (204)	40% (188)	17% (81)	473
4-Region: South	48% (388)	37% (299)	16% (127)	814
4-Region: West	46% (236)	38% (195)	16% (80)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD12_6: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Call history or call logs from a person's cell phone

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	53% (1159)	33% (731)	14% (310)	2200
Gender: Male	51% (539)	37% (389)	12% (131)	1059
Gender: Female	54% (620)	30% (342)	16% (180)	1141
Age: 18-29	46% (220)	37% (179)	17% (81)	479
Age: 30-44	53% (296)	32% (178)	15% (82)	555
Age: 45-54	53% (205)	32% (124)	15% (56)	385
Age: 55-64	52% (198)	35% (134)	13% (50)	383
Age: 65+	60% (240)	29% (116)	10% (41)	398
PID: Dem (no lean)	54% (417)	33% (260)	13% (103)	779
PID: Ind (no lean)	48% (339)	36% (256)	16% (117)	712
PID: Rep (no lean)	57% (403)	30% (215)	13% (91)	709
PID/Gender: Dem Men	53% (177)	37% (124)	9% (31)	332
PID/Gender: Dem Women	54% (240)	30% (136)	16% (72)	448
PID/Gender: Ind Men	45% (160)	40% (145)	15% (54)	359
PID/Gender: Ind Women	51% (178)	32% (111)	18% (63)	353
PID/Gender: Rep Men	55% (202)	33% (121)	12% (46)	368
PID/Gender: Rep Women	59% (202)	28% (94)	13% (45)	341
Tea Party: Supporter	56% (353)	36% (224)	8% (51)	628
Tea Party: Not Supporter	51% (795)	32% (504)	17% (258)	1556
Ideo: Liberal (1-3)	55% (417)	34% (260)	11% (81)	758
Ideo: Moderate (4)	52% (260)	35% (175)	13% (64)	499
Ideo: Conservative (5-7)	57% (413)	33% (241)	11% (77)	731
Educ: < College	51% (794)	33% (523)	16% (249)	1566
Educ: Bachelors degree	56% (233)	33% (137)	11% (46)	416
Educ: Post-grad	60% (132)	32% (71)	7% (16)	219

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Table BRD12_6: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Call history or call logs from a person's cell phone

Demographic	Yes, they should be able to access this information		No, they should not be able to access this information		Don't Know / No Opinion		Total N
Adults	53%	(1159)	33%	(731)	14%	(310)	2200
Income: Under 50k	50%	(690)	34%	(474)	16%	(222)	1386
Income: 50k-100k	55%	(325)	34%	(200)	12%	(70)	595
Income: 100k+	66%	(144)	26%	(57)	8%	(18)	218
Ethnicity: White	54%	(948)	32%	(552)	14%	(250)	1750
Ethnicity: Hispanic	51%	(167)	34%	(113)	15%	(50)	329
Ethnicity: Afr. Am.	50%	(134)	38%	(101)	12%	(33)	268
Ethnicity: Other	42%	(77)	43%	(78)	15%	(27)	182
Relig: Protestant	59%	(287)	30%	(145)	11%	(53)	486
Relig: Roman Catholic	56%	(284)	33%	(168)	11%	(58)	510
Relig: Ath./Agn./None	44%	(254)	35%	(202)	20%	(115)	571
Relig: Something Else	52%	(192)	34%	(126)	13%	(48)	366
Relig: Jewish	56%	(31)	34%	(19)	11%	(6)	56
Relig: Evangelical	57%	(376)	31%	(209)	12%	(79)	664
Relig: Non-Evang. Catholics	56%	(336)	32%	(194)	11%	(68)	598
Relig: All Christian	56%	(713)	32%	(403)	12%	(147)	1262
Relig: All Non-Christian	48%	(446)	35%	(328)	17%	(163)	937
Community: Urban	51%	(324)	35%	(222)	14%	(90)	637
Community: Suburban	55%	(521)	32%	(300)	13%	(126)	947
Community: Rural	51%	(313)	34%	(209)	15%	(94)	616
Employ: Private Sector	55%	(375)	34%	(229)	11%	(72)	676
Employ: Government	54%	(76)	34%	(47)	12%	(16)	139
Employ: Self-Employed	42%	(84)	46%	(91)	12%	(24)	200
Employ: Homemaker	48%	(89)	33%	(61)	19%	(35)	185
Employ: Student	49%	(60)	37%	(46)	14%	(17)	123
Employ: Retired	59%	(296)	28%	(141)	13%	(66)	503
Employ: Unemployed	48%	(102)	33%	(69)	19%	(41)	212
Employ: Other	47%	(77)	29%	(47)	24%	(39)	163

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Table BRD12_6: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Call history or call logs from a person's cell phone

Demographic	Yes, they should be able to access this information		No, they should not be able to access this information		Don't Know / No Opinion		Total N
Adults	53%	(1159)	33%	(731)	14%	(310)	2200
Job Type: White-collar	57%	(404)	34%	(238)	9%	(65)	707
Job Type: Blue-collar	57%	(571)	32%	(317)	11%	(108)	995
Job Type: Don't Know	37%	(184)	35%	(176)	28%	(138)	498
Military HH: Yes	55%	(250)	33%	(151)	11%	(52)	452
Military HH: No	52%	(910)	33%	(580)	15%	(259)	1748
RD/WT: Right Direction	55%	(515)	32%	(302)	13%	(126)	943
RD/WT: Wrong Track	51%	(644)	34%	(429)	15%	(185)	1257
Strongly Approve	55%	(277)	35%	(176)	11%	(53)	506
Somewhat Approve	55%	(253)	30%	(138)	14%	(66)	457
Somewhat Disapprove	54%	(179)	36%	(118)	10%	(33)	331
Strongly Disapprove	52%	(400)	35%	(265)	13%	(100)	764
Dont Know / No Opinion	35%	(50)	24%	(34)	41%	(58)	141
#1 Issue: Economy	54%	(314)	33%	(195)	13%	(74)	583
#1 Issue: Security	57%	(260)	29%	(132)	14%	(66)	458
#1 Issue: Health Care	50%	(199)	36%	(144)	14%	(56)	400
#1 Issue: Medicare / Social Security	52%	(151)	33%	(95)	15%	(43)	289
#1 Issue: Women's Issues	56%	(72)	28%	(36)	16%	(20)	127
#1 Issue: Education	49%	(78)	35%	(56)	16%	(26)	161
#1 Issue: Energy	44%	(47)	45%	(48)	11%	(12)	107
#1 Issue: Other	49%	(36)	33%	(25)	18%	(13)	75
2016 Vote: Democrat Hillary Clinton	52%	(387)	34%	(252)	14%	(107)	746
2016 Vote: Republican Donald Trump	56%	(464)	32%	(265)	11%	(94)	822
2016 Vote: Someone else	51%	(79)	37%	(58)	12%	(18)	155
2012 Vote: Barack Obama	54%	(462)	35%	(303)	11%	(94)	859
2012 Vote: Mitt Romney	58%	(369)	31%	(196)	12%	(74)	639
2012 Vote: Other	44%	(40)	42%	(38)	13%	(12)	89
2012 Vote: Didn't Vote	47%	(289)	32%	(194)	21%	(130)	612

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Table BRD12_6: Here are some types of data or information law enforcement officials may request access to as part of an ongoing investigation into a person. Do you think law enforcement officials should be able to access each of the following types of data or information as part of an ongoing investigation, or not?

Call history or call logs from a person's cell phone

Demographic	Yes, they should be able to access this information	No, they should not be able to access this information	Don't Know / No Opinion	Total N
Adults	53% (1159)	33% (731)	14% (310)	2200
4-Region: Northeast	51% (206)	37% (150)	11% (46)	401
4-Region: Midwest	51% (241)	33% (158)	16% (74)	473
4-Region: South	54% (438)	31% (255)	15% (121)	814
4-Region: West	54% (274)	33% (168)	14% (69)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD13: How much have you seen, read or heard recently about a Supreme Court case involving when law enforcement officials must have a court ordered search warrant to access a person's personal information and data?

Demographic	A lot		Some		Not much		Nothing		Total N
Adults	14%	(306)	28%	(616)	28%	(606)	31%	(671)	2200
Gender: Male	15%	(163)	31%	(327)	26%	(277)	28%	(292)	1059
Gender: Female	13%	(143)	25%	(290)	29%	(329)	33%	(379)	1141
Age: 18-29	17%	(84)	31%	(149)	20%	(96)	31%	(151)	479
Age: 30-44	24%	(136)	26%	(142)	24%	(133)	26%	(144)	555
Age: 45-54	13%	(49)	28%	(107)	25%	(97)	34%	(133)	385
Age: 55-64	5%	(19)	30%	(113)	34%	(130)	31%	(119)	383
Age: 65+	5%	(18)	27%	(105)	38%	(150)	31%	(124)	398
PID: Dem (no lean)	15%	(116)	30%	(233)	25%	(194)	30%	(237)	779
PID: Ind (no lean)	11%	(75)	27%	(191)	29%	(207)	34%	(239)	712
PID: Rep (no lean)	16%	(115)	27%	(193)	29%	(206)	28%	(195)	709
PID/Gender: Dem Men	17%	(58)	35%	(116)	21%	(69)	27%	(89)	332
PID/Gender: Dem Women	13%	(59)	26%	(117)	28%	(125)	33%	(148)	448
PID/Gender: Ind Men	11%	(39)	28%	(101)	29%	(105)	32%	(114)	359
PID/Gender: Ind Women	10%	(37)	25%	(90)	29%	(101)	35%	(125)	353
PID/Gender: Rep Men	18%	(66)	30%	(109)	28%	(103)	24%	(89)	368
PID/Gender: Rep Women	14%	(48)	24%	(83)	30%	(103)	31%	(106)	341
Tea Party: Supporter	28%	(174)	31%	(193)	22%	(135)	20%	(126)	628
Tea Party: Not Supporter	8%	(131)	27%	(419)	30%	(467)	35%	(539)	1556
Ideo: Liberal (1-3)	22%	(167)	31%	(232)	24%	(181)	23%	(178)	758
Ideo: Moderate (4)	11%	(54)	29%	(146)	29%	(145)	31%	(154)	499
Ideo: Conservative (5-7)	9%	(69)	29%	(216)	32%	(232)	29%	(214)	731
Educ: < College	13%	(197)	27%	(423)	28%	(443)	32%	(503)	1566
Educ: Bachelors degree	17%	(72)	30%	(125)	26%	(109)	26%	(110)	416
Educ: Post-grad	17%	(37)	31%	(68)	25%	(54)	27%	(59)	219
Income: Under 50k	13%	(185)	28%	(391)	27%	(373)	32%	(438)	1386
Income: 50k-100k	13%	(77)	27%	(161)	30%	(176)	31%	(182)	595
Income: 100k+	21%	(45)	30%	(65)	26%	(57)	24%	(52)	218
Ethnicity: White	12%	(211)	27%	(466)	29%	(511)	32%	(561)	1750

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Table BRD13: How much have you seen, read or heard recently about a Supreme Court case involving when law enforcement officials must have a court ordered search warrant to access a person's personal information and data?

Demographic	A lot		Some		Not much		Nothing		Total N
Adults	14%	(306)	28%	(616)	28%	(606)	31%	(671)	2200
Ethnicity: Hispanic	25%	(83)	31%	(101)	22%	(72)	22%	(73)	329
Ethnicity: Afr. Am.	23%	(62)	28%	(75)	21%	(55)	28%	(76)	268
Ethnicity: Other	18%	(34)	41%	(75)	22%	(40)	18%	(34)	182
Relig: Protestant	15%	(72)	23%	(112)	34%	(167)	28%	(134)	486
Relig: Roman Catholic	17%	(86)	30%	(156)	26%	(130)	27%	(138)	510
Relig: Ath./Agn./None	8%	(45)	28%	(163)	25%	(143)	39%	(220)	571
Relig: Something Else	18%	(64)	30%	(109)	26%	(94)	27%	(99)	366
Relig: Jewish	19%	(11)	37%	(21)	18%	(10)	26%	(15)	56
Relig: Evangelical	21%	(136)	26%	(175)	27%	(178)	26%	(175)	664
Relig: Non-Evang. Catholics	10%	(60)	28%	(170)	32%	(192)	30%	(177)	598
Relig: All Christian	16%	(197)	27%	(344)	29%	(369)	28%	(352)	1262
Relig: All Non-Christian	12%	(110)	29%	(271)	25%	(237)	34%	(319)	937
Community: Urban	19%	(124)	29%	(183)	25%	(161)	27%	(169)	637
Community: Suburban	12%	(110)	30%	(284)	28%	(267)	30%	(286)	947
Community: Rural	12%	(72)	24%	(149)	29%	(178)	35%	(216)	616
Employ: Private Sector	20%	(134)	30%	(204)	24%	(161)	26%	(176)	676
Employ: Government	21%	(29)	28%	(39)	27%	(37)	25%	(34)	139
Employ: Self-Employed	17%	(33)	30%	(60)	33%	(66)	20%	(40)	200
Employ: Homemaker	7%	(13)	25%	(46)	24%	(43)	45%	(83)	185
Employ: Student	15%	(18)	37%	(46)	20%	(25)	28%	(34)	123
Employ: Retired	6%	(28)	25%	(128)	37%	(184)	32%	(162)	503
Employ: Unemployed	12%	(26)	26%	(55)	19%	(39)	43%	(91)	212
Employ: Other	15%	(25)	23%	(38)	31%	(50)	31%	(50)	163
Job Type: White-collar	19%	(137)	29%	(206)	28%	(197)	24%	(167)	707
Job Type: Blue-collar	11%	(114)	30%	(295)	29%	(292)	30%	(295)	995
Job Type: Don't Know	11%	(56)	23%	(115)	24%	(118)	42%	(210)	498
Military HH: Yes	18%	(80)	26%	(116)	29%	(130)	28%	(126)	452
Military HH: No	13%	(227)	29%	(500)	27%	(476)	31%	(545)	1748
RD/WT: Right Direction	19%	(182)	28%	(268)	27%	(251)	26%	(242)	943
RD/WT: Wrong Track	10%	(125)	28%	(348)	28%	(355)	34%	(429)	1257

Continued on next page

Table BRD13: How much have you seen, read or heard recently about a Supreme Court case involving when law enforcement officials must have a court ordered search warrant to access a person's personal information and data?

Demographic	A lot		Some		Not much		Nothing		Total N
Adults	14%	(306)	28%	(616)	28%	(606)	31%	(671)	2200
Strongly Approve	23%	(116)	27%	(137)	23%	(116)	27%	(137)	506
Somewhat Approve	10%	(48)	29%	(132)	32%	(148)	28%	(130)	457
Somewhat Disapprove	12%	(40)	32%	(106)	31%	(101)	25%	(84)	331
Strongly Disapprove	12%	(95)	28%	(215)	29%	(219)	31%	(236)	764
Dont Know / No Opinion	6%	(8)	19%	(27)	15%	(22)	60%	(84)	141
#1 Issue: Economy	13%	(77)	29%	(170)	26%	(151)	32%	(186)	583
#1 Issue: Security	11%	(50)	27%	(121)	28%	(129)	34%	(157)	458
#1 Issue: Health Care	15%	(61)	27%	(108)	27%	(108)	31%	(123)	400
#1 Issue: Medicare / Social Security	10%	(30)	25%	(73)	37%	(107)	27%	(79)	289
#1 Issue: Women's Issues	21%	(26)	29%	(37)	20%	(25)	30%	(39)	127
#1 Issue: Education	20%	(31)	34%	(54)	21%	(34)	26%	(41)	161
#1 Issue: Energy	18%	(19)	33%	(35)	29%	(31)	20%	(21)	107
#1 Issue: Other	16%	(12)	24%	(18)	28%	(21)	33%	(25)	75
2016 Vote: Democrat Hillary Clinton	15%	(109)	31%	(234)	25%	(188)	29%	(215)	746
2016 Vote: Republican Donald Trump	16%	(135)	26%	(214)	30%	(244)	28%	(230)	822
2016 Vote: Someone else	9%	(14)	25%	(38)	30%	(47)	37%	(57)	155
2012 Vote: Barack Obama	17%	(149)	30%	(257)	25%	(217)	27%	(236)	859
2012 Vote: Mitt Romney	14%	(87)	27%	(170)	30%	(190)	30%	(193)	639
2012 Vote: Other	6%	(5)	23%	(20)	36%	(32)	36%	(32)	89
2012 Vote: Didn't Vote	11%	(65)	28%	(169)	27%	(167)	34%	(211)	612
4-Region: Northeast	12%	(50)	31%	(124)	29%	(115)	28%	(113)	401
4-Region: Midwest	10%	(48)	28%	(131)	25%	(116)	38%	(178)	473
4-Region: South	16%	(128)	28%	(224)	28%	(227)	29%	(236)	814
4-Region: West	16%	(81)	27%	(138)	29%	(148)	28%	(144)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD14: How concerned are you about law enforcement officials obtaining access to people's personal information and data that are NOT part of ongoing investigations?

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't Know / No Opinion	Total N
Adults	40% (877)	31% (685)	15% (329)	6% (133)	8% (176)	2200
Gender: Male	43% (455)	32% (340)	13% (141)	5% (56)	6% (67)	1059
Gender: Female	37% (422)	30% (345)	16% (188)	7% (76)	10% (109)	1141
Age: 18-29	35% (169)	31% (149)	13% (60)	7% (34)	14% (67)	479
Age: 30-44	45% (250)	30% (169)	11% (60)	5% (26)	9% (50)	555
Age: 45-54	38% (145)	33% (127)	18% (71)	5% (18)	6% (25)	385
Age: 55-64	41% (158)	28% (108)	16% (61)	8% (32)	6% (25)	383
Age: 65+	39% (154)	33% (131)	20% (78)	6% (24)	3% (10)	398
PID: Dem (no lean)	41% (323)	32% (247)	14% (107)	5% (42)	8% (60)	779
PID: Ind (no lean)	38% (273)	32% (227)	14% (101)	5% (39)	10% (72)	712
PID: Rep (no lean)	40% (281)	30% (210)	17% (122)	7% (52)	6% (44)	709
PID/Gender: Dem Men	45% (148)	32% (106)	12% (39)	4% (15)	7% (23)	332
PID/Gender: Dem Women	39% (174)	31% (141)	15% (68)	6% (27)	8% (37)	448
PID/Gender: Ind Men	45% (163)	32% (114)	12% (42)	4% (13)	7% (27)	359
PID/Gender: Ind Women	31% (110)	32% (113)	17% (58)	7% (26)	13% (45)	353
PID/Gender: Rep Men	39% (143)	32% (119)	16% (60)	8% (29)	5% (17)	368
PID/Gender: Rep Women	41% (138)	27% (91)	18% (62)	7% (23)	8% (27)	341
Tea Party: Supporter	49% (305)	29% (183)	13% (82)	6% (35)	4% (23)	628
Tea Party: Not Supporter	37% (568)	32% (495)	16% (246)	6% (96)	10% (151)	1556
Ideo: Liberal (1-3)	46% (347)	32% (242)	13% (95)	4% (33)	5% (41)	758
Ideo: Moderate (4)	37% (186)	33% (164)	14% (71)	8% (40)	8% (38)	499
Ideo: Conservative (5-7)	37% (270)	33% (242)	19% (141)	7% (51)	4% (27)	731
Educ: < College	40% (622)	30% (473)	15% (235)	6% (88)	9% (148)	1566
Educ: Bachelors degree	40% (167)	33% (138)	13% (54)	9% (36)	5% (21)	416
Educ: Post-grad	40% (88)	34% (73)	19% (40)	4% (9)	3% (7)	219
Income: Under 50k	43% (594)	29% (403)	13% (186)	6% (78)	9% (126)	1386
Income: 50k-100k	35% (206)	34% (205)	17% (104)	7% (42)	7% (39)	595
Income: 100k+	36% (78)	35% (76)	18% (40)	6% (14)	5% (11)	218

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Table BRD14: How concerned are you about law enforcement officials obtaining access to people's personal information and data that are NOT part of ongoing investigations?

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't Know / No Opinion	Total N
Adults	40% (877)	31% (685)	15% (329)	6% (133)	8% (176)	2200
Ethnicity: White	38% (658)	32% (555)	17% (291)	7% (115)	8% (131)	1750
Ethnicity: Hispanic	46% (153)	28% (94)	11% (37)	5% (16)	9% (30)	329
Ethnicity: Afr. Am.	50% (135)	27% (72)	8% (23)	5% (13)	10% (26)	268
Ethnicity: Other	47% (85)	32% (58)	9% (16)	2% (4)	10% (19)	182
Relig: Protestant	39% (189)	32% (155)	17% (84)	6% (30)	6% (28)	486
Relig: Roman Catholic	41% (210)	32% (163)	16% (81)	6% (29)	5% (28)	510
Relig: Ath./Agn./None	36% (203)	30% (173)	15% (84)	6% (37)	13% (74)	571
Relig: Something Else	42% (154)	34% (124)	12% (46)	5% (18)	7% (25)	366
Relig: Jewish	39% (22)	41% (23)	13% (7)	5% (3)	1% (1)	56
Relig: Evangelical	46% (306)	28% (186)	12% (83)	6% (43)	7% (47)	664
Relig: Non-Evang. Catholics	36% (214)	34% (202)	20% (117)	6% (36)	5% (29)	598
Relig: All Christian	41% (520)	31% (387)	16% (200)	6% (78)	6% (76)	1262
Relig: All Non-Christian	38% (357)	32% (297)	14% (130)	6% (55)	11% (99)	937
Community: Urban	45% (290)	31% (196)	11% (71)	4% (26)	9% (55)	637
Community: Suburban	37% (352)	34% (321)	16% (149)	6% (61)	7% (64)	947
Community: Rural	38% (236)	27% (168)	18% (110)	8% (46)	9% (57)	616
Employ: Private Sector	41% (276)	35% (236)	13% (87)	6% (42)	5% (34)	676
Employ: Government	41% (57)	29% (41)	18% (25)	3% (4)	9% (12)	139
Employ: Self-Employed	41% (81)	31% (63)	14% (28)	7% (14)	7% (13)	200
Employ: Homemaker	33% (61)	28% (51)	17% (32)	8% (14)	14% (26)	185
Employ: Student	39% (48)	31% (38)	14% (18)	3% (4)	13% (15)	123
Employ: Retired	40% (199)	31% (157)	18% (93)	7% (33)	4% (21)	503
Employ: Unemployed	41% (86)	28% (59)	12% (26)	4% (9)	15% (33)	212
Employ: Other	42% (69)	24% (40)	13% (21)	8% (13)	13% (21)	163
Job Type: White-collar	42% (296)	31% (220)	16% (116)	8% (53)	3% (22)	707
Job Type: Blue-collar	39% (389)	34% (336)	17% (167)	6% (55)	5% (48)	995
Job Type: Don't Know	39% (192)	26% (129)	9% (47)	5% (25)	21% (106)	498
Military HH: Yes	46% (210)	26% (117)	17% (76)	6% (27)	5% (22)	452
Military HH: No	38% (667)	32% (568)	14% (253)	6% (106)	9% (154)	1748

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Table BRD14: How concerned are you about law enforcement officials obtaining access to people's personal information and data that are NOT part of ongoing investigations?

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't Know / No Opinion	Total N
Adults	40% (877)	31% (685)	15% (329)	6% (133)	8% (176)	2200
RD/WT: Right Direction	39% (369)	31% (296)	15% (139)	8% (74)	7% (66)	943
RD/WT: Wrong Track	40% (509)	31% (389)	15% (191)	5% (59)	9% (110)	1257
Strongly Approve	46% (235)	26% (133)	13% (66)	9% (45)	5% (27)	506
Somewhat Approve	33% (150)	37% (169)	19% (85)	6% (26)	6% (28)	457
Somewhat Disapprove	32% (107)	38% (125)	17% (57)	6% (21)	6% (21)	331
Strongly Disapprove	44% (336)	30% (229)	14% (109)	4% (32)	8% (58)	764
Dont Know / No Opinion	35% (50)	20% (28)	9% (12)	6% (9)	30% (42)	141
#1 Issue: Economy	43% (248)	31% (179)	15% (87)	5% (28)	7% (41)	583
#1 Issue: Security	37% (169)	33% (153)	16% (75)	7% (30)	7% (31)	458
#1 Issue: Health Care	41% (162)	31% (122)	14% (55)	6% (24)	9% (36)	400
#1 Issue: Medicare / Social Security	41% (119)	28% (82)	17% (50)	6% (19)	6% (19)	289
#1 Issue: Women's Issues	35% (44)	36% (45)	14% (18)	7% (9)	9% (11)	127
#1 Issue: Education	39% (63)	31% (50)	13% (22)	4% (7)	12% (19)	161
#1 Issue: Energy	35% (37)	36% (38)	13% (14)	8% (8)	9% (9)	107
#1 Issue: Other	46% (35)	20% (15)	11% (8)	10% (8)	13% (10)	75
2016 Vote: Democrat Hillary Clinton	40% (301)	31% (235)	16% (123)	4% (30)	8% (58)	746
2016 Vote: Republican Donald Trump	40% (328)	32% (262)	15% (120)	8% (67)	6% (46)	822
2016 Vote: Someone else	40% (63)	30% (46)	13% (21)	6% (9)	11% (17)	155
2012 Vote: Barack Obama	42% (361)	32% (276)	15% (126)	5% (46)	6% (50)	859
2012 Vote: Mitt Romney	38% (243)	31% (199)	17% (110)	8% (52)	6% (35)	639
2012 Vote: Other	46% (41)	23% (20)	13% (12)	4% (4)	14% (13)	89
2012 Vote: Didn't Vote	38% (232)	31% (189)	13% (82)	5% (32)	13% (78)	612
4-Region: Northeast	35% (142)	36% (145)	18% (71)	5% (19)	6% (24)	401
4-Region: Midwest	37% (175)	29% (140)	18% (85)	6% (29)	9% (45)	473
4-Region: South	42% (339)	29% (236)	15% (121)	7% (55)	8% (63)	814
4-Region: West	43% (221)	32% (163)	10% (53)	6% (30)	9% (44)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD15: Which of the following statements comes closest to your view, even if neither is exactly right?

Demographic	Law enforcement officials should always be required to have a search warrant issued by a court to request the personal information and data of a person under investigation, no matter the circumstances		There are circumstances where law enforcement officials should NOT be required to have a search warrant issued by a court to request the personal information and data of a person under investigation		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	55%	(1219)	31%	(682)	14%	(300)	2200
Gender: Male	58%	(610)	32%	(334)	11%	(115)	1059
Gender: Female	53%	(609)	30%	(347)	16%	(185)	1141
Age: 18-29	48%	(230)	32%	(152)	20%	(98)	479
Age: 30-44	55%	(308)	31%	(171)	14%	(76)	555
Age: 45-54	54%	(209)	34%	(130)	12%	(46)	385
Age: 55-64	60%	(230)	27%	(102)	13%	(51)	383
Age: 65+	61%	(242)	32%	(127)	7%	(28)	398
PID: Dem (no lean)	56%	(436)	31%	(240)	13%	(103)	779
PID: Ind (no lean)	55%	(394)	28%	(201)	16%	(117)	712
PID: Rep (no lean)	55%	(389)	34%	(241)	11%	(79)	709
PID/Gender: Dem Men	57%	(189)	34%	(113)	9%	(30)	332
PID/Gender: Dem Women	55%	(247)	28%	(127)	16%	(74)	448
PID/Gender: Ind Men	58%	(208)	29%	(104)	13%	(47)	359
PID/Gender: Ind Women	53%	(186)	27%	(96)	20%	(70)	353
PID/Gender: Rep Men	58%	(213)	32%	(117)	10%	(38)	368
PID/Gender: Rep Women	52%	(175)	36%	(124)	12%	(41)	341
Tea Party: Supporter	56%	(349)	39%	(243)	6%	(36)	628
Tea Party: Not Supporter	55%	(862)	28%	(434)	17%	(259)	1556
Ideo: Liberal (1-3)	59%	(450)	31%	(237)	9%	(71)	758
Ideo: Moderate (4)	59%	(294)	26%	(131)	15%	(74)	499
Ideo: Conservative (5-7)	55%	(401)	36%	(266)	9%	(64)	731

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Table BRD15: Which of the following statements comes closest to your view, even if neither is exactly right?

Demographic	Law enforcement officials should always be required to have a search warrant issued by a court to request the personal information and data of a person under investigation, no matter the circumstances		There are circumstances where law enforcement officials should NOT be required to have a search warrant issued by a court to request the personal information and data of a person under investigation		Don't Know / No Opinion	Total N	
Adults	55%	(1219)	31%	(682)	14%	(300)	2200
Educ: < College	53%	(837)	30%	(474)	16%	(255)	1566
Educ: Bachelors degree	62%	(256)	31%	(127)	8%	(32)	416
Educ: Post-grad	57%	(125)	37%	(80)	6%	(13)	219
Income: Under 50k	55%	(768)	28%	(387)	17%	(231)	1386
Income: 50k-100k	55%	(325)	37%	(223)	8%	(48)	595
Income: 100k+	58%	(126)	33%	(72)	10%	(21)	218
Ethnicity: White	55%	(966)	31%	(551)	13%	(233)	1750
Ethnicity: Hispanic	49%	(162)	34%	(110)	17%	(57)	329
Ethnicity: Afr. Am.	53%	(143)	31%	(84)	15%	(41)	268
Ethnicity: Other	60%	(109)	26%	(47)	14%	(26)	182
Relig: Protestant	61%	(296)	29%	(142)	10%	(48)	486
Relig: Roman Catholic	54%	(275)	36%	(182)	10%	(53)	510
Relig: Ath./Agn./None	53%	(304)	28%	(159)	19%	(108)	571
Relig: Something Else	57%	(210)	30%	(112)	12%	(44)	366
Relig: Jewish	63%	(35)	31%	(17)	6%	(4)	56
Relig: Evangelical	55%	(363)	32%	(215)	13%	(86)	664
Relig: Non-Evang. Catholics	57%	(342)	33%	(195)	10%	(62)	598
Relig: All Christian	56%	(704)	32%	(410)	12%	(148)	1262
Relig: All Non-Christian	55%	(514)	29%	(271)	16%	(152)	937
Community: Urban	57%	(366)	29%	(184)	14%	(87)	637
Community: Suburban	54%	(513)	33%	(309)	13%	(125)	947
Community: Rural	55%	(339)	31%	(189)	14%	(88)	616

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Table BRD15: Which of the following statements comes closest to your view, even if neither is exactly right?

Demographic	Law enforcement officials should always be required to have a search warrant issued by a court to request the personal information and data of a person under investigation, no matter the circumstances	There are circumstances where law enforcement officials should NOT be required to have a search warrant issued by a court to request the personal information and data of a person under investigation	Don't Know / No Opinion	Total N
Adults	55% (1219)	31% (682)	14% (300)	2200
Employ: Private Sector	57% (387)	34% (233)	8% (56)	676
Employ: Government	55% (76)	35% (48)	11% (15)	139
Employ: Self-Employed	54% (109)	36% (73)	9% (18)	200
Employ: Homemaker	50% (93)	24% (44)	26% (48)	185
Employ: Student	49% (60)	29% (36)	22% (26)	123
Employ: Retired	60% (300)	30% (149)	11% (54)	503
Employ: Unemployed	50% (106)	27% (58)	23% (49)	212
Employ: Other	54% (88)	26% (42)	20% (33)	163
Job Type: White-collar	59% (416)	34% (240)	7% (51)	707
Job Type: Blue-collar	59% (585)	32% (319)	9% (92)	995
Job Type: Don't Know	44% (218)	25% (123)	32% (157)	498
Military HH: Yes	58% (261)	33% (149)	9% (41)	452
Military HH: No	55% (957)	30% (532)	15% (259)	1748
RD/WT: Right Direction	52% (493)	35% (334)	12% (116)	943
RD/WT: Wrong Track	58% (726)	28% (348)	15% (184)	1257
Strongly Approve	57% (288)	34% (172)	9% (46)	506
Somewhat Approve	50% (230)	36% (167)	13% (61)	457
Somewhat Disapprove	53% (174)	32% (107)	15% (50)	331
Strongly Disapprove	62% (475)	27% (207)	11% (82)	764
Dont Know / No Opinion	37% (52)	20% (29)	43% (61)	141

Continued on next page

Table BRD15: Which of the following statements comes closest to your view, even if neither is exactly right?

Demographic	Law enforcement officials should always be required to have a search warrant issued by a court to request the personal information and data of a person under investigation, no matter the circumstances	There are circumstances where law enforcement officials should NOT be required to have a search warrant issued by a court to request the personal information and data of a person under investigation	Don't Know / No Opinion	Total N
Adults	55% (1219)	31% (682)	14% (300)	2200
#1 Issue: Economy	57% (332)	31% (179)	12% (71)	583
#1 Issue: Security	53% (242)	32% (149)	15% (67)	458
#1 Issue: Health Care	57% (229)	29% (115)	14% (56)	400
#1 Issue: Medicare / Social Security	57% (165)	31% (90)	12% (35)	289
#1 Issue: Women's Issues	49% (62)	40% (51)	12% (15)	127
#1 Issue: Education	52% (84)	28% (45)	20% (32)	161
#1 Issue: Energy	61% (66)	29% (31)	10% (10)	107
#1 Issue: Other	53% (39)	30% (22)	17% (13)	75
2016 Vote: Democrat Hillary Clinton	58% (434)	29% (220)	12% (93)	746
2016 Vote: Republican Donald Trump	54% (440)	36% (299)	10% (83)	822
2016 Vote: Someone else	56% (87)	22% (34)	22% (34)	155
2012 Vote: Barack Obama	60% (513)	31% (263)	10% (83)	859
2012 Vote: Mitt Romney	56% (356)	34% (220)	10% (62)	639
2012 Vote: Other	43% (39)	34% (31)	22% (20)	89
2012 Vote: Didn't Vote	51% (310)	27% (168)	22% (134)	612
4-Region: Northeast	54% (217)	35% (139)	11% (46)	401
4-Region: Midwest	52% (248)	34% (163)	13% (63)	473
4-Region: South	57% (466)	28% (228)	15% (121)	814
4-Region: West	56% (288)	30% (152)	14% (71)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1059	48%
	Gender: Female	1141	52%
	N	2200	
age5	Age: 18-29	479	22%
	Age: 30-44	555	25%
	Age: 45-54	385	18%
	Age: 55-64	383	17%
	Age: 65+	398	18%
	N	2200	
xpid3	PID: Dem (no lean)	779	35%
	PID: Ind (no lean)	712	32%
	PID: Rep (no lean)	709	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	332	15%
	PID/Gender: Dem Women	448	20%
	PID/Gender: Ind Men	359	16%
	PID/Gender: Ind Women	353	16%
	PID/Gender: Rep Men	368	17%
	PID/Gender: Rep Women	341	15%
	N	2200	
xdemTea	Tea Party: Supporter	628	29%
	Tea Party: Not Supporter	1556	71%
	N	2184	
xdemIdeo3	Ideo: Liberal (1-3)	758	34%
	Ideo: Moderate (4)	499	23%
	Ideo: Conservative (5-7)	731	33%
	N	1988	
xeduc3	Educ: < College	1566	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2200	
xdemInc3	Income: Under 50k	1386	63%
	Income: 50k-100k	595	27%
	Income: 100k+	218	10%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%
demBlackBin	Ethnicity: Afr. Am.	268	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	486	22%
	Relig: Roman Catholic	510	23%
	Relig: Ath./Agn./None	571	26%
	Relig: Something Else	366	17%
	N	1933	
xreligion1	Relig: Jewish	56	3%
xreligion2	Relig: Evangelical	664	30%
	Relig: Non-Evang. Catholics	598	27%
	N	1262	
xreligion3	Relig: All Christian	1262	57%
	Relig: All Non-Christian	937	43%
	N	2199	
xdemUsr	Community: Urban	637	29%
	Community: Suburban	947	43%
	Community: Rural	616	28%
	N	2200	
xdemEmploy	Employ: Private Sector	676	31%
	Employ: Government	139	6%
	Employ: Self-Employed	200	9%
	Employ: Homemaker	185	8%
	Employ: Student	123	6%
	Employ: Retired	503	23%
	Employ: Unemployed	212	10%
	Employ: Other	163	7%
	N	2200	
xdemJobStatus	Job Type: White-collar	707	32%
	Job Type: Blue-collar	995	45%
	Job Type: Don't Know	498	23%
	N	2200	
xdemMilHH1	Military HH: Yes	452	21%
	Military HH: No	1748	79%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	943	43%
	RD/WT: Wrong Track	1257	57%
	N	2200	
Q172	Strongly Approve	506	23%
	Somewhat Approve	457	21%
	Somewhat Disapprove	331	15%
	Strongly Disapprove	764	35%
	Dont Know / No Opinion	141	6%
	N	2200	
xnr3	#1 Issue: Economy	583	26%
	#1 Issue: Security	458	21%
	#1 Issue: Health Care	400	18%
	#1 Issue: Medicare / Social Security	289	13%
	#1 Issue: Women's Issues	127	6%
	#1 Issue: Education	161	7%
	#1 Issue: Energy	107	5%
	#1 Issue: Other	75	3%
	N	2200	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	746	34%
	2016 Vote: Republican Donald Trump	822	37%
	2016 Vote: Someone else	155	7%
	N	1724	
xsubVote12O	2012 Vote: Barack Obama	859	39%
	2012 Vote: Mitt Romney	639	29%
	2012 Vote: Other	89	4%
	2012 Vote: Didn't Vote	612	28%
	N	2199	
xreg4	4-Region: Northeast	401	18%
	4-Region: Midwest	473	22%
	4-Region: South	814	37%
	4-Region: West	511	23%
	N	2200	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

