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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
Currently Owns Apple Product: Yes	31%	(304)	69%	(670)	975
Currently Owns Amazon Echo: Yes	32%	(54)	68%	(113)	166
Currently Owns Google Home: Yes	28%	(39)	72%	(100)	139
Currently Owns Windows Comp: Yes	7%	(96)	93%	(1249)	1345
Plan to Buy Voice-Cont Assist: Yes	30%	(76)	70%	(175)	251

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
Currently Owns Apple Product: Yes	53%	(519)	47%	(456)	975
Currently Owns Amazon Echo: Yes	46%	(77)	54%	(89)	166
Currently Owns Google Home: Yes	33%	(45)	67%	(94)	139
Currently Owns Windows Comp: Yes	18%	(238)	82%	(1107)	1345
Plan to Buy Voice-Cont Assist: Yes	34%	(86)	66%	(164)	251

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
Currently Owns Apple Product: Yes	73%	(711)	27%	(264)	975
Currently Owns Amazon Echo: Yes	52%	(86)	48%	(80)	166
Currently Owns Google Home: Yes	36%	(50)	64%	(89)	139
Currently Owns Windows Comp: Yes	27%	(367)	73%	(979)	1345
Plan to Buy Voice-Cont Assist: Yes	38%	(96)	62%	(155)	251

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
Currently Owns Apple Product: Yes	11%	(112)	89%	(863)	975
Currently Owns Amazon Echo: Yes	100%	(166)	—	(0)	166
Currently Owns Google Home: Yes	30%	(41)	70%	(98)	139
Currently Owns Windows Comp: Yes	7%	(92)	93%	(1253)	1345
Plan to Buy Voice-Cont Assist: Yes	19%	(49)	81%	(202)	251

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
Currently Owns Apple Product: Yes	7%	(68)	93%	(906)	975
Currently Owns Amazon Echo: Yes	25%	(41)	75%	(125)	166
Currently Owns Google Home: Yes	100%	(139)	—	(0)	139
Currently Owns Windows Comp: Yes	6%	(77)	94%	(1268)	1345
Plan to Buy Voice-Cont Assist: Yes	23%	(57)	77%	(194)	251

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
Currently Owns Apple Product: Yes	47%	(456)	53%	(519)	975
Currently Owns Amazon Echo: Yes	55%	(92)	45%	(74)	166
Currently Owns Google Home: Yes	56%	(77)	44%	(62)	139
Currently Owns Windows Comp: Yes	100%	(1345)	—	(0)	1345
Plan to Buy Voice-Cont Assist: Yes	42%	(106)	58%	(145)	251

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
Currently Owns Apple Product: Yes	—	(1)	100%	(974)	975
Currently Owns Amazon Echo: Yes	—	(1)	100%	(166)	166
Currently Owns Google Home: Yes	—	(1)	100%	(138)	139
Currently Owns Windows Comp: Yes	—	(3)	100%	(1342)	1345
Plan to Buy Voice-Cont Assist: Yes	7%	(18)	93%	(233)	251

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
Currently Owns Apple Product: Yes	16%	(158)	22%	(214)	62%	(603)	975
Currently Owns Amazon Echo: Yes	29%	(49)	26%	(44)	45%	(74)	166
Currently Owns Google Home: Yes	41%	(57)	33%	(45)	27%	(37)	139
Currently Owns Windows Comp: Yes	8%	(106)	17%	(225)	75%	(1015)	1345
Plan to Buy Voice-Cont Assist: Yes	100%	(251)	—	(0)	—	(0)	251

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
Currently Owns Apple Product: Yes	23% (226)	28% (271)	49% (477)	975
Currently Owns Amazon Echo: Yes	34% (57)	28% (46)	38% (64)	166
Currently Owns Google Home: Yes	45% (62)	34% (48)	21% (30)	139
Currently Owns Windows Comp: Yes	17% (225)	26% (355)	57% (766)	1345
Plan to Buy Voice-Cont Assist: Yes	58% (146)	27% (67)	15% (38)	251

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
Currently Owns Apple Product: Yes	18% (174)	21% (207)	61% (593)	975
Currently Owns Amazon Echo: Yes	32% (53)	22% (37)	46% (77)	166
Currently Owns Google Home: Yes	46% (65)	23% (32)	31% (43)	139
Currently Owns Windows Comp: Yes	11% (149)	18% (238)	71% (958)	1345
Plan to Buy Voice-Cont Assist: Yes	56% (141)	22% (56)	21% (53)	251

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
Currently Owns Apple Product: Yes	31% (298)	26% (257)	43% (419)	975
Currently Owns Amazon Echo: Yes	47% (79)	22% (37)	31% (51)	166
Currently Owns Google Home: Yes	54% (75)	22% (31)	24% (33)	139
Currently Owns Windows Comp: Yes	22% (295)	27% (362)	51% (688)	1345
Plan to Buy Voice-Cont Assist: Yes	70% (176)	19% (49)	10% (26)	251

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
Currently Owns Apple Product: Yes	21% (201)	25% (248)	54% (526)	975
Currently Owns Amazon Echo: Yes	35% (59)	26% (43)	39% (64)	166
Currently Owns Google Home: Yes	46% (63)	29% (40)	25% (35)	139
Currently Owns Windows Comp: Yes	12% (159)	22% (291)	67% (896)	1345
Plan to Buy Voice-Cont Assist: Yes	59% (149)	25% (64)	15% (38)	251

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
Currently Owns Apple Product: Yes	59% (577)	23% (223)	6% (58)	4% (41)	8% (76)	975
Currently Owns Amazon Echo: Yes	60% (99)	28% (46)	9% (16)	2% (3)	2% (3)	166
Currently Owns Google Home: Yes	60% (83)	29% (40)	6% (9)	2% (2)	3% (5)	139
Currently Owns Windows Comp: Yes	61% (824)	20% (274)	5% (69)	3% (45)	10% (133)	1345
Plan to Buy Voice-Cont Assist: Yes	56% (141)	28% (69)	8% (20)	3% (8)	5% (13)	251

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
Currently Owns Apple Product: Yes	33%	(325)	36%	(349)	16%	(159)	7%	(66)	8%	(76)	975
Currently Owns Amazon Echo: Yes	40%	(66)	37%	(61)	12%	(21)	9%	(14)	2%	(4)	166
Currently Owns Google Home: Yes	46%	(65)	34%	(47)	11%	(15)	5%	(7)	4%	(5)	139
Currently Owns Windows Comp: Yes	27%	(364)	36%	(484)	16%	(215)	10%	(134)	11%	(148)	1345
Plan to Buy Voice-Cont Assist: Yes	53%	(133)	27%	(68)	11%	(28)	4%	(10)	5%	(12)	251

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
Currently Owns Apple Product: Yes	50%	(487)	29%	(281)	9%	(91)	4%	(43)	7%	(73)	975
Currently Owns Amazon Echo: Yes	55%	(92)	28%	(46)	12%	(19)	4%	(6)	2%	(3)	166
Currently Owns Google Home: Yes	54%	(75)	31%	(44)	8%	(10)	2%	(3)	5%	(6)	139
Currently Owns Windows Comp: Yes	44%	(594)	28%	(373)	9%	(120)	8%	(103)	11%	(155)	1345
Plan to Buy Voice-Cont Assist: Yes	63%	(157)	26%	(64)	6%	(14)	2%	(4)	4%	(11)	251

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
Currently Owns Apple Product: Yes	53%	(519)	27%	(262)	8%	(80)	4%	(42)	7%	(71)	975
Currently Owns Amazon Echo: Yes	58%	(96)	31%	(51)	7%	(12)	3%	(4)	2%	(3)	166
Currently Owns Google Home: Yes	58%	(80)	27%	(37)	10%	(14)	2%	(2)	3%	(4)	139
Currently Owns Windows Comp: Yes	54%	(726)	24%	(319)	7%	(94)	5%	(70)	10%	(136)	1345
Plan to Buy Voice-Cont Assist: Yes	64%	(161)	23%	(58)	6%	(14)	3%	(7)	4%	(11)	251

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
Currently Owns Apple Product: Yes	36%	(353)	31%	(298)	16%	(153)	9%	(86)	9%	(84)	975
Currently Owns Amazon Echo: Yes	50%	(83)	31%	(52)	11%	(19)	5%	(9)	3%	(4)	166
Currently Owns Google Home: Yes	54%	(75)	26%	(36)	10%	(14)	6%	(8)	5%	(6)	139
Currently Owns Windows Comp: Yes	27%	(358)	32%	(425)	16%	(216)	14%	(191)	12%	(156)	1345
Plan to Buy Voice-Cont Assist: Yes	61%	(153)	21%	(53)	11%	(26)	2%	(5)	5%	(14)	251

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
Currently Owns Apple Product: Yes	27%	(263)	37%	(357)	21%	(208)	7%	(67)	8%	(80)	975
Currently Owns Amazon Echo: Yes	34%	(57)	37%	(61)	22%	(36)	5%	(8)	3%	(4)	166
Currently Owns Google Home: Yes	45%	(62)	30%	(42)	17%	(24)	3%	(4)	5%	(7)	139
Currently Owns Windows Comp: Yes	19%	(253)	35%	(469)	22%	(301)	12%	(164)	12%	(158)	1345
Plan to Buy Voice-Cont Assist: Yes	51%	(128)	26%	(65)	16%	(39)	2%	(5)	5%	(14)	251

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
Currently Owns Apple Product: Yes	52% (507)	25% (243)	11% (105)	5% (48)	7% (72)	975
Currently Owns Amazon Echo: Yes	59% (99)	24% (40)	13% (21)	2% (3)	2% (4)	166
Currently Owns Google Home: Yes	54% (75)	27% (37)	14% (19)	2% (3)	4% (5)	139
Currently Owns Windows Comp: Yes	53% (716)	21% (278)	9% (117)	6% (87)	11% (148)	1345
Plan to Buy Voice-Cont Assist: Yes	62% (156)	21% (52)	10% (25)	3% (8)	4% (11)	251

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
Currently Owns Apple Product: Yes	35%	(342)	32%	(308)	17%	(167)	8%	(75)	9%	(83)	975
Currently Owns Amazon Echo: Yes	43%	(72)	37%	(62)	13%	(22)	4%	(7)	3%	(4)	166
Currently Owns Google Home: Yes	54%	(74)	28%	(38)	11%	(15)	3%	(4)	5%	(7)	139
Currently Owns Windows Comp: Yes	28%	(377)	30%	(410)	17%	(225)	13%	(169)	12%	(165)	1345
Plan to Buy Voice-Cont Assist: Yes	57%	(142)	27%	(68)	6%	(15)	3%	(9)	7%	(17)	251

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
Currently Owns Apple Product: Yes	27% (260)	5% (54)	18% (175)	8% (81)	4% (41)	3% (26)	14% (132)	9% (85)	1% (6)	12% (115)	975
Currently Owns Amazon Echo: Yes	18% (30)	9% (14)	20% (33)	12% (20)	8% (13)	4% (6)	14% (24)	13% (21)	— (1)	3% (5)	166
Currently Owns Google Home: Yes	20% (28)	14% (19)	18% (25)	13% (19)	5% (7)	3% (5)	8% (11)	12% (17)	— (0)	6% (8)	139
Currently Owns Windows Comp: Yes	32% (435)	3% (44)	14% (189)	7% (93)	2% (28)	1% (13)	16% (212)	6% (85)	1% (19)	17% (226)	1345
Plan to Buy Voice-Cont Assist: Yes	15% (38)	5% (13)	21% (52)	13% (33)	7% (18)	4% (10)	9% (23)	19% (49)	— (1)	6% (15)	251

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
Currently Owns Apple Product: Yes	15%	(145)	23%	(226)	23%	(221)	39%	(382)	975
Currently Owns Amazon Echo: Yes	31%	(51)	32%	(54)	15%	(25)	22%	(37)	166
Currently Owns Google Home: Yes	37%	(52)	26%	(36)	19%	(26)	18%	(25)	139
Currently Owns Windows Comp: Yes	5%	(70)	15%	(207)	23%	(303)	57%	(766)	1345
Plan to Buy Voice-Cont Assist: Yes	42%	(106)	25%	(62)	15%	(37)	18%	(46)	251

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
Currently Owns Apple Product: Yes	19%	(188)	26%	(257)	21%	(202)	24%	(234)	10%	(93)	975
Currently Owns Amazon Echo: Yes	33%	(55)	31%	(51)	14%	(23)	18%	(30)	4%	(6)	166
Currently Owns Google Home: Yes	47%	(65)	26%	(36)	11%	(15)	9%	(12)	9%	(12)	139
Currently Owns Windows Comp: Yes	8%	(107)	20%	(270)	20%	(265)	42%	(560)	11%	(144)	1345
Plan to Buy Voice-Cont Assist: Yes	47%	(119)	27%	(69)	14%	(35)	5%	(12)	6%	(16)	251

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
Currently Owns Apple Product: Yes	18%	(179)	22%	(214)	26%	(255)	26%	(255)	7%	(72)	975
Currently Owns Amazon Echo: Yes	36%	(59)	21%	(35)	19%	(32)	20%	(34)	4%	(6)	166
Currently Owns Google Home: Yes	42%	(59)	30%	(42)	12%	(17)	10%	(14)	5%	(7)	139
Currently Owns Windows Comp: Yes	8%	(105)	17%	(225)	23%	(310)	45%	(610)	7%	(94)	1345
Plan to Buy Voice-Cont Assist: Yes	44%	(111)	29%	(72)	13%	(34)	7%	(18)	6%	(16)	251

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)	2200
Currently Owns Apple Product: Yes	17% (169)	18% (171)	11% (107)	11% (108)	3% (28)	3% (27)	25% (241)	— (4)	12% (120)	975
Currently Owns Amazon Echo: Yes	15% (25)	32% (54)	22% (37)	11% (18)	4% (7)	4% (7)	6% (9)	— (0)	6% (10)	166
Currently Owns Google Home: Yes	13% (19)	21% (29)	9% (13)	30% (42)	4% (6)	6% (8)	9% (12)	— (1)	7% (10)	139
Currently Owns Windows Comp: Yes	7% (93)	17% (223)	12% (158)	10% (137)	1% (16)	2% (24)	37% (496)	— (3)	14% (194)	1345
Plan to Buy Voice-Cont Assist: Yes	17% (43)	26% (65)	13% (33)	21% (52)	8% (21)	4% (10)	4% (11)	— (0)	6% (16)	251

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)	2200
Currently Owns Apple Product: Yes	15% (150)	19% (189)	15% (147)	12% (121)	2% (23)	5% (46)	10% (95)	— (1)	21%(203)	979
Currently Owns Amazon Echo: Yes	15% (25)	37% (61)	19% (31)	13% (22)	2% (4)	5% (8)	3% (5)	— (0)	5% (9)	160
Currently Owns Google Home: Yes	17% (24)	19% (27)	8% (11)	25% (35)	5% (7)	10% (14)	2% (3)	2% (3)	11% (15)	139
Currently Owns Windows Comp: Yes	7% (98)	19%(257)	16%(219)	12%(160)	2% (20)	3% (38)	15%(206)	— (1)	26%(346)	1345
Plan to Buy Voice-Cont Assist: Yes	17% (41)	28% (69)	12% (30)	22% (55)	5% (12)	9% (23)	1% (3)	— (0)	7% (17)	250

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)	2200
Currently Owns Apple Product: Yes	18% (178)	18% (178)	10% (102)	12% (113)	3% (33)	4% (39)	16% (159)	1% (7)	17% (167)	979
Currently Owns Amazon Echo: Yes	15% (25)	35% (59)	20% (34)	12% (19)	1% (2)	6% (10)	5% (8)	— (1)	5% (9)	160
Currently Owns Google Home: Yes	18% (25)	19% (27)	7% (10)	26% (36)	9% (13)	5% (7)	4% (6)	1% (1)	10% (14)	139
Currently Owns Windows Comp: Yes	9% (117)	17% (231)	12% (168)	10% (139)	2% (24)	2% (31)	28% (375)	— (2)	19% (258)	1345
Plan to Buy Voice-Cont Assist: Yes	16% (41)	27% (69)	12% (30)	19% (48)	9% (22)	8% (19)	2% (5)	1% (3)	6% (14)	250

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
Currently Owns Apple Product: Yes	42%	(407)	36%	(355)	11%	(107)	5%	(45)	6%	(61)	975
Currently Owns Amazon Echo: Yes	40%	(67)	42%	(71)	9%	(14)	5%	(8)	4%	(7)	166
Currently Owns Google Home: Yes	44%	(61)	32%	(44)	13%	(18)	2%	(3)	10%	(13)	139
Currently Owns Windows Comp: Yes	25%	(337)	34%	(452)	15%	(202)	13%	(171)	14%	(183)	1345
Plan to Buy Voice-Cont Assist: Yes	50%	(126)	31%	(78)	9%	(23)	3%	(7)	6%	(16)	251

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
Currently Owns Apple Product: Yes	31%	(304)	37%	(364)	18%	(177)	7%	(66)	6%	(63)	975
Currently Owns Amazon Echo: Yes	40%	(66)	40%	(66)	15%	(25)	3%	(5)	2%	(4)	166
Currently Owns Google Home: Yes	57%	(80)	24%	(34)	12%	(17)	2%	(2)	5%	(6)	139
Currently Owns Windows Comp: Yes	26%	(344)	37%	(501)	18%	(248)	11%	(147)	8%	(105)	1345
Plan to Buy Voice-Cont Assist: Yes	55%	(139)	30%	(74)	9%	(24)	3%	(7)	3%	(7)	251

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
Currently Owns Apple Product: Yes	23%	(224)	31%	(297)	27%	(266)	13%	(129)	6%	(57)	975
Currently Owns Amazon Echo: Yes	33%	(55)	32%	(53)	24%	(39)	7%	(11)	5%	(8)	166
Currently Owns Google Home: Yes	46%	(65)	31%	(43)	14%	(20)	3%	(5)	5%	(6)	139
Currently Owns Windows Comp: Yes	18%	(237)	28%	(383)	27%	(363)	20%	(265)	7%	(97)	1345
Plan to Buy Voice-Cont Assist: Yes	52%	(129)	23%	(58)	14%	(36)	8%	(19)	3%	(8)	251

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
Currently Owns Apple Product: Yes	15%	(150)	25%	(239)	27%	(261)	19%	(187)	14%	(138)	975
Currently Owns Amazon Echo: Yes	24%	(39)	32%	(54)	26%	(44)	12%	(21)	5%	(9)	166
Currently Owns Google Home: Yes	36%	(50)	23%	(32)	23%	(32)	7%	(10)	11%	(15)	139
Currently Owns Windows Comp: Yes	10%	(133)	21%	(285)	27%	(367)	25%	(331)	17%	(230)	1345
Plan to Buy Voice-Cont Assist: Yes	42%	(104)	28%	(70)	17%	(42)	9%	(21)	6%	(14)	251

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
Currently Owns Apple Product: Yes	36%	(355)	38%	(366)	14%	(132)	6%	(59)	6%	(62)	975
Currently Owns Amazon Echo: Yes	54%	(89)	28%	(47)	9%	(15)	6%	(10)	3%	(5)	166
Currently Owns Google Home: Yes	55%	(76)	28%	(39)	7%	(10)	4%	(5)	6%	(9)	139
Currently Owns Windows Comp: Yes	31%	(423)	39%	(524)	12%	(161)	10%	(135)	8%	(102)	1345
Plan to Buy Voice-Cont Assist: Yes	61%	(152)	25%	(64)	7%	(17)	2%	(5)	5%	(13)	251

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
Currently Owns Apple Product: Yes	32%	(315)	42%	(405)	14%	(138)	6%	(60)	6%	(56)	975
Currently Owns Amazon Echo: Yes	37%	(61)	41%	(68)	15%	(25)	3%	(5)	4%	(7)	166
Currently Owns Google Home: Yes	43%	(60)	38%	(52)	11%	(15)	3%	(4)	6%	(8)	139
Currently Owns Windows Comp: Yes	25%	(339)	41%	(555)	15%	(203)	10%	(139)	8%	(109)	1345
Plan to Buy Voice-Cont Assist: Yes	47%	(117)	34%	(85)	12%	(29)	3%	(7)	5%	(12)	251

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
Currently Owns Apple Product: Yes	57% (552)	31% (302)	12% (120)	975
Currently Owns Amazon Echo: Yes	59% (98)	31% (52)	10% (16)	166
Currently Owns Google Home: Yes	57% (79)	31% (43)	12% (17)	139
Currently Owns Windows Comp: Yes	60% (803)	29% (388)	11% (154)	1345
Plan to Buy Voice-Cont Assist: Yes	62% (155)	27% (69)	11% (27)	251

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
Currently Owns Apple Product: Yes	56% (542)	33% (317)	12% (115)	975
Currently Owns Amazon Echo: Yes	53% (88)	36% (60)	11% (19)	166
Currently Owns Google Home: Yes	56% (77)	33% (46)	11% (16)	139
Currently Owns Windows Comp: Yes	60% (804)	28% (382)	12% (160)	1345
Plan to Buy Voice-Cont Assist: Yes	62% (155)	30% (76)	8% (20)	251

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
Currently Owns Apple Product: Yes	51% (499)	37% (360)	12% (116)	975
Currently Owns Amazon Echo: Yes	50% (82)	38% (64)	12% (20)	166
Currently Owns Google Home: Yes	51% (70)	41% (57)	9% (12)	139
Currently Owns Windows Comp: Yes	52% (697)	36% (490)	12% (158)	1345
Plan to Buy Voice-Cont Assist: Yes	58% (146)	36% (89)	6% (16)	251

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
Currently Owns Apple Product: Yes	50% (489)	37% (364)	12% (121)	975
Currently Owns Amazon Echo: Yes	50% (83)	40% (66)	11% (18)	166
Currently Owns Google Home: Yes	54% (75)	39% (55)	7% (10)	139
Currently Owns Windows Comp: Yes	49% (665)	38% (513)	12% (168)	1345
Plan to Buy Voice-Cont Assist: Yes	63% (158)	28% (71)	9% (22)	251

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
Currently Owns Apple Product: Yes	47% (455)	40% (390)	13% (129)	975
Currently Owns Amazon Echo: Yes	53% (89)	37% (61)	10% (16)	166
Currently Owns Google Home: Yes	57% (79)	32% (45)	11% (15)	139
Currently Owns Windows Comp: Yes	48% (642)	40% (536)	12% (168)	1345
Plan to Buy Voice-Cont Assist: Yes	60% (150)	29% (73)	11% (28)	251

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
Currently Owns Apple Product: Yes	55% (541)	33% (326)	11% (108)	975
Currently Owns Amazon Echo: Yes	56% (93)	33% (55)	10% (17)	166
Currently Owns Google Home: Yes	58% (81)	32% (45)	9% (13)	139
Currently Owns Windows Comp: Yes	57% (765)	32% (430)	11% (151)	1345
Plan to Buy Voice-Cont Assist: Yes	60% (150)	33% (82)	7% (19)	251

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
Currently Owns Apple Product: Yes	19%	(188)	32%	(308)	26%	(249)	24%	(230)	975
Currently Owns Amazon Echo: Yes	36%	(60)	35%	(59)	17%	(29)	12%	(19)	166
Currently Owns Google Home: Yes	43%	(60)	30%	(42)	18%	(25)	9%	(13)	139
Currently Owns Windows Comp: Yes	11%	(142)	28%	(375)	30%	(399)	32%	(429)	1345
Plan to Buy Voice-Cont Assist: Yes	48%	(119)	28%	(71)	14%	(35)	10%	(25)	251

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
Currently Owns Apple Product: Yes	41%	(395)	32%	(314)	15%	(149)	5%	(52)	7%	(65)	975
Currently Owns Amazon Echo: Yes	47%	(78)	35%	(59)	11%	(18)	4%	(6)	3%	(6)	166
Currently Owns Google Home: Yes	50%	(70)	35%	(48)	8%	(12)	3%	(4)	4%	(6)	139
Currently Owns Windows Comp: Yes	39%	(524)	33%	(442)	16%	(215)	7%	(94)	5%	(71)	1345
Plan to Buy Voice-Cont Assist: Yes	55%	(137)	26%	(66)	9%	(21)	4%	(11)	6%	(16)	251

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
Adults	55% (1219)	31% (682)	14% (300)	2200
Currently Owns Apple Product: Yes	55% (531)	35% (343)	10% (100)	975
Currently Owns Amazon Echo: Yes	56% (94)	37% (61)	7% (12)	166
Currently Owns Google Home: Yes	54% (75)	38% (53)	8% (11)	139
Currently Owns Windows Comp: Yes	59% (788)	30% (406)	11% (152)	1345
Plan to Buy Voice-Cont Assist: Yes	51% (127)	41% (102)	9% (22)	251

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%
BRD_apple	Currently Owns Apple Product: Yes	975	44%
BRD_amazon	Currently Owns Amazon Echo: Yes	166	8%
BRD_google	Currently Owns Google Home: Yes	139	6%
BRD_windows	Currently Owns Windows Comp: Yes	1345	61%
BRD_assist	Plan to Buy Voice-Cont Assist: Yes	251	11%

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

