



MORNING CONSULT

Morning Consult
National Tracking Poll #170701
July 07-09, 2017

Crosstabulation Results

Methodology:

This poll was conducted from July 07-09, 2017, among a national sample of 2191 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 BRD9: *Have you ever tried a home delivery meal kit service, such as Blue Apron, HelloFresh, Plated, etc.?*

Demographic	Yes	No	Total N
Adults	19% (419)	81% (1772)	2191
Gender: Male	23% (246)	77% (809)	1055
Gender: Female	15% (173)	85% (963)	1136
Age: 18-29	29% (132)	71% (330)	462
Age: 30-44	26% (147)	74% (422)	569
Age: 45-54	18% (73)	82% (336)	409
Age: 55-64	11% (41)	89% (315)	356
Age: 65+	7% (27)	93% (369)	396
PID: Dem (no lean)	20% (152)	80% (590)	741
PID: Ind (no lean)	17% (124)	83% (590)	714
PID: Rep (no lean)	19% (143)	81% (592)	736
PID/Gender: Dem Men	25% (79)	75% (241)	320
PID/Gender: Dem Women	17% (73)	83% (349)	422
PID/Gender: Ind Men	23% (75)	77% (257)	333
PID/Gender: Ind Women	13% (49)	87% (332)	382
PID/Gender: Rep Men	23% (92)	77% (310)	402
PID/Gender: Rep Women	15% (51)	85% (282)	333
Tea Party: Supporter	27% (188)	73% (496)	684
Tea Party: Not Supporter	15% (230)	85% (1268)	1498
Ideo: Liberal (1-3)	27% (204)	73% (550)	754
Ideo: Moderate (4)	17% (88)	83% (436)	524
Ideo: Conservative (5-7)	15% (110)	85% (602)	711
Educ: < College	16% (251)	84% (1308)	1559
Educ: Bachelors degree	24% (99)	76% (315)	414
Educ: Post-grad	32% (69)	68% (149)	218
Income: Under 50k	16% (204)	84% (1074)	1279
Income: 50k-100k	22% (156)	78% (554)	710
Income: 100k+	29% (59)	71% (144)	202
Ethnicity: White	17% (296)	83% (1446)	1742

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Table BRD9: *Have you ever tried a home delivery meal kit service, such as Blue Apron, HelloFresh, Plated, etc.?*

Demographic	Yes	No	Total N
Adults	19% (419)	81% (1772)	2191
Ethnicity: Hispanic	34% (113)	66% (215)	328
Ethnicity: Afr. Am.	25% (68)	75% (199)	267
Ethnicity: Other	30% (55)	70% (126)	181
Relig: Protestant	17% (85)	83% (428)	513
Relig: Roman Catholic	26% (129)	74% (373)	502
Relig: Ath./Agn./None	17% (99)	83% (485)	585
Relig: Something Else	18% (61)	82% (281)	342
Relig: Jewish	29% (17)	71% (42)	59
Relig: Evangelical	24% (156)	76% (488)	643
Relig: Non-Evang. Catholics	17% (103)	83% (515)	619
Relig: All Christian	21% (259)	79% (1003)	1262
Relig: All Non-Christian	17% (160)	83% (766)	926
Community: Urban	24% (150)	76% (470)	619
Community: Suburban	20% (182)	80% (747)	929
Community: Rural	14% (88)	86% (555)	643
Employ: Private Sector	25% (183)	75% (536)	718
Employ: Government	26% (36)	74% (100)	135
Employ: Self-Employed	25% (50)	75% (155)	205
Employ: Homemaker	19% (37)	81% (156)	193
Employ: Student	28% (30)	72% (77)	107
Employ: Retired	10% (47)	90% (432)	480
Employ: Unemployed	7% (13)	93% (171)	184
Employ: Other	14% (24)	86% (145)	169
Military HH: Yes	24% (101)	76% (311)	412
Military HH: No	18% (318)	82% (1461)	1779
RD/WT: Right Direction	23% (213)	77% (712)	925
RD/WT: Wrong Track	16% (206)	84% (1060)	1266
Strongly Approve	24% (119)	76% (383)	502
Somewhat Approve	17% (83)	83% (394)	477
Somewhat Disapprove	20% (66)	80% (273)	339
Strongly Disapprove	18% (138)	82% (616)	754
Dont Know / No Opinion	11% (13)	89% (107)	119

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Table BRD9: Have you ever tried a home delivery meal kit service, such as Blue Apron, HelloFresh, Plated, etc.?

Demographic	Yes	No	Total N
Adults	19% (419)	81% (1772)	2191
#1 Issue: Economy	21% (114)	79% (436)	551
#1 Issue: Security	19% (82)	81% (360)	442
#1 Issue: Health Care	17% (78)	83% (373)	451
#1 Issue: Medicare / Social Security	10% (31)	90% (290)	321
#1 Issue: Women's Issues	28% (36)	72% (92)	129
#1 Issue: Education	32% (39)	68% (85)	124
#1 Issue: Energy	33% (31)	67% (62)	93
#1 Issue: Other	8% (6)	92% (73)	79
2016 Vote: Democrat Hillary Clinton	22% (157)	78% (564)	721
2016 Vote: Republican Donald Trump	19% (150)	81% (633)	783
2016 Vote: Someone else	18% (30)	82% (137)	168
2012 Vote: Barack Obama	21% (178)	79% (670)	848
2012 Vote: Mitt Romney	19% (116)	81% (484)	599
2012 Vote: Other	10% (8)	90% (78)	87
2012 Vote: Didn't Vote	18% (116)	82% (540)	655
4-Region: Northeast	17% (68)	83% (331)	400
4-Region: Midwest	18% (85)	82% (387)	472
4-Region: South	19% (150)	81% (661)	811
4-Region: West	23% (116)	77% (393)	509

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

Table BRD10: Do you currently subscribe to a home delivery meal kit service?

Demographic	Yes	No	Total N
Adults	38% (160)	62% (260)	419
Gender: Male	42% (103)	58% (143)	246
Gender: Female	33% (57)	67% (116)	173
Age: 18-29	39% (52)	61% (80)	132
Age: 30-44	50% (73)	50% (74)	147
Age: 45-54	30% (22)	70% (51)	73
PID: Dem (no lean)	35% (53)	65% (98)	152
PID: Ind (no lean)	25% (31)	75% (93)	124
PID: Rep (no lean)	52% (75)	48% (68)	143
PID/Gender: Dem Men	38% (30)	62% (48)	79
PID/Gender: Dem Women	32% (23)	68% (50)	73
PID/Gender: Ind Men	26% (19)	74% (56)	75
PID/Gender: Rep Men	58% (53)	42% (39)	92
PID/Gender: Rep Women	43% (22)	57% (29)	51
Tea Party: Supporter	54% (101)	46% (87)	188
Tea Party: Not Supporter	26% (59)	74% (171)	230
Ideo: Liberal (1-3)	41% (84)	59% (121)	204
Ideo: Moderate (4)	36% (32)	64% (56)	88
Ideo: Conservative (5-7)	36% (40)	64% (70)	110
Educ: < College	40% (99)	60% (152)	251
Educ: Bachelors degree	27% (27)	73% (72)	99
Educ: Post-grad	48% (33)	52% (36)	69
Income: Under 50k	35% (72)	65% (133)	204
Income: 50k-100k	39% (61)	61% (95)	156
Income: 100k+	46% (27)	54% (32)	59
Ethnicity: White	38% (113)	62% (183)	296
Ethnicity: Hispanic	51% (58)	49% (55)	113
Ethnicity: Afr. Am.	41% (28)	59% (40)	68
Ethnicity: Other	35% (19)	65% (36)	55

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Table BRD10: Do you currently subscribe to a home delivery meal kit service?

Demographic	Yes	No	Total N
Adults	38% (160)	62% (260)	419
Relig: Protestant	34% (29)	66% (56)	85
Relig: Roman Catholic	50% (65)	50% (65)	129
Relig: Ath./Agn./None	23% (23)	77% (76)	99
Relig: Something Else	36% (22)	64% (39)	61
Relig: Evangelical	50% (77)	50% (78)	156
Relig: Non-Evang. Catholics	36% (37)	64% (66)	103
Relig: All Christian	44% (114)	56% (145)	259
Relig: All Non-Christian	28% (45)	72% (115)	160
Community: Urban	43% (65)	57% (85)	150
Community: Suburban	31% (55)	69% (126)	182
Community: Rural	45% (39)	55% (48)	88
Employ: Private Sector	42% (77)	58% (106)	183
Employ: Self-Employed	28% (14)	72% (36)	50
Military HH: Yes	52% (52)	48% (48)	101
Military HH: No	34% (107)	66% (211)	318
RD/WT: Right Direction	52% (112)	48% (102)	213
RD/WT: Wrong Track	23% (48)	77% (158)	206
Strongly Approve	54% (65)	46% (54)	119
Somewhat Approve	49% (41)	51% (42)	83
Somewhat Disapprove	30% (20)	70% (46)	66
Strongly Disapprove	24% (33)	76% (105)	138
#1 Issue: Economy	34% (39)	66% (75)	114
#1 Issue: Security	40% (33)	60% (49)	82
#1 Issue: Health Care	35% (27)	65% (51)	78
2016 Vote: Democrat Hillary Clinton	34% (53)	66% (104)	157
2016 Vote: Republican Donald Trump	51% (77)	49% (73)	150
2012 Vote: Barack Obama	39% (70)	61% (108)	178
2012 Vote: Mitt Romney	43% (50)	57% (66)	116
2012 Vote: Didn't Vote	33% (38)	67% (78)	116

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Table BRD10: Do you currently subscribe to a home delivery meal kit service?

Demographic	Yes		No		Total N
Adults	38%	(160)	62%	(260)	419
4-Region: Northeast	34%	(23)	66%	(45)	68
4-Region: Midwest	26%	(22)	74%	(62)	85
4-Region: South	38%	(58)	62%	(92)	150
4-Region: West	48%	(56)	52%	(60)	116

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

Table BRD11_4NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
 Blue Apron

Demographic	Selected		Not Selected		Total N
Adults	43%	(181)	57%	(238)	419
Gender: Male	41%	(102)	59%	(144)	246
Gender: Female	46%	(79)	54%	(94)	173
Age: 18-29	48%	(64)	52%	(68)	132
Age: 30-44	48%	(70)	52%	(77)	147
Age: 45-54	31%	(23)	69%	(50)	73
PID: Dem (no lean)	37%	(57)	63%	(95)	152
PID: Ind (no lean)	46%	(57)	54%	(67)	124
PID: Rep (no lean)	47%	(67)	53%	(76)	143
PID/Gender: Dem Men	31%	(25)	69%	(54)	79
PID/Gender: Dem Women	44%	(32)	56%	(41)	73
PID/Gender: Ind Men	49%	(37)	51%	(38)	75
PID/Gender: Rep Men	44%	(40)	56%	(52)	92
PID/Gender: Rep Women	53%	(27)	47%	(24)	51
Tea Party: Supporter	46%	(86)	54%	(102)	188
Tea Party: Not Supporter	41%	(94)	59%	(136)	230
Ideo: Liberal (1-3)	44%	(90)	56%	(114)	204
Ideo: Moderate (4)	54%	(48)	46%	(41)	88
Ideo: Conservative (5-7)	36%	(39)	64%	(70)	110
Educ: < College	40%	(99)	60%	(152)	251
Educ: Bachelors degree	50%	(49)	50%	(50)	99
Educ: Post-grad	47%	(33)	53%	(36)	69
Income: Under 50k	37%	(75)	63%	(130)	204
Income: 50k-100k	50%	(78)	50%	(78)	156
Income: 100k+	48%	(28)	52%	(31)	59
Ethnicity: White	46%	(135)	54%	(161)	296
Ethnicity: Hispanic	56%	(63)	44%	(50)	113
Ethnicity: Afr. Am.	28%	(19)	72%	(49)	68
Ethnicity: Other	49%	(27)	51%	(28)	55

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Table BRD11_4NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
Blue Apron

Demographic	Selected		Not Selected		Total N
Adults	43%	(181)	57%	(238)	419
Relig: Protestant	54%	(46)	46%	(39)	85
Relig: Roman Catholic	48%	(62)	52%	(67)	129
Relig: Ath./Agn./None	37%	(37)	63%	(63)	99
Relig: Something Else	37%	(23)	63%	(38)	61
Relig: Evangelical	44%	(69)	56%	(87)	156
Relig: Non-Evang. Catholics	51%	(53)	49%	(50)	103
Relig: All Christian	47%	(122)	53%	(137)	259
Relig: All Non-Christian	37%	(59)	63%	(101)	160
Community: Urban	50%	(74)	50%	(75)	150
Community: Suburban	40%	(73)	60%	(109)	182
Community: Rural	39%	(34)	61%	(54)	88
Employ: Private Sector	46%	(85)	54%	(98)	183
Employ: Self-Employed	29%	(14)	71%	(36)	50
Military HH: Yes	50%	(50)	50%	(51)	101
Military HH: No	41%	(131)	59%	(188)	318
RD/WT: Right Direction	45%	(95)	55%	(118)	213
RD/WT: Wrong Track	42%	(86)	58%	(120)	206
Strongly Approve	49%	(58)	51%	(61)	119
Somewhat Approve	46%	(38)	54%	(45)	83
Somewhat Disapprove	40%	(27)	60%	(40)	66
Strongly Disapprove	40%	(56)	60%	(82)	138
#1 Issue: Economy	49%	(56)	51%	(59)	114
#1 Issue: Security	40%	(33)	60%	(49)	82
#1 Issue: Health Care	38%	(29)	62%	(49)	78
2016 Vote: Democrat Hillary Clinton	45%	(71)	55%	(86)	157
2016 Vote: Republican Donald Trump	44%	(67)	56%	(83)	150
2012 Vote: Barack Obama	46%	(83)	54%	(96)	178
2012 Vote: Mitt Romney	44%	(51)	56%	(65)	116
2012 Vote: Didn't Vote	37%	(43)	63%	(72)	116

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Table BRD11_4NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.*Blue Apron*

Demographic	Selected		Not Selected		Total N
Adults	43%	(181)	57%	(238)	419
4-Region: Northeast	34%	(24)	66%	(45)	68
4-Region: Midwest	36%	(30)	64%	(54)	85
4-Region: South	44%	(66)	56%	(84)	150
4-Region: West	53%	(61)	47%	(55)	116

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

Table BRD11_5NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
HelloFresh

Demographic	Selected		Not Selected		Total N
Adults	33%	(138)	67%	(281)	419
Gender: Male	32%	(78)	68%	(168)	246
Gender: Female	35%	(60)	65%	(113)	173
Age: 18-29	39%	(51)	61%	(81)	132
Age: 30-44	33%	(49)	67%	(98)	147
Age: 45-54	32%	(23)	68%	(49)	73
PID: Dem (no lean)	32%	(49)	68%	(103)	152
PID: Ind (no lean)	28%	(35)	72%	(89)	124
PID: Rep (no lean)	38%	(54)	62%	(89)	143
PID/Gender: Dem Men	36%	(29)	64%	(50)	79
PID/Gender: Dem Women	28%	(20)	72%	(53)	73
PID/Gender: Ind Men	24%	(18)	76%	(57)	75
PID/Gender: Rep Men	34%	(32)	66%	(61)	92
PID/Gender: Rep Women	44%	(23)	56%	(28)	51
Tea Party: Supporter	34%	(64)	66%	(124)	188
Tea Party: Not Supporter	32%	(73)	68%	(157)	230
Ideo: Liberal (1-3)	35%	(72)	65%	(133)	204
Ideo: Moderate (4)	34%	(30)	66%	(58)	88
Ideo: Conservative (5-7)	27%	(29)	73%	(80)	110
Educ: < College	32%	(81)	68%	(170)	251
Educ: Bachelors degree	36%	(36)	64%	(63)	99
Educ: Post-grad	31%	(21)	69%	(48)	69
Income: Under 50k	29%	(60)	71%	(144)	204
Income: 50k-100k	36%	(56)	64%	(100)	156
Income: 100k+	37%	(22)	63%	(37)	59
Ethnicity: White	33%	(99)	67%	(198)	296
Ethnicity: Hispanic	35%	(40)	65%	(73)	113
Ethnicity: Afr. Am.	38%	(26)	62%	(42)	68
Ethnicity: Other	25%	(14)	75%	(41)	55

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Table BRD11_5NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
 HelloFresh

Demographic	Selected		Not Selected		Total N
Adults	33%	(138)	67%	(281)	419
Relig: Protestant	32%	(27)	68%	(58)	85
Relig: Roman Catholic	37%	(48)	63%	(81)	129
Relig: Ath./Agn./None	32%	(32)	68%	(68)	99
Relig: Something Else	34%	(20)	66%	(40)	61
Relig: Evangelical	36%	(57)	64%	(99)	156
Relig: Non-Evang. Catholics	28%	(29)	72%	(74)	103
Relig: All Christian	33%	(86)	67%	(173)	259
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Community: Urban	40%	(60)	60%	(90)	150
Community: Suburban	30%	(55)	70%	(127)	182
Community: Rural	27%	(23)	73%	(64)	88
Employ: Private Sector	36%	(65)	64%	(118)	183
Employ: Self-Employed	36%	(18)	64%	(32)	50
Military HH: Yes	34%	(34)	66%	(67)	101
Military HH: No	33%	(104)	67%	(214)	318
RD/WT: Right Direction	30%	(63)	70%	(150)	213
RD/WT: Wrong Track	36%	(75)	64%	(131)	206
Strongly Approve	28%	(33)	72%	(85)	119
Somewhat Approve	33%	(27)	67%	(56)	83
Somewhat Disapprove	34%	(22)	66%	(44)	66
Strongly Disapprove	37%	(51)	63%	(87)	138
#1 Issue: Economy	40%	(46)	60%	(68)	114
#1 Issue: Security	28%	(23)	72%	(59)	82
#1 Issue: Health Care	33%	(26)	67%	(53)	78
2016 Vote: Democrat Hillary Clinton	37%	(59)	63%	(99)	157
2016 Vote: Republican Donald Trump	29%	(44)	71%	(106)	150
2012 Vote: Barack Obama	31%	(55)	69%	(123)	178
2012 Vote: Mitt Romney	31%	(36)	69%	(79)	116
2012 Vote: Didn't Vote	40%	(46)	60%	(70)	116

Continued on next page

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HelloFresh

Demographic	Selected		Not Selected		Total N
Adults	33%	(138)	67%	(281)	419
4-Region: Northeast	29%	(20)	71%	(48)	68
4-Region: Midwest	32%	(27)	68%	(58)	85
4-Region: South	30%	(45)	70%	(105)	150
4-Region: West	39%	(46)	61%	(70)	116

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Table BRD11_6NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
 Plated

Demographic	Selected		Not Selected		Total N
Adults	20%	(85)	80%	(334)	419
Gender: Male	26%	(63)	74%	(182)	246
Gender: Female	12%	(22)	88%	(152)	173
Age: 18-29	28%	(36)	72%	(95)	132
Age: 30-44	21%	(31)	79%	(116)	147
Age: 45-54	15%	(11)	85%	(62)	73
PID: Dem (no lean)	18%	(28)	82%	(124)	152
PID: Ind (no lean)	14%	(18)	86%	(106)	124
PID: Rep (no lean)	27%	(39)	73%	(104)	143
PID/Gender: Dem Men	24%	(19)	76%	(60)	79
PID/Gender: Dem Women	12%	(9)	88%	(64)	73
PID/Gender: Ind Men	21%	(16)	79%	(59)	75
PID/Gender: Rep Men	31%	(29)	69%	(64)	92
PID/Gender: Rep Women	21%	(11)	79%	(40)	51
Tea Party: Supporter	32%	(59)	68%	(129)	188
Tea Party: Not Supporter	11%	(26)	89%	(204)	230
Ideo: Liberal (1-3)	29%	(59)	71%	(146)	204
Ideo: Moderate (4)	8%	(7)	92%	(81)	88
Ideo: Conservative (5-7)	17%	(19)	83%	(91)	110
Educ: < College	23%	(58)	77%	(193)	251
Educ: Bachelors degree	15%	(15)	85%	(84)	99
Educ: Post-grad	17%	(12)	83%	(57)	69
Income: Under 50k	20%	(41)	80%	(163)	204
Income: 50k-100k	20%	(31)	80%	(125)	156
Income: 100k+	22%	(13)	78%	(46)	59
Ethnicity: White	18%	(54)	82%	(242)	296
Ethnicity: Hispanic	29%	(33)	71%	(80)	113
Ethnicity: Afr. Am.	24%	(17)	76%	(51)	68
Ethnicity: Other	26%	(14)	74%	(41)	55

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Table BRD11_6NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.

Plated

Demographic	Selected		Not Selected		Total N
Adults	20%	(85)	80%	(334)	419
Relig: Protestant	19%	(17)	81%	(68)	85
Relig: Roman Catholic	27%	(35)	73%	(95)	129
Relig: Ath./Agn./None	10%	(10)	90%	(89)	99
Relig: Something Else	29%	(18)	71%	(43)	61
Relig: Evangelical	24%	(37)	76%	(119)	156
Relig: Non-Evang. Catholics	20%	(20)	80%	(83)	103
Relig: All Christian	22%	(57)	78%	(202)	259
Relig: All Non-Christian	17%	(28)	83%	(132)	160
Community: Urban	20%	(30)	80%	(119)	150
Community: Suburban	22%	(40)	78%	(142)	182
Community: Rural	16%	(14)	84%	(73)	88
Employ: Private Sector	18%	(33)	82%	(150)	183
Employ: Self-Employed	19%	(10)	81%	(41)	50
Military HH: Yes	32%	(33)	68%	(68)	101
Military HH: No	16%	(52)	84%	(266)	318
RD/WT: Right Direction	28%	(60)	72%	(153)	213
RD/WT: Wrong Track	12%	(25)	88%	(181)	206
Strongly Approve	25%	(30)	75%	(89)	119
Somewhat Approve	26%	(22)	74%	(61)	83
Somewhat Disapprove	23%	(16)	77%	(51)	66
Strongly Disapprove	12%	(17)	88%	(121)	138
#1 Issue: Economy	16%	(18)	84%	(96)	114
#1 Issue: Security	24%	(19)	76%	(63)	82
#1 Issue: Health Care	22%	(17)	78%	(61)	78
2016 Vote: Democrat Hillary Clinton	16%	(25)	84%	(132)	157
2016 Vote: Republican Donald Trump	21%	(31)	79%	(118)	150
2012 Vote: Barack Obama	23%	(41)	77%	(137)	178
2012 Vote: Mitt Romney	16%	(18)	84%	(97)	116
2012 Vote: Didn't Vote	22%	(25)	78%	(90)	116

Continued on next page

Table BRD11_6NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.*Plated*

Demographic	Selected		Not Selected		Total N
Adults	20%	(85)	80%	(334)	419
4-Region: Northeast	30%	(20)	70%	(48)	68
4-Region: Midwest	19%	(16)	81%	(68)	85
4-Region: South	18%	(27)	82%	(123)	150
4-Region: West	19%	(22)	81%	(94)	116

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

Table BRD11_7NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
Sun Basket

Demographic	Selected		Not Selected		Total N
Adults	17%	(70)	83%	(349)	419
Gender: Male	24%	(60)	76%	(186)	246
Gender: Female	6%	(10)	94%	(163)	173
Age: 18-29	29%	(38)	71%	(94)	132
Age: 30-44	16%	(23)	84%	(124)	147
Age: 45-54	8%	(6)	92%	(67)	73
PID: Dem (no lean)	15%	(22)	85%	(129)	152
PID: Ind (no lean)	15%	(19)	85%	(106)	124
PID: Rep (no lean)	20%	(29)	80%	(115)	143
PID/Gender: Dem Men	22%	(17)	78%	(62)	79
PID/Gender: Dem Women	8%	(6)	92%	(68)	73
PID/Gender: Ind Men	21%	(16)	79%	(60)	75
PID/Gender: Rep Men	29%	(27)	71%	(65)	92
PID/Gender: Rep Women	3%	(2)	97%	(49)	51
Tea Party: Supporter	26%	(50)	74%	(138)	188
Tea Party: Not Supporter	8%	(19)	92%	(211)	230
Ideo: Liberal (1-3)	22%	(46)	78%	(158)	204
Ideo: Moderate (4)	11%	(10)	89%	(78)	88
Ideo: Conservative (5-7)	11%	(12)	89%	(97)	110
Educ: < College	17%	(43)	83%	(208)	251
Educ: Bachelors degree	14%	(14)	86%	(86)	99
Educ: Post-grad	19%	(13)	81%	(55)	69
Income: Under 50k	18%	(36)	82%	(169)	204
Income: 50k-100k	14%	(22)	86%	(134)	156
Income: 100k+	20%	(12)	80%	(47)	59
Ethnicity: White	14%	(41)	86%	(255)	296
Ethnicity: Hispanic	18%	(21)	82%	(92)	113
Ethnicity: Afr. Am.	29%	(20)	71%	(48)	68
Ethnicity: Other	16%	(9)	84%	(46)	55

Continued on next page

Table BRD11_7NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
 Sun Basket

Demographic	Selected		Not Selected		Total N
Adults	17%	(70)	83%	(349)	419
Relig: Protestant	17%	(14)	83%	(71)	85
Relig: Roman Catholic	17%	(21)	83%	(108)	129
Relig: Ath./Agn./None	13%	(13)	87%	(86)	99
Relig: Something Else	23%	(14)	77%	(47)	61
Relig: Evangelical	23%	(36)	77%	(120)	156
Relig: Non-Evang. Catholics	7%	(7)	93%	(96)	103
Relig: All Christian	16%	(43)	84%	(216)	259
Relig: All Non-Christian	17%	(27)	83%	(133)	160
Community: Urban	21%	(31)	79%	(118)	150
Community: Suburban	14%	(25)	86%	(157)	182
Community: Rural	15%	(13)	85%	(74)	88
Employ: Private Sector	17%	(31)	83%	(152)	183
Employ: Self-Employed	15%	(7)	85%	(43)	50
Military HH: Yes	27%	(27)	73%	(73)	101
Military HH: No	13%	(42)	87%	(276)	318
RD/WT: Right Direction	23%	(49)	77%	(164)	213
RD/WT: Wrong Track	10%	(21)	90%	(185)	206
Strongly Approve	25%	(30)	75%	(89)	119
Somewhat Approve	14%	(12)	86%	(71)	83
Somewhat Disapprove	24%	(16)	76%	(51)	66
Strongly Disapprove	9%	(12)	91%	(126)	138
#1 Issue: Economy	15%	(17)	85%	(97)	114
#1 Issue: Security	22%	(18)	78%	(64)	82
#1 Issue: Health Care	12%	(9)	88%	(69)	78
2016 Vote: Democrat Hillary Clinton	14%	(22)	86%	(135)	157
2016 Vote: Republican Donald Trump	20%	(30)	80%	(120)	150
2012 Vote: Barack Obama	19%	(34)	81%	(145)	178
2012 Vote: Mitt Romney	15%	(17)	85%	(99)	116
2012 Vote: Didn't Vote	16%	(18)	84%	(97)	116

Continued on next page

Table BRD11_7NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
Sun Basket

Demographic	Selected		Not Selected		Total N
Adults	17%	(70)	83%	(349)	419
4-Region: Northeast	13%	(9)	87%	(59)	68
4-Region: Midwest	16%	(14)	84%	(71)	85
4-Region: South	16%	(24)	84%	(126)	150
4-Region: West	20%	(23)	80%	(92)	116

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

Table BRD11_8NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
 Green Chef

Demographic	Selected		Not Selected		Total N
Adults	16%	(67)	84%	(352)	419
Gender: Male	20%	(50)	80%	(196)	246
Gender: Female	10%	(17)	90%	(156)	173
Age: 18-29	23%	(30)	77%	(101)	132
Age: 30-44	17%	(25)	83%	(122)	147
Age: 45-54	9%	(7)	91%	(66)	73
PID: Dem (no lean)	13%	(19)	87%	(132)	152
PID: Ind (no lean)	9%	(11)	91%	(113)	124
PID: Rep (no lean)	26%	(37)	74%	(106)	143
PID/Gender: Dem Men	17%	(13)	83%	(65)	79
PID/Gender: Dem Women	9%	(6)	91%	(67)	73
PID/Gender: Ind Men	9%	(7)	91%	(68)	75
PID/Gender: Rep Men	33%	(30)	67%	(62)	92
PID/Gender: Rep Women	13%	(7)	87%	(44)	51
Tea Party: Supporter	25%	(47)	75%	(141)	188
Tea Party: Not Supporter	9%	(20)	91%	(210)	230
Ideo: Liberal (1-3)	23%	(47)	77%	(158)	204
Ideo: Moderate (4)	14%	(13)	86%	(76)	88
Ideo: Conservative (5-7)	7%	(7)	93%	(102)	110
Educ: < College	16%	(41)	84%	(210)	251
Educ: Bachelors degree	12%	(12)	88%	(87)	99
Educ: Post-grad	21%	(15)	79%	(54)	69
Income: Under 50k	18%	(37)	82%	(168)	204
Income: 50k-100k	13%	(21)	87%	(135)	156
Income: 100k+	17%	(10)	83%	(49)	59
Ethnicity: White	14%	(41)	86%	(255)	296
Ethnicity: Hispanic	19%	(22)	81%	(91)	113
Ethnicity: Afr. Am.	31%	(21)	69%	(47)	68
Ethnicity: Other	9%	(5)	91%	(50)	55

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Table BRD11_8NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
Green Chef

Demographic	Selected		Not Selected		Total N
Adults	16%	(67)	84%	(352)	419
Relig: Protestant	17%	(15)	83%	(70)	85
Relig: Roman Catholic	25%	(32)	75%	(97)	129
Relig: Ath./Agn./None	8%	(8)	92%	(91)	99
Relig: Something Else	8%	(5)	92%	(56)	61
Relig: Evangelical	24%	(38)	76%	(118)	156
Relig: Non-Evang. Catholics	16%	(17)	84%	(87)	103
Relig: All Christian	21%	(54)	79%	(205)	259
Relig: All Non-Christian	8%	(13)	92%	(147)	160
Community: Urban	26%	(38)	74%	(111)	150
Community: Suburban	9%	(16)	91%	(166)	182
Community: Rural	15%	(13)	85%	(74)	88
Employ: Private Sector	22%	(40)	78%	(143)	183
Employ: Self-Employed	15%	(7)	85%	(43)	50
Military HH: Yes	22%	(23)	78%	(78)	101
Military HH: No	14%	(45)	86%	(274)	318
RD/WT: Right Direction	20%	(43)	80%	(170)	213
RD/WT: Wrong Track	12%	(24)	88%	(182)	206
Strongly Approve	26%	(31)	74%	(88)	119
Somewhat Approve	15%	(12)	85%	(71)	83
Somewhat Disapprove	23%	(16)	77%	(51)	66
Strongly Disapprove	5%	(7)	95%	(131)	138
#1 Issue: Economy	16%	(19)	84%	(96)	114
#1 Issue: Security	24%	(19)	76%	(63)	82
#1 Issue: Health Care	8%	(7)	92%	(72)	78
2016 Vote: Democrat Hillary Clinton	12%	(19)	88%	(139)	157
2016 Vote: Republican Donald Trump	23%	(34)	77%	(116)	150
2012 Vote: Barack Obama	15%	(27)	85%	(151)	178
2012 Vote: Mitt Romney	17%	(19)	83%	(96)	116
2012 Vote: Didn't Vote	18%	(20)	82%	(95)	116

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Table BRD11_8NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.*Green Chef*

Demographic	Selected		Not Selected		Total N
Adults	16%	(67)	84%	(352)	419
4-Region: Northeast	11%	(8)	89%	(61)	68
4-Region: Midwest	15%	(13)	85%	(72)	85
4-Region: South	13%	(20)	87%	(131)	150
4-Region: West	24%	(27)	76%	(89)	116

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

Table BRD11_9NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
Martha & Marley Spoon

Demographic	Selected		Not Selected		Total N
Adults	14%	(59)	86%	(360)	419
Gender: Male	18%	(45)	82%	(201)	246
Gender: Female	8%	(14)	92%	(159)	173
Age: 18-29	23%	(31)	77%	(101)	132
Age: 30-44	14%	(21)	86%	(126)	147
Age: 45-54	8%	(6)	92%	(67)	73
PID: Dem (no lean)	13%	(20)	87%	(131)	152
PID: Ind (no lean)	12%	(15)	88%	(109)	124
PID: Rep (no lean)	17%	(24)	83%	(119)	143
PID/Gender: Dem Men	20%	(16)	80%	(63)	79
PID/Gender: Dem Women	6%	(4)	94%	(69)	73
PID/Gender: Ind Men	14%	(11)	86%	(64)	75
PID/Gender: Rep Men	20%	(19)	80%	(74)	92
PID/Gender: Rep Women	11%	(5)	89%	(46)	51
Tea Party: Supporter	21%	(39)	79%	(149)	188
Tea Party: Not Supporter	9%	(20)	91%	(210)	230
Ideo: Liberal (1-3)	17%	(36)	83%	(169)	204
Ideo: Moderate (4)	13%	(12)	87%	(76)	88
Ideo: Conservative (5-7)	9%	(10)	91%	(99)	110
Educ: < College	16%	(39)	84%	(212)	251
Educ: Bachelors degree	9%	(9)	91%	(90)	99
Educ: Post-grad	16%	(11)	84%	(58)	69
Income: Under 50k	16%	(34)	84%	(171)	204
Income: 50k-100k	11%	(17)	89%	(139)	156
Income: 100k+	14%	(8)	86%	(51)	59
Ethnicity: White	10%	(29)	90%	(267)	296
Ethnicity: Hispanic	13%	(15)	87%	(98)	113
Ethnicity: Afr. Am.	32%	(22)	68%	(46)	68
Ethnicity: Other	14%	(8)	86%	(47)	55

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Table BRD11_9NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
 Martha & Marley Spoon

Demographic	Selected		Not Selected		Total N
Adults	14%	(59)	86%	(360)	419
Relig: Protestant	16%	(13)	84%	(72)	85
Relig: Roman Catholic	16%	(20)	84%	(109)	129
Relig: Ath./Agn./None	11%	(11)	89%	(88)	99
Relig: Something Else	12%	(7)	88%	(54)	61
Relig: Evangelical	19%	(29)	81%	(126)	156
Relig: Non-Evang. Catholics	11%	(11)	89%	(92)	103
Relig: All Christian	16%	(41)	84%	(218)	259
Relig: All Non-Christian	11%	(18)	89%	(142)	160
Community: Urban	18%	(28)	82%	(122)	150
Community: Suburban	10%	(19)	90%	(163)	182
Community: Rural	15%	(13)	85%	(75)	88
Employ: Private Sector	11%	(20)	89%	(163)	183
Employ: Self-Employed	14%	(7)	86%	(43)	50
Military HH: Yes	22%	(23)	78%	(78)	101
Military HH: No	11%	(37)	89%	(282)	318
RD/WT: Right Direction	18%	(39)	82%	(175)	213
RD/WT: Wrong Track	10%	(21)	90%	(185)	206
Strongly Approve	16%	(18)	84%	(100)	119
Somewhat Approve	21%	(17)	79%	(66)	83
Somewhat Disapprove	18%	(12)	82%	(55)	66
Strongly Disapprove	7%	(10)	93%	(128)	138
#1 Issue: Economy	12%	(14)	88%	(100)	114
#1 Issue: Security	21%	(17)	79%	(65)	82
#1 Issue: Health Care	9%	(7)	91%	(71)	78
2016 Vote: Democrat Hillary Clinton	12%	(18)	88%	(139)	157
2016 Vote: Republican Donald Trump	17%	(26)	83%	(124)	150
2012 Vote: Barack Obama	17%	(30)	83%	(148)	178
2012 Vote: Mitt Romney	11%	(13)	89%	(103)	116
2012 Vote: Didn't Vote	14%	(16)	86%	(100)	116

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Table BRD11_9NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
Martha & Marley Spoon

Demographic	Selected		Not Selected		Total N
Adults	14%	(59)	86%	(360)	419
4-Region: Northeast	10%	(7)	90%	(62)	68
4-Region: Midwest	15%	(13)	85%	(72)	85
4-Region: South	11%	(16)	89%	(134)	150
4-Region: West	20%	(23)	80%	(92)	116

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

Table BRD11_10NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
 PeachDish

Demographic	Selected		Not Selected		Total N
Adults	16%	(69)	84%	(350)	419
Gender: Male	19%	(47)	81%	(199)	246
Gender: Female	13%	(22)	87%	(151)	173
Age: 18-29	28%	(37)	72%	(95)	132
Age: 30-44	16%	(24)	84%	(123)	147
Age: 45-54	8%	(6)	92%	(67)	73
PID: Dem (no lean)	13%	(19)	87%	(132)	152
PID: Ind (no lean)	12%	(15)	88%	(109)	124
PID: Rep (no lean)	24%	(34)	76%	(109)	143
PID/Gender: Dem Men	18%	(14)	82%	(65)	79
PID/Gender: Dem Women	7%	(5)	93%	(68)	73
PID/Gender: Ind Men	13%	(10)	87%	(66)	75
PID/Gender: Rep Men	25%	(23)	75%	(69)	92
PID/Gender: Rep Women	21%	(11)	79%	(40)	51
Tea Party: Supporter	27%	(51)	73%	(137)	188
Tea Party: Not Supporter	8%	(18)	92%	(212)	230
Ideo: Liberal (1-3)	28%	(56)	72%	(148)	204
Ideo: Moderate (4)	5%	(4)	95%	(84)	88
Ideo: Conservative (5-7)	7%	(8)	93%	(102)	110
Educ: < College	18%	(46)	82%	(205)	251
Educ: Bachelors degree	13%	(12)	87%	(87)	99
Educ: Post-grad	15%	(11)	85%	(58)	69
Income: Under 50k	17%	(34)	83%	(170)	204
Income: 50k-100k	17%	(26)	83%	(130)	156
Income: 100k+	15%	(9)	85%	(50)	59
Ethnicity: White	13%	(39)	87%	(257)	296
Ethnicity: Hispanic	29%	(33)	71%	(80)	113
Ethnicity: Afr. Am.	21%	(14)	79%	(54)	68
Ethnicity: Other	28%	(15)	72%	(40)	55

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Table BRD11_10NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.

PeachDish

Demographic	Selected		Not Selected		Total N
Adults	16%	(69)	84%	(350)	419
Relig: Protestant	16%	(13)	84%	(71)	85
Relig: Roman Catholic	22%	(29)	78%	(101)	129
Relig: Ath./Agn./None	11%	(11)	89%	(89)	99
Relig: Something Else	16%	(10)	84%	(51)	61
Relig: Evangelical	21%	(32)	79%	(123)	156
Relig: Non-Evang. Catholics	16%	(16)	84%	(87)	103
Relig: All Christian	19%	(48)	81%	(211)	259
Relig: All Non-Christian	13%	(20)	87%	(140)	160
Community: Urban	22%	(33)	78%	(116)	150
Community: Suburban	11%	(21)	89%	(161)	182
Community: Rural	17%	(15)	83%	(73)	88
Employ: Private Sector	20%	(36)	80%	(147)	183
Employ: Self-Employed	17%	(9)	83%	(41)	50
Military HH: Yes	30%	(31)	70%	(70)	101
Military HH: No	12%	(38)	88%	(280)	318
RD/WT: Right Direction	24%	(51)	76%	(162)	213
RD/WT: Wrong Track	9%	(18)	91%	(188)	206
Strongly Approve	28%	(34)	72%	(85)	119
Somewhat Approve	17%	(14)	83%	(69)	83
Somewhat Disapprove	14%	(9)	86%	(57)	66
Strongly Disapprove	8%	(12)	92%	(126)	138
#1 Issue: Economy	18%	(21)	82%	(94)	114
#1 Issue: Security	14%	(11)	86%	(71)	82
#1 Issue: Health Care	12%	(9)	88%	(69)	78
2016 Vote: Democrat Hillary Clinton	15%	(24)	85%	(133)	157
2016 Vote: Republican Donald Trump	18%	(27)	82%	(123)	150
2012 Vote: Barack Obama	17%	(31)	83%	(147)	178
2012 Vote: Mitt Romney	12%	(13)	88%	(102)	116
2012 Vote: Didn't Vote	20%	(23)	80%	(93)	116

Continued on next page

Table BRD11_10NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.*PeachDish*

Demographic	Selected		Not Selected		Total N
Adults	16%	(69)	84%	(350)	419
4-Region: Northeast	16%	(11)	84%	(58)	68
4-Region: Midwest	13%	(11)	87%	(74)	85
4-Region: South	16%	(24)	84%	(127)	150
4-Region: West	20%	(24)	80%	(92)	116

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

Table BRD11_11NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
Other (Please specify)

Demographic	Selected		Not Selected		Total N
Adults	25%	(105)	75%	(314)	419
Gender: Male	23%	(57)	77%	(189)	246
Gender: Female	28%	(48)	72%	(125)	173
Age: 18-29	28%	(37)	72%	(95)	132
Age: 30-44	14%	(20)	86%	(127)	147
Age: 45-54	25%	(19)	75%	(54)	73
PID: Dem (no lean)	24%	(37)	76%	(115)	152
PID: Ind (no lean)	29%	(36)	71%	(88)	124
PID: Rep (no lean)	22%	(32)	78%	(111)	143
PID/Gender: Dem Men	19%	(15)	81%	(63)	79
PID/Gender: Dem Women	29%	(21)	71%	(52)	73
PID/Gender: Ind Men	30%	(22)	70%	(53)	75
PID/Gender: Rep Men	21%	(19)	79%	(73)	92
PID/Gender: Rep Women	25%	(13)	75%	(38)	51
Tea Party: Supporter	22%	(41)	78%	(147)	188
Tea Party: Not Supporter	28%	(64)	72%	(166)	230
Ideo: Liberal (1-3)	28%	(58)	72%	(147)	204
Ideo: Moderate (4)	13%	(12)	87%	(77)	88
Ideo: Conservative (5-7)	25%	(27)	75%	(83)	110
Educ: < College	28%	(70)	72%	(182)	251
Educ: Bachelors degree	21%	(21)	79%	(79)	99
Educ: Post-grad	22%	(15)	78%	(54)	69
Income: Under 50k	32%	(65)	68%	(140)	204
Income: 50k-100k	20%	(31)	80%	(125)	156
Income: 100k+	16%	(9)	84%	(49)	59
Ethnicity: White	20%	(58)	80%	(238)	296
Ethnicity: Hispanic	18%	(20)	82%	(93)	113
Ethnicity: Afr. Am.	43%	(30)	57%	(38)	68
Ethnicity: Other	31%	(17)	69%	(38)	55

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Table BRD11_11NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
 Other (Please specify)

Demographic	Selected		Not Selected		Total N
Adults	25%	(105)	75%	(314)	419
Relig: Protestant	36%	(31)	64%	(54)	85
Relig: Roman Catholic	13%	(17)	87%	(113)	129
Relig: Ath./Agn./None	35%	(35)	65%	(65)	99
Relig: Something Else	19%	(12)	81%	(49)	61
Relig: Evangelical	25%	(39)	75%	(117)	156
Relig: Non-Evang. Catholics	19%	(20)	81%	(84)	103
Relig: All Christian	23%	(59)	77%	(200)	259
Relig: All Non-Christian	29%	(46)	71%	(114)	160
Community: Urban	21%	(31)	79%	(119)	150
Community: Suburban	30%	(55)	70%	(127)	182
Community: Rural	22%	(19)	78%	(68)	88
Employ: Private Sector	17%	(31)	83%	(152)	183
Employ: Self-Employed	34%	(17)	66%	(33)	50
Military HH: Yes	27%	(27)	73%	(73)	101
Military HH: No	24%	(78)	76%	(241)	318
RD/WT: Right Direction	20%	(43)	80%	(170)	213
RD/WT: Wrong Track	30%	(62)	70%	(144)	206
Strongly Approve	19%	(22)	81%	(97)	119
Somewhat Approve	27%	(22)	73%	(61)	83
Somewhat Disapprove	22%	(15)	78%	(52)	66
Strongly Disapprove	29%	(39)	71%	(99)	138
#1 Issue: Economy	30%	(35)	70%	(80)	114
#1 Issue: Security	31%	(26)	69%	(57)	82
#1 Issue: Health Care	23%	(18)	77%	(60)	78
2016 Vote: Democrat Hillary Clinton	21%	(33)	79%	(124)	157
2016 Vote: Republican Donald Trump	21%	(31)	79%	(119)	150
2012 Vote: Barack Obama	24%	(42)	76%	(136)	178
2012 Vote: Mitt Romney	23%	(26)	77%	(89)	116
2012 Vote: Didn't Vote	27%	(31)	73%	(84)	116

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Table BRD11_11NET: Which of the following home delivery meal kit service have you ever used? Please select all that apply.
Other (Please specify)

Demographic	Selected		Not Selected		Total N
Adults	25%	(105)	75%	(314)	419
4-Region: Northeast	26%	(18)	74%	(51)	68
4-Region: Midwest	26%	(22)	74%	(63)	85
4-Region: South	26%	(39)	74%	(111)	150
4-Region: West	22%	(26)	78%	(90)	116

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

Table BRD12: For how long, in total, have you subscribed to a delivery meal kit service?

Demographic	One time	2 to 4 weeks	5 to 8 weeks	3 to 6 months	6 months to 1 year	More than 1 year	Total N
Adults	39% (165)	26% (107)	17% (73)	9% (37)	5% (21)	4% (16)	419
Gender: Male	36% (89)	28% (70)	20% (49)	10% (24)	3% (8)	3% (6)	246
Gender: Female	44% (77)	21% (37)	14% (24)	7% (13)	8% (13)	6% (10)	173
Age: 18-29	34% (45)	36% (48)	14% (18)	3% (5)	7% (9)	5% (7)	132
Age: 30-44	33% (49)	24% (36)	20% (30)	14% (21)	4% (6)	4% (6)	147
Age: 45-54	48% (35)	17% (12)	21% (15)	9% (7)	3% (2)	3% (2)	73
PID: Dem (no lean)	37% (57)	28% (43)	17% (25)	8% (12)	3% (5)	6% (9)	152
PID: Ind (no lean)	47% (58)	26% (32)	9% (12)	10% (12)	6% (7)	3% (3)	124
PID: Rep (no lean)	35% (51)	22% (32)	25% (36)	9% (13)	6% (8)	2% (3)	143
PID/Gender: Dem Men	34% (26)	29% (22)	22% (17)	10% (8)	2% (1)	4% (3)	79
PID/Gender: Dem Women	41% (30)	28% (21)	12% (8)	5% (4)	5% (4)	9% (6)	73
PID/Gender: Ind Men	44% (33)	29% (22)	13% (9)	8% (6)	5% (3)	1% (1)	75
PID/Gender: Rep Men	31% (29)	27% (25)	25% (23)	11% (10)	3% (3)	3% (3)	92
PID/Gender: Rep Women	43% (22)	13% (7)	25% (13)	6% (3)	11% (6)	1% (1)	51
Tea Party: Supporter	33% (63)	28% (52)	25% (46)	7% (13)	3% (6)	4% (7)	188
Tea Party: Not Supporter	45% (103)	23% (54)	12% (27)	10% (24)	6% (14)	4% (9)	230
Ideo: Liberal (1-3)	41% (84)	27% (55)	17% (34)	7% (13)	3% (7)	6% (11)	204
Ideo: Moderate (4)	33% (29)	30% (26)	17% (15)	12% (11)	7% (7)	1% (1)	88
Ideo: Conservative (5-7)	38% (42)	21% (23)	19% (21)	11% (12)	7% (7)	4% (4)	110
Educ: < College	42% (105)	26% (65)	16% (39)	6% (15)	6% (16)	4% (10)	251
Educ: Bachelors degree	35% (35)	23% (22)	24% (24)	12% (11)	2% (2)	4% (4)	99
Educ: Post-grad	37% (25)	28% (19)	14% (9)	15% (10)	4% (3)	2% (1)	69
Income: Under 50k	45% (92)	23% (46)	15% (30)	8% (15)	6% (12)	4% (9)	204
Income: 50k-100k	32% (51)	29% (45)	21% (32)	10% (15)	5% (8)	3% (5)	156
Income: 100k+	39% (23)	26% (15)	18% (11)	11% (7)	2% (1)	3% (2)	59
Ethnicity: White	37% (110)	25% (74)	18% (55)	10% (29)	5% (16)	4% (13)	296
Ethnicity: Hispanic	38% (43)	22% (25)	22% (25)	9% (10)	5% (5)	4% (4)	113
Ethnicity: Afr. Am.	42% (28)	28% (19)	13% (9)	7% (5)	5% (4)	4% (3)	68
Ethnicity: Other	50% (27)	25% (13)	16% (9)	7% (4)	2% (1)	1% (1)	55

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Table BRD12: For how long, in total, have you subscribed to a delivery meal kit service?

Demographic	One time	2 to 4 weeks	5 to 8 weeks	3 to 6 months	6 months to 1 year	More than 1 year	Total N
Adults	39% (165)	26% (107)	17% (73)	9% (37)	5% (21)	4% (16)	419
Relig: Protestant	44% (37)	20% (17)	14% (12)	12% (10)	7% (6)	3% (3)	85
Relig: Roman Catholic	35% (45)	25% (33)	18% (24)	10% (13)	7% (9)	5% (6)	129
Relig: Ath./Agn./None	46% (46)	22% (22)	19% (19)	7% (7)	3% (3)	3% (3)	99
Relig: Something Else	31% (19)	39% (24)	18% (11)	8% (5)	4% (2)	2% (1)	61
Relig: Evangelical	39% (61)	27% (42)	16% (24)	8% (12)	4% (6)	7% (10)	156
Relig: Non-Evang. Catholics	38% (40)	19% (19)	18% (19)	14% (14)	10% (10)	2% (2)	103
Relig: All Christian	39% (101)	24% (61)	17% (43)	10% (26)	6% (16)	5% (12)	259
Relig: All Non-Christian	40% (64)	29% (46)	19% (30)	7% (11)	3% (5)	3% (4)	160
Community: Urban	34% (51)	33% (49)	16% (24)	5% (8)	6% (8)	6% (9)	150
Community: Suburban	44% (79)	23% (42)	16% (29)	11% (21)	3% (5)	3% (5)	182
Community: Rural	40% (35)	18% (16)	22% (19)	9% (8)	8% (7)	2% (2)	88
Employ: Private Sector	39% (71)	26% (47)	19% (35)	8% (14)	6% (12)	3% (5)	183
Employ: Self-Employed	39% (20)	19% (9)	18% (9)	9% (5)	10% (5)	5% (2)	50
Military HH: Yes	43% (44)	24% (24)	19% (19)	5% (5)	5% (6)	3% (3)	101
Military HH: No	38% (122)	26% (83)	17% (54)	10% (32)	5% (15)	4% (13)	318
RD/WT: Right Direction	36% (77)	27% (59)	22% (47)	7% (14)	4% (9)	3% (7)	213
RD/WT: Wrong Track	43% (88)	24% (49)	13% (26)	11% (23)	6% (12)	4% (9)	206
Strongly Approve	37% (44)	25% (30)	21% (25)	8% (9)	6% (7)	2% (3)	119
Somewhat Approve	28% (24)	27% (22)	23% (19)	11% (10)	5% (4)	6% (5)	83
Somewhat Disapprove	44% (29)	21% (14)	19% (13)	9% (6)	6% (4)	1% (1)	66
Strongly Disapprove	43% (60)	29% (40)	10% (13)	9% (13)	4% (6)	5% (7)	138
#1 Issue: Economy	44% (50)	23% (26)	16% (18)	10% (11)	6% (7)	1% (2)	114
#1 Issue: Security	42% (35)	22% (18)	17% (14)	7% (6)	6% (5)	6% (5)	82
#1 Issue: Health Care	36% (28)	30% (24)	12% (9)	14% (11)	2% (1)	5% (4)	78
2016 Vote: Democrat Hillary Clinton	37% (58)	26% (41)	18% (29)	11% (18)	3% (4)	5% (7)	157
2016 Vote: Republican Donald Trump	33% (50)	25% (37)	21% (31)	11% (16)	7% (10)	3% (5)	150
2012 Vote: Barack Obama	34% (60)	29% (53)	15% (27)	10% (18)	6% (11)	5% (9)	178
2012 Vote: Mitt Romney	40% (47)	22% (26)	17% (19)	13% (15)	7% (8)	1% (1)	116
2012 Vote: Didn't Vote	45% (52)	24% (28)	22% (25)	4% (4)	2% (2)	4% (4)	116

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Table BRD12: For how long, in total, have you subscribed to a delivery meal kit service?

Demographic	One time	2 to 4 weeks	5 to 8 weeks	3 to 6 months	6 months to 1 year	More than 1 year	Total N
Adults	39% (165)	26% (107)	17% (73)	9% (37)	5% (21)	4% (16)	419
4-Region: Northeast	37% (25)	35% (24)	11% (7)	12% (9)	1% (1)	4% (3)	68
4-Region: Midwest	49% (41)	22% (19)	17% (14)	2% (2)	8% (7)	2% (2)	85
4-Region: South	35% (53)	26% (39)	18% (27)	10% (15)	6% (9)	4% (7)	150
4-Region: West	40% (46)	22% (26)	20% (24)	10% (12)	4% (4)	4% (4)	116

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

Table BRD13: *What was the main reason you cancelled your subscription to the delivery meal kit service?*

Demographic	It was too expensive		I received too many meals per week		Too much trash / recycling		I did not like the recipes		It was too much work		Other (Specify)		Total N
Adults	49%	(128)	9%	(23)	5%	(13)	13%	(33)	11%	(29)	13%	(33)	260
Gender: Male	40%	(57)	12%	(18)	7%	(11)	15%	(21)	13%	(19)	12%	(17)	143
Gender: Female	61%	(71)	4%	(5)	2%	(2)	11%	(12)	9%	(10)	14%	(16)	116
Age: 18-29	53%	(42)	7%	(6)	10%	(8)	13%	(10)	15%	(12)	3%	(2)	80
Age: 30-44	49%	(36)	13%	(10)	4%	(3)	12%	(9)	9%	(6)	13%	(10)	74
Age: 45-54	58%	(29)	6%	(3)	2%	(1)	7%	(3)	10%	(5)	17%	(9)	51
PID: Dem (no lean)	54%	(53)	11%	(10)	4%	(4)	12%	(12)	8%	(8)	11%	(11)	98
PID: Ind (no lean)	48%	(45)	5%	(5)	6%	(6)	10%	(9)	18%	(17)	12%	(11)	93
PID: Rep (no lean)	43%	(30)	11%	(7)	5%	(3)	18%	(12)	7%	(5)	16%	(11)	68
PID/Gender: Dem Women	62%	(31)	3%	(1)	3%	(2)	14%	(7)	5%	(2)	13%	(7)	50
PID/Gender: Ind Men	41%	(23)	5%	(3)	11%	(6)	12%	(7)	20%	(11)	11%	(6)	56
Tea Party: Supporter	45%	(39)	13%	(11)	6%	(5)	16%	(14)	13%	(11)	8%	(7)	87
Tea Party: Not Supporter	51%	(88)	7%	(12)	5%	(8)	11%	(20)	11%	(19)	15%	(26)	171
Ideo: Liberal (1-3)	51%	(62)	13%	(16)	6%	(7)	13%	(15)	9%	(11)	8%	(10)	121
Ideo: Moderate (4)	53%	(30)	3%	(2)	2%	(1)	13%	(7)	20%	(11)	10%	(6)	56
Ideo: Conservative (5-7)	44%	(31)	8%	(5)	5%	(3)	13%	(9)	8%	(5)	22%	(15)	70
Educ: < College	49%	(74)	9%	(14)	5%	(8)	8%	(12)	14%	(21)	15%	(22)	152
Educ: Bachelors degree	51%	(37)	8%	(6)	5%	(3)	20%	(14)	8%	(6)	9%	(6)	72
Income: Under 50k	49%	(65)	9%	(12)	5%	(7)	13%	(17)	10%	(13)	15%	(19)	133
Income: 50k-100k	54%	(51)	9%	(8)	4%	(4)	9%	(9)	14%	(14)	10%	(9)	95
Ethnicity: White	47%	(87)	9%	(17)	4%	(8)	14%	(25)	11%	(19)	15%	(28)	183
Ethnicity: Hispanic	57%	(31)	5%	(3)	4%	(2)	13%	(7)	13%	(7)	8%	(5)	55
Relig: Protestant	52%	(29)	10%	(6)	4%	(2)	14%	(8)	2%	(1)	17%	(10)	56
Relig: Roman Catholic	40%	(26)	5%	(3)	3%	(2)	19%	(12)	20%	(13)	12%	(8)	65
Relig: Ath./Agn./None	46%	(35)	9%	(7)	6%	(5)	10%	(7)	15%	(11)	15%	(11)	76
Relig: Evangelical	53%	(41)	13%	(10)	6%	(4)	13%	(10)	8%	(6)	8%	(6)	78
Relig: Non-Evang. Catholics	42%	(28)	2%	(1)	3%	(2)	20%	(14)	13%	(9)	20%	(13)	66
Relig: All Christian	48%	(69)	8%	(11)	4%	(6)	16%	(24)	10%	(15)	13%	(19)	145
Relig: All Non-Christian	51%	(59)	10%	(12)	6%	(6)	8%	(9)	13%	(15)	12%	(14)	115

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Table BRD13: What was the main reason you cancelled your subscription to the delivery meal kit service?

Demographic	It was too expensive	I received too many meals per week	Too much trash / recycling	I did not like the recipes	It was too much work	Other (Specify)	Total N
Adults	49% (128)	9% (23)	5% (13)	13% (33)	11% (29)	13% (33)	260
Community: Urban	43% (36)	7% (6)	9% (7)	15% (13)	17% (15)	10% (8)	85
Community: Suburban	53% (67)	11% (14)	3% (4)	10% (13)	9% (11)	13% (17)	126
Employ: Private Sector	46% (48)	12% (12)	7% (8)	14% (15)	10% (10)	11% (12)	106
Military HH: No	48% (101)	9% (19)	5% (11)	14% (30)	12% (25)	12% (25)	211
RD/WT: Right Direction	38% (39)	10% (10)	7% (7)	15% (16)	12% (12)	17% (17)	102
RD/WT: Wrong Track	56% (89)	8% (12)	4% (6)	11% (18)	11% (17)	10% (16)	158
Strongly Approve	36% (19)	9% (5)	7% (4)	17% (9)	13% (7)	18% (10)	54
Strongly Disapprove	59% (63)	6% (6)	3% (4)	14% (15)	9% (10)	8% (8)	105
#1 Issue: Economy	53% (40)	7% (6)	4% (3)	17% (13)	9% (6)	10% (8)	75
#1 Issue: Health Care	58% (30)	6% (3)	6% (3)	15% (8)	1% (0)	14% (7)	51
2016 Vote: Democrat Hillary Clinton	50% (52)	8% (9)	5% (5)	15% (15)	12% (13)	10% (11)	104
2016 Vote: Republican Donald Trump	42% (30)	9% (6)	4% (3)	17% (12)	10% (7)	19% (14)	73
2012 Vote: Barack Obama	54% (58)	8% (9)	3% (4)	10% (11)	13% (14)	12% (13)	108
2012 Vote: Mitt Romney	40% (26)	9% (6)	5% (3)	14% (9)	10% (6)	22% (14)	66
2012 Vote: Didn't Vote	51% (40)	8% (7)	7% (6)	14% (11)	12% (10)	7% (5)	78
4-Region: Midwest	43% (27)	8% (5)	7% (5)	9% (6)	16% (10)	17% (11)	62
4-Region: South	48% (45)	8% (7)	2% (2)	17% (16)	13% (12)	11% (10)	92
4-Region: West	51% (31)	15% (9)	9% (5)	13% (8)	5% (3)	7% (4)	60

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

Table BRD14: *Why have you never subscribed to a delivery meal kit service?*

Demographic	It is too expensive	It takes too much time	I do not like to cook	I do not like the recipes	It is not delivered in my area	It is not enough food for me or my family	It is too much food for me or my family	Total N
Adults	59%(1038)	5% (83)	5% (97)	6% (106)	15% (270)	5% (88)	5% (88)	1772
Gender: Male	49% (394)	6% (52)	7% (57)	7% (56)	20% (158)	6% (49)	5% (43)	809
Gender: Female	67% (644)	3% (31)	4% (41)	5% (50)	12% (112)	4% (39)	5% (45)	963
Age: 18-29	45% (148)	11% (35)	10% (33)	7% (22)	15% (49)	7% (22)	6% (21)	330
Age: 30-44	59% (250)	5% (22)	6% (23)	8% (34)	12% (50)	6% (26)	4% (17)	422
Age: 45-54	62% (207)	4% (14)	4% (15)	4% (14)	15% (50)	6% (19)	5% (17)	336
Age: 55-64	62% (196)	2% (5)	4% (13)	6% (18)	17% (54)	4% (14)	5% (15)	315
Age: 65+	64% (237)	2% (7)	4% (13)	5% (17)	18% (68)	2% (8)	5% (19)	369
PID: Dem (no lean)	58% (341)	5% (28)	6% (34)	8% (45)	15% (87)	5% (27)	5% (28)	590
PID: Ind (no lean)	60% (351)	4% (26)	6% (38)	4% (22)	17% (101)	4% (25)	5% (27)	590
PID: Rep (no lean)	58% (346)	5% (29)	4% (26)	6% (38)	14% (83)	6% (37)	6% (34)	592
PID/Gender: Dem Men	49% (118)	5% (11)	9% (21)	6% (15)	19% (46)	7% (17)	5% (12)	241
PID/Gender: Dem Women	64% (223)	5% (16)	4% (13)	9% (30)	12% (41)	3% (9)	5% (16)	349
PID/Gender: Ind Men	49% (127)	7% (17)	8% (20)	5% (13)	23% (58)	5% (12)	4% (10)	257
PID/Gender: Ind Women	68% (225)	3% (9)	5% (17)	3% (9)	13% (42)	4% (13)	5% (17)	332
PID/Gender: Rep Men	48% (149)	8% (23)	5% (16)	9% (27)	17% (54)	6% (20)	7% (21)	310
PID/Gender: Rep Women	70% (196)	2% (6)	4% (10)	4% (11)	10% (29)	6% (17)	4% (12)	282
Tea Party: Supporter	59% (292)	6% (31)	4% (21)	5% (24)	16% (78)	6% (28)	5% (23)	496
Tea Party: Not Supporter	59% (744)	4% (51)	6% (76)	6% (82)	15% (190)	5% (61)	5% (65)	1268
Ideo: Liberal (1-3)	54% (298)	5% (30)	6% (34)	8% (42)	17% (92)	4% (24)	6% (30)	550
Ideo: Moderate (4)	61% (268)	3% (14)	4% (17)	5% (21)	18% (77)	4% (18)	5% (21)	436
Ideo: Conservative (5-7)	62% (371)	5% (29)	6% (34)	5% (31)	12% (74)	5% (30)	5% (32)	602
Educ: < College	59% (767)	5% (59)	5% (65)	6% (81)	16% (204)	5% (66)	5% (66)	1308
Educ: Bachelors degree	58% (182)	5% (17)	7% (23)	4% (13)	15% (48)	5% (17)	5% (16)	315
Educ: Post-grad	60% (89)	5% (7)	6% (9)	8% (12)	13% (19)	4% (6)	4% (6)	149
Income: Under 50k	57% (613)	5% (50)	6% (62)	6% (67)	16% (172)	5% (53)	5% (56)	1074
Income: 50k-100k	61% (340)	5% (26)	5% (28)	5% (26)	15% (81)	4% (24)	5% (28)	554
Income: 100k+	59% (85)	4% (6)	5% (8)	9% (13)	12% (17)	7% (11)	3% (4)	144

Continued on next page

Table BRD14: *Why have you never subscribed to a delivery meal kit service?*

Demographic	It is too expensive	It takes too much time	I do not like to cook	I do not like the recipes	It is not delivered in my area	It is not enough food for me or my family	It is too much food for me or my family	Total N
Adults	59% (1038)	5% (83)	5% (97)	6% (106)	15% (270)	5% (88)	5% (88)	1772
Ethnicity: White	63% (905)	4% (54)	5% (72)	5% (79)	15% (215)	4% (60)	4% (61)	1446
Ethnicity: Hispanic	44% (94)	10% (22)	10% (21)	14% (29)	7% (16)	8% (17)	7% (15)	215
Ethnicity: Afr. Am.	35% (70)	6% (12)	9% (18)	8% (16)	23% (46)	8% (16)	10% (21)	199
Ethnicity: Other	50% (63)	13% (16)	6% (7)	8% (10)	8% (10)	10% (13)	5% (7)	126
Relig: Protestant	64% (273)	4% (18)	4% (16)	3% (14)	18% (79)	4% (17)	3% (12)	428
Relig: Roman Catholic	56% (209)	6% (22)	5% (19)	8% (31)	13% (49)	6% (23)	6% (21)	373
Relig: Ath./Agn./None	56% (273)	4% (21)	8% (37)	8% (39)	15% (72)	4% (21)	5% (24)	485
Relig: Something Else	60% (169)	6% (17)	5% (15)	6% (16)	11% (31)	6% (16)	6% (16)	281
Relig: Evangelical	57% (280)	4% (20)	5% (24)	4% (21)	19% (92)	5% (26)	5% (25)	488
Relig: Non-Evang. Catholics	61% (314)	5% (24)	4% (21)	6% (31)	15% (76)	5% (26)	5% (23)	515
Relig: All Christian	59% (593)	4% (45)	5% (45)	5% (51)	17% (168)	5% (51)	5% (49)	1003
Relig: All Non-Christian	58% (442)	5% (38)	7% (52)	7% (55)	13% (102)	5% (37)	5% (40)	766
Community: Urban	57% (268)	7% (31)	7% (34)	7% (31)	14% (64)	4% (17)	5% (24)	470
Community: Suburban	62% (465)	5% (36)	6% (44)	6% (48)	11% (79)	5% (36)	5% (39)	747
Community: Rural	55% (305)	3% (15)	3% (19)	5% (28)	23% (128)	6% (35)	5% (25)	555
Employ: Private Sector	61% (328)	4% (24)	6% (31)	6% (32)	13% (69)	5% (25)	5% (27)	536
Employ: Government	56% (56)	3% (3)	3% (3)	9% (9)	15% (15)	3% (3)	10% (10)	100
Employ: Self-Employed	45% (69)	12% (19)	11% (16)	8% (13)	14% (22)	6% (10)	3% (5)	155
Employ: Homemaker	73% (114)	2% (3)	2% (3)	2% (3)	13% (21)	4% (6)	5% (7)	156
Employ: Student	45% (34)	12% (9)	6% (4)	5% (4)	19% (14)	11% (9)	3% (2)	77
Employ: Retired	62% (268)	2% (10)	4% (18)	5% (21)	18% (80)	3% (13)	5% (23)	432
Employ: Unemployed	52% (89)	2% (4)	8% (14)	9% (16)	16% (27)	7% (11)	6% (9)	171
Employ: Other	55% (79)	7% (10)	6% (9)	6% (8)	15% (22)	8% (12)	3% (5)	145
Military HH: Yes	62% (193)	3% (8)	6% (20)	4% (12)	15% (46)	4% (13)	6% (19)	311
Military HH: No	58% (845)	5% (75)	5% (77)	6% (94)	15% (225)	5% (75)	5% (70)	1461
RD/WT: Right Direction	54% (385)	5% (38)	7% (47)	5% (37)	17% (119)	6% (40)	7% (47)	712
RD/WT: Wrong Track	62% (654)	4% (45)	5% (50)	7% (69)	14% (152)	5% (49)	4% (41)	1060

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Table BRD14: *Why have you never subscribed to a delivery meal kit service?*

Demographic	It is too expensive	It takes too much time	I do not like to cook	I do not like the recipes	It is not delivered in my area	It is not enough food for me or my family	It is too much food for me or my family	Total N
Adults	59% (1038)	5% (83)	5% (97)	6% (106)	15% (270)	5% (88)	5% (88)	1772
Strongly Approve	56% (216)	7% (25)	4% (16)	4% (16)	18% (70)	4% (15)	6% (24)	383
Somewhat Approve	59% (233)	4% (16)	7% (27)	5% (20)	12% (47)	7% (27)	6% (23)	394
Somewhat Disapprove	60% (163)	7% (18)	5% (13)	4% (10)	14% (39)	6% (17)	5% (12)	273
Strongly Disapprove	62% (382)	3% (18)	5% (28)	9% (56)	14% (88)	4% (22)	4% (22)	616
Dont Know / No Opinion	41% (44)	5% (6)	12% (13)	3% (3)	24% (26)	8% (9)	6% (7)	107
#1 Issue: Economy	61% (264)	5% (20)	4% (19)	5% (23)	14% (61)	7% (29)	5% (20)	436
#1 Issue: Security	57% (207)	6% (20)	7% (24)	5% (18)	18% (64)	3% (12)	4% (16)	360
#1 Issue: Health Care	60% (223)	4% (15)	4% (15)	7% (26)	15% (57)	5% (19)	5% (18)	373
#1 Issue: Medicare / Social Security	61% (176)	2% (6)	4% (11)	7% (20)	17% (49)	3% (9)	7% (20)	290
#1 Issue: Women's Issues	47% (44)	8% (8)	7% (7)	10% (9)	12% (11)	6% (6)	9% (8)	92
#1 Issue: Education	49% (42)	6% (5)	16% (13)	6% (5)	14% (12)	8% (7)	1% (1)	85
#1 Issue: Energy	56% (35)	7% (4)	5% (3)	5% (3)	17% (10)	6% (4)	5% (3)	62
#1 Issue: Other	66% (48)	6% (4)	7% (5)	3% (2)	11% (8)	4% (3)	2% (2)	73
2016 Vote: Democrat Hillary Clinton	57% (320)	4% (21)	6% (32)	8% (46)	17% (97)	4% (22)	5% (26)	564
2016 Vote: Republican Donald Trump	62% (391)	4% (28)	5% (29)	5% (32)	14% (90)	5% (30)	5% (33)	633
2016 Vote: Someone else	56% (77)	8% (11)	5% (6)	4% (5)	16% (21)	9% (12)	3% (5)	137
2012 Vote: Barack Obama	58% (386)	5% (34)	6% (38)	6% (43)	16% (107)	5% (32)	4% (30)	670
2012 Vote: Mitt Romney	64% (310)	3% (16)	5% (22)	3% (14)	15% (71)	6% (27)	5% (23)	484
2012 Vote: Other	54% (42)	— (0)	4% (3)	7% (5)	23% (18)	8% (6)	5% (4)	78
2012 Vote: Didn't Vote	56% (300)	6% (33)	6% (34)	8% (44)	14% (75)	4% (23)	6% (31)	540
4-Region: Northeast	60% (199)	6% (20)	2% (8)	7% (24)	11% (38)	7% (23)	6% (19)	331
4-Region: Midwest	65% (252)	1% (6)	6% (22)	4% (17)	15% (57)	3% (13)	5% (20)	387
4-Region: South	56% (367)	5% (36)	7% (45)	5% (36)	18% (117)	5% (34)	4% (27)	661
4-Region: West	56% (220)	5% (21)	6% (23)	8% (30)	15% (59)	5% (19)	6% (22)	393

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	2191	100%
xdemGender	Gender: Male	1055	48%
	Gender: Female	1136	52%
	N	2191	
age5	Age: 18-29	462	21%
	Age: 30-44	569	26%
	Age: 45-54	409	19%
	Age: 55-64	356	16%
	Age: 65+	396	18%
	N	2191	
xpid3	PID: Dem (no lean)	741	34%
	PID: Ind (no lean)	714	33%
	PID: Rep (no lean)	736	34%
	N	2191	
xpidGender	PID/Gender: Dem Men	320	15%
	PID/Gender: Dem Women	422	19%
	PID/Gender: Ind Men	333	15%
	PID/Gender: Ind Women	382	17%
	PID/Gender: Rep Men	402	18%
	PID/Gender: Rep Women	333	15%
	N	2191	
xdemTea	Tea Party: Supporter	684	31%
	Tea Party: Not Supporter	1498	68%
	N	2183	
xdemIdeo3	Ideo: Liberal (1-3)	754	34%
	Ideo: Moderate (4)	524	24%
	Ideo: Conservative (5-7)	711	32%
	N	1989	
xeduc3	Educ: < College	1559	71%
	Educ: Bachelors degree	414	19%
	Educ: Post-grad	218	10%
	N	2191	
xdemInc3	Income: Under 50k	1279	58%
	Income: 50k-100k	710	32%
	Income: 100k+	202	9%
	N	2191	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1742	80%
xdemHispBin	Ethnicity: Hispanic	328	15%
demBlackBin	Ethnicity: Afr. Am.	267	12%
demRaceOther	Ethnicity: Other	181	8%
xrelNet	Relig: Protestant	513	23%
	Relig: Roman Catholic	502	23%
	Relig: Ath./Agn./None	585	27%
	Relig: Something Else	342	16%
	N	1941	
xreligion1	Relig: Jewish	59	3%
xreligion2	Relig: Evangelical	643	29%
	Relig: Non-Evang. Catholics	619	28%
	N	1262	
xreligion3	Relig: All Christian	1262	58%
	Relig: All Non-Christian	926	42%
	N	2188	
xdemUsr	Community: Urban	619	28%
	Community: Suburban	929	42%
	Community: Rural	643	29%
	N	2191	
xdemEmploy	Employ: Private Sector	718	33%
	Employ: Government	135	6%
	Employ: Self-Employed	205	9%
	Employ: Homemaker	193	9%
	Employ: Student	107	5%
	Employ: Retired	480	22%
	Employ: Unemployed	184	8%
	Employ: Other	169	8%
	N	2191	
xdemMilHH1	Military HH: Yes	412	19%
	Military HH: No	1779	81%
	N	2191	
xnr1	RD/WT: Right Direction	925	42%
	RD/WT: Wrong Track	1266	58%
	N	2191	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	502	23%
	Somewhat Approve	477	22%
	Somewhat Disapprove	339	15%
	Strongly Disapprove	754	34%
	Dont Know / No Opinion	119	5%
	N	2191	
xnr3	#1 Issue: Economy	551	25%
	#1 Issue: Security	442	20%
	#1 Issue: Health Care	451	21%
	#1 Issue: Medicare / Social Security	321	15%
	#1 Issue: Women's Issues	129	6%
	#1 Issue: Education	124	6%
	#1 Issue: Energy	93	4%
	#1 Issue: Other	79	4%
	N	2191	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	721	33%
	2016 Vote: Republican Donald Trump	783	36%
	2016 Vote: Someone else	168	8%
	N	1672	
xsubVote12O	2012 Vote: Barack Obama	848	39%
	2012 Vote: Mitt Romney	599	27%
	2012 Vote: Other	87	4%
	2012 Vote: Didn't Vote	655	30%
	N	2190	
xreg4	4-Region: Northeast	400	18%
	4-Region: Midwest	472	22%
	4-Region: South	811	37%
	4-Region: West	509	23%
	N	2191	

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

