



# MORNING CONSULT

Morning Consult  
National Tracking Poll #170813  
August 24-26, 2017

## Crosstabulation Results

### Methodology:

This poll was conducted from August 24-26, 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\_4:** How often do you shop at each of the following?  
Amazon.com

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(288)	21%	(466)	45%	(994)	21%	(452)	2200
Gender: Male	16%	(165)	20%	(213)	42%	(441)	23%	(240)	1059
Gender: Female	11%	(123)	22%	(253)	48%	(553)	19%	(212)	1141
Age: 18-29	15%	(72)	27%	(125)	41%	(194)	17%	(80)	471
Age: 30-44	17%	(94)	27%	(151)	41%	(229)	16%	(90)	564
Age: 45-54	15%	(67)	17%	(78)	44%	(202)	24%	(109)	456
Age: 55-64	9%	(29)	15%	(46)	48%	(149)	28%	(88)	312
Age: 65+	6%	(26)	17%	(67)	55%	(221)	21%	(85)	398
PID: Dem (no lean)	11%	(82)	22%	(165)	45%	(332)	21%	(157)	736
PID: Ind (no lean)	11%	(89)	19%	(152)	49%	(399)	22%	(181)	821
PID: Rep (no lean)	18%	(118)	23%	(149)	41%	(262)	18%	(114)	643
PID/Gender: Dem Men	12%	(38)	23%	(72)	39%	(123)	25%	(79)	312
PID/Gender: Dem Women	10%	(44)	22%	(94)	49%	(209)	18%	(78)	424
PID/Gender: Ind Men	11%	(45)	17%	(70)	49%	(200)	22%	(90)	406
PID/Gender: Ind Women	11%	(44)	20%	(82)	48%	(199)	22%	(90)	415
PID/Gender: Rep Men	24%	(81)	21%	(71)	35%	(118)	21%	(70)	341
PID/Gender: Rep Women	12%	(36)	26%	(77)	48%	(144)	15%	(44)	302
Tea Party: Supporter	18%	(107)	24%	(143)	41%	(242)	17%	(100)	592
Tea Party: Not Supporter	11%	(179)	20%	(324)	47%	(748)	21%	(341)	1592
Ideo: Liberal (1-3)	20%	(147)	25%	(188)	43%	(320)	13%	(97)	753
Ideo: Moderate (4)	11%	(50)	21%	(97)	46%	(214)	22%	(105)	466
Ideo: Conservative (5-7)	10%	(69)	22%	(147)	48%	(325)	20%	(135)	677
Educ: < College	12%	(183)	17%	(266)	46%	(722)	25%	(395)	1566
Educ: Bachelors degree	15%	(63)	32%	(133)	43%	(179)	10%	(42)	416
Educ: Post-grad	19%	(42)	31%	(67)	43%	(94)	7%	(15)	219

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**Table BRD1\_4:** How often do you shop at each of the following?

Amazon.com

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(288)	21%	(466)	45%	(994)	21%	(452)	2200
Income: Under 50k	10%	(130)	18%	(241)	45%	(611)	27%	(364)	1346
Income: 50k-100k	18%	(114)	23%	(144)	48%	(298)	10%	(62)	618
Income: 100k+	19%	(44)	34%	(81)	36%	(85)	11%	(26)	236
Ethnicity: White	14%	(237)	22%	(384)	46%	(809)	18%	(319)	1750
Ethnicity: Hispanic	20%	(64)	24%	(80)	35%	(117)	21%	(69)	329
Ethnicity: Afr. Am.	10%	(26)	17%	(46)	42%	(112)	31%	(84)	268
Ethnicity: Other	14%	(26)	20%	(36)	40%	(72)	27%	(48)	182
Relig: Protestant	14%	(68)	19%	(95)	50%	(248)	18%	(88)	499
Relig: Roman Catholic	14%	(60)	21%	(88)	46%	(193)	19%	(81)	421
Relig: Ath./Agn./None	12%	(78)	20%	(125)	47%	(291)	21%	(131)	624
Relig: Something Else	15%	(58)	26%	(101)	36%	(135)	23%	(86)	380
Relig: Jewish	8%	(5)	22%	(13)	42%	(25)	27%	(16)	59
Relig: Evangelical	13%	(80)	19%	(116)	47%	(287)	21%	(126)	609
Relig: Non-Evang. Catholics	13%	(73)	21%	(125)	48%	(278)	18%	(107)	582
Relig: All Christian	13%	(153)	20%	(240)	47%	(565)	20%	(233)	1191
Relig: All Non-Christian	13%	(135)	22%	(226)	42%	(426)	22%	(217)	1004
Community: Urban	14%	(84)	20%	(118)	44%	(259)	22%	(129)	591
Community: Suburban	13%	(129)	23%	(222)	47%	(468)	17%	(167)	987
Community: Rural	12%	(75)	20%	(125)	43%	(266)	25%	(156)	622
Employ: Private Sector	19%	(128)	26%	(176)	43%	(292)	13%	(92)	688
Employ: Government	20%	(32)	20%	(32)	42%	(67)	18%	(29)	159
Employ: Self-Employed	13%	(24)	24%	(44)	47%	(85)	16%	(28)	181
Employ: Homemaker	16%	(25)	21%	(33)	48%	(75)	15%	(23)	157
Employ: Student	11%	(11)	32%	(31)	43%	(42)	14%	(13)	97
Employ: Retired	7%	(29)	18%	(75)	53%	(226)	23%	(96)	427
Employ: Unemployed	10%	(25)	15%	(37)	37%	(92)	37%	(92)	247
Employ: Other	6%	(15)	15%	(38)	47%	(114)	32%	(78)	245
Military HH: Yes	13%	(48)	21%	(76)	47%	(170)	18%	(66)	361
Military HH: No	13%	(240)	21%	(390)	45%	(824)	21%	(386)	1839

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**Table BRD1\_4:** How often do you shop at each of the following?

Amazon.com

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(288)	21%	(466)	45%	(994)	21%	(452)	2200
RD/WT: Right Direction	19%	(138)	22%	(159)	40%	(296)	19%	(138)	732
RD/WT: Wrong Track	10%	(150)	21%	(307)	48%	(698)	21%	(313)	1468
Strongly Approve	19%	(83)	20%	(87)	41%	(183)	20%	(89)	442
Somewhat Approve	12%	(53)	23%	(98)	48%	(204)	17%	(73)	428
Somewhat Disapprove	12%	(37)	21%	(66)	44%	(137)	24%	(74)	314
Strongly Disapprove	12%	(108)	23%	(198)	46%	(402)	19%	(162)	870
Dont Know / No Opinion	5%	(7)	12%	(17)	47%	(68)	37%	(53)	146
#1 Issue: Economy	13%	(82)	24%	(148)	47%	(288)	16%	(100)	618
#1 Issue: Security	13%	(54)	20%	(81)	45%	(182)	21%	(87)	404
#1 Issue: Health Care	10%	(46)	21%	(94)	45%	(200)	23%	(101)	441
#1 Issue: Medicare / Social Security	10%	(29)	12%	(37)	51%	(150)	27%	(81)	296
#1 Issue: Women's Issues	13%	(14)	31%	(33)	43%	(47)	13%	(14)	109
#1 Issue: Education	20%	(27)	27%	(36)	36%	(47)	17%	(23)	133
#1 Issue: Energy	25%	(23)	22%	(20)	41%	(38)	12%	(11)	92
#1 Issue: Other	12%	(13)	15%	(16)	40%	(42)	33%	(35)	107
2016 Vote: Democrat Hillary Clinton	13%	(91)	22%	(154)	47%	(323)	17%	(119)	686
2016 Vote: Republican Donald Trump	17%	(117)	22%	(154)	45%	(309)	16%	(110)	690
2016 Vote: Someone else	13%	(26)	25%	(49)	48%	(95)	14%	(28)	198
2012 Vote: Barack Obama	13%	(106)	23%	(191)	46%	(384)	18%	(147)	827
2012 Vote: Mitt Romney	12%	(61)	24%	(125)	49%	(255)	15%	(75)	516
2012 Vote: Other	12%	(10)	9%	(8)	49%	(41)	30%	(25)	83
2012 Vote: Didn't Vote	15%	(112)	18%	(142)	41%	(314)	26%	(203)	772
4-Region: Northeast	11%	(43)	23%	(93)	51%	(203)	16%	(63)	401
4-Region: Midwest	12%	(59)	18%	(85)	49%	(231)	21%	(99)	473
4-Region: South	14%	(112)	22%	(179)	43%	(346)	22%	(177)	814
4-Region: West	15%	(75)	22%	(110)	42%	(213)	22%	(112)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD1\_5: How often do you shop at each of the following?**  
Walmart.com

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(206)	14%	(309)	41%	(900)	36%	(786)	2200
Gender: Male	12%	(127)	17%	(175)	37%	(394)	34%	(363)	1059
Gender: Female	7%	(79)	12%	(134)	44%	(506)	37%	(422)	1141
Age: 18-29	12%	(54)	18%	(87)	33%	(155)	37%	(174)	471
Age: 30-44	12%	(67)	16%	(91)	41%	(233)	31%	(174)	564
Age: 45-54	11%	(49)	15%	(68)	40%	(182)	34%	(156)	456
Age: 55-64	6%	(19)	9%	(28)	43%	(134)	42%	(131)	312
Age: 65+	4%	(16)	9%	(35)	49%	(195)	38%	(151)	398
PID: Dem (no lean)	9%	(69)	15%	(113)	37%	(273)	38%	(282)	736
PID: Ind (no lean)	8%	(65)	13%	(103)	41%	(338)	38%	(315)	821
PID: Rep (no lean)	11%	(72)	14%	(93)	45%	(289)	29%	(189)	643
PID/Gender: Dem Men	11%	(36)	21%	(64)	32%	(101)	36%	(111)	312
PID/Gender: Dem Women	8%	(33)	11%	(48)	40%	(172)	40%	(171)	424
PID/Gender: Ind Men	10%	(41)	13%	(54)	36%	(145)	41%	(165)	406
PID/Gender: Ind Women	6%	(24)	12%	(49)	46%	(193)	36%	(150)	415
PID/Gender: Rep Men	15%	(50)	16%	(56)	43%	(147)	26%	(88)	341
PID/Gender: Rep Women	7%	(22)	12%	(36)	47%	(142)	34%	(101)	302
Tea Party: Supporter	14%	(83)	18%	(108)	39%	(231)	29%	(170)	592
Tea Party: Not Supporter	8%	(123)	12%	(197)	42%	(663)	38%	(609)	1592
Ideo: Liberal (1-3)	14%	(102)	18%	(135)	34%	(255)	35%	(261)	753
Ideo: Moderate (4)	9%	(43)	14%	(67)	43%	(202)	33%	(154)	466
Ideo: Conservative (5-7)	5%	(34)	11%	(76)	46%	(315)	37%	(253)	677
Educ: < College	10%	(152)	15%	(228)	42%	(653)	34%	(532)	1566
Educ: Bachelors degree	7%	(30)	12%	(51)	39%	(160)	42%	(175)	416
Educ: Post-grad	11%	(24)	14%	(30)	39%	(86)	36%	(78)	219

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**Table BRD1\_5: How often do you shop at each of the following?**

Walmart.com

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(206)	14%	(309)	41%	(900)	36%	(786)	2200
Income: Under 50k	9%	(126)	14%	(191)	41%	(554)	35%	(476)	1346
Income: 50k-100k	9%	(55)	13%	(83)	43%	(265)	35%	(215)	618
Income: 100k+	11%	(25)	15%	(34)	34%	(81)	40%	(95)	236
Ethnicity: White	8%	(147)	13%	(225)	41%	(723)	37%	(654)	1750
Ethnicity: Hispanic	16%	(53)	25%	(83)	32%	(106)	27%	(87)	329
Ethnicity: Afr. Am.	13%	(35)	19%	(52)	42%	(112)	26%	(70)	268
Ethnicity: Other	13%	(24)	17%	(32)	36%	(65)	34%	(62)	182
Relig: Protestant	8%	(40)	12%	(59)	43%	(214)	37%	(186)	499
Relig: Roman Catholic	11%	(47)	15%	(62)	39%	(164)	35%	(149)	421
Relig: Ath./Agn./None	7%	(46)	14%	(90)	36%	(225)	42%	(264)	624
Relig: Something Else	12%	(46)	14%	(55)	41%	(155)	33%	(124)	380
Relig: Jewish	12%	(7)	7%	(4)	37%	(22)	45%	(26)	59
Relig: Evangelical	11%	(69)	17%	(102)	44%	(270)	28%	(168)	609
Relig: Non-Evang. Catholics	8%	(46)	11%	(62)	42%	(247)	39%	(227)	582
Relig: All Christian	10%	(115)	14%	(164)	43%	(517)	33%	(395)	1191
Relig: All Non-Christian	9%	(91)	14%	(145)	38%	(380)	39%	(388)	1004
Community: Urban	10%	(61)	15%	(87)	37%	(216)	38%	(226)	591
Community: Suburban	7%	(72)	13%	(124)	43%	(424)	37%	(366)	987
Community: Rural	12%	(73)	16%	(97)	42%	(259)	31%	(193)	622
Employ: Private Sector	12%	(81)	13%	(88)	41%	(279)	35%	(241)	688
Employ: Government	15%	(23)	22%	(35)	38%	(60)	26%	(41)	159
Employ: Self-Employed	14%	(24)	20%	(37)	30%	(54)	36%	(65)	181
Employ: Homemaker	7%	(11)	15%	(24)	49%	(77)	29%	(45)	157
Employ: Student	9%	(9)	19%	(18)	35%	(34)	37%	(35)	97
Employ: Retired	5%	(21)	10%	(43)	49%	(209)	36%	(154)	427
Employ: Unemployed	8%	(21)	12%	(30)	36%	(90)	43%	(106)	247
Employ: Other	6%	(15)	14%	(35)	39%	(96)	40%	(99)	245
Military HH: Yes	13%	(49)	14%	(51)	41%	(149)	31%	(112)	361
Military HH: No	9%	(157)	14%	(258)	41%	(751)	37%	(673)	1839

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**Table BRD1\_5: How often do you shop at each of the following?**  
Walmart.com

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(206)	14%	(309)	41%	(900)	36%	(786)	2200
RD/WT: Right Direction	13%	(98)	19%	(138)	38%	(275)	30%	(221)	732
RD/WT: Wrong Track	7%	(108)	12%	(171)	43%	(625)	38%	(565)	1468
Strongly Approve	15%	(64)	12%	(55)	42%	(187)	31%	(136)	442
Somewhat Approve	9%	(37)	15%	(62)	43%	(182)	34%	(147)	428
Somewhat Disapprove	9%	(29)	19%	(61)	39%	(121)	33%	(103)	314
Strongly Disapprove	8%	(69)	13%	(113)	41%	(358)	38%	(330)	870
Dont Know / No Opinion	5%	(8)	12%	(17)	35%	(51)	48%	(69)	146
#1 Issue: Economy	10%	(60)	13%	(79)	44%	(269)	34%	(210)	618
#1 Issue: Security	7%	(27)	17%	(69)	42%	(170)	34%	(138)	404
#1 Issue: Health Care	8%	(37)	13%	(59)	39%	(174)	39%	(171)	441
#1 Issue: Medicare / Social Security	8%	(23)	11%	(31)	48%	(142)	34%	(100)	296
#1 Issue: Women's Issues	13%	(14)	17%	(19)	35%	(39)	35%	(38)	109
#1 Issue: Education	20%	(26)	19%	(26)	30%	(40)	31%	(41)	133
#1 Issue: Energy	17%	(15)	15%	(14)	39%	(36)	30%	(27)	92
#1 Issue: Other	3%	(3)	12%	(13)	29%	(31)	56%	(60)	107
2016 Vote: Democrat Hillary Clinton	10%	(69)	14%	(93)	40%	(277)	36%	(247)	686
2016 Vote: Republican Donald Trump	9%	(65)	13%	(91)	46%	(315)	32%	(219)	690
2016 Vote: Someone else	4%	(8)	17%	(34)	44%	(86)	35%	(69)	198
2012 Vote: Barack Obama	9%	(78)	12%	(102)	43%	(353)	36%	(294)	827
2012 Vote: Mitt Romney	7%	(34)	14%	(70)	48%	(249)	31%	(162)	516
2012 Vote: Other	6%	(5)	7%	(6)	39%	(32)	49%	(41)	83
2012 Vote: Didn't Vote	12%	(89)	17%	(131)	34%	(265)	37%	(287)	772
4-Region: Northeast	9%	(36)	10%	(41)	45%	(181)	36%	(143)	401
4-Region: Midwest	7%	(35)	11%	(52)	41%	(196)	40%	(191)	473
4-Region: South	11%	(91)	16%	(134)	40%	(324)	33%	(266)	814
4-Region: West	9%	(44)	16%	(82)	39%	(198)	36%	(186)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD1\_6: How often do you shop at each of the following?**  
Walmart stores

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(491)	35%	(763)	33%	(735)	10%	(212)	2200
Gender: Male	25%	(260)	36%	(376)	30%	(314)	10%	(109)	1059
Gender: Female	20%	(231)	34%	(387)	37%	(420)	9%	(103)	1141
Age: 18-29	25%	(117)	34%	(162)	29%	(136)	12%	(55)	471
Age: 30-44	24%	(134)	35%	(195)	32%	(182)	9%	(53)	564
Age: 45-54	28%	(126)	33%	(152)	30%	(138)	9%	(40)	456
Age: 55-64	19%	(58)	33%	(103)	38%	(119)	10%	(32)	312
Age: 65+	14%	(56)	38%	(151)	40%	(160)	8%	(31)	398
PID: Dem (no lean)	22%	(159)	31%	(225)	35%	(259)	13%	(93)	736
PID: Ind (no lean)	21%	(174)	35%	(287)	33%	(274)	10%	(85)	821
PID: Rep (no lean)	24%	(157)	39%	(252)	31%	(201)	5%	(33)	643
PID/Gender: Dem Men	23%	(72)	33%	(104)	31%	(96)	13%	(40)	312
PID/Gender: Dem Women	20%	(87)	29%	(121)	38%	(163)	13%	(54)	424
PID/Gender: Ind Men	21%	(87)	36%	(146)	30%	(120)	13%	(52)	406
PID/Gender: Ind Women	21%	(87)	34%	(140)	37%	(154)	8%	(33)	415
PID/Gender: Rep Men	29%	(100)	37%	(127)	29%	(98)	5%	(17)	341
PID/Gender: Rep Women	19%	(57)	42%	(125)	34%	(103)	5%	(16)	302
Tea Party: Supporter	28%	(167)	38%	(227)	27%	(160)	6%	(38)	592
Tea Party: Not Supporter	20%	(321)	34%	(535)	35%	(564)	11%	(171)	1592
Ideo: Liberal (1-3)	24%	(180)	33%	(246)	30%	(228)	13%	(100)	753
Ideo: Moderate (4)	21%	(100)	38%	(176)	32%	(151)	8%	(39)	466
Ideo: Conservative (5-7)	17%	(118)	37%	(253)	38%	(259)	7%	(47)	677
Educ: < College	25%	(396)	36%	(567)	30%	(476)	8%	(127)	1566
Educ: Bachelors degree	15%	(61)	31%	(127)	41%	(169)	14%	(59)	416
Educ: Post-grad	15%	(33)	32%	(69)	41%	(90)	12%	(26)	219

Continued on next page

**Table BRD1\_6:** How often do you shop at each of the following?  
 Walmart stores

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(491)	35%	(763)	33%	(735)	10%	(212)	2200
Income: Under 50k	24%	(327)	36%	(481)	31%	(424)	9%	(114)	1346
Income: 50k-100k	21%	(128)	34%	(212)	35%	(217)	10%	(60)	618
Income: 100k+	15%	(35)	29%	(70)	40%	(94)	16%	(37)	236
Ethnicity: White	20%	(356)	36%	(629)	34%	(595)	10%	(169)	1750
Ethnicity: Hispanic	31%	(103)	32%	(105)	29%	(95)	8%	(26)	329
Ethnicity: Afr. Am.	33%	(88)	30%	(80)	31%	(82)	7%	(19)	268
Ethnicity: Other	26%	(47)	30%	(54)	31%	(57)	13%	(23)	182
Relig: Protestant	21%	(105)	35%	(175)	38%	(188)	6%	(31)	499
Relig: Roman Catholic	21%	(89)	34%	(143)	36%	(150)	10%	(40)	421
Relig: Ath./Agn./None	21%	(132)	33%	(208)	32%	(201)	13%	(83)	624
Relig: Something Else	22%	(83)	33%	(127)	31%	(119)	13%	(51)	380
Relig: Jewish	16%	(10)	22%	(13)	37%	(21)	25%	(15)	59
Relig: Evangelical	30%	(181)	37%	(227)	29%	(179)	4%	(22)	609
Relig: Non-Evang. Catholics	16%	(94)	35%	(201)	40%	(231)	10%	(55)	582
Relig: All Christian	23%	(275)	36%	(428)	34%	(410)	7%	(78)	1191
Relig: All Non-Christian	21%	(216)	33%	(335)	32%	(320)	13%	(133)	1004
Community: Urban	22%	(128)	32%	(186)	35%	(208)	12%	(69)	591
Community: Suburban	18%	(176)	35%	(349)	37%	(363)	10%	(99)	987
Community: Rural	30%	(187)	37%	(228)	26%	(164)	7%	(44)	622
Employ: Private Sector	24%	(168)	33%	(225)	34%	(236)	9%	(59)	688
Employ: Government	26%	(41)	36%	(58)	30%	(48)	8%	(12)	159
Employ: Self-Employed	24%	(43)	34%	(62)	28%	(50)	14%	(26)	181
Employ: Homemaker	23%	(37)	32%	(49)	39%	(61)	6%	(10)	157
Employ: Student	17%	(17)	44%	(43)	26%	(25)	13%	(12)	97
Employ: Retired	18%	(76)	38%	(161)	37%	(159)	7%	(30)	427
Employ: Unemployed	25%	(61)	34%	(84)	30%	(75)	11%	(28)	247
Employ: Other	20%	(48)	33%	(81)	33%	(81)	14%	(35)	245
Military HH: Yes	25%	(91)	37%	(134)	32%	(116)	5%	(20)	361
Military HH: No	22%	(400)	34%	(629)	34%	(619)	10%	(192)	1839

Continued on next page

**Table BRD1\_6: How often do you shop at each of the following?**

Walmart stores

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(491)	35%	(763)	33%	(735)	10%	(212)	2200
RD/WT: Right Direction	26%	(187)	36%	(267)	31%	(224)	7%	(54)	732
RD/WT: Wrong Track	21%	(303)	34%	(496)	35%	(511)	11%	(157)	1468
Strongly Approve	29%	(128)	37%	(164)	28%	(125)	6%	(27)	442
Somewhat Approve	18%	(78)	42%	(178)	33%	(142)	7%	(30)	428
Somewhat Disapprove	26%	(81)	33%	(103)	32%	(101)	9%	(29)	314
Strongly Disapprove	20%	(171)	32%	(279)	36%	(314)	12%	(105)	870
Dont Know / No Opinion	23%	(33)	27%	(40)	36%	(53)	14%	(20)	146
#1 Issue: Economy	22%	(135)	37%	(229)	33%	(205)	8%	(49)	618
#1 Issue: Security	23%	(94)	39%	(156)	32%	(129)	6%	(25)	404
#1 Issue: Health Care	19%	(85)	33%	(146)	34%	(152)	13%	(58)	441
#1 Issue: Medicare / Social Security	21%	(63)	35%	(104)	39%	(115)	5%	(14)	296
#1 Issue: Women's Issues	27%	(29)	26%	(29)	30%	(33)	17%	(19)	109
#1 Issue: Education	30%	(40)	31%	(41)	28%	(37)	11%	(15)	133
#1 Issue: Energy	29%	(26)	26%	(24)	35%	(33)	10%	(9)	92
#1 Issue: Other	17%	(18)	32%	(35)	29%	(31)	21%	(23)	107
2016 Vote: Democrat Hillary Clinton	20%	(138)	32%	(217)	35%	(241)	13%	(90)	686
2016 Vote: Republican Donald Trump	22%	(152)	41%	(279)	32%	(221)	5%	(38)	690
2016 Vote: Someone else	18%	(35)	33%	(66)	42%	(83)	7%	(14)	198
2012 Vote: Barack Obama	21%	(174)	33%	(272)	35%	(286)	12%	(95)	827
2012 Vote: Mitt Romney	18%	(95)	41%	(213)	35%	(183)	5%	(25)	516
2012 Vote: Other	14%	(11)	29%	(24)	38%	(31)	19%	(16)	83
2012 Vote: Didn't Vote	27%	(210)	33%	(252)	30%	(234)	10%	(75)	772
4-Region: Northeast	15%	(62)	29%	(116)	46%	(183)	10%	(40)	401
4-Region: Midwest	20%	(93)	34%	(161)	35%	(164)	12%	(56)	473
4-Region: South	28%	(224)	40%	(323)	27%	(219)	6%	(48)	814
4-Region: West	22%	(112)	32%	(163)	33%	(168)	13%	(68)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD1\_7: How often do you shop at each of the following?**  
 Target.com

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(157)	8%	(176)	32%	(706)	53%	(1160)	2200
Gender: Male	10%	(103)	9%	(98)	26%	(274)	55%	(585)	1059
Gender: Female	5%	(54)	7%	(79)	38%	(432)	50%	(576)	1141
Age: 18-29	10%	(45)	10%	(45)	32%	(150)	49%	(231)	471
Age: 30-44	9%	(49)	12%	(66)	32%	(183)	47%	(267)	564
Age: 45-54	10%	(43)	8%	(35)	31%	(143)	51%	(234)	456
Age: 55-64	4%	(11)	6%	(19)	28%	(88)	62%	(194)	312
Age: 65+	2%	(9)	3%	(12)	36%	(142)	59%	(234)	398
PID: Dem (no lean)	7%	(54)	9%	(69)	34%	(247)	50%	(366)	736
PID: Ind (no lean)	5%	(42)	6%	(46)	32%	(264)	57%	(468)	821
PID: Rep (no lean)	10%	(61)	9%	(60)	30%	(195)	51%	(326)	643
PID/Gender: Dem Men	9%	(28)	12%	(36)	25%	(77)	55%	(170)	312
PID/Gender: Dem Women	6%	(26)	8%	(33)	40%	(170)	46%	(196)	424
PID/Gender: Ind Men	7%	(29)	6%	(23)	29%	(117)	59%	(237)	406
PID/Gender: Ind Women	3%	(14)	6%	(24)	35%	(147)	56%	(231)	415
PID/Gender: Rep Men	14%	(47)	11%	(39)	23%	(79)	52%	(177)	341
PID/Gender: Rep Women	5%	(15)	7%	(22)	38%	(116)	49%	(149)	302
Tea Party: Supporter	13%	(76)	13%	(75)	26%	(151)	49%	(290)	592
Tea Party: Not Supporter	5%	(81)	6%	(99)	35%	(550)	54%	(862)	1592
Ideo: Liberal (1-3)	13%	(98)	13%	(95)	33%	(251)	41%	(310)	753
Ideo: Moderate (4)	5%	(21)	8%	(39)	34%	(158)	53%	(248)	466
Ideo: Conservative (5-7)	4%	(26)	6%	(39)	34%	(228)	57%	(384)	677
Educ: < College	7%	(104)	7%	(117)	29%	(457)	57%	(888)	1566
Educ: Bachelors degree	7%	(29)	10%	(40)	39%	(161)	45%	(186)	416
Educ: Post-grad	11%	(24)	9%	(20)	40%	(88)	40%	(86)	219

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**Table BRD1\_7: How often do you shop at each of the following?**

Target.com

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(157)	8%	(176)	32%	(706)	53%	(1160)	2200
Income: Under 50k	6%	(87)	6%	(83)	29%	(386)	59%	(791)	1346
Income: 50k-100k	8%	(49)	10%	(64)	37%	(229)	45%	(276)	618
Income: 100k+	9%	(21)	12%	(29)	39%	(92)	40%	(94)	236
Ethnicity: White	6%	(114)	7%	(119)	33%	(570)	54%	(946)	1750
Ethnicity: Hispanic	18%	(60)	16%	(51)	27%	(89)	39%	(128)	329
Ethnicity: Afr. Am.	10%	(27)	13%	(36)	30%	(80)	47%	(125)	268
Ethnicity: Other	9%	(17)	11%	(20)	31%	(56)	49%	(89)	182
Relig: Protestant	6%	(30)	6%	(32)	31%	(155)	57%	(282)	499
Relig: Roman Catholic	11%	(44)	9%	(38)	35%	(148)	45%	(191)	421
Relig: Ath./Agn./None	7%	(42)	8%	(49)	30%	(185)	56%	(349)	624
Relig: Something Else	8%	(30)	10%	(39)	31%	(119)	51%	(192)	380
Relig: Jewish	9%	(5)	3%	(1)	46%	(27)	42%	(25)	59
Relig: Evangelical	9%	(52)	7%	(45)	32%	(196)	52%	(316)	609
Relig: Non-Evang. Catholics	6%	(34)	7%	(42)	35%	(206)	52%	(300)	582
Relig: All Christian	7%	(86)	7%	(87)	34%	(402)	52%	(616)	1191
Relig: All Non-Christian	7%	(71)	9%	(89)	30%	(304)	54%	(540)	1004
Community: Urban	10%	(60)	9%	(54)	31%	(184)	50%	(293)	591
Community: Suburban	5%	(54)	8%	(80)	35%	(349)	51%	(504)	987
Community: Rural	7%	(44)	7%	(42)	28%	(173)	58%	(364)	622
Employ: Private Sector	10%	(66)	11%	(74)	34%	(234)	46%	(314)	688
Employ: Government	16%	(26)	12%	(19)	31%	(50)	41%	(64)	159
Employ: Self-Employed	12%	(21)	7%	(12)	35%	(63)	47%	(85)	181
Employ: Homemaker	2%	(4)	10%	(15)	37%	(58)	51%	(80)	157
Employ: Student	9%	(8)	13%	(13)	32%	(31)	46%	(45)	97
Employ: Retired	3%	(12)	3%	(14)	34%	(146)	60%	(255)	427
Employ: Unemployed	6%	(14)	6%	(15)	25%	(61)	63%	(156)	247
Employ: Other	3%	(6)	6%	(15)	26%	(63)	66%	(161)	245
Military HH: Yes	10%	(38)	9%	(34)	29%	(106)	51%	(184)	361
Military HH: No	7%	(120)	8%	(142)	33%	(600)	53%	(977)	1839

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**Table BRD1\_7: How often do you shop at each of the following?**  
Target.com

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(157)	8%	(176)	32%	(706)	53%	(1160)	2200
RD/WT: Right Direction	13%	(92)	12%	(89)	26%	(193)	49%	(357)	732
RD/WT: Wrong Track	4%	(65)	6%	(87)	35%	(513)	55%	(803)	1468
Strongly Approve	13%	(56)	7%	(32)	26%	(117)	54%	(237)	442
Somewhat Approve	6%	(26)	8%	(34)	33%	(141)	53%	(226)	428
Somewhat Disapprove	6%	(18)	10%	(33)	34%	(106)	50%	(157)	314
Strongly Disapprove	6%	(56)	8%	(66)	36%	(311)	50%	(437)	870
Dont Know / No Opinion	1%	(2)	7%	(10)	21%	(31)	70%	(102)	146
#1 Issue: Economy	7%	(41)	7%	(44)	34%	(208)	53%	(325)	618
#1 Issue: Security	7%	(27)	7%	(28)	35%	(140)	52%	(209)	404
#1 Issue: Health Care	5%	(22)	8%	(35)	31%	(139)	56%	(245)	441
#1 Issue: Medicare / Social Security	5%	(16)	5%	(16)	32%	(94)	57%	(170)	296
#1 Issue: Women's Issues	12%	(13)	15%	(16)	37%	(40)	36%	(39)	109
#1 Issue: Education	16%	(21)	17%	(22)	26%	(34)	42%	(55)	133
#1 Issue: Energy	15%	(14)	12%	(11)	33%	(30)	41%	(37)	92
#1 Issue: Other	4%	(4)	3%	(3)	19%	(20)	75%	(80)	107
2016 Vote: Democrat Hillary Clinton	8%	(55)	8%	(53)	37%	(255)	47%	(324)	686
2016 Vote: Republican Donald Trump	8%	(52)	9%	(64)	30%	(209)	53%	(364)	690
2016 Vote: Someone else	5%	(10)	7%	(13)	42%	(83)	47%	(92)	198
2012 Vote: Barack Obama	7%	(60)	8%	(66)	37%	(308)	48%	(393)	827
2012 Vote: Mitt Romney	5%	(26)	6%	(33)	34%	(177)	54%	(280)	516
2012 Vote: Other	—	(0)	5%	(4)	26%	(21)	69%	(57)	83
2012 Vote: Didn't Vote	9%	(71)	9%	(72)	26%	(200)	56%	(429)	772
4-Region: Northeast	9%	(36)	7%	(28)	35%	(141)	49%	(196)	401
4-Region: Midwest	4%	(19)	6%	(29)	32%	(152)	58%	(274)	473
4-Region: South	8%	(62)	9%	(73)	33%	(266)	51%	(413)	814
4-Region: West	8%	(40)	9%	(47)	29%	(147)	54%	(277)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD1\_8: How often do you shop at each of the following?**

Target stores

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(192)	16%	(354)	47%	(1036)	28%	(618)	2200
Gender: Male	11%	(117)	15%	(164)	43%	(452)	31%	(326)	1059
Gender: Female	7%	(75)	17%	(190)	51%	(584)	26%	(292)	1141
Age: 18-29	12%	(58)	19%	(91)	44%	(209)	24%	(113)	471
Age: 30-44	10%	(58)	23%	(130)	43%	(242)	24%	(134)	564
Age: 45-54	11%	(48)	14%	(63)	46%	(208)	30%	(136)	456
Age: 55-64	6%	(20)	9%	(30)	48%	(151)	36%	(111)	312
Age: 65+	2%	(8)	10%	(41)	57%	(226)	31%	(123)	398
PID: Dem (no lean)	9%	(67)	18%	(130)	45%	(334)	28%	(206)	736
PID: Ind (no lean)	6%	(52)	15%	(127)	48%	(397)	30%	(245)	821
PID: Rep (no lean)	11%	(74)	15%	(98)	47%	(305)	26%	(167)	643
PID/Gender: Dem Men	10%	(32)	17%	(53)	36%	(114)	36%	(113)	312
PID/Gender: Dem Women	8%	(35)	18%	(77)	52%	(220)	22%	(93)	424
PID/Gender: Ind Men	8%	(32)	14%	(56)	47%	(189)	32%	(128)	406
PID/Gender: Ind Women	5%	(20)	17%	(71)	50%	(208)	28%	(116)	415
PID/Gender: Rep Men	16%	(53)	16%	(55)	44%	(149)	25%	(84)	341
PID/Gender: Rep Women	7%	(21)	14%	(43)	52%	(156)	27%	(83)	302
Tea Party: Supporter	14%	(82)	18%	(107)	40%	(235)	28%	(167)	592
Tea Party: Not Supporter	7%	(108)	15%	(245)	50%	(794)	28%	(444)	1592
Ideo: Liberal (1-3)	16%	(117)	21%	(159)	44%	(331)	19%	(146)	753
Ideo: Moderate (4)	7%	(34)	15%	(72)	48%	(224)	29%	(136)	466
Ideo: Conservative (5-7)	4%	(28)	15%	(103)	51%	(344)	30%	(201)	677
Educ: < College	9%	(137)	13%	(206)	45%	(705)	33%	(518)	1566
Educ: Bachelors degree	8%	(32)	24%	(100)	52%	(217)	16%	(67)	416
Educ: Post-grad	11%	(23)	22%	(48)	52%	(114)	15%	(33)	219

Continued on next page



**Table BRD1\_8:** How often do you shop at each of the following?

## Target stores

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(192)	16%	(354)	47%	(1036)	28%	(618)	2200
Income: Under 50k	8%	(105)	12%	(164)	46%	(614)	34%	(463)	1346
Income: 50k-100k	10%	(64)	20%	(123)	50%	(307)	20%	(123)	618
Income: 100k+	10%	(23)	28%	(67)	48%	(114)	13%	(32)	236
Ethnicity: White	8%	(140)	16%	(279)	48%	(847)	28%	(484)	1750
Ethnicity: Hispanic	18%	(61)	25%	(83)	36%	(119)	20%	(66)	329
Ethnicity: Afr. Am.	12%	(32)	15%	(41)	42%	(113)	31%	(83)	268
Ethnicity: Other	11%	(20)	19%	(35)	42%	(76)	28%	(51)	182
Relig: Protestant	8%	(39)	14%	(69)	50%	(252)	28%	(139)	499
Relig: Roman Catholic	12%	(49)	22%	(92)	43%	(180)	24%	(101)	421
Relig: Ath./Agn./None	7%	(43)	17%	(107)	47%	(292)	29%	(183)	624
Relig: Something Else	11%	(41)	16%	(60)	45%	(170)	29%	(109)	380
Relig: Jewish	5%	(3)	24%	(14)	51%	(30)	20%	(12)	59
Relig: Evangelical	10%	(59)	13%	(80)	47%	(285)	30%	(185)	609
Relig: Non-Evang. Catholics	8%	(48)	18%	(108)	49%	(287)	24%	(139)	582
Relig: All Christian	9%	(108)	16%	(188)	48%	(571)	27%	(324)	1191
Relig: All Non-Christian	8%	(85)	17%	(166)	46%	(462)	29%	(292)	1004
Community: Urban	12%	(72)	17%	(101)	46%	(272)	25%	(146)	591
Community: Suburban	7%	(71)	19%	(184)	51%	(504)	23%	(228)	987
Community: Rural	8%	(50)	11%	(69)	42%	(259)	39%	(244)	622
Employ: Private Sector	12%	(84)	21%	(143)	50%	(344)	17%	(118)	688
Employ: Government	17%	(28)	18%	(29)	42%	(67)	22%	(36)	159
Employ: Self-Employed	15%	(26)	16%	(28)	44%	(80)	25%	(46)	181
Employ: Homemaker	5%	(7)	17%	(27)	47%	(74)	31%	(49)	157
Employ: Student	10%	(9)	24%	(23)	44%	(43)	22%	(21)	97
Employ: Retired	3%	(11)	10%	(44)	52%	(223)	35%	(148)	427
Employ: Unemployed	5%	(13)	14%	(35)	40%	(98)	41%	(101)	247
Employ: Other	6%	(14)	10%	(25)	44%	(107)	40%	(99)	245
Military HH: Yes	12%	(44)	12%	(45)	48%	(172)	28%	(100)	361
Military HH: No	8%	(148)	17%	(309)	47%	(864)	28%	(518)	1839

Continued on next page

**Table BRD1\_8: How often do you shop at each of the following?**

Target stores

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(192)	16%	(354)	47%	(1036)	28%	(618)	2200
RD/WT: Right Direction	13%	(92)	17%	(127)	41%	(302)	29%	(212)	732
RD/WT: Wrong Track	7%	(101)	15%	(228)	50%	(734)	28%	(406)	1468
Strongly Approve	12%	(51)	14%	(62)	40%	(178)	34%	(151)	442
Somewhat Approve	7%	(31)	17%	(71)	49%	(209)	27%	(117)	428
Somewhat Disapprove	8%	(24)	19%	(59)	47%	(148)	26%	(82)	314
Strongly Disapprove	10%	(83)	17%	(145)	50%	(433)	24%	(209)	870
Dont Know / No Opinion	2%	(3)	11%	(16)	47%	(68)	41%	(59)	146
#1 Issue: Economy	8%	(50)	16%	(100)	48%	(297)	28%	(170)	618
#1 Issue: Security	6%	(23)	17%	(70)	49%	(196)	29%	(115)	404
#1 Issue: Health Care	9%	(40)	15%	(68)	49%	(214)	27%	(119)	441
#1 Issue: Medicare / Social Security	5%	(14)	12%	(35)	49%	(146)	34%	(101)	296
#1 Issue: Women's Issues	17%	(18)	24%	(27)	42%	(46)	16%	(18)	109
#1 Issue: Education	21%	(28)	23%	(31)	38%	(50)	18%	(24)	133
#1 Issue: Energy	15%	(14)	21%	(19)	42%	(38)	22%	(20)	92
#1 Issue: Other	5%	(5)	5%	(5)	45%	(48)	46%	(49)	107
2016 Vote: Democrat Hillary Clinton	10%	(69)	18%	(127)	50%	(341)	22%	(150)	686
2016 Vote: Republican Donald Trump	9%	(59)	17%	(120)	45%	(310)	29%	(201)	690
2016 Vote: Someone else	5%	(10)	21%	(42)	54%	(107)	20%	(39)	198
2012 Vote: Barack Obama	9%	(74)	19%	(156)	50%	(410)	23%	(187)	827
2012 Vote: Mitt Romney	6%	(32)	16%	(82)	51%	(265)	27%	(137)	516
2012 Vote: Other	3%	(2)	7%	(6)	44%	(36)	46%	(38)	83
2012 Vote: Didn't Vote	11%	(84)	14%	(109)	42%	(323)	33%	(255)	772
4-Region: Northeast	9%	(37)	14%	(55)	53%	(214)	24%	(96)	401
4-Region: Midwest	8%	(36)	15%	(70)	46%	(218)	32%	(150)	473
4-Region: South	9%	(75)	17%	(141)	44%	(360)	29%	(239)	814
4-Region: West	9%	(46)	17%	(89)	48%	(244)	26%	(132)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD1\_9: How often do you shop at each of the following?**  
*Ebay.com*

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(164)	9%	(201)	34%	(754)	49%	(1081)	2200
Gender: Male	11%	(118)	12%	(125)	34%	(362)	43%	(455)	1059
Gender: Female	4%	(46)	7%	(76)	34%	(393)	55%	(626)	1141
Age: 18-29	9%	(42)	11%	(53)	30%	(140)	50%	(235)	471
Age: 30-44	9%	(53)	11%	(62)	38%	(214)	42%	(236)	564
Age: 45-54	9%	(43)	10%	(44)	34%	(154)	47%	(215)	456
Age: 55-64	4%	(12)	6%	(18)	37%	(117)	53%	(165)	312
Age: 65+	4%	(14)	6%	(24)	33%	(130)	58%	(230)	398
PID: Dem (no lean)	7%	(50)	9%	(68)	34%	(248)	50%	(370)	736
PID: Ind (no lean)	6%	(46)	8%	(63)	34%	(277)	53%	(435)	821
PID: Rep (no lean)	11%	(68)	11%	(70)	36%	(230)	43%	(276)	643
PID/Gender: Dem Men	11%	(33)	12%	(38)	33%	(104)	44%	(137)	312
PID/Gender: Dem Women	4%	(17)	7%	(30)	34%	(144)	55%	(233)	424
PID/Gender: Ind Men	9%	(35)	10%	(40)	34%	(139)	47%	(192)	406
PID/Gender: Ind Women	3%	(12)	5%	(23)	33%	(138)	58%	(242)	415
PID/Gender: Rep Men	15%	(50)	14%	(47)	35%	(119)	37%	(125)	341
PID/Gender: Rep Women	6%	(18)	8%	(23)	37%	(111)	50%	(151)	302
Tea Party: Supporter	15%	(86)	13%	(79)	34%	(202)	38%	(225)	592
Tea Party: Not Supporter	5%	(78)	7%	(119)	34%	(547)	53%	(848)	1592
Ideo: Liberal (1-3)	13%	(97)	11%	(86)	35%	(265)	40%	(304)	753
Ideo: Moderate (4)	4%	(21)	8%	(38)	36%	(168)	51%	(239)	466
Ideo: Conservative (5-7)	6%	(38)	8%	(54)	34%	(228)	53%	(357)	677
Educ: < College	8%	(122)	8%	(126)	32%	(501)	52%	(816)	1566
Educ: Bachelors degree	6%	(24)	11%	(48)	41%	(171)	42%	(173)	416
Educ: Post-grad	8%	(18)	12%	(27)	37%	(82)	42%	(92)	219

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**Table BRD1\_9: How often do you shop at each of the following?**

Ebay.com

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(164)	9%	(201)	34%	(754)	49%	(1081)	2200
Income: Under 50k	7%	(95)	8%	(102)	33%	(443)	53%	(707)	1346
Income: 50k-100k	8%	(49)	10%	(64)	36%	(223)	46%	(281)	618
Income: 100k+	8%	(20)	15%	(35)	38%	(89)	39%	(93)	236
Ethnicity: White	7%	(120)	9%	(161)	35%	(607)	49%	(861)	1750
Ethnicity: Hispanic	16%	(52)	13%	(44)	32%	(105)	39%	(128)	329
Ethnicity: Afr. Am.	10%	(28)	9%	(25)	29%	(77)	52%	(138)	268
Ethnicity: Other	8%	(15)	8%	(15)	39%	(70)	45%	(81)	182
Relig: Protestant	6%	(32)	8%	(40)	31%	(156)	54%	(270)	499
Relig: Roman Catholic	9%	(38)	10%	(43)	38%	(158)	43%	(182)	421
Relig: Ath./Agn./None	7%	(43)	8%	(51)	34%	(214)	51%	(316)	624
Relig: Something Else	10%	(37)	10%	(38)	32%	(121)	49%	(185)	380
Relig: Jewish	4%	(2)	8%	(5)	38%	(22)	50%	(29)	59
Relig: Evangelical	9%	(52)	11%	(68)	35%	(215)	45%	(274)	609
Relig: Non-Evang. Catholics	5%	(31)	8%	(44)	35%	(205)	52%	(302)	582
Relig: All Christian	7%	(83)	9%	(111)	35%	(420)	48%	(576)	1191
Relig: All Non-Christian	8%	(80)	9%	(89)	33%	(334)	50%	(501)	1004
Community: Urban	7%	(43)	9%	(53)	32%	(188)	52%	(306)	591
Community: Suburban	8%	(76)	8%	(79)	37%	(364)	47%	(468)	987
Community: Rural	7%	(44)	11%	(69)	33%	(202)	49%	(307)	622
Employ: Private Sector	9%	(63)	12%	(85)	38%	(259)	41%	(281)	688
Employ: Government	15%	(24)	13%	(21)	34%	(54)	38%	(61)	159
Employ: Self-Employed	15%	(27)	15%	(27)	34%	(61)	36%	(66)	181
Employ: Homemaker	5%	(7)	8%	(13)	38%	(60)	49%	(77)	157
Employ: Student	11%	(11)	11%	(10)	33%	(32)	45%	(43)	97
Employ: Retired	2%	(9)	6%	(24)	32%	(135)	61%	(258)	427
Employ: Unemployed	5%	(12)	4%	(10)	30%	(74)	61%	(151)	247
Employ: Other	5%	(12)	4%	(10)	32%	(79)	59%	(144)	245
Military HH: Yes	13%	(47)	10%	(38)	30%	(106)	47%	(169)	361
Military HH: No	6%	(116)	9%	(163)	35%	(648)	50%	(912)	1839

Continued on next page

**Table BRD1\_9: How often do you shop at each of the following?**  
*Ebay.com*

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
Adults	7%	(164)	9%	(201)	34%	(754)	49%	(1081)	2200
RD/WT: Right Direction	14%	(100)	13%	(94)	34%	(247)	40%	(291)	732
RD/WT: Wrong Track	4%	(63)	7%	(107)	35%	(508)	54%	(790)	1468
Strongly Approve	11%	(48)	13%	(58)	34%	(151)	42%	(185)	442
Somewhat Approve	8%	(33)	9%	(38)	41%	(173)	43%	(183)	428
Somewhat Disapprove	7%	(23)	11%	(36)	32%	(100)	49%	(154)	314
Strongly Disapprove	6%	(54)	7%	(62)	34%	(294)	53%	(460)	870
Dont Know / No Opinion	3%	(5)	4%	(6)	25%	(37)	67%	(98)	146
#1 Issue: Economy	7%	(42)	10%	(65)	34%	(210)	49%	(301)	618
#1 Issue: Security	6%	(22)	10%	(42)	35%	(143)	49%	(197)	404
#1 Issue: Health Care	6%	(25)	7%	(31)	39%	(171)	48%	(214)	441
#1 Issue: Medicare / Social Security	5%	(15)	5%	(14)	36%	(107)	54%	(160)	296
#1 Issue: Women's Issues	11%	(12)	14%	(15)	28%	(31)	46%	(51)	109
#1 Issue: Education	15%	(20)	15%	(20)	25%	(34)	44%	(59)	133
#1 Issue: Energy	20%	(18)	9%	(8)	37%	(35)	34%	(31)	92
#1 Issue: Other	8%	(8)	6%	(6)	23%	(25)	64%	(68)	107
2016 Vote: Democrat Hillary Clinton	7%	(48)	9%	(63)	33%	(228)	51%	(348)	686
2016 Vote: Republican Donald Trump	10%	(66)	10%	(72)	38%	(261)	42%	(291)	690
2016 Vote: Someone else	3%	(6)	9%	(18)	42%	(83)	46%	(90)	198
2012 Vote: Barack Obama	6%	(51)	9%	(74)	35%	(291)	50%	(411)	827
2012 Vote: Mitt Romney	6%	(31)	10%	(52)	40%	(209)	44%	(225)	516
2012 Vote: Other	2%	(1)	5%	(4)	37%	(31)	57%	(47)	83
2012 Vote: Didn't Vote	10%	(80)	9%	(71)	29%	(223)	51%	(397)	772
4-Region: Northeast	6%	(23)	9%	(37)	38%	(151)	47%	(190)	401
4-Region: Midwest	6%	(28)	7%	(31)	36%	(169)	52%	(245)	473
4-Region: South	8%	(69)	11%	(92)	34%	(277)	46%	(377)	814
4-Region: West	9%	(44)	8%	(40)	31%	(157)	53%	(269)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD1\_10: How often do you shop at each of the following?**

Jet.com

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(105)	4%	(79)	9%	(202)	82%	(1814)	2200
Gender: Male	9%	(90)	5%	(52)	9%	(90)	78%	(827)	1059
Gender: Female	1%	(15)	2%	(27)	10%	(111)	87%	(987)	1141
Age: 18-29	7%	(31)	6%	(27)	11%	(53)	76%	(360)	471
Age: 30-44	5%	(27)	7%	(37)	11%	(60)	78%	(440)	564
Age: 45-54	7%	(32)	3%	(14)	8%	(36)	82%	(374)	456
Age: 55-64	3%	(10)	—	(1)	9%	(28)	87%	(273)	312
Age: 65+	1%	(4)	—	(1)	6%	(25)	92%	(368)	398
PID: Dem (no lean)	5%	(36)	4%	(31)	10%	(73)	81%	(596)	736
PID: Ind (no lean)	2%	(20)	2%	(19)	9%	(76)	86%	(705)	821
PID: Rep (no lean)	8%	(50)	4%	(29)	8%	(52)	80%	(512)	643
PID/Gender: Dem Men	9%	(27)	5%	(16)	11%	(34)	75%	(235)	312
PID/Gender: Dem Women	2%	(9)	3%	(15)	9%	(40)	85%	(361)	424
PID/Gender: Ind Men	4%	(17)	4%	(16)	9%	(37)	83%	(336)	406
PID/Gender: Ind Women	1%	(3)	1%	(4)	9%	(39)	89%	(369)	415
PID/Gender: Rep Men	13%	(46)	6%	(20)	6%	(20)	75%	(256)	341
PID/Gender: Rep Women	1%	(4)	3%	(9)	11%	(32)	85%	(257)	302
Tea Party: Supporter	11%	(67)	8%	(48)	10%	(58)	71%	(418)	592
Tea Party: Not Supporter	2%	(38)	2%	(31)	9%	(143)	87%	(1380)	1592
Ideo: Liberal (1-3)	9%	(69)	7%	(52)	12%	(88)	72%	(543)	753
Ideo: Moderate (4)	3%	(12)	4%	(16)	9%	(43)	85%	(394)	466
Ideo: Conservative (5-7)	3%	(20)	1%	(8)	8%	(52)	88%	(596)	677
Educ: < College	5%	(83)	3%	(47)	8%	(124)	84%	(1312)	1566
Educ: Bachelors degree	3%	(12)	4%	(18)	11%	(45)	82%	(340)	416
Educ: Post-grad	5%	(10)	7%	(15)	15%	(32)	74%	(162)	219

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**Table BRD1\_10: How often do you shop at each of the following?**  
*Jet.com*

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(105)	4%	(79)	9%	(202)	82%	(1814)	2200
Income: Under 50k	4%	(56)	3%	(40)	8%	(114)	84%	(1136)	1346
Income: 50k-100k	6%	(36)	4%	(27)	9%	(56)	81%	(498)	618
Income: 100k+	5%	(13)	5%	(12)	13%	(31)	76%	(180)	236
Ethnicity: White	4%	(75)	3%	(54)	9%	(155)	84%	(1465)	1750
Ethnicity: Hispanic	16%	(54)	7%	(23)	12%	(40)	65%	(213)	329
Ethnicity: Afr. Am.	7%	(19)	5%	(13)	10%	(27)	78%	(210)	268
Ethnicity: Other	6%	(11)	6%	(12)	11%	(20)	76%	(139)	182
Relig: Protestant	5%	(23)	3%	(14)	7%	(37)	85%	(425)	499
Relig: Roman Catholic	8%	(35)	5%	(21)	10%	(44)	76%	(322)	421
Relig: Ath./Agn./None	3%	(18)	3%	(22)	9%	(54)	85%	(531)	624
Relig: Something Else	6%	(24)	5%	(19)	10%	(37)	79%	(299)	380
Relig: Jewish	1%	(0)	3%	(2)	16%	(9)	80%	(47)	59
Relig: Evangelical	5%	(33)	4%	(22)	10%	(64)	81%	(491)	609
Relig: Non-Evang. Catholics	5%	(30)	3%	(17)	8%	(44)	84%	(491)	582
Relig: All Christian	5%	(63)	3%	(39)	9%	(108)	82%	(982)	1191
Relig: All Non-Christian	4%	(43)	4%	(40)	9%	(91)	83%	(830)	1004
Community: Urban	6%	(37)	5%	(32)	10%	(56)	79%	(465)	591
Community: Suburban	4%	(44)	2%	(24)	8%	(84)	85%	(835)	987
Community: Rural	4%	(25)	4%	(23)	10%	(61)	83%	(514)	622
Employ: Private Sector	7%	(50)	5%	(31)	11%	(74)	77%	(532)	688
Employ: Government	12%	(19)	6%	(10)	12%	(18)	70%	(112)	159
Employ: Self-Employed	9%	(16)	8%	(15)	7%	(13)	76%	(138)	181
Employ: Homemaker	1%	(2)	3%	(5)	12%	(18)	84%	(132)	157
Employ: Student	8%	(8)	4%	(4)	10%	(10)	78%	(75)	97
Employ: Retired	1%	(2)	1%	(3)	6%	(27)	93%	(395)	427
Employ: Unemployed	3%	(7)	1%	(3)	10%	(24)	87%	(214)	247
Employ: Other	1%	(2)	3%	(8)	7%	(18)	89%	(217)	245
Military HH: Yes	12%	(42)	5%	(16)	8%	(28)	76%	(274)	361
Military HH: No	3%	(63)	3%	(63)	9%	(174)	84%	(1540)	1839

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**Table BRD1\_10: How often do you shop at each of the following?**

Jet.com

Demographic	Several times a week		About once a week		About once a month or less often		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(105)	4%	(79)	9%	(202)	82%	(1814)	2200
RD/WT: Right Direction	10%	(73)	7%	(49)	9%	(66)	74%	(543)	732
RD/WT: Wrong Track	2%	(32)	2%	(30)	9%	(135)	87%	(1271)	1468
Strongly Approve	8%	(36)	5%	(23)	6%	(27)	80%	(356)	442
Somewhat Approve	3%	(14)	4%	(17)	12%	(50)	81%	(347)	428
Somewhat Disapprove	6%	(18)	4%	(14)	11%	(36)	78%	(246)	314
Strongly Disapprove	4%	(35)	3%	(24)	9%	(75)	85%	(736)	870
Dont Know / No Opinion	2%	(3)	—	(0)	9%	(13)	89%	(129)	146
#1 Issue: Economy	4%	(26)	3%	(20)	9%	(58)	83%	(513)	618
#1 Issue: Security	4%	(16)	3%	(10)	8%	(31)	86%	(346)	404
#1 Issue: Health Care	3%	(13)	4%	(16)	9%	(40)	84%	(372)	441
#1 Issue: Medicare / Social Security	3%	(8)	2%	(5)	10%	(30)	86%	(254)	296
#1 Issue: Women's Issues	9%	(10)	8%	(9)	13%	(14)	70%	(76)	109
#1 Issue: Education	15%	(20)	7%	(10)	5%	(7)	72%	(96)	133
#1 Issue: Energy	9%	(8)	9%	(8)	16%	(15)	66%	(61)	92
#1 Issue: Other	3%	(4)	1%	(1)	6%	(7)	90%	(96)	107
2016 Vote: Democrat Hillary Clinton	5%	(31)	3%	(23)	9%	(64)	83%	(568)	686
2016 Vote: Republican Donald Trump	5%	(35)	4%	(30)	8%	(58)	82%	(566)	690
2016 Vote: Someone else	2%	(4)	3%	(6)	15%	(30)	80%	(158)	198
2012 Vote: Barack Obama	4%	(31)	4%	(31)	10%	(83)	82%	(682)	827
2012 Vote: Mitt Romney	3%	(14)	2%	(13)	10%	(51)	85%	(438)	516
2012 Vote: Other	—	(0)	—	(0)	8%	(7)	92%	(76)	83
2012 Vote: Didn't Vote	8%	(60)	4%	(35)	8%	(60)	80%	(617)	772
4-Region: Northeast	5%	(18)	4%	(16)	11%	(45)	80%	(322)	401
4-Region: Midwest	2%	(12)	3%	(14)	7%	(35)	87%	(413)	473
4-Region: South	6%	(48)	4%	(35)	9%	(75)	81%	(656)	814
4-Region: West	5%	(28)	3%	(14)	9%	(47)	83%	(423)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD2: Generally, do you prefer... ?**

Demographic	Shopping in a stores physical location		Shopping on a stores website		Shopping using a voice-controlled personal assistant, such as Google Home or Amazon Echo		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	63%	(1396)	26%	(563)	4%	(83)	7%	(158)	2200
Gender: Male	62%	(658)	24%	(257)	5%	(58)	8%	(87)	1059
Gender: Female	65%	(738)	27%	(306)	2%	(25)	6%	(71)	1141
Age: 18-29	60%	(283)	26%	(121)	7%	(33)	7%	(33)	471
Age: 30-44	58%	(325)	31%	(173)	5%	(29)	7%	(37)	564
Age: 45-54	63%	(288)	25%	(112)	3%	(13)	9%	(42)	456
Age: 55-64	69%	(216)	21%	(66)	2%	(6)	8%	(24)	312
Age: 65+	71%	(284)	23%	(91)	—	(1)	6%	(22)	398
PID: Dem (no lean)	62%	(457)	28%	(204)	5%	(33)	6%	(42)	736
PID: Ind (no lean)	64%	(527)	24%	(197)	2%	(16)	10%	(81)	821
PID: Rep (no lean)	64%	(412)	25%	(162)	5%	(34)	5%	(35)	643
PID/Gender: Dem Men	60%	(188)	27%	(84)	7%	(20)	6%	(20)	312
PID/Gender: Dem Women	63%	(269)	28%	(120)	3%	(13)	5%	(22)	424
PID/Gender: Ind Men	61%	(249)	24%	(99)	2%	(10)	12%	(49)	406
PID/Gender: Ind Women	67%	(278)	24%	(99)	1%	(6)	8%	(32)	415
PID/Gender: Rep Men	65%	(222)	22%	(74)	8%	(27)	5%	(18)	341
PID/Gender: Rep Women	63%	(191)	29%	(88)	2%	(6)	6%	(17)	302
Tea Party: Supporter	63%	(372)	25%	(147)	9%	(51)	4%	(22)	592
Tea Party: Not Supporter	64%	(1016)	26%	(411)	2%	(32)	8%	(133)	1592
Ideo: Liberal (1-3)	55%	(411)	32%	(241)	8%	(57)	6%	(43)	753
Ideo: Moderate (4)	67%	(314)	23%	(109)	2%	(10)	7%	(32)	466
Ideo: Conservative (5-7)	71%	(480)	23%	(152)	2%	(11)	5%	(33)	677
Educ: < College	66%	(1030)	23%	(355)	3%	(54)	8%	(127)	1566
Educ: Bachelors degree	63%	(262)	28%	(118)	4%	(16)	5%	(20)	416
Educ: Post-grad	47%	(104)	41%	(90)	6%	(13)	5%	(12)	219

Continued on next page

**Table BRD2: Generally, do you prefer... ?**

Demographic	Shopping in a stores physical location		Shopping on a stores website		Shopping using a voice-controlled personal assistant, such as Google Home or Amazon Echo		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	63%	(1396)	26%	(563)	4%	(83)	7%	(158)	2200
Income: Under 50k	66%	(885)	23%	(309)	3%	(40)	8%	(112)	1346
Income: 50k-100k	62%	(384)	28%	(175)	5%	(30)	5%	(29)	618
Income: 100k+	54%	(127)	34%	(80)	6%	(13)	7%	(17)	236
Ethnicity: White	64%	(1127)	26%	(450)	3%	(59)	7%	(114)	1750
Ethnicity: Hispanic	57%	(187)	22%	(71)	14%	(46)	8%	(26)	329
Ethnicity: Afr. Am.	59%	(160)	26%	(70)	6%	(15)	9%	(23)	268
Ethnicity: Other	60%	(109)	24%	(43)	5%	(9)	12%	(21)	182
Relig: Protestant	71%	(353)	22%	(112)	4%	(18)	3%	(17)	499
Relig: Roman Catholic	63%	(267)	25%	(107)	6%	(27)	5%	(20)	421
Relig: Ath./Agn./None	59%	(368)	27%	(167)	2%	(15)	12%	(75)	624
Relig: Something Else	56%	(215)	30%	(115)	6%	(21)	8%	(29)	380
Relig: Jewish	63%	(37)	28%	(17)	4%	(2)	4%	(2)	59
Relig: Evangelical	68%	(415)	23%	(141)	4%	(25)	5%	(28)	609
Relig: Non-Evang. Catholics	68%	(396)	24%	(139)	4%	(22)	4%	(24)	582
Relig: All Christian	68%	(812)	24%	(280)	4%	(47)	4%	(52)	1191
Relig: All Non-Christian	58%	(582)	28%	(282)	4%	(36)	10%	(104)	1004
Community: Urban	60%	(353)	27%	(160)	4%	(22)	9%	(56)	591
Community: Suburban	65%	(638)	26%	(259)	3%	(33)	6%	(57)	987
Community: Rural	65%	(406)	23%	(144)	4%	(27)	7%	(45)	622
Employ: Private Sector	61%	(423)	27%	(183)	6%	(43)	6%	(39)	688
Employ: Government	59%	(95)	29%	(46)	6%	(10)	5%	(9)	159
Employ: Self-Employed	57%	(103)	29%	(52)	7%	(13)	7%	(12)	181
Employ: Homemaker	63%	(99)	33%	(52)	2%	(2)	2%	(4)	157
Employ: Student	53%	(51)	34%	(32)	4%	(4)	9%	(9)	97
Employ: Retired	71%	(304)	22%	(92)	—	(2)	7%	(29)	427
Employ: Unemployed	61%	(151)	25%	(61)	2%	(4)	12%	(31)	247
Employ: Other	70%	(171)	18%	(44)	2%	(5)	10%	(25)	245

Continued on next page

**Table BRD2: Generally, do you prefer... ?**

Demographic	Shopping in a stores physical location		Shopping on a stores website		Shopping using a voice-controlled personal assistant, such as Google Home or Amazon Echo		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	63%	(1396)	26%	(563)	4%	(83)	7%	(158)	2200
Military HH: Yes	65%	(233)	23%	(85)	7%	(24)	5%	(19)	361
Military HH: No	63%	(1163)	26%	(479)	3%	(59)	8%	(139)	1839
RD/WT: Right Direction	61%	(443)	25%	(181)	8%	(60)	6%	(47)	732
RD/WT: Wrong Track	65%	(952)	26%	(383)	2%	(23)	8%	(111)	1468
Strongly Approve	67%	(297)	21%	(93)	6%	(25)	6%	(26)	442
Somewhat Approve	61%	(260)	28%	(119)	4%	(17)	7%	(31)	428
Somewhat Disapprove	66%	(207)	24%	(75)	5%	(16)	5%	(16)	314
Strongly Disapprove	63%	(544)	29%	(250)	2%	(21)	6%	(55)	870
Dont Know / No Opinion	60%	(87)	18%	(26)	3%	(4)	20%	(29)	146
#1 Issue: Economy	62%	(386)	28%	(176)	3%	(18)	6%	(38)	618
#1 Issue: Security	67%	(271)	21%	(85)	5%	(20)	7%	(28)	404
#1 Issue: Health Care	64%	(281)	26%	(115)	2%	(9)	8%	(36)	441
#1 Issue: Medicare / Social Security	70%	(207)	22%	(66)	2%	(6)	6%	(16)	296
#1 Issue: Women's Issues	56%	(62)	30%	(33)	8%	(9)	5%	(6)	109
#1 Issue: Education	55%	(73)	29%	(38)	10%	(13)	7%	(9)	133
#1 Issue: Energy	59%	(54)	28%	(26)	7%	(6)	6%	(6)	92
#1 Issue: Other	59%	(63)	23%	(25)	1%	(1)	18%	(19)	107
2016 Vote: Democrat Hillary Clinton	63%	(435)	27%	(183)	4%	(28)	6%	(41)	686
2016 Vote: Republican Donald Trump	67%	(460)	24%	(166)	4%	(26)	6%	(38)	690
2016 Vote: Someone else	64%	(126)	30%	(60)	2%	(5)	4%	(7)	198
2012 Vote: Barack Obama	64%	(526)	28%	(232)	3%	(26)	5%	(43)	827
2012 Vote: Mitt Romney	68%	(353)	23%	(119)	3%	(15)	6%	(29)	516
2012 Vote: Other	68%	(56)	24%	(20)	—	(0)	9%	(7)	83
2012 Vote: Didn't Vote	60%	(460)	25%	(192)	5%	(41)	10%	(78)	772

Continued on next page

**Table BRD2: Generally, do you prefer... ?**

Demographic	Shopping in a stores physical location		Shopping on a stores website		Shopping using a voice-controlled personal assistant, such as Google Home or Amazon Echo		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	63%	(1396)	26%	(563)	4%	(83)	7%	(158)	2200
4-Region: Northeast	64%	(255)	27%	(109)	2%	(9)	7%	(29)	401
4-Region: Midwest	67%	(317)	25%	(118)	2%	(8)	6%	(30)	473
4-Region: South	62%	(505)	26%	(211)	5%	(41)	7%	(58)	814
4-Region: West	62%	(319)	25%	(125)	5%	(25)	8%	(42)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD3\_4NET:** Do you currently own any of the following personal assistant devices? Please select all that apply. - Amazon Echo

Demographic	Selected		Not Selected		Total N
Adults	7%	(150)	93%	(2050)	2200
Gender: Male	8%	(85)	92%	(974)	1059
Gender: Female	6%	(65)	94%	(1076)	1141
Age: 18-29	9%	(43)	91%	(428)	471
Age: 30-44	9%	(53)	91%	(512)	564
Age: 45-54	4%	(18)	96%	(438)	456
Age: 55-64	5%	(15)	95%	(297)	312
Age: 65+	5%	(21)	95%	(376)	398
PID: Dem (no lean)	8%	(60)	92%	(676)	736
PID: Ind (no lean)	5%	(44)	95%	(776)	821
PID: Rep (no lean)	7%	(45)	93%	(598)	643
PID/Gender: Dem Men	10%	(32)	90%	(280)	312
PID/Gender: Dem Women	7%	(28)	93%	(396)	424
PID/Gender: Ind Men	5%	(22)	95%	(384)	406
PID/Gender: Ind Women	5%	(22)	95%	(392)	415
PID/Gender: Rep Men	9%	(31)	91%	(311)	341
PID/Gender: Rep Women	5%	(14)	95%	(288)	302
Tea Party: Supporter	11%	(63)	89%	(529)	592
Tea Party: Not Supporter	5%	(85)	95%	(1507)	1592
Ideo: Liberal (1-3)	12%	(88)	88%	(665)	753
Ideo: Moderate (4)	6%	(26)	94%	(440)	466
Ideo: Conservative (5-7)	5%	(33)	95%	(644)	677
Educ: < College	5%	(79)	95%	(1487)	1566
Educ: Bachelors degree	9%	(39)	91%	(377)	416
Educ: Post-grad	14%	(32)	86%	(187)	219
Income: Under 50k	5%	(65)	95%	(1281)	1346
Income: 50k-100k	7%	(41)	93%	(576)	618
Income: 100k+	18%	(43)	82%	(193)	236
Ethnicity: White	7%	(116)	93%	(1633)	1750
Ethnicity: Hispanic	15%	(50)	85%	(279)	329
Ethnicity: Afr. Am.	5%	(14)	95%	(254)	268

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**Table BRD3\_4NET: Do you currently own any of the following personal assistant devices? Please select all that apply. - Amazon Echo**

Demographic	Selected		Not Selected		Total N
Adults	7%	(150)	93%	(2050)	2200
Ethnicity: Other	11%	(19)	89%	(163)	182
Relig: Protestant	8%	(39)	92%	(460)	499
Relig: Roman Catholic	11%	(45)	89%	(377)	421
Relig: Ath./Agn./None	6%	(35)	94%	(589)	624
Relig: Something Else	5%	(21)	95%	(359)	380
Relig: Jewish	5%	(3)	95%	(56)	59
Relig: Evangelical	7%	(41)	93%	(568)	609
Relig: Non-Evang. Catholics	9%	(53)	91%	(530)	582
Relig: All Christian	8%	(94)	92%	(1098)	1191
Relig: All Non-Christian	6%	(56)	94%	(948)	1004
Community: Urban	7%	(39)	93%	(552)	591
Community: Suburban	8%	(76)	92%	(911)	987
Community: Rural	6%	(35)	94%	(588)	622
Employ: Private Sector	9%	(65)	91%	(624)	688
Employ: Government	13%	(21)	87%	(138)	159
Employ: Self-Employed	8%	(14)	92%	(167)	181
Employ: Homemaker	4%	(6)	96%	(151)	157
Employ: Student	9%	(9)	91%	(88)	97
Employ: Retired	5%	(20)	95%	(406)	427
Employ: Unemployed	3%	(7)	97%	(240)	247
Employ: Other	3%	(8)	97%	(236)	245
Military HH: Yes	10%	(36)	90%	(325)	361
Military HH: No	6%	(114)	94%	(1725)	1839
RD/WT: Right Direction	9%	(69)	91%	(663)	732
RD/WT: Wrong Track	6%	(81)	94%	(1387)	1468
Strongly Approve	8%	(37)	92%	(406)	442
Somewhat Approve	7%	(31)	93%	(397)	428
Somewhat Disapprove	7%	(21)	93%	(292)	314
Strongly Disapprove	7%	(60)	93%	(811)	870
Dont Know / No Opinion	1%	(2)	99%	(144)	146

Continued on next page

**Table BRD3\_4NET:** Do you currently own any of the following personal assistant devices? Please select all that apply. - Amazon Echo

Demographic	Selected		Not Selected		Total N
Adults	7%	(150)	93%	(2050)	2200
#1 Issue: Economy	6%	(37)	94%	(581)	618
#1 Issue: Security	7%	(28)	93%	(376)	404
#1 Issue: Health Care	7%	(32)	93%	(409)	441
#1 Issue: Medicare / Social Security	3%	(9)	97%	(287)	296
#1 Issue: Women's Issues	11%	(12)	89%	(97)	109
#1 Issue: Education	13%	(17)	87%	(116)	133
#1 Issue: Energy	9%	(8)	91%	(84)	92
#1 Issue: Other	6%	(6)	94%	(101)	107
2016 Vote: Democrat Hillary Clinton	9%	(59)	91%	(628)	686
2016 Vote: Republican Donald Trump	7%	(48)	93%	(642)	690
2016 Vote: Someone else	8%	(15)	92%	(183)	198
2012 Vote: Barack Obama	8%	(69)	92%	(758)	827
2012 Vote: Mitt Romney	7%	(34)	93%	(482)	516
2012 Vote: Other	3%	(2)	97%	(81)	83
2012 Vote: Didn't Vote	6%	(45)	94%	(727)	772
4-Region: Northeast	8%	(33)	92%	(369)	401
4-Region: Midwest	4%	(18)	96%	(456)	473
4-Region: South	8%	(68)	92%	(746)	814
4-Region: West	6%	(31)	94%	(480)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD3\_5NET: Do you currently own any of the following personal assistant devices? Please select all that apply. - Amazon Echo Show**

Demographic	Selected		Not Selected		Total N
Adults	4%	(93)	96%	(2107)	2200
Gender: Male	6%	(68)	94%	(991)	1059
Gender: Female	2%	(25)	98%	(1116)	1141
Age: 18-29	8%	(37)	92%	(434)	471
Age: 30-44	5%	(29)	95%	(535)	564
Age: 45-54	4%	(17)	96%	(439)	456
Age: 55-64	2%	(6)	98%	(306)	312
Age: 65+	1%	(4)	99%	(393)	398
PID: Dem (no lean)	5%	(37)	95%	(699)	736
PID: Ind (no lean)	3%	(24)	97%	(796)	821
PID: Rep (no lean)	5%	(32)	95%	(611)	643
PID/Gender: Dem Men	9%	(27)	91%	(285)	312
PID/Gender: Dem Women	2%	(10)	98%	(414)	424
PID/Gender: Ind Men	4%	(16)	96%	(390)	406
PID/Gender: Ind Women	2%	(8)	98%	(406)	415
PID/Gender: Rep Men	7%	(25)	93%	(316)	341
PID/Gender: Rep Women	2%	(7)	98%	(295)	302
Tea Party: Supporter	8%	(48)	92%	(544)	592
Tea Party: Not Supporter	3%	(43)	97%	(1548)	1592
Ideo: Liberal (1-3)	7%	(56)	93%	(696)	753
Ideo: Moderate (4)	2%	(10)	98%	(456)	466
Ideo: Conservative (5-7)	3%	(21)	97%	(656)	677
Educ: < College	4%	(69)	96%	(1496)	1566
Educ: Bachelors degree	3%	(11)	97%	(405)	416
Educ: Post-grad	6%	(13)	94%	(206)	219
Income: Under 50k	4%	(56)	96%	(1290)	1346
Income: 50k-100k	4%	(23)	96%	(595)	618
Income: 100k+	6%	(14)	94%	(222)	236
Ethnicity: White	3%	(55)	97%	(1694)	1750
Ethnicity: Hispanic	12%	(39)	88%	(290)	329
Ethnicity: Afr. Am.	8%	(23)	92%	(246)	268

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**Table BRD3\_5NET:** Do you currently own any of the following personal assistant devices? Please select all that apply. - Amazon Echo Show

Demographic	Selected		Not Selected		Total N
Adults	4%	(93)	96%	(2107)	2200
Ethnicity: Other	8%	(15)	92%	(167)	182
Relig: Protestant	3%	(14)	97%	(485)	499
Relig: Roman Catholic	6%	(27)	94%	(395)	421
Relig: Ath./Agn./None	4%	(22)	96%	(602)	624
Relig: Something Else	6%	(24)	94%	(356)	380
Relig: Jewish	6%	(3)	94%	(55)	59
Relig: Evangelical	5%	(30)	95%	(579)	609
Relig: Non-Evang. Catholics	3%	(17)	97%	(565)	582
Relig: All Christian	4%	(47)	96%	(1144)	1191
Relig: All Non-Christian	5%	(46)	95%	(958)	1004
Community: Urban	6%	(35)	94%	(556)	591
Community: Suburban	4%	(36)	96%	(951)	987
Community: Rural	4%	(23)	96%	(600)	622
Employ: Private Sector	5%	(34)	95%	(654)	688
Employ: Government	14%	(22)	86%	(137)	159
Employ: Self-Employed	6%	(11)	94%	(170)	181
Employ: Homemaker	2%	(3)	98%	(154)	157
Employ: Student	9%	(9)	91%	(88)	97
Employ: Retired	1%	(6)	99%	(421)	427
Employ: Unemployed	2%	(5)	98%	(242)	247
Employ: Other	2%	(4)	98%	(241)	245
Military HH: Yes	8%	(28)	92%	(333)	361
Military HH: No	4%	(65)	96%	(1774)	1839
RD/WT: Right Direction	8%	(59)	92%	(673)	732
RD/WT: Wrong Track	2%	(34)	98%	(1434)	1468
Strongly Approve	7%	(30)	93%	(412)	442
Somewhat Approve	3%	(13)	97%	(414)	428
Somewhat Disapprove	7%	(21)	93%	(292)	314
Strongly Disapprove	3%	(27)	97%	(843)	870
Dont Know / No Opinion	1%	(2)	99%	(144)	146

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**Table BRD3\_5NET: Do you currently own any of the following personal assistant devices? Please select all that apply. - Amazon Echo Show**

Demographic	Selected		Not Selected		Total N
Adults	4%	(93)	96%	(2107)	2200
#1 Issue: Economy	3%	(19)	97%	(599)	618
#1 Issue: Security	4%	(18)	96%	(386)	404
#1 Issue: Health Care	3%	(12)	97%	(429)	441
#1 Issue: Medicare / Social Security	4%	(10)	96%	(286)	296
#1 Issue: Women's Issues	8%	(9)	92%	(100)	109
#1 Issue: Education	10%	(13)	90%	(120)	133
#1 Issue: Energy	9%	(9)	91%	(83)	92
#1 Issue: Other	3%	(3)	97%	(104)	107
2016 Vote: Democrat Hillary Clinton	4%	(28)	96%	(658)	686
2016 Vote: Republican Donald Trump	4%	(27)	96%	(663)	690
2016 Vote: Someone else	4%	(7)	96%	(191)	198
2012 Vote: Barack Obama	4%	(32)	96%	(795)	827
2012 Vote: Mitt Romney	3%	(15)	97%	(502)	516
2012 Vote: Other	2%	(2)	98%	(81)	83
2012 Vote: Didn't Vote	6%	(43)	94%	(728)	772
4-Region: Northeast	3%	(12)	97%	(389)	401
4-Region: Midwest	2%	(11)	98%	(462)	473
4-Region: South	5%	(40)	95%	(774)	814
4-Region: West	6%	(29)	94%	(482)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD3\_6NET:** Do you currently own any of the following personal assistant devices? Please select all that apply. - Amazon Echo Dot

Demographic	Selected		Not Selected		Total N
Adults	6%	(142)	94%	(2058)	2200
Gender: Male	7%	(73)	93%	(986)	1059
Gender: Female	6%	(69)	94%	(1072)	1141
Age: 18-29	11%	(50)	89%	(421)	471
Age: 30-44	9%	(53)	91%	(511)	564
Age: 45-54	4%	(16)	96%	(439)	456
Age: 55-64	3%	(11)	97%	(301)	312
Age: 65+	3%	(12)	97%	(386)	398
PID: Dem (no lean)	7%	(55)	93%	(681)	736
PID: Ind (no lean)	4%	(35)	96%	(786)	821
PID: Rep (no lean)	8%	(52)	92%	(591)	643
PID/Gender: Dem Men	6%	(18)	94%	(294)	312
PID/Gender: Dem Women	9%	(37)	91%	(388)	424
PID/Gender: Ind Men	4%	(18)	96%	(388)	406
PID/Gender: Ind Women	4%	(17)	96%	(398)	415
PID/Gender: Rep Men	11%	(37)	89%	(305)	341
PID/Gender: Rep Women	5%	(15)	95%	(286)	302
Tea Party: Supporter	10%	(62)	90%	(530)	592
Tea Party: Not Supporter	5%	(79)	95%	(1512)	1592
Ideo: Liberal (1-3)	11%	(81)	89%	(671)	753
Ideo: Moderate (4)	5%	(23)	95%	(443)	466
Ideo: Conservative (5-7)	4%	(29)	96%	(647)	677
Educ: < College	6%	(87)	94%	(1479)	1566
Educ: Bachelors degree	8%	(34)	92%	(382)	416
Educ: Post-grad	10%	(21)	90%	(197)	219
Income: Under 50k	5%	(68)	95%	(1279)	1346
Income: 50k-100k	8%	(47)	92%	(570)	618
Income: 100k+	12%	(27)	88%	(209)	236
Ethnicity: White	6%	(106)	94%	(1644)	1750
Ethnicity: Hispanic	10%	(33)	90%	(297)	329
Ethnicity: Afr. Am.	9%	(24)	91%	(245)	268

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**Table BRD3\_6NET: Do you currently own any of the following personal assistant devices? Please select all that apply. - Amazon Echo Dot**

Demographic	Selected		Not Selected		Total N
Adults	6%	(142)	94%	(2058)	2200
Ethnicity: Other	7%	(13)	93%	(169)	182
Relig: Protestant	7%	(36)	93%	(463)	499
Relig: Roman Catholic	9%	(37)	91%	(384)	421
Relig: Ath./Agn./None	5%	(33)	95%	(591)	624
Relig: Something Else	5%	(19)	95%	(361)	380
Relig: Jewish	4%	(2)	96%	(56)	59
Relig: Evangelical	8%	(47)	92%	(562)	609
Relig: Non-Evang. Catholics	7%	(43)	93%	(539)	582
Relig: All Christian	8%	(90)	92%	(1101)	1191
Relig: All Non-Christian	5%	(52)	95%	(952)	1004
Community: Urban	8%	(46)	92%	(545)	591
Community: Suburban	6%	(58)	94%	(929)	987
Community: Rural	6%	(39)	94%	(584)	622
Employ: Private Sector	9%	(64)	91%	(624)	688
Employ: Government	13%	(21)	87%	(138)	159
Employ: Self-Employed	5%	(9)	95%	(172)	181
Employ: Homemaker	5%	(8)	95%	(149)	157
Employ: Student	7%	(7)	93%	(90)	97
Employ: Retired	3%	(15)	97%	(412)	427
Employ: Unemployed	3%	(7)	97%	(240)	247
Employ: Other	5%	(12)	95%	(233)	245
Military HH: Yes	10%	(35)	90%	(326)	361
Military HH: No	6%	(107)	94%	(1732)	1839
RD/WT: Right Direction	9%	(62)	91%	(670)	732
RD/WT: Wrong Track	5%	(80)	95%	(1388)	1468
Strongly Approve	8%	(36)	92%	(406)	442
Somewhat Approve	6%	(28)	94%	(400)	428
Somewhat Disapprove	5%	(16)	95%	(298)	314
Strongly Disapprove	6%	(55)	94%	(815)	870
Dont Know / No Opinion	5%	(8)	95%	(138)	146

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**Table BRD3\_6NET:** Do you currently own any of the following personal assistant devices? Please select all that apply. - Amazon Echo Dot

Demographic	Selected		Not Selected		Total N
Adults	6%	(142)	94%	(2058)	2200
#1 Issue: Economy	7%	(43)	93%	(575)	618
#1 Issue: Security	7%	(27)	93%	(377)	404
#1 Issue: Health Care	5%	(20)	95%	(421)	441
#1 Issue: Medicare / Social Security	4%	(11)	96%	(285)	296
#1 Issue: Women's Issues	10%	(11)	90%	(98)	109
#1 Issue: Education	11%	(14)	89%	(119)	133
#1 Issue: Energy	11%	(10)	89%	(82)	92
#1 Issue: Other	5%	(6)	95%	(101)	107
2016 Vote: Democrat Hillary Clinton	8%	(52)	92%	(634)	686
2016 Vote: Republican Donald Trump	7%	(51)	93%	(639)	690
2016 Vote: Someone else	6%	(11)	94%	(187)	198
2012 Vote: Barack Obama	6%	(50)	94%	(777)	827
2012 Vote: Mitt Romney	8%	(41)	92%	(475)	516
2012 Vote: Other	3%	(2)	97%	(81)	83
2012 Vote: Didn't Vote	6%	(48)	94%	(723)	772
4-Region: Northeast	7%	(29)	93%	(373)	401
4-Region: Midwest	4%	(21)	96%	(453)	473
4-Region: South	9%	(71)	91%	(744)	814
4-Region: West	4%	(22)	96%	(488)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD3\_7NET: Do you currently own any of the following personal assistant devices? Please select all that apply. - Google Home**

Demographic	Selected		Not Selected		Total N
Adults	9%	(196)	91%	(2004)	2200
Gender: Male	12%	(125)	88%	(934)	1059
Gender: Female	6%	(72)	94%	(1069)	1141
Age: 18-29	14%	(64)	86%	(407)	471
Age: 30-44	11%	(64)	89%	(500)	564
Age: 45-54	8%	(38)	92%	(417)	456
Age: 55-64	6%	(19)	94%	(293)	312
Age: 65+	3%	(11)	97%	(387)	398
PID: Dem (no lean)	9%	(64)	91%	(672)	736
PID: Ind (no lean)	9%	(72)	91%	(748)	821
PID: Rep (no lean)	9%	(60)	91%	(584)	643
PID/Gender: Dem Men	13%	(39)	87%	(272)	312
PID/Gender: Dem Women	6%	(25)	94%	(400)	424
PID/Gender: Ind Men	12%	(48)	88%	(358)	406
PID/Gender: Ind Women	6%	(25)	94%	(390)	415
PID/Gender: Rep Men	11%	(38)	89%	(304)	341
PID/Gender: Rep Women	7%	(22)	93%	(280)	302
Tea Party: Supporter	13%	(75)	87%	(517)	592
Tea Party: Not Supporter	7%	(117)	93%	(1474)	1592
Ideo: Liberal (1-3)	15%	(116)	85%	(636)	753
Ideo: Moderate (4)	7%	(35)	93%	(431)	466
Ideo: Conservative (5-7)	4%	(29)	96%	(647)	677
Educ: < College	9%	(145)	91%	(1421)	1566
Educ: Bachelors degree	7%	(30)	93%	(385)	416
Educ: Post-grad	10%	(21)	90%	(197)	219
Income: Under 50k	9%	(124)	91%	(1222)	1346
Income: 50k-100k	8%	(52)	92%	(565)	618
Income: 100k+	8%	(20)	92%	(216)	236
Ethnicity: White	7%	(127)	93%	(1622)	1750
Ethnicity: Hispanic	16%	(54)	84%	(275)	329
Ethnicity: Afr. Am.	16%	(42)	84%	(226)	268

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**Table BRD3\_7NET:** Do you currently own any of the following personal assistant devices? Please select all that apply. - Google Home

Demographic	Selected		Not Selected		Total N
Adults	9%	(196)	91%	(2004)	2200
Ethnicity: Other	15%	(27)	85%	(155)	182
Relig: Protestant	6%	(29)	94%	(470)	499
Relig: Roman Catholic	13%	(53)	87%	(368)	421
Relig: Ath./Agn./None	9%	(55)	91%	(570)	624
Relig: Something Else	9%	(35)	91%	(345)	380
Relig: Jewish	3%	(2)	97%	(57)	59
Relig: Evangelical	10%	(64)	90%	(546)	609
Relig: Non-Evang. Catholics	7%	(43)	93%	(539)	582
Relig: All Christian	9%	(107)	91%	(1084)	1191
Relig: All Non-Christian	9%	(90)	91%	(915)	1004
Community: Urban	11%	(67)	89%	(523)	591
Community: Suburban	7%	(68)	93%	(918)	987
Community: Rural	10%	(61)	90%	(562)	622
Employ: Private Sector	9%	(64)	91%	(624)	688
Employ: Government	15%	(23)	85%	(136)	159
Employ: Self-Employed	12%	(21)	88%	(160)	181
Employ: Homemaker	7%	(11)	93%	(145)	157
Employ: Student	15%	(14)	85%	(83)	97
Employ: Retired	2%	(10)	98%	(417)	427
Employ: Unemployed	8%	(21)	92%	(226)	247
Employ: Other	13%	(32)	87%	(213)	245
Military HH: Yes	11%	(41)	89%	(320)	361
Military HH: No	8%	(156)	92%	(1683)	1839
RD/WT: Right Direction	13%	(92)	87%	(640)	732
RD/WT: Wrong Track	7%	(104)	93%	(1364)	1468
Strongly Approve	11%	(48)	89%	(395)	442
Somewhat Approve	10%	(42)	90%	(386)	428
Somewhat Disapprove	7%	(23)	93%	(291)	314
Strongly Disapprove	8%	(70)	92%	(800)	870
Dont Know / No Opinion	9%	(14)	91%	(132)	146

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**Table BRD3\_7NET: Do you currently own any of the following personal assistant devices? Please select all that apply. - Google Home**

Demographic	Selected		Not Selected		Total N
Adults	9%	(196)	91%	(2004)	2200
#1 Issue: Economy	8%	(47)	92%	(570)	618
#1 Issue: Security	10%	(40)	90%	(364)	404
#1 Issue: Health Care	7%	(31)	93%	(410)	441
#1 Issue: Medicare / Social Security	6%	(18)	94%	(278)	296
#1 Issue: Women's Issues	14%	(15)	86%	(94)	109
#1 Issue: Education	17%	(22)	83%	(111)	133
#1 Issue: Energy	16%	(15)	84%	(78)	92
#1 Issue: Other	8%	(8)	92%	(99)	107
2016 Vote: Democrat Hillary Clinton	11%	(74)	89%	(612)	686
2016 Vote: Republican Donald Trump	8%	(58)	92%	(632)	690
2016 Vote: Someone else	5%	(10)	95%	(188)	198
2012 Vote: Barack Obama	10%	(79)	90%	(748)	827
2012 Vote: Mitt Romney	7%	(35)	93%	(481)	516
2012 Vote: Other	1%	(1)	99%	(82)	83
2012 Vote: Didn't Vote	10%	(80)	90%	(692)	772
4-Region: Northeast	8%	(33)	92%	(369)	401
4-Region: Midwest	9%	(42)	91%	(432)	473
4-Region: South	9%	(75)	91%	(739)	814
4-Region: West	9%	(47)	91%	(464)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD3\_8NET:** Do you currently own any of the following personal assistant devices? Please select all that apply. - None of the above

Demographic	Selected		Not Selected		Total N
Adults	80%	(1751)	20%	(449)	2200
Gender: Male	75%	(795)	25%	(264)	1059
Gender: Female	84%	(956)	16%	(185)	1141
Age: 18-29	72%	(337)	28%	(134)	471
Age: 30-44	75%	(422)	25%	(143)	564
Age: 45-54	81%	(371)	19%	(85)	456
Age: 55-64	86%	(267)	14%	(44)	312
Age: 65+	89%	(355)	11%	(43)	398
PID: Dem (no lean)	78%	(575)	22%	(161)	736
PID: Ind (no lean)	84%	(686)	16%	(135)	821
PID: Rep (no lean)	76%	(490)	24%	(153)	643
PID/Gender: Dem Men	73%	(228)	27%	(83)	312
PID/Gender: Dem Women	82%	(347)	18%	(78)	424
PID/Gender: Ind Men	82%	(331)	18%	(75)	406
PID/Gender: Ind Women	85%	(354)	15%	(60)	415
PID/Gender: Rep Men	69%	(235)	31%	(106)	341
PID/Gender: Rep Women	85%	(255)	15%	(47)	302
Tea Party: Supporter	70%	(411)	30%	(181)	592
Tea Party: Not Supporter	83%	(1329)	17%	(263)	1592
Ideo: Liberal (1-3)	67%	(503)	33%	(250)	753
Ideo: Moderate (4)	83%	(385)	17%	(80)	466
Ideo: Conservative (5-7)	87%	(586)	13%	(90)	677
Educ: < College	81%	(1265)	19%	(301)	1566
Educ: Bachelors degree	79%	(329)	21%	(87)	416
Educ: Post-grad	72%	(157)	28%	(61)	219
Income: Under 50k	81%	(1092)	19%	(254)	1346
Income: 50k-100k	80%	(494)	20%	(123)	618
Income: 100k+	70%	(164)	30%	(72)	236
Ethnicity: White	82%	(1436)	18%	(313)	1750
Ethnicity: Hispanic	59%	(195)	41%	(134)	329
Ethnicity: Afr. Am.	69%	(185)	31%	(83)	268

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**Table BRD3\_8NET:** Do you currently own any of the following personal assistant devices? Please select all that apply. - None of the above

Demographic	Selected		Not Selected		Total N
Adults	80%	(1751)	20%	(449)	2200
Ethnicity: Other	71%	(130)	29%	(52)	182
Relig: Protestant	81%	(406)	19%	(93)	499
Relig: Roman Catholic	72%	(305)	28%	(116)	421
Relig: Ath./Agn./None	82%	(514)	18%	(111)	624
Relig: Something Else	79%	(299)	21%	(81)	380
Relig: Jewish	84%	(49)	16%	(9)	59
Relig: Evangelical	78%	(475)	22%	(134)	609
Relig: Non-Evang. Catholics	79%	(458)	21%	(124)	582
Relig: All Christian	78%	(933)	22%	(258)	1191
Relig: All Non-Christian	81%	(813)	19%	(191)	1004
Community: Urban	77%	(455)	23%	(136)	591
Community: Suburban	82%	(808)	18%	(179)	987
Community: Rural	78%	(488)	22%	(135)	622
Employ: Private Sector	76%	(522)	24%	(166)	688
Employ: Government	62%	(98)	38%	(61)	159
Employ: Self-Employed	76%	(138)	24%	(43)	181
Employ: Homemaker	84%	(132)	16%	(25)	157
Employ: Student	71%	(68)	29%	(28)	97
Employ: Retired	90%	(385)	10%	(42)	427
Employ: Unemployed	86%	(213)	14%	(34)	247
Employ: Other	80%	(195)	20%	(50)	245
Military HH: Yes	73%	(262)	27%	(99)	361
Military HH: No	81%	(1489)	19%	(350)	1839
RD/WT: Right Direction	72%	(524)	28%	(208)	732
RD/WT: Wrong Track	84%	(1227)	16%	(241)	1468
Strongly Approve	78%	(344)	22%	(98)	442
Somewhat Approve	79%	(337)	21%	(90)	428
Somewhat Disapprove	80%	(250)	20%	(64)	314
Strongly Disapprove	80%	(697)	20%	(173)	870
Dont Know / No Opinion	84%	(123)	16%	(23)	146

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**Table BRD3\_8NET:** Do you currently own any of the following personal assistant devices? Please select all that apply. - None of the above

Demographic	Selected		Not Selected		Total N
Adults	80%	(1751)	20%	(449)	2200
#1 Issue: Economy	81%	(503)	19%	(115)	618
#1 Issue: Security	79%	(319)	21%	(84)	404
#1 Issue: Health Care	84%	(369)	16%	(72)	441
#1 Issue: Medicare / Social Security	86%	(254)	14%	(42)	296
#1 Issue: Women's Issues	69%	(75)	31%	(34)	109
#1 Issue: Education	63%	(83)	37%	(50)	133
#1 Issue: Energy	65%	(60)	35%	(32)	92
#1 Issue: Other	81%	(87)	19%	(20)	107
2016 Vote: Democrat Hillary Clinton	76%	(524)	24%	(162)	686
2016 Vote: Republican Donald Trump	80%	(549)	20%	(140)	690
2016 Vote: Someone else	82%	(162)	18%	(36)	198
2012 Vote: Barack Obama	79%	(656)	21%	(171)	827
2012 Vote: Mitt Romney	81%	(417)	19%	(99)	516
2012 Vote: Other	91%	(76)	9%	(7)	83
2012 Vote: Didn't Vote	78%	(601)	22%	(171)	772
4-Region: Northeast	79%	(318)	21%	(83)	401
4-Region: Midwest	84%	(400)	16%	(73)	473
4-Region: South	77%	(626)	23%	(188)	814
4-Region: West	80%	(407)	20%	(104)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_4NET:** What do you use your personal assistant device for? Please select all that apply. - Listening to music

Demographic	Selected		Not Selected		Total N
Adults	54%	(243)	46%	(206)	449
Gender: Male	50%	(132)	50%	(132)	264
Gender: Female	60%	(111)	40%	(74)	185
Age: 18-29	60%	(81)	40%	(53)	134
Age: 30-44	54%	(77)	46%	(65)	143
Age: 45-54	42%	(35)	58%	(50)	85
PID: Dem (no lean)	58%	(93)	42%	(68)	161
PID: Ind (no lean)	65%	(88)	35%	(47)	135
PID: Rep (no lean)	41%	(62)	59%	(91)	153
PID/Gender: Dem Men	55%	(46)	45%	(38)	83
PID/Gender: Dem Women	61%	(47)	39%	(30)	78
PID/Gender: Ind Men	61%	(45)	39%	(29)	75
PID/Gender: Ind Women	71%	(43)	29%	(18)	60
PID/Gender: Rep Men	39%	(41)	61%	(65)	106
Tea Party: Supporter	44%	(80)	56%	(100)	181
Tea Party: Not Supporter	60%	(158)	40%	(105)	263
Ideo: Liberal (1-3)	48%	(120)	52%	(130)	250
Ideo: Moderate (4)	65%	(52)	35%	(28)	80
Ideo: Conservative (5-7)	62%	(56)	38%	(34)	90
Educ: < College	51%	(154)	49%	(147)	301
Educ: Bachelors degree	63%	(55)	37%	(32)	87
Educ: Post-grad	56%	(34)	44%	(27)	61
Income: Under 50k	51%	(129)	49%	(125)	254
Income: 50k-100k	53%	(65)	47%	(58)	123
Income: 100k+	69%	(49)	31%	(23)	72
Ethnicity: White	53%	(166)	47%	(148)	313
Ethnicity: Hispanic	48%	(64)	52%	(70)	134
Ethnicity: Afr. Am.	55%	(46)	45%	(38)	83
Ethnicity: Other	61%	(32)	39%	(20)	52

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**Table BRD4\_4NET:** What do you use your personal assistant device for? Please select all that apply. - Listening to music

Demographic	Selected		Not Selected		Total N
Adults	54%	(243)	46%	(206)	449
Relig: Protestant	56%	(52)	44%	(41)	93
Relig: Roman Catholic	43%	(51)	57%	(66)	116
Relig: Ath./Agn./None	57%	(64)	43%	(47)	111
Relig: Something Else	59%	(48)	41%	(33)	81
Relig: Evangelical	52%	(69)	48%	(65)	134
Relig: Non-Evang. Catholics	51%	(63)	49%	(61)	124
Relig: All Christian	51%	(132)	49%	(126)	258
Relig: All Non-Christian	58%	(111)	42%	(80)	191
Community: Urban	53%	(71)	47%	(64)	136
Community: Suburban	61%	(109)	39%	(70)	179
Community: Rural	47%	(63)	53%	(71)	135
Employ: Private Sector	53%	(88)	47%	(78)	166
Employ: Government	54%	(33)	46%	(28)	61
Employ: Other	58%	(29)	42%	(21)	50
Military HH: Yes	49%	(48)	51%	(51)	99
Military HH: No	56%	(195)	44%	(155)	350
RD/WT: Right Direction	48%	(100)	52%	(109)	208
RD/WT: Wrong Track	60%	(144)	40%	(97)	241
Strongly Approve	48%	(47)	52%	(51)	98
Somewhat Approve	60%	(54)	40%	(37)	90
Somewhat Disapprove	42%	(27)	58%	(37)	64
Strongly Disapprove	57%	(99)	43%	(74)	173
#1 Issue: Economy	60%	(68)	40%	(46)	115
#1 Issue: Security	50%	(42)	50%	(42)	84
#1 Issue: Health Care	63%	(45)	37%	(27)	72
#1 Issue: Education	41%	(21)	59%	(29)	50
2016 Vote: Democrat Hillary Clinton	57%	(92)	43%	(70)	162
2016 Vote: Republican Donald Trump	50%	(70)	50%	(70)	140
2012 Vote: Barack Obama	62%	(105)	38%	(65)	171
2012 Vote: Mitt Romney	53%	(52)	47%	(47)	99
2012 Vote: Didn't Vote	47%	(80)	53%	(91)	171

Continued on next page

**Table BRD4\_4NET:** What do you use your personal assistant device for? Please select all that apply. - Listening to music

Demographic	Selected		Not Selected		Total N
Adults	54%	(243)	46%	(206)	449
4-Region: Northeast	58%	(48)	42%	(35)	83
4-Region: Midwest	53%	(39)	47%	(34)	73
4-Region: South	58%	(110)	42%	(79)	188
4-Region: West	44%	(46)	56%	(58)	104

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_5NET:** What do you use your personal assistant device for? Please select all that apply. - Checking the weather

Demographic	Selected		Not Selected		Total N
Adults	47%	(209)	53%	(240)	449
Gender: Male	44%	(117)	56%	(148)	264
Gender: Female	50%	(92)	50%	(92)	185
Age: 18-29	46%	(61)	54%	(73)	134
Age: 30-44	49%	(70)	51%	(73)	143
Age: 45-54	44%	(38)	56%	(47)	85
PID: Dem (no lean)	52%	(84)	48%	(77)	161
PID: Ind (no lean)	45%	(60)	55%	(75)	135
PID: Rep (no lean)	42%	(64)	58%	(89)	153
PID/Gender: Dem Men	46%	(39)	54%	(45)	83
PID/Gender: Dem Women	59%	(46)	41%	(32)	78
PID/Gender: Ind Men	49%	(37)	51%	(38)	75
PID/Gender: Ind Women	39%	(24)	61%	(37)	60
PID/Gender: Rep Men	39%	(41)	61%	(65)	106
Tea Party: Supporter	41%	(75)	59%	(106)	181
Tea Party: Not Supporter	51%	(134)	49%	(129)	263
Ideo: Liberal (1-3)	45%	(112)	55%	(138)	250
Ideo: Moderate (4)	52%	(42)	48%	(38)	80
Ideo: Conservative (5-7)	53%	(48)	47%	(43)	90
Educ: < College	43%	(130)	57%	(171)	301
Educ: Bachelors degree	53%	(46)	47%	(41)	87
Educ: Post-grad	54%	(33)	46%	(28)	61
Income: Under 50k	44%	(111)	56%	(142)	254
Income: 50k-100k	44%	(54)	56%	(70)	123
Income: 100k+	61%	(44)	39%	(28)	72
Ethnicity: White	47%	(148)	53%	(165)	313
Ethnicity: Hispanic	37%	(50)	63%	(84)	134
Ethnicity: Afr. Am.	40%	(33)	60%	(50)	83
Ethnicity: Other	52%	(27)	48%	(25)	52

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**Table BRD4\_5NET: What do you use your personal assistant device for? Please select all that apply. - Checking the weather**

Demographic	Selected		Not Selected		Total N
Adults	47%	(209)	53%	(240)	449
Relig: Protestant	44%	(41)	56%	(52)	93
Relig: Roman Catholic	46%	(53)	54%	(63)	116
Relig: Ath./Agn./None	48%	(53)	52%	(58)	111
Relig: Something Else	44%	(35)	56%	(45)	81
Relig: Evangelical	42%	(56)	58%	(78)	134
Relig: Non-Evang. Catholics	52%	(65)	48%	(59)	124
Relig: All Christian	47%	(121)	53%	(137)	258
Relig: All Non-Christian	46%	(88)	54%	(103)	191
Community: Urban	48%	(65)	52%	(71)	136
Community: Suburban	49%	(87)	51%	(92)	179
Community: Rural	42%	(57)	58%	(77)	135
Employ: Private Sector	47%	(77)	53%	(89)	166
Employ: Government	38%	(23)	62%	(38)	61
Employ: Other	55%	(27)	45%	(22)	50
Military HH: Yes	42%	(42)	58%	(57)	99
Military HH: No	48%	(167)	52%	(183)	350
RD/WT: Right Direction	42%	(87)	58%	(121)	208
RD/WT: Wrong Track	50%	(121)	50%	(119)	241
Strongly Approve	53%	(52)	47%	(46)	98
Somewhat Approve	47%	(42)	53%	(48)	90
Somewhat Disapprove	35%	(22)	65%	(42)	64
Strongly Disapprove	48%	(82)	52%	(91)	173
#1 Issue: Economy	47%	(54)	53%	(61)	115
#1 Issue: Security	49%	(41)	51%	(43)	84
#1 Issue: Health Care	60%	(43)	40%	(28)	72
#1 Issue: Education	38%	(19)	62%	(31)	50
2016 Vote: Democrat Hillary Clinton	47%	(76)	53%	(86)	162
2016 Vote: Republican Donald Trump	47%	(67)	53%	(74)	140
2012 Vote: Barack Obama	49%	(84)	51%	(86)	171
2012 Vote: Mitt Romney	51%	(50)	49%	(49)	99
2012 Vote: Didn't Vote	41%	(70)	59%	(101)	171

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**Table BRD4\_5NET:** What do you use your personal assistant device for? Please select all that apply. - Checking the weather

Demographic	Selected		Not Selected		Total N
Adults	47%	(209)	53%	(240)	449
4-Region: Northeast	54%	(45)	46%	(38)	83
4-Region: Midwest	50%	(37)	50%	(37)	73
4-Region: South	49%	(92)	51%	(96)	188
4-Region: West	33%	(35)	67%	(69)	104

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_6NET: What do you use your personal assistant device for? Please select all that apply. - Ordering products / shopping from the internet**

Demographic	Selected		Not Selected		Total N
Adults	33%	(146)	67%	(303)	449
Gender: Male	29%	(78)	71%	(187)	264
Gender: Female	37%	(68)	63%	(116)	185
Age: 18-29	37%	(49)	63%	(84)	134
Age: 30-44	31%	(44)	69%	(99)	143
Age: 45-54	26%	(22)	74%	(63)	85
PID: Dem (no lean)	32%	(52)	68%	(109)	161
PID: Ind (no lean)	33%	(44)	67%	(91)	135
PID: Rep (no lean)	33%	(50)	67%	(103)	153
PID/Gender: Dem Men	35%	(29)	65%	(54)	83
PID/Gender: Dem Women	29%	(23)	71%	(55)	78
PID/Gender: Ind Men	30%	(22)	70%	(53)	75
PID/Gender: Ind Women	37%	(22)	63%	(38)	60
PID/Gender: Rep Men	25%	(26)	75%	(80)	106
Tea Party: Supporter	36%	(65)	64%	(115)	181
Tea Party: Not Supporter	31%	(81)	69%	(182)	263
Ideo: Liberal (1-3)	35%	(87)	65%	(163)	250
Ideo: Moderate (4)	24%	(19)	76%	(61)	80
Ideo: Conservative (5-7)	35%	(32)	65%	(59)	90
Educ: < College	34%	(103)	66%	(198)	301
Educ: Bachelors degree	23%	(20)	77%	(67)	87
Educ: Post-grad	38%	(23)	62%	(38)	61
Income: Under 50k	32%	(82)	68%	(172)	254
Income: 50k-100k	29%	(36)	71%	(87)	123
Income: 100k+	40%	(29)	60%	(43)	72
Ethnicity: White	30%	(94)	70%	(219)	313
Ethnicity: Hispanic	39%	(53)	61%	(82)	134
Ethnicity: Afr. Am.	30%	(25)	70%	(58)	83
Ethnicity: Other	51%	(27)	49%	(25)	52

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**Table BRD4\_6NET:** What do you use your personal assistant device for? Please select all that apply. - Ordering products / shopping from the internet

Demographic	Selected		Not Selected		Total N
Adults	33%	(146)	67%	(303)	449
Relig: Protestant	22%	(20)	78%	(73)	93
Relig: Roman Catholic	43%	(49)	57%	(67)	116
Relig: Ath./Agn./None	29%	(32)	71%	(79)	111
Relig: Something Else	34%	(27)	66%	(53)	81
Relig: Evangelical	34%	(45)	66%	(89)	134
Relig: Non-Evang. Catholics	34%	(42)	66%	(82)	124
Relig: All Christian	34%	(87)	66%	(171)	258
Relig: All Non-Christian	31%	(59)	69%	(132)	191
Community: Urban	34%	(47)	66%	(89)	136
Community: Suburban	29%	(53)	71%	(126)	179
Community: Rural	35%	(47)	65%	(88)	135
Employ: Private Sector	31%	(51)	69%	(115)	166
Employ: Government	37%	(23)	63%	(38)	61
Employ: Other	37%	(18)	63%	(31)	50
Military HH: Yes	31%	(31)	69%	(68)	99
Military HH: No	33%	(115)	67%	(235)	350
RD/WT: Right Direction	30%	(63)	70%	(145)	208
RD/WT: Wrong Track	34%	(83)	66%	(158)	241
Strongly Approve	36%	(35)	64%	(63)	98
Somewhat Approve	34%	(31)	66%	(60)	90
Somewhat Disapprove	29%	(18)	71%	(45)	64
Strongly Disapprove	31%	(54)	69%	(119)	173
#1 Issue: Economy	36%	(42)	64%	(73)	115
#1 Issue: Security	31%	(27)	69%	(58)	84
#1 Issue: Health Care	32%	(23)	68%	(49)	72
#1 Issue: Education	27%	(13)	73%	(36)	50
2016 Vote: Democrat Hillary Clinton	37%	(60)	63%	(103)	162
2016 Vote: Republican Donald Trump	30%	(42)	70%	(98)	140
2012 Vote: Barack Obama	33%	(56)	67%	(115)	171
2012 Vote: Mitt Romney	40%	(40)	60%	(59)	99
2012 Vote: Didn't Vote	29%	(50)	71%	(121)	171

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**Table BRD4\_6NET:** *What do you use your personal assistant device for? Please select all that apply. - Ordering products / shopping from the internet*

<b>Demographic</b>	<b>Selected</b>		<b>Not Selected</b>		<b>Total N</b>
Adults	33%	(146)	67%	(303)	449
4-Region: Northeast	26%	(22)	74%	(62)	83
4-Region: Midwest	35%	(26)	65%	(48)	73
4-Region: South	31%	(59)	69%	(129)	188
4-Region: West	38%	(40)	62%	(64)	104

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_7NET:** *What do you use your personal assistant device for? Please select all that apply. - Making notes*

Demographic	Selected		Not Selected		Total N
Adults	29%	(129)	71%	(320)	449
Gender: Male	25%	(67)	75%	(197)	264
Gender: Female	34%	(62)	66%	(123)	185
Age: 18-29	31%	(42)	69%	(92)	134
Age: 30-44	34%	(49)	66%	(94)	143
Age: 45-54	15%	(13)	85%	(72)	85
PID: Dem (no lean)	34%	(55)	66%	(106)	161
PID: Ind (no lean)	26%	(35)	74%	(100)	135
PID: Rep (no lean)	26%	(39)	74%	(114)	153
PID/Gender: Dem Men	31%	(26)	69%	(58)	83
PID/Gender: Dem Women	38%	(29)	62%	(48)	78
PID/Gender: Ind Men	21%	(16)	79%	(59)	75
PID/Gender: Ind Women	31%	(19)	69%	(42)	60
PID/Gender: Rep Men	24%	(25)	76%	(81)	106
Tea Party: Supporter	35%	(63)	65%	(118)	181
Tea Party: Not Supporter	25%	(66)	75%	(196)	263
Ideo: Liberal (1-3)	30%	(74)	70%	(176)	250
Ideo: Moderate (4)	35%	(28)	65%	(53)	80
Ideo: Conservative (5-7)	24%	(22)	76%	(68)	90
Educ: < College	25%	(76)	75%	(225)	301
Educ: Bachelors degree	35%	(30)	65%	(56)	87
Educ: Post-grad	37%	(23)	63%	(39)	61
Income: Under 50k	26%	(67)	74%	(187)	254
Income: 50k-100k	31%	(38)	69%	(85)	123
Income: 100k+	33%	(24)	67%	(48)	72
Ethnicity: White	28%	(86)	72%	(227)	313
Ethnicity: Hispanic	24%	(32)	76%	(102)	134
Ethnicity: Afr. Am.	36%	(30)	64%	(53)	83
Ethnicity: Other	24%	(13)	76%	(39)	52

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**Table BRD4\_7NET: What do you use your personal assistant device for? Please select all that apply. - Making notes**

Demographic	Selected		Not Selected		Total N
Adults	29%	(129)	71%	(320)	449
Relig: Protestant	21%	(20)	79%	(73)	93
Relig: Roman Catholic	26%	(31)	74%	(86)	116
Relig: Ath./Agn./None	34%	(38)	66%	(72)	111
Relig: Something Else	32%	(25)	68%	(55)	81
Relig: Evangelical	27%	(36)	73%	(98)	134
Relig: Non-Evang. Catholics	24%	(29)	76%	(95)	124
Relig: All Christian	25%	(66)	75%	(192)	258
Relig: All Non-Christian	33%	(64)	67%	(128)	191
Community: Urban	26%	(35)	74%	(100)	136
Community: Suburban	31%	(55)	69%	(123)	179
Community: Rural	28%	(38)	72%	(96)	135
Employ: Private Sector	29%	(48)	71%	(118)	166
Employ: Government	27%	(16)	73%	(45)	61
Employ: Other	21%	(10)	79%	(39)	50
Military HH: Yes	26%	(26)	74%	(73)	99
Military HH: No	30%	(103)	70%	(247)	350
RD/WT: Right Direction	26%	(55)	74%	(154)	208
RD/WT: Wrong Track	31%	(74)	69%	(166)	241
Strongly Approve	26%	(26)	74%	(72)	98
Somewhat Approve	30%	(27)	70%	(63)	90
Somewhat Disapprove	22%	(14)	78%	(50)	64
Strongly Disapprove	31%	(54)	69%	(120)	173
#1 Issue: Economy	32%	(36)	68%	(78)	115
#1 Issue: Security	25%	(21)	75%	(64)	84
#1 Issue: Health Care	27%	(20)	73%	(52)	72
#1 Issue: Education	36%	(18)	64%	(32)	50
2016 Vote: Democrat Hillary Clinton	34%	(55)	66%	(108)	162
2016 Vote: Republican Donald Trump	29%	(41)	71%	(100)	140
2012 Vote: Barack Obama	37%	(63)	63%	(108)	171
2012 Vote: Mitt Romney	22%	(22)	78%	(77)	99
2012 Vote: Didn't Vote	26%	(44)	74%	(127)	171

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**Table BRD4\_7NET:** *What do you use your personal assistant device for? Please select all that apply. - Making notes*

<b>Demographic</b>	<b>Selected</b>		<b>Not Selected</b>		<b>Total N</b>
Adults	29%	(129)	71%	(320)	449
4-Region: Northeast	28%	(23)	72%	(60)	83
4-Region: Midwest	33%	(24)	67%	(49)	73
4-Region: South	29%	(55)	71%	(133)	188
4-Region: West	26%	(27)	74%	(77)	104

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_8NET:** What do you use your personal assistant device for? Please select all that apply. - Making phone calls

Demographic	Selected		Not Selected		Total N
Adults	31%	(141)	69%	(308)	449
Gender: Male	31%	(81)	69%	(183)	264
Gender: Female	32%	(60)	68%	(125)	185
Age: 18-29	39%	(53)	61%	(81)	134
Age: 30-44	34%	(49)	66%	(94)	143
Age: 45-54	18%	(15)	82%	(70)	85
PID: Dem (no lean)	35%	(56)	65%	(105)	161
PID: Ind (no lean)	34%	(46)	66%	(89)	135
PID: Rep (no lean)	26%	(39)	74%	(114)	153
PID/Gender: Dem Men	38%	(31)	62%	(52)	83
PID/Gender: Dem Women	31%	(24)	69%	(53)	78
PID/Gender: Ind Men	31%	(23)	69%	(51)	75
PID/Gender: Ind Women	38%	(23)	62%	(38)	60
PID/Gender: Rep Men	25%	(26)	75%	(80)	106
Tea Party: Supporter	31%	(56)	69%	(125)	181
Tea Party: Not Supporter	32%	(83)	68%	(180)	263
Ideo: Liberal (1-3)	33%	(83)	67%	(167)	250
Ideo: Moderate (4)	23%	(19)	77%	(62)	80
Ideo: Conservative (5-7)	33%	(30)	67%	(60)	90
Educ: < College	30%	(90)	70%	(211)	301
Educ: Bachelors degree	32%	(28)	68%	(59)	87
Educ: Post-grad	37%	(23)	63%	(38)	61
Income: Under 50k	30%	(75)	70%	(179)	254
Income: 50k-100k	33%	(41)	67%	(82)	123
Income: 100k+	35%	(25)	65%	(47)	72
Ethnicity: White	26%	(81)	74%	(232)	313
Ethnicity: Hispanic	34%	(46)	66%	(89)	134
Ethnicity: Afr. Am.	39%	(32)	61%	(51)	83
Ethnicity: Other	53%	(28)	47%	(24)	52

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**Table BRD4\_8NET: What do you use your personal assistant device for? Please select all that apply. - Making phone calls**

Demographic	Selected		Not Selected		Total N
Adults	31%	(141)	69%	(308)	449
Relig: Protestant	16%	(15)	84%	(78)	93
Relig: Roman Catholic	34%	(40)	66%	(77)	116
Relig: Ath./Agn./None	35%	(39)	65%	(71)	111
Relig: Something Else	42%	(34)	58%	(47)	81
Relig: Evangelical	29%	(39)	71%	(95)	134
Relig: Non-Evang. Catholics	24%	(29)	76%	(95)	124
Relig: All Christian	26%	(68)	74%	(190)	258
Relig: All Non-Christian	38%	(73)	62%	(118)	191
Community: Urban	41%	(56)	59%	(80)	136
Community: Suburban	29%	(52)	71%	(127)	179
Community: Rural	25%	(34)	75%	(101)	135
Employ: Private Sector	33%	(55)	67%	(111)	166
Employ: Government	33%	(20)	67%	(41)	61
Employ: Other	25%	(12)	75%	(37)	50
Military HH: Yes	29%	(29)	71%	(70)	99
Military HH: No	32%	(112)	68%	(238)	350
RD/WT: Right Direction	31%	(65)	69%	(143)	208
RD/WT: Wrong Track	31%	(76)	69%	(165)	241
Strongly Approve	39%	(38)	61%	(60)	98
Somewhat Approve	29%	(26)	71%	(65)	90
Somewhat Disapprove	26%	(17)	74%	(47)	64
Strongly Disapprove	30%	(53)	70%	(121)	173
#1 Issue: Economy	32%	(37)	68%	(78)	115
#1 Issue: Security	26%	(22)	74%	(62)	84
#1 Issue: Health Care	25%	(18)	75%	(54)	72
#1 Issue: Education	33%	(16)	67%	(33)	50
2016 Vote: Democrat Hillary Clinton	37%	(60)	63%	(103)	162
2016 Vote: Republican Donald Trump	28%	(39)	72%	(102)	140
2012 Vote: Barack Obama	37%	(63)	63%	(108)	171
2012 Vote: Mitt Romney	27%	(27)	73%	(72)	99
2012 Vote: Didn't Vote	29%	(49)	71%	(122)	171

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**Table BRD4\_8NET:** What do you use your personal assistant device for? Please select all that apply. - Making phone calls

Demographic	Selected		Not Selected		Total N
Adults	31%	(141)	69%	(308)	449
4-Region: Northeast	22%	(18)	78%	(65)	83
4-Region: Midwest	34%	(25)	66%	(48)	73
4-Region: South	30%	(57)	70%	(132)	188
4-Region: West	39%	(41)	61%	(63)	104

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_9NET:** *What do you use your personal assistant device for? Please select all that apply. - Asking questions (e.g. translating, etc.)*

Demographic	Selected		Not Selected		Total N
Adults	42%	(188)	58%	(261)	449
Gender: Male	37%	(97)	63%	(167)	264
Gender: Female	49%	(91)	51%	(94)	185
Age: 18-29	49%	(66)	51%	(68)	134
Age: 30-44	41%	(59)	59%	(84)	143
Age: 45-54	28%	(23)	72%	(62)	85
PID: Dem (no lean)	45%	(73)	55%	(89)	161
PID: Ind (no lean)	43%	(58)	57%	(77)	135
PID: Rep (no lean)	38%	(57)	62%	(95)	153
PID/Gender: Dem Men	37%	(31)	63%	(52)	83
PID/Gender: Dem Women	54%	(42)	46%	(36)	78
PID/Gender: Ind Men	40%	(30)	60%	(44)	75
PID/Gender: Ind Women	46%	(28)	54%	(33)	60
PID/Gender: Rep Men	34%	(36)	66%	(70)	106
Tea Party: Supporter	40%	(72)	60%	(109)	181
Tea Party: Not Supporter	43%	(114)	57%	(149)	263
Ideo: Liberal (1-3)	40%	(101)	60%	(149)	250
Ideo: Moderate (4)	44%	(36)	56%	(45)	80
Ideo: Conservative (5-7)	51%	(46)	49%	(44)	90
Educ: < College	40%	(119)	60%	(182)	301
Educ: Bachelors degree	50%	(43)	50%	(44)	87
Educ: Post-grad	41%	(25)	59%	(36)	61
Income: Under 50k	36%	(92)	64%	(162)	254
Income: 50k-100k	46%	(56)	54%	(67)	123
Income: 100k+	56%	(40)	44%	(32)	72
Ethnicity: White	45%	(141)	55%	(172)	313
Ethnicity: Hispanic	41%	(55)	59%	(79)	134
Ethnicity: Afr. Am.	32%	(26)	68%	(57)	83
Ethnicity: Other	39%	(20)	61%	(32)	52

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**Table BRD4\_9NET: What do you use your personal assistant device for? Please select all that apply. - Asking questions (e.g. translating, etc.)**

Demographic	Selected		Not Selected		Total N
Adults	42%	(188)	58%	(261)	449
Relig: Protestant	44%	(40)	56%	(52)	93
Relig: Roman Catholic	41%	(47)	59%	(69)	116
Relig: Ath./Agn./None	40%	(44)	60%	(66)	111
Relig: Something Else	44%	(36)	56%	(45)	81
Relig: Evangelical	34%	(45)	66%	(88)	134
Relig: Non-Evang. Catholics	50%	(62)	50%	(62)	124
Relig: All Christian	42%	(108)	58%	(150)	258
Relig: All Non-Christian	42%	(80)	58%	(111)	191
Community: Urban	43%	(58)	57%	(78)	136
Community: Suburban	46%	(83)	54%	(96)	179
Community: Rural	35%	(47)	65%	(88)	135
Employ: Private Sector	40%	(66)	60%	(100)	166
Employ: Government	39%	(23)	61%	(37)	61
Employ: Other	47%	(24)	53%	(26)	50
Military HH: Yes	38%	(38)	62%	(61)	99
Military HH: No	43%	(150)	57%	(200)	350
RD/WT: Right Direction	36%	(76)	64%	(133)	208
RD/WT: Wrong Track	47%	(112)	53%	(128)	241
Strongly Approve	33%	(33)	67%	(65)	98
Somewhat Approve	44%	(40)	56%	(50)	90
Somewhat Disapprove	35%	(22)	65%	(41)	64
Strongly Disapprove	47%	(82)	53%	(92)	173
#1 Issue: Economy	52%	(59)	48%	(55)	115
#1 Issue: Security	31%	(26)	69%	(58)	84
#1 Issue: Health Care	52%	(37)	48%	(34)	72
#1 Issue: Education	40%	(20)	60%	(30)	50
2016 Vote: Democrat Hillary Clinton	47%	(77)	53%	(86)	162
2016 Vote: Republican Donald Trump	38%	(53)	62%	(87)	140
2012 Vote: Barack Obama	43%	(73)	57%	(97)	171
2012 Vote: Mitt Romney	46%	(46)	54%	(53)	99
2012 Vote: Didn't Vote	39%	(66)	61%	(105)	171

Continued on next page

**Table BRD4\_9NET:** What do you use your personal assistant device for? Please select all that apply. - Asking questions (e.g. translating, etc.)

Demographic	Selected		Not Selected		Total N
Adults	42%	(188)	58%	(261)	449
4-Region: Northeast	42%	(35)	58%	(48)	83
4-Region: Midwest	39%	(29)	61%	(45)	73
4-Region: South	40%	(75)	60%	(113)	188
4-Region: West	47%	(49)	53%	(55)	104

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_10NET: What do you use your personal assistant device for? Please select all that apply. - Control household appliances**

Demographic	Selected		Not Selected		Total N
Adults	19%	(84)	81%	(365)	449
Gender: Male	21%	(55)	79%	(209)	264
Gender: Female	16%	(29)	84%	(156)	185
Age: 18-29	20%	(27)	80%	(107)	134
Age: 30-44	21%	(31)	79%	(112)	143
Age: 45-54	14%	(12)	86%	(73)	85
PID: Dem (no lean)	18%	(28)	82%	(133)	161
PID: Ind (no lean)	23%	(32)	77%	(103)	135
PID: Rep (no lean)	16%	(24)	84%	(129)	153
PID/Gender: Dem Men	22%	(18)	78%	(65)	83
PID/Gender: Dem Women	13%	(10)	87%	(68)	78
PID/Gender: Ind Men	27%	(20)	73%	(55)	75
PID/Gender: Ind Women	19%	(12)	81%	(49)	60
PID/Gender: Rep Men	16%	(17)	84%	(89)	106
Tea Party: Supporter	18%	(32)	82%	(149)	181
Tea Party: Not Supporter	19%	(49)	81%	(214)	263
Ideo: Liberal (1-3)	19%	(47)	81%	(203)	250
Ideo: Moderate (4)	9%	(7)	91%	(73)	80
Ideo: Conservative (5-7)	24%	(22)	76%	(68)	90
Educ: < College	16%	(48)	84%	(253)	301
Educ: Bachelors degree	22%	(19)	78%	(68)	87
Educ: Post-grad	29%	(18)	71%	(43)	61
Income: Under 50k	17%	(42)	83%	(212)	254
Income: 50k-100k	25%	(31)	75%	(92)	123
Income: 100k+	16%	(11)	84%	(61)	72
Ethnicity: White	18%	(56)	82%	(257)	313
Ethnicity: Hispanic	18%	(24)	82%	(110)	134
Ethnicity: Afr. Am.	18%	(15)	82%	(68)	83
Ethnicity: Other	25%	(13)	75%	(39)	52

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**Table BRD4\_10NET: What do you use your personal assistant device for? Please select all that apply. - Control household appliances**

Demographic	Selected		Not Selected		Total N
Adults	19%	(84)	81%	(365)	449
Relig: Protestant	16%	(14)	84%	(78)	93
Relig: Roman Catholic	24%	(28)	76%	(89)	116
Relig: Ath./Agn./None	13%	(15)	87%	(96)	111
Relig: Something Else	24%	(19)	76%	(62)	81
Relig: Evangelical	22%	(30)	78%	(104)	134
Relig: Non-Evang. Catholics	17%	(21)	83%	(103)	124
Relig: All Christian	20%	(50)	80%	(207)	258
Relig: All Non-Christian	18%	(34)	82%	(157)	191
Community: Urban	22%	(30)	78%	(106)	136
Community: Suburban	19%	(35)	81%	(144)	179
Community: Rural	15%	(20)	85%	(115)	135
Employ: Private Sector	22%	(37)	78%	(129)	166
Employ: Government	24%	(15)	76%	(46)	61
Employ: Other	18%	(9)	82%	(41)	50
Military HH: Yes	18%	(17)	82%	(82)	99
Military HH: No	19%	(67)	81%	(283)	350
RD/WT: Right Direction	19%	(41)	81%	(168)	208
RD/WT: Wrong Track	18%	(44)	82%	(197)	241
Strongly Approve	21%	(21)	79%	(77)	98
Somewhat Approve	17%	(15)	83%	(75)	90
Somewhat Disapprove	21%	(13)	79%	(51)	64
Strongly Disapprove	18%	(31)	82%	(143)	173
#1 Issue: Economy	21%	(24)	79%	(90)	115
#1 Issue: Security	19%	(16)	81%	(68)	84
#1 Issue: Health Care	23%	(17)	77%	(55)	72
#1 Issue: Education	16%	(8)	84%	(42)	50
2016 Vote: Democrat Hillary Clinton	16%	(25)	84%	(137)	162
2016 Vote: Republican Donald Trump	18%	(25)	82%	(116)	140
2012 Vote: Barack Obama	15%	(26)	85%	(144)	171
2012 Vote: Mitt Romney	23%	(23)	77%	(76)	99
2012 Vote: Didn't Vote	20%	(33)	80%	(138)	171

Continued on next page

**Table BRD4\_10NET:** *What do you use your personal assistant device for? Please select all that apply. - Control household appliances*

<b>Demographic</b>	<b>Selected</b>		<b>Not Selected</b>		<b>Total N</b>
Adults	19%	(84)	81%	(365)	449
4-Region: Northeast	18%	(15)	82%	(68)	83
4-Region: Midwest	17%	(13)	83%	(61)	73
4-Region: South	22%	(41)	78%	(147)	188
4-Region: West	15%	(15)	85%	(89)	104

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD4\_11NET: What do you use your personal assistant device for? Please select all that apply. - Other (please specify)**

Demographic	Selected		Not Selected		Total N
Adults	9%	(41)	91%	(408)	449
Gender: Male	9%	(23)	91%	(242)	264
Gender: Female	10%	(18)	90%	(167)	185
Age: 18-29	11%	(15)	89%	(119)	134
Age: 30-44	10%	(14)	90%	(128)	143
Age: 45-54	7%	(6)	93%	(79)	85
PID: Dem (no lean)	5%	(9)	95%	(153)	161
PID: Ind (no lean)	17%	(23)	83%	(112)	135
PID: Rep (no lean)	6%	(9)	94%	(144)	153
PID/Gender: Dem Men	8%	(7)	92%	(77)	83
PID/Gender: Dem Women	2%	(2)	98%	(76)	78
PID/Gender: Ind Men	18%	(13)	82%	(61)	75
PID/Gender: Ind Women	17%	(10)	83%	(50)	60
PID/Gender: Rep Men	2%	(2)	98%	(104)	106
Tea Party: Supporter	5%	(10)	95%	(171)	181
Tea Party: Not Supporter	12%	(31)	88%	(232)	263
Ideo: Liberal (1-3)	9%	(23)	91%	(227)	250
Ideo: Moderate (4)	7%	(5)	93%	(75)	80
Ideo: Conservative (5-7)	6%	(5)	94%	(85)	90
Educ: < College	11%	(33)	89%	(268)	301
Educ: Bachelors degree	5%	(4)	95%	(83)	87
Educ: Post-grad	6%	(4)	94%	(57)	61
Income: Under 50k	13%	(33)	87%	(221)	254
Income: 50k-100k	4%	(5)	96%	(118)	123
Income: 100k+	4%	(3)	96%	(69)	72
Ethnicity: White	9%	(28)	91%	(285)	313
Ethnicity: Hispanic	5%	(7)	95%	(127)	134
Ethnicity: Afr. Am.	6%	(5)	94%	(78)	83
Ethnicity: Other	14%	(7)	86%	(45)	52

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**Table BRD4\_11NET: What do you use your personal assistant device for? Please select all that apply. - Other (please specify)**

Demographic	Selected		Not Selected		Total N
Adults	9%	(41)	91%	(408)	449
Relig: Protestant	5%	(5)	95%	(88)	93
Relig: Roman Catholic	5%	(6)	95%	(110)	116
Relig: Ath./Agn./None	9%	(10)	91%	(101)	111
Relig: Something Else	14%	(12)	86%	(69)	81
Relig: Evangelical	11%	(15)	89%	(119)	134
Relig: Non-Evang. Catholics	4%	(4)	96%	(120)	124
Relig: All Christian	7%	(19)	93%	(238)	258
Relig: All Non-Christian	11%	(22)	89%	(170)	191
Community: Urban	4%	(6)	96%	(130)	136
Community: Suburban	8%	(14)	92%	(165)	179
Community: Rural	16%	(21)	84%	(113)	135
Employ: Private Sector	7%	(12)	93%	(154)	166
Employ: Government	5%	(3)	95%	(58)	61
Employ: Other	18%	(9)	82%	(41)	50
Military HH: Yes	8%	(7)	92%	(92)	99
Military HH: No	10%	(33)	90%	(317)	350
RD/WT: Right Direction	8%	(16)	92%	(192)	208
RD/WT: Wrong Track	10%	(25)	90%	(216)	241
Strongly Approve	5%	(5)	95%	(94)	98
Somewhat Approve	10%	(9)	90%	(82)	90
Somewhat Disapprove	19%	(12)	81%	(52)	64
Strongly Disapprove	6%	(11)	94%	(162)	173
#1 Issue: Economy	7%	(8)	93%	(107)	115
#1 Issue: Security	10%	(9)	90%	(76)	84
#1 Issue: Health Care	5%	(4)	95%	(68)	72
#1 Issue: Education	8%	(4)	92%	(46)	50
2016 Vote: Democrat Hillary Clinton	5%	(8)	95%	(154)	162
2016 Vote: Republican Donald Trump	4%	(6)	96%	(135)	140
2012 Vote: Barack Obama	6%	(9)	94%	(161)	171
2012 Vote: Mitt Romney	9%	(9)	91%	(90)	99
2012 Vote: Didn't Vote	13%	(22)	87%	(149)	171

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**Table BRD4\_11NET:** *What do you use your personal assistant device for? Please select all that apply. - Other (please specify)*

<b>Demographic</b>	<b>Selected</b>		<b>Not Selected</b>		<b>Total N</b>
Adults	9%	(41)	91%	(408)	449
4-Region: Northeast	7%	(6)	93%	(78)	83
4-Region: Midwest	11%	(8)	89%	(65)	73
4-Region: South	11%	(20)	89%	(168)	188
4-Region: West	7%	(7)	93%	(97)	104

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD5: And, what do you primarily use your personal assistant device for?**

Demographic	Listening to music	Checking the weather	Ordering products / shopping from the internet	Taking notes	Making phone calls	Asking questions (e.g. translating, etc.)	Control household appliances	Other (please specify):	Total N
Adults	30% (134)	11% (50)	11% (50)	7% (31)	17% (76)	13% (59)	7% (33)	3% (15)	449
Gender: Male	30% (79)	12% (31)	12% (31)	7% (18)	16% (43)	13% (33)	8% (20)	3% (9)	264
Gender: Female	30% (56)	10% (19)	11% (19)	7% (13)	18% (33)	14% (26)	7% (13)	3% (6)	185
Age: 18-29	31% (41)	11% (15)	12% (16)	10% (14)	16% (21)	11% (15)	8% (11)	1% (2)	134
Age: 30-44	29% (42)	12% (17)	11% (16)	5% (6)	19% (27)	14% (20)	8% (11)	2% (4)	143
Age: 45-54	30% (26)	9% (7)	9% (7)	11% (9)	19% (16)	10% (8)	8% (7)	5% (4)	85
PID: Dem (no lean)	31% (50)	11% (18)	9% (15)	5% (8)	18% (29)	14% (22)	6% (9)	6% (9)	161
PID: Ind (no lean)	34% (46)	12% (16)	8% (11)	8% (10)	19% (25)	13% (18)	4% (5)	3% (4)	135
PID: Rep (no lean)	25% (39)	11% (16)	16% (24)	8% (13)	14% (21)	12% (19)	12% (19)	1% (2)	153
PID/Gender: Dem Men	31% (26)	9% (8)	11% (10)	4% (3)	22% (19)	9% (8)	6% (5)	7% (6)	83
PID/Gender: Dem Women	31% (24)	14% (11)	7% (5)	6% (5)	14% (11)	18% (14)	5% (4)	5% (4)	78
PID/Gender: Ind Men	34% (26)	14% (10)	6% (4)	8% (6)	13% (10)	19% (14)	4% (3)	3% (2)	75
PID/Gender: Ind Women	33% (20)	9% (6)	11% (7)	7% (4)	26% (16)	6% (4)	4% (3)	3% (2)	60
PID/Gender: Rep Men	26% (27)	13% (13)	16% (17)	9% (9)	14% (14)	11% (11)	12% (13)	1% (1)	106
Tea Party: Supporter	24% (44)	12% (22)	14% (25)	8% (14)	17% (30)	10% (19)	11% (20)	3% (6)	181
Tea Party: Not Supporter	33% (88)	10% (25)	10% (25)	6% (17)	17% (46)	15% (40)	5% (13)	3% (9)	263
Ideo: Liberal (1-3)	27% (67)	12% (30)	11% (27)	8% (19)	16% (40)	13% (32)	9% (23)	5% (12)	250
Ideo: Moderate (4)	30% (24)	16% (13)	8% (6)	8% (6)	21% (16)	16% (13)	1% (1)	1% (1)	80
Ideo: Conservative (5-7)	41% (37)	6% (6)	13% (12)	5% (4)	12% (10)	13% (12)	9% (8)	1% (1)	90
Educ: < College	29% (86)	13% (38)	11% (34)	7% (20)	18% (55)	11% (34)	7% (21)	4% (13)	301
Educ: Bachelors degree	33% (29)	9% (7)	9% (8)	8% (7)	11% (10)	19% (17)	10% (9)	1% (1)	87
Educ: Post-grad	32% (19)	7% (4)	14% (8)	7% (4)	19% (11)	14% (8)	6% (4)	2% (1)	61
Income: Under 50k	28% (71)	11% (28)	10% (27)	8% (21)	21% (54)	11% (27)	5% (13)	5% (13)	254
Income: 50k-100k	30% (36)	15% (18)	11% (13)	5% (7)	13% (16)	12% (15)	13% (16)	1% (1)	123
Income: 100k+	38% (27)	5% (4)	14% (10)	4% (3)	7% (5)	22% (16)	7% (5)	1% (1)	72
Ethnicity: White	31% (98)	12% (39)	11% (35)	6% (19)	14% (44)	15% (48)	8% (24)	2% (7)	313
Ethnicity: Hispanic	23% (31)	12% (16)	19% (25)	8% (11)	17% (23)	8% (11)	9% (12)	3% (4)	134

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**Table BRD5:** *And, what do you primarily use your personal assistant device for?*

Demographic	Listening to music	Checking the weather	Ordering products / shopping from the internet	Taking notes	Making phone calls	Asking questions (e.g. translating, etc.)	Control household appliances	Other (please specify):	Total N
Adults	30% (134)	11% (50)	11% (50)	7% (31)	17% (76)	13% (59)	7% (33)	3% (15)	449
Ethnicity: Afr. Am.	24% (20)	6% (5)	10% (8)	8% (7)	25% (21)	9% (8)	7% (6)	10% (8)	83
Ethnicity: Other	32% (16)	12% (6)	13% (7)	10% (5)	21% (11)	6% (3)	6% (3)	— (0)	52
Relig: Protestant	28% (26)	11% (10)	8% (8)	9% (8)	16% (15)	17% (16)	9% (9)	1% (1)	93
Relig: Roman Catholic	28% (32)	14% (17)	13% (16)	7% (8)	15% (17)	10% (12)	7% (8)	6% (7)	116
Relig: Ath./Agn./None	39% (44)	8% (9)	7% (7)	8% (9)	17% (19)	13% (14)	6% (6)	2% (2)	111
Relig: Something Else	29% (23)	9% (8)	18% (14)	7% (6)	9% (8)	16% (13)	9% (8)	2% (2)	81
Relig: Evangelical	20% (26)	16% (21)	10% (13)	7% (9)	24% (32)	10% (13)	9% (12)	5% (7)	134
Relig: Non-Evang. Catholics	33% (41)	11% (13)	12% (15)	6% (8)	14% (17)	15% (19)	6% (8)	3% (4)	124
Relig: All Christian	26% (67)	13% (34)	11% (29)	6% (17)	19% (49)	12% (32)	7% (19)	4% (11)	258
Relig: All Non-Christian	35% (67)	8% (16)	11% (22)	7% (14)	14% (27)	14% (27)	7% (14)	2% (4)	191
Community: Urban	27% (37)	12% (16)	14% (18)	6% (8)	17% (23)	12% (17)	11% (15)	2% (3)	136
Community: Suburban	32% (57)	8% (14)	9% (15)	7% (12)	18% (32)	17% (30)	6% (10)	4% (7)	179
Community: Rural	30% (41)	15% (20)	12% (17)	8% (11)	15% (21)	9% (12)	6% (8)	4% (5)	135
Employ: Private Sector	33% (54)	10% (17)	13% (21)	8% (13)	16% (26)	10% (17)	10% (16)	1% (2)	166
Employ: Government	22% (13)	16% (10)	6% (4)	6% (4)	17% (10)	14% (8)	13% (8)	7% (4)	61
Employ: Other	23% (11)	15% (7)	6% (3)	5% (2)	18% (9)	24% (12)	4% (2)	4% (2)	50
Military HH: Yes	25% (25)	14% (14)	7% (7)	9% (9)	11% (11)	17% (17)	11% (11)	5% (5)	99
Military HH: No	31% (110)	10% (36)	12% (43)	6% (22)	19% (65)	12% (42)	6% (22)	3% (10)	350
RD/WT: Right Direction	23% (48)	13% (28)	14% (30)	7% (14)	16% (33)	13% (26)	10% (20)	4% (9)	208
RD/WT: Wrong Track	36% (86)	9% (23)	8% (20)	7% (17)	18% (43)	13% (32)	6% (13)	3% (6)	241
Strongly Approve	26% (26)	13% (13)	19% (18)	7% (7)	12% (12)	11% (11)	10% (10)	1% (1)	98
Somewhat Approve	29% (26)	19% (17)	10% (9)	3% (2)	14% (12)	11% (10)	10% (9)	4% (4)	90
Somewhat Disapprove	30% (19)	6% (4)	9% (6)	11% (7)	19% (12)	11% (7)	5% (3)	9% (6)	64
Strongly Disapprove	34% (59)	8% (14)	9% (16)	8% (14)	17% (30)	14% (25)	6% (11)	2% (4)	173
#1 Issue: Economy	39% (44)	10% (12)	9% (11)	6% (7)	13% (14)	15% (17)	7% (8)	1% (1)	115
#1 Issue: Security	30% (25)	11% (9)	20% (17)	7% (6)	18% (15)	7% (6)	4% (3)	2% (2)	84
#1 Issue: Health Care	30% (22)	11% (8)	5% (3)	3% (2)	15% (11)	22% (16)	11% (8)	3% (2)	72
#1 Issue: Education	26% (13)	13% (7)	10% (5)	5% (3)	24% (12)	10% (5)	11% (5)	— (0)	50

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**Table BRD5:** And, what do you primarily use your personal assistant device for?

Demographic	Listening to music	Checking the weather	Ordering products / shopping from the internet	Taking notes	Making phone calls	Asking questions (e.g. translating, etc.)	Control household appliances	Other (please specify):	Total N
Adults	30% (134)	11% (50)	11% (50)	7% (31)	17% (76)	13% (59)	7% (33)	3% (15)	449
2016 Vote: Democrat Hillary Clinton	32% (52)	9% (14)	13% (21)	6% (9)	22% (36)	12% (19)	4% (7)	2% (4)	162
2016 Vote: Republican Donald Trump	27% (38)	14% (20)	11% (16)	6% (9)	14% (19)	13% (18)	12% (17)	3% (4)	140
2012 Vote: Barack Obama	38% (64)	5% (8)	11% (19)	7% (11)	19% (33)	12% (21)	6% (10)	2% (4)	171
2012 Vote: Mitt Romney	30% (30)	13% (13)	13% (13)	2% (2)	14% (13)	19% (19)	8% (8)	1% (1)	99
2012 Vote: Didn't Vote	22% (37)	16% (27)	10% (17)	10% (18)	17% (29)	11% (19)	9% (15)	5% (9)	171
4-Region: Northeast	46% (38)	8% (6)	6% (5)	3% (3)	12% (10)	14% (11)	7% (5)	5% (4)	83
4-Region: Midwest	32% (23)	11% (8)	9% (6)	5% (4)	21% (15)	11% (8)	6% (4)	5% (4)	73
4-Region: South	25% (48)	15% (28)	14% (26)	8% (14)	16% (30)	14% (26)	7% (12)	2% (3)	188
4-Region: West	24% (25)	7% (8)	12% (12)	10% (10)	19% (20)	12% (13)	11% (11)	4% (4)	104

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD6:** How much shopping that you would traditionally do at brick-and-mortar stores, does your personal assistant device replace?

Demographic	Replaces all shopping at brick-and-mortar stores		Replaces most shopping at brick-and-mortar stores		Replaces some shopping at brick-and-mortar stores		Doesnt replace any shopping at brick-and-mortar stores		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	18%	(26)	23%	(34)	21%	(31)	17%	(25)	21%	(31)	146
Gender: Male	22%	(17)	20%	(16)	22%	(17)	12%	(10)	23%	(18)	78
Gender: Female	14%	(9)	26%	(18)	20%	(13)	22%	(15)	18%	(13)	68
PID: Dem (no lean)	19%	(10)	22%	(12)	21%	(11)	16%	(8)	22%	(11)	52
PID: Rep (no lean)	24%	(12)	29%	(14)	19%	(10)	12%	(6)	15%	(8)	50
Tea Party: Supporter	33%	(22)	21%	(14)	15%	(10)	17%	(11)	14%	(9)	65
Tea Party: Not Supporter	5%	(4)	25%	(20)	26%	(21)	17%	(14)	27%	(22)	81
Ideo: Liberal (1-3)	22%	(20)	27%	(23)	18%	(16)	12%	(11)	21%	(18)	87
Educ: < College	12%	(12)	22%	(22)	21%	(21)	17%	(18)	28%	(29)	103
Income: Under 50k	12%	(10)	21%	(18)	17%	(14)	18%	(15)	32%	(26)	82
Ethnicity: White	25%	(23)	19%	(18)	23%	(22)	21%	(20)	12%	(12)	94
Ethnicity: Hispanic	21%	(11)	28%	(15)	14%	(7)	14%	(7)	24%	(13)	53
Relig: All Christian	23%	(20)	23%	(20)	23%	(20)	11%	(10)	20%	(17)	87
Relig: All Non-Christian	10%	(6)	24%	(14)	18%	(11)	25%	(15)	23%	(14)	59
Community: Suburban	12%	(6)	14%	(8)	29%	(15)	19%	(10)	25%	(13)	53
Employ: Private Sector	29%	(15)	24%	(12)	23%	(12)	15%	(8)	10%	(5)	51
Military HH: No	19%	(21)	21%	(25)	24%	(27)	18%	(20)	19%	(22)	115
RD/WT: Right Direction	35%	(22)	25%	(16)	14%	(9)	5%	(3)	21%	(13)	63
RD/WT: Wrong Track	5%	(4)	22%	(18)	26%	(22)	25%	(21)	21%	(17)	83
Strongly Disapprove	8%	(5)	16%	(9)	26%	(14)	27%	(15)	22%	(12)	54
2016 Vote: Democrat Hillary Clinton	17%	(10)	21%	(12)	20%	(12)	25%	(15)	18%	(11)	60
2012 Vote: Barack Obama	22%	(12)	23%	(13)	18%	(10)	19%	(10)	19%	(10)	56
2012 Vote: Didn't Vote	11%	(6)	19%	(10)	21%	(11)	19%	(9)	29%	(15)	50
4-Region: South	18%	(10)	25%	(15)	23%	(13)	15%	(9)	19%	(11)	59

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD7\_4:** How likely would you be to order each of the following items through a voice assistant, such as Amazon Echo or Google Home, even if you do not currently own one?  
Toiletries (e.g. paper towels, deodorant, toothpaste, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (319)	20% (447)	20% (434)	33% (733)	12% (267)	2200
Gender: Male	17% (175)	21% (219)	20% (215)	30% (321)	12% (128)	1059
Gender: Female	13% (144)	20% (227)	19% (219)	36% (412)	12% (139)	1141
Age: 18-29	19% (89)	23% (106)	20% (96)	25% (116)	14% (64)	471
Age: 30-44	18% (102)	23% (127)	21% (120)	27% (150)	12% (65)	564
Age: 45-54	16% (72)	22% (102)	16% (72)	33% (148)	13% (61)	456
Age: 55-64	9% (28)	17% (54)	22% (68)	38% (117)	14% (45)	312
Age: 65+	7% (28)	14% (57)	20% (78)	51% (202)	8% (33)	398
PID: Dem (no lean)	17% (126)	22% (159)	20% (150)	31% (225)	10% (76)	736
PID: Ind (no lean)	11% (93)	18% (145)	18% (152)	36% (299)	16% (133)	821
PID: Rep (no lean)	16% (100)	22% (143)	21% (132)	33% (210)	9% (58)	643
PID/Gender: Dem Men	21% (66)	22% (69)	20% (64)	28% (87)	8% (26)	312
PID/Gender: Dem Women	14% (60)	21% (90)	20% (86)	32% (138)	12% (50)	424
PID/Gender: Ind Men	11% (46)	17% (70)	21% (84)	33% (136)	17% (71)	406
PID/Gender: Ind Women	11% (47)	18% (75)	16% (68)	39% (163)	15% (62)	415
PID/Gender: Rep Men	18% (63)	24% (81)	20% (68)	29% (99)	9% (32)	341
PID/Gender: Rep Women	12% (37)	21% (62)	21% (65)	37% (111)	9% (27)	302
Tea Party: Supporter	22% (129)	25% (147)	17% (101)	28% (163)	9% (52)	592
Tea Party: Not Supporter	12% (190)	19% (297)	21% (333)	35% (560)	13% (212)	1592
Ideo: Liberal (1-3)	22% (164)	22% (164)	19% (145)	28% (208)	10% (72)	753
Ideo: Moderate (4)	12% (58)	23% (105)	21% (99)	33% (152)	11% (51)	466
Ideo: Conservative (5-7)	9% (59)	20% (138)	20% (139)	42% (282)	9% (59)	677
Educ: < College	15% (231)	19% (298)	19% (300)	34% (525)	14% (212)	1566
Educ: Bachelors degree	12% (50)	25% (102)	22% (93)	33% (136)	8% (34)	416
Educ: Post-grad	18% (39)	21% (46)	19% (41)	33% (72)	10% (21)	219

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**Table BRD7\_4:** How likely would you be to order each of the following items through a voice assistant, such as Amazon Echo or Google Home, even if you do not currently own one?  
Toiletries (e.g. paper towels, deodorant, toothpaste, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (319)	20% (447)	20% (434)	33% (733)	12% (267)	2200
Income: Under 50k	14% (191)	18% (242)	21% (276)	35% (467)	13% (171)	1346
Income: 50k-100k	15% (91)	25% (152)	18% (108)	31% (194)	12% (71)	618
Income: 100k+	16% (37)	22% (52)	21% (50)	31% (72)	10% (25)	236
Ethnicity: White	13% (227)	20% (342)	20% (350)	36% (635)	11% (196)	1750
Ethnicity: Hispanic	28% (92)	26% (85)	14% (45)	22% (72)	11% (35)	329
Ethnicity: Afr. Am.	21% (56)	24% (65)	17% (45)	24% (64)	14% (39)	268
Ethnicity: Other	20% (36)	22% (40)	21% (39)	19% (35)	18% (32)	182
Relig: Protestant	13% (62)	19% (95)	21% (102)	41% (204)	7% (36)	499
Relig: Roman Catholic	16% (68)	22% (93)	21% (89)	32% (134)	9% (37)	421
Relig: Ath./Agn./None	14% (88)	19% (117)	19% (122)	32% (200)	16% (98)	624
Relig: Something Else	16% (59)	20% (76)	18% (69)	32% (123)	14% (52)	380
Relig: Jewish	6% (3)	23% (14)	17% (10)	37% (22)	16% (10)	59
Relig: Evangelical	18% (110)	22% (135)	19% (116)	30% (182)	11% (67)	609
Relig: Non-Evang. Catholics	11% (62)	20% (119)	22% (127)	39% (227)	8% (47)	582
Relig: All Christian	14% (171)	21% (254)	20% (243)	34% (408)	10% (115)	1191
Relig: All Non-Christian	15% (148)	19% (193)	19% (191)	32% (323)	15% (150)	1004
Community: Urban	18% (106)	19% (111)	19% (110)	33% (194)	12% (70)	591
Community: Suburban	13% (128)	21% (206)	20% (200)	35% (343)	11% (110)	987
Community: Rural	14% (85)	21% (130)	20% (124)	31% (196)	14% (87)	622
Employ: Private Sector	17% (114)	23% (157)	20% (138)	30% (205)	11% (74)	688
Employ: Government	23% (36)	19% (30)	17% (27)	31% (50)	10% (15)	159
Employ: Self-Employed	17% (30)	21% (38)	27% (49)	29% (52)	6% (11)	181
Employ: Homemaker	14% (22)	26% (41)	18% (28)	31% (49)	10% (15)	157
Employ: Student	21% (21)	22% (21)	22% (21)	23% (22)	12% (11)	97
Employ: Retired	6% (26)	19% (80)	16% (70)	50% (215)	8% (36)	427
Employ: Unemployed	14% (35)	13% (31)	19% (47)	31% (76)	23% (57)	247
Employ: Other	14% (35)	19% (47)	22% (53)	25% (62)	19% (47)	245
Military HH: Yes	19% (67)	23% (82)	17% (60)	31% (113)	11% (38)	361
Military HH: No	14% (252)	20% (364)	20% (373)	34% (621)	12% (229)	1839

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**Table BRD7\_4:** How likely would you be to order each of the following items through a voice assistant, such as Amazon Echo or Google Home, even if you do not currently own one?  
Toiletries (e.g. paper towels, deodorant, toothpaste, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (319)	20% (447)	20% (434)	33% (733)	12% (267)	2200
RD/WT: Right Direction	19% (137)	20% (150)	20% (148)	29% (212)	11% (84)	732
RD/WT: Wrong Track	12% (182)	20% (297)	19% (285)	35% (521)	12% (183)	1468
Strongly Approve	19% (85)	19% (85)	16% (72)	33% (147)	12% (53)	442
Somewhat Approve	11% (46)	24% (101)	26% (111)	33% (140)	7% (29)	428
Somewhat Disapprove	13% (40)	23% (72)	19% (61)	32% (100)	13% (41)	314
Strongly Disapprove	15% (128)	20% (172)	19% (169)	34% (297)	12% (104)	870
Dont Know / No Opinion	14% (20)	11% (16)	14% (20)	33% (48)	28% (41)	146
#1 Issue: Economy	14% (86)	22% (137)	20% (124)	33% (204)	11% (66)	618
#1 Issue: Security	13% (55)	20% (79)	24% (97)	32% (131)	10% (42)	404
#1 Issue: Health Care	15% (64)	22% (99)	16% (70)	36% (159)	11% (48)	441
#1 Issue: Medicare / Social Security	9% (25)	15% (45)	24% (70)	40% (119)	13% (37)	296
#1 Issue: Women's Issues	23% (25)	26% (29)	19% (21)	20% (22)	11% (12)	109
#1 Issue: Education	26% (35)	17% (22)	17% (23)	30% (40)	10% (13)	133
#1 Issue: Energy	20% (18)	27% (25)	15% (13)	21% (20)	18% (16)	92
#1 Issue: Other	10% (11)	9% (10)	14% (15)	37% (39)	30% (32)	107
2016 Vote: Democrat Hillary Clinton	15% (102)	22% (149)	19% (134)	34% (234)	10% (68)	686
2016 Vote: Republican Donald Trump	14% (99)	21% (147)	22% (151)	34% (238)	8% (56)	690
2016 Vote: Someone else	12% (24)	23% (46)	20% (39)	36% (71)	10% (19)	198
2012 Vote: Barack Obama	13% (107)	23% (189)	20% (166)	33% (276)	11% (89)	827
2012 Vote: Mitt Romney	10% (49)	20% (103)	23% (121)	39% (200)	8% (44)	516
2012 Vote: Other	11% (9)	18% (15)	18% (15)	42% (35)	12% (10)	83
2012 Vote: Didn't Vote	20% (153)	18% (140)	17% (132)	29% (222)	16% (124)	772
4-Region: Northeast	16% (64)	19% (78)	19% (78)	34% (138)	11% (43)	401
4-Region: Midwest	8% (37)	22% (103)	20% (93)	39% (186)	12% (55)	473
4-Region: South	16% (128)	22% (179)	20% (166)	30% (240)	12% (101)	814
4-Region: West	18% (90)	17% (87)	19% (97)	33% (169)	13% (69)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD7\_5:** How likely would you be to order each of the following items through a voice assistant, such as Amazon Echo or Google Home, even if you do not currently own one?

Groceries

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	12% (271)	17% (379)	23% (496)	36% (796)	12% (257)	2200
Gender: Male	14% (151)	18% (187)	22% (237)	34% (361)	12% (123)	1059
Gender: Female	11% (121)	17% (193)	23% (258)	38% (435)	12% (134)	1141
Age: 18-29	15% (69)	19% (90)	23% (107)	29% (135)	15% (69)	471
Age: 30-44	17% (96)	18% (100)	25% (141)	32% (181)	8% (47)	564
Age: 45-54	14% (65)	21% (95)	17% (79)	33% (152)	14% (65)	456
Age: 55-64	7% (21)	17% (54)	24% (75)	38% (119)	14% (43)	312
Age: 65+	5% (22)	10% (41)	24% (94)	52% (209)	8% (33)	398
PID: Dem (no lean)	14% (105)	19% (142)	24% (177)	32% (238)	10% (74)	736
PID: Ind (no lean)	11% (90)	14% (115)	21% (169)	40% (328)	14% (118)	821
PID: Rep (no lean)	12% (77)	19% (122)	23% (149)	36% (230)	10% (65)	643
PID/Gender: Dem Men	19% (60)	22% (69)	23% (72)	28% (87)	8% (25)	312
PID/Gender: Dem Women	11% (46)	17% (73)	25% (106)	36% (151)	12% (49)	424
PID/Gender: Ind Men	11% (44)	12% (48)	22% (91)	40% (160)	15% (62)	406
PID/Gender: Ind Women	11% (46)	16% (68)	19% (78)	40% (167)	13% (56)	415
PID/Gender: Rep Men	14% (47)	21% (70)	22% (74)	33% (114)	11% (36)	341
PID/Gender: Rep Women	10% (30)	17% (52)	25% (75)	39% (116)	10% (29)	302
Tea Party: Supporter	17% (101)	21% (124)	23% (137)	30% (180)	8% (50)	592
Tea Party: Not Supporter	11% (170)	16% (251)	23% (358)	38% (609)	13% (204)	1592
Ideo: Liberal (1-3)	18% (137)	21% (155)	21% (155)	32% (242)	9% (64)	753
Ideo: Moderate (4)	11% (50)	16% (77)	24% (111)	37% (175)	11% (53)	466
Ideo: Conservative (5-7)	7% (47)	16% (108)	25% (169)	43% (290)	9% (62)	677
Educ: < College	13% (199)	16% (256)	22% (338)	36% (567)	13% (207)	1566
Educ: Bachelors degree	10% (43)	21% (88)	25% (105)	36% (150)	7% (30)	416
Educ: Post-grad	14% (30)	16% (36)	24% (53)	37% (80)	9% (20)	219

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**Table BRD7\_5:** How likely would you be to order each of the following items through a voice assistant, such as Amazon Echo or Google Home, even if you do not currently own one?  
Groceries

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	12% (271)	17% (379)	23% (496)	36% (796)	12% (257)	2200
Income: Under 50k	13% (176)	16% (210)	22% (301)	37% (495)	12% (165)	1346
Income: 50k-100k	11% (71)	20% (123)	22% (133)	36% (222)	11% (68)	618
Income: 100k+	11% (25)	20% (46)	26% (61)	34% (79)	10% (24)	236
Ethnicity: White	10% (176)	17% (290)	23% (408)	39% (686)	11% (189)	1750
Ethnicity: Hispanic	25% (83)	24% (79)	18% (58)	25% (81)	9% (28)	329
Ethnicity: Afr. Am.	23% (62)	19% (51)	18% (49)	25% (67)	15% (39)	268
Ethnicity: Other	18% (33)	21% (38)	21% (39)	24% (44)	16% (28)	182
Relig: Protestant	10% (49)	16% (82)	24% (122)	42% (208)	8% (37)	499
Relig: Roman Catholic	15% (61)	19% (81)	24% (99)	34% (144)	9% (36)	421
Relig: Ath./Agn./None	11% (71)	16% (97)	21% (133)	37% (228)	15% (95)	624
Relig: Something Else	13% (51)	16% (61)	23% (89)	36% (135)	11% (43)	380
Relig: Jewish	9% (6)	23% (14)	20% (11)	41% (24)	7% (4)	59
Relig: Evangelical	16% (95)	21% (129)	21% (129)	31% (187)	11% (69)	609
Relig: Non-Evang. Catholics	9% (55)	16% (92)	25% (144)	42% (243)	8% (47)	582
Relig: All Christian	13% (150)	19% (221)	23% (273)	36% (431)	10% (117)	1191
Relig: All Non-Christian	12% (122)	16% (158)	22% (223)	36% (364)	14% (138)	1004
Community: Urban	16% (97)	18% (108)	20% (116)	36% (211)	10% (59)	591
Community: Suburban	11% (104)	17% (166)	24% (238)	37% (370)	11% (109)	987
Community: Rural	11% (70)	17% (105)	23% (141)	35% (216)	14% (90)	622
Employ: Private Sector	13% (92)	21% (144)	22% (153)	34% (233)	9% (65)	688
Employ: Government	14% (22)	23% (37)	22% (35)	30% (48)	11% (18)	159
Employ: Self-Employed	13% (24)	20% (36)	27% (50)	33% (59)	7% (12)	181
Employ: Homemaker	13% (20)	20% (31)	19% (29)	38% (60)	10% (16)	157
Employ: Student	20% (19)	13% (13)	21% (20)	33% (32)	13% (12)	97
Employ: Retired	6% (27)	13% (55)	21% (90)	52% (221)	8% (33)	427
Employ: Unemployed	12% (29)	13% (31)	19% (48)	35% (88)	21% (52)	247
Employ: Other	15% (38)	13% (32)	29% (71)	23% (55)	20% (49)	245
Military HH: Yes	16% (57)	20% (72)	21% (76)	34% (123)	9% (33)	361
Military HH: No	12% (215)	17% (307)	23% (420)	37% (674)	12% (224)	1839

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**Table BRD7\_5:** How likely would you be to order each of the following items through a voice assistant, such as Amazon Echo or Google Home, even if you do not currently own one?

Groceries

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	12% (271)	17% (379)	23% (496)	36% (796)	12% (257)	2200
RD/WT: Right Direction	17% (122)	19% (137)	21% (154)	31% (230)	12% (89)	732
RD/WT: Wrong Track	10% (150)	17% (243)	23% (342)	39% (566)	11% (168)	1468
Strongly Approve	17% (74)	18% (81)	17% (75)	36% (159)	12% (54)	442
Somewhat Approve	8% (36)	19% (83)	30% (127)	34% (146)	8% (35)	428
Somewhat Disapprove	10% (30)	19% (61)	26% (81)	34% (107)	11% (36)	314
Strongly Disapprove	13% (113)	15% (130)	22% (196)	38% (333)	11% (99)	870
Dont Know / No Opinion	13% (19)	17% (24)	12% (17)	35% (52)	23% (33)	146
#1 Issue: Economy	13% (78)	16% (98)	26% (161)	36% (220)	10% (61)	618
#1 Issue: Security	12% (47)	17% (67)	23% (94)	38% (153)	11% (43)	404
#1 Issue: Health Care	13% (57)	19% (84)	21% (94)	37% (164)	10% (43)	441
#1 Issue: Medicare / Social Security	9% (27)	14% (40)	24% (72)	40% (118)	13% (40)	296
#1 Issue: Women's Issues	10% (11)	32% (35)	23% (25)	24% (26)	12% (13)	109
#1 Issue: Education	18% (24)	19% (26)	16% (21)	35% (47)	12% (16)	133
#1 Issue: Energy	22% (20)	17% (16)	14% (13)	30% (28)	16% (15)	92
#1 Issue: Other	7% (7)	13% (14)	16% (17)	39% (41)	26% (27)	107
2016 Vote: Democrat Hillary Clinton	13% (91)	18% (125)	22% (149)	37% (257)	9% (64)	686
2016 Vote: Republican Donald Trump	11% (73)	19% (128)	23% (161)	38% (264)	9% (63)	690
2016 Vote: Someone else	11% (23)	16% (32)	25% (49)	40% (78)	8% (17)	198
2012 Vote: Barack Obama	12% (103)	19% (154)	23% (193)	35% (292)	10% (84)	827
2012 Vote: Mitt Romney	7% (36)	17% (85)	25% (129)	43% (224)	8% (42)	516
2012 Vote: Other	6% (5)	9% (8)	21% (17)	54% (45)	11% (9)	83
2012 Vote: Didn't Vote	16% (127)	17% (132)	20% (157)	30% (234)	16% (122)	772
4-Region: Northeast	12% (49)	16% (66)	25% (100)	36% (143)	11% (44)	401
4-Region: Midwest	7% (35)	17% (78)	25% (116)	40% (189)	12% (55)	473
4-Region: South	14% (115)	19% (151)	22% (177)	33% (272)	12% (100)	814
4-Region: West	14% (73)	16% (84)	20% (102)	38% (193)	11% (59)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD7\_6:** How likely would you be to order each of the following items through a voice assistant, such as Amazon Echo or Google Home, even if you do not currently own one?  
Cleaning supplies (e.g. dish soap, bleach, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (322)	20% (431)	21% (461)	33% (726)	12% (261)	2200
Gender: Male	16% (174)	19% (201)	23% (247)	30% (315)	12% (122)	1059
Gender: Female	13% (148)	20% (230)	19% (213)	36% (411)	12% (139)	1141
Age: 18-29	21% (99)	20% (93)	21% (97)	25% (117)	14% (64)	471
Age: 30-44	19% (105)	21% (117)	22% (126)	27% (154)	11% (62)	564
Age: 45-54	13% (58)	24% (110)	18% (84)	31% (142)	14% (62)	456
Age: 55-64	13% (40)	16% (48)	21% (66)	38% (118)	13% (40)	312
Age: 65+	5% (20)	16% (62)	22% (88)	49% (194)	8% (33)	398
PID: Dem (no lean)	18% (135)	22% (159)	20% (145)	31% (226)	10% (72)	736
PID: Ind (no lean)	12% (101)	16% (133)	21% (168)	36% (295)	15% (123)	821
PID: Rep (no lean)	13% (86)	22% (139)	23% (148)	32% (205)	10% (66)	643
PID/Gender: Dem Men	20% (64)	23% (72)	22% (67)	28% (87)	7% (22)	312
PID/Gender: Dem Women	17% (72)	21% (87)	18% (77)	33% (139)	12% (50)	424
PID/Gender: Ind Men	13% (53)	14% (59)	24% (96)	33% (133)	16% (66)	406
PID/Gender: Ind Women	12% (48)	18% (74)	18% (73)	39% (163)	14% (57)	415
PID/Gender: Rep Men	17% (58)	21% (70)	25% (84)	28% (95)	10% (34)	341
PID/Gender: Rep Women	9% (28)	23% (69)	21% (64)	36% (110)	10% (32)	302
Tea Party: Supporter	19% (112)	25% (145)	20% (119)	29% (172)	7% (43)	592
Tea Party: Not Supporter	13% (207)	18% (285)	21% (338)	34% (547)	13% (214)	1592
Ideo: Liberal (1-3)	21% (159)	21% (159)	21% (155)	28% (213)	9% (67)	753
Ideo: Moderate (4)	14% (64)	20% (91)	22% (102)	34% (156)	11% (52)	466
Ideo: Conservative (5-7)	9% (63)	20% (136)	22% (148)	40% (270)	9% (61)	677
Educ: < College	14% (223)	19% (304)	20% (319)	33% (519)	13% (201)	1566
Educ: Bachelors degree	15% (64)	19% (79)	23% (96)	34% (141)	9% (36)	416
Educ: Post-grad	16% (35)	22% (48)	21% (46)	30% (67)	11% (23)	219

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**Table BRD7\_6:** How likely would you be to order each of the following items through a voice assistant, such as Amazon Echo or Google Home, even if you do not currently own one?  
 Cleaning supplies (e.g. dish soap, bleach, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (322)	20% (431)	21% (461)	33% (726)	12% (261)	2200
Income: Under 50k	14% (192)	18% (237)	22% (291)	34% (459)	12% (167)	1346
Income: 50k-100k	16% (98)	23% (143)	18% (112)	32% (199)	11% (67)	618
Income: 100k+	14% (32)	22% (51)	25% (59)	29% (68)	11% (27)	236
Ethnicity: White	13% (222)	19% (336)	21% (374)	35% (620)	11% (197)	1750
Ethnicity: Hispanic	29% (95)	20% (65)	18% (60)	24% (80)	9% (30)	329
Ethnicity: Afr. Am.	22% (59)	22% (59)	20% (53)	23% (63)	13% (35)	268
Ethnicity: Other	23% (41)	19% (35)	18% (34)	23% (43)	16% (29)	182
Relig: Protestant	12% (61)	19% (95)	21% (102)	40% (202)	8% (38)	499
Relig: Roman Catholic	18% (75)	21% (87)	22% (93)	30% (128)	9% (39)	421
Relig: Ath./Agn./None	15% (93)	17% (108)	20% (128)	32% (200)	15% (96)	624
Relig: Something Else	14% (54)	20% (75)	22% (82)	33% (126)	11% (43)	380
Relig: Jewish	10% (6)	15% (9)	22% (13)	44% (26)	9% (6)	59
Relig: Evangelical	17% (104)	22% (132)	19% (117)	31% (190)	11% (66)	609
Relig: Non-Evang. Catholics	12% (72)	20% (115)	23% (132)	36% (210)	9% (53)	582
Relig: All Christian	15% (175)	21% (248)	21% (249)	34% (400)	10% (118)	1191
Relig: All Non-Christian	15% (147)	18% (183)	21% (209)	32% (326)	14% (140)	1004
Community: Urban	19% (109)	18% (107)	20% (119)	32% (190)	11% (65)	591
Community: Suburban	13% (132)	20% (193)	22% (213)	34% (336)	11% (112)	987
Community: Rural	13% (80)	21% (131)	21% (128)	32% (199)	13% (84)	622
Employ: Private Sector	16% (107)	22% (155)	21% (145)	30% (209)	10% (72)	688
Employ: Government	22% (34)	19% (31)	20% (32)	30% (48)	8% (13)	159
Employ: Self-Employed	18% (32)	21% (37)	26% (47)	28% (50)	8% (14)	181
Employ: Homemaker	16% (25)	24% (38)	17% (26)	35% (55)	8% (13)	157
Employ: Student	26% (25)	17% (17)	21% (20)	24% (23)	12% (11)	97
Employ: Retired	7% (28)	18% (75)	20% (84)	48% (203)	9% (37)	427
Employ: Unemployed	13% (31)	14% (35)	20% (50)	32% (80)	21% (51)	247
Employ: Other	16% (39)	18% (44)	23% (55)	23% (57)	20% (49)	245
Military HH: Yes	18% (64)	21% (75)	18% (65)	34% (122)	9% (34)	361
Military HH: No	14% (258)	19% (355)	21% (395)	33% (604)	12% (227)	1839

Continued on next page

**Table BRD7\_6:** How likely would you be to order each of the following items through a voice assistant, such as Amazon Echo or Google Home, even if you do not currently own one?  
Cleaning supplies (e.g. dish soap, bleach, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (322)	20% (431)	21% (461)	33% (726)	12% (261)	2200
RD/WT: Right Direction	17% (126)	20% (144)	20% (146)	31% (226)	12% (91)	732
RD/WT: Wrong Track	13% (197)	20% (287)	21% (315)	34% (500)	12% (170)	1468
Strongly Approve	18% (80)	20% (88)	17% (73)	35% (154)	11% (48)	442
Somewhat Approve	11% (47)	21% (90)	28% (121)	31% (133)	9% (37)	428
Somewhat Disapprove	11% (35)	23% (73)	22% (69)	32% (100)	11% (36)	314
Strongly Disapprove	16% (141)	19% (162)	20% (175)	34% (294)	11% (99)	870
Dont Know / No Opinion	12% (18)	13% (18)	16% (23)	31% (45)	29% (42)	146
#1 Issue: Economy	15% (95)	19% (120)	22% (133)	33% (206)	10% (64)	618
#1 Issue: Security	13% (54)	19% (77)	24% (97)	33% (133)	11% (43)	404
#1 Issue: Health Care	15% (65)	22% (96)	19% (82)	34% (148)	11% (50)	441
#1 Issue: Medicare / Social Security	9% (25)	17% (49)	23% (67)	40% (118)	12% (36)	296
#1 Issue: Women's Issues	25% (27)	28% (30)	15% (17)	22% (24)	11% (12)	109
#1 Issue: Education	23% (31)	18% (24)	22% (29)	27% (36)	10% (13)	133
#1 Issue: Energy	17% (16)	22% (20)	20% (18)	21% (19)	21% (19)	92
#1 Issue: Other	9% (9)	13% (13)	16% (17)	39% (42)	23% (25)	107
2016 Vote: Democrat Hillary Clinton	17% (115)	21% (141)	20% (136)	34% (230)	9% (64)	686
2016 Vote: Republican Donald Trump	13% (90)	21% (148)	23% (158)	35% (238)	8% (56)	690
2016 Vote: Someone else	14% (28)	20% (39)	22% (43)	35% (69)	9% (18)	198
2012 Vote: Barack Obama	15% (122)	22% (182)	20% (166)	33% (271)	10% (85)	827
2012 Vote: Mitt Romney	9% (44)	19% (101)	26% (133)	39% (199)	8% (40)	516
2012 Vote: Other	10% (9)	15% (12)	18% (15)	43% (36)	13% (11)	83
2012 Vote: Didn't Vote	19% (146)	18% (136)	19% (147)	28% (218)	16% (124)	772
4-Region: Northeast	15% (62)	20% (79)	21% (86)	32% (127)	12% (46)	401
4-Region: Midwest	10% (46)	21% (98)	19% (90)	39% (185)	11% (54)	473
4-Region: South	17% (139)	20% (162)	21% (175)	30% (240)	12% (98)	814
4-Region: West	15% (75)	18% (91)	21% (110)	34% (173)	12% (62)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD7\_7:** How likely would you be to order each of the following items through a voice assistant, such as Amazon Echo or Google Home, even if you do not currently own one?  
 Digital products (e.g. songs, movies, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	17% (365)	24% (533)	18% (397)	28% (623)	13% (282)	2200
Gender: Male	19% (201)	25% (262)	18% (190)	26% (273)	12% (132)	1059
Gender: Female	14% (164)	24% (271)	18% (206)	31% (350)	13% (150)	1141
Age: 18-29	21% (100)	26% (125)	18% (84)	21% (98)	14% (64)	471
Age: 30-44	23% (128)	29% (161)	16% (91)	22% (124)	11% (60)	564
Age: 45-54	18% (83)	23% (107)	17% (79)	26% (120)	15% (68)	456
Age: 55-64	11% (36)	22% (70)	21% (64)	32% (100)	14% (43)	312
Age: 65+	5% (18)	18% (71)	20% (79)	46% (182)	12% (47)	398
PID: Dem (no lean)	18% (135)	29% (212)	17% (127)	25% (183)	11% (79)	736
PID: Ind (no lean)	14% (119)	20% (166)	18% (144)	30% (250)	17% (142)	821
PID: Rep (no lean)	17% (111)	24% (156)	20% (126)	30% (190)	9% (60)	643
PID/Gender: Dem Men	23% (71)	31% (96)	15% (48)	22% (67)	9% (29)	312
PID/Gender: Dem Women	15% (64)	27% (115)	19% (79)	27% (116)	12% (50)	424
PID/Gender: Ind Men	15% (61)	19% (79)	20% (79)	29% (116)	17% (71)	406
PID/Gender: Ind Women	14% (58)	21% (87)	16% (64)	32% (134)	17% (72)	415
PID/Gender: Rep Men	20% (69)	26% (87)	18% (63)	26% (90)	9% (32)	341
PID/Gender: Rep Women	14% (42)	23% (69)	21% (63)	33% (100)	9% (29)	302
Tea Party: Supporter	21% (127)	27% (161)	18% (104)	25% (150)	9% (51)	592
Tea Party: Not Supporter	15% (236)	23% (373)	18% (293)	29% (465)	14% (225)	1592
Ideo: Liberal (1-3)	24% (180)	28% (208)	16% (119)	23% (172)	10% (74)	753
Ideo: Moderate (4)	18% (82)	27% (124)	18% (83)	28% (128)	11% (49)	466
Ideo: Conservative (5-7)	10% (68)	22% (152)	21% (142)	37% (251)	9% (64)	677
Educ: < College	17% (267)	22% (349)	18% (281)	29% (446)	14% (222)	1566
Educ: Bachelors degree	15% (61)	29% (121)	20% (83)	28% (115)	9% (36)	416
Educ: Post-grad	17% (38)	29% (64)	15% (33)	28% (61)	11% (24)	219

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**Table BRD7\_7:** How likely would you be to order each of the following items through a voice assistant, such as Amazon Echo or Google Home, even if you do not currently own one?  
Digital products (e.g. songs, movies, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	17% (365)	24% (533)	18% (397)	28% (623)	13% (282)	2200
Income: Under 50k	16% (215)	23% (306)	18% (246)	29% (391)	14% (187)	1346
Income: 50k-100k	18% (113)	25% (156)	18% (109)	28% (173)	11% (67)	618
Income: 100k+	16% (37)	30% (71)	18% (42)	25% (59)	12% (28)	236
Ethnicity: White	15% (270)	23% (408)	19% (329)	31% (538)	12% (204)	1750
Ethnicity: Hispanic	31% (103)	27% (89)	15% (48)	14% (48)	13% (42)	329
Ethnicity: Afr. Am.	20% (53)	32% (86)	13% (34)	18% (49)	17% (47)	268
Ethnicity: Other	23% (42)	22% (40)	18% (33)	20% (36)	17% (31)	182
Relig: Protestant	13% (66)	21% (106)	22% (108)	35% (177)	8% (42)	499
Relig: Roman Catholic	19% (78)	24% (102)	18% (76)	27% (115)	12% (51)	421
Relig: Ath./Agn./None	15% (94)	25% (153)	19% (117)	26% (164)	15% (97)	624
Relig: Something Else	19% (72)	25% (96)	13% (49)	30% (112)	13% (50)	380
Relig: Jewish	12% (7)	29% (17)	19% (11)	28% (17)	11% (6)	59
Relig: Evangelical	20% (124)	23% (142)	20% (121)	25% (151)	12% (71)	609
Relig: Non-Evang. Catholics	13% (75)	24% (142)	19% (111)	33% (194)	10% (61)	582
Relig: All Christian	17% (199)	24% (284)	19% (231)	29% (345)	11% (133)	1191
Relig: All Non-Christian	17% (167)	25% (250)	16% (165)	27% (276)	15% (147)	1004
Community: Urban	22% (132)	21% (127)	16% (96)	28% (164)	12% (72)	591
Community: Suburban	13% (130)	25% (251)	20% (193)	30% (292)	12% (121)	987
Community: Rural	17% (103)	25% (155)	17% (108)	27% (167)	14% (89)	622
Employ: Private Sector	20% (140)	26% (176)	17% (120)	26% (177)	11% (76)	688
Employ: Government	23% (36)	30% (47)	17% (27)	17% (26)	14% (22)	159
Employ: Self-Employed	24% (44)	26% (47)	18% (32)	26% (46)	6% (12)	181
Employ: Homemaker	16% (25)	26% (41)	19% (29)	30% (47)	9% (15)	157
Employ: Student	17% (16)	33% (32)	20% (19)	18% (17)	13% (12)	97
Employ: Retired	5% (23)	20% (87)	18% (75)	46% (197)	11% (45)	427
Employ: Unemployed	17% (42)	18% (45)	18% (45)	25% (62)	21% (52)	247
Employ: Other	16% (40)	24% (59)	19% (48)	20% (50)	20% (49)	245
Military HH: Yes	19% (68)	22% (81)	18% (66)	26% (93)	15% (53)	361
Military HH: No	16% (298)	25% (452)	18% (330)	29% (530)	12% (229)	1839

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**Table BRD7\_7:** How likely would you be to order each of the following items through a voice assistant, such as Amazon Echo or Google Home, even if you do not currently own one?  
Digital products (e.g. songs, movies, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	17% (365)	24% (533)	18% (397)	28% (623)	13% (282)	2200
RD/WT: Right Direction	19% (141)	23% (166)	19% (137)	27% (201)	12% (88)	732
RD/WT: Wrong Track	15% (224)	25% (368)	18% (260)	29% (422)	13% (194)	1468
Strongly Approve	19% (82)	24% (106)	17% (74)	31% (135)	10% (45)	442
Somewhat Approve	13% (57)	26% (112)	24% (101)	28% (118)	9% (40)	428
Somewhat Disapprove	16% (51)	23% (72)	18% (58)	28% (88)	14% (45)	314
Strongly Disapprove	18% (158)	25% (216)	16% (143)	28% (244)	13% (109)	870
Dont Know / No Opinion	12% (18)	18% (27)	14% (21)	26% (38)	29% (42)	146
#1 Issue: Economy	17% (107)	24% (150)	19% (120)	28% (173)	11% (69)	618
#1 Issue: Security	16% (66)	25% (100)	18% (73)	30% (123)	10% (42)	404
#1 Issue: Health Care	17% (73)	26% (114)	16% (69)	28% (125)	13% (59)	441
#1 Issue: Medicare / Social Security	11% (32)	20% (61)	18% (54)	37% (109)	13% (40)	296
#1 Issue: Women's Issues	18% (20)	31% (34)	15% (17)	19% (20)	17% (18)	109
#1 Issue: Education	25% (34)	23% (30)	20% (26)	25% (33)	8% (10)	133
#1 Issue: Energy	29% (26)	28% (26)	12% (11)	15% (14)	16% (15)	92
#1 Issue: Other	7% (7)	17% (19)	25% (27)	24% (26)	26% (28)	107
2016 Vote: Democrat Hillary Clinton	19% (128)	26% (180)	18% (123)	27% (187)	10% (69)	686
2016 Vote: Republican Donald Trump	16% (108)	25% (170)	19% (131)	32% (219)	9% (62)	690
2016 Vote: Someone else	14% (27)	25% (50)	18% (36)	30% (59)	13% (26)	198
2012 Vote: Barack Obama	17% (143)	26% (212)	18% (148)	29% (237)	11% (87)	827
2012 Vote: Mitt Romney	11% (59)	26% (134)	20% (104)	33% (171)	9% (48)	516
2012 Vote: Other	9% (7)	9% (8)	22% (18)	46% (38)	14% (12)	83
2012 Vote: Didn't Vote	20% (155)	23% (180)	16% (126)	23% (177)	17% (135)	772
4-Region: Northeast	17% (69)	25% (101)	21% (83)	27% (109)	10% (40)	401
4-Region: Midwest	10% (49)	27% (130)	18% (84)	32% (151)	13% (59)	473
4-Region: South	19% (159)	25% (200)	16% (128)	28% (224)	13% (104)	814
4-Region: West	17% (89)	20% (103)	20% (102)	27% (139)	15% (78)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD8:** How much have you seen, read, or heard about Walmarts recent partnership with Google, which will allow customers to purchase items from Walmarts website directly through voice control, using the Google Home, or through Google Express, Googles online marketplace?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(192)	24%	(524)	24%	(531)	43%	(953)	2200
Gender: Male	12%	(132)	29%	(303)	23%	(245)	36%	(380)	1059
Gender: Female	5%	(60)	19%	(221)	25%	(286)	50%	(574)	1141
Age: 18-29	9%	(45)	22%	(103)	20%	(93)	49%	(230)	471
Age: 30-44	12%	(66)	22%	(127)	23%	(130)	43%	(242)	564
Age: 45-54	10%	(46)	22%	(102)	18%	(83)	49%	(225)	456
Age: 55-64	5%	(17)	29%	(91)	26%	(82)	39%	(122)	312
Age: 65+	5%	(18)	25%	(101)	36%	(143)	34%	(135)	398
PID: Dem (no lean)	10%	(74)	28%	(206)	22%	(163)	40%	(293)	736
PID: Ind (no lean)	5%	(42)	19%	(157)	26%	(210)	50%	(411)	821
PID: Rep (no lean)	12%	(75)	25%	(161)	25%	(158)	39%	(249)	643
PID/Gender: Dem Men	16%	(49)	38%	(120)	18%	(57)	27%	(86)	312
PID/Gender: Dem Women	6%	(25)	20%	(86)	25%	(106)	49%	(208)	424
PID/Gender: Ind Men	7%	(30)	20%	(83)	26%	(106)	46%	(187)	406
PID/Gender: Ind Women	3%	(12)	18%	(74)	25%	(104)	54%	(225)	415
PID/Gender: Rep Men	15%	(52)	29%	(100)	24%	(82)	31%	(107)	341
PID/Gender: Rep Women	8%	(23)	20%	(61)	25%	(76)	47%	(141)	302
Tea Party: Supporter	15%	(91)	27%	(159)	23%	(134)	35%	(207)	592
Tea Party: Not Supporter	6%	(96)	23%	(363)	25%	(393)	46%	(739)	1592
Ideo: Liberal (1-3)	15%	(116)	28%	(213)	21%	(160)	35%	(264)	753
Ideo: Moderate (4)	7%	(32)	20%	(95)	28%	(131)	45%	(207)	466
Ideo: Conservative (5-7)	5%	(33)	25%	(171)	26%	(175)	44%	(298)	677
Educ: < College	8%	(129)	23%	(360)	24%	(380)	44%	(696)	1566
Educ: Bachelors degree	9%	(36)	25%	(104)	24%	(98)	43%	(177)	416
Educ: Post-grad	12%	(27)	27%	(60)	24%	(53)	36%	(80)	219
Income: Under 50k	8%	(108)	22%	(301)	25%	(332)	45%	(606)	1346
Income: 50k-100k	10%	(63)	24%	(150)	24%	(148)	42%	(257)	618
Income: 100k+	9%	(21)	31%	(73)	22%	(51)	38%	(90)	236
Ethnicity: White	7%	(130)	23%	(410)	24%	(426)	45%	(784)	1750

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**Table BRD8:** How much have you seen, read, or heard about Walmarts recent partnership with Google, which will allow customers to purchase items from Walmarts website directly through voice control, using the Google Home, or through Google Express, Googles online marketplace?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(192)	24%	(524)	24%	(531)	43%	(953)	2200
Ethnicity: Hispanic	20%	(65)	29%	(96)	21%	(70)	30%	(99)	329
Ethnicity: Afr. Am.	14%	(38)	27%	(73)	23%	(61)	36%	(97)	268
Ethnicity: Other	13%	(23)	23%	(42)	25%	(45)	40%	(73)	182
Relig: Protestant	8%	(40)	23%	(114)	27%	(137)	42%	(208)	499
Relig: Roman Catholic	13%	(54)	23%	(99)	26%	(108)	38%	(161)	421
Relig: Ath./Agn./None	8%	(48)	19%	(120)	22%	(136)	51%	(320)	624
Relig: Something Else	8%	(31)	32%	(123)	21%	(80)	38%	(145)	380
Relig: Jewish	5%	(3)	48%	(28)	17%	(10)	29%	(17)	59
Relig: Evangelical	12%	(72)	24%	(144)	24%	(146)	41%	(247)	609
Relig: Non-Evang. Catholics	7%	(40)	24%	(137)	28%	(165)	41%	(239)	582
Relig: All Christian	9%	(113)	24%	(281)	26%	(312)	41%	(486)	1191
Relig: All Non-Christian	8%	(79)	24%	(243)	22%	(217)	46%	(466)	1004
Community: Urban	13%	(74)	24%	(144)	21%	(126)	42%	(246)	591
Community: Suburban	6%	(62)	23%	(223)	26%	(254)	45%	(449)	987
Community: Rural	9%	(56)	25%	(157)	24%	(150)	42%	(259)	622
Employ: Private Sector	12%	(82)	23%	(157)	22%	(150)	43%	(298)	688
Employ: Government	16%	(26)	31%	(49)	26%	(41)	28%	(44)	159
Employ: Self-Employed	12%	(21)	33%	(59)	22%	(40)	34%	(61)	181
Employ: Homemaker	4%	(6)	19%	(29)	21%	(34)	56%	(88)	157
Employ: Student	4%	(3)	36%	(35)	15%	(14)	46%	(44)	97
Employ: Retired	5%	(20)	26%	(111)	36%	(153)	34%	(143)	427
Employ: Unemployed	8%	(21)	13%	(33)	22%	(53)	57%	(141)	247
Employ: Other	5%	(13)	21%	(52)	19%	(46)	55%	(134)	245
Military HH: Yes	13%	(47)	26%	(93)	27%	(99)	34%	(122)	361
Military HH: No	8%	(144)	23%	(431)	24%	(432)	45%	(832)	1839
RD/WT: Right Direction	15%	(109)	27%	(196)	22%	(162)	36%	(265)	732
RD/WT: Wrong Track	6%	(82)	22%	(328)	25%	(368)	47%	(689)	1468

Continued on next page

**Table BRD8:** How much have you seen, read, or heard about Walmarts recent partnership with Google, which will allow customers to purchase items from Walmarts website directly through voice control, using the Google Home, or through Google Express, Googles online marketplace?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(192)	24%	(524)	24%	(531)	43%	(953)	2200
Strongly Approve	15%	(68)	22%	(97)	23%	(104)	39%	(173)	442
Somewhat Approve	6%	(24)	28%	(118)	28%	(118)	39%	(168)	428
Somewhat Disapprove	8%	(25)	26%	(83)	26%	(82)	39%	(123)	314
Strongly Disapprove	8%	(67)	24%	(208)	23%	(200)	45%	(395)	870
Dont Know / No Opinion	5%	(7)	12%	(18)	19%	(27)	65%	(94)	146
#1 Issue: Economy	8%	(48)	26%	(158)	26%	(159)	41%	(253)	618
#1 Issue: Security	9%	(35)	24%	(97)	25%	(103)	42%	(169)	404
#1 Issue: Health Care	9%	(38)	19%	(82)	25%	(110)	48%	(212)	441
#1 Issue: Medicare / Social Security	7%	(22)	24%	(72)	29%	(86)	39%	(117)	296
#1 Issue: Women's Issues	15%	(16)	24%	(26)	14%	(15)	47%	(51)	109
#1 Issue: Education	15%	(20)	26%	(35)	15%	(20)	43%	(58)	133
#1 Issue: Energy	12%	(11)	28%	(26)	25%	(23)	35%	(32)	92
#1 Issue: Other	3%	(3)	26%	(28)	13%	(14)	58%	(62)	107
2016 Vote: Democrat Hillary Clinton	10%	(68)	25%	(170)	25%	(170)	41%	(278)	686
2016 Vote: Republican Donald Trump	10%	(71)	25%	(175)	25%	(176)	39%	(268)	690
2016 Vote: Someone else	4%	(8)	30%	(60)	28%	(55)	38%	(76)	198
2012 Vote: Barack Obama	10%	(81)	25%	(210)	24%	(195)	41%	(340)	827
2012 Vote: Mitt Romney	8%	(41)	26%	(133)	27%	(141)	39%	(201)	516
2012 Vote: Other	3%	(3)	22%	(18)	22%	(18)	53%	(44)	83
2012 Vote: Didn't Vote	9%	(67)	21%	(161)	23%	(176)	48%	(369)	772
4-Region: Northeast	7%	(29)	22%	(89)	26%	(102)	45%	(181)	401
4-Region: Midwest	5%	(25)	25%	(119)	22%	(103)	48%	(227)	473
4-Region: South	11%	(91)	24%	(194)	26%	(210)	39%	(319)	814
4-Region: West	9%	(46)	24%	(123)	23%	(115)	44%	(227)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD9:** Does hearing about this partnership between Walmart and Google make you more or less favorable towards Walmart?

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't Know / No Opinion	Total N
Adults	14% (310)	31% (679)	6% (140)	4% (80)	45% (991)	2200
Gender: Male	19% (196)	31% (324)	6% (63)	4% (44)	41% (432)	1059
Gender: Female	10% (113)	31% (355)	7% (77)	3% (36)	49% (559)	1141
Age: 18-29	17% (80)	35% (166)	8% (37)	3% (14)	37% (174)	471
Age: 30-44	19% (105)	29% (166)	5% (29)	4% (25)	42% (239)	564
Age: 45-54	15% (69)	29% (132)	6% (27)	5% (21)	45% (207)	456
Age: 55-64	12% (38)	28% (86)	6% (19)	4% (11)	51% (158)	312
Age: 65+	5% (18)	32% (128)	7% (28)	2% (9)	54% (214)	398
PID: Dem (no lean)	15% (107)	35% (256)	6% (44)	3% (24)	42% (306)	736
PID: Ind (no lean)	12% (98)	27% (221)	7% (59)	4% (34)	50% (409)	821
PID: Rep (no lean)	16% (105)	32% (203)	6% (38)	3% (22)	43% (276)	643
PID/Gender: Dem Men	21% (64)	36% (111)	5% (14)	4% (12)	35% (110)	312
PID/Gender: Dem Women	10% (43)	34% (145)	7% (30)	3% (12)	46% (195)	424
PID/Gender: Ind Men	15% (61)	25% (99)	7% (27)	5% (20)	49% (198)	406
PID/Gender: Ind Women	9% (36)	29% (121)	8% (31)	4% (15)	51% (211)	415
PID/Gender: Rep Men	21% (71)	33% (114)	6% (22)	4% (12)	36% (124)	341
PID/Gender: Rep Women	11% (34)	30% (89)	5% (17)	3% (9)	51% (153)	302
Tea Party: Supporter	21% (125)	32% (192)	5% (31)	4% (26)	37% (219)	592
Tea Party: Not Supporter	11% (183)	30% (484)	7% (107)	3% (54)	48% (763)	1592
Ideo: Liberal (1-3)	21% (158)	33% (248)	6% (49)	4% (32)	35% (265)	753
Ideo: Moderate (4)	10% (48)	33% (154)	7% (32)	2% (11)	47% (220)	466
Ideo: Conservative (5-7)	8% (56)	32% (214)	7% (51)	4% (27)	49% (330)	677
Educ: < College	15% (234)	28% (446)	6% (99)	4% (58)	47% (728)	1566
Educ: Bachelors degree	10% (43)	37% (154)	6% (25)	3% (12)	44% (182)	416
Educ: Post-grad	15% (32)	36% (79)	7% (16)	4% (10)	37% (81)	219
Income: Under 50k	15% (202)	29% (385)	7% (96)	4% (48)	46% (615)	1346
Income: 50k-100k	13% (80)	34% (208)	5% (34)	3% (18)	45% (277)	618
Income: 100k+	12% (28)	36% (86)	5% (11)	6% (13)	42% (98)	236
Ethnicity: White	12% (215)	30% (533)	6% (112)	3% (60)	47% (830)	1750
Ethnicity: Hispanic	30% (99)	32% (107)	6% (19)	5% (15)	27% (89)	329

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**Table BRD9:** Does hearing about this partnership between Walmart and Google make you more or less favorable towards Walmart?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't Know / No Opinion		Total N
Adults	14%	(310)	31%	(679)	6%	(140)	4%	(80)	45%	(991)	2200
Ethnicity: Afr. Am.	23%	(62)	34%	(90)	5%	(12)	4%	(12)	34%	(92)	268
Ethnicity: Other	18%	(33)	31%	(56)	9%	(16)	4%	(8)	38%	(68)	182
Relig: Protestant	11%	(56)	33%	(164)	5%	(23)	4%	(20)	47%	(236)	499
Relig: Roman Catholic	16%	(65)	31%	(131)	10%	(42)	3%	(13)	40%	(170)	421
Relig: Ath./Agn./None	13%	(79)	27%	(170)	5%	(34)	3%	(20)	51%	(321)	624
Relig: Something Else	18%	(68)	32%	(120)	7%	(25)	5%	(20)	38%	(146)	380
Relig: Jewish	6%	(4)	42%	(24)	10%	(6)	8%	(4)	34%	(20)	59
Relig: Evangelical	17%	(102)	34%	(209)	6%	(34)	3%	(21)	40%	(244)	609
Relig: Non-Evang. Catholics	10%	(60)	31%	(179)	8%	(48)	3%	(19)	47%	(276)	582
Relig: All Christian	14%	(162)	33%	(388)	7%	(82)	3%	(40)	44%	(520)	1191
Relig: All Non-Christian	15%	(148)	29%	(291)	6%	(59)	4%	(40)	47%	(467)	1004
Community: Urban	19%	(114)	28%	(167)	5%	(32)	3%	(20)	44%	(258)	591
Community: Suburban	11%	(112)	33%	(325)	6%	(58)	4%	(41)	46%	(451)	987
Community: Rural	13%	(84)	30%	(187)	8%	(51)	3%	(19)	45%	(282)	622
Employ: Private Sector	16%	(107)	35%	(241)	5%	(36)	4%	(27)	40%	(277)	688
Employ: Government	17%	(28)	34%	(55)	9%	(15)	3%	(4)	36%	(58)	159
Employ: Self-Employed	18%	(33)	30%	(55)	7%	(12)	8%	(15)	37%	(66)	181
Employ: Homemaker	9%	(14)	31%	(49)	9%	(14)	3%	(5)	48%	(75)	157
Employ: Student	15%	(15)	37%	(36)	16%	(16)	4%	(4)	27%	(26)	97
Employ: Retired	7%	(30)	32%	(134)	4%	(17)	3%	(11)	55%	(233)	427
Employ: Unemployed	18%	(44)	23%	(57)	7%	(17)	3%	(9)	49%	(121)	247
Employ: Other	16%	(39)	21%	(52)	6%	(14)	2%	(5)	55%	(135)	245
Military HH: Yes	15%	(54)	31%	(111)	6%	(23)	4%	(15)	44%	(158)	361
Military HH: No	14%	(256)	31%	(568)	6%	(117)	4%	(65)	45%	(833)	1839
RD/WT: Right Direction	20%	(150)	29%	(212)	7%	(49)	5%	(34)	39%	(286)	732
RD/WT: Wrong Track	11%	(160)	32%	(467)	6%	(91)	3%	(46)	48%	(705)	1468
Strongly Approve	22%	(99)	25%	(112)	8%	(35)	6%	(27)	38%	(170)	442
Somewhat Approve	10%	(42)	33%	(141)	7%	(31)	3%	(11)	47%	(203)	428
Somewhat Disapprove	13%	(40)	39%	(121)	6%	(18)	3%	(10)	40%	(125)	314
Strongly Disapprove	13%	(111)	31%	(273)	6%	(51)	3%	(29)	47%	(407)	870
Dont Know / No Opinion	13%	(19)	21%	(31)	4%	(6)	3%	(4)	60%	(87)	146

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**Table BRD9:** Does hearing about this partnership between Walmart and Google make you more or less favorable towards Walmart?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't Know / No Opinion		Total N
Adults	14%	(310)	31%	(679)	6%	(140)	4%	(80)	45%	(991)	2200
#1 Issue: Economy	14%	(88)	34%	(208)	7%	(44)	3%	(18)	42%	(260)	618
#1 Issue: Security	17%	(67)	30%	(122)	5%	(22)	4%	(18)	43%	(175)	404
#1 Issue: Health Care	11%	(47)	30%	(134)	7%	(33)	4%	(18)	48%	(210)	441
#1 Issue: Medicare / Social Security	9%	(27)	32%	(96)	4%	(11)	4%	(12)	51%	(150)	296
#1 Issue: Women's Issues	17%	(18)	33%	(36)	7%	(7)	3%	(4)	40%	(43)	109
#1 Issue: Education	27%	(36)	24%	(32)	8%	(11)	3%	(4)	38%	(51)	133
#1 Issue: Energy	21%	(19)	32%	(30)	9%	(8)	2%	(2)	37%	(34)	92
#1 Issue: Other	7%	(8)	20%	(21)	4%	(5)	4%	(5)	64%	(68)	107
2016 Vote: Democrat Hillary Clinton	14%	(99)	35%	(242)	5%	(37)	4%	(26)	41%	(282)	686
2016 Vote: Republican Donald Trump	14%	(96)	31%	(214)	7%	(45)	3%	(19)	46%	(316)	690
2016 Vote: Someone else	6%	(11)	37%	(73)	8%	(15)	4%	(8)	46%	(91)	198
2012 Vote: Barack Obama	13%	(112)	36%	(298)	5%	(45)	3%	(22)	42%	(351)	827
2012 Vote: Mitt Romney	12%	(61)	31%	(158)	5%	(27)	4%	(19)	49%	(252)	516
2012 Vote: Other	6%	(5)	23%	(19)	7%	(6)	8%	(7)	55%	(46)	83
2012 Vote: Didn't Vote	17%	(132)	26%	(204)	8%	(62)	4%	(32)	44%	(342)	772
4-Region: Northeast	13%	(54)	28%	(113)	7%	(28)	5%	(18)	47%	(189)	401
4-Region: Midwest	11%	(52)	32%	(150)	6%	(28)	4%	(17)	48%	(227)	473
4-Region: South	16%	(127)	33%	(269)	6%	(51)	3%	(23)	42%	(344)	814
4-Region: West	15%	(78)	29%	(146)	7%	(34)	4%	(21)	45%	(231)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD10:** Does hearing about this partnership between Walmart and Google make you more or less favorable towards Google?

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't Know / No Opinion	Total N
Adults	14% (310)	27% (601)	11% (244)	5% (109)	43% (937)	2200
Gender: Male	19% (200)	27% (283)	10% (107)	5% (57)	39% (412)	1059
Gender: Female	10% (110)	28% (317)	12% (137)	5% (52)	46% (525)	1141
Age: 18-29	19% (91)	28% (131)	15% (73)	4% (19)	33% (157)	471
Age: 30-44	18% (103)	24% (135)	11% (61)	6% (33)	41% (232)	564
Age: 45-54	13% (60)	30% (139)	10% (45)	5% (22)	42% (190)	456
Age: 55-64	10% (30)	30% (92)	10% (32)	6% (18)	45% (140)	312
Age: 65+	6% (26)	26% (103)	8% (33)	4% (17)	55% (219)	398
PID: Dem (no lean)	14% (103)	31% (225)	12% (90)	5% (38)	38% (280)	736
PID: Ind (no lean)	12% (101)	23% (192)	12% (98)	5% (42)	47% (387)	821
PID: Rep (no lean)	16% (106)	28% (183)	9% (55)	4% (28)	42% (271)	643
PID/Gender: Dem Men	21% (66)	30% (95)	9% (27)	6% (19)	34% (105)	312
PID/Gender: Dem Women	9% (37)	31% (130)	15% (63)	5% (19)	41% (175)	424
PID/Gender: Ind Men	15% (62)	21% (86)	13% (54)	6% (24)	44% (180)	406
PID/Gender: Ind Women	9% (39)	26% (106)	11% (45)	5% (19)	50% (206)	415
PID/Gender: Rep Men	21% (72)	30% (102)	8% (27)	4% (14)	37% (127)	341
PID/Gender: Rep Women	11% (34)	27% (81)	9% (29)	5% (14)	48% (145)	302
Tea Party: Supporter	22% (129)	31% (184)	8% (45)	5% (27)	35% (207)	592
Tea Party: Not Supporter	11% (179)	26% (414)	12% (199)	5% (79)	45% (721)	1592
Ideo: Liberal (1-3)	21% (161)	27% (203)	14% (102)	6% (42)	33% (245)	753
Ideo: Moderate (4)	10% (49)	31% (143)	11% (53)	4% (20)	43% (200)	466
Ideo: Conservative (5-7)	9% (59)	28% (193)	11% (75)	5% (31)	47% (320)	677
Educ: < College	15% (239)	27% (423)	9% (140)	4% (69)	44% (695)	1566
Educ: Bachelors degree	9% (37)	27% (113)	16% (68)	7% (28)	41% (169)	416
Educ: Post-grad	15% (33)	30% (65)	16% (36)	5% (12)	33% (73)	219
Income: Under 50k	15% (206)	26% (354)	10% (137)	5% (67)	43% (583)	1346
Income: 50k-100k	13% (82)	28% (172)	12% (77)	4% (24)	43% (263)	618
Income: 100k+	9% (22)	31% (74)	13% (30)	8% (18)	39% (92)	236
Ethnicity: White	12% (212)	27% (471)	12% (205)	5% (80)	45% (782)	1750
Ethnicity: Hispanic	33% (108)	27% (89)	9% (29)	5% (15)	27% (88)	329

Continued on next page

**Table BRD10:** Does hearing about this partnership between Walmart and Google make you more or less favorable towards Google?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't Know / No Opinion		Total N
Adults	14%	(310)	27%	(601)	11%	(244)	5%	(109)	43%	(937)	2200
Ethnicity: Afr. Am.	23%	(61)	29%	(79)	7%	(20)	7%	(19)	33%	(89)	268
Ethnicity: Other	21%	(37)	28%	(50)	10%	(19)	5%	(9)	36%	(66)	182
Relig: Protestant	11%	(53)	29%	(146)	10%	(49)	4%	(20)	46%	(231)	499
Relig: Roman Catholic	17%	(71)	27%	(115)	13%	(56)	5%	(22)	38%	(158)	421
Relig: Ath./Agn./None	12%	(76)	23%	(142)	12%	(75)	6%	(35)	47%	(296)	624
Relig: Something Else	18%	(67)	28%	(105)	11%	(42)	6%	(24)	37%	(142)	380
Relig: Jewish	6%	(3)	41%	(24)	10%	(6)	5%	(3)	38%	(22)	59
Relig: Evangelical	18%	(111)	31%	(191)	8%	(48)	4%	(22)	39%	(237)	609
Relig: Non-Evang. Catholics	9%	(53)	28%	(162)	13%	(78)	5%	(28)	45%	(261)	582
Relig: All Christian	14%	(165)	30%	(353)	11%	(126)	4%	(49)	42%	(498)	1191
Relig: All Non-Christian	14%	(143)	25%	(247)	12%	(117)	6%	(59)	44%	(438)	1004
Community: Urban	19%	(114)	24%	(139)	11%	(66)	6%	(38)	40%	(234)	591
Community: Suburban	11%	(109)	28%	(281)	11%	(112)	5%	(49)	44%	(436)	987
Community: Rural	14%	(86)	29%	(181)	11%	(67)	3%	(22)	43%	(267)	622
Employ: Private Sector	15%	(102)	30%	(207)	12%	(81)	5%	(38)	38%	(260)	688
Employ: Government	21%	(34)	25%	(40)	17%	(27)	5%	(9)	32%	(50)	159
Employ: Self-Employed	18%	(32)	27%	(48)	17%	(32)	7%	(12)	32%	(57)	181
Employ: Homemaker	10%	(15)	23%	(37)	15%	(24)	5%	(8)	47%	(73)	157
Employ: Student	14%	(13)	34%	(33)	18%	(17)	7%	(7)	26%	(26)	97
Employ: Retired	8%	(32)	31%	(131)	5%	(21)	4%	(16)	53%	(226)	427
Employ: Unemployed	18%	(43)	22%	(54)	10%	(23)	3%	(9)	48%	(117)	247
Employ: Other	15%	(37)	21%	(50)	8%	(19)	5%	(11)	52%	(127)	245
Military HH: Yes	17%	(61)	26%	(93)	11%	(38)	5%	(17)	42%	(152)	361
Military HH: No	14%	(249)	28%	(508)	11%	(206)	5%	(92)	43%	(785)	1839
RD/WT: Right Direction	21%	(152)	26%	(192)	9%	(64)	5%	(40)	39%	(284)	732
RD/WT: Wrong Track	11%	(157)	28%	(409)	12%	(180)	5%	(69)	44%	(653)	1468
Strongly Approve	22%	(98)	25%	(110)	8%	(37)	7%	(31)	38%	(167)	442
Somewhat Approve	8%	(34)	34%	(145)	9%	(40)	4%	(17)	45%	(192)	428
Somewhat Disapprove	14%	(42)	30%	(95)	12%	(39)	3%	(11)	40%	(127)	314
Strongly Disapprove	14%	(118)	26%	(224)	13%	(117)	5%	(45)	42%	(365)	870
Dont Know / No Opinion	12%	(17)	18%	(26)	8%	(11)	3%	(5)	60%	(87)	146

Continued on next page

**Table BRD10:** Does hearing about this partnership between Walmart and Google make you more or less favorable towards Google?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't Know / No Opinion		Total N
Adults	14%	(310)	27%	(601)	11%	(244)	5%	(109)	43%	(937)	2200
#1 Issue: Economy	15%	(90)	28%	(173)	12%	(72)	4%	(26)	42%	(258)	618
#1 Issue: Security	15%	(61)	28%	(112)	10%	(41)	4%	(17)	43%	(173)	404
#1 Issue: Health Care	10%	(43)	28%	(122)	12%	(53)	5%	(24)	45%	(199)	441
#1 Issue: Medicare / Social Security	11%	(32)	32%	(95)	6%	(17)	4%	(10)	48%	(142)	296
#1 Issue: Women's Issues	18%	(20)	24%	(27)	19%	(20)	8%	(9)	31%	(34)	109
#1 Issue: Education	23%	(30)	24%	(31)	11%	(15)	7%	(9)	36%	(47)	133
#1 Issue: Energy	28%	(26)	23%	(21)	14%	(13)	7%	(6)	29%	(27)	92
#1 Issue: Other	7%	(8)	19%	(21)	12%	(13)	7%	(7)	55%	(58)	107
2016 Vote: Democrat Hillary Clinton	13%	(91)	30%	(204)	14%	(94)	6%	(41)	37%	(257)	686
2016 Vote: Republican Donald Trump	13%	(93)	29%	(200)	10%	(70)	4%	(31)	43%	(296)	690
2016 Vote: Someone else	7%	(14)	29%	(58)	13%	(26)	6%	(12)	45%	(88)	198
2012 Vote: Barack Obama	12%	(98)	31%	(259)	13%	(105)	6%	(47)	38%	(318)	827
2012 Vote: Mitt Romney	12%	(64)	26%	(135)	10%	(51)	5%	(25)	47%	(242)	516
2012 Vote: Other	5%	(4)	20%	(16)	14%	(11)	7%	(6)	55%	(46)	83
2012 Vote: Didn't Vote	19%	(143)	25%	(190)	10%	(77)	4%	(30)	43%	(332)	772
4-Region: Northeast	13%	(53)	27%	(107)	11%	(43)	6%	(22)	44%	(177)	401
4-Region: Midwest	8%	(40)	30%	(141)	11%	(53)	7%	(31)	44%	(209)	473
4-Region: South	16%	(131)	28%	(232)	11%	(87)	4%	(29)	41%	(336)	814
4-Region: West	17%	(87)	24%	(122)	12%	(61)	5%	(26)	42%	(216)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD11: Does hearing about this partnership between Walmart and Google make you more or less likely to purchase a Google Home?**

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	8% (153)	14% (284)	34% (687)	3% (65)	6% (117)	35% (697)	2004
Gender: Male	11% (101)	15% (140)	34% (315)	3% (29)	7% (65)	30% (285)	934
Gender: Female	5% (52)	14% (144)	35% (373)	3% (36)	5% (52)	39% (413)	1069
Age: 18-29	11% (44)	15% (62)	36% (148)	4% (17)	3% (12)	30% (124)	407
Age: 30-44	10% (52)	16% (81)	33% (166)	2% (10)	5% (25)	33% (167)	500
Age: 45-54	8% (34)	15% (64)	33% (139)	2% (9)	6% (26)	35% (145)	417
Age: 55-64	5% (14)	17% (51)	31% (90)	5% (14)	8% (23)	34% (100)	293
Age: 65+	2% (9)	7% (26)	37% (143)	4% (15)	8% (31)	42% (162)	387
PID: Dem (no lean)	7% (47)	17% (117)	34% (228)	4% (26)	6% (44)	31% (210)	672
PID: Ind (no lean)	7% (55)	12% (88)	31% (230)	3% (21)	6% (42)	42% (312)	748
PID: Rep (no lean)	9% (51)	14% (79)	39% (230)	3% (18)	5% (31)	30% (175)	584
PID/Gender: Dem Men	11% (31)	20% (54)	32% (86)	4% (10)	8% (21)	26% (71)	272
PID/Gender: Dem Women	4% (17)	16% (62)	35% (142)	4% (16)	6% (23)	35% (140)	400
PID/Gender: Ind Men	9% (32)	11% (41)	33% (117)	3% (12)	7% (25)	37% (133)	358
PID/Gender: Ind Women	6% (23)	12% (47)	29% (113)	2% (10)	4% (17)	46% (180)	390
PID/Gender: Rep Men	13% (39)	15% (45)	37% (112)	3% (8)	6% (19)	27% (81)	304
PID/Gender: Rep Women	4% (12)	12% (35)	42% (118)	4% (10)	4% (12)	33% (93)	280
Tea Party: Supporter	11% (58)	17% (87)	35% (181)	3% (14)	5% (26)	29% (152)	517
Tea Party: Not Supporter	6% (96)	13% (195)	34% (506)	3% (50)	6% (91)	36% (537)	1474
Ideo: Liberal (1-3)	11% (72)	16% (104)	34% (217)	5% (31)	7% (43)	26% (168)	636
Ideo: Moderate (4)	5% (23)	14% (61)	36% (156)	2% (10)	4% (19)	38% (162)	431
Ideo: Conservative (5-7)	5% (35)	13% (82)	40% (258)	3% (20)	7% (47)	32% (206)	647
Educ: < College	9% (122)	15% (214)	30% (425)	3% (39)	6% (79)	38% (543)	1421
Educ: Bachelors degree	5% (18)	10% (40)	47% (181)	4% (16)	6% (22)	28% (108)	385
Educ: Post-grad	7% (13)	15% (30)	41% (81)	5% (10)	8% (16)	23% (46)	197
Income: Under 50k	8% (101)	14% (175)	31% (376)	3% (35)	6% (73)	38% (462)	1222
Income: 50k-100k	7% (41)	12% (70)	41% (233)	3% (19)	5% (26)	31% (176)	565
Income: 100k+	5% (11)	18% (39)	36% (78)	5% (11)	8% (18)	27% (59)	216
Ethnicity: White	7% (110)	14% (223)	36% (584)	3% (46)	6% (92)	35% (567)	1622
Ethnicity: Hispanic	17% (48)	20% (55)	28% (78)	3% (9)	4% (12)	27% (73)	275

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**Table BRD11: Does hearing about this partnership between Walmart and Google make you more or less likely to purchase a Google Home?**

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	8% (153)	14% (284)	34% (687)	3% (65)	6% (117)	35% (697)	2004
Ethnicity: Afr. Am.	11% (25)	17% (39)	28% (63)	5% (11)	7% (17)	31% (71)	226
Ethnicity: Other	12% (18)	14% (21)	26% (40)	5% (8)	5% (8)	38% (59)	155
Relig: Protestant	6% (28)	11% (53)	40% (187)	5% (22)	5% (25)	33% (154)	470
Relig: Roman Catholic	8% (29)	14% (50)	34% (125)	4% (15)	6% (21)	35% (129)	368
Relig: Ath./Agn./None	8% (46)	12% (68)	32% (185)	3% (14)	6% (33)	39% (223)	570
Relig: Something Else	8% (27)	19% (66)	30% (105)	3% (10)	7% (24)	32% (112)	345
Relig: Jewish	4% (2)	24% (13)	39% (22)	7% (4)	5% (3)	21% (12)	57
Relig: Evangelical	10% (53)	15% (81)	35% (193)	4% (19)	6% (32)	31% (167)	546
Relig: Non-Evang. Catholics	5% (26)	12% (66)	38% (204)	4% (21)	5% (27)	36% (194)	539
Relig: All Christian	7% (80)	14% (147)	37% (398)	4% (41)	5% (59)	33% (360)	1084
Relig: All Non-Christian	8% (74)	15% (135)	32% (290)	3% (24)	6% (58)	37% (335)	915
Community: Urban	11% (58)	14% (75)	29% (151)	2% (12)	7% (34)	37% (193)	523
Community: Suburban	6% (55)	14% (124)	39% (362)	3% (30)	6% (55)	32% (293)	918
Community: Rural	7% (41)	15% (85)	31% (174)	4% (23)	5% (28)	38% (211)	562
Employ: Private Sector	8% (53)	17% (104)	37% (233)	3% (17)	6% (35)	29% (183)	624
Employ: Government	9% (13)	15% (20)	39% (53)	3% (4)	4% (6)	29% (40)	136
Employ: Self-Employed	13% (20)	17% (27)	32% (51)	5% (8)	5% (8)	28% (45)	160
Employ: Homemaker	2% (3)	15% (22)	40% (59)	6% (9)	2% (4)	34% (50)	145
Employ: Student	11% (9)	22% (18)	29% (24)	3% (3)	6% (5)	28% (23)	83
Employ: Retired	4% (18)	9% (36)	35% (147)	3% (14)	9% (37)	40% (165)	417
Employ: Unemployed	9% (20)	13% (29)	27% (60)	3% (7)	6% (13)	43% (97)	226
Employ: Other	8% (18)	13% (28)	28% (59)	2% (4)	5% (10)	44% (94)	213
Military HH: Yes	7% (23)	17% (53)	34% (109)	3% (10)	8% (27)	31% (99)	320
Military HH: No	8% (130)	14% (231)	34% (578)	3% (55)	5% (90)	36% (598)	1683
RD/WT: Right Direction	11% (69)	15% (93)	32% (203)	3% (21)	6% (39)	33% (214)	640
RD/WT: Wrong Track	6% (84)	14% (191)	36% (484)	3% (44)	6% (78)	35% (483)	1364
Strongly Approve	12% (49)	16% (64)	30% (120)	3% (13)	6% (24)	32% (125)	395
Somewhat Approve	5% (20)	13% (49)	41% (160)	4% (14)	6% (22)	32% (122)	386
Somewhat Disapprove	6% (19)	21% (61)	34% (100)	2% (5)	4% (11)	32% (94)	291
Strongly Disapprove	8% (60)	12% (96)	35% (282)	4% (30)	7% (53)	35% (279)	800
Dont Know / No Opinion	4% (6)	11% (15)	19% (25)	2% (3)	5% (7)	59% (78)	132

Continued on next page

**Table BRD11: Does hearing about this partnership between Walmart and Google make you more or less likely to purchase a Google Home?**

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	8% (153)	14% (284)	34% (687)	3% (65)	6% (117)	35% (697)	2004
#1 Issue: Economy	9% (54)	12% (68)	39% (222)	3% (19)	6% (32)	31% (177)	570
#1 Issue: Security	8% (29)	17% (61)	34% (124)	4% (15)	4% (16)	33% (120)	364
#1 Issue: Health Care	6% (25)	14% (56)	34% (138)	4% (15)	7% (28)	36% (148)	410
#1 Issue: Medicare / Social Security	3% (9)	14% (38)	29% (79)	1% (4)	7% (20)	46% (128)	278
#1 Issue: Women's Issues	11% (11)	7% (7)	47% (45)	4% (3)	5% (4)	26% (24)	94
#1 Issue: Education	11% (12)	23% (26)	23% (26)	2% (2)	4% (4)	37% (42)	111
#1 Issue: Energy	12% (10)	17% (14)	34% (27)	5% (4)	5% (4)	26% (20)	78
#1 Issue: Other	4% (4)	15% (15)	28% (27)	4% (4)	9% (9)	40% (40)	99
2016 Vote: Democrat Hillary Clinton	6% (37)	16% (101)	34% (205)	4% (22)	7% (41)	34% (207)	612
2016 Vote: Republican Donald Trump	8% (48)	13% (81)	38% (241)	3% (22)	6% (37)	32% (203)	632
2016 Vote: Someone else	3% (6)	15% (28)	41% (76)	3% (6)	8% (16)	30% (56)	188
2012 Vote: Barack Obama	6% (45)	16% (122)	35% (259)	4% (32)	7% (52)	32% (238)	748
2012 Vote: Mitt Romney	6% (29)	11% (54)	40% (193)	4% (17)	6% (28)	33% (160)	481
2012 Vote: Other	3% (3)	6% (5)	39% (32)	4% (3)	8% (7)	40% (33)	82
2012 Vote: Didn't Vote	11% (77)	15% (103)	29% (204)	2% (13)	4% (30)	38% (265)	692
4-Region: Northeast	7% (26)	14% (50)	33% (123)	3% (10)	8% (30)	35% (130)	369
4-Region: Midwest	5% (23)	12% (51)	38% (163)	4% (17)	7% (29)	34% (149)	432
4-Region: South	9% (67)	15% (108)	33% (247)	4% (29)	4% (31)	35% (258)	739
4-Region: West	8% (37)	16% (74)	33% (155)	2% (10)	6% (28)	35% (160)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1059	48%
	Gender: Female	1141	52%
	N	2200	
age5	Age: 18-29	471	21%
	Age: 30-44	564	26%
	Age: 45-54	456	21%
	Age: 55-64	312	14%
	Age: 65+	398	18%
	N	2200	
xpid3	PID: Dem (no lean)	736	33%
	PID: Ind (no lean)	821	37%
	PID: Rep (no lean)	643	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	312	14%
	PID/Gender: Dem Women	424	19%
	PID/Gender: Ind Men	406	18%
	PID/Gender: Ind Women	415	19%
	PID/Gender: Rep Men	341	16%
	PID/Gender: Rep Women	302	14%
	N	2200	
xdemTea	Tea Party: Supporter	592	27%
	Tea Party: Not Supporter	1592	72%
	N	2184	
xdemIdeo3	Ideo: Liberal (1-3)	753	34%
	Ideo: Moderate (4)	466	21%
	Ideo: Conservative (5-7)	677	31%
	N	1895	
xeduc3	Educ: < College	1566	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2200	
xdemInc3	Income: Under 50k	1346	61%
	Income: 50k-100k	618	28%
	Income: 100k+	236	11%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%
demBlackBin	Ethnicity: Afr. Am.	268	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	499	23%
	Relig: Roman Catholic	421	19%
	Relig: Ath./Agn./None	624	28%
	Relig: Something Else	380	17%
	N	1924	
xreligion1	Relig: Jewish	59	3%
xreligion2	Relig: Evangelical	609	28%
	Relig: Non-Evang. Catholics	582	26%
	N	1191	
xreligion3	Relig: All Christian	1191	54%
	Relig: All Non-Christian	1004	46%
	N	2195	
xdemUsr	Community: Urban	591	27%
	Community: Suburban	987	45%
	Community: Rural	622	28%
	N	2200	
xdemEmploy	Employ: Private Sector	688	31%
	Employ: Government	159	7%
	Employ: Self-Employed	181	8%
	Employ: Homemaker	157	7%
	Employ: Student	97	4%
	Employ: Retired	427	19%
	Employ: Unemployed	247	11%
	Employ: Other	245	11%
	N	2200	
xdemMilHH1	Military HH: Yes	361	16%
	Military HH: No	1839	84%
	N	2200	
xnr1	RD/WT: Right Direction	732	33%
	RD/WT: Wrong Track	1468	67%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	442	20%
	Somewhat Approve	428	19%
	Somewhat Disapprove	314	14%
	Strongly Disapprove	870	40%
	Dont Know / No Opinion	146	7%
	N	2200	
xnr3	#1 Issue: Economy	618	28%
	#1 Issue: Security	404	18%
	#1 Issue: Health Care	441	20%
	#1 Issue: Medicare / Social Security	296	13%
	#1 Issue: Women's Issues	109	5%
	#1 Issue: Education	133	6%
	#1 Issue: Energy	92	4%
	#1 Issue: Other	107	5%
	N	2200	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	686	31%
	2016 Vote: Republican Donald Trump	690	31%
	2016 Vote: Someone else	198	9%
	N	1574	
xsubVote12O	2012 Vote: Barack Obama	827	38%
	2012 Vote: Mitt Romney	516	23%
	2012 Vote: Other	83	4%
	2012 Vote: Didn't Vote	772	35%
	N	2198	
xreg4	4-Region: Northeast	401	18%
	4-Region: Midwest	473	22%
	4-Region: South	814	37%
	4-Region: West	511	23%
	N	2200	

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

