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Morning Consult
National Tracking Poll #180102
January 04-05, 2018

Crosstabulation Results

Methodology:

This poll was conducted from January 04-05, 2018, among a national sample of 2201 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_1NET: Do you currently own any of the following products? Please select all that apply. - Apple Mac computer or laptop

Demographic	Selected		Not Selected		Total N
Adults	13%	(296)	87%	(1905)	2201
Gender: Male	14%	(145)	86%	(915)	1060
Gender: Female	13%	(151)	87%	(991)	1141
Age: 18-29	18%	(90)	82%	(419)	509
Age: 30-44	16%	(86)	84%	(440)	526
Age: 45-54	10%	(41)	90%	(352)	393
Age: 55-64	10%	(37)	90%	(338)	375
Age: 65+	11%	(42)	89%	(356)	398
PID: Dem (no lean)	16%	(119)	84%	(625)	744
PID: Ind (no lean)	11%	(91)	89%	(711)	802
PID: Rep (no lean)	13%	(87)	87%	(568)	655
PID/Gender: Dem Men	14%	(48)	86%	(301)	349
PID/Gender: Dem Women	18%	(70)	82%	(325)	395
PID/Gender: Ind Men	12%	(43)	88%	(326)	370
PID/Gender: Ind Women	11%	(47)	89%	(385)	432
PID/Gender: Rep Men	16%	(53)	84%	(288)	341
PID/Gender: Rep Women	11%	(33)	89%	(281)	314
Tea Party: Supporter	19%	(107)	81%	(444)	551
Tea Party: Not Supporter	11%	(187)	89%	(1446)	1633
Ideo: Liberal (1-3)	18%	(129)	82%	(592)	722
Ideo: Moderate (4)	12%	(67)	88%	(475)	542
Ideo: Conservative (5-7)	13%	(85)	87%	(582)	666
Educ: < College	9%	(146)	91%	(1421)	1567
Educ: Bachelors degree	22%	(92)	78%	(324)	416
Educ: Post-grad	26%	(58)	74%	(161)	219
Income: Under 50k	8%	(102)	92%	(1194)	1296
Income: 50k-100k	19%	(127)	81%	(533)	659
Income: 100k+	27%	(67)	73%	(179)	246
Ethnicity: White	13%	(235)	87%	(1515)	1750

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Table BRD1_1NET: Do you currently own any of the following products? Please select all that apply. - Apple Mac computer or laptop

Demographic	Selected		Not Selected		Total N
Adults	13%	(296)	87%	(1905)	2201
Ethnicity: Hispanic	22%	(72)	78%	(257)	329
Ethnicity: Afr. Am.	12%	(32)	88%	(236)	269
Ethnicity: Other	16%	(28)	84%	(154)	182
Relig: Protestant	12%	(62)	88%	(449)	510
Relig: Roman Catholic	19%	(91)	81%	(388)	479
Relig: Ath./Agn./None	11%	(76)	89%	(593)	669
Relig: Something Else	15%	(48)	85%	(273)	321
Relig: Jewish	20%	(12)	80%	(47)	59
Relig: Evangelical	13%	(79)	87%	(520)	599
Relig: Non-Evang. Catholics	15%	(93)	85%	(517)	610
Relig: All Christian	14%	(172)	86%	(1037)	1209
Relig: All Non-Christian	13%	(124)	87%	(867)	991
Community: Urban	15%	(77)	85%	(453)	530
Community: Suburban	16%	(149)	84%	(762)	911
Community: Rural	9%	(70)	91%	(689)	760
Employ: Private Sector	15%	(97)	85%	(548)	646
Employ: Government	23%	(36)	77%	(121)	157
Employ: Self-Employed	16%	(37)	84%	(191)	228
Employ: Homemaker	14%	(29)	86%	(178)	207
Employ: Student	23%	(28)	77%	(93)	121
Employ: Retired	10%	(46)	90%	(412)	458
Employ: Unemployed	5%	(10)	95%	(207)	217
Employ: Other	7%	(12)	93%	(156)	168
Military HH: Yes	16%	(70)	84%	(360)	430
Military HH: No	13%	(226)	87%	(1545)	1771
RD/WT: Right Direction	14%	(129)	86%	(804)	933
RD/WT: Wrong Track	13%	(166)	87%	(1101)	1268
Strongly Approve	14%	(66)	86%	(405)	471
Somewhat Approve	13%	(62)	87%	(429)	491
Somewhat Disapprove	15%	(37)	85%	(217)	253
Strongly Disapprove	14%	(119)	86%	(713)	832
Dont Know / No Opinion	8%	(12)	92%	(142)	153

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Table BRD1_1NET: Do you currently own any of the following products? Please select all that apply. - Apple Mac computer or laptop

Demographic	Selected		Not Selected		Total N
Adults	13%	(296)	87%	(1905)	2201
#1 Issue: Economy	13%	(79)	87%	(551)	630
#1 Issue: Security	15%	(59)	85%	(331)	390
#1 Issue: Health Care	14%	(55)	86%	(351)	406
#1 Issue: Medicare / Social Security	8%	(27)	92%	(300)	327
#1 Issue: Women's Issues	21%	(29)	79%	(105)	134
#1 Issue: Education	14%	(21)	86%	(124)	145
#1 Issue: Energy	19%	(16)	81%	(67)	83
#1 Issue: Other	12%	(10)	88%	(75)	85
2016 Vote: Democrat Hillary Clinton	18%	(130)	82%	(589)	719
2016 Vote: Republican Donald Trump	11%	(87)	89%	(681)	768
2016 Vote: Someone else	12%	(18)	88%	(129)	147
2012 Vote: Barack Obama	17%	(148)	83%	(721)	869
2012 Vote: Mitt Romney	13%	(71)	87%	(488)	559
2012 Vote: Other	10%	(9)	90%	(86)	96
2012 Vote: Didn't Vote	10%	(68)	90%	(608)	676
4-Region: Northeast	15%	(60)	85%	(342)	402
4-Region: Midwest	11%	(52)	89%	(422)	474
4-Region: South	12%	(98)	88%	(717)	815
4-Region: West	17%	(86)	83%	(425)	511

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

Table BRD1_4NET: Do you currently own any of the following products? Please select all that apply. - Apple iPad

Demographic	Selected		Not Selected		Total N
Adults	24%	(521)	76%	(1680)	2201
Gender: Male	24%	(255)	76%	(805)	1060
Gender: Female	23%	(266)	77%	(876)	1141
Age: 18-29	27%	(139)	73%	(370)	509
Age: 30-44	28%	(149)	72%	(377)	526
Age: 45-54	20%	(78)	80%	(315)	393
Age: 55-64	19%	(72)	81%	(302)	375
Age: 65+	21%	(82)	79%	(316)	398
PID: Dem (no lean)	23%	(171)	77%	(573)	744
PID: Ind (no lean)	23%	(185)	77%	(617)	802
PID: Rep (no lean)	25%	(165)	75%	(490)	655
PID/Gender: Dem Men	20%	(71)	80%	(278)	349
PID/Gender: Dem Women	25%	(100)	75%	(296)	395
PID/Gender: Ind Men	25%	(94)	75%	(276)	370
PID/Gender: Ind Women	21%	(91)	79%	(341)	432
PID/Gender: Rep Men	26%	(90)	74%	(251)	341
PID/Gender: Rep Women	24%	(75)	76%	(239)	314
Tea Party: Supporter	25%	(140)	75%	(411)	551
Tea Party: Not Supporter	23%	(377)	77%	(1256)	1633
Ideo: Liberal (1-3)	26%	(189)	74%	(533)	722
Ideo: Moderate (4)	25%	(136)	75%	(406)	542
Ideo: Conservative (5-7)	25%	(164)	75%	(503)	666
Educ: < College	19%	(296)	81%	(1271)	1567
Educ: Bachelors degree	33%	(137)	67%	(279)	416
Educ: Post-grad	40%	(88)	60%	(131)	219
Income: Under 50k	16%	(205)	84%	(1091)	1296
Income: 50k-100k	32%	(209)	68%	(450)	659
Income: 100k+	43%	(107)	57%	(139)	246
Ethnicity: White	24%	(423)	76%	(1328)	1750
Ethnicity: Hispanic	29%	(94)	71%	(235)	329
Ethnicity: Afr. Am.	20%	(53)	80%	(216)	269

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Table BRD1_4NET: Do you currently own any of the following products? Please select all that apply. - Apple iPad

Demographic	Selected		Not Selected		Total N
Adults	24%	(521)	76%	(1680)	2201
Ethnicity: Other	25%	(45)	75%	(137)	182
Relig: Protestant	26%	(130)	74%	(380)	510
Relig: Roman Catholic	29%	(139)	71%	(340)	479
Relig: Ath./Agn./None	17%	(116)	83%	(553)	669
Relig: Something Else	24%	(79)	76%	(243)	321
Relig: Jewish	19%	(11)	81%	(47)	59
Relig: Evangelical	28%	(167)	72%	(432)	599
Relig: Non-Evang. Catholics	26%	(158)	74%	(451)	610
Relig: All Christian	27%	(325)	73%	(884)	1209
Relig: All Non-Christian	20%	(195)	80%	(796)	991
Community: Urban	23%	(124)	77%	(406)	530
Community: Suburban	28%	(253)	72%	(657)	911
Community: Rural	19%	(143)	81%	(617)	760
Employ: Private Sector	27%	(174)	73%	(471)	646
Employ: Government	38%	(60)	62%	(97)	157
Employ: Self-Employed	28%	(64)	72%	(165)	228
Employ: Homemaker	21%	(43)	79%	(164)	207
Employ: Student	26%	(32)	74%	(89)	121
Employ: Retired	20%	(92)	80%	(366)	458
Employ: Unemployed	15%	(31)	85%	(185)	217
Employ: Other	15%	(25)	85%	(143)	168
Military HH: Yes	24%	(103)	76%	(327)	430
Military HH: No	24%	(418)	76%	(1354)	1771
RD/WT: Right Direction	25%	(232)	75%	(701)	933
RD/WT: Wrong Track	23%	(289)	77%	(979)	1268
Strongly Approve	24%	(115)	76%	(356)	471
Somewhat Approve	26%	(130)	74%	(361)	491
Somewhat Disapprove	20%	(51)	80%	(203)	253
Strongly Disapprove	24%	(196)	76%	(636)	832
Dont Know / No Opinion	19%	(29)	81%	(125)	153

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Table BRD1_4NET: Do you currently own any of the following products? Please select all that apply. - Apple iPad

Demographic	Selected		Not Selected		Total N
Adults	24%	(521)	76%	(1680)	2201
#1 Issue: Economy	26%	(161)	74%	(469)	630
#1 Issue: Security	27%	(104)	73%	(286)	390
#1 Issue: Health Care	22%	(90)	78%	(317)	406
#1 Issue: Medicare / Social Security	18%	(58)	82%	(269)	327
#1 Issue: Women's Issues	32%	(42)	68%	(92)	134
#1 Issue: Education	23%	(34)	77%	(111)	145
#1 Issue: Energy	17%	(14)	83%	(69)	83
#1 Issue: Other	20%	(17)	80%	(68)	85
2016 Vote: Democrat Hillary Clinton	26%	(188)	74%	(531)	719
2016 Vote: Republican Donald Trump	25%	(190)	75%	(578)	768
2016 Vote: Someone else	29%	(42)	71%	(105)	147
2012 Vote: Barack Obama	25%	(219)	75%	(650)	869
2012 Vote: Mitt Romney	27%	(149)	73%	(410)	559
2012 Vote: Other	26%	(25)	74%	(71)	96
2012 Vote: Didn't Vote	19%	(127)	81%	(549)	676
4-Region: Northeast	25%	(99)	75%	(302)	402
4-Region: Midwest	21%	(100)	79%	(374)	474
4-Region: South	24%	(197)	76%	(618)	815
4-Region: West	24%	(125)	76%	(386)	511

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

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

Demographic	Selected		Not Selected		Total N
Adults	33%	(717)	67%	(1484)	2201
Gender: Male	32%	(340)	68%	(719)	1060
Gender: Female	33%	(377)	67%	(764)	1141
Age: 18-29	43%	(218)	57%	(291)	509
Age: 30-44	40%	(209)	60%	(317)	526
Age: 45-54	25%	(98)	75%	(295)	393
Age: 55-64	25%	(95)	75%	(279)	375
Age: 65+	24%	(96)	76%	(301)	398
PID: Dem (no lean)	34%	(251)	66%	(493)	744
PID: Ind (no lean)	30%	(238)	70%	(564)	802
PID: Rep (no lean)	35%	(228)	65%	(427)	655
PID/Gender: Dem Men	30%	(106)	70%	(243)	349
PID/Gender: Dem Women	37%	(146)	63%	(250)	395
PID/Gender: Ind Men	29%	(109)	71%	(261)	370
PID/Gender: Ind Women	30%	(130)	70%	(303)	432
PID/Gender: Rep Men	37%	(126)	63%	(215)	341
PID/Gender: Rep Women	33%	(102)	67%	(212)	314
Tea Party: Supporter	36%	(197)	64%	(354)	551
Tea Party: Not Supporter	31%	(514)	69%	(1119)	1633
Ideo: Liberal (1-3)	36%	(262)	64%	(460)	722
Ideo: Moderate (4)	31%	(168)	69%	(374)	542
Ideo: Conservative (5-7)	35%	(230)	65%	(436)	666
Educ: < College	27%	(425)	73%	(1142)	1567
Educ: Bachelors degree	44%	(184)	56%	(232)	416
Educ: Post-grad	50%	(109)	50%	(110)	219
Income: Under 50k	24%	(316)	76%	(980)	1296
Income: 50k-100k	41%	(272)	59%	(387)	659
Income: 100k+	53%	(130)	47%	(116)	246
Ethnicity: White	31%	(550)	69%	(1200)	1750
Ethnicity: Hispanic	39%	(129)	61%	(200)	329
Ethnicity: Afr. Am.	33%	(88)	67%	(181)	269

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

Demographic	Selected		Not Selected		Total N
Adults	33%	(717)	67%	(1484)	2201
Ethnicity: Other	43%	(79)	57%	(103)	182
Relig: Protestant	32%	(163)	68%	(348)	510
Relig: Roman Catholic	37%	(179)	63%	(300)	479
Relig: Ath./Agn./None	30%	(201)	70%	(468)	669
Relig: Something Else	34%	(108)	66%	(213)	321
Relig: Jewish	34%	(20)	66%	(39)	59
Relig: Evangelical	33%	(199)	67%	(400)	599
Relig: Non-Evang. Catholics	34%	(208)	66%	(402)	610
Relig: All Christian	34%	(407)	66%	(802)	1209
Relig: All Non-Christian	31%	(310)	69%	(681)	991
Community: Urban	33%	(176)	67%	(355)	530
Community: Suburban	37%	(336)	63%	(575)	911
Community: Rural	27%	(206)	73%	(554)	760
Employ: Private Sector	39%	(253)	61%	(393)	646
Employ: Government	47%	(74)	53%	(84)	157
Employ: Self-Employed	37%	(85)	63%	(143)	228
Employ: Homemaker	30%	(62)	70%	(144)	207
Employ: Student	51%	(62)	49%	(59)	121
Employ: Retired	21%	(95)	79%	(363)	458
Employ: Unemployed	22%	(48)	78%	(169)	217
Employ: Other	23%	(39)	77%	(129)	168
Military HH: Yes	32%	(139)	68%	(290)	430
Military HH: No	33%	(578)	67%	(1193)	1771
RD/WT: Right Direction	35%	(329)	65%	(604)	933
RD/WT: Wrong Track	31%	(388)	69%	(879)	1268
Strongly Approve	32%	(153)	68%	(318)	471
Somewhat Approve	34%	(167)	66%	(323)	491
Somewhat Disapprove	34%	(85)	66%	(168)	253
Strongly Disapprove	33%	(278)	67%	(555)	832
Dont Know / No Opinion	22%	(34)	78%	(120)	153

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

Demographic	Selected		Not Selected		Total N
Adults	33%	(717)	67%	(1484)	2201
#1 Issue: Economy	32%	(201)	68%	(429)	630
#1 Issue: Security	41%	(159)	59%	(231)	390
#1 Issue: Health Care	32%	(130)	68%	(277)	406
#1 Issue: Medicare / Social Security	19%	(64)	81%	(264)	327
#1 Issue: Women's Issues	45%	(61)	55%	(73)	134
#1 Issue: Education	35%	(50)	65%	(95)	145
#1 Issue: Energy	35%	(29)	65%	(54)	83
#1 Issue: Other	28%	(24)	72%	(61)	85
2016 Vote: Democrat Hillary Clinton	35%	(251)	65%	(469)	719
2016 Vote: Republican Donald Trump	32%	(247)	68%	(521)	768
2016 Vote: Someone else	38%	(55)	62%	(92)	147
2012 Vote: Barack Obama	33%	(284)	67%	(585)	869
2012 Vote: Mitt Romney	34%	(191)	66%	(367)	559
2012 Vote: Other	27%	(26)	73%	(70)	96
2012 Vote: Didn't Vote	32%	(215)	68%	(461)	676
4-Region: Northeast	35%	(141)	65%	(261)	402
4-Region: Midwest	29%	(136)	71%	(338)	474
4-Region: South	34%	(273)	66%	(542)	815
4-Region: West	33%	(168)	67%	(343)	511

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

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

Demographic	Selected		Not Selected		Total N
Adults	12%	(263)	88%	(1938)	2201
Gender: Male	15%	(158)	85%	(902)	1060
Gender: Female	9%	(105)	91%	(1036)	1141
Age: 18-29	13%	(67)	87%	(442)	509
Age: 30-44	19%	(98)	81%	(428)	526
Age: 45-54	10%	(41)	90%	(352)	393
Age: 55-64	6%	(24)	94%	(350)	375
Age: 65+	8%	(32)	92%	(365)	398
PID: Dem (no lean)	13%	(96)	87%	(648)	744
PID: Ind (no lean)	9%	(72)	91%	(730)	802
PID: Rep (no lean)	14%	(95)	86%	(560)	655
PID/Gender: Dem Men	15%	(51)	85%	(297)	349
PID/Gender: Dem Women	11%	(45)	89%	(351)	395
PID/Gender: Ind Men	13%	(49)	87%	(321)	370
PID/Gender: Ind Women	5%	(23)	95%	(409)	432
PID/Gender: Rep Men	17%	(58)	83%	(283)	341
PID/Gender: Rep Women	12%	(37)	88%	(277)	314
Tea Party: Supporter	16%	(90)	84%	(461)	551
Tea Party: Not Supporter	10%	(171)	90%	(1462)	1633
Ideo: Liberal (1-3)	15%	(105)	85%	(617)	722
Ideo: Moderate (4)	10%	(57)	90%	(485)	542
Ideo: Conservative (5-7)	14%	(90)	86%	(576)	666
Educ: < College	10%	(163)	90%	(1404)	1567
Educ: Bachelors degree	15%	(63)	85%	(353)	416
Educ: Post-grad	17%	(38)	83%	(181)	219
Income: Under 50k	8%	(109)	92%	(1187)	1296
Income: 50k-100k	15%	(99)	85%	(560)	659
Income: 100k+	22%	(54)	78%	(191)	246
Ethnicity: White	12%	(210)	88%	(1541)	1750
Ethnicity: Hispanic	16%	(54)	84%	(276)	329
Ethnicity: Afr. Am.	15%	(41)	85%	(228)	269

Continued on next page

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

Demographic	Selected		Not Selected		Total N
Adults	12%	(263)	88%	(1938)	2201
Ethnicity: Other	7%	(12)	93%	(170)	182
Relig: Protestant	10%	(50)	90%	(460)	510
Relig: Roman Catholic	17%	(83)	83%	(396)	479
Relig: Ath./Agn./None	9%	(63)	91%	(607)	669
Relig: Something Else	15%	(47)	85%	(274)	321
Relig: Jewish	17%	(10)	83%	(48)	59
Relig: Evangelical	11%	(67)	89%	(532)	599
Relig: Non-Evang. Catholics	14%	(86)	86%	(524)	610
Relig: All Christian	13%	(153)	87%	(1056)	1209
Relig: All Non-Christian	11%	(110)	89%	(881)	991
Community: Urban	13%	(71)	87%	(459)	530
Community: Suburban	13%	(117)	87%	(794)	911
Community: Rural	10%	(75)	90%	(685)	760
Employ: Private Sector	15%	(97)	85%	(549)	646
Employ: Government	18%	(29)	82%	(129)	157
Employ: Self-Employed	15%	(35)	85%	(193)	228
Employ: Homemaker	10%	(21)	90%	(186)	207
Employ: Student	10%	(12)	90%	(109)	121
Employ: Retired	8%	(37)	92%	(421)	458
Employ: Unemployed	8%	(18)	92%	(199)	217
Employ: Other	9%	(14)	91%	(153)	168
Military HH: Yes	17%	(75)	83%	(355)	430
Military HH: No	11%	(188)	89%	(1583)	1771
RD/WT: Right Direction	16%	(146)	84%	(787)	933
RD/WT: Wrong Track	9%	(116)	91%	(1152)	1268
Strongly Approve	17%	(81)	83%	(391)	471
Somewhat Approve	13%	(65)	87%	(426)	491
Somewhat Disapprove	10%	(25)	90%	(229)	253
Strongly Disapprove	10%	(83)	90%	(749)	832
Dont Know / No Opinion	6%	(9)	94%	(144)	153

Continued on next page

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

Demographic	Selected		Not Selected		Total N
Adults	12%	(263)	88%	(1938)	2201
#1 Issue: Economy	13%	(85)	87%	(545)	630
#1 Issue: Security	11%	(44)	89%	(346)	390
#1 Issue: Health Care	14%	(58)	86%	(348)	406
#1 Issue: Medicare / Social Security	7%	(23)	93%	(305)	327
#1 Issue: Women's Issues	15%	(21)	85%	(113)	134
#1 Issue: Education	14%	(20)	86%	(125)	145
#1 Issue: Energy	11%	(9)	89%	(74)	83
#1 Issue: Other	4%	(3)	96%	(82)	85
2016 Vote: Democrat Hillary Clinton	14%	(99)	86%	(621)	719
2016 Vote: Republican Donald Trump	15%	(114)	85%	(654)	768
2016 Vote: Someone else	5%	(8)	95%	(139)	147
2012 Vote: Barack Obama	14%	(118)	86%	(751)	869
2012 Vote: Mitt Romney	14%	(78)	86%	(480)	559
2012 Vote: Other	5%	(5)	95%	(91)	96
2012 Vote: Didn't Vote	9%	(61)	91%	(615)	676
4-Region: Northeast	14%	(55)	86%	(346)	402
4-Region: Midwest	12%	(59)	88%	(415)	474
4-Region: South	12%	(96)	88%	(718)	815
4-Region: West	10%	(52)	90%	(459)	511

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

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

Demographic	Selected		Not Selected		Total N
Adults	9%	(207)	91%	(1994)	2201
Gender: Male	12%	(124)	88%	(936)	1060
Gender: Female	7%	(83)	93%	(1059)	1141
Age: 18-29	14%	(72)	86%	(437)	509
Age: 30-44	14%	(75)	86%	(452)	526
Age: 45-54	7%	(29)	93%	(365)	393
Age: 55-64	4%	(15)	96%	(360)	375
Age: 65+	4%	(16)	96%	(382)	398
PID: Dem (no lean)	10%	(73)	90%	(671)	744
PID: Ind (no lean)	10%	(76)	90%	(726)	802
PID: Rep (no lean)	9%	(57)	91%	(598)	655
PID/Gender: Dem Men	12%	(41)	88%	(307)	349
PID/Gender: Dem Women	8%	(31)	92%	(364)	395
PID/Gender: Ind Men	13%	(49)	87%	(321)	370
PID/Gender: Ind Women	6%	(28)	94%	(405)	432
PID/Gender: Rep Men	10%	(34)	90%	(307)	341
PID/Gender: Rep Women	7%	(24)	93%	(290)	314
Tea Party: Supporter	12%	(64)	88%	(487)	551
Tea Party: Not Supporter	9%	(141)	91%	(1492)	1633
Ideo: Liberal (1-3)	11%	(83)	89%	(639)	722
Ideo: Moderate (4)	12%	(67)	88%	(475)	542
Ideo: Conservative (5-7)	7%	(47)	93%	(620)	666
Educ: < College	9%	(137)	91%	(1429)	1567
Educ: Bachelors degree	12%	(49)	88%	(366)	416
Educ: Post-grad	9%	(20)	91%	(199)	219
Income: Under 50k	9%	(116)	91%	(1180)	1296
Income: 50k-100k	9%	(63)	91%	(597)	659
Income: 100k+	12%	(28)	88%	(217)	246
Ethnicity: White	8%	(144)	92%	(1606)	1750
Ethnicity: Hispanic	15%	(49)	85%	(281)	329
Ethnicity: Afr. Am.	17%	(45)	83%	(223)	269

Continued on next page

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

Demographic	Selected		Not Selected		Total N
Adults	9%	(207)	91%	(1994)	2201
Ethnicity: Other	9%	(17)	91%	(165)	182
Relig: Protestant	6%	(31)	94%	(479)	510
Relig: Roman Catholic	11%	(53)	89%	(426)	479
Relig: Ath./Agn./None	6%	(41)	94%	(629)	669
Relig: Something Else	17%	(54)	83%	(267)	321
Relig: Jewish	16%	(9)	84%	(49)	59
Relig: Evangelical	12%	(70)	88%	(529)	599
Relig: Non-Evang. Catholics	7%	(42)	93%	(568)	610
Relig: All Christian	9%	(112)	91%	(1097)	1209
Relig: All Non-Christian	10%	(95)	90%	(896)	991
Community: Urban	12%	(66)	88%	(465)	530
Community: Suburban	10%	(90)	90%	(821)	911
Community: Rural	7%	(51)	93%	(709)	760
Employ: Private Sector	10%	(63)	90%	(582)	646
Employ: Government	12%	(19)	88%	(138)	157
Employ: Self-Employed	15%	(34)	85%	(194)	228
Employ: Homemaker	11%	(22)	89%	(184)	207
Employ: Student	11%	(13)	89%	(107)	121
Employ: Retired	4%	(18)	96%	(441)	458
Employ: Unemployed	10%	(21)	90%	(195)	217
Employ: Other	9%	(15)	91%	(152)	168
Military HH: Yes	11%	(46)	89%	(384)	430
Military HH: No	9%	(161)	91%	(1611)	1771
RD/WT: Right Direction	11%	(103)	89%	(830)	933
RD/WT: Wrong Track	8%	(104)	92%	(1164)	1268
Strongly Approve	10%	(48)	90%	(423)	471
Somewhat Approve	11%	(53)	89%	(437)	491
Somewhat Disapprove	10%	(27)	90%	(227)	253
Strongly Disapprove	8%	(65)	92%	(767)	832
Dont Know / No Opinion	9%	(13)	91%	(140)	153

Continued on next page

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

Demographic	Selected		Not Selected		Total N
Adults	9%	(207)	91%	(1994)	2201
#1 Issue: Economy	11%	(69)	89%	(561)	630
#1 Issue: Security	8%	(30)	92%	(360)	390
#1 Issue: Health Care	8%	(33)	92%	(373)	406
#1 Issue: Medicare / Social Security	6%	(21)	94%	(306)	327
#1 Issue: Women's Issues	13%	(18)	87%	(116)	134
#1 Issue: Education	16%	(23)	84%	(122)	145
#1 Issue: Energy	10%	(8)	90%	(75)	83
#1 Issue: Other	4%	(4)	96%	(82)	85
2016 Vote: Democrat Hillary Clinton	10%	(72)	90%	(647)	719
2016 Vote: Republican Donald Trump	9%	(73)	91%	(695)	768
2016 Vote: Someone else	9%	(13)	91%	(134)	147
2012 Vote: Barack Obama	11%	(99)	89%	(770)	869
2012 Vote: Mitt Romney	7%	(42)	93%	(517)	559
2012 Vote: Other	6%	(5)	94%	(90)	96
2012 Vote: Didn't Vote	9%	(61)	91%	(615)	676
4-Region: Northeast	8%	(32)	92%	(370)	402
4-Region: Midwest	10%	(48)	90%	(426)	474
4-Region: South	9%	(71)	91%	(744)	815
4-Region: West	11%	(57)	89%	(455)	511

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

Table BRD1_8NET: Do you currently own any of the following products? Please select all that apply. - Windows computer or laptop

Demographic	Selected		Not Selected		Total N
Adults	59%	(1298)	41%	(903)	2201
Gender: Male	60%	(634)	40%	(426)	1060
Gender: Female	58%	(665)	42%	(477)	1141
Age: 18-29	49%	(251)	51%	(258)	509
Age: 30-44	55%	(288)	45%	(238)	526
Age: 45-54	57%	(223)	43%	(170)	393
Age: 55-64	71%	(267)	29%	(107)	375
Age: 65+	67%	(268)	33%	(129)	398
PID: Dem (no lean)	60%	(450)	40%	(294)	744
PID: Ind (no lean)	57%	(453)	43%	(349)	802
PID: Rep (no lean)	60%	(396)	40%	(259)	655
PID/Gender: Dem Men	60%	(210)	40%	(139)	349
PID/Gender: Dem Women	61%	(240)	39%	(156)	395
PID/Gender: Ind Men	57%	(209)	43%	(160)	370
PID/Gender: Ind Women	56%	(244)	44%	(189)	432
PID/Gender: Rep Men	63%	(214)	37%	(127)	341
PID/Gender: Rep Women	58%	(181)	42%	(133)	314
Tea Party: Supporter	60%	(328)	40%	(222)	551
Tea Party: Not Supporter	59%	(959)	41%	(674)	1633
Ideo: Liberal (1-3)	54%	(393)	46%	(329)	722
Ideo: Moderate (4)	65%	(354)	35%	(188)	542
Ideo: Conservative (5-7)	64%	(425)	36%	(241)	666
Educ: < College	57%	(889)	43%	(677)	1567
Educ: Bachelors degree	66%	(276)	34%	(140)	416
Educ: Post-grad	61%	(133)	39%	(86)	219
Income: Under 50k	57%	(741)	43%	(555)	1296
Income: 50k-100k	62%	(408)	38%	(251)	659
Income: 100k+	61%	(149)	39%	(96)	246
Ethnicity: White	62%	(1090)	38%	(660)	1750
Ethnicity: Hispanic	49%	(161)	51%	(169)	329
Ethnicity: Afr. Am.	47%	(125)	53%	(143)	269

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Table BRD1_8NET: Do you currently own any of the following products? Please select all that apply. - Windows computer or laptop

Demographic	Selected		Not Selected		Total N
Adults	59%	(1298)	41%	(903)	2201
Ethnicity: Other	46%	(83)	54%	(99)	182
Relig: Protestant	69%	(351)	31%	(160)	510
Relig: Roman Catholic	58%	(278)	42%	(201)	479
Relig: Ath./Agn./None	56%	(372)	44%	(297)	669
Relig: Something Else	53%	(170)	47%	(151)	321
Relig: Jewish	50%	(29)	50%	(29)	59
Relig: Evangelical	60%	(362)	40%	(237)	599
Relig: Non-Evang. Catholics	65%	(394)	35%	(216)	610
Relig: All Christian	63%	(756)	37%	(453)	1209
Relig: All Non-Christian	55%	(542)	45%	(448)	991
Community: Urban	52%	(275)	48%	(255)	530
Community: Suburban	66%	(599)	34%	(312)	911
Community: Rural	56%	(424)	44%	(336)	760
Employ: Private Sector	60%	(387)	40%	(259)	646
Employ: Government	52%	(82)	48%	(75)	157
Employ: Self-Employed	58%	(134)	42%	(95)	228
Employ: Homemaker	53%	(109)	47%	(98)	207
Employ: Student	59%	(71)	41%	(50)	121
Employ: Retired	70%	(321)	30%	(137)	458
Employ: Unemployed	48%	(105)	52%	(112)	217
Employ: Other	55%	(91)	45%	(76)	168
Military HH: Yes	57%	(247)	43%	(183)	430
Military HH: No	59%	(1051)	41%	(720)	1771
RD/WT: Right Direction	60%	(564)	40%	(370)	933
RD/WT: Wrong Track	58%	(735)	42%	(533)	1268
Strongly Approve	58%	(273)	42%	(198)	471
Somewhat Approve	63%	(310)	37%	(180)	491
Somewhat Disapprove	57%	(146)	43%	(108)	253
Strongly Disapprove	61%	(505)	39%	(327)	832
Dont Know / No Opinion	42%	(65)	58%	(89)	153

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Table BRD1_8NET: Do you currently own any of the following products? Please select all that apply. - Windows computer or laptop

Demographic	Selected		Not Selected		Total N
Adults	59%	(1298)	41%	(903)	2201
#1 Issue: Economy	61%	(382)	39%	(248)	630
#1 Issue: Security	60%	(234)	40%	(156)	390
#1 Issue: Health Care	58%	(237)	42%	(170)	406
#1 Issue: Medicare / Social Security	66%	(215)	34%	(113)	327
#1 Issue: Women's Issues	41%	(55)	59%	(79)	134
#1 Issue: Education	49%	(71)	51%	(74)	145
#1 Issue: Energy	58%	(48)	42%	(35)	83
#1 Issue: Other	67%	(57)	33%	(29)	85
2016 Vote: Democrat Hillary Clinton	62%	(443)	38%	(276)	719
2016 Vote: Republican Donald Trump	62%	(479)	38%	(289)	768
2016 Vote: Someone else	61%	(90)	39%	(57)	147
2012 Vote: Barack Obama	61%	(532)	39%	(337)	869
2012 Vote: Mitt Romney	66%	(367)	34%	(191)	559
2012 Vote: Other	53%	(51)	47%	(45)	96
2012 Vote: Didn't Vote	51%	(348)	49%	(329)	676
4-Region: Northeast	59%	(237)	41%	(165)	402
4-Region: Midwest	57%	(272)	43%	(202)	474
4-Region: South	61%	(497)	39%	(318)	815
4-Region: West	57%	(293)	43%	(219)	511

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

Table BRD1_9NET: Do you currently own any of the following products? Please select all that apply. - Voice-controlled assistant

Demographic	Selected		Not Selected		Total N
Adults	6%	(131)	94%	(2070)	2201
Gender: Male	7%	(71)	93%	(988)	1060
Gender: Female	5%	(59)	95%	(1082)	1141
Age: 18-29	9%	(45)	91%	(464)	509
Age: 30-44	7%	(39)	93%	(487)	526
Age: 45-54	5%	(18)	95%	(375)	393
Age: 55-64	5%	(19)	95%	(356)	375
Age: 65+	2%	(10)	98%	(388)	398
PID: Dem (no lean)	7%	(51)	93%	(693)	744
PID: Ind (no lean)	4%	(34)	96%	(768)	802
PID: Rep (no lean)	7%	(45)	93%	(610)	655
PID/Gender: Dem Men	7%	(26)	93%	(323)	349
PID/Gender: Dem Women	7%	(26)	93%	(369)	395
PID/Gender: Ind Men	5%	(20)	95%	(350)	370
PID/Gender: Ind Women	3%	(14)	97%	(418)	432
PID/Gender: Rep Men	8%	(26)	92%	(315)	341
PID/Gender: Rep Women	6%	(19)	94%	(295)	314
Tea Party: Supporter	7%	(40)	93%	(511)	551
Tea Party: Not Supporter	6%	(90)	94%	(1543)	1633
Ideo: Liberal (1-3)	9%	(65)	91%	(657)	722
Ideo: Moderate (4)	6%	(31)	94%	(511)	542
Ideo: Conservative (5-7)	5%	(31)	95%	(635)	666
Educ: < College	6%	(90)	94%	(1476)	1567
Educ: Bachelors degree	7%	(27)	93%	(388)	416
Educ: Post-grad	6%	(13)	94%	(205)	219
Income: Under 50k	5%	(64)	95%	(1232)	1296
Income: 50k-100k	7%	(46)	93%	(613)	659
Income: 100k+	8%	(20)	92%	(226)	246
Ethnicity: White	6%	(101)	94%	(1649)	1750
Ethnicity: Hispanic	9%	(28)	91%	(301)	329
Ethnicity: Afr. Am.	5%	(14)	95%	(254)	269

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Table BRD1_9NET: Do you currently own any of the following products? Please select all that apply. - Voice-controlled assistant

Demographic	Selected		Not Selected		Total N
Adults	6%	(131)	94%	(2070)	2201
Ethnicity: Other	8%	(15)	92%	(167)	182
Relig: Protestant	5%	(27)	95%	(483)	510
Relig: Roman Catholic	8%	(36)	92%	(443)	479
Relig: Ath./Agn./None	5%	(33)	95%	(637)	669
Relig: Something Else	9%	(29)	91%	(293)	321
Relig: Jewish	5%	(3)	95%	(56)	59
Relig: Evangelical	6%	(33)	94%	(566)	599
Relig: Non-Evang. Catholics	6%	(37)	94%	(573)	610
Relig: All Christian	6%	(70)	94%	(1139)	1209
Relig: All Non-Christian	6%	(61)	94%	(929)	991
Community: Urban	7%	(36)	93%	(494)	530
Community: Suburban	6%	(59)	94%	(852)	911
Community: Rural	5%	(36)	95%	(724)	760
Employ: Private Sector	9%	(55)	91%	(591)	646
Employ: Government	13%	(20)	87%	(137)	157
Employ: Self-Employed	7%	(16)	93%	(212)	228
Employ: Homemaker	4%	(9)	96%	(197)	207
Employ: Student	9%	(11)	91%	(110)	121
Employ: Retired	2%	(10)	98%	(448)	458
Employ: Unemployed	1%	(3)	99%	(214)	217
Employ: Other	4%	(7)	96%	(161)	168
Military HH: Yes	9%	(39)	91%	(391)	430
Military HH: No	5%	(92)	95%	(1679)	1771
RD/WT: Right Direction	6%	(57)	94%	(876)	933
RD/WT: Wrong Track	6%	(74)	94%	(1194)	1268
Strongly Approve	6%	(29)	94%	(442)	471
Somewhat Approve	6%	(30)	94%	(461)	491
Somewhat Disapprove	8%	(20)	92%	(233)	253
Strongly Disapprove	6%	(49)	94%	(783)	832
Dont Know / No Opinion	2%	(3)	98%	(151)	153

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Table BRD1_9NET: Do you currently own any of the following products? Please select all that apply. - Voice-controlled assistant

Demographic	Selected		Not Selected		Total N
Adults	6%	(131)	94%	(2070)	2201
#1 Issue: Economy	7%	(43)	93%	(587)	630
#1 Issue: Security	6%	(23)	94%	(367)	390
#1 Issue: Health Care	9%	(36)	91%	(370)	406
#1 Issue: Medicare / Social Security	2%	(8)	98%	(320)	327
#1 Issue: Women's Issues	1%	(2)	99%	(132)	134
#1 Issue: Education	8%	(12)	92%	(133)	145
#1 Issue: Energy	4%	(4)	96%	(79)	83
#1 Issue: Other	3%	(3)	97%	(83)	85
2016 Vote: Democrat Hillary Clinton	6%	(44)	94%	(675)	719
2016 Vote: Republican Donald Trump	6%	(44)	94%	(724)	768
2016 Vote: Someone else	10%	(15)	90%	(132)	147
2012 Vote: Barack Obama	6%	(54)	94%	(815)	869
2012 Vote: Mitt Romney	6%	(36)	94%	(523)	559
2012 Vote: Other	5%	(4)	95%	(91)	96
2012 Vote: Didn't Vote	5%	(37)	95%	(639)	676
4-Region: Northeast	7%	(29)	93%	(372)	402
4-Region: Midwest	5%	(22)	95%	(452)	474
4-Region: South	5%	(38)	95%	(777)	815
4-Region: West	8%	(42)	92%	(469)	511

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

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

Demographic	Selected		Not Selected		Total N
Adults	17%	(365)	83%	(1836)	2201
Gender: Male	15%	(159)	85%	(901)	1060
Gender: Female	18%	(206)	82%	(936)	1141
Age: 18-29	16%	(81)	84%	(428)	509
Age: 30-44	16%	(83)	84%	(444)	526
Age: 45-54	20%	(77)	80%	(316)	393
Age: 55-64	17%	(62)	83%	(312)	375
Age: 65+	15%	(61)	85%	(336)	398
PID: Dem (no lean)	12%	(92)	88%	(652)	744
PID: Ind (no lean)	22%	(180)	78%	(622)	802
PID: Rep (no lean)	14%	(93)	86%	(562)	655
PID/Gender: Dem Men	13%	(46)	87%	(303)	349
PID/Gender: Dem Women	12%	(46)	88%	(349)	395
PID/Gender: Ind Men	22%	(83)	78%	(287)	370
PID/Gender: Ind Women	22%	(97)	78%	(335)	432
PID/Gender: Rep Men	9%	(30)	91%	(311)	341
PID/Gender: Rep Women	20%	(63)	80%	(251)	314
Tea Party: Supporter	12%	(68)	88%	(483)	551
Tea Party: Not Supporter	18%	(295)	82%	(1338)	1633
Ideo: Liberal (1-3)	14%	(99)	86%	(622)	722
Ideo: Moderate (4)	13%	(70)	87%	(472)	542
Ideo: Conservative (5-7)	14%	(94)	86%	(572)	666
Educ: < College	21%	(322)	79%	(1245)	1567
Educ: Bachelors degree	6%	(24)	94%	(392)	416
Educ: Post-grad	9%	(19)	91%	(200)	219
Income: Under 50k	21%	(278)	79%	(1018)	1296
Income: 50k-100k	10%	(65)	90%	(594)	659
Income: 100k+	9%	(22)	91%	(224)	246
Ethnicity: White	15%	(263)	85%	(1487)	1750
Ethnicity: Hispanic	11%	(35)	89%	(294)	329
Ethnicity: Afr. Am.	23%	(61)	77%	(207)	269

Continued on next page

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

Demographic	Selected		Not Selected		Total N
Adults	17%	(365)	83%	(1836)	2201
Ethnicity: Other	22%	(40)	78%	(142)	182
Relig: Protestant	12%	(59)	88%	(451)	510
Relig: Roman Catholic	11%	(50)	89%	(429)	479
Relig: Ath./Agn./None	24%	(158)	76%	(511)	669
Relig: Something Else	17%	(55)	83%	(266)	321
Relig: Jewish	13%	(8)	87%	(51)	59
Relig: Evangelical	14%	(83)	86%	(516)	599
Relig: Non-Evang. Catholics	11%	(68)	89%	(542)	610
Relig: All Christian	12%	(151)	88%	(1058)	1209
Relig: All Non-Christian	22%	(213)	78%	(778)	991
Community: Urban	18%	(97)	82%	(433)	530
Community: Suburban	12%	(105)	88%	(806)	911
Community: Rural	21%	(162)	79%	(597)	760
Employ: Private Sector	12%	(79)	88%	(566)	646
Employ: Government	8%	(13)	92%	(144)	157
Employ: Self-Employed	10%	(23)	90%	(205)	228
Employ: Homemaker	24%	(50)	76%	(156)	207
Employ: Student	11%	(13)	89%	(107)	121
Employ: Retired	16%	(72)	84%	(386)	458
Employ: Unemployed	30%	(66)	70%	(151)	217
Employ: Other	28%	(46)	72%	(121)	168
Military HH: Yes	13%	(56)	87%	(374)	430
Military HH: No	17%	(309)	83%	(1462)	1771
RD/WT: Right Direction	14%	(134)	86%	(799)	933
RD/WT: Wrong Track	18%	(231)	82%	(1037)	1268
Strongly Approve	17%	(80)	83%	(391)	471
Somewhat Approve	13%	(64)	87%	(427)	491
Somewhat Disapprove	18%	(47)	82%	(207)	253
Strongly Disapprove	14%	(120)	86%	(713)	832
Dont Know / No Opinion	35%	(54)	65%	(99)	153

Continued on next page

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

Demographic	Selected		Not Selected		Total N
Adults	17%	(365)	83%	(1836)	2201
#1 Issue: Economy	17%	(108)	83%	(522)	630
#1 Issue: Security	14%	(56)	86%	(334)	390
#1 Issue: Health Care	18%	(73)	82%	(333)	406
#1 Issue: Medicare / Social Security	17%	(54)	83%	(273)	327
#1 Issue: Women's Issues	11%	(15)	89%	(119)	134
#1 Issue: Education	18%	(26)	82%	(119)	145
#1 Issue: Energy	18%	(14)	82%	(68)	83
#1 Issue: Other	20%	(17)	80%	(68)	85
2016 Vote: Democrat Hillary Clinton	11%	(80)	89%	(639)	719
2016 Vote: Republican Donald Trump	14%	(111)	86%	(657)	768
2016 Vote: Someone else	18%	(26)	82%	(121)	147
2012 Vote: Barack Obama	11%	(99)	89%	(770)	869
2012 Vote: Mitt Romney	13%	(73)	87%	(486)	559
2012 Vote: Other	28%	(26)	72%	(69)	96
2012 Vote: Didn't Vote	25%	(166)	75%	(510)	676
4-Region: Northeast	17%	(67)	83%	(334)	402
4-Region: Midwest	16%	(74)	84%	(400)	474
4-Region: South	17%	(142)	83%	(673)	815
4-Region: West	16%	(82)	84%	(429)	511

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

Table BRD2_1: How much do you trust each of the following to keep your personal data secure and private?

Apple

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	24%	(529)	29%	(631)	19%	(425)	13%	(280)	15%	(335)	2201
Gender: Male	26%	(281)	29%	(311)	20%	(207)	14%	(144)	11%	(116)	1060
Gender: Female	22%	(249)	28%	(320)	19%	(218)	12%	(137)	19%	(219)	1141
Age: 18-29	29%	(149)	21%	(108)	23%	(115)	15%	(79)	11%	(58)	509
Age: 30-44	29%	(155)	25%	(133)	18%	(92)	13%	(66)	15%	(80)	526
Age: 45-54	20%	(79)	33%	(130)	17%	(67)	14%	(55)	16%	(61)	393
Age: 55-64	17%	(63)	32%	(119)	20%	(77)	12%	(45)	19%	(72)	375
Age: 65+	21%	(83)	36%	(141)	19%	(75)	9%	(35)	16%	(63)	398
PID: Dem (no lean)	27%	(198)	31%	(231)	19%	(138)	10%	(78)	13%	(99)	744
PID: Ind (no lean)	20%	(157)	24%	(194)	19%	(155)	17%	(134)	20%	(162)	802
PID: Rep (no lean)	27%	(175)	31%	(206)	20%	(132)	10%	(68)	11%	(74)	655
PID/Gender: Dem Men	29%	(102)	31%	(108)	20%	(69)	11%	(37)	9%	(32)	349
PID/Gender: Dem Women	24%	(96)	31%	(124)	18%	(69)	10%	(40)	17%	(66)	395
PID/Gender: Ind Men	20%	(76)	25%	(92)	20%	(72)	21%	(76)	14%	(53)	370
PID/Gender: Ind Women	19%	(82)	23%	(101)	19%	(83)	13%	(58)	25%	(109)	432
PID/Gender: Rep Men	30%	(103)	33%	(111)	19%	(66)	9%	(30)	9%	(30)	341
PID/Gender: Rep Women	23%	(72)	30%	(95)	21%	(66)	12%	(38)	14%	(44)	314
Tea Party: Supporter	28%	(152)	30%	(166)	19%	(106)	11%	(63)	12%	(65)	551
Tea Party: Not Supporter	23%	(374)	28%	(461)	19%	(317)	13%	(217)	16%	(265)	1633
Ideo: Liberal (1-3)	28%	(201)	30%	(213)	21%	(149)	10%	(72)	12%	(87)	722
Ideo: Moderate (4)	24%	(131)	34%	(186)	19%	(103)	11%	(60)	11%	(62)	542
Ideo: Conservative (5-7)	23%	(155)	29%	(196)	21%	(139)	14%	(96)	12%	(81)	666
Educ: < College	22%	(345)	26%	(410)	20%	(308)	14%	(227)	18%	(277)	1567
Educ: Bachelors degree	28%	(117)	35%	(144)	20%	(83)	8%	(33)	9%	(39)	416
Educ: Post-grad	31%	(67)	35%	(77)	16%	(35)	9%	(21)	9%	(19)	219
Income: Under 50k	22%	(280)	25%	(320)	21%	(269)	15%	(190)	18%	(236)	1296
Income: 50k-100k	27%	(180)	34%	(224)	18%	(117)	10%	(64)	11%	(74)	659
Income: 100k+	28%	(69)	36%	(87)	16%	(39)	11%	(26)	10%	(24)	246

Continued on next page

Table BRD2_1: How much do you trust each of the following to keep your personal data secure and private?

Apple

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	24%	(529)	29%	(631)	19%	(425)	13%	(280)	15%	(335)	2201
Ethnicity: White	23%	(410)	30%	(531)	19%	(334)	12%	(217)	15%	(260)	1750
Ethnicity: Hispanic	28%	(93)	27%	(90)	19%	(62)	15%	(51)	10%	(34)	329
Ethnicity: Afr. Am.	28%	(77)	21%	(56)	20%	(53)	15%	(40)	16%	(42)	269
Ethnicity: Other	24%	(43)	24%	(44)	21%	(38)	13%	(23)	18%	(33)	182
Relig: Protestant	25%	(130)	35%	(177)	18%	(91)	8%	(43)	14%	(69)	510
Relig: Roman Catholic	28%	(134)	34%	(162)	19%	(92)	9%	(43)	10%	(49)	479
Relig: Ath./Agn./None	19%	(130)	23%	(154)	20%	(134)	19%	(129)	18%	(122)	669
Relig: Something Else	25%	(79)	28%	(91)	22%	(71)	12%	(38)	13%	(42)	321
Relig: Jewish	23%	(13)	33%	(19)	27%	(16)	5%	(3)	13%	(8)	59
Relig: Evangelical	28%	(170)	30%	(180)	17%	(100)	9%	(53)	16%	(95)	599
Relig: Non-Evang. Catholics	24%	(149)	34%	(206)	20%	(120)	10%	(60)	12%	(75)	610
Relig: All Christian	26%	(319)	32%	(387)	18%	(220)	9%	(113)	14%	(170)	1209
Relig: All Non-Christian	21%	(209)	25%	(245)	21%	(205)	17%	(167)	17%	(164)	991
Community: Urban	26%	(136)	28%	(151)	18%	(97)	14%	(76)	13%	(70)	530
Community: Suburban	25%	(224)	32%	(288)	19%	(174)	11%	(102)	14%	(123)	911
Community: Rural	22%	(170)	25%	(193)	20%	(154)	13%	(102)	19%	(141)	760
Employ: Private Sector	27%	(176)	31%	(198)	18%	(117)	12%	(78)	12%	(77)	646
Employ: Government	31%	(49)	28%	(43)	20%	(31)	9%	(14)	13%	(20)	157
Employ: Self-Employed	28%	(65)	28%	(63)	19%	(44)	13%	(29)	12%	(28)	228
Employ: Homemaker	22%	(45)	26%	(53)	19%	(40)	13%	(26)	20%	(42)	207
Employ: Student	25%	(30)	29%	(36)	20%	(24)	17%	(20)	9%	(11)	121
Employ: Retired	19%	(89)	35%	(160)	20%	(93)	9%	(42)	16%	(75)	458
Employ: Unemployed	20%	(42)	24%	(51)	17%	(37)	21%	(46)	19%	(41)	217
Employ: Other	20%	(33)	16%	(28)	24%	(39)	15%	(26)	25%	(41)	168
Military HH: Yes	26%	(110)	28%	(122)	23%	(100)	11%	(48)	12%	(50)	430
Military HH: No	24%	(420)	29%	(509)	18%	(325)	13%	(232)	16%	(285)	1771
RD/WT: Right Direction	29%	(272)	29%	(274)	18%	(166)	10%	(91)	14%	(130)	933
RD/WT: Wrong Track	20%	(257)	28%	(357)	20%	(259)	15%	(189)	16%	(205)	1268

Continued on next page

Table BRD2_1: How much do you trust each of the following to keep your personal data secure and private?

Apple

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	24%	(529)	29%	(631)	19%	(425)	13%	(280)	15%	(335)	2201
Strongly Approve	30%	(139)	29%	(138)	18%	(83)	12%	(55)	12%	(56)	471
Somewhat Approve	24%	(117)	34%	(166)	19%	(95)	9%	(44)	14%	(68)	491
Somewhat Disapprove	24%	(62)	25%	(62)	18%	(46)	16%	(41)	16%	(42)	253
Strongly Disapprove	23%	(187)	29%	(243)	21%	(173)	14%	(113)	14%	(116)	832
Dont Know / No Opinion	16%	(24)	14%	(22)	18%	(28)	18%	(27)	35%	(53)	153
#1 Issue: Economy	21%	(130)	29%	(181)	23%	(147)	12%	(77)	15%	(95)	630
#1 Issue: Security	25%	(99)	33%	(130)	16%	(64)	12%	(47)	13%	(49)	390
#1 Issue: Health Care	23%	(92)	29%	(117)	19%	(79)	14%	(57)	15%	(61)	406
#1 Issue: Medicare / Social Security	24%	(77)	31%	(102)	16%	(52)	11%	(35)	18%	(60)	327
#1 Issue: Women's Issues	38%	(50)	23%	(31)	16%	(22)	8%	(11)	15%	(20)	134
#1 Issue: Education	31%	(44)	23%	(34)	15%	(22)	15%	(21)	16%	(24)	145
#1 Issue: Energy	25%	(21)	16%	(14)	27%	(23)	19%	(16)	12%	(10)	83
#1 Issue: Other	18%	(15)	25%	(22)	19%	(16)	19%	(16)	19%	(16)	85
2016 Vote: Democrat Hillary Clinton	27%	(198)	32%	(228)	17%	(123)	11%	(78)	13%	(93)	719
2016 Vote: Republican Donald Trump	25%	(190)	33%	(252)	20%	(152)	12%	(89)	11%	(86)	768
2016 Vote: Someone else	21%	(30)	22%	(32)	23%	(33)	20%	(30)	14%	(21)	147
2012 Vote: Barack Obama	27%	(237)	31%	(268)	19%	(165)	10%	(86)	13%	(113)	869
2012 Vote: Mitt Romney	24%	(131)	34%	(188)	20%	(112)	11%	(61)	12%	(66)	559
2012 Vote: Other	14%	(14)	26%	(24)	26%	(25)	22%	(21)	12%	(12)	96
2012 Vote: Didn't Vote	22%	(147)	22%	(151)	18%	(123)	17%	(112)	21%	(144)	676
4-Region: Northeast	24%	(97)	26%	(104)	23%	(94)	12%	(50)	14%	(57)	402
4-Region: Midwest	22%	(106)	30%	(143)	17%	(83)	12%	(57)	18%	(86)	474
4-Region: South	26%	(210)	30%	(246)	17%	(140)	11%	(93)	15%	(126)	815
4-Region: West	23%	(117)	27%	(139)	21%	(108)	16%	(81)	13%	(66)	511

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

Table BRD2_4: How much do you trust each of the following to keep your personal data secure and private?

Facebook

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	20%	(438)	28%	(620)	26%	(561)	17%	(382)	9%	(199)	2201
Gender: Male	21%	(219)	27%	(288)	24%	(251)	20%	(210)	9%	(92)	1060
Gender: Female	19%	(220)	29%	(332)	27%	(311)	15%	(172)	9%	(107)	1141
Age: 18-29	27%	(139)	23%	(119)	23%	(116)	17%	(87)	9%	(48)	509
Age: 30-44	26%	(139)	26%	(138)	24%	(126)	15%	(79)	9%	(45)	526
Age: 45-54	16%	(64)	35%	(137)	24%	(94)	18%	(72)	7%	(26)	393
Age: 55-64	14%	(53)	27%	(99)	29%	(107)	20%	(75)	11%	(40)	375
Age: 65+	11%	(43)	32%	(127)	30%	(118)	17%	(69)	10%	(41)	398
PID: Dem (no lean)	22%	(166)	30%	(223)	25%	(184)	15%	(112)	8%	(59)	744
PID: Ind (no lean)	17%	(133)	23%	(187)	27%	(218)	22%	(173)	11%	(91)	802
PID: Rep (no lean)	21%	(140)	32%	(209)	24%	(159)	15%	(97)	8%	(50)	655
PID/Gender: Dem Men	24%	(85)	29%	(101)	21%	(74)	16%	(56)	9%	(33)	349
PID/Gender: Dem Women	20%	(81)	31%	(123)	28%	(110)	14%	(56)	7%	(26)	395
PID/Gender: Ind Men	16%	(57)	22%	(80)	25%	(92)	28%	(103)	10%	(37)	370
PID/Gender: Ind Women	17%	(75)	25%	(107)	29%	(126)	16%	(70)	12%	(54)	432
PID/Gender: Rep Men	22%	(76)	31%	(107)	25%	(85)	15%	(51)	7%	(22)	341
PID/Gender: Rep Women	20%	(63)	33%	(103)	24%	(74)	15%	(46)	9%	(27)	314
Tea Party: Supporter	26%	(143)	28%	(157)	24%	(130)	17%	(94)	5%	(28)	551
Tea Party: Not Supporter	18%	(291)	28%	(455)	26%	(428)	18%	(288)	10%	(171)	1633
Ideo: Liberal (1-3)	22%	(159)	29%	(207)	25%	(181)	16%	(114)	8%	(60)	722
Ideo: Moderate (4)	19%	(105)	30%	(165)	30%	(162)	16%	(85)	5%	(25)	542
Ideo: Conservative (5-7)	18%	(118)	28%	(187)	27%	(177)	20%	(136)	7%	(48)	666
Educ: < College	21%	(333)	29%	(457)	22%	(347)	17%	(269)	10%	(160)	1567
Educ: Bachelors degree	17%	(69)	26%	(108)	34%	(142)	16%	(68)	7%	(28)	416
Educ: Post-grad	17%	(36)	25%	(54)	33%	(72)	20%	(45)	5%	(11)	219
Income: Under 50k	23%	(296)	28%	(358)	23%	(298)	17%	(224)	9%	(120)	1296
Income: 50k-100k	15%	(101)	30%	(195)	29%	(190)	17%	(113)	9%	(61)	659
Income: 100k+	17%	(41)	27%	(67)	30%	(73)	18%	(45)	8%	(19)	246

Continued on next page

Table BRD2_4: How much do you trust each of the following to keep your personal data secure and private?

Facebook

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	20%	(438)	28%	(620)	26%	(561)	17%	(382)	9%	(199)	2201
Ethnicity: White	19%	(328)	28%	(496)	26%	(455)	18%	(315)	9%	(156)	1750
Ethnicity: Hispanic	29%	(94)	20%	(66)	26%	(86)	18%	(59)	7%	(24)	329
Ethnicity: Afr. Am.	27%	(72)	27%	(74)	22%	(59)	16%	(42)	8%	(22)	269
Ethnicity: Other	21%	(38)	27%	(50)	26%	(48)	14%	(25)	12%	(22)	182
Relig: Protestant	17%	(85)	32%	(164)	30%	(151)	14%	(71)	8%	(40)	510
Relig: Roman Catholic	22%	(106)	28%	(133)	26%	(127)	16%	(77)	8%	(37)	479
Relig: Ath./Agn./None	18%	(119)	25%	(166)	23%	(152)	23%	(155)	12%	(78)	669
Relig: Something Else	22%	(72)	29%	(93)	28%	(89)	13%	(41)	8%	(26)	321
Relig: Jewish	23%	(13)	23%	(14)	28%	(16)	15%	(9)	11%	(7)	59
Relig: Evangelical	24%	(146)	34%	(203)	22%	(130)	13%	(81)	7%	(40)	599
Relig: Non-Evang. Catholics	17%	(101)	26%	(158)	31%	(190)	17%	(105)	9%	(55)	610
Relig: All Christian	20%	(246)	30%	(361)	26%	(320)	15%	(186)	8%	(95)	1209
Relig: All Non-Christian	19%	(191)	26%	(259)	24%	(241)	20%	(196)	10%	(103)	991
Community: Urban	22%	(118)	29%	(152)	24%	(129)	17%	(92)	7%	(40)	530
Community: Suburban	16%	(143)	28%	(259)	27%	(245)	20%	(179)	9%	(85)	911
Community: Rural	23%	(177)	27%	(209)	25%	(188)	15%	(111)	10%	(75)	760
Employ: Private Sector	21%	(135)	31%	(202)	25%	(160)	15%	(97)	8%	(52)	646
Employ: Government	25%	(39)	27%	(42)	27%	(42)	14%	(23)	7%	(12)	157
Employ: Self-Employed	24%	(54)	21%	(47)	28%	(65)	21%	(47)	7%	(15)	228
Employ: Homemaker	20%	(41)	28%	(57)	21%	(43)	19%	(39)	13%	(27)	207
Employ: Student	20%	(24)	27%	(32)	24%	(29)	22%	(27)	7%	(9)	121
Employ: Retired	14%	(64)	29%	(132)	31%	(143)	16%	(76)	9%	(43)	458
Employ: Unemployed	19%	(42)	32%	(69)	20%	(43)	19%	(42)	9%	(20)	217
Employ: Other	24%	(40)	23%	(38)	22%	(37)	19%	(32)	13%	(22)	168
Military HH: Yes	21%	(90)	22%	(97)	29%	(124)	20%	(85)	8%	(35)	430
Military HH: No	20%	(349)	30%	(523)	25%	(438)	17%	(297)	9%	(164)	1771
RD/WT: Right Direction	24%	(226)	28%	(258)	23%	(217)	16%	(147)	9%	(84)	933
RD/WT: Wrong Track	17%	(212)	29%	(362)	27%	(344)	19%	(235)	9%	(115)	1268

Continued on next page

Table BRD2_4: How much do you trust each of the following to keep your personal data secure and private?
Facebook

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	20%	(438)	28%	(620)	26%	(561)	17%	(382)	9%	(199)	2201
Strongly Approve	24%	(113)	25%	(118)	24%	(113)	20%	(93)	7%	(33)	471
Somewhat Approve	21%	(101)	32%	(156)	25%	(121)	14%	(70)	9%	(42)	491
Somewhat Disapprove	16%	(40)	32%	(81)	26%	(67)	19%	(48)	7%	(17)	253
Strongly Disapprove	18%	(154)	28%	(236)	29%	(239)	17%	(138)	8%	(66)	832
Dont Know / No Opinion	20%	(30)	18%	(27)	14%	(22)	21%	(33)	27%	(41)	153
#1 Issue: Economy	18%	(113)	29%	(183)	27%	(172)	17%	(104)	9%	(59)	630
#1 Issue: Security	16%	(62)	25%	(97)	29%	(114)	22%	(84)	9%	(33)	390
#1 Issue: Health Care	21%	(83)	27%	(109)	24%	(99)	21%	(85)	7%	(30)	406
#1 Issue: Medicare / Social Security	18%	(60)	35%	(115)	22%	(71)	14%	(46)	11%	(35)	327
#1 Issue: Women's Issues	38%	(50)	19%	(26)	26%	(35)	8%	(10)	9%	(12)	134
#1 Issue: Education	31%	(46)	27%	(40)	19%	(28)	13%	(19)	10%	(14)	145
#1 Issue: Energy	25%	(21)	26%	(21)	21%	(17)	21%	(17)	8%	(6)	83
#1 Issue: Other	4%	(4)	35%	(30)	29%	(25)	19%	(16)	12%	(11)	85
2016 Vote: Democrat Hillary Clinton	23%	(165)	29%	(206)	25%	(177)	17%	(120)	7%	(51)	719
2016 Vote: Republican Donald Trump	19%	(143)	30%	(228)	27%	(205)	18%	(137)	7%	(55)	768
2016 Vote: Someone else	14%	(21)	23%	(33)	31%	(45)	21%	(31)	11%	(16)	147
2012 Vote: Barack Obama	22%	(195)	29%	(251)	26%	(229)	15%	(132)	7%	(63)	869
2012 Vote: Mitt Romney	15%	(85)	29%	(164)	30%	(169)	18%	(99)	7%	(41)	559
2012 Vote: Other	10%	(9)	31%	(30)	28%	(27)	27%	(25)	4%	(4)	96
2012 Vote: Didn't Vote	22%	(149)	26%	(174)	20%	(137)	19%	(125)	13%	(91)	676
4-Region: Northeast	22%	(87)	27%	(109)	24%	(98)	17%	(66)	10%	(42)	402
4-Region: Midwest	18%	(87)	28%	(131)	26%	(121)	17%	(82)	11%	(52)	474
4-Region: South	21%	(173)	29%	(239)	25%	(202)	17%	(138)	8%	(62)	815
4-Region: West	18%	(91)	28%	(141)	27%	(140)	19%	(95)	9%	(43)	511

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

Table BRD2_5: How much do you trust each of the following to keep your personal data secure and private?
Twitter

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	10%	(224)	21%	(465)	27%	(593)	21%	(452)	21%	(467)	2201
Gender: Male	12%	(130)	23%	(240)	26%	(277)	22%	(233)	17%	(180)	1060
Gender: Female	8%	(94)	20%	(226)	28%	(316)	19%	(219)	25%	(287)	1141
Age: 18-29	18%	(94)	18%	(92)	26%	(135)	22%	(110)	16%	(79)	509
Age: 30-44	12%	(63)	25%	(129)	23%	(121)	20%	(106)	20%	(107)	526
Age: 45-54	7%	(28)	26%	(103)	28%	(109)	18%	(71)	21%	(81)	393
Age: 55-64	5%	(20)	19%	(71)	29%	(110)	21%	(80)	25%	(93)	375
Age: 65+	5%	(19)	18%	(70)	30%	(118)	21%	(84)	27%	(107)	398
PID: Dem (no lean)	12%	(87)	23%	(170)	28%	(210)	19%	(142)	18%	(136)	744
PID: Ind (no lean)	6%	(52)	17%	(139)	26%	(212)	25%	(198)	25%	(201)	802
PID: Rep (no lean)	13%	(86)	24%	(156)	26%	(171)	17%	(112)	20%	(131)	655
PID/Gender: Dem Men	14%	(50)	24%	(83)	27%	(95)	19%	(66)	16%	(56)	349
PID/Gender: Dem Women	9%	(37)	22%	(87)	29%	(115)	19%	(76)	20%	(80)	395
PID/Gender: Ind Men	6%	(23)	17%	(65)	26%	(96)	31%	(115)	19%	(72)	370
PID/Gender: Ind Women	7%	(29)	17%	(75)	27%	(116)	19%	(84)	30%	(129)	432
PID/Gender: Rep Men	17%	(57)	27%	(92)	25%	(87)	16%	(53)	15%	(52)	341
PID/Gender: Rep Women	9%	(29)	20%	(64)	27%	(84)	19%	(59)	25%	(79)	314
Tea Party: Supporter	18%	(99)	23%	(126)	24%	(131)	20%	(112)	15%	(84)	551
Tea Party: Not Supporter	8%	(123)	21%	(335)	28%	(460)	21%	(336)	23%	(379)	1633
Ideo: Liberal (1-3)	15%	(108)	23%	(169)	29%	(211)	17%	(121)	16%	(113)	722
Ideo: Moderate (4)	11%	(57)	24%	(130)	28%	(149)	21%	(112)	17%	(93)	542
Ideo: Conservative (5-7)	8%	(50)	20%	(132)	27%	(183)	23%	(153)	22%	(148)	666
Educ: < College	9%	(149)	22%	(339)	24%	(382)	21%	(329)	23%	(368)	1567
Educ: Bachelors degree	12%	(49)	20%	(85)	33%	(137)	18%	(75)	17%	(70)	416
Educ: Post-grad	12%	(26)	19%	(42)	34%	(73)	22%	(47)	14%	(30)	219
Income: Under 50k	10%	(130)	19%	(252)	25%	(322)	23%	(294)	23%	(297)	1296
Income: 50k-100k	10%	(64)	24%	(157)	30%	(200)	17%	(112)	19%	(127)	659
Income: 100k+	12%	(30)	23%	(56)	29%	(71)	19%	(46)	18%	(43)	246

Continued on next page

Table BRD2_5: How much do you trust each of the following to keep your personal data secure and private?
 Twitter

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	10%	(224)	21%	(465)	27%	(593)	21%	(452)	21%	(467)	2201
Ethnicity: White	10%	(169)	21%	(372)	27%	(473)	20%	(350)	22%	(387)	1750
Ethnicity: Hispanic	18%	(60)	22%	(72)	23%	(76)	24%	(79)	13%	(43)	329
Ethnicity: Afr. Am.	14%	(39)	21%	(58)	25%	(67)	24%	(64)	15%	(41)	269
Ethnicity: Other	9%	(17)	20%	(36)	29%	(52)	21%	(38)	22%	(40)	182
Relig: Protestant	9%	(44)	22%	(111)	30%	(154)	17%	(88)	22%	(114)	510
Relig: Roman Catholic	12%	(58)	25%	(121)	28%	(133)	19%	(92)	16%	(75)	479
Relig: Ath./Agn./None	8%	(55)	19%	(126)	24%	(163)	26%	(171)	23%	(155)	669
Relig: Something Else	15%	(48)	20%	(64)	29%	(94)	18%	(57)	18%	(58)	321
Relig: Jewish	12%	(7)	17%	(10)	32%	(19)	25%	(15)	14%	(8)	59
Relig: Evangelical	12%	(71)	24%	(146)	25%	(149)	17%	(101)	22%	(131)	599
Relig: Non-Evang. Catholics	8%	(50)	21%	(128)	31%	(187)	20%	(123)	20%	(122)	610
Relig: All Christian	10%	(121)	23%	(274)	28%	(336)	19%	(224)	21%	(254)	1209
Relig: All Non-Christian	10%	(103)	19%	(190)	26%	(257)	23%	(227)	21%	(213)	991
Community: Urban	13%	(72)	24%	(126)	26%	(138)	21%	(110)	16%	(84)	530
Community: Suburban	8%	(73)	21%	(189)	29%	(266)	20%	(185)	22%	(198)	911
Community: Rural	11%	(80)	20%	(150)	25%	(188)	21%	(156)	24%	(186)	760
Employ: Private Sector	11%	(73)	24%	(157)	26%	(168)	17%	(110)	21%	(137)	646
Employ: Government	20%	(31)	19%	(31)	30%	(47)	15%	(23)	17%	(26)	157
Employ: Self-Employed	15%	(34)	25%	(57)	26%	(60)	21%	(48)	13%	(30)	228
Employ: Homemaker	9%	(18)	23%	(48)	20%	(42)	25%	(51)	23%	(47)	207
Employ: Student	13%	(16)	24%	(29)	29%	(35)	25%	(30)	9%	(10)	121
Employ: Retired	5%	(24)	17%	(76)	31%	(140)	22%	(102)	25%	(116)	458
Employ: Unemployed	6%	(12)	23%	(49)	26%	(56)	22%	(47)	24%	(53)	217
Employ: Other	9%	(15)	11%	(19)	26%	(44)	25%	(41)	29%	(48)	168
Military HH: Yes	13%	(58)	18%	(76)	29%	(125)	22%	(94)	18%	(76)	430
Military HH: No	9%	(166)	22%	(389)	26%	(467)	20%	(358)	22%	(391)	1771
RD/WT: Right Direction	14%	(135)	22%	(204)	24%	(228)	17%	(160)	22%	(206)	933
RD/WT: Wrong Track	7%	(89)	21%	(261)	29%	(365)	23%	(292)	21%	(261)	1268

Continued on next page

Table BRD2_5: How much do you trust each of the following to keep your personal data secure and private?

Twitter

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	10%	(224)	21%	(465)	27%	(593)	21%	(452)	21%	(467)	2201
Strongly Approve	14%	(68)	22%	(106)	23%	(109)	20%	(94)	20%	(95)	471
Somewhat Approve	10%	(49)	22%	(106)	28%	(138)	16%	(81)	24%	(117)	491
Somewhat Disapprove	7%	(19)	22%	(56)	30%	(77)	23%	(59)	17%	(42)	253
Strongly Disapprove	9%	(74)	22%	(187)	29%	(243)	21%	(176)	18%	(152)	832
Dont Know / No Opinion	10%	(15)	7%	(11)	17%	(25)	27%	(41)	40%	(61)	153
#1 Issue: Economy	9%	(57)	22%	(140)	31%	(193)	19%	(120)	19%	(121)	630
#1 Issue: Security	9%	(36)	22%	(86)	30%	(116)	20%	(78)	19%	(73)	390
#1 Issue: Health Care	9%	(36)	24%	(96)	25%	(102)	24%	(99)	18%	(73)	406
#1 Issue: Medicare / Social Security	9%	(28)	18%	(58)	24%	(78)	20%	(65)	30%	(98)	327
#1 Issue: Women's Issues	24%	(32)	16%	(21)	23%	(31)	13%	(17)	25%	(33)	134
#1 Issue: Education	13%	(19)	22%	(31)	21%	(31)	23%	(34)	21%	(30)	145
#1 Issue: Energy	17%	(14)	16%	(13)	23%	(19)	25%	(21)	18%	(15)	83
#1 Issue: Other	3%	(2)	22%	(18)	26%	(23)	22%	(19)	27%	(23)	85
2016 Vote: Democrat Hillary Clinton	13%	(91)	23%	(168)	28%	(199)	20%	(144)	16%	(118)	719
2016 Vote: Republican Donald Trump	11%	(81)	21%	(163)	27%	(209)	19%	(148)	22%	(166)	768
2016 Vote: Someone else	5%	(8)	20%	(30)	29%	(42)	28%	(41)	18%	(26)	147
2012 Vote: Barack Obama	12%	(100)	24%	(206)	30%	(261)	18%	(155)	17%	(146)	869
2012 Vote: Mitt Romney	9%	(51)	19%	(107)	28%	(159)	21%	(115)	23%	(126)	559
2012 Vote: Other	3%	(3)	24%	(23)	28%	(27)	29%	(28)	16%	(15)	96
2012 Vote: Didn't Vote	10%	(70)	19%	(129)	21%	(145)	23%	(153)	26%	(179)	676
4-Region: Northeast	12%	(49)	22%	(88)	26%	(105)	19%	(76)	21%	(83)	402
4-Region: Midwest	8%	(38)	21%	(101)	27%	(128)	20%	(93)	24%	(113)	474
4-Region: South	10%	(78)	21%	(173)	26%	(212)	21%	(171)	22%	(181)	815
4-Region: West	11%	(59)	20%	(103)	29%	(147)	22%	(112)	18%	(90)	511

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

Table BRD2_6: How much do you trust each of the following to keep your personal data secure and private?

Google

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	26%	(580)	34%	(752)	19%	(417)	10%	(230)	10%	(221)	2201
Gender: Male	28%	(298)	34%	(365)	17%	(180)	12%	(130)	8%	(87)	1060
Gender: Female	25%	(282)	34%	(387)	21%	(238)	9%	(100)	12%	(135)	1141
Age: 18-29	36%	(181)	27%	(138)	17%	(86)	11%	(56)	9%	(48)	509
Age: 30-44	33%	(173)	32%	(169)	16%	(84)	10%	(54)	9%	(47)	526
Age: 45-54	19%	(75)	39%	(155)	21%	(81)	12%	(45)	9%	(37)	393
Age: 55-64	22%	(82)	37%	(139)	19%	(70)	10%	(39)	12%	(45)	375
Age: 65+	18%	(70)	38%	(152)	24%	(96)	9%	(35)	11%	(45)	398
PID: Dem (no lean)	31%	(230)	37%	(276)	16%	(122)	8%	(62)	7%	(54)	744
PID: Ind (no lean)	22%	(177)	29%	(230)	21%	(171)	14%	(114)	14%	(109)	802
PID: Rep (no lean)	26%	(173)	38%	(246)	19%	(124)	8%	(53)	9%	(59)	655
PID/Gender: Dem Men	32%	(112)	38%	(133)	13%	(46)	9%	(32)	8%	(26)	349
PID/Gender: Dem Women	30%	(118)	36%	(143)	19%	(76)	8%	(30)	7%	(27)	395
PID/Gender: Ind Men	23%	(87)	28%	(103)	21%	(79)	18%	(65)	10%	(36)	370
PID/Gender: Ind Women	21%	(90)	29%	(127)	21%	(92)	11%	(49)	17%	(73)	432
PID/Gender: Rep Men	29%	(100)	38%	(129)	16%	(55)	10%	(33)	7%	(24)	341
PID/Gender: Rep Women	23%	(73)	37%	(117)	22%	(69)	7%	(21)	11%	(34)	314
Tea Party: Supporter	29%	(158)	35%	(192)	20%	(109)	10%	(57)	6%	(35)	551
Tea Party: Not Supporter	26%	(420)	34%	(552)	19%	(306)	10%	(171)	11%	(184)	1633
Ideo: Liberal (1-3)	33%	(242)	32%	(234)	19%	(134)	9%	(64)	7%	(48)	722
Ideo: Moderate (4)	25%	(136)	40%	(217)	19%	(103)	9%	(47)	7%	(38)	542
Ideo: Conservative (5-7)	22%	(143)	35%	(235)	22%	(144)	13%	(86)	9%	(58)	666
Educ: < College	27%	(422)	32%	(506)	18%	(279)	11%	(173)	12%	(187)	1567
Educ: Bachelors degree	25%	(104)	40%	(165)	22%	(90)	8%	(33)	6%	(24)	416
Educ: Post-grad	25%	(55)	37%	(81)	22%	(49)	11%	(24)	5%	(10)	219
Income: Under 50k	28%	(356)	31%	(406)	19%	(241)	11%	(148)	11%	(144)	1296
Income: 50k-100k	23%	(150)	39%	(259)	19%	(127)	9%	(60)	10%	(64)	659
Income: 100k+	30%	(74)	36%	(88)	20%	(49)	9%	(22)	5%	(13)	246

Continued on next page

Table BRD2_6: How much do you trust each of the following to keep your personal data secure and private?

Google

Demographic	A lot	Some	Not too much	None	Don't Know / No Opinion	Total N
Adults	26% (580)	34% (752)	19% (417)	10% (230)	10% (221)	2201
Ethnicity: White	24% (423)	36% (635)	19% (341)	10% (178)	10% (173)	1750
Ethnicity: Hispanic	34% (111)	33% (110)	15% (48)	11% (36)	7% (24)	329
Ethnicity: Afr. Am.	38% (103)	28% (74)	14% (39)	10% (27)	10% (26)	269
Ethnicity: Other	30% (54)	24% (43)	21% (38)	14% (25)	12% (22)	182
Relig: Protestant	22% (112)	43% (218)	20% (101)	8% (41)	8% (39)	510
Relig: Roman Catholic	28% (136)	35% (169)	19% (91)	8% (39)	9% (44)	479
Relig: Ath./Agn./None	24% (164)	29% (196)	20% (131)	15% (98)	12% (82)	669
Relig: Something Else	31% (101)	33% (106)	17% (55)	10% (31)	9% (28)	321
Relig: Jewish	34% (20)	40% (24)	12% (7)	5% (3)	9% (5)	59
Relig: Evangelical	29% (173)	37% (224)	18% (105)	8% (48)	8% (50)	599
Relig: Non-Evang. Catholics	23% (142)	37% (227)	21% (126)	9% (54)	10% (61)	610
Relig: All Christian	26% (314)	37% (451)	19% (231)	8% (101)	9% (111)	1209
Relig: All Non-Christian	27% (265)	30% (302)	19% (186)	13% (128)	11% (110)	991
Community: Urban	31% (162)	36% (192)	15% (80)	11% (59)	7% (38)	530
Community: Suburban	25% (230)	34% (314)	21% (187)	10% (89)	10% (91)	911
Community: Rural	25% (188)	33% (247)	20% (150)	11% (82)	12% (93)	760
Employ: Private Sector	29% (185)	37% (242)	15% (99)	10% (63)	9% (57)	646
Employ: Government	29% (46)	37% (59)	19% (29)	9% (14)	6% (9)	157
Employ: Self-Employed	35% (81)	25% (57)	21% (47)	11% (25)	8% (18)	228
Employ: Homemaker	25% (51)	31% (65)	18% (38)	10% (20)	15% (32)	207
Employ: Student	30% (37)	37% (44)	15% (18)	13% (16)	5% (6)	121
Employ: Retired	18% (83)	36% (167)	25% (116)	9% (43)	11% (50)	458
Employ: Unemployed	23% (50)	36% (79)	19% (40)	12% (27)	10% (22)	217
Employ: Other	28% (47)	24% (40)	18% (30)	14% (23)	16% (27)	168
Military HH: Yes	26% (113)	32% (137)	24% (101)	10% (41)	9% (37)	430
Military HH: No	26% (467)	35% (616)	18% (316)	11% (189)	10% (184)	1771
RD/WT: Right Direction	29% (275)	32% (301)	18% (167)	10% (91)	11% (98)	933
RD/WT: Wrong Track	24% (305)	36% (451)	20% (250)	11% (138)	10% (123)	1268

Continued on next page

Table BRD2_6: How much do you trust each of the following to keep your personal data secure and private?
Google

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	26%	(580)	34%	(752)	19%	(417)	10%	(230)	10%	(221)	2201
Strongly Approve	28%	(130)	32%	(150)	20%	(93)	12%	(57)	9%	(42)	471
Somewhat Approve	28%	(137)	36%	(177)	19%	(94)	7%	(32)	10%	(51)	491
Somewhat Disapprove	21%	(54)	32%	(81)	22%	(57)	15%	(37)	10%	(25)	253
Strongly Disapprove	26%	(218)	38%	(315)	18%	(149)	11%	(88)	7%	(62)	832
Dont Know / No Opinion	27%	(42)	20%	(30)	16%	(24)	10%	(16)	27%	(41)	153
#1 Issue: Economy	27%	(168)	35%	(224)	20%	(128)	10%	(63)	8%	(48)	630
#1 Issue: Security	20%	(79)	34%	(133)	22%	(87)	13%	(52)	10%	(39)	390
#1 Issue: Health Care	28%	(113)	34%	(140)	18%	(72)	11%	(46)	9%	(36)	406
#1 Issue: Medicare / Social Security	24%	(80)	37%	(123)	15%	(48)	9%	(30)	14%	(46)	327
#1 Issue: Women's Issues	39%	(52)	27%	(37)	18%	(24)	6%	(8)	10%	(14)	134
#1 Issue: Education	36%	(53)	27%	(39)	17%	(25)	9%	(13)	11%	(15)	145
#1 Issue: Energy	27%	(22)	27%	(23)	20%	(17)	13%	(11)	12%	(10)	83
#1 Issue: Other	16%	(14)	41%	(35)	20%	(17)	9%	(7)	15%	(12)	85
2016 Vote: Democrat Hillary Clinton	30%	(214)	38%	(274)	18%	(131)	7%	(51)	7%	(49)	719
2016 Vote: Republican Donald Trump	24%	(184)	36%	(273)	20%	(155)	12%	(92)	8%	(65)	768
2016 Vote: Someone else	16%	(24)	32%	(47)	24%	(35)	19%	(27)	9%	(13)	147
2012 Vote: Barack Obama	30%	(262)	37%	(318)	19%	(161)	8%	(70)	7%	(58)	869
2012 Vote: Mitt Romney	19%	(104)	39%	(219)	23%	(131)	11%	(62)	8%	(44)	559
2012 Vote: Other	15%	(14)	35%	(33)	24%	(23)	15%	(15)	11%	(11)	96
2012 Vote: Didn't Vote	30%	(200)	27%	(182)	15%	(103)	12%	(84)	16%	(108)	676
4-Region: Northeast	24%	(98)	32%	(130)	20%	(81)	12%	(49)	11%	(43)	402
4-Region: Midwest	26%	(125)	32%	(153)	20%	(97)	9%	(44)	12%	(55)	474
4-Region: South	28%	(227)	38%	(308)	16%	(130)	8%	(69)	10%	(80)	815
4-Region: West	25%	(130)	32%	(162)	21%	(110)	13%	(67)	8%	(43)	511

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

Table BRD2_7: How much do you trust each of the following to keep your personal data secure and private?

Amazon

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	29%	(647)	34%	(753)	15%	(329)	10%	(215)	12%	(258)	2201
Gender: Male	30%	(318)	34%	(365)	14%	(153)	11%	(121)	10%	(103)	1060
Gender: Female	29%	(329)	34%	(388)	15%	(176)	8%	(94)	14%	(155)	1141
Age: 18-29	35%	(180)	28%	(141)	14%	(70)	13%	(65)	10%	(53)	509
Age: 30-44	35%	(184)	33%	(174)	14%	(71)	8%	(42)	10%	(55)	526
Age: 45-54	26%	(102)	36%	(143)	13%	(51)	11%	(45)	13%	(52)	393
Age: 55-64	23%	(88)	38%	(141)	17%	(64)	9%	(33)	13%	(49)	375
Age: 65+	23%	(93)	39%	(154)	18%	(73)	7%	(29)	12%	(49)	398
PID: Dem (no lean)	32%	(235)	36%	(265)	14%	(102)	8%	(58)	11%	(84)	744
PID: Ind (no lean)	26%	(207)	31%	(253)	15%	(121)	13%	(104)	15%	(117)	802
PID: Rep (no lean)	31%	(204)	36%	(236)	16%	(106)	8%	(52)	9%	(57)	655
PID/Gender: Dem Men	34%	(118)	37%	(127)	11%	(38)	8%	(29)	10%	(36)	349
PID/Gender: Dem Women	30%	(117)	35%	(137)	16%	(64)	7%	(29)	12%	(48)	395
PID/Gender: Ind Men	22%	(82)	32%	(120)	16%	(60)	16%	(60)	13%	(47)	370
PID/Gender: Ind Women	29%	(125)	31%	(133)	14%	(61)	10%	(44)	16%	(70)	432
PID/Gender: Rep Men	34%	(117)	35%	(118)	16%	(54)	9%	(32)	6%	(20)	341
PID/Gender: Rep Women	28%	(87)	38%	(118)	16%	(51)	7%	(20)	12%	(37)	314
Tea Party: Supporter	32%	(176)	35%	(192)	17%	(92)	9%	(51)	7%	(39)	551
Tea Party: Not Supporter	29%	(467)	34%	(555)	14%	(233)	10%	(163)	13%	(216)	1633
Ideo: Liberal (1-3)	34%	(244)	34%	(243)	15%	(109)	9%	(68)	8%	(58)	722
Ideo: Moderate (4)	31%	(167)	37%	(201)	17%	(91)	7%	(40)	8%	(43)	542
Ideo: Conservative (5-7)	27%	(178)	39%	(257)	14%	(97)	10%	(70)	10%	(65)	666
Educ: < College	30%	(465)	31%	(485)	14%	(225)	11%	(176)	14%	(216)	1567
Educ: Bachelors degree	29%	(122)	43%	(177)	15%	(63)	5%	(23)	7%	(31)	416
Educ: Post-grad	27%	(60)	42%	(91)	19%	(41)	7%	(16)	5%	(11)	219
Income: Under 50k	29%	(375)	30%	(383)	15%	(198)	12%	(157)	14%	(183)	1296
Income: 50k-100k	31%	(201)	39%	(260)	15%	(96)	6%	(42)	9%	(59)	659
Income: 100k+	29%	(71)	45%	(110)	14%	(34)	6%	(15)	6%	(16)	246

Continued on next page

Table BRD2_7: How much do you trust each of the following to keep your personal data secure and private?
 Amazon

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	29%	(647)	34%	(753)	15%	(329)	10%	(215)	12%	(258)	2201
Ethnicity: White	29%	(516)	35%	(618)	15%	(267)	9%	(153)	11%	(197)	1750
Ethnicity: Hispanic	35%	(115)	25%	(82)	17%	(56)	14%	(47)	9%	(30)	329
Ethnicity: Afr. Am.	32%	(86)	29%	(78)	12%	(32)	14%	(38)	13%	(34)	269
Ethnicity: Other	25%	(45)	31%	(57)	17%	(30)	13%	(23)	14%	(26)	182
Relig: Protestant	30%	(155)	40%	(202)	15%	(79)	6%	(32)	8%	(42)	510
Relig: Roman Catholic	28%	(136)	36%	(174)	18%	(85)	8%	(38)	10%	(46)	479
Relig: Ath./Agn./None	29%	(191)	31%	(208)	13%	(85)	14%	(92)	14%	(93)	669
Relig: Something Else	31%	(99)	34%	(109)	14%	(45)	10%	(33)	11%	(35)	321
Relig: Jewish	31%	(18)	35%	(20)	17%	(10)	4%	(2)	14%	(8)	59
Relig: Evangelical	31%	(184)	35%	(213)	15%	(92)	8%	(47)	11%	(63)	599
Relig: Non-Evang. Catholics	28%	(172)	37%	(223)	18%	(107)	7%	(42)	11%	(66)	610
Relig: All Christian	29%	(356)	36%	(435)	16%	(199)	7%	(89)	11%	(129)	1209
Relig: All Non-Christian	29%	(290)	32%	(318)	13%	(130)	13%	(125)	13%	(128)	991
Community: Urban	33%	(177)	33%	(176)	15%	(78)	11%	(56)	8%	(43)	530
Community: Suburban	30%	(269)	37%	(337)	14%	(131)	9%	(78)	11%	(96)	911
Community: Rural	26%	(200)	32%	(240)	16%	(120)	11%	(81)	16%	(119)	760
Employ: Private Sector	34%	(220)	35%	(228)	12%	(80)	9%	(58)	9%	(59)	646
Employ: Government	34%	(54)	30%	(47)	20%	(32)	6%	(10)	9%	(14)	157
Employ: Self-Employed	30%	(68)	34%	(78)	18%	(42)	11%	(26)	7%	(15)	228
Employ: Homemaker	29%	(60)	33%	(68)	11%	(23)	9%	(19)	17%	(36)	207
Employ: Student	31%	(38)	34%	(41)	17%	(21)	11%	(13)	7%	(8)	121
Employ: Retired	24%	(111)	38%	(173)	18%	(84)	8%	(38)	11%	(52)	458
Employ: Unemployed	25%	(53)	35%	(75)	12%	(25)	13%	(28)	16%	(35)	217
Employ: Other	26%	(43)	26%	(43)	13%	(22)	13%	(22)	22%	(37)	168
Military HH: Yes	31%	(133)	32%	(137)	16%	(70)	10%	(44)	11%	(46)	430
Military HH: No	29%	(514)	35%	(616)	15%	(259)	10%	(171)	12%	(212)	1771
RD/WT: Right Direction	35%	(325)	32%	(301)	14%	(130)	8%	(70)	11%	(107)	933
RD/WT: Wrong Track	25%	(322)	36%	(452)	16%	(199)	11%	(145)	12%	(151)	1268

Continued on next page

Table BRD2_7: How much do you trust each of the following to keep your personal data secure and private?

Amazon

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	29%	(647)	34%	(753)	15%	(329)	10%	(215)	12%	(258)	2201
Strongly Approve	34%	(161)	33%	(156)	15%	(72)	8%	(36)	10%	(46)	471
Somewhat Approve	29%	(140)	38%	(187)	16%	(76)	6%	(30)	12%	(58)	491
Somewhat Disapprove	27%	(69)	32%	(81)	15%	(39)	16%	(40)	10%	(25)	253
Strongly Disapprove	29%	(245)	36%	(303)	15%	(123)	10%	(79)	10%	(82)	832
Dont Know / No Opinion	21%	(32)	17%	(27)	12%	(18)	19%	(29)	31%	(48)	153
#1 Issue: Economy	31%	(196)	36%	(225)	15%	(95)	7%	(44)	11%	(70)	630
#1 Issue: Security	27%	(105)	37%	(144)	17%	(67)	9%	(36)	10%	(38)	390
#1 Issue: Health Care	28%	(114)	36%	(145)	14%	(57)	10%	(39)	13%	(51)	406
#1 Issue: Medicare / Social Security	26%	(85)	35%	(114)	12%	(39)	12%	(40)	15%	(49)	327
#1 Issue: Women's Issues	40%	(54)	24%	(32)	16%	(21)	8%	(11)	12%	(16)	134
#1 Issue: Education	34%	(49)	26%	(37)	16%	(23)	14%	(20)	10%	(15)	145
#1 Issue: Energy	32%	(27)	27%	(23)	18%	(15)	14%	(12)	9%	(7)	83
#1 Issue: Other	21%	(18)	39%	(33)	13%	(11)	15%	(12)	13%	(11)	85
2016 Vote: Democrat Hillary Clinton	32%	(232)	36%	(258)	13%	(97)	9%	(63)	10%	(71)	719
2016 Vote: Republican Donald Trump	30%	(229)	37%	(285)	15%	(117)	9%	(67)	9%	(70)	768
2016 Vote: Someone else	23%	(34)	35%	(51)	18%	(26)	15%	(23)	9%	(13)	147
2012 Vote: Barack Obama	33%	(285)	34%	(300)	15%	(127)	8%	(73)	10%	(84)	869
2012 Vote: Mitt Romney	26%	(146)	41%	(227)	17%	(93)	9%	(49)	8%	(44)	559
2012 Vote: Other	25%	(24)	37%	(36)	15%	(15)	14%	(13)	8%	(8)	96
2012 Vote: Didn't Vote	28%	(191)	28%	(190)	14%	(93)	12%	(80)	18%	(121)	676
4-Region: Northeast	28%	(111)	34%	(136)	14%	(58)	12%	(47)	12%	(49)	402
4-Region: Midwest	29%	(138)	33%	(158)	14%	(65)	10%	(48)	14%	(65)	474
4-Region: South	27%	(221)	36%	(291)	17%	(136)	9%	(72)	12%	(95)	815
4-Region: West	35%	(177)	33%	(168)	14%	(70)	9%	(48)	9%	(48)	511

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

Table BRD2_8: How much do you trust each of the following to keep your personal data secure and private?

Microsoft

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	25%	(546)	36%	(792)	17%	(371)	9%	(209)	13%	(283)	2201
Gender: Male	28%	(300)	35%	(372)	16%	(174)	11%	(116)	9%	(97)	1060
Gender: Female	21%	(245)	37%	(420)	17%	(197)	8%	(93)	16%	(186)	1141
Age: 18-29	29%	(150)	30%	(153)	14%	(72)	12%	(61)	15%	(74)	509
Age: 30-44	29%	(151)	34%	(181)	16%	(85)	8%	(44)	12%	(65)	526
Age: 45-54	17%	(69)	41%	(160)	19%	(75)	10%	(39)	13%	(51)	393
Age: 55-64	23%	(87)	36%	(134)	18%	(69)	9%	(34)	14%	(51)	375
Age: 65+	22%	(89)	41%	(165)	18%	(70)	8%	(30)	11%	(43)	398
PID: Dem (no lean)	27%	(199)	39%	(291)	16%	(120)	8%	(58)	10%	(76)	744
PID: Ind (no lean)	22%	(173)	31%	(245)	19%	(149)	12%	(100)	17%	(135)	802
PID: Rep (no lean)	27%	(174)	39%	(256)	16%	(102)	8%	(50)	11%	(73)	655
PID/Gender: Dem Men	30%	(106)	40%	(140)	13%	(46)	9%	(31)	7%	(26)	349
PID/Gender: Dem Women	23%	(92)	38%	(151)	19%	(74)	7%	(27)	13%	(50)	395
PID/Gender: Ind Men	26%	(95)	28%	(102)	19%	(72)	15%	(56)	12%	(45)	370
PID/Gender: Ind Women	18%	(78)	33%	(143)	18%	(77)	10%	(44)	21%	(90)	432
PID/Gender: Rep Men	29%	(100)	38%	(129)	17%	(57)	8%	(29)	8%	(27)	341
PID/Gender: Rep Women	24%	(75)	40%	(126)	15%	(46)	7%	(22)	15%	(46)	314
Tea Party: Supporter	29%	(162)	38%	(207)	16%	(91)	8%	(46)	8%	(45)	551
Tea Party: Not Supporter	23%	(379)	36%	(581)	17%	(277)	10%	(161)	14%	(234)	1633
Ideo: Liberal (1-3)	28%	(205)	37%	(265)	18%	(127)	8%	(57)	9%	(67)	722
Ideo: Moderate (4)	26%	(140)	40%	(217)	17%	(92)	7%	(36)	10%	(57)	542
Ideo: Conservative (5-7)	23%	(154)	38%	(256)	18%	(120)	11%	(71)	10%	(65)	666
Educ: < College	25%	(394)	34%	(526)	16%	(249)	10%	(164)	15%	(234)	1567
Educ: Bachelors degree	24%	(99)	41%	(171)	20%	(82)	7%	(27)	9%	(36)	416
Educ: Post-grad	24%	(53)	44%	(95)	18%	(40)	8%	(17)	6%	(13)	219
Income: Under 50k	25%	(319)	32%	(417)	17%	(218)	11%	(146)	15%	(196)	1296
Income: 50k-100k	24%	(160)	41%	(271)	17%	(114)	7%	(45)	10%	(69)	659
Income: 100k+	27%	(67)	42%	(104)	16%	(39)	7%	(17)	8%	(19)	246

Continued on next page

Table BRD2_8: How much do you trust each of the following to keep your personal data secure and private?

Microsoft

Demographic	A lot	Some	Not too much	None	Don't Know / No Opinion	Total N
Adults	25% (546)	36% (792)	17% (371)	9% (209)	13% (283)	2201
Ethnicity: White	24% (427)	37% (656)	17% (293)	9% (157)	12% (218)	1750
Ethnicity: Hispanic	29% (97)	34% (112)	16% (53)	11% (37)	9% (31)	329
Ethnicity: Afr. Am.	30% (80)	26% (69)	18% (49)	13% (35)	13% (35)	269
Ethnicity: Other	22% (39)	37% (67)	16% (29)	9% (16)	17% (30)	182
Relig: Protestant	25% (129)	42% (216)	16% (84)	6% (33)	10% (49)	510
Relig: Roman Catholic	27% (129)	39% (189)	17% (79)	8% (39)	9% (42)	479
Relig: Ath./Agn./None	22% (146)	32% (212)	16% (110)	14% (90)	16% (110)	669
Relig: Something Else	28% (88)	35% (113)	20% (63)	8% (27)	10% (31)	321
Relig: Jewish	16% (9)	50% (29)	21% (12)	4% (2)	10% (6)	59
Relig: Evangelical	28% (167)	36% (218)	15% (92)	7% (42)	13% (79)	599
Relig: Non-Evang. Catholics	24% (143)	41% (249)	17% (106)	8% (49)	10% (62)	610
Relig: All Christian	26% (310)	39% (467)	16% (198)	8% (92)	12% (141)	1209
Relig: All Non-Christian	24% (234)	33% (325)	17% (173)	12% (117)	14% (141)	991
Community: Urban	26% (138)	36% (191)	18% (93)	11% (57)	10% (52)	530
Community: Suburban	26% (238)	38% (351)	16% (150)	8% (71)	11% (101)	911
Community: Rural	22% (169)	33% (251)	17% (128)	11% (81)	17% (130)	760
Employ: Private Sector	27% (176)	37% (239)	15% (98)	9% (59)	11% (74)	646
Employ: Government	30% (48)	36% (56)	16% (26)	8% (12)	10% (16)	157
Employ: Self-Employed	29% (67)	36% (82)	20% (45)	7% (17)	7% (17)	228
Employ: Homemaker	21% (44)	37% (76)	15% (30)	9% (18)	19% (39)	207
Employ: Student	25% (30)	39% (47)	14% (17)	13% (16)	8% (10)	121
Employ: Retired	22% (99)	40% (181)	18% (85)	9% (40)	12% (53)	458
Employ: Unemployed	20% (43)	34% (74)	15% (33)	14% (30)	17% (38)	217
Employ: Other	24% (40)	22% (36)	22% (37)	10% (17)	22% (37)	168
Military HH: Yes	27% (116)	34% (147)	18% (79)	12% (51)	8% (37)	430
Military HH: No	24% (429)	36% (645)	16% (292)	9% (158)	14% (247)	1771
RD/WT: Right Direction	30% (276)	35% (331)	14% (133)	8% (76)	13% (117)	933
RD/WT: Wrong Track	21% (270)	36% (461)	19% (238)	10% (133)	13% (166)	1268

Continued on next page

Table BRD2_8: How much do you trust each of the following to keep your personal data secure and private?
 Microsoft

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	25%	(546)	36%	(792)	17%	(371)	9%	(209)	13%	(283)	2201
Strongly Approve	27%	(127)	36%	(171)	17%	(78)	9%	(43)	11%	(52)	471
Somewhat Approve	27%	(133)	37%	(182)	17%	(81)	6%	(32)	13%	(63)	491
Somewhat Disapprove	21%	(53)	41%	(105)	13%	(32)	14%	(36)	11%	(27)	253
Strongly Disapprove	25%	(210)	37%	(306)	19%	(155)	9%	(74)	10%	(87)	832
Dont Know / No Opinion	15%	(22)	19%	(29)	16%	(24)	15%	(23)	36%	(55)	153
#1 Issue: Economy	25%	(160)	37%	(236)	19%	(123)	7%	(47)	10%	(65)	630
#1 Issue: Security	20%	(77)	40%	(156)	19%	(74)	11%	(43)	10%	(40)	390
#1 Issue: Health Care	24%	(97)	38%	(153)	16%	(63)	9%	(38)	14%	(56)	406
#1 Issue: Medicare / Social Security	27%	(87)	34%	(110)	13%	(43)	12%	(38)	15%	(50)	327
#1 Issue: Women's Issues	33%	(44)	26%	(35)	15%	(20)	6%	(8)	20%	(27)	134
#1 Issue: Education	33%	(48)	30%	(44)	12%	(17)	10%	(14)	15%	(22)	145
#1 Issue: Energy	25%	(20)	35%	(29)	16%	(13)	13%	(11)	12%	(10)	83
#1 Issue: Other	16%	(13)	36%	(31)	21%	(18)	11%	(9)	16%	(13)	85
2016 Vote: Democrat Hillary Clinton	27%	(193)	39%	(283)	17%	(125)	7%	(52)	9%	(66)	719
2016 Vote: Republican Donald Trump	26%	(202)	38%	(288)	16%	(127)	10%	(75)	10%	(75)	768
2016 Vote: Someone else	14%	(21)	34%	(50)	22%	(32)	16%	(24)	13%	(20)	147
2012 Vote: Barack Obama	28%	(239)	38%	(334)	19%	(162)	6%	(55)	9%	(79)	869
2012 Vote: Mitt Romney	23%	(130)	40%	(222)	19%	(104)	10%	(55)	9%	(48)	559
2012 Vote: Other	22%	(21)	29%	(28)	22%	(21)	14%	(13)	13%	(12)	96
2012 Vote: Didn't Vote	23%	(156)	31%	(208)	12%	(84)	13%	(85)	21%	(143)	676
4-Region: Northeast	25%	(99)	35%	(142)	18%	(71)	10%	(39)	13%	(52)	402
4-Region: Midwest	23%	(107)	38%	(179)	16%	(75)	9%	(45)	14%	(68)	474
4-Region: South	25%	(202)	37%	(303)	15%	(125)	9%	(71)	14%	(114)	815
4-Region: West	27%	(138)	33%	(169)	20%	(100)	11%	(55)	10%	(50)	511

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

Table BRD2_9: How much do you trust each of the following to keep your personal data secure and private?

Samsung

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	22%	(495)	34%	(750)	16%	(351)	9%	(207)	18%	(398)	2201
Gender: Male	24%	(257)	36%	(380)	16%	(170)	11%	(111)	13%	(141)	1060
Gender: Female	21%	(238)	32%	(371)	16%	(181)	8%	(95)	22%	(257)	1141
Age: 18-29	27%	(137)	29%	(148)	15%	(78)	12%	(60)	17%	(85)	509
Age: 30-44	29%	(154)	32%	(170)	14%	(73)	8%	(43)	16%	(86)	526
Age: 45-54	19%	(74)	38%	(151)	15%	(59)	10%	(39)	18%	(71)	393
Age: 55-64	18%	(68)	35%	(130)	18%	(67)	10%	(37)	19%	(73)	375
Age: 65+	15%	(61)	38%	(151)	19%	(74)	7%	(28)	21%	(83)	398
PID: Dem (no lean)	26%	(194)	34%	(250)	17%	(126)	7%	(53)	16%	(121)	744
PID: Ind (no lean)	21%	(166)	30%	(241)	16%	(126)	13%	(100)	21%	(170)	802
PID: Rep (no lean)	21%	(135)	40%	(260)	15%	(100)	8%	(53)	16%	(107)	655
PID/Gender: Dem Men	30%	(106)	36%	(124)	15%	(53)	7%	(24)	12%	(42)	349
PID/Gender: Dem Women	22%	(88)	32%	(126)	18%	(73)	7%	(30)	20%	(79)	395
PID/Gender: Ind Men	21%	(78)	31%	(114)	15%	(57)	17%	(61)	16%	(59)	370
PID/Gender: Ind Women	20%	(87)	29%	(126)	16%	(69)	9%	(39)	26%	(111)	432
PID/Gender: Rep Men	21%	(73)	42%	(142)	18%	(60)	8%	(26)	12%	(40)	341
PID/Gender: Rep Women	20%	(63)	38%	(118)	13%	(39)	9%	(27)	21%	(67)	314
Tea Party: Supporter	25%	(138)	37%	(205)	16%	(86)	7%	(40)	15%	(82)	551
Tea Party: Not Supporter	21%	(350)	33%	(542)	16%	(265)	10%	(166)	19%	(311)	1633
Ideo: Liberal (1-3)	26%	(186)	35%	(255)	18%	(129)	7%	(51)	14%	(101)	722
Ideo: Moderate (4)	24%	(132)	38%	(205)	18%	(97)	7%	(40)	13%	(69)	542
Ideo: Conservative (5-7)	18%	(120)	36%	(243)	15%	(98)	12%	(77)	19%	(128)	666
Educ: < College	23%	(362)	33%	(518)	14%	(221)	10%	(161)	19%	(305)	1567
Educ: Bachelors degree	20%	(84)	37%	(153)	21%	(86)	7%	(28)	16%	(65)	416
Educ: Post-grad	22%	(49)	36%	(80)	20%	(44)	8%	(18)	13%	(28)	219
Income: Under 50k	24%	(306)	31%	(402)	15%	(200)	11%	(136)	19%	(252)	1296
Income: 50k-100k	20%	(132)	39%	(255)	18%	(117)	8%	(51)	16%	(103)	659
Income: 100k+	23%	(57)	38%	(93)	14%	(34)	8%	(19)	17%	(43)	246

Continued on next page

Table BRD2_9: How much do you trust each of the following to keep your personal data secure and private?
 Samsung

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	22%	(495)	34%	(750)	16%	(351)	9%	(207)	18%	(398)	2201
Ethnicity: White	20%	(358)	35%	(605)	17%	(293)	9%	(164)	19%	(330)	1750
Ethnicity: Hispanic	33%	(108)	31%	(102)	16%	(52)	10%	(33)	11%	(35)	329
Ethnicity: Afr. Am.	35%	(94)	28%	(76)	14%	(37)	10%	(28)	13%	(34)	269
Ethnicity: Other	23%	(43)	38%	(70)	12%	(21)	8%	(15)	19%	(34)	182
Relig: Protestant	20%	(102)	40%	(202)	16%	(80)	8%	(42)	16%	(84)	510
Relig: Roman Catholic	25%	(120)	37%	(178)	16%	(79)	7%	(33)	14%	(69)	479
Relig: Ath./Agn./None	20%	(135)	30%	(202)	16%	(106)	13%	(84)	21%	(143)	669
Relig: Something Else	26%	(85)	33%	(105)	15%	(50)	8%	(27)	17%	(54)	321
Relig: Jewish	32%	(18)	29%	(17)	17%	(10)	7%	(4)	16%	(9)	59
Relig: Evangelical	25%	(150)	37%	(219)	15%	(88)	8%	(47)	16%	(95)	599
Relig: Non-Evang. Catholics	20%	(124)	37%	(224)	18%	(108)	8%	(49)	17%	(104)	610
Relig: All Christian	23%	(275)	37%	(443)	16%	(195)	8%	(96)	16%	(199)	1209
Relig: All Non-Christian	22%	(219)	31%	(307)	16%	(156)	11%	(111)	20%	(198)	991
Community: Urban	26%	(136)	34%	(179)	16%	(84)	11%	(57)	14%	(74)	530
Community: Suburban	20%	(185)	36%	(328)	16%	(148)	9%	(85)	18%	(165)	911
Community: Rural	23%	(174)	32%	(243)	16%	(118)	9%	(65)	21%	(160)	760
Employ: Private Sector	25%	(163)	36%	(234)	14%	(93)	9%	(60)	15%	(96)	646
Employ: Government	27%	(42)	39%	(61)	13%	(20)	7%	(10)	15%	(24)	157
Employ: Self-Employed	22%	(51)	32%	(73)	22%	(51)	9%	(21)	14%	(32)	228
Employ: Homemaker	20%	(41)	34%	(70)	15%	(32)	8%	(16)	23%	(48)	207
Employ: Student	18%	(22)	36%	(44)	16%	(20)	13%	(15)	16%	(20)	121
Employ: Retired	17%	(78)	35%	(162)	19%	(85)	8%	(37)	21%	(96)	458
Employ: Unemployed	27%	(59)	28%	(60)	13%	(29)	12%	(25)	20%	(44)	217
Employ: Other	23%	(39)	28%	(47)	13%	(21)	13%	(22)	23%	(38)	168
Military HH: Yes	27%	(115)	33%	(142)	18%	(77)	9%	(37)	14%	(59)	430
Military HH: No	21%	(379)	34%	(608)	15%	(274)	10%	(170)	19%	(339)	1771
RD/WT: Right Direction	25%	(237)	35%	(327)	14%	(130)	7%	(69)	18%	(170)	933
RD/WT: Wrong Track	20%	(258)	33%	(423)	17%	(221)	11%	(137)	18%	(228)	1268

Continued on next page

Table BRD2_9: How much do you trust each of the following to keep your personal data secure and private?

Samsung

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	22%	(495)	34%	(750)	16%	(351)	9%	(207)	18%	(398)	2201
Strongly Approve	26%	(122)	34%	(162)	13%	(62)	10%	(45)	17%	(80)	471
Somewhat Approve	21%	(104)	37%	(184)	15%	(76)	7%	(33)	19%	(95)	491
Somewhat Disapprove	15%	(37)	41%	(103)	16%	(41)	14%	(34)	15%	(38)	253
Strongly Disapprove	24%	(197)	33%	(275)	18%	(153)	9%	(71)	16%	(135)	832
Dont Know / No Opinion	22%	(33)	18%	(27)	12%	(19)	16%	(24)	33%	(50)	153
#1 Issue: Economy	25%	(155)	34%	(217)	16%	(101)	8%	(52)	17%	(104)	630
#1 Issue: Security	19%	(74)	36%	(140)	17%	(65)	10%	(40)	18%	(71)	390
#1 Issue: Health Care	23%	(92)	33%	(132)	16%	(63)	12%	(47)	18%	(72)	406
#1 Issue: Medicare / Social Security	16%	(53)	38%	(125)	16%	(54)	7%	(24)	22%	(71)	327
#1 Issue: Women's Issues	26%	(35)	32%	(43)	13%	(18)	8%	(11)	20%	(27)	134
#1 Issue: Education	34%	(49)	30%	(43)	11%	(17)	10%	(14)	15%	(22)	145
#1 Issue: Energy	32%	(27)	24%	(20)	17%	(14)	12%	(10)	14%	(12)	83
#1 Issue: Other	10%	(9)	36%	(30)	22%	(19)	9%	(8)	23%	(20)	85
2016 Vote: Democrat Hillary Clinton	26%	(184)	34%	(242)	17%	(122)	8%	(57)	16%	(114)	719
2016 Vote: Republican Donald Trump	20%	(156)	40%	(304)	15%	(113)	9%	(68)	17%	(127)	768
2016 Vote: Someone else	11%	(16)	34%	(51)	22%	(33)	18%	(26)	14%	(21)	147
2012 Vote: Barack Obama	25%	(218)	35%	(306)	18%	(156)	7%	(63)	15%	(127)	869
2012 Vote: Mitt Romney	17%	(94)	40%	(223)	15%	(86)	10%	(54)	18%	(101)	559
2012 Vote: Other	14%	(13)	38%	(36)	17%	(16)	14%	(13)	17%	(17)	96
2012 Vote: Didn't Vote	25%	(169)	27%	(185)	14%	(93)	11%	(77)	23%	(152)	676
4-Region: Northeast	19%	(76)	33%	(134)	17%	(68)	11%	(44)	20%	(81)	402
4-Region: Midwest	22%	(102)	35%	(168)	14%	(67)	8%	(40)	21%	(97)	474
4-Region: South	22%	(179)	35%	(289)	17%	(138)	9%	(70)	17%	(138)	815
4-Region: West	27%	(138)	31%	(160)	15%	(79)	10%	(53)	16%	(82)	511

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

Table BRD2_10: How much do you trust each of the following to keep your personal data secure and private?

Sony

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	17%	(372)	34%	(746)	18%	(390)	11%	(235)	21%	(458)	2201
Gender: Male	20%	(214)	35%	(373)	18%	(192)	12%	(124)	15%	(157)	1060
Gender: Female	14%	(158)	33%	(372)	17%	(198)	10%	(111)	26%	(302)	1141
Age: 18-29	22%	(110)	29%	(148)	17%	(88)	12%	(64)	20%	(101)	509
Age: 30-44	21%	(113)	34%	(178)	18%	(92)	10%	(52)	17%	(91)	526
Age: 45-54	13%	(53)	37%	(146)	16%	(64)	11%	(41)	23%	(89)	393
Age: 55-64	12%	(43)	34%	(126)	20%	(73)	12%	(46)	23%	(86)	375
Age: 65+	13%	(53)	37%	(147)	18%	(73)	8%	(32)	23%	(92)	398
PID: Dem (no lean)	18%	(135)	35%	(262)	19%	(138)	9%	(70)	19%	(138)	744
PID: Ind (no lean)	14%	(114)	31%	(245)	17%	(140)	13%	(107)	25%	(197)	802
PID: Rep (no lean)	19%	(123)	36%	(239)	17%	(112)	9%	(58)	19%	(123)	655
PID/Gender: Dem Men	21%	(73)	37%	(128)	19%	(66)	9%	(32)	14%	(49)	349
PID/Gender: Dem Women	16%	(62)	34%	(135)	18%	(72)	10%	(38)	22%	(89)	395
PID/Gender: Ind Men	17%	(61)	30%	(113)	18%	(68)	17%	(63)	18%	(65)	370
PID/Gender: Ind Women	12%	(52)	31%	(132)	17%	(72)	10%	(44)	31%	(132)	432
PID/Gender: Rep Men	23%	(79)	39%	(133)	17%	(58)	8%	(29)	12%	(42)	341
PID/Gender: Rep Women	14%	(44)	34%	(106)	17%	(54)	9%	(29)	26%	(81)	314
Tea Party: Supporter	22%	(119)	34%	(185)	18%	(99)	9%	(50)	18%	(98)	551
Tea Party: Not Supporter	15%	(248)	34%	(557)	18%	(290)	11%	(184)	22%	(354)	1633
Ideo: Liberal (1-3)	19%	(140)	34%	(248)	20%	(146)	10%	(69)	16%	(119)	722
Ideo: Moderate (4)	14%	(78)	41%	(224)	19%	(104)	8%	(43)	17%	(93)	542
Ideo: Conservative (5-7)	18%	(119)	33%	(223)	16%	(107)	12%	(77)	21%	(140)	666
Educ: < College	17%	(263)	33%	(516)	16%	(252)	12%	(184)	22%	(352)	1567
Educ: Bachelors degree	17%	(71)	36%	(149)	23%	(97)	7%	(30)	17%	(69)	416
Educ: Post-grad	17%	(38)	37%	(81)	19%	(41)	10%	(22)	17%	(37)	219
Income: Under 50k	18%	(228)	29%	(379)	17%	(222)	13%	(167)	23%	(300)	1296
Income: 50k-100k	16%	(105)	39%	(259)	20%	(131)	7%	(48)	18%	(117)	659
Income: 100k+	16%	(39)	44%	(108)	15%	(38)	8%	(20)	17%	(41)	246

Continued on next page

Table BRD2_10: How much do you trust each of the following to keep your personal data secure and private?

Sony

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	17%	(372)	34%	(746)	18%	(390)	11%	(235)	21%	(458)	2201
Ethnicity: White	15%	(268)	35%	(610)	18%	(313)	10%	(174)	22%	(385)	1750
Ethnicity: Hispanic	25%	(82)	28%	(91)	21%	(69)	14%	(46)	12%	(41)	329
Ethnicity: Afr. Am.	27%	(72)	29%	(78)	16%	(44)	14%	(38)	13%	(36)	269
Ethnicity: Other	17%	(32)	32%	(58)	18%	(34)	12%	(22)	20%	(37)	182
Relig: Protestant	15%	(75)	41%	(211)	15%	(78)	8%	(43)	21%	(105)	510
Relig: Roman Catholic	19%	(91)	37%	(178)	21%	(100)	8%	(39)	15%	(71)	479
Relig: Ath./Agn./None	15%	(98)	29%	(197)	17%	(114)	15%	(102)	24%	(158)	669
Relig: Something Else	21%	(66)	29%	(93)	21%	(67)	10%	(32)	20%	(63)	321
Relig: Jewish	22%	(13)	35%	(20)	21%	(12)	6%	(4)	16%	(9)	59
Relig: Evangelical	19%	(113)	37%	(221)	16%	(96)	7%	(42)	21%	(127)	599
Relig: Non-Evang. Catholics	15%	(94)	39%	(236)	18%	(113)	10%	(59)	18%	(109)	610
Relig: All Christian	17%	(207)	38%	(456)	17%	(209)	8%	(101)	20%	(236)	1209
Relig: All Non-Christian	17%	(164)	29%	(289)	18%	(181)	14%	(134)	22%	(221)	991
Community: Urban	19%	(99)	35%	(186)	18%	(94)	11%	(59)	17%	(91)	530
Community: Suburban	17%	(155)	35%	(315)	18%	(160)	11%	(96)	20%	(185)	911
Community: Rural	15%	(117)	32%	(245)	18%	(136)	10%	(79)	24%	(182)	760
Employ: Private Sector	18%	(119)	36%	(234)	17%	(113)	9%	(59)	19%	(122)	646
Employ: Government	18%	(29)	38%	(60)	17%	(27)	8%	(13)	18%	(29)	157
Employ: Self-Employed	18%	(41)	35%	(81)	19%	(44)	12%	(26)	16%	(37)	228
Employ: Homemaker	16%	(34)	32%	(66)	18%	(38)	11%	(23)	22%	(46)	207
Employ: Student	17%	(20)	35%	(42)	17%	(21)	14%	(17)	18%	(21)	121
Employ: Retired	13%	(60)	34%	(155)	21%	(95)	9%	(41)	23%	(107)	458
Employ: Unemployed	17%	(38)	32%	(69)	13%	(28)	14%	(31)	24%	(52)	217
Employ: Other	19%	(32)	24%	(40)	15%	(25)	15%	(25)	27%	(45)	168
Military HH: Yes	20%	(85)	32%	(137)	21%	(90)	11%	(46)	17%	(72)	430
Military HH: No	16%	(287)	34%	(608)	17%	(301)	11%	(189)	22%	(386)	1771
RD/WT: Right Direction	22%	(202)	34%	(318)	16%	(150)	8%	(79)	20%	(184)	933
RD/WT: Wrong Track	13%	(170)	34%	(428)	19%	(240)	12%	(156)	22%	(274)	1268

Continued on next page

Table BRD2_10: How much do you trust each of the following to keep your personal data secure and private?

Sony

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	17%	(372)	34%	(746)	18%	(390)	11%	(235)	21%	(458)	2201
Strongly Approve	23%	(108)	33%	(153)	15%	(69)	10%	(48)	20%	(93)	471
Somewhat Approve	15%	(73)	38%	(188)	19%	(92)	7%	(36)	21%	(101)	491
Somewhat Disapprove	13%	(32)	34%	(87)	20%	(52)	14%	(35)	19%	(48)	253
Strongly Disapprove	16%	(136)	36%	(296)	19%	(154)	10%	(85)	19%	(160)	832
Dont Know / No Opinion	14%	(22)	14%	(21)	15%	(24)	20%	(31)	37%	(56)	153
#1 Issue: Economy	16%	(98)	38%	(236)	18%	(116)	10%	(61)	19%	(118)	630
#1 Issue: Security	16%	(62)	33%	(130)	19%	(74)	12%	(45)	20%	(79)	390
#1 Issue: Health Care	17%	(68)	34%	(139)	17%	(70)	12%	(50)	20%	(80)	406
#1 Issue: Medicare / Social Security	13%	(44)	35%	(116)	18%	(57)	9%	(28)	25%	(82)	327
#1 Issue: Women's Issues	25%	(34)	28%	(37)	18%	(24)	8%	(11)	21%	(28)	134
#1 Issue: Education	25%	(37)	29%	(41)	12%	(17)	15%	(21)	20%	(29)	145
#1 Issue: Energy	27%	(22)	28%	(23)	19%	(16)	10%	(8)	17%	(14)	83
#1 Issue: Other	10%	(8)	27%	(23)	19%	(16)	12%	(10)	32%	(27)	85
2016 Vote: Democrat Hillary Clinton	19%	(136)	36%	(256)	18%	(127)	10%	(69)	18%	(132)	719
2016 Vote: Republican Donald Trump	18%	(136)	36%	(278)	16%	(126)	10%	(77)	20%	(151)	768
2016 Vote: Someone else	12%	(17)	31%	(45)	21%	(31)	17%	(25)	19%	(28)	147
2012 Vote: Barack Obama	19%	(168)	37%	(321)	18%	(157)	9%	(76)	17%	(147)	869
2012 Vote: Mitt Romney	15%	(85)	37%	(204)	17%	(97)	11%	(60)	20%	(113)	559
2012 Vote: Other	13%	(13)	34%	(32)	22%	(21)	15%	(14)	16%	(15)	96
2012 Vote: Didn't Vote	16%	(106)	28%	(188)	17%	(114)	13%	(85)	27%	(182)	676
4-Region: Northeast	15%	(60)	35%	(142)	18%	(71)	12%	(48)	20%	(80)	402
4-Region: Midwest	17%	(82)	32%	(154)	17%	(81)	11%	(50)	23%	(107)	474
4-Region: South	16%	(130)	36%	(290)	17%	(141)	10%	(82)	21%	(172)	815
4-Region: West	19%	(100)	31%	(160)	19%	(97)	11%	(55)	19%	(99)	511

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

Table BRD2_11: How much do you trust each of the following to keep your personal data secure and private?
GE

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	14%	(313)	30%	(651)	18%	(406)	13%	(276)	25%	(554)	2201
Gender: Male	16%	(169)	31%	(329)	20%	(210)	14%	(146)	19%	(206)	1060
Gender: Female	13%	(143)	28%	(322)	17%	(197)	11%	(131)	31%	(349)	1141
Age: 18-29	13%	(68)	18%	(94)	20%	(102)	17%	(85)	32%	(161)	509
Age: 30-44	17%	(90)	32%	(168)	17%	(87)	12%	(62)	23%	(119)	526
Age: 45-54	12%	(48)	36%	(143)	18%	(70)	11%	(44)	23%	(89)	393
Age: 55-64	13%	(50)	32%	(120)	20%	(76)	11%	(43)	23%	(86)	375
Age: 65+	14%	(57)	32%	(126)	18%	(71)	11%	(44)	25%	(100)	398
PID: Dem (no lean)	15%	(114)	30%	(226)	19%	(141)	12%	(90)	23%	(173)	744
PID: Ind (no lean)	10%	(82)	25%	(201)	18%	(142)	16%	(130)	31%	(247)	802
PID: Rep (no lean)	18%	(117)	34%	(224)	19%	(124)	9%	(57)	20%	(134)	655
PID/Gender: Dem Men	17%	(60)	32%	(111)	20%	(70)	13%	(44)	18%	(64)	349
PID/Gender: Dem Women	14%	(54)	29%	(115)	18%	(71)	12%	(46)	28%	(110)	395
PID/Gender: Ind Men	12%	(43)	26%	(97)	18%	(67)	19%	(71)	25%	(92)	370
PID/Gender: Ind Women	9%	(39)	24%	(104)	17%	(75)	14%	(59)	36%	(156)	432
PID/Gender: Rep Men	19%	(66)	35%	(121)	21%	(73)	9%	(31)	15%	(50)	341
PID/Gender: Rep Women	16%	(50)	33%	(103)	16%	(51)	8%	(26)	27%	(84)	314
Tea Party: Supporter	19%	(105)	30%	(164)	20%	(108)	11%	(59)	21%	(115)	551
Tea Party: Not Supporter	13%	(206)	30%	(483)	18%	(298)	13%	(215)	26%	(431)	1633
Ideo: Liberal (1-3)	17%	(120)	31%	(226)	19%	(138)	11%	(82)	22%	(156)	722
Ideo: Moderate (4)	14%	(78)	34%	(182)	20%	(108)	11%	(58)	21%	(116)	542
Ideo: Conservative (5-7)	14%	(91)	31%	(206)	19%	(129)	13%	(85)	23%	(154)	666
Educ: < College	14%	(218)	27%	(428)	18%	(276)	14%	(216)	27%	(429)	1567
Educ: Bachelors degree	16%	(65)	34%	(142)	21%	(88)	9%	(36)	20%	(84)	416
Educ: Post-grad	14%	(30)	37%	(82)	19%	(42)	11%	(24)	19%	(41)	219
Income: Under 50k	14%	(180)	26%	(338)	18%	(234)	15%	(193)	27%	(350)	1296
Income: 50k-100k	15%	(101)	33%	(216)	20%	(131)	9%	(59)	23%	(152)	659
Income: 100k+	13%	(32)	40%	(97)	17%	(41)	10%	(24)	21%	(52)	246

Continued on next page

Table BRD2_11: How much do you trust each of the following to keep your personal data secure and private?
 GE

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	14%	(313)	30%	(651)	18%	(406)	13%	(276)	25%	(554)	2201
Ethnicity: White	13%	(233)	31%	(540)	18%	(324)	12%	(204)	26%	(449)	1750
Ethnicity: Hispanic	20%	(67)	22%	(74)	22%	(74)	15%	(49)	20%	(66)	329
Ethnicity: Afr. Am.	20%	(54)	24%	(65)	18%	(49)	17%	(45)	21%	(55)	269
Ethnicity: Other	14%	(25)	25%	(46)	18%	(34)	15%	(28)	27%	(50)	182
Relig: Protestant	16%	(80)	36%	(182)	17%	(89)	10%	(50)	21%	(109)	510
Relig: Roman Catholic	16%	(77)	33%	(158)	22%	(106)	9%	(44)	20%	(94)	479
Relig: Ath./Agn./None	10%	(66)	24%	(163)	18%	(119)	16%	(108)	32%	(213)	669
Relig: Something Else	15%	(47)	28%	(91)	19%	(62)	15%	(48)	23%	(73)	321
Relig: Jewish	20%	(12)	38%	(22)	15%	(9)	16%	(9)	11%	(6)	59
Relig: Evangelical	20%	(117)	34%	(201)	17%	(102)	9%	(51)	21%	(128)	599
Relig: Non-Evang. Catholics	13%	(81)	32%	(196)	20%	(124)	11%	(69)	23%	(139)	610
Relig: All Christian	16%	(198)	33%	(397)	19%	(226)	10%	(120)	22%	(267)	1209
Relig: All Non-Christian	11%	(113)	26%	(254)	18%	(180)	16%	(156)	29%	(286)	991
Community: Urban	15%	(77)	28%	(147)	19%	(102)	15%	(79)	24%	(125)	530
Community: Suburban	14%	(123)	33%	(298)	18%	(167)	12%	(105)	24%	(218)	911
Community: Rural	15%	(112)	27%	(207)	18%	(137)	12%	(92)	28%	(211)	760
Employ: Private Sector	18%	(114)	33%	(213)	16%	(106)	11%	(73)	22%	(141)	646
Employ: Government	20%	(32)	27%	(42)	19%	(30)	8%	(13)	25%	(40)	157
Employ: Self-Employed	12%	(26)	32%	(72)	23%	(53)	15%	(34)	18%	(42)	228
Employ: Homemaker	10%	(21)	30%	(62)	19%	(39)	12%	(25)	29%	(59)	207
Employ: Student	5%	(6)	28%	(33)	22%	(26)	17%	(20)	29%	(35)	121
Employ: Retired	13%	(58)	32%	(146)	19%	(88)	11%	(52)	25%	(115)	458
Employ: Unemployed	13%	(29)	23%	(49)	17%	(37)	18%	(38)	29%	(64)	217
Employ: Other	16%	(27)	20%	(34)	16%	(27)	12%	(21)	35%	(59)	168
Military HH: Yes	18%	(79)	28%	(122)	19%	(82)	14%	(60)	20%	(86)	430
Military HH: No	13%	(233)	30%	(529)	18%	(324)	12%	(216)	26%	(469)	1771
RD/WT: Right Direction	20%	(191)	30%	(277)	18%	(163)	10%	(92)	23%	(210)	933
RD/WT: Wrong Track	10%	(122)	30%	(374)	19%	(243)	15%	(184)	27%	(344)	1268

Continued on next page

Table BRD2_11: How much do you trust each of the following to keep your personal data secure and private?

GE

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	14%	(313)	30%	(651)	18%	(406)	13%	(276)	25%	(554)	2201
Strongly Approve	21%	(99)	28%	(131)	18%	(85)	13%	(59)	20%	(96)	471
Somewhat Approve	14%	(69)	35%	(172)	19%	(93)	7%	(36)	25%	(121)	491
Somewhat Disapprove	7%	(18)	35%	(88)	18%	(44)	17%	(44)	23%	(59)	253
Strongly Disapprove	13%	(109)	30%	(247)	20%	(163)	12%	(104)	25%	(209)	832
Dont Know / No Opinion	11%	(17)	8%	(13)	14%	(21)	22%	(34)	45%	(68)	153
#1 Issue: Economy	13%	(85)	30%	(188)	22%	(137)	11%	(67)	24%	(154)	630
#1 Issue: Security	13%	(51)	29%	(112)	24%	(93)	13%	(49)	22%	(86)	390
#1 Issue: Health Care	14%	(56)	33%	(135)	17%	(69)	13%	(53)	23%	(94)	406
#1 Issue: Medicare / Social Security	14%	(45)	31%	(102)	14%	(47)	12%	(39)	29%	(93)	327
#1 Issue: Women's Issues	19%	(25)	23%	(31)	11%	(15)	11%	(15)	36%	(48)	134
#1 Issue: Education	21%	(30)	31%	(44)	10%	(15)	16%	(24)	22%	(32)	145
#1 Issue: Energy	15%	(12)	24%	(19)	22%	(18)	15%	(12)	25%	(21)	83
#1 Issue: Other	10%	(8)	23%	(20)	16%	(13)	21%	(18)	31%	(27)	85
2016 Vote: Democrat Hillary Clinton	16%	(118)	32%	(234)	17%	(125)	12%	(86)	22%	(157)	719
2016 Vote: Republican Donald Trump	16%	(120)	33%	(256)	18%	(142)	10%	(79)	22%	(171)	768
2016 Vote: Someone else	10%	(15)	25%	(36)	22%	(33)	20%	(29)	23%	(34)	147
2012 Vote: Barack Obama	17%	(148)	32%	(282)	19%	(163)	11%	(91)	21%	(185)	869
2012 Vote: Mitt Romney	14%	(81)	35%	(195)	18%	(103)	10%	(57)	22%	(122)	559
2012 Vote: Other	15%	(14)	28%	(27)	21%	(20)	19%	(18)	18%	(17)	96
2012 Vote: Didn't Vote	10%	(70)	22%	(148)	18%	(120)	16%	(109)	34%	(229)	676
4-Region: Northeast	13%	(53)	29%	(118)	19%	(77)	14%	(57)	24%	(95)	402
4-Region: Midwest	15%	(72)	32%	(152)	14%	(68)	12%	(56)	26%	(125)	474
4-Region: South	14%	(118)	29%	(234)	21%	(167)	11%	(93)	25%	(202)	815
4-Region: West	14%	(69)	29%	(146)	18%	(94)	14%	(70)	26%	(132)	511

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

Table BRD2_12: How much do you trust each of the following to keep your personal data secure and private?
 Your cell phone manufacturer

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	24%	(526)	36%	(789)	19%	(418)	10%	(226)	11%	(241)	2201
Gender: Male	25%	(262)	37%	(391)	18%	(196)	11%	(119)	9%	(92)	1060
Gender: Female	23%	(265)	35%	(397)	20%	(223)	9%	(108)	13%	(149)	1141
Age: 18-29	29%	(149)	31%	(157)	16%	(80)	13%	(66)	11%	(57)	509
Age: 30-44	29%	(151)	35%	(183)	15%	(81)	9%	(49)	12%	(62)	526
Age: 45-54	18%	(71)	40%	(156)	19%	(74)	13%	(50)	11%	(41)	393
Age: 55-64	20%	(75)	36%	(135)	23%	(88)	10%	(37)	10%	(39)	375
Age: 65+	20%	(80)	39%	(156)	24%	(94)	6%	(25)	11%	(42)	398
PID: Dem (no lean)	27%	(198)	35%	(263)	20%	(146)	9%	(67)	9%	(70)	744
PID: Ind (no lean)	21%	(166)	32%	(256)	18%	(144)	14%	(114)	15%	(122)	802
PID: Rep (no lean)	25%	(162)	41%	(270)	20%	(128)	7%	(46)	8%	(49)	655
PID/Gender: Dem Men	29%	(102)	36%	(124)	18%	(62)	9%	(31)	8%	(30)	349
PID/Gender: Dem Women	24%	(96)	35%	(139)	21%	(84)	9%	(36)	10%	(40)	395
PID/Gender: Ind Men	21%	(76)	32%	(117)	19%	(69)	18%	(66)	11%	(41)	370
PID/Gender: Ind Women	21%	(90)	32%	(139)	17%	(74)	11%	(48)	19%	(81)	432
PID/Gender: Rep Men	24%	(83)	44%	(151)	19%	(65)	6%	(21)	6%	(21)	341
PID/Gender: Rep Women	25%	(79)	38%	(119)	20%	(64)	8%	(24)	9%	(28)	314
Tea Party: Supporter	27%	(150)	39%	(217)	19%	(104)	8%	(46)	6%	(35)	551
Tea Party: Not Supporter	23%	(374)	35%	(566)	19%	(312)	11%	(179)	12%	(202)	1633
Ideo: Liberal (1-3)	27%	(197)	35%	(256)	19%	(136)	9%	(63)	10%	(69)	722
Ideo: Moderate (4)	24%	(132)	40%	(214)	21%	(113)	7%	(40)	8%	(43)	542
Ideo: Conservative (5-7)	21%	(141)	40%	(264)	20%	(133)	11%	(70)	9%	(57)	666
Educ: < College	24%	(371)	35%	(541)	18%	(282)	11%	(179)	12%	(193)	1567
Educ: Bachelors degree	26%	(108)	36%	(150)	22%	(92)	7%	(30)	9%	(37)	416
Educ: Post-grad	22%	(48)	45%	(98)	20%	(45)	8%	(17)	5%	(11)	219
Income: Under 50k	23%	(297)	34%	(437)	18%	(234)	13%	(165)	12%	(162)	1296
Income: 50k-100k	26%	(170)	37%	(243)	21%	(138)	7%	(44)	10%	(65)	659
Income: 100k+	24%	(59)	44%	(108)	19%	(46)	7%	(18)	6%	(15)	246

Continued on next page

Table BRD2_12: How much do you trust each of the following to keep your personal data secure and private?
Your cell phone manufacturer

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	24%	(526)	36%	(789)	19%	(418)	10%	(226)	11%	(241)	2201
Ethnicity: White	23%	(404)	37%	(644)	19%	(337)	10%	(176)	11%	(190)	1750
Ethnicity: Hispanic	28%	(92)	32%	(106)	19%	(62)	14%	(45)	7%	(24)	329
Ethnicity: Afr. Am.	28%	(75)	32%	(86)	19%	(52)	12%	(32)	8%	(23)	269
Ethnicity: Other	26%	(47)	32%	(59)	16%	(30)	10%	(18)	16%	(29)	182
Relig: Protestant	23%	(117)	41%	(210)	20%	(103)	7%	(36)	9%	(44)	510
Relig: Roman Catholic	24%	(115)	36%	(171)	22%	(105)	8%	(40)	10%	(48)	479
Relig: Ath./Agn./None	21%	(140)	32%	(217)	18%	(121)	15%	(102)	13%	(90)	669
Relig: Something Else	26%	(83)	35%	(113)	17%	(54)	10%	(32)	12%	(40)	321
Relig: Jewish	24%	(14)	35%	(21)	25%	(15)	6%	(4)	9%	(6)	59
Relig: Evangelical	29%	(172)	39%	(234)	18%	(107)	7%	(41)	8%	(45)	599
Relig: Non-Evang. Catholics	21%	(131)	37%	(225)	22%	(137)	9%	(52)	11%	(66)	610
Relig: All Christian	25%	(302)	38%	(459)	20%	(244)	8%	(93)	9%	(111)	1209
Relig: All Non-Christian	23%	(223)	33%	(330)	18%	(174)	13%	(134)	13%	(130)	991
Community: Urban	24%	(130)	33%	(176)	20%	(105)	13%	(67)	10%	(53)	530
Community: Suburban	23%	(209)	39%	(352)	20%	(180)	10%	(88)	9%	(82)	911
Community: Rural	25%	(188)	34%	(261)	18%	(133)	9%	(71)	14%	(107)	760
Employ: Private Sector	28%	(182)	38%	(242)	16%	(102)	9%	(60)	9%	(60)	646
Employ: Government	30%	(48)	34%	(54)	20%	(32)	5%	(7)	10%	(16)	157
Employ: Self-Employed	22%	(50)	33%	(74)	26%	(59)	13%	(29)	7%	(17)	228
Employ: Homemaker	23%	(47)	35%	(72)	17%	(34)	10%	(20)	16%	(33)	207
Employ: Student	21%	(26)	39%	(48)	16%	(20)	17%	(21)	6%	(7)	121
Employ: Retired	19%	(87)	39%	(177)	24%	(108)	8%	(36)	11%	(50)	458
Employ: Unemployed	22%	(47)	35%	(75)	16%	(34)	15%	(33)	13%	(28)	217
Employ: Other	24%	(40)	28%	(47)	18%	(30)	13%	(21)	18%	(30)	168
Military HH: Yes	24%	(105)	36%	(155)	22%	(94)	9%	(38)	9%	(38)	430
Military HH: No	24%	(421)	36%	(634)	18%	(324)	11%	(188)	12%	(204)	1771
RD/WT: Right Direction	30%	(278)	35%	(325)	17%	(158)	8%	(70)	11%	(102)	933
RD/WT: Wrong Track	20%	(248)	37%	(464)	21%	(260)	12%	(156)	11%	(140)	1268

Continued on next page

Table BRD2_12: How much do you trust each of the following to keep your personal data secure and private?
 Your cell phone manufacturer

Demographic	A lot		Some		Not too much		None		Don't Know / No Opinion		Total N
Adults	24%	(526)	36%	(789)	19%	(418)	10%	(226)	11%	(241)	2201
Strongly Approve	29%	(136)	36%	(171)	17%	(82)	9%	(41)	9%	(42)	471
Somewhat Approve	27%	(131)	38%	(188)	19%	(95)	6%	(29)	10%	(48)	491
Somewhat Disapprove	19%	(48)	38%	(96)	18%	(45)	13%	(34)	12%	(30)	253
Strongly Disapprove	22%	(185)	37%	(309)	20%	(168)	11%	(90)	10%	(80)	832
Dont Know / No Opinion	17%	(25)	16%	(25)	18%	(28)	21%	(33)	27%	(42)	153
#1 Issue: Economy	23%	(145)	38%	(239)	20%	(128)	9%	(58)	9%	(59)	630
#1 Issue: Security	20%	(78)	36%	(142)	21%	(82)	12%	(47)	11%	(41)	390
#1 Issue: Health Care	21%	(85)	39%	(157)	19%	(77)	11%	(47)	10%	(41)	406
#1 Issue: Medicare / Social Security	26%	(85)	35%	(113)	20%	(65)	8%	(26)	12%	(39)	327
#1 Issue: Women's Issues	36%	(49)	33%	(44)	11%	(14)	6%	(8)	14%	(18)	134
#1 Issue: Education	34%	(50)	24%	(35)	14%	(21)	14%	(21)	13%	(19)	145
#1 Issue: Energy	26%	(21)	32%	(27)	16%	(13)	11%	(9)	15%	(12)	83
#1 Issue: Other	15%	(13)	36%	(31)	21%	(18)	14%	(12)	14%	(12)	85
2016 Vote: Democrat Hillary Clinton	26%	(186)	37%	(267)	20%	(142)	9%	(64)	9%	(61)	719
2016 Vote: Republican Donald Trump	24%	(185)	41%	(311)	19%	(145)	9%	(68)	8%	(60)	768
2016 Vote: Someone else	17%	(25)	33%	(49)	21%	(31)	18%	(26)	11%	(16)	147
2012 Vote: Barack Obama	26%	(223)	38%	(331)	19%	(168)	9%	(78)	8%	(69)	869
2012 Vote: Mitt Romney	21%	(118)	43%	(240)	21%	(117)	8%	(45)	7%	(38)	559
2012 Vote: Other	15%	(14)	30%	(29)	31%	(30)	14%	(13)	10%	(10)	96
2012 Vote: Didn't Vote	25%	(171)	28%	(189)	15%	(103)	13%	(90)	18%	(124)	676
4-Region: Northeast	24%	(97)	36%	(145)	18%	(74)	10%	(39)	12%	(47)	402
4-Region: Midwest	24%	(112)	34%	(161)	18%	(86)	11%	(51)	13%	(64)	474
4-Region: South	24%	(195)	37%	(303)	20%	(159)	9%	(77)	10%	(80)	815
4-Region: West	24%	(123)	35%	(179)	19%	(100)	12%	(60)	10%	(50)	511

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

Table BRD3: When it comes to new consumer technology, which company do you think is the most innovative?

Demographic	Apple	Google	Samsung	Sony	Microsoft	Hewlett Packard	IBM	Amazon	Intel	Honeywell	LG	GE
Adults	26% (563)	11% (248)	14% (311)	3% (59)	9% (201)	1% (31)	2% (37)	8% (167)	2% (43)	— (10)	4% (93)	1% (22)
Gender: Male	23% (245)	13% (135)	15% (159)	5% (48)	12% (123)	1% (10)	2% (16)	8% (87)	2% (25)	1% (7)	4% (43)	1% (11)
Gender: Female	28% (318)	10% (113)	13% (152)	1% (11)	7% (77)	2% (21)	2% (21)	7% (80)	2% (18)	— (3)	4% (50)	1% (11)
Age: 18-29	25% (126)	14% (74)	20% (100)	5% (24)	7% (34)	1% (4)	1% (5)	10% (50)	1% (7)	2% (8)	4% (21)	— (2)
Age: 30-44	24% (127)	16% (82)	15% (79)	4% (21)	8% (44)	— (1)	2% (12)	7% (38)	1% (6)	— (2)	5% (24)	1% (7)
Age: 45-54	30% (117)	8% (30)	12% (49)	1% (5)	7% (29)	1% (5)	1% (5)	8% (31)	2% (6)	— (0)	6% (22)	1% (3)
Age: 55-64	22% (84)	9% (33)	14% (51)	1% (4)	11% (42)	3% (13)	2% (9)	8% (28)	2% (6)	— (0)	4% (15)	1% (4)
Age: 65+	27% (109)	7% (29)	8% (32)	1% (5)	13% (52)	2% (9)	1% (6)	5% (19)	4% (18)	— (0)	3% (12)	1% (5)
PID: Dem (no lean)	27% (199)	13% (100)	15% (111)	2% (16)	9% (65)	1% (9)	2% (15)	6% (44)	2% (16)	1% (4)	5% (37)	1% (10)
PID: Ind (no lean)	23% (186)	11% (92)	14% (115)	3% (20)	8% (64)	1% (10)	1% (7)	7% (58)	2% (14)	1% (5)	5% (38)	1% (5)
PID: Rep (no lean)	27% (178)	9% (56)	13% (86)	3% (22)	11% (72)	2% (13)	2% (15)	10% (64)	2% (13)	— (1)	3% (18)	1% (7)
PID/Gender: Dem Men	22% (75)	15% (53)	16% (56)	3% (10)	11% (38)	— (2)	3% (9)	6% (23)	3% (11)	1% (4)	4% (15)	2% (7)
PID/Gender: Dem Women	31% (123)	12% (46)	14% (54)	1% (6)	7% (27)	2% (7)	1% (6)	5% (22)	1% (5)	— (0)	6% (22)	1% (3)
PID/Gender: Ind Men	22% (81)	14% (52)	16% (59)	4% (16)	10% (36)	— (2)	1% (2)	6% (24)	2% (8)	— (1)	5% (20)	— (1)
PID/Gender: Ind Women	24% (105)	9% (39)	13% (55)	1% (4)	6% (28)	2% (8)	1% (5)	8% (35)	1% (6)	1% (3)	4% (19)	1% (3)
PID/Gender: Rep Men	26% (89)	8% (29)	13% (43)	6% (22)	15% (50)	2% (7)	2% (5)	12% (41)	2% (6)	— (1)	3% (9)	— (2)
PID/Gender: Rep Women	28% (89)	9% (28)	13% (42)	— (1)	7% (22)	2% (6)	3% (10)	7% (23)	2% (7)	— (0)	3% (9)	2% (5)
Tea Party: Supporter	26% (141)	7% (36)	13% (72)	5% (26)	10% (56)	1% (8)	2% (13)	10% (57)	2% (12)	1% (4)	4% (23)	1% (5)
Tea Party: Not Supporter	26% (418)	13% (208)	14% (235)	2% (32)	9% (143)	1% (23)	1% (24)	7% (109)	2% (31)	— (6)	4% (70)	1% (15)
Ideo: Liberal (1-3)	28% (205)	14% (104)	16% (118)	3% (21)	7% (47)	— (2)	2% (13)	8% (56)	2% (17)	1% (9)	4% (30)	2% (11)
Ideo: Moderate (4)	26% (139)	14% (76)	16% (89)	2% (10)	11% (60)	1% (5)	1% (8)	6% (34)	1% (6)	— (1)	5% (26)	— (1)
Ideo: Conservative (5-7)	26% (172)	7% (44)	11% (75)	3% (20)	12% (78)	2% (14)	2% (15)	9% (63)	2% (15)	— (0)	5% (31)	1% (6)
Educ: < College	22% (345)	10% (159)	16% (246)	3% (40)	9% (145)	2% (24)	2% (25)	8% (121)	2% (29)	1% (8)	5% (72)	1% (16)
Educ: Bachelors degree	34% (142)	14% (58)	10% (43)	3% (13)	11% (45)	1% (6)	2% (9)	6% (26)	1% (5)	— (1)	3% (13)	1% (3)
Educ: Post-grad	35% (76)	14% (31)	10% (22)	3% (6)	5% (11)	1% (2)	2% (3)	9% (21)	4% (9)	1% (2)	4% (9)	1% (3)
Income: Under 50k	20% (258)	10% (127)	16% (208)	3% (38)	10% (126)	2% (23)	2% (23)	7% (95)	2% (24)	1% (9)	5% (67)	1% (17)
Income: 50k-100k	33% (214)	13% (85)	11% (73)	3% (18)	9% (61)	1% (7)	2% (10)	8% (50)	2% (15)	— (1)	2% (16)	1% (4)
Income: 100k+	37% (91)	15% (36)	12% (29)	1% (3)	5% (13)	1% (1)	1% (4)	9% (22)	2% (4)	— (0)	4% (10)	— (0)
Ethnicity: White	27% (466)	11% (194)	13% (229)	2% (42)	9% (156)	1% (25)	2% (30)	8% (134)	2% (34)	— (7)	4% (72)	1% (13)
Ethnicity: Hispanic	20% (67)	14% (47)	19% (61)	6% (20)	8% (25)	— (1)	2% (7)	9% (29)	1% (4)	1% (2)	5% (17)	1% (5)
Ethnicity: Afr. Am.	23% (61)	11% (30)	18% (50)	3% (7)	9% (24)	2% (6)	2% (6)	8% (21)	2% (5)	1% (2)	6% (15)	2% (4)
Ethnicity: Other	20% (37)	13% (23)	18% (33)	5% (9)	11% (20)	— (0)	— (1)	6% (11)	2% (4)	1% (1)	3% (6)	2% (4)
Relig: Protestant	26% (135)	10% (49)	11% (55)	3% (14)	11% (58)	2% (10)	2% (11)	10% (50)	2% (12)	— (1)	4% (19)	1% (3)
Relig: Roman Catholic	30% (142)	11% (51)	14% (66)	4% (17)	9% (41)	1% (6)	2% (11)	8% (37)	1% (4)	1% (3)	6% (27)	1% (2)
Relig: Ath./Agn./None	24% (161)	14% (92)	15% (98)	2% (15)	8% (50)	1% (10)	— (3)	7% (46)	3% (17)	— (0)	3% (20)	1% (5)
Relig: Something Else	22% (70)	12% (37)	21% (67)	2% (8)	9% (30)	1% (3)	3% (10)	7% (22)	2% (7)	1% (4)	3% (9)	2% (7)
Relig: Jewish	22% (13)	16% (9)	24% (14)	3% (2)	8% (5)	2% (1)	— (0)	6% (3)	4% (2)	— (0)	— (0)	2% (1)
Relig: Evangelical	24% (145)	10% (60)	13% (78)	4% (23)	9% (55)	2% (13)	1% (7)	9% (51)	2% (10)	1% (4)	6% (34)	1% (8)
Relig: Non-Evang. Catholics	31% (186)	10% (58)	11% (68)	2% (12)	11% (64)	1% (6)	3% (17)	8% (48)	2% (10)	— (2)	5% (30)	— (2)
Relig: All Christian	27% (332)	10% (119)	12% (146)	3% (36)	10% (119)	2% (19)	2% (24)	8% (99)	2% (20)	1% (6)	5% (64)	1% (10)
Relig: All Non-Christian	23% (231)	13% (129)	17% (165)	2% (23)	8% (81)	1% (12)	1% (13)	7% (68)	2% (24)	— (4)	3% (29)	1% (12)

Continued on next page

Table BRD3: When it comes to new consumer technology, which company do you think is the most innovative?

Demographic	Apple	Google	Samsung	Sony	Microsoft	Hewlett Packard	IBM	Amazon	Intel	Honeywell	LG	GE
Adults	26% (563)	11% (248)	14% (311)	3% (59)	9% (201)	1% (31)	2% (37)	8% (167)	2% (43)	— (10)	4% (93)	1% (22)
Community: Urban	23% (120)	12% (65)	17% (90)	4% (21)	9% (46)	1% (6)	2% (9)	7% (39)	3% (17)	1% (5)	5% (24)	— (2)
Community: Suburban	27% (250)	12% (113)	12% (112)	2% (18)	9% (81)	1% (13)	2% (18)	8% (74)	1% (12)	— (3)	4% (39)	1% (10)
Community: Rural	25% (193)	9% (70)	14% (109)	3% (19)	10% (73)	2% (13)	1% (11)	7% (54)	2% (14)	— (3)	4% (30)	1% (10)
Employ: Private Sector	29% (187)	14% (88)	17% (109)	3% (18)	8% (52)	— (2)	2% (13)	9% (55)	1% (9)	— (1)	3% (22)	1% (4)
Employ: Government	37% (58)	7% (11)	12% (19)	5% (7)	9% (13)	1% (2)	1% (1)	10% (16)	1% (1)	4% (6)	5% (8)	1% (1)
Employ: Self-Employed	23% (54)	14% (32)	16% (36)	6% (13)	12% (27)	1% (3)	2% (3)	5% (11)	1% (2)	1% (2)	4% (9)	2% (5)
Employ: Homemaker	20% (42)	10% (21)	15% (31)	1% (2)	5% (11)	1% (2)	2% (5)	7% (14)	1% (3)	— (0)	9% (18)	1% (2)
Employ: Student	30% (37)	13% (16)	14% (17)	5% (7)	9% (11)	1% (1)	1% (2)	7% (8)	1% (1)	1% (1)	6% (7)	— (0)
Employ: Retired	25% (115)	8% (35)	9% (39)	1% (5)	10% (47)	2% (10)	2% (8)	7% (33)	4% (18)	— (0)	4% (18)	1% (6)
Employ: Unemployed	17% (36)	15% (32)	14% (31)	2% (4)	9% (19)	3% (8)	1% (2)	8% (18)	1% (3)	— (0)	3% (7)	1% (3)
Employ: Other	21% (34)	8% (14)	17% (29)	1% (2)	12% (20)	2% (4)	1% (2)	7% (12)	4% (6)	— (0)	2% (3)	1% (2)
Military HH: Yes	27% (117)	8% (35)	16% (69)	4% (18)	8% (36)	1% (6)	2% (7)	10% (41)	2% (10)	1% (2)	2% (10)	1% (4)
Military HH: No	25% (446)	12% (213)	14% (242)	2% (40)	9% (165)	1% (25)	2% (30)	7% (126)	2% (33)	— (8)	5% (83)	1% (18)
RD/WT: Right Direction	24% (225)	9% (80)	15% (140)	4% (42)	10% (90)	1% (14)	2% (21)	9% (83)	2% (18)	1% (5)	5% (45)	1% (10)
RD/WT: Wrong Track	27% (338)	13% (168)	14% (171)	1% (17)	9% (111)	1% (18)	1% (16)	7% (83)	2% (25)	— (5)	4% (48)	1% (12)
Strongly Approve	25% (115)	7% (34)	14% (64)	4% (20)	9% (41)	3% (13)	3% (16)	9% (41)	2% (8)	1% (3)	5% (24)	1% (4)
Somewhat Approve	26% (127)	11% (54)	13% (63)	4% (18)	11% (52)	1% (4)	1% (4)	9% (43)	2% (9)	— (1)	4% (18)	1% (5)
Somewhat Disapprove	24% (60)	16% (41)	12% (30)	3% (7)	11% (28)	1% (2)	1% (2)	9% (24)	2% (4)	2% (4)	2% (4)	1% (2)
Strongly Disapprove	28% (231)	13% (109)	16% (129)	2% (13)	8% (68)	1% (10)	2% (14)	7% (54)	2% (19)	— (2)	4% (37)	1% (11)
Dont Know / No Opinion	19% (29)	7% (10)	16% (25)	1% (2)	7% (11)	1% (2)	— (0)	3% (4)	2% (3)	— (0)	6% (10)	1% (1)
#1 Issue: Economy	26% (165)	14% (89)	15% (94)	2% (15)	8% (52)	1% (5)	1% (6)	9% (55)	3% (18)	— (1)	2% (11)	1% (6)
#1 Issue: Security	29% (113)	9% (33)	11% (43)	3% (13)	10% (40)	2% (7)	1% (4)	6% (24)	2% (9)	1% (2)	6% (24)	1% (5)
#1 Issue: Health Care	23% (94)	11% (45)	18% (73)	1% (5)	11% (43)	1% (6)	4% (15)	7% (30)	1% (4)	— (1)	3% (13)	— (2)
#1 Issue: Medicare / Social Security	23% (74)	9% (28)	11% (35)	4% (12)	11% (35)	2% (5)	1% (3)	7% (23)	3% (8)	— (1)	7% (24)	2% (5)
#1 Issue: Women's Issues	39% (52)	11% (14)	11% (15)	3% (4)	4% (5)	— (1)	— (0)	10% (13)	— (0)	3% (3)	7% (10)	1% (2)
#1 Issue: Education	21% (31)	8% (12)	17% (25)	5% (7)	8% (12)	1% (2)	2% (3)	12% (17)	1% (1)	— (0)	6% (8)	1% (2)
#1 Issue: Energy	24% (20)	13% (10)	15% (13)	4% (3)	13% (10)	2% (2)	4% (3)	4% (3)	3% (3)	2% (2)	1% (1)	— (0)
#1 Issue: Other	17% (14)	17% (15)	15% (13)	— (0)	3% (3)	4% (3)	4% (4)	3% (3)	1% (1)	— (0)	2% (2)	1% (1)
2016 Vote: Democrat Hillary Clinton	29% (205)	12% (89)	13% (93)	2% (14)	9% (65)	1% (9)	2% (14)	6% (45)	2% (17)	— (2)	5% (38)	1% (10)
2016 Vote: Republican Donald Trump	26% (199)	8% (63)	13% (101)	4% (30)	10% (79)	2% (13)	2% (15)	10% (74)	2% (16)	1% (5)	4% (28)	— (4)
2016 Vote: Someone else	26% (38)	17% (25)	15% (22)	1% (1)	5% (7)	2% (3)	1% (1)	9% (13)	— (1)	— (0)	2% (3)	2% (3)
2012 Vote: Barack Obama	26% (224)	13% (116)	14% (125)	2% (21)	9% (83)	1% (7)	2% (14)	8% (66)	2% (16)	— (4)	5% (43)	1% (10)
2012 Vote: Mitt Romney	28% (154)	8% (43)	11% (63)	3% (17)	10% (53)	2% (13)	2% (13)	9% (53)	2% (14)	— (1)	3% (16)	1% (8)
2012 Vote: Other	27% (26)	5% (4)	9% (8)	— (0)	11% (10)	2% (2)	1% (1)	9% (9)	5% (5)	1% (1)	9% (9)	2% (2)
2012 Vote: Didn't Vote	24% (159)	13% (85)	17% (114)	3% (21)	8% (55)	1% (9)	1% (9)	6% (39)	1% (9)	1% (5)	4% (25)	— (2)
4-Region: Northeast	29% (118)	9% (36)	11% (45)	2% (6)	11% (43)	1% (4)	3% (11)	7% (28)	2% (8)	1% (2)	3% (14)	1% (5)
4-Region: Midwest	25% (119)	10% (49)	15% (71)	2% (8)	9% (40)	1% (6)	2% (7)	9% (42)	2% (9)	— (2)	4% (19)	1% (4)
4-Region: South	26% (210)	11% (94)	14% (110)	3% (27)	9% (73)	2% (15)	2% (14)	6% (52)	1% (9)	1% (4)	5% (39)	1% (8)
4-Region: West	23% (117)	14% (69)	17% (85)	3% (18)	9% (44)	1% (6)	1% (5)	9% (44)	3% (18)	— (2)	4% (22)	1% (5)

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

Table BRD4: When it comes to new consumer technology, which company do you think is the least innovative?

Demographic	Apple	Google	Samsung	Sony	Microsoft	Hewlett Packard	IBM	Amazon	Intel	Honeywell	LG	GE
Adults	8% (177)	2% (53)	4% (80)	2% (54)	3% (68)	7% (161)	7% (144)	3% (62)	3% (63)	12% (269)	5% (109)	6% (137)
Gender: Male	10% (110)	2% (26)	4% (43)	3% (33)	4% (47)	8% (87)	6% (67)	3% (36)	3% (27)	14% (152)	5% (57)	8% (86)
Gender: Female	6% (67)	2% (27)	3% (37)	2% (22)	2% (21)	6% (74)	7% (77)	2% (26)	3% (36)	10% (118)	5% (51)	4% (51)
Age: 18-29	16% (80)	3% (17)	6% (31)	4% (21)	4% (23)	7% (33)	6% (29)	3% (17)	3% (16)	13% (66)	7% (37)	5% (25)
Age: 30-44	9% (48)	3% (17)	5% (25)	3% (14)	2% (12)	8% (43)	9% (50)	4% (23)	3% (14)	16% (82)	5% (24)	6% (29)
Age: 45-54	7% (26)	2% (6)	1% (4)	1% (4)	3% (13)	9% (37)	7% (26)	2% (8)	3% (13)	12% (46)	5% (20)	5% (20)
Age: 55-64	4% (15)	2% (6)	3% (12)	2% (7)	2% (7)	6% (23)	4% (13)	1% (3)	3% (11)	11% (41)	5% (20)	9% (33)
Age: 65+	2% (8)	2% (7)	2% (8)	2% (7)	3% (13)	6% (24)	7% (26)	3% (11)	2% (9)	9% (34)	2% (8)	7% (29)
PID: Dem (no lean)	10% (73)	2% (15)	3% (20)	3% (23)	4% (29)	7% (53)	8% (57)	3% (22)	3% (24)	12% (92)	5% (36)	7% (49)
PID: Ind (no lean)	6% (51)	2% (19)	4% (34)	2% (17)	2% (18)	9% (68)	6% (48)	3% (21)	3% (24)	13% (102)	4% (35)	5% (44)
PID: Rep (no lean)	8% (53)	3% (20)	4% (25)	2% (15)	3% (21)	6% (40)	6% (39)	3% (19)	2% (15)	11% (75)	6% (38)	7% (44)
PID/Gender: Dem Men	13% (44)	2% (8)	2% (8)	4% (15)	6% (21)	8% (27)	7% (26)	2% (8)	4% (15)	15% (54)	5% (18)	9% (32)
PID/Gender: Dem Women	7% (29)	2% (7)	3% (13)	2% (8)	2% (8)	6% (26)	8% (31)	4% (14)	2% (10)	10% (38)	5% (18)	4% (17)
PID/Gender: Ind Men	6% (24)	2% (8)	5% (18)	3% (10)	3% (9)	10% (37)	6% (21)	4% (15)	2% (8)	16% (60)	4% (15)	7% (27)
PID/Gender: Ind Women	6% (27)	3% (11)	4% (16)	2% (7)	2% (9)	7% (32)	6% (27)	1% (6)	4% (16)	10% (42)	4% (19)	4% (17)
PID/Gender: Rep Men	12% (42)	3% (10)	5% (17)	2% (8)	5% (17)	7% (23)	6% (20)	4% (13)	1% (4)	11% (37)	7% (24)	8% (27)
PID/Gender: Rep Women	4% (11)	3% (10)	3% (8)	2% (7)	1% (4)	5% (16)	6% (20)	2% (6)	3% (11)	12% (37)	4% (14)	5% (17)
Tea Party: Supporter	11% (60)	3% (15)	3% (19)	2% (14)	4% (24)	8% (42)	6% (34)	4% (20)	3% (17)	9% (52)	6% (34)	6% (35)
Tea Party: Not Supporter	7% (115)	2% (38)	4% (58)	2% (41)	3% (44)	7% (119)	7% (110)	3% (41)	3% (46)	13% (215)	4% (72)	6% (102)
Ideo: Liberal (1-3)	10% (70)	4% (28)	4% (27)	3% (22)	5% (33)	9% (64)	8% (57)	3% (20)	3% (24)	14% (98)	4% (31)	7% (50)
Ideo: Moderate (4)	11% (57)	1% (8)	4% (21)	3% (19)	2% (8)	8% (41)	6% (32)	3% (18)	2% (9)	13% (72)	6% (32)	6% (35)
Ideo: Conservative (5-7)	5% (36)	2% (11)	3% (19)	2% (10)	3% (19)	7% (44)	6% (40)	3% (22)	4% (25)	12% (78)	5% (32)	6% (43)
Educ: < College	8% (127)	3% (41)	4% (63)	2% (37)	3% (51)	6% (101)	6% (95)	2% (38)	3% (51)	11% (174)	6% (90)	5% (82)
Educ: Bachelors degree	8% (31)	1% (4)	3% (10)	3% (11)	2% (8)	9% (39)	9% (36)	5% (19)	2% (7)	15% (61)	3% (12)	7% (30)
Educ: Post-grad	8% (18)	4% (8)	3% (6)	3% (7)	4% (9)	10% (21)	6% (14)	2% (5)	2% (4)	16% (34)	3% (7)	11% (25)
Income: Under 50k	8% (105)	3% (43)	4% (58)	3% (32)	3% (41)	5% (69)	6% (79)	3% (38)	3% (40)	12% (155)	5% (65)	5% (70)
Income: 50k-100k	8% (52)	1% (7)	2% (15)	3% (18)	3% (21)	10% (63)	7% (48)	3% (20)	3% (18)	11% (74)	5% (35)	7% (47)
Income: 100k+	8% (20)	1% (3)	3% (7)	2% (4)	2% (6)	12% (29)	7% (18)	2% (4)	2% (5)	16% (40)	3% (8)	8% (20)
Ethnicity: White	7% (130)	2% (41)	3% (58)	2% (33)	3% (48)	7% (129)	7% (115)	3% (48)	3% (54)	12% (212)	4% (76)	6% (111)
Ethnicity: Hispanic	9% (31)	6% (19)	8% (25)	3% (10)	4% (13)	6% (19)	8% (27)	6% (20)	3% (10)	10% (33)	4% (13)	8% (28)
Ethnicity: Afr. Am.	12% (32)	1% (3)	5% (12)	6% (15)	5% (13)	6% (15)	6% (16)	4% (10)	2% (6)	12% (32)	9% (24)	6% (16)
Ethnicity: Other	8% (14)	5% (9)	5% (9)	3% (6)	4% (7)	9% (17)	7% (13)	2% (4)	2% (3)	14% (25)	5% (8)	5% (9)
Relig: Protestant	5% (25)	2% (10)	3% (13)	1% (6)	2% (11)	7% (37)	6% (32)	2% (10)	2% (12)	14% (69)	3% (17)	7% (36)
Relig: Roman Catholic	10% (46)	3% (17)	3% (13)	2% (12)	5% (23)	9% (41)	7% (34)	5% (22)	3% (13)	12% (59)	6% (27)	6% (29)
Relig: Ath./Agn./None	9% (58)	2% (16)	3% (23)	4% (24)	4% (24)	7% (50)	6% (40)	1% (9)	3% (20)	12% (79)	5% (35)	6% (38)
Relig: Something Else	11% (34)	2% (7)	6% (21)	2% (5)	1% (3)	6% (19)	8% (27)	5% (16)	3% (11)	12% (38)	5% (15)	7% (23)
Relig: Jewish	10% (6)	5% (3)	6% (3)	4% (2)	1% (1)	11% (7)	3% (2)	9% (6)	4% (2)	6% (4)	1% (1)	7% (4)
Relig: Evangelical	8% (47)	2% (12)	4% (25)	2% (10)	4% (21)	8% (47)	5% (31)	3% (18)	2% (13)	12% (70)	7% (42)	6% (34)
Relig: Non-Evang. Catholics	6% (37)	3% (18)	2% (10)	2% (15)	3% (20)	8% (46)	8% (47)	3% (19)	3% (19)	13% (81)	3% (17)	7% (42)
Relig: All Christian	7% (85)	3% (30)	3% (36)	2% (25)	3% (41)	8% (92)	6% (78)	3% (37)	3% (32)	13% (151)	5% (59)	6% (76)
Relig: All Non-Christian	9% (92)	2% (23)	4% (44)	3% (29)	3% (27)	7% (69)	7% (66)	2% (24)	3% (31)	12% (117)	5% (50)	6% (61)

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Table BRD4: When it comes to new consumer technology, which company do you think is the least innovative?

Demographic	Apple	Google	Samsung	Sony	Microsoft	Hewlett Packard	IBM	Amazon	Intel	Honeywell	LG	GE
Adults	8% (177)	2% (53)	4% (80)	2% (54)	3% (68)	7% (161)	7% (144)	3% (62)	3% (63)	12% (269)	5% (109)	6% (137)
Community: Urban	10% (55)	2% (12)	3% (17)	3% (17)	4% (23)	7% (39)	7% (38)	4% (21)	3% (14)	11% (56)	5% (28)	8% (43)
Community: Suburban	8% (73)	1% (11)	3% (29)	2% (20)	2% (20)	8% (76)	8% (72)	3% (23)	3% (26)	12% (112)	4% (36)	6% (59)
Community: Rural	6% (49)	4% (31)	5% (35)	2% (17)	3% (26)	6% (46)	4% (34)	2% (18)	3% (23)	13% (101)	6% (45)	5% (35)
Employ: Private Sector	10% (66)	2% (11)	4% (23)	2% (15)	2% (14)	10% (64)	8% (50)	3% (17)	2% (14)	14% (93)	5% (32)	7% (46)
Employ: Government	9% (15)	6% (9)	5% (8)	3% (5)	8% (13)	7% (11)	5% (8)	3% (5)	1% (1)	15% (23)	9% (14)	7% (11)
Employ: Self-Employed	14% (32)	3% (6)	9% (20)	1% (2)	2% (4)	7% (16)	6% (13)	4% (8)	4% (10)	12% (27)	8% (17)	4% (10)
Employ: Homemaker	6% (12)	4% (8)	5% (11)	1% (3)	3% (6)	4% (9)	8% (16)	5% (9)	3% (7)	7% (15)	3% (7)	1% (3)
Employ: Student	12% (15)	1% (1)	2% (3)	7% (9)	2% (3)	14% (16)	7% (9)	— (0)	1% (2)	16% (20)	7% (9)	11% (13)
Employ: Retired	2% (10)	1% (6)	1% (3)	1% (6)	4% (19)	5% (24)	6% (28)	3% (12)	3% (14)	10% (46)	3% (15)	8% (38)
Employ: Unemployed	7% (15)	4% (9)	1% (1)	4% (10)	5% (10)	7% (15)	5% (12)	2% (4)	3% (5)	12% (26)	5% (11)	6% (13)
Employ: Other	8% (13)	1% (2)	6% (11)	3% (4)	— (0)	4% (6)	5% (9)	3% (6)	6% (11)	11% (19)	2% (4)	1% (2)
Military HH: Yes	9% (40)	4% (16)	3% (13)	3% (11)	4% (19)	8% (34)	7% (29)	5% (23)	2% (7)	10% (41)	4% (17)	6% (24)
Military HH: No	8% (137)	2% (37)	4% (67)	2% (44)	3% (49)	7% (127)	7% (116)	2% (39)	3% (56)	13% (228)	5% (92)	6% (113)
RD/WT: Right Direction	9% (79)	3% (31)	4% (39)	2% (17)	3% (32)	6% (53)	6% (56)	4% (33)	3% (29)	13% (117)	6% (52)	6% (60)
RD/WT: Wrong Track	8% (97)	2% (22)	3% (41)	3% (37)	3% (36)	9% (108)	7% (88)	2% (29)	3% (34)	12% (152)	4% (57)	6% (77)
Strongly Approve	8% (37)	3% (13)	4% (20)	2% (12)	2% (12)	5% (24)	7% (35)	4% (17)	3% (14)	12% (55)	7% (31)	7% (31)
Somewhat Approve	7% (36)	2% (11)	4% (18)	2% (9)	4% (18)	7% (37)	6% (31)	3% (16)	3% (15)	13% (63)	3% (16)	6% (27)
Somewhat Disapprove	12% (29)	3% (7)	3% (7)	2% (6)	2% (5)	9% (22)	5% (13)	2% (6)	2% (5)	13% (34)	6% (15)	5% (12)
Strongly Disapprove	8% (66)	2% (14)	4% (29)	3% (25)	3% (27)	8% (64)	8% (64)	2% (16)	3% (26)	13% (109)	4% (36)	7% (61)
Dont Know / No Opinion	5% (7)	5% (8)	4% (6)	2% (2)	4% (6)	10% (15)	1% (1)	4% (6)	2% (2)	5% (8)	6% (10)	3% (5)
#1 Issue: Economy	8% (50)	2% (12)	3% (17)	2% (11)	3% (19)	8% (51)	7% (43)	3% (16)	3% (17)	15% (98)	5% (33)	8% (49)
#1 Issue: Security	8% (30)	2% (10)	1% (6)	2% (9)	3% (12)	6% (24)	6% (24)	2% (8)	4% (15)	13% (51)	6% (25)	6% (23)
#1 Issue: Health Care	9% (36)	1% (5)	4% (17)	2% (9)	2% (7)	8% (32)	11% (43)	2% (8)	3% (12)	11% (44)	4% (18)	8% (32)
#1 Issue: Medicare / Social Security	4% (14)	2% (7)	3% (11)	3% (9)	5% (15)	5% (15)	5% (15)	4% (13)	3% (11)	11% (36)	4% (12)	6% (21)
#1 Issue: Women's Issues	14% (19)	4% (5)	9% (12)	5% (7)	2% (3)	12% (16)	2% (3)	4% (5)	2% (3)	10% (14)	3% (4)	4% (5)
#1 Issue: Education	7% (10)	7% (10)	8% (11)	3% (4)	4% (6)	8% (11)	6% (9)	7% (10)	2% (3)	8% (11)	7% (10)	3% (4)
#1 Issue: Energy	14% (11)	4% (3)	5% (4)	6% (5)	6% (5)	8% (6)	7% (6)	2% (2)	3% (3)	11% (9)	6% (5)	1% (1)
#1 Issue: Other	8% (7)	3% (2)	3% (2)	2% (2)	1% (1)	6% (5)	2% (2)	— (0)	— (0)	9% (7)	2% (2)	2% (2)
2016 Vote: Democrat Hillary Clinton	8% (59)	2% (12)	4% (28)	2% (14)	4% (32)	7% (50)	7% (47)	4% (28)	3% (22)	14% (101)	5% (33)	6% (47)
2016 Vote: Republican Donald Trump	7% (55)	2% (17)	3% (21)	2% (15)	3% (26)	7% (57)	5% (41)	3% (25)	3% (20)	11% (87)	5% (38)	7% (53)
2016 Vote: Someone else	4% (6)	1% (1)	2% (3)	4% (6)	2% (2)	11% (16)	7% (11)	3% (4)	— (1)	14% (21)	3% (4)	8% (12)
2012 Vote: Barack Obama	9% (77)	2% (18)	4% (32)	2% (15)	4% (34)	7% (59)	6% (54)	4% (36)	3% (28)	14% (122)	4% (36)	7% (57)
2012 Vote: Mitt Romney	4% (24)	2% (13)	2% (11)	3% (14)	2% (14)	6% (35)	6% (36)	3% (17)	3% (15)	11% (64)	3% (19)	9% (48)
2012 Vote: Other	6% (6)	1% (1)	3% (3)	1% (1)	3% (3)	10% (9)	2% (2)	2% (2)	2% (2)	18% (17)	5% (5)	5% (5)
2012 Vote: Didn't Vote	10% (69)	3% (21)	5% (34)	4% (24)	3% (17)	8% (57)	8% (53)	1% (7)	3% (18)	10% (66)	7% (48)	4% (27)
4-Region: Northeast	7% (30)	3% (12)	2% (8)	2% (8)	4% (15)	7% (26)	6% (25)	3% (13)	2% (10)	11% (45)	6% (23)	7% (30)
4-Region: Midwest	9% (43)	1% (5)	2% (12)	3% (12)	2% (11)	8% (37)	7% (33)	2% (9)	3% (13)	12% (56)	4% (18)	5% (24)
4-Region: South	9% (70)	3% (26)	4% (31)	2% (18)	3% (25)	8% (65)	5% (42)	2% (19)	3% (21)	13% (106)	6% (46)	6% (47)
4-Region: West	7% (34)	2% (11)	6% (29)	3% (16)	3% (17)	6% (33)	9% (44)	4% (21)	4% (19)	12% (62)	4% (21)	7% (36)

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

Table BRD5: Connected devices are wirelessly-connected products ranging from voice controlled smart assistants to smart home devices such as lights, thermostats and water temperature, which can be remotely programmed and controlled through apps and internet connectivity. Do you currently use a device that connects with another device through the internet, such as smart lights, coffeemakers, etc.?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	23%	(498)	67%	(1482)	10%	(221)	2201
Gender: Male	27%	(285)	65%	(684)	9%	(90)	1060
Gender: Female	19%	(213)	70%	(798)	11%	(130)	1141
Age: 18-29	32%	(165)	51%	(260)	17%	(84)	509
Age: 30-44	33%	(172)	56%	(295)	11%	(60)	526
Age: 45-54	18%	(72)	71%	(277)	11%	(44)	393
Age: 55-64	14%	(51)	83%	(309)	4%	(14)	375
Age: 65+	10%	(38)	86%	(341)	5%	(19)	398
PID: Dem (no lean)	25%	(183)	68%	(508)	7%	(53)	744
PID: Ind (no lean)	20%	(164)	64%	(511)	16%	(127)	802
PID: Rep (no lean)	23%	(152)	71%	(463)	6%	(40)	655
PID/Gender: Dem Men	31%	(109)	62%	(215)	7%	(25)	349
PID/Gender: Dem Women	19%	(74)	74%	(293)	7%	(28)	395
PID/Gender: Ind Men	22%	(81)	65%	(242)	13%	(47)	370
PID/Gender: Ind Women	19%	(83)	62%	(269)	19%	(80)	432
PID/Gender: Rep Men	28%	(96)	67%	(227)	5%	(18)	341
PID/Gender: Rep Women	18%	(56)	75%	(236)	7%	(22)	314
Tea Party: Supporter	34%	(188)	61%	(334)	5%	(30)	551
Tea Party: Not Supporter	19%	(305)	70%	(1138)	12%	(190)	1633
Ideo: Liberal (1-3)	31%	(222)	61%	(441)	8%	(59)	722
Ideo: Moderate (4)	22%	(118)	71%	(386)	7%	(37)	542
Ideo: Conservative (5-7)	18%	(121)	77%	(512)	5%	(33)	666
Educ: < College	20%	(316)	67%	(1057)	12%	(193)	1567
Educ: Bachelors degree	27%	(111)	70%	(290)	4%	(15)	416
Educ: Post-grad	32%	(70)	62%	(135)	6%	(13)	219

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Table BRD5: Connected devices are wirelessly-connected products ranging from voice controlled smart assistants to smart home devices such as lights, thermostats and water temperature, which can be remotely programmed and controlled through apps and internet connectivity. Do you currently use a device that connects with another device through the internet, such as smart lights, coffeemakers, etc.?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	23%	(498)	67%	(1482)	10%	(221)	2201
Income: Under 50k	20%	(253)	68%	(881)	13%	(162)	1296
Income: 50k-100k	26%	(172)	68%	(446)	6%	(42)	659
Income: 100k+	30%	(73)	63%	(156)	7%	(17)	246
Ethnicity: White	21%	(367)	70%	(1231)	9%	(153)	1750
Ethnicity: Hispanic	38%	(125)	47%	(156)	15%	(48)	329
Ethnicity: Afr. Am.	31%	(82)	56%	(151)	13%	(35)	269
Ethnicity: Other	27%	(49)	55%	(101)	18%	(33)	182
Relig: Protestant	17%	(88)	80%	(406)	3%	(17)	510
Relig: Roman Catholic	31%	(150)	61%	(295)	7%	(34)	479
Relig: Ath./Agn./None	19%	(129)	64%	(430)	16%	(110)	669
Relig: Something Else	26%	(83)	63%	(203)	11%	(35)	321
Relig: Jewish	28%	(17)	64%	(37)	8%	(5)	59
Relig: Evangelical	27%	(163)	66%	(398)	6%	(38)	599
Relig: Non-Evang. Catholics	20%	(122)	74%	(450)	6%	(37)	610
Relig: All Christian	24%	(285)	70%	(848)	6%	(75)	1209
Relig: All Non-Christian	21%	(213)	64%	(633)	15%	(145)	991
Community: Urban	30%	(157)	58%	(306)	13%	(67)	530
Community: Suburban	22%	(199)	71%	(647)	7%	(65)	911
Community: Rural	19%	(142)	70%	(530)	12%	(88)	760
Employ: Private Sector	27%	(175)	66%	(426)	7%	(45)	646
Employ: Government	40%	(63)	52%	(82)	8%	(12)	157
Employ: Self-Employed	33%	(76)	59%	(136)	7%	(17)	228
Employ: Homemaker	18%	(37)	66%	(135)	17%	(34)	207
Employ: Student	23%	(27)	61%	(74)	16%	(19)	121
Employ: Retired	9%	(42)	86%	(394)	5%	(22)	458
Employ: Unemployed	22%	(48)	61%	(132)	17%	(37)	217
Employ: Other	18%	(29)	61%	(103)	21%	(35)	168
Military HH: Yes	31%	(134)	63%	(271)	6%	(25)	430
Military HH: No	21%	(364)	68%	(1212)	11%	(196)	1771

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Table BRD5: Connected devices are wirelessly-connected products ranging from voice controlled smart assistants to smart home devices such as lights, thermostats and water temperature, which can be remotely programmed and controlled through apps and internet connectivity. Do you currently use a device that connects with another device through the internet, such as smart lights, coffeemakers, etc.?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	23% (498)	67% (1482)	10% (221)	2201
RD/WT: Right Direction	27% (247)	65% (610)	8% (76)	933
RD/WT: Wrong Track	20% (251)	69% (872)	11% (145)	1268
Strongly Approve	25% (118)	68% (322)	7% (31)	471
Somewhat Approve	24% (117)	69% (336)	8% (37)	491
Somewhat Disapprove	26% (66)	64% (161)	10% (26)	253
Strongly Disapprove	21% (173)	71% (594)	8% (65)	832
Dont Know / No Opinion	15% (24)	45% (68)	40% (61)	153
#1 Issue: Economy	23% (145)	68% (431)	9% (54)	630
#1 Issue: Security	23% (88)	69% (269)	8% (33)	390
#1 Issue: Health Care	23% (94)	68% (275)	9% (37)	406
#1 Issue: Medicare / Social Security	14% (46)	81% (266)	5% (15)	327
#1 Issue: Women's Issues	35% (47)	52% (69)	13% (18)	134
#1 Issue: Education	28% (41)	48% (69)	24% (35)	145
#1 Issue: Energy	34% (28)	54% (45)	12% (10)	83
#1 Issue: Other	10% (9)	67% (57)	22% (19)	85
2016 Vote: Democrat Hillary Clinton	26% (188)	68% (490)	6% (42)	719
2016 Vote: Republican Donald Trump	23% (176)	72% (552)	5% (40)	768
2016 Vote: Someone else	24% (35)	66% (96)	11% (16)	147
2012 Vote: Barack Obama	26% (226)	68% (594)	6% (50)	869
2012 Vote: Mitt Romney	21% (116)	75% (420)	4% (23)	559
2012 Vote: Other	20% (19)	64% (61)	16% (15)	96
2012 Vote: Didn't Vote	20% (137)	60% (407)	20% (132)	676
4-Region: Northeast	22% (87)	68% (272)	11% (43)	402
4-Region: Midwest	19% (92)	72% (341)	8% (40)	474
4-Region: South	22% (180)	66% (540)	12% (95)	815
4-Region: West	27% (139)	64% (330)	8% (42)	511

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

Table BRD6_1: How likely are you to purchase each of the following connected devices?
 Voice activated systems

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know/No Opinion	Total N
Adults	14% (319)	25% (547)	22% (475)	28% (608)	11% (253)	2201
Gender: Male	17% (178)	26% (272)	22% (235)	26% (276)	9% (99)	1060
Gender: Female	12% (141)	24% (275)	21% (240)	29% (332)	13% (153)	1141
Age: 18-29	21% (108)	25% (127)	18% (91)	22% (110)	14% (74)	509
Age: 30-44	20% (107)	31% (165)	18% (96)	18% (93)	13% (66)	526
Age: 45-54	11% (43)	24% (93)	25% (97)	27% (105)	14% (56)	393
Age: 55-64	11% (40)	20% (74)	25% (94)	37% (138)	8% (30)	375
Age: 65+	5% (22)	22% (89)	25% (98)	41% (163)	7% (27)	398
PID: Dem (no lean)	16% (116)	26% (196)	22% (160)	27% (199)	10% (73)	744
PID: Ind (no lean)	12% (97)	24% (192)	19% (154)	29% (232)	16% (127)	802
PID: Rep (no lean)	16% (106)	24% (159)	25% (161)	27% (176)	8% (52)	655
PID/Gender: Dem Men	18% (62)	28% (97)	21% (73)	24% (85)	9% (32)	349
PID/Gender: Dem Women	14% (54)	25% (98)	22% (87)	29% (115)	10% (41)	395
PID/Gender: Ind Men	14% (52)	23% (86)	22% (80)	29% (106)	13% (47)	370
PID/Gender: Ind Women	10% (45)	24% (106)	17% (74)	29% (127)	19% (81)	432
PID/Gender: Rep Men	19% (64)	26% (89)	24% (82)	25% (85)	6% (21)	341
PID/Gender: Rep Women	13% (42)	22% (71)	25% (79)	29% (91)	10% (31)	314
Tea Party: Supporter	21% (114)	27% (147)	21% (118)	25% (136)	6% (36)	551
Tea Party: Not Supporter	12% (202)	24% (395)	22% (351)	29% (468)	13% (216)	1633
Ideo: Liberal (1-3)	19% (137)	26% (190)	23% (166)	22% (162)	9% (66)	722
Ideo: Moderate (4)	15% (79)	28% (152)	22% (119)	29% (159)	6% (33)	542
Ideo: Conservative (5-7)	11% (77)	26% (172)	23% (151)	32% (215)	8% (52)	666
Educ: < College	14% (221)	23% (365)	20% (314)	29% (452)	14% (215)	1567
Educ: Bachelors degree	13% (55)	30% (124)	28% (116)	24% (99)	5% (23)	416
Educ: Post-grad	20% (43)	26% (58)	21% (46)	26% (57)	7% (15)	219
Income: Under 50k	12% (160)	21% (277)	21% (267)	31% (398)	15% (194)	1296
Income: 50k-100k	16% (108)	31% (202)	24% (157)	23% (150)	6% (42)	659
Income: 100k+	21% (51)	27% (68)	21% (51)	24% (60)	7% (17)	246

Continued on next page

Table BRD6_1: How likely are you to purchase each of the following connected devices?

Voice activated systems

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know/No Opinion		Total N
Adults	14%	(319)	25%	(547)	22%	(475)	28%	(608)	11%	(253)	2201
Ethnicity: White	13%	(228)	24%	(424)	23%	(402)	29%	(510)	11%	(186)	1750
Ethnicity: Hispanic	20%	(64)	30%	(98)	17%	(56)	19%	(62)	15%	(49)	329
Ethnicity: Afr. Am.	27%	(71)	25%	(68)	15%	(40)	19%	(52)	14%	(37)	269
Ethnicity: Other	11%	(20)	30%	(55)	18%	(32)	25%	(46)	16%	(30)	182
Relig: Protestant	12%	(60)	25%	(125)	26%	(132)	32%	(162)	6%	(31)	510
Relig: Roman Catholic	18%	(85)	28%	(134)	21%	(102)	23%	(112)	10%	(46)	479
Relig: Ath./Agn./None	14%	(91)	21%	(139)	20%	(133)	29%	(194)	17%	(113)	669
Relig: Something Else	16%	(53)	25%	(82)	20%	(63)	26%	(85)	12%	(39)	321
Relig: Jewish	17%	(10)	25%	(15)	19%	(11)	22%	(13)	17%	(10)	59
Relig: Evangelical	17%	(101)	28%	(170)	23%	(137)	24%	(145)	8%	(46)	599
Relig: Non-Evang. Catholics	12%	(74)	25%	(155)	23%	(142)	30%	(183)	9%	(55)	610
Relig: All Christian	14%	(175)	27%	(325)	23%	(279)	27%	(329)	8%	(101)	1209
Relig: All Non-Christian	15%	(144)	22%	(220)	20%	(196)	28%	(279)	15%	(152)	991
Community: Urban	17%	(93)	24%	(127)	19%	(102)	26%	(137)	13%	(71)	530
Community: Suburban	16%	(145)	26%	(239)	20%	(178)	29%	(260)	10%	(90)	911
Community: Rural	11%	(82)	24%	(181)	26%	(194)	28%	(211)	12%	(92)	760
Employ: Private Sector	19%	(124)	29%	(187)	21%	(137)	23%	(146)	8%	(51)	646
Employ: Government	17%	(26)	34%	(53)	21%	(33)	19%	(30)	10%	(15)	157
Employ: Self-Employed	22%	(51)	27%	(61)	21%	(49)	23%	(52)	7%	(15)	228
Employ: Homemaker	14%	(30)	20%	(42)	20%	(42)	29%	(59)	16%	(33)	207
Employ: Student	11%	(13)	30%	(36)	25%	(30)	19%	(23)	15%	(18)	121
Employ: Retired	4%	(21)	22%	(102)	26%	(117)	40%	(184)	8%	(35)	458
Employ: Unemployed	13%	(29)	19%	(42)	17%	(36)	28%	(61)	22%	(48)	217
Employ: Other	15%	(25)	14%	(23)	18%	(30)	31%	(52)	22%	(37)	168
Military HH: Yes	17%	(73)	27%	(116)	24%	(102)	25%	(109)	7%	(30)	430
Military HH: No	14%	(246)	24%	(431)	21%	(373)	28%	(499)	13%	(222)	1771
RD/WT: Right Direction	18%	(166)	26%	(244)	21%	(197)	25%	(233)	10%	(93)	933
RD/WT: Wrong Track	12%	(153)	24%	(303)	22%	(278)	30%	(374)	13%	(159)	1268

Continued on next page

Table BRD6_1: How likely are you to purchase each of the following connected devices?
Voice activated systems

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know/No Opinion		Total N
Adults	14%	(319)	25%	(547)	22%	(475)	28%	(608)	11%	(253)	2201
Strongly Approve	18%	(87)	24%	(115)	21%	(101)	27%	(128)	9%	(41)	471
Somewhat Approve	13%	(62)	29%	(142)	25%	(121)	24%	(118)	10%	(47)	491
Somewhat Disapprove	16%	(40)	26%	(65)	25%	(63)	24%	(61)	10%	(25)	253
Strongly Disapprove	14%	(114)	25%	(207)	21%	(173)	33%	(272)	8%	(67)	832
Dont Know / No Opinion	11%	(17)	11%	(17)	12%	(18)	19%	(29)	48%	(73)	153
#1 Issue: Economy	15%	(94)	26%	(164)	26%	(164)	22%	(141)	11%	(66)	630
#1 Issue: Security	12%	(46)	27%	(106)	22%	(87)	30%	(116)	9%	(35)	390
#1 Issue: Health Care	17%	(70)	25%	(101)	19%	(79)	26%	(104)	13%	(51)	406
#1 Issue: Medicare / Social Security	8%	(28)	24%	(79)	19%	(61)	40%	(132)	9%	(28)	327
#1 Issue: Women's Issues	27%	(37)	22%	(30)	16%	(22)	21%	(28)	13%	(18)	134
#1 Issue: Education	15%	(22)	26%	(38)	19%	(28)	21%	(30)	18%	(26)	145
#1 Issue: Energy	22%	(18)	23%	(19)	22%	(18)	23%	(19)	10%	(8)	83
#1 Issue: Other	4%	(4)	11%	(10)	19%	(16)	43%	(37)	22%	(19)	85
2016 Vote: Democrat Hillary Clinton	17%	(124)	27%	(192)	20%	(144)	28%	(202)	8%	(58)	719
2016 Vote: Republican Donald Trump	15%	(116)	24%	(188)	25%	(193)	28%	(213)	8%	(59)	768
2016 Vote: Someone else	11%	(16)	23%	(34)	26%	(38)	31%	(46)	9%	(14)	147
2012 Vote: Barack Obama	17%	(150)	28%	(246)	22%	(188)	24%	(210)	9%	(75)	869
2012 Vote: Mitt Romney	14%	(78)	24%	(135)	26%	(143)	31%	(173)	5%	(30)	559
2012 Vote: Other	6%	(6)	20%	(20)	21%	(20)	38%	(37)	14%	(14)	96
2012 Vote: Didn't Vote	13%	(85)	22%	(145)	18%	(124)	28%	(188)	20%	(134)	676
4-Region: Northeast	16%	(65)	24%	(95)	21%	(84)	29%	(118)	10%	(39)	402
4-Region: Midwest	11%	(53)	24%	(112)	23%	(111)	30%	(142)	12%	(55)	474
4-Region: South	15%	(124)	25%	(204)	22%	(176)	25%	(205)	13%	(105)	815
4-Region: West	15%	(77)	26%	(135)	20%	(104)	28%	(142)	11%	(54)	511

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

Table BRD6_4: How likely are you to purchase each of the following connected devices?
Smart Home technology like remote security features, temperature control, lights, etc.

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know/No Opinion		Total N
Adults	16%	(356)	26%	(569)	20%	(440)	27%	(590)	11%	(246)	2201
Gender: Male	19%	(205)	27%	(281)	21%	(222)	24%	(258)	9%	(94)	1060
Gender: Female	13%	(151)	25%	(288)	19%	(218)	29%	(332)	13%	(152)	1141
Age: 18-29	25%	(125)	26%	(132)	15%	(78)	20%	(101)	14%	(73)	509
Age: 30-44	23%	(121)	32%	(167)	16%	(85)	16%	(86)	13%	(68)	526
Age: 45-54	9%	(36)	26%	(104)	26%	(102)	25%	(100)	13%	(52)	393
Age: 55-64	12%	(46)	22%	(84)	22%	(83)	35%	(132)	8%	(30)	375
Age: 65+	7%	(28)	21%	(82)	23%	(93)	43%	(172)	6%	(23)	398
PID: Dem (no lean)	19%	(138)	29%	(215)	20%	(147)	23%	(168)	10%	(75)	744
PID: Ind (no lean)	14%	(116)	23%	(183)	19%	(150)	28%	(227)	16%	(126)	802
PID: Rep (no lean)	15%	(101)	26%	(171)	22%	(143)	30%	(194)	7%	(45)	655
PID/Gender: Dem Men	22%	(77)	30%	(103)	20%	(70)	20%	(68)	9%	(31)	349
PID/Gender: Dem Women	16%	(62)	28%	(112)	20%	(78)	25%	(100)	11%	(44)	395
PID/Gender: Ind Men	18%	(66)	22%	(80)	20%	(75)	28%	(104)	12%	(44)	370
PID/Gender: Ind Women	12%	(50)	24%	(103)	17%	(74)	28%	(123)	19%	(82)	432
PID/Gender: Rep Men	18%	(62)	29%	(97)	23%	(77)	25%	(85)	5%	(19)	341
PID/Gender: Rep Women	12%	(39)	24%	(74)	21%	(66)	35%	(109)	8%	(27)	314
Tea Party: Supporter	24%	(131)	26%	(146)	20%	(111)	23%	(126)	7%	(37)	551
Tea Party: Not Supporter	14%	(221)	26%	(421)	20%	(323)	28%	(460)	13%	(209)	1633
Ideo: Liberal (1-3)	23%	(165)	27%	(196)	20%	(144)	20%	(148)	9%	(68)	722
Ideo: Moderate (4)	14%	(75)	31%	(166)	21%	(112)	28%	(154)	6%	(35)	542
Ideo: Conservative (5-7)	12%	(82)	24%	(162)	23%	(156)	33%	(220)	7%	(47)	666
Educ: < College	15%	(240)	24%	(374)	18%	(288)	29%	(453)	14%	(212)	1567
Educ: Bachelors degree	17%	(72)	30%	(127)	26%	(109)	21%	(87)	5%	(21)	416
Educ: Post-grad	20%	(44)	32%	(69)	20%	(43)	22%	(49)	6%	(13)	219
Income: Under 50k	13%	(164)	22%	(289)	20%	(258)	30%	(394)	15%	(191)	1296
Income: 50k-100k	21%	(136)	30%	(195)	21%	(141)	23%	(151)	6%	(37)	659
Income: 100k+	23%	(56)	35%	(86)	17%	(41)	18%	(44)	8%	(19)	246

Continued on next page

Table BRD6_4: How likely are you to purchase each of the following connected devices?
 Smart Home technology like remote security features, temperature control, lights, etc.

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know/No Opinion		Total N
Adults	16%	(356)	26%	(569)	20%	(440)	27%	(590)	11%	(246)	2201
Ethnicity: White	14%	(251)	25%	(432)	22%	(377)	29%	(515)	10%	(176)	1750
Ethnicity: Hispanic	27%	(88)	26%	(85)	17%	(57)	16%	(52)	15%	(48)	329
Ethnicity: Afr. Am.	26%	(70)	29%	(78)	15%	(40)	15%	(39)	15%	(41)	269
Ethnicity: Other	19%	(35)	33%	(59)	13%	(23)	20%	(36)	16%	(29)	182
Relig: Protestant	13%	(66)	27%	(138)	23%	(115)	33%	(167)	5%	(25)	510
Relig: Roman Catholic	20%	(98)	29%	(138)	20%	(97)	21%	(100)	10%	(46)	479
Relig: Ath./Agn./None	14%	(96)	21%	(141)	18%	(118)	30%	(203)	17%	(112)	669
Relig: Something Else	20%	(65)	27%	(86)	19%	(62)	23%	(73)	11%	(35)	321
Relig: Jewish	20%	(12)	23%	(13)	26%	(15)	24%	(14)	8%	(4)	59
Relig: Evangelical	19%	(115)	30%	(179)	20%	(121)	22%	(134)	8%	(49)	599
Relig: Non-Evang. Catholics	13%	(80)	27%	(162)	23%	(138)	30%	(180)	8%	(50)	610
Relig: All Christian	16%	(195)	28%	(341)	21%	(259)	26%	(314)	8%	(99)	1209
Relig: All Non-Christian	16%	(161)	23%	(227)	18%	(180)	28%	(276)	15%	(147)	991
Community: Urban	21%	(110)	25%	(132)	17%	(90)	25%	(134)	12%	(65)	530
Community: Suburban	16%	(145)	28%	(256)	20%	(178)	27%	(243)	10%	(89)	911
Community: Rural	13%	(101)	24%	(181)	23%	(173)	28%	(213)	12%	(92)	760
Employ: Private Sector	20%	(128)	31%	(198)	21%	(134)	20%	(131)	9%	(55)	646
Employ: Government	25%	(40)	26%	(41)	25%	(39)	15%	(24)	9%	(14)	157
Employ: Self-Employed	27%	(63)	23%	(53)	18%	(41)	25%	(57)	6%	(14)	228
Employ: Homemaker	12%	(25)	25%	(51)	18%	(38)	32%	(65)	13%	(27)	207
Employ: Student	15%	(18)	31%	(38)	19%	(23)	19%	(23)	16%	(19)	121
Employ: Retired	7%	(31)	21%	(97)	24%	(108)	40%	(185)	8%	(37)	458
Employ: Unemployed	13%	(28)	27%	(59)	13%	(28)	26%	(56)	22%	(47)	217
Employ: Other	14%	(24)	19%	(33)	18%	(30)	28%	(48)	20%	(33)	168
Military HH: Yes	19%	(81)	22%	(95)	28%	(118)	24%	(104)	7%	(32)	430
Military HH: No	16%	(275)	27%	(475)	18%	(322)	27%	(486)	12%	(214)	1771
RD/WT: Right Direction	19%	(174)	25%	(232)	22%	(202)	25%	(236)	10%	(90)	933
RD/WT: Wrong Track	14%	(182)	27%	(338)	19%	(238)	28%	(354)	12%	(156)	1268

Continued on next page

Table BRD6_4: How likely are you to purchase each of the following connected devices?
Smart Home technology like remote security features, temperature control, lights, etc.

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know/No Opinion		Total N
Adults	16%	(356)	26%	(569)	20%	(440)	27%	(590)	11%	(246)	2201
Strongly Approve	20%	(95)	22%	(103)	21%	(97)	29%	(135)	9%	(40)	471
Somewhat Approve	14%	(67)	28%	(138)	24%	(120)	25%	(122)	9%	(43)	491
Somewhat Disapprove	17%	(43)	33%	(85)	17%	(44)	25%	(63)	7%	(18)	253
Strongly Disapprove	15%	(128)	27%	(221)	21%	(172)	29%	(241)	8%	(70)	832
Dont Know / No Opinion	15%	(22)	14%	(22)	4%	(7)	18%	(28)	48%	(74)	153
#1 Issue: Economy	16%	(102)	29%	(184)	21%	(134)	24%	(152)	9%	(58)	630
#1 Issue: Security	13%	(52)	28%	(109)	21%	(83)	28%	(111)	9%	(35)	390
#1 Issue: Health Care	17%	(70)	28%	(112)	18%	(72)	24%	(97)	13%	(54)	406
#1 Issue: Medicare / Social Security	10%	(31)	21%	(68)	23%	(76)	38%	(124)	9%	(28)	327
#1 Issue: Women's Issues	32%	(43)	22%	(30)	15%	(20)	19%	(26)	11%	(15)	134
#1 Issue: Education	23%	(33)	21%	(30)	13%	(19)	22%	(31)	21%	(31)	145
#1 Issue: Energy	22%	(18)	30%	(25)	23%	(19)	16%	(14)	9%	(8)	83
#1 Issue: Other	7%	(6)	14%	(12)	18%	(16)	41%	(35)	20%	(17)	85
2016 Vote: Democrat Hillary Clinton	20%	(146)	28%	(202)	19%	(136)	25%	(178)	8%	(57)	719
2016 Vote: Republican Donald Trump	15%	(117)	26%	(198)	22%	(169)	30%	(228)	7%	(55)	768
2016 Vote: Someone else	12%	(18)	30%	(44)	21%	(31)	29%	(42)	8%	(12)	147
2012 Vote: Barack Obama	20%	(172)	29%	(250)	21%	(179)	23%	(201)	8%	(68)	869
2012 Vote: Mitt Romney	14%	(79)	24%	(136)	24%	(134)	33%	(184)	5%	(26)	559
2012 Vote: Other	9%	(9)	22%	(21)	19%	(18)	34%	(33)	15%	(15)	96
2012 Vote: Didn't Vote	14%	(96)	24%	(162)	16%	(109)	26%	(173)	20%	(137)	676
4-Region: Northeast	19%	(76)	21%	(84)	19%	(78)	30%	(119)	11%	(44)	402
4-Region: Midwest	11%	(54)	25%	(120)	21%	(102)	30%	(143)	12%	(55)	474
4-Region: South	16%	(132)	27%	(220)	20%	(165)	24%	(197)	12%	(99)	815
4-Region: West	18%	(94)	28%	(145)	19%	(95)	25%	(130)	9%	(48)	511

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

Table BRD6_5: How likely are you to purchase each of the following connected devices?
 Wearables such as Fitbit or smartwatches

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know/No Opinion	Total N
Adults	21% (454)	22% (495)	18% (406)	28% (611)	11% (235)	2201
Gender: Male	20% (208)	24% (251)	19% (203)	29% (302)	9% (95)	1060
Gender: Female	22% (246)	21% (244)	18% (203)	27% (309)	12% (139)	1141
Age: 18-29	27% (135)	25% (125)	16% (83)	15% (75)	18% (90)	509
Age: 30-44	26% (138)	30% (158)	15% (77)	18% (94)	11% (59)	526
Age: 45-54	20% (79)	22% (87)	18% (72)	28% (111)	11% (45)	393
Age: 55-64	15% (55)	19% (72)	22% (83)	38% (143)	6% (22)	375
Age: 65+	12% (47)	13% (53)	23% (91)	47% (187)	5% (19)	398
PID: Dem (no lean)	22% (163)	23% (174)	20% (146)	25% (190)	10% (71)	744
PID: Ind (no lean)	18% (143)	20% (157)	17% (139)	30% (243)	15% (120)	802
PID: Rep (no lean)	23% (149)	25% (163)	19% (121)	27% (178)	7% (44)	655
PID/Gender: Dem Men	21% (73)	24% (85)	19% (65)	26% (90)	10% (36)	349
PID/Gender: Dem Women	23% (90)	22% (89)	21% (82)	25% (99)	9% (35)	395
PID/Gender: Ind Men	16% (60)	19% (69)	21% (79)	33% (122)	10% (39)	370
PID/Gender: Ind Women	19% (83)	20% (88)	14% (59)	28% (121)	19% (81)	432
PID/Gender: Rep Men	22% (75)	28% (96)	17% (59)	26% (89)	6% (21)	341
PID/Gender: Rep Women	23% (74)	21% (67)	20% (62)	28% (88)	7% (23)	314
Tea Party: Supporter	30% (168)	24% (130)	16% (87)	24% (132)	6% (35)	551
Tea Party: Not Supporter	17% (282)	22% (360)	19% (314)	29% (478)	12% (198)	1633
Ideo: Liberal (1-3)	25% (183)	25% (178)	20% (144)	20% (147)	10% (70)	722
Ideo: Moderate (4)	19% (100)	24% (130)	22% (117)	30% (165)	5% (30)	542
Ideo: Conservative (5-7)	20% (132)	23% (152)	18% (120)	34% (224)	6% (38)	666
Educ: < College	19% (297)	21% (331)	17% (271)	29% (455)	14% (212)	1567
Educ: Bachelors degree	24% (98)	26% (106)	22% (92)	26% (107)	3% (12)	416
Educ: Post-grad	27% (59)	27% (58)	20% (43)	22% (48)	5% (10)	219
Income: Under 50k	16% (212)	20% (264)	18% (233)	31% (399)	15% (188)	1296
Income: 50k-100k	26% (171)	25% (167)	19% (126)	25% (164)	5% (31)	659
Income: 100k+	29% (72)	26% (64)	19% (48)	19% (47)	6% (15)	246

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Table BRD6_5: How likely are you to purchase each of the following connected devices?
Wearables such as Fitbit or smartwatches

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know/No Opinion		Total N
Adults	21%	(454)	22%	(495)	18%	(406)	28%	(611)	11%	(235)	2201
Ethnicity: White	20%	(354)	22%	(387)	19%	(331)	29%	(513)	9%	(165)	1750
Ethnicity: Hispanic	26%	(86)	26%	(85)	16%	(52)	18%	(60)	14%	(47)	329
Ethnicity: Afr. Am.	24%	(64)	24%	(65)	17%	(47)	19%	(50)	16%	(43)	269
Ethnicity: Other	20%	(36)	24%	(43)	16%	(29)	26%	(47)	14%	(26)	182
Relig: Protestant	23%	(116)	21%	(108)	20%	(101)	31%	(160)	5%	(26)	510
Relig: Roman Catholic	21%	(101)	27%	(131)	18%	(88)	24%	(115)	9%	(43)	479
Relig: Ath./Agn./None	18%	(121)	19%	(126)	17%	(114)	30%	(198)	16%	(110)	669
Relig: Something Else	21%	(66)	23%	(75)	19%	(61)	27%	(85)	11%	(34)	321
Relig: Jewish	15%	(9)	26%	(15)	26%	(15)	24%	(14)	8%	(5)	59
Relig: Evangelical	27%	(162)	25%	(148)	18%	(108)	22%	(131)	8%	(49)	599
Relig: Non-Evang. Catholics	17%	(104)	24%	(144)	20%	(124)	32%	(196)	7%	(41)	610
Relig: All Christian	22%	(266)	24%	(293)	19%	(232)	27%	(328)	7%	(91)	1209
Relig: All Non-Christian	19%	(188)	20%	(201)	18%	(174)	29%	(283)	15%	(144)	991
Community: Urban	21%	(111)	23%	(121)	17%	(91)	25%	(134)	14%	(74)	530
Community: Suburban	22%	(199)	24%	(217)	18%	(162)	29%	(263)	8%	(70)	911
Community: Rural	19%	(145)	21%	(157)	20%	(153)	28%	(214)	12%	(91)	760
Employ: Private Sector	26%	(165)	27%	(173)	19%	(125)	21%	(134)	8%	(49)	646
Employ: Government	38%	(60)	18%	(28)	20%	(31)	14%	(22)	10%	(16)	157
Employ: Self-Employed	25%	(57)	25%	(57)	21%	(49)	20%	(46)	9%	(20)	228
Employ: Homemaker	16%	(34)	23%	(47)	19%	(40)	28%	(58)	13%	(28)	207
Employ: Student	21%	(26)	34%	(41)	15%	(18)	14%	(17)	15%	(18)	121
Employ: Retired	12%	(53)	15%	(71)	21%	(94)	46%	(212)	6%	(28)	458
Employ: Unemployed	16%	(36)	21%	(45)	11%	(25)	28%	(60)	23%	(51)	217
Employ: Other	14%	(24)	20%	(33)	15%	(25)	36%	(60)	15%	(25)	168
Military HH: Yes	21%	(88)	23%	(98)	22%	(94)	29%	(122)	6%	(27)	430
Military HH: No	21%	(366)	22%	(397)	18%	(312)	28%	(488)	12%	(208)	1771
RD/WT: Right Direction	23%	(218)	24%	(224)	18%	(165)	25%	(232)	10%	(94)	933
RD/WT: Wrong Track	19%	(236)	21%	(271)	19%	(241)	30%	(379)	11%	(141)	1268

Continued on next page

Table BRD6_5: How likely are you to purchase each of the following connected devices?
Wearables such as Fitbit or smartwatches

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know/No Opinion		Total N
Adults	21%	(454)	22%	(495)	18%	(406)	28%	(611)	11%	(235)	2201
Strongly Approve	24%	(113)	23%	(110)	16%	(74)	29%	(134)	8%	(39)	471
Somewhat Approve	20%	(99)	26%	(128)	21%	(101)	26%	(128)	7%	(35)	491
Somewhat Disapprove	19%	(48)	27%	(69)	22%	(55)	25%	(63)	7%	(18)	253
Strongly Disapprove	21%	(175)	21%	(176)	19%	(160)	31%	(254)	8%	(67)	832
Dont Know / No Opinion	13%	(20)	7%	(11)	10%	(16)	20%	(30)	49%	(75)	153
#1 Issue: Economy	21%	(135)	25%	(158)	21%	(133)	25%	(154)	8%	(49)	630
#1 Issue: Security	19%	(73)	24%	(92)	19%	(75)	29%	(114)	9%	(37)	390
#1 Issue: Health Care	19%	(76)	26%	(105)	18%	(72)	26%	(105)	12%	(48)	406
#1 Issue: Medicare / Social Security	14%	(45)	15%	(49)	19%	(63)	43%	(140)	9%	(30)	327
#1 Issue: Women's Issues	35%	(46)	22%	(30)	14%	(18)	15%	(19)	15%	(20)	134
#1 Issue: Education	28%	(41)	22%	(32)	12%	(18)	17%	(25)	20%	(30)	145
#1 Issue: Energy	35%	(29)	15%	(13)	20%	(17)	22%	(18)	8%	(6)	83
#1 Issue: Other	10%	(9)	19%	(16)	12%	(11)	41%	(35)	17%	(14)	85
2016 Vote: Democrat Hillary Clinton	24%	(171)	24%	(173)	19%	(134)	26%	(191)	7%	(50)	719
2016 Vote: Republican Donald Trump	22%	(168)	22%	(170)	20%	(154)	30%	(230)	6%	(47)	768
2016 Vote: Someone else	18%	(27)	17%	(25)	22%	(33)	33%	(48)	10%	(14)	147
2012 Vote: Barack Obama	23%	(204)	24%	(204)	20%	(178)	26%	(228)	6%	(55)	869
2012 Vote: Mitt Romney	22%	(121)	20%	(113)	20%	(111)	35%	(195)	3%	(19)	559
2012 Vote: Other	17%	(17)	17%	(17)	18%	(17)	31%	(29)	17%	(16)	96
2012 Vote: Didn't Vote	17%	(112)	24%	(161)	15%	(100)	23%	(158)	21%	(145)	676
4-Region: Northeast	22%	(90)	19%	(78)	19%	(78)	29%	(117)	10%	(40)	402
4-Region: Midwest	18%	(87)	21%	(101)	19%	(88)	33%	(154)	9%	(44)	474
4-Region: South	19%	(159)	26%	(212)	18%	(146)	24%	(199)	12%	(99)	815
4-Region: West	23%	(119)	20%	(104)	19%	(95)	28%	(141)	10%	(52)	511

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

Table BRD6_6: How likely are you to purchase each of the following connected devices?
Connected smart cars, which are equipped with Internet access

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know/No Opinion	Total N
Adults	14% (311)	21% (456)	23% (499)	32% (694)	11% (240)	2201
Gender: Male	17% (177)	24% (260)	22% (236)	28% (296)	9% (92)	1060
Gender: Female	12% (134)	17% (197)	23% (263)	35% (399)	13% (148)	1141
Age: 18-29	22% (112)	27% (138)	16% (81)	20% (100)	15% (78)	509
Age: 30-44	21% (108)	23% (123)	24% (124)	20% (104)	13% (66)	526
Age: 45-54	10% (40)	20% (77)	24% (95)	32% (127)	14% (55)	393
Age: 55-64	8% (28)	17% (63)	25% (94)	45% (169)	5% (20)	375
Age: 65+	6% (22)	14% (56)	26% (105)	49% (194)	5% (20)	398
PID: Dem (no lean)	18% (130)	21% (159)	23% (173)	28% (210)	10% (71)	744
PID: Ind (no lean)	10% (83)	20% (158)	22% (173)	33% (266)	15% (122)	802
PID: Rep (no lean)	15% (98)	21% (140)	23% (153)	33% (218)	7% (46)	655
PID/Gender: Dem Men	20% (70)	24% (82)	24% (85)	23% (79)	9% (31)	349
PID/Gender: Dem Women	15% (60)	19% (76)	22% (89)	33% (130)	10% (40)	395
PID/Gender: Ind Men	12% (45)	22% (82)	22% (83)	32% (119)	11% (41)	370
PID/Gender: Ind Women	9% (38)	18% (76)	21% (89)	34% (148)	19% (81)	432
PID/Gender: Rep Men	18% (61)	28% (95)	20% (68)	29% (97)	6% (19)	341
PID/Gender: Rep Women	12% (36)	14% (45)	27% (85)	38% (121)	9% (27)	314
Tea Party: Supporter	22% (119)	25% (140)	20% (109)	26% (145)	7% (37)	551
Tea Party: Not Supporter	12% (189)	19% (314)	23% (381)	33% (546)	12% (202)	1633
Ideo: Liberal (1-3)	21% (151)	26% (187)	21% (148)	23% (167)	10% (69)	722
Ideo: Moderate (4)	13% (73)	20% (109)	26% (142)	33% (180)	7% (37)	542
Ideo: Conservative (5-7)	10% (66)	20% (131)	25% (167)	40% (264)	6% (38)	666
Educ: < College	13% (200)	20% (309)	21% (335)	33% (521)	13% (202)	1567
Educ: Bachelors degree	18% (75)	21% (86)	29% (118)	27% (112)	6% (24)	416
Educ: Post-grad	17% (37)	28% (62)	21% (45)	28% (61)	6% (14)	219
Income: Under 50k	13% (163)	17% (217)	22% (281)	35% (454)	14% (182)	1296
Income: 50k-100k	16% (104)	28% (182)	23% (155)	27% (178)	6% (40)	659
Income: 100k+	18% (44)	23% (57)	26% (63)	26% (63)	8% (19)	246

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Table BRD6_6: How likely are you to purchase each of the following connected devices?
 Connected smart cars, which are equipped with Internet access

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know/No Opinion		Total N
Adults	14%	(311)	21%	(456)	23%	(499)	32%	(694)	11%	(240)	2201
Ethnicity: White	12%	(202)	20%	(347)	25%	(430)	34%	(595)	10%	(176)	1750
Ethnicity: Hispanic	30%	(98)	27%	(90)	15%	(48)	15%	(51)	13%	(43)	329
Ethnicity: Afr. Am.	27%	(72)	24%	(66)	15%	(39)	21%	(56)	13%	(36)	269
Ethnicity: Other	21%	(38)	24%	(44)	16%	(30)	24%	(43)	15%	(28)	182
Relig: Protestant	14%	(70)	19%	(96)	26%	(131)	36%	(183)	6%	(31)	510
Relig: Roman Catholic	20%	(95)	23%	(108)	22%	(103)	27%	(129)	9%	(44)	479
Relig: Ath./Agn./None	12%	(77)	19%	(129)	20%	(134)	32%	(214)	17%	(115)	669
Relig: Something Else	14%	(45)	25%	(79)	21%	(68)	30%	(96)	10%	(33)	321
Relig: Jewish	14%	(8)	24%	(14)	27%	(16)	28%	(17)	7%	(4)	59
Relig: Evangelical	19%	(116)	21%	(123)	25%	(147)	28%	(170)	7%	(42)	599
Relig: Non-Evang. Catholics	12%	(73)	20%	(124)	24%	(148)	35%	(215)	8%	(50)	610
Relig: All Christian	16%	(189)	20%	(247)	24%	(295)	32%	(385)	8%	(92)	1209
Relig: All Non-Christian	12%	(122)	21%	(208)	20%	(203)	31%	(309)	15%	(148)	991
Community: Urban	18%	(98)	21%	(109)	18%	(95)	31%	(166)	12%	(63)	530
Community: Suburban	14%	(126)	22%	(201)	23%	(211)	32%	(287)	10%	(87)	911
Community: Rural	12%	(88)	19%	(147)	25%	(193)	32%	(241)	12%	(91)	760
Employ: Private Sector	16%	(101)	25%	(164)	24%	(153)	26%	(166)	9%	(61)	646
Employ: Government	28%	(44)	24%	(37)	17%	(27)	20%	(31)	11%	(17)	157
Employ: Self-Employed	21%	(49)	26%	(59)	25%	(57)	20%	(46)	7%	(16)	228
Employ: Homemaker	12%	(25)	16%	(32)	24%	(50)	34%	(69)	14%	(30)	207
Employ: Student	14%	(17)	29%	(36)	22%	(27)	19%	(23)	15%	(19)	121
Employ: Retired	6%	(28)	13%	(58)	25%	(114)	50%	(231)	6%	(28)	458
Employ: Unemployed	15%	(33)	19%	(41)	15%	(33)	30%	(65)	21%	(46)	217
Employ: Other	9%	(16)	18%	(29)	22%	(38)	37%	(62)	14%	(23)	168
Military HH: Yes	17%	(72)	22%	(92)	24%	(103)	30%	(130)	8%	(33)	430
Military HH: No	13%	(239)	21%	(364)	22%	(396)	32%	(565)	12%	(208)	1771
RD/WT: Right Direction	17%	(159)	21%	(193)	22%	(208)	30%	(279)	10%	(94)	933
RD/WT: Wrong Track	12%	(153)	21%	(263)	23%	(291)	33%	(415)	12%	(146)	1268

Continued on next page

Table BRD6_6: How likely are you to purchase each of the following connected devices?
Connected smart cars, which are equipped with Internet access

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know/No Opinion		Total N
Adults	14%	(311)	21%	(456)	23%	(499)	32%	(694)	11%	(240)	2201
Strongly Approve	18%	(86)	20%	(93)	21%	(101)	32%	(152)	8%	(40)	471
Somewhat Approve	13%	(61)	22%	(108)	26%	(130)	31%	(155)	8%	(37)	491
Somewhat Disapprove	13%	(33)	25%	(64)	27%	(69)	27%	(68)	8%	(19)	253
Strongly Disapprove	13%	(111)	21%	(177)	22%	(187)	35%	(288)	8%	(69)	832
Dont Know / No Opinion	13%	(19)	9%	(14)	8%	(13)	21%	(32)	49%	(75)	153
#1 Issue: Economy	13%	(79)	25%	(156)	27%	(167)	27%	(173)	9%	(55)	630
#1 Issue: Security	13%	(49)	21%	(82)	23%	(88)	34%	(133)	10%	(38)	390
#1 Issue: Health Care	16%	(64)	19%	(76)	22%	(89)	30%	(124)	13%	(54)	406
#1 Issue: Medicare / Social Security	9%	(29)	16%	(53)	22%	(72)	46%	(151)	7%	(23)	327
#1 Issue: Women's Issues	30%	(41)	19%	(26)	15%	(21)	21%	(28)	14%	(19)	134
#1 Issue: Education	20%	(28)	21%	(31)	21%	(31)	18%	(27)	20%	(29)	145
#1 Issue: Energy	23%	(19)	26%	(22)	20%	(16)	21%	(18)	10%	(8)	83
#1 Issue: Other	3%	(2)	12%	(10)	18%	(15)	49%	(42)	18%	(15)	85
2016 Vote: Democrat Hillary Clinton	18%	(129)	22%	(157)	22%	(157)	30%	(218)	8%	(59)	719
2016 Vote: Republican Donald Trump	13%	(97)	20%	(155)	25%	(194)	36%	(273)	6%	(49)	768
2016 Vote: Someone else	9%	(13)	23%	(34)	22%	(32)	38%	(55)	9%	(13)	147
2012 Vote: Barack Obama	18%	(155)	24%	(205)	21%	(186)	30%	(258)	7%	(64)	869
2012 Vote: Mitt Romney	13%	(73)	18%	(99)	25%	(141)	40%	(221)	5%	(25)	559
2012 Vote: Other	3%	(3)	20%	(19)	27%	(25)	37%	(35)	14%	(13)	96
2012 Vote: Didn't Vote	12%	(80)	20%	(133)	22%	(146)	27%	(179)	20%	(138)	676
4-Region: Northeast	15%	(60)	17%	(70)	23%	(94)	34%	(136)	10%	(42)	402
4-Region: Midwest	10%	(47)	17%	(80)	28%	(131)	33%	(157)	12%	(59)	474
4-Region: South	14%	(113)	21%	(170)	22%	(180)	31%	(255)	12%	(96)	815
4-Region: West	18%	(91)	27%	(137)	18%	(94)	29%	(147)	8%	(43)	511

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

Table BRD7: Which of the following devices are you most likely to purchase?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play: 1	Sonos Play: 3	None	Other (Please specify)	Don't Know / No Opinion	Total
Adults	5% (117)	19% (415)	6% (126)	16% (345)	2% (35)	1% (33)	31% (683)	— (10)	20% (437)	220
Gender: Male	6% (65)	20% (207)	7% (74)	18% (192)	3% (28)	2% (23)	29% (304)	1% (6)	15% (162)	106
Gender: Female	5% (52)	18% (208)	5% (53)	13% (154)	1% (7)	1% (10)	33% (379)	— (4)	24% (275)	114
Age: 18-29	8% (43)	19% (99)	6% (33)	24% (124)	4% (18)	2% (9)	20% (102)	1% (4)	15% (77)	50
Age: 30-44	7% (36)	23% (119)	6% (31)	23% (122)	2% (9)	2% (9)	22% (116)	— (1)	16% (83)	52
Age: 45-54	3% (13)	17% (68)	6% (22)	10% (40)	1% (4)	2% (7)	34% (134)	1% (3)	26% (101)	39
Age: 55-64	5% (17)	16% (61)	4% (15)	8% (32)	— (2)	1% (5)	40% (149)	— (1)	25% (92)	37
Age: 65+	2% (8)	17% (68)	6% (25)	7% (27)	— (1)	1% (3)	46% (181)	— (1)	21% (83)	39
PID: Dem (no lean)	7% (51)	20% (152)	7% (48)	18% (136)	2% (11)	1% (8)	28% (210)	— (1)	17% (126)	74
PID: Ind (no lean)	4% (33)	16% (128)	4% (32)	14% (114)	— (3)	2% (19)	36% (286)	1% (8)	22% (178)	80
PID: Rep (no lean)	5% (33)	21% (135)	7% (46)	14% (95)	3% (21)	1% (5)	29% (187)	— (1)	20% (132)	65
PID/Gender: Dem Men	7% (24)	20% (68)	9% (32)	23% (80)	2% (8)	2% (8)	26% (90)	— (1)	11% (38)	34
PID/Gender: Dem Women	7% (27)	21% (84)	4% (16)	14% (56)	1% (3)	— (0)	31% (121)	— (0)	22% (88)	39
PID/Gender: Ind Men	4% (15)	18% (67)	4% (16)	14% (52)	1% (3)	3% (10)	36% (134)	1% (5)	19% (68)	37
PID/Gender: Ind Women	4% (18)	14% (62)	4% (16)	14% (62)	— (0)	2% (9)	35% (152)	1% (4)	25% (110)	43
PID/Gender: Rep Men	8% (27)	21% (72)	7% (25)	17% (60)	5% (17)	1% (4)	24% (80)	— (0)	16% (55)	34
PID/Gender: Rep Women	2% (6)	20% (62)	7% (21)	11% (35)	1% (4)	— (1)	34% (107)	— (1)	25% (77)	31
Tea Party: Supporter	9% (49)	20% (109)	6% (31)	17% (94)	5% (29)	1% (7)	27% (149)	1% (3)	15% (80)	55
Tea Party: Not Supporter	4% (68)	19% (307)	6% (94)	15% (247)	— (5)	2% (26)	32% (528)	— (7)	22% (352)	163
Ideo: Liberal (1-3)	8% (54)	21% (155)	7% (49)	19% (134)	4% (26)	2% (13)	25% (180)	1% (6)	14% (104)	72
Ideo: Moderate (4)	5% (29)	19% (105)	4% (23)	18% (100)	— (3)	2% (11)	29% (160)	— (1)	21% (112)	54
Ideo: Conservative (5-7)	4% (25)	21% (140)	7% (44)	12% (79)	1% (5)	— (3)	37% (243)	— (2)	19% (125)	66
Educ: < College	4% (67)	17% (261)	6% (87)	17% (262)	2% (24)	2% (24)	32% (494)	— (6)	22% (341)	156
Educ: Bachelors degree	7% (29)	25% (106)	6% (25)	13% (55)	2% (7)	1% (3)	30% (126)	— (2)	15% (63)	41
Educ: Post-grad	10% (21)	22% (48)	7% (14)	13% (28)	1% (3)	2% (5)	29% (64)	1% (2)	15% (33)	21
Income: Under 50k	5% (61)	15% (191)	6% (72)	16% (209)	1% (17)	1% (18)	33% (434)	— (2)	23% (292)	129
Income: 50k-100k	6% (40)	24% (157)	6% (41)	16% (104)	2% (14)	2% (10)	28% (185)	1% (4)	16% (103)	65
Income: 100k+	6% (16)	27% (67)	5% (13)	13% (32)	2% (4)	2% (5)	26% (64)	1% (4)	17% (41)	24

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Table BRD7: Which of the following devices are you most likely to purchase?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play: 1	Sonos Play: 3	None	Other (Please specify)	Don't Know / No Opinion	Total
Adults	5% (117)	19% (415)	6% (126)	16%(345)	2% (35)	1% (33)	31%(683)	— (10)	20%(437)	220
Ethnicity: White	5% (89)	19%(335)	6% (105)	14%(244)	1% (14)	1% (21)	33%(579)	— (7)	20%(355)	175
Ethnicity: Hispanic	12% (40)	21% (68)	4% (12)	23% (76)	5% (15)	5% (15)	16% (52)	1% (2)	15% (48)	32
Ethnicity: Afr. Am.	7% (18)	20% (54)	5% (13)	23% (63)	6% (17)	1% (3)	23% (62)	— (0)	15% (40)	26
Ethnicity: Other	6% (11)	14% (26)	5% (8)	21% (38)	2% (3)	5% (9)	23% (42)	1% (2)	23% (41)	18
Relig: Protestant	4% (18)	19% (95)	7% (38)	12% (61)	2% (13)	1% (5)	36%(185)	— (2)	18% (93)	51
Relig: Roman Catholic	9% (43)	18% (88)	7% (32)	16% (77)	2% (10)	3% (14)	27%(129)	— (0)	18% (86)	47
Relig: Ath./Agn./None	4% (27)	19% (130)	5% (30)	14% (94)	1% (5)	1% (8)	34%(228)	1% (5)	21%(142)	66
Relig: Something Else	4% (14)	18% (58)	6% (19)	23% (74)	2% (6)	1% (3)	25% (80)	1% (3)	20% (65)	32
Relig: Jewish	2% (1)	25% (15)	7% (4)	18% (11)	1% (1)	— (0)	30% (18)	— (0)	17% (10)	5
Relig: Evangelical	7% (44)	19% (116)	5% (29)	17%(102)	3% (20)	2% (10)	28%(169)	— (2)	18%(108)	59
Relig: Non-Evang. Catholics	5% (33)	18% (110)	8% (48)	12% (76)	1% (4)	2% (12)	34%(206)	— (0)	20% (121)	61
Relig: All Christian	6% (77)	19%(226)	6% (77)	15%(178)	2% (24)	2% (22)	31%(375)	— (2)	19%(229)	120
Relig: All Non-Christian	4% (41)	19%(188)	5% (50)	17%(168)	1% (11)	1% (10)	31%(308)	1% (8)	21%(207)	99
Community: Urban	8% (42)	19%(100)	6% (34)	17% (92)	2% (12)	2% (10)	29%(153)	— (1)	16% (86)	53
Community: Suburban	5% (47)	21%(189)	6% (58)	15%(133)	1% (6)	1% (11)	32%(287)	— (4)	19%(177)	91
Community: Rural	4% (29)	17%(126)	5% (35)	16%(120)	2% (16)	2% (13)	32%(242)	1% (5)	23%(174)	76
Employ: Private Sector	5% (35)	22%(141)	6% (38)	19%(122)	2% (15)	2% (12)	27%(176)	1% (4)	16% (101)	64
Employ: Government	13% (20)	24% (38)	2% (2)	20% (31)	5% (8)	2% (3)	22% (34)	— (1)	13% (21)	15
Employ: Self-Employed	10% (22)	18% (41)	6% (14)	20% (47)	2% (4)	— (1)	28% (64)	2% (5)	14% (31)	22
Employ: Homemaker	3% (6)	18% (37)	4% (9)	15% (30)	— (1)	3% (7)	31% (64)	— (1)	25% (52)	20
Employ: Student	10% (12)	23% (28)	6% (7)	19% (23)	2% (3)	2% (3)	27% (32)	— (0)	10% (12)	12
Employ: Retired	1% (6)	17% (76)	7% (32)	7% (34)	1% (3)	— (0)	46% (211)	— (0)	21% (96)	45
Employ: Unemployed	3% (7)	14% (30)	5% (11)	18% (39)	— (1)	1% (1)	24% (53)	— (0)	34% (74)	21
Employ: Other	5% (9)	14% (24)	7% (12)	11% (19)	— (0)	4% (6)	29% (49)	— (0)	29% (49)	16
Military HH: Yes	5% (20)	21% (91)	6% (26)	14% (59)	5% (19)	1% (5)	33%(140)	— (0)	16% (70)	43
Military HH: No	5% (97)	18%(324)	6% (101)	16%(286)	1% (15)	2% (28)	31%(543)	1% (10)	21%(367)	177
RD/WT: Right Direction	5% (51)	20%(184)	7% (62)	16%(150)	3% (26)	2% (14)	27%(254)	— (3)	20%(188)	93
RD/WT: Wrong Track	5% (66)	18% (231)	5% (64)	15%(195)	1% (8)	1% (18)	34%(429)	1% (7)	20%(249)	126

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Table BRD7: Which of the following devices are you most likely to purchase?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play: 1	Sonos Play: 3	None	Other (Please specify)	Don't Know / No Opinion	Total
Adults	5% (117)	19% (415)	6% (126)	16%(345)	2% (35)	1% (33)	31%(683)	— (10)	20%(437)	220
Strongly Approve	6% (29)	19% (91)	7% (32)	12% (58)	2% (12)	1% (7)	29%(139)	— (2)	22%(103)	47
Somewhat Approve	4% (19)	23% (112)	7% (35)	15% (74)	1% (7)	1% (7)	30%(149)	— (1)	18% (87)	49
Somewhat Disapprove	8% (19)	16% (40)	3% (7)	24% (62)	— (0)	3% (8)	23% (59)	1% (1)	22% (57)	25
Strongly Disapprove	4% (37)	19% (158)	5% (46)	16%(132)	2% (16)	1% (11)	36%(297)	1% (6)	15%(129)	83
Dont Know / No Opinion	8% (13)	9% (14)	4% (7)	13% (20)	— (0)	— (0)	25% (39)	— (0)	40% (61)	15
#1 Issue: Economy	5% (29)	22%(137)	6% (35)	17%(107)	1% (6)	1% (7)	29%(184)	1% (4)	19%(122)	63
#1 Issue: Security	4% (15)	18% (69)	7% (26)	14% (53)	1% (4)	2% (9)	33%(128)	1% (2)	22% (85)	39
#1 Issue: Health Care	6% (23)	19% (77)	7% (30)	17% (70)	2% (9)	1% (5)	28% (115)	— (0)	19% (78)	40
#1 Issue: Medicare / Social Security	3% (10)	16% (53)	6% (19)	12% (39)	2% (7)	1% (4)	40%(130)	— (1)	20% (65)	32
#1 Issue: Women's Issues	14% (19)	25% (34)	2% (2)	17% (22)	4% (5)	2% (2)	20% (26)	— (0)	17% (22)	13
#1 Issue: Education	8% (12)	20% (28)	5% (7)	19% (28)	2% (3)	4% (5)	23% (34)	— (1)	18% (27)	14
#1 Issue: Energy	8% (7)	12% (10)	7% (6)	31% (25)	1% (1)	1% (1)	23% (19)	— (0)	18% (15)	8
#1 Issue: Other	3% (3)	8% (7)	1% (1)	3% (2)	— (0)	— (0)	55% (47)	3% (2)	28% (24)	8
2016 Vote: Democrat Hillary Clinton	7% (51)	21%(148)	6% (40)	17%(122)	2% (12)	1% (7)	31%(220)	1% (4)	16% (115)	71
2016 Vote: Republican Donald Trump	4% (32)	20% (157)	6% (47)	13% (99)	2% (15)	1% (11)	33%(253)	— (4)	20% (150)	76
2016 Vote: Someone else	5% (8)	17% (26)	3% (4)	19% (27)	— (1)	3% (4)	38% (56)	1% (2)	13% (20)	14
2012 Vote: Barack Obama	5% (47)	22%(191)	7% (57)	18%(154)	2% (21)	1% (13)	28%(239)	1% (6)	16% (141)	86
2012 Vote: Mitt Romney	4% (22)	20% (114)	6% (31)	10% (56)	2% (11)	1% (5)	37%(206)	1% (3)	20% (110)	55
2012 Vote: Other	3% (3)	11% (11)	2% (2)	8% (8)	— (0)	4% (3)	46% (44)	1% (1)	25% (24)	9
2012 Vote: Didn't Vote	7% (45)	15%(100)	5% (36)	19%(128)	— (3)	2% (11)	29%(193)	— (1)	24%(160)	67
4-Region: Northeast	4% (15)	18% (74)	7% (28)	13% (53)	2% (7)	2% (7)	33%(134)	1% (2)	21% (83)	40
4-Region: Midwest	5% (22)	19% (88)	5% (25)	14% (66)	— (1)	1% (4)	36% (171)	— (2)	20% (95)	47
4-Region: South	7% (53)	19% (153)	6% (47)	19%(156)	1% (11)	1% (12)	27%(222)	— (1)	20% (159)	81
4-Region: West	5% (27)	20%(100)	5% (27)	14% (71)	3% (15)	2% (10)	30%(155)	1% (5)	20%(100)	51

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

Table BRD8: Which of the following devices do you think represents the best value for the money spent?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play: 1	Sonos Play: 3	None	Other (Please specify)	Don't Know / No Opinion	Total
Adults	6% (129)	19% (425)	7% (159)	15% (329)	1% (25)	2% (35)	13% (295)	— (6)	36% (799)	220
Gender: Male	7% (73)	23% (240)	8% (80)	18% (186)	1% (15)	2% (24)	13% (133)	— (5)	29% (304)	106
Gender: Female	5% (56)	16% (185)	7% (79)	13% (143)	1% (10)	1% (12)	14% (162)	— (1)	43% (495)	114
Age: 18-29	10% (53)	22% (113)	8% (38)	22% (113)	1% (8)	3% (14)	14% (71)	— (2)	19% (97)	50
Age: 30-44	6% (30)	24% (124)	9% (50)	19% (100)	2% (11)	2% (12)	11% (57)	— (2)	27% (140)	52
Age: 45-54	3% (11)	18% (72)	6% (25)	13% (51)	1% (4)	1% (5)	16% (64)	— (1)	41% (161)	39
Age: 55-64	5% (20)	16% (60)	6% (21)	10% (39)	— (2)	1% (5)	14% (53)	— (2)	46% (174)	37
Age: 65+	4% (15)	14% (56)	6% (25)	7% (26)	— (1)	— (0)	12% (49)	— (0)	57% (227)	39
PID: Dem (no lean)	6% (47)	21% (159)	7% (55)	17% (129)	1% (6)	2% (15)	11% (82)	— (2)	33% (249)	74
PID: Ind (no lean)	6% (44)	15% (119)	7% (56)	14% (114)	1% (9)	1% (12)	17% (133)	1% (5)	39% (311)	80
PID: Rep (no lean)	6% (37)	23% (147)	7% (47)	13% (86)	1% (10)	1% (9)	12% (80)	— (0)	36% (239)	65
PID/Gender: Dem Men	7% (24)	23% (81)	9% (30)	22% (76)	1% (3)	3% (11)	10% (34)	— (1)	25% (89)	34
PID/Gender: Dem Women	6% (23)	20% (78)	6% (25)	13% (53)	1% (4)	1% (3)	12% (48)	— (1)	40% (160)	39
PID/Gender: Ind Men	6% (21)	18% (65)	8% (29)	15% (54)	1% (3)	2% (7)	16% (61)	1% (5)	34% (124)	37
PID/Gender: Ind Women	5% (23)	12% (53)	6% (27)	14% (60)	1% (6)	1% (5)	17% (72)	— (0)	43% (187)	43
PID/Gender: Rep Men	8% (28)	28% (94)	6% (20)	16% (55)	3% (10)	2% (5)	11% (38)	— (0)	27% (90)	34
PID/Gender: Rep Women	3% (9)	17% (53)	8% (27)	10% (31)	— (0)	1% (4)	13% (42)	— (0)	47% (148)	31
Tea Party: Supporter	7% (39)	22% (122)	8% (47)	16% (90)	2% (13)	2% (9)	12% (65)	— (2)	30% (164)	55
Tea Party: Not Supporter	5% (89)	18% (298)	7% (110)	15% (237)	1% (12)	2% (26)	14% (229)	— (5)	38% (627)	163
Ideo: Liberal (1-3)	9% (64)	23% (165)	7% (52)	16% (115)	3% (18)	2% (17)	11% (77)	1% (5)	29% (209)	72
Ideo: Moderate (4)	5% (27)	20% (106)	10% (52)	19% (104)	— (2)	1% (7)	10% (56)	— (0)	35% (187)	54
Ideo: Conservative (5-7)	4% (23)	20% (135)	7% (46)	13% (84)	— (3)	1% (4)	17% (111)	— (0)	39% (258)	66
Educ: < College	6% (91)	18% (282)	6% (101)	15% (236)	1% (19)	2% (25)	14% (222)	— (6)	37% (585)	156
Educ: Bachelors degree	6% (23)	24% (99)	9% (37)	16% (65)	1% (3)	2% (6)	11% (46)	— (0)	33% (137)	41
Educ: Post-grad	7% (14)	20% (45)	9% (20)	13% (28)	1% (3)	2% (4)	12% (27)	— (1)	35% (77)	21
Income: Under 50k	6% (81)	18% (231)	5% (65)	15% (198)	1% (13)	1% (17)	16% (201)	— (1)	38% (488)	129
Income: 50k-100k	5% (36)	20% (130)	11% (73)	14% (95)	1% (9)	2% (15)	10% (64)	1% (5)	36% (235)	65
Income: 100k+	5% (12)	26% (64)	9% (21)	14% (36)	1% (3)	1% (3)	12% (30)	— (1)	31% (76)	24

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Table BRD8: Which of the following devices do you think represents the best value for the money spent?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play: 1	Sonos Play: 3	None	Other (Please specify)	Don't Know / No Opinion	Total
Adults	6% (129)	19%(425)	7% (159)	15%(329)	1% (25)	2% (35)	13%(295)	— (6)	36%(799)	220
Ethnicity: White	5% (83)	20%(344)	7% (126)	13%(235)	1% (15)	1% (23)	13%(228)	— (4)	40%(693)	175
Ethnicity: Hispanic	13% (43)	23% (77)	6% (18)	21% (69)	2% (7)	4% (15)	10% (33)	1% (4)	19% (63)	32
Ethnicity: Afr. Am.	10% (28)	22% (58)	8% (22)	19% (50)	2% (6)	3% (7)	14% (37)	— (0)	22% (60)	26
Ethnicity: Other	10% (18)	12% (22)	6% (11)	24% (44)	2% (4)	3% (5)	16% (30)	1% (2)	25% (46)	18
Relig: Protestant	3% (15)	19% (97)	9% (45)	13% (65)	1% (4)	— (2)	14% (73)	— (0)	41%(209)	51
Relig: Roman Catholic	9% (42)	21%(100)	6% (31)	17% (83)	2% (7)	2% (11)	11% (54)	— (0)	32% (151)	47
Relig: Ath./Agn./None	4% (29)	20% (135)	7% (50)	13% (86)	1% (4)	2% (10)	17% (114)	— (1)	36%(239)	66
Relig: Something Else	8% (26)	17% (54)	6% (20)	18% (58)	2% (7)	3% (11)	10% (32)	1% (4)	34% (110)	32
Relig: Jewish	3% (2)	22% (13)	12% (7)	10% (6)	— (0)	— (0)	14% (8)	— (0)	40% (23)	5
Relig: Evangelical	7% (43)	20%(120)	7% (39)	18%(107)	1% (9)	1% (6)	11% (68)	— (1)	34%(206)	59
Relig: Non-Evang. Catholics	5% (31)	19% (116)	8% (50)	13% (79)	1% (4)	1% (8)	13% (80)	— (0)	40%(242)	61
Relig: All Christian	6% (74)	20%(236)	7% (89)	15%(185)	1% (13)	1% (14)	12%(148)	— (1)	37%(448)	120
Relig: All Non-Christian	6% (55)	19%(189)	7% (70)	14%(143)	1% (12)	2% (21)	15%(146)	1% (5)	35%(349)	99
Community: Urban	6% (34)	21% (112)	6% (32)	19% (99)	2% (9)	4% (19)	14% (75)	— (0)	28%(149)	53
Community: Suburban	4% (41)	19% (172)	9% (86)	15%(140)	1% (7)	1% (10)	12% (111)	— (3)	37%(340)	91
Community: Rural	7% (54)	18%(140)	5% (41)	12% (89)	1% (8)	1% (6)	14%(108)	— (3)	41%(310)	76
Employ: Private Sector	5% (34)	23%(148)	8% (54)	18% (114)	2% (10)	2% (14)	13% (86)	— (1)	29%(185)	64
Employ: Government	14% (23)	24% (38)	6% (10)	18% (29)	2% (2)	4% (7)	8% (13)	— (0)	22% (35)	15
Employ: Self-Employed	12% (27)	18% (41)	7% (17)	21% (47)	1% (3)	— (1)	10% (24)	2% (5)	28% (65)	22
Employ: Homemaker	3% (6)	22% (45)	5% (10)	12% (24)	2% (4)	1% (3)	12% (24)	— (0)	44% (91)	20
Employ: Student	8% (9)	20% (24)	10% (13)	19% (23)	1% (1)	5% (6)	16% (19)	— (0)	21% (25)	12
Employ: Retired	4% (16)	13% (61)	7% (32)	7% (33)	— (2)	— (0)	14% (62)	— (1)	55% (251)	45
Employ: Unemployed	4% (9)	21% (45)	6% (12)	13% (29)	1% (2)	— (1)	19% (41)	— (0)	36% (77)	21
Employ: Other	3% (5)	13% (22)	7% (11)	17% (29)	— (1)	3% (4)	15% (25)	— (0)	42% (70)	16
Military HH: Yes	6% (26)	23%(100)	8% (35)	11% (48)	2% (9)	2% (7)	12% (50)	— (1)	35%(152)	43
Military HH: No	6% (103)	18%(325)	7% (123)	16%(280)	1% (16)	2% (28)	14%(245)	— (5)	36%(646)	177
RD/WT: Right Direction	6% (52)	20% (191)	8% (74)	16%(145)	1% (10)	2% (16)	13% (118)	— (2)	35%(325)	93
RD/WT: Wrong Track	6% (77)	18%(234)	7% (85)	14%(184)	1% (15)	1% (19)	14%(176)	— (5)	37%(473)	126

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Table BRD8: Which of the following devices do you think represents the best value for the money spent?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play: 1	Sonos Play: 3	None	Other (Please specify)	Don't Know / No Opinion	Total
Adults	6% (129)	19% (425)	7% (159)	15% (329)	1% (25)	2% (35)	13% (295)	— (6)	36% (799)	220
Strongly Approve	6% (30)	21% (99)	7% (34)	11% (52)	2% (8)	2% (9)	15% (73)	— (0)	35% (167)	47
Somewhat Approve	5% (25)	21% (101)	7% (37)	15% (76)	2% (8)	2% (7)	10% (47)	— (1)	38% (189)	49
Somewhat Disapprove	8% (21)	16% (42)	7% (19)	20% (52)	1% (3)	2% (5)	9% (23)	— (1)	35% (87)	25
Strongly Disapprove	5% (45)	20% (165)	8% (63)	16% (130)	1% (6)	1% (12)	14% (121)	1% (4)	34% (285)	83
Dont Know / No Opinion	5% (8)	12% (18)	4% (6)	12% (19)	— (0)	1% (1)	20% (31)	— (0)	46% (71)	15
#1 Issue: Economy	5% (30)	20% (126)	7% (46)	17% (105)	2% (11)	2% (11)	12% (73)	— (2)	36% (225)	63
#1 Issue: Security	5% (18)	20% (77)	8% (31)	14% (55)	— (1)	2% (6)	13% (50)	— (1)	39% (151)	39
#1 Issue: Health Care	5% (19)	20% (81)	10% (42)	16% (65)	1% (3)	2% (6)	13% (52)	— (1)	34% (138)	40
#1 Issue: Medicare / Social Security	7% (21)	17% (54)	4% (12)	12% (39)	1% (3)	— (1)	13% (42)	1% (2)	46% (152)	32
#1 Issue: Women's Issues	13% (17)	22% (29)	5% (7)	18% (25)	2% (3)	3% (4)	15% (20)	— (0)	21% (29)	13
#1 Issue: Education	12% (17)	21% (31)	10% (14)	15% (21)	1% (2)	2% (3)	17% (25)	— (0)	21% (31)	14
#1 Issue: Energy	5% (4)	26% (22)	5% (5)	19% (16)	2% (2)	5% (4)	11% (9)	— (0)	27% (23)	8
#1 Issue: Other	1% (1)	6% (5)	2% (2)	3% (3)	— (0)	— (0)	27% (23)	1% (1)	60% (51)	8
2016 Vote: Democrat Hillary Clinton	7% (48)	21% (152)	9% (67)	15% (106)	— (2)	2% (12)	11% (82)	1% (4)	34% (245)	71
2016 Vote: Republican Donald Trump	5% (36)	21% (164)	6% (49)	13% (102)	1% (9)	1% (9)	13% (103)	— (1)	38% (294)	76
2016 Vote: Someone else	4% (6)	16% (23)	7% (10)	20% (29)	— (0)	1% (1)	16% (23)	— (0)	37% (54)	14
2012 Vote: Barack Obama	6% (49)	22% (192)	8% (71)	17% (147)	2% (13)	2% (15)	11% (91)	— (4)	33% (288)	86
2012 Vote: Mitt Romney	4% (25)	19% (105)	7% (40)	10% (58)	1% (6)	1% (8)	14% (78)	— (2)	43% (238)	55
2012 Vote: Other	4% (4)	15% (14)	7% (7)	12% (11)	— (0)	— (0)	17% (16)	1% (1)	45% (43)	9
2012 Vote: Didn't Vote	7% (51)	17% (114)	6% (42)	17% (112)	1% (6)	2% (13)	16% (110)	— (0)	34% (230)	67
4-Region: Northeast	5% (20)	19% (76)	8% (31)	12% (48)	1% (6)	— (2)	17% (69)	— (0)	37% (150)	40
4-Region: Midwest	3% (15)	17% (79)	7% (33)	16% (73)	1% (4)	2% (8)	13% (60)	— (1)	42% (200)	47
4-Region: South	6% (48)	21% (167)	7% (59)	17% (136)	1% (9)	2% (17)	11% (91)	— (1)	35% (287)	81
4-Region: West	9% (46)	20% (103)	7% (35)	14% (71)	1% (6)	2% (9)	14% (74)	1% (5)	32% (162)	51

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

Table BRD9: Which of the following do you think would fit your lifestyle and personal needs the best?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play: 1	Sonos Play: 3	None	Other (Please specify)	Don't Know / No Opinion	Total
Adults	7% (154)	19%(424)	7%(144)	17%(367)	2% (41)	2% (40)	21%(466)	1% (12)	25%(552)	220
Gender: Male	8% (83)	21%(226)	7% (75)	18%(187)	2% (26)	3% (28)	20% (215)	1% (7)	20% (212)	106
Gender: Female	6% (71)	17%(198)	6% (69)	16%(180)	1% (15)	1% (12)	22%(252)	— (4)	30%(340)	114
Age: 18-29	12% (59)	19% (97)	8% (42)	21%(109)	4% (18)	2% (10)	14% (74)	1% (4)	19% (96)	50
Age: 30-44	8% (41)	22% (117)	7% (36)	23%(122)	3% (14)	4% (20)	14% (76)	— (2)	19% (99)	52
Age: 45-54	5% (18)	20% (78)	6% (25)	14% (55)	1% (5)	1% (3)	23% (92)	1% (3)	29% (115)	39
Age: 55-64	5% (19)	18% (67)	4% (14)	13% (50)	— (2)	2% (6)	25% (95)	1% (3)	32% (119)	37
Age: 65+	4% (17)	16% (65)	7% (28)	8% (31)	— (1)	— (2)	33%(130)	— (0)	31%(124)	39
PID: Dem (no lean)	8% (61)	21% (155)	8% (61)	20%(147)	1% (6)	2% (13)	18% (130)	— (3)	23%(168)	74
PID: Ind (no lean)	7% (53)	15% (122)	4% (35)	15% (119)	2% (18)	2% (17)	26%(206)	1% (7)	28%(224)	80
PID: Rep (no lean)	6% (40)	22%(147)	7% (48)	16%(102)	3% (17)	2% (10)	20%(129)	— (2)	24%(160)	65
PID/Gender: Dem Men	9% (31)	21% (72)	10% (33)	23% (79)	1% (2)	3% (11)	16% (57)	1% (2)	18% (62)	34
PID/Gender: Dem Women	8% (30)	21% (84)	7% (27)	17% (68)	1% (3)	1% (2)	19% (73)	— (1)	27%(106)	39
PID/Gender: Ind Men	7% (25)	17% (65)	5% (20)	14% (53)	3% (12)	2% (9)	26% (97)	1% (5)	23% (84)	37
PID/Gender: Ind Women	7% (28)	13% (57)	3% (15)	15% (66)	1% (5)	2% (9)	25%(109)	1% (3)	32%(140)	43
PID/Gender: Rep Men	8% (27)	26% (90)	6% (22)	16% (55)	3% (12)	2% (8)	18% (61)	— (1)	19% (66)	34
PID/Gender: Rep Women	4% (12)	18% (57)	9% (27)	15% (47)	2% (6)	1% (2)	22% (69)	— (1)	30% (93)	31
Tea Party: Supporter	9% (49)	22%(120)	7% (40)	16% (88)	3% (18)	2% (14)	19%(106)	— (2)	21% (114)	55
Tea Party: Not Supporter	6% (105)	18% (301)	6% (103)	17%(277)	1% (23)	2% (25)	22%(358)	1% (9)	27%(434)	163
Ideo: Liberal (1-3)	11% (80)	21% (148)	8% (55)	18% (129)	4% (27)	3% (19)	15% (109)	— (3)	21% (150)	72
Ideo: Moderate (4)	5% (26)	21% (113)	6% (33)	22% (119)	1% (3)	3% (16)	21% (112)	1% (3)	22% (117)	54
Ideo: Conservative (5-7)	5% (31)	22%(144)	7% (46)	13% (86)	1% (9)	1% (3)	27% (181)	1% (4)	24%(162)	66
Educ: < College	7% (104)	18%(276)	7% (103)	17%(265)	2% (32)	2% (26)	21%(337)	1% (9)	27%(416)	156
Educ: Bachelors degree	8% (33)	25% (105)	6% (24)	17% (69)	1% (4)	2% (9)	20% (82)	— (2)	21% (87)	41
Educ: Post-grad	8% (17)	20% (43)	8% (18)	15% (34)	2% (5)	3% (6)	22% (47)	— (1)	23% (49)	21
Income: Under 50k	7% (87)	16% (201)	5% (71)	17%(222)	2% (31)	2% (22)	22%(290)	1% (8)	28%(364)	129
Income: 50k-100k	7% (49)	24% (157)	8% (55)	17% (110)	1% (6)	2% (13)	20% (131)	1% (3)	21% (136)	65
Income: 100k+	7% (18)	27% (66)	7% (18)	15% (36)	1% (3)	2% (5)	19% (46)	— (1)	21% (52)	24

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Table BRD9: Which of the following do you think would fit your lifestyle and personal needs the best?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play: 1	Sonos Play: 3	None	Other (Please specify)	Don't Know / No Opinion	Total
Adults	7% (154)	19%(424)	7% (144)	17%(367)	2% (41)	2% (40)	21%(466)	1% (12)	25%(552)	220
Ethnicity: White	6%(109)	20%(353)	7% (117)	15%(259)	2% (27)	2% (27)	22%(392)	— (8)	26%(459)	175
Ethnicity: Hispanic	12% (38)	21% (69)	3% (9)	21% (68)	6% (21)	6% (20)	15% (51)	2% (6)	14% (47)	32
Ethnicity: Afr. Am.	10% (26)	17% (45)	7% (19)	26% (70)	4% (10)	3% (7)	13% (35)	— (0)	21% (55)	26
Ethnicity: Other	10% (18)	15% (26)	4% (8)	21% (38)	2% (4)	3% (6)	22% (39)	2% (4)	21% (38)	18
Relig: Protestant	5% (23)	20% (101)	10% (50)	12% (62)	2% (12)	1% (3)	25% (127)	— (1)	26% (132)	51
Relig: Roman Catholic	10% (47)	21% (101)	6% (29)	18% (88)	1% (3)	3% (14)	18% (85)	1% (3)	23% (108)	47
Relig: Ath./Agn./None	6% (38)	19% (127)	5% (34)	17% (113)	2% (11)	1% (6)	24% (163)	1% (5)	26% (175)	66
Relig: Something Else	10% (33)	16% (52)	5% (17)	18% (59)	3% (11)	3% (11)	18% (58)	1% (2)	24% (78)	32
Relig: Jewish	7% (4)	20% (11)	7% (4)	9% (5)	3% (2)	4% (2)	22% (13)	— (0)	28% (16)	5
Relig: Evangelical	7% (42)	22% (131)	7% (41)	19% (115)	2% (13)	2% (11)	17% (102)	1% (3)	24% (141)	59
Relig: Non-Evang. Catholics	7% (42)	19% (113)	9% (53)	13% (81)	1% (6)	2% (13)	24% (143)	— (2)	26% (158)	61
Relig: All Christian	7% (83)	20%(244)	8% (93)	16%(196)	2% (19)	2% (24)	20%(246)	— (5)	25%(299)	120
Relig: All Non-Christian	7% (70)	18% (179)	5% (51)	17% (172)	2% (21)	2% (17)	22% (221)	1% (7)	26% (253)	99
Community: Urban	10% (55)	20%(106)	4% (23)	18% (95)	2% (8)	2% (12)	22% (115)	— (2)	21% (113)	53
Community: Suburban	5% (49)	20%(186)	8% (73)	17% (158)	2% (16)	1% (11)	21% (188)	— (4)	25%(225)	91
Community: Rural	6% (49)	17% (132)	6% (48)	15% (114)	2% (16)	2% (18)	21% (163)	1% (5)	28% (215)	76
Employ: Private Sector	7% (43)	23%(150)	6% (41)	20% (131)	3% (19)	3% (16)	18% (115)	— (3)	20% (128)	64
Employ: Government	17% (27)	23% (36)	4% (7)	16% (26)	1% (2)	4% (6)	17% (26)	— (0)	17% (26)	15
Employ: Self-Employed	10% (22)	19% (43)	8% (17)	20% (47)	1% (1)	4% (9)	18% (40)	1% (3)	20% (45)	22
Employ: Homemaker	5% (10)	18% (38)	4% (9)	13% (28)	3% (7)	3% (6)	24% (49)	— (0)	29% (61)	20
Employ: Student	12% (15)	25% (30)	7% (9)	22% (26)	— (0)	— (0)	14% (17)	— (0)	20% (24)	12
Employ: Retired	4% (17)	17% (79)	8% (35)	8% (37)	— (1)	— (2)	31%(140)	— (2)	32%(145)	45
Employ: Unemployed	5% (11)	16% (35)	7% (14)	18% (39)	3% (6)	— (0)	21% (46)	— (1)	30% (65)	21
Employ: Other	5% (8)	9% (15)	7% (12)	20% (34)	2% (4)	— (1)	20% (33)	2% (3)	35% (58)	16
Military HH: Yes	7% (32)	23%(100)	6% (27)	12% (50)	4% (17)	3% (13)	22% (96)	— (1)	22% (94)	43
Military HH: No	7% (122)	18%(324)	7% (117)	18% (318)	1% (24)	2% (28)	21%(370)	1% (11)	26%(458)	177
RD/WT: Right Direction	8% (70)	21%(196)	6% (61)	16% (153)	3% (25)	2% (19)	19%(174)	— (4)	25%(232)	93
RD/WT: Wrong Track	7% (83)	18%(228)	7% (84)	17% (215)	1% (16)	2% (21)	23%(292)	1% (8)	25% (321)	126

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Table BRD9: Which of the following do you think would fit your lifestyle and personal needs the best?

Demographic	Apple HomePod	Amazon Echo	Echo Dot	Google Home	Sonos Play: 1	Sonos Play: 3	None	Other (Please specify)	Don't Know / No Opinion	Total
Adults	7% (154)	19%(424)	7%(144)	17%(367)	2% (41)	2% (40)	21%(466)	1% (12)	25%(552)	220
Strongly Approve	7% (33)	20% (93)	7% (31)	14% (66)	2% (11)	1% (6)	22%(103)	— (1)	27%(129)	47
Somewhat Approve	7% (32)	23% (115)	7% (33)	16% (80)	3% (14)	2% (10)	19% (94)	1% (4)	22%(108)	49
Somewhat Disapprove	9% (23)	17% (43)	5% (13)	22% (56)	1% (2)	5% (12)	16% (41)	1% (2)	24% (62)	25
Strongly Disapprove	7% (58)	19% (158)	7% (57)	18%(147)	1% (12)	1% (11)	24%(197)	1% (5)	23%(188)	83
Dont Know / No Opinion	5% (7)	10% (15)	6% (10)	13% (20)	2% (2)	1% (1)	21% (32)	— (1)	43% (66)	15
#1 Issue: Economy	7% (45)	20%(127)	8% (51)	19%(119)	2% (10)	1% (8)	20%(124)	1% (5)	23%(142)	63
#1 Issue: Security	8% (31)	18% (71)	7% (29)	15% (59)	1% (3)	1% (4)	22% (86)	— (1)	27%(107)	39
#1 Issue: Health Care	4% (18)	20% (80)	8% (31)	18% (74)	3% (11)	4% (15)	19% (77)	— (1)	25%(100)	40
#1 Issue: Medicare / Social Security	3% (11)	20% (65)	4% (13)	14% (44)	1% (3)	1% (3)	27% (87)	1% (3)	30% (99)	32
#1 Issue: Women's Issues	19% (25)	20% (27)	2% (3)	20% (26)	3% (4)	2% (2)	13% (17)	1% (1)	21% (27)	13
#1 Issue: Education	7% (10)	21% (31)	6% (9)	19% (28)	4% (6)	4% (7)	18% (26)	— (0)	21% (30)	14
#1 Issue: Energy	14% (12)	23% (19)	9% (7)	14% (12)	3% (2)	2% (2)	20% (16)	— (0)	15% (12)	8
#1 Issue: Other	3% (3)	6% (5)	2% (1)	7% (6)	— (0)	— (0)	39% (33)	3% (2)	40% (35)	8
2016 Vote: Democrat Hillary Clinton	7% (52)	21%(149)	7% (53)	19%(138)	2% (12)	2% (15)	20%(142)	1% (6)	21%(153)	71
2016 Vote: Republican Donald Trump	5% (40)	23%(174)	6% (49)	14%(106)	2% (13)	2% (13)	23%(177)	— (1)	25%(194)	76
2016 Vote: Someone else	9% (14)	18% (26)	4% (6)	16% (24)	2% (2)	3% (4)	29% (42)	1% (1)	19% (28)	14
2012 Vote: Barack Obama	7% (60)	20%(177)	8% (71)	20% (171)	2% (22)	2% (19)	18% (161)	1% (6)	21%(183)	86
2012 Vote: Mitt Romney	5% (30)	22%(122)	7% (39)	11% (63)	1% (5)	1% (7)	27%(153)	— (1)	25%(140)	55
2012 Vote: Other	5% (5)	15% (14)	2% (1)	10% (9)	— (0)	2% (2)	29% (28)	1% (1)	38% (36)	9
2012 Vote: Didn't Vote	9% (59)	16% (111)	5% (33)	18%(124)	2% (14)	2% (13)	19%(125)	1% (4)	28%(192)	67
4-Region: Northeast	5% (21)	20% (79)	6% (23)	15% (58)	2% (7)	2% (8)	25%(100)	— (2)	25%(102)	40
4-Region: Midwest	7% (34)	18% (87)	6% (30)	16% (77)	— (2)	1% (4)	23%(107)	— (1)	28%(132)	47
4-Region: South	6% (53)	20% (159)	7% (56)	20%(164)	2% (17)	2% (17)	18%(145)	1% (4)	24%(199)	81
4-Region: West	9% (46)	19% (99)	7% (34)	13% (67)	3% (15)	2% (11)	22% (114)	1% (5)	23%(120)	51

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

Table BRD10_1NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Data security

Demographic	Selected		Not Selected		Total N
Adults	47%	(823)	53%	(912)	1735
Gender: Male	47%	(371)	53%	(418)	789
Gender: Female	48%	(452)	52%	(493)	945
Age: 18-29	43%	(164)	57%	(213)	377
Age: 30-44	47%	(173)	53%	(195)	367
Age: 45-54	46%	(146)	54%	(174)	320
Age: 55-64	52%	(167)	48%	(157)	324
Age: 65+	50%	(173)	50%	(173)	346
PID: Dem (no lean)	46%	(261)	54%	(309)	571
PID: Ind (no lean)	50%	(332)	50%	(327)	659
PID: Rep (no lean)	45%	(229)	55%	(275)	505
PID/Gender: Dem Men	45%	(115)	55%	(140)	256
PID/Gender: Dem Women	46%	(146)	54%	(169)	315
PID/Gender: Ind Men	50%	(140)	50%	(142)	282
PID/Gender: Ind Women	51%	(192)	49%	(185)	378
PID/Gender: Rep Men	46%	(116)	54%	(136)	252
PID/Gender: Rep Women	45%	(114)	55%	(139)	253
Tea Party: Supporter	56%	(226)	44%	(179)	405
Tea Party: Not Supporter	45%	(592)	55%	(724)	1315
Ideo: Liberal (1-3)	46%	(243)	54%	(288)	531
Ideo: Moderate (4)	51%	(215)	49%	(209)	425
Ideo: Conservative (5-7)	51%	(269)	49%	(261)	530
Educ: < College	46%	(578)	54%	(689)	1267
Educ: Bachelors degree	49%	(151)	51%	(155)	307
Educ: Post-grad	58%	(94)	42%	(67)	161
Income: Under 50k	45%	(475)	55%	(592)	1068
Income: 50k-100k	52%	(262)	48%	(238)	500
Income: 100k+	52%	(86)	48%	(81)	167
Ethnicity: White	48%	(666)	52%	(723)	1389
Ethnicity: Hispanic	48%	(117)	52%	(125)	242
Ethnicity: Afr. Am.	45%	(88)	55%	(108)	196

Continued on next page

Table BRD10_1NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Data security

Demographic	Selected		Not Selected		Total N
Adults	47%	(823)	53%	(912)	1735
Ethnicity: Other	46%	(69)	54%	(81)	150
Relig: Protestant	51%	(214)	49%	(205)	419
Relig: Roman Catholic	47%	(165)	53%	(185)	351
Relig: Ath./Agn./None	46%	(257)	54%	(300)	558
Relig: Something Else	44%	(103)	56%	(132)	234
Relig: Evangelical	50%	(233)	50%	(231)	464
Relig: Non-Evang. Catholics	48%	(230)	52%	(246)	477
Relig: All Christian	49%	(463)	51%	(478)	941
Relig: All Non-Christian	45%	(360)	55%	(432)	792
Community: Urban	43%	(176)	57%	(229)	405
Community: Suburban	52%	(365)	48%	(339)	704
Community: Rural	45%	(283)	55%	(343)	626
Employ: Private Sector	47%	(227)	53%	(251)	479
Employ: Government	52%	(55)	48%	(52)	107
Employ: Self-Employed	53%	(87)	47%	(79)	166
Employ: Homemaker	40%	(69)	60%	(103)	172
Employ: Student	47%	(44)	53%	(49)	93
Employ: Retired	50%	(200)	50%	(200)	400
Employ: Unemployed	42%	(76)	58%	(105)	180
Employ: Other	47%	(65)	53%	(73)	138
Military HH: Yes	50%	(158)	50%	(157)	316
Military HH: No	47%	(664)	53%	(754)	1419
RD/WT: Right Direction	45%	(315)	55%	(385)	700
RD/WT: Wrong Track	49%	(508)	51%	(526)	1035
Strongly Approve	45%	(159)	55%	(195)	354
Somewhat Approve	50%	(184)	50%	(184)	369
Somewhat Disapprove	49%	(99)	51%	(103)	202
Strongly Disapprove	50%	(339)	50%	(336)	675
Dont Know / No Opinion	31%	(42)	69%	(93)	135

Continued on next page

Table BRD10_1NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Data security

Demographic	Selected		Not Selected		Total N
Adults	47%	(823)	53%	(912)	1735
#1 Issue: Economy	51%	(245)	49%	(240)	485
#1 Issue: Security	51%	(161)	49%	(153)	314
#1 Issue: Health Care	50%	(151)	50%	(152)	303
#1 Issue: Medicare / Social Security	42%	(118)	58%	(164)	282
#1 Issue: Women's Issues	40%	(41)	60%	(63)	104
#1 Issue: Education	43%	(45)	57%	(59)	104
#1 Issue: Energy	33%	(21)	67%	(43)	64
#1 Issue: Other	51%	(40)	49%	(38)	78
2016 Vote: Democrat Hillary Clinton	49%	(275)	51%	(286)	561
2016 Vote: Republican Donald Trump	50%	(293)	50%	(290)	583
2016 Vote: Someone else	53%	(64)	47%	(56)	120
2012 Vote: Barack Obama	49%	(328)	51%	(337)	665
2012 Vote: Mitt Romney	52%	(227)	48%	(207)	434
2012 Vote: Other	44%	(37)	56%	(48)	85
2012 Vote: Didn't Vote	42%	(231)	58%	(318)	550
4-Region: Northeast	47%	(147)	53%	(165)	312
4-Region: Midwest	45%	(169)	55%	(204)	372
4-Region: South	46%	(299)	54%	(347)	647
4-Region: West	52%	(208)	48%	(195)	403

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

Table BRD10_4NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Price

Demographic	Selected		Not Selected		Total N
Adults	58%	(1014)	42%	(721)	1735
Gender: Male	53%	(420)	47%	(369)	789
Gender: Female	63%	(594)	37%	(351)	945
Age: 18-29	58%	(221)	42%	(157)	377
Age: 30-44	58%	(213)	42%	(154)	367
Age: 45-54	58%	(184)	42%	(136)	320
Age: 55-64	62%	(202)	38%	(122)	324
Age: 65+	56%	(194)	44%	(152)	346
PID: Dem (no lean)	58%	(330)	42%	(241)	571
PID: Ind (no lean)	58%	(385)	42%	(274)	659
PID: Rep (no lean)	59%	(298)	41%	(206)	505
PID/Gender: Dem Men	55%	(140)	45%	(115)	256
PID/Gender: Dem Women	60%	(190)	40%	(125)	315
PID/Gender: Ind Men	50%	(142)	50%	(140)	282
PID/Gender: Ind Women	64%	(243)	36%	(134)	378
PID/Gender: Rep Men	55%	(138)	45%	(114)	252
PID/Gender: Rep Women	64%	(161)	36%	(92)	253
Tea Party: Supporter	54%	(217)	46%	(188)	405
Tea Party: Not Supporter	60%	(789)	40%	(527)	1315
Ideo: Liberal (1-3)	53%	(283)	47%	(248)	531
Ideo: Moderate (4)	61%	(258)	39%	(167)	425
Ideo: Conservative (5-7)	62%	(330)	38%	(200)	530
Educ: < College	61%	(769)	39%	(498)	1267
Educ: Bachelors degree	52%	(158)	48%	(149)	307
Educ: Post-grad	54%	(87)	46%	(74)	161
Income: Under 50k	61%	(652)	39%	(416)	1068
Income: 50k-100k	57%	(284)	43%	(216)	500
Income: 100k+	47%	(78)	53%	(88)	167
Ethnicity: White	59%	(814)	41%	(574)	1389
Ethnicity: Hispanic	54%	(130)	46%	(111)	242
Ethnicity: Afr. Am.	56%	(109)	44%	(86)	196

Continued on next page

Table BRD10_4NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Price

Demographic	Selected		Not Selected		Total N
Adults	58%	(1014)	42%	(721)	1735
Ethnicity: Other	60%	(90)	40%	(60)	150
Relig: Protestant	61%	(256)	39%	(163)	419
Relig: Roman Catholic	59%	(207)	41%	(143)	351
Relig: Ath./Agn./None	57%	(316)	43%	(242)	558
Relig: Something Else	56%	(131)	44%	(103)	234
Relig: Evangelical	61%	(282)	39%	(183)	464
Relig: Non-Evang. Catholics	59%	(283)	41%	(194)	477
Relig: All Christian	60%	(564)	40%	(376)	941
Relig: All Non-Christian	56%	(447)	44%	(345)	792
Community: Urban	55%	(225)	45%	(180)	405
Community: Suburban	59%	(416)	41%	(288)	704
Community: Rural	60%	(373)	40%	(253)	626
Employ: Private Sector	60%	(290)	40%	(189)	479
Employ: Government	51%	(54)	49%	(53)	107
Employ: Self-Employed	51%	(84)	49%	(82)	166
Employ: Homemaker	64%	(110)	36%	(62)	172
Employ: Student	67%	(62)	33%	(31)	93
Employ: Retired	58%	(232)	42%	(168)	400
Employ: Unemployed	54%	(98)	46%	(82)	180
Employ: Other	60%	(83)	40%	(55)	138
Military HH: Yes	57%	(179)	43%	(137)	316
Military HH: No	59%	(834)	41%	(584)	1419
RD/WT: Right Direction	57%	(400)	43%	(300)	700
RD/WT: Wrong Track	59%	(613)	41%	(421)	1035
Strongly Approve	59%	(207)	41%	(147)	354
Somewhat Approve	62%	(228)	38%	(140)	369
Somewhat Disapprove	59%	(119)	41%	(83)	202
Strongly Disapprove	57%	(387)	43%	(288)	675
Dont Know / No Opinion	53%	(71)	47%	(63)	135

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Table BRD10_4NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Price

Demographic	Selected		Not Selected		Total N
Adults	58%	(1014)	42%	(721)	1735
#1 Issue: Economy	62%	(302)	38%	(183)	485
#1 Issue: Security	56%	(175)	44%	(139)	314
#1 Issue: Health Care	61%	(185)	39%	(119)	303
#1 Issue: Medicare / Social Security	60%	(170)	40%	(113)	282
#1 Issue: Women's Issues	44%	(46)	56%	(58)	104
#1 Issue: Education	56%	(58)	44%	(46)	104
#1 Issue: Energy	48%	(31)	52%	(34)	64
#1 Issue: Other	61%	(47)	39%	(30)	78
2016 Vote: Democrat Hillary Clinton	56%	(313)	44%	(248)	561
2016 Vote: Republican Donald Trump	58%	(337)	42%	(247)	583
2016 Vote: Someone else	58%	(70)	42%	(51)	120
2012 Vote: Barack Obama	59%	(390)	41%	(275)	665
2012 Vote: Mitt Romney	56%	(244)	44%	(190)	434
2012 Vote: Other	51%	(43)	49%	(42)	85
2012 Vote: Didn't Vote	61%	(335)	39%	(215)	550
4-Region: Northeast	57%	(178)	43%	(134)	312
4-Region: Midwest	59%	(218)	41%	(154)	372
4-Region: South	61%	(392)	39%	(255)	647
4-Region: West	56%	(226)	44%	(177)	403

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

Table BRD10_5NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Lack of need

Demographic	Selected		Not Selected		Total N
Adults	47%	(818)	53%	(917)	1735
Gender: Male	47%	(372)	53%	(417)	789
Gender: Female	47%	(446)	53%	(499)	945
Age: 18-29	38%	(143)	62%	(234)	377
Age: 30-44	37%	(135)	63%	(233)	367
Age: 45-54	47%	(149)	53%	(171)	320
Age: 55-64	56%	(180)	44%	(144)	324
Age: 65+	61%	(211)	39%	(135)	346
PID: Dem (no lean)	46%	(263)	54%	(308)	571
PID: Ind (no lean)	47%	(307)	53%	(353)	659
PID: Rep (no lean)	49%	(249)	51%	(256)	505
PID/Gender: Dem Men	41%	(105)	59%	(151)	256
PID/Gender: Dem Women	50%	(158)	50%	(157)	315
PID/Gender: Ind Men	51%	(142)	49%	(139)	282
PID/Gender: Ind Women	44%	(164)	56%	(213)	378
PID/Gender: Rep Men	49%	(125)	51%	(127)	252
PID/Gender: Rep Women	49%	(124)	51%	(129)	253
Tea Party: Supporter	50%	(202)	50%	(202)	405
Tea Party: Not Supporter	46%	(610)	54%	(706)	1315
Ideo: Liberal (1-3)	44%	(234)	56%	(297)	531
Ideo: Moderate (4)	49%	(207)	51%	(218)	425
Ideo: Conservative (5-7)	52%	(278)	48%	(252)	530
Educ: < College	45%	(565)	55%	(702)	1267
Educ: Bachelors degree	56%	(172)	44%	(135)	307
Educ: Post-grad	50%	(81)	50%	(80)	161
Income: Under 50k	45%	(485)	55%	(583)	1068
Income: 50k-100k	50%	(249)	50%	(251)	500
Income: 100k+	50%	(84)	50%	(83)	167
Ethnicity: White	50%	(692)	50%	(697)	1389
Ethnicity: Hispanic	30%	(73)	70%	(168)	242
Ethnicity: Afr. Am.	35%	(68)	65%	(128)	196

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Table BRD10_5NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Lack of need

Demographic	Selected		Not Selected		Total N
Adults	47%	(818)	53%	(917)	1735
Ethnicity: Other	39%	(58)	61%	(92)	150
Relig: Protestant	52%	(219)	48%	(200)	419
Relig: Roman Catholic	40%	(142)	60%	(209)	351
Relig: Ath./Agn./None	50%	(277)	50%	(281)	558
Relig: Something Else	43%	(102)	57%	(132)	234
Relig: Evangelical	45%	(209)	55%	(256)	464
Relig: Non-Evang. Catholics	48%	(230)	52%	(247)	477
Relig: All Christian	47%	(438)	53%	(503)	941
Relig: All Non-Christian	48%	(379)	52%	(413)	792
Community: Urban	42%	(171)	58%	(234)	405
Community: Suburban	53%	(374)	47%	(330)	704
Community: Rural	44%	(274)	56%	(352)	626
Employ: Private Sector	42%	(203)	58%	(276)	479
Employ: Government	45%	(48)	55%	(59)	107
Employ: Self-Employed	47%	(78)	53%	(88)	166
Employ: Homemaker	38%	(65)	62%	(107)	172
Employ: Student	36%	(33)	64%	(60)	93
Employ: Retired	65%	(259)	35%	(141)	400
Employ: Unemployed	40%	(72)	60%	(108)	180
Employ: Other	44%	(60)	56%	(77)	138
Military HH: Yes	48%	(152)	52%	(164)	316
Military HH: No	47%	(667)	53%	(752)	1419
RD/WT: Right Direction	46%	(322)	54%	(378)	700
RD/WT: Wrong Track	48%	(496)	52%	(539)	1035
Strongly Approve	51%	(180)	49%	(174)	354
Somewhat Approve	46%	(170)	54%	(199)	369
Somewhat Disapprove	45%	(91)	55%	(111)	202
Strongly Disapprove	50%	(338)	50%	(337)	675
Dont Know / No Opinion	29%	(39)	71%	(96)	135

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Table BRD10_5NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Lack of need

Demographic	Selected		Not Selected		Total N
Adults	47%	(818)	53%	(917)	1735
#1 Issue: Economy	49%	(237)	51%	(248)	485
#1 Issue: Security	48%	(151)	52%	(163)	314
#1 Issue: Health Care	45%	(137)	55%	(166)	303
#1 Issue: Medicare / Social Security	52%	(147)	48%	(135)	282
#1 Issue: Women's Issues	42%	(44)	58%	(60)	104
#1 Issue: Education	36%	(38)	64%	(67)	104
#1 Issue: Energy	37%	(24)	63%	(40)	64
#1 Issue: Other	53%	(41)	47%	(36)	78
2016 Vote: Democrat Hillary Clinton	49%	(277)	51%	(284)	561
2016 Vote: Republican Donald Trump	52%	(303)	48%	(280)	583
2016 Vote: Someone else	52%	(63)	48%	(58)	120
2012 Vote: Barack Obama	47%	(312)	53%	(352)	665
2012 Vote: Mitt Romney	54%	(233)	46%	(201)	434
2012 Vote: Other	48%	(40)	52%	(44)	85
2012 Vote: Didn't Vote	42%	(232)	58%	(318)	550
4-Region: Northeast	52%	(163)	48%	(149)	312
4-Region: Midwest	49%	(184)	51%	(188)	372
4-Region: South	40%	(261)	60%	(386)	647
4-Region: West	52%	(210)	48%	(193)	403

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

Table BRD10_6NET: *What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Maintenance Concerns*

Demographic	Selected		Not Selected		Total N
Adults	20%	(339)	80%	(1395)	1735
Gender: Male	21%	(166)	79%	(623)	789
Gender: Female	18%	(173)	82%	(772)	945
Age: 18-29	17%	(63)	83%	(314)	377
Age: 30-44	21%	(78)	79%	(290)	367
Age: 45-54	14%	(46)	86%	(274)	320
Age: 55-64	22%	(70)	78%	(253)	324
Age: 65+	24%	(82)	76%	(265)	346
PID: Dem (no lean)	21%	(122)	79%	(448)	571
PID: Ind (no lean)	18%	(120)	82%	(539)	659
PID: Rep (no lean)	19%	(97)	81%	(408)	505
PID/Gender: Dem Men	25%	(64)	75%	(192)	256
PID/Gender: Dem Women	19%	(58)	81%	(257)	315
PID/Gender: Ind Men	17%	(48)	83%	(234)	282
PID/Gender: Ind Women	19%	(72)	81%	(305)	378
PID/Gender: Rep Men	22%	(54)	78%	(198)	252
PID/Gender: Rep Women	17%	(42)	83%	(210)	253
Tea Party: Supporter	23%	(95)	77%	(310)	405
Tea Party: Not Supporter	18%	(242)	82%	(1074)	1315
Ideo: Liberal (1-3)	20%	(106)	80%	(425)	531
Ideo: Moderate (4)	19%	(82)	81%	(343)	425
Ideo: Conservative (5-7)	21%	(110)	79%	(420)	530
Educ: < College	20%	(255)	80%	(1012)	1267
Educ: Bachelors degree	18%	(56)	82%	(251)	307
Educ: Post-grad	17%	(28)	83%	(133)	161
Income: Under 50k	20%	(210)	80%	(857)	1068
Income: 50k-100k	19%	(97)	81%	(403)	500
Income: 100k+	19%	(31)	81%	(135)	167
Ethnicity: White	19%	(258)	81%	(1131)	1389

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Table BRD10_6NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Maintenance Concerns

Demographic	Selected		Not Selected		Total N
Adults	20%	(339)	80%	(1395)	1735
Ethnicity: Hispanic	19%	(47)	81%	(195)	242
Ethnicity: Afr. Am.	26%	(51)	74%	(144)	196
Ethnicity: Other	20%	(30)	80%	(121)	150
Relig: Protestant	21%	(89)	79%	(330)	419
Relig: Roman Catholic	21%	(72)	79%	(279)	351
Relig: Ath./Agn./None	17%	(97)	83%	(460)	558
Relig: Something Else	18%	(42)	82%	(192)	234
Relig: Evangelical	25%	(116)	75%	(348)	464
Relig: Non-Evang. Catholics	17%	(83)	83%	(394)	477
Relig: All Christian	21%	(199)	79%	(741)	941
Relig: All Non-Christian	18%	(140)	82%	(652)	792
Community: Urban	16%	(64)	84%	(341)	405
Community: Suburban	22%	(152)	78%	(552)	704
Community: Rural	20%	(124)	80%	(502)	626
Employ: Private Sector	18%	(88)	82%	(391)	479
Employ: Government	22%	(24)	78%	(84)	107
Employ: Self-Employed	20%	(34)	80%	(132)	166
Employ: Homemaker	12%	(20)	88%	(152)	172
Employ: Student	18%	(16)	82%	(77)	93
Employ: Retired	25%	(99)	75%	(301)	400
Employ: Unemployed	17%	(31)	83%	(149)	180
Employ: Other	20%	(28)	80%	(110)	138
Military HH: Yes	23%	(74)	77%	(242)	316
Military HH: No	19%	(265)	81%	(1153)	1419
RD/WT: Right Direction	18%	(129)	82%	(571)	700
RD/WT: Wrong Track	20%	(210)	80%	(824)	1035
Strongly Approve	21%	(76)	79%	(278)	354
Somewhat Approve	18%	(68)	82%	(301)	369
Somewhat Disapprove	17%	(33)	83%	(169)	202
Strongly Disapprove	21%	(144)	79%	(531)	675
Dont Know / No Opinion	14%	(18)	86%	(117)	135

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Table BRD10_6NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Maintenance Concerns

Demographic	Selected		Not Selected		Total N
Adults	20%	(339)	80%	(1395)	1735
#1 Issue: Economy	21%	(102)	79%	(383)	485
#1 Issue: Security	20%	(62)	80%	(252)	314
#1 Issue: Health Care	20%	(60)	80%	(244)	303
#1 Issue: Medicare / Social Security	21%	(60)	79%	(223)	282
#1 Issue: Women's Issues	13%	(14)	87%	(90)	104
#1 Issue: Education	19%	(20)	81%	(85)	104
#1 Issue: Energy	10%	(7)	90%	(58)	64
#1 Issue: Other	19%	(15)	81%	(63)	78
2016 Vote: Democrat Hillary Clinton	23%	(130)	77%	(431)	561
2016 Vote: Republican Donald Trump	19%	(113)	81%	(470)	583
2016 Vote: Someone else	23%	(28)	77%	(93)	120
2012 Vote: Barack Obama	23%	(154)	77%	(511)	665
2012 Vote: Mitt Romney	18%	(79)	82%	(355)	434
2012 Vote: Other	30%	(25)	70%	(60)	85
2012 Vote: Didn't Vote	15%	(81)	85%	(469)	550
4-Region: Northeast	17%	(53)	83%	(260)	312
4-Region: Midwest	21%	(79)	79%	(293)	372
4-Region: South	18%	(118)	82%	(529)	647
4-Region: West	22%	(89)	78%	(314)	403

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

Table BRD10_7NET: *What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Time / Effort for installation*

Demographic	Selected		Not Selected		Total N
Adults	14%	(251)	86%	(1484)	1735
Gender: Male	13%	(104)	87%	(685)	789
Gender: Female	16%	(147)	84%	(799)	945
Age: 18-29	15%	(57)	85%	(320)	377
Age: 30-44	15%	(53)	85%	(314)	367
Age: 45-54	11%	(34)	89%	(286)	320
Age: 55-64	19%	(60)	81%	(264)	324
Age: 65+	13%	(46)	87%	(300)	346
PID: Dem (no lean)	17%	(96)	83%	(475)	571
PID: Ind (no lean)	15%	(98)	85%	(561)	659
PID: Rep (no lean)	11%	(57)	89%	(448)	505
PID/Gender: Dem Men	17%	(43)	83%	(213)	256
PID/Gender: Dem Women	17%	(53)	83%	(262)	315
PID/Gender: Ind Men	14%	(40)	86%	(242)	282
PID/Gender: Ind Women	16%	(59)	84%	(319)	378
PID/Gender: Rep Men	9%	(22)	91%	(230)	252
PID/Gender: Rep Women	14%	(35)	86%	(218)	253
Tea Party: Supporter	16%	(63)	84%	(342)	405
Tea Party: Not Supporter	14%	(188)	86%	(1128)	1315
Ideo: Liberal (1-3)	16%	(87)	84%	(443)	531
Ideo: Moderate (4)	17%	(70)	83%	(354)	425
Ideo: Conservative (5-7)	13%	(67)	87%	(463)	530
Educ: < College	13%	(169)	87%	(1098)	1267
Educ: Bachelors degree	17%	(53)	83%	(254)	307
Educ: Post-grad	18%	(29)	82%	(132)	161
Income: Under 50k	15%	(155)	85%	(912)	1068
Income: 50k-100k	14%	(69)	86%	(430)	500
Income: 100k+	16%	(26)	84%	(141)	167
Ethnicity: White	15%	(204)	85%	(1185)	1389

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Table BRD10_7NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Time / Effort for installation

Demographic	Selected		Not Selected		Total N
Adults	14%	(251)	86%	(1484)	1735
Ethnicity: Hispanic	16%	(39)	84%	(203)	242
Ethnicity: Afr. Am.	11%	(22)	89%	(173)	196
Ethnicity: Other	16%	(25)	84%	(126)	150
Relig: Protestant	15%	(63)	85%	(355)	419
Relig: Roman Catholic	14%	(51)	86%	(300)	351
Relig: Ath./Agn./None	13%	(73)	87%	(485)	558
Relig: Something Else	17%	(40)	83%	(194)	234
Relig: Evangelical	15%	(70)	85%	(394)	464
Relig: Non-Evang. Catholics	14%	(68)	86%	(408)	477
Relig: All Christian	15%	(138)	85%	(802)	941
Relig: All Non-Christian	14%	(112)	86%	(680)	792
Community: Urban	10%	(42)	90%	(363)	405
Community: Suburban	16%	(115)	84%	(589)	704
Community: Rural	15%	(94)	85%	(532)	626
Employ: Private Sector	12%	(60)	88%	(419)	479
Employ: Government	14%	(15)	86%	(92)	107
Employ: Self-Employed	16%	(26)	84%	(140)	166
Employ: Homemaker	11%	(18)	89%	(154)	172
Employ: Student	16%	(15)	84%	(78)	93
Employ: Retired	16%	(65)	84%	(335)	400
Employ: Unemployed	11%	(20)	89%	(160)	180
Employ: Other	23%	(31)	77%	(106)	138
Military HH: Yes	13%	(40)	87%	(275)	316
Military HH: No	15%	(210)	85%	(1208)	1419
RD/WT: Right Direction	14%	(98)	86%	(602)	700
RD/WT: Wrong Track	15%	(153)	85%	(882)	1035
Strongly Approve	16%	(58)	84%	(296)	354
Somewhat Approve	13%	(47)	87%	(322)	369
Somewhat Disapprove	13%	(26)	87%	(176)	202
Strongly Disapprove	15%	(103)	85%	(572)	675
Dont Know / No Opinion	12%	(16)	88%	(118)	135

Continued on next page

Table BRD10_7NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Time / Effort for installation

Demographic	Selected		Not Selected		Total N
Adults	14%	(251)	86%	(1484)	1735
#1 Issue: Economy	16%	(78)	84%	(407)	485
#1 Issue: Security	14%	(44)	86%	(270)	314
#1 Issue: Health Care	18%	(54)	82%	(249)	303
#1 Issue: Medicare / Social Security	14%	(40)	86%	(242)	282
#1 Issue: Women's Issues	13%	(13)	87%	(90)	104
#1 Issue: Education	9%	(9)	91%	(95)	104
#1 Issue: Energy	10%	(6)	90%	(58)	64
#1 Issue: Other	7%	(6)	93%	(72)	78
2016 Vote: Democrat Hillary Clinton	17%	(93)	83%	(468)	561
2016 Vote: Republican Donald Trump	13%	(74)	87%	(509)	583
2016 Vote: Someone else	15%	(18)	85%	(103)	120
2012 Vote: Barack Obama	15%	(101)	85%	(564)	665
2012 Vote: Mitt Romney	14%	(61)	86%	(373)	434
2012 Vote: Other	14%	(12)	86%	(73)	85
2012 Vote: Didn't Vote	14%	(78)	86%	(472)	550
4-Region: Northeast	12%	(38)	88%	(274)	312
4-Region: Midwest	15%	(57)	85%	(315)	372
4-Region: South	15%	(99)	85%	(548)	647
4-Region: West	14%	(56)	86%	(347)	403

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

Table BRD10_8NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Efficiency

Demographic	Selected		Not Selected		Total N
Adults	16%	(270)	84%	(1464)	1735
Gender: Male	17%	(131)	83%	(658)	789
Gender: Female	15%	(139)	85%	(806)	945
Age: 18-29	21%	(78)	79%	(300)	377
Age: 30-44	19%	(70)	81%	(297)	367
Age: 45-54	11%	(36)	89%	(284)	320
Age: 55-64	14%	(44)	86%	(280)	324
Age: 65+	12%	(42)	88%	(304)	346
PID: Dem (no lean)	17%	(97)	83%	(474)	571
PID: Ind (no lean)	16%	(106)	84%	(554)	659
PID: Rep (no lean)	13%	(67)	87%	(437)	505
PID/Gender: Dem Men	21%	(53)	79%	(202)	256
PID/Gender: Dem Women	14%	(44)	86%	(271)	315
PID/Gender: Ind Men	14%	(40)	86%	(242)	282
PID/Gender: Ind Women	17%	(66)	83%	(312)	378
PID/Gender: Rep Men	15%	(37)	85%	(214)	252
PID/Gender: Rep Women	12%	(30)	88%	(223)	253
Tea Party: Supporter	16%	(64)	84%	(340)	405
Tea Party: Not Supporter	16%	(204)	84%	(1111)	1315
Ideo: Liberal (1-3)	16%	(83)	84%	(448)	531
Ideo: Moderate (4)	17%	(72)	83%	(353)	425
Ideo: Conservative (5-7)	13%	(67)	87%	(463)	530
Educ: < College	17%	(214)	83%	(1053)	1267
Educ: Bachelors degree	11%	(33)	89%	(273)	307
Educ: Post-grad	14%	(23)	86%	(138)	161
Income: Under 50k	18%	(190)	82%	(878)	1068
Income: 50k-100k	11%	(57)	89%	(443)	500
Income: 100k+	14%	(23)	86%	(144)	167
Ethnicity: White	14%	(200)	86%	(1189)	1389
Ethnicity: Hispanic	18%	(44)	82%	(197)	242
Ethnicity: Afr. Am.	20%	(39)	80%	(157)	196

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Table BRD10_8NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Efficiency

Demographic	Selected		Not Selected		Total N
Adults	16%	(270)	84%	(1464)	1735
Ethnicity: Other	21%	(32)	79%	(119)	150
Relig: Protestant	10%	(44)	90%	(375)	419
Relig: Roman Catholic	14%	(48)	86%	(303)	351
Relig: Ath./Agn./None	16%	(90)	84%	(468)	558
Relig: Something Else	23%	(55)	77%	(179)	234
Relig: Evangelical	14%	(67)	86%	(397)	464
Relig: Non-Evang. Catholics	12%	(58)	88%	(418)	477
Relig: All Christian	13%	(126)	87%	(815)	941
Relig: All Non-Christian	18%	(144)	82%	(648)	792
Community: Urban	17%	(70)	83%	(335)	405
Community: Suburban	16%	(116)	84%	(588)	704
Community: Rural	14%	(85)	86%	(541)	626
Employ: Private Sector	14%	(66)	86%	(412)	479
Employ: Government	10%	(11)	90%	(96)	107
Employ: Self-Employed	19%	(32)	81%	(134)	166
Employ: Homemaker	11%	(19)	89%	(153)	172
Employ: Student	24%	(22)	76%	(71)	93
Employ: Retired	13%	(51)	87%	(349)	400
Employ: Unemployed	24%	(43)	76%	(137)	180
Employ: Other	19%	(26)	81%	(112)	138
Military HH: Yes	13%	(41)	87%	(275)	316
Military HH: No	16%	(229)	84%	(1190)	1419
RD/WT: Right Direction	13%	(94)	87%	(606)	700
RD/WT: Wrong Track	17%	(176)	83%	(859)	1035
Strongly Approve	15%	(53)	85%	(301)	354
Somewhat Approve	13%	(47)	87%	(322)	369
Somewhat Disapprove	17%	(35)	83%	(167)	202
Strongly Disapprove	17%	(114)	83%	(561)	675
Dont Know / No Opinion	15%	(20)	85%	(114)	135

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Table BRD10_8NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Efficiency

Demographic	Selected		Not Selected		Total N
Adults	16%	(270)	84%	(1464)	1735
#1 Issue: Economy	18%	(88)	82%	(397)	485
#1 Issue: Security	16%	(50)	84%	(264)	314
#1 Issue: Health Care	13%	(40)	87%	(263)	303
#1 Issue: Medicare / Social Security	13%	(35)	87%	(247)	282
#1 Issue: Women's Issues	19%	(20)	81%	(84)	104
#1 Issue: Education	19%	(19)	81%	(85)	104
#1 Issue: Energy	13%	(9)	87%	(56)	64
#1 Issue: Other	11%	(9)	89%	(69)	78
2016 Vote: Democrat Hillary Clinton	16%	(88)	84%	(473)	561
2016 Vote: Republican Donald Trump	13%	(75)	87%	(508)	583
2016 Vote: Someone else	20%	(24)	80%	(97)	120
2012 Vote: Barack Obama	15%	(102)	85%	(563)	665
2012 Vote: Mitt Romney	13%	(56)	87%	(378)	434
2012 Vote: Other	24%	(21)	76%	(64)	85
2012 Vote: Didn't Vote	17%	(92)	83%	(458)	550
4-Region: Northeast	13%	(39)	87%	(273)	312
4-Region: Midwest	17%	(64)	83%	(308)	372
4-Region: South	16%	(101)	84%	(546)	647
4-Region: West	16%	(66)	84%	(337)	403

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

Table BRD10_9NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	3%	(46)	97%	(1688)	1735
Gender: Male	3%	(27)	97%	(762)	789
Gender: Female	2%	(19)	98%	(926)	945
Age: 18-29	3%	(13)	97%	(364)	377
Age: 30-44	2%	(9)	98%	(359)	367
Age: 45-54	2%	(5)	98%	(315)	320
Age: 55-64	3%	(8)	97%	(315)	324
Age: 65+	3%	(11)	97%	(335)	346
PID: Dem (no lean)	2%	(12)	98%	(559)	571
PID: Ind (no lean)	3%	(20)	97%	(640)	659
PID: Rep (no lean)	3%	(14)	97%	(490)	505
PID/Gender: Dem Men	2%	(6)	98%	(249)	256
PID/Gender: Dem Women	2%	(6)	98%	(309)	315
PID/Gender: Ind Men	5%	(14)	95%	(268)	282
PID/Gender: Ind Women	2%	(6)	98%	(372)	378
PID/Gender: Rep Men	3%	(7)	97%	(245)	252
PID/Gender: Rep Women	3%	(8)	97%	(245)	253
Tea Party: Supporter	3%	(14)	97%	(391)	405
Tea Party: Not Supporter	2%	(32)	98%	(1283)	1315
Ideo: Liberal (1-3)	3%	(15)	97%	(516)	531
Ideo: Moderate (4)	2%	(10)	98%	(414)	425
Ideo: Conservative (5-7)	3%	(15)	97%	(514)	530
Educ: < College	3%	(34)	97%	(1233)	1267
Educ: Bachelors degree	3%	(8)	97%	(298)	307
Educ: Post-grad	2%	(4)	98%	(157)	161
Income: Under 50k	3%	(28)	97%	(1040)	1068
Income: 50k-100k	2%	(11)	98%	(489)	500
Income: 100k+	5%	(8)	95%	(159)	167
Ethnicity: White	2%	(34)	98%	(1354)	1389
Ethnicity: Hispanic	1%	(3)	99%	(238)	242
Ethnicity: Afr. Am.	3%	(7)	97%	(189)	196

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Table BRD10_9NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	3%	(46)	97%	(1688)	1735
Ethnicity: Other	3%	(5)	97%	(145)	150
Relig: Protestant	2%	(9)	98%	(409)	419
Relig: Roman Catholic	2%	(7)	98%	(343)	351
Relig: Ath./Agn./None	4%	(22)	96%	(536)	558
Relig: Something Else	3%	(6)	97%	(228)	234
Relig: Evangelical	2%	(9)	98%	(455)	464
Relig: Non-Evang. Catholics	2%	(9)	98%	(467)	477
Relig: All Christian	2%	(18)	98%	(923)	941
Relig: All Non-Christian	4%	(28)	96%	(764)	792
Community: Urban	2%	(9)	98%	(396)	405
Community: Suburban	3%	(20)	97%	(684)	704
Community: Rural	3%	(17)	97%	(609)	626
Employ: Private Sector	2%	(8)	98%	(471)	479
Employ: Government	3%	(3)	97%	(104)	107
Employ: Self-Employed	3%	(5)	97%	(161)	166
Employ: Homemaker	1%	(2)	99%	(170)	172
Employ: Student	7%	(6)	93%	(87)	93
Employ: Retired	3%	(11)	97%	(389)	400
Employ: Unemployed	2%	(3)	98%	(177)	180
Employ: Other	6%	(8)	94%	(129)	138
Military HH: Yes	3%	(8)	97%	(308)	316
Military HH: No	3%	(38)	97%	(1381)	1419
RD/WT: Right Direction	3%	(18)	97%	(682)	700
RD/WT: Wrong Track	3%	(28)	97%	(1006)	1035
Strongly Approve	3%	(12)	97%	(342)	354
Somewhat Approve	2%	(8)	98%	(361)	369
Somewhat Disapprove	5%	(9)	95%	(193)	202
Strongly Disapprove	2%	(12)	98%	(663)	675
Dont Know / No Opinion	3%	(4)	97%	(131)	135

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Table BRD10_9NET: What factors, if any, would make you hesitant to purchase connected devices? Please select all that apply. - Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	3%	(46)	97%	(1688)	1735
#1 Issue: Economy	3%	(12)	97%	(473)	485
#1 Issue: Security	3%	(8)	97%	(306)	314
#1 Issue: Health Care	1%	(4)	99%	(299)	303
#1 Issue: Medicare / Social Security	1%	(3)	99%	(279)	282
#1 Issue: Women's Issues	3%	(4)	97%	(100)	104
#1 Issue: Education	6%	(6)	94%	(98)	104
#1 Issue: Energy	4%	(3)	96%	(61)	64
#1 Issue: Other	7%	(6)	93%	(72)	78
2016 Vote: Democrat Hillary Clinton	2%	(12)	98%	(549)	561
2016 Vote: Republican Donald Trump	3%	(19)	97%	(565)	583
2016 Vote: Someone else	4%	(5)	96%	(116)	120
2012 Vote: Barack Obama	2%	(13)	98%	(652)	665
2012 Vote: Mitt Romney	3%	(13)	97%	(421)	434
2012 Vote: Other	5%	(5)	95%	(80)	85
2012 Vote: Didn't Vote	3%	(16)	97%	(534)	550
4-Region: Northeast	1%	(5)	99%	(308)	312
4-Region: Midwest	4%	(16)	96%	(356)	372
4-Region: South	2%	(16)	98%	(631)	647
4-Region: West	2%	(9)	98%	(394)	403

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1141	52%
	N	2201	
age5	Age: 18-29	509	23%
	Age: 30-44	526	24%
	Age: 45-54	393	18%
	Age: 55-64	375	17%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	744	34%
	PID: Ind (no lean)	802	36%
	PID: Rep (no lean)	655	30%
	N	2201	
xpidGender	PID/Gender: Dem Men	349	16%
	PID/Gender: Dem Women	395	18%
	PID/Gender: Ind Men	370	17%
	PID/Gender: Ind Women	432	20%
	PID/Gender: Rep Men	341	15%
	PID/Gender: Rep Women	314	14%
	N	2201	
xdemTea	Tea Party: Supporter	551	25%
	Tea Party: Not Supporter	1633	74%
	N	2184	
xdemIdeo3	Ideo: Liberal (1-3)	722	33%
	Ideo: Moderate (4)	542	25%
	Ideo: Conservative (5-7)	666	30%
	N	1930	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1296	59%
	Income: 50k-100k	659	30%
	Income: 100k+	246	11%
	N	2201	

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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.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	510	23%
	Relig: Roman Catholic	479	22%
	Relig: Ath./Agn./None	669	30%
	Relig: Something Else	321	15%
	N	1980	
xreligion1	Relig: Jewish	59	3%
xreligion2	Relig: Evangelical	599	27%
	Relig: Non-Evang. Catholics	610	28%
	N	1209	
xreligion3	Relig: All Christian	1209	55%
	Relig: All Non-Christian	991	45%
	N	2199	
xdemUsr	Community: Urban	530	24%
	Community: Suburban	911	41%
	Community: Rural	760	35%
	N	2201	
xdemEmploy	Employ: Private Sector	646	29%
	Employ: Government	157	7%
	Employ: Self-Employed	228	10%
	Employ: Homemaker	207	9%
	Employ: Student	121	5%
	Employ: Retired	458	21%
	Employ: Unemployed	217	10%
	Employ: Other	168	8%
	N	2201	
xdemMilHH1	Military HH: Yes	430	20%
	Military HH: No	1771	80%
	N	2201	
xnr1	RD/WT: Right Direction	933	42%
	RD/WT: Wrong Track	1268	58%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	471	21%
	Somewhat Approve	491	22%
	Somewhat Disapprove	253	12%
	Strongly Disapprove	832	38%
	Dont Know / No Opinion	153	7%
	N	2201	
xnr3	#1 Issue: Economy	630	29%
	#1 Issue: Security	390	18%
	#1 Issue: Health Care	406	18%
	#1 Issue: Medicare / Social Security	327	15%
	#1 Issue: Women's Issues	134	6%
	#1 Issue: Education	145	7%
	#1 Issue: Energy	83	4%
	#1 Issue: Other	85	4%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	719	33%
	2016 Vote: Republican Donald Trump	768	35%
	2016 Vote: Someone else	147	7%
	N	1634	
xsubVote12O	2012 Vote: Barack Obama	869	39%
	2012 Vote: Mitt Romney	559	25%
	2012 Vote: Other	96	4%
	2012 Vote: Didn't Vote	676	31%
	N	2200	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	

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

