

YouGov NY
Amazon Go

US_nat Sample: 6th - 7th December 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

Amazon is currently testing a grocery store concept called Amazon Go, which lets customers walk in, grab various food items from the shelves, then walk out without having to wait in a traditional checkout line or pay a cashier. Instead, customers scan their cellphone on a turnstile as they enter the store, which connects their Amazon account to the store's network. Once inside, customers grab what they want while sensors and artificial intelligence add these items to each customer's virtual cart. If a customer decides to put an item back on the shelf after initially grabbing it, the sensors will remove the item from his or her cart. When customers exit the store, Amazon adds up their total items and charges their account accordingly. After reading the description of Amazon Go how likely or unlikely would you be to try shopping there if one opened near you?

Unweighted base	1092	463	629	239	313	540	222	250	384	236	832	106	77	77
Base: All US adults	1039	504	536	321	299	419	222	226	350	241	718	122	132	67
Very likely	19%	19%	19%	28%	20%	11%	13%	18%	22%	22%	20%	18%	19%	15%
Somewhat likely	23%	25%	21%	25%	27%	18%	21%	15%	22%	31%	18%	34%	32%	35%
Neither likely nor unlikely	16%	17%	15%	16%	19%	13%	15%	17%	14%	17%	16%	15%	14%	17%
Somewhat unlikely	10%	10%	10%	9%	10%	11%	16%	9%	10%	7%	11%	8%	8%	6%
Very unlikely	25%	22%	28%	11%	16%	43%	26%	31%	25%	20%	29%	19%	14%	22%
Don't know	7%	7%	7%	10%	9%	4%	9%	10%	8%	3%	7%	6%	12%	5%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- The idea of shopping at Amazon Go makes me concerned about the security of my Amazon account (i.e., hacking, someone using it without my permission)

Unweighted base	1092	463	629	239	313	540	222	250	384	236	832	106	77	77
Base: All US adults	1039	504	536	321	299	419	222	226	350	241	718	122	132	67
Strongly agree	26%	25%	28%	17%	22%	37%	26%	24%	29%	25%	28%	29%	18%	21%
Somewhat agree	32%	31%	34%	33%	35%	31%	35%	35%	30%	32%	33%	24%	38%	33%
Neither agree nor disagree	20%	23%	18%	23%	25%	16%	26%	15%	21%	20%	19%	32%	16%	17%
Somewhat disagree	9%	9%	9%	11%	7%	8%	7%	8%	9%	12%	9%	8%	8%	14%
Strongly disagree	6%	6%	6%	7%	7%	4%	3%	10%	6%	6%	6%	5%	7%	7%
Don't know	6%	7%	5%	9%	5%	4%	4%	8%	6%	6%	5%	2%	13%	7%
Net: Agree	59%	56%	62%	50%	57%	67%	61%	59%	59%	57%	61%	53%	57%	54%
Net: Disagree	15%	15%	15%	19%	14%	13%	10%	18%	15%	17%	15%	12%	15%	21%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

Amazon is currently testing a grocery store concept called Amazon Go, which lets customers walk in, grab various food items from the shelves, then walk out without having to wait in a traditional checkout line or pay a cashier. Instead, customers scan their cellphone on a turnstile as they enter the store, which connects their Amazon account to the store's network. Once inside, customers grab what they want while sensors and artificial intelligence add these items to each customer's virtual cart. If a customer decides to put an item back on the shelf after initially grabbing it, the sensors will remove the item from his or her cart. When customers exit the store, Amazon adds up their total items and charges their account accordingly. After reading the description of Amazon Go how likely or unlikely would you be to try shopping there if one opened near you?

Unweighted base	1092	369	390	219	114	549	23	138	74	256	52
Base: All US adults	1039	425	333	181	100	477	30	117	69	294	54
Very likely	19%	15%	23%	20%	23%	16%	18%	16%	11%	25%	25%
Somewhat likely	23%	22%	20%	27%	26%	24%	42%	17%	9%	24%	28%
Neither likely nor unlikely	16%	18%	13%	14%	19%	14%	18%	10%	19%	20%	11%
Somewhat unlikely	10%	9%	10%	12%	11%	10%	4%	12%	19%	8%	14%
Very unlikely	25%	26%	27%	22%	22%	30%	11%	29%	43%	15%	11%
Don't know	7%	10%	7%	5%	1%	6%	8%	15%	-	8%	11%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

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Strongly agree	26%	30%	26%	24%	18%	31%	17%	23%	34%	20%	23%
Somewhat agree	32%	29%	32%	38%	36%	34%	19%	31%	37%	31%	30%
Neither agree nor disagree	20%	22%	20%	17%	20%	17%	51%	22%	6%	25%	25%
Somewhat disagree	9%	6%	9%	12%	14%	7%	4%	7%	14%	11%	13%
Strongly disagree	6%	4%	7%	6%	11%	6%	9%	4%	7%	7%	3%
Don't know	6%	9%	6%	3%	1%	5%	-	13%	1%	6%	7%
Net: Agree	59%	59%	58%	62%	54%	65%	36%	55%	71%	51%	52%
Net: Disagree	15%	11%	16%	17%	26%	13%	13%	11%	22%	17%	16%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

Amazon is currently testing a grocery store concept called Amazon Go, which lets customers walk in, grab various food items from the shelves, then walk out without having to wait in a traditional checkout line or pay a cashier. Instead, customers scan their cellphone on a turnstile as they enter the store, which connects their Amazon account to the store's network. Once inside, customers grab what they want while sensors and artificial intelligence add these items to each customer's virtual cart. If a customer decides to put an item back on the shelf after initially grabbing it, the sensors will remove the item from his or her cart. When customers exit the store, Amazon adds up their total items and charges their account accordingly. After reading the description of Amazon Go how likely or unlikely would you be to try shopping there if one opened near you?

Unweighted base	1092	246	846	407	313	226	146
Base: All US adults	1039	258	782	431	280	184	144
Very likely	19%	22%	18%	19%	19%	24%	13%
Somewhat likely	23%	28%	21%	26%	23%	20%	16%
Neither likely nor unlikely	16%	15%	16%	16%	14%	15%	17%
Somewhat unlikely	10%	8%	11%	7%	10%	13%	16%
Very unlikely	25%	18%	28%	24%	28%	24%	26%
Don't know	7%	9%	7%	8%	6%	4%	12%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- The idea of shopping at Amazon Go makes me concerned about the security of my Amazon account (i.e., hacking, someone using it without my permission)

Unweighted base	1092	246	846	407	313	226	146
Base: All US adults	1039	258	782	431	280	184	144
Strongly agree	26%	21%	28%	26%	27%	26%	26%
Somewhat agree	32%	34%	32%	32%	35%	30%	32%
Neither agree nor disagree	20%	24%	19%	21%	19%	20%	22%
Somewhat disagree	9%	9%	9%	7%	8%	15%	7%
Strongly disagree	6%	7%	6%	6%	6%	7%	4%
Don't know	6%	4%	7%	8%	4%	3%	8%
Net: Agree	59%	55%	60%	58%	62%	56%	58%
Net: Disagree	15%	16%	15%	13%	14%	22%	11%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

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Unweighted base	1092	865	387	304	420	74	297	87	286	21	132	8	64	18	189
Base: All US adults	1039	822	387	275	414	77	267	99	303	25	157	10	60	24	180
Very likely	19%	20%	29%	24%	25%	34%	25%	32%	32%	46%	35%	51%	24%	12%	11%
Somewhat likely	23%	25%	25%	25%	28%	29%	23%	24%	28%	5%	29%	13%	23%	7%	16%
Neither likely nor unlikely	16%	15%	16%	15%	12%	14%	14%	12%	15%	11%	14%	36%	19%	33%	17%
Somewhat unlikely	10%	9%	9%	10%	11%	5%	12%	10%	7%	16%	5%	-	10%	27%	12%
Very unlikely	25%	25%	15%	21%	18%	13%	17%	11%	11%	8%	8%	-	21%	14%	32%
Don't know	7%	6%	6%	5%	7%	5%	8%	12%	6%	13%	9%	-	2%	6%	12%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

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Base: All US adults	1039	822	387	275	414	77	267	99	303	25	157	10	60	24	180
Strongly agree	26%	25%	21%	24%	22%	21%	25%	20%	22%	13%	14%	21%	27%	18%	32%
Somewhat agree	32%	33%	31%	33%	35%	31%	36%	37%	28%	28%	27%	20%	31%	47%	21%
Neither agree nor disagree	20%	21%	26%	22%	22%	31%	18%	18%	28%	11%	28%	51%	23%	29%	20%
Somewhat disagree	9%	9%	11%	12%	11%	6%	10%	12%	11%	35%	14%	-	11%	3%	8%
Strongly disagree	6%	6%	7%	7%	7%	9%	7%	6%	7%	12%	12%	9%	6%	-	6%
Don't know	6%	6%	4%	3%	2%	2%	4%	7%	4%	-	6%	-	2%	3%	13%
Net: Agree	59%	58%	52%	56%	57%	52%	61%	57%	50%	42%	41%	41%	58%	65%	53%
Net: Disagree	15%	15%	18%	19%	18%	15%	17%	18%	18%	47%	25%	9%	16%	3%	14%

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	Grocery Shopper		
Total			
	Primary	Shared	Combined

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Unweighted base	1092	579	432	1011
Base: All US adults	1039	538	415	953
Very likely	19%	23%	13%	19%
Somewhat likely	23%	19%	30%	24%
Neither likely nor unlikely	16%	16%	14%	15%
Somewhat unlikely	10%	9%	11%	10%
Very unlikely	25%	26%	25%	25%
Don't know	7%	8%	6%	7%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

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Neither agree nor disagree	20%	19%	22%	20%
Somewhat disagree	9%	9%	8%	9%
Strongly disagree	6%	7%	5%	6%
Don't know	6%	6%	6%	6%
Net: Agree	59%	59%	59%	59%
Net: Disagree	15%	16%	13%	15%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

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Somewhat agree	10%	10%	9%	14%	9%	6%	8%	11%	11%	8%	8%	14%	11%	13%
Neither agree nor disagree	15%	12%	18%	16%	18%	13%	18%	12%	14%	18%	14%	18%	17%	17%
Somewhat disagree	22%	25%	19%	23%	21%	21%	24%	21%	20%	22%	21%	27%	21%	19%
Strongly disagree	44%	43%	46%	32%	41%	56%	42%	50%	45%	40%	49%	32%	33%	40%
Don't know	5%	4%	5%	9%	4%	2%	3%	4%	5%	7%	4%	2%	9%	7%
Net: Agree	14%	16%	13%	21%	15%	8%	13%	13%	16%	13%	11%	22%	20%	18%
Net: Disagree	66%	68%	64%	55%	62%	77%	66%	71%	65%	62%	70%	59%	54%	58%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I don't trust that sensors and artificial intelligence are advanced enough to accurately track the particular food items a shopper decides to take or put back on the shelf

Unweighted base	1092	463	629	239	313	540	222	250	384	236	832	106	77	77
Base: All US adults	1039	504	536	321	299	419	222	226	350	241	718	122	132	67
Strongly agree	22%	23%	21%	15%	24%	27%	24%	20%	22%	21%	21%	20%	29%	18%
Somewhat agree	31%	27%	34%	35%	26%	31%	34%	31%	28%	32%	32%	28%	26%	29%
Neither agree nor disagree	22%	20%	25%	21%	24%	22%	25%	22%	21%	23%	22%	28%	19%	23%
Somewhat disagree	12%	15%	10%	15%	11%	11%	9%	13%	14%	11%	12%	16%	10%	10%
Strongly disagree	7%	10%	5%	7%	9%	6%	4%	7%	9%	7%	7%	5%	6%	12%
Don't know	5%	5%	5%	7%	5%	4%	4%	6%	6%	5%	5%	2%	9%	8%
Net: Agree	53%	50%	55%	50%	50%	57%	59%	51%	50%	53%	54%	49%	55%	47%
Net: Disagree	19%	25%	14%	22%	20%	17%	13%	21%	23%	19%	19%	21%	17%	22%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I think Amazon Go will consistently charge customers the correct amount for groceries

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Somewhat agree	24%	24%	23%	24%	23%	24%	21%	21%	26%	25%	24%	22%	19%	31%
Neither agree nor disagree	30%	30%	30%	27%	33%	31%	37%	32%	27%	27%	30%	36%	25%	30%
Somewhat disagree	17%	15%	18%	16%	16%	19%	19%	16%	15%	19%	17%	16%	20%	12%
Strongly disagree	7%	7%	8%	6%	7%	8%	6%	10%	7%	6%	8%	2%	7%	4%
Don't know	11%	10%	12%	13%	10%	10%	9%	11%	11%	14%	10%	7%	16%	16%
Net: Agree	35%	37%	32%	38%	34%	33%	30%	32%	40%	34%	34%	39%	32%	37%
Net: Disagree	24%	22%	26%	21%	23%	27%	25%	25%	22%	26%	25%	18%	27%	17%

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Strongly agree	4%	7%	3%	3%	4%	3%	14%	3%	11%	5%	-
Somewhat agree	10%	8%	12%	9%	9%	9%	28%	10%	2%	10%	10%
Neither agree nor disagree	15%	17%	15%	13%	12%	13%	21%	17%	14%	19%	12%
Somewhat disagree	22%	22%	18%	27%	26%	23%	11%	15%	17%	26%	13%
Strongly disagree	44%	39%	49%	47%	47%	50%	24%	45%	55%	33%	56%
Don't know	5%	7%	4%	2%	2%	2%	2%	10%	1%	7%	9%
Net: Agree	14%	15%	15%	11%	13%	13%	42%	13%	13%	15%	10%
Net: Disagree	66%	61%	67%	74%	73%	73%	36%	60%	72%	59%	69%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I don't trust that sensors and artificial intelligence are advanced enough to accurately track the particular food items a shopper decides to take or put back on the shelf

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Neither agree nor disagree	22%	25%	21%	20%	21%	23%	24%	18%	18%	23%	32%
Somewhat disagree	12%	8%	13%	19%	15%	9%	23%	12%	11%	16%	10%
Strongly disagree	7%	4%	8%	8%	18%	7%	10%	6%	8%	8%	8%
Don't know	5%	7%	6%	2%	0%	5%	2%	13%	3%	4%	5%
Net: Agree	53%	56%	52%	51%	45%	56%	41%	51%	61%	49%	45%
Net: Disagree	19%	12%	21%	27%	33%	16%	33%	19%	18%	24%	18%

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Somewhat agree	24%	19%	22%	28%	40%	24%	14%	26%	15%	23%	32%
Neither agree nor disagree	30%	30%	33%	32%	20%	30%	36%	22%	36%	31%	33%
Somewhat disagree	17%	19%	15%	17%	16%	20%	15%	12%	26%	13%	12%
Strongly disagree	7%	8%	6%	8%	6%	8%	-	13%	1%	6%	3%
Don't know	11%	13%	12%	6%	9%	9%	2%	18%	12%	12%	16%
Net: Agree	35%	30%	35%	37%	48%	34%	47%	34%	24%	37%	36%
Net: Disagree	24%	27%	21%	25%	23%	28%	15%	26%	28%	20%	15%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

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Strongly agree	4%	5%	4%	6%	3%	3%	5%
Somewhat agree	10%	16%	8%	12%	9%	10%	6%
Neither agree nor disagree	15%	14%	16%	13%	18%	11%	21%
Somewhat disagree	22%	22%	22%	21%	20%	29%	20%
Strongly disagree	44%	39%	46%	42%	48%	45%	43%
Don't know	5%	4%	5%	7%	3%	2%	5%
Net: Agree	14%	21%	12%	18%	11%	13%	11%
Net: Disagree	66%	60%	68%	63%	67%	74%	63%

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Somewhat agree	31%	27%	32%	32%	29%	32%	27%
Neither agree nor disagree	22%	22%	23%	20%	24%	20%	29%
Somewhat disagree	12%	11%	13%	13%	11%	15%	8%
Strongly disagree	7%	7%	7%	6%	6%	12%	7%
Don't know	5%	4%	6%	6%	4%	3%	7%
Net: Agree	53%	56%	52%	55%	54%	49%	49%
Net: Disagree	19%	18%	20%	19%	17%	28%	15%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I think Amazon Go will consistently charge customers the correct amount for groceries

Unweighted base	1092	246	846	407	313	226	146
Base: All US adults	1039	258	782	431	280	184	144
Strongly agree	11%	15%	10%	14%	9%	11%	6%
Somewhat agree	24%	21%	25%	20%	23%	31%	27%
Neither agree nor disagree	30%	26%	32%	29%	30%	31%	36%
Somewhat disagree	17%	20%	16%	19%	17%	15%	13%
Strongly disagree	7%	9%	7%	6%	10%	7%	4%
Don't know	11%	10%	12%	12%	10%	5%	13%
Net: Agree	35%	36%	34%	34%	31%	42%	34%
Net: Disagree	24%	29%	22%	25%	27%	22%	17%

YouGov NY
Amazon Go

US_nat Sample: 6th - 7th December 2016



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I would be willing to pay more for groceries at Amazon Go if shopping there means I don't have to wait in a checkout line or interact with a cashier

Unweighted base	1092	865	387	304	420	74	297	87	286	21	132	8	64	18	189
Base: All US adults	1039	822	387	275	414	77	267	99	303	25	157	10	60	24	180
Strongly agree	4%	5%	6%	5%	6%	8%	4%	4%	5%	8%	3%	14%	4%	24%	3%
Somewhat agree	10%	11%	14%	11%	14%	13%	13%	20%	14%	14%	19%	14%	5%	4%	8%
Neither agree nor disagree	15%	14%	14%	13%	18%	20%	14%	8%	18%	14%	20%	22%	23%	45%	16%
Somewhat disagree	22%	22%	25%	22%	20%	15%	22%	24%	24%	17%	18%	23%	21%	3%	14%
Strongly disagree	44%	43%	36%	47%	40%	44%	45%	39%	35%	48%	31%	27%	42%	22%	52%
Don't know	5%	5%	4%	2%	2%	1%	3%	4%	5%	-	8%	-	4%	3%	7%
Net: Agree	14%	16%	20%	16%	20%	20%	17%	25%	19%	22%	22%	28%	9%	28%	11%
Net: Disagree	66%	65%	62%	69%	60%	58%	67%	63%	59%	64%	50%	50%	64%	25%	66%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I don't trust that sensors and artificial intelligence are advanced enough to accurately track the particular food items a shopper decides to take or put back on the shelf

Unweighted base	1092	865	387	304	420	74	297	87	286	21	132	8	64	18	189
Base: All US adults	1039	822	387	275	414	77	267	99	303	25	157	10	60	24	180
Strongly agree	22%	22%	16%	20%	23%	18%	17%	13%	16%	17%	10%	14%	15%	36%	25%
Somewhat agree	31%	31%	29%	29%	28%	25%	33%	28%	28%	36%	27%	8%	41%	26%	33%
Neither agree nor disagree	22%	21%	23%	20%	23%	24%	21%	19%	25%	13%	25%	62%	21%	32%	23%
Somewhat disagree	12%	12%	16%	18%	15%	18%	18%	24%	17%	14%	19%	9%	10%	3%	7%
Strongly disagree	7%	8%	11%	10%	8%	11%	7%	9%	9%	17%	14%	-	12%	-	5%
Don't know	5%	5%	5%	3%	3%	4%	4%	7%	5%	3%	6%	9%	-	3%	7%
Net: Agree	53%	53%	45%	49%	51%	43%	50%	41%	44%	53%	36%	21%	56%	62%	58%
Net: Disagree	19%	21%	27%	28%	24%	29%	25%	33%	26%	31%	33%	9%	23%	3%	12%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I think Amazon Go will consistently charge customers the correct amount for groceries

Unweighted base	1092	865	387	304	420	74	297	87	286	21	132	8	64	18	189
Base: All US adults	1039	822	387	275	414	77	267	99	303	25	157	10	60	24	180
Strongly agree	11%	11%	14%	10%	13%	25%	14%	17%	15%	20%	18%	14%	6%	6%	11%
Somewhat agree	24%	24%	27%	30%	27%	25%	28%	24%	28%	24%	30%	42%	35%	23%	20%
Neither agree nor disagree	30%	31%	27%	27%	24%	24%	26%	24%	29%	26%	21%	20%	27%	62%	28%
Somewhat disagree	17%	17%	15%	16%	20%	16%	15%	17%	13%	18%	14%	9%	16%	3%	14%
Strongly disagree	7%	7%	5%	7%	6%	3%	6%	4%	4%	8%	5%	8%	5%	3%	8%
Don't know	11%	10%	11%	10%	8%	7%	11%	14%	10%	3%	12%	9%	12%	3%	19%
Net: Agree	35%	34%	42%	41%	40%	50%	42%	41%	43%	44%	48%	56%	40%	29%	31%
Net: Disagree	24%	24%	21%	23%	25%	19%	20%	21%	18%	26%	19%	16%	20%	6%	22%

YouGov NY
Amazon Go

US_nat Sample: 6th - 7th December 2016



Total	Grocery Shopper		
	Primary	Shared	Combined

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I would be willing to pay more for groceries at Amazon Go if shopping there means I don't have to wait in a checkout line or interact with a cashier

Unweighted base	1092	579	432	1011
Base: All US adults	1039	538	415	953
Strongly agree	4%	7%	1%	5%
Somewhat agree	10%	11%	9%	10%
Neither agree nor disagree	15%	16%	14%	15%
Somewhat disagree	22%	16%	29%	22%
Strongly disagree	44%	44%	43%	44%
Don't know	5%	5%	4%	5%
Net: Agree	14%	18%	10%	15%
Net: Disagree	66%	61%	72%	66%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I don't trust that sensors and artificial intelligence are advanced enough to accurately track the particular food items a shopper decides to take or put back on the shelf

Unweighted base	1092	579	432	1011
Base: All US adults	1039	538	415	953
Strongly agree	22%	25%	20%	23%
Somewhat agree	31%	28%	32%	30%
Neither agree nor disagree	22%	22%	24%	23%
Somewhat disagree	12%	12%	12%	12%
Strongly disagree	7%	7%	7%	7%
Don't know	5%	6%	4%	5%
Net: Agree	53%	52%	53%	53%
Net: Disagree	19%	20%	19%	19%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I think Amazon Go will consistently charge customers the correct amount for groceries

Unweighted base	1092	579	432	1011
Base: All US adults	1039	538	415	953
Strongly agree	11%	14%	7%	11%
Somewhat agree	24%	23%	25%	24%
Neither agree nor disagree	30%	30%	30%	30%
Somewhat disagree	17%	14%	21%	17%
Strongly disagree	7%	8%	6%	7%
Don't know	11%	11%	11%	11%
Net: Agree	35%	37%	32%	35%
Net: Disagree	24%	22%	27%	24%

YouGov NY
Amazon Go

US_nat Sample: 6th - 7th December 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I feel I spend too much time waiting in line at the grocery store

Unweighted base	1092	463	629	239	313	540	222	250	384	236	832	106	77	77
Base: All US adults	1039	504	536	321	299	419	222	226	350	241	718	122	132	67
Strongly agree	16%	18%	14%	16%	21%	11%	14%	16%	13%	20%	13%	21%	24%	22%
Somewhat agree	24%	24%	25%	25%	27%	22%	26%	20%	30%	19%	24%	40%	19%	15%
Neither agree nor disagree	25%	24%	27%	26%	22%	27%	30%	26%	23%	23%	26%	15%	27%	28%
Somewhat disagree	19%	19%	20%	20%	16%	21%	17%	19%	18%	23%	23%	13%	8%	18%
Strongly disagree	11%	10%	12%	4%	9%	18%	10%	13%	11%	11%	12%	8%	10%	12%
Don't know	4%	5%	3%	9%	4%	1%	3%	6%	4%	5%	3%	2%	12%	5%
Net: Agree	40%	42%	38%	41%	48%	33%	40%	36%	44%	39%	36%	61%	42%	37%
Net: Disagree	30%	29%	32%	24%	25%	39%	27%	32%	29%	33%	34%	22%	18%	30%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I prefer to use the self checkout over the cashier at the grocery store

Unweighted base	1092	463	629	239	313	540	222	250	384	236	832	106	77	77
Base: All US adults	1039	504	536	321	299	419	222	226	350	241	718	122	132	67
Strongly agree	17%	16%	18%	20%	21%	13%	11%	20%	21%	17%	17%	16%	14%	26%
Somewhat agree	23%	26%	20%	33%	18%	18%	23%	24%	19%	27%	21%	29%	24%	26%
Neither agree nor disagree	25%	28%	22%	25%	31%	20%	30%	18%	24%	26%	23%	26%	37%	18%
Somewhat disagree	14%	10%	17%	9%	14%	17%	14%	16%	15%	10%	15%	20%	2%	12%
Strongly disagree	18%	17%	20%	6%	13%	32%	18%	17%	18%	20%	21%	8%	14%	15%
Don't know	4%	4%	4%	7%	4%	1%	4%	6%	3%	1%	3%	2%	10%	4%
Net: Agree	40%	42%	38%	53%	39%	31%	33%	43%	40%	43%	38%	45%	37%	52%
Net: Disagree	32%	27%	37%	15%	27%	49%	32%	33%	33%	30%	36%	27%	16%	26%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I don't think it's wise for Amazon to invest in a brick-and-mortar business

Unweighted base	1092	463	629	239	313	540	222	250	384	236	832	106	77	77
Base: All US adults	1039	504	536	321	299	419	222	226	350	241	718	122	132	67
Strongly agree	11%	12%	10%	12%	9%	13%	12%	9%	12%	13%	12%	13%	7%	12%
Somewhat agree	18%	18%	18%	16%	17%	19%	14%	19%	18%	19%	17%	10%	25%	20%
Neither agree nor disagree	36%	35%	36%	30%	37%	39%	42%	32%	33%	37%	35%	43%	39%	29%
Somewhat disagree	14%	14%	13%	16%	15%	10%	15%	16%	13%	10%	16%	8%	7%	14%
Strongly disagree	10%	10%	11%	11%	12%	9%	6%	11%	13%	10%	10%	17%	9%	10%
Don't know	11%	10%	13%	14%	10%	10%	10%	14%	11%	10%	11%	9%	13%	16%
Net: Agree	29%	30%	28%	29%	26%	32%	26%	28%	30%	32%	29%	23%	33%	32%
Net: Disagree	24%	24%	23%	27%	27%	19%	21%	27%	26%	21%	25%	25%	16%	24%

YouGov NY
Amazon Go

US_nat Sample: 6th - 7th December 2016



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I feel I spend too much time waiting in line at the grocery store

Unweighted base	1092	369	390	219	114	549	23	138	74	256	52
Base: All US adults	1039	425	333	181	100	477	30	117	69	294	54
Strongly agree	16%	15%	18%	14%	12%	14%	30%	13%	14%	18%	19%
Somewhat agree	24%	22%	24%	28%	27%	25%	20%	20%	11%	28%	31%
Neither agree nor disagree	25%	29%	22%	22%	25%	26%	27%	27%	36%	21%	26%
Somewhat disagree	19%	16%	21%	20%	24%	21%	9%	20%	21%	19%	12%
Strongly disagree	11%	10%	11%	14%	11%	12%	13%	10%	18%	8%	7%
Don't know	4%	7%	3%	2%	0%	3%	2%	10%	-	5%	5%
Net: Agree	40%	37%	43%	42%	40%	39%	49%	33%	25%	46%	50%
Net: Disagree	30%	27%	32%	34%	34%	33%	22%	30%	39%	28%	19%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I prefer to use the self checkout over the cashier at the grocery store

Unweighted base	1092	369	390	219	114	549	23	138	74	256	52
Base: All US adults	1039	425	333	181	100	477	30	117	69	294	54
Strongly agree	17%	13%	20%	23%	17%	15%	21%	18%	13%	21%	20%
Somewhat agree	23%	22%	23%	25%	20%	20%	28%	18%	13%	30%	28%
Neither agree nor disagree	25%	30%	21%	19%	24%	23%	32%	21%	28%	27%	24%
Somewhat disagree	14%	13%	14%	12%	16%	17%	3%	17%	13%	6%	20%
Strongly disagree	18%	17%	18%	21%	23%	22%	16%	19%	32%	12%	3%
Don't know	4%	6%	3%	1%	-	3%	-	8%	1%	3%	5%
Net: Agree	40%	35%	43%	47%	37%	35%	49%	35%	26%	51%	48%
Net: Disagree	32%	30%	32%	33%	39%	39%	19%	36%	45%	19%	23%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I don't think it's wise for Amazon to invest in a brick-and-mortar business

Unweighted base	1092	369	390	219	114	549	23	138	74	256	52
Base: All US adults	1039	425	333	181	100	477	30	117	69	294	54
Strongly agree	11%	11%	12%	12%	7%	12%	33%	8%	15%	10%	7%
Somewhat agree	18%	16%	17%	21%	20%	18%	12%	19%	26%	15%	17%
Neither agree nor disagree	36%	39%	37%	30%	28%	37%	35%	33%	26%	39%	30%
Somewhat disagree	14%	10%	11%	19%	26%	14%	11%	13%	4%	15%	12%
Strongly disagree	10%	10%	11%	10%	10%	10%	6%	8%	15%	10%	17%
Don't know	11%	13%	11%	9%	9%	9%	2%	19%	15%	11%	17%
Net: Agree	29%	27%	30%	33%	27%	30%	45%	27%	41%	25%	24%
Net: Disagree	24%	20%	22%	29%	36%	24%	17%	22%	19%	25%	29%

YouGov NY
Amazon Go

US_nat Sample: 6th - 7th December 2016



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I feel I spend too much time waiting in line at the grocery store

Unweighted base	1092	246	846	407	313	226	146
Base: All US adults	1039	258	782	431	280	184	144
Strongly agree	16%	22%	13%	20%	16%	13%	6%
Somewhat agree	24%	29%	23%	21%	30%	27%	21%
Neither agree nor disagree	25%	23%	26%	26%	22%	21%	35%
Somewhat disagree	19%	16%	20%	19%	17%	25%	19%
Strongly disagree	11%	7%	13%	8%	14%	12%	14%
Don't know	4%	3%	4%	7%	2%	2%	5%
Net: Agree	40%	51%	36%	41%	45%	40%	27%
Net: Disagree	30%	23%	33%	27%	31%	37%	33%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I prefer to use the self checkout over the cashier at the grocery store

Unweighted base	1092	246	846	407	313	226	146
Base: All US adults	1039	258	782	431	280	184	144
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Somewhat agree	23%	23%	23%	23%	21%	25%	21%
Neither agree nor disagree	25%	27%	24%	30%	17%	20%	29%
Somewhat disagree	14%	13%	14%	10%	17%	17%	13%
Strongly disagree	18%	12%	20%	17%	21%	17%	21%
Don't know	4%	4%	3%	5%	1%	2%	6%
Net: Agree	40%	43%	39%	38%	44%	44%	32%
Net: Disagree	32%	26%	34%	27%	38%	34%	33%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I don't think it's wise for Amazon to invest in a brick-and-mortar business

Unweighted base	1092	246	846	407	313	226	146
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Strongly agree	11%	12%	11%	12%	13%	12%	7%
Somewhat agree	18%	16%	18%	14%	17%	24%	22%
Neither agree nor disagree	36%	34%	37%	38%	35%	31%	36%
Somewhat disagree	14%	15%	13%	13%	13%	16%	13%
Strongly disagree	10%	14%	9%	11%	13%	9%	6%
Don't know	11%	9%	12%	12%	10%	8%	16%
Net: Agree	29%	28%	29%	26%	30%	36%	29%
Net: Disagree	24%	29%	22%	24%	26%	25%	19%

YouGov NY
Amazon Go

US_nat Sample: 6th - 7th December 2016



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I feel I spend too much time waiting in line at the grocery store

Unweighted base	1092	865	387	304	420	74	297	87	286	21	132	8	64	18	189
Base: All US adults	1039	822	387	275	414	77	267	99	303	25	157	10	60	24	180
Strongly agree	16%	17%	21%	20%	22%	33%	21%	25%	18%	25%	20%	14%	19%	-	11%
Somewhat agree	24%	25%	31%	28%	26%	36%	26%	27%	35%	9%	34%	42%	34%	7%	19%
Neither agree nor disagree	25%	25%	20%	22%	24%	15%	24%	22%	22%	32%	23%	28%	17%	73%	28%
Somewhat disagree	19%	18%	17%	19%	17%	8%	19%	15%	16%	31%	14%	16%	24%	9%	18%
Strongly disagree	11%	11%	8%	9%	10%	5%	8%	6%	7%	3%	5%	-	6%	9%	15%
Don't know	4%	4%	3%	1%	1%	2%	2%	4%	3%	-	4%	-	-	3%	10%
Net: Agree	40%	42%	52%	48%	48%	70%	47%	52%	53%	34%	54%	56%	54%	7%	29%
Net: Disagree	30%	30%	25%	28%	27%	13%	27%	21%	22%	34%	19%	16%	30%	17%	33%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

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Unweighted base	1092	865	387	304	420	74	297	87	286	21	132	8	64	18	189
Base: All US adults	1039	822	387	275	414	77	267	99	303	25	157	10	60	24	180
Strongly agree	17%	18%	21%	21%	19%	29%	19%	20%	21%	20%	24%	72%	19%	9%	16%
Somewhat agree	23%	22%	29%	23%	26%	30%	28%	37%	28%	38%	32%	5%	26%	4%	20%
Neither agree nor disagree	25%	26%	22%	22%	24%	16%	22%	20%	27%	18%	24%	14%	31%	71%	16%
Somewhat disagree	14%	14%	13%	15%	14%	12%	13%	10%	9%	7%	8%	9%	13%	3%	14%
Strongly disagree	18%	16%	12%	18%	14%	12%	16%	10%	10%	17%	7%	-	10%	10%	27%
Don't know	4%	3%	4%	1%	3%	1%	2%	3%	5%	-	4%	-	1%	3%	7%
Net: Agree	40%	40%	49%	44%	45%	59%	47%	57%	49%	58%	57%	77%	45%	14%	37%
Net: Disagree	32%	31%	25%	33%	28%	24%	30%	19%	20%	24%	15%	9%	24%	13%	41%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I don't think it's wise for Amazon to invest in a brick-and-mortar business

Unweighted base	1092	865	387	304	420	74	297	87	286	21	132	8	64	18	189
Base: All US adults	1039	822	387	275	414	77	267	99	303	25	157	10	60	24	180
Strongly agree	11%	10%	10%	10%	11%	18%	11%	9%	11%	12%	12%	21%	10%	9%	12%
Somewhat agree	18%	18%	18%	19%	19%	16%	18%	11%	18%	19%	13%	20%	15%	47%	17%
Neither agree nor disagree	36%	36%	32%	30%	35%	28%	33%	37%	33%	10%	27%	42%	23%	32%	37%
Somewhat disagree	14%	15%	15%	17%	13%	8%	14%	14%	14%	35%	16%	9%	21%	3%	9%
Strongly disagree	10%	10%	15%	12%	13%	22%	13%	13%	13%	18%	16%	9%	17%	6%	11%
Don't know	11%	11%	10%	12%	9%	7%	10%	16%	12%	6%	16%	-	13%	3%	15%
Net: Agree	29%	29%	28%	29%	31%	34%	29%	20%	29%	31%	25%	41%	25%	56%	29%
Net: Disagree	24%	24%	30%	29%	26%	30%	27%	28%	26%	53%	33%	17%	39%	9%	20%

YouGov NY
Amazon Go

US_nat Sample: 6th - 7th December 2016



Total	Grocery Shopper		
	Primary	Shared	Combined

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I feel I spend too much time waiting in line at the grocery store

Unweighted base	1092	579	432	1011
Base: All US adults	1039	538	415	953
Strongly agree	16%	18%	13%	16%
Somewhat agree	24%	23%	27%	25%
Neither agree nor disagree	25%	25%	25%	25%
Somewhat disagree	19%	16%	21%	18%
Strongly disagree	11%	13%	10%	11%
Don't know	4%	5%	4%	5%
Net: Agree	40%	41%	41%	41%
Net: Disagree	30%	29%	30%	30%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I prefer to use the self checkout over the cashier at the grocery store

Unweighted base	1092	579	432	1011
Base: All US adults	1039	538	415	953
Strongly agree	17%	21%	14%	18%
Somewhat agree	23%	18%	26%	21%
Neither agree nor disagree	25%	25%	23%	24%
Somewhat disagree	14%	14%	14%	14%
Strongly disagree	18%	19%	18%	19%
Don't know	4%	3%	4%	4%
Net: Agree	40%	39%	40%	39%
Net: Disagree	32%	33%	32%	33%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I don't think it's wise for Amazon to invest in a brick-and-mortar business

Unweighted base	1092	579	432	1011
Base: All US adults	1039	538	415	953
Strongly agree	11%	13%	9%	11%
Somewhat agree	18%	17%	17%	17%
Neither agree nor disagree	36%	34%	39%	36%
Somewhat disagree	14%	11%	16%	13%
Strongly disagree	10%	14%	7%	11%
Don't know	11%	11%	12%	12%
Net: Agree	29%	30%	26%	28%
Net: Disagree	24%	25%	23%	24%

YouGov NY
Amazon Go

US_nat Sample: 6th - 7th December 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I think Amazon Go will suffer higher rates of theft than a traditional grocery store

Unweighted base	1092	463	629	239	313	540	222	250	384	236	832	106	77	77
Base: All US adults	1039	504	536	321	299	419	222	226	350	241	718	122	132	67
Strongly agree	13%	14%	12%	11%	17%	13%	11%	12%	13%	17%	12%	12%	23%	8%
Somewhat agree	25%	24%	25%	27%	23%	25%	25%	28%	20%	25%	27%	19%	28%	28%
Neither agree nor disagree	29%	26%	31%	23%	31%	31%	33%	27%	26%	28%	29%	33%	23%	30%
Somewhat disagree	13%	14%	12%	12%	13%	14%	12%	14%	12%	15%	14%	14%	6%	11%
Strongly disagree	7%	7%	6%	9%	5%	6%	7%	5%	8%	6%	6%	7%	10%	7%
Don't know	14%	14%	13%	18%	11%	12%	11%	17%	13%	13%	14%	7%	18%	15%
Net: Agree	38%	38%	38%	38%	39%	38%	36%	36%	41%	37%	37%	40%	42%	36%
Net: Disagree	20%	21%	18%	21%	19%	19%	19%	19%	20%	21%	20%	21%	16%	19%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I think Amazon Go will introduce more problems for grocery shoppers than solutions

Unweighted base	1092	463	629	239	313	540	222	250	384	236	832	106	77	77
Base: All US adults	1039	504	536	321	299	419	222	226	350	241	718	122	132	67
Strongly agree	15%	14%	16%	8%	13%	22%	14%	14%	18%	13%	16%	13%	12%	11%
Somewhat agree	25%	24%	26%	18%	27%	29%	26%	30%	25%	21%	27%	24%	17%	24%
Neither agree nor disagree	28%	28%	28%	29%	30%	26%	34%	25%	25%	31%	27%	34%	27%	30%
Somewhat disagree	14%	14%	15%	20%	12%	12%	15%	13%	14%	16%	14%	14%	14%	19%
Strongly disagree	8%	9%	6%	10%	8%	5%	6%	7%	9%	6%	7%	7%	12%	5%
Don't know	10%	11%	9%	14%	10%	6%	6%	11%	9%	13%	9%	7%	17%	11%
Net: Agree	40%	38%	42%	26%	40%	51%	39%	44%	43%	34%	43%	37%	29%	34%
Net: Disagree	22%	23%	21%	30%	20%	17%	21%	20%	24%	22%	21%	21%	26%	25%

YouGov NY
Amazon Go

US_nat Sample: 6th - 7th December 2016



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I think Amazon Go will suffer higher rates of theft than a traditional grocery store

Unweighted base	1092	369	390	219	114	549	23	138	74	256	52
Base: All US adults	1039	425	333	181	100	477	30	117	69	294	54
Strongly agree	13%	16%	12%	11%	10%	16%	11%	11%	13%	12%	6%
Somewhat agree	25%	22%	28%	24%	28%	27%	41%	19%	22%	25%	11%
Neither agree nor disagree	29%	31%	28%	27%	23%	23%	38%	30%	23%	37%	35%
Somewhat disagree	13%	10%	13%	19%	17%	14%	8%	15%	16%	9%	23%
Strongly disagree	7%	5%	7%	7%	10%	7%	-	6%	15%	6%	7%
Don't know	14%	16%	13%	10%	13%	14%	2%	19%	10%	12%	17%
Net: Agree	38%	38%	39%	36%	38%	43%	52%	30%	35%	37%	17%
Net: Disagree	20%	15%	20%	27%	26%	20%	8%	21%	31%	15%	31%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I think Amazon Go will introduce more problems for grocery shoppers than solutions

Unweighted base	1092	369	390	219	114	549	23	138	74	256	52
Base: All US adults	1039	425	333	181	100	477	30	117	69	294	54
Strongly agree	15%	17%	15%	12%	10%	17%	20%	16%	19%	13%	4%
Somewhat agree	25%	22%	26%	29%	30%	28%	15%	32%	25%	20%	23%
Neither agree nor disagree	28%	33%	26%	27%	21%	29%	46%	24%	26%	28%	26%
Somewhat disagree	14%	8%	17%	17%	26%	13%	15%	12%	10%	19%	19%
Strongly disagree	8%	8%	7%	8%	6%	7%	-	3%	16%	10%	9%
Don't know	10%	12%	9%	7%	7%	8%	5%	14%	5%	11%	19%
Net: Agree	40%	39%	41%	41%	40%	44%	34%	47%	43%	33%	27%
Net: Disagree	22%	16%	24%	25%	32%	19%	15%	15%	26%	28%	28%

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Amazon Go

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I think Amazon Go will suffer higher rates of theft than a traditional grocery store

Unweighted base	1092	246	846	407	313	226	146
Base: All US adults	1039	258	782	431	280	184	144
Strongly agree	13%	16%	12%	16%	14%	9%	9%
Somewhat agree	25%	28%	24%	21%	30%	26%	25%
Neither agree nor disagree	29%	21%	31%	31%	24%	29%	29%
Somewhat disagree	13%	13%	13%	10%	13%	17%	14%
Strongly disagree	7%	10%	6%	7%	7%	6%	7%
Don't know	14%	11%	14%	15%	12%	12%	15%
Net: Agree	38%	44%	36%	37%	43%	35%	34%
Net: Disagree	20%	24%	19%	17%	21%	23%	22%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I think Amazon Go will introduce more problems for grocery shoppers than solutions

Unweighted base	1092	246	846	407	313	226	146
Base: All US adults	1039	258	782	431	280	184	144
Strongly agree	15%	13%	16%	15%	17%	13%	13%
Somewhat agree	25%	24%	26%	25%	26%	28%	23%
Neither agree nor disagree	28%	31%	27%	28%	28%	24%	34%
Somewhat disagree	14%	14%	15%	13%	14%	20%	13%
Strongly disagree	8%	6%	8%	8%	7%	7%	7%
Don't know	10%	11%	9%	12%	7%	8%	11%
Net: Agree	40%	37%	41%	39%	43%	41%	35%
Net: Disagree	22%	20%	22%	21%	21%	27%	20%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I think Amazon Go will suffer higher rates of theft than a traditional grocery store

Unweighted base	1092	865	387	304	420	74	297	87	286	21	132	8	64	18	189
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Somewhat agree	25%	24%	26%	28%	23%	29%	28%	34%	28%	42%	28%	23%	18%	32%	23%
Neither agree nor disagree	29%	30%	29%	28%	28%	21%	30%	31%	28%	24%	27%	28%	27%	29%	27%
Somewhat disagree	13%	13%	14%	15%	15%	12%	9%	12%	13%	15%	15%	-	17%	9%	13%
Strongly disagree	7%	7%	9%	9%	8%	16%	6%	8%	7%	7%	7%	28%	8%	24%	3%
Don't know	14%	12%	11%	11%	9%	8%	14%	13%	13%	-	17%	8%	18%	5%	20%
Net: Agree	38%	38%	36%	37%	39%	43%	40%	35%	39%	54%	35%	36%	31%	32%	37%
Net: Disagree	20%	20%	23%	23%	23%	27%	16%	21%	20%	22%	22%	28%	25%	33%	16%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I think Amazon Go will introduce more problems for grocery shoppers than solutions

Unweighted base	1092	865	387	304	420	74	297	87	286	21	132	8	64	18	189
Base: All US adults	1039	822	387	275	414	77	267	99	303	25	157	10	60	24	180
Strongly agree	15%	15%	12%	15%	15%	16%	12%	11%	11%	13%	4%	14%	8%	19%	20%
Somewhat agree	25%	26%	23%	27%	25%	26%	25%	17%	23%	27%	24%	8%	23%	10%	22%
Neither agree nor disagree	28%	28%	29%	27%	29%	35%	29%	27%	31%	19%	29%	56%	35%	42%	25%
Somewhat disagree	14%	14%	17%	16%	16%	6%	17%	21%	16%	21%	22%	23%	12%	-	12%
Strongly disagree	8%	7%	10%	7%	8%	12%	7%	13%	9%	20%	11%	-	10%	27%	8%
Don't know	10%	9%	9%	7%	7%	5%	9%	12%	9%	-	11%	-	13%	3%	14%
Net: Agree	40%	41%	35%	42%	40%	42%	38%	27%	34%	41%	28%	21%	31%	29%	42%
Net: Disagree	22%	21%	27%	24%	24%	17%	24%	34%	25%	40%	33%	23%	22%	27%	20%

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US_nat Sample: 6th - 7th December 2016



Total	Grocery Shopper		
	Primary	Shared	Combined

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I think Amazon Go will suffer higher rates of theft than a traditional grocery store

Unweighted base	1092	579	432	1011
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Strongly agree	13%	15%	12%	14%
Somewhat agree	25%	21%	27%	24%
Neither agree nor disagree	29%	28%	30%	29%
Somewhat disagree	13%	14%	12%	14%
Strongly disagree	7%	9%	4%	7%
Don't know	14%	13%	15%	13%
Net: Agree	38%	36%	39%	37%
Net: Disagree	20%	23%	17%	20%

Thinking about Amazon Go in contrast to traditional grocery stores... To what extent do you agree or disagree with each of the following statements? Please selection one option on each row.

- I think Amazon Go will introduce more problems for grocery shoppers than solutions

Unweighted base	1092	579	432	1011
Base: All US adults	1039	538	415	953
Strongly agree	15%	17%	13%	15%
Somewhat agree	25%	25%	26%	25%
Neither agree nor disagree	28%	25%	32%	28%
Somewhat disagree	14%	14%	16%	15%
Strongly disagree	8%	10%	4%	7%
Don't know	10%	10%	9%	10%
Net: Agree	40%	41%	39%	40%
Net: Disagree	22%	24%	20%	22%