YouGov

December 2 - 3, 2013

1. Knowledge of Amazon drone announcement
How much have you heard about an announcement by Amazon.com founder Jeff Bezos that the company plans to develop miniature unmanned drones to deliver packages to customers' doorsteps?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Heard a lot	24%	27%	20%	10%	26%	26%	31%	23%	25%	22%
Heard a little	44%	46%	43%	38%	42%	47%	49%	40%	47%	43%
Heard nothing at all	32%	27%	37%	52%	32%	28%	20%	36%	28%	35%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(477)	(519)	(83)	(256)	(431)	(226)	(334)	(414)	(248)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Heard a lot	24%	26%	14%	19%	18%	30%	25%	32%	26%	26%	24%	18%
Heard a little	44%	47%	33%	37%	41%	52%	57%	33%	45%	44%	43%	45%
Heard nothing at all	32%	26%	53%	44%	41%	18%	19%	35%	29%	29%	33%	37%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(825)	(103)	(68)	(312)	(328)	(81)	(114)	(143)	(210)	(384)	(259)

2. Amazon drones - good or bad idea
As you may know, Amazon.com founder Jeff Bezos has announced plans to develop miniature unmanned drones to deliver packages to customers' doorsteps. Do you think this is a good idea or a bad idea?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Good idea	23%	27%	19%	22%	25%	25%	17%	20%	25%	22%
Bad idea	36%	37%	35%	38%	31%	33%	47%	38%	35%	37%
Not sure	41%	36%	45%	40%	44%	42%	36%	42%	40%	42%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(476)	(523)	(84)	(256)	(432)	(227)	(334)	(417)	(248)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Good idea	23%	24%	19%	19%	24%	27%	16%	24%	28%	18%	26%	19%
Bad idea	36%	37%	38%	25%	37%	36%	30%	28%	33%	36%	37%	38%
Not sure	41%	38%	43%	55%	39%	37%	53%	48%	39%	46%	37%	44%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(828)	(103)	(68)	(313)	(328)	(81)	(115)	(145)	(209)	(384)	(261)

3. Amazon drones - how soon
How soon, if ever, do you think Amazon will be able to deliver packages using miniature drones?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
In the next 5 years	38%	41%	36%	39%	34%	38%	45%	42%	35%	38%
6-10 years	18%	18%	17%	21%	22%	14%	13%	18%	19%	13%
10-20 years	6%	7%	6%	7%	7%	6%	5%	3%	8%	8%
More than 20 years	3%	1%	5%	6%	2%	4%	1%	1%	4%	6%
Never	10%	11%	8%	3%	10%	12%	11%	8%	10%	11%
Not sure	25%	22%	28%	23%	24%	27%	24%	28%	23%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(477)	(523)	(84)	(257)	(432)	(227)	(334)	(418)	(248)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
In the next 5 years	38%	38%	52%	18%	32%	47%	45%	43%	31%	38%	44%	34%
6-10 years	18%	20%	10%	14%	15%	22%	17%	24%	21%	16%	16%	18%
10-20 years	6%	8%	0%	5%	5%	6%	8%	7%	8%	6%	7%	4%
More than 20 years	3%	4%	—	7%	7%	1%	2%	1%	1%	2%	6%	1%
Never	10%	10%	7%	12%	10%	10%	8%	2%	15%	10%	7%	10%
Not sure	25%	21%	31%	43%	31%	14%	19%	22%	25%	27%	20%	33%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(829)	(103)	(68)	(314)	(328)	(81)	(115)	(145)	(210)	(384)	(261)

4. Favorability of permitting commercial unmanned drones
Do you favor or oppose allowing private companies inside the United States to use unmanned drones to deliver packages?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Strongly favor	10%	12%	8%	14%	11%	9%	4%	5%	14%	8%
Somewhat favor	21%	22%	20%	18%	23%	23%	16%	21%	19%	23%
Somewhat oppose	19%	18%	20%	15%	19%	20%	21%	20%	19%	19%
Strongly oppose	25%	23%	27%	23%	19%	24%	37%	26%	23%	29%
Not sure	26%	26%	26%	30%	27%	25%	21%	29%	26%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(477)	(523)	(84)	(257)	(432)	(227)	(334)	(418)	(248)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Strongly favor	10%	9%	11%	8%	12%	10%	5%	7%	8%	7%	13%	7%
Somewhat favor	21%	22%	15%	17%	19%	25%	21%	24%	26%	18%	19%	21%
Somewhat oppose	19%	21%	8%	22%	14%	22%	25%	20%	12%	26%	16%	24%
Strongly oppose	25%	26%	27%	12%	25%	26%	23%	20%	24%	19%	29%	25%
Not sure	26%	21%	38%	41%	30%	17%	26%	28%	30%	30%	23%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(829)	(103)	(68)	(314)	(328)	(81)	(115)	(145)	(210)	(384)	(261)

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5. Safety of commercial unmanned drones
Do you think allowing companies to use miniature unmanned drones for delivery is safe or unsafe?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Safe	18%	23%	14%	21%	24%	17%	11%	16%	20%	19%
Unsafe	47%	41%	52%	44%	39%	45%	65%	51%	42%	51%
Not sure	35%	36%	34%	35%	38%	38%	24%	34%	37%	30%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(477)	(523)	(84)	(257)	(432)	(227)	(334)	(418)	(248)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Safe	18%	19%	14%	21%	21%	20%	16%	15%	21%	13%	23%	15%
Unsafe	47%	47%	52%	34%	47%	52%	44%	39%	49%	44%	48%	44%
Not sure	35%	34%	34%	45%	31%	29%	40%	47%	31%	43%	29%	41%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(829)	(103)	(68)	(314)	(328)	(81)	(115)	(145)	(210)	(384)	(261)

6. Best words to describe Amazon drones
Which of the following words do you think best describes Amazon's announcement that it wants to use drones to deliver packages? (check all that apply)

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Cool	31%	36%	26%	39%	37%	28%	19%	28%	34%	28%
Goofy	23%	27%	19%	20%	23%	23%	27%	25%	23%	22%
Impossible	10%	9%	11%	13%	11%	10%	4%	11%	8%	12%
Scary	31%	28%	33%	33%	26%	31%	37%	29%	30%	38%
None of these	13%	12%	14%	13%	12%	13%	14%	14%	12%	12%
Not sure	12%	9%	15%	11%	12%	14%	10%	13%	11%	14%
Totals	(1,000)	(477)	(523)	(84)	(257)	(432)	(227)	(334)	(418)	(248)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Cool	31%	31%	29%	38%	29%	35%	25%	42%	34%	27%	35%	26%
Goofy	23%	27%	9%	15%	18%	28%	22%	23%	24%	32%	17%	26%
Impossible	10%	9%	12%	11%	15%	8%	9%	4%	11%	8%	10%	11%
Scary	31%	32%	30%	29%	33%	35%	30%	20%	33%	34%	30%	29%
None of these	13%	14%	15%	4%	14%	11%	18%	22%	13%	11%	14%	12%
Not sure	12%	10%	16%	21%	13%	8%	11%	6%	7%	12%	11%	18%
Totals	(1,000)	(829)	(103)	(68)	(314)	(328)	(81)	(115)	(145)	(210)	(384)	(261)