



National Tracking Poll #2006111
June 23-26, 2020

Crosstabulation Results

Methodology:

This poll was conducted between June 23-June 26, 2020 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, 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 CVA1_1: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?

A retail store

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	14% (318)	24% (522)	23% (504)	29% (629)	10% (227)	2200
Gender: Male	17% (178)	27% (291)	22% (238)	24% (250)	10% (105)	1062
Gender: Female	12% (140)	20% (231)	23% (266)	33% (379)	11% (122)	1138
Age: 18-34	21% (139)	26% (169)	23% (149)	21% (138)	9% (61)	655
Age: 35-44	19% (69)	27% (96)	24% (85)	19% (67)	11% (40)	358
Age: 45-64	11% (83)	23% (174)	23% (173)	32% (243)	10% (78)	751
Age: 65+	6% (28)	19% (83)	22% (97)	42% (181)	11% (48)	436
GenZers: 1997-2012	18% (49)	24% (63)	27% (71)	22% (57)	9% (24)	264
Millennials: 1981-1996	23% (131)	27% (151)	22% (127)	18% (106)	10% (56)	571
GenXers: 1965-1980	14% (77)	26% (146)	22% (123)	27% (152)	11% (63)	561
Baby Boomers: 1946-1964	8% (55)	21% (150)	23% (161)	39% (277)	10% (69)	712
PID: Dem (no lean)	16% (124)	26% (204)	27% (213)	22% (175)	9% (74)	789
PID: Ind (no lean)	13% (92)	23% (158)	20% (134)	30% (203)	14% (95)	682
PID: Rep (no lean)	14% (103)	22% (159)	22% (157)	35% (252)	8% (58)	729
PID/Gender: Dem Men	19% (72)	28% (106)	26% (96)	18% (68)	9% (33)	374
PID/Gender: Dem Women	12% (52)	24% (98)	28% (116)	26% (107)	10% (41)	415
PID/Gender: Ind Men	14% (48)	28% (95)	20% (68)	24% (82)	13% (42)	335
PID/Gender: Ind Women	13% (44)	18% (63)	19% (66)	35% (121)	15% (53)	348
PID/Gender: Rep Men	17% (59)	25% (89)	21% (74)	29% (101)	9% (30)	353
PID/Gender: Rep Women	12% (44)	19% (70)	22% (83)	40% (151)	7% (28)	376
Ideo: Liberal (1-3)	16% (103)	29% (186)	26% (167)	23% (146)	7% (42)	643
Ideo: Moderate (4)	14% (88)	26% (158)	25% (152)	25% (154)	10% (63)	614
Ideo: Conservative (5-7)	13% (99)	19% (144)	21% (160)	37% (279)	9% (67)	750
Educ: < College	15% (226)	21% (325)	22% (337)	30% (451)	11% (173)	1512
Educ: Bachelors degree	13% (57)	29% (131)	23% (100)	26% (117)	9% (38)	444
Educ: Post-grad	14% (35)	27% (66)	27% (67)	25% (61)	7% (16)	244

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Table CVA1_1: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?

A retail store

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	14%	(318)	24%	(522)	23%	(504)	29%	(629)	10%	(227)	2200
Income: Under 50k	15%	(187)	21%	(263)	22%	(278)	29%	(361)	13%	(158)	1248
Income: 50k-100k	13%	(87)	26%	(170)	23%	(151)	30%	(197)	8%	(55)	661
Income: 100k+	15%	(43)	30%	(89)	26%	(74)	24%	(70)	5%	(15)	292
Ethnicity: White	14%	(233)	23%	(403)	23%	(398)	30%	(523)	10%	(164)	1722
Ethnicity: Hispanic	24%	(83)	26%	(91)	25%	(87)	18%	(62)	7%	(26)	349
Ethnicity: Afr. Am.	13%	(37)	25%	(69)	20%	(56)	24%	(65)	17%	(48)	274
Ethnicity: Other	24%	(48)	24%	(50)	24%	(50)	20%	(40)	8%	(16)	204
All Christian	14%	(152)	26%	(277)	22%	(238)	30%	(321)	9%	(96)	1085
All Non-Christian	17%	(17)	22%	(21)	22%	(21)	28%	(27)	10%	(10)	96
Atheist	10%	(12)	24%	(30)	26%	(32)	31%	(38)	9%	(10)	121
Agnostic/Nothing in particular	19%	(100)	24%	(121)	23%	(118)	21%	(110)	13%	(65)	515
Something Else	10%	(38)	19%	(73)	25%	(95)	35%	(133)	12%	(45)	383
Religious Non-Protestant/Catholic	21%	(27)	20%	(26)	18%	(24)	30%	(38)	10%	(13)	128
Evangelical	15%	(95)	22%	(138)	23%	(147)	31%	(196)	10%	(61)	636
Non-Evangelical	10%	(82)	26%	(202)	23%	(180)	31%	(243)	9%	(73)	780
Community: Urban	21%	(125)	26%	(160)	21%	(125)	23%	(141)	9%	(56)	606
Community: Suburban	11%	(111)	24%	(243)	25%	(255)	28%	(282)	11%	(111)	1002
Community: Rural	14%	(82)	20%	(119)	21%	(124)	35%	(206)	10%	(61)	592
Employ: Private Sector	16%	(119)	29%	(208)	23%	(168)	25%	(185)	7%	(48)	727
Employ: Government	18%	(26)	26%	(37)	24%	(34)	21%	(31)	12%	(17)	145
Employ: Self-Employed	12%	(21)	24%	(41)	20%	(34)	30%	(50)	13%	(23)	168
Employ: Homemaker	11%	(15)	25%	(32)	20%	(25)	35%	(45)	9%	(12)	129
Employ: Retired	9%	(43)	18%	(90)	23%	(112)	38%	(189)	12%	(60)	495
Employ: Unemployed	15%	(39)	22%	(57)	25%	(64)	25%	(65)	14%	(35)	261
Employ: Other	20%	(25)	15%	(19)	22%	(27)	26%	(32)	17%	(21)	124
Military HH: Yes	14%	(51)	21%	(77)	24%	(88)	34%	(129)	8%	(29)	374
Military HH: No	15%	(267)	24%	(445)	23%	(415)	27%	(500)	11%	(198)	1826
RD/WT: Right Direction	17%	(110)	24%	(157)	18%	(118)	31%	(206)	11%	(72)	663
RD/WT: Wrong Track	14%	(208)	24%	(365)	25%	(386)	28%	(423)	10%	(155)	1537

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Table CVA1_1: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, instead of speaking to a human employee when visiting the following places?
A retail store

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don’t know / No opinion		Total N
Adults	14%	(318)	24%	(522)	23%	(504)	29%	(629)	10%	(227)	2200
Trump Job Approve	14%	(134)	22%	(207)	19%	(181)	34%	(318)	10%	(90)	930
Trump Job Disapprove	14%	(169)	25%	(299)	26%	(313)	25%	(295)	9%	(112)	1188
Trump Job Strongly Approve	17%	(88)	20%	(105)	17%	(87)	36%	(189)	10%	(53)	522
Trump Job Somewhat Approve	11%	(46)	25%	(102)	23%	(94)	32%	(129)	9%	(37)	408
Trump Job Somewhat Disapprove	12%	(29)	23%	(55)	29%	(68)	29%	(69)	6%	(14)	235
Trump Job Strongly Disapprove	15%	(140)	26%	(244)	26%	(245)	24%	(226)	10%	(98)	953
Favorable of Trump	14%	(132)	22%	(200)	21%	(189)	35%	(318)	9%	(78)	917
Unfavorable of Trump	14%	(166)	26%	(302)	26%	(307)	25%	(290)	9%	(108)	1174
Very Favorable of Trump	17%	(94)	19%	(105)	17%	(93)	38%	(207)	9%	(49)	549
Somewhat Favorable of Trump	10%	(38)	26%	(95)	26%	(95)	30%	(110)	8%	(29)	367
Somewhat Unfavorable of Trump	12%	(24)	25%	(51)	27%	(54)	28%	(57)	8%	(16)	202
Very Unfavorable of Trump	15%	(143)	26%	(251)	26%	(253)	24%	(233)	9%	(92)	971
#1 Issue: Economy	16%	(112)	27%	(198)	22%	(163)	26%	(188)	9%	(63)	724
#1 Issue: Security	14%	(45)	21%	(65)	18%	(56)	39%	(124)	8%	(24)	314
#1 Issue: Health Care	15%	(57)	25%	(92)	27%	(100)	24%	(89)	9%	(35)	373
#1 Issue: Medicare / Social Security	9%	(27)	21%	(65)	21%	(65)	36%	(112)	14%	(43)	312
#1 Issue: Women’s Issues	15%	(17)	30%	(35)	23%	(27)	20%	(23)	12%	(14)	116
#1 Issue: Education	19%	(25)	17%	(22)	25%	(33)	29%	(38)	9%	(12)	130
#1 Issue: Energy	22%	(17)	21%	(16)	24%	(19)	21%	(16)	11%	(9)	77
#1 Issue: Other	11%	(17)	18%	(28)	27%	(42)	26%	(39)	18%	(28)	154
2018 House Vote: Democrat	15%	(119)	27%	(210)	26%	(198)	24%	(184)	9%	(67)	777
2018 House Vote: Republican	13%	(93)	19%	(132)	21%	(149)	37%	(261)	9%	(62)	697
2018 House Vote: Someone else	8%	(7)	20%	(18)	22%	(20)	37%	(33)	12%	(11)	89
2016 Vote: Hillary Clinton	14%	(102)	26%	(187)	26%	(186)	24%	(167)	9%	(65)	707
2016 Vote: Donald Trump	14%	(109)	21%	(161)	19%	(141)	37%	(277)	9%	(65)	752
2016 Vote: Other	12%	(17)	22%	(32)	27%	(40)	33%	(48)	7%	(10)	148
2016 Vote: Didn’t Vote	15%	(90)	24%	(142)	23%	(136)	23%	(136)	15%	(87)	591
Voted in 2014: Yes	15%	(199)	24%	(318)	22%	(298)	31%	(417)	9%	(119)	1351
Voted in 2014: No	14%	(119)	24%	(204)	24%	(205)	25%	(212)	13%	(109)	849

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Table CVA1_1: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, instead of speaking to a human employee when visiting the following places?
 A retail store

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don’t know / No opinion	Total N	
Adults	14%	(318)	24%	(522)	23%	(504)	29%	(629)	10%	(227)	2200
2012 Vote: Barack Obama	15%	(126)	26%	(220)	23%	(193)	27%	(223)	8%	(70)	832
2012 Vote: Mitt Romney	14%	(73)	20%	(107)	22%	(117)	36%	(191)	9%	(46)	535
2012 Vote: Other	4%	(3)	13%	(10)	18%	(15)	48%	(39)	18%	(15)	83
2012 Vote: Didn’t Vote	16%	(116)	25%	(183)	24%	(178)	23%	(172)	13%	(96)	746
4-Region: Northeast	14%	(57)	24%	(93)	22%	(85)	29%	(115)	11%	(44)	394
4-Region: Midwest	14%	(66)	23%	(105)	22%	(100)	31%	(143)	11%	(49)	462
4-Region: South	13%	(104)	22%	(185)	24%	(195)	31%	(253)	11%	(88)	824
4-Region: West	18%	(92)	27%	(138)	24%	(124)	23%	(119)	9%	(46)	520

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

Table CVA1_2: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?
A sit-down restaurant

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	14%	(311)	19%	(427)	20%	(449)	36%	(784)	10%	(229)	2200
Gender: Male	16%	(174)	21%	(224)	20%	(211)	32%	(338)	11%	(115)	1062
Gender: Female	12%	(138)	18%	(202)	21%	(238)	39%	(445)	10%	(115)	1138
Age: 18-34	21%	(135)	22%	(141)	21%	(135)	29%	(189)	8%	(56)	655
Age: 35-44	20%	(71)	19%	(67)	21%	(74)	29%	(104)	11%	(41)	358
Age: 45-64	10%	(77)	20%	(152)	19%	(146)	39%	(292)	11%	(84)	751
Age: 65+	7%	(29)	15%	(66)	22%	(95)	45%	(198)	11%	(49)	436
GenZers: 1997-2012	18%	(47)	19%	(51)	23%	(61)	28%	(75)	11%	(30)	264
Millennials: 1981-1996	23%	(129)	21%	(120)	21%	(122)	28%	(157)	7%	(42)	571
GenXers: 1965-1980	13%	(75)	22%	(122)	17%	(93)	36%	(202)	12%	(69)	561
Baby Boomers: 1946-1964	7%	(53)	17%	(121)	22%	(154)	43%	(307)	11%	(77)	712
PID: Dem (no lean)	14%	(111)	20%	(161)	24%	(190)	32%	(249)	10%	(78)	789
PID: Ind (no lean)	13%	(89)	19%	(131)	18%	(120)	38%	(257)	13%	(86)	682
PID: Rep (no lean)	15%	(112)	19%	(135)	19%	(138)	38%	(277)	9%	(65)	729
PID/Gender: Dem Men	18%	(67)	22%	(82)	22%	(82)	29%	(109)	9%	(34)	374
PID/Gender: Dem Women	11%	(44)	19%	(78)	26%	(108)	34%	(140)	11%	(45)	415
PID/Gender: Ind Men	12%	(40)	22%	(74)	19%	(64)	34%	(113)	13%	(43)	335
PID/Gender: Ind Women	14%	(48)	16%	(56)	16%	(57)	41%	(144)	12%	(42)	348
PID/Gender: Rep Men	19%	(66)	19%	(68)	19%	(65)	33%	(116)	11%	(38)	353
PID/Gender: Rep Women	12%	(46)	18%	(68)	19%	(73)	43%	(162)	7%	(28)	376
Ideo: Liberal (1-3)	16%	(102)	20%	(131)	24%	(154)	33%	(210)	7%	(46)	643
Ideo: Moderate (4)	14%	(86)	22%	(135)	22%	(137)	31%	(189)	11%	(67)	614
Ideo: Conservative (5-7)	12%	(91)	17%	(128)	19%	(141)	43%	(324)	9%	(65)	750
Educ: < College	14%	(215)	19%	(284)	18%	(278)	37%	(558)	12%	(177)	1512
Educ: Bachelors degree	15%	(65)	18%	(81)	25%	(112)	33%	(148)	9%	(38)	444
Educ: Post-grad	13%	(32)	25%	(62)	24%	(59)	32%	(77)	6%	(15)	244
Income: Under 50k	14%	(171)	19%	(232)	19%	(232)	36%	(455)	13%	(157)	1248
Income: 50k-100k	14%	(92)	19%	(128)	22%	(143)	36%	(239)	9%	(58)	661
Income: 100k+	17%	(48)	23%	(66)	25%	(73)	31%	(89)	5%	(15)	292
Ethnicity: White	14%	(234)	19%	(334)	21%	(354)	37%	(639)	9%	(160)	1722

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Table CVA1_2: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?

A sit-down restaurant

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	14%	(311)	19%	(427)	20%	(449)	36%	(784)	10%	(229)	2200
Ethnicity: Hispanic	23%	(80)	23%	(80)	20%	(71)	23%	(82)	10%	(36)	349
Ethnicity: Afr. Am.	13%	(36)	19%	(51)	17%	(45)	36%	(98)	16%	(43)	274
Ethnicity: Other	20%	(41)	20%	(41)	24%	(49)	23%	(47)	13%	(26)	204
All Christian	13%	(142)	21%	(223)	21%	(225)	36%	(393)	9%	(102)	1085
All Non-Christian	19%	(19)	15%	(14)	20%	(19)	37%	(35)	9%	(8)	96
Atheist	13%	(16)	14%	(17)	23%	(28)	40%	(48)	10%	(12)	121
Agnostic/Nothing in particular	19%	(96)	19%	(99)	21%	(110)	28%	(143)	13%	(68)	515
Something Else	10%	(39)	19%	(73)	18%	(67)	43%	(164)	10%	(39)	383
Religious Non-Protestant/Catholic	22%	(28)	14%	(18)	19%	(24)	36%	(46)	9%	(12)	128
Evangelical	14%	(88)	19%	(123)	19%	(118)	38%	(243)	10%	(65)	636
Non-Evangelical	10%	(81)	21%	(167)	21%	(166)	38%	(296)	9%	(70)	780
Community: Urban	20%	(119)	22%	(133)	18%	(106)	30%	(185)	11%	(64)	606
Community: Suburban	12%	(116)	19%	(187)	23%	(227)	37%	(367)	10%	(105)	1002
Community: Rural	13%	(77)	18%	(107)	19%	(115)	39%	(232)	10%	(61)	592
Employ: Private Sector	16%	(117)	23%	(169)	21%	(149)	33%	(239)	7%	(53)	727
Employ: Government	19%	(28)	18%	(27)	24%	(34)	27%	(39)	12%	(17)	145
Employ: Self-Employed	14%	(24)	22%	(38)	15%	(25)	36%	(61)	13%	(21)	168
Employ: Homemaker	11%	(14)	22%	(28)	18%	(24)	41%	(53)	8%	(10)	129
Employ: Retired	8%	(38)	15%	(75)	20%	(99)	44%	(218)	13%	(63)	495
Employ: Unemployed	16%	(42)	17%	(44)	19%	(50)	35%	(90)	13%	(34)	261
Employ: Other	19%	(23)	14%	(18)	14%	(17)	37%	(46)	16%	(20)	124
Military HH: Yes	12%	(45)	15%	(58)	22%	(82)	41%	(154)	10%	(36)	374
Military HH: No	15%	(266)	20%	(369)	20%	(367)	35%	(630)	11%	(193)	1826
RD/WT: Right Direction	16%	(106)	21%	(138)	16%	(106)	36%	(238)	11%	(76)	663
RD/WT: Wrong Track	13%	(205)	19%	(289)	22%	(343)	35%	(546)	10%	(154)	1537
Trump Job Approve	14%	(128)	20%	(186)	16%	(150)	40%	(369)	11%	(98)	930
Trump Job Disapprove	14%	(172)	19%	(223)	25%	(292)	33%	(396)	9%	(105)	1188

Continued on next page

Table CVA1_2: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?
A sit-down restaurant

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	14%	(311)	19%	(427)	20%	(449)	36%	(784)	10%	(229)	2200
Trump Job Strongly Approve	16%	(85)	18%	(93)	14%	(73)	41%	(216)	11%	(56)	522
Trump Job Somewhat Approve	11%	(43)	23%	(93)	19%	(76)	38%	(154)	10%	(42)	408
Trump Job Somewhat Disapprove	13%	(31)	20%	(48)	26%	(62)	34%	(79)	6%	(15)	235
Trump Job Strongly Disapprove	15%	(141)	18%	(175)	24%	(231)	33%	(317)	9%	(90)	953
Favorable of Trump	14%	(130)	19%	(175)	17%	(156)	41%	(376)	9%	(80)	917
Unfavorable of Trump	13%	(158)	20%	(235)	24%	(277)	33%	(392)	9%	(110)	1174
Very Favorable of Trump	16%	(89)	18%	(98)	14%	(78)	42%	(229)	10%	(55)	549
Somewhat Favorable of Trump	11%	(41)	21%	(77)	21%	(78)	40%	(147)	7%	(25)	367
Somewhat Unfavorable of Trump	10%	(21)	22%	(44)	25%	(50)	31%	(62)	12%	(24)	202
Very Unfavorable of Trump	14%	(137)	20%	(191)	23%	(227)	34%	(330)	9%	(86)	971
#1 Issue: Economy	16%	(114)	22%	(162)	19%	(138)	34%	(243)	9%	(67)	724
#1 Issue: Security	16%	(51)	17%	(52)	13%	(40)	47%	(147)	8%	(24)	314
#1 Issue: Health Care	14%	(50)	21%	(79)	23%	(85)	32%	(120)	10%	(38)	373
#1 Issue: Medicare / Social Security	9%	(29)	16%	(50)	21%	(65)	39%	(123)	14%	(45)	312
#1 Issue: Women's Issues	14%	(16)	24%	(28)	24%	(27)	30%	(34)	9%	(10)	116
#1 Issue: Education	12%	(16)	17%	(22)	28%	(37)	36%	(47)	6%	(8)	130
#1 Issue: Energy	23%	(17)	17%	(13)	23%	(18)	27%	(21)	10%	(8)	77
#1 Issue: Other	11%	(17)	14%	(21)	25%	(39)	31%	(48)	19%	(29)	154
2018 House Vote: Democrat	14%	(110)	19%	(150)	25%	(194)	32%	(250)	9%	(74)	777
2018 House Vote: Republican	13%	(91)	17%	(120)	17%	(122)	42%	(295)	10%	(69)	697
2018 House Vote: Someone else	7%	(6)	17%	(15)	15%	(14)	47%	(42)	13%	(12)	89
2016 Vote: Hillary Clinton	14%	(99)	19%	(133)	25%	(175)	33%	(233)	10%	(67)	707
2016 Vote: Donald Trump	14%	(106)	17%	(128)	18%	(135)	42%	(313)	9%	(71)	752
2016 Vote: Other	12%	(17)	16%	(24)	23%	(35)	39%	(58)	9%	(14)	148
2016 Vote: Didn't Vote	15%	(89)	24%	(141)	18%	(104)	30%	(179)	13%	(77)	591
Voted in 2014: Yes	15%	(200)	17%	(234)	21%	(278)	38%	(508)	10%	(131)	1351
Voted in 2014: No	13%	(112)	23%	(193)	20%	(171)	32%	(275)	12%	(99)	849

Continued on next page

Table CVA1_2: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, instead of speaking to a human employee when visiting the following places?
 A sit-down restaurant

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don’t know / No opinion		Total N
Adults	14%	(311)	19%	(427)	20%	(449)	36%	(784)	10%	(229)	2200
2012 Vote: Barack Obama	15%	(125)	18%	(147)	23%	(192)	35%	(288)	10%	(81)	832
2012 Vote: Mitt Romney	14%	(76)	17%	(92)	18%	(98)	41%	(220)	9%	(50)	535
2012 Vote: Other	4%	(3)	12%	(10)	13%	(11)	53%	(44)	17%	(14)	83
2012 Vote: Didn’t Vote	14%	(107)	24%	(178)	20%	(148)	31%	(229)	11%	(84)	746
4-Region: Northeast	13%	(51)	19%	(76)	21%	(82)	34%	(133)	13%	(51)	394
4-Region: Midwest	13%	(60)	20%	(93)	20%	(91)	37%	(170)	11%	(49)	462
4-Region: South	14%	(116)	16%	(132)	21%	(177)	39%	(320)	10%	(79)	824
4-Region: West	16%	(84)	24%	(125)	19%	(99)	31%	(161)	10%	(51)	520

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

Table CVA1_3: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?
A fast-food restaurant

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	17% (383)	27% (594)	19% (422)	27% (594)	9% (207)	2200
Gender: Male	21% (220)	28% (297)	18% (194)	24% (254)	9% (97)	1062
Gender: Female	14% (163)	26% (297)	20% (228)	30% (341)	10% (110)	1138
Age: 18-34	25% (165)	30% (194)	18% (121)	20% (133)	6% (42)	655
Age: 35-44	23% (82)	30% (107)	16% (59)	20% (73)	11% (38)	358
Age: 45-64	13% (100)	25% (187)	20% (151)	31% (230)	11% (83)	751
Age: 65+	8% (36)	24% (107)	21% (91)	36% (159)	10% (44)	436
GenZers: 1997-2012	25% (65)	27% (71)	19% (50)	23% (60)	7% (18)	264
Millennials: 1981-1996	25% (143)	31% (178)	18% (101)	18% (105)	8% (43)	571
GenXers: 1965-1980	17% (98)	27% (150)	18% (101)	26% (149)	11% (63)	561
Baby Boomers: 1946-1964	9% (68)	25% (180)	20% (144)	35% (250)	10% (71)	712
PID: Dem (no lean)	18% (143)	31% (244)	20% (157)	22% (176)	9% (69)	789
PID: Ind (no lean)	18% (123)	24% (163)	17% (114)	29% (201)	12% (81)	682
PID: Rep (no lean)	16% (116)	26% (188)	21% (151)	30% (217)	8% (56)	729
PID/Gender: Dem Men	22% (83)	31% (117)	18% (68)	20% (75)	8% (31)	374
PID/Gender: Dem Women	15% (60)	31% (127)	22% (89)	24% (101)	9% (38)	415
PID/Gender: Ind Men	20% (68)	27% (89)	16% (53)	26% (88)	11% (37)	335
PID/Gender: Ind Women	16% (55)	21% (74)	17% (61)	33% (113)	13% (44)	348
PID/Gender: Rep Men	20% (69)	26% (91)	21% (73)	26% (90)	8% (29)	353
PID/Gender: Rep Women	12% (47)	26% (96)	21% (78)	34% (127)	7% (28)	376
Ideo: Liberal (1-3)	20% (130)	32% (204)	20% (131)	22% (140)	6% (38)	643
Ideo: Moderate (4)	17% (105)	27% (166)	20% (124)	26% (161)	10% (59)	614
Ideo: Conservative (5-7)	15% (112)	24% (179)	20% (147)	33% (249)	8% (63)	750
Educ: < College	17% (258)	25% (379)	18% (277)	29% (439)	11% (159)	1512
Educ: Bachelors degree	17% (78)	32% (141)	20% (91)	22% (99)	8% (35)	444
Educ: Post-grad	19% (47)	31% (74)	22% (54)	23% (56)	5% (12)	244
Income: Under 50k	17% (215)	25% (309)	18% (225)	28% (352)	12% (147)	1248
Income: 50k-100k	17% (111)	28% (184)	20% (132)	28% (184)	7% (49)	661
Income: 100k+	19% (56)	35% (102)	22% (64)	20% (58)	4% (11)	292
Ethnicity: White	17% (298)	27% (464)	19% (333)	28% (481)	8% (146)	1722

Continued on next page

Table CVA1_3: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?
 A fast-food restaurant

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	17%	(383)	27%	(594)	19%	(422)	27%	(594)	9%	(207)	2200
Ethnicity: Hispanic	25%	(88)	29%	(103)	20%	(70)	18%	(63)	7%	(25)	349
Ethnicity: Afr. Am.	16%	(43)	22%	(61)	17%	(47)	28%	(76)	17%	(47)	274
Ethnicity: Other	21%	(42)	34%	(70)	21%	(42)	18%	(37)	7%	(13)	204
All Christian	16%	(172)	28%	(306)	20%	(215)	28%	(303)	8%	(88)	1085
All Non-Christian	21%	(20)	30%	(28)	12%	(11)	29%	(27)	9%	(9)	96
Atheist	17%	(20)	25%	(30)	23%	(28)	27%	(33)	8%	(10)	121
Agnostic/Nothing in particular	22%	(112)	28%	(145)	18%	(91)	20%	(104)	12%	(62)	515
Something Else	15%	(57)	22%	(85)	20%	(76)	33%	(127)	10%	(39)	383
Religious Non-Protestant/Catholic	24%	(30)	27%	(34)	11%	(14)	30%	(38)	9%	(12)	128
Evangelical	17%	(107)	25%	(160)	19%	(122)	30%	(190)	9%	(57)	636
Non-Evangelical	14%	(109)	28%	(218)	21%	(161)	29%	(227)	8%	(65)	780
Community: Urban	23%	(140)	30%	(179)	16%	(98)	24%	(143)	8%	(46)	606
Community: Suburban	14%	(144)	27%	(267)	23%	(227)	27%	(266)	10%	(98)	1002
Community: Rural	17%	(98)	25%	(148)	16%	(97)	31%	(186)	11%	(62)	592
Employ: Private Sector	19%	(140)	33%	(237)	17%	(122)	25%	(185)	6%	(43)	727
Employ: Government	24%	(34)	30%	(44)	23%	(33)	14%	(21)	9%	(13)	145
Employ: Self-Employed	19%	(32)	24%	(41)	18%	(29)	27%	(45)	13%	(21)	168
Employ: Homemaker	13%	(17)	24%	(30)	23%	(29)	31%	(40)	9%	(12)	129
Employ: Retired	10%	(48)	23%	(115)	19%	(95)	36%	(177)	12%	(60)	495
Employ: Unemployed	17%	(46)	22%	(56)	23%	(59)	27%	(71)	11%	(29)	261
Employ: Other	24%	(30)	19%	(23)	19%	(23)	23%	(29)	15%	(19)	124
Military HH: Yes	14%	(53)	23%	(85)	25%	(93)	29%	(110)	9%	(33)	374
Military HH: No	18%	(329)	28%	(509)	18%	(329)	27%	(484)	10%	(174)	1826
RD/WT: Right Direction	21%	(138)	22%	(149)	18%	(119)	29%	(190)	10%	(68)	663
RD/WT: Wrong Track	16%	(245)	29%	(446)	20%	(303)	26%	(404)	9%	(139)	1537
Trump Job Approve	16%	(146)	25%	(233)	18%	(170)	32%	(295)	9%	(86)	930
Trump Job Disapprove	19%	(224)	29%	(342)	20%	(242)	24%	(280)	8%	(98)	1188

Continued on next page

Table CVA1_3: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, instead of speaking to a human employee when visiting the following places?
A fast-food restaurant

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don’t know / No opinion		Total N
Adults	17%	(383)	27%	(594)	19%	(422)	27%	(594)	9%	(207)	2200
Trump Job Strongly Approve	17%	(89)	23%	(122)	16%	(83)	34%	(178)	10%	(50)	522
Trump Job Somewhat Approve	14%	(57)	27%	(111)	21%	(87)	29%	(117)	9%	(36)	408
Trump Job Somewhat Disapprove	19%	(43)	29%	(69)	21%	(49)	26%	(61)	5%	(12)	235
Trump Job Strongly Disapprove	19%	(181)	29%	(274)	20%	(193)	23%	(219)	9%	(87)	953
Favorable of Trump	16%	(146)	25%	(229)	19%	(178)	32%	(291)	8%	(72)	917
Unfavorable of Trump	18%	(208)	30%	(347)	20%	(233)	25%	(289)	8%	(97)	1174
Very Favorable of Trump	18%	(96)	23%	(124)	16%	(90)	35%	(192)	9%	(48)	549
Somewhat Favorable of Trump	13%	(49)	29%	(105)	24%	(89)	27%	(100)	7%	(25)	367
Somewhat Unfavorable of Trump	14%	(29)	28%	(58)	24%	(48)	26%	(53)	8%	(15)	202
Very Unfavorable of Trump	19%	(180)	30%	(289)	19%	(185)	24%	(236)	8%	(81)	971
#1 Issue: Economy	19%	(136)	30%	(214)	19%	(139)	24%	(176)	8%	(59)	724
#1 Issue: Security	21%	(66)	21%	(65)	18%	(57)	34%	(108)	6%	(18)	314
#1 Issue: Health Care	17%	(64)	30%	(112)	21%	(80)	22%	(82)	9%	(35)	373
#1 Issue: Medicare / Social Security	9%	(27)	25%	(79)	17%	(53)	36%	(111)	14%	(42)	312
#1 Issue: Women’s Issues	15%	(18)	36%	(41)	19%	(22)	23%	(26)	7%	(8)	116
#1 Issue: Education	16%	(21)	28%	(36)	18%	(23)	30%	(39)	8%	(11)	130
#1 Issue: Energy	32%	(24)	25%	(19)	21%	(16)	17%	(13)	6%	(5)	77
#1 Issue: Other	17%	(27)	18%	(27)	21%	(32)	26%	(40)	19%	(29)	154
2018 House Vote: Democrat	19%	(151)	29%	(228)	19%	(151)	24%	(184)	8%	(63)	777
2018 House Vote: Republican	14%	(98)	25%	(173)	19%	(131)	34%	(234)	9%	(60)	697
2018 House Vote: Someone else	9%	(8)	20%	(18)	20%	(18)	38%	(33)	12%	(11)	89
2016 Vote: Hillary Clinton	18%	(129)	30%	(213)	19%	(138)	23%	(166)	9%	(62)	707
2016 Vote: Donald Trump	15%	(113)	24%	(181)	19%	(142)	34%	(255)	8%	(61)	752
2016 Vote: Other	13%	(20)	27%	(40)	24%	(35)	28%	(41)	8%	(12)	148
2016 Vote: Didn’t Vote	20%	(120)	27%	(160)	18%	(106)	22%	(132)	12%	(72)	591
Voted in 2014: Yes	17%	(227)	27%	(369)	18%	(250)	29%	(393)	8%	(113)	1351
Voted in 2014: No	18%	(156)	27%	(225)	20%	(172)	24%	(202)	11%	(94)	849

Continued on next page

Table CVA1_3: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, instead of speaking to a human employee when visiting the following places?
 A fast-food restaurant

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don’t know / No opinion	Total N	
Adults	17%	(383)	27%	(594)	19%	(422)	27%	(594)	9%	(207)	2200
2012 Vote: Barack Obama	18%	(152)	28%	(237)	20%	(166)	26%	(213)	8%	(65)	832
2012 Vote: Mitt Romney	15%	(82)	25%	(132)	20%	(105)	32%	(170)	9%	(46)	535
2012 Vote: Other	7%	(6)	20%	(16)	11%	(9)	44%	(36)	18%	(15)	83
2012 Vote: Didn’t Vote	19%	(143)	28%	(208)	19%	(141)	23%	(173)	11%	(81)	746
4-Region: Northeast	17%	(65)	27%	(105)	20%	(79)	25%	(98)	12%	(46)	394
4-Region: Midwest	17%	(79)	26%	(121)	17%	(78)	30%	(141)	9%	(44)	462
4-Region: South	17%	(137)	24%	(198)	19%	(157)	30%	(251)	10%	(81)	824
4-Region: West	20%	(102)	33%	(170)	21%	(107)	20%	(105)	7%	(36)	520

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

Table CVA1_4: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?
A hotel

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	13%	(284)	21%	(471)	22%	(486)	32%	(705)	12%	(254)	2200
Gender: Male	16%	(167)	24%	(250)	22%	(233)	28%	(293)	11%	(119)	1062
Gender: Female	10%	(117)	19%	(220)	22%	(252)	36%	(412)	12%	(136)	1138
Age: 18-34	17%	(114)	26%	(172)	22%	(146)	24%	(159)	10%	(65)	655
Age: 35-44	20%	(71)	20%	(72)	20%	(72)	27%	(96)	13%	(46)	358
Age: 45-64	10%	(76)	21%	(160)	22%	(166)	35%	(261)	12%	(88)	751
Age: 65+	5%	(24)	15%	(66)	23%	(101)	44%	(190)	13%	(55)	436
GenZers: 1997-2012	18%	(48)	23%	(61)	22%	(58)	23%	(62)	13%	(35)	264
Millennials: 1981-1996	19%	(106)	26%	(147)	23%	(130)	24%	(137)	9%	(51)	571
GenXers: 1965-1980	14%	(80)	22%	(122)	19%	(108)	32%	(178)	13%	(74)	561
Baby Boomers: 1946-1964	6%	(44)	18%	(129)	24%	(169)	40%	(287)	12%	(83)	712
PID: Dem (no lean)	14%	(110)	22%	(171)	25%	(199)	29%	(229)	10%	(81)	789
PID: Ind (no lean)	13%	(86)	22%	(150)	18%	(123)	33%	(228)	14%	(95)	682
PID: Rep (no lean)	12%	(89)	21%	(150)	22%	(164)	34%	(248)	11%	(78)	729
PID/Gender: Dem Men	18%	(67)	23%	(88)	24%	(88)	26%	(96)	10%	(36)	374
PID/Gender: Dem Women	10%	(43)	20%	(83)	27%	(111)	32%	(134)	11%	(45)	415
PID/Gender: Ind Men	15%	(50)	24%	(82)	18%	(60)	30%	(101)	12%	(42)	335
PID/Gender: Ind Women	10%	(35)	20%	(69)	18%	(63)	37%	(127)	15%	(54)	348
PID/Gender: Rep Men	14%	(50)	23%	(81)	24%	(85)	27%	(96)	12%	(41)	353
PID/Gender: Rep Women	10%	(39)	18%	(69)	21%	(79)	40%	(152)	10%	(37)	376
Ideo: Liberal (1-3)	14%	(89)	26%	(168)	23%	(150)	30%	(191)	7%	(46)	643
Ideo: Moderate (4)	14%	(83)	22%	(138)	23%	(140)	30%	(182)	12%	(72)	614
Ideo: Conservative (5-7)	11%	(83)	18%	(136)	22%	(162)	39%	(292)	10%	(78)	750
Educ: < College	13%	(192)	20%	(304)	21%	(317)	33%	(501)	13%	(198)	1512
Educ: Bachelors degree	13%	(56)	24%	(107)	25%	(111)	29%	(129)	9%	(40)	444
Educ: Post-grad	15%	(36)	25%	(60)	23%	(57)	30%	(74)	7%	(17)	244
Income: Under 50k	13%	(162)	21%	(259)	20%	(248)	32%	(398)	14%	(181)	1248
Income: 50k-100k	12%	(78)	20%	(134)	25%	(162)	35%	(228)	9%	(60)	661
Income: 100k+	15%	(45)	27%	(78)	26%	(75)	27%	(79)	5%	(14)	292
Ethnicity: White	12%	(212)	20%	(350)	23%	(392)	34%	(581)	11%	(187)	1722

Continued on next page

Table CVA1_4: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?
A hotel

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	13%	(284)	21%	(471)	22%	(486)	32%	(705)	12%	(254)	2200
Ethnicity: Hispanic	18%	(62)	27%	(94)	23%	(81)	24%	(83)	9%	(30)	349
Ethnicity: Afr. Am.	13%	(37)	23%	(62)	18%	(48)	29%	(80)	17%	(47)	274
Ethnicity: Other	17%	(35)	29%	(59)	22%	(45)	21%	(44)	10%	(21)	204
All Christian	11%	(123)	21%	(230)	23%	(246)	35%	(377)	10%	(109)	1085
All Non-Christian	17%	(16)	24%	(23)	17%	(17)	32%	(31)	9%	(9)	96
Atheist	10%	(13)	27%	(33)	27%	(32)	25%	(31)	11%	(13)	121
Agnostic/Nothing in particular	18%	(93)	22%	(112)	22%	(114)	25%	(126)	14%	(70)	515
Something Else	10%	(40)	19%	(74)	20%	(77)	37%	(140)	14%	(53)	383
Religious Non-Protestant/Catholic	19%	(25)	22%	(28)	16%	(21)	35%	(44)	8%	(10)	128
Evangelical	13%	(81)	19%	(118)	21%	(134)	35%	(221)	13%	(82)	636
Non-Evangelical	9%	(69)	23%	(178)	23%	(181)	35%	(275)	10%	(77)	780
Community: Urban	17%	(105)	23%	(138)	22%	(136)	27%	(162)	11%	(65)	606
Community: Suburban	11%	(111)	21%	(209)	23%	(227)	34%	(337)	12%	(118)	1002
Community: Rural	12%	(68)	21%	(123)	21%	(122)	35%	(206)	12%	(72)	592
Employ: Private Sector	15%	(109)	26%	(190)	20%	(145)	32%	(229)	7%	(54)	727
Employ: Government	15%	(21)	18%	(26)	33%	(48)	24%	(34)	10%	(15)	145
Employ: Self-Employed	11%	(18)	24%	(40)	20%	(34)	30%	(51)	15%	(24)	168
Employ: Homemaker	11%	(14)	18%	(23)	21%	(28)	39%	(50)	11%	(15)	129
Employ: Retired	8%	(38)	15%	(76)	22%	(107)	42%	(207)	14%	(67)	495
Employ: Unemployed	15%	(38)	17%	(46)	24%	(62)	29%	(75)	15%	(40)	261
Employ: Other	15%	(19)	20%	(25)	24%	(30)	23%	(28)	18%	(22)	124
Military HH: Yes	12%	(43)	17%	(65)	26%	(99)	34%	(128)	11%	(40)	374
Military HH: No	13%	(241)	22%	(406)	21%	(387)	32%	(578)	12%	(214)	1826
RD/WT: Right Direction	15%	(99)	20%	(130)	20%	(130)	33%	(218)	13%	(87)	663
RD/WT: Wrong Track	12%	(185)	22%	(341)	23%	(356)	32%	(488)	11%	(168)	1537
Trump Job Approve	12%	(114)	21%	(192)	18%	(171)	37%	(342)	12%	(110)	930
Trump Job Disapprove	14%	(161)	22%	(256)	26%	(305)	29%	(349)	10%	(117)	1188

Continued on next page

Table CVA1_4: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?
A hotel

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	13%	(284)	21%	(471)	22%	(486)	32%	(705)	12%	(254)	2200
Trump Job Strongly Approve	15%	(78)	19%	(101)	16%	(84)	37%	(192)	13%	(67)	522
Trump Job Somewhat Approve	9%	(36)	22%	(92)	21%	(88)	37%	(150)	11%	(43)	408
Trump Job Somewhat Disapprove	12%	(28)	16%	(37)	33%	(78)	32%	(76)	7%	(17)	235
Trump Job Strongly Disapprove	14%	(133)	23%	(219)	24%	(228)	29%	(273)	11%	(100)	953
Favorable of Trump	12%	(112)	21%	(189)	19%	(178)	37%	(341)	11%	(97)	917
Unfavorable of Trump	14%	(159)	22%	(256)	24%	(287)	30%	(355)	10%	(117)	1174
Very Favorable of Trump	15%	(81)	18%	(96)	18%	(97)	38%	(209)	12%	(66)	549
Somewhat Favorable of Trump	9%	(32)	25%	(93)	22%	(80)	36%	(132)	8%	(31)	367
Somewhat Unfavorable of Trump	12%	(24)	21%	(43)	27%	(55)	28%	(57)	11%	(22)	202
Very Unfavorable of Trump	14%	(135)	22%	(212)	24%	(233)	31%	(297)	10%	(94)	971
#1 Issue: Economy	15%	(107)	22%	(160)	21%	(155)	31%	(224)	11%	(79)	724
#1 Issue: Security	14%	(43)	20%	(62)	17%	(54)	41%	(129)	8%	(25)	314
#1 Issue: Health Care	13%	(50)	23%	(86)	26%	(96)	27%	(102)	10%	(39)	373
#1 Issue: Medicare / Social Security	8%	(24)	17%	(52)	24%	(75)	36%	(111)	16%	(50)	312
#1 Issue: Women's Issues	11%	(13)	32%	(37)	19%	(22)	28%	(33)	10%	(11)	116
#1 Issue: Education	12%	(15)	23%	(30)	23%	(30)	33%	(44)	9%	(12)	130
#1 Issue: Energy	21%	(16)	25%	(19)	23%	(18)	19%	(15)	12%	(9)	77
#1 Issue: Other	10%	(15)	17%	(26)	23%	(35)	31%	(48)	19%	(29)	154
2018 House Vote: Democrat	15%	(114)	22%	(168)	24%	(187)	31%	(238)	9%	(72)	777
2018 House Vote: Republican	10%	(71)	20%	(138)	21%	(145)	38%	(264)	12%	(80)	697
2018 House Vote: Someone else	5%	(4)	20%	(18)	15%	(13)	46%	(41)	14%	(12)	89
2016 Vote: Hillary Clinton	14%	(96)	22%	(156)	22%	(155)	33%	(231)	10%	(70)	707
2016 Vote: Donald Trump	12%	(93)	18%	(138)	21%	(157)	37%	(281)	11%	(83)	752
2016 Vote: Other	8%	(12)	21%	(32)	25%	(36)	39%	(58)	7%	(11)	148
2016 Vote: Didn't Vote	14%	(84)	25%	(145)	23%	(137)	23%	(136)	15%	(90)	591
Voted in 2014: Yes	13%	(172)	20%	(275)	21%	(284)	36%	(485)	10%	(135)	1351
Voted in 2014: No	13%	(112)	23%	(195)	24%	(202)	26%	(220)	14%	(119)	849

Continued on next page

Table CVA1_4: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?

A hotel

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	13%	(284)	21%	(471)	22%	(486)	32%	(705)	12%	(254)	2200
2012 Vote: Barack Obama	15%	(124)	21%	(172)	22%	(181)	34%	(279)	9%	(76)	832
2012 Vote: Mitt Romney	11%	(58)	19%	(100)	22%	(119)	38%	(202)	11%	(57)	535
2012 Vote: Other	3%	(3)	11%	(9)	18%	(15)	49%	(40)	19%	(15)	83
2012 Vote: Didn't Vote	13%	(99)	25%	(189)	23%	(171)	24%	(181)	14%	(106)	746
4-Region: Northeast	15%	(58)	19%	(73)	24%	(96)	28%	(112)	14%	(54)	394
4-Region: Midwest	13%	(62)	19%	(90)	21%	(97)	35%	(161)	11%	(52)	462
4-Region: South	11%	(91)	20%	(163)	21%	(177)	36%	(293)	12%	(101)	824
4-Region: West	14%	(73)	28%	(145)	22%	(116)	27%	(139)	9%	(47)	520

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

Table CVA1_5: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?
A bank

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	14% (299)	20% (447)	20% (433)	36% (800)	10% (221)	2200
Gender: Male	15% (159)	23% (241)	20% (214)	32% (342)	10% (107)	1062
Gender: Female	12% (140)	18% (206)	19% (219)	40% (459)	10% (114)	1138
Age: 18-34	21% (137)	22% (141)	21% (135)	28% (183)	9% (58)	655
Age: 35-44	17% (61)	25% (90)	17% (61)	30% (109)	10% (36)	358
Age: 45-64	10% (76)	19% (139)	20% (150)	40% (301)	11% (84)	751
Age: 65+	6% (24)	18% (76)	20% (86)	47% (207)	10% (43)	436
GenZers: 1997-2012	20% (53)	17% (44)	23% (60)	31% (81)	10% (26)	264
Millennials: 1981-1996	21% (119)	25% (140)	19% (111)	27% (152)	9% (49)	571
GenXers: 1965-1980	13% (72)	23% (128)	17% (94)	36% (203)	12% (65)	561
Baby Boomers: 1946-1964	7% (49)	17% (121)	21% (150)	45% (323)	10% (70)	712
PID: Dem (no lean)	15% (115)	21% (169)	24% (186)	31% (242)	10% (77)	789
PID: Ind (no lean)	12% (81)	21% (140)	16% (111)	39% (269)	12% (81)	682
PID: Rep (no lean)	14% (103)	19% (138)	19% (136)	40% (289)	9% (62)	729
PID/Gender: Dem Men	17% (64)	21% (77)	25% (92)	28% (106)	9% (35)	374
PID/Gender: Dem Women	12% (51)	22% (91)	23% (94)	33% (136)	10% (42)	415
PID/Gender: Ind Men	12% (40)	25% (85)	15% (51)	36% (122)	11% (38)	335
PID/Gender: Ind Women	12% (41)	16% (55)	17% (60)	42% (148)	13% (44)	348
PID/Gender: Rep Men	16% (55)	22% (78)	20% (71)	32% (114)	10% (35)	353
PID/Gender: Rep Women	13% (48)	16% (60)	17% (65)	47% (175)	7% (28)	376
Ideo: Liberal (1-3)	16% (101)	24% (157)	21% (136)	32% (206)	7% (44)	643
Ideo: Moderate (4)	12% (72)	23% (143)	20% (123)	35% (216)	10% (60)	614
Ideo: Conservative (5-7)	13% (96)	16% (117)	20% (147)	43% (325)	8% (63)	750
Educ: < College	14% (212)	19% (288)	18% (279)	37% (567)	11% (166)	1512
Educ: Bachelors degree	13% (59)	23% (102)	22% (96)	34% (149)	9% (38)	444
Educ: Post-grad	12% (28)	23% (57)	24% (58)	35% (85)	7% (16)	244
Income: Under 50k	14% (179)	19% (243)	17% (214)	37% (458)	12% (153)	1248
Income: 50k-100k	13% (83)	20% (132)	20% (135)	39% (256)	8% (54)	661
Income: 100k+	13% (37)	25% (72)	29% (84)	29% (86)	5% (13)	292
Ethnicity: White	13% (228)	19% (332)	21% (353)	38% (650)	9% (159)	1722

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Table CVA1_5: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?

A bank

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	14% (299)	20% (447)	20% (433)	36% (800)	10% (221)	2200
Ethnicity: Hispanic	23% (81)	22% (78)	19% (66)	26% (92)	9% (32)	349
Ethnicity: Afr. Am.	11% (31)	27% (73)	13% (36)	34% (93)	15% (41)	274
Ethnicity: Other	20% (41)	21% (42)	21% (43)	28% (57)	10% (21)	204
All Christian	14% (149)	20% (221)	20% (218)	37% (405)	8% (91)	1085
All Non-Christian	13% (12)	17% (16)	19% (18)	42% (41)	9% (9)	96
Atheist	12% (15)	21% (26)	17% (21)	38% (46)	11% (14)	121
Agnostic/Nothing in particular	16% (84)	20% (105)	21% (107)	31% (159)	12% (61)	515
Something Else	10% (40)	21% (80)	18% (69)	39% (149)	12% (45)	383
Religious Non-Protestant/Catholic	17% (22)	17% (22)	18% (23)	40% (51)	8% (10)	128
Evangelical	15% (96)	22% (137)	18% (112)	36% (229)	10% (62)	636
Non-Evangelical	10% (79)	20% (154)	21% (166)	40% (311)	9% (71)	780
Community: Urban	20% (123)	21% (129)	18% (112)	30% (179)	10% (63)	606
Community: Suburban	10% (103)	21% (211)	21% (214)	38% (378)	10% (95)	1002
Community: Rural	12% (74)	18% (107)	18% (106)	41% (243)	10% (62)	592
Employ: Private Sector	15% (107)	24% (172)	20% (146)	35% (255)	7% (48)	727
Employ: Government	18% (26)	23% (33)	14% (21)	36% (52)	9% (13)	145
Employ: Self-Employed	13% (22)	19% (32)	19% (31)	36% (61)	13% (21)	168
Employ: Homemaker	11% (14)	18% (23)	16% (21)	45% (58)	10% (13)	129
Employ: Retired	9% (43)	17% (84)	19% (93)	45% (222)	11% (53)	495
Employ: Unemployed	12% (32)	20% (52)	23% (59)	30% (77)	16% (41)	261
Employ: Other	20% (25)	19% (24)	15% (19)	30% (37)	15% (19)	124
Military HH: Yes	11% (41)	18% (67)	19% (72)	44% (166)	8% (29)	374
Military HH: No	14% (258)	21% (381)	20% (360)	35% (635)	10% (191)	1826
RD/WT: Right Direction	18% (121)	21% (143)	16% (103)	34% (224)	11% (72)	663
RD/WT: Wrong Track	12% (178)	20% (305)	21% (329)	38% (576)	10% (149)	1537
Trump Job Approve	14% (135)	18% (171)	17% (162)	40% (368)	10% (94)	930
Trump Job Disapprove	13% (150)	22% (264)	21% (255)	35% (417)	9% (101)	1188

Continued on next page

Table CVA1_5: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, instead of speaking to a human employee when visiting the following places?
A bank

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don’t know / No opinion	Total N
Adults	14% (299)	20% (447)	20% (433)	36% (800)	10% (221)	2200
Trump Job Strongly Approve	16% (81)	18% (92)	16% (83)	40% (211)	11% (56)	522
Trump Job Somewhat Approve	13% (54)	19% (79)	20% (80)	39% (158)	9% (38)	408
Trump Job Somewhat Disapprove	15% (36)	15% (36)	24% (56)	38% (90)	7% (17)	235
Trump Job Strongly Disapprove	12% (114)	24% (228)	21% (199)	34% (327)	9% (84)	953
Favorable of Trump	14% (133)	18% (168)	19% (173)	40% (364)	9% (79)	917
Unfavorable of Trump	12% (147)	22% (263)	21% (246)	35% (414)	9% (103)	1174
Very Favorable of Trump	17% (95)	16% (87)	16% (89)	41% (225)	10% (53)	549
Somewhat Favorable of Trump	10% (37)	22% (81)	23% (84)	38% (139)	7% (26)	367
Somewhat Unfavorable of Trump	15% (31)	18% (37)	21% (43)	33% (67)	12% (24)	202
Very Unfavorable of Trump	12% (115)	23% (226)	21% (203)	36% (347)	8% (80)	971
#1 Issue: Economy	15% (109)	22% (156)	20% (142)	35% (255)	9% (63)	724
#1 Issue: Security	13% (40)	18% (56)	17% (52)	45% (140)	8% (26)	314
#1 Issue: Health Care	15% (55)	22% (83)	23% (84)	30% (112)	10% (38)	373
#1 Issue: Medicare / Social Security	9% (27)	19% (61)	19% (59)	41% (129)	12% (37)	312
#1 Issue: Women’s Issues	14% (16)	24% (27)	23% (26)	30% (34)	10% (12)	116
#1 Issue: Education	18% (24)	19% (25)	20% (26)	35% (46)	7% (9)	130
#1 Issue: Energy	25% (19)	18% (14)	21% (16)	23% (18)	13% (10)	77
#1 Issue: Other	6% (9)	16% (25)	17% (26)	44% (68)	17% (26)	154
2018 House Vote: Democrat	15% (113)	23% (179)	20% (159)	34% (261)	8% (65)	777
2018 House Vote: Republican	12% (86)	17% (119)	19% (130)	43% (301)	9% (62)	697
2018 House Vote: Someone else	6% (5)	22% (20)	16% (14)	45% (40)	10% (9)	89
2016 Vote: Hillary Clinton	13% (90)	25% (176)	21% (150)	32% (228)	9% (64)	707
2016 Vote: Donald Trump	13% (97)	17% (129)	18% (136)	44% (329)	8% (62)	752
2016 Vote: Other	11% (16)	20% (30)	20% (30)	43% (64)	6% (9)	148
2016 Vote: Didn’t Vote	16% (96)	19% (113)	20% (116)	31% (180)	14% (85)	591
Voted in 2014: Yes	14% (184)	21% (285)	18% (245)	38% (515)	9% (122)	1351
Voted in 2014: No	14% (116)	19% (162)	22% (188)	34% (285)	12% (98)	849

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Table CVA1_5: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?

A bank

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	14% (299)	20% (447)	20% (433)	36% (800)	10% (221)	2200
2012 Vote: Barack Obama	14% (120)	22% (184)	20% (164)	35% (290)	9% (74)	832
2012 Vote: Mitt Romney	12% (66)	18% (99)	19% (103)	42% (224)	8% (43)	535
2012 Vote: Other	1% (1)	12% (10)	9% (8)	61% (50)	17% (14)	83
2012 Vote: Didn't Vote	15% (111)	21% (154)	21% (157)	31% (234)	12% (89)	746
4-Region: Northeast	15% (58)	19% (75)	18% (72)	37% (145)	11% (43)	394
4-Region: Midwest	11% (49)	23% (106)	19% (88)	38% (176)	9% (43)	462
4-Region: South	12% (100)	17% (141)	22% (182)	38% (314)	11% (87)	824
4-Region: West	18% (92)	24% (125)	17% (89)	32% (165)	9% (48)	520

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

Table CVA1_6: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?
A movie theater

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	15%	(321)	24%	(518)	18%	(395)	30%	(666)	14%	(300)	2200
Gender: Male	17%	(178)	24%	(257)	18%	(189)	27%	(290)	14%	(148)	1062
Gender: Female	13%	(143)	23%	(261)	18%	(206)	33%	(376)	13%	(152)	1138
Age: 18-34	23%	(152)	25%	(165)	19%	(123)	21%	(139)	12%	(76)	655
Age: 35-44	19%	(69)	25%	(90)	17%	(61)	25%	(89)	13%	(48)	358
Age: 45-64	9%	(69)	25%	(189)	18%	(132)	34%	(258)	14%	(103)	751
Age: 65+	7%	(30)	17%	(74)	18%	(79)	41%	(180)	17%	(72)	436
GenZers: 1997-2012	26%	(68)	22%	(59)	15%	(39)	25%	(66)	12%	(32)	264
Millennials: 1981-1996	22%	(124)	27%	(153)	21%	(122)	19%	(108)	11%	(64)	571
GenXers: 1965-1980	13%	(70)	26%	(145)	15%	(85)	31%	(177)	15%	(85)	561
Baby Boomers: 1946-1964	7%	(52)	21%	(149)	19%	(135)	39%	(277)	14%	(99)	712
PID: Dem (no lean)	17%	(133)	26%	(202)	20%	(157)	26%	(207)	11%	(90)	789
PID: Ind (no lean)	13%	(92)	25%	(168)	15%	(103)	31%	(210)	16%	(110)	682
PID: Rep (no lean)	13%	(97)	20%	(148)	19%	(135)	34%	(249)	14%	(100)	729
PID/Gender: Dem Men	21%	(80)	23%	(87)	21%	(80)	24%	(89)	10%	(38)	374
PID/Gender: Dem Women	13%	(53)	28%	(116)	18%	(76)	29%	(118)	12%	(52)	415
PID/Gender: Ind Men	13%	(45)	29%	(97)	14%	(45)	27%	(91)	17%	(57)	335
PID/Gender: Ind Women	13%	(47)	20%	(71)	16%	(57)	34%	(119)	15%	(54)	348
PID/Gender: Rep Men	15%	(53)	21%	(73)	18%	(63)	31%	(110)	15%	(54)	353
PID/Gender: Rep Women	12%	(44)	20%	(74)	19%	(73)	37%	(139)	12%	(46)	376
Ideo: Liberal (1-3)	18%	(117)	29%	(189)	19%	(124)	25%	(160)	8%	(53)	643
Ideo: Moderate (4)	13%	(79)	25%	(153)	19%	(117)	30%	(182)	13%	(83)	614
Ideo: Conservative (5-7)	13%	(96)	19%	(144)	17%	(129)	37%	(277)	14%	(103)	750
Educ: < College	14%	(206)	21%	(318)	18%	(265)	32%	(490)	15%	(233)	1512
Educ: Bachelors degree	16%	(71)	29%	(128)	19%	(84)	26%	(114)	11%	(47)	444
Educ: Post-grad	18%	(44)	30%	(73)	19%	(46)	25%	(62)	8%	(20)	244
Income: Under 50k	14%	(170)	21%	(267)	17%	(217)	31%	(383)	17%	(210)	1248
Income: 50k-100k	16%	(102)	25%	(162)	17%	(113)	32%	(210)	11%	(74)	661
Income: 100k+	16%	(48)	31%	(89)	22%	(66)	25%	(73)	5%	(16)	292
Ethnicity: White	14%	(236)	24%	(409)	18%	(314)	31%	(535)	13%	(228)	1722

Continued on next page

Table CVA1_6: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?
A movie theater

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	15%	(321)	24%	(518)	18%	(395)	30%	(666)	14%	(300)	2200
Ethnicity: Hispanic	25%	(87)	23%	(82)	18%	(64)	23%	(79)	11%	(37)	349
Ethnicity: Afr. Am.	14%	(39)	24%	(65)	16%	(44)	29%	(78)	18%	(49)	274
Ethnicity: Other	23%	(46)	22%	(45)	19%	(38)	26%	(52)	11%	(23)	204
All Christian	13%	(145)	22%	(242)	19%	(210)	32%	(345)	13%	(142)	1085
All Non-Christian	18%	(17)	27%	(25)	16%	(16)	28%	(26)	12%	(11)	96
Atheist	15%	(18)	21%	(26)	26%	(31)	24%	(29)	14%	(17)	121
Agnostic/Nothing in particular	19%	(97)	26%	(132)	14%	(74)	26%	(135)	15%	(77)	515
Something Else	11%	(43)	24%	(93)	17%	(64)	34%	(131)	14%	(53)	383
Religious Non-Protestant/Catholic	20%	(26)	24%	(30)	13%	(16)	31%	(39)	13%	(17)	128
Evangelical	14%	(87)	22%	(139)	18%	(112)	34%	(214)	13%	(85)	636
Non-Evangelical	12%	(92)	24%	(189)	20%	(154)	31%	(245)	13%	(101)	780
Community: Urban	20%	(122)	25%	(154)	17%	(106)	25%	(152)	12%	(73)	606
Community: Suburban	13%	(126)	24%	(239)	19%	(194)	31%	(306)	14%	(136)	1002
Community: Rural	12%	(73)	21%	(125)	16%	(95)	35%	(208)	15%	(91)	592
Employ: Private Sector	16%	(113)	30%	(215)	18%	(130)	28%	(206)	9%	(63)	727
Employ: Government	19%	(28)	24%	(35)	25%	(36)	16%	(23)	16%	(23)	145
Employ: Self-Employed	15%	(25)	22%	(38)	18%	(29)	29%	(48)	16%	(28)	168
Employ: Homemaker	14%	(19)	21%	(27)	17%	(22)	35%	(45)	13%	(17)	129
Employ: Retired	7%	(37)	17%	(85)	17%	(86)	41%	(203)	17%	(83)	495
Employ: Unemployed	16%	(41)	21%	(55)	20%	(52)	27%	(71)	16%	(42)	261
Employ: Other	16%	(20)	23%	(29)	12%	(15)	24%	(30)	24%	(30)	124
Military HH: Yes	11%	(42)	19%	(72)	22%	(84)	32%	(121)	15%	(56)	374
Military HH: No	15%	(279)	24%	(446)	17%	(311)	30%	(545)	13%	(244)	1826
RD/WT: Right Direction	15%	(100)	19%	(125)	18%	(116)	32%	(211)	17%	(112)	663
RD/WT: Wrong Track	14%	(221)	26%	(394)	18%	(279)	30%	(455)	12%	(188)	1537
Trump Job Approve	13%	(119)	21%	(195)	17%	(160)	34%	(315)	15%	(141)	930
Trump Job Disapprove	16%	(191)	26%	(305)	19%	(226)	28%	(335)	11%	(131)	1188

Continued on next page

Table CVA1_6: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?

A movie theater

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	15%	(321)	24%	(518)	18%	(395)	30%	(666)	14%	(300)	2200
Trump Job Strongly Approve	14%	(72)	19%	(102)	16%	(85)	35%	(184)	15%	(80)	522
Trump Job Somewhat Approve	11%	(47)	23%	(93)	18%	(75)	32%	(132)	15%	(61)	408
Trump Job Somewhat Disapprove	13%	(30)	24%	(57)	23%	(54)	29%	(68)	11%	(26)	235
Trump Job Strongly Disapprove	17%	(162)	26%	(248)	18%	(172)	28%	(267)	11%	(104)	953
Favorable of Trump	13%	(117)	21%	(196)	18%	(163)	35%	(318)	13%	(123)	917
Unfavorable of Trump	16%	(188)	25%	(297)	19%	(220)	29%	(335)	11%	(134)	1174
Very Favorable of Trump	15%	(83)	19%	(104)	16%	(87)	36%	(198)	14%	(78)	549
Somewhat Favorable of Trump	9%	(34)	25%	(92)	21%	(76)	33%	(120)	12%	(45)	367
Somewhat Unfavorable of Trump	13%	(26)	25%	(50)	21%	(43)	26%	(52)	15%	(31)	202
Very Unfavorable of Trump	17%	(162)	25%	(246)	18%	(177)	29%	(283)	11%	(103)	971
#1 Issue: Economy	16%	(118)	25%	(183)	19%	(140)	27%	(195)	12%	(89)	724
#1 Issue: Security	15%	(47)	18%	(57)	15%	(47)	42%	(132)	10%	(31)	314
#1 Issue: Health Care	15%	(56)	24%	(91)	20%	(76)	27%	(101)	13%	(49)	373
#1 Issue: Medicare / Social Security	6%	(19)	20%	(62)	18%	(56)	36%	(112)	20%	(63)	312
#1 Issue: Women's Issues	13%	(15)	34%	(39)	15%	(17)	23%	(27)	15%	(17)	116
#1 Issue: Education	19%	(24)	24%	(31)	20%	(26)	29%	(37)	9%	(11)	130
#1 Issue: Energy	26%	(20)	21%	(16)	20%	(16)	25%	(19)	9%	(7)	77
#1 Issue: Other	14%	(22)	26%	(40)	12%	(18)	28%	(42)	21%	(32)	154
2018 House Vote: Democrat	18%	(141)	27%	(209)	16%	(126)	28%	(216)	11%	(86)	777
2018 House Vote: Republican	11%	(78)	20%	(138)	18%	(126)	36%	(247)	15%	(107)	697
2018 House Vote: Someone else	8%	(7)	17%	(15)	18%	(16)	44%	(39)	14%	(12)	89
2016 Vote: Hillary Clinton	16%	(116)	27%	(193)	17%	(118)	28%	(201)	11%	(79)	707
2016 Vote: Donald Trump	13%	(97)	19%	(145)	18%	(132)	36%	(271)	14%	(108)	752
2016 Vote: Other	12%	(18)	27%	(40)	21%	(32)	31%	(47)	8%	(12)	148
2016 Vote: Didn't Vote	15%	(90)	24%	(139)	19%	(114)	25%	(147)	17%	(101)	591
Voted in 2014: Yes	15%	(202)	22%	(302)	17%	(227)	33%	(446)	13%	(174)	1351
Voted in 2014: No	14%	(119)	25%	(216)	20%	(168)	26%	(220)	15%	(126)	849

Continued on next page

Table CVA1_6: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, instead of speaking to a human employee when visiting the following places?
 A movie theater

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don’t know / No opinion		Total N
Adults	15%	(321)	24%	(518)	18%	(395)	30%	(666)	14%	(300)	2200
2012 Vote: Barack Obama	17%	(141)	25%	(206)	18%	(148)	30%	(250)	10%	(87)	832
2012 Vote: Mitt Romney	11%	(60)	20%	(106)	18%	(97)	36%	(190)	15%	(82)	535
2012 Vote: Other	5%	(4)	18%	(15)	15%	(12)	41%	(33)	22%	(18)	83
2012 Vote: Didn’t Vote	15%	(115)	25%	(190)	18%	(138)	25%	(190)	15%	(113)	746
4-Region: Northeast	14%	(54)	25%	(99)	18%	(72)	28%	(112)	15%	(57)	394
4-Region: Midwest	12%	(55)	22%	(102)	18%	(83)	34%	(155)	15%	(67)	462
4-Region: South	13%	(109)	21%	(172)	18%	(150)	33%	(270)	15%	(123)	824
4-Region: West	20%	(104)	28%	(145)	17%	(90)	25%	(129)	10%	(52)	520

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

Table CVA1_7: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?
A grocery store

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	16% (358)	24% (522)	21% (466)	29% (633)	10% (221)	2200
Gender: Male	19% (205)	26% (271)	21% (226)	23% (247)	11% (113)	1062
Gender: Female	13% (153)	22% (251)	21% (240)	34% (386)	10% (108)	1138
Age: 18-34	24% (158)	26% (169)	20% (129)	21% (141)	9% (59)	655
Age: 35-44	22% (80)	26% (93)	22% (78)	18% (64)	12% (42)	358
Age: 45-64	12% (90)	24% (179)	22% (163)	32% (242)	10% (76)	751
Age: 65+	7% (30)	19% (81)	22% (97)	43% (186)	10% (43)	436
GenZers: 1997-2012	22% (59)	23% (59)	21% (55)	23% (60)	11% (30)	264
Millennials: 1981-1996	26% (148)	26% (149)	21% (121)	19% (106)	8% (47)	571
GenXers: 1965-1980	14% (81)	27% (149)	20% (115)	27% (151)	12% (65)	561
Baby Boomers: 1946-1964	9% (63)	21% (151)	22% (156)	39% (276)	9% (67)	712
PID: Dem (no lean)	17% (132)	24% (191)	27% (213)	23% (184)	9% (68)	789
PID: Ind (no lean)	16% (107)	24% (165)	18% (122)	30% (202)	13% (86)	682
PID: Rep (no lean)	16% (119)	23% (166)	18% (131)	34% (247)	9% (66)	729
PID/Gender: Dem Men	21% (79)	25% (92)	28% (103)	19% (70)	8% (30)	374
PID/Gender: Dem Women	13% (53)	24% (99)	27% (110)	27% (114)	9% (39)	415
PID/Gender: Ind Men	18% (60)	29% (97)	16% (55)	23% (78)	13% (45)	335
PID/Gender: Ind Women	13% (47)	20% (68)	19% (67)	36% (124)	12% (42)	348
PID/Gender: Rep Men	19% (66)	24% (83)	19% (67)	28% (98)	11% (38)	353
PID/Gender: Rep Women	14% (53)	22% (83)	17% (63)	39% (148)	7% (28)	376
Ideo: Liberal (1-3)	18% (118)	26% (167)	25% (162)	24% (155)	6% (40)	643
Ideo: Moderate (4)	15% (95)	27% (165)	24% (147)	25% (151)	9% (56)	614
Ideo: Conservative (5-7)	15% (112)	20% (151)	18% (134)	38% (284)	9% (68)	750
Educ: < College	16% (241)	22% (337)	20% (304)	31% (463)	11% (168)	1512
Educ: Bachelors degree	17% (74)	28% (122)	22% (98)	26% (113)	8% (36)	444
Educ: Post-grad	18% (43)	26% (63)	26% (64)	23% (57)	7% (17)	244
Income: Under 50k	16% (200)	21% (265)	21% (260)	30% (372)	12% (151)	1248
Income: 50k-100k	15% (100)	25% (168)	20% (134)	31% (203)	8% (55)	661
Income: 100k+	20% (58)	30% (89)	25% (72)	20% (58)	5% (15)	292
Ethnicity: White	15% (259)	24% (412)	21% (366)	31% (527)	9% (157)	1722

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Table CVA1_7: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?
A grocery store

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	16%	(358)	24%	(522)	21%	(466)	29%	(633)	10%	(221)	2200
Ethnicity: Hispanic	21%	(75)	30%	(104)	22%	(77)	17%	(61)	9%	(33)	349
Ethnicity: Afr. Am.	18%	(48)	22%	(59)	20%	(54)	24%	(67)	17%	(46)	274
Ethnicity: Other	24%	(50)	25%	(51)	23%	(46)	19%	(39)	9%	(18)	204
All Christian	14%	(157)	26%	(277)	21%	(228)	30%	(329)	9%	(94)	1085
All Non-Christian	18%	(18)	18%	(17)	20%	(19)	33%	(32)	11%	(10)	96
Atheist	17%	(21)	17%	(20)	24%	(29)	31%	(38)	11%	(14)	121
Agnostic/Nothing in particular	22%	(111)	25%	(127)	21%	(111)	20%	(101)	13%	(65)	515
Something Else	13%	(51)	21%	(81)	21%	(80)	35%	(134)	10%	(38)	383
Religious Non-Protestant/Catholic	24%	(30)	15%	(19)	18%	(22)	35%	(45)	9%	(11)	128
Evangelical	17%	(109)	21%	(135)	20%	(129)	32%	(204)	9%	(59)	636
Non-Evangelical	11%	(85)	27%	(211)	22%	(174)	31%	(240)	9%	(70)	780
Community: Urban	23%	(140)	24%	(145)	19%	(117)	25%	(154)	8%	(51)	606
Community: Suburban	13%	(135)	24%	(239)	23%	(232)	29%	(293)	10%	(103)	1002
Community: Rural	14%	(83)	23%	(139)	20%	(118)	31%	(186)	11%	(66)	592
Employ: Private Sector	19%	(136)	28%	(203)	22%	(162)	26%	(187)	5%	(39)	727
Employ: Government	18%	(27)	25%	(36)	22%	(31)	23%	(34)	12%	(18)	145
Employ: Self-Employed	20%	(33)	21%	(35)	19%	(32)	26%	(44)	14%	(24)	168
Employ: Homemaker	13%	(17)	26%	(34)	14%	(19)	37%	(47)	9%	(12)	129
Employ: Retired	9%	(45)	20%	(98)	21%	(104)	40%	(198)	10%	(51)	495
Employ: Unemployed	17%	(44)	22%	(57)	22%	(57)	25%	(65)	14%	(37)	261
Employ: Other	18%	(22)	21%	(26)	16%	(20)	26%	(32)	20%	(25)	124
Military HH: Yes	15%	(55)	20%	(74)	21%	(77)	36%	(134)	9%	(33)	374
Military HH: No	17%	(302)	25%	(448)	21%	(389)	27%	(498)	10%	(188)	1826
RD/WT: Right Direction	18%	(119)	24%	(156)	17%	(109)	30%	(201)	12%	(78)	663
RD/WT: Wrong Track	16%	(239)	24%	(366)	23%	(357)	28%	(432)	9%	(143)	1537
Trump Job Approve	16%	(150)	22%	(206)	16%	(151)	36%	(333)	10%	(89)	930
Trump Job Disapprove	16%	(189)	25%	(298)	26%	(309)	24%	(285)	9%	(108)	1188

Continued on next page

Table CVA1_7: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, instead of speaking to a human employee when visiting the following places?
A grocery store

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	16% (358)	24% (522)	21% (466)	29% (633)	10% (221)	2200
Trump Job Strongly Approve	18% (94)	20% (103)	14% (75)	38% (201)	10% (50)	522
Trump Job Somewhat Approve	14% (57)	25% (103)	19% (76)	33% (133)	10% (39)	408
Trump Job Somewhat Disapprove	16% (37)	21% (49)	28% (65)	26% (60)	10% (23)	235
Trump Job Strongly Disapprove	16% (151)	26% (249)	26% (243)	24% (225)	9% (85)	953
Favorable of Trump	17% (156)	23% (208)	17% (152)	35% (323)	9% (79)	917
Unfavorable of Trump	16% (186)	25% (297)	26% (301)	25% (292)	8% (97)	1174
Very Favorable of Trump	20% (107)	18% (99)	15% (82)	39% (214)	9% (47)	549
Somewhat Favorable of Trump	13% (48)	30% (109)	19% (70)	30% (109)	9% (32)	367
Somewhat Unfavorable of Trump	16% (33)	21% (43)	29% (58)	24% (49)	10% (19)	202
Very Unfavorable of Trump	16% (154)	26% (254)	25% (243)	25% (243)	8% (78)	971
#1 Issue: Economy	19% (137)	26% (185)	20% (148)	26% (191)	9% (63)	724
#1 Issue: Security	16% (51)	23% (73)	15% (47)	39% (123)	6% (20)	314
#1 Issue: Health Care	16% (59)	26% (96)	27% (99)	22% (84)	9% (35)	373
#1 Issue: Medicare / Social Security	9% (29)	20% (63)	21% (64)	37% (115)	13% (40)	312
#1 Issue: Women's Issues	17% (20)	27% (31)	23% (27)	22% (26)	10% (12)	116
#1 Issue: Education	17% (22)	19% (24)	23% (29)	29% (37)	13% (17)	130
#1 Issue: Energy	27% (21)	25% (19)	21% (16)	22% (17)	5% (4)	77
#1 Issue: Other	12% (18)	19% (29)	24% (37)	25% (39)	20% (31)	154
2018 House Vote: Democrat	17% (134)	25% (196)	24% (189)	25% (196)	8% (63)	777
2018 House Vote: Republican	13% (93)	21% (145)	19% (133)	37% (258)	10% (68)	697
2018 House Vote: Someone else	11% (10)	26% (23)	17% (15)	37% (33)	9% (8)	89
2016 Vote: Hillary Clinton	16% (115)	25% (176)	26% (186)	25% (175)	8% (55)	707
2016 Vote: Donald Trump	15% (115)	22% (162)	18% (135)	37% (275)	9% (65)	752
2016 Vote: Other	11% (16)	24% (36)	23% (34)	33% (49)	9% (14)	148
2016 Vote: Didn't Vote	19% (112)	25% (149)	19% (110)	23% (133)	15% (87)	591
Voted in 2014: Yes	16% (217)	22% (301)	21% (284)	32% (430)	9% (120)	1351
Voted in 2014: No	17% (141)	26% (221)	21% (182)	24% (203)	12% (101)	849

Continued on next page

Table CVA1_7: How comfortable would you be using an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, instead of speaking to a human employee when visiting the following places?
 A grocery store

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don’t know / No opinion	Total N
Adults	16% (358)	24% (522)	21% (466)	29% (633)	10% (221)	2200
2012 Vote: Barack Obama	17% (142)	25% (206)	23% (195)	27% (226)	8% (64)	832
2012 Vote: Mitt Romney	14% (77)	19% (101)	21% (113)	36% (194)	10% (51)	535
2012 Vote: Other	6% (5)	16% (13)	16% (13)	46% (38)	17% (14)	83
2012 Vote: Didn’t Vote	18% (135)	27% (201)	19% (145)	23% (173)	12% (92)	746
4-Region: Northeast	16% (64)	23% (89)	22% (86)	27% (107)	12% (48)	394
4-Region: Midwest	15% (68)	24% (110)	21% (95)	31% (142)	10% (48)	462
4-Region: South	15% (123)	21% (173)	24% (195)	30% (248)	10% (85)	824
4-Region: West	20% (102)	29% (150)	17% (90)	26% (136)	8% (41)	520

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

Table CVA2_1: Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?

A retail store

Demographic	An artificial intelligence voice assistant		A human employee		Don't know / No opinion		Total N
Adults	15%	(327)	72%	(1581)	13%	(293)	2200
Gender: Male	17%	(176)	70%	(745)	13%	(140)	1062
Gender: Female	13%	(150)	73%	(836)	13%	(152)	1138
Age: 18-34	21%	(140)	63%	(414)	15%	(100)	655
Age: 35-44	19%	(69)	66%	(237)	14%	(51)	358
Age: 45-64	12%	(87)	75%	(565)	13%	(98)	751
Age: 65+	7%	(29)	83%	(364)	10%	(43)	436
GenZers: 1997-2012	23%	(61)	62%	(163)	15%	(39)	264
Millennials: 1981-1996	20%	(113)	65%	(372)	15%	(86)	571
GenXers: 1965-1980	15%	(85)	70%	(391)	15%	(84)	561
Baby Boomers: 1946-1964	9%	(65)	80%	(567)	11%	(79)	712
PID: Dem (no lean)	17%	(134)	69%	(548)	14%	(107)	789
PID: Ind (no lean)	14%	(98)	70%	(477)	16%	(108)	682
PID: Rep (no lean)	13%	(94)	76%	(556)	11%	(79)	729
PID/Gender: Dem Men	19%	(72)	67%	(252)	14%	(51)	374
PID/Gender: Dem Women	15%	(63)	71%	(296)	13%	(56)	415
PID/Gender: Ind Men	18%	(59)	68%	(228)	14%	(47)	335
PID/Gender: Ind Women	11%	(39)	71%	(248)	17%	(60)	348
PID/Gender: Rep Men	13%	(45)	75%	(265)	12%	(43)	353
PID/Gender: Rep Women	13%	(49)	77%	(291)	10%	(36)	376
Ideo: Liberal (1-3)	18%	(116)	71%	(457)	11%	(70)	643
Ideo: Moderate (4)	18%	(111)	68%	(419)	14%	(84)	614
Ideo: Conservative (5-7)	10%	(76)	79%	(593)	11%	(80)	750
Educ: < College	14%	(218)	71%	(1078)	14%	(216)	1512
Educ: Bachelors degree	15%	(65)	74%	(329)	11%	(51)	444
Educ: Post-grad	18%	(44)	71%	(174)	11%	(26)	244
Income: Under 50k	14%	(177)	71%	(884)	15%	(187)	1248
Income: 50k-100k	15%	(99)	74%	(492)	10%	(69)	661
Income: 100k+	17%	(50)	70%	(204)	13%	(37)	292

Continued on next page

Table CVA2_1: Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, or by a human employee when visiting the following places?

A retail store

Demographic	An artificial intelligence voice assistant		A human employee		Don't know / No opinion		Total N
Adults	15%	(327)	72%	(1581)	13%	(293)	2200
Ethnicity: White	13%	(230)	74%	(1282)	12%	(211)	1722
Ethnicity: Hispanic	27%	(96)	63%	(219)	10%	(35)	349
Ethnicity: Afr. Am.	21%	(59)	59%	(163)	19%	(53)	274
Ethnicity: Other	19%	(38)	67%	(136)	14%	(30)	204
All Christian	12%	(134)	77%	(832)	11%	(118)	1085
All Non-Christian	17%	(16)	70%	(67)	13%	(13)	96
Atheist	14%	(17)	77%	(93)	9%	(11)	121
Agnostic/Nothing in particular	20%	(104)	61%	(316)	18%	(95)	515
Something Else	14%	(55)	71%	(273)	15%	(56)	383
Religious Non-Protestant/Catholic	20%	(25)	70%	(89)	11%	(14)	128
Evangelical	14%	(86)	75%	(476)	12%	(74)	636
Non-Evangelical	12%	(93)	76%	(593)	12%	(95)	780
Community: Urban	21%	(128)	67%	(406)	12%	(72)	606
Community: Suburban	12%	(125)	73%	(732)	14%	(144)	1002
Community: Rural	12%	(73)	75%	(442)	13%	(77)	592
Employ: Private Sector	17%	(125)	73%	(529)	10%	(73)	727
Employ: Government	28%	(41)	57%	(82)	15%	(22)	145
Employ: Self-Employed	10%	(16)	70%	(118)	20%	(34)	168
Employ: Homemaker	18%	(23)	71%	(91)	11%	(14)	129
Employ: Retired	7%	(34)	81%	(402)	12%	(58)	495
Employ: Unemployed	19%	(49)	62%	(160)	20%	(51)	261
Employ: Other	13%	(16)	69%	(86)	18%	(22)	124
Military HH: Yes	13%	(47)	77%	(287)	11%	(41)	374
Military HH: No	15%	(280)	71%	(1294)	14%	(252)	1826
RD/WT: Right Direction	14%	(90)	72%	(480)	14%	(93)	663
RD/WT: Wrong Track	15%	(236)	72%	(1100)	13%	(200)	1537
Trump Job Approve	12%	(112)	77%	(712)	11%	(106)	930
Trump Job Disapprove	17%	(197)	70%	(831)	13%	(159)	1188

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Table CVA2_1: Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?

A retail store

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	15%	(327)	72%	(1581)	13%	(293)	2200
Trump Job Strongly Approve	14%	(71)	75%	(390)	12%	(62)	522
Trump Job Somewhat Approve	10%	(41)	79%	(323)	11%	(44)	408
Trump Job Somewhat Disapprove	17%	(39)	69%	(162)	14%	(33)	235
Trump Job Strongly Disapprove	17%	(158)	70%	(669)	13%	(126)	953
Favorable of Trump	11%	(103)	78%	(719)	10%	(95)	917
Unfavorable of Trump	17%	(200)	69%	(813)	14%	(161)	1174
Very Favorable of Trump	12%	(66)	78%	(428)	10%	(55)	549
Somewhat Favorable of Trump	10%	(37)	79%	(291)	11%	(40)	367
Somewhat Unfavorable of Trump	17%	(34)	68%	(137)	15%	(31)	202
Very Unfavorable of Trump	17%	(166)	70%	(675)	13%	(130)	971
#1 Issue: Economy	18%	(133)	70%	(503)	12%	(88)	724
#1 Issue: Security	11%	(35)	80%	(250)	9%	(29)	314
#1 Issue: Health Care	17%	(63)	71%	(266)	12%	(43)	373
#1 Issue: Medicare / Social Security	8%	(25)	76%	(238)	16%	(49)	312
#1 Issue: Women’s Issues	18%	(21)	63%	(73)	19%	(22)	116
#1 Issue: Education	19%	(24)	68%	(88)	14%	(18)	130
#1 Issue: Energy	14%	(11)	71%	(54)	15%	(12)	77
#1 Issue: Other	10%	(15)	70%	(108)	20%	(31)	154
2018 House Vote: Democrat	17%	(129)	70%	(547)	13%	(101)	777
2018 House Vote: Republican	12%	(81)	78%	(544)	10%	(72)	697
2018 House Vote: Someone else	12%	(11)	73%	(64)	15%	(13)	89
2016 Vote: Hillary Clinton	16%	(114)	70%	(494)	14%	(99)	707
2016 Vote: Donald Trump	11%	(84)	79%	(594)	10%	(74)	752
2016 Vote: Other	12%	(18)	79%	(117)	9%	(13)	148
2016 Vote: Didn’t Vote	19%	(110)	63%	(374)	18%	(107)	591
Voted in 2014: Yes	14%	(190)	75%	(1019)	11%	(143)	1351
Voted in 2014: No	16%	(137)	66%	(562)	18%	(150)	849

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Table CVA2_1: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?*

A retail store

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	15%	(327)	72%	(1581)	13%	(293)	2200
2012 Vote: Barack Obama	16%	(131)	72%	(599)	12%	(103)	832
2012 Vote: Mitt Romney	9%	(51)	82%	(438)	9%	(47)	535
2012 Vote: Other	10%	(8)	76%	(63)	14%	(12)	83
2012 Vote: Didn’t Vote	18%	(137)	64%	(477)	18%	(131)	746
4-Region: Northeast	17%	(68)	70%	(275)	13%	(50)	394
4-Region: Midwest	12%	(56)	75%	(346)	13%	(60)	462
4-Region: South	14%	(115)	73%	(605)	13%	(105)	824
4-Region: West	17%	(87)	68%	(355)	15%	(77)	520

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

Table CVA2_2: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?*
A sit-down restaurant

Demographic	An artificial intelligence voice assistant		A human employee		Don't know / No opinion		Total N
Adults	12%	(268)	75%	(1650)	13%	(282)	2200
Gender: Male	13%	(143)	74%	(782)	13%	(137)	1062
Gender: Female	11%	(125)	76%	(868)	13%	(146)	1138
Age: 18-34	18%	(121)	68%	(444)	14%	(90)	655
Age: 35-44	17%	(61)	67%	(240)	16%	(57)	358
Age: 45-64	9%	(65)	79%	(595)	12%	(91)	751
Age: 65+	5%	(22)	85%	(370)	10%	(44)	436
GenZers: 1997-2012	18%	(48)	67%	(177)	14%	(38)	264
Millennials: 1981-1996	18%	(103)	69%	(391)	13%	(77)	571
GenXers: 1965-1980	12%	(68)	72%	(404)	16%	(88)	561
Baby Boomers: 1946-1964	6%	(45)	83%	(591)	11%	(75)	712
PID: Dem (no lean)	16%	(124)	71%	(561)	13%	(104)	789
PID: Ind (no lean)	10%	(69)	75%	(509)	15%	(105)	682
PID: Rep (no lean)	10%	(75)	80%	(580)	10%	(74)	729
PID/Gender: Dem Men	18%	(68)	69%	(258)	13%	(49)	374
PID/Gender: Dem Women	14%	(56)	73%	(303)	13%	(55)	415
PID/Gender: Ind Men	10%	(33)	76%	(254)	14%	(47)	335
PID/Gender: Ind Women	10%	(35)	73%	(255)	17%	(58)	348
PID/Gender: Rep Men	12%	(42)	77%	(270)	12%	(41)	353
PID/Gender: Rep Women	9%	(33)	82%	(310)	9%	(33)	376
Ideo: Liberal (1-3)	16%	(100)	75%	(485)	9%	(58)	643
Ideo: Moderate (4)	16%	(101)	70%	(428)	14%	(86)	614
Ideo: Conservative (5-7)	7%	(56)	82%	(615)	11%	(79)	750
Educ: < College	12%	(186)	74%	(1117)	14%	(209)	1512
Educ: Bachelors degree	11%	(51)	76%	(339)	12%	(54)	444
Educ: Post-grad	13%	(31)	79%	(193)	8%	(20)	244
Income: Under 50k	11%	(140)	74%	(922)	15%	(186)	1248
Income: 50k-100k	13%	(88)	77%	(510)	10%	(63)	661
Income: 100k+	14%	(40)	75%	(218)	11%	(34)	292

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Table CVA2_2: Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, or by a human employee when visiting the following places?
A sit-down restaurant

Demographic	An artificial intelligence voice assistant		A human employee		Don't know / No opinion		Total N
Adults	12%	(268)	75%	(1650)	13%	(282)	2200
Ethnicity: White	10%	(165)	79%	(1361)	11%	(196)	1722
Ethnicity: Hispanic	22%	(79)	69%	(239)	9%	(31)	349
Ethnicity: Afr. Am.	23%	(64)	56%	(154)	20%	(56)	274
Ethnicity: Other	19%	(39)	66%	(135)	15%	(30)	204
All Christian	11%	(124)	78%	(848)	10%	(112)	1085
All Non-Christian	20%	(19)	69%	(66)	11%	(11)	96
Atheist	8%	(10)	81%	(98)	11%	(14)	121
Agnostic/Nothing in particular	14%	(71)	68%	(352)	18%	(92)	515
Something Else	11%	(43)	75%	(286)	14%	(54)	383
Religious Non-Protestant/Catholic	21%	(26)	67%	(85)	13%	(16)	128
Evangelical	14%	(88)	74%	(471)	12%	(77)	636
Non-Evangelical	9%	(72)	80%	(625)	11%	(83)	780
Community: Urban	19%	(114)	69%	(421)	12%	(71)	606
Community: Suburban	11%	(106)	76%	(761)	13%	(135)	1002
Community: Rural	8%	(48)	79%	(467)	13%	(77)	592
Employ: Private Sector	14%	(98)	77%	(560)	9%	(69)	727
Employ: Government	19%	(27)	69%	(100)	12%	(18)	145
Employ: Self-Employed	8%	(13)	73%	(123)	19%	(32)	168
Employ: Homemaker	15%	(19)	74%	(96)	11%	(14)	129
Employ: Retired	6%	(31)	82%	(406)	12%	(58)	495
Employ: Unemployed	13%	(33)	68%	(177)	19%	(51)	261
Employ: Other	15%	(19)	65%	(80)	20%	(24)	124
Military HH: Yes	9%	(35)	78%	(293)	12%	(46)	374
Military HH: No	13%	(233)	74%	(1356)	13%	(236)	1826
RD/WT: Right Direction	13%	(83)	74%	(491)	13%	(89)	663
RD/WT: Wrong Track	12%	(185)	75%	(1159)	13%	(193)	1537
Trump Job Approve	10%	(97)	78%	(727)	11%	(106)	930
Trump Job Disapprove	14%	(162)	74%	(876)	13%	(150)	1188

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Table CVA2_2: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?*
A sit-down restaurant

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	12%	(268)	75%	(1650)	13%	(282)	2200
Trump Job Strongly Approve	11%	(59)	76%	(398)	12%	(65)	522
Trump Job Somewhat Approve	9%	(38)	81%	(329)	10%	(41)	408
Trump Job Somewhat Disapprove	10%	(23)	78%	(184)	12%	(28)	235
Trump Job Strongly Disapprove	15%	(139)	73%	(692)	13%	(122)	953
Favorable of Trump	9%	(82)	81%	(741)	10%	(94)	917
Unfavorable of Trump	14%	(168)	73%	(855)	13%	(151)	1174
Very Favorable of Trump	10%	(55)	79%	(435)	11%	(60)	549
Somewhat Favorable of Trump	7%	(27)	83%	(306)	9%	(34)	367
Somewhat Unfavorable of Trump	9%	(17)	80%	(161)	12%	(24)	202
Very Unfavorable of Trump	15%	(150)	71%	(694)	13%	(127)	971
#1 Issue: Economy	14%	(100)	74%	(534)	13%	(91)	724
#1 Issue: Security	8%	(25)	83%	(259)	9%	(30)	314
#1 Issue: Health Care	17%	(64)	71%	(264)	12%	(44)	373
#1 Issue: Medicare / Social Security	7%	(22)	79%	(246)	14%	(45)	312
#1 Issue: Women’s Issues	13%	(16)	69%	(80)	17%	(20)	116
#1 Issue: Education	11%	(14)	78%	(101)	11%	(15)	130
#1 Issue: Energy	15%	(11)	71%	(55)	14%	(11)	77
#1 Issue: Other	11%	(17)	71%	(110)	18%	(27)	154
2018 House Vote: Democrat	15%	(116)	73%	(568)	12%	(94)	777
2018 House Vote: Republican	8%	(56)	82%	(568)	10%	(73)	697
2018 House Vote: Someone else	9%	(8)	73%	(65)	18%	(16)	89
2016 Vote: Hillary Clinton	14%	(96)	73%	(519)	13%	(92)	707
2016 Vote: Donald Trump	9%	(68)	81%	(609)	10%	(75)	752
2016 Vote: Other	16%	(24)	74%	(110)	10%	(15)	148
2016 Vote: Didn’t Vote	13%	(80)	69%	(410)	17%	(101)	591
Voted in 2014: Yes	12%	(158)	78%	(1052)	10%	(141)	1351
Voted in 2014: No	13%	(110)	70%	(598)	17%	(141)	849

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Table CVA2_2: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?
 A sit-down restaurant*

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	12%	(268)	75%	(1650)	13%	(282)	2200
2012 Vote: Barack Obama	14%	(114)	75%	(620)	12%	(98)	832
2012 Vote: Mitt Romney	7%	(38)	83%	(444)	10%	(54)	535
2012 Vote: Other	11%	(9)	74%	(61)	15%	(13)	83
2012 Vote: Didn’t Vote	14%	(107)	70%	(521)	16%	(118)	746
4-Region: Northeast	13%	(53)	72%	(285)	14%	(56)	394
4-Region: Midwest	9%	(40)	78%	(362)	13%	(60)	462
4-Region: South	11%	(90)	77%	(633)	12%	(101)	824
4-Region: West	16%	(86)	71%	(369)	13%	(65)	520

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

Table CVA2_3: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?
A fast-food restaurant*

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	20%	(436)	66%	(1457)	14%	(306)	2200
Gender: Male	22%	(231)	65%	(686)	14%	(146)	1062
Gender: Female	18%	(206)	68%	(772)	14%	(161)	1138
Age: 18-34	27%	(178)	58%	(382)	14%	(94)	655
Age: 35-44	22%	(80)	61%	(217)	17%	(60)	358
Age: 45-64	17%	(131)	69%	(519)	13%	(101)	751
Age: 65+	11%	(47)	78%	(338)	12%	(51)	436
GenZers: 1997-2012	28%	(75)	58%	(153)	14%	(36)	264
Millennials: 1981-1996	26%	(151)	58%	(331)	15%	(88)	571
GenXers: 1965-1980	19%	(105)	65%	(367)	16%	(89)	561
Baby Boomers: 1946-1964	14%	(98)	74%	(528)	12%	(86)	712
PID: Dem (no lean)	24%	(191)	62%	(485)	14%	(112)	789
PID: Ind (no lean)	20%	(135)	63%	(430)	17%	(117)	682
PID: Rep (no lean)	15%	(110)	74%	(542)	11%	(77)	729
PID/Gender: Dem Men	25%	(94)	63%	(235)	12%	(45)	374
PID/Gender: Dem Women	23%	(97)	60%	(251)	16%	(67)	415
PID/Gender: Ind Men	21%	(72)	61%	(205)	17%	(58)	335
PID/Gender: Ind Women	18%	(64)	65%	(226)	17%	(58)	348
PID/Gender: Rep Men	18%	(65)	70%	(246)	12%	(42)	353
PID/Gender: Rep Women	12%	(45)	79%	(296)	9%	(35)	376
Ideo: Liberal (1-3)	27%	(175)	61%	(390)	12%	(78)	643
Ideo: Moderate (4)	22%	(136)	63%	(389)	15%	(89)	614
Ideo: Conservative (5-7)	14%	(103)	76%	(567)	11%	(80)	750
Educ: < College	18%	(275)	67%	(1020)	14%	(217)	1512
Educ: Bachelors degree	23%	(100)	64%	(282)	14%	(61)	444
Educ: Post-grad	25%	(61)	64%	(155)	11%	(28)	244
Income: Under 50k	17%	(218)	67%	(838)	15%	(192)	1248
Income: 50k-100k	22%	(144)	67%	(445)	11%	(72)	661
Income: 100k+	26%	(75)	60%	(175)	14%	(42)	292

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Table CVA2_3: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?*
A fast-food restaurant

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	20%	(436)	66%	(1457)	14%	(306)	2200
Ethnicity: White	17%	(300)	69%	(1193)	13%	(230)	1722
Ethnicity: Hispanic	28%	(98)	60%	(211)	11%	(40)	349
Ethnicity: Afr. Am.	27%	(75)	58%	(159)	15%	(40)	274
Ethnicity: Other	31%	(62)	52%	(105)	18%	(36)	204
All Christian	18%	(193)	70%	(763)	12%	(129)	1085
All Non-Christian	28%	(26)	58%	(56)	14%	(14)	96
Atheist	22%	(27)	65%	(79)	12%	(15)	121
Agnostic/Nothing in particular	25%	(129)	57%	(291)	18%	(94)	515
Something Else	16%	(61)	70%	(268)	14%	(54)	383
Religious Non-Protestant/Catholic	25%	(32)	61%	(78)	14%	(18)	128
Evangelical	19%	(120)	70%	(443)	11%	(73)	636
Non-Evangelical	16%	(128)	70%	(548)	13%	(105)	780
Community: Urban	27%	(163)	61%	(369)	12%	(74)	606
Community: Suburban	19%	(192)	65%	(656)	15%	(154)	1002
Community: Rural	14%	(81)	73%	(432)	13%	(78)	592
Employ: Private Sector	22%	(158)	67%	(490)	11%	(80)	727
Employ: Government	30%	(44)	56%	(81)	14%	(20)	145
Employ: Self-Employed	14%	(24)	65%	(110)	20%	(34)	168
Employ: Homemaker	24%	(31)	64%	(83)	12%	(15)	129
Employ: Retired	11%	(54)	76%	(374)	13%	(66)	495
Employ: Unemployed	23%	(61)	57%	(147)	20%	(53)	261
Employ: Other	19%	(24)	67%	(82)	14%	(18)	124
Military HH: Yes	19%	(72)	69%	(257)	12%	(45)	374
Military HH: No	20%	(364)	66%	(1200)	14%	(261)	1826
RD/WT: Right Direction	18%	(117)	68%	(453)	14%	(94)	663
RD/WT: Wrong Track	21%	(320)	65%	(1005)	14%	(212)	1537
Trump Job Approve	15%	(138)	73%	(678)	12%	(114)	930
Trump Job Disapprove	24%	(284)	62%	(735)	14%	(169)	1188

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Table CVA2_3: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?*
A fast-food restaurant

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	20%	(436)	66%	(1457)	14%	(306)	2200
Trump Job Strongly Approve	15%	(78)	72%	(376)	13%	(68)	522
Trump Job Somewhat Approve	15%	(60)	74%	(302)	11%	(46)	408
Trump Job Somewhat Disapprove	18%	(43)	68%	(160)	14%	(32)	235
Trump Job Strongly Disapprove	25%	(241)	60%	(574)	14%	(137)	953
Favorable of Trump	14%	(129)	75%	(686)	11%	(102)	917
Unfavorable of Trump	24%	(286)	61%	(719)	14%	(169)	1174
Very Favorable of Trump	14%	(75)	75%	(413)	11%	(61)	549
Somewhat Favorable of Trump	15%	(54)	74%	(273)	11%	(41)	367
Somewhat Unfavorable of Trump	17%	(34)	68%	(138)	15%	(30)	202
Very Unfavorable of Trump	26%	(252)	60%	(581)	14%	(139)	971
#1 Issue: Economy	23%	(169)	64%	(464)	13%	(92)	724
#1 Issue: Security	11%	(33)	81%	(254)	8%	(26)	314
#1 Issue: Health Care	25%	(91)	61%	(228)	14%	(53)	373
#1 Issue: Medicare / Social Security	11%	(34)	74%	(231)	15%	(48)	312
#1 Issue: Women’s Issues	26%	(30)	52%	(60)	22%	(26)	116
#1 Issue: Education	23%	(30)	63%	(82)	14%	(18)	130
#1 Issue: Energy	25%	(19)	61%	(47)	15%	(11)	77
#1 Issue: Other	19%	(30)	60%	(92)	21%	(32)	154
2018 House Vote: Democrat	24%	(190)	62%	(484)	13%	(103)	777
2018 House Vote: Republican	14%	(97)	75%	(525)	11%	(75)	697
2018 House Vote: Someone else	17%	(15)	64%	(57)	19%	(17)	89
2016 Vote: Hillary Clinton	24%	(172)	62%	(435)	14%	(100)	707
2016 Vote: Donald Trump	14%	(109)	75%	(564)	11%	(79)	752
2016 Vote: Other	22%	(33)	65%	(96)	13%	(19)	148
2016 Vote: Didn’t Vote	21%	(123)	61%	(361)	18%	(107)	591
Voted in 2014: Yes	20%	(264)	69%	(931)	12%	(156)	1351
Voted in 2014: No	20%	(172)	62%	(527)	18%	(150)	849

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Table CVA2_3: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?
 A fast-food restaurant*

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	20%	(436)	66%	(1457)	14%	(306)	2200
2012 Vote: Barack Obama	23%	(195)	64%	(529)	13%	(109)	832
2012 Vote: Mitt Romney	14%	(77)	75%	(402)	11%	(57)	535
2012 Vote: Other	12%	(10)	73%	(60)	15%	(13)	83
2012 Vote: Didn’t Vote	21%	(155)	62%	(463)	17%	(128)	746
4-Region: Northeast	22%	(87)	64%	(252)	14%	(54)	394
4-Region: Midwest	17%	(80)	69%	(319)	14%	(63)	462
4-Region: South	19%	(153)	67%	(552)	14%	(119)	824
4-Region: West	22%	(116)	64%	(334)	13%	(69)	520

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

Table CVA2_4: Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?

A hotel

Demographic	An artificial intelligence voice assistant		A human employee		Don't know / No opinion		Total N
Adults	15%	(332)	71%	(1562)	14%	(306)	2200
Gender: Male	18%	(188)	68%	(720)	14%	(154)	1062
Gender: Female	13%	(144)	74%	(842)	13%	(152)	1138
Age: 18-34	22%	(142)	63%	(413)	15%	(100)	655
Age: 35-44	21%	(75)	64%	(228)	15%	(55)	358
Age: 45-64	11%	(81)	76%	(567)	14%	(103)	751
Age: 65+	8%	(34)	81%	(353)	11%	(49)	436
GenZers: 1997-2012	22%	(57)	64%	(168)	15%	(38)	264
Millennials: 1981-1996	22%	(124)	63%	(357)	16%	(89)	571
GenXers: 1965-1980	15%	(84)	70%	(391)	15%	(86)	561
Baby Boomers: 1946-1964	8%	(58)	80%	(566)	12%	(87)	712
PID: Dem (no lean)	17%	(134)	69%	(541)	14%	(114)	789
PID: Ind (no lean)	15%	(99)	69%	(472)	16%	(111)	682
PID: Rep (no lean)	14%	(99)	75%	(549)	11%	(81)	729
PID/Gender: Dem Men	20%	(76)	65%	(243)	15%	(55)	374
PID/Gender: Dem Women	14%	(57)	72%	(299)	14%	(58)	415
PID/Gender: Ind Men	16%	(55)	68%	(228)	15%	(52)	335
PID/Gender: Ind Women	13%	(44)	70%	(243)	17%	(60)	348
PID/Gender: Rep Men	16%	(57)	71%	(249)	13%	(47)	353
PID/Gender: Rep Women	11%	(42)	80%	(300)	9%	(34)	376
Ideo: Liberal (1-3)	20%	(128)	69%	(445)	11%	(70)	643
Ideo: Moderate (4)	18%	(108)	67%	(410)	16%	(97)	614
Ideo: Conservative (5-7)	10%	(76)	79%	(592)	11%	(81)	750
Educ: < College	15%	(220)	70%	(1066)	15%	(226)	1512
Educ: Bachelors degree	16%	(70)	71%	(314)	13%	(60)	444
Educ: Post-grad	17%	(42)	75%	(182)	8%	(20)	244
Income: Under 50k	14%	(173)	70%	(875)	16%	(200)	1248
Income: 50k-100k	15%	(100)	75%	(493)	10%	(69)	661
Income: 100k+	20%	(60)	67%	(194)	13%	(38)	292

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Table CVA2_4: Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, or by a human employee when visiting the following places?

A hotel

Demographic	An artificial intelligence voice assistant		A human employee		Don't know / No opinion		Total N
Adults	15%	(332)	71%	(1562)	14%	(306)	2200
Ethnicity: White	13%	(230)	74%	(1274)	13%	(218)	1722
Ethnicity: Hispanic	21%	(75)	66%	(229)	13%	(46)	349
Ethnicity: Afr. Am.	19%	(52)	60%	(165)	21%	(57)	274
Ethnicity: Other	25%	(51)	60%	(122)	15%	(31)	204
All Christian	12%	(132)	77%	(832)	11%	(121)	1085
All Non-Christian	20%	(19)	69%	(66)	11%	(11)	96
Atheist	21%	(25)	66%	(80)	13%	(16)	121
Agnostic/Nothing in particular	20%	(105)	61%	(313)	19%	(96)	515
Something Else	13%	(51)	71%	(270)	16%	(62)	383
Religious Non-Protestant/Catholic	19%	(24)	69%	(88)	12%	(16)	128
Evangelical	16%	(100)	72%	(460)	12%	(76)	636
Non-Evangelical	10%	(77)	77%	(601)	13%	(102)	780
Community: Urban	23%	(142)	63%	(384)	13%	(80)	606
Community: Suburban	13%	(126)	73%	(732)	14%	(144)	1002
Community: Rural	11%	(64)	75%	(446)	14%	(82)	592
Employ: Private Sector	19%	(139)	70%	(511)	11%	(78)	727
Employ: Government	23%	(34)	61%	(89)	15%	(22)	145
Employ: Self-Employed	12%	(20)	68%	(114)	20%	(33)	168
Employ: Homemaker	16%	(20)	73%	(94)	11%	(14)	129
Employ: Retired	8%	(39)	79%	(392)	13%	(64)	495
Employ: Unemployed	14%	(37)	66%	(172)	20%	(52)	261
Employ: Other	12%	(15)	70%	(87)	18%	(22)	124
Military HH: Yes	11%	(40)	75%	(280)	15%	(54)	374
Military HH: No	16%	(292)	70%	(1282)	14%	(252)	1826
RD/WT: Right Direction	15%	(99)	71%	(468)	15%	(96)	663
RD/WT: Wrong Track	15%	(233)	71%	(1094)	14%	(210)	1537
Trump Job Approve	13%	(121)	74%	(693)	13%	(116)	930
Trump Job Disapprove	17%	(204)	69%	(821)	14%	(163)	1188

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Table CVA2_4: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?*

A hotel

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	15%	(332)	71%	(1562)	14%	(306)	2200
Trump Job Strongly Approve	14%	(72)	74%	(384)	13%	(66)	522
Trump Job Somewhat Approve	12%	(49)	76%	(308)	12%	(51)	408
Trump Job Somewhat Disapprove	12%	(28)	73%	(172)	15%	(35)	235
Trump Job Strongly Disapprove	18%	(176)	68%	(649)	13%	(128)	953
Favorable of Trump	11%	(103)	78%	(712)	11%	(102)	917
Unfavorable of Trump	18%	(213)	68%	(795)	14%	(166)	1174
Very Favorable of Trump	13%	(72)	76%	(418)	11%	(59)	549
Somewhat Favorable of Trump	8%	(31)	80%	(294)	12%	(43)	367
Somewhat Unfavorable of Trump	16%	(32)	71%	(144)	13%	(26)	202
Very Unfavorable of Trump	19%	(181)	67%	(651)	14%	(140)	971
#1 Issue: Economy	18%	(127)	69%	(499)	13%	(97)	724
#1 Issue: Security	11%	(34)	79%	(249)	10%	(30)	314
#1 Issue: Health Care	20%	(73)	68%	(254)	12%	(46)	373
#1 Issue: Medicare / Social Security	8%	(26)	74%	(231)	18%	(55)	312
#1 Issue: Women’s Issues	18%	(21)	64%	(74)	18%	(21)	116
#1 Issue: Education	18%	(23)	71%	(93)	11%	(14)	130
#1 Issue: Energy	16%	(13)	71%	(55)	13%	(10)	77
#1 Issue: Other	10%	(15)	69%	(106)	21%	(32)	154
2018 House Vote: Democrat	17%	(131)	70%	(542)	13%	(104)	777
2018 House Vote: Republican	11%	(75)	77%	(539)	12%	(82)	697
2018 House Vote: Someone else	10%	(8)	73%	(65)	18%	(16)	89
2016 Vote: Hillary Clinton	17%	(120)	70%	(492)	14%	(96)	707
2016 Vote: Donald Trump	12%	(92)	77%	(576)	11%	(83)	752
2016 Vote: Other	14%	(20)	75%	(111)	12%	(18)	148
2016 Vote: Didn’t Vote	17%	(100)	65%	(382)	19%	(110)	591
Voted in 2014: Yes	14%	(188)	75%	(1008)	11%	(155)	1351
Voted in 2014: No	17%	(144)	65%	(554)	18%	(151)	849

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Table CVA2_4: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?*
 A hotel

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	15%	(332)	71%	(1562)	14%	(306)	2200
2012 Vote: Barack Obama	16%	(131)	71%	(594)	13%	(107)	832
2012 Vote: Mitt Romney	10%	(54)	79%	(421)	11%	(60)	535
2012 Vote: Other	8%	(7)	78%	(64)	14%	(12)	83
2012 Vote: Didn’t Vote	19%	(140)	64%	(479)	17%	(127)	746
4-Region: Northeast	17%	(69)	68%	(268)	14%	(57)	394
4-Region: Midwest	13%	(59)	74%	(341)	14%	(63)	462
4-Region: South	13%	(105)	73%	(605)	14%	(114)	824
4-Region: West	19%	(99)	67%	(348)	14%	(72)	520

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

Table CVA2_5: Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?

A bank

Demographic	An artificial intelligence voice assistant		A human employee		Don't know / No opinion		Total N
Adults	12%	(273)	76%	(1666)	12%	(261)	2200
Gender: Male	14%	(153)	73%	(780)	12%	(128)	1062
Gender: Female	11%	(120)	78%	(886)	12%	(133)	1138
Age: 18-34	18%	(118)	69%	(451)	13%	(86)	655
Age: 35-44	16%	(57)	71%	(254)	13%	(46)	358
Age: 45-64	10%	(74)	79%	(590)	12%	(87)	751
Age: 65+	6%	(24)	85%	(370)	10%	(42)	436
GenZers: 1997-2012	16%	(43)	71%	(186)	13%	(34)	264
Millennials: 1981-1996	19%	(109)	68%	(387)	13%	(74)	571
GenXers: 1965-1980	13%	(71)	74%	(415)	13%	(75)	561
Baby Boomers: 1946-1964	7%	(48)	83%	(590)	10%	(73)	712
PID: Dem (no lean)	14%	(111)	73%	(579)	12%	(98)	789
PID: Ind (no lean)	11%	(77)	75%	(513)	13%	(92)	682
PID: Rep (no lean)	12%	(84)	79%	(573)	10%	(71)	729
PID/Gender: Dem Men	17%	(62)	71%	(265)	12%	(47)	374
PID/Gender: Dem Women	12%	(49)	76%	(314)	12%	(51)	415
PID/Gender: Ind Men	14%	(46)	75%	(252)	11%	(37)	335
PID/Gender: Ind Women	9%	(31)	75%	(262)	16%	(55)	348
PID/Gender: Rep Men	13%	(45)	75%	(263)	13%	(45)	353
PID/Gender: Rep Women	11%	(40)	82%	(310)	7%	(26)	376
Ideo: Liberal (1-3)	16%	(104)	75%	(482)	9%	(56)	643
Ideo: Moderate (4)	14%	(87)	73%	(451)	12%	(77)	614
Ideo: Conservative (5-7)	9%	(66)	81%	(608)	10%	(75)	750
Educ: < College	11%	(169)	76%	(1151)	13%	(192)	1512
Educ: Bachelors degree	14%	(63)	75%	(333)	11%	(48)	444
Educ: Post-grad	17%	(41)	75%	(182)	9%	(21)	244
Income: Under 50k	11%	(136)	75%	(940)	14%	(171)	1248
Income: 50k-100k	14%	(90)	78%	(515)	8%	(56)	661
Income: 100k+	16%	(47)	72%	(210)	12%	(34)	292

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Table CVA2_5: Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, or by a human employee when visiting the following places?

A bank

Demographic	An artificial intelligence voice assistant		A human employee		Don't know / No opinion		Total N
Adults	12%	(273)	76%	(1666)	12%	(261)	2200
Ethnicity: White	10%	(173)	79%	(1364)	11%	(185)	1722
Ethnicity: Hispanic	24%	(83)	67%	(235)	9%	(31)	349
Ethnicity: Afr. Am.	21%	(56)	61%	(168)	18%	(50)	274
Ethnicity: Other	21%	(44)	66%	(134)	13%	(26)	204
All Christian	11%	(117)	80%	(864)	10%	(103)	1085
All Non-Christian	14%	(14)	72%	(69)	14%	(13)	96
Atheist	8%	(10)	80%	(97)	12%	(14)	121
Agnostic/Nothing in particular	17%	(89)	68%	(348)	15%	(78)	515
Something Else	11%	(43)	75%	(288)	14%	(52)	383
Religious Non-Protestant/Catholic	16%	(20)	73%	(93)	12%	(15)	128
Evangelical	11%	(73)	78%	(494)	11%	(69)	636
Non-Evangelical	10%	(81)	79%	(615)	11%	(84)	780
Community: Urban	19%	(114)	71%	(431)	10%	(61)	606
Community: Suburban	10%	(104)	76%	(764)	13%	(133)	1002
Community: Rural	9%	(55)	79%	(470)	11%	(67)	592
Employ: Private Sector	16%	(113)	76%	(551)	9%	(63)	727
Employ: Government	13%	(19)	74%	(108)	12%	(18)	145
Employ: Self-Employed	13%	(22)	71%	(119)	16%	(27)	168
Employ: Homemaker	14%	(19)	76%	(98)	9%	(12)	129
Employ: Retired	6%	(28)	83%	(410)	11%	(57)	495
Employ: Unemployed	10%	(26)	70%	(183)	20%	(52)	261
Employ: Other	12%	(15)	78%	(96)	10%	(13)	124
Military HH: Yes	10%	(38)	81%	(302)	9%	(35)	374
Military HH: No	13%	(236)	75%	(1364)	12%	(226)	1826
RD/WT: Right Direction	11%	(73)	77%	(508)	12%	(82)	663
RD/WT: Wrong Track	13%	(200)	75%	(1158)	12%	(178)	1537
Trump Job Approve	10%	(95)	79%	(739)	10%	(97)	930
Trump Job Disapprove	14%	(163)	74%	(884)	12%	(141)	1188

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Table CVA2_5: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?*

A bank

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	12%	(273)	76%	(1666)	12%	(261)	2200
Trump Job Strongly Approve	12%	(62)	77%	(402)	11%	(59)	522
Trump Job Somewhat Approve	8%	(33)	83%	(337)	9%	(38)	408
Trump Job Somewhat Disapprove	12%	(28)	77%	(180)	11%	(26)	235
Trump Job Strongly Disapprove	14%	(135)	74%	(704)	12%	(115)	953
Favorable of Trump	9%	(84)	82%	(748)	9%	(85)	917
Unfavorable of Trump	15%	(173)	73%	(860)	12%	(140)	1174
Very Favorable of Trump	10%	(53)	80%	(442)	10%	(55)	549
Somewhat Favorable of Trump	8%	(31)	83%	(306)	8%	(30)	367
Somewhat Unfavorable of Trump	16%	(32)	74%	(150)	10%	(20)	202
Very Unfavorable of Trump	15%	(141)	73%	(711)	12%	(119)	971
#1 Issue: Economy	15%	(108)	74%	(539)	11%	(76)	724
#1 Issue: Security	7%	(23)	84%	(262)	9%	(28)	314
#1 Issue: Health Care	16%	(59)	72%	(266)	13%	(48)	373
#1 Issue: Medicare / Social Security	6%	(18)	80%	(249)	14%	(45)	312
#1 Issue: Women’s Issues	20%	(23)	64%	(75)	16%	(18)	116
#1 Issue: Education	17%	(22)	73%	(94)	11%	(14)	130
#1 Issue: Energy	14%	(11)	79%	(61)	7%	(5)	77
#1 Issue: Other	6%	(9)	77%	(119)	17%	(26)	154
2018 House Vote: Democrat	14%	(109)	76%	(589)	10%	(79)	777
2018 House Vote: Republican	9%	(61)	80%	(560)	11%	(76)	697
2018 House Vote: Someone else	12%	(10)	74%	(65)	14%	(13)	89
2016 Vote: Hillary Clinton	14%	(100)	74%	(525)	12%	(83)	707
2016 Vote: Donald Trump	9%	(67)	82%	(613)	10%	(72)	752
2016 Vote: Other	12%	(18)	79%	(117)	9%	(13)	148
2016 Vote: Didn’t Vote	15%	(88)	69%	(410)	16%	(92)	591
Voted in 2014: Yes	12%	(161)	79%	(1064)	9%	(126)	1351
Voted in 2014: No	13%	(112)	71%	(602)	16%	(135)	849

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Table CVA2_5: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?*
 A bank

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	12%	(273)	76%	(1666)	12%	(261)	2200
2012 Vote: Barack Obama	14%	(120)	75%	(624)	11%	(88)	832
2012 Vote: Mitt Romney	8%	(45)	82%	(440)	9%	(51)	535
2012 Vote: Other	7%	(6)	82%	(68)	11%	(9)	83
2012 Vote: Didn’t Vote	14%	(102)	71%	(530)	15%	(113)	746
4-Region: Northeast	16%	(61)	72%	(284)	12%	(48)	394
4-Region: Midwest	9%	(41)	79%	(367)	12%	(55)	462
4-Region: South	10%	(84)	78%	(645)	12%	(95)	824
4-Region: West	17%	(87)	71%	(370)	12%	(63)	520

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

Table CVA2_6: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?*

A movie theater

Demographic	An artificial intelligence voice assistant		A human employee		Don't know / No opinion		Total N
Adults	22%	(481)	62%	(1363)	16%	(355)	2200
Gender: Male	24%	(252)	61%	(644)	16%	(166)	1062
Gender: Female	20%	(229)	63%	(719)	17%	(190)	1138
Age: 18-34	31%	(206)	55%	(363)	13%	(86)	655
Age: 35-44	28%	(100)	53%	(190)	19%	(68)	358
Age: 45-64	16%	(120)	67%	(505)	17%	(125)	751
Age: 65+	13%	(55)	70%	(304)	18%	(76)	436
GenZers: 1997-2012	29%	(77)	59%	(156)	12%	(31)	264
Millennials: 1981-1996	32%	(180)	53%	(300)	16%	(91)	571
GenXers: 1965-1980	21%	(117)	60%	(339)	19%	(105)	561
Baby Boomers: 1946-1964	13%	(93)	71%	(509)	16%	(111)	712
PID: Dem (no lean)	27%	(211)	58%	(458)	15%	(120)	789
PID: Ind (no lean)	17%	(119)	64%	(435)	19%	(129)	682
PID: Rep (no lean)	21%	(151)	65%	(470)	15%	(107)	729
PID/Gender: Dem Men	30%	(112)	57%	(212)	13%	(50)	374
PID/Gender: Dem Women	24%	(99)	59%	(246)	17%	(70)	415
PID/Gender: Ind Men	19%	(64)	64%	(214)	17%	(57)	335
PID/Gender: Ind Women	16%	(55)	64%	(221)	21%	(72)	348
PID/Gender: Rep Men	21%	(76)	62%	(218)	17%	(59)	353
PID/Gender: Rep Women	20%	(75)	67%	(252)	13%	(48)	376
Ideo: Liberal (1-3)	29%	(189)	60%	(386)	11%	(69)	643
Ideo: Moderate (4)	24%	(145)	59%	(360)	18%	(109)	614
Ideo: Conservative (5-7)	17%	(125)	68%	(507)	16%	(117)	750
Educ: < College	20%	(299)	63%	(955)	17%	(257)	1512
Educ: Bachelors degree	26%	(116)	59%	(264)	14%	(64)	444
Educ: Post-grad	27%	(66)	59%	(144)	14%	(34)	244
Income: Under 50k	19%	(236)	62%	(778)	19%	(233)	1248
Income: 50k-100k	24%	(159)	64%	(424)	12%	(78)	661
Income: 100k+	29%	(86)	55%	(162)	15%	(44)	292

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Table CVA2_6: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?*

A movie theater

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	22%	(481)	62%	(1363)	16%	(355)	2200
Ethnicity: White	20%	(340)	64%	(1108)	16%	(273)	1722
Ethnicity: Hispanic	31%	(108)	60%	(211)	9%	(30)	349
Ethnicity: Afr. Am.	26%	(72)	54%	(148)	20%	(54)	274
Ethnicity: Other	34%	(69)	52%	(107)	14%	(28)	204
All Christian	19%	(201)	67%	(727)	14%	(156)	1085
All Non-Christian	31%	(30)	55%	(53)	14%	(13)	96
Atheist	23%	(28)	65%	(79)	12%	(15)	121
Agnostic/Nothing in particular	27%	(139)	53%	(273)	20%	(103)	515
Something Else	22%	(84)	60%	(231)	18%	(68)	383
Religious Non-Protestant/Catholic	28%	(35)	60%	(76)	13%	(16)	128
Evangelical	20%	(129)	65%	(412)	15%	(95)	636
Non-Evangelical	19%	(147)	65%	(509)	16%	(124)	780
Community: Urban	28%	(170)	58%	(350)	14%	(86)	606
Community: Suburban	21%	(207)	62%	(621)	17%	(173)	1002
Community: Rural	18%	(104)	66%	(392)	16%	(96)	592
Employ: Private Sector	27%	(200)	61%	(444)	12%	(84)	727
Employ: Government	28%	(40)	57%	(83)	15%	(22)	145
Employ: Self-Employed	18%	(30)	61%	(102)	21%	(36)	168
Employ: Homemaker	26%	(33)	58%	(75)	16%	(21)	129
Employ: Retired	12%	(60)	69%	(343)	18%	(91)	495
Employ: Unemployed	19%	(50)	58%	(152)	22%	(59)	261
Employ: Other	18%	(23)	60%	(74)	22%	(27)	124
Military HH: Yes	17%	(65)	66%	(247)	16%	(62)	374
Military HH: No	23%	(416)	61%	(1116)	16%	(294)	1826
RD/WT: Right Direction	19%	(127)	63%	(420)	18%	(117)	663
RD/WT: Wrong Track	23%	(355)	61%	(944)	16%	(238)	1537
Trump Job Approve	18%	(168)	66%	(617)	16%	(145)	930
Trump Job Disapprove	26%	(305)	59%	(698)	16%	(184)	1188

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Table CVA2_6: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?*
A movie theater

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	22%	(481)	62%	(1363)	16%	(355)	2200
Trump Job Strongly Approve	19%	(101)	64%	(333)	17%	(88)	522
Trump Job Somewhat Approve	16%	(67)	70%	(284)	14%	(57)	408
Trump Job Somewhat Disapprove	22%	(51)	62%	(145)	16%	(39)	235
Trump Job Strongly Disapprove	27%	(255)	58%	(553)	15%	(146)	953
Favorable of Trump	17%	(158)	68%	(623)	15%	(136)	917
Unfavorable of Trump	26%	(303)	59%	(689)	15%	(181)	1174
Very Favorable of Trump	18%	(101)	67%	(366)	15%	(83)	549
Somewhat Favorable of Trump	15%	(57)	70%	(257)	15%	(54)	367
Somewhat Unfavorable of Trump	21%	(43)	64%	(129)	15%	(30)	202
Very Unfavorable of Trump	27%	(260)	58%	(560)	16%	(151)	971
#1 Issue: Economy	25%	(182)	61%	(439)	14%	(103)	724
#1 Issue: Security	16%	(50)	71%	(222)	13%	(42)	314
#1 Issue: Health Care	24%	(89)	62%	(230)	14%	(54)	373
#1 Issue: Medicare / Social Security	13%	(41)	65%	(203)	22%	(67)	312
#1 Issue: Women’s Issues	27%	(31)	54%	(63)	19%	(22)	116
#1 Issue: Education	29%	(37)	59%	(77)	12%	(16)	130
#1 Issue: Energy	26%	(20)	56%	(44)	18%	(14)	77
#1 Issue: Other	20%	(31)	56%	(86)	24%	(37)	154
2018 House Vote: Democrat	27%	(207)	58%	(455)	15%	(116)	777
2018 House Vote: Republican	17%	(122)	66%	(461)	16%	(114)	697
2018 House Vote: Someone else	13%	(11)	68%	(60)	19%	(17)	89
2016 Vote: Hillary Clinton	26%	(182)	59%	(417)	15%	(108)	707
2016 Vote: Donald Trump	18%	(134)	67%	(503)	15%	(115)	752
2016 Vote: Other	19%	(28)	65%	(97)	16%	(24)	148
2016 Vote: Didn’t Vote	23%	(137)	59%	(346)	18%	(108)	591
Voted in 2014: Yes	21%	(287)	64%	(866)	15%	(199)	1351
Voted in 2014: No	23%	(195)	59%	(498)	18%	(156)	849

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Table CVA2_6: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?*
A movie theater

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	22%	(481)	62%	(1363)	16%	(355)	2200
2012 Vote: Barack Obama	25%	(204)	61%	(508)	14%	(120)	832
2012 Vote: Mitt Romney	17%	(89)	67%	(357)	17%	(90)	535
2012 Vote: Other	6%	(5)	74%	(61)	20%	(17)	83
2012 Vote: Didn’t Vote	25%	(183)	58%	(434)	17%	(129)	746
4-Region: Northeast	24%	(95)	60%	(237)	16%	(62)	394
4-Region: Midwest	18%	(82)	66%	(304)	16%	(76)	462
4-Region: South	21%	(169)	62%	(508)	18%	(147)	824
4-Region: West	26%	(136)	60%	(314)	14%	(71)	520

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

Table CVA2_7: Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, or by a human employee when visiting the following places?
A grocery store

Demographic	An artificial intelligence voice assistant		A human employee		Don't know / No opinion		Total N
Adults	16%	(342)	72%	(1579)	13%	(280)	2200
Gender: Male	18%	(195)	69%	(735)	12%	(132)	1062
Gender: Female	13%	(146)	74%	(844)	13%	(148)	1138
Age: 18-34	24%	(157)	62%	(406)	14%	(92)	655
Age: 35-44	20%	(70)	67%	(238)	14%	(49)	358
Age: 45-64	12%	(86)	75%	(565)	13%	(99)	751
Age: 65+	6%	(28)	84%	(369)	9%	(40)	436
GenZers: 1997-2012	25%	(67)	57%	(151)	17%	(46)	264
Millennials: 1981-1996	22%	(128)	65%	(371)	13%	(71)	571
GenXers: 1965-1980	14%	(79)	71%	(398)	15%	(84)	561
Baby Boomers: 1946-1964	9%	(64)	80%	(571)	11%	(76)	712
PID: Dem (no lean)	19%	(148)	68%	(539)	13%	(102)	789
PID: Ind (no lean)	16%	(108)	69%	(469)	16%	(106)	682
PID: Rep (no lean)	12%	(86)	78%	(571)	10%	(71)	729
PID/Gender: Dem Men	22%	(84)	66%	(246)	12%	(45)	374
PID/Gender: Dem Women	15%	(64)	71%	(293)	14%	(58)	415
PID/Gender: Ind Men	20%	(67)	65%	(217)	15%	(51)	335
PID/Gender: Ind Women	12%	(40)	72%	(252)	16%	(55)	348
PID/Gender: Rep Men	13%	(44)	77%	(273)	10%	(36)	353
PID/Gender: Rep Women	11%	(42)	79%	(299)	9%	(35)	376
Ideo: Liberal (1-3)	21%	(133)	69%	(441)	11%	(69)	643
Ideo: Moderate (4)	17%	(104)	70%	(431)	13%	(79)	614
Ideo: Conservative (5-7)	10%	(78)	79%	(595)	10%	(77)	750
Educ: < College	15%	(220)	72%	(1082)	14%	(210)	1512
Educ: Bachelors degree	18%	(78)	72%	(321)	10%	(45)	444
Educ: Post-grad	18%	(43)	72%	(176)	10%	(24)	244
Income: Under 50k	14%	(171)	72%	(897)	14%	(179)	1248
Income: 50k-100k	17%	(110)	74%	(490)	9%	(61)	661
Income: 100k+	21%	(60)	66%	(192)	14%	(39)	292

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Table CVA2_7: Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon's Alexa or Apple's Siri, or by a human employee when visiting the following places?

A grocery store

Demographic	An artificial intelligence voice assistant		A human employee		Don't know / No opinion		Total N
Adults	16%	(342)	72%	(1579)	13%	(280)	2200
Ethnicity: White	13%	(228)	75%	(1294)	12%	(199)	1722
Ethnicity: Hispanic	25%	(88)	64%	(225)	11%	(37)	349
Ethnicity: Afr. Am.	22%	(59)	61%	(166)	18%	(49)	274
Ethnicity: Other	27%	(54)	58%	(118)	16%	(32)	204
All Christian	13%	(140)	76%	(829)	11%	(115)	1085
All Non-Christian	21%	(20)	67%	(64)	12%	(11)	96
Atheist	17%	(20)	73%	(88)	10%	(13)	121
Agnostic/Nothing in particular	21%	(107)	62%	(319)	17%	(88)	515
Something Else	14%	(54)	72%	(278)	14%	(52)	383
Religious Non-Protestant/Catholic	19%	(25)	69%	(89)	12%	(15)	128
Evangelical	13%	(82)	75%	(479)	12%	(76)	636
Non-Evangelical	14%	(107)	75%	(586)	11%	(87)	780
Community: Urban	23%	(138)	65%	(394)	12%	(75)	606
Community: Suburban	13%	(135)	74%	(737)	13%	(130)	1002
Community: Rural	12%	(69)	76%	(448)	13%	(74)	592
Employ: Private Sector	18%	(134)	73%	(529)	9%	(65)	727
Employ: Government	23%	(33)	62%	(90)	15%	(22)	145
Employ: Self-Employed	10%	(17)	70%	(117)	20%	(33)	168
Employ: Homemaker	17%	(22)	73%	(94)	11%	(14)	129
Employ: Retired	7%	(33)	82%	(407)	11%	(55)	495
Employ: Unemployed	18%	(47)	63%	(165)	19%	(48)	261
Employ: Other	14%	(18)	71%	(88)	14%	(18)	124
Military HH: Yes	12%	(47)	77%	(287)	11%	(40)	374
Military HH: No	16%	(295)	71%	(1291)	13%	(239)	1826
RD/WT: Right Direction	13%	(88)	74%	(491)	13%	(84)	663
RD/WT: Wrong Track	16%	(253)	71%	(1088)	13%	(196)	1537
Trump Job Approve	11%	(107)	78%	(722)	11%	(102)	930
Trump Job Disapprove	19%	(221)	69%	(815)	13%	(152)	1188

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Table CVA2_7: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?*
A grocery store

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	16%	(342)	72%	(1579)	13%	(280)	2200
Trump Job Strongly Approve	14%	(71)	75%	(393)	11%	(59)	522
Trump Job Somewhat Approve	9%	(36)	81%	(329)	11%	(43)	408
Trump Job Somewhat Disapprove	17%	(39)	70%	(164)	13%	(31)	235
Trump Job Strongly Disapprove	19%	(182)	68%	(650)	13%	(121)	953
Favorable of Trump	11%	(103)	79%	(728)	9%	(86)	917
Unfavorable of Trump	19%	(223)	68%	(792)	14%	(159)	1174
Very Favorable of Trump	11%	(60)	79%	(436)	10%	(54)	549
Somewhat Favorable of Trump	12%	(43)	80%	(292)	9%	(32)	367
Somewhat Unfavorable of Trump	21%	(42)	67%	(135)	12%	(25)	202
Very Unfavorable of Trump	19%	(180)	68%	(657)	14%	(134)	971
#1 Issue: Economy	17%	(124)	71%	(513)	12%	(87)	724
#1 Issue: Security	12%	(36)	80%	(252)	8%	(26)	314
#1 Issue: Health Care	18%	(69)	68%	(255)	13%	(49)	373
#1 Issue: Medicare / Social Security	7%	(21)	80%	(249)	13%	(42)	312
#1 Issue: Women’s Issues	25%	(29)	59%	(68)	16%	(19)	116
#1 Issue: Education	24%	(31)	67%	(87)	10%	(13)	130
#1 Issue: Energy	16%	(12)	67%	(52)	17%	(13)	77
#1 Issue: Other	13%	(20)	67%	(103)	20%	(31)	154
2018 House Vote: Democrat	16%	(128)	71%	(549)	13%	(100)	777
2018 House Vote: Republican	11%	(77)	79%	(553)	10%	(67)	697
2018 House Vote: Someone else	10%	(9)	77%	(68)	13%	(12)	89
2016 Vote: Hillary Clinton	15%	(109)	71%	(504)	13%	(94)	707
2016 Vote: Donald Trump	12%	(87)	79%	(596)	9%	(70)	752
2016 Vote: Other	12%	(18)	78%	(116)	9%	(14)	148
2016 Vote: Didn’t Vote	22%	(128)	61%	(361)	17%	(102)	591
Voted in 2014: Yes	14%	(186)	76%	(1024)	10%	(141)	1351
Voted in 2014: No	18%	(155)	65%	(555)	16%	(139)	849

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Table CVA2_7: *Would you prefer to be assisted by an artificial intelligence voice assistant, similar to Amazon’s Alexa or Apple’s Siri, or by a human employee when visiting the following places?*
A grocery store

Demographic	An artificial intelligence voice assistant		A human employee		Don’t know / No opinion		Total N
Adults	16%	(342)	72%	(1579)	13%	(280)	2200
2012 Vote: Barack Obama	15%	(128)	72%	(602)	12%	(103)	832
2012 Vote: Mitt Romney	9%	(49)	82%	(439)	9%	(48)	535
2012 Vote: Other	9%	(7)	77%	(63)	14%	(12)	83
2012 Vote: Didn’t Vote	21%	(157)	63%	(471)	16%	(117)	746
4-Region: Northeast	18%	(71)	68%	(267)	14%	(55)	394
4-Region: Midwest	13%	(59)	74%	(343)	13%	(61)	462
4-Region: South	13%	(109)	75%	(620)	12%	(95)	824
4-Region: West	20%	(102)	67%	(348)	13%	(69)	520

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

Table CVA3: To what extent are safety concerns over the COVID-19 pandemic (coronavirus) a factor in why you would prefer being assisted by an artificial intelligence voice assistant?

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Adults	38%	(279)	35%	(256)	26%	(190)	725
Gender: Male	41%	(154)	33%	(127)	26%	(99)	379
Gender: Female	36%	(125)	38%	(130)	26%	(91)	346
Age: 18-34	34%	(103)	39%	(120)	27%	(83)	305
Age: 35-44	43%	(64)	34%	(51)	23%	(34)	149
Age: 45-64	46%	(85)	29%	(54)	25%	(46)	185
Age: 65+	32%	(27)	37%	(32)	32%	(27)	86
GenZers: 1997-2012	31%	(39)	39%	(50)	30%	(38)	126
Millennials: 1981-1996	35%	(91)	40%	(104)	25%	(66)	261
GenXers: 1965-1980	54%	(93)	26%	(45)	20%	(35)	173
Baby Boomers: 1946-1964	37%	(54)	35%	(52)	28%	(41)	147
PID: Dem (no lean)	46%	(136)	33%	(98)	21%	(62)	296
PID: Ind (no lean)	31%	(65)	33%	(69)	36%	(75)	209
PID: Rep (no lean)	36%	(78)	40%	(89)	24%	(53)	220
PID/Gender: Dem Men	50%	(74)	31%	(46)	19%	(28)	148
PID/Gender: Dem Women	42%	(62)	35%	(52)	24%	(35)	148
PID/Gender: Ind Men	30%	(34)	33%	(38)	37%	(43)	115
PID/Gender: Ind Women	33%	(31)	33%	(31)	34%	(32)	94
PID/Gender: Rep Men	40%	(46)	36%	(42)	24%	(28)	117
PID/Gender: Rep Women	31%	(32)	45%	(47)	24%	(25)	104
Ideo: Liberal (1-3)	40%	(108)	36%	(96)	24%	(66)	271
Ideo: Moderate (4)	42%	(90)	32%	(68)	26%	(56)	213
Ideo: Conservative (5-7)	34%	(66)	40%	(78)	26%	(49)	193
Educ: < College	38%	(175)	35%	(163)	27%	(126)	465
Educ: Bachelors degree	36%	(57)	39%	(62)	25%	(40)	159
Educ: Post-grad	46%	(47)	31%	(32)	23%	(23)	102
Income: Under 50k	39%	(147)	36%	(135)	26%	(97)	378
Income: 50k-100k	40%	(93)	36%	(84)	24%	(56)	234
Income: 100k+	35%	(39)	33%	(37)	32%	(36)	113
Ethnicity: White	37%	(188)	34%	(175)	29%	(145)	508
Ethnicity: Hispanic	45%	(75)	30%	(50)	26%	(43)	169
Ethnicity: Afr. Am.	42%	(48)	39%	(45)	20%	(23)	116

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Table CVA3: To what extent are safety concerns over the COVID-19 pandemic (coronavirus) a factor in why you would prefer being assisted by an artificial intelligence voice assistant?

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Adults	38%	(279)	35%	(256)	26%	(190)	725
Ethnicity: Other	42%	(43)	36%	(37)	22%	(22)	102
All Christian	45%	(144)	34%	(108)	21%	(68)	320
Agnostic/Nothing in particular	31%	(65)	36%	(76)	33%	(70)	211
Something Else	38%	(44)	35%	(41)	27%	(32)	117
Evangelical	51%	(97)	30%	(57)	20%	(38)	192
Non-Evangelical	38%	(87)	36%	(84)	26%	(59)	231
Community: Urban	47%	(123)	33%	(88)	20%	(53)	264
Community: Suburban	35%	(106)	36%	(108)	29%	(88)	302
Community: Rural	32%	(50)	38%	(60)	31%	(49)	159
Employ: Private Sector	45%	(128)	36%	(101)	19%	(54)	282
Employ: Government	38%	(23)	31%	(19)	30%	(18)	60
Employ: Retired	37%	(34)	33%	(30)	30%	(28)	91
Employ: Unemployed	44%	(39)	38%	(34)	19%	(17)	90
Military HH: Yes	28%	(32)	34%	(38)	38%	(42)	112
Military HH: No	40%	(247)	36%	(218)	24%	(148)	614
RD/WT: Right Direction	41%	(86)	34%	(72)	25%	(52)	211
RD/WT: Wrong Track	37%	(193)	36%	(184)	27%	(138)	514
Trump Job Approve	39%	(103)	37%	(97)	23%	(61)	261
Trump Job Disapprove	39%	(170)	34%	(149)	27%	(116)	434
Trump Job Strongly Approve	39%	(59)	34%	(51)	27%	(40)	150
Trump Job Somewhat Approve	40%	(44)	41%	(46)	19%	(21)	110
Trump Job Somewhat Disapprove	31%	(24)	41%	(32)	28%	(22)	77
Trump Job Strongly Disapprove	41%	(146)	33%	(117)	26%	(94)	357
Favorable of Trump	37%	(91)	34%	(83)	29%	(71)	245
Unfavorable of Trump	40%	(178)	36%	(159)	24%	(108)	445
Very Favorable of Trump	37%	(54)	37%	(55)	26%	(38)	147
Somewhat Favorable of Trump	38%	(37)	29%	(28)	34%	(33)	98
Somewhat Unfavorable of Trump	28%	(21)	51%	(37)	21%	(15)	73
Very Unfavorable of Trump	42%	(158)	33%	(122)	25%	(93)	373

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Table CVA3: To what extent are safety concerns over the COVID-19 pandemic (coronavirus) a factor in why you would prefer being assisted by an artificial intelligence voice assistant?

Demographic	Major factor	Minor factor	Not a factor at all	Total N
Adults	38% (279)	35% (256)	26% (190)	725
#1 Issue: Economy	38% (103)	40% (107)	22% (60)	269
#1 Issue: Security	43% (32)	31% (23)	26% (19)	74
#1 Issue: Health Care	48% (66)	34% (47)	19% (26)	138
#1 Issue: Medicare / Social Security	33% (21)	42% (27)	24% (16)	64
#1 Issue: Women's Issues	34% (19)	28% (16)	38% (21)	55
#1 Issue: Education	22% (12)	36% (19)	42% (22)	52
2018 House Vote: Democrat	45% (129)	33% (94)	22% (63)	286
2018 House Vote: Republican	36% (65)	38% (68)	27% (48)	182
2016 Vote: Hillary Clinton	47% (118)	33% (81)	20% (50)	249
2016 Vote: Donald Trump	38% (77)	36% (73)	25% (51)	201
2016 Vote: Didn't Vote	31% (70)	36% (82)	33% (75)	227
Voted in 2014: Yes	44% (185)	33% (140)	22% (94)	420
Voted in 2014: No	31% (93)	38% (116)	31% (96)	305
2012 Vote: Barack Obama	46% (135)	31% (92)	22% (65)	292
2012 Vote: Mitt Romney	34% (47)	35% (48)	31% (43)	138
2012 Vote: Didn't Vote	34% (96)	38% (107)	28% (77)	281
4-Region: Northeast	47% (60)	31% (40)	22% (28)	128
4-Region: Midwest	42% (58)	33% (46)	25% (34)	137
4-Region: South	39% (100)	35% (89)	26% (65)	253
4-Region: West	30% (61)	40% (82)	31% (64)	207

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	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	264	12%
	Millennials: 1981-1996	571	26%
	GenXers: 1965-1980	561	26%
	Baby Boomers: 1946-1964	712	32%
	N	2107	
xpid3	PID: Dem (no lean)	789	36%
	PID: Ind (no lean)	682	31%
	PID: Rep (no lean)	729	33%
	N	2200	
xpidGender	PID/Gender: Dem Men	374	17%
	PID/Gender: Dem Women	415	19%
	PID/Gender: Ind Men	335	15%
	PID/Gender: Ind Women	348	16%
	PID/Gender: Rep Men	353	16%
	PID/Gender: Rep Women	376	17%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	643	29%
	Ideo: Moderate (4)	614	28%
	Ideo: Conservative (5-7)	750	34%
	N	2006	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1248	57%
	Income: 50k-100k	661	30%
	Income: 100k+	292	13%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1085	49%
	All Non-Christian	96	4%
	Atheist	121	6%
	Agnostic/Nothing in particular	515	23%
	Something Else	383	17%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	128	6%
xdemEvang	Evangelical	636	29%
	Non-Evangelical	780	35%
	N	1416	
xdemUsr	Community: Urban	606	28%
	Community: Suburban	1002	46%
	Community: Rural	592	27%
	N	2200	
xdemEmploy	Employ: Private Sector	727	33%
	Employ: Government	145	7%
	Employ: Self-Employed	168	8%
	Employ: Homemaker	129	6%
	Employ: Retired	495	22%
	Employ: Unemployed	261	12%
	Employ: Other	124	6%
	N	2048	
xdemMilHH1	Military HH: Yes	374	17%
	Military HH: No	1826	83%
	N	2200	
xnrl	RD/WT: Right Direction	663	30%
	RD/WT: Wrong Track	1537	70%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	930	42%
	Trump Job Disapprove	1188	54%
	N	2118	
Trump_Approve2	Trump Job Strongly Approve	522	24%
	Trump Job Somewhat Approve	408	19%
	Trump Job Somewhat Disapprove	235	11%
	Trump Job Strongly Disapprove	953	43%
	N	2118	
Trump_Fav	Favorable of Trump	917	42%
	Unfavorable of Trump	1174	53%
	N	2090	
Trump_Fav_FULL	Very Favorable of Trump	549	25%
	Somewhat Favorable of Trump	367	17%
	Somewhat Unfavorable of Trump	202	9%
	Very Unfavorable of Trump	971	44%
	N	2090	
xnr3	#1 Issue: Economy	724	33%
	#1 Issue: Security	314	14%
	#1 Issue: Health Care	373	17%
	#1 Issue: Medicare / Social Security	312	14%
	#1 Issue: Women's Issues	116	5%
	#1 Issue: Education	130	6%
	#1 Issue: Energy	77	4%
	#1 Issue: Other	154	7%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	777	35%
	2018 House Vote: Republican	697	32%
	2018 House Vote: Someone else	89	4%
	N	1563	
xsubVote16O	2016 Vote: Hillary Clinton	707	32%
	2016 Vote: Donald Trump	752	34%
	2016 Vote: Other	148	7%
	2016 Vote: Didn't Vote	591	27%
	N	2199	
xsubVote14O	Voted in 2014: Yes	1351	61%
	Voted in 2014: No	849	39%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	832	38%
	2012 Vote: Mitt Romney	535	24%
	2012 Vote: Other	83	4%
	2012 Vote: Didn't Vote	746	34%
	N	2196	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	

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



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