



National Tracking Poll #2304076
April 13-16, 2023

Crosstabulation Results

Methodology:

This poll was conducted between April 13-April 16, 2023 among a sample of 2202 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. 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 MCBR1_1: How often do you notice the following kinds of labels on products or services?

Organic

Demographic	Very often		Somewhat often		Not that often		Not at all often		I have never seen this label		Total N
Adults	43%	(949)	33%	(724)	9%	(192)	5%	(113)	10%	(224)	2202
Gender: Male	45%	(479)	31%	(331)	10%	(110)	5%	(53)	9%	(91)	1065
Gender: Female	41%	(456)	35%	(392)	7%	(81)	5%	(60)	12%	(133)	1121
Age: 18-34	50%	(317)	25%	(156)	9%	(54)	7%	(42)	10%	(62)	631
Age: 35-44	45%	(167)	30%	(112)	9%	(32)	3%	(13)	13%	(47)	372
Age: 45-64	37%	(264)	38%	(270)	9%	(67)	5%	(37)	10%	(73)	711
Age: 65+	41%	(201)	38%	(185)	8%	(38)	4%	(21)	9%	(42)	487
GenZers: 1997-2012	48%	(105)	24%	(54)	7%	(16)	9%	(21)	11%	(24)	219
Millennials: 1981-1996	48%	(348)	27%	(197)	9%	(62)	5%	(34)	11%	(77)	719
GenXers: 1965-1980	40%	(217)	35%	(186)	10%	(53)	4%	(20)	11%	(59)	535
Baby Boomers: 1946-1964	38%	(254)	39%	(263)	8%	(52)	5%	(36)	10%	(65)	669
PID: Dem (no lean)	46%	(459)	29%	(295)	9%	(91)	5%	(55)	11%	(107)	1007
PID: Ind (no lean)	41%	(247)	35%	(209)	8%	(51)	4%	(26)	12%	(72)	605
PID: Rep (no lean)	41%	(243)	37%	(219)	9%	(50)	5%	(32)	8%	(46)	590
PID/Gender: Dem Men	47%	(243)	28%	(147)	12%	(63)	4%	(22)	8%	(44)	519
PID/Gender: Dem Women	43%	(208)	31%	(149)	6%	(28)	7%	(33)	13%	(63)	481
PID/Gender: Ind Men	41%	(103)	33%	(83)	7%	(18)	5%	(13)	13%	(34)	250
PID/Gender: Ind Women	40%	(137)	36%	(125)	9%	(32)	4%	(13)	11%	(38)	346
PID/Gender: Rep Men	45%	(133)	34%	(102)	10%	(30)	6%	(18)	5%	(13)	296
PID/Gender: Rep Women	37%	(110)	40%	(118)	7%	(21)	5%	(14)	11%	(32)	294
Ideo: Liberal (1-3)	50%	(362)	27%	(198)	8%	(60)	3%	(23)	12%	(85)	728
Ideo: Moderate (4)	41%	(250)	33%	(203)	10%	(58)	8%	(46)	9%	(58)	615
Ideo: Conservative (5-7)	43%	(294)	38%	(262)	8%	(55)	5%	(32)	6%	(41)	684
Educ: < College	41%	(585)	32%	(467)	9%	(129)	5%	(79)	13%	(180)	1439
Educ: Bachelors degree	46%	(223)	34%	(164)	9%	(42)	5%	(23)	7%	(33)	485
Educ: Post-grad	51%	(141)	33%	(93)	8%	(21)	4%	(11)	4%	(12)	278

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Table MCBR1_1: How often do you notice the following kinds of labels on products or services?**Organic**

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	43% (949)	33% (724)	9% (192)	5% (113)	10% (224)	2202
Income: Under 50k	37% (423)	33% (379)	10% (110)	6% (68)	13% (152)	1132
Income: 50k-100k	48% (322)	33% (221)	8% (57)	5% (31)	7% (44)	675
Income: 100k+	52% (205)	31% (124)	6% (25)	4% (14)	7% (28)	395
Ethnicity: White	44% (743)	34% (581)	8% (132)	5% (83)	9% (160)	1699
Ethnicity: Hispanic	50% (188)	25% (96)	6% (23)	6% (22)	13% (50)	379
Ethnicity: Black	38% (109)	24% (68)	14% (41)	8% (23)	15% (43)	283
Ethnicity: Other	44% (98)	34% (75)	9% (19)	3% (7)	10% (21)	220
All Christian	43% (430)	35% (353)	8% (80)	5% (51)	9% (94)	1008
All Non-Christian	51% (88)	31% (53)	8% (14)	3% (6)	6% (11)	171
Atheist	53% (51)	30% (29)	7% (7)	6% (6)	3% (3)	96
Agnostic/Nothing in particular	41% (240)	29% (173)	12% (68)	5% (32)	13% (73)	586
Something Else	41% (140)	34% (116)	7% (23)	5% (19)	13% (43)	342
Religious Non-Protestant/Catholic	52% (96)	31% (57)	8% (15)	3% (6)	6% (11)	185
Evangelical	44% (263)	31% (184)	8% (46)	6% (36)	11% (65)	594
Non-Evangelical	40% (296)	38% (279)	7% (53)	5% (34)	10% (73)	735
Community: Urban	47% (340)	29% (212)	10% (74)	5% (39)	9% (63)	729
Community: Suburban	44% (428)	33% (323)	8% (78)	6% (58)	9% (91)	978
Community: Rural	36% (180)	38% (189)	8% (39)	3% (17)	14% (70)	495
Employ: Private Sector	49% (362)	31% (227)	9% (70)	5% (36)	6% (46)	741
Employ: Government	47% (58)	27% (33)	2% (3)	7% (8)	17% (21)	123
Employ: Self-Employed	41% (95)	32% (75)	10% (23)	4% (10)	13% (30)	234
Employ: Homemaker	37% (55)	38% (56)	8% (12)	2% (3)	16% (23)	150
Employ: Retired	40% (220)	37% (205)	9% (48)	6% (32)	9% (47)	552
Employ: Unemployed	40% (85)	29% (61)	11% (23)	5% (12)	15% (32)	214
Employ: Other	34% (47)	37% (52)	8% (12)	6% (8)	15% (22)	140
Military HH: Yes	39% (127)	36% (118)	9% (28)	5% (16)	11% (35)	324
Military HH: No	44% (822)	32% (605)	9% (163)	5% (97)	10% (190)	1878

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Table MCBR1_1: How often do you notice the following kinds of labels on products or services?

Organic

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	43% (949)	33% (724)	9% (192)	5% (113)	10% (224)	2202
2022 House Vote: Democrat	48% (493)	29% (294)	8% (86)	5% (54)	9% (95)	1023
2022 House Vote: Republican	40% (225)	39% (223)	9% (53)	6% (34)	6% (33)	567
2022 House Vote: Someone else	30% (16)	33% (17)	6% (3)	14% (7)	18% (10)	53
2022 House Vote: Didnt Vote	39% (216)	34% (189)	9% (50)	3% (18)	15% (86)	559
2020 Vote: Joe Biden	49% (512)	29% (301)	9% (94)	5% (49)	9% (93)	1049
2020 Vote: Donald Trump	38% (229)	41% (246)	9% (53)	6% (35)	7% (44)	607
2020 Vote: Other	37% (21)	39% (22)	4% (2)	11% (6)	8% (5)	55
2020 Vote: Didn't Vote	38% (188)	32% (155)	9% (42)	5% (23)	17% (82)	490
2018 House Vote: Democrat	49% (447)	28% (258)	8% (76)	5% (43)	10% (87)	911
2018 House Vote: Republican	39% (218)	39% (217)	9% (52)	6% (36)	7% (37)	560
2018 House Vote: Didnt Vote	38% (263)	35% (237)	9% (60)	4% (29)	14% (97)	686
4-Region: Northeast	45% (172)	32% (124)	10% (40)	4% (14)	9% (36)	386
4-Region: Midwest	37% (170)	39% (178)	7% (34)	5% (24)	11% (49)	455
4-Region: South	40% (338)	33% (277)	9% (73)	7% (55)	11% (96)	840
4-Region: West	52% (269)	28% (145)	8% (44)	4% (20)	8% (44)	521
First to Try a New Tech Product	51% (431)	29% (247)	7% (63)	5% (44)	7% (57)	841

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

Table MCBR1_2: How often do you notice the following kinds of labels on products or services?*Natural*

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	35% (776)	34% (757)	11% (252)	6% (133)	13% (285)	2202
Gender: Male	38% (400)	33% (352)	12% (125)	6% (69)	11% (119)	1065
Gender: Female	32% (363)	36% (404)	11% (126)	6% (64)	15% (165)	1121
Age: 18-34	43% (271)	28% (179)	11% (69)	7% (47)	10% (66)	631
Age: 35-44	37% (137)	33% (124)	9% (32)	6% (23)	15% (55)	372
Age: 45-64	31% (218)	36% (255)	14% (99)	5% (33)	15% (106)	711
Age: 65+	31% (150)	41% (198)	11% (52)	6% (30)	12% (58)	487
GenZers: 1997-2012	40% (87)	32% (70)	11% (23)	5% (12)	12% (27)	219
Millennials: 1981-1996	41% (293)	30% (217)	10% (72)	8% (57)	11% (79)	719
GenXers: 1965-1980	32% (173)	35% (189)	12% (64)	4% (22)	16% (87)	535
Baby Boomers: 1946-1964	31% (204)	38% (253)	13% (85)	6% (39)	13% (88)	669
PID: Dem (no lean)	38% (380)	34% (341)	11% (108)	5% (49)	13% (128)	1007
PID: Ind (no lean)	32% (193)	37% (225)	12% (74)	6% (36)	13% (77)	605
PID: Rep (no lean)	34% (202)	32% (190)	12% (70)	8% (48)	14% (80)	590
PID/Gender: Dem Men	41% (210)	31% (158)	14% (71)	4% (22)	11% (57)	519
PID/Gender: Dem Women	34% (162)	38% (183)	8% (37)	6% (27)	15% (71)	481
PID/Gender: Ind Men	30% (76)	42% (106)	9% (23)	7% (17)	11% (29)	250
PID/Gender: Ind Women	32% (111)	34% (118)	15% (50)	5% (18)	14% (48)	346
PID/Gender: Rep Men	38% (113)	30% (88)	10% (31)	10% (29)	12% (34)	296
PID/Gender: Rep Women	30% (89)	35% (102)	13% (39)	6% (18)	16% (46)	294
Ideo: Liberal (1-3)	39% (283)	33% (244)	10% (71)	5% (39)	13% (92)	728
Ideo: Moderate (4)	35% (215)	36% (223)	10% (60)	7% (43)	12% (74)	615
Ideo: Conservative (5-7)	35% (241)	35% (238)	13% (90)	6% (39)	11% (77)	684
Educ: < College	32% (465)	32% (466)	12% (175)	7% (102)	16% (231)	1439
Educ: Bachelors degree	40% (193)	38% (183)	10% (46)	4% (21)	9% (42)	485
Educ: Post-grad	42% (118)	39% (108)	11% (30)	4% (10)	4% (12)	278
Income: Under 50k	30% (341)	33% (370)	14% (158)	6% (69)	17% (193)	1132
Income: 50k-100k	39% (260)	36% (244)	10% (66)	7% (45)	9% (60)	675
Income: 100k+	44% (175)	36% (143)	7% (28)	5% (19)	8% (31)	395
Ethnicity: White	36% (607)	35% (599)	11% (182)	6% (104)	12% (208)	1699
Ethnicity: Hispanic	40% (151)	29% (111)	12% (47)	7% (27)	11% (42)	379

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Table MCBR1_2: How often do you notice the following kinds of labels on products or services?

Natural

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	35% (776)	34% (757)	11% (252)	6% (133)	13% (285)	2202
Ethnicity: Black	32% (91)	29% (82)	15% (43)	7% (19)	17% (48)	283
Ethnicity: Other	35% (78)	35% (76)	12% (26)	5% (10)	13% (29)	220
All Christian	34% (338)	37% (377)	11% (112)	6% (59)	12% (123)	1008
All Non-Christian	47% (79)	34% (58)	7% (11)	5% (9)	8% (13)	171
Atheist	47% (45)	37% (35)	5% (5)	6% (5)	5% (5)	96
Agnostic/Nothing in particular	34% (200)	28% (167)	15% (88)	7% (42)	15% (89)	586
Something Else	33% (113)	35% (120)	10% (35)	5% (18)	16% (55)	342
Religious Non-Protestant/Catholic	48% (89)	32% (60)	7% (13)	5% (9)	8% (14)	185
Evangelical	35% (209)	34% (201)	11% (66)	6% (38)	13% (80)	594
Non-Evangelical	31% (225)	40% (291)	11% (84)	5% (38)	13% (97)	735
Community: Urban	39% (287)	32% (235)	11% (81)	5% (35)	13% (92)	729
Community: Suburban	37% (361)	33% (323)	11% (112)	7% (71)	11% (111)	978
Community: Rural	26% (128)	40% (199)	12% (59)	5% (27)	17% (82)	495
Employ: Private Sector	40% (295)	36% (269)	11% (81)	5% (35)	8% (62)	741
Employ: Government	46% (56)	34% (41)	2% (3)	7% (8)	12% (15)	123
Employ: Self-Employed	34% (79)	37% (87)	10% (24)	8% (19)	10% (24)	234
Employ: Homemaker	32% (48)	32% (48)	12% (19)	4% (6)	19% (29)	150
Employ: Retired	31% (169)	36% (198)	14% (78)	6% (35)	13% (74)	552
Employ: Unemployed	32% (68)	28% (59)	10% (22)	8% (17)	22% (47)	214
Employ: Other	26% (37)	30% (42)	16% (23)	7% (10)	20% (29)	140
Military HH: Yes	31% (101)	33% (108)	12% (39)	5% (18)	18% (60)	324
Military HH: No	36% (675)	35% (649)	11% (213)	6% (115)	12% (225)	1878
2022 House Vote: Democrat	40% (405)	34% (349)	10% (102)	5% (50)	11% (117)	1023
2022 House Vote: Republican	34% (191)	36% (204)	12% (70)	6% (37)	12% (66)	567
2022 House Vote: Someone else	26% (14)	32% (17)	10% (5)	24% (13)	7% (4)	53
2022 House Vote: Didn't Vote	30% (166)	34% (188)	13% (74)	6% (33)	17% (97)	559
2020 Vote: Joe Biden	40% (417)	36% (374)	9% (97)	5% (53)	10% (109)	1049
2020 Vote: Donald Trump	30% (185)	35% (215)	16% (95)	6% (35)	13% (77)	607
2020 Vote: Other	36% (20)	36% (20)	13% (7)	— (0)	15% (8)	55
2020 Vote: Didn't Vote	31% (154)	30% (149)	11% (53)	9% (44)	18% (90)	490

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Table MCBR1_2: How often do you notice the following kinds of labels on products or services?*Natural*

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	35% (776)	34% (757)	11% (252)	6% (133)	13% (285)	2202
2018 House Vote: Democrat	40% (367)	34% (306)	10% (91)	5% (43)	11% (104)	911
2018 House Vote: Republican	32% (181)	37% (205)	12% (67)	9% (48)	11% (59)	560
2018 House Vote: Didnt Vote	31% (210)	33% (230)	13% (90)	6% (39)	17% (117)	686
4-Region: Northeast	37% (143)	32% (124)	13% (49)	3% (12)	15% (57)	386
4-Region: Midwest	30% (139)	39% (178)	11% (52)	6% (27)	13% (60)	455
4-Region: South	34% (284)	33% (276)	12% (99)	8% (68)	13% (113)	840
4-Region: West	40% (210)	34% (179)	10% (52)	5% (26)	10% (54)	521
First to Try a New Tech Product	45% (376)	31% (265)	10% (86)	6% (51)	7% (63)	841

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

Table MCBR1_3: How often do you notice the following kinds of labels on products or services?

Non-GMO

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	33% (722)	34% (751)	13% (296)	7% (149)	13% (284)	2202
Gender: Male	35% (370)	33% (352)	15% (156)	7% (72)	11% (115)	1065
Gender: Female	31% (346)	35% (389)	12% (140)	7% (77)	15% (169)	1121
Age: 18-34	41% (257)	29% (183)	11% (69)	6% (40)	13% (82)	631
Age: 35-44	35% (130)	37% (137)	10% (38)	3% (13)	15% (54)	372
Age: 45-64	31% (224)	34% (245)	14% (102)	8% (57)	12% (84)	711
Age: 65+	23% (111)	38% (186)	18% (88)	8% (39)	13% (64)	487
GenZers: 1997-2012	37% (80)	34% (74)	10% (22)	7% (16)	12% (27)	219
Millennials: 1981-1996	40% (284)	31% (223)	11% (79)	5% (36)	13% (96)	719
GenXers: 1965-1980	32% (170)	34% (181)	14% (75)	6% (33)	14% (77)	535
Baby Boomers: 1946-1964	26% (177)	37% (248)	16% (108)	9% (58)	12% (79)	669
PID: Dem (no lean)	35% (356)	32% (323)	13% (128)	7% (71)	13% (129)	1007
PID: Ind (no lean)	31% (189)	36% (218)	13% (79)	4% (26)	15% (93)	605
PID: Rep (no lean)	30% (177)	36% (210)	15% (90)	9% (52)	11% (62)	590
PID/Gender: Dem Men	38% (197)	31% (159)	16% (82)	6% (29)	10% (53)	519
PID/Gender: Dem Women	33% (159)	33% (157)	10% (46)	9% (42)	16% (77)	481
PID/Gender: Ind Men	28% (71)	38% (95)	14% (35)	6% (14)	15% (36)	250
PID/Gender: Ind Women	33% (113)	35% (121)	13% (44)	4% (12)	16% (56)	346
PID/Gender: Rep Men	35% (103)	33% (98)	13% (40)	10% (29)	9% (26)	296
PID/Gender: Rep Women	25% (74)	38% (111)	17% (50)	8% (23)	12% (36)	294
Ideo: Liberal (1-3)	39% (285)	31% (226)	12% (87)	7% (47)	11% (82)	728
Ideo: Moderate (4)	32% (197)	33% (203)	13% (79)	7% (45)	15% (91)	615
Ideo: Conservative (5-7)	31% (209)	39% (269)	14% (98)	7% (49)	9% (58)	684
Educ: < College	32% (464)	32% (459)	13% (190)	7% (104)	15% (223)	1439
Educ: Bachelors degree	33% (161)	38% (182)	13% (63)	7% (34)	9% (44)	485
Educ: Post-grad	35% (97)	39% (110)	16% (43)	4% (11)	6% (17)	278
Income: Under 50k	30% (337)	33% (369)	14% (154)	7% (75)	17% (196)	1132
Income: 50k-100k	37% (247)	34% (232)	14% (94)	6% (42)	9% (61)	675
Income: 100k+	35% (137)	38% (150)	12% (48)	8% (33)	7% (27)	395
Ethnicity: White	33% (554)	35% (600)	13% (229)	7% (125)	11% (192)	1699
Ethnicity: Hispanic	46% (174)	26% (97)	10% (39)	7% (25)	11% (43)	379

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Table MCBR1_3: How often do you notice the following kinds of labels on products or services?

Non-GMO

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	33% (722)	34% (751)	13% (296)	7% (149)	13% (284)	2202
Ethnicity: Black	31% (88)	26% (73)	15% (44)	6% (16)	22% (63)	283
Ethnicity: Other	37% (81)	35% (77)	11% (24)	4% (8)	14% (30)	220
All Christian	31% (316)	37% (369)	13% (131)	8% (81)	11% (111)	1008
All Non-Christian	42% (72)	33% (56)	12% (20)	5% (9)	8% (13)	171
Atheist	44% (42)	28% (27)	14% (14)	7% (7)	7% (6)	96
Agnostic/Nothing in particular	31% (181)	31% (181)	17% (97)	5% (30)	17% (97)	586
Something Else	32% (111)	34% (118)	10% (35)	7% (22)	16% (56)	342
Religious Non-Protestant/Catholic	44% (80)	32% (59)	11% (21)	6% (11)	7% (13)	185
Evangelical	36% (212)	32% (188)	11% (64)	8% (47)	14% (83)	594
Non-Evangelical	28% (204)	39% (289)	14% (103)	8% (56)	11% (84)	735
Community: Urban	39% (285)	33% (238)	11% (82)	6% (41)	11% (83)	729
Community: Suburban	32% (309)	35% (340)	15% (143)	6% (63)	13% (122)	978
Community: Rural	26% (127)	35% (173)	14% (72)	9% (45)	16% (78)	495
Employ: Private Sector	36% (269)	36% (267)	13% (95)	7% (50)	8% (60)	741
Employ: Government	41% (50)	22% (27)	10% (12)	13% (16)	15% (18)	123
Employ: Self-Employed	35% (82)	31% (73)	14% (33)	7% (16)	13% (30)	234
Employ: Homemaker	37% (56)	29% (43)	14% (21)	2% (2)	18% (27)	150
Employ: Retired	26% (142)	37% (202)	18% (98)	6% (33)	14% (78)	552
Employ: Unemployed	35% (74)	35% (74)	7% (15)	7% (15)	16% (35)	214
Employ: Other	21% (29)	34% (48)	15% (21)	9% (12)	21% (30)	140
Military HH: Yes	27% (89)	32% (105)	16% (53)	8% (26)	16% (51)	324
Military HH: No	34% (633)	34% (645)	13% (243)	7% (123)	12% (233)	1878
2022 House Vote: Democrat	35% (362)	33% (335)	13% (131)	8% (78)	11% (118)	1023
2022 House Vote: Republican	28% (161)	39% (223)	16% (90)	8% (46)	8% (47)	567
2022 House Vote: Someone else	19% (10)	49% (26)	8% (4)	2% (1)	22% (11)	53
2022 House Vote: Didn't Vote	34% (189)	30% (167)	13% (71)	4% (25)	19% (108)	559
2020 Vote: Joe Biden	35% (372)	34% (361)	12% (130)	7% (73)	11% (112)	1049
2020 Vote: Donald Trump	28% (171)	38% (230)	16% (99)	8% (46)	10% (61)	607
2020 Vote: Other	31% (17)	40% (22)	14% (8)	3% (1)	12% (7)	55
2020 Vote: Didn't Vote	33% (161)	28% (138)	12% (59)	6% (28)	21% (104)	490

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Table MCBR1_3: How often do you notice the following kinds of labels on products or services?

Non-GMO

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	33% (722)	34% (751)	13% (296)	7% (149)	13% (284)	2202
2018 House Vote: Democrat	37% (337)	33% (300)	13% (114)	7% (60)	11% (100)	911
2018 House Vote: Republican	30% (167)	38% (212)	15% (86)	9% (49)	8% (47)	560
2018 House Vote: Didnt Vote	30% (207)	31% (216)	13% (90)	6% (39)	20% (135)	686
4-Region: Northeast	33% (128)	36% (140)	16% (63)	4% (17)	10% (38)	386
4-Region: Midwest	26% (117)	37% (169)	15% (69)	8% (35)	14% (66)	455
4-Region: South	33% (278)	30% (250)	14% (120)	8% (65)	15% (127)	840
4-Region: West	38% (199)	37% (191)	9% (45)	6% (32)	10% (54)	521
First to Try a New Tech Product	41% (343)	34% (288)	11% (96)	5% (45)	8% (69)	841

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

Table MCBR1_4: How often do you notice the following kinds of labels on products or services?*No added hormones or steroids*

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	23% (513)	35% (771)	17% (365)	8% (168)	17% (385)	2202
Gender: Male	26% (281)	34% (359)	16% (171)	8% (85)	16% (170)	1065
Gender: Female	20% (227)	36% (408)	17% (190)	7% (83)	19% (214)	1121
Age: 18-34	33% (207)	31% (198)	14% (89)	8% (48)	14% (90)	631
Age: 35-44	28% (104)	37% (137)	13% (49)	5% (18)	17% (63)	372
Age: 45-64	17% (124)	38% (267)	17% (123)	9% (67)	18% (130)	711
Age: 65+	16% (78)	35% (169)	21% (104)	7% (35)	21% (102)	487
GenZers: 1997-2012	34% (75)	31% (68)	14% (31)	7% (16)	13% (29)	219
Millennials: 1981-1996	31% (221)	33% (237)	14% (100)	7% (47)	16% (114)	719
GenXers: 1965-1980	19% (103)	39% (206)	15% (83)	8% (43)	19% (100)	535
Baby Boomers: 1946-1964	15% (102)	36% (242)	21% (140)	8% (54)	20% (132)	669
PID: Dem (no lean)	27% (267)	33% (329)	15% (155)	8% (80)	17% (176)	1007
PID: Ind (no lean)	20% (122)	39% (236)	15% (89)	6% (37)	20% (121)	605
PID: Rep (no lean)	21% (124)	35% (206)	21% (122)	9% (50)	15% (88)	590
PID/Gender: Dem Men	29% (153)	31% (160)	16% (82)	7% (37)	17% (87)	519
PID/Gender: Dem Women	23% (113)	35% (167)	14% (69)	9% (43)	19% (89)	481
PID/Gender: Ind Men	22% (54)	37% (92)	15% (38)	8% (19)	19% (47)	250
PID/Gender: Ind Women	19% (64)	41% (141)	14% (50)	5% (18)	21% (72)	346
PID/Gender: Rep Men	25% (74)	36% (106)	17% (51)	10% (29)	12% (36)	296
PID/Gender: Rep Women	17% (50)	34% (100)	24% (71)	7% (21)	18% (52)	294
Ideo: Liberal (1-3)	29% (210)	35% (252)	14% (101)	6% (42)	17% (124)	728
Ideo: Moderate (4)	24% (146)	32% (194)	16% (96)	8% (52)	21% (126)	615
Ideo: Conservative (5-7)	20% (137)	39% (267)	20% (137)	9% (63)	12% (80)	684
Educ: < College	23% (329)	32% (464)	17% (238)	7% (106)	21% (303)	1439
Educ: Bachelors degree	22% (109)	40% (192)	17% (80)	9% (44)	12% (60)	485
Educ: Post-grad	27% (75)	41% (115)	17% (47)	7% (18)	8% (23)	278
Income: Under 50k	20% (227)	33% (370)	16% (185)	9% (98)	22% (252)	1132
Income: 50k-100k	28% (192)	35% (233)	18% (119)	6% (41)	13% (90)	675
Income: 100k+	24% (94)	43% (168)	15% (61)	7% (29)	11% (43)	395
Ethnicity: White	24% (400)	36% (604)	16% (278)	8% (138)	16% (279)	1699
Ethnicity: Hispanic	36% (138)	28% (107)	12% (47)	6% (24)	17% (63)	379

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Table MCBR1_4: How often do you notice the following kinds of labels on products or services?

No added hormones or steroids

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	23% (513)	35% (771)	17% (365)	8% (168)	17% (385)	2202
Ethnicity: Black	23% (64)	28% (80)	18% (50)	6% (18)	25% (72)	283
Ethnicity: Other	22% (49)	40% (88)	17% (37)	5% (12)	16% (34)	220
All Christian	23% (228)	35% (358)	17% (172)	8% (82)	17% (168)	1008
All Non-Christian	35% (59)	38% (65)	10% (17)	8% (13)	9% (16)	171
Atheist	17% (17)	49% (47)	11% (10)	12% (12)	11% (10)	96
Agnostic/Nothing in particular	23% (137)	31% (180)	20% (114)	6% (35)	20% (119)	586
Something Else	21% (72)	35% (121)	15% (51)	8% (26)	21% (72)	342
Religious Non-Protestant/Catholic	35% (65)	38% (70)	11% (21)	7% (13)	9% (16)	185
Evangelical	25% (148)	35% (207)	16% (94)	8% (47)	16% (97)	594
Non-Evangelical	19% (143)	36% (263)	17% (125)	8% (59)	20% (145)	735
Community: Urban	28% (203)	34% (249)	13% (98)	7% (52)	17% (127)	729
Community: Suburban	23% (221)	34% (332)	18% (178)	8% (82)	17% (165)	978
Community: Rural	18% (88)	38% (190)	18% (90)	7% (33)	19% (93)	495
Employ: Private Sector	28% (204)	39% (287)	15% (110)	7% (50)	12% (90)	741
Employ: Government	35% (43)	34% (42)	12% (15)	7% (8)	12% (15)	123
Employ: Self-Employed	21% (49)	30% (71)	18% (42)	9% (21)	22% (51)	234
Employ: Homemaker	23% (34)	32% (48)	21% (31)	4% (6)	19% (29)	150
Employ: Retired	16% (89)	33% (182)	21% (114)	9% (49)	21% (117)	552
Employ: Unemployed	24% (51)	40% (85)	9% (18)	10% (22)	18% (38)	214
Employ: Other	20% (27)	31% (44)	19% (26)	5% (7)	26% (36)	140
Military HH: Yes	19% (62)	35% (114)	18% (57)	7% (22)	21% (69)	324
Military HH: No	24% (450)	35% (657)	16% (308)	8% (146)	17% (316)	1878
2022 House Vote: Democrat	26% (262)	35% (358)	15% (150)	8% (85)	16% (169)	1023
2022 House Vote: Republican	21% (120)	36% (206)	19% (109)	9% (49)	15% (83)	567
2022 House Vote: Someone else	15% (8)	39% (20)	13% (7)	7% (4)	26% (14)	53
2022 House Vote: Didn't Vote	22% (123)	33% (186)	18% (99)	5% (31)	21% (120)	559
2020 Vote: Joe Biden	26% (276)	36% (373)	14% (150)	8% (84)	16% (166)	1049
2020 Vote: Donald Trump	19% (118)	37% (225)	20% (123)	9% (52)	15% (90)	607
2020 Vote: Other	11% (6)	41% (23)	22% (12)	7% (4)	18% (10)	55
2020 Vote: Didn't Vote	23% (113)	31% (150)	16% (81)	6% (28)	24% (119)	490

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Table MCBR1_4: How often do you notice the following kinds of labels on products or services?*No added hormones or steroids*

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	23% (513)	35% (771)	17% (365)	8% (168)	17% (385)	2202
2018 House Vote: Democrat	26% (238)	35% (321)	14% (125)	8% (73)	17% (154)	911
2018 House Vote: Republican	21% (118)	36% (204)	19% (108)	9% (51)	14% (80)	560
2018 House Vote: Didnt Vote	22% (148)	33% (228)	19% (127)	5% (37)	21% (145)	686
4-Region: Northeast	26% (98)	35% (136)	15% (56)	5% (20)	19% (75)	386
4-Region: Midwest	19% (87)	36% (164)	19% (85)	9% (40)	17% (79)	455
4-Region: South	23% (192)	33% (277)	17% (143)	8% (71)	19% (158)	840
4-Region: West	26% (136)	37% (194)	16% (81)	7% (37)	14% (73)	521
First to Try a New Tech Product	32% (269)	35% (295)	12% (105)	7% (61)	13% (111)	841

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

Table MCBR1_5: How often do you notice the following kinds of labels on products or services?

Carbon Neutral

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	11% (239)	20% (449)	18% (399)	12% (264)	39% (850)	2202
Gender: Male	16% (169)	26% (272)	21% (219)	11% (113)	27% (292)	1065
Gender: Female	6% (69)	16% (176)	16% (178)	13% (149)	49% (549)	1121
Age: 18-34	18% (114)	25% (160)	18% (114)	10% (65)	28% (178)	631
Age: 35-44	14% (53)	25% (93)	19% (70)	10% (38)	32% (119)	372
Age: 45-64	7% (50)	19% (137)	17% (123)	13% (90)	44% (311)	711
Age: 65+	5% (23)	12% (59)	19% (92)	15% (72)	50% (243)	487
GenZers: 1997-2012	13% (28)	30% (65)	17% (37)	8% (18)	33% (72)	219
Millennials: 1981-1996	19% (135)	24% (175)	19% (139)	11% (78)	27% (191)	719
GenXers: 1965-1980	8% (42)	24% (126)	16% (86)	10% (52)	43% (230)	535
Baby Boomers: 1946-1964	5% (31)	11% (76)	20% (131)	16% (107)	48% (324)	669
PID: Dem (no lean)	16% (160)	22% (217)	19% (191)	9% (89)	35% (350)	1007
PID: Ind (no lean)	6% (34)	19% (113)	19% (113)	14% (85)	43% (260)	605
PID: Rep (no lean)	8% (46)	20% (120)	16% (95)	15% (91)	41% (240)	590
PID/Gender: Dem Men	22% (114)	27% (139)	21% (111)	7% (34)	23% (122)	519
PID/Gender: Dem Women	10% (46)	16% (77)	16% (79)	12% (55)	46% (224)	481
PID/Gender: Ind Men	9% (22)	21% (52)	23% (58)	14% (36)	33% (83)	250
PID/Gender: Ind Women	3% (11)	17% (60)	16% (55)	13% (46)	50% (174)	346
PID/Gender: Rep Men	11% (34)	27% (81)	17% (51)	15% (43)	30% (88)	296
PID/Gender: Rep Women	4% (12)	13% (39)	15% (44)	16% (48)	52% (152)	294
Ideo: Liberal (1-3)	14% (101)	22% (162)	19% (137)	10% (69)	36% (259)	728
Ideo: Moderate (4)	10% (64)	20% (125)	21% (128)	10% (64)	38% (235)	615
Ideo: Conservative (5-7)	10% (70)	20% (140)	17% (114)	15% (102)	38% (258)	684
Educ: < College	8% (115)	17% (252)	17% (242)	12% (175)	45% (655)	1439
Educ: Bachelors degree	11% (51)	25% (119)	22% (107)	13% (64)	30% (144)	485
Educ: Post-grad	26% (73)	28% (78)	18% (50)	9% (25)	18% (51)	278
Income: Under 50k	7% (74)	17% (195)	17% (191)	12% (141)	47% (531)	1132
Income: 50k-100k	13% (87)	23% (154)	20% (138)	12% (83)	32% (213)	675
Income: 100k+	20% (79)	26% (101)	18% (70)	10% (40)	27% (106)	395
Ethnicity: White	11% (186)	20% (348)	17% (291)	12% (201)	40% (672)	1699
Ethnicity: Hispanic	18% (69)	24% (89)	18% (67)	7% (27)	33% (127)	379

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Table MCBR1_5: How often do you notice the following kinds of labels on products or services?**Carbon Neutral**

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	11% (239)	20% (449)	18% (399)	12% (264)	39% (850)	2202
Ethnicity: Black	10% (29)	19% (53)	21% (58)	11% (31)	39% (112)	283
Ethnicity: Other	11% (24)	22% (48)	22% (49)	15% (32)	30% (66)	220
All Christian	11% (107)	20% (201)	17% (172)	13% (128)	40% (400)	1008
All Non-Christian	30% (51)	31% (53)	19% (32)	7% (11)	14% (24)	171
Atheist	13% (12)	20% (19)	23% (22)	14% (14)	30% (29)	96
Agnostic/Nothing in particular	6% (35)	19% (109)	22% (127)	12% (68)	42% (246)	586
Something Else	10% (34)	20% (67)	13% (46)	13% (44)	44% (151)	342
Religious Non-Protestant/Catholic	28% (52)	32% (60)	19% (34)	6% (11)	14% (27)	185
Evangelical	14% (85)	22% (130)	13% (79)	10% (61)	40% (239)	594
Non-Evangelical	7% (51)	17% (122)	19% (139)	15% (109)	43% (314)	735
Community: Urban	19% (141)	26% (190)	17% (123)	8% (61)	29% (214)	729
Community: Suburban	8% (79)	18% (177)	21% (202)	14% (133)	40% (387)	978
Community: Rural	4% (20)	17% (83)	15% (73)	14% (70)	50% (249)	495
Employ: Private Sector	15% (115)	26% (196)	20% (148)	10% (77)	28% (206)	741
Employ: Government	31% (38)	18% (22)	10% (12)	8% (9)	33% (41)	123
Employ: Self-Employed	12% (29)	21% (50)	24% (55)	10% (23)	33% (77)	234
Employ: Homemaker	3% (5)	18% (28)	19% (28)	8% (12)	52% (78)	150
Employ: Retired	4% (20)	13% (71)	19% (102)	16% (90)	49% (269)	552
Employ: Unemployed	6% (13)	22% (47)	15% (33)	15% (32)	42% (89)	214
Employ: Other	9% (12)	19% (26)	9% (13)	12% (17)	51% (72)	140
Military HH: Yes	10% (33)	16% (52)	18% (58)	16% (53)	39% (127)	324
Military HH: No	11% (206)	21% (397)	18% (341)	11% (211)	38% (723)	1878
2022 House Vote: Democrat	15% (152)	22% (225)	20% (209)	10% (103)	33% (335)	1023
2022 House Vote: Republican	7% (41)	23% (132)	17% (95)	15% (85)	38% (214)	567
2022 House Vote: Someone else	10% (5)	11% (6)	16% (8)	22% (11)	41% (22)	53
2022 House Vote: Didn't Vote	7% (41)	16% (87)	16% (87)	12% (64)	50% (279)	559
2020 Vote: Joe Biden	13% (135)	21% (221)	21% (225)	10% (105)	34% (362)	1049
2020 Vote: Donald Trump	8% (51)	19% (117)	16% (98)	17% (103)	39% (238)	607
2020 Vote: Other	9% (5)	26% (15)	19% (10)	10% (6)	36% (20)	55
2020 Vote: Didn't Vote	10% (48)	20% (96)	13% (65)	10% (51)	47% (231)	490

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**Table MCBR1_5: How often do you notice the following kinds of labels on products or services?
Carbon Neutral**

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	11% (239)	20% (449)	18% (399)	12% (264)	39% (850)	2202
2018 House Vote: Democrat	15% (133)	21% (190)	21% (194)	10% (92)	33% (302)	911
2018 House Vote: Republican	7% (41)	22% (124)	17% (95)	14% (81)	39% (219)	560
2018 House Vote: Didnt Vote	8% (58)	19% (129)	15% (104)	12% (85)	45% (311)	686
4-Region: Northeast	12% (48)	19% (75)	19% (73)	10% (40)	39% (149)	386
4-Region: Midwest	7% (30)	17% (77)	20% (89)	13% (61)	44% (198)	455
4-Region: South	10% (81)	18% (152)	17% (141)	12% (104)	43% (361)	840
4-Region: West	15% (80)	28% (145)	18% (95)	11% (60)	27% (141)	521
First to Try a New Tech Product	21% (177)	29% (241)	19% (162)	9% (79)	22% (181)	841

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

Table MCBR1_6: How often do you notice the following kinds of labels on products or services?*Upcycled Certified*

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	9% (190)	13% (295)	15% (327)	13% (292)	50% (1098)	2202
Gender: Male	13% (136)	15% (155)	17% (181)	13% (135)	43% (458)	1065
Gender: Female	5% (54)	12% (140)	13% (146)	13% (150)	56% (632)	1121
Age: 18-34	16% (101)	17% (106)	18% (111)	13% (84)	36% (230)	631
Age: 35-44	11% (41)	21% (78)	15% (57)	13% (50)	39% (146)	372
Age: 45-64	6% (42)	10% (71)	16% (114)	13% (93)	55% (392)	711
Age: 65+	1% (6)	8% (39)	9% (46)	13% (66)	68% (330)	487
GenZers: 1997-2012	13% (30)	13% (29)	20% (43)	15% (32)	39% (86)	219
Millennials: 1981-1996	15% (110)	20% (145)	16% (114)	13% (92)	36% (258)	719
GenXers: 1965-1980	6% (33)	13% (70)	15% (79)	13% (70)	53% (283)	535
Baby Boomers: 1946-1964	3% (17)	7% (46)	13% (88)	13% (88)	64% (431)	669
PID: Dem (no lean)	12% (121)	16% (158)	17% (168)	13% (127)	43% (434)	1007
PID: Ind (no lean)	4% (22)	11% (69)	13% (81)	13% (78)	59% (355)	605
PID: Rep (no lean)	8% (47)	12% (69)	13% (78)	15% (87)	52% (309)	590
PID/Gender: Dem Men	18% (93)	18% (94)	18% (94)	10% (53)	36% (184)	519
PID/Gender: Dem Women	6% (28)	13% (63)	15% (74)	14% (69)	51% (246)	481
PID/Gender: Ind Men	3% (6)	10% (26)	16% (40)	14% (36)	57% (142)	250
PID/Gender: Ind Women	4% (15)	12% (42)	12% (41)	11% (40)	60% (208)	346
PID/Gender: Rep Men	12% (36)	12% (34)	16% (48)	16% (46)	44% (131)	296
PID/Gender: Rep Women	4% (11)	12% (34)	10% (31)	14% (41)	60% (178)	294
Ideo: Liberal (1-3)	12% (88)	14% (105)	15% (108)	12% (90)	46% (337)	728
Ideo: Moderate (4)	6% (40)	13% (81)	16% (98)	13% (80)	51% (316)	615
Ideo: Conservative (5-7)	8% (58)	13% (88)	14% (94)	15% (104)	50% (342)	684
Educ: < College	7% (95)	11% (161)	15% (215)	13% (193)	54% (774)	1439
Educ: Bachelors degree	10% (47)	15% (73)	16% (76)	13% (64)	46% (225)	485
Educ: Post-grad	17% (48)	22% (61)	13% (36)	12% (35)	36% (99)	278
Income: Under 50k	6% (68)	10% (118)	14% (157)	14% (161)	55% (627)	1132
Income: 50k-100k	8% (56)	14% (93)	18% (118)	12% (84)	48% (323)	675
Income: 100k+	16% (65)	21% (84)	13% (51)	12% (46)	38% (148)	395
Ethnicity: White	8% (137)	14% (238)	14% (242)	13% (229)	50% (853)	1699
Ethnicity: Hispanic	15% (58)	17% (65)	16% (61)	14% (53)	38% (142)	379

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Table MCBR1_6: How often do you notice the following kinds of labels on products or services?
Upcycled Certified

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	9% (190)	13% (295)	15% (327)	13% (292)	50% (1098)	2202
Ethnicity: Black	12% (35)	11% (30)	17% (47)	13% (36)	48% (136)	283
Ethnicity: Other	8% (18)	12% (27)	17% (38)	12% (27)	50% (109)	220
All Christian	7% (73)	14% (139)	13% (136)	14% (144)	51% (515)	1008
All Non-Christian	27% (46)	21% (36)	13% (23)	12% (20)	27% (46)	171
Atheist	4% (4)	7% (7)	13% (12)	19% (18)	57% (55)	96
Agnostic/Nothing in particular	7% (40)	11% (65)	16% (95)	11% (67)	54% (318)	586
Something Else	8% (26)	14% (47)	18% (62)	13% (43)	48% (164)	342
Religious Non-Protestant/Catholic	26% (48)	23% (43)	12% (23)	11% (21)	27% (51)	185
Evangelical	11% (65)	16% (96)	14% (81)	15% (86)	45% (266)	594
Non-Evangelical	4% (29)	11% (78)	16% (115)	14% (99)	56% (413)	735
Community: Urban	18% (130)	18% (132)	17% (126)	8% (60)	39% (281)	729
Community: Suburban	5% (46)	10% (100)	14% (140)	17% (164)	54% (529)	978
Community: Rural	3% (14)	13% (63)	12% (62)	14% (69)	58% (287)	495
Employ: Private Sector	13% (98)	19% (143)	17% (128)	12% (91)	38% (281)	741
Employ: Government	16% (20)	25% (31)	6% (7)	16% (19)	37% (46)	123
Employ: Self-Employed	13% (31)	10% (24)	20% (47)	15% (35)	41% (96)	234
Employ: Homemaker	6% (9)	13% (19)	17% (25)	9% (13)	56% (83)	150
Employ: Retired	3% (17)	6% (33)	12% (66)	11% (63)	68% (373)	552
Employ: Unemployed	2% (5)	12% (25)	14% (29)	16% (35)	56% (120)	214
Employ: Other	4% (6)	12% (16)	10% (15)	16% (23)	58% (81)	140
Military HH: Yes	9% (29)	13% (43)	9% (29)	16% (51)	53% (173)	324
Military HH: No	9% (161)	13% (252)	16% (299)	13% (241)	49% (925)	1878
2022 House Vote: Democrat	10% (104)	16% (163)	15% (155)	13% (136)	45% (465)	1023
2022 House Vote: Republican	8% (45)	13% (76)	12% (70)	14% (77)	53% (300)	567
2022 House Vote: Someone else	1% (0)	7% (4)	18% (9)	12% (6)	63% (33)	53
2022 House Vote: Didn't Vote	7% (41)	9% (53)	17% (93)	13% (73)	54% (300)	559
2020 Vote: Joe Biden	10% (107)	15% (156)	17% (173)	12% (130)	46% (482)	1049
2020 Vote: Donald Trump	7% (45)	12% (72)	12% (73)	16% (95)	53% (322)	607
2020 Vote: Other	1% (1)	8% (4)	16% (9)	13% (7)	62% (34)	55
2020 Vote: Didn't Vote	8% (37)	13% (62)	15% (71)	12% (60)	53% (260)	490

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Table MCBR1_6: How often do you notice the following kinds of labels on products or services?*Upcycled Certified*

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	9% (190)	13% (295)	15% (327)	13% (292)	50% (1098)	2202
2018 House Vote: Democrat	11% (96)	16% (144)	16% (150)	12% (111)	45% (410)	911
2018 House Vote: Republican	7% (37)	12% (68)	12% (65)	15% (83)	55% (307)	560
2018 House Vote: Didnt Vote	8% (55)	11% (78)	16% (108)	13% (90)	52% (356)	686
4-Region: Northeast	12% (48)	10% (37)	16% (61)	10% (38)	52% (201)	386
4-Region: Midwest	3% (16)	13% (60)	14% (62)	14% (65)	56% (253)	455
4-Region: South	8% (65)	13% (112)	14% (120)	14% (118)	51% (425)	840
4-Region: West	12% (61)	17% (87)	16% (84)	14% (71)	42% (218)	521
First to Try a New Tech Product	17% (143)	20% (172)	18% (150)	13% (110)	32% (266)	841

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

Table MCBR1_7: How often do you notice the following kinds of labels on products or services?

Powered by AI

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	11% (235)	15% (337)	13% (291)	12% (272)	48% (1067)	2202
Gender: Male	16% (175)	18% (195)	17% (176)	11% (122)	37% (398)	1065
Gender: Female	5% (56)	12% (140)	10% (113)	13% (150)	59% (662)	1121
Age: 18-34	21% (132)	24% (153)	14% (85)	10% (63)	31% (198)	631
Age: 35-44	14% (51)	17% (64)	18% (68)	10% (39)	41% (151)	372
Age: 45-64	7% (48)	13% (91)	13% (93)	15% (109)	52% (370)	711
Age: 65+	1% (5)	6% (28)	9% (45)	13% (62)	71% (348)	487
GenZers: 1997-2012	16% (35)	30% (66)	14% (31)	10% (23)	29% (64)	219
Millennials: 1981-1996	20% (143)	20% (146)	14% (104)	10% (75)	35% (252)	719
GenXers: 1965-1980	7% (38)	14% (75)	15% (80)	13% (71)	51% (272)	535
Baby Boomers: 1946-1964	3% (19)	7% (44)	11% (73)	15% (98)	65% (435)	669
PID: Dem (no lean)	15% (153)	18% (179)	12% (125)	12% (120)	43% (430)	1007
PID: Ind (no lean)	6% (34)	14% (87)	12% (70)	12% (71)	57% (343)	605
PID: Rep (no lean)	8% (47)	12% (71)	16% (96)	14% (82)	50% (294)	590
PID/Gender: Dem Men	22% (114)	21% (108)	17% (90)	9% (47)	31% (159)	519
PID/Gender: Dem Women	7% (35)	15% (71)	7% (35)	15% (72)	56% (267)	481
PID/Gender: Ind Men	9% (23)	14% (36)	13% (33)	13% (34)	50% (124)	250
PID/Gender: Ind Women	3% (11)	14% (48)	10% (35)	11% (36)	62% (215)	346
PID/Gender: Rep Men	13% (37)	17% (51)	18% (53)	14% (41)	39% (114)	296
PID/Gender: Rep Women	3% (10)	7% (20)	15% (43)	14% (41)	61% (180)	294
Ideo: Liberal (1-3)	12% (90)	19% (141)	13% (94)	12% (84)	44% (320)	728
Ideo: Moderate (4)	11% (66)	15% (90)	12% (76)	13% (78)	50% (305)	615
Ideo: Conservative (5-7)	10% (69)	12% (81)	16% (107)	13% (87)	50% (341)	684
Educ: < College	8% (114)	13% (194)	13% (194)	11% (161)	54% (776)	1439
Educ: Bachelors degree	11% (55)	18% (88)	12% (60)	17% (80)	42% (202)	485
Educ: Post-grad	24% (66)	20% (55)	13% (37)	11% (31)	32% (89)	278
Income: Under 50k	7% (78)	14% (157)	13% (149)	12% (133)	54% (615)	1132
Income: 50k-100k	13% (87)	16% (111)	13% (88)	14% (95)	44% (296)	675
Income: 100k+	18% (70)	18% (69)	14% (55)	11% (45)	40% (157)	395
Ethnicity: White	11% (187)	14% (242)	13% (218)	12% (212)	49% (840)	1699
Ethnicity: Hispanic	21% (79)	20% (78)	11% (43)	9% (36)	38% (144)	379

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Table MCBR1_7: How often do you notice the following kinds of labels on products or services?

Powered by AI

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	11% (235)	15% (337)	13% (291)	12% (272)	48% (1067)	2202
Ethnicity: Black	9% (27)	17% (49)	14% (39)	14% (41)	45% (128)	283
Ethnicity: Other	9% (21)	21% (46)	16% (34)	9% (20)	45% (99)	220
All Christian	12% (119)	13% (133)	13% (136)	12% (122)	49% (499)	1008
All Non-Christian	30% (51)	26% (44)	7% (12)	13% (22)	24% (41)	171
Atheist	4% (4)	19% (18)	11% (10)	20% (19)	46% (44)	96
Agnostic/Nothing in particular	5% (32)	16% (93)	15% (89)	10% (61)	53% (311)	586
Something Else	8% (28)	14% (49)	13% (43)	14% (49)	51% (173)	342
Religious Non-Protestant/Catholic	28% (52)	25% (47)	8% (15)	13% (24)	25% (46)	185
Evangelical	15% (86)	14% (83)	14% (83)	12% (71)	46% (271)	594
Non-Evangelical	7% (54)	12% (92)	12% (90)	14% (103)	54% (397)	735
Community: Urban	21% (151)	20% (148)	12% (89)	9% (68)	37% (272)	729
Community: Suburban	6% (59)	13% (131)	15% (146)	15% (144)	51% (498)	978
Community: Rural	5% (24)	12% (58)	11% (56)	12% (60)	60% (297)	495
Employ: Private Sector	17% (127)	21% (156)	13% (96)	13% (98)	36% (264)	741
Employ: Government	26% (32)	14% (17)	14% (18)	12% (15)	34% (41)	123
Employ: Self-Employed	11% (27)	20% (46)	17% (40)	10% (24)	41% (96)	234
Employ: Homemaker	4% (5)	11% (16)	14% (22)	11% (16)	60% (90)	150
Employ: Retired	1% (8)	7% (39)	11% (59)	13% (70)	68% (376)	552
Employ: Unemployed	8% (16)	18% (39)	15% (33)	13% (27)	46% (98)	214
Employ: Other	5% (7)	11% (16)	10% (14)	12% (16)	62% (87)	140
Military HH: Yes	11% (34)	11% (35)	13% (43)	13% (43)	52% (169)	324
Military HH: No	11% (201)	16% (301)	13% (248)	12% (229)	48% (898)	1878
2022 House Vote: Democrat	14% (146)	16% (167)	13% (132)	12% (127)	44% (451)	1023
2022 House Vote: Republican	6% (31)	13% (75)	16% (90)	13% (73)	53% (298)	567
2022 House Vote: Someone else	6% (3)	19% (10)	9% (5)	17% (9)	48% (26)	53
2022 House Vote: Didn't Vote	10% (54)	15% (84)	12% (64)	11% (64)	52% (293)	559
2020 Vote: Joe Biden	13% (133)	17% (176)	12% (130)	13% (139)	45% (470)	1049
2020 Vote: Donald Trump	6% (35)	13% (76)	15% (90)	15% (89)	52% (317)	607
2020 Vote: Other	9% (5)	13% (7)	16% (9)	4% (2)	59% (33)	55
2020 Vote: Didn't Vote	13% (62)	16% (77)	13% (62)	9% (42)	51% (248)	490

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Table MCBR1_7: How often do you notice the following kinds of labels on products or services?

Powered by AI

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	11% (235)	15% (337)	13% (291)	12% (272)	48% (1067)	2202
2018 House Vote: Democrat	14% (131)	16% (146)	12% (111)	13% (120)	44% (403)	911
2018 House Vote: Republican	6% (31)	13% (73)	15% (84)	12% (69)	54% (303)	560
2018 House Vote: Didnt Vote	10% (67)	16% (111)	13% (87)	11% (79)	50% (342)	686
4-Region: Northeast	12% (47)	18% (68)	9% (36)	11% (43)	50% (192)	386
4-Region: Midwest	5% (25)	12% (53)	13% (61)	14% (64)	55% (252)	455
4-Region: South	9% (77)	13% (113)	14% (117)	14% (118)	49% (415)	840
4-Region: West	17% (86)	20% (103)	15% (77)	9% (47)	40% (208)	521
First to Try a New Tech Product	21% (175)	24% (203)	16% (132)	11% (91)	28% (240)	841

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

Table MCBR1_8: How often do you notice the following kinds of labels on products or services?
AI-enhanced productivity

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	9% (190)	13% (278)	13% (289)	12% (262)	54% (1183)	2202
Gender: Male	14% (145)	16% (171)	16% (170)	11% (119)	43% (459)	1065
Gender: Female	4% (45)	9% (103)	10% (117)	13% (143)	64% (714)	1121
Age: 18-34	17% (106)	21% (134)	16% (101)	10% (61)	36% (230)	631
Age: 35-44	11% (41)	18% (67)	14% (52)	12% (43)	46% (170)	372
Age: 45-64	5% (39)	8% (55)	14% (98)	14% (100)	59% (420)	711
Age: 65+	1% (5)	5% (23)	8% (37)	12% (58)	75% (364)	487
GenZers: 1997-2012	16% (35)	25% (54)	15% (34)	8% (17)	36% (79)	219
Millennials: 1981-1996	15% (107)	19% (140)	16% (112)	11% (79)	39% (281)	719
GenXers: 1965-1980	6% (34)	10% (54)	13% (69)	12% (66)	58% (312)	535
Baby Boomers: 1946-1964	2% (13)	4% (27)	10% (67)	14% (94)	70% (468)	669
PID: Dem (no lean)	13% (134)	15% (153)	13% (135)	10% (103)	48% (482)	1007
PID: Ind (no lean)	3% (18)	10% (61)	14% (86)	10% (59)	63% (381)	605
PID: Rep (no lean)	6% (38)	11% (65)	11% (67)	17% (100)	54% (320)	590
PID/Gender: Dem Men	19% (100)	19% (99)	18% (93)	8% (43)	35% (184)	519
PID/Gender: Dem Women	7% (34)	10% (50)	9% (42)	12% (60)	61% (294)	481
PID/Gender: Ind Men	6% (15)	10% (25)	18% (44)	10% (25)	56% (141)	250
PID/Gender: Ind Women	1% (3)	10% (35)	11% (39)	10% (34)	68% (234)	346
PID/Gender: Rep Men	10% (31)	16% (48)	11% (32)	17% (51)	45% (134)	296
PID/Gender: Rep Women	2% (7)	6% (17)	12% (35)	17% (49)	63% (185)	294
Ideo: Liberal (1-3)	12% (85)	14% (100)	12% (90)	10% (74)	52% (379)	728
Ideo: Moderate (4)	7% (44)	13% (81)	15% (94)	12% (73)	52% (322)	615
Ideo: Conservative (5-7)	8% (53)	11% (78)	11% (78)	15% (102)	55% (374)	684
Educ: < College	7% (95)	11% (152)	13% (186)	11% (158)	59% (849)	1439
Educ: Bachelors degree	9% (44)	14% (68)	15% (72)	15% (71)	47% (230)	485
Educ: Post-grad	18% (51)	21% (58)	11% (31)	12% (34)	38% (105)	278
Income: Under 50k	6% (72)	12% (134)	13% (142)	10% (117)	59% (666)	1132
Income: 50k-100k	7% (50)	14% (92)	15% (98)	14% (97)	50% (338)	675
Income: 100k+	17% (68)	13% (52)	12% (48)	12% (48)	45% (179)	395
Ethnicity: White	8% (144)	12% (202)	13% (213)	12% (205)	55% (936)	1699
Ethnicity: Hispanic	18% (69)	18% (69)	13% (49)	7% (28)	43% (165)	379

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Table MCBR1_8: How often do you notice the following kinds of labels on products or services?

AI-enhanced productivity

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	9% (190)	13% (278)	13% (289)	12% (262)	54% (1183)	2202
Ethnicity: Black	11% (31)	12% (33)	17% (47)	10% (29)	50% (143)	283
Ethnicity: Other	7% (15)	20% (43)	13% (29)	13% (29)	47% (104)	220
All Christian	8% (80)	12% (124)	12% (121)	12% (126)	55% (557)	1008
All Non-Christian	30% (51)	22% (37)	8% (13)	11% (18)	30% (51)	171
Atheist	3% (3)	7% (6)	16% (15)	18% (17)	57% (55)	96
Agnostic/Nothing in particular	5% (30)	11% (65)	16% (95)	9% (53)	59% (343)	586
Something Else	8% (26)	13% (45)	13% (45)	14% (48)	52% (177)	342
Religious Non-Protestant/Catholic	29% (54)	20% (38)	8% (15)	11% (20)	32% (59)	185
Evangelical	11% (67)	15% (90)	12% (72)	12% (69)	50% (297)	594
Non-Evangelical	4% (31)	10% (74)	13% (94)	14% (104)	59% (431)	735
Community: Urban	18% (129)	18% (134)	15% (108)	7% (54)	42% (304)	729
Community: Suburban	5% (48)	10% (96)	13% (126)	15% (149)	57% (559)	978
Community: Rural	3% (13)	10% (48)	11% (55)	12% (59)	65% (320)	495
Employ: Private Sector	14% (107)	17% (125)	15% (114)	12% (86)	42% (309)	741
Employ: Government	22% (27)	13% (17)	9% (11)	11% (13)	45% (55)	123
Employ: Self-Employed	9% (21)	19% (44)	18% (41)	12% (29)	42% (99)	234
Employ: Homemaker	1% (1)	8% (12)	12% (18)	8% (12)	70% (105)	150
Employ: Retired	2% (11)	4% (24)	10% (57)	13% (73)	70% (388)	552
Employ: Unemployed	6% (13)	14% (29)	7% (15)	16% (34)	57% (122)	214
Employ: Other	4% (6)	10% (14)	17% (24)	7% (10)	62% (87)	140
Military HH: Yes	8% (27)	11% (37)	9% (30)	15% (50)	55% (180)	324
Military HH: No	9% (163)	13% (241)	14% (258)	11% (212)	53% (1003)	1878
2022 House Vote: Democrat	11% (116)	14% (148)	14% (143)	12% (119)	49% (497)	1023
2022 House Vote: Republican	6% (35)	12% (66)	13% (72)	15% (84)	55% (311)	567
2022 House Vote: Someone else	— (0)	14% (7)	20% (11)	3% (2)	62% (33)	53
2022 House Vote: Didn't Vote	7% (39)	10% (56)	11% (64)	10% (58)	61% (342)	559
2020 Vote: Joe Biden	11% (116)	13% (140)	14% (144)	11% (120)	50% (528)	1049
2020 Vote: Donald Trump	6% (37)	10% (63)	12% (75)	16% (97)	55% (336)	607
2020 Vote: Other	4% (2)	15% (8)	15% (8)	3% (2)	64% (35)	55
2020 Vote: Didn't Vote	7% (35)	14% (67)	13% (61)	9% (43)	58% (283)	490

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Table MCBR1_8: How often do you notice the following kinds of labels on products or services?
 AI-enhanced productivity

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	9% (190)	13% (278)	13% (289)	12% (262)	54% (1183)	2202
2018 House Vote: Democrat	11% (102)	14% (131)	14% (128)	11% (104)	49% (446)	911
2018 House Vote: Republican	6% (33)	10% (57)	11% (62)	16% (87)	57% (322)	560
2018 House Vote: Didnt Vote	8% (53)	12% (84)	14% (94)	10% (68)	57% (388)	686
4-Region: Northeast	11% (43)	11% (44)	11% (44)	10% (40)	56% (215)	386
4-Region: Midwest	5% (21)	8% (35)	14% (62)	12% (53)	63% (285)	455
4-Region: South	7% (61)	10% (88)	15% (123)	13% (111)	54% (457)	840
4-Region: West	13% (65)	21% (111)	11% (59)	11% (59)	44% (227)	521
First to Try a New Tech Product	18% (150)	21% (181)	17% (142)	12% (97)	32% (272)	841

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

Table MCBR1_9: How often do you notice the following kinds of labels on products or services?

Supported by AI

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	9% (198)	16% (345)	13% (280)	12% (274)	50% (1106)	2202
Gender: Male	14% (151)	20% (214)	16% (166)	11% (118)	39% (415)	1065
Gender: Female	4% (46)	12% (130)	10% (107)	14% (156)	61% (682)	1121
Age: 18-34	18% (111)	26% (164)	15% (93)	9% (59)	32% (205)	631
Age: 35-44	10% (36)	20% (74)	16% (60)	10% (36)	44% (164)	372
Age: 45-64	6% (43)	12% (83)	13% (91)	15% (105)	55% (390)	711
Age: 65+	2% (8)	5% (23)	7% (36)	15% (74)	71% (346)	487
GenZers: 1997-2012	11% (24)	31% (69)	15% (33)	9% (21)	33% (72)	219
Millennials: 1981-1996	17% (119)	22% (160)	15% (111)	10% (69)	36% (260)	719
GenXers: 1965-1980	7% (38)	14% (74)	13% (70)	12% (66)	54% (287)	535
Baby Boomers: 1946-1964	2% (15)	5% (36)	9% (63)	17% (113)	66% (441)	669
PID: Dem (no lean)	13% (134)	17% (175)	12% (125)	12% (125)	45% (448)	1007
PID: Ind (no lean)	4% (26)	13% (77)	13% (80)	12% (70)	58% (351)	605
PID: Rep (no lean)	6% (37)	16% (93)	13% (75)	13% (79)	52% (306)	590
PID/Gender: Dem Men	21% (108)	23% (118)	16% (84)	9% (44)	32% (164)	519
PID/Gender: Dem Women	5% (26)	12% (57)	8% (37)	17% (81)	58% (281)	481
PID/Gender: Ind Men	7% (17)	12% (31)	16% (40)	13% (32)	52% (131)	250
PID/Gender: Ind Women	3% (9)	13% (46)	11% (37)	11% (38)	62% (216)	346
PID/Gender: Rep Men	9% (25)	22% (66)	14% (42)	14% (42)	41% (121)	296
PID/Gender: Rep Women	4% (12)	9% (27)	11% (32)	13% (37)	63% (186)	294
Ideo: Liberal (1-3)	11% (77)	18% (128)	13% (96)	12% (88)	47% (339)	728
Ideo: Moderate (4)	9% (54)	14% (87)	13% (81)	13% (82)	50% (310)	615
Ideo: Conservative (5-7)	9% (59)	15% (103)	12% (85)	12% (81)	52% (356)	684
Educ: < College	6% (93)	14% (209)	12% (176)	12% (173)	55% (789)	1439
Educ: Bachelors degree	10% (48)	16% (79)	14% (69)	14% (70)	45% (219)	485
Educ: Post-grad	20% (57)	21% (57)	12% (34)	11% (31)	35% (99)	278
Income: Under 50k	6% (71)	14% (162)	12% (136)	13% (142)	55% (621)	1132
Income: 50k-100k	8% (53)	17% (116)	15% (99)	13% (87)	47% (320)	675
Income: 100k+	19% (74)	17% (67)	11% (45)	11% (45)	42% (164)	395
Ethnicity: White	9% (151)	15% (261)	12% (212)	12% (211)	51% (864)	1699
Ethnicity: Hispanic	17% (66)	23% (85)	12% (45)	9% (36)	39% (147)	379

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Table MCBR1_9: How often do you notice the following kinds of labels on products or services?

Supported by AI

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	9% (198)	16% (345)	13% (280)	12% (274)	50% (1106)	2202
Ethnicity: Black	11% (30)	13% (36)	13% (36)	14% (40)	50% (140)	283
Ethnicity: Other	8% (17)	21% (47)	14% (31)	10% (23)	46% (101)	220
All Christian	9% (90)	16% (157)	12% (122)	12% (125)	51% (515)	1008
All Non-Christian	32% (54)	27% (46)	7% (12)	11% (18)	24% (41)	171
Atheist	6% (6)	11% (11)	10% (9)	23% (22)	49% (47)	96
Agnostic/Nothing in particular	4% (25)	13% (74)	17% (101)	11% (63)	55% (323)	586
Something Else	7% (23)	17% (56)	11% (36)	13% (46)	53% (180)	342
Religious Non-Protestant/Catholic	30% (55)	27% (49)	8% (15)	10% (19)	26% (47)	185
Evangelical	11% (68)	18% (109)	11% (66)	11% (68)	48% (284)	594
Non-Evangelical	6% (40)	13% (95)	12% (91)	14% (102)	55% (406)	735
Community: Urban	19% (138)	20% (149)	13% (96)	8% (62)	39% (285)	729
Community: Suburban	4% (44)	14% (136)	13% (129)	15% (151)	53% (519)	978
Community: Rural	3% (16)	12% (59)	11% (55)	13% (62)	61% (302)	495
Employ: Private Sector	15% (113)	21% (154)	13% (97)	12% (90)	39% (287)	741
Employ: Government	20% (25)	13% (16)	12% (15)	14% (17)	41% (50)	123
Employ: Self-Employed	6% (15)	23% (55)	19% (43)	9% (20)	43% (101)	234
Employ: Homemaker	1% (2)	13% (19)	11% (17)	9% (14)	65% (97)	150
Employ: Retired	3% (18)	5% (29)	10% (54)	16% (87)	66% (364)	552
Employ: Unemployed	5% (12)	20% (43)	13% (28)	14% (29)	48% (102)	214
Employ: Other	6% (9)	13% (18)	9% (13)	9% (13)	62% (87)	140
Military HH: Yes	12% (37)	13% (41)	12% (40)	12% (40)	51% (167)	324
Military HH: No	9% (161)	16% (303)	13% (240)	12% (234)	50% (939)	1878
2022 House Vote: Democrat	12% (125)	16% (164)	13% (128)	14% (144)	45% (462)	1023
2022 House Vote: Republican	5% (31)	15% (87)	13% (74)	12% (67)	54% (308)	567
2022 House Vote: Someone else	1% (1)	11% (6)	18% (9)	18% (10)	52% (27)	53
2022 House Vote: Didn't Vote	7% (41)	16% (88)	12% (68)	10% (54)	55% (309)	559
2020 Vote: Joe Biden	12% (129)	15% (157)	12% (129)	14% (148)	46% (485)	1049
2020 Vote: Donald Trump	5% (28)	14% (85)	13% (78)	14% (85)	54% (331)	607
2020 Vote: Other	4% (2)	10% (6)	24% (13)	6% (3)	56% (31)	55
2020 Vote: Didn't Vote	8% (38)	20% (96)	12% (60)	8% (38)	53% (259)	490

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Table MCBR1_9: How often do you notice the following kinds of labels on products or services?
Supported by AI

Demographic	Very often		Somewhat often		Not that often		Not at all often		I have never seen this label		Total N
Adults	9%	(198)	16%	(345)	13%	(280)	12%	(274)	50%	(1106)	2202
2018 House Vote: Democrat	13%	(117)	15%	(139)	12%	(108)	14%	(131)	46%	(417)	911
2018 House Vote: Republican	4%	(25)	14%	(78)	14%	(79)	12%	(68)	55%	(311)	560
2018 House Vote: Didnt Vote	8%	(54)	17%	(120)	12%	(86)	10%	(69)	52%	(357)	686
4-Region: Northeast	10%	(39)	18%	(69)	9%	(34)	12%	(45)	52%	(199)	386
4-Region: Midwest	6%	(26)	8%	(37)	14%	(64)	14%	(64)	58%	(264)	455
4-Region: South	8%	(70)	14%	(118)	13%	(107)	14%	(116)	51%	(428)	840
4-Region: West	12%	(62)	23%	(120)	14%	(74)	10%	(50)	41%	(215)	521
First to Try a New Tech Product	17%	(147)	26%	(215)	16%	(135)	10%	(87)	31%	(258)	841

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

Table MCBR1_10: How often do you notice the following kinds of labels on products or services?

AI text generation

Demographic	Very often		Somewhat often		Not that often		Not at all often		I have never seen this label		Total N
Adults	9%	(203)	15%	(333)	12%	(264)	12%	(272)	51%	(1130)	2202
Gender: Male	14%	(148)	18%	(191)	15%	(162)	11%	(121)	42%	(442)	1065
Gender: Female	5%	(54)	12%	(137)	9%	(100)	13%	(149)	61%	(681)	1121
Age: 18-34	19%	(117)	24%	(151)	17%	(107)	10%	(62)	31%	(195)	631
Age: 35-44	13%	(48)	17%	(63)	12%	(43)	12%	(46)	46%	(172)	372
Age: 45-64	5%	(35)	13%	(94)	12%	(82)	13%	(95)	57%	(406)	711
Age: 65+	1%	(3)	5%	(25)	7%	(32)	14%	(69)	73%	(357)	487
GenZers: 1997-2012	13%	(29)	27%	(59)	18%	(40)	11%	(25)	30%	(66)	219
Millennials: 1981-1996	18%	(131)	20%	(147)	14%	(101)	11%	(78)	37%	(263)	719
GenXers: 1965-1980	6%	(31)	16%	(85)	11%	(60)	11%	(58)	56%	(301)	535
Baby Boomers: 1946-1964	2%	(12)	5%	(37)	9%	(60)	16%	(106)	68%	(455)	669
PID: Dem (no lean)	14%	(144)	17%	(174)	11%	(107)	12%	(125)	45%	(457)	1007
PID: Ind (no lean)	4%	(26)	14%	(85)	12%	(71)	10%	(62)	60%	(360)	605
PID: Rep (no lean)	6%	(34)	12%	(74)	14%	(85)	14%	(85)	53%	(313)	590
PID/Gender: Dem Men	21%	(109)	21%	(110)	13%	(70)	10%	(51)	34%	(179)	519
PID/Gender: Dem Women	7%	(35)	13%	(60)	8%	(37)	15%	(73)	57%	(274)	481
PID/Gender: Ind Men	6%	(14)	14%	(35)	15%	(37)	11%	(27)	55%	(137)	250
PID/Gender: Ind Women	3%	(10)	14%	(49)	10%	(33)	10%	(34)	64%	(220)	346
PID/Gender: Rep Men	9%	(26)	16%	(46)	19%	(55)	14%	(43)	43%	(126)	296
PID/Gender: Rep Women	3%	(8)	9%	(28)	10%	(30)	14%	(42)	63%	(187)	294
Ideo: Liberal (1-3)	11%	(81)	17%	(127)	12%	(86)	12%	(85)	48%	(349)	728
Ideo: Moderate (4)	9%	(56)	14%	(85)	12%	(75)	14%	(84)	51%	(315)	615
Ideo: Conservative (5-7)	8%	(53)	13%	(91)	13%	(87)	13%	(90)	53%	(362)	684
Educ: < College	7%	(102)	13%	(193)	12%	(174)	12%	(172)	56%	(799)	1439
Educ: Bachelors degree	8%	(40)	17%	(83)	13%	(62)	15%	(71)	47%	(229)	485
Educ: Post-grad	22%	(61)	20%	(57)	10%	(28)	11%	(30)	37%	(102)	278
Income: Under 50k	7%	(75)	15%	(165)	11%	(126)	12%	(133)	56%	(632)	1132
Income: 50k-100k	8%	(57)	16%	(105)	14%	(95)	13%	(87)	49%	(331)	675
Income: 100k+	18%	(71)	16%	(62)	11%	(42)	13%	(52)	42%	(168)	395
Ethnicity: White	9%	(156)	15%	(250)	12%	(199)	13%	(213)	52%	(882)	1699
Ethnicity: Hispanic	18%	(68)	24%	(92)	15%	(55)	10%	(38)	33%	(126)	379

Continued on next page

Table MCBR1_10: How often do you notice the following kinds of labels on products or services?

AI text generation

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	9% (203)	15% (333)	12% (264)	12% (272)	51% (1130)	2202
Ethnicity: Black	11% (30)	12% (35)	13% (36)	14% (40)	50% (143)	283
Ethnicity: Other	8% (18)	22% (48)	13% (29)	9% (20)	48% (106)	220
All Christian	8% (82)	15% (151)	11% (107)	14% (139)	52% (529)	1008
All Non-Christian	31% (54)	22% (38)	10% (18)	10% (17)	26% (44)	171
Atheist	5% (5)	16% (15)	9% (9)	15% (14)	55% (53)	96
Agnostic/Nothing in particular	6% (35)	15% (88)	15% (88)	9% (55)	55% (320)	586
Something Else	8% (28)	12% (40)	12% (42)	14% (47)	54% (184)	342
Religious Non-Protestant/Catholic	30% (55)	21% (39)	11% (21)	9% (17)	28% (52)	185
Evangelical	12% (70)	17% (100)	10% (57)	13% (77)	49% (290)	594
Non-Evangelical	4% (29)	12% (87)	12% (90)	15% (110)	57% (419)	735
Community: Urban	19% (136)	21% (154)	13% (93)	8% (58)	40% (288)	729
Community: Suburban	5% (48)	12% (119)	11% (110)	16% (152)	56% (550)	978
Community: Rural	4% (20)	12% (60)	12% (61)	12% (62)	59% (292)	495
Employ: Private Sector	15% (111)	18% (135)	13% (99)	13% (96)	40% (300)	741
Employ: Government	24% (30)	14% (17)	7% (9)	20% (25)	35% (43)	123
Employ: Self-Employed	11% (26)	20% (47)	18% (41)	11% (26)	40% (93)	234
Employ: Homemaker	2% (2)	14% (21)	12% (18)	6% (9)	67% (100)	150
Employ: Retired	1% (8)	6% (35)	9% (50)	12% (68)	71% (390)	552
Employ: Unemployed	8% (17)	18% (38)	13% (28)	12% (26)	49% (105)	214
Employ: Other	5% (7)	16% (23)	8% (12)	12% (17)	58% (82)	140
Military HH: Yes	9% (29)	13% (43)	10% (33)	13% (44)	54% (177)	324
Military HH: No	9% (175)	15% (290)	12% (231)	12% (229)	51% (954)	1878
2022 House Vote: Democrat	13% (132)	16% (164)	11% (109)	13% (136)	47% (482)	1023
2022 House Vote: Republican	5% (28)	13% (74)	13% (75)	14% (80)	55% (310)	567
2022 House Vote: Someone else	7% (4)	16% (9)	16% (8)	6% (3)	55% (29)	53
2022 House Vote: Didn't Vote	7% (39)	15% (86)	13% (71)	9% (53)	55% (309)	559
2020 Vote: Joe Biden	13% (132)	15% (157)	12% (125)	13% (134)	48% (501)	1049
2020 Vote: Donald Trump	4% (23)	14% (83)	12% (73)	16% (95)	55% (333)	607
2020 Vote: Other	4% (2)	22% (12)	10% (5)	8% (4)	56% (31)	55
2020 Vote: Didn't Vote	9% (47)	16% (80)	12% (60)	8% (39)	54% (264)	490

Continued on next page

Table MCBR1_10: How often do you notice the following kinds of labels on products or services?
 AI text generation

Demographic	Very often		Somewhat often		Not that often		Not at all often		I have never seen this label		Total N
Adults	9%	(203)	15%	(333)	12%	(264)	12%	(272)	51%	(1130)	2202
2018 House Vote: Democrat	14%	(125)	14%	(131)	12%	(108)	13%	(116)	47%	(430)	911
2018 House Vote: Republican	4%	(24)	12%	(69)	12%	(68)	14%	(81)	57%	(318)	560
2018 House Vote: Didnt Vote	7%	(50)	18%	(120)	12%	(84)	10%	(71)	53%	(361)	686
4-Region: Northeast	9%	(36)	14%	(54)	12%	(46)	10%	(39)	55%	(211)	386
4-Region: Midwest	5%	(22)	9%	(43)	13%	(59)	14%	(66)	58%	(265)	455
4-Region: South	7%	(63)	16%	(136)	11%	(96)	13%	(110)	52%	(436)	840
4-Region: West	16%	(83)	19%	(100)	12%	(64)	11%	(57)	42%	(218)	521
First to Try a New Tech Product	18%	(155)	23%	(195)	17%	(140)	11%	(93)	31%	(258)	841

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

Table MCBR1_11: How often do you notice the following kinds of labels on products or services?

Made with AI

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	9% (203)	12% (267)	14% (301)	14% (299)	51% (1132)	2202
Gender: Male	14% (149)	16% (167)	18% (191)	12% (125)	41% (433)	1065
Gender: Female	5% (54)	8% (95)	10% (108)	15% (173)	62% (692)	1121
Age: 18-34	17% (108)	19% (122)	18% (111)	12% (74)	34% (217)	631
Age: 35-44	13% (49)	17% (65)	15% (55)	13% (47)	42% (155)	372
Age: 45-64	6% (40)	9% (61)	14% (97)	15% (105)	57% (408)	711
Age: 65+	1% (5)	4% (19)	8% (38)	15% (72)	72% (353)	487
GenZers: 1997-2012	15% (32)	24% (52)	16% (34)	13% (29)	33% (71)	219
Millennials: 1981-1996	17% (124)	18% (126)	17% (123)	12% (86)	36% (261)	719
GenXers: 1965-1980	6% (32)	12% (63)	13% (71)	14% (73)	55% (297)	535
Baby Boomers: 1946-1964	2% (15)	3% (21)	10% (69)	15% (103)	69% (461)	669
PID: Dem (no lean)	14% (137)	15% (155)	14% (139)	13% (132)	44% (445)	1007
PID: Ind (no lean)	4% (23)	10% (58)	12% (71)	13% (77)	62% (376)	605
PID: Rep (no lean)	7% (43)	9% (54)	15% (91)	15% (90)	53% (312)	590
PID/Gender: Dem Men	20% (103)	20% (103)	18% (95)	10% (49)	32% (168)	519
PID/Gender: Dem Women	7% (34)	10% (47)	9% (44)	17% (82)	57% (273)	481
PID/Gender: Ind Men	6% (14)	10% (26)	13% (32)	13% (33)	58% (146)	250
PID/Gender: Ind Women	3% (9)	9% (31)	10% (36)	13% (43)	66% (227)	346
PID/Gender: Rep Men	11% (33)	13% (38)	22% (64)	14% (43)	40% (119)	296
PID/Gender: Rep Women	4% (10)	6% (17)	9% (27)	16% (47)	65% (193)	294
Ideo: Liberal (1-3)	12% (84)	14% (105)	14% (101)	14% (101)	46% (337)	728
Ideo: Moderate (4)	9% (57)	12% (71)	15% (93)	14% (85)	50% (309)	615
Ideo: Conservative (5-7)	8% (58)	11% (73)	14% (93)	13% (90)	54% (371)	684
Educ: < College	7% (97)	10% (141)	14% (202)	13% (191)	56% (808)	1439
Educ: Bachelors degree	9% (44)	14% (69)	15% (72)	16% (75)	46% (225)	485
Educ: Post-grad	22% (62)	21% (58)	10% (27)	12% (32)	36% (99)	278
Income: Under 50k	6% (70)	11% (121)	13% (149)	13% (151)	57% (641)	1132
Income: 50k-100k	10% (67)	12% (81)	17% (112)	15% (101)	47% (315)	675
Income: 100k+	17% (66)	17% (65)	10% (40)	12% (46)	45% (177)	395
Ethnicity: White	9% (154)	12% (202)	12% (211)	14% (242)	52% (890)	1699
Ethnicity: Hispanic	17% (64)	18% (68)	17% (66)	10% (37)	38% (144)	379

Continued on next page

Table MCBR1_11: How often do you notice the following kinds of labels on products or services?

Made with AI

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	9% (203)	12% (267)	14% (301)	14% (299)	51% (1132)	2202
Ethnicity: Black	9% (27)	11% (32)	17% (47)	14% (39)	49% (139)	283
Ethnicity: Other	10% (22)	15% (34)	19% (43)	8% (18)	47% (104)	220
All Christian	10% (100)	11% (111)	13% (135)	13% (133)	52% (529)	1008
All Non-Christian	28% (48)	25% (43)	10% (17)	10% (17)	27% (46)	171
Atheist	7% (7)	9% (9)	10% (10)	20% (19)	53% (51)	96
Agnostic/Nothing in particular	5% (27)	11% (65)	15% (87)	13% (75)	57% (332)	586
Something Else	7% (22)	12% (40)	15% (51)	16% (54)	51% (174)	342
Religious Non-Protestant/Catholic	26% (48)	24% (45)	10% (18)	10% (19)	30% (55)	185
Evangelical	14% (83)	14% (85)	12% (70)	14% (82)	46% (275)	594
Non-Evangelical	4% (33)	8% (58)	16% (116)	14% (104)	58% (424)	735
Community: Urban	19% (135)	18% (128)	13% (94)	9% (66)	42% (306)	729
Community: Suburban	5% (49)	10% (93)	15% (146)	16% (154)	55% (536)	978
Community: Rural	4% (18)	9% (46)	12% (61)	16% (79)	59% (291)	495
Employ: Private Sector	16% (115)	18% (131)	14% (100)	14% (102)	40% (293)	741
Employ: Government	17% (21)	13% (16)	17% (21)	12% (14)	41% (51)	123
Employ: Self-Employed	11% (27)	13% (31)	23% (53)	14% (32)	39% (92)	234
Employ: Homemaker	2% (3)	8% (12)	10% (15)	15% (22)	65% (97)	150
Employ: Retired	2% (13)	5% (25)	10% (53)	14% (78)	69% (383)	552
Employ: Unemployed	4% (9)	13% (27)	16% (35)	14% (30)	52% (112)	214
Employ: Other	5% (8)	10% (13)	14% (19)	10% (14)	61% (86)	140
Military HH: Yes	11% (37)	8% (27)	10% (32)	14% (46)	57% (184)	324
Military HH: No	9% (167)	13% (240)	14% (269)	13% (253)	51% (948)	1878
2022 House Vote: Democrat	12% (120)	15% (150)	14% (142)	14% (141)	46% (469)	1023
2022 House Vote: Republican	7% (38)	9% (52)	16% (88)	14% (77)	55% (311)	567
2022 House Vote: Someone else	2% (1)	17% (9)	2% (1)	11% (6)	69% (36)	53
2022 House Vote: Didn't Vote	8% (43)	10% (55)	13% (70)	13% (74)	56% (315)	559
2020 Vote: Joe Biden	12% (121)	14% (147)	12% (129)	15% (156)	47% (497)	1049
2020 Vote: Donald Trump	5% (33)	10% (59)	15% (88)	14% (88)	56% (339)	607
2020 Vote: Other	6% (3)	12% (7)	13% (7)	5% (3)	65% (36)	55
2020 Vote: Didn't Vote	9% (46)	11% (55)	16% (77)	11% (52)	53% (261)	490

Continued on next page

Table MCBR1_11: How often do you notice the following kinds of labels on products or services?

Made with AI

Demographic	Very often		Somewhat often		Not that often		Not at all often		I have never seen this label		Total N
Adults	9%	(203)	12%	(267)	14%	(301)	14%	(299)	51%	(1132)	2202
2018 House Vote: Democrat	12%	(109)	14%	(128)	13%	(115)	14%	(126)	48%	(433)	911
2018 House Vote: Republican	7%	(41)	8%	(46)	16%	(88)	13%	(76)	55%	(310)	560
2018 House Vote: Didnt Vote	7%	(51)	13%	(88)	13%	(92)	13%	(89)	54%	(368)	686
4-Region: Northeast	10%	(40)	12%	(47)	10%	(37)	11%	(43)	57%	(218)	386
4-Region: Midwest	5%	(22)	7%	(33)	13%	(61)	16%	(73)	58%	(265)	455
4-Region: South	9%	(75)	10%	(80)	15%	(124)	15%	(125)	52%	(435)	840
4-Region: West	13%	(66)	20%	(106)	15%	(78)	11%	(58)	41%	(214)	521
First to Try a New Tech Product	19%	(163)	20%	(166)	18%	(151)	12%	(99)	31%	(263)	841

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

Table MCBR1_12: How often do you notice the following kinds of labels on products or services?
 Includes AI

Demographic	Very often		Somewhat often		Not that often		Not at all often		I have never seen this label		Total N
Adults	9%	(189)	13%	(284)	13%	(289)	13%	(296)	52%	(1143)	2202
Gender: Male	13%	(133)	17%	(182)	16%	(168)	14%	(144)	41%	(437)	1065
Gender: Female	5%	(55)	9%	(102)	10%	(116)	13%	(150)	62%	(698)	1121
Age: 18-34	17%	(109)	20%	(124)	17%	(106)	12%	(75)	35%	(218)	631
Age: 35-44	11%	(42)	18%	(65)	15%	(57)	14%	(51)	42%	(157)	372
Age: 45-64	5%	(34)	10%	(69)	13%	(96)	15%	(107)	57%	(406)	711
Age: 65+	1%	(5)	5%	(26)	6%	(31)	13%	(63)	74%	(362)	487
GenZers: 1997-2012	10%	(22)	27%	(58)	17%	(37)	12%	(25)	35%	(76)	219
Millennials: 1981-1996	18%	(126)	18%	(126)	16%	(115)	13%	(92)	36%	(260)	719
GenXers: 1965-1980	5%	(29)	12%	(63)	12%	(66)	14%	(75)	56%	(302)	535
Baby Boomers: 1946-1964	2%	(11)	5%	(32)	10%	(67)	15%	(99)	69%	(460)	669
PID: Dem (no lean)	13%	(135)	15%	(147)	13%	(131)	14%	(139)	45%	(455)	1007
PID: Ind (no lean)	3%	(16)	12%	(74)	13%	(79)	12%	(72)	60%	(363)	605
PID: Rep (no lean)	6%	(38)	11%	(63)	13%	(79)	14%	(85)	55%	(326)	590
PID/Gender: Dem Men	19%	(100)	20%	(101)	17%	(86)	12%	(62)	33%	(169)	519
PID/Gender: Dem Women	7%	(35)	10%	(46)	9%	(41)	16%	(77)	59%	(282)	481
PID/Gender: Ind Men	4%	(9)	15%	(37)	13%	(33)	12%	(30)	56%	(141)	250
PID/Gender: Ind Women	2%	(7)	11%	(38)	13%	(44)	12%	(40)	63%	(217)	346
PID/Gender: Rep Men	8%	(24)	15%	(44)	17%	(49)	18%	(52)	43%	(126)	296
PID/Gender: Rep Women	5%	(14)	6%	(19)	10%	(31)	11%	(32)	68%	(199)	294
Ideo: Liberal (1-3)	10%	(71)	15%	(111)	13%	(97)	13%	(96)	49%	(353)	728
Ideo: Moderate (4)	9%	(58)	12%	(76)	14%	(84)	14%	(87)	51%	(311)	615
Ideo: Conservative (5-7)	8%	(57)	12%	(79)	13%	(87)	13%	(91)	54%	(370)	684
Educ: < College	6%	(91)	10%	(150)	13%	(193)	13%	(187)	57%	(817)	1439
Educ: Bachelors degree	8%	(37)	18%	(87)	13%	(64)	15%	(72)	46%	(225)	485
Educ: Post-grad	22%	(61)	17%	(47)	12%	(32)	13%	(37)	36%	(101)	278
Income: Under 50k	6%	(62)	11%	(129)	13%	(145)	12%	(140)	58%	(655)	1132
Income: 50k-100k	9%	(59)	14%	(97)	14%	(97)	16%	(109)	46%	(314)	675
Income: 100k+	17%	(68)	15%	(58)	12%	(48)	12%	(46)	44%	(175)	395
Ethnicity: White	9%	(148)	13%	(221)	12%	(206)	13%	(223)	53%	(901)	1699
Ethnicity: Hispanic	18%	(68)	18%	(68)	13%	(50)	11%	(41)	41%	(154)	379

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Table MCBR1_12: How often do you notice the following kinds of labels on products or services?

Includes AI

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	9% (189)	13% (284)	13% (289)	13% (296)	52% (1143)	2202
Ethnicity: Black	10% (29)	10% (27)	18% (50)	14% (39)	49% (138)	283
Ethnicity: Other	6% (12)	17% (36)	15% (33)	15% (34)	47% (104)	220
All Christian	9% (94)	13% (135)	12% (117)	13% (134)	52% (529)	1008
All Non-Christian	27% (46)	25% (43)	7% (13)	12% (21)	28% (48)	171
Atheist	6% (6)	8% (7)	13% (12)	22% (21)	51% (49)	96
Agnostic/Nothing in particular	4% (25)	11% (67)	16% (94)	12% (73)	56% (328)	586
Something Else	5% (19)	10% (33)	16% (54)	14% (47)	55% (189)	342
Religious Non-Protestant/Catholic	25% (46)	24% (44)	9% (16)	12% (23)	31% (56)	185
Evangelical	12% (69)	15% (90)	12% (69)	13% (75)	49% (291)	594
Non-Evangelical	5% (37)	9% (69)	14% (100)	15% (109)	57% (421)	735
Community: Urban	18% (129)	19% (137)	14% (103)	9% (67)	40% (294)	729
Community: Suburban	5% (47)	11% (105)	13% (124)	17% (162)	55% (539)	978
Community: Rural	3% (13)	9% (42)	13% (62)	14% (67)	63% (310)	495
Employ: Private Sector	14% (107)	18% (136)	14% (107)	13% (99)	39% (292)	741
Employ: Government	24% (30)	11% (14)	12% (14)	13% (16)	39% (49)	123
Employ: Self-Employed	9% (22)	13% (31)	23% (55)	13% (30)	41% (96)	234
Employ: Homemaker	3% (4)	8% (12)	8% (12)	13% (19)	68% (102)	150
Employ: Retired	2% (10)	6% (34)	7% (41)	14% (78)	70% (388)	552
Employ: Unemployed	3% (6)	14% (30)	13% (27)	16% (34)	54% (116)	214
Employ: Other	2% (3)	13% (19)	14% (20)	10% (14)	60% (84)	140
Military HH: Yes	7% (24)	12% (40)	10% (31)	16% (53)	54% (176)	324
Military HH: No	9% (165)	13% (244)	14% (258)	13% (243)	52% (968)	1878
2022 House Vote: Democrat	12% (125)	14% (144)	13% (131)	14% (144)	47% (479)	1023
2022 House Vote: Republican	6% (33)	12% (71)	12% (69)	14% (78)	56% (317)	567
2022 House Vote: Someone else	7% (3)	11% (6)	11% (6)	17% (9)	54% (28)	53
2022 House Vote: Didn't Vote	5% (28)	11% (64)	15% (84)	12% (65)	57% (319)	559
2020 Vote: Joe Biden	11% (110)	14% (150)	12% (124)	15% (159)	48% (506)	1049
2020 Vote: Donald Trump	6% (36)	10% (63)	13% (78)	15% (89)	56% (341)	607
2020 Vote: Other	1% (1)	17% (10)	13% (7)	5% (3)	64% (36)	55
2020 Vote: Didn't Vote	9% (42)	13% (62)	16% (81)	9% (45)	53% (260)	490

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Table MCBR1_12: How often do you notice the following kinds of labels on products or services?
 Includes AI

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	9% (189)	13% (284)	13% (289)	13% (296)	52% (1143)	2202
2018 House Vote: Democrat	11% (104)	14% (124)	12% (112)	15% (134)	48% (436)	911
2018 House Vote: Republican	6% (33)	10% (59)	12% (65)	15% (83)	57% (321)	560
2018 House Vote: Didnt Vote	7% (49)	14% (96)	15% (102)	11% (73)	53% (365)	686
4-Region: Northeast	9% (37)	15% (58)	10% (40)	12% (45)	54% (206)	386
4-Region: Midwest	4% (16)	10% (46)	12% (55)	15% (67)	59% (270)	455
4-Region: South	9% (75)	10% (83)	15% (122)	13% (111)	53% (449)	840
4-Region: West	12% (61)	19% (98)	14% (71)	14% (73)	42% (218)	521
First to Try a New Tech Product	18% (148)	21% (177)	18% (150)	12% (102)	31% (264)	841

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

Table MCBRI_13: How often do you notice the following kinds of labels on products or services?
AI image generation

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	10% (212)	15% (339)	12% (268)	13% (280)	50% (1101)	2202
Gender: Male	15% (160)	19% (199)	15% (162)	12% (130)	39% (414)	1065
Gender: Female	5% (51)	12% (133)	9% (106)	13% (149)	61% (683)	1121
Age: 18-34	19% (121)	25% (159)	14% (88)	10% (63)	32% (200)	631
Age: 35-44	14% (51)	19% (69)	15% (55)	13% (47)	40% (150)	372
Age: 45-64	5% (36)	12% (86)	13% (90)	15% (105)	55% (395)	711
Age: 65+	1% (4)	5% (26)	7% (36)	13% (65)	73% (357)	487
GenZers: 1997-2012	16% (34)	30% (65)	16% (36)	10% (22)	28% (62)	219
Millennials: 1981-1996	19% (134)	22% (157)	14% (100)	11% (81)	34% (247)	719
GenXers: 1965-1980	6% (31)	14% (73)	13% (68)	13% (71)	54% (291)	535
Baby Boomers: 1946-1964	2% (12)	6% (41)	9% (62)	15% (98)	68% (456)	669
PID: Dem (no lean)	15% (153)	17% (174)	12% (123)	12% (122)	43% (435)	1007
PID: Ind (no lean)	5% (28)	14% (83)	12% (72)	12% (75)	57% (347)	605
PID: Rep (no lean)	5% (32)	14% (82)	12% (73)	14% (83)	54% (320)	590
PID/Gender: Dem Men	23% (118)	19% (99)	17% (90)	10% (51)	31% (161)	519
PID/Gender: Dem Women	7% (35)	14% (69)	7% (34)	15% (71)	57% (272)	481
PID/Gender: Ind Men	7% (17)	15% (38)	14% (34)	13% (32)	52% (130)	250
PID/Gender: Ind Women	3% (9)	13% (44)	11% (37)	12% (42)	62% (215)	346
PID/Gender: Rep Men	8% (25)	21% (62)	13% (38)	16% (47)	42% (123)	296
PID/Gender: Rep Women	2% (7)	7% (20)	12% (35)	12% (36)	67% (196)	294
Ideo: Liberal (1-3)	12% (89)	17% (125)	13% (94)	11% (81)	47% (339)	728
Ideo: Moderate (4)	10% (59)	15% (94)	13% (82)	13% (81)	48% (298)	615
Ideo: Conservative (5-7)	8% (58)	14% (95)	11% (77)	13% (90)	53% (364)	684
Educ: < College	7% (100)	14% (200)	12% (168)	13% (182)	55% (790)	1439
Educ: Bachelors degree	10% (49)	17% (83)	14% (68)	14% (67)	45% (218)	485
Educ: Post-grad	23% (64)	20% (56)	12% (33)	11% (32)	34% (94)	278
Income: Under 50k	6% (71)	15% (168)	12% (135)	12% (132)	55% (625)	1132
Income: 50k-100k	10% (70)	16% (105)	12% (84)	16% (105)	46% (311)	675
Income: 100k+	18% (71)	17% (67)	12% (49)	11% (43)	42% (166)	395
Ethnicity: White	10% (169)	14% (243)	11% (194)	13% (215)	52% (878)	1699
Ethnicity: Hispanic	20% (76)	21% (81)	11% (43)	11% (41)	36% (138)	379

Continued on next page

Table MCBR1_13: How often do you notice the following kinds of labels on products or services?*AI image generation*

Demographic	Very often		Somewhat often		Not that often		Not at all often		I have never seen this label		Total N
Adults	10%	(212)	15%	(339)	12%	(268)	13%	(280)	50%	(1101)	2202
Ethnicity: Black	10%	(28)	16%	(44)	17%	(48)	12%	(33)	46%	(129)	283
Ethnicity: Other	7%	(15)	24%	(52)	12%	(26)	14%	(32)	43%	(94)	220
All Christian	9%	(86)	15%	(151)	12%	(123)	12%	(123)	52%	(525)	1008
All Non-Christian	30%	(51)	23%	(40)	10%	(17)	12%	(20)	25%	(43)	171
Atheist	8%	(8)	16%	(15)	8%	(8)	20%	(19)	48%	(46)	96
Agnostic/Nothing in particular	7%	(43)	13%	(76)	15%	(86)	12%	(70)	53%	(310)	586
Something Else	7%	(24)	17%	(57)	10%	(35)	14%	(48)	52%	(177)	342
Religious Non-Protestant/Catholic	28%	(51)	23%	(43)	11%	(20)	11%	(20)	27%	(50)	185
Evangelical	12%	(74)	16%	(97)	11%	(68)	12%	(69)	48%	(286)	594
Non-Evangelical	4%	(32)	14%	(101)	12%	(90)	14%	(101)	56%	(412)	735
Community: Urban	20%	(144)	21%	(155)	12%	(88)	9%	(67)	38%	(275)	729
Community: Suburban	5%	(53)	13%	(124)	13%	(125)	16%	(156)	53%	(520)	978
Community: Rural	3%	(15)	12%	(61)	11%	(55)	12%	(57)	62%	(306)	495
Employ: Private Sector	17%	(125)	19%	(143)	14%	(103)	12%	(88)	38%	(281)	741
Employ: Government	22%	(27)	23%	(29)	6%	(8)	13%	(15)	36%	(44)	123
Employ: Self-Employed	8%	(19)	21%	(48)	20%	(46)	13%	(30)	38%	(89)	234
Employ: Homemaker	3%	(4)	16%	(25)	9%	(13)	7%	(11)	65%	(97)	150
Employ: Retired	1%	(5)	7%	(37)	9%	(52)	13%	(74)	70%	(384)	552
Employ: Unemployed	11%	(24)	12%	(25)	12%	(26)	14%	(30)	51%	(108)	214
Employ: Other	3%	(5)	13%	(18)	8%	(12)	18%	(25)	57%	(80)	140
Military HH: Yes	11%	(35)	11%	(36)	10%	(32)	14%	(47)	54%	(175)	324
Military HH: No	9%	(177)	16%	(304)	13%	(236)	12%	(234)	49%	(927)	1878
2022 House Vote: Democrat	13%	(136)	16%	(163)	13%	(133)	13%	(137)	44%	(454)	1023
2022 House Vote: Republican	6%	(34)	14%	(79)	12%	(70)	13%	(72)	55%	(313)	567
2022 House Vote: Someone else	7%	(3)	12%	(6)	12%	(6)	18%	(10)	52%	(27)	53
2022 House Vote: Didn't Vote	7%	(39)	16%	(91)	11%	(60)	11%	(62)	55%	(307)	559
2020 Vote: Joe Biden	13%	(141)	15%	(158)	13%	(138)	13%	(133)	46%	(480)	1049
2020 Vote: Donald Trump	5%	(32)	12%	(75)	12%	(72)	16%	(98)	54%	(330)	607
2020 Vote: Other	4%	(2)	14%	(8)	16%	(9)	6%	(4)	59%	(33)	55
2020 Vote: Didn't Vote	8%	(37)	20%	(98)	10%	(50)	9%	(46)	53%	(259)	490

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Table MCBR1_13: How often do you notice the following kinds of labels on products or services?

AI image generation

Demographic	Very often		Somewhat often		Not that often		Not at all often		I have never seen this label		Total N
Adults	10%	(212)	15%	(339)	12%	(268)	13%	(280)	50%	(1101)	2202
2018 House Vote: Democrat	14%	(126)	15%	(136)	12%	(109)	14%	(124)	46%	(417)	911
2018 House Vote: Republican	5%	(29)	12%	(69)	13%	(71)	13%	(73)	57%	(318)	560
2018 House Vote: Didnt Vote	7%	(51)	19%	(130)	12%	(79)	11%	(78)	51%	(348)	686
4-Region: Northeast	11%	(44)	16%	(63)	9%	(35)	10%	(40)	53%	(204)	386
4-Region: Midwest	5%	(25)	10%	(47)	11%	(50)	15%	(68)	58%	(265)	455
4-Region: South	8%	(63)	14%	(116)	14%	(116)	14%	(116)	51%	(430)	840
4-Region: West	15%	(81)	22%	(114)	13%	(67)	11%	(57)	39%	(202)	521
First to Try a New Tech Product	19%	(164)	25%	(212)	15%	(123)	12%	(102)	29%	(241)	841

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

Table MCBR1_14: How often do you notice the following kinds of labels on products or services?

Runs on AI

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	7% (160)	14% (316)	12% (272)	13% (297)	53% (1158)	2202
Gender: Male	11% (122)	19% (203)	14% (150)	13% (143)	42% (446)	1065
Gender: Female	3% (37)	10% (111)	10% (115)	14% (154)	63% (705)	1121
Age: 18-34	15% (93)	25% (156)	16% (100)	10% (64)	35% (219)	631
Age: 35-44	10% (39)	18% (67)	13% (49)	13% (50)	45% (167)	372
Age: 45-64	4% (25)	10% (74)	12% (88)	16% (113)	58% (411)	711
Age: 65+	1% (3)	4% (19)	7% (34)	14% (70)	74% (361)	487
GenZers: 1997-2012	11% (24)	24% (54)	20% (45)	11% (25)	33% (72)	219
Millennials: 1981-1996	14% (102)	23% (168)	13% (95)	11% (81)	38% (273)	719
GenXers: 1965-1980	4% (23)	12% (62)	12% (64)	15% (81)	57% (306)	535
Baby Boomers: 1946-1964	2% (10)	4% (27)	10% (66)	15% (104)	69% (462)	669
PID: Dem (no lean)	11% (106)	18% (178)	12% (122)	13% (134)	46% (467)	1007
PID: Ind (no lean)	4% (23)	10% (62)	13% (78)	11% (69)	62% (372)	605
PID: Rep (no lean)	5% (31)	13% (76)	12% (71)	16% (94)	54% (319)	590
PID/Gender: Dem Men	16% (83)	24% (124)	15% (76)	12% (61)	34% (175)	519
PID/Gender: Dem Women	5% (23)	11% (54)	9% (43)	15% (73)	60% (288)	481
PID/Gender: Ind Men	7% (17)	12% (30)	12% (29)	13% (33)	56% (141)	250
PID/Gender: Ind Women	2% (6)	9% (30)	13% (46)	10% (35)	66% (228)	346
PID/Gender: Rep Men	8% (23)	17% (49)	15% (45)	16% (48)	44% (131)	296
PID/Gender: Rep Women	3% (8)	9% (27)	9% (26)	16% (46)	64% (188)	294
Ideo: Liberal (1-3)	8% (59)	16% (115)	14% (100)	13% (92)	50% (361)	728
Ideo: Moderate (4)	7% (43)	14% (89)	11% (67)	15% (92)	53% (324)	615
Ideo: Conservative (5-7)	7% (48)	14% (92)	12% (80)	14% (98)	53% (366)	684
Educ: < College	5% (74)	12% (176)	12% (178)	13% (182)	58% (829)	1439
Educ: Bachelors degree	7% (32)	17% (82)	13% (61)	17% (82)	47% (226)	485
Educ: Post-grad	19% (53)	21% (58)	12% (32)	12% (33)	37% (102)	278
Income: Under 50k	4% (50)	13% (146)	12% (135)	13% (149)	58% (653)	1132
Income: 50k-100k	7% (44)	16% (110)	13% (90)	16% (105)	48% (326)	675
Income: 100k+	16% (65)	15% (61)	12% (46)	11% (44)	45% (179)	395
Ethnicity: White	7% (122)	14% (241)	12% (197)	13% (223)	54% (916)	1699
Ethnicity: Hispanic	13% (49)	25% (93)	11% (43)	10% (37)	41% (157)	379

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Table MCBRI_14: How often do you notice the following kinds of labels on products or services?

Runs on AI

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	7% (160)	14% (316)	12% (272)	13% (297)	53% (1158)	2202
Ethnicity: Black	8% (23)	12% (34)	14% (40)	17% (49)	48% (137)	283
Ethnicity: Other	7% (14)	19% (41)	16% (35)	11% (25)	48% (105)	220
All Christian	7% (68)	14% (140)	13% (128)	13% (127)	54% (546)	1008
All Non-Christian	25% (43)	29% (50)	6% (10)	11% (19)	29% (49)	171
Atheist	4% (4)	9% (9)	12% (12)	21% (20)	54% (51)	96
Agnostic/Nothing in particular	4% (22)	12% (69)	15% (87)	13% (73)	57% (334)	586
Something Else	6% (22)	14% (49)	10% (35)	17% (57)	52% (177)	342
Religious Non-Protestant/Catholic	25% (45)	27% (50)	6% (11)	11% (20)	31% (57)	185
Evangelical	9% (52)	18% (105)	12% (69)	14% (82)	48% (286)	594
Non-Evangelical	4% (31)	11% (78)	13% (92)	14% (104)	58% (430)	735
Community: Urban	15% (110)	21% (154)	13% (92)	10% (77)	41% (296)	729
Community: Suburban	4% (35)	11% (108)	13% (125)	16% (157)	57% (554)	978
Community: Rural	3% (15)	11% (54)	11% (55)	13% (64)	62% (307)	495
Employ: Private Sector	12% (92)	21% (158)	13% (94)	14% (102)	40% (294)	741
Employ: Government	15% (19)	19% (23)	10% (12)	11% (13)	46% (56)	123
Employ: Self-Employed	9% (21)	19% (44)	19% (44)	13% (31)	40% (94)	234
Employ: Homemaker	1% (1)	9% (13)	11% (16)	10% (15)	70% (105)	150
Employ: Retired	1% (4)	5% (29)	9% (52)	15% (82)	70% (385)	552
Employ: Unemployed	5% (11)	13% (28)	14% (30)	14% (29)	55% (116)	214
Employ: Other	4% (5)	11% (15)	8% (12)	14% (19)	63% (89)	140
Military HH: Yes	6% (21)	12% (40)	10% (32)	16% (52)	55% (180)	324
Military HH: No	7% (139)	15% (276)	13% (239)	13% (245)	52% (978)	1878
2022 House Vote: Democrat	10% (101)	16% (164)	12% (125)	14% (142)	48% (492)	1023
2022 House Vote: Republican	4% (23)	13% (73)	12% (70)	14% (77)	57% (323)	567
2022 House Vote: Someone else	7% (4)	12% (6)	18% (9)	6% (3)	57% (30)	53
2022 House Vote: Didn't Vote	6% (32)	13% (72)	12% (67)	13% (75)	56% (313)	559
2020 Vote: Joe Biden	9% (100)	15% (158)	12% (129)	14% (147)	49% (516)	1049
2020 Vote: Donald Trump	3% (20)	13% (80)	12% (70)	16% (96)	56% (340)	607
2020 Vote: Other	10% (6)	11% (6)	12% (7)	5% (3)	62% (34)	55
2020 Vote: Didn't Vote	7% (34)	15% (72)	13% (66)	11% (52)	54% (267)	490

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Table MCBR1_14: How often do you notice the following kinds of labels on products or services?
 Runs on AI

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	7% (160)	14% (316)	12% (272)	13% (297)	53% (1158)	2202
2018 House Vote: Democrat	10% (89)	16% (144)	13% (116)	13% (118)	49% (445)	911
2018 House Vote: Republican	3% (18)	12% (69)	12% (69)	14% (79)	58% (326)	560
2018 House Vote: Didnt Vote	7% (47)	15% (100)	12% (82)	14% (96)	53% (361)	686
4-Region: Northeast	9% (34)	15% (59)	11% (41)	11% (41)	55% (211)	386
4-Region: Midwest	3% (14)	9% (43)	14% (62)	14% (65)	60% (271)	455
4-Region: South	6% (53)	12% (98)	13% (110)	15% (123)	54% (456)	840
4-Region: West	11% (59)	22% (116)	11% (58)	13% (68)	42% (219)	521
First to Try a New Tech Product	14% (121)	25% (212)	15% (126)	13% (109)	33% (274)	841

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

Table MCBR1_15: How often do you notice the following kinds of labels on products or services?

AI task automation

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	8% (170)	13% (276)	11% (239)	14% (315)	55% (1202)	2202
Gender: Male	12% (128)	18% (194)	14% (149)	13% (134)	43% (460)	1065
Gender: Female	4% (41)	7% (82)	8% (88)	16% (181)	65% (729)	1121
Age: 18-34	15% (95)	19% (117)	15% (96)	15% (95)	36% (228)	631
Age: 35-44	11% (41)	16% (59)	13% (49)	13% (50)	46% (173)	372
Age: 45-64	4% (31)	11% (80)	9% (67)	15% (104)	60% (430)	711
Age: 65+	1% (3)	4% (20)	6% (27)	13% (65)	76% (372)	487
GenZers: 1997-2012	12% (26)	16% (36)	19% (41)	15% (34)	38% (82)	219
Millennials: 1981-1996	15% (106)	19% (134)	14% (99)	15% (104)	38% (276)	719
GenXers: 1965-1980	5% (29)	13% (70)	8% (45)	13% (68)	60% (323)	535
Baby Boomers: 1946-1964	1% (9)	5% (32)	7% (49)	15% (103)	71% (476)	669
PID: Dem (no lean)	12% (122)	15% (150)	11% (113)	13% (133)	49% (489)	1007
PID: Ind (no lean)	4% (21)	9% (57)	10% (61)	12% (75)	65% (390)	605
PID: Rep (no lean)	4% (26)	12% (70)	11% (65)	18% (107)	55% (323)	590
PID/Gender: Dem Men	18% (93)	22% (115)	15% (77)	9% (48)	36% (185)	519
PID/Gender: Dem Women	6% (29)	7% (34)	7% (36)	18% (85)	62% (296)	481
PID/Gender: Ind Men	5% (13)	11% (28)	13% (32)	12% (31)	59% (147)	250
PID/Gender: Ind Women	2% (8)	8% (29)	8% (28)	13% (44)	68% (237)	346
PID/Gender: Rep Men	7% (22)	17% (51)	14% (41)	19% (55)	43% (127)	296
PID/Gender: Rep Women	2% (5)	6% (18)	8% (24)	18% (52)	66% (196)	294
Ideo: Liberal (1-3)	11% (79)	12% (88)	11% (83)	12% (91)	53% (388)	728
Ideo: Moderate (4)	6% (39)	13% (78)	13% (83)	16% (96)	52% (320)	615
Ideo: Conservative (5-7)	7% (46)	14% (94)	9% (62)	15% (102)	56% (380)	684
Educ: < College	5% (73)	10% (143)	11% (156)	15% (212)	59% (855)	1439
Educ: Bachelors degree	9% (42)	14% (69)	13% (64)	14% (68)	50% (243)	485
Educ: Post-grad	20% (55)	23% (64)	7% (19)	13% (35)	38% (105)	278
Income: Under 50k	4% (45)	11% (125)	11% (125)	15% (164)	59% (673)	1132
Income: 50k-100k	8% (57)	13% (91)	12% (78)	14% (98)	52% (352)	675
Income: 100k+	17% (68)	15% (61)	9% (36)	13% (53)	45% (177)	395
Ethnicity: White	8% (133)	12% (207)	10% (167)	15% (247)	56% (946)	1699
Ethnicity: Hispanic	14% (54)	18% (70)	12% (44)	15% (56)	41% (155)	379

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Table MCBR1_15: How often do you notice the following kinds of labels on products or services?
 AI task automation

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	8% (170)	13% (276)	11% (239)	14% (315)	55% (1202)	2202
Ethnicity: Black	8% (23)	12% (35)	14% (41)	14% (40)	51% (145)	283
Ethnicity: Other	7% (14)	15% (34)	14% (32)	13% (29)	51% (111)	220
All Christian	7% (71)	13% (128)	10% (105)	14% (145)	55% (559)	1008
All Non-Christian	29% (50)	24% (40)	6% (10)	15% (25)	26% (45)	171
Atheist	4% (4)	5% (5)	12% (11)	22% (21)	58% (55)	96
Agnostic/Nothing in particular	4% (25)	10% (57)	14% (80)	12% (71)	60% (352)	586
Something Else	6% (20)	13% (45)	10% (33)	16% (54)	56% (191)	342
Religious Non-Protestant/Catholic	27% (50)	24% (44)	7% (13)	14% (26)	28% (52)	185
Evangelical	11% (63)	16% (92)	9% (51)	14% (83)	51% (305)	594
Non-Evangelical	3% (22)	10% (73)	12% (86)	16% (115)	60% (440)	735
Community: Urban	17% (124)	19% (139)	10% (75)	10% (74)	43% (317)	729
Community: Suburban	4% (36)	9% (88)	12% (121)	16% (158)	59% (575)	978
Community: Rural	2% (9)	10% (49)	9% (42)	17% (83)	63% (311)	495
Employ: Private Sector	13% (97)	18% (136)	12% (92)	14% (102)	42% (314)	741
Employ: Government	18% (22)	18% (23)	6% (8)	21% (26)	36% (44)	123
Employ: Self-Employed	8% (20)	15% (34)	16% (37)	15% (34)	47% (109)	234
Employ: Homemaker	2% (3)	8% (11)	11% (16)	12% (18)	68% (102)	150
Employ: Retired	1% (4)	5% (30)	7% (38)	14% (78)	73% (402)	552
Employ: Unemployed	7% (16)	11% (23)	11% (23)	16% (33)	56% (119)	214
Employ: Other	3% (4)	12% (16)	10% (14)	13% (18)	62% (87)	140
Military HH: Yes	9% (28)	9% (30)	8% (25)	14% (45)	61% (197)	324
Military HH: No	8% (142)	13% (246)	11% (214)	14% (270)	54% (1006)	1878
2022 House Vote: Democrat	11% (114)	14% (147)	11% (117)	13% (133)	50% (512)	1023
2022 House Vote: Republican	4% (23)	11% (60)	11% (62)	18% (102)	56% (320)	567
2022 House Vote: Someone else	9% (5)	6% (3)	11% (6)	11% (6)	63% (33)	53
2022 House Vote: Didn't Vote	5% (29)	12% (66)	10% (54)	13% (73)	60% (337)	559
2020 Vote: Joe Biden	10% (109)	13% (141)	11% (118)	13% (140)	51% (540)	1049
2020 Vote: Donald Trump	4% (24)	9% (57)	10% (58)	20% (121)	57% (348)	607
2020 Vote: Other	6% (3)	10% (6)	13% (7)	3% (2)	67% (37)	55
2020 Vote: Didn't Vote	7% (33)	15% (72)	11% (56)	11% (52)	56% (277)	490

Continued on next page

Table MCBR1_15: How often do you notice the following kinds of labels on products or services?

AI task automation

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	8% (170)	13% (276)	11% (239)	14% (315)	55% (1202)	2202
2018 House Vote: Democrat	10% (94)	15% (134)	11% (101)	13% (122)	51% (460)	911
2018 House Vote: Republican	3% (19)	10% (56)	10% (54)	19% (105)	58% (326)	560
2018 House Vote: Didnt Vote	8% (53)	12% (79)	12% (79)	12% (84)	57% (391)	686
4-Region: Northeast	11% (43)	11% (42)	12% (45)	11% (41)	56% (215)	386
4-Region: Midwest	4% (17)	10% (44)	10% (46)	17% (77)	60% (271)	455
4-Region: South	5% (44)	10% (87)	12% (97)	17% (145)	56% (467)	840
4-Region: West	13% (65)	20% (103)	10% (52)	10% (52)	48% (249)	521
First to Try a New Tech Product	17% (140)	20% (168)	14% (116)	15% (129)	34% (289)	841

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

Table MCBR1_16: How often do you notice the following kinds of labels on products or services?
 Enhanced by AI

Demographic	Very often		Somewhat often		Not that often		Not at all often		I have never seen this label		Total N
Adults	9%	(189)	14%	(308)	14%	(309)	12%	(264)	51%	(1131)	2202
Gender: Male	14%	(147)	18%	(189)	17%	(177)	11%	(117)	41%	(435)	1065
Gender: Female	3%	(39)	11%	(118)	12%	(129)	13%	(147)	61%	(689)	1121
Age: 18-34	16%	(104)	22%	(141)	18%	(113)	9%	(57)	34%	(217)	631
Age: 35-44	11%	(41)	17%	(63)	16%	(59)	13%	(49)	43%	(160)	372
Age: 45-64	5%	(39)	11%	(77)	14%	(101)	14%	(102)	55%	(393)	711
Age: 65+	1%	(7)	6%	(28)	7%	(36)	11%	(56)	74%	(361)	487
GenZers: 1997-2012	17%	(37)	24%	(52)	18%	(38)	8%	(17)	34%	(74)	219
Millennials: 1981-1996	15%	(106)	20%	(142)	17%	(123)	11%	(80)	37%	(268)	719
GenXers: 1965-1980	6%	(32)	13%	(68)	15%	(78)	14%	(74)	53%	(284)	535
Baby Boomers: 1946-1964	2%	(14)	6%	(42)	10%	(67)	13%	(89)	68%	(457)	669
PID: Dem (no lean)	14%	(137)	16%	(161)	14%	(136)	11%	(109)	46%	(465)	1007
PID: Ind (no lean)	3%	(18)	13%	(81)	14%	(82)	12%	(72)	58%	(351)	605
PID: Rep (no lean)	6%	(35)	11%	(66)	15%	(91)	14%	(83)	53%	(315)	590
PID/Gender: Dem Men	20%	(106)	20%	(106)	16%	(85)	8%	(41)	35%	(181)	519
PID/Gender: Dem Women	6%	(27)	11%	(55)	11%	(52)	14%	(68)	58%	(279)	481
PID/Gender: Ind Men	6%	(15)	17%	(44)	14%	(34)	13%	(33)	50%	(124)	250
PID/Gender: Ind Women	1%	(3)	11%	(37)	13%	(45)	11%	(38)	64%	(223)	346
PID/Gender: Rep Men	9%	(27)	13%	(39)	20%	(58)	14%	(42)	44%	(129)	296
PID/Gender: Rep Women	3%	(8)	9%	(26)	11%	(33)	14%	(41)	63%	(186)	294
Ideo: Liberal (1-3)	11%	(84)	16%	(120)	13%	(94)	11%	(82)	48%	(349)	728
Ideo: Moderate (4)	7%	(45)	14%	(88)	15%	(93)	11%	(70)	52%	(318)	615
Ideo: Conservative (5-7)	8%	(58)	11%	(78)	15%	(101)	13%	(91)	52%	(357)	684
Educ: < College	7%	(94)	12%	(171)	14%	(202)	11%	(157)	57%	(815)	1439
Educ: Bachelors degree	7%	(36)	17%	(82)	15%	(74)	15%	(75)	45%	(218)	485
Educ: Post-grad	21%	(60)	20%	(56)	12%	(33)	12%	(33)	35%	(97)	278
Income: Under 50k	6%	(70)	12%	(132)	14%	(155)	11%	(129)	57%	(646)	1132
Income: 50k-100k	8%	(54)	16%	(106)	15%	(103)	13%	(90)	48%	(321)	675
Income: 100k+	17%	(66)	18%	(69)	13%	(51)	11%	(45)	41%	(164)	395
Ethnicity: White	8%	(141)	13%	(226)	13%	(229)	12%	(209)	53%	(895)	1699
Ethnicity: Hispanic	16%	(59)	20%	(75)	18%	(68)	8%	(30)	39%	(147)	379

Continued on next page

Table MCBR1_16: How often do you notice the following kinds of labels on products or services?

Enhanced by AI

Demographic	Very often	Somewhat often	Not that often	Not at all often	I have never seen this label	Total N
Adults	9% (189)	14% (308)	14% (309)	12% (264)	51% (1131)	2202
Ethnicity: Black	9% (27)	13% (37)	16% (46)	11% (32)	50% (141)	283
Ethnicity: Other	10% (22)	20% (44)	16% (34)	11% (24)	43% (95)	220
All Christian	8% (77)	14% (146)	13% (130)	12% (125)	53% (531)	1008
All Non-Christian	31% (52)	22% (38)	8% (14)	11% (18)	28% (48)	171
Atheist	7% (7)	12% (11)	9% (9)	20% (19)	52% (49)	96
Agnostic/Nothing in particular	5% (31)	12% (68)	17% (100)	10% (59)	56% (327)	586
Something Else	6% (22)	13% (45)	16% (56)	13% (44)	51% (176)	342
Religious Non-Protestant/Catholic	28% (52)	21% (39)	9% (17)	12% (22)	29% (54)	185
Evangelical	10% (62)	17% (100)	15% (88)	11% (63)	47% (282)	594
Non-Evangelical	4% (31)	11% (84)	13% (94)	14% (102)	58% (423)	735
Community: Urban	18% (130)	17% (126)	15% (111)	10% (70)	40% (293)	729
Community: Suburban	5% (48)	13% (127)	14% (136)	14% (134)	55% (534)	978
Community: Rural	2% (11)	11% (55)	13% (63)	12% (61)	62% (305)	495
Employ: Private Sector	14% (106)	20% (150)	16% (119)	11% (83)	38% (283)	741
Employ: Government	19% (23)	18% (22)	13% (15)	12% (14)	39% (48)	123
Employ: Self-Employed	8% (19)	14% (32)	23% (54)	10% (23)	45% (105)	234
Employ: Homemaker	3% (4)	7% (10)	12% (18)	14% (21)	65% (96)	150
Employ: Retired	3% (14)	6% (32)	9% (49)	12% (68)	70% (388)	552
Employ: Unemployed	4% (9)	17% (36)	12% (26)	16% (33)	51% (109)	214
Employ: Other	2% (3)	13% (18)	14% (20)	10% (14)	61% (86)	140
Military HH: Yes	11% (35)	12% (39)	10% (33)	13% (43)	54% (175)	324
Military HH: No	8% (154)	14% (269)	15% (276)	12% (221)	51% (957)	1878
2022 House Vote: Democrat	11% (117)	17% (169)	13% (133)	11% (116)	48% (488)	1023
2022 House Vote: Republican	6% (32)	12% (71)	15% (84)	13% (73)	54% (307)	567
2022 House Vote: Someone else	1% (1)	13% (7)	9% (5)	24% (12)	53% (28)	53
2022 House Vote: Didn't Vote	7% (40)	11% (61)	16% (88)	11% (63)	55% (308)	559
2020 Vote: Joe Biden	11% (117)	15% (162)	13% (140)	12% (127)	48% (503)	1049
2020 Vote: Donald Trump	6% (34)	12% (70)	14% (85)	14% (87)	55% (331)	607
2020 Vote: Other	4% (2)	9% (5)	20% (11)	8% (5)	58% (32)	55
2020 Vote: Didn't Vote	7% (36)	14% (71)	15% (73)	9% (47)	54% (265)	490

Continued on next page

Table MCBR1_16: How often do you notice the following kinds of labels on products or services?
 Enhanced by AI

Demographic	Very often		Somewhat often		Not that often		Not at all often		I have never seen this label		Total N
Adults	9%	(189)	14%	(308)	14%	(309)	12%	(264)	51%	(1131)	2202
2018 House Vote: Democrat	12%	(105)	16%	(144)	13%	(117)	12%	(106)	48%	(439)	911
2018 House Vote: Republican	5%	(29)	11%	(60)	15%	(84)	13%	(74)	56%	(314)	560
2018 House Vote: Didnt Vote	8%	(53)	14%	(95)	15%	(101)	11%	(78)	52%	(359)	686
4-Region: Northeast	12%	(47)	14%	(55)	9%	(34)	12%	(46)	53%	(203)	386
4-Region: Midwest	5%	(21)	9%	(40)	15%	(69)	13%	(61)	58%	(263)	455
4-Region: South	7%	(55)	12%	(102)	16%	(133)	12%	(105)	53%	(446)	840
4-Region: West	13%	(67)	21%	(111)	14%	(73)	10%	(52)	42%	(219)	521
First to Try a New Tech Product	19%	(156)	21%	(177)	17%	(146)	12%	(97)	32%	(266)	841

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

Table MCBR2_1: And, to what extent are you confident you understand what each means?

Organic

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	39%	(859)	40%	(889)	11%	(248)	9%	(205)	2202
Gender: Male	43%	(462)	38%	(400)	11%	(116)	8%	(87)	1065
Gender: Female	35%	(390)	43%	(482)	12%	(132)	11%	(118)	1121
Age: 18-34	46%	(291)	33%	(211)	12%	(78)	8%	(51)	631
Age: 35-44	49%	(184)	33%	(124)	9%	(34)	8%	(30)	372
Age: 45-64	34%	(240)	45%	(323)	10%	(72)	11%	(77)	711
Age: 65+	30%	(145)	47%	(231)	13%	(64)	10%	(47)	487
GenZers: 1997-2012	45%	(97)	36%	(78)	10%	(22)	10%	(21)	219
Millennials: 1981-1996	48%	(345)	33%	(236)	12%	(85)	7%	(53)	719
GenXers: 1965-1980	37%	(199)	42%	(226)	11%	(59)	9%	(50)	535
Baby Boomers: 1946-1964	29%	(196)	48%	(321)	11%	(74)	12%	(78)	669
PID: Dem (no lean)	42%	(423)	39%	(393)	10%	(102)	9%	(89)	1007
PID: Ind (no lean)	35%	(213)	41%	(249)	13%	(76)	11%	(66)	605
PID: Rep (no lean)	38%	(223)	42%	(247)	12%	(70)	8%	(50)	590
PID/Gender: Dem Men	47%	(243)	36%	(187)	10%	(52)	7%	(38)	519
PID/Gender: Dem Women	37%	(176)	42%	(203)	10%	(50)	11%	(51)	481
PID/Gender: Ind Men	39%	(99)	38%	(95)	14%	(35)	9%	(22)	250
PID/Gender: Ind Women	32%	(112)	43%	(150)	12%	(40)	13%	(44)	346
PID/Gender: Rep Men	41%	(121)	40%	(118)	10%	(29)	9%	(27)	296
PID/Gender: Rep Women	35%	(102)	44%	(128)	14%	(41)	8%	(23)	294
Ideo: Liberal (1-3)	42%	(307)	38%	(280)	12%	(89)	7%	(53)	728
Ideo: Moderate (4)	39%	(241)	40%	(247)	12%	(73)	9%	(55)	615
Ideo: Conservative (5-7)	40%	(271)	42%	(285)	11%	(73)	8%	(55)	684
Educ: < College	38%	(547)	39%	(564)	12%	(179)	10%	(148)	1439
Educ: Bachelors degree	39%	(188)	44%	(215)	8%	(41)	8%	(40)	485
Educ: Post-grad	45%	(124)	39%	(110)	10%	(28)	6%	(17)	278
Income: Under 50k	34%	(382)	42%	(472)	14%	(153)	11%	(125)	1132
Income: 50k-100k	43%	(293)	41%	(274)	8%	(56)	8%	(52)	675
Income: 100k+	47%	(184)	36%	(144)	10%	(39)	7%	(28)	395
Ethnicity: White	39%	(655)	42%	(711)	11%	(191)	8%	(142)	1699
Ethnicity: Hispanic	47%	(179)	35%	(131)	14%	(54)	4%	(16)	379

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Table MCBR2_1: And, to what extent are you confident you understand what each means?**Organic**

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	39%	(859)	40%	(889)	11%	(248)	9%	(205)	2202
Ethnicity: Black	36%	(103)	35%	(99)	13%	(38)	16%	(44)	283
Ethnicity: Other	46%	(101)	36%	(80)	9%	(20)	9%	(19)	220
All Christian	39%	(395)	42%	(421)	12%	(116)	8%	(76)	1008
All Non-Christian	46%	(79)	42%	(71)	7%	(12)	5%	(8)	171
Atheist	41%	(39)	35%	(34)	20%	(19)	4%	(4)	96
Agnostic/Nothing in particular	36%	(213)	39%	(230)	11%	(65)	13%	(78)	586
Something Else	39%	(133)	39%	(133)	11%	(37)	11%	(39)	342
Religious Non-Protestant/Catholic	47%	(87)	41%	(76)	6%	(12)	5%	(10)	185
Evangelical	44%	(264)	36%	(214)	11%	(65)	9%	(52)	594
Non-Evangelical	34%	(251)	45%	(333)	12%	(88)	9%	(63)	735
Community: Urban	43%	(310)	40%	(293)	9%	(63)	9%	(63)	729
Community: Suburban	39%	(381)	41%	(397)	12%	(119)	8%	(82)	978
Community: Rural	34%	(168)	40%	(200)	14%	(67)	12%	(60)	495
Employ: Private Sector	47%	(345)	37%	(273)	10%	(76)	6%	(47)	741
Employ: Government	43%	(53)	36%	(44)	15%	(18)	6%	(7)	123
Employ: Self-Employed	42%	(98)	36%	(84)	10%	(23)	12%	(28)	234
Employ: Homemaker	40%	(60)	35%	(52)	14%	(21)	11%	(17)	150
Employ: Retired	30%	(165)	48%	(263)	13%	(70)	10%	(54)	552
Employ: Unemployed	31%	(67)	44%	(93)	11%	(24)	14%	(30)	214
Employ: Other	30%	(42)	51%	(71)	8%	(11)	11%	(16)	140
Military HH: Yes	33%	(107)	45%	(146)	14%	(44)	8%	(27)	324
Military HH: No	40%	(752)	40%	(743)	11%	(204)	9%	(178)	1878
2022 House Vote: Democrat	43%	(438)	38%	(390)	11%	(116)	8%	(80)	1023
2022 House Vote: Republican	36%	(204)	44%	(247)	13%	(72)	8%	(44)	567
2022 House Vote: Someone else	46%	(24)	28%	(15)	22%	(12)	4%	(2)	53
2022 House Vote: Didn't Vote	35%	(194)	43%	(238)	9%	(49)	14%	(79)	559
2020 Vote: Joe Biden	42%	(444)	39%	(406)	11%	(119)	8%	(81)	1049
2020 Vote: Donald Trump	38%	(229)	43%	(259)	11%	(68)	8%	(51)	607
2020 Vote: Other	38%	(21)	42%	(23)	10%	(6)	10%	(6)	55
2020 Vote: Didn't Vote	34%	(165)	41%	(201)	11%	(56)	14%	(68)	490

Continued on next page

Table MCBR2_1: And, to what extent are you confident you understand what each means?
Organic

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	39%	(859)	40%	(889)	11%	(248)	9%	(205)	2202
2018 House Vote: Democrat	43%	(392)	37%	(339)	11%	(104)	8%	(76)	911
2018 House Vote: Republican	37%	(207)	43%	(241)	13%	(70)	7%	(42)	560
2018 House Vote: Didnt Vote	35%	(238)	42%	(289)	11%	(73)	13%	(87)	686
4-Region: Northeast	38%	(147)	42%	(163)	10%	(39)	9%	(36)	386
4-Region: Midwest	32%	(148)	44%	(200)	13%	(57)	11%	(51)	455
4-Region: South	37%	(307)	41%	(344)	12%	(105)	10%	(84)	840
4-Region: West	49%	(257)	35%	(182)	9%	(48)	7%	(34)	521
First to Try a New Tech Product	51%	(431)	34%	(283)	9%	(73)	6%	(54)	841

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

Table MCBR2_2: And, to what extent are you confident you understand what each means?
Natural

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	34% (757)	41% (897)	14% (311)	11% (237)	2202
Gender: Male	38% (410)	38% (403)	14% (145)	10% (106)	1065
Gender: Female	30% (339)	44% (488)	15% (166)	11% (128)	1121
Age: 18-34	45% (281)	34% (217)	11% (70)	10% (63)	631
Age: 35-44	43% (158)	37% (136)	11% (40)	10% (37)	372
Age: 45-64	30% (214)	43% (306)	15% (108)	12% (84)	711
Age: 65+	21% (103)	49% (238)	19% (94)	11% (53)	487
GenZers: 1997-2012	42% (91)	35% (77)	12% (27)	11% (24)	219
Millennials: 1981-1996	44% (319)	36% (255)	11% (77)	9% (68)	719
GenXers: 1965-1980	34% (183)	41% (220)	14% (77)	10% (54)	535
Baby Boomers: 1946-1964	22% (149)	48% (318)	17% (113)	13% (90)	669
PID: Dem (no lean)	38% (378)	38% (386)	14% (139)	10% (104)	1007
PID: Ind (no lean)	32% (194)	43% (260)	12% (75)	13% (76)	605
PID: Rep (no lean)	31% (184)	43% (251)	17% (98)	10% (57)	590
PID/Gender: Dem Men	43% (222)	35% (180)	14% (73)	8% (44)	519
PID/Gender: Dem Women	32% (153)	42% (204)	14% (66)	12% (59)	481
PID/Gender: Ind Men	34% (85)	41% (103)	12% (31)	12% (31)	250
PID/Gender: Ind Women	30% (105)	44% (153)	13% (44)	13% (44)	346
PID/Gender: Rep Men	35% (102)	41% (120)	14% (42)	11% (31)	296
PID/Gender: Rep Women	28% (82)	44% (131)	19% (56)	9% (25)	294
Ideo: Liberal (1-3)	37% (266)	36% (264)	16% (116)	11% (81)	728
Ideo: Moderate (4)	39% (238)	42% (257)	11% (70)	8% (50)	615
Ideo: Conservative (5-7)	32% (221)	43% (295)	15% (102)	10% (66)	684
Educ: < College	34% (482)	40% (581)	14% (196)	12% (180)	1439
Educ: Bachelors degree	34% (166)	42% (204)	15% (73)	8% (41)	485
Educ: Post-grad	39% (108)	40% (112)	15% (42)	6% (16)	278
Income: Under 50k	31% (348)	42% (471)	15% (169)	13% (145)	1132
Income: 50k-100k	36% (245)	40% (271)	15% (102)	8% (57)	675
Income: 100k+	42% (164)	39% (155)	10% (41)	9% (35)	395
Ethnicity: White	33% (569)	42% (713)	14% (237)	11% (181)	1699
Ethnicity: Hispanic	44% (166)	39% (147)	6% (23)	11% (43)	379

Continued on next page

Table MCBR2_2: And, to what extent are you confident you understand what each means?

Natural

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	34% (757)	41% (897)	14% (311)	11% (237)	2202
Ethnicity: Black	38% (107)	35% (99)	14% (40)	13% (36)	283
Ethnicity: Other	37% (81)	39% (85)	15% (34)	9% (20)	220
All Christian	33% (329)	44% (446)	14% (145)	9% (89)	1008
All Non-Christian	42% (72)	40% (68)	12% (21)	6% (10)	171
Atheist	34% (32)	37% (35)	22% (21)	8% (7)	96
Agnostic/Nothing in particular	35% (202)	35% (204)	15% (88)	15% (90)	586
Something Else	36% (122)	42% (143)	11% (37)	12% (40)	342
Religious Non-Protestant/Catholic	41% (76)	41% (75)	13% (23)	5% (10)	185
Evangelical	38% (226)	39% (231)	13% (80)	10% (57)	594
Non-Evangelical	30% (218)	47% (347)	13% (98)	10% (72)	735
Community: Urban	41% (300)	38% (274)	10% (76)	11% (79)	729
Community: Suburban	32% (317)	41% (405)	17% (163)	10% (94)	978
Community: Rural	28% (140)	44% (218)	15% (72)	13% (64)	495
Employ: Private Sector	40% (295)	43% (318)	10% (73)	7% (54)	741
Employ: Government	47% (58)	24% (29)	14% (18)	15% (19)	123
Employ: Self-Employed	44% (102)	30% (71)	14% (33)	12% (27)	234
Employ: Homemaker	38% (56)	37% (55)	15% (22)	11% (16)	150
Employ: Retired	21% (116)	49% (272)	21% (114)	9% (50)	552
Employ: Unemployed	33% (69)	31% (67)	15% (32)	21% (46)	214
Employ: Other	29% (40)	49% (69)	9% (13)	13% (18)	140
Military HH: Yes	27% (89)	45% (146)	18% (58)	10% (31)	324
Military HH: No	36% (668)	40% (751)	14% (254)	11% (205)	1878
2022 House Vote: Democrat	37% (383)	39% (394)	14% (148)	10% (97)	1023
2022 House Vote: Republican	30% (169)	44% (252)	16% (93)	9% (54)	567
2022 House Vote: Someone else	52% (27)	29% (15)	8% (4)	12% (7)	53
2022 House Vote: Didn't Vote	32% (177)	42% (236)	12% (67)	14% (79)	559
2020 Vote: Joe Biden	37% (385)	39% (411)	14% (150)	10% (104)	1049
2020 Vote: Donald Trump	30% (181)	45% (272)	14% (88)	11% (65)	607
2020 Vote: Other	33% (19)	36% (20)	25% (14)	6% (3)	55
2020 Vote: Didn't Vote	35% (172)	40% (194)	12% (59)	13% (65)	490

Continued on next page

Table MCBR2_2: And, to what extent are you confident you understand what each means?
Natural

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	34%	(757)	41%	(897)	14%	(311)	11%	(237)	2202
2018 House Vote: Democrat	38%	(345)	38%	(346)	14%	(128)	10%	(91)	911
2018 House Vote: Republican	31%	(176)	44%	(245)	16%	(89)	9%	(51)	560
2018 House Vote: Didnt Vote	32%	(217)	42%	(286)	13%	(91)	13%	(92)	686
4-Region: Northeast	35%	(134)	36%	(141)	15%	(59)	13%	(52)	386
4-Region: Midwest	30%	(138)	43%	(197)	12%	(55)	14%	(65)	455
4-Region: South	33%	(280)	43%	(357)	14%	(118)	10%	(85)	840
4-Region: West	39%	(204)	39%	(202)	15%	(80)	7%	(35)	521
First to Try a New Tech Product	46%	(388)	35%	(294)	11%	(94)	8%	(66)	841

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

Table MCBR2_3: And, to what extent are you confident you understand what each means?

Non-GMO

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	29% (649)	43% (937)	16% (346)	12% (270)	2202
Gender: Male	35% (369)	39% (414)	16% (169)	11% (113)	1065
Gender: Female	24% (274)	46% (514)	16% (176)	14% (157)	1121
Age: 18-34	39% (244)	37% (232)	13% (84)	11% (72)	631
Age: 35-44	34% (126)	42% (156)	12% (46)	12% (43)	372
Age: 45-64	26% (187)	43% (308)	17% (120)	14% (96)	711
Age: 65+	19% (92)	50% (241)	20% (95)	12% (59)	487
GenZers: 1997-2012	33% (73)	42% (91)	12% (27)	13% (28)	219
Millennials: 1981-1996	38% (275)	38% (275)	13% (95)	10% (74)	719
GenXers: 1965-1980	30% (158)	41% (217)	17% (92)	13% (68)	535
Baby Boomers: 1946-1964	20% (132)	49% (325)	18% (120)	14% (93)	669
PID: Dem (no lean)	33% (328)	41% (418)	14% (139)	12% (123)	1007
PID: Ind (no lean)	26% (157)	43% (262)	17% (102)	14% (85)	605
PID: Rep (no lean)	28% (165)	44% (257)	18% (105)	11% (63)	590
PID/Gender: Dem Men	38% (195)	37% (194)	14% (73)	11% (57)	519
PID/Gender: Dem Women	28% (132)	45% (217)	14% (66)	14% (66)	481
PID/Gender: Ind Men	30% (76)	39% (98)	19% (48)	11% (29)	250
PID/Gender: Ind Women	22% (75)	47% (161)	16% (54)	16% (56)	346
PID/Gender: Rep Men	33% (98)	41% (122)	16% (48)	9% (27)	296
PID/Gender: Rep Women	23% (67)	46% (135)	19% (57)	12% (36)	294
Ideo: Liberal (1-3)	33% (241)	43% (315)	13% (94)	11% (79)	728
Ideo: Moderate (4)	30% (186)	39% (241)	19% (115)	12% (73)	615
Ideo: Conservative (5-7)	29% (200)	44% (303)	17% (116)	10% (65)	684
Educ: < College	28% (404)	41% (588)	17% (239)	14% (208)	1439
Educ: Bachelors degree	32% (153)	46% (221)	14% (68)	9% (43)	485
Educ: Post-grad	33% (92)	46% (127)	14% (39)	7% (20)	278
Income: Under 50k	26% (289)	42% (477)	18% (200)	15% (165)	1132
Income: 50k-100k	33% (225)	41% (276)	16% (105)	10% (68)	675
Income: 100k+	34% (135)	46% (183)	10% (41)	9% (37)	395
Ethnicity: White	29% (500)	43% (737)	16% (276)	11% (187)	1699
Ethnicity: Hispanic	40% (152)	38% (143)	14% (53)	8% (31)	379

Continued on next page

Table MCBR2_3: And, to what extent are you confident you understand what each means?**Non-GMO**

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	29%	(649)	43%	(937)	16%	(346)	12%	(270)	2202
Ethnicity: Black	29%	(83)	33%	(95)	16%	(45)	21%	(60)	283
Ethnicity: Other	30%	(67)	48%	(105)	11%	(25)	11%	(24)	220
All Christian	29%	(288)	44%	(442)	17%	(172)	11%	(106)	1008
All Non-Christian	38%	(66)	44%	(75)	11%	(20)	6%	(10)	171
Atheist	35%	(34)	42%	(40)	15%	(15)	8%	(7)	96
Agnostic/Nothing in particular	27%	(160)	40%	(234)	16%	(95)	17%	(97)	586
Something Else	30%	(102)	43%	(146)	13%	(44)	14%	(49)	342
Religious Non-Protestant/Catholic	36%	(67)	44%	(82)	13%	(24)	6%	(12)	185
Evangelical	32%	(191)	38%	(225)	16%	(95)	14%	(83)	594
Non-Evangelical	26%	(192)	48%	(355)	16%	(118)	10%	(71)	735
Community: Urban	34%	(249)	39%	(288)	15%	(106)	12%	(87)	729
Community: Suburban	29%	(284)	43%	(421)	17%	(166)	11%	(108)	978
Community: Rural	24%	(117)	46%	(228)	15%	(74)	15%	(76)	495
Employ: Private Sector	36%	(267)	43%	(317)	13%	(99)	8%	(58)	741
Employ: Government	38%	(47)	39%	(48)	13%	(16)	9%	(12)	123
Employ: Self-Employed	34%	(79)	37%	(87)	14%	(32)	15%	(34)	234
Employ: Homemaker	35%	(53)	36%	(53)	14%	(21)	15%	(23)	150
Employ: Retired	19%	(104)	47%	(260)	22%	(120)	12%	(68)	552
Employ: Unemployed	26%	(56)	36%	(77)	16%	(33)	22%	(47)	214
Employ: Other	24%	(33)	45%	(64)	15%	(21)	16%	(22)	140
Military HH: Yes	22%	(70)	43%	(138)	23%	(75)	13%	(41)	324
Military HH: No	31%	(579)	43%	(798)	14%	(270)	12%	(229)	1878
2022 House Vote: Democrat	32%	(328)	42%	(425)	15%	(158)	11%	(111)	1023
2022 House Vote: Republican	26%	(147)	45%	(253)	20%	(111)	10%	(56)	567
2022 House Vote: Someone else	24%	(13)	42%	(22)	22%	(11)	12%	(7)	53
2022 House Vote: Didn't Vote	29%	(161)	42%	(236)	12%	(65)	17%	(96)	559
2020 Vote: Joe Biden	33%	(348)	41%	(427)	15%	(155)	11%	(120)	1049
2020 Vote: Donald Trump	25%	(149)	46%	(280)	19%	(116)	10%	(61)	607
2020 Vote: Other	28%	(16)	48%	(27)	14%	(8)	10%	(5)	55
2020 Vote: Didn't Vote	28%	(136)	41%	(203)	14%	(67)	17%	(84)	490

Continued on next page

Table MCBR2_3: And, to what extent are you confident you understand what each means?

Non-GMO

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	29%	(649)	43%	(937)	16%	(346)	12%	(270)	2202
2018 House Vote: Democrat	33%	(297)	42%	(382)	14%	(128)	11%	(104)	911
2018 House Vote: Republican	26%	(147)	45%	(250)	20%	(113)	9%	(51)	560
2018 House Vote: Didnt Vote	28%	(190)	41%	(284)	14%	(97)	17%	(114)	686
4-Region: Northeast	28%	(107)	46%	(179)	12%	(47)	14%	(53)	386
4-Region: Midwest	27%	(121)	43%	(197)	18%	(81)	12%	(56)	455
4-Region: South	30%	(248)	39%	(328)	17%	(146)	14%	(117)	840
4-Region: West	33%	(173)	45%	(232)	14%	(72)	8%	(44)	521
First to Try a New Tech Product	42%	(352)	40%	(333)	10%	(85)	9%	(72)	841

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

Table MCBR2_4: And, to what extent are you confident you understand what each means?
No added hormones or steroids

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	35% (766)	41% (895)	13% (291)	11% (251)	2202
Gender: Male	41% (433)	37% (396)	12% (128)	10% (108)	1065
Gender: Female	29% (325)	44% (491)	15% (163)	13% (143)	1121
Age: 18-34	42% (264)	35% (219)	13% (82)	10% (66)	631
Age: 35-44	42% (155)	38% (142)	11% (40)	9% (35)	372
Age: 45-64	33% (236)	41% (294)	13% (94)	12% (87)	711
Age: 65+	23% (110)	49% (240)	15% (75)	13% (62)	487
GenZers: 1997-2012	38% (84)	35% (78)	11% (25)	15% (32)	219
Millennials: 1981-1996	43% (306)	36% (259)	13% (95)	8% (59)	719
GenXers: 1965-1980	38% (202)	40% (216)	11% (60)	11% (58)	535
Baby Boomers: 1946-1964	24% (161)	46% (311)	15% (102)	14% (95)	669
PID: Dem (no lean)	35% (352)	40% (403)	14% (138)	11% (114)	1007
PID: Ind (no lean)	34% (204)	41% (249)	14% (82)	12% (70)	605
PID: Rep (no lean)	36% (210)	41% (243)	12% (70)	11% (67)	590
PID/Gender: Dem Men	40% (210)	37% (193)	12% (62)	10% (54)	519
PID/Gender: Dem Women	29% (141)	42% (203)	16% (76)	12% (60)	481
PID/Gender: Ind Men	42% (105)	35% (88)	13% (33)	10% (25)	250
PID/Gender: Ind Women	26% (91)	46% (161)	14% (49)	13% (45)	346
PID/Gender: Rep Men	40% (117)	39% (116)	11% (33)	10% (29)	296
PID/Gender: Rep Women	32% (93)	43% (126)	13% (37)	13% (37)	294
Ideo: Liberal (1-3)	37% (267)	41% (299)	12% (89)	10% (73)	728
Ideo: Moderate (4)	36% (223)	38% (236)	15% (95)	10% (61)	615
Ideo: Conservative (5-7)	36% (245)	41% (283)	12% (85)	10% (71)	684
Educ: < College	33% (482)	37% (535)	15% (218)	14% (204)	1439
Educ: Bachelors degree	35% (171)	51% (247)	8% (39)	6% (28)	485
Educ: Post-grad	41% (113)	41% (113)	12% (34)	7% (19)	278
Income: Under 50k	29% (331)	40% (458)	16% (176)	15% (166)	1132
Income: 50k-100k	39% (263)	42% (282)	11% (74)	8% (56)	675
Income: 100k+	43% (172)	39% (155)	10% (40)	7% (28)	395
Ethnicity: White	34% (580)	43% (725)	13% (215)	11% (180)	1699
Ethnicity: Hispanic	41% (156)	33% (127)	16% (62)	9% (34)	379

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Table MCBR2_4: And, to what extent are you confident you understand what each means?

No added hormones or steroids

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	35% (766)	41% (895)	13% (291)	11% (251)	2202
Ethnicity: Black	37% (105)	26% (75)	18% (51)	19% (53)	283
Ethnicity: Other	37% (81)	43% (95)	12% (26)	8% (18)	220
All Christian	34% (344)	42% (429)	14% (139)	10% (96)	1008
All Non-Christian	44% (75)	41% (70)	8% (13)	7% (13)	171
Atheist	43% (41)	42% (40)	11% (11)	4% (4)	96
Agnostic/Nothing in particular	33% (194)	38% (222)	14% (83)	15% (87)	586
Something Else	33% (112)	39% (134)	13% (45)	15% (51)	342
Religious Non-Protestant/Catholic	43% (79)	41% (75)	9% (18)	7% (13)	185
Evangelical	37% (222)	39% (230)	13% (79)	10% (62)	594
Non-Evangelical	31% (228)	44% (324)	13% (96)	12% (87)	735
Community: Urban	41% (296)	37% (266)	12% (84)	11% (83)	729
Community: Suburban	33% (326)	41% (404)	15% (150)	10% (99)	978
Community: Rural	29% (144)	45% (225)	12% (57)	14% (69)	495
Employ: Private Sector	42% (315)	39% (291)	10% (72)	8% (63)	741
Employ: Government	41% (51)	34% (42)	19% (23)	6% (8)	123
Employ: Self-Employed	34% (79)	40% (94)	15% (35)	11% (25)	234
Employ: Homemaker	38% (56)	34% (51)	18% (27)	10% (15)	150
Employ: Retired	24% (131)	48% (265)	15% (84)	13% (72)	552
Employ: Unemployed	35% (74)	33% (71)	13% (27)	19% (41)	214
Employ: Other	29% (40)	44% (62)	14% (20)	13% (18)	140
Military HH: Yes	34% (109)	36% (118)	19% (62)	11% (35)	324
Military HH: No	35% (656)	41% (776)	12% (229)	11% (215)	1878
2022 House Vote: Democrat	36% (372)	40% (408)	14% (145)	10% (99)	1023
2022 House Vote: Republican	34% (193)	43% (246)	12% (67)	11% (61)	567
2022 House Vote: Someone else	37% (20)	34% (18)	24% (13)	5% (3)	53
2022 House Vote: Didn't Vote	32% (181)	40% (223)	12% (66)	16% (89)	559
2020 Vote: Joe Biden	37% (383)	40% (417)	14% (144)	10% (105)	1049
2020 Vote: Donald Trump	34% (204)	44% (269)	11% (68)	11% (66)	607
2020 Vote: Other	41% (23)	38% (21)	12% (7)	9% (5)	55
2020 Vote: Didn't Vote	32% (156)	38% (187)	15% (72)	15% (75)	490

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Table MCBR2_4: *And, to what extent are you confident you understand what each means?*
No added hormones or steroids

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	35%	(766)	41%	(895)	13%	(291)	11%	(251)	2202
2018 House Vote: Democrat	36%	(327)	40%	(363)	14%	(127)	10%	(93)	911
2018 House Vote: Republican	35%	(199)	42%	(237)	13%	(71)	10%	(54)	560
2018 House Vote: Didnt Vote	32%	(218)	40%	(277)	13%	(88)	15%	(103)	686
4-Region: Northeast	36%	(140)	38%	(148)	12%	(46)	13%	(51)	386
4-Region: Midwest	28%	(126)	43%	(195)	16%	(74)	13%	(60)	455
4-Region: South	35%	(290)	40%	(333)	13%	(110)	13%	(107)	840
4-Region: West	40%	(210)	42%	(219)	11%	(60)	6%	(33)	521
First to Try a New Tech Product	44%	(374)	37%	(307)	12%	(99)	7%	(60)	841

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

Table MCBR2_5: And, to what extent are you confident you understand what each means?

Carbon Neutral

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	19%	(411)	33%	(716)	25%	(550)	24%	(525)	2202
Gender: Male	26%	(275)	37%	(394)	21%	(229)	16%	(167)	1065
Gender: Female	12%	(134)	28%	(314)	29%	(320)	31%	(353)	1121
Age: 18-34	30%	(188)	32%	(202)	19%	(119)	19%	(122)	631
Age: 35-44	24%	(88)	38%	(140)	22%	(80)	17%	(64)	372
Age: 45-64	12%	(88)	33%	(232)	31%	(218)	24%	(173)	711
Age: 65+	10%	(47)	29%	(143)	27%	(132)	34%	(165)	487
GenZers: 1997-2012	26%	(58)	31%	(68)	18%	(38)	25%	(55)	219
Millennials: 1981-1996	28%	(204)	35%	(254)	20%	(146)	16%	(115)	719
GenXers: 1965-1980	15%	(79)	35%	(187)	30%	(162)	20%	(106)	535
Baby Boomers: 1946-1964	10%	(66)	29%	(193)	28%	(186)	33%	(224)	669
PID: Dem (no lean)	23%	(232)	32%	(326)	24%	(242)	21%	(208)	1007
PID: Ind (no lean)	16%	(97)	34%	(203)	22%	(133)	28%	(172)	605
PID: Rep (no lean)	14%	(83)	32%	(187)	30%	(175)	25%	(145)	590
PID/Gender: Dem Men	30%	(154)	36%	(186)	20%	(103)	14%	(75)	519
PID/Gender: Dem Women	16%	(77)	28%	(136)	29%	(138)	27%	(130)	481
PID/Gender: Ind Men	23%	(59)	36%	(90)	24%	(59)	17%	(43)	250
PID/Gender: Ind Women	10%	(36)	31%	(109)	21%	(73)	37%	(129)	346
PID/Gender: Rep Men	21%	(62)	40%	(117)	22%	(66)	17%	(50)	296
PID/Gender: Rep Women	7%	(21)	24%	(70)	37%	(109)	32%	(95)	294
Ideo: Liberal (1-3)	24%	(173)	34%	(248)	24%	(171)	19%	(137)	728
Ideo: Moderate (4)	19%	(114)	34%	(206)	25%	(156)	23%	(139)	615
Ideo: Conservative (5-7)	17%	(113)	31%	(212)	27%	(185)	25%	(174)	684
Educ: < College	17%	(238)	28%	(403)	28%	(400)	28%	(398)	1439
Educ: Bachelors degree	20%	(97)	40%	(195)	21%	(100)	19%	(93)	485
Educ: Post-grad	28%	(77)	42%	(118)	18%	(50)	12%	(34)	278
Income: Under 50k	15%	(172)	28%	(319)	28%	(311)	29%	(330)	1132
Income: 50k-100k	20%	(134)	36%	(246)	24%	(163)	20%	(133)	675
Income: 100k+	27%	(106)	38%	(151)	19%	(75)	16%	(62)	395
Ethnicity: White	18%	(314)	33%	(556)	25%	(419)	24%	(410)	1699
Ethnicity: Hispanic	27%	(103)	33%	(127)	23%	(87)	16%	(62)	379

Continued on next page

Table MCBR2_5: And, to what extent are you confident you understand what each means?**Carbon Neutral**

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(411)	33%	(716)	25%	(550)	24%	(525)	2202
Ethnicity: Black	20%	(57)	24%	(67)	29%	(82)	27%	(77)	283
Ethnicity: Other	18%	(40)	43%	(94)	22%	(49)	17%	(37)	220
All Christian	17%	(175)	34%	(343)	26%	(261)	23%	(229)	1008
All Non-Christian	38%	(65)	38%	(65)	13%	(23)	10%	(18)	171
Atheist	30%	(29)	32%	(31)	17%	(16)	20%	(19)	96
Agnostic/Nothing in particular	15%	(89)	32%	(185)	27%	(158)	26%	(154)	586
Something Else	16%	(54)	27%	(92)	27%	(92)	31%	(104)	342
Religious Non-Protestant/Catholic	36%	(66)	39%	(73)	13%	(25)	11%	(21)	185
Evangelical	20%	(117)	29%	(175)	25%	(151)	25%	(151)	594
Non-Evangelical	14%	(103)	34%	(250)	28%	(202)	25%	(180)	735
Community: Urban	27%	(200)	34%	(245)	20%	(147)	19%	(137)	729
Community: Suburban	16%	(155)	33%	(324)	25%	(241)	26%	(257)	978
Community: Rural	11%	(56)	30%	(147)	33%	(161)	26%	(131)	495
Employ: Private Sector	24%	(179)	38%	(285)	21%	(153)	17%	(124)	741
Employ: Government	34%	(42)	29%	(36)	23%	(28)	13%	(17)	123
Employ: Self-Employed	22%	(51)	27%	(63)	28%	(66)	23%	(54)	234
Employ: Homemaker	13%	(19)	26%	(39)	30%	(44)	31%	(47)	150
Employ: Retired	9%	(49)	30%	(166)	31%	(171)	30%	(166)	552
Employ: Unemployed	17%	(36)	32%	(68)	21%	(46)	30%	(64)	214
Employ: Other	14%	(20)	34%	(48)	24%	(34)	28%	(39)	140
Military HH: Yes	15%	(49)	32%	(104)	27%	(89)	25%	(82)	324
Military HH: No	19%	(362)	33%	(612)	25%	(461)	24%	(442)	1878
2022 House Vote: Democrat	23%	(238)	34%	(353)	23%	(234)	19%	(199)	1023
2022 House Vote: Republican	16%	(89)	30%	(173)	27%	(153)	27%	(152)	567
2022 House Vote: Someone else	27%	(14)	51%	(27)	11%	(6)	11%	(6)	53
2022 House Vote: Didn't Vote	13%	(70)	29%	(164)	28%	(157)	30%	(168)	559
2020 Vote: Joe Biden	23%	(239)	34%	(362)	22%	(230)	21%	(219)	1049
2020 Vote: Donald Trump	15%	(88)	31%	(190)	27%	(165)	27%	(164)	607
2020 Vote: Other	20%	(11)	28%	(16)	35%	(19)	18%	(10)	55
2020 Vote: Didn't Vote	15%	(73)	30%	(148)	28%	(136)	27%	(132)	490

Continued on next page

Table MCBR2_5: And, to what extent are you confident you understand what each means?
Carbon Neutral

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	19%	(411)	33%	(716)	25%	(550)	24%	(525)	2202
2018 House Vote: Democrat	23%	(212)	35%	(316)	22%	(202)	20%	(181)	911
2018 House Vote: Republican	14%	(80)	35%	(195)	25%	(142)	26%	(143)	560
2018 House Vote: Didnt Vote	16%	(108)	28%	(190)	29%	(196)	28%	(192)	686
4-Region: Northeast	21%	(79)	36%	(138)	18%	(70)	26%	(98)	386
4-Region: Midwest	15%	(68)	29%	(131)	29%	(134)	27%	(122)	455
4-Region: South	18%	(152)	29%	(248)	27%	(231)	25%	(209)	840
4-Region: West	21%	(111)	38%	(200)	22%	(115)	18%	(95)	521
First to Try a New Tech Product	32%	(269)	37%	(314)	18%	(153)	13%	(105)	841

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

Table MCBR2_6: *And, to what extent are you confident you understand what each means?*
Upcycled Certified

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	15%	(326)	24%	(534)	24%	(539)	36%	(803)	2202
Gender: Male	20%	(217)	26%	(274)	23%	(243)	31%	(330)	1065
Gender: Female	9%	(103)	23%	(256)	26%	(293)	42%	(469)	1121
Age: 18-34	25%	(161)	27%	(168)	22%	(141)	26%	(161)	631
Age: 35-44	23%	(86)	30%	(111)	22%	(82)	25%	(93)	372
Age: 45-64	9%	(63)	25%	(180)	28%	(202)	38%	(267)	711
Age: 65+	3%	(16)	15%	(75)	23%	(114)	58%	(282)	487
GenZers: 1997-2012	22%	(48)	28%	(61)	20%	(45)	30%	(65)	219
Millennials: 1981-1996	26%	(188)	27%	(196)	23%	(168)	23%	(167)	719
GenXers: 1965-1980	10%	(56)	28%	(148)	27%	(147)	35%	(185)	535
Baby Boomers: 1946-1964	5%	(33)	18%	(119)	26%	(172)	52%	(346)	669
PID: Dem (no lean)	19%	(193)	26%	(257)	23%	(235)	32%	(322)	1007
PID: Ind (no lean)	9%	(55)	24%	(146)	23%	(140)	44%	(263)	605
PID: Rep (no lean)	13%	(78)	22%	(131)	28%	(164)	37%	(218)	590
PID/Gender: Dem Men	27%	(141)	27%	(138)	21%	(109)	25%	(131)	519
PID/Gender: Dem Women	10%	(49)	25%	(119)	26%	(124)	39%	(189)	481
PID/Gender: Ind Men	10%	(26)	26%	(64)	24%	(61)	40%	(99)	250
PID/Gender: Ind Women	8%	(28)	23%	(78)	22%	(77)	47%	(163)	346
PID/Gender: Rep Men	17%	(51)	24%	(72)	25%	(73)	34%	(100)	296
PID/Gender: Rep Women	9%	(27)	20%	(59)	31%	(91)	40%	(117)	294
Ideo: Liberal (1-3)	18%	(135)	25%	(180)	25%	(181)	32%	(232)	728
Ideo: Moderate (4)	17%	(102)	27%	(167)	24%	(150)	32%	(197)	615
Ideo: Conservative (5-7)	12%	(84)	20%	(134)	25%	(172)	43%	(294)	684
Educ: < College	12%	(175)	22%	(313)	27%	(388)	39%	(562)	1439
Educ: Bachelors degree	16%	(76)	30%	(145)	21%	(101)	33%	(162)	485
Educ: Post-grad	27%	(74)	27%	(76)	18%	(50)	28%	(79)	278
Income: Under 50k	10%	(118)	24%	(266)	25%	(285)	41%	(462)	1132
Income: 50k-100k	16%	(106)	24%	(165)	26%	(173)	34%	(231)	675
Income: 100k+	26%	(102)	26%	(102)	20%	(81)	28%	(110)	395
Ethnicity: White	15%	(247)	24%	(410)	23%	(394)	38%	(648)	1699
Ethnicity: Hispanic	23%	(86)	25%	(96)	27%	(103)	25%	(94)	379

Continued on next page

Table MCBR2_6: *And, to what extent are you confident you understand what each means?*
Upcycled Certified

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	15% (326)	24% (534)	24% (539)	36% (803)	2202
Ethnicity: Black	16% (46)	20% (55)	32% (92)	32% (90)	283
Ethnicity: Other	15% (32)	31% (69)	24% (54)	30% (65)	220
All Christian	13% (135)	24% (245)	25% (251)	37% (377)	1008
All Non-Christian	37% (63)	28% (48)	11% (19)	24% (41)	171
Atheist	11% (11)	23% (22)	23% (22)	43% (41)	96
Agnostic/Nothing in particular	13% (75)	23% (132)	28% (166)	36% (212)	586
Something Else	12% (42)	25% (87)	24% (81)	38% (131)	342
Religious Non-Protestant/Catholic	35% (64)	29% (54)	11% (20)	25% (45)	185
Evangelical	18% (110)	23% (138)	24% (141)	35% (206)	594
Non-Evangelical	8% (59)	25% (182)	26% (193)	41% (302)	735
Community: Urban	23% (166)	29% (209)	22% (158)	27% (197)	729
Community: Suburban	11% (105)	22% (215)	25% (243)	42% (415)	978
Community: Rural	11% (55)	22% (110)	28% (139)	39% (191)	495
Employ: Private Sector	22% (161)	30% (220)	22% (165)	26% (195)	741
Employ: Government	24% (30)	23% (28)	23% (28)	31% (38)	123
Employ: Self-Employed	19% (45)	22% (52)	30% (69)	28% (67)	234
Employ: Homemaker	12% (17)	26% (38)	25% (37)	38% (57)	150
Employ: Retired	5% (28)	18% (98)	26% (144)	51% (282)	552
Employ: Unemployed	12% (25)	21% (44)	25% (52)	43% (92)	214
Employ: Other	6% (9)	29% (40)	25% (35)	40% (56)	140
Military HH: Yes	11% (34)	23% (73)	26% (85)	41% (132)	324
Military HH: No	16% (291)	25% (461)	24% (454)	36% (671)	1878
2022 House Vote: Democrat	18% (185)	26% (262)	24% (244)	33% (333)	1023
2022 House Vote: Republican	12% (66)	22% (122)	26% (145)	41% (234)	567
2022 House Vote: Someone else	17% (9)	19% (10)	32% (17)	33% (17)	53
2022 House Vote: Didn't Vote	12% (67)	25% (140)	24% (134)	39% (218)	559
2020 Vote: Joe Biden	17% (180)	26% (277)	24% (250)	33% (343)	1049
2020 Vote: Donald Trump	13% (76)	20% (123)	25% (153)	42% (255)	607
2020 Vote: Other	16% (9)	20% (11)	26% (15)	38% (21)	55
2020 Vote: Didn't Vote	12% (61)	25% (124)	25% (122)	38% (184)	490

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Table MCBR2_6: *And, to what extent are you confident you understand what each means?*
Upcycled Certified

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	15%	(326)	24%	(534)	24%	(539)	36%	(803)	2202
2018 House Vote: Democrat	18%	(166)	27%	(248)	23%	(208)	32%	(290)	911
2018 House Vote: Republican	12%	(69)	20%	(111)	27%	(150)	41%	(230)	560
2018 House Vote: Didnt Vote	12%	(84)	24%	(164)	25%	(169)	39%	(270)	686
4-Region: Northeast	14%	(54)	28%	(109)	22%	(83)	36%	(140)	386
4-Region: Midwest	10%	(44)	22%	(98)	24%	(111)	44%	(201)	455
4-Region: South	16%	(134)	22%	(186)	25%	(212)	37%	(309)	840
4-Region: West	18%	(94)	27%	(142)	26%	(133)	29%	(153)	521
First to Try a New Tech Product	28%	(236)	29%	(247)	23%	(197)	19%	(162)	841

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

Table MCBR2_7: And, to what extent are you confident you understand what each means?

Powered by AI

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	17%	(372)	26%	(579)	22%	(487)	35%	(764)	2202
Gender: Male	25%	(266)	29%	(312)	21%	(227)	24%	(260)	1065
Gender: Female	9%	(105)	23%	(257)	23%	(258)	45%	(502)	1121
Age: 18-34	31%	(198)	31%	(197)	18%	(114)	19%	(122)	631
Age: 35-44	21%	(79)	34%	(126)	20%	(76)	24%	(90)	372
Age: 45-64	11%	(81)	25%	(174)	26%	(189)	38%	(267)	711
Age: 65+	3%	(14)	17%	(81)	22%	(108)	58%	(284)	487
GenZers: 1997-2012	28%	(61)	35%	(76)	17%	(36)	21%	(46)	219
Millennials: 1981-1996	28%	(202)	31%	(221)	21%	(147)	21%	(148)	719
GenXers: 1965-1980	13%	(72)	30%	(161)	25%	(133)	32%	(169)	535
Baby Boomers: 1946-1964	5%	(35)	16%	(110)	24%	(160)	54%	(365)	669
PID: Dem (no lean)	22%	(218)	24%	(246)	23%	(230)	31%	(313)	1007
PID: Ind (no lean)	11%	(67)	30%	(179)	23%	(137)	37%	(222)	605
PID: Rep (no lean)	15%	(88)	26%	(154)	20%	(120)	39%	(229)	590
PID/Gender: Dem Men	30%	(158)	27%	(140)	21%	(109)	22%	(112)	519
PID/Gender: Dem Women	12%	(60)	21%	(102)	25%	(119)	42%	(200)	481
PID/Gender: Ind Men	16%	(40)	32%	(80)	26%	(66)	26%	(64)	250
PID/Gender: Ind Women	7%	(26)	27%	(93)	20%	(71)	45%	(157)	346
PID/Gender: Rep Men	23%	(68)	31%	(91)	18%	(52)	28%	(84)	296
PID/Gender: Rep Women	7%	(19)	21%	(62)	23%	(68)	49%	(145)	294
Ideo: Liberal (1-3)	21%	(150)	24%	(177)	25%	(185)	30%	(215)	728
Ideo: Moderate (4)	16%	(100)	29%	(181)	22%	(133)	33%	(201)	615
Ideo: Conservative (5-7)	16%	(108)	25%	(172)	20%	(134)	39%	(270)	684
Educ: < College	15%	(218)	24%	(349)	23%	(326)	38%	(546)	1439
Educ: Bachelors degree	17%	(82)	31%	(149)	22%	(107)	30%	(147)	485
Educ: Post-grad	26%	(73)	29%	(80)	19%	(54)	26%	(71)	278
Income: Under 50k	13%	(152)	26%	(290)	23%	(265)	38%	(425)	1132
Income: 50k-100k	18%	(125)	26%	(173)	22%	(149)	34%	(229)	675
Income: 100k+	24%	(96)	29%	(116)	19%	(73)	28%	(110)	395
Ethnicity: White	16%	(278)	26%	(443)	21%	(365)	36%	(614)	1699
Ethnicity: Hispanic	28%	(107)	30%	(113)	23%	(86)	19%	(73)	379

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Table MCBR2_7: And, to what extent are you confident you understand what each means?

Powered by AI

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	17% (372)	26% (579)	22% (487)	35% (764)	2202
Ethnicity: Black	18% (50)	24% (67)	23% (66)	35% (100)	283
Ethnicity: Other	20% (45)	31% (69)	26% (57)	23% (49)	220
All Christian	17% (171)	25% (256)	23% (229)	35% (354)	1008
All Non-Christian	32% (55)	34% (57)	13% (22)	21% (37)	171
Atheist	13% (13)	28% (27)	26% (25)	32% (31)	96
Agnostic/Nothing in particular	13% (79)	26% (154)	25% (148)	35% (205)	586
Something Else	16% (55)	25% (85)	19% (64)	40% (138)	342
Religious Non-Protestant/Catholic	30% (56)	34% (63)	13% (25)	22% (41)	185
Evangelical	22% (131)	24% (144)	19% (116)	34% (203)	594
Non-Evangelical	12% (89)	25% (183)	24% (176)	39% (288)	735
Community: Urban	27% (199)	29% (210)	18% (131)	26% (189)	729
Community: Suburban	12% (120)	25% (243)	23% (228)	39% (386)	978
Community: Rural	11% (53)	25% (125)	26% (128)	38% (189)	495
Employ: Private Sector	24% (176)	33% (244)	19% (141)	24% (180)	741
Employ: Government	32% (39)	16% (20)	31% (39)	21% (25)	123
Employ: Self-Employed	26% (60)	26% (61)	22% (51)	27% (62)	234
Employ: Homemaker	8% (11)	19% (29)	28% (42)	46% (68)	150
Employ: Retired	4% (20)	20% (111)	25% (139)	51% (283)	552
Employ: Unemployed	18% (39)	27% (58)	20% (42)	35% (75)	214
Employ: Other	9% (13)	29% (41)	21% (29)	40% (57)	140
Military HH: Yes	17% (55)	20% (65)	22% (70)	42% (135)	324
Military HH: No	17% (318)	27% (514)	22% (417)	33% (629)	1878
2022 House Vote: Democrat	21% (216)	25% (251)	23% (234)	32% (323)	1023
2022 House Vote: Republican	12% (70)	26% (146)	20% (113)	42% (238)	567
2022 House Vote: Someone else	14% (7)	26% (14)	38% (20)	22% (12)	53
2022 House Vote: Didn't Vote	14% (80)	30% (167)	21% (120)	34% (192)	559
2020 Vote: Joe Biden	20% (208)	25% (263)	22% (234)	33% (345)	1049
2020 Vote: Donald Trump	12% (75)	25% (150)	22% (131)	41% (251)	607
2020 Vote: Other	16% (9)	31% (17)	23% (13)	29% (16)	55
2020 Vote: Didn't Vote	17% (81)	30% (148)	22% (108)	31% (153)	490

Continued on next page

Table MCBR2_7: And, to what extent are you confident you understand what each means?

Powered by AI

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	17%	(372)	26%	(579)	22%	(487)	35%	(764)	2202
2018 House Vote: Democrat	20%	(183)	25%	(227)	22%	(203)	33%	(298)	911
2018 House Vote: Republican	12%	(69)	25%	(138)	23%	(126)	41%	(228)	560
2018 House Vote: Didnt Vote	17%	(114)	29%	(200)	21%	(145)	33%	(227)	686
4-Region: Northeast	18%	(69)	26%	(100)	20%	(78)	36%	(138)	386
4-Region: Midwest	10%	(46)	26%	(120)	26%	(116)	38%	(173)	455
4-Region: South	16%	(133)	24%	(200)	24%	(204)	36%	(303)	840
4-Region: West	24%	(124)	30%	(159)	17%	(89)	29%	(151)	521
First to Try a New Tech Product	31%	(264)	32%	(266)	19%	(159)	18%	(152)	841

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

Table MCBR2_8: And, to what extent are you confident you understand what each means?
AI-enhanced productivity

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	14%	(306)	24%	(533)	26%	(565)	36%	(798)	2202
Gender: Male	21%	(225)	27%	(287)	26%	(281)	26%	(272)	1065
Gender: Female	7%	(80)	22%	(241)	25%	(282)	46%	(519)	1121
Age: 18-34	25%	(159)	31%	(196)	22%	(136)	22%	(140)	631
Age: 35-44	20%	(73)	33%	(121)	23%	(87)	24%	(91)	372
Age: 45-64	8%	(60)	20%	(143)	31%	(223)	40%	(285)	711
Age: 65+	3%	(14)	15%	(73)	24%	(118)	58%	(282)	487
GenZers: 1997-2012	24%	(53)	34%	(75)	18%	(39)	24%	(52)	219
Millennials: 1981-1996	23%	(168)	31%	(221)	24%	(173)	22%	(157)	719
GenXers: 1965-1980	10%	(55)	25%	(135)	29%	(157)	35%	(187)	535
Baby Boomers: 1946-1964	4%	(28)	14%	(92)	27%	(178)	55%	(371)	669
PID: Dem (no lean)	18%	(185)	24%	(239)	26%	(261)	32%	(322)	1007
PID: Ind (no lean)	9%	(53)	25%	(153)	25%	(151)	41%	(248)	605
PID: Rep (no lean)	11%	(68)	24%	(142)	26%	(153)	39%	(228)	590
PID/Gender: Dem Men	27%	(142)	25%	(130)	27%	(139)	21%	(108)	519
PID/Gender: Dem Women	9%	(43)	22%	(105)	25%	(122)	44%	(210)	481
PID/Gender: Ind Men	14%	(34)	28%	(69)	29%	(72)	30%	(76)	250
PID/Gender: Ind Women	5%	(18)	24%	(82)	22%	(77)	49%	(169)	346
PID/Gender: Rep Men	16%	(49)	30%	(88)	24%	(71)	30%	(89)	296
PID/Gender: Rep Women	6%	(19)	18%	(54)	28%	(82)	47%	(139)	294
Ideo: Liberal (1-3)	17%	(124)	25%	(179)	27%	(195)	32%	(230)	728
Ideo: Moderate (4)	14%	(88)	25%	(155)	27%	(168)	33%	(203)	615
Ideo: Conservative (5-7)	13%	(88)	22%	(152)	24%	(164)	41%	(280)	684
Educ: < College	11%	(162)	23%	(335)	26%	(372)	40%	(570)	1439
Educ: Bachelors degree	15%	(73)	27%	(129)	27%	(133)	31%	(149)	485
Educ: Post-grad	26%	(72)	25%	(69)	22%	(60)	28%	(78)	278
Income: Under 50k	11%	(120)	25%	(280)	26%	(290)	39%	(441)	1132
Income: 50k-100k	16%	(105)	22%	(149)	28%	(187)	35%	(234)	675
Income: 100k+	20%	(81)	26%	(105)	22%	(87)	31%	(123)	395
Ethnicity: White	13%	(228)	25%	(417)	24%	(413)	38%	(642)	1699
Ethnicity: Hispanic	22%	(83)	30%	(113)	25%	(96)	23%	(87)	379

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Table MCBR2_8: And, to what extent are you confident you understand what each means?
AI-enhanced productivity

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	14% (306)	24% (533)	26% (565)	36% (798)	2202
Ethnicity: Black	16% (44)	19% (53)	29% (83)	36% (102)	283
Ethnicity: Other	16% (34)	29% (63)	31% (68)	25% (54)	220
All Christian	12% (126)	26% (265)	25% (249)	37% (368)	1008
All Non-Christian	36% (62)	29% (49)	16% (27)	19% (33)	171
Atheist	9% (8)	28% (27)	26% (25)	37% (35)	96
Agnostic/Nothing in particular	12% (68)	20% (116)	30% (175)	39% (227)	586
Something Else	12% (43)	22% (76)	26% (88)	39% (135)	342
Religious Non-Protestant/Catholic	34% (62)	29% (54)	16% (30)	21% (39)	185
Evangelical	17% (99)	26% (153)	24% (142)	34% (201)	594
Non-Evangelical	9% (65)	24% (178)	26% (194)	41% (299)	735
Community: Urban	24% (173)	26% (191)	24% (174)	26% (191)	729
Community: Suburban	9% (89)	23% (226)	27% (266)	41% (397)	978
Community: Rural	9% (44)	24% (117)	25% (125)	42% (209)	495
Employ: Private Sector	22% (165)	29% (217)	22% (166)	26% (194)	741
Employ: Government	20% (24)	23% (29)	26% (33)	30% (37)	123
Employ: Self-Employed	16% (38)	25% (60)	30% (69)	29% (67)	234
Employ: Homemaker	5% (8)	23% (35)	25% (38)	46% (69)	150
Employ: Retired	3% (19)	15% (82)	32% (174)	50% (277)	552
Employ: Unemployed	17% (37)	23% (48)	22% (46)	38% (82)	214
Employ: Other	6% (8)	31% (43)	22% (32)	41% (57)	140
Military HH: Yes	12% (37)	21% (70)	28% (92)	39% (126)	324
Military HH: No	14% (269)	25% (464)	25% (473)	36% (672)	1878
2022 House Vote: Democrat	18% (180)	23% (234)	28% (282)	32% (328)	1023
2022 House Vote: Republican	11% (65)	24% (133)	22% (127)	43% (241)	567
2022 House Vote: Someone else	11% (6)	25% (13)	35% (18)	29% (15)	53
2022 House Vote: Didn't Vote	10% (56)	27% (153)	25% (137)	38% (213)	559
2020 Vote: Joe Biden	18% (192)	23% (238)	25% (263)	34% (356)	1049
2020 Vote: Donald Trump	10% (63)	23% (141)	24% (148)	42% (255)	607
2020 Vote: Other	12% (6)	22% (12)	37% (20)	30% (17)	55
2020 Vote: Didn't Vote	9% (45)	29% (142)	27% (133)	35% (170)	490

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Table MCBR2_8: *And, to what extent are you confident you understand what each means?*
AI-enhanced productivity

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	14%	(306)	24%	(533)	26%	(565)	36%	(798)	2202
2018 House Vote: Democrat	17%	(157)	22%	(197)	27%	(248)	34%	(309)	911
2018 House Vote: Republican	10%	(55)	24%	(136)	23%	(130)	43%	(239)	560
2018 House Vote: Didnt Vote	13%	(89)	27%	(186)	25%	(174)	35%	(237)	686
4-Region: Northeast	14%	(55)	23%	(90)	26%	(99)	37%	(142)	386
4-Region: Midwest	11%	(49)	21%	(97)	25%	(113)	43%	(195)	455
4-Region: South	13%	(109)	26%	(217)	24%	(201)	37%	(312)	840
4-Region: West	18%	(94)	25%	(129)	29%	(151)	28%	(148)	521
First to Try a New Tech Product	28%	(234)	30%	(250)	24%	(204)	18%	(154)	841

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

Table MCBR2_9: And, to what extent are you confident you understand what each means?

Supported by AI

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	16% (350)	27% (584)	22% (490)	35% (779)	2202
Gender: Male	23% (247)	31% (334)	21% (224)	24% (260)	1065
Gender: Female	9% (102)	21% (240)	24% (266)	46% (514)	1121
Age: 18-34	30% (187)	29% (185)	20% (126)	21% (133)	631
Age: 35-44	22% (83)	37% (137)	17% (64)	24% (88)	372
Age: 45-64	9% (64)	26% (182)	26% (188)	39% (277)	711
Age: 65+	3% (15)	16% (79)	23% (113)	58% (281)	487
GenZers: 1997-2012	25% (54)	37% (81)	16% (36)	22% (48)	219
Millennials: 1981-1996	29% (205)	30% (214)	20% (147)	21% (153)	719
GenXers: 1965-1980	11% (59)	32% (171)	23% (124)	34% (181)	535
Baby Boomers: 1946-1964	4% (29)	16% (108)	25% (170)	54% (362)	669
PID: Dem (no lean)	21% (210)	24% (245)	22% (225)	32% (326)	1007
PID: Ind (no lean)	11% (67)	28% (167)	23% (139)	38% (232)	605
PID: Rep (no lean)	12% (72)	29% (172)	21% (126)	37% (220)	590
PID/Gender: Dem Men	30% (158)	27% (141)	22% (112)	21% (108)	519
PID/Gender: Dem Women	11% (52)	21% (100)	24% (113)	45% (215)	481
PID/Gender: Ind Men	15% (37)	33% (82)	24% (59)	29% (72)	250
PID/Gender: Ind Women	8% (28)	23% (78)	23% (80)	46% (160)	346
PID/Gender: Rep Men	17% (52)	37% (111)	18% (53)	27% (81)	296
PID/Gender: Rep Women	7% (21)	21% (61)	25% (73)	47% (139)	294
Ideo: Liberal (1-3)	19% (139)	25% (181)	25% (180)	31% (227)	728
Ideo: Moderate (4)	16% (101)	29% (181)	22% (135)	32% (197)	615
Ideo: Conservative (5-7)	14% (95)	25% (174)	22% (147)	39% (268)	684
Educ: < College	14% (207)	24% (347)	23% (324)	39% (560)	1439
Educ: Bachelors degree	16% (80)	31% (152)	23% (110)	30% (143)	485
Educ: Post-grad	22% (62)	31% (85)	20% (56)	27% (75)	278
Income: Under 50k	13% (152)	26% (293)	22% (249)	39% (437)	1132
Income: 50k-100k	16% (110)	26% (178)	24% (161)	34% (227)	675
Income: 100k+	22% (87)	29% (113)	20% (80)	29% (115)	395
Ethnicity: White	15% (263)	26% (444)	22% (366)	37% (627)	1699
Ethnicity: Hispanic	28% (107)	28% (107)	22% (82)	22% (84)	379

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Table MCBR2_9: And, to what extent are you confident you understand what each means?

Supported by AI

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	16% (350)	27% (584)	22% (490)	35% (779)	2202
Ethnicity: Black	18% (52)	24% (68)	24% (67)	34% (97)	283
Ethnicity: Other	16% (35)	32% (71)	26% (58)	25% (55)	220
All Christian	14% (142)	27% (277)	21% (214)	37% (375)	1008
All Non-Christian	37% (63)	31% (53)	12% (21)	20% (34)	171
Atheist	13% (12)	23% (22)	29% (28)	35% (33)	96
Agnostic/Nothing in particular	15% (86)	24% (143)	25% (145)	36% (212)	586
Something Else	14% (47)	26% (88)	24% (82)	36% (125)	342
Religious Non-Protestant/Catholic	34% (63)	32% (58)	12% (22)	22% (41)	185
Evangelical	18% (109)	28% (165)	20% (118)	34% (202)	594
Non-Evangelical	10% (76)	26% (191)	24% (174)	40% (295)	735
Community: Urban	25% (185)	29% (208)	21% (153)	25% (182)	729
Community: Suburban	12% (118)	26% (256)	22% (214)	40% (389)	978
Community: Rural	9% (46)	24% (119)	25% (122)	42% (207)	495
Employ: Private Sector	23% (168)	33% (245)	19% (139)	25% (188)	741
Employ: Government	27% (33)	27% (34)	19% (23)	27% (34)	123
Employ: Self-Employed	22% (51)	27% (63)	24% (57)	27% (63)	234
Employ: Homemaker	8% (12)	20% (30)	22% (32)	50% (75)	150
Employ: Retired	4% (21)	18% (100)	30% (167)	48% (265)	552
Employ: Unemployed	17% (37)	26% (55)	17% (37)	39% (84)	214
Employ: Other	12% (17)	31% (43)	17% (24)	40% (57)	140
Military HH: Yes	13% (41)	28% (90)	21% (68)	39% (125)	324
Military HH: No	16% (308)	26% (494)	22% (422)	35% (653)	1878
2022 House Vote: Democrat	20% (206)	25% (256)	23% (231)	32% (331)	1023
2022 House Vote: Republican	12% (67)	27% (155)	21% (117)	40% (229)	567
2022 House Vote: Someone else	16% (8)	20% (11)	40% (21)	24% (13)	53
2022 House Vote: Didn't Vote	12% (69)	29% (163)	21% (120)	37% (207)	559
2020 Vote: Joe Biden	18% (193)	25% (263)	22% (236)	34% (357)	1049
2020 Vote: Donald Trump	13% (77)	27% (162)	20% (123)	40% (245)	607
2020 Vote: Other	16% (9)	29% (16)	30% (16)	26% (14)	55
2020 Vote: Didn't Vote	14% (70)	29% (144)	23% (115)	33% (162)	490

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Table MCBR2_9: *And, to what extent are you confident you understand what each means?*
Supported by AI

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	16%	(350)	27%	(584)	22%	(490)	35%	(779)	2202
2018 House Vote: Democrat	19%	(176)	25%	(229)	23%	(208)	33%	(298)	911
2018 House Vote: Republican	11%	(62)	27%	(154)	21%	(118)	40%	(226)	560
2018 House Vote: Didnt Vote	15%	(103)	27%	(189)	23%	(155)	35%	(240)	686
4-Region: Northeast	15%	(58)	26%	(100)	23%	(88)	36%	(140)	386
4-Region: Midwest	10%	(48)	26%	(116)	21%	(96)	43%	(195)	455
4-Region: South	17%	(144)	24%	(201)	22%	(187)	37%	(308)	840
4-Region: West	19%	(100)	32%	(167)	23%	(119)	26%	(136)	521
First to Try a New Tech Product	30%	(255)	32%	(271)	20%	(166)	18%	(149)	841

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

Table MCBR2_10: *And, to what extent are you confident you understand what each means?*
AI text generation

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	16%	(355)	24%	(519)	23%	(508)	37%	(821)	2202
Gender: Male	23%	(247)	26%	(281)	24%	(252)	27%	(285)	1065
Gender: Female	9%	(105)	21%	(234)	22%	(252)	47%	(531)	1121
Age: 18-34	30%	(188)	29%	(183)	19%	(121)	22%	(140)	631
Age: 35-44	20%	(76)	29%	(108)	22%	(82)	28%	(105)	372
Age: 45-64	11%	(75)	21%	(149)	27%	(194)	41%	(293)	711
Age: 65+	3%	(16)	16%	(78)	23%	(111)	58%	(282)	487
GenZers: 1997-2012	24%	(53)	37%	(81)	13%	(28)	26%	(57)	219
Millennials: 1981-1996	28%	(202)	26%	(189)	23%	(164)	23%	(164)	719
GenXers: 1965-1980	12%	(66)	25%	(136)	26%	(138)	36%	(195)	535
Baby Boomers: 1946-1964	5%	(32)	16%	(106)	24%	(163)	55%	(369)	669
PID: Dem (no lean)	21%	(207)	23%	(234)	23%	(233)	33%	(333)	1007
PID: Ind (no lean)	12%	(72)	27%	(160)	21%	(125)	41%	(247)	605
PID: Rep (no lean)	13%	(76)	21%	(124)	25%	(150)	41%	(240)	590
PID/Gender: Dem Men	29%	(148)	26%	(136)	23%	(121)	22%	(114)	519
PID/Gender: Dem Women	12%	(58)	21%	(99)	23%	(108)	45%	(216)	481
PID/Gender: Ind Men	16%	(41)	28%	(70)	26%	(65)	30%	(75)	250
PID/Gender: Ind Women	8%	(28)	25%	(87)	17%	(60)	49%	(171)	346
PID/Gender: Rep Men	19%	(58)	25%	(75)	22%	(66)	33%	(96)	296
PID/Gender: Rep Women	6%	(19)	17%	(49)	28%	(83)	49%	(144)	294
Ideo: Liberal (1-3)	20%	(142)	24%	(173)	25%	(181)	32%	(232)	728
Ideo: Moderate (4)	15%	(95)	25%	(156)	23%	(142)	36%	(223)	615
Ideo: Conservative (5-7)	16%	(106)	20%	(136)	23%	(161)	41%	(281)	684
Educ: < College	14%	(203)	20%	(292)	24%	(348)	41%	(596)	1439
Educ: Bachelors degree	18%	(88)	28%	(136)	22%	(109)	31%	(152)	485
Educ: Post-grad	23%	(65)	33%	(91)	18%	(50)	26%	(72)	278
Income: Under 50k	13%	(152)	23%	(255)	23%	(260)	41%	(465)	1132
Income: 50k-100k	17%	(116)	21%	(145)	26%	(177)	35%	(238)	675
Income: 100k+	22%	(88)	30%	(119)	18%	(71)	30%	(118)	395
Ethnicity: White	15%	(263)	24%	(401)	22%	(372)	39%	(663)	1699
Ethnicity: Hispanic	24%	(92)	26%	(99)	24%	(93)	25%	(96)	379

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Table MCBR2_10: *And, to what extent are you confident you understand what each means?*

AI text generation

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	16% (355)	24% (519)	23% (508)	37% (821)	2202
Ethnicity: Black	17% (48)	22% (63)	25% (72)	35% (100)	283
Ethnicity: Other	20% (44)	25% (55)	29% (64)	26% (58)	220
All Christian	15% (155)	22% (222)	24% (239)	39% (392)	1008
All Non-Christian	37% (63)	31% (54)	11% (19)	20% (35)	171
Atheist	19% (18)	22% (21)	23% (22)	36% (35)	96
Agnostic/Nothing in particular	12% (70)	24% (143)	26% (152)	38% (221)	586
Something Else	14% (49)	23% (79)	22% (76)	40% (138)	342
Religious Non-Protestant/Catholic	35% (65)	30% (56)	11% (21)	23% (43)	185
Evangelical	19% (112)	22% (132)	22% (130)	37% (221)	594
Non-Evangelical	11% (83)	22% (163)	25% (182)	42% (307)	735
Community: Urban	25% (180)	29% (210)	18% (134)	28% (205)	729
Community: Suburban	13% (124)	20% (198)	26% (253)	41% (403)	978
Community: Rural	10% (50)	22% (110)	24% (121)	43% (213)	495
Employ: Private Sector	22% (163)	30% (222)	20% (146)	28% (210)	741
Employ: Government	28% (35)	22% (27)	29% (36)	21% (26)	123
Employ: Self-Employed	20% (48)	23% (55)	27% (62)	30% (69)	234
Employ: Homemaker	7% (11)	17% (25)	25% (38)	50% (75)	150
Employ: Retired	4% (23)	17% (91)	28% (156)	51% (282)	552
Employ: Unemployed	20% (42)	21% (45)	18% (39)	41% (88)	214
Employ: Other	13% (18)	28% (39)	18% (25)	42% (59)	140
Military HH: Yes	17% (55)	21% (69)	23% (74)	39% (127)	324
Military HH: No	16% (300)	24% (449)	23% (434)	37% (694)	1878
2022 House Vote: Democrat	21% (212)	24% (241)	23% (238)	33% (333)	1023
2022 House Vote: Republican	12% (71)	23% (131)	22% (126)	42% (240)	567
2022 House Vote: Someone else	12% (6)	27% (14)	36% (19)	25% (13)	53
2022 House Vote: Didn't Vote	12% (66)	24% (133)	22% (126)	42% (234)	559
2020 Vote: Joe Biden	20% (205)	23% (245)	22% (229)	35% (370)	1049
2020 Vote: Donald Trump	12% (72)	22% (133)	24% (146)	42% (256)	607
2020 Vote: Other	10% (6)	34% (19)	26% (14)	30% (17)	55
2020 Vote: Didn't Vote	15% (72)	25% (123)	24% (118)	36% (178)	490

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Table MCBR2_10: *And, to what extent are you confident you understand what each means?*
AI text generation

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	16%	(355)	24%	(519)	23%	(508)	37%	(821)	2202
2018 House Vote: Democrat	19%	(176)	24%	(215)	23%	(213)	34%	(307)	911
2018 House Vote: Republican	12%	(66)	20%	(113)	24%	(135)	44%	(246)	560
2018 House Vote: Didnt Vote	16%	(107)	25%	(174)	22%	(149)	37%	(256)	686
4-Region: Northeast	16%	(63)	24%	(92)	21%	(83)	38%	(148)	386
4-Region: Midwest	14%	(65)	20%	(89)	24%	(109)	42%	(192)	455
4-Region: South	16%	(131)	21%	(180)	24%	(203)	39%	(326)	840
4-Region: West	19%	(97)	30%	(158)	22%	(113)	30%	(154)	521
First to Try a New Tech Product	30%	(250)	29%	(247)	20%	(165)	21%	(180)	841

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

Table MCBR2_11: And, to what extent are you confident you understand what each means?

Made with AI

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	17%	(374)	26%	(564)	23%	(502)	35%	(763)	2202
Gender: Male	24%	(254)	29%	(310)	23%	(247)	24%	(254)	1065
Gender: Female	10%	(116)	22%	(248)	22%	(251)	45%	(507)	1121
Age: 18-34	31%	(196)	32%	(203)	17%	(108)	20%	(124)	631
Age: 35-44	22%	(81)	33%	(121)	25%	(91)	21%	(79)	372
Age: 45-64	11%	(80)	23%	(165)	26%	(185)	39%	(281)	711
Age: 65+	3%	(16)	15%	(74)	24%	(117)	57%	(280)	487
GenZers: 1997-2012	26%	(58)	36%	(79)	15%	(34)	22%	(49)	219
Millennials: 1981-1996	29%	(206)	31%	(222)	22%	(155)	19%	(136)	719
GenXers: 1965-1980	14%	(74)	28%	(151)	24%	(127)	34%	(183)	535
Baby Boomers: 1946-1964	5%	(34)	15%	(102)	26%	(177)	53%	(357)	669
PID: Dem (no lean)	20%	(205)	26%	(257)	24%	(240)	30%	(304)	1007
PID: Ind (no lean)	13%	(81)	26%	(158)	23%	(137)	38%	(229)	605
PID: Rep (no lean)	15%	(88)	25%	(148)	21%	(124)	39%	(230)	590
PID/Gender: Dem Men	29%	(149)	28%	(148)	24%	(126)	18%	(96)	519
PID/Gender: Dem Women	12%	(56)	22%	(107)	23%	(110)	43%	(207)	481
PID/Gender: Ind Men	18%	(46)	27%	(69)	26%	(66)	28%	(70)	250
PID/Gender: Ind Women	9%	(31)	25%	(86)	21%	(71)	45%	(157)	346
PID/Gender: Rep Men	20%	(59)	32%	(94)	19%	(55)	30%	(88)	296
PID/Gender: Rep Women	10%	(29)	18%	(54)	23%	(69)	48%	(143)	294
Ideo: Liberal (1-3)	20%	(143)	26%	(192)	24%	(177)	30%	(216)	728
Ideo: Moderate (4)	17%	(105)	27%	(165)	24%	(149)	32%	(196)	615
Ideo: Conservative (5-7)	16%	(113)	23%	(158)	21%	(144)	39%	(270)	684
Educ: < College	15%	(222)	23%	(338)	23%	(327)	38%	(551)	1439
Educ: Bachelors degree	17%	(83)	30%	(146)	24%	(115)	29%	(140)	485
Educ: Post-grad	25%	(68)	28%	(79)	21%	(59)	26%	(72)	278
Income: Under 50k	13%	(152)	25%	(279)	23%	(264)	39%	(436)	1132
Income: 50k-100k	19%	(127)	25%	(172)	24%	(162)	32%	(214)	675
Income: 100k+	24%	(95)	29%	(113)	19%	(75)	29%	(113)	395
Ethnicity: White	16%	(276)	26%	(435)	21%	(365)	37%	(623)	1699
Ethnicity: Hispanic	27%	(102)	31%	(118)	20%	(76)	22%	(83)	379

Continued on next page

Table MCBR2_11: *And, to what extent are you confident you understand what each means?**Made with AI*

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	17% (374)	26% (564)	23% (502)	35% (763)	2202
Ethnicity: Black	18% (50)	23% (65)	26% (73)	34% (95)	283
Ethnicity: Other	22% (48)	29% (63)	29% (64)	20% (45)	220
All Christian	17% (169)	25% (256)	21% (215)	37% (369)	1008
All Non-Christian	35% (60)	30% (51)	18% (30)	18% (30)	171
Atheist	16% (15)	32% (31)	26% (25)	26% (25)	96
Agnostic/Nothing in particular	13% (78)	24% (140)	27% (161)	35% (207)	586
Something Else	15% (52)	25% (86)	21% (71)	39% (132)	342
Religious Non-Protestant/Catholic	33% (61)	29% (53)	17% (31)	21% (39)	185
Evangelical	21% (125)	26% (152)	20% (117)	34% (200)	594
Non-Evangelical	12% (91)	25% (181)	23% (168)	40% (296)	735
Community: Urban	25% (186)	28% (206)	21% (152)	25% (185)	729
Community: Suburban	14% (140)	24% (233)	23% (229)	38% (376)	978
Community: Rural	10% (48)	25% (124)	24% (120)	41% (202)	495
Employ: Private Sector	24% (177)	31% (231)	21% (154)	24% (179)	741
Employ: Government	27% (33)	26% (32)	19% (24)	28% (35)	123
Employ: Self-Employed	22% (52)	28% (66)	22% (52)	28% (65)	234
Employ: Homemaker	9% (14)	22% (33)	22% (32)	47% (70)	150
Employ: Retired	5% (29)	16% (88)	30% (166)	49% (269)	552
Employ: Unemployed	20% (42)	27% (57)	17% (35)	37% (79)	214
Employ: Other	10% (14)	32% (45)	20% (29)	38% (53)	140
Military HH: Yes	15% (49)	22% (72)	27% (87)	36% (117)	324
Military HH: No	17% (325)	26% (491)	22% (415)	34% (646)	1878
2022 House Vote: Democrat	20% (204)	26% (266)	24% (250)	30% (303)	1023
2022 House Vote: Republican	14% (81)	23% (129)	21% (118)	42% (239)	567
2022 House Vote: Someone else	12% (6)	28% (15)	35% (18)	26% (14)	53
2022 House Vote: Didn't Vote	15% (83)	28% (154)	21% (115)	37% (207)	559
2020 Vote: Joe Biden	19% (203)	26% (271)	24% (247)	31% (329)	1049
2020 Vote: Donald Trump	13% (79)	23% (140)	22% (136)	42% (252)	607
2020 Vote: Other	21% (11)	27% (15)	21% (12)	32% (18)	55
2020 Vote: Didn't Vote	16% (81)	28% (138)	22% (108)	34% (164)	490

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Table MCBR2_11: *And, to what extent are you confident you understand what each means?*

Made with AI

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	17%	(374)	26%	(564)	23%	(502)	35%	(763)	2202
2018 House Vote: Democrat	20%	(180)	25%	(232)	24%	(216)	31%	(283)	911
2018 House Vote: Republican	13%	(74)	22%	(124)	23%	(129)	42%	(234)	560
2018 House Vote: Didnt Vote	16%	(113)	28%	(193)	21%	(146)	34%	(235)	686
4-Region: Northeast	16%	(62)	27%	(103)	21%	(80)	37%	(142)	386
4-Region: Midwest	13%	(58)	22%	(98)	24%	(111)	41%	(188)	455
4-Region: South	16%	(134)	24%	(203)	24%	(199)	36%	(304)	840
4-Region: West	23%	(120)	31%	(160)	21%	(112)	25%	(129)	521
First to Try a New Tech Product	30%	(252)	32%	(271)	20%	(172)	17%	(147)	841

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

Table MCBR2_12: And, to what extent are you confident you understand what each means?
 Includes AI

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	16%	(349)	25%	(543)	23%	(516)	36%	(793)	2202
Gender: Male	23%	(248)	29%	(304)	24%	(258)	24%	(255)	1065
Gender: Female	9%	(99)	21%	(237)	22%	(251)	48%	(534)	1121
Age: 18-34	31%	(197)	28%	(179)	20%	(127)	20%	(128)	631
Age: 35-44	20%	(73)	35%	(129)	20%	(75)	25%	(94)	372
Age: 45-64	9%	(64)	22%	(159)	28%	(197)	41%	(291)	711
Age: 65+	3%	(14)	15%	(75)	24%	(117)	58%	(281)	487
GenZers: 1997-2012	28%	(60)	31%	(68)	20%	(43)	21%	(47)	219
Millennials: 1981-1996	27%	(194)	31%	(222)	20%	(147)	22%	(155)	719
GenXers: 1965-1980	12%	(64)	27%	(142)	27%	(144)	35%	(185)	535
Baby Boomers: 1946-1964	4%	(29)	15%	(99)	25%	(169)	56%	(372)	669
PID: Dem (no lean)	20%	(201)	24%	(245)	24%	(239)	32%	(322)	1007
PID: Ind (no lean)	12%	(70)	26%	(158)	23%	(140)	39%	(236)	605
PID: Rep (no lean)	13%	(78)	24%	(139)	23%	(137)	40%	(236)	590
PID/Gender: Dem Men	29%	(153)	28%	(147)	23%	(121)	19%	(98)	519
PID/Gender: Dem Women	10%	(48)	20%	(98)	24%	(114)	46%	(221)	481
PID/Gender: Ind Men	15%	(39)	31%	(77)	27%	(69)	27%	(67)	250
PID/Gender: Ind Women	9%	(30)	23%	(79)	20%	(69)	49%	(169)	346
PID/Gender: Rep Men	19%	(57)	27%	(80)	23%	(68)	31%	(91)	296
PID/Gender: Rep Women	7%	(21)	20%	(60)	24%	(69)	49%	(145)	294
Ideo: Liberal (1-3)	18%	(132)	26%	(187)	24%	(177)	32%	(232)	728
Ideo: Moderate (4)	16%	(99)	27%	(167)	24%	(149)	33%	(200)	615
Ideo: Conservative (5-7)	15%	(102)	21%	(147)	23%	(156)	41%	(280)	684
Educ: < College	14%	(205)	22%	(318)	23%	(336)	40%	(580)	1439
Educ: Bachelors degree	16%	(77)	29%	(141)	25%	(122)	30%	(144)	485
Educ: Post-grad	24%	(68)	30%	(84)	21%	(58)	25%	(69)	278
Income: Under 50k	13%	(146)	23%	(257)	25%	(287)	39%	(441)	1132
Income: 50k-100k	17%	(113)	26%	(174)	23%	(155)	35%	(234)	675
Income: 100k+	23%	(91)	28%	(112)	19%	(74)	30%	(118)	395
Ethnicity: White	15%	(260)	25%	(424)	22%	(370)	38%	(645)	1699
Ethnicity: Hispanic	27%	(101)	28%	(107)	21%	(78)	25%	(93)	379

Continued on next page

Table MCBR2_12: *And, to what extent are you confident you understand what each means?*

Includes AI

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	16% (349)	25% (543)	23% (516)	36% (793)	2202
Ethnicity: Black	17% (49)	23% (65)	26% (73)	34% (97)	283
Ethnicity: Other	18% (40)	25% (54)	34% (74)	24% (52)	220
All Christian	15% (154)	26% (258)	22% (218)	38% (379)	1008
All Non-Christian	38% (65)	28% (47)	14% (24)	20% (34)	171
Atheist	17% (16)	25% (24)	26% (25)	32% (31)	96
Agnostic/Nothing in particular	12% (68)	22% (130)	29% (171)	37% (216)	586
Something Else	13% (46)	25% (85)	23% (77)	39% (134)	342
Religious Non-Protestant/Catholic	36% (67)	27% (50)	14% (26)	22% (41)	185
Evangelical	19% (115)	25% (148)	21% (122)	35% (209)	594
Non-Evangelical	11% (82)	25% (181)	24% (175)	41% (298)	735
Community: Urban	25% (185)	29% (211)	20% (147)	25% (185)	729
Community: Suburban	12% (117)	22% (220)	25% (249)	40% (392)	978
Community: Rural	9% (47)	23% (112)	24% (120)	44% (216)	495
Employ: Private Sector	23% (171)	32% (240)	19% (143)	25% (187)	741
Employ: Government	28% (34)	23% (28)	20% (25)	29% (36)	123
Employ: Self-Employed	20% (46)	27% (63)	26% (60)	28% (65)	234
Employ: Homemaker	11% (16)	17% (25)	22% (33)	50% (75)	150
Employ: Retired	3% (19)	16% (88)	31% (170)	50% (275)	552
Employ: Unemployed	19% (40)	22% (46)	21% (45)	38% (82)	214
Employ: Other	9% (13)	29% (40)	21% (29)	42% (59)	140
Military HH: Yes	13% (43)	21% (69)	25% (81)	41% (132)	324
Military HH: No	16% (306)	25% (475)	23% (435)	35% (661)	1878
2022 House Vote: Democrat	19% (192)	25% (257)	24% (250)	32% (324)	1023
2022 House Vote: Republican	13% (71)	23% (130)	21% (121)	43% (244)	567
2022 House Vote: Someone else	20% (11)	20% (11)	34% (18)	26% (14)	53
2022 House Vote: Didn't Vote	13% (75)	26% (146)	23% (128)	38% (211)	559
2020 Vote: Joe Biden	19% (198)	24% (256)	23% (240)	34% (356)	1049
2020 Vote: Donald Trump	12% (73)	22% (134)	24% (145)	42% (254)	607
2020 Vote: Other	13% (7)	31% (17)	19% (11)	36% (20)	55
2020 Vote: Didn't Vote	15% (72)	28% (136)	24% (120)	33% (163)	490

Continued on next page

Table MCBR2_12: *And, to what extent are you confident you understand what each means?*
 Includes AI

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	16%	(349)	25%	(543)	23%	(516)	36%	(793)	2202
2018 House Vote: Democrat	19%	(172)	25%	(227)	23%	(213)	33%	(299)	911
2018 House Vote: Republican	12%	(70)	21%	(119)	24%	(135)	42%	(237)	560
2018 House Vote: Didnt Vote	15%	(102)	27%	(183)	23%	(156)	36%	(246)	686
4-Region: Northeast	15%	(57)	24%	(93)	25%	(97)	36%	(138)	386
4-Region: Midwest	12%	(53)	22%	(101)	23%	(102)	44%	(199)	455
4-Region: South	15%	(127)	24%	(206)	23%	(192)	37%	(315)	840
4-Region: West	21%	(112)	28%	(144)	24%	(124)	27%	(142)	521
First to Try a New Tech Product	30%	(252)	32%	(270)	19%	(163)	19%	(156)	841

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

Table MCBR2_13: And, to what extent are you confident you understand what each means?

AI image generation

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	18% (394)	25% (557)	23% (497)	34% (755)	2202
Gender: Male	25% (264)	30% (324)	22% (233)	23% (244)	1065
Gender: Female	11% (120)	21% (231)	23% (262)	45% (509)	1121
Age: 18-34	31% (195)	31% (197)	19% (117)	19% (122)	631
Age: 35-44	27% (100)	31% (114)	21% (77)	22% (81)	372
Age: 45-64	12% (83)	22% (159)	27% (191)	39% (279)	711
Age: 65+	3% (15)	18% (87)	23% (112)	56% (273)	487
GenZers: 1997-2012	31% (69)	35% (76)	15% (33)	19% (41)	219
Millennials: 1981-1996	30% (216)	30% (213)	21% (148)	20% (143)	719
GenXers: 1965-1980	13% (71)	27% (146)	27% (142)	33% (175)	535
Baby Boomers: 1946-1964	5% (34)	17% (114)	24% (163)	53% (358)	669
PID: Dem (no lean)	23% (234)	26% (262)	22% (219)	29% (292)	1007
PID: Ind (no lean)	13% (80)	26% (155)	21% (128)	40% (241)	605
PID: Rep (no lean)	13% (79)	24% (139)	25% (150)	38% (221)	590
PID/Gender: Dem Men	32% (165)	30% (157)	21% (111)	17% (86)	519
PID/Gender: Dem Women	13% (65)	21% (103)	22% (108)	43% (205)	481
PID/Gender: Ind Men	17% (42)	30% (75)	22% (54)	32% (79)	250
PID/Gender: Ind Women	10% (33)	23% (79)	21% (73)	47% (161)	346
PID/Gender: Rep Men	19% (57)	31% (91)	23% (69)	27% (78)	296
PID/Gender: Rep Women	7% (22)	16% (48)	28% (81)	49% (143)	294
Ideo: Liberal (1-3)	22% (162)	26% (192)	24% (171)	28% (202)	728
Ideo: Moderate (4)	18% (112)	27% (165)	22% (134)	33% (205)	615
Ideo: Conservative (5-7)	16% (107)	22% (149)	24% (163)	39% (266)	684
Educ: < College	17% (241)	22% (320)	23% (333)	38% (544)	1439
Educ: Bachelors degree	17% (82)	33% (158)	21% (104)	29% (141)	485
Educ: Post-grad	25% (71)	28% (78)	21% (59)	25% (71)	278
Income: Under 50k	15% (175)	24% (269)	24% (271)	37% (417)	1132
Income: 50k-100k	19% (128)	25% (168)	23% (157)	33% (223)	675
Income: 100k+	23% (91)	30% (120)	18% (69)	29% (115)	395
Ethnicity: White	17% (294)	25% (427)	22% (365)	36% (612)	1699
Ethnicity: Hispanic	29% (109)	30% (113)	20% (77)	21% (81)	379

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Table MCBR2_13: *And, to what extent are you confident you understand what each means?*
AI image generation

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	18% (394)	25% (557)	23% (497)	34% (755)	2202
Ethnicity: Black	18% (51)	22% (62)	27% (77)	33% (93)	283
Ethnicity: Other	22% (48)	31% (68)	25% (54)	23% (50)	220
All Christian	17% (176)	24% (242)	23% (230)	36% (360)	1008
All Non-Christian	33% (56)	38% (65)	11% (19)	18% (30)	171
Atheist	23% (22)	24% (23)	21% (20)	32% (31)	96
Agnostic/Nothing in particular	15% (90)	25% (147)	25% (145)	35% (203)	586
Something Else	14% (48)	23% (80)	24% (82)	38% (131)	342
Religious Non-Protestant/Catholic	31% (58)	37% (68)	13% (25)	18% (34)	185
Evangelical	21% (124)	21% (125)	24% (143)	34% (202)	594
Non-Evangelical	12% (91)	26% (190)	22% (163)	39% (290)	735
Community: Urban	27% (200)	27% (193)	20% (149)	26% (187)	729
Community: Suburban	14% (139)	25% (246)	23% (224)	38% (369)	978
Community: Rural	11% (54)	24% (117)	25% (124)	40% (200)	495
Employ: Private Sector	26% (189)	31% (229)	19% (142)	24% (181)	741
Employ: Government	25% (30)	23% (29)	23% (29)	29% (35)	123
Employ: Self-Employed	26% (60)	28% (65)	22% (50)	25% (58)	234
Employ: Homemaker	9% (13)	21% (31)	26% (39)	44% (66)	150
Employ: Retired	5% (26)	17% (93)	30% (164)	49% (269)	552
Employ: Unemployed	20% (43)	25% (53)	19% (40)	37% (78)	214
Employ: Other	8% (11)	33% (46)	19% (27)	40% (56)	140
Military HH: Yes	15% (48)	25% (82)	23% (75)	37% (119)	324
Military HH: No	18% (346)	25% (475)	22% (421)	34% (636)	1878
2022 House Vote: Democrat	22% (227)	26% (262)	22% (224)	30% (311)	1023
2022 House Vote: Republican	13% (75)	22% (123)	23% (132)	42% (236)	567
2022 House Vote: Someone else	11% (6)	22% (12)	34% (18)	33% (17)	53
2022 House Vote: Didn't Vote	15% (86)	29% (160)	22% (122)	34% (191)	559
2020 Vote: Joe Biden	21% (219)	26% (272)	21% (223)	32% (335)	1049
2020 Vote: Donald Trump	13% (82)	22% (134)	24% (143)	41% (248)	607
2020 Vote: Other	14% (8)	32% (18)	19% (11)	35% (19)	55
2020 Vote: Didn't Vote	17% (85)	27% (133)	24% (120)	31% (153)	490

Continued on next page

Table MCBR2_13: *And, to what extent are you confident you understand what each means?*

AI image generation

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	18%	(394)	25%	(557)	23%	(497)	34%	(755)	2202
2018 House Vote: Democrat	21%	(195)	25%	(230)	21%	(187)	33%	(298)	911
2018 House Vote: Republican	13%	(72)	20%	(113)	26%	(143)	42%	(233)	560
2018 House Vote: Didnt Vote	17%	(118)	29%	(199)	23%	(156)	31%	(213)	686
4-Region: Northeast	18%	(69)	25%	(97)	20%	(76)	37%	(144)	386
4-Region: Midwest	14%	(65)	20%	(92)	23%	(104)	43%	(194)	455
4-Region: South	17%	(146)	24%	(200)	24%	(198)	35%	(295)	840
4-Region: West	22%	(114)	32%	(168)	23%	(118)	23%	(122)	521
First to Try a New Tech Product	33%	(274)	32%	(265)	19%	(156)	17%	(146)	841

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

Table MCBR2_14: *And, to what extent are you confident you understand what each means?**Runs on AI*

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	15%	(337)	26%	(575)	23%	(515)	35%	(775)	2202
Gender: Male	21%	(226)	31%	(329)	23%	(244)	25%	(266)	1065
Gender: Female	10%	(110)	21%	(238)	24%	(269)	45%	(505)	1121
Age: 18-34	26%	(162)	34%	(215)	20%	(124)	21%	(131)	631
Age: 35-44	22%	(82)	35%	(130)	20%	(75)	23%	(85)	372
Age: 45-64	11%	(78)	23%	(162)	29%	(206)	37%	(266)	711
Age: 65+	3%	(15)	14%	(68)	23%	(111)	60%	(293)	487
GenZers: 1997-2012	22%	(48)	40%	(87)	14%	(31)	24%	(53)	219
Millennials: 1981-1996	25%	(183)	32%	(232)	22%	(159)	20%	(145)	719
GenXers: 1965-1980	13%	(71)	28%	(150)	28%	(148)	31%	(167)	535
Baby Boomers: 1946-1964	5%	(33)	14%	(96)	25%	(168)	56%	(373)	669
PID: Dem (no lean)	19%	(195)	25%	(255)	24%	(238)	32%	(319)	1007
PID: Ind (no lean)	11%	(64)	29%	(174)	22%	(134)	38%	(233)	605
PID: Rep (no lean)	13%	(78)	25%	(146)	24%	(144)	38%	(223)	590
PID/Gender: Dem Men	27%	(142)	30%	(154)	21%	(111)	21%	(111)	519
PID/Gender: Dem Women	11%	(53)	20%	(97)	26%	(126)	43%	(205)	481
PID/Gender: Ind Men	13%	(33)	32%	(80)	26%	(65)	29%	(72)	250
PID/Gender: Ind Women	9%	(29)	26%	(90)	19%	(67)	46%	(160)	346
PID/Gender: Rep Men	17%	(51)	32%	(95)	23%	(68)	28%	(83)	296
PID/Gender: Rep Women	9%	(27)	17%	(51)	26%	(76)	48%	(141)	294
Ideo: Liberal (1-3)	18%	(129)	27%	(197)	25%	(179)	31%	(223)	728
Ideo: Moderate (4)	16%	(100)	26%	(161)	25%	(153)	33%	(202)	615
Ideo: Conservative (5-7)	14%	(94)	25%	(168)	22%	(154)	39%	(269)	684
Educ: < College	14%	(200)	24%	(343)	24%	(348)	38%	(547)	1439
Educ: Bachelors degree	15%	(73)	30%	(148)	23%	(110)	32%	(154)	485
Educ: Post-grad	23%	(64)	30%	(84)	21%	(57)	26%	(74)	278
Income: Under 50k	13%	(145)	25%	(281)	24%	(275)	38%	(431)	1132
Income: 50k-100k	16%	(108)	26%	(175)	25%	(166)	33%	(226)	675
Income: 100k+	21%	(84)	30%	(119)	19%	(74)	30%	(118)	395
Ethnicity: White	15%	(256)	26%	(436)	22%	(371)	37%	(637)	1699
Ethnicity: Hispanic	26%	(98)	28%	(106)	24%	(91)	22%	(85)	379

Continued on next page

Table MCBR2_14: *And, to what extent are you confident you understand what each means?*

Runs on AI

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	15% (337)	26% (575)	23% (515)	35% (775)	2202
Ethnicity: Black	17% (47)	26% (75)	26% (74)	31% (87)	283
Ethnicity: Other	16% (34)	29% (64)	32% (71)	23% (51)	220
All Christian	16% (156)	24% (245)	24% (237)	37% (370)	1008
All Non-Christian	30% (50)	39% (66)	12% (21)	19% (33)	171
Atheist	11% (11)	30% (28)	25% (24)	34% (33)	96
Agnostic/Nothing in particular	11% (66)	28% (162)	26% (152)	35% (206)	586
Something Else	16% (53)	22% (74)	24% (82)	39% (133)	342
Religious Non-Protestant/Catholic	27% (50)	38% (71)	12% (22)	23% (42)	185
Evangelical	21% (123)	24% (141)	21% (125)	35% (205)	594
Non-Evangelical	11% (82)	22% (165)	27% (197)	40% (292)	735
Community: Urban	23% (169)	30% (217)	20% (149)	27% (195)	729
Community: Suburban	11% (112)	25% (247)	25% (240)	39% (379)	978
Community: Rural	11% (56)	22% (111)	26% (126)	41% (201)	495
Employ: Private Sector	22% (160)	32% (235)	22% (159)	25% (187)	741
Employ: Government	26% (31)	30% (37)	18% (22)	27% (33)	123
Employ: Self-Employed	19% (44)	28% (65)	26% (61)	27% (64)	234
Employ: Homemaker	10% (14)	23% (34)	24% (36)	43% (65)	150
Employ: Retired	5% (28)	16% (89)	28% (157)	50% (279)	552
Employ: Unemployed	18% (38)	23% (49)	22% (47)	37% (80)	214
Employ: Other	10% (14)	32% (45)	20% (28)	38% (54)	140
Military HH: Yes	13% (43)	26% (83)	22% (70)	40% (128)	324
Military HH: No	16% (294)	26% (491)	24% (445)	34% (647)	1878
2022 House Vote: Democrat	19% (194)	26% (268)	22% (230)	32% (331)	1023
2022 House Vote: Republican	12% (70)	24% (138)	22% (124)	42% (236)	567
2022 House Vote: Someone else	11% (6)	22% (12)	39% (20)	28% (15)	53
2022 House Vote: Didn't Vote	12% (67)	28% (157)	25% (141)	35% (193)	559
2020 Vote: Joe Biden	18% (186)	25% (263)	24% (252)	33% (347)	1049
2020 Vote: Donald Trump	12% (72)	25% (153)	21% (130)	41% (252)	607
2020 Vote: Other	10% (5)	35% (20)	22% (12)	32% (18)	55
2020 Vote: Didn't Vote	15% (73)	28% (139)	25% (121)	32% (158)	490

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Table MCBR2_14: *And, to what extent are you confident you understand what each means?*
Runs on AI

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	15%	(337)	26%	(575)	23%	(515)	35%	(775)	2202
2018 House Vote: Democrat	18%	(166)	26%	(234)	23%	(214)	33%	(298)	911
2018 House Vote: Republican	13%	(71)	23%	(131)	22%	(125)	42%	(234)	560
2018 House Vote: Didnt Vote	14%	(95)	28%	(194)	25%	(169)	33%	(228)	686
4-Region: Northeast	15%	(59)	26%	(100)	22%	(86)	37%	(141)	386
4-Region: Midwest	10%	(45)	25%	(114)	25%	(116)	40%	(181)	455
4-Region: South	16%	(135)	25%	(211)	22%	(189)	36%	(305)	840
4-Region: West	19%	(99)	29%	(150)	24%	(126)	28%	(147)	521
First to Try a New Tech Product	28%	(232)	35%	(291)	20%	(165)	18%	(153)	841

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

Table MCBR2_15: *And, to what extent are you confident you understand what each means?*

AI task automation

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	14%	(305)	23%	(505)	26%	(564)	38%	(828)	2202
Gender: Male	20%	(211)	28%	(301)	25%	(271)	26%	(282)	1065
Gender: Female	8%	(92)	18%	(199)	26%	(290)	48%	(541)	1121
Age: 18-34	24%	(151)	32%	(204)	21%	(135)	22%	(141)	631
Age: 35-44	20%	(73)	28%	(104)	27%	(101)	25%	(93)	372
Age: 45-64	10%	(69)	19%	(138)	30%	(216)	41%	(289)	711
Age: 65+	2%	(12)	12%	(60)	23%	(112)	62%	(304)	487
GenZers: 1997-2012	23%	(51)	34%	(75)	17%	(37)	26%	(56)	219
Millennials: 1981-1996	23%	(164)	31%	(222)	25%	(180)	21%	(153)	719
GenXers: 1965-1980	12%	(64)	23%	(120)	29%	(153)	37%	(197)	535
Baby Boomers: 1946-1964	4%	(24)	12%	(81)	27%	(179)	58%	(385)	669
PID: Dem (no lean)	19%	(190)	23%	(234)	24%	(240)	34%	(344)	1007
PID: Ind (no lean)	8%	(48)	24%	(146)	27%	(164)	41%	(247)	605
PID: Rep (no lean)	11%	(68)	21%	(125)	27%	(160)	40%	(237)	590
PID/Gender: Dem Men	27%	(138)	28%	(145)	23%	(119)	22%	(116)	519
PID/Gender: Dem Women	11%	(51)	18%	(85)	25%	(120)	47%	(224)	481
PID/Gender: Ind Men	10%	(25)	31%	(78)	29%	(72)	30%	(75)	250
PID/Gender: Ind Women	6%	(21)	19%	(67)	26%	(89)	49%	(170)	346
PID/Gender: Rep Men	16%	(48)	26%	(78)	27%	(80)	31%	(91)	296
PID/Gender: Rep Women	7%	(20)	16%	(47)	27%	(81)	50%	(146)	294
Ideo: Liberal (1-3)	17%	(122)	23%	(166)	27%	(193)	34%	(247)	728
Ideo: Moderate (4)	15%	(90)	25%	(155)	26%	(161)	34%	(209)	615
Ideo: Conservative (5-7)	13%	(86)	20%	(139)	25%	(173)	42%	(286)	684
Educ: < College	12%	(178)	19%	(279)	27%	(393)	41%	(589)	1439
Educ: Bachelors degree	13%	(63)	31%	(152)	23%	(110)	33%	(159)	485
Educ: Post-grad	23%	(64)	27%	(74)	22%	(60)	29%	(80)	278
Income: Under 50k	10%	(112)	23%	(255)	27%	(303)	41%	(462)	1132
Income: 50k-100k	16%	(105)	22%	(149)	27%	(182)	35%	(240)	675
Income: 100k+	22%	(88)	26%	(102)	20%	(79)	32%	(126)	395
Ethnicity: White	14%	(237)	22%	(374)	25%	(417)	39%	(671)	1699
Ethnicity: Hispanic	26%	(98)	25%	(96)	25%	(96)	23%	(89)	379

Continued on next page

Table MCBR2_15: *And, to what extent are you confident you understand what each means?*
 AI task automation

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	14% (305)	23% (505)	26% (564)	38% (828)	2202
Ethnicity: Black	13% (38)	22% (62)	30% (86)	35% (98)	283
Ethnicity: Other	14% (30)	32% (69)	28% (61)	27% (59)	220
All Christian	15% (150)	22% (222)	23% (232)	40% (405)	1008
All Non-Christian	28% (48)	40% (68)	12% (20)	20% (34)	171
Atheist	14% (13)	22% (22)	26% (25)	38% (36)	96
Agnostic/Nothing in particular	10% (58)	20% (118)	33% (191)	37% (218)	586
Something Else	11% (36)	22% (75)	28% (95)	39% (135)	342
Religious Non-Protestant/Catholic	26% (48)	39% (72)	12% (23)	23% (42)	185
Evangelical	18% (107)	21% (127)	24% (144)	36% (216)	594
Non-Evangelical	10% (74)	22% (159)	25% (181)	44% (321)	735
Community: Urban	23% (164)	28% (204)	22% (163)	27% (197)	729
Community: Suburban	10% (100)	20% (195)	27% (265)	43% (418)	978
Community: Rural	8% (41)	21% (106)	27% (136)	43% (212)	495
Employ: Private Sector	21% (159)	31% (229)	20% (148)	28% (206)	741
Employ: Government	28% (34)	18% (22)	25% (31)	29% (36)	123
Employ: Self-Employed	18% (43)	19% (45)	33% (78)	29% (68)	234
Employ: Homemaker	5% (8)	18% (27)	29% (43)	48% (72)	150
Employ: Retired	3% (16)	14% (78)	31% (172)	52% (287)	552
Employ: Unemployed	13% (27)	26% (55)	23% (49)	39% (83)	214
Employ: Other	6% (9)	25% (35)	25% (36)	43% (61)	140
Military HH: Yes	12% (40)	20% (65)	25% (80)	43% (139)	324
Military HH: No	14% (265)	23% (440)	26% (484)	37% (689)	1878
2022 House Vote: Democrat	17% (177)	23% (231)	26% (269)	34% (346)	1023
2022 House Vote: Republican	10% (58)	23% (131)	23% (130)	44% (247)	567
2022 House Vote: Someone else	7% (4)	27% (14)	40% (21)	26% (14)	53
2022 House Vote: Didn't Vote	12% (66)	23% (129)	26% (144)	40% (221)	559
2020 Vote: Joe Biden	17% (182)	23% (239)	24% (253)	36% (376)	1049
2020 Vote: Donald Trump	9% (52)	23% (141)	25% (155)	43% (259)	607
2020 Vote: Other	10% (5)	26% (15)	30% (17)	33% (18)	55
2020 Vote: Didn't Vote	13% (66)	23% (111)	28% (140)	35% (174)	490

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Table MCBR2_15: And, to what extent are you confident you understand what each means?

AI task automation

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	14%	(305)	23%	(505)	26%	(564)	38%	(828)	2202
2018 House Vote: Democrat	17%	(155)	23%	(206)	25%	(231)	35%	(318)	911
2018 House Vote: Republican	11%	(61)	19%	(108)	27%	(152)	43%	(240)	560
2018 House Vote: Didnt Vote	12%	(86)	25%	(173)	25%	(171)	37%	(256)	686
4-Region: Northeast	15%	(59)	24%	(91)	21%	(82)	40%	(154)	386
4-Region: Midwest	12%	(52)	20%	(90)	26%	(116)	43%	(196)	455
4-Region: South	11%	(94)	23%	(190)	27%	(229)	39%	(327)	840
4-Region: West	19%	(100)	26%	(134)	26%	(137)	29%	(151)	521
First to Try a New Tech Product	27%	(231)	30%	(252)	23%	(190)	20%	(169)	841

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

Table MCBR2_16: *And, to what extent are you confident you understand what each means?*
 Enhanced by AI

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	16%	(354)	25%	(549)	24%	(529)	35%	(770)	2202
Gender: Male	22%	(239)	30%	(316)	24%	(251)	24%	(259)	1065
Gender: Female	10%	(109)	20%	(227)	25%	(278)	45%	(507)	1121
Age: 18-34	31%	(195)	30%	(187)	20%	(126)	20%	(123)	631
Age: 35-44	20%	(73)	31%	(117)	25%	(92)	24%	(90)	372
Age: 45-64	9%	(67)	24%	(169)	28%	(202)	38%	(274)	711
Age: 65+	4%	(19)	16%	(76)	22%	(109)	58%	(283)	487
GenZers: 1997-2012	24%	(52)	33%	(73)	22%	(48)	21%	(46)	219
Millennials: 1981-1996	29%	(206)	29%	(210)	22%	(157)	20%	(145)	719
GenXers: 1965-1980	11%	(60)	27%	(143)	29%	(154)	33%	(178)	535
Baby Boomers: 1946-1964	5%	(33)	17%	(113)	24%	(159)	54%	(364)	669
PID: Dem (no lean)	21%	(207)	23%	(236)	25%	(256)	31%	(308)	1007
PID: Ind (no lean)	11%	(65)	27%	(165)	23%	(139)	39%	(235)	605
PID: Rep (no lean)	14%	(81)	25%	(148)	23%	(134)	39%	(227)	590
PID/Gender: Dem Men	29%	(149)	26%	(136)	25%	(131)	20%	(103)	519
PID/Gender: Dem Women	11%	(55)	21%	(100)	26%	(125)	42%	(202)	481
PID/Gender: Ind Men	15%	(37)	31%	(78)	25%	(63)	29%	(73)	250
PID/Gender: Ind Women	8%	(27)	24%	(82)	22%	(76)	47%	(162)	346
PID/Gender: Rep Men	18%	(54)	35%	(102)	19%	(56)	28%	(83)	296
PID/Gender: Rep Women	9%	(27)	16%	(46)	26%	(77)	49%	(144)	294
Ideo: Liberal (1-3)	19%	(135)	26%	(187)	27%	(198)	29%	(208)	728
Ideo: Moderate (4)	16%	(100)	25%	(152)	26%	(158)	33%	(205)	615
Ideo: Conservative (5-7)	15%	(106)	24%	(165)	20%	(138)	40%	(276)	684
Educ: < College	14%	(204)	23%	(329)	25%	(358)	38%	(547)	1439
Educ: Bachelors degree	17%	(83)	29%	(140)	23%	(111)	31%	(150)	485
Educ: Post-grad	24%	(66)	29%	(79)	22%	(61)	26%	(73)	278
Income: Under 50k	13%	(143)	24%	(274)	25%	(280)	38%	(435)	1132
Income: 50k-100k	17%	(112)	25%	(171)	24%	(163)	34%	(230)	675
Income: 100k+	25%	(99)	26%	(104)	22%	(86)	27%	(106)	395
Ethnicity: White	15%	(263)	26%	(440)	22%	(373)	37%	(623)	1699
Ethnicity: Hispanic	28%	(106)	29%	(109)	22%	(82)	22%	(82)	379

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Table MCBR2_16: *And, to what extent are you confident you understand what each means?*

Enhanced by AI

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Total N
Adults	16% (354)	25% (549)	24% (529)	35% (770)	2202
Ethnicity: Black	19% (53)	17% (49)	31% (87)	33% (94)	283
Ethnicity: Other	17% (38)	27% (60)	31% (69)	24% (54)	220
All Christian	15% (150)	26% (258)	24% (239)	36% (361)	1008
All Non-Christian	41% (70)	23% (40)	14% (24)	21% (36)	171
Atheist	11% (11)	30% (28)	26% (25)	33% (32)	96
Agnostic/Nothing in particular	13% (77)	24% (140)	27% (161)	36% (208)	586
Something Else	13% (46)	24% (83)	23% (79)	39% (133)	342
Religious Non-Protestant/Catholic	39% (72)	23% (43)	14% (26)	24% (44)	185
Evangelical	19% (113)	25% (151)	23% (134)	33% (197)	594
Non-Evangelical	10% (76)	25% (183)	25% (182)	40% (295)	735
Community: Urban	26% (191)	26% (188)	22% (160)	26% (191)	729
Community: Suburban	12% (117)	23% (229)	25% (243)	40% (389)	978
Community: Rural	9% (45)	27% (132)	26% (126)	39% (191)	495
Employ: Private Sector	23% (173)	30% (224)	21% (159)	25% (186)	741
Employ: Government	31% (38)	17% (21)	32% (39)	20% (25)	123
Employ: Self-Employed	21% (49)	25% (58)	27% (63)	27% (63)	234
Employ: Homemaker	7% (11)	23% (34)	25% (37)	45% (67)	150
Employ: Retired	5% (28)	17% (94)	27% (149)	51% (281)	552
Employ: Unemployed	16% (34)	27% (57)	20% (42)	38% (81)	214
Employ: Other	8% (12)	32% (45)	21% (29)	39% (55)	140
Military HH: Yes	18% (57)	18% (59)	27% (87)	37% (121)	324
Military HH: No	16% (296)	26% (490)	24% (442)	35% (649)	1878
2022 House Vote: Democrat	19% (197)	24% (242)	26% (270)	31% (313)	1023
2022 House Vote: Republican	14% (77)	23% (128)	21% (121)	42% (240)	567
2022 House Vote: Someone else	15% (8)	26% (14)	33% (18)	25% (13)	53
2022 House Vote: Didn't Vote	13% (71)	29% (165)	21% (120)	36% (204)	559
2020 Vote: Joe Biden	19% (201)	24% (250)	25% (264)	32% (334)	1049
2020 Vote: Donald Trump	12% (75)	23% (142)	22% (133)	42% (257)	607
2020 Vote: Other	13% (7)	29% (16)	25% (14)	33% (19)	55
2020 Vote: Didn't Vote	14% (70)	29% (141)	24% (119)	33% (161)	490

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Table MCBR2_16: *And, to what extent are you confident you understand what each means?*
 Enhanced by AI

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Total N
Adults	16%	(354)	25%	(549)	24%	(529)	35%	(770)	2202
2018 House Vote: Democrat	20%	(181)	23%	(211)	25%	(227)	32%	(293)	911
2018 House Vote: Republican	12%	(66)	23%	(126)	24%	(136)	41%	(231)	560
2018 House Vote: Didnt Vote	15%	(102)	28%	(195)	23%	(155)	34%	(234)	686
4-Region: Northeast	15%	(57)	28%	(110)	20%	(78)	37%	(141)	386
4-Region: Midwest	11%	(51)	21%	(97)	27%	(124)	40%	(182)	455
4-Region: South	16%	(138)	23%	(192)	25%	(213)	35%	(297)	840
4-Region: West	21%	(107)	29%	(149)	22%	(114)	29%	(151)	521
First to Try a New Tech Product	31%	(257)	30%	(255)	20%	(169)	19%	(160)	841

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

Table MCBR3_1: How likely are you to consider purchasing a product or service that...

Is organic

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	23% (511)	30% (664)	25% (553)	10% (219)	6% (129)	6% (125)	2202
Gender: Male	27% (292)	30% (322)	23% (244)	12% (125)	4% (47)	3% (34)	1065
Gender: Female	19% (216)	30% (336)	27% (304)	8% (93)	7% (82)	8% (91)	1121
Age: 18-34	31% (195)	30% (190)	23% (145)	5% (31)	5% (29)	6% (41)	631
Age: 35-44	29% (106)	29% (108)	25% (92)	8% (28)	4% (13)	6% (24)	372
Age: 45-64	20% (143)	32% (228)	25% (177)	11% (76)	6% (44)	6% (43)	711
Age: 65+	14% (67)	28% (138)	28% (139)	17% (84)	9% (42)	4% (18)	487
GenZers: 1997-2012	29% (63)	28% (61)	23% (50)	6% (12)	7% (16)	7% (16)	219
Millennials: 1981-1996	31% (226)	31% (222)	23% (164)	5% (39)	3% (23)	6% (45)	719
GenXers: 1965-1980	22% (119)	28% (149)	27% (146)	10% (56)	6% (32)	6% (33)	535
Baby Boomers: 1946-1964	14% (96)	32% (216)	25% (170)	15% (101)	8% (55)	5% (31)	669
PID: Dem (no lean)	24% (244)	33% (334)	25% (247)	8% (80)	6% (61)	4% (42)	1007
PID: Ind (no lean)	20% (121)	30% (184)	26% (157)	9% (53)	6% (36)	9% (54)	605
PID: Rep (no lean)	25% (146)	25% (147)	25% (149)	15% (86)	6% (33)	5% (29)	590
PID/Gender: Dem Men	28% (147)	34% (175)	24% (123)	8% (44)	4% (19)	2% (11)	519
PID/Gender: Dem Women	20% (98)	32% (154)	25% (122)	7% (35)	9% (42)	6% (31)	481
PID/Gender: Ind Men	22% (55)	32% (79)	22% (55)	13% (32)	6% (15)	6% (15)	250
PID/Gender: Ind Women	18% (63)	30% (103)	28% (98)	6% (22)	6% (21)	11% (39)	346
PID/Gender: Rep Men	31% (91)	23% (68)	22% (66)	17% (50)	5% (14)	3% (8)	296
PID/Gender: Rep Women	19% (56)	27% (79)	28% (84)	12% (36)	6% (19)	7% (21)	294
Ideo: Liberal (1-3)	23% (165)	35% (258)	23% (164)	8% (62)	7% (49)	4% (30)	728
Ideo: Moderate (4)	26% (161)	29% (176)	26% (158)	11% (68)	4% (27)	4% (26)	615
Ideo: Conservative (5-7)	23% (156)	29% (202)	27% (182)	12% (82)	5% (37)	4% (26)	684
Educ: < College	22% (314)	27% (386)	26% (379)	10% (148)	8% (110)	7% (102)	1439
Educ: Bachelors degree	24% (118)	35% (168)	24% (117)	10% (49)	3% (13)	4% (19)	485
Educ: Post-grad	29% (80)	39% (110)	21% (57)	8% (22)	2% (6)	1% (4)	278
Income: Under 50k	21% (238)	27% (304)	26% (293)	10% (115)	8% (92)	8% (90)	1132
Income: 50k-100k	23% (154)	33% (221)	26% (173)	13% (86)	3% (17)	4% (24)	675
Income: 100k+	30% (120)	35% (139)	22% (87)	5% (18)	5% (20)	3% (11)	395
Ethnicity: White	21% (365)	31% (520)	25% (432)	11% (182)	6% (104)	6% (97)	1699
Ethnicity: Hispanic	30% (114)	36% (135)	20% (76)	3% (10)	9% (35)	2% (9)	379

Continued on next page

Table MCBR3_1: How likely are you to consider purchasing a product or service that...*Is organic*

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	23% (511)	30% (664)	25% (553)	10% (219)	6% (129)	6% (125)	2202
Ethnicity: Black	29% (81)	24% (69)	24% (69)	11% (30)	6% (17)	6% (17)	283
Ethnicity: Other	30% (66)	34% (75)	24% (53)	3% (7)	3% (7)	5% (10)	220
All Christian	21% (214)	34% (342)	24% (244)	11% (109)	5% (54)	5% (46)	1008
All Non-Christian	29% (50)	46% (78)	13% (22)	7% (11)	2% (4)	3% (4)	171
Atheist	18% (18)	27% (26)	32% (30)	10% (10)	6% (6)	6% (6)	96
Agnostic/Nothing in particular	21% (123)	25% (144)	29% (171)	10% (60)	7% (43)	8% (44)	586
Something Else	31% (107)	22% (74)	25% (86)	8% (29)	6% (22)	7% (25)	342
Religious Non-Protestant/Catholic	29% (54)	43% (79)	15% (28)	6% (12)	2% (4)	4% (7)	185
Evangelical	28% (163)	30% (180)	23% (134)	8% (50)	5% (32)	6% (34)	594
Non-Evangelical	20% (148)	31% (226)	26% (194)	12% (86)	6% (44)	5% (36)	735
Community: Urban	30% (221)	32% (230)	20% (149)	8% (58)	5% (34)	5% (37)	729
Community: Suburban	20% (199)	32% (312)	27% (264)	11% (104)	5% (51)	5% (48)	978
Community: Rural	18% (91)	25% (122)	28% (140)	12% (58)	9% (44)	8% (40)	495
Employ: Private Sector	28% (211)	30% (226)	26% (190)	9% (67)	3% (20)	4% (27)	741
Employ: Government	22% (27)	34% (42)	21% (26)	7% (8)	14% (18)	2% (3)	123
Employ: Self-Employed	36% (83)	29% (67)	14% (33)	7% (17)	8% (19)	6% (14)	234
Employ: Homemaker	14% (21)	37% (56)	24% (35)	7% (10)	7% (10)	12% (18)	150
Employ: Retired	15% (83)	30% (168)	27% (151)	16% (88)	7% (38)	4% (23)	552
Employ: Unemployed	22% (48)	27% (58)	33% (70)	5% (11)	3% (6)	9% (20)	214
Employ: Other	21% (29)	19% (27)	27% (38)	9% (13)	12% (17)	12% (17)	140
Military HH: Yes	17% (55)	29% (94)	28% (90)	14% (45)	6% (20)	6% (21)	324
Military HH: No	24% (457)	30% (571)	25% (463)	9% (174)	6% (109)	6% (104)	1878
2022 House Vote: Democrat	25% (257)	32% (329)	26% (267)	8% (85)	5% (51)	3% (33)	1023
2022 House Vote: Republican	22% (124)	29% (163)	26% (150)	13% (76)	6% (32)	4% (23)	567
2022 House Vote: Someone else	10% (5)	34% (18)	25% (13)	7% (4)	17% (9)	8% (4)	53
2022 House Vote: Didnt Vote	22% (125)	28% (155)	22% (123)	10% (54)	7% (37)	12% (65)	559
2020 Vote: Joe Biden	23% (245)	35% (372)	25% (258)	8% (88)	5% (55)	3% (32)	1049
2020 Vote: Donald Trump	23% (142)	26% (157)	26% (155)	14% (87)	5% (33)	5% (32)	607
2020 Vote: Other	28% (16)	24% (14)	31% (17)	2% (1)	6% (3)	8% (5)	55
2020 Vote: Didn't Vote	22% (109)	25% (121)	25% (122)	9% (43)	8% (38)	12% (56)	490

Continued on next page

**Table MCBR3_1: How likely are you to consider purchasing a product or service that...
Is organic**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	23% (511)	30% (664)	25% (553)	10% (219)	6% (129)	6% (125)	2202
2018 House Vote: Democrat	26% (234)	34% (309)	24% (222)	8% (71)	5% (43)	4% (32)	911
2018 House Vote: Republican	21% (119)	28% (157)	26% (145)	15% (82)	6% (35)	4% (23)	560
2018 House Vote: Didnt Vote	22% (151)	26% (181)	25% (172)	9% (64)	7% (49)	10% (69)	686
4-Region: Northeast	21% (79)	34% (131)	27% (103)	10% (38)	5% (18)	4% (17)	386
4-Region: Midwest	17% (78)	29% (131)	28% (128)	12% (56)	7% (34)	6% (28)	455
4-Region: South	23% (192)	27% (230)	27% (227)	10% (84)	7% (58)	6% (49)	840
4-Region: West	31% (162)	33% (172)	18% (95)	8% (41)	4% (19)	6% (32)	521
First to Try a New Tech Product	34% (286)	33% (275)	22% (183)	6% (49)	2% (19)	4% (30)	841

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

Table MCBR3_2: How likely are you to consider purchasing a product or service that...*Is natural*

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	25% (552)	34% (754)	25% (554)	5% (116)	4% (87)	6% (139)	2202
Gender: Male	28% (298)	35% (367)	24% (259)	6% (65)	3% (29)	4% (46)	1065
Gender: Female	22% (252)	34% (376)	26% (293)	4% (50)	5% (57)	8% (92)	1121
Age: 18-34	31% (196)	33% (209)	19% (121)	5% (30)	4% (22)	8% (52)	631
Age: 35-44	31% (115)	33% (123)	24% (89)	4% (16)	3% (10)	5% (19)	372
Age: 45-64	22% (158)	36% (257)	27% (193)	5% (32)	4% (28)	6% (43)	711
Age: 65+	17% (82)	34% (165)	31% (150)	8% (38)	6% (27)	5% (24)	487
GenZers: 1997-2012	30% (65)	33% (73)	20% (43)	5% (10)	4% (9)	9% (19)	219
Millennials: 1981-1996	32% (229)	34% (243)	20% (142)	5% (34)	3% (20)	7% (50)	719
GenXers: 1965-1980	24% (129)	34% (182)	28% (148)	4% (23)	5% (27)	5% (26)	535
Baby Boomers: 1946-1964	17% (115)	35% (235)	31% (208)	7% (44)	4% (26)	6% (41)	669
PID: Dem (no lean)	26% (260)	37% (377)	24% (237)	5% (46)	4% (39)	5% (48)	1007
PID: Ind (no lean)	23% (139)	33% (201)	27% (160)	4% (25)	4% (23)	9% (56)	605
PID: Rep (no lean)	26% (153)	30% (175)	26% (156)	8% (46)	4% (25)	6% (35)	590
PID/Gender: Dem Men	29% (149)	39% (205)	20% (106)	6% (32)	3% (14)	3% (14)	519
PID/Gender: Dem Women	23% (111)	35% (169)	27% (130)	3% (13)	5% (25)	7% (34)	481
PID/Gender: Ind Men	25% (62)	34% (85)	27% (67)	3% (7)	3% (7)	9% (22)	250
PID/Gender: Ind Women	22% (76)	32% (110)	27% (93)	5% (17)	4% (15)	10% (34)	346
PID/Gender: Rep Men	30% (88)	26% (78)	29% (86)	9% (26)	3% (8)	4% (11)	296
PID/Gender: Rep Women	22% (65)	33% (98)	24% (70)	7% (20)	6% (17)	8% (24)	294
Ideo: Liberal (1-3)	24% (172)	39% (281)	23% (166)	5% (39)	4% (28)	6% (42)	728
Ideo: Moderate (4)	29% (177)	32% (198)	26% (161)	5% (31)	3% (18)	5% (31)	615
Ideo: Conservative (5-7)	25% (171)	35% (241)	27% (182)	5% (37)	4% (25)	4% (27)	684
Educ: < College	26% (371)	31% (448)	25% (356)	5% (79)	5% (75)	8% (109)	1439
Educ: Bachelors degree	22% (106)	40% (192)	27% (129)	5% (24)	2% (10)	5% (24)	485
Educ: Post-grad	27% (74)	41% (114)	25% (69)	5% (13)	1% (3)	2% (5)	278
Income: Under 50k	25% (281)	30% (341)	26% (294)	5% (54)	5% (61)	9% (100)	1132
Income: 50k-100k	24% (160)	37% (252)	27% (183)	6% (42)	2% (14)	4% (24)	675
Income: 100k+	28% (111)	41% (161)	19% (77)	5% (20)	3% (13)	4% (14)	395
Ethnicity: White	23% (398)	35% (603)	25% (432)	6% (93)	4% (66)	6% (107)	1699
Ethnicity: Hispanic	34% (131)	34% (129)	16% (61)	3% (11)	7% (27)	5% (19)	379

Continued on next page

**Table MCBR3_2: How likely are you to consider purchasing a product or service that...
Is natural**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	25% (552)	34% (754)	25% (554)	5% (116)	4% (87)	6% (139)	2202
Ethnicity: Black	29% (83)	32% (90)	22% (64)	5% (14)	6% (16)	6% (17)	283
Ethnicity: Other	32% (70)	28% (61)	26% (58)	4% (9)	3% (6)	7% (15)	220
All Christian	24% (240)	37% (377)	25% (256)	5% (49)	3% (35)	5% (51)	1008
All Non-Christian	31% (53)	44% (76)	14% (23)	5% (9)	3% (5)	3% (6)	171
Atheist	20% (19)	33% (32)	32% (30)	5% (5)	4% (3)	7% (6)	96
Agnostic/Nothing in particular	23% (136)	30% (175)	26% (154)	7% (40)	4% (26)	9% (55)	586
Something Else	30% (104)	27% (94)	26% (90)	4% (14)	6% (19)	6% (21)	342
Religious Non-Protestant/Catholic	32% (59)	42% (77)	16% (29)	5% (9)	2% (5)	4% (7)	185
Evangelical	30% (176)	34% (204)	22% (129)	4% (25)	4% (24)	6% (36)	594
Non-Evangelical	22% (159)	35% (259)	29% (211)	5% (38)	4% (30)	5% (39)	735
Community: Urban	31% (230)	35% (252)	20% (149)	5% (36)	3% (21)	6% (41)	729
Community: Suburban	22% (211)	36% (354)	27% (263)	6% (57)	4% (40)	5% (54)	978
Community: Rural	23% (111)	30% (148)	29% (142)	5% (23)	5% (26)	9% (44)	495
Employ: Private Sector	26% (191)	39% (292)	24% (175)	5% (37)	3% (24)	3% (23)	741
Employ: Government	30% (36)	36% (45)	20% (25)	4% (4)	9% (11)	2% (2)	123
Employ: Self-Employed	37% (87)	29% (68)	15% (35)	7% (16)	4% (9)	8% (19)	234
Employ: Homemaker	22% (33)	27% (40)	32% (48)	4% (5)	3% (5)	12% (18)	150
Employ: Retired	19% (103)	35% (193)	30% (164)	7% (37)	5% (25)	5% (30)	552
Employ: Unemployed	28% (59)	27% (57)	31% (66)	2% (5)	3% (6)	10% (21)	214
Employ: Other	21% (30)	28% (40)	23% (32)	7% (10)	5% (7)	16% (22)	140
Military HH: Yes	21% (68)	33% (107)	27% (88)	6% (20)	6% (18)	7% (23)	324
Military HH: No	26% (484)	34% (647)	25% (466)	5% (96)	4% (70)	6% (115)	1878
2022 House Vote: Democrat	26% (269)	38% (385)	24% (245)	4% (46)	4% (36)	4% (42)	1023
2022 House Vote: Republican	24% (137)	31% (179)	29% (164)	7% (41)	4% (24)	4% (24)	567
2022 House Vote: Someone else	12% (6)	31% (16)	35% (18)	4% (2)	— (0)	18% (10)	53
2022 House Vote: Didnt Vote	25% (139)	31% (174)	23% (127)	5% (28)	5% (27)	11% (64)	559
2020 Vote: Joe Biden	25% (261)	39% (408)	25% (261)	4% (45)	4% (39)	3% (36)	1049
2020 Vote: Donald Trump	25% (155)	31% (188)	28% (169)	7% (43)	3% (20)	5% (32)	607
2020 Vote: Other	24% (14)	28% (16)	32% (18)	1% (1)	4% (2)	9% (5)	55
2020 Vote: Didn't Vote	25% (123)	29% (143)	22% (106)	6% (29)	5% (25)	13% (66)	490

Continued on next page

**Table MCBR3_2: How likely are you to consider purchasing a product or service that...
 Is natural**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	25% (552)	34% (754)	25% (554)	5% (116)	4% (87)	6% (139)	2202
2018 House Vote: Democrat	27% (250)	37% (336)	23% (214)	4% (40)	3% (30)	5% (41)	911
2018 House Vote: Republican	25% (141)	32% (180)	27% (154)	7% (41)	2% (13)	6% (32)	560
2018 House Vote: Didnt Vote	23% (156)	32% (219)	25% (170)	5% (34)	6% (42)	10% (66)	686
4-Region: Northeast	23% (87)	39% (149)	24% (92)	6% (21)	5% (18)	5% (18)	386
4-Region: Midwest	18% (83)	38% (171)	29% (131)	5% (22)	4% (20)	6% (29)	455
4-Region: South	26% (218)	30% (251)	28% (232)	5% (44)	5% (43)	6% (52)	840
4-Region: West	31% (164)	35% (182)	19% (100)	6% (29)	1% (7)	8% (40)	521
First to Try a New Tech Product	34% (282)	36% (299)	21% (175)	4% (33)	3% (27)	3% (25)	841

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

Table MCBR3_3: How likely are you to consider purchasing a product or service that...
Is non-GMO

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	21% (462)	29% (649)	27% (604)	8% (173)	5% (109)	9% (205)	2202
Gender: Male	24% (259)	29% (312)	27% (291)	8% (90)	4% (43)	7% (69)	1065
Gender: Female	18% (201)	30% (332)	27% (304)	7% (82)	6% (66)	12% (136)	1121
Age: 18-34	27% (170)	27% (169)	25% (160)	6% (39)	4% (22)	11% (72)	631
Age: 35-44	28% (103)	30% (111)	26% (97)	5% (20)	3% (10)	8% (31)	372
Age: 45-64	18% (130)	32% (229)	27% (193)	8% (60)	6% (40)	8% (59)	711
Age: 65+	12% (59)	29% (140)	32% (154)	11% (54)	8% (37)	9% (43)	487
GenZers: 1997-2012	24% (53)	21% (47)	29% (63)	10% (22)	4% (9)	11% (25)	219
Millennials: 1981-1996	28% (204)	31% (221)	23% (168)	5% (33)	3% (19)	10% (74)	719
GenXers: 1965-1980	19% (101)	29% (153)	32% (172)	6% (34)	6% (31)	8% (43)	535
Baby Boomers: 1946-1964	14% (96)	31% (208)	28% (185)	12% (78)	7% (46)	8% (56)	669
PID: Dem (no lean)	23% (233)	32% (327)	27% (272)	6% (65)	4% (43)	7% (68)	1007
PID: Ind (no lean)	17% (102)	30% (182)	25% (152)	8% (46)	5% (33)	15% (90)	605
PID: Rep (no lean)	21% (126)	24% (140)	30% (180)	11% (63)	6% (34)	8% (47)	590
PID/Gender: Dem Men	27% (140)	33% (171)	26% (136)	6% (32)	3% (15)	5% (25)	519
PID/Gender: Dem Women	19% (94)	32% (154)	27% (131)	7% (32)	6% (28)	9% (43)	481
PID/Gender: Ind Men	17% (42)	33% (84)	27% (66)	8% (20)	4% (9)	12% (29)	250
PID/Gender: Ind Women	17% (59)	27% (95)	24% (82)	7% (25)	7% (24)	18% (61)	346
PID/Gender: Rep Men	26% (78)	19% (57)	30% (89)	13% (38)	7% (19)	5% (15)	296
PID/Gender: Rep Women	16% (49)	28% (83)	31% (91)	9% (25)	5% (15)	11% (32)	294
Ideo: Liberal (1-3)	21% (150)	34% (248)	25% (185)	8% (59)	4% (31)	8% (55)	728
Ideo: Moderate (4)	22% (138)	30% (183)	28% (172)	7% (43)	4% (24)	9% (55)	615
Ideo: Conservative (5-7)	22% (151)	29% (195)	30% (205)	8% (57)	5% (37)	6% (39)	684
Educ: < College	20% (290)	26% (380)	27% (394)	8% (120)	6% (91)	11% (164)	1439
Educ: Bachelors degree	22% (106)	34% (164)	28% (136)	8% (38)	2% (12)	6% (29)	485
Educ: Post-grad	24% (66)	37% (104)	26% (74)	6% (15)	2% (6)	4% (12)	278
Income: Under 50k	20% (222)	26% (295)	27% (308)	8% (96)	6% (68)	13% (142)	1132
Income: 50k-100k	21% (143)	31% (211)	31% (211)	8% (53)	3% (18)	6% (39)	675
Income: 100k+	24% (97)	36% (143)	22% (85)	6% (24)	6% (23)	6% (24)	395
Ethnicity: White	20% (341)	31% (524)	27% (461)	8% (136)	5% (84)	9% (153)	1699
Ethnicity: Hispanic	30% (112)	34% (128)	19% (74)	5% (18)	7% (25)	6% (21)	379

Continued on next page

Table MCBR3_3: How likely are you to consider purchasing a product or service that...*Is non-GMO*

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	21% (462)	29% (649)	27% (604)	8% (173)	5% (109)	9% (205)	2202
Ethnicity: Black	27% (77)	20% (56)	27% (76)	8% (21)	8% (21)	11% (32)	283
Ethnicity: Other	20% (44)	31% (68)	31% (68)	7% (16)	2% (4)	9% (20)	220
All Christian	21% (211)	30% (299)	28% (285)	9% (94)	5% (46)	7% (73)	1008
All Non-Christian	27% (46)	42% (71)	18% (31)	5% (8)	2% (3)	6% (11)	171
Atheist	14% (13)	29% (28)	36% (35)	10% (10)	4% (3)	7% (6)	96
Agnostic/Nothing in particular	18% (108)	28% (162)	27% (157)	8% (46)	7% (38)	13% (74)	586
Something Else	24% (83)	26% (88)	28% (97)	4% (15)	5% (18)	12% (40)	342
Religious Non-Protestant/Catholic	26% (49)	41% (76)	19% (34)	6% (10)	2% (3)	7% (12)	185
Evangelical	24% (141)	31% (182)	25% (149)	7% (43)	4% (24)	9% (56)	594
Non-Evangelical	20% (146)	27% (198)	31% (228)	9% (64)	6% (41)	8% (59)	735
Community: Urban	28% (202)	32% (233)	24% (176)	6% (41)	4% (28)	7% (49)	729
Community: Suburban	18% (176)	31% (303)	29% (282)	8% (80)	4% (41)	10% (95)	978
Community: Rural	17% (84)	23% (112)	30% (146)	10% (52)	8% (40)	12% (61)	495
Employ: Private Sector	24% (179)	30% (225)	30% (223)	7% (51)	3% (21)	6% (42)	741
Employ: Government	22% (27)	29% (36)	22% (27)	11% (13)	10% (13)	6% (7)	123
Employ: Self-Employed	26% (60)	32% (75)	19% (43)	9% (20)	4% (9)	11% (26)	234
Employ: Homemaker	19% (28)	33% (50)	21% (32)	5% (7)	4% (6)	18% (26)	150
Employ: Retired	13% (73)	32% (179)	29% (162)	10% (56)	7% (38)	8% (44)	552
Employ: Unemployed	28% (60)	23% (49)	29% (61)	4% (9)	4% (8)	12% (26)	214
Employ: Other	17% (24)	18% (26)	27% (38)	8% (12)	9% (13)	20% (28)	140
Military HH: Yes	18% (59)	23% (74)	32% (103)	10% (32)	7% (21)	11% (35)	324
Military HH: No	21% (403)	31% (575)	27% (501)	8% (141)	5% (88)	9% (170)	1878
2022 House Vote: Democrat	23% (240)	32% (330)	27% (276)	7% (73)	4% (44)	6% (60)	1023
2022 House Vote: Republican	19% (105)	27% (153)	31% (178)	10% (58)	6% (36)	6% (36)	567
2022 House Vote: Someone else	13% (7)	23% (12)	23% (12)	15% (8)	1% (1)	24% (13)	53
2022 House Vote: Didn't Vote	20% (109)	27% (153)	25% (138)	6% (33)	5% (30)	17% (96)	559
2020 Vote: Joe Biden	23% (240)	34% (352)	27% (287)	6% (67)	5% (49)	5% (55)	1049
2020 Vote: Donald Trump	18% (110)	28% (167)	30% (181)	11% (68)	5% (32)	8% (48)	607
2020 Vote: Other	18% (10)	29% (16)	28% (15)	7% (4)	6% (3)	12% (7)	55
2020 Vote: Didn't Vote	21% (101)	23% (114)	25% (121)	7% (34)	5% (25)	19% (95)	490

Continued on next page

Table MCBR3_3: How likely are you to consider purchasing a product or service that...

Is non-GMO

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	21% (462)	29% (649)	27% (604)	8% (173)	5% (109)	9% (205)	2202
2018 House Vote: Democrat	24% (222)	33% (297)	26% (235)	7% (66)	4% (40)	6% (52)	911
2018 House Vote: Republican	19% (107)	27% (154)	29% (164)	12% (65)	5% (28)	8% (43)	560
2018 House Vote: Didnt Vote	18% (126)	27% (184)	28% (189)	6% (39)	6% (41)	16% (108)	686
4-Region: Northeast	21% (81)	33% (126)	26% (99)	8% (30)	5% (20)	8% (29)	386
4-Region: Midwest	14% (65)	28% (125)	31% (140)	11% (50)	6% (26)	11% (49)	455
4-Region: South	20% (172)	26% (220)	29% (247)	7% (60)	7% (55)	10% (86)	840
4-Region: West	28% (144)	34% (177)	23% (118)	6% (33)	2% (8)	8% (40)	521
First to Try a New Tech Product	30% (255)	31% (260)	24% (205)	6% (52)	3% (24)	5% (46)	841

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

**Table MCBR3_4: How likely are you to consider purchasing a product or service that...
 Has no added hormones or steroids**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	23% (497)	33% (734)	24% (529)	7% (160)	5% (105)	8% (176)	2202
Gender: Male	26% (274)	33% (347)	23% (243)	9% (91)	5% (52)	5% (58)	1065
Gender: Female	20% (220)	34% (381)	25% (281)	6% (69)	5% (53)	10% (116)	1121
Age: 18-34	29% (181)	28% (174)	23% (144)	6% (41)	4% (27)	10% (64)	631
Age: 35-44	27% (99)	33% (124)	21% (79)	6% (24)	5% (17)	8% (29)	372
Age: 45-64	20% (143)	37% (266)	23% (161)	7% (52)	5% (35)	8% (54)	711
Age: 65+	15% (73)	35% (170)	30% (145)	9% (44)	5% (25)	6% (30)	487
GenZers: 1997-2012	19% (42)	28% (62)	27% (59)	8% (17)	7% (15)	11% (24)	219
Millennials: 1981-1996	31% (224)	30% (215)	21% (148)	7% (47)	3% (24)	9% (62)	719
GenXers: 1965-1980	21% (113)	35% (186)	23% (122)	7% (38)	6% (32)	8% (44)	535
Baby Boomers: 1946-1964	16% (107)	37% (245)	28% (186)	8% (55)	5% (31)	7% (46)	669
PID: Dem (no lean)	25% (248)	36% (360)	22% (223)	7% (76)	4% (44)	6% (57)	1007
PID: Ind (no lean)	20% (118)	33% (197)	25% (149)	4% (27)	5% (32)	13% (81)	605
PID: Rep (no lean)	22% (131)	30% (177)	27% (157)	10% (58)	5% (30)	6% (38)	590
PID/Gender: Dem Men	29% (151)	34% (177)	20% (101)	10% (51)	4% (21)	3% (18)	519
PID/Gender: Dem Women	20% (97)	37% (180)	25% (119)	5% (24)	5% (22)	8% (40)	481
PID/Gender: Ind Men	18% (45)	36% (89)	26% (66)	3% (8)	6% (14)	12% (29)	250
PID/Gender: Ind Women	21% (71)	30% (105)	24% (82)	6% (19)	5% (18)	15% (50)	346
PID/Gender: Rep Men	27% (79)	27% (81)	26% (76)	11% (32)	6% (16)	4% (12)	296
PID/Gender: Rep Women	18% (53)	33% (96)	27% (80)	9% (26)	5% (13)	9% (26)	294
Ideo: Liberal (1-3)	23% (165)	39% (287)	21% (152)	7% (49)	4% (29)	6% (46)	728
Ideo: Moderate (4)	25% (156)	29% (180)	26% (160)	7% (43)	4% (25)	8% (51)	615
Ideo: Conservative (5-7)	23% (159)	33% (227)	25% (174)	8% (54)	5% (35)	5% (35)	684
Educ: < College	21% (308)	29% (421)	25% (366)	9% (124)	6% (80)	10% (140)	1439
Educ: Bachelors degree	24% (118)	40% (193)	22% (106)	5% (22)	3% (16)	6% (30)	485
Educ: Post-grad	25% (71)	43% (120)	21% (58)	5% (15)	3% (9)	2% (7)	278
Income: Under 50k	19% (217)	29% (327)	26% (291)	9% (103)	6% (69)	11% (124)	1132
Income: 50k-100k	24% (163)	39% (265)	23% (152)	6% (40)	3% (22)	5% (32)	675
Income: 100k+	29% (116)	36% (142)	22% (86)	4% (17)	4% (14)	5% (20)	395
Ethnicity: White	22% (377)	34% (573)	24% (416)	7% (125)	4% (72)	8% (135)	1699
Ethnicity: Hispanic	31% (118)	29% (110)	20% (75)	9% (33)	5% (19)	6% (25)	379

Continued on next page

**Table MCBR3_4: How likely are you to consider purchasing a product or service that...
Has no added hormones or steroids**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	23% (497)	33% (734)	24% (529)	7% (160)	5% (105)	8% (176)	2202
Ethnicity: Black	23% (64)	24% (69)	26% (72)	11% (31)	8% (23)	8% (24)	283
Ethnicity: Other	25% (55)	42% (92)	19% (41)	2% (5)	5% (10)	8% (17)	220
All Christian	22% (226)	36% (361)	24% (238)	8% (82)	3% (33)	7% (69)	1008
All Non-Christian	25% (43)	48% (82)	16% (27)	4% (7)	2% (4)	4% (7)	171
Atheist	19% (18)	42% (40)	22% (22)	3% (3)	5% (4)	9% (9)	96
Agnostic/Nothing in particular	22% (129)	27% (156)	25% (148)	8% (49)	7% (43)	10% (60)	586
Something Else	24% (81)	28% (94)	28% (95)	6% (19)	6% (21)	9% (32)	342
Religious Non-Protestant/Catholic	24% (45)	49% (90)	16% (30)	4% (7)	2% (4)	5% (8)	185
Evangelical	26% (156)	33% (194)	22% (132)	6% (39)	4% (25)	8% (47)	594
Non-Evangelical	20% (145)	34% (251)	26% (194)	9% (63)	4% (28)	7% (54)	735
Community: Urban	30% (216)	32% (236)	19% (140)	8% (55)	5% (35)	6% (46)	729
Community: Suburban	20% (195)	36% (350)	25% (245)	8% (75)	4% (39)	7% (73)	978
Community: Rural	17% (85)	30% (148)	29% (144)	6% (30)	6% (30)	11% (57)	495
Employ: Private Sector	27% (198)	35% (258)	23% (173)	6% (47)	4% (28)	5% (37)	741
Employ: Government	25% (31)	35% (43)	24% (30)	8% (10)	4% (4)	3% (4)	123
Employ: Self-Employed	33% (78)	25% (58)	16% (38)	10% (24)	5% (11)	10% (24)	234
Employ: Homemaker	20% (30)	37% (55)	24% (36)	4% (5)	4% (6)	12% (17)	150
Employ: Retired	14% (78)	38% (211)	27% (147)	10% (53)	5% (27)	7% (37)	552
Employ: Unemployed	26% (55)	27% (58)	28% (60)	4% (8)	5% (11)	10% (22)	214
Employ: Other	13% (19)	23% (33)	24% (34)	9% (13)	11% (15)	20% (27)	140
Military HH: Yes	21% (70)	29% (94)	28% (90)	7% (24)	7% (21)	8% (26)	324
Military HH: No	23% (427)	34% (639)	23% (440)	7% (137)	4% (84)	8% (151)	1878
2022 House Vote: Democrat	25% (257)	37% (375)	22% (230)	7% (74)	4% (40)	5% (48)	1023
2022 House Vote: Republican	22% (123)	31% (175)	27% (154)	10% (56)	5% (27)	5% (31)	567
2022 House Vote: Someone else	15% (8)	28% (15)	25% (13)	5% (3)	— (0)	27% (14)	53
2022 House Vote: Didn't Vote	19% (109)	30% (169)	24% (132)	5% (28)	7% (38)	15% (83)	559
2020 Vote: Joe Biden	25% (263)	39% (406)	22% (233)	6% (60)	4% (42)	4% (45)	1049
2020 Vote: Donald Trump	22% (130)	31% (187)	26% (157)	11% (67)	4% (26)	6% (39)	607
2020 Vote: Other	18% (10)	23% (13)	26% (14)	7% (4)	7% (4)	19% (10)	55
2020 Vote: Didn't Vote	19% (93)	26% (128)	25% (125)	6% (30)	7% (34)	17% (81)	490

Continued on next page

**Table MCBR3_4: How likely are you to consider purchasing a product or service that...
 Has no added hormones or steroids**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	23% (497)	33% (734)	24% (529)	7% (160)	5% (105)	8% (176)	2202
2018 House Vote: Democrat	27% (242)	38% (344)	21% (191)	7% (60)	4% (32)	5% (42)	911
2018 House Vote: Republican	22% (126)	32% (177)	26% (145)	10% (53)	4% (22)	7% (38)	560
2018 House Vote: Didnt Vote	18% (121)	29% (200)	26% (177)	7% (45)	7% (51)	13% (92)	686
4-Region: Northeast	20% (78)	40% (156)	23% (90)	6% (24)	5% (20)	5% (18)	386
4-Region: Midwest	17% (76)	35% (157)	29% (132)	7% (30)	4% (18)	9% (42)	455
4-Region: South	22% (185)	28% (239)	25% (213)	10% (80)	6% (55)	8% (70)	840
4-Region: West	30% (158)	35% (182)	18% (95)	5% (26)	2% (13)	9% (47)	521
First to Try a New Tech Product	33% (278)	33% (279)	19% (162)	6% (53)	3% (25)	5% (44)	841

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

**Table MCBR3_5: How likely are you to consider purchasing a product or service that...
Is carbon neutral**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	12% (261)	23% (508)	29% (645)	10% (227)	7% (158)	18% (404)	2202
Gender: Male	18% (188)	26% (281)	30% (320)	10% (105)	6% (67)	10% (103)	1065
Gender: Female	6% (71)	20% (222)	29% (322)	10% (117)	8% (91)	27% (299)	1121
Age: 18-34	18% (114)	26% (166)	25% (160)	8% (49)	5% (35)	17% (107)	631
Age: 35-44	15% (56)	23% (86)	32% (119)	8% (30)	6% (22)	16% (59)	372
Age: 45-64	8% (58)	25% (175)	30% (216)	10% (70)	8% (59)	19% (133)	711
Age: 65+	7% (33)	17% (81)	31% (150)	16% (77)	9% (42)	21% (104)	487
GenZers: 1997-2012	11% (24)	22% (48)	31% (68)	12% (26)	7% (16)	17% (37)	219
Millennials: 1981-1996	20% (142)	27% (196)	26% (186)	6% (46)	5% (34)	16% (115)	719
GenXers: 1965-1980	9% (48)	23% (125)	31% (167)	10% (52)	9% (49)	18% (94)	535
Baby Boomers: 1946-1964	7% (44)	19% (130)	31% (207)	13% (88)	8% (54)	22% (145)	669
PID: Dem (no lean)	17% (167)	29% (297)	26% (260)	8% (85)	6% (60)	14% (138)	1007
PID: Ind (no lean)	6% (36)	20% (119)	32% (192)	8% (48)	8% (50)	27% (160)	605
PID: Rep (no lean)	10% (58)	16% (92)	33% (193)	16% (94)	8% (48)	18% (106)	590
PID/Gender: Dem Men	24% (125)	33% (172)	24% (126)	8% (42)	5% (24)	6% (29)	519
PID/Gender: Dem Women	9% (42)	26% (123)	28% (133)	8% (39)	7% (36)	23% (109)	481
PID/Gender: Ind Men	8% (20)	22% (55)	38% (94)	7% (17)	7% (18)	19% (47)	250
PID/Gender: Ind Women	4% (15)	18% (61)	28% (97)	8% (29)	9% (33)	32% (111)	346
PID/Gender: Rep Men	15% (43)	18% (54)	34% (101)	15% (46)	8% (25)	9% (27)	296
PID/Gender: Rep Women	5% (15)	13% (38)	31% (92)	16% (48)	8% (23)	27% (78)	294
Ideo: Liberal (1-3)	15% (112)	30% (216)	26% (186)	7% (53)	6% (45)	16% (115)	728
Ideo: Moderate (4)	11% (69)	24% (148)	33% (205)	11% (68)	6% (38)	14% (88)	615
Ideo: Conservative (5-7)	11% (74)	19% (128)	31% (209)	14% (97)	8% (56)	18% (121)	684
Educ: < College	10% (139)	18% (260)	30% (425)	12% (174)	9% (128)	22% (314)	1439
Educ: Bachelors degree	13% (65)	31% (151)	30% (146)	6% (31)	4% (19)	15% (72)	485
Educ: Post-grad	20% (56)	35% (97)	27% (74)	8% (21)	4% (11)	7% (18)	278
Income: Under 50k	10% (110)	17% (194)	30% (337)	12% (132)	9% (102)	23% (257)	1132
Income: 50k-100k	12% (79)	30% (200)	29% (194)	10% (70)	5% (36)	14% (97)	675
Income: 100k+	18% (72)	29% (113)	29% (114)	6% (25)	5% (19)	13% (51)	395
Ethnicity: White	12% (203)	23% (385)	30% (505)	10% (174)	7% (119)	18% (313)	1699
Ethnicity: Hispanic	19% (71)	27% (101)	27% (103)	7% (28)	8% (32)	12% (44)	379

Continued on next page

Table MCBR3_5: How likely are you to consider purchasing a product or service that...
Is carbon neutral

Demographic	Absolutely certain		Very likely		About 50-50		Not very likely		Would not consider		Don't Know / No Opinion		Total N
Adults	12%	(261)	23%	(508)	29%	(645)	10%	(227)	7%	(158)	18%	(404)	2202
Ethnicity: Black	13%	(37)	21%	(58)	26%	(72)	12%	(33)	10%	(29)	18%	(52)	283
Ethnicity: Other	9%	(20)	29%	(65)	31%	(68)	9%	(19)	4%	(9)	18%	(39)	220
All Christian	12%	(123)	21%	(213)	31%	(314)	12%	(123)	7%	(66)	17%	(168)	1008
All Non-Christian	26%	(45)	38%	(65)	18%	(31)	4%	(6)	5%	(9)	9%	(15)	171
Atheist	10%	(10)	31%	(30)	31%	(29)	7%	(7)	6%	(6)	14%	(14)	96
Agnostic/Nothing in particular	9%	(51)	22%	(128)	28%	(166)	10%	(59)	9%	(50)	22%	(130)	586
Something Else	9%	(32)	21%	(72)	30%	(104)	9%	(32)	8%	(26)	23%	(77)	342
Religious Non-Protestant/Catholic	26%	(48)	36%	(66)	20%	(37)	3%	(6)	6%	(11)	9%	(16)	185
Evangelical	15%	(87)	19%	(116)	29%	(175)	12%	(72)	7%	(43)	17%	(102)	594
Non-Evangelical	8%	(61)	22%	(160)	33%	(240)	11%	(82)	6%	(48)	20%	(145)	735
Community: Urban	20%	(149)	27%	(200)	26%	(191)	9%	(63)	6%	(41)	12%	(85)	729
Community: Suburban	8%	(81)	24%	(238)	30%	(298)	10%	(101)	8%	(76)	19%	(184)	978
Community: Rural	6%	(31)	14%	(70)	31%	(156)	13%	(62)	8%	(40)	27%	(135)	495
Employ: Private Sector	16%	(119)	28%	(204)	32%	(234)	8%	(60)	5%	(41)	11%	(83)	741
Employ: Government	16%	(20)	35%	(43)	19%	(24)	11%	(14)	6%	(7)	13%	(15)	123
Employ: Self-Employed	15%	(34)	28%	(66)	27%	(64)	7%	(17)	7%	(15)	16%	(37)	234
Employ: Homemaker	5%	(7)	26%	(39)	22%	(33)	6%	(8)	11%	(17)	30%	(45)	150
Employ: Retired	7%	(38)	16%	(86)	31%	(171)	16%	(87)	10%	(53)	21%	(118)	552
Employ: Unemployed	13%	(27)	18%	(39)	33%	(70)	7%	(14)	6%	(14)	23%	(50)	214
Employ: Other	9%	(12)	10%	(14)	30%	(42)	13%	(19)	6%	(8)	33%	(46)	140
Military HH: Yes	11%	(35)	21%	(69)	27%	(88)	11%	(37)	12%	(39)	17%	(56)	324
Military HH: No	12%	(226)	23%	(439)	30%	(556)	10%	(190)	6%	(119)	19%	(348)	1878
2022 House Vote: Democrat	17%	(172)	30%	(310)	27%	(279)	8%	(84)	6%	(58)	12%	(120)	1023
2022 House Vote: Republican	9%	(54)	15%	(83)	32%	(183)	16%	(92)	10%	(55)	18%	(101)	567
2022 House Vote: Someone else	9%	(5)	20%	(10)	30%	(16)	3%	(2)	5%	(3)	33%	(18)	53
2022 House Vote: Didn't Vote	5%	(30)	19%	(104)	30%	(168)	9%	(48)	8%	(42)	30%	(166)	559
2020 Vote: Joe Biden	16%	(170)	30%	(314)	28%	(294)	7%	(78)	6%	(58)	13%	(135)	1049
2020 Vote: Donald Trump	8%	(50)	16%	(97)	32%	(193)	17%	(103)	9%	(53)	18%	(111)	607
2020 Vote: Other	11%	(6)	13%	(7)	39%	(22)	7%	(4)	3%	(1)	27%	(15)	55
2020 Vote: Didn't Vote	7%	(34)	18%	(90)	28%	(137)	8%	(41)	9%	(45)	29%	(144)	490

Continued on next page

**Table MCBR3_5: How likely are you to consider purchasing a product or service that...
Is carbon neutral**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	12% (261)	23% (508)	29% (645)	10% (227)	7% (158)	18% (404)	2202
2018 House Vote: Democrat	18% (163)	31% (284)	26% (236)	7% (66)	5% (49)	12% (113)	911
2018 House Vote: Republican	8% (46)	15% (82)	34% (193)	16% (91)	8% (47)	18% (102)	560
2018 House Vote: Didnt Vote	7% (51)	19% (130)	29% (199)	10% (68)	8% (58)	26% (180)	686
4-Region: Northeast	11% (44)	31% (121)	28% (107)	9% (35)	6% (25)	14% (53)	386
4-Region: Midwest	8% (38)	16% (71)	33% (149)	10% (47)	9% (39)	24% (110)	455
4-Region: South	11% (89)	20% (170)	29% (246)	12% (104)	8% (69)	19% (162)	840
4-Region: West	17% (90)	28% (146)	27% (143)	8% (40)	5% (24)	15% (79)	521
First to Try a New Tech Product	21% (177)	31% (258)	28% (237)	7% (56)	6% (47)	8% (67)	841

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

**Table MCBR3_6: How likely are you to consider purchasing a product or service that...
Is Upcycled Certified**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	9% (208)	19% (429)	25% (548)	12% (273)	8% (180)	26% (564)	2202
Gender: Male	13% (139)	22% (235)	24% (254)	14% (150)	7% (78)	20% (210)	1065
Gender: Female	6% (69)	17% (191)	26% (288)	11% (122)	9% (102)	31% (349)	1121
Age: 18-34	15% (97)	24% (154)	25% (157)	9% (54)	6% (38)	21% (131)	631
Age: 35-44	12% (46)	23% (86)	26% (98)	11% (41)	5% (20)	22% (80)	372
Age: 45-64	7% (51)	17% (121)	27% (192)	14% (99)	9% (61)	26% (187)	711
Age: 65+	3% (13)	14% (68)	21% (100)	16% (79)	13% (61)	34% (166)	487
GenZers: 1997-2012	12% (27)	17% (38)	28% (61)	10% (22)	10% (22)	22% (49)	219
Millennials: 1981-1996	16% (113)	26% (190)	24% (175)	9% (66)	4% (30)	20% (145)	719
GenXers: 1965-1980	8% (44)	18% (99)	27% (143)	14% (73)	9% (46)	25% (131)	535
Baby Boomers: 1946-1964	3% (23)	14% (95)	24% (158)	15% (99)	11% (72)	33% (222)	669
PID: Dem (no lean)	14% (140)	22% (222)	25% (250)	10% (100)	7% (74)	22% (222)	1007
PID: Ind (no lean)	4% (24)	14% (88)	27% (163)	14% (86)	7% (45)	33% (199)	605
PID: Rep (no lean)	8% (44)	20% (120)	23% (135)	15% (87)	10% (61)	24% (143)	590
PID/Gender: Dem Men	19% (97)	26% (133)	23% (119)	10% (54)	6% (31)	16% (84)	519
PID/Gender: Dem Women	9% (43)	18% (88)	26% (127)	10% (46)	9% (43)	28% (134)	481
PID/Gender: Ind Men	3% (9)	12% (31)	30% (76)	19% (48)	6% (15)	29% (73)	250
PID/Gender: Ind Women	4% (15)	16% (54)	25% (85)	11% (38)	8% (29)	36% (125)	346
PID/Gender: Rep Men	11% (34)	24% (71)	20% (59)	16% (48)	11% (31)	18% (53)	296
PID/Gender: Rep Women	4% (11)	17% (49)	26% (76)	13% (39)	10% (30)	31% (91)	294
Ideo: Liberal (1-3)	13% (94)	22% (162)	22% (162)	10% (71)	8% (60)	24% (178)	728
Ideo: Moderate (4)	8% (47)	20% (126)	30% (187)	13% (79)	6% (38)	23% (140)	615
Ideo: Conservative (5-7)	9% (63)	19% (132)	23% (158)	14% (98)	9% (64)	25% (169)	684
Educ: < College	8% (117)	16% (234)	25% (364)	14% (197)	10% (140)	27% (388)	1439
Educ: Bachelors degree	8% (38)	26% (125)	25% (123)	10% (47)	5% (26)	26% (125)	485
Educ: Post-grad	19% (53)	25% (70)	22% (61)	10% (29)	5% (14)	19% (52)	278
Income: Under 50k	8% (92)	15% (168)	25% (288)	14% (155)	11% (121)	27% (307)	1132
Income: 50k-100k	9% (61)	22% (149)	25% (171)	13% (87)	5% (36)	25% (171)	675
Income: 100k+	14% (55)	28% (112)	22% (89)	8% (31)	6% (22)	22% (85)	395
Ethnicity: White	9% (154)	21% (350)	24% (413)	12% (205)	8% (143)	26% (434)	1699
Ethnicity: Hispanic	15% (55)	28% (105)	24% (89)	11% (42)	9% (36)	14% (52)	379

Continued on next page

**Table MCBR3_6: How likely are you to consider purchasing a product or service that...
Is Upcycled Certified**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	9% (208)	19% (429)	25% (548)	12% (273)	8% (180)	26% (564)	2202
Ethnicity: Black	13% (36)	14% (40)	27% (77)	12% (33)	10% (29)	23% (67)	283
Ethnicity: Other	8% (18)	17% (38)	26% (57)	16% (35)	4% (8)	29% (64)	220
All Christian	9% (95)	20% (202)	25% (249)	14% (140)	8% (83)	24% (240)	1008
All Non-Christian	24% (40)	34% (58)	16% (28)	3% (5)	5% (8)	18% (31)	171
Atheist	7% (7)	20% (19)	16% (15)	10% (10)	8% (7)	39% (38)	96
Agnostic/Nothing in particular	7% (41)	16% (94)	28% (166)	11% (63)	8% (49)	29% (172)	586
Something Else	7% (24)	16% (56)	26% (89)	16% (55)	10% (33)	25% (85)	342
Religious Non-Protestant/Catholic	23% (43)	32% (59)	18% (33)	4% (7)	5% (10)	18% (33)	185
Evangelical	12% (71)	22% (132)	24% (141)	13% (78)	7% (44)	22% (129)	594
Non-Evangelical	6% (43)	16% (118)	26% (188)	16% (117)	10% (71)	27% (199)	735
Community: Urban	17% (121)	26% (188)	24% (176)	10% (70)	6% (46)	18% (129)	729
Community: Suburban	6% (63)	16% (159)	27% (267)	14% (132)	9% (90)	27% (268)	978
Community: Rural	5% (24)	17% (82)	21% (105)	14% (71)	9% (45)	34% (167)	495
Employ: Private Sector	14% (106)	25% (187)	25% (188)	10% (72)	6% (42)	20% (146)	741
Employ: Government	11% (14)	34% (42)	18% (22)	13% (16)	5% (6)	19% (23)	123
Employ: Self-Employed	12% (27)	25% (58)	23% (53)	15% (35)	7% (15)	19% (45)	234
Employ: Homemaker	6% (10)	14% (22)	34% (50)	7% (11)	7% (10)	32% (47)	150
Employ: Retired	4% (20)	13% (74)	23% (129)	16% (90)	12% (65)	32% (174)	552
Employ: Unemployed	12% (25)	11% (23)	25% (53)	12% (25)	11% (24)	30% (64)	214
Employ: Other	4% (5)	7% (10)	27% (37)	15% (22)	11% (16)	36% (51)	140
Military HH: Yes	9% (29)	18% (57)	21% (67)	13% (43)	12% (39)	27% (89)	324
Military HH: No	10% (179)	20% (372)	26% (480)	12% (230)	8% (141)	25% (475)	1878
2022 House Vote: Democrat	13% (136)	22% (228)	25% (252)	10% (105)	7% (75)	22% (226)	1023
2022 House Vote: Republican	7% (38)	17% (99)	24% (137)	17% (95)	11% (60)	24% (138)	567
2022 House Vote: Someone else	1% (1)	14% (8)	27% (14)	14% (8)	— (0)	43% (23)	53
2022 House Vote: Didn't Vote	6% (34)	17% (94)	26% (144)	12% (65)	8% (45)	32% (177)	559
2020 Vote: Joe Biden	13% (139)	21% (222)	27% (278)	10% (106)	8% (79)	21% (225)	1049
2020 Vote: Donald Trump	7% (43)	17% (104)	22% (133)	17% (104)	9% (57)	27% (167)	607
2020 Vote: Other	— (0)	13% (7)	36% (20)	15% (8)	3% (1)	34% (19)	55
2020 Vote: Didn't Vote	5% (27)	20% (96)	24% (116)	11% (55)	9% (43)	31% (154)	490

Continued on next page

**Table MCBR3_6: How likely are you to consider purchasing a product or service that...
 Is Upcycled Certified**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	9% (208)	19% (429)	25% (548)	12% (273)	8% (180)	26% (564)	2202
2018 House Vote: Democrat	14% (124)	22% (199)	26% (235)	10% (95)	7% (67)	21% (192)	911
2018 House Vote: Republican	6% (34)	19% (104)	23% (129)	17% (97)	9% (50)	26% (147)	560
2018 House Vote: Didnt Vote	7% (51)	18% (121)	24% (166)	11% (75)	9% (62)	31% (212)	686
4-Region: Northeast	10% (40)	22% (87)	25% (98)	10% (38)	10% (38)	22% (85)	386
4-Region: Midwest	5% (24)	16% (71)	25% (115)	15% (67)	9% (40)	30% (138)	455
4-Region: South	10% (81)	18% (150)	26% (216)	12% (98)	9% (72)	27% (223)	840
4-Region: West	12% (63)	23% (122)	23% (118)	13% (69)	6% (31)	23% (119)	521
First to Try a New Tech Product	18% (151)	28% (238)	24% (206)	9% (80)	6% (47)	14% (120)	841

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

Table MCBR3_7: How likely are you to consider purchasing a product or service that...

Is powered by AI

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	9% (197)	14% (307)	25% (553)	16% (356)	13% (285)	23% (504)	2202
Gender: Male	15% (155)	19% (201)	28% (302)	15% (162)	10% (109)	13% (135)	1065
Gender: Female	4% (42)	9% (100)	22% (249)	17% (194)	15% (173)	32% (363)	1121
Age: 18-34	16% (98)	22% (141)	24% (150)	13% (84)	9% (55)	16% (103)	631
Age: 35-44	14% (51)	19% (70)	29% (107)	13% (48)	9% (35)	16% (60)	372
Age: 45-64	6% (44)	11% (78)	28% (198)	16% (111)	14% (96)	26% (185)	711
Age: 65+	1% (4)	4% (18)	20% (98)	23% (113)	20% (98)	32% (156)	487
GenZers: 1997-2012	10% (21)	20% (45)	31% (68)	14% (31)	10% (22)	14% (32)	219
Millennials: 1981-1996	17% (124)	22% (156)	24% (171)	13% (94)	8% (59)	16% (115)	719
GenXers: 1965-1980	6% (34)	13% (72)	28% (147)	15% (79)	13% (72)	24% (131)	535
Baby Boomers: 1946-1964	3% (18)	5% (33)	23% (156)	21% (139)	18% (123)	30% (201)	669
PID: Dem (no lean)	12% (117)	17% (173)	27% (277)	15% (147)	11% (112)	18% (181)	1007
PID: Ind (no lean)	4% (25)	10% (60)	27% (165)	14% (83)	14% (86)	31% (185)	605
PID: Rep (no lean)	9% (55)	13% (75)	19% (112)	21% (126)	15% (86)	23% (137)	590
PID/Gender: Dem Men	18% (93)	23% (119)	29% (153)	13% (65)	7% (34)	10% (54)	519
PID/Gender: Dem Women	5% (24)	10% (50)	26% (124)	17% (82)	16% (76)	26% (125)	481
PID/Gender: Ind Men	7% (17)	13% (31)	36% (89)	15% (38)	14% (36)	16% (39)	250
PID/Gender: Ind Women	2% (8)	8% (26)	21% (73)	13% (45)	14% (50)	41% (143)	346
PID/Gender: Rep Men	15% (46)	17% (51)	20% (59)	20% (59)	13% (39)	14% (42)	296
PID/Gender: Rep Women	3% (9)	8% (24)	18% (52)	23% (67)	16% (47)	32% (95)	294
Ideo: Liberal (1-3)	8% (61)	18% (129)	26% (189)	14% (105)	13% (96)	20% (148)	728
Ideo: Moderate (4)	9% (57)	16% (96)	29% (181)	17% (105)	9% (55)	20% (121)	615
Ideo: Conservative (5-7)	10% (72)	11% (75)	20% (140)	20% (138)	15% (100)	23% (161)	684
Educ: < College	8% (112)	10% (150)	25% (356)	17% (240)	15% (222)	25% (360)	1439
Educ: Bachelors degree	7% (36)	19% (94)	27% (132)	16% (79)	8% (41)	21% (103)	485
Educ: Post-grad	18% (49)	23% (64)	23% (64)	14% (38)	8% (22)	15% (41)	278
Income: Under 50k	7% (79)	11% (120)	26% (298)	16% (178)	16% (179)	24% (277)	1132
Income: 50k-100k	8% (55)	16% (111)	25% (171)	17% (117)	10% (67)	23% (153)	675
Income: 100k+	16% (62)	19% (77)	21% (83)	15% (61)	10% (38)	19% (74)	395
Ethnicity: White	9% (151)	13% (229)	25% (419)	16% (278)	13% (224)	23% (398)	1699
Ethnicity: Hispanic	19% (71)	16% (60)	30% (112)	12% (45)	13% (49)	11% (43)	379

Continued on next page

Table MCBR3_7: How likely are you to consider purchasing a product or service that...*Is powered by AI*

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	9% (197)	14% (307)	25% (553)	16% (356)	13% (285)	23% (504)	2202
Ethnicity: Black	10% (27)	15% (44)	25% (70)	17% (47)	14% (38)	20% (56)	283
Ethnicity: Other	9% (19)	16% (35)	29% (64)	14% (31)	10% (22)	22% (49)	220
All Christian	10% (100)	14% (145)	25% (249)	19% (187)	11% (115)	21% (212)	1008
All Non-Christian	23% (40)	31% (53)	17% (30)	7% (12)	7% (12)	14% (24)	171
Atheist	5% (5)	9% (9)	30% (29)	15% (14)	16% (15)	25% (24)	96
Agnostic/Nothing in particular	3% (20)	12% (68)	28% (163)	16% (95)	16% (93)	25% (147)	586
Something Else	9% (31)	9% (32)	24% (83)	14% (49)	15% (50)	28% (97)	342
Religious Non-Protestant/Catholic	23% (42)	29% (54)	18% (33)	7% (13)	7% (13)	16% (30)	185
Evangelical	14% (84)	18% (107)	19% (111)	18% (104)	10% (62)	21% (125)	594
Non-Evangelical	6% (41)	9% (66)	29% (212)	18% (130)	14% (102)	25% (183)	735
Community: Urban	17% (126)	21% (152)	25% (184)	10% (75)	10% (76)	16% (118)	729
Community: Suburban	4% (35)	12% (121)	27% (266)	19% (190)	14% (134)	24% (233)	978
Community: Rural	7% (37)	7% (35)	21% (103)	19% (92)	15% (75)	31% (154)	495
Employ: Private Sector	13% (97)	21% (155)	26% (195)	16% (115)	8% (59)	16% (120)	741
Employ: Government	11% (13)	22% (27)	26% (32)	17% (21)	14% (17)	11% (14)	123
Employ: Self-Employed	15% (35)	16% (37)	25% (59)	13% (30)	16% (36)	16% (37)	234
Employ: Homemaker	1% (2)	8% (11)	19% (29)	19% (29)	15% (22)	38% (56)	150
Employ: Retired	1% (7)	6% (32)	24% (135)	20% (108)	18% (97)	31% (173)	552
Employ: Unemployed	14% (30)	12% (26)	24% (51)	12% (25)	12% (26)	26% (55)	214
Employ: Other	4% (6)	5% (7)	26% (37)	16% (23)	17% (24)	32% (44)	140
Military HH: Yes	9% (30)	12% (39)	23% (74)	18% (60)	16% (52)	21% (68)	324
Military HH: No	9% (167)	14% (268)	25% (478)	16% (296)	12% (232)	23% (435)	1878
2022 House Vote: Democrat	11% (113)	17% (169)	28% (286)	14% (147)	12% (118)	19% (190)	1023
2022 House Vote: Republican	7% (39)	11% (64)	20% (115)	23% (130)	15% (86)	24% (134)	567
2022 House Vote: Someone else	5% (3)	9% (5)	33% (18)	6% (3)	26% (14)	20% (11)	53
2022 House Vote: Didn't Vote	7% (42)	12% (69)	24% (135)	14% (76)	12% (67)	30% (169)	559
2020 Vote: Joe Biden	11% (113)	16% (169)	28% (289)	15% (155)	12% (125)	19% (199)	1049
2020 Vote: Donald Trump	7% (40)	11% (68)	21% (129)	22% (132)	16% (96)	23% (141)	607
2020 Vote: Other	12% (7)	2% (1)	29% (16)	18% (10)	10% (6)	29% (16)	55
2020 Vote: Didn't Vote	7% (37)	14% (69)	24% (119)	12% (60)	12% (58)	30% (148)	490

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Table MCBR3_7: How likely are you to consider purchasing a product or service that...
Is powered by AI

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	9% (197)	14% (307)	25% (553)	16% (356)	13% (285)	23% (504)	2202
2018 House Vote: Democrat	11% (102)	16% (143)	27% (250)	14% (131)	13% (115)	19% (169)	911
2018 House Vote: Republican	8% (45)	11% (64)	20% (112)	22% (125)	15% (86)	23% (129)	560
2018 House Vote: Didnt Vote	7% (47)	14% (98)	26% (175)	13% (92)	11% (78)	29% (196)	686
4-Region: Northeast	10% (39)	14% (53)	27% (105)	13% (51)	13% (49)	24% (91)	386
4-Region: Midwest	5% (21)	11% (50)	26% (117)	19% (87)	15% (67)	25% (113)	455
4-Region: South	9% (72)	12% (104)	24% (204)	17% (140)	13% (107)	25% (212)	840
4-Region: West	13% (66)	19% (100)	24% (127)	15% (79)	12% (61)	17% (88)	521
First to Try a New Tech Product	20% (170)	23% (196)	27% (229)	10% (86)	6% (52)	13% (107)	841

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

**Table MCBR3_8: How likely are you to consider purchasing a product or service that...
Has AI-enhanced productivity**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	8% (175)	15% (326)	25% (552)	17% (380)	11% (242)	24% (528)	2202
Gender: Male	13% (138)	20% (217)	28% (297)	16% (175)	8% (90)	14% (149)	1065
Gender: Female	3% (37)	9% (105)	22% (252)	18% (205)	13% (151)	33% (373)	1121
Age: 18-34	15% (97)	19% (122)	25% (155)	15% (92)	7% (47)	19% (120)	631
Age: 35-44	9% (34)	25% (91)	27% (101)	13% (49)	9% (32)	17% (65)	372
Age: 45-64	5% (38)	12% (82)	29% (207)	18% (126)	11% (78)	25% (180)	711
Age: 65+	1% (6)	6% (31)	18% (89)	23% (113)	17% (85)	33% (162)	487
GenZers: 1997-2012	10% (22)	16% (36)	31% (69)	16% (35)	7% (16)	19% (42)	219
Millennials: 1981-1996	15% (106)	23% (165)	23% (166)	14% (99)	8% (55)	18% (127)	719
GenXers: 1965-1980	6% (30)	14% (73)	29% (155)	15% (83)	11% (61)	25% (135)	535
Baby Boomers: 1946-1964	2% (17)	7% (48)	23% (156)	22% (147)	15% (100)	30% (201)	669
PID: Dem (no lean)	11% (107)	20% (199)	26% (258)	15% (154)	9% (93)	19% (196)	1007
PID: Ind (no lean)	4% (24)	8% (50)	29% (173)	15% (92)	11% (68)	33% (198)	605
PID: Rep (no lean)	7% (43)	13% (78)	21% (122)	22% (133)	14% (81)	23% (133)	590
PID/Gender: Dem Men	17% (87)	27% (138)	27% (138)	15% (76)	6% (30)	10% (51)	519
PID/Gender: Dem Women	4% (20)	12% (58)	25% (120)	16% (79)	13% (61)	30% (144)	481
PID/Gender: Ind Men	6% (15)	11% (28)	37% (92)	14% (35)	9% (23)	23% (57)	250
PID/Gender: Ind Women	2% (9)	6% (20)	22% (78)	17% (58)	13% (45)	40% (137)	346
PID/Gender: Rep Men	12% (35)	17% (51)	23% (67)	22% (64)	12% (36)	14% (41)	296
PID/Gender: Rep Women	3% (8)	9% (27)	18% (54)	23% (68)	15% (45)	31% (92)	294
Ideo: Liberal (1-3)	8% (58)	18% (131)	25% (182)	16% (117)	11% (81)	22% (159)	728
Ideo: Moderate (4)	8% (52)	17% (104)	28% (170)	16% (99)	8% (48)	23% (143)	615
Ideo: Conservative (5-7)	9% (59)	13% (86)	21% (145)	21% (145)	13% (90)	23% (159)	684
Educ: < College	6% (91)	11% (153)	26% (370)	18% (260)	13% (183)	27% (382)	1439
Educ: Bachelors degree	9% (45)	20% (98)	25% (122)	17% (81)	8% (39)	21% (100)	485
Educ: Post-grad	14% (39)	27% (75)	22% (60)	14% (38)	7% (19)	17% (46)	278
Income: Under 50k	6% (70)	10% (110)	26% (298)	19% (211)	13% (147)	26% (296)	1132
Income: 50k-100k	6% (43)	19% (128)	25% (169)	16% (108)	10% (67)	24% (161)	675
Income: 100k+	16% (62)	22% (88)	22% (85)	16% (61)	7% (28)	18% (71)	395
Ethnicity: White	8% (130)	15% (253)	25% (418)	17% (288)	11% (195)	24% (415)	1699
Ethnicity: Hispanic	14% (54)	20% (75)	27% (104)	16% (59)	8% (31)	15% (56)	379

Continued on next page

**Table MCBR3_8: How likely are you to consider purchasing a product or service that...
Has AI-enhanced productivity**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	8% (175)	15% (326)	25% (552)	17% (380)	11% (242)	24% (528)	2202
Ethnicity: Black	11% (32)	13% (37)	26% (74)	16% (45)	12% (34)	21% (61)	283
Ethnicity: Other	6% (13)	16% (36)	27% (60)	21% (46)	6% (13)	24% (52)	220
All Christian	7% (74)	17% (168)	25% (252)	19% (193)	10% (99)	22% (222)	1008
All Non-Christian	21% (37)	32% (54)	14% (25)	7% (13)	8% (14)	17% (28)	171
Atheist	7% (7)	13% (13)	26% (25)	17% (17)	11% (11)	25% (24)	96
Agnostic/Nothing in particular	6% (33)	10% (57)	27% (160)	18% (106)	13% (78)	26% (150)	586
Something Else	7% (23)	10% (34)	26% (90)	15% (51)	12% (40)	30% (103)	342
Religious Non-Protestant/Catholic	20% (38)	29% (54)	17% (31)	9% (16)	8% (15)	17% (31)	185
Evangelical	11% (67)	19% (111)	21% (124)	17% (102)	9% (55)	23% (135)	594
Non-Evangelical	4% (29)	11% (84)	29% (211)	19% (138)	11% (82)	26% (192)	735
Community: Urban	15% (113)	22% (159)	26% (191)	12% (85)	8% (62)	16% (119)	729
Community: Suburban	4% (40)	13% (124)	25% (249)	20% (195)	12% (114)	26% (257)	978
Community: Rural	4% (22)	9% (43)	23% (112)	20% (100)	13% (66)	31% (152)	495
Employ: Private Sector	13% (96)	22% (165)	25% (186)	15% (110)	7% (51)	18% (133)	741
Employ: Government	9% (11)	25% (31)	21% (26)	22% (27)	9% (11)	15% (19)	123
Employ: Self-Employed	11% (25)	15% (35)	27% (64)	19% (44)	9% (22)	19% (44)	234
Employ: Homemaker	3% (4)	7% (10)	25% (37)	16% (23)	15% (23)	34% (51)	150
Employ: Retired	2% (9)	6% (35)	25% (140)	19% (108)	16% (88)	31% (172)	552
Employ: Unemployed	10% (21)	15% (33)	24% (52)	15% (31)	9% (20)	27% (57)	214
Employ: Other	4% (6)	6% (8)	25% (35)	21% (29)	17% (23)	28% (40)	140
Military HH: Yes	10% (31)	11% (36)	24% (79)	19% (60)	16% (52)	20% (65)	324
Military HH: No	8% (144)	15% (290)	25% (472)	17% (319)	10% (190)	25% (462)	1878
2022 House Vote: Democrat	10% (107)	19% (192)	25% (260)	16% (162)	9% (91)	21% (211)	1023
2022 House Vote: Republican	8% (43)	12% (67)	21% (119)	23% (129)	14% (80)	23% (130)	567
2022 House Vote: Someone else	4% (2)	4% (2)	40% (21)	9% (5)	5% (3)	37% (20)	53
2022 House Vote: Didn't Vote	4% (23)	12% (64)	27% (152)	15% (85)	12% (68)	30% (167)	559
2020 Vote: Joe Biden	10% (107)	18% (191)	27% (286)	15% (160)	9% (96)	20% (209)	1049
2020 Vote: Donald Trump	7% (45)	11% (64)	20% (124)	24% (148)	14% (83)	24% (144)	607
2020 Vote: Other	9% (5)	5% (3)	24% (13)	18% (10)	7% (4)	37% (20)	55
2020 Vote: Didn't Vote	4% (18)	14% (68)	26% (129)	13% (62)	12% (59)	32% (155)	490

Continued on next page

**Table MCBR3_8: How likely are you to consider purchasing a product or service that...
Has AI-enhanced productivity**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	8% (175)	15% (326)	25% (552)	17% (380)	11% (242)	24% (528)	2202
2018 House Vote: Democrat	10% (95)	18% (166)	26% (238)	16% (143)	9% (82)	21% (187)	911
2018 House Vote: Republican	7% (38)	13% (72)	20% (114)	23% (129)	13% (75)	24% (132)	560
2018 House Vote: Didnt Vote	6% (41)	13% (86)	27% (184)	14% (99)	12% (80)	29% (196)	686
4-Region: Northeast	7% (29)	16% (63)	28% (109)	12% (47)	12% (48)	24% (91)	386
4-Region: Midwest	5% (21)	12% (56)	25% (113)	19% (89)	12% (53)	27% (122)	455
4-Region: South	8% (68)	13% (112)	23% (196)	19% (161)	12% (102)	24% (200)	840
4-Region: West	11% (57)	18% (96)	26% (134)	16% (83)	7% (38)	22% (114)	521
First to Try a New Tech Product	17% (145)	26% (223)	25% (213)	13% (112)	6% (47)	12% (102)	841

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

**Table MCBR3_9: How likely are you to consider purchasing a product or service that...
Is supported by AI**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	8% (171)	14% (313)	27% (584)	16% (363)	12% (259)	23% (512)	2202
Gender: Male	13% (134)	20% (215)	29% (305)	16% (172)	10% (106)	13% (134)	1065
Gender: Female	3% (38)	8% (92)	25% (275)	17% (191)	14% (152)	33% (374)	1121
Age: 18-34	15% (93)	20% (125)	29% (183)	13% (83)	9% (56)	14% (91)	631
Age: 35-44	10% (39)	21% (78)	30% (111)	14% (51)	8% (28)	18% (66)	372
Age: 45-64	5% (38)	12% (83)	27% (191)	17% (121)	12% (85)	27% (194)	711
Age: 65+	— (2)	5% (26)	20% (99)	22% (109)	19% (91)	33% (161)	487
GenZers: 1997-2012	8% (16)	17% (38)	33% (73)	18% (38)	10% (23)	14% (31)	219
Millennials: 1981-1996	16% (114)	22% (158)	27% (196)	12% (86)	8% (55)	15% (111)	719
GenXers: 1965-1980	6% (33)	13% (68)	28% (148)	15% (80)	12% (63)	27% (143)	535
Baby Boomers: 1946-1964	1% (8)	7% (45)	24% (159)	21% (143)	17% (112)	30% (203)	669
PID: Dem (no lean)	12% (116)	18% (180)	27% (270)	14% (145)	10% (103)	19% (194)	1007
PID: Ind (no lean)	3% (18)	9% (54)	30% (181)	14% (85)	13% (79)	31% (187)	605
PID: Rep (no lean)	6% (37)	13% (78)	22% (132)	23% (133)	13% (77)	22% (132)	590
PID/Gender: Dem Men	17% (91)	25% (128)	27% (138)	14% (74)	6% (34)	10% (54)	519
PID/Gender: Dem Women	5% (25)	10% (49)	27% (132)	15% (70)	14% (67)	29% (137)	481
PID/Gender: Ind Men	5% (14)	12% (30)	37% (93)	14% (35)	14% (35)	17% (43)	250
PID/Gender: Ind Women	1% (4)	6% (22)	24% (85)	15% (50)	13% (44)	41% (142)	346
PID/Gender: Rep Men	10% (29)	19% (57)	25% (74)	21% (63)	12% (37)	12% (36)	296
PID/Gender: Rep Women	3% (8)	7% (21)	20% (59)	24% (70)	14% (41)	32% (95)	294
Ideo: Liberal (1-3)	9% (65)	17% (125)	27% (196)	15% (112)	12% (85)	20% (145)	728
Ideo: Moderate (4)	8% (48)	17% (103)	30% (186)	15% (92)	9% (54)	22% (134)	615
Ideo: Conservative (5-7)	8% (56)	12% (80)	22% (153)	20% (140)	14% (93)	24% (163)	684
Educ: < College	6% (80)	10% (149)	26% (375)	18% (265)	14% (201)	26% (369)	1439
Educ: Bachelors degree	10% (48)	20% (97)	29% (140)	13% (62)	8% (39)	21% (99)	485
Educ: Post-grad	15% (43)	24% (67)	25% (69)	13% (37)	7% (20)	16% (43)	278
Income: Under 50k	5% (55)	10% (118)	27% (303)	18% (204)	15% (164)	25% (287)	1132
Income: 50k-100k	8% (55)	17% (117)	27% (184)	16% (107)	9% (63)	22% (149)	675
Income: 100k+	15% (61)	20% (78)	24% (97)	13% (52)	8% (32)	19% (76)	395
Ethnicity: White	8% (129)	14% (233)	27% (451)	17% (284)	12% (201)	24% (401)	1699
Ethnicity: Hispanic	14% (53)	17% (66)	30% (115)	15% (55)	12% (45)	12% (45)	379

Continued on next page

**Table MCBR3_9: How likely are you to consider purchasing a product or service that...
Is supported by AI**

Demographic	Absolutely certain		Very likely		About 50-50		Not very likely		Would not consider		Don't Know / No Opinion		Total N
Adults	8%	(171)	14%	(313)	27%	(584)	16%	(363)	12%	(259)	23%	(512)	2202
Ethnicity: Black	9%	(26)	13%	(38)	26%	(72)	17%	(48)	13%	(36)	22%	(62)	283
Ethnicity: Other	7%	(16)	19%	(42)	27%	(60)	14%	(30)	10%	(23)	22%	(49)	220
All Christian	8%	(85)	15%	(151)	27%	(271)	18%	(185)	11%	(107)	21%	(209)	1008
All Non-Christian	21%	(37)	35%	(59)	14%	(24)	7%	(12)	7%	(12)	15%	(26)	171
Atheist	6%	(6)	9%	(9)	31%	(30)	15%	(14)	15%	(14)	24%	(23)	96
Agnostic/Nothing in particular	4%	(22)	11%	(66)	27%	(159)	18%	(105)	15%	(85)	25%	(148)	586
Something Else	7%	(23)	8%	(28)	29%	(100)	14%	(46)	12%	(40)	31%	(105)	342
Religious Non-Protestant/Catholic	20%	(38)	32%	(59)	17%	(31)	7%	(14)	8%	(15)	16%	(29)	185
Evangelical	12%	(71)	16%	(96)	25%	(146)	16%	(94)	9%	(54)	23%	(134)	594
Non-Evangelical	4%	(30)	10%	(75)	30%	(219)	19%	(137)	12%	(91)	25%	(183)	735
Community: Urban	16%	(115)	22%	(162)	25%	(184)	12%	(88)	9%	(65)	16%	(116)	729
Community: Suburban	4%	(35)	12%	(113)	30%	(289)	18%	(172)	14%	(133)	24%	(237)	978
Community: Rural	4%	(22)	8%	(38)	22%	(111)	21%	(103)	12%	(61)	32%	(159)	495
Employ: Private Sector	14%	(100)	21%	(158)	26%	(193)	15%	(111)	8%	(57)	16%	(122)	741
Employ: Government	7%	(9)	24%	(30)	30%	(37)	12%	(15)	9%	(11)	18%	(22)	123
Employ: Self-Employed	11%	(26)	14%	(33)	29%	(68)	19%	(44)	13%	(31)	14%	(32)	234
Employ: Homemaker	1%	(2)	7%	(10)	23%	(34)	20%	(30)	12%	(18)	38%	(57)	150
Employ: Retired	1%	(6)	8%	(42)	23%	(128)	19%	(107)	17%	(95)	31%	(173)	552
Employ: Unemployed	9%	(18)	11%	(25)	34%	(73)	11%	(24)	10%	(22)	24%	(52)	214
Employ: Other	4%	(5)	4%	(5)	26%	(36)	16%	(22)	16%	(23)	35%	(49)	140
Military HH: Yes	8%	(27)	13%	(43)	23%	(75)	21%	(67)	14%	(47)	20%	(66)	324
Military HH: No	8%	(144)	14%	(270)	27%	(509)	16%	(296)	11%	(213)	24%	(446)	1878
2022 House Vote: Democrat	11%	(108)	18%	(181)	28%	(286)	14%	(145)	10%	(100)	20%	(203)	1023
2022 House Vote: Republican	7%	(37)	12%	(69)	20%	(115)	23%	(130)	15%	(85)	23%	(130)	567
2022 House Vote: Someone else	5%	(3)	4%	(2)	33%	(17)	6%	(3)	31%	(17)	21%	(11)	53
2022 House Vote: Didn't Vote	4%	(23)	11%	(61)	30%	(165)	15%	(85)	10%	(57)	30%	(168)	559
2020 Vote: Joe Biden	10%	(108)	17%	(177)	28%	(294)	15%	(153)	10%	(105)	20%	(213)	1049
2020 Vote: Donald Trump	6%	(37)	11%	(67)	20%	(122)	24%	(146)	16%	(96)	23%	(140)	607
2020 Vote: Other	7%	(4)	5%	(3)	35%	(20)	14%	(8)	9%	(5)	29%	(16)	55
2020 Vote: Didn't Vote	5%	(22)	14%	(67)	30%	(148)	12%	(57)	11%	(54)	29%	(143)	490

Continued on next page

**Table MCBR3_9: How likely are you to consider purchasing a product or service that...
Is supported by AI**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	8% (171)	14% (313)	27% (584)	16% (363)	12% (259)	23% (512)	2202
2018 House Vote: Democrat	11% (100)	17% (157)	28% (251)	14% (125)	10% (92)	21% (187)	911
2018 House Vote: Republican	6% (33)	12% (68)	21% (118)	23% (130)	16% (89)	22% (122)	560
2018 House Vote: Didnt Vote	6% (38)	13% (86)	28% (195)	15% (101)	11% (74)	28% (192)	686
4-Region: Northeast	7% (26)	17% (67)	25% (96)	14% (55)	14% (55)	22% (86)	386
4-Region: Midwest	5% (21)	10% (48)	27% (122)	16% (72)	14% (62)	29% (131)	455
4-Region: South	8% (63)	13% (110)	24% (198)	20% (169)	11% (89)	25% (210)	840
4-Region: West	12% (62)	17% (89)	32% (167)	13% (66)	10% (54)	16% (84)	521
First to Try a New Tech Product	17% (141)	25% (213)	28% (235)	11% (96)	6% (53)	12% (104)	841

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

Table MCBR3_10: How likely are you to consider purchasing a product or service that...
Has AI text generation

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	8% (182)	13% (292)	26% (567)	16% (358)	12% (273)	24% (530)	2202
Gender: Male	13% (143)	19% (197)	29% (308)	16% (168)	9% (100)	14% (148)	1065
Gender: Female	3% (38)	8% (95)	22% (251)	17% (190)	15% (170)	34% (378)	1121
Age: 18-34	15% (96)	20% (126)	28% (179)	12% (76)	8% (49)	17% (106)	631
Age: 35-44	12% (43)	19% (71)	27% (102)	13% (49)	9% (35)	19% (72)	372
Age: 45-64	5% (38)	11% (80)	27% (195)	17% (120)	13% (90)	26% (188)	711
Age: 65+	1% (5)	3% (15)	19% (92)	23% (113)	20% (99)	33% (163)	487
GenZers: 1997-2012	6% (13)	18% (40)	34% (74)	15% (32)	10% (22)	17% (38)	219
Millennials: 1981-1996	17% (122)	21% (149)	26% (189)	12% (83)	8% (54)	17% (123)	719
GenXers: 1965-1980	6% (33)	12% (62)	28% (149)	16% (84)	14% (73)	25% (135)	535
Baby Boomers: 1946-1964	2% (13)	6% (40)	22% (148)	22% (144)	17% (115)	31% (209)	669
PID: Dem (no lean)	11% (115)	18% (177)	27% (267)	15% (146)	11% (107)	19% (195)	1007
PID: Ind (no lean)	4% (22)	8% (46)	27% (163)	15% (93)	14% (82)	33% (197)	605
PID: Rep (no lean)	7% (44)	12% (70)	23% (137)	20% (119)	14% (84)	23% (137)	590
PID/Gender: Dem Men	18% (93)	25% (132)	26% (134)	14% (73)	6% (32)	10% (54)	519
PID/Gender: Dem Women	5% (22)	9% (45)	27% (129)	15% (73)	15% (72)	29% (140)	481
PID/Gender: Ind Men	6% (15)	10% (24)	33% (83)	19% (49)	12% (29)	20% (50)	250
PID/Gender: Ind Women	2% (6)	6% (21)	22% (76)	13% (45)	15% (53)	42% (145)	346
PID/Gender: Rep Men	12% (35)	14% (42)	31% (91)	16% (46)	13% (39)	15% (44)	296
PID/Gender: Rep Women	3% (10)	10% (28)	16% (46)	25% (72)	15% (45)	32% (93)	294
Ideo: Liberal (1-3)	8% (58)	17% (123)	25% (185)	15% (107)	14% (99)	21% (157)	728
Ideo: Moderate (4)	9% (53)	15% (94)	29% (176)	16% (101)	9% (53)	22% (138)	615
Ideo: Conservative (5-7)	9% (63)	10% (66)	23% (159)	21% (141)	14% (97)	23% (158)	684
Educ: < College	7% (95)	10% (148)	25% (353)	18% (252)	15% (209)	27% (383)	1439
Educ: Bachelors degree	9% (43)	17% (85)	29% (141)	14% (70)	8% (41)	22% (105)	485
Educ: Post-grad	16% (44)	22% (60)	26% (73)	13% (36)	8% (23)	15% (42)	278
Income: Under 50k	5% (62)	10% (118)	26% (293)	17% (190)	15% (166)	27% (302)	1132
Income: 50k-100k	8% (52)	15% (98)	28% (190)	16% (111)	10% (69)	23% (154)	675
Income: 100k+	17% (68)	19% (75)	21% (84)	14% (57)	10% (38)	18% (73)	395
Ethnicity: White	8% (141)	13% (223)	24% (414)	17% (294)	12% (212)	24% (414)	1699
Ethnicity: Hispanic	14% (52)	21% (80)	28% (104)	14% (54)	14% (52)	10% (37)	379

Continued on next page

**Table MCBR3_10: How likely are you to consider purchasing a product or service that...
Has AI text generation**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	8% (182)	13% (292)	26% (567)	16% (358)	12% (273)	24% (530)	2202
Ethnicity: Black	9% (25)	14% (41)	30% (84)	12% (35)	13% (37)	22% (62)	283
Ethnicity: Other	7% (16)	13% (28)	31% (69)	13% (29)	11% (24)	24% (54)	220
All Christian	9% (87)	15% (149)	24% (241)	19% (191)	12% (120)	22% (220)	1008
All Non-Christian	22% (38)	30% (51)	21% (37)	6% (10)	7% (11)	14% (24)	171
Atheist	10% (10)	12% (12)	28% (27)	14% (13)	13% (12)	24% (23)	96
Agnostic/Nothing in particular	4% (26)	9% (51)	29% (171)	16% (95)	14% (84)	27% (158)	586
Something Else	6% (21)	9% (30)	27% (92)	14% (48)	13% (45)	31% (105)	342
Religious Non-Protestant/Catholic	21% (38)	29% (53)	23% (42)	6% (12)	7% (12)	15% (27)	185
Evangelical	12% (74)	16% (96)	21% (126)	16% (94)	11% (65)	23% (138)	594
Non-Evangelical	4% (30)	10% (75)	27% (200)	19% (143)	13% (99)	26% (188)	735
Community: Urban	16% (118)	20% (146)	26% (192)	11% (82)	8% (59)	18% (132)	729
Community: Suburban	4% (42)	11% (110)	27% (263)	19% (189)	13% (129)	25% (245)	978
Community: Rural	5% (23)	7% (37)	23% (111)	18% (87)	17% (84)	31% (153)	495
Employ: Private Sector	13% (100)	19% (143)	27% (197)	15% (112)	8% (57)	18% (133)	741
Employ: Government	9% (11)	22% (27)	26% (32)	14% (17)	15% (19)	14% (18)	123
Employ: Self-Employed	11% (25)	16% (36)	26% (61)	20% (46)	12% (29)	15% (36)	234
Employ: Homemaker	2% (4)	8% (12)	21% (32)	13% (20)	18% (26)	37% (56)	150
Employ: Retired	2% (9)	4% (23)	24% (131)	21% (115)	16% (91)	33% (183)	552
Employ: Unemployed	11% (24)	15% (33)	28% (60)	9% (20)	11% (23)	25% (54)	214
Employ: Other	4% (6)	5% (7)	28% (39)	16% (22)	18% (25)	29% (41)	140
Military HH: Yes	9% (30)	10% (31)	23% (76)	20% (66)	15% (50)	22% (71)	324
Military HH: No	8% (152)	14% (261)	26% (491)	16% (292)	12% (223)	24% (458)	1878
2022 House Vote: Democrat	11% (109)	17% (174)	27% (274)	15% (155)	11% (110)	20% (201)	1023
2022 House Vote: Republican	8% (44)	10% (55)	22% (126)	22% (127)	16% (90)	22% (125)	567
2022 House Vote: Someone else	6% (3)	7% (4)	25% (13)	11% (6)	17% (9)	35% (18)	53
2022 House Vote: Didnt Vote	5% (26)	11% (59)	28% (155)	13% (70)	11% (64)	33% (186)	559
2020 Vote: Joe Biden	10% (108)	17% (179)	26% (275)	15% (159)	11% (120)	20% (208)	1049
2020 Vote: Donald Trump	8% (46)	9% (57)	22% (133)	22% (135)	15% (90)	24% (146)	607
2020 Vote: Other	7% (4)	2% (1)	24% (13)	20% (11)	6% (3)	41% (23)	55
2020 Vote: Didn't Vote	5% (24)	11% (56)	30% (145)	11% (53)	12% (59)	31% (153)	490

Continued on next page

Table MCBR3_10: How likely are you to consider purchasing a product or service that...
Has AI text generation

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	8% (182)	13% (292)	26% (567)	16% (358)	12% (273)	24% (530)	2202
2018 House Vote: Democrat	11% (97)	16% (148)	26% (237)	16% (143)	11% (103)	20% (183)	911
2018 House Vote: Republican	8% (42)	10% (56)	24% (132)	21% (116)	15% (84)	23% (130)	560
2018 House Vote: Didnt Vote	6% (41)	12% (84)	27% (185)	13% (90)	12% (82)	30% (205)	686
4-Region: Northeast	6% (22)	20% (78)	24% (92)	12% (46)	13% (50)	26% (99)	386
4-Region: Midwest	4% (20)	7% (34)	24% (110)	22% (100)	14% (62)	28% (128)	455
4-Region: South	8% (71)	12% (99)	26% (217)	16% (137)	12% (103)	25% (213)	840
4-Region: West	13% (69)	16% (81)	28% (148)	14% (75)	11% (58)	17% (90)	521
First to Try a New Tech Product	17% (144)	25% (211)	29% (241)	10% (87)	6% (48)	13% (110)	841

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

Table MCBR3_11: How likely are you to consider purchasing a product or service that...

Is made with AI

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	8% (171)	14% (316)	26% (573)	17% (364)	12% (271)	23% (506)	2202
Gender: Male	13% (134)	20% (212)	29% (308)	15% (165)	11% (114)	12% (133)	1065
Gender: Female	3% (37)	9% (103)	23% (257)	18% (199)	14% (155)	33% (370)	1121
Age: 18-34	14% (87)	21% (135)	29% (182)	13% (81)	9% (56)	14% (90)	631
Age: 35-44	9% (34)	25% (92)	28% (104)	12% (46)	9% (33)	17% (62)	372
Age: 45-64	6% (41)	10% (68)	28% (202)	17% (122)	13% (91)	26% (187)	711
Age: 65+	2% (9)	4% (20)	18% (85)	24% (115)	19% (91)	34% (167)	487
GenZers: 1997-2012	6% (14)	19% (41)	37% (81)	14% (30)	11% (24)	13% (28)	219
Millennials: 1981-1996	15% (105)	24% (174)	26% (185)	13% (90)	8% (58)	15% (106)	719
GenXers: 1965-1980	6% (35)	12% (65)	27% (145)	15% (83)	13% (68)	26% (140)	535
Baby Boomers: 1946-1964	3% (18)	5% (31)	23% (156)	22% (148)	17% (111)	31% (207)	669
PID: Dem (no lean)	11% (109)	19% (196)	27% (276)	14% (141)	10% (97)	19% (190)	1007
PID: Ind (no lean)	3% (21)	7% (42)	30% (184)	16% (95)	14% (83)	30% (180)	605
PID: Rep (no lean)	7% (42)	13% (79)	19% (114)	22% (128)	15% (91)	23% (137)	590
PID/Gender: Dem Men	17% (89)	27% (138)	28% (144)	13% (69)	6% (30)	10% (50)	519
PID/Gender: Dem Women	4% (20)	12% (57)	27% (128)	15% (72)	14% (65)	29% (138)	481
PID/Gender: Ind Men	5% (13)	9% (22)	40% (100)	14% (35)	16% (39)	17% (42)	250
PID/Gender: Ind Women	2% (8)	5% (18)	23% (80)	18% (61)	13% (44)	39% (136)	346
PID/Gender: Rep Men	11% (33)	17% (51)	22% (64)	21% (62)	15% (45)	14% (41)	296
PID/Gender: Rep Women	3% (9)	9% (28)	17% (49)	23% (67)	16% (46)	33% (96)	294
Ideo: Liberal (1-3)	8% (61)	15% (107)	29% (208)	16% (116)	12% (86)	21% (150)	728
Ideo: Moderate (4)	7% (46)	19% (119)	29% (176)	16% (98)	9% (54)	20% (122)	615
Ideo: Conservative (5-7)	9% (61)	13% (86)	20% (137)	20% (138)	15% (105)	23% (157)	684
Educ: < College	6% (89)	11% (156)	25% (362)	17% (252)	14% (208)	26% (371)	1439
Educ: Bachelors degree	8% (38)	19% (93)	29% (141)	15% (75)	9% (44)	19% (94)	485
Educ: Post-grad	16% (44)	24% (67)	25% (70)	13% (38)	7% (19)	15% (41)	278
Income: Under 50k	6% (69)	9% (104)	27% (311)	18% (199)	15% (167)	25% (282)	1132
Income: 50k-100k	6% (42)	20% (134)	25% (168)	16% (106)	11% (78)	22% (148)	675
Income: 100k+	15% (60)	20% (78)	24% (94)	15% (60)	7% (26)	19% (76)	395
Ethnicity: White	7% (121)	15% (253)	26% (438)	16% (274)	13% (215)	23% (399)	1699
Ethnicity: Hispanic	12% (47)	23% (86)	31% (119)	11% (43)	13% (49)	9% (36)	379

Continued on next page

Table MCBR3_11: How likely are you to consider purchasing a product or service that...*Is made with AI*

Demographic	Absolutely certain		Very likely		About 50-50		Not very likely		Would not consider		Don't Know / No Opinion		Total N
Adults	8%	(171)	14%	(316)	26%	(573)	17%	(364)	12%	(271)	23%	(506)	2202
Ethnicity: Black	12%	(33)	12%	(34)	25%	(72)	19%	(53)	13%	(37)	20%	(55)	283
Ethnicity: Other	8%	(18)	13%	(29)	29%	(64)	17%	(38)	9%	(20)	24%	(52)	220
All Christian	8%	(82)	15%	(154)	26%	(258)	18%	(182)	12%	(116)	21%	(215)	1008
All Non-Christian	24%	(41)	29%	(49)	21%	(36)	7%	(12)	6%	(11)	12%	(21)	171
Atheist	6%	(6)	10%	(10)	28%	(27)	17%	(16)	14%	(14)	25%	(24)	96
Agnostic/Nothing in particular	4%	(25)	10%	(59)	30%	(174)	16%	(95)	15%	(89)	24%	(143)	586
Something Else	5%	(17)	13%	(45)	23%	(78)	17%	(59)	12%	(41)	30%	(103)	342
Religious Non-Protestant/Catholic	23%	(42)	26%	(49)	23%	(42)	8%	(15)	6%	(12)	13%	(25)	185
Evangelical	11%	(67)	20%	(118)	20%	(119)	17%	(102)	10%	(62)	21%	(126)	594
Non-Evangelical	4%	(30)	10%	(73)	28%	(209)	19%	(138)	13%	(95)	26%	(191)	735
Community: Urban	16%	(114)	21%	(150)	26%	(188)	14%	(102)	9%	(68)	15%	(107)	729
Community: Suburban	4%	(35)	13%	(123)	28%	(275)	18%	(172)	14%	(135)	24%	(238)	978
Community: Rural	5%	(22)	9%	(43)	22%	(110)	18%	(90)	14%	(68)	33%	(161)	495
Employ: Private Sector	12%	(89)	22%	(164)	27%	(199)	15%	(109)	8%	(59)	16%	(120)	741
Employ: Government	6%	(7)	32%	(39)	28%	(35)	10%	(13)	7%	(8)	18%	(22)	123
Employ: Self-Employed	11%	(25)	18%	(41)	30%	(70)	14%	(33)	13%	(31)	14%	(33)	234
Employ: Homemaker	3%	(4)	7%	(11)	21%	(31)	17%	(25)	15%	(23)	37%	(55)	150
Employ: Retired	3%	(18)	5%	(29)	21%	(115)	21%	(117)	18%	(99)	32%	(174)	552
Employ: Unemployed	8%	(17)	11%	(23)	32%	(67)	13%	(28)	12%	(25)	25%	(53)	214
Employ: Other	4%	(5)	3%	(5)	28%	(39)	19%	(26)	17%	(23)	30%	(42)	140
Military HH: Yes	10%	(31)	10%	(34)	21%	(70)	22%	(71)	15%	(48)	22%	(71)	324
Military HH: No	7%	(140)	15%	(282)	27%	(504)	16%	(294)	12%	(223)	23%	(435)	1878
2022 House Vote: Democrat	10%	(105)	19%	(197)	27%	(278)	14%	(148)	10%	(97)	19%	(198)	1023
2022 House Vote: Republican	8%	(45)	9%	(50)	20%	(116)	23%	(130)	18%	(100)	22%	(126)	567
2022 House Vote: Someone else	7%	(3)	7%	(4)	32%	(17)	10%	(5)	17%	(9)	28%	(15)	53
2022 House Vote: Didn't Vote	3%	(17)	12%	(65)	29%	(163)	15%	(81)	12%	(65)	30%	(167)	559
2020 Vote: Joe Biden	10%	(108)	17%	(180)	27%	(288)	16%	(164)	10%	(103)	20%	(206)	1049
2020 Vote: Donald Trump	7%	(44)	10%	(62)	21%	(125)	22%	(135)	16%	(99)	23%	(142)	607
2020 Vote: Other	7%	(4)	3%	(2)	35%	(19)	13%	(7)	11%	(6)	31%	(17)	55
2020 Vote: Didn't Vote	3%	(15)	15%	(73)	29%	(142)	12%	(58)	13%	(63)	29%	(140)	490

Continued on next page

Table MCBR3_11: How likely are you to consider purchasing a product or service that...
Is made with AI

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	8% (171)	14% (316)	26% (573)	17% (364)	12% (271)	23% (506)	2202
2018 House Vote: Democrat	11% (101)	17% (156)	28% (252)	14% (131)	10% (91)	20% (181)	911
2018 House Vote: Republican	7% (38)	12% (66)	19% (107)	23% (129)	17% (94)	23% (127)	560
2018 House Vote: Didnt Vote	5% (32)	13% (91)	29% (196)	14% (96)	12% (81)	28% (190)	686
4-Region: Northeast	7% (25)	13% (52)	28% (106)	16% (61)	13% (49)	24% (93)	386
4-Region: Midwest	5% (22)	8% (36)	27% (124)	19% (86)	14% (64)	27% (124)	455
4-Region: South	8% (65)	13% (112)	26% (215)	17% (143)	12% (103)	24% (201)	840
4-Region: West	11% (59)	22% (117)	24% (127)	14% (75)	11% (55)	17% (88)	521
First to Try a New Tech Product	16% (134)	26% (222)	28% (239)	11% (91)	6% (51)	12% (103)	841

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

Table MCBR3_12: How likely are you to consider purchasing a product or service that...
Includes AI

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	8% (183)	15% (322)	26% (566)	15% (339)	12% (264)	24% (528)	2202
Gender: Male	13% (143)	20% (210)	27% (288)	15% (164)	10% (107)	14% (154)	1065
Gender: Female	3% (39)	10% (108)	24% (274)	16% (175)	14% (155)	33% (371)	1121
Age: 18-34	14% (89)	22% (138)	28% (175)	11% (67)	9% (57)	17% (105)	631
Age: 35-44	11% (40)	22% (81)	28% (103)	14% (51)	8% (28)	18% (69)	372
Age: 45-64	7% (49)	10% (72)	27% (191)	16% (115)	13% (90)	27% (195)	711
Age: 65+	1% (6)	6% (30)	20% (97)	22% (105)	18% (89)	33% (160)	487
GenZers: 1997-2012	10% (22)	16% (36)	35% (77)	12% (27)	14% (31)	12% (27)	219
Millennials: 1981-1996	15% (106)	24% (170)	25% (183)	11% (82)	6% (46)	18% (131)	719
GenXers: 1965-1980	6% (30)	13% (70)	28% (151)	15% (79)	13% (68)	26% (137)	535
Baby Boomers: 1946-1964	4% (25)	6% (40)	22% (147)	21% (140)	17% (111)	31% (205)	669
PID: Dem (no lean)	11% (114)	20% (197)	26% (260)	14% (140)	10% (103)	19% (194)	1007
PID: Ind (no lean)	3% (16)	8% (47)	31% (187)	13% (80)	13% (78)	33% (197)	605
PID: Rep (no lean)	9% (54)	13% (78)	20% (118)	20% (119)	14% (84)	23% (138)	590
PID/Gender: Dem Men	17% (90)	26% (135)	25% (131)	14% (71)	7% (36)	11% (56)	519
PID/Gender: Dem Women	5% (24)	12% (59)	27% (129)	14% (70)	13% (65)	28% (135)	481
PID/Gender: Ind Men	4% (10)	9% (23)	39% (99)	14% (35)	11% (27)	22% (56)	250
PID/Gender: Ind Women	2% (5)	6% (22)	24% (84)	13% (45)	14% (50)	40% (139)	346
PID/Gender: Rep Men	15% (44)	17% (52)	20% (58)	20% (58)	15% (43)	14% (41)	296
PID/Gender: Rep Women	3% (10)	9% (27)	20% (60)	21% (61)	14% (40)	33% (97)	294
Ideo: Liberal (1-3)	9% (62)	18% (128)	27% (195)	14% (101)	11% (80)	22% (160)	728
Ideo: Moderate (4)	10% (59)	16% (96)	30% (184)	14% (84)	10% (59)	22% (134)	615
Ideo: Conservative (5-7)	8% (58)	14% (93)	20% (136)	21% (141)	14% (98)	23% (159)	684
Educ: < College	7% (99)	11% (159)	25% (364)	16% (231)	14% (196)	27% (388)	1439
Educ: Bachelors degree	8% (40)	19% (94)	29% (142)	13% (65)	10% (47)	20% (97)	485
Educ: Post-grad	16% (44)	25% (69)	21% (60)	15% (42)	7% (20)	16% (44)	278
Income: Under 50k	6% (70)	11% (121)	26% (294)	16% (176)	14% (163)	27% (307)	1132
Income: 50k-100k	7% (49)	19% (126)	25% (171)	17% (113)	10% (70)	22% (148)	675
Income: 100k+	16% (65)	19% (75)	26% (101)	13% (50)	8% (31)	19% (73)	395
Ethnicity: White	8% (138)	15% (255)	25% (422)	15% (262)	12% (202)	25% (421)	1699
Ethnicity: Hispanic	16% (62)	22% (84)	27% (101)	10% (37)	11% (43)	14% (54)	379

Continued on next page

Table MCBR3_12: How likely are you to consider purchasing a product or service that...

Includes AI

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	8% (183)	15% (322)	26% (566)	15% (339)	12% (264)	24% (528)	2202
Ethnicity: Black	12% (33)	10% (27)	28% (79)	16% (47)	15% (41)	20% (56)	283
Ethnicity: Other	6% (12)	18% (40)	29% (65)	14% (30)	10% (21)	23% (51)	220
All Christian	9% (91)	16% (163)	26% (259)	17% (169)	11% (108)	22% (219)	1008
All Non-Christian	24% (40)	34% (59)	17% (29)	4% (7)	7% (11)	14% (24)	171
Atheist	8% (8)	11% (10)	30% (29)	15% (14)	14% (14)	22% (21)	96
Agnostic/Nothing in particular	4% (22)	9% (55)	28% (166)	17% (100)	14% (84)	27% (158)	586
Something Else	6% (22)	10% (34)	25% (84)	14% (49)	14% (46)	31% (106)	342
Religious Non-Protestant/Catholic	22% (41)	32% (59)	18% (33)	6% (11)	7% (12)	15% (28)	185
Evangelical	13% (75)	18% (109)	19% (115)	16% (94)	11% (64)	23% (138)	594
Non-Evangelical	5% (35)	11% (81)	30% (223)	16% (117)	12% (92)	25% (187)	735
Community: Urban	14% (104)	24% (175)	25% (179)	11% (79)	10% (71)	16% (120)	729
Community: Suburban	5% (45)	12% (118)	28% (271)	18% (172)	13% (122)	26% (250)	978
Community: Rural	7% (34)	6% (29)	23% (115)	18% (88)	14% (71)	32% (158)	495
Employ: Private Sector	14% (101)	20% (148)	29% (211)	13% (95)	8% (63)	17% (123)	741
Employ: Government	13% (16)	24% (30)	31% (38)	14% (17)	5% (7)	12% (15)	123
Employ: Self-Employed	7% (17)	19% (45)	26% (61)	15% (36)	12% (29)	20% (46)	234
Employ: Homemaker	2% (3)	9% (14)	23% (34)	11% (17)	14% (21)	40% (60)	150
Employ: Retired	2% (12)	7% (40)	22% (121)	21% (116)	16% (91)	31% (173)	552
Employ: Unemployed	12% (25)	16% (33)	23% (48)	14% (31)	11% (23)	25% (54)	214
Employ: Other	4% (5)	3% (5)	24% (34)	14% (19)	18% (26)	37% (52)	140
Military HH: Yes	8% (27)	12% (38)	24% (79)	19% (62)	14% (47)	22% (72)	324
Military HH: No	8% (156)	15% (284)	26% (487)	15% (277)	12% (217)	24% (456)	1878
2022 House Vote: Democrat	11% (109)	19% (196)	27% (280)	14% (139)	11% (108)	19% (191)	1023
2022 House Vote: Republican	7% (41)	11% (64)	20% (113)	22% (125)	16% (89)	24% (135)	567
2022 House Vote: Someone else	5% (3)	3% (2)	34% (18)	9% (5)	8% (4)	40% (21)	53
2022 House Vote: Didn't Vote	6% (31)	11% (60)	28% (155)	12% (69)	11% (62)	32% (181)	559
2020 Vote: Joe Biden	10% (104)	17% (183)	28% (297)	13% (140)	11% (117)	20% (209)	1049
2020 Vote: Donald Trump	8% (47)	12% (70)	19% (114)	23% (137)	15% (88)	25% (151)	607
2020 Vote: Other	7% (4)	5% (3)	34% (19)	16% (9)	9% (5)	30% (16)	55
2020 Vote: Didn't Vote	6% (29)	13% (66)	28% (136)	11% (53)	11% (54)	31% (152)	490

Continued on next page

Table MCBR3_12: How likely are you to consider purchasing a product or service that...
 Includes AI

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	8% (183)	15% (322)	26% (566)	15% (339)	12% (264)	24% (528)	2202
2018 House Vote: Democrat	10% (96)	17% (159)	28% (253)	14% (130)	11% (102)	19% (171)	911
2018 House Vote: Republican	9% (52)	10% (55)	19% (109)	23% (126)	14% (80)	25% (139)	560
2018 House Vote: Didnt Vote	5% (34)	15% (103)	27% (188)	11% (74)	11% (78)	30% (208)	686
4-Region: Northeast	8% (29)	17% (64)	28% (107)	12% (46)	12% (47)	24% (92)	386
4-Region: Midwest	5% (23)	8% (37)	28% (127)	19% (86)	14% (64)	26% (118)	455
4-Region: South	9% (72)	12% (101)	25% (212)	15% (129)	12% (102)	27% (223)	840
4-Region: West	11% (59)	23% (119)	23% (120)	15% (78)	10% (51)	18% (95)	521
First to Try a New Tech Product	17% (147)	26% (216)	26% (219)	11% (89)	7% (60)	13% (111)	841

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

**Table MCBR3_13: How likely are you to consider purchasing a product or service that...
Has AI image generation**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	8% (184)	13% (286)	26% (571)	16% (361)	12% (268)	24% (532)	2202
Gender: Male	13% (135)	18% (187)	29% (304)	17% (185)	9% (101)	14% (153)	1065
Gender: Female	4% (45)	9% (98)	23% (263)	16% (175)	15% (163)	34% (376)	1121
Age: 18-34	15% (93)	19% (119)	30% (191)	12% (75)	8% (53)	16% (100)	631
Age: 35-44	12% (46)	19% (71)	26% (95)	16% (59)	7% (25)	20% (75)	372
Age: 45-64	5% (39)	11% (75)	27% (192)	17% (119)	14% (102)	26% (186)	711
Age: 65+	1% (7)	4% (20)	19% (93)	22% (108)	18% (88)	35% (171)	487
GenZers: 1997-2012	10% (21)	10% (23)	43% (93)	14% (30)	10% (22)	14% (30)	219
Millennials: 1981-1996	16% (115)	22% (159)	24% (174)	13% (95)	7% (49)	18% (128)	719
GenXers: 1965-1980	6% (32)	12% (64)	26% (140)	16% (87)	14% (74)	26% (139)	535
Baby Boomers: 1946-1964	2% (16)	6% (37)	24% (158)	19% (130)	18% (118)	31% (211)	669
PID: Dem (no lean)	12% (124)	17% (171)	26% (262)	14% (139)	12% (116)	19% (196)	1007
PID: Ind (no lean)	3% (18)	8% (48)	30% (183)	16% (98)	11% (65)	32% (192)	605
PID: Rep (no lean)	7% (42)	11% (67)	21% (126)	21% (125)	15% (86)	24% (144)	590
PID/Gender: Dem Men	17% (90)	22% (117)	26% (137)	15% (79)	8% (40)	11% (56)	519
PID/Gender: Dem Women	6% (30)	11% (54)	26% (125)	12% (59)	15% (74)	29% (139)	481
PID/Gender: Ind Men	4% (10)	11% (29)	36% (89)	19% (47)	8% (21)	22% (55)	250
PID/Gender: Ind Women	2% (7)	6% (19)	26% (91)	15% (50)	12% (42)	39% (136)	346
PID/Gender: Rep Men	12% (34)	14% (42)	27% (79)	20% (59)	13% (39)	14% (43)	296
PID/Gender: Rep Women	3% (8)	8% (25)	16% (48)	22% (66)	16% (47)	34% (102)	294
Ideo: Liberal (1-3)	9% (65)	15% (110)	27% (194)	14% (100)	13% (95)	23% (164)	728
Ideo: Moderate (4)	9% (57)	16% (97)	29% (181)	17% (102)	8% (47)	21% (130)	615
Ideo: Conservative (5-7)	8% (58)	11% (72)	21% (145)	21% (144)	15% (102)	24% (164)	684
Educ: < College	6% (92)	9% (135)	26% (378)	17% (240)	14% (205)	27% (389)	1439
Educ: Bachelors degree	11% (51)	17% (82)	27% (132)	16% (75)	9% (44)	21% (101)	485
Educ: Post-grad	15% (41)	25% (69)	22% (61)	16% (45)	7% (19)	15% (43)	278
Income: Under 50k	6% (70)	8% (95)	28% (321)	16% (175)	15% (174)	26% (297)	1132
Income: 50k-100k	7% (50)	16% (109)	25% (169)	18% (122)	10% (68)	23% (158)	675
Income: 100k+	16% (65)	20% (81)	21% (82)	16% (63)	7% (26)	20% (78)	395
Ethnicity: White	7% (127)	13% (225)	25% (420)	17% (287)	13% (218)	25% (422)	1699
Ethnicity: Hispanic	13% (50)	15% (58)	31% (118)	13% (50)	14% (54)	13% (49)	379

Continued on next page

Table MCBR3_13: How likely are you to consider purchasing a product or service that...
Has AI image generation

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	8% (184)	13% (286)	26% (571)	16% (361)	12% (268)	24% (532)	2202
Ethnicity: Black	13% (36)	11% (32)	29% (82)	13% (37)	12% (34)	22% (61)	283
Ethnicity: Other	9% (21)	13% (29)	32% (69)	16% (36)	7% (16)	22% (49)	220
All Christian	8% (84)	15% (153)	25% (252)	18% (181)	12% (120)	22% (218)	1008
All Non-Christian	23% (39)	28% (48)	19% (32)	8% (14)	6% (10)	16% (28)	171
Atheist	9% (8)	7% (6)	28% (27)	19% (18)	17% (16)	20% (20)	96
Agnostic/Nothing in particular	6% (34)	7% (44)	29% (167)	17% (100)	14% (81)	27% (160)	586
Something Else	5% (18)	10% (35)	27% (93)	14% (48)	12% (41)	31% (107)	342
Religious Non-Protestant/Catholic	21% (39)	26% (48)	19% (36)	10% (19)	5% (10)	17% (31)	185
Evangelical	12% (69)	16% (97)	23% (139)	16% (92)	11% (63)	22% (134)	594
Non-Evangelical	4% (29)	11% (81)	27% (202)	18% (130)	13% (98)	26% (195)	735
Community: Urban	16% (117)	20% (147)	25% (181)	14% (103)	8% (62)	16% (119)	729
Community: Suburban	4% (40)	10% (102)	29% (279)	17% (170)	14% (137)	26% (250)	978
Community: Rural	6% (27)	7% (36)	22% (111)	18% (88)	14% (69)	33% (163)	495
Employ: Private Sector	14% (107)	18% (132)	26% (190)	16% (119)	9% (68)	17% (125)	741
Employ: Government	6% (7)	29% (36)	23% (29)	14% (17)	7% (8)	21% (26)	123
Employ: Self-Employed	9% (22)	19% (44)	25% (59)	19% (43)	9% (21)	19% (44)	234
Employ: Homemaker	3% (5)	7% (11)	23% (35)	12% (18)	18% (26)	37% (55)	150
Employ: Retired	2% (12)	6% (33)	23% (129)	20% (108)	17% (91)	32% (178)	552
Employ: Unemployed	9% (19)	9% (18)	30% (64)	14% (29)	13% (28)	25% (54)	214
Employ: Other	5% (7)	4% (6)	33% (47)	13% (18)	15% (21)	30% (42)	140
Military HH: Yes	9% (30)	10% (32)	21% (68)	22% (70)	15% (50)	23% (74)	324
Military HH: No	8% (154)	13% (253)	27% (503)	15% (291)	12% (218)	24% (458)	1878
2022 House Vote: Democrat	11% (113)	17% (171)	27% (279)	15% (149)	11% (110)	20% (201)	1023
2022 House Vote: Republican	6% (33)	10% (58)	22% (122)	23% (131)	16% (88)	24% (135)	567
2022 House Vote: Someone else	— (0)	9% (5)	29% (15)	17% (9)	2% (1)	42% (22)	53
2022 House Vote: Didn't Vote	7% (39)	9% (51)	28% (154)	13% (72)	12% (68)	31% (174)	559
2020 Vote: Joe Biden	11% (113)	16% (169)	27% (280)	15% (152)	12% (123)	20% (212)	1049
2020 Vote: Donald Trump	5% (33)	9% (55)	22% (136)	23% (139)	15% (92)	25% (152)	607
2020 Vote: Other	7% (4)	7% (4)	29% (16)	17% (9)	11% (6)	29% (16)	55
2020 Vote: Didn't Vote	7% (34)	12% (58)	28% (138)	12% (60)	10% (48)	31% (152)	490

Continued on next page

**Table MCBR3_13: How likely are you to consider purchasing a product or service that...
Has AI image generation**

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	8% (184)	13% (286)	26% (571)	16% (361)	12% (268)	24% (532)	2202
2018 House Vote: Democrat	12% (105)	17% (153)	24% (222)	15% (141)	11% (103)	21% (187)	911
2018 House Vote: Republican	7% (39)	10% (53)	22% (123)	23% (127)	13% (75)	25% (142)	560
2018 House Vote: Didnt Vote	6% (39)	11% (76)	31% (210)	12% (81)	12% (86)	28% (194)	686
4-Region: Northeast	5% (20)	16% (61)	26% (99)	15% (60)	13% (52)	25% (95)	386
4-Region: Midwest	6% (26)	8% (36)	26% (119)	18% (83)	13% (59)	29% (132)	455
4-Region: South	9% (74)	11% (91)	26% (216)	16% (134)	13% (111)	25% (213)	840
4-Region: West	12% (64)	19% (98)	26% (137)	16% (84)	9% (46)	18% (93)	521
First to Try a New Tech Product	17% (144)	21% (179)	29% (244)	13% (106)	7% (62)	13% (107)	841

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

Table MCBR3_14: How likely are you to consider purchasing a product or service that...
Runs on AI

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	7% (156)	14% (317)	25% (551)	17% (377)	13% (276)	24% (525)	2202
Gender: Male	11% (121)	21% (221)	28% (294)	16% (166)	11% (114)	14% (148)	1065
Gender: Female	3% (35)	8% (90)	23% (253)	19% (210)	14% (160)	33% (373)	1121
Age: 18-34	13% (83)	21% (135)	27% (170)	14% (87)	9% (57)	16% (99)	631
Age: 35-44	8% (31)	23% (85)	28% (103)	17% (62)	7% (26)	17% (65)	372
Age: 45-64	5% (35)	11% (80)	26% (186)	17% (121)	14% (101)	27% (189)	711
Age: 65+	1% (7)	3% (17)	19% (92)	22% (107)	19% (93)	35% (171)	487
GenZers: 1997-2012	6% (14)	21% (47)	33% (71)	16% (35)	11% (24)	13% (28)	219
Millennials: 1981-1996	14% (99)	23% (162)	25% (182)	15% (105)	7% (51)	17% (120)	719
GenXers: 1965-1980	5% (29)	13% (72)	27% (144)	16% (86)	13% (70)	25% (135)	535
Baby Boomers: 1946-1964	2% (14)	5% (34)	22% (146)	20% (135)	18% (122)	33% (218)	669
PID: Dem (no lean)	11% (110)	18% (182)	25% (254)	16% (158)	11% (111)	19% (193)	1007
PID: Ind (no lean)	3% (16)	9% (57)	28% (170)	16% (97)	12% (70)	32% (194)	605
PID: Rep (no lean)	5% (31)	13% (77)	22% (127)	21% (122)	16% (95)	23% (139)	590
PID/Gender: Dem Men	17% (88)	26% (132)	25% (131)	13% (69)	9% (46)	10% (51)	519
PID/Gender: Dem Women	4% (21)	10% (46)	25% (122)	18% (89)	13% (64)	29% (140)	481
PID/Gender: Ind Men	4% (10)	14% (36)	34% (85)	16% (41)	10% (26)	21% (53)	250
PID/Gender: Ind Women	2% (6)	6% (19)	24% (82)	16% (56)	13% (44)	40% (138)	346
PID/Gender: Rep Men	8% (23)	18% (53)	26% (77)	19% (56)	14% (43)	15% (44)	296
PID/Gender: Rep Women	3% (8)	8% (25)	17% (50)	22% (65)	18% (52)	32% (95)	294
Ideo: Liberal (1-3)	8% (57)	16% (119)	24% (178)	17% (125)	12% (86)	22% (163)	728
Ideo: Moderate (4)	6% (37)	19% (118)	29% (179)	16% (98)	10% (58)	20% (126)	615
Ideo: Conservative (5-7)	8% (58)	10% (71)	22% (148)	20% (136)	16% (108)	24% (163)	684
Educ: < College	5% (70)	11% (162)	24% (352)	19% (267)	15% (209)	26% (379)	1439
Educ: Bachelors degree	9% (42)	19% (93)	28% (134)	14% (69)	9% (43)	21% (103)	485
Educ: Post-grad	16% (45)	22% (61)	23% (65)	14% (40)	9% (25)	15% (43)	278
Income: Under 50k	5% (53)	11% (126)	25% (282)	18% (209)	15% (169)	26% (293)	1132
Income: 50k-100k	5% (32)	18% (122)	26% (177)	18% (121)	11% (77)	22% (146)	675
Income: 100k+	18% (71)	17% (69)	23% (92)	12% (47)	8% (30)	22% (86)	395
Ethnicity: White	7% (116)	14% (244)	25% (416)	17% (294)	13% (216)	24% (414)	1699
Ethnicity: Hispanic	10% (38)	20% (75)	29% (110)	18% (68)	11% (41)	12% (46)	379

Continued on next page

Table MCBR3_14: How likely are you to consider purchasing a product or service that...

Runs on AI

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	7% (156)	14% (317)	25% (551)	17% (377)	13% (276)	24% (525)	2202
Ethnicity: Black	9% (26)	14% (39)	28% (80)	15% (42)	15% (41)	20% (56)	283
Ethnicity: Other	7% (15)	16% (35)	25% (55)	19% (41)	9% (19)	25% (55)	220
All Christian	8% (76)	15% (150)	25% (250)	19% (192)	12% (121)	22% (219)	1008
All Non-Christian	21% (36)	28% (49)	20% (34)	6% (10)	9% (15)	16% (27)	171
Atheist	7% (7)	9% (9)	31% (30)	14% (14)	14% (13)	25% (24)	96
Agnostic/Nothing in particular	3% (20)	12% (72)	27% (156)	18% (105)	14% (82)	26% (151)	586
Something Else	5% (18)	11% (38)	24% (82)	16% (55)	13% (45)	30% (103)	342
Religious Non-Protestant/Catholic	19% (36)	28% (51)	20% (37)	9% (16)	8% (15)	16% (30)	185
Evangelical	11% (67)	19% (111)	20% (117)	18% (108)	10% (60)	22% (132)	594
Non-Evangelical	3% (25)	10% (73)	28% (207)	18% (134)	14% (106)	26% (191)	735
Community: Urban	15% (108)	21% (156)	24% (178)	13% (92)	10% (73)	17% (121)	729
Community: Suburban	3% (28)	12% (122)	27% (259)	19% (186)	13% (131)	26% (252)	978
Community: Rural	4% (20)	8% (38)	23% (114)	20% (98)	15% (72)	31% (152)	495
Employ: Private Sector	12% (89)	22% (163)	26% (195)	15% (112)	8% (61)	17% (123)	741
Employ: Government	8% (9)	20% (25)	23% (29)	20% (25)	8% (10)	21% (26)	123
Employ: Self-Employed	9% (21)	16% (38)	26% (61)	18% (43)	14% (32)	17% (39)	234
Employ: Homemaker	2% (2)	8% (12)	19% (29)	19% (28)	15% (22)	37% (56)	150
Employ: Retired	2% (11)	6% (33)	23% (129)	20% (109)	17% (94)	32% (177)	552
Employ: Unemployed	7% (16)	14% (31)	29% (62)	12% (25)	12% (25)	26% (55)	214
Employ: Other	4% (6)	4% (5)	23% (33)	18% (25)	21% (29)	31% (43)	140
Military HH: Yes	8% (27)	11% (35)	23% (76)	18% (59)	17% (55)	22% (72)	324
Military HH: No	7% (130)	15% (282)	25% (475)	17% (317)	12% (221)	24% (453)	1878
2022 House Vote: Democrat	10% (106)	17% (177)	26% (271)	16% (159)	11% (110)	20% (200)	1023
2022 House Vote: Republican	6% (33)	11% (64)	20% (114)	22% (127)	17% (98)	23% (130)	567
2022 House Vote: Someone else	1% (1)	17% (9)	24% (13)	8% (4)	10% (5)	41% (22)	53
2022 House Vote: Didn't Vote	3% (17)	12% (67)	28% (154)	15% (86)	11% (63)	31% (173)	559
2020 Vote: Joe Biden	10% (104)	17% (179)	26% (272)	16% (168)	11% (118)	20% (207)	1049
2020 Vote: Donald Trump	5% (33)	11% (68)	21% (126)	21% (130)	17% (102)	24% (149)	607
2020 Vote: Other	10% (6)	8% (4)	30% (17)	16% (9)	5% (3)	31% (17)	55
2020 Vote: Didn't Vote	3% (14)	13% (65)	28% (136)	14% (70)	11% (54)	31% (153)	490

Continued on next page

Table MCBR3_14: How likely are you to consider purchasing a product or service that...
 Runs on AI

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	7% (156)	14% (317)	25% (551)	17% (377)	13% (276)	24% (525)	2202
2018 House Vote: Democrat	10% (93)	17% (152)	26% (235)	16% (148)	11% (102)	20% (180)	911
2018 House Vote: Republican	6% (34)	12% (69)	20% (111)	22% (122)	16% (90)	24% (136)	560
2018 House Vote: Didnt Vote	4% (30)	13% (90)	28% (191)	14% (97)	12% (80)	29% (199)	686
4-Region: Northeast	6% (24)	13% (52)	27% (104)	13% (51)	16% (61)	24% (94)	386
4-Region: Midwest	4% (19)	9% (41)	25% (114)	20% (91)	14% (63)	28% (126)	455
4-Region: South	6% (54)	14% (115)	25% (213)	17% (145)	12% (103)	25% (210)	840
4-Region: West	11% (59)	21% (110)	23% (120)	17% (89)	9% (49)	18% (94)	521
First to Try a New Tech Product	15% (128)	25% (212)	28% (236)	11% (96)	7% (63)	13% (107)	841

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

Table MCBR3_15: How likely are you to consider purchasing a product or service that...
Uses AI task automation

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	7% (154)	13% (291)	26% (577)	17% (378)	12% (266)	24% (536)	2202
Gender: Male	12% (128)	17% (185)	29% (311)	17% (182)	10% (106)	14% (153)	1065
Gender: Female	2% (26)	9% (104)	23% (258)	17% (195)	14% (159)	34% (379)	1121
Age: 18-34	13% (80)	20% (128)	28% (178)	15% (92)	8% (52)	16% (102)	631
Age: 35-44	9% (35)	18% (68)	29% (108)	15% (55)	9% (32)	20% (74)	372
Age: 45-64	5% (38)	10% (72)	29% (205)	16% (113)	13% (90)	27% (194)	711
Age: 65+	— (1)	5% (24)	18% (87)	24% (117)	19% (92)	34% (166)	487
GenZers: 1997-2012	10% (22)	13% (29)	34% (74)	16% (35)	10% (22)	17% (38)	219
Millennials: 1981-1996	13% (92)	22% (159)	26% (188)	15% (104)	8% (54)	17% (121)	719
GenXers: 1965-1980	5% (26)	12% (65)	31% (164)	14% (75)	13% (67)	26% (137)	535
Baby Boomers: 1946-1964	2% (14)	5% (36)	21% (142)	22% (145)	17% (115)	32% (217)	669
PID: Dem (no lean)	9% (89)	19% (187)	28% (281)	14% (142)	11% (108)	20% (200)	1007
PID: Ind (no lean)	3% (16)	8% (45)	28% (168)	17% (101)	12% (75)	33% (199)	605
PID: Rep (no lean)	8% (48)	10% (59)	22% (129)	23% (135)	14% (83)	23% (136)	590
PID/Gender: Dem Men	14% (74)	25% (131)	29% (152)	12% (65)	7% (35)	12% (62)	519
PID/Gender: Dem Women	3% (15)	12% (55)	26% (125)	16% (78)	15% (71)	28% (137)	481
PID/Gender: Ind Men	4% (11)	10% (24)	35% (89)	18% (45)	13% (32)	20% (50)	250
PID/Gender: Ind Women	1% (5)	6% (20)	22% (74)	16% (56)	13% (44)	42% (147)	346
PID/Gender: Rep Men	14% (42)	10% (31)	24% (70)	25% (73)	13% (39)	14% (41)	296
PID/Gender: Rep Women	2% (6)	10% (29)	20% (59)	21% (62)	15% (44)	32% (95)	294
Ideo: Liberal (1-3)	8% (55)	16% (118)	27% (198)	15% (107)	12% (88)	22% (162)	728
Ideo: Moderate (4)	7% (46)	15% (89)	29% (176)	19% (117)	8% (51)	22% (135)	615
Ideo: Conservative (5-7)	7% (50)	11% (76)	23% (156)	20% (138)	15% (102)	24% (162)	684
Educ: < College	6% (79)	9% (133)	26% (372)	18% (264)	14% (204)	27% (387)	1439
Educ: Bachelors degree	8% (39)	18% (85)	30% (144)	15% (73)	8% (41)	21% (104)	485
Educ: Post-grad	13% (35)	26% (74)	22% (62)	15% (41)	8% (21)	16% (45)	278
Income: Under 50k	5% (56)	9% (103)	27% (308)	18% (203)	15% (166)	26% (295)	1132
Income: 50k-100k	6% (43)	15% (102)	27% (179)	18% (120)	10% (70)	24% (161)	675
Income: 100k+	14% (54)	22% (86)	23% (90)	14% (55)	8% (31)	20% (79)	395
Ethnicity: White	7% (119)	13% (228)	25% (427)	17% (291)	12% (212)	25% (424)	1699
Ethnicity: Hispanic	14% (53)	16% (60)	30% (113)	16% (59)	11% (43)	14% (52)	379

Continued on next page

Table MCBR3_15: How likely are you to consider purchasing a product or service that...
Uses AI task automation

Demographic	Absolutely certain		Very likely		About 50-50		Not very likely		Would not consider		Don't Know / No Opinion		Total N
Adults	7%	(154)	13%	(291)	26%	(577)	17%	(378)	12%	(266)	24%	(536)	2202
Ethnicity: Black	8%	(24)	12%	(34)	27%	(77)	18%	(50)	15%	(41)	20%	(58)	283
Ethnicity: Other	5%	(11)	13%	(30)	34%	(74)	17%	(38)	6%	(13)	25%	(54)	220
All Christian	8%	(76)	15%	(150)	25%	(254)	19%	(189)	11%	(110)	23%	(230)	1008
All Non-Christian	18%	(30)	35%	(59)	20%	(34)	5%	(9)	6%	(11)	16%	(27)	171
Atheist	5%	(5)	10%	(10)	36%	(35)	14%	(13)	13%	(12)	22%	(21)	96
Agnostic/Nothing in particular	4%	(26)	8%	(48)	27%	(160)	18%	(105)	15%	(87)	27%	(160)	586
Something Else	5%	(17)	7%	(25)	27%	(94)	18%	(62)	14%	(47)	28%	(97)	342
Religious Non-Protestant/Catholic	16%	(30)	33%	(61)	21%	(38)	6%	(11)	7%	(14)	16%	(30)	185
Evangelical	10%	(57)	16%	(93)	21%	(128)	21%	(124)	10%	(61)	22%	(131)	594
Non-Evangelical	4%	(31)	10%	(73)	29%	(215)	17%	(124)	13%	(94)	27%	(198)	735
Community: Urban	13%	(93)	22%	(158)	27%	(195)	13%	(95)	8%	(62)	17%	(127)	729
Community: Suburban	3%	(30)	11%	(110)	28%	(275)	19%	(185)	13%	(132)	25%	(246)	978
Community: Rural	6%	(31)	5%	(24)	22%	(107)	20%	(97)	15%	(73)	33%	(163)	495
Employ: Private Sector	12%	(87)	19%	(144)	29%	(212)	15%	(113)	8%	(59)	17%	(127)	741
Employ: Government	5%	(7)	27%	(34)	26%	(32)	15%	(18)	6%	(8)	20%	(25)	123
Employ: Self-Employed	9%	(22)	13%	(31)	24%	(56)	22%	(52)	14%	(33)	17%	(40)	234
Employ: Homemaker	1%	(2)	9%	(13)	18%	(27)	17%	(25)	14%	(21)	41%	(61)	150
Employ: Retired	1%	(5)	6%	(33)	25%	(135)	20%	(113)	17%	(93)	31%	(173)	552
Employ: Unemployed	11%	(24)	14%	(29)	27%	(58)	10%	(21)	12%	(25)	26%	(56)	214
Employ: Other	3%	(5)	1%	(1)	26%	(37)	22%	(31)	17%	(24)	31%	(43)	140
Military HH: Yes	7%	(21)	11%	(36)	24%	(79)	20%	(63)	16%	(53)	22%	(72)	324
Military HH: No	7%	(132)	14%	(255)	27%	(498)	17%	(314)	11%	(214)	25%	(464)	1878
2022 House Vote: Democrat	9%	(89)	18%	(180)	28%	(287)	15%	(150)	10%	(105)	21%	(213)	1023
2022 House Vote: Republican	7%	(40)	9%	(51)	22%	(125)	22%	(128)	16%	(92)	23%	(131)	567
2022 House Vote: Someone else	1%	(0)	10%	(5)	23%	(12)	13%	(7)	18%	(10)	35%	(18)	53
2022 House Vote: Didnt Vote	4%	(24)	10%	(56)	27%	(153)	17%	(93)	11%	(60)	31%	(174)	559
2020 Vote: Joe Biden	8%	(88)	17%	(177)	29%	(302)	15%	(158)	10%	(109)	21%	(216)	1049
2020 Vote: Donald Trump	7%	(44)	8%	(50)	20%	(124)	24%	(148)	16%	(95)	24%	(146)	607
2020 Vote: Other	7%	(4)	4%	(2)	24%	(13)	14%	(8)	7%	(4)	44%	(24)	55
2020 Vote: Didn't Vote	4%	(18)	13%	(62)	28%	(138)	13%	(64)	12%	(58)	30%	(149)	490

Continued on next page

Table MCBR3_15: How likely are you to consider purchasing a product or service that...

Uses AI task automation

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	7% (154)	13% (291)	26% (577)	17% (378)	12% (266)	24% (536)	2202
2018 House Vote: Democrat	9% (79)	17% (157)	28% (253)	15% (136)	10% (93)	21% (193)	911
2018 House Vote: Republican	7% (42)	9% (52)	20% (113)	24% (135)	16% (90)	23% (128)	560
2018 House Vote: Didnt Vote	5% (32)	12% (79)	29% (196)	15% (100)	11% (77)	29% (201)	686
4-Region: Northeast	9% (34)	15% (59)	25% (98)	13% (48)	13% (50)	25% (96)	386
4-Region: Midwest	4% (20)	8% (38)	24% (108)	22% (98)	13% (59)	29% (132)	455
4-Region: South	6% (53)	11% (89)	27% (227)	19% (157)	12% (100)	25% (214)	840
4-Region: West	9% (47)	20% (105)	28% (144)	14% (74)	11% (57)	18% (94)	521
First to Try a New Tech Product	15% (130)	24% (199)	30% (250)	12% (105)	5% (46)	13% (113)	841

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

Table MCBR3_16: How likely are you to consider purchasing a product or service that...
Is enhanced by AI

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	9% (190)	14% (319)	26% (573)	17% (364)	11% (249)	23% (507)	2202
Gender: Male	14% (150)	19% (202)	28% (303)	17% (177)	9% (96)	13% (137)	1065
Gender: Female	4% (40)	10% (111)	24% (265)	17% (186)	14% (152)	33% (367)	1121
Age: 18-34	15% (95)	22% (138)	28% (177)	13% (84)	7% (44)	15% (93)	631
Age: 35-44	12% (46)	20% (73)	27% (99)	15% (56)	7% (27)	19% (71)	372
Age: 45-64	6% (42)	12% (84)	29% (208)	15% (108)	13% (92)	25% (178)	711
Age: 65+	1% (7)	5% (24)	18% (89)	24% (116)	18% (87)	34% (165)	487
GenZers: 1997-2012	10% (22)	18% (40)	32% (70)	18% (39)	7% (16)	14% (31)	219
Millennials: 1981-1996	16% (117)	22% (161)	26% (187)	13% (91)	7% (47)	16% (117)	719
GenXers: 1965-1980	5% (27)	14% (77)	30% (158)	15% (78)	12% (65)	24% (131)	535
Baby Boomers: 1946-1964	4% (23)	6% (38)	23% (152)	21% (139)	17% (112)	31% (205)	669
PID: Dem (no lean)	12% (118)	19% (191)	25% (252)	16% (166)	9% (93)	19% (188)	1007
PID: Ind (no lean)	3% (21)	9% (54)	32% (195)	13% (79)	12% (75)	30% (181)	605
PID: Rep (no lean)	9% (51)	13% (75)	21% (125)	20% (119)	14% (81)	23% (138)	590
PID/Gender: Dem Men	18% (93)	23% (121)	26% (137)	16% (85)	6% (30)	10% (53)	519
PID/Gender: Dem Women	5% (25)	14% (66)	24% (115)	17% (80)	13% (62)	28% (133)	481
PID/Gender: Ind Men	6% (15)	13% (32)	40% (99)	15% (38)	10% (25)	17% (41)	250
PID/Gender: Ind Women	2% (6)	6% (19)	27% (93)	12% (41)	14% (50)	40% (137)	346
PID/Gender: Rep Men	14% (42)	17% (49)	23% (68)	18% (54)	14% (41)	14% (42)	296
PID/Gender: Rep Women	3% (10)	9% (25)	20% (58)	22% (65)	14% (40)	33% (96)	294
Ideo: Liberal (1-3)	10% (71)	17% (126)	25% (185)	17% (125)	10% (72)	20% (148)	728
Ideo: Moderate (4)	9% (53)	17% (104)	30% (187)	15% (93)	8% (49)	21% (129)	615
Ideo: Conservative (5-7)	9% (62)	12% (81)	22% (153)	20% (135)	14% (96)	23% (158)	684
Educ: < College	7% (100)	11% (158)	26% (372)	17% (250)	13% (192)	26% (367)	1439
Educ: Bachelors degree	9% (43)	20% (97)	29% (139)	15% (72)	8% (37)	20% (97)	485
Educ: Post-grad	17% (47)	23% (64)	22% (62)	15% (42)	7% (20)	16% (44)	278
Income: Under 50k	7% (75)	10% (116)	27% (310)	17% (188)	14% (161)	25% (282)	1132
Income: 50k-100k	7% (50)	18% (123)	26% (175)	18% (120)	9% (61)	22% (146)	675
Income: 100k+	16% (64)	20% (79)	22% (89)	14% (56)	7% (27)	20% (80)	395
Ethnicity: White	8% (140)	15% (248)	26% (433)	16% (280)	12% (199)	24% (399)	1699
Ethnicity: Hispanic	16% (61)	20% (75)	31% (116)	14% (51)	9% (35)	11% (41)	379

Continued on next page

Table MCBR3_16: How likely are you to consider purchasing a product or service that...
Is enhanced by AI

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	9% (190)	14% (319)	26% (573)	17% (364)	11% (249)	23% (507)	2202
Ethnicity: Black	12% (34)	13% (35)	27% (76)	17% (48)	11% (31)	21% (59)	283
Ethnicity: Other	7% (16)	16% (35)	29% (64)	16% (36)	9% (20)	22% (48)	220
All Christian	10% (101)	14% (140)	25% (256)	19% (194)	10% (101)	22% (217)	1008
All Non-Christian	20% (35)	34% (59)	18% (31)	6% (11)	6% (10)	14% (24)	171
Atheist	7% (7)	13% (12)	31% (30)	14% (14)	13% (13)	21% (20)	96
Agnostic/Nothing in particular	4% (26)	13% (74)	28% (165)	16% (92)	14% (83)	25% (146)	586
Something Else	6% (21)	10% (34)	27% (91)	15% (53)	12% (43)	29% (100)	342
Religious Non-Protestant/Catholic	19% (35)	32% (59)	21% (38)	7% (14)	6% (10)	15% (28)	185
Evangelical	13% (76)	17% (99)	21% (122)	20% (119)	8% (49)	22% (128)	594
Non-Evangelical	6% (43)	9% (69)	29% (216)	17% (126)	13% (92)	26% (189)	735
Community: Urban	16% (118)	20% (146)	28% (206)	12% (90)	9% (62)	15% (107)	729
Community: Suburban	4% (37)	15% (148)	25% (248)	19% (186)	12% (122)	24% (237)	978
Community: Rural	7% (34)	5% (24)	24% (119)	18% (87)	13% (66)	33% (163)	495
Employ: Private Sector	14% (107)	20% (145)	29% (211)	13% (99)	7% (53)	17% (126)	741
Employ: Government	10% (12)	33% (40)	18% (22)	16% (20)	5% (7)	18% (22)	123
Employ: Self-Employed	11% (26)	18% (43)	26% (62)	19% (45)	10% (23)	15% (35)	234
Employ: Homemaker	2% (2)	8% (13)	23% (35)	17% (25)	13% (20)	37% (55)	150
Employ: Retired	2% (9)	7% (40)	23% (128)	20% (113)	17% (97)	30% (166)	552
Employ: Unemployed	11% (24)	9% (19)	29% (62)	16% (34)	10% (21)	25% (53)	214
Employ: Other	5% (7)	5% (7)	27% (38)	15% (21)	18% (26)	30% (42)	140
Military HH: Yes	8% (25)	14% (45)	23% (73)	19% (63)	14% (45)	23% (74)	324
Military HH: No	9% (166)	15% (274)	27% (499)	16% (301)	11% (204)	23% (434)	1878
2022 House Vote: Democrat	12% (119)	17% (178)	26% (268)	16% (165)	10% (97)	19% (196)	1023
2022 House Vote: Republican	7% (37)	13% (71)	22% (123)	21% (119)	15% (86)	23% (130)	567
2022 House Vote: Someone else	— (0)	21% (11)	32% (17)	11% (6)	11% (6)	24% (13)	53
2022 House Vote: Didnt Vote	6% (34)	10% (59)	29% (164)	13% (74)	11% (60)	30% (168)	559
2020 Vote: Joe Biden	11% (113)	17% (173)	28% (292)	16% (167)	10% (100)	19% (204)	1049
2020 Vote: Donald Trump	7% (39)	12% (75)	20% (120)	22% (136)	15% (94)	23% (142)	607
2020 Vote: Other	7% (4)	1% (1)	33% (18)	16% (9)	9% (5)	34% (19)	55
2020 Vote: Didn't Vote	7% (33)	14% (70)	29% (142)	11% (52)	10% (50)	29% (143)	490

Continued on next page

Table MCBR3_16: How likely are you to consider purchasing a product or service that...
Is enhanced by AI

Demographic	Absolutely certain	Very likely	About 50-50	Not very likely	Would not consider	Don't Know / No Opinion	Total N
Adults	9% (190)	14% (319)	26% (573)	17% (364)	11% (249)	23% (507)	2202
2018 House Vote: Democrat	11% (104)	17% (155)	27% (245)	15% (139)	10% (91)	19% (177)	911
2018 House Vote: Republican	8% (43)	14% (77)	20% (110)	22% (125)	14% (77)	23% (128)	560
2018 House Vote: Didnt Vote	6% (42)	12% (84)	30% (203)	13% (93)	11% (75)	28% (190)	686
4-Region: Northeast	8% (32)	14% (55)	30% (116)	11% (43)	14% (53)	22% (86)	386
4-Region: Midwest	5% (22)	9% (41)	26% (117)	20% (93)	13% (59)	27% (124)	455
4-Region: South	9% (74)	13% (110)	25% (211)	17% (143)	11% (93)	25% (208)	840
4-Region: West	12% (62)	22% (113)	25% (129)	16% (85)	8% (44)	17% (89)	521
First to Try a New Tech Product	19% (159)	24% (203)	27% (228)	12% (99)	6% (51)	12% (102)	841

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

**Table MCBR4_1: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand has products that are labeled that they are environmentally sustainable (such as carbon neutral or Upcycle Certified)**

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	32% (709)	38% (837)	30% (655)	2202
Gender: Male	36% (380)	36% (382)	28% (302)	1065
Gender: Female	29% (329)	39% (441)	31% (352)	1121
Age: 18-34	41% (261)	34% (213)	25% (158)	631
Age: 35-44	36% (135)	37% (138)	27% (99)	372
Age: 45-64	27% (189)	40% (284)	33% (238)	711
Age: 65+	26% (125)	42% (203)	33% (159)	487
GenZers: 1997-2012	30% (66)	40% (88)	30% (65)	219
Millennials: 1981-1996	44% (316)	33% (234)	23% (168)	719
GenXers: 1965-1980	27% (144)	40% (213)	33% (178)	535
Baby Boomers: 1946-1964	25% (168)	41% (276)	34% (225)	669
PID: Dem (no lean)	40% (400)	39% (393)	21% (215)	1007
PID: Ind (no lean)	25% (150)	40% (240)	35% (215)	605
PID: Rep (no lean)	27% (160)	35% (205)	38% (226)	590
PID/Gender: Dem Men	44% (230)	36% (185)	20% (104)	519
PID/Gender: Dem Women	35% (170)	42% (201)	23% (110)	481
PID/Gender: Ind Men	23% (58)	41% (103)	36% (89)	250
PID/Gender: Ind Women	27% (92)	38% (130)	36% (124)	346
PID/Gender: Rep Men	31% (92)	32% (94)	37% (109)	296
PID/Gender: Rep Women	23% (67)	37% (110)	40% (117)	294
Ideo: Liberal (1-3)	42% (302)	40% (295)	18% (131)	728
Ideo: Moderate (4)	33% (203)	40% (244)	27% (168)	615
Ideo: Conservative (5-7)	25% (170)	35% (240)	40% (274)	684
Educ: < College	31% (447)	36% (514)	33% (478)	1439
Educ: Bachelors degree	31% (151)	43% (207)	26% (127)	485
Educ: Post-grad	40% (112)	41% (116)	18% (51)	278
Income: Under 50k	32% (367)	35% (402)	32% (364)	1132
Income: 50k-100k	33% (223)	39% (260)	28% (192)	675
Income: 100k+	30% (119)	45% (176)	25% (100)	395
Ethnicity: White	32% (537)	38% (639)	31% (523)	1699
Ethnicity: Hispanic	48% (181)	31% (117)	21% (81)	379
Ethnicity: Black	37% (106)	32% (90)	31% (87)	283

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Table MCBR4_1: *To what extent are the following a factor for you when deciding what brand to purchase over another?
 The brand has products that are labeled that they are environmentally sustainable (such as carbon neutral or Upcycle Certified)*

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	32%	(709)	38%	(837)	30%	(655)	2202
Ethnicity: Other	30%	(66)	49%	(108)	21%	(45)	220
All Christian	33%	(331)	37%	(375)	30%	(302)	1008
All Non-Christian	45%	(77)	40%	(69)	15%	(25)	171
Atheist	31%	(30)	42%	(41)	26%	(25)	96
Agnostic/Nothing in particular	27%	(159)	39%	(227)	34%	(199)	586
Something Else	33%	(112)	37%	(126)	30%	(104)	342
Religious Non-Protestant/Catholic	46%	(85)	39%	(71)	15%	(29)	185
Evangelical	36%	(216)	34%	(203)	30%	(176)	594
Non-Evangelical	29%	(214)	39%	(290)	31%	(232)	735
Community: Urban	41%	(300)	37%	(268)	22%	(162)	729
Community: Suburban	29%	(286)	39%	(383)	32%	(309)	978
Community: Rural	25%	(123)	38%	(187)	37%	(184)	495
Employ: Private Sector	36%	(267)	38%	(278)	27%	(196)	741
Employ: Government	39%	(49)	42%	(52)	19%	(23)	123
Employ: Self-Employed	36%	(85)	35%	(83)	28%	(66)	234
Employ: Homemaker	25%	(37)	35%	(53)	40%	(59)	150
Employ: Retired	26%	(143)	42%	(231)	32%	(177)	552
Employ: Unemployed	34%	(73)	34%	(74)	31%	(67)	214
Employ: Other	27%	(39)	31%	(43)	42%	(59)	140
Military HH: Yes	28%	(91)	37%	(118)	35%	(115)	324
Military HH: No	33%	(618)	38%	(719)	29%	(540)	1878
2022 House Vote: Democrat	41%	(416)	40%	(406)	20%	(201)	1023
2022 House Vote: Republican	23%	(133)	34%	(195)	42%	(240)	567
2022 House Vote: Someone else	30%	(16)	43%	(23)	26%	(14)	53
2022 House Vote: Didnt Vote	26%	(145)	38%	(213)	36%	(201)	559
2020 Vote: Joe Biden	38%	(399)	42%	(435)	20%	(215)	1049
2020 Vote: Donald Trump	23%	(142)	36%	(216)	41%	(249)	607
2020 Vote: Other	14%	(8)	42%	(23)	45%	(25)	55
2020 Vote: Didn't Vote	33%	(161)	33%	(163)	34%	(167)	490

Continued on next page

Table MCBR4_1: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand has products that are labeled that they are environmentally sustainable (such as carbon neutral or Upcycle Certified)

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	32%	(709)	38%	(837)	30%	(655)	2202
2018 House Vote: Democrat	41%	(375)	40%	(362)	19%	(174)	911
2018 House Vote: Republican	24%	(133)	36%	(204)	40%	(224)	560
2018 House Vote: Didnt Vote	29%	(197)	36%	(248)	35%	(241)	686
4-Region: Northeast	34%	(131)	42%	(161)	24%	(93)	386
4-Region: Midwest	23%	(107)	42%	(189)	35%	(159)	455
4-Region: South	32%	(270)	35%	(291)	33%	(279)	840
4-Region: West	39%	(201)	38%	(196)	24%	(124)	521
First to Try a New Tech Product	44%	(368)	35%	(294)	21%	(179)	841

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

**Table MCBR4_2: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand is committed to diversity, equity, and inclusion**

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	39%	(863)	30%	(656)	31%	(683)	2202
Gender: Male	40%	(427)	29%	(310)	31%	(328)	1065
Gender: Female	38%	(426)	30%	(341)	32%	(354)	1121
Age: 18-34	51%	(321)	29%	(181)	21%	(130)	631
Age: 35-44	39%	(144)	32%	(120)	29%	(107)	372
Age: 45-64	34%	(244)	32%	(226)	34%	(242)	711
Age: 65+	32%	(155)	27%	(130)	42%	(203)	487
GenZers: 1997-2012	44%	(96)	35%	(77)	21%	(46)	219
Millennials: 1981-1996	49%	(352)	29%	(208)	22%	(160)	719
GenXers: 1965-1980	33%	(179)	31%	(167)	35%	(189)	535
Baby Boomers: 1946-1964	33%	(221)	28%	(186)	39%	(263)	669
PID: Dem (no lean)	49%	(495)	31%	(316)	19%	(196)	1007
PID: Ind (no lean)	33%	(200)	31%	(187)	36%	(218)	605
PID: Rep (no lean)	28%	(168)	26%	(154)	46%	(269)	590
PID/Gender: Dem Men	52%	(269)	29%	(149)	19%	(100)	519
PID/Gender: Dem Women	46%	(220)	34%	(165)	20%	(96)	481
PID/Gender: Ind Men	25%	(62)	37%	(92)	38%	(96)	250
PID/Gender: Ind Women	39%	(133)	26%	(91)	35%	(121)	346
PID/Gender: Rep Men	32%	(95)	23%	(68)	45%	(132)	296
PID/Gender: Rep Women	25%	(72)	29%	(85)	46%	(137)	294
Ideo: Liberal (1-3)	54%	(395)	28%	(203)	18%	(130)	728
Ideo: Moderate (4)	38%	(236)	36%	(219)	26%	(160)	615
Ideo: Conservative (5-7)	27%	(183)	26%	(179)	47%	(322)	684
Educ: < College	38%	(552)	28%	(402)	34%	(485)	1439
Educ: Bachelors degree	39%	(189)	34%	(163)	28%	(133)	485
Educ: Post-grad	44%	(122)	33%	(92)	23%	(64)	278
Income: Under 50k	40%	(449)	29%	(323)	32%	(360)	1132
Income: 50k-100k	40%	(271)	30%	(202)	30%	(202)	675
Income: 100k+	36%	(143)	33%	(131)	31%	(121)	395
Ethnicity: White	37%	(622)	30%	(516)	33%	(562)	1699
Ethnicity: Hispanic	56%	(214)	23%	(88)	20%	(77)	379
Ethnicity: Black	50%	(142)	26%	(73)	24%	(68)	283

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**Table MCBR4_2: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand is committed to diversity, equity, and inclusion**

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	39%	(863)	30%	(656)	31%	(683)	2202
Ethnicity: Other	45%	(100)	31%	(67)	24%	(53)	220
All Christian	37%	(378)	29%	(289)	34%	(342)	1008
All Non-Christian	52%	(89)	33%	(56)	15%	(26)	171
Atheist	46%	(44)	31%	(30)	23%	(22)	96
Agnostic/Nothing in particular	38%	(223)	29%	(168)	33%	(194)	586
Something Else	38%	(130)	33%	(113)	29%	(99)	342
Religious Non-Protestant/Catholic	52%	(95)	32%	(59)	16%	(30)	185
Evangelical	39%	(232)	29%	(172)	32%	(191)	594
Non-Evangelical	36%	(261)	31%	(227)	34%	(247)	735
Community: Urban	47%	(346)	31%	(226)	22%	(157)	729
Community: Suburban	38%	(369)	29%	(280)	34%	(329)	978
Community: Rural	30%	(149)	30%	(150)	40%	(196)	495
Employ: Private Sector	42%	(309)	32%	(239)	26%	(193)	741
Employ: Government	51%	(63)	30%	(38)	18%	(23)	123
Employ: Self-Employed	39%	(90)	28%	(64)	34%	(79)	234
Employ: Homemaker	30%	(45)	32%	(48)	38%	(57)	150
Employ: Retired	33%	(184)	28%	(155)	39%	(213)	552
Employ: Unemployed	50%	(108)	22%	(47)	27%	(58)	214
Employ: Other	31%	(43)	31%	(44)	38%	(54)	140
Military HH: Yes	33%	(106)	27%	(88)	40%	(130)	324
Military HH: No	40%	(757)	30%	(568)	29%	(552)	1878
2022 House Vote: Democrat	49%	(506)	31%	(320)	19%	(196)	1023
2022 House Vote: Republican	24%	(137)	26%	(147)	50%	(283)	567
2022 House Vote: Someone else	24%	(13)	53%	(28)	23%	(12)	53
2022 House Vote: Didnt Vote	37%	(207)	29%	(161)	34%	(191)	559
2020 Vote: Joe Biden	49%	(510)	32%	(334)	20%	(206)	1049
2020 Vote: Donald Trump	25%	(153)	26%	(157)	49%	(297)	607
2020 Vote: Other	17%	(9)	37%	(21)	46%	(25)	55
2020 Vote: Didn't Vote	39%	(191)	30%	(145)	31%	(154)	490

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Table MCBR4_2: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand is committed to diversity, equity, and inclusion

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	39%	(863)	30%	(656)	31%	(683)	2202
2018 House Vote: Democrat	50%	(459)	31%	(279)	19%	(173)	911
2018 House Vote: Republican	27%	(149)	27%	(152)	46%	(260)	560
2018 House Vote: Didnt Vote	36%	(246)	30%	(207)	34%	(234)	686
4-Region: Northeast	41%	(160)	34%	(130)	25%	(96)	386
4-Region: Midwest	32%	(147)	31%	(143)	36%	(165)	455
4-Region: South	38%	(323)	28%	(236)	33%	(281)	840
4-Region: West	45%	(233)	28%	(148)	27%	(140)	521
First to Try a New Tech Product	50%	(424)	29%	(240)	21%	(178)	841

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

**Table MCBR4_3: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand is committed to supporting small businesses**

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	40% (887)	35% (763)	25% (552)	2202
Gender: Male	40% (428)	37% (397)	23% (241)	1065
Gender: Female	41% (455)	32% (356)	28% (310)	1121
Age: 18-34	46% (289)	30% (189)	24% (153)	631
Age: 35-44	40% (149)	38% (140)	22% (83)	372
Age: 45-64	37% (261)	38% (270)	25% (181)	711
Age: 65+	39% (188)	34% (164)	28% (135)	487
GenZers: 1997-2012	42% (92)	33% (73)	25% (54)	219
Millennials: 1981-1996	45% (326)	32% (233)	22% (161)	719
GenXers: 1965-1980	35% (187)	38% (202)	27% (146)	535
Baby Boomers: 1946-1964	39% (260)	35% (237)	26% (173)	669
PID: Dem (no lean)	44% (441)	34% (344)	22% (222)	1007
PID: Ind (no lean)	36% (215)	35% (210)	30% (180)	605
PID: Rep (no lean)	39% (231)	36% (210)	25% (149)	590
PID/Gender: Dem Men	45% (235)	36% (186)	19% (98)	519
PID/Gender: Dem Women	42% (204)	32% (154)	26% (123)	481
PID/Gender: Ind Men	31% (76)	42% (105)	28% (69)	250
PID/Gender: Ind Women	39% (136)	28% (99)	32% (111)	346
PID/Gender: Rep Men	39% (117)	36% (106)	25% (74)	296
PID/Gender: Rep Women	39% (115)	35% (104)	26% (76)	294
Ideo: Liberal (1-3)	46% (337)	34% (248)	20% (143)	728
Ideo: Moderate (4)	38% (232)	36% (222)	26% (162)	615
Ideo: Conservative (5-7)	39% (266)	36% (246)	25% (172)	684
Educ: < College	41% (586)	32% (456)	28% (397)	1439
Educ: Bachelors degree	39% (190)	39% (189)	22% (106)	485
Educ: Post-grad	40% (111)	42% (118)	18% (50)	278
Income: Under 50k	40% (457)	32% (366)	27% (309)	1132
Income: 50k-100k	40% (270)	36% (245)	24% (160)	675
Income: 100k+	40% (160)	39% (152)	21% (83)	395
Ethnicity: White	41% (688)	36% (607)	24% (404)	1699
Ethnicity: Hispanic	47% (179)	30% (115)	22% (85)	379
Ethnicity: Black	39% (111)	28% (78)	33% (94)	283

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Table MCBR4_3: *To what extent are the following a factor for you when deciding what brand to purchase over another?
 The brand is committed to supporting small businesses*

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	40%	(887)	35%	(763)	25%	(552)	2202
Ethnicity: Other	40%	(87)	35%	(78)	25%	(54)	220
All Christian	41%	(409)	36%	(363)	23%	(237)	1008
All Non-Christian	59%	(101)	29%	(50)	12%	(20)	171
Atheist	25%	(24)	46%	(44)	29%	(28)	96
Agnostic/Nothing in particular	36%	(212)	33%	(191)	31%	(183)	586
Something Else	42%	(142)	34%	(115)	25%	(85)	342
Religious Non-Protestant/Catholic	59%	(109)	28%	(52)	13%	(24)	185
Evangelical	44%	(259)	35%	(209)	21%	(126)	594
Non-Evangelical	38%	(279)	36%	(262)	26%	(194)	735
Community: Urban	45%	(327)	33%	(240)	22%	(162)	729
Community: Suburban	38%	(372)	37%	(365)	25%	(241)	978
Community: Rural	38%	(187)	32%	(158)	30%	(149)	495
Employ: Private Sector	42%	(315)	36%	(266)	22%	(160)	741
Employ: Government	40%	(50)	33%	(40)	27%	(33)	123
Employ: Self-Employed	45%	(105)	31%	(72)	24%	(57)	234
Employ: Homemaker	35%	(52)	38%	(57)	27%	(40)	150
Employ: Retired	36%	(196)	36%	(200)	28%	(156)	552
Employ: Unemployed	48%	(103)	28%	(59)	24%	(52)	214
Employ: Other	36%	(51)	33%	(46)	31%	(43)	140
Military HH: Yes	40%	(131)	34%	(111)	25%	(83)	324
Military HH: No	40%	(756)	35%	(652)	25%	(470)	1878
2022 House Vote: Democrat	43%	(436)	34%	(353)	23%	(235)	1023
2022 House Vote: Republican	40%	(225)	36%	(205)	24%	(137)	567
2022 House Vote: Someone else	41%	(22)	46%	(24)	13%	(7)	53
2022 House Vote: Didnt Vote	37%	(204)	32%	(181)	31%	(174)	559
2020 Vote: Joe Biden	42%	(441)	36%	(376)	22%	(232)	1049
2020 Vote: Donald Trump	40%	(241)	35%	(214)	25%	(151)	607
2020 Vote: Other	33%	(19)	38%	(21)	29%	(16)	55
2020 Vote: Didn't Vote	38%	(186)	31%	(152)	31%	(152)	490

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Table MCBR4_3: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand is committed to supporting small businesses

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	40% (887)	35% (763)	25% (552)	2202
2018 House Vote: Democrat	43% (389)	35% (322)	22% (201)	911
2018 House Vote: Republican	42% (233)	35% (195)	24% (133)	560
2018 House Vote: Didnt Vote	36% (244)	34% (231)	31% (210)	686
4-Region: Northeast	39% (149)	36% (138)	26% (99)	386
4-Region: Midwest	34% (153)	40% (183)	26% (119)	455
4-Region: South	42% (349)	33% (274)	26% (217)	840
4-Region: West	45% (236)	32% (168)	22% (117)	521
First to Try a New Tech Product	49% (409)	33% (280)	18% (152)	841

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

Table MCBR4_4: *To what extent are the following a factor for you when deciding what brand to purchase over another?
 The brand has values similar to mine*

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	41%	(910)	34%	(741)	25%	(551)	2202
Gender: Male	41%	(438)	36%	(384)	23%	(243)	1065
Gender: Female	42%	(468)	31%	(347)	27%	(306)	1121
Age: 18-34	46%	(292)	29%	(184)	25%	(156)	631
Age: 35-44	39%	(146)	39%	(144)	22%	(82)	372
Age: 45-64	39%	(279)	36%	(259)	24%	(174)	711
Age: 65+	40%	(192)	32%	(155)	29%	(140)	487
GenZers: 1997-2012	44%	(96)	28%	(61)	29%	(62)	219
Millennials: 1981-1996	45%	(320)	34%	(247)	21%	(152)	719
GenXers: 1965-1980	37%	(198)	37%	(197)	26%	(140)	535
Baby Boomers: 1946-1964	40%	(268)	33%	(219)	27%	(183)	669
PID: Dem (no lean)	46%	(460)	34%	(347)	20%	(200)	1007
PID: Ind (no lean)	35%	(214)	34%	(206)	31%	(185)	605
PID: Rep (no lean)	40%	(235)	32%	(189)	28%	(166)	590
PID/Gender: Dem Men	49%	(252)	35%	(180)	17%	(88)	519
PID/Gender: Dem Women	43%	(207)	34%	(163)	23%	(111)	481
PID/Gender: Ind Men	30%	(75)	40%	(100)	30%	(76)	250
PID/Gender: Ind Women	40%	(137)	29%	(100)	32%	(109)	346
PID/Gender: Rep Men	38%	(111)	35%	(104)	27%	(80)	296
PID/Gender: Rep Women	42%	(124)	29%	(84)	29%	(86)	294
Ideo: Liberal (1-3)	46%	(337)	33%	(240)	21%	(151)	728
Ideo: Moderate (4)	40%	(245)	36%	(219)	25%	(151)	615
Ideo: Conservative (5-7)	41%	(284)	33%	(228)	25%	(172)	684
Educ: < College	41%	(584)	32%	(454)	28%	(400)	1439
Educ: Bachelors degree	41%	(197)	37%	(181)	22%	(106)	485
Educ: Post-grad	46%	(128)	38%	(106)	16%	(45)	278
Income: Under 50k	41%	(466)	31%	(351)	28%	(315)	1132
Income: 50k-100k	42%	(281)	37%	(252)	21%	(143)	675
Income: 100k+	41%	(163)	35%	(139)	24%	(93)	395
Ethnicity: White	40%	(686)	34%	(580)	25%	(433)	1699
Ethnicity: Hispanic	49%	(184)	33%	(124)	19%	(71)	379
Ethnicity: Black	46%	(131)	28%	(80)	25%	(71)	283

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**Table MCBR4_4: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand has values similar to mine**

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	41%	(910)	34%	(741)	25%	(551)	2202
Ethnicity: Other	42%	(92)	37%	(81)	21%	(47)	220
All Christian	43%	(435)	35%	(350)	22%	(223)	1008
All Non-Christian	56%	(95)	32%	(55)	12%	(21)	171
Atheist	35%	(33)	38%	(36)	27%	(26)	96
Agnostic/Nothing in particular	35%	(204)	32%	(190)	33%	(192)	586
Something Else	42%	(142)	32%	(110)	26%	(89)	342
Religious Non-Protestant/Catholic	54%	(100)	33%	(61)	13%	(23)	185
Evangelical	48%	(285)	30%	(181)	22%	(128)	594
Non-Evangelical	39%	(284)	36%	(267)	25%	(185)	735
Community: Urban	48%	(351)	33%	(240)	19%	(138)	729
Community: Suburban	39%	(377)	36%	(347)	26%	(254)	978
Community: Rural	37%	(181)	31%	(154)	32%	(160)	495
Employ: Private Sector	43%	(318)	37%	(273)	20%	(150)	741
Employ: Government	45%	(56)	36%	(44)	19%	(23)	123
Employ: Self-Employed	42%	(98)	32%	(75)	26%	(61)	234
Employ: Homemaker	40%	(60)	27%	(40)	33%	(49)	150
Employ: Retired	40%	(222)	31%	(172)	29%	(158)	552
Employ: Unemployed	40%	(85)	34%	(73)	26%	(56)	214
Employ: Other	36%	(50)	32%	(44)	33%	(46)	140
Military HH: Yes	41%	(134)	33%	(106)	26%	(84)	324
Military HH: No	41%	(776)	34%	(635)	25%	(467)	1878
2022 House Vote: Democrat	45%	(462)	35%	(354)	20%	(208)	1023
2022 House Vote: Republican	41%	(231)	33%	(189)	26%	(147)	567
2022 House Vote: Someone else	22%	(12)	46%	(24)	32%	(17)	53
2022 House Vote: Didnt Vote	37%	(205)	31%	(174)	32%	(180)	559
2020 Vote: Joe Biden	45%	(470)	35%	(363)	21%	(216)	1049
2020 Vote: Donald Trump	41%	(248)	33%	(202)	26%	(157)	607
2020 Vote: Other	39%	(22)	32%	(18)	29%	(16)	55
2020 Vote: Didn't Vote	35%	(170)	32%	(159)	33%	(162)	490

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Table MCBR4_4: To what extent are the following a factor for you when deciding what brand to purchase over another?
 The brand has values similar to mine

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	41%	(910)	34%	(741)	25%	(551)	2202
2018 House Vote: Democrat	46%	(417)	35%	(318)	19%	(177)	911
2018 House Vote: Republican	39%	(216)	35%	(196)	26%	(148)	560
2018 House Vote: Didnt Vote	38%	(260)	31%	(213)	31%	(213)	686
4-Region: Northeast	37%	(145)	39%	(151)	24%	(91)	386
4-Region: Midwest	34%	(157)	36%	(165)	29%	(134)	455
4-Region: South	45%	(375)	30%	(250)	26%	(215)	840
4-Region: West	45%	(234)	34%	(176)	21%	(111)	521
First to Try a New Tech Product	49%	(410)	34%	(282)	18%	(149)	841

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

**Table MCBR4_5: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand takes care of their employees and treats them well**

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	50%	(1095)	31%	(681)	19%	(426)	2202
Gender: Male	50%	(532)	33%	(356)	17%	(178)	1065
Gender: Female	49%	(552)	29%	(322)	22%	(247)	1121
Age: 18-34	57%	(358)	27%	(171)	16%	(103)	631
Age: 35-44	47%	(174)	36%	(133)	18%	(65)	372
Age: 45-64	48%	(339)	31%	(218)	22%	(155)	711
Age: 65+	46%	(225)	33%	(159)	21%	(104)	487
GenZers: 1997-2012	55%	(119)	27%	(60)	18%	(40)	219
Millennials: 1981-1996	55%	(392)	30%	(217)	15%	(110)	719
GenXers: 1965-1980	46%	(244)	32%	(172)	22%	(119)	535
Baby Boomers: 1946-1964	46%	(310)	32%	(215)	22%	(145)	669
PID: Dem (no lean)	54%	(542)	32%	(321)	14%	(144)	1007
PID: Ind (no lean)	46%	(280)	29%	(173)	25%	(152)	605
PID: Rep (no lean)	46%	(273)	32%	(187)	22%	(130)	590
PID/Gender: Dem Men	54%	(279)	33%	(172)	13%	(68)	519
PID/Gender: Dem Women	53%	(257)	31%	(149)	15%	(74)	481
PID/Gender: Ind Men	43%	(109)	36%	(91)	20%	(51)	250
PID/Gender: Ind Women	48%	(166)	23%	(79)	29%	(101)	346
PID/Gender: Rep Men	49%	(144)	31%	(93)	20%	(58)	296
PID/Gender: Rep Women	44%	(129)	32%	(94)	24%	(72)	294
Ideo: Liberal (1-3)	60%	(437)	27%	(198)	13%	(93)	728
Ideo: Moderate (4)	48%	(297)	32%	(198)	19%	(120)	615
Ideo: Conservative (5-7)	44%	(300)	35%	(238)	21%	(147)	684
Educ: < College	50%	(723)	28%	(409)	21%	(308)	1439
Educ: Bachelors degree	46%	(224)	38%	(182)	16%	(79)	485
Educ: Post-grad	53%	(149)	32%	(90)	14%	(40)	278
Income: Under 50k	50%	(568)	28%	(312)	22%	(251)	1132
Income: 50k-100k	51%	(347)	32%	(219)	16%	(110)	675
Income: 100k+	46%	(180)	38%	(150)	16%	(65)	395
Ethnicity: White	48%	(814)	33%	(561)	19%	(324)	1699
Ethnicity: Hispanic	57%	(215)	31%	(118)	12%	(47)	379
Ethnicity: Black	53%	(151)	24%	(67)	23%	(66)	283

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Table MCBR4_5: *To what extent are the following a factor for you when deciding what brand to purchase over another?
 The brand takes care of their employees and treats them well*

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	50% (1095)	31% (681)	19% (426)	2202
Ethnicity: Other	59% (130)	24% (53)	17% (37)	220
All Christian	48% (486)	34% (344)	18% (178)	1008
All Non-Christian	61% (103)	31% (52)	9% (15)	171
Atheist	47% (45)	32% (30)	22% (21)	96
Agnostic/Nothing in particular	49% (286)	27% (156)	25% (144)	586
Something Else	51% (174)	29% (99)	20% (68)	342
Religious Non-Protestant/Catholic	61% (112)	29% (53)	11% (20)	185
Evangelical	53% (312)	29% (172)	18% (110)	594
Non-Evangelical	46% (335)	36% (265)	18% (136)	735
Community: Urban	52% (380)	32% (236)	15% (113)	729
Community: Suburban	51% (503)	29% (287)	19% (188)	978
Community: Rural	43% (211)	32% (158)	25% (126)	495
Employ: Private Sector	48% (358)	35% (261)	16% (122)	741
Employ: Government	58% (71)	36% (45)	6% (7)	123
Employ: Self-Employed	56% (131)	25% (59)	19% (44)	234
Employ: Homemaker	46% (68)	33% (50)	21% (32)	150
Employ: Retired	47% (261)	29% (159)	24% (132)	552
Employ: Unemployed	55% (118)	23% (48)	22% (47)	214
Employ: Other	41% (57)	34% (47)	26% (36)	140
Military HH: Yes	47% (154)	31% (101)	21% (69)	324
Military HH: No	50% (941)	31% (580)	19% (357)	1878
2022 House Vote: Democrat	54% (553)	31% (318)	15% (153)	1023
2022 House Vote: Republican	44% (250)	34% (195)	22% (122)	567
2022 House Vote: Someone else	55% (29)	30% (16)	15% (8)	53
2022 House Vote: Didnt Vote	47% (263)	27% (153)	26% (143)	559
2020 Vote: Joe Biden	54% (564)	31% (330)	15% (155)	1049
2020 Vote: Donald Trump	46% (277)	34% (204)	21% (126)	607
2020 Vote: Other	50% (28)	29% (16)	21% (11)	55
2020 Vote: Didn't Vote	46% (226)	26% (130)	27% (135)	490

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Table MCBR4_5: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand takes care of their employees and treats them well

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	50% (1095)	31% (681)	19% (426)	2202
2018 House Vote: Democrat	56% (512)	29% (267)	14% (131)	911
2018 House Vote: Republican	45% (254)	34% (190)	21% (117)	560
2018 House Vote: Didnt Vote	44% (302)	31% (213)	25% (171)	686
4-Region: Northeast	50% (194)	31% (120)	19% (72)	386
4-Region: Midwest	44% (202)	35% (157)	21% (96)	455
4-Region: South	49% (412)	29% (246)	22% (181)	840
4-Region: West	55% (286)	30% (157)	15% (78)	521
First to Try a New Tech Product	55% (459)	32% (269)	13% (113)	841

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

Table MCBR4_6: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand has products that are labeled that they are organic or non-GMO

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	37%	(819)	35%	(767)	28%	(616)	2202
Gender: Male	38%	(408)	36%	(379)	26%	(278)	1065
Gender: Female	36%	(405)	34%	(383)	30%	(333)	1121
Age: 18-34	41%	(259)	32%	(204)	27%	(169)	631
Age: 35-44	40%	(151)	33%	(123)	26%	(98)	372
Age: 45-64	35%	(246)	37%	(265)	28%	(200)	711
Age: 65+	33%	(163)	36%	(175)	31%	(150)	487
GenZers: 1997-2012	41%	(91)	30%	(65)	29%	(63)	219
Millennials: 1981-1996	40%	(290)	35%	(249)	25%	(180)	719
GenXers: 1965-1980	36%	(191)	34%	(183)	30%	(161)	535
Baby Boomers: 1946-1964	34%	(225)	37%	(250)	29%	(194)	669
PID: Dem (no lean)	43%	(429)	34%	(342)	23%	(236)	1007
PID: Ind (no lean)	31%	(188)	36%	(217)	33%	(199)	605
PID: Rep (no lean)	34%	(201)	35%	(207)	31%	(181)	590
PID/Gender: Dem Men	46%	(238)	33%	(173)	21%	(108)	519
PID/Gender: Dem Women	39%	(186)	35%	(170)	26%	(126)	481
PID/Gender: Ind Men	27%	(68)	40%	(101)	33%	(82)	250
PID/Gender: Ind Women	34%	(119)	32%	(112)	33%	(114)	346
PID/Gender: Rep Men	34%	(101)	36%	(106)	30%	(88)	296
PID/Gender: Rep Women	34%	(100)	34%	(101)	32%	(93)	294
Ideo: Liberal (1-3)	42%	(309)	33%	(241)	25%	(179)	728
Ideo: Moderate (4)	37%	(230)	36%	(221)	27%	(164)	615
Ideo: Conservative (5-7)	35%	(241)	36%	(248)	29%	(195)	684
Educ: < College	35%	(500)	34%	(486)	31%	(453)	1439
Educ: Bachelors degree	39%	(190)	37%	(180)	23%	(114)	485
Educ: Post-grad	46%	(128)	36%	(100)	18%	(50)	278
Income: Under 50k	37%	(413)	32%	(362)	31%	(356)	1132
Income: 50k-100k	36%	(244)	38%	(258)	26%	(173)	675
Income: 100k+	41%	(161)	37%	(147)	22%	(87)	395
Ethnicity: White	36%	(606)	36%	(612)	28%	(481)	1699
Ethnicity: Hispanic	44%	(168)	34%	(128)	22%	(83)	379
Ethnicity: Black	40%	(113)	28%	(80)	32%	(89)	283

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Table MCBR4_6: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand has products that are labeled that they are organic or non-GMO

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	37%	(819)	35%	(767)	28%	(616)	2202
Ethnicity: Other	45%	(99)	34%	(75)	21%	(45)	220
All Christian	36%	(368)	38%	(386)	25%	(255)	1008
All Non-Christian	54%	(92)	33%	(55)	13%	(23)	171
Atheist	24%	(23)	38%	(36)	38%	(37)	96
Agnostic/Nothing in particular	33%	(196)	32%	(186)	35%	(204)	586
Something Else	41%	(139)	31%	(104)	29%	(98)	342
Religious Non-Protestant/Catholic	53%	(98)	32%	(59)	15%	(27)	185
Evangelical	43%	(253)	33%	(195)	25%	(147)	594
Non-Evangelical	33%	(242)	40%	(293)	27%	(201)	735
Community: Urban	44%	(324)	33%	(241)	23%	(164)	729
Community: Suburban	37%	(360)	35%	(341)	28%	(277)	978
Community: Rural	27%	(135)	37%	(185)	35%	(175)	495
Employ: Private Sector	39%	(292)	37%	(278)	23%	(171)	741
Employ: Government	38%	(47)	39%	(48)	23%	(28)	123
Employ: Self-Employed	38%	(90)	33%	(77)	29%	(67)	234
Employ: Homemaker	38%	(57)	25%	(37)	37%	(55)	150
Employ: Retired	33%	(183)	37%	(202)	30%	(167)	552
Employ: Unemployed	41%	(87)	30%	(65)	29%	(62)	214
Employ: Other	30%	(42)	32%	(45)	38%	(54)	140
Military HH: Yes	35%	(113)	32%	(105)	33%	(106)	324
Military HH: No	38%	(705)	35%	(662)	27%	(510)	1878
2022 House Vote: Democrat	40%	(412)	36%	(368)	24%	(244)	1023
2022 House Vote: Republican	35%	(196)	38%	(215)	27%	(156)	567
2022 House Vote: Someone else	13%	(7)	44%	(23)	42%	(22)	53
2022 House Vote: Didnt Vote	36%	(204)	29%	(161)	35%	(195)	559
2020 Vote: Joe Biden	41%	(427)	36%	(383)	23%	(239)	1049
2020 Vote: Donald Trump	35%	(211)	36%	(219)	29%	(177)	607
2020 Vote: Other	32%	(18)	28%	(16)	40%	(22)	55
2020 Vote: Didn't Vote	33%	(162)	31%	(150)	36%	(178)	490

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Table MCBR4_6: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand has products that are labeled that they are organic or non-GMO

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	37% (819)	35% (767)	28% (616)	2202
2018 House Vote: Democrat	41% (378)	35% (323)	23% (210)	911
2018 House Vote: Republican	33% (187)	38% (214)	28% (159)	560
2018 House Vote: Didnt Vote	35% (242)	31% (212)	34% (233)	686
4-Region: Northeast	40% (153)	40% (152)	21% (81)	386
4-Region: Midwest	29% (134)	36% (166)	34% (156)	455
4-Region: South	37% (310)	32% (272)	31% (258)	840
4-Region: West	43% (222)	34% (177)	23% (122)	521
First to Try a New Tech Product	47% (396)	33% (275)	20% (170)	841

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

**Table MCBR4_7: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand has the products I need in stock and available when I need them**

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	70%	(1546)	18%	(397)	12%	(259)	2202
Gender: Male	69%	(732)	20%	(214)	11%	(119)	1065
Gender: Female	72%	(803)	16%	(178)	13%	(140)	1121
Age: 18-34	62%	(394)	24%	(150)	14%	(87)	631
Age: 35-44	70%	(262)	18%	(67)	12%	(43)	372
Age: 45-64	71%	(507)	16%	(117)	12%	(88)	711
Age: 65+	79%	(383)	13%	(63)	8%	(41)	487
GenZers: 1997-2012	63%	(137)	24%	(52)	14%	(30)	219
Millennials: 1981-1996	65%	(469)	22%	(157)	13%	(92)	719
GenXers: 1965-1980	69%	(370)	18%	(95)	13%	(69)	535
Baby Boomers: 1946-1964	78%	(524)	12%	(79)	10%	(66)	669
PID: Dem (no lean)	68%	(689)	21%	(209)	11%	(109)	1007
PID: Ind (no lean)	68%	(413)	16%	(98)	15%	(93)	605
PID: Rep (no lean)	75%	(443)	15%	(89)	10%	(57)	590
PID/Gender: Dem Men	66%	(345)	24%	(122)	10%	(51)	519
PID/Gender: Dem Women	71%	(340)	17%	(83)	12%	(58)	481
PID/Gender: Ind Men	69%	(173)	17%	(42)	14%	(36)	250
PID/Gender: Ind Women	67%	(233)	16%	(56)	16%	(57)	346
PID/Gender: Rep Men	72%	(214)	17%	(50)	11%	(32)	296
PID/Gender: Rep Women	78%	(229)	13%	(40)	9%	(26)	294
Ideo: Liberal (1-3)	70%	(513)	18%	(135)	11%	(81)	728
Ideo: Moderate (4)	70%	(433)	18%	(113)	11%	(69)	615
Ideo: Conservative (5-7)	75%	(515)	16%	(110)	9%	(60)	684
Educ: < College	69%	(988)	17%	(243)	14%	(208)	1439
Educ: Bachelors degree	77%	(372)	16%	(77)	7%	(35)	485
Educ: Post-grad	67%	(186)	27%	(76)	6%	(17)	278
Income: Under 50k	68%	(769)	17%	(191)	15%	(172)	1132
Income: 50k-100k	74%	(501)	17%	(117)	9%	(57)	675
Income: 100k+	70%	(277)	22%	(88)	8%	(30)	395
Ethnicity: White	72%	(1228)	17%	(286)	11%	(185)	1699
Ethnicity: Hispanic	63%	(239)	23%	(88)	14%	(53)	379
Ethnicity: Black	62%	(175)	19%	(53)	19%	(55)	283

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Table MCBR4_7: *To what extent are the following a factor for you when deciding what brand to purchase over another?
 The brand has the products I need in stock and available when I need them*

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	70%	(1546)	18%	(397)	12%	(259)	2202
Ethnicity: Other	65%	(143)	26%	(57)	9%	(19)	220
All Christian	74%	(742)	18%	(178)	9%	(89)	1008
All Non-Christian	69%	(118)	25%	(43)	6%	(10)	171
Atheist	74%	(71)	16%	(15)	10%	(10)	96
Agnostic/Nothing in particular	67%	(394)	16%	(91)	17%	(101)	586
Something Else	65%	(222)	20%	(69)	15%	(50)	342
Religious Non-Protestant/Catholic	70%	(130)	24%	(44)	6%	(10)	185
Evangelical	69%	(412)	19%	(115)	11%	(67)	594
Non-Evangelical	73%	(534)	17%	(128)	10%	(73)	735
Community: Urban	68%	(494)	21%	(152)	11%	(84)	729
Community: Suburban	73%	(713)	17%	(167)	10%	(98)	978
Community: Rural	69%	(340)	16%	(78)	16%	(77)	495
Employ: Private Sector	70%	(520)	21%	(153)	9%	(68)	741
Employ: Government	68%	(84)	23%	(28)	9%	(12)	123
Employ: Self-Employed	58%	(137)	22%	(50)	20%	(47)	234
Employ: Homemaker	73%	(109)	12%	(18)	15%	(22)	150
Employ: Retired	77%	(425)	14%	(77)	9%	(50)	552
Employ: Unemployed	74%	(158)	12%	(27)	14%	(29)	214
Employ: Other	60%	(85)	23%	(33)	16%	(23)	140
Military HH: Yes	73%	(236)	17%	(55)	10%	(33)	324
Military HH: No	70%	(1310)	18%	(342)	12%	(226)	1878
2022 House Vote: Democrat	70%	(717)	19%	(192)	11%	(114)	1023
2022 House Vote: Republican	77%	(434)	16%	(89)	8%	(43)	567
2022 House Vote: Someone else	54%	(29)	20%	(10)	26%	(14)	53
2022 House Vote: Didnt Vote	66%	(367)	19%	(105)	16%	(88)	559
2020 Vote: Joe Biden	72%	(755)	18%	(188)	10%	(106)	1049
2020 Vote: Donald Trump	77%	(467)	15%	(91)	8%	(48)	607
2020 Vote: Other	57%	(32)	18%	(10)	25%	(14)	55
2020 Vote: Didn't Vote	60%	(292)	22%	(107)	19%	(91)	490

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Table MCBR4_7: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand has the products I need in stock and available when I need them

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	70% (1546)	18% (397)	12% (259)	2202
2018 House Vote: Democrat	72% (656)	17% (156)	11% (99)	911
2018 House Vote: Republican	77% (430)	15% (85)	8% (45)	560
2018 House Vote: Didnt Vote	63% (429)	21% (147)	16% (109)	686
4-Region: Northeast	70% (269)	19% (75)	11% (42)	386
4-Region: Midwest	73% (331)	15% (70)	12% (53)	455
4-Region: South	69% (582)	18% (149)	13% (109)	840
4-Region: West	70% (364)	20% (102)	11% (55)	521
First to Try a New Tech Product	71% (593)	21% (176)	9% (72)	841

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

Table MCBR4_8: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand offers products at reasonable prices

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	73% (1602)	17% (377)	10% (223)	2202
Gender: Male	70% (749)	20% (213)	10% (103)	1065
Gender: Female	75% (841)	14% (160)	11% (120)	1121
Age: 18-34	63% (400)	23% (147)	13% (84)	631
Age: 35-44	69% (257)	21% (76)	10% (38)	372
Age: 45-64	74% (529)	16% (112)	10% (70)	711
Age: 65+	85% (415)	9% (42)	6% (30)	487
GenZers: 1997-2012	63% (138)	24% (52)	14% (30)	219
Millennials: 1981-1996	66% (473)	22% (160)	12% (86)	719
GenXers: 1965-1980	73% (388)	18% (94)	10% (52)	535
Baby Boomers: 1946-1964	82% (552)	9% (62)	8% (55)	669
PID: Dem (no lean)	71% (717)	20% (199)	9% (92)	1007
PID: Ind (no lean)	72% (438)	16% (94)	12% (72)	605
PID: Rep (no lean)	76% (447)	14% (84)	10% (60)	590
PID/Gender: Dem Men	69% (358)	22% (116)	9% (45)	519
PID/Gender: Dem Women	74% (355)	17% (80)	10% (47)	481
PID/Gender: Ind Men	73% (183)	16% (40)	11% (27)	250
PID/Gender: Ind Women	71% (247)	16% (54)	13% (45)	346
PID/Gender: Rep Men	70% (207)	19% (58)	11% (31)	296
PID/Gender: Rep Women	81% (240)	9% (26)	10% (29)	294
Ideo: Liberal (1-3)	75% (544)	16% (114)	10% (71)	728
Ideo: Moderate (4)	69% (426)	21% (130)	10% (59)	615
Ideo: Conservative (5-7)	79% (539)	14% (97)	7% (49)	684
Educ: < College	72% (1032)	16% (231)	12% (176)	1439
Educ: Bachelors degree	76% (369)	18% (86)	6% (30)	485
Educ: Post-grad	72% (201)	22% (61)	6% (17)	278
Income: Under 50k	72% (820)	16% (176)	12% (136)	1132
Income: 50k-100k	76% (512)	17% (113)	8% (51)	675
Income: 100k+	68% (270)	22% (88)	9% (37)	395
Ethnicity: White	74% (1259)	16% (280)	9% (160)	1699
Ethnicity: Hispanic	64% (244)	22% (85)	13% (49)	379
Ethnicity: Black	63% (178)	21% (60)	16% (45)	283

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**Table MCBR4_8: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand offers products at reasonable prices**

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	73% (1602)	17% (377)	10% (223)	2202
Ethnicity: Other	75% (165)	17% (37)	8% (18)	220
All Christian	76% (770)	15% (155)	8% (83)	1008
All Non-Christian	69% (117)	26% (44)	6% (10)	171
Atheist	75% (72)	15% (14)	11% (10)	96
Agnostic/Nothing in particular	69% (405)	17% (99)	14% (81)	586
Something Else	70% (238)	19% (65)	11% (39)	342
Religious Non-Protestant/Catholic	70% (129)	24% (44)	7% (12)	185
Evangelical	71% (420)	20% (116)	10% (58)	594
Non-Evangelical	78% (571)	14% (101)	9% (63)	735
Community: Urban	69% (501)	22% (157)	10% (71)	729
Community: Suburban	76% (743)	15% (149)	9% (86)	978
Community: Rural	72% (358)	14% (71)	13% (66)	495
Employ: Private Sector	70% (516)	22% (166)	8% (59)	741
Employ: Government	71% (88)	20% (25)	8% (10)	123
Employ: Self-Employed	67% (155)	18% (41)	16% (37)	234
Employ: Homemaker	68% (102)	19% (29)	13% (19)	150
Employ: Retired	82% (451)	10% (55)	8% (46)	552
Employ: Unemployed	78% (166)	12% (25)	11% (22)	214
Employ: Other	65% (91)	19% (26)	16% (23)	140
Military HH: Yes	80% (258)	12% (37)	9% (29)	324
Military HH: No	72% (1344)	18% (340)	10% (194)	1878
2022 House Vote: Democrat	73% (751)	17% (178)	9% (94)	1023
2022 House Vote: Republican	78% (445)	14% (80)	8% (43)	567
2022 House Vote: Someone else	54% (29)	21% (11)	25% (13)	53
2022 House Vote: Didnt Vote	67% (377)	19% (108)	13% (73)	559
2020 Vote: Joe Biden	73% (768)	18% (192)	9% (90)	1049
2020 Vote: Donald Trump	79% (482)	14% (84)	7% (41)	607
2020 Vote: Other	65% (36)	22% (12)	13% (7)	55
2020 Vote: Didn't Vote	65% (316)	18% (89)	17% (85)	490

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Table MCBR4_8: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand offers products at reasonable prices

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	73% (1602)	17% (377)	10% (223)	2202
2018 House Vote: Democrat	74% (678)	16% (148)	9% (85)	911
2018 House Vote: Republican	77% (434)	15% (82)	8% (45)	560
2018 House Vote: Didnt Vote	67% (457)	21% (142)	13% (87)	686
4-Region: Northeast	76% (293)	17% (65)	7% (28)	386
4-Region: Midwest	74% (337)	16% (74)	10% (45)	455
4-Region: South	73% (614)	16% (134)	11% (91)	840
4-Region: West	69% (358)	20% (104)	11% (60)	521
First to Try a New Tech Product	68% (576)	23% (195)	8% (70)	841

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

**Table MCBR4_9: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand offers promotions, deals, and coupons**

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	60% (1312)	28% (608)	13% (283)	2202
Gender: Male	56% (597)	31% (333)	13% (135)	1065
Gender: Female	63% (705)	24% (269)	13% (147)	1121
Age: 18-34	60% (376)	26% (165)	14% (90)	631
Age: 35-44	59% (221)	27% (99)	14% (51)	372
Age: 45-64	59% (419)	29% (205)	12% (87)	711
Age: 65+	61% (296)	28% (138)	11% (53)	487
GenZers: 1997-2012	57% (126)	28% (60)	15% (33)	219
Millennials: 1981-1996	59% (426)	27% (196)	13% (97)	719
GenXers: 1965-1980	58% (310)	28% (152)	14% (73)	535
Baby Boomers: 1946-1964	61% (410)	28% (184)	11% (75)	669
PID: Dem (no lean)	59% (598)	29% (296)	11% (113)	1007
PID: Ind (no lean)	58% (353)	25% (153)	16% (98)	605
PID: Rep (no lean)	61% (361)	27% (158)	12% (71)	590
PID/Gender: Dem Men	58% (300)	31% (163)	11% (56)	519
PID/Gender: Dem Women	61% (293)	27% (132)	12% (56)	481
PID/Gender: Ind Men	53% (134)	32% (81)	14% (36)	250
PID/Gender: Ind Women	62% (215)	20% (68)	18% (63)	346
PID/Gender: Rep Men	55% (163)	30% (89)	15% (43)	296
PID/Gender: Rep Women	67% (198)	23% (69)	10% (28)	294
Ideo: Liberal (1-3)	61% (446)	28% (203)	11% (79)	728
Ideo: Moderate (4)	59% (362)	29% (180)	12% (73)	615
Ideo: Conservative (5-7)	63% (429)	26% (177)	11% (78)	684
Educ: < College	60% (867)	25% (362)	15% (209)	1439
Educ: Bachelors degree	60% (292)	29% (139)	11% (53)	485
Educ: Post-grad	55% (152)	38% (106)	7% (20)	278
Income: Under 50k	59% (665)	26% (296)	15% (171)	1132
Income: 50k-100k	63% (425)	26% (176)	11% (75)	675
Income: 100k+	56% (222)	34% (136)	9% (37)	395
Ethnicity: White	61% (1028)	29% (485)	11% (186)	1699
Ethnicity: Hispanic	63% (240)	28% (108)	8% (32)	379
Ethnicity: Black	53% (151)	23% (65)	24% (67)	283

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Table MCBR4_9: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand offers promotions, deals, and coupons

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	60%	(1312)	28%	(608)	13%	(283)	2202
Ethnicity: Other	60%	(132)	26%	(58)	14%	(30)	220
All Christian	61%	(616)	28%	(280)	11%	(112)	1008
All Non-Christian	58%	(99)	36%	(61)	6%	(11)	171
Atheist	55%	(53)	27%	(26)	18%	(17)	96
Agnostic/Nothing in particular	58%	(340)	25%	(149)	17%	(97)	586
Something Else	60%	(204)	27%	(92)	13%	(45)	342
Religious Non-Protestant/Catholic	58%	(106)	36%	(66)	7%	(13)	185
Evangelical	58%	(343)	29%	(175)	13%	(76)	594
Non-Evangelical	64%	(471)	25%	(186)	11%	(79)	735
Community: Urban	59%	(431)	28%	(207)	13%	(92)	729
Community: Suburban	62%	(609)	26%	(253)	12%	(117)	978
Community: Rural	55%	(272)	30%	(148)	15%	(75)	495
Employ: Private Sector	60%	(447)	30%	(219)	10%	(75)	741
Employ: Government	53%	(65)	40%	(50)	7%	(8)	123
Employ: Self-Employed	56%	(131)	28%	(66)	15%	(36)	234
Employ: Homemaker	61%	(91)	25%	(38)	14%	(21)	150
Employ: Retired	62%	(344)	26%	(141)	12%	(66)	552
Employ: Unemployed	62%	(132)	20%	(42)	19%	(40)	214
Employ: Other	48%	(68)	30%	(42)	22%	(31)	140
Military HH: Yes	60%	(193)	27%	(87)	14%	(44)	324
Military HH: No	60%	(1118)	28%	(521)	13%	(238)	1878
2022 House Vote: Democrat	60%	(610)	29%	(294)	12%	(119)	1023
2022 House Vote: Republican	63%	(359)	26%	(149)	10%	(59)	567
2022 House Vote: Someone else	60%	(31)	24%	(13)	16%	(8)	53
2022 House Vote: Didnt Vote	56%	(312)	27%	(151)	17%	(96)	559
2020 Vote: Joe Biden	60%	(630)	29%	(300)	11%	(119)	1049
2020 Vote: Donald Trump	63%	(385)	26%	(159)	10%	(63)	607
2020 Vote: Other	55%	(30)	37%	(21)	8%	(5)	55
2020 Vote: Didn't Vote	54%	(267)	26%	(128)	20%	(96)	490

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Table MCBR4_9: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand offers promotions, deals, and coupons

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	60%	(1312)	28%	(608)	13%	(283)	2202
2018 House Vote: Democrat	61%	(555)	27%	(250)	12%	(106)	911
2018 House Vote: Republican	62%	(347)	28%	(155)	10%	(58)	560
2018 House Vote: Didnt Vote	56%	(386)	27%	(187)	17%	(113)	686
4-Region: Northeast	59%	(226)	29%	(113)	12%	(47)	386
4-Region: Midwest	61%	(279)	27%	(124)	11%	(52)	455
4-Region: South	58%	(485)	29%	(241)	14%	(114)	840
4-Region: West	62%	(321)	25%	(130)	13%	(70)	521
First to Try a New Tech Product	60%	(506)	29%	(246)	11%	(89)	841

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

Table MCBR4_10: *To what extent are the following a factor for you when deciding what brand to purchase over another?
 The brand uses new technology*

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	29%	(638)	37%	(823)	34%	(741)	2202
Gender: Male	36%	(384)	36%	(386)	28%	(295)	1065
Gender: Female	22%	(250)	38%	(430)	39%	(441)	1121
Age: 18-34	43%	(271)	31%	(194)	26%	(166)	631
Age: 35-44	34%	(125)	37%	(139)	29%	(107)	372
Age: 45-64	22%	(156)	40%	(286)	38%	(269)	711
Age: 65+	18%	(86)	42%	(204)	41%	(198)	487
GenZers: 1997-2012	38%	(83)	31%	(67)	32%	(69)	219
Millennials: 1981-1996	42%	(300)	34%	(244)	24%	(175)	719
GenXers: 1965-1980	23%	(125)	40%	(213)	37%	(197)	535
Baby Boomers: 1946-1964	18%	(123)	40%	(268)	42%	(279)	669
PID: Dem (no lean)	35%	(350)	39%	(391)	26%	(267)	1007
PID: Ind (no lean)	20%	(123)	38%	(232)	41%	(249)	605
PID: Rep (no lean)	28%	(165)	34%	(200)	38%	(225)	590
PID/Gender: Dem Men	43%	(223)	37%	(190)	21%	(107)	519
PID/Gender: Dem Women	26%	(124)	41%	(198)	33%	(160)	481
PID/Gender: Ind Men	25%	(63)	37%	(93)	38%	(95)	250
PID/Gender: Ind Women	17%	(60)	39%	(136)	43%	(150)	346
PID/Gender: Rep Men	33%	(99)	35%	(104)	31%	(93)	296
PID/Gender: Rep Women	23%	(66)	33%	(96)	45%	(132)	294
Ideo: Liberal (1-3)	33%	(240)	40%	(288)	28%	(200)	728
Ideo: Moderate (4)	32%	(199)	36%	(223)	32%	(194)	615
Ideo: Conservative (5-7)	25%	(172)	37%	(256)	37%	(257)	684
Educ: < College	27%	(389)	35%	(510)	37%	(540)	1439
Educ: Bachelors degree	31%	(150)	40%	(192)	30%	(143)	485
Educ: Post-grad	36%	(99)	44%	(121)	21%	(58)	278
Income: Under 50k	27%	(302)	37%	(422)	36%	(407)	1132
Income: 50k-100k	30%	(206)	36%	(245)	33%	(224)	675
Income: 100k+	33%	(130)	39%	(156)	28%	(109)	395
Ethnicity: White	27%	(451)	38%	(647)	35%	(601)	1699
Ethnicity: Hispanic	42%	(159)	34%	(129)	24%	(92)	379
Ethnicity: Black	35%	(98)	33%	(93)	32%	(92)	283

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Table MCBR4_10: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand uses new technology

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	29%	(638)	37%	(823)	34%	(741)	2202
Ethnicity: Other	41%	(89)	38%	(83)	22%	(48)	220
All Christian	29%	(290)	39%	(393)	32%	(326)	1008
All Non-Christian	52%	(89)	35%	(59)	13%	(23)	171
Atheist	17%	(16)	39%	(37)	44%	(43)	96
Agnostic/Nothing in particular	25%	(147)	35%	(206)	40%	(232)	586
Something Else	28%	(96)	38%	(128)	34%	(117)	342
Religious Non-Protestant/Catholic	50%	(93)	33%	(61)	16%	(30)	185
Evangelical	30%	(179)	39%	(231)	31%	(184)	594
Non-Evangelical	26%	(193)	39%	(285)	35%	(257)	735
Community: Urban	37%	(271)	38%	(280)	24%	(178)	729
Community: Suburban	28%	(274)	37%	(362)	35%	(343)	978
Community: Rural	19%	(93)	37%	(182)	44%	(220)	495
Employ: Private Sector	37%	(272)	37%	(277)	26%	(192)	741
Employ: Government	35%	(43)	37%	(45)	29%	(36)	123
Employ: Self-Employed	34%	(80)	33%	(77)	33%	(77)	234
Employ: Homemaker	20%	(31)	30%	(45)	50%	(74)	150
Employ: Retired	18%	(101)	41%	(227)	40%	(223)	552
Employ: Unemployed	29%	(62)	40%	(85)	31%	(66)	214
Employ: Other	23%	(33)	35%	(49)	42%	(59)	140
Military HH: Yes	20%	(64)	39%	(128)	41%	(133)	324
Military HH: No	31%	(574)	37%	(695)	32%	(608)	1878
2022 House Vote: Democrat	34%	(343)	39%	(397)	28%	(282)	1023
2022 House Vote: Republican	25%	(139)	37%	(211)	38%	(216)	567
2022 House Vote: Someone else	22%	(12)	33%	(17)	45%	(24)	53
2022 House Vote: Didnt Vote	26%	(144)	35%	(197)	39%	(218)	559
2020 Vote: Joe Biden	32%	(339)	39%	(414)	28%	(296)	1049
2020 Vote: Donald Trump	25%	(152)	36%	(218)	39%	(236)	607
2020 Vote: Other	16%	(9)	36%	(20)	48%	(26)	55
2020 Vote: Didn't Vote	28%	(137)	35%	(171)	37%	(182)	490

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Table MCBR4_10: To what extent are the following a factor for you when deciding what brand to purchase over another?
 The brand uses new technology

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	29%	(638)	37%	(823)	34%	(741)	2202
2018 House Vote: Democrat	33%	(303)	38%	(343)	29%	(265)	911
2018 House Vote: Republican	24%	(134)	39%	(218)	37%	(209)	560
2018 House Vote: Didnt Vote	28%	(192)	37%	(252)	35%	(242)	686
4-Region: Northeast	31%	(118)	39%	(152)	30%	(115)	386
4-Region: Midwest	21%	(94)	40%	(181)	39%	(179)	455
4-Region: South	30%	(253)	35%	(292)	35%	(295)	840
4-Region: West	33%	(173)	38%	(198)	29%	(150)	521
First to Try a New Tech Product	49%	(409)	35%	(296)	16%	(136)	841

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

**Table MCBR4_11: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand utilizes AI**

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	18% (389)	26% (569)	57% (1244)	2202
Gender: Male	24% (260)	31% (326)	45% (480)	1065
Gender: Female	11% (125)	21% (239)	67% (757)	1121
Age: 18-34	27% (167)	31% (194)	43% (270)	631
Age: 35-44	22% (80)	28% (102)	51% (189)	372
Age: 45-64	16% (112)	24% (173)	60% (426)	711
Age: 65+	6% (30)	20% (100)	73% (358)	487
GenZers: 1997-2012	28% (60)	28% (62)	44% (97)	219
Millennials: 1981-1996	25% (176)	31% (220)	45% (322)	719
GenXers: 1965-1980	19% (99)	25% (132)	57% (304)	535
Baby Boomers: 1946-1964	7% (50)	21% (143)	71% (476)	669
PID: Dem (no lean)	23% (236)	28% (283)	48% (488)	1007
PID: Ind (no lean)	10% (61)	24% (146)	66% (397)	605
PID: Rep (no lean)	16% (92)	24% (140)	61% (359)	590
PID/Gender: Dem Men	31% (163)	32% (168)	36% (188)	519
PID/Gender: Dem Women	15% (70)	24% (113)	62% (298)	481
PID/Gender: Ind Men	14% (36)	31% (76)	55% (138)	250
PID/Gender: Ind Women	7% (25)	20% (68)	73% (254)	346
PID/Gender: Rep Men	20% (61)	28% (82)	52% (153)	296
PID/Gender: Rep Women	11% (31)	20% (58)	70% (205)	294
Ideo: Liberal (1-3)	20% (142)	28% (203)	53% (383)	728
Ideo: Moderate (4)	20% (123)	28% (172)	52% (320)	615
Ideo: Conservative (5-7)	16% (109)	24% (161)	61% (414)	684
Educ: < College	16% (224)	25% (358)	60% (857)	1439
Educ: Bachelors degree	18% (88)	27% (131)	55% (266)	485
Educ: Post-grad	28% (78)	29% (79)	44% (121)	278
Income: Under 50k	16% (184)	25% (286)	58% (661)	1132
Income: 50k-100k	17% (116)	26% (173)	57% (387)	675
Income: 100k+	23% (89)	28% (109)	50% (197)	395
Ethnicity: White	17% (284)	26% (436)	58% (979)	1699
Ethnicity: Hispanic	28% (106)	37% (140)	35% (132)	379
Ethnicity: Black	26% (73)	22% (62)	52% (148)	283

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Table MCBR4_11: *To what extent are the following a factor for you when deciding what brand to purchase over another?
 The brand utilizes AI*

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	18%	(389)	26%	(569)	57%	(1244)	2202
Ethnicity: Other	15%	(32)	32%	(70)	53%	(117)	220
All Christian	18%	(185)	26%	(261)	56%	(562)	1008
All Non-Christian	41%	(70)	30%	(51)	29%	(50)	171
Atheist	13%	(12)	16%	(16)	71%	(68)	96
Agnostic/Nothing in particular	11%	(66)	26%	(154)	62%	(366)	586
Something Else	17%	(57)	26%	(87)	58%	(198)	342
Religious Non-Protestant/Catholic	39%	(73)	29%	(53)	32%	(59)	185
Evangelical	26%	(152)	26%	(152)	49%	(290)	594
Non-Evangelical	11%	(83)	26%	(190)	63%	(462)	735
Community: Urban	27%	(195)	29%	(215)	44%	(320)	729
Community: Suburban	13%	(130)	27%	(265)	60%	(583)	978
Community: Rural	13%	(65)	18%	(89)	69%	(341)	495
Employ: Private Sector	24%	(178)	30%	(219)	46%	(344)	741
Employ: Government	28%	(35)	27%	(33)	45%	(55)	123
Employ: Self-Employed	14%	(32)	32%	(75)	54%	(127)	234
Employ: Homemaker	16%	(24)	16%	(24)	68%	(102)	150
Employ: Retired	9%	(51)	20%	(111)	71%	(390)	552
Employ: Unemployed	20%	(43)	27%	(57)	53%	(113)	214
Employ: Other	9%	(13)	29%	(41)	62%	(87)	140
Military HH: Yes	19%	(60)	20%	(64)	62%	(200)	324
Military HH: No	18%	(329)	27%	(504)	56%	(1044)	1878
2022 House Vote: Democrat	22%	(224)	28%	(284)	50%	(515)	1023
2022 House Vote: Republican	15%	(87)	23%	(128)	62%	(352)	567
2022 House Vote: Someone else	19%	(10)	30%	(16)	51%	(27)	53
2022 House Vote: Didnt Vote	12%	(68)	25%	(141)	63%	(350)	559
2020 Vote: Joe Biden	21%	(223)	28%	(290)	51%	(536)	1049
2020 Vote: Donald Trump	15%	(89)	24%	(148)	61%	(369)	607
2020 Vote: Other	13%	(7)	17%	(10)	70%	(39)	55
2020 Vote: Didn't Vote	14%	(70)	25%	(121)	61%	(300)	490

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Table MCBR4_11: To what extent are the following a factor for you when deciding what brand to purchase over another?

The brand utilizes AI

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	18%	(389)	26%	(569)	57%	(1244)	2202
2018 House Vote: Democrat	20%	(186)	28%	(257)	51%	(468)	911
2018 House Vote: Republican	17%	(94)	22%	(126)	61%	(340)	560
2018 House Vote: Didnt Vote	15%	(100)	26%	(179)	59%	(408)	686
4-Region: Northeast	19%	(73)	24%	(91)	58%	(222)	386
4-Region: Midwest	11%	(50)	25%	(113)	64%	(292)	455
4-Region: South	17%	(145)	26%	(215)	57%	(480)	840
4-Region: West	23%	(121)	29%	(150)	48%	(251)	521
First to Try a New Tech Product	30%	(256)	34%	(287)	35%	(298)	841

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

Table MCBR4_12: *To what extent are the following a factor for you when deciding what brand to purchase over another?
 The brand is considered cutting edge*

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	27%	(595)	38%	(827)	35%	(780)	2202
Gender: Male	36%	(378)	36%	(387)	28%	(299)	1065
Gender: Female	19%	(216)	38%	(431)	42%	(475)	1121
Age: 18-34	35%	(223)	36%	(226)	29%	(183)	631
Age: 35-44	33%	(124)	36%	(134)	31%	(114)	372
Age: 45-64	24%	(169)	36%	(257)	40%	(285)	711
Age: 65+	16%	(79)	43%	(211)	40%	(197)	487
GenZers: 1997-2012	26%	(56)	43%	(93)	32%	(70)	219
Millennials: 1981-1996	38%	(276)	34%	(247)	27%	(196)	719
GenXers: 1965-1980	23%	(125)	37%	(200)	39%	(210)	535
Baby Boomers: 1946-1964	19%	(130)	39%	(259)	42%	(281)	669
PID: Dem (no lean)	33%	(329)	38%	(381)	30%	(298)	1007
PID: Ind (no lean)	19%	(113)	37%	(225)	44%	(267)	605
PID: Rep (no lean)	26%	(154)	37%	(221)	36%	(215)	590
PID/Gender: Dem Men	43%	(222)	36%	(187)	21%	(110)	519
PID/Gender: Dem Women	22%	(107)	39%	(189)	38%	(185)	481
PID/Gender: Ind Men	24%	(60)	37%	(92)	39%	(98)	250
PID/Gender: Ind Women	15%	(52)	37%	(128)	48%	(165)	346
PID/Gender: Rep Men	33%	(97)	37%	(108)	31%	(91)	296
PID/Gender: Rep Women	19%	(57)	38%	(113)	42%	(125)	294
Ideo: Liberal (1-3)	29%	(208)	38%	(279)	33%	(241)	728
Ideo: Moderate (4)	31%	(192)	37%	(226)	32%	(197)	615
Ideo: Conservative (5-7)	25%	(168)	40%	(275)	35%	(241)	684
Educ: < College	26%	(377)	35%	(499)	39%	(563)	1439
Educ: Bachelors degree	26%	(126)	42%	(205)	32%	(155)	485
Educ: Post-grad	33%	(92)	45%	(124)	22%	(62)	278
Income: Under 50k	26%	(289)	35%	(401)	39%	(441)	1132
Income: 50k-100k	28%	(192)	37%	(253)	34%	(231)	675
Income: 100k+	29%	(114)	44%	(173)	27%	(108)	395
Ethnicity: White	26%	(435)	37%	(629)	37%	(636)	1699
Ethnicity: Hispanic	41%	(154)	32%	(123)	27%	(102)	379
Ethnicity: Black	35%	(99)	35%	(98)	30%	(85)	283

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**Table MCBR4_12: To what extent are the following a factor for you when deciding what brand to purchase over another?
The brand is considered cutting edge**

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	27%	(595)	38%	(827)	35%	(780)	2202
Ethnicity: Other	28%	(61)	46%	(100)	27%	(59)	220
All Christian	28%	(282)	39%	(398)	33%	(329)	1008
All Non-Christian	45%	(76)	41%	(70)	14%	(24)	171
Atheist	15%	(14)	36%	(35)	49%	(47)	96
Agnostic/Nothing in particular	24%	(138)	33%	(194)	43%	(254)	586
Something Else	25%	(84)	38%	(131)	37%	(127)	342
Religious Non-Protestant/Catholic	43%	(79)	42%	(78)	15%	(28)	185
Evangelical	32%	(188)	38%	(224)	31%	(182)	594
Non-Evangelical	23%	(172)	39%	(289)	37%	(274)	735
Community: Urban	40%	(291)	35%	(258)	25%	(180)	729
Community: Suburban	22%	(215)	40%	(389)	38%	(374)	978
Community: Rural	18%	(89)	36%	(180)	46%	(226)	495
Employ: Private Sector	33%	(247)	39%	(290)	27%	(203)	741
Employ: Government	31%	(38)	37%	(46)	32%	(40)	123
Employ: Self-Employed	31%	(73)	35%	(82)	34%	(79)	234
Employ: Homemaker	16%	(23)	36%	(54)	48%	(72)	150
Employ: Retired	18%	(101)	41%	(227)	41%	(224)	552
Employ: Unemployed	34%	(73)	28%	(59)	38%	(82)	214
Employ: Other	20%	(29)	37%	(52)	43%	(60)	140
Military HH: Yes	22%	(70)	41%	(132)	38%	(123)	324
Military HH: No	28%	(525)	37%	(696)	35%	(657)	1878
2022 House Vote: Democrat	32%	(328)	37%	(378)	31%	(317)	1023
2022 House Vote: Republican	23%	(133)	40%	(228)	36%	(206)	567
2022 House Vote: Someone else	12%	(6)	36%	(19)	51%	(27)	53
2022 House Vote: Didnt Vote	23%	(127)	36%	(201)	41%	(230)	559
2020 Vote: Joe Biden	31%	(326)	38%	(396)	31%	(328)	1049
2020 Vote: Donald Trump	24%	(145)	39%	(236)	37%	(227)	607
2020 Vote: Other	13%	(7)	36%	(20)	51%	(28)	55
2020 Vote: Didn't Vote	24%	(118)	36%	(176)	40%	(197)	490

Continued on next page

Table MCBR4_12: To what extent are the following a factor for you when deciding what brand to purchase over another?
 The brand is considered cutting edge

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	27%	(595)	38%	(827)	35%	(780)	2202
2018 House Vote: Democrat	33%	(297)	37%	(335)	31%	(280)	911
2018 House Vote: Republican	24%	(137)	37%	(209)	38%	(214)	560
2018 House Vote: Didnt Vote	22%	(153)	39%	(267)	39%	(265)	686
4-Region: Northeast	28%	(108)	40%	(153)	32%	(125)	386
4-Region: Midwest	19%	(85)	38%	(171)	44%	(199)	455
4-Region: South	28%	(233)	36%	(305)	36%	(302)	840
4-Region: West	32%	(168)	38%	(198)	30%	(155)	521
First to Try a New Tech Product	44%	(371)	38%	(320)	18%	(151)	841

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

**Table MCBR5_1: In your opinion, how believable are the following statements often made by companies that develop AI?
AI will enhance your productivity.**

Demographic	Very believable		Somewhat believable		Not too believable		Not believable at all		Total N
Adults	19%	(415)	42%	(925)	23%	(501)	16%	(361)	2202
Gender: Male	26%	(278)	41%	(436)	21%	(225)	12%	(126)	1065
Gender: Female	12%	(137)	43%	(482)	24%	(271)	21%	(231)	1121
Age: 18-34	30%	(188)	39%	(249)	20%	(124)	11%	(71)	631
Age: 35-44	28%	(103)	47%	(175)	17%	(63)	8%	(31)	372
Age: 45-64	13%	(90)	43%	(303)	25%	(181)	19%	(138)	711
Age: 65+	7%	(34)	41%	(199)	27%	(133)	25%	(121)	487
GenZers: 1997-2012	24%	(52)	41%	(90)	22%	(48)	14%	(30)	219
Millennials: 1981-1996	31%	(222)	43%	(308)	18%	(126)	9%	(63)	719
GenXers: 1965-1980	15%	(79)	43%	(230)	24%	(126)	19%	(100)	535
Baby Boomers: 1946-1964	9%	(60)	41%	(275)	28%	(186)	22%	(148)	669
PID: Dem (no lean)	24%	(242)	42%	(423)	20%	(205)	14%	(137)	1007
PID: Ind (no lean)	12%	(72)	45%	(269)	25%	(150)	19%	(113)	605
PID: Rep (no lean)	17%	(101)	39%	(233)	25%	(146)	19%	(110)	590
PID/Gender: Dem Men	32%	(164)	42%	(217)	18%	(93)	9%	(45)	519
PID/Gender: Dem Women	16%	(78)	42%	(204)	23%	(108)	19%	(91)	481
PID/Gender: Ind Men	18%	(46)	43%	(107)	26%	(65)	13%	(32)	250
PID/Gender: Ind Women	8%	(26)	45%	(156)	24%	(85)	23%	(80)	346
PID/Gender: Rep Men	23%	(67)	37%	(111)	23%	(68)	17%	(50)	296
PID/Gender: Rep Women	11%	(34)	41%	(122)	27%	(78)	21%	(60)	294
Ideo: Liberal (1-3)	21%	(152)	45%	(325)	22%	(157)	13%	(94)	728
Ideo: Moderate (4)	21%	(127)	44%	(273)	22%	(136)	13%	(80)	615
Ideo: Conservative (5-7)	18%	(126)	37%	(253)	25%	(169)	20%	(136)	684
Educ: < College	16%	(232)	40%	(582)	25%	(353)	19%	(272)	1439
Educ: Bachelors degree	20%	(97)	47%	(227)	22%	(106)	11%	(55)	485
Educ: Post-grad	31%	(86)	42%	(117)	15%	(42)	12%	(34)	278
Income: Under 50k	14%	(164)	42%	(472)	25%	(280)	19%	(216)	1132
Income: 50k-100k	20%	(136)	43%	(291)	22%	(149)	15%	(99)	675
Income: 100k+	29%	(116)	41%	(162)	18%	(72)	11%	(45)	395
Ethnicity: White	19%	(321)	41%	(703)	23%	(395)	16%	(280)	1699
Ethnicity: Hispanic	27%	(102)	42%	(160)	21%	(81)	9%	(36)	379

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Table MCBR5_1: *In your opinion, how believable are the following statements often made by companies that develop AI? AI will enhance your productivity.*

Demographic	Very believable	Somewhat believable	Not too believable	Not believable at all	Total N
Adults	19% (415)	42% (925)	23% (501)	16% (361)	2202
Ethnicity: Black	21% (59)	43% (121)	18% (51)	18% (51)	283
Ethnicity: Other	16% (35)	46% (101)	25% (54)	13% (30)	220
All Christian	19% (188)	43% (430)	24% (237)	15% (153)	1008
All Non-Christian	41% (70)	39% (66)	9% (16)	11% (19)	171
Atheist	21% (20)	35% (34)	27% (25)	17% (16)	96
Agnostic/Nothing in particular	14% (85)	42% (248)	25% (144)	19% (109)	586
Something Else	15% (52)	43% (147)	23% (79)	19% (64)	342
Religious Non-Protestant/Catholic	41% (75)	38% (71)	10% (19)	11% (20)	185
Evangelical	27% (160)	37% (223)	21% (124)	15% (87)	594
Non-Evangelical	9% (69)	47% (346)	26% (189)	18% (132)	735
Community: Urban	28% (206)	40% (294)	18% (132)	13% (98)	729
Community: Suburban	14% (140)	43% (422)	26% (255)	16% (161)	978
Community: Rural	14% (69)	42% (209)	23% (115)	21% (102)	495
Employ: Private Sector	27% (200)	41% (302)	19% (138)	14% (101)	741
Employ: Government	31% (38)	40% (49)	23% (28)	7% (9)	123
Employ: Self-Employed	25% (59)	41% (95)	21% (49)	13% (30)	234
Employ: Homemaker	11% (17)	35% (52)	31% (46)	23% (34)	150
Employ: Retired	7% (41)	45% (247)	26% (144)	22% (120)	552
Employ: Unemployed	20% (42)	43% (93)	20% (42)	17% (36)	214
Employ: Other	6% (9)	46% (65)	30% (42)	18% (25)	140
Military HH: Yes	17% (54)	39% (125)	25% (82)	20% (64)	324
Military HH: No	19% (362)	43% (800)	22% (419)	16% (297)	1878
2022 House Vote: Democrat	24% (247)	43% (435)	19% (198)	14% (143)	1023
2022 House Vote: Republican	14% (78)	40% (226)	27% (153)	20% (111)	567
2022 House Vote: Someone else	29% (15)	29% (15)	30% (16)	12% (6)	53
2022 House Vote: Didn't Vote	14% (76)	45% (249)	24% (134)	18% (100)	559
2020 Vote: Joe Biden	23% (242)	44% (460)	19% (197)	14% (151)	1049
2020 Vote: Donald Trump	14% (84)	39% (239)	27% (166)	19% (118)	607
2020 Vote: Other	21% (12)	36% (20)	25% (14)	18% (10)	55
2020 Vote: Didn't Vote	16% (78)	42% (206)	25% (124)	17% (82)	490

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Table MCBR5_1: *In your opinion, how believable are the following statements often made by companies that develop AI? AI will enhance your productivity.*

Demographic	Very believable		Somewhat believable		Not too believable		Not believable at all		Total N
Adults	19%	(415)	42%	(925)	23%	(501)	16%	(361)	2202
2018 House Vote: Democrat	23%	(213)	42%	(380)	20%	(186)	14%	(132)	911
2018 House Vote: Republican	16%	(90)	39%	(218)	25%	(140)	20%	(113)	560
2018 House Vote: Didnt Vote	15%	(106)	45%	(310)	23%	(161)	16%	(110)	686
4-Region: Northeast	13%	(51)	45%	(172)	24%	(91)	19%	(72)	386
4-Region: Midwest	13%	(60)	42%	(193)	27%	(123)	17%	(79)	455
4-Region: South	18%	(150)	41%	(347)	24%	(198)	17%	(146)	840
4-Region: West	30%	(155)	41%	(213)	17%	(89)	12%	(64)	521
First to Try a New Tech Product	34%	(287)	42%	(351)	16%	(137)	8%	(67)	841

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

Table MCBR5_2: *In your opinion, how believable are the following statements often made by companies that develop AI?
AI will boost your creativity.*

Demographic	Very believable		Somewhat believable		Not too believable		Not believable at all		Total N
Adults	16%	(357)	36%	(794)	28%	(616)	20%	(434)	2202
Gender: Male	23%	(246)	38%	(403)	26%	(274)	13%	(142)	1065
Gender: Female	10%	(109)	34%	(386)	30%	(340)	26%	(287)	1121
Age: 18-34	29%	(184)	35%	(219)	21%	(130)	16%	(98)	631
Age: 35-44	22%	(81)	45%	(168)	20%	(75)	13%	(48)	372
Age: 45-64	10%	(69)	35%	(247)	34%	(242)	21%	(153)	711
Age: 65+	5%	(22)	33%	(160)	35%	(169)	28%	(135)	487
GenZers: 1997-2012	21%	(45)	35%	(77)	26%	(56)	18%	(40)	219
Millennials: 1981-1996	29%	(207)	39%	(283)	19%	(137)	13%	(92)	719
GenXers: 1965-1980	11%	(59)	37%	(197)	30%	(163)	22%	(116)	535
Baby Boomers: 1946-1964	7%	(44)	32%	(216)	36%	(241)	25%	(168)	669
PID: Dem (no lean)	21%	(209)	38%	(382)	24%	(245)	17%	(172)	1007
PID: Ind (no lean)	11%	(64)	35%	(213)	31%	(186)	23%	(141)	605
PID: Rep (no lean)	14%	(84)	34%	(199)	31%	(185)	21%	(121)	590
PID/Gender: Dem Men	28%	(147)	39%	(204)	21%	(111)	11%	(56)	519
PID/Gender: Dem Women	13%	(62)	36%	(174)	28%	(133)	23%	(112)	481
PID/Gender: Ind Men	16%	(41)	39%	(98)	32%	(79)	13%	(33)	250
PID/Gender: Ind Women	6%	(21)	33%	(114)	30%	(105)	31%	(106)	346
PID/Gender: Rep Men	20%	(58)	34%	(101)	28%	(84)	18%	(53)	296
PID/Gender: Rep Women	9%	(26)	33%	(98)	35%	(102)	23%	(68)	294
Ideo: Liberal (1-3)	19%	(137)	38%	(277)	27%	(195)	16%	(119)	728
Ideo: Moderate (4)	18%	(108)	39%	(239)	26%	(163)	17%	(106)	615
Ideo: Conservative (5-7)	15%	(100)	33%	(226)	30%	(203)	23%	(155)	684
Educ: < College	14%	(197)	35%	(510)	29%	(417)	22%	(315)	1439
Educ: Bachelors degree	18%	(89)	38%	(182)	27%	(132)	17%	(82)	485
Educ: Post-grad	26%	(71)	37%	(102)	24%	(67)	14%	(38)	278
Income: Under 50k	12%	(133)	37%	(414)	29%	(329)	23%	(256)	1132
Income: 50k-100k	19%	(131)	36%	(242)	27%	(184)	17%	(118)	675
Income: 100k+	24%	(93)	35%	(138)	26%	(103)	16%	(61)	395
Ethnicity: White	17%	(284)	35%	(598)	28%	(480)	20%	(336)	1699
Ethnicity: Hispanic	27%	(104)	40%	(153)	20%	(76)	12%	(46)	379

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**Table MCBR5_2: In your opinion, how believable are the following statements often made by companies that develop AI?
AI will boost your creativity.**

Demographic	Very believable	Somewhat believable	Not too believable	Not believable at all	Total N
Adults	16% (357)	36% (794)	28% (616)	20% (434)	2202
Ethnicity: Black	15% (44)	37% (106)	25% (72)	22% (62)	283
Ethnicity: Other	13% (29)	41% (90)	29% (64)	16% (36)	220
All Christian	17% (171)	35% (357)	30% (305)	17% (176)	1008
All Non-Christian	34% (57)	42% (71)	12% (20)	13% (22)	171
Atheist	13% (12)	32% (31)	30% (28)	25% (24)	96
Agnostic/Nothing in particular	13% (74)	39% (228)	28% (162)	21% (122)	586
Something Else	13% (43)	32% (108)	29% (100)	26% (90)	342
Religious Non-Protestant/Catholic	33% (62)	42% (77)	12% (23)	13% (23)	185
Evangelical	23% (136)	32% (193)	26% (152)	19% (113)	594
Non-Evangelical	9% (65)	36% (262)	34% (253)	21% (156)	735
Community: Urban	26% (189)	37% (269)	22% (158)	16% (114)	729
Community: Suburban	11% (112)	36% (356)	32% (311)	20% (198)	978
Community: Rural	11% (56)	34% (170)	30% (147)	25% (122)	495
Employ: Private Sector	24% (179)	35% (258)	25% (184)	16% (120)	741
Employ: Government	28% (34)	37% (46)	27% (34)	8% (9)	123
Employ: Self-Employed	22% (51)	36% (85)	21% (50)	21% (48)	234
Employ: Homemaker	8% (12)	33% (50)	30% (45)	28% (42)	150
Employ: Retired	5% (26)	36% (198)	34% (190)	25% (138)	552
Employ: Unemployed	15% (33)	41% (88)	27% (57)	17% (36)	214
Employ: Other	9% (13)	38% (53)	31% (44)	22% (31)	140
Military HH: Yes	13% (43)	31% (100)	36% (118)	20% (64)	324
Military HH: No	17% (314)	37% (695)	27% (498)	20% (370)	1878
2022 House Vote: Democrat	20% (207)	38% (389)	26% (262)	16% (166)	1023
2022 House Vote: Republican	11% (64)	32% (184)	32% (183)	24% (137)	567
2022 House Vote: Someone else	27% (14)	28% (15)	29% (15)	16% (8)	53
2022 House Vote: Didnt Vote	13% (72)	37% (207)	28% (156)	22% (123)	559
2020 Vote: Joe Biden	19% (199)	37% (392)	26% (277)	17% (182)	1049
2020 Vote: Donald Trump	10% (62)	36% (219)	32% (191)	22% (134)	607
2020 Vote: Other	22% (12)	24% (13)	28% (15)	26% (14)	55
2020 Vote: Didn't Vote	17% (83)	35% (170)	27% (133)	21% (104)	490

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Table MCBR5_2: *In your opinion, how believable are the following statements often made by companies that develop AI?
 AI will boost your creativity.*

Demographic	Very believable		Somewhat believable		Not too believable		Not believable at all		Total N
Adults	16%	(357)	36%	(794)	28%	(616)	20%	(434)	2202
2018 House Vote: Democrat	19%	(173)	37%	(333)	27%	(249)	17%	(156)	911
2018 House Vote: Republican	14%	(77)	32%	(177)	31%	(175)	23%	(131)	560
2018 House Vote: Didnt Vote	15%	(100)	40%	(272)	26%	(177)	20%	(137)	686
4-Region: Northeast	14%	(55)	36%	(139)	31%	(118)	19%	(74)	386
4-Region: Midwest	10%	(44)	34%	(154)	35%	(159)	21%	(98)	455
4-Region: South	15%	(123)	36%	(306)	28%	(233)	21%	(178)	840
4-Region: West	26%	(135)	38%	(196)	20%	(105)	16%	(85)	521
First to Try a New Tech Product	31%	(264)	39%	(332)	18%	(152)	11%	(93)	841

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

**Table MCBR5_3: In your opinion, how believable are the following statements often made by companies that develop AI?
AI can generate new ideas to help with brainstorming.**

Demographic	Very believable		Somewhat believable		Not too believable		Not believable at all		Total N
Adults	20%	(440)	40%	(885)	24%	(523)	16%	(354)	2202
Gender: Male	27%	(284)	40%	(428)	22%	(230)	12%	(123)	1065
Gender: Female	14%	(154)	40%	(448)	26%	(288)	21%	(231)	1121
Age: 18-34	33%	(207)	38%	(242)	17%	(108)	12%	(74)	631
Age: 35-44	27%	(102)	46%	(170)	18%	(67)	9%	(33)	372
Age: 45-64	13%	(90)	41%	(289)	28%	(201)	18%	(131)	711
Age: 65+	8%	(40)	38%	(184)	30%	(147)	24%	(116)	487
GenZers: 1997-2012	26%	(57)	44%	(97)	16%	(34)	14%	(31)	219
Millennials: 1981-1996	33%	(236)	40%	(285)	18%	(130)	9%	(67)	719
GenXers: 1965-1980	14%	(77)	42%	(226)	24%	(130)	19%	(102)	535
Baby Boomers: 1946-1964	10%	(68)	38%	(253)	31%	(208)	21%	(139)	669
PID: Dem (no lean)	26%	(261)	39%	(391)	22%	(217)	14%	(139)	1007
PID: Ind (no lean)	14%	(84)	42%	(255)	26%	(158)	18%	(107)	605
PID: Rep (no lean)	16%	(96)	40%	(238)	25%	(148)	18%	(109)	590
PID/Gender: Dem Men	33%	(170)	40%	(207)	18%	(96)	9%	(46)	519
PID/Gender: Dem Women	19%	(90)	37%	(179)	25%	(119)	19%	(93)	481
PID/Gender: Ind Men	20%	(50)	41%	(102)	29%	(72)	11%	(26)	250
PID/Gender: Ind Women	9%	(32)	44%	(151)	24%	(84)	23%	(80)	346
PID/Gender: Rep Men	21%	(63)	40%	(120)	21%	(62)	17%	(51)	296
PID/Gender: Rep Women	11%	(32)	40%	(119)	29%	(85)	20%	(58)	294
Ideo: Liberal (1-3)	23%	(169)	43%	(315)	21%	(151)	13%	(93)	728
Ideo: Moderate (4)	23%	(139)	38%	(235)	26%	(161)	13%	(81)	615
Ideo: Conservative (5-7)	18%	(122)	39%	(269)	24%	(165)	19%	(127)	684
Educ: < College	17%	(238)	40%	(575)	25%	(366)	18%	(259)	1439
Educ: Bachelors degree	25%	(119)	41%	(198)	22%	(109)	12%	(59)	485
Educ: Post-grad	30%	(83)	40%	(112)	17%	(48)	13%	(36)	278
Income: Under 50k	15%	(172)	41%	(463)	26%	(289)	18%	(208)	1132
Income: 50k-100k	22%	(147)	41%	(275)	23%	(157)	14%	(96)	675
Income: 100k+	31%	(121)	37%	(147)	19%	(77)	13%	(50)	395
Ethnicity: White	21%	(349)	39%	(666)	24%	(407)	16%	(277)	1699
Ethnicity: Hispanic	30%	(113)	41%	(156)	19%	(74)	10%	(36)	379

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Table MCBR5_3: *In your opinion, how believable are the following statements often made by companies that develop AI?
AI can generate new ideas to help with brainstorming.*

Demographic	Very believable	Somewhat believable	Not too believable	Not believable at all	Total N
Adults	20% (440)	40% (885)	24% (523)	16% (354)	2202
Ethnicity: Black	21% (58)	40% (113)	22% (63)	17% (49)	283
Ethnicity: Other	15% (32)	48% (106)	24% (53)	13% (28)	220
All Christian	21% (208)	39% (396)	26% (258)	14% (145)	1008
All Non-Christian	40% (68)	36% (62)	12% (21)	12% (20)	171
Atheist	17% (16)	42% (40)	21% (20)	20% (20)	96
Agnostic/Nothing in particular	16% (96)	42% (245)	23% (134)	19% (110)	586
Something Else	15% (51)	42% (142)	26% (89)	17% (59)	342
Religious Non-Protestant/Catholic	38% (70)	37% (69)	13% (23)	12% (22)	185
Evangelical	26% (157)	36% (213)	24% (141)	14% (82)	594
Non-Evangelical	12% (92)	43% (313)	28% (207)	17% (124)	735
Community: Urban	30% (215)	39% (287)	18% (132)	13% (95)	729
Community: Suburban	17% (162)	40% (392)	27% (264)	16% (161)	978
Community: Rural	13% (63)	42% (206)	26% (127)	20% (98)	495
Employ: Private Sector	28% (206)	38% (279)	21% (159)	13% (96)	741
Employ: Government	39% (48)	30% (37)	25% (30)	6% (8)	123
Employ: Self-Employed	26% (61)	39% (90)	19% (45)	16% (37)	234
Employ: Homemaker	12% (19)	37% (55)	26% (40)	24% (37)	150
Employ: Retired	8% (46)	42% (231)	29% (160)	21% (115)	552
Employ: Unemployed	18% (38)	46% (97)	21% (46)	15% (32)	214
Employ: Other	10% (14)	47% (67)	25% (35)	18% (25)	140
Military HH: Yes	16% (53)	39% (126)	27% (89)	17% (57)	324
Military HH: No	21% (387)	40% (758)	23% (434)	16% (298)	1878
2022 House Vote: Democrat	26% (263)	39% (398)	23% (231)	13% (130)	1023
2022 House Vote: Republican	14% (80)	41% (231)	26% (146)	19% (110)	567
2022 House Vote: Someone else	23% (12)	32% (17)	33% (17)	12% (7)	53
2022 House Vote: Didn't Vote	15% (85)	43% (238)	23% (129)	19% (107)	559
2020 Vote: Joe Biden	24% (255)	39% (409)	22% (234)	14% (151)	1049
2020 Vote: Donald Trump	15% (91)	41% (250)	25% (153)	19% (113)	607
2020 Vote: Other	17% (10)	37% (21)	30% (16)	16% (9)	55
2020 Vote: Didn't Vote	17% (85)	42% (206)	24% (119)	17% (81)	490

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Table MCBR5_3: *In your opinion, how believable are the following statements often made by companies that develop AI?
AI can generate new ideas to help with brainstorming.*

Demographic	Very believable		Somewhat believable		Not too believable		Not believable at all		Total N
Adults	20%	(440)	40%	(885)	24%	(523)	16%	(354)	2202
2018 House Vote: Democrat	24%	(220)	39%	(357)	24%	(214)	13%	(119)	911
2018 House Vote: Republican	17%	(96)	38%	(211)	25%	(142)	20%	(112)	560
2018 House Vote: Didnt Vote	17%	(118)	44%	(299)	22%	(153)	17%	(116)	686
4-Region: Northeast	18%	(69)	40%	(156)	24%	(94)	17%	(67)	386
4-Region: Midwest	14%	(64)	38%	(175)	30%	(136)	17%	(79)	455
4-Region: South	19%	(160)	39%	(328)	25%	(208)	17%	(143)	840
4-Region: West	28%	(146)	43%	(226)	16%	(85)	12%	(65)	521
First to Try a New Tech Product	36%	(300)	42%	(351)	13%	(109)	10%	(81)	841

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

Table MCBR5_4: *In your opinion, how believable are the following statements often made by companies that develop AI?
AI can automate tasks that humans would normally have to do.*

Demographic	Very believable	Somewhat believable	Not too believable	Not believable at all	Total N
Adults	27% (589)	41% (897)	18% (396)	15% (321)	2202
Gender: Male	34% (362)	42% (443)	14% (151)	10% (109)	1065
Gender: Female	20% (219)	40% (447)	22% (244)	19% (211)	1121
Age: 18-34	38% (240)	35% (224)	15% (95)	12% (73)	631
Age: 35-44	33% (124)	44% (165)	15% (56)	7% (27)	372
Age: 45-64	19% (138)	42% (298)	22% (158)	17% (119)	711
Age: 65+	18% (88)	43% (210)	18% (88)	21% (102)	487
GenZers: 1997-2012	33% (72)	39% (85)	13% (29)	15% (33)	219
Millennials: 1981-1996	38% (271)	39% (281)	15% (109)	8% (58)	719
GenXers: 1965-1980	21% (115)	41% (219)	21% (111)	17% (90)	535
Baby Boomers: 1946-1964	19% (124)	43% (285)	20% (136)	19% (125)	669
PID: Dem (no lean)	32% (323)	39% (390)	16% (163)	13% (131)	1007
PID: Ind (no lean)	20% (123)	44% (265)	20% (119)	16% (98)	605
PID: Rep (no lean)	24% (143)	41% (242)	19% (114)	15% (91)	590
PID/Gender: Dem Men	38% (200)	41% (214)	11% (59)	9% (47)	519
PID/Gender: Dem Women	25% (118)	36% (175)	22% (103)	18% (85)	481
PID/Gender: Ind Men	28% (70)	46% (116)	17% (42)	9% (23)	250
PID/Gender: Ind Women	14% (50)	42% (144)	22% (77)	22% (76)	346
PID/Gender: Rep Men	31% (92)	38% (113)	17% (50)	14% (40)	296
PID/Gender: Rep Women	17% (51)	44% (128)	22% (64)	17% (51)	294
Ideo: Liberal (1-3)	33% (240)	40% (288)	17% (123)	11% (77)	728
Ideo: Moderate (4)	26% (160)	43% (262)	18% (111)	13% (82)	615
Ideo: Conservative (5-7)	25% (172)	41% (278)	18% (121)	17% (114)	684
Educ: < College	23% (325)	40% (577)	20% (292)	17% (244)	1439
Educ: Bachelors degree	34% (164)	42% (202)	15% (70)	10% (48)	485
Educ: Post-grad	36% (100)	42% (118)	12% (33)	10% (28)	278
Income: Under 50k	21% (239)	41% (462)	21% (242)	17% (189)	1132
Income: 50k-100k	30% (200)	42% (281)	16% (106)	13% (89)	675
Income: 100k+	38% (150)	39% (154)	12% (48)	11% (43)	395
Ethnicity: White	27% (454)	40% (687)	18% (301)	15% (257)	1699
Ethnicity: Hispanic	34% (128)	37% (142)	17% (64)	12% (45)	379

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Table MCBR5_4: *In your opinion, how believable are the following statements often made by companies that develop AI?
AI can automate tasks that humans would normally have to do.*

Demographic	Very believable	Somewhat believable	Not too believable	Not believable at all	Total N
Adults	27% (589)	41% (897)	18% (396)	15% (321)	2202
Ethnicity: Black	27% (76)	39% (110)	17% (49)	17% (48)	283
Ethnicity: Other	27% (59)	45% (99)	20% (45)	7% (16)	220
All Christian	26% (261)	42% (421)	19% (191)	13% (135)	1008
All Non-Christian	49% (83)	32% (54)	7% (13)	12% (21)	171
Atheist	34% (32)	34% (32)	18% (18)	14% (14)	96
Agnostic/Nothing in particular	25% (149)	40% (236)	19% (111)	15% (91)	586
Something Else	19% (64)	45% (154)	19% (64)	18% (60)	342
Religious Non-Protestant/Catholic	46% (86)	33% (60)	8% (15)	13% (23)	185
Evangelical	29% (171)	39% (234)	18% (106)	14% (83)	594
Non-Evangelical	20% (147)	45% (330)	20% (146)	15% (112)	735
Community: Urban	36% (259)	39% (284)	13% (97)	12% (88)	729
Community: Suburban	24% (234)	42% (411)	20% (197)	14% (136)	978
Community: Rural	19% (96)	41% (201)	21% (102)	19% (96)	495
Employ: Private Sector	34% (253)	37% (277)	15% (113)	13% (98)	741
Employ: Government	43% (53)	36% (44)	17% (21)	4% (5)	123
Employ: Self-Employed	28% (66)	46% (108)	12% (28)	14% (32)	234
Employ: Homemaker	21% (32)	31% (46)	25% (37)	23% (34)	150
Employ: Retired	17% (92)	46% (252)	20% (112)	17% (96)	552
Employ: Unemployed	22% (47)	43% (91)	23% (48)	13% (27)	214
Employ: Other	18% (25)	45% (63)	20% (28)	17% (24)	140
Military HH: Yes	23% (75)	40% (129)	23% (74)	14% (46)	324
Military HH: No	27% (514)	41% (768)	17% (322)	15% (275)	1878
2022 House Vote: Democrat	32% (326)	40% (408)	16% (166)	12% (123)	1023
2022 House Vote: Republican	22% (125)	41% (235)	20% (113)	17% (94)	567
2022 House Vote: Someone else	32% (17)	37% (20)	19% (10)	11% (6)	53
2022 House Vote: Didn't Vote	22% (121)	42% (234)	19% (106)	18% (98)	559
2020 Vote: Joe Biden	31% (329)	40% (415)	16% (165)	13% (140)	1049
2020 Vote: Donald Trump	22% (131)	42% (255)	20% (122)	16% (99)	607
2020 Vote: Other	28% (15)	47% (26)	13% (7)	13% (7)	55
2020 Vote: Didn't Vote	23% (114)	41% (201)	21% (101)	15% (74)	490

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Table MCBR5_4: In your opinion, how believable are the following statements often made by companies that develop AI?
AI can automate tasks that humans would normally have to do.

Demographic	Very believable		Somewhat believable		Not too believable		Not believable at all		Total N
Adults	27%	(589)	41%	(897)	18%	(396)	15%	(321)	2202
2018 House Vote: Democrat	31%	(284)	40%	(361)	17%	(153)	12%	(114)	911
2018 House Vote: Republican	26%	(144)	39%	(221)	18%	(102)	17%	(94)	560
2018 House Vote: Didnt Vote	23%	(154)	43%	(293)	19%	(132)	16%	(107)	686
4-Region: Northeast	24%	(94)	46%	(177)	17%	(65)	13%	(51)	386
4-Region: Midwest	20%	(93)	44%	(199)	21%	(95)	15%	(67)	455
4-Region: South	26%	(215)	37%	(309)	21%	(175)	17%	(142)	840
4-Region: West	36%	(188)	41%	(212)	12%	(61)	12%	(61)	521
First to Try a New Tech Product	41%	(346)	36%	(305)	14%	(115)	9%	(75)	841

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

Table MCBR6_1: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?

Innovative

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	29%	(639)	44%	(970)	17%	(375)	10%	(218)	2202
Gender: Male	35%	(376)	43%	(455)	15%	(161)	7%	(73)	1065
Gender: Female	23%	(261)	45%	(501)	19%	(214)	13%	(145)	1121
Age: 18-34	35%	(222)	37%	(233)	18%	(113)	10%	(64)	631
Age: 35-44	36%	(134)	44%	(165)	13%	(50)	6%	(23)	372
Age: 45-64	25%	(177)	47%	(335)	18%	(125)	11%	(75)	711
Age: 65+	22%	(107)	49%	(237)	18%	(88)	11%	(56)	487
GenZers: 1997-2012	32%	(71)	39%	(84)	17%	(38)	12%	(26)	219
Millennials: 1981-1996	36%	(262)	40%	(289)	16%	(113)	8%	(55)	719
GenXers: 1965-1980	27%	(144)	44%	(237)	19%	(101)	10%	(53)	535
Baby Boomers: 1946-1964	23%	(155)	48%	(324)	16%	(110)	12%	(80)	669
PID: Dem (no lean)	35%	(353)	41%	(409)	16%	(164)	8%	(81)	1007
PID: Ind (no lean)	22%	(133)	48%	(289)	17%	(106)	13%	(77)	605
PID: Rep (no lean)	26%	(153)	46%	(271)	18%	(106)	10%	(60)	590
PID/Gender: Dem Men	43%	(221)	38%	(198)	14%	(74)	5%	(26)	519
PID/Gender: Dem Women	27%	(132)	42%	(204)	19%	(90)	11%	(55)	481
PID/Gender: Ind Men	25%	(62)	49%	(122)	16%	(41)	10%	(25)	250
PID/Gender: Ind Women	20%	(69)	47%	(161)	19%	(64)	15%	(52)	346
PID/Gender: Rep Men	31%	(93)	46%	(136)	15%	(46)	7%	(21)	296
PID/Gender: Rep Women	21%	(60)	46%	(136)	20%	(60)	13%	(38)	294
Ideo: Liberal (1-3)	34%	(249)	43%	(315)	16%	(114)	7%	(50)	728
Ideo: Moderate (4)	32%	(196)	44%	(270)	15%	(95)	9%	(54)	615
Ideo: Conservative (5-7)	25%	(174)	46%	(314)	18%	(126)	10%	(71)	684
Educ: < College	25%	(362)	44%	(631)	19%	(277)	12%	(169)	1439
Educ: Bachelors degree	35%	(169)	45%	(218)	14%	(67)	6%	(30)	485
Educ: Post-grad	39%	(108)	43%	(121)	11%	(31)	7%	(18)	278
Income: Under 50k	22%	(249)	46%	(516)	19%	(219)	13%	(148)	1132
Income: 50k-100k	34%	(230)	43%	(291)	16%	(108)	7%	(45)	675
Income: 100k+	40%	(160)	41%	(162)	12%	(48)	6%	(25)	395
Ethnicity: White	29%	(488)	44%	(755)	17%	(285)	10%	(172)	1699
Ethnicity: Hispanic	37%	(140)	35%	(131)	19%	(73)	9%	(35)	379

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Table MCBR6_1: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?

Innovative

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	29%	(639)	44%	(970)	17%	(375)	10%	(218)	2202
Ethnicity: Black	34%	(97)	37%	(105)	18%	(50)	11%	(31)	283
Ethnicity: Other	25%	(54)	50%	(110)	18%	(41)	7%	(15)	220
All Christian	31%	(309)	45%	(449)	17%	(167)	8%	(83)	1008
All Non-Christian	51%	(87)	39%	(66)	6%	(10)	5%	(8)	171
Atheist	24%	(23)	49%	(47)	21%	(20)	6%	(6)	96
Agnostic/Nothing in particular	25%	(145)	43%	(250)	20%	(116)	13%	(75)	586
Something Else	22%	(76)	46%	(157)	18%	(62)	14%	(46)	342
Religious Non-Protestant/Catholic	48%	(88)	40%	(73)	7%	(13)	5%	(10)	185
Evangelical	31%	(185)	44%	(262)	14%	(85)	10%	(61)	594
Non-Evangelical	26%	(191)	46%	(337)	19%	(140)	9%	(68)	735
Community: Urban	37%	(269)	37%	(272)	16%	(114)	10%	(74)	729
Community: Suburban	27%	(264)	48%	(465)	17%	(164)	9%	(84)	978
Community: Rural	21%	(106)	47%	(232)	20%	(97)	12%	(60)	495
Employ: Private Sector	36%	(263)	42%	(310)	15%	(113)	7%	(55)	741
Employ: Government	44%	(54)	38%	(47)	15%	(18)	3%	(4)	123
Employ: Self-Employed	29%	(68)	44%	(102)	15%	(35)	12%	(28)	234
Employ: Homemaker	29%	(43)	33%	(49)	22%	(32)	17%	(25)	150
Employ: Retired	21%	(116)	52%	(285)	17%	(96)	10%	(55)	552
Employ: Unemployed	26%	(56)	38%	(81)	22%	(47)	14%	(30)	214
Employ: Other	17%	(24)	51%	(72)	20%	(28)	12%	(17)	140
Military HH: Yes	24%	(77)	49%	(157)	19%	(61)	9%	(28)	324
Military HH: No	30%	(562)	43%	(812)	17%	(314)	10%	(190)	1878
2022 House Vote: Democrat	35%	(356)	42%	(432)	16%	(162)	7%	(73)	1023
2022 House Vote: Republican	26%	(146)	44%	(251)	20%	(115)	10%	(55)	567
2022 House Vote: Someone else	10%	(5)	68%	(36)	8%	(4)	14%	(7)	53
2022 House Vote: Didn't Vote	24%	(132)	45%	(251)	17%	(94)	15%	(82)	559
2020 Vote: Joe Biden	35%	(364)	43%	(448)	15%	(155)	8%	(82)	1049
2020 Vote: Donald Trump	26%	(160)	45%	(270)	19%	(116)	10%	(60)	607
2020 Vote: Other	14%	(8)	54%	(30)	20%	(11)	12%	(6)	55
2020 Vote: Didn't Vote	22%	(107)	45%	(221)	19%	(93)	14%	(69)	490

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Table MCBR6_1: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?

Innovative

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	29%	(639)	44%	(970)	17%	(375)	10%	(218)	2202
2018 House Vote: Democrat	34%	(314)	42%	(386)	15%	(137)	8%	(74)	911
2018 House Vote: Republican	27%	(152)	44%	(249)	20%	(114)	8%	(46)	560
2018 House Vote: Didnt Vote	24%	(166)	45%	(312)	17%	(117)	13%	(92)	686
4-Region: Northeast	29%	(112)	45%	(175)	18%	(71)	7%	(28)	386
4-Region: Midwest	25%	(113)	43%	(195)	21%	(95)	11%	(51)	455
4-Region: South	28%	(236)	42%	(356)	17%	(147)	12%	(100)	840
4-Region: West	34%	(178)	47%	(243)	12%	(62)	7%	(38)	521
First to Try a New Tech Product	43%	(361)	39%	(329)	13%	(106)	5%	(46)	841

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

Table MCBR6_2: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?*Trustworthy*

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	19%	(424)	37%	(805)	30%	(650)	15%	(323)	2202
Gender: Male	24%	(260)	39%	(416)	25%	(272)	11%	(118)	1065
Gender: Female	14%	(161)	35%	(387)	33%	(372)	18%	(202)	1121
Age: 18-34	29%	(183)	34%	(217)	24%	(149)	13%	(84)	631
Age: 35-44	28%	(103)	37%	(137)	26%	(96)	10%	(36)	372
Age: 45-64	12%	(86)	37%	(266)	35%	(247)	16%	(112)	711
Age: 65+	11%	(53)	38%	(185)	33%	(158)	19%	(91)	487
GenZers: 1997-2012	24%	(52)	34%	(74)	25%	(55)	18%	(39)	219
Millennials: 1981-1996	31%	(223)	35%	(254)	24%	(169)	10%	(73)	719
GenXers: 1965-1980	12%	(67)	37%	(196)	35%	(190)	15%	(82)	535
Baby Boomers: 1946-1964	11%	(76)	39%	(259)	32%	(215)	18%	(120)	669
PID: Dem (no lean)	27%	(270)	36%	(361)	26%	(261)	11%	(114)	1007
PID: Ind (no lean)	10%	(58)	36%	(217)	35%	(214)	19%	(116)	605
PID: Rep (no lean)	16%	(96)	38%	(226)	30%	(174)	16%	(93)	590
PID/Gender: Dem Men	35%	(182)	38%	(195)	21%	(108)	7%	(34)	519
PID/Gender: Dem Women	18%	(85)	35%	(167)	32%	(152)	16%	(77)	481
PID/Gender: Ind Men	7%	(17)	41%	(103)	33%	(84)	19%	(47)	250
PID/Gender: Ind Women	12%	(41)	32%	(112)	36%	(126)	20%	(68)	346
PID/Gender: Rep Men	21%	(61)	40%	(118)	27%	(80)	12%	(37)	296
PID/Gender: Rep Women	12%	(35)	37%	(109)	32%	(94)	19%	(56)	294
Ideo: Liberal (1-3)	23%	(165)	36%	(261)	28%	(207)	13%	(95)	728
Ideo: Moderate (4)	21%	(130)	35%	(218)	31%	(192)	12%	(74)	615
Ideo: Conservative (5-7)	18%	(120)	37%	(251)	30%	(204)	16%	(109)	684
Educ: < College	17%	(251)	36%	(522)	30%	(435)	16%	(231)	1439
Educ: Bachelors degree	20%	(97)	37%	(179)	31%	(150)	12%	(59)	485
Educ: Post-grad	27%	(76)	38%	(105)	23%	(65)	12%	(32)	278
Income: Under 50k	17%	(191)	35%	(400)	31%	(346)	17%	(195)	1132
Income: 50k-100k	18%	(121)	39%	(265)	30%	(202)	13%	(88)	675
Income: 100k+	28%	(112)	35%	(140)	26%	(102)	10%	(41)	395
Ethnicity: White	18%	(313)	37%	(624)	30%	(505)	15%	(257)	1699
Ethnicity: Hispanic	29%	(111)	39%	(150)	22%	(84)	9%	(34)	379

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Table MCBR6_2: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?

Trustworthy

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	19%	(424)	37%	(805)	30%	(650)	15%	(323)	2202
Ethnicity: Black	25%	(70)	36%	(103)	26%	(74)	13%	(37)	283
Ethnicity: Other	19%	(41)	36%	(79)	32%	(71)	13%	(29)	220
All Christian	20%	(205)	38%	(384)	29%	(293)	13%	(126)	1008
All Non-Christian	46%	(78)	32%	(54)	15%	(25)	8%	(14)	171
Atheist	16%	(15)	30%	(29)	41%	(40)	13%	(12)	96
Agnostic/Nothing in particular	13%	(76)	35%	(207)	34%	(199)	18%	(104)	586
Something Else	14%	(49)	39%	(132)	28%	(94)	20%	(67)	342
Religious Non-Protestant/Catholic	43%	(79)	34%	(63)	14%	(26)	9%	(16)	185
Evangelical	26%	(153)	36%	(215)	24%	(143)	14%	(83)	594
Non-Evangelical	13%	(93)	39%	(288)	33%	(245)	15%	(110)	735
Community: Urban	31%	(225)	34%	(249)	22%	(159)	13%	(95)	729
Community: Suburban	13%	(131)	39%	(381)	34%	(328)	14%	(139)	978
Community: Rural	14%	(68)	35%	(175)	33%	(163)	18%	(89)	495
Employ: Private Sector	27%	(200)	37%	(272)	26%	(190)	11%	(79)	741
Employ: Government	33%	(40)	34%	(42)	28%	(34)	6%	(7)	123
Employ: Self-Employed	21%	(50)	35%	(81)	27%	(63)	17%	(40)	234
Employ: Homemaker	15%	(22)	26%	(38)	39%	(58)	21%	(31)	150
Employ: Retired	9%	(51)	40%	(222)	33%	(183)	17%	(96)	552
Employ: Unemployed	13%	(27)	38%	(81)	34%	(72)	16%	(34)	214
Employ: Other	11%	(16)	42%	(58)	27%	(37)	21%	(29)	140
Military HH: Yes	17%	(54)	40%	(129)	30%	(99)	13%	(44)	324
Military HH: No	20%	(370)	36%	(676)	29%	(551)	15%	(280)	1878
2022 House Vote: Democrat	25%	(258)	36%	(365)	28%	(289)	11%	(111)	1023
2022 House Vote: Republican	14%	(82)	35%	(201)	34%	(191)	16%	(93)	567
2022 House Vote: Someone else	6%	(3)	59%	(31)	19%	(10)	16%	(8)	53
2022 House Vote: Didn't Vote	15%	(81)	37%	(207)	28%	(159)	20%	(111)	559
2020 Vote: Joe Biden	23%	(244)	37%	(389)	28%	(292)	12%	(123)	1049
2020 Vote: Donald Trump	16%	(100)	36%	(216)	32%	(192)	16%	(99)	607
2020 Vote: Other	6%	(3)	35%	(20)	41%	(23)	18%	(10)	55
2020 Vote: Didn't Vote	16%	(77)	37%	(180)	29%	(143)	19%	(91)	490

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Table MCBR6_2: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?

Trustworthy

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	19%	(424)	37%	(805)	30%	(650)	15%	(323)	2202
2018 House Vote: Democrat	25%	(228)	35%	(321)	27%	(247)	13%	(115)	911
2018 House Vote: Republican	15%	(83)	36%	(202)	34%	(189)	15%	(85)	560
2018 House Vote: Didnt Vote	16%	(111)	38%	(262)	29%	(197)	17%	(116)	686
4-Region: Northeast	20%	(79)	35%	(136)	33%	(126)	12%	(45)	386
4-Region: Midwest	13%	(58)	36%	(164)	33%	(151)	18%	(82)	455
4-Region: South	20%	(170)	36%	(303)	28%	(234)	16%	(133)	840
4-Region: West	23%	(117)	39%	(202)	27%	(139)	12%	(63)	521
First to Try a New Tech Product	35%	(295)	39%	(327)	19%	(160)	7%	(59)	841

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

Table MCBR6_3: *In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?*
Forward-thinking

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	27%	(588)	46%	(1003)	18%	(395)	10%	(215)	2202
Gender: Male	32%	(339)	44%	(472)	17%	(179)	7%	(75)	1065
Gender: Female	22%	(243)	47%	(527)	19%	(211)	13%	(141)	1121
Age: 18-34	35%	(222)	39%	(244)	17%	(110)	9%	(56)	631
Age: 35-44	33%	(122)	46%	(172)	15%	(57)	5%	(20)	372
Age: 45-64	20%	(142)	50%	(356)	20%	(144)	10%	(70)	711
Age: 65+	21%	(103)	47%	(231)	17%	(85)	14%	(69)	487
GenZers: 1997-2012	29%	(63)	44%	(96)	15%	(32)	13%	(28)	219
Millennials: 1981-1996	36%	(262)	41%	(297)	16%	(116)	6%	(44)	719
GenXers: 1965-1980	21%	(115)	48%	(255)	22%	(117)	9%	(48)	535
Baby Boomers: 1946-1964	20%	(135)	49%	(331)	17%	(116)	13%	(87)	669
PID: Dem (no lean)	32%	(327)	45%	(453)	15%	(153)	7%	(74)	1007
PID: Ind (no lean)	19%	(112)	48%	(288)	21%	(126)	13%	(78)	605
PID: Rep (no lean)	25%	(149)	44%	(262)	20%	(116)	11%	(63)	590
PID/Gender: Dem Men	38%	(197)	43%	(225)	14%	(72)	5%	(25)	519
PID/Gender: Dem Women	26%	(126)	47%	(226)	16%	(78)	10%	(50)	481
PID/Gender: Ind Men	22%	(56)	50%	(125)	18%	(44)	10%	(25)	250
PID/Gender: Ind Women	16%	(54)	46%	(160)	23%	(79)	15%	(53)	346
PID/Gender: Rep Men	29%	(86)	41%	(122)	21%	(62)	9%	(25)	296
PID/Gender: Rep Women	21%	(62)	48%	(140)	18%	(54)	13%	(38)	294
Ideo: Liberal (1-3)	29%	(212)	49%	(354)	15%	(109)	7%	(53)	728
Ideo: Moderate (4)	28%	(171)	47%	(287)	18%	(109)	8%	(49)	615
Ideo: Conservative (5-7)	28%	(189)	42%	(288)	20%	(139)	10%	(68)	684
Educ: < College	23%	(331)	45%	(653)	20%	(292)	11%	(163)	1439
Educ: Bachelors degree	32%	(155)	47%	(227)	14%	(65)	8%	(37)	485
Educ: Post-grad	37%	(102)	44%	(122)	14%	(38)	6%	(16)	278
Income: Under 50k	20%	(229)	47%	(529)	21%	(233)	12%	(140)	1132
Income: 50k-100k	31%	(206)	45%	(305)	17%	(116)	7%	(48)	675
Income: 100k+	39%	(153)	43%	(169)	12%	(46)	7%	(27)	395
Ethnicity: White	27%	(453)	46%	(779)	18%	(297)	10%	(170)	1699
Ethnicity: Hispanic	38%	(143)	43%	(163)	12%	(45)	7%	(28)	379

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Table MCBR6_3: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?

Forward-thinking

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	27%	(588)	46%	(1003)	18%	(395)	10%	(215)	2202
Ethnicity: Black	31%	(87)	39%	(111)	21%	(58)	9%	(27)	283
Ethnicity: Other	22%	(48)	52%	(114)	18%	(40)	8%	(19)	220
All Christian	29%	(289)	47%	(469)	17%	(167)	8%	(83)	1008
All Non-Christian	48%	(82)	36%	(62)	10%	(16)	6%	(10)	171
Atheist	19%	(18)	45%	(44)	28%	(27)	8%	(7)	96
Agnostic/Nothing in particular	20%	(118)	46%	(272)	21%	(123)	13%	(74)	586
Something Else	24%	(81)	46%	(157)	18%	(63)	12%	(41)	342
Religious Non-Protestant/Catholic	46%	(84)	38%	(70)	10%	(18)	7%	(12)	185
Evangelical	32%	(191)	43%	(253)	15%	(92)	10%	(58)	594
Non-Evangelical	23%	(166)	50%	(365)	19%	(137)	9%	(67)	735
Community: Urban	35%	(255)	40%	(293)	15%	(109)	10%	(73)	729
Community: Suburban	23%	(229)	49%	(479)	18%	(180)	9%	(89)	978
Community: Rural	21%	(104)	47%	(231)	22%	(106)	11%	(53)	495
Employ: Private Sector	32%	(239)	45%	(332)	16%	(119)	7%	(51)	741
Employ: Government	42%	(52)	42%	(52)	12%	(15)	3%	(4)	123
Employ: Self-Employed	28%	(65)	45%	(104)	16%	(37)	12%	(27)	234
Employ: Homemaker	18%	(27)	50%	(74)	22%	(32)	11%	(16)	150
Employ: Retired	19%	(107)	49%	(272)	20%	(110)	11%	(63)	552
Employ: Unemployed	29%	(62)	35%	(75)	22%	(47)	14%	(30)	214
Employ: Other	14%	(20)	54%	(76)	18%	(26)	14%	(19)	140
Military HH: Yes	26%	(83)	46%	(149)	20%	(65)	9%	(28)	324
Military HH: No	27%	(505)	46%	(854)	18%	(331)	10%	(187)	1878
2022 House Vote: Democrat	31%	(319)	46%	(474)	15%	(159)	7%	(72)	1023
2022 House Vote: Republican	24%	(136)	44%	(251)	21%	(120)	11%	(60)	567
2022 House Vote: Someone else	16%	(9)	62%	(33)	9%	(5)	13%	(7)	53
2022 House Vote: Didn't Vote	22%	(124)	44%	(247)	20%	(112)	14%	(76)	559
2020 Vote: Joe Biden	31%	(330)	46%	(485)	15%	(156)	7%	(78)	1049
2020 Vote: Donald Trump	24%	(143)	45%	(271)	21%	(129)	11%	(64)	607
2020 Vote: Other	14%	(8)	58%	(32)	18%	(10)	10%	(5)	55
2020 Vote: Didn't Vote	22%	(108)	44%	(215)	20%	(100)	14%	(67)	490

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Table MCBR6_3: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?

Forward-thinking

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	27%	(588)	46%	(1003)	18%	(395)	10%	(215)	2202
2018 House Vote: Democrat	31%	(280)	47%	(425)	15%	(138)	7%	(68)	911
2018 House Vote: Republican	24%	(136)	44%	(246)	21%	(120)	10%	(58)	560
2018 House Vote: Didnt Vote	24%	(163)	45%	(310)	19%	(129)	12%	(84)	686
4-Region: Northeast	27%	(104)	45%	(175)	19%	(73)	9%	(33)	386
4-Region: Midwest	21%	(96)	50%	(227)	19%	(85)	11%	(48)	455
4-Region: South	26%	(218)	43%	(365)	20%	(171)	10%	(87)	840
4-Region: West	33%	(171)	45%	(237)	13%	(67)	9%	(47)	521
First to Try a New Tech Product	41%	(348)	41%	(342)	13%	(112)	5%	(39)	841

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

Table MCBR6_4: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?*Efficient*

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	25%	(550)	45%	(999)	19%	(428)	10%	(224)	2202
Gender: Male	33%	(352)	44%	(473)	15%	(163)	7%	(77)	1065
Gender: Female	17%	(194)	46%	(519)	23%	(261)	13%	(148)	1121
Age: 18-34	35%	(223)	40%	(251)	16%	(99)	9%	(57)	631
Age: 35-44	30%	(112)	47%	(175)	15%	(55)	8%	(30)	372
Age: 45-64	22%	(157)	45%	(317)	23%	(166)	10%	(72)	711
Age: 65+	12%	(58)	53%	(256)	22%	(108)	13%	(65)	487
GenZers: 1997-2012	29%	(65)	43%	(94)	15%	(32)	13%	(29)	219
Millennials: 1981-1996	35%	(252)	43%	(308)	15%	(108)	7%	(52)	719
GenXers: 1965-1980	23%	(121)	45%	(240)	22%	(118)	10%	(55)	535
Baby Boomers: 1946-1964	15%	(103)	49%	(328)	23%	(154)	13%	(85)	669
PID: Dem (no lean)	29%	(297)	45%	(450)	18%	(179)	8%	(81)	1007
PID: Ind (no lean)	16%	(99)	49%	(295)	22%	(135)	13%	(77)	605
PID: Rep (no lean)	26%	(154)	43%	(254)	20%	(115)	11%	(66)	590
PID/Gender: Dem Men	38%	(195)	45%	(235)	12%	(64)	5%	(25)	519
PID/Gender: Dem Women	21%	(102)	44%	(210)	23%	(112)	12%	(56)	481
PID/Gender: Ind Men	20%	(51)	49%	(123)	20%	(50)	11%	(27)	250
PID/Gender: Ind Women	13%	(44)	49%	(169)	24%	(83)	14%	(50)	346
PID/Gender: Rep Men	36%	(107)	39%	(115)	17%	(49)	8%	(24)	296
PID/Gender: Rep Women	16%	(47)	47%	(139)	22%	(66)	14%	(42)	294
Ideo: Liberal (1-3)	29%	(210)	46%	(336)	17%	(125)	8%	(57)	728
Ideo: Moderate (4)	25%	(155)	45%	(278)	21%	(129)	9%	(53)	615
Ideo: Conservative (5-7)	24%	(167)	45%	(305)	21%	(145)	10%	(68)	684
Educ: < College	23%	(325)	44%	(630)	22%	(310)	12%	(174)	1439
Educ: Bachelors degree	28%	(135)	49%	(237)	16%	(78)	7%	(35)	485
Educ: Post-grad	32%	(90)	48%	(133)	14%	(40)	6%	(16)	278
Income: Under 50k	21%	(233)	45%	(511)	21%	(239)	13%	(149)	1132
Income: 50k-100k	28%	(190)	47%	(316)	17%	(118)	8%	(51)	675
Income: 100k+	32%	(127)	44%	(173)	18%	(71)	6%	(24)	395
Ethnicity: White	25%	(420)	45%	(763)	20%	(337)	11%	(179)	1699
Ethnicity: Hispanic	36%	(137)	39%	(146)	17%	(63)	9%	(33)	379

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Table MCBR6_4: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?

Efficient

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	25%	(550)	45%	(999)	19%	(428)	10%	(224)	2202
Ethnicity: Black	28%	(80)	44%	(124)	18%	(51)	10%	(28)	283
Ethnicity: Other	22%	(49)	51%	(113)	18%	(41)	8%	(17)	220
All Christian	25%	(253)	47%	(472)	20%	(201)	8%	(82)	1008
All Non-Christian	45%	(76)	43%	(74)	8%	(13)	5%	(8)	171
Atheist	23%	(22)	48%	(46)	23%	(22)	6%	(5)	96
Agnostic/Nothing in particular	22%	(127)	44%	(257)	20%	(118)	14%	(83)	586
Something Else	21%	(72)	44%	(150)	22%	(74)	13%	(46)	342
Religious Non-Protestant/Catholic	43%	(79)	43%	(79)	9%	(17)	5%	(10)	185
Evangelical	29%	(175)	42%	(251)	16%	(98)	12%	(69)	594
Non-Evangelical	19%	(143)	49%	(359)	24%	(175)	8%	(59)	735
Community: Urban	33%	(244)	43%	(311)	13%	(96)	11%	(78)	729
Community: Suburban	21%	(209)	48%	(474)	21%	(208)	9%	(87)	978
Community: Rural	20%	(97)	43%	(215)	25%	(124)	12%	(59)	495
Employ: Private Sector	31%	(233)	45%	(331)	18%	(130)	6%	(47)	741
Employ: Government	34%	(42)	33%	(41)	23%	(29)	10%	(12)	123
Employ: Self-Employed	31%	(73)	42%	(98)	15%	(34)	12%	(28)	234
Employ: Homemaker	21%	(31)	37%	(55)	29%	(44)	13%	(20)	150
Employ: Retired	16%	(86)	51%	(281)	22%	(120)	12%	(65)	552
Employ: Unemployed	23%	(49)	47%	(99)	16%	(35)	14%	(31)	214
Employ: Other	16%	(23)	50%	(70)	22%	(30)	12%	(17)	140
Military HH: Yes	22%	(70)	48%	(156)	22%	(71)	9%	(28)	324
Military HH: No	26%	(480)	45%	(844)	19%	(358)	10%	(196)	1878
2022 House Vote: Democrat	29%	(295)	45%	(459)	19%	(193)	7%	(76)	1023
2022 House Vote: Republican	22%	(125)	46%	(260)	21%	(118)	11%	(65)	567
2022 House Vote: Someone else	32%	(17)	35%	(19)	16%	(8)	17%	(9)	53
2022 House Vote: Didn't Vote	20%	(113)	47%	(262)	20%	(109)	13%	(75)	559
2020 Vote: Joe Biden	29%	(307)	47%	(489)	17%	(175)	8%	(79)	1049
2020 Vote: Donald Trump	24%	(143)	44%	(266)	21%	(125)	12%	(73)	607
2020 Vote: Other	16%	(9)	48%	(27)	27%	(15)	8%	(5)	55
2020 Vote: Didn't Vote	19%	(92)	44%	(218)	23%	(114)	14%	(67)	490

Continued on next page

Table MCBR6_4: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?

Efficient

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	25%	(550)	45%	(999)	19%	(428)	10%	(224)	2202
2018 House Vote: Democrat	29%	(268)	45%	(406)	18%	(166)	8%	(70)	911
2018 House Vote: Republican	22%	(123)	45%	(254)	21%	(118)	12%	(65)	560
2018 House Vote: Didnt Vote	22%	(148)	47%	(325)	19%	(129)	12%	(85)	686
4-Region: Northeast	28%	(109)	46%	(177)	17%	(64)	9%	(35)	386
4-Region: Midwest	19%	(88)	48%	(217)	23%	(104)	10%	(45)	455
4-Region: South	24%	(206)	43%	(360)	20%	(171)	12%	(103)	840
4-Region: West	28%	(147)	47%	(244)	17%	(89)	8%	(41)	521
First to Try a New Tech Product	42%	(356)	40%	(339)	12%	(102)	5%	(46)	841

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

Table MCBR6_5: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?

Alarming

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	19%	(420)	33%	(724)	31%	(673)	17%	(385)	2202
Gender: Male	23%	(241)	32%	(340)	29%	(311)	16%	(173)	1065
Gender: Female	16%	(174)	34%	(376)	32%	(360)	19%	(211)	1121
Age: 18-34	25%	(157)	34%	(216)	24%	(152)	17%	(106)	631
Age: 35-44	19%	(71)	37%	(137)	26%	(98)	18%	(66)	372
Age: 45-64	17%	(122)	32%	(230)	34%	(242)	17%	(118)	711
Age: 65+	14%	(70)	29%	(141)	37%	(181)	19%	(95)	487
GenZers: 1997-2012	21%	(45)	36%	(79)	25%	(54)	18%	(40)	219
Millennials: 1981-1996	24%	(171)	35%	(255)	24%	(176)	16%	(118)	719
GenXers: 1965-1980	17%	(93)	34%	(180)	32%	(170)	17%	(92)	535
Baby Boomers: 1946-1964	15%	(104)	30%	(199)	37%	(250)	17%	(117)	669
PID: Dem (no lean)	22%	(220)	31%	(312)	30%	(298)	18%	(177)	1007
PID: Ind (no lean)	14%	(85)	35%	(213)	33%	(199)	18%	(107)	605
PID: Rep (no lean)	19%	(115)	34%	(199)	30%	(176)	17%	(100)	590
PID/Gender: Dem Men	27%	(139)	30%	(154)	27%	(142)	16%	(84)	519
PID/Gender: Dem Women	17%	(80)	32%	(152)	32%	(155)	19%	(94)	481
PID/Gender: Ind Men	16%	(40)	38%	(96)	32%	(79)	14%	(34)	250
PID/Gender: Ind Women	12%	(42)	33%	(115)	34%	(117)	21%	(72)	346
PID/Gender: Rep Men	21%	(62)	30%	(90)	30%	(89)	19%	(55)	296
PID/Gender: Rep Women	18%	(52)	37%	(109)	30%	(87)	15%	(45)	294
Ideo: Liberal (1-3)	21%	(152)	35%	(256)	26%	(189)	18%	(131)	728
Ideo: Moderate (4)	16%	(99)	30%	(184)	35%	(218)	18%	(114)	615
Ideo: Conservative (5-7)	23%	(157)	33%	(228)	30%	(203)	14%	(96)	684
Educ: < College	19%	(269)	33%	(471)	31%	(444)	18%	(254)	1439
Educ: Bachelors degree	17%	(82)	33%	(162)	32%	(154)	18%	(87)	485
Educ: Post-grad	25%	(69)	33%	(91)	27%	(75)	16%	(44)	278
Income: Under 50k	18%	(200)	34%	(385)	30%	(339)	18%	(208)	1132
Income: 50k-100k	18%	(124)	31%	(210)	34%	(228)	17%	(113)	675
Income: 100k+	24%	(96)	33%	(129)	27%	(106)	16%	(64)	395
Ethnicity: White	20%	(347)	32%	(536)	31%	(528)	17%	(289)	1699
Ethnicity: Hispanic	28%	(108)	33%	(126)	25%	(96)	13%	(50)	379

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Table MCBR6_5: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?*Alarming*

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	19%	(420)	33%	(724)	31%	(673)	17%	(385)	2202
Ethnicity: Black	15%	(42)	31%	(88)	30%	(85)	24%	(68)	283
Ethnicity: Other	14%	(31)	46%	(100)	27%	(60)	13%	(28)	220
All Christian	21%	(208)	34%	(338)	31%	(308)	15%	(154)	1008
All Non-Christian	34%	(57)	28%	(48)	15%	(26)	24%	(40)	171
Atheist	16%	(15)	39%	(38)	32%	(31)	12%	(12)	96
Agnostic/Nothing in particular	13%	(78)	31%	(183)	34%	(201)	21%	(123)	586
Something Else	18%	(62)	34%	(117)	31%	(107)	16%	(56)	342
Religious Non-Protestant/Catholic	31%	(57)	29%	(54)	17%	(31)	23%	(42)	185
Evangelical	24%	(141)	35%	(207)	25%	(146)	17%	(100)	594
Non-Evangelical	17%	(122)	32%	(238)	36%	(268)	15%	(108)	735
Community: Urban	27%	(194)	29%	(212)	27%	(196)	17%	(127)	729
Community: Suburban	15%	(143)	34%	(332)	34%	(328)	18%	(175)	978
Community: Rural	17%	(83)	36%	(180)	30%	(148)	17%	(83)	495
Employ: Private Sector	20%	(149)	34%	(249)	29%	(216)	17%	(128)	741
Employ: Government	31%	(38)	32%	(39)	23%	(29)	14%	(17)	123
Employ: Self-Employed	22%	(50)	41%	(95)	24%	(55)	14%	(33)	234
Employ: Homemaker	21%	(32)	25%	(38)	38%	(56)	16%	(24)	150
Employ: Retired	16%	(86)	28%	(154)	39%	(215)	18%	(97)	552
Employ: Unemployed	17%	(35)	36%	(76)	28%	(59)	20%	(43)	214
Employ: Other	14%	(20)	40%	(57)	22%	(32)	23%	(32)	140
Military HH: Yes	19%	(63)	32%	(105)	30%	(99)	18%	(57)	324
Military HH: No	19%	(357)	33%	(619)	31%	(574)	17%	(328)	1878
2022 House Vote: Democrat	22%	(220)	32%	(322)	30%	(305)	17%	(175)	1023
2022 House Vote: Republican	19%	(109)	34%	(195)	31%	(177)	15%	(86)	567
2022 House Vote: Someone else	21%	(11)	37%	(19)	30%	(16)	12%	(6)	53
2022 House Vote: Didn't Vote	14%	(80)	34%	(188)	31%	(174)	21%	(117)	559
2020 Vote: Joe Biden	21%	(220)	31%	(325)	31%	(322)	17%	(183)	1049
2020 Vote: Donald Trump	19%	(114)	35%	(212)	30%	(184)	16%	(97)	607
2020 Vote: Other	12%	(7)	40%	(22)	39%	(22)	8%	(5)	55
2020 Vote: Didn't Vote	16%	(79)	34%	(165)	30%	(145)	20%	(100)	490

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Table MCBR6_5: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?

Alarming

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	19%	(420)	33%	(724)	31%	(673)	17%	(385)	2202
2018 House Vote: Democrat	22%	(197)	32%	(288)	30%	(273)	17%	(154)	911
2018 House Vote: Republican	19%	(106)	33%	(182)	32%	(179)	17%	(94)	560
2018 House Vote: Didnt Vote	16%	(113)	35%	(238)	29%	(202)	19%	(133)	686
4-Region: Northeast	21%	(83)	30%	(115)	34%	(131)	15%	(58)	386
4-Region: Midwest	15%	(69)	35%	(157)	33%	(151)	17%	(78)	455
4-Region: South	18%	(149)	32%	(270)	30%	(252)	20%	(167)	840
4-Region: West	23%	(119)	35%	(182)	27%	(139)	16%	(82)	521
First to Try a New Tech Product	23%	(197)	31%	(257)	27%	(224)	20%	(164)	841

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

Table MCBR6_6: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?*Untrustworthy*

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	13%	(280)	29%	(634)	36%	(794)	22%	(494)	2202
Gender: Male	15%	(160)	27%	(288)	34%	(365)	24%	(252)	1065
Gender: Female	10%	(117)	30%	(337)	38%	(427)	21%	(240)	1121
Age: 18-34	15%	(97)	32%	(200)	27%	(173)	25%	(161)	631
Age: 35-44	15%	(56)	30%	(110)	32%	(121)	23%	(86)	372
Age: 45-64	12%	(88)	30%	(212)	39%	(277)	19%	(135)	711
Age: 65+	8%	(39)	23%	(112)	46%	(223)	23%	(113)	487
GenZers: 1997-2012	11%	(24)	30%	(66)	31%	(67)	28%	(62)	219
Millennials: 1981-1996	17%	(122)	31%	(226)	28%	(204)	23%	(167)	719
GenXers: 1965-1980	13%	(68)	30%	(162)	38%	(204)	19%	(101)	535
Baby Boomers: 1946-1964	9%	(61)	25%	(166)	44%	(294)	22%	(148)	669
PID: Dem (no lean)	14%	(138)	27%	(274)	34%	(341)	25%	(254)	1007
PID: Ind (no lean)	11%	(67)	31%	(185)	38%	(228)	21%	(124)	605
PID: Rep (no lean)	13%	(76)	30%	(174)	38%	(225)	20%	(115)	590
PID/Gender: Dem Men	17%	(86)	26%	(137)	29%	(150)	28%	(146)	519
PID/Gender: Dem Women	10%	(49)	27%	(132)	40%	(191)	23%	(109)	481
PID/Gender: Ind Men	13%	(33)	29%	(74)	41%	(102)	17%	(42)	250
PID/Gender: Ind Women	9%	(33)	31%	(109)	36%	(124)	23%	(81)	346
PID/Gender: Rep Men	14%	(41)	26%	(77)	38%	(113)	22%	(65)	296
PID/Gender: Rep Women	12%	(35)	33%	(97)	38%	(112)	17%	(51)	294
Ideo: Liberal (1-3)	11%	(82)	28%	(203)	37%	(266)	24%	(177)	728
Ideo: Moderate (4)	14%	(86)	26%	(159)	38%	(232)	23%	(139)	615
Ideo: Conservative (5-7)	15%	(102)	31%	(212)	36%	(249)	18%	(120)	684
Educ: < College	12%	(173)	30%	(427)	35%	(509)	23%	(330)	1439
Educ: Bachelors degree	10%	(50)	28%	(135)	41%	(197)	21%	(102)	485
Educ: Post-grad	20%	(56)	26%	(72)	31%	(88)	23%	(63)	278
Income: Under 50k	11%	(123)	29%	(324)	36%	(410)	24%	(275)	1132
Income: 50k-100k	12%	(84)	31%	(212)	36%	(245)	20%	(134)	675
Income: 100k+	18%	(72)	25%	(98)	35%	(139)	22%	(86)	395
Ethnicity: White	13%	(222)	28%	(479)	37%	(629)	22%	(369)	1699
Ethnicity: Hispanic	14%	(52)	30%	(114)	33%	(125)	23%	(88)	379

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Table MCBR6_6: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?

Untrustworthy

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	13%	(280)	29%	(634)	36%	(794)	22%	(494)	2202
Ethnicity: Black	14%	(39)	25%	(70)	36%	(101)	26%	(73)	283
Ethnicity: Other	8%	(18)	39%	(85)	29%	(64)	24%	(53)	220
All Christian	11%	(113)	28%	(281)	39%	(398)	21%	(216)	1008
All Non-Christian	26%	(44)	28%	(48)	17%	(30)	29%	(49)	171
Atheist	11%	(10)	26%	(25)	38%	(36)	25%	(24)	96
Agnostic/Nothing in particular	12%	(68)	27%	(159)	40%	(233)	22%	(126)	586
Something Else	13%	(45)	35%	(121)	28%	(97)	23%	(79)	342
Religious Non-Protestant/Catholic	25%	(46)	29%	(54)	18%	(33)	28%	(51)	185
Evangelical	13%	(74)	27%	(158)	36%	(214)	25%	(148)	594
Non-Evangelical	10%	(76)	32%	(237)	38%	(279)	20%	(144)	735
Community: Urban	16%	(114)	26%	(188)	31%	(225)	28%	(203)	729
Community: Suburban	12%	(116)	31%	(300)	38%	(369)	20%	(194)	978
Community: Rural	10%	(50)	30%	(147)	40%	(200)	20%	(97)	495
Employ: Private Sector	15%	(111)	28%	(210)	35%	(256)	22%	(165)	741
Employ: Government	20%	(25)	29%	(35)	34%	(42)	17%	(21)	123
Employ: Self-Employed	15%	(35)	38%	(89)	24%	(56)	23%	(53)	234
Employ: Homemaker	14%	(21)	30%	(44)	36%	(54)	20%	(30)	150
Employ: Retired	9%	(52)	24%	(133)	45%	(249)	22%	(119)	552
Employ: Unemployed	9%	(19)	25%	(53)	37%	(80)	29%	(62)	214
Employ: Other	8%	(12)	37%	(52)	35%	(50)	19%	(27)	140
Military HH: Yes	14%	(44)	25%	(81)	42%	(135)	20%	(64)	324
Military HH: No	13%	(236)	29%	(553)	35%	(659)	23%	(430)	1878
2022 House Vote: Democrat	13%	(131)	25%	(260)	36%	(373)	25%	(258)	1023
2022 House Vote: Republican	14%	(79)	29%	(165)	40%	(226)	17%	(98)	567
2022 House Vote: Someone else	7%	(4)	33%	(18)	42%	(22)	18%	(9)	53
2022 House Vote: Didn't Vote	12%	(66)	34%	(191)	31%	(173)	23%	(129)	559
2020 Vote: Joe Biden	14%	(143)	25%	(266)	36%	(381)	25%	(259)	1049
2020 Vote: Donald Trump	13%	(77)	27%	(166)	41%	(248)	19%	(116)	607
2020 Vote: Other	14%	(8)	25%	(14)	40%	(22)	21%	(12)	55
2020 Vote: Didn't Vote	11%	(53)	38%	(189)	29%	(142)	22%	(107)	490

Continued on next page

Table MCBR6_6: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?

Untrustworthy

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	13%	(280)	29%	(634)	36%	(794)	22%	(494)	2202
2018 House Vote: Democrat	14%	(128)	26%	(238)	35%	(323)	24%	(222)	911
2018 House Vote: Republican	13%	(74)	29%	(163)	40%	(223)	18%	(100)	560
2018 House Vote: Didnt Vote	11%	(77)	32%	(221)	33%	(225)	24%	(164)	686
4-Region: Northeast	13%	(50)	24%	(92)	41%	(159)	22%	(85)	386
4-Region: Midwest	12%	(54)	31%	(142)	38%	(173)	19%	(86)	455
4-Region: South	12%	(101)	28%	(233)	38%	(317)	23%	(189)	840
4-Region: West	14%	(74)	32%	(168)	28%	(145)	26%	(135)	521
First to Try a New Tech Product	16%	(133)	27%	(225)	30%	(256)	27%	(228)	841

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

Table MCBR6_7: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?
Short-sighted

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	13%	(297)	28%	(626)	37%	(810)	21%	(469)	2202
Gender: Male	18%	(189)	30%	(315)	33%	(349)	20%	(212)	1065
Gender: Female	9%	(105)	28%	(309)	40%	(450)	23%	(256)	1121
Age: 18-34	19%	(123)	31%	(199)	28%	(176)	21%	(135)	631
Age: 35-44	17%	(63)	30%	(112)	32%	(118)	21%	(78)	372
Age: 45-64	11%	(75)	29%	(206)	40%	(286)	20%	(145)	711
Age: 65+	7%	(36)	22%	(109)	47%	(230)	23%	(112)	487
GenZers: 1997-2012	14%	(31)	33%	(73)	32%	(70)	21%	(45)	219
Millennials: 1981-1996	21%	(151)	30%	(218)	28%	(200)	21%	(150)	719
GenXers: 1965-1980	11%	(57)	32%	(173)	36%	(192)	21%	(113)	535
Baby Boomers: 1946-1964	8%	(53)	23%	(154)	48%	(320)	21%	(142)	669
PID: Dem (no lean)	16%	(162)	28%	(285)	33%	(336)	22%	(224)	1007
PID: Ind (no lean)	9%	(52)	29%	(175)	41%	(247)	22%	(130)	605
PID: Rep (no lean)	14%	(83)	28%	(166)	38%	(226)	19%	(115)	590
PID/Gender: Dem Men	21%	(110)	31%	(160)	27%	(138)	21%	(110)	519
PID/Gender: Dem Women	10%	(50)	26%	(124)	40%	(193)	24%	(114)	481
PID/Gender: Ind Men	12%	(29)	29%	(72)	41%	(104)	18%	(46)	250
PID/Gender: Ind Women	7%	(23)	29%	(102)	40%	(138)	24%	(83)	346
PID/Gender: Rep Men	17%	(50)	28%	(82)	36%	(107)	19%	(56)	296
PID/Gender: Rep Women	11%	(33)	28%	(84)	40%	(119)	20%	(59)	294
Ideo: Liberal (1-3)	14%	(105)	25%	(181)	38%	(279)	22%	(164)	728
Ideo: Moderate (4)	12%	(73)	28%	(175)	38%	(231)	22%	(136)	615
Ideo: Conservative (5-7)	16%	(110)	31%	(210)	36%	(249)	17%	(115)	684
Educ: < College	12%	(176)	29%	(413)	37%	(538)	22%	(313)	1439
Educ: Bachelors degree	11%	(55)	29%	(139)	37%	(181)	23%	(111)	485
Educ: Post-grad	24%	(66)	27%	(75)	33%	(92)	16%	(46)	278
Income: Under 50k	12%	(131)	29%	(327)	36%	(411)	23%	(263)	1132
Income: 50k-100k	13%	(88)	28%	(190)	40%	(268)	19%	(129)	675
Income: 100k+	20%	(78)	28%	(109)	33%	(131)	20%	(78)	395
Ethnicity: White	14%	(242)	27%	(461)	36%	(619)	22%	(377)	1699
Ethnicity: Hispanic	18%	(70)	31%	(119)	27%	(101)	24%	(89)	379

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Table MCBR6_7: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?

Short-sighted

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	13%	(297)	28%	(626)	37%	(810)	21%	(469)	2202
Ethnicity: Black	11%	(30)	33%	(94)	33%	(95)	23%	(64)	283
Ethnicity: Other	11%	(25)	32%	(71)	44%	(96)	13%	(28)	220
All Christian	13%	(133)	28%	(283)	38%	(387)	20%	(205)	1008
All Non-Christian	28%	(48)	29%	(49)	19%	(33)	24%	(41)	171
Atheist	12%	(12)	33%	(32)	37%	(35)	18%	(17)	96
Agnostic/Nothing in particular	10%	(58)	27%	(159)	39%	(231)	24%	(139)	586
Something Else	14%	(46)	30%	(103)	37%	(125)	20%	(68)	342
Religious Non-Protestant/Catholic	28%	(51)	30%	(55)	19%	(35)	24%	(44)	185
Evangelical	17%	(102)	28%	(167)	33%	(196)	22%	(129)	594
Non-Evangelical	9%	(67)	28%	(206)	43%	(317)	20%	(145)	735
Community: Urban	19%	(138)	31%	(224)	30%	(217)	21%	(150)	729
Community: Suburban	11%	(104)	27%	(265)	40%	(392)	22%	(216)	978
Community: Rural	11%	(54)	28%	(137)	41%	(202)	21%	(102)	495
Employ: Private Sector	17%	(124)	28%	(206)	33%	(248)	22%	(164)	741
Employ: Government	19%	(24)	36%	(45)	31%	(38)	13%	(16)	123
Employ: Self-Employed	16%	(37)	31%	(73)	27%	(63)	26%	(61)	234
Employ: Homemaker	7%	(11)	31%	(47)	41%	(61)	21%	(31)	150
Employ: Retired	8%	(44)	24%	(132)	47%	(262)	21%	(115)	552
Employ: Unemployed	18%	(38)	28%	(59)	33%	(71)	22%	(46)	214
Employ: Other	9%	(13)	35%	(50)	36%	(50)	20%	(28)	140
Military HH: Yes	13%	(42)	29%	(95)	40%	(129)	18%	(59)	324
Military HH: No	14%	(255)	28%	(531)	36%	(681)	22%	(411)	1878
2022 House Vote: Democrat	16%	(162)	28%	(285)	35%	(363)	21%	(214)	1023
2022 House Vote: Republican	14%	(80)	28%	(161)	41%	(231)	17%	(95)	567
2022 House Vote: Someone else	8%	(4)	13%	(7)	40%	(21)	39%	(21)	53
2022 House Vote: Didnt Vote	9%	(51)	31%	(174)	35%	(195)	25%	(139)	559
2020 Vote: Joe Biden	15%	(161)	27%	(286)	35%	(369)	22%	(234)	1049
2020 Vote: Donald Trump	12%	(75)	27%	(165)	44%	(267)	17%	(101)	607
2020 Vote: Other	12%	(7)	18%	(10)	58%	(32)	11%	(6)	55
2020 Vote: Didn't Vote	11%	(54)	34%	(165)	29%	(142)	26%	(129)	490

Continued on next page

Table MCBR6_7: In your opinion, how well do each of the following describe a company either producing AI software or using it as an integral part of business operations?
Short-sighted

Demographic	Very well		Somewhat well		Not that well		Not at all well		Total N
Adults	13%	(297)	28%	(626)	37%	(810)	21%	(469)	2202
2018 House Vote: Democrat	16%	(142)	27%	(250)	35%	(316)	22%	(203)	911
2018 House Vote: Republican	13%	(70)	27%	(150)	41%	(231)	19%	(109)	560
2018 House Vote: Didnt Vote	12%	(83)	31%	(213)	35%	(241)	22%	(149)	686
4-Region: Northeast	16%	(60)	26%	(102)	38%	(148)	20%	(76)	386
4-Region: Midwest	11%	(52)	27%	(125)	40%	(184)	21%	(95)	455
4-Region: South	11%	(90)	29%	(246)	38%	(318)	22%	(186)	840
4-Region: West	18%	(95)	29%	(154)	31%	(161)	22%	(112)	521
First to Try a New Tech Product	21%	(181)	27%	(231)	31%	(259)	20%	(171)	841

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

Table MCBR7: Do you support or oppose companies using AI-produced spokespeople, influencers, or online avatars as a part of their marketing strategy?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	13%	(296)	23%	(513)	18%	(402)	16%	(350)	29%	(642)	2202
Gender: Male	21%	(221)	25%	(269)	19%	(202)	15%	(162)	20%	(212)	1065
Gender: Female	7%	(73)	21%	(241)	17%	(194)	16%	(185)	38%	(429)	1121
Age: 18-34	24%	(151)	29%	(180)	15%	(94)	10%	(60)	23%	(146)	631
Age: 35-44	18%	(66)	29%	(108)	16%	(59)	16%	(59)	22%	(80)	372
Age: 45-64	9%	(64)	20%	(142)	20%	(144)	18%	(125)	33%	(236)	711
Age: 65+	3%	(15)	17%	(83)	22%	(105)	22%	(105)	37%	(179)	487
GenZers: 1997-2012	16%	(36)	30%	(66)	17%	(38)	9%	(21)	27%	(58)	219
Millennials: 1981-1996	24%	(176)	28%	(201)	14%	(103)	12%	(84)	22%	(155)	719
GenXers: 1965-1980	10%	(51)	24%	(129)	20%	(106)	17%	(92)	29%	(156)	535
Baby Boomers: 1946-1964	5%	(31)	16%	(106)	21%	(140)	21%	(142)	37%	(250)	669
PID: Dem (no lean)	19%	(192)	26%	(266)	16%	(161)	13%	(135)	25%	(253)	1007
PID: Ind (no lean)	6%	(39)	20%	(119)	20%	(119)	16%	(97)	38%	(230)	605
PID: Rep (no lean)	11%	(65)	22%	(127)	21%	(122)	20%	(118)	27%	(159)	590
PID/Gender: Dem Men	30%	(155)	28%	(144)	16%	(81)	10%	(54)	16%	(85)	519
PID/Gender: Dem Women	8%	(37)	25%	(123)	16%	(76)	16%	(79)	35%	(167)	481
PID/Gender: Ind Men	6%	(15)	23%	(57)	22%	(56)	20%	(50)	29%	(73)	250
PID/Gender: Ind Women	6%	(22)	17%	(60)	18%	(61)	13%	(46)	45%	(157)	346
PID/Gender: Rep Men	17%	(50)	23%	(69)	22%	(65)	20%	(58)	18%	(54)	296
PID/Gender: Rep Women	5%	(15)	20%	(58)	19%	(57)	20%	(60)	35%	(104)	294
Ideo: Liberal (1-3)	16%	(116)	27%	(195)	16%	(117)	16%	(115)	25%	(184)	728
Ideo: Moderate (4)	12%	(71)	27%	(164)	18%	(110)	12%	(75)	32%	(195)	615
Ideo: Conservative (5-7)	14%	(95)	18%	(125)	22%	(150)	21%	(140)	26%	(175)	684
Educ: < College	10%	(145)	23%	(326)	18%	(260)	16%	(231)	33%	(476)	1439
Educ: Bachelors degree	14%	(70)	26%	(124)	21%	(100)	16%	(77)	24%	(115)	485
Educ: Post-grad	29%	(81)	23%	(63)	15%	(41)	15%	(42)	19%	(52)	278
Income: Under 50k	9%	(105)	21%	(243)	19%	(210)	16%	(176)	35%	(398)	1132
Income: 50k-100k	13%	(87)	26%	(173)	20%	(132)	17%	(111)	25%	(171)	675
Income: 100k+	26%	(104)	25%	(97)	15%	(59)	16%	(62)	19%	(73)	395
Ethnicity: White	14%	(235)	23%	(397)	18%	(304)	17%	(281)	28%	(481)	1699
Ethnicity: Hispanic	25%	(94)	32%	(123)	12%	(47)	12%	(44)	19%	(71)	379

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Table MCBR7: Do you support or oppose companies using AI-produced spokespeople, influencers, or online avatars as a part of their marketing strategy?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	13%	(296)	23%	(513)	18%	(402)	16%	(350)	29%	(642)	2202
Ethnicity: Black	14%	(41)	18%	(51)	18%	(51)	13%	(35)	37%	(104)	283
Ethnicity: Other	9%	(19)	29%	(64)	21%	(46)	15%	(33)	26%	(57)	220
All Christian	13%	(134)	27%	(268)	17%	(174)	16%	(161)	27%	(272)	1008
All Non-Christian	45%	(76)	17%	(29)	9%	(16)	12%	(21)	17%	(29)	171
Atheist	8%	(8)	25%	(24)	22%	(21)	18%	(17)	27%	(26)	96
Agnostic/Nothing in particular	8%	(45)	21%	(123)	21%	(123)	17%	(100)	33%	(194)	586
Something Else	9%	(32)	20%	(69)	20%	(67)	15%	(51)	36%	(122)	342
Religious Non-Protestant/Catholic	42%	(77)	19%	(35)	10%	(18)	13%	(24)	17%	(31)	185
Evangelical	17%	(103)	23%	(138)	15%	(91)	15%	(91)	29%	(172)	594
Non-Evangelical	8%	(57)	26%	(188)	20%	(151)	16%	(119)	30%	(221)	735
Community: Urban	24%	(178)	28%	(202)	14%	(101)	12%	(88)	22%	(159)	729
Community: Suburban	8%	(83)	21%	(208)	21%	(209)	17%	(169)	32%	(310)	978
Community: Rural	7%	(34)	21%	(103)	18%	(91)	19%	(93)	35%	(173)	495
Employ: Private Sector	20%	(146)	28%	(211)	16%	(121)	14%	(100)	22%	(163)	741
Employ: Government	28%	(35)	25%	(30)	19%	(24)	9%	(11)	19%	(23)	123
Employ: Self-Employed	17%	(39)	24%	(56)	17%	(39)	15%	(36)	27%	(63)	234
Employ: Homemaker	4%	(6)	19%	(28)	18%	(26)	18%	(26)	42%	(62)	150
Employ: Retired	3%	(18)	19%	(103)	22%	(122)	20%	(108)	36%	(200)	552
Employ: Unemployed	15%	(32)	19%	(40)	16%	(34)	20%	(43)	30%	(65)	214
Employ: Other	9%	(12)	22%	(31)	17%	(25)	14%	(19)	38%	(54)	140
Military HH: Yes	13%	(41)	16%	(53)	20%	(66)	16%	(50)	35%	(115)	324
Military HH: No	14%	(255)	24%	(460)	18%	(336)	16%	(299)	28%	(528)	1878
2022 House Vote: Democrat	19%	(192)	25%	(259)	17%	(177)	13%	(135)	25%	(259)	1023
2022 House Vote: Republican	9%	(53)	20%	(112)	22%	(127)	24%	(134)	25%	(142)	567
2022 House Vote: Someone else	4%	(2)	27%	(14)	17%	(9)	19%	(10)	32%	(17)	53
2022 House Vote: Didn't Vote	9%	(49)	23%	(128)	16%	(88)	13%	(71)	40%	(224)	559
2020 Vote: Joe Biden	17%	(182)	25%	(267)	17%	(181)	14%	(150)	26%	(268)	1049
2020 Vote: Donald Trump	9%	(57)	19%	(118)	22%	(131)	23%	(139)	27%	(161)	607
2020 Vote: Other	11%	(6)	12%	(7)	24%	(13)	19%	(10)	34%	(19)	55
2020 Vote: Didn't Vote	10%	(50)	25%	(120)	15%	(76)	10%	(50)	40%	(194)	490

Continued on next page

Table MCBR7: Do you support or oppose companies using AI-produced spokespeople, influencers, or online avatars as a part of their marketing strategy?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	13%	(296)	23%	(513)	18%	(402)	16%	(350)	29%	(642)	2202
2018 House Vote: Democrat	18%	(168)	24%	(220)	17%	(157)	15%	(141)	25%	(225)	911
2018 House Vote: Republican	9%	(51)	21%	(116)	23%	(128)	22%	(123)	26%	(143)	560
2018 House Vote: Didnt Vote	11%	(76)	25%	(169)	15%	(104)	11%	(78)	38%	(259)	686
4-Region: Northeast	15%	(59)	28%	(108)	16%	(60)	17%	(65)	24%	(93)	386
4-Region: Midwest	9%	(42)	21%	(95)	21%	(97)	16%	(72)	33%	(150)	455
4-Region: South	11%	(96)	21%	(178)	18%	(150)	14%	(121)	35%	(294)	840
4-Region: West	19%	(98)	25%	(130)	18%	(95)	18%	(93)	20%	(106)	521
First to Try a New Tech Product	29%	(241)	30%	(250)	14%	(117)	10%	(84)	18%	(150)	841

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

Table MCBR8_1NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Print newspapers

Demographic	Selected	Not Selected	Total N
Adults	7% (157)	93% (2045)	2202
Gender: Male	10% (111)	90% (955)	1065
Gender: Female	4% (46)	96% (1075)	1121
Age: 18-34	9% (58)	91% (574)	631
Age: 35-44	8% (28)	92% (343)	372
Age: 45-64	5% (37)	95% (675)	711
Age: 65+	7% (34)	93% (453)	487
GenZers: 1997-2012	12% (27)	88% (192)	219
Millennials: 1981-1996	8% (56)	92% (663)	719
GenXers: 1965-1980	6% (30)	94% (505)	535
Baby Boomers: 1946-1964	5% (35)	95% (635)	669
PID: Dem (no lean)	10% (99)	90% (908)	1007
PID: Ind (no lean)	5% (32)	95% (572)	605
PID: Rep (no lean)	4% (26)	96% (564)	590
PID/Gender: Dem Men	14% (74)	86% (445)	519
PID/Gender: Dem Women	5% (25)	95% (456)	481
PID/Gender: Ind Men	9% (22)	91% (229)	250
PID/Gender: Ind Women	3% (10)	97% (336)	346
PID/Gender: Rep Men	5% (15)	95% (281)	296
PID/Gender: Rep Women	4% (11)	96% (283)	294
Ideo: Liberal (1-3)	9% (67)	91% (661)	728
Ideo: Moderate (4)	8% (47)	92% (568)	615
Ideo: Conservative (5-7)	6% (41)	94% (644)	684
Educ: < College	4% (62)	96% (1377)	1439
Educ: Bachelors degree	9% (43)	91% (441)	485
Educ: Post-grad	19% (52)	81% (227)	278
Income: Under 50k	4% (49)	96% (1083)	1132
Income: 50k-100k	8% (57)	92% (618)	675
Income: 100k+	13% (52)	87% (343)	395
Ethnicity: White	7% (122)	93% (1578)	1699
Ethnicity: Hispanic	8% (31)	92% (348)	379
Ethnicity: Black	6% (18)	94% (265)	283

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Table MCBR8_INET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Print newspapers

Demographic	Selected		Not Selected		Total N
Adults	7%	(157)	93%	(2045)	2202
Ethnicity: Other	8%	(17)	92%	(202)	220
All Christian	9%	(92)	91%	(916)	1008
All Non-Christian	16%	(27)	84%	(144)	171
Atheist	4%	(4)	96%	(92)	96
Agnostic/Nothing in particular	4%	(22)	96%	(564)	586
Something Else	4%	(13)	96%	(329)	342
Religious Non-Protestant/Catholic	15%	(28)	85%	(157)	185
Evangelical	10%	(62)	90%	(532)	594
Non-Evangelical	5%	(38)	95%	(698)	735
Community: Urban	9%	(67)	91%	(662)	729
Community: Suburban	7%	(69)	93%	(909)	978
Community: Rural	4%	(22)	96%	(473)	495
Employ: Private Sector	10%	(74)	90%	(667)	741
Employ: Government	12%	(15)	88%	(108)	123
Employ: Self-Employed	6%	(14)	94%	(219)	234
Employ: Homemaker	3%	(5)	97%	(145)	150
Employ: Retired	5%	(28)	95%	(524)	552
Employ: Unemployed	6%	(13)	94%	(201)	214
Employ: Other	4%	(6)	96%	(135)	140
Military HH: Yes	9%	(31)	91%	(294)	324
Military HH: No	7%	(127)	93%	(1751)	1878
2022 House Vote: Democrat	11%	(111)	89%	(912)	1023
2022 House Vote: Republican	5%	(30)	95%	(537)	567
2022 House Vote: Someone else	1%	(1)	99%	(52)	53
2022 House Vote: Didnt Vote	3%	(16)	97%	(543)	559
2020 Vote: Joe Biden	10%	(100)	90%	(949)	1049
2020 Vote: Donald Trump	6%	(34)	94%	(572)	607
2020 Vote: Other	6%	(3)	94%	(52)	55
2020 Vote: Didn't Vote	4%	(20)	96%	(471)	490

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Table MCBR8_1NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Print newspapers

Demographic	Selected		Not Selected		Total N
Adults	7%	(157)	93%	(2045)	2202
2018 House Vote: Democrat	10%	(92)	90%	(819)	911
2018 House Vote: Republican	6%	(32)	94%	(528)	560
2018 House Vote: Didnt Vote	4%	(28)	96%	(658)	686
4-Region: Northeast	8%	(33)	92%	(353)	386
4-Region: Midwest	6%	(28)	94%	(427)	455
4-Region: South	6%	(47)	94%	(793)	840
4-Region: West	9%	(49)	91%	(472)	521
First to Try a New Tech Product	12%	(101)	88%	(740)	841

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

Table MCBR8_2NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Radio

Demographic	Selected		Not Selected		Total N
Adults	9%	(196)	91%	(2006)	2202
Gender: Male	12%	(126)	88%	(939)	1065
Gender: Female	6%	(66)	94%	(1055)	1121
Age: 18-34	14%	(89)	86%	(542)	631
Age: 35-44	10%	(35)	90%	(336)	372
Age: 45-64	8%	(55)	92%	(657)	711
Age: 65+	3%	(17)	97%	(471)	487
GenZers: 1997-2012	16%	(35)	84%	(184)	219
Millennials: 1981-1996	12%	(85)	88%	(634)	719
GenXers: 1965-1980	9%	(50)	91%	(485)	535
Baby Boomers: 1946-1964	4%	(24)	96%	(646)	669
PID: Dem (no lean)	11%	(113)	89%	(894)	1007
PID: Ind (no lean)	7%	(40)	93%	(565)	605
PID: Rep (no lean)	7%	(43)	93%	(548)	590
PID/Gender: Dem Men	15%	(78)	85%	(441)	519
PID/Gender: Dem Women	7%	(32)	93%	(449)	481
PID/Gender: Ind Men	7%	(18)	93%	(232)	250
PID/Gender: Ind Women	6%	(22)	94%	(324)	346
PID/Gender: Rep Men	10%	(30)	90%	(266)	296
PID/Gender: Rep Women	4%	(13)	96%	(281)	294
Ideo: Liberal (1-3)	10%	(74)	90%	(654)	728
Ideo: Moderate (4)	9%	(56)	91%	(559)	615
Ideo: Conservative (5-7)	8%	(55)	92%	(629)	684
Educ: < College	8%	(116)	92%	(1323)	1439
Educ: Bachelors degree	8%	(41)	92%	(444)	485
Educ: Post-grad	14%	(40)	86%	(239)	278
Income: Under 50k	8%	(94)	92%	(1037)	1132
Income: 50k-100k	9%	(61)	91%	(615)	675
Income: 100k+	10%	(41)	90%	(354)	395
Ethnicity: White	8%	(144)	92%	(1555)	1699
Ethnicity: Hispanic	13%	(51)	87%	(328)	379
Ethnicity: Black	11%	(32)	89%	(251)	283

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Table MCBR8_2NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Radio

Demographic	Selected		Not Selected		Total N
Adults	9%	(196)	91%	(2006)	2202
Ethnicity: Other	9%	(20)	91%	(200)	220
All Christian	9%	(88)	91%	(921)	1008
All Non-Christian	10%	(16)	90%	(154)	171
Atheist	6%	(6)	94%	(90)	96
Agnostic/Nothing in particular	9%	(50)	91%	(536)	586
Something Else	11%	(36)	89%	(306)	342
Religious Non-Protestant/Catholic	9%	(17)	91%	(168)	185
Evangelical	10%	(62)	90%	(532)	594
Non-Evangelical	8%	(57)	92%	(678)	735
Community: Urban	11%	(79)	89%	(650)	729
Community: Suburban	9%	(88)	91%	(890)	978
Community: Rural	6%	(28)	94%	(466)	495
Employ: Private Sector	12%	(86)	88%	(655)	741
Employ: Government	14%	(18)	86%	(106)	123
Employ: Self-Employed	12%	(27)	88%	(206)	234
Employ: Homemaker	3%	(4)	97%	(146)	150
Employ: Retired	5%	(30)	95%	(522)	552
Employ: Unemployed	5%	(11)	95%	(203)	214
Employ: Other	7%	(10)	93%	(131)	140
Military HH: Yes	10%	(32)	90%	(292)	324
Military HH: No	9%	(164)	91%	(1714)	1878
2022 House Vote: Democrat	11%	(116)	89%	(907)	1023
2022 House Vote: Republican	6%	(37)	94%	(530)	567
2022 House Vote: Someone else	11%	(6)	89%	(47)	53
2022 House Vote: Didnt Vote	7%	(37)	93%	(522)	559
2020 Vote: Joe Biden	11%	(116)	89%	(933)	1049
2020 Vote: Donald Trump	6%	(37)	94%	(569)	607
2020 Vote: Other	8%	(4)	92%	(51)	55
2020 Vote: Didn't Vote	8%	(38)	92%	(452)	490

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Table MCBR8_2NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Radio

Demographic	Selected		Not Selected		Total N
Adults	9%	(196)	91%	(2006)	2202
2018 House Vote: Democrat	11%	(101)	89%	(810)	911
2018 House Vote: Republican	7%	(38)	93%	(522)	560
2018 House Vote: Didnt Vote	8%	(52)	92%	(634)	686
4-Region: Northeast	8%	(31)	92%	(355)	386
4-Region: Midwest	9%	(40)	91%	(415)	455
4-Region: South	8%	(68)	92%	(772)	840
4-Region: West	11%	(58)	89%	(464)	521
First to Try a New Tech Product	14%	(116)	86%	(725)	841

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

Table MCBR8_3NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Cable news networks, such as CNN, MSNBC, and Fox News

Demographic	Selected		Not Selected		Total N
Adults	21%	(454)	79%	(1748)	2202
Gender: Male	28%	(299)	72%	(766)	1065
Gender: Female	13%	(150)	87%	(971)	1121
Age: 18-34	17%	(110)	83%	(522)	631
Age: 35-44	20%	(74)	80%	(298)	372
Age: 45-64	20%	(144)	80%	(567)	711
Age: 65+	26%	(126)	74%	(362)	487
GenZers: 1997-2012	16%	(35)	84%	(184)	219
Millennials: 1981-1996	20%	(144)	80%	(575)	719
GenXers: 1965-1980	19%	(101)	81%	(434)	535
Baby Boomers: 1946-1964	24%	(161)	76%	(509)	669
PID: Dem (no lean)	23%	(233)	77%	(774)	1007
PID: Ind (no lean)	18%	(107)	82%	(498)	605
PID: Rep (no lean)	19%	(114)	81%	(476)	590
PID/Gender: Dem Men	30%	(157)	70%	(362)	519
PID/Gender: Dem Women	15%	(73)	85%	(408)	481
PID/Gender: Ind Men	28%	(71)	72%	(180)	250
PID/Gender: Ind Women	10%	(35)	90%	(311)	346
PID/Gender: Rep Men	24%	(72)	76%	(224)	296
PID/Gender: Rep Women	14%	(42)	86%	(253)	294
Ideo: Liberal (1-3)	25%	(183)	75%	(545)	728
Ideo: Moderate (4)	19%	(117)	81%	(498)	615
Ideo: Conservative (5-7)	21%	(146)	79%	(539)	684
Educ: < College	17%	(243)	83%	(1196)	1439
Educ: Bachelors degree	26%	(126)	74%	(358)	485
Educ: Post-grad	30%	(84)	70%	(194)	278
Income: Under 50k	16%	(184)	84%	(947)	1132
Income: 50k-100k	24%	(160)	76%	(515)	675
Income: 100k+	28%	(109)	72%	(286)	395
Ethnicity: White	20%	(342)	80%	(1357)	1699
Ethnicity: Hispanic	18%	(68)	82%	(311)	379
Ethnicity: Black	23%	(64)	77%	(219)	283

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Table MCBR8_3NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Cable news networks, such as CNN, MSNBC, and Fox News

Demographic	Selected		Not Selected		Total N
Adults	21%	(454)	79%	(1748)	2202
Ethnicity: Other	21%	(47)	79%	(173)	220
All Christian	23%	(237)	77%	(772)	1008
All Non-Christian	26%	(44)	74%	(127)	171
Atheist	23%	(22)	77%	(74)	96
Agnostic/Nothing in particular	17%	(102)	83%	(484)	586
Something Else	15%	(50)	85%	(292)	342
Religious Non-Protestant/Catholic	25%	(46)	75%	(139)	185
Evangelical	24%	(141)	76%	(453)	594
Non-Evangelical	19%	(141)	81%	(595)	735
Community: Urban	25%	(181)	75%	(548)	729
Community: Suburban	21%	(207)	79%	(771)	978
Community: Rural	13%	(66)	87%	(429)	495
Employ: Private Sector	25%	(187)	75%	(554)	741
Employ: Government	18%	(22)	82%	(102)	123
Employ: Self-Employed	19%	(44)	81%	(190)	234
Employ: Homemaker	9%	(13)	91%	(136)	150
Employ: Retired	23%	(129)	77%	(423)	552
Employ: Unemployed	15%	(31)	85%	(182)	214
Employ: Other	12%	(16)	88%	(124)	140
Military HH: Yes	26%	(83)	74%	(242)	324
Military HH: No	20%	(371)	80%	(1507)	1878
2022 House Vote: Democrat	25%	(260)	75%	(763)	1023
2022 House Vote: Republican	25%	(140)	75%	(427)	567
2022 House Vote: Someone else	4%	(2)	96%	(50)	53
2022 House Vote: Didnt Vote	9%	(51)	91%	(508)	559
2020 Vote: Joe Biden	25%	(263)	75%	(787)	1049
2020 Vote: Donald Trump	23%	(139)	77%	(468)	607
2020 Vote: Other	5%	(3)	95%	(53)	55
2020 Vote: Didn't Vote	10%	(50)	90%	(441)	490

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Table MCBR8_3NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Cable news networks, such as CNN, MSNBC, and Fox News

Demographic	Selected		Not Selected		Total N
Adults	21%	(454)	79%	(1748)	2202
2018 House Vote: Democrat	26%	(241)	74%	(670)	911
2018 House Vote: Republican	23%	(131)	77%	(430)	560
2018 House Vote: Didnt Vote	11%	(76)	89%	(610)	686
4-Region: Northeast	21%	(81)	79%	(304)	386
4-Region: Midwest	19%	(87)	81%	(368)	455
4-Region: South	19%	(156)	81%	(684)	840
4-Region: West	25%	(130)	75%	(392)	521
First to Try a New Tech Product	26%	(218)	74%	(624)	841

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

Table MCBR8_4NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Broadcast news networks, such as ABC, CBS, and NBC

Demographic	Selected		Not Selected		Total N
Adults	21%	(462)	79%	(1740)	2202
Gender: Male	26%	(273)	74%	(793)	1065
Gender: Female	16%	(185)	84%	(937)	1121
Age: 18-34	17%	(106)	83%	(525)	631
Age: 35-44	20%	(75)	80%	(297)	372
Age: 45-64	23%	(160)	77%	(551)	711
Age: 65+	25%	(121)	75%	(367)	487
GenZers: 1997-2012	14%	(32)	86%	(187)	219
Millennials: 1981-1996	19%	(138)	81%	(581)	719
GenXers: 1965-1980	20%	(109)	80%	(426)	535
Baby Boomers: 1946-1964	26%	(173)	74%	(496)	669
PID: Dem (no lean)	25%	(252)	75%	(755)	1007
PID: Ind (no lean)	19%	(117)	81%	(487)	605
PID: Rep (no lean)	16%	(93)	84%	(498)	590
PID/Gender: Dem Men	30%	(157)	70%	(361)	519
PID/Gender: Dem Women	19%	(91)	81%	(390)	481
PID/Gender: Ind Men	27%	(67)	73%	(183)	250
PID/Gender: Ind Women	14%	(49)	86%	(297)	346
PID/Gender: Rep Men	16%	(48)	84%	(248)	296
PID/Gender: Rep Women	15%	(45)	85%	(250)	294
Ideo: Liberal (1-3)	26%	(191)	74%	(537)	728
Ideo: Moderate (4)	21%	(128)	79%	(487)	615
Ideo: Conservative (5-7)	18%	(126)	82%	(558)	684
Educ: < College	18%	(264)	82%	(1175)	1439
Educ: Bachelors degree	25%	(120)	75%	(364)	485
Educ: Post-grad	28%	(78)	72%	(201)	278
Income: Under 50k	18%	(205)	82%	(926)	1132
Income: 50k-100k	23%	(156)	77%	(520)	675
Income: 100k+	26%	(101)	74%	(294)	395
Ethnicity: White	20%	(338)	80%	(1361)	1699
Ethnicity: Hispanic	19%	(71)	81%	(308)	379
Ethnicity: Black	25%	(69)	75%	(214)	283

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Table MCBR8_4NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Broadcast news networks, such as ABC, CBS, and NBC

Demographic	Selected		Not Selected		Total N
Adults	21%	(462)	79%	(1740)	2202
Ethnicity: Other	25%	(54)	75%	(165)	220
All Christian	23%	(236)	77%	(772)	1008
All Non-Christian	24%	(41)	76%	(129)	171
Atheist	16%	(16)	84%	(80)	96
Agnostic/Nothing in particular	19%	(111)	81%	(475)	586
Something Else	17%	(58)	83%	(283)	342
Religious Non-Protestant/Catholic	24%	(44)	76%	(141)	185
Evangelical	21%	(122)	79%	(472)	594
Non-Evangelical	23%	(167)	77%	(569)	735
Community: Urban	24%	(174)	76%	(555)	729
Community: Suburban	21%	(203)	79%	(775)	978
Community: Rural	17%	(85)	83%	(410)	495
Employ: Private Sector	23%	(167)	77%	(574)	741
Employ: Government	24%	(30)	76%	(93)	123
Employ: Self-Employed	16%	(37)	84%	(197)	234
Employ: Homemaker	9%	(14)	91%	(136)	150
Employ: Retired	25%	(140)	75%	(412)	552
Employ: Unemployed	20%	(42)	80%	(171)	214
Employ: Other	17%	(24)	83%	(116)	140
Military HH: Yes	19%	(63)	81%	(262)	324
Military HH: No	21%	(399)	79%	(1478)	1878
2022 House Vote: Democrat	27%	(272)	73%	(751)	1023
2022 House Vote: Republican	18%	(102)	82%	(466)	567
2022 House Vote: Someone else	10%	(5)	90%	(47)	53
2022 House Vote: Didnt Vote	15%	(83)	85%	(476)	559
2020 Vote: Joe Biden	27%	(282)	73%	(767)	1049
2020 Vote: Donald Trump	16%	(97)	84%	(510)	607
2020 Vote: Other	10%	(5)	90%	(50)	55
2020 Vote: Didn't Vote	16%	(77)	84%	(413)	490

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Table MCBR8_4NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Broadcast news networks, such as ABC, CBS, and NBC

Demographic	Selected		Not Selected		Total N
Adults	21%	(462)	79%	(1740)	2202
2018 House Vote: Democrat	28%	(251)	72%	(660)	911
2018 House Vote: Republican	17%	(93)	83%	(468)	560
2018 House Vote: Didnt Vote	16%	(109)	84%	(578)	686
4-Region: Northeast	23%	(90)	77%	(296)	386
4-Region: Midwest	22%	(102)	78%	(353)	455
4-Region: South	18%	(148)	82%	(692)	840
4-Region: West	23%	(122)	77%	(399)	521
First to Try a New Tech Product	25%	(212)	75%	(629)	841

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

Table MCBR8_5NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - News websites

Demographic	Selected	Not Selected	Total N
Adults	18% (388)	82% (1814)	2202
Gender: Male	24% (252)	76% (813)	1065
Gender: Female	12% (132)	88% (990)	1121
Age: 18-34	18% (113)	82% (518)	631
Age: 35-44	22% (83)	78% (289)	372
Age: 45-64	17% (118)	83% (593)	711
Age: 65+	15% (73)	85% (414)	487
GenZers: 1997-2012	14% (32)	86% (187)	219
Millennials: 1981-1996	21% (154)	79% (565)	719
GenXers: 1965-1980	17% (91)	83% (444)	535
Baby Boomers: 1946-1964	15% (102)	85% (568)	669
PID: Dem (no lean)	19% (191)	81% (816)	1007
PID: Ind (no lean)	19% (113)	81% (492)	605
PID: Rep (no lean)	14% (84)	86% (506)	590
PID/Gender: Dem Men	25% (132)	75% (387)	519
PID/Gender: Dem Women	12% (58)	88% (423)	481
PID/Gender: Ind Men	27% (69)	73% (182)	250
PID/Gender: Ind Women	12% (42)	88% (304)	346
PID/Gender: Rep Men	18% (52)	82% (244)	296
PID/Gender: Rep Women	11% (32)	89% (262)	294
Ideo: Liberal (1-3)	21% (151)	79% (577)	728
Ideo: Moderate (4)	17% (104)	83% (512)	615
Ideo: Conservative (5-7)	18% (120)	82% (564)	684
Educ: < College	14% (208)	86% (1231)	1439
Educ: Bachelors degree	22% (107)	78% (378)	485
Educ: Post-grad	26% (73)	74% (205)	278
Income: Under 50k	15% (170)	85% (962)	1132
Income: 50k-100k	18% (122)	82% (554)	675
Income: 100k+	25% (97)	75% (298)	395
Ethnicity: White	18% (304)	82% (1395)	1699
Ethnicity: Hispanic	18% (70)	82% (309)	379
Ethnicity: Black	13% (38)	87% (245)	283

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Table MCBR8_5NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - News websites

Demographic	Selected		Not Selected		Total N
Adults	18%	(388)	82%	(1814)	2202
Ethnicity: Other	21%	(46)	79%	(173)	220
All Christian	19%	(188)	81%	(820)	1008
All Non-Christian	18%	(31)	82%	(140)	171
Atheist	22%	(21)	78%	(75)	96
Agnostic/Nothing in particular	18%	(103)	82%	(483)	586
Something Else	13%	(46)	87%	(296)	342
Religious Non-Protestant/Catholic	19%	(35)	81%	(149)	185
Evangelical	20%	(116)	80%	(478)	594
Non-Evangelical	15%	(111)	85%	(624)	735
Community: Urban	19%	(142)	81%	(587)	729
Community: Suburban	19%	(183)	81%	(795)	978
Community: Rural	13%	(64)	87%	(431)	495
Employ: Private Sector	21%	(158)	79%	(583)	741
Employ: Government	14%	(18)	86%	(106)	123
Employ: Self-Employed	18%	(43)	82%	(191)	234
Employ: Homemaker	12%	(18)	88%	(132)	150
Employ: Retired	18%	(97)	82%	(455)	552
Employ: Unemployed	14%	(31)	86%	(183)	214
Employ: Other	12%	(16)	88%	(124)	140
Military HH: Yes	17%	(54)	83%	(271)	324
Military HH: No	18%	(334)	82%	(1543)	1878
2022 House Vote: Democrat	21%	(211)	79%	(813)	1023
2022 House Vote: Republican	17%	(99)	83%	(468)	567
2022 House Vote: Someone else	24%	(13)	76%	(40)	53
2022 House Vote: Didnt Vote	12%	(66)	88%	(493)	559
2020 Vote: Joe Biden	21%	(216)	79%	(833)	1049
2020 Vote: Donald Trump	17%	(103)	83%	(503)	607
2020 Vote: Other	20%	(11)	80%	(44)	55
2020 Vote: Didn't Vote	12%	(58)	88%	(433)	490

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Table MCBR8_5NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - News websites

Demographic	Selected		Not Selected		Total N
Adults	18%	(388)	82%	(1814)	2202
2018 House Vote: Democrat	20%	(180)	80%	(731)	911
2018 House Vote: Republican	20%	(110)	80%	(450)	560
2018 House Vote: Didnt Vote	13%	(86)	87%	(600)	686
4-Region: Northeast	17%	(66)	83%	(320)	386
4-Region: Midwest	15%	(69)	85%	(386)	455
4-Region: South	17%	(147)	83%	(693)	840
4-Region: West	20%	(106)	80%	(415)	521
First to Try a New Tech Product	23%	(196)	77%	(645)	841

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

Table MCBR8_6NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Social media

Demographic	Selected	Not Selected	Total N
Adults	31% (687)	69% (1515)	2202
Gender: Male	36% (385)	64% (680)	1065
Gender: Female	26% (297)	74% (824)	1121
Age: 18-34	47% (300)	53% (332)	631
Age: 35-44	45% (168)	55% (204)	372
Age: 45-64	24% (169)	76% (542)	711
Age: 65+	10% (50)	90% (437)	487
GenZers: 1997-2012	46% (100)	54% (118)	219
Millennials: 1981-1996	48% (348)	52% (371)	719
GenXers: 1965-1980	28% (151)	72% (384)	535
Baby Boomers: 1946-1964	12% (83)	88% (586)	669
PID: Dem (no lean)	36% (360)	64% (647)	1007
PID: Ind (no lean)	25% (154)	75% (451)	605
PID: Rep (no lean)	29% (173)	71% (417)	590
PID/Gender: Dem Men	41% (214)	59% (305)	519
PID/Gender: Dem Women	30% (146)	70% (335)	481
PID/Gender: Ind Men	28% (71)	72% (180)	250
PID/Gender: Ind Women	23% (79)	77% (267)	346
PID/Gender: Rep Men	34% (100)	66% (195)	296
PID/Gender: Rep Women	25% (73)	75% (222)	294
Ideo: Liberal (1-3)	32% (234)	68% (494)	728
Ideo: Moderate (4)	33% (201)	67% (414)	615
Ideo: Conservative (5-7)	32% (217)	68% (467)	684
Educ: < College	29% (410)	71% (1029)	1439
Educ: Bachelors degree	33% (162)	67% (323)	485
Educ: Post-grad	41% (114)	59% (164)	278
Income: Under 50k	27% (304)	73% (827)	1132
Income: 50k-100k	33% (224)	67% (451)	675
Income: 100k+	40% (158)	60% (237)	395
Ethnicity: White	30% (513)	70% (1186)	1699
Ethnicity: Hispanic	42% (160)	58% (219)	379
Ethnicity: Black	31% (88)	69% (195)	283

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Table MCBR8_6NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Social media

Demographic	Selected		Not Selected		Total N
Adults	31%	(687)	69%	(1515)	2202
Ethnicity: Other	39%	(86)	61%	(134)	220
All Christian	29%	(293)	71%	(715)	1008
All Non-Christian	46%	(79)	54%	(91)	171
Atheist	29%	(28)	71%	(68)	96
Agnostic/Nothing in particular	29%	(168)	71%	(417)	586
Something Else	34%	(118)	66%	(224)	342
Religious Non-Protestant/Catholic	46%	(84)	54%	(100)	185
Evangelical	37%	(222)	63%	(372)	594
Non-Evangelical	24%	(178)	76%	(558)	735
Community: Urban	37%	(270)	63%	(459)	729
Community: Suburban	29%	(282)	71%	(697)	978
Community: Rural	27%	(135)	73%	(359)	495
Employ: Private Sector	41%	(307)	59%	(434)	741
Employ: Government	45%	(55)	55%	(68)	123
Employ: Self-Employed	37%	(87)	63%	(147)	234
Employ: Homemaker	26%	(39)	74%	(111)	150
Employ: Retired	15%	(80)	85%	(472)	552
Employ: Unemployed	30%	(64)	70%	(149)	214
Employ: Other	21%	(30)	79%	(111)	140
Military HH: Yes	25%	(81)	75%	(243)	324
Military HH: No	32%	(605)	68%	(1272)	1878
2022 House Vote: Democrat	35%	(357)	65%	(666)	1023
2022 House Vote: Republican	27%	(151)	73%	(416)	567
2022 House Vote: Someone else	16%	(9)	84%	(44)	53
2022 House Vote: Didnt Vote	30%	(170)	70%	(389)	559
2020 Vote: Joe Biden	34%	(352)	66%	(697)	1049
2020 Vote: Donald Trump	26%	(157)	74%	(450)	607
2020 Vote: Other	16%	(9)	84%	(47)	55
2020 Vote: Didn't Vote	35%	(169)	65%	(321)	490

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Table MCBR8_6NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Social media

Demographic	Selected		Not Selected		Total N
Adults	31%	(687)	69%	(1515)	2202
2018 House Vote: Democrat	34%	(310)	66%	(601)	911
2018 House Vote: Republican	27%	(150)	73%	(410)	560
2018 House Vote: Didnt Vote	31%	(213)	69%	(473)	686
4-Region: Northeast	26%	(100)	74%	(286)	386
4-Region: Midwest	24%	(108)	76%	(347)	455
4-Region: South	31%	(264)	69%	(576)	840
4-Region: West	41%	(215)	59%	(306)	521
First to Try a New Tech Product	49%	(413)	51%	(428)	841

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

Table MCBR8_7NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Podcasts

Demographic	Selected		Not Selected		Total N
Adults	10%	(211)	90%	(1991)	2202
Gender: Male	14%	(146)	86%	(919)	1065
Gender: Female	6%	(65)	94%	(1057)	1121
Age: 18-34	17%	(106)	83%	(525)	631
Age: 35-44	12%	(46)	88%	(325)	372
Age: 45-64	6%	(45)	94%	(667)	711
Age: 65+	3%	(14)	97%	(473)	487
GenZers: 1997-2012	13%	(29)	87%	(190)	219
Millennials: 1981-1996	17%	(121)	83%	(598)	719
GenXers: 1965-1980	8%	(41)	92%	(494)	535
Baby Boomers: 1946-1964	3%	(20)	97%	(650)	669
PID: Dem (no lean)	11%	(112)	89%	(895)	1007
PID: Ind (no lean)	6%	(39)	94%	(565)	605
PID: Rep (no lean)	10%	(60)	90%	(530)	590
PID/Gender: Dem Men	16%	(81)	84%	(438)	519
PID/Gender: Dem Women	7%	(32)	93%	(449)	481
PID/Gender: Ind Men	9%	(22)	91%	(228)	250
PID/Gender: Ind Women	5%	(16)	95%	(330)	346
PID/Gender: Rep Men	15%	(43)	85%	(253)	296
PID/Gender: Rep Women	6%	(17)	94%	(278)	294
Ideo: Liberal (1-3)	10%	(73)	90%	(655)	728
Ideo: Moderate (4)	9%	(53)	91%	(562)	615
Ideo: Conservative (5-7)	11%	(78)	89%	(606)	684
Educ: < College	8%	(116)	92%	(1323)	1439
Educ: Bachelors degree	11%	(53)	89%	(432)	485
Educ: Post-grad	15%	(42)	85%	(236)	278
Income: Under 50k	7%	(80)	93%	(1051)	1132
Income: 50k-100k	13%	(85)	87%	(591)	675
Income: 100k+	12%	(46)	88%	(349)	395
Ethnicity: White	9%	(149)	91%	(1551)	1699
Ethnicity: Hispanic	12%	(44)	88%	(335)	379
Ethnicity: Black	12%	(35)	88%	(248)	283

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Table MCBR8_7NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Podcasts

Demographic	Selected		Not Selected		Total N
Adults	10%	(211)	90%	(1991)	2202
Ethnicity: Other	13%	(28)	87%	(192)	220
All Christian	9%	(93)	91%	(916)	1008
All Non-Christian	12%	(21)	88%	(149)	171
Atheist	9%	(8)	91%	(88)	96
Agnostic/Nothing in particular	8%	(48)	92%	(538)	586
Something Else	12%	(41)	88%	(300)	342
Religious Non-Protestant/Catholic	12%	(23)	88%	(162)	185
Evangelical	12%	(70)	88%	(524)	594
Non-Evangelical	8%	(58)	92%	(677)	735
Community: Urban	14%	(103)	86%	(626)	729
Community: Suburban	7%	(72)	93%	(906)	978
Community: Rural	7%	(36)	93%	(458)	495
Employ: Private Sector	13%	(100)	87%	(641)	741
Employ: Government	17%	(21)	83%	(102)	123
Employ: Self-Employed	13%	(31)	87%	(203)	234
Employ: Homemaker	5%	(8)	95%	(142)	150
Employ: Retired	2%	(14)	98%	(539)	552
Employ: Unemployed	9%	(19)	91%	(194)	214
Employ: Other	10%	(14)	90%	(127)	140
Military HH: Yes	10%	(31)	90%	(294)	324
Military HH: No	10%	(180)	90%	(1697)	1878
2022 House Vote: Democrat	11%	(112)	89%	(911)	1023
2022 House Vote: Republican	9%	(49)	91%	(518)	567
2022 House Vote: Someone else	8%	(4)	92%	(49)	53
2022 House Vote: Didnt Vote	8%	(46)	92%	(513)	559
2020 Vote: Joe Biden	10%	(104)	90%	(946)	1049
2020 Vote: Donald Trump	9%	(55)	91%	(552)	607
2020 Vote: Other	10%	(5)	90%	(50)	55
2020 Vote: Didn't Vote	10%	(47)	90%	(443)	490

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Table MCBR8_7NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Podcasts

Demographic	Selected		Not Selected		Total N
Adults	10%	(211)	90%	(1991)	2202
2018 House Vote: Democrat	10%	(92)	90%	(819)	911
2018 House Vote: Republican	9%	(52)	91%	(509)	560
2018 House Vote: Didnt Vote	9%	(60)	91%	(626)	686
4-Region: Northeast	10%	(38)	90%	(348)	386
4-Region: Midwest	6%	(28)	94%	(427)	455
4-Region: South	9%	(76)	91%	(763)	840
4-Region: West	13%	(69)	87%	(453)	521
First to Try a New Tech Product	17%	(143)	83%	(699)	841

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

Table MCBR8_8NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Video streaming services

Demographic	Selected		Not Selected		Total N
Adults	14%	(316)	86%	(1886)	2202
Gender: Male	18%	(189)	82%	(876)	1065
Gender: Female	11%	(124)	89%	(997)	1121
Age: 18-34	23%	(145)	77%	(486)	631
Age: 35-44	21%	(77)	79%	(295)	372
Age: 45-64	10%	(72)	90%	(639)	711
Age: 65+	4%	(21)	96%	(466)	487
GenZers: 1997-2012	23%	(51)	77%	(168)	219
Millennials: 1981-1996	23%	(163)	77%	(556)	719
GenXers: 1965-1980	13%	(67)	87%	(468)	535
Baby Boomers: 1946-1964	5%	(33)	95%	(636)	669
PID: Dem (no lean)	17%	(168)	83%	(840)	1007
PID: Ind (no lean)	14%	(87)	86%	(517)	605
PID: Rep (no lean)	10%	(61)	90%	(529)	590
PID/Gender: Dem Men	21%	(110)	79%	(409)	519
PID/Gender: Dem Women	12%	(57)	88%	(423)	481
PID/Gender: Ind Men	16%	(40)	84%	(211)	250
PID/Gender: Ind Women	13%	(45)	87%	(301)	346
PID/Gender: Rep Men	13%	(40)	87%	(256)	296
PID/Gender: Rep Women	7%	(22)	93%	(273)	294
Ideo: Liberal (1-3)	15%	(112)	85%	(616)	728
Ideo: Moderate (4)	16%	(100)	84%	(516)	615
Ideo: Conservative (5-7)	13%	(86)	87%	(598)	684
Educ: < College	13%	(182)	87%	(1257)	1439
Educ: Bachelors degree	16%	(77)	84%	(407)	485
Educ: Post-grad	20%	(56)	80%	(222)	278
Income: Under 50k	13%	(143)	87%	(989)	1132
Income: 50k-100k	15%	(98)	85%	(577)	675
Income: 100k+	19%	(75)	81%	(320)	395
Ethnicity: White	13%	(221)	87%	(1478)	1699
Ethnicity: Hispanic	18%	(67)	82%	(312)	379
Ethnicity: Black	19%	(54)	81%	(229)	283

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Table MCBR8_8NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Video streaming services

Demographic	Selected		Not Selected		Total N
Adults	14%	(316)	86%	(1886)	2202
Ethnicity: Other	18%	(40)	82%	(180)	220
All Christian	13%	(134)	87%	(875)	1008
All Non-Christian	20%	(34)	80%	(137)	171
Atheist	9%	(8)	91%	(88)	96
Agnostic/Nothing in particular	15%	(89)	85%	(496)	586
Something Else	15%	(51)	85%	(290)	342
Religious Non-Protestant/Catholic	20%	(37)	80%	(148)	185
Evangelical	17%	(99)	83%	(495)	594
Non-Evangelical	11%	(78)	89%	(658)	735
Community: Urban	19%	(141)	81%	(589)	729
Community: Suburban	12%	(121)	88%	(858)	978
Community: Rural	11%	(55)	89%	(440)	495
Employ: Private Sector	20%	(150)	80%	(591)	741
Employ: Government	14%	(17)	86%	(106)	123
Employ: Self-Employed	19%	(44)	81%	(190)	234
Employ: Homemaker	12%	(18)	88%	(132)	150
Employ: Retired	5%	(30)	95%	(522)	552
Employ: Unemployed	14%	(30)	86%	(184)	214
Employ: Other	17%	(23)	83%	(117)	140
Military HH: Yes	14%	(45)	86%	(280)	324
Military HH: No	14%	(271)	86%	(1606)	1878
2022 House Vote: Democrat	16%	(160)	84%	(863)	1023
2022 House Vote: Republican	11%	(65)	89%	(502)	567
2022 House Vote: Someone else	16%	(8)	84%	(44)	53
2022 House Vote: Didnt Vote	15%	(83)	85%	(476)	559
2020 Vote: Joe Biden	16%	(171)	84%	(878)	1049
2020 Vote: Donald Trump	11%	(68)	89%	(539)	607
2020 Vote: Other	5%	(3)	95%	(53)	55
2020 Vote: Didn't Vote	15%	(74)	85%	(417)	490

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Table MCBR8_8NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Video streaming services

Demographic	Selected		Not Selected		Total N
Adults	14%	(316)	86%	(1886)	2202
2018 House Vote: Democrat	15%	(141)	85%	(770)	911
2018 House Vote: Republican	13%	(72)	87%	(488)	560
2018 House Vote: Didnt Vote	14%	(98)	86%	(589)	686
4-Region: Northeast	11%	(42)	89%	(343)	386
4-Region: Midwest	11%	(51)	89%	(404)	455
4-Region: South	14%	(117)	86%	(723)	840
4-Region: West	20%	(106)	80%	(415)	521
First to Try a New Tech Product	24%	(200)	76%	(642)	841

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

Table MCBR8_9NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Online newsletters

Demographic	Selected		Not Selected		Total N
Adults	9%	(208)	91%	(1994)	2202
Gender: Male	12%	(133)	88%	(932)	1065
Gender: Female	7%	(75)	93%	(1047)	1121
Age: 18-34	14%	(92)	86%	(540)	631
Age: 35-44	12%	(44)	88%	(328)	372
Age: 45-64	8%	(58)	92%	(654)	711
Age: 65+	3%	(14)	97%	(473)	487
GenZers: 1997-2012	10%	(22)	90%	(197)	219
Millennials: 1981-1996	15%	(109)	85%	(610)	719
GenXers: 1965-1980	8%	(42)	92%	(493)	535
Baby Boomers: 1946-1964	5%	(34)	95%	(636)	669
PID: Dem (no lean)	10%	(96)	90%	(911)	1007
PID: Ind (no lean)	10%	(58)	90%	(547)	605
PID: Rep (no lean)	9%	(53)	91%	(537)	590
PID/Gender: Dem Men	13%	(68)	87%	(451)	519
PID/Gender: Dem Women	6%	(28)	94%	(453)	481
PID/Gender: Ind Men	10%	(25)	90%	(225)	250
PID/Gender: Ind Women	9%	(32)	91%	(314)	346
PID/Gender: Rep Men	13%	(39)	87%	(257)	296
PID/Gender: Rep Women	5%	(14)	95%	(280)	294
Ideo: Liberal (1-3)	11%	(77)	89%	(651)	728
Ideo: Moderate (4)	10%	(63)	90%	(552)	615
Ideo: Conservative (5-7)	9%	(62)	91%	(622)	684
Educ: < College	8%	(112)	92%	(1327)	1439
Educ: Bachelors degree	11%	(53)	89%	(432)	485
Educ: Post-grad	16%	(43)	84%	(235)	278
Income: Under 50k	7%	(84)	93%	(1047)	1132
Income: 50k-100k	10%	(66)	90%	(609)	675
Income: 100k+	14%	(57)	86%	(338)	395
Ethnicity: White	9%	(157)	91%	(1543)	1699
Ethnicity: Hispanic	11%	(41)	89%	(339)	379
Ethnicity: Black	9%	(26)	91%	(257)	283

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Table MCBR8_9NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Online newsletters

Demographic	Selected		Not Selected		Total N
Adults	9%	(208)	91%	(1994)	2202
Ethnicity: Other	11%	(25)	89%	(195)	220
All Christian	9%	(87)	91%	(922)	1008
All Non-Christian	20%	(34)	80%	(136)	171
Atheist	13%	(12)	87%	(84)	96
Agnostic/Nothing in particular	8%	(47)	92%	(538)	586
Something Else	8%	(27)	92%	(314)	342
Religious Non-Protestant/Catholic	20%	(36)	80%	(148)	185
Evangelical	10%	(60)	90%	(535)	594
Non-Evangelical	7%	(49)	93%	(687)	735
Community: Urban	14%	(100)	86%	(629)	729
Community: Suburban	7%	(68)	93%	(910)	978
Community: Rural	8%	(39)	92%	(455)	495
Employ: Private Sector	13%	(94)	87%	(647)	741
Employ: Government	15%	(18)	85%	(105)	123
Employ: Self-Employed	11%	(25)	89%	(209)	234
Employ: Homemaker	5%	(8)	95%	(142)	150
Employ: Retired	5%	(25)	95%	(527)	552
Employ: Unemployed	10%	(22)	90%	(191)	214
Employ: Other	7%	(10)	93%	(131)	140
Military HH: Yes	9%	(29)	91%	(295)	324
Military HH: No	10%	(179)	90%	(1699)	1878
2022 House Vote: Democrat	10%	(101)	90%	(922)	1023
2022 House Vote: Republican	10%	(55)	90%	(512)	567
2022 House Vote: Someone else	10%	(5)	90%	(48)	53
2022 House Vote: Didnt Vote	8%	(47)	92%	(512)	559
2020 Vote: Joe Biden	11%	(113)	89%	(936)	1049
2020 Vote: Donald Trump	8%	(51)	92%	(556)	607
2020 Vote: Other	11%	(6)	89%	(50)	55
2020 Vote: Didn't Vote	8%	(38)	92%	(453)	490

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Table MCBR8_9NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Online newsletters

Demographic	Selected		Not Selected		Total N
Adults	9%	(208)	91%	(1994)	2202
2018 House Vote: Democrat	10%	(94)	90%	(817)	911
2018 House Vote: Republican	10%	(57)	90%	(503)	560
2018 House Vote: Didnt Vote	8%	(53)	92%	(633)	686
4-Region: Northeast	8%	(32)	92%	(354)	386
4-Region: Midwest	6%	(25)	94%	(430)	455
4-Region: South	11%	(89)	89%	(751)	840
4-Region: West	12%	(62)	88%	(459)	521
First to Try a New Tech Product	16%	(136)	84%	(706)	841

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

Table MCBR8_10NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Directly from a company via a press release or product unveiling

Demographic	Selected		Not Selected		Total N
Adults	8%	(173)	92%	(2029)	2202
Gender: Male	9%	(100)	91%	(965)	1065
Gender: Female	6%	(68)	94%	(1053)	1121
Age: 18-34	12%	(78)	88%	(553)	631
Age: 35-44	11%	(39)	89%	(333)	372
Age: 45-64	6%	(40)	94%	(671)	711
Age: 65+	3%	(16)	97%	(472)	487
GenZers: 1997-2012	8%	(17)	92%	(202)	219
Millennials: 1981-1996	14%	(97)	86%	(622)	719
GenXers: 1965-1980	6%	(33)	94%	(502)	535
Baby Boomers: 1946-1964	3%	(23)	97%	(647)	669
PID: Dem (no lean)	9%	(95)	91%	(912)	1007
PID: Ind (no lean)	7%	(42)	93%	(563)	605
PID: Rep (no lean)	6%	(36)	94%	(554)	590
PID/Gender: Dem Men	11%	(58)	89%	(460)	519
PID/Gender: Dem Women	7%	(33)	93%	(448)	481
PID/Gender: Ind Men	8%	(21)	92%	(229)	250
PID/Gender: Ind Women	6%	(20)	94%	(326)	346
PID/Gender: Rep Men	7%	(20)	93%	(275)	296
PID/Gender: Rep Women	5%	(15)	95%	(279)	294
Ideo: Liberal (1-3)	11%	(83)	89%	(645)	728
Ideo: Moderate (4)	6%	(38)	94%	(578)	615
Ideo: Conservative (5-7)	7%	(49)	93%	(635)	684
Educ: < College	5%	(76)	95%	(1363)	1439
Educ: Bachelors degree	11%	(52)	89%	(433)	485
Educ: Post-grad	16%	(45)	84%	(233)	278
Income: Under 50k	5%	(62)	95%	(1070)	1132
Income: 50k-100k	8%	(55)	92%	(620)	675
Income: 100k+	14%	(56)	86%	(339)	395
Ethnicity: White	8%	(128)	92%	(1571)	1699
Ethnicity: Hispanic	10%	(38)	90%	(341)	379
Ethnicity: Black	8%	(22)	92%	(261)	283

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Table MCBR8_10NET: *To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Directly from a company via a press release or product unveiling*

Demographic	Selected		Not Selected		Total N
Adults	8%	(173)	92%	(2029)	2202
Ethnicity: Other	10%	(23)	90%	(197)	220
All Christian	8%	(77)	92%	(931)	1008
All Non-Christian	12%	(21)	88%	(149)	171
Atheist	9%	(9)	91%	(87)	96
Agnostic/Nothing in particular	9%	(50)	91%	(536)	586
Something Else	5%	(15)	95%	(326)	342
Religious Non-Protestant/Catholic	11%	(21)	89%	(163)	185
Evangelical	8%	(50)	92%	(544)	594
Non-Evangelical	5%	(37)	95%	(699)	735
Community: Urban	10%	(73)	90%	(656)	729
Community: Suburban	8%	(78)	92%	(900)	978
Community: Rural	4%	(22)	96%	(473)	495
Employ: Private Sector	12%	(90)	88%	(651)	741
Employ: Government	11%	(13)	89%	(110)	123
Employ: Self-Employed	7%	(16)	93%	(217)	234
Employ: Homemaker	4%	(6)	96%	(143)	150
Employ: Retired	2%	(13)	98%	(540)	552
Employ: Unemployed	8%	(17)	92%	(197)	214
Employ: Other	7%	(10)	93%	(131)	140
Military HH: Yes	8%	(25)	92%	(299)	324
Military HH: No	8%	(148)	92%	(1730)	1878
2022 House Vote: Democrat	9%	(94)	91%	(930)	1023
2022 House Vote: Republican	7%	(40)	93%	(527)	567
2022 House Vote: Someone else	4%	(2)	96%	(51)	53
2022 House Vote: Didnt Vote	7%	(37)	93%	(522)	559
2020 Vote: Joe Biden	9%	(91)	91%	(958)	1049
2020 Vote: Donald Trump	6%	(38)	94%	(569)	607
2020 Vote: Other	7%	(4)	93%	(52)	55
2020 Vote: Didn't Vote	8%	(40)	92%	(451)	490

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Table MCBR8_10NET: *To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - Directly from a company via a press release or product unveiling*

Demographic	Selected		Not Selected		Total N
Adults	8%	(173)	92%	(2029)	2202
2018 House Vote: Democrat	9%	(80)	91%	(831)	911
2018 House Vote: Republican	7%	(41)	93%	(520)	560
2018 House Vote: Didnt Vote	7%	(49)	93%	(638)	686
4-Region: Northeast	7%	(27)	93%	(359)	386
4-Region: Midwest	7%	(33)	93%	(422)	455
4-Region: South	7%	(56)	93%	(784)	840
4-Region: West	11%	(57)	89%	(464)	521
First to Try a New Tech Product	14%	(116)	86%	(725)	841

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

Table MCBR8_11NET: To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - I have not heard about specific companies using or producing AI software

Demographic	Selected	Not Selected	Total N
Adults	36% (796)	64% (1406)	2202
Gender: Male	23% (248)	77% (817)	1065
Gender: Female	48% (542)	52% (579)	1121
Age: 18-34	23% (145)	77% (487)	631
Age: 35-44	28% (105)	72% (266)	372
Age: 45-64	42% (298)	58% (414)	711
Age: 65+	51% (248)	49% (240)	487
GenZers: 1997-2012	25% (55)	75% (163)	219
Millennials: 1981-1996	23% (167)	77% (552)	719
GenXers: 1965-1980	38% (202)	62% (333)	535
Baby Boomers: 1946-1964	50% (336)	50% (333)	669
PID: Dem (no lean)	32% (320)	68% (687)	1007
PID: Ind (no lean)	41% (250)	59% (354)	605
PID: Rep (no lean)	38% (225)	62% (365)	590
PID/Gender: Dem Men	19% (100)	81% (419)	519
PID/Gender: Dem Women	45% (218)	55% (263)	481
PID/Gender: Ind Men	28% (69)	72% (182)	250
PID/Gender: Ind Women	52% (178)	48% (168)	346
PID/Gender: Rep Men	27% (79)	73% (216)	296
PID/Gender: Rep Women	49% (145)	51% (149)	294
Ideo: Liberal (1-3)	29% (212)	71% (516)	728
Ideo: Moderate (4)	36% (224)	64% (392)	615
Ideo: Conservative (5-7)	37% (257)	63% (428)	684
Educ: < College	41% (596)	59% (843)	1439
Educ: Bachelors degree	30% (147)	70% (338)	485
Educ: Post-grad	19% (53)	81% (226)	278
Income: Under 50k	43% (492)	57% (640)	1132
Income: 50k-100k	31% (207)	69% (469)	675
Income: 100k+	25% (97)	75% (298)	395
Ethnicity: White	37% (635)	63% (1064)	1699
Ethnicity: Hispanic	25% (95)	75% (284)	379
Ethnicity: Black	35% (99)	65% (184)	283

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Table MCBR8_11NET: *To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - I have not heard about specific companies using or producing AI software*

Demographic	Selected		Not Selected		Total N
Adults	36%	(796)	64%	(1406)	2202
Ethnicity: Other	28%	(62)	72%	(158)	220
All Christian	36%	(364)	64%	(644)	1008
All Non-Christian	16%	(27)	84%	(143)	171
Atheist	34%	(33)	66%	(63)	96
Agnostic/Nothing in particular	38%	(223)	62%	(362)	586
Something Else	43%	(148)	57%	(194)	342
Religious Non-Protestant/Catholic	17%	(32)	83%	(153)	185
Evangelical	33%	(197)	67%	(397)	594
Non-Evangelical	43%	(317)	57%	(419)	735
Community: Urban	29%	(209)	71%	(520)	729
Community: Suburban	37%	(366)	63%	(612)	978
Community: Rural	44%	(220)	56%	(275)	495
Employ: Private Sector	26%	(191)	74%	(550)	741
Employ: Government	17%	(21)	83%	(103)	123
Employ: Self-Employed	29%	(67)	71%	(167)	234
Employ: Homemaker	56%	(84)	44%	(65)	150
Employ: Retired	48%	(267)	52%	(285)	552
Employ: Unemployed	39%	(83)	61%	(130)	214
Employ: Other	52%	(73)	48%	(68)	140
Military HH: Yes	37%	(120)	63%	(204)	324
Military HH: No	36%	(675)	64%	(1202)	1878
2022 House Vote: Democrat	30%	(311)	70%	(712)	1023
2022 House Vote: Republican	36%	(206)	64%	(361)	567
2022 House Vote: Someone else	40%	(21)	60%	(32)	53
2022 House Vote: Didnt Vote	46%	(257)	54%	(302)	559
2020 Vote: Joe Biden	31%	(321)	69%	(728)	1049
2020 Vote: Donald Trump	41%	(248)	59%	(359)	607
2020 Vote: Other	49%	(27)	51%	(28)	55
2020 Vote: Didn't Vote	41%	(199)	59%	(291)	490

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Table MCBR8_11NET: *To the best of your recollection, when you have seen, read, or heard about specific companies producing or using AI software, specifically how did you hear about it? Please select all that apply. - I have not heard about specific companies using or producing AI software*

Demographic	Selected		Not Selected		Total N
Adults	36%	(796)	64%	(1406)	2202
2018 House Vote: Democrat	30%	(277)	70%	(635)	911
2018 House Vote: Republican	36%	(204)	64%	(357)	560
2018 House Vote: Didnt Vote	44%	(301)	56%	(385)	686
4-Region: Northeast	39%	(149)	61%	(237)	386
4-Region: Midwest	41%	(186)	59%	(269)	455
4-Region: South	40%	(332)	60%	(508)	840
4-Region: West	25%	(129)	75%	(393)	521
First to Try a New Tech Product	18%	(155)	82%	(686)	841

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

**Table MCBR9_1: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
The president and his administration**

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	23% (512)	27% (587)	14% (309)	14% (299)	22% (495)	2202
Gender: Male	29% (306)	29% (314)	14% (151)	14% (151)	13% (143)	1065
Gender: Female	18% (203)	24% (271)	14% (154)	13% (144)	31% (349)	1121
Age: 18-34	30% (191)	27% (168)	16% (100)	9% (57)	18% (116)	631
Age: 35-44	23% (87)	33% (121)	15% (54)	10% (39)	19% (71)	372
Age: 45-64	21% (150)	26% (183)	13% (91)	15% (107)	25% (180)	711
Age: 65+	17% (84)	24% (115)	13% (64)	20% (96)	26% (129)	487
GenZers: 1997-2012	24% (53)	27% (58)	19% (41)	12% (25)	19% (42)	219
Millennials: 1981-1996	30% (217)	29% (205)	14% (104)	9% (62)	18% (131)	719
GenXers: 1965-1980	20% (109)	28% (148)	14% (72)	14% (76)	24% (130)	535
Baby Boomers: 1946-1964	18% (120)	25% (165)	13% (87)	19% (126)	26% (172)	669
PID: Dem (no lean)	29% (292)	29% (288)	15% (154)	9% (86)	19% (188)	1007
PID: Ind (no lean)	17% (104)	24% (147)	13% (80)	15% (89)	30% (184)	605
PID: Rep (no lean)	20% (117)	26% (152)	13% (75)	21% (124)	21% (123)	590
PID/Gender: Dem Men	36% (184)	30% (154)	15% (80)	8% (42)	11% (59)	519
PID/Gender: Dem Women	22% (108)	28% (134)	15% (72)	8% (40)	27% (127)	481
PID/Gender: Ind Men	21% (53)	27% (68)	14% (35)	19% (49)	18% (46)	250
PID/Gender: Ind Women	14% (48)	23% (78)	13% (44)	12% (41)	39% (135)	346
PID/Gender: Rep Men	23% (68)	31% (92)	12% (36)	21% (61)	13% (38)	296
PID/Gender: Rep Women	16% (48)	20% (59)	13% (38)	21% (63)	29% (86)	294
Ideo: Liberal (1-3)	30% (219)	30% (217)	14% (101)	8% (58)	18% (134)	728
Ideo: Moderate (4)	22% (138)	30% (185)	15% (90)	12% (74)	21% (128)	615
Ideo: Conservative (5-7)	21% (141)	23% (156)	14% (95)	22% (149)	21% (145)	684
Educ: < College	21% (296)	26% (368)	14% (200)	14% (205)	26% (370)	1439
Educ: Bachelors degree	27% (130)	25% (123)	17% (80)	12% (60)	19% (91)	485
Educ: Post-grad	31% (86)	34% (96)	10% (29)	12% (34)	12% (34)	278
Income: Under 50k	21% (242)	23% (257)	14% (163)	13% (148)	28% (321)	1132
Income: 50k-100k	24% (161)	30% (203)	15% (100)	13% (88)	18% (123)	675
Income: 100k+	27% (108)	32% (127)	12% (46)	16% (63)	13% (52)	395
Ethnicity: White	23% (392)	27% (459)	14% (242)	15% (252)	21% (355)	1699
Ethnicity: Hispanic	28% (108)	40% (150)	13% (51)	7% (26)	12% (45)	379

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**Table MCBR9_1: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
The president and his administration**

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	23%	(512)	27%	(587)	14%	(309)	14%	(299)	22%	(495)	2202
Ethnicity: Black	25%	(71)	24%	(67)	15%	(41)	7%	(21)	29%	(83)	283
Ethnicity: Other	23%	(50)	28%	(62)	11%	(25)	12%	(26)	26%	(57)	220
All Christian	25%	(248)	29%	(296)	14%	(143)	13%	(129)	19%	(193)	1008
All Non-Christian	41%	(70)	30%	(50)	10%	(18)	8%	(14)	11%	(19)	171
Atheist	22%	(21)	29%	(28)	21%	(21)	12%	(12)	16%	(15)	96
Agnostic/Nothing in particular	17%	(102)	22%	(132)	14%	(85)	16%	(94)	30%	(173)	586
Something Else	21%	(71)	24%	(81)	13%	(43)	15%	(50)	28%	(96)	342
Religious Non-Protestant/Catholic	41%	(75)	29%	(53)	11%	(20)	9%	(16)	11%	(21)	185
Evangelical	25%	(151)	29%	(171)	12%	(69)	13%	(78)	21%	(125)	594
Non-Evangelical	21%	(156)	27%	(198)	16%	(116)	14%	(102)	22%	(163)	735
Community: Urban	33%	(238)	26%	(186)	13%	(98)	8%	(60)	20%	(146)	729
Community: Suburban	18%	(181)	28%	(273)	15%	(148)	16%	(155)	23%	(221)	978
Community: Rural	19%	(93)	26%	(128)	13%	(62)	17%	(83)	26%	(129)	495
Employ: Private Sector	31%	(231)	27%	(203)	14%	(107)	12%	(92)	15%	(108)	741
Employ: Government	30%	(37)	30%	(37)	15%	(19)	10%	(13)	15%	(18)	123
Employ: Self-Employed	25%	(57)	26%	(61)	17%	(40)	11%	(26)	21%	(49)	234
Employ: Homemaker	15%	(23)	20%	(29)	12%	(19)	17%	(26)	35%	(52)	150
Employ: Retired	17%	(92)	26%	(143)	13%	(70)	17%	(94)	28%	(154)	552
Employ: Unemployed	18%	(39)	31%	(66)	15%	(32)	10%	(22)	26%	(55)	214
Employ: Other	17%	(24)	24%	(33)	12%	(16)	14%	(19)	34%	(48)	140
Military HH: Yes	21%	(68)	24%	(77)	10%	(33)	20%	(65)	25%	(82)	324
Military HH: No	24%	(444)	27%	(510)	15%	(276)	12%	(234)	22%	(414)	1878
2022 House Vote: Democrat	29%	(295)	29%	(294)	17%	(170)	8%	(78)	18%	(187)	1023
2022 House Vote: Republican	21%	(119)	22%	(123)	13%	(74)	24%	(138)	20%	(113)	567
2022 House Vote: Someone else	20%	(10)	27%	(14)	19%	(10)	13%	(7)	22%	(12)	53
2022 House Vote: Didn't Vote	16%	(88)	28%	(156)	10%	(55)	14%	(77)	33%	(184)	559
2020 Vote: Joe Biden	28%	(293)	30%	(313)	16%	(163)	7%	(78)	19%	(201)	1049
2020 Vote: Donald Trump	19%	(114)	21%	(125)	16%	(95)	24%	(146)	21%	(126)	607
2020 Vote: Other	15%	(9)	31%	(17)	6%	(3)	17%	(9)	31%	(17)	55
2020 Vote: Didn't Vote	20%	(96)	27%	(132)	10%	(48)	13%	(65)	31%	(151)	490

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Table MCBR9_1: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
 The president and his administration

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	23%	(512)	27%	(587)	14%	(309)	14%	(299)	22%	(495)	2202
2018 House Vote: Democrat	29%	(268)	29%	(264)	15%	(140)	9%	(80)	17%	(159)	911
2018 House Vote: Republican	21%	(116)	22%	(123)	14%	(78)	24%	(133)	20%	(110)	560
2018 House Vote: Didnt Vote	18%	(126)	27%	(188)	12%	(82)	11%	(75)	31%	(216)	686
4-Region: Northeast	27%	(103)	28%	(109)	13%	(52)	11%	(43)	20%	(78)	386
4-Region: Midwest	19%	(87)	26%	(117)	15%	(68)	15%	(68)	25%	(115)	455
4-Region: South	21%	(179)	22%	(187)	15%	(128)	14%	(119)	27%	(226)	840
4-Region: West	27%	(142)	33%	(174)	12%	(61)	13%	(68)	15%	(76)	521
First to Try a New Tech Product	33%	(282)	32%	(271)	14%	(121)	9%	(73)	11%	(96)	841

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

**Table MCBR9_2: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
Lawmakers in Congress**

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	23% (515)	26% (572)	16% (348)	13% (291)	22% (476)	2202
Gender: Male	29% (314)	29% (306)	17% (177)	13% (135)	13% (133)	1065
Gender: Female	18% (197)	24% (264)	15% (170)	13% (151)	30% (339)	1121
Age: 18-34	31% (195)	27% (168)	16% (102)	8% (53)	18% (114)	631
Age: 35-44	24% (91)	31% (117)	16% (59)	9% (34)	19% (71)	372
Age: 45-64	20% (142)	25% (179)	14% (100)	17% (121)	24% (170)	711
Age: 65+	18% (88)	22% (107)	18% (86)	17% (84)	25% (122)	487
GenZers: 1997-2012	21% (46)	31% (67)	17% (37)	12% (27)	19% (42)	219
Millennials: 1981-1996	32% (228)	28% (199)	16% (115)	7% (48)	18% (129)	719
GenXers: 1965-1980	20% (107)	26% (137)	14% (76)	16% (88)	24% (127)	535
Baby Boomers: 1946-1964	19% (125)	23% (156)	17% (111)	18% (118)	24% (160)	669
PID: Dem (no lean)	29% (297)	26% (266)	16% (158)	11% (110)	18% (177)	1007
PID: Ind (no lean)	17% (105)	25% (151)	13% (76)	15% (91)	30% (180)	605
PID: Rep (no lean)	19% (113)	26% (154)	19% (114)	15% (90)	20% (119)	590
PID/Gender: Dem Men	36% (189)	28% (143)	16% (83)	9% (49)	11% (55)	519
PID/Gender: Dem Women	22% (107)	25% (121)	16% (75)	12% (57)	25% (120)	481
PID/Gender: Ind Men	20% (51)	30% (74)	15% (38)	19% (47)	16% (41)	250
PID/Gender: Ind Women	15% (51)	22% (77)	11% (38)	13% (44)	39% (137)	346
PID/Gender: Rep Men	25% (74)	30% (89)	19% (56)	13% (39)	13% (37)	296
PID/Gender: Rep Women	13% (39)	22% (65)	19% (57)	17% (50)	28% (82)	294
Ideo: Liberal (1-3)	29% (208)	27% (197)	16% (119)	10% (76)	18% (128)	728
Ideo: Moderate (4)	25% (152)	28% (172)	14% (86)	12% (76)	21% (129)	615
Ideo: Conservative (5-7)	20% (137)	25% (168)	19% (130)	17% (117)	19% (133)	684
Educ: < College	21% (300)	23% (335)	17% (244)	14% (199)	25% (361)	1439
Educ: Bachelors degree	26% (125)	30% (143)	15% (71)	13% (62)	17% (84)	485
Educ: Post-grad	32% (90)	33% (93)	12% (34)	11% (31)	11% (31)	278
Income: Under 50k	21% (240)	23% (256)	16% (177)	13% (146)	28% (313)	1132
Income: 50k-100k	25% (171)	27% (179)	18% (118)	13% (88)	18% (119)	675
Income: 100k+	26% (105)	34% (136)	13% (53)	14% (57)	11% (44)	395
Ethnicity: White	23% (398)	26% (435)	17% (284)	14% (237)	20% (345)	1699
Ethnicity: Hispanic	30% (113)	31% (117)	17% (64)	11% (41)	12% (44)	379

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Table MCBR9_2: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate? Lawmakers in Congress

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	23%	(515)	26%	(572)	16%	(348)	13%	(291)	22%	(476)	2202
Ethnicity: Black	27%	(77)	28%	(79)	13%	(36)	6%	(17)	26%	(74)	283
Ethnicity: Other	18%	(40)	26%	(58)	12%	(27)	17%	(37)	26%	(58)	220
All Christian	24%	(241)	28%	(286)	15%	(153)	14%	(137)	19%	(191)	1008
All Non-Christian	42%	(71)	29%	(50)	9%	(16)	10%	(17)	10%	(17)	171
Atheist	25%	(24)	24%	(23)	16%	(16)	20%	(19)	15%	(15)	96
Agnostic/Nothing in particular	19%	(111)	22%	(129)	19%	(109)	12%	(73)	28%	(164)	586
Something Else	20%	(68)	25%	(84)	16%	(54)	13%	(45)	26%	(90)	342
Religious Non-Protestant/Catholic	40%	(74)	29%	(54)	11%	(20)	10%	(18)	10%	(19)	185
Evangelical	25%	(146)	30%	(176)	12%	(73)	13%	(77)	21%	(123)	594
Non-Evangelical	21%	(153)	25%	(182)	18%	(133)	15%	(109)	21%	(158)	735
Community: Urban	30%	(222)	26%	(188)	15%	(111)	9%	(68)	19%	(140)	729
Community: Suburban	21%	(202)	26%	(254)	18%	(171)	15%	(143)	21%	(208)	978
Community: Rural	18%	(91)	26%	(129)	13%	(66)	16%	(80)	26%	(129)	495
Employ: Private Sector	30%	(225)	28%	(204)	16%	(115)	13%	(96)	14%	(100)	741
Employ: Government	28%	(35)	42%	(52)	8%	(10)	9%	(11)	12%	(15)	123
Employ: Self-Employed	22%	(52)	26%	(61)	20%	(46)	13%	(30)	19%	(45)	234
Employ: Homemaker	19%	(28)	21%	(32)	9%	(13)	16%	(23)	35%	(53)	150
Employ: Retired	17%	(95)	23%	(127)	18%	(102)	15%	(84)	26%	(144)	552
Employ: Unemployed	22%	(46)	27%	(57)	16%	(35)	9%	(19)	27%	(57)	214
Employ: Other	19%	(27)	17%	(25)	14%	(19)	12%	(17)	37%	(52)	140
Military HH: Yes	17%	(56)	27%	(87)	15%	(50)	18%	(58)	23%	(74)	324
Military HH: No	24%	(459)	26%	(485)	16%	(298)	12%	(233)	21%	(403)	1878
2022 House Vote: Democrat	29%	(298)	28%	(289)	15%	(157)	10%	(106)	17%	(173)	1023
2022 House Vote: Republican	19%	(105)	25%	(145)	19%	(107)	18%	(101)	19%	(110)	567
2022 House Vote: Someone else	14%	(7)	35%	(18)	10%	(5)	21%	(11)	21%	(11)	53
2022 House Vote: Didn't Vote	19%	(105)	21%	(120)	14%	(79)	13%	(74)	33%	(182)	559
2020 Vote: Joe Biden	28%	(292)	28%	(296)	15%	(161)	11%	(115)	18%	(186)	1049
2020 Vote: Donald Trump	18%	(108)	25%	(151)	20%	(119)	18%	(110)	20%	(120)	607
2020 Vote: Other	19%	(10)	26%	(14)	10%	(6)	19%	(11)	27%	(15)	55
2020 Vote: Didn't Vote	22%	(106)	23%	(111)	13%	(62)	11%	(56)	32%	(155)	490

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**Table MCBR9_2: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
Lawmakers in Congress**

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	23%	(515)	26%	(572)	16%	(348)	13%	(291)	22%	(476)	2202
2018 House Vote: Democrat	30%	(277)	27%	(244)	14%	(131)	12%	(108)	17%	(151)	911
2018 House Vote: Republican	19%	(104)	26%	(147)	18%	(101)	18%	(103)	19%	(105)	560
2018 House Vote: Didnt Vote	18%	(126)	25%	(170)	16%	(108)	10%	(70)	31%	(212)	686
4-Region: Northeast	27%	(104)	27%	(104)	15%	(59)	11%	(43)	20%	(77)	386
4-Region: Midwest	22%	(100)	24%	(109)	16%	(73)	14%	(63)	24%	(111)	455
4-Region: South	22%	(185)	22%	(186)	16%	(135)	14%	(118)	26%	(216)	840
4-Region: West	24%	(127)	33%	(173)	16%	(81)	13%	(68)	14%	(73)	521
First to Try a New Tech Product	33%	(274)	29%	(245)	16%	(138)	9%	(77)	13%	(108)	841

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

Table MCBR9_3: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate? The Federal Trade Commission (FTC) or other federal government regulatory agencies

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	29% (647)	29% (640)	10% (228)	9% (205)	22% (482)	2202
Gender: Male	36% (383)	31% (334)	10% (112)	9% (101)	13% (135)	1065
Gender: Female	23% (260)	27% (299)	10% (117)	9% (104)	31% (342)	1121
Age: 18-34	35% (220)	29% (184)	11% (72)	6% (39)	19% (117)	631
Age: 35-44	27% (100)	36% (134)	8% (31)	9% (32)	20% (75)	372
Age: 45-64	26% (188)	28% (200)	10% (69)	12% (85)	24% (169)	711
Age: 65+	29% (139)	25% (121)	12% (57)	10% (50)	25% (120)	487
GenZers: 1997-2012	29% (63)	34% (75)	9% (21)	8% (18)	19% (42)	219
Millennials: 1981-1996	34% (241)	31% (225)	10% (74)	6% (46)	18% (133)	719
GenXers: 1965-1980	24% (128)	30% (160)	11% (61)	10% (53)	25% (132)	535
Baby Boomers: 1946-1964	29% (196)	25% (169)	10% (64)	12% (83)	23% (157)	669
PID: Dem (no lean)	34% (344)	31% (310)	9% (88)	8% (80)	18% (184)	1007
PID: Ind (no lean)	25% (149)	23% (138)	12% (72)	10% (60)	31% (185)	605
PID: Rep (no lean)	26% (155)	32% (191)	11% (68)	11% (64)	19% (112)	590
PID/Gender: Dem Men	41% (212)	32% (167)	9% (45)	8% (40)	10% (54)	519
PID/Gender: Dem Women	27% (132)	29% (138)	9% (43)	8% (40)	27% (129)	481
PID/Gender: Ind Men	32% (81)	21% (52)	15% (38)	13% (33)	19% (47)	250
PID/Gender: Ind Women	18% (63)	25% (85)	10% (34)	8% (28)	39% (135)	346
PID/Gender: Rep Men	30% (90)	39% (115)	10% (29)	9% (28)	11% (34)	296
PID/Gender: Rep Women	22% (65)	26% (76)	13% (39)	12% (37)	27% (78)	294
Ideo: Liberal (1-3)	35% (257)	32% (235)	9% (64)	6% (43)	18% (129)	728
Ideo: Moderate (4)	27% (168)	32% (196)	10% (62)	8% (51)	22% (138)	615
Ideo: Conservative (5-7)	29% (201)	26% (175)	13% (90)	13% (89)	19% (129)	684
Educ: < College	27% (383)	27% (394)	10% (148)	11% (153)	25% (362)	1439
Educ: Bachelors degree	33% (160)	31% (148)	12% (57)	7% (33)	18% (86)	485
Educ: Post-grad	38% (105)	35% (98)	8% (24)	7% (19)	12% (34)	278
Income: Under 50k	27% (302)	26% (294)	10% (112)	9% (103)	28% (320)	1132
Income: 50k-100k	31% (211)	32% (213)	11% (77)	9% (63)	16% (111)	675
Income: 100k+	34% (134)	34% (133)	10% (39)	10% (39)	13% (50)	395
Ethnicity: White	30% (508)	29% (493)	11% (190)	10% (163)	20% (345)	1699
Ethnicity: Hispanic	36% (138)	34% (130)	8% (31)	9% (32)	13% (48)	379

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Table MCBR9_3: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate? The Federal Trade Commission (FTC) or other federal government regulatory agencies

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	29% (647)	29% (640)	10% (228)	9% (205)	22% (482)	2202
Ethnicity: Black	30% (86)	28% (81)	6% (17)	8% (22)	28% (78)	283
Ethnicity: Other	24% (54)	30% (66)	10% (21)	9% (20)	27% (59)	220
All Christian	32% (325)	31% (315)	9% (94)	9% (91)	18% (183)	1008
All Non-Christian	42% (71)	31% (53)	6% (11)	9% (15)	12% (21)	171
Atheist	33% (31)	24% (23)	18% (18)	9% (9)	16% (15)	96
Agnostic/Nothing in particular	24% (142)	27% (160)	11% (64)	9% (55)	28% (165)	586
Something Else	23% (77)	26% (89)	12% (42)	10% (35)	29% (97)	342
Religious Non-Protestant/Catholic	41% (75)	31% (58)	7% (13)	8% (16)	12% (23)	185
Evangelical	31% (184)	29% (170)	9% (56)	9% (55)	22% (129)	594
Non-Evangelical	29% (210)	30% (219)	11% (80)	10% (73)	21% (152)	735
Community: Urban	35% (258)	28% (208)	9% (67)	8% (58)	19% (139)	729
Community: Suburban	28% (272)	30% (298)	11% (104)	10% (96)	21% (209)	978
Community: Rural	24% (117)	27% (135)	12% (58)	10% (52)	27% (133)	495
Employ: Private Sector	31% (231)	36% (265)	9% (69)	10% (71)	14% (106)	741
Employ: Government	46% (57)	32% (40)	6% (8)	4% (4)	12% (15)	123
Employ: Self-Employed	27% (62)	32% (75)	10% (24)	8% (18)	23% (55)	234
Employ: Homemaker	24% (35)	20% (30)	9% (14)	13% (20)	33% (50)	150
Employ: Retired	28% (157)	25% (137)	12% (64)	9% (50)	26% (143)	552
Employ: Unemployed	30% (63)	21% (45)	14% (30)	8% (17)	27% (58)	214
Employ: Other	21% (29)	24% (33)	9% (13)	13% (19)	33% (46)	140
Military HH: Yes	27% (87)	27% (88)	11% (35)	12% (40)	23% (73)	324
Military HH: No	30% (560)	29% (552)	10% (193)	9% (165)	22% (408)	1878
2022 House Vote: Democrat	36% (367)	31% (317)	9% (91)	7% (70)	17% (178)	1023
2022 House Vote: Republican	28% (159)	27% (151)	14% (77)	13% (74)	19% (106)	567
2022 House Vote: Someone else	36% (19)	6% (3)	13% (7)	22% (12)	23% (12)	53
2022 House Vote: Didn't Vote	18% (102)	30% (170)	9% (53)	9% (49)	33% (186)	559
2020 Vote: Joe Biden	34% (359)	31% (325)	9% (92)	7% (75)	19% (199)	1049
2020 Vote: Donald Trump	28% (172)	27% (163)	13% (78)	13% (79)	19% (116)	607
2020 Vote: Other	30% (17)	18% (10)	8% (5)	15% (8)	29% (16)	55
2020 Vote: Didn't Vote	20% (100)	29% (142)	11% (53)	9% (43)	31% (151)	490

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Table MCBR9_3: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
 The Federal Trade Commission (FTC) or other federal government regulatory agencies

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	29%	(647)	29%	(640)	10%	(228)	9%	(205)	22%	(482)	2202
2018 House Vote: Democrat	36%	(328)	31%	(282)	9%	(81)	8%	(74)	16%	(146)	911
2018 House Vote: Republican	29%	(162)	28%	(155)	12%	(69)	12%	(65)	20%	(110)	560
2018 House Vote: Didnt Vote	21%	(142)	29%	(199)	10%	(71)	8%	(57)	32%	(218)	686
4-Region: Northeast	30%	(118)	32%	(123)	9%	(37)	8%	(29)	21%	(80)	386
4-Region: Midwest	27%	(121)	27%	(123)	13%	(58)	8%	(35)	26%	(117)	455
4-Region: South	27%	(228)	26%	(217)	11%	(96)	10%	(84)	26%	(215)	840
4-Region: West	35%	(180)	34%	(176)	7%	(38)	11%	(57)	13%	(70)	521
First to Try a New Tech Product	37%	(310)	35%	(294)	10%	(83)	7%	(56)	12%	(99)	841

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

**Table MCBR9_4: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
State governments**

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	23% (514)	29% (646)	14% (318)	11% (240)	22% (483)	2202
Gender: Male	28% (298)	32% (337)	16% (168)	11% (122)	13% (140)	1065
Gender: Female	19% (213)	27% (307)	13% (147)	10% (116)	30% (339)	1121
Age: 18-34	30% (189)	28% (178)	14% (88)	10% (65)	18% (111)	631
Age: 35-44	23% (85)	32% (120)	17% (65)	8% (28)	20% (73)	372
Age: 45-64	20% (144)	30% (215)	12% (88)	13% (90)	24% (174)	711
Age: 65+	20% (95)	27% (133)	16% (77)	12% (57)	26% (125)	487
GenZers: 1997-2012	22% (47)	32% (71)	15% (32)	12% (25)	20% (43)	219
Millennials: 1981-1996	30% (215)	29% (209)	15% (109)	8% (60)	18% (126)	719
GenXers: 1965-1980	19% (103)	31% (164)	14% (76)	12% (64)	24% (128)	535
Baby Boomers: 1946-1964	20% (132)	29% (192)	14% (94)	13% (84)	25% (167)	669
PID: Dem (no lean)	28% (281)	32% (326)	13% (133)	8% (83)	18% (183)	1007
PID: Ind (no lean)	19% (112)	25% (149)	13% (80)	13% (79)	30% (184)	605
PID: Rep (no lean)	20% (120)	29% (171)	18% (105)	13% (78)	20% (116)	590
PID/Gender: Dem Men	33% (174)	33% (170)	14% (75)	8% (40)	11% (59)	519
PID/Gender: Dem Women	22% (107)	32% (154)	11% (54)	9% (43)	26% (123)	481
PID/Gender: Ind Men	21% (52)	28% (71)	15% (38)	17% (42)	19% (47)	250
PID/Gender: Ind Women	17% (57)	22% (77)	12% (42)	10% (36)	39% (134)	346
PID/Gender: Rep Men	25% (72)	32% (96)	18% (54)	14% (40)	11% (33)	296
PID/Gender: Rep Women	16% (48)	26% (75)	17% (51)	13% (38)	28% (83)	294
Ideo: Liberal (1-3)	26% (189)	33% (240)	14% (100)	10% (71)	18% (128)	728
Ideo: Moderate (4)	23% (141)	32% (196)	14% (88)	8% (49)	23% (141)	615
Ideo: Conservative (5-7)	23% (161)	26% (176)	17% (120)	14% (98)	19% (130)	684
Educ: < College	22% (319)	27% (389)	14% (204)	12% (175)	24% (351)	1439
Educ: Bachelors degree	23% (110)	34% (163)	16% (75)	7% (36)	20% (99)	485
Educ: Post-grad	30% (84)	34% (94)	14% (39)	10% (29)	12% (33)	278
Income: Under 50k	21% (241)	27% (304)	14% (159)	11% (120)	27% (308)	1132
Income: 50k-100k	24% (159)	31% (209)	16% (111)	11% (74)	18% (122)	675
Income: 100k+	29% (114)	34% (133)	12% (49)	12% (46)	14% (53)	395
Ethnicity: White	22% (381)	30% (504)	16% (266)	11% (195)	21% (354)	1699
Ethnicity: Hispanic	27% (101)	35% (132)	16% (62)	10% (39)	12% (45)	379

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**Table MCBR9_4: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
State governments**

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	23%	(514)	29%	(646)	14%	(318)	11%	(240)	22%	(483)	2202
Ethnicity: Black	30%	(84)	27%	(77)	10%	(29)	8%	(23)	25%	(70)	283
Ethnicity: Other	22%	(49)	30%	(66)	10%	(23)	10%	(22)	27%	(60)	220
All Christian	25%	(257)	33%	(334)	14%	(138)	8%	(84)	19%	(195)	1008
All Non-Christian	39%	(66)	32%	(55)	9%	(15)	8%	(13)	12%	(21)	171
Atheist	22%	(21)	27%	(26)	16%	(15)	18%	(17)	17%	(16)	96
Agnostic/Nothing in particular	18%	(107)	24%	(143)	16%	(91)	15%	(85)	27%	(160)	586
Something Else	19%	(64)	26%	(87)	17%	(58)	12%	(41)	27%	(91)	342
Religious Non-Protestant/Catholic	37%	(69)	33%	(60)	9%	(17)	8%	(15)	13%	(24)	185
Evangelical	27%	(158)	32%	(189)	12%	(72)	9%	(54)	20%	(121)	594
Non-Evangelical	21%	(152)	30%	(222)	17%	(123)	10%	(73)	22%	(165)	735
Community: Urban	32%	(237)	29%	(213)	12%	(90)	8%	(56)	18%	(133)	729
Community: Suburban	20%	(191)	29%	(285)	17%	(165)	11%	(110)	23%	(227)	978
Community: Rural	17%	(86)	30%	(148)	13%	(62)	15%	(75)	25%	(123)	495
Employ: Private Sector	30%	(223)	32%	(234)	14%	(102)	10%	(74)	15%	(109)	741
Employ: Government	27%	(34)	40%	(49)	10%	(12)	7%	(9)	16%	(20)	123
Employ: Self-Employed	20%	(48)	23%	(54)	21%	(49)	15%	(34)	21%	(48)	234
Employ: Homemaker	15%	(23)	25%	(38)	9%	(14)	16%	(24)	34%	(50)	150
Employ: Retired	19%	(104)	30%	(166)	15%	(81)	10%	(53)	27%	(149)	552
Employ: Unemployed	20%	(43)	31%	(66)	16%	(34)	10%	(21)	24%	(50)	214
Employ: Other	20%	(28)	21%	(30)	13%	(18)	13%	(18)	33%	(46)	140
Military HH: Yes	20%	(65)	28%	(90)	15%	(49)	12%	(41)	25%	(80)	324
Military HH: No	24%	(449)	30%	(557)	14%	(269)	11%	(200)	22%	(404)	1878
2022 House Vote: Democrat	28%	(291)	32%	(332)	14%	(146)	7%	(74)	18%	(181)	1023
2022 House Vote: Republican	21%	(116)	27%	(152)	17%	(99)	15%	(83)	21%	(117)	567
2022 House Vote: Someone else	25%	(13)	21%	(11)	10%	(5)	22%	(11)	23%	(12)	53
2022 House Vote: Didn't Vote	17%	(94)	27%	(152)	12%	(68)	13%	(72)	31%	(174)	559
2020 Vote: Joe Biden	26%	(275)	34%	(353)	14%	(146)	7%	(76)	19%	(198)	1049
2020 Vote: Donald Trump	21%	(127)	26%	(158)	19%	(113)	14%	(84)	20%	(124)	607
2020 Vote: Other	21%	(12)	26%	(14)	10%	(5)	14%	(8)	30%	(16)	55
2020 Vote: Didn't Vote	20%	(100)	24%	(120)	11%	(53)	15%	(72)	30%	(145)	490

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Table MCBR9_4: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
State governments

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	23%	(514)	29%	(646)	14%	(318)	11%	(240)	22%	(483)	2202
2018 House Vote: Democrat	29%	(266)	32%	(290)	14%	(130)	8%	(74)	17%	(151)	911
2018 House Vote: Republican	20%	(112)	28%	(155)	18%	(99)	15%	(82)	20%	(113)	560
2018 House Vote: Didnt Vote	18%	(127)	28%	(194)	12%	(81)	11%	(76)	30%	(209)	686
4-Region: Northeast	23%	(90)	34%	(130)	12%	(47)	10%	(40)	20%	(78)	386
4-Region: Midwest	20%	(92)	30%	(135)	13%	(60)	12%	(53)	25%	(115)	455
4-Region: South	22%	(183)	27%	(223)	15%	(128)	11%	(88)	26%	(218)	840
4-Region: West	28%	(148)	30%	(159)	16%	(83)	11%	(59)	14%	(72)	521
First to Try a New Tech Product	32%	(269)	33%	(274)	15%	(125)	8%	(68)	13%	(105)	841

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

**Table MCBR9_5: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
Companies that develop AI models**

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	37% (810)	24% (523)	10% (221)	7% (154)	22% (494)	2202
Gender: Male	41% (439)	28% (299)	10% (108)	7% (76)	13% (142)	1065
Gender: Female	32% (362)	20% (222)	10% (110)	7% (77)	31% (350)	1121
Age: 18-34	43% (271)	24% (155)	11% (67)	4% (25)	18% (113)	631
Age: 35-44	39% (145)	27% (100)	12% (45)	5% (18)	17% (64)	372
Age: 45-64	33% (236)	23% (167)	9% (63)	10% (68)	25% (178)	711
Age: 65+	32% (158)	21% (102)	9% (45)	9% (43)	29% (139)	487
GenZers: 1997-2012	39% (86)	27% (59)	9% (21)	5% (11)	19% (42)	219
Millennials: 1981-1996	43% (311)	24% (174)	12% (83)	4% (29)	17% (122)	719
GenXers: 1965-1980	31% (167)	26% (139)	10% (54)	7% (40)	25% (135)	535
Baby Boomers: 1946-1964	34% (230)	21% (138)	9% (59)	10% (68)	26% (175)	669
PID: Dem (no lean)	42% (420)	22% (225)	10% (101)	6% (65)	20% (196)	1007
PID: Ind (no lean)	32% (196)	22% (134)	10% (58)	7% (40)	29% (177)	605
PID: Rep (no lean)	33% (194)	28% (165)	10% (62)	8% (49)	20% (121)	590
PID/Gender: Dem Men	48% (248)	26% (132)	9% (48)	6% (32)	11% (59)	519
PID/Gender: Dem Women	35% (169)	19% (93)	10% (50)	7% (32)	29% (138)	481
PID/Gender: Ind Men	36% (90)	26% (66)	12% (30)	9% (21)	17% (42)	250
PID/Gender: Ind Women	29% (101)	19% (65)	8% (28)	5% (19)	38% (133)	346
PID/Gender: Rep Men	34% (102)	34% (101)	10% (29)	8% (23)	14% (41)	296
PID/Gender: Rep Women	31% (92)	22% (64)	11% (33)	9% (26)	27% (79)	294
Ideo: Liberal (1-3)	42% (303)	23% (167)	11% (77)	6% (44)	19% (137)	728
Ideo: Moderate (4)	38% (232)	25% (156)	9% (55)	6% (38)	22% (135)	615
Ideo: Conservative (5-7)	35% (242)	26% (177)	11% (77)	8% (56)	19% (133)	684
Educ: < College	34% (491)	22% (316)	10% (141)	8% (116)	26% (374)	1439
Educ: Bachelors degree	43% (207)	23% (112)	12% (57)	5% (23)	18% (85)	485
Educ: Post-grad	40% (111)	34% (96)	8% (23)	5% (14)	13% (35)	278
Income: Under 50k	32% (360)	22% (248)	11% (120)	8% (93)	27% (310)	1132
Income: 50k-100k	41% (278)	25% (172)	9% (64)	5% (36)	19% (126)	675
Income: 100k+	43% (171)	26% (104)	9% (37)	6% (25)	15% (58)	395
Ethnicity: White	37% (630)	24% (413)	10% (172)	7% (120)	21% (365)	1699
Ethnicity: Hispanic	40% (153)	31% (116)	9% (34)	6% (22)	14% (54)	379

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**Table MCBR9_5: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
Companies that develop AI models**

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	37%	(810)	24%	(523)	10%	(221)	7%	(154)	22%	(494)	2202
Ethnicity: Black	40%	(114)	20%	(56)	5%	(14)	9%	(24)	26%	(75)	283
Ethnicity: Other	30%	(66)	25%	(55)	16%	(35)	4%	(10)	25%	(54)	220
All Christian	38%	(382)	26%	(263)	10%	(100)	6%	(60)	20%	(203)	1008
All Non-Christian	48%	(81)	27%	(46)	8%	(14)	5%	(8)	12%	(21)	171
Atheist	44%	(43)	16%	(15)	11%	(11)	11%	(10)	17%	(16)	96
Agnostic/Nothing in particular	36%	(209)	18%	(106)	11%	(63)	8%	(48)	27%	(159)	586
Something Else	28%	(94)	27%	(93)	10%	(32)	8%	(28)	27%	(94)	342
Religious Non-Protestant/Catholic	47%	(86)	25%	(47)	10%	(18)	5%	(9)	14%	(25)	185
Evangelical	37%	(220)	26%	(152)	9%	(51)	6%	(38)	22%	(133)	594
Non-Evangelical	33%	(246)	27%	(199)	11%	(78)	7%	(51)	22%	(161)	735
Community: Urban	44%	(322)	23%	(165)	9%	(67)	5%	(37)	19%	(138)	729
Community: Suburban	36%	(349)	24%	(234)	11%	(108)	7%	(71)	22%	(216)	978
Community: Rural	28%	(139)	25%	(125)	9%	(46)	9%	(46)	28%	(139)	495
Employ: Private Sector	43%	(319)	26%	(193)	11%	(81)	7%	(49)	13%	(100)	741
Employ: Government	44%	(54)	26%	(32)	7%	(8)	2%	(2)	22%	(27)	123
Employ: Self-Employed	35%	(82)	28%	(65)	11%	(26)	6%	(15)	20%	(47)	234
Employ: Homemaker	34%	(52)	14%	(21)	5%	(7)	13%	(19)	35%	(52)	150
Employ: Retired	33%	(180)	23%	(125)	9%	(50)	8%	(43)	28%	(153)	552
Employ: Unemployed	31%	(67)	24%	(51)	14%	(30)	5%	(12)	25%	(54)	214
Employ: Other	25%	(35)	22%	(30)	10%	(14)	9%	(12)	35%	(49)	140
Military HH: Yes	36%	(117)	23%	(76)	8%	(27)	9%	(28)	24%	(77)	324
Military HH: No	37%	(693)	24%	(447)	10%	(195)	7%	(126)	22%	(417)	1878
2022 House Vote: Democrat	44%	(453)	22%	(229)	10%	(101)	5%	(56)	18%	(184)	1023
2022 House Vote: Republican	32%	(184)	29%	(165)	12%	(65)	8%	(48)	18%	(105)	567
2022 House Vote: Someone else	25%	(13)	35%	(19)	3%	(2)	11%	(6)	25%	(13)	53
2022 House Vote: Didn't Vote	29%	(160)	20%	(110)	10%	(54)	8%	(44)	34%	(191)	559
2020 Vote: Joe Biden	42%	(446)	23%	(246)	9%	(90)	6%	(62)	20%	(205)	1049
2020 Vote: Donald Trump	32%	(197)	27%	(165)	12%	(75)	8%	(51)	20%	(119)	607
2020 Vote: Other	37%	(21)	18%	(10)	5%	(3)	10%	(6)	29%	(16)	55
2020 Vote: Didn't Vote	30%	(147)	21%	(102)	11%	(53)	7%	(36)	31%	(153)	490

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Table MCBR9_5: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
 Companies that develop AI models

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	37%	(810)	24%	(523)	10%	(221)	7%	(154)	22%	(494)	2202
2018 House Vote: Democrat	44%	(404)	22%	(201)	10%	(89)	6%	(58)	17%	(159)	911
2018 House Vote: Republican	33%	(185)	28%	(156)	11%	(59)	9%	(50)	20%	(111)	560
2018 House Vote: Didnt Vote	30%	(208)	22%	(153)	10%	(67)	6%	(44)	31%	(214)	686
4-Region: Northeast	34%	(133)	28%	(108)	9%	(34)	8%	(29)	21%	(82)	386
4-Region: Midwest	35%	(161)	20%	(93)	11%	(51)	6%	(27)	27%	(124)	455
4-Region: South	36%	(299)	20%	(169)	10%	(85)	9%	(74)	25%	(214)	840
4-Region: West	42%	(217)	29%	(153)	10%	(52)	5%	(24)	14%	(75)	521
First to Try a New Tech Product	46%	(385)	28%	(234)	11%	(96)	4%	(36)	11%	(90)	841

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

**Table MCBR9_6: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
Companies that incorporate AI models into their existing products and services**

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	34%	(749)	26%	(576)	10%	(217)	7%	(152)	23%	(508)	2202
Gender: Male	40%	(427)	30%	(319)	10%	(108)	7%	(71)	13%	(141)	1065
Gender: Female	28%	(316)	22%	(251)	10%	(108)	7%	(81)	33%	(367)	1121
Age: 18-34	39%	(247)	26%	(165)	12%	(74)	5%	(30)	18%	(115)	631
Age: 35-44	39%	(146)	30%	(110)	9%	(34)	4%	(16)	17%	(65)	372
Age: 45-64	30%	(216)	25%	(177)	9%	(63)	10%	(71)	26%	(184)	711
Age: 65+	29%	(140)	25%	(123)	9%	(45)	7%	(35)	30%	(145)	487
GenZers: 1997-2012	33%	(73)	28%	(61)	13%	(28)	8%	(17)	18%	(40)	219
Millennials: 1981-1996	42%	(302)	27%	(192)	10%	(74)	4%	(27)	17%	(124)	719
GenXers: 1965-1980	30%	(161)	26%	(139)	11%	(58)	8%	(41)	26%	(137)	535
Baby Boomers: 1946-1964	30%	(199)	26%	(172)	7%	(48)	9%	(64)	28%	(187)	669
PID: Dem (no lean)	40%	(399)	26%	(261)	9%	(95)	6%	(58)	19%	(194)	1007
PID: Ind (no lean)	28%	(168)	25%	(150)	10%	(58)	7%	(43)	31%	(185)	605
PID: Rep (no lean)	31%	(182)	28%	(165)	11%	(64)	9%	(51)	22%	(129)	590
PID/Gender: Dem Men	46%	(241)	27%	(143)	11%	(55)	5%	(24)	11%	(57)	519
PID/Gender: Dem Women	32%	(155)	24%	(115)	8%	(40)	7%	(34)	28%	(137)	481
PID/Gender: Ind Men	34%	(84)	29%	(72)	11%	(27)	8%	(21)	18%	(46)	250
PID/Gender: Ind Women	23%	(81)	22%	(75)	9%	(30)	7%	(23)	40%	(138)	346
PID/Gender: Rep Men	34%	(102)	35%	(104)	9%	(26)	9%	(26)	13%	(38)	296
PID/Gender: Rep Women	27%	(80)	21%	(61)	13%	(38)	8%	(25)	31%	(91)	294
Ideo: Liberal (1-3)	41%	(295)	26%	(191)	9%	(63)	6%	(40)	19%	(139)	728
Ideo: Moderate (4)	33%	(205)	28%	(175)	9%	(57)	7%	(44)	22%	(134)	615
Ideo: Conservative (5-7)	32%	(221)	26%	(179)	12%	(84)	8%	(53)	21%	(146)	684
Educ: < College	31%	(444)	25%	(357)	10%	(150)	7%	(105)	27%	(384)	1439
Educ: Bachelors degree	39%	(189)	27%	(133)	8%	(39)	7%	(32)	19%	(92)	485
Educ: Post-grad	42%	(117)	31%	(86)	10%	(28)	5%	(15)	12%	(33)	278
Income: Under 50k	29%	(327)	24%	(276)	11%	(120)	7%	(85)	29%	(323)	1132
Income: 50k-100k	38%	(256)	29%	(196)	9%	(63)	5%	(34)	19%	(127)	675
Income: 100k+	42%	(166)	26%	(104)	8%	(33)	8%	(33)	15%	(58)	395
Ethnicity: White	35%	(597)	25%	(433)	10%	(169)	7%	(122)	22%	(378)	1699
Ethnicity: Hispanic	39%	(146)	29%	(108)	12%	(45)	6%	(24)	15%	(56)	379

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Table MCBR9_6: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
Companies that incorporate AI models into their existing products and services

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	34%	(749)	26%	(576)	10%	(217)	7%	(152)	23%	(508)	2202
Ethnicity: Black	33%	(94)	26%	(74)	9%	(24)	5%	(13)	27%	(77)	283
Ethnicity: Other	26%	(58)	31%	(68)	11%	(24)	8%	(17)	24%	(53)	220
All Christian	34%	(347)	27%	(277)	10%	(96)	7%	(66)	22%	(222)	1008
All Non-Christian	45%	(76)	29%	(50)	7%	(12)	6%	(11)	13%	(22)	171
Atheist	41%	(39)	19%	(18)	15%	(14)	11%	(11)	14%	(13)	96
Agnostic/Nothing in particular	33%	(191)	24%	(141)	10%	(56)	8%	(45)	26%	(152)	586
Something Else	28%	(96)	26%	(89)	11%	(38)	6%	(19)	29%	(99)	342
Religious Non-Protestant/Catholic	42%	(78)	30%	(56)	7%	(14)	6%	(12)	14%	(26)	185
Evangelical	35%	(209)	26%	(155)	10%	(57)	5%	(33)	24%	(141)	594
Non-Evangelical	30%	(222)	28%	(204)	10%	(77)	7%	(53)	24%	(179)	735
Community: Urban	42%	(304)	25%	(183)	10%	(73)	5%	(36)	18%	(134)	729
Community: Suburban	32%	(312)	28%	(269)	10%	(94)	8%	(80)	23%	(223)	978
Community: Rural	27%	(134)	25%	(123)	10%	(50)	7%	(36)	31%	(151)	495
Employ: Private Sector	41%	(301)	26%	(195)	12%	(88)	7%	(50)	15%	(108)	741
Employ: Government	43%	(52)	23%	(29)	10%	(12)	5%	(7)	19%	(23)	123
Employ: Self-Employed	34%	(79)	32%	(74)	7%	(16)	8%	(18)	20%	(47)	234
Employ: Homemaker	27%	(40)	16%	(24)	7%	(10)	12%	(18)	38%	(57)	150
Employ: Retired	29%	(161)	27%	(147)	9%	(47)	7%	(38)	29%	(159)	552
Employ: Unemployed	27%	(58)	27%	(58)	12%	(27)	5%	(11)	28%	(61)	214
Employ: Other	28%	(39)	21%	(30)	12%	(17)	6%	(8)	33%	(47)	140
Military HH: Yes	33%	(106)	25%	(81)	9%	(30)	9%	(29)	24%	(78)	324
Military HH: No	34%	(643)	26%	(494)	10%	(186)	7%	(123)	23%	(431)	1878
2022 House Vote: Democrat	41%	(422)	26%	(266)	9%	(95)	5%	(56)	18%	(183)	1023
2022 House Vote: Republican	28%	(160)	29%	(166)	13%	(72)	9%	(51)	21%	(118)	567
2022 House Vote: Someone else	18%	(10)	41%	(22)	4%	(2)	14%	(7)	23%	(12)	53
2022 House Vote: Didn't Vote	28%	(157)	22%	(121)	9%	(48)	7%	(38)	35%	(195)	559
2020 Vote: Joe Biden	39%	(414)	26%	(269)	10%	(105)	6%	(58)	19%	(203)	1049
2020 Vote: Donald Trump	28%	(172)	29%	(177)	12%	(71)	10%	(58)	21%	(129)	607
2020 Vote: Other	29%	(16)	23%	(13)	4%	(2)	12%	(7)	32%	(18)	55
2020 Vote: Didn't Vote	30%	(147)	24%	(117)	8%	(38)	6%	(29)	32%	(159)	490

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Table MCBR9_6: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
Companies that incorporate AI models into their existing products and services

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	34%	(749)	26%	(576)	10%	(217)	7%	(152)	23%	(508)	2202
2018 House Vote: Democrat	41%	(374)	25%	(229)	10%	(92)	6%	(56)	18%	(160)	911
2018 House Vote: Republican	28%	(159)	31%	(172)	10%	(56)	10%	(54)	21%	(120)	560
2018 House Vote: Didnt Vote	30%	(208)	24%	(163)	8%	(58)	6%	(38)	32%	(218)	686
4-Region: Northeast	38%	(145)	25%	(95)	11%	(41)	6%	(23)	21%	(82)	386
4-Region: Midwest	33%	(151)	22%	(102)	9%	(43)	6%	(28)	29%	(130)	455
4-Region: South	32%	(267)	22%	(187)	11%	(89)	8%	(68)	27%	(229)	840
4-Region: West	36%	(186)	37%	(192)	8%	(44)	6%	(32)	13%	(68)	521
First to Try a New Tech Product	44%	(366)	30%	(250)	11%	(88)	4%	(34)	12%	(103)	841

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

**Table MCBR9_7: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
Companies that provide the infrastructure, like cloud computing or AI chips, that allows AI models to work**

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	31% (686)	28% (611)	10% (220)	7% (164)	24% (521)	2202
Gender: Male	35% (376)	32% (340)	11% (120)	7% (78)	14% (152)	1065
Gender: Female	27% (306)	24% (264)	9% (98)	8% (86)	33% (368)	1121
Age: 18-34	38% (240)	27% (171)	11% (71)	5% (29)	19% (121)	631
Age: 35-44	34% (127)	33% (121)	9% (34)	4% (16)	20% (74)	372
Age: 45-64	26% (185)	30% (213)	10% (68)	11% (76)	24% (169)	711
Age: 65+	27% (133)	22% (107)	10% (47)	9% (44)	32% (158)	487
GenZers: 1997-2012	28% (62)	35% (76)	10% (21)	6% (13)	21% (47)	219
Millennials: 1981-1996	40% (285)	27% (195)	11% (79)	4% (30)	18% (131)	719
GenXers: 1965-1980	26% (139)	31% (164)	11% (59)	8% (45)	24% (129)	535
Baby Boomers: 1946-1964	28% (187)	25% (165)	8% (56)	10% (69)	29% (192)	669
PID: Dem (no lean)	35% (357)	29% (289)	10% (98)	7% (70)	19% (194)	1007
PID: Ind (no lean)	25% (152)	27% (161)	11% (64)	6% (38)	31% (190)	605
PID: Rep (no lean)	30% (177)	27% (161)	10% (58)	10% (57)	23% (137)	590
PID/Gender: Dem Men	39% (205)	33% (172)	9% (48)	7% (35)	11% (59)	519
PID/Gender: Dem Women	31% (151)	24% (113)	10% (48)	7% (34)	28% (135)	481
PID/Gender: Ind Men	28% (69)	30% (75)	15% (37)	8% (20)	20% (49)	250
PID/Gender: Ind Women	23% (80)	24% (82)	8% (27)	5% (18)	40% (140)	346
PID/Gender: Rep Men	34% (102)	31% (93)	12% (34)	8% (23)	15% (44)	296
PID/Gender: Rep Women	25% (75)	23% (69)	8% (24)	11% (34)	32% (93)	294
Ideo: Liberal (1-3)	36% (259)	29% (211)	10% (74)	6% (47)	19% (137)	728
Ideo: Moderate (4)	32% (197)	29% (180)	9% (56)	6% (36)	24% (146)	615
Ideo: Conservative (5-7)	31% (211)	27% (184)	12% (80)	9% (64)	21% (146)	684
Educ: < College	29% (424)	25% (363)	10% (138)	8% (120)	27% (394)	1439
Educ: Bachelors degree	33% (160)	31% (153)	11% (54)	6% (30)	18% (87)	485
Educ: Post-grad	36% (101)	34% (96)	10% (28)	5% (13)	14% (39)	278
Income: Under 50k	26% (295)	26% (299)	10% (112)	8% (93)	29% (332)	1132
Income: 50k-100k	36% (241)	28% (190)	11% (75)	6% (39)	19% (130)	675
Income: 100k+	38% (149)	31% (122)	8% (33)	8% (33)	15% (59)	395
Ethnicity: White	31% (529)	28% (480)	10% (177)	8% (129)	23% (384)	1699
Ethnicity: Hispanic	33% (125)	37% (139)	11% (40)	6% (23)	14% (53)	379

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Table MCBR9_7: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate? Companies that provide the infrastructure, like cloud computing or AI chips, that allows AI models to work

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	31%	(686)	28%	(611)	10%	(220)	7%	(164)	24%	(521)	2202
Ethnicity: Black	33%	(94)	24%	(67)	7%	(20)	7%	(21)	29%	(81)	283
Ethnicity: Other	29%	(63)	29%	(64)	10%	(23)	7%	(14)	25%	(56)	220
All Christian	33%	(332)	30%	(305)	10%	(96)	6%	(63)	21%	(213)	1008
All Non-Christian	42%	(71)	27%	(45)	7%	(12)	8%	(14)	16%	(28)	171
Atheist	22%	(21)	33%	(32)	15%	(14)	14%	(13)	16%	(15)	96
Agnostic/Nothing in particular	29%	(167)	26%	(152)	12%	(68)	7%	(41)	27%	(157)	586
Something Else	28%	(94)	23%	(77)	9%	(29)	10%	(33)	32%	(108)	342
Religious Non-Protestant/Catholic	40%	(75)	27%	(49)	8%	(15)	8%	(15)	17%	(32)	185
Evangelical	35%	(209)	27%	(162)	8%	(46)	6%	(34)	24%	(142)	594
Non-Evangelical	28%	(208)	29%	(212)	11%	(77)	8%	(62)	24%	(176)	735
Community: Urban	38%	(279)	25%	(183)	12%	(88)	5%	(39)	19%	(140)	729
Community: Suburban	28%	(273)	31%	(301)	9%	(92)	8%	(79)	24%	(234)	978
Community: Rural	27%	(134)	26%	(128)	8%	(41)	9%	(46)	30%	(147)	495
Employ: Private Sector	38%	(284)	29%	(216)	11%	(80)	7%	(54)	14%	(107)	741
Employ: Government	38%	(47)	32%	(40)	8%	(9)	3%	(3)	20%	(24)	123
Employ: Self-Employed	30%	(70)	32%	(74)	10%	(24)	8%	(18)	20%	(48)	234
Employ: Homemaker	27%	(41)	19%	(28)	8%	(12)	9%	(14)	36%	(54)	150
Employ: Retired	27%	(148)	25%	(138)	9%	(49)	9%	(50)	30%	(168)	552
Employ: Unemployed	26%	(55)	29%	(63)	11%	(23)	6%	(12)	29%	(61)	214
Employ: Other	21%	(30)	25%	(35)	10%	(14)	7%	(10)	37%	(51)	140
Military HH: Yes	27%	(87)	30%	(96)	9%	(30)	8%	(25)	26%	(86)	324
Military HH: No	32%	(599)	27%	(515)	10%	(190)	7%	(139)	23%	(435)	1878
2022 House Vote: Democrat	38%	(385)	27%	(279)	10%	(104)	6%	(63)	19%	(193)	1023
2022 House Vote: Republican	27%	(155)	29%	(167)	12%	(70)	9%	(50)	22%	(126)	567
2022 House Vote: Someone else	19%	(10)	34%	(18)	11%	(6)	13%	(7)	23%	(12)	53
2022 House Vote: Didn't Vote	24%	(136)	26%	(148)	7%	(41)	8%	(45)	34%	(190)	559
2020 Vote: Joe Biden	36%	(380)	27%	(285)	11%	(112)	6%	(67)	20%	(205)	1049
2020 Vote: Donald Trump	27%	(164)	30%	(179)	11%	(67)	10%	(58)	23%	(139)	607
2020 Vote: Other	30%	(17)	25%	(14)	8%	(4)	10%	(6)	27%	(15)	55
2020 Vote: Didn't Vote	25%	(124)	27%	(134)	8%	(37)	7%	(33)	33%	(162)	490

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Table MCBR9_7: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
 Companies that provide the infrastructure, like cloud computing or AI chips, that allows AI models to work

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	31%	(686)	28%	(611)	10%	(220)	7%	(164)	24%	(521)	2202
2018 House Vote: Democrat	38%	(342)	26%	(239)	11%	(98)	7%	(64)	19%	(169)	911
2018 House Vote: Republican	27%	(154)	29%	(163)	11%	(62)	9%	(50)	23%	(131)	560
2018 House Vote: Didnt Vote	26%	(180)	28%	(192)	8%	(55)	7%	(46)	31%	(213)	686
4-Region: Northeast	30%	(114)	29%	(113)	12%	(46)	8%	(29)	22%	(83)	386
4-Region: Midwest	31%	(141)	22%	(98)	12%	(53)	7%	(30)	29%	(132)	455
4-Region: South	29%	(245)	26%	(216)	9%	(78)	9%	(74)	27%	(226)	840
4-Region: West	36%	(185)	35%	(183)	8%	(43)	6%	(31)	15%	(79)	521
First to Try a New Tech Product	43%	(359)	30%	(254)	10%	(82)	5%	(41)	12%	(105)	841

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

Table MCBR9_8: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate? CEOs of companies that develop or use AI models

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	35% (773)	24% (532)	10% (222)	9% (196)	22% (479)	2202
Gender: Male	42% (443)	26% (275)	10% (110)	9% (93)	14% (145)	1065
Gender: Female	29% (323)	23% (254)	10% (112)	9% (99)	30% (334)	1121
Age: 18-34	42% (266)	25% (160)	9% (59)	5% (32)	18% (114)	631
Age: 35-44	41% (153)	26% (97)	11% (41)	5% (18)	17% (63)	372
Age: 45-64	30% (216)	24% (168)	10% (69)	13% (91)	23% (167)	711
Age: 65+	28% (137)	22% (107)	11% (53)	11% (55)	28% (135)	487
GenZers: 1997-2012	34% (75)	27% (60)	11% (24)	8% (17)	20% (44)	219
Millennials: 1981-1996	45% (324)	24% (176)	10% (70)	4% (28)	17% (121)	719
GenXers: 1965-1980	30% (159)	26% (137)	11% (56)	11% (60)	23% (122)	535
Baby Boomers: 1946-1964	30% (203)	22% (145)	10% (64)	13% (85)	26% (172)	669
PID: Dem (no lean)	39% (391)	25% (255)	10% (101)	9% (90)	17% (171)	1007
PID: Ind (no lean)	31% (190)	22% (131)	9% (53)	9% (53)	29% (178)	605
PID: Rep (no lean)	33% (192)	25% (147)	11% (68)	9% (54)	22% (130)	590
PID/Gender: Dem Men	46% (237)	27% (138)	10% (50)	7% (38)	11% (55)	519
PID/Gender: Dem Women	31% (150)	24% (116)	10% (50)	10% (48)	24% (117)	481
PID/Gender: Ind Men	40% (101)	22% (54)	9% (22)	11% (27)	19% (47)	250
PID/Gender: Ind Women	25% (85)	21% (74)	9% (31)	7% (26)	38% (130)	346
PID/Gender: Rep Men	35% (104)	28% (83)	13% (37)	9% (28)	15% (43)	296
PID/Gender: Rep Women	30% (88)	22% (64)	10% (30)	9% (26)	30% (87)	294
Ideo: Liberal (1-3)	40% (292)	23% (166)	10% (75)	10% (72)	17% (123)	728
Ideo: Moderate (4)	37% (225)	26% (158)	9% (57)	7% (40)	22% (135)	615
Ideo: Conservative (5-7)	33% (224)	26% (175)	12% (81)	9% (65)	20% (140)	684
Educ: < College	32% (466)	23% (327)	10% (142)	10% (143)	25% (362)	1439
Educ: Bachelors degree	38% (183)	27% (130)	11% (51)	7% (36)	18% (85)	485
Educ: Post-grad	45% (124)	27% (75)	10% (28)	6% (18)	12% (33)	278
Income: Under 50k	30% (340)	23% (255)	11% (123)	10% (108)	27% (306)	1132
Income: 50k-100k	39% (265)	26% (176)	10% (67)	6% (41)	19% (127)	675
Income: 100k+	42% (167)	26% (102)	8% (31)	12% (48)	12% (47)	395
Ethnicity: White	36% (608)	23% (394)	11% (185)	9% (160)	21% (352)	1699
Ethnicity: Hispanic	41% (155)	25% (94)	12% (45)	11% (42)	11% (43)	379

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Table MCBR9_8: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate? CEOs of companies that develop or use AI models

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	35%	(773)	24%	(532)	10%	(222)	9%	(196)	22%	(479)	2202
Ethnicity: Black	34%	(97)	25%	(71)	7%	(20)	6%	(16)	28%	(79)	283
Ethnicity: Other	31%	(68)	30%	(66)	8%	(17)	9%	(20)	22%	(48)	220
All Christian	37%	(371)	26%	(260)	10%	(99)	8%	(82)	20%	(197)	1008
All Non-Christian	48%	(81)	26%	(45)	8%	(13)	6%	(11)	12%	(20)	171
Atheist	36%	(35)	25%	(24)	12%	(12)	14%	(13)	13%	(13)	96
Agnostic/Nothing in particular	32%	(188)	20%	(119)	11%	(63)	10%	(61)	26%	(154)	586
Something Else	29%	(98)	25%	(84)	10%	(35)	8%	(29)	28%	(96)	342
Religious Non-Protestant/Catholic	46%	(85)	25%	(47)	9%	(17)	7%	(14)	12%	(22)	185
Evangelical	37%	(219)	27%	(158)	8%	(49)	5%	(32)	23%	(136)	594
Non-Evangelical	33%	(240)	24%	(177)	11%	(81)	11%	(80)	21%	(158)	735
Community: Urban	41%	(301)	26%	(186)	9%	(66)	7%	(49)	17%	(127)	729
Community: Suburban	34%	(336)	22%	(217)	11%	(111)	9%	(91)	23%	(222)	978
Community: Rural	27%	(135)	26%	(128)	9%	(45)	11%	(56)	26%	(130)	495
Employ: Private Sector	41%	(304)	25%	(186)	11%	(81)	8%	(60)	15%	(110)	741
Employ: Government	45%	(55)	25%	(31)	8%	(10)	11%	(14)	10%	(13)	123
Employ: Self-Employed	38%	(89)	22%	(51)	13%	(31)	9%	(21)	18%	(42)	234
Employ: Homemaker	32%	(48)	18%	(26)	7%	(11)	12%	(18)	31%	(47)	150
Employ: Retired	28%	(155)	25%	(139)	10%	(54)	10%	(52)	27%	(151)	552
Employ: Unemployed	32%	(69)	26%	(55)	10%	(21)	6%	(13)	26%	(56)	214
Employ: Other	25%	(35)	23%	(33)	8%	(11)	9%	(12)	35%	(50)	140
Military HH: Yes	31%	(101)	25%	(82)	8%	(26)	11%	(36)	25%	(80)	324
Military HH: No	36%	(672)	24%	(450)	10%	(196)	9%	(160)	21%	(400)	1878
2022 House Vote: Democrat	41%	(419)	25%	(254)	9%	(94)	9%	(88)	16%	(168)	1023
2022 House Vote: Republican	32%	(179)	24%	(139)	13%	(76)	9%	(51)	22%	(122)	567
2022 House Vote: Someone else	32%	(17)	15%	(8)	12%	(6)	13%	(7)	28%	(15)	53
2022 House Vote: Didn't Vote	28%	(158)	23%	(131)	8%	(44)	9%	(50)	31%	(175)	559
2020 Vote: Joe Biden	39%	(412)	25%	(263)	9%	(98)	9%	(96)	17%	(180)	1049
2020 Vote: Donald Trump	31%	(189)	24%	(146)	14%	(83)	9%	(52)	22%	(136)	607
2020 Vote: Other	31%	(17)	18%	(10)	6%	(3)	12%	(7)	33%	(19)	55
2020 Vote: Didn't Vote	31%	(154)	23%	(113)	8%	(37)	8%	(41)	29%	(145)	490

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Table MCBR9_8: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
CEOs of companies that develop or use AI models

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	35%	(773)	24%	(532)	10%	(222)	9%	(196)	22%	(479)	2202
2018 House Vote: Democrat	40%	(368)	24%	(220)	10%	(87)	10%	(93)	16%	(143)	911
2018 House Vote: Republican	33%	(184)	25%	(137)	11%	(61)	9%	(52)	22%	(126)	560
2018 House Vote: Didnt Vote	31%	(210)	24%	(164)	9%	(63)	7%	(49)	29%	(200)	686
4-Region: Northeast	34%	(131)	27%	(104)	9%	(35)	9%	(35)	21%	(80)	386
4-Region: Midwest	34%	(153)	22%	(101)	13%	(58)	8%	(35)	24%	(108)	455
4-Region: South	34%	(285)	21%	(174)	11%	(92)	9%	(74)	26%	(215)	840
4-Region: West	39%	(203)	29%	(153)	7%	(36)	10%	(53)	15%	(77)	521
First to Try a New Tech Product	46%	(384)	26%	(222)	11%	(91)	5%	(46)	12%	(98)	841

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

**Table MCBR9_9: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
Civil society groups and experts on AI**

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	23%	(499)	33%	(717)	12%	(260)	8%	(179)	25%	(547)	2202
Gender: Male	26%	(282)	38%	(402)	13%	(140)	8%	(86)	15%	(156)	1065
Gender: Female	19%	(211)	28%	(310)	10%	(116)	8%	(94)	35%	(390)	1121
Age: 18-34	30%	(190)	34%	(217)	11%	(69)	4%	(28)	20%	(127)	631
Age: 35-44	22%	(84)	36%	(133)	16%	(60)	7%	(25)	19%	(70)	372
Age: 45-64	20%	(142)	32%	(224)	11%	(81)	10%	(69)	27%	(195)	711
Age: 65+	17%	(83)	29%	(142)	10%	(50)	12%	(58)	32%	(154)	487
GenZers: 1997-2012	22%	(48)	38%	(84)	13%	(28)	6%	(13)	21%	(45)	219
Millennials: 1981-1996	30%	(217)	34%	(244)	12%	(88)	4%	(32)	19%	(137)	719
GenXers: 1965-1980	19%	(100)	32%	(172)	14%	(77)	8%	(41)	27%	(145)	535
Baby Boomers: 1946-1964	19%	(124)	30%	(201)	9%	(62)	13%	(89)	29%	(194)	669
PID: Dem (no lean)	28%	(285)	32%	(327)	12%	(120)	7%	(69)	20%	(206)	1007
PID: Ind (no lean)	17%	(102)	32%	(191)	10%	(59)	8%	(46)	34%	(206)	605
PID: Rep (no lean)	19%	(112)	34%	(199)	14%	(81)	11%	(64)	23%	(134)	590
PID/Gender: Dem Men	34%	(177)	36%	(186)	12%	(63)	6%	(31)	12%	(62)	519
PID/Gender: Dem Women	22%	(108)	28%	(137)	11%	(53)	8%	(39)	30%	(144)	481
PID/Gender: Ind Men	19%	(48)	40%	(99)	11%	(27)	10%	(24)	21%	(52)	250
PID/Gender: Ind Women	14%	(49)	26%	(90)	9%	(32)	6%	(21)	44%	(154)	346
PID/Gender: Rep Men	19%	(57)	39%	(116)	17%	(50)	10%	(31)	14%	(42)	296
PID/Gender: Rep Women	19%	(55)	28%	(83)	11%	(31)	11%	(33)	31%	(93)	294
Ideo: Liberal (1-3)	28%	(207)	34%	(249)	11%	(83)	6%	(41)	20%	(148)	728
Ideo: Moderate (4)	21%	(129)	37%	(225)	11%	(69)	6%	(39)	25%	(153)	615
Ideo: Conservative (5-7)	21%	(143)	32%	(217)	14%	(93)	11%	(78)	22%	(153)	684
Educ: < College	21%	(302)	30%	(428)	12%	(174)	9%	(130)	28%	(405)	1439
Educ: Bachelors degree	25%	(120)	36%	(174)	12%	(57)	7%	(32)	21%	(101)	485
Educ: Post-grad	28%	(77)	41%	(114)	11%	(30)	6%	(17)	15%	(40)	278
Income: Under 50k	20%	(230)	28%	(318)	13%	(145)	8%	(93)	31%	(346)	1132
Income: 50k-100k	25%	(170)	37%	(249)	11%	(72)	7%	(46)	20%	(138)	675
Income: 100k+	25%	(99)	38%	(150)	11%	(42)	10%	(40)	16%	(63)	395
Ethnicity: White	23%	(393)	32%	(551)	12%	(205)	9%	(147)	24%	(404)	1699
Ethnicity: Hispanic	30%	(113)	40%	(152)	12%	(46)	7%	(27)	11%	(42)	379

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**Table MCBR9_9: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
Civil society groups and experts on AI**

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	23%	(499)	33%	(717)	12%	(260)	8%	(179)	25%	(547)	2202
Ethnicity: Black	25%	(72)	28%	(80)	10%	(27)	8%	(22)	29%	(82)	283
Ethnicity: Other	16%	(34)	39%	(86)	13%	(28)	5%	(10)	28%	(61)	220
All Christian	24%	(244)	36%	(359)	11%	(110)	8%	(77)	22%	(218)	1008
All Non-Christian	33%	(57)	37%	(62)	7%	(11)	8%	(13)	16%	(27)	171
Atheist	24%	(23)	32%	(30)	13%	(12)	12%	(12)	19%	(19)	96
Agnostic/Nothing in particular	18%	(103)	29%	(169)	14%	(84)	8%	(45)	32%	(185)	586
Something Else	21%	(72)	28%	(97)	12%	(42)	10%	(33)	29%	(98)	342
Religious Non-Protestant/Catholic	33%	(62)	37%	(68)	6%	(12)	8%	(14)	16%	(29)	185
Evangelical	27%	(161)	33%	(198)	9%	(55)	8%	(47)	22%	(133)	594
Non-Evangelical	19%	(140)	34%	(252)	13%	(98)	9%	(64)	25%	(182)	735
Community: Urban	30%	(221)	30%	(219)	12%	(90)	6%	(46)	21%	(152)	729
Community: Suburban	20%	(192)	35%	(343)	12%	(120)	8%	(81)	25%	(243)	978
Community: Rural	17%	(86)	31%	(155)	10%	(49)	11%	(53)	31%	(152)	495
Employ: Private Sector	28%	(206)	35%	(261)	13%	(99)	7%	(55)	16%	(120)	741
Employ: Government	31%	(39)	34%	(42)	11%	(13)	9%	(11)	15%	(18)	123
Employ: Self-Employed	21%	(48)	39%	(92)	12%	(28)	5%	(12)	23%	(53)	234
Employ: Homemaker	18%	(27)	28%	(42)	8%	(12)	11%	(16)	35%	(52)	150
Employ: Retired	17%	(96)	30%	(164)	10%	(55)	10%	(53)	33%	(184)	552
Employ: Unemployed	22%	(46)	30%	(65)	14%	(31)	7%	(14)	27%	(57)	214
Employ: Other	18%	(25)	22%	(30)	12%	(16)	12%	(17)	37%	(52)	140
Military HH: Yes	17%	(54)	37%	(120)	10%	(34)	8%	(25)	28%	(91)	324
Military HH: No	24%	(445)	32%	(597)	12%	(226)	8%	(154)	24%	(456)	1878
2022 House Vote: Democrat	30%	(303)	33%	(338)	11%	(108)	6%	(64)	20%	(210)	1023
2022 House Vote: Republican	17%	(98)	36%	(202)	14%	(78)	11%	(64)	22%	(125)	567
2022 House Vote: Someone else	18%	(10)	35%	(19)	9%	(5)	11%	(6)	26%	(14)	53
2022 House Vote: Didn't Vote	16%	(89)	28%	(159)	12%	(68)	8%	(45)	36%	(199)	559
2020 Vote: Joe Biden	27%	(288)	34%	(353)	11%	(116)	7%	(69)	21%	(223)	1049
2020 Vote: Donald Trump	19%	(114)	32%	(194)	15%	(91)	11%	(69)	23%	(139)	607
2020 Vote: Other	20%	(11)	22%	(12)	13%	(7)	10%	(6)	35%	(19)	55
2020 Vote: Didn't Vote	18%	(86)	32%	(158)	9%	(46)	7%	(36)	34%	(166)	490

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Table MCBR9_9: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
 Civil society groups and experts on AI

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	23% (499)	33% (717)	12% (260)	8% (179)	25% (547)	2202
2018 House Vote: Democrat	30% (269)	32% (287)	11% (102)	7% (67)	20% (185)	911
2018 House Vote: Republican	18% (100)	36% (200)	12% (69)	11% (63)	23% (128)	560
2018 House Vote: Didnt Vote	18% (123)	31% (214)	12% (80)	7% (47)	32% (222)	686
4-Region: Northeast	24% (93)	35% (137)	11% (42)	8% (30)	22% (84)	386
4-Region: Midwest	19% (86)	30% (135)	12% (56)	10% (44)	29% (133)	455
4-Region: South	24% (197)	27% (230)	12% (101)	9% (74)	28% (238)	840
4-Region: West	24% (123)	41% (215)	12% (61)	6% (32)	18% (91)	521
First to Try a New Tech Product	31% (263)	39% (325)	12% (100)	6% (47)	13% (107)	841

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

**Table MCBR9_10: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
Users of products or services that use AI**

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	23% (507)	30% (665)	13% (295)	9% (206)	24% (528)	2202
Gender: Male	29% (308)	33% (351)	15% (156)	9% (92)	15% (157)	1065
Gender: Female	18% (197)	28% (311)	12% (133)	10% (112)	33% (367)	1121
Age: 18-34	33% (208)	29% (182)	10% (66)	8% (53)	19% (122)	631
Age: 35-44	23% (86)	35% (131)	16% (61)	7% (28)	18% (66)	372
Age: 45-64	19% (133)	30% (211)	15% (105)	11% (76)	26% (187)	711
Age: 65+	16% (79)	29% (141)	13% (64)	10% (50)	31% (153)	487
GenZers: 1997-2012	29% (63)	27% (60)	13% (29)	12% (26)	18% (40)	219
Millennials: 1981-1996	31% (222)	32% (233)	12% (83)	6% (46)	19% (135)	719
GenXers: 1965-1980	18% (96)	31% (168)	16% (88)	9% (49)	25% (134)	535
Baby Boomers: 1946-1964	17% (116)	28% (189)	13% (88)	12% (80)	29% (196)	669
PID: Dem (no lean)	28% (278)	29% (297)	14% (143)	9% (87)	20% (203)	1007
PID: Ind (no lean)	16% (99)	29% (176)	13% (79)	10% (62)	31% (189)	605
PID: Rep (no lean)	22% (131)	33% (193)	13% (74)	10% (57)	23% (136)	590
PID/Gender: Dem Men	34% (178)	31% (163)	16% (84)	6% (29)	12% (65)	519
PID/Gender: Dem Women	21% (99)	27% (132)	11% (55)	12% (58)	29% (137)	481
PID/Gender: Ind Men	18% (45)	35% (88)	14% (35)	13% (32)	20% (50)	250
PID/Gender: Ind Women	15% (52)	25% (88)	12% (41)	8% (29)	39% (136)	346
PID/Gender: Rep Men	29% (85)	34% (101)	12% (37)	11% (31)	14% (42)	296
PID/Gender: Rep Women	15% (45)	31% (92)	13% (37)	9% (26)	32% (94)	294
Ideo: Liberal (1-3)	27% (195)	30% (217)	15% (106)	10% (70)	19% (139)	728
Ideo: Moderate (4)	22% (136)	34% (207)	13% (79)	7% (45)	24% (148)	615
Ideo: Conservative (5-7)	23% (158)	31% (214)	14% (96)	10% (66)	22% (150)	684
Educ: < College	22% (314)	28% (400)	13% (182)	11% (152)	27% (391)	1439
Educ: Bachelors degree	24% (114)	32% (155)	16% (79)	7% (36)	21% (100)	485
Educ: Post-grad	29% (79)	39% (110)	12% (34)	7% (18)	13% (37)	278
Income: Under 50k	20% (226)	27% (308)	13% (151)	11% (120)	29% (327)	1132
Income: 50k-100k	26% (173)	33% (222)	13% (85)	8% (53)	21% (141)	675
Income: 100k+	27% (108)	34% (135)	15% (59)	8% (33)	15% (60)	395
Ethnicity: White	23% (384)	31% (518)	14% (238)	10% (166)	23% (393)	1699
Ethnicity: Hispanic	34% (130)	30% (115)	12% (45)	9% (35)	14% (54)	379

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Table MCBR9_10: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
Users of products or services that use AI

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	23%	(507)	30%	(665)	13%	(295)	9%	(206)	24%	(528)	2202
Ethnicity: Black	31%	(88)	25%	(70)	10%	(28)	7%	(19)	28%	(79)	283
Ethnicity: Other	16%	(35)	35%	(77)	13%	(29)	10%	(22)	26%	(57)	220
All Christian	25%	(256)	32%	(325)	12%	(122)	8%	(78)	23%	(227)	1008
All Non-Christian	40%	(68)	29%	(50)	12%	(21)	5%	(9)	13%	(23)	171
Atheist	14%	(13)	27%	(26)	19%	(19)	20%	(20)	19%	(18)	96
Agnostic/Nothing in particular	17%	(100)	28%	(165)	15%	(87)	12%	(70)	28%	(163)	586
Something Else	21%	(70)	29%	(98)	14%	(47)	9%	(30)	28%	(96)	342
Religious Non-Protestant/Catholic	39%	(71)	29%	(54)	12%	(22)	6%	(10)	14%	(26)	185
Evangelical	28%	(166)	31%	(183)	11%	(66)	6%	(37)	24%	(142)	594
Non-Evangelical	20%	(148)	32%	(236)	13%	(99)	10%	(74)	24%	(179)	735
Community: Urban	32%	(231)	29%	(212)	13%	(93)	7%	(52)	19%	(141)	729
Community: Suburban	19%	(190)	32%	(309)	15%	(148)	10%	(98)	24%	(233)	978
Community: Rural	17%	(86)	29%	(144)	11%	(55)	11%	(55)	31%	(154)	495
Employ: Private Sector	30%	(219)	31%	(233)	15%	(108)	9%	(63)	16%	(118)	741
Employ: Government	29%	(35)	32%	(40)	12%	(15)	8%	(9)	19%	(24)	123
Employ: Self-Employed	27%	(64)	33%	(78)	10%	(24)	10%	(23)	19%	(45)	234
Employ: Homemaker	13%	(19)	23%	(35)	13%	(19)	13%	(20)	37%	(56)	150
Employ: Retired	17%	(95)	30%	(167)	14%	(80)	9%	(51)	29%	(159)	552
Employ: Unemployed	20%	(43)	30%	(65)	13%	(28)	7%	(15)	29%	(62)	214
Employ: Other	14%	(19)	25%	(35)	10%	(13)	12%	(17)	40%	(56)	140
Military HH: Yes	22%	(73)	29%	(95)	12%	(40)	10%	(32)	26%	(84)	324
Military HH: No	23%	(435)	30%	(570)	14%	(255)	9%	(175)	24%	(443)	1878
2022 House Vote: Democrat	28%	(288)	30%	(302)	14%	(143)	8%	(80)	21%	(210)	1023
2022 House Vote: Republican	22%	(122)	33%	(187)	14%	(82)	9%	(51)	22%	(126)	567
2022 House Vote: Someone else	9%	(5)	44%	(23)	11%	(6)	12%	(6)	25%	(13)	53
2022 House Vote: Didn't Vote	17%	(93)	27%	(153)	12%	(64)	12%	(70)	32%	(179)	559
2020 Vote: Joe Biden	26%	(269)	31%	(327)	14%	(148)	8%	(80)	21%	(225)	1049
2020 Vote: Donald Trump	23%	(138)	32%	(194)	13%	(78)	10%	(63)	22%	(134)	607
2020 Vote: Other	23%	(13)	28%	(15)	11%	(6)	10%	(5)	28%	(16)	55
2020 Vote: Didn't Vote	18%	(88)	26%	(128)	13%	(63)	12%	(57)	31%	(154)	490

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Table MCBR9_10: How responsible are each of the following for ensuring that advertising claims made by AI companies are truthful and accurate?
Users of products or services that use AI

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not responsible at all		Don't know / No opinion		Total N
Adults	23%	(507)	30%	(665)	13%	(295)	9%	(206)	24%	(528)	2202
2018 House Vote: Democrat	28%	(253)	30%	(273)	14%	(125)	8%	(75)	20%	(184)	911
2018 House Vote: Republican	21%	(116)	34%	(193)	14%	(76)	9%	(51)	22%	(126)	560
2018 House Vote: Didnt Vote	19%	(133)	27%	(183)	12%	(84)	11%	(76)	30%	(209)	686
4-Region: Northeast	20%	(78)	31%	(120)	15%	(58)	11%	(43)	22%	(86)	386
4-Region: Midwest	17%	(78)	28%	(127)	16%	(72)	8%	(37)	31%	(141)	455
4-Region: South	23%	(190)	28%	(237)	13%	(105)	10%	(83)	27%	(225)	840
4-Region: West	31%	(161)	35%	(181)	12%	(60)	8%	(43)	14%	(75)	521
First to Try a New Tech Product	35%	(295)	34%	(284)	11%	(95)	8%	(64)	12%	(104)	841

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

Table MCBR10: Which of the following statements comes closest to your opinion, even if neither is exactly right?

Demographic	I am generally the first to try a new technology product.		I am generally the last to try a new technology product.		Total N
Adults	38%	(841)	62%	(1361)	2202
Gender: Male	50%	(529)	50%	(536)	1065
Gender: Female	27%	(306)	73%	(816)	1121
Age: 18-34	56%	(356)	44%	(275)	631
Age: 35-44	56%	(207)	44%	(165)	372
Age: 45-64	29%	(207)	71%	(505)	711
Age: 65+	15%	(72)	85%	(415)	487
GenZers: 1997-2012	51%	(111)	49%	(108)	219
Millennials: 1981-1996	59%	(423)	41%	(296)	719
GenXers: 1965-1980	34%	(179)	66%	(356)	535
Baby Boomers: 1946-1964	18%	(122)	82%	(548)	669
PID: Dem (no lean)	45%	(458)	55%	(549)	1007
PID: Ind (no lean)	29%	(174)	71%	(430)	605
PID: Rep (no lean)	35%	(209)	65%	(381)	590
PID/Gender: Dem Men	60%	(314)	40%	(205)	519
PID/Gender: Dem Women	30%	(143)	70%	(338)	481
PID/Gender: Ind Men	30%	(75)	70%	(176)	250
PID/Gender: Ind Women	27%	(95)	73%	(251)	346
PID/Gender: Rep Men	48%	(141)	52%	(155)	296
PID/Gender: Rep Women	23%	(68)	77%	(226)	294
Ideo: Liberal (1-3)	44%	(319)	56%	(409)	728
Ideo: Moderate (4)	40%	(246)	60%	(370)	615
Ideo: Conservative (5-7)	35%	(237)	65%	(448)	684
Educ: < College	32%	(466)	68%	(972)	1439
Educ: Bachelors degree	47%	(229)	53%	(256)	485
Educ: Post-grad	52%	(146)	48%	(133)	278
Income: Under 50k	29%	(331)	71%	(800)	1132
Income: 50k-100k	44%	(296)	56%	(379)	675
Income: 100k+	54%	(214)	46%	(181)	395
Ethnicity: White	38%	(646)	62%	(1054)	1699
Ethnicity: Hispanic	57%	(215)	43%	(165)	379
Ethnicity: Black	36%	(103)	64%	(180)	283

Continued on next page

Table MCBR10: Which of the following statements comes closest to your opinion, even if neither is exactly right?

Demographic	I am generally the first to try a new technology product.		I am generally the last to try a new technology product.		Total N
Adults	38%	(841)	62%	(1361)	2202
Ethnicity: Other	42%	(93)	58%	(127)	220
All Christian	39%	(390)	61%	(619)	1008
All Non-Christian	60%	(102)	40%	(69)	171
Atheist	42%	(40)	58%	(56)	96
Agnostic/Nothing in particular	35%	(204)	65%	(382)	586
Something Else	31%	(106)	69%	(236)	342
Religious Non-Protestant/Catholic	59%	(109)	41%	(76)	185
Evangelical	40%	(240)	60%	(354)	594
Non-Evangelical	32%	(238)	68%	(497)	735
Community: Urban	51%	(375)	49%	(354)	729
Community: Suburban	34%	(335)	66%	(643)	978
Community: Rural	27%	(131)	73%	(363)	495
Employ: Private Sector	57%	(424)	43%	(317)	741
Employ: Government	43%	(53)	57%	(70)	123
Employ: Self-Employed	49%	(115)	51%	(119)	234
Employ: Homemaker	20%	(30)	80%	(120)	150
Employ: Retired	14%	(79)	86%	(473)	552
Employ: Unemployed	37%	(78)	63%	(135)	214
Employ: Other	31%	(43)	69%	(98)	140
Military HH: Yes	31%	(102)	69%	(223)	324
Military HH: No	39%	(740)	61%	(1138)	1878
2022 House Vote: Democrat	45%	(457)	55%	(566)	1023
2022 House Vote: Republican	33%	(188)	67%	(379)	567
2022 House Vote: Someone else	34%	(18)	66%	(35)	53
2022 House Vote: Didnt Vote	32%	(179)	68%	(380)	559
2020 Vote: Joe Biden	44%	(460)	56%	(590)	1049
2020 Vote: Donald Trump	34%	(206)	66%	(401)	607
2020 Vote: Other	28%	(15)	72%	(40)	55
2020 Vote: Didn't Vote	33%	(161)	67%	(330)	490

Continued on next page

Table MCBR10: Which of the following statements comes closest to your opinion, even if neither is exactly right?

Demographic	I am generally the first to try a new technology product.		I am generally the last to try a new technology product.		Total N
	%	(N)	%	(N)	
Adults	38%	(841)	62%	(1361)	2202
2018 House Vote: Democrat	45%	(407)	55%	(504)	911
2018 House Vote: Republican	32%	(179)	68%	(381)	560
2018 House Vote: Didnt Vote	35%	(241)	65%	(445)	686
4-Region: Northeast	38%	(147)	62%	(239)	386
4-Region: Midwest	32%	(146)	68%	(309)	455
4-Region: South	38%	(318)	62%	(522)	840
4-Region: West	44%	(230)	56%	(291)	521
First to Try a New Tech Product	100%	(841)	—	(0)	841

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

Table MCBR11: To the best of your knowledge, how often did you use any AI applications in the past month? This includes using applications like ChatGPT or Google Bard.

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	7% (153)	5% (102)	7% (156)	4% (96)	13% (285)	5% (115)	59% (1294)	2202
Gender: Male	10% (106)	8% (81)	10% (101)	5% (51)	15% (164)	6% (59)	47% (502)	1065
Gender: Female	4% (42)	2% (21)	5% (54)	4% (45)	11% (120)	5% (56)	70% (783)	1121
Age: 18-34	13% (80)	7% (46)	10% (66)	11% (69)	16% (101)	6% (37)	37% (233)	631
Age: 35-44	9% (32)	5% (17)	10% (36)	2% (9)	17% (64)	7% (25)	51% (189)	372
Age: 45-64	5% (38)	5% (33)	6% (46)	2% (13)	10% (75)	5% (34)	66% (472)	711
Age: 65+	1% (3)	1% (6)	2% (9)	1% (5)	9% (46)	4% (18)	82% (401)	487
GenZers: 1997-2012	8% (18)	4% (8)	10% (22)	21% (46)	15% (34)	4% (9)	38% (83)	219
Millennials: 1981-1996	13% (92)	7% (53)	10% (74)	4% (32)	16% (117)	7% (49)	42% (302)	719
GenXers: 1965-1980	5% (26)	5% (26)	9% (46)	2% (11)	13% (69)	6% (30)	61% (325)	535
Baby Boomers: 1946-1964	2% (16)	2% (15)	2% (15)	1% (7)	9% (57)	4% (25)	80% (535)	669
PID: Dem (no lean)	11% (109)	6% (64)	8% (79)	5% (53)	14% (141)	5% (52)	51% (509)	1007
PID: Ind (no lean)	3% (19)	2% (14)	7% (41)	4% (24)	12% (71)	5% (29)	67% (406)	605
PID: Rep (no lean)	4% (25)	4% (24)	6% (36)	3% (19)	12% (73)	6% (35)	64% (379)	590
PID/Gender: Dem Men	15% (78)	10% (51)	11% (59)	6% (30)	16% (84)	4% (23)	37% (194)	519
PID/Gender: Dem Women	6% (27)	3% (13)	4% (21)	5% (23)	12% (57)	6% (28)	65% (312)	481
PID/Gender: Ind Men	4% (10)	3% (9)	8% (20)	3% (7)	14% (36)	6% (15)	61% (153)	250
PID/Gender: Ind Women	2% (8)	2% (5)	6% (21)	5% (16)	10% (35)	4% (13)	71% (247)	346
PID/Gender: Rep Men	6% (18)	7% (22)	8% (23)	4% (13)	15% (45)	7% (21)	52% (155)	296
PID/Gender: Rep Women	2% (7)	1% (3)	4% (13)	2% (6)	9% (28)	5% (14)	76% (224)	294
Ideo: Liberal (1-3)	9% (64)	6% (42)	9% (64)	5% (38)	14% (104)	6% (43)	51% (374)	728
Ideo: Moderate (4)	6% (38)	5% (29)	7% (43)	6% (35)	14% (84)	4% (26)	59% (361)	615
Ideo: Conservative (5-7)	7% (48)	4% (29)	6% (42)	2% (16)	13% (87)	6% (41)	62% (421)	684
Educ: < College	5% (76)	3% (49)	5% (78)	4% (62)	11% (159)	4% (61)	66% (954)	1439
Educ: Bachelors degree	7% (35)	6% (29)	9% (42)	4% (21)	18% (87)	7% (36)	48% (235)	485
Educ: Post-grad	15% (43)	9% (24)	13% (36)	5% (13)	14% (39)	7% (19)	38% (106)	278
Income: Under 50k	4% (50)	4% (47)	6% (65)	5% (55)	9% (104)	5% (55)	67% (755)	1132
Income: 50k-100k	8% (51)	4% (29)	6% (44)	3% (17)	20% (134)	5% (34)	54% (367)	675
Income: 100k+	13% (52)	7% (26)	12% (48)	6% (24)	12% (46)	7% (27)	44% (172)	395
Ethnicity: White	7% (114)	5% (83)	6% (109)	5% (80)	13% (223)	5% (82)	59% (1009)	1699
Ethnicity: Hispanic	13% (48)	9% (33)	7% (28)	10% (37)	14% (54)	6% (21)	42% (158)	379

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Table MCBR11: To the best of your knowledge, how often did you use any AI applications in the past month? This includes using applications like ChatGPT or Google Bard.

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	7% (153)	5% (102)	7% (156)	4% (96)	13% (285)	5% (115)	59% (1294)	2202
Ethnicity: Black	9% (26)	5% (14)	9% (26)	3% (8)	9% (25)	5% (13)	60% (170)	283
Ethnicity: Other	6% (13)	2% (5)	10% (21)	4% (8)	17% (37)	9% (20)	52% (115)	220
All Christian	7% (67)	5% (48)	7% (68)	4% (42)	14% (137)	5% (54)	59% (591)	1008
All Non-Christian	20% (35)	15% (26)	12% (21)	7% (11)	12% (21)	5% (9)	28% (48)	171
Atheist	3% (3)	5% (5)	9% (9)	4% (4)	15% (14)	6% (6)	59% (57)	96
Agnostic/Nothing in particular	4% (25)	3% (16)	8% (44)	5% (29)	10% (61)	5% (29)	65% (381)	586
Something Else	7% (24)	2% (7)	4% (15)	3% (9)	15% (52)	5% (17)	64% (217)	342
Religious Non-Protestant/Catholic	19% (35)	16% (29)	12% (22)	7% (12)	12% (23)	5% (9)	30% (55)	185
Evangelical	9% (52)	3% (20)	8% (47)	6% (35)	15% (90)	6% (38)	53% (312)	594
Non-Evangelical	5% (37)	4% (31)	4% (31)	2% (16)	12% (90)	5% (35)	68% (497)	735
Community: Urban	12% (90)	9% (67)	11% (78)	5% (34)	13% (93)	7% (48)	44% (319)	729
Community: Suburban	5% (46)	2% (23)	6% (61)	5% (50)	15% (146)	5% (49)	62% (604)	978
Community: Rural	3% (17)	2% (12)	3% (17)	2% (12)	9% (46)	4% (19)	75% (372)	495
Employ: Private Sector	11% (79)	8% (57)	11% (85)	5% (34)	16% (118)	6% (42)	44% (326)	741
Employ: Government	16% (19)	3% (4)	3% (4)	9% (12)	19% (24)	6% (7)	43% (53)	123
Employ: Self-Employed	7% (16)	5% (11)	12% (28)	7% (16)	16% (38)	4% (10)	49% (114)	234
Employ: Homemaker	4% (6)	3% (4)	5% (7)	4% (6)	9% (14)	3% (4)	73% (109)	150
Employ: Retired	2% (10)	1% (7)	3% (14)	1% (6)	9% (48)	5% (25)	80% (443)	552
Employ: Unemployed	5% (10)	7% (15)	6% (13)	7% (14)	8% (18)	7% (15)	61% (129)	214
Employ: Other	4% (5)	3% (4)	1% (2)	3% (4)	11% (16)	6% (9)	72% (101)	140
Military HH: Yes	5% (18)	3% (9)	8% (27)	5% (17)	12% (40)	4% (14)	62% (200)	324
Military HH: No	7% (135)	5% (94)	7% (129)	4% (80)	13% (245)	5% (101)	58% (1094)	1878
2022 House Vote: Democrat	10% (103)	5% (54)	8% (79)	5% (50)	14% (147)	5% (56)	52% (533)	1023
2022 House Vote: Republican	4% (20)	4% (22)	7% (40)	3% (19)	12% (69)	6% (34)	64% (363)	567
2022 House Vote: Someone else	1% (1)	2% (1)	20% (10)	9% (5)	10% (5)	2% (1)	56% (30)	53
2022 House Vote: Didn't Vote	5% (29)	4% (24)	5% (26)	4% (22)	11% (64)	4% (24)	66% (369)	559
2020 Vote: Joe Biden	10% (108)	6% (60)	7% (77)	4% (47)	14% (148)	5% (51)	53% (558)	1049
2020 Vote: Donald Trump	3% (19)	4% (22)	6% (37)	3% (21)	11% (70)	6% (34)	67% (404)	607
2020 Vote: Other	— (0)	4% (2)	7% (4)	8% (4)	9% (5)	7% (4)	64% (36)	55
2020 Vote: Didn't Vote	5% (25)	4% (18)	8% (38)	5% (24)	13% (63)	5% (27)	60% (296)	490

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Table MCBR11: To the best of your knowledge, how often did you use any AI applications in the past month? This includes using applications like ChatGPT or Google Bard.

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	7% (153)	5% (102)	7% (156)	4% (96)	13% (285)	5% (115)	59% (1294)	2202
2018 House Vote: Democrat	11% (103)	6% (54)	8% (71)	3% (30)	13% (121)	5% (42)	54% (490)	911
2018 House Vote: Republican	4% (20)	4% (23)	8% (47)	3% (18)	12% (65)	5% (30)	64% (358)	560
2018 House Vote: Didnt Vote	4% (28)	4% (25)	5% (37)	6% (43)	13% (92)	6% (43)	61% (418)	686
4-Region: Northeast	9% (33)	5% (20)	7% (25)	3% (12)	12% (47)	6% (22)	59% (226)	386
4-Region: Midwest	3% (13)	3% (14)	5% (24)	4% (19)	13% (59)	4% (17)	68% (308)	455
4-Region: South	6% (53)	5% (40)	6% (48)	4% (34)	13% (109)	4% (35)	62% (522)	840
4-Region: West	10% (53)	5% (28)	11% (59)	6% (32)	13% (70)	8% (41)	46% (238)	521
First to Try a New Tech Product	15% (124)	10% (82)	12% (104)	7% (55)	18% (149)	6% (49)	33% (277)	841

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	2202	100%
xdemGender	Gender: Male	1065	48%
	Gender: Female	1121	51%
	N	2186	
age	Age: 18-34	631	29%
	Age: 35-44	372	17%
	Age: 45-64	711	32%
	Age: 65+	487	22%
	N	2202	
demAgeGeneration	GenZers: 1997-2012	219	10%
	Millennials: 1981-1996	719	33%
	GenXers: 1965-1980	535	24%
	Baby Boomers: 1946-1964	669	30%
	N	2142	
xpid3	PID: Dem (no lean)	1007	46%
	PID: Ind (no lean)	605	27%
	PID: Rep (no lean)	590	27%
	N	2202	
xpidGender	PID/Gender: Dem Men	519	24%
	PID/Gender: Dem Women	481	22%
	PID/Gender: Ind Men	250	11%
	PID/Gender: Ind Women	346	16%
	PID/Gender: Rep Men	296	13%
	PID/Gender: Rep Women	294	13%
	N	2186	
xdemIdeo3	Ideo: Liberal (1-3)	728	33%
	Ideo: Moderate (4)	615	28%
	Ideo: Conservative (5-7)	684	31%
	N	2028	
xeduc3	Educ: < College	1439	65%
	Educ: Bachelors degree	485	22%
	Educ: Post-grad	278	13%
	N	2202	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1132	51%
	Income: 50k-100k	675	31%
	Income: 100k+	395	18%
	N	2202	
xdemWhite	Ethnicity: White	1699	77%
xdemHispBin	Ethnicity: Hispanic	379	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	220	10%
xdemReligion	All Christian	1008	46%
	All Non-Christian	171	8%
	Atheist	96	4%
	Agnostic/Nothing in particular	586	27%
	Something Else	342	16%
N	2202		
xdemReligOther	Religious Non-Protestant/Catholic	185	8%
xdemEvang	Evangelical	594	27%
	Non-Evangelical	735	33%
	N	1330	
xdemUsr	Community: Urban	729	33%
	Community: Suburban	978	44%
	Community: Rural	495	22%
	N	2202	
xdemEmploy	Employ: Private Sector	741	34%
	Employ: Government	123	6%
	Employ: Self-Employed	234	11%
	Employ: Homemaker	150	7%
	Employ: Student	48	2%
	Employ: Retired	552	25%
	Employ: Unemployed	214	10%
	Employ: Other	140	6%
N	2202		
xdemMilHH1	Military HH: Yes	324	15%
	Military HH: No	1878	85%
	N	2202	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote22O	2022 House Vote: Democrat	1023	46%
	2022 House Vote: Republican	567	26%
	2022 House Vote: Someone else	53	2%
	2022 House Vote: Didnt Vote	559	25%
	N	2202	
xsubVote20O	2020 Vote: Joe Biden	1049	48%
	2020 Vote: Donald Trump	607	28%
	2020 Vote: Other	55	3%
	2020 Vote: Didn't Vote	490	22%
	N	2202	
xsubVote18O	2018 House Vote: Democrat	911	41%
	2018 House Vote: Republican	560	25%
	2018 House Vote: Someone else	44	2%
	2018 House Vote: Didnt Vote	686	31%
	N	2202	
xreg4	4-Region: Northeast	386	18%
	4-Region: Midwest	455	21%
	4-Region: South	840	38%
	4-Region: West	521	24%
	N	2202	
MCBRxdem1	First to Try a New Tech Product	841	38%

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

