

One in four people admit they would have sex with their AI assistant

- **Photo composite design reveals how the nation imagines AI assistants**
- **Alexa has classic English rose good looks**

On Christmas Day, the Amazon Alexa App was the most downloaded app on Google Play and the Apple App Store, the virtual stores for the iOS and Android operating systems¹. As thousands of families welcome the Amazon Echo into their homes in 2018 and adapt to life with their new devices, mobile phone insurance provider, [Insurance2Go](#), reveals the face of the AI assistant used on the device, Alexa, as pictured by the nation.



The research discovered which facial features people most associate with the 'person' behind the voice, and there's a clear bias for physical attractiveness. Alexa's cute button nose (29%)¹, natural lips (29%) and round (39%), baby blue eyes (35%) paint a picture of natural beauty.

In order to gain perspective on how the public visualises a male AI assistant, Insurance2Go collected the UK's opinion on Apple's Siri. His strong nose (34%), square jaw (28%) and brown eyes (31%) scream handsomely dominant². It comes as no surprise, then, that one in four (26%)³ admit they would have sex with their AI assistant if they had the chance.

WHAT SIRI MIGHT
LOOK LIKE AGE 30



Comments from individuals back-up the idea that the computer constructs are imagined to be attractive. Several described Alexa as 'pretty' and 'beautiful'; one Londoner stated she would be 'the kind of girl your mum would like'. Some Brits even offered up stereotypical professions they imagined her to have, with a 'sexy secretary' being one of them.

The psychological phenomenon of sexualising voices is nothing new. Commenting on this phenomenon, James Preece, expert and dating coach said: "Firstly, vocal attractiveness is a very important cue to the brain. When we hear a voice we like, we automatically assume they are equally as attractive in real life. Studies show that we think of them as having more symmetrical faces and also that they are nicer people all round.

"Siri is also quite monotone, which many studies⁴ state makes a man more attractive. However, most of it is just about fantasy!"

Duncan Spencer, Managing Director of Insurance2Go, commented on the findings: "As so many Brits received smart home technology for Christmas and now interact with AI assistants such as Alex on a daily basis it's natural to put a face and personality to a voice.

"However what's really interesting is to see that the majority of Brits believe both to be physically attractive."

Head to the blog to see more versions of Siri, as seen by different regions across the country:
<https://www.insurance2go.co.uk/media-centre/2017/may/8/what-do-siri-and-alexa-look-like-the-public-decides/>

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Notes to Editor:

¹ [Amazon announced their biggest Christmas yet](#)

² [According to research conducted by St Andrew's University School of Psychology and Neuroscience](#)

³ Love: The Psychology of Attraction

⁴ According to Mindshare and the J.Walter Thompson Innovation Group on American Siri

⁵ <http://www.dailymail.co.uk/sciencetech/article-2637222/Are-YOU-cute-Chubby-cheeks-tiny-chin-butt-nose-large-eyes-winning-formula-study-reveals.html>

1,007 people were surveyed using TLF panel www.tlfresearch.co.uk

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About Insurance2Go

Insurance2go is a trading name of Loyal Insurance Services Ltd, founded in February 2005 by Duncan Spencer, Managing Director. The company was launched to provide great value insurance products for mobile phones.

Since its launch the company has expanded its services to offer cover for Laptops, Tablets, Business Mobile Phones and Smartphones. Insurance2go was awarded the 5 star Defaqto rating in February 2015.



Find out more about Insurance2Go, here: <http://www.insurance2go.co.uk/>