



THE **smart**
audio REPORT





65% say that they wouldn't want to go back to life without their Smart Speaker

Methodology

- 1,010 person telephone survey
 - Adults age 18 and older
 - National study conducted 12/26/2017 - 12/30/2017
- 806 person online survey
 - Adults age 18 and older
 - National study conducted 11/17/2017 - 11/22/2017
 - All respondents reported owning an Amazon or Google Smart Speaker



16% of Americans
18+ own a Smart Speaker,
or around 39 million people

Google Home Google Home is a trademark of Google Inc.

Smart Speaker Ownership

Total Population 18+



% owning Smart Speaker

Google Home Google Home is a trademark of Google Inc.

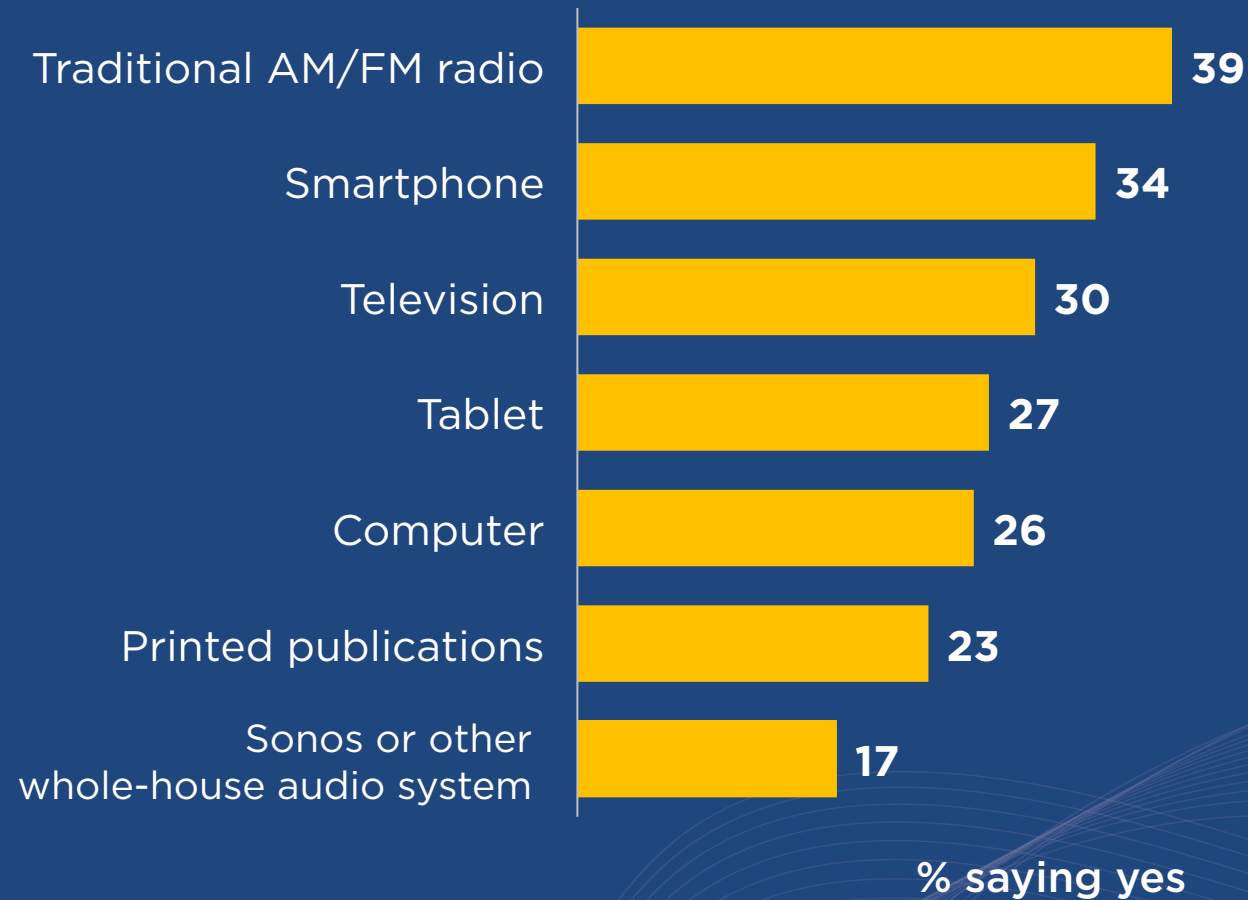


In the 2017 Holiday Season:

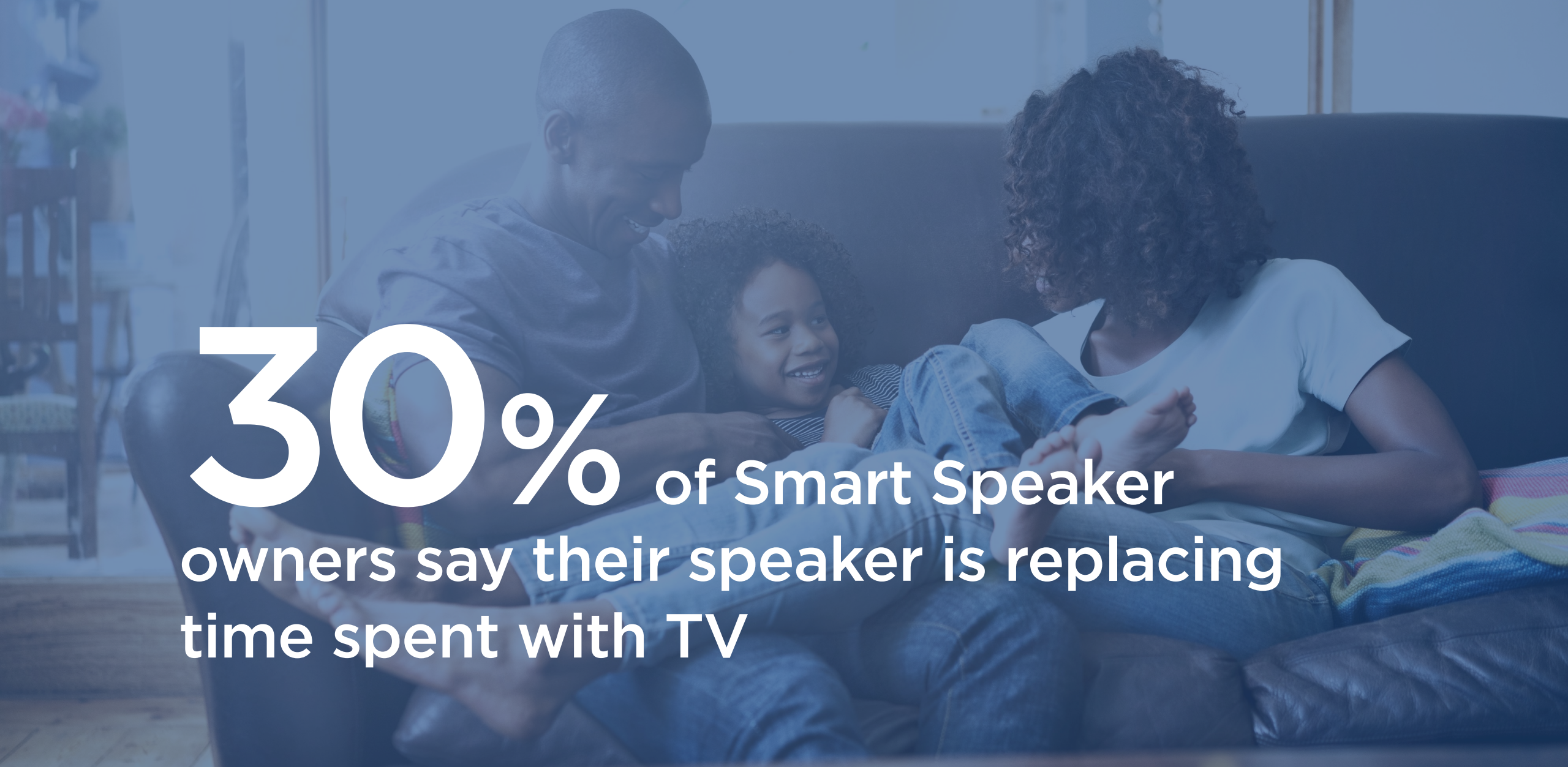
- 7% of Americans got a Smart Speaker
- 4% of Americans got their first Smart Speaker

Smart Speakers are changing behaviors and forming new habits

Is the time you spend using your Smart Speaker replacing any time you used to spend with...?

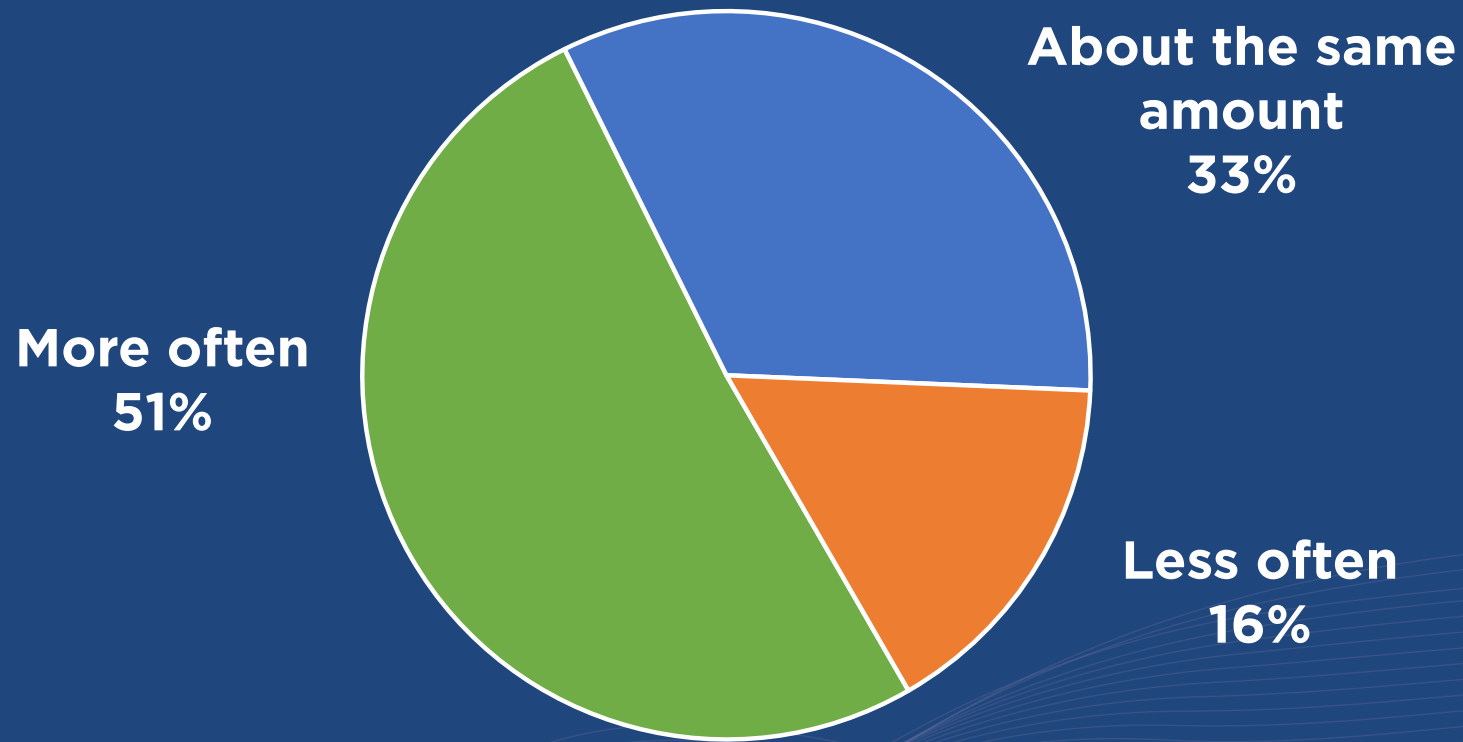


Base: Smart Speaker owners



30% of Smart Speaker owners say their speaker is replacing time spent with TV

“Compared to the first month of owning a Smart Speaker, are you using it...?”



Base: Had a Smart Speaker more than one month and gave a response



71%

are listening to more audio since getting a Smart Speaker

28%

who are listening to more audio said they are listening to more news/talk

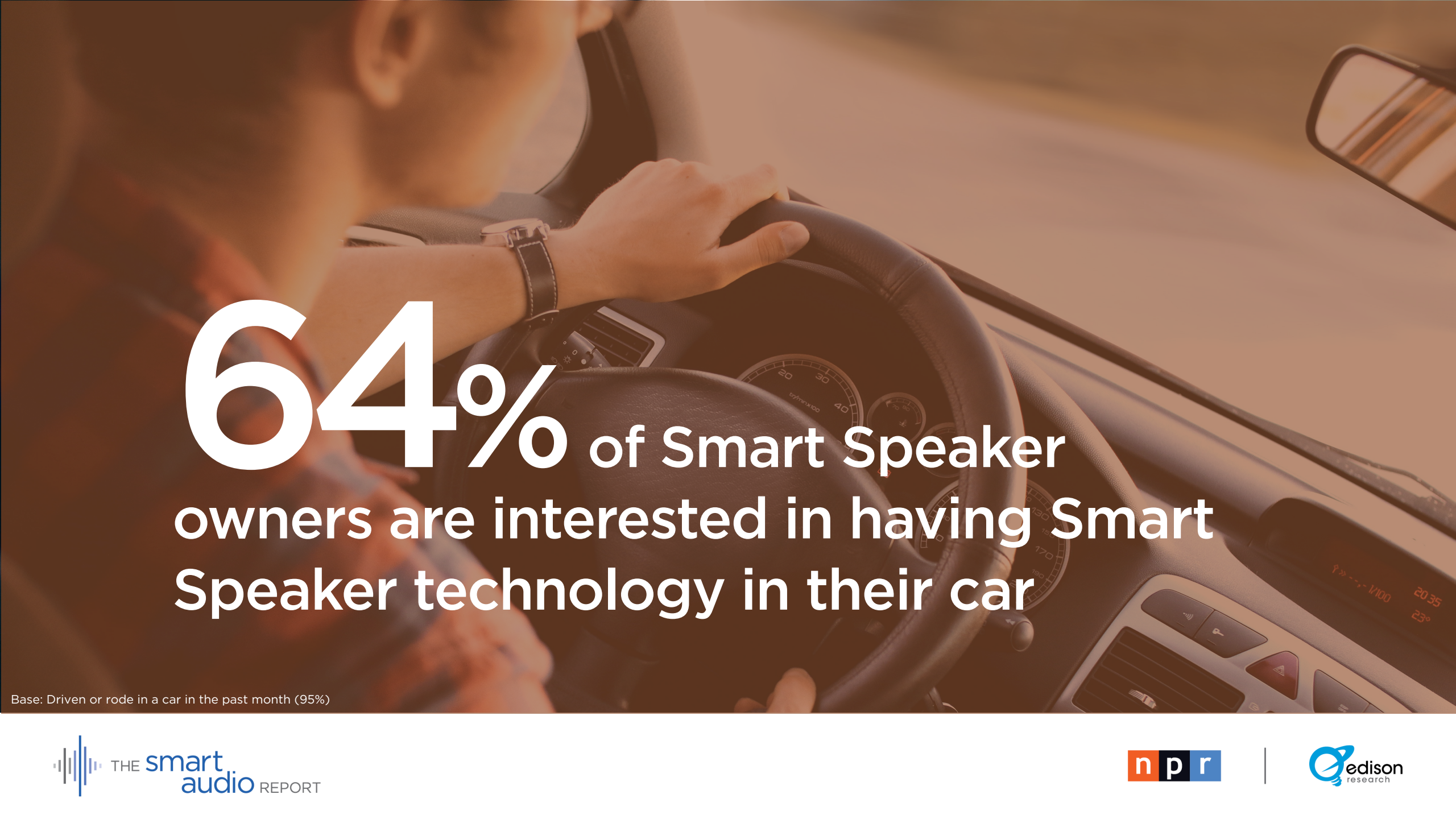
44%

are using the voice assistant on their phones more since getting a speaker

Base: Own a Smart Speaker

Top three (3) indexing activities by day part:

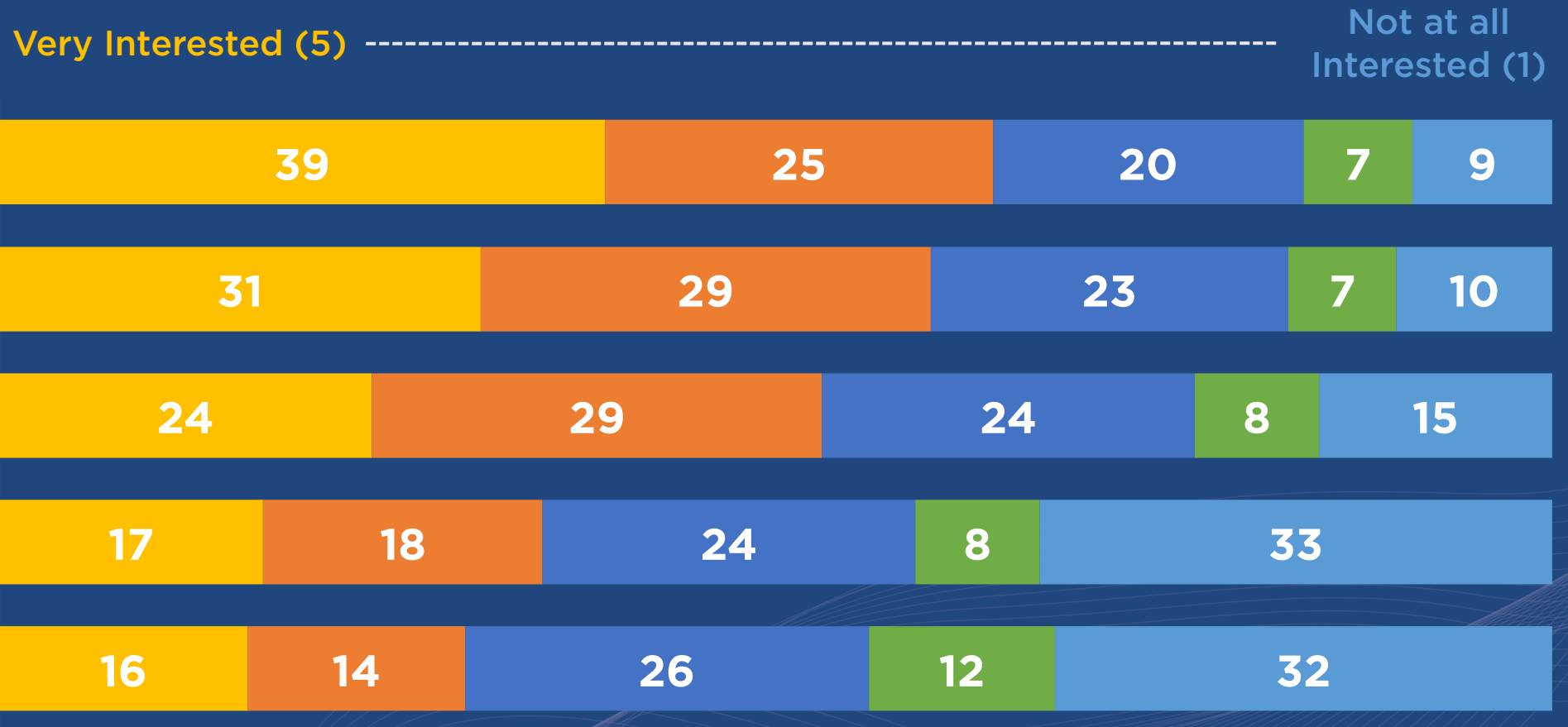
	5am - 9am	9am - 3pm	5pm - 7pm	7pm - 9pm	9pm - Midnight
#1	Traffic	Drop in to an Alexa device in home	Find restaurants/businesses	Games	Control smart home devices
#2	Weather	Add to to-do list	Recipes/cooking requests	Send messages to other devices	Audiobooks
#3	News	Add to shopping list	Order food	Children stories	Timer/alarms

A photograph of a person driving a car, viewed from the passenger side. The driver's hands are on the steering wheel. The car's dashboard and instrument cluster are visible. A large white text overlay is centered on the image.

64% of Smart Speaker owners are interested in having Smart Speaker technology in their car

Base: Driven or rode in a car in the past month (95%)

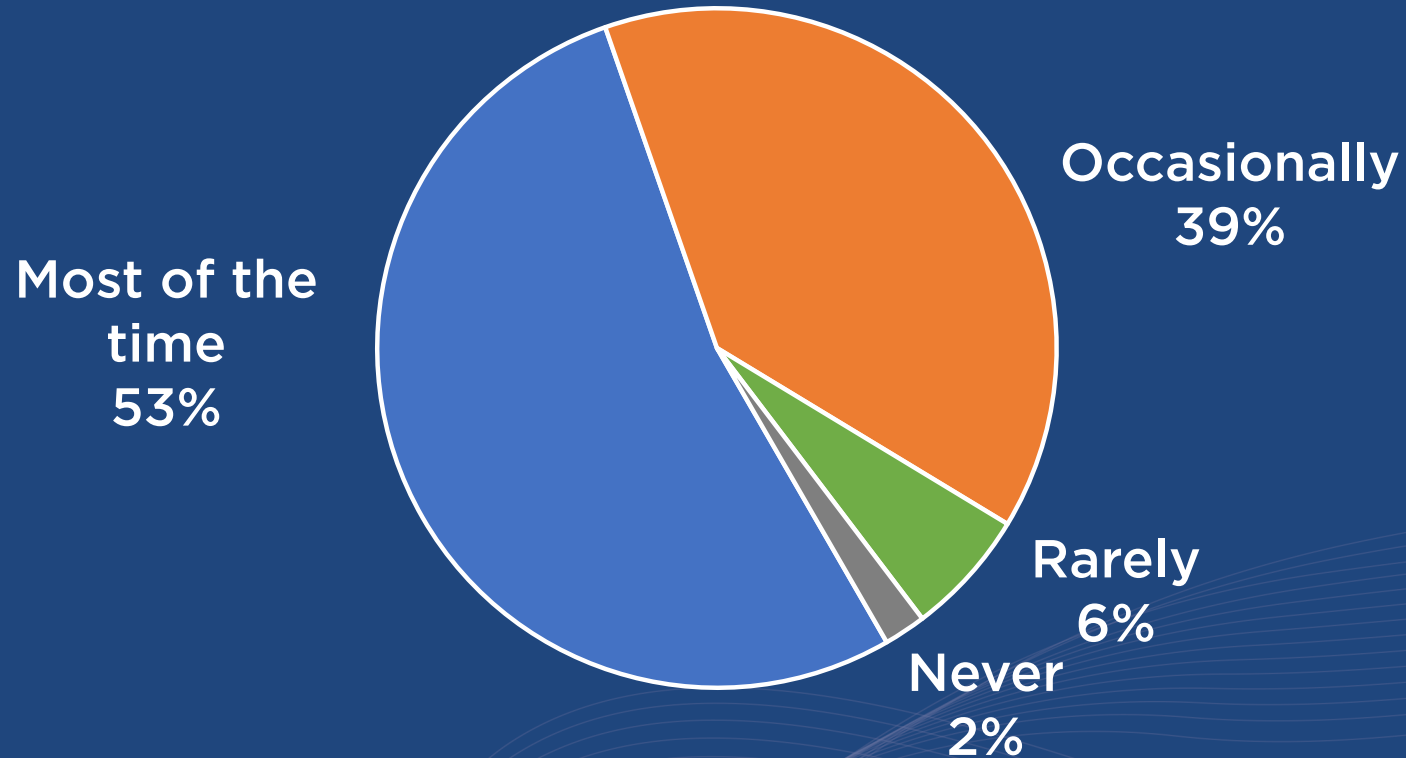
How interested would you be in having the Smart Speaker technology...?



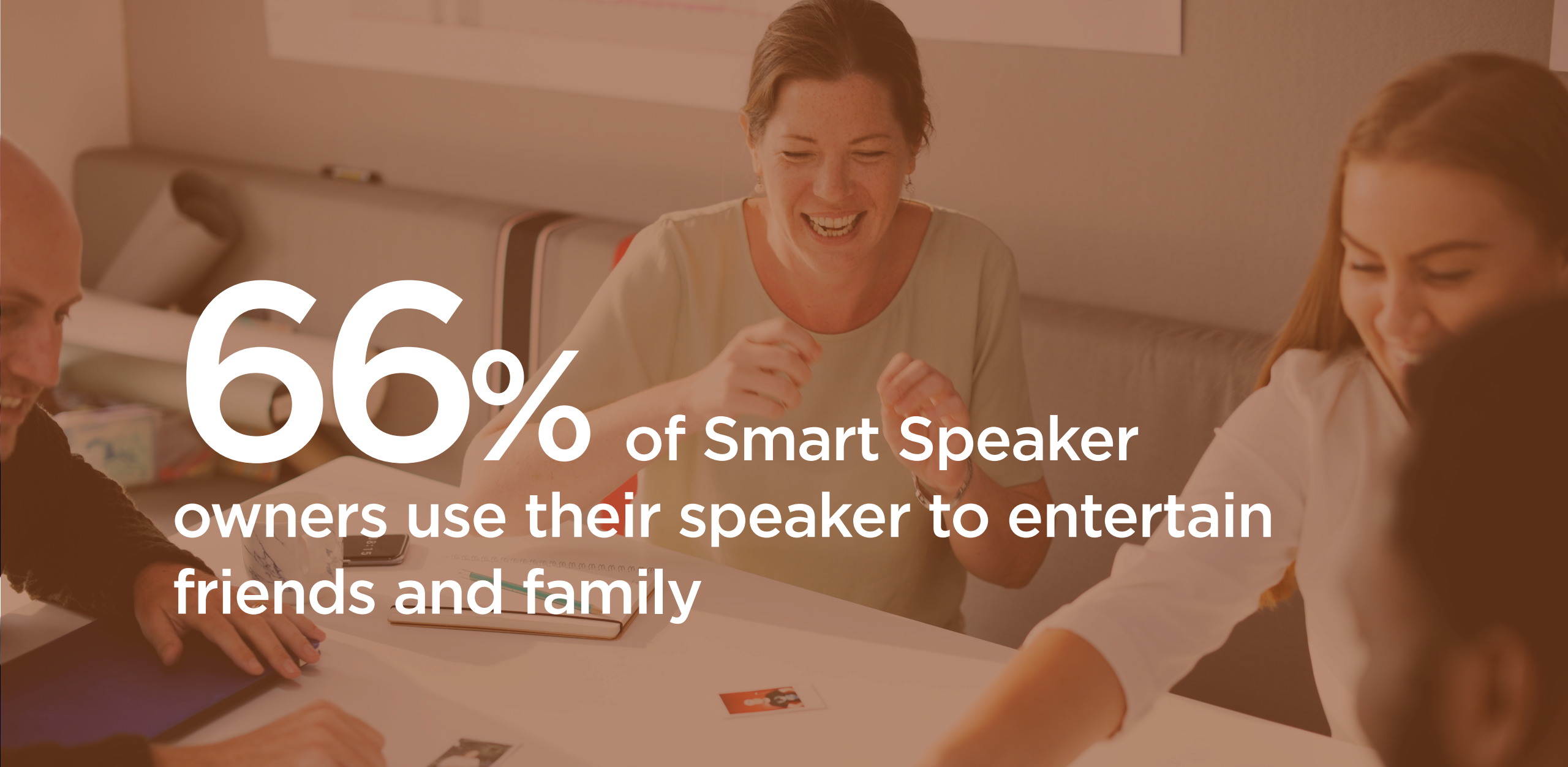
Base: Smart Speaker Owners. *Driven or rode in a car in the past month.

The Communal Experience

How often do you use the Smart Speaker with others in your household?

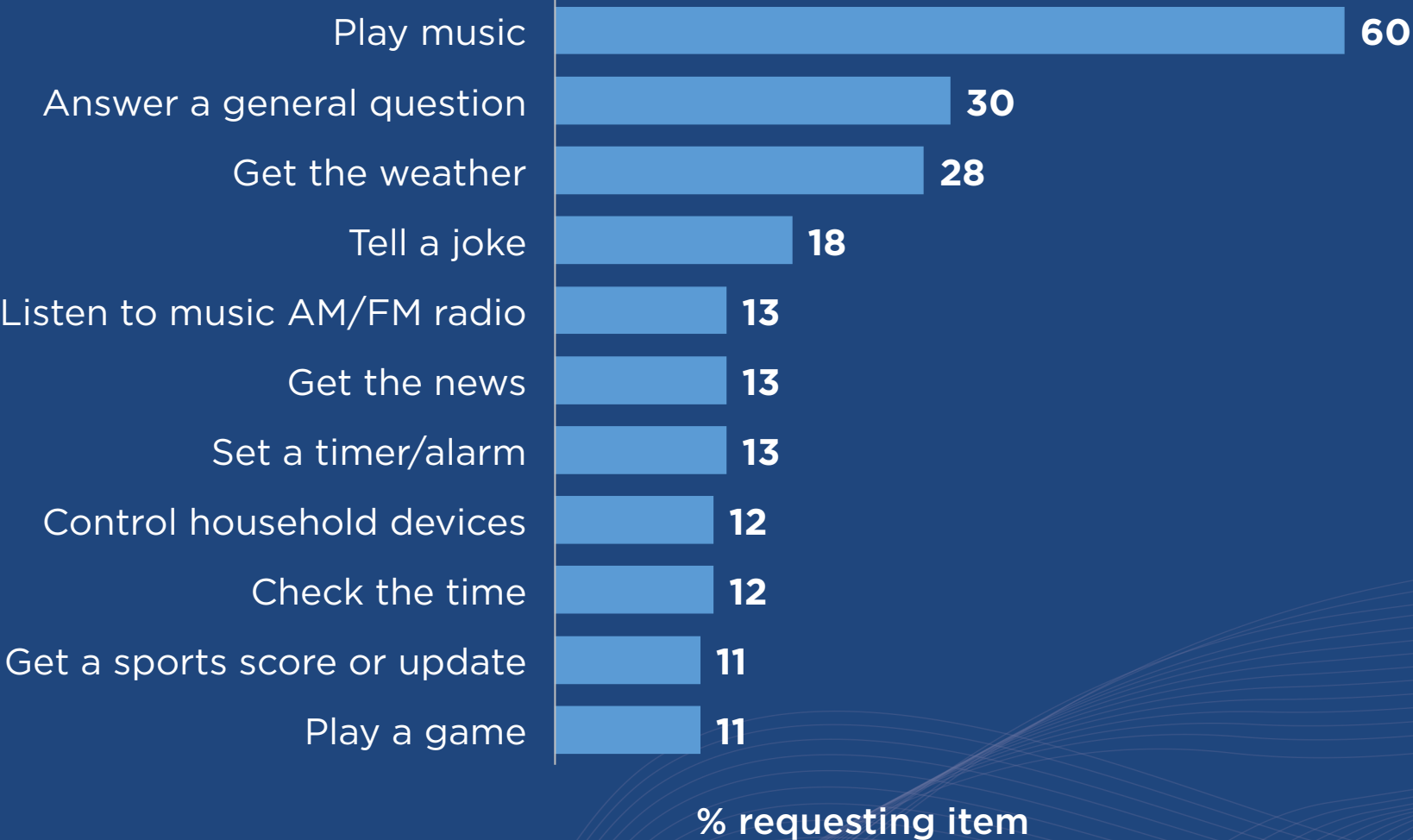


Base: Smart Speaker owners



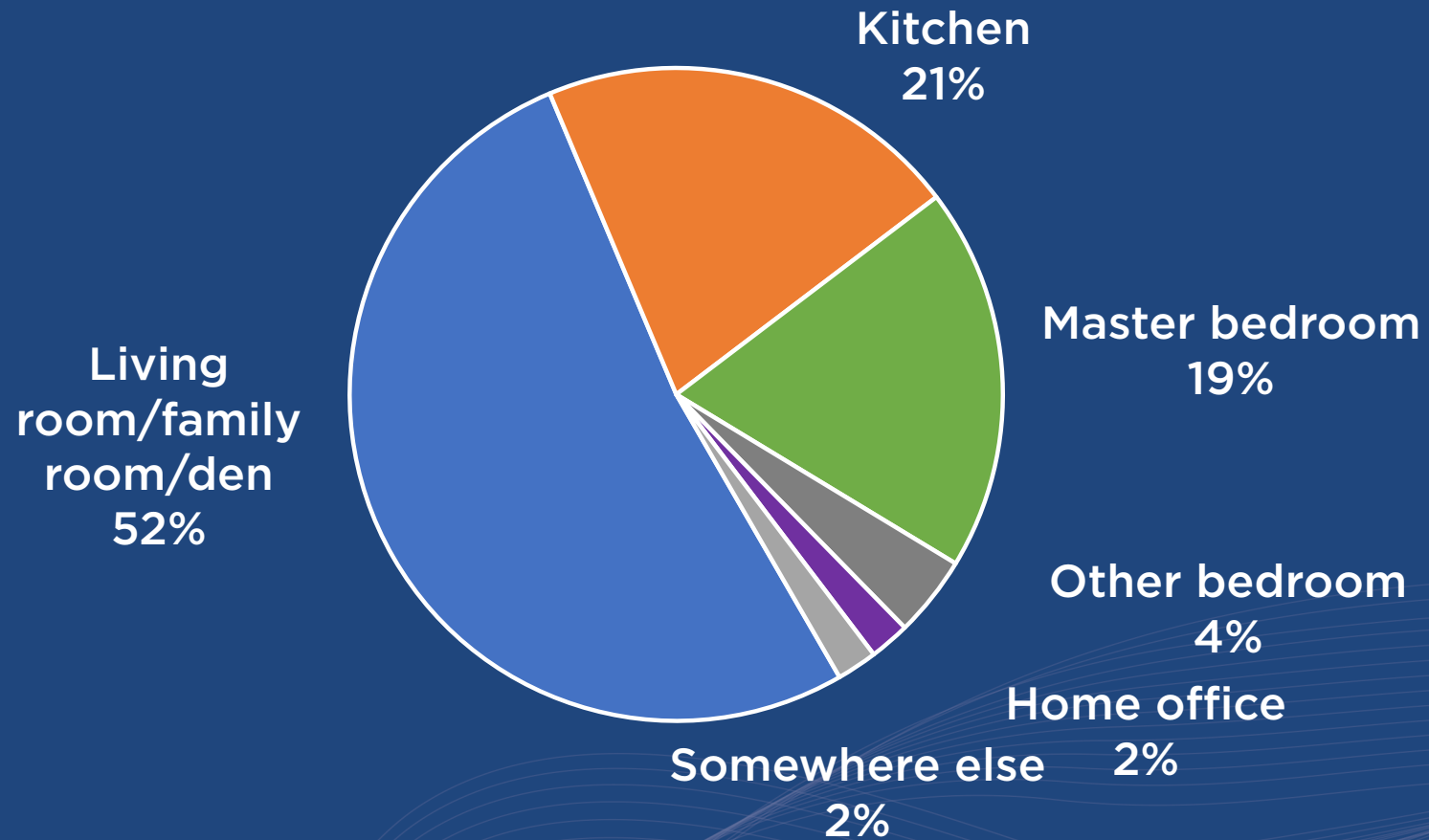
66% of Smart Speaker owners use their speaker to entertain friends and family

Top tasks requested while spending time with friends and family:



The Smart Home

Where is your Smart Speaker typically located?

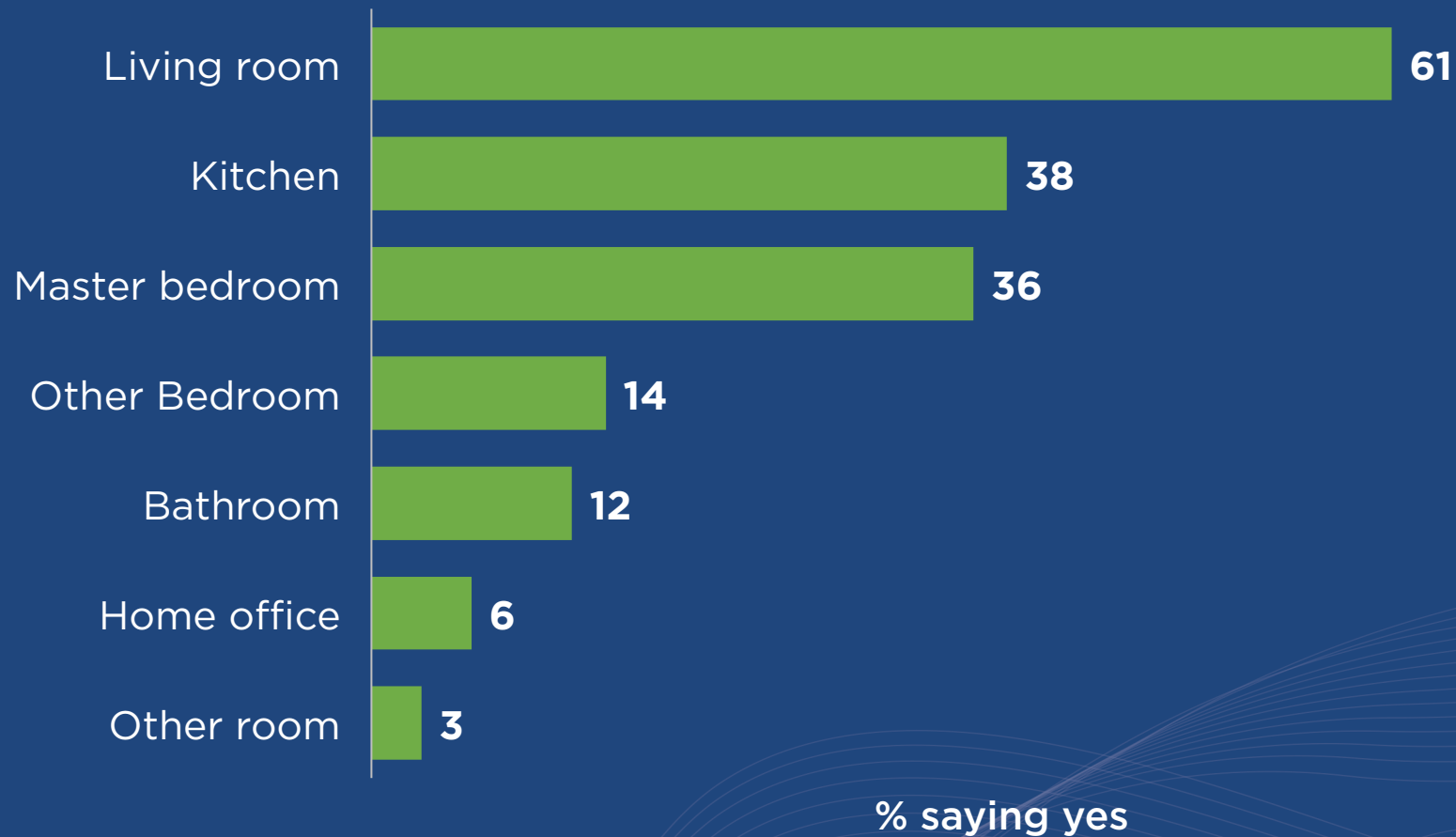


Base: Own only one Smart Speaker and giving a response

A smart speaker is placed on a wooden table in the foreground. The background shows a kitchen with white cabinets, a stove, and a sink. The entire image has a blue tint.

31% of Smart Speakers
owners have controlled household
devices with a Smart Speaker in
the last week

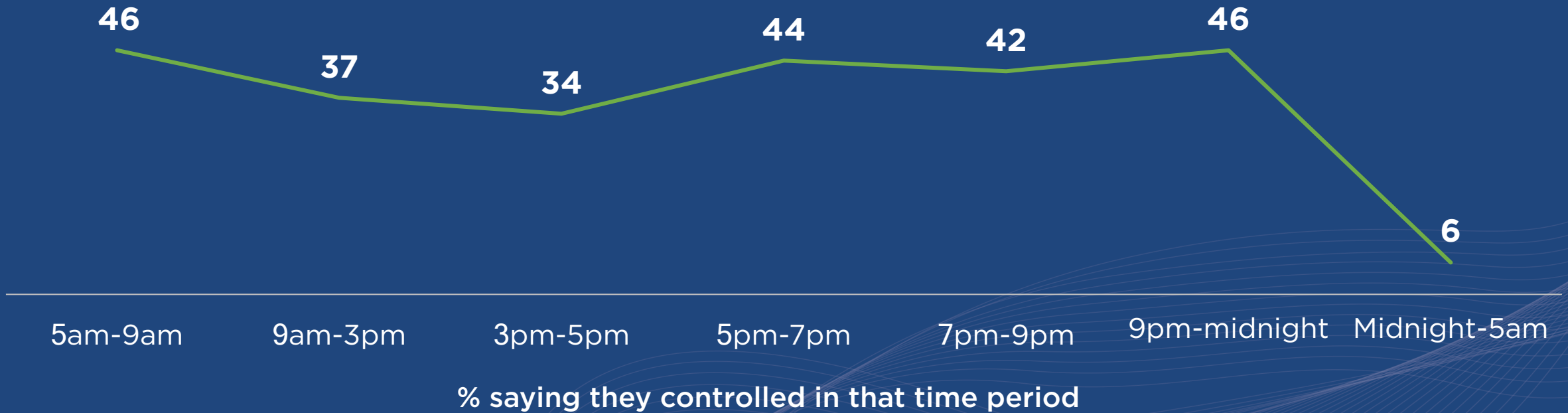
Where in the last week did you request your Smart Speaker to **control household devices**?



% saying yes


Base: Have controlled household devices with Smart Speaker in the last week

At what time in the last week did you request your Smart Speaker to **control household devices**?



% saying they controlled in that time period

Base: Have controlled household device with Smart Speaker in the last week (31%)



38% of
owners plan to buy
additional smart
speakers to control
smart home devices

Purchasing behaviors and connecting with brands

Through your Smart Speaker, have you...?

31%

Added an item to your cart so you could review it later for purchase

29%

Researched an item you might want to purchase

22%

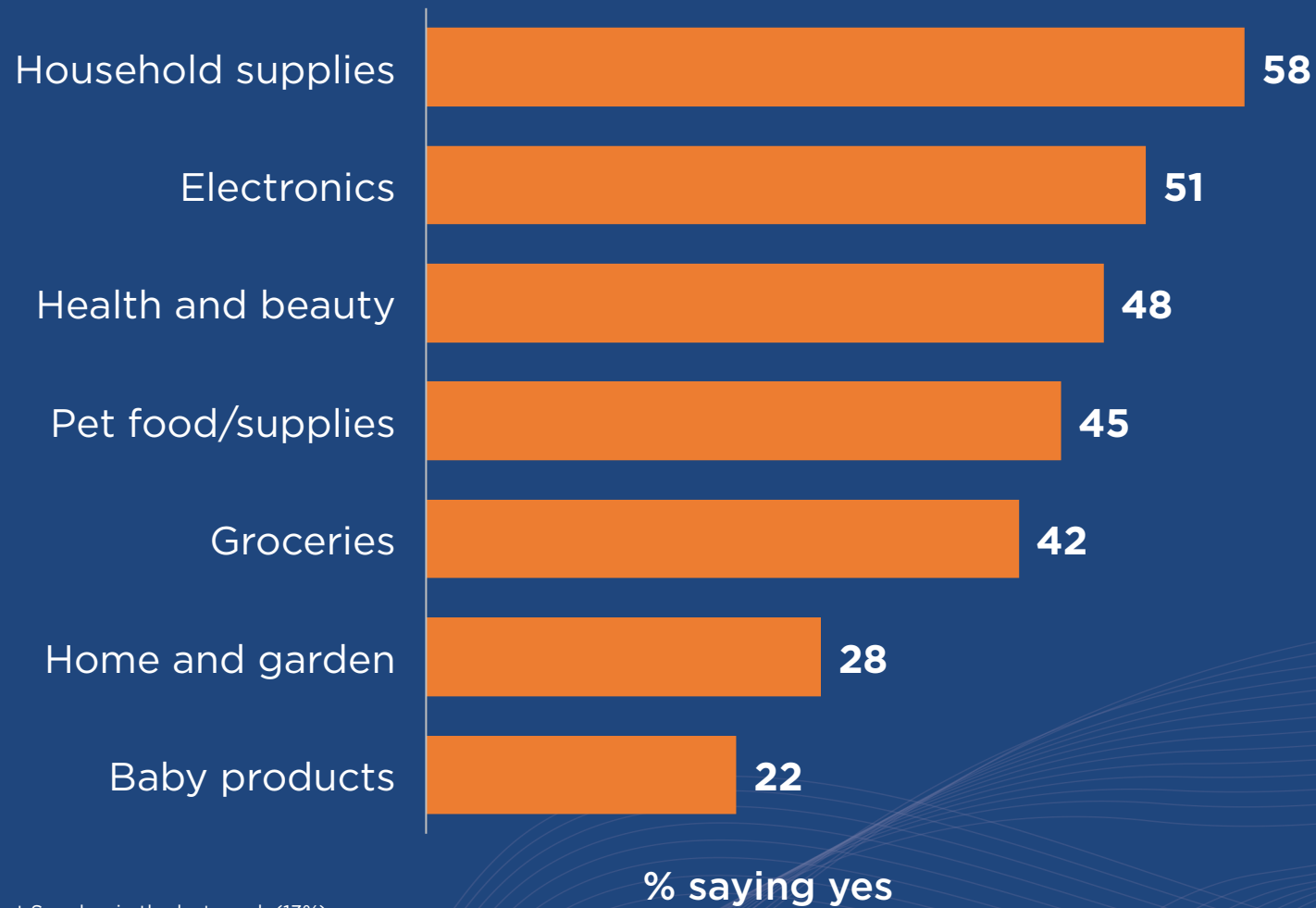
Re-ordered an item you have previously purchased

22%

Ordered a new product you have not previously purchased

% saying yes

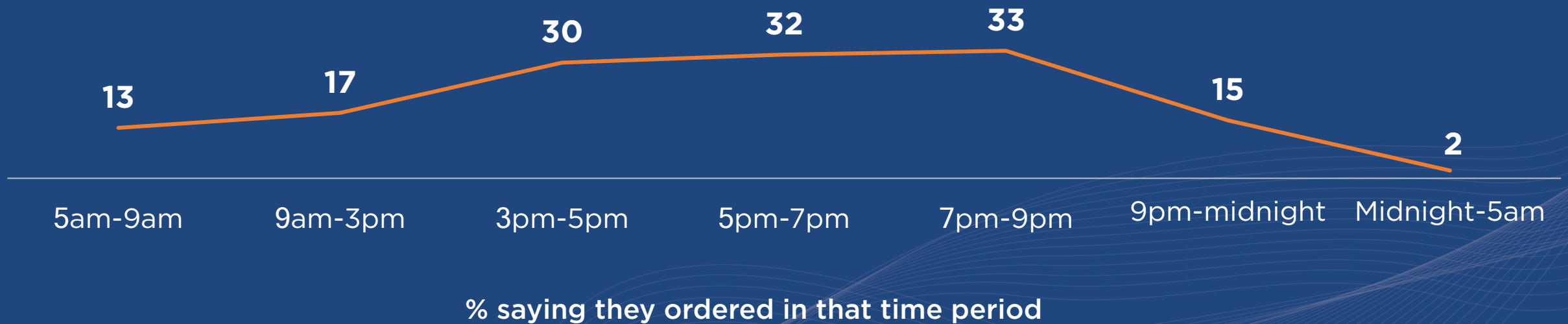
Which of these have you purchased using your Smart Speaker?



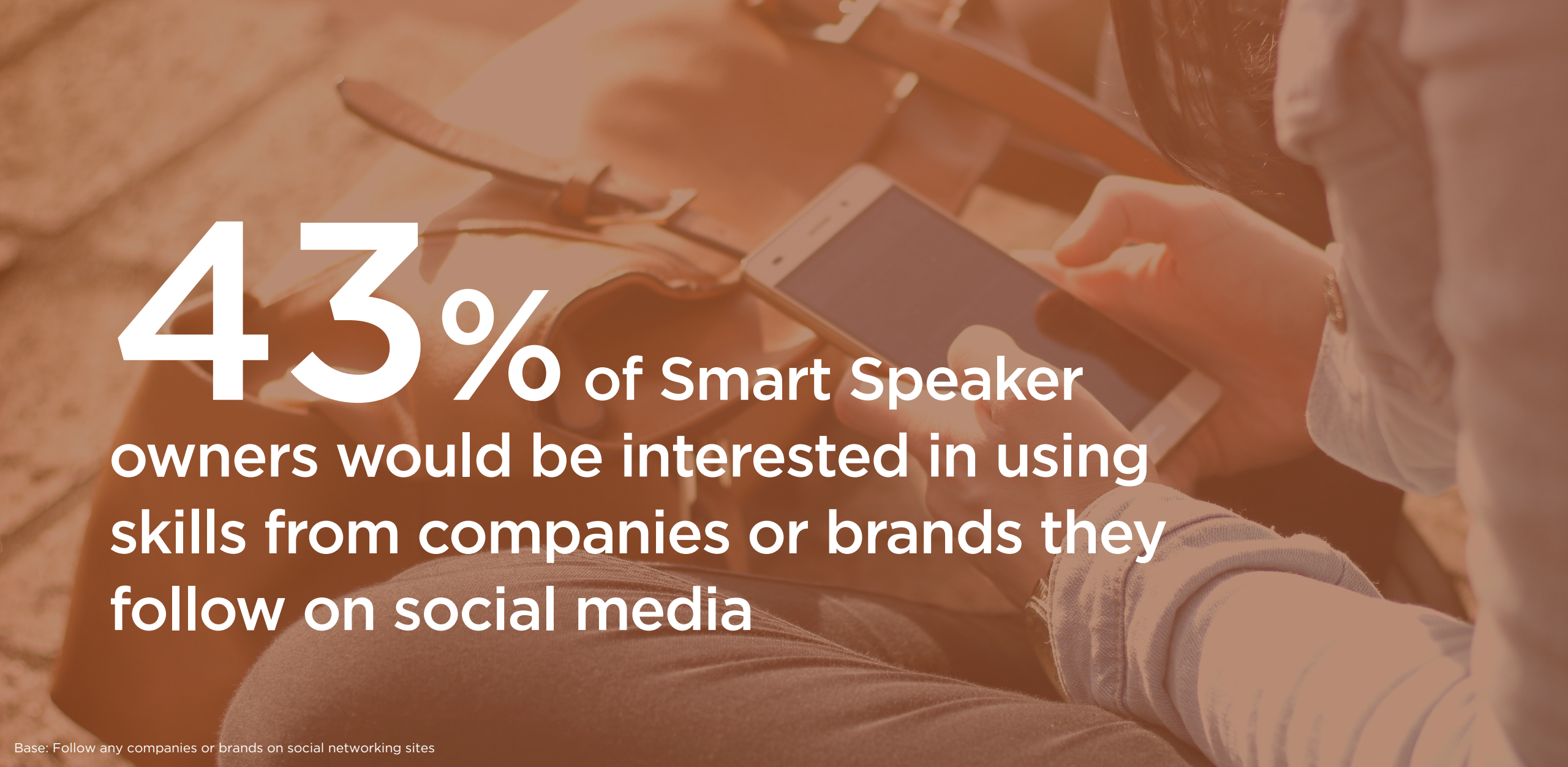
% saying yes

Base: Have placed an order with Smart Speaker in the last week (13%)

At what time in the last week did you order an item with your Smart Speaker?



Base: Have placed an order with Smart Speaker in the last week (13%)



43% of Smart Speaker owners would be interested in using skills from companies or brands they follow on social media

Base: Follow any companies or brands on social networking sites

npr.org/smartaudio



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