



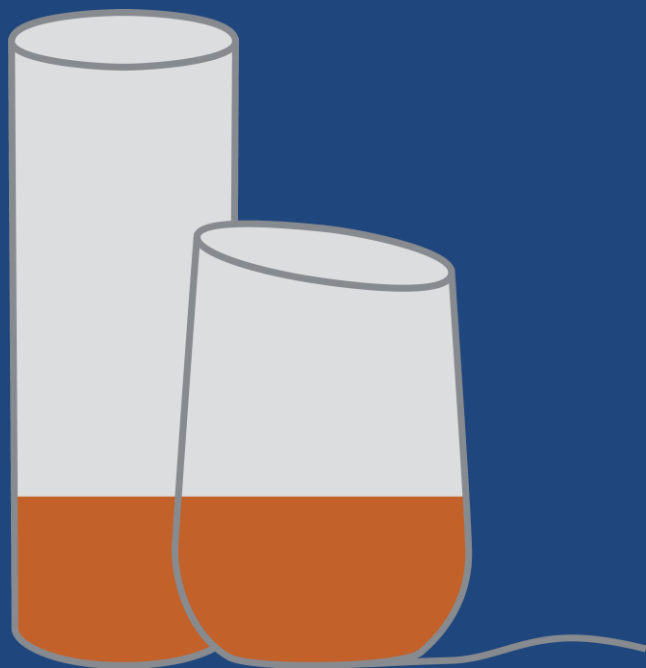
THE **smart
audio** REPORT



Methodology

The Smart Audio Report Survey:

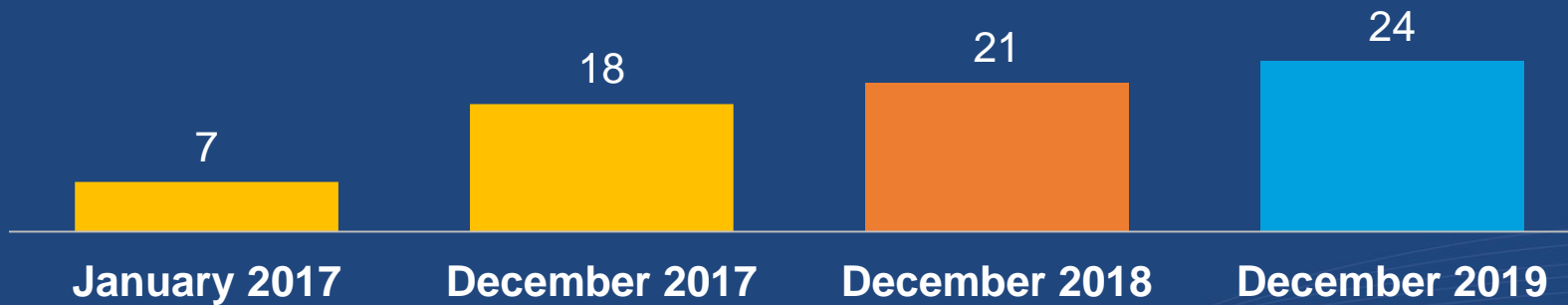
- 1002 person telephone survey
- Adults age 18 and older
- National study conducted 12/31/2019 – 1/05/2020
- Tracking from studies conducted 12/26/2017 – 12/30/2018 and 12/26/2018 – 12/30/2018



24% of U.S. adults
18+ own a smart speaker,
or around 60 million people

The Smart Audio Report Winter 2019
Conducted post-Christmas
Google Home is a trademark of Google Inc.

One in four U.S. adults owns a smart speaker



Percentage of U.S. adults owning a smart speaker

The Smart Audio Report Winter 2019
Conducted post-Christmas

Source: January 2017 data from Infinite Dial from Edison Research and Triton Digital; December 2017, 2018 and 2019 data from The Smart Audio Report from NPR and Edison Research

U.S. households with smart speakers own an average of:

1.7

smart speakers in
December 2017

2.3

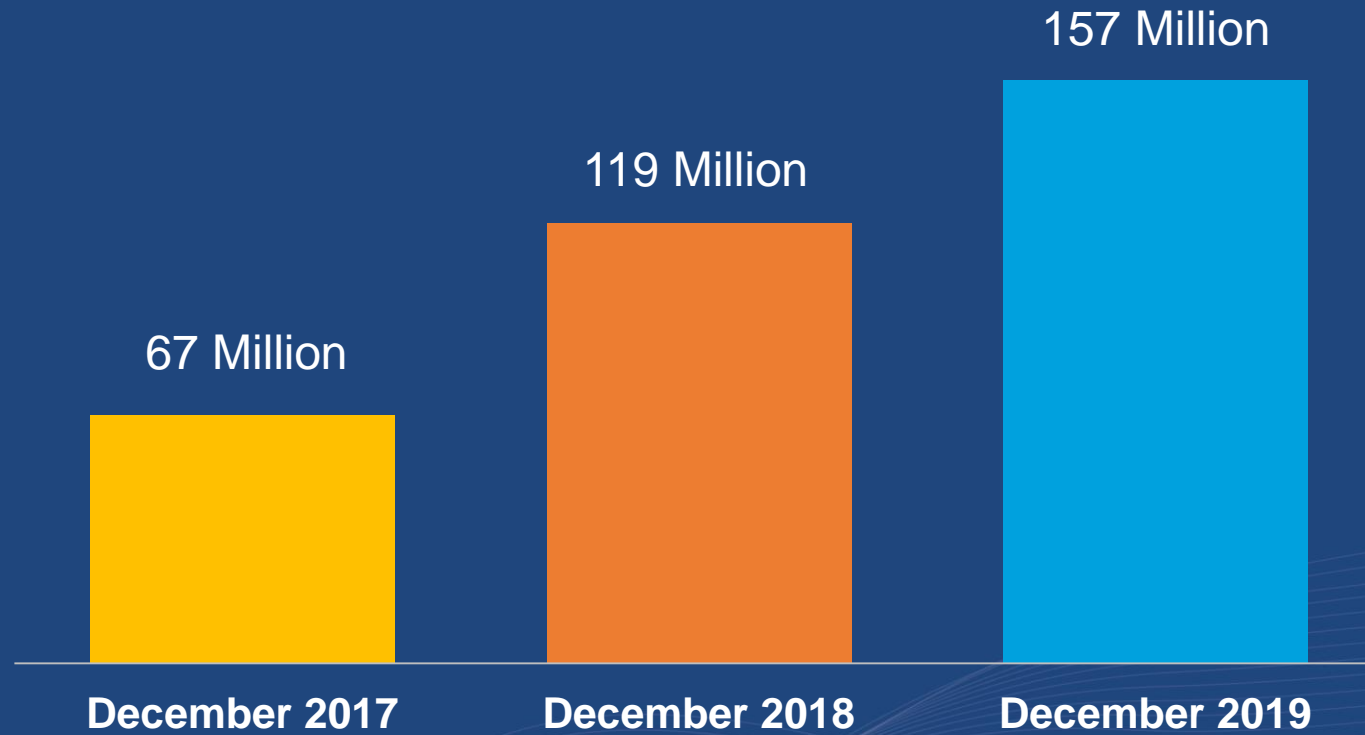
smart speakers in
December 2018

2.6

smart speakers in
December 2019

The Smart Audio Report Winter 2019
Conducted post-Christmas

Number of smart speakers in U.S. households grows by 135% in two years



Number of smart speakers in U.S. households

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**54% of U.S. adults 18+ have ever
used voice commands**

Of those who use voice commands,
24% use voice commands nearly every day

The Smart Audio Report Winter 2019
Conducted post-Christmas



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audio** REPORT

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[**npr.org/smartaudio**](https://npr.org/smartaudio)

