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.
Awareness of smart speakers

- January 2017: 62%
- December 2017: 75%
- December 2018: 77%
- December 2019: 84%

% aware of any smart speaker device

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

Percentage of U.S. adults owning a smart speaker

January 2017: 7%
December 2017: 18%
December 2018: 21%
December 2019: 24%

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

- December 2017: 67 Million
- December 2018: 119 Million
- December 2019: 157 Million

The Smart Audio Report Winter 2019
Conducted post-Christmas
How often do you use your smart speaker?

- Several times a day: 33%
- Nearly every day: 27%
- At least once per week: 21%
- Once per month or less: 8%
- Never: 11%

Base: Own a smart speaker and expressing an opinion

The Smart Audio Report Winter 2019
Conducted post-Christmas
Base: Own a smart speaker and expressing an opinion
54% of U.S. adults 18+ have ever used voice commands

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

Share of Ear®:

• 4,000+ person study conducted online and offline
• National sample ages 13 and older
• Tracked since 2014
• Offered in English and Spanish
Music share has decreased by 5% over the last five years.

Spoken Word share has increased by 20% over the last five years.
Smart Speaker Owners’
Audio Listening by Device at Home
U.S. Smart Speaker Owners Age 13+

Source: Edison Research Share of Ear ® 2019
Share of Time Spent Listening to Audio Sources on a Smart Speaker

Total U.S. Population Age 13+

Streaming Audio includes pure plays such as Pandora, Spotify, and others

Source: Edison Research Share of Ear ® 2019
Share of Time Spent Listening to Audio Sources on a Smart Speaker
Total U.S. Population Age 13+

- AM/FM Radio: 24%
- Streaming Audio: 46%
- Pandora: 12%
- Spotify: 9%
- Amazon: 15%
- SiriusXM: 8%
- Owned Music: 10%
- Other: 10%
- Podcasts: 5%

Source: Edison Research Share of Ear © 2019
Share of Time Spent Listening to AM/FM Radio on a Smart Speaker

Total U.S. Population Age 13+

2018: 18
2019: 24

Source: Edison Research Share of Ear © 2019
Share of Time Spent Listening to Music and Spoken Word Audio

Listening on all devices:
- Music: 76%
- Spoken Word Audio: 24%

Listening on a smart speaker:
- Music: 77%
- Spoken Word Audio: 23%

Source: Edison Research Share of Ear ® 2019