Methodology

• 1,620 via online survey
  • 800 Smart Speaker owners
  • 820 Non-owners
  • Adults 18+
    • Data weighted to Smart Speaker owner estimates from Infinite Dial 2017
• 15 in-home interviews with Smart Speaker owners
Smart Speaker Ownership

Total Population 12+

- **AMAZON ALEXA**: 5%
- **GOOGLE HOME**: 2%
- **EITHER**: 7%

% owning Smart Speaker

Source: The Infinite Dial from Edison Research and Triton Digital, 2017. Amazon Echo, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates, https://www.amazon.com/. Google Home is a trademark of Google Inc.
How many Smart Speakers do you own?

One: 58%
Two: 24%
Three or more: 18%

Base: Smart Speaker owners
45% plan to purchase another Smart Speaker

Base: Smart Speaker owners
Where do you keep the Smart Speaker you use the most?

- Living space (family room/living room/den): 52%
- Kitchen: 24%
- Master bedroom: 12%
- Other bedroom: 5%
- Home office: 4%
- Other location: 3%

Base: Smart Speaker owners
Compared to the first month of ownership, are you now using your Smart Speaker...?

- More often: 47%
- About the same: 36%
- Less often: 17%

Base: Smart Speaker owners
Reasons for wanting a Smart Speaker

- Listen to music: 90%
- To ask questions without needing to type: 87%
- It seems like a fun new gadget: 86%
- Listen to news and information: 77%
- Control audio with your voice: 71%
- To make it easier to do things: 69%
- Quality of sound: 65%
- Set alarms: 63%

Base: Smart Speaker owners
<table>
<thead>
<tr>
<th>Reason</th>
<th>% Saying Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hear better music than on AM/FM</td>
<td>62</td>
</tr>
<tr>
<td>Discover new songs</td>
<td>53</td>
</tr>
<tr>
<td>Control Smart home device</td>
<td>48</td>
</tr>
<tr>
<td>Listen to talk radio/sports talk</td>
<td>44</td>
</tr>
<tr>
<td>Listen to podcasts</td>
<td>40</td>
</tr>
<tr>
<td>Replace an old radio</td>
<td>39</td>
</tr>
<tr>
<td>Entertain children</td>
<td>36</td>
</tr>
<tr>
<td>Help with a disability</td>
<td>16</td>
</tr>
<tr>
<td>Help an elderly person</td>
<td>12</td>
</tr>
</tbody>
</table>

Base: Smart Speaker owners
42% of Smart Speaker owners say that their Smart Speakers are essential to their everyday lives

Base: Smart Speaker owners
65% say that they wouldn’t want to go back to life without their Smart Speaker

Base: Smart Speaker owners
% using Smart Speaker regularly for the following:

- Music: 68%
- Weather: 58%
- General question: 52%
- News: 45%
- Timers/Alarms: 43%
- Check the time: 43%
- AM/FM music radio: 38%
- Control Devices: 33%
- AM/FM news/talk: 32%
- Add to to-do list: 26%
- Sports update: 26%
- Add to shopping list: 26%
- Traffic: 24%
- Check/add to calendar: 23%
- Jokes: 22%
- AM/FM sports radio: 22%
- Cooking requests: 18%
- Games: 18%
- Podcasts: 17%
- Stock prices: 16%
- Translate: 14%
- Audiobooks: 14%
- Read to children: 14%
- Find local businesses: 13%
- Order food: 13%
- Lead a workout: 12%
- Order an item: 10%
- Flight information: 10%

Base: Smart Speaker owners
Use an average of 7.5 of these 28 task types regularly
What are Smart Speakers replacing?
How do you listen to audio most often?

- Smartphone/tablet: 28%
- AM/FM Radio: 20%
- Smart Speaker: 18%
- Speaker connected to smartphone: 17%
- Computer: 8%
- iPod/Mp3: 7%
- CD: 2%

Base: Smart Speaker owners
70% agree that they are listening to more audio since purchasing their Smart Speaker

Base: Smart Speaker owners
Smart Speaker Owners

- 65% listen to more Music
- 28% listen to more News/Talk
- 20% listen to more Podcasts
- 18% listen to more Audiobooks
Music and Radio
Those who listen to **Music** on a Smart Speaker

Median 4 hours 15 minutes

Of music listening on a Smart Speaker in the typical week

Those who listen to **News** on a Smart Speaker

Median 1 hour 15 minutes

Of news listening on a Smart Speaker in the typical week

Those who listen to **Podcasts** on a Smart Speaker

Median 1 hour 22 minutes

Of podcast listening on a Smart Speaker in the typical week
News and Spoken Word
29% use the “Flash/News Briefing” feature on their Smart Speaker

Base: Smart Speaker owners
72% agree that they don’t know enough about their Smart Speaker to use all of its features

Base: Smart Speaker owners
% using Smart Home Capabilities

- Home lighting, thermostat, appliances: 35%
- Home security: 34%
- Outdoor lighting/equipment sprinklers: 20%

Base: Smart Speaker owners

THE smart audio REPORT

npr

Edison Research
35% of non-Smart Speaker owners do not have children in their household
45% of Smart Speaker owners have children in their households

Base: Smart Speaker owners
Smart Speaker owners with children in the household:

- 57% said entertaining children was a reason for wanting a Smart Speaker
- 88% agree that the children in their household enjoy Alexa
- 80% agree that their Smart Speaker has made it easier to entertain children in the household
28% say that getting a Smart Speaker caused them to pay for a music subscription service.

Base: Smart Speaker owners
31% say that they spend more money on Amazon/Google since getting their Smart Speaker

Base: Smart Speaker owners
57% have ordered an item through their Smart Speaker

Base: Smart Speaker owners
Smart Speaker user demographics

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have purchased using Smart Speaker</td>
<td>52</td>
<td>48</td>
</tr>
<tr>
<td>Have not purchased using Smart Speaker</td>
<td>44</td>
<td>56</td>
</tr>
</tbody>
</table>

Base: Smart Speaker owners
Smart Speaker user demographics

<table>
<thead>
<tr>
<th>Age 18-34</th>
<th>Age 35-54</th>
<th>Age 55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have purchased using Smart Speaker</td>
<td>45</td>
<td>39</td>
</tr>
<tr>
<td>Have not purchased using Smart Speaker</td>
<td>25</td>
<td>39</td>
</tr>
</tbody>
</table>

Base: Smart Speaker owners
Smart Speaker user demographics

<table>
<thead>
<tr>
<th>Have purchased using Smart Speaker</th>
<th>Have children in household</th>
<th>Do not have children in household</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have not purchased using Smart Speaker</td>
<td>34</td>
<td>66</td>
</tr>
<tr>
<td>Have children in household</td>
<td>54</td>
<td>46</td>
</tr>
</tbody>
</table>

Base: Smart Speaker owners
Through your Smart Speaker have you...?

(Base: Have ordered an item through Smart Speaker)

- Added an item to your cart so you could review it later for purchase: 65%
- Ordered a new product you have not previously purchased: 58%
- Re-ordered an item previously purchased: 49%
What is the most money you have ever spent on a purchase through your Smart Speaker?

- $100-$199: 24%
- $200+: 11%
- Not sure: 2%
- $1-$24: 9%
- $25-$49: 24%
- $50-$99: 30%

Base: Ordered an item through a Smart Speaker
Have you ever asked your Alexa-enabled speaker, “Alexa, what are your deals?”

- No: 67%
- Yes, have not purchased: 24%
- Yes, have purchased: 4%
- Not sure: 5%

Base: Alexa owners
61% agree that having a Smart Speaker is like having someone to talk to

Base: Smart Speaker owners
69% have encouraged their friends to get a Smart Speaker

Base: Smart Speaker owners
Smart Speakers

• Have quickly become essential to many owners
• Encourage more audio listening
• Make life easier, especially for parents
40% of Smart Speaker owners say that their Smart Speakers have had an impact on their lives.