



THE **smart**
audio REPORT

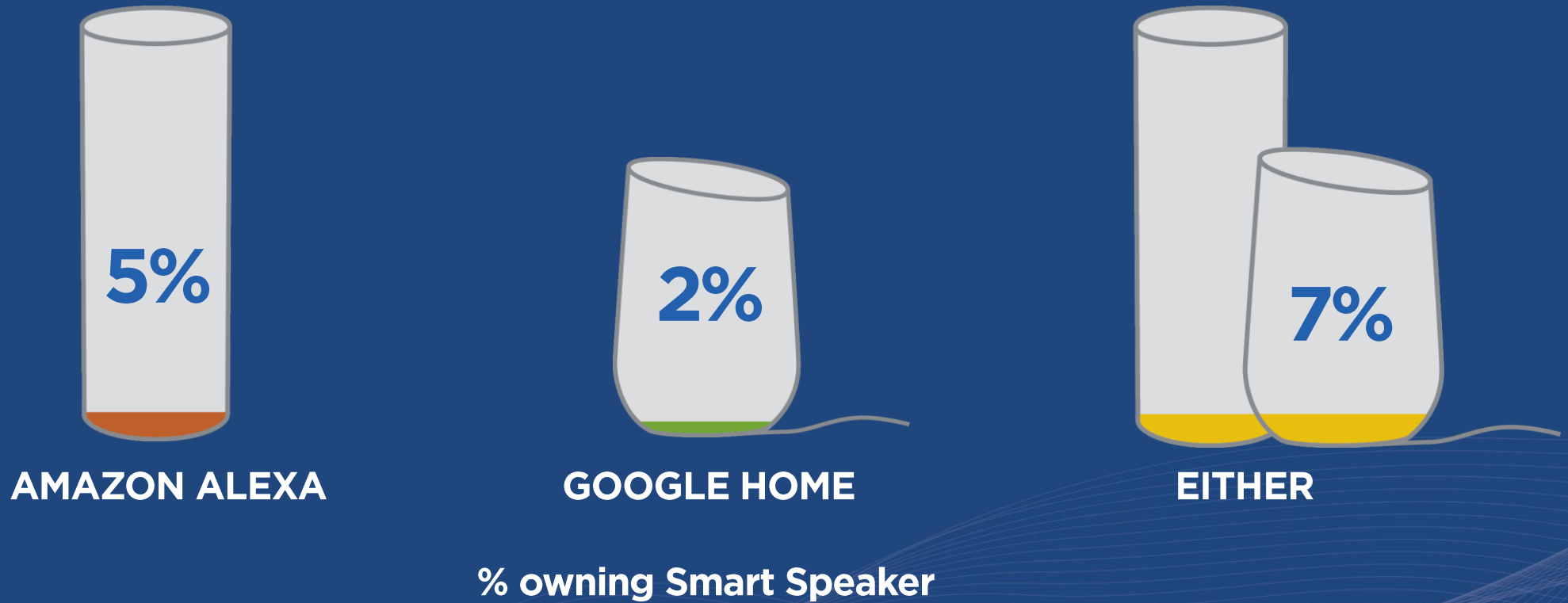


Methodology

- 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

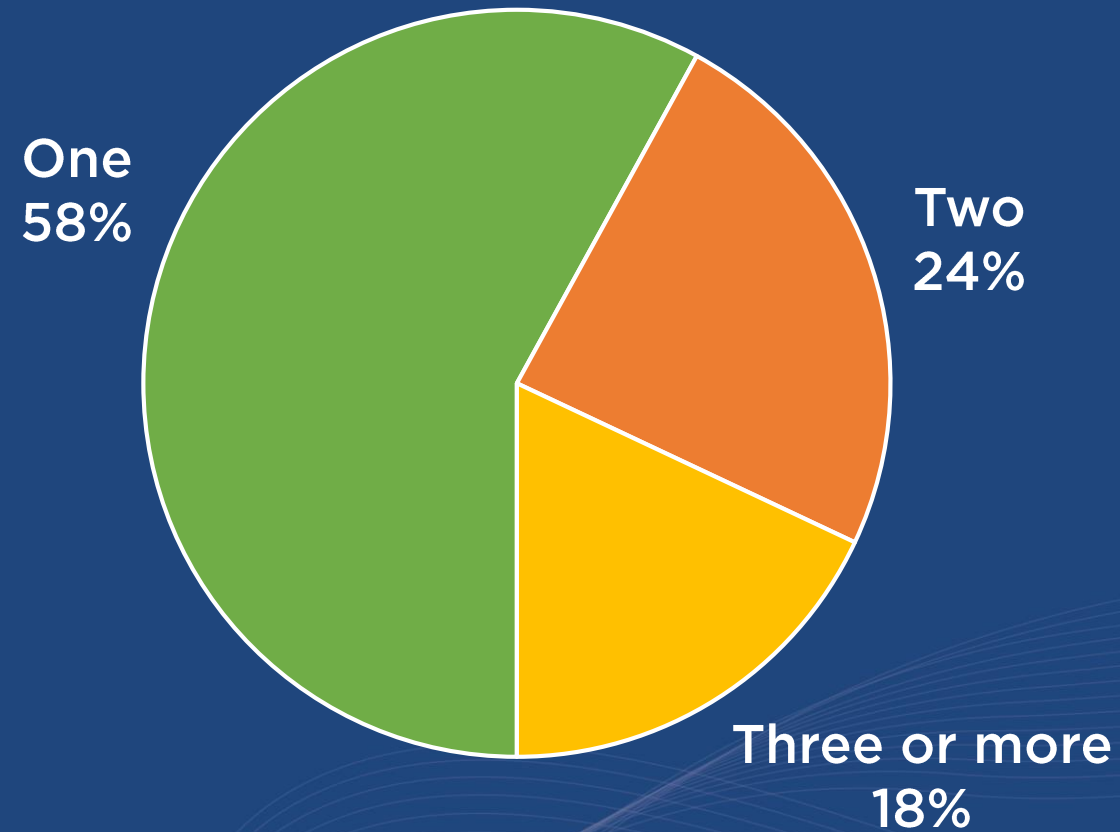
Total Population 12+



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 Google Home is a trademark of Google Inc.

How many Smart Speakers do you own?



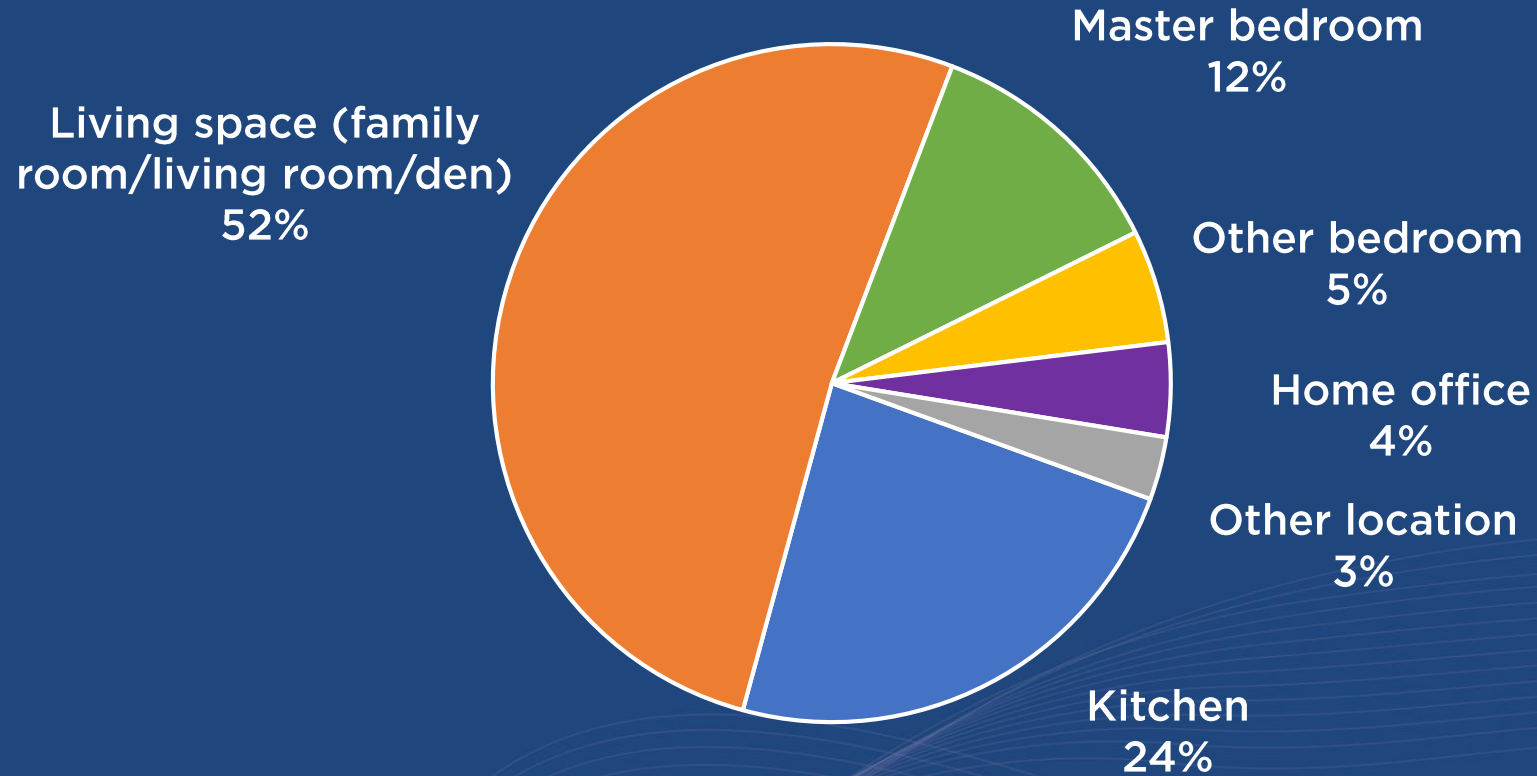
Base: Smart Speaker owners



45%
plan to purchase
another Smart Speaker

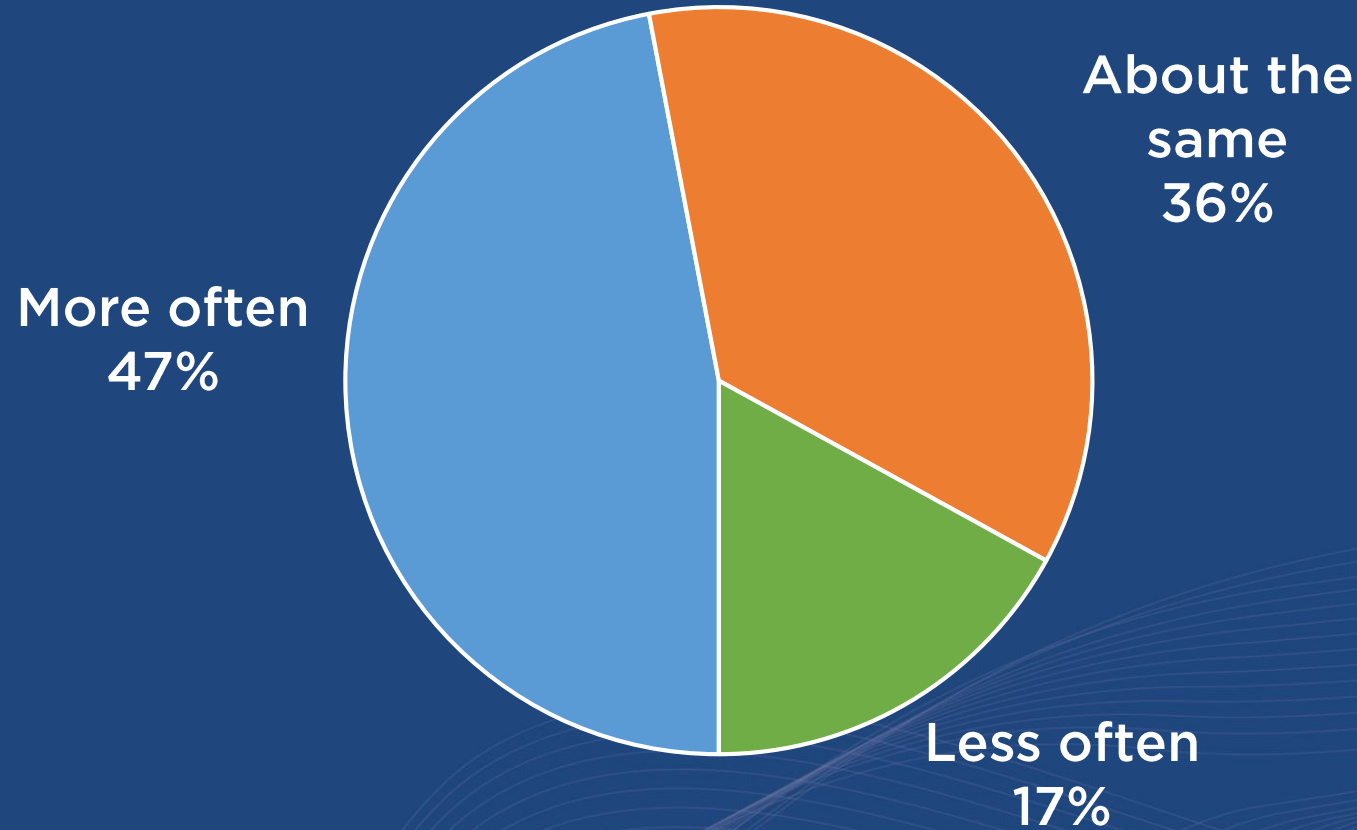
Base: Smart Speaker owners

Where do you keep the Smart Speaker you use the most?



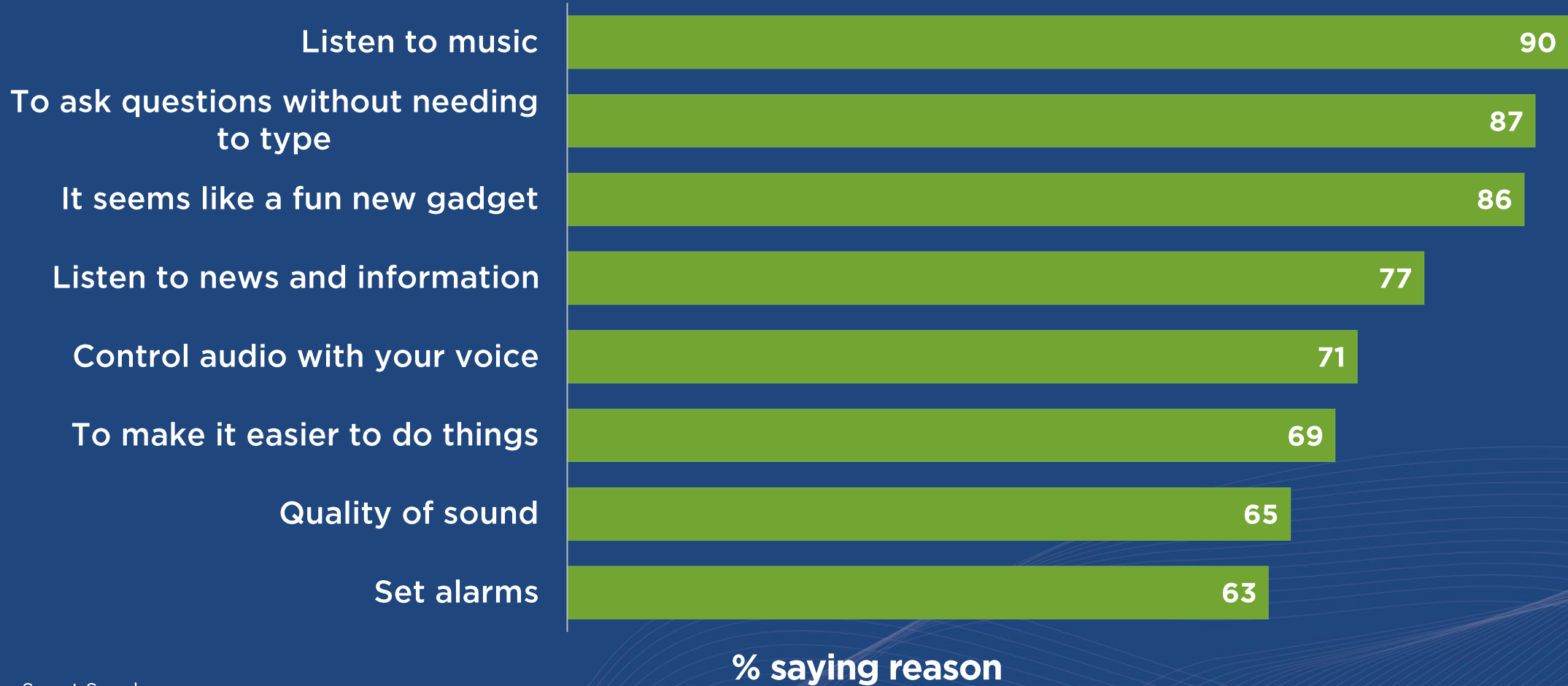
Base: Smart Speaker owners

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



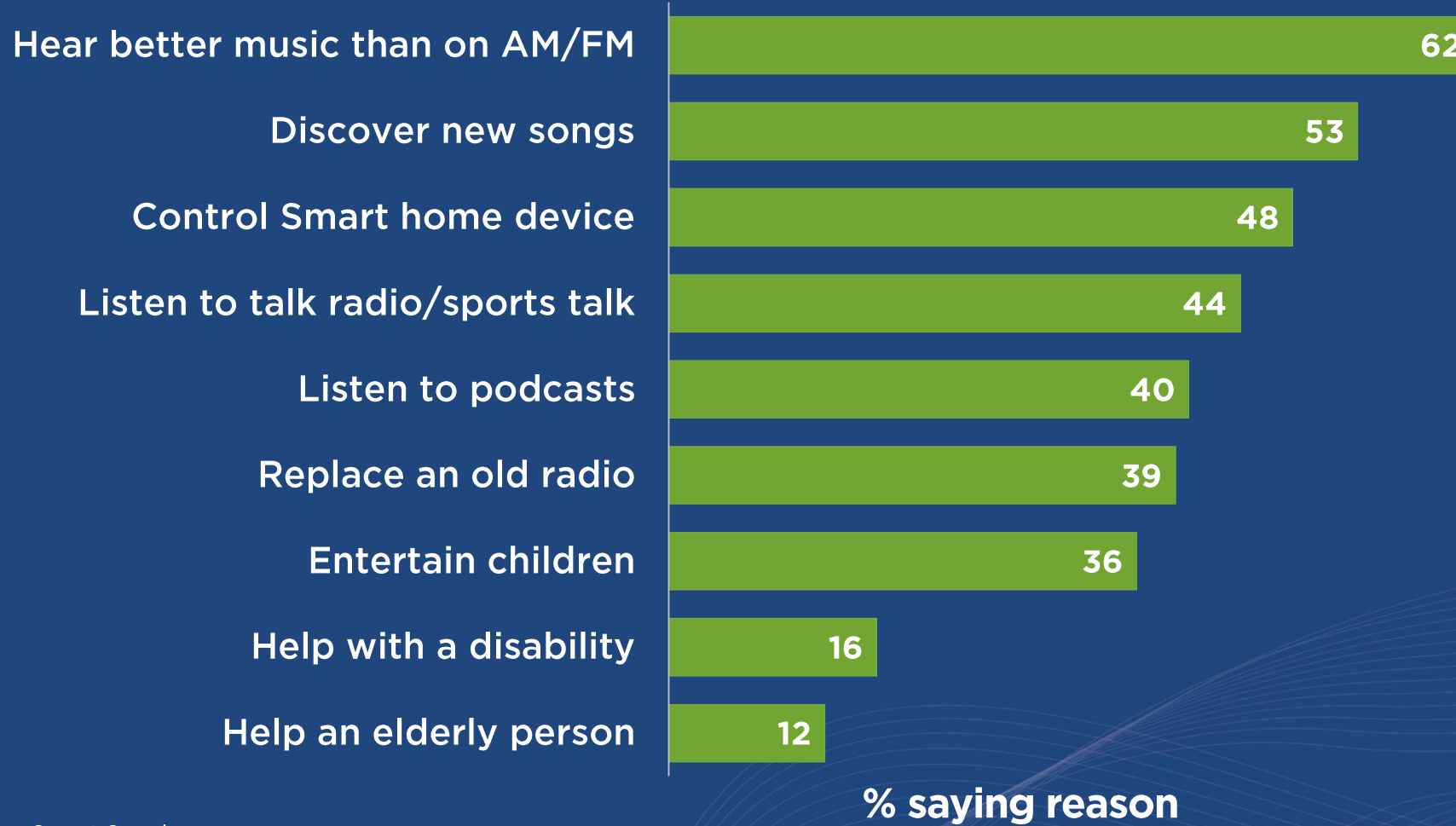
Base: Smart Speaker owners

Reasons for wanting a Smart Speaker



Base: Smart Speaker owners

Reasons for wanting a Smart Speaker



Base: Smart Speaker owners



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

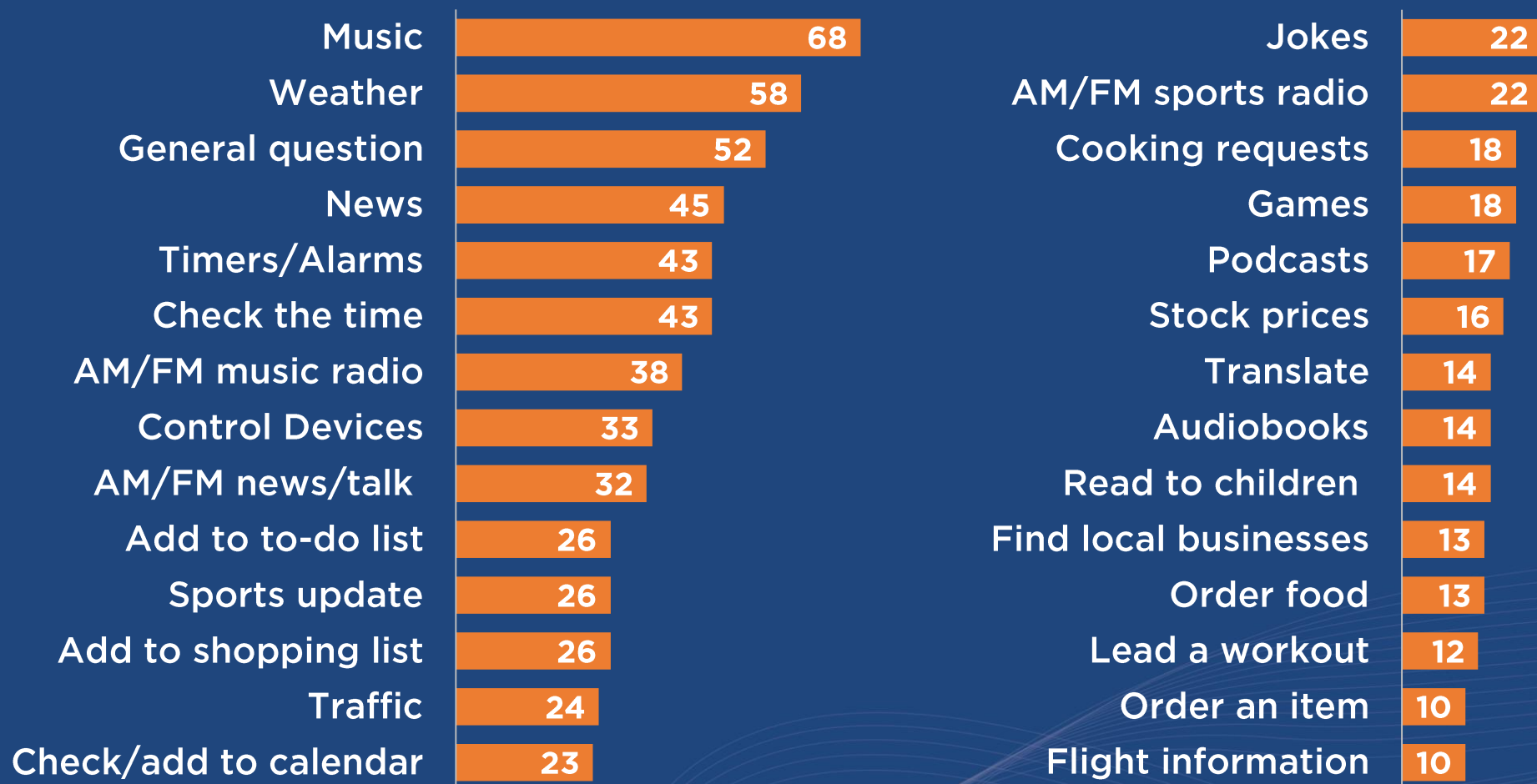
Base: Smart Speaker owners



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:



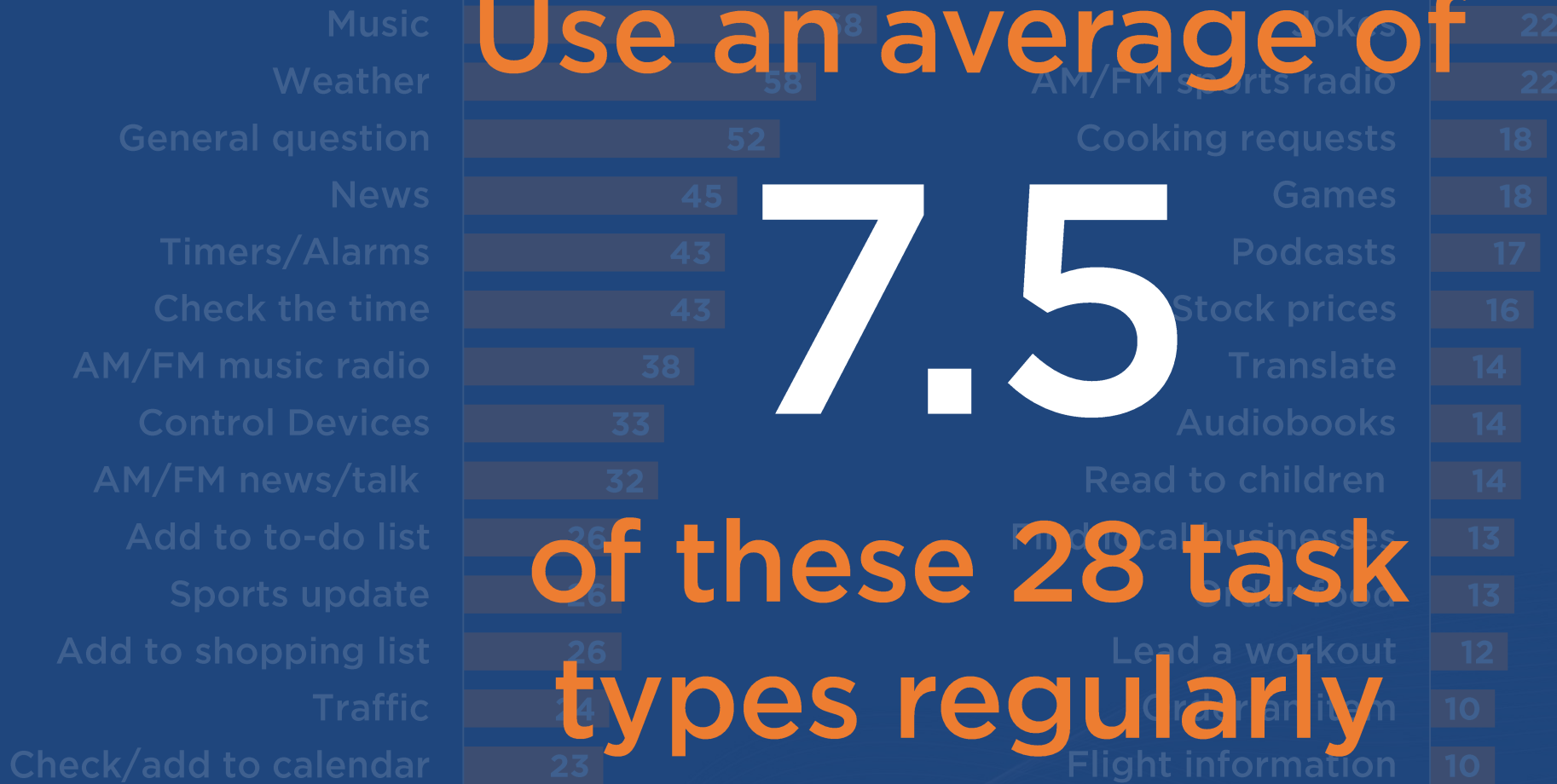
Base: Smart Speaker owners

% using Smart Speaker regularly for the following:

Use an average of

7.5

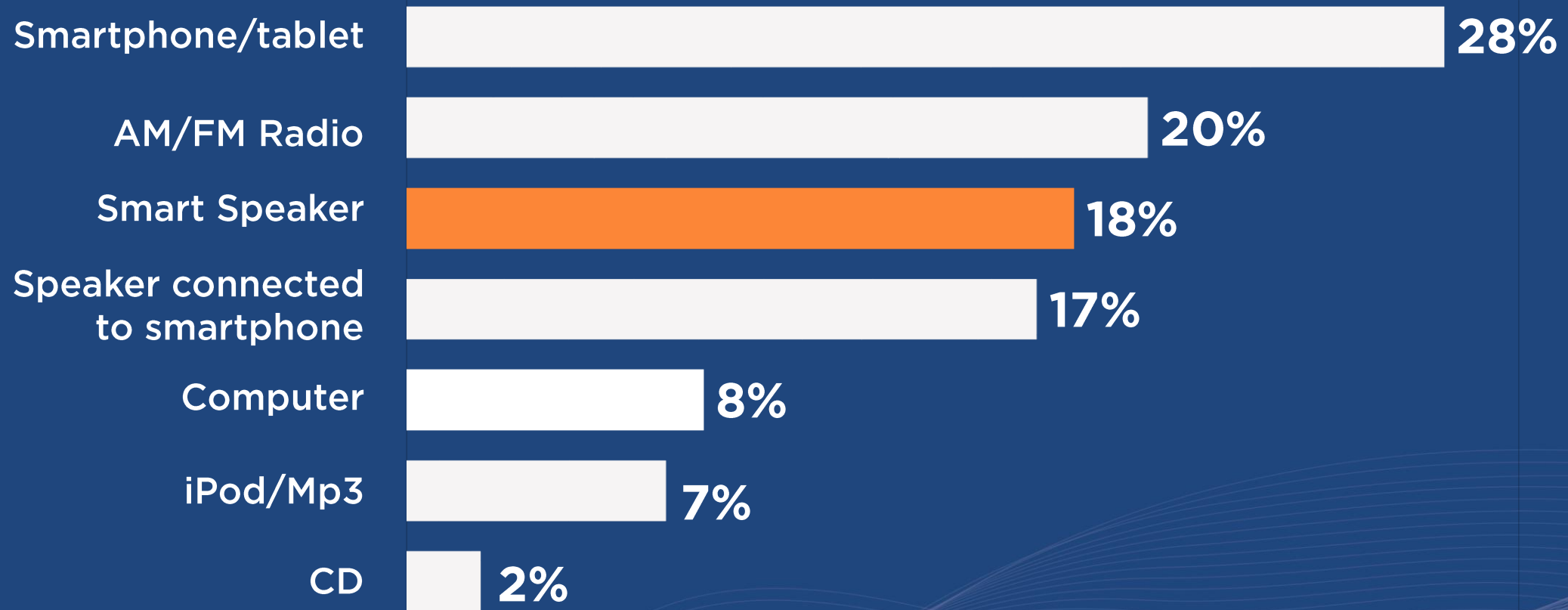
of these 28 task types regularly



Base: Smart Speaker owners

What are Smart Speakers replacing?

How do you listen to audio most often?



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 hours 22 minutes

Of podcast listening
on a Smart Speaker
in the typical week

News and Spoken Word

A smart speaker is positioned on a dark wooden table. To its left are two glass vases containing dried, spherical flowers. In front of the speaker lies a thick, closed book. The background is a soft-focus image of a patterned sofa. The entire scene is overlaid with a semi-transparent blue filter.

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



Base: Smart Speaker owners

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

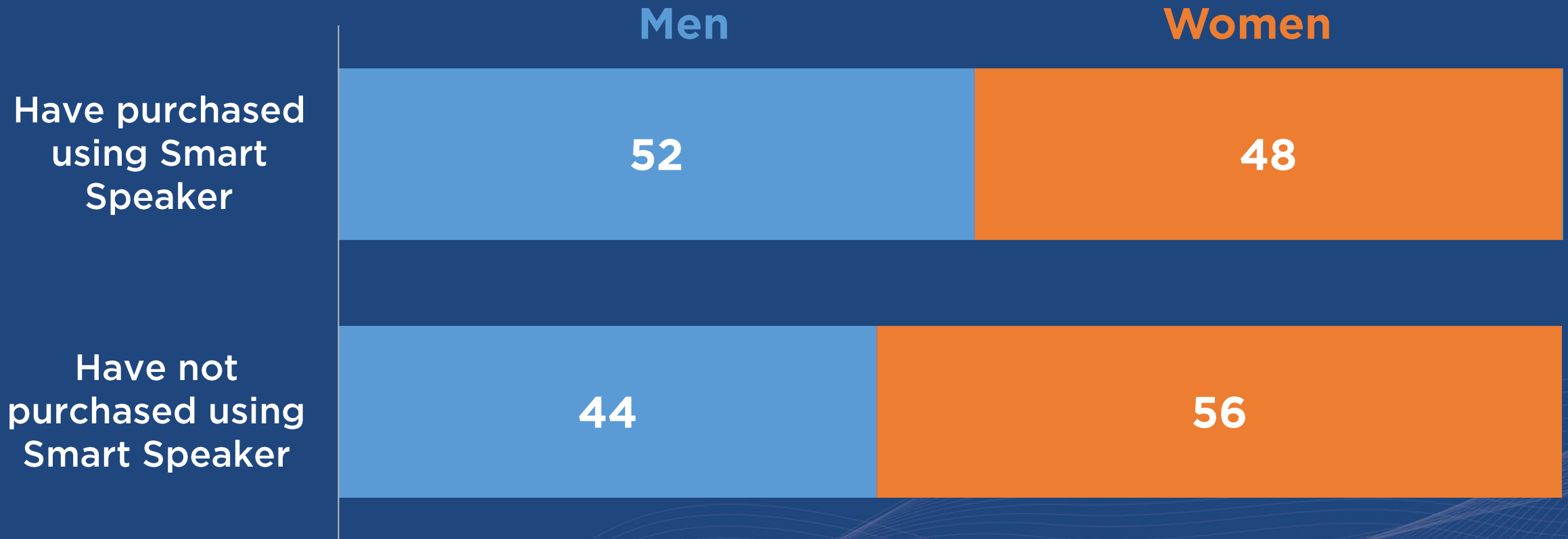
57%

have ordered an
item through
their Smart
Speaker



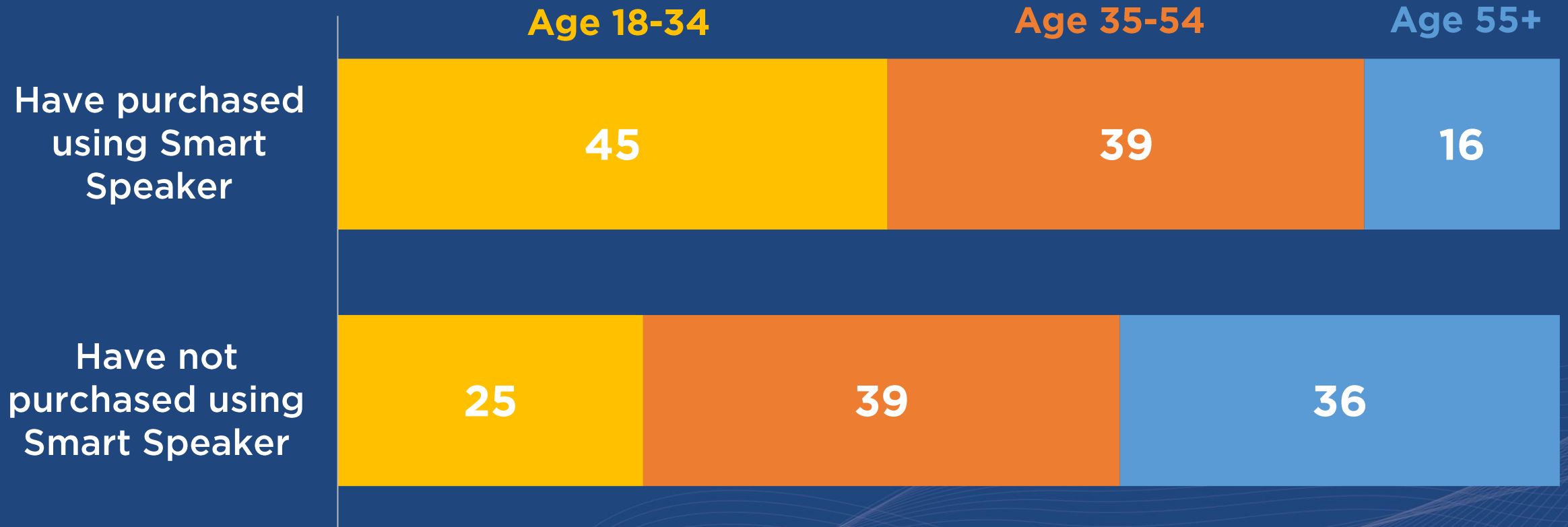
Base: Smart Speaker owners

Smart Speaker user demographics



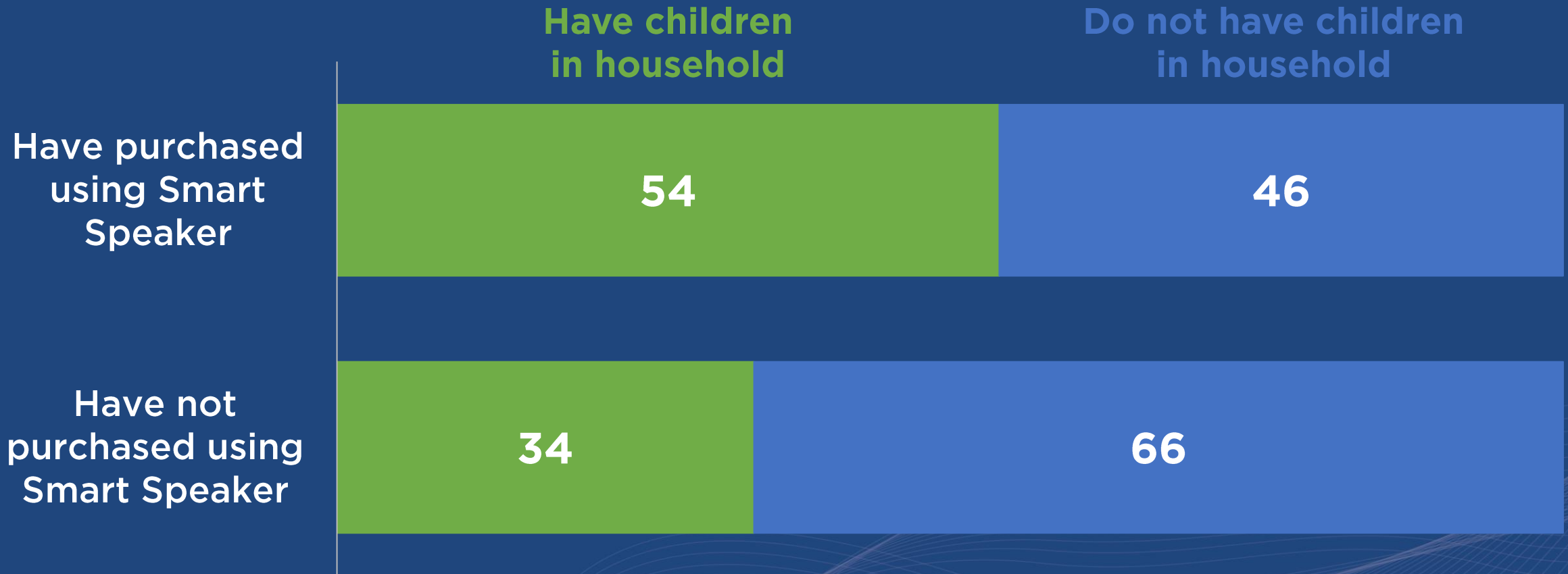
Base: Smart Speaker owners

Smart Speaker user demographics



Base: Smart Speaker owners

Smart Speaker user demographics



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

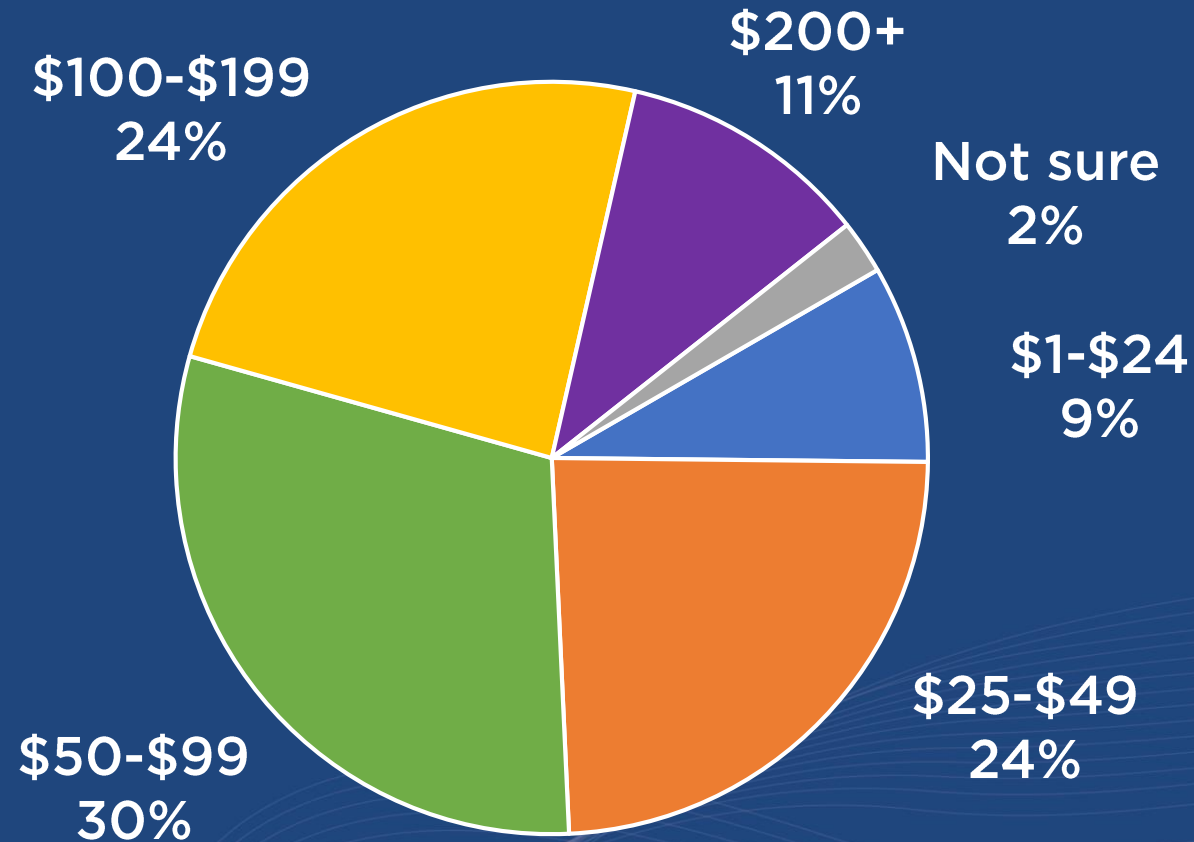
Re-ordered an item previously purchased



49

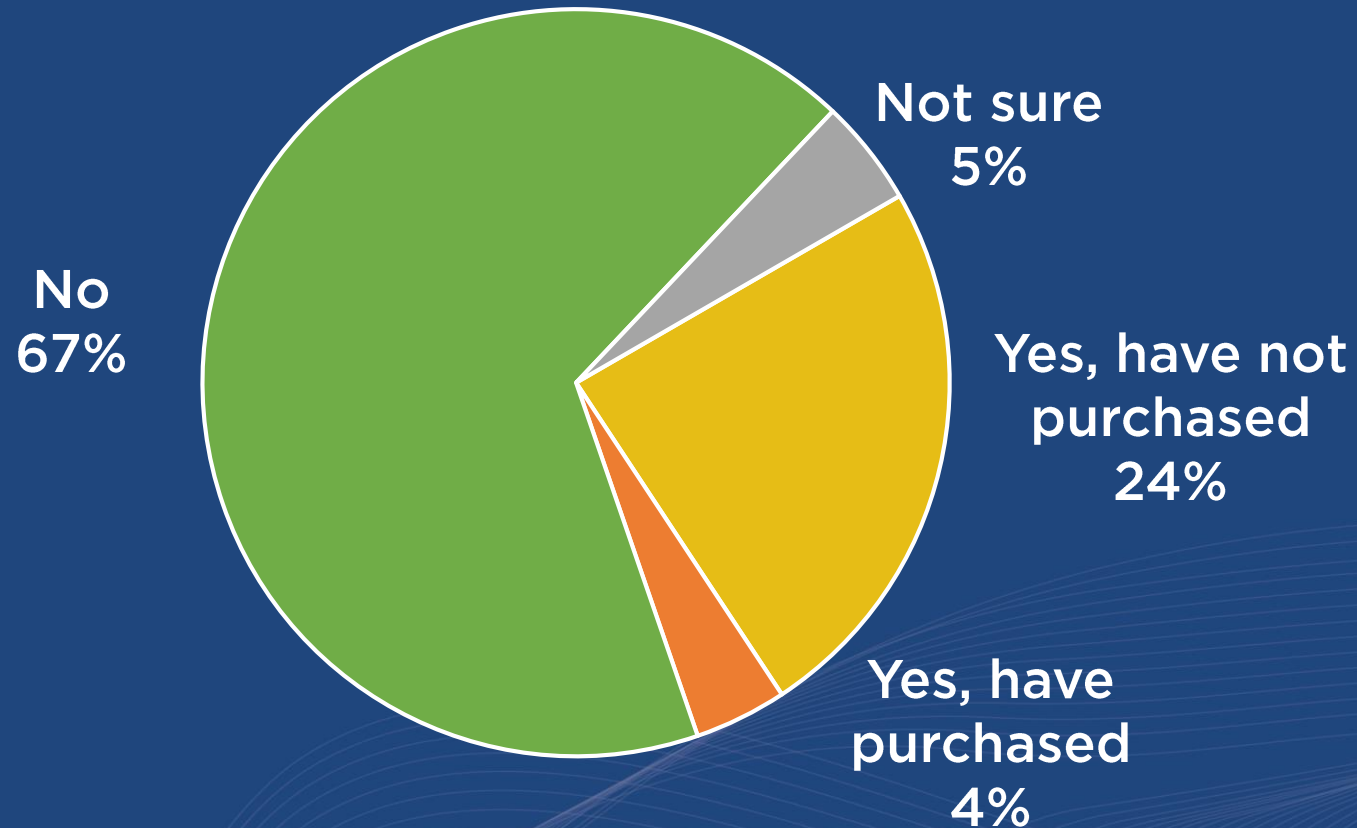
% saying yes

What is the most money you have ever spent on a purchase through your Smart Speaker?



Base: Ordered an item through a Smart Speaker

Have you ever asked your Alexa-enabled speaker, “Alexa, what are your deals?”



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



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