



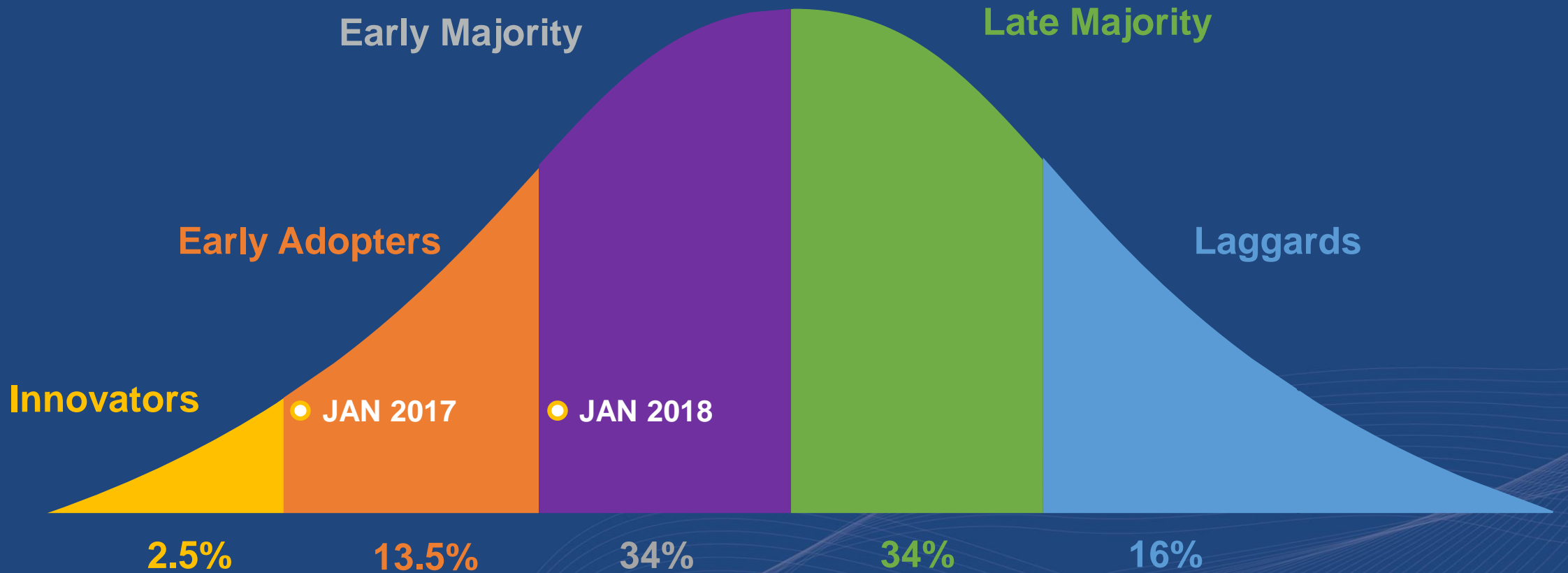
THE **smart**
audio REPORT





18% of Americans
18+ own a smart speaker,
or around 43 million people

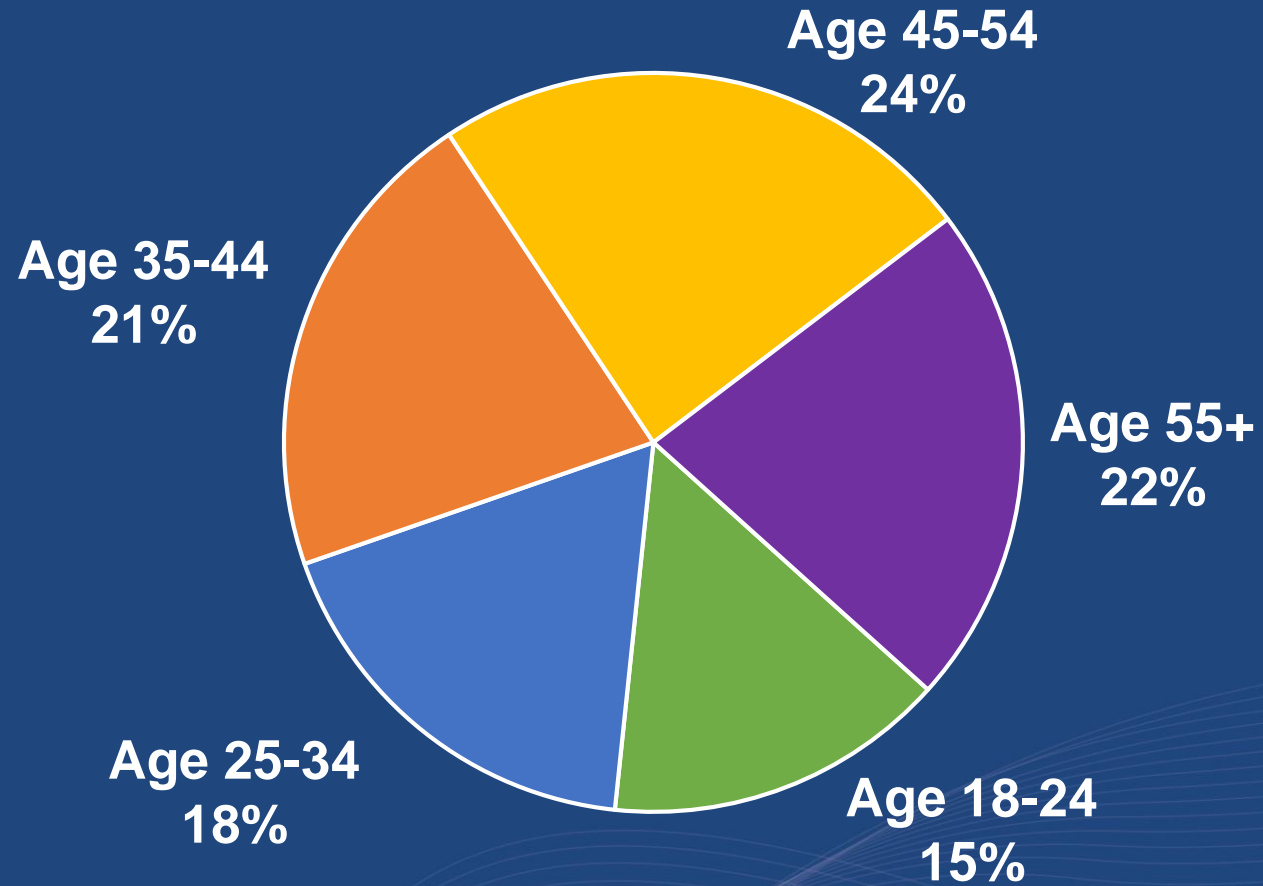
Google Home Google Home is a trademark of Google Inc. Source: 2018 Infinite Dial from Edison Research



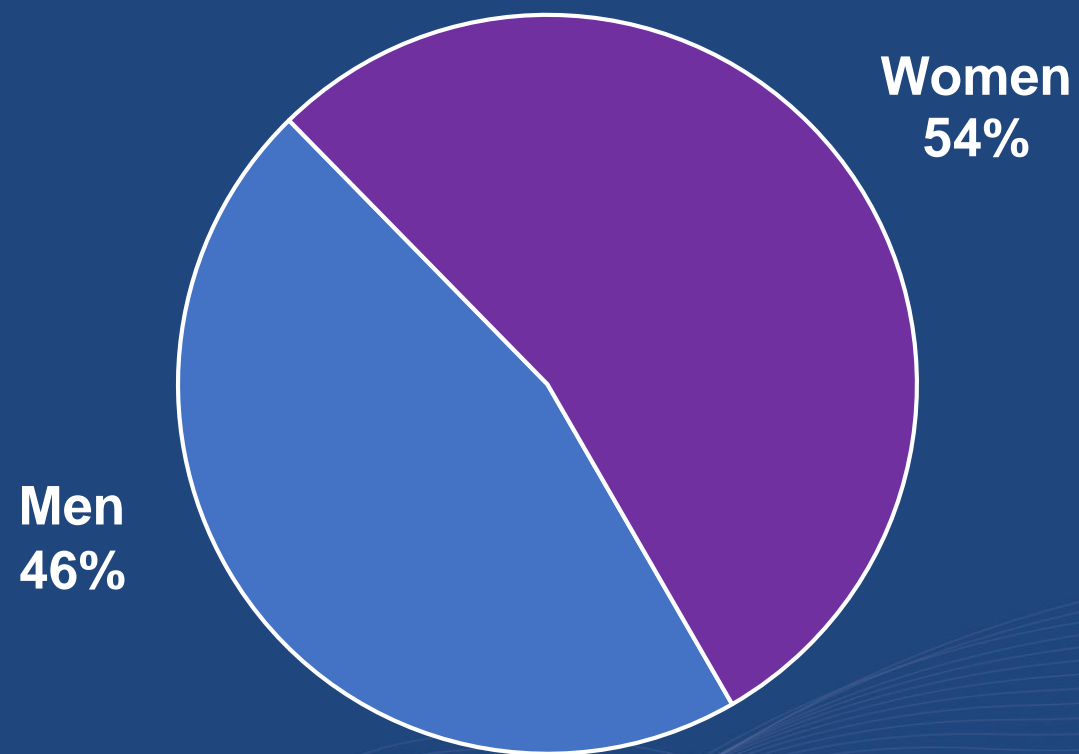
Methodology

- 909 person online survey
 - Adults age 18 and older
 - National study conducted 5/21/2018 – 6/1/2018
 - All respondents reported owning a smart speaker
 - Tracking from Spring 2017 and Fall/Winter 2017 surveys
 - Approximately 43 million smart speaker owners as of January 20 (up from approximately 17 million in January 2017)
- Qualitative interviews in homes of smart speaker owners
 - All respondents reported owning a smart speaker
 - Each home had someone who listens to news frequently on the smart speaker

Smart Speaker Owners: Age



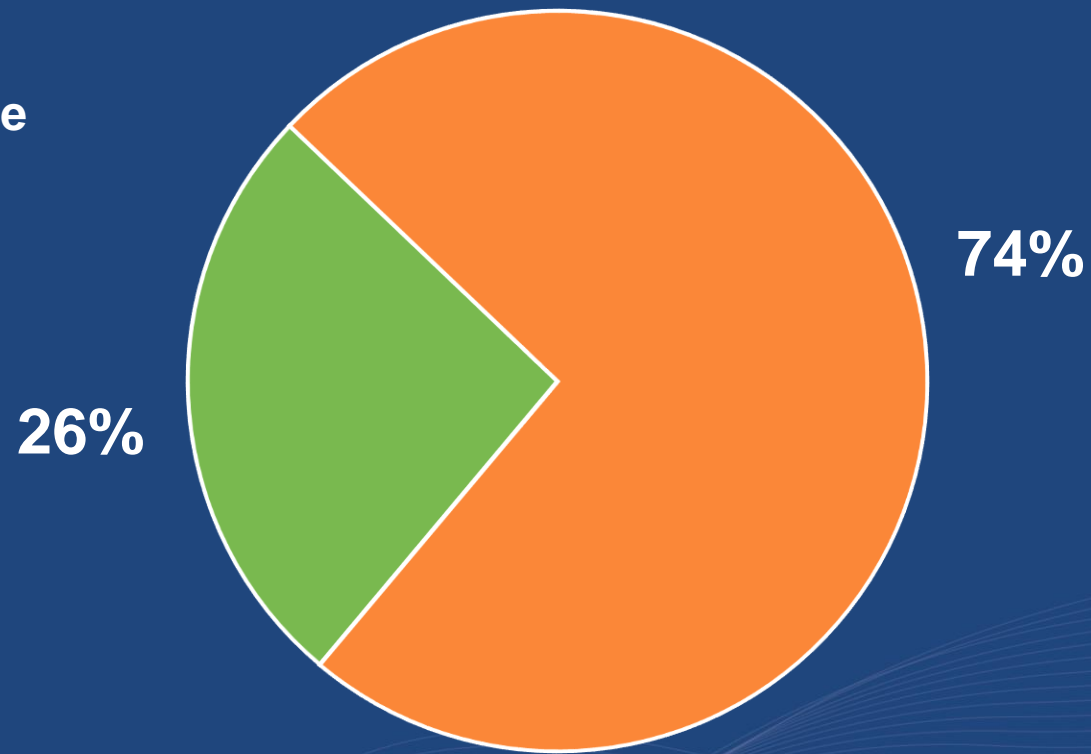
Smart Speaker Owners: Gender



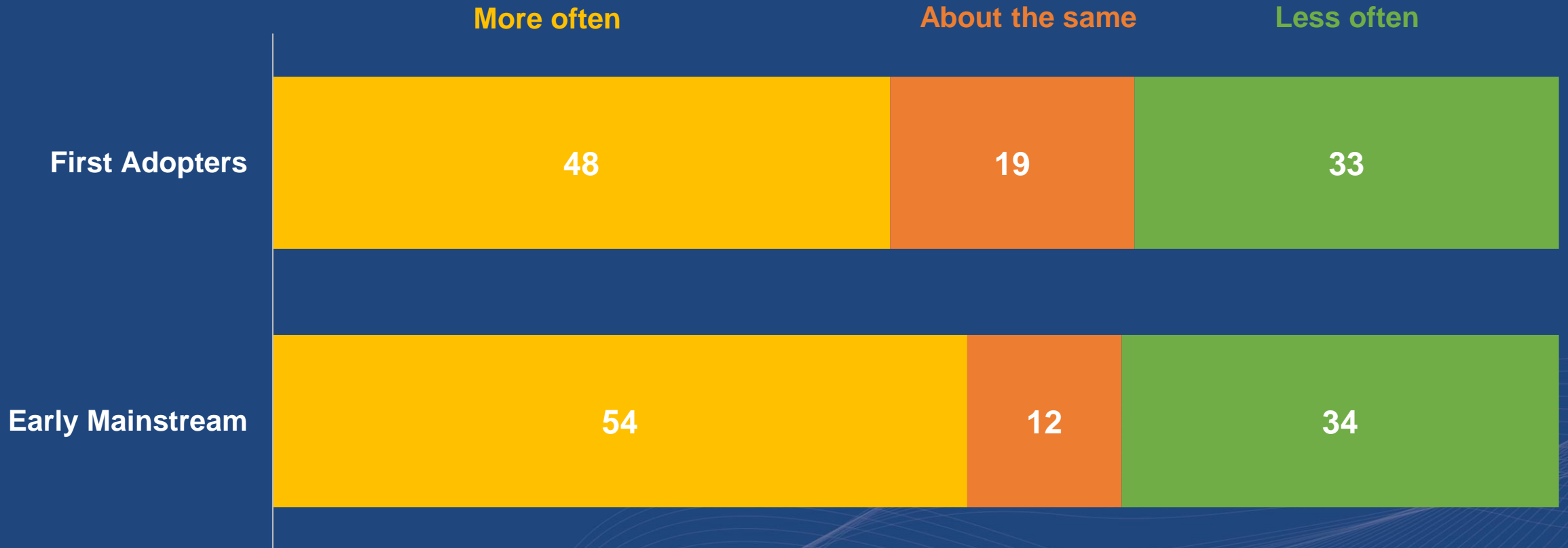
Smart Speaker Owners: Length of Ownership

First Adopters
Owned one year or more

Early Mainstream
Owned less than one year

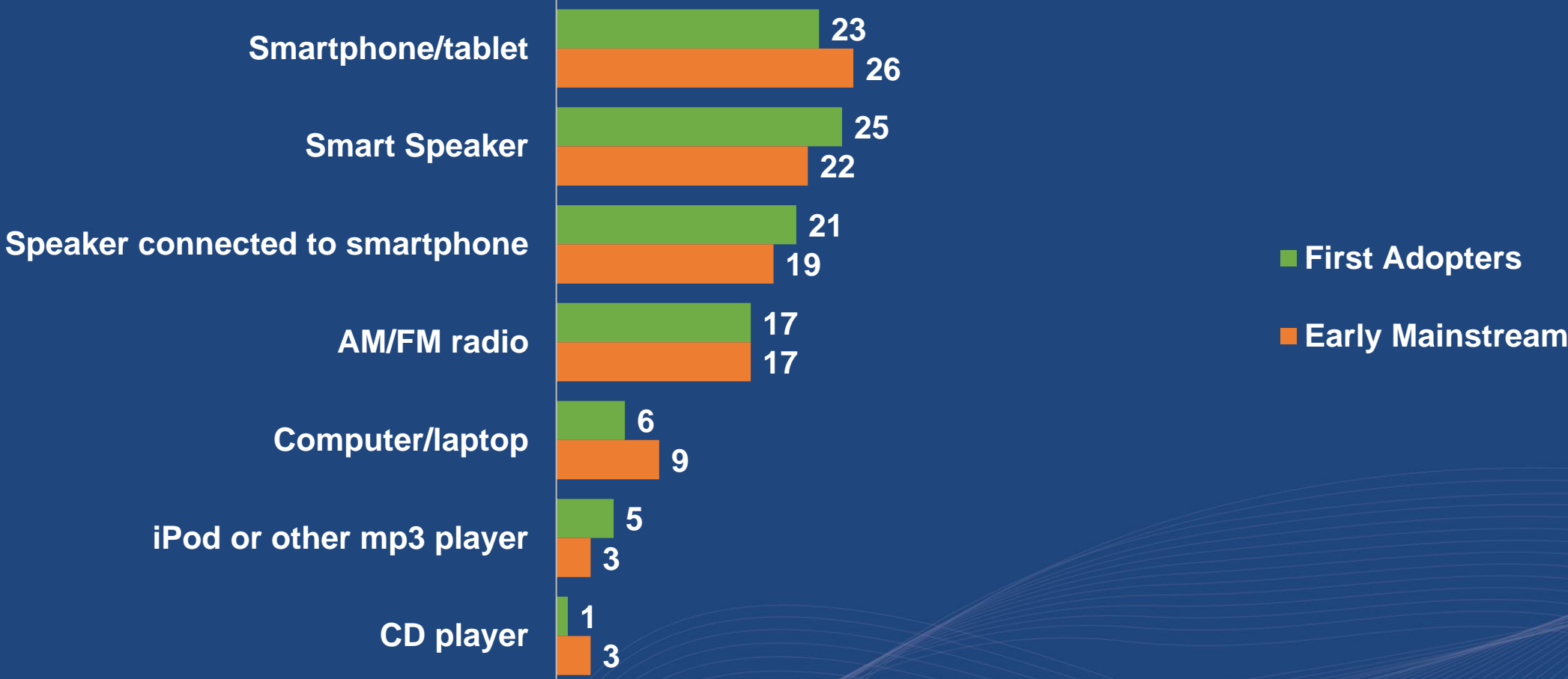


Think back to the first month you owned a smart speaker. Compared to that first month, are you now using it...?

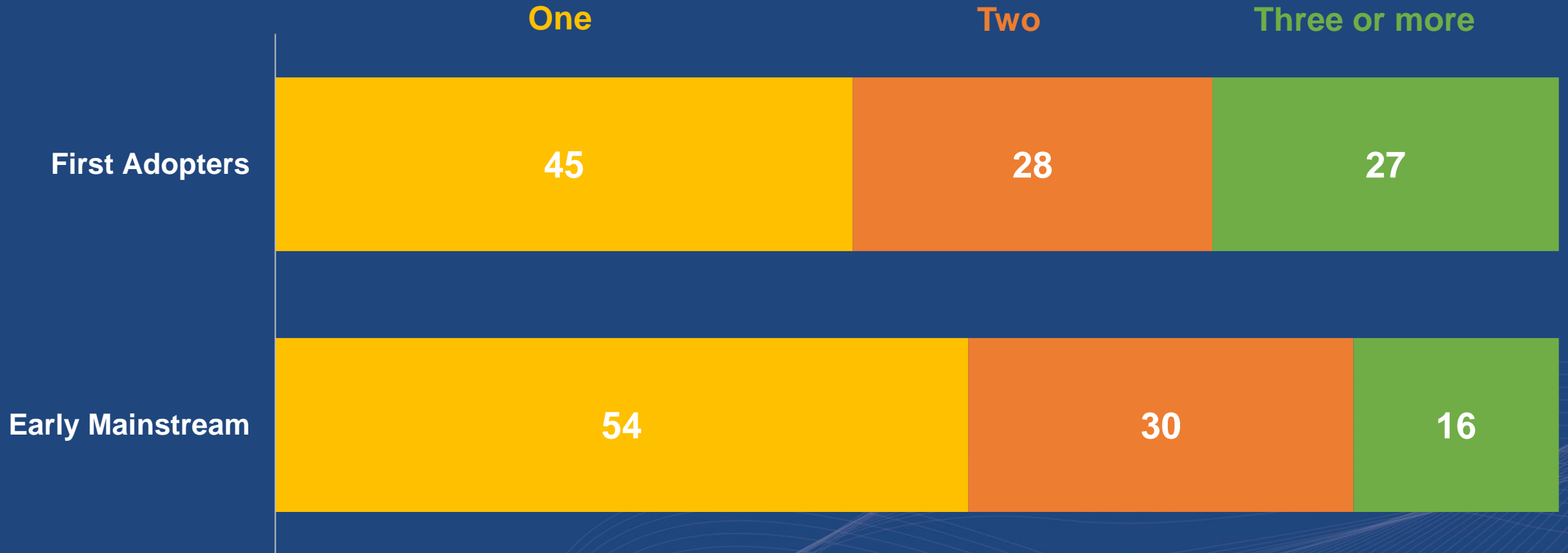


Base: Had a smart speaker more than one month and gave a response

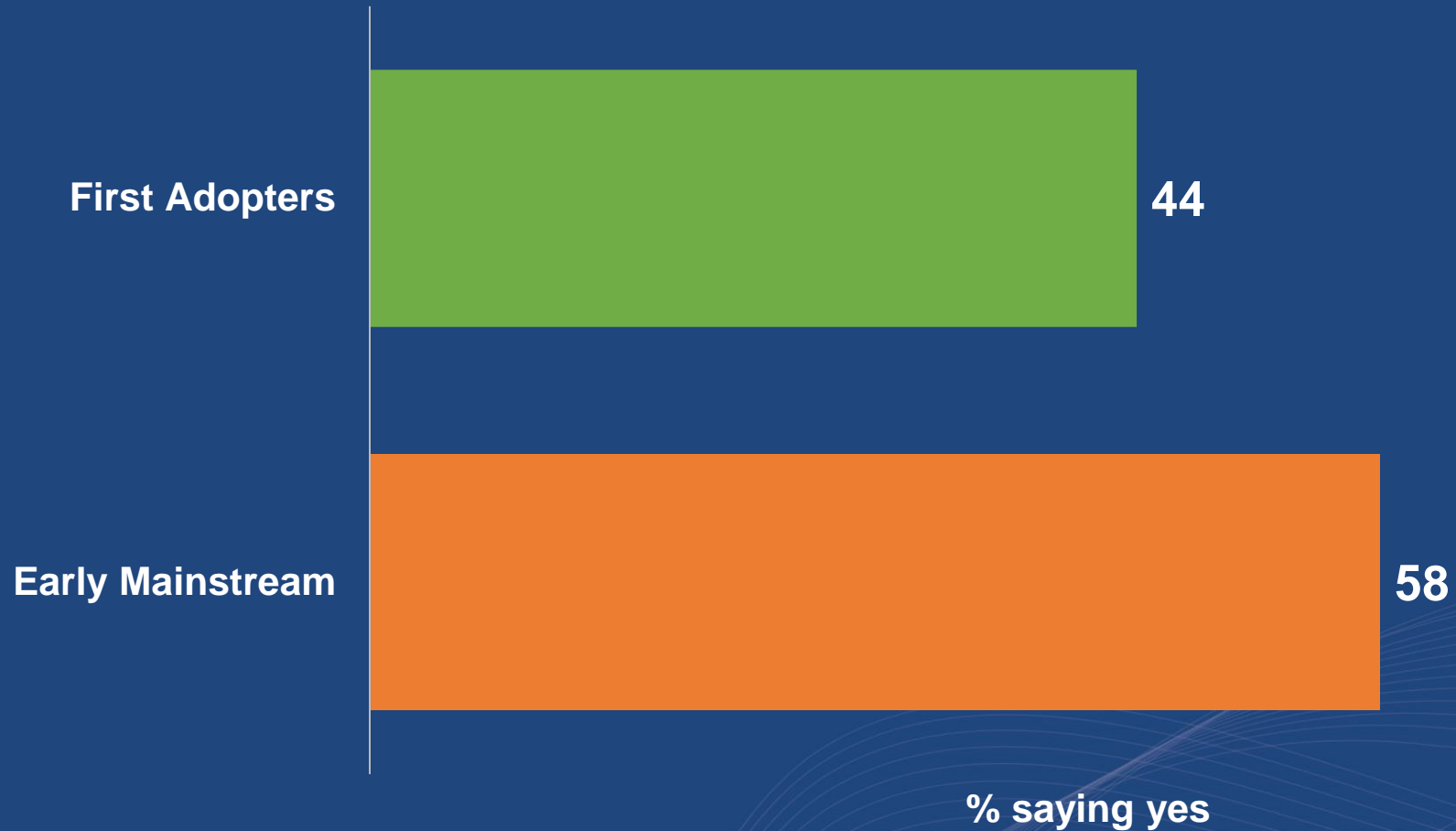
How do you listen to audio most often?



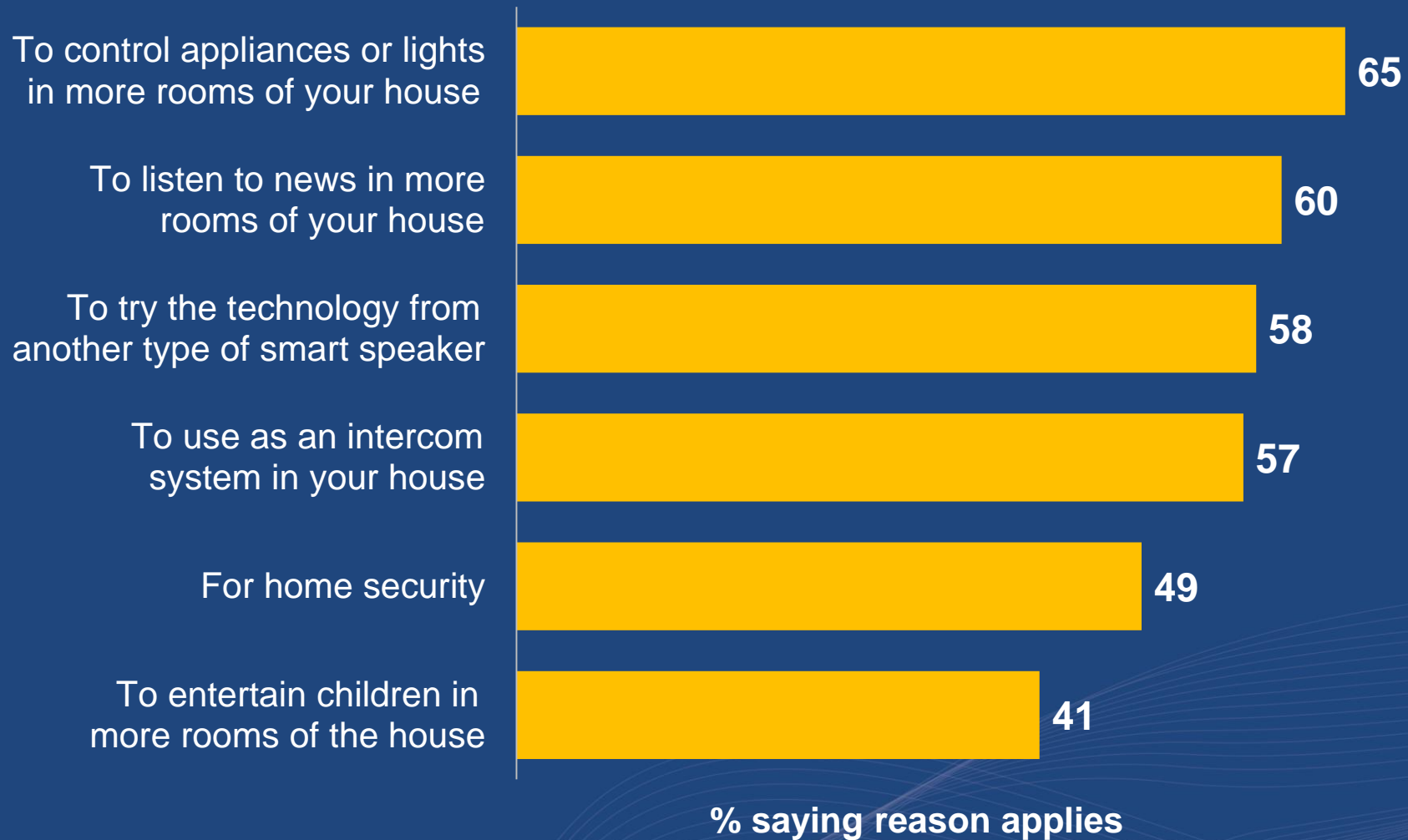
How many smart speakers do you own?



Do you think you will purchase another smart speaker for your household?

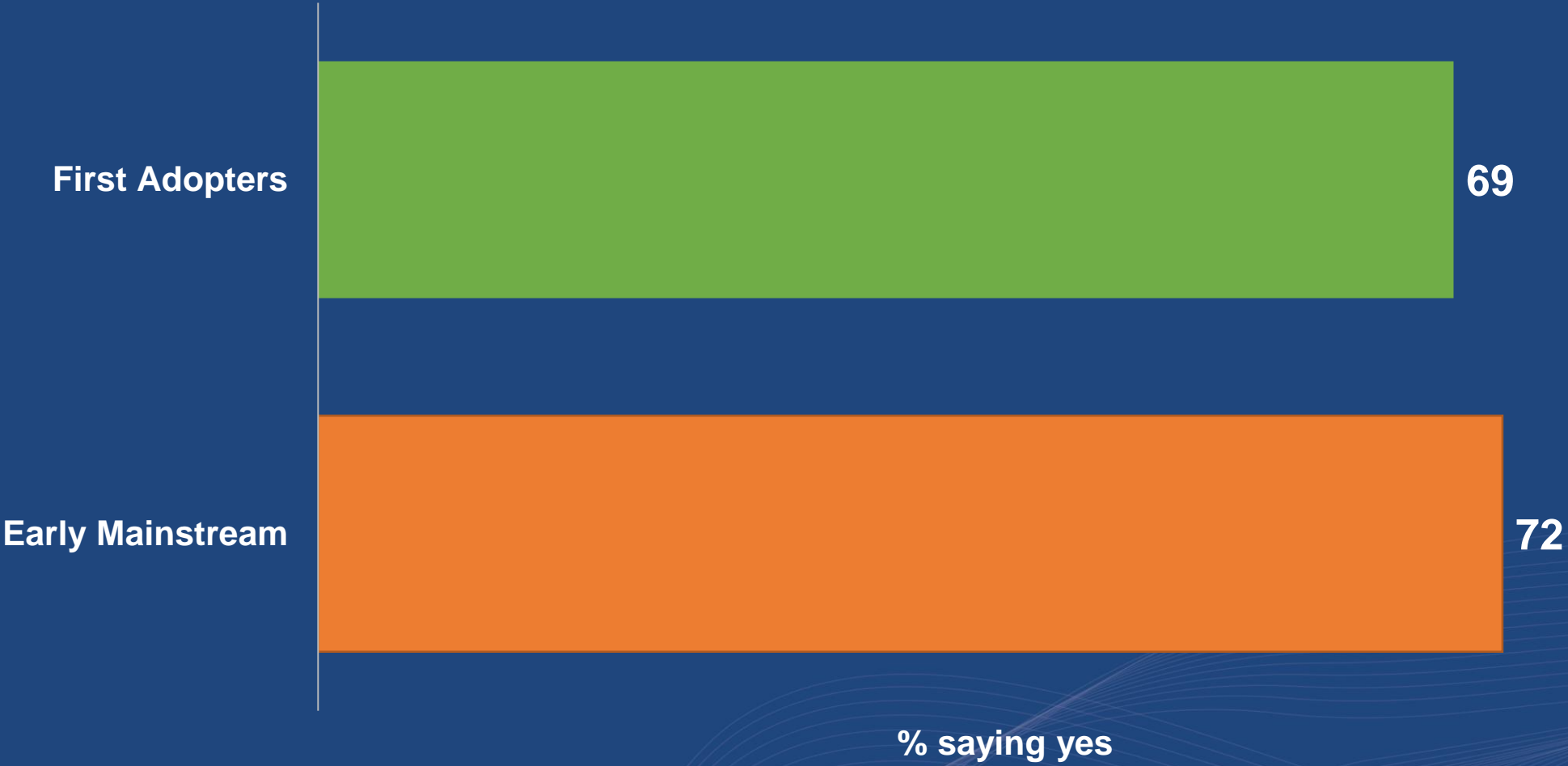


You want to buy another smart speaker...?

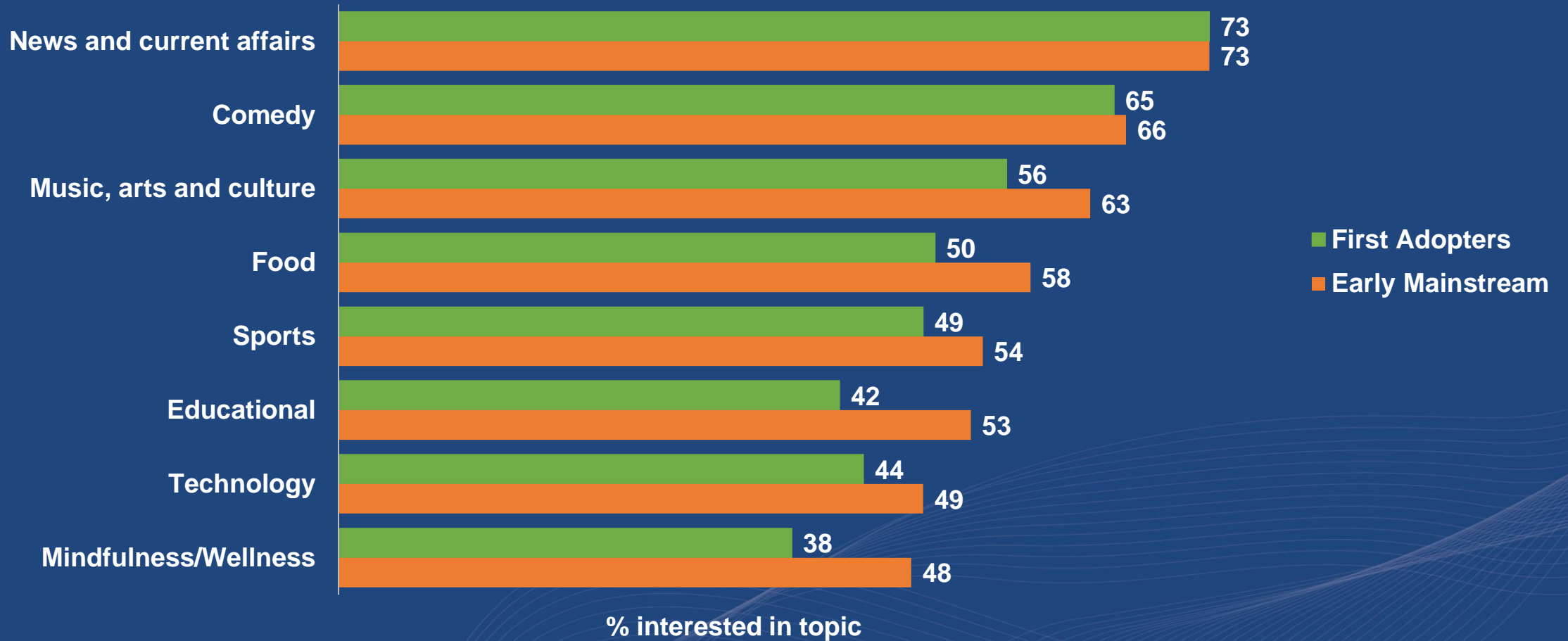


Base: Plan to purchase another smart speaker

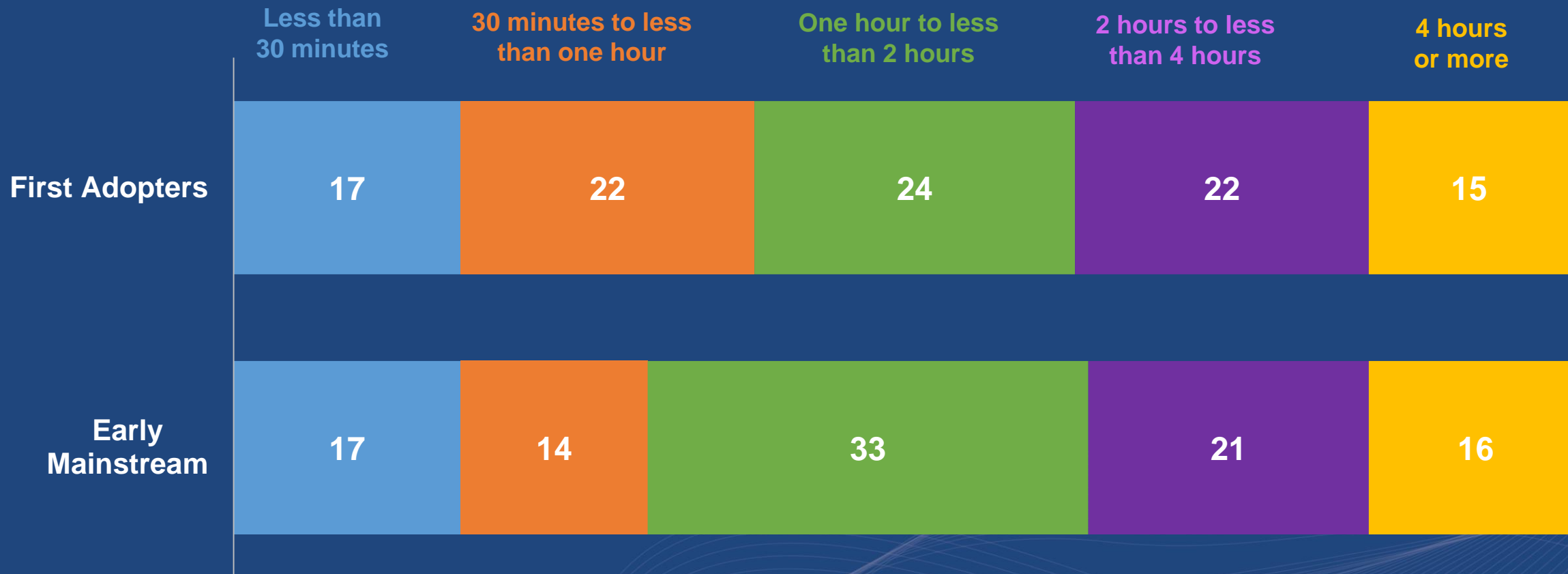
Do you ever listen to news on your smart speaker?



Which spoken-word topics or style of programs would you be interested in listening to on your smart speaker?



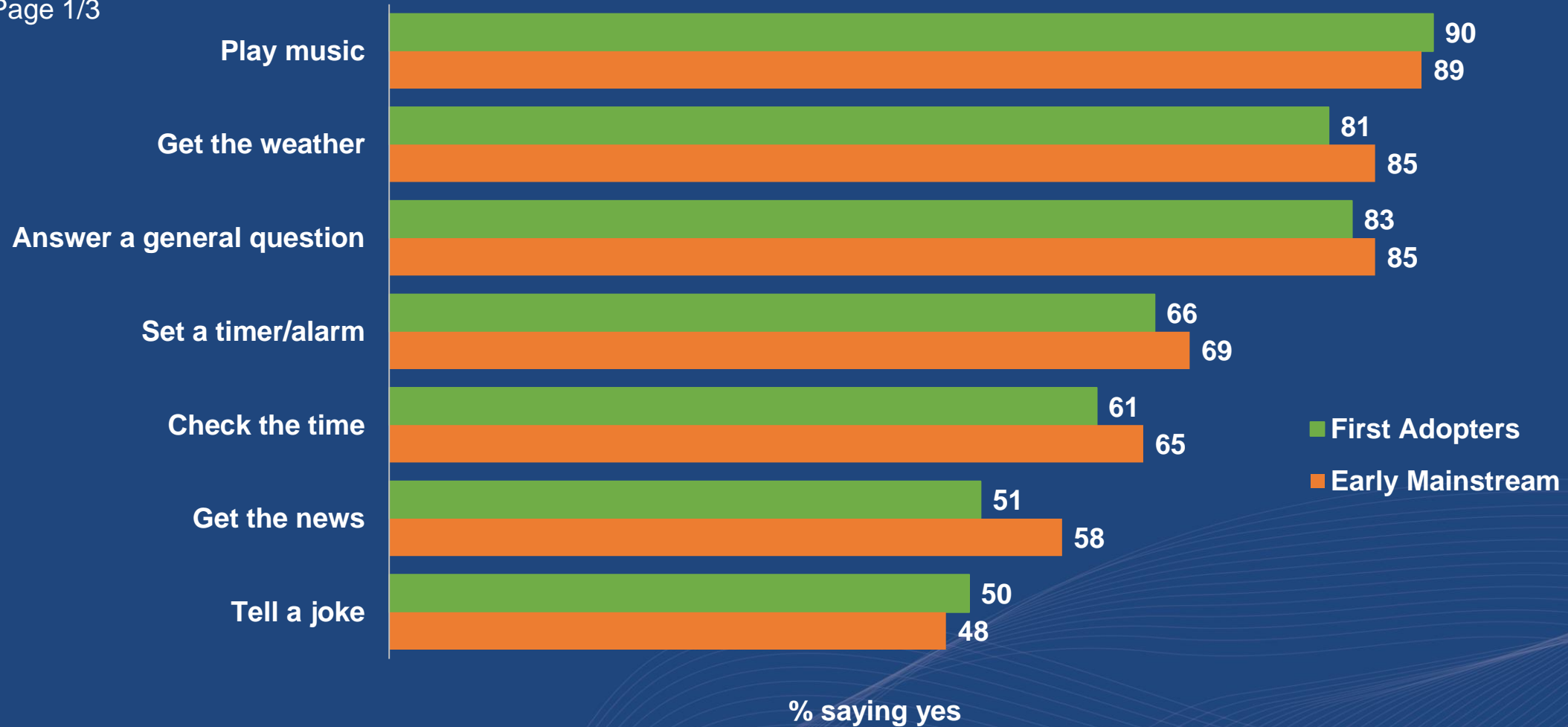
In the last week, how much time did you spend listening to news programming on your smart speaker?



Base: Got the news on smart speaker in the last week

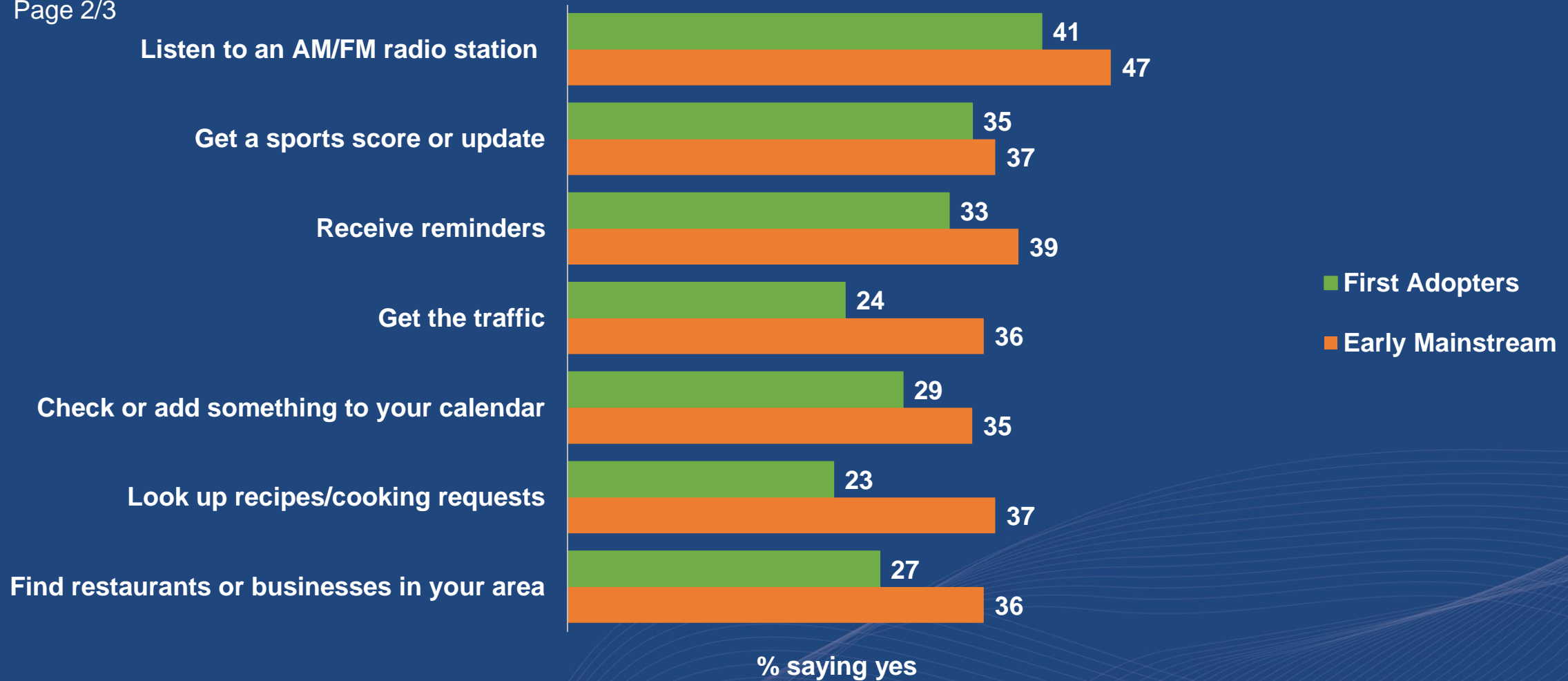
In the past week, have you requested your smart speaker to...?

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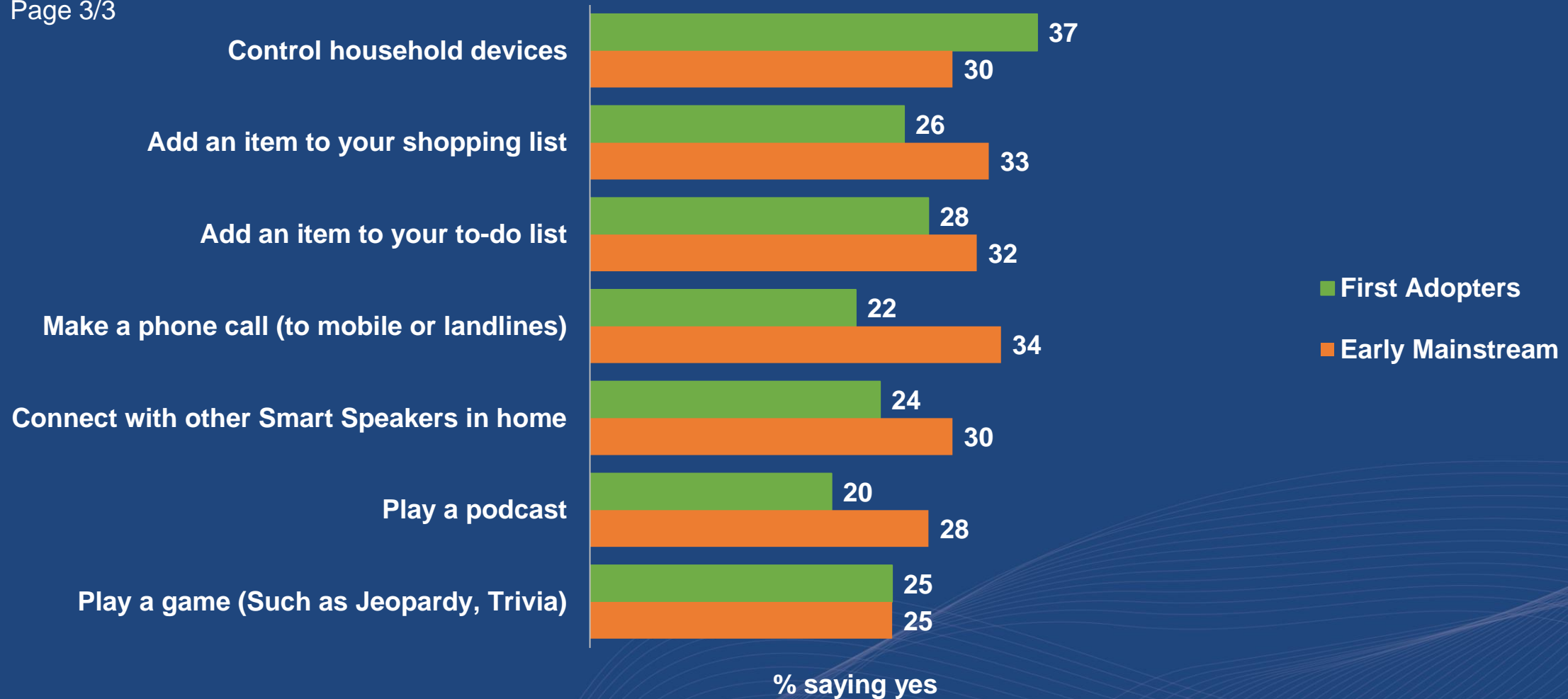
In the past week, have you requested your smart speaker to...?

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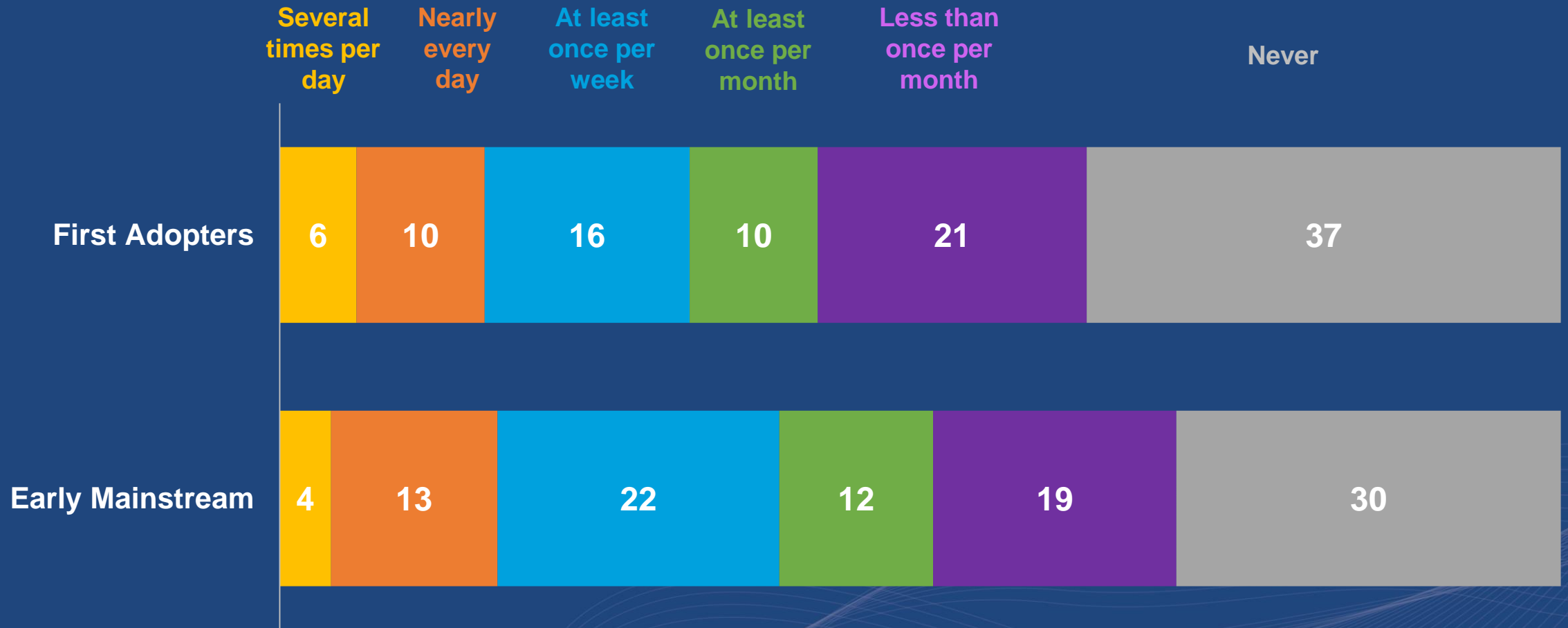


In the past week, have you requested your smart speaker to...?

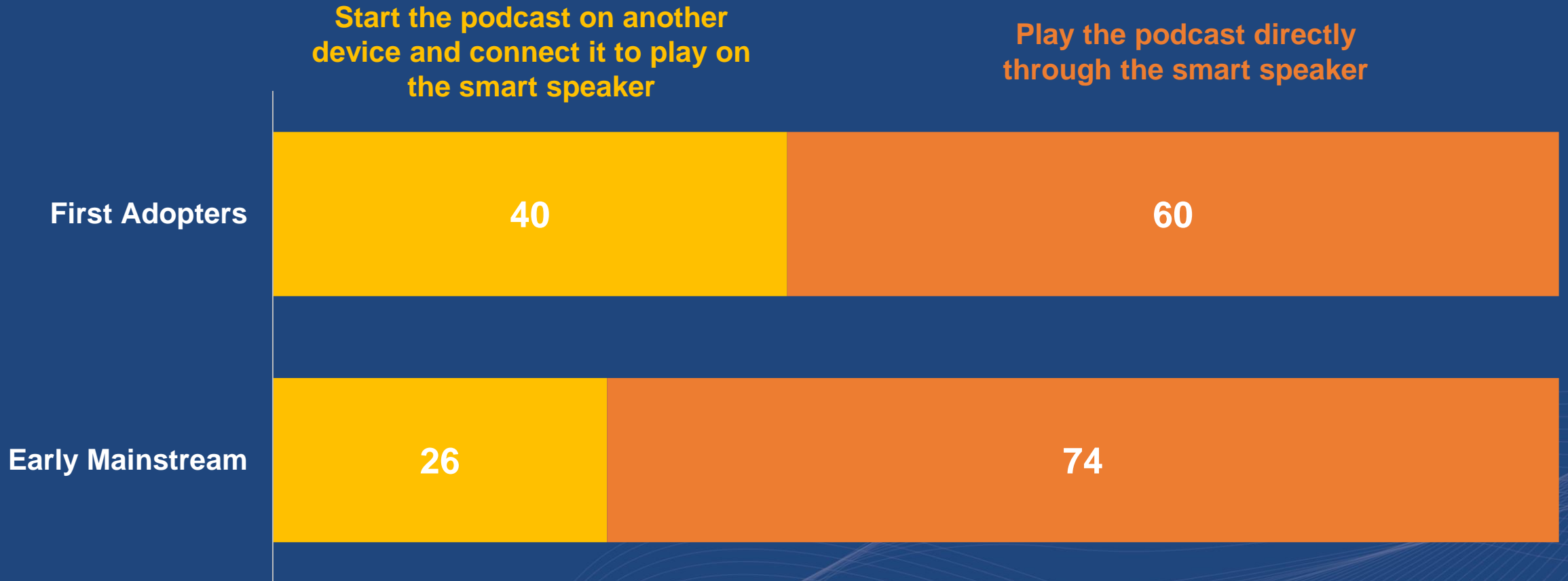
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How often do you listen to podcasts?

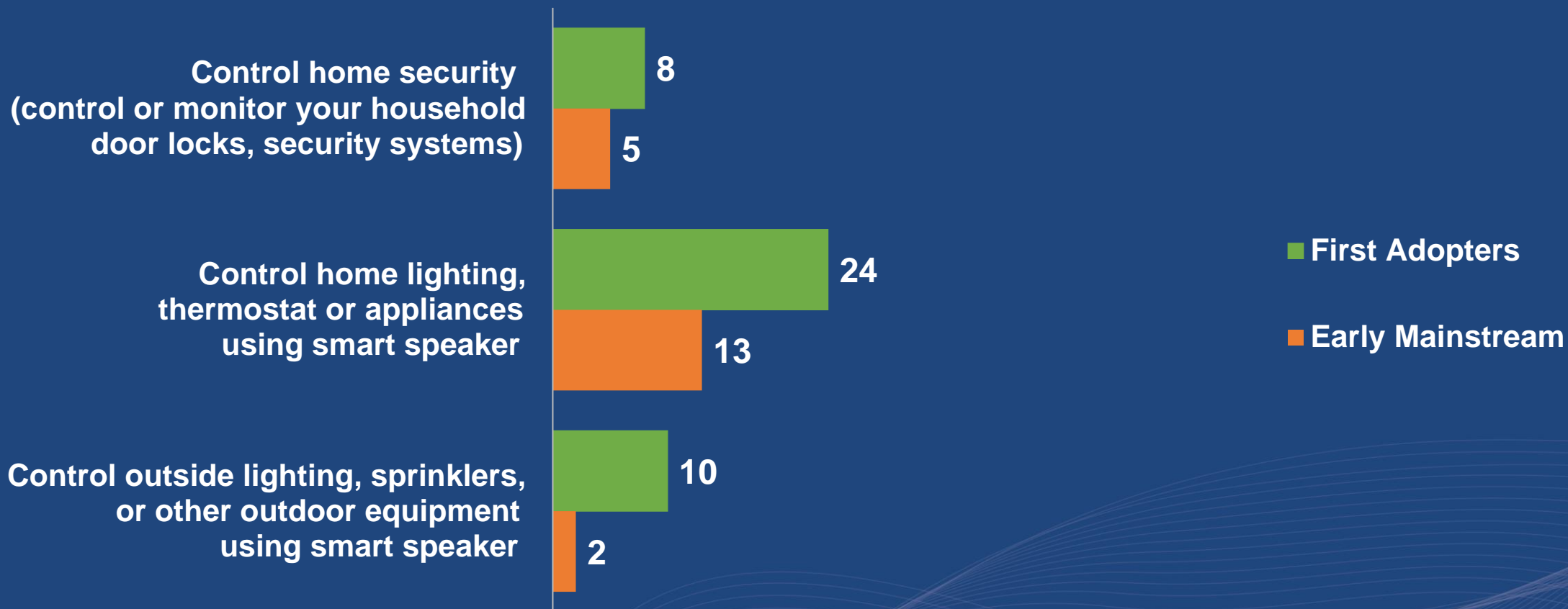


When you listen to podcasts through a mobile device on a smart speaker, how do you listen most often?



Base: Listened to a podcast on a smart speaker in the past week

% using smart speaker to...



Base: Gave a response

Weekly tasks indexed to total smart speaker owners (First Adopters)



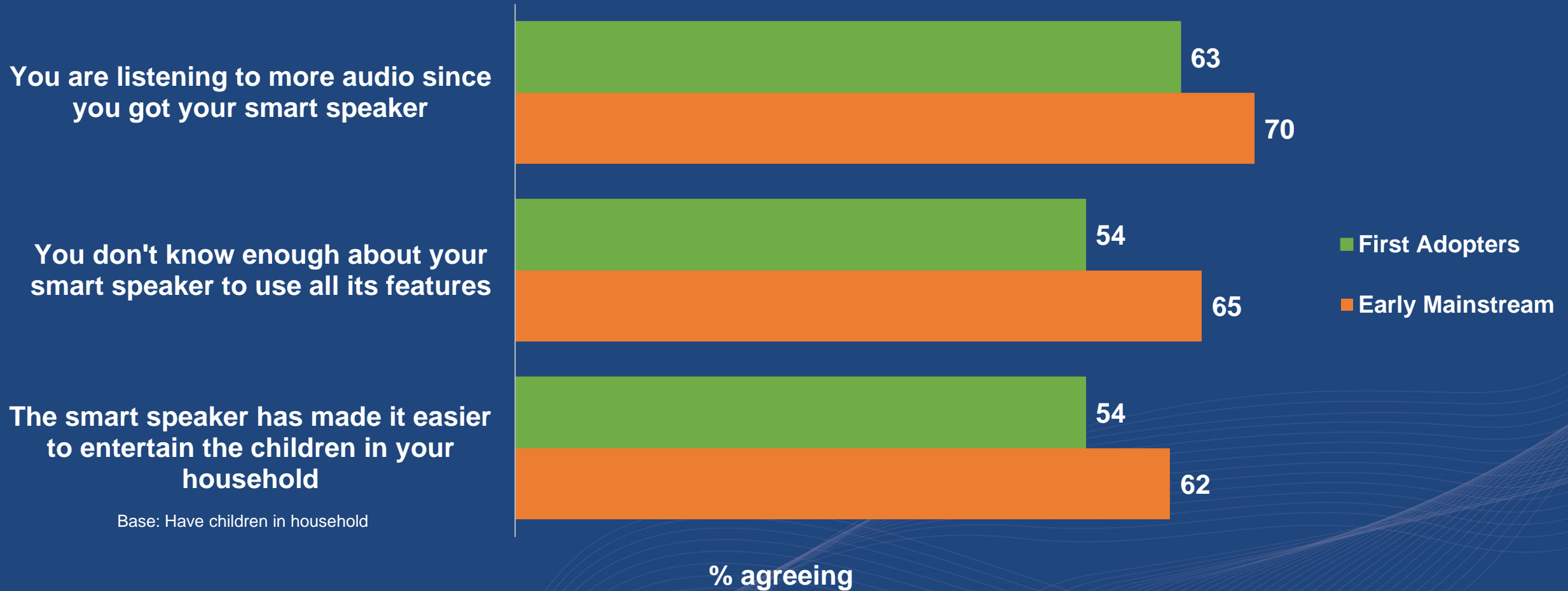
Weekly tasks indexed to total smart speaker owners (Early Mainstream)



Top three indexing activities by daypart:

	5am – 9am	9am – 5pm	5pm – 9pm	9pm – Midnight
#1	Traffic	Order Item	Order food	Control devices
#2	Weather	Listen to AM/FM station	Play game	Read short stories
#3	News	Add to shopping list	Find restaurant or business	Play audiobook

% agreeing with statements about smart speakers

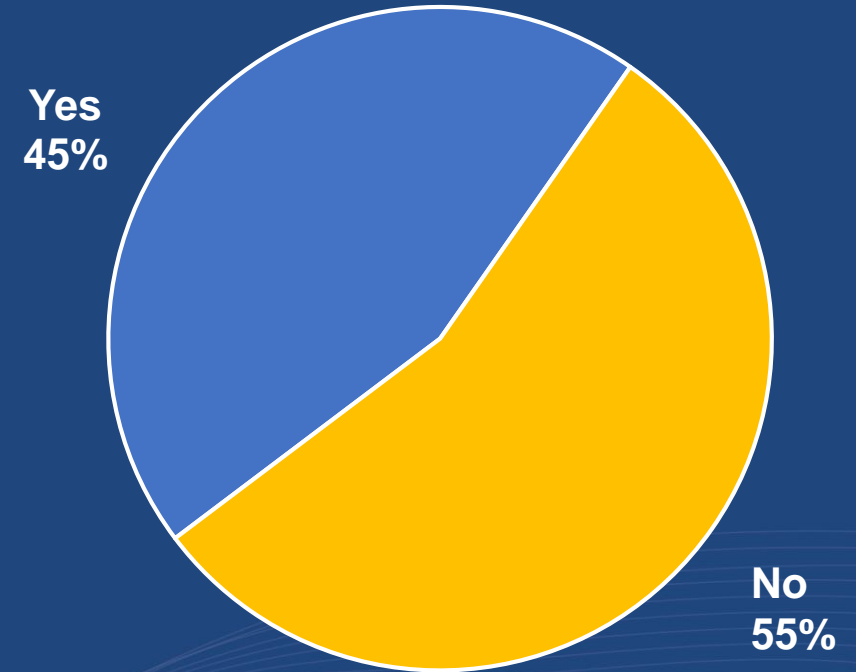


Smart Speaker Owners: Children in Household

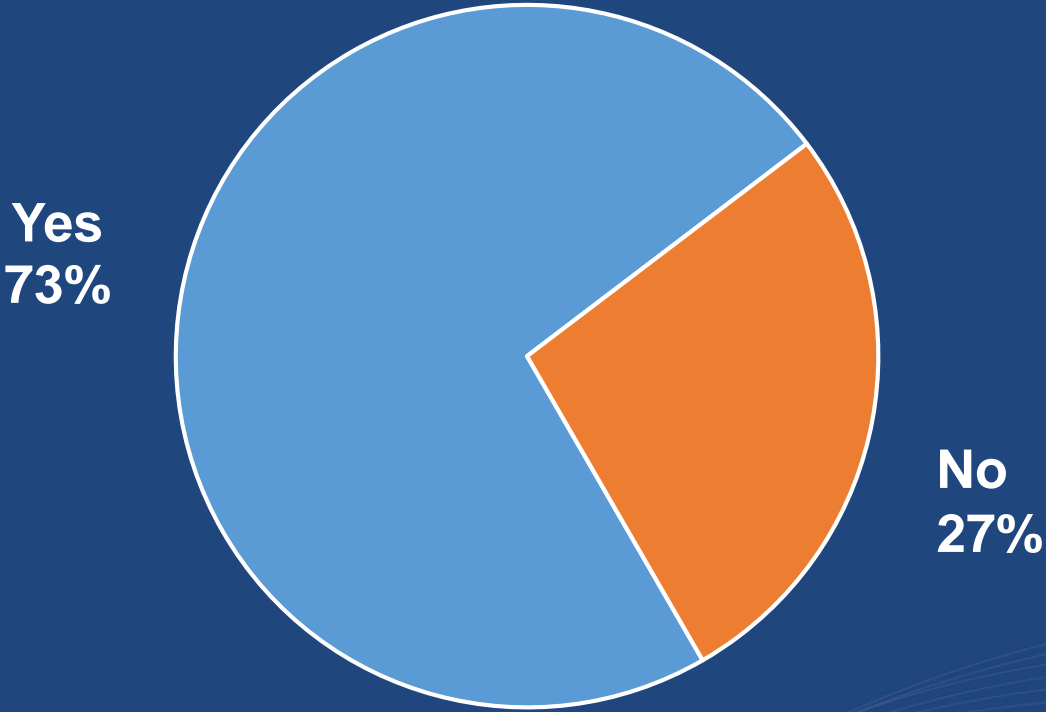
First Adopters



Early Mainstream

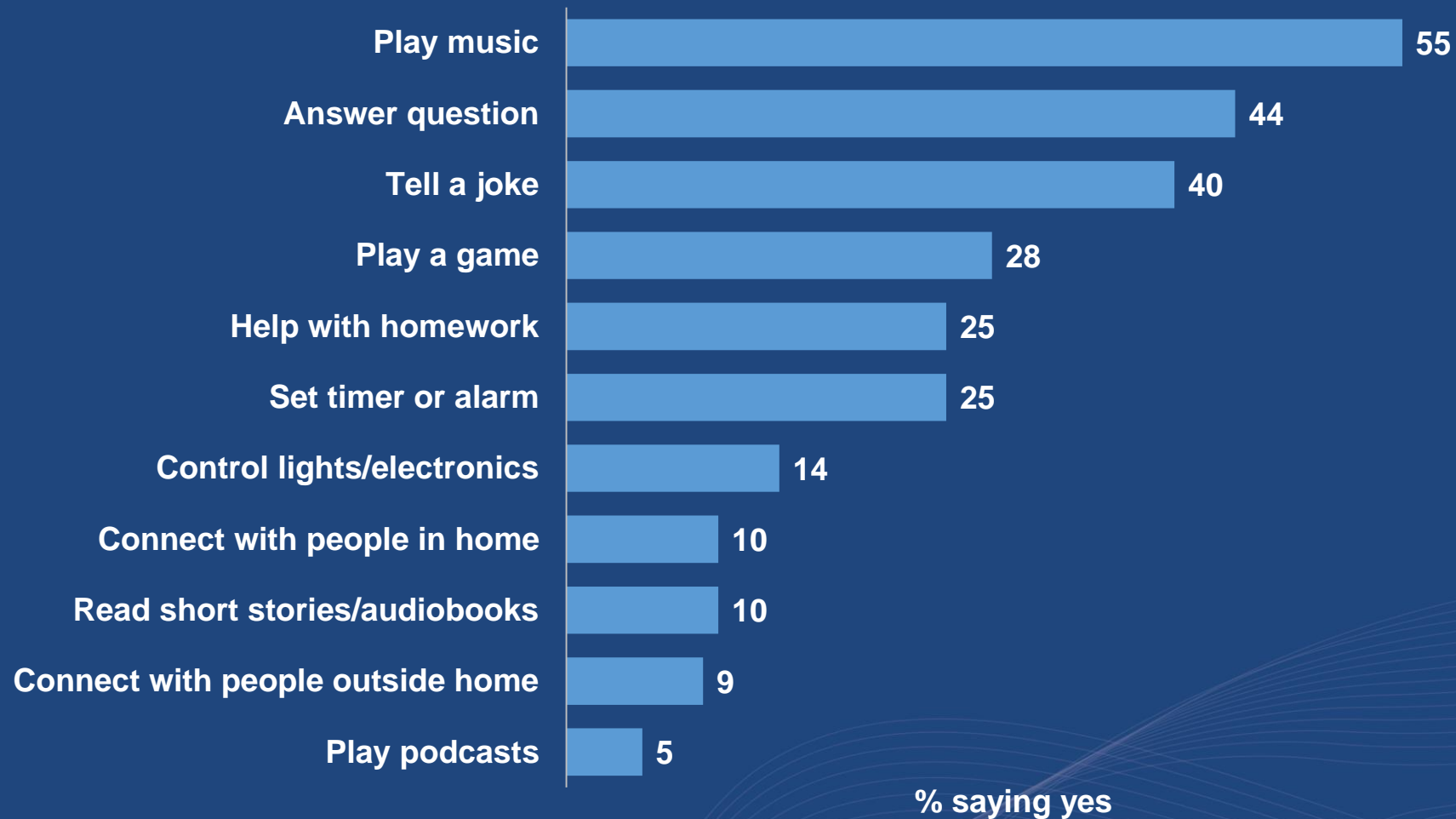


Do your children ever use the smart speaker in your home?



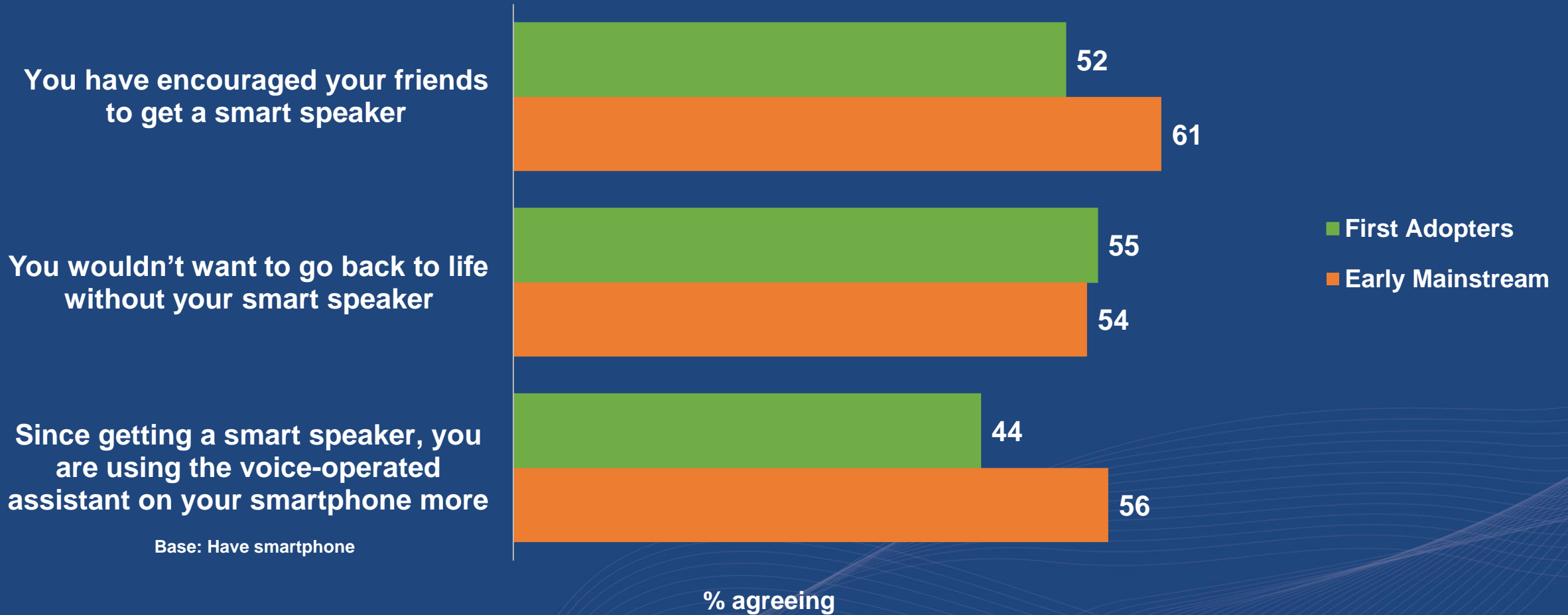
Base: Have children in household

Have your children ever requested your smart speaker to...?



Base: Children in home use smart speaker

% agreeing with statements about smart speakers

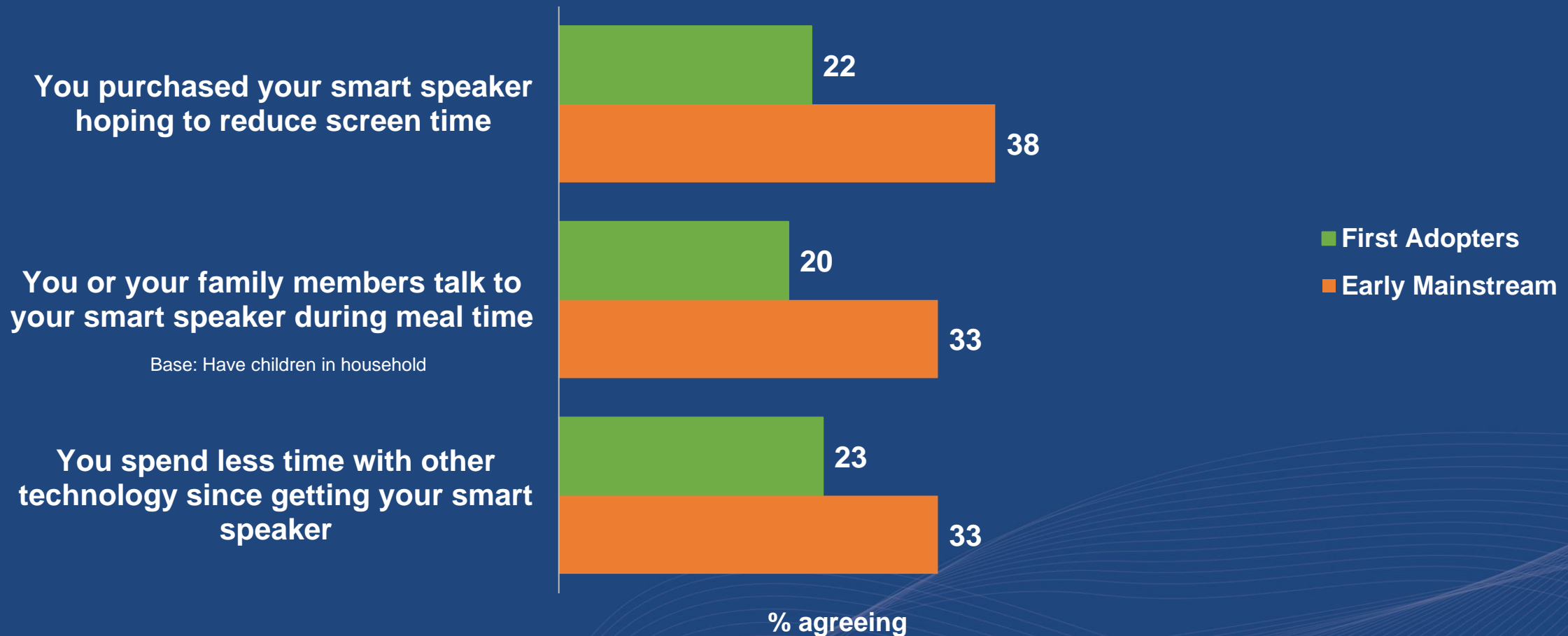


Do you ever use the voice-operated personal assistant on your smartphone?

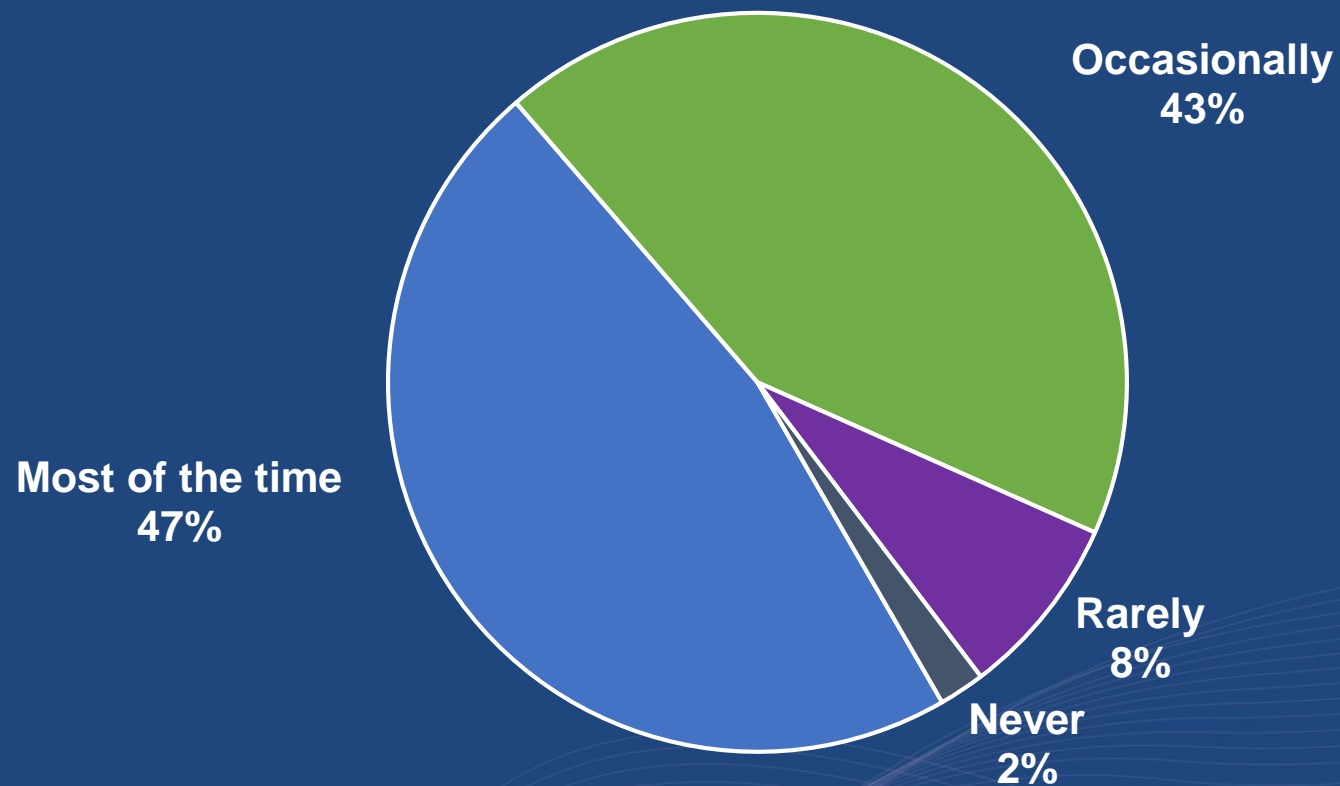


Base: Own a smartphone

% agreeing with statements about smart speakers

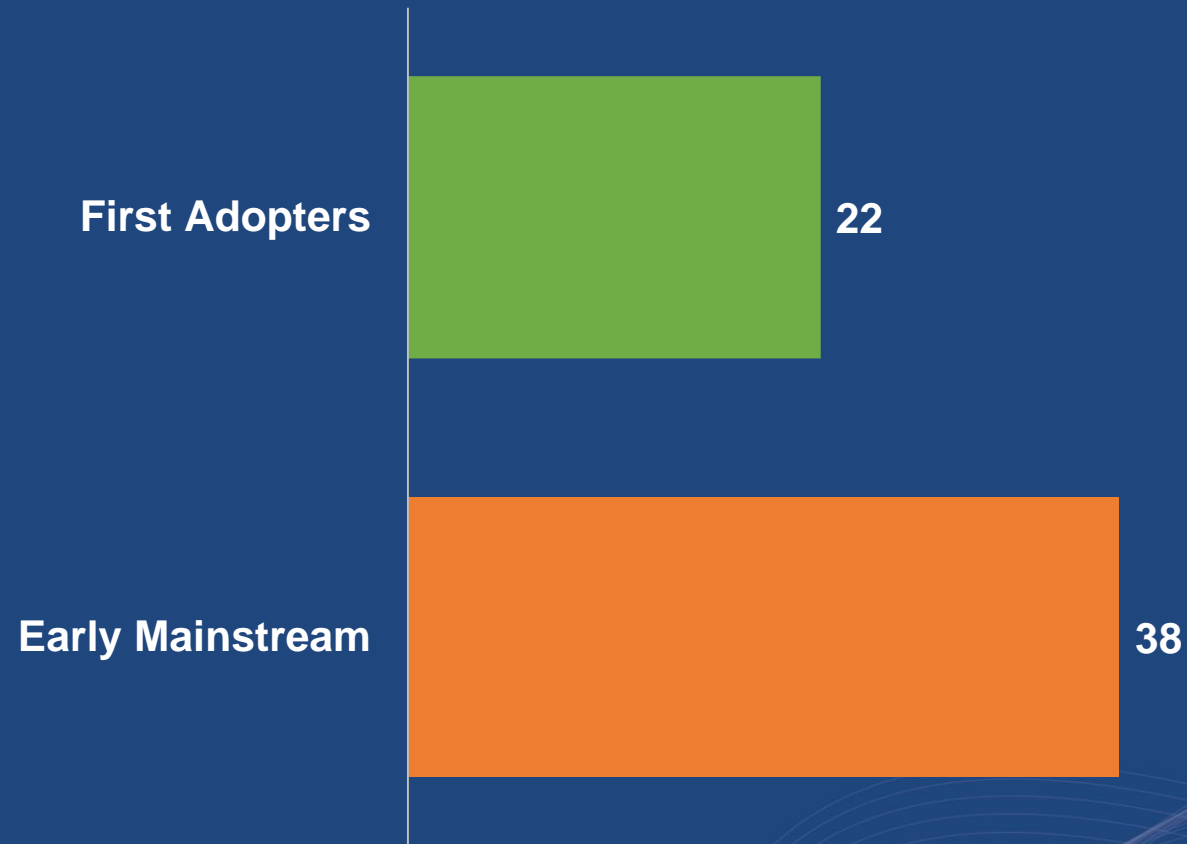


How often do you use the smart speaker with others in your household?

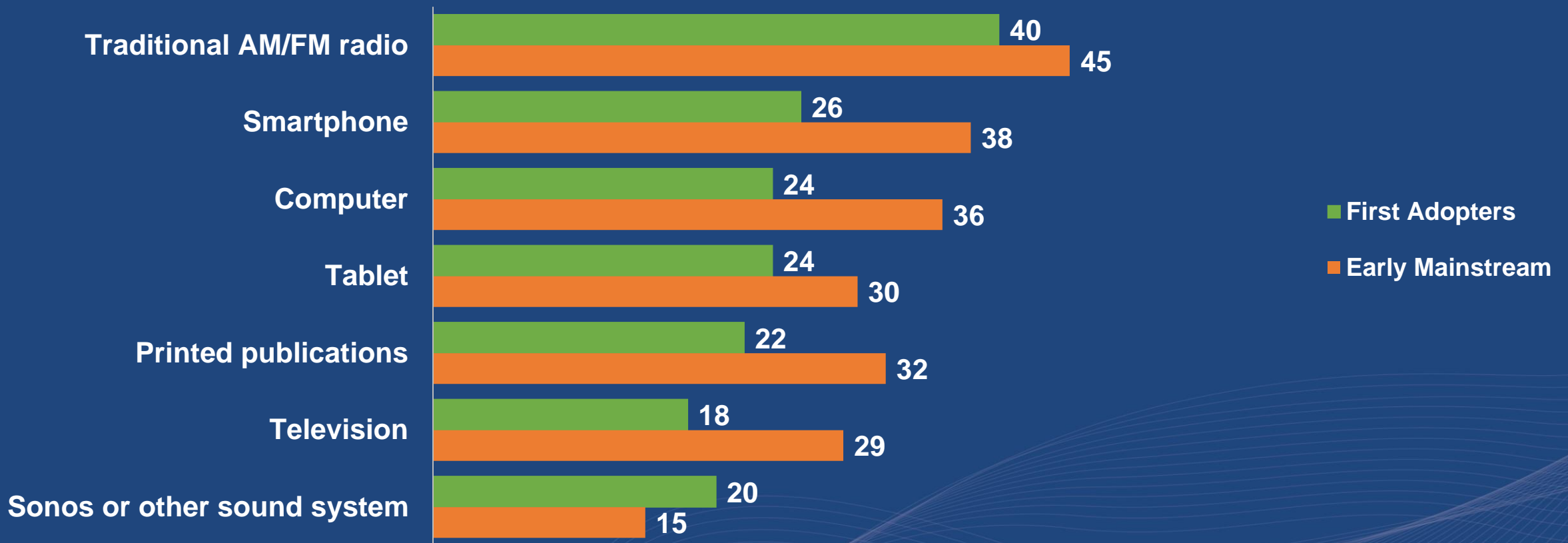


Base: Multiple people in household

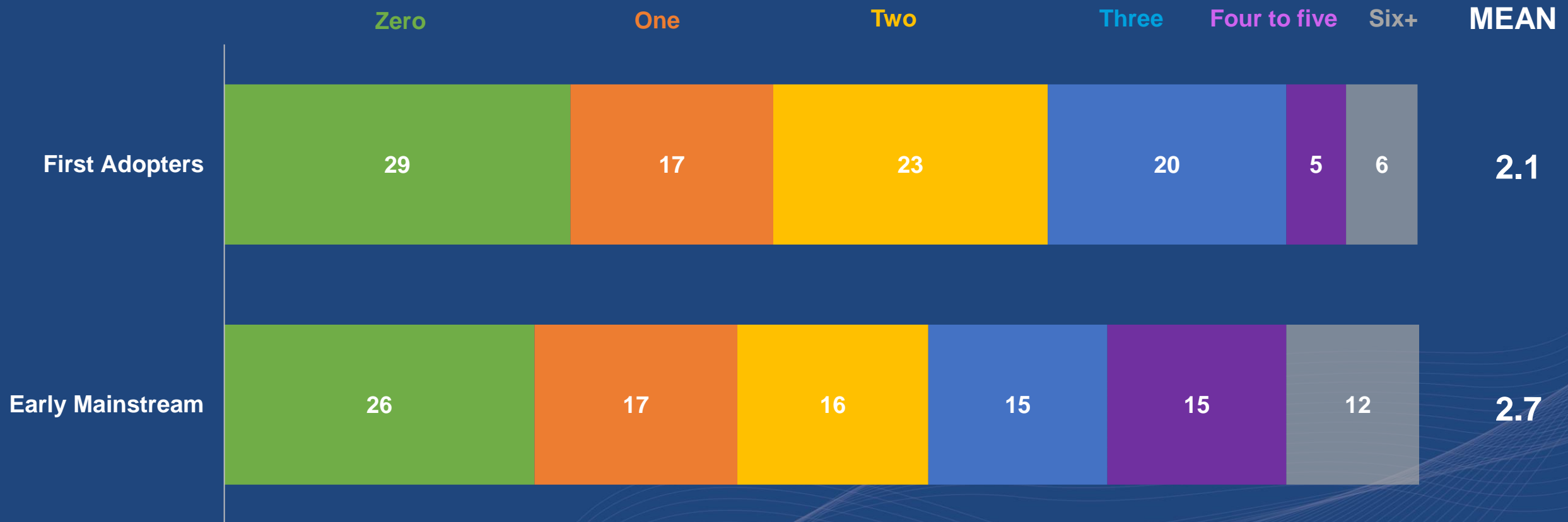
% who purchased smart speaker hoping to reduce screen time:



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

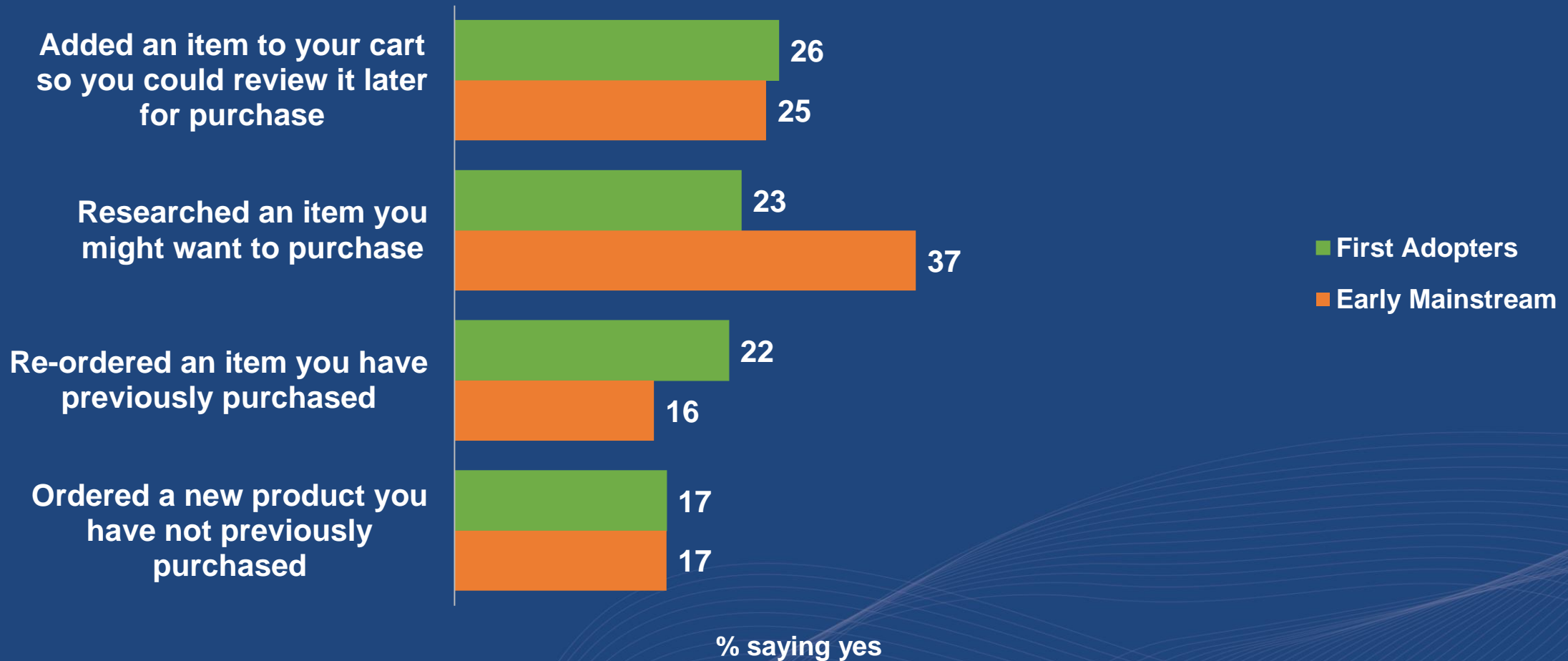


In the last three months, how many items have you purchased using your smart speaker?

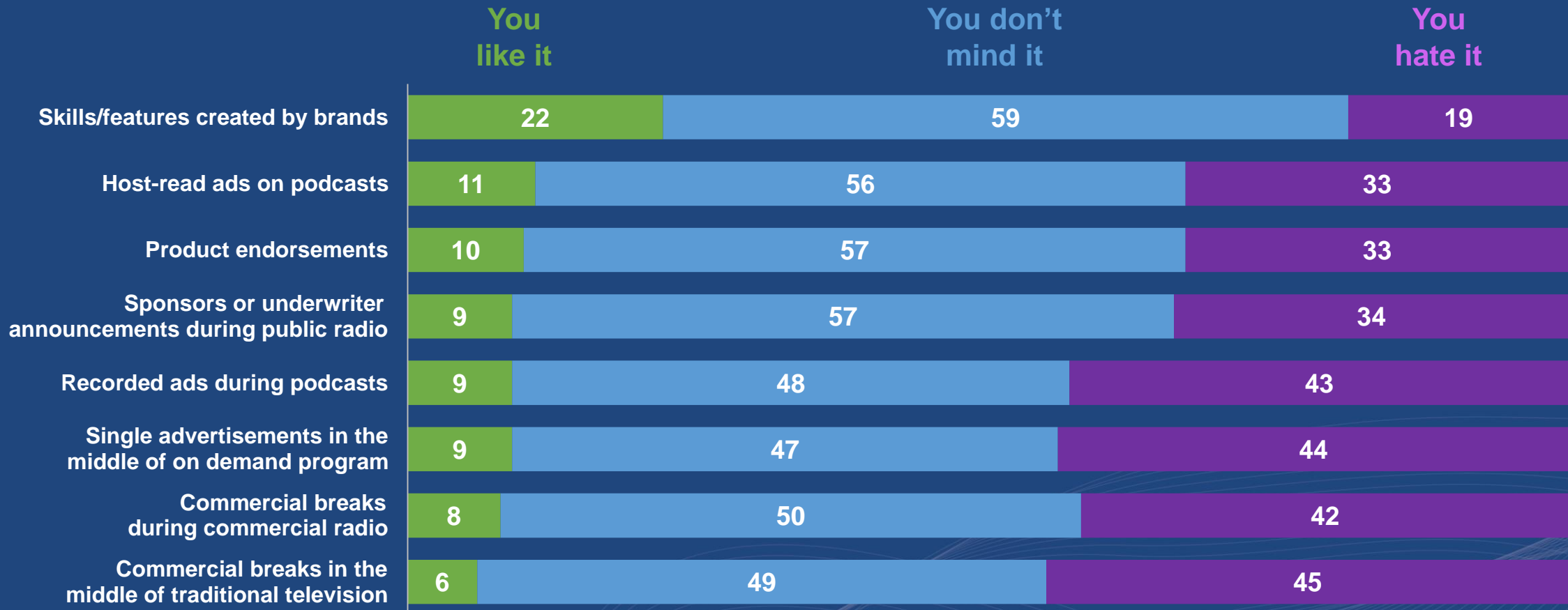


Base: Previously added item to cart or researched or ordered an item on smart speaker

Through your smart speaker, have you...?



How would you describe your attitude about the following types of advertisements?



Base: Gave a response



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