

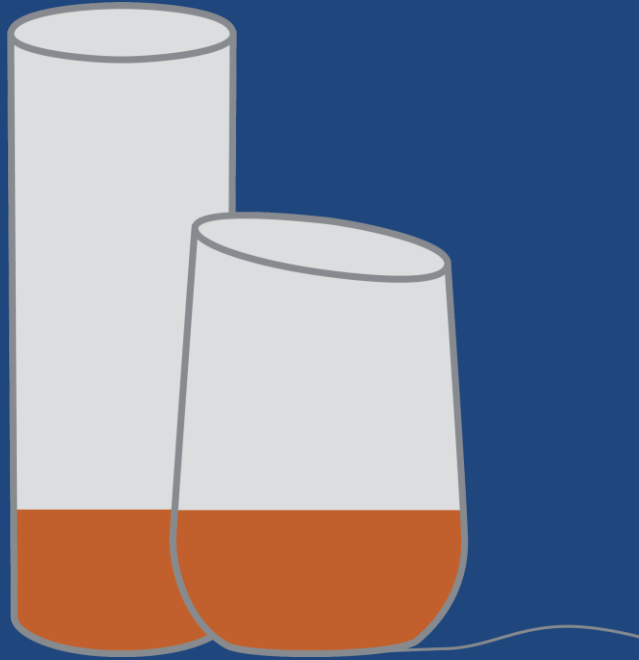


THE **smart**
audio REPORT



Methodology

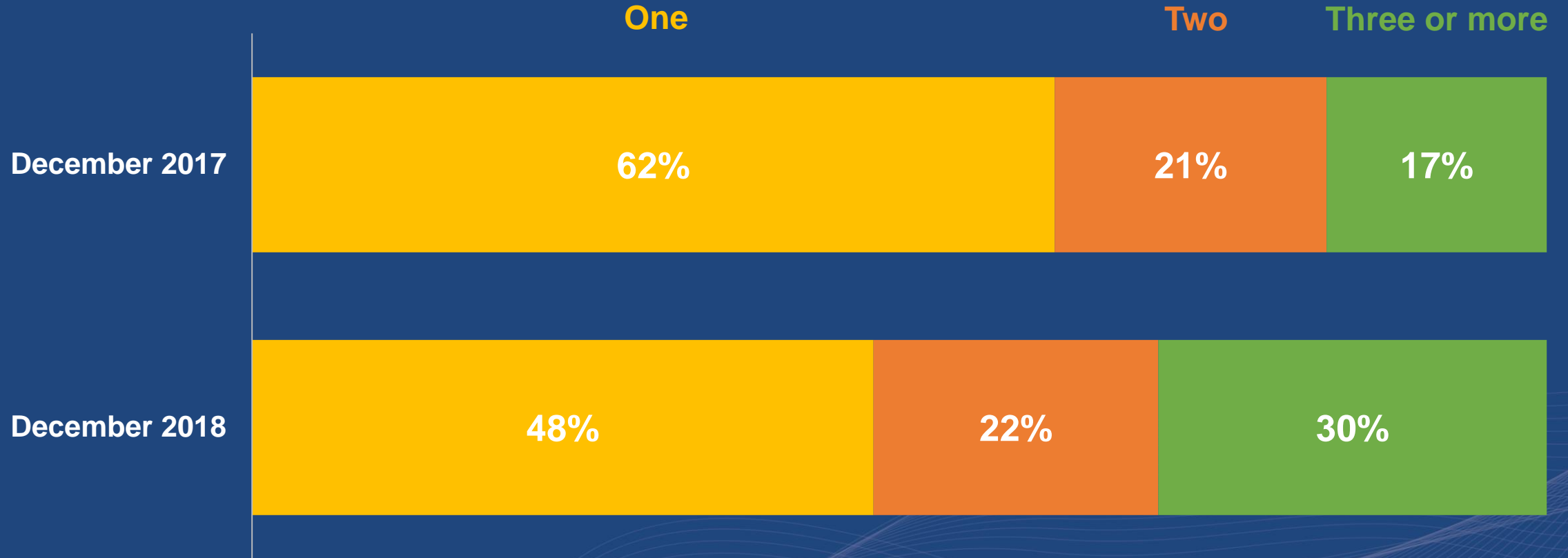
- National telephone survey of 1002 adults age 18 and older
 - Conducted 12/26/2018 – 12/30/2018
 - Tracking from previous telephone study in Winter 2017
- National online survey of adults age 18 and older
 - Conducted 5/6/2019 – 5/14/2019
 - 812 respondents own a smart speaker; 829 respondents do not own a smart speaker
 - Tracking from previous online studies from Spring 2017 and Spring 2018
- Ethnographic interviews in Los Angeles, St Louis, and Richmond, VA
 - Conducted in May – June, 2019



21% of Americans
18+ own a Smart Speaker,
or around **53 million** people
14 million new smart speaker owners in 2018

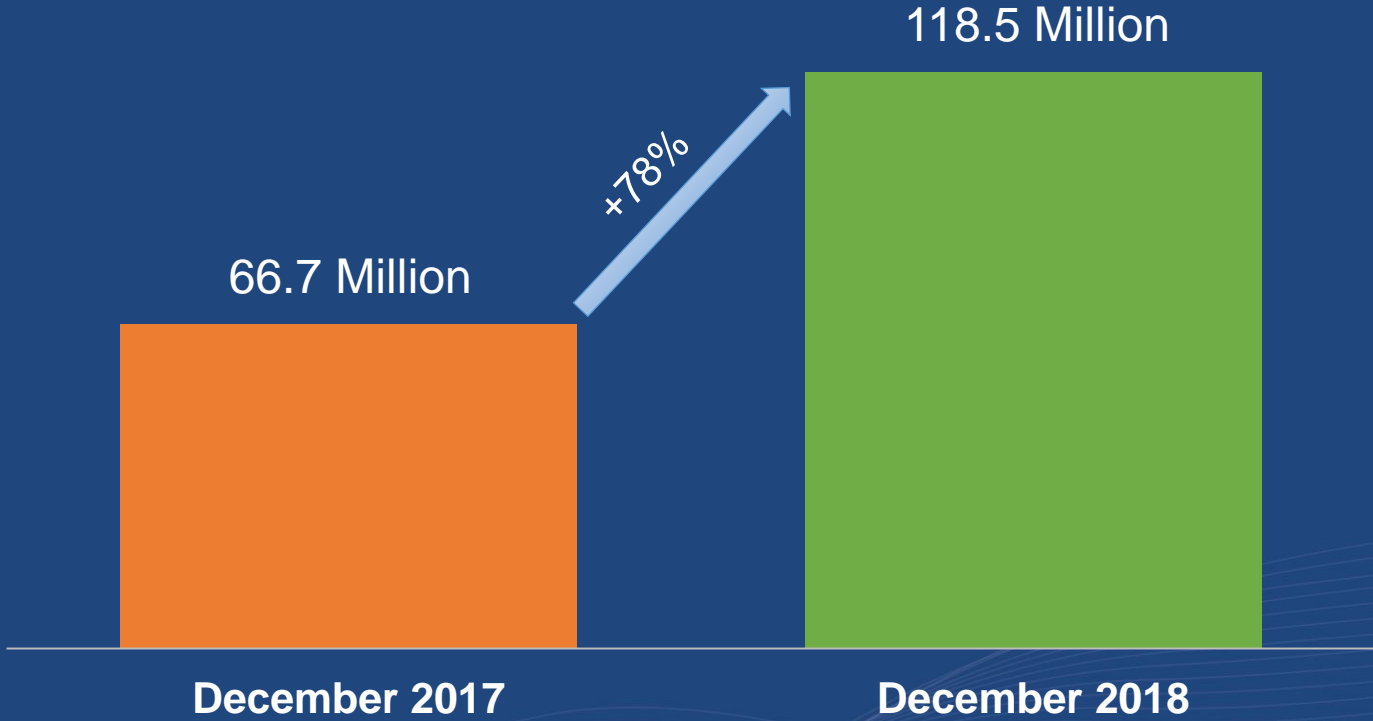
Google Home Google Home is a trademark of Google Inc.

How many smart speakers do you own?



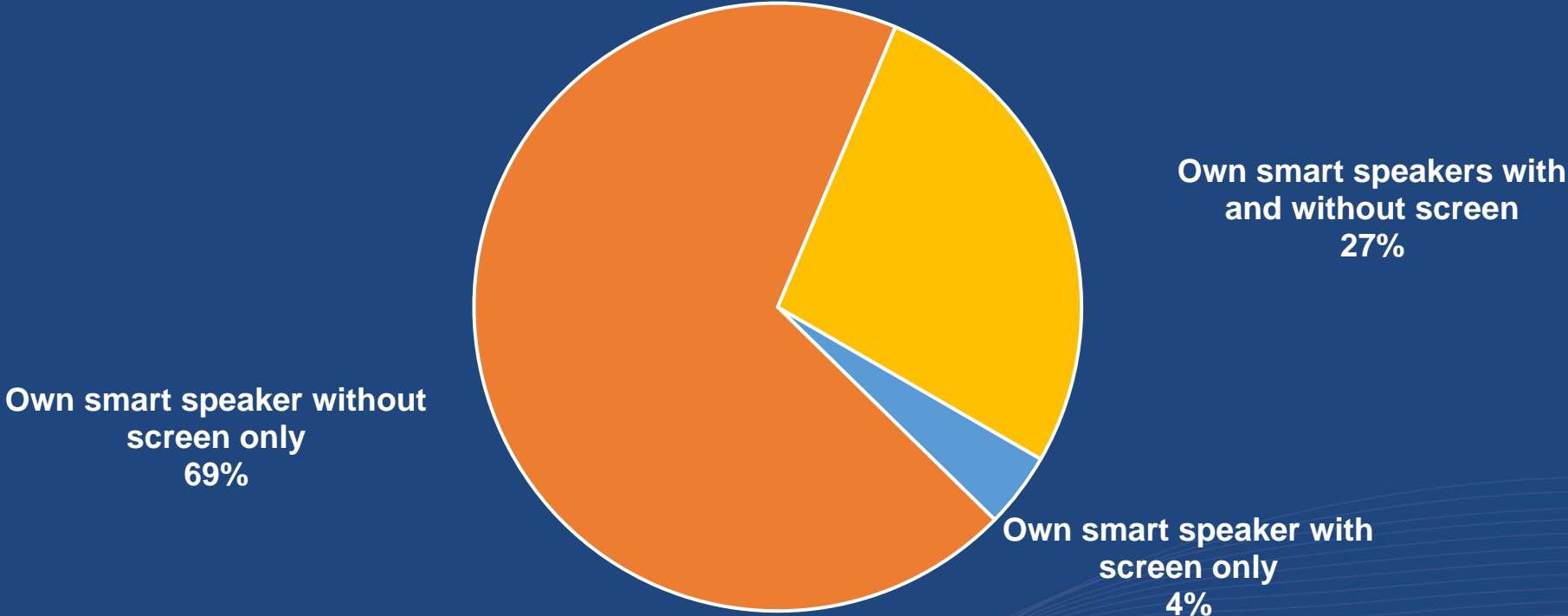
Base: Own a smart speaker and expressing an opinion

Number of Smart Speakers in U.S. households grows by 78% in one year



Number of smart speakers in U.S. households

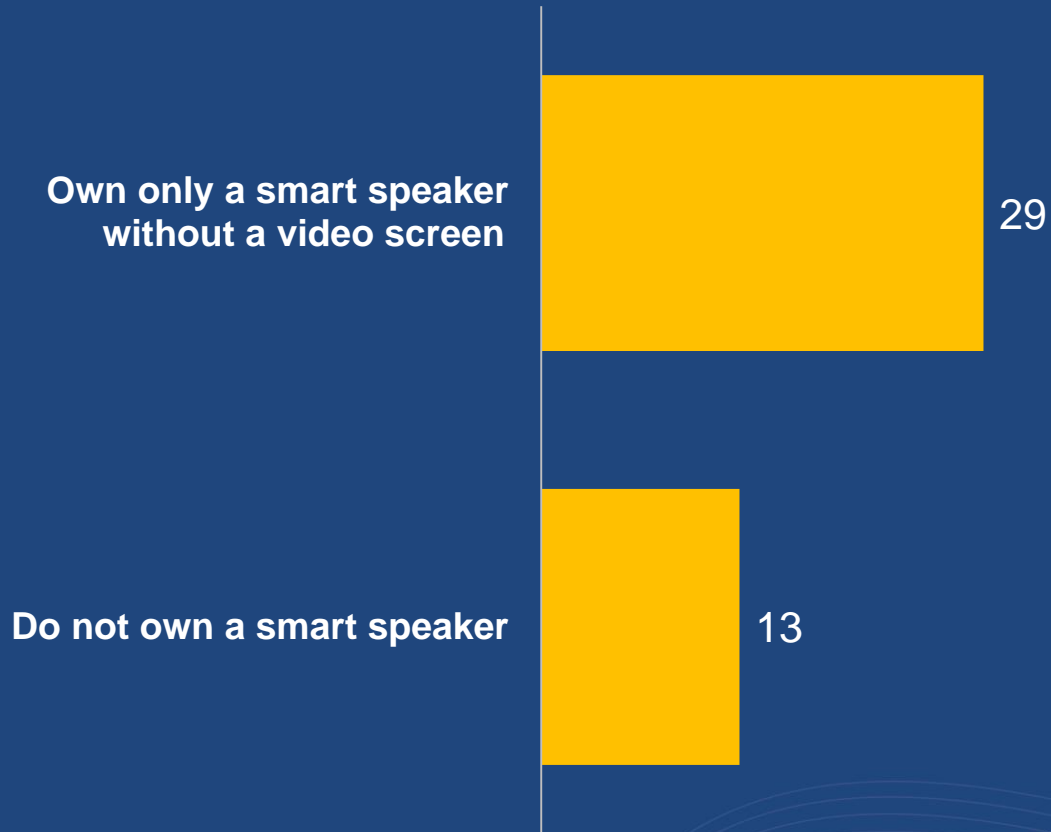
Type of smart speaker owned (with screens vs. without screens):



Spring 2019

Base: Smart speaker owners

% who expressed interest in owning a video smart speaker such as the Amazon Echo Show or Google Home Hub:



Spring 2019

% agreeing with statements about smart speakers (Own a video smart speaker)

The screen on your smart speaker has made it easier to discover new content

66

Having a screen on your smart speaker makes it easier to use

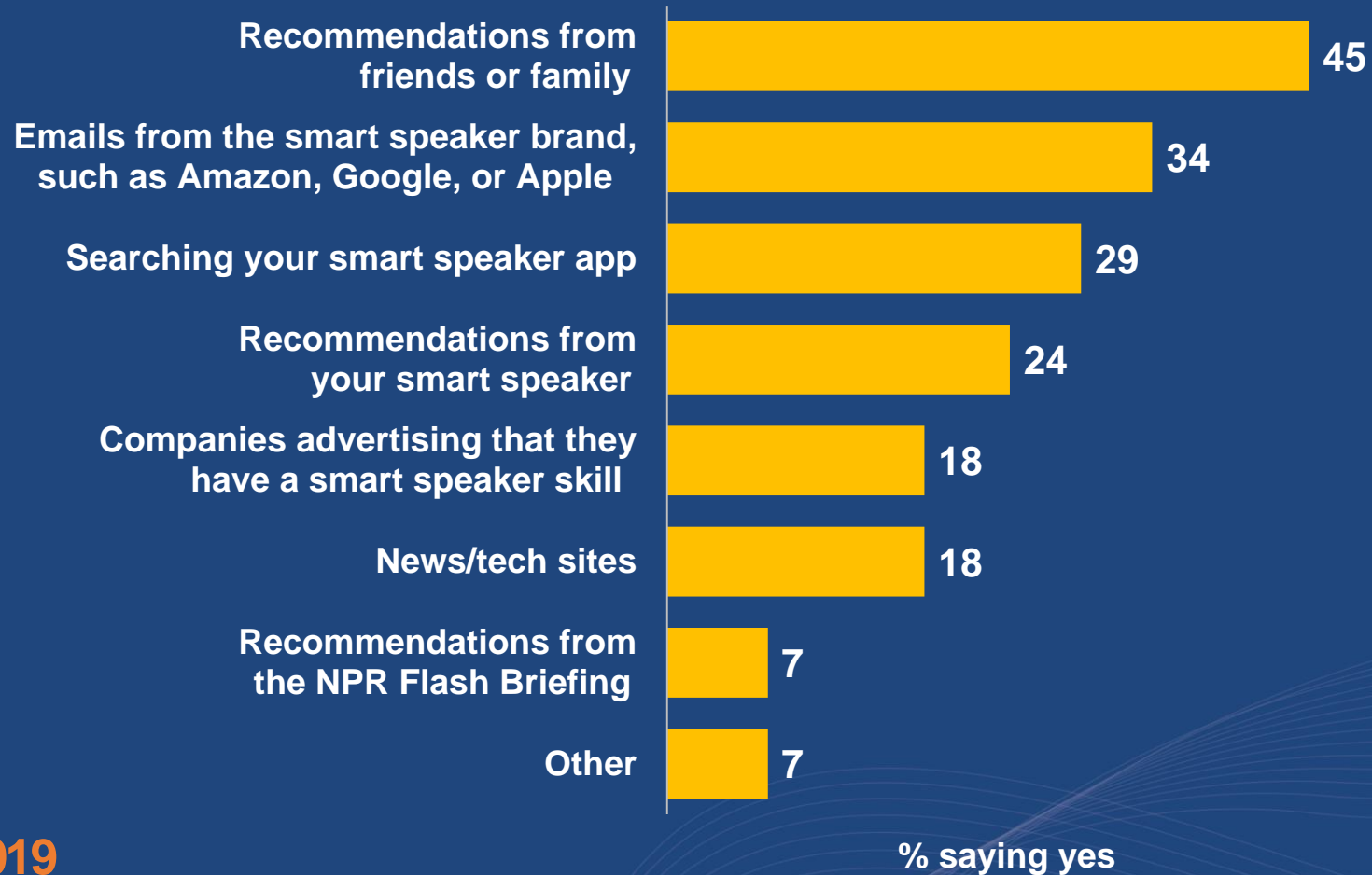
66

% agreeing

Spring 2019

Base: Own a smart speaker with a video screen

How do you discover new skills or actions for your smart speaker?



% saying yes

Spring 2019

Base: Smart speaker owners

69%

agree that they don't know enough about their smart speaker to use all of its features

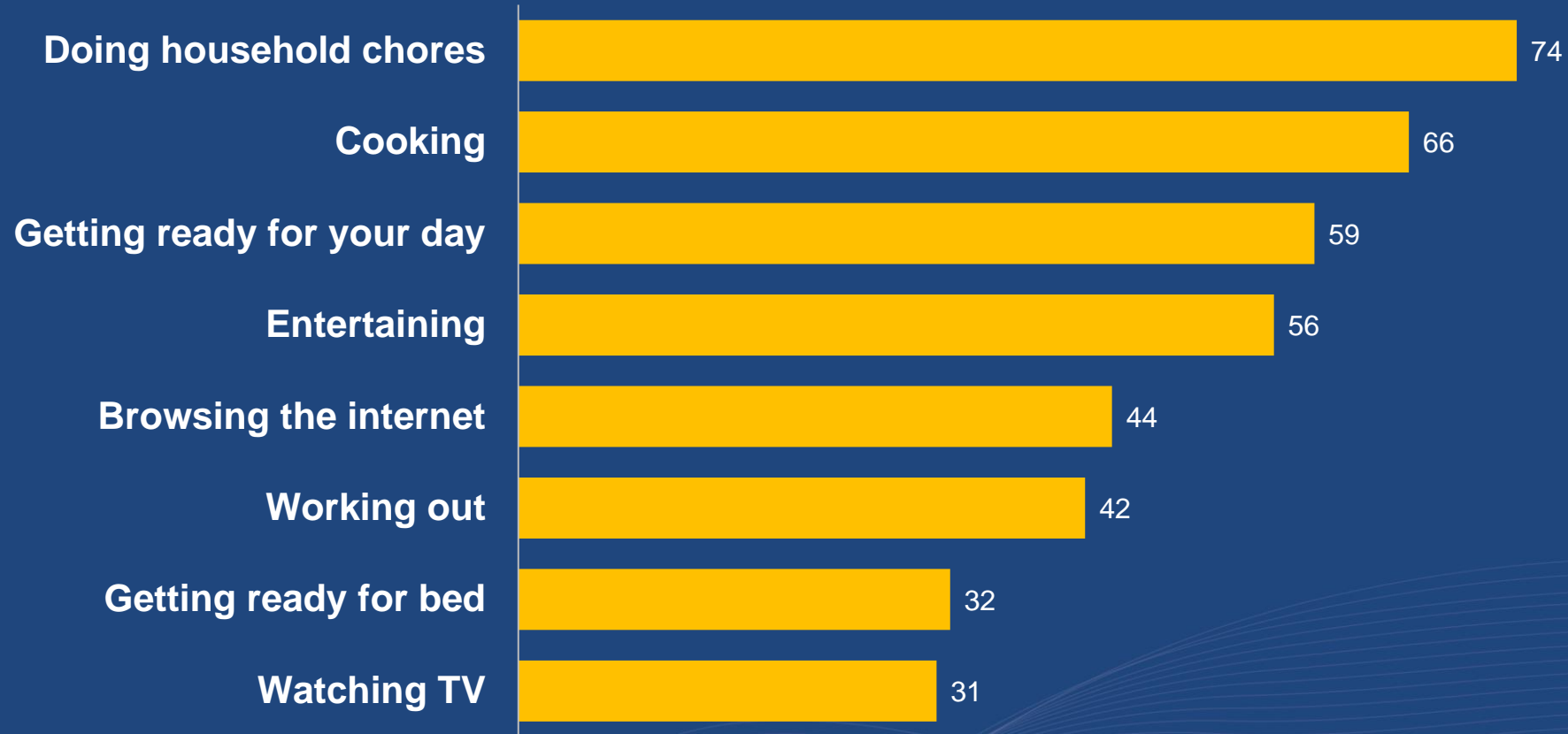


Spring 2019

Base: Smart speaker owners

Smart Speaker Usage

In a typical week, do you ever use your smart speaker while...

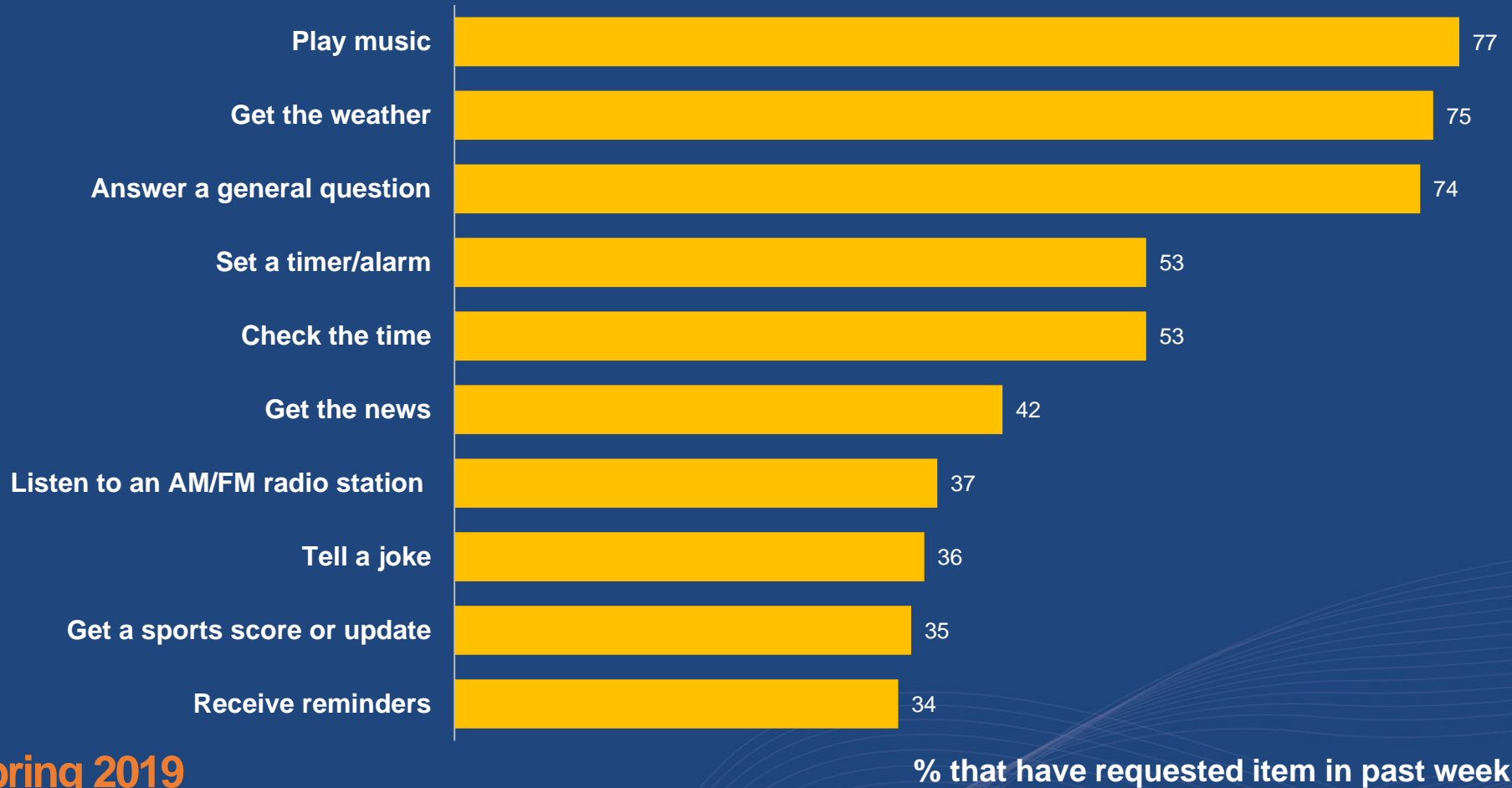


% saying yes

Spring 2019

Base: Smart speaker owners

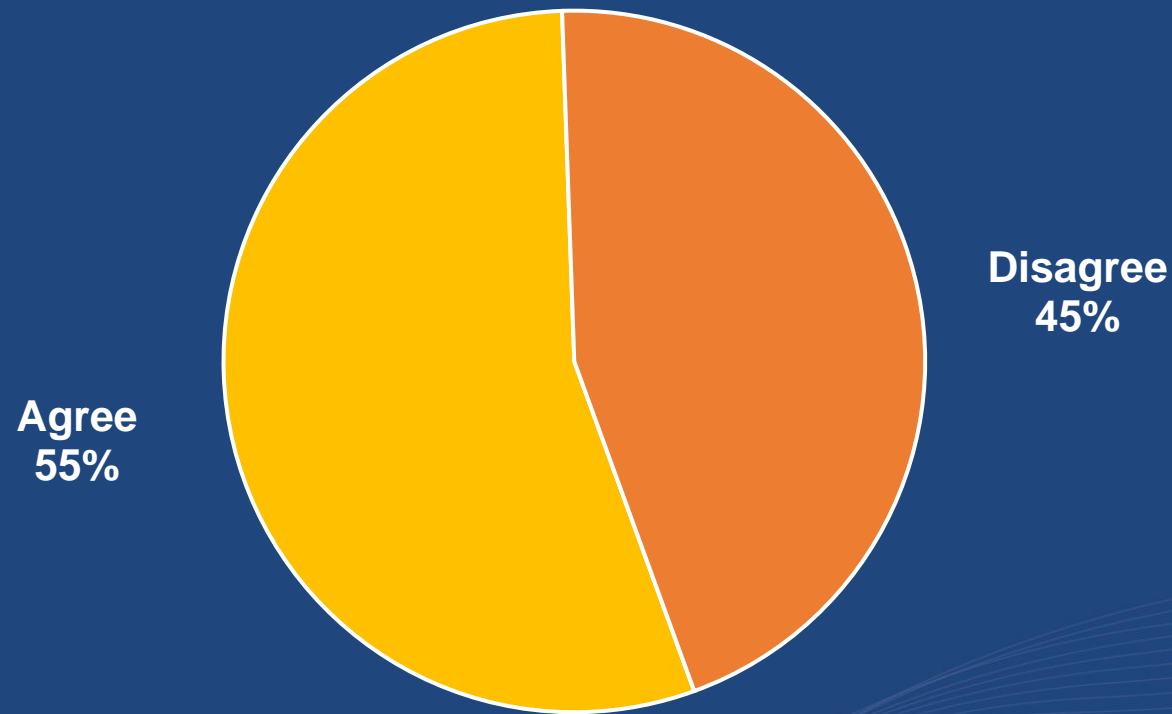
Top ten weekly smart speaker requests:



Spring 2019

Base: Smart speaker owners

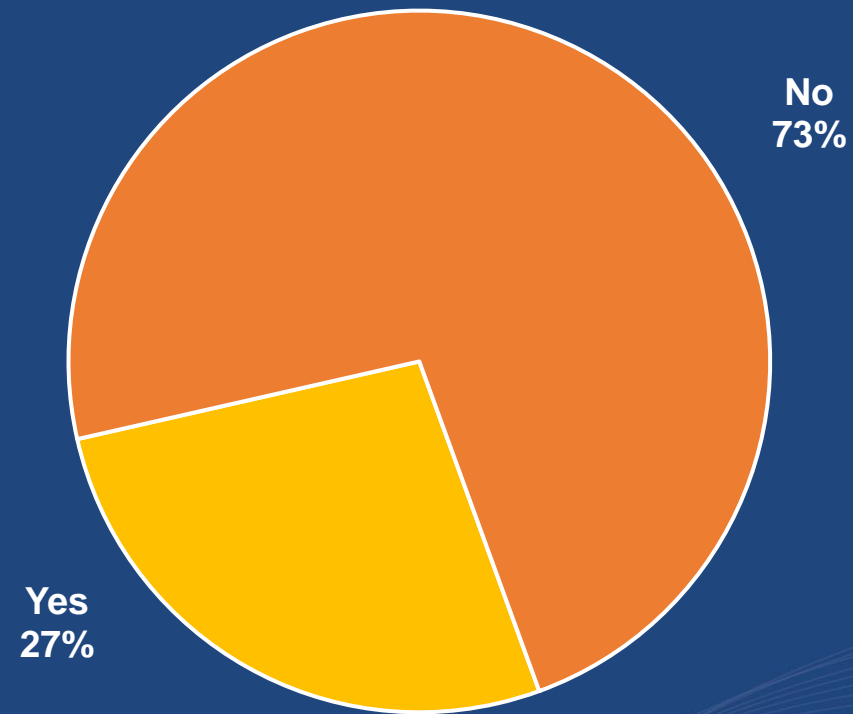
% who agree: “You are listening to more audio since getting a smart speaker”



Spring 2019

Base: Smart speaker owners

% who use smart speaker to control household devices in past week:



Spring 2019

Base: Smart speaker owners

Those who used smart speaker
to control household devices in
the past week use an average of:

16

types of skills per week

Spring 2019

Base: Smart speaker owners

55% expressed interest in having a feature that would allow their smart speaker to call 911 if multiple smoke alarms went off in the home

Spring 2019

Base: Smart speaker owners

24% expressed interest in having a smart speaker feature that would recommend mental health resources if it detects they are feeling depressed or suicidal

Spring 2019

Base: Smart speaker owners

58% worry that hackers could be using their smart speaker to get access to their home or personal information

Spring 2019

Base: Smart speaker owners

54% trust the companies that make smart speakers to keep their personal information secure

Spring 2019

Base: Smart speaker owners



75%

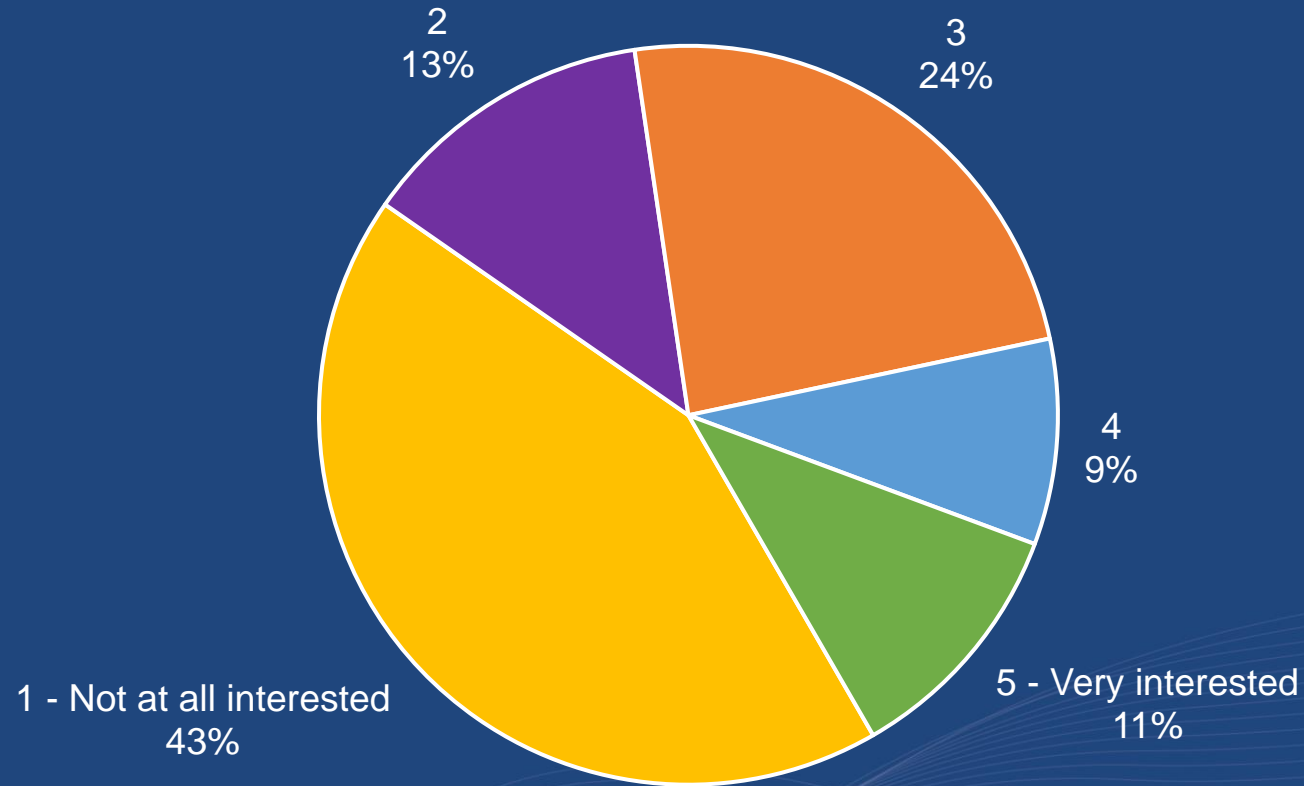
of smart speaker owners with children in the household use the device daily

Spring 2019

Base: Smart speaker owners

Interest in owning Smart Speakers

How interested would you be in owning a smart speaker? (Do not own a smart speaker)



Spring 2019

Base: Do not own a smart speaker

% expressing interest in owning a smart speaker:

26%

Among those that
do not own a smart
speaker (age 18-34)

29%

Among those that
do not own a smart
speaker (age 35-54)

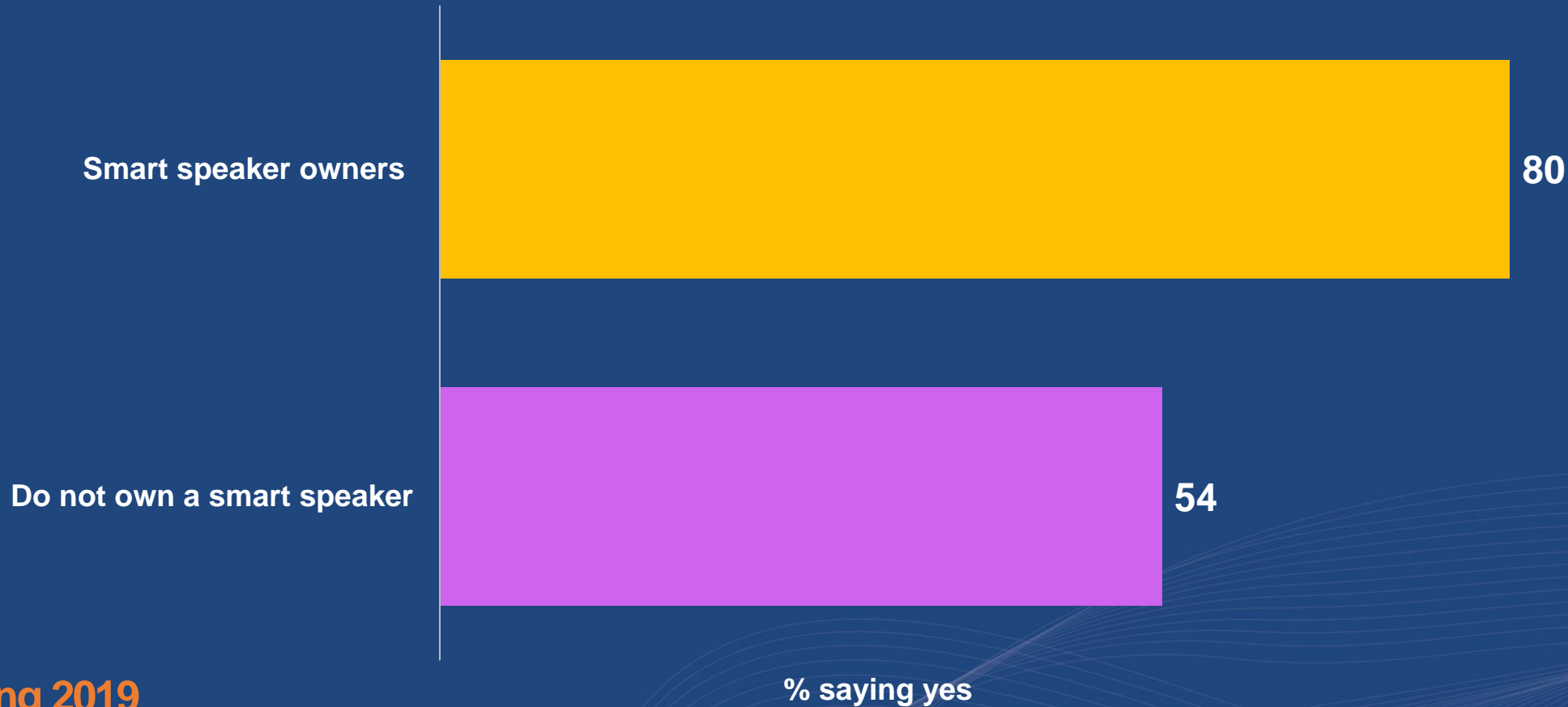
9%

Among those that
do not own a smart
speaker (age 55+)

Spring 2019

Base: Do not own a smart speaker

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



Spring 2019

Base: Own a smartphone (97% of smart speaker owners; 90% of non-owners)

% expressing interest in owning a smart speaker:

20%

Among those that
do not own a smart speaker

31%

Among those that
do not own a smart speaker and
use voice commands on phone

Spring 2019

Base: Do not own a smart speaker

Reasons for not owning a smart speaker

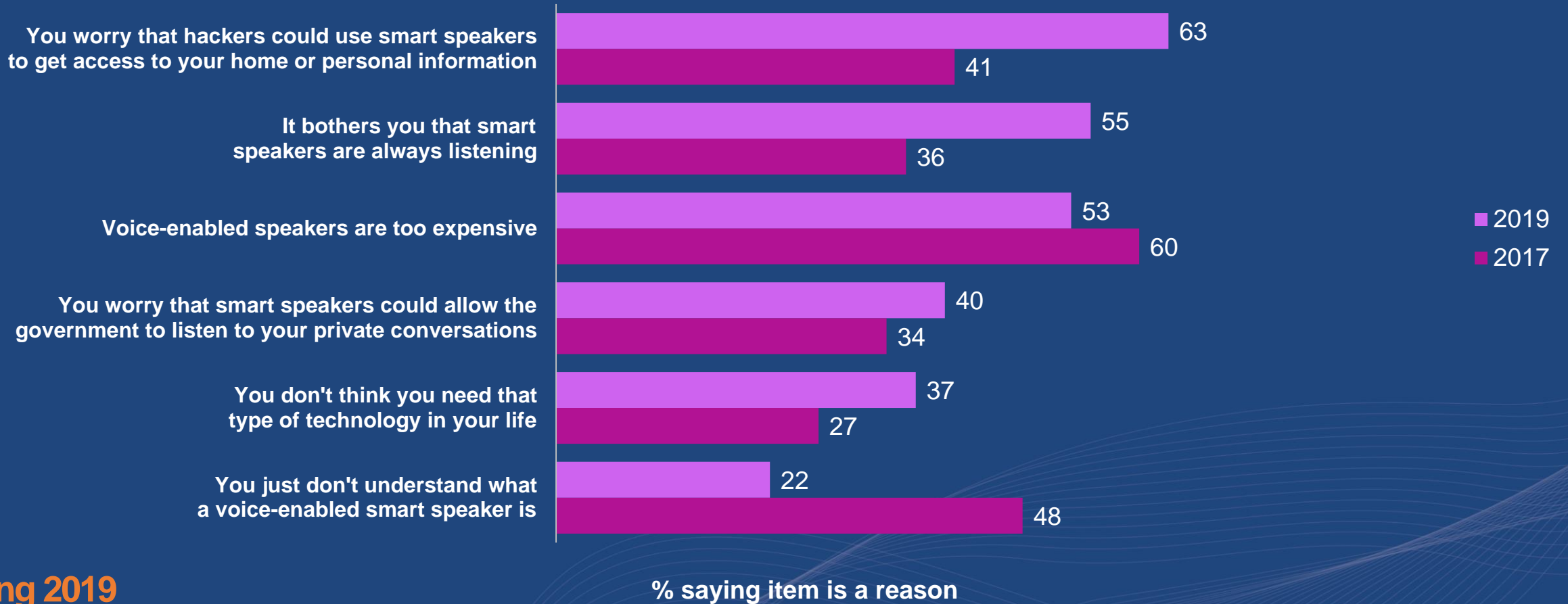


60% of those who do not own a smart speaker agree they don't need that type of technology in their lives

Spring 2019

Base: Do not own a smart speaker

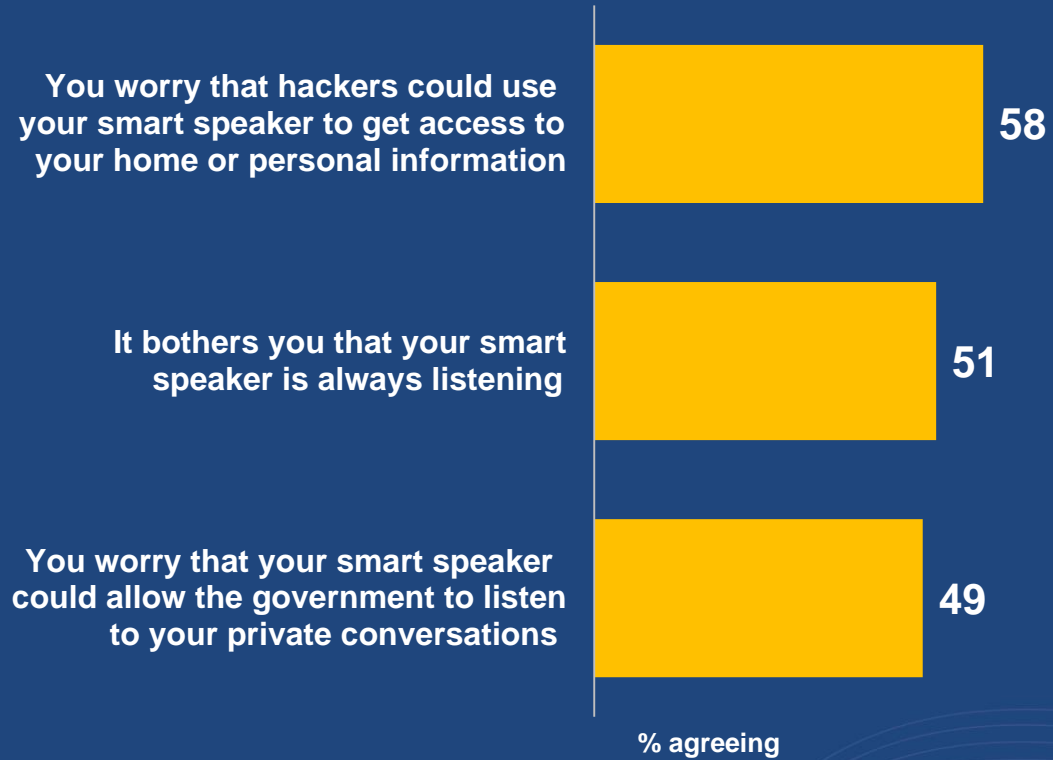
Is this reason why you do not currently own a smart speaker? (Do not own a smart speaker and interested in owning a smart speaker)



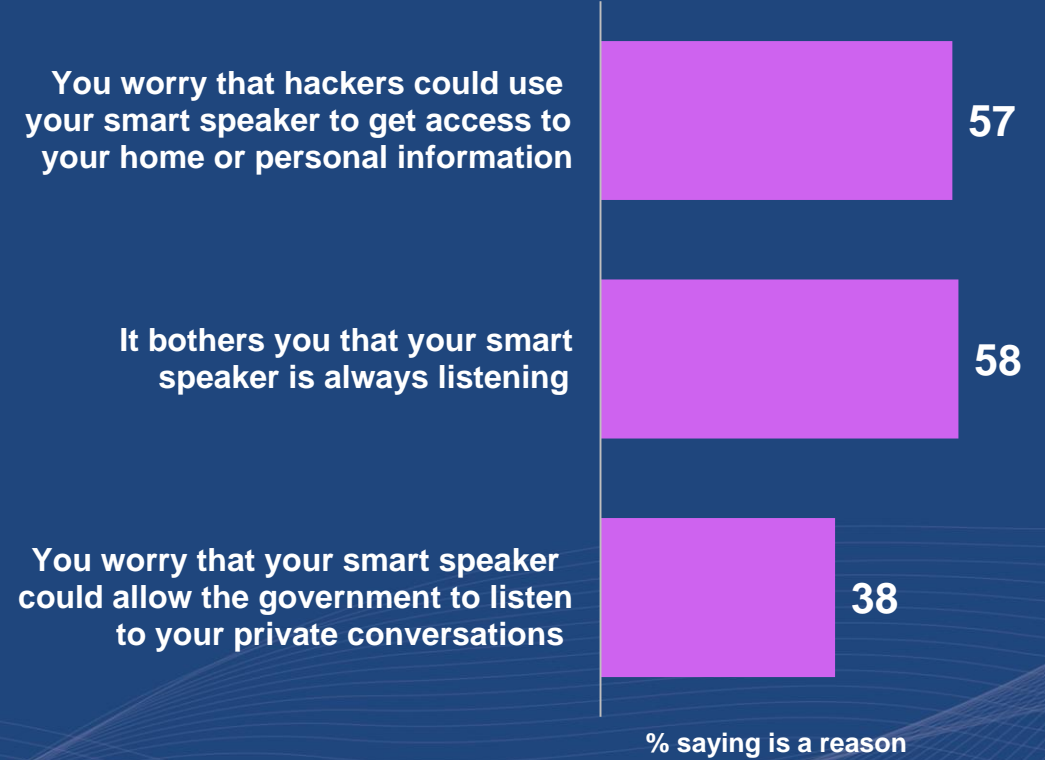
Spring 2019

Base: Do not own a smart speaker and interested in owning a smart speaker

Smart speaker owners:
% agreeing with statements
about smart speakers



Do not own a smart speaker:
% saying this is a reason they
do not own a smart speaker



Spring 2019

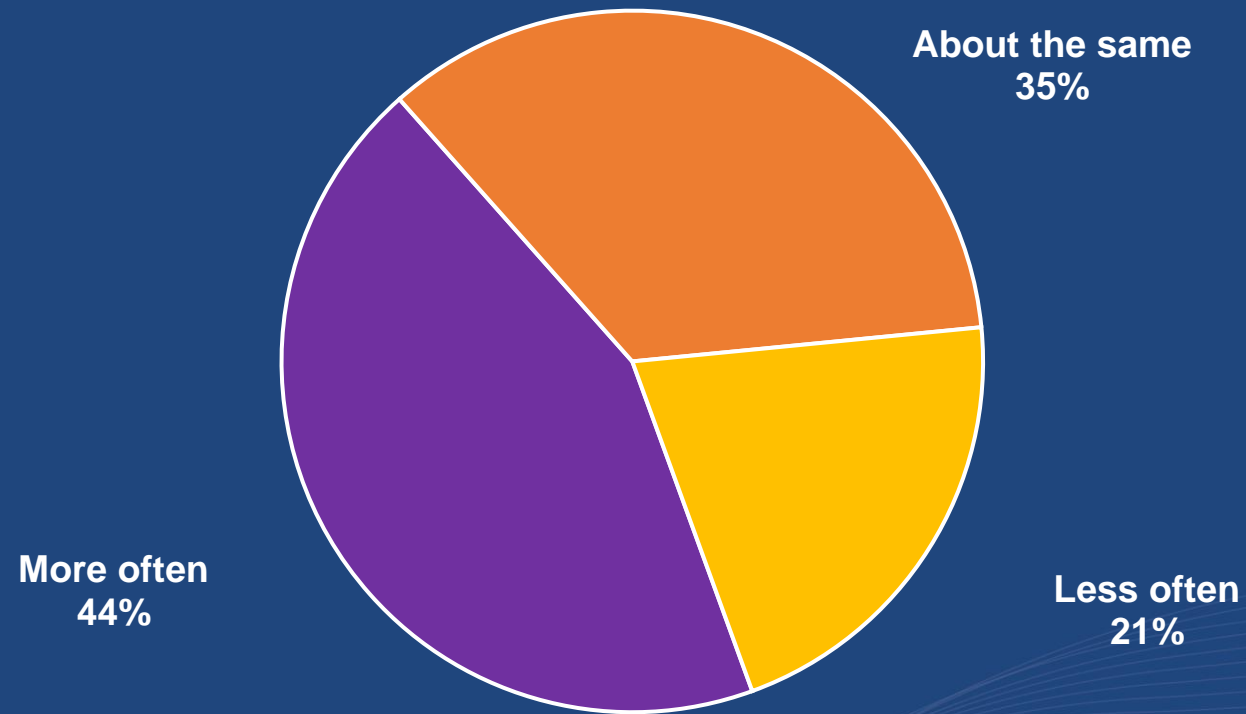


69% of smart speaker owners use the device daily

Spring 2019

Base: Smart speaker owners

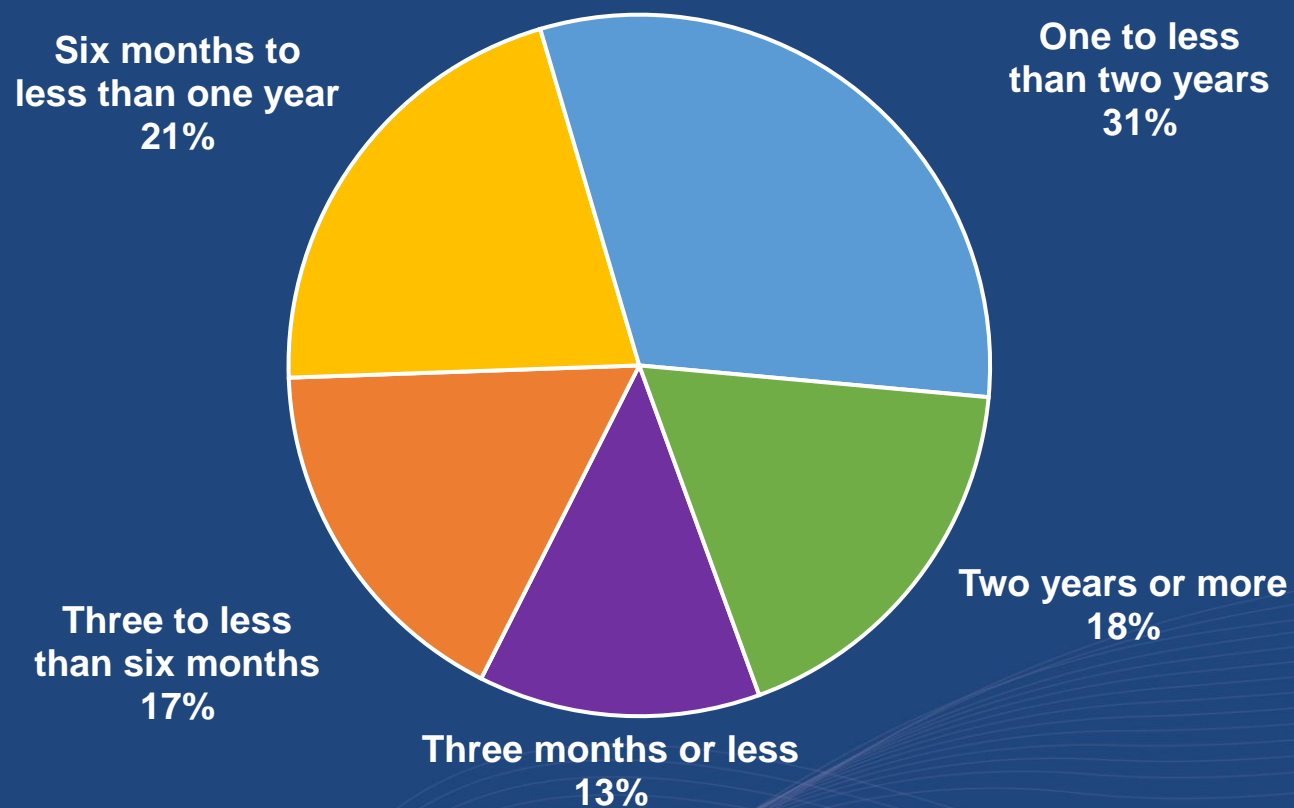
Think back to the first month you owned a smart speaker. Compared to that first month, are you now using it...?



Spring 2019

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

How long have you had a smart speaker in your home?



Spring 2019

Base: Smart speaker owners

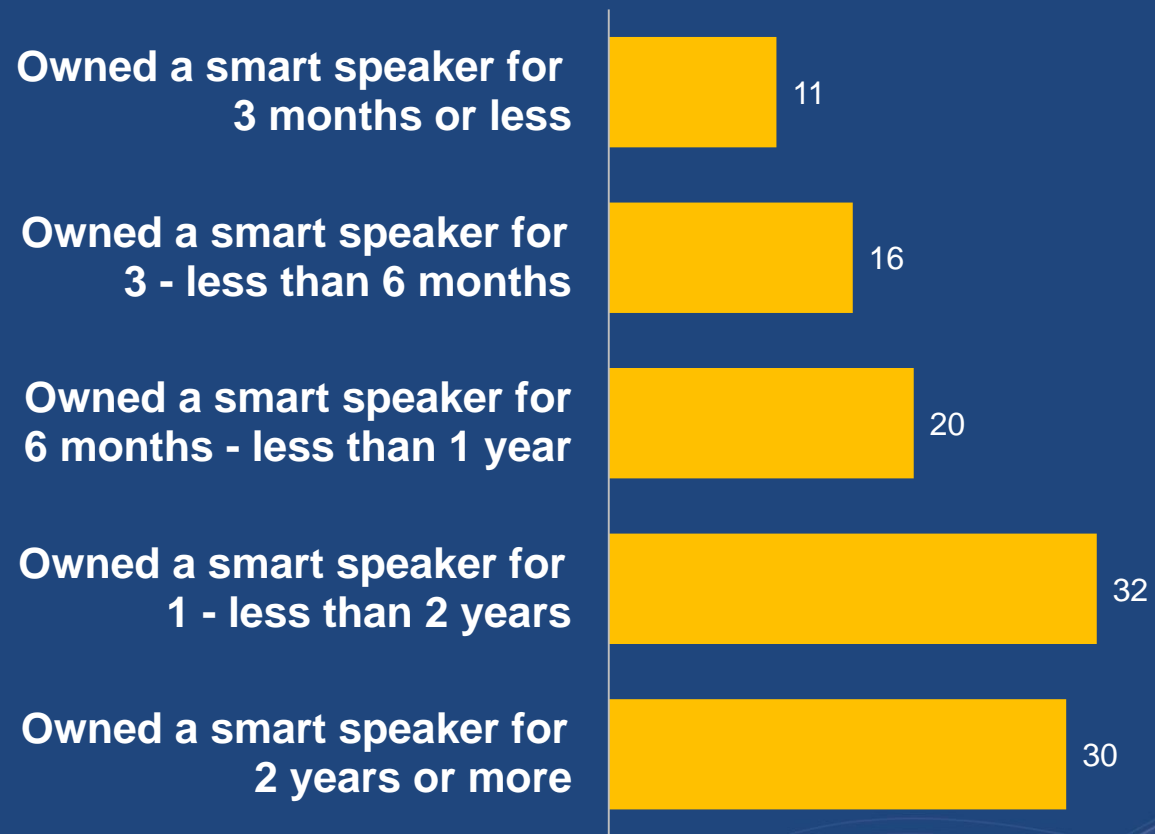
Average number of skills used on smart speaker in the past week:

Owned a smart speaker for three months or less:	11.7
Owned a smart speaker for three months to less than six months:	10.2
Owned a smart speaker for six months to less than one year:	9.5
Owned a smart speaker for one year to less than two years:	9.5
Owned a smart speaker for two years or more:	7.0

Spring 2019

Base: Smart speaker owners

% who agree: “You wouldn’t want to go back to life without your smart speaker”



% who agree

Spring 2019

Base: Smart speaker owners



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npr.org/smartaudio

