## IN THE SMART audio REPORT





## **OOMO** say that they wouldn't want to go back to life without their Smart Speaker







#### Methodology

- 1,010 person telephone survey
  - Adults age 18 and older
  - National study conducted 12/26/2017 12/30/2017
- 806 person online survey
  - Adults age 18 and older
  - National study conducted 11/17/2017 11/22/2017
  - All respondents reported owning an Amazon or Google Smart Speaker









Google Home Google Home is a trademark of Google Inc.

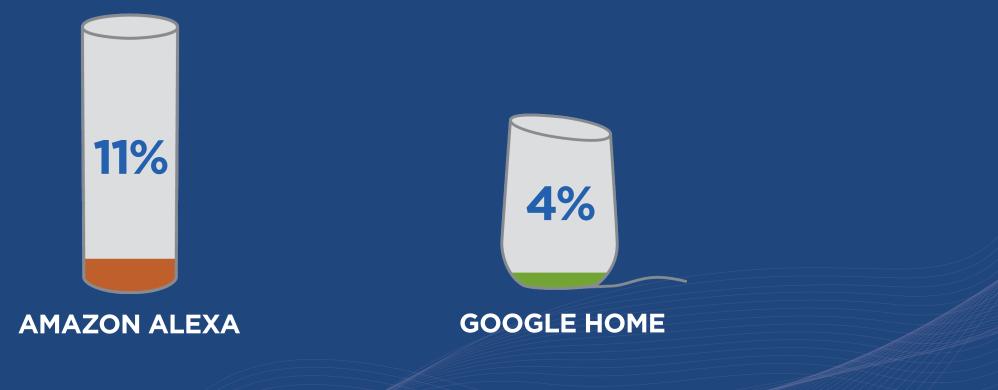






#### **Smart Speaker Ownership**

Total Population 18+



% owning Smart Speaker

Google Home Google Home is a trademark of Google Inc.







## In the 2017 Holiday Season: 7% of Americans got a Smart Speaker 4% of Americans got their first Smart Speaker







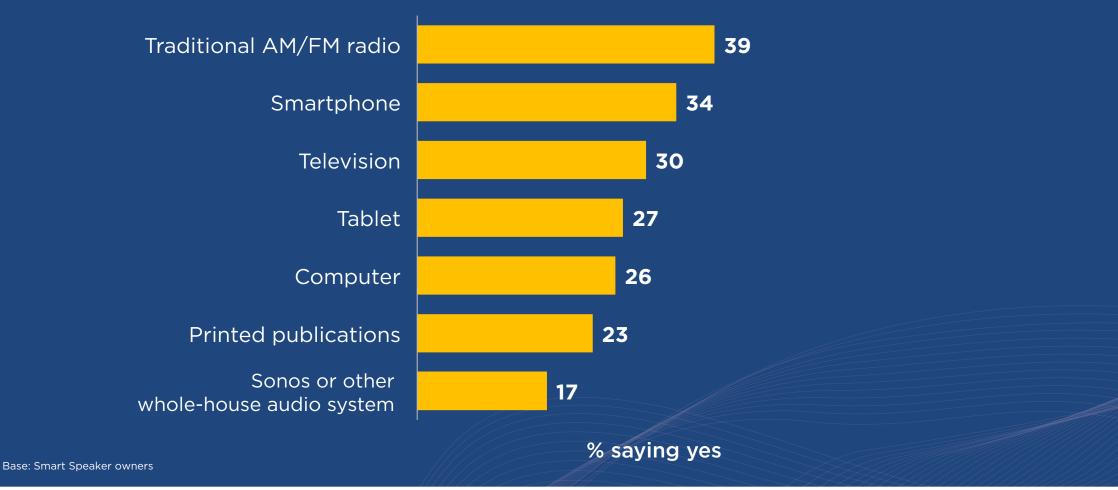
## Smart Speakers are changing behaviors and forming new habits







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









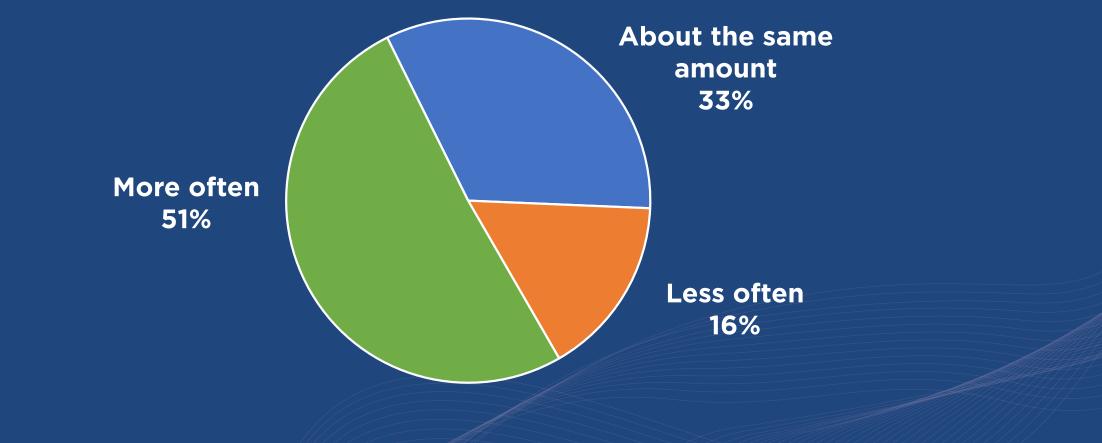
## **50%** of Smart Speaker owners say their speaker is replacing time spent with TV







## "Compared to the first month of owning a Smart Speaker, are you using it...?"



Base: Had a Smart Speaker more than one month and gave a response





## 71%

are listening to more audio since getting a Smart Speaker who are listening to more audio said they are listening to more podcasts

28%

23%

who are listening to more audio said they are listening to more news/talk

Base: Own a Smart Speaker

THE SMAR O REPORT





#### Top three (3) indexing activities by day part:

|    | 5am – 9am | 9am – 3pm                             | 5pm – 7pm                       | 7pm – 9pm                         | 9pm –<br>Midnight             |
|----|-----------|---------------------------------------|---------------------------------|-----------------------------------|-------------------------------|
| #1 | Traffic   | Drop in to an Alexa<br>device in home | Find restaurants/<br>businesses | Games                             | Control smart<br>home devices |
| #2 | Weather   | Add to to-do list                     | Recipes/cooking<br>requests     | Send messages<br>to other devices | Audiobooks                    |
| #3 | News      | Add to shopping list                  | Order food                      | Children stories                  | Timer/alarms                  |
|    |           |                                       |                                 |                                   |                               |







## 

Base: Driven or rode in a car in the past month (95%)







## How interested would you be in having the Smart Speaker technology...?

Very Interested (5) -----**Interested (1)** In your car/vehicle\* On your phone On your television At your workplace At places other than your home/work/car

Base: Smart Speaker Owners. \*Driven or rode in a car in the past month.





Not at all

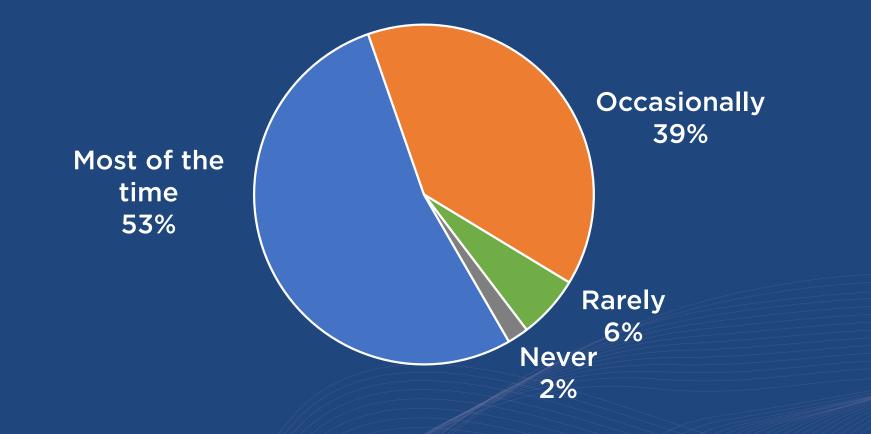
#### The Communal Experience







#### How often do you use the Smart Speaker with others in your household?



Base: Smart Speaker owners







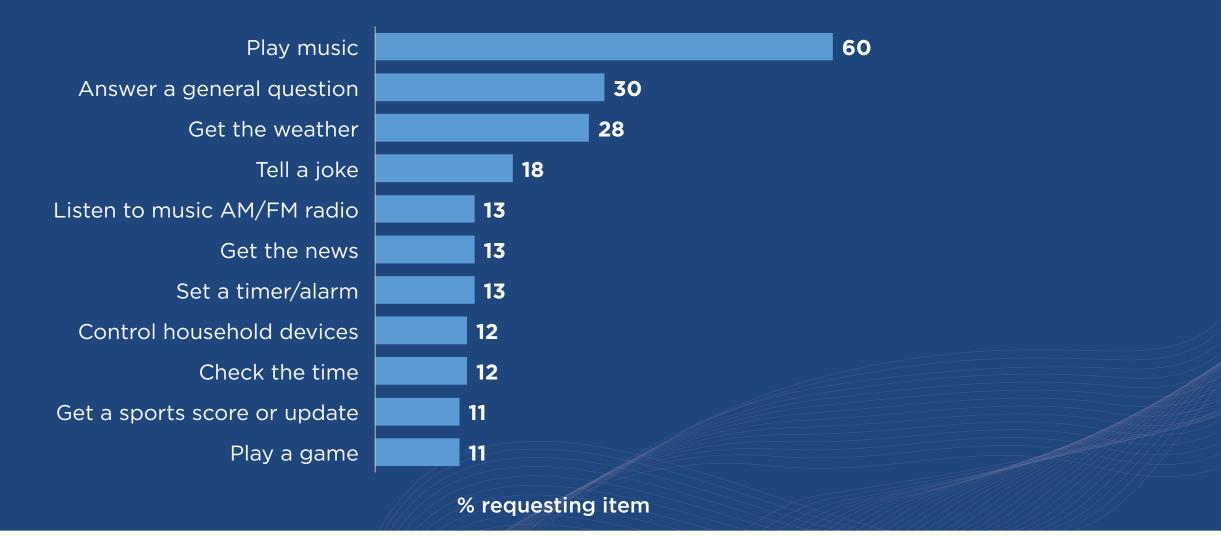
## **60%** of Smart Speaker owners use their speaker to entertain friends and family







#### Top tasks requested while spending time with friends and family:









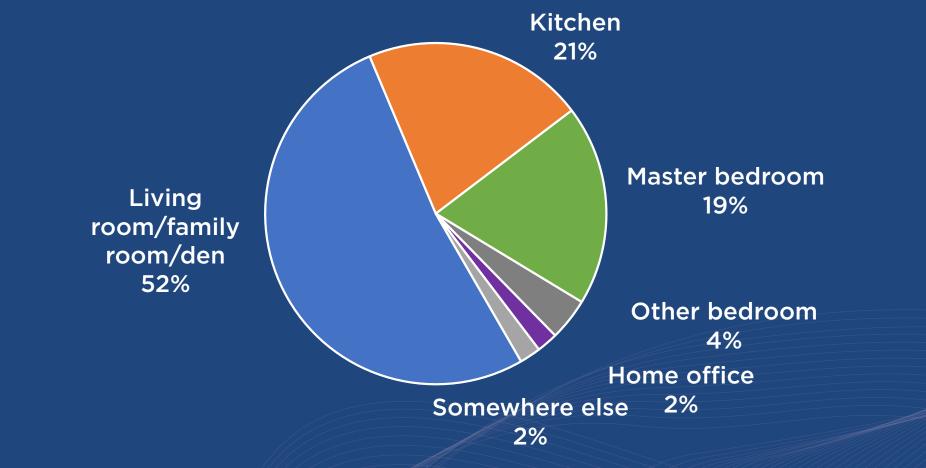
#### The Smart Home







#### Where is your Smart Speaker typically located?



Base: Own only one Smart Speaker and giving a response







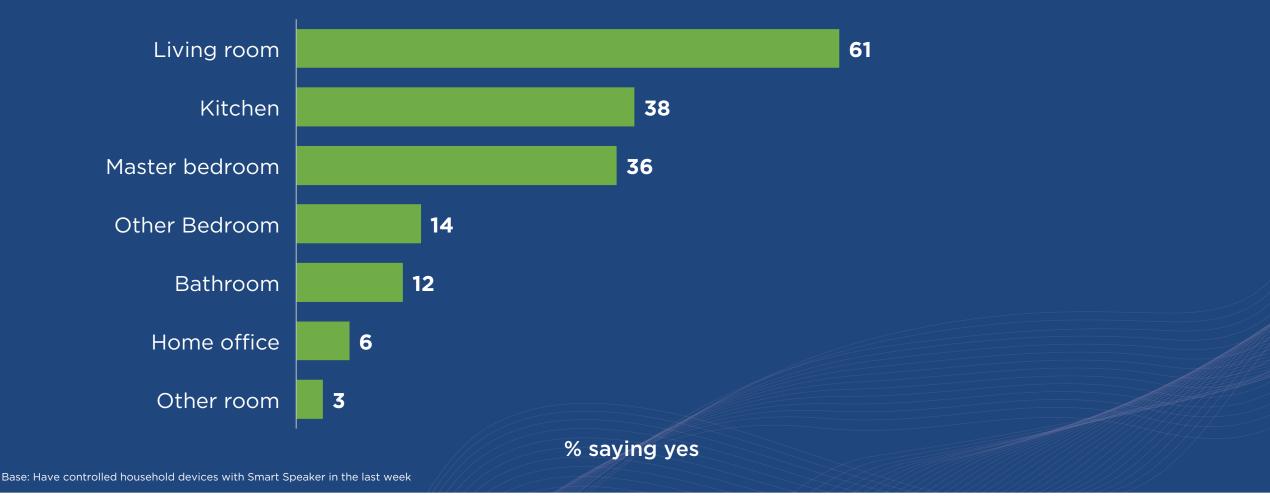








#### Where in the last week did you request your Smart Speaker to control household devices?

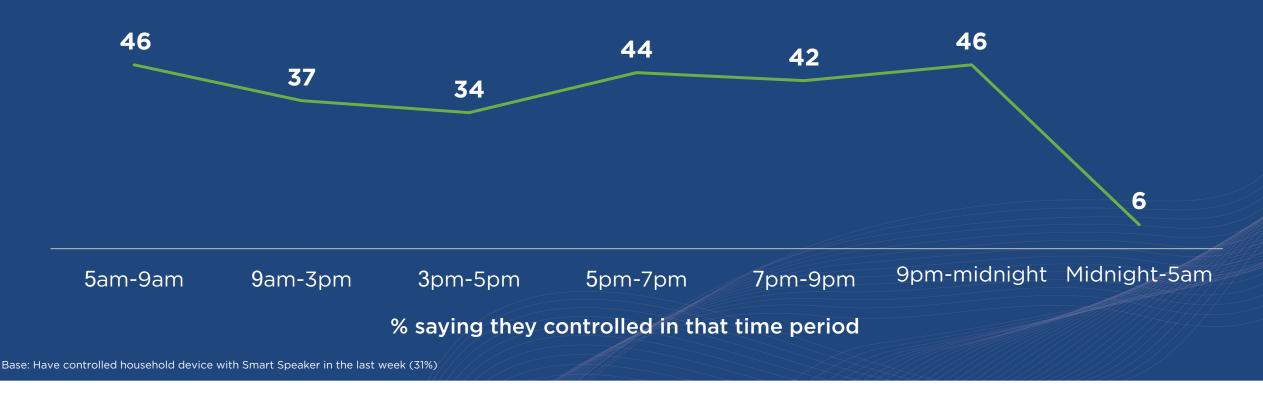








#### At what time in the last week did you request your Smart Speaker to control household devices?









owners plan to buy additional smart speakers to control smart home devices







## Purchasing behaviors and connecting with brands







#### Through your Smart Speaker, have you...?

31%

Added an item to your cart so you could review it later for purchase



Researched an item you might want to purchase



Re-ordered an item you have previously purchased 22%

Ordered a new product you have not previously purchased

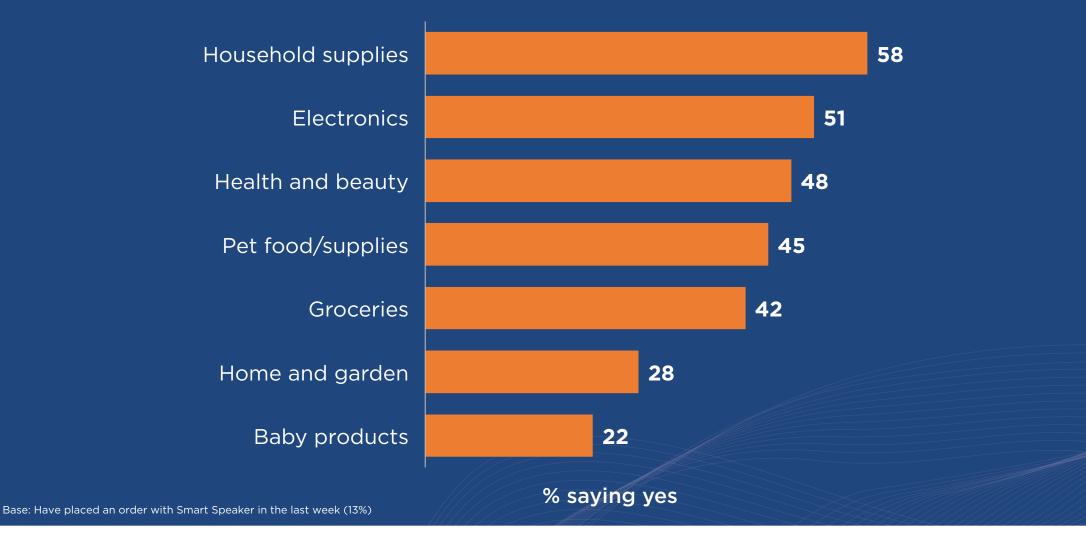
% saying yes







#### Which of these have you purchased using your Smart Speaker?

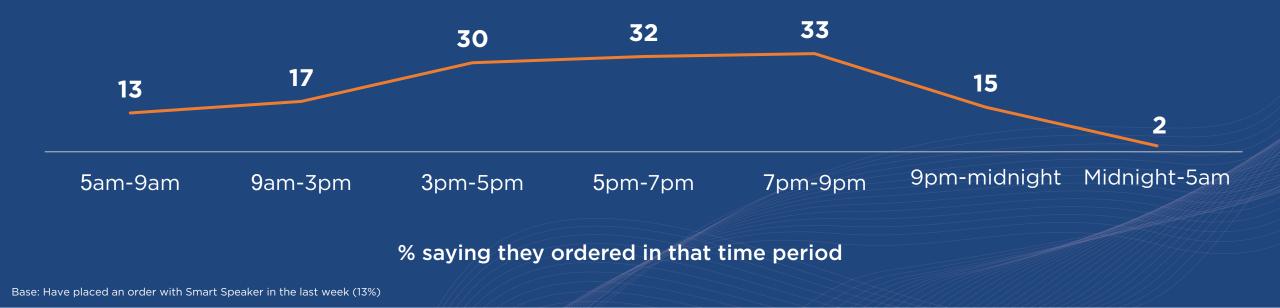








#### At what time in the last week did you order an item with your Smart Speaker?









# 43% of Smart Speaker owners would be interested in using skills from companies or brands they follow on social media

Base: Follow any companies or brands on social networking sites







#### npr.org/smartaudio







## IN THE SMART audio REPORT



