

Smart Speakers

Smart speakers are amplifying the audio experience as more Americans are adding them to their households annually.

- Smart speaker awareness and ownership
 - 33% of P12+ own a smart speaker in 2021, which has grown significantly from 7% in 2017.¹
 - Of those who work from home since the pandemic, 49% of them own smart speakers.¹
 - 90% of radio listeners 18+ currently own a smart speaker.⁴
 - In 2021, 47% of P12+ own one smart speaker, 19% own two smart speakers and 34% own three or more.¹
- Smart speaker ownership by brand
 - By brand
 - Amazon Alexa: 24%¹
 - Google Home: 13%¹
 - Apple HomePod: 1%¹
- Smart speaker streaming and usage
 - AM/FM is the No. 1 ad-supported platform adults listen to on smart speakers, followed by ad-supported Pandora (26%).³
 - 31% of adults 18+ who frequently use their smart speakers are listening to music from a radio station.⁵
 - eMarketer predicted in 2020, about 30.7 million Americans would shop on smart speakers.²
 - Smart speaker owners request about 10.8 different types of tasks on their smart speaker in a typical week.⁶
 - 37% of smart speaker owners have a smart speaker with a screen.⁶
 - 36% of U.S. adult smart speaker owners said they are using their smart speakers more to listen to music and entertainment more since the pandemic hit.⁶
- How consumers discover new skills/actions for their smart speakers
 - Trial and error: 38%⁶
 - Family/friends recommendations: 35%⁶
 - E-mails from smart speaker brand: 25%⁶
 - Searching smart speaker app: 23%⁶
 - Recommendations from smart speaker: 21%⁶
 - News/tech sites: 19%⁶
 - Company advertisements: 11%⁶
- Smart speaker placement
 - Most smart speakers (55%) are placed in the living room/family room of households.⁵
 - Bedroom(s): 48%⁵
 - Kitchen: 44%⁵
 - Den/office: 20%⁵
- Top five smart speaker requests
 - Play music⁶
 - Check the time⁶
 - Receive reminders⁶

- Tell a joke or something else funny⁶
- Set a timer/alarm⁶
- Smart speaker owners who are radio listeners have done the following:
 - 83% Listened to live radio⁷
 - 76% Obtained sports updates⁷
 - 75% Purchased/ordered a product or service⁷
 - 74% Obtained news updates⁷
 - 73% Played a game.⁷
 - 73% Made a phone call⁷
 - 71% Listen to music via a streaming service⁷
 - 68% have controlled smart home devices⁷

Sources: 1) The Infinite Dial 2021, Edison Research and Triton Digital; 2) eMarketer, people 14+, July 2020; 3) Edison Research, Share of Ear Q3 2020; 4) Scarborough USA+ 2020 Release 1 Total Jan 2019-May 2020; 5) Jacobs Media Tech Survey 2021; 6) NPR, Edison Research, The Smart Audio Report, Spring 2020; 7) MRI-Simmons Doublebase 2020