Smart Speakers

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

- **Smart speaker awareness and ownership**
  - An estimated 78% of P12+ are aware of smart speakers in 2020, up from 69% in 2017.¹
  - 27% of P12+ own a smart speaker in 2020, which has grown significantly from 7% in 2017.¹
  - 91% of radio listeners 18+ currently own a smart speaker.⁴
  - In 2020, 45% of P12+ own one smart speaker, 23% own two smart speakers and 32% own three or more.¹
  - Amazon Prime and Gmail users are more likely to be smart speaker owners.⁷

- **Smart speaker ownership by age and brand**
  - **By brand**
    - Amazon Alexa – 21%¹
    - Google Home – 11%¹
    - Apple HomePod – 1%¹
  - **By age**
    - Gen Z (13-17) – 11%³
    - Millennials (18-34) – 29%³
    - Gen X (35-54) – 38%³
    - Boomers (55+) - 22% ³

- **Smart speaker streaming and usage**
  - Streaming AM/FM radio on a smart speaker has grown to nearly 20% of total radio streaming.²
  - 27% of adults 18+ who frequently use their smart speakers are listening to music from a radio station.⁵
  - 38.2% of adults 18+ stream music on their smart speaker daily, 70% monthly and 83% have ever tried streaming music from their smart speaker.⁷
  - Music related questions are the most common at 54.9% of users 18+.⁷
  - 69% of smart speaker owners 18+ use the device daily.⁶
  - 55% on consumers agree that they’re listening to more audio since getting a smart speaker.⁶

- **Consumers are integrating smart speakers into their routines**
  - 74% while doing household chores.⁶
  - 66% while cooking.⁶
  - 59% while getting ready for their day.⁶
  - 45% listen to podcasts/audiobook.⁸
  - 28% ask for “how-to” instructions.⁷

- **Smart speaker placement**
  - Most smart speakers (55%) are placed in the living room/family room of households.⁵
    - Bedroom(s) – 46%⁵
    - Kitchen – 42%⁵
    - Den/office – 14%⁵
• Top five smart speaker requests
  o Play music
  o Get the weather
  o Answer a general question
  o Set a timer/alarm
  o Check the time

• Smart speaker owners who are radio listeners have done the following:
  o 84% listened to live radio.
  o 77% purchased/ordered a product or service.
  o 75% obtained weather, news, sports or other information.
  o 76% made a phone call.
  o 74% listened to music via streaming service.
  o 74% listened to an audiobook or podcast.
  o 73% played a game or set a timer/alarm.

• Qualities that consumers value in smart speakers
  o 67% understanding them when they speak.
  o 55% sound quality.
  o 51% how much it can do.
  o 45% how fast it responds.