



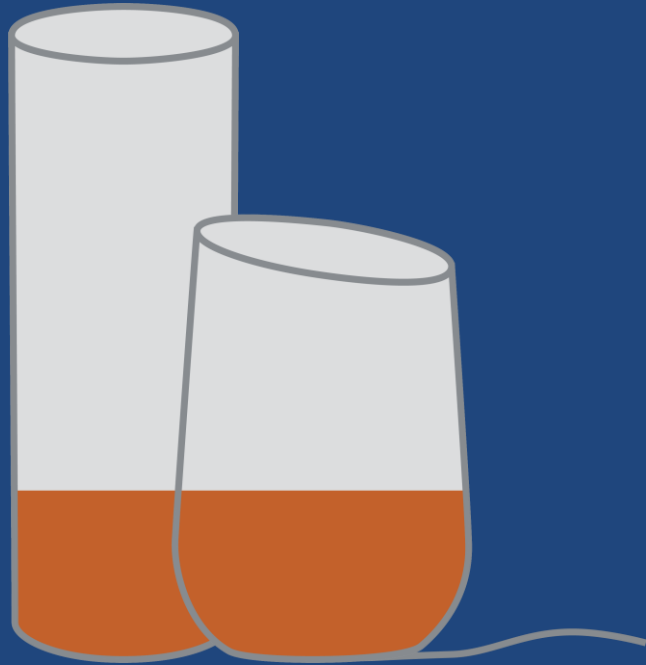
THE **smart**
audio REPORT



Methodology

The Smart Audio Report Survey:

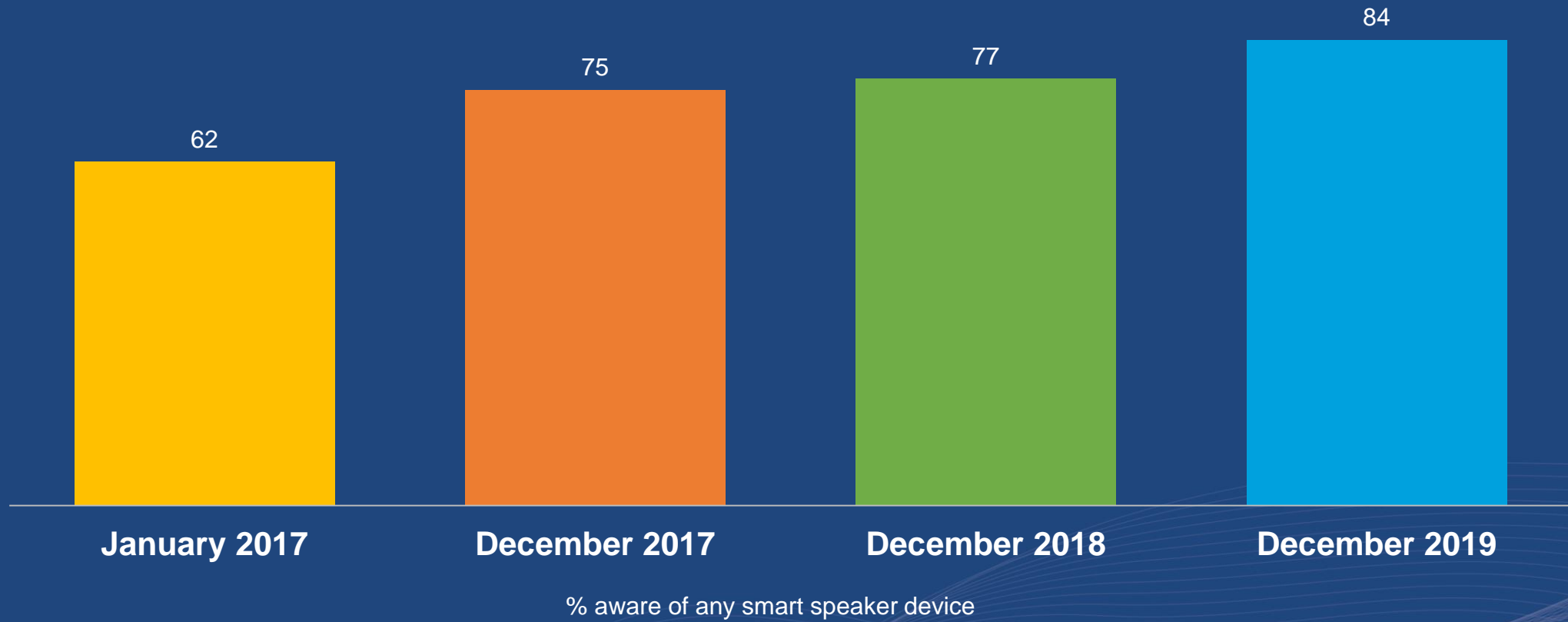
- 1002 person telephone survey
- Adults age 18 and older
- National study conducted 12/31/2019 – 1/05/2020
- Tracking from studies conducted 12/26/2017 – 12/30/2018 and 12/26/2018 – 12/30/2018



24% of U.S. adults
18+ own a smart speaker,
or around 60 million people

The Smart Audio Report Winter 2019
Conducted post-Christmas
Google Home is a trademark of Google Inc.

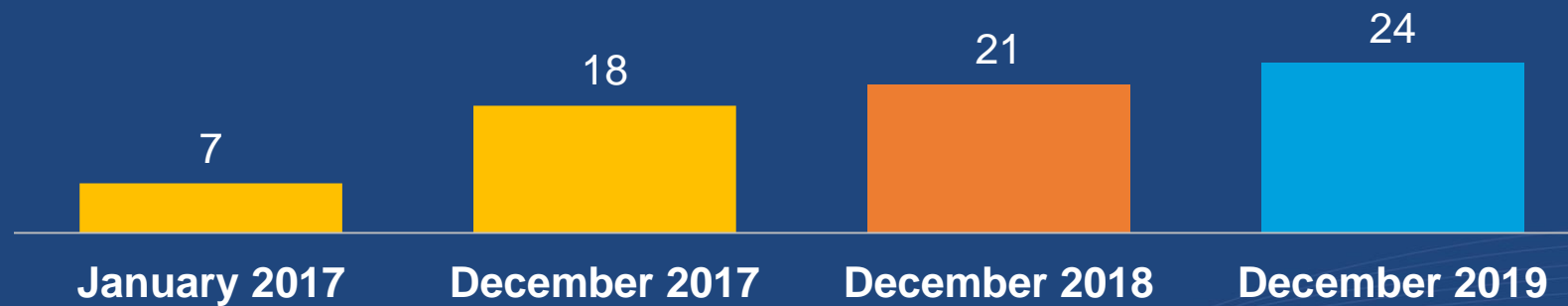
Awareness of smart speakers



The Smart Audio Report Winter 2019
Conducted post-Christmas

Source: January 2017 data from Infinite Dial from Edison Research and Triton Digital; December 2017, 2018 and 2019 data from The Smart Audio Report from NPR and Edison Research

One in four U.S. adults owns a smart speaker



Percentage of U.S. adults owning a smart speaker

The Smart Audio Report Winter 2019
Conducted post-Christmas

Source: January 2017 data from Infinite Dial from Edison Research and Triton Digital; December 2017, 2018 and 2019 data from The Smart Audio Report from NPR and Edison Research

U.S. households with smart speakers own an average of:

1.7

smart speakers in
December 2017

2.3

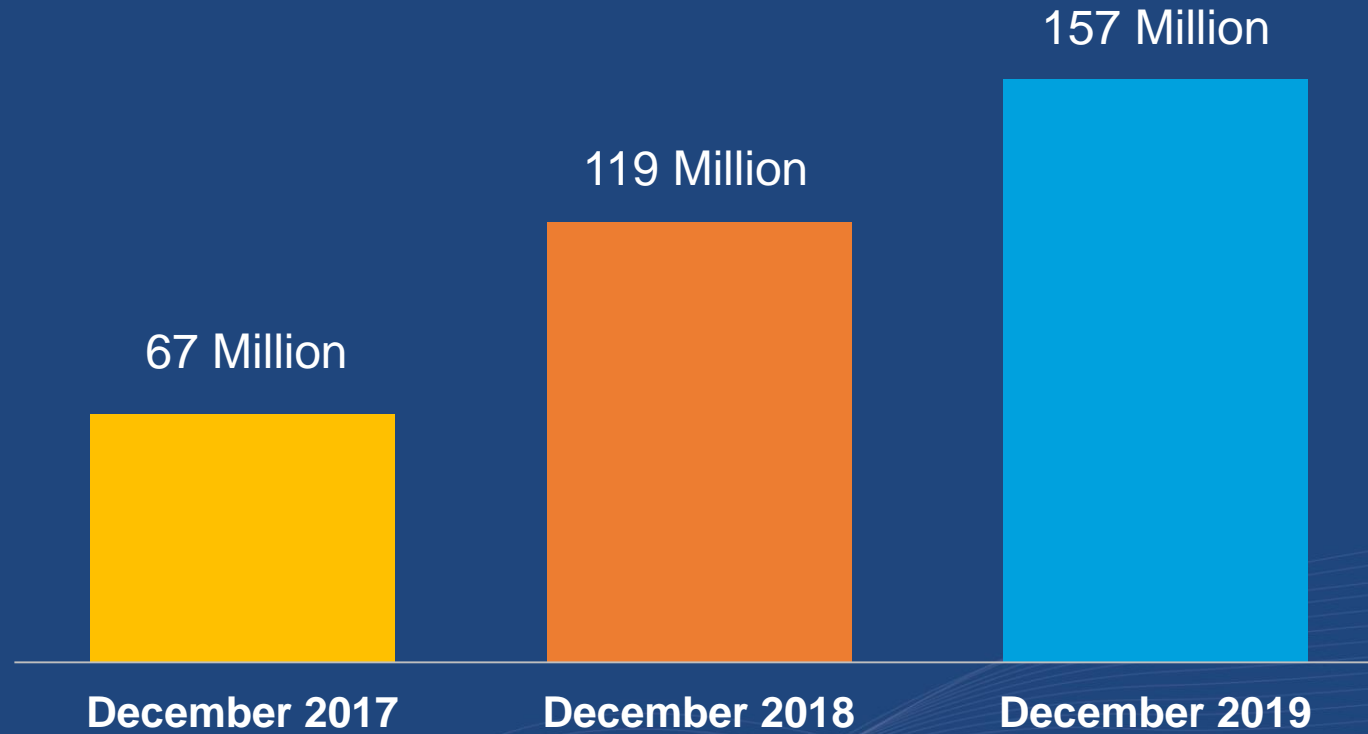
smart speakers in
December 2018

2.6

smart speakers in
December 2019

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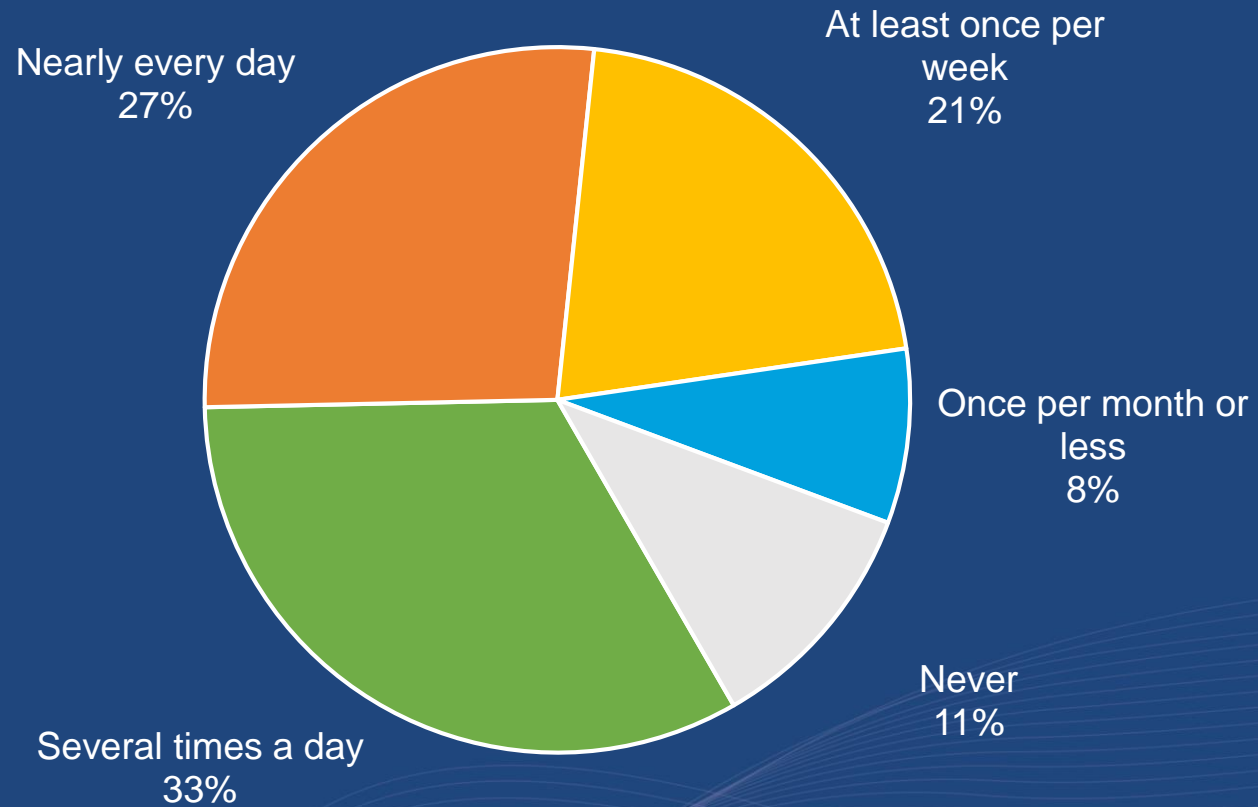
Number of smart speakers in U.S. households grows by 135% in two years



Number of smart speakers in U.S. households

The Smart Audio Report Winter 2019
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How often do you use your smart speaker?



The Smart Audio Report Winter 2019
Conducted post-Christmas
Base: Own a smart speaker and expressing an opinion

54% of U.S. adults 18+ have ever used voice commands

Of those who use voice commands,

24% use voice commands nearly every day

The Smart Audio Report Winter 2019
Conducted post-Christmas

Methodology

Share of Ear®:

- 4,000+ person study conducted online and offline
- National sample ages 13 and older
- Tracked since 2014
- Offered in English and Spanish

Share of Time Spent Listening to Audio Content Type Daily

% Change 2014-2019

Music

Music share has **decreased by 5%** over the last five years



-5%

Spoken Word

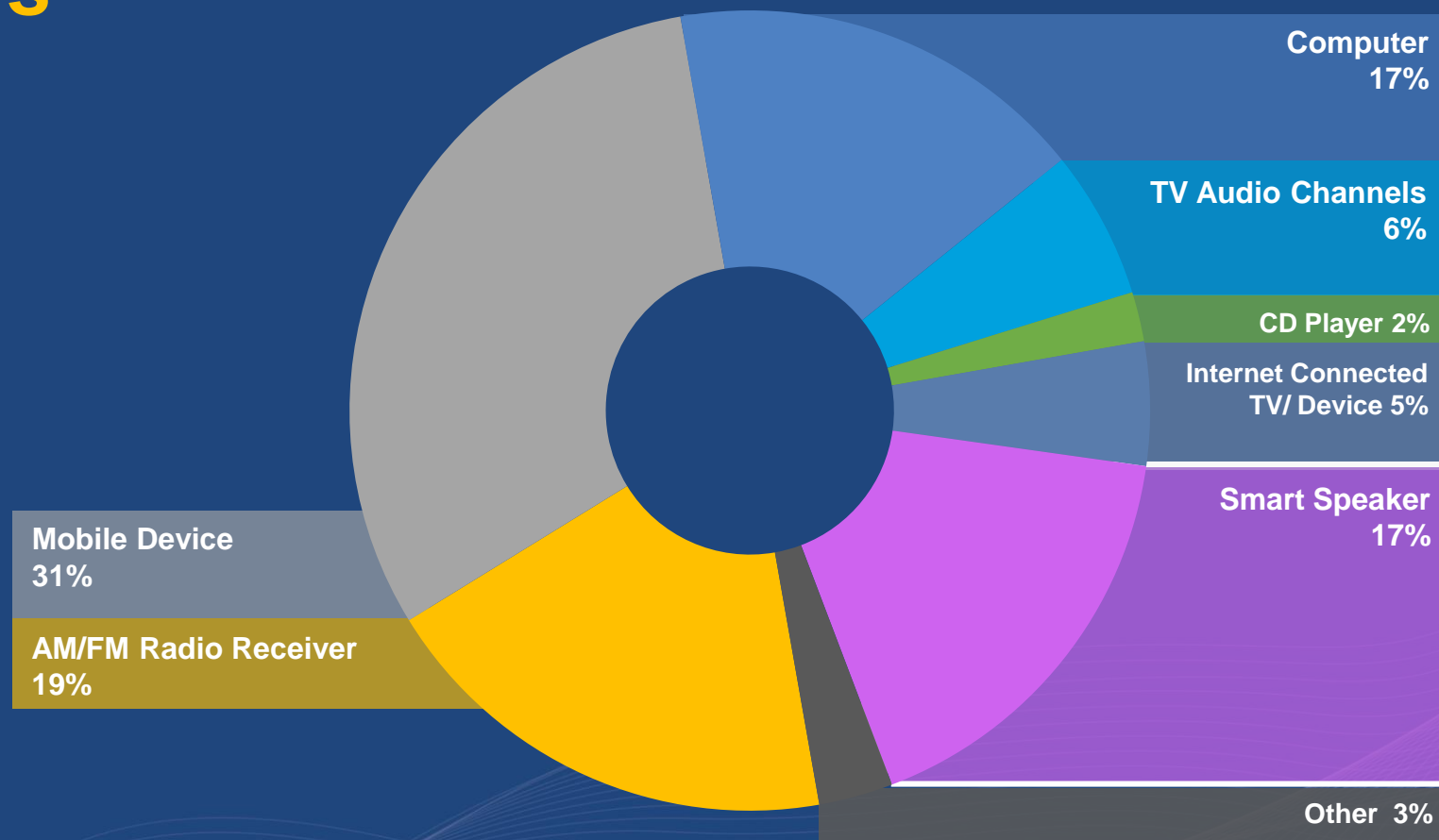


+20%

Spoken Word share has **increased by 20%** over the last five years

Smart Speaker Owners' Audio Listening by Device at Home

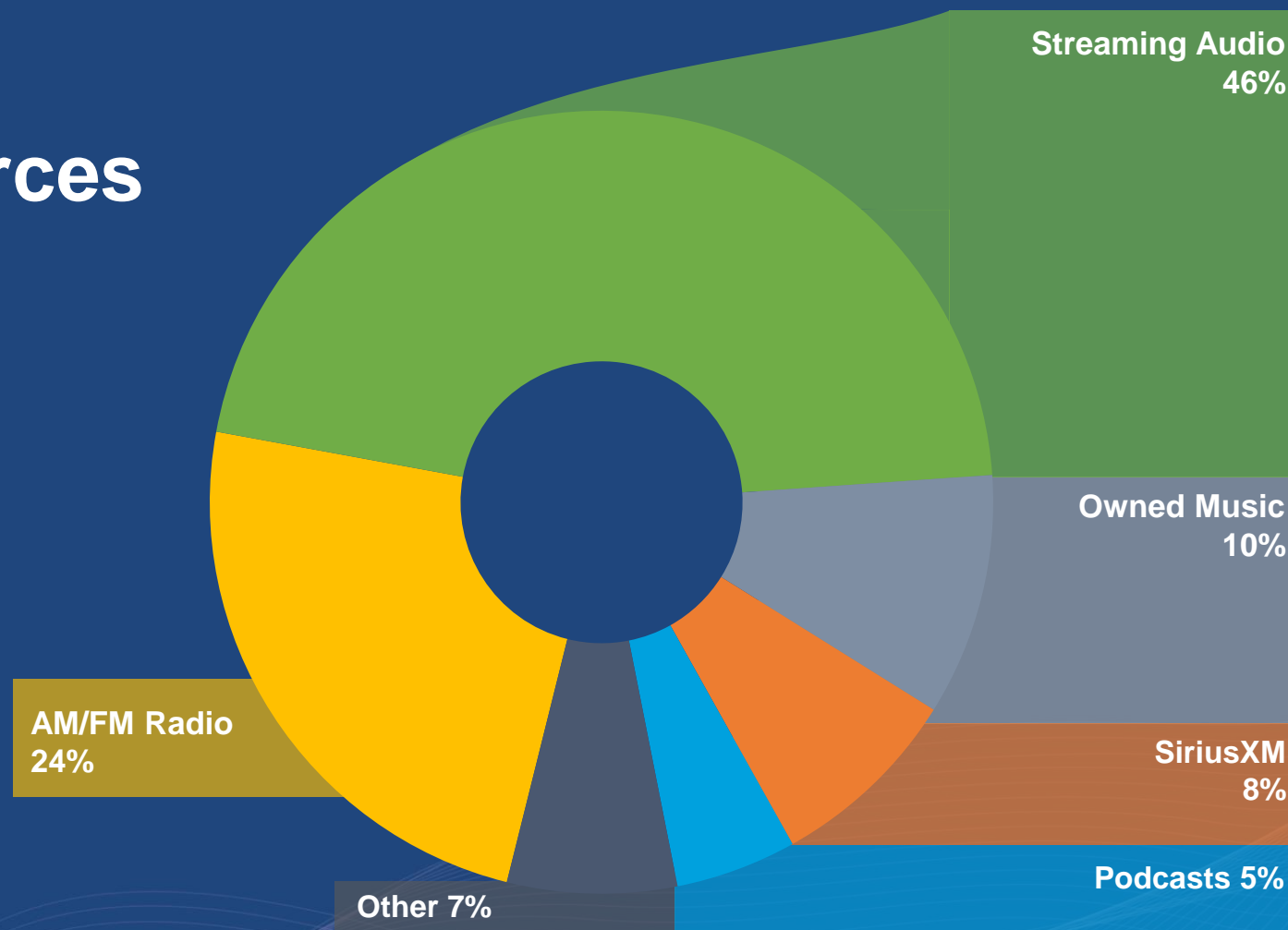
U.S. Smart Speaker Owners Age 13+



Source: Edison Research Share of Ear © 2019

Share of Time Spent Listening to Audio Sources on a Smart Speaker

Total U.S. Population Age 13+

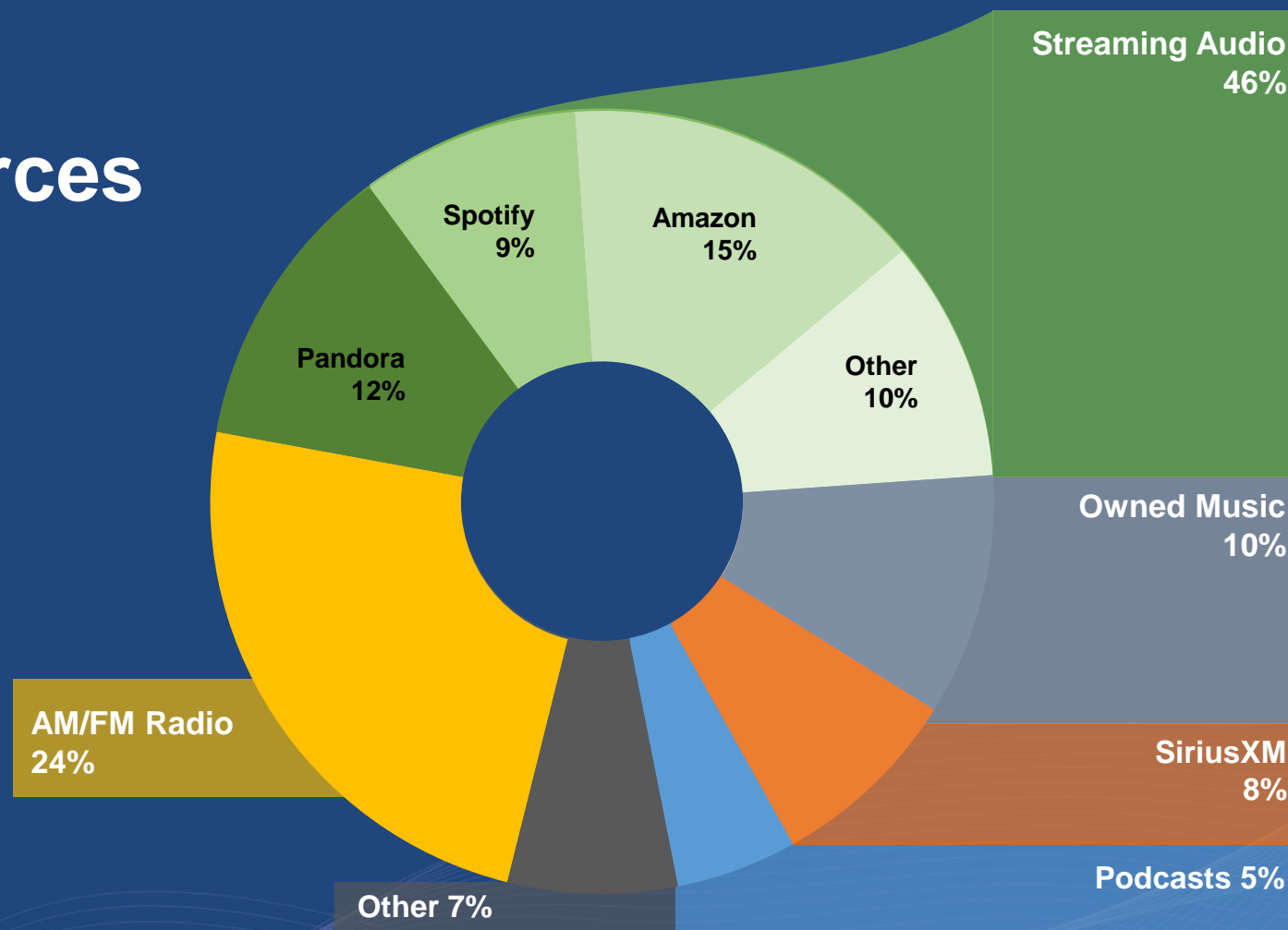


Streaming Audio includes pure plays such as Pandora, Spotify, and others

Source: Edison Research Share of Ear © 2019

Share of Time Spent Listening to Audio Sources on a Smart Speaker

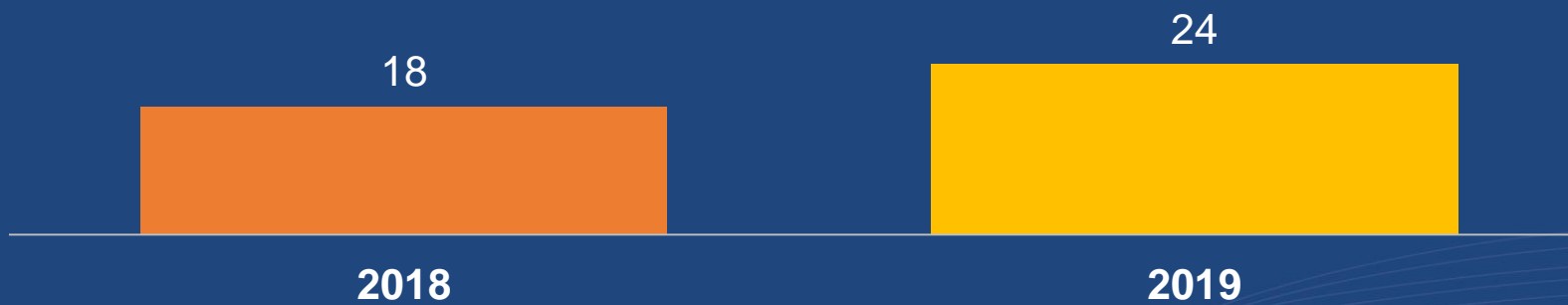
Total U.S. Population Age 13+



Source: Edison Research Share of Ear © 2019

Share of Time Spent Listening to AM/FM Radio on a Smart Speaker

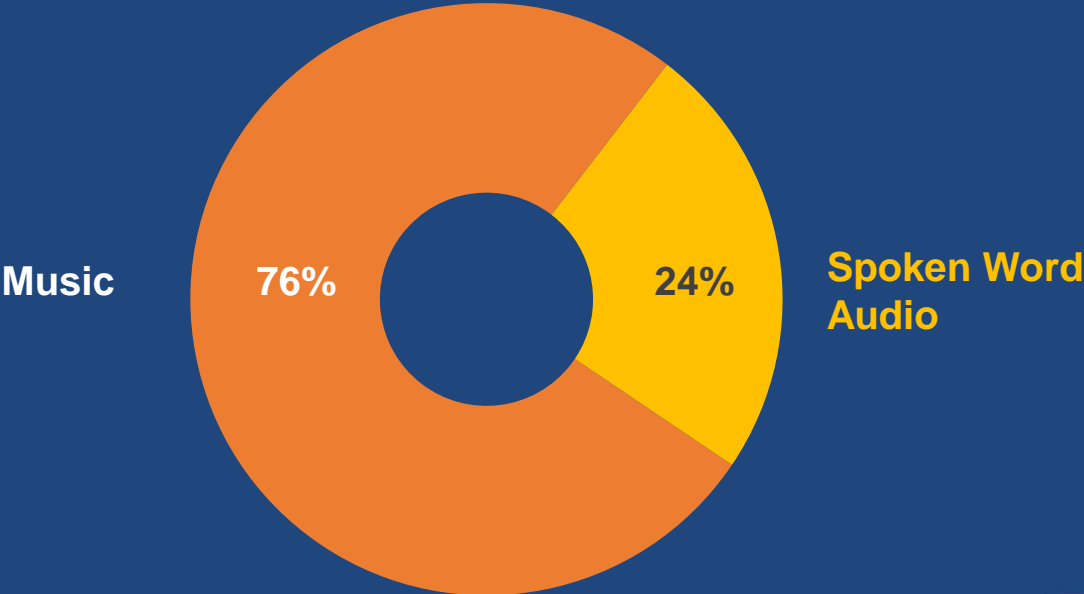
Total U.S. Population Age 13+



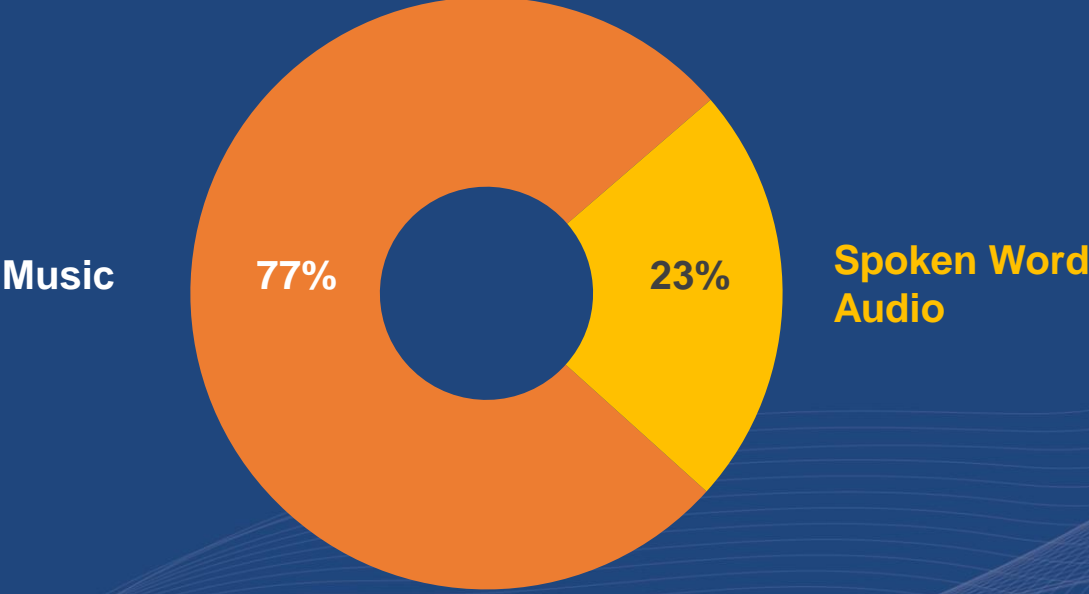
Source: Edison Research Share of Ear © 2019

Share of Time Spent Listening to Music and Spoken Word Audio

Listening on all devices



Listening on a smart speaker



Source: Edison Research Share of Ear © 2019



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Learn more at
npr.org/smartaudio

