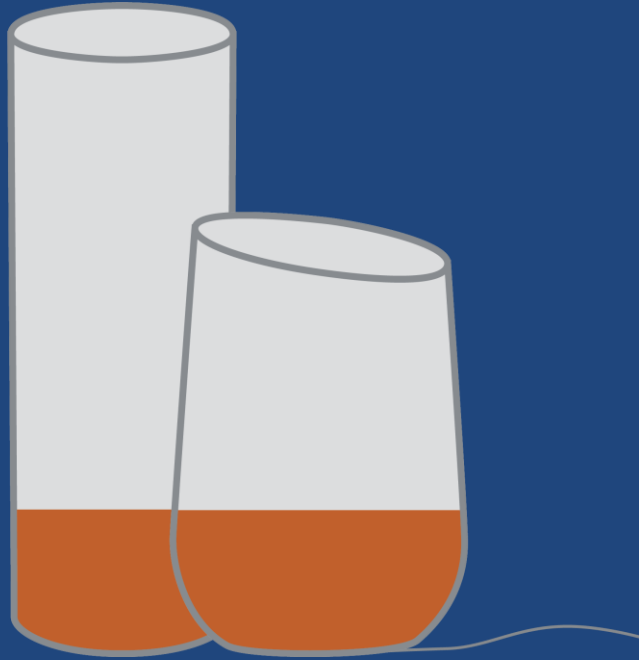




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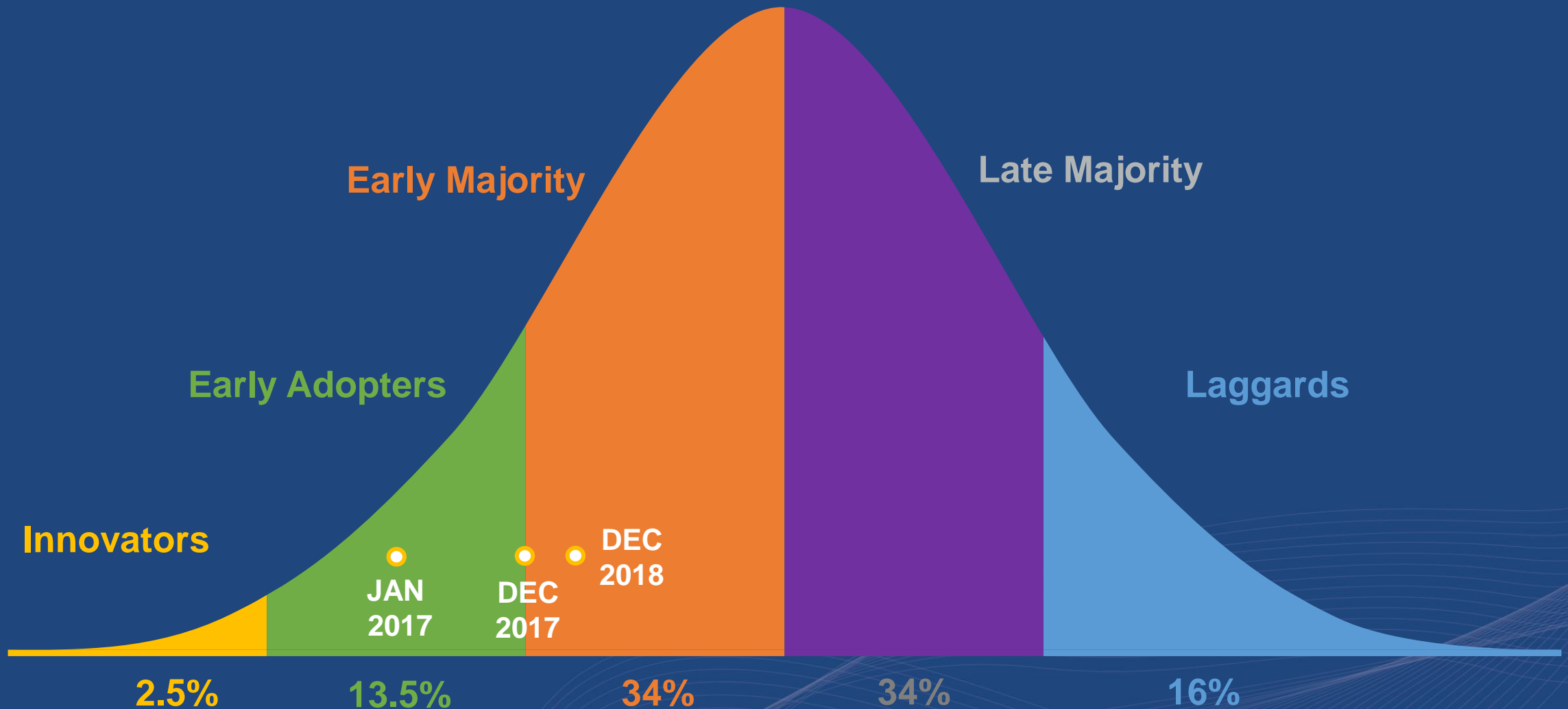


21% of people in the
U.S. 18+ own a Smart Speaker,
or around 53 million people

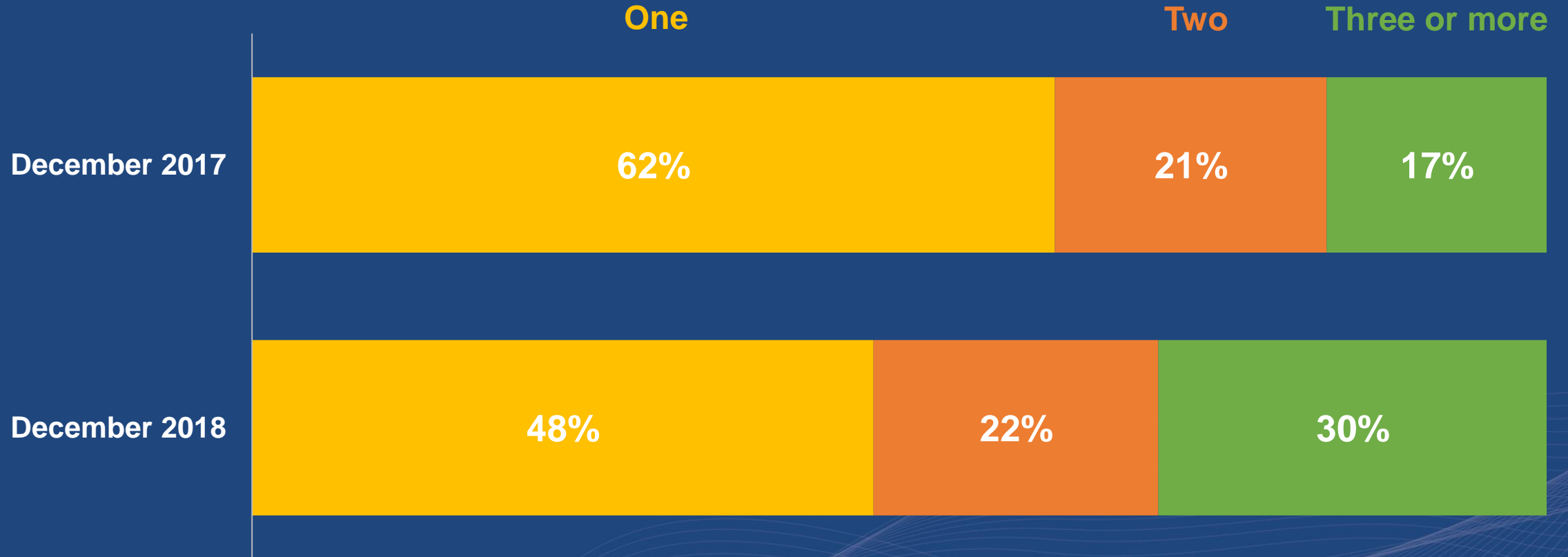
14 million new smart speaker owners in 2018

Google Home Google Home is a trademark of Google Inc.

New Product Adoption Curve: Smart Speakers

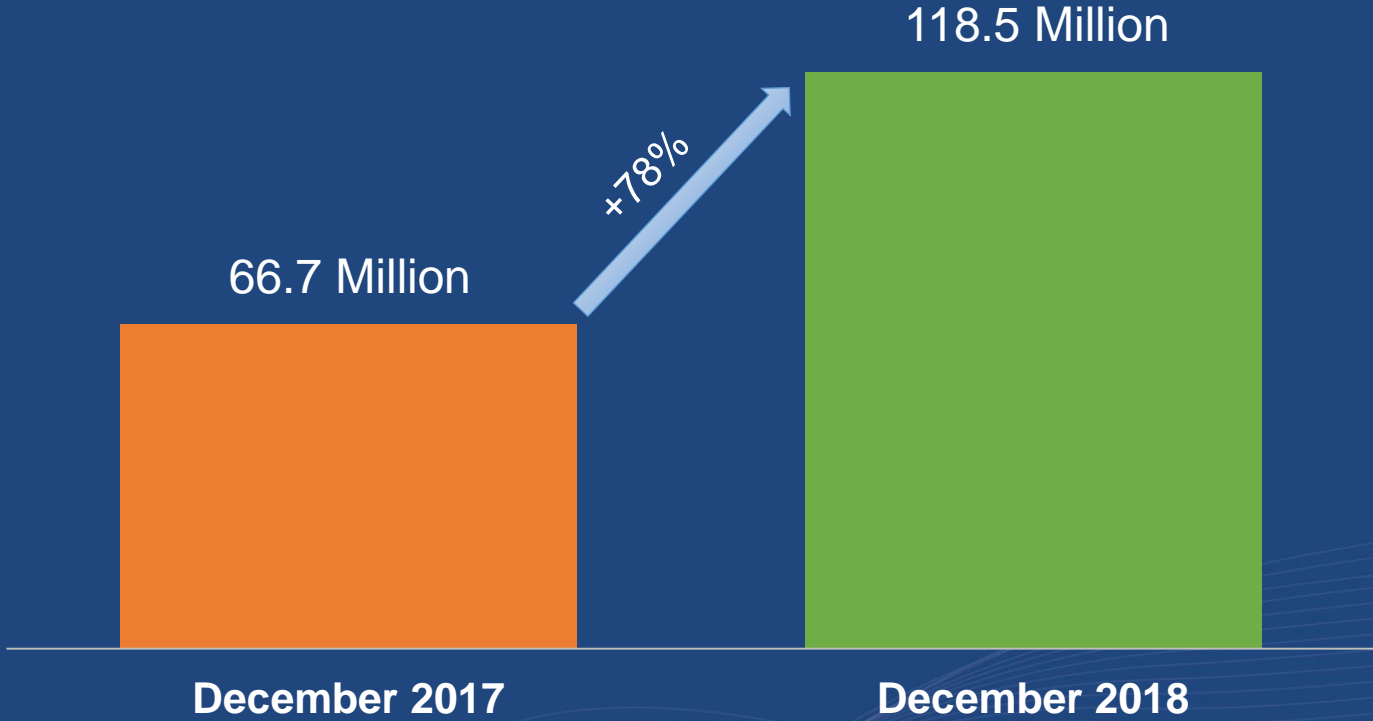


How many smart speakers do you own?



Base: Own a smart speaker and expressing an opinion

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

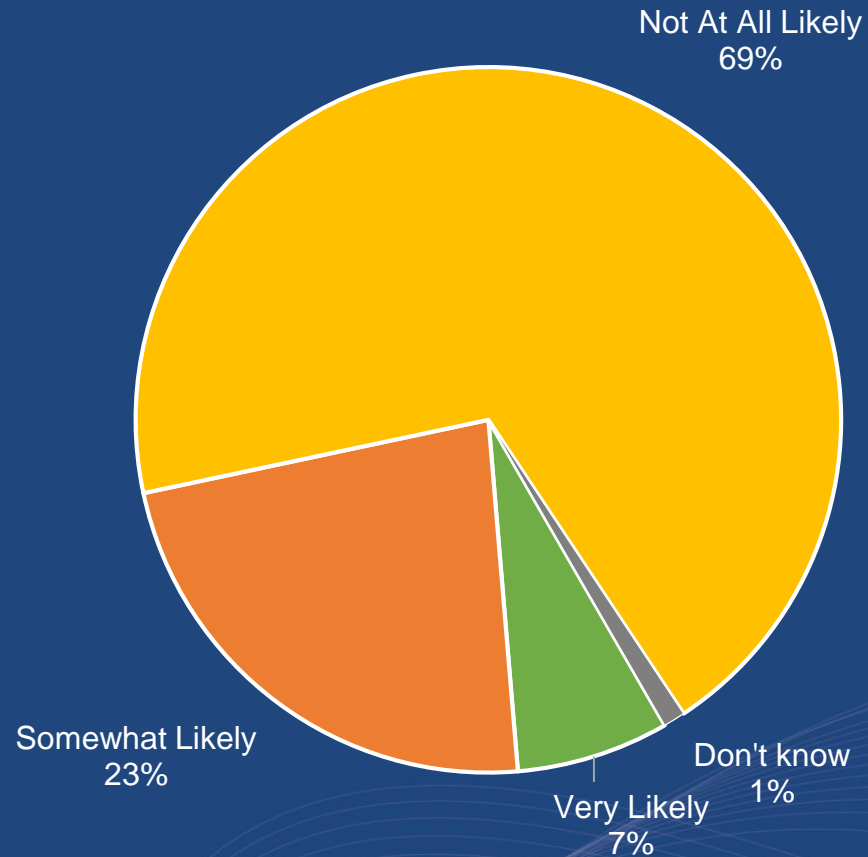


Number of smart speakers in U.S. households



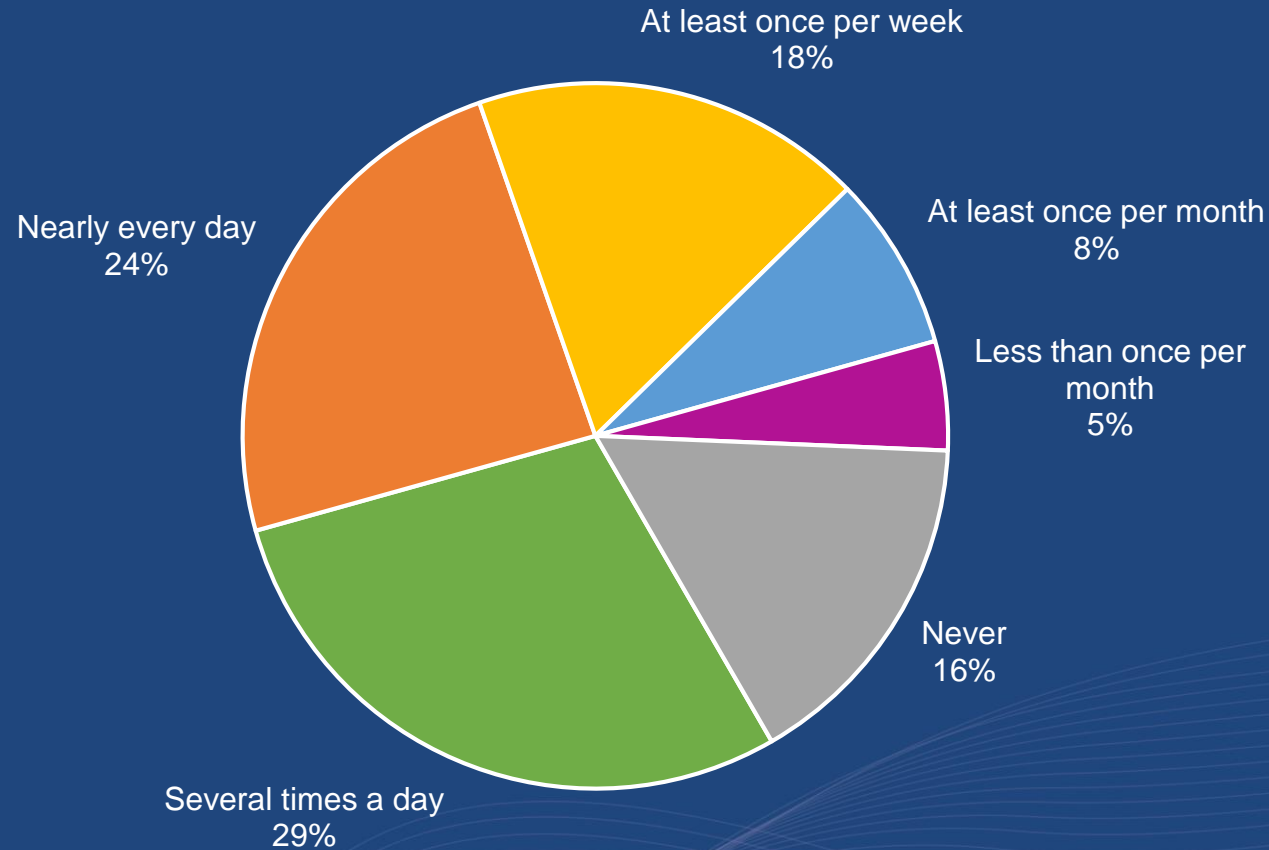
In the 2018 holiday season,
8% of people in the U.S.
got a Smart Speaker

How likely are you to purchase another smart speaker within the next six months?



Base: Own a smart speaker

How often do you use your smart speaker?



Base: Own a smart speaker and expressing an opinion

Awareness of Smart Speakers



Source: January 2016 data from Infinite Dial from Edison Research and Triton Digital; December 2017 and 2018 data from The Smart Audio Report from NPR and Edison Research

Methodology

- 1002 person telephone survey
 - Adults age 18 and older
 - National study conducted 12/26/2018 – 12/30/2018
 - Tracking from study conducted 12/26/2017 – 12/30/2018



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npr.org/smartaudio

