

HOW THE SMART SPEAKER IS REVOLUTIONIZING THE HOME

2017 was predicted to be the year of the smart home, but consumers are taking their time adopting the new technology. While companies currently offer consumers the ability to optimize and control lighting, heating, energy consumption, electronic devices and security features, only an estimated 16.3% of Americans live in a smart home, though it is expected to increase to 35.6% by 2021. We polled over 450 respondents from our consumer panel to gauge their thoughts on how smart speakers are revolutionizing the home.



25%

of respondents own a digital voice assistant device such as Google Home, Amazon Echo, etc.



Apple is releasing their digital voice assistant device, HomePod, that will be controlled using Siri, in early 2018, for \$349

According to Apple, the HomePod is a breakthrough speaker with amazing sound, spatial awareness, Siri intelligence, and smart home control.

Would you consider purchasing the Apple HomePod?

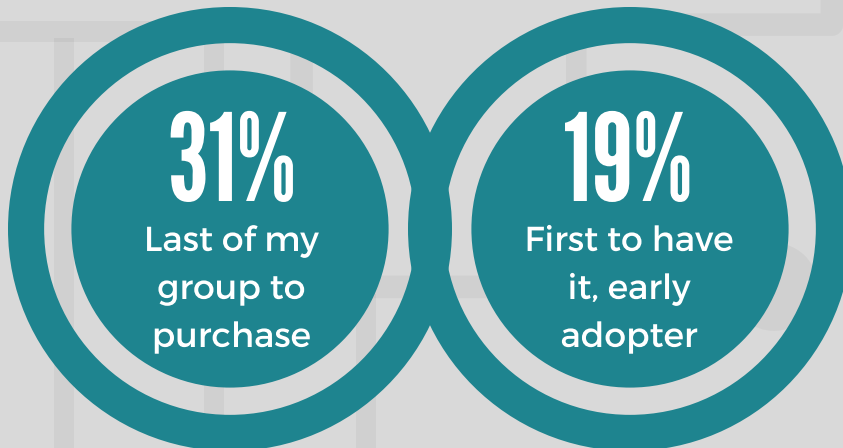
27% SAY YES

50% of respondents with a household income of \$225K+ would consider purchasing the Apple HomePod

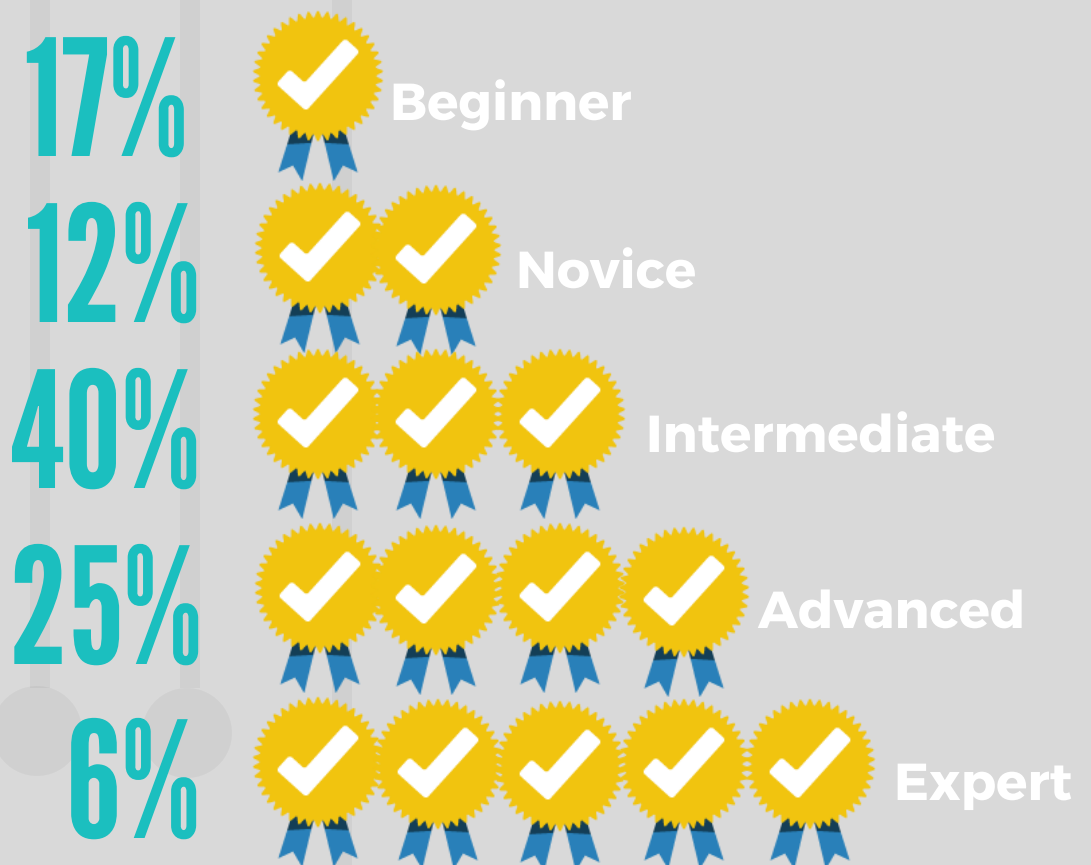


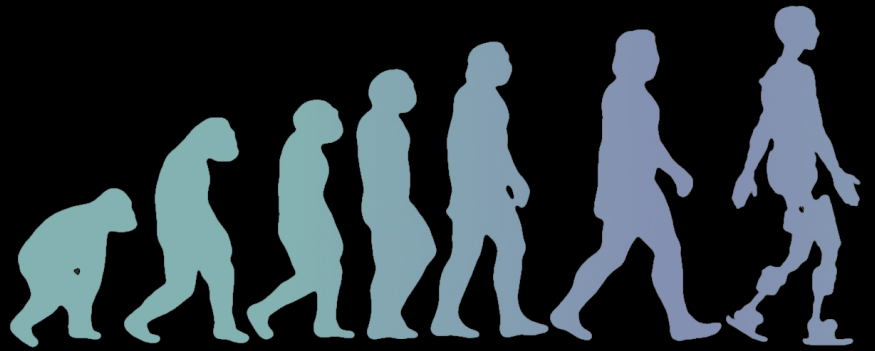
50%

OF RESPONDENTS USUALLY PURCHASE NEW TECHNOLOGY AFTER FRIENDS HAVE SUGGESTED IT



How respondents rate themselves when it comes to technology:





Do you think artificial intelligence will someday replace humans, in some capacity?

IT'S ALREADY HAPPENING

42%

YES

34%

NO

24%

Do you feel digital voice assistant devices will have an impact on society in the same way the Apple iPhone has?

UNSURE

29%

YES
56%

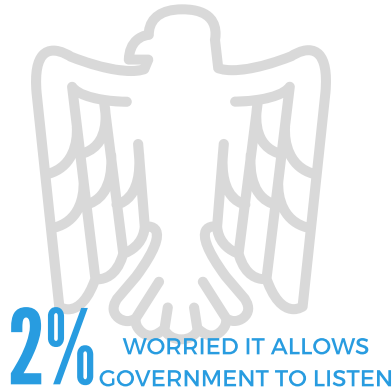
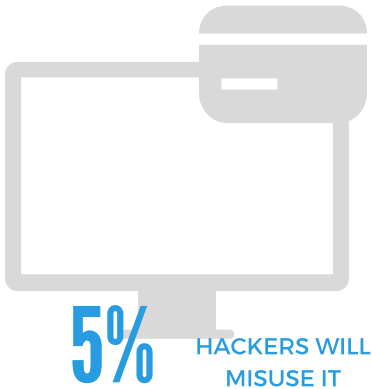
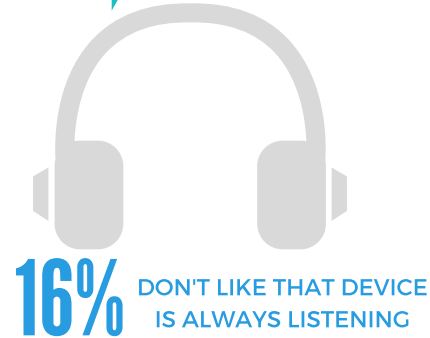
NO

15%

76% of respondents ages 25-34 think that smart devices will have the same impact, whereas 46% of respondents ages 65+ do not think they will have the same impact.

Reasons why some respondents don't plan to purchase a smart speaker:

67% of respondents who make \$225K+ would not purchase because they do not like that the device is always listening.



19%

would consider purchasing a digital voice assistant device in the next 6 months.

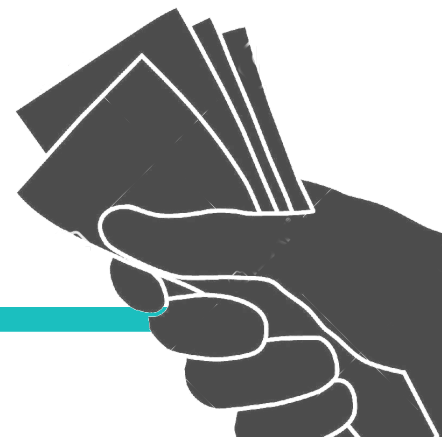
How much consumers plan to spend on a smart speaker:

25%
LESS THAN \$50

55%
\$50-\$199

18%
\$200-\$400

2%
\$400+



Which of these digital voice assistant devices do you own?



AMAZON ECHO



GOOGLE HOME



MICROSOFT CORTANA

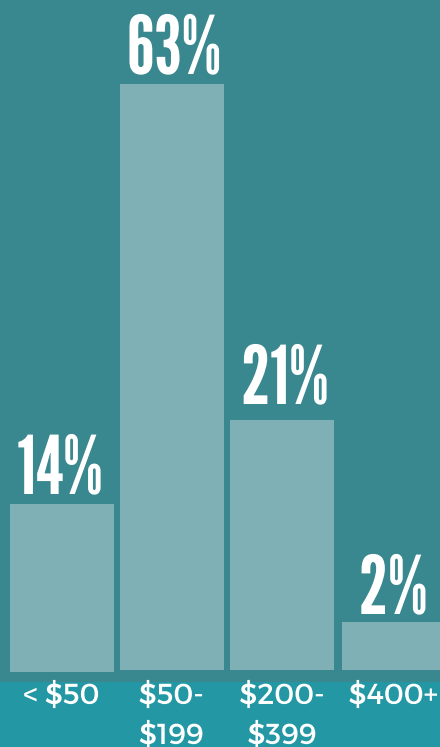
40%

46%

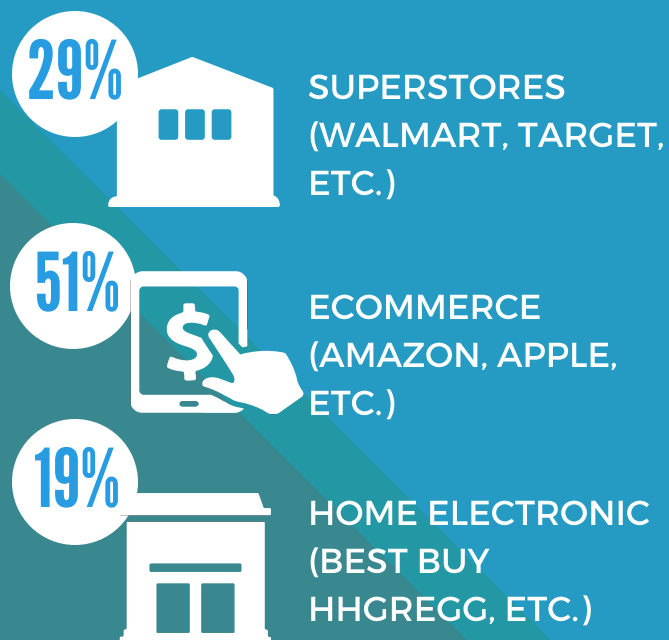
7%

7% HAVE OTHER DEVICES

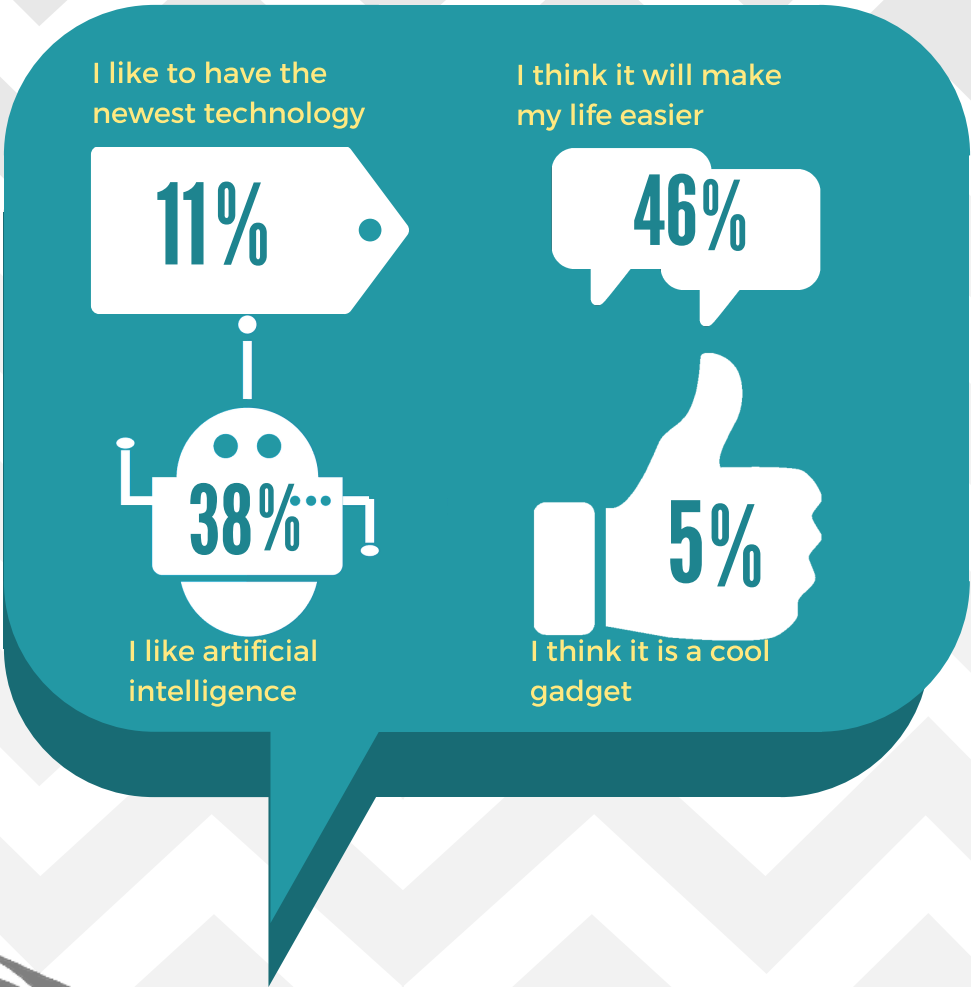
How much did you spend on your digital voice assistant device?



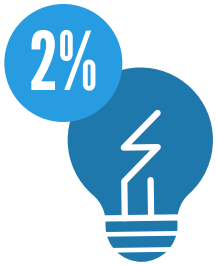
Where did you purchase your digital voice assistant device?



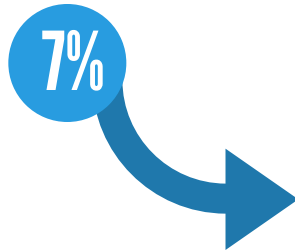
Which of the following best aligns with your decision to purchase a digital voice assistant device?



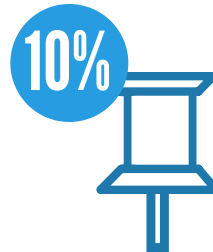
What do you currently use your digital voice assistant device for?



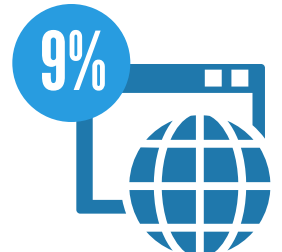
LIGHTING



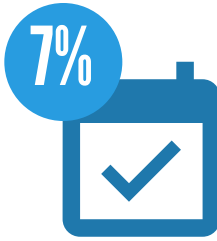
DIRECTIONS



REMINDERS



ONLINE SEARCHES



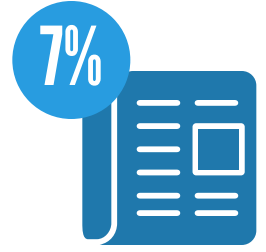
MANAGE CALENDAR



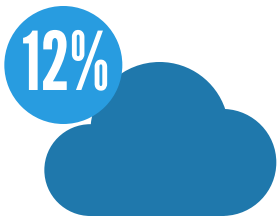
SHOPPING LISTS



PURCHASE ITEMS



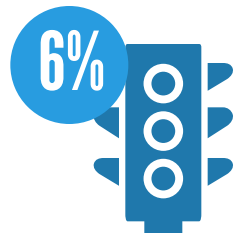
NEWS



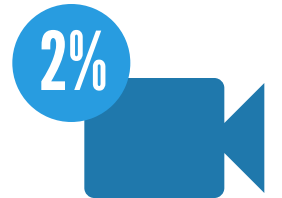
WEATHER



MUSIC



TRAFFIC



SECURITY CAMERAS

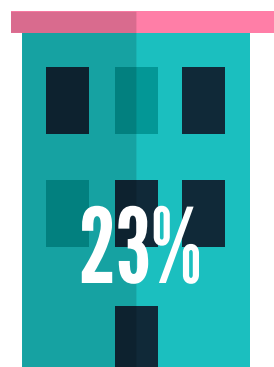
How did you purchase your digital voice assistant device?



GIFT



MOBILE PHONE

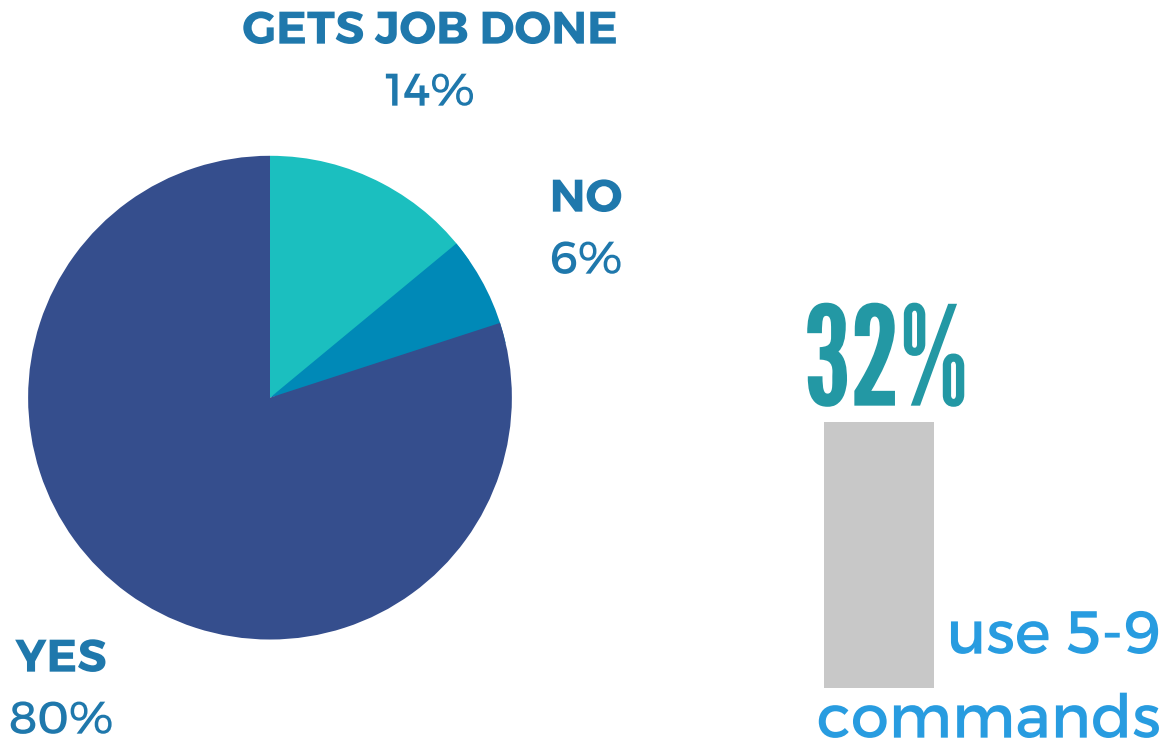


IN STORE

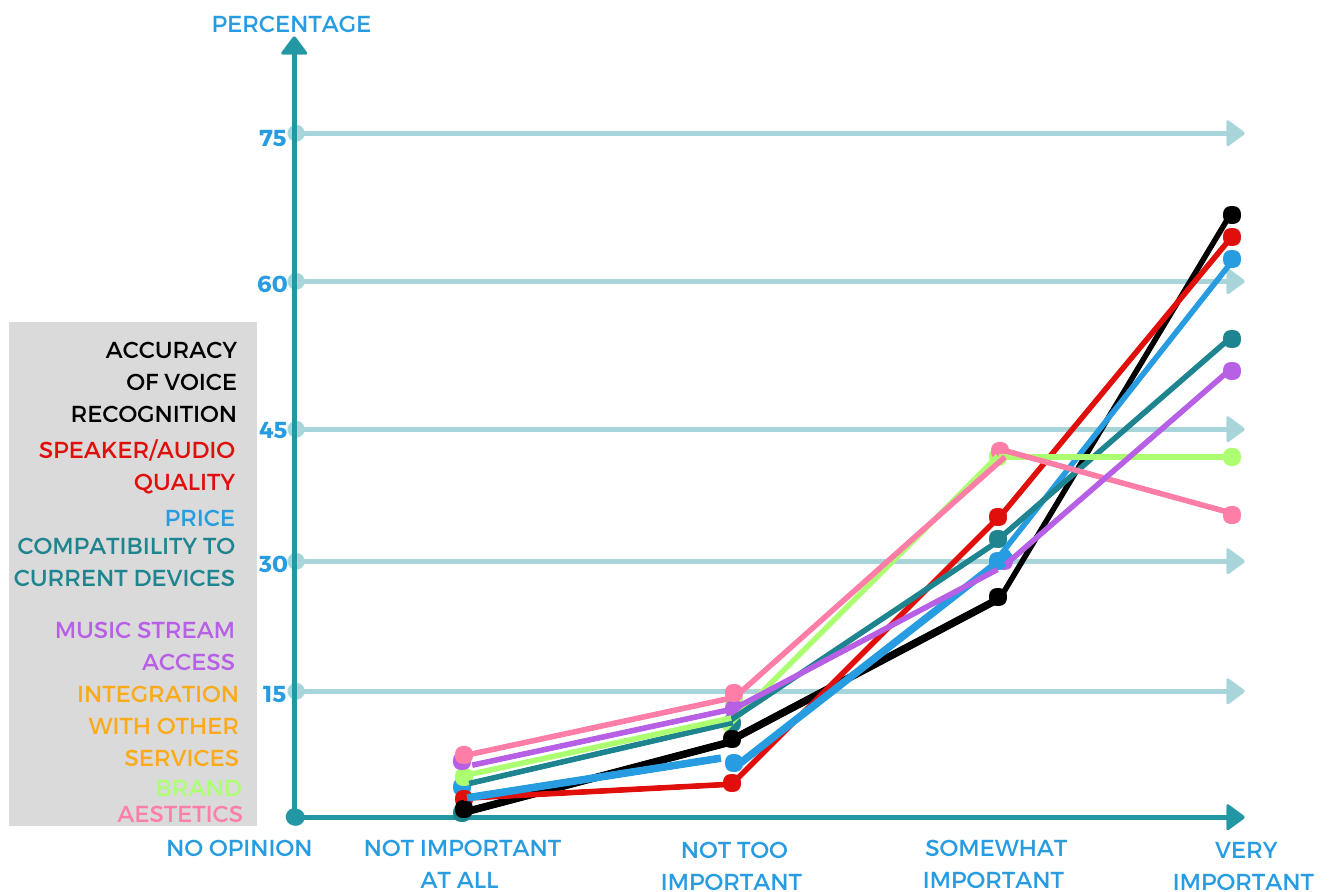


ONLINE

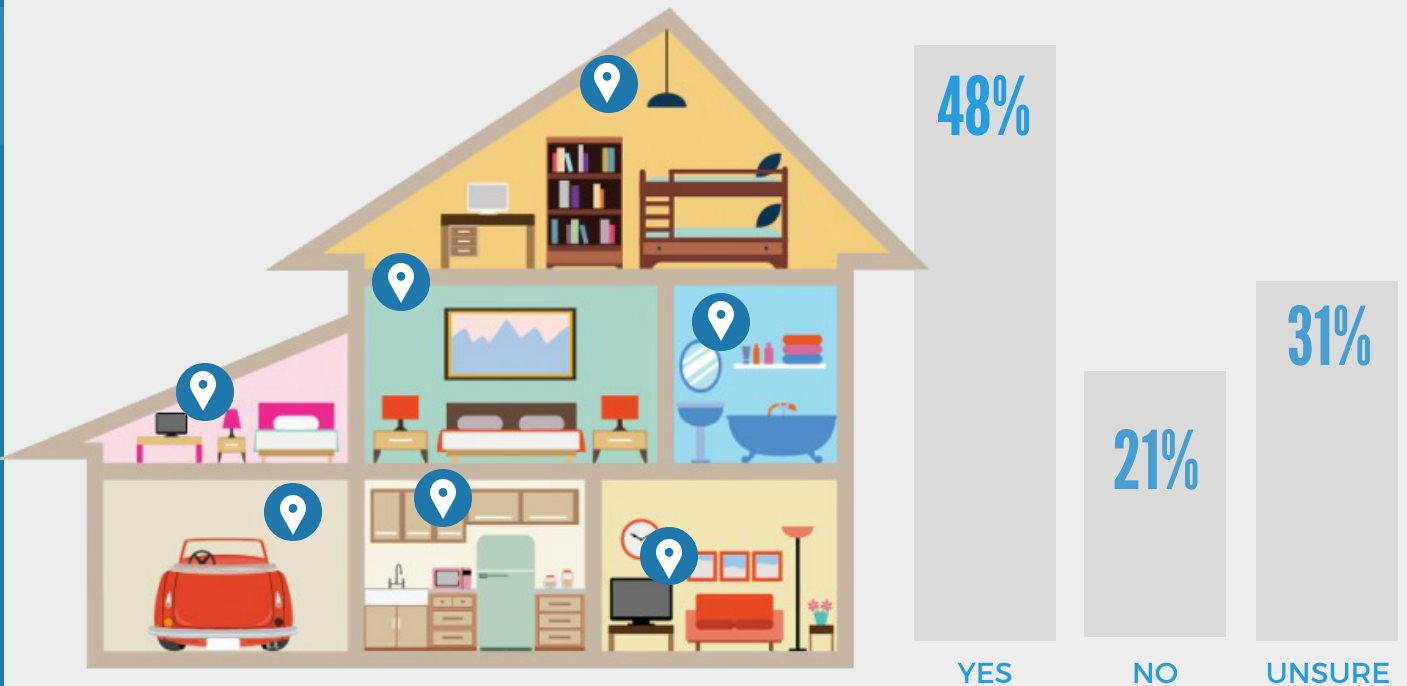
Is the quality of the speaker on your digital voice assistant device good enough to fulfill your needs?



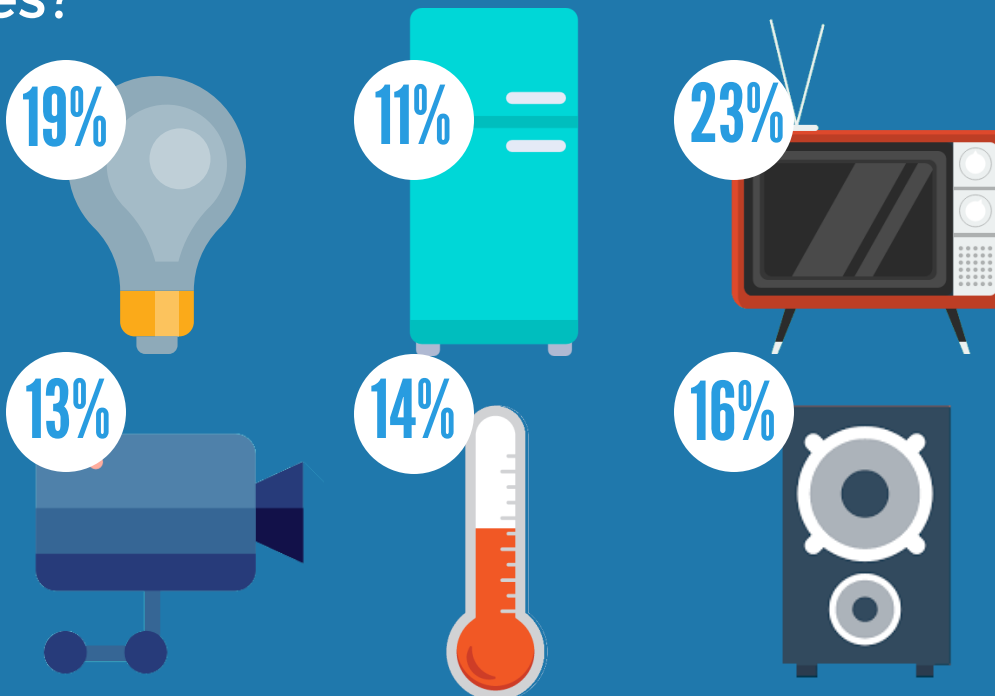
How important are each of the following?



Do you plan to use digital voice assistant devices to convert your house to a “smart home” in 2018?



Do you plan to connect your digital voice assistant device to any of the following devices?



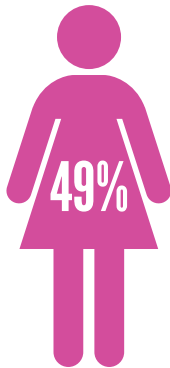
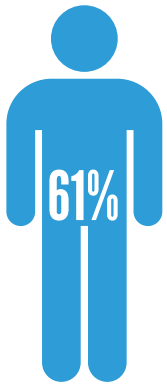
There have been recent news reports cautioning that digital voice assistant devices are recording more information than users realize:

Are you concerned?



54%

YES



61% of men fear smart devices may invade privacy. Women aren't as concerned (49%).

Which artificial intelligence do you prefer?

37%

GOOGLE HOME

5%

MICROSOFT
CORTANA

16%

APPLE'S SIRI

43%

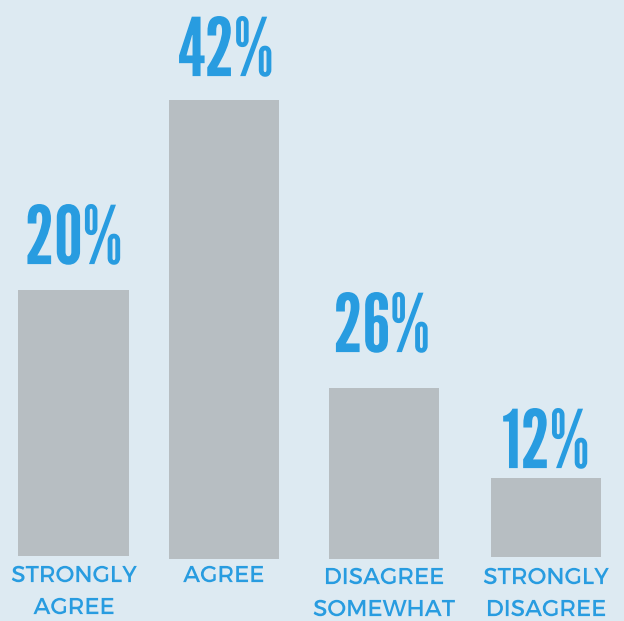
PREFER AMAZON ALEXA

More men prefer Google Home's AI, whereas more women prefer Amazon's Alexa



To what degree do you agree with the following statement:

Since I got my digital voice assistant device, I use my smartphone for fewer activities



of respondents believe their smart device is replacing time spent using their SMARTPHONE.

WHAT TYPE OF MOBILE PHONE DO YOU OWN?



MICROSOFT

< 1%



IPHONE

32%



BLACKBERRY

< 1%



ANDROID

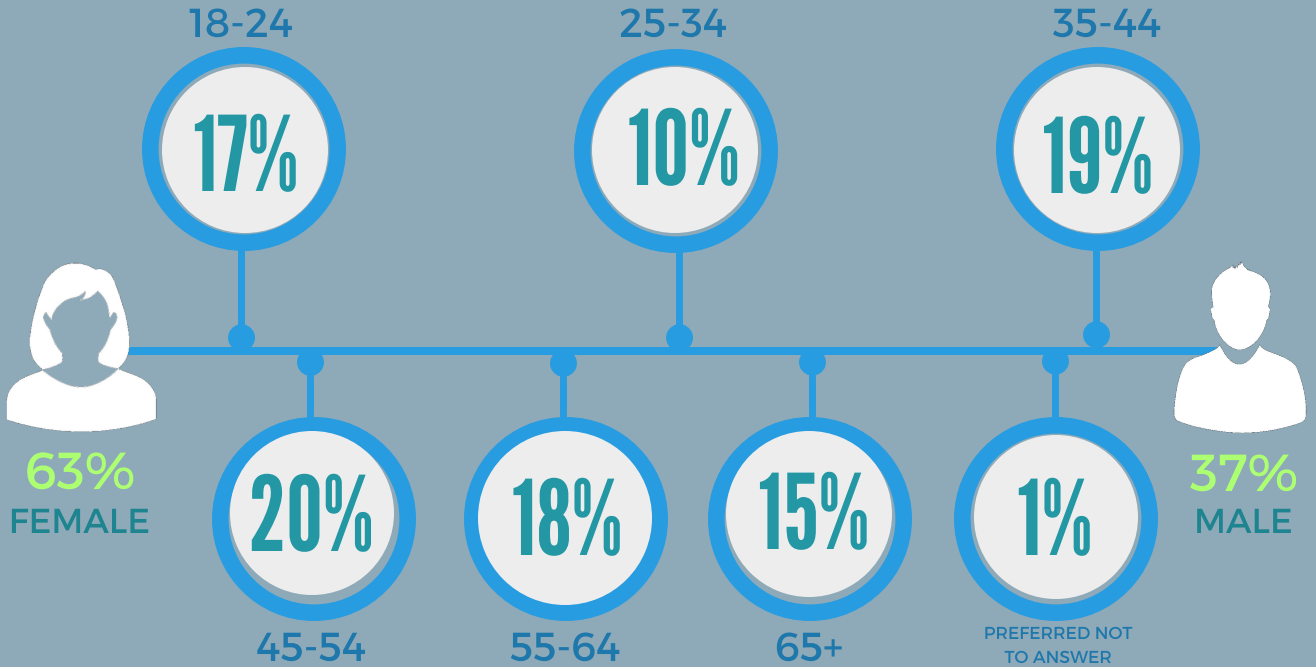
59%

8% USE OTHER PHONES SUCH AS FLIP PHONES, LG, KYOCERA, TRACPHONE, ETC.

SURVEY PARTICIPANTS

DEMOGRAPHICS

GENDER & AGE



EMPLOYMENT STATUS

3% PREFERRED NOT TO ANSWER

- 47% FULL-TIME
- 16% PART-TIME
- 13% UNEMPLOYED/LOOKING
- 6% UNEMPLOYED/NOT LOOKING
- 15% RETIRED

HOUSEHOLD INCOME

9% PREFERRED NOT TO ANSWER

- 22% < \$30K
- 38% \$30K-\$74,999
- 19% \$75K-\$124,999
- 10% \$125K-\$224,999
- 2% \$225K+

EDUCATION

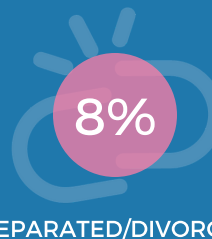
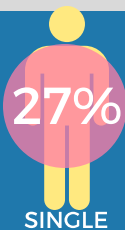
2% PREFERRED NOT TO ANSWER

- 30% H.S./GED
- 16% ASSOCIATES
- 26% BACHELORS
- 16% MASTERS
- 3% PH.D./LAW/MED

7% OTHER

MARITAL STATUS

<2% PREFERRED NOT TO SELF-IDENTIFY





QuestionPro

Audience

Contact Us:

sales@questionpro.com

