



ThinkNow Voice™
*Smart Speakers: Total Market
Consumer Purchase Habits*
2017 Report



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ThinkNow Research

What is it?

ThinkNow Voice™ is a market research study conducted by ThinkNow Research that looks at ownership and consideration of smart speaker products among American consumers. The study examines the total market as a whole and by key race/ethnic segments.



Methodology

Survey Method

- › Online via ThinkNow Research's Omnibus Study



Field Timing

- › August, 2017



Regional Coverage

- › National



Screening Criteria

- › 18-64 years of age



Base Sizes

1,187
Total

486
Hispanics

229
Non-Hispanic
Whites

231
African-
Americans

241
Asian-
Americans



Who We Are



An authority on creating and managing research products that help clients gather insights about rapidly changing consumer segments.

Conduct online, in-person and telephone research.

Research experience specifically in the Hispanic, African American, Asian and Total markets.

Experience in hard-to reach demographic sub-groups.

Only full-service market research company that owns & operates an in-house Hispanic panel.

Servicing Fortune 500 clients, ad agencies, non-profits and other market research companies.

Our Services

QUANTITATIVE
QUALITATIVE
MIXED MODE



ONLINE
PANEL



INTERCEPTS



PHONE

ONLINE MARKET
RESEARCH
COMMUNITIES

CONCEPT AND
COPY TESTING

ADVERTISING
EFFECTIVENESS

ONLINE PANEL
BUILDING

WEBSITE
USABILITY
STUDIES

OMNIBUS
SURVEYS

ATTITUDES &
USAGE

BRAND
TRACKING

PRODUCT
TESTING

ONLINE &
OFFLINE
QUALITATIVE

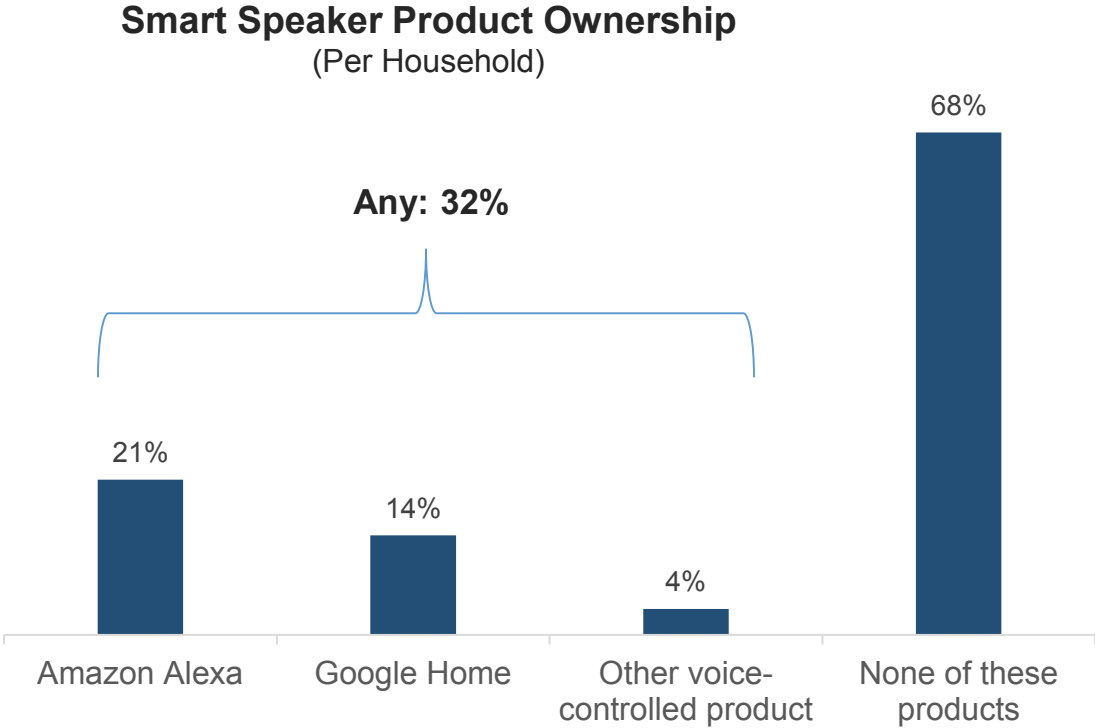
info@thinknowresearch.com
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www.thinknowresearch.com

Research Results



Amazon Alexa is the top smart speaker product among the Total Market.

Roughly 30% of households have any type of smart speaker product.

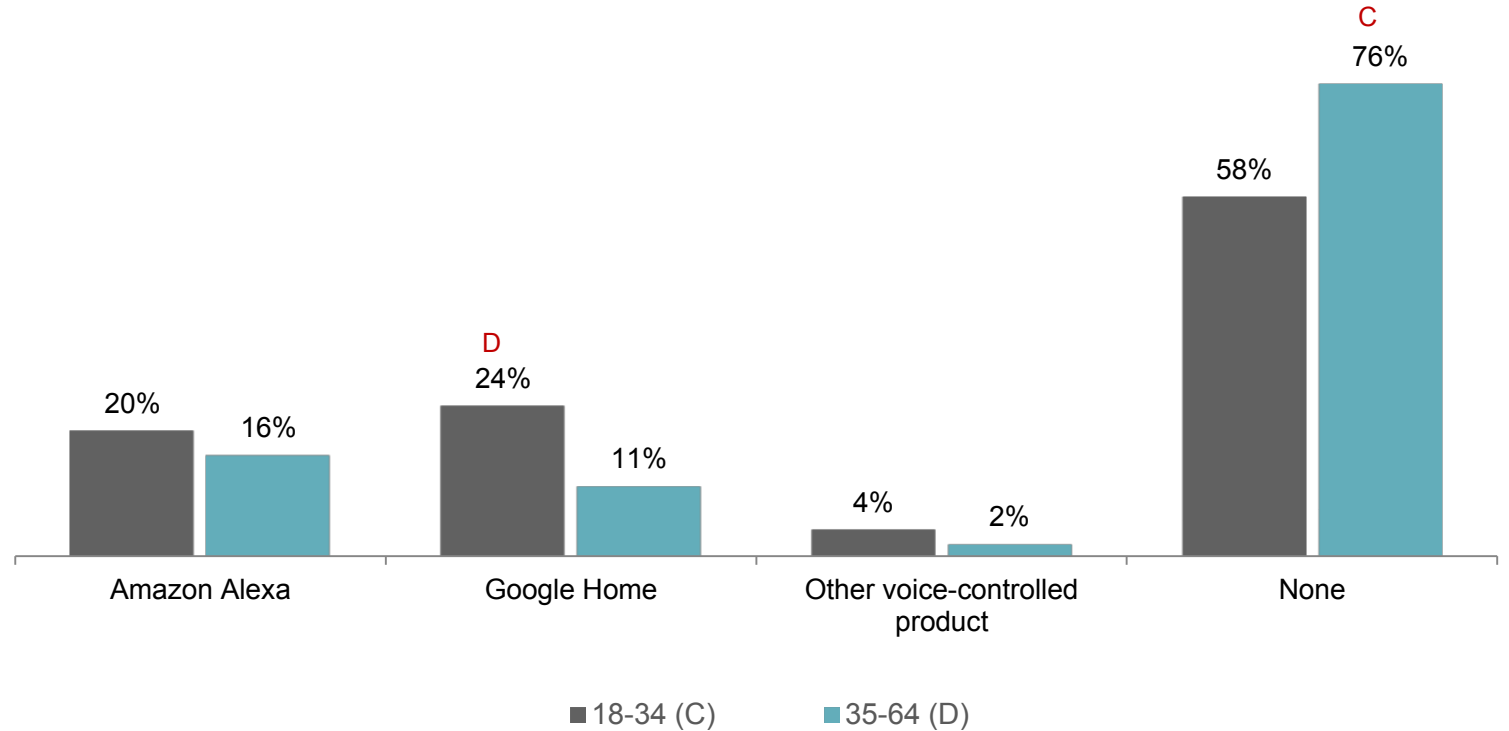


Smart speakers are most popular among younger consumers.

18-34 year-olds are twice as likely to own a Google Home compared to 35-64 year-olds.



Smart Speaker Ownership by Age Group (Per Household)



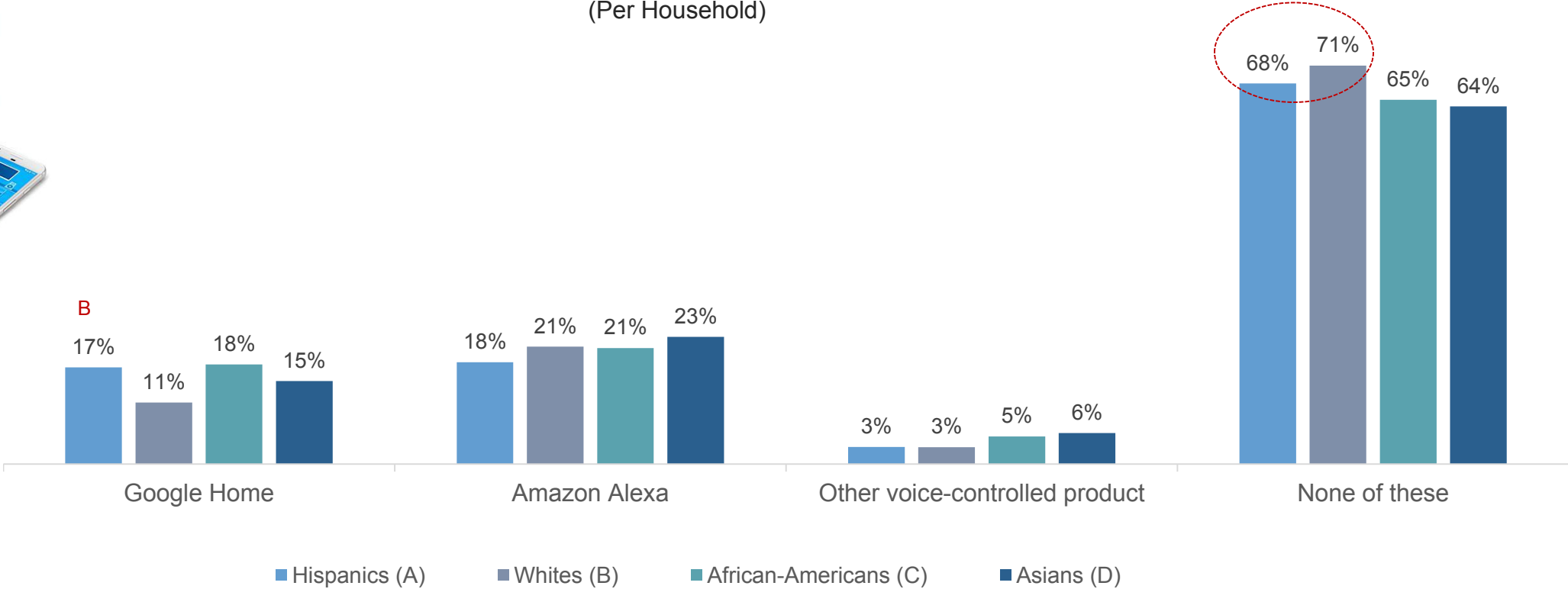
Letters indicate statistically significant difference (95% confidence)

African-Americans and Asians are the most likely to own a smart speaker.

White consumers are the least likely to have Google Home in their household.



Smart Speaker Ownership by Race/Ethnicity (Per Household)

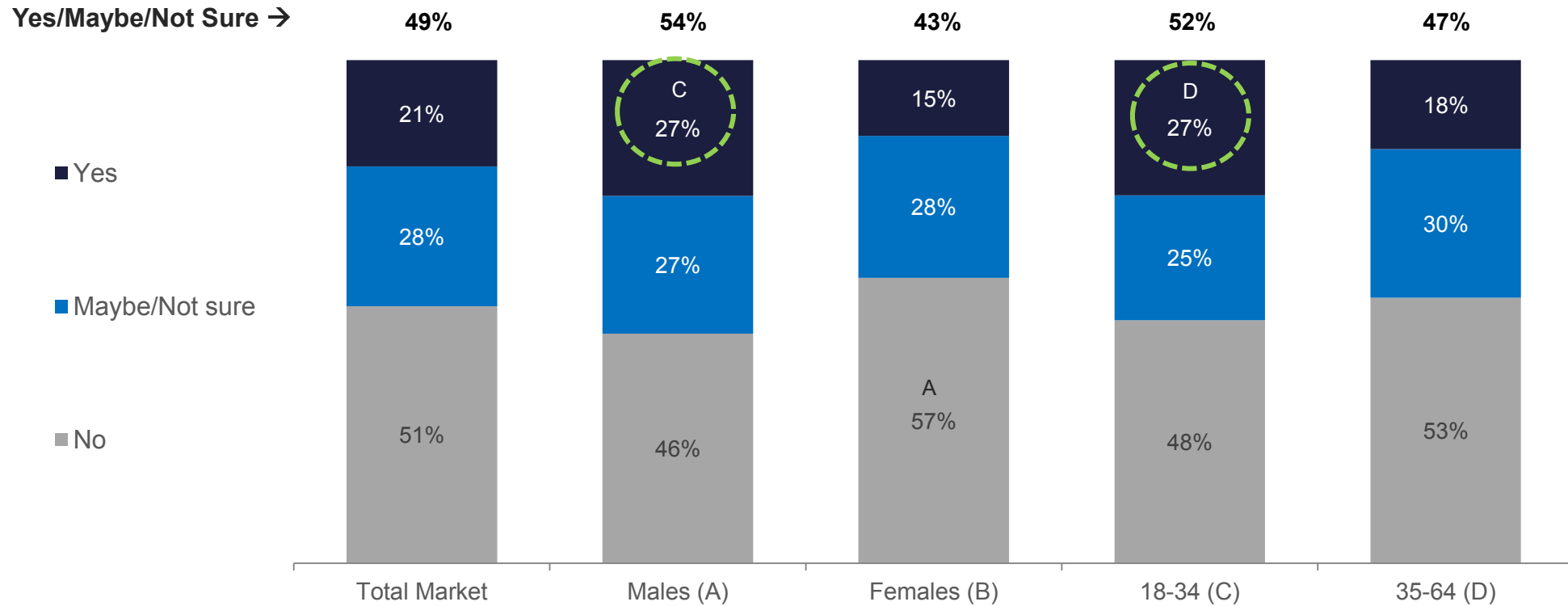


Letters indicate statistically significant difference (95% confidence)

About 2-in-10 are likely to buy a smart speaker for the holidays; 3-in-10 “may.”

Interest is highest overall for males and 18-34 year-olds.

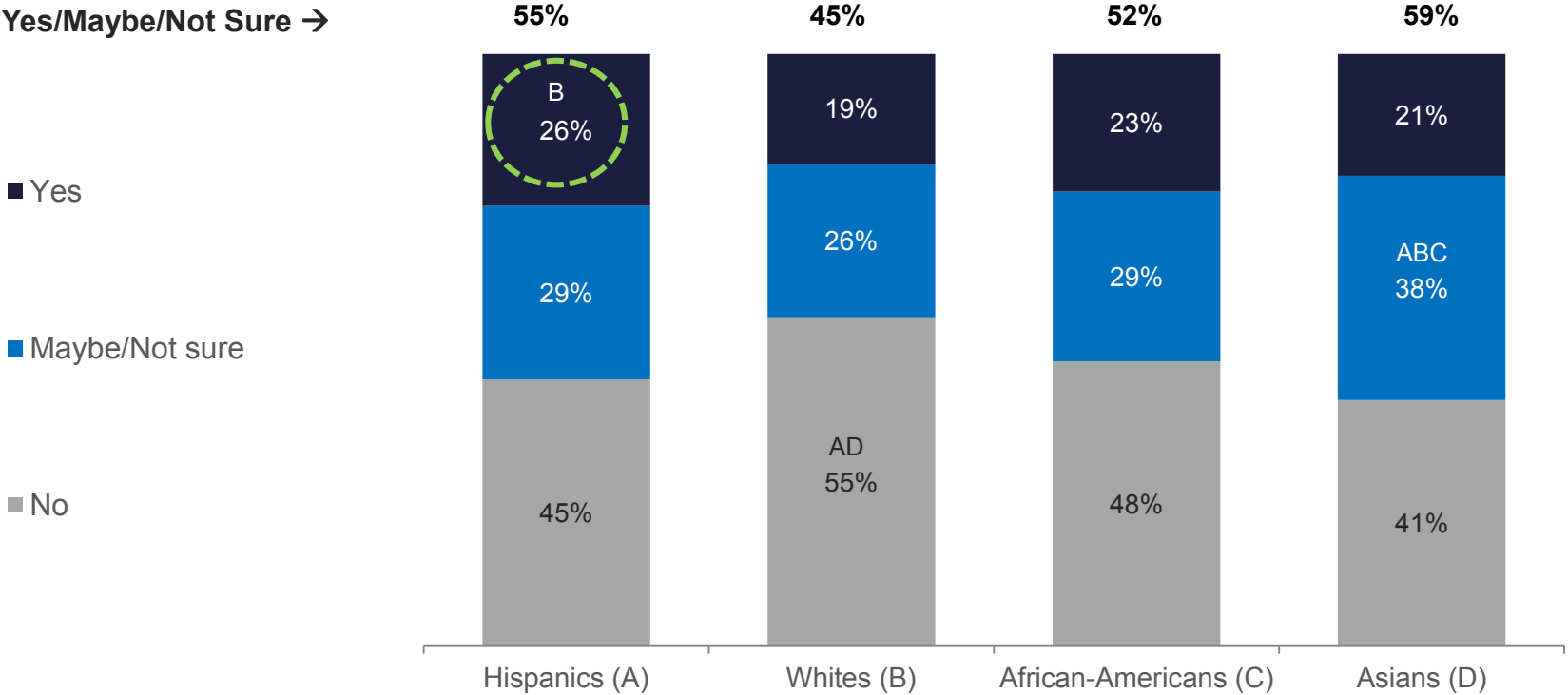
Plan To Purchase Smart Speaker for Holidays



Letters indicate statistically significant difference (95% confidence)

Multicultural groups expressed more interest in smart speakers compared to White consumers.

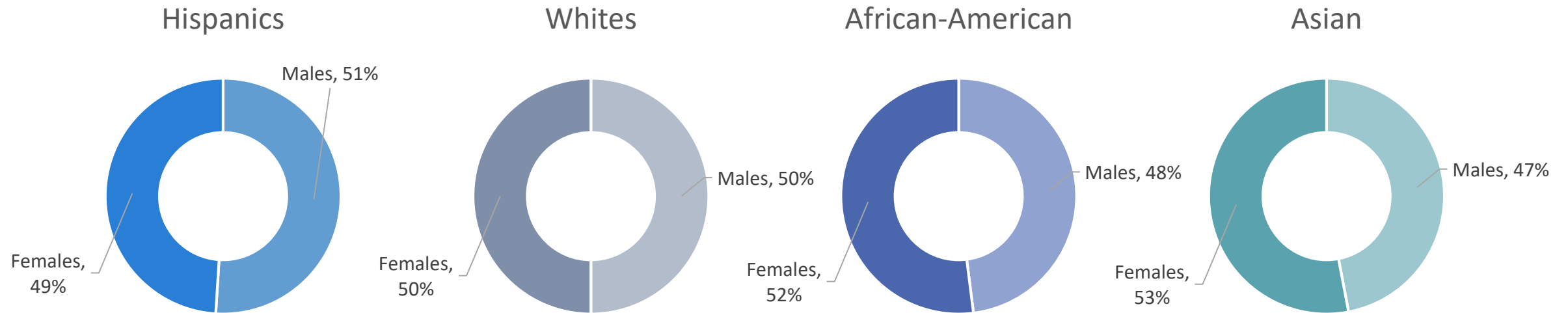
Plan To Purchase Smart Speaker for Holidays by Race/Ethnicity



Letters indicate statistically significant difference (95% confidence)

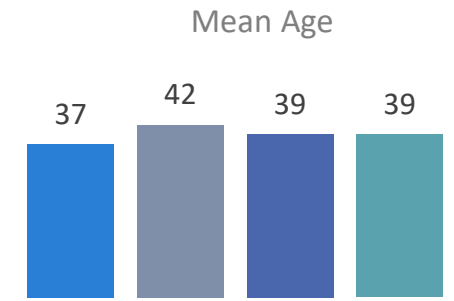


Gender

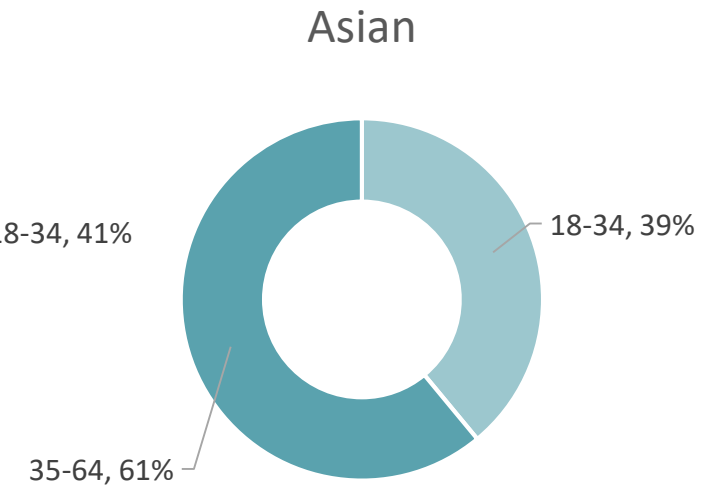
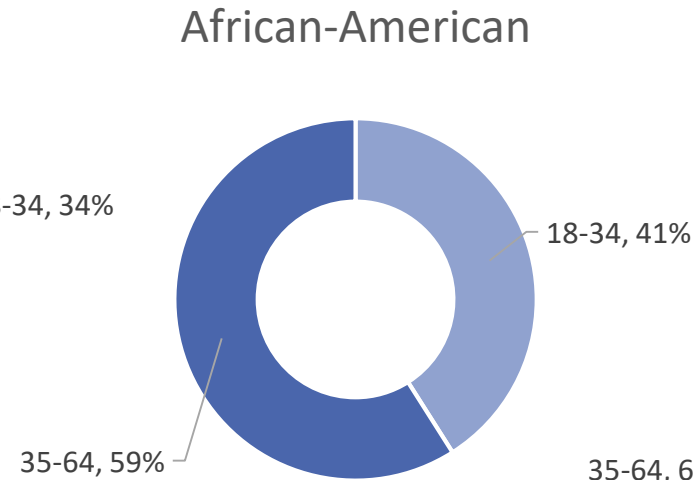
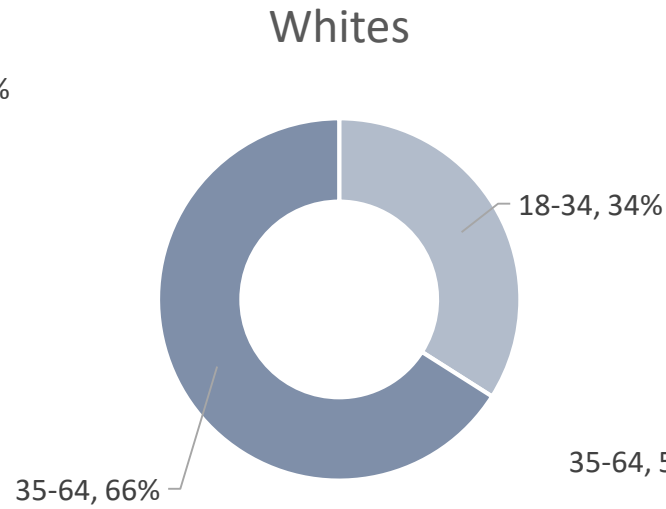
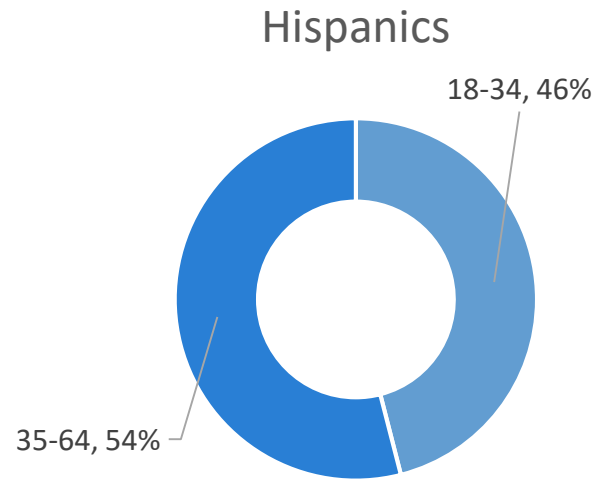


Base Size: Hispanics n=509, Whites n=257, African-American n=255, Asian n=266

Age



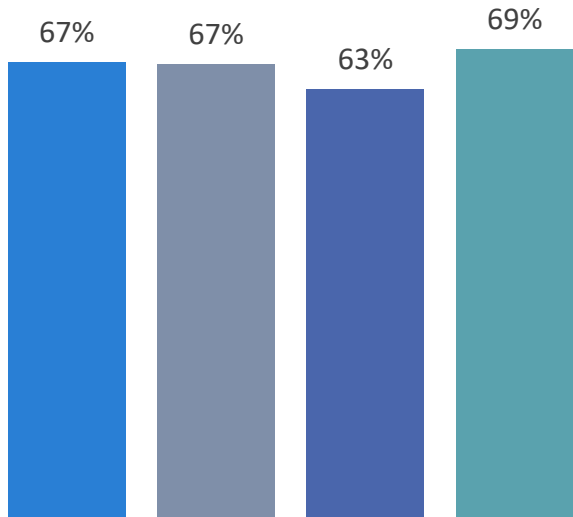
■ Hispanics ■ Whites ■ African-American ■ Asian



Base Size: Hispanics n=509, Whites n=257, African-American n=255, Asian n=266

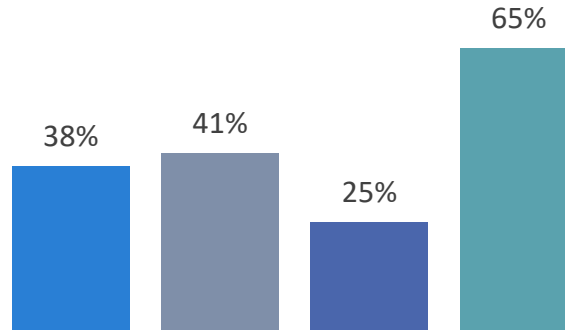
Other

Employed



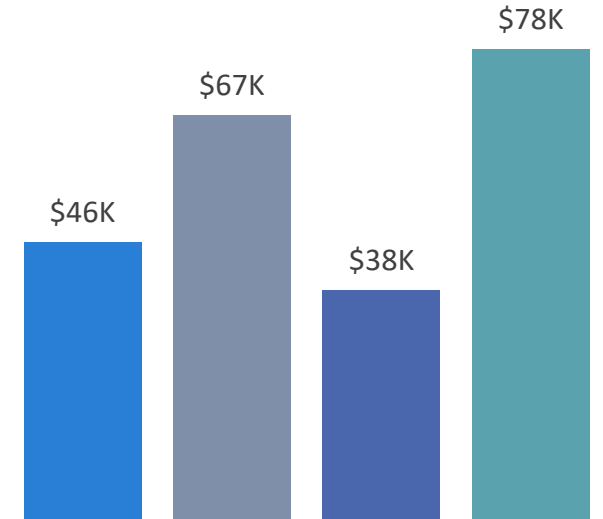
■ Hispanics ■ Whites ■ African-American ■ Asian

College Graduate or More



■ Hispanics ■ Whites ■ African-American ■ Asian

Median Household Income



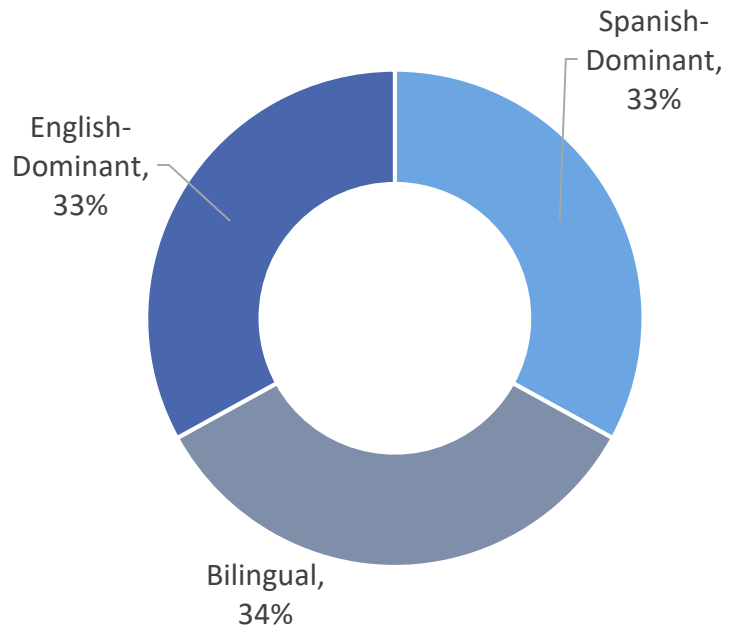
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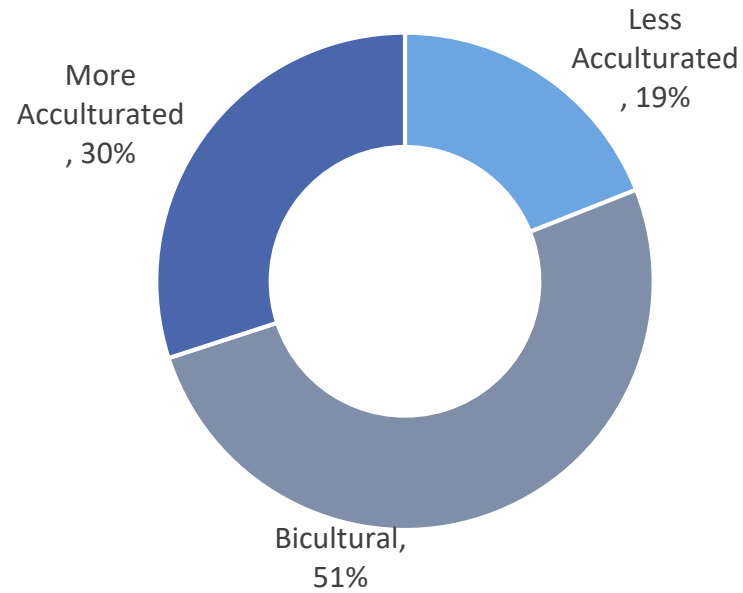
Demographic Profile, Hispanics

n=509

Home Language Use



Acculturation Level



Country or Origin

