



THE smart audio REPORT

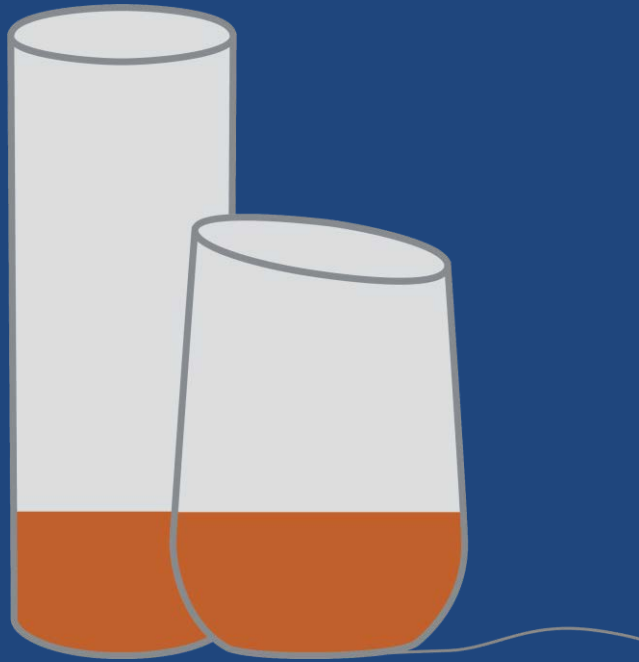
AUSTRALIA 2021

TalkVia



Methodology

- National online survey of 5,000 adults age 18 and older
 - Conducted 19 April 2021 – 5 May 2021
 - Study modeled after The Smart Audio Report from NPR and Edison Research conducted in the U.S.
- Additional data taken from The Infinite Dial Australia from Commercial Radio Australia, Southern Cross Austereo/LiSTNR, Triton Digital and Edison Research.

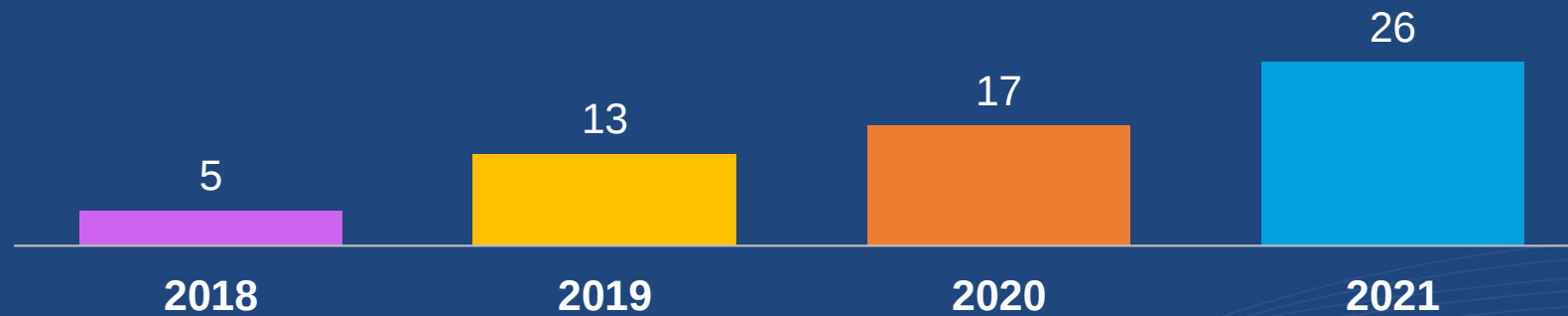


26% of Australians
12+ own a Smart Speaker,
or around 5.6 million people
Compared to 33% of the U.S. population

Source: The Infinite Dial Australia 2021, The Infinite Dial U.S. 2021

Google Home Google Home is a trademark of Google Inc.

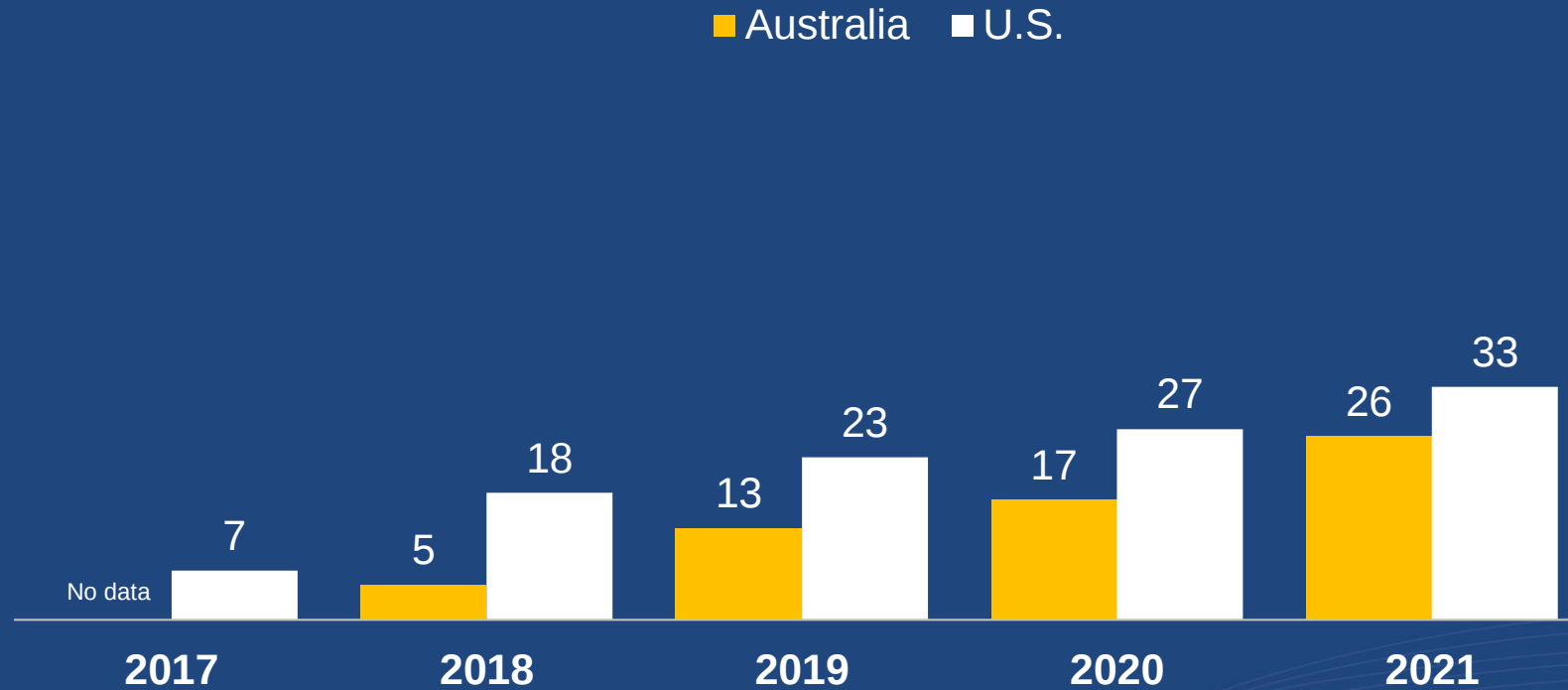
Over a quarter of Australians now own a smart speaker



Percentage of Australians age 12+ who own a smart speaker

Source: The Infinite Dial Australia 2021

Over a quarter of Australians now own a smart speaker

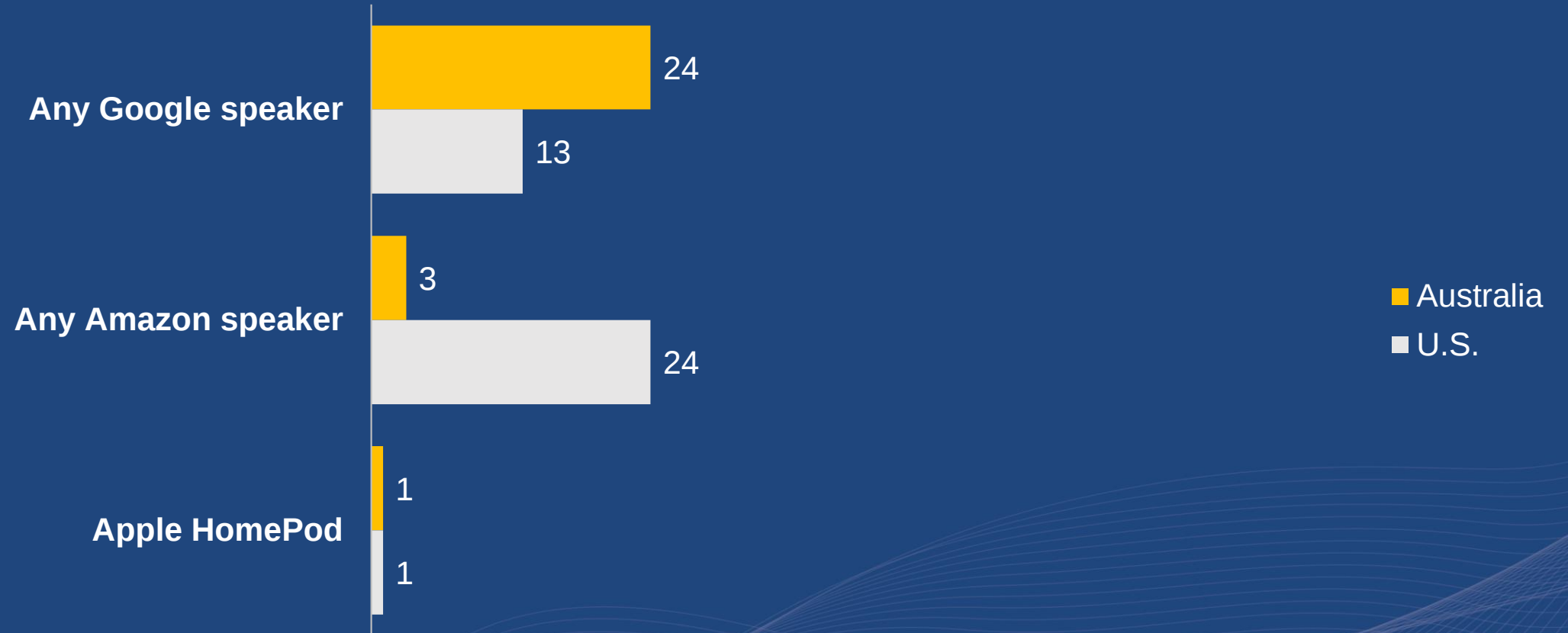


Percentage of those age 12+ who own a smart speaker

Base: Populations age 12+

Source: The Infinite Dial Australia 2017-2021, The Infinite Dial U.S. 2017-2021

% owning type of smart speaker



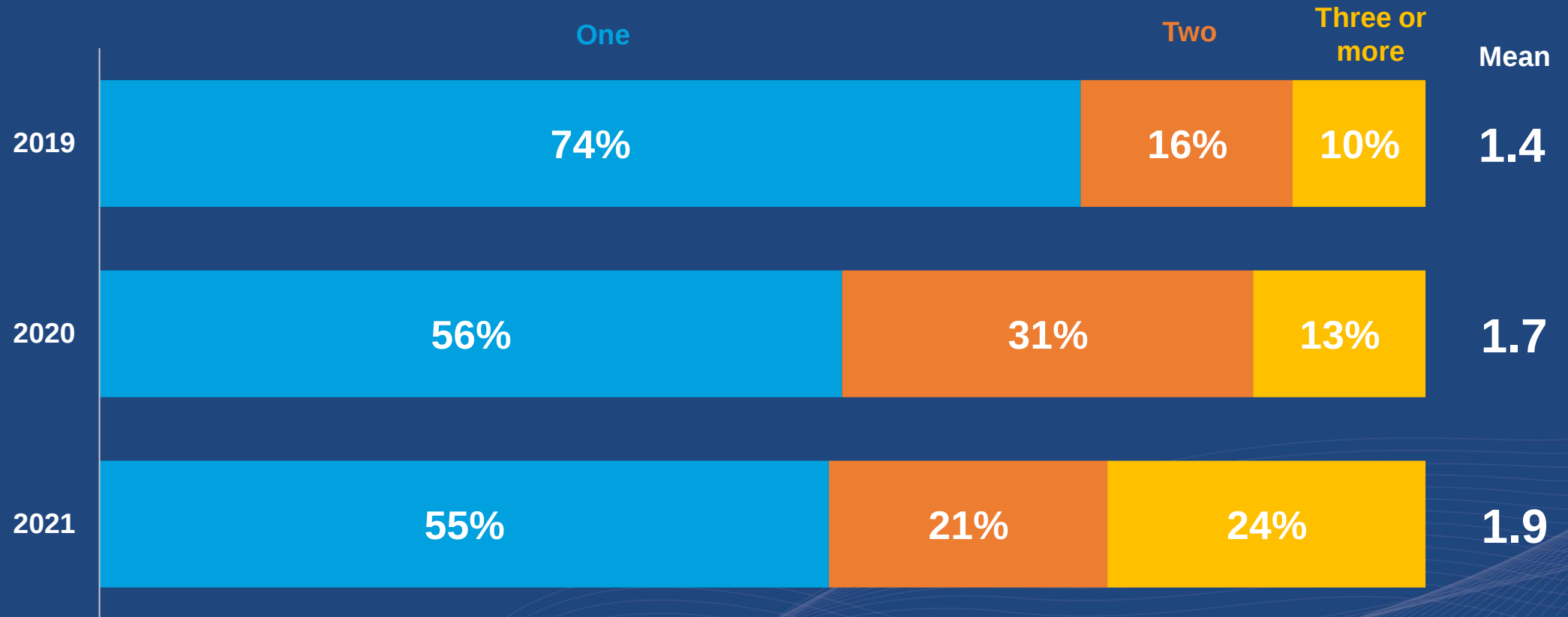
■ Australia
■ U.S.

Base: Population age 12+

Source: The Infinite Dial Australia 2021, The Infinite Dial U.S. 2021

Smart speaker owners

How many smart speakers do you have in your home?

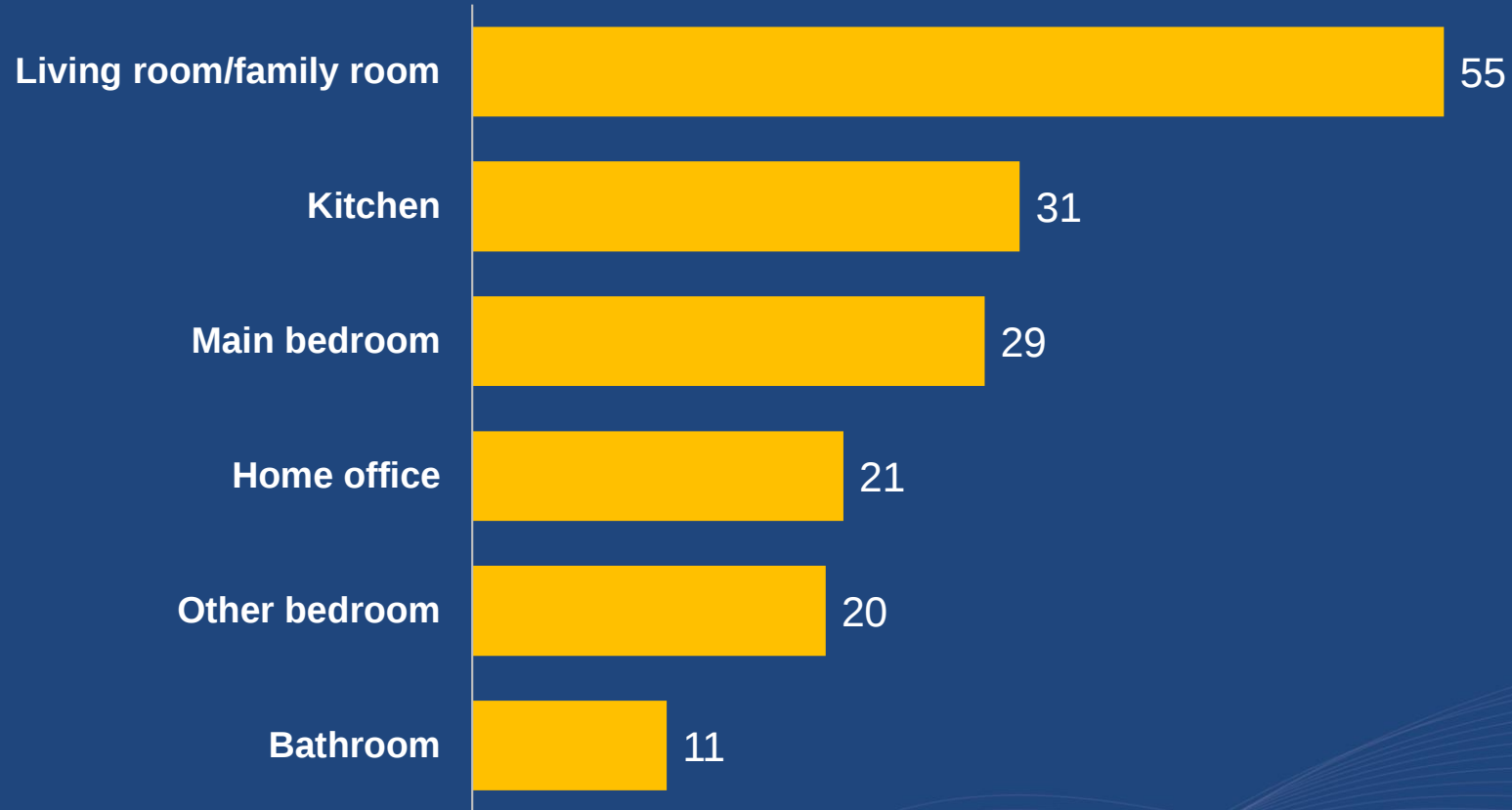


Base: Australian 12+ who own a smart speaker

Source: The Infinite Dial Australia 2019-2021

Smart speaker owners

Smart speaker location in the home:



% saying a device is in [location]

Multiple items accepted
Base: Australian 18+ who own a smart speaker

Smart speaker owners

In a typical week, do you use your smart speaker when you are...



Base: Age 18+ who own a smart speaker



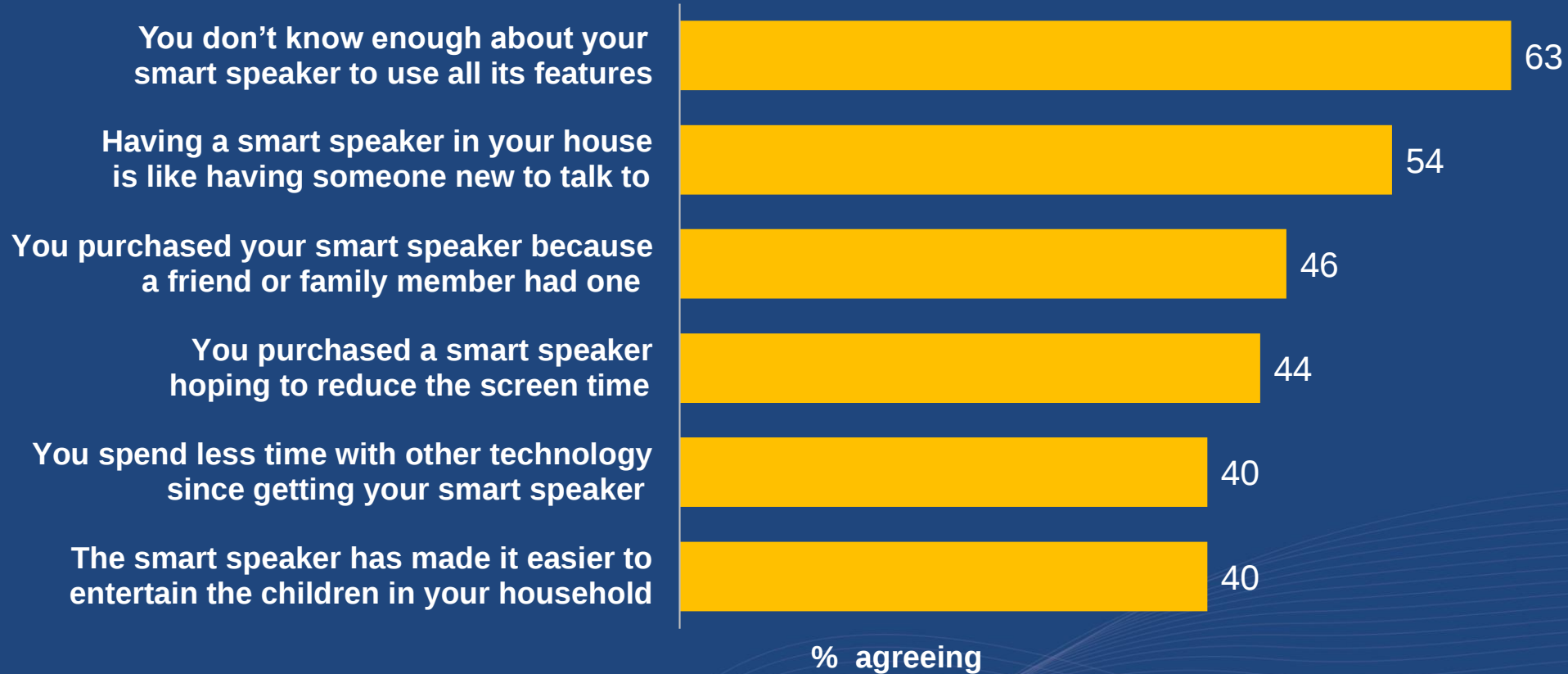
88%

of **smart speaker owners** use the device in a typical week

67%

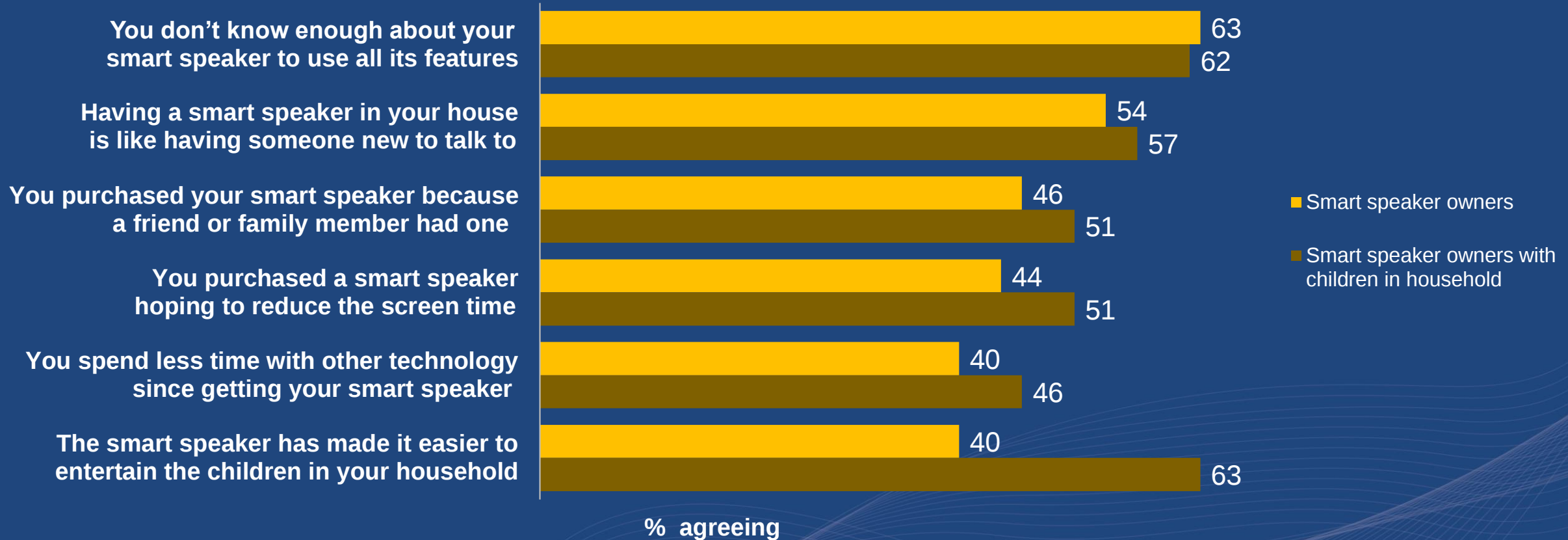
of **smart speaker owners** use the device daily

Smart Speaker Owners agree:



Base: Own a smart speaker

Smart Speaker Owners agree:



Base: Own a smart speaker

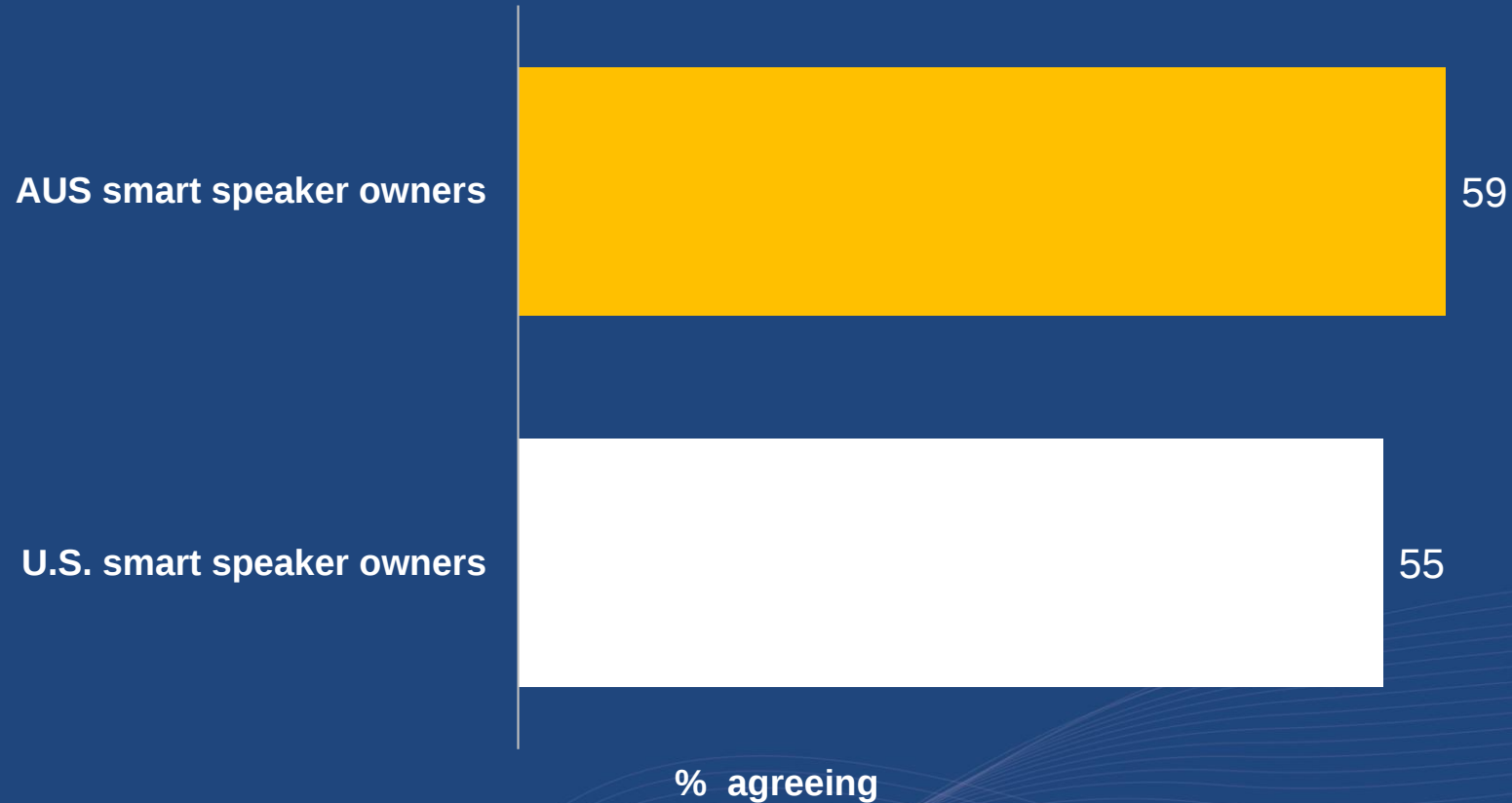
49%

of **smart speaker owners who own a smartphone**
say they are using the voice-operated personal assistant
on their smartphone more since getting a smart speaker

*(46% of American smart speaker owners who own a smartphone use their
smartphone voice assistant more often since getting a smart speaker)*

Base: Smart speaker owners who own a smartphone

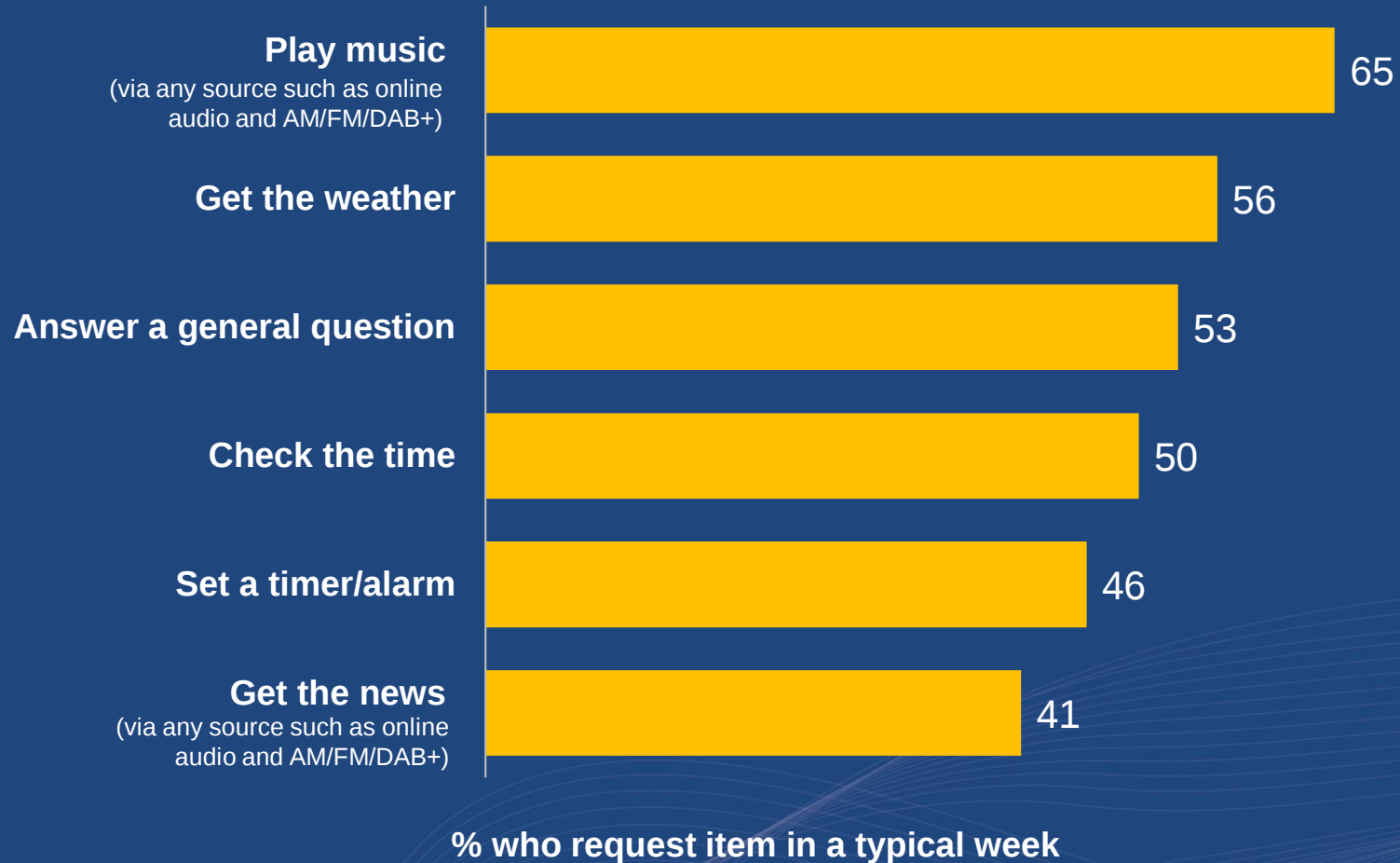
Smart Speaker Owners agree: “You are listening to more audio since you got your smart speaker”



Base: Smart speaker owners

Smart speaker owners

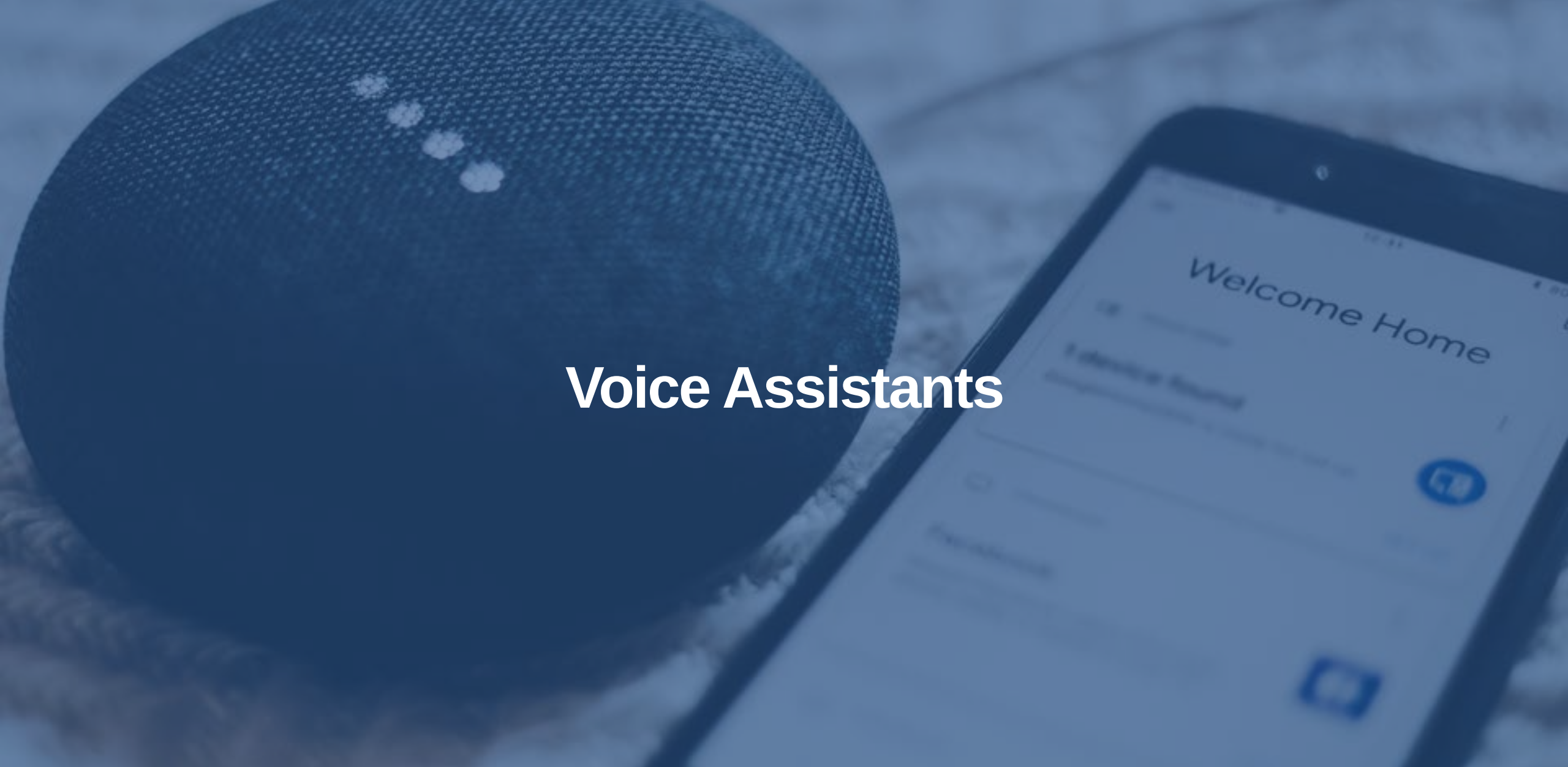
Top Weekly Smart Speaker Requests:



Base: Own a smart speaker

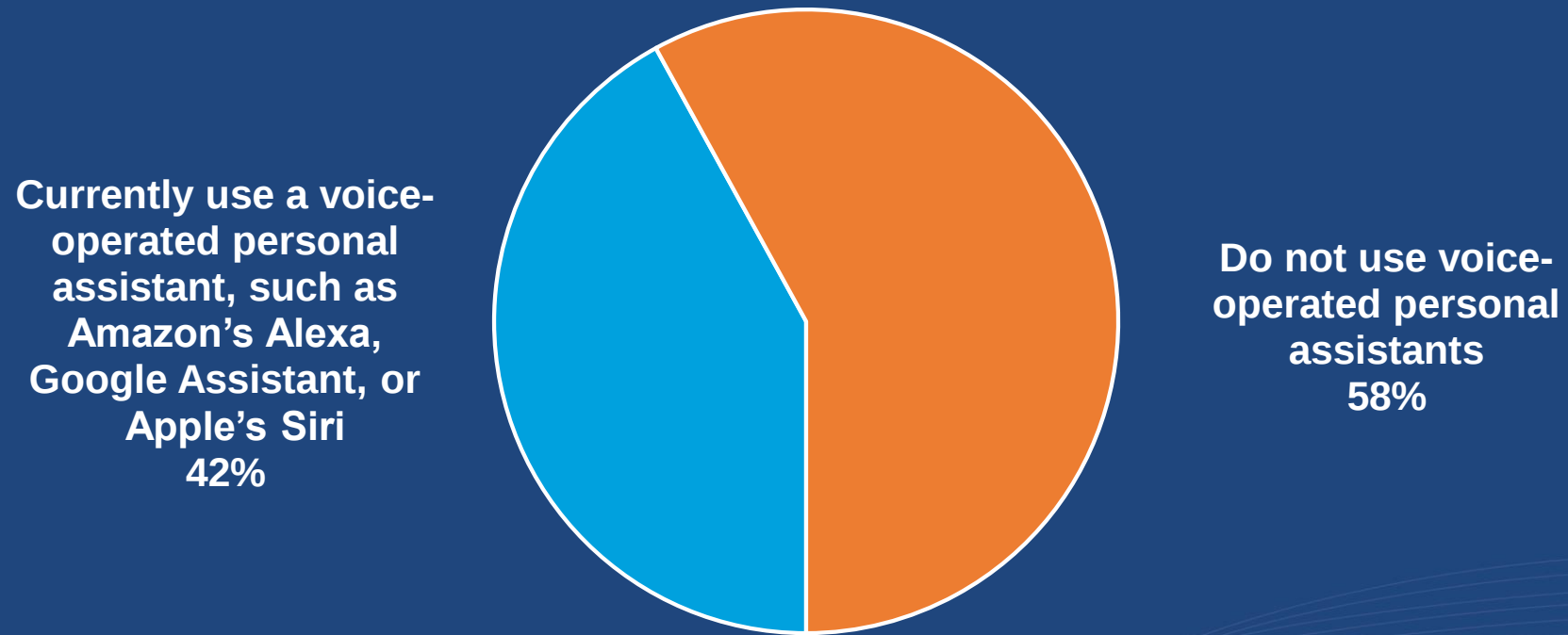
61%

of **smart speaker owners** plan to purchase another smart speaker

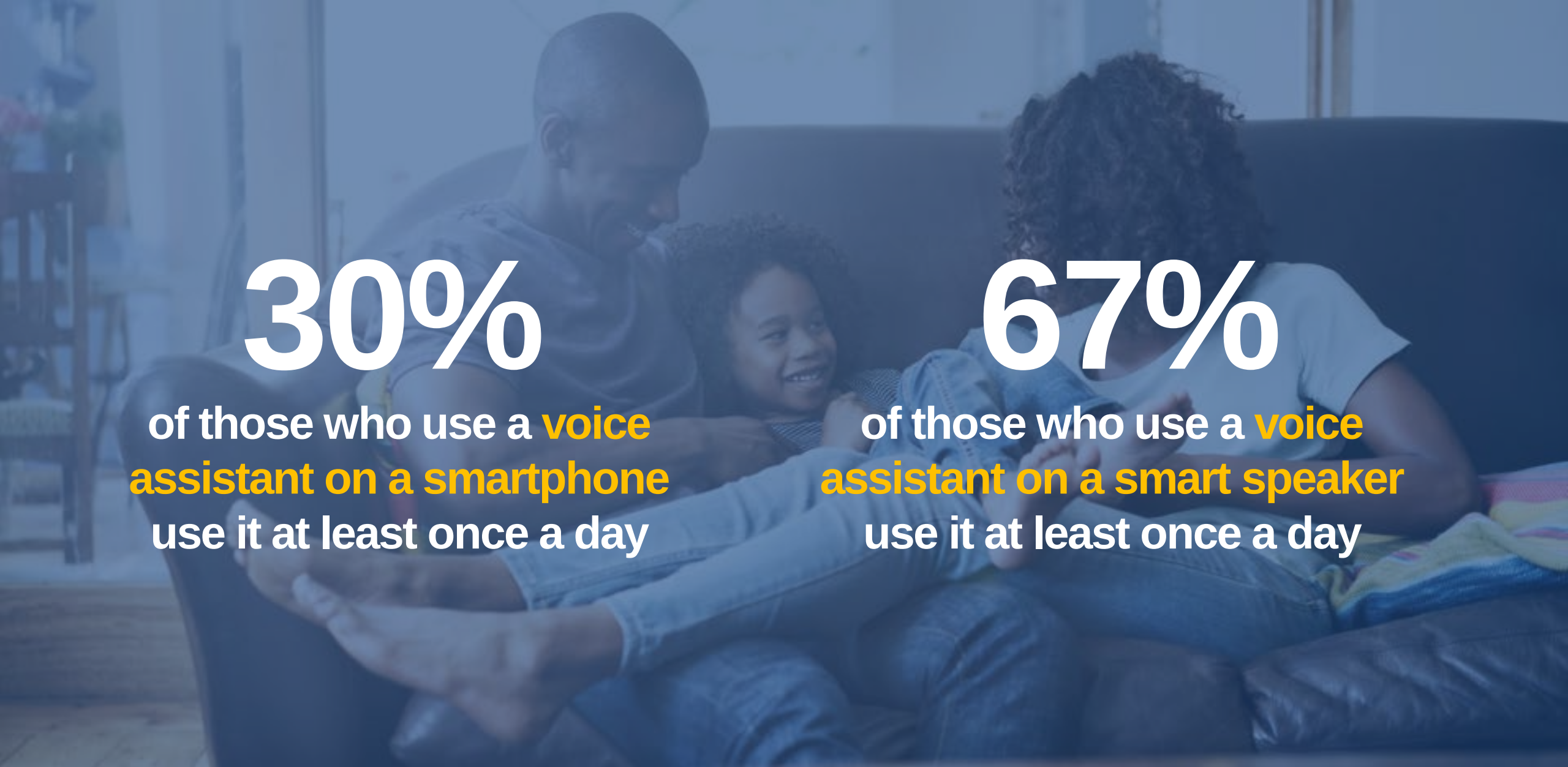


Voice Assistants

Four in ten Australians use voice commands



Source: The Infinite Dial Australia



30%

of those who use a **voice assistant on a smartphone** use it at least once a day

67%

of those who use a **voice assistant on a smart speaker** use it at least once a day

Voice assistant users agree:

Using voice-operated
personal assistants makes
your life easier

70

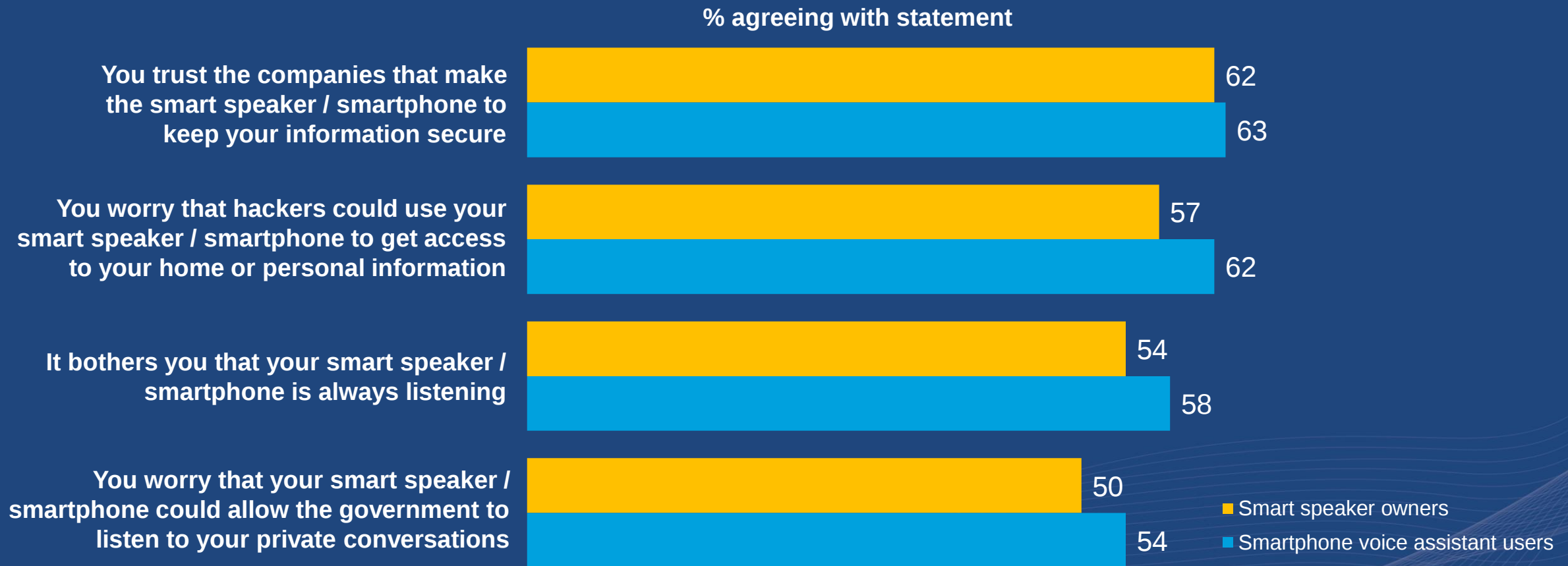
You wouldn't want to go back
to life without your voice-
operated assistants

41

% agreeing

Base: Ever use voice-operated personal assistants

How do you feel about device technology: Smart speaker owners vs. Smartphone voice assistant users



Base: Own a smart speaker/Smartphone voice users

Voice assistant users – Interacting with Brands Using voice commands...

33%

have interacted with a brand, product or service

31%

have added an item to their cart to review later for purchase

28%

have ordered a new product

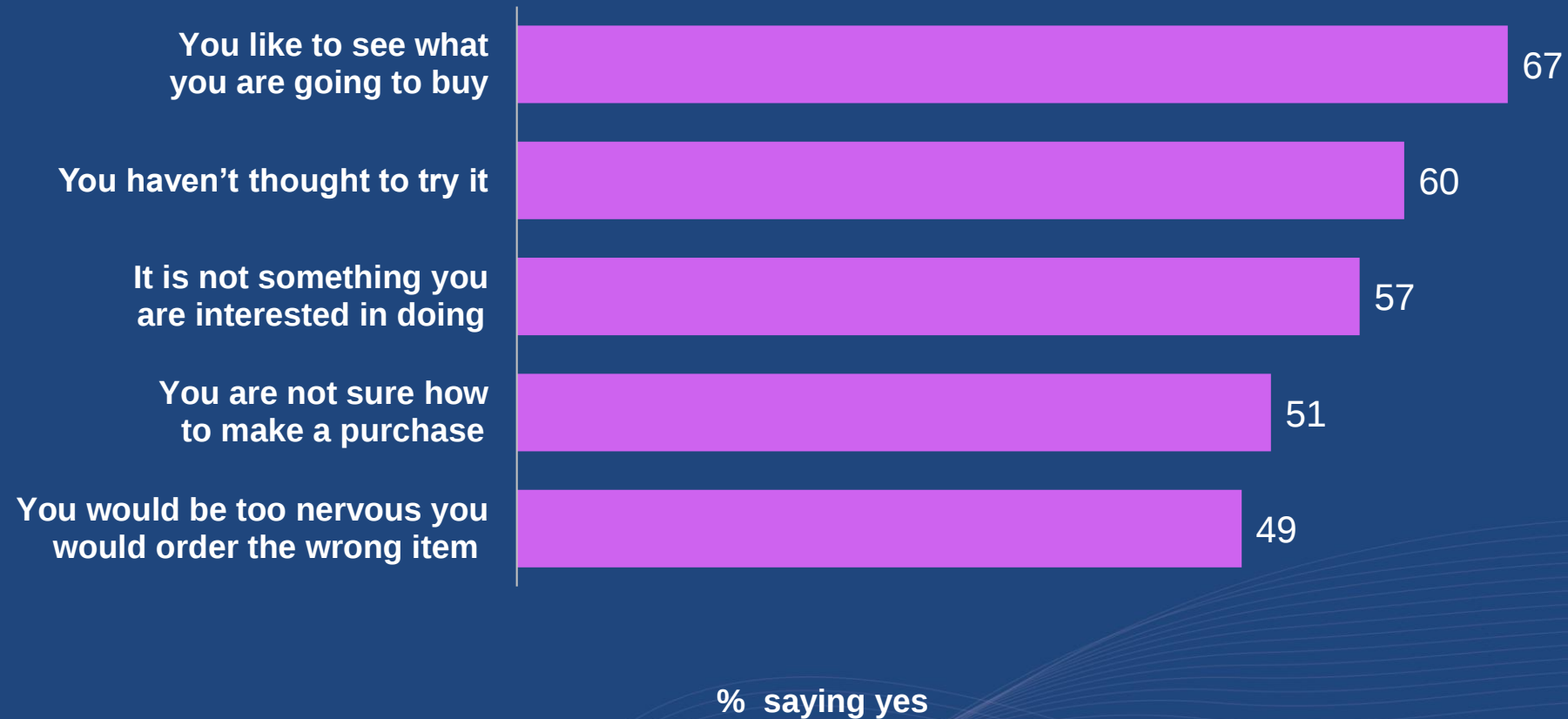
27%

have re-ordered an item

Base: Ever use voice-operated personal assistants

Voice assistant users, have not purchased using voice commands

You have not purchased anything using voice commands because...

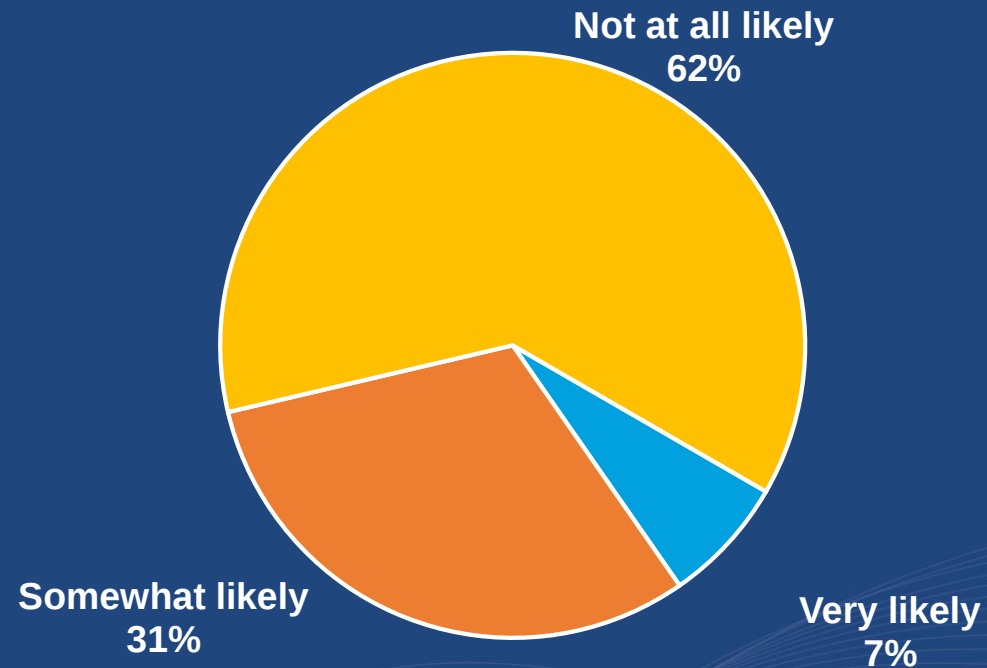


Base: Ever use voice-operated personal assistants, have not purchased anything using voice-commands

Smart Speaker Non-Owners

Smart speaker non-owners

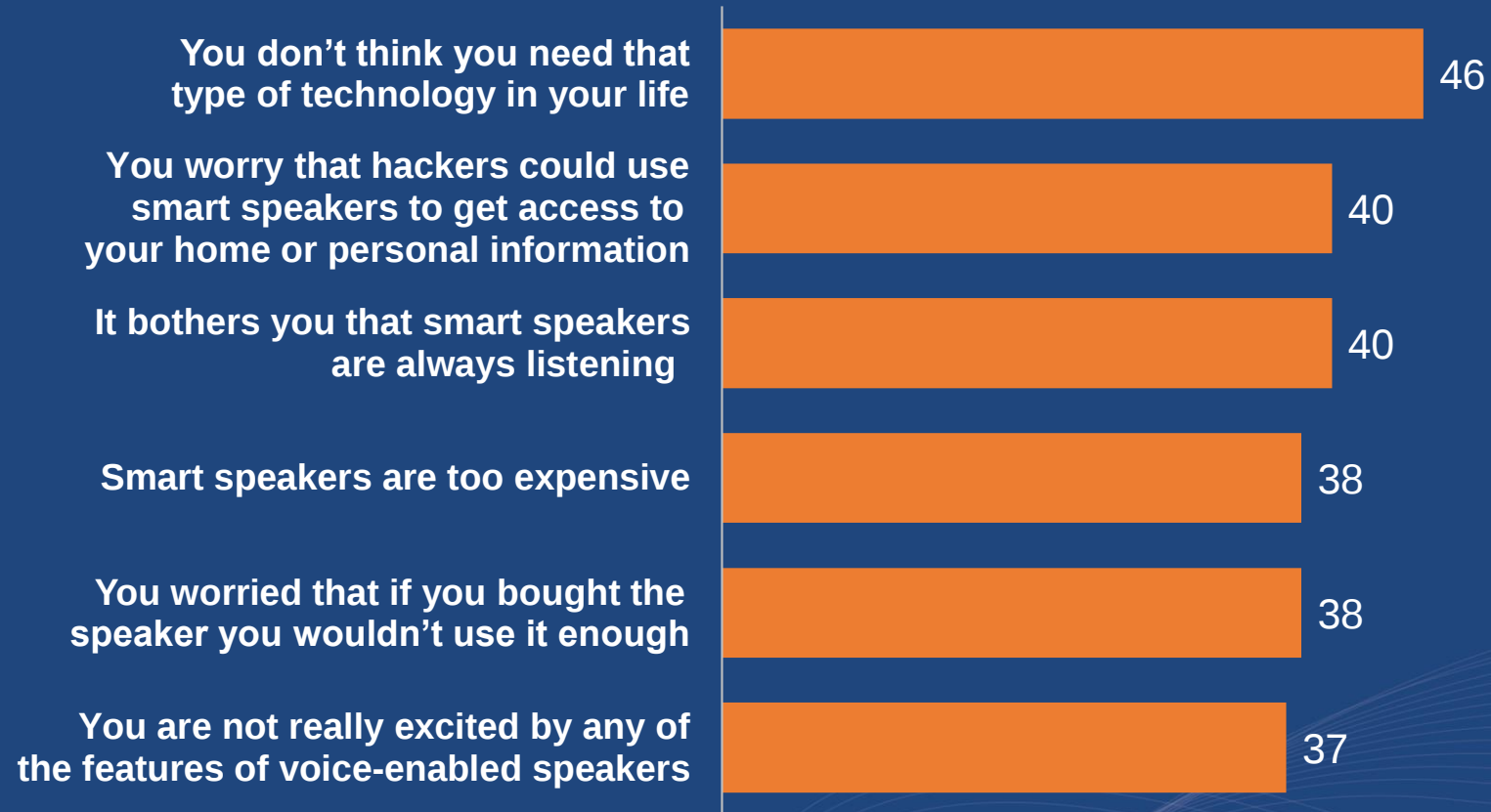
How likely are you to purchase a voice-enabled speaker in the next six months?



Base: Smart speaker non-owners

Smart speaker non-owners

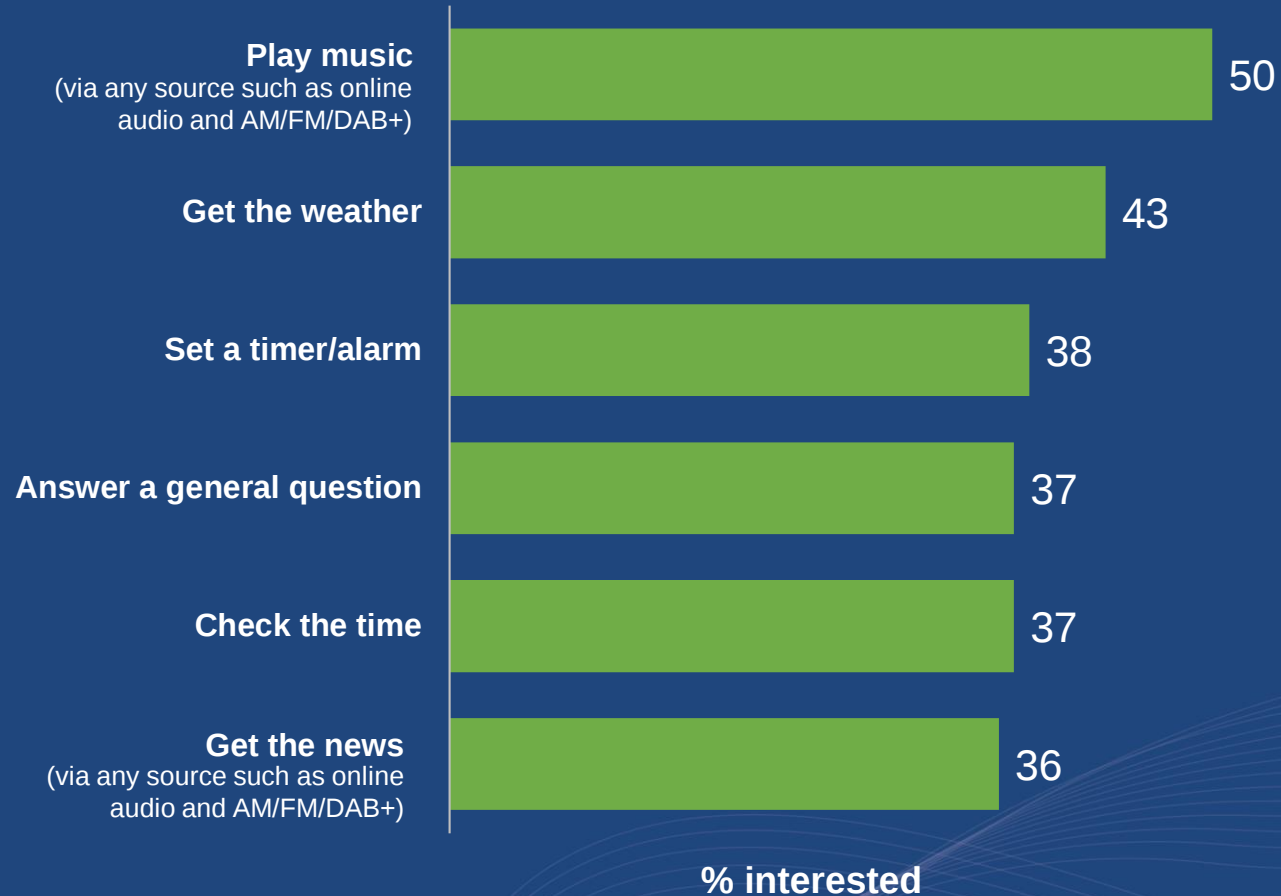
% saying this is a reason they do not own a smart speaker



Base: Smart speaker non-owners

Do not use voice assistant technology

% interested in using voice commands to...



Base: Do not use voice assistant technology

Takeaways

Smart Speakers are increasing the time people spend with audio

Smart speakers encourage listening to content such as music and news from online audio and AM/FM/DAB+ radio throughout the home

Smart speaker ownership is changing the way people use their smartphones

Smart speakers have created the habit for people to use voice commands on other devices in their lives

Voice assistant usage is growing

Australians are becoming comfortable with voice assistant technology



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