

YouGov - Smart Speakers

Sample: 1,000 UK adults who own smart speakers

Fieldwork: 11th - 15th April 2019

Total	Gender		Age					Social Grade		Region							
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Which, if any, of the following brands of smart voice-controlled speakers do you personally use in your home?
(Please select all that apply)

Base: UK adults	1000	509	491	18	119	167	210	486	729	271	207	182	96	74	271	830	40	110	20
Amazon Echo	80%	81%	80%	72%	68%	78%	83%	83%	80%	81%	76%	81%	75%	82%	83%	80%	88%	82%	80%
Google Home	21%	21%	21%	33%	30%	27%	20%	16%	20%	22%	24%	24%	25%	20%	17%	22%	13%	19%	15%
Apple HomePod	2%	2%	2%	-	3%	4%	2%	1%	2%	1%	0%	2%	3%	4%	2%	2%	3%	3%	-
Sonos One	5%	5%	4%	-	5%	5%	7%	4%	5%	3%	6%	3%	1%	8%	7%	5%	5%	2%	5%
Other	1%	1%	1%	-	1%	-	0%	2%	1%	1%	1%	2%	1%	1%	-	1%	-	1%	10%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not applicable - I do not personally use a smart voice-controlled speaker in my home	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Which ONE, if any, of the following brands of smart voice-controlled speakers would you say you personally use most often in your home?

Base: UK adults	1000	509	491	18	119	167	210	486	729	271	207	182	96	74	271	830	40	110	20
Amazon Echo	78%	78%	77%	72%	66%	71%	80%	82%	77%	79%	75%	75%	73%	78%	80%	77%	85%	79%	80%
Google Home	17%	17%	18%	28%	28%	22%	16%	13%	17%	18%	19%	21%	22%	14%	14%	18%	8%	16%	15%
Apple HomePod	1%	2%	1%	-	3%	3%	1%	1%	2%	0%	0%	1%	3%	3%	1%	1%	3%	2%	-
Sonos One	3%	3%	3%	-	3%	4%	3%	3%	3%	2%	4%	1%	1%	4%	5%	3%	3%	2%	-
Other	1%	1%	1%	-	1%	-	0%	1%	1%	0%	1%	2%	1%	1%	-	1%	-	-	5%
Don't know	0%	0%	0%	-	-	1%	-	0%	-	1%	-	-	-	-	-	-	3%	1%	-
Not applicable - I do not personally use a smart voice-controlled speaker in my home	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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You previously said that you use \$speaker most often...In general, how often, if at all, does this smart speaker fail to respond to a voice command you have personally given?

Base: All UK Adults that use smart speakers in their home

	1000	509	491	18	119	167	210	486	729	271	207	182	96	74	271	830	40	110	20
Always	3%	3%	2%	6%	5%	3%	1%	2%	2%	3%	5%	3%	2%	1%	2%	3%	5%	-	-
Often	13%	11%	16%	22%	18%	17%	10%	12%	14%	11%	14%	9%	16%	23%	15%	14%	10%	7%	20%
Sometimes	45%	40%	49%	28%	45%	54%	52%	38%	45%	43%	38%	48%	47%	41%	48%	45%	38%	45%	45%
Rarely	35%	42%	28%	28%	29%	22%	34%	42%	36%	35%	39%	34%	33%	31%	32%	34%	40%	44%	30%
Never	4%	3%	4%	17%	2%	3%	1%	5%	3%	6%	4%	6%	2%	4%	3%	4%	5%	3%	5%
Don't know	0%	0%	0%	-	1%	1%	0%	0%	0%	1%	0%	1%	-	-	-	0%	-	1%	-
Did not answer	0%	0%	0%	-	-	1%	-	0%	-	1%	-	-	-	-	-	-	3%	1%	-

Still thinking about giving voice command requests to your \$speaker1....In general, how often, if at all, do you say or do each of the following? (Please select one option on each row)

Say "please" and/ or "thank you" to the smart speaker

Base: All UK Adults that use smart speakers in their home

	1000	509	491	18	119	167	210	486	729	271	207	182	96	74	271	830	40	110	20
Always	10%	7%	12%	6%	8%	11%	10%	10%	9%	12%	8%	10%	10%	7%	10%	9%	28%	7%	10%
Often	28%	23%	33%	44%	20%	24%	29%	29%	26%	33%	28%	28%	22%	19%	32%	28%	35%	25%	20%
Sometimes	26%	24%	27%	39%	22%	23%	30%	26%	27%	23%	29%	30%	26%	31%	23%	27%	8%	25%	20%
Rarely	17%	20%	14%	-	26%	20%	14%	16%	18%	15%	14%	18%	20%	19%	17%	17%	15%	17%	25%
Never	19%	25%	13%	11%	24%	22%	17%	19%	21%	16%	20%	14%	22%	24%	18%	19%	13%	25%	25%
Don't know	0%	0%	0%	-	-	-	0%	0%	-	1%	1%	-	-	-	-	0%	-	-	-
Did not answer	0%	0%	0%	-	-	1%	-	0%	-	1%	-	-	-	-	-	-	3%	1%	-

Be rude to the smart speaker

Base: All UK Adults that use smart speakers in their home

	1000	509	491	18	119	167	210	486	729	271	207	182	96	74	271	830	40	110	20
Always	1%	1%	1%	-	3%	2%	-	1%	1%	1%	1%	1%	1%	-	1%	1%	3%	1%	-
Often	6%	6%	5%	17%	9%	9%	4%	4%	6%	5%	4%	4%	3%	8%	7%	5%	3%	7%	15%
Sometimes	17%	18%	17%	11%	16%	12%	25%	16%	18%	15%	15%	21%	15%	16%	21%	18%	8%	12%	20%
Rarely	31%	30%	31%	28%	30%	32%	37%	28%	32%	27%	26%	30%	36%	30%	32%	30%	35%	31%	40%
Never	45%	45%	46%	44%	40%	45%	35%	51%	43%	51%	54%	43%	45%	46%	39%	45%	50%	48%	25%
Don't know	0%	0%	-	-	1%	-	-	-	0%	-	-	1%	-	-	-	0%	-	-	-
Did not answer	0%	0%	0%	-	-	1%	-	0%	-	1%	-	-	-	-	-	-	3%	1%	-

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In general, how important, if at all, do you think it is to treat a smart speaker in the same way you would treat a real person?

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Very important	9%	6%	12%	17%	8%	11%	9%	8%	8%	10%	9%	9%	9%	8%	9%	9%	10%	6%	5%
Fairly important	29%	26%	33%	33%	24%	30%	29%	31%	27%	36%	30%	32%	26%	24%	28%	29%	45%	29%	25%
Not very important	34%	35%	32%	39%	36%	32%	37%	32%	36%	28%	33%	32%	40%	39%	35%	35%	23%	31%	30%
Not at all important	25%	30%	19%	11%	26%	23%	22%	26%	26%	22%	21%	24%	23%	28%	24%	24%	20%	30%	40%
Don't know	4%	3%	5%	-	7%	4%	4%	3%	4%	4%	7%	3%	2%	-	4%	4%	3%	4%	-
Net: Important	38%	32%	45%	50%	31%	41%	37%	39%	35%	46%	39%	41%	35%	32%	37%	38%	55%	35%	30%
Net: Not important	58%	65%	51%	50%	62%	56%	59%	58%	61%	50%	54%	55%	63%	68%	59%	58%	43%	61%	70%