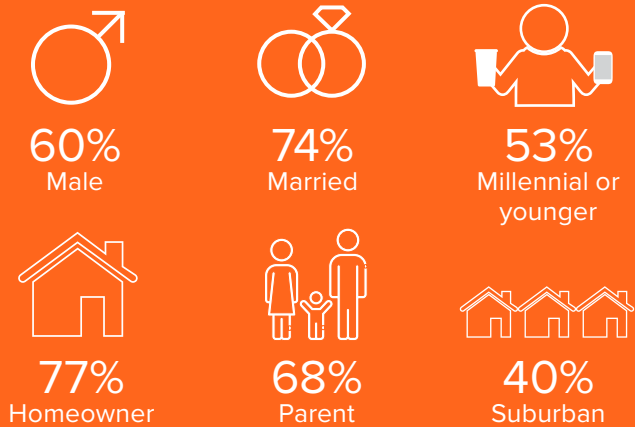


Profile of a Smart Speaker User

An in-depth look at early adopters and consumer drivers of Smart Speaker users in the age of Internet of Things (IoT)



DEMOGRAPHICS



TOP 3 USES



CapTech conducted a nationwide study of nearly 1000 American consumers to examine adoption habits around smart speakers, looking at everything from age and income to shopping habits. Understanding users and usefulness allows companies to determine whether Natural Language Processing fits within their brand engagement strategy.



ONLINE SHOPPING HABITS



SATISFACTION & USEFULNESS

Contributing Researchers: Jason Snook, PhD; Lindsay Jones; Sejla Petrovic; Chris Thomas. Methodology: National sample of 957 consumers aged 18 and up deployed in September 2017.