



# Smart Speakers

## Analysis of the Canadian Market

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# Introduction



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As time moves along, we see new innovations come into our homes. The newest technology to come into the Canadian market has generated a lot of buzz – Smart Speakers. Devices like the Google Home and Amazon Echo allow users to do many things via voice commands. Users can ask the smart speaker to read them the news, put on some music, and even turn down the thermostat.

This report looks at how Canadians have begun to adopt smart speakers into their homes, how they are using them, and who is most likely to buy.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the phone portion of the Spring 2018 survey unless otherwise noted.\*

*\*Data in this report coming from the online portion of the survey will be identified with this symbol +.*