



SMART SPEAKERS AND SMART HOME DEVICES

Ottawa – June 18, 2020 - The MTM releases a new report focused on smart speakers and smart home devices. Smart speakers have seen widespread adoption among Canadians in a fairly short period. The simplicity of a voice controlled interface means that nearly anyone can use these smart devices to listen to music, check the weather or even control other devices in their home. This report takes a deeper look at smart speakers, including adoption by brand, how these devices are being used, intention to purchase and more. We also examine smart home devices to see current levels of adoption and popular brands.

Key findings from the *Smart Speakers* report include:

- Smart speaker adoption has grown rapidly in a short period, almost a third of Canadian households now have a smart speaker, with adoption more than tripling in less than a 2 year span. Despite this rapid growth, intent to purchase a smart speaker remains low among Canadians, 3 in 5 households without a smart speaker report they are “not at all likely” to purchase one in the next year.
- The popularity of smart speakers differs by brand. Google Home remains the most popular speaker and is owned by two thirds of smart speaker homes. Amazon Echo is the second most popular brand sitting at 34%. Meanwhile, luxury brands Sonos One and the Apple HomePod are both at 8% each.
- Despite a wide range of functionality, the most common smart speaker activity is streaming music. 61% of smart speaker owners have used it to stream music in the past month. 42% of smart speaker owners use their device to check the weather, 28% have done a search and 25% listen to AM/FM radio.

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ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada’s premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cell phone only sample), the MTM has spoken with over 150,000 Canadians (equally split between Anglophones and Francophones) over the past decade making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call toll-free: 1-855-898-4999 or locally 613-288-6231 | Jenny.Meadows@cbc.ca