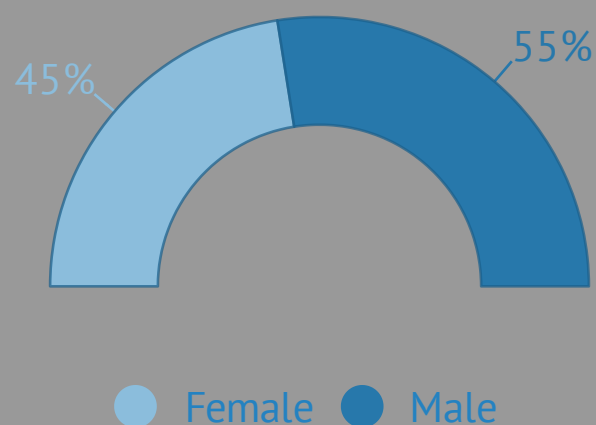
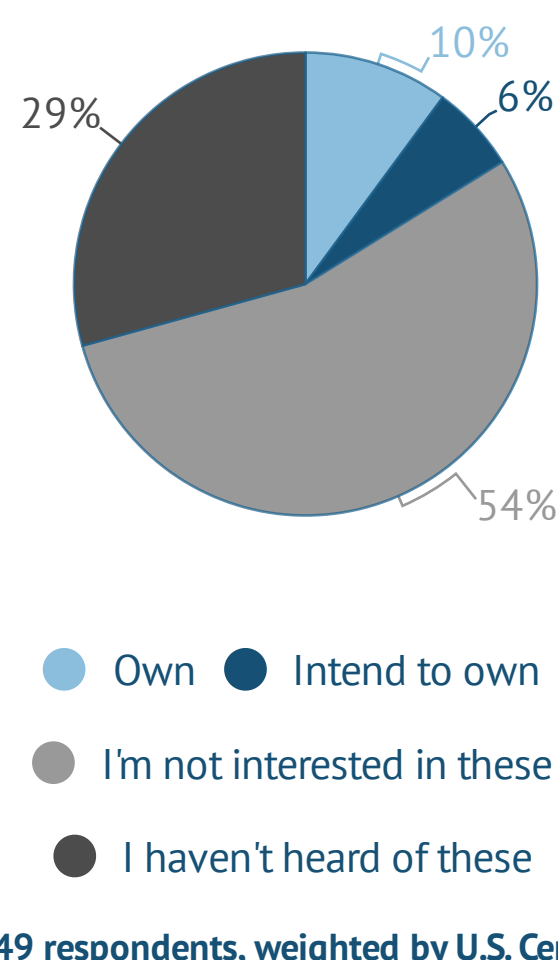


# Smart Displays

Men are more likely to want to own a smart display.



Which of the following best describes your experience with smart displays (such as the Amazon Echo Show and Google Home Hub)?



1,249 respondents, weighted by U.S. Census

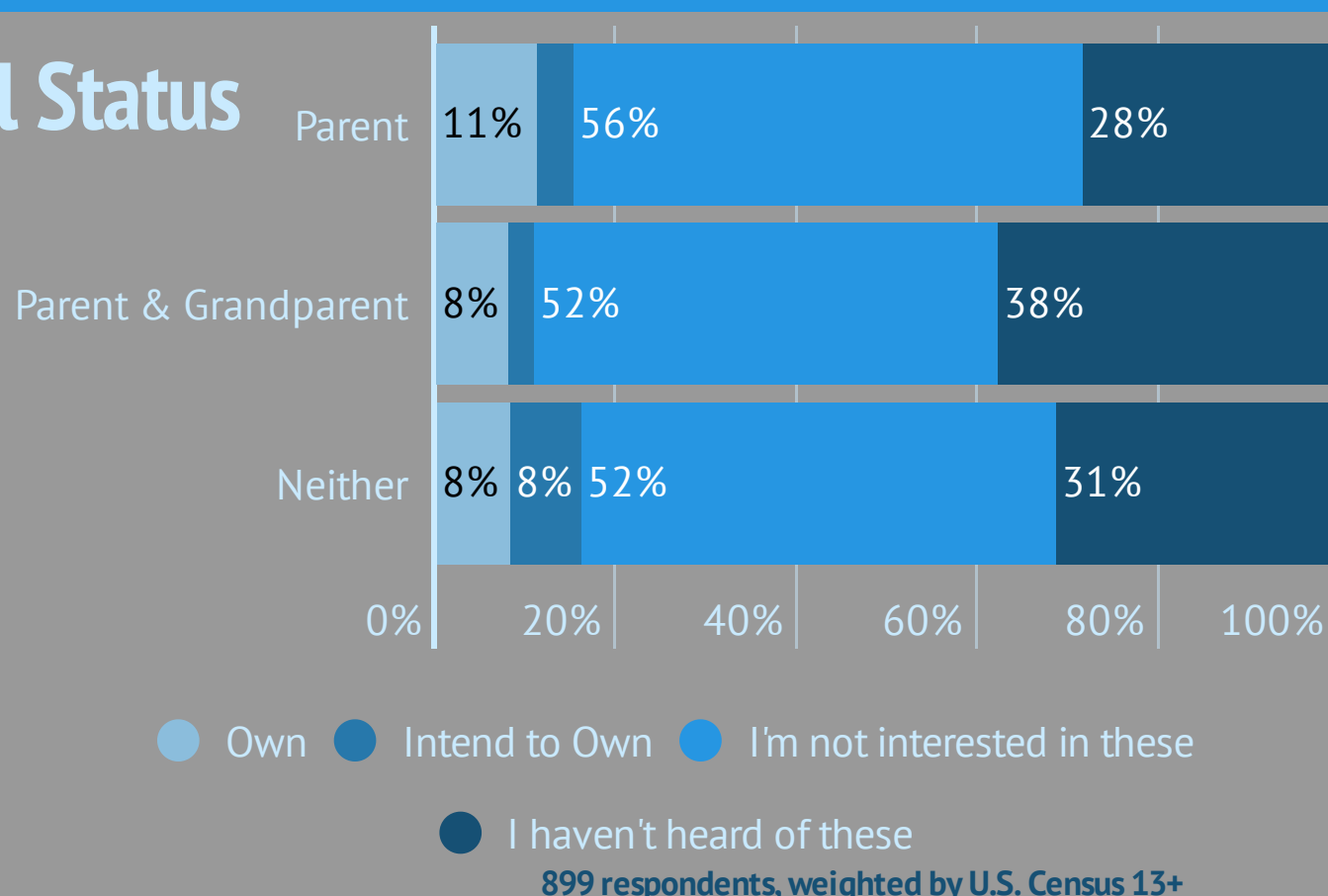


10% of the general population owns a smart display

## Smart Displays vs. Parental Status

Awareness and ownership is most prevalent among parents.

Non-parents have the highest intent to own.

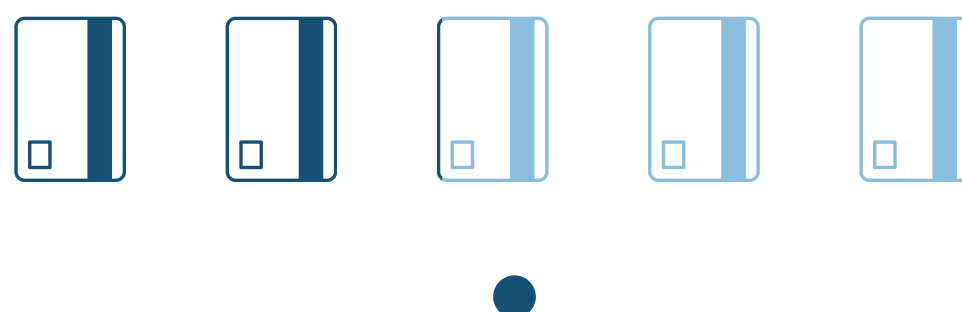


899 respondents, weighted by U.S. Census 13+

## 'Bought In' to Smart Home Tech

People who own or want to own a smart home automation product are more than 3x as likely to own a smart display.

41% of smart display owners report they do all of their shopping online

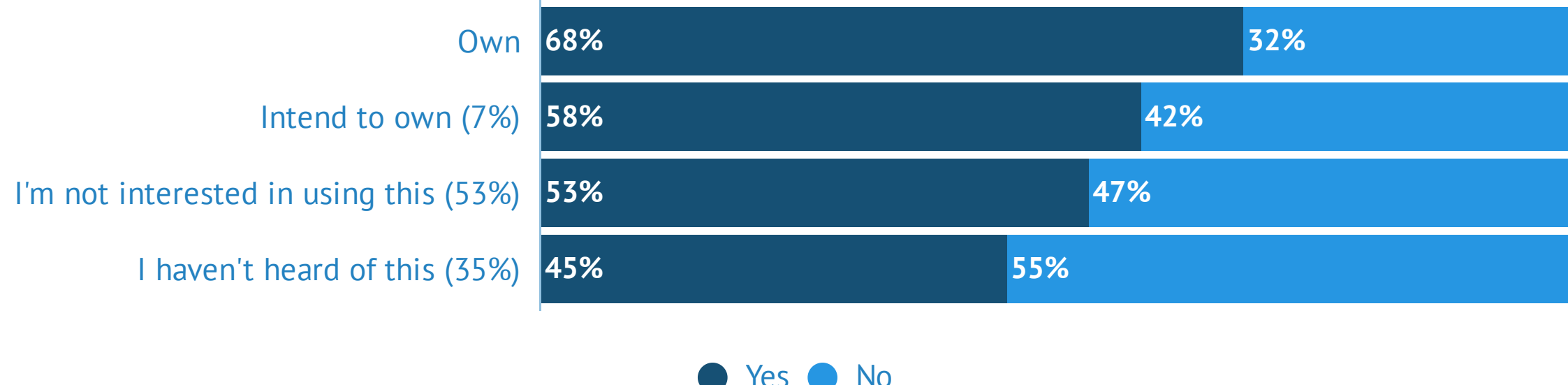


Smart display owners are all-around more device-addicted than non-owners.

But note (in chart below) general device addiction rates remain high, smart display owner or not.



"Which of the following best describes your experience with smart displays?" compared with "Would you call yourself addicted to your digital devices?"



Yes No

418 respondents, weighted by U.S. Census 13+