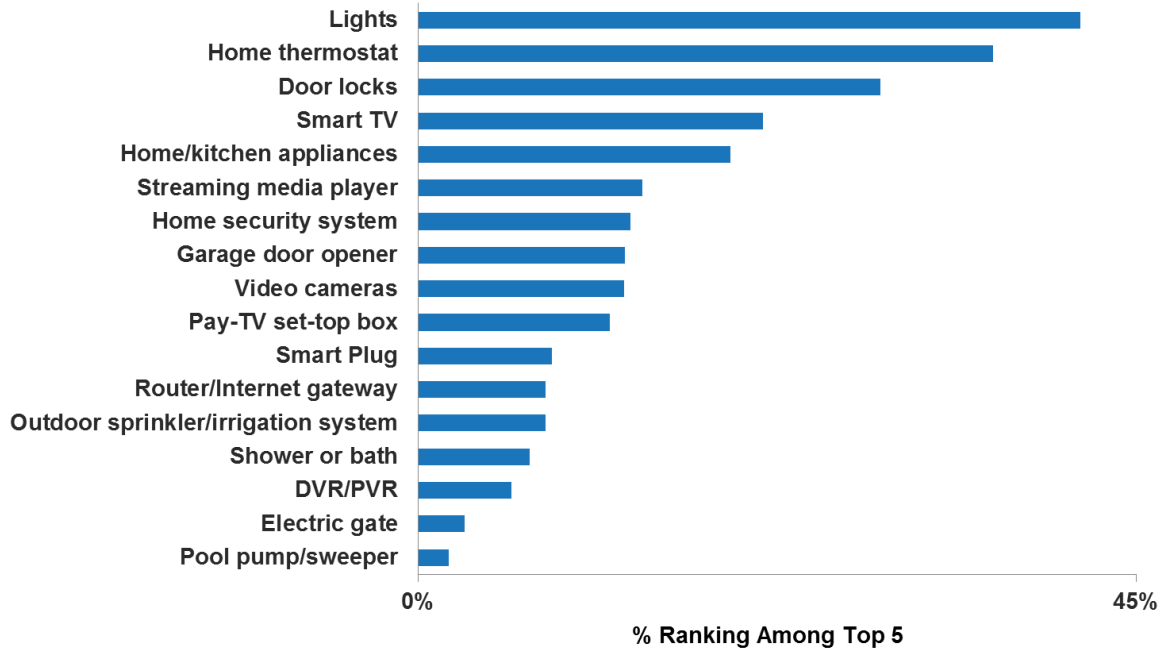
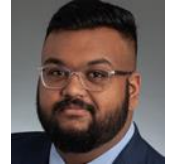


**Interest in Control Via Personal Assistant**  
US Broadband Households



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**SYNOPSIS**

This study examines smart speaker owners as a consumer demographic that is highly engaged with connected CE and emerging technologies like smart home and connected health devices. The research examines the adoption of CE devices by smart speaker owners as well as the ecosystems around smart speakers, including streaming music services, audiobooks, voice-based gaming, the most commonly controlled "smart devices" as well as leading uses of digital assistant skills. It also examines ownership of smart home and connected health devices among owners of smart speakers.

**ANALYST INSIGHT**

"Manufacturers and service providers have realized support of the leading voice assistants helps them tap into scores of households that have deemed voice control by their preferred assistant very important. Smart speaker owners also index higher in ownership of every connected device category."

— Brad Russell, *Research Director*, Parks Associates

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