

By Dina Abdelrazik, Research Analyst

<p>Synopsis</p> <p>Voice-based technologies are gaining momentum in key industry verticals. In particular, voice-based personal assistants are enjoying recent notoriety, driven by use in connected speaker products, smartphones, and computers. This report examines the ecosystem for voice-based technologies, identifies the market leaders in voice assistants, and assesses the market impact of voice on product and service sectors.</p>	<p style="text-align: center;">Usage of Voice Control by Age</p> <p style="text-align: center;">Have Used of Voice Control to Access Online Content on a Connected Platform</p> <p style="text-align: center;">U.S. Broadband Households</p> <table border="1"> <caption>Usage of Voice Control by Age</caption> <thead> <tr> <th>Age Group</th> <th>% Using Voice Control</th> </tr> </thead> <tbody> <tr> <td>18-24</td> <td>~65%</td> </tr> <tr> <td>25-34</td> <td>~55%</td> </tr> <tr> <td>35-44</td> <td>~50%</td> </tr> <tr> <td>45-54</td> <td>~45%</td> </tr> <tr> <td>55-64</td> <td>~35%</td> </tr> <tr> <td>65 and older</td> <td>~30%</td> </tr> <tr> <td>All U.S. Broadband Households</td> <td>~45%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Age Group	% Using Voice Control	18-24	~65%	25-34	~55%	35-44	~50%	45-54	~45%	55-64	~35%	65 and older	~30%	All U.S. Broadband Households	~45%
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<p>Publish Date: 1Q 17</p>	<p>“The emergence of voice control in personal digital assistants like the Amazon Echo has helped expand this type of interface as a key differentiator throughout the IoT,” said Dina Abdelrazik, Research Analyst, Parks Associates. “Developers in the smart home, entertainment, and connected car ecosystems are launching strategies to add voice control to their solutions.”</p>																
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<p>Parks Associates 15950 N. Dallas Pkwy Suite 575 Dallas TX 75248</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Dina Abdelrazik Executive Editor: Jennifer Kent Published by Parks Associates</p> <p>© March 2017 Parks Associates Dallas, Texas 75248</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>