

# *The Alexa Revolution*

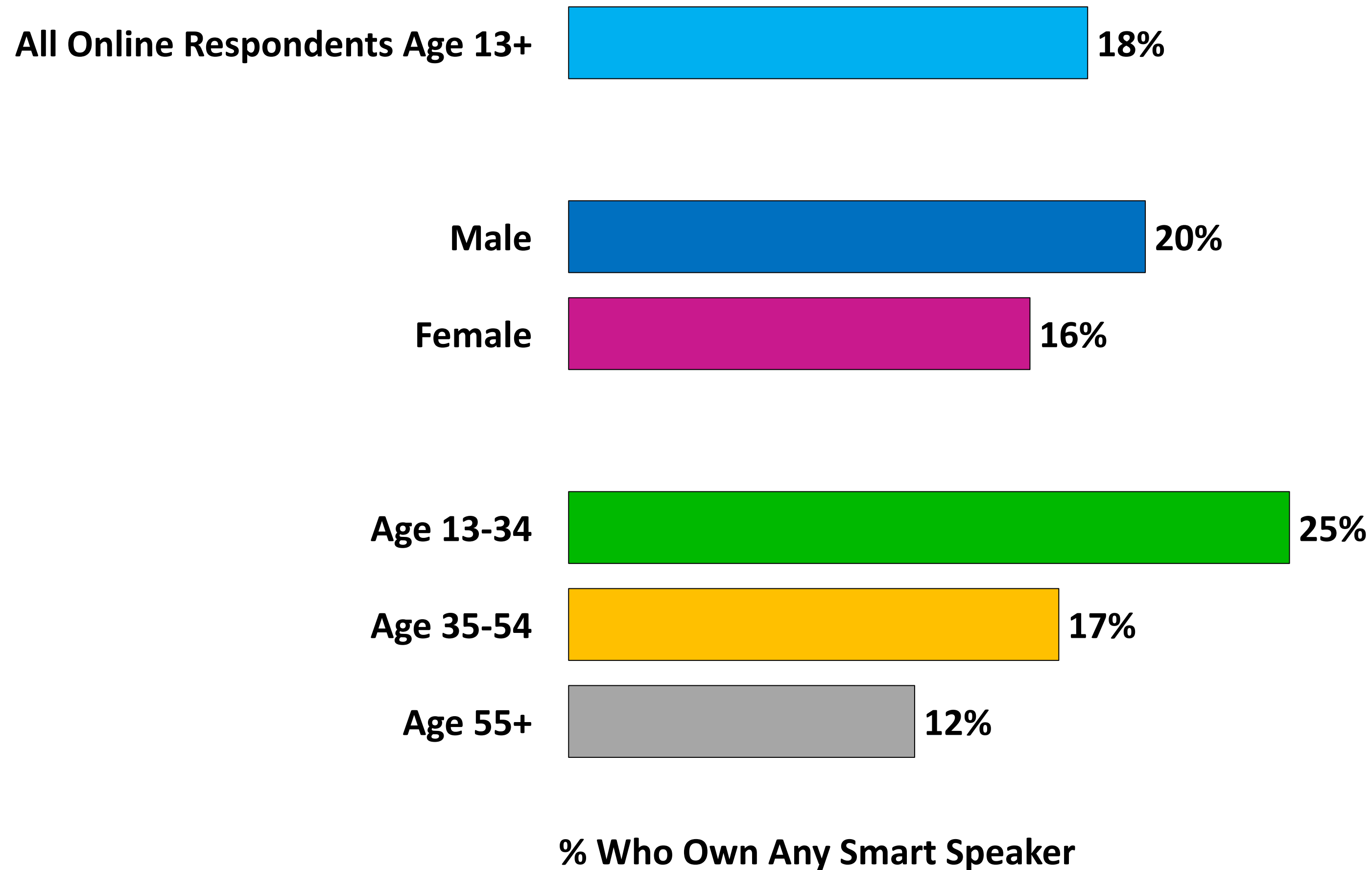
## **The 2017 Smart Speaker Holiday Study**



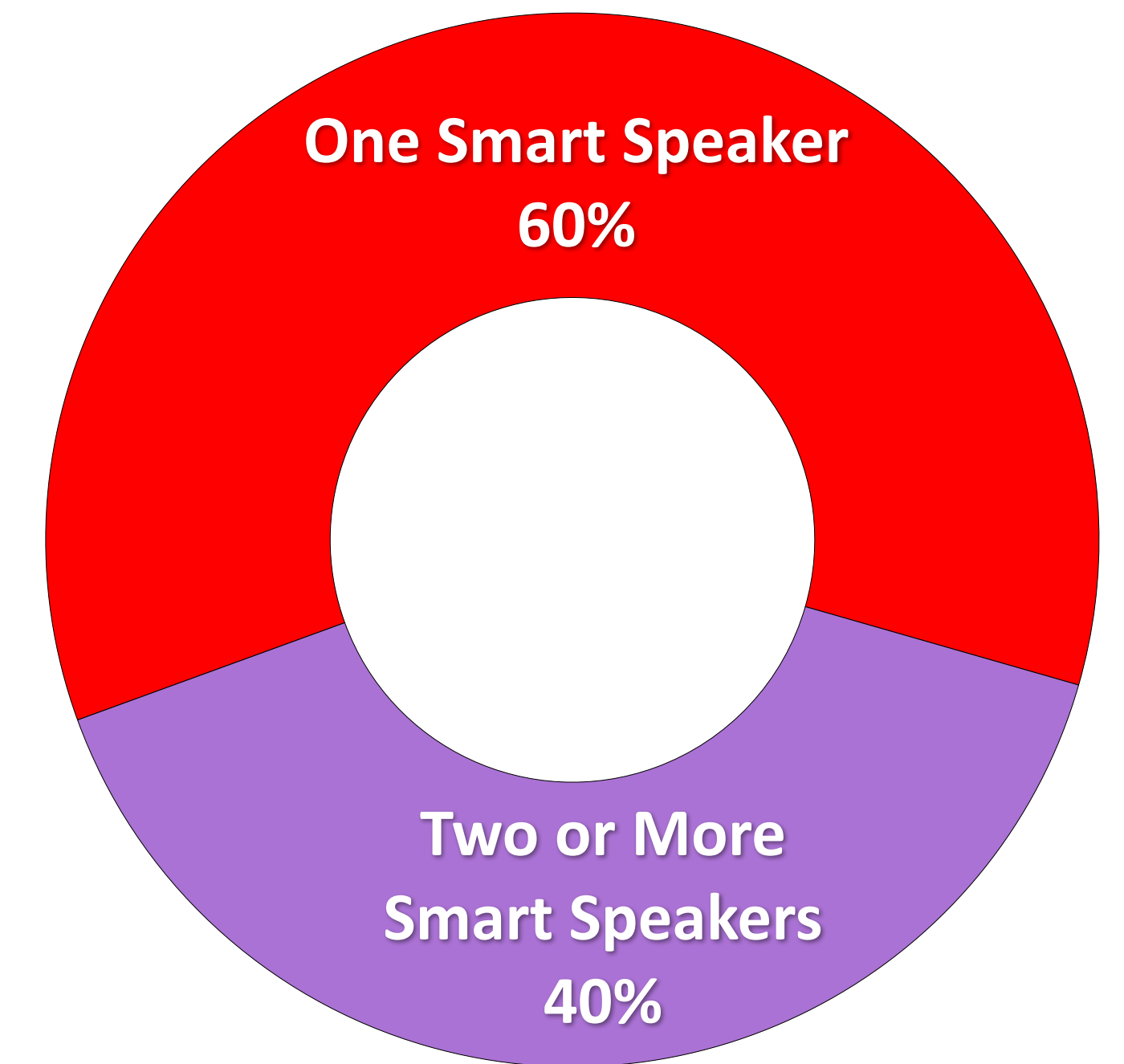
# Methodology

**From November 17-21, 2017, Jacobs Media Strategies, jācapps, and Sonic Ai conducted a nationally representative web survey among 1,005 online respondents age 13 and older using the Survata Publisher Network. Survata's full methodology can be found at [survata.com/methodology](http://survata.com/methodology).**

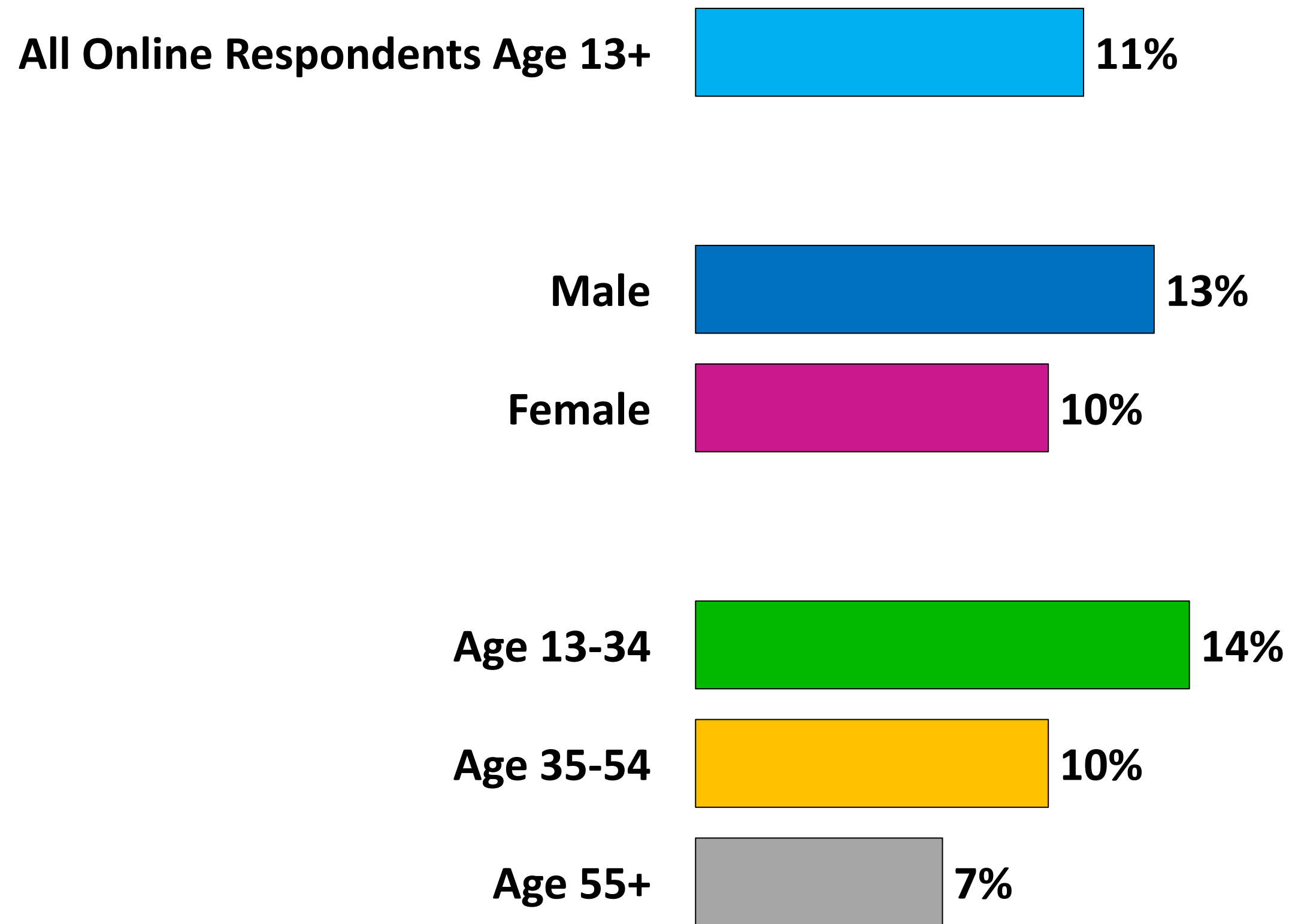
# More Than 1 in 6 Online Households Already Owns a Smart Speaker; 40% Own Two or More Devices



% of Smart Speaker Owners Who Own...

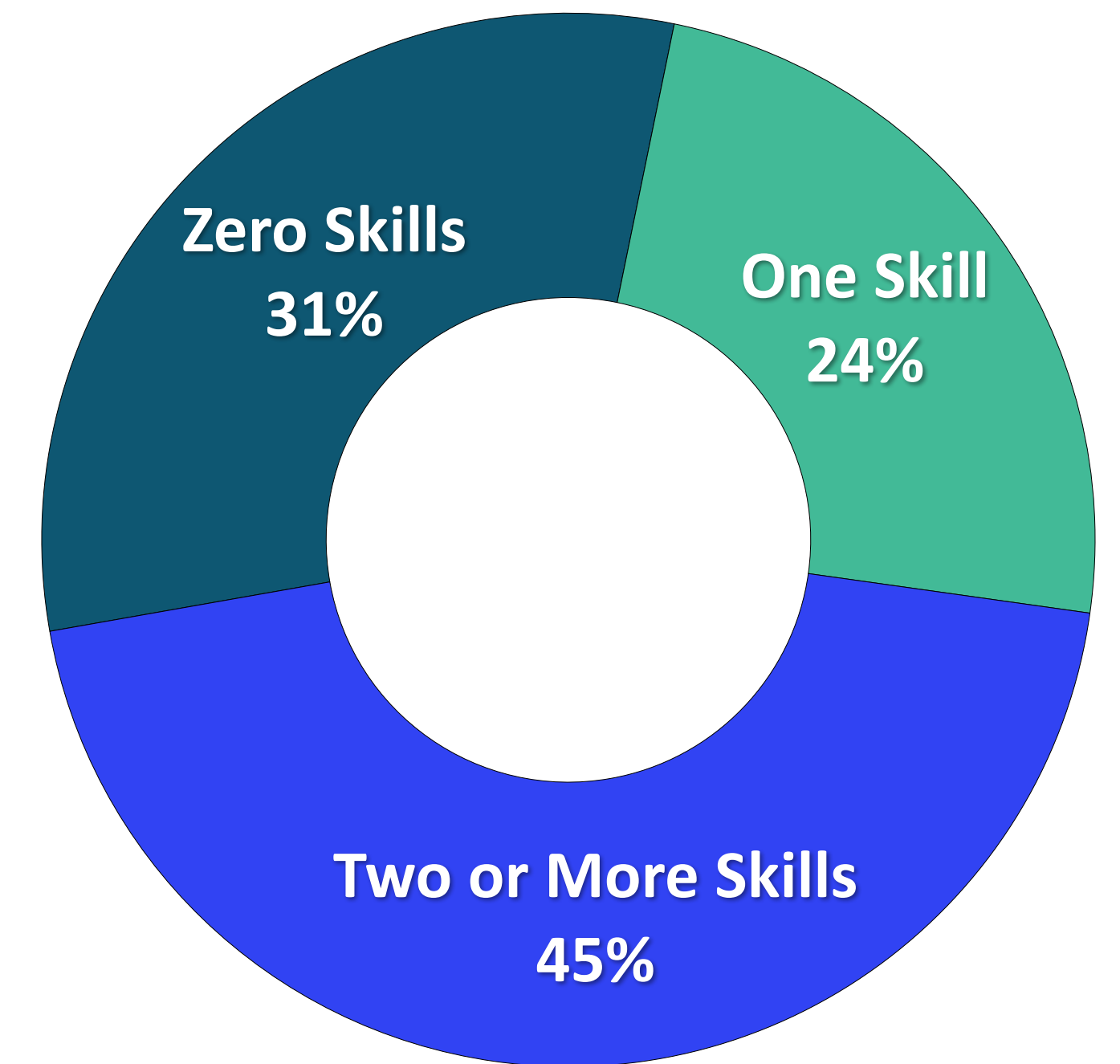


# 1 in 10 Online Households Owns an Amazon Alexa Smart Speaker; 69% Have At Least One Alexa Skill Enabled

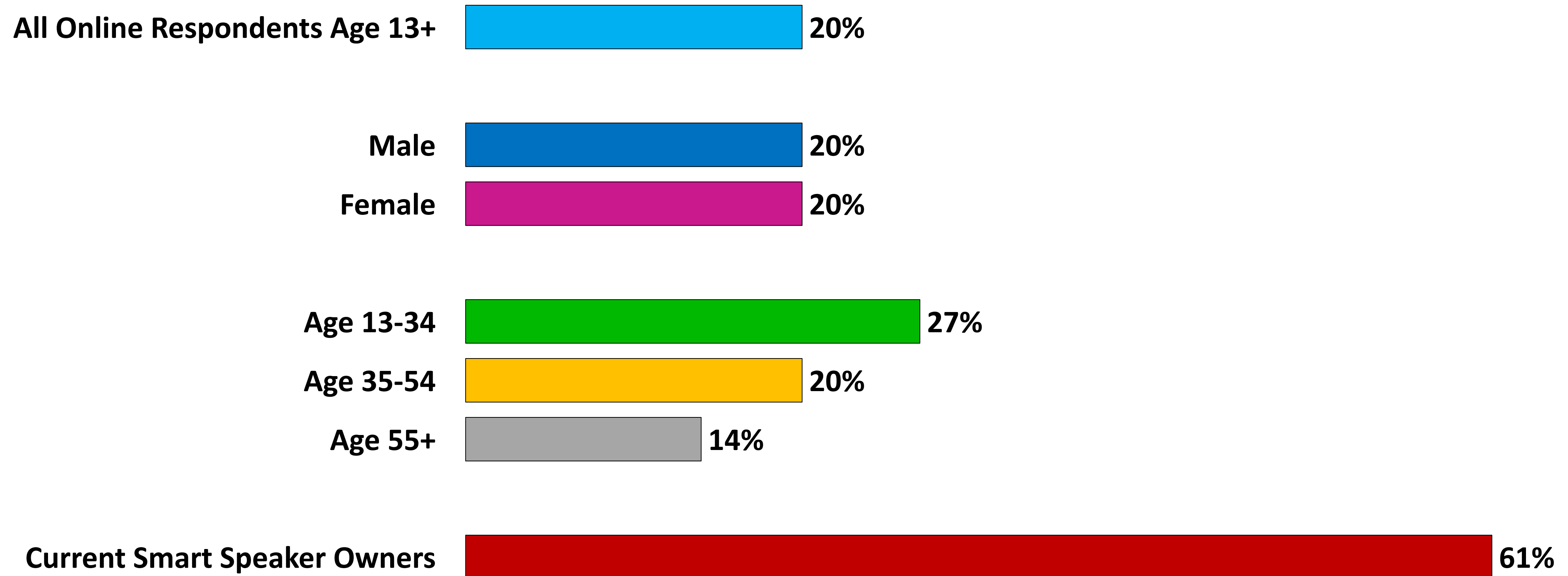


% Who Own an Amazon Alexa Enabled Smart Speaker

# of Alexa Skills Enabled Among Amazon Alexa Smart Speaker Owners



# 1 in 5 Online Households Intend to Buy a Smart Speaker This Holiday Season; Current Owners 3x More Likely to Purchase One



% Who Plan to Purchase Any Smart Speaker During 2017 Holiday Season

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