

What's That You Say? Smart Speakers and Voice Assistants Toplines

Methodology: This **SurveyMonkey Audience** survey was conducted February 8-11, 2019, among 1,127 parents of children age 2-8 in the United States. Respondents for these surveys were selected from more than 2 million people who take surveys on the SurveyMonkey platform each day. The modeled error estimate for the full sample is plus or minus 3 percentage points. Data have been weighted for age and sex using the Census Bureau's American Community Survey to reflect the demographic composition of the United States age 18 and over.

Do you have a child between the ages of 2 to 8 years old?

<i>Unweighted N</i>	1127
Yes	100%
No	0%
No answer	0%

Do you or your family members use or interact with a "voice activated assistant" on any of the following: (Select all that apply.)

<i>Unweighted N</i>	1127
On a smartphone (such as Siri or Google Assistant)	79%
On a smart speaker (such as Amazon Echo, Google Home, or Apple Homepod)	44%
In a car	23%
On a computer	13%
On another device	10%
None of the above	9%
No answer	0%

How important is each of the following to you... Controlling what information is collected about you

<i>Unweighted N</i>	1019
Very important	67%
Somewhat important	26%
Not very important	5%
Not at all important	1%
No answer	0%

How important is each of the following to you... Knowing when your family's voices are being recorded

<i>Unweighted N</i>	1019
Very important	77%
Somewhat important	16%
Not very important	5%
Not at all important	1%
No answer	0%

**How important is each of the following to you...
Controlling whether your family's voice data is
being used to deliver more targeted ads across
your devices?**

<i>Unweighted N</i>	1019
Very important	63%
Somewhat important	25%
Not very important	9%
Not at all important	2%
No answer	1%

**How helpful are voice activated assistants for you in
assisting with parenting tasks (e.g. making grocery
lists, answering children's questions, setting
reminders, etc.)?**

<i>Unweighted N</i>	1019
Not at all helpful	11%
Slightly helpful	29%
Moderately helpful	30%
Very helpful	19%
Extremely helpful	10%
No answer	1%

**Have you taken any steps to limit the data collected
by voice activated assistants?**

<i>Unweighted N</i>	1019
Yes	38%
No	29%
I would like to, but I don't know how	33%
No answer	0%

How old is your youngest child?

<i>Unweighted N</i>	1019
2 years old	26%
3 years old	19%
4 years old	16%
5 years old	12%
6 years old	9%
7 years old	9%
8 years old	8%
No answer	2%

**Does your child ever interact with a voice activated
assistant?**

<i>Unweighted N</i>	1019
Yes	59%
No	40%
No answer	1%

**Has your child ever said something mean, rude, or
inappropriate to a voice activated assistant?**

<i>Unweighted N</i>	605
Yes	31%
No	68%
No answer	1%

**How important do you think it is for your child to be
polite to a voice activated assistant?**

<i>Unweighted N</i>	605
Not at all important	6%
Slightly important	14%
Moderately important	26%
Very important	33%
Extremely important	20%
No answer	1%

**In general, does your child think Siri, Alexa, or
another voice activated assistant they interact
with is a:**

<i>Unweighted N</i>	605
Robot	39%
Computer program	26%
I'm not sure	16%
Human	10%
It changes depending on the day	7%
None of these	2%
No answer	0%

Does your child ever use a voice activated assistant to help with homework?

<i>Unweighted N</i>	605
Yes	29%
No	47%
My child doesn't do homework.	23%
No answer	1%

How did you get a smart speaker in your home? (Select all that apply).

<i>Unweighted N</i>	499
I purchased a smart speaker for my home	60%
I received a smart speaker as a gift	32%
I received a smart speaker for free	7%
Other (please specify)	1%
No answer	1%

How many smart speakers do you have in your home?

<i>Unweighted N</i>	499
1	40%
2	28%
3	17%
4	7%
5 or more	7%
No answer	0%

How often does your child interact with a smart speaker?

<i>Unweighted N</i>	499
Once an hour	4%
A few times an hour or more	6%
A few times a day	32%
Once a day	8%
A few times a week	20%
Once a week	5%
Less than once a week	12%
Never	12%
No answer	1%

When your child uses a smart speaker, how often does he or she use it when there is no adult around?

<i>Unweighted N</i>	439
Never	30%
Rarely	30%
Some of the time	28%
Most of the time	6%
Always	5%
No answer	1%

In which of the following ways does your child use a smart speaker?

<i>Unweighted N</i>	439
To play music	47%
To get information	12%
Just to talk or fool around with	12%
To get jokes	10%
To hear stories or books read aloud	7%
To play games	6%
Something else (please specify)	5%
To call or send a message to other people	1%
No answer	0%

How likely do you think it is that someone could hack your smart speaker and listen to your conversations?

<i>Unweighted N</i>	439
Not at all likely	12%
Slightly likely	30%
Moderately likely	35%
Very likely	13%
Extremely likely	10%
No answer	0%

Have you ever set up a parental control on a smart speaker to block content?

<i>Unweighted N</i>	439
Yes	32%
No	42%
I did not know you could use parental controls on a smart speaker.	25%
No answer	1%

Have you ever turned off your smart speaker's microphone to prevent it from listening?

<i>Unweighted N</i>	439
Yes	40%
No	41%
I don't know if my smart speaker can be turned off.	17%
My smart speaker does not have this ability.	1%
No answer	1%

For what reasons have you turned off your smart speaker's microphone? (Select all that apply).

<i>Unweighted N</i>	176
It was being activated by accident	41%
I don't trust it	34%
To save power	27%
I did not like how my child was using it.	22%
Other (please specify)	7%
No answer	0%