



# Music Is Where The Home Is

Smart Speaker Trends and Insights

## Connected Homes Are On The Rise

**157%**

Smart speaker ownership in the US has grown by 157% in one year and 43% plan to purchase another.



# #1

Music is the **number one motivator** of buying a smart speaker and the **number one activity** on smart speakers.\*

**Smart speakers create shared experiences**

**95%**

use their smart speaker with others in the household\*

**56%**

agree that their smart speaker encourages conversations\*\*

**51%**

agree that the smart speaker has increased family time\*\*

**Smart speakers are the new entertainment**

**39%**

of households are listening to less AM/FM radio\*

**31%**

of households are watching less TV\*

**Music powers in-home activities**

**76%**

say they are listening to more music since getting a smart speaker\*\*\*

**54%**

listen to music while doing chores and 43% listen to music while cooking\*\*\*

Pandora's connected home audience has grown **5x in the past 6 years across 2,000 devices.**

**Let's Get Connected. Contact Us Today.**

[pandoraforbrands.com](http://pandoraforbrands.com)

**Sources**  
The Infinite Dial / Edison Research and Triton Digital  
Smart Speakers: Enhancing Family Life / Edison Research and Omnicom Media Group  
Pandora Internal Metrics, January 2018  
\* Of those who own a smart speaker and live with family  
\*\* Of those who own a smart speaker and have children  
\*\*\* Of those who listen to music on a smart speaker and live with family

