

Smart Audio report finds 67% of Australian smart speaker owners use the device daily

13 July 2021

Twenty-six percent of Australians own a smart speaker and of those, 67% use it daily and 88% use it weekly, according to the Smart Audio report, released today by Edison Research and Commercial Radio Australia.

CRA chief executive officer Joan Warner said 59% of smart speaker owners said they were listening to more audio since their purchase.

“The increasing prevalence of smart speakers in Australian households extends access to radio to more places and more devices and demonstrates that consumers value audio and are open to the increasing possibilities of voice assistant technology,” she said.

Twenty-four percent of smart speaker owners have three or more in their home. The average number of smart speakers in the household rose to 1.9 from 1.7 a year ago. Sixty-one percent of smart speaker owners plan to purchase another smart speaker in the future.

The study found that 42% of Australians say they currently use a voice assistant such as Apple’s Siri, Google Assistant or Amazon Alexa.

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Smart Audio Report 2021 released by Edison Research and Commercial Radio Australia
radioactive.cra.au

Music, including from online services and radio, is the top use case with 65% of smart speaker owners requesting this weekly, followed by asking for the weather (56%) and asking a general question (53%). Forty-one percent of users request the news.

There is positive sentiment for voice assistants – 70% of users said it makes their life easier and 41% wouldn’t want to go back to life without assistants.

Nearly one in two Australians have used a voice assistant to interact with a brand, product or service or to start or complete a product purchase or repurchase.

Forty percent of smart speaker owners say they spent less time with other technology since getting their smart speaker. Nearly half of smart speaker owners who own a smartphone said they are using voice assistants on their phone more often since getting a smart speaker.

“Smart speakers have fundamentally changed the way people interact with media. The technology is influencing usage on other devices such as the smartphone.” said Megan Lazovick, Vice President at Edison Research. “It is a good bet that the Australian population will continue to grow more comfortable

with this technology and opportunities will grow for those in audio and advertising if they embrace smart audio too.”

The Smart Audio report involved a national online survey of 5,000 adults aged 18+ and was conducted from 19 April to 5 May 2021. The research was commissioned by CRA and TalkVia and is available at www.radioalive.com.au.

The Smart Audio Report includes additional data from [The Infinite Dial Australia 2021](#) also conducted by Edison Research.

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About Commercial Radio Australia

Commercial Radio Australia is the peak industry body representing the interests of commercial radio broadcasters throughout Australia. CRA manages industry codes and standards, regulatory and legislative matters, metropolitan and regional audience measurement surveys, revenue reporting, industry innovation including the automated trading platform RadioMATRIX, RadioApp, the Australian Podcast Ranker, consumer research, marketing and industry training and development programs. CRA also hosts the Australian Commercial Radio Awards and the Siren Creative Awards.

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