Kantar runs Worldpanel ComTech, an in-depth tracking study of purchasing and usage trends for smart speakers and the smart home.

Our longitudinal panels in the US (20,000 sample) and Australia (10,000 sample) bi-annually track smart home device ownership, with a smart speaker insight deep-dive. Monitoring purchase trends, loyalty and switching over time, Worldpanel ComTech delivers the latest industry insight on smart speakers.

The service subscription includes insight reports, consultancy hours from specialist insight team and online dashboards.

### Ownership - Different smart devices owned (%)

- **High Speed Internet**: 46.9%
- **TV Streaming Dongle**: 22.7%
- **VA Smart Speaker/Smart Display**: 19.5%
- **Wifi Extender**: 11.6%
- **Smart Security**: 9.9%
- **Smart Lighting**: 5.8%
- **Smart Thermostat**: 2.9%

*Source: Worldpanel ComTech*
Smart survey coverage

Brand ownership of different smart devices such as smart speakers, security or heating, and when were they acquired.

For smart speakers:
- Likelihood of recommendation
- How acquired and reason for purchase
- Spend

Questions we can answer

- What is the presence of smart devices in the home e.g. TV, security, lighting?
- What are my smart speaker customer levels of satisfaction and what factors are existing customers not happy with?
- Which target groups are intending to buy a smart speaker?
- How does owning a smart speaker change behaviour? E.g. impact on ownership of other devices (smart security/ smart lighting) & usage of smartphones, tablets, music, video subscriptions.

Usage - Top use cases in last month

- 56% Streaming music
- 34% Checking the news
- 32% Asking questions
- 14% Controlling other devices in the home
- 14% Following recipes

Reasoning - Why buy a smart speaker

- 45% Intelligence of speaker to answer correctly
- 31% Good promotion/ offer on device
- 30% Compatibility with music/video services already used
- 28% Sound quality
- 27% Brand
- 25% Saw/used a friend/ family members device

Source: Worldpanel ComTech

Food for Thought

Laptop & tablet
TV
Domestic Appliances
Technology purchase and usage trends

For more information please contact your local representative or visit www.kantar.com