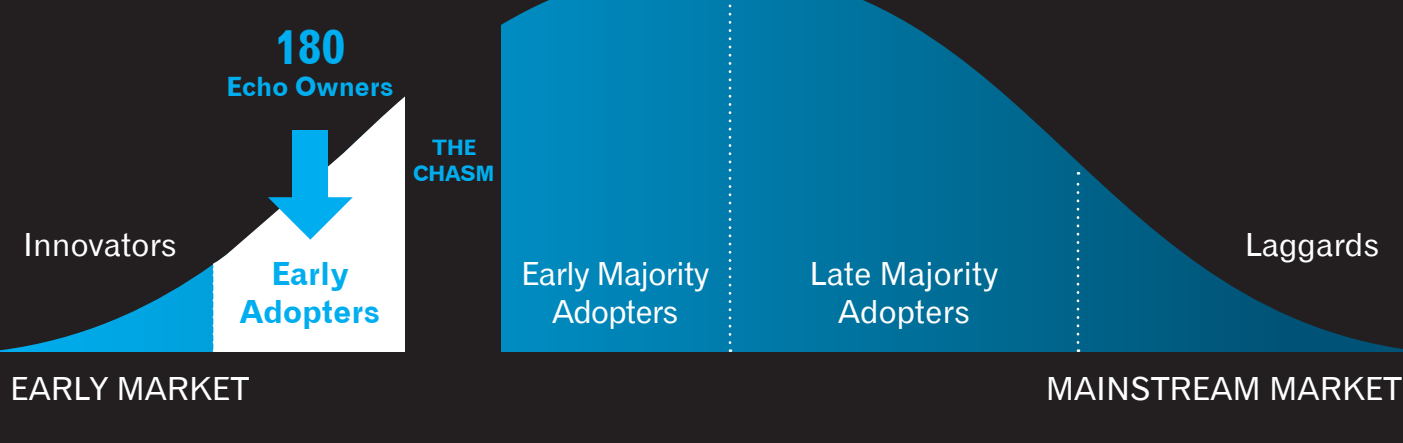


AMAZON ECHO STUDY & FINDINGS

From May 12-16, 2016, Experian and Creative Strategies surveyed nearly 1,300 consumers to understand their usage of and satisfaction with Amazon's Alexa versus other top virtual assistants. Our panel included 180 early adopters who own an Amazon Echo.

OUR SURVEY FOCUSED ON EARLY ADOPTERS

To join our panel and participate in future studies, click here to opt in: <http://bit.ly/29VTIhr>



WHERE ARE OWNERS USING THEIR ECHO?



The majority of owners have their Echo in common areas, with **ABOUT HALF** placing their Echo in the **KITCHEN** where other devices may not be as easily accessible with occupied hands.

ALEXA IS SOCIAL!



OVER 80% OF HOUSEHOLDS SURVEYED HAVE TWO OR MORE PEOPLE CONVERSING WITH ALEXA

While conversations with other smartphone-based assistants tend to be initiated primarily by the phone owner, the Echo's standalone speaker design encourages family, friends and children alike to interact with Alexa.

WHAT TASKS HAVE ECHO OWNERS TRIED WITH ALEXA?

ECHO TASKS

Tasks owners have tried at least once

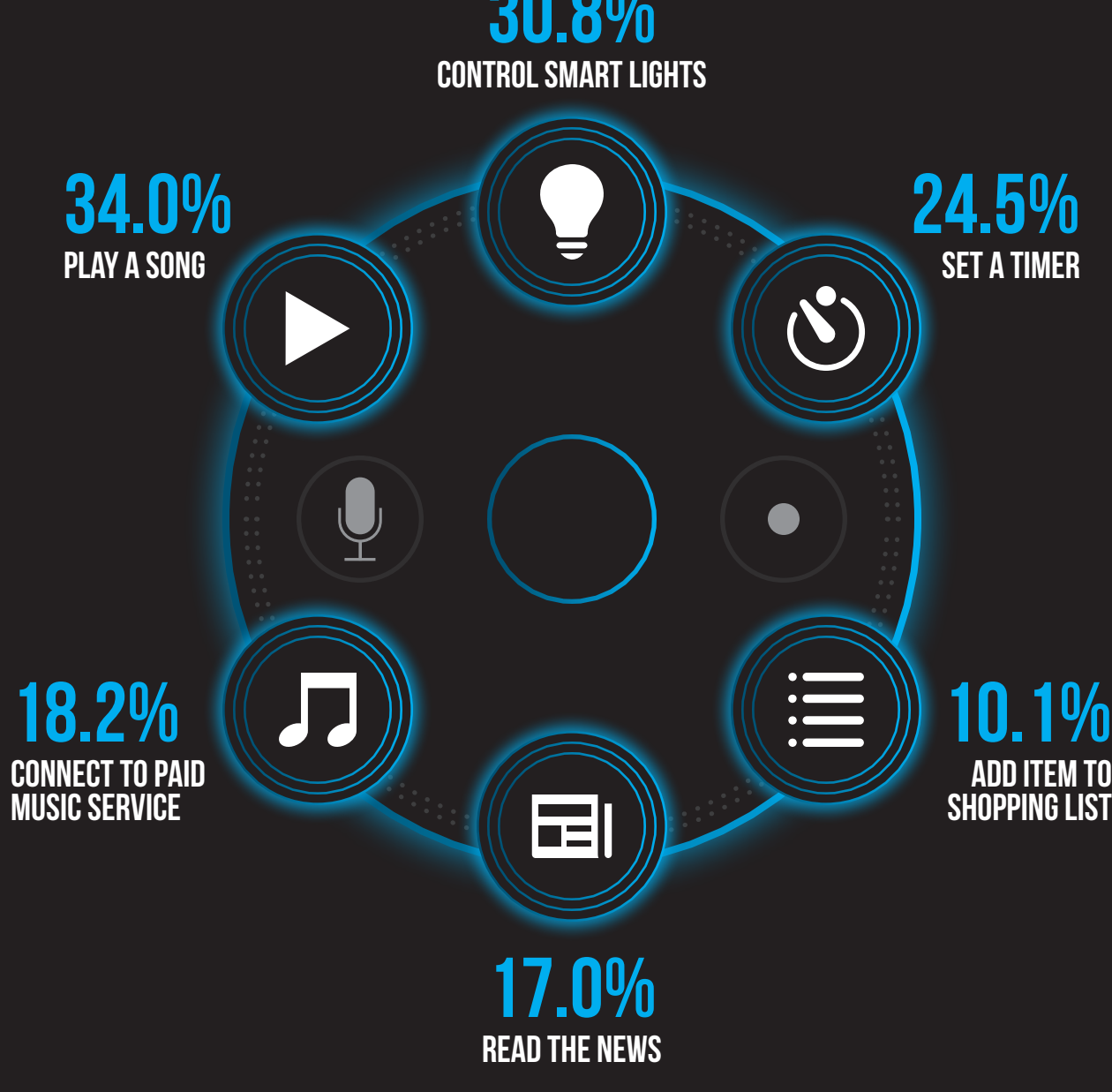
Set a timer	84.9%	Add an item to your to-do list	32.7%
Play a song	82.4%	Buy something on Amazon Prime	32.1%
Read the news	66.0%	Control smart thermostat	30.2%
Set an alarm	64.2%	Play children's music	28.9%
Check the time	61.6%	Check or add an item to calendar	21.4%
Tell a joke	60.4%	Other	19.5%
Control smart lights	45.9%	Spell something	17.6%
Add item to shopping list	45.3%	Call an Uber	6.3%
Connect to paid music service	40.9%	Connect to phone via Bluetooth	3.5%
Provide the traffic	36.5%		

Survey respondents have tried an **AVERAGE OF EIGHT TASKS** from the above list.

WHAT TASKS ARE ECHO OWNERS REPEATING MOST OFTEN?

EMERGING ECHO HABITS

Tasks owners are repeating most often



ECHO OWNERS ARE VERY SATISFIED WITH ALEXA'S VOICE RECOGNITION

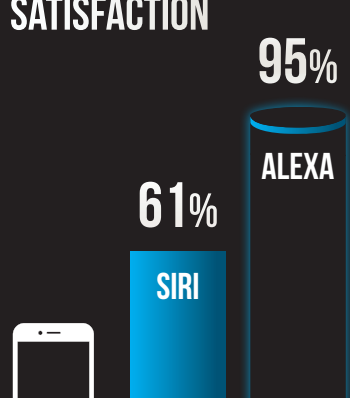
SAMPLE SIZES

Apple iPhone (Siri)	n = 1,048
Android (OK Google)	n = 178
Amazon Echo (Alexa)	n = 180

Alexa scored higher on satisfaction with its voice recognition technology than both Siri and OK Google.

However, Apple has a significantly larger satisfaction gap to make up.

IPHONE USERS SATISFACTION

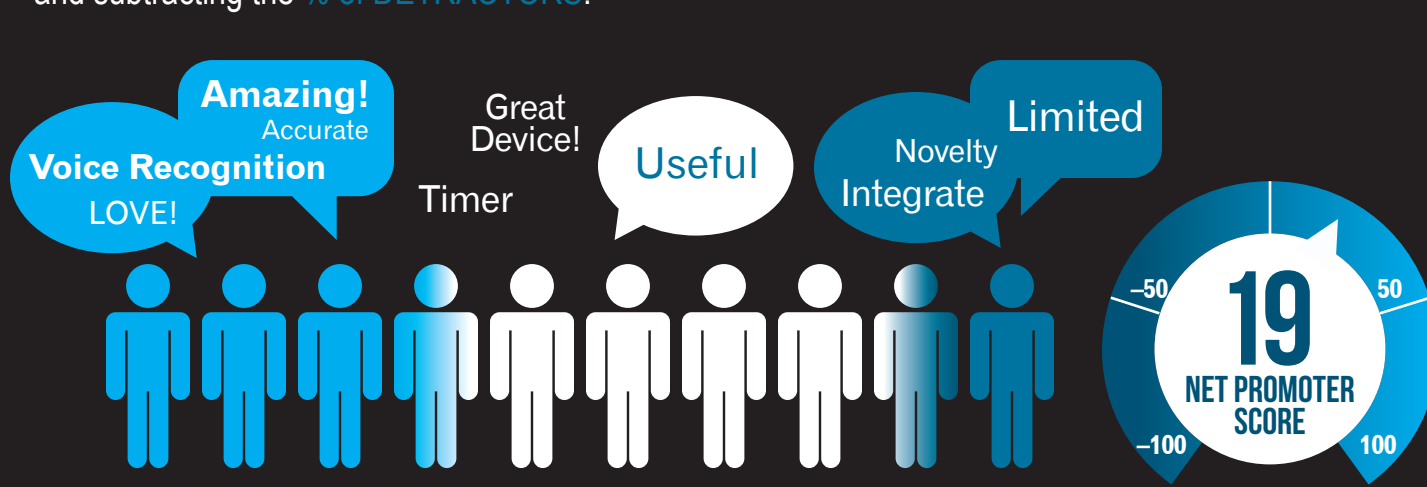


ANDROID USERS SATISFACTION



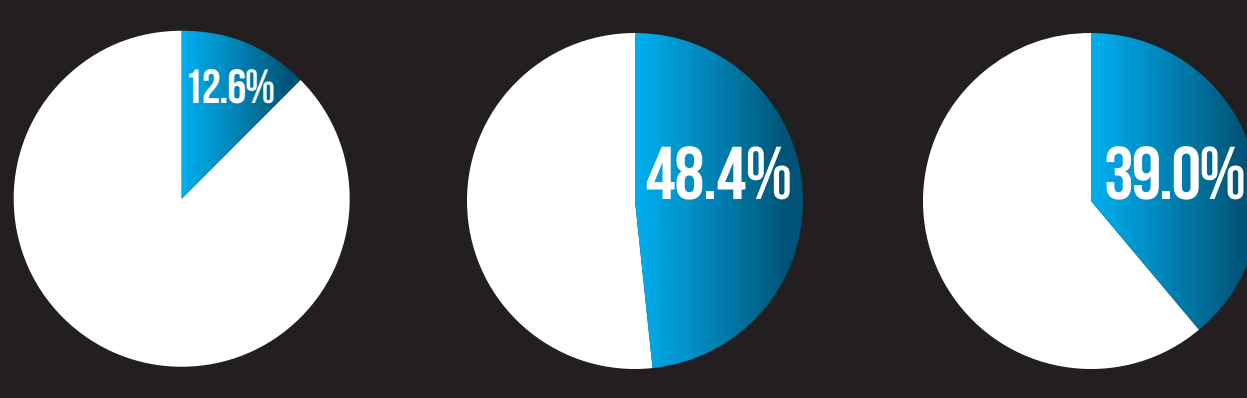
THE AMAZON ECHO EARNED A NET PROMOTER SCORE OF 19

The Net Promoter Score (NPS) methodology segments Amazon Echo owners into three groups: Promoters, Passives, and Detractors. The **NPS OF 19** is calculated by taking the % of **PROMOTERS** and subtracting the % of **DETRACTORS**.



PROMOTERS love their Echo and praise the speed and accuracy of Alexa's voice recognition technology. **PASSIVES** feel that the great device is useful, but mostly with simple tasks like setting the timer and playing music. **DETRACTORS** describe talking to Alexa as a novelty and the current Echo feature set as limited.

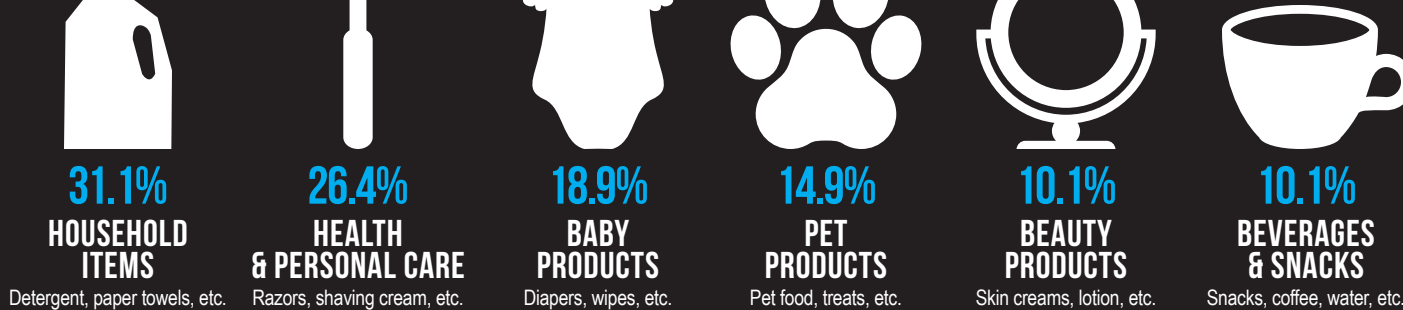
ECHO USAGE OVER TIME SINCE PURCHASE



WHAT DO ECHO OWNERS SHOP FOR MOST OFTEN ON AMAZON PRIME?

Nearly 96% of Echo owners in our survey use the Amazon Prime service; yet only 32.1% have asked Alexa to purchase an item at least once. However, this percentage is likely to increase over time given that 39.0% of respondents are increasing their Echo usage and becoming more comfortable using their voices to shop.

To get a sense of what Echo owners are likely to ask Alexa to buy in the future, we asked which product categories they most often buy on Amazon Prime today via any channel (e.g. Amazon app, online, asking Alexa or otherwise).



Based on our research, **Household Items** and **Health & Personal Care** are likely to be among the top Amazon Prime categories for future purchases using Alexa.

To join our panel and participate in future studies, click or scan below to opt in: <http://bit.ly/29VTIhr>

Infographic by Sheryl Ong and @AaronSuplizio of Experian. Special thanks to @cherian.abraham of Experian and @BenBajarin of Creative Strategies for their partnership in the creation and analysis of this survey.

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CREATIVE STRATEGIES

