A NATIONALLY REPRESENTATIVE SURVEY OF 3000+ AMERICANS REVEALED...

DEVICES USED TO LISTEN TO MUSIC

After the smartphone, the Amazon Echo and Google Home were the most regularly used devices to listen to music.

HOW MUCH TIME DO THEY SPEND LISTENING TO MUSIC PER DAY?

BY SOURCE

BY ONLINE PLATFORM

AMAZON ECHO OWNERS

GOOGLE HOME OWNERS

BY SOURCE

AMAZON ECHO OWNERS

GOOGLE HOME OWNERS

10% OWNED AN AMAZON ECHO

JUST AS MANY OWNED A SMARTWATCH! (ALSO 10%)

3% OWNED A GOOGLE HOME

BUT WHO ARE THEY?

GENDER

AGE

DEVICES USED TO LISTEN TO MUSIC

BUT WHO ARE THEY?

HOW MUCH TIME DO THEY SPEND LISTENING TO MUSIC PER DAY?

BY SOURCE

BY ONLINE PLATFORM

15% AMAZON ECHO OWNERS LISTENED TO THEIR ECHO FOR THE SAME AMOUNT OF TIME AS THEIR SMARTPHONE (BOTH 16% VS. LESS THAN 1% NAT REP)

48% HAD A PREMIUM SUBSCRIPTION TO A MUSIC STREAMING SERVICE (PREDOMINANTLY TO AMAZON PRIME/AMAZON MUSIC UNLIMITED)

35% OF LISTENING WAS TO PLAYLISTS (ON AVERAGE)

37% OF PLAYLIST LISTENING WAS TO PLAYSLISTS CREATED BY PLATFORMS (E.G. SPOTIFY DISCOVER, NEW MUSIC FRIDAY ETC.)

SAMPLE: 3000+ US Respondents, statistically and demographically representative of the US population.