The Continued Rise of Voice Assistants

**STANDALONE DIGITAL VOICE ASSISTANTS**

Ownership increasing rapidly

2 out of 3 consumers who own standalone DVAs

USE THEIR SMARTPHONE LESS

3 out of 4 standalone DVA owners use the device daily or several times per week and are MOSTLY SATISFIED

**PURCHASE INTENT**

1/3 of online consumers in several countries will own a standalone DVA by the end of 2018*

Nearly 3 in 4 US consumers use their smartphone less after ACQUIRING A DVA

New findings from the 2018 Accenture Digital Consumer Survey of 21,000 online consumers across the globe reveal continued demand and deeper interactions with standalone digital voice assistants.

11% own a standalone digital voice assistant today, and 20% plan to purchase one within the next 12 months.

**Sample base:** All respondents, all countries  n=21,000

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**US CONSUMERS who use only a standalone DVA are more satisfied than those using only an embedded DVA**

**US Digital Voice Assistant Satisfaction**

**% very satisfied**

- US: 66%
- Brazil: 66%
- China: 61%
- Germany: 65%
- UK: 61%
- Japan: 54%
- Canada: 54%

**Sample base:** Standalone DVA owners/users n=3,639

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**Services used less on smartphone after acquiring digital voice assistant**

- Entertainment: 64%
- Online purchases: 58%
- Search: 56%

**Sample base:** Standalone DVA owners/users who use DVA less n=1,493

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**US CONSUMERS who use both a standalone and embedded DVA are MOSTLY SATISFIED**

**% very satisfied**

- Use both standalone and embedded DVA: 68%
- Use embedded only: 48%
- Use standalone only: 65%
- No DVA use: 64%

**Sample base:** US Smartphone owners/users n=1,408 Sample base: US Embedded DVA owners/users n=803

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**NON OWNERS who do not use a DVA are MOSTLY SATISFIED**

**% very satisfied**

- US: 69%
- Brazil: 68%
- China: 68%
- Germany: 63%
- UK: 58%
- Japan: 48%

**Sample base:** Standalone DVA owners/users who use DVA less n=665

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**GENDER AGE**

- 72% men
- 28% women
- 71% 18-34
- 58% 35-54
- 37% 55+

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**US, Brazil and China will lead the way in standalone DVA penetration among online consumers by the end of 2018.**

**Sample base:** All countries  n=1,000 except US and China n=2,000

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**Since I got my digital voice assistant device, I use my smartphone for less activities than before**

Services impacted the most are dependent upon age.

- Teens are most likely to use entertainment services less,
- while those 18-34 and 35-54 are likely to make fewer purchases on their smartphone, and consumers 55+ do fewer searches on their smartphone after acquiring a standalone DVA.

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**Sample base:** Standalone DVA owners/users n=3,639

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**CALL ME BY MY NAME**

Entrepreneur, online purchases, and search are ALL IMPACTED BY DVA USAGE

Services used less on smartphone after acquiring digital voice assistant

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**For more information on how Accenture can help your business with digital voice strategies or solutions, contact:**

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**Source:** Accenture 2018 Digital Consumer Survey for CMTCopyright © 2018 Accenture. All rights reserved.