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Amazon Echo Invades Apple's Ecosystem

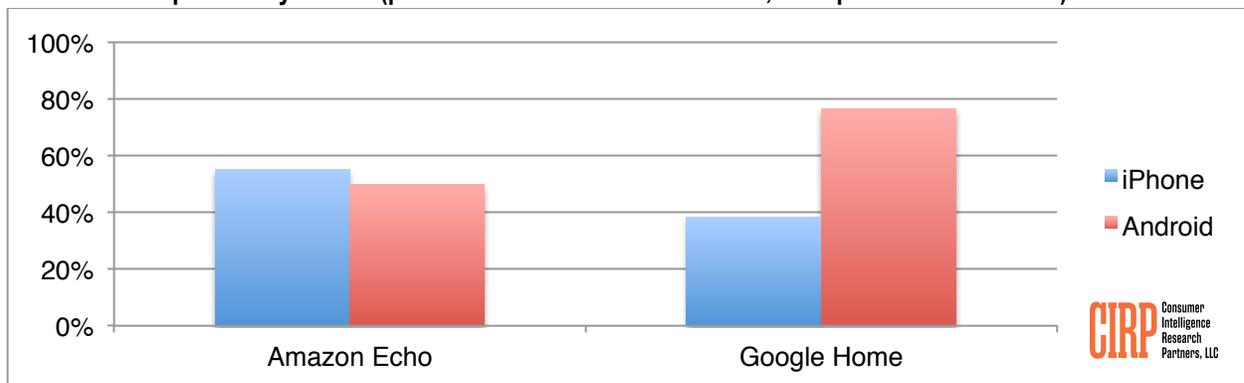
Most Echo owners have iPhones, while Google Home owners prefer Android

CHICAGO, IL – Wednesday, October 4, 2017 - Consumer Intelligence Research Partners, LLC (CIRP), today released analysis of the results from its research on home automation devices, including Amazon Echo from Amazon.com, Inc. (NASDAQ:AMZN) and Google Home from Google (NASDAQ: GOOG), for owners of devices as June 30, 2017.

The analysis indicates that in the US, Amazon Echo owners prefer Apple iPhone and iPad mobile devices, while Google Home owners prefer Android smartphones and tablets.

Among Echo and Home owners, 55% of Echo owners have an iPhone, while 77% of Home owners have an Android smartphone (Chart 1).

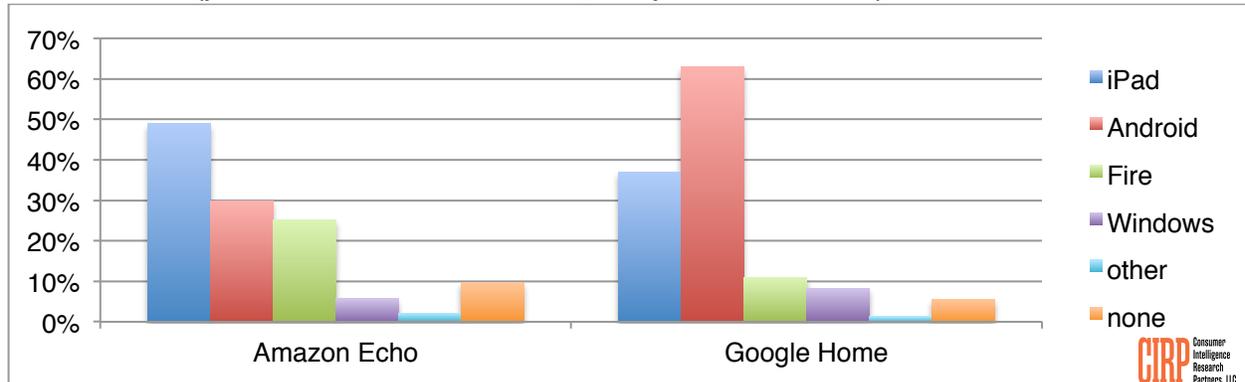
Chart 1: Smartphones by device (percent of owners of each device, multiple devices allowed)



“Echo owners tend to use iPhones, relative to the iPhone share of the overall US marketplace,” said Josh Lowitz, Partner and Co-Founder of CIRP. “iPhones accounted for less than one-third of phone activations at the same time that over half of Echo owners report having an iPhone. In contrast, among Home owners, over three-quarters report having an Android phone, which is roughly consistent with the overall share of Android phones in the marketplace.”

Among Echo and Home owners, 49% of Echo owners have an iPad, while 63% of Home owners have an Android tablet. 25% of Echo owners have an Amazon Fire tablet (Chart 2).

Chart 2: Tablets (percent of owners of each device, multiple devices allowed)



“Similar to smartphone ownership, Echo owners tend to have iPads, while Home owners tend toward Android tablets,” said Mike Levin, Partner and Co-Founder of CIRP. “Half of Echo owners have an iPad, compared to less than one-third Android tablets, and one-quarter Fire tablets. Yet, almost two-thirds of Home owners also have an Android tablet, almost twice as many as have an iPad, and far more as own a Fire tablet.”

“Google appears to have sold Home to faithful Android users, while Amazon has sold Echo to a broader mix of users, including iOS, Android, and Fire owners, with a clear presence among iPhone and iPad owners,” continued Lowitz. “It’s still early. Even though Amazon has sold 15 million Echo devices, Apple has an installed base of over 140 million iPhones in the US, so Echo hasn’t penetrated deeply into the iPhone ownership group. Yet, this initial data suggests that Amazon has gained a meaningful foothold among Apple’s US customer base.”

CIRP bases its findings on its survey of 300 US owners of Amazon Echo or Google Home, surveyed from July 11-27, 2017, who owned one of these devices as of June 30, 2017. For additional information, please contact Mike Levin (mike@cirpllc.com) or Josh Lowitz (josh@cirpllc.com) at 312.344.3664. Further information on CIRP, which provides securities research to the investment community using advanced consumer market research strategies, methods, and techniques, is at www.cirpllc.com.

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