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FOR IMMEDIATE RELEASE

Amazon Echo Dominates US, with 75% of Users

Amazon Echo and Google Home owners use devices in multiple ways

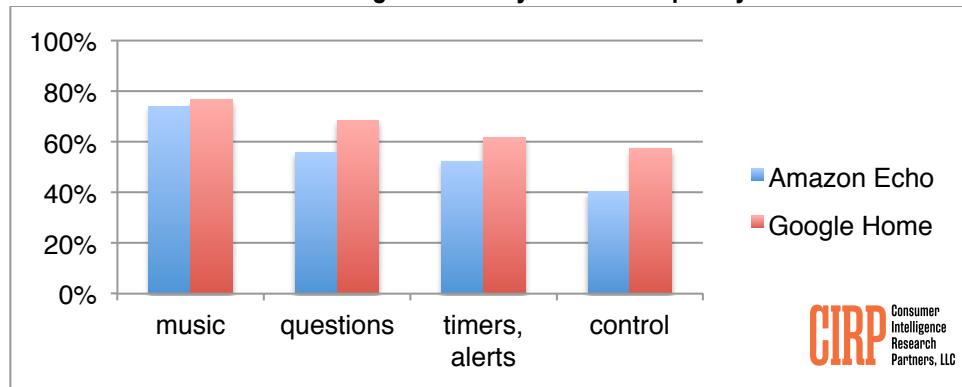
CHICAGO, IL – Monday, September 18, 2017 - Consumer Intelligence Research Partners, LLC (CIRP), today released analysis of the results from its research on home automation devices, including Amazon Echo from Amazon.com, Inc. (NASDAQ:AMZN) and Google Home from Google (NASDAQ: GOOG), for owners of devices as June 30, 2017.

CIRP analysis indicates that in the US installed base of devices, Amazon Echo has 76%, or 15 million units, while Google Home has 24%, or 5 million units.

“Amazon introduced the first Echo device in November 2014, while Google introduced its competing Home device in November 2016,” said Josh Lowitz, Partner and Co-Founder of CIRP. “In that time period, Amazon Echo has built a substantial installed base. It promoted it aggressively, at Amazon.com and with traditional media advertising. It also added new models, at different price points and with different functionality, including Dot, Tap, Look, and Show. The lowest-price Dot now accounts for over half of the installed base. In turn, Google benefited from entering a category that Amazon had already pioneered. Google captured meaningful share, yet Amazon’s two-year head start allowed Echo to establish the dominant market position.”

Among the ways owners use these devices, listening to music is the most popular, with approximately three-quarters of both Amazon Echo and Google Home users listening to music once a day or more frequently (Chart 1).

Chart 1: Percent of owners using device daily or more frequently



“Owners listen to music most on both Echo and Home, at least once a day or more often,” said Mike Levin, Partner and Co-Founder of CIRP. “They also use them frequently for information, like asking about the weather or sports scores, as well as setting timers and alarms. Owners also use them to control home automation accessories, like lights and outlets, thermostats, security systems, and even appliances, less frequently. Also, Google Home owners report using their devices daily or more often slightly more than Amazon Echo owners, across all these varied applications and uses.”

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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