

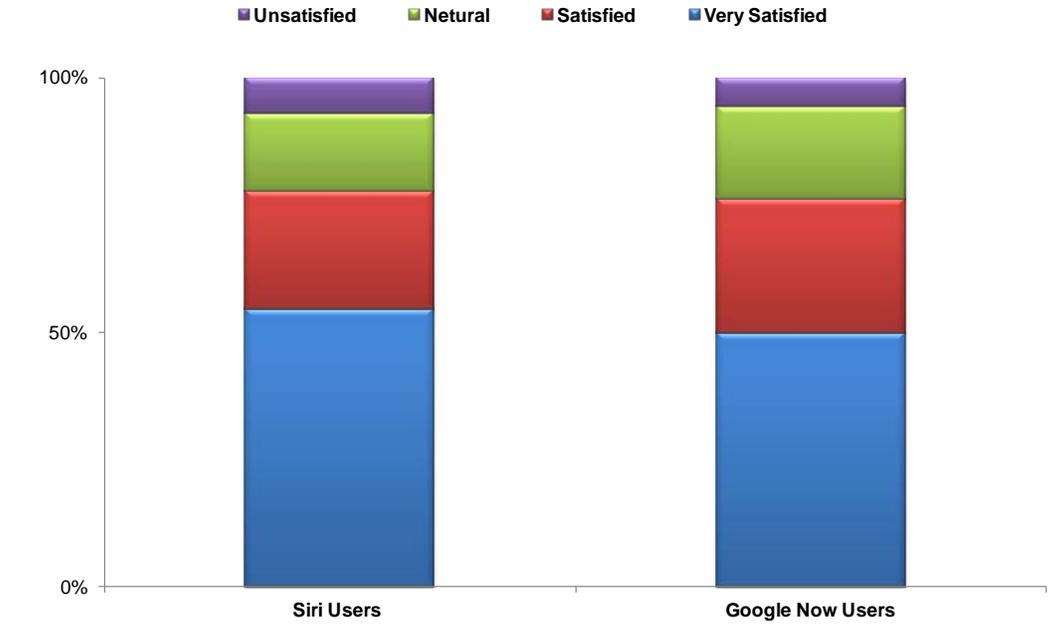
By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

SYNOPSIS

Voice Recognition & Control on Mobile Devices analyzes the adoption and use of smartphone voice control features, e.g., Apple Siri and Google Now.

It compares and contrasts the two services and offers trending data on Apple Siri usage. It also assesses the demand for similar voice control features to be incorporated into consumer electronics devices.

Satisfaction with Voice Features: Siri vs. Google Now
(U.S. Smartphone Users Who Use Voice Features)



ANALYST INSIGHT

“Voice control is here to stay. Adoption rates are growing, and consumers are generally satisfied with voice-control capabilities. They may soon expect similar capabilities on smart TVs and other devices.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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Key Findings & Recommendations

Adoption Trends

- Smartphone Penetration (2010 – 2013)
- % of U.S. Broadband Household Owning Smartphones, Tablets, or Both (2011 - 2013)
- Smartphone Operating System (2011-2013)
- Smartphone OS by Wireless Carrier - AT&T (2011-2013)
- Smartphone OS by Wireless Carrier - Verizon (2011-2013)
- Smartphone OS by Wireless Carrier - Sprint (2011-2013)

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- Smartphone OS by Wireless Carrier - T-Mobile (2011-2013)
- Average Mobile Service Cost by Phone OS (Q1/13)

iPhone vs. Android Demographics

- Smartphone OS by Household Income (2012 vs. 2013)
- Smartphone OS by Education Level (2012 vs. 2013)

Trends in Siri Usage

- Use of the "Siri" Voice Features (2012 vs 2013)
- Siri Usage by Age (2012 vs. 2013)
- Siri Usage by Household Income (2012 vs. 2013)
- Siri Usage by Education Level (2012 vs. 2013)
- Satisfaction with Siri (2012 vs. 2013)
- Importance of Voice-Command Capability for Next Smartphone by Siri Users (2012 vs. 2013)

Siri vs. Google Now

- Adoption of Siri vs. Google Now (Q1/13)
- Use of Voice Features: Siri vs. Google Now (Q1/13)
- Demographic Profile of Siri Users vs. Google Now Users
- Average Monthly Wireless Service Cost: Siri vs. Google Now (Q1/13)
- 2012 Smartphone Purchases/Upgrades: Siri Users vs. Google Now Users (Q1/13)
- Voice Feature Monthly Usage: Siri vs. Google Now (Q1/13)
- Use of Voice Feature for Mobile Activities: Siri vs. Google Now (Q1/13)
- Satisfaction with Voice Features: Siri vs. Google Now (Q1/13)
- Open-Ended Comments About Apple Siri
- High Satisfaction with Voice Features by Gender (Q1/13)
- Feature Satisfaction by Voice Feature Usage (Q1/13)
- Importance of Voice Feature for Next Smartphones: Siri vs. Google Now (Q1/13)
- Importance of Voice-Command Features for Next Phone by Smartphone Purchase Intention (Q1/13)
- Feature Importance by Use of Voice Features: Siri vs. Google Now (Q1/13)
- Interest In Smart TV UIs (Q1/13)
- Mobile Voice Control & Interest In Smart TV UIs (Q1/13)

Additional Research from Parks Associates

ATTRIBUTES

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