Global clients of all sizes and industries partner with Toluna as their all-in-one provider for actionable consumer insights. With the world’s largest social voting community of 13 million members, our customers can brainstorm innovative ideas, uncover new business opportunities and answer marketing questions that transform their businesses.
What Brands Need to Know About Virtual Assistants

The rapid rise in popularity of voice-activated virtual assistance devices such as Amazon Alexa and Google Home is significantly impacting consumer shopping behavior, online search activity, and traditional media consumption. Toluna surveyed more than 1,000 consumers in the U.S. to find out how virtual assistants are shaping their consumer behavior and what is keeping other consumers from adopting this new technology.

Virtual Assistants impact shopping behavior

- I make fewer in-store purchases: 6% (Women), 49% (Men)
- I make fewer online purchases (using traditional web browsers): 16% (Women), 24% (Men)
- I make more online purchases (using traditional web browsers via my assistant): 15% (Women), 13% (Men)
- It has no effect on my shopping behavior: 6% (Women), 22% (Men)

How are Virtual Assistants being used?

Shopping & price compare: 49% (Women), 61% (Men)
Checking scores: 57% (Women), 57% (Men)
Checking the weather or news: 66% (Women), 58% (Men)
Getting questions answered: 61% (Women), 61% (Men)
Turning on my music: 34% (Women), 39% (Men)
Turning on appliances: 24% (Women), 16% (Men)
Scheduling: 23% (Women), 13% (Men)
Placing a call: 22% (Women), 11% (Men)
Manage to do lists: 26% (Women), 21% (Men)

How much are consumers comfortable spending per purchase with their Virtual Assistants?

- Less than $10 per purchase: 32% (Women), 31% (Men)
- More than $10 less than $50: 27% (Women), 14% (Men)
- More than $50 less than $100: 15% (Women), 32% (Men)
- More than $100: 6% (Women), 52% (Men)

How much do Virtual Assistant owners spend each month shopping with their device?

- Under $100: 32% (Women), 18% (Men)
- $100-$500: 35% (Women), 37% (Men)
- $500-$1000: 14% (Women), 16% (Men)
- Above $1000: 7% (Women), 12% (Men)

Media consumption channels are shifting (print, radio, television)

- I read/watch traditional media channels less frequently (by asking the virtual assistant to read news or play content): 55% (Women), 45% (Men)
- I read/watch television channels more frequently: 12% (Women), 12% (Men)
- It has no impact on my media consumption: 23% (Women), 12% (Men)

Are consumers scared about being recorded by Virtual Assistants?

- Not at all concerned: 7% (Women), 11% (Men)
- Somewhat concerned: 9% (Women), 7% (Men)
- Neither concerned, nor unconcerned: 3% (Women), 3% (Men)
- Concerned: 17% (Women), 11% (Men)
- Very concerned: 6% (Women), 6% (Men)

Several barriers are preventing Virtual Assistant purchases

- They are too expensive: 32% (Women), 32% (Men)
- I am concerned about security: 31% (Women), 31% (Men)
- I don’t think I would use it: 17% (Women), 11% (Men)
- I don’t need anymore technology in my life: 11% (Women), 6% (Men)
- I don’t know what they are/do: 6% (Women), 6% (Men)
- Other: 6% (Women), 6% (Men)
Virtual Assistants impact shopping behavior

- I make fewer in-store purchases: 29% Men, 28% Women
- I make fewer online purchases (using traditional web browsers): 29% Men, 27% Women
- I make more online purchases (using traditional web browsers via my assistant): 7% Men, 14% Women
- It has no effect on my shopping behavior: 36% Men, 31% Women

How are Virtual Assistants being used?

- **Women**
  - Shopping & price compare: 55%
  - Checking scores: 35%
  - Checking the weather or news: 48%
  - Getting questions answered: 44%
  - Turning on my music: 29%
  - Placing a call: 24%
  - Scheduling: 19%
  - Turning on appliances: 26%
  - Checking scores: 33%

- **Men**
  - Shopping & price compare: 33%
  - Checking scores: 44%
  - Checking the weather or news: 47%
  - Getting questions answered: 44%
  - Turning on my music: 28%
  - Placing a call: 24%
  - Scheduling: 22%
  - Turning on appliances: 27%

How much are consumers comfortable spending per purchase with their Virtual Assistants?

- Less than $10 per purchase: 36%
- More than $10 less than $50: 30%
- More than $50 less than $100: 16%
- More than $100: 7%
- I am not comfortable spending any money using my Virtual Assistant: 36%

How much do Virtual Assistant owners spend each month shopping with their device?

- Under $100: 43%
- $100-$500: 49%
- $100-$500: 0%
- Above $1000: 7%

Media consumption channels are shifting (print, radio, television)

- I read/watch traditional media channels less frequently by asking the virtual assistant to read news or play content: 33%
- I read/watch television channels more frequently: 40%
- I read/watch traditional media channels less frequently: 27%
- I read/watch television channels more frequently: 23%
- It has no impact on my media consumption: 16%

Are consumers scared about being recorded by Virtual Assistants?

- Not at all concerned: 45%
- Somewhat concerned: 7%
- Neither concerned, nor unconcerned: 28%
- Concerned: 25%
- Very concerned: 5%

Several barriers are preventing Virtual Assistant purchases

- They are too expensive: 48%
- I am concerned about security: 24%
- I don’t think I would use it: 42%
- I don’t need anymore technology in my life: 21%
- I don’t know what they are/do: 14%
- Other: 5%

Real-Time Research
Toluna Makes it Real™

Research was completed via Toluna QuickSurveys between April 18 and April 20.