

## RadioApp smart speaker user survey - May 2022

### Q1 – Speaker brand

23/05/2022, 09:29

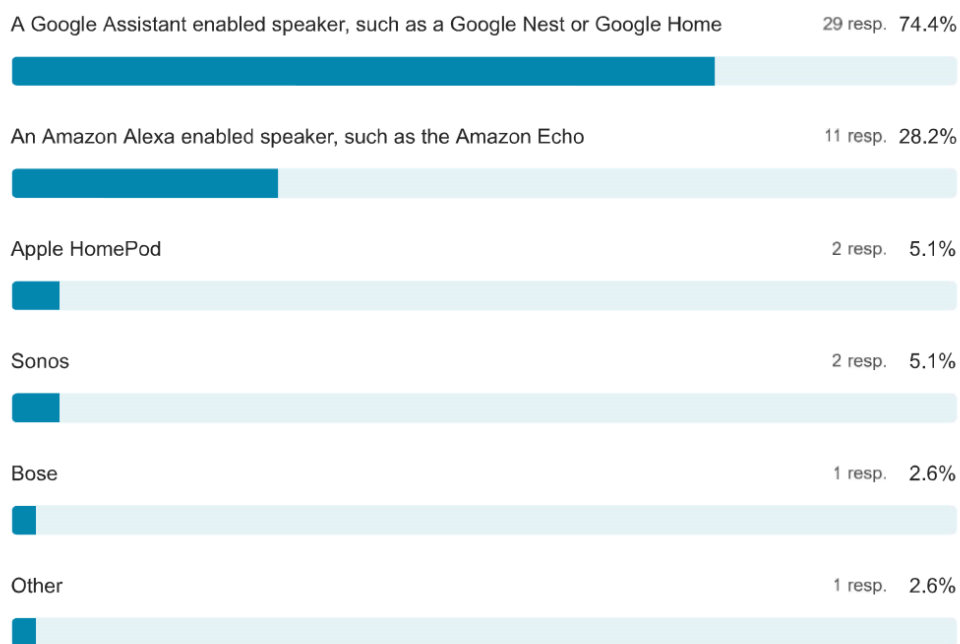
RadioApp smart speaker user survey

## RadioApp smart speaker user survey

39 responses

What smart speaker brands do you have and use?

39 out of 39 answered



[Don't Have One](#)

## RadioApp smart speaker user survey - May 2022

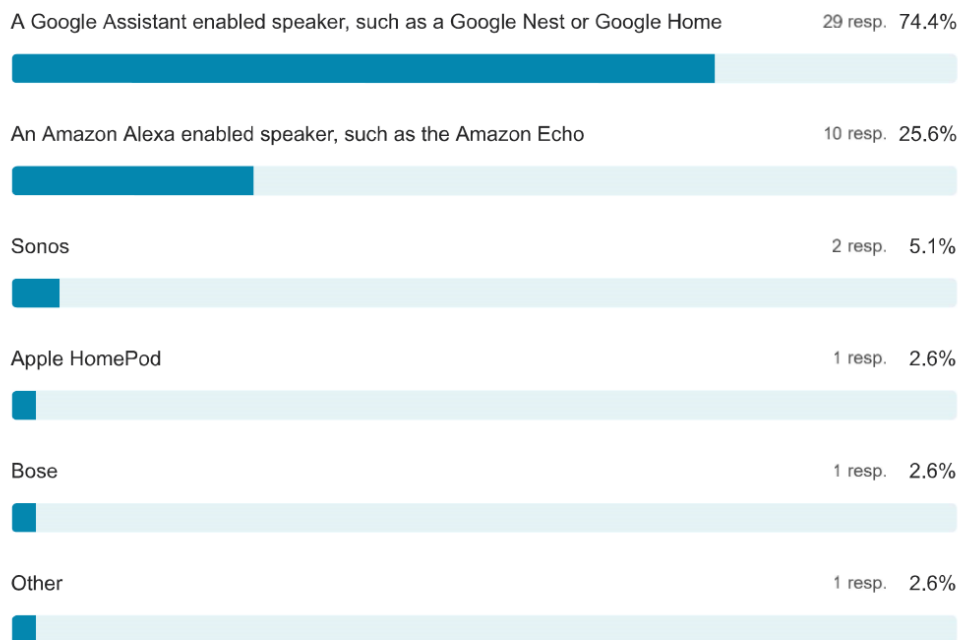
### Q2 – Which of these do you use to listen to live Australian radio?

23/05/2022, 09:29

RadioApp smart speaker user survey

Which of these do you use to listen to live Australian radio?

39 out of 39 answered



[As per the previous](#)

## RadioApp smart speaker user survey - May 2022

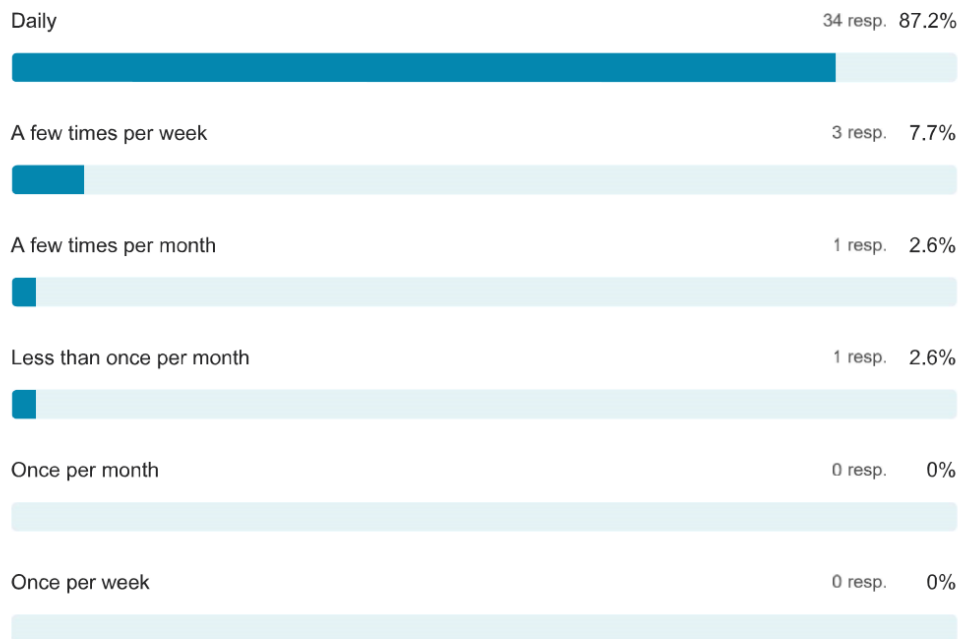
### Q3 – How often do you use your smart speaker?

23/05/2022, 09:29

RadioApp smart speaker user survey

How often do you use your smart speaker?

39 out of 39 answered



## RadioApp smart speaker user survey - May 2022

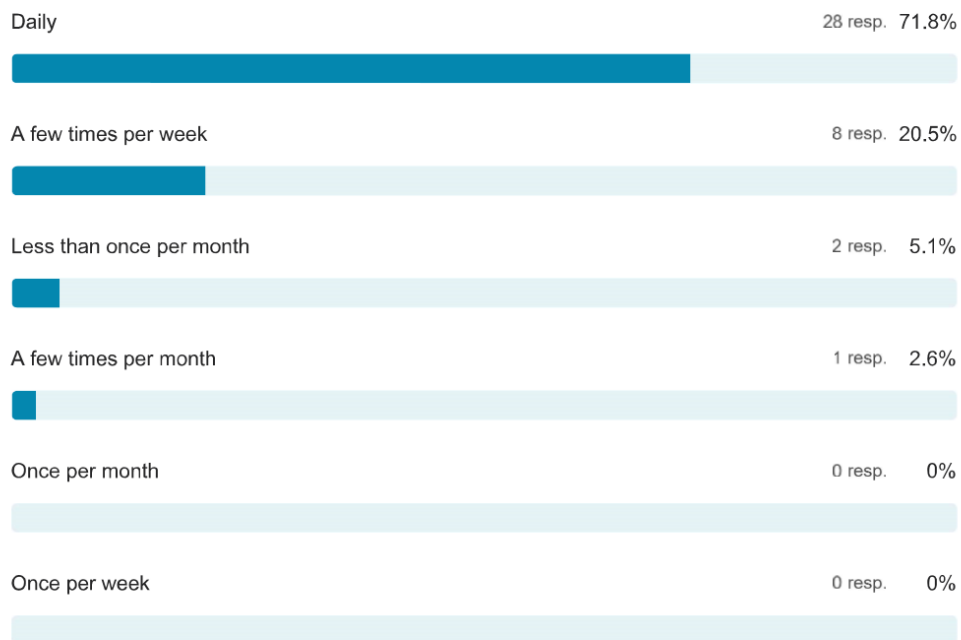
### Q4 – How often do you use your smart speaker to listen to live Australian radio?

23/05/2022, 09:29

RadioApp smart speaker user survey

How often do you use your smart speaker to listen to live Australian radio?

39 out of 39 answered



## RadioApp smart speaker user survey - May 2022

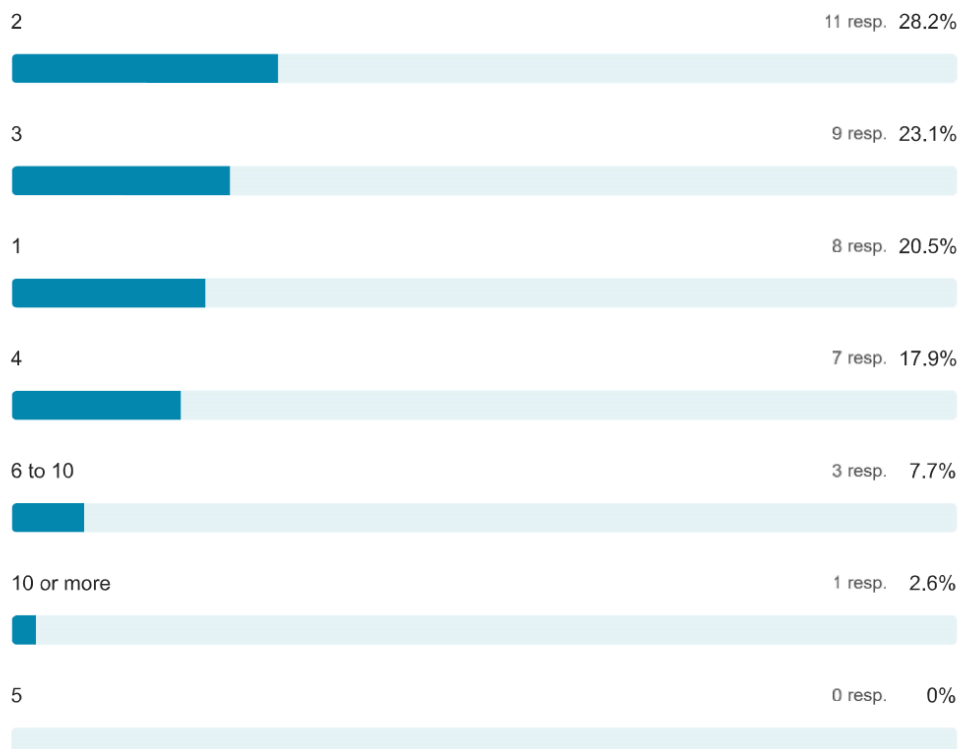
### Q5 – How many different live Australian radio stations do you listen to on your smart speaker?

23/05/2022, 09:29

RadioApp smart speaker user survey

How many different live Australian radio stations do you listen to on your smart speaker?

39 out of 39 answered



## RadioApp smart speaker user survey - May 2022

Q6 – Have you ever used RadioApp on your smart speaker?

Q7 – Have you ever used TuneIn on your smart speaker?

23/05/2022, 09:29

RadioApp smart speaker user survey

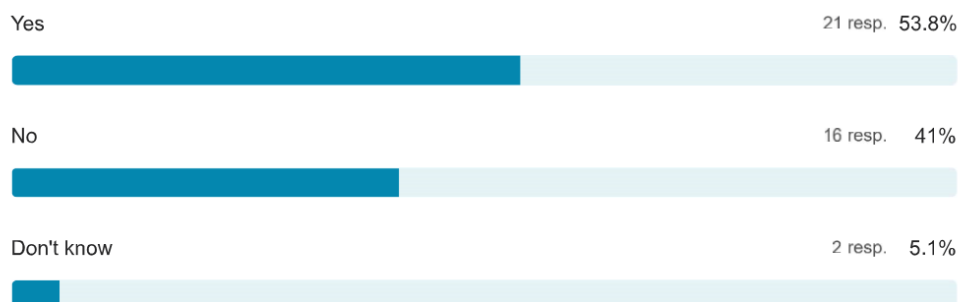
Have you ever used RadioApp on your smart speaker?

39 out of 39 answered



Have you ever used TuneIn on your smart speaker?

39 out of 39 answered



## RadioApp smart speaker user survey - May 2022

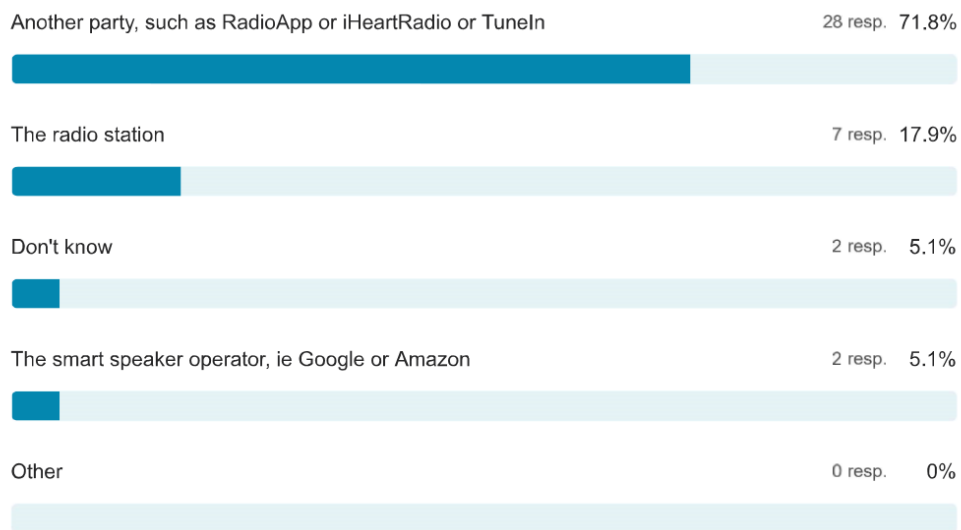
Q8 – When listening to live Australian radio on your smart speaker, who do you think provides you with the radio station stream?

23/05/2022, 09:29

RadioApp smart speaker user survey

When listening to live Australian radio on your smart speaker, who do you think provides you with the radio station stream?

39 out of 39 answered



## RadioApp smart speaker user survey - May 2022

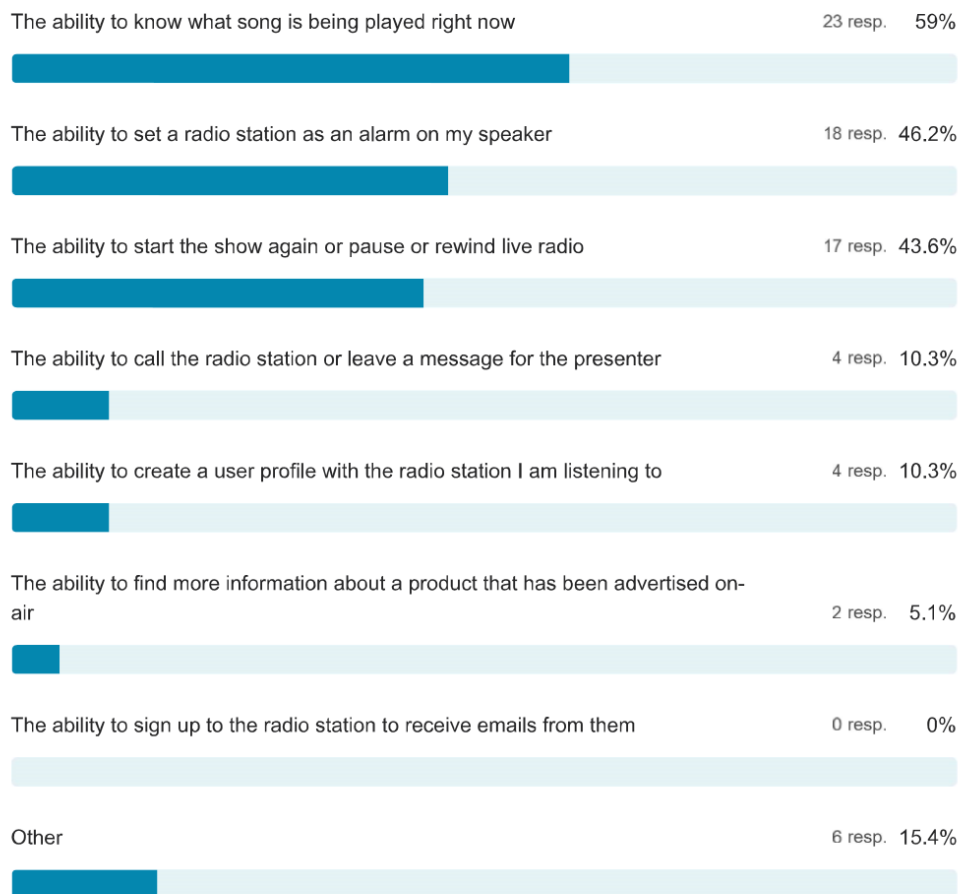
Q9 – If you could improve live radio listening on your smart speaker, what features would you add to improve it?

23/05/2022, 09:29

RadioApp smart speaker user survey

If you could improve live radio listening on your smart speaker, what features would you add to improve it?

39 out of 39 answered



STOP THE ADD AT CONNECTION

Less delay compared to FM, play ads from the right city, if you do cut over the radio station ads do it seamlessly instead of being distracted by chopping back for the last few seconds

[https://gi8e5x75etq.typeform.com/report/rtqmH0BS/JGijwsJBMJBbwsrq?view\\_mode=print](https://gi8e5x75etq.typeform.com/report/rtqmH0BS/JGijwsJBMJBbwsrq?view_mode=print)

8/14



## RadioApp smart speaker user survey - May 2022

Q9 – If you could improve live radio listening on your smart speaker, what features would you add to improve it?

6 x 'Other' custom responses:

- STOP THE ADD AT CONNECTION
- Less delay compared to FM, play ads from the right city, if you do cut over the radio station ads do it seamlessly instead of being distracted by chopping back for the last few seconds
- Ability to make RadioApp my default stream source
- Stations available on the RadioApp phone app are not always selectable on the Google Nest app. Kix Country is regularly one of those.
- I would buy a smart speaker in the first instance
- I'd like it to work reliably.

## RadioApp smart speaker user survey - May 2022

Q10 – Do you listen to radio on an AM, FM or DAB+ radio at home?

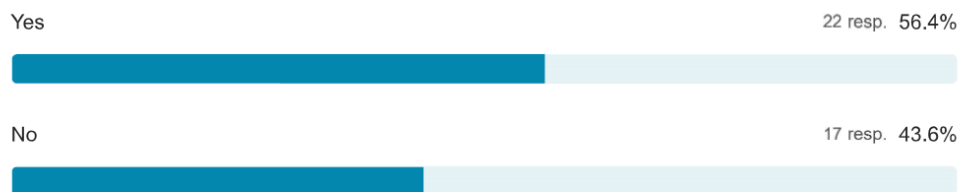
Q11 – Do you listen to radio on an AM, FM or DAB+ radio in your car?

23/05/2022, 09:29

RadioApp smart speaker user survey

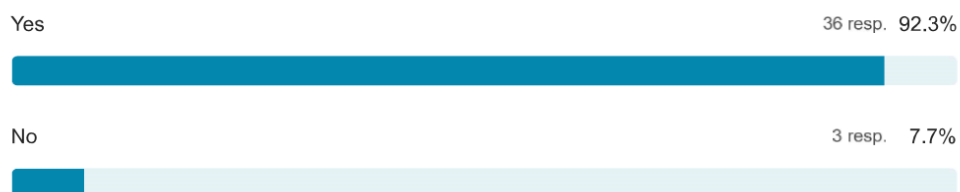
Do you also listen to radio on an AM, FM or DAB+ radio at home?

39 out of 39 answered



Do you listen to radio on an AM, FM or DAB+ radio in your car?

39 out of 39 answered



## RadioApp smart speaker user survey - May 2022

Q12 – Do you listen to live radio on your smartphone via an app?

Q13 – Did you know that RadioApp also has a smartphone app?

23/05/2022, 09:29

RadioApp smart speaker user survey

Do you listen to live radio on your smartphone via an app?

39 out of 39 answered

Yes 28 resp. 71.8%



No 11 resp. 28.2%



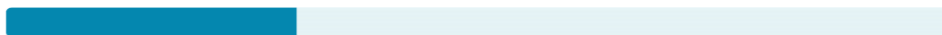
Did you know that RadioApp also has a smartphone app?

39 out of 39 answered

Yes 27 resp. 69.2%



No 12 resp. 30.8%



## RadioApp smart speaker user survey - May 2022

Q14 – Have you ever downloaded and used RadioApp on your phone?

Q15 – Why not?

23/05/2022, 09:29

RadioApp smart speaker user survey

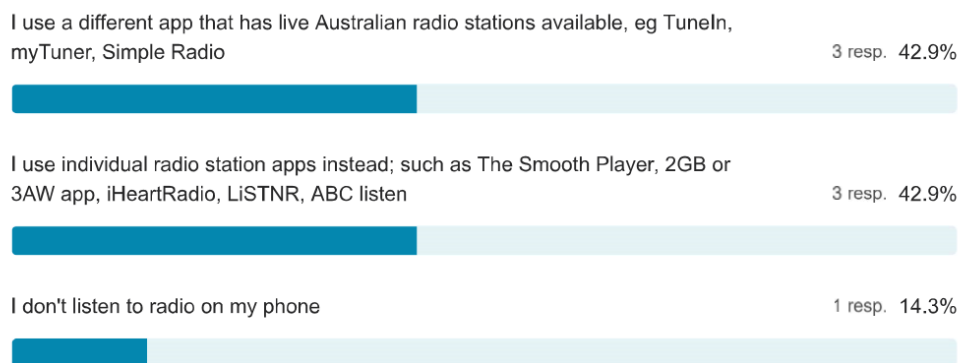
Have you ever downloaded and used RadioApp on your phone?

27 out of 39 answered



Why not?

7 out of 39 answered



## RadioApp smart speaker user survey - May 2022

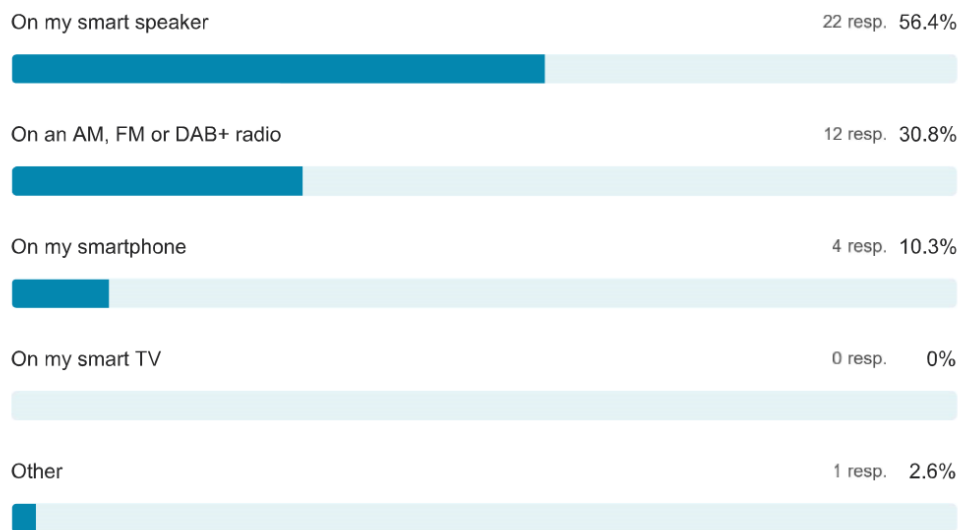
### Q16 – What is the most common way you listen to live Australian radio?

23/05/2022, 09:29

RadioApp smart speaker user survey

Nearly finished! What is the most common way you listen to live Australian radio?

39 out of 39 answered



If web access is only way to listen to my fav station then I use smart phone RadioApp with earplugs, smart phone RadioApp via bluetooth car radio, or smart speaker, depending on where I am and what I'm doing

## RadioApp smart speaker user survey - May 2022

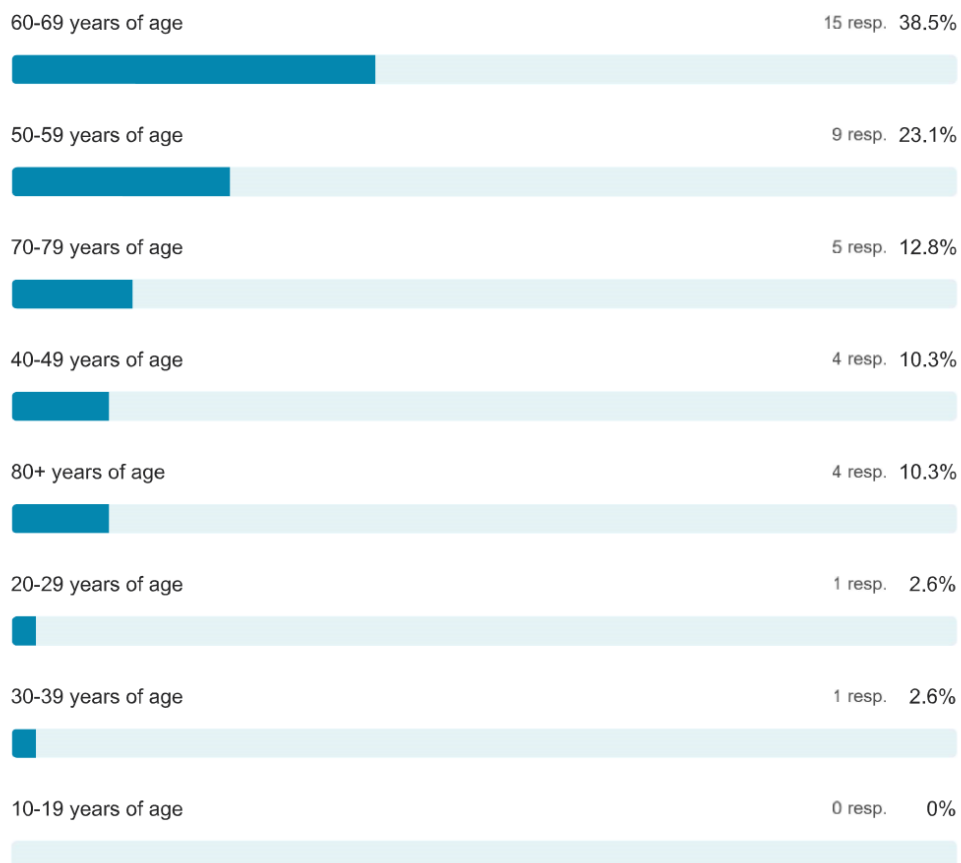
### Q17 – Age group

23/05/2022, 09:29

RadioApp smart speaker user survey

What is your age group?

39 out of 39 answered



## RadioApp smart speaker user survey - May 2022

### Q18 – Gender

23/05/2022, 09:29

RadioApp smart speaker user survey

Gender - how do you identify?

39 out of 39 answered

