

Siri, Alexa, and Google Assistant popularity varies across US age groups

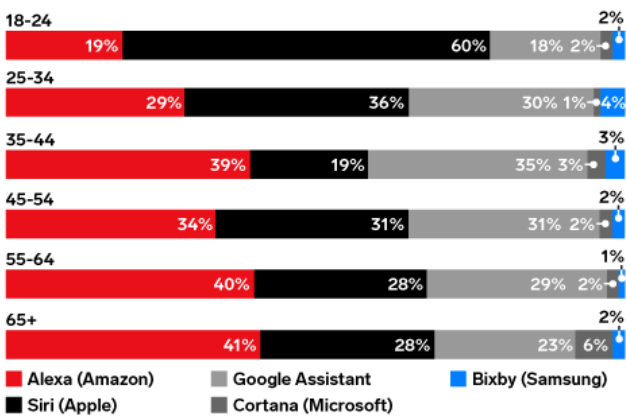
Article

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As voice assistants battle to be the No. 1 digital secretary, their rates of adoption differ significantly across age groups. **Siri** dominates among adult Gen Zers, with **60%** of US voice assistant users ages 18 to 24 using the software from **Apple**. Meanwhile, **Alexa** is most popular among the senior set, with **41%** of those ages 65 and older using the **Amazon** service. **Google Assistant** does not lead in any age group, but it has sizable shares of users across the board.

US Voice Assistant Users, by Age and Brand, May 2021

% of respondents in each group



Note: numbers may not add up to 100% due to rounding
 Source: Vixen Labs in partnership with Open Voice Network, "Voice Consumer Index 2021" conducted by Delineate, June 30, 2021

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