HigherVisibility Releases New Study on Mobile Voice Search Growth

Mobile voice search use is growing - but not in the way you might expect.

MEMPHIS, Tenn. (PRWEB) January 04, 2019 -- HigherVisibility released a new study on Friday that examines how people use the voice search feature on their mobile phones. The study breaks down voice search use demographically while also analyzing what sorts of voice commands are most common.

The survey was conducted by interviewing over 2,000 mobile phone users nationwide with the intent to discover when and how voice search is used. According to the survey, while the number of people using voice search has hit a plateau, the actual uses of voice search are expanding.

“We conducted a similar study in 2017 and we wanted to see how voice search has changed over time,” Managing Partner Adam Heitzman said. “We had assumed that voice search use was growing among all demographics, but our survey painted a much more complex picture.”

Nearly 60% of those who were surveyed say that they use mobile voice search at least once a month. The survey also shows that voice search usage has grown as people complete a number of tasks like cooking, exercising, or enjoying the company of family or friends.

“These who use voice search are making it a part of their routine,” Heitzman said. “That’s a significant find, and one that’s extremely important. Voice search users are beginning to expect more from their voice assistants.”

The study also examines which voice search assistants are used most often. Google Assistant earned 40% of the responses with Apple’s Siri closely behind at 34%. Amazon’s Alexa, Bixby, and Microsoft’s Cortana also received notable shares of the market.

HigherVisibility’s study on mobile voice search can be found here.

About HigherVisibility:

HigherVisibility is a digital marketing agency based in Memphis, Tenn. that provides services in search engine optimization, pay-per-click advertising, and web design to small businesses and Fortune 1000s alike. HigherVisibility was named Search Engine Land’s SEO Agency of the Year in 2017 and works with clients all throughout the United States.
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