

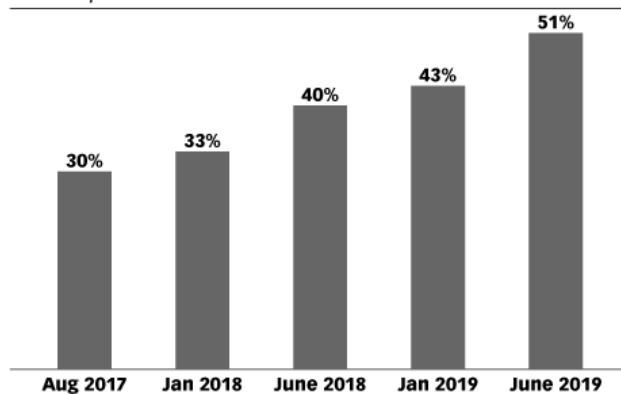
# What if Voice Assistants Were Everywhere?

**AUDIO** |

## eMarketer Editors

eMarketer principal analyst Victoria Petrock explains what life will look like when voice assistants are everywhere: How will driving to work change? How will retailers and advertisers communicate with you? How would you like the voice of Samuel L. Jackson telling you what you have planned for the day?

**Smart Speaker Ownership Among US Internet Users, Aug 2017-June 2019**  
% of respondents



Note: ages 15-54; have at least 1 smart speaker in household  
Source: NuVoodoo as cited in company blog, Sep 9, 2019

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