

The World of Voice

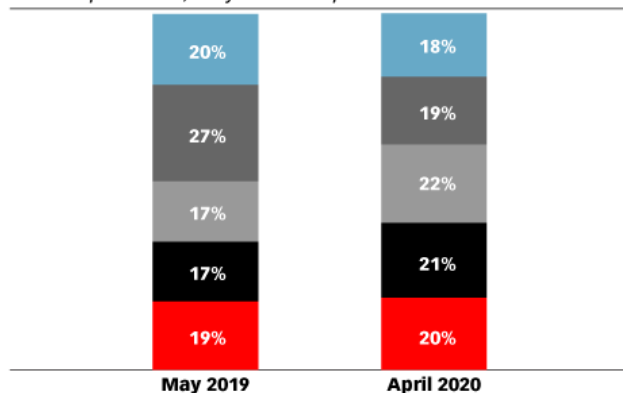
AUDIO |

eMarketer Editors

eMarketer principal analyst Victoria Petrock and forecasting analyst at Insider Intelligence Peter Vahle discuss the wonderful world of voice: podcasts, radio and voice ads. They then talk about Google holding on to data, a new bill to ban facial recognition technology and a bunch of robots that can cook and serve food.

How Often Do US Smart Speaker Owners Use Voice Assistants via Smartphone?

% of respondents, May 2019 & April 2020



- Several times per day
- Nearly every day
- At least once per week
- Less than once per month
- Never/phone doesn't have voice-operated assistant

Note: ages 18+; among respondents who own a smart speaker and a smartphone
 Source: National Public Radio (NPR) and Edison Research, "The Smart Audio Report," April 30, 2020

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