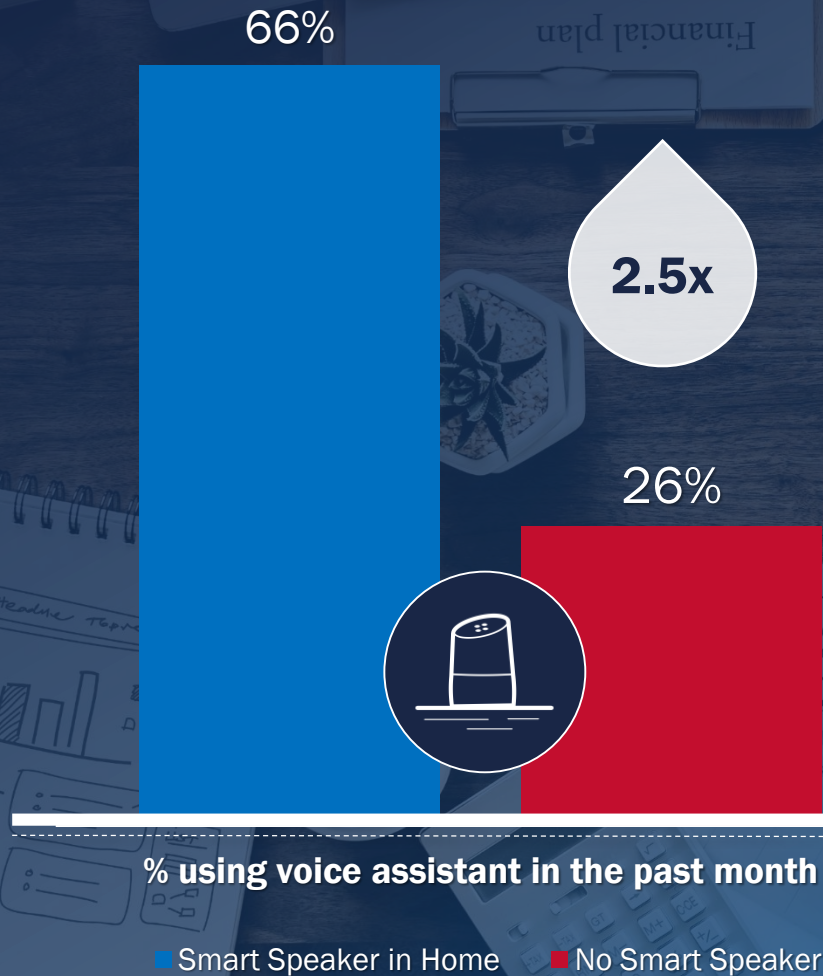


Those in Smart Speaker HHs were more likely to have used a voice assistant in the past month

Voice Assistants :
Smart Speaker HHs vs.
No Smart Speaker



SOURCE : Custoptimize : Baseline Study – Q4, 2018. Australia. 14 to 54 (n = 1,518)

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