**Study: 81% of Smart Speaker Users Open to Ads**

Fifty-nine percent of smart speaker owners say they don't mind encountering branded features or skills and 22% say they like them, a study by NPR and Edison Research has found. Ordering food, reviewing traffic and searching for recipes or getting other culinary advice are respondents' top three uses for smart speakers.

***Marketing Land 7/20/18***

[***https://marketingland.com/report-smart-speaker-ownership-driving-voice-adoption-on-smartphones-244709***](https://marketingland.com/report-smart-speaker-ownership-driving-voice-adoption-on-smartphones-244709)

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