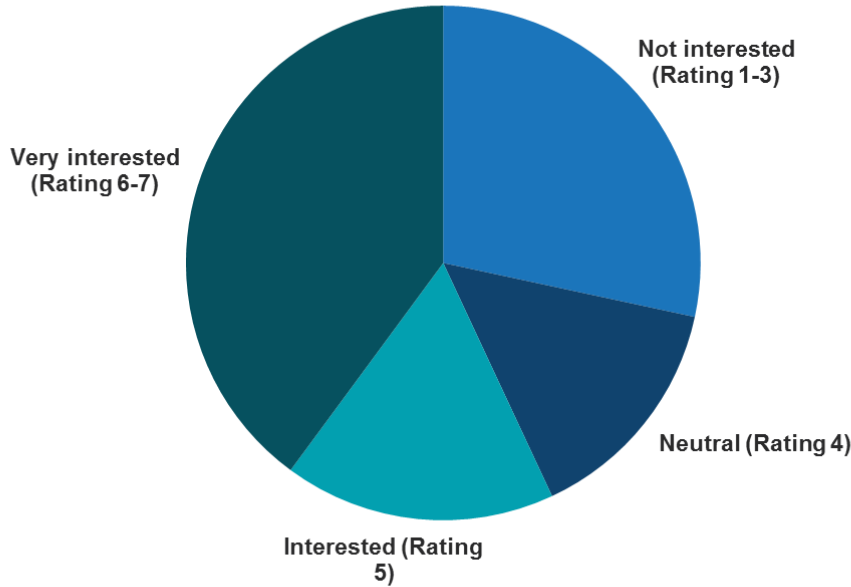


Interest in Voice Control in Vehicle U.S. Broadband Households



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SYNOPSIS

This study assesses consumer interest in new connected car features that enable innovative safety, comfort, and entertainment experiences. It profiles car shoppers by their interest and preferred connectivity method. It evaluates consumer perspectives on hot topics in the connected car space, such as bundling car data with mobile plans, using voice control in the vehicle, personalized infotainment and comfort options, and autonomous driving features. It also analyzes consumer attitude towards and interest in “paying-as-you-drive” auto insurance policy and offers guidance on how to market such insurance programs.

ANALYST INSIGHT

“The connected car industry remains fragmented, but MSPs and other third-party players have an opportunity to play crucial billing and data aggregation roles to improve the consumer experience and advance the market.”

— Kristen Hanich, *Research Analyst*, Parks Associates



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