

WHO LIVES THE CONNECTED LIFE?

THE WHO WHAT WHEN OF FUTURE INTENDERS

AN INFOGRAPHIC SERIES TO EXAMINE USERS AND FUTURE INTENDERS OF CONNECTED CARS, HOMES AND WEARABLE TECHNOLOGY.

In the last installment of this infographic series, we examine future intenders. These consumers are non-users of connected technology but have either expressed interest in or intent to purchase connected technologies. Future intenders are key audiences for mobile operators, device manufacturers, developers and advertisers as they are already interested in connected technology.

MAJORLY CONNECTED CATEGORIES



CONNECTED CAR A car with built-in internet access (or a system that was acquired after-market) that allows for internet-enabled navigation, audio or video downloads, browsing, etc. OR controlling your car through a mobile device (remote start, unlocking, turning on heat or A/C, diagnostics, etc.) but excluding technologies that make you plug in your smartphone or use Bluetooth.



CONNECTED HOME/HOME AUTOMATION The control of your home through a mobile phone, connected device or computer, including lighting, HVAC, security systems, appliances, smart speaker systems, etc.



CONNECTED GADGETS AND/OR WEARABLE TECHNOLOGY Devices outside of phones, tablets/computers that are connected to mobile devices or have a direct internet connection and are wearable - including smartwatches, fitness bands and sensors, head-mounted displays like Google Glass, and other wearable devices.

1 WHO ARE FUTURE INTENDERS?

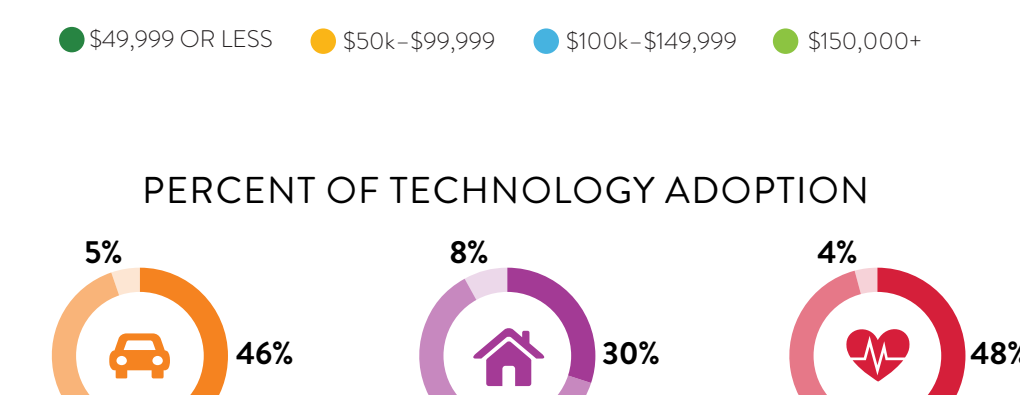
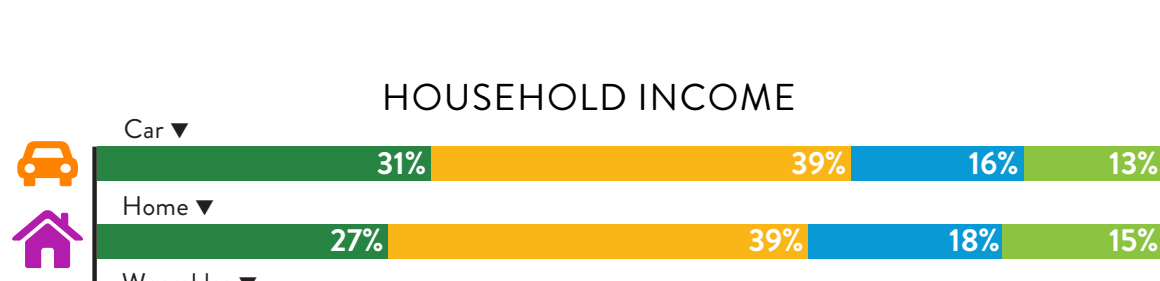
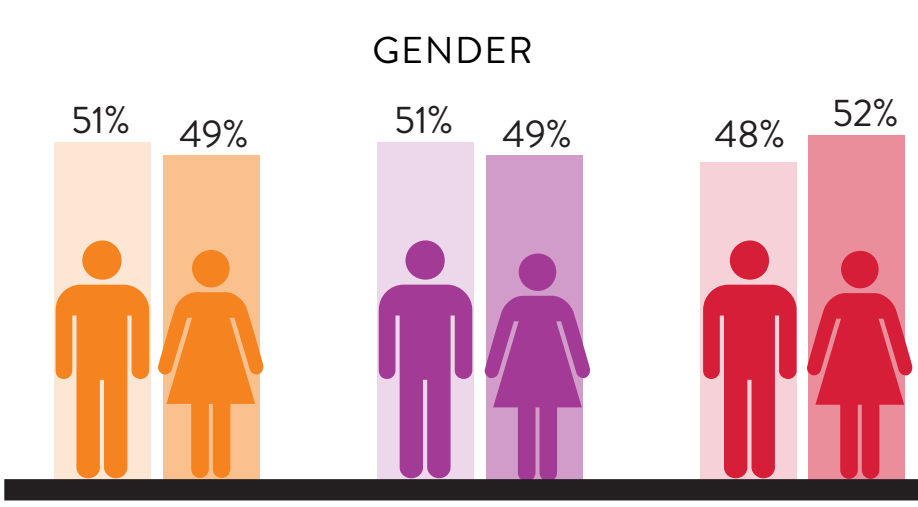
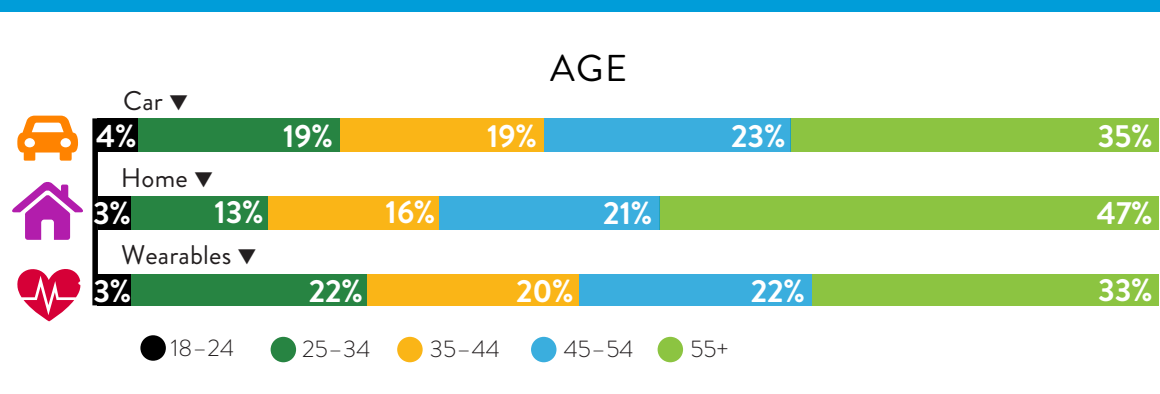
Future intenders include everyone, not just the tech enthusiasts. Future intenders of connected cars, homes, and wearables have several similarities in their lifestyles, but also several key differences.

FUTURE INTENDERS HAVE PURCHASING POWER AS APPROXIMATELY ONE-THIRD EARN OVER \$100,000 PER YEAR

FUTURE INTENDERS TEND TO BE 45 YEARS OF AGE OR OLDER

THOSE INTERESTED IN CONNECTED CAR OR WEARABLE TECHNOLOGY ARE ROUGHLY SPLIT BETWEEN **EARLY** AND **MAINSTREAM ADOPTERS** INDICATING A QUICKER OVERALL ADOPTION TRAJECTORY FOR THESE TECHNOLOGIES

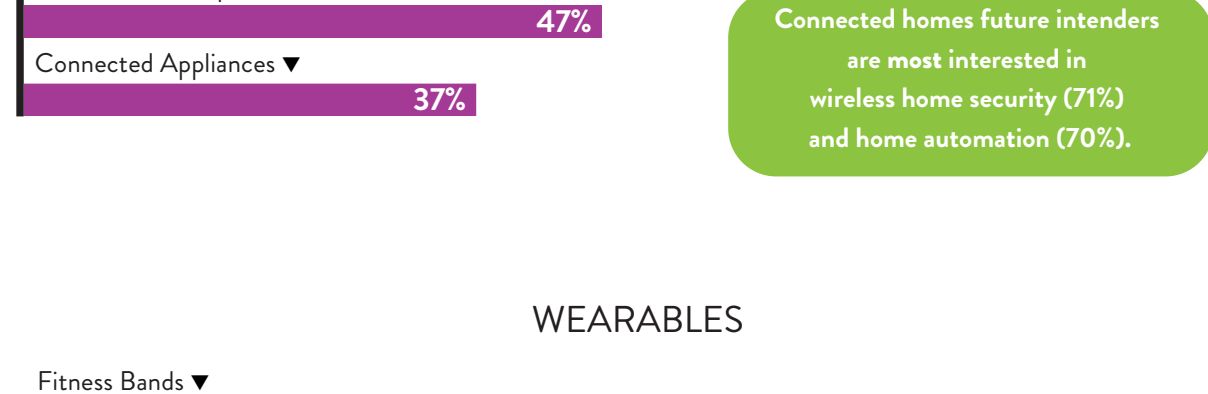
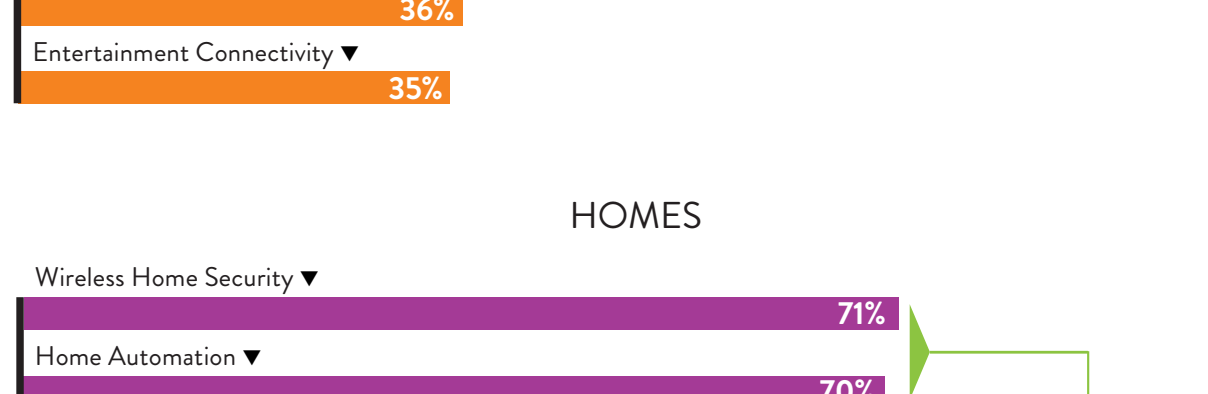
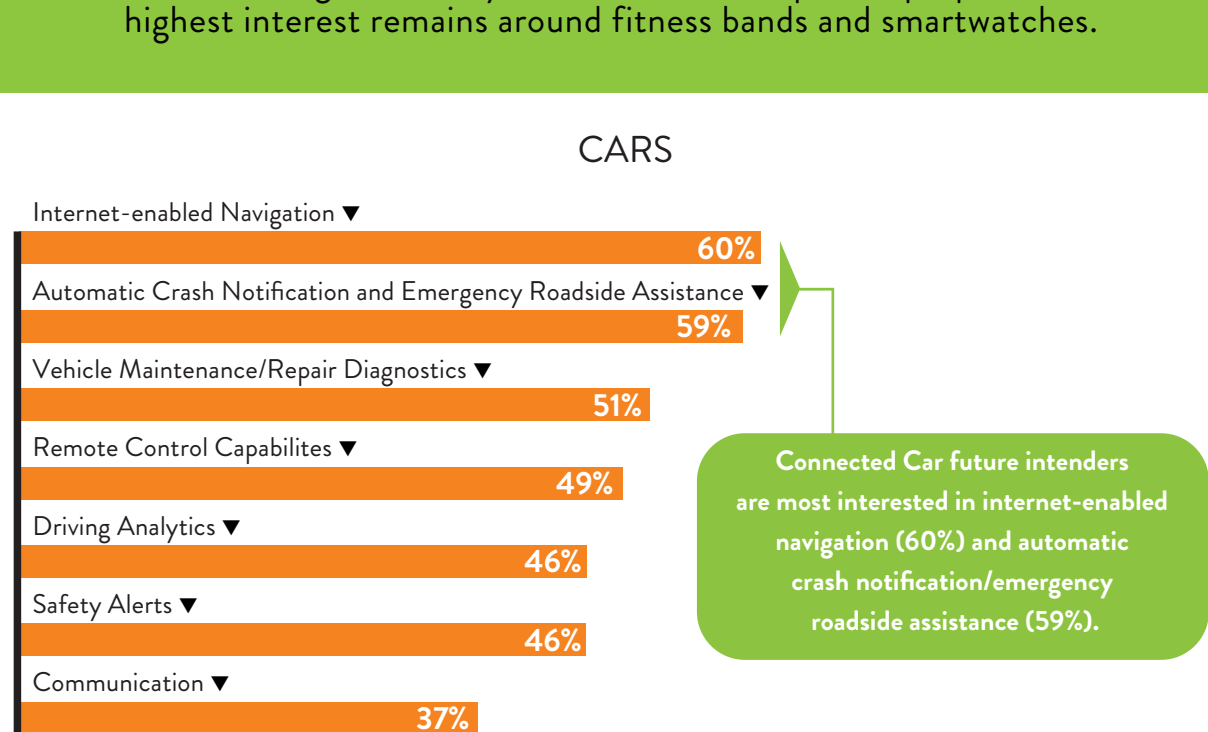
THOSE INTERESTED IN CONNECTED HOME TECHNOLOGY ARE MORE LIKELY TO CHARACTERIZE THEMSELVES AS **MAINSTREAM ADOPTERS**, POSSIBLY INDICATING A MORE GRADUAL ADOPTION



For section 1, future intenders are defined as non-users who plan to purchase a connected technology within the next 6 months

2 CONNECTED CAR, HOME, WEARABLE INTENDERS WHAT DO THEY WANT?

Safety, security and convenience are key when it comes to the specific connected car and connected home technologies most desired by future intenders. Wearable technologies are very diverse and serve specific purposes; however, highest interest remains around fitness bands and smartwatches.



For section 2, future intenders are defined as non-users with a high-interest level
*These technologies were not measured/asked in the previous wave of the survey (Q4, 2013)

3 CONNECTED CAR, HOME, WEARABLE INTENDERS WHEN WILL THEY BUY?

44%
INTEND TO PURCHASE A CONNECTED CAR WITHIN THE NEXT 2 YEARS.

DEPENDING ON THE SPECIFIC TECHNOLOGY, AS MUCH AS **67%** OF FUTURE INTENDERS PLAN TO PURCHASE CONNECTED HOME TECHNOLOGIES IN THE NEXT 2 YEARS.

DEPENDING ON THE SPECIFIC TECHNOLOGY, AS MUCH AS **77%** OF FUTURE INTENDERS PLAN TO PURCHASE A WEARABLE TECHNOLOGY IN THE NEXT 2 YEARS.

For section 3, future intenders are defined as non-users who say they plan to purchase in next 2 years

4 WRAP UP

3 THINGS YOU NEED TO KNOW ABOUT FUTURE INTENDERS

- WHO?** Future intenders include everyone, not just the techno-enthusiasts. This group is generally a highly attractive segment for all players in the industry.
- WHAT?** Intenders across each of the three technologies express higher interest in select technologies on the market. Monitoring the changes and severity of these preferences is critical to success in this rapidly evolving environment.
- WHEN?** Future intenders are serious about their interest. Intent to purchase in the next two years is high across the board. Staying on top of the connected technology trends will be crucial to these purchases.

CONTACT US:

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