



# UNDERSTAND THE CONNECTED CONSUMER: CARS, HOMES & WEARABLES WITH CONNECTED LIFE

## SUPERIOR INSIGHT

Connected Life provides manufacturers, developers, carriers, content providers, and advertisers an understanding of consumer needs, preferences, attitudes, and behaviors around new and emerging technologies related to connected cars, homes, and wearables.

Nielsen's solution delivers insights across these technologies, empowering you to compare adoption rates, interest, and usage.

**CAR** AVAILABLE  
**HOME** SEPARATELY  
**WEARABLES** OR BUNDLED

## SOLVING BUSINESS NEEDS

Connected Life captures both **current users** and **future intenders** to answer similar questions specific to both groups:

- Who is buying? Who will buy?
- What are they buying? Why?
- What do they plan to buy? Why?
- Where did they learn about it?
- Where will they research?
- What do they want next? When?

## SOLUTION OVERVIEW

### Key Metrics

- User and intender profiles
- Awareness, interest, adoption
- Path to purchase
- Brand and carrier preferences
- Features and functions used
- Satisfaction and attitudes
- Wish list for future technologies

### Coverage

National coverage

### Delivery

- Quarterly profiles
- Bi-annual (Q2, Q4) PPT
- Underlying data available online via online interactive tool

### Sample

- 5,000+ total
- 500+ users per category

## CLIENT BENEFITS

### DEVICE MANUFACTURERS

Uncover the market potential for these devices; understand what the ecosystem is now and may be in the future

### CARRIERS

Monitor demand for devices that use the carrier network; see the impact these new connections have on wireless data plans

### SOFTWARE DEVELOPERS

Gain insight into consumer consumption, impact of new technologies, and emerging trends and usage in mobile

### ADVERTISERS/MEDIA

Understand whether and how these emerging technologies should factor into digital marketing plans

## WHY NIELSEN?

Nielsen's insights are unrivaled in the marketplace, providing a holistic view of the consumer across devices. Connected Life is no exception, comparing and contrasting multiple emerging technologies. The breadth of the Connected Life report is unparalleled with critical consumer insights for all industry stakeholders. Additionally, new devices, technologies, and services, are continuously updated within the solution to reflect current trends and innovation within the mobile ecosystem.

## INSIGHTS IN ACTION

Which type of connection are you most interested in?

