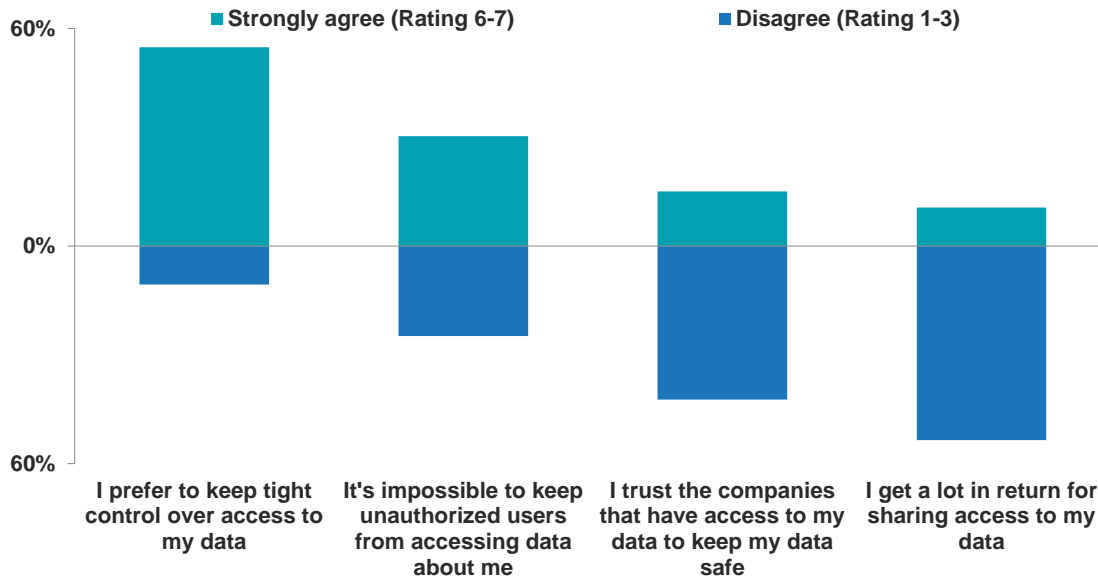


Attitudes on Data Sharing U.S. Broadband Households



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Consumer Analytics Team



Yilan Jiang, Manager of Consumer Research



David Mitchel, Research Analyst



Katherine Li, Researcher

Industry Analyst



Tom Kerber, Director, IoT Strategy

SYNOPSIS

This research quantifies consumer attitudes about data privacy and security, effectiveness of actions to mitigate privacy concerns, the level of trust between consumers and different industry players, and their willingness to exchange data for services.

ANALYST INSIGHT

“Consumers will be much more at ease with connected products if they trust the companies that have access to their data and they believe they receive value in return.”

— Tom Kerber, *Director, IoT Strategy*, Parks Associates

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ATTRIBUTES

Parks Associates

15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Toll free 800.727.5711

FAX 972.490.1133

Authored by Yilan Jiang, David Mitchel, Katherine Li, and Tom Kerber
Executive Editor: Jennifer Kent

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