

Electric cars fall short of connected cars in adoption, by a lot

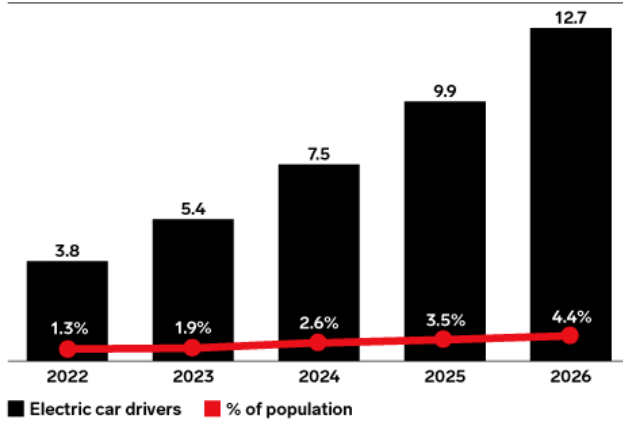
Article

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Just under **2%** of the US population will drive an electric car next year, for a total of **5.4 million** drivers, per our forecast. By contrast, more than **half** the population, or **151.4 million** people, will drive a connected car in 2023.

US Electric Car Drivers, 2022-2026

millions and % of population



Note: ages 14+; licensed drivers who drive a connected car and have accessed its internet-enabled features at least once in the past year
Source: Insider Intelligence, Aug 2022

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Beyond the chart: Worldwide, **53%** of car customers are open to in-car ads, according to a Simon-Kucher & Partners study. While electric cars are hyped, especially due to environmental concerns, it's connected cars where advertisers should focus, due to their wider adoption and bigger opportunity.

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