

	Top 3 Box Initial Consideration			
Technology / Feature	Total	Male	Female	Absolute Value Difference
Adaptive Cruise Control	38%	41%	34%	7%
Anti-Trap/Anti-Pinch Power Windows	34%	31%	37%	6%
Automated Driving	32%	35%	27%	8%
Bluetooth Connectivity	43%	48%	37%	11%
Capless Fueling System	36%	32%	38%	6%
Digital Surround Audio System	40%	44%	33%	11%
Fuel Cell Engine	48%	38%	27%	11%
Heads-Up Display	34%	38%	27%	11%
Light-Emitting Diode (LED) Lighting	57%	66%	48%	18%
Parking Assist System	25%	20%	30%	10%
Parking Heater	30%	26%	32%	6%
Pivoting Front Seats	28%	25%	32%	7%
Two-Way Remote Keyless Entry	48%	53%	42%	11%
Voice Activated Controls and Features	37%	41%	32%	9%

Q: How likely would you be to purchase this technology on your next new vehicle? (5 pt. scale; 1="Not at all Likely", 5="Extremely Likely")

Note: Respondents are shown a short description of the technology / feature prior to this question.