

Connected Cars: Balancing a Rich Driving Experience with Safety

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Abstracts

This 360 View Update discovers consumers' mobile activities in the vehicle and their attitudes and concerns about their in-car experiences. It provides data and recommendations for software developers, auto makers, and their suppliers in order to design better solutions and develop successful marketing strategies.

Contents

BACKGROUND: VEHICLE OWNERSHIP & PURCHASE INTENTION

Vehicle Age (Q2/16)
Intention to Purchase a New Car in the Next 12 Months (Q2/16)
New Car Purchase Intenders' Vehicle Age
Intention to Purchase a New Car in the Next 12 Months by Generation (Q2/16)
High Interest in Purchasing Vehicle Types (Q2/16)
High Interest in Purchasing Vehicle Types Among New Car Purchase Intenders by Generation (Q2/16)
Smartphone OS Among New Car Purchase Intenders (Q2/16)

DRIVING EXPERIENCE: CAR DRIVERS' CONNECTED ACTIVITIES

Frequency of Performing Activities While Driving (Q2/16)
Performers of Connected Activities in Cars (Q2/16)
Connected Activity Segmentation of those Highly Intending to Purchase a Brand New Car (Q2/16)
Connected Activity Segments Among Users of Specified Smartphone Operating Systems (Q2/16)
Connected Activities Performed While Driving (Q2/16)
Connected Activities Performed While Driving by Intention to Purchase Brand New Car in Next 12 Months (Q2/16)
Connected Activities Performed While Driving by Age of Car (Q2/16)
Connected Activities Performed While Driving by Smartphone OS (Q2/16)
Use of Mobile Apps by Intent to Purchase a New Car (Q2/16)
Satisfaction with Voice Recognition Software (Q2/16)
Satisfaction with Voice Recognition Software by Smartphone OS (Q2/16)

PERCEPTION OF DANGER OF IN-CAR APP ACTIVITIES

Safety Perception of Activities Performed Routinely While Driving (Q2/16)
Perception of Danger among New Car Owners and Car Owners in General
Safety Perception Among New Car Purchase Intenders (Q2/16)
Use of Smartphone OS Among Respondents that Perform Specified Activities and Believe that the Activities are Dangerous (Q2/16)

CONCERNS ABOUT CAR CONNECTIVITY

Connected Car Concerns (Q2/16)

Connected Activity Segments Among Those Highly Concerned vs. Not Concerned about Connected Features Causing Distracted Driving (Q2/16)

Connected Car Concerns (2015 - 2016)

Connected Car Concerns by New Car Purchase Intention (Q2/16)

Connected Car Concerns by Smartphone OS (Q2/16)

Connected Car Concerns by Mobile Service Provider (Q2/16)

Preferred Billing Method for In-Car Data Access (2015 - 2016)

Preferred Billing Method for In-Car Data Access by Connected Car Concern (Q2/16)

Preferred Billing Method for In-car Data Access by Mobile Carrier (Q2/16)

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