

# HARMAN

## Harman presents:

**Driving the Connected Consumer**

*A survey that examines the technologies consumers want in their vehicles*

November 2, 2011

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- *“It’s one of the places we spend time in almost every single day.”*
- *Connectivity should be available when possible, because you never know when you might need to accomplish something.*
- *Many things can happen while traveling from point A to point B.”*
- *“I don’t want to miss anything when I am traveling; I want to be able to be reached anywhere.”*
- *In our fast paced world we are expected to stay connected. It is essential for success.*

*Why is it important that you’re able to stay connected while in your car?*



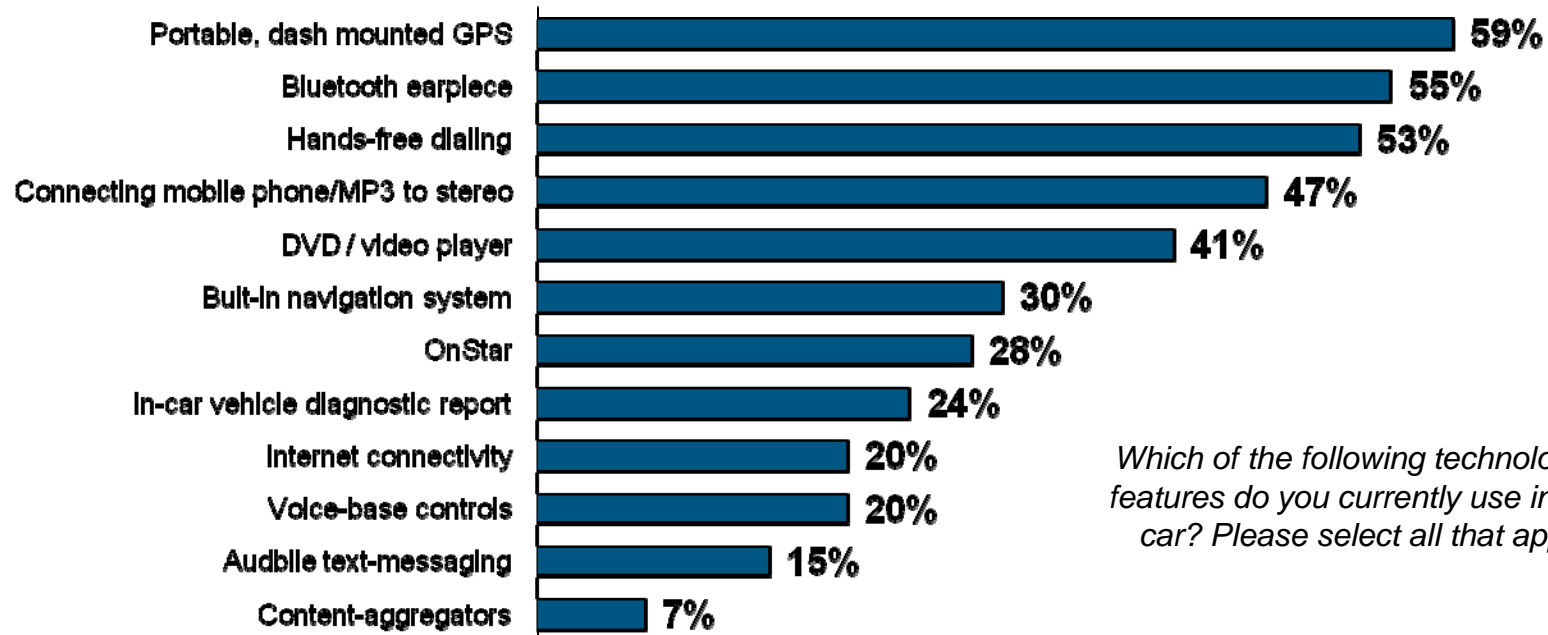
# DESIRED FUTURE CAR TECHNOLOGY

- *“I would love to be able to **use my touch-screen interface to surf the internet.**”*
- *“Get from one place to another **without you driving.**”*
- *“Have an **outlet for normal plugs.**”*
- *“**Talk-to-type** an e-mail or text.”*
- *“Get instant weather and traffic updates **by voice.**”*
- *“**Facebook** built into my car.”*
- *“Have a **smartphone imbedded directly** into the dashboard.”*
- *“**Work things in your house** like heat-air, door locks, etc.”*

*What would you like to be able to do in your car that you currently cannot with today's technology?*



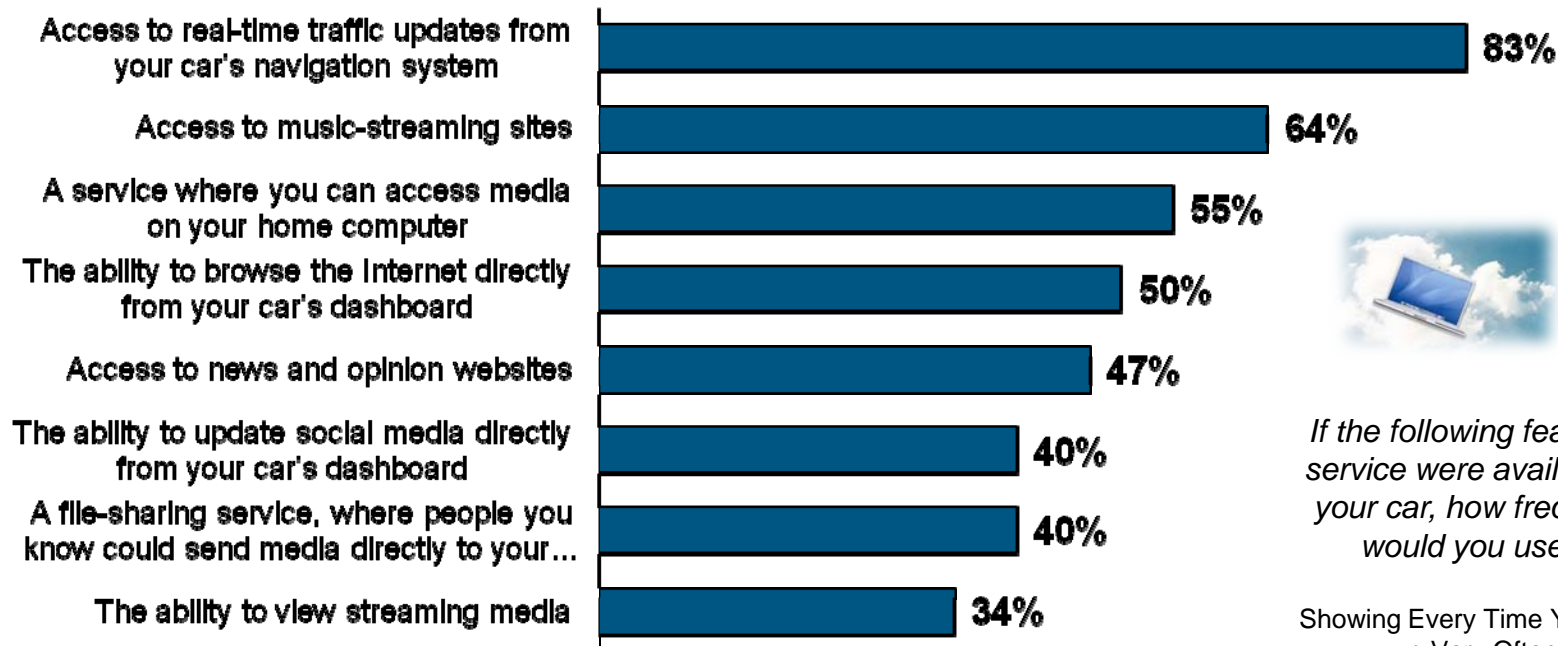
- Navigation systems and mobile phone features are used most often; 1 in 5 have internet or voice controls



*Which of the following technological features do you currently use in your car? Please select all that apply.*

\*\*Note: "Other", "none of the above" not shown

## Connected Consumers want access to traffic info and media



*If the following feature or service were available on your car, how frequently would you use it?*

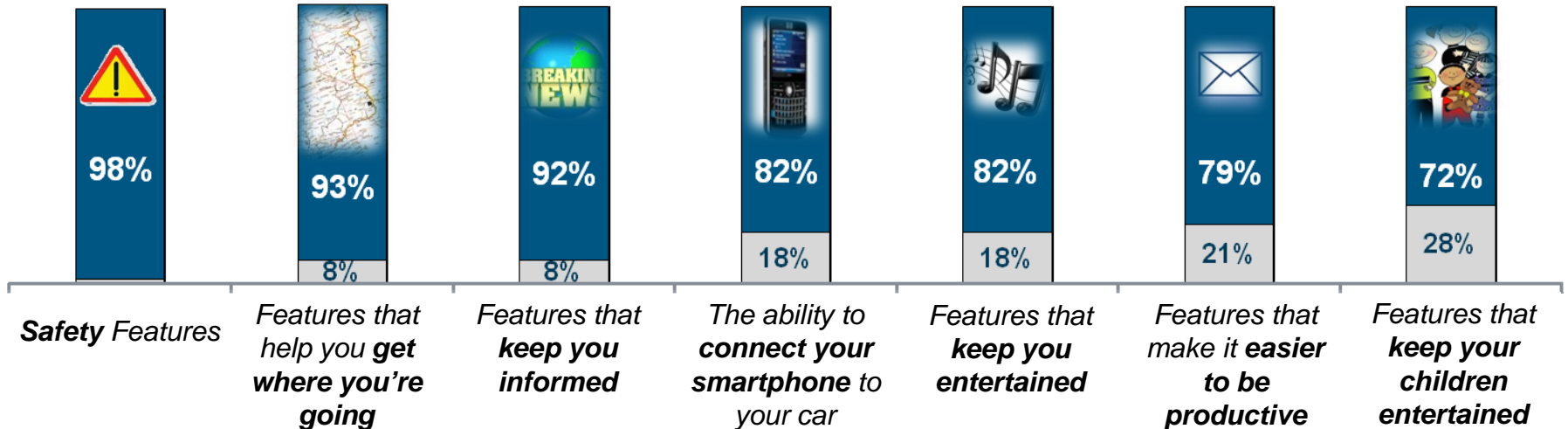
Showing Every Time You Drive + Very Often

\*\*Note: "Other", "none of the above" not shown

- Entertainment and productivity features important but trail safety, directions

How important are each of the following to you when thinking about driving your car?

Not Important Important



- **7 in 10 would prefer voice control, making a car's features easier to use**

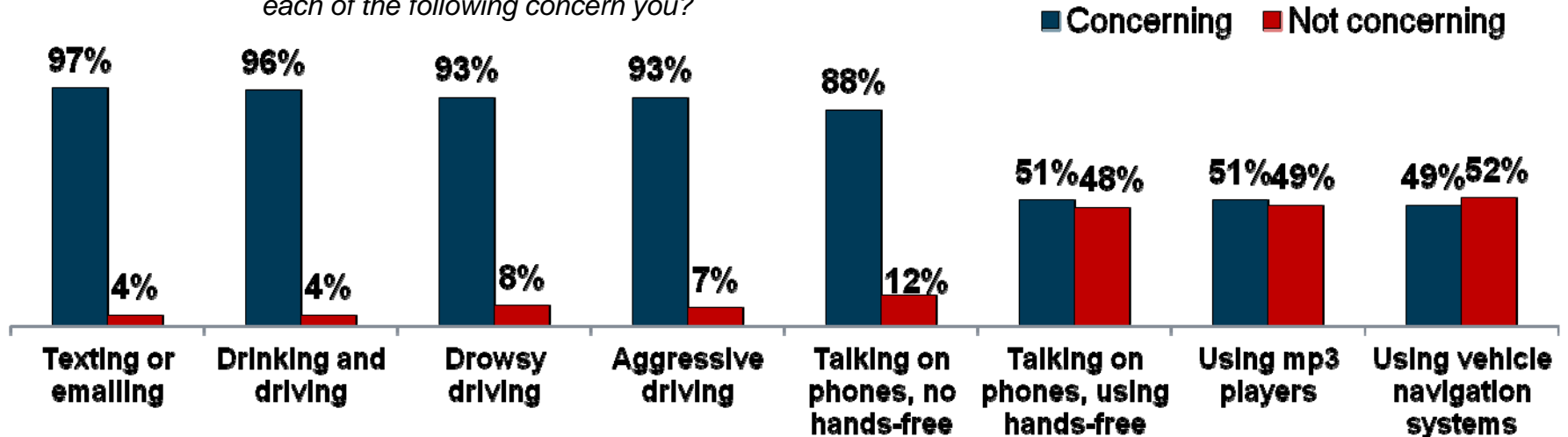
*If the technology were available, how would you prefer to control your car's technological features (such as navigation, mobile phone, audio, etc.)?*



# DRIVING CONCERNS

- Texting is the biggest concern; use of mp3 players and navigation systems is less worrisome

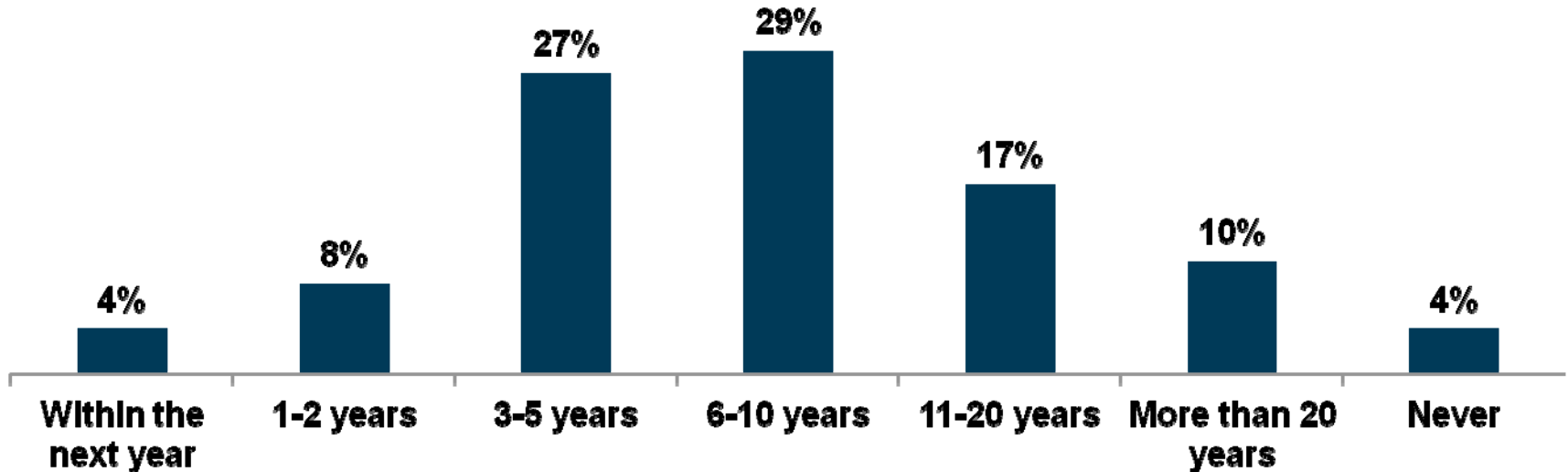
When thinking about other drivers on the road, how much does each of the following concern you?



# AUTOMATED DRIVING WILL HAPPEN

- **Connected Consumers see automated driving as more than 6 years away, but are confident it will eventually be available**

*When do you think fully automated driving will be available?*



**Between October 4<sup>th</sup> and October 12<sup>th</sup>, 2011, Penn Schoen Berland conducted 500 Online Quantitative interviews (MoE:  $\pm 4.4\%$ ) among a nationally-representative sample of Connected Consumers. In order to qualify for the survey, respondents had to meet the following criteria:**

- **Over 18 years of age**
- **Own and drive a car**
- **Use a computer**
- **Regularly use at least 5 of 19 pre-selected technology products (e.g HDTV, smartpone, mp3 player)**
- **Keep up with technology-related news**
- **Frequently buy and be involved in household decision-making for new technology products**
- **Pass three attitudinal screeners regarding willingness to buy and use new technology**

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WHERE SOUND MATTERS

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