



# Desired In-Vehicle Smartphone Usage

## Does Everyone Want To Do Everything?

Socially Active Tech-Enthusiast Families—consumers who have a great interest in technology in their vehicles and are very active in texting and social networking—indicate interest in the ability to perform so many tasks that none stand out among others in terms of interest. Conversely, Practical Traditionalists, who view their vehicle mainly as a means of basic transportation and do not text or use social networks very often, indicate strong interest in only two tasks: 1) making and receiving calls and 2) getting directions. There are a few other tasks that these consumers are moderately interested in, but the majority of tasks are of little or no interest to them. OEMs and suppliers can use this segmentation analysis from the *J.D. Power 2014 U.S. Automotive Emerging Technologies Study<sup>SM</sup>* to gain deeper insight into the diversity of desired smartphone usage across the range of consumer segments.

Desired Smartphone Usage - In Vehicle	Overall Industry	Socially Active Tech-Enthusiast Families	Socially Active Practical Families	Penny-Wise Tech-Enthusiasts	Practical Traditionalists	Luxury Unconnected Traditionalists	Luxury Tech-Enthusiasts
Making/receiving calls (e.g., through phone or Bluetooth)	●	●	●	●	●	●	●
Getting directions (i.e., mobile navigation)	●	●	●	●	●	●	●
Check traffic	●	●	●	●	●	●	●
Listening to music (through connection to external or vehicle speakers)	●	●	●	●	●	●	●
Sending/receiving standard text messages	●	●	●	●	●	●	●
Having text displayed via in-vehicle screen	●	●	●	●	●	●	●
Checking personal/work email	●	●	●	●	●	●	●
Having emails read audibly through vehicle sound system	●	●	●	●	●	●	●
Access travel/vacation information	●	●	●	●	●	●	●
General web browsing	●	●	●	●	●	●	●
Keep passengers occupied	●	●	●	●	●	●	●
Listening to music (through headphones)	●	●	●	●	●	●	●
Check news/sports/stocks	●	●	●	●	●	●	●
Sending/receiving multimedia messages (e.g., pictures, video)	●	●	●	●	●	●	●
Social networking (e.g., Facebook, MySpace, Twitter, etc.)	●	●	●	●	●	●	●
Downloading/using applications	●	●	●	●	●	●	●
Scheduling/organizational purposes	●	●	●	●	●	●	●
Working remotely (e.g., checking office email, viewing/editing/sending attachments, etc.)	●	●	●	●	●	●	●
Tethering (i.e., using smartphone as a hardwired modem)	●	●	●	●	●	●	●
Transferring data to/from computer to smartphone (wirelessly or hard-line)	●	●	●	●	●	●	●
Viewing video content (e.g., mobile television, movies, etc.)	●	●	●	●	●	●	●
Playing games (e.g., downloaded content or online gaming)	●	●	●	●	●	●	●
Manage accounts (e.g., pay bills)	●	●	●	●	●	●	●

Source: J.D. Power 2014 U.S. Automotive Emerging Technologies Study<sup>SM</sup>