Confusion Matrix for Main Category (1 pref. extracted) Predicted Preference Category - 120 points of interest -131 0 0 - 100 navigation and routing -108 0 0 0 - 80 - 60 vehicle settings and comfort -0 0 64 0 - 40 - 20 entertainment and media-0 0 0 105 points of interest vehicle settings and comfort entertainment and media navigation and routing **Predicted Preference Category**