From surviving crashes to preventing them altogether
What do we know?

94% of crashes are have some element of driver error
What about the driver?

University of Iowa
Consumer Survey of Driving Safety Technologies

Total of 2,015 completions, nationally representative dataset
First Comprehensive National Survey

• Dedicated to driver understanding of technology and consumer driving safety

• Resulting data drives the national education campaign
What the Research Told Us: Consumer Exposure to technologies

- Cruise control
- Anti-lock braking system
- Traction control
- Back-up camera
- Back-up sensors
- Blind spot alert
- Adapative cruise control
- Forward collision warning
- Lane departure warning
Vehicle experiences

- **40%** reported their vehicle had acted in a way that startled them or in a manner they did not expect.

- **33%** sought information to understand why their vehicle behaved the way it did.
While consumers had exposure to **ALL** of the technologies, there was **significant uncertainty** about all of them.
Technology Demonstration Study

120 participants, aged 30-55, male/female

Research Design: Learning Conditions

- Owner's Manual Only
- Demo + Owner's Manual
- Demo + Demo Drive
- Owner's Manual Only
- Demo Drive Only

Measured driver trust, willingness to use, usefulness and apprehension of 5 ADAS (Pre and Post Learning Condition)
Technology Demonstration Study:
What did we find?
Technology Demonstration Study: What did we find?

Driver Knowledge
All Condition levels, all ADAS

Trust of the ADAS
All Condition levels, all ADAS
Technology Demonstration Study: What did we find?

Driver Knowledge
All Condition levels, all ADAS

Trust of the ADAS
All Condition levels, all ADAS

Willingness to use
• Parallel Park Assist
• Adjust speed
• Brake to complete stop
• Accelerate from complete stop
Technology Demonstration Study: What did we find?

- **Driver Knowledge**: All Condition levels, all ADAS
- **Trust of the ADAS**: All Condition levels, all ADAS
- **Willingness to use**: • Parallel Park Assist  
  • Adjust speed  
  • Brake to complete stop  
  • Accelerate from complete stop
- **Apprehension**: All condition levels
Technology Demonstration Study: What did we find?

Driver Knowledge
- All Condition levels, all ADAS

Trust of the ADAS
- All Condition levels, all ADAS

Willingness to use
- Parallel Park Assist
- Adjust speed
- Brake to complete stop
- Accelerate from complete stop

Apprehension
- All condition levels

Driver Knowledge
- Respondents receiving ride-along, then review of owner’s manual reported higher knowledge score increase
Driver understanding gaps will continue as the technologies continue to increase in market penetration.

Consumer education vital to the success of these technologies.