# KEY FINDINGS

This report contains the results of the University of Iowa's National Survey of Consumer Driving Safety Technologies. The survey examined drivers' understanding and knowledge of, and familiarity with, new vehicle safety systems as they relate to how such systems work or don't work. The National Survey focused on nine vehicle safety features: anti-lock braking systems (ABS), cruise control, traction control, tire pressure monitoring system, back-up/rear view cameras and back-up sensor warning systems, adaptive cruise control, blind spot warning systems, forward collision warning systems, and lane departure warning systems. Participants in the survey sample were selected so as to represent the American driving public.

Consumers had uncertainty regarding all of the technologies sampled, with the highest levels occurring for adaptive cruise control (65.2%), tire pressure monitoring systems (45.3%) and lane departure warning system (35.6%). This finding points to a huge opportunity to improve driver safety by increasing consumer understanding of these technologies.

65.2%

45.3%

35.6%

CONSUMERS UNCERTAINTY
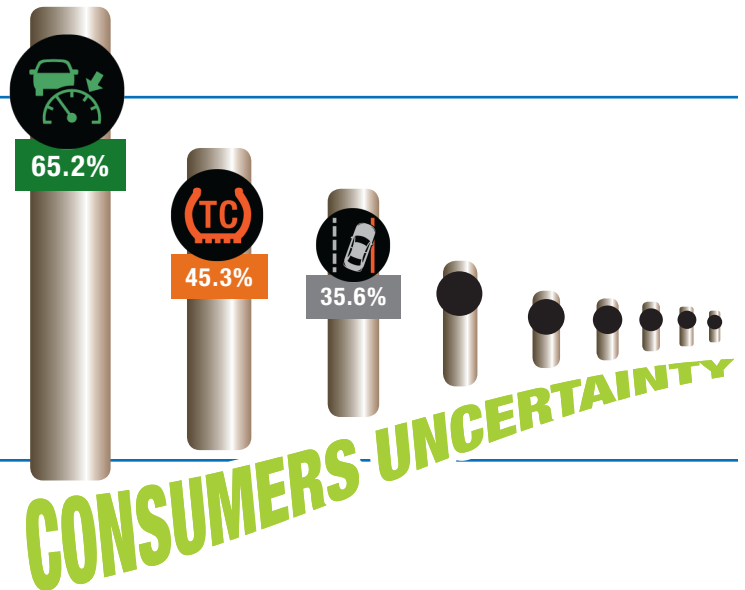
The majority of respondents had **heard of, been exposed to, or interacted with of all the technologies**, with the **exception of adaptive cruise control**. Only **35%** of all respondents **had any level of exposure** to adaptive cruise control.

- Owners of 2014 vehicles had higher exposure rates on all technologies than respondents with pre-2014 vehicles.

Back-up cameras received the highest rating in terms of a technology respondents would add when purchasing a new vehicle. The blind spot warning system was the second most preferred technology.

40% of respondents had experienced a situation in which their vehicle acted or behaved in some way they were not expecting.

- **32% of respondents** that had encountered a situation in which their vehicle reacted unexpectedly **sought information** about why their vehicle behaved the way it did.
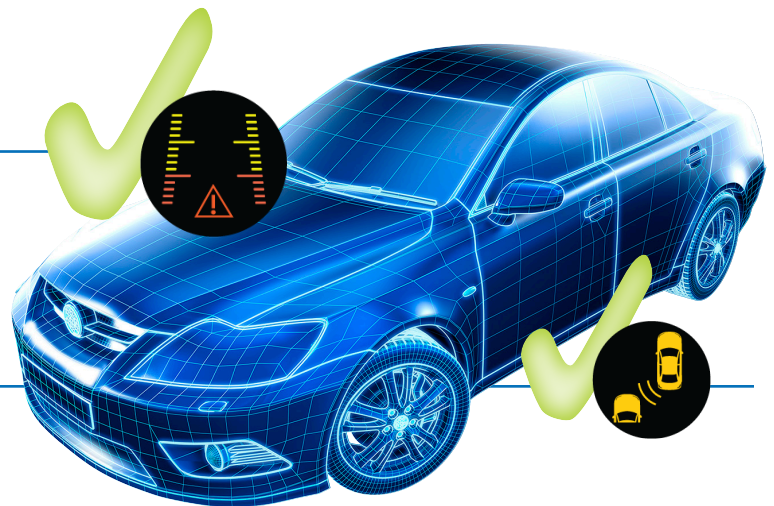
A majority of respondents stated that the Internet (Google or other search engine) was their preferred go-to resource for seeking information about their vehicle.

Search: MY CAR DOES WHAT?