What we learned in 2016
Britain and self-driving vehicles

Over 3,000 people from all backgrounds across the UK completed the UKAutodrive Survey (UKADS) during the autumn of 2016.

Here are a few insights from what we learned.

OBJECTIVE

There is an increasing interest in developing connected and self-driving vehicles because of the benefits they might bring in terms of improved road safety, congestion relief, reduced emissions, and increased productivity.

These are the underlying principles behind self-driving vehicle innovations and what we seek to measure in this work.

Attitudes

In the full-scale collection, participants from all parts of the UK covering metropolitan cities to rural areas provided input.

We assessed how certain aspects of daily life and individual circumstances influence attitudes toward SDVs and how they might be useful for delivering UKAutodrive in a way that meets the needs of the British public.

Commuter Difficulties

Would it surprise you that 98% of the population faces at least one major difficulty on their daily commute?

Amazingly, 20% of participants experience more than three difficulties every day!

Inside the attitudes

Snapshots

With 49 variables and many sub-levels to certain items, UKADS can be a lot to chew on. We have extracted some of the key insights from more complex analyses, focusing on the nine key attitude items, which add up to comprise the Public Attitudes Toward Self-driving Vehicles score, known as PATSV.

Enjoyment & stress

Their daily journey said they would use self-driving cars.

Also, across the country, they would use SDVs, the most popular way to access it via a smartphone app.

There is only a very small relationship between the enjoyment people got from their current travel and toward Self-driving Vehicles score, known as PATSV.

We assessed how certain aspects of daily life and individual circumstances influence attitudes toward SDVs.

No, thanks.

Participants were asked what might increase their likelihood of using SDVs, and could give multiple answers.

However, one in three individuals gave no indication that anything would change their opinion.

Route correction and WiFi were the most likely to increase the chance someone would use an SDV.

What changes attitudes?

Generational differences in tech Adaptation?

When we looked only at general willingness to use new technologies, not simply SDVs, we found clear differences in the patterns between generations.

Younger people between 18 and 24 are much more likely to immediately use new technologies, either being the first or amongst the first to purchase when something is released. Additionally, a much smaller number of young people are likely to avoid new technologies entirely than working age or older people. 50s, across all groups, the majority of the population prefers to wait until something has not the mainstream and price has dropped.

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