



REACHING ZERO CRASHES

6-5-4-3-2-1-0
*A DIALOGUE ON THE ROLE OF
ADVANCED DRIVER ASSISTANCE SYSTEMS*

OCTOBER 27 | 2016



**National
Transportation
Safety Board**



Reaching Zero Crashes: A Dialogue on the Role of Current Advanced Driver Assistance Systems

Session 3: Education and Promotion of ADAS

October 27, 2016

Chris Mullen
Director, Technology Research

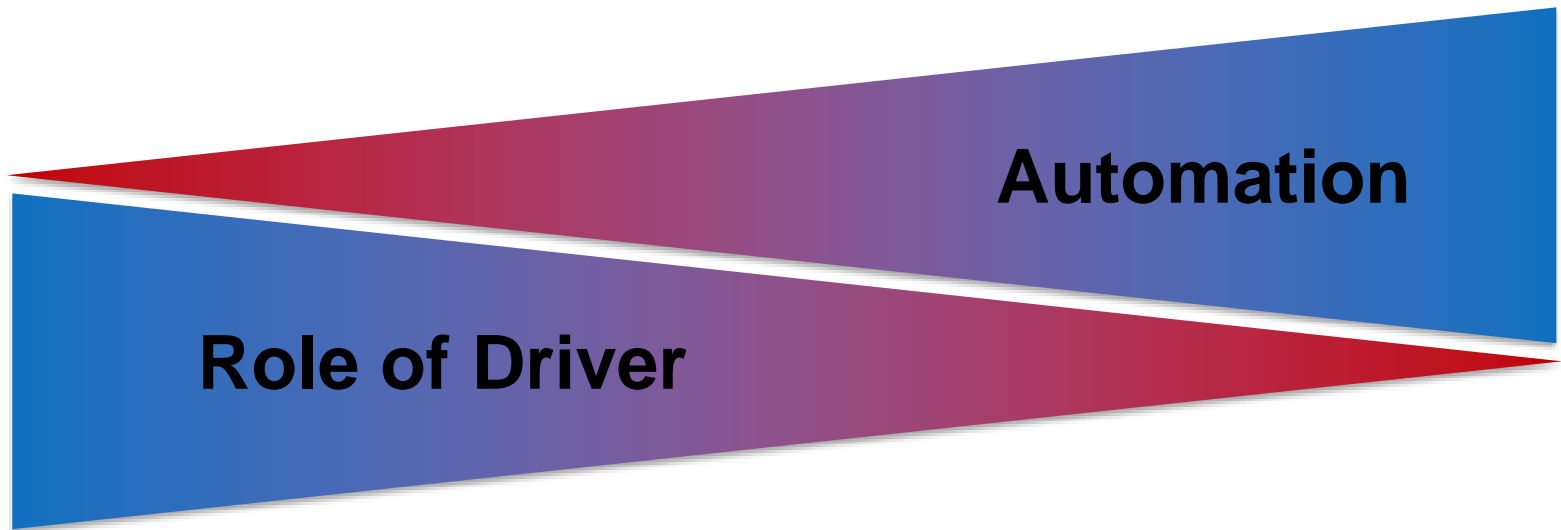


“We are either in the tide aiding and assisting in the improvements that are certain to come, or we are obstructionists to the things that are bound to come. Nothing in this world is permanent but change; change is constant, eternal, and everlasting, and those of us who are not ready and willing to adapt ourselves to changing conditions must be left behind.”

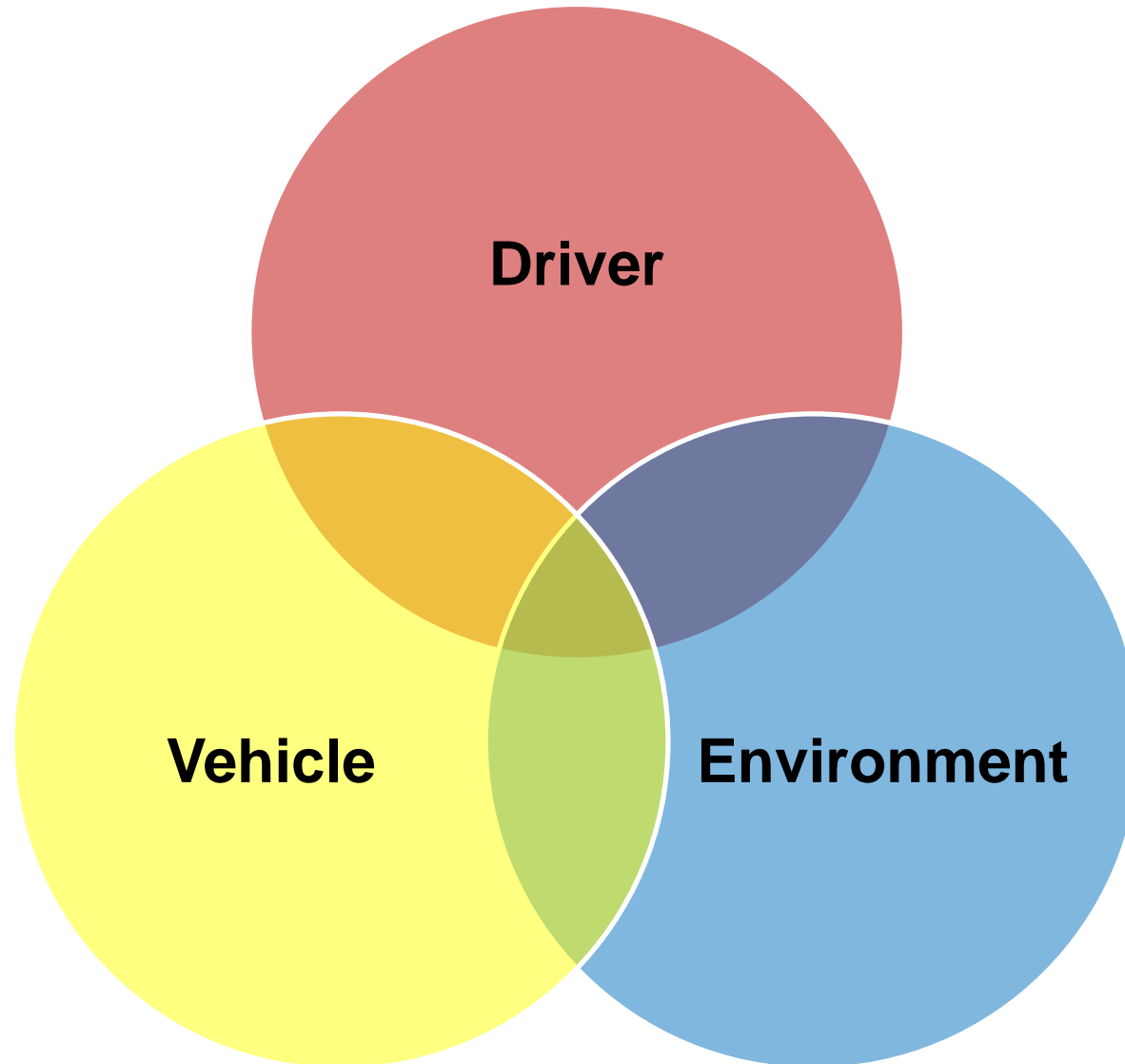
**- G.J. Mercherle
founder of State Farm**

As vehicles become more automated, how does the driver's role change?

The Theoretical Relationship

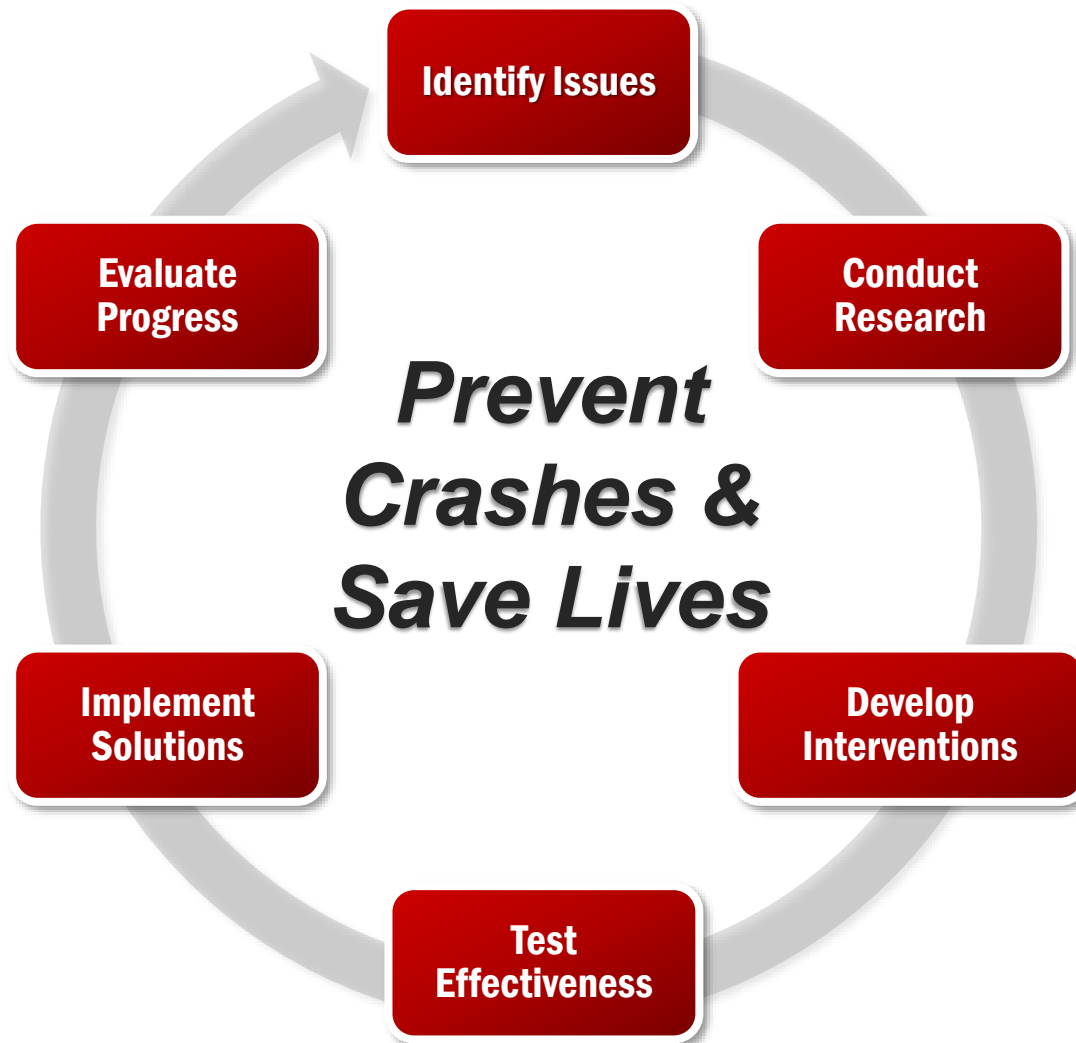


All Things Considered



What is our approach?

Research to Action

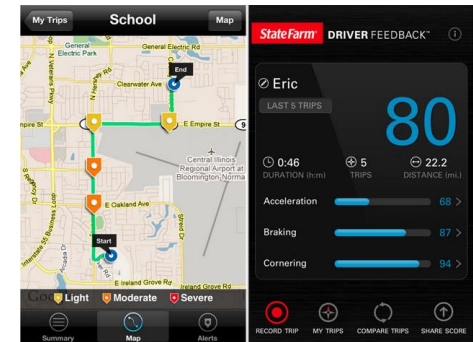


Voice of the Consumer

- Monitor trends
- Surveys
- Focus groups
- Interviews
- User experience
 - Development
 - Implementation
 - Post-implementation

Taking Action

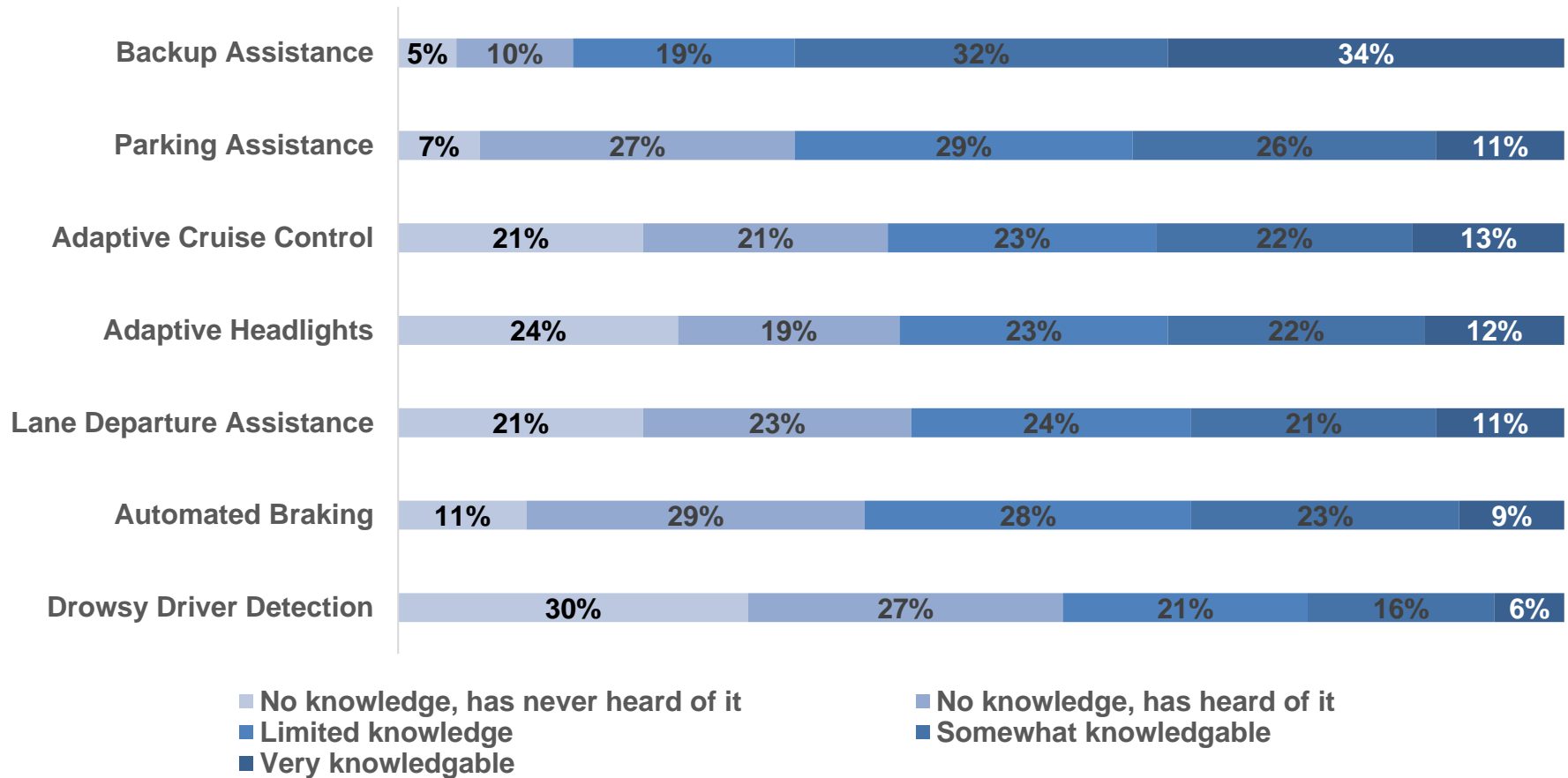
- Direct communications
 - Agents & employees
 - Online, mail, print, radio, TV
- Grassroots outreach
- Educational tools & programs
- Media
- Industry collaborations
- Legislative advocacy



**What do drivers know and
what do they want?**

Awareness of Specific Technologies

“Please indicate your knowledge with regards to each of the following automated vehicle technologies.”

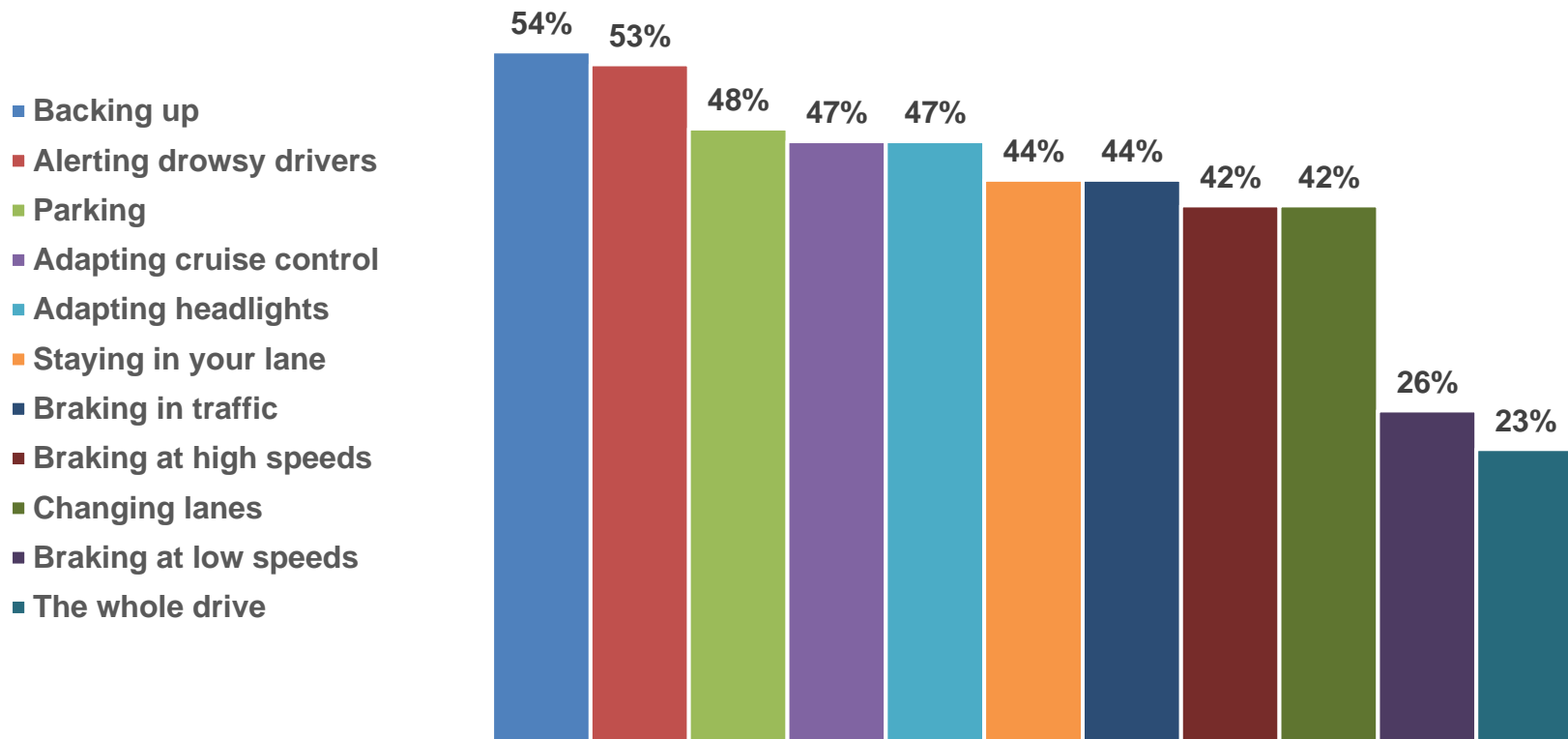


Source: 2016 Autonomous Vehicles Survey, State Farm

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Desired Functionality

“If you were to drive a vehicle that had some automated, self-driving technology in it, which driving tasks/maneuvers would you like your vehicle to automatically assist with?”



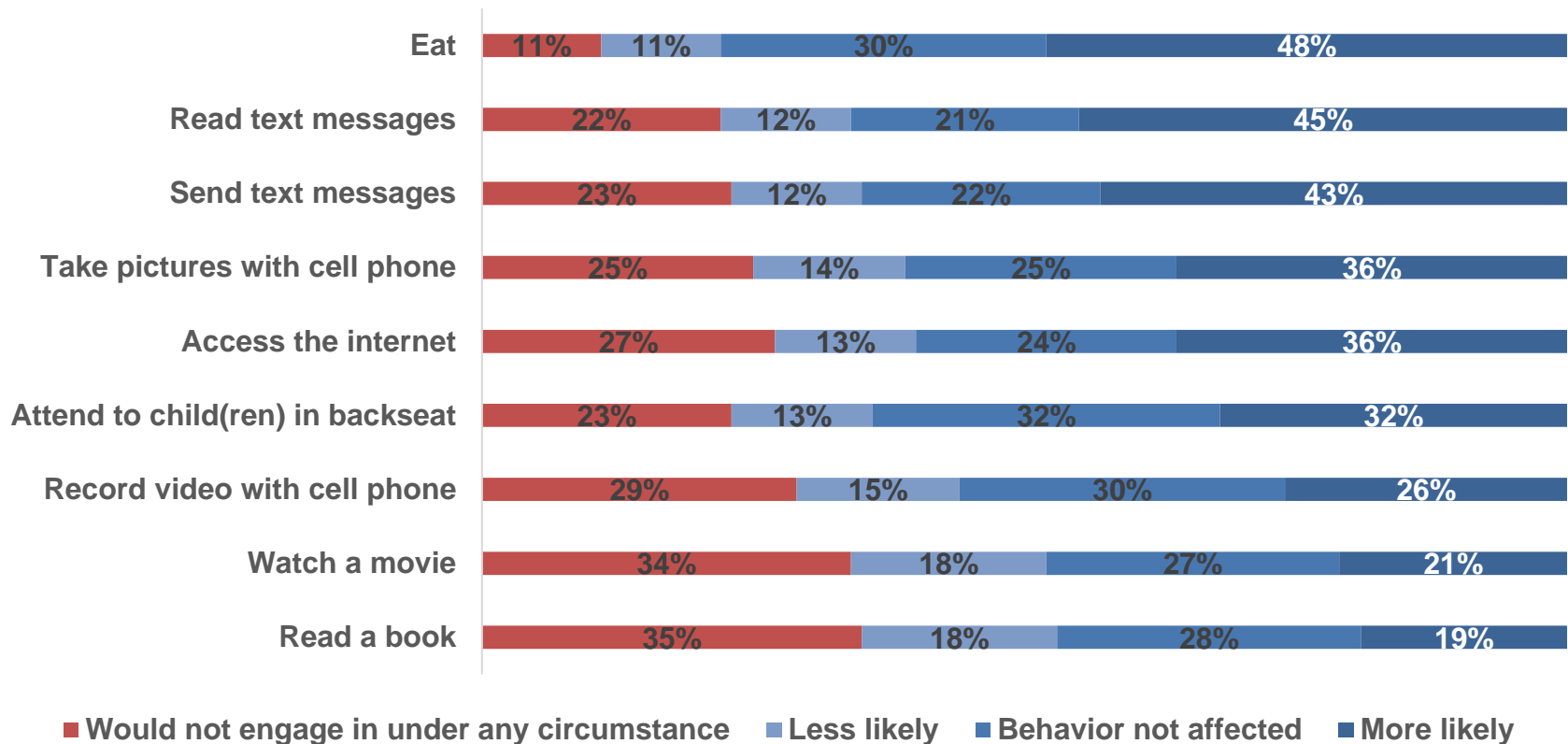
Source: 2016 Autonomous Vehicles Survey, State Farm

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Why is this important?

Predisposition for Distractions

“How much more, or less, likely would you be to engage in the following activities when the vehicle is driving itself compared to when you are driving the vehicle yourself?”

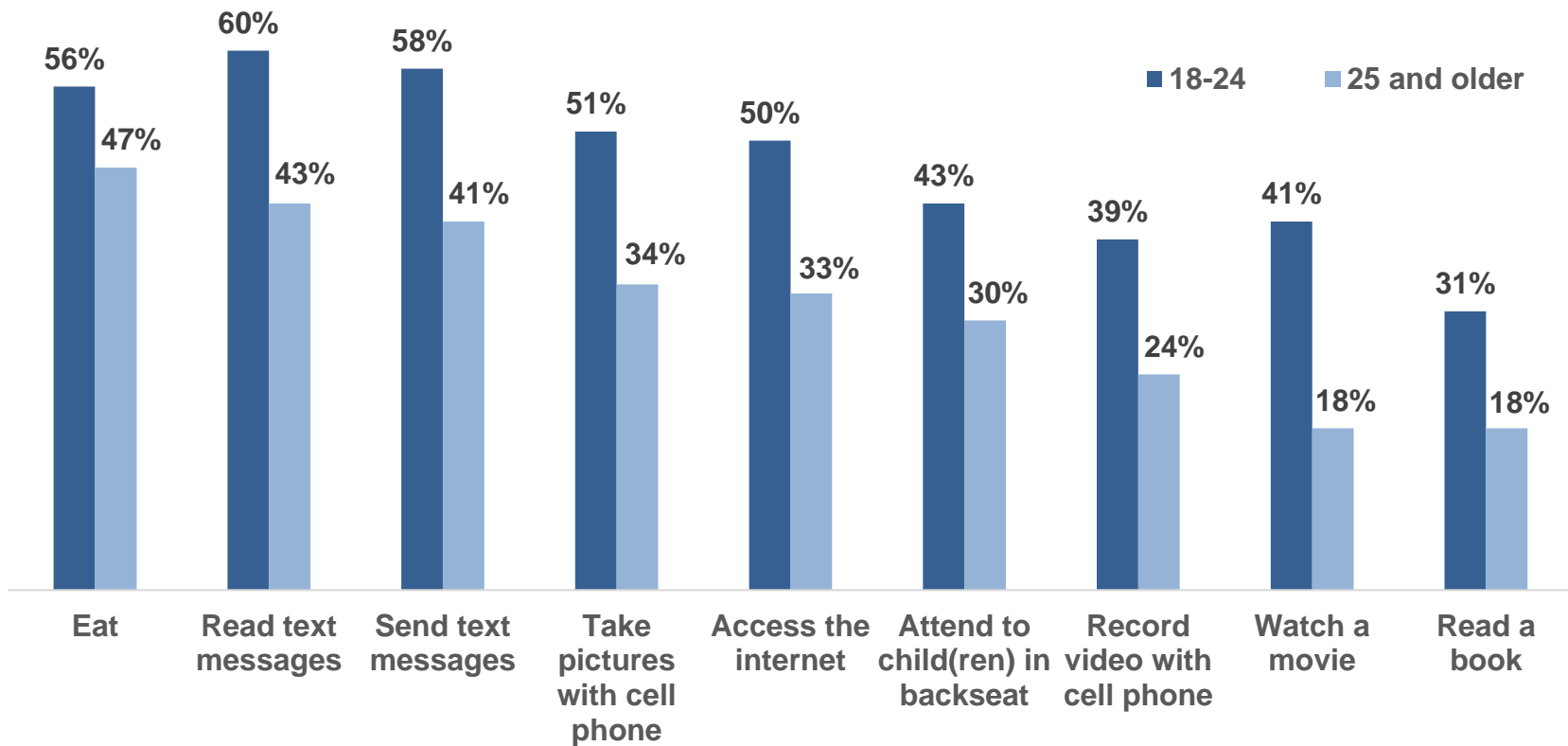


Source: 2016 Autonomous Vehicles Survey, State Farm

n=961

Predisposition for Distractions – By Age

“How much more, or less, likely would you be to engage in the following activities when the vehicle is driving itself compared to when you are driving the vehicle yourself?”



Source: 2016 Autonomous Vehicles Survey, State Farm

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Just Can't Resist

Drivers perceive many behaviors as distracting, yet they still report participating in them:

Text messaging is distracting: 94%

Read/send texts anyways: 36%

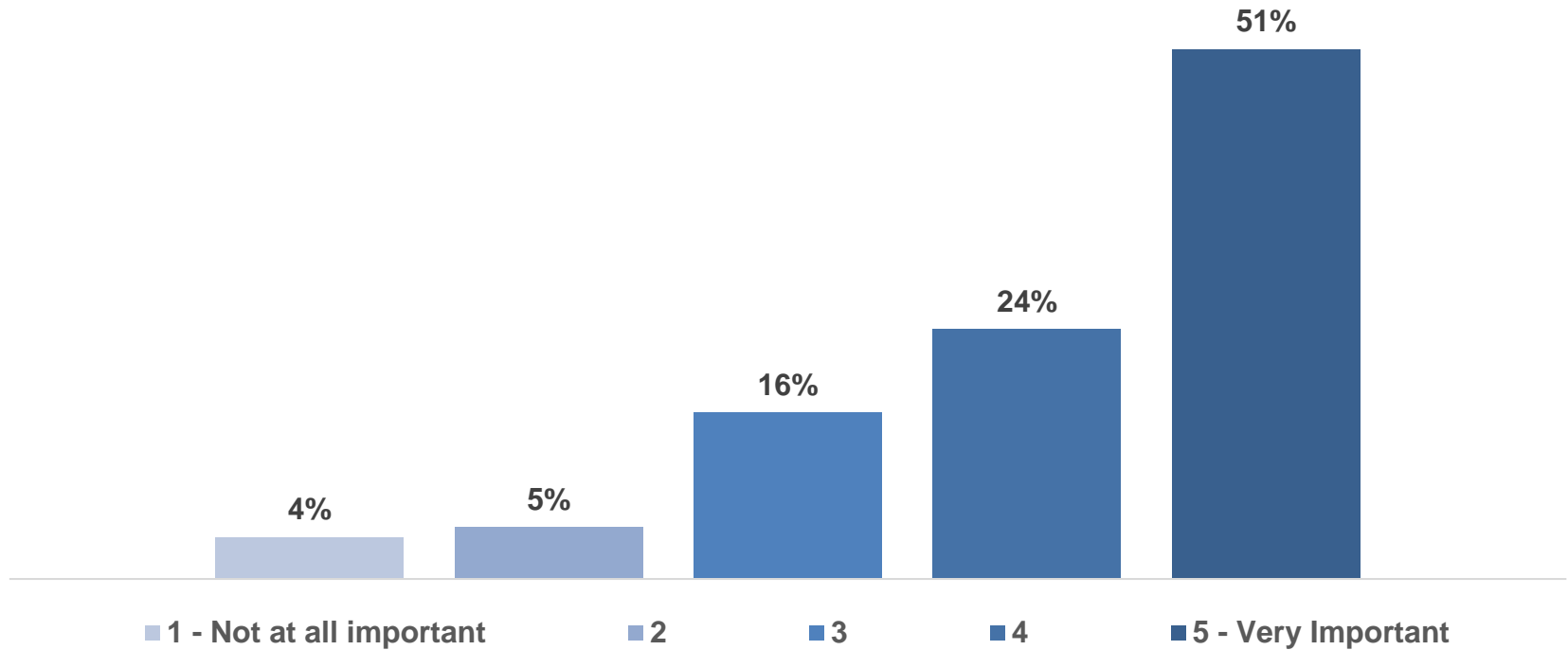
Programming navigation is distracting: 90%

Program navigation anyways: 51%

**How should we focus our
education efforts?**

Training Needs

“If you were considering purchasing a vehicle with one or more automated technologies in it, how important would it be to receive training on how to use the technology?”

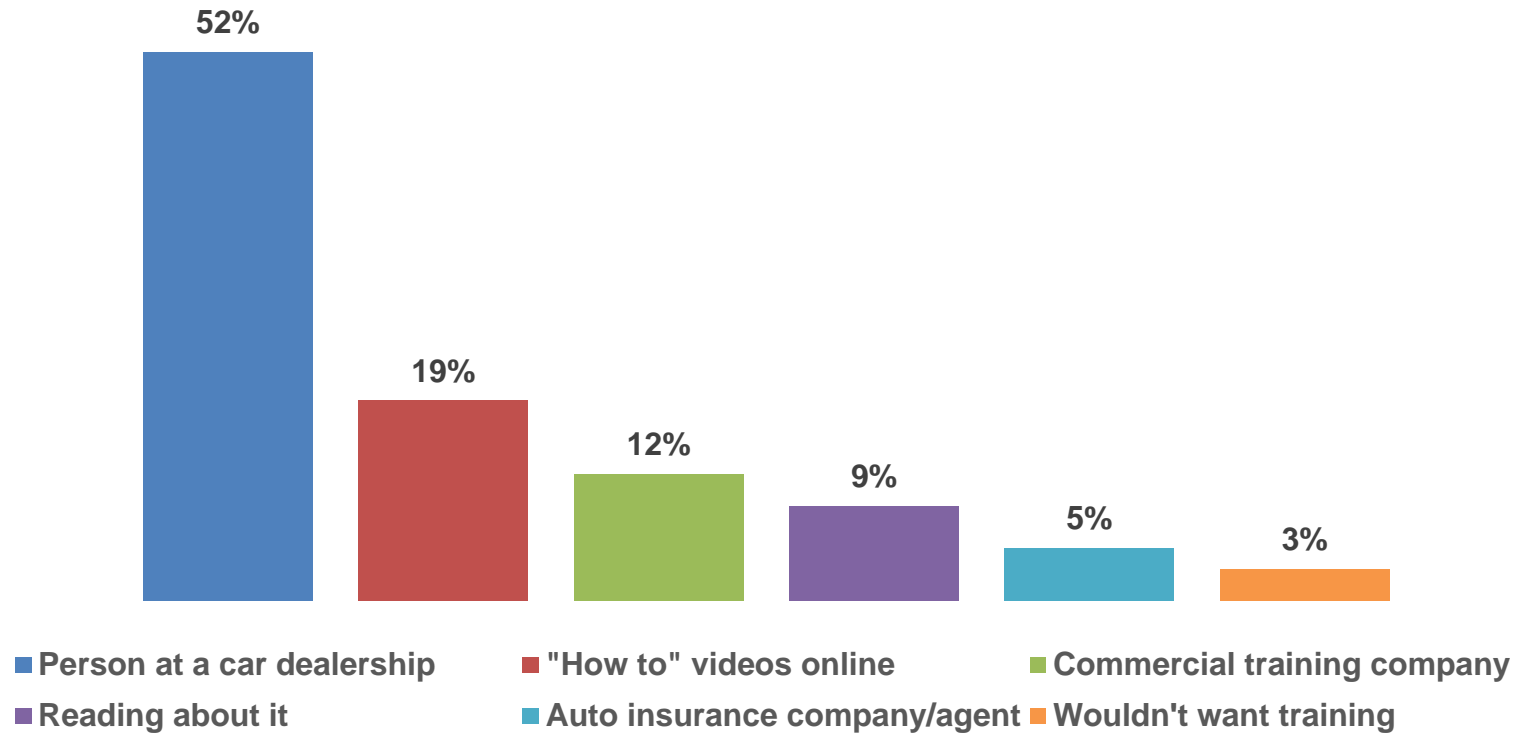


Source: 2016 Autonomous Vehicles Survey, State Farm

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Training Needs

“If you wanted to learn how to operate a vehicle with automated vehicle technology, how would you most prefer to receive training?”



Source: 2016 Autonomous Vehicles Survey, State Farm

n=961

What's next?

Mobility Transformation Center

University of Michigan

- Academic, government & industry collaboration
- Advance connected and automated mobility
- MTC and MCity

<http://www.mtc.umich.edu/>



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Insurance Institute for Highway Safety



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Thank you!

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2016 Consumer Survey – Autonomous Vehicles

<http://st8.fm/avr16>

2016 Consumer Survey – Teen Distracted Driving

<http://st8.fm/NTDSW16>

2015 Consumer Survey – Distracted Driving

<https://newsroom.statefarm.com/20151207distracted-driving-trends/>