



Vehicle Safety Technology 2019 Research Summary

Interest in Vehicle Technology is Increasing Among Mature Drivers

Today's cars increasingly have new vehicle safety technologies. With all of these features to pick from, The Hartford Center for Mature Market Excellence® and AARP Driver Safety conducted a survey to understand drivers' preferences for selecting, using and learning about these technologies. This survey follows a similar survey conducted in 2017, and key comparisons are noted in this summary. The 2019 survey found that ownership of vehicle safety technology, and interest in the technology among those who don't have it, have increased since 2017. This is consistent with the growth of technology in general in society.

KEY FINDINGS

The findings presented here represent an online survey of 2,008 adults over the age of 18. The key findings compare the results of 729 drivers over age 50 with 906 drivers under the age of 50.

Do drivers age 50 and older have vehicle technology?

- » About half (49%) of drivers age 50 and older have some form of vehicle safety technology (e.g., back up camera, lane departure warning, etc.) and of those who don't, 82% are interested in getting it on their next car.
- » Similarly, the survey found for drivers under age 50, 64% have vehicle safety tech, and of those who don't, 82% are interested in getting it on their next car.

QUESTION	RESPONSE	18+	<50	50+
Do you have any vehicle safety technology? (e.g. back up camera, lane departure, warning, etc.)	% yes	57%	64%	49%
How interested are you in having vehicle safety technology in your next car?	% somewhat or very interested (of those without vehicle technology)	82%	82%	82%
Not at all interested	% not interested	1%	1%	2%



In 2017 43% of drivers age 50 and older have some form of vehicle safety technology. Also in 2017, among drivers age 50 and older without vehicle safety technologies in their current car, 74% were interested in having vehicle technologies in their next car and 26% were not interested.



Do drivers age 50 and older feel confident driving with vehicle safety technology?

- » Three out of four drivers age 50 and older feel more confident behind the wheel with vehicle safety technology, among drivers who have it. In particular, of those with a blind spot warning system, 67% of drivers age 50 and older feel more confident behind the wheel with it compared to 46% of drivers age 50 and older with smart headlights who feel more confident with them. For drivers under age 50, 83% feel more confident behind the wheel with vehicle safety technology, among drivers who have it. And, of those with a blind spot warning system, 70% of drivers <50 feel more confident behind the wheel with it compared to 57% of drivers <50 with smart headlights who feel more confident with them.

QUESTION	RESPONSE	18+	<50	50+
How confident does vehicle safety technology make you feel behind the wheel?	More confident	81%	83%	77%
	Neither more nor less	16%	14%	19%
	Less confident	1%	1%	1%
	I don't know	3%	2%	4%
If you have a blind spot warning system, how confident does it make you feel when driving on the highway?	More confident	69%	70%	67%
	Neither more nor less	11%	14%	8%
	Less confident	1%	1%	1%
	I don't know	1%	1%	2%

Are drivers age 50 and older distracted by vehicle safety technologies?

- » About 8 in 10 drivers age 50 and older say they do not find vehicle safety technology distracting. However, of drivers under 50, more than one-third find vehicle safety technology distracting. They also say that the most common distractions are the audible alerts and the flashing icons.

QUESTION	RESPONSE	18+	<50	50+
Do you find the vehicle safety technology in your car to be distracting?	Of those with vehicle tech, % yes	25%	34%	12%
	Of those with vehicle tech, % no	70%	62%	82%

Do drivers who have technologies use them or have them turned off?

- » About half of drivers age 50 and older with back-up cameras, and 29% of drivers age 50 and older with blind spot warnings, use them. Fewer than 13% of drivers age 50 and older turn off their back-up camera, blind spot warning, smart headlights, lane departure warning, or crash mitigation system. Of drivers under age 50 with the technology, 52% use their back-up cameras and 30% use their blind spot warning system. Fewer than 22% of drivers under age 50 turn off their vehicle safety technology.

QUESTION	RESPONSE OF THOSE WITH EACH TECHNOLOGY	18+	<50	50+
If you have one of the following features, which have you <u>turned off</u> when you drive?	Back-up Camera	16%	19%	12%
	Blind Spot Warning	9%	13%	4%
	Smart Headlights	18%	22%	13%
	Lane Departure Warning	12%	15%	8%
	Crash Mitigation System	8%	12%	4%

QUESTION	RESPONSE OF THOSE WITH EACH TECHNOLOGY	18+	<50	50+
If you have one of the following features, which do you <u>use</u> when you drive?	Back-up Camera	50%	52%	48%
	Blind Spot Warning	30%	30%	29%
	Smart Headlights	24%	30%	18%
	Adaptive Cruise Control	20%	24%	16%
	Lane Departure Warning	18%	19%	17%
	Crash Mitigation System	18%	20%	15%
	Assistive Parking	13%	18%	8%

How do drivers age 50 and older prefer to learn about vehicle safety technologies?

- » Of drivers age 50 and older who are interested in learning about vehicle technology, their preferred way to learn is either in-person (37%) or online (35%), followed by hands-on learning (30%), and trial and error (16%). A similar pattern is seen among drivers under age 50, where 45% prefer online, 39% prefer in-person, 35% prefer hands-on, and 22% prefer trial & error.

QUESTION	RESPONSE	18+	<50	50+
How would you prefer to learn about adjusting your driving for new technology in the car?	Online	40%	45%	35%
	In-person workshops	38%	39%	37%
	Hands-on learning	33%	35%	30%
	Trial and error	19%	22%	16%
	Other	1%	1%	1%
	None of the above	14%	12%	17%

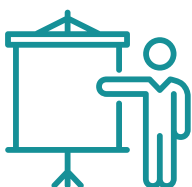


In 2017 Of drivers age 50 and older who were interested in learning about vehicle technology, their preferred way to learn about vehicle safety technology was either in-person (41%) or online (32%), followed by hands-on learning (30%), and trial and error (17%).

How many drivers with technology have attended a training program?

- » Of drivers age 50 and older with vehicle safety technology, 7% have taken a training class compared to 27% of drivers under the age of 50.

QUESTION	RESPONSE	18+	<50	50+
Have you attended a training class to learn about any vehicle technology you have?	% yes and have vehicle tech	19%	27%	7%



In 2017 5% of drivers age 50 and older said they had attended a training class.

METHODS

The Hartford Center for Mature Market Excellence® and AARP Driver Safety surveyed drivers age 50 and older about their use and interest in vehicle safety technology and how they prefer to learn about these technologies.

ENGINE Insights conducted a nationwide Online CARAVAN survey among 2,008 U.S. adults age 18 and older, of whom 729 were licensed drivers over the age of 50 who have driven in the last month, for The Hartford. The survey was fielded from October 3-October 9, 2019 among a demographically representative U.S. sample.

ENGINE Insights (formerly ORC International) conducted a nationwide online survey of 2,032 adults age 18 and older, of whom 855 were licensed drivers over the age of 50, for The Hartford. The survey was fielded in February 2017 among a demographically representative U.S. sample.

ABOUT THE HARTFORD CENTER FOR MATURE MARKET EXCELLENCE

The Hartford Center for Mature Market Excellence creates innovative business solutions for the mature market. Staffed by gerontologists, the center is uniquely positioned to apply knowledge of aging to develop one-of-a-kind products and services for The Hartford's customers, and specialized training for The Hartford's employees. The center conducts original research in partnership with academic institutions and produces public education programs on safety, mobility and independence. The Hartford has had this in-house expertise since 1984, guiding The Hartford to unparalleled success in understanding and serving the mature market. To learn more about the Center visit us at www.thehartford.com/lifetime or follow us on Twitter @TheHartfordCMME.

ABOUT AARP Driver Safety

AARP Driver Safety first launched in 1979 as the "55 Alive" program to help to keep older drivers independent, safe and confident while on the road. Today, AARP Driver Safety continues to meet the needs of older drivers through leading educational programs that include the AARP Smart Driver course, CarFit, We Need to Talk, and the Driving Resource Center. The flagship AARP Smart Driver course is the nation's largest classroom and online driver safety course and is designed especially for drivers age 50 and older. Over 16 million participants have gone through AARP Driver Safety classroom and online courses, taught by more than 4,000 AARP Driver Safety volunteers. The courses are available in all 50 states, the District of Columbia, and U.S. territories. To learn more visit www.aarp.org/drive or follow us on Twitter @AARPDsp.

