Car Master

Conducted by YouGov on behalf of Aviva
Fieldwork Dates: 21st - 22nd March 2019
CAC_Q2. For the following question, by “dash cam”, we mean a camera which is mounted on the windscreen or dashboard of a vehicle to record a view of the road through the windscreen. Which ONE, if any, of the following best applies to you? (Please select the option that best applies)

- I always use a dash cam when driving (11%)
- I sometimes use a dash cam when driving (6%)
- I have never used a dash cam when driving, and would consider using one in the future (57%)
- I have never used a dash cam when driving, but would not consider using one in the future (20%)
- None of these (6%)
- Don’t know (1%)

Unweighted base: All GB Adults who drive (1496)
**CAC_Q3. You previously said that you use a dash cam when you drive. Which, if any, of the following are reasons for this? (Please select all that apply)**

- I want to have proof of what happened in case of any incidents on the road (76%)
- I’m worried about fraudulent motor claims by other drivers (e.g. “crash-for-cash” etc.) (60%)
- I feel safer having one (30%)
- I thought it might help to reduce my motor insurance premium(s) (16%)
- I’ve had a claim disputed in the past and I don’t want this to happen in the future (10%)
- None of these (4%)
- Don’t know (0%)

Unweighted base: All GB Adults who drive and use a dash-cam (244)
**CAC_Q4.** You previously said that you don’t use a dash cam when you drive, but would consider using one in the future. Which, if any, of the following are reasons for why you would consider using one in the future? (Please select all that apply)

- To have proof of what happened in the event of any incidents on the road (89%)
- To tackle fraudulent claims (e.g. “crash-for-cash” etc.) (59%)
- To reduce my motor insurance premium (46%)
- To feel safer driving (29%)
- None of these (1%)
- Don’t know (1%)

Unweighted base: All GB Adults who drive and do not use a dash-cam (851)
CAC_Q5. Which, if any, of the following types of driving apps have you ever used on a smart phone or tablet? (Please select all that apply. If you have never used a driving app on a smart phone or tablet, please select the "Not applicable" option)

- A driving theory test skills app: 11%
- A highway code app: 5%
- An app which monitors my skills while I drive: 4%
- Other: 2%
- Don't know/off can't recall: 3%
- Not applicable - I have never used a driving app on a smart phone or tablet: 81%

Unweighted base: All GB Adults online who drive (1496)
CAC_Q6. For the following question, by “vehicle technology” we mean devices which come as standard in a vehicle or can be built-in or devises which are separate from the vehicle. Which, if any, of the following statements do you agree with? (Please select all that apply)

- Vehicle technology can help for specific skills such as reversing or parallel parking: 56%
- Vehicle technology can make a positive difference: 49%
- Vehicle technology can be distracting: 38%
- Vehicle technology can help to improve driving skills: 26%
- Vehicle technology does not make much of a difference: 6%
- None of these: 3%
- Don’t know: 8%

Unweighted base: All GB Adults who drive (1496)
CAC_Q7. As a reminder, by “vehicle technology” we mean devices which come as standard in a vehicle or can be built-in or devices which are separate from the vehicle. Which, if any, of the following vehicle technology devices do you currently have in your vehicle? (Please select all that apply)

- Blue tooth / hands-free kit for mobile phone: 46%
- Rear parking sensors: 43%
- A sat-nav system (i.e. a built in sat-nav): 32%
- Front parking sensors: 20%
- In vehicle DVD player: 17%
- A rear-view camera / screen for parking: 17%
- A dash cam (i.e. camera which is mounted on the windscreen or dashboard of a vehicle to record a view of the road through the windscreen): 13%
- Automatic braking: 11%
- Lane assist: 9%

Unweighted base: All GB Adults who drive (1496)
CAC_Q7. As a reminder, by “vehicle technology” we mean devices which come as standard in a vehicle or can be built-in or devices which are separate from the vehicle. Which, if any, of the following vehicle technology devices do you currently have in your vehicle? (Please select all that apply) (continued 2)

- Built-in Wi-Fi: 8%
- Apple CarPlay/ Android Auto: 7%
- Security camera for vehicle: 3%
- Portable DVD player: 2%
- Telematics device or app (e.g. a black box or app like Aviva Drive which rewards safer drivers): 2%
- Portable Wi-Fi device: 1%
- None of these: 28%
- Don’t know: 2%

Unweighted base: All GB Adults who drive (1496)
CAC_Q11. Which, if any, of the following are your reasons for using vehicle technology when driving? (Please select all that apply. If you don’t use any technology when driving, please select the “Not applicable” option)

- To help me when parking: 32%
- So I can feel safe while driving: 23%
- So I can be assured that my vehicle is safe and secure when parked: 13%
- To entertain other passengers: 9%
- To get cheaper insurance: 7%
- Other: 7%
- Don’t know: 5%
- Not applicable - I don’t use any technology when driving: 39%

Unweighted base: All GB Adults who drive and use vehicle technology (1496)
CAC_Q12. You previously said that you don’t use any vehicle technology devices when driving... Which, if any, of the following are reasons for this? (Please select all that apply)

- I’m confident driving without additional devices: 49%
- Technology devices can be expensive: 23%
- I have some devices, but I don’t know how to use them: 3%
- None of these: 32%
- Don’t know: 3%

Unweighted base: All GB Adults who drive and do not use vehicle technology (583)
CAC_Q8. Which, if any, of the following devices do you feel are most useful to drivers in relation to their safety when driving? (Please select all that apply)

- A rear-view camera / screen for parking
- A dash cam (i.e. camera which is mounted on the windscreen or dashboard of a vehicle to record a view of the road through the windscreen)
- Front parking sensors
- Rear parking sensors
- Automatic braking
- A sat-nav system (i.e. a built in sat-nav)
- Lane assist
- Security camera for vehicle
- Telematics device or app (e.g. a black box or app like Aviva Drive which rewards safer drivers)

Unweighted base: All GB Adults who drive (1496)
CAC_Q8. Which, if any, of the following devices do you feel are most useful to drivers in relation to their safety when driving? (Please select all that apply) (continued 2)

- Blue tooth / hands-free kit for mobile phone: 12%
- Built-in Wi-Fi: 5%
- Apple CarPlay/ Android Auto: 2%
- In vehicle DVD player: 1%
- Portable Wi-Fi device: 1%
- Portable DVD player: 1%
- None of these: 12%
- Don't know: 7%

Unweighted base: All GB Adults who drive (1496)
CAC_Q9. Which, if any, of the following apply to you when driving? (Please select all that apply. If you would rather not share your experiences, please select the “Prefer not to say” option. If you never use your phone while driving, please select the “Not applicable option”)

- I only make hands-free calls when driving
- I only make hands-free calls when the vehicle is not moving (e.g. stopped in traffic, stopped at a red light etc.)
- I will briefly use my phone when driving (e.g. to change songs, update the sat-nav etc.)
- I only look at my screen briefly when driving
- I only use my phone when driving for emergencies
- I use my phone when driving for everything (e.g. making calls, sending messages, changing music etc.)
- Other
- Don’t know
- Prefer not to say
- Not applicable - I never use my phone when operating a vehicle

Unweighted base: All GB Adults who drive (1496)
**CAC_Q10.** As a reminder, by “driving” we mean we mean operating a vehicle that is not parked with the hand break up. Would you be happy to have an app on your phone that prevents you from receiving messages or calls on your phone whilst you are driving? (Please select the option that best applies. If you already have this built in on your phone, please select the “Not applicable” option)

- **Yes, I would:** 39%
- **No, I would not:** 37%
- **Don’t know:** 14%
- **Not applicable - I already have this built in on my phone:** 10%

Unweighted base: All GB Adults who drive (1496)
CAC_Q13. Please imagine that you were given the choice to have any of the following devices in your vehicle... Which, if any, of the following devices would you want to have? (Please select all that apply)

- Rear parking sensors: 70%
- Sat-nav system: 66%
- Rear-view camera/screen for parking: 59%
- Front parking sensors: 57%
- Dash-cam: 54%
- Heated seats: 45%
- Security camera for vehicle: 41%
- Self-parking: 38%
- Automatic braking: 36%

Unweighted base: All GB Adults who drive (1496)
CAC_Q13. Please imagine that you were given the choice to have any of the following devices in your vehicle… Which, if any, of the following devices would you want to have? (Please select all that apply) (continued 2)

- Device to detect speed cameras: 36%
- Lane sensors: 35%
- In-vehicle Wi-Fi connection: 30%
- Apple CarPlay/Android Auto: 18%
- Driverless technology/autopilot: 16%
- Seats which massage the driver: 16%
- Device to detect speed cameras: 11%
- None of these: 5%
- Don't know: 2%

Unweighted base: All GB Adults who drive (1496)
CAC_Q14. For the following question, please imagine that you were looking to buy a new vehicle...Which, if any, would be your priorities when purchasing? (Please select all that apply. If you would not have any priorities when choosing a new vehicle, please select the "Not applicable" option)
CAC_Q14. For the following question, please imagine that you were looking to buy a new vehicle... Which, if any, would be your priorities when purchasing? (Please select all that apply. If you would not have any priorities when choosing a new vehicle, please select the “Not applicable” option) (continued 2)

- Size of boot: 38%
- Owner history: 34%
- Impact on the environment: 30%
- Gadgets/ in-car technology: 22%
- High performance: 12%
- Other: 3%
- Don’t know: 1%
- Not applicable - I would not have any priorities when choosing a new vehicle: 3%

Unweighted base: All GB Adults who drive (1496)
CAC_Q15. For the following question, by “driverless car”, we mean a self-driving car that is capable of sensing its environment and moving with little or no human input. Which, if any, of the following describes how you feel about the concept of driverless cars? (Please select all that apply)

- I am worried about the idea of technology being in control rather than the driver (57%)
- I worry that people will become lazy/inattentive drivers and rely too much on technology (50%)
- I think traditional driving skills will be lost (41%)
- I think driverless cars will make our roads safer (e.g. the number of road collisions will be reduced) (19%)
- I think driverless cars will make life easier (e.g. have extra time to do other things etc.) (15%)
- None of these (3%)
- Don’t know (5%)

Unweighted base: All GB Adults who drive (1496)
As a reminder, by “driverless car”, we mean a self-driving car that is capable of sensing its environment and moving with little or no human input. How likely, if at all, would you be to ever travel in a driverless car (i.e. being a passenger)? (Please select the option which best applies)

- Very likely: 11%
- Fairly likely: 16%
- Not very likely: 27%
- Not at all likely: 35%
- Don't know: 11%

Unweighted base: All GB Adults who drive (1496)
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**CAC_Q17.** You previously said that you would not travel in a driverless car (i.e. being a passenger). Which, if any, of the following are reasons for this? (Please select all that apply)

- I wouldn’t trust the technology: 18%
- I don’t understand how driverless cars work enough: 18%
- I would rather be in control (e.g. of the steering wheel, the speed etc.): 39%
- I’d be concerned about being on the road with other vehicles that aren’t driverless: 29%
- Other: 8%
- Don’t know: 16%

Unweighted base: All GB Adults who drive and would not travel in a driverless car (234)
CAC_Q18. You previously said that you would travel a driverless car (i.e. being a passenger). Which, if any, of the following are reasons for this? (Please select all that apply)

- I think that the roads will be safer (31%)
- I will be able to do other things while travelling (e.g. read a book, watch a movie, eat food, use my mobile etc.) (25%)
- I don't like driving in general (9%)
- It is an exciting development in technology (31%)
- Other (4%)
- Don't know (0%)

Unweighted base: All GB Adults who drive and would travel in a driverless car (152)
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CAC_Q20. For the following question, by “electric vehicle (EV)”, we mean a vehicle which is powered by energy stored in its rechargeable batteries, which are recharged by common household electricity. How likely, if at all, would you be to ever consider purchasing an electric vehicle (EV), if it was available at a price you would consider reasonable? (Please select the option that best applies. If you already have an electric vehicle (EV), please select the “Not applicable” option)

![Bar Chart]

Unweighted base: All GB Adults who drive (1496)
CAC_Q21. You previously said that you would consider purchasing an electric vehicle (EV), if it was available at a price you would consider reasonable. Which, if any, of the following are reasons for this? (Please select all that apply)

- Because they are environment friendly: 84%
- To save money on fuel (e.g. petrol or diesel): 69%
- Advanced technology (i.e. they are the most advanced vehicles you can buy): 25%
- I like the style of electric vehicles: 11%
- Anticipating future trends (e.g. all vehicle will be electric in the future): 54%
- Other: 2%
- Don't know: 0%

Unweighted base: All GB Adults who drive and would consider buying an electric vehicle (358)
CAC_Q22. Which, if any, of the following concerns would you have about purchasing an electric vehicle? (Please select all that apply. If you would not have any concerns about purchasing an electric vehicle, please select the “Not applicable” option).

- Battery charge/ range (i.e. the number of miles before the battery needs re-charging) (81%)
- The price of purchasing the vehicle (64%)
- Finding somewhere to charge the vehicle (74%)
- The time it would take to re-charge (66%)
- Battery longevity (i.e. some batteries need replacing after 15 years) (44%)
- Other (4%)
- Don't know (4%)
- Not applicable - I would not have any concerns with purchasing an electric vehicle (3%)

Unweighted base: All GB Adults who drive (1496)
CAC_Q23a_1. To what extent, if at all, do you agree or disagree with the following statement?

- Electric vehicles (EV) are more environmentally friendly than petrol and diesel vehicles

Unweighted base: All GB Adults who drive (1496)
For the following question, by "environmental consciousness", we mean considering the health and well being of the environment (i.e. avoiding doing things which have the potential to harm the environment). To what extent, if at all, do you agree or disagree with the following statement?

- Environmental consciousness is a concern for me when purchasing a vehicle (e.g. looking for eco-friendly vehicles etc.)
For the following question, by “environmental consciousness”, we mean considering the health and well being of the environment (i.e. avoiding doing things which have the potential to harm the environment). To what extent, if at all, do you agree or disagree with the following statement?

- Environmental consciousness is a concern for me when purchasing household products (e.g. purchasing reusable products, compostable bin bags, recycled products etc.)

Unweighted base: All GB Adults who drive GB (1496)
CAC_Q19_3. For the following question, by “environmental consciousness”, we mean considering the health and well being of the environment (i.e. avoiding doing things which have the potential to harm the environment). To what extent, if at all, do you agree or disagree with the following statement? - I consider the environment when travelling for long distances (e.g. flying etc.)

Unweighted base: All GB Adults who drive GB (1496)
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