

Victorian trials

Community research



As with each new wave of technological development, the uptake and success of connected and automated vehicles (CAVs) will be guided by community awareness and acceptance. While the technology is developing quickly, people need time to adjust to new behaviours especially when these involve handing control over to technology.

As a road operator with five million customers, we have a role in helping prepare the community for the impacts of new vehicle technology, so they feel safe during the period of transition to automated driving.

Alongside our on-road trials, we researched community attitudes towards automated vehicle technologies. We've started by looking at lower-level functionality and will work up to more advanced levels.

Partial automation

Our first round of community research focused on community attitudes and perceptions towards partial automation, as well as the reasons why people may not accept, or be wary of increased automation on motorways.

The research activities took place in Victoria, New South Wales and Queensland with participants ranging from non-CAV drivers through to experts.

While 84 per cent of respondents said they would be very keen to have partial automation features in their next car, there were a number of barriers to adoption identified by those who were more hesitant.

Five key barriers to adoption

	Fear of new technology	Many do not trust a computer to be better than a human	<i>"I'm not too sure about the park assist, adaptive cruise control & automatic braking as I'm probably too much of a control freak and not sure I would trust that the computer components would not malfunction."</i> Female, 51-55, QLD, CAV Rejector
	Potential impact on driving skills and behaviours	Fear of irreversible societal change, decrease or loss in driving skills	<i>"I find the other mentioned features are creating lazy drivers. People no longer check their blind spots, or look in their mirrors and I often see people drift between lanes. It's dangerous and scary to think a new generation of drivers will know these features as standard."</i> Female, 25-27, NSW, CAV Rejector
	Overconfidence in one's ability	Feel there is no current need to use driver-assistance due to trust in own ability	<i>"I am a skilled driver and do not need these features to 'help'."</i> Female, 25-27, NSW, CAV Rejector
	The enjoyment of driving	Driving is more than just getting from 'A' to 'B'	<i>"I like DRIVING. I'm not sitting in the car, letting "something" else do the driving for me."</i> Female, 46-50, NSW, CAV Rejector
	Price/value	Want to buy most affordable car available, not interested in frills or special features	<i>"Great make them standard and raise the price of cars higher than ever. All these gadgets cost and cars are over-priced already. I think I'll buy a horse."</i> Male, 51-55, QLD, CAV Rejector