

Consumer survey on the attitudes of different user clusters towards automated vehicles for all modes, in Drive2theFuture project

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ABSTRACT

In this paper a consumer survey, conducted within the framework of H2020 Drive2theFuture project is presented. The aim of the survey is to identify the needs, preferences and attitudes of all types of users (following relevant user clustering defined within the project) towards the upcoming invasion of automated vehicles in the transportation system. The survey addresses all types of transportation modes, from road and rail to maritime and aviation (including drones).

The survey is structured in four sections, each of which focussing on a different transportation mode. In each section, an introductory text familiarises the participant with the main terminology and the way automation is addressed in each mode (by means of levels, features and technologies). Moreover, explanatory figures are included to illustrate the automation levels for each mode, along with some scenarios of use, to enhance understanding of the participants.

This survey has been launched on January 2020 and is aiming for at least 20.000 respondents, coming from at least 20 countries. To achieve a greater participation and include all user categories, the original English version has been translated in 17 more languages; all versions available through the Drive2theFuture website. Apart from the project website and social media, project partners, coming from 13 European countries, are contributing to the dissemination of the survey through all possible means (websites, social media, networks, press releases etc.).

The results of the survey analysis will constitute a reference to users' views towards automation, coming from a variety of user clusters - from experts to non-drivers - and from different cultural environments and, most notably, addressing all transportation modes This will serve as input to further work of the project, including use cases and application scenarios, training tools and curricula, pilot activities and more. The ultimate aim is to contribute towards making automated vehicles of the future safer, more friendly and usable by all actors of the transportation chain.

Keywords: automation, survey, acceptance, road, rail, maritime, aviation.