

What Does It Mean? Public Understanding of Vehicle Automation Terms

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Glossary

Advanced Driver Assistance System (ADAS) – A vehicle automation technology that is designed to support the driver by improving comfort, convenience and enhancing the overall driving experience. ADAS technologies are not self-driving and are not designed to perform the entire driving task. In the UK, advanced driver assistance systems, sometimes referred to as partially automated driving features, such as Adaptive Cruise Control, exist in many vehicles including cars, vans and lorries on the road. The human driver remains fully responsible for the driving of the vehicle and must hold a valid driving licence. The driver is required to monitor the driving environment and maintain control of the vehicle at all times when the driver assistance system is engaged. ADAS is also referred to as ‘driver assistance’ in this report.

Advanced Driver Assistance System (ADAS) feature – An ADAS feature is designed to assist with the driving task in a specific way in a particular situation. For example, Cruise Control is an ADAS feature that maintains the vehicle’s speed set by the driver, allowing the driver to take their foot off the accelerator pedal on motorways and similar roads which involve driving for extended periods at a constant speed. A single vehicle may have more than one ADAS feature. ADAS features like Cruise Control are generic. However, developers may give their ADAS feature a brand name e.g. BlueCruise, SuperCruise, Autopilot and Co-Pilot.

Automated Driving System (ADS) – A vehicle automation system that uses both hardware and software to perform the entire dynamic driving task (all the activities associated with driving a vehicle like steering, accelerating, braking, etc, other than strategic tasks like journey scheduling) needed to undertake a journey. When activated, the vehicle enters automated (self-driving) mode, and the driver does not need to monitor the ADS, the vehicle or the road environment. The ADS may work within specific driving situations (sometimes referred to as an operational design domain), or in any driving situation. Outside of these situations, a driver is needed to control the vehicle.¹ ADS is also referred to as ‘self-driving’ in this report.

Automated Driving System (ADS) feature – A part of an ADS designed to operate in a particular driving environment (or operational design domain). One example is Automated Lane Keeping System, which is an ADS feature that can drive the vehicle for extended periods on motorways and motorway-type roads. A single automated vehicle may have more than one ADS feature. ADS features like Automated Lane Keeping System are generic. However, developers may give their ADS feature a brand name e.g. Drive Pilot.

¹ Department for Transport and Centre for Connected and Autonomous Vehicles. *Guidance. Code of Practice: automated vehicle trialling*. 30 November 2023. Accessed at: <https://www.gov.uk/government/publications/trialling-automated-vehicle-technologies-in-public/code-of-practice-automated-vehicle-trialling>.

Automated Vehicle (AV) – Under the Automated Vehicles Act 2024, an automated vehicle must be able to drive itself safely and legally by means of the vehicle’s equipment without needing to be monitored or controlled by a human for at least part of the journey.² An automated vehicle is equipped with an ADS able to perform the entire dynamic driving task. Also referred to as an autonomous or self-driving vehicle.

Misunderstanding/Misunderstand/Misunderstood – Used in this report to refer to proportions of people who answered a survey question incorrectly, having selected an incorrect statement/option.

Protected Terms – Refers to certain specified terms, the use of which will be restricted under [s 78\(1\) of the Automated Vehicles Act 2024](#). A protected term may only be used by a person acting in the course of business to describe and market an authorised automated vehicle or its equipment. These terms were the subject of a recent DfT consultation and will be set out in secondary legislation in 2026.

Unsure/Uncertainty – Used in this report to refer to proportions of people who answered *don’t know* or *I don’t know what this feature does* in response to a survey question.

² Legislation.gov.uk. Automated Vehicles Act 2024. 2024. Accessed at: [Automated Vehicles Act 2024](#).

Summary

This is a report of the findings from a survey commissioned by the Department for Transport (DfT) to investigate the public's understanding of the meaning of terms being used to describe and market self-driving and driver assistance vehicles and their features. The survey focuses on the terminology used to describe Advanced Driver Assistance System (ADAS) and Automated Driving System (ADS) features and brands, and the vehicles equipped with these systems. The survey assesses understanding of the level of attention required and legal responsibility when driving vehicles with these technologies switched on.

A representative sample of 2186 individuals aged 16–75 years across the UK were surveyed between 28th and 31st March 2025.

This section summarises the findings against the objectives of the research, before highlighting their potential implications.

1.1 Exposure to vehicles with automated features and understanding of those features

Almost three-fifths of people who were currently drivers or who had driven before had experience of at least one of the driver assistance features listed in the survey.³ Groups more likely to have had experience included men, young people, people with a UK driving licence, people with a higher level of educational attainment or who were more affluent and people from a minority ethnic background (see section 4.5).

Among people who were drivers that had used a specific ADAS feature, self-reported understanding of that feature was generally perceived to be high (see section 4.6). However, this did not translate to a broader understanding of the driver assistance technology or driver responsibility, as highlighted by the responses to more detailed research questions.

When asked whether they thought that self-driving cars that can drive themselves and do not need an individual to pay attention to the driving task for at least part of the journey can be purchased in the UK today,⁴ around half of people either incorrectly believed these cars can be purchased or they *didn't know* if they can (see section 5.1). People who believed such cars were available to buy in the UK today mostly cited Tesla as the brand they recognised (see section 5.2).

Respondents were then asked whether it was possible to buy a car in the UK today where an individual is not responsible for the way the vehicle performs a driving task, and just over two-

³ The driver assistance features listed in the survey included Lane Keeping Assist, Lane Departure Warning, Adaptive Cruise Control, Automatic/Autonomous Emergency Braking, Park Assist, Forward Collision Warning, Blind Spot Detection/Blind Spot Monitoring, Driver Attention Monitoring, Traffic Sign Recognition, Forward Collision Mitigation, Automotive Night Vision and Cross Traffic Alert.

⁴ Please note that the report also refers to this as just 'self-driving cars' for presentational purposes.

fifths of people either incorrectly believed these cars can be bought or *didn't know* whether this was possible (see section 5.3).

1.2 Understanding of the capabilities of current self-driving/driver assistance features

The proportion of people who stated that they *knew a great deal* or *a fair amount* about cars that can drive themselves was small at just under one-fifth, but the survey found it was these individuals who typically overestimated the capabilities of current systems. They also tended to be men, young people, people with a UK driving licence, people with higher educational attainment or who were more affluent, people from a minority ethnic background and people who believe it is possible to purchase a self-driving car in the UK today (see section 5.4).

When presented with specific ADAS brands a majority of people correctly understood that the individual in the driver's seat cannot sleep or drink alcohol, use a hand-held mobile phone or use built-in screens to watch TV when Autopilot, Co-pilot, Full Self-Driving or Full Self-Driving (Supervised) are turned on. There was greater misunderstanding and uncertainty, however, as to whether an individual can take their hands off the steering wheel when these features are being used (see sections 6.7-6.10).

Overall, for the specific ADAS technologies presented, Full Self-Driving (see section 6.9) had the most misunderstanding and uncertainty in relation to whether an individual can use built-in screens to watch TV, use a hand-held mobile phone or sleep or drink alcohol, compared to Autopilot, Co-pilot and Full Self-Driving (Supervised) (see section 6.7, 6.8 and 6.10). On the other hand, Autopilot (see section 6.7) had the most misunderstanding and uncertainty regarding whether an individual can take their hands off the steering wheel.

People had a limited understanding of ADAS and ADS features and brands. However, from the features and brands presented in this survey, higher proportions of people correctly identified the function of Lane Keeping Assist and Automated Valet Parking compared to Automated Lane Keeping System and Autopark. This indicated varying levels of public understanding for different ADAS and ADS features and brands (see sections 8.1-8.4).

1.3 Understanding the terminology used to describe and market self-driving/driver assistance vehicles and vehicle features

People's understanding of the terminology used to describe and market self-driving/driver assistance vehicles and their features was limited.

ADAS brand features such as Full Self-Driving, Full Self-Driving (Supervised), Autopilot, SuperCruise and BlueCruise were not well understood, along with the ADS brand and feature Automated Lane Keeping System and Drive Pilot. This led to misunderstanding and uncertainty about the functionality and limitations of different systems (sections 6.3-6.6).

Across the hypothetical scenarios presented, higher proportions of people were incorrect about the level of individual attention required when using Cruise Control and Adaptive Cruise Control

features compared to where legal responsibility lay for a minor collision when BlueCruise or Autopilot were switched on (see sections 7.1-7.4).

The proportion of people who *didn't know* the level of attention required was higher in relation to Adaptive Cruise Control compared to Cruise Control, suggesting that the addition of the "Adaptive" terminology may contribute to people feeling unsure (sections 7.1 and 7.3).

While both Lane Keeping Assist and Automated Valet Parking had the same proportion of correct answers with regards to the description of their capabilities, the proportion of *don't know* responses surrounding Automated Valet Parking was noteworthy, with a third who stated that they *didn't know* what this feature does (see section 8.4). On the other hand, more than half of people incorrectly described what Lane Keeping Assist does (see section 8.1). Overall, combined misunderstanding and *don't know* responses was highest for Autopark, followed by Automated Lane Keeping System, and then both Lane Keeping Assist and Automated Valet Parking, with regards to what these do (see sections 8.1-8.4).

1.4 Understanding driver responsibility in relation to actual and potential terms used to describe and market self-driving/driver assistance vehicles and features

There was a substantial lack of understanding regarding driver responsibility, especially when specific ADAS brand features were engaged.

Higher proportions of people answered correctly regarding the level of individual attention required rather than one's legal responsibility for terms used to describe different car types such as a self-driving car, a car that drives itself, a driverless car, an autonomous car and a car that has automated driving (see sections 6.1-6.2). This was also the case for ADS brands and features such as Automated Lane Keeping System and Drive Pilot (see sections 6.4 and 6.6).

However, the reverse was true for specific ADAS brand features. Higher proportions of people answered correctly when considering their legal responsibility compared to the attention required when features such as Full Self-Driving, Full Self-Driving (Supervised), Autopilot, SuperCruise and BlueCruise were switched on (see sections 6.3 and 6.5).

Similar proportions of people were incorrect when considering who held primary responsibility for a minor collision when BlueCruise or Autopilot was activated, but the proportion of people who stated *don't know* was higher for Blue Cruise (see section 7.2 and 7.4).

1.5 Differences in levels of understanding of capabilities and of driver responsibility between terms

Full Self-Driving, Full Self-Driving (Supervised) and Autopilot were ADAS brand features that were most misinterpreted, in that people answered incorrectly regarding the amount of attention people needed and their legal responsibility when the driving feature is turned on (see sections 6.3 and 6.5).

There was most uncertainty around the ADAS brand features BlueCruise and SuperCruise (see sections 6.3 and 6.5) and the ADS brand Drive Pilot (see sections 6.4 and 6.6), with larger proportions of people who stated that they *didn't know* the level of attention required or how much legal responsibility they had in the driver's seat when these features were turned on. Fewer people said they *didn't know* the attention required or legal responsibility for Full Self-Driving, Full Self-Driving (Supervised), Autopilot and Automated Lane Keeping System (see sections 6.3-6.6).

The proportion of people who misunderstood the level of attention required when the ADS feature Automated Lane Keeping System is switched on was similar to that for ADAS brand features such as Full Self-Driving, Full Self-Driving (Supervised) and Autopilot (see section 6.3 and 6.4). However, a higher proportion of people were incorrect about the legal responsibility for this ADS feature (see sections 6.5-6.6).

There was little difference between people's responses to the attention required and their perceived legal responsibility when Full Self-Driving and Full Self-Driving (Supervised) are switched on (see sections 6.3 and 6.5). However, there were higher rates of incorrect responses for Full-Self Driving compared to Full-Self Driving (Supervised) when people were asked about specific activities that people can or cannot do when these ADAS brand features are turned on (see sections 6.9 and 6.10).

1.6 Implications

The research revealed significant public misunderstanding and proportions of *don't know* responses regarding ADAS and ADS, their capabilities, and associated driver responsibility. The survey findings consistently identified two groups of people with distinct characteristics. These have been referred to as 'The Confident but Mistaken' and 'The Unsure':

The Confident but Mistaken. People who self-reported to have a good understanding of these technologies yet regularly misinterpreted the capabilities of these vehicles and/or their features and/or their legal responsibility as a driver. This group were also significantly more likely to believe it is possible to purchase a self-driving car in the UK today and to have experience of driving a vehicle with ADAS features. The people regularly more likely to reflect these traits included:

- Men
- Younger people aged 16-34
- People within the AB social grades⁵
- People with higher education attainment, holding a Degree/Masters/PhD
- People from minority ethnic groups
- UK driving licence holders

⁵ Please refer to section 10.1 for an explanation of social grades.

- London residents
- People with higher levels of self-reported knowledge/awareness of self-driving vehicles
- People who thought that self-driving vehicles can be purchased in the UK today
- People who had driven a vehicle with at least one ADAS feature (see section 4.5)

The Unsure. People more inclined to answer *don't know* who in many cases simply did not understand the terminology, the capability of the features and therefore their responsibility as a driver. The people regularly more likely to reflect these traits included:

- Women
- Older people aged 55-75
- People from DE social grades⁶
- People with lower educational attainment, holding up to GCSE/O-level/CSE/NVQ12 qualifications
- People from white ethnic groups
- People without a UK driving licence

The identification of these two distinct groups necessitates a multi-faceted approach to be considered by a range of stakeholders including government, industry, academia, etc. Approaches could focus on education, terminology standardisation, and targeted interventions, including:

- **Targeting specific demographics.** Educational efforts should prioritise these two groups and the specific demographics within each group.
- **Tailored messaging.** 'The Confident but Mistaken' group frequently overestimated their understanding, so educational interventions should address overconfidence and highlight the nuances and limitations of existing ADAS/ADS systems, without making these people feel undermined.
- **Receptive audiences.** 'The Unsure' group may be more receptive to learning, so targeted educational opportunities should be provided for people who recognise their lack of knowledge and understanding of ADAS/ADS systems.
- **Scenario-based learning.** Public awareness campaigns should adopt scenario-based learning to demonstrate the real-world implications of misinterpreting ADAS/ADS features' and brands' capabilities and legal responsibility.
- **Protected terms.** Certain ADS/ADAS features and brands caused more misunderstanding and higher proportions of *don't know* responses than others. Full Self-Driving, Full Self-Driving (Supervised), Autopilot, Drive Pilot, BlueCruise, SuperCruise, Autopark, Cruise Control, Adaptive Cruise Control and Automated Lane Keeping Systems should be considered for inclusion as protected terms.

⁶ Please refer to section 10.1 for an explanation of social grades.

- **Emphasis on legal responsibility.** Educational interventions should emphasise drivers' legal responsibility when using ADAS/ADS features and brands, as misunderstandings are prevalent, particularly with brand-specific features.

2 Introduction

2.1 Background

The Automated Vehicles Act was passed by Parliament in 2024.⁷ The Act established the legal framework for automated vehicles in Great Britain. It introduced an authorisation scheme to determine which vehicles can drive themselves safely and legally. Most provisions in the Automated Vehicles Act are not yet in force. Once the Act comes into force, only authorised automated vehicles will legally be allowed to drive themselves.

However, there are vehicles on the UK roads today with advanced driver assistance technologies. The Act makes provision for protecting certain terms so they can only be used to market authorised automated vehicles. It also restricts marketing that would likely confuse drivers into thinking that an unauthorised vehicle can drive itself safely and legally.

The Department for Transport (DfT) published a consultation on protecting marketing terms for automated vehicles in June 2025⁸, setting out its proposals on which terms should be protected under the Act. The Department commissioned Ipsos to undertake research to support the consultation. Ipsos has drawn on the proposed terms to inform its research.

Ipsos has undertaken a quantitative survey to measure public understanding of the meaning of terms being used to describe and market self-driving⁹ and driver assistance¹⁰ vehicles and their features, and to determine the extent that actual and potential terms are misleading.

2.2 Research questions

This research seeks to address the following research questions:

1. What proportion of the public have or have driven vehicles with different existing automated features and what is their understanding of those features?
2. To what extent do the public understand the extent of capabilities of current self-driving and driver assistance features?
3. To what extent do members of the public understand actual and potential terms that are used to describe and market new self-driving and driver assistance vehicles and vehicle features?

⁷ Legislation.gov.uk. Automated Vehicles Act 2024. 2024. Accessed at: [Automated Vehicles Act 2024](#).

⁸ Department for Transport and Centre for Connected and Autonomous Vehicles. *Open consultation. Automated vehicles: protecting marketing terms*. 10 June 2025. Accessed at: [Automated vehicles: protecting marketing terms - GOV.UK](#)

⁹ Please note that we are using 'self-driving' to refer to ADS.

¹⁰ Please note that we are using 'driver assistance' to refer to ADAS.

4. To what extent do the public understand their legal responsibility in relation to actual and potential terms used to describe and market self-driving and driver assistance vehicles and vehicle features?
5. Are there any differences in levels of understanding of capabilities and of individual legal responsibility between terms?

3 Methodology

This chapter describes the approach to the sample, data collection, weighting and the analysis and interpretation of the data throughout this report.

3.1 Sample, data collection and weighting

Ipsos surveyed a representative sample of 2186 adults aged 16-75 across the UK between 28th and 31st March 2025.

This data was collected using the Ipsos iOmnibus Panel, which is a standard opt-in proprietary online panel. It permits fast, cost-efficient access to quota-based nationally representative samples. The panel is continuously refreshed using a variety of sources and methods. See section 10.1 for further detail about the iOmnibus Panel.

Data was weighted to profiles representative of the target offline population based on data from ONS Annual Population Survey October 2023-September 2024. Quotas were used to select and invite panel members to complete the survey so that the samples achieved are representative of gender within age, region and working status. However, as this was still a self-selecting survey, the data has also been weighted to the known offline population proportions for gender within age and working status, as well as region, social grade and education to reflect the adult population of the UK.

3.2 Analysis and interpretation of data

Survey data and demographic information was collated into data tables with statistical significance testing applied. T-tests were conducted at a 95% confidence level to detect statistically significant differences between groups of respondents.

Commentary for the report primarily focuses on statistically significant differences between sub-groups in the same category where it is a binary set i.e. there are only two groups e.g. men vs. women or people who have a UK driving licence vs. people who do not. Where there are more than two groups, statistically significant differences are reported against the average to support comprehension (e.g. those aged 16-24 years of age were more likely than the average to be incorrect in their assumptions about the capabilities of Automated Vehicle technologies) rather than listing out the data for all of the age ranges. An exception was made for sub-group analysis at country level to facilitate country comparisons as well as for self-reported awareness/knowledge about cars that can drive themselves, where appropriate.

The data was also analysed through cross breaks in the data tables on key questions, including awareness of self-driving vehicles and cars where an individual is not responsible for the driving task and self-reported knowledge of cars that can drive themselves.

Not all statistically significant differences across all sub-groups have been included in this report which has instead focused more on those of particular interest for the broader research context.

The total sum of answer codes may appear to be higher/lower than 100% and combinations might not sum to their constituent parts (e.g. 'agree' relative to 'strongly agree'/'tend to agree'). This is due to the rounding of results to the nearest whole number.

The answers to the survey questions in this report described as being 'correct' or 'incorrect' may or may not reflect the legal position. Therefore, no legal conclusions should be drawn from the survey findings.

4 Profile of Respondents

Summary

Around three-quarters of people held a UK driving licence (see section 4.2).

Almost three-fifths of people self-reported experience of at least one of the driver assistance features listed in the survey. Men were more likely than women, and younger people aged 16–34 were more likely than the average to have experience of such features. Younger people aged 16–24 who had experience were more likely than the average to state that they didn't understand a range of those features (see sections 4.5 and 4.6).

Other groups more likely to have experience of at least one of the driver assistance features included people with a higher level of educational attainment, people who were more affluent, people from a minority ethnic background, London residents and people with a UK driving licence (see section 4.5).

The first part of this chapter describes the profile of the people who responded to the survey, including driving habits and car ownership (see sections 4.1–4.4).

The second part of this chapter describes people's self-reported experience of cars with ADAS features and their understanding of these features (see sections 4.5–4.6).

4.1 Demographic, household and economic profiles

The data has been weighted to the known offline adult population of the UK. Specifically, data has been weighted by gender within age and working status, as well as region, social grade and education.

Figure 4.1 shows the demographic profile of respondents. It can be seen that:

- There was an even split by gender (women 50% vs. men 49%).
- Just over three in ten people (32%) were aged 55–75 years of age.
- The majority of people were from a white ethnic background (86%) compared to 13% from a minority ethnic background.
- The largest proportion of people were married or living as married (57%), a further 32% were single and 10% were widowed, divorced or separated.

Figure 4.1: Demographic profile of respondents

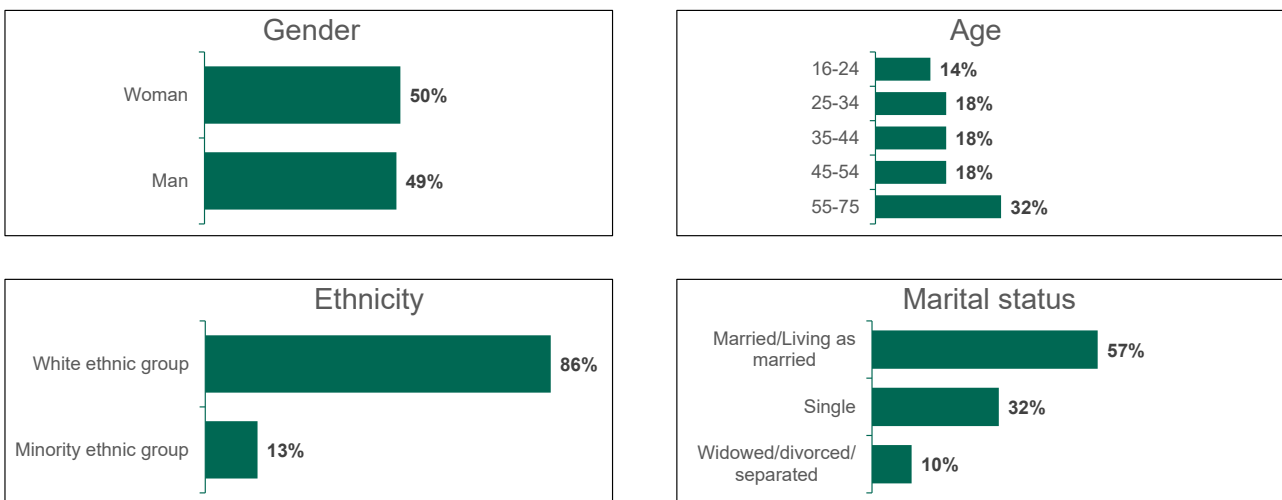


Figure 4.2 shows the household profile of respondents in terms of their size of household and the presence of children within the household. It can be seen that:

- One-fifth of people (21%) were in single person households.
- Around a quarter of people (26%) lived in a household with four people or more.
- Around a third of people (34%) lived in households with children present.

Figure 4.2: Household profile of respondents

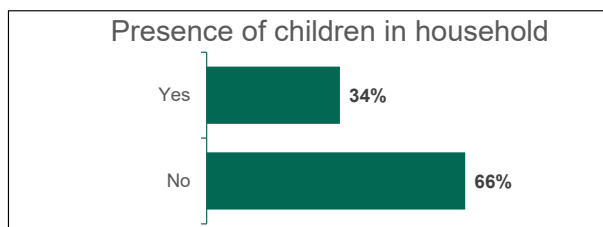
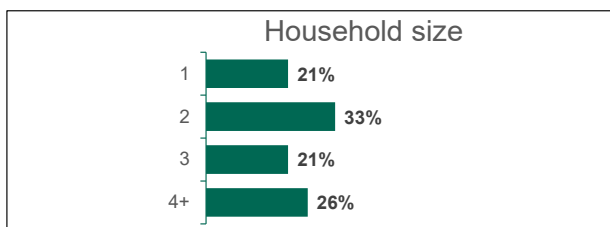
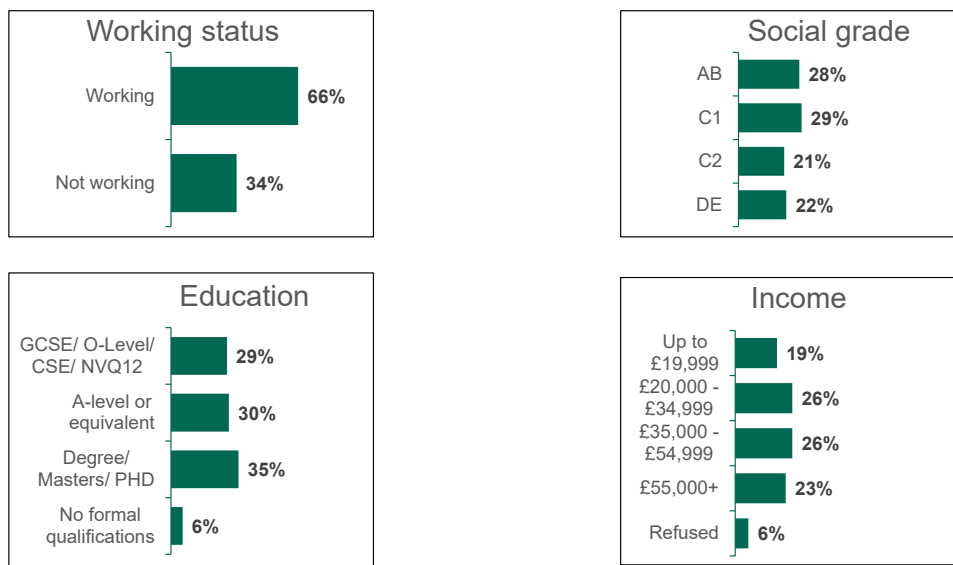


Figure 4.3 shows the economic profile of respondents, specifically, their highest level of educational attainment, working status, social grade and annual household income:

- Over one-third of people (35%) had achieved a Degree/Masters/PhD while around three-fifths (59%) achieved either an A-level or equivalent (30%) or a GCSE/O-Level/CSE/NVQ12 (29%) as their highest educational attainment.
- Two-thirds of people (66%) were in employment, either full or part-time or they were self-employed. The remaining third (34%) were not working, in that they were either unemployed, sick or disabled or retired.
- In terms of social grade, 28% of people were AB grade (higher and intermediate managerial, administrative and professional occupations), 29% of people were C1 grade (supervisory, clerical, and junior managerial, administrative and professional occupations), 21% of people were C2 grade (skilled manual occupations) and 22% of people were DE grade (semi-skilled and unskilled manual occupations, unemployed and lowest grade occupations).
- Regarding annual household income, around a quarter (26%) of people were from households that earned between £20,000 and £34,999 and the same proportion earned £35,000 and £54,999.

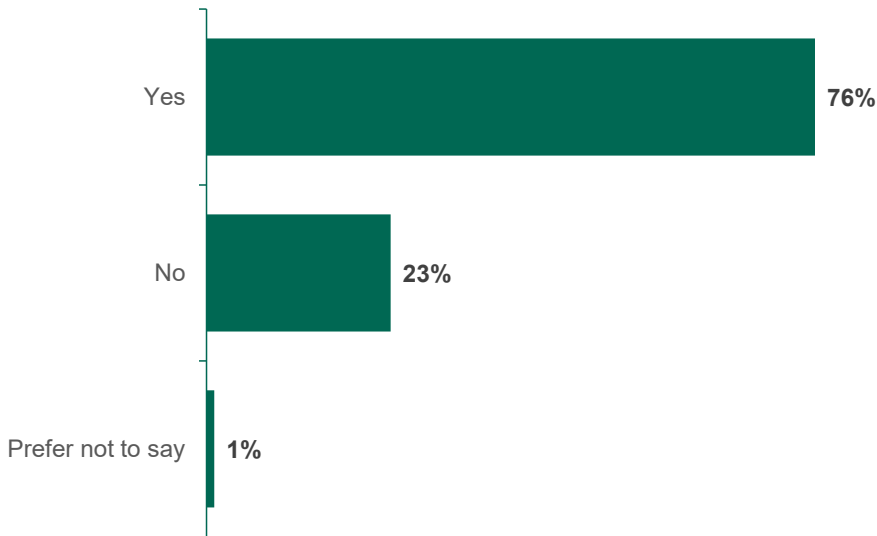
Figure 4.3: Economic profile of respondents



4.2 UK driving licence holders

Around three-quarters (76%) of people held a UK driving licence, as shown in **Figure 4.4**.

Figure 4.4: Incidence of UK driving licence holders



DQ1. Do you currently have a valid driving licence that allows you to drive in the UK?

Base: All adults aged 16-75 in the UK (2186)

Fieldwork dates: 28-31 March 2025

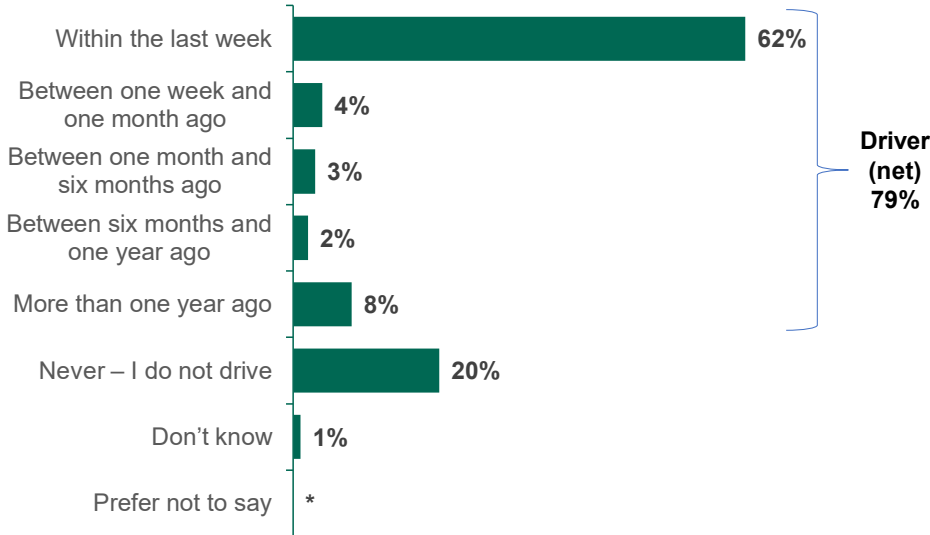
Analysis of the data by different sub-groups showed the following statistically significant differences:

- Men were more likely than women to hold a UK driving licence (80% vs. 74%).
- People in work (82%) were more likely to hold a UK driving licence compared to people not in work (65%).
- People with children in the household (83%) were also more likely to hold a UK driving licence, compared to those without children in the household (73%).
- People from households on a lower annual income (up to £19,999) were more likely to not hold a UK driving licence, compared to the average (39% vs. 23%).

4.3 Driving activity

Around four-fifths of people (79%) were drivers, as shown in **Figure 4.5**. Just over three-fifths of people (62%) had driven within the last week. One-fifth of people (20%) did not drive.

Figure 4.5: Driving activity

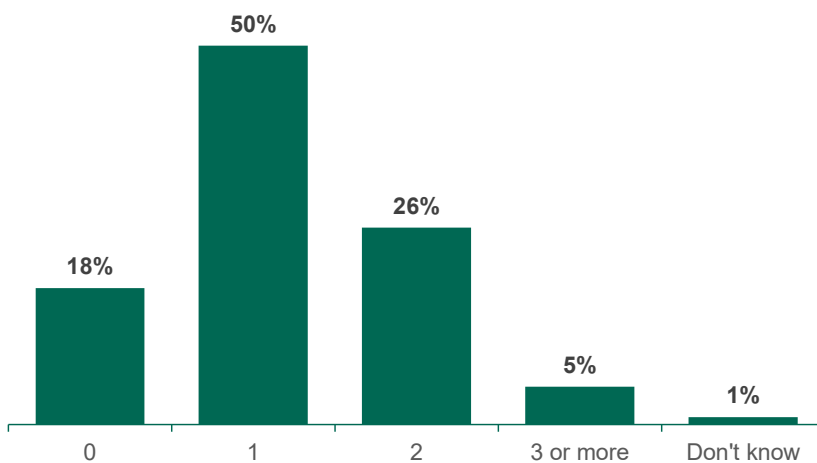


DQ2. When did you last drive?
Base: All adults aged 16-75 in the UK (2186)
Fieldwork dates: 28-31 March 2025
* the response figure is above 0 but below 0.5%

4.4 Car ownership

Half of people (50%) had one car in their household, while around a quarter (26%) had two, and less than a fifth (18%) had none, as shown in **Figure 4.6**.

Figure 4.6: Car ownership



DQ2BIS. How many cars are there in your household (including leasing or company cars)?
Base: All adults aged 16-75 in the UK (2186)
Fieldwork dates: 28-31 March 2025

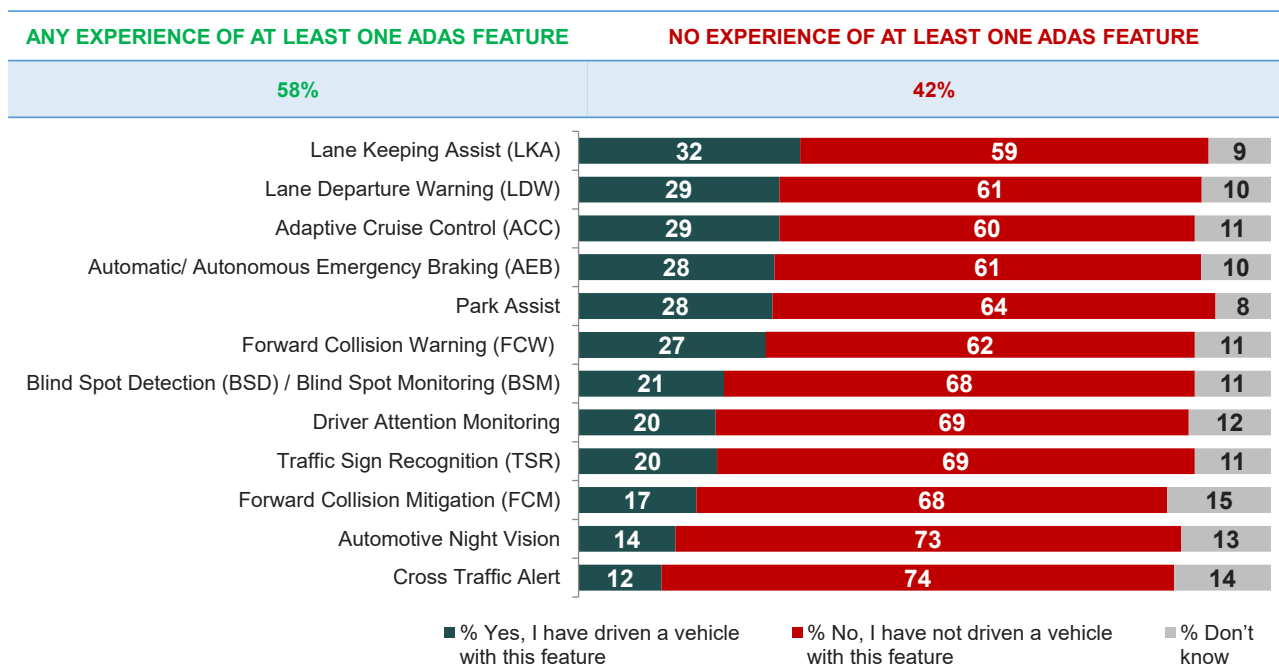
Analysis of the data by different sub-groups showed the following statistically significant differences:

- Car ownership was higher within households from the AB social grade; 41% had two cars in their household, compared to the average (26%).
- People with annual household income of £55,000 or more (12%) were more likely to have at least three cars in their household compared to the average (5%).
- By geography, people living in the West Midlands and East of England were more likely than the average to have two cars in the household (36% and 37% respectively vs. 26%).

4.5 Self-reported experience of ADAS features

Respondents who were drivers or had driven before were presented with a list of driver assistance features and asked whether they had experience of driving a vehicle with any of those features. Around three-fifths (58%) had experience of driving a vehicle with at least one of these features, as shown in **Figure 4.7**. The ADAS features which people reported experiencing the most included Lane Keeping Assist (32%), Adaptive Cruise Control and Lane Departure Warning (both 29%), Automatic/Autonomous Emergency Braking and Park Assist (both 28%) and Forward Collision Warning (27%).

Figure 4.7: Self-reported experience of ADAS features



SQ4a. You will now be presented with some driving assistance features. For each of the features, please indicate whether or not you have driven a vehicle with this feature.

Base: All drivers (1769)

Fieldwork dates: 28-31 March 2025

Analysis of the data by different sub-groups of people who were currently driving or had driven before showed the following statistically significant differences:

- People with a UK driving licence were more likely than people without to have experience of at least one of the driver assistance features (59% vs. 36%).¹¹
- Men were more likely than women to have experience of at least one of the driver assistance features (66% vs. 48%).
- People within the 16–34 age group were also more likely to have experience compared to the average (73% vs. 58%).
- People from a more affluent background (social grade AB) were more likely to have experience than the average (67% vs. 58%).
- People from a minority ethnic background were more likely to have experience than people from a white ethnic background (75% vs. 55%).
- People who had a higher level of educational attainment (Degree/Masters/PhD) were more likely to have experience of at least one of the driver assistance features compared to the average (65% vs. 58%).
- People with higher annual household income of £55,000 or more were more likely to have driven a vehicle with at least one ADAS feature compared to the average (70% vs. 58%).
- People with children in the household were more likely than people without children in the household to have experience of driving a vehicle with at least one ADAS feature (70% vs. 51%).
- At a regional level, London residents were more likely than the average to state that they had experience of at least one of the driver assistance features (65% vs. 58%).
- At a country level, Scotland residents were more likely to have experience (68%) compared to England residents (57%).

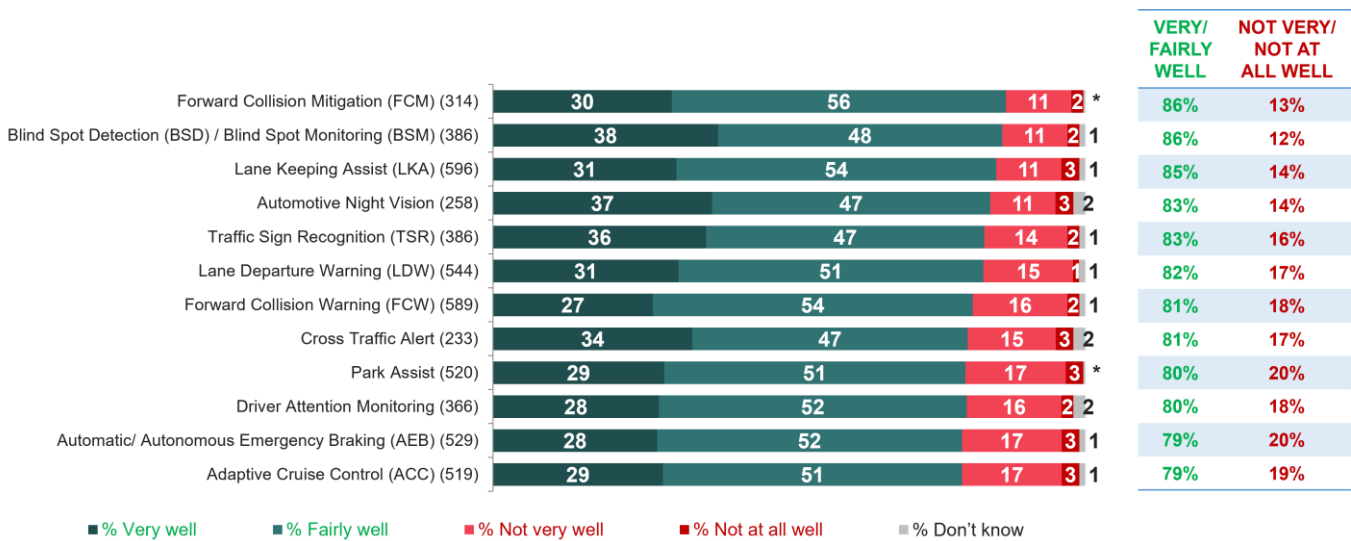
¹¹ Please note that it is possible for people not currently holding a UK driving licence to have self-reported experience of using a listed driver assistance feature if they hold a driving licence that permits them to drive in another country outside of the UK or if they previously had a valid UK driving licence.

4.6 Understanding of ADAS features people have experienced

The majority (at least 79%) of people who had driven with at least one of the listed ADAS features self-reported that they knew that feature *very or fairly well*, as shown in **Figure 4.8**.

The features which were least understood included Park Assist and Automatic/Autonomous Emergency Braking (both 20% stated *not very or not at all well*), Adaptive Cruise Control (19%) and Forward Collision Warning and Driver Attention Monitoring (both 18%). Lane Departure Warning (17%), Cross Traffic Alert (17%) and Traffic Sign Recognition (16%) had similar proportions of people who stated *not very or not at all well*.

Figure 4.8: Understanding of ADAS features



SQ4b. How well, if at all, do you feel you understand what this driving assistance feature does?

Base: Driven with at least one driving assistance feature (ranges from 233 to 596)

Fieldwork dates: 28-31 March 2025

* the response figure is above 0 but below 0.5%

Statistically significant differences between sub-groups were minimal because of the small base size of people with exposure to this technology (ranges from 233 to 596 people). However, among people who have driven a vehicle with at least one driver assistance feature, women and young people aged 16-24 years had the least understanding (*not very or not at all well*) of the driver assistance features listed.

- Forward Collision Warning (27% of women understood this driver assistance feature *not very or not at all well* vs. 13% of men).
- Blind Spot Detection/Monitoring (20% vs. 9%).
- Adaptive Cruise Control (30% vs. 13%).
- Park Assist (28% vs. 14%).
- Driver Attention Monitoring (27% vs. 15%).
- Automotive Night Vision (21% vs. 10%).

- Lane Departure Warning (28% of those aged 16-24 understood this driver assistance feature *not very or not at all well* vs. 17% on average).
- Blind Spot Detection/Monitoring (25% vs. 12%).
- Adaptive Cruise Control (33% vs. 19%).
- Automotive Night Vision (32% vs. 14%).
- Traffic Sign Recognition (32% vs. 16%).

4.7 Implications

Implications

Having access to a vehicle with driver assistance features does not necessarily mean that a person understands the functionality of that feature. If repeated, the questionnaire would benefit from the inclusion of questions to understand usage and trust of such features.

5 Awareness of Self-Driving Vehicles

Summary

Around half of people either incorrectly believed that self-driving cars which can drive themselves and do not need an individual to pay attention to the driving task for at least part of the journey can be purchased in the UK today or stated that they *didn't know* (see section 5.1).

People who believed that self-driving cars can be purchased in the UK today mostly cited Tesla as the brand they recognised (see section 5.2).

Just over two-fifths of people either incorrectly believed or *didn't know* whether it was possible to buy a car in the UK today where an individual is not responsible for the way the vehicle performs a driving task (see section 5.3).

Nearly all people who took part in the survey said that they had at least heard of cars that can drive themselves. The proportion who stated that they *knew a great deal or a fair amount* about these cars was small at just under one-fifth (see section 5.4).

Men, younger people, people with a UK driving licence, people with higher educational attainment or who were more affluent, London residents and people from a minority ethnic background were more likely to state that they *knew at least a fair amount* about cars that can drive themselves (see section 5.4).

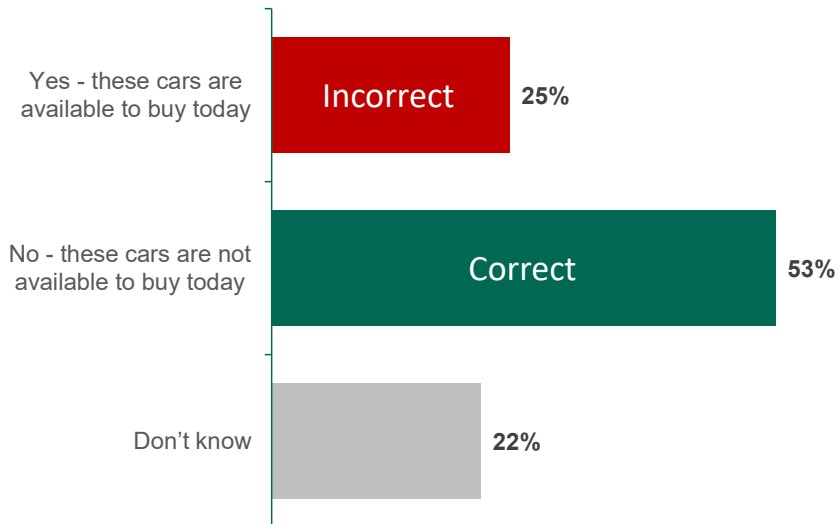
This chapter sets out people's self-reported knowledge and awareness of self-driving cars in general, specifically:

- The perceived availability of self-driving cars in the UK and the associated brands (see section 5.1-5.3).
- The level of perceived knowledge and awareness of self-driving cars (see section 5.4).

5.1 The availability of self-driving cars in the UK

A quarter of people (25%) incorrectly believed that self-driving cars can be purchased in the UK today, as shown in **Figure 5.1**. A similar proportion of people (22%) stated that they *didn't know*.

Figure 5.1: Belief that self-driving cars can be purchased in the UK



SQ1a. Do you think cars are available to buy in the UK today that can drive themselves and do not need an individual to pay attention to the driving task for at least part of the journey?

Base: All adults aged 16-75 in the UK (2186)

Fieldwork dates: 28-31 March 2025

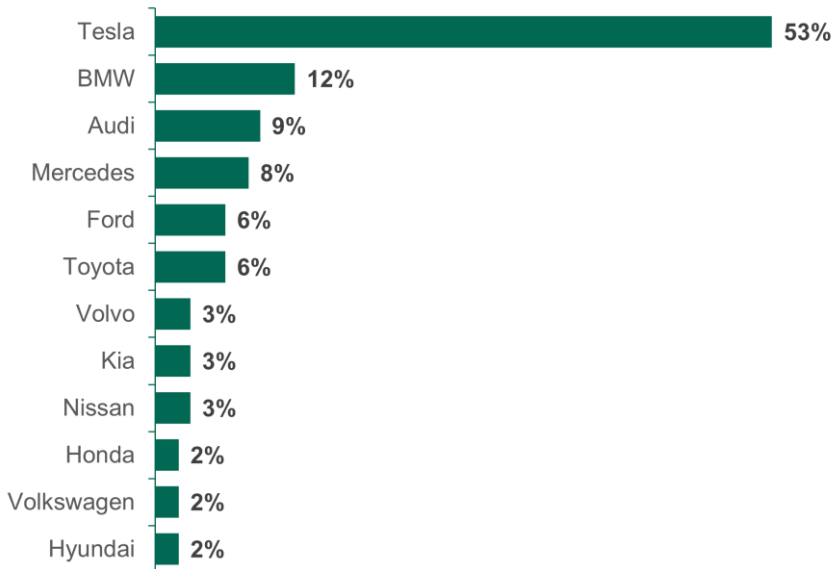
Further analysis revealed the following differences among key sub-groups:

- People who had a UK driving licence were more likely than people without to incorrectly state that these cars were available to buy in the UK today (27% vs. 19%).
- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5), were more than twice as likely as people who had not, to incorrectly believe that self-driving cars were available to buy in the UK today (34% vs. 16%).
- Men were more likely than women to incorrectly believe these cars were available to buy in the UK today (29% vs. 21%).
- People aged 16-34 (44%) were also more likely to incorrectly assume that these cars were available, compared to the average (25%).
- People from an AB (32%) or C2 (31%) social grade were more likely than the average (25%) to incorrectly state that these cars were available to buy in the UK today.
- People holding a Degree/Masters/PhD (31%) were also more likely to incorrectly believe these cars were available to buy in the UK today compared to the average (25%).
- People from a minority ethnic background were more likely than people from a white ethnic background to answer incorrectly (47% vs. 22%).
- London residents (37%) were more likely to believe that these cars were available to buy in the UK today, compared to the average (25%).

5.2 Awareness of car brands

People who believed that self-driving cars were available to buy in the UK today, were asked to name which brands of cars they knew or had heard of, that can drive themselves. Tesla was the brand most associated with self-driving cars (53%), as shown in **Figure 5.2** which shows unpromoted awareness of brands.

Figure 5.2: Awareness of car brands



SQ1b. Which makes or brands of cars, if any, do you know or have heard of that can drive themselves and do not need an individual to pay attention to the driving task?

Base: All adults aged 16-75 in the UK who think it's possible to buy a self-drive car in the UK today (549)

- Data for this question was not weighted

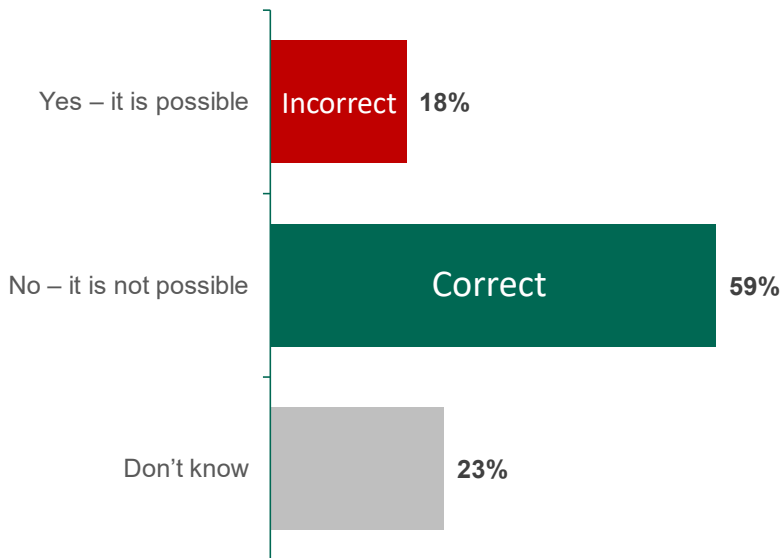
Fieldwork dates: 28-31 March 2025

Please note, this question was not coded, so additional sub-group analysis could not be undertaken. The decision to not code the open responses was made because the weight of responses was so skewed towards Tesla. It was therefore unlikely that there would be any statistically significant differences among the sub-groups.

5.3 Availability of cars in the UK with no driver responsibility

Just under a fifth of people (18%) incorrectly thought that cars where an individual is not responsible for the way the vehicle performs a driving task can be purchased in the UK today, as shown in **Figure 5.3**. A further 23% of people were unsure if that was the case.

Figure 5.3: Availability of cars in the UK with no driver responsibility



SQ1e. Do you think it is possible to buy a car in the UK today where an individual is **not responsible** for the way the vehicle performs a driving task?

Base: All adults aged 16-75 in the UK (2186)

Fieldwork dates: 28-31 March 2025

Analysis of the data by sub-groups showed the following statistically significant differences:

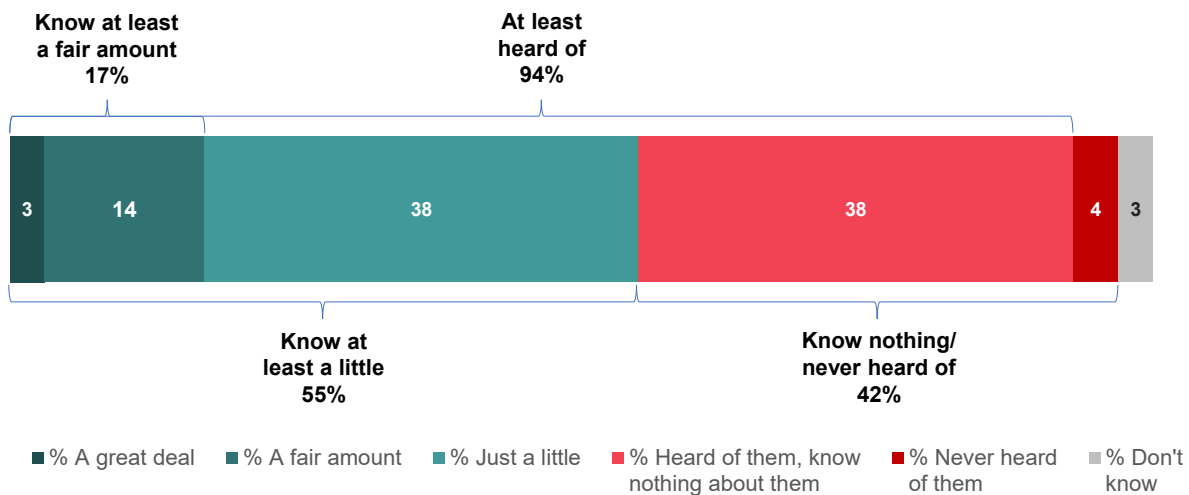
- People who believed that self-driving vehicles were available to buy in the UK today (45%) were around four times more likely than people who said that self-driving vehicles were not available to buy in the UK today (11%) to say that cars where an individual was not responsible for the driving task can be purchased.
- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were more than twice as likely as drivers who had not, to incorrectly believe cars where an individual was not responsible for the driving task were available to buy in the UK today (25% vs. 11%).
- Men were more likely than women to believe that these cars can be purchased in the UK today (23% vs. 15%).
- People aged 16-34 years were more likely than the average to incorrectly think that cars where an individual has no responsibility for the way a vehicle performs a driving task were available to buy in the UK today (33% vs. 18%).
- People from a more affluent background (social grade AB) were also more likely to incorrectly believe that these cars were available to buy in the UK today compared to the average (24% vs. 18%).

- People with a Degree/Masters/PHD as their highest level of educational attainment were more likely than the average to incorrectly state that these cars can be purchased in the UK today (23% vs. 18%).
- At a regional level, there was a higher proportion of people living in London and West Midlands who believed that these vehicles were available to buy in the UK today, compared to the average (31% and 25% vs. 18%).

5.4 Awareness and knowledge

Nearly all people who took part in the survey (94%) said that they had at least heard of cars that can drive themselves, with 17% self-reporting that they knew at least a *fair amount* about them (3% stated that they *knew a great deal*), as shown in **Figure 5.4**. Around two-fifths of people (42%) self-reported not to have any knowledge.

Figure 5.4: Self-reported awareness and knowledge



SQ1f. When it comes to cars **that can drive themselves**, how much would you say you know?
 Base: All adults aged 16-75 in the UK (2186)
 Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among sub-groups:

- People who believed that self-driving vehicles were available to buy in the UK today were nearly three times more likely than people who said that self-driving vehicles were not available to buy in the UK today to self-report they knew at least a *fair amount* (35% vs. 13%).
- People with a UK driving licence were more likely than people without a UK driving licence to self-report that they knew at least a *fair amount* (18% vs. 12%).
- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were more than twice as likely as people who had not, to self-report that they knew at least a *fair amount* (25% vs. 10%).
- Men were more than twice as likely as women to self-report that they knew at least a *fair amount* about cars that can drive themselves (24% vs. 10%).

- People aged 16–34 years were more likely to self-report that they knew at least a *fair amount*, compared to the average (28% vs. 17%).
- More than double the proportion of people from a minority ethnic background self-reported to know at least a *fair amount* about cars that can drive themselves when compared to people from a white ethnic background (33% vs. 15%).
- People from a more affluent background (social grade AB) were more likely than other social grades to state that they knew at least a *fair amount* about cars that can drive themselves (24%) compared to the average (17%).
- People with higher educational achievement (Degree/Masters/PhD) were more likely than the average to state that they know at least a *fair amount* (23% vs. 17%).
- London residents were more likely than the average to state that they know at least a *fair amount* (30% vs. 17%).

5.5 Implications

Implications

People who have driven a vehicle with at least one listed driver assistance feature (see section 4.5), people with a UK driving licence, men, young people, people from a minority ethnic background, London residents, people who were more affluent and higher educated people were more likely to consider themselves knowledgeable about cars that can drive themselves. However, those same groups were incorrect about the availability of these cars on the UK market today.

The over-confidence and optimism of people who have experience of driving a vehicle with driver assistance features (see section 4.5), demonstrates that any educational programme about vehicle capabilities cannot assume there is a base level of knowledge among people, and if anything, there is a need for additional caution.

6 Understanding the Capability and Responsibility of ADS/ADAS Features and Brands

Summary

Higher proportions of people answered correctly regarding the level of individual attention required compared to the individual's legal responsibility for terms used to describe different car types (see sections 6.1 and 6.2).

However, the reverse was true for specific ADAS brand features. Higher proportions answered correctly when considering their legal responsibility compared to the attention required when these features were switched on (see sections 6.3 and 6.5). In contrast, greater proportions of people answered correctly for required attention rather than legal responsibility for ADS features and brands such as Automated Lane Keeping System and Drive Pilot (see sections 6.4 and 6.6).

Brand specific features such as BlueCruise, SuperCruise and Drive Pilot caused the most uncertainty, in that people stated they *didn't know* when thinking about the individual level of attention required and one's own legal responsibility (see sections 6.3-6.6).

Full Self-Driving, Full Self-Driving (Supervised) and Autopilot were the most misinterpreted ADAS brand specific features, i.e. people answered incorrectly regarding the amount of attention people needed and their legal responsibility when these were turned on (see sections 6.3 and 6.5). Notably, more people answered incorrectly than correctly regarding required attention in relation to Full Self-Driving, Full Self-Driving (Supervised) and Autopilot, however, the reverse was true with regards to their legal responsibility (see sections 6.3 and 6.5).

There was little difference between people's responses to the attention required and their perceived legal responsibility when Full Self-Driving and Full Self-Driving (Supervised) are switched on (see sections 6.3 and 6.5). However, there were higher rates of incorrect responses for Full-Self Driving compared to Full-Self Driving (Supervised) when people were asked about specific activities that an individual can or cannot do when these ADAS brand features are turned on (see sections 6.9 and 6.10).

When presented with ADAS technologies, most people correctly understood that the individual in the driver's seat cannot sleep or drink alcohol when Autopilot, Co-pilot, Full Self-Driving or Full Self-Driving (Supervised) were switched on. However, there were higher proportions of *don't know* responses as to whether an individual can take their hands off the steering wheel when these technologies were deployed (see sections 6.7-6.10).

Overall, for the ADAS technologies presented, Full Self-Driving (see section 6.9) had the most combined misunderstanding and *don't know* responses in relation to whether an individual can use built-in screens to watch TV, use a hand-held mobile phone or sleep or drink alcohol, compared to Autopilot, Co-pilot and Full Self-Driving (Supervised) (see section 6.7, 6.8 and 6.10). On the other hand, Autopilot (see section 6.7) had the most combined

misunderstanding and *don't know* responses regarding whether an individual can take their hands off the steering wheel.

Consistently, men, young people, people who were more affluent or had a higher educational background, people from minority ethnic backgrounds, people who self-reported to *know a great deal* about cars that can drive themselves, people who believed that self-driving cars were available to purchase in the UK today and people who had driven a vehicle with at least one of the listed driver assistance (see section 4.5) features were more likely to be incorrect in their assumptions about what you can do when ADAS technologies were switched on (see sections 6.7-6.10).

This chapter provides insights into what people understood to be the capabilities of ADS and ADAS in cars, specifically the attention and legal responsibility required of the driver.

Sections 6.1-6.6 report how people responded to questions to assess knowledge about different car types and ADS/ADAS features and brands. The questions provided a list of responses and asked respondents to select one correct answer for each car type or ADS/ADAS feature and brand.

For sections 6.7-6.10, people responded to questions that assessed their understanding of what an individual can or cannot do when in a vehicle using ADAS brand features.

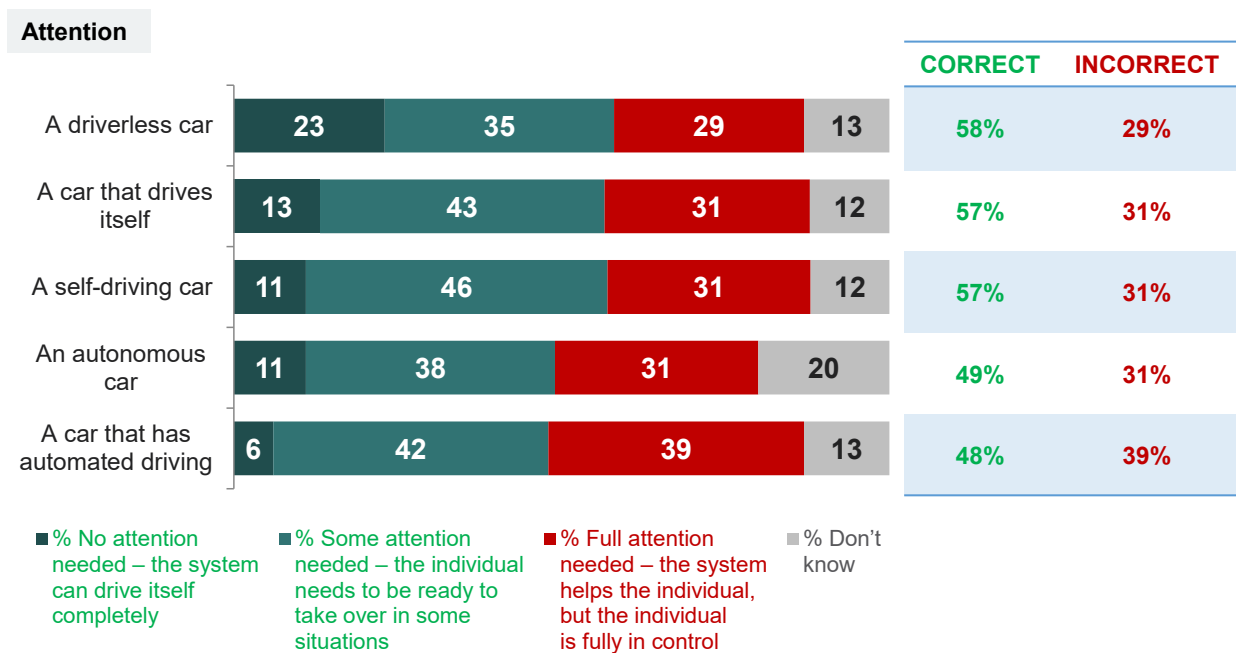
The proportion of correct answers are shown in green next to each table throughout this chapter and incorrect answers are shown in red.

6.1 Capability of different car types

More people were correct in their assumptions about the individual attention required for all the different car types, than were incorrect. However, notable proportions of people either incorrectly assumed that full attention was required when driving the listed car types or they *didn't know*, as shown in **Figure 6.1**.

- Higher proportions of people answered incorrectly or *don't know* for a car that has automated driving (52%) or an autonomous car (51%), compared to a self-driving car (43%), a car that drives itself (43%) and a driverless car (42%).
- There was most uncertainty in relation to an autonomous car compared to the other car types listed, with a fifth of people answering *don't know* (20%).

Figure 6.1: Individual attention required for different car types



SQ2a. For each of the following cars, please tell us how much attention you think **an individual** needs to pay when using this car.

Base: All adults aged 16-75 in the UK (2186)

Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among sub-groups:

- People with a UK driving licence were more likely to answer incorrectly than people who did not hold a UK driving licence for a number of car types, including a car that has automated driving (41% vs. 32%), a self-driving car (33% vs. 25%), a car that drives itself (33% vs. 25%), or a driverless car (30% vs. 25%).
- People who had not driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were more likely than people who had experience to answer incorrectly with regards to an autonomous car (35% vs. 30%), a self-driving car (37% vs. 31%) or a car that drives itself (37% vs. 31%).

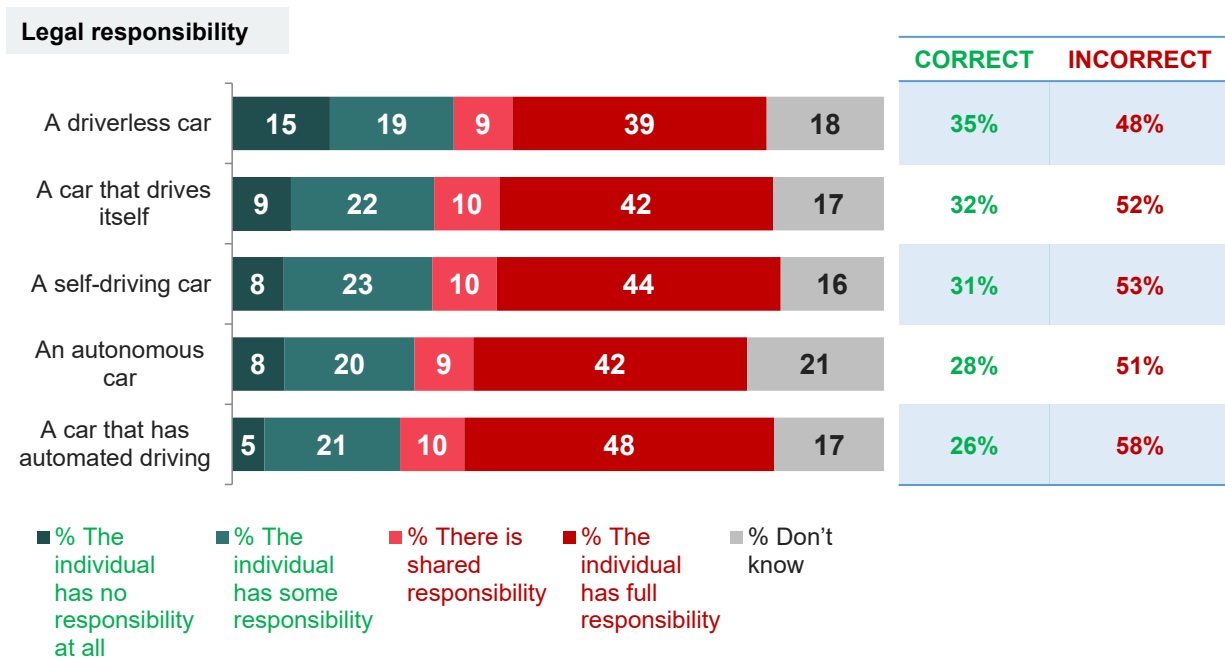
- Older people aged 55-75 were more likely than the average to answer *don't know* for all car types, including for a car that has automated driving (17% vs. 13%), an autonomous car (27% vs. 20%), a self-driving car (16% vs. 12%), a car that drives itself (15% vs. 12%) and a driverless car (16% vs. 13%).
- People from white ethnic groups were more likely than people from minority ethnic groups to answer *don't know* for all car types, including for a car that has automated driving (14% vs. 6%), an autonomous car (21% vs. 13%), a self-driving car (13% vs. 7%), a car that drives itself (13% vs. 7%) and a driverless car (14% vs. 9%).
- Women were generally around twice as likely as men to answer *don't know* for all car types, including for a car that has automated driving (17% vs. 9%), an autonomous car (28% vs. 12%), a self-driving car (15% vs. 9%), a car that drives itself (16% vs. 9%) and a driverless car (18% vs. 8%).
- People with GCSE/O-Level/CSE/NVQ12 as their highest level of educational attainment were more likely than the average to answer *don't know* for all car types, including for a car that has automated driving (18% vs. 13%), an autonomous car (30% vs. 20%), a self-driving car (18% vs. 12%), a car that drives itself (20% vs. 12%) and a driverless car (19% vs. 13%).
- People from a DE social grade were more likely than the average to answer *don't know* for all car types, including for a car that has automated driving (22% vs. 13%), an autonomous car (31% vs. 20%), a self-driving car (20% vs. 12%), a car that drives itself (20% vs. 12%) and a driverless car (22% vs. 13%).

6.2 Legal responsibility for different car types

Legal responsibility was less understood than attention required, given that larger proportions of people either *didn't know* or were incorrect when answering as to what the individual user's legal responsibility was in relation to the different car types, as shown in **Figure 6.2**.

- Higher proportions of people answered incorrectly or *don't know* for a car that has automated driving (74%) or an autonomous car (72%), compared to a self-driving car (69%), a car that drives itself (68%) and a driverless car (65%).
- One-fifth of people answered *don't know* (21%) when considering the legal responsibility for an autonomous car. Again, this was the car type which had the most uncertainty associated with it.

Figure 6.2: Legal responsibility for the individual in the driver's seat of different types of cars



SQ2b. For each of the following cars, how much legal responsibility do you think lies with **the individual in the driver's seat compared to the vehicle itself?**

Base: All adults aged 16-75 in the UK (2186)
 Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among the sub-groups:

- People who said that they were aware of cars that can drive themselves were more likely than the average to answer incorrectly for all car types, including for a car that has automated driving (59% vs. 58%), an autonomous car (52% vs. 51%), a self-driving car (55% vs. 53%), a car that drives itself (53% vs. 52%) and a driverless car (49% vs. 48%).
- People with a UK driving licence were more likely than those without a licence to answer incorrectly for all car types, including for a car that has automated driving (62% vs. 45%), an autonomous car (54% vs. 42%), a self-driving car (57% vs. 43%), a car that drives itself (55% vs. 42%) and a driverless car (51% vs. 39%).

- On the other hand, people without a UK driving licence were more likely than people with a licence to answer *don't know* for all car types, including for a car that has automated driving (25% vs. 14%), an autonomous car (28% vs. 18%), a self-driving car (24% vs. 13%), a car that drives itself (23% vs. 15%) and a driverless car (25% vs. 15%).
- People who had no experience of driving a vehicle with at least one of the listed driver assistance features (see section 4.5) were more likely than the average to answer incorrectly for a self-driving car (59% vs. 53%), a car that drives itself (57% vs. 52%) and a driverless car (52% vs. 48%).
- Men were generally more likely than women to answer incorrectly, including for a car that has automated driving (60% vs. 55%), an autonomous car (54% vs. 48%), a self-driving car (56% vs. 51%) and a car that drives itself (56% vs. 47%).
- On the other hand, women were around twice as likely compared to men to answer *don't know* for all car types, including for a car that has automated driving (22% vs. 11%), an autonomous car (29% vs. 12%), a self-driving car (22% vs. 10%), a car that drives itself (23% vs. 11%) and a driverless car (23% vs. 12%).
- Older people aged 55-75 were both more likely to answer incorrectly or answer *don't know* than the average for all car types:
 - Responded incorrectly: a car that has automated driving (61% vs. 58%), an autonomous car (56% vs. 51%), a self-driving car (59% vs. 53%), a car that drives itself (57% vs. 52%) and a driverless car (55% vs. 48%).
 - Responded *don't know*: a car that has automated driving (22% vs. 17%), an autonomous car (27% vs. 21%), a self-driving car (21% vs. 16%), a car that drives itself (21% vs. 17%) and a driverless car (23% vs. 18%).
- People from white ethnic groups were generally twice as likely as people from minority ethnic groups to answer *don't know* for all car types, including a car that has automated driving (18% vs. 8%), an autonomous car (22% vs. 12%), a self-driving car (17% vs. 7%), a car that drives itself (18% vs. 8%) and a driverless car (19% vs. 9%).
- People with a Degree/Masters/PhD were also more likely compared to the average to answer incorrectly for all car types, including for a car that has automated driving (63% vs. 58%), an autonomous car (55% vs. 51%), a self-driving car (55% vs. 53%), a car that drives itself (55% vs. 52%) and a driverless car (51% vs. 48%).
- However, people with GCSE/O-Level/CSE/NVQ12 as their highest level of educational attainment were more likely than the average to answer *don't know* for all car types, including for a car that has automated driving (23% vs. 17%), an autonomous car (29% vs. 21%), a self-driving car (22% vs. 16%), a car that drives itself (23% vs. 17%) and a driverless car (24% vs. 18%).
- People from AB social grades were more likely than the average to answer incorrectly for some vehicle types, including for a car that has automated driving (61% vs. 58%) and an autonomous car (55% vs. 51%).

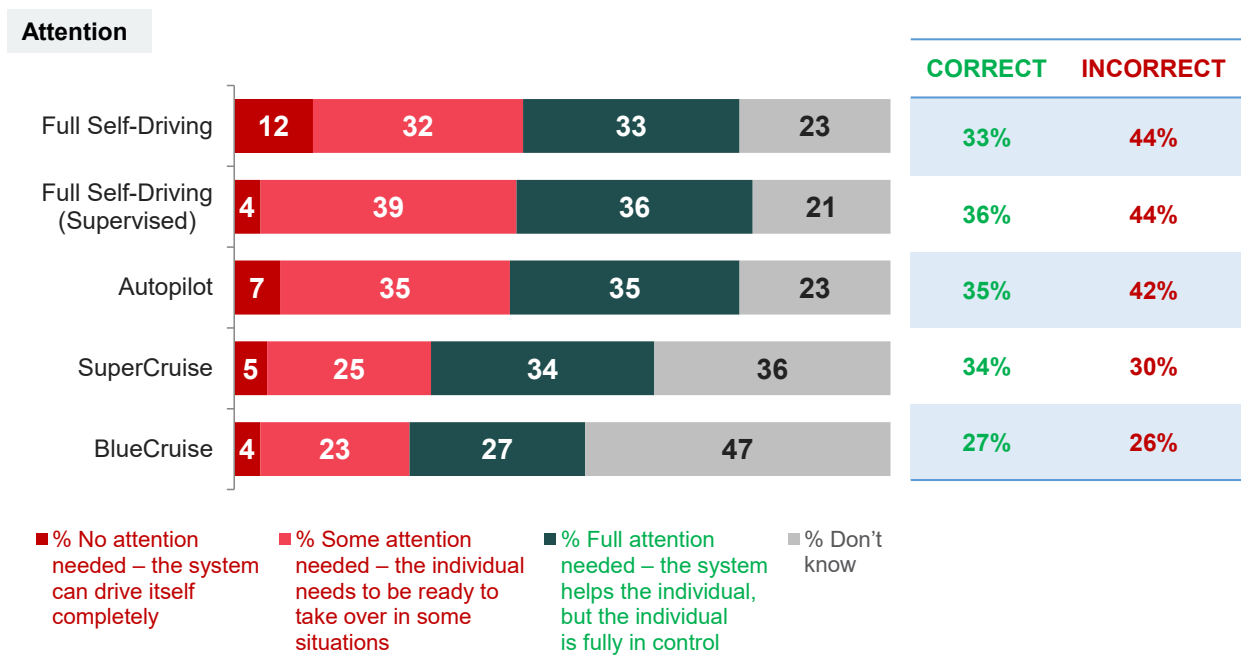
- However, people from DE social grades were more likely than the average to answer *don't know* for all vehicle types, including for a car that has automated driving (28% vs. 17%), an autonomous car (33% vs. 21%), a self-driving car (25% vs. 16%), a car that drives itself (28% vs. 17%) and a driverless car (29% vs. 18%).
- People living in the North-West and South-West were more likely than the average to answer *don't know* for a self-driving car (23% and 22% vs. 16%) and a car that drives itself (24% and 23% vs. 17%), while people living in the North-West were also more likely than the average to answer *don't know* for a driverless car (23% vs. 18%).
- At a country level, people living in England, Wales and Scotland were far more likely than Northern Ireland residents to answer *don't know* for a car that drives itself (18%, 15% and 14% vs. 3%) and a driverless car (18%, 20% and 17% vs. 3%).

6.3 Capability of activated ADAS brand features

Larger proportions of people misunderstood or *didn't know* the level of individual attention required for specific ADAS brand features, as shown in **Figure 6.3**.

- The proportions of people answering incorrectly regarding the attention required for Full Self-Driving (44%), Full Self-Driving (Supervised)(44%) and Autopilot (42%) were higher compared to SuperCruise (30%) and BlueCruise (26%).
- Specific ADAS brand features had higher rates of *don't know* responses, with just under half (47%) who said they *didn't know* the attention required for BlueCruise, followed by SuperCruise (36% answered *don't know*), Autopilot (23% answered *don't know*) and Full Self-Driving (23% answered *don't know*).
- Almost three-quarters of people (73%) answered incorrectly or *didn't know* the level of individual attention required for BlueCruise followed by around two-thirds for Full Self-Driving (67%), SuperCruise (66%), Autopilot (65%) and Full Self-Driving (Supervised)(64%).

Figure 6.3: Individual attention required for activated ADAS brand features



SQ2c. How much attention do you think is needed when the following types of driving features are turned on?

Base: All adults aged 16-75 in the UK (2186)

Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among sub-groups:

- People who believed that self-driving cars were available to purchase in the UK today were more likely than people who did not think these cars were available to answer incorrectly about the attention required for most of the listed brand features, including Full Self-Driving (58% vs. 43%), Full Self-Driving (Supervised)(58% vs. 42%), Autopilot (56% vs. 39%). People who believed that self-driving cars were available to purchase in the UK today were also over

twice as likely than people who did not think these cars were available to answer incorrectly for SuperCruise (51% vs. 24%) and BlueCruise (45% vs. 22%).

- People who stated that they *knew a great deal* about cars that can drive themselves were twice as likely to answer incorrectly about the attention required for most of the listed brand features, when compared to people who said they were not aware of these cars, including for Full Self-Driving (59% vs. 25%), Full Self-Driving (Supervised) (58% vs. 24%), SuperCruise (51% vs. 21%) and BlueCruise (53% vs. 22%). The people who self-reported that they *knew a great deal* about cars that can drive themselves were three times as likely to answer incorrectly in relation to Autopilot, when compared to people who said they were not aware of these cars (62% vs. 20%).
- People without a UK driving licence were generally more likely than people holding a licence to say they *don't know* the answer for most of the listed brand features, including for Full Self-Driving (32% vs. 20%), Full Self-Driving (Supervised) (30% vs. 18%), Autopilot (32% vs. 20%) and SuperCruise (46% vs. 33%).
- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were more likely than people who had not to answer incorrectly for most of the listed brand features, including Full Self-Driving (52% vs. 38%), Full Self-Driving (Supervised) (51% vs. 37%), Autopilot (50% vs. 34%). People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were around twice as likely than people who had not, to answer incorrectly for SuperCruise (38% vs. 21%) and BlueCruise (33% vs. 17%).
- Men were more likely than women to answer incorrectly for all the listed brand features, including Full Self-Driving (49% vs. 39%), Full Self-Driving (Supervised) (49% vs. 38%), Autopilot (47% vs. 36%), SuperCruise (35% vs. 25%) and BlueCruise (32% vs. 21%).
- On the other hand, women were more likely than men to answer *don't know* to all listed brand features, including Full Self-Driving (28% vs. 17%), Full Self-Driving (Supervised) (25% vs. 16%), Autopilot (28% vs. 18%), SuperCruise (41% vs. 30%) and BlueCruise (54% vs. 40%).
- People aged 16-34 were more likely than the average to answer incorrectly for all the brand features listed, including Full Self-Driving (57% vs. 44%), Full Self-Driving (Supervised) (57% vs. 44%), Autopilot (54% vs. 42%), SuperCruise (42% vs. 30%) and BlueCruise (41% vs. 26%).
- However, older people aged 55-75 were more likely compared to the average to answer *don't know* for all listed brand features, including Full Self-Driving (30% vs. 23%), Full Self-Driving (Supervised) (27% vs. 21%), Autopilot (30% vs. 23%), SuperCruise (43% vs. 36%) and BlueCruise (59% vs. 47%).
- People from minority ethnic groups were more likely to answer incorrectly than people from white ethnic groups for all listed brand features, including Full Self-Driving (57% vs. 42%), Full Self-Driving (Supervised) (56% vs. 42%), Autopilot (56% vs. 39%), SuperCruise (50% vs. 27%) and BlueCruise (47% vs. 23%).
- On the other hand, people from white ethnic groups were more likely than people from minority ethnic groups to answer *don't know* for all listed brand features, including Full Self-

Driving (24% vs. 13%), Full Self-Driving (Supervised)(22% vs. 12%), Autopilot (25% vs. 13%), SuperCruise (38% vs. 23%) and BlueCruise (50% vs. 31%).

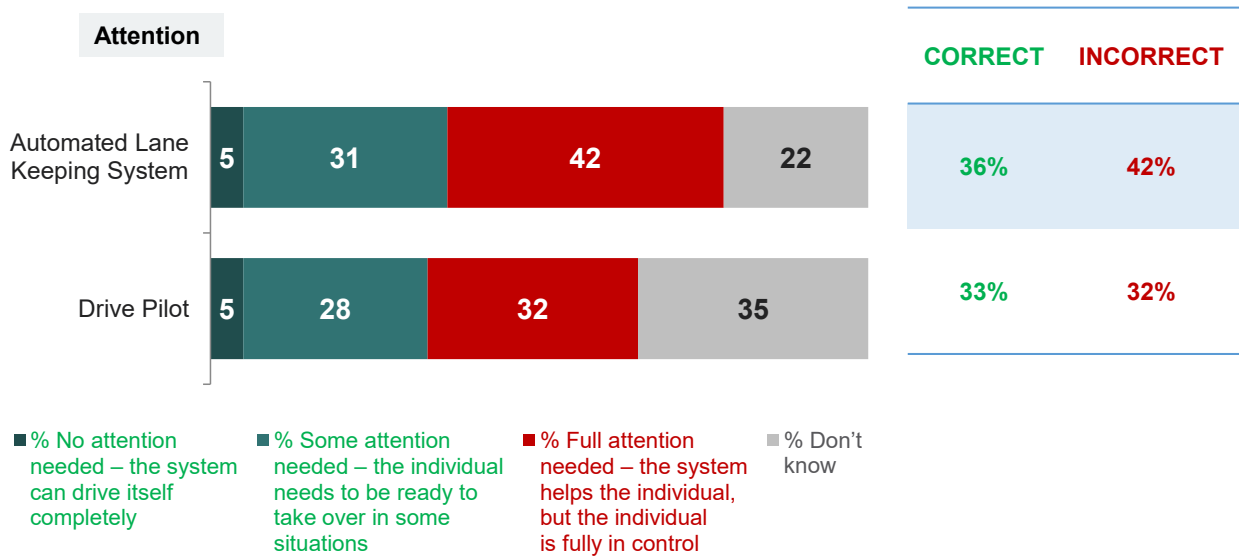
- People with a Degree/Masters/PhD were more likely compared to the average to answer incorrectly for all the listed brand features, including Full Self-Driving (50% vs. 44%), Full Self-Driving (Supervised)(48% vs. 44%), Autopilot (46% vs. 42%), SuperCruise (34% vs. 30%) and BlueCruise (30% vs. 26%).
- On the other hand, people with GCSE/O-Level/CSE/NVQ12 as their highest level of educational attainment were more likely than the average to answer *don't know* for all listed brand features, including for Full Self-Driving (29% vs. 23%), Full Self-Driving (Supervised) (26% vs. 21%), Autopilot (28% vs. 23%), SuperCruise (40% vs. 36%) and BlueCruise (51% vs. 47%).
- People from AB social grades were also more likely than the average to answer incorrectly for all listed brand features, including Full Self-Driving (51% vs. 44%), Full Self-Driving (Supervised)(48% vs. 44%), Autopilot (46% vs. 42%), SuperCruise (34% vs. 30%) and BlueCruise (31% vs. 26%).
- However, people from DE social grades were more likely than the average to answer *don't know* for all listed brand features, including Full Self-Driving (32% vs. 23%), Full Self-Driving (Supervised)(28% vs. 21%), Autopilot (32% vs. 23%), SuperCruise (46% vs. 36%) and BlueCruise (56% vs. 47%).
- London residents were more likely compared to the average to answer incorrectly for all listed brand features, including Full Self-Driving (53% vs. 44%), Full Self-Driving (Supervised) (51% vs. 44%), Autopilot (51% vs. 42%), SuperCruise (44% vs. 30%) and BlueCruise (39% vs. 26%).
- People living in the East of England were more likely than the average to state that they *don't know* the answer for a couple of listed brand features, including Full Self-Driving (30% vs. 23%) and BlueCruise (58% vs. 47%).
- People living in Wales were generally more likely than the average to state that they *don't know* the answer for most of the listed brand features, including Full Self-Driving (32% vs. 23%), Full Self-Driving (Supervised)(32% vs. 21%), SuperCruise (49% vs. 36%) and BlueCruise (61% vs. 47%).

6.4 Capability of activated ADS features and brands

As was the case with the ADAS brand features, larger proportions of people misunderstood or *didn't know* the level of individual attention required for the specific ADS features and brands presented, as shown in **Figure 6.4**.

- Around two-thirds of people answered incorrectly or *didn't know* the level of individual attention required for Drive Pilot (67%) and Automated Lane Keeping System (64%).
- The specific brand feature that had the most *don't know* responses was Drive Pilot, with around one-third (35%) who said they *didn't know* the attention required.

Figure 6.4: Individual attention required for activated ADS features and brands



SQ2c. How much attention do you think is needed when the following types of driving features are turned on?

Base: All adults aged 16-75 in the UK (2186)

Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among sub-groups:

- People who stated that they *knew a great deal* about cars that can drive themselves were almost twice as likely to answer incorrectly about the attention required when Drive Pilot is activated, compared to people who were not aware of these cars (47% vs. 23%).
- People without a UK driving licence were generally more likely than people holding a licence to say they *don't know* the answer for both the listed feature and brand, including for Automated Lane Keeping System (35% vs. 18%) and Drive Pilot (44% vs. 33%).
- However, people holding a UK driving licence were more likely than people without a licence to answer incorrectly for Automated Lane Keeping System (47% vs. 29%) and Drive Pilot (35% vs. 22%).
- Men were more likely than women to answer incorrectly for Drive Pilot (34% vs. 30%).
- On the other hand, women were more likely than men to answer *don't know* to both the listed feature and brand, including Automated Lane Keeping System (29% vs. 14%) and Drive Pilot (42% vs. 29%).

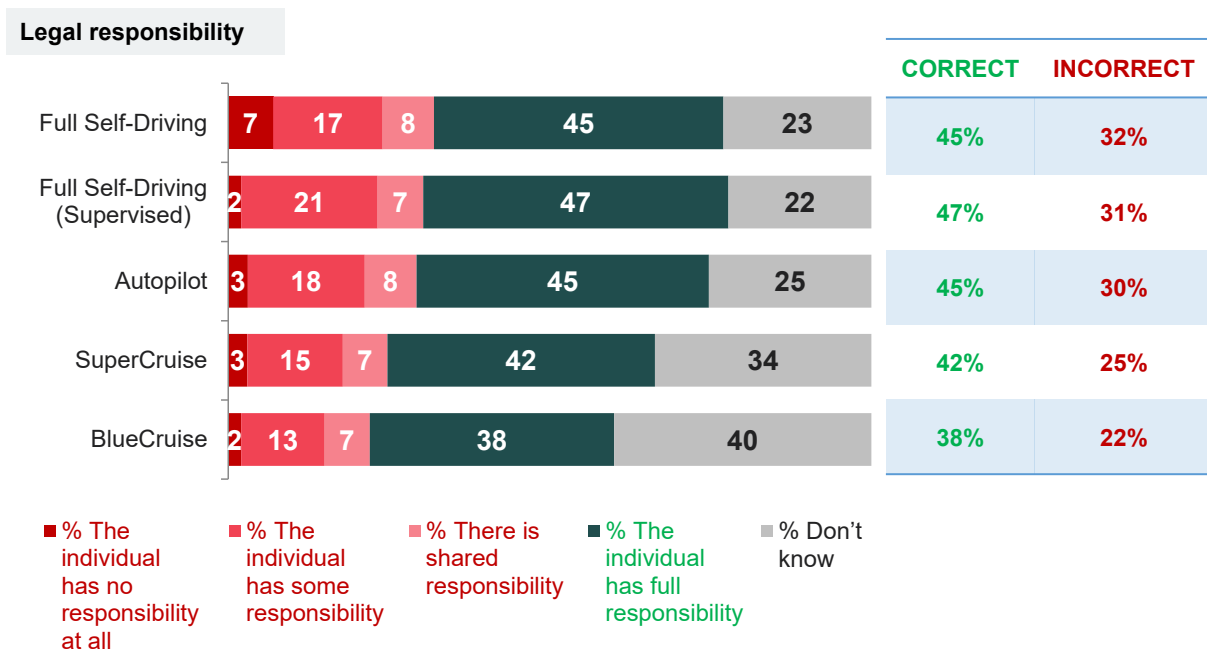
- Older people aged 55-75 were more likely compared to the average to answer *don't know* for both the listed feature and brand, including Automated Lane Keeping System (26% vs. 22%) and Drive Pilot (46% vs. 35%).
- People from a white ethnic background were more likely than people from a minority ethnic background to be incorrect with regard to Automated Lane Keeping System (44% vs. 32%).
- People from white ethnic groups were more likely than people from minority ethnic groups to answer *don't know* for both the listed feature and brand, including Automated Lane Keeping System (23% vs. 16%) and Drive Pilot (38% vs. 21%).
- People with a Degree/Masters/PhD were more likely compared to the average to answer incorrectly for Automated Lane Keeping System (45% vs. 42%).
- However, people with GCSE/O-Level/CSE/NVQ12 as their highest level of educational attainment were more likely than the average to answer *don't know* for both the listed feature and brand, including Automated Lane Keeping System (29% vs. 22%) and Drive Pilot (41% vs. 35%).
- People from DE social grades were more likely than the average to answer *don't know* for both the listed feature and brand, including Automated Lane Keeping System (32% vs. 22%) and Drive Pilot (46% vs. 35%).
- People living in Wales were generally more likely than the average to state that they *don't know* the answer for both the listed feature and brand, including Automated Lane Keeping System (33% vs. 22%) and Drive Pilot (50% vs. 35%).

6.5 Legal responsibility for activated ADAS brand features

Unlike for the terms used to describe types of cars (where more people were correct about the attention required and fewer about their legal responsibility), when people considered ADAS brand features, larger proportions were correct with regard to their legal responsibility than the attention required when these features were engaged, as shown in **Figure 6.5**. However, rates of incorrect and *don't know* responses about legal responsibility remained high.

- Once again, a higher proportion of people answered incorrectly for Full Self-Driving (32%), Full Self-Driving (Supervised)(31%) and Autopilot (30%), compared to SuperCruise (25%) and BlueCruise (22%).
- Again, the brand specific features that prompted the most uncertainty were BlueCruise, where two-fifths (40%) *didn't know* the legal responsibility, followed by around a third who responded *don't know* for SuperCruise (34%) and a quarter of people who said *don't know* for Autopilot (25%).
- Higher proportions of people answered incorrectly or stated *don't know* for BlueCruise (62%) and SuperCruise (58%) compared to Autopilot (55%), Full Self-Driving (55%) and Full Self-Driving (Supervised)(53%).
- Interestingly, more people also answered correctly regarding legal responsibility for Full Self-Driving (45%), Full Self-Driving (Supervised)(47%) and Autopilot (45%) compared to SuperCruise (42%) and BlueCruise (38%).

Figure 6.5: Legal responsibility of the driver when ADAS brand features are activated



SQ2d. How much legal responsibility do you think **the individual in the driver's seat** of a car has when the following driving features are turned on?

Base: All adults aged 16-75 in the UK (2186)

Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among sub-groups:

- People who believed that self-driving cars were available to purchase in the UK today were more likely than people who did not think these cars were available to answer incorrectly about the attention required for most of the listed brand features, including Full Self-Driving (48% vs. 30%), Full Self-Driving (Supervised) (46% vs. 27%), Autopilot (48% vs. 25%). People who believed that self-driving cars were available to purchase in the UK today were also over twice as likely than people who did not think these cars were available to answer incorrectly for SuperCruise (45% vs. 20%) and BlueCruise (40% vs. 16%).
- People who self-reported as having knowledge of cars that can drive themselves were more likely than people who were not aware of such cars to answer incorrectly for all brand features, including Full Self-Driving (39% vs. 23%), Full Self-Driving (Supervised) (36% vs. 23%), Autopilot (35% vs. 22%), SuperCruise (30% vs. 16%) and BlueCruise (26% vs. 18%).
- People without a UK driving licence were more likely than people with a UK driving licence to respond incorrectly about legal responsibility for Full Self-Driving (Supervised) (36% vs. 29%).
- People without a UK driving licence were also more likely than licence holders to respond as *don't know* for all brand features, including for Full Self-Driving (32% vs. 20%), Full Self-Driving (Supervised) (32% vs. 19%), Autopilot (35% vs. 22%), SuperCruise (44% vs. 30%) and BlueCruise (48% vs. 37%).
- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were more likely than people who had not, to answer incorrectly for all brand features, including for Full Self-Driving (38% vs. 24%), Full Self-Driving (Supervised) (34% vs. 25%), Autopilot (36% vs. 24%), SuperCruise (32% vs. 17%) and BlueCruise (28% vs. 14%).
- Men were more likely than women to answer incorrectly for all brand features, including for Full Self-Driving (36% vs. 29%), Full Self-Driving (Supervised) (35% vs. 27%), Autopilot (34% vs. 26%), SuperCruise (30% vs. 19%) and BlueCruise (25% vs. 18%).
- On the other hand, women were more likely than men to answer *don't know* for all listed brand features, including Full Self-Driving (28% vs. 17%), Full Self-Driving (Supervised) (27% vs. 16%), Autopilot (30% vs. 20%), SuperCruise (40% vs. 27%) and BlueCruise (47% vs. 33%).
- Younger people aged 16-34 were more likely to answer incorrectly for all brand features listed compared to the average for Full Self-Driving (48% vs. 32%), Full Self-Driving (Supervised) (47% vs. 31%), Autopilot (45% vs. 30%), SuperCruise (40% vs. 25%) and BlueCruise (35% vs. 22%).
- Older people aged 55-75 were more likely than the average to answer *don't know* for all the listed brand features, including Full Self-Driving (28% vs. 23%), Full Self-Driving (Supervised) (27% vs. 22%), Autopilot (30% vs. 25%), SuperCruise (38% vs. 34%) and BlueCruise (48% vs. 40%).
- People from minority ethnic groups were more likely to answer incorrectly than people from white ethnic groups for all the listed brand features including Full Self-Driving (50% vs. 30%), Full Self-Driving (Supervised) (47% vs. 29%), Autopilot (54% vs. 26%), SuperCruise (46% vs. 21%) and BlueCruise (36% vs. 20%).
- On the other hand, people from white ethnic groups were more likely than people from minority ethnic groups to answer *don't know* for all listed brand features, including Full Self-

Driving (25% vs. 11%), Full Self-Driving (Supervised)(23% vs. 11%), Autopilot (27% vs. 13%), SuperCruise (36% vs. 20%) and BlueCruise (43% vs. 25%).

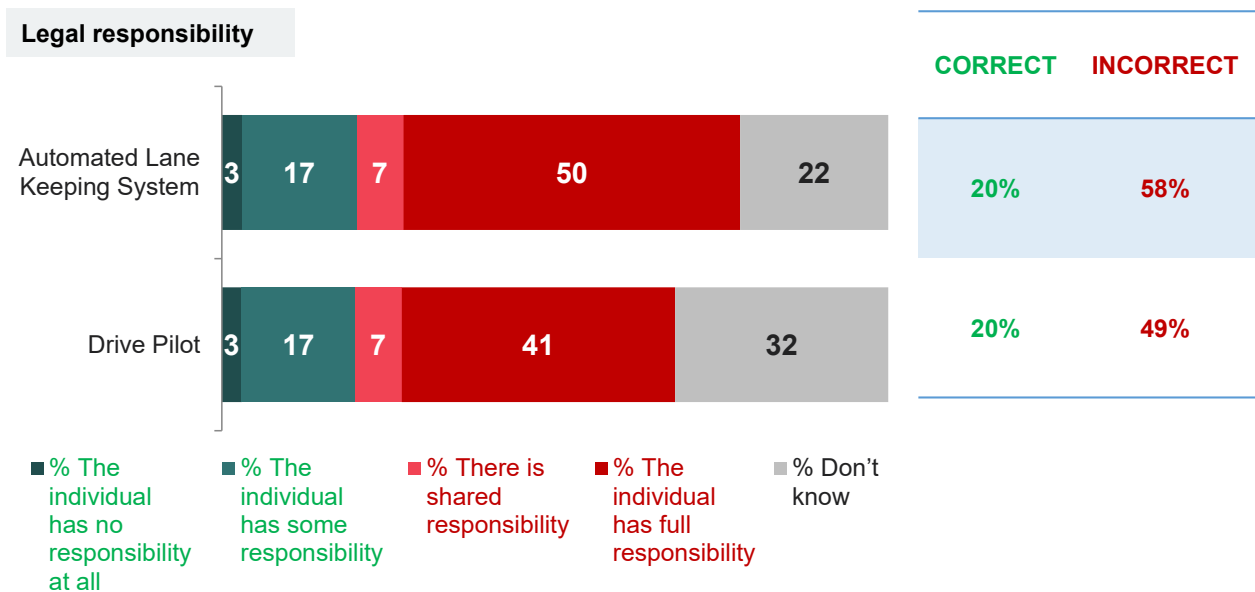
- People with a Degree/Masters/PhD were more likely compared to the average to answer incorrectly for all brand features, including for Full Self-Driving (38% vs. 32%), Full Self-Driving (Supervised)(36% vs. 31%), Autopilot (34% vs. 30%), SuperCruise (29% vs. 25%) and BlueCruise (26% vs. 22%).
- People with GCSE/O-Level/CSE/NVQ12 as their highest educational attainment were more likely than the average to answer *don't know* for all listed brand features, including for Full Self-Driving (29% vs. 23%), Full Self-Driving (Supervised)(28% vs. 22%), Autopilot (32% vs. 25%), SuperCruise (41% vs. 34%) and BlueCruise (47% vs. 40%).
- People from AB social grades were more likely than the average to answer incorrectly for all brand features, including for Full Self-Driving (37% vs. 32%), Full Self-Driving (Supervised) (34% vs. 31%), Autopilot (33% vs. 30%), SuperCruise (29% vs. 25%) and BlueCruise (25% vs. 22%).
- However, people from DE social grades were more likely than the average to answer *don't know* for all the listed brand features, including for Full Self-Driving (32% vs. 23%), Full Self-Driving (Supervised)(31% vs. 22%), Autopilot (35% vs. 25%), SuperCruise (45% vs. 34%) and BlueCruise (50% vs. 40%).
- At a regional level, London residents were more likely compared to the average to answer incorrectly for all the listed brand features, including Full Self-Driving (44% vs. 32%), Full Self-Driving (Supervised)(38% vs. 31%), Autopilot (36% vs. 30%), SuperCruise (34% vs. 25%) and BlueCruise (28% vs. 22%).

6.6 Legal responsibility for activated ADS features and brands

When people considered ADS features and brands, they were more likely to be correct with regard to their legal responsibility than the attention required when activated, as shown in **Figure 6.6**. However, rates of incorrect and *don't know* responses about legal responsibility remained high.

- Eight in ten people answered incorrectly or stated *don't know* for Automated Lane Keeping System and Drive Pilot (both 80%).
- Again, the brand specific feature that prompted the most *don't know* responses was Drive Pilot, for which almost one-third of people (32%) *didn't know* their legal responsibility.

Figure 6.6: Legal responsibility of the driver when ADS features and brands are activated



SQ2d. How much legal responsibility do you think **the individual in the driver's seat** of a car has when the following driving features are turned on?

Base: All adults aged 16-75 in the UK (2186)

Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among sub-groups:

- People who self-reported as having knowledge of cars that can drive themselves were more likely than people who were not aware of such cars to answer incorrectly for both the listed feature and brand, including Automated Lane Keeping System (62% vs. 35%) and Drive Pilot (52% vs. 36%).
- People holding a UK driving licence were more likely than people without a UK driving licence to answer incorrectly for Automated Lane Keeping System (63% vs. 42%) and Drive Pilot (52% vs. 39%).
- People without a UK driving licence were more likely than licence holders to respond as *don't know* for both the listed feature and brand, including Automated Lane Keeping System (35% vs. 18%) and Drive Pilot (42% vs. 29%).

- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were more likely than people who had not to answer incorrectly for Automated Lane Keeping System (66% vs. 61%).
- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were also more likely than the average to answer incorrectly for Drive Pilot (54% vs. 49%).
- Men were more likely than women to answer incorrectly for both the listed feature and brand, including for Automated Lane Keeping System (61% vs. 54%) and Drive Pilot (52% vs. 45%).
- On the other hand, women were more likely than men to answer *don't know* for both the listed feature and brand, including Automated Lane Keeping System (29% vs. 16%) and Drive Pilot (38% vs. 26%).
- Older people aged 55-75 were more likely than the average to answer incorrectly for Automated Lane Keeping System (63% vs. 58%) and Drive Pilot (52% vs. 49%). This group were also more likely than the average to answer *don't know* for both the feature and brand listed, including Automated Lane Keeping System (25% vs. 22%) and Drive Pilot (39% vs. 32%).
- People from white ethnic groups were more likely than people from minority ethnic groups to answer *don't know* for both the listed feature and brand, including Automated Lane Keeping System (24% vs. 12%) and Drive Pilot (34% vs. 19%).
- People with a Degree/Masters/PhD were more likely compared to the average to answer incorrectly for both the feature and brand listed, including Automated Lane Keeping System (62% vs. 58%) and Drive Pilot (52% vs. 49%).
- People with GCSE/O-Level/CSE/NVQ12 as their highest educational attainment were more likely than the average to answer *don't know* for both the feature and brand listed, including for Automated Lane Keeping System (29% vs. 22%) and Drive Pilot (39% vs. 32%).
- People from AB social grades were more likely than the average to answer incorrectly for both the feature and brand listed, including Automated Lane Keeping System (63% vs. 58%) and Drive Pilot (51% vs. 49%).
- However, people from DE social grades were more likely than the average to answer *don't know* for both the listed feature and brand, including Automated Lane Keeping System (32% vs. 22%) and Drive Pilot (41% vs. 32%).
- People living in the East of England were more likely than the average to respond *don't know* for Drive Pilot (40% vs. 32%).

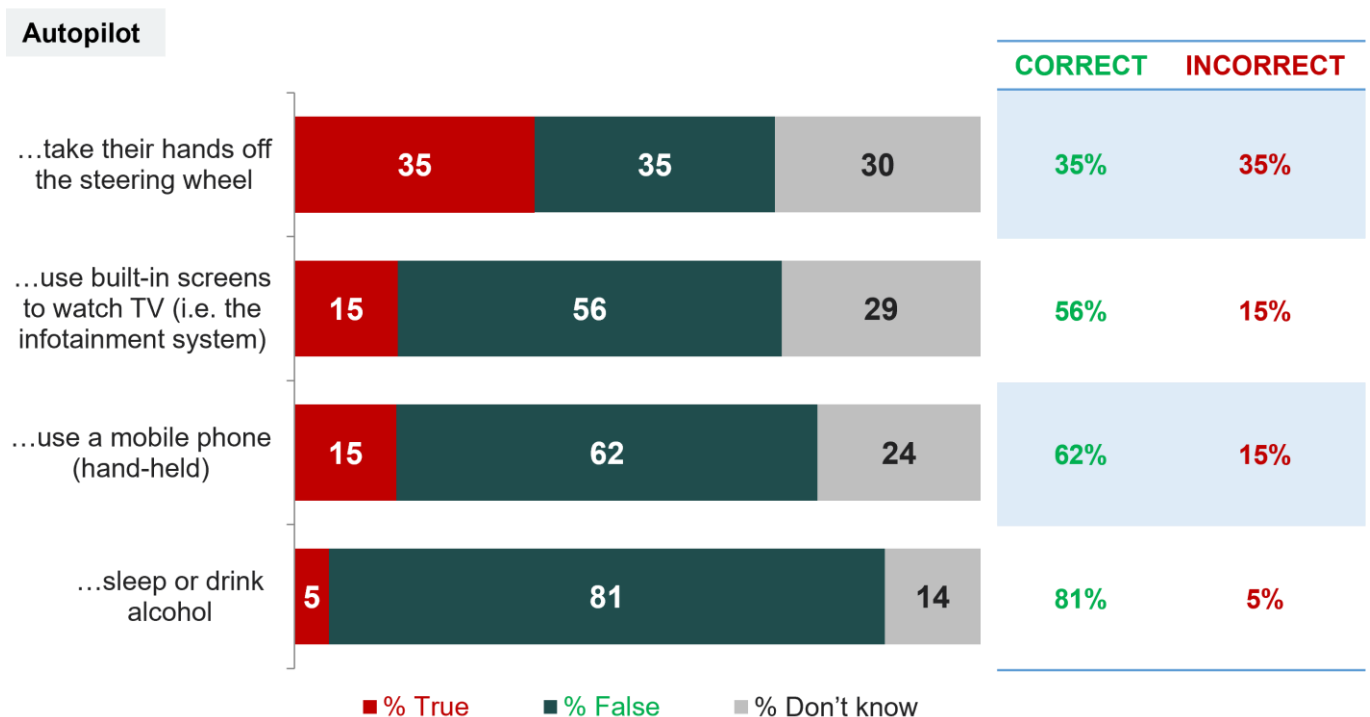
6.7 Capabilities of Autopilot

There was more misunderstanding and *don't know* responses about whether an individual can take their hands off the steering wheel when Autopilot is turned on, compared to using built-in screens to watch TV, sleeping or drinking alcohol or using a hand-held mobile phone, as shown in **Figure 6.7**.

- Nearly two-thirds of people (65%) either incorrectly assumed that that an individual can (35%) or *didn't know* (30%) for taking hands off the steering wheel.
- Around two-fifths of people (44% and 38%) also either answered incorrectly or *didn't know* for using built-in screens (15% and 29%) or using a hand-held mobile phone (15% and 24%).
- However, the vast majority (81%) correctly understood that an individual cannot sleep or drink alcohol when Autopilot is activated.
- There was a higher proportion of *don't know* responses for whether an individual can take their hands off the steering wheel, with 30% of people who said they *didn't know* if this can be done when Autopilot is switched on.

The combined misunderstanding and *don't know* responses regarding taking hands off the steering wheel for Autopilot was the highest compared to Full Self-Driving, Full Self-Driving (Supervised) and Co-pilot (see sections 6.8-6.10). However, Autopilot had the lowest rate of combined misunderstanding and *don't know* responses for sleeping or drinking alcohol, compared to all these brand features.

Figure 6.7: Driver activities allowed when Autopilot is turned on



SQ2e1. When Autopilot is turned on, the individual in the driver's seat is allowed to...

Base: All adults aged 16-75 in the UK (2186)

Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among sub-groups:

- People who believed that self-driving cars were available to purchase in the UK today were more likely than people who did not think these cars were available to incorrectly state that you can take your hands off the steering wheel (49% vs. 33%). People who believed that self-driving cars were available to purchase in the UK today were also around two to four times more likely than people who did not think these cars were available to incorrectly state that you can use built-in screens to watch TV (29% vs. 11%), use a hand-held mobile phone (28% vs. 12%) or sleep or drink alcohol (11% vs. 3%).
- People who self-reported having a *great deal* of knowledge and awareness about cars that can drive themselves were between three and eight times more likely than people who said they were not aware of these cars to be incorrect for all the listed activities. For example, that an individual can take their hands off the steering wheel (55% vs. 18%), use built-in screens to watch TV (47% vs. 6%), use a hand-held mobile phone (40% vs. 7%) or sleep or drink alcohol (17% vs. 2%).
- People who held a UK driving licence were slightly more likely than the average to incorrectly state that you can take your hands off the steering wheel (36% vs. 35%).
- People who do not have a UK driving licence were more likely to state that they *don't know* the answer than people with a current UK driving licence for all the listed activities including taking hands off the steering wheel (38% vs. 28%), using built-in screens (36% vs. 27%), using a hand-held mobile phone (30% vs. 22%) or sleeping or drinking alcohol (19% vs. 13%).
- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were far more likely than people who had not to incorrectly think that an individual can take their hands off the steering wheel (43% vs. 29%), use built-in screens to watch TV (22% vs. 7%), use a hand-held mobile phone (21% vs. 6%) or sleep or drink alcohol (9% vs. 1%) when Autopilot is turned on.
- Younger people, aged 16-24, were more likely than the average to incorrectly assume for all the listed activities that you can take your hands off the steering wheel (43% vs. 35%), use built-in screens (25% vs. 15%), use a hand-held mobile phone (25% vs. 15%) or sleep or drink alcohol (8% vs. 5%) when Autopilot is turned on.
- On the other hand, older people aged 55-75 were more likely than the average to answer *don't know* for most listed activities including for taking your hands off the steering wheel (38% vs. 30%), using built-in screens to watch TV (34% vs. 29%) or using a hand-held mobile phone (28% vs. 24%) when Autopilot is switched on.
- Men were more likely than women to incorrectly state that you can do all the listed activities, specifically that an individual can take their hands off the steering wheel (38% vs. 31%), use built-in screens (19% vs. 11%), or use a hand-held mobile phone (17% vs. 12%) or sleep or drink alcohol (6% vs. 3%) when Autopilot is turned on.
- Women were more likely than men to not know what you can or cannot do when Autopilot is turned on for all the listed activities including, taking their hands off the steering wheel (33%

vs. 27%), use of built-in screens (32% vs. 26%), using a hand-held mobile phone (26% vs. 21%) or sleeping or drinking alcohol (16% vs. 12%) when Autopilot is turned on.

- People from minority ethnic backgrounds were more likely than people from white ethnic backgrounds to incorrectly believe for all the listed activities that an individual can take their hands off the steering wheel (45% vs. 33%), use built-in screens (32% vs. 12%), use a hand-held mobile phone (31% vs. 12%) or sleep or drink alcohol (12% vs. 4%) when Autopilot is turned on.
- People with higher educational attainment who obtained a Degree/Masters/PhD were more likely than the average to incorrectly believe for all the listed activities that an individual can take their hands off the steering wheel (39% vs. 35%), use built-in screens (21% vs. 15%), use a hand-held mobile phone (20% vs. 15%) or sleep or drink alcohol (7% vs. 5%) when Autopilot is turned on.
- On the other hand, people with lower education attainment who obtained GCSE/O-Level/CSE/NVQ12 were more likely than the average to answer *don't know* for taking your hands off the steering wheel (34% vs. 30%) for when Autopilot is switched on.
- People from an AB social grade were more likely to incorrectly believe that you can take your hands off the steering wheel (40% vs. 35%), use built-in screens to watch TV (22% vs. 15%), use a hand-held mobile phone (22% vs. 15%) or sleep or drink alcohol (7% vs. 5%) when Autopilot is turned on.
- However, people from a DE social grade were more likely than the average to answer *don't know* for all the listed activities, including for whether an individual can take their hands off the steering wheel (42% vs. 30%), use built-in screens to watch TV (39% vs. 29%), use a hand-held mobile phone (33% vs. 24%) or sleep or drink alcohol (21% vs. 14%) for when Autopilot is turned on.
- London residents were almost twice as likely than the average to believe that you can use built-in screens (28% vs. 15%), use a hand-held mobile (27% vs. 15%) or sleep or drink alcohol (9% vs. 5%) when Autopilot is turned on.
- People living in the South-West of England were more likely than the average to state that they *didn't know* whether it was possible use a hand-held mobile (30% vs. 24%) or sleep or drink alcohol (21% vs. 14%).

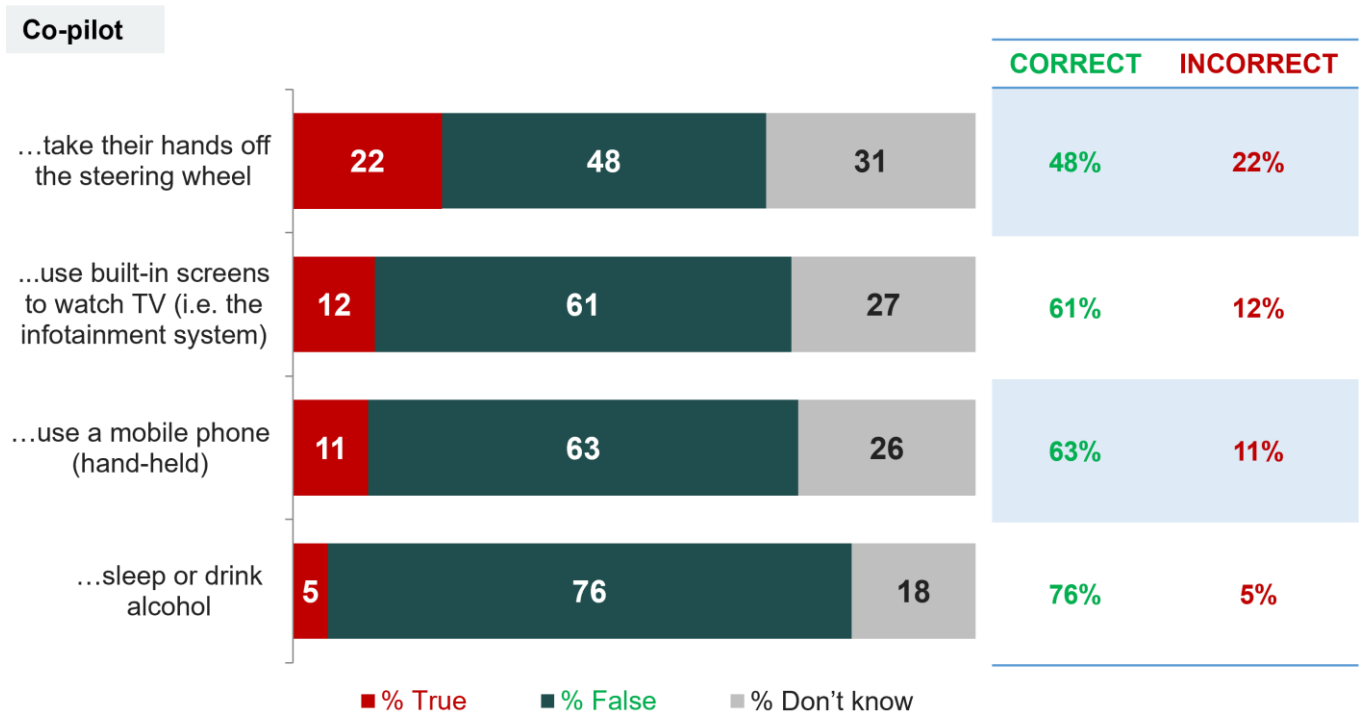
6.8 Capabilities of Co-pilot

There was also more misunderstanding and *don't know* responses for if an individual can take their hands off the steering wheel when Co-pilot is turned on, compared to using built-in screens to watch TV, sleeping or drinking alcohol, or using a hand-held mobile phone, as shown in **Figure 6.8**.

- Around half of people (52%) either incorrectly stated that an individual can take their hands off the steering wheel when Co-pilot is activated (22%) or *didn't know* (31%).
- Almost two-fifths of people (39% and 37%) either answered incorrectly or *didn't know* about whether an individual can use built-in screens to watch TV (12% and 27%) or a hand-held mobile phone (11% and 26%).
- However, three-quarters of people (76%), correctly believed that an individual cannot sleep or drink alcohol when Co-pilot is turned on.
- There was also a higher proportion of *don't know* responses for whether an individual can take their hands off the steering wheel, with 31% of people who said they *didn't know* if this can be done when Co-pilot is switched on.

Co-pilot had the joint lowest combined misunderstanding and *don't know* responses for taking hands off the steering wheel and using built-in screens to watch TV, alongside Full Self-Driving (Supervised)(see section 6.10). This was lower compared to Autopilot and Full Self-Driving (see sections 6.7 and 6.9). This brand feature also had the least combined incorrect and *don't know* responses for using a hand-held mobile phone, which was less than Full Self-Driving (see section 6.9) and slightly lower than for Autopilot and Full Self-Driving (Supervised)(see sections 6.7 and 6.10). However, there was more combined misunderstanding and *don't know* responses around sleeping or drinking alcohol, compared to Autopilot (see section 6.7), but these remained slightly lower than for Full Self-Driving and Full Self-Driving (Supervised)(see sections 6.9 and 6.10).

Figure 6.8: Driver activities allowed when Co-pilot is turned on



SQ2e2. When Co-pilot is turned on, the individual in the driver's seat is can...
 Base: All adults aged 16-75 in the UK (2186)
 Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among sub-groups:

- People who believed that self-driving cars were available to purchase in the UK today were around two to five times more likely than people who did not think these cars were available to incorrectly state you can do all the listed activities. For example, take your hands off the steering wheel (37% vs. 18%), use built-in screens to watch TV (25% vs. 8%), use a hand-held mobile phone (25% vs. 8%) or sleep or drink alcohol (14% vs. 3%).
- People who said they *knew a great deal* about cars that can drive themselves were between four and eleven times more likely than people who were not aware of these cars to incorrectly believe for all the listed activities that an individual can take their hands off the steering wheel (51% vs. 13%), use built-in screens to watch TV (41% vs. 4%), use a hand-held mobile phone (42% vs. 4%) or sleep or drink alcohol (22% vs. 2%).
- People who did not have a UK driving licence were more likely to state that they *don't know* the answer than people with a current UK driving licence for all the listed activities: taking hands off the steering wheel (38% vs. 28%), using built-in screens (35% vs. 25%), using a hand-held mobile phone (34% vs. 23%) or sleeping or drinking alcohol (27% vs. 16%).
- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were between two and five times more likely than people who had not to incorrectly think that an individual can take their hands off the steering wheel (28% vs. 16%), use built-in screens to watch TV (19% vs. 5%), use a hand-held mobile phone (18% vs. 5%) or sleep or drink alcohol (9% vs. 2%).

- Men were more likely than women to incorrectly state that you can do all the listed activities, specifically that an individual can take their hands off the steering wheel (25% vs. 18%), use built-in screens (16% vs. 8%), use a hand-held mobile phone (15% vs. 8%) or sleep or drink alcohol (7% vs. 4%) when Co-pilot is turned on.
- Women were more likely than men to state *don't know* about what you can or cannot do when Co-pilot is turned on with regards to all the listed activities including, taking their hands off the steering wheel (34% vs. 27%), use of built-in screens (31% vs. 23%), use of a hand-held mobile phone (29% vs. 22%) or sleeping or drinking alcohol (21% vs. 16%).
- People aged 16-34 were more likely than the average to incorrectly believe for all the listed activities that an individual can take their hands off the steering wheel (28% vs. 22%), use built-in screens to watch TV (20% vs. 12%), use a hand-held mobile phone (18% vs. 11%) or sleep or drink alcohol (10% vs. 5%) when Co-pilot is turned on.
- However, older people aged 55-75 were more likely than the average to answer *don't know* for taking your hands off the steering wheel (35% vs. 31%), using built-in screens to watch TV (31% vs. 27%) or using a hand-held mobile phone (29% vs. 26%) when Co-pilot is turned on.
- People from minority ethnic backgrounds were more likely than people from white ethnic backgrounds to incorrectly believe for all the listed activities that an individual can take their hands off the steering wheel (34% vs. 20%), use built-in screens (26% vs. 10%), use a hand-held mobile phone (27% vs. 9%) or sleep or drink alcohol (11% vs. 4%) when Co-pilot is turned on.
- People holding a Degree/Masters/PhD were more likely than the average to incorrectly assume for all the listed activities that an individual can take their hands off the steering wheel (24% vs. 22%), use built-in screens to watch TV (17% vs. 12%), use a hand-held mobile phone (15% vs. 11%) or sleep or drink alcohol (7% vs. 5%).
- People from an AB social grade were more likely to incorrectly believe that you can take your hands off the steering wheel (26% vs. 22%), use built-in screens to watch TV (17% vs. 12%), use a hand-held mobile phone (17% vs. 11%) or sleep or drink alcohol (7% vs. 5%) when Co-pilot is turned on.
- However, people from a DE social grade were more likely than the average to answer *don't know* about whether an individual can take their hands off the steering wheel (39% vs. 31%), use built-in screens to watch TV (36% vs. 27%), use a hand-held mobile phone (35% vs. 26%) or sleep or drink alcohol (26% vs. 18%).
- London residents were more likely than the average to incorrectly believe that you can do all the listed activities when Co-pilot is turned on. Specifically, take hands off the steering wheel (30% vs. 22%), use built-in screens (22% vs. 12%), use a hand-held mobile phone (20% vs. 11%) or sleep or drink alcohol (8% vs. 5%).
- People living in the South-East were more likely than the average to incorrectly believe that you can use a hand-held mobile phone (16% vs. 11%). Whereas people living in the South-West were more likely than the average to state that they *didn't know* (33% vs. 26%).

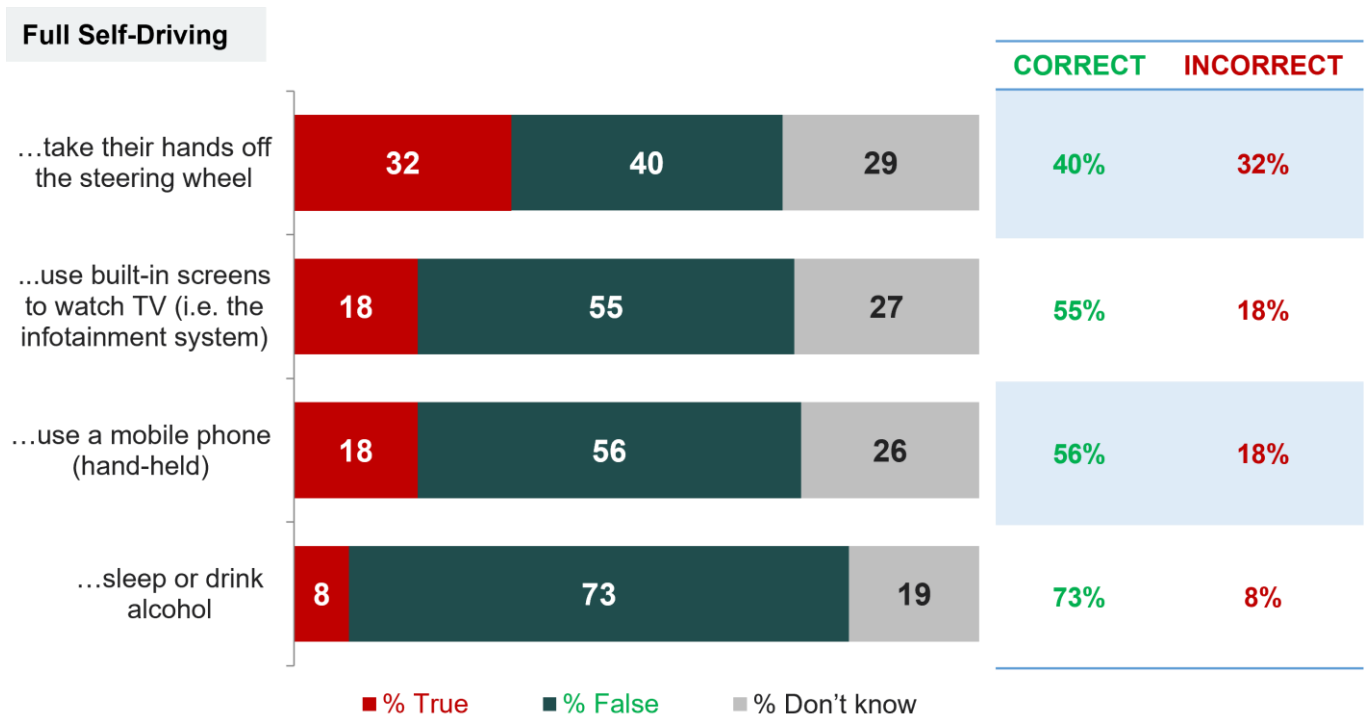
6.9 Capabilities of Full Self-Driving

A larger proportion of people misunderstood or *didn't know* whether an individual can take their hands off the steering wheel when Full Self-Driving is turned on compared to using built-in screens to watch TV, using a hand-held mobile phone or sleeping or drinking alcohol, as shown in **Figure 6.9**.

- Three-fifths of people (60%) either incorrectly believed that an individual can take their hands off the steering wheel when Full Self-Driving is switched on (32%) or *didn't know* (29%).
- Almost half of people (45% and 44%) either answered incorrectly or *didn't know* for using built-in screens to watch TV (18% and 27%) or using a phone (18% and 26%).
- However, most people (73%) correctly believed that an individual cannot sleep or drink alcohol.
- Again, there was a higher proportion of *don't know* responses for whether an individual can take their hands off the steering wheel, with 29% of people who said they *didn't know* if this can be done when Full Self-Driving is switched on.

The levels of combined misunderstanding and *don't know* responses for using built-in screens to watch TV, using a hand-held mobile phone or sleeping or drinking alcohol in relation to when Full Self-Driving is turned on were highest compared to Autopilot, Co-pilot and Full Self-Driving (Supervised)(see sections 6.7, 6.8 and 6.10). Only Autopilot (see section 6.7) had more combined misunderstanding and *don't know* responses than Full Self-Driving in relation to taking hands off the steering wheel.

Figure 6.9: Driver activities allowed when Full Self-Driving is turned on



SQ2e3. When **Full Self-Driving** is turned on, the individual in the driver's seat can...
 Base: All adults aged 16-75 in the UK (2186)
 Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among sub-groups:

- People who believed that self-driving cars were available to purchase in the UK today were more likely than people who did not think these cars were available to incorrectly state you can take your hands off the steering wheel (41% vs. 31%). People who believed that self-driving cars were available to purchase in the UK today were also around two to three times more likely than people who did not think these cars were available to incorrectly state that you can use built-in screens to watch TV (30% vs. 16%), use a hand-held mobile phone (31% vs. 15%) or sleep or drink alcohol (16% vs. 6%).
- People who said they *knew a great deal* about cars that can drive themselves were between three and seven times more likely than people who said they were not aware of these cars to be incorrect for all the listed activities including, an individual taking their hands off the steering wheel (47% vs. 14%), using built-in screens to watch TV (43% vs. 6%), using a hand-held mobile phone (37% vs. 7%) or sleeping or drinking alcohol (21% vs. 5%).
- People without a UK driving licence were more likely to answer *don't know* concerning all the listed activities compared to people with a UK driving licence. Specifically, that an individual can take their hands off the steering wheel (37% vs. 26%), use built-in screens (33% vs. 25%), use a hand-held mobile phone (32% vs. 24%) or sleep or drink alcohol (25% vs. 17%) when Full Self-Driving is turned on.
- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were broadly two to three times more likely as people who had not to incorrectly think that an individual can take their hands off the steering wheel (39% vs. 28%), use built-in screens to watch TV (25% vs. 11%), use a hand-held mobile phone (25% vs. 11%) or sleep or drink alcohol (12% vs. 4%).
- Men were more likely than women to incorrectly state that an individual can do all the listed activities, specifically that an individual can take their hands off the steering wheel (35% vs. 29%), use built-in screens (22% vs. 15%), use a hand-held mobile phone (21% vs. 15%) or sleep or drink alcohol (11% vs. 5%) when Full Self-Driving is turned on.
- Women were more likely than men to not know what you can or cannot do when Full Self-Driving is turned on, including for taking their hands off the steering wheel (31% vs. 26%), use of a hand-held mobile phone (29% vs. 22%) or use of built-in screens (30% vs. 23%).
- Younger people aged 16-24 were more likely than the average to believe that you can take your hands off the steering wheel (42% vs. 32%).
- People aged 16-34 were more likely than the average to incorrectly assume you can use built-in screens to watch TV (28% vs. 18%) or sleep or drink alcohol (15% vs. 8%).
- People aged 16-44 were more likely than the average to say that you can use a hand-held mobile phone (26% vs. 18%).
- On the other hand, older people aged 55-75 were more likely than the average to answer *don't know* for taking your hands off the steering wheel (34% vs. 29%), using built-in screens to watch TV (30% vs. 27%) or using a hand-held mobile phone (30% vs. 26%) when Full Self-Driving is turned on.

- People from minority ethnic backgrounds were more likely than people from white ethnic backgrounds to incorrectly believe for all the listed activities that an individual can take their hands off the steering wheel (43% vs. 30%), use built-in screens (35% vs. 16%), use a hand-held mobile phone (40% vs. 15%) or sleep or drink alcohol (16% vs. 7%) when Full Self-Driving is turned on.
- People who had a Degree/Masters/PhD were more likely than the average to incorrectly say for all the listed activities that an individual can take their hands off the steering wheel (38% vs. 32%), use built-in screens to watch TV (25% vs. 18%), use a hand-held mobile phone (24% vs. 18%) or sleep or drink alcohol (10% vs. 8%).
- However, people with GCSE/O-Level/CSE/NVQ12 as their highest educational qualification were more likely than the average to answer *don't know* for taking your hands off the steering wheel (33% vs. 29%), using built-in screens to watch TV (31% vs. 27%) or using a hand-held mobile phone (30% vs. 26%) for when Full Self-Driving is turned on.
- People from an AB social grade were more likely than the average to state that an individual can do all the listed activities including taking their hands off the steering wheel when Full Self-Driving is activated (37% vs. 32%), using built-in screens (24% vs. 18%), using a hand-held mobile phone (25% vs. 18%) or sleeping or drinking alcohol (10% vs. 8%).
- However, people from a DE social grade were more likely than the average to answer *don't know* for all the listed activities, including for whether an individual can take their hands off the steering wheel (38% vs. 29%), use built-in screens to watch TV (39% vs. 27%), use a hand-held mobile phone (37% vs. 26%) or sleep or drink alcohol (27% vs. 19%) for when Full Self-Driving is switched on.
- Once again, London residents were more likely than the average to incorrectly believe that you can do several of the listed activities when Full Self-Driving is switched on. Specifically, use built-in screens to watch TV (30% vs. 18%), use a hand-held mobile phone (30% vs. 18%) or sleep or drink alcohol (13% vs. 8%).
- People living in the North-West were more likely than the average to state that they *don't know* whether you can take your hands off the steering wheel when Full Self-Driving is switched on (36% vs. 29%).

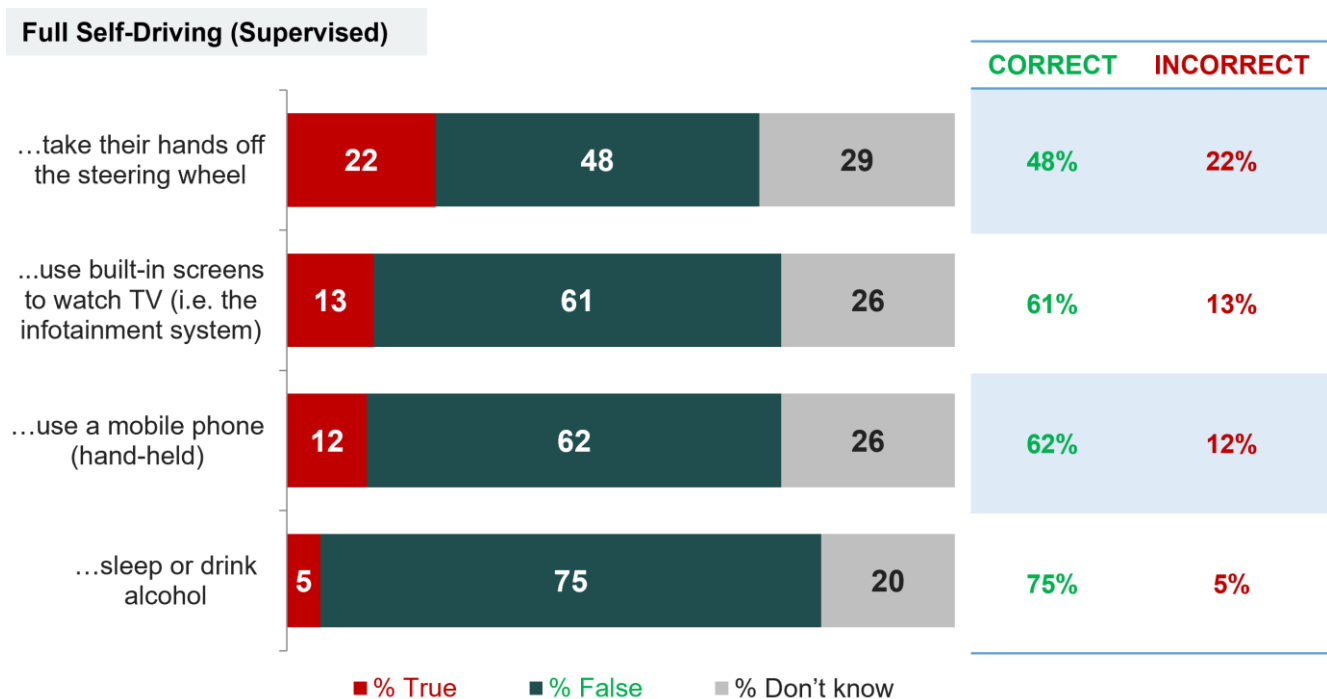
6.10 Capabilities of Full Self-Driving (Supervised)

Again, there was more misunderstanding and *don't know* responses regarding whether an individual can take their hands off the steering wheel when Full Self-Driving (Supervised) is turned on, compared to the other listed activities, as shown in **Figure 6.10**.

- Over half of people (52%) either incorrectly thought an individual can take their hands off the steering wheel when Full Self-Driving (Supervised) is switched on (22%) or *didn't know* (29%).
- Around two-fifths of people (39% and 38%) also either answered incorrectly or *don't know* for using built-in screens (13% and 26%) or using a hand-held mobile phone (12% and 26%).
- Most people were correct in stating that an individual cannot sleep or drink alcohol (75%).
- Once again, there were most *don't know* responses about whether an individual can take their hands off the steering wheel, with 29% of people who said they *didn't know* if this can be done when Full Self-Driving (Supervised) is switched on.

Full Self-Driving (Supervised) had the joint lowest proportion of combined misunderstanding and *don't know* responses for taking hands off the steering wheel and using built-in screens to watch TV alongside Co-pilot (see section 6.8), which was lower compared to Autopilot and Full Self-Driving (see sections 6.7 and 6.9). This feature also had equal proportions of combined misunderstanding and *don't know* responses for using a hand-held mobile phone compared to Autopilot (see section 6.7), but these proportions were lower than those for Full-Self Driving (see section 6.9) and were slightly higher than for Co-Pilot (see section 6.8). Only Full Self-Driving (see section 6.9) had greater combined misunderstanding and *don't know* responses around sleeping or drinking alcohol than Full Self-Driving (Supervised).

Figure 6.10: Driver activities allowed when Full Self-Driving (Supervised) is turned on



SQ2e4. When **Full Self-Driving (Supervised)** is turned on, the individual in the driver's seat can...
 Base: All adults aged 16-75 in the UK (2186)
 Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among sub-groups:

- People who believed that self-driving cars were available to purchase in the UK today were more likely than people who did not think these cars were available to incorrectly state you can take your hands off the steering wheel (34% vs. 20%). People who believed that self-driving cars were available to purchase in the UK today were also around three times more likely than people who did not think these cars were available to incorrectly state that you can use built-in screens to watch TV (24% vs. 9%), use a hand-held mobile phone (24% vs. 9%) or sleep or drink alcohol (11% vs. 4%).
- People who said they *knew a great deal* about cars that can drive themselves were between four and twelve times more likely than people not aware of these cars to incorrectly believe for all the listed activities that an individual can take their hands off the steering wheel (30% vs. 7%), use built-in screens to watch TV (37% vs. 3%), use a hand-held mobile phone (30% vs. 4%) or sleep or drink alcohol (20% vs. 3%).
- UK driving licence holders were more likely to answer incorrectly than people who did not have a UK driving licence for taking hands off the steering wheel (24% vs. 18%).
- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were between around two and nine times more likely than people who had not to incorrectly think that an individual can take their hands off the steering wheel (29% vs. 18%), use built-in screens to watch TV (19% vs. 5%), use a hand-held mobile phone (18% vs. 4%) or sleep or drink alcohol (9% vs. 1%).
- Men were more likely than women to incorrectly state that you can do all the listed activities, specifically that an individual can take their hands off the steering wheel (25% vs. 20%), use built-in screens (16% vs. 10%), use a hand-held mobile phone (14% vs. 10%) or sleep or drink alcohol (7% vs. 3%) when Full Self-Driving (Supervised) is turned on.
- Women were more likely than men to not know what you can or cannot do when Full Self-Driving (Supervised) is turned on for all the listed activities including, taking their hands off the steering wheel (33% vs. 26%), use of built-in screens (29% vs. 23%), use of a hand-held mobile phone (29% vs. 22%) or sleeping or drinking alcohol (22% vs. 17%).
- Younger people aged 16-34 were more likely than the average to incorrectly believe for all the listed activities that an individual can take their hands off the steering wheel (29% vs. 22%), use built-in screens to watch TV (22% vs. 13%), use a hand-held mobile phone (21% vs. 12%) or sleep or drink alcohol (10% vs. 5%).
- However, older people aged 55-75 were more likely than the average to answer *don't know* for taking your hands off the steering wheel (34% vs. 29%), using built-in screens to watch TV (30% vs. 26%) or using a hand-held mobile phone (30% vs. 26%) when Full Self-Driving (Supervised) is turned on.
- People from minority ethnic backgrounds were more likely than people from white ethnic backgrounds to incorrectly believe for all the listed activities that an individual can take their hands off the steering wheel (35% vs. 21%), use built-in screens (27% vs. 10%), use a hand-

held mobile phone (30% vs. 9%) or sleep or drink alcohol (12% vs. 4%) when Full Self-Driving (Supervised) is turned on.

- People who had a Degree/Masters/PhD were more likely than the average to incorrectly say for all the listed activities that an individual can take their hands off the steering wheel (27% vs. 22%), use built-in screens to watch TV (16% vs. 13%), use a hand-held mobile phone (16% vs. 12%) or sleep or drink alcohol (7% vs. 5%) when Full Self-Driving (Supervised) is turned on.
- Conversely, people with GCSE/O-Level/CSE/NVQ12 as their highest educational qualification were more likely than the average to answer *don't know* for taking your hands off the steering wheel (35% vs. 29%), using a hand-held mobile phone (31% vs. 26%) or sleeping or drinking alcohol (23% vs. 20%) for when Full Self-Driving (Supervised) is activated.
- People from an AB social grade background were more likely than the average to incorrectly state that an individual can do all the listed activities including taking their hands off the steering wheel when Full Self-Driving (Supervised) is activated (26% vs. 22%), using built-in screens (17% vs. 13%), using a hand-held mobile phone (17% vs. 12%) or sleeping or drinking alcohol (8% vs. 5%).
- On the other hand, people from a DE social grade were more likely than the average to answer *don't know* for all the listed activities including for whether an individual can take their hands off the steering wheel (39% vs. 29%), use built-in screens to watch TV (35% vs. 26%), use a hand-held mobile phone (34% vs. 26%) or sleep or drink alcohol (26% vs. 20%) for when Full Self-Driving (Supervised) is turned on.
- London residents were more likely to incorrectly believe that an individual can use built-in screens to watch TV (23% vs. 13%), use a hand-held mobile phone (21% vs. 12%) or sleep or drink alcohol (11% vs. 5%).

6.11 Implications

Implications

People with a UK driving licence and people who had driven with at least one of the listed driver assistance features (see section 4.5) were typically more likely to misunderstand the attention required and one's legal responsibility for terms used to describe different car types (see sections 6.1 and 6.2). This suggests the need for educational interventions targeted at people with a licence.

There were some ADS/ADAS features and brands which the public misunderstood more than others, specifically in relation to Full Self-Driving, Full Self-Driving (Supervised), and Autopilot compared to SuperCruise and BlueCruise (see sections 6.3 and 6.5) and Automated Lane Keeping System compared to Drive Pilot (see sections 6.4 and 6.6). Whether these particular terms were too ambiguous or misleading remains unclear, but either way misinterpretation is unsafe. There is subsequently a need for more education to be delivered about these features and brands to better inform the public's understanding of their capabilities and the driver's legal responsibility.

There was little difference between people's responses to the attention required and their perceived legal responsibility when Full Self-Driving and Full Self-Driving (Supervised) is

switched on (see sections 6.3 and 6.5). This indicates that adding the “(Supervised)” element after Full Self-Driving does not necessarily provide additional clarity. This could be factored into considerations over whether to make both these terms protected.

However, while there was also little difference between the proportions of people who were unsure (answered *don't know*) about the driver activities permitted when either Full Self-Driving or Full-Self Driving (Supervised) is switched on, there were higher proportions of incorrect responses for Full-Self Driving compared to Full-Self Driving (Supervised) (see sections 6.9 and 6.10). This implies that the addition of the “(Supervised)” element may somewhat mitigate against misunderstandings of what drivers can do when these features are turned on.

Across the ADAS technologies presented, there was usually most combined misunderstanding and *don't know* responses about the driver activities allowed when Full Self-Driving is turned on compared to Autopilot, Co-pilot and Full-Self Driving (Supervised) (see sections 6.7-6.10). This suggests that further consideration could also be given towards making Full Self-Driving a protected term.

Notably, more people believed that they can take their hands off the steering wheel, use built-in screens to watch TV or use a hand-held mobile phone when Autopilot or Full Self-Driving is switched on compared to Co-Pilot and Full Self-Driving (Supervised), and a large proportion *didn't know* whether these actions were possible across all ADAS technologies presented (see sections 6.7-6.10). This misunderstanding implies that further consideration ought to be made toward also making Autopilot a protected term, particularly as this term has been used to market an ADAS feature.

People who self-reported having a *great deal* of knowledge about cars that can drive themselves, people who believed that self-driving cars were available to purchase in the UK today, men, young people, people who were more affluent or from a higher educational background, London residents and people who had driven with at least one of the listed driver assistance features (see section 4.5) were more likely to misunderstand what the individual in the driver's seat can and cannot do when ADAS brand features are switched on (see sections 6.7-6.10). These audiences should be targeted for educational interventions.

7 Understanding of Generic ADAS Features and Specific ADAS Brands

Summary

Across the hypothetical scenarios presented, higher proportions of people were incorrect about the level of individual attention required when using Cruise Control and Adaptive Cruise Control features compared to where legal responsibility lay for a minor collision when BlueCruise or Autopilot were switched on (see sections 7.1-7.4).

Equal proportions of people incorrectly assessed the attention required for Cruise Control and Adaptive Cruise Control. However, more people answered *don't know* for Adaptive Cruise Control, suggesting the addition of the "Adaptive" terminology may contribute to uncertainty (see sections 7.1 and 7.3).

Similar proportions of people were incorrect when considering who held primary responsibility for a minor collision when BlueCruise or Autopilot was activated, but the proportion of people who stated *don't know* was higher for Blue Cruise (see sections 7.2 and 7.4).

There were higher proportions of *don't know* responses for both BlueCruise and Autopilot compared to Cruise Control and Adaptive Cruise Control (see sections 7.1-7.4).

People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) and London residents were consistently more likely than people who had not to answer incorrectly across all hypothetical scenarios presented.

This chapter investigates people's understanding of the attention required and legal responsibility of the person in the driver's seat when using cars with generic and brand specific ADAS features activated. These features include:

- Cruise Control (see section 7.1)
- BlueCruise (see section 7.2)
- Adaptive Cruise Control (see section 7.3)
- Autopilot (see section 7.4)

A range of hypothetical scenarios were presented to respondents in the survey who were asked to consider how much attention was needed by the driver or who they believed was primarily responsible in each instance. The proportion of correct answers are shown in green next to each table throughout this chapter and incorrect answers are shown in red.

7.1 Scenario 1: Attention required for Cruise Control

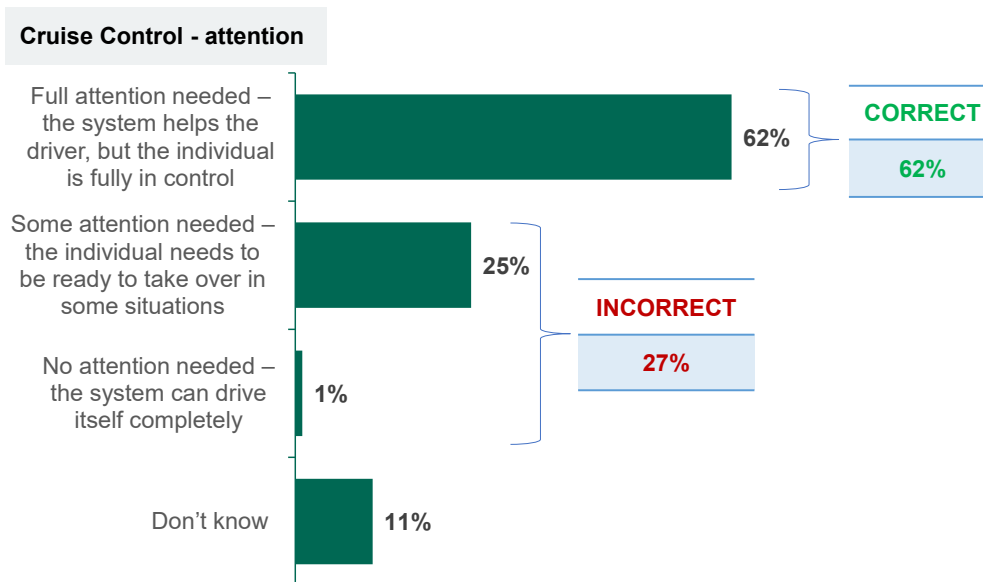
Scenario 1

Please imagine it is a clear, dry day on a motorway. Traffic is moderate, and the car’s **Cruise Control** has been turned on. This system maintains a set speed.

While the majority of people correctly understood the attention required in this scenario, a notable proportion still either misunderstood or *didn’t know*, as shown in **Figure 7.1**.

- Three-fifths of people (62%) answered correctly when considering the attention required.
- Around two-fifths of people (38%) either answered incorrectly as to the level of attention required when Cruise Control was switched on (27%) or they *didn’t know* (11%).

Figure 7.1: Attention required when Cruise Control was activated



SQ2f. How much attention is needed from the only individual in the car?

Base: All adults aged 16-75 in the UK (2186)

Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among sub-groups:

- People who believed that self-driving cars were available to purchase in the UK today were almost twice as likely than people who did not think these cars were available for purchase to incorrectly describe the attention required for Cruise Control (42% vs. 22%).
- People who had self-reported knowledge of cars that can drive themselves were also around twice as likely as people who had no awareness to misunderstand the attention required (31% vs. 15%).
- People without a UK driving licence were more likely to answer incorrectly (34%) or *don’t know* (23%) compared to UK driving licence holders (24% and 8% respectively).

- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were more likely than people who had not, to incorrectly describe the attention required in this scenario (29% vs. 20%).
- Younger people aged 16–34 were more likely to misunderstand the required attention, compared to the average (42% vs. 27%).
- On the other hand, middle aged people aged 45–54 and older people aged 55–75 were both more likely than the average to answer correctly with regards to the attention required in this scenario (73% and 73% vs. 62%).
- People from minority ethnic groups were almost twice as likely to answer incorrectly compared to people from white ethnic groups (46% vs. 24%).
- While men were more likely to answer incorrectly than women (29% vs. 24%), women were more likely than men to answer *don't know* (14% vs. 9%).
- People with GCSE/O-Level/CSE/NVQ12 as their highest level of educational attainment were more likely than the average to say they *didn't know* the attention required in this scenario (17% vs. 11%).
- However, people with a Masters/Degree/PHD as their highest level of educational attainment were more likely than the average to answer correctly with regards to the attention required in this scenario (65% vs. 62%).
- People from DE social grades were more likely than the average to not know the attention required (20% vs. 11%).
- At a regional level, London residents were more likely than the average to be incorrect about the attention required (38% vs. 27%).
- People living in the North-West were more likely than the average to answer *don't know* (16% vs. 11%).

7.2 Scenario 2: Primary responsibility for a minor collision when BlueCruise was activated

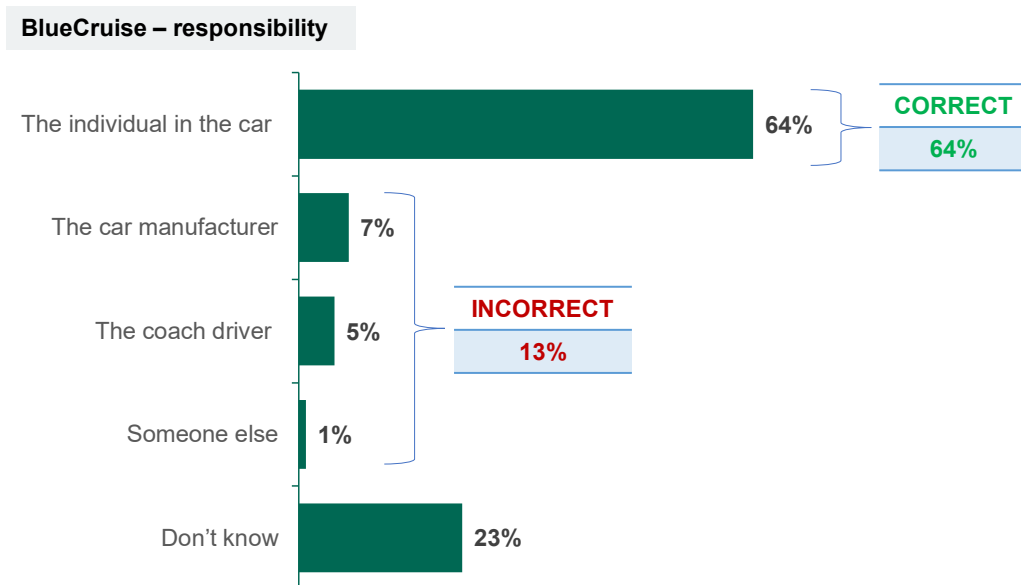
Scenario 2

An individual is in a car on the motorway on a clear, dry day with moderate traffic with **BlueCruise** turned on. Imagine the individual receives an urgent text message and they look down at their phone to read and respond. At this moment, a coach in front brakes unexpectedly. The car brakes slightly and bumps the back of the coach. No one is injured, and damage is minimal.

Despite the majority of people correctly identifying the responsible party for the minor collision scenario involving BlueCruise, a considerable proportion either answered incorrectly or were unsure, as shown in **Figure 7.2**.

- Almost two-thirds of people (64%) answered correctly when asked to identify where responsibility lay for the minor collision in this scenario when BlueCruise was switched on.
- However, nearly two-fifths of people (36%) either answered incorrectly (13%) or *didn't know* (23%).

Figure 7.2: Responsibility for a minor collision when BlueCruise was activated



SQ2g. Who do you believe is primarily responsible for the minor collision in this scenario?
 Base: All adults aged 16-75 in the UK (2186)
 Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among sub-groups:

- People who thought self-driving cars can be purchased in the UK today were nearly three times more likely than the people who did not think such cars can be purchased today to misunderstand where responsibility lay in this scenario (26% vs. 9%).

- People who said they had a *great deal* of awareness and knowledge about cars that drive themselves were over three times as likely as people who were unaware to answer incorrectly (27% vs. 8%).
- People without a UK driving licence were more likely than people with a UK driving licence to not know where responsibility lay (32% vs. 20%).
- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were almost three times more likely than people who had not to answer incorrectly as to where responsibility lay in this scenario (17% vs. 6%).
- Men were more likely than women to incorrectly state where legal responsibility lay (15% vs. 11%), while women were more likely than men to answer *don't know* (27% vs. 20%).
- Younger people aged 16–34 were more likely than the average to answer incorrectly (24% vs. 13%).
- Older people aged 55–75 were more likely than the average to answer *don't know* (27% vs. 23%).
- People from minority ethnic groups (28%) were more than twice as likely as people from white ethnic groups (11%) to answer incorrectly, while people from white ethnic groups were more likely than people from minority ethnic groups to answer *don't know* (24% vs. 16%).
- People holding a Degree/Masters/PhD (16%) were more likely than the average (13%) to answer incorrectly, while people with GCSE/O-Level/CSE/NVQ12 as their highest educational attainment (29%) were more likely than the average (23%) to answer *don't know*.
- People from AB social grades were more likely than the average to answer incorrectly (15% vs. 13%), and people from DE social grades were more likely than the average to answer *don't know* (30% vs. 23%).
- London residents were more likely than the average to incorrectly describe where legal responsibility lay (22% vs. 13%).
- England residents were more likely than people living in Wales to answer incorrectly (13% vs. 6%).

7.3 Scenario 3: Attention required for Adaptive Cruise Control

Scenario 3

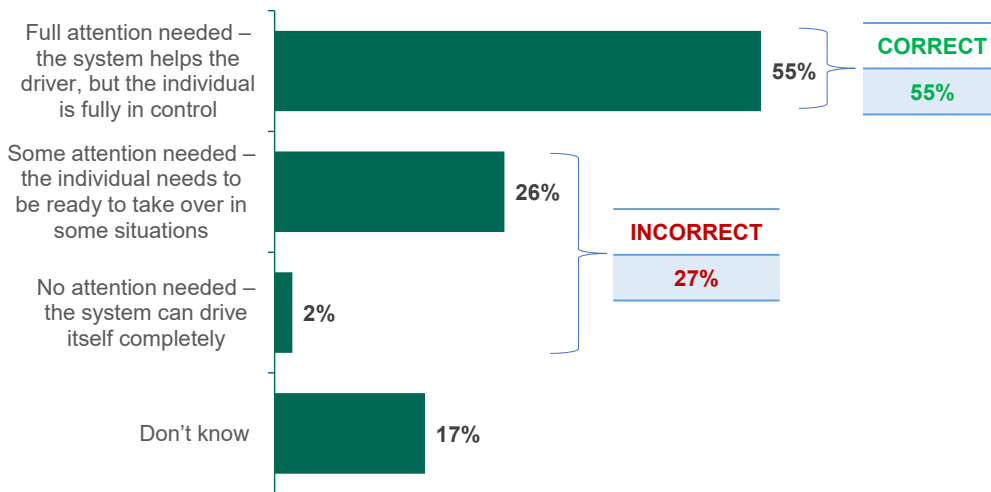
Imagine it is a clear, dry day on a motorway. Traffic is moderate, and the car’s **Adaptive Cruise Control** has been turned on. This system maintains a set speed and automatically adjusts the car’s speed to keep a safe distance from the car in front.

The majority of people correctly understood the attention required in this scenario, similar to Cruise Control. However, there was a higher proportion of *don’t know* responses about the attention required when Adaptive Cruise Control was activated as shown in **Figure 7.3**, compared to Cruise Control (see scenario 1, section 7.1).

- More than half of people (55%) were correct about the degree of attention needed when Adaptive Cruise Control was switched on.
- However, the same proportion of people answered incorrectly (27%) for Adaptive Cruise Control, compared to Cruise Control (see scenario 1, section 7.1).
- Compared to Cruise Control (see scenario 1, section 7.1), a higher proportion of people stated for Adaptive Cruise Control that they *don’t know* (17% vs, 11% for Cruise Control).

Figure 7.3: Attention required when Adaptive Cruise Control was activated

Adaptative Cruise Control - attention



SQ2h. How much attention is needed from the only individual in the car?
 Base: All adults aged 16-75 in the UK (2186)
 Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences among sub-groups:

- People who thought self-driving cars can be purchased in the UK today were almost twice as likely than people who did not think these cars can be purchased to incorrectly describe the attention needed during this scenario (41% vs. 24%).

- People who said they had a *great deal* of awareness and knowledge about cars that can drive themselves were more than twice as likely as people who were unaware to answer incorrectly (40% vs. 17%).
- People without a UK driving licence were more likely than people with a UK driving licence to answer incorrectly (33% vs. 26%) or answer *don't know* (28% vs. 13%).
- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were more likely than people who had not, to incorrectly describe the attention needed during this scenario (30% vs. 23%).
- Women were more likely than men to not know about the level of attention required (22% vs. 12%).
- Younger people aged 16–34 were more likely than the average to incorrectly describe the level of attention required (40% vs. 27%).
- However, middle aged people aged 45–54 and older people aged 55–75 were both more likely than the average to correctly describe the level of attention required for this scenario (64% and 63% vs. 55%).
- People from minority ethnic groups were more likely than people from white ethnic groups to answer incorrectly (43% vs. 25%).
- People with higher educational attainment (Degree/Masters/PhD) were more likely than the average to answer incorrectly (31% vs. 27%), while people with GCSE/O-Level/CSE/NVQ12 as their highest level of educational attainment were more likely to answer *don't know* compared to the average (23% vs. 17%).
- People from AB social grades (30%) were more likely than the average (27%) to answer incorrectly, and people from DE social grades (26%) were more likely than the average (17%) to answer *don't know*.
- Within England, London residents were more likely than the average to answer incorrectly (34% vs. 27%).
- At a country level, people living in Wales were more likely than the average to answer *don't know* (26% vs. 17%).

7.4 Scenario 4: Primary responsibility for a minor collision when Autopilot was activated

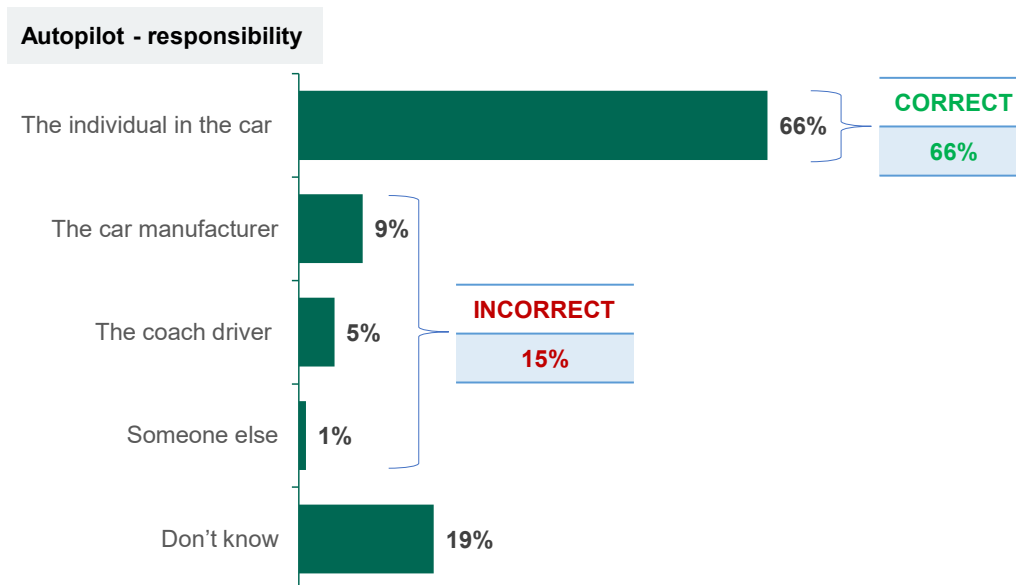
Scenario 4

An individual is in a car on the motorway on a clear, dry day with moderate traffic with **Autopilot** turned on. Imagine the individual alone in the car receives an urgent text message and they look down at their phone to read and respond. At this moment, a coach in front brakes unexpectedly. The car brakes slightly and bumps the back of the coach. No one is injured, and damage is minimal.

Scenario 2 was repeated, but this time with reference to Autopilot rather than BlueCruise (see section 7.2). The responses were similar, with most people answering correctly, but once again, there was a notable proportion of people who either misunderstood or were unsure about where legal responsibility lay, as shown in **Figure 7.4**.

- Two-thirds of people (66%) correctly answered as to where the responsibility lay when Autopilot was turned on.
- One-third of people (34%) answered either incorrectly (15%) or *don't know* (19%) about where legal responsibility for the collision lay when Autopilot was switched on during this scenario.

Figure 7.4: Responsibility for a minor collision when Autopilot was activated



SQ2i. Who do you believe is **primarily responsible** for the minor collision in this scenario?
 Base: All adults aged 16-75 in the UK (2186)
 Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences among sub-groups:

- People who thought self-driving cars can be purchased in the UK today were more than twice as likely as people who did not think these cars can be purchased to incorrectly outline where legal responsibility lay in this scenario (27% vs. 11%).

- People who self-reported as having a *great deal* of awareness and knowledge of cars that can drive themselves were more than twice as likely as people who were not aware to answer incorrectly (35% vs. 13%).
- People without a UK driving licence were nearly twice as likely as people with a UK driving licence to answer *don't know* (30% vs. 16%).
- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were twice as likely as people who had not, to incorrectly outline where responsibility lay in this scenario (19% vs. 9%).
- Men were more likely than women to answer incorrectly (17% vs. 13%), and women were more likely than men to answer *don't know* (23% vs. 15%).
- Younger people aged 16–34 were more likely than the average to answer incorrectly (26% vs. 15%).
- However, middle aged people aged 45–54 and older people aged 55–75 were both more likely than the average to answer correctly (73% and 71% vs. 66%).
- People from minority ethnic groups were more likely than people from white ethnic groups to answer incorrectly (31% vs. 12%), while people from white ethnic groups were more likely than people from minority ethnic groups to answer *don't know* (20% vs. 12%).
- People with a Degree/Masters/PhD were more likely than the average to answer incorrectly (17% vs. 15%), while people with GCSE/O-Level/CSE/NVQ12 were more likely than the average to not know about where primary responsibility lay in this scenario (23% vs. 19%).
- People from AB social grades were more likely than the average to answer incorrectly (18% vs. 15%), while people from DE social grades were more likely than the average to answer *don't know* (29% vs. 19%).
- At a regional level, London residents (21%) were more likely than the average (15%) to answer incorrectly.
- Regionally, people living in the North-West (25%) were more likely than the average (19%) to answer *don't know*.
- At a country level, England residents (20%) were slightly more likely than the average (19%) to answer *don't know*.

7.5 Implications

Implications

The use of scenarios proved effective in revealing specific areas of misunderstanding. The scenarios demonstrated that people were more likely to misunderstand the level of attention required when using ADAS features compared to where legal responsibility lay for a minor collision when ADAS features were switched on (see sections 7.1–7.4). Scenarios involving minor collisions (see sections 7.2 and 7.4) were particularly effective in highlighting misunderstandings and higher levels of uncertainty for where legal responsibility lay. Future public awareness campaigns could adopt similar scenarios to demonstrate the real-world implications of misinterpreting ADAS feature capabilities and the individual user's responsibility.

Cruise Control and Adaptive Cruise Control saw the highest rates of incorrect answers across the four scenarios presented (see sections 7.1 and 7.3). This might be because questions about these features focused on required attention levels, which were generally misunderstood more often than legal responsibility for minor collisions. Further research could explore the reasons for this and any implications.

While the same proportion of people answered incorrectly about the attention required for Cruise Control and Adaptive Cruise Control in both scenarios (see sections 7.1 and 7.3), more people answered *don't know* for Adaptive Cruise Control than Cruise Control. This suggests that the addition of "Adaptive" to this feature risks making more people unsure about the feature, or requires clearer messaging and/or education about its capabilities.

Men, young people aged 16–34, London residents, higher educated people, people from minority ethnic groups, and people who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5), were more likely to misunderstand the attention required and legal responsibility for the features outlined in all scenarios (see sections 7.1–7.4). This indicates that educational interventions should be targeted to these groups.

People who self-report having a *great deal* of knowledge and awareness of cars that can drive themselves and people who incorrectly believe that self-driving cars can be purchased in the UK today, were also a group more likely to misunderstand the generic and brand specific ADAS features in all the scenarios. In turn, this audience's misconception of legal responsibility (see 7.2 and 7.4) and their overestimation of features' capabilities (see section 7.1 and 7.3) may require tailored educational interventions and/or messaging that highlights the nuances and limitations of existing ADAS systems in everyday driving scenarios.

Women, people without a UK driving licence, people from social grades DE and people with lower educational attainment (GCSE/O-Level/CSE/NVQ12) were more likely to answer *don't know* about the attention required and legal responsibility for a minor collision when these ADAS features were activated (see sections 7.1–7.4). These groups present a targeted educational opportunity, as they recognise their lack of knowledge and may be more receptive to learning.

8 Understanding the Capability of ADAS and ADS features and brands

Summary

People have a limited understanding of ADAS and ADS. However, from the four features presented, higher proportions correctly identified the function of Lane Keeping Assist and Automated Valet Parking compared to Automated Lane Keeping System and Autopark, indicating varying levels of public understanding for different ADAS/ADS features and brands (see sections 8.1-8.4). On the other hand, combined misunderstanding and *don't know* responses was highest for Autopark, followed by Automated Lane Keeping System, and then Lane Keeping Assist and Automated Valet Parking (see sections 8.1-8.4).

While both Lane Keeping Assist and Automated Valet Parking had the same proportion of correct answers, Automated Valet Parking was noteworthy with a third of people who stated that they *didn't know* what this function did (see sections 8.1 and 8.4).

Men were generally more likely than women to answer either correctly or incorrectly about the functions of ADAS and ADS features across all four systems examined. Conversely, women were more likely to select *I don't know what this feature does*, highlighting a gender gap in confidence surrounding these technologies (see sections 8.1-8.4).

People with a UK driving licence were more likely to answer incorrectly than people without a UK driving licence for Lane Keeping Assist, Automated Lane Keeping System and Autopark, suggesting that drivers may exhibit overconfidence bias and overestimate their understanding of these systems (see sections 8.1-8.3). People without a UK driving licence were more likely to state that they *didn't know what the features did* compared to UK driving licence holders, indicating less exposure but possibly greater honesty about their knowledge gaps (see sections 8.1-8.3).

People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were more likely than people who had not to answer incorrectly for Automated Lane Keeping System (section 8.2) and Automated Valet Parking (see section 8.4). This audience was also more likely than the average to misunderstand the capabilities of Lane Keeping Assist (section 8.1) and Autopark (section 8.3).

Higher educational attainment and social grade did not consistently correlate with correct understanding; people with a Degree/Masters/PhD and people from the AB social grades were less likely to select *I don't know what this feature does*, but were more likely to provide incorrect answers for Automated Lane Keeping System and Autopark, suggesting that higher socio-economic status did not uniformly predict better understanding and may reflect overconfidence or misunderstanding (see sections 8.2 and 8.3).

This chapter explores public understanding of ADAS and ADS. It focuses on how well respondents understood four features:

- Lane Keeping Assist (see section 8.1)
- Automated Lane Keeping System (see section 8.2)
- Autopark (see section 8.3)
- Automated Valet Parking (see section 8.4)

The chapter presents survey data to show that there was a general lack of understanding about these features, even among people who said that they knew a lot about self-driving cars.

The questions provided a list of descriptions related to each feature and asked respondents to select the correct answer. The proportion of correct answers are shown in green next to each table throughout this chapter and incorrect answers are shown in red.

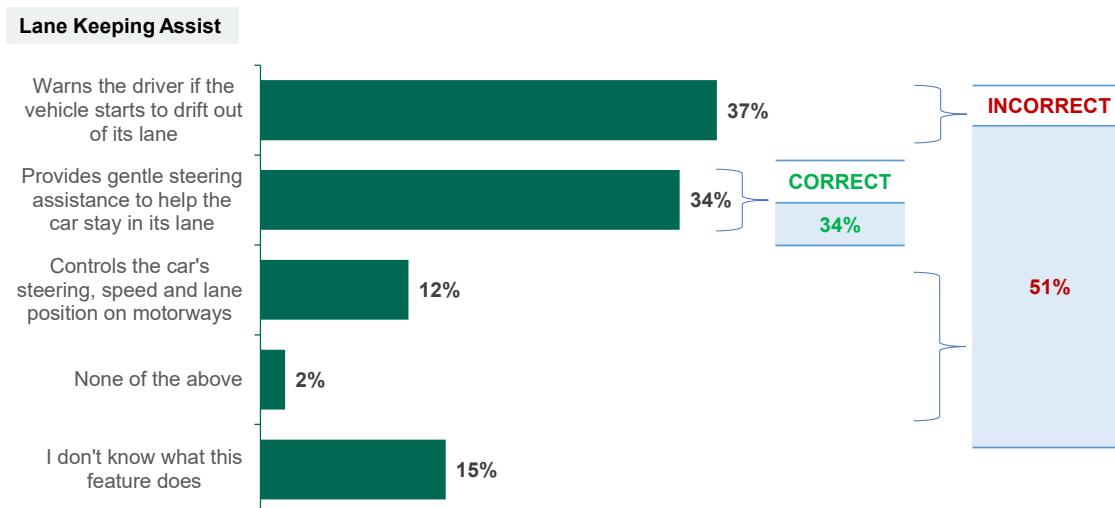
8.1 Public understanding of Lane Keeping Assist in the UK

There was a general lack of understanding and uncertainty among people regarding the function of Lane Keeping Assist. Most people either selected the incorrect answer when asked what Lane Keeping Assist does, or they *didn't know*, as shown in **Figure 8.1**.

- Two-thirds of people (66%) either described Lane Keeping Assist incorrectly (51%) or *didn't know what this feature does* (15%).
- Only around one-third of people (34%) selected the correct description.

The combined misunderstanding and *don't know* responses in relation to Lane Keeping Assist was similar compared to Automated Valet Parking (see section 8.4), although more people described Lane Keeping Assist incorrectly. On the other hand, combined misunderstanding and *don't know* responses with regard to Lane Keeping Assist was typically lower compared to Autopark and Automated Lane Keeping System, although an equal proportion stated *don't know* for Autopark (see sections 8.2 and 8.3).

Figure 8.1: Public understanding of Lane Keeping Assist in the UK



SQ3c1. Please choose the option that best describes what you believe **Lane Keeping Assist** does:

Base: All adults aged 16-75 in the UK (2186)

Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among sub-groups:

- People who stated that they *knew a great deal* about self-driving cars were far more likely to be incorrect in their choice of answer as to what they believe Lane Keeping Assist does than people who were not aware (61% vs. 34%). The latter group were also far more likely to state that they *don't know* compared to the former (45% vs. 3%).
- People with a UK driving licence were more likely to answer incorrectly than people who did not hold a UK driving licence (53% vs. 43%). People without a UK driving licence were more likely to select *I don't know what this feature does* than people who do have a driving licence (25% vs. 12%).

- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were more likely than the average to answer incorrectly (55% vs. 51%).
- Women were twice as likely than men to select *I don't know what the feature does* (20% vs. 10%). Men were more likely than women to answer correctly (38% vs. 30%).
- Younger people aged 16-24 were more likely to answer correctly compared to the average (46% vs. 34%). Conversely, older people ages 55-75 were more likely to answer incorrectly than the average (55% vs. 51%), as well as being more likely than the average to select *I don't know what the feature does* (18% vs. 15%).
- People with higher educational attainment (Degree/Masters/PhD) were more likely to be incorrect than the average (54% vs. 51%).
- People from the DE social grade were more likely than the average to answer *I don't know what this feature does* compared to the average total (25% vs. 15%).

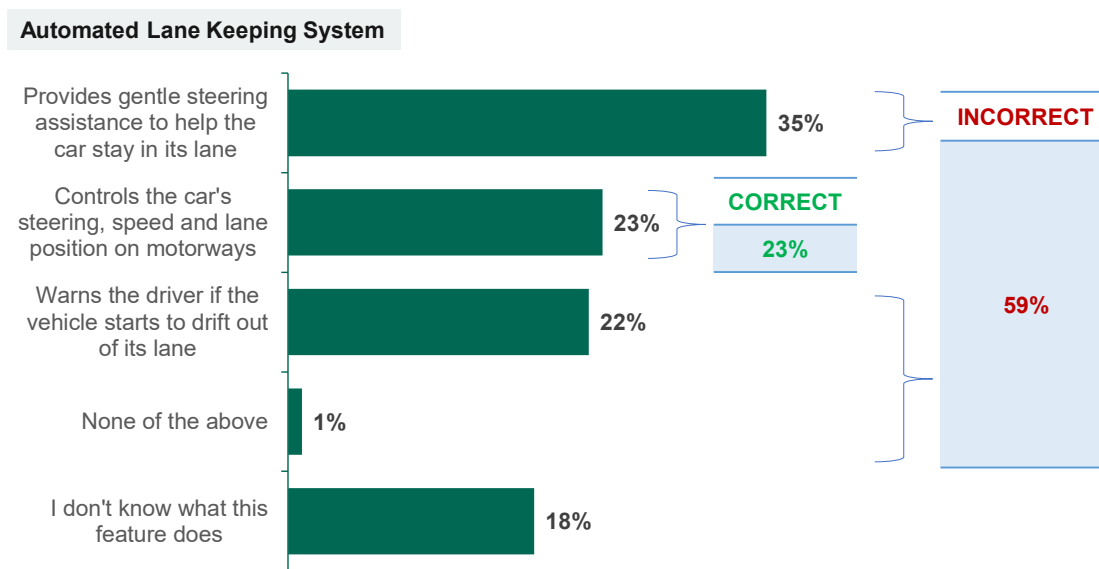
8.2 Public understanding of an Automated Lane Keeping System in the UK

The majority of people misunderstood or were unsure about the functionality of Automated Lane Keeping Systems, as shown in **Figure 8.2**.

- The vast majority (77%) either incorrectly described Automated Lane Keeping System (59%) or *didn't know what this feature does* (18%).
- Just over one-fifth answered correctly (23%).

The misunderstanding and uncertainty in relation to Automated Lane Keeping System was lower compared to Autopark (see section 8.3) but greater compared to Lane Keeping Assist and Automated Valet Parking (see sections 8.1 and 8.4).

Figure 8.2: Public understanding of Automated Lane Keeping System in the UK



SQ3c2. Please choose the option that best describes what you believe **Automated Lane Keeping System** does:

Base: All adults aged 16-75 in the UK (2186)
 Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among sub-groups:

- People with a UK driving licence were more likely to answer incorrectly than people who did not hold a UK driving licence for Automated Lane Keeping System (62% vs. 50%). Similarly to Lane Keeping Assist, people without a driving licence were more likely to *select I don't know what the feature does* than people who do hold a licence (28% vs. 15%).
- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were more likely than people who had not to answer incorrectly (69% vs. 56%).
- Women were almost twice as likely than men to *answer I don't know what this feature does* (23% vs. 13%). Men were more likely than women to answer correctly (25% vs. 20%).
- Older people aged 55-75 were more likely than the average to *answer I don't know what this feature does* (23% vs. 18%).

- People from white ethnic groups were more likely than people from minority ethnic groups to answer *I don't know what this feature does* (19% vs. 13%).
- People with a Degree/Masters/PhD as their highest level of educational attainment were more likely to have an opinion, i.e. they were less likely than the average to select, *I don't know what this feature does* (13% vs. 18%). However, these people were more likely than the average to be both incorrect (62% vs. 59%) and correct (25% vs. 23%) with regards to describing what they believed that Automated Lane Keeping System does.
- People from AB social grades were more likely than the average to answer incorrectly (62% vs. 59%). People from a DE social grade were more likely than the average to select, *I don't know what this feature does* (28% vs. 18%).
- Scotland residents were more likely to answer incorrectly compared to the average (68% vs. 59%).

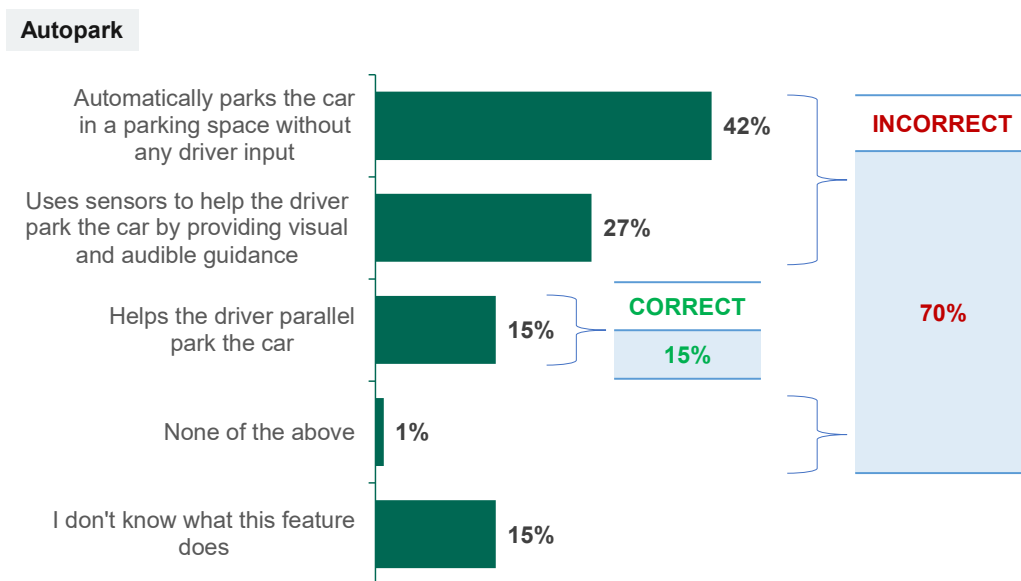
8.3 Public understanding of Autopark in the UK

Again, the majority of people misunderstood or were unsure about the functionality of Autopark, as shown in **Figure 8.3**.

- The vast majority (85%) either described Autopark incorrectly (70%) or *didn't know what this feature does* (15%).
- Just over one in seven answered correctly (15%).

Autopark had the most combined misunderstanding and *don't know* responses compared to Lane Keeping Assist, Automated Lane Keeping System and Automated Valet Parking (see sections 8.1, 8.2 and 8.4).

Figure 8.3: Public understanding of Autopark in the UK



SQ3c3. Please choose the option that best describes what you believe **Autopark** does:

Base: All adults aged 16-75 in the UK (2186)

Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among sub-groups:

- People who self-reported to have a *great deal* of knowledge about cars that can drive themselves were almost twice as likely than people who were not aware of such cars, to be incorrect when choosing a description that described Autopark (84% vs. 44%).
- People with a UK driving licence were more likely than people who did not hold a UK driving licence to answer both correctly (16% vs. 11%) and incorrectly (72% vs. 65%). People without a driving licence were twice as likely to select *I don't know what the feature does* than people who do hold a licence (24% vs. 12%).
- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were more likely than the average to answer incorrectly (75% vs. 70%).
- Men were more likely than women to answer incorrectly (74% vs. 66%). Women were more likely than men to answer *I don't know what this feature does* (20% vs. 11%).

- Older people aged 55-75 were more likely than the average to answer *I don't know what this feature does* (18% vs. 15%).
- People from minority ethnic groups were more likely than people from white ethnic groups to answer incorrectly (76% vs. 69%).
- People from white ethnic groups were more likely than people from minority ethnic groups to answer *I don't know what this feature does* (16% vs. 9%).
- People with a Degree/Masters/PhD as their highest level of educational attainment were more likely than the average to be incorrect (74% vs. 70%).
- People with GCSE/O-Level/CSE/NVQ12 as their highest educational attainment were more likely to answer *I don't know what this feature does* compared to the average (19% vs. 15%).
- People from AB social grades were more likely than the average to answer incorrectly (74% vs. 70%).
- People from DE social grades were more likely than the average to answer *I don't know what this feature does* (23% vs. 15%).
- At a country level, Scotland residents were more likely to answer incorrectly compared to the average (78% vs. 70%).

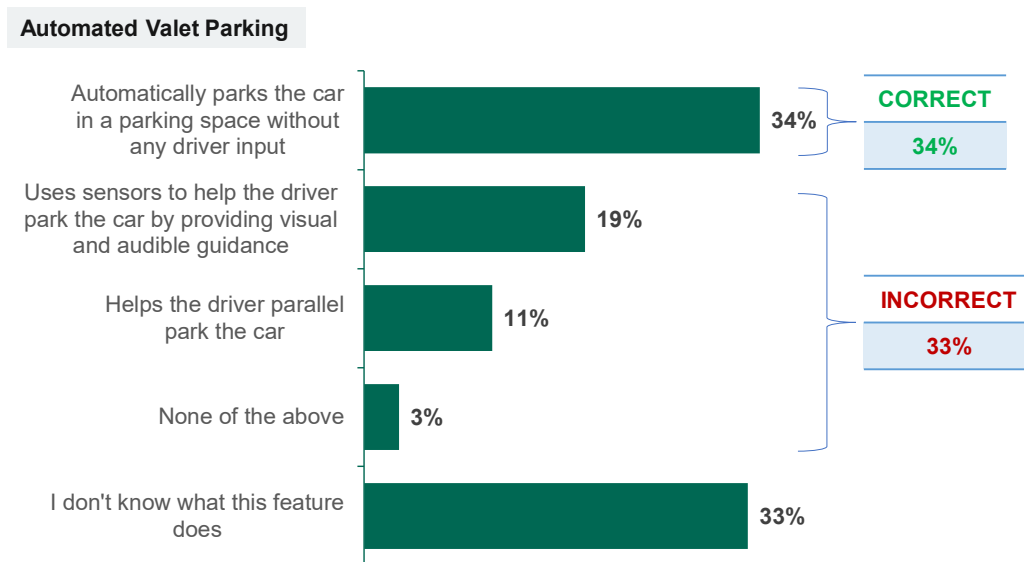
8.4 Public understanding of Automated Valet Parking in the UK

Once again, most people misunderstood or were unsure about the functionality of Automated Valet Parking, as shown in **Figure 8.4**.

- Two-thirds of people (66%) answered either incorrectly (33%) when asked what best describes Automated Valet Parking, or they *didn't know what this feature does* (33%).
- However, just around one-third of people (34%) answered correctly.

The combined misunderstanding and *don't know* responses in relation to Automated Valet Parking were similar compared to Lane Keeping Assist (see section 8.1), although more people *didn't know* what Automated Valet Parking does, and lower compared to Autopark and Automated Lane Keeping System (see sections 8.2 and 8.3).

Figure 8.4: Public understanding of Automated Valet Parking in the UK



SQ3c4. Please choose the option that best describes what you believe **Automated Valet Parking** does:

Base: All adults aged 16-75 in the UK (2186)

Fieldwork dates: 28-31 March 2025

Further analysis revealed the following statistically significant differences in findings among sub-groups:

- People who self-reported to *know a great deal* about cars that can drive themselves were almost twice as likely than people who were unaware of such cars to be incorrect when choosing the option that best describes Automated Valet Parking (48% vs. 29%).
- People who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) were more likely than people who had not, to answer incorrectly (37% vs. 27%).
- Women were more likely than men to answer *I don't know what this feature does* (39% vs. 27%).
- Younger people aged 16-34 were more likely to be incorrect than the average (43% vs. 33%).
- Older people aged 55-75 were more likely than the average to answer *I don't know what this feature does* (44% vs. 33%).

- People from minority ethnic groups were more likely to answer incorrectly than people from white ethnic groups (50% vs. 30%).
- People from white ethnic groups were more than twice as likely compared to people from minority ethnic groups to answer *I don't know what this feature does* (36% vs. 16%).
- People with GCSE/O-Level/CSE/NVQ12 as their highest educational attainment were more likely to answer *I don't know what this feature does* than the average (40% vs. 33%).
- People from a DE social grade were more likely than the average to select that they *don't know what this feature does* (42% vs. 33%).
- At a regional level, people living in the West Midlands were more likely to be incorrect than the average (43% vs. 33%), as were London residents (41% vs. 33%). People living in the North-West were more likely than the average to answer *I don't know what this feature does* (41% vs. 33%).

8.5 Implications

Implications

Misunderstanding and uncertainty was highest for Autopark, followed by Automated Lane Keeping System, then Lane Keeping Assist and Automated Valet Parking (see sections 8.1–8.4). This implies that there could be further consideration towards either making Autopark and Automated Lane Keeping System protected terms or providing the public with additional clarity about their capabilities.

People with higher educational attainment often overestimated their understanding of ADAS and ADS, as shown by their incorrect responses, despite confidence in their knowledge (see sections 8.1–8.3). This suggests a need for targeted educational interventions to address overconfidence and ensure accurate understanding of these technologies among these groups.

People with a UK driving licence were more likely to misunderstand the functions of features like Lane Keeping Assist, Automated Lane Keeping System and Autopark compared to people without a UK driving licence (see sections 8.1–8.3). This suggests the necessity for driver-focused education programs to clarify the capabilities and legal responsibility associated with these systems.

Similarly, people who had driven a vehicle with at least one of the listed driver assistance features (see section 4.5) overestimated their understanding of ADAS and ADS features and were more likely to answer incorrectly (see sections 8.1–8.4). This suggests that familiarity with using driver assistance features does not necessarily equate with an accurate understanding of capabilities, indicating the potential for educational initiatives and tailored messaging to be targeted to this audience to address their misconceptions regarding capabilities and legal responsibility.

Younger people aged 16–24 demonstrated inconsistent understanding of ADAS and ADS features, correctly identifying some systems like Lane Keeping Assist but misunderstanding others like Automated Valet Parking (see sections 8.1 and 8.4). This suggests the importance of educating younger people, possibly through channels they frequently use, to improve their overall comprehension of these technologies.

A substantial proportion of people admitted to not knowing what various ADAS and ADS features do, particularly among women, older people, and people without a UK driving licence (see sections 8.1-8.4). This suggests a broader need for public education campaigns to raise awareness and understanding of these technologies across diverse demographics.

The inconsistency in understanding across different countries and regions, with some countries like Scotland (see sections 8.2 and 8.3) and regions like London and the West Midlands (see section 8.4) showing higher incorrect responses for certain features (see sections 8.2 and 8.3), suggests that region-specific outreach and education efforts may be beneficial to address local knowledge gaps.

The general lack of understanding regarding ADAS and ADS features across various demographics indicated that people were unclear about current vehicle capabilities (see sections 8.1-8.4). This suggests the need for government to consider appropriate policy options and for industry to provide clear, accurate, and easily accessible information about these technologies and brands to prevent misconceptions and enhance road safety.

9 Conclusions and Next Steps

9.1 Conclusions

People had limited understanding regarding the capabilities and legal responsibility for different car types and ADAS/ADS features and brands. While around two-thirds of people surveyed reported using driver assistance features (see section 4.5), this experience did not necessarily translate into accurate understandings of different car types and ADAS/ADS features and brands. People generally understood individual attention requirements better than legal responsibility for different car types and ADS features and brands (see sections 6.1-6.2, 6.4, and 6.6). However, the reverse was true for ADAS brand features, where legal responsibility was generally better understood compared to driver attention requirements (see sections 6.3 and 6.5).

Scenarios involving generic and brand specific ADAS features also highlighted that legal responsibility in minor collisions with BlueCruise and Autopilot engaged was better understood compared to the level of attention required for Cruise Control and Adaptive Cruise Control (see sections 7.1-7.4).

People also demonstrated limited understanding when describing what specific ADAS/ADS features and brands do. Here, misunderstanding and uncertainty was highest for Autopark, followed by Automated Lane Keeping System, and then Lane Keeping Assist and Automated Valet Parking (see sections 8.1-8.4).

Misunderstanding of capabilities and legal responsibility was particularly prevalent for terms such as Full Self-Driving, Full Self-Driving (Supervised), and Autopilot (sections 6.3, 6.5, 6.7 and 6.9). Brand-specific names such as BlueCruise, SuperCruise, and Drive Pilot generated more *don't know* responses regarding required driver attention and legal responsibility (sections 6.3-6.6). This extended to Adaptive Cruise Control; the addition of "Adaptive" saw increased rates of *don't know* responses compared to Cruise Control within the scenarios presented (sections 7.1 and 7.3).

The data also consistently identified two groups of people with distinct characteristics, who have been referred to as 'The Confident but Mistaken' and 'The Unsure':

- **The Confident but Mistaken** who self-reported to have a good understanding of these technologies yet were often misinterpreting the capabilities of the vehicles, their features and/or their legal responsibility as a driver. This group of people regularly overestimated their knowledge and showed misunderstandings, having typically been more likely to:
 - Self-report having more knowledge of cars that can drive themselves.
 - Self-report experience of driving a vehicle with ADAS features (see section 4.5).
 - Incorrectly believe that self-driving cars were currently available for purchase in the UK.
 - Misinterpret various car types and/or ADAS/ADS features and brands, including the capabilities, level of driver attention required and/or legal responsibility.

- **The Unsure** who simply did not understand the terminology, the capability of the features and therefore their legal responsibility as a driver of vehicles equipped with these technologies. These people frequently expressed a lack of clarity by responding *don't know* across a range of survey questions. This lack of clarity regularly extended to terminology, capabilities and driver responsibility in relation to different car types as well as various ADAS and ADS brands/features.

The widescale misunderstanding and proportions of *don't know* responses identified in the survey necessitates a multi-faceted approach focusing on education, terminology standardisation, and targeted interventions that needs to be considered by stakeholders including government, industry and academia.

Educational interventions and targeted public awareness campaigns should address misunderstandings concerning the capabilities and legal responsibility associated with various car types, ADAS/ADS features and brands, particularly in relation to 'The Confident but Mistaken' group.

'The Unsure' group identified in this survey are potentially a more receptive group who with education could develop a base level of knowledge about self-driving and driver assistance vehicles and their features, given that they acknowledged their lack of knowledge and understanding of these technologies.

9.2 Follow-up qualitative research

Follow up qualitative research would be helpful to augment understanding of these survey results by focusing on 'The Confident but Mistaken' and 'The Unsure' groups.

The Confident but Mistaken

The following demographics should be prioritised for further research as they were identified from the data as regularly more likely to belong to 'The Confident but Mistaken' group (see section 9.1):

- Men
- Younger people aged 16-34
- People within the AB social grades¹²
- People with higher educational attainment, holding a Degree/Masters/PhD
- People from minority ethnic groups
- UK driving licence holders
- London residents
- People with higher levels of self-reported knowledge/awareness of self-driving vehicles

¹² Please refer to section 10.1 for an explanation of social grades.

- People who thought that self-driving vehicles can be purchased in the UK today
- People who had driven a vehicle with at least one ADAS feature (see section 4.5)

Greater understanding is required about this group's sources of information and the reasons for their confidence and whether there is any association with their current experience of cars with ADAS features.

The Unsure

The following demographics should also be prioritised for further research as they were identified from the data as being regularly more likely to belong to 'The Unsure' group (see section 9.1):

- Women
- Older people aged 55-75
- People from DE social grades¹³
- People with lower educational attainment, holding up to GCSE/O-level/CSE/NVQ12 qualifications
- People from white ethnic groups
- People without a UK driving licence

Greater understanding is required about how this group interpreted the terminology, whether there are specific terms which are more unclear than others and ways to increase their knowledge and understanding.

9.3 Future quantitative waves of the survey

If the quantitative survey is repeated in the future, it would be beneficial to consider that the way in which information is presented can influence understanding. For scenario-based questions, there were higher rates of correct responses for legal responsibility compared to questions which asked about legal responsibility for certain features without presenting a scenario (see sections 6.5, 7.2 and 7.4).

The data highlighted that an individual having access to a vehicle with ADAS features did not always lead to them understanding the functionality of those features. To build on this finding, future surveys would benefit from the inclusion of questions to understand usage of and trust in such features. Such questions could centre around:

- How frequently people engage specific features and in what driving conditions or scenarios they feel comfortable using them.
- Whether there are any features people avoid using or actively switch off before they start their car journey.

¹³ Please refer to section 10.1 for an explanation of social grades.

- The level of trust users have in these systems, exploring factors influencing trust, such as personal experience and media reports, and how trust affects their behaviour while using the features.

This survey could serve as a baseline for tracking public understanding of self-driving and driver assistance technologies in the UK. Its strengths lie in its detailed questions covering awareness, capabilities, terminology, and legal responsibility, along with demographic data enabling targeted analysis. However, considerations include the evolution of technology and terminology, requiring regular survey updates to maintain relevance and comparability. Whilst it is important to maintain consistency in questions, there is also a balance to be had. An obsolete question takes up valuable space but removing it could have an impact on the ordering effects of how an individual responds to subsequent questions.

This report contains a detailed methodology section (see section 3). It is important that any repeat of the survey should replicate the approach so that any statistically significant changes in the data year on year can be attributed to a change in respondents' perceptions and experience rather than a change in the sampling approach or time of year that the survey was administered, for example.

10 Appendix

10.1 iOmnibus Panel

Every panellist goes through a double opt-in recruitment process which includes completing a recruitment questionnaire that gathers background information for sampling and analytical purposes. The following demographic information is collected as standard on the iOmnibus for sampling and analytics purposes:

- Age
- Gender
- Working status
- Education
- Social grade¹⁴
 - AB grade (higher and intermediate managerial, administrative and professional occupations)
 - C1 grade (supervisory, clerical, and junior managerial, administrative and professional occupations)
 - C2 grade (skilled manual occupations)
 - DE grade (semi-skilled and unskilled manual occupations; unemployed and lowest grade occupations).
- Marital status
- Household size
- Presence of children
- Total annual household income
- Ethnicity

Panellists were asked initial questions to confirm demographic information and were then asked if they consented to take part in the Omnibus survey.

10.2 Questionnaire

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

DQ1. Do you currently have a valid driving licence that allows you to drive in the UK?

SINGLE CODE

1. Yes
 2. No
 3. Prefer not to say
-

¹⁴ Social grade is a system used to classify individuals and households based on their socio-economic status, primarily determined by occupation.

BASE: ALL ADULTS AGED 16-75**FILTER: ASK ALL****DQ2.** When did you last drive?*Select the most recent option***SINGLE CODE; FORWARD/REVERSE CODES 1-5**

1. Within the last week
2. Between one week and one month ago
3. Between one month and six months ago
4. Between six months and one year ago
5. More than one year ago
6. Never – I do not drive
7. Don't know
8. Prefer not to say

BASE: ALL ADULTS AGED 16-75**FILTER: ASK ALL****SQ1a.** Do you think cars are available to buy in the UK today that can drive themselves and do not need an individual to pay attention to the driving task for at least part of the journey?**SINGLE CODE; FORWARD/REVERSE CODES 1-2**

1. Yes - these cars are available to buy today
2. No - these cars are not available to buy today
3. Don't know

BASE: ALL ADULTS WHO THINK ITS POSSIBLE TO BUY A SELF-DRIVE CAR IN THE UK TODAY**FILTER: SQ1a=1****SQ1b.** Which makes or brands of cars, if any, do you know or have heard of that can drive themselves and do not need an individual to pay attention to the driving task?

Please type in your answer(s) in the boxes below.

FULL OPEN ENDED TEXT BOXES, ALLOW UP TO 10 OPEN CELLS

99. Don't know

BASE: ALL UK ADULTS 16-75**FILTER: ASK ALL****SQ1e.** Do you think it is possible to buy a car in the UK today where an individual is **not responsible** for the way the vehicle performs a driving task?**SINGLE CODE, FORWARD/REVERSE 1-2**

1. Yes – it is possible
2. No – it is not possible
3. Don't know

BASE: ALL ADULTS AGED 16-75**FILTER: ASK ALL****SQ1f.** When it comes to cars **that can drive themselves**, how much would you say you know?**SINGLE CODE, FORWARD/REVERSE 1-5**

1. A great deal
2. A fair amount
3. Just a little
4. Heard of them, know nothing about them
5. Never heard of them
6. Don't know

BASE: ALL ADULTS AGED 16-75**FILTER: ASK ALL**

SQ2a. For each of the following cars, please tell us how much attention you think **an individual** needs to pay when using this car.

PROGRESSIVE GRID**ROWS, RANDOMISE**

1. A self-driving car
2. A car that drives itself
3. A driverless car
4. An autonomous car
5. A car that has automated driving

COLUMNS, SINGLE CODE, FORWARD/REVERSE 1-3

1. No attention needed – the system can drive itself completely
2. Some attention needed – the individual needs to be ready to take over in some situations
3. Full attention needed – the system helps the individual, but the individual is fully in control
4. Don't know

BASE: ALL ADULTS AGED 16-75**FILTER: ASK ALL**

SQ2b. For each of the following cars, how much legal responsibility do you think lies with **the individual in the driver's seat compared to the vehicle itself?**

PROGRESSIVE GRID**ROWS, RANDOMISE (KEEP SAME ORDER AS SQ2a)**

1. A self-driving car
2. A car that drives itself
3. A driverless car
4. An autonomous car
5. A car that has automated driving

COLUMNS, SINGLE CODE, FORWARD/REVERSE 1-4

1. The individual has no responsibility at all
2. The individual has some responsibility
3. The individual has full responsibility
4. There is shared responsibility
5. Don't know

BASE: ALL ADULTS AGED 16-75**FILTER: ASK ALL**

SQ2c. How much attention do you think is needed when the following types of driving features are turned on?

PROGRESSIVE GRID**ROWS, RANDOMISE, KEEP CODES 1-2 TOGETHER, KEEP CODE 2 AFTER CODE 1**

1. Full Self-Driving
2. Full Self-Driving (Supervised)
3. Autopilot
4. Drive Pilot
5. BlueCruise
6. SuperCruise
7. Automated Lane Keeping System

COLUMNS, SINGLE CODE, FORWARD/REVERSE 1-3

1. No attention needed – the system can drive itself completely
2. Some attention needed – the individual needs to be ready to take over in some situations
3. Full attention needed – the system helps the individual, but the individual is fully in control
4. Don't know

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

SQ2d. How much legal responsibility do you think **the individual in the driver's seat** of a car has when the following driving features are turned on.

PROGRESSIVE GRID

ROWS, RANDOMISE (KEEP SAME ORDER AS SQ2c), KEEP CODES 1-2 TOGETHER, KEEP CODE 2 AFTER CODE 1

1. Full Self-Driving
2. Full Self-Driving (Supervised)
3. Autopilot,
4. Drive Pilot,
5. BlueCruise
6. SuperCruise
7. Automated Lane Keeping System

COLUMNS, SINGLE CODE, FORWARD/REVERSE 1-4

1. The individual has no responsibility at all
2. The individual has some responsibility
3. The individual has full responsibility
4. There is shared responsibility
5. Don't know

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

SQ2eTEXT. For each of the following please select whether you think the statement presented is true or false or whether you don't know.

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

SQ2e1. When **Autopilot** is turned on the individual in the driver's seat is allowed to...

PROGRESSIVE GRID

ROWS, RANDOMISE

1. ... take their hands off the steering wheel
2. ... use built-in screens to watch TV (i.e. the infotainment system)
3. ...to sleep or drink alcohol
4. ...to use a mobile phone (hand-held)

COLUMNS, SINGLE CODE, FORWARD/REVERSE 1-2

1. True
2. False
3. Don't know

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

SQ2e2. For each of the following please select whether you think the statement presented is true or false or whether you don't know.

When **Co-pilot** is turned on...

PROGRESSIVE GRID

ROWS, RANDOMISE

1. ...the individual in the driver's seat can take their hands off the steering wheel
2. ...the individual in the driver's seat can use built-in screens to watch TV (i.e. the infotainment system)
3. ...the individual in the driver's seat can sleep or drink alcohol
4. ...the individual in the driver's seat can use a mobile phone (hand-held)

COLUMNS, SINGLE CODE, FORWARD/REVERSE 1-2

1. True
2. False
3. Don't know

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

SQ2e3. When **Full self-driving** is turned on...

PROGRESSIVE GRID

ROWS, RANDOMISE (KEEP IN SAME ORDER AS SQ2e2)

1. ...the individual in the driver's seat can take their hands off the steering wheel
2. ...the individual in the driver's seat can use built-in screens to watch TV (i.e. the infotainment system)
3. ...the individual in the driver's seat can sleep or drink alcohol
4. ...the individual in the driver's seat can use a mobile phone (hand-held)

COLUMNS, SINGLE CODE, FORWARD/REVERSE 1-2

1. True
2. False
3. Don't know

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

SQ2e4. When **Full self-driving (supervised)** is turned on...

PROGRESSIVE GRID

ROWS, RANDOMISE (KEEP IN SAME ORDER AS SQ2e2)

1. ...the individual in the driver's seat can take their hands off the steering wheel
2. ...the individual in the driver's seat can use built-in screens to watch TV (i.e. the infotainment system)
3. ...the individual in the driver's seat can sleep or drink alcohol
4. ...the individual in the driver's seat can use a mobile phone (hand-held)

COLUMNS, SINGLE CODE, FORWARD/REVERSE 1-2

1. True
2. False
3. Don't know

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

SQ2f. Now please imagine it is a clear, dry day on a motorway. Traffic is moderate, and the car's **Cruise Control** has been turned on. This system maintains a set speed.

How much attention is needed from the only individual in the car?

SINGLE CODE, FORWARD/REVERSE 1-3

1. No attention needed – the system can drive itself completely
2. Some attention needed – the individual needs to be ready to take over in some situations
3. Full attention needed – the system helps the driver, but the individual is fully in control
4. Don't know

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

SQ2g. Thinking about the same scenario where an individual is in a car on the motorway on a clear, dry day with moderate traffic with **Blue Cruise** turned on. Imagine the individual receives an urgent text message and they look down at their phone to read and respond. At this moment, a coach in front brakes unexpectedly. The car brakes slightly and bumps the back of the coach. No one is injured, and damage is minimal.

Who do you believe is **primarily responsible** for the minor collision in this scenario?

SINGLE CODE, RANDOMISE 1-3

1. The individual in the car
2. The car manufacturer
3. The coach driver
4. Someone else

5. Don't know

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

SQ2h. Now please imagine it is a clear, dry day on a motorway. Traffic is moderate, and the car's **Adaptive Cruise Control** has been turned on. This system maintains a set speed and automatically adjusts the car's speed to keep a safe distance from the car in front.

How much attention is needed from the only individual in the car?

SINGLE CODE, FORWARD/REVERSE 1-3

1. No attention needed – the system can drive itself completely
2. Some attention needed – the individual needs to be ready to take over in some situations
3. Full attention needed – the system helps the driver, but the individual is fully in control
4. Don't know

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

SQ2i. Please think about the same scenario, where an individual is in a car on the motorway on a clear, dry day with moderate traffic with **Autopilot** turned on. Imagine the individual alone in the car receives an urgent text message and they look down at their phone to read and respond. At this moment, a coach in front brakes unexpectedly. The car brakes slightly and bumps the back of the coach. No one is injured, and damage is minimal.

Who do you believe is **primarily responsible** for the minor collision in this scenario?

SINGLE CODE, RANDOMISE 1-3

1. The individual in the car
2. The car manufacturer
3. The coach driver
4. Someone else
5. Don't know

SHOW SCREEN

FILTER: ASK ALL

SQ3cTEXT. You will now be presented with a list of terms to describe features of cars. For each of the following, please choose the option that best describes what you think the feature does.

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

SQ3c1. Please choose the one option that best describes what you believe **Lane Keeping Assist** does:

SINGLE CODE, RANDOMISE 1-3

1. Warns the driver if the vehicle starts to drift out of its lane
2. Provides gentle steering assistance to help the car stay in its lane
3. Controls the car's steering, speed and lane position on motorways
4. None of the above
5. Don't know

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

SQ3c2. Please choose the option that best describes what you believe **Automated Lane Keeping System** does:

SINGLE CODE, RANDOMISE 1-3

1. Warns the driver if the vehicle starts to drift out of its lane
2. Provides gentle steering assistance to help the car stay in its lane
3. Controls the car's steering, speed and lane position on motorways.
4. None of the above
5. Don't know

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

SQ3c3. Please choose the option that best describes what you believe **Autopark** does:

SINGLE CODE, RANDOMISE 1-3

1. Uses sensors to help the driver park the car by providing visual and audible guidance
2. Automatically parks the car in a parking space without any driver input
3. Helps the driver parallel park the car
4. None of the above
5. Don't know

BASE: ALL ADULTS AGED 16-75**FILTER: ASK ALL**

SQ3c4. Please choose the option that best describes what you believe **Automated Valet Parking** does:

SINGLE CODE, RANDOMISE 1-3

1. Uses sensors to help the driver park the car by providing visual and audible guidance
2. Automatically parks the car in a parking space without any driver input
3. Helps the driver parallel park the car
4. None of the above
5. Don't know

BASE: ALL ADULTS AGED 16-75 WHO HAVE EVER DRIVEN**FILTER: ASK IF DQ2=1-5**

SQ4a. You will now be presented with some driving assistance features. For each of the features, please indicate whether or not you have driven a vehicle with this feature.

PROGRESSIVE GRID**ROWS, RANDOMISE**

1. Forward Collision Warning (FCW)
2. Forward Collision Mitigation (FCM)
3. Automatic/ Autonomous Emergency Braking (AEB)
4. Lane Keeping Assist (LKA)
5. Lane Departure Warning (LDW)
6. Blind Spot Detection (BSD) / Blind Spot Monitoring (BSM)
7. Adaptive Cruise Control (ACC)
8. Park Assist
9. Cross Traffic Alert
10. Driver Attention Monitoring
11. Automotive Night Vision
12. Traffic Sign Recognition (TSR)

COLUMNS, SINGLE CODE, FORWARD/REVERSE 1-2

1. Yes, I have driven a vehicle with this feature
2. No, I have not driven a vehicle with this feature
3. Don't know

BASE: ALL ADULTS WHO HAVE DRIVEN WITH A LEAST ONE OF THE LISTED DRIVING ASSISTANCE FEATURES**FILTER: ASK IF SQ4a_1-12 = 1**

SQ4b. How well, if at all, do you feel you understand what this driving assistance feature does?

PROGRESSIVE GRID**ROWS, MASK LIST SHOWING ONLY SHOW DRIVING FEATURES AT SQ4a_1-12 IF CODE 1 IS SELECTED, FOLLOW SAME ORDER AS SQ4a_1-12**

1. Forward Collision Warning (FCW)
2. Forward Collision Mitigation (FCM)
3. Automatic/ Autonomous Emergency Braking (AEB)
4. Lane Keeping Assist (LKA)
5. Lane Departure Warning (LDW)
6. Blind Spot Detection (BSD) / Blind Spot Monitoring (BSM)

7. Adaptive Cruise Control (ACC)
8. Park Assist
9. Cross Traffic Alert
10. Driver Attention Monitoring
11. Automotive Night Vision
12. Traffic Sign Recognition (TSR)

SINGLE CODE, FORWARD/REVERSE 1-4

1. Very well
2. Fairly well
3. Not very well
4. Not at all well
5. Don't know

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

DQ2. How many cars are there in your household (including leasing or company cars)?

If no cars in your household, please select 0.

SINGLE CODE, FORWARD/REVERSE 1-4

1. 0
2. 1
3. 2
4. 3 or more
5. Don't know

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

GENRECONTACT_TEXT.

If the Department for Transport wanted to carry out some follow up research, would you be willing to be recontacted by Ipsos so we can ask if you would be interested in taking part?

If selected for further research, you would be offered a thank you payment for taking part. Agreeing to recontact does not mean you have to take part – you can decide at the time. We would store your details until December 2026.

As with this survey, your participation in further research would be anonymous and the Department for Transport would not know who took part or be able to see any individual answer.

BASE: ALL ADULTS AGED 16-75

FILTER: ASK ALL

GENRECONTACT_1. Do we have permission to recontact you about this further research, if needed?

1. Yes, I am willing to be contacted about further research
2. No, do not contact me about future research **[SKIP TO END IF SELECTED]**

BASE: ALL ADULTS WHO ARE WILLING TO BE CONTACTED FOR FURTHER RESEARCH

FILTER: ASK IF GENRECONTACT_1 = 1(Yes)

GENRECONTACT_2. Please provide your contact details.

1. Name: **[OE TEXT BOX]**
2. Phone number: **[OE TEXT BOX]**
3. Email address: **[OE TEXT BOX]**

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