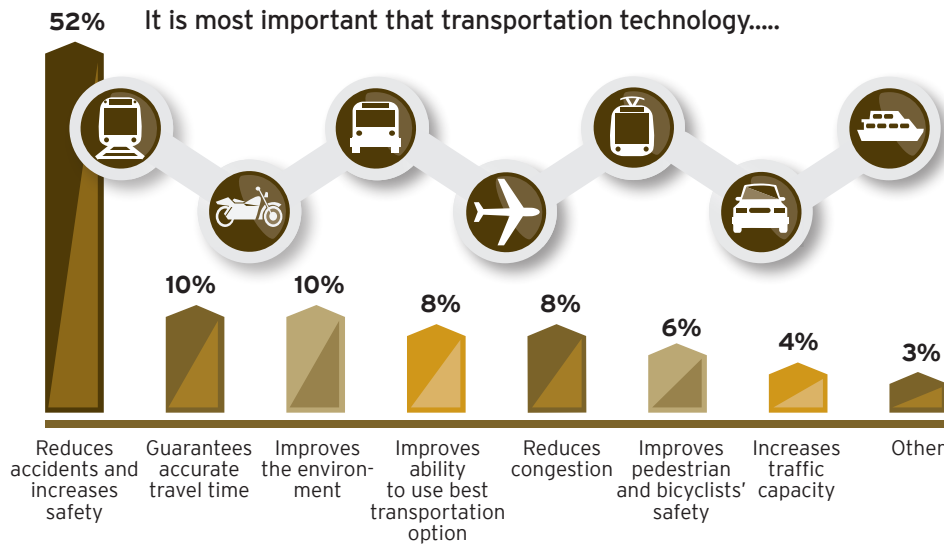# TECHNOLOGY-DRIVEN TRANSPORTATION INNOVATION – DEMAND FOR SAFETY, CONCERN FOR PERSONAL PRIVACY

New developments in transportation technology are impacting expectations of Americans on many levels. Technologies are now offering an array of information about traffic congestion, routing options and more, yet Americans across the nation have one common desire for transportation technology: safety.

A new America THINKS survey by HNTB, a national infrastructure solutions firm explores public beliefs about these new technologies – what they should be providing and the potential concerns these very technologies also create.
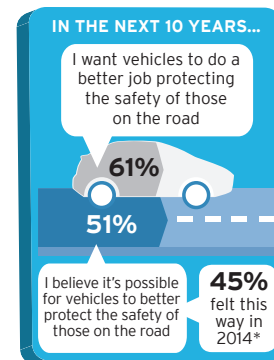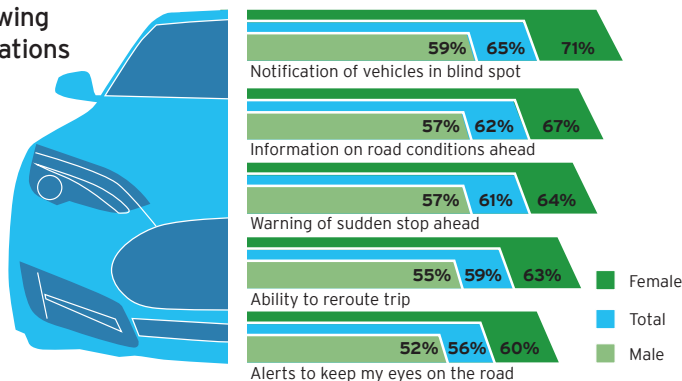
SAFETY FIRST

Most Americans are eager for technology enhancements that will improve their transportation safety, either as drivers or passengers. The majority of Americans believe the most important function of technology is to reduce accidents or make conditions safer. People are far less likely to prioritize their personal convenience.

It is most important that transportation technology.....

Category	Percentage
Reduces accidents and increases safety	52%
Guarantees accurate travel time	10%
Improves the environment	10%
Improves ability to use best transportation option	8%
Reduces congestion	8%
Improves pedestrian and bicyclists' safety	6%
Increases traffic capacity	4%
Other	3%

INFORMATION AND SAFETY

For many Americans, transportation safety and information are closely tied. They are eager for technology on board their vehicles to provide an array of information about road conditions. Interestingly, more women than men desire these features in their cars. Americans are increasingly optimistic they will see these advancements within the next ten years.
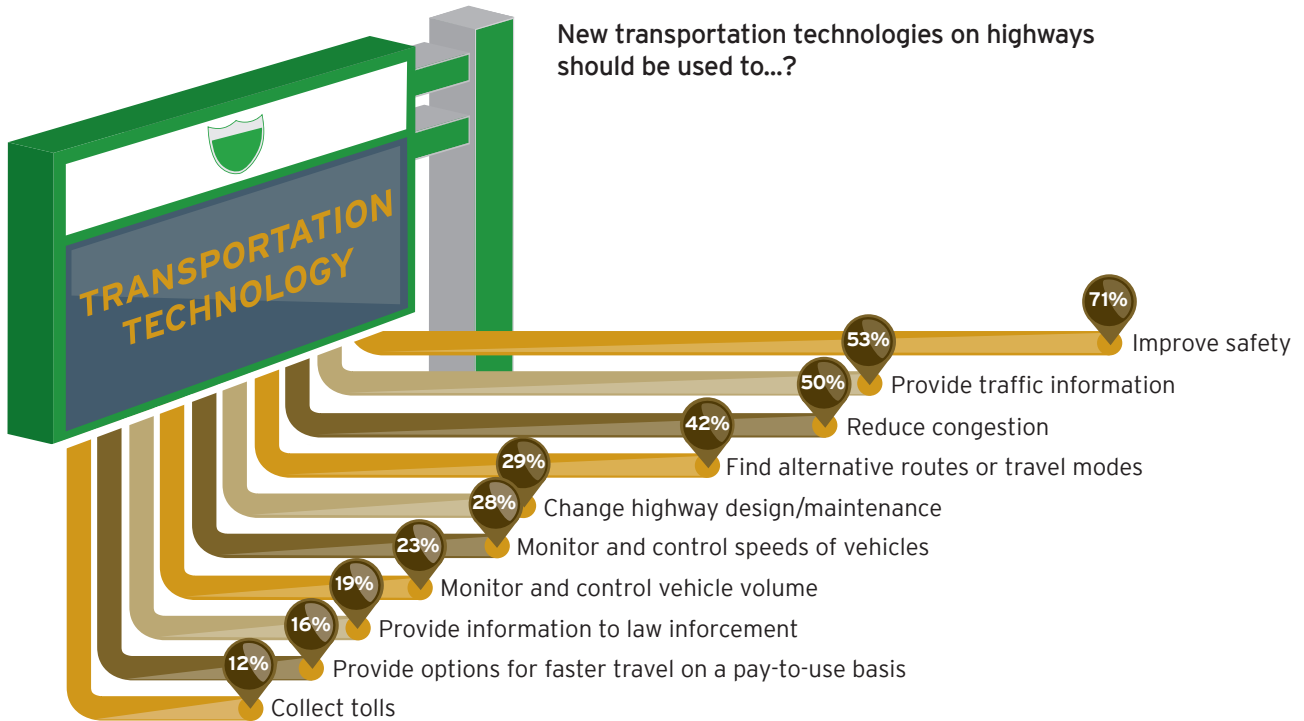
Which of the following technology applications would you want in your vehicle?

Application	Male	Total	Female
Notification of vehicles in blind spot	59%	65%	71%
Information on road conditions ahead	57%	62%	67%
Warning of sudden stop ahead	57%	61%	64%
Ability to reroute trip	55%	59%	63%
Alerts to keep my eyes on the road	52%	56%	60%

IN THE NEXT 10 YEARS...

I want vehicles to do a better job protecting the safety of those on the road

61%

51%

I believe it's possible for vehicles to better protect the safety of those on the road

45% felt this way in 2014*

America THINKS conducted in June 2014 among 1,042 nationally representative Americans ages 18 and over
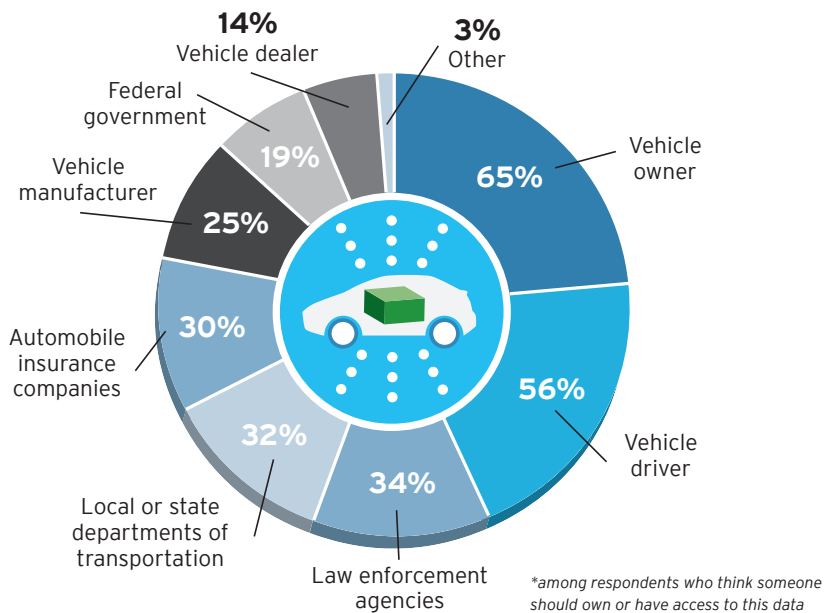
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USING TECHNOLOGY

Americans are eager for advancements that create more informed travelers. In fact, people want to see technology that will improve safety, provide information about road conditions, and help reduce road congestion.

New transportation technologies on highways should be used to...?

TRANSPORTATION TECHNOLOGY

- **71%** Improve safety
- **53%** Provide traffic information
- **50%**
- **42%** Reduce congestion
- **29%** Find alternative routes or travel modes
- **28%** Change highway design/maintenance
- **23%** Monitor and control speeds of vehicles
- **19%** Monitor and control vehicle volume
- **16%** Provide information to law inforcement
- **12%** Provide options for faster travel on a pay-to-use basis
- Collect tolls

WHO WANTS TO KNOW?

While connected vehicles have the potential to generate a great deal of data and information, Americans are hesitant to share. However, they indicate a willingness to re-evaluate their privacy concerns if they feel the data and information positively impacts their safety or budgets.

Access to the data generated by connected vehicles should be given to....?

- **14%** Vehicle dealer
- **3%** Other
- **19%** Federal government
- **25%** Vehicle manufacturer
- **30%** Automobile insurance companies
- **32%** Local or state departments of transportation
- **34%** Law enforcement agencies
- **56%** Vehicle driver
- **65%** Vehicle owner

among respondents who think someone should own or have access to this data

HNTB's America THINKS 2015 transportation technology survey polled a random nationwide sample of 1,007 Americans between June 29 and July 13. It was conducted by Kelton, which used an e-mail invitation and online survey. Quotas were set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over. The margin of error is +/- 3.1 percent. For more information, visit www.hntb.com or contact David Fridling (917) 438-0900, dfridling@hntb.com