

# **Awareness of Active Safety Features in Vehicles Results**

3 July 2019

Internal Report

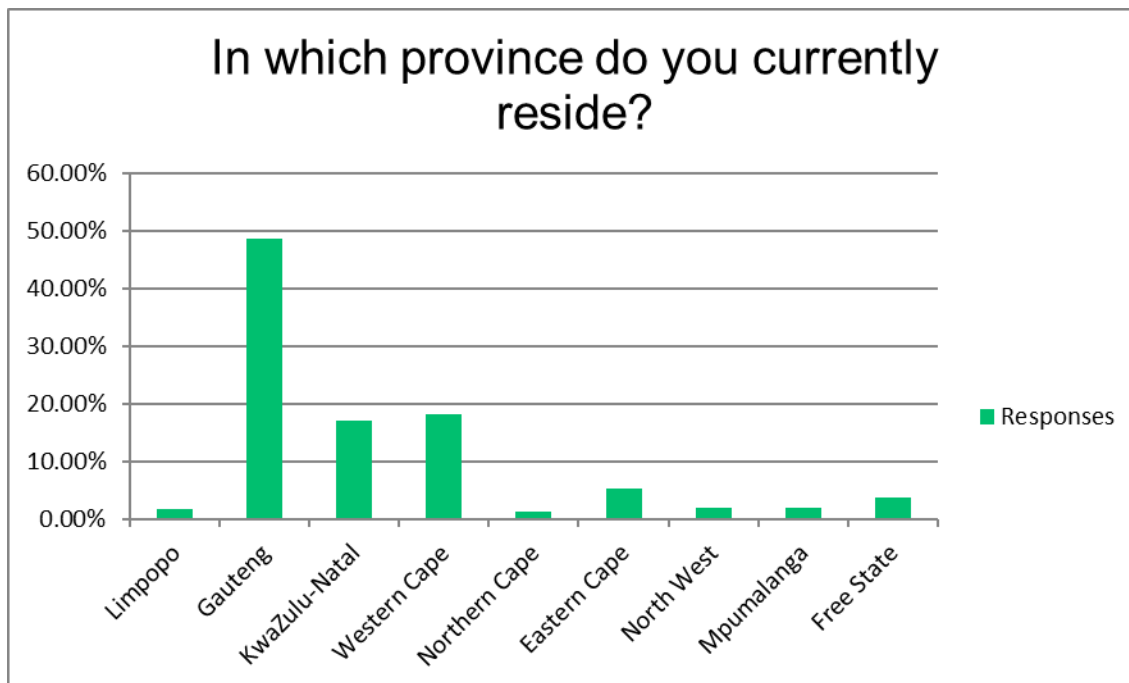




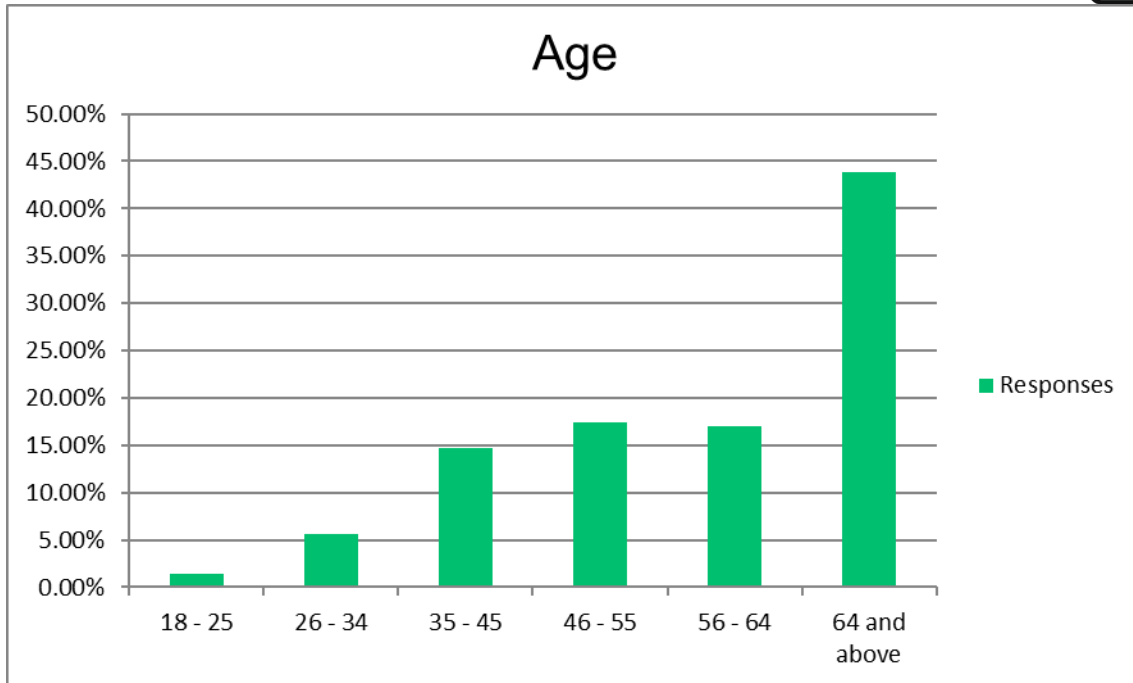
## 1. Overview of Current Report

The current report highlights the insights gained on the AA monthly survey, Awareness of Active Safety Features in Vehicles. The results provide the respondents' awareness levels of Active Safety Features in Vehicles, their opinions on if these features should be mandatory for every vehicle in South and how much they would be willing to spend on a vehicle that has been fitted with some of these features.

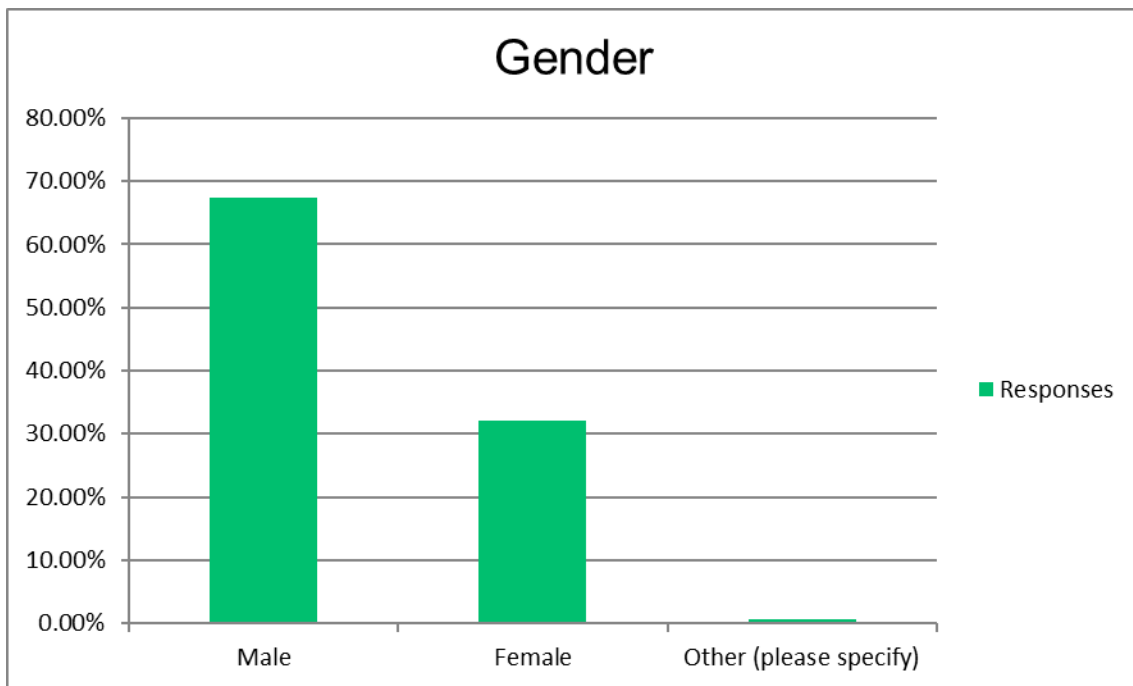
## 2. Demographics



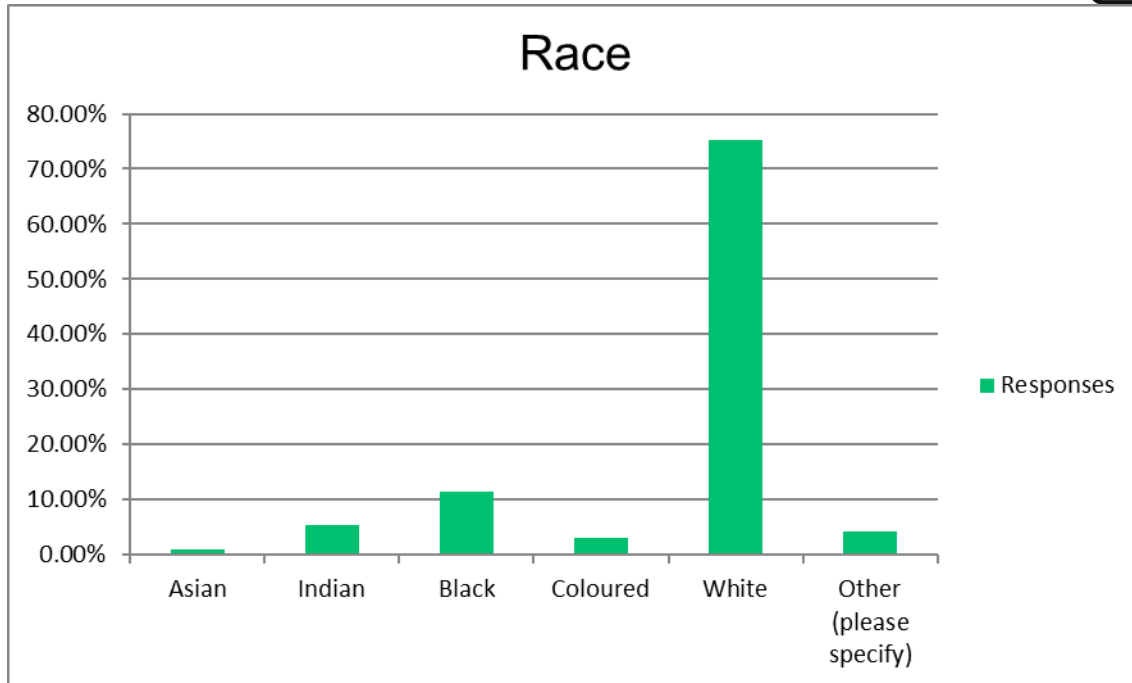
Sample 340



Sample 340



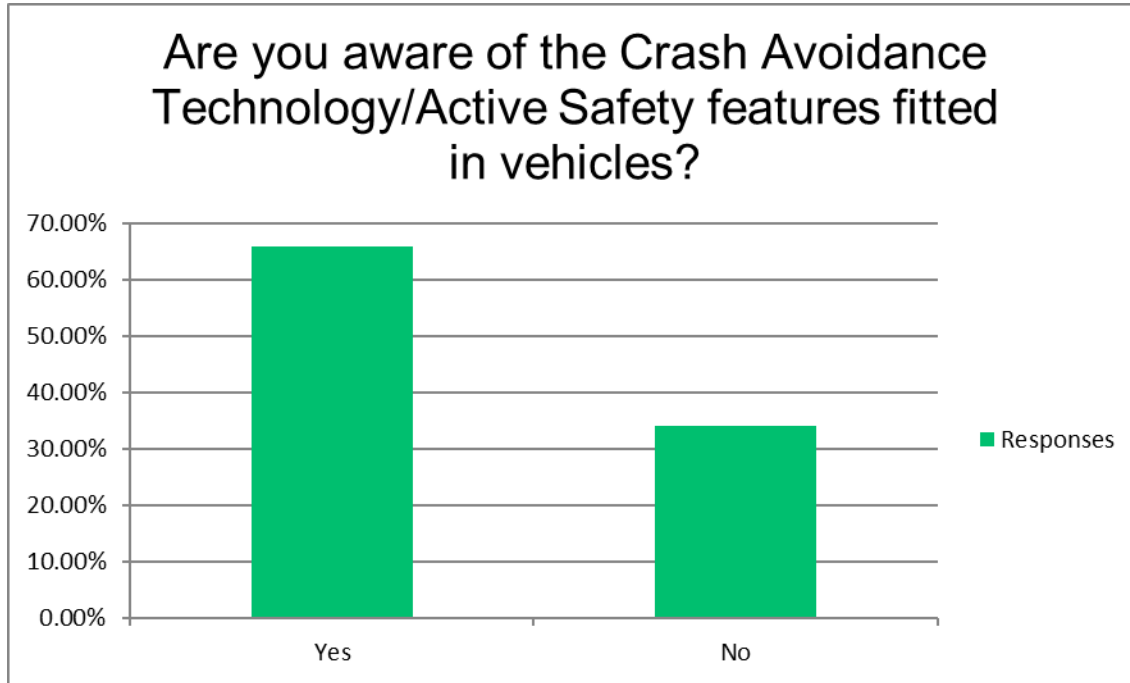
Sample 340



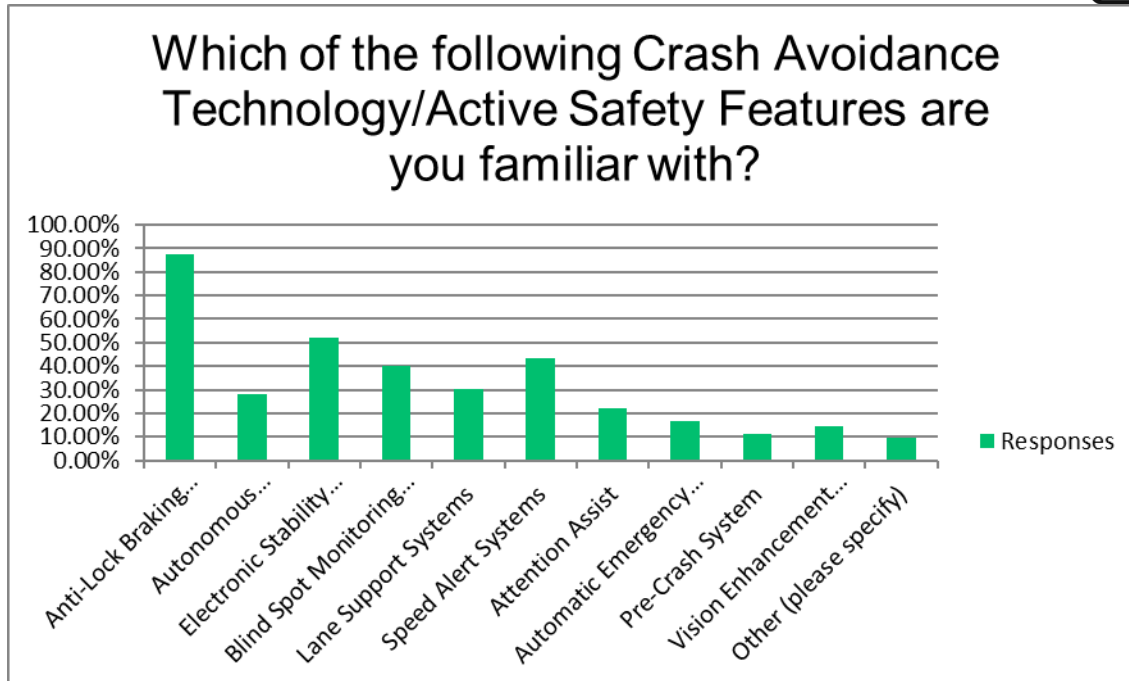
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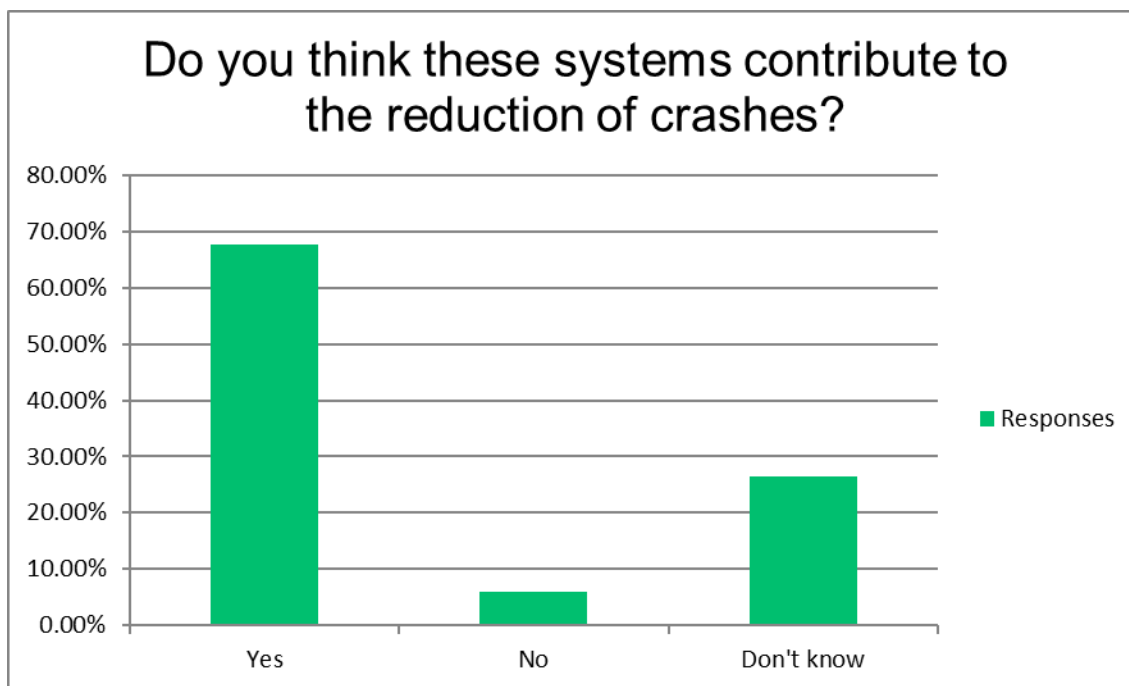
### 3. Results



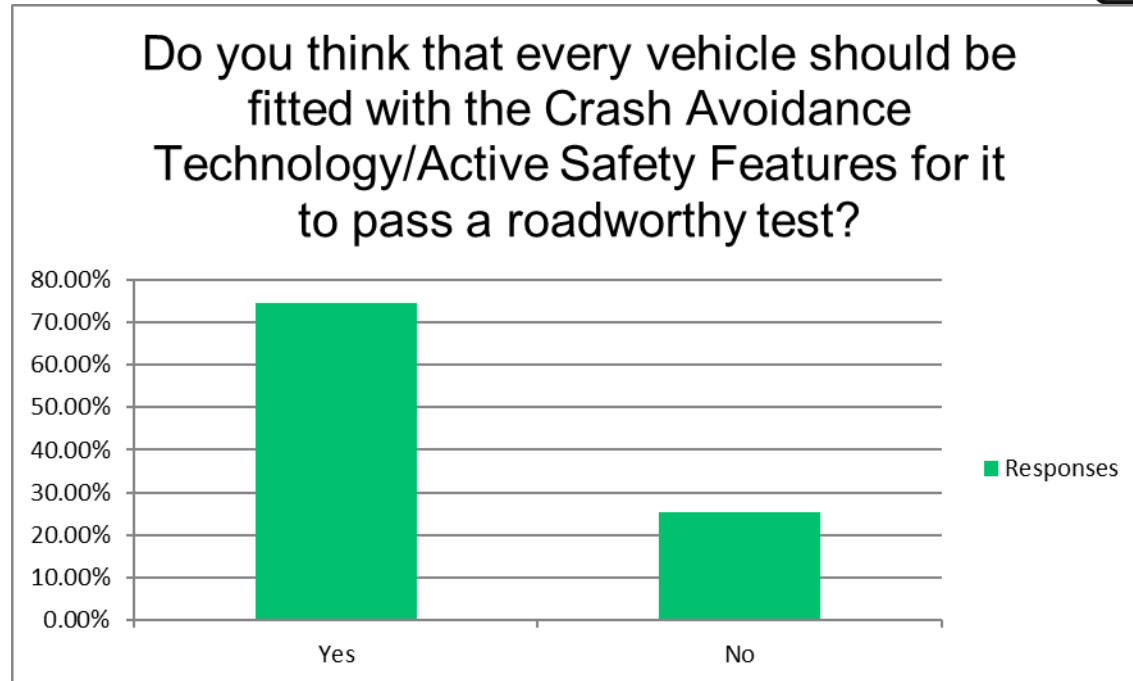
Sample 323



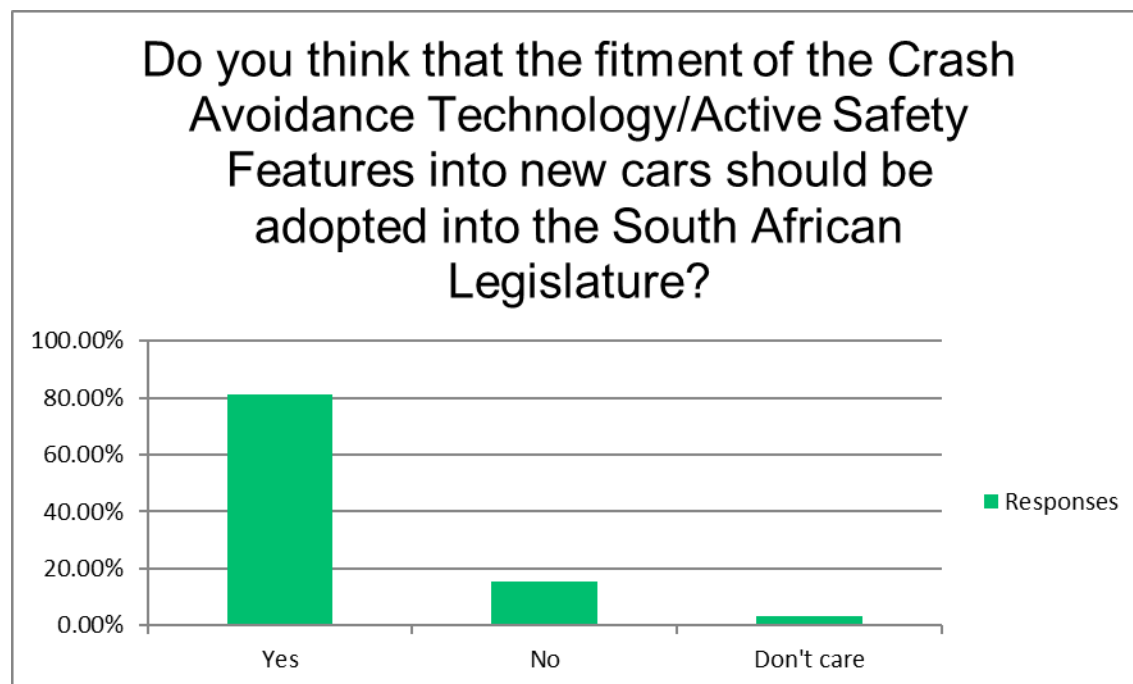
Sample 323



Sample 315



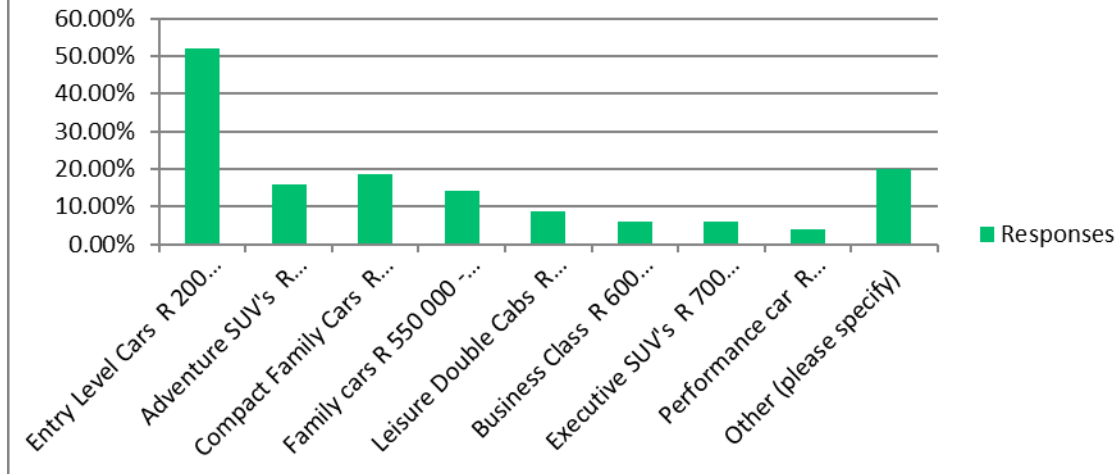
Sample 315



Sample 304



## How much would you be willing to spend for cars fitted with Crash Avoidance Technology/ Active Safety Features?



Sample 304





**End**  
**Thank You.**