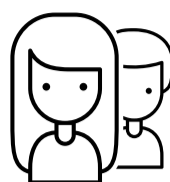


IN-VEHICLE INFORMATION SYSTEMS (IVIS)

What in-vehicle information systems (IVIS) do people use?

What are New Zealand driver's attitudes towards IVIS?

1017 drivers from across New Zealand completed a survey



IVIS activities whilst driving

Listening to music

96%



Looking at a map

54%



Text/E-mail/Social Media

26%



Listening to navigation

64%



Hands free cell

47%



Reading Social Media

8%



Texting, talking on hands free, and using a navigation devices were highest in the 25-44 age group

26% of drivers said they used hand held mobile devices while driving

We also asked about Intelligent Speed Assistants (ISA)

50% of drivers had access to an ISA

25% of drivers reported receiving speed related warnings



Drivers believed that ISA's would improve safety

The number of drivers who use an ISA is roughly the same as those who text/email/ social media while driving.

Conclusions

- Drivers use of safety orientated IVIS are low, despite drivers' beliefs that they have safety benefits
- Drivers need further guidance and education on what constitutes a "good" application and what constitutes bad practice (e.g. mobile use)



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