



Automotive In-Cabin Safety Survey February 2022

Methodology Summary

INTRODUCTION

As a leader in 4D imaging radar for automotive safety, Vayyar is in advanced engagements with OEMs and Tier 1s worldwide, developing next-generation in-cabin monitoring systems.

Over the past few years, consumer awareness of in-cabin safety has increased significantly. That's why we wanted to gauge the current attitudes of motorists toward features such as occupant monitoring, Child Presence Detection, enhanced Seat Belt Reminders and optimized Airbag Deployment and Disabling.

METHODOLOGY

We created a comprehensive survey designed to evaluate the perceived importance of these features to consumers in five key automotive markets: the U.S., the UK, Germany, Japan and South Korea. These territories were selected to ensure geographical balance and because they are widely seen as technological pacesetters for the global industry.

In addition to opinion about specific features, we gathered data about participants' genders, income levels and number of children/grandchildren, as well as their accident history, in order to identify differences between the perspectives of people in each geography.

The survey was completed by 2,500 individuals, divided equally between the five geographies. Facilitated by Global Surveyz, an independent research company, the project took place over a two-week period between December 2021 and January 2022. Respondents were recruited through a global research panel and invited to participate via email. The average time spent on completing the survey was 4 minutes and 18 seconds. The answers to the majority of the non-numerical questions were randomized to prevent order bias in the responses.

We hope you find the data illuminating. If you have any questions about the methodology of the survey or its findings, please don't hesitate to get in touch.