



Press Release

Ipsos poll: American Attitudes on Automobiles

Americans like driving and are receptive to electric vehicles, but worry about their viability

Washington, DC, March 27, 2018 — As technology and electronics integrate further into society, Ipsos seeks to understand how receptive American consumers are to these changes. In order to do so, Ipsos has polled 2,010 Americans on their views of self-driving or electric cars and how these burgeoning industry changes will affect their lives.

Americans seem very attached to their cars. For many, a car is more than a vehicle to move from location to location but a reflection of their personality or self. 81% of Americans agree with the sentiment that their car reflects who they are, and 59% consider themselves as someone who is passionate about cars, trucks, motorcycles, or other vehicles. Perhaps because so many Americans rely on their cars, they have become such an important cultural tool. More than three-quarters of Americans (78%) assert that they definitely need to have a vehicle to get to work.

Given this attachment to their cars, it is unsurprising that Americans would prefer to continue manually driving that which they feel reflects their personality. Americans are split on whether their view of a self-driving car is positive (52%) or negative (48%), however, if given the choice between a self-driving car or a manual car at equivalent cost, a strong majority (76%) would prefer to continue using the vehicle they personally use. In fact, if offered a self-driving car that costs less to own and maintain than a car today, 55% would still prefer to continue using their personal vehicle.

Americans are reluctant to give up the human element of a car, however, a majority seem to understand the impact they have on our environment. In recent years, electric cars have been put forth as a method of reducing car emissions, and the American public seems receptive to the idea. 68% agree that they have a generally positive opinion of electric cars. Despite this, the general approval of electric cars has not seemed to translate into a desire for action as only 33% of Americans responded that they were interested in owning an electric car.

The main obstacles explaining the difference in approval of electric cars and desire to own one center around the logistics of personally owning an electric car rather than a gas powered one. If they owned an electric car, 90% of Americans express concern over their ability to find a charging station when out in public. Since electric vehicles are a newer technology, a similarly high percentage (85%) are concerned with finding a mechanic to help keep their electric cars on the road. Other high concern issues center on increased electricity bills at home when charging their cars (79%), durability (79%), reliability (78%), ability to keep up with gas powered cars (74%), and safety features (69%).

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

What is the make of the vehicle you currently drive most often?

	Total, n = 2,010 respondents
Toyota	14%
Ford	11
Chevrolet	10
Honda	9
Nissan	6
Hyundai	4
Jeep	3
BMW	3
Dodge	3
Kia	3
Mazda	2
Subaru	2
Chrysler	2
Acura	2
Lexus	2
Buick	2
Cadillac	2
Volkswagen	1
GMC	1
Audi	1
Mercedes-Benz	1
Infiniti	1
Volvo	1
Ram	1
Mitsubishi	1
Lincoln	*
Fiat	*
Scion	*
Jaguar	*
Tesla	*
Other	2
Do not drive	9

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

What is the model year of this vehicle?

	Total
Earlier than 2013	51%
2013-2014	14
2015-2016	23
2017-2018	9
Don't know	3

1. How much, if at all, do you feel that the car you drive reflects your personality or self?

	Total
Reflects a great deal	25%
Reflects somewhat	33
Reflects a little	23
Does not reflect at all	19
<i>Reflects (Net)</i>	<i>81%</i>

2. Do you consider yourself a car person or someone who is passionate about cars, trucks, motorcycles, or other vehicles you drive yourself?

	Total
Yes, very much	18%
Yes, somewhat	19
Yes, a little	22
No, not at all	41
<i>Yes (Net)</i>	<i>59%</i>

3. Thinking about where you live, which of the following places/locations would it be easy for you to walk to?

	Total
Grocery store	40%
Public park	39
Restaurants	38
Public transportation (bus stop, rail station, etc.)	31
School	26
Place of worship	21
Retail shopping center	21
A gym/fitness center	20

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

Sports fields/arenas	12
Entertainment centers (movie theaters, concert halls, etc.)	12
Work/your job	10
None of these	28

4. And of this same list, which of the following places do you currently walk to?

	Total
Public park	24%
Grocery store	21
Restaurants	17
Retail shopping center	11
Public transportation (bus stop, rail station, etc.)	10
A gym/fitness center	8
School	7
Work/your job	6
Sports fields/arenas	6
Entertainment centers (movie theaters, concert halls, etc.)	5
Place of worship	5
None of these	53

5. And again of this same list, which of the following places would you like to be able to walk to?

	Total
Grocery store	39%
Restaurants	37
Public park	34
Retail shopping center	29
A gym/fitness center	25
Entertainment center (movie theaters, concert halls, etc.)	24
Work/your job	24
Public transportation (bus stop, rail station, etc.)	18
Place of worship	16
Sports field/arenas	14
School	12

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

None of these	26
---------------	----

6. How necessary is it for you to have a car to get to work?

	Total, n = 1,100
I definitely need to have a vehicle to get to work	78%
I could probably get to work without a vehicle if I needed to	12
I don't need a vehicle at all to get to work	10

7. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route. – Total answering useful.

	Total
Letting you know you are nearing a gas or charging station if you are low on gas or battery	76
Reminders about appointments (such as doctor visits)	67%
Telling you about specials or sales at stores you've shopped at	49
Reminding you about services that you do on a regular basis (like dry cleaning or haircuts)	42
Asking you in the morning if you'd like to stop by a coffee shop you've been to before	30
Pointing out stores that you've shopped at before	29
Notifications that you're passing restaurants you've been to before	27

8. Again thinking about cars in the future, manufacturers are working now on self-driving cars. Have you seen, read, or hear anything about self-driving cars in the news?

	Total
Yes, a great deal	24%
Yes, a little	61
No, nothing at all	15
<i>Yes (Net)</i>	<i>85%</i>



Press Release – continued –

9. And what is your view of self-driving cars?

	Total
Very positive	14%
Somewhat positive	38
Somewhat negative	32
Very negative	16
<i>Positive (Net)</i>	<i>52%</i>
<i>Negative (Net)</i>	<i>48</i>

10. Assuming the cost of self-driving cars is comparable to what it costs to your own car now, which would be your preference:

	Total
To continue using a vehicle that you personally drive	76%
To switch to using a self-driving vehicle	24

11. And if self-driving cars cost **much less** to own and maintain than it costs to own and maintain a car today, what would be your preference?

	Total
To continue using a vehicle that you personally drive	55%
To switch to using a self-driving vehicle	45

12. Imagine for a moment that the self-driving cars are proven to be completely safe and that the cost is the same as today's cars. In this scenario, would you favor or oppose **only** allowing self-driving cars on the road.

	Total
Strongly favor	15%
Somewhat favor	35
Somewhat oppose	29
Strongly oppose	21
<i>Favor (Net)</i>	<i>50%</i>
<i>Oppose (Net)</i>	<i>50</i>

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

13. In your opinion, how likely or unlikely is each of the following scenarios? – Total answering likely.

	Total
In the near future, the safety of self-driving vehicles will mean that auto insurance is cheaper if you own a self-driving vehicle	54%
In 10 years time, there are the same number of self-driving vehicles on the streets as vehicles people drive themselves	49
In the near future, auto companies will stop producing vehicles people drive themselves and only produce self-driving vehicles	34
In the near future, state and federal governments will pass laws requiring vehicles to be self-driving	31

14. How many road trips, where you drive a significant distance do you take in a typical year?

	Total
5 or more	25%
4	8
3	10
2	22
1	18
None	17

15. If you had regular access to a self-driving car, rather than having to drive yourself, would you:

	Total
Take more road trips	30%
Travel longer distances by vehicle, instead of flying	30
Travel with different types of entertainment other than just the vehicle radio	26
Go to different places than if you had to drive yourself	25
Take a different/more scenic route	24
Go to more events/destinations that you do now	20
Change what time of day you plan to travel	19
Stop at more places along the way	15

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

Travel with more people in the vehicle	13
None of these	38

16. Electric cars are cars that need to be charged, and then run on electricity. What is your view of electric cars?

	Total
Very positive	22%
Somewhat positive	46
Somewhat negative	23
Very negative	9
<i>Positive (Net)</i>	<i>68%</i>
<i>Negative (Net)</i>	<i>32</i>

17. Do you currently own an electric car (not including hybrid cars, only fully electric ones)?

	Total
Yes, I own a fully electric vehicle	6%
No	94

18. Do you know anyone that currently drives an electric car?

	Total
Yes	21%
No	79

19. And do you plan to buy another/an electric car the next time you purchase a vehicle?

	Total
Yes	5%
Maybe	24
No	62
Don't know	9

a) Of those who currently own an electric car, do you plan to buy another electric car the next time you purchase a vehicle?

	Total, n = 97
Yes	47%
Maybe	43
No	6
Don't know	5



Press Release – continued –

b) Of those who do not currently own an electric car, do you plan to buy another electric car the next time you purchase a vehicle?

	Total, n = 1,913
Yes	3%
Maybe	22
No	65
Don't know	10

20. The government currently provides a subsidy to people who own electric cars to encourage their use. Would you still plan to buy an electric car next time you purchase a vehicle if the government took away this subsidy?

	Total, n = 84
Definitely would still purchase an electric vehicle even if there is no subsidy	56%
Probably would still purchase an electric vehicle even if there is no subsidy	25
Probably would not still purchase an electric vehicle if there is no subsidy	13
Definitely would not still purchase an electric vehicle if there is no subsidy	5
<i>Would still purchase (Net)</i>	<i>81%</i>
<i>Would not still purchase (Net)</i>	<i>19</i>

21. How interested, if at all, are you in owning an electric car?

	Total, n = 1,635
Very interested	8%
Somewhat interested	25
Not too interested	31
Not at all interested	36
<i>Interested (Net)</i>	<i>33%</i>
<i>Not interested (Net)</i>	<i>67</i>

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

22. How appealing are each of the following features of electric cars to you personally? – Total answering appealing.

	Total
Electric vehicles are half the cost of gas-powered vehicles to operate	84%
Electric vehicles need service less often than gas-powered vehicles do	83
Electric vehicle owners receive a large tax benefit from the government	82
Electric vehicles can go 500 miles on a single charge	80

23. How concerning, if at all, are each of the following? – Total answering concerning.

	Total
The ability to find a charging station when out in public	90%
Finding a mechanic who knows how to work on electric vehicles	85
The increased electricity bill at my home	79
The durability of electric vehicles	79
The reliability of electric vehicles	78
The ability for an electric vehicle to reach highway speeds	74
The safety features of electric vehicles	69

24. Do you consider yourself a...

	Total
Strong Democrat	15
Moderate Democrat	15
Lean Democrat	8
Independent	21
Lean Republican	8
Moderate Republican	13
Strong republican	10
Other	3
Don't know/Refuse	9
<i>Democrat (Net)</i>	<i>37%</i>
<i>Republican (Net)</i>	<i>30</i>
<i>Independent (Net)</i>	<i>21</i>

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

About the Study

These are findings from an Ipsos poll conducted December 19-21, 2017. For the survey, a sample of roughly 2,010 adults age 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online nonprobability sampling polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=2,010 , DEFF=1.5, adjusted Confidence Interval=2.5).

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

For more information on this news release, please contact:

Chris Jackson
Vice President, U.S.
Ipsos Public Affairs
+1 202 420-2025
chris.jackson@ipsos.com

Mallory Newall
Director, U.S.
Ipsos Public Affairs
+1 202 420-2014
mallory.newall@ipsos.com

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.
The company is part of the CAC Mid & Small index
and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025