



# Press Release

## Only 38% of Americans feel Autonomous Vehicles will be safer

### New Ipsos study shows skepticism about self-driving cars

**New York, NY, March 20, 2018** — The United States, which is undeniably a car-culture, is skeptical of autonomous vehicles. Fewer than four in 10 feel they will make driving safer according to a newly-released study conducted at the end of 2017. A similar number disagree and roughly a quarter of Americans are unsure.

This is just one finding from a new Ipsos study about views of autonomous vehicles. Americans see many benefits as more likely than safety. A majority said that they would find AVs more relaxing, easier, comfortable and enjoyable.

Overall Americans are evenly split between those who are in favor of AVs (22%) and can't wait to use them and those who claim they will never use them under any circumstances (24%). A slight majority is taking a wait-and-see approach, expressing both interest and uncertainty.

In terms of regulation, more trust (36%) companies that design and manufacture self-driving cars to self-regulate than trust the government or public authorities (24%) to regulate these vehicles.

The study was conducted as part of a special feature which will launch next week at [www.gen-pop.com](http://www.gen-pop.com) about the Future of Mobility.

### About the Study

These are the findings from an Ipsos poll conducted November 27 and December 8, 2017. For the survey, a sample of 1,002 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online, in English. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of  $\pm 3.5$  percentage points for all respondents surveyed.

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, region, race/ethnicity and income.

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  $\pm 2.0$  percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish

Address: 360 Park Avenue South, 17th Floor  
New York, NY 10010  
Tel: +1 212 265-3200

Contact: **Matt Carmichael**  
*Editorial Director, North America, Ipsos*  
Email: [matt.carmichael@ipsos.com](mailto:matt.carmichael@ipsos.com)  
Tel: +1 312 218-7922



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(1965). This study had a credibility interval adjusted for design effect of the following ( $n=1,002$ ,  $DEFF=1.5$ , adjusted Confidence Interval=5.0).

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:**

Matt Carmichael  
Editorial Director, North America  
Ipsos  
+1 312 218-7922  
[matt.carmichael@ipsos.com](mailto:matt.carmichael@ipsos.com)

Address: 360 Park Avenue South, 17th Floor  
New York, NY 10010  
Tel: +1 212 265-3200

Contact: **Matt Carmichael**  
*Editorial Director, North America, Ipsos*  
Email: [matt.carmichael@ipsos.com](mailto:matt.carmichael@ipsos.com)  
Tel: +1 312 218-7922



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### 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).

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[www.ipsos.com](http://www.ipsos.com)

Address: 360 Park Avenue South, 17th Floor  
New York, NY 10010  
Tel: +1 212 265-3200

Contact: **Matt Carmichael**  
Editorial Director, North America, Ipsos  
Email: [matt.carmichael@ipsos.com](mailto:matt.carmichael@ipsos.com)  
Tel: +1 312 218-7922