

A decorative graphic on the left side of the slide, consisting of a large yellow triangle pointing downwards, an orange circle, a blue circle, a dark blue circle, and a green circle, all overlapping each other.

# Public opinion on a future with driverless cars

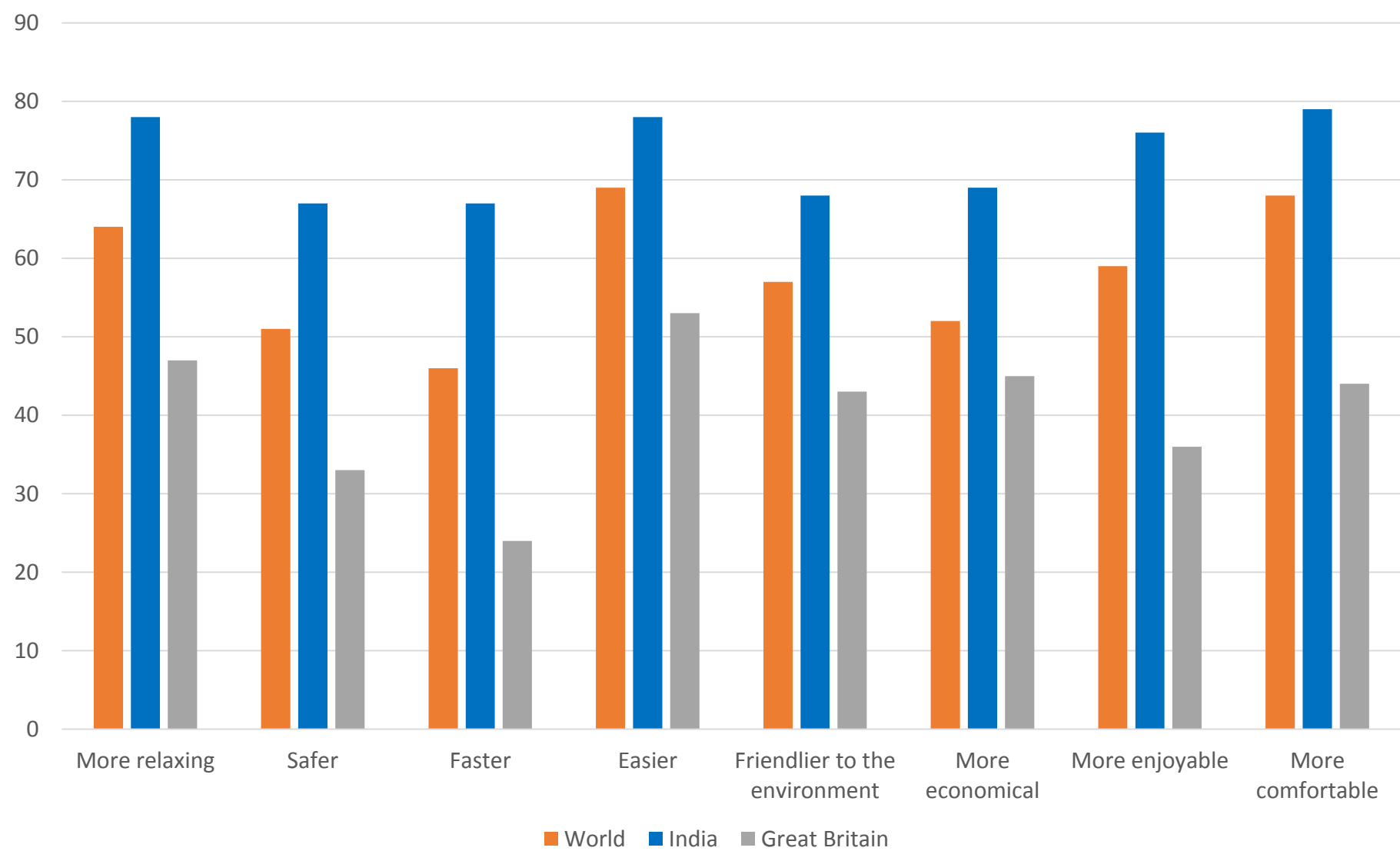
March 2018

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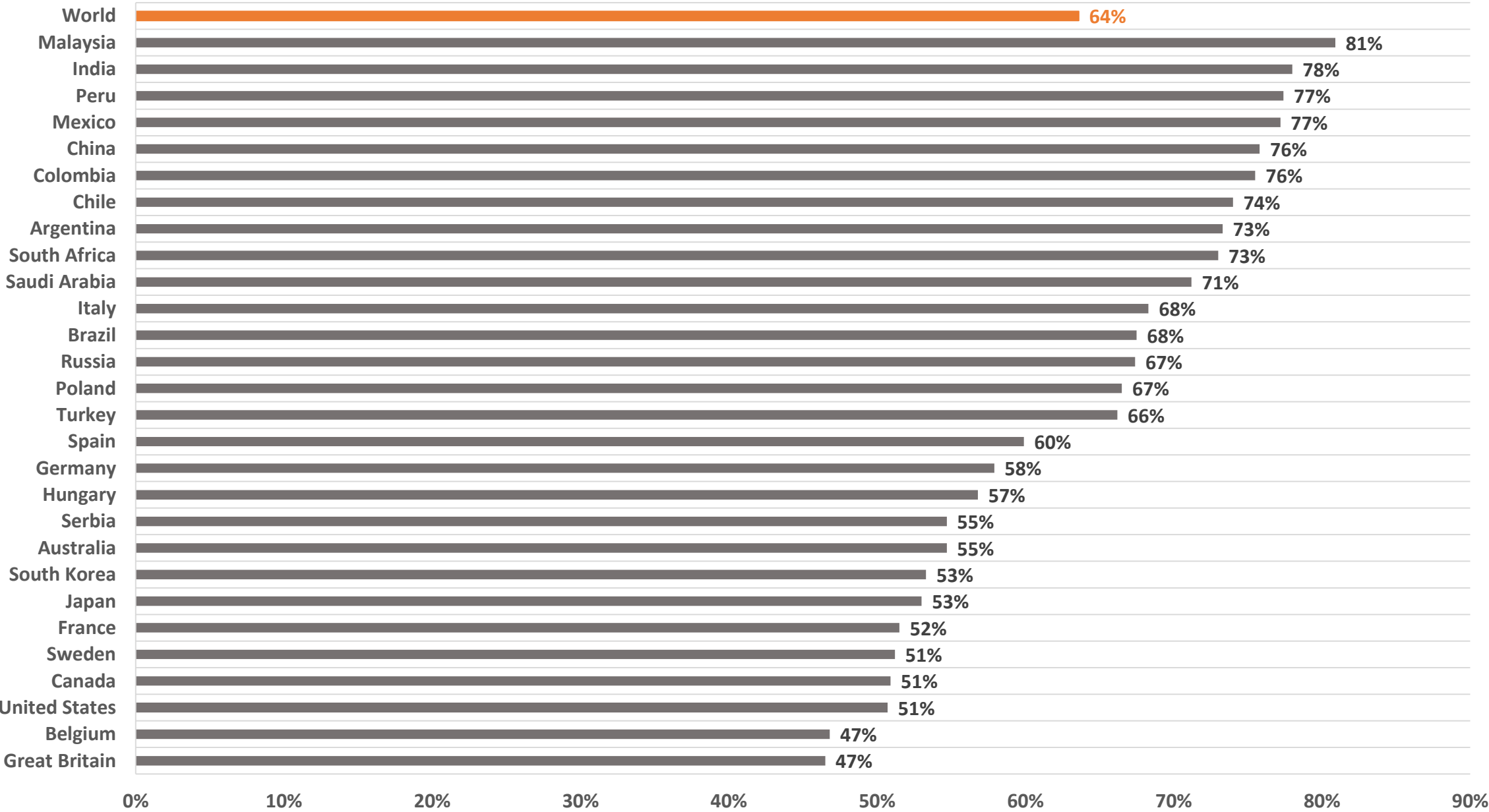


# Driverless Car Benefits

# Population around the world do not feel all optimistic about driverless cars

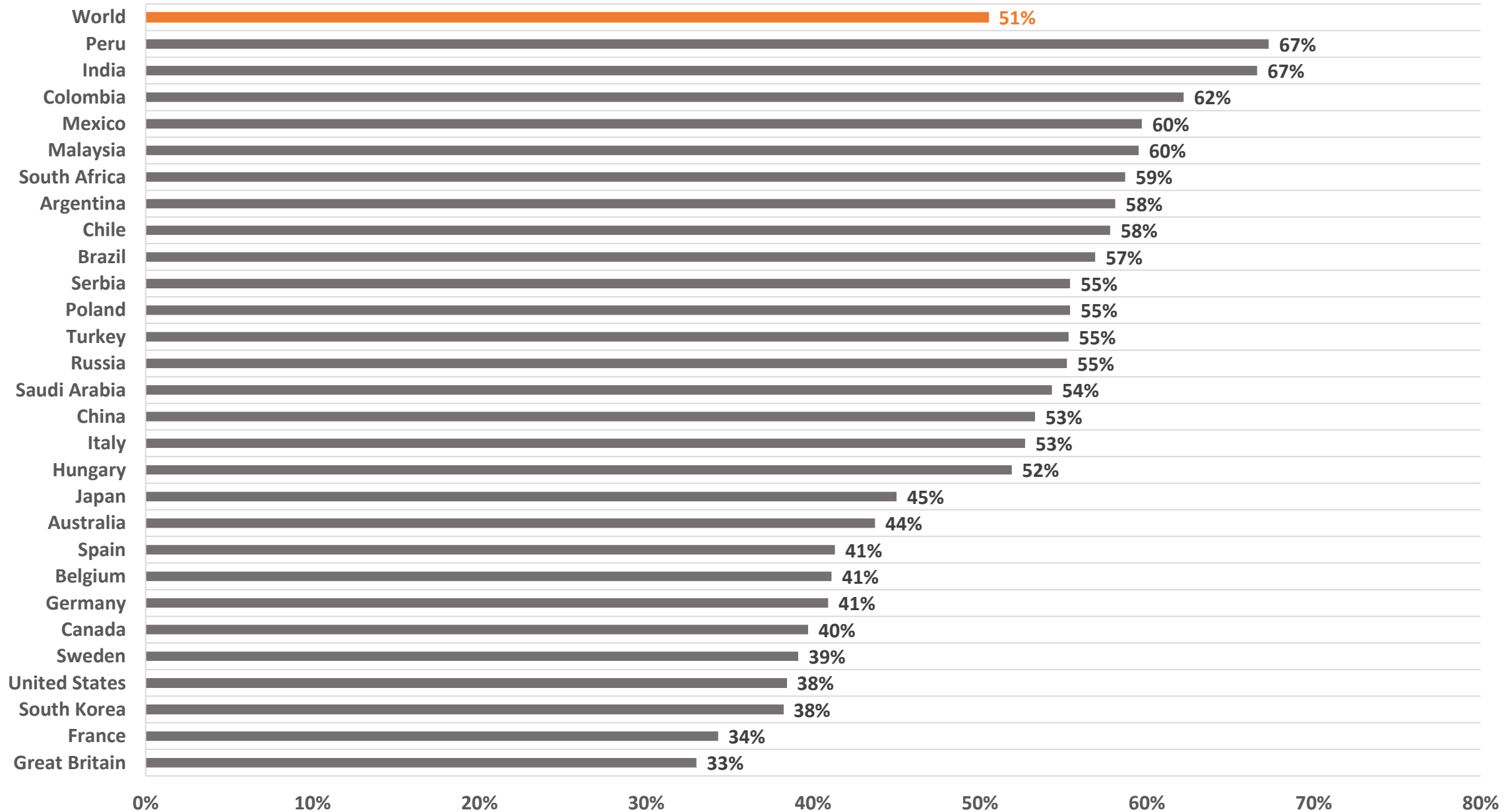


# Self-driving cars will make driving more relaxing– % Agree

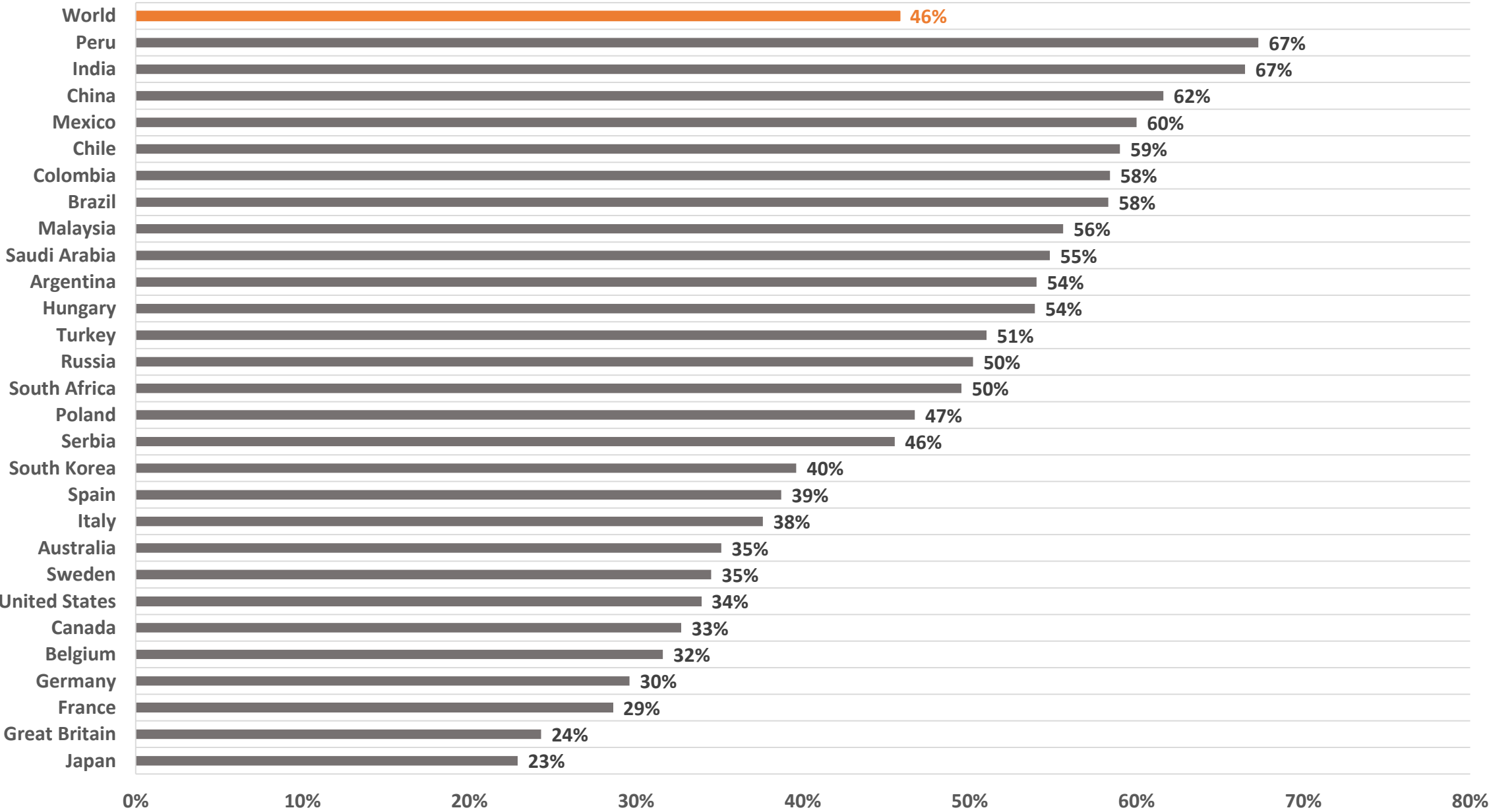




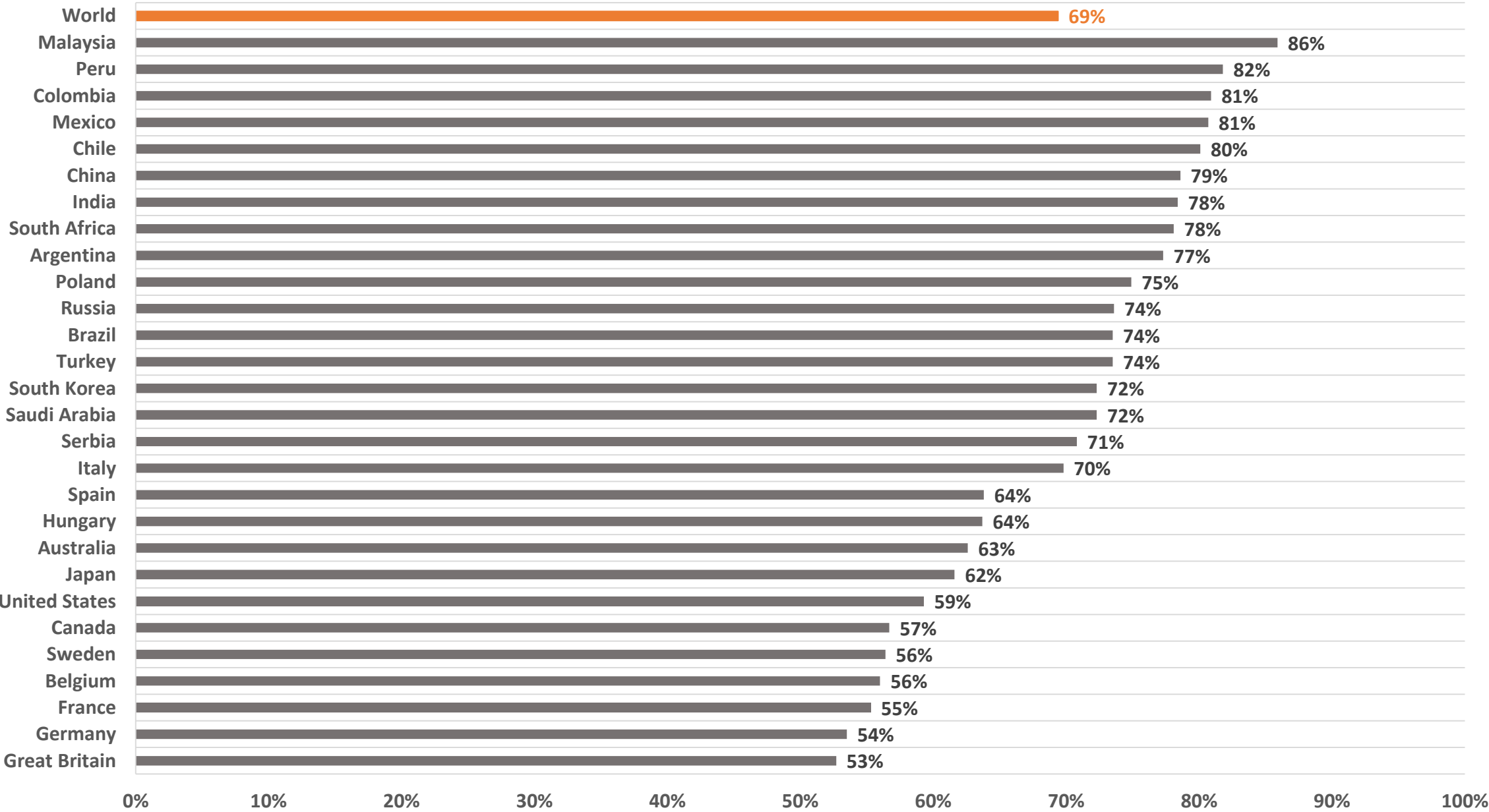
# Self-driving cars will make driving safer– % Agree



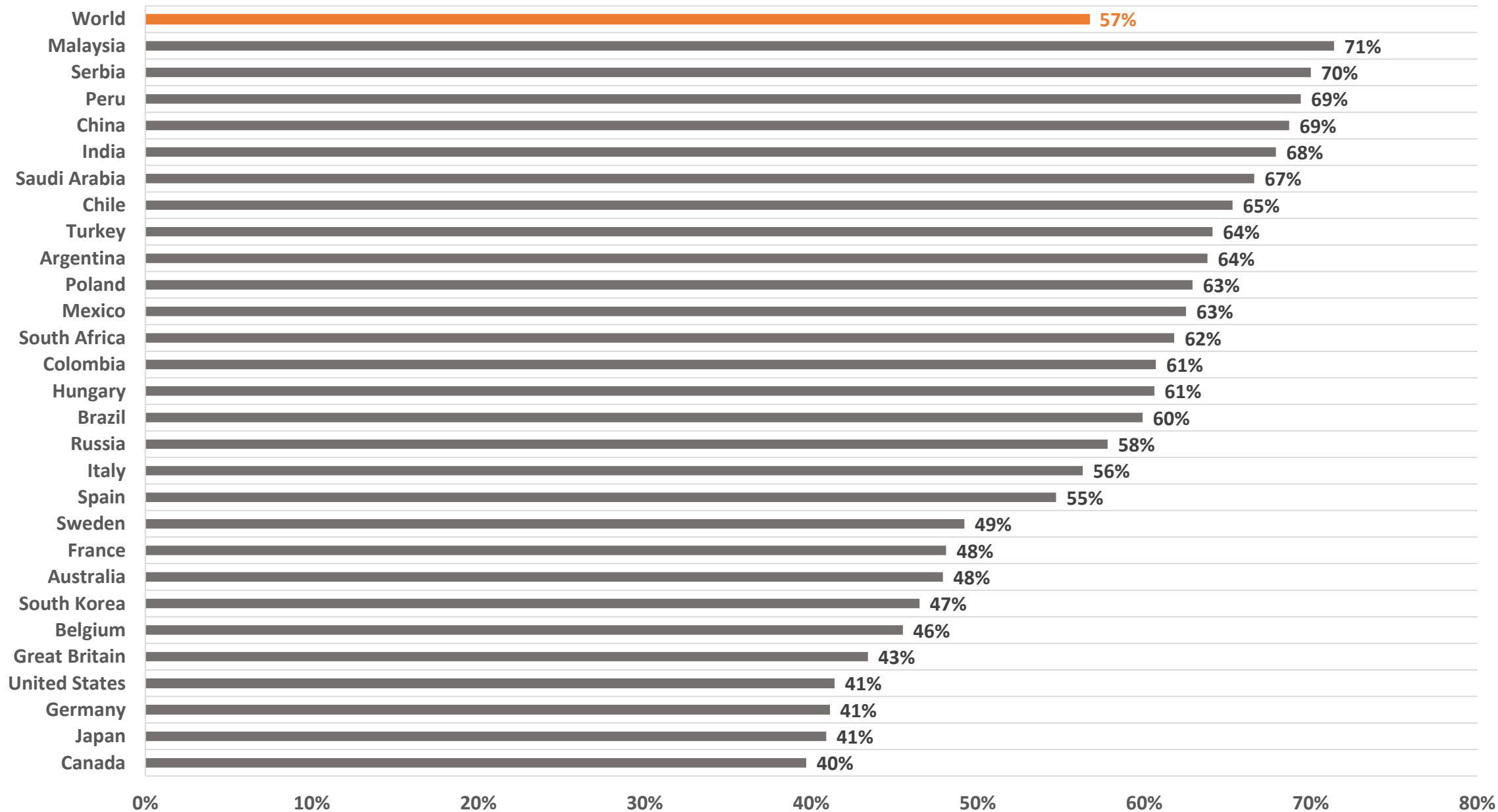
# Self-driving cars will make driving faster– % Agree



# Self-driving cars will make driving easier– % Agree

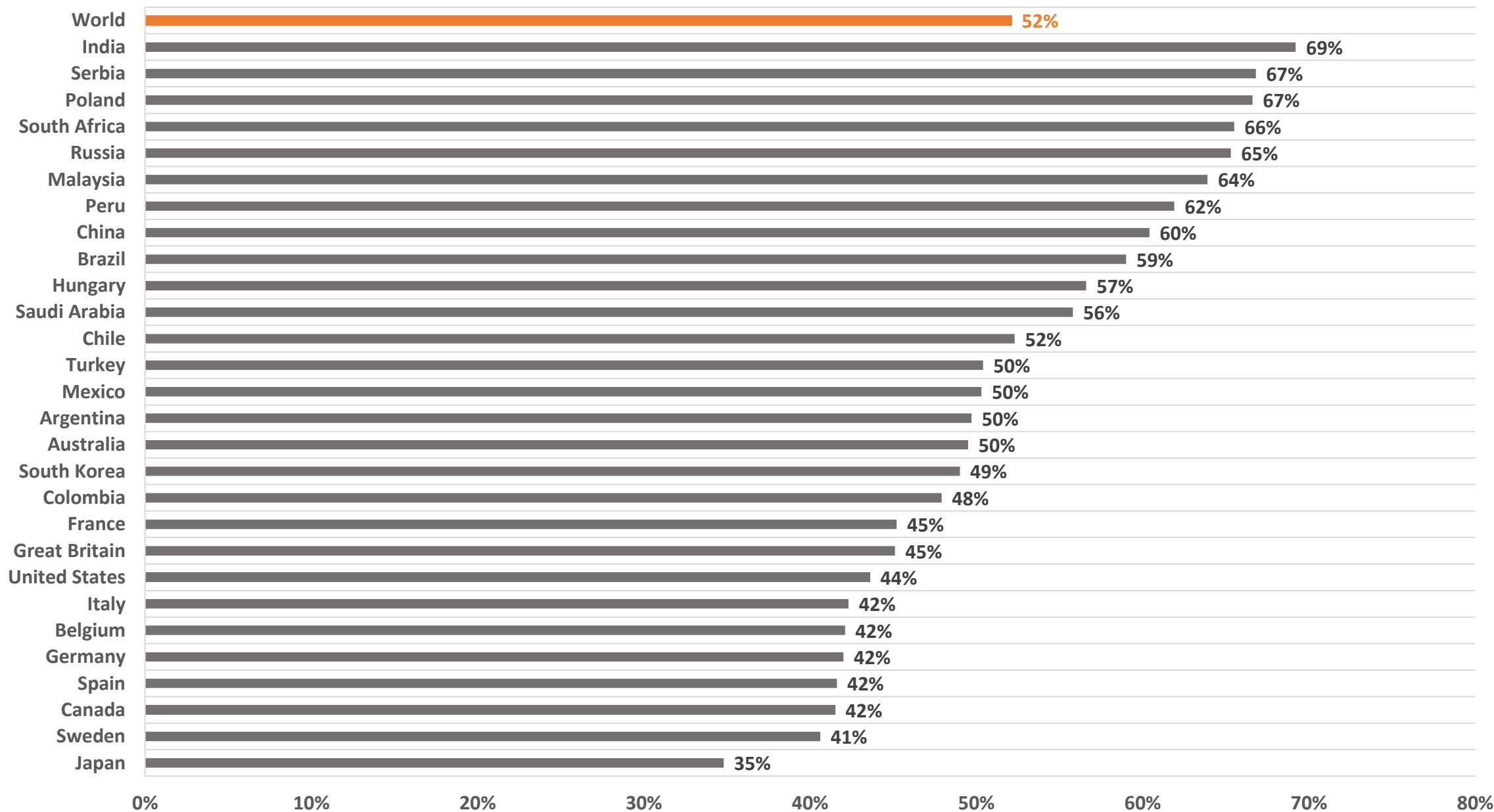


# Self-driving cars will make driving friendlier to the environment– % Agree

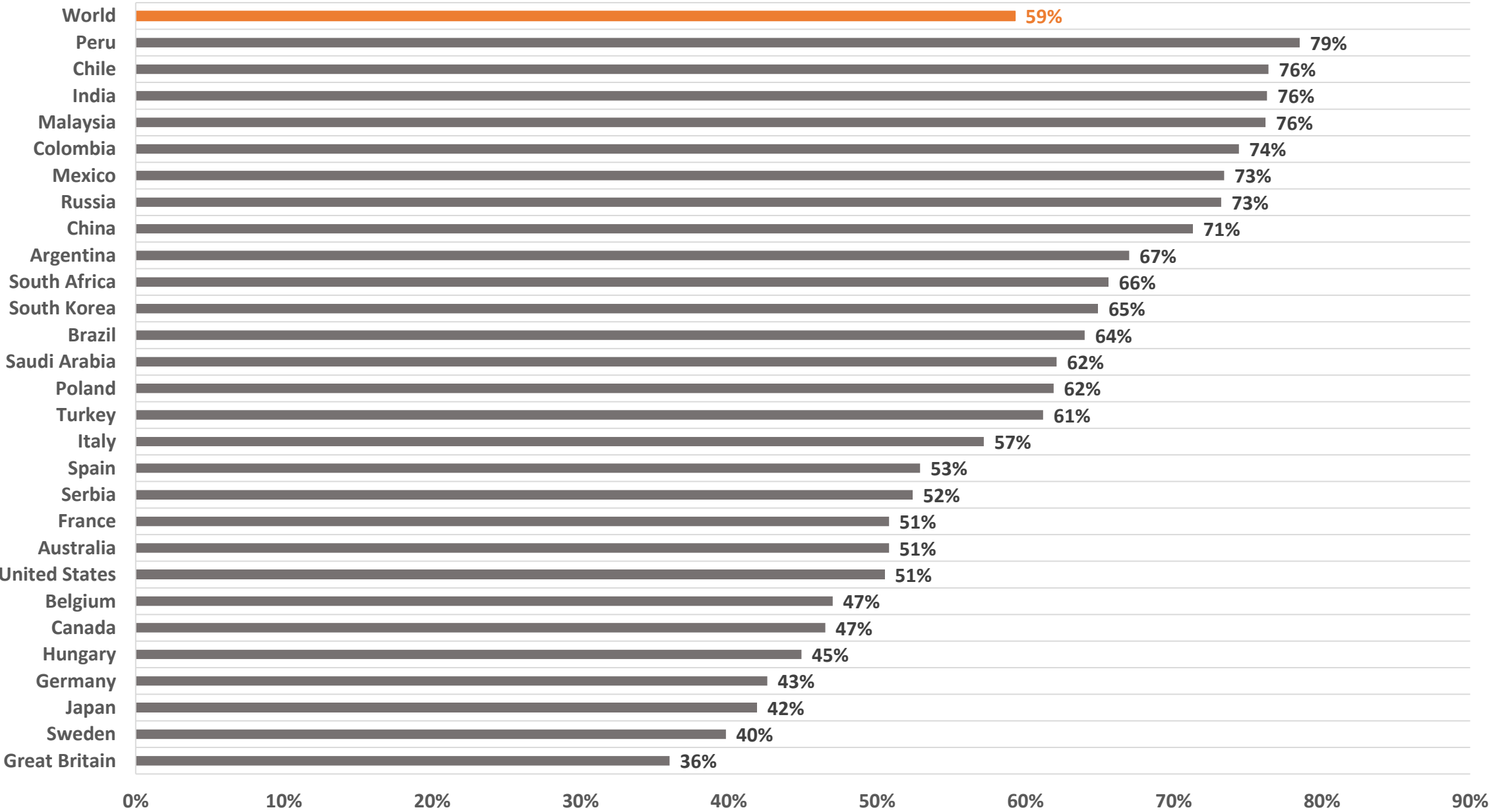




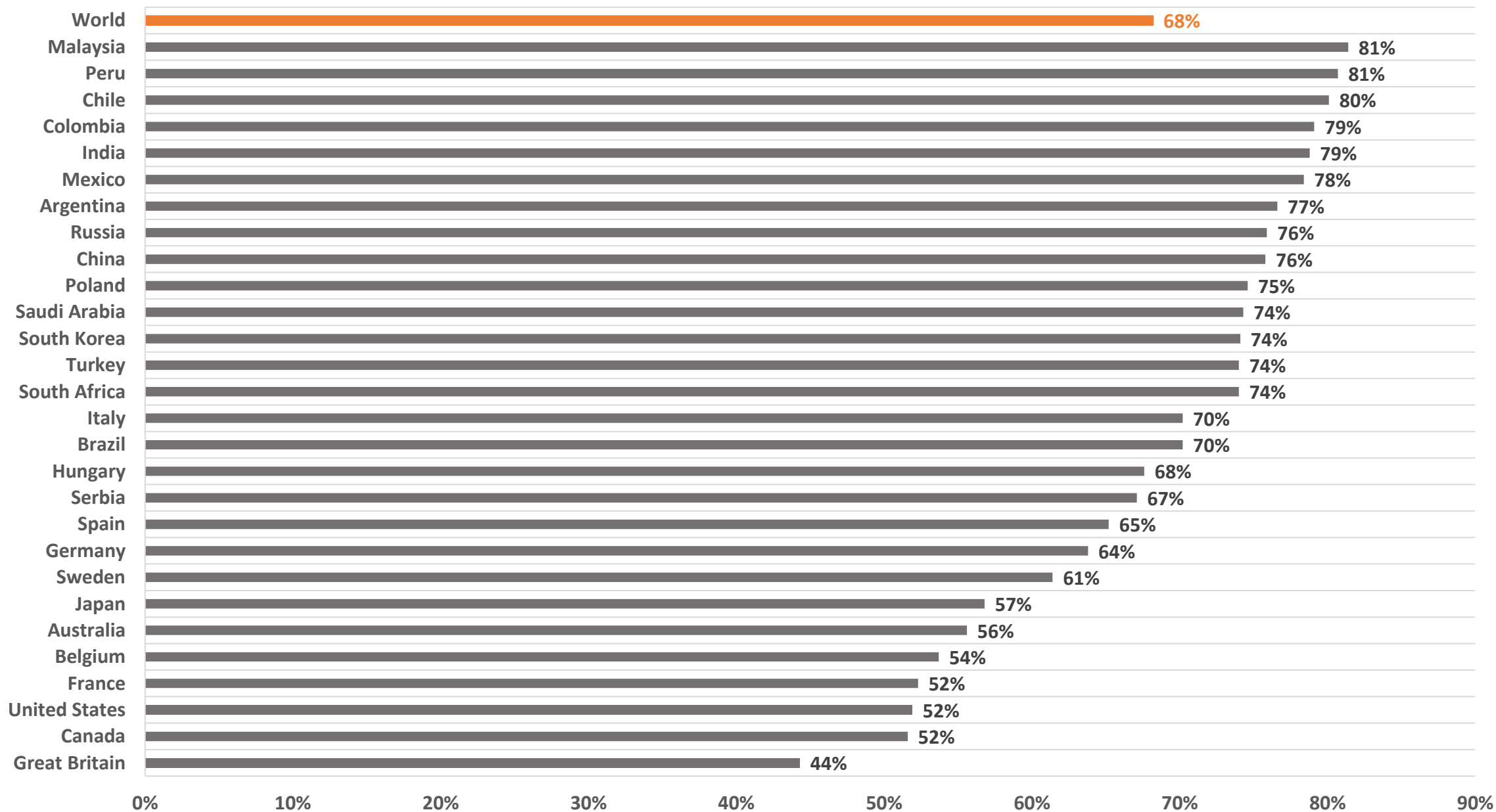
# Self-driving cars will make driving more economical– % Agree



# Self-driving cars will make driving more enjoyable – % Agree



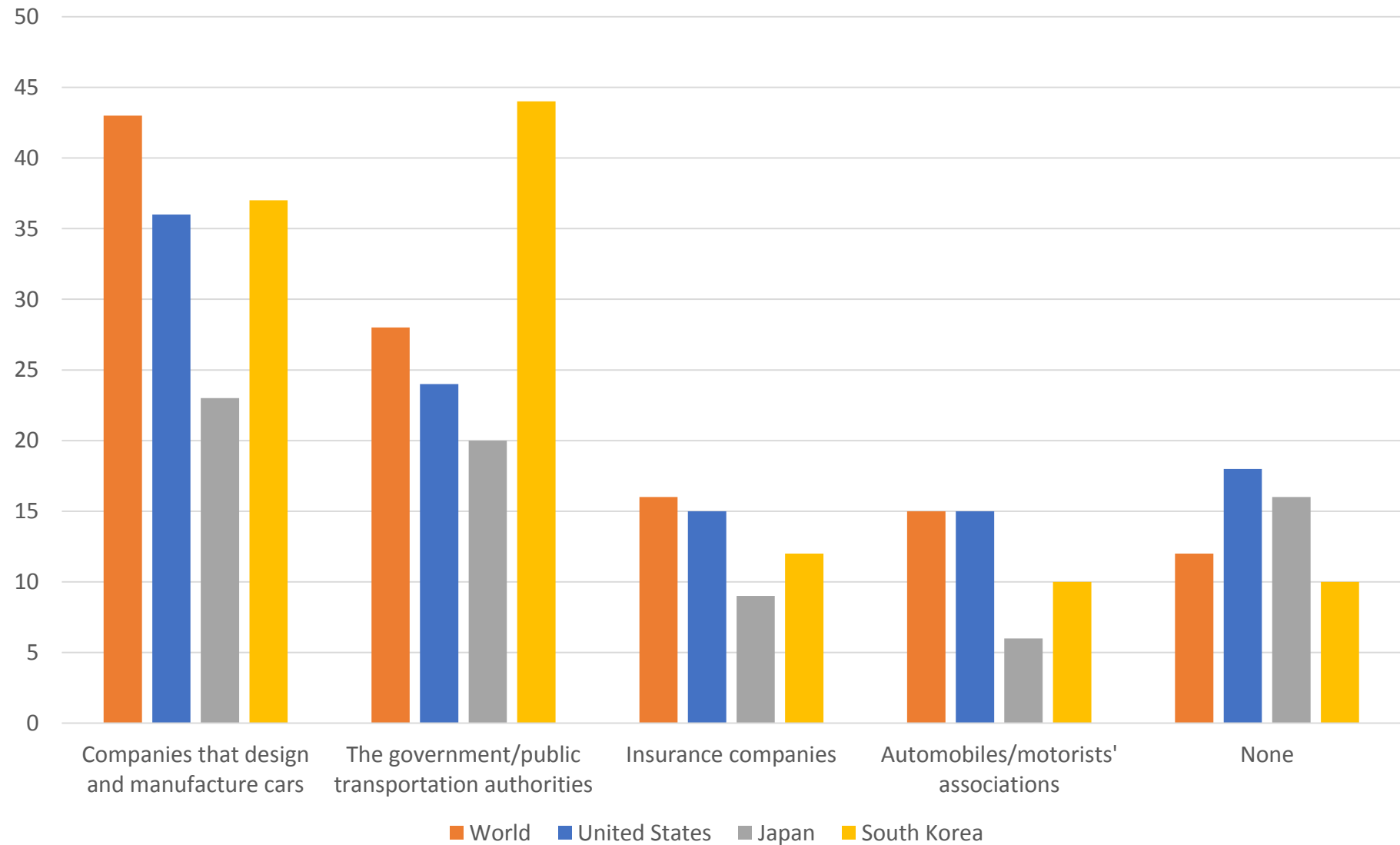
# Self-driving cars will make driving more comfortable – % Agree





# Regulation

# Consumers trust manufacturers and the government more to regulate self driving cars





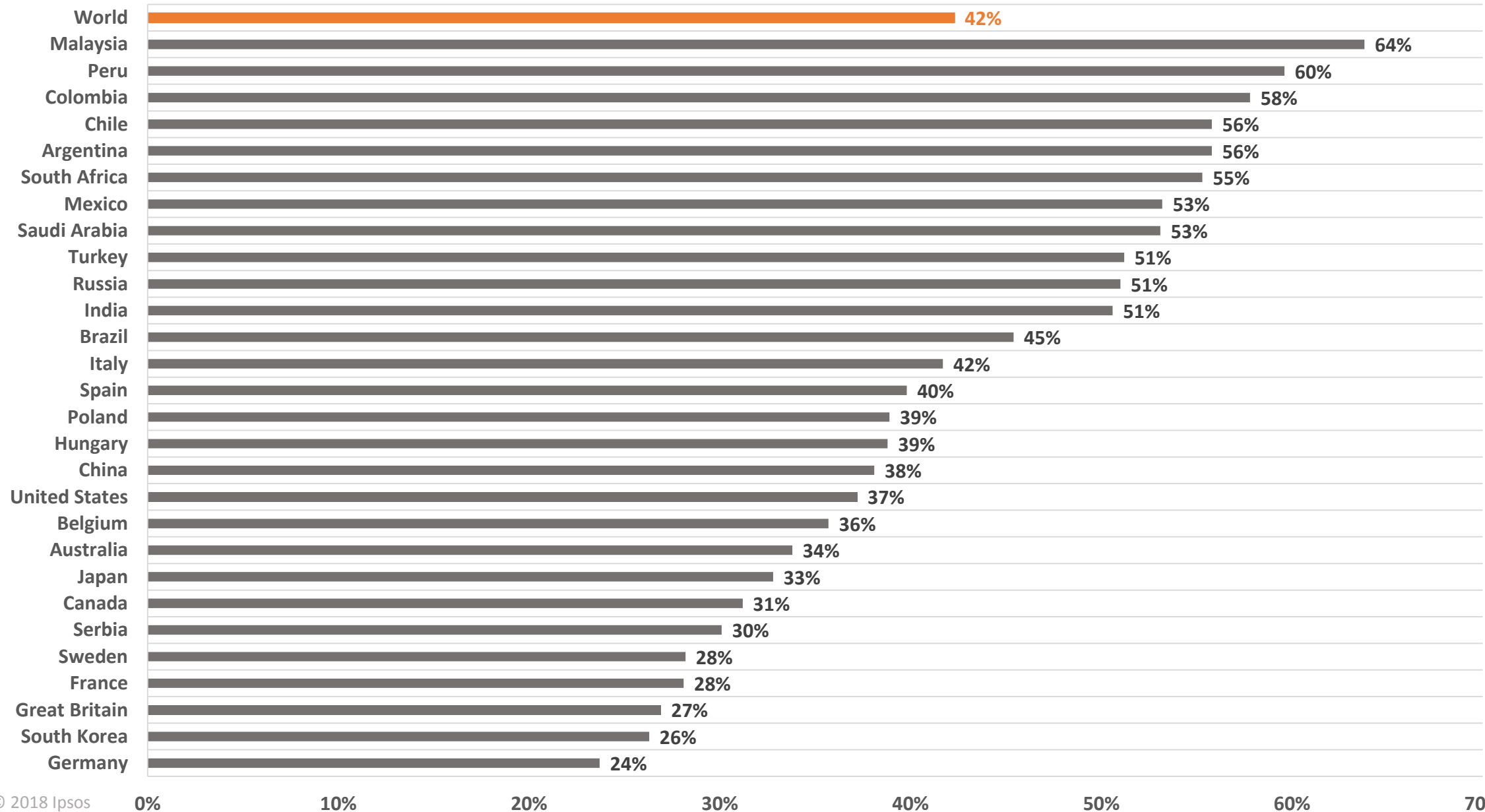


# Target Markets



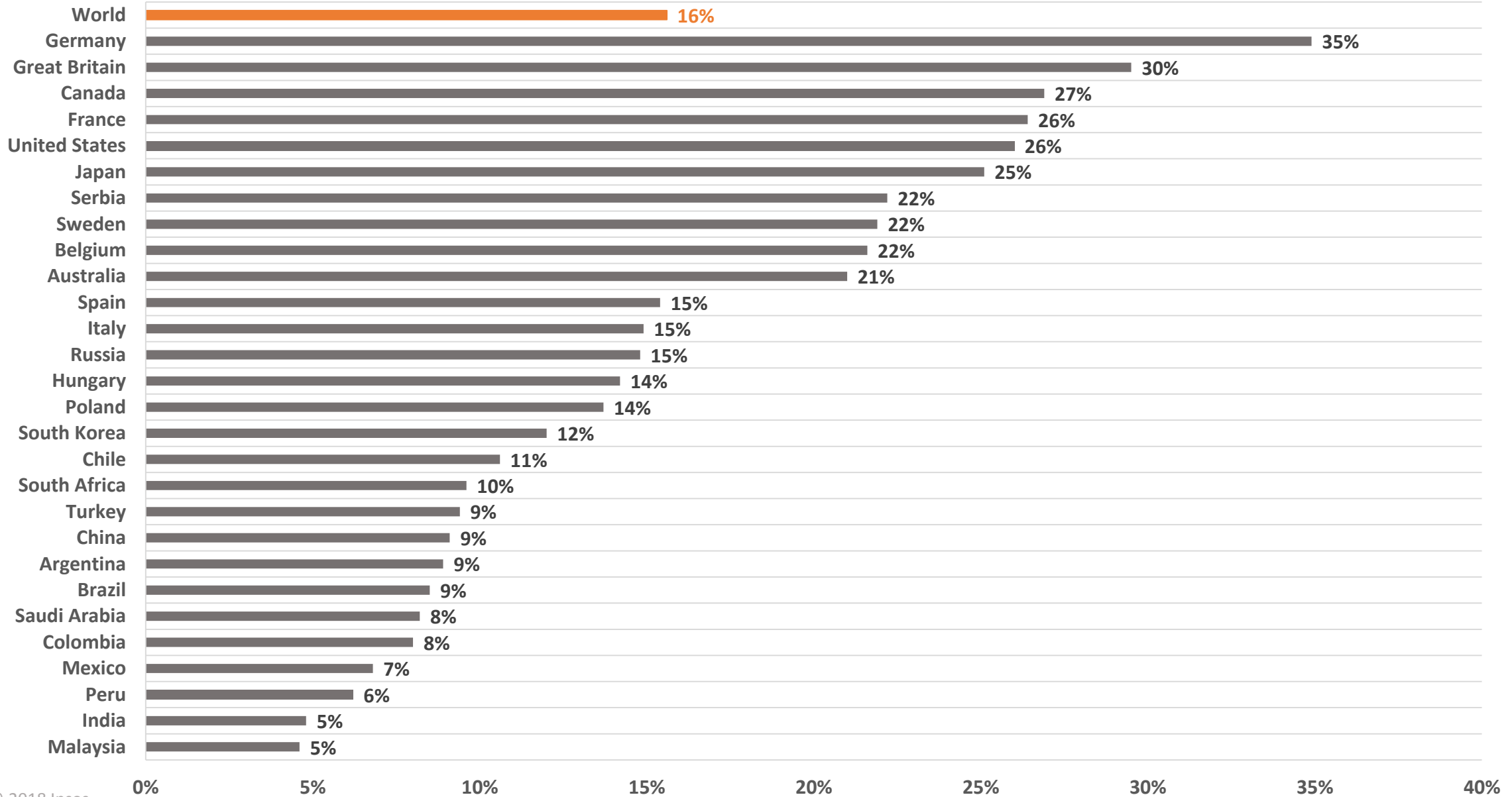
# Those in developing economies are more likely to own a driverless car

## % who would own a self-driving car as their main form of use



# Developed economies are more resistant to driverless cars

% who would not use a self-driving car



# Decision makers are more willing to own and use self-driving cars

