



Press Release

Ipsos/Global @dvisor poll: Most Global Consumers are intrigued by the idea of self-driving cars

Respondents are most likely to view self-driving cars as making the driving experience more luxurious and comfortable

Washington, DC, March 28, 2018 — As tech companies continue developing self-driving cars, Ipsos, on behalf of Global @dvisor, has completed a study on public perception of the new car technology. On the whole, the world seems curious, but hesitant, about the idea of self-driving cars. Fifty-eight percent of global respondents responded to the poll saying they were unsure, but intrigued by the idea of self-driving cars. Comparatively, just 13% said they would never use them and 30% are excited to use the cars and can't wait to do so. Indian (49%), Malaysian (48%), and Chinese (46%) respondents were most likely to answer that they are excited to use self-driving cars. Meanwhile, German (31%), French (25%), American (24%), English (24%), and Canadian (24%) respondents were most likely to answer that they would never use a self-driving car.

Global respondents saw many uses for self-driving cars in cutting down on mundane driving activities. When asked how often they would use self-driving car features for various driving activities, the top responses were parking (58%), commuting (53%), and driving on the highway (53%). When it came to driving situations that required more human adaptability, respondents answered that they would use self-driving car features less often, comparatively. The lowest rate of responses saying they would frequently or always use a self-driving feature were for tasks such as driving in bad weather (40%) or driving in unfamiliar places (43%). The greatest perceived benefits to self-driving cars were all related to making driving a more luxurious experience. The world's respondents believe self-driving cars will make driving easier (69%), more comfortable (68%), and more relaxing (64%). The top three answers by percentage for those in the US were similar with 59% believing these cars would make driving easier, 52% believing self-driving cars would be more comfortable, and 51% believing these cars would make driving more relaxing and enjoyable.

As an unprecedented technology, much of the conversation surrounding self-driving cars has centered on regulation. When asked what kind of groups global consumers most trust to write proper self-driving car regulation, the plurality of respondents answered that they most trusted those who manufactured the cars (43%). The government was the second most trusted institution with 28% of respondents answering that they trusted the government the most on the issue. Americans were slightly less trustworthy of these two regulatory institutions answering at rates of 36% and 24%, respectively.

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1. For this question, please assume that, in 10 years, all passenger vehicles will be equipped with automation technology so they can be used in “self-driving” mode anytime and anywhere, as desired. If so, how often do you expect that you will use a vehicle in self-driving mode for each of the following? – *Those answering always or frequently*

n = 21,549 respondents	Parking	Commuting	Driving in the City	Driving on the Highway	Driving in Bad Weather	Driving with Passengers
World	58%	53%	51%	53%	40%	46%
Argentina	59	63	62	62	47	50
Belgium	55	42	39	48	40	43
Mexico	61	66	67	58	46	54
Poland	72	57	56	60	53	53
Russia	62	58	50	54	44	44
Saudi Arabia	59	63	58	58	40	50
South Africa	69	56	57	59	41	53
South Korea	69	59	57	56	45	48
Sweden	49	39	34	44	31	42
Turkey	63	56	53	55	42	39
Hungary	49	39	40	44	38	35
Australia	56	47	44	53	36	46
Brazil	62	57	55	48	40	50
Canada	47	41	37	46	32	41
China	58	62	60	47	32	47
France	58	43	47	46	44	44
Germany	45	33	31	40	32	31
Great Britain	46	37	35	38	32	35
India	64	58	65	61	38	52
Italy	62	51	53	50	47	48
Japan	41	30	32	39	33	32
Spain	65	50	52	55	46	49
United States	50	43	40	49	29	41
Peru	57	73	66	56	39	53
Chile	52	64	63	61	41	50
Colombia	73	68	63	61	47	55
Malaysia	68	72	69	69	40	58
Serbia	59	51	50	54	44	47

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Press Release – continued –

1. (continued) For this question, please assume that, in 10 years, all passenger vehicles will be equipped with automation technology so they can be used in “self-driving” mode anytime and anywhere, as desired. If so, how often do you expect that you will use a vehicle in self-driving mode for each of the following? – *Those answering always or frequently*

	Driving Alone	Driving in Scenic Places	Driving in Heavy Traffic	Driving Short Distances	Driving Long Distances	Driving in Unfamiliar Places
World	51%	50%	47%	48%	52%	43%
Argentina	64	56	54	56	62	51
Belgium	45	39	36	39	43	39
Mexico	59	57	56	60	62	56
Poland	52	53	60	42	63	52
Russia	49	51	44	50	53	44
Saudi Arabia	58	59	49	53	59	43
South Africa	56	58	57	55	66	48
South Korea	63	61	58	56	60	52
Sweden	40	33	30	34	44	32
Turkey	49	57	53	46	58	43
Hungary	40	43	39	35	44	41
Australia	48	46	44	44	50	42
Brazil	51	45	48	54	49	39
Canada	40	41	34	33	46	37
China	56	55	45	59	42	38
France	49	33	41	49	45	37
Germany	33	38	39	25	43	33
Great Britain	38	34	39	35	36	33
India	62	53	49	64	58	42
Italy	50	51	52	46	50	42
Japan	37	39	43	29	41	38
Spain	51	46	47	50	51	48
United States	44	42	35	37	48	35
Peru	61	59	44	64	60	50
Chile	60	55	48	58	62	48
Colombia	62	62	56	59	65	59
Malaysia	66	59	61	68	60	40
Serbia	48	57	42	47	51	41

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2. Which of the following statements is closest to your own opinion?

	I am in favor of self-driving cars and can't wait to use them	I am unsure about self-driving cars, but I find the idea interesting	I am against self-driving cars and would never use them
World	30%	58%	13%
Argentina	35	58	7
Belgium	21	56	23
Mexico	33	60	7
Poland	26	66	8
Russia	33	58	10
Saudi Arabia	35	57	9
South Africa	34	57	9
South Korea	38	55	8
Sweden	31	56	13
Turkey	28	63	9
Hungary	27	60	14
Australia	25	59	16
Brazil	31	61	8
Canada	18	58	24
China	46	50	5
France	24	52	25
Germany	19	50	31
Great Britain	19	57	24
India	49	46	5
Italy	26	61	13
Japan	24	60	16
Spain	25	63	13
United States	22	54	24
Peru	29	64	8
Chile	29	64	7
Colombia	32	64	4
Malaysia	48	46	6
Serbia	21	66	14

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3. How much do you agree or disagree that self-driving cars will make driving... – Net agree

	More Relaxing	Safer	Faster	Easier	Friendlier to the Environment	More Economical	More Enjoyable	More Comfortable
World	64%	51%	46%	69%	57%	52%	59%	68%
Argentina	73	58	54	77	64	50	67	77
Belgium	47	41	32	56	46	42	47	54
Mexico	77	60	60	81	63	50	73	78
Poland	67	55	47	75	63	67	62	75
Russia	67	55	50	74	58	65	73	76
Saudi Arabia	71	54	55	72	67	56	62	74
South Africa	73	59	50	78	62	66	66	74
South Korea	53	38	40	72	47	49	65	74
Sweden	51	39	35	56	49	41	40	61
Turkey	66	55	51	74	64	50	61	74
Hungary	57	52	54	64	61	57	45	68
Australia	55	44	35	63	48	50	51	56
Brazil	68	57	58	74	60	59	64	70
Canada	51	40	33	57	40	42	47	52
China	76	53	62	79	69	60	71	76
France	52	34	29	55	48	45	51	52
Germany	58	41	30	54	41	42	43	64
Great Britain	47	33	24	53	43	45	36	44
India	78	67	67	78	68	69	76	79
Italy	68	53	38	70	56	42	57	70
Japan	53	45	23	62	41	35	42	57
Spain	60	41	39	64	55	42	53	65
United States	51	38	34	59	41	44	51	52
Peru	77	67	67	82	69	62	79	81
Chile	74	58	59	80	65	52	76	80
Colombia	76	62	58	81	61	48	74	79
Malaysia	81	60	56	86	71	64	76	81
Serbia	55	55	46	71	70	67	52	67

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4. Which of the following do you trust most to regulate self-driving cars?

	Companies that design and manufacture self-driving cars	The government/public authorities overseeing transportation	Insurance companies	Automobile associations	None	Not Sure
World	43%	28%	16%	15%	12%	17%
Argentina	55	25	18	14	7	11
Belgium	26	25	17	22	18	17
Mexico	61	16	21	13	7	12
Poland	42	6	4	15	15	26
Russia	56	30	8	12	9	9
Saudi Arabia	53	34	24	12	4	11
South Africa	60	23	22	28	8	8
South Korea	37	44	12	10	10	14
Sweden	34	26	14	17	12	26
Turkey	57	34	17	14	8	14
Hungary	42	33	14	14	12	15
Australia	29	34	9	19	14	24
Brazil	47	18	17	9	9	25
Canada	26	34	12	10	17	24
China	49	65	27	17	5	6
France	26	23	13	18	21	21
Germany	33	16	7	13	29	17
Great Britain	24	30	9	13	19	24
India	55	42	28	33	4	7
Italy	38	19	10	16	15	25
Japan	23	20	9	6	16	41
Spain	43	23	10	15	11	22
United States	36	24	15	15	18	21
Peru	51	22	26	14	6	10
Chile	56	32	13	15	9	6
Colombia	61	18	26	13	7	9
Malaysia	62	50	42	18	3	9
Serbia	27	24	5	11	9	23

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5. Which of the following would you choose if you wanted to use a self-driving car?

	Owning my own	Hiring one on a pay-per-use basis to pick me up and take me where I need to go	Leasing one for a monthly fee and having access to it whenever I want, as long as I pay for it	I would not use a self-driving car	Not Sure
World	42	22	14	16	16
Argentina	56	18	16	9	11
Belgium	36	17	14	22	17
Mexico	53	25	13	7	12
Poland	39	26	7	14	21
Russia	51	27	9	15	8
Saudi Arabia	53	19	17	8	14
South Africa	55	26	15	10	7
South Korea	26	26	26	12	18
Sweden	28	20	14	22	25
Turkey	51	22	20	9	14
Hungary	39	32	11	14	12
Australia	34	19	9	21	23
Brazil	45	26	14	9	18
Canada	31	16	10	27	24
China	38	35	27	9	10
France	28	19	7	26	24
Germany	24	21	10	35	17
Great Britain	27	16	12	30	22
India	51	37	29	5	9
Italy	42	18	14	15	19
Japan	33	13	6	25	26
Spain	40	17	12	15	22
United States	37	18	12	26	17
Peru	60	19	16	6	7
Chile	56	22	12	11	8
Colombia	58	21	16	8	9
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About the Study

These findings are based on a survey of consumers from 28 countries via Ipsos' Global @dvisor online survey platform. The survey was conducted between November 27 – December 8, 2017 on behalf of Global @dvisor. For this survey, Ipsos interviewed a total of 21,500+ adults aged 18-64 in the United States of America and Canada, and age 16-64 in all 26 other countries. The sample consists of 1,000+ individuals in each of Australia, Brazil, Canada, China, Colombia, France, Germany, Italy, Japan, South Africa, Spain, Great Britain and the USA, and 500+ individuals in each of Argentina, Belgium, Chile, Hungary, India, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Korea, Sweden and Turkey.

Data collected are weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the country's most recent census data. Data collected are also weighted to give each country an equal weight in the total "global" sample. Online surveys can be taken as representative of the general working age population in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States. Online samples in Brazil, China, India, Mexico, Russia, Saudi Arabia, South Africa and Turkey are more urban, more educated and/or more affluent than the general population and the results should be viewed as reflecting the views of a more "connected" population.

Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of the online polls are measured using a Bayesian Credibility Interval. Here, the poll has a credibility interval of ± 5.0 points for countries where sample is 500+ and ± 3.5 points for countries where the sample is 1,000+.

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GAME CHANGERS

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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.

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