


# PUBLIC PERSPECTIVES

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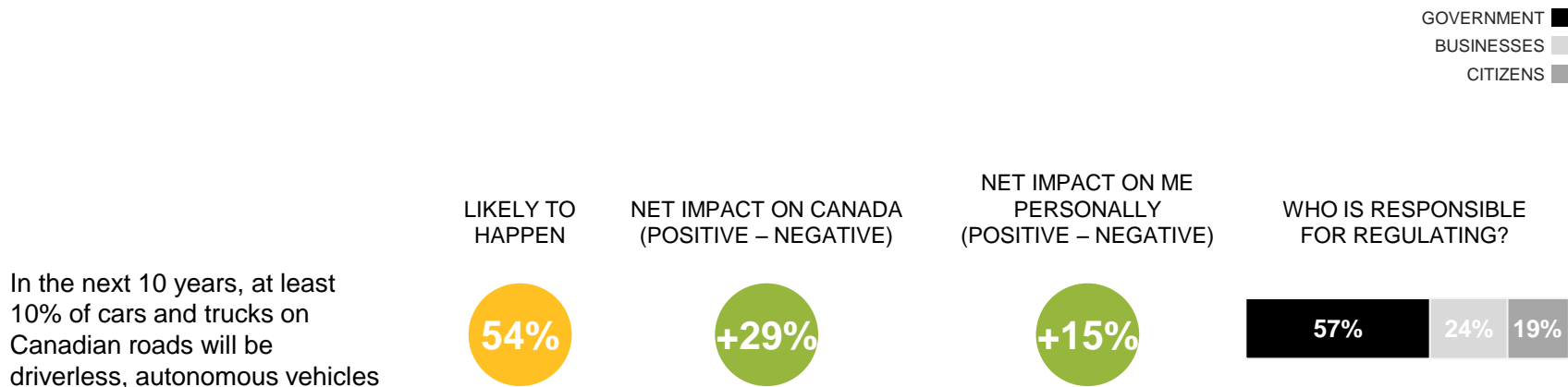


**THE RACE TO THE DRIVER(LESS) SEAT:  
CANADIANS TRAILING GLOBALLY IN  
RECEPTIVITY TO SELF-DRIVING CARS**

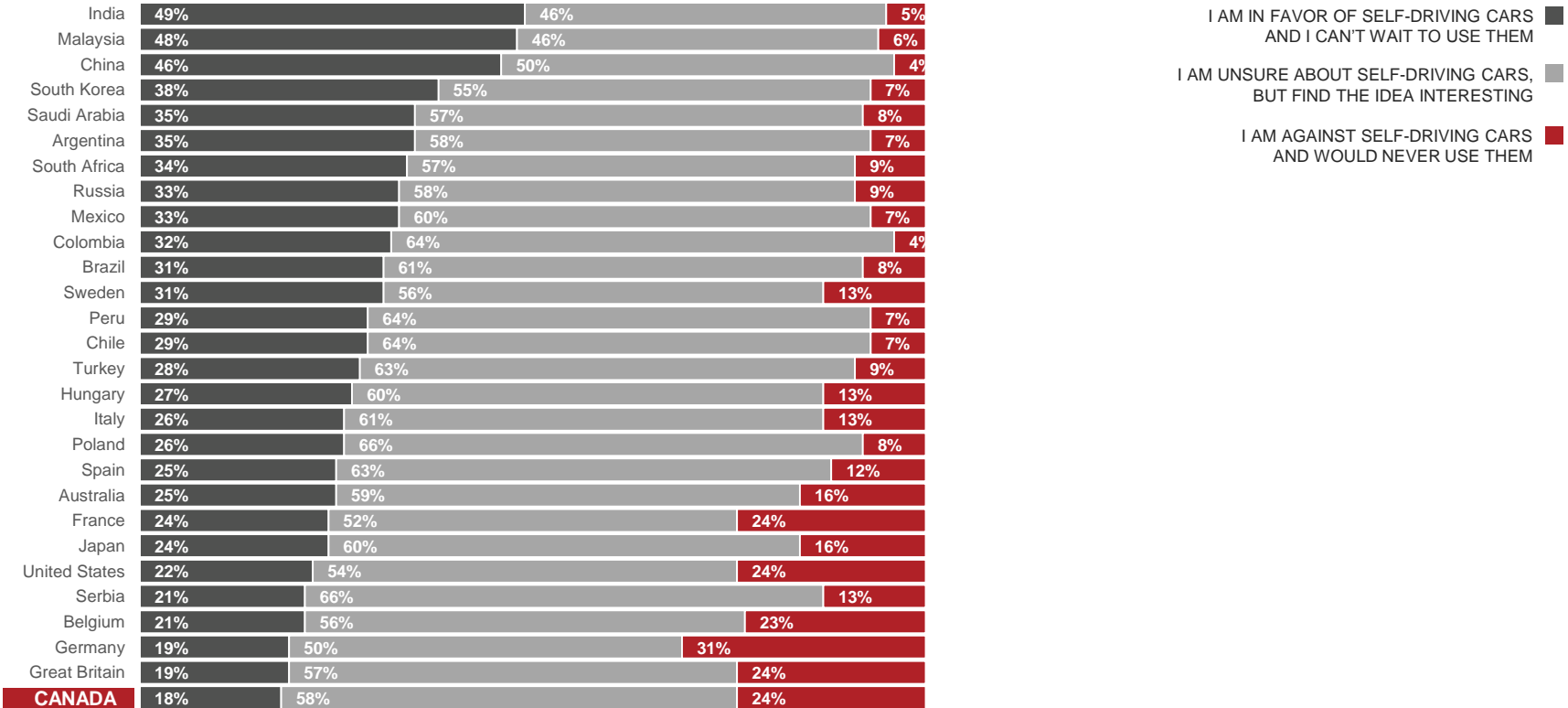
April 2018



## CANADIANS DIVIDED WHETHER AUTONOMOUS VEHICLES ARE COMING BUT DON'T SEE PERSONAL BENEFIT; EXPECT GOVERNMENT TO OVERSEE



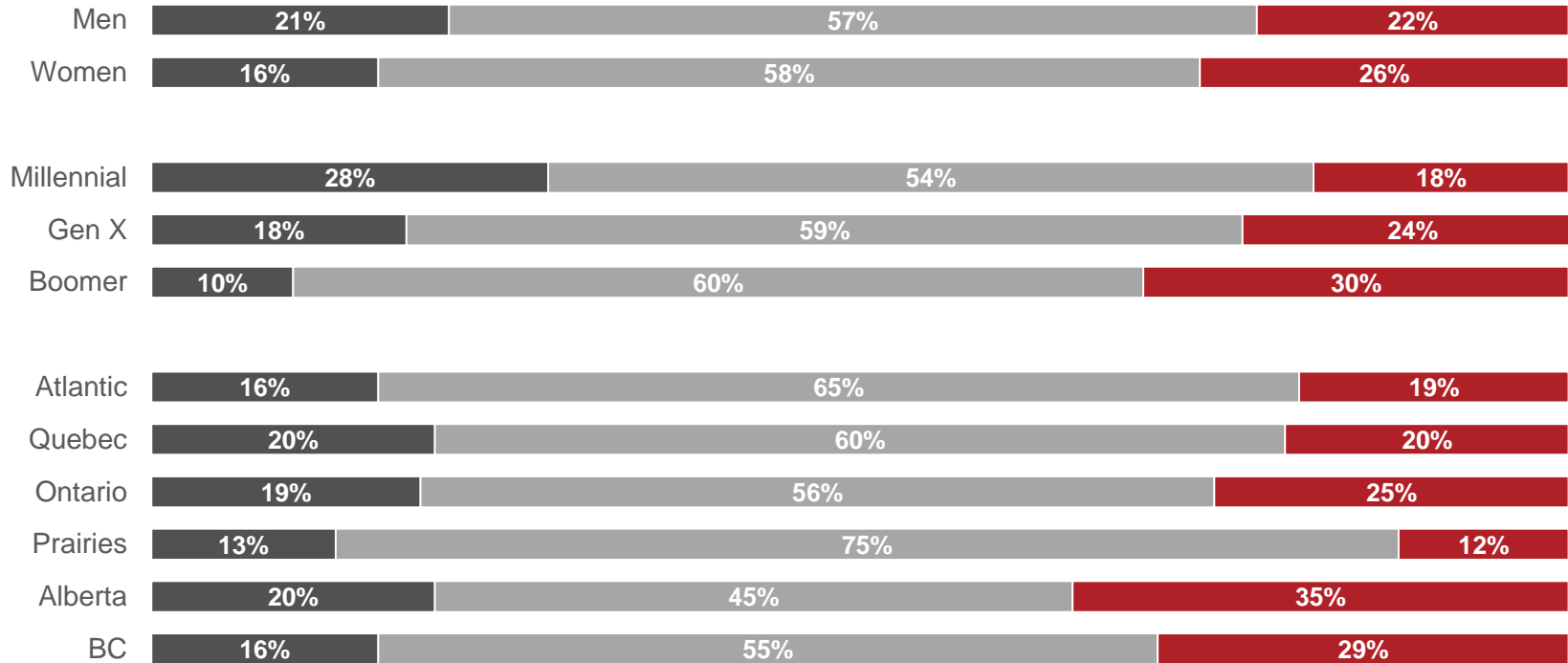
# CANADIANS THE LEAST LIKELY WORLDWIDE TO EMBRACE SELF-DRIVING CARS



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

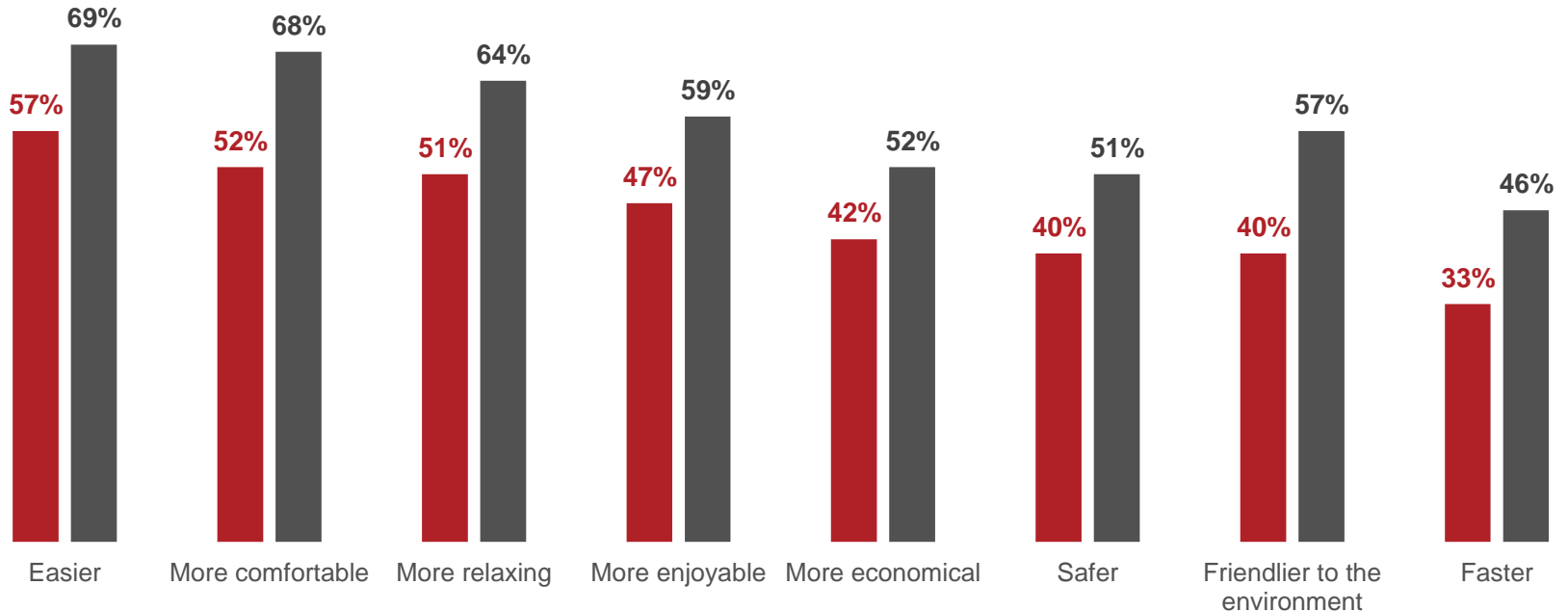
## SIGNIFICANT MAJORITY OF ALL DEMOGRAPHICS RECEPTIVE TO DRIVERLESS CARS; MILLENNIALS MOST IMMEDIATELY RECEPTIVE

HARDLY WAIT ■ UNSURE BUT INTERESTED ■ AGAINST, NEVER USE ■

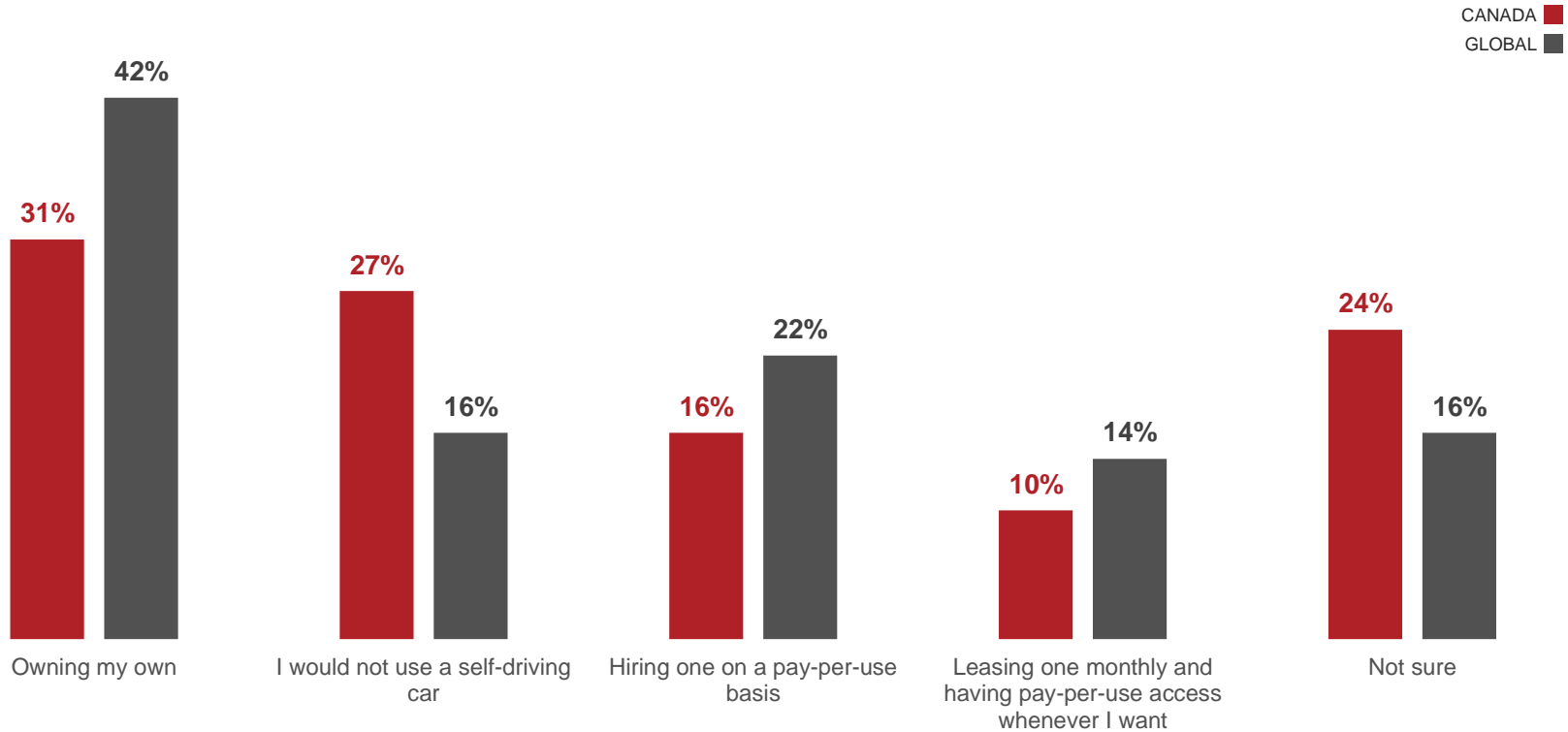


# CANADIANS NOT CONVINCED OF THE BENEFITS OF DRIVERLESS CARS

CANADA - AGREE ■  
GLOBAL - AGREE ■

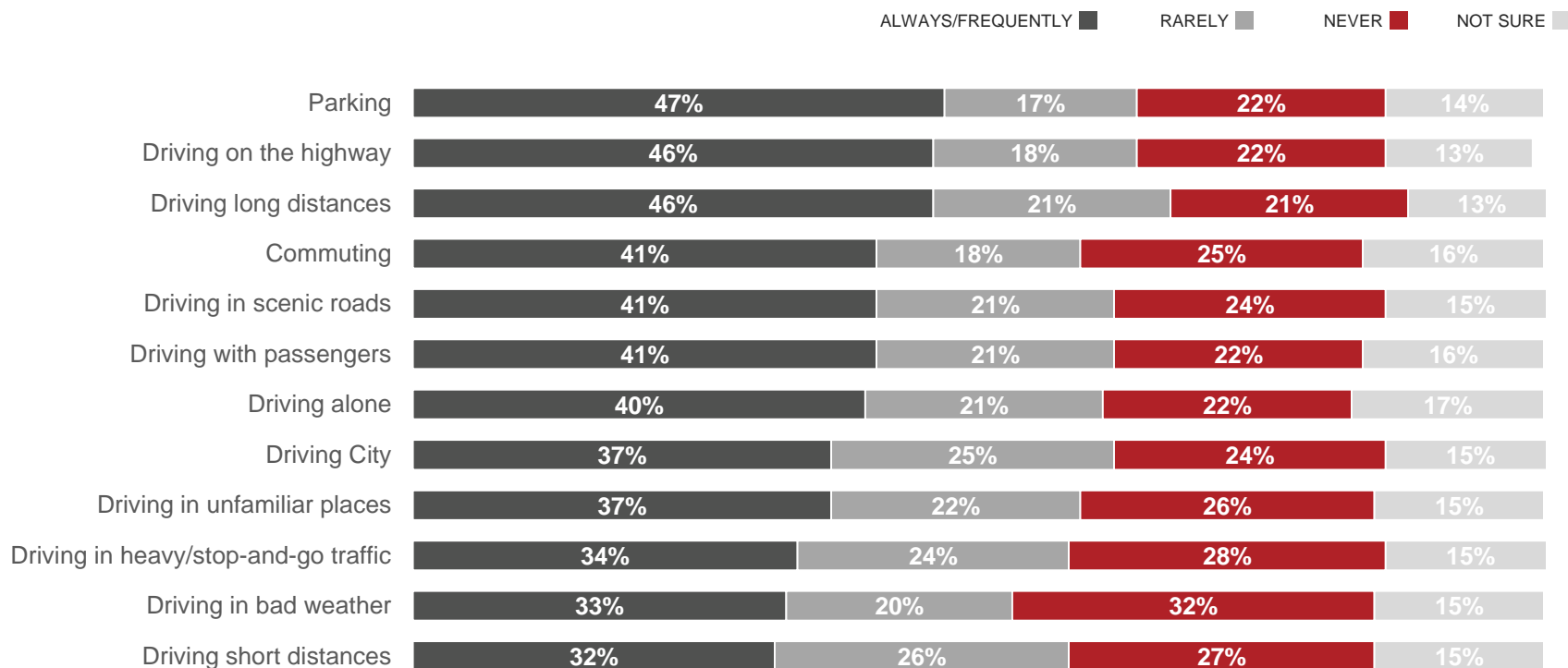


# CANADIANS LESS LIKELY TO BUY/OWN A DRIVERLESS CAR



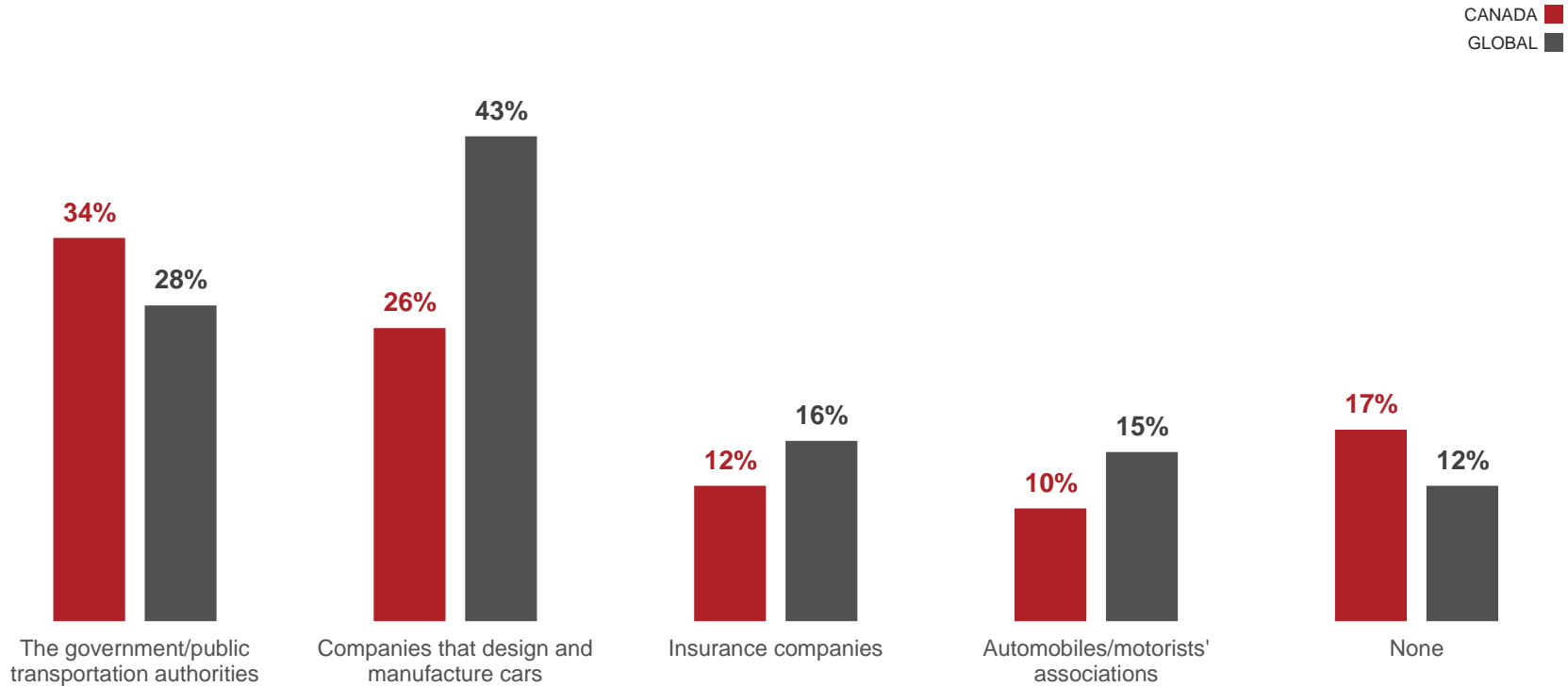
Which of the following would you choose if you wanted to use a self-driving car?

## CANADIANS MOST LIKELY TO USE SELF-DRIVING MODES FOR PARKING, HIGHWAY AND LONG DISTANCE DRIVING



*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 activities*

## CANADIANS PUT THEIR TRUST IN GOVERNMENT TO REGULATE; GLOBALLY THERE IS MORE TRUST IN COMPANIES TO REGULATE THEMSELVES



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



## DATA FOR THIS REPORT WERE GENERATED FROM IPSOS' GLOBAL ADVISOR

| SURVEY METHOD  | COUNTRIES  | SAMPLE  | WEIGHTING   |
|--|--|---|---|
| <p>Data was collected between November 27 – December 8, 2017 in 28 countries around the world via the Ipsos Online Panel system.</p> | <p>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.</p> <p>Online samples in Brazil, China, Chile, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Serbia, 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.</p> | <p>The normal sample each wave consists of an international sample of approximately 20,000+ adults age 18-64 in the US and Canada, and age 16-64 in all other countries. Approximately 1000+ individuals participate on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Hungary, India, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Korea, Sweden and Turkey, where each have a sample approximately 500+.</p> | <p>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.</p> <p>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 <math>\pm 5.0</math> points for countries where sample is 500+ and <math>\pm 3.5</math> points for countries where the sample is 1,000+.</p> |

# CONTACTS

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