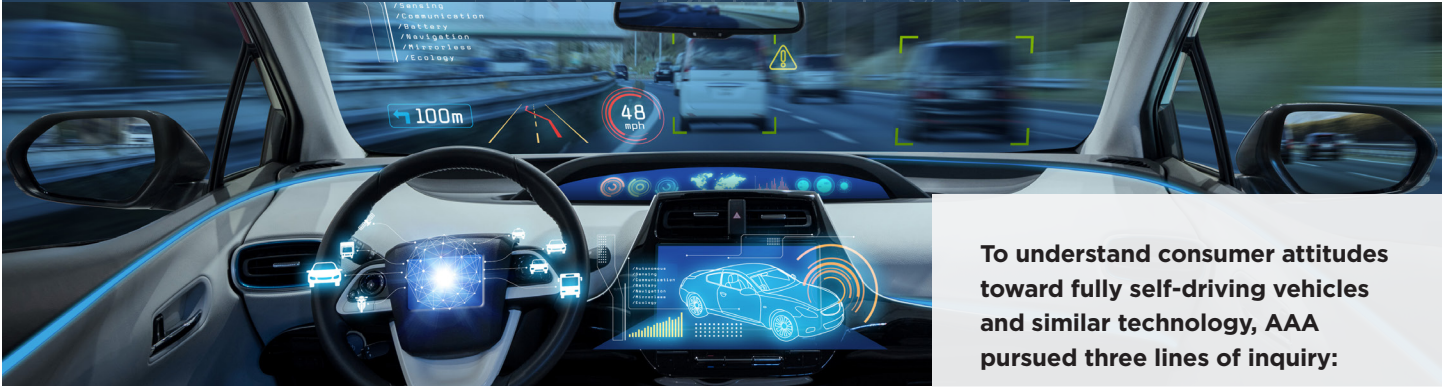


## FACT SHEET

# AUTOMATED VEHICLE SURVEY — Phase IV



## Background

In 2016, AAA began conducting its annual automated vehicle survey that examines consumer attitudes toward fully self-driving cars. Each year this survey has been expanded to gain a deeper understanding of driver opinion beyond the initial uncertainty surrounding fully self-driving vehicles.

This research is driven by a commitment to educate consumers on automated vehicle technologies and its impact on future mobility. AAA is dedicated to conducting ongoing, unbiased testing on these systems as they continue to evolve and new technology becomes available.

## Key Findings

Seven in ten (**71 percent**) U.S. drivers **would be afraid** to ride in a fully self-driving vehicle, similar to levels of fear in April 2018 following high-profile incidents involving fatalities.

Consumers would be most comfortable with fully self-driving cars being used for low-speed, short distance transportation and for delivery services. Few would be comfortable with using fully self-driving vehicles to transport their children or a loved one.

- About half (**53 percent**) of U.S. drivers **would be comfortable** with fully self-driving vehicles being **used for people mover systems** found at airports and theme parks.
- About four in ten (**44 percent**) of U.S. drivers **would be comfortable** with using fully self-driving vehicles **for delivery services** of food or packages.
- Only **19 percent** of U.S. drivers **would be comfortable** with the use of fully self-driving vehicles **to transport their children or loved ones**.

A slight majority of consumers think that 10 years from now most cars will have the ability to drive themselves.

- More than half (**55 percent**) of U.S. drivers think that by 2029, most cars **will have the ability to drive themselves**.

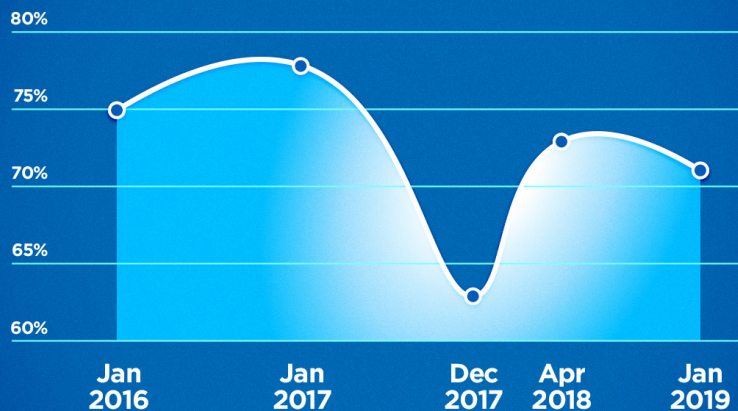
The most common reasons for **doubting why cars will not have the ability to drive themselves 10 years from now** is the belief that people **won't trust fully self-driving cars (53 percent)** and **won't want to give up driving themselves (52 percent)**. This is followed by **fully self-driving technology won't be ready (34 percent)** and **road conditions will not be good enough (33 percent)**.

To understand consumer attitudes toward fully self-driving vehicles and similar technology, AAA pursued three lines of inquiry:

1. Do U.S. drivers fear riding in a fully self-driving vehicle?
2. How comfortable are U.S. drivers with using fully self-driving vehicles for:
  - a. Low-speed, short distance transportation
  - b. Delivery services for food or packages
  - c. Transporting children or loved ones
3. Do U.S. drivers think that in 10 years most cars will drive themselves? If no, why not?



## Percentage of Drivers Afraid to Ride in a Fully Self-Driving Vehicle



NewsRoom.AAA.com



Over the course of the multi-year survey, feelings have remained mostly unchanged with nearly 3 in 4 Americans being afraid to ride in a fully self-driving car. But, attitudes have fluctuated over the years, likely impacted by the type of information shared with consumers, whether favorable or not.

## Methodology

A telephone omnibus survey was conducted January 10-13, 2019. A total of 1,008 interviews were completed among adults, 18 years of age or older.

A dual-frame approach was used that combined land-line and cell phone interviews to ensure that adults who only or primarily communicate via cell phones are included and properly represented. Survey responses are weighted by six variables (age, gender, geographic region, race/ethnicity, education, and landline vs. cell phone only) to ensure reliable and accurate representation of the total continental US population, 18 years of age and older.

The margin of error for the study is 4% at the 95% confidence level. Smaller subgroups will have larger error margins.

## Ask the Expert

**Why has Americans' fear of self-driving vehicles remained mostly unchanged over the last few years?**



Greg Brannon  
Director, Automotive Engineering

It's hard to say but it's possible that the sustained level of fear is rooted in a heightened focus, whether good or bad, on incidents involving these types of vehicles. Also, it could simply be due to a fear of the unknown. AAA's research has found that the more exposure drivers have to similar types of technology such as advanced driver assistance systems, comfort level improves.

## How well does existing advanced vehicle technology work?

AAA extensively tests and evaluates emerging vehicle technology with the goal of educating drivers on the safety benefits, but also to understand the limits of these systems and raise awareness that they are not a substitute for an engaged driver. Most systems have strong safety benefits, but understanding clearly what type of technology a car has, along with how and when to use it, is critical.

## Can any vehicle on the road today really drive itself?

While there is testing taking place on U.S. roadways, the most advanced systems available to consumers today still require your eyes on the road and hands on the wheel. As the technology evolves, it will be critical that all stakeholders commit to educating consumers on the safe use of the technology. This should include the use of consistent naming of the technologies to reduce confusion, and a clear understanding of what the systems are designed to do.