



# Public opinion on a future with driverless cars

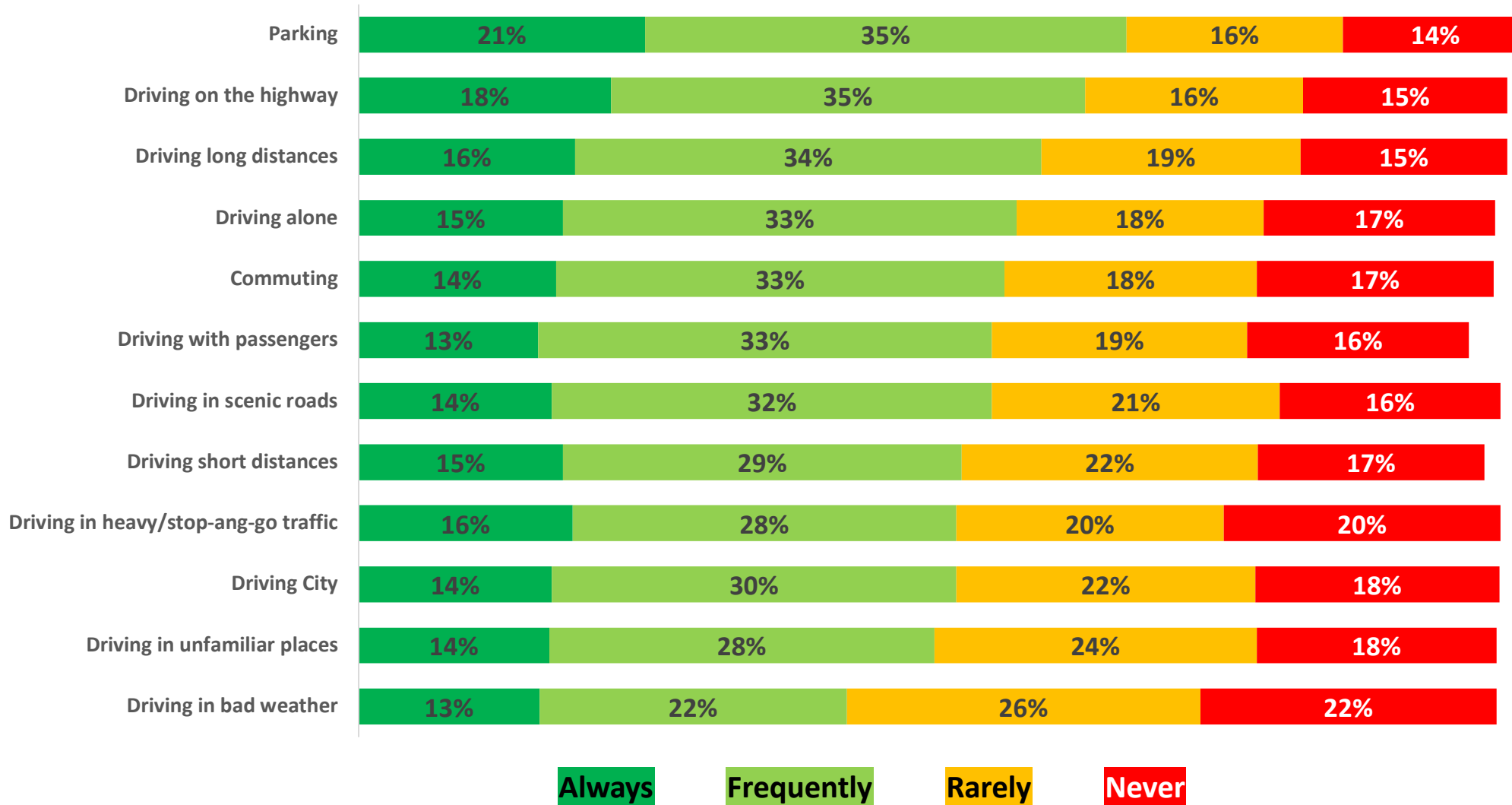
April 2018

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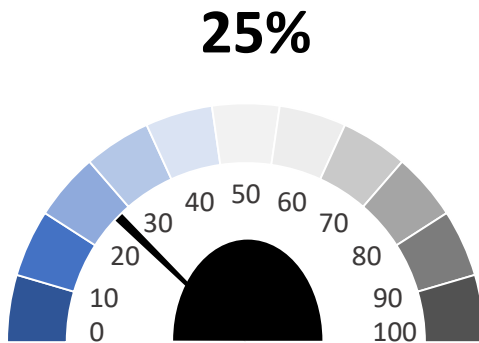
# The Australian Market

## Frequency in which Australians will use self-driving modes:

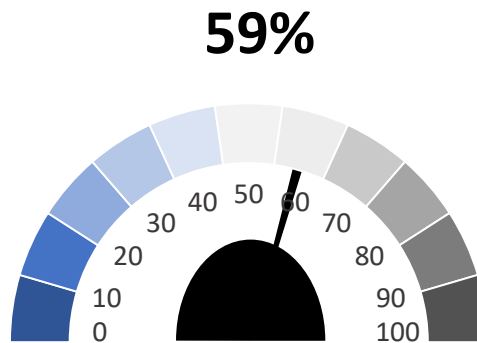


Q1. For this question, please assume that, in 10 years, all passenger vehicles will be equipped with automation technology so they can be used in "self-driving" mode anytime and anywhere, as desired. If so, how often do you expect that you will use a vehicle in "self-driving" mode for each of the following:

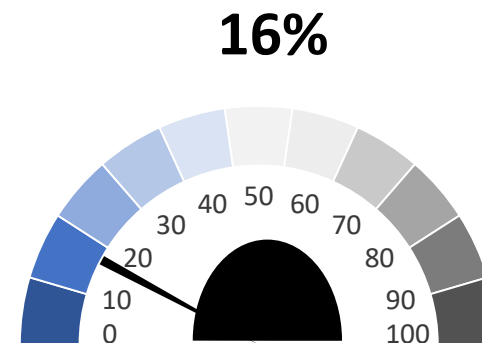
# Australians are intrigued by a future with self-driving cars



*In favor of self-driving cars*



*Unsure but find the idea of self-driving cars interesting*



*Against and would never use a self-driving car*

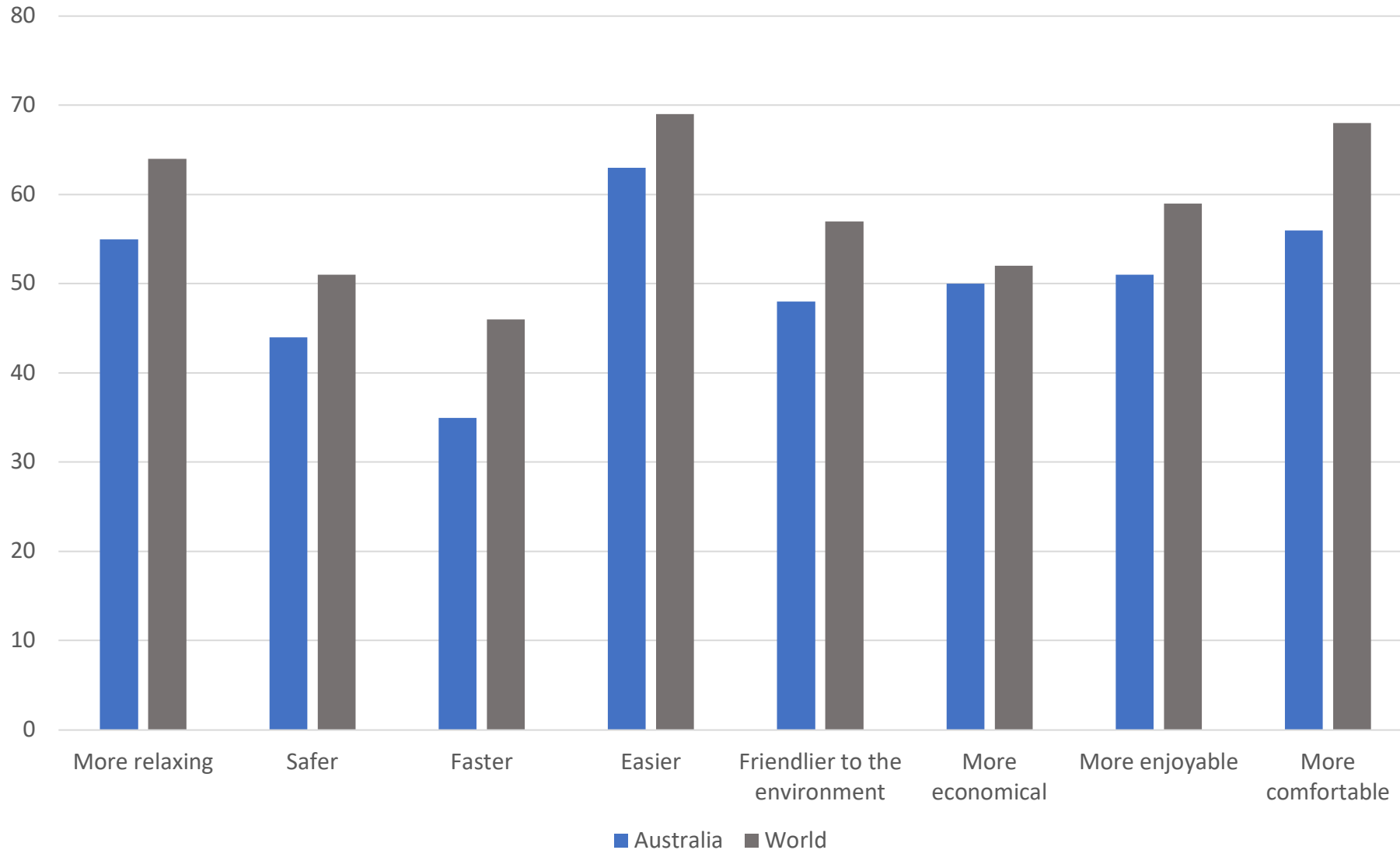
Which of the following statements is closest to your own opinion?

- I am in favor of self-driving cars and I 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

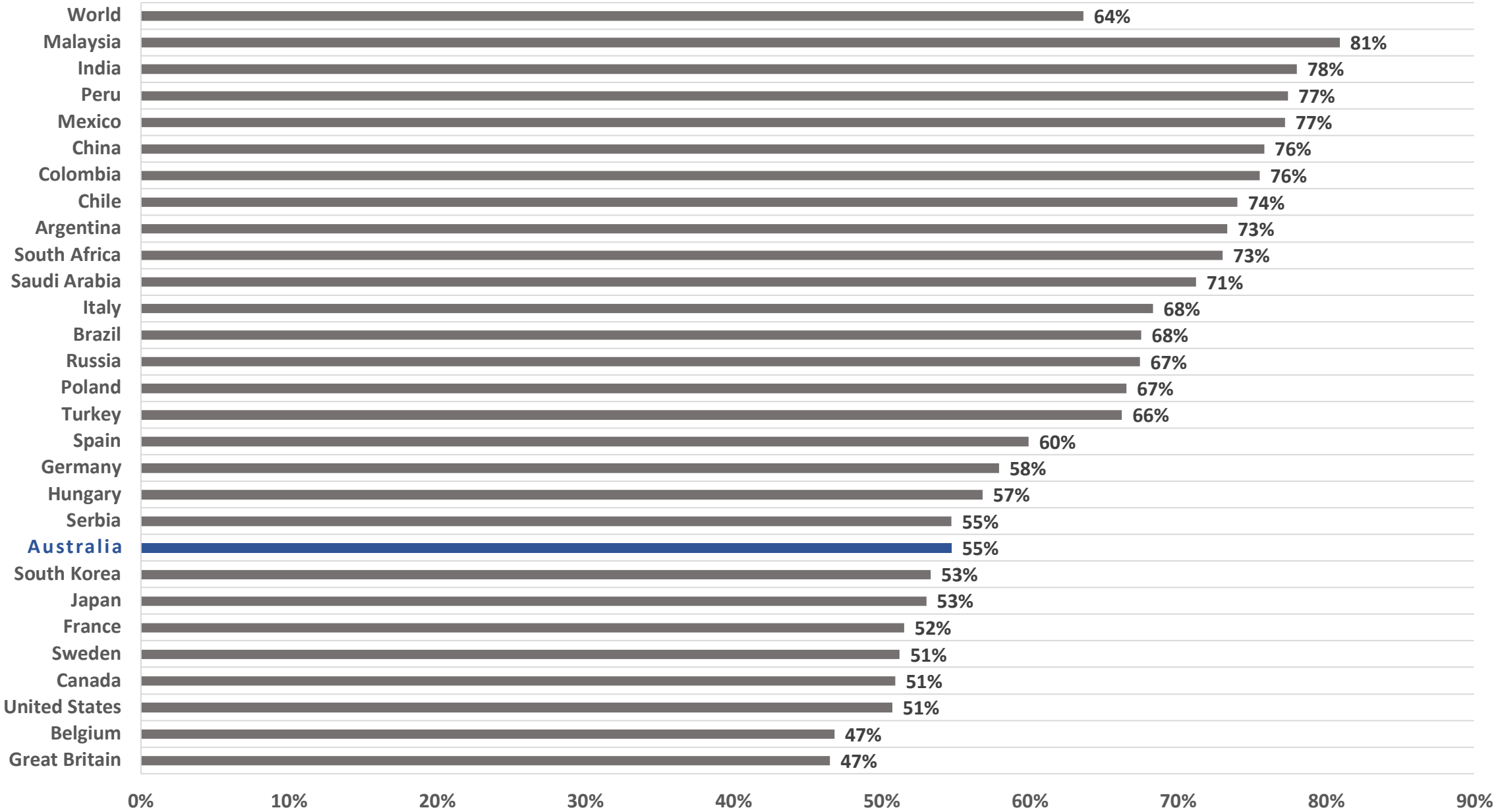


# Driverless Car Benefits

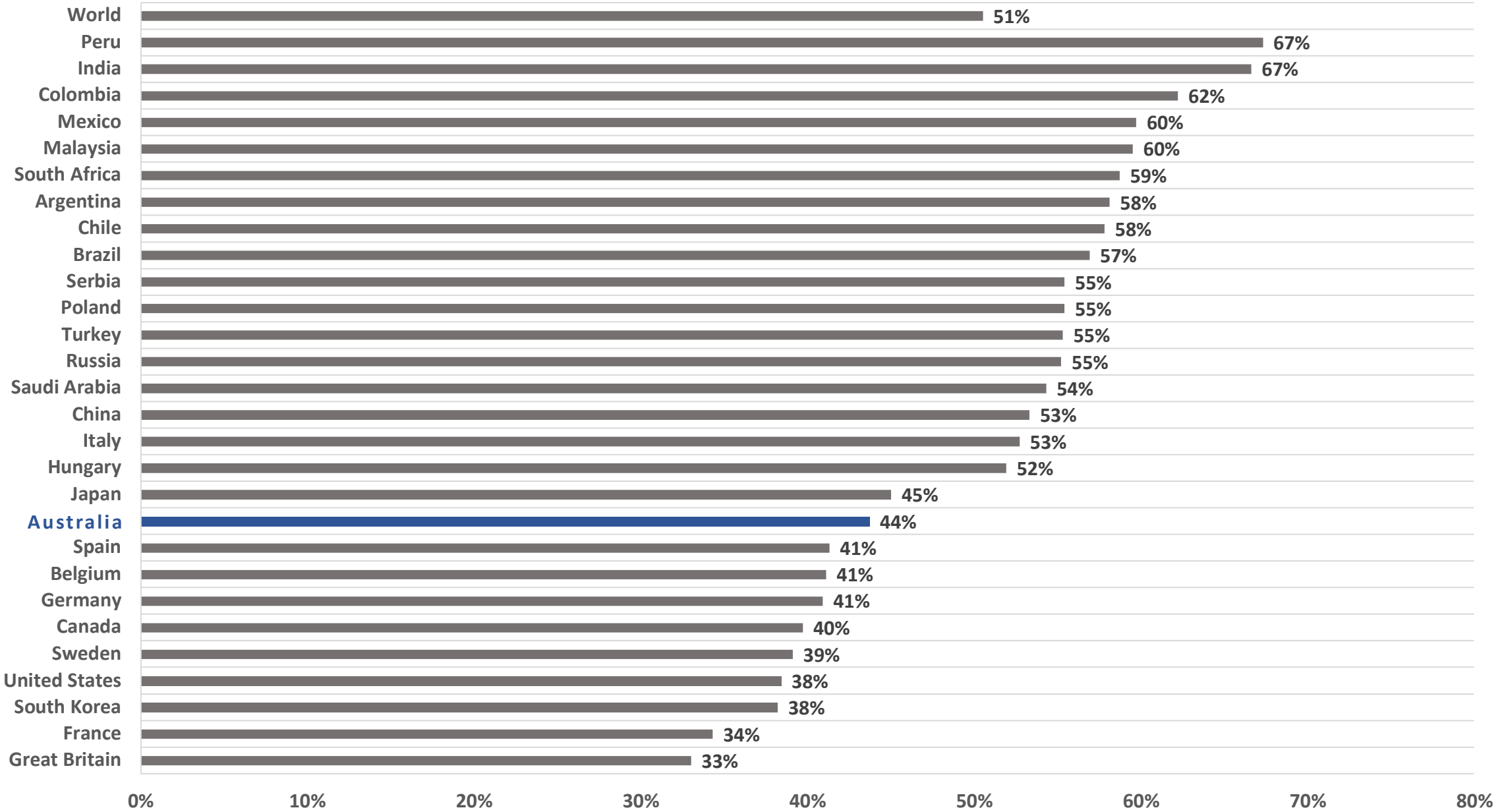
# Australians are less optimistic about driverless cars than the rest of the world



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

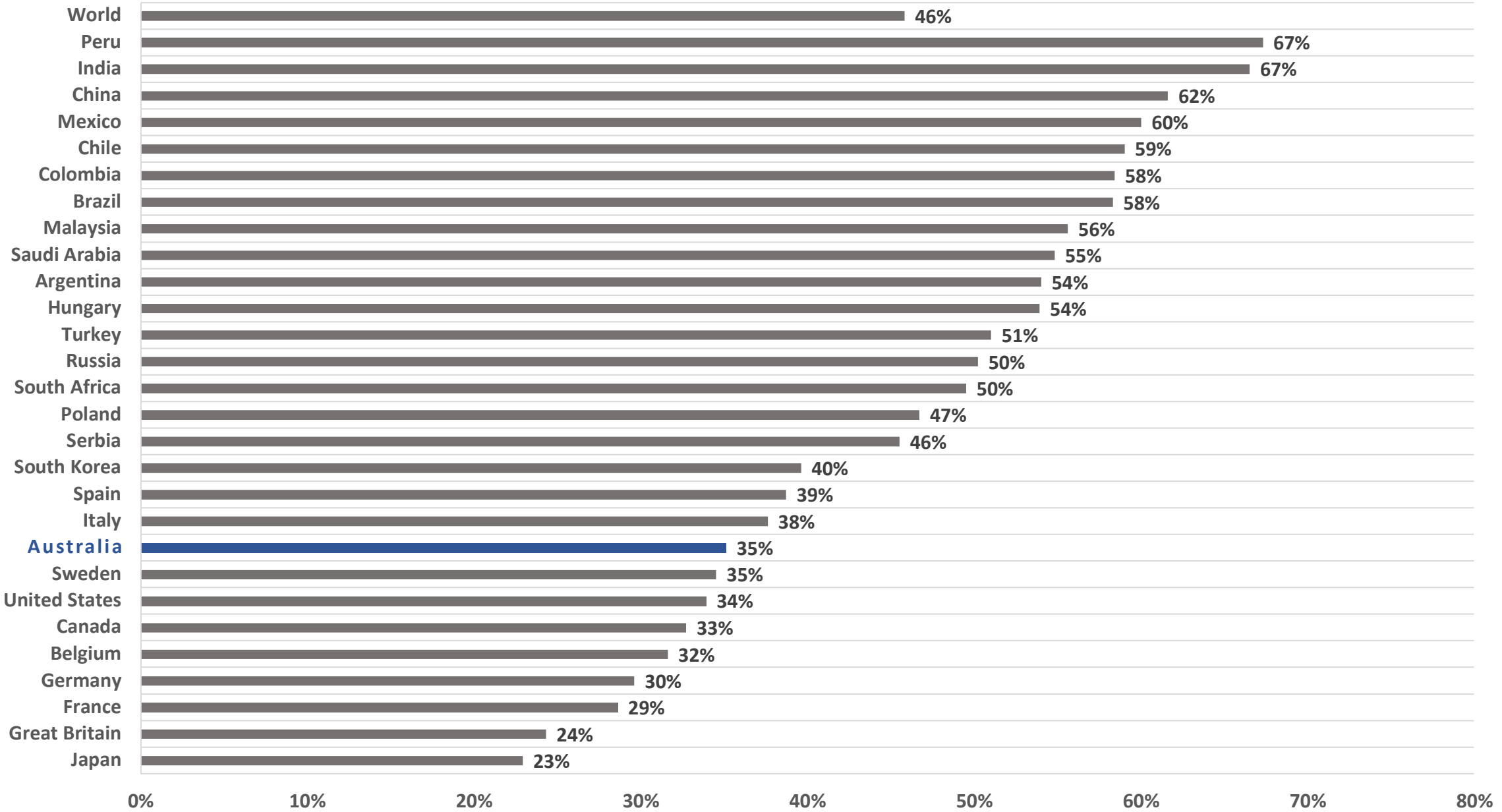


# Self-driving cars will make driving safer– % Agree

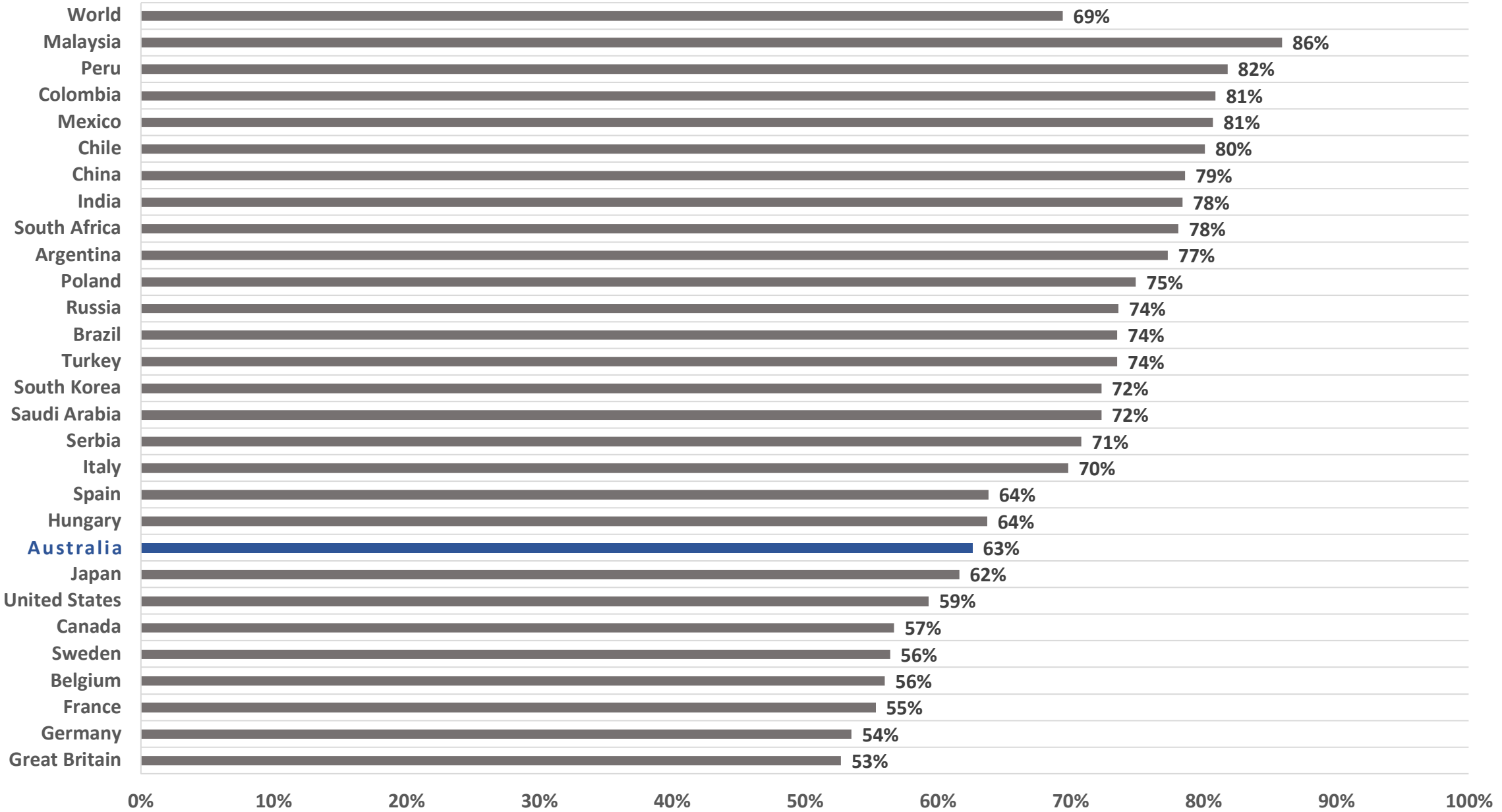




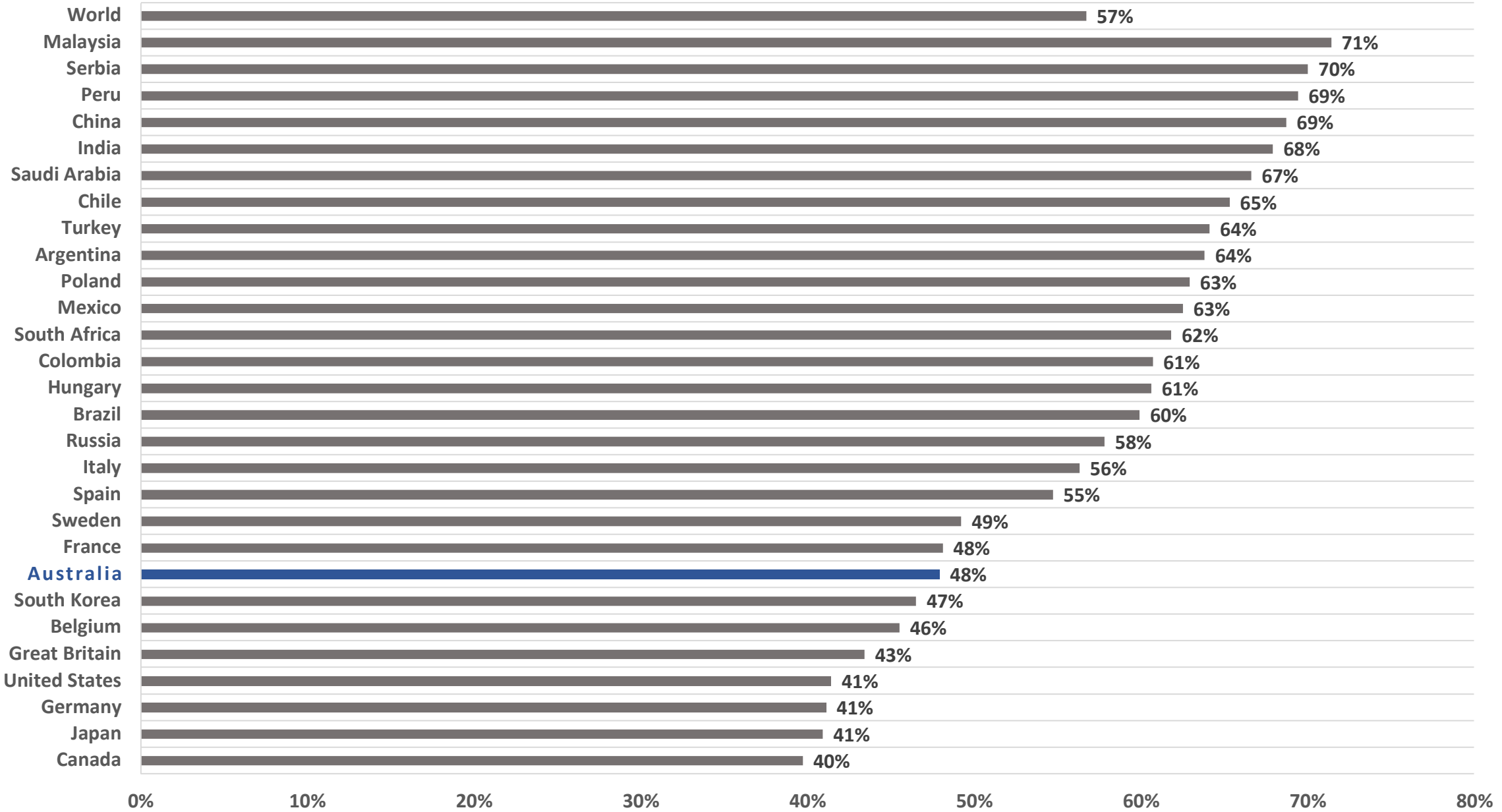
# Self-driving cars will make driving faster– % Agree



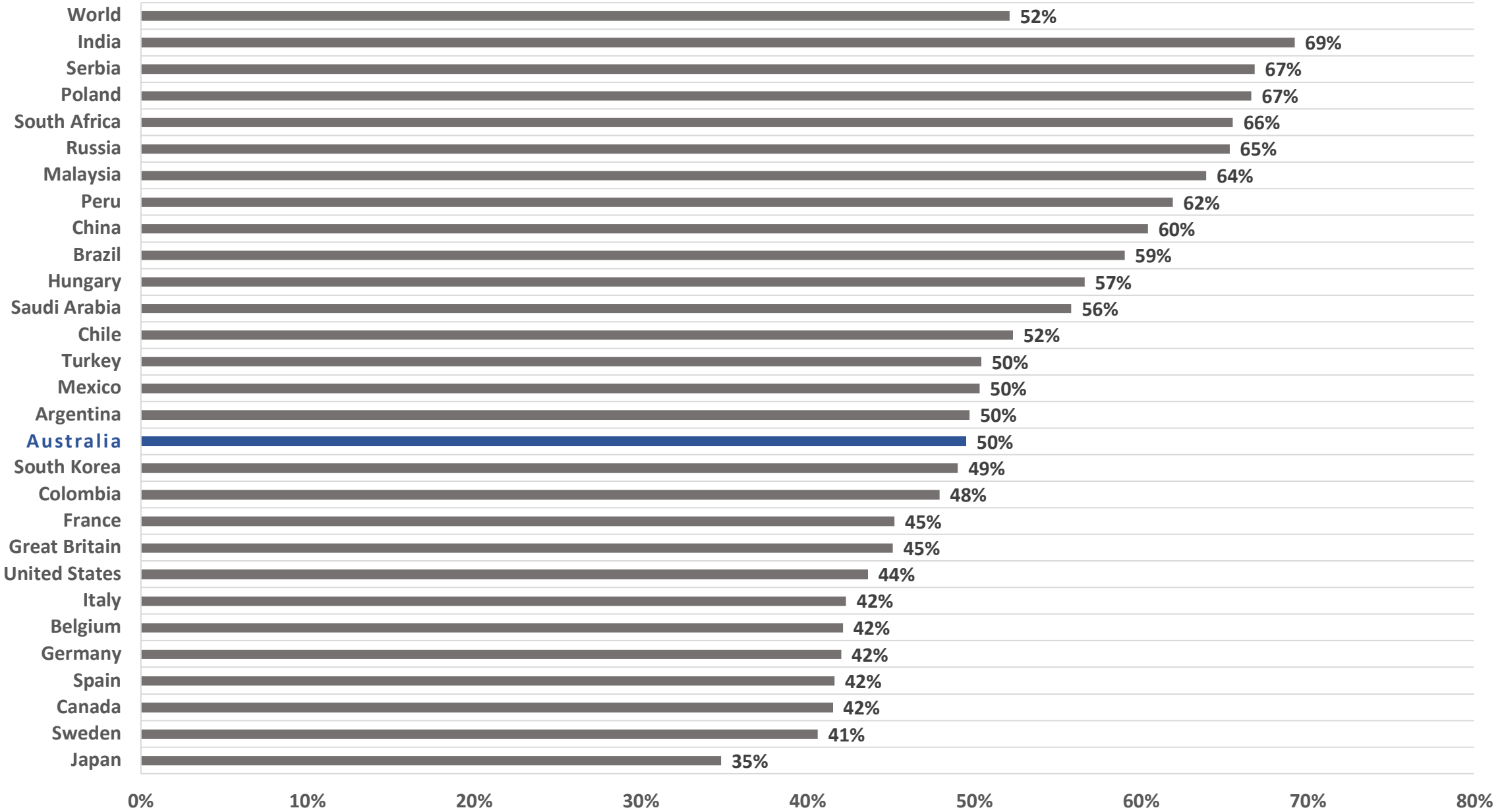
# Self-driving cars will make driving easier– % Agree



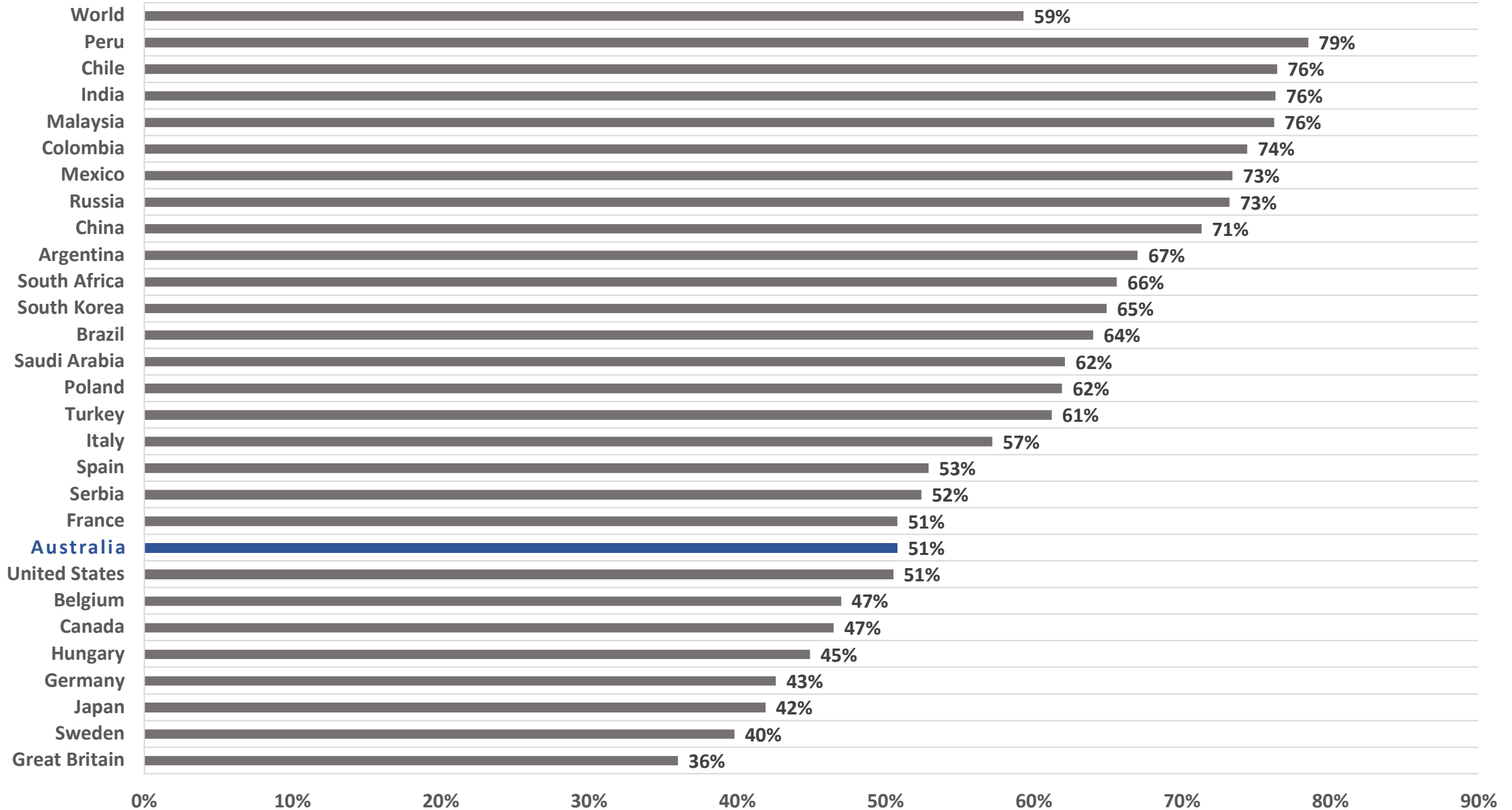
# Self-driving cars will make driving friendlier to the environment– % Agree



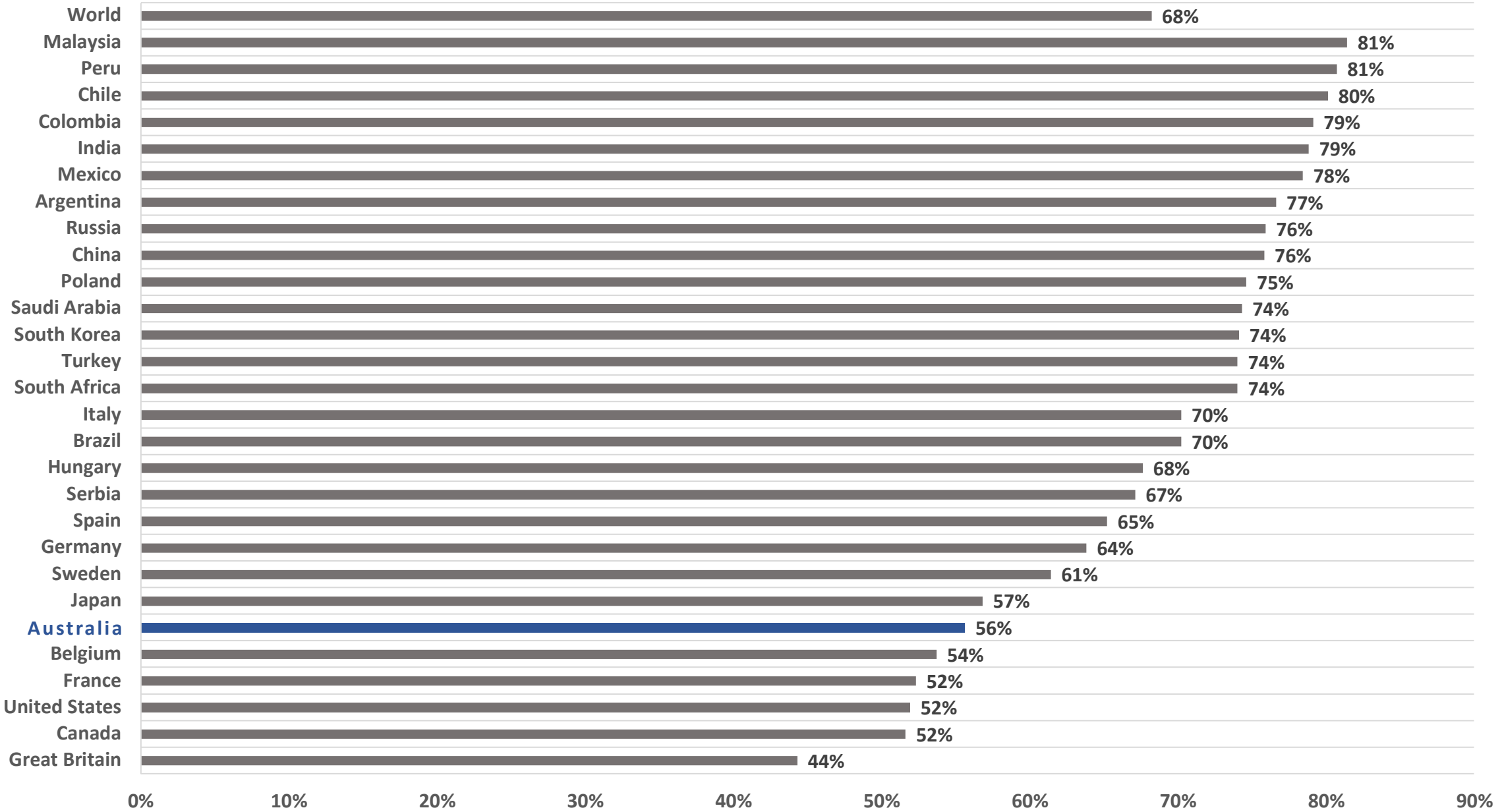
# Self-driving cars will make driving more economical– % Agree



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



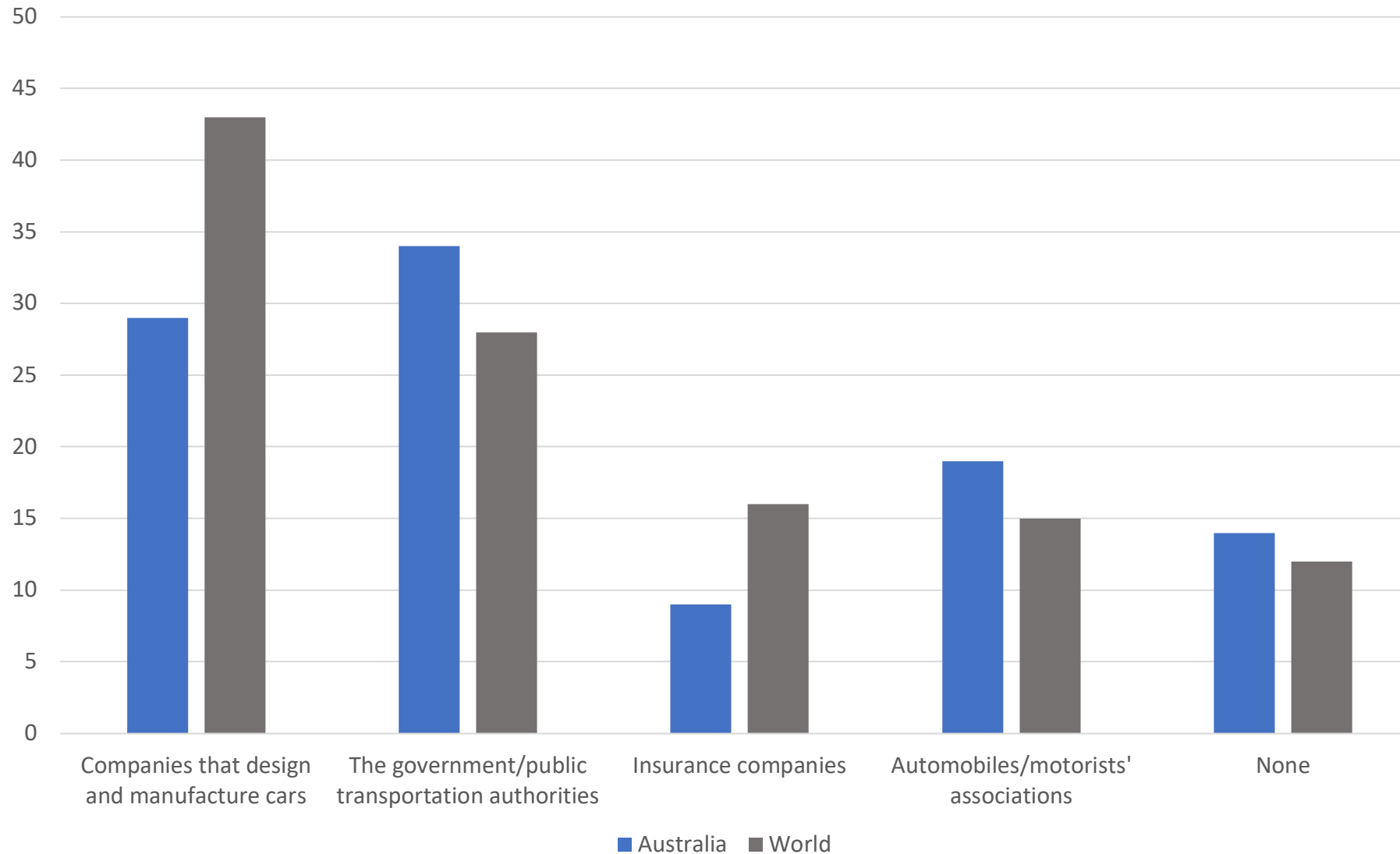
# Self-driving cars will make driving more comfortable – % Agree





# Regulation

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



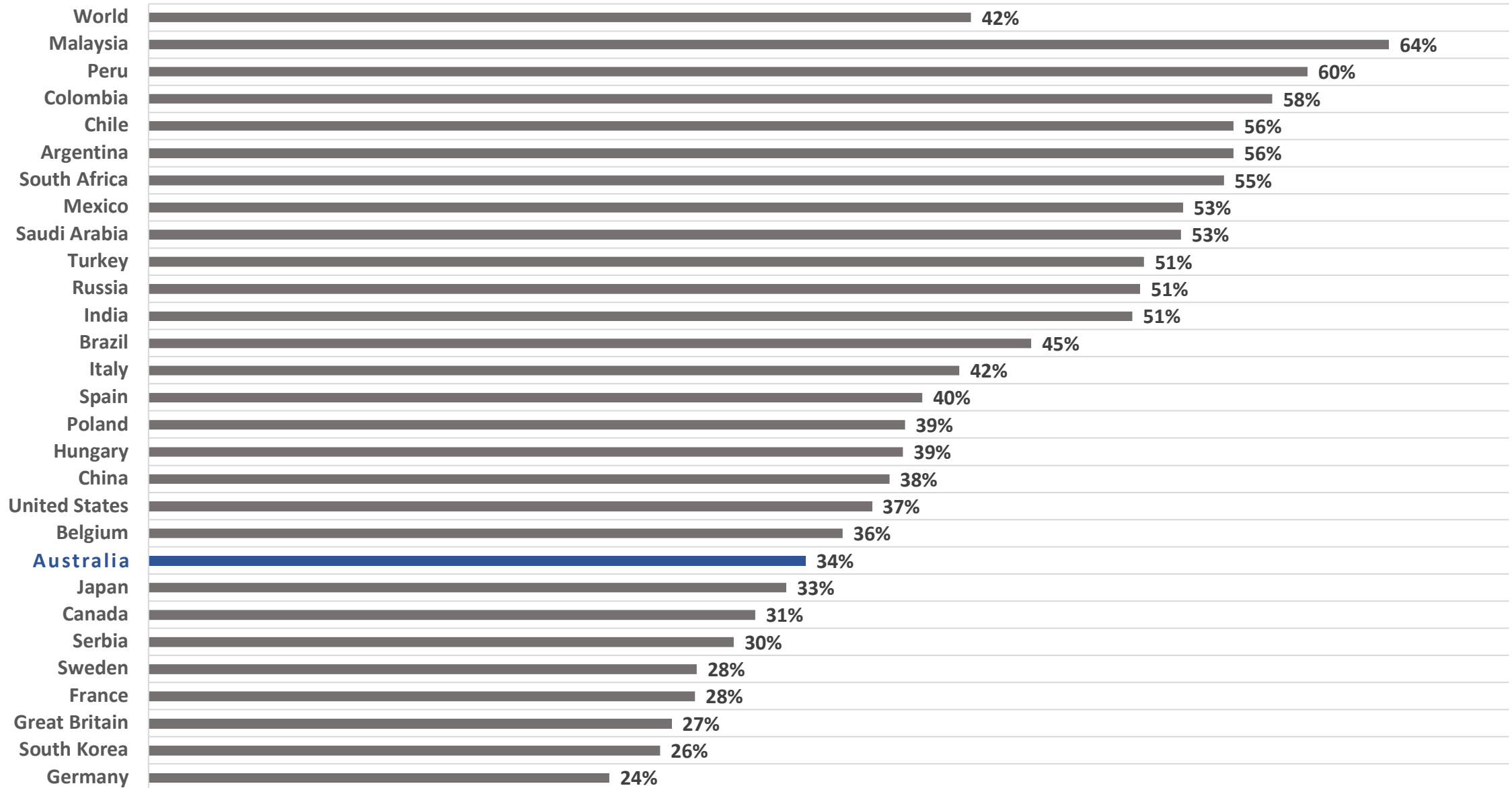




# Target Markets

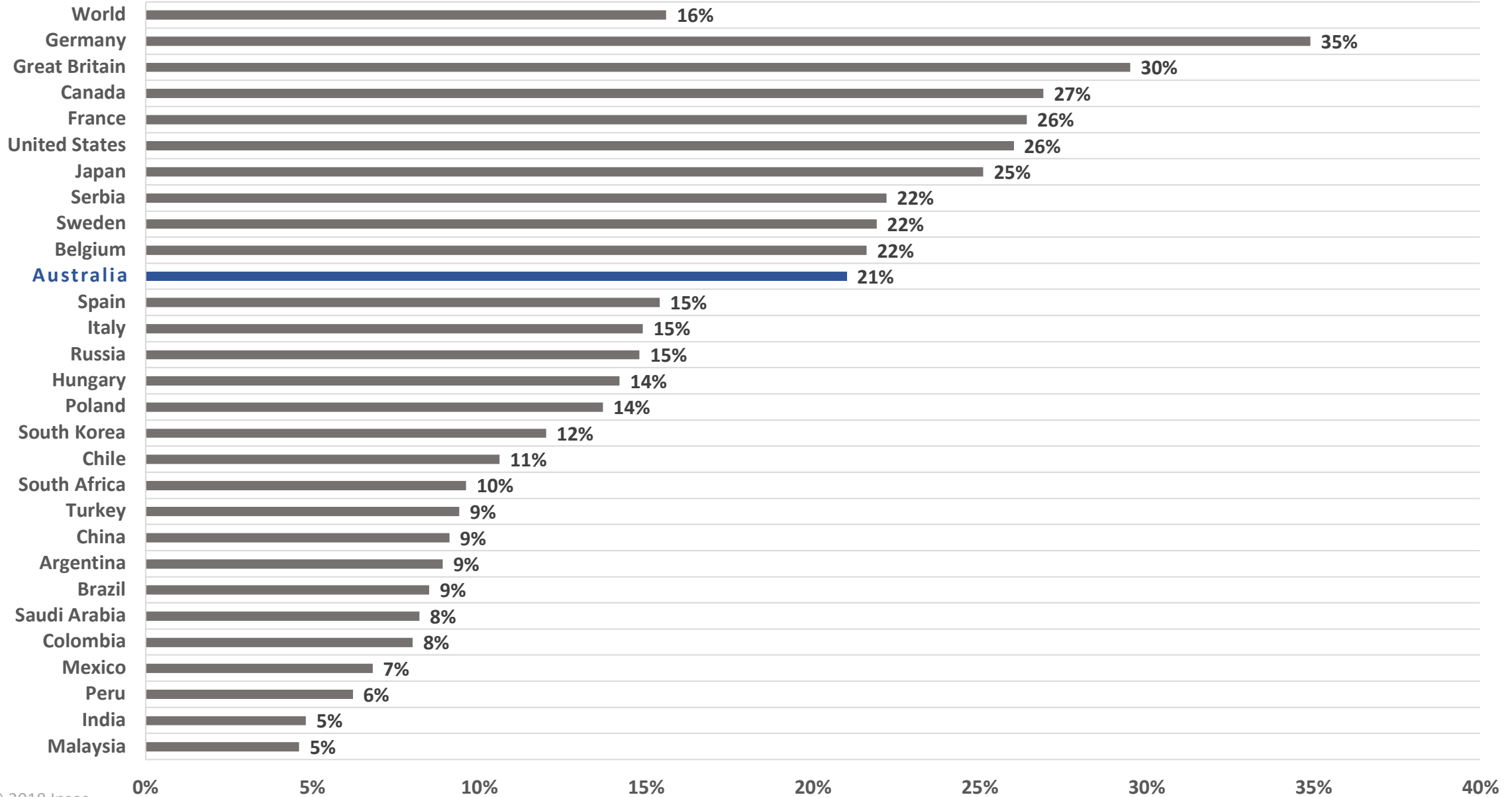
# Those in developing economies are more likely to own a driverless car

% 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

