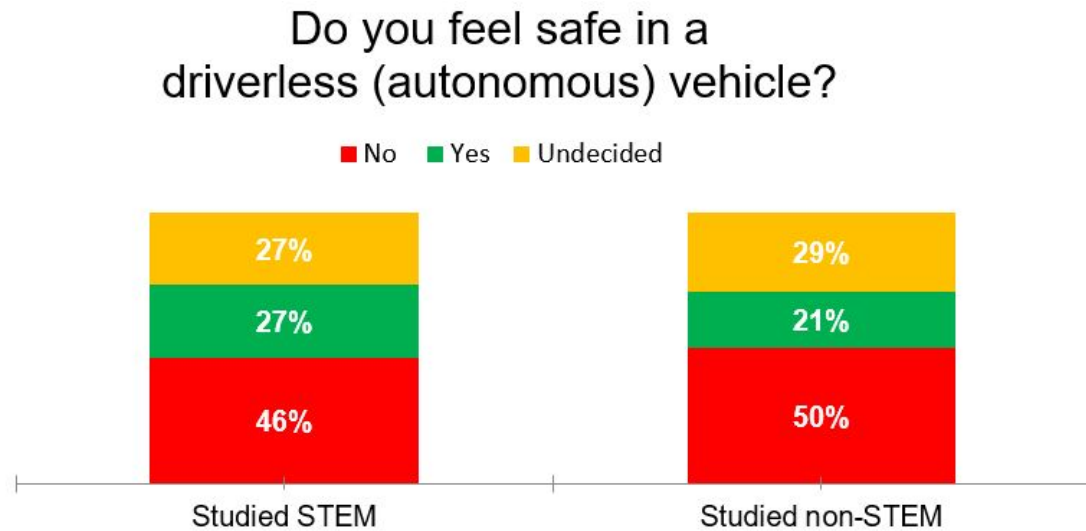


## Is the Global Public Ready for Self-driving Cars?



RIWI data, November 1-December 5, 2018  
25,193 observations in 43 countries in all global regions

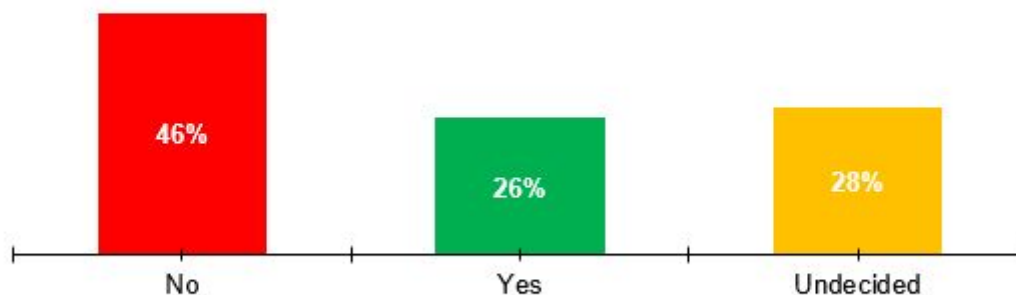
**RIWI data show that the majority of the global public is not ready for autonomous vehicles (AVs). 1 in 2 would not feel safe in an AV, 1 in 4 are undecided, and less than 1 in 4 would feel safe. Even those we might expect to be more open are not ready: almost half of young people and almost half of those that are educated in STEM fields or employed in tech jobs would not feel safe.**

Businesses and policymakers are gearing up for the use of autonomous vehicles. Experts expect that AVs will ultimately reduce human error, thereby reducing crashes and improving safety. But to accurately predict demand for AVs and to develop appropriate infrastructure, we need to truly understand where the global public is starting from. This is particularly true for AVs perhaps even more than for other technologies, since they depend on widespread adoption for the full safety and other benefits to accrue.

To our knowledge, there is no robust global real-time signal data on the public's readiness for AVs. To fill this gap, RIWI developed a new real-time signal on the public's readiness for and beliefs about the safety of AVs. Does the public accept the argument that AVs are safer? Are they open to AV adoption?

To get this signal, we asked over 25,000 respondents in 43 countries in all global regions whether they would feel safe in an AV. The resulting signal shows clearly that the majority of the global public is not yet ready for AVs.

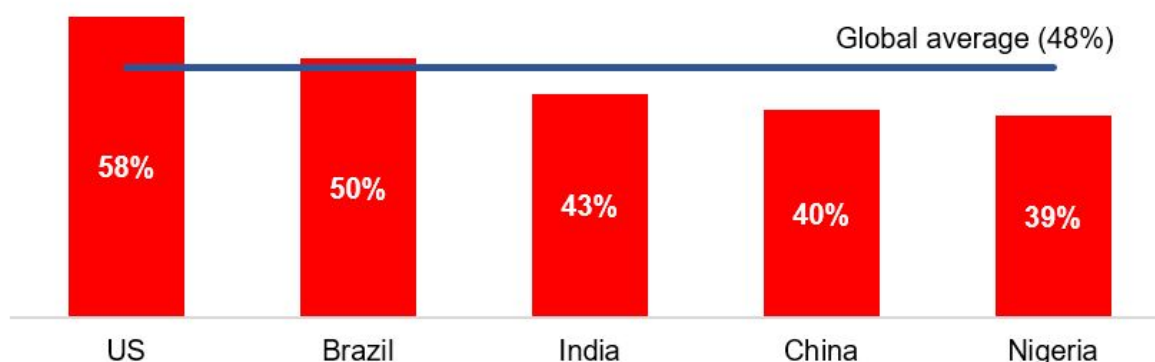
## Do young people feel safe in a driverless (autonomous) vehicle?



RIWI data, November 1-December 5, 2018  
14,586 observations aged 16-34 in 43 countries in all global regions

Even for groups that we might expect to be more open – such as young people, men, urbanites, and those that studied or are employed in technology or science – 1 of 2 or more than that would not feel safe in an AV, and about a third are undecided. Since RIWI's method mirrors the Web-using population in all geographies, this signal may even overstate openness to (and understate fears of) AVs, since the Web-using population is likely to be more open to newer technologies compared with non-Internet enabled populations.

## Percentage who wouldn't feel safe in a driverless car



RIWI data, November 1-December 5, 2018, selected countries from global tracking, 25,501 observations. Other options include those who feel safe in an AV and those undecided.

The signal is also broad-based across countries, though some countries show more openness than others (the US is least open and Nigeria the most).

In short, we get a broad-based global signal that the majority of the global public is far from ready for AV adoption. The lack of readiness for AVs in these data is consistent with RIWI's

other AV signal work, based on more than 130,000 global observations. AVs are a complex issue, with many different angles and different levels of autonomy. Future work on AVs could unpack these issues further.

#### **About RIWI's Tech Fear Index:**

This readiness for AVs signal is part of RIWI's Tech Fear Index. The index fills a key gap by validating or challenging assumptions about how the global public behaves and what people believe in the face of emergent technologies. The goal is to help: a) businesses to base their strategies on true emergent demand for and beliefs about new technologies; and b) policymakers develop appropriate infrastructure and policy frameworks for emergent technologies based on the reality of where the public is starting from. The index addresses [beliefs about automation](#), adoption of virtual health care, and views about data privacy, among other topics.

To partner with RIWI to develop and add to this index, please contact Danielle Goldfarb, Global Head of Research, at: [daniellegoldfarb@riwi.com](mailto:daniellegoldfarb@riwi.com), or **1-416-205-9984 Ext. 4**.

Better, more reliable data depends on a broad array of voices. RIWI observations come from a broad and truly random set of the global Web-using population. Half of RIWI respondents have never answered a survey of any kind before responding to a RIWI survey. RIWI respondents remain anonymous and RIWI does not collect any personally identifiable data, allowing respondents to provide their views freely and securely, reducing social desirability bias. RIWI respondents are not incentivized in any way.