AAA’s Automated Vehicle Survey

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Survey 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.
Lines of Inquiry

➔ Do U.S. drivers fear riding in a fully self-driving vehicle?

➔ How comfortable are U.S. drivers with using fully self-driving vehicles for (1) low-speed, short distance transportation, (2) delivery services for food or packages, and (3) transporting children or loved ones?

➔ 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
Key Findings
March 2019

➔ 71 percent of U.S. drivers would be afraid to ride in a fully self-driving vehicle.

➔ 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.
Key Findings (cont.)

March 2019

➔ 53 percent of drivers would be comfortable with fully self-driving vehicles being used for people mover systems found at airports and theme parks.

➔ 44 percent of drivers would be comfortable with using fully self-driving vehicles for delivery services of food or packages.

➔ 19 percent of drivers would be comfortable with the use of fully self-driving vehicles to transport their children or loved ones.

➔ 55 percent of drivers think that by 2029, most cars will have the ability to drive themselves.
What’s Behind the Doubt?

➔ People won’t trust fully self-driving cars (53 percent)
➔ People won’t want to give up driving themselves (52 percent)
➔ Fully self-driving technology won’t be ready (34 percent)
➔ Road conditions will not be good enough (33 percent)
AAA Free Self-Driving Shuttle
Autonomous Shuttle Pilot

➔ In 2017, we invited the public to explore the future of transportation through a free autonomous shuttle pilot in downtown Las Vegas.

➔ The shuttle was free to ride, exposing more than 30,000 riders their first experience in a self-driving vehicle.

➔ It was also the first in the country to be fully integrated with smart city infrastructure to operate on open, public roads.

➔ The AAA-sponsored program was a partnership with the City of Las Vegas, the Regional Transportation Commission of Southern Nevada and Keolis North America.
Pilot Results

› Passengers of the AAA Self-Driving Shuttle rated their “driver” 4.8 out of 5 stars.

› 98% of those surveyed would recommend the experience.

› A survey conducted with passengers after their ride showed 30% of them had a more positive attitude about autonomous technology.
Let’s Talk Self-Driving