



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.

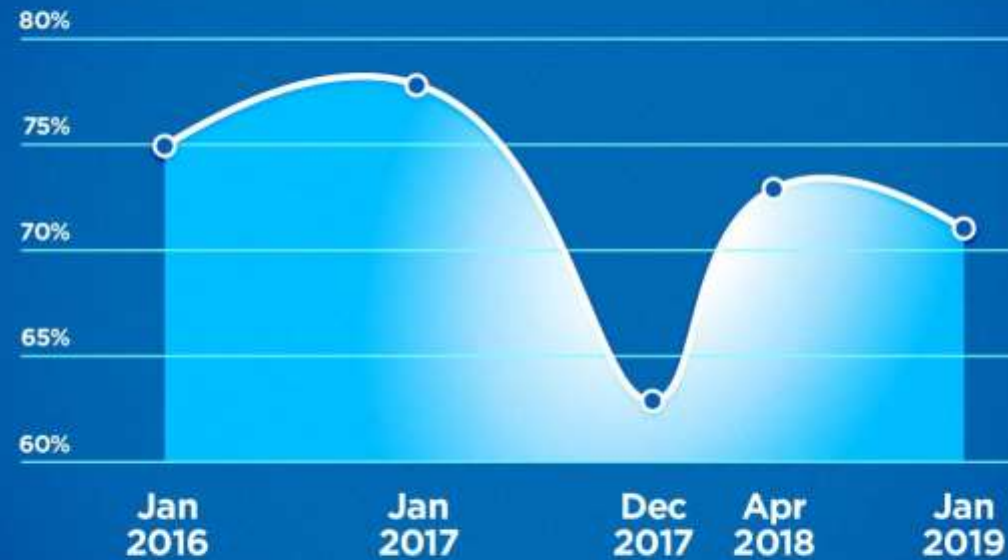


Lines of Inquiry

- 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



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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

