

**PUBLIC CONCERN ABOUT  
DRIVERLESS CARS  
IS STRONG.**

**AMERICANS WANT  
GOVERNMENT  
STANDARDS.**

Results from Online CARAVAN<sup>®</sup> Survey  
February 2023



**ADVOCATES  
FOR HIGHWAY  
& AUTO SAFETY**



**SafeRoads.org**  
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# Introduction



**A strong majority of Americans are concerned with driverless cars on the roadways, yet most believe government safety requirements will address their apprehensions.**

This online Caravan® public opinion survey commissioned by Advocates for Highway and Auto Safety (Advocates) shows Americans across the country and across generations are concerned with driverless cars and trucks on our roadways. The poll results clearly illustrate that people care deeply about road safety and the growing effects of autonomous vehicles (AVs) on public roads, and they are highly supportive of rules and protections for this developing technology. The poll also finds, in general, concerns were shared in all types of communities, whether in urban, suburban or rural.

The online survey was conducted with 2,000 respondents in February 2023. The complete methodology can be found at the end of this report.

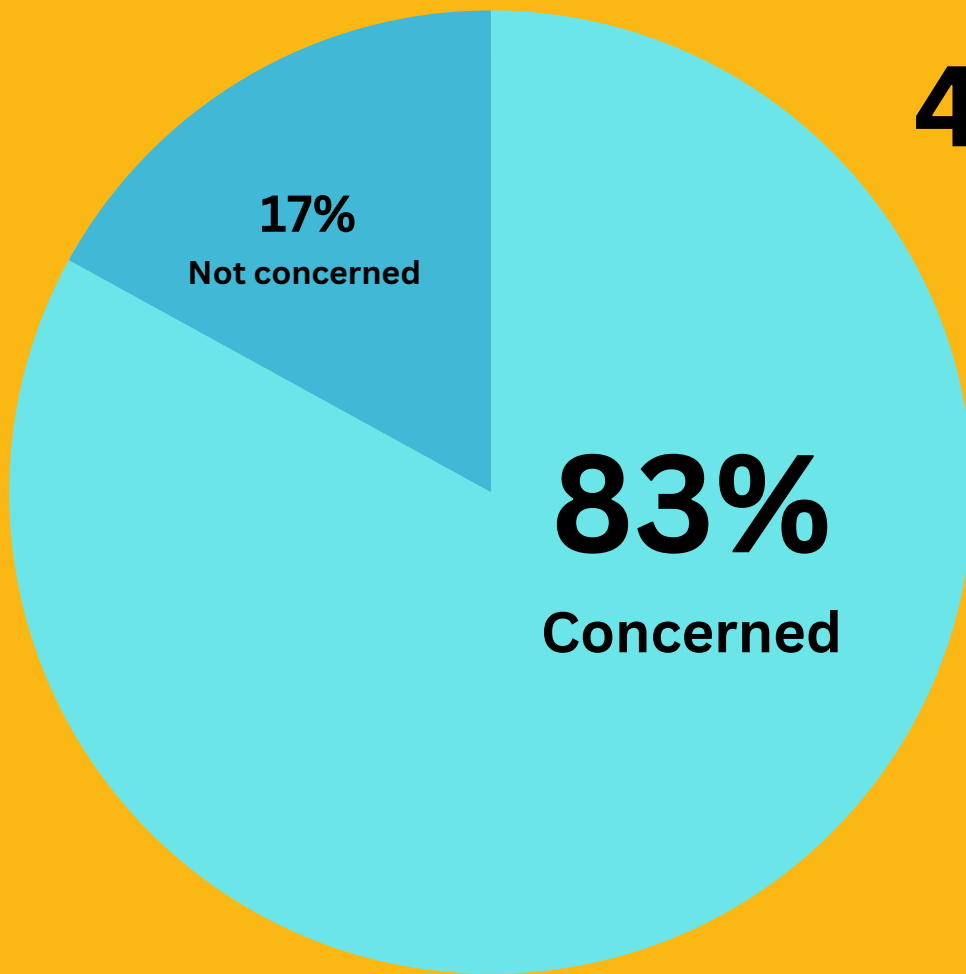
Each year, motor vehicle crashes kill tens of thousands of people and injure millions more at a current cost to society of close to \$1.4 trillion. According to the latest statistics from the National Highway Traffic Safety Administration (NHTSA), an estimated 42,915 people were killed on our Nation's roads in 2021, a 32% increase just over the last decade.

Advocates has always enthusiastically championed vehicle safety technology and for good reason -- it is one of the most effective strategies for preventing deaths and injuries. NHTSA estimated that between 1960 and 2012, over 600,000 lives have been saved by motor vehicle safety technologies. Some industry proponents of AVs have made claims that self-driving cars hold tremendous promise to decrease the number of motor vehicle crashes, fatalities and injuries. However, since its introduction onto U.S. roads, the technology has experienced numerous failures resulting in stranded vehicles, blocked traffic, crashes, injuries, and at least one fatality.

There is a need for government oversight and minimum performance requirements as well as industry accountability. Before AVs are sold to the public, they must be able to safely operate without causing harm to occupants and others sharing the roads. Only then will safety and public confidence be assured.

*Advocates for Highway and Auto Safety is an alliance of consumer, medical, public health, law enforcement and safety groups and insurance companies and agents working together to make America's roads safer. Advocates' mission is the adoption of federal and state laws, policies and programs that prevent motor vehicle crashes, save lives, reduce injuries, and contain costs.*

The public is **overwhelmingly** concerned about sharing the road with **driverless cars** as motorists, bicyclists and pedestrians.

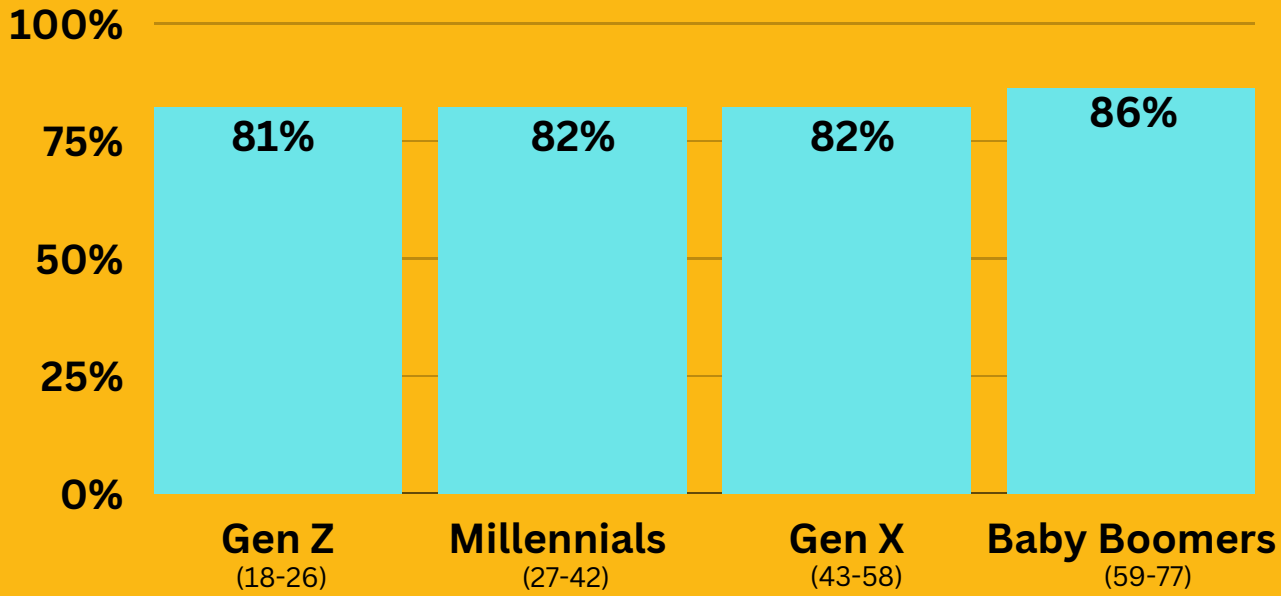


**4 Out Of 5**

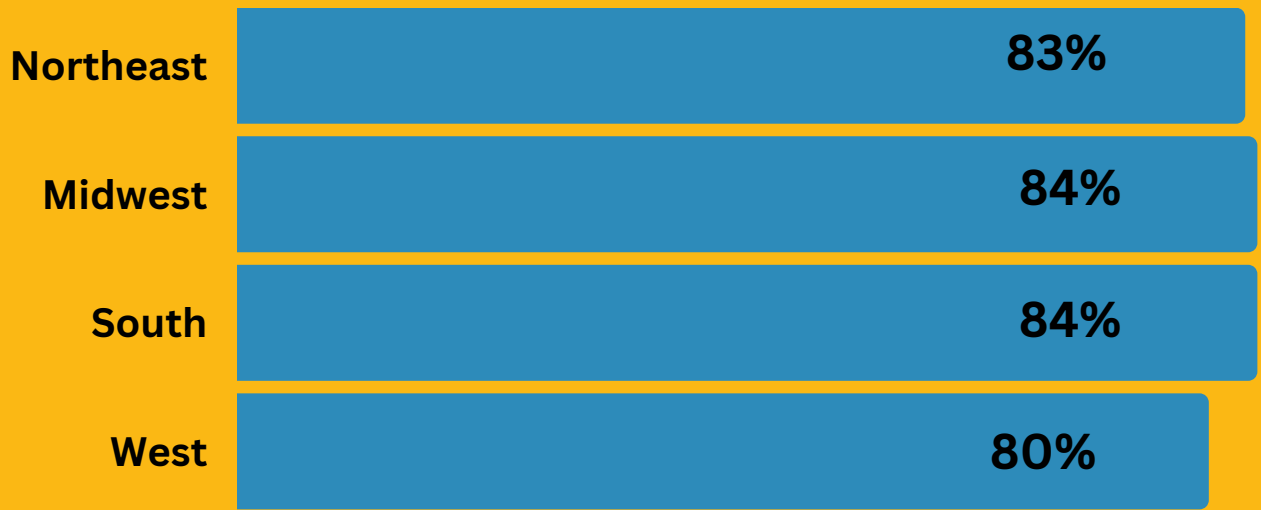
adults are concerned about sharing the roads with driverless cars.

**Question 1**

# Generations agree

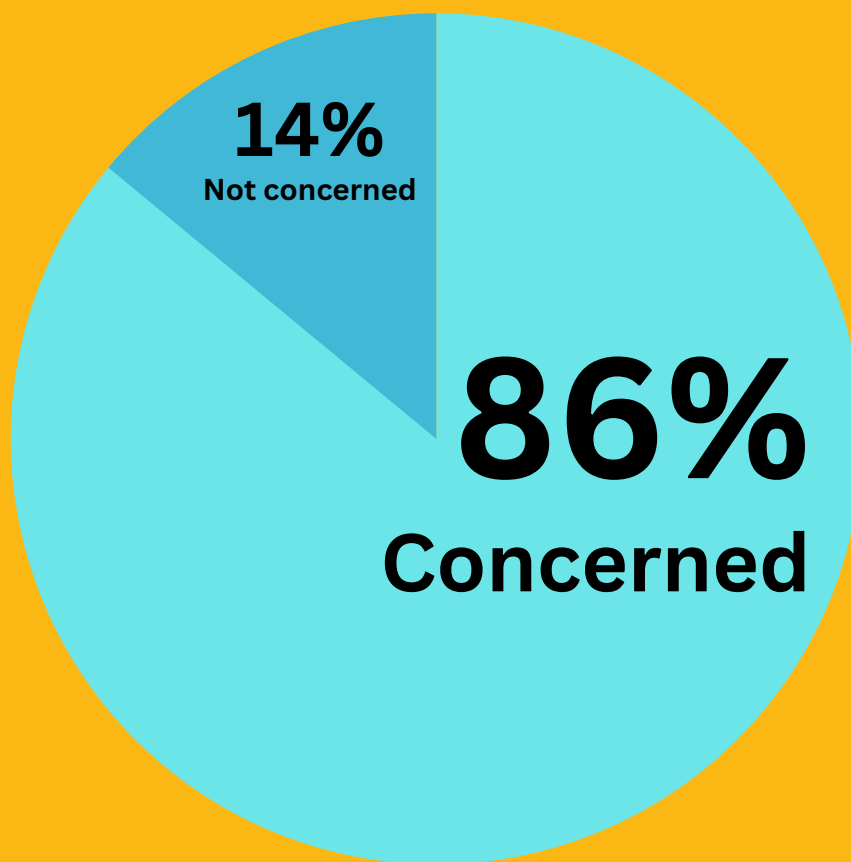


# Regions agree



Americans are **deeply troubled** by the prospect of sharing roads with driverless tractor-trailers and delivery trucks.

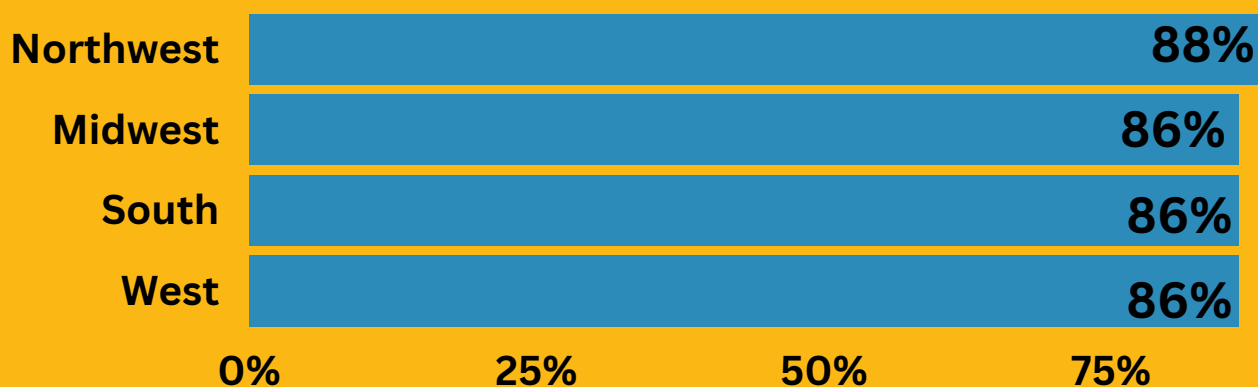
**Nearly 9 in 10 are concerned**



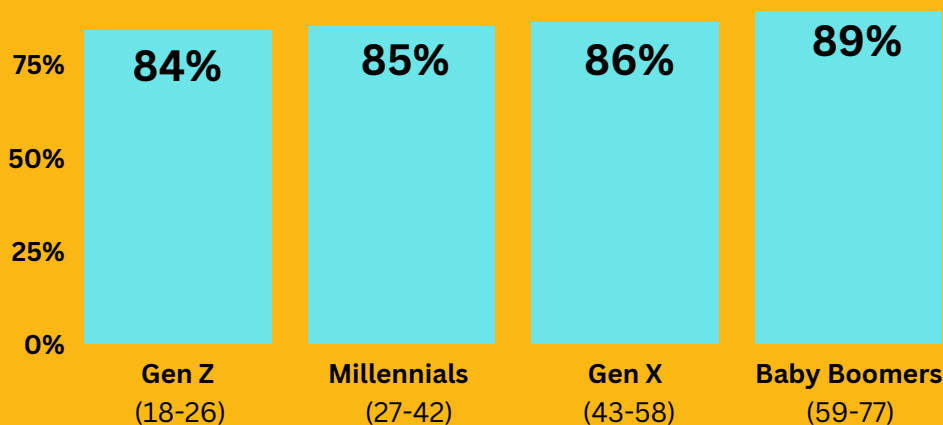
**Question 2**

Concern is consistent in **every region of the country** and among **every age group**.

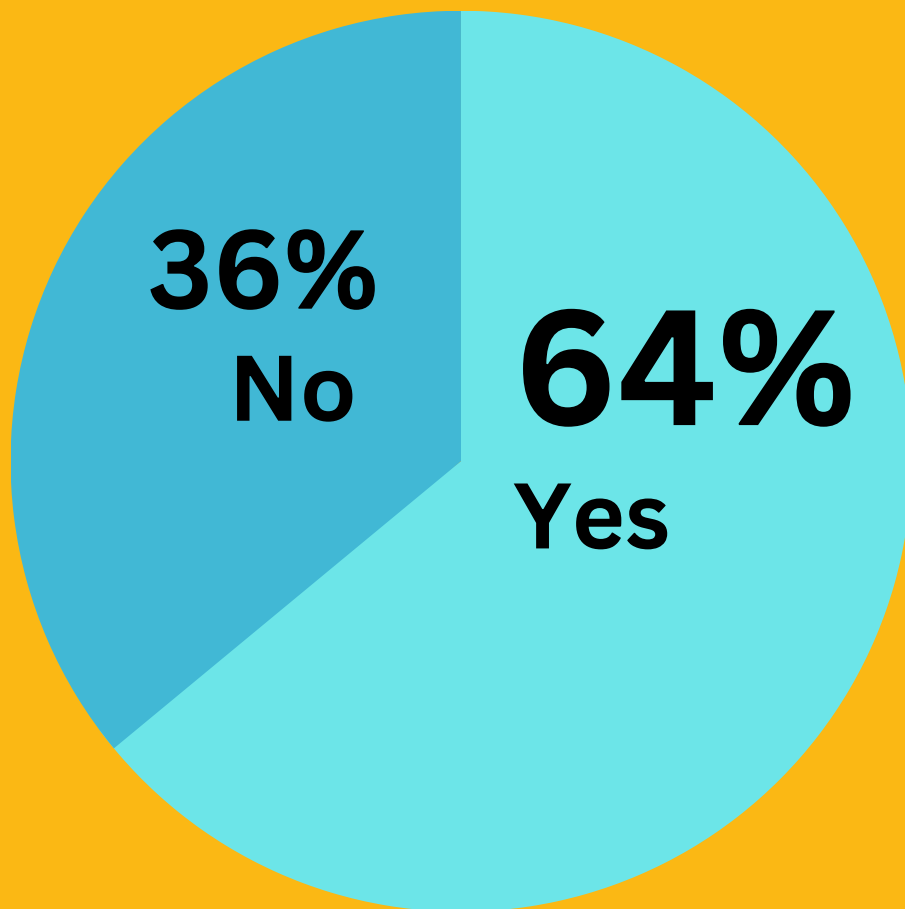
## Results by region



## Results by generation



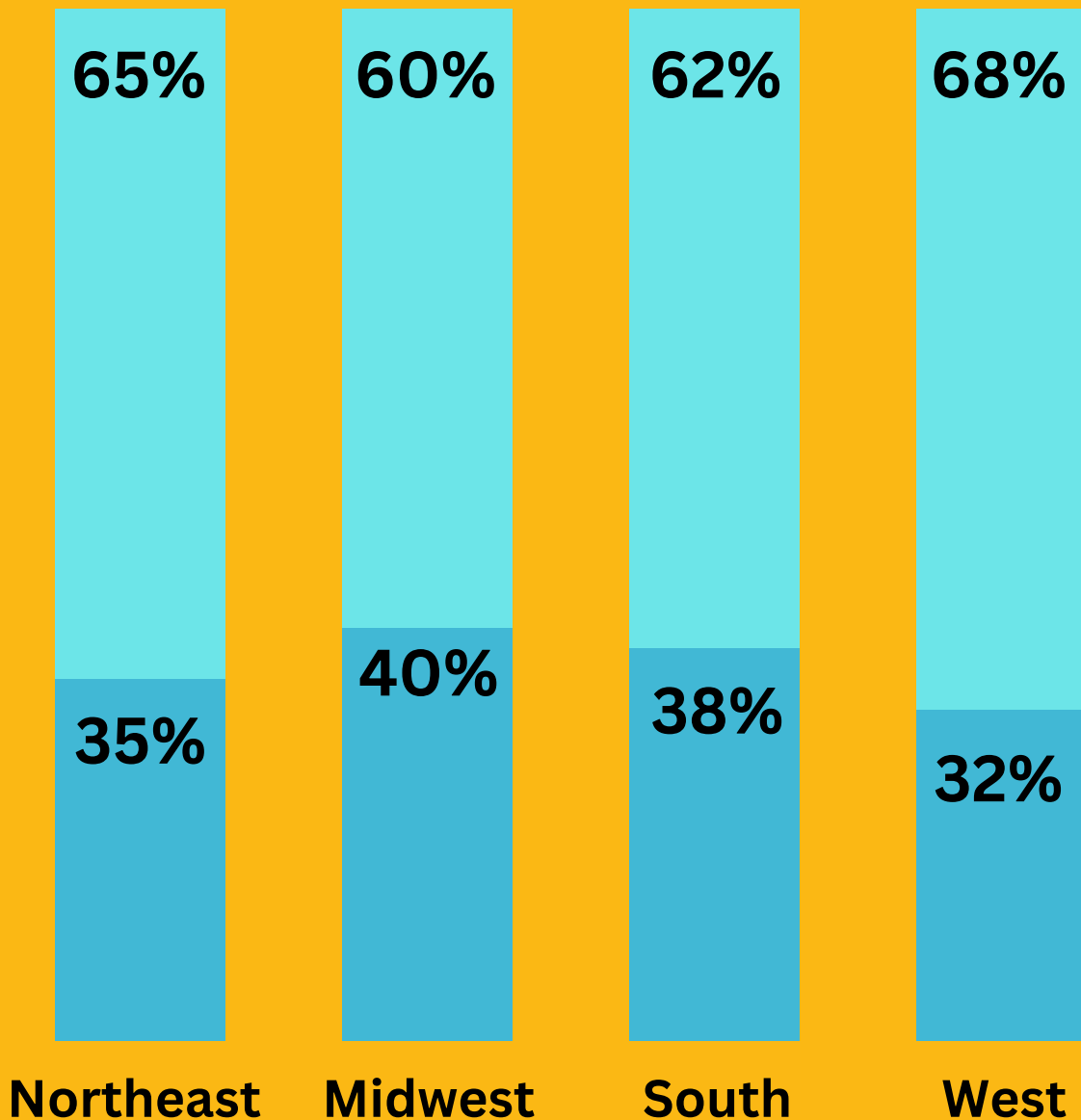
While there is widespread concern about the use and deployment of driverless vehicles, **64% of Americans** feel that their concerns could be adequately addressed by **minimum government safety requirements**.



**Question 3**

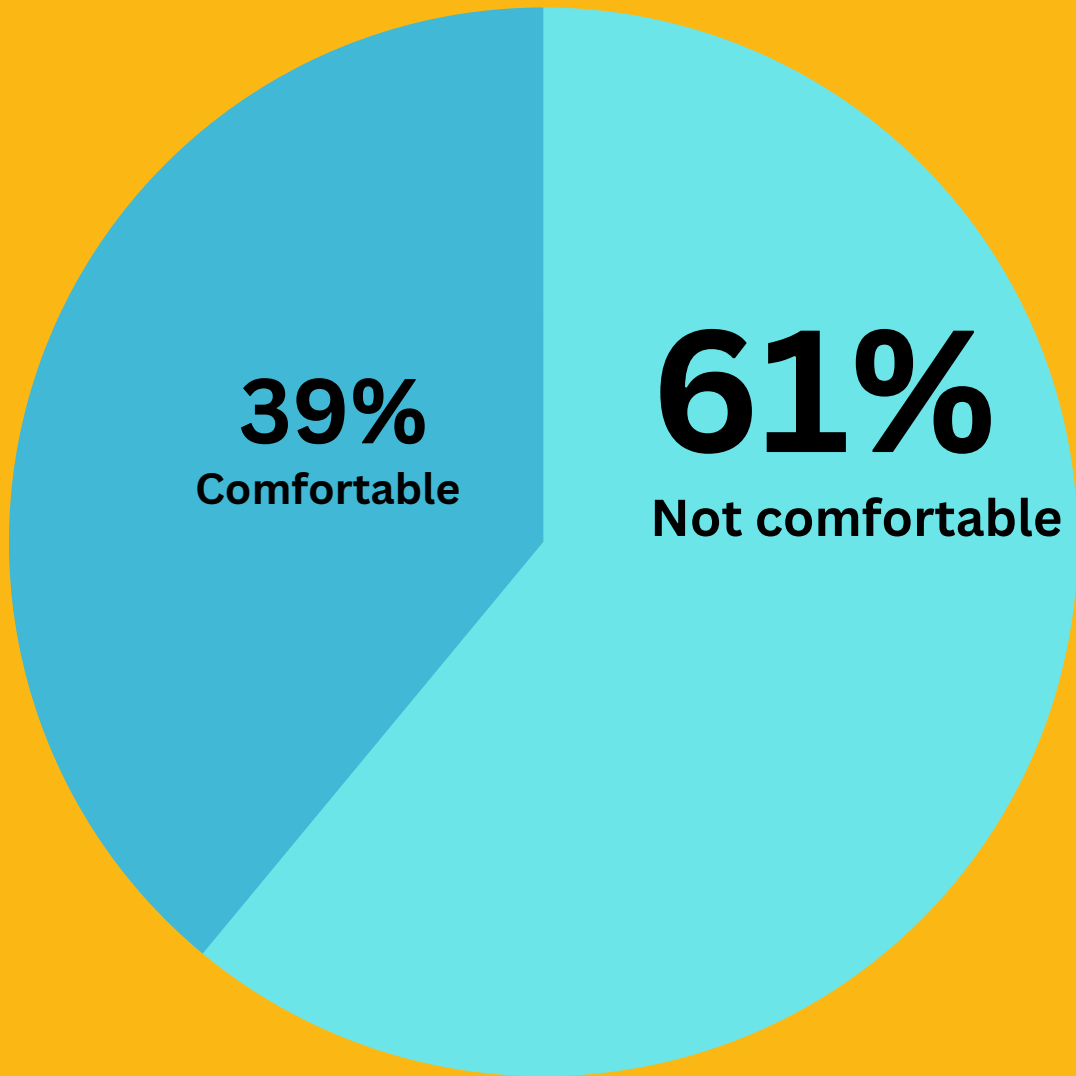
# There is **minimal** variation in regional responses.

 Yes, safety requirements would address my concerns.  No, safety requirements would not address my concerns.



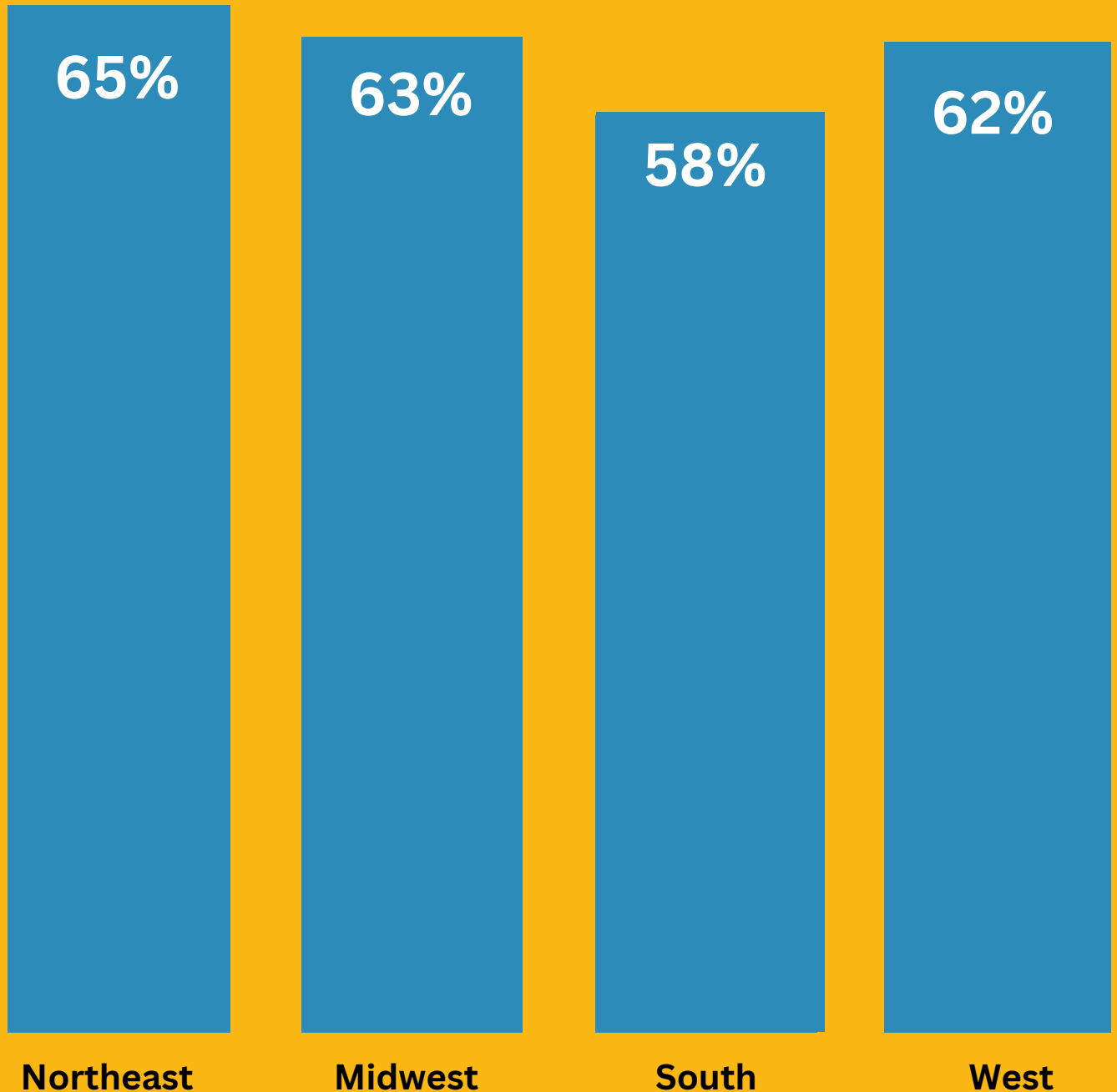


The majority of Americans **do not want** Congress to **increase** the number of vehicles companies can sell **if** these include driverless technologies that **do not meet existing federal safety standards.**

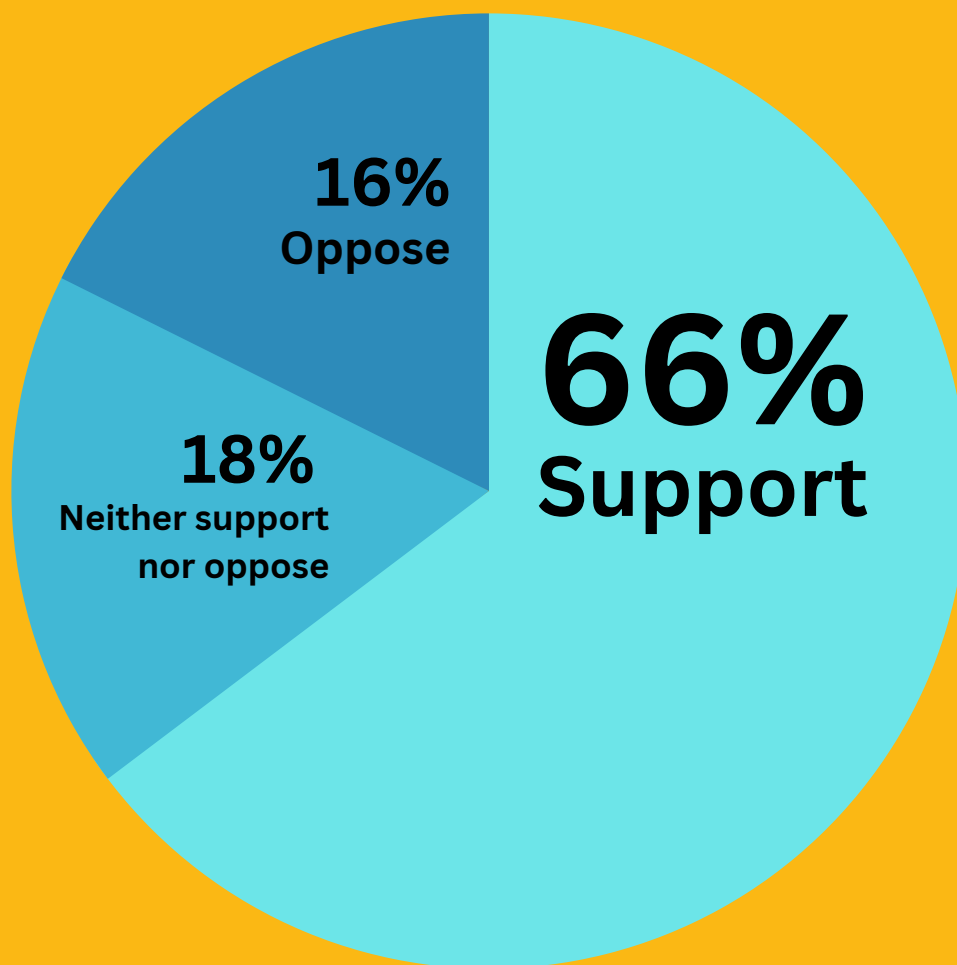


Question 4

# This concern is **strong** across the country.

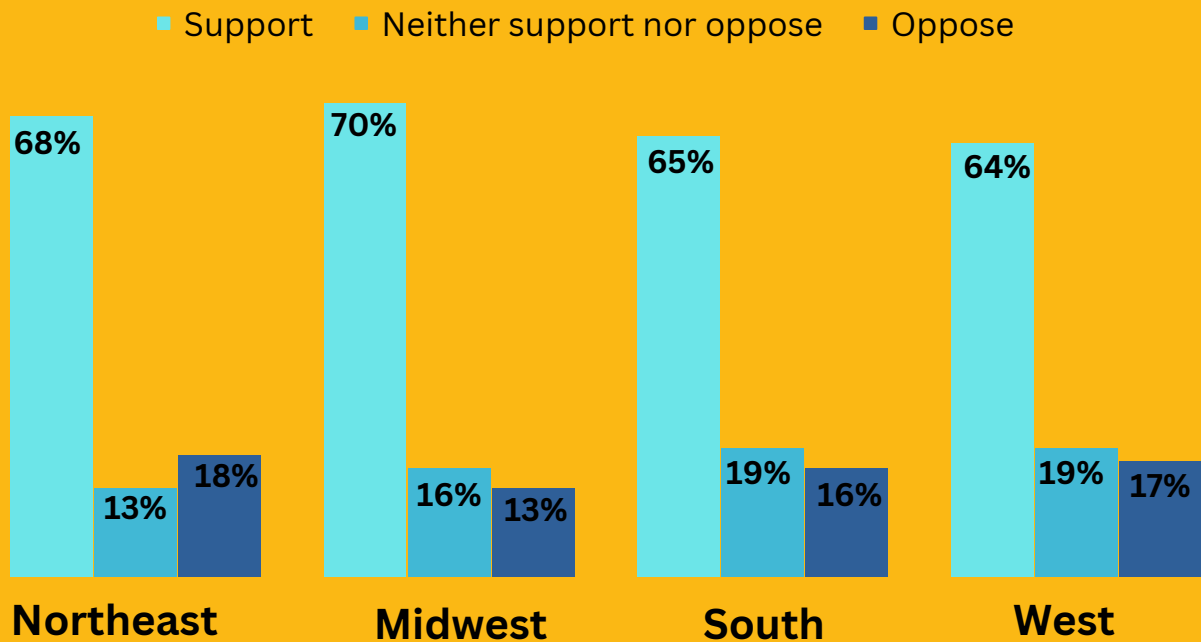


Americans **overwhelmingly** support government officials **issuing cybersecurity rules** to protect against the **hacking** of driverless cars.

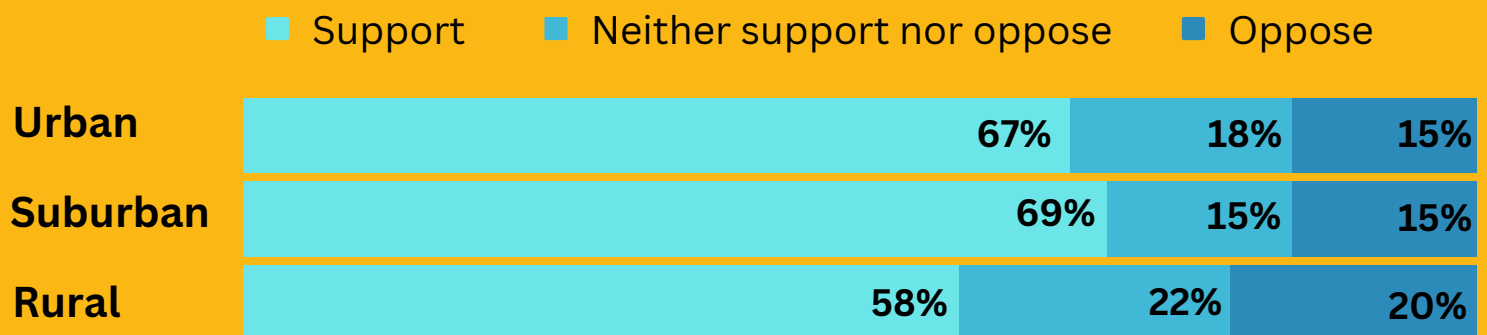


**Question 5**

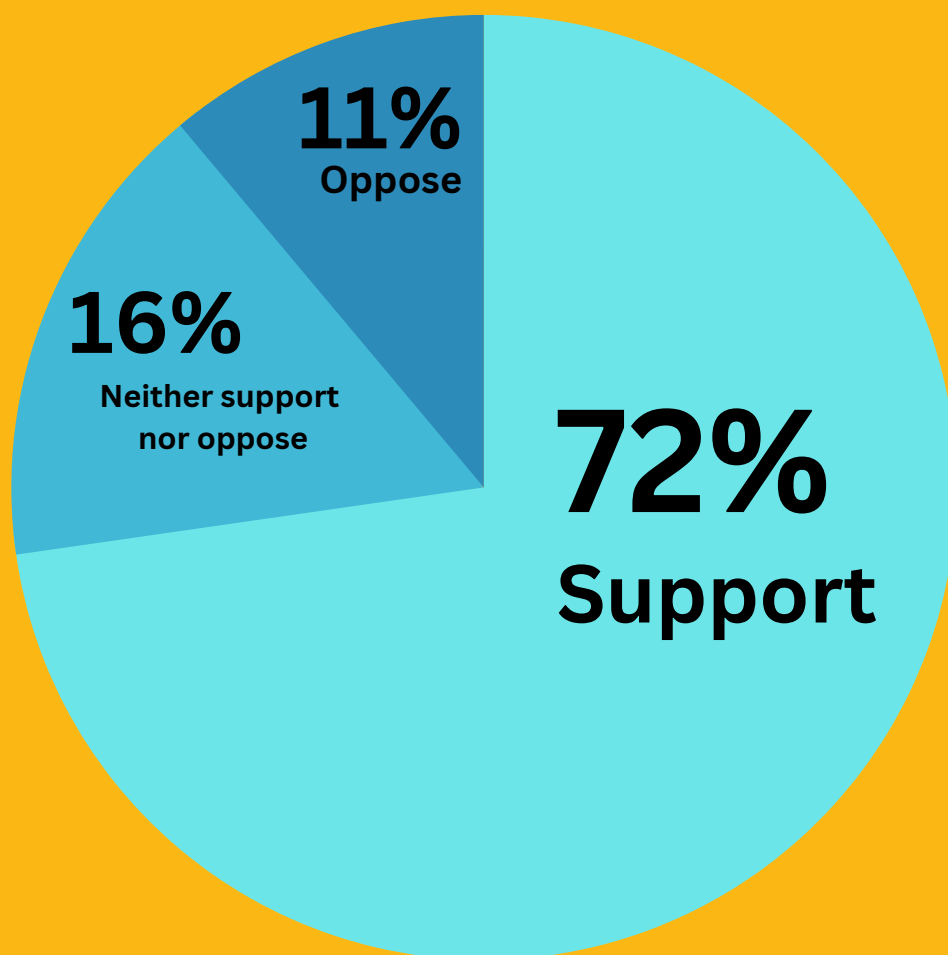
# Two-thirds want protection against hacking driverless vehicles



## Support across regions and communities

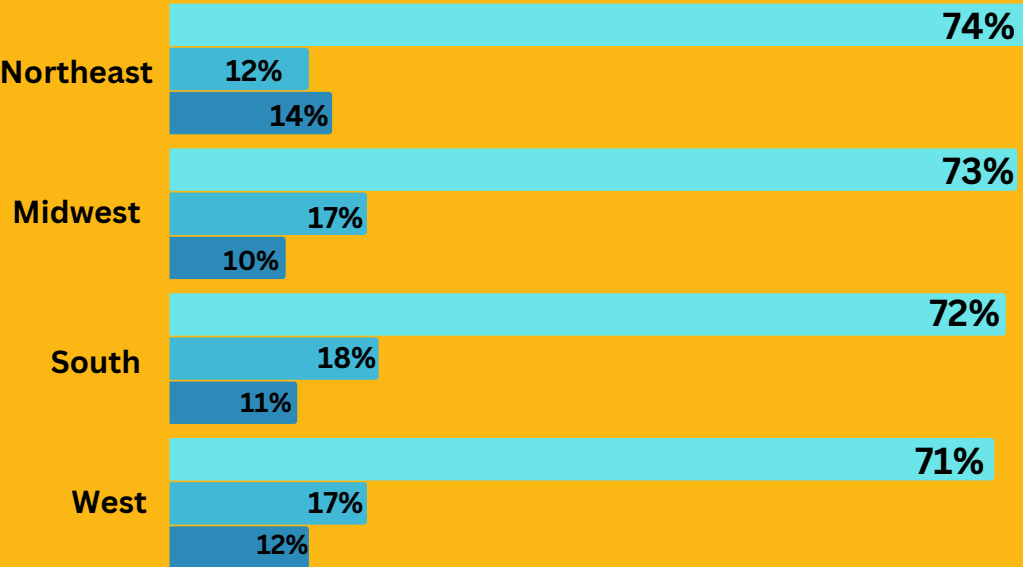


**Close to three-quarters of Americans support requiring "vision tests" to make sure driverless cars can identify people and objects on the road.**

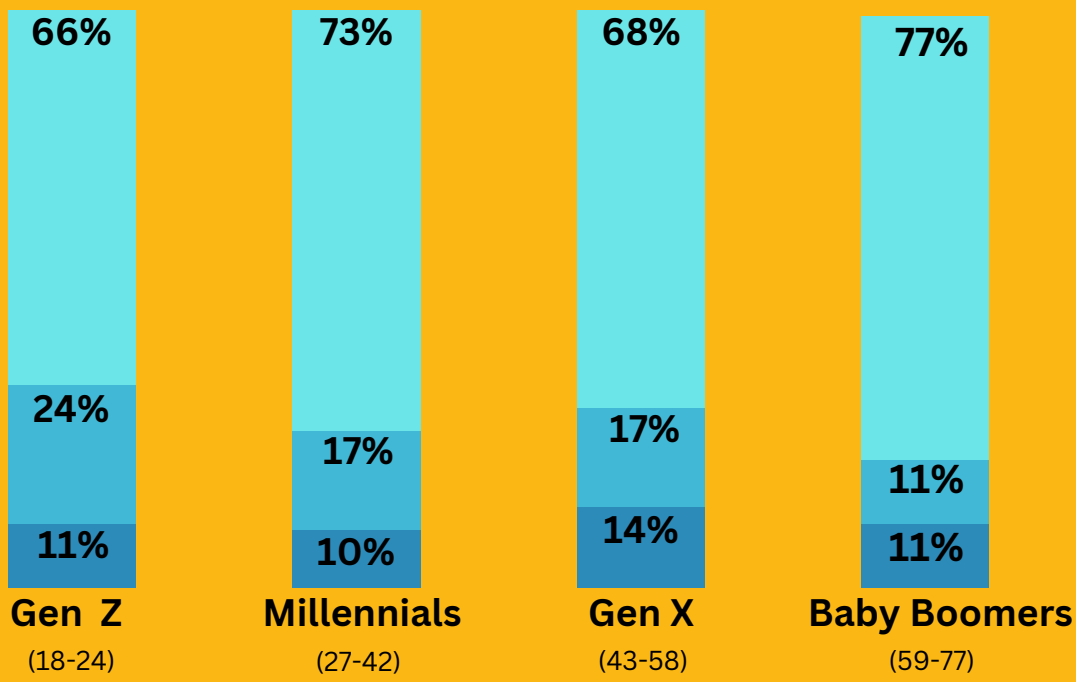


**Question 6**

Support    Neither support nor oppose    Oppose



Support for "vision tests" is strong. On average, **only 11%** across every geographic region oppose.



Support    Neither support nor oppose    Oppose

# Methodology



**The material contained in this report was drawn from a 2023 public opinion poll commissioned by Advocates for Highway and Auto Safety.**

This CARAVAN® survey was conducted by Big Village among a sample of 2,021 adults 18 years of age and older. The online omnibus study is conducted three times a week among a demographically representative U.S. sample of 1,000 adults 18 years of age and older. This survey was live on February 13-17, 2023. Completed interviews are weighted by five variables: age, sex, geographic region, race and education to ensure reliable and accurate representation of the total U.S. population, 18 years of age and older. The raw data are weighted by a custom designed program which automatically develops a weighting factor for each respondent. Each respondent is assigned a single weight derived from the relationship between the actual proportion of the population based on U.S. Census data with its specific combination of age, sex, geographic characteristics, race and education, and the proportion in the sample. Tabular results show both weighted and unweighted bases.

Respondents for this survey were selected from among those who have volunteered to participate in online surveys and polls. The data have been weighted to reflect the demographic composition of the 18+ population. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

***Big Village** is a collaborative and consultative research partner to hundreds of organizations around the globe. Big Village possess a wide variety of resources, tools and technologies to collect and analyze information for clients. As a member of the Insights Association and ESOMAR (the European Society for Opinion and Marketing Research), Big Village adheres to industry ethics and best practices, including maintaining the anonymity of respondents. Big Village's authorization is required for any publication of the research findings or their implications. Big Village has exercised its best efforts in the preparation of this information. In any event, the company assumes no responsibility for any use which is made of this information or any decisions based upon it.*

# Contacts:



**For more information about this poll**  
and autonomous vehicles,  
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[saferoads.org](http://saferoads.org)

**Follow us on Twitter**  
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Thank you for your interest.