Consumer Acceptance on the Road to Autonomy

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Safety Landscape

Human Error Contributes to MORE THAN 90% of crashes
Driving consumer acceptance of automated technology
In Dec. 2017, 63% of U.S. drivers would be afraid to ride in a fully self-driving vehicle, down from 78% in early 2017.
Drivers who own vehicles equipped with driver assistance features are more likely to trust the technology.
Automated Vehicle Crashes

The New York Times
How a Self-Driving Uber Killed a Pedestrian in Arizona

abc NEWS
NTSB investigating Tesla crash, fire that killed 2 Florida teens

NBC Bay Area
Driver Dies Following Fiery Tesla Model X Crash on U.S. Hwy. 101 in Mountain View
Percentage of U.S. drivers that would be afraid to ride in a fully self-driving vehicle

- Jan. 2016: 75%
- Jan. 2017: 78%
- Dec. 2017: 63%
- Apr. 2018: 73%

Difference between 2016 and 2017 not statistically significant.
Gender Differences -
Percent Afraid to Ride in Self-Driving Car

83%

63%
Generational Differences

Share of U.S. drivers afraid to ride in a fully self-driving car by generation

- **Millennials**
  - April 2018: 49%
  - December 2017: 64%

- **Gen X**
  - April 2018: 70%
  - December 2017: 74%

- **Boomers**
  - April 2018: 68%
  - December 2017: 79%
The survey showed that 63% of respondents would feel less safe sharing the road with fully self-driving cars while walking or riding a bike.
Greatest Concern About AVs

- Reliability and Safety: 72%
- Mechanical Breakdowns and Cost to Repair: 8%
- Data and Cybersecurity: 7%
- Purchase Price: 2%
- Understanding How to Use the Technology: 5%
- Not Sure: 5%
Education can play a key role in easing fears.
Automated Vehicles: AAA Testing

Despite massive improvements in car safety, drivers need to keep your eyes open.

A new AAA report finds that car safety options that are supposed to work most of the time, but drivers need to be aware of some limitations they have.

“AAA’s tests found that these systems are a great asset to the car owners’ group tested blind spot monitoring systems,” said AAA managing director of automotive engineering said.

The problem is complicated by the fact that more than three quarters of U.S. drivers “park incorrectly,” the road service and safety organization reported. That further enhances the risk of accidents in parking lots, according to the AAA study.

“Recognizing that American parking habits differ from much of the world, automakers are increasingly adding technology to vehicles that is designed to address rear visibility concerns,” said John Nielsen, AAA’s managing director of Automotive Engineering and Repair. However, AAA claims that other systems require significant improvement.
AAA Foundation for Traffic Safety
New technology will help reduce collisions and injuries… but it’s a long road to full autonomy.
But I said, “Buy birthday gift”. Not “drive over cliff”!
The Road to Consumer Acceptance

- Safety first
- Public education
- Truth in advertising
- Driver training
- Standardization of terminology
- Data transparency
- Include consumer perspective in policy discussions
Thank You