

The impact of self-driving cars



SUMMARY OF FINDINGS

With more and more news coming out every day regarding self-driving vehicles, PRA Inc. undertook a survey of Manitobans to gauge their impressions of the impact self-driving cars will have on society.

Manitobans are split when it comes to the impact that self-driving cars will have on society. A slim majority of Manitobans think these vehicles will have a mostly positive (54%) impact on society, while 40% believe they will have a mostly negative impact. Of interest, men (64%) are more likely than women (44%) to believe the impact will be positive.

About 48% of Manitobans believe that self-driving vehicles will be safer than those driven by people, compared to 31% who say they will be less safe. Again, men (62%) are much more likely than women (36%) to believe that self-driving vehicles will be safer.

At this stage, the idea of self-driving cars does not appear to have much impact on future vehicle ownership, with 76% of those surveyed saying they would continue to own a vehicle, rather than rely on self-driving vehicles that would operate as a driverless taxi or ride-share type of service. Those most interested in self-driving cars (Manitobans 65 and older, and those in the lowest household income group) are also the least likely to currently own a vehicle and, therefore, see value in sharing driverless vehicles.

A slim majority of Manitobans think self-driving vehicles will have a positive impact on society.

Overall, about 54% of Manitobans believe that self-driving cars will have a somewhat or very positive impact on society. Conversely, 40% believe such vehicles will have a somewhat or very negative impact on society.

Men (64%) are more likely than women (44%) to believe the impact on society will be generally positive.

Manitobans are split on the safety of self-driving vehicles.

About 48% of Manitobans believe that self-driving cars will be somewhat or much safer than cars driven by people. The other half believes that they will be somewhat or much less safe (31%) or will make no difference (15%).

Not surprisingly, 74% of those who believe that self-driving cars will have a positive impact on society also believe such vehicles will be safer than those driven by people. Conversely, 62% of those who believe that self-driving cars will have a negative impact on society also believe such vehicles will be less safe.

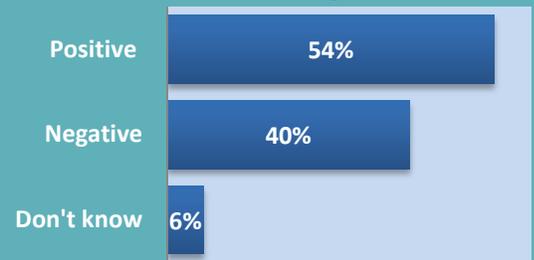
Men (62%) are more likely than women (36%) to see self-driving cars as being safer than cars driven by people.

Manitobans would continue to want to own a vehicle, even if shared self-driving cars were available at a moment's notice.

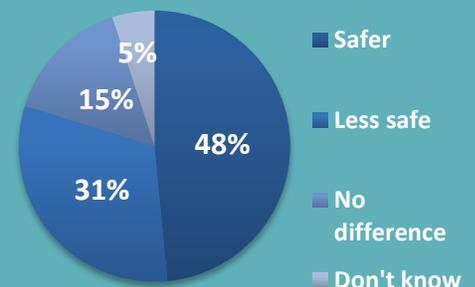
It is hypothesized that, rather than buying a vehicle, consumers will simply utilize self-driving, shared vehicles that would arrive within a few minutes of being requested. If this were the case, would Manitobans feel the need to own their own vehicles?

The vast majority (76%) would continue to purchase a vehicle, rather than rely on a car-sharing service. The desire to own is more common outside Winnipeg (85%) than within the city (70%), possibly because those outside the city don't believe that shared vehicles would be available within minutes, or because they use their vehicles for purposes other than destination driving. Manitobans 65 and older, as well as those in the lowest household income group, are most likely to use a shared vehicle. This may be due to the fact that they are also least likely to currently own a vehicle and, therefore, see the upsides of shared vehicle use.

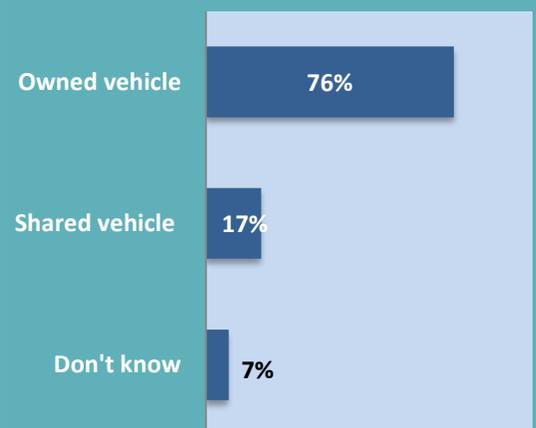
Impact of self-driving cars on society



Self-driving cars: safer or less safe than vehicles driven by people ?



Preferences for owned vs. shared vehicles



**PRA Inc. sponsored these questions independently.
No other organization, public or private, funded this study in whole or in part.
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METHODOLOGY

PRA conducted the survey from September 6 – October 2, 2017 using its Manitoba Omnibus, which is a monthly random-digit telephone survey of 800 Manitobans. This survey size yields an error rate of $\pm 3.5\%$ (19 times out of 20).

As any sample may not represent the population perfectly, PRA corrects statistically for discrepancies in gender, age, and income to ensure the sample corresponds as closely as possible to Manitoba's population based on Statistics Canada information

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