## YouGov <br> What the world thinks

Cars
Fieldwork Dates: 8th - 9th October 2018

Conducted by YouGov
On behalf of Editorial
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## BACKGROUND

## What the world thinks

this spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov PIc and the client named on the front cover.
Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and
provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample spond quotas. (The sample definition could be US adutt population or a subset such as respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition
sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.
YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally YouGov plc make every effort to provide re
For further information about the results in this spreadsheet, please contact YouGov Plc +1888.729 .0773 or email omnibus.us@yougov.com quoting the survey details

## EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1221 adults. Fieldwork was undertaken between 8th - 9th October 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).
agreed
YouGov is registered with the Information Commissioner

- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

| YouGov <br> What the world thinks | Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | $\underset{\text { school graduate }}{\text { No HS High }}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
|  |  | A | B | c | D | E | F | G | H | 1 | J | к | L | M | N |
| GOC_q1. How many cars, if any, have you ever purchased (i.e., not leased) for your own personal use in your lifetime? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1221 | 532 | 689 | 324 | 414 | 483 | 229 | 269 | 437 | 286 | 839 | 142 | 152 | 88 | 465 |
| Base: All US Adults | 1216 | 605 | 611 | 371 | 391 | 454 | 234 | 260 | 437 | 285 | 788 | 148 | 189 | 90 | 509 |
| 1 car | 17\% | 16\% | 17\% | $\begin{aligned} & \text { 29\%\% } \\ & \text { D.E } \end{aligned}$ | $\stackrel{\text { i5\% }}{\mathrm{E}}$ | 7\% | 13\% | 19\% | 16\% | 19\% | 15\% | 21\% | 20\% | 16\% | 17\% |
| 2 cars | 12\% | 11\% | 13\% | $\begin{gathered} \text { 15\% } \\ E \end{gathered}$ | $\begin{gathered} \text { 16\% } \\ E \end{gathered}$ | 7\% | 14\% | 10\% | 13\% | 11\% | 10\% | 15\% | $\begin{gathered} \text { 20\% } \\ \hline \end{gathered}$ | 11\% | 11\% |
| 3 cars | $8 \%$ | 6\% | $\begin{gathered} 9 \% \\ \mathrm{~A} \end{gathered}$ | 8\% | $\stackrel{\substack{11 \% \\ E}}{ }$ | 4\% | 6\% | 6\% | 8\% | 10\% | 7\% | 9\% | 9\% | 7\% | 8\% |
| 4 cars | 7\% | 7\% | 7\% | 4\% | $\begin{gathered} \text { 10\% } \\ c \end{gathered}$ | 7\% | 8\% | 6\% | 8\% | 6\% | 7\% | 5\% | 10\% | 4\% | 6\% |
| 5 cars | 7\% | 5\% | $\begin{gathered} 10 \% \\ \mathrm{~A} \end{gathered}$ | 3\% | $\begin{gathered} 9 \% \\ c \\ c \end{gathered}$ | $\begin{gathered} \text { 10\% } \\ c \end{gathered}$ | 7\% | 8\% | 6\% | 9\% | 8\% | 6\% | 6\% | 4\% | 7\% |
| 6 cars | 6\% | 5\% | 7\% | 1\% | $\begin{gathered} 8 \% \\ c \end{gathered}$ | $\begin{gathered} 8 \% \\ c \end{gathered}$ | 6\% | 7\% | 5\% | 5\% | 7\% | 6\% | 3\% | $\stackrel{6 \%}{*}$ | 4\% |
| 7 cars | 3\% | 4\% | 3\% | 2\% | 3\% | $\begin{gathered} 5 \% \\ c \\ c \end{gathered}$ | 4\% | 4\% | 3\% | 3\% | 3\% | 3\% | 2\% | 6\% | 4\% |
| 8 cars | $4 \%$ | 4\% | 4\% | 1\% | $\begin{gathered} 3 \% \\ c \end{gathered}$ | $\begin{aligned} & 8 \% \\ & \text { C.D } \end{aligned}$ | 4\% | 3\% | 4\% | 6\% | 4\% | 3\% | 2\% | $\stackrel{6 \%}{ }$ | 4\% |
| 9 cars | 2\% | 1\% | 2\% | 1\% | 1\% | $\begin{aligned} & 4 \% \\ & \text { C. } \end{aligned}$ | 1\% | 1\% | 2\% | 2\% | 2\% | 1\% | - | $\begin{gathered} \text { 3\% } \\ \text { L* } \end{gathered}$ | 1\% |
| 10 cars | 6\% | $\begin{gathered} 7 \% \\ B \end{gathered}$ | 4\% | 2\% | 4\% | $\begin{aligned} & 10 \% \\ & \text { C.D } \end{aligned}$ | 5\% | 6\% | 6\% | 6\% | $\stackrel{7 \%}{\mathrm{~L}}$ | 3\% | 1\% | 5\% | 5\% |
| 11 cars | 1\% | 1\% | 1\% | 0\% | 1\% | $\begin{gathered} \text { 2\% } \\ \mathrm{c} \end{gathered}$ | 0\% | 1\% | 2\% | 1\% | 1\% | 1\% | 1\% | * | 1\% |
| 12 cars | 2\% | 2\% | 1\% | 0\% | 1\% | $\begin{gathered} 3 \% \\ c \\ c \end{gathered}$ | 1\% | 2\% | 1\% | 2\% | 2\% | 2\% | - | ${ }^{1 \%}$ | 1\% |
| 13 cars | 0\% | 1\% | 0\% | - | 0\% | 0\% | - | $\begin{gathered} \text { 2\% } \\ \text { H.I } \end{gathered}$ | - | $\checkmark$ | 0\% | - | 1\% | - | 0\% |
| 14 cars | 1\% | 1\% | 1\% | - | 1\% | $\begin{gathered} 2 \% \\ c \end{gathered}$ | 1\% | 1\% | 2\% | 1\% | 1\% | - | 1\% | : | 1\% |
| 15 cars | 0\% | - | 0\% | - | - | 0\% | - | 0\% | 0\% | - | 0\% | - | - | : | - |
| More than 15 cars | 6\% | $\begin{gathered} 9 \% \\ \mathrm{~B} \end{gathered}$ | 3\% | 1\% | $\begin{gathered} 3 \% \\ c \end{gathered}$ |  | 4\% | 7\% | 7\% | 5\% | $\underset{\mathrm{L}}{\mathrm{~B} \mathrm{\%}}$ | 3\% | 2\% | 6\% | 5\% |
| Not applicable - I have never purchased a car for my own personal use | 13\% | 13\% | 12\% | 29\% | 8\% | 4\% | 21\% | 9\% | 12\% | 10\% | 10\% | 17\% | 15\% | 21\% | 15\% |
|  |  |  |  | D.E | E |  | G.4.I |  |  |  |  | J |  | $\mathrm{J}^{*}$ | P.Q |
| Don't know/not sure | 5\% | 6\% | 5\% | 6\% | 6\% | 5\% | 4\% | $\begin{aligned} & 8 \% \\ & \text { F.I } \\ & \hline \end{aligned}$ | 6\% | 4\% | 5\% | 6\% | 8\% | $\stackrel{3 \%}{*}$ | $\begin{aligned} & \text { 8\% } \\ & \text { OP.P.Q } \end{aligned}$ |
| GOC_q2. How many cars, if any, have you ever leased for your own personal use in your lifetime? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1221 | 532 | 689 | 324 | 414 | 483 | 229 | 269 | 437 | 286 | 839 | 142 | ${ }^{152}$ | 88 | 465 |
| Base: All US Adults | 1216 | 605 | 611 | 371 | 391 | 454 | 234 | 260 | 437 | 285 | 788 | 148 | 189 | 90 | 509 |
| 1 car | 15\% | 16\% | 14\% | 15\% | 16\% | 14\% | 9\% | 12\% | $\begin{gathered} 17 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{aligned} & 20 \% \\ & \text { F.G } \end{aligned}$ | 13\% | $\stackrel{21 \%}{\mathrm{j}}$ | 20\% | 12\% | $\begin{gathered} 17 \% \\ Q \\ Q \end{gathered}$ |
| 2 cars | 7\% | 7\% | 7\% | 9\% | 7\% | 5\% | $\begin{gathered} 7 \% \\ G \end{gathered}$ | 3\% | $\begin{gathered} 9 \% \\ \mathrm{G} \end{gathered}$ | $\begin{gathered} 7 \% \\ G \\ G \end{gathered}$ | 5\% | 8\% | $\begin{gathered} 12 \% \\ j \end{gathered}$ | $\begin{gathered} 11 \% \\ { }^{1 *} \end{gathered}$ | 8\% |
| 3 cars | 2\% | 1\% | ${ }_{A}^{3 \%}$ | 2\% | 2\% | 2\% | 1\% | 3\% | 2\% | 2\% | 2\% | 3\% | 4\% | 1\% | 2\% |
| 4 cars | 2\% | 2\% | 2\% | 1\% | $\begin{gathered} 3 \% \\ c \end{gathered}$ | 2\% | 2\% | 1\% | 2\% | 2\% | 2\% | 3\% | 2\% | $1 \%$ | 1\% |
| 5 cars | 2\% | 2\% | 2\% | 1\% | 2\% | 2\% | 3\% | 2\% | 1\% | 2\% | 1\% | 3\% | 2\% | 3\% | 2\% |


| YouGov <br> What the world thinks | Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Some college, 2year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under 540k | \$40k to \$80k | \$80k+ |
|  |  | - | P | Q | R | s | T | $u$ | v | w | x | Y | z | AA | AB |
| GOC_q1. How many cars, if any, have you ever purchased (i.e., not leased) for your own personal use in your lifetime? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1221 | 403 | 229 | 124 | 605 | ${ }^{23}$ | 126 | 61 | 350 | 56 | 317 | 904 | 428 | 366 | 259 |
| Base: All US Adults | 1216 | 383 | 207 | 117 | 582 | 23 | 121 | 54 | 375 | 61 | 304 | 911 | 447 | 352 | 244 |
| 1 car | 17\% | 16\% | 16\% | 16\% | 11\% | 9 | 15\% | $5 \%$ | $\begin{aligned} & \text { 27\% } \\ & \text { R.T. } \end{aligned}$ | $\begin{aligned} & 25 \% \\ & \text { R.U* } \end{aligned}$ | 17\% | 16\% | $\begin{gathered} 21 \% \\ A A . A B . A C \end{gathered}$ | 15\% | 13\% |
| 2 cars | 12\% | 13\% | 15\% | 11\% | $\begin{gathered} 14 \% \\ T \end{gathered}$ | 12\% | 5\% | $\stackrel{11 \%}{ }$ | 11\% | 14\% | $20 \%$ $Y$ | 10\% | 12\% | $\begin{aligned} & \text { 15\%\% } \\ & \text { AC } \end{aligned}$ | 12\% |
| 3 cars | 8\% | 6\% | 10\% | 8\% | 7\% | $5 \%$ | 10\% | 7\% | 8\% | $\stackrel{8 \%}{*}$ | $\stackrel{11 \%}{11 \%}$ | 6\% | 8\% | 7\% | 8\% |
| 4 cars | 7\% | 7\% | $\begin{aligned} & 11 \% \\ & \text { N.Q } \end{aligned}$ | 5\% | $\begin{aligned} & 9 \% \\ & \mathrm{v} \end{aligned}$ | 16\% | 8\% | 5\% | 5\% | $\stackrel{3 \%}{*}$ | 8\% | 7\% | 7\% | 8\% | 7\% |
| 5 cars | 7\% | 6\% | 8\% | 9\% | $\begin{gathered} 8 \% \\ \mathrm{v} \end{gathered}$ | 4\% | $\begin{gathered} \frac{13 \%}{v} \\ v \end{gathered}$ | $\begin{gathered} 13 \% \\ \mathrm{v} \end{gathered}$ | 4\% | 6\% | 9\% | 7\% | 7\% | 8\% | 7\% |
| 6 cars | 6\% | 7\% | 7\% | $\stackrel{10 \%}{\mathrm{~N}}$ | 7\% | - | 7\% | $\stackrel{7 \%}{*}$ | 4\% | $\stackrel{5 \%}{*}$ | 6\% | 6\% | 5\% | 5\% | $\begin{aligned} & \text { 10\% } \\ & \text { z.A } \end{aligned}$ |
| 7 cars | 3\% | 3\% | 4\% | 2\% | 4\% | 16\% | 3\% | 3\% | 2\% | $\begin{gathered} 6 \% \\ \mathrm{~V}^{*} \end{gathered}$ | 4\% | 3\% | 2\% | $\begin{aligned} & \text { 5\% } \\ & \text { Z.AC } \end{aligned}$ | $\begin{aligned} & 5 \% \\ & \text { z.AC } \end{aligned}$ |
| 8 cars | 4\% | 3\% | 3\% | $\begin{gathered} \text { 9\% } \\ \text { N.O.P } \end{gathered}$ | $\begin{gathered} 6 \% \\ \mathrm{v} \end{gathered}$ | * | 4\% | $\begin{gathered} 7 \% \\ v^{*} \end{gathered}$ | 1\% | $\stackrel{3 \%}{*}$ | 2\% | 5\% | 3\% | 4\% | $\begin{gathered} 6 \% \\ \mathrm{z} \end{gathered}$ |
| 9 cars | 2\% | 2\% | $\begin{gathered} \text { 4\% } \\ \mathrm{N} \end{gathered}$ | 3\% | 2\% | $\underset{\sim}{9 \%}$ | 3\% | $\begin{gathered} 5 \% \\ \begin{array}{c} 5 \% \\ v " \end{array} \end{gathered}$ | 1\% | : | 1\% | 2\% | 2\% | 2\% | 2\% |
| 10 cars | 6\% | 5\% | 5\% | $\begin{aligned} & \text { 11\% } \\ & \text { N.O } \end{aligned}$ | $\begin{gathered} \text { 7\% } \\ v \end{gathered}$ | 12\% | $\begin{gathered} \text { 6\% } \\ \mathrm{v} \end{gathered}$ | $\begin{gathered} \text { 13\% } \\ \mathrm{v} \end{gathered}$ | 1\% | $\begin{gathered} 7 \% \\ v^{*} \end{gathered}$ | 6\% | 6\% | 5\% | 6\% | 6\% |
| 11 cars | 1\% | 1\% | 1\% | 3\% | 2\% | $\cdots$ | 1\% | ; | 1\% | 1\% | 1\% | 1\% | 1\% | 2\% | 1\% |
| 12 cars | 2\% | 2\% | 2\% | 1\% | 2\% | 4\% | 2\% | 3\% | 1\% | $\stackrel{1 \%}{*}$ | 1\% | 2\% | 1\% | 2\% | 2\% |
| 13 cars | 0\% | 0\% | 0\% | - | 1\% | $\div$ | - | $\begin{gathered} 2 \% \\ \mathrm{v} \end{gathered}$ | - | - | 0\% | 0\% | - | 0\% | 1\% |
| 14 cars | 1\% | 0\% | $\begin{gathered} \text { 2\% } \\ 0 \end{gathered}$ | - | 2\% | $\cdots$ | 1\% | $\stackrel{2 \%}{*}$ | 0\% | : | 1\% | 1\% | 1\% | 1\% | 2\% |
| 15 cars | 0\% | 0\% | - | 1\% | 0\% | - | 1\% | . | - |  | - | 0\% | 0\% | - | 0\% |
| More than 15 cars | 6\% | $\begin{gathered} 9 \% \\ \mathrm{P} \end{gathered}$ | 4\% | 5\% | $\begin{gathered} \text { 10\% } \\ \mathrm{v} \end{gathered}$ | - | $\begin{gathered} 6 \% \\ \mathrm{v} \end{gathered}$ | $\begin{gathered} 6 \% \\ v^{*} \end{gathered}$ | 1\% | $\begin{gathered} 7 \% \\ v^{*} \end{gathered}$ | 4\% | 7\% | 3\% | $\begin{gathered} 8 \% \\ z \end{gathered}$ | $\begin{gathered} 10 \% \\ z \end{gathered}$ |
| Not applicable - I have never purchased a car for my own personal use | 13\% | 16\% | 5\% | 6\% | 4\% | 11\% | 11\% | 5\% | 29\% | 10\% | 6\% | 15\% | 16\% | 8\% | 5\% |
|  |  | P.Q |  |  |  | * | R | * | R.t.u.w | R* |  | X | A.AB |  |  |
| Don't know/not sure | 5\% | 4\% | 3\% | 2\% | 6\% | $4 \%$ | 4\% | 7\% | 6\% | 3\% | 3\% | 6\% | $\begin{aligned} & 7 \% \\ & A B \end{aligned}$ | 4\% | 2\% |
| GOC_q2. How many cars, if any, have you ever leased for your own personal use in your lifetime? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1221 | 403 | 229 | 124 | 605 | ${ }^{23}$ | 126 | 61 | 350 | 56 | 317 | 904 | 428 | 366 | 259 |
| Base: All US Adults | 1216 | 383 | 207 | 117 | 582 | 23 | 121 | 54 | 375 | 61 | 304 | 911 | 447 | 352 | 244 |
| 1 car | 15\% | 15\% | 13\% | 9\% | 14\% | 32\% | 13\% | 16\% | 13\% | $\begin{aligned} & \text { 28\% } \\ & \text { R.T.V. } \end{aligned}$ | 16\% | 15\% | 16\% | 14\% | 16\% |
| 2 cars | 7\% | 7\% | 6\% | 5\% | 7\% | 15\% | 9\% | 3\% | 6\% | $\stackrel{6 \%}{ }$ | $\begin{gathered} 10 \% \\ y \end{gathered}$ | 6\% | $\begin{gathered} \text { 10\% } \\ \text { AA.AC } \end{gathered}$ | 4\% | 8\% |
| 3 cars | 2\% | 2\% | 3\% | 2\% | 2\% | $\div$ | $\begin{gathered} \text { 6\% } \\ \mathrm{v} \end{gathered}$ | 3\% | 1\% |  | 3\% | 2\% | 2\% | 2\% | 3\% |
| 4 cars | 2\% | 3\% | 2\% | 2\% | 2\% | * | 1\% | - | 2\% | 1\% | $4 \%$ | 1\% | 1\% | 3\% | 3\% |
| 5 cars | 2\% | 1\% | 2\% | 3\% | 2\% | - | 1\% | 2\% | 1\% | 3\% | 2\% | 2\% | 1\% | 1\% | 2\% |

## Editorial <br> Cars

S_nat Sample: 8th - 9th October 2018
YouGov

| What the world thinks |
| :--- |
| 6 cars |
| 7 |
| 7 cars |
| 8 cars |
| 9 cars |
| 10 cars |
| 11 cars |
| 12 |
| 12 cars |
| 13 cars |
| 14 cars |
| 15 cars |

GOC_q3. If you were in the market to purchase a new car, how
important, if at all, would the car's country of origin be to you?

| Unweighted base | 1221 | 532 | 689 | 324 | 414 | 483 | 229 | 269 | 437 | 286 | 839 | 142 | 152 | 88 | 465 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1216 | 605 | 611 | 371 | 391 | 454 | 234 | 260 | 437 | 285 | 788 | 148 | 189 | 90 | 509 |
| Very imporant | 23\% | 21\% | 24\% | 15\% | $25 \%$ | $27 \%$ | 19\% | 20\% | 24\% | 27\% | 22\% | 23\% | 27\% | 19\% | 23\% |
| Somewhat important | 32\% | 32\% | 32\% | 26\% | 33\% | $\begin{gathered} 36 \% \\ c \end{gathered}$ | 31\% | 33\% | 33\% | 30\% | 32\% | 28\% | 31\% | 41\% | 29\% |
| Not very important | 21\% | 24\% | 19\% | $\begin{aligned} & 26 \% \% \\ & \text { D.E } \end{aligned}$ | 19\% | 19\% | 25\% | 18\% | 23\% | 20\% | 22\% | 23\% | 16\% | 24\% | 22\% |
| Not at all important | 15\% | $\begin{gathered} \text { 17\% } \\ B \end{gathered}$ | 13\% | $\begin{aligned} & 22 \% \\ & \text { D.E } \\ & \text { D. } \end{aligned}$ | 13\% | 11\% | 17\% | 15\% | 13\% | 16\% | 15\% | 15\% | 17\% | $\stackrel{13 \%}{ }$ | 13\% |
| Don't know/not sure | 9\% | 6\% | $\underset{A}{12 \%}$ | $\stackrel{11 \%}{{ }_{E}^{1 \%}}$ | 10\% | 6\% | 8\% | $\underset{\mathrm{H}}{\stackrel{12 \%}{(2 \%}}$ | 8\% | 9\% | 9\% | 11\% | 9\% | 4\% | $\begin{gathered} 14 \% \\ \text { O.P.Q } \end{gathered}$ |
| GOC_q4. If you were in the market to purchase a new car, to what extent would you prefer to buy or lease it? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1221 | 532 | 689 | 324 | 414 | 483 | 229 | 269 | 437 | 286 | 839 | 142 | 152 | 88 | 465 |
| Base: All US Adults | 1216 | 605 | 611 | 371 | 391 | 454 | 234 | 260 | 437 | 285 | 788 | 148 | 189 | 90 | 509 |
| I would strongly prefer to buy it | 65\% | 64\% | 66\% | 50\% | $\begin{gathered} \text { 68\% } \\ c \end{gathered}$ | $\begin{aligned} & \text { 75\% } \\ & \text { C.D } \end{aligned}$ | 55\% | $\stackrel{66 \%}{\mathrm{~F} \%}$ | $\begin{gathered} \text { 68\%\% } \\ \text { F } \end{gathered}$ | $\begin{gathered} \text { 69\% } \\ \mathrm{F} \end{gathered}$ | $\begin{aligned} & 69 \% \% \\ & \text { KM } \end{aligned}$ | 55\% | 62\% | $\stackrel{57 \%}{ }$ | 61\% |
| I would somewhat prefer to buy it | 14\% | $\begin{gathered} 17 \% \\ B \end{gathered}$ | 12\% | $\begin{aligned} & 20 \% \\ & \text { D.E } \end{aligned}$ | 12\% | 11\% | 17\% | 15\% | 13\% | 14\% | 14\% | 17\% | 14\% | 18\% | 12\% |
| I have no preference towards buying or leasing it | $8 \%$ | 7\% | 8\% | $\stackrel{\substack{12 \% \\ E}}{ }$ | $\begin{gathered} 8 \% \\ E \end{gathered}$ | 4\% | 8\% | 7\% | 9\% | 7\% | 5\% | $\begin{gathered} \text { 18\% } \\ j \end{gathered}$ | $\begin{gathered} 9 \% \\ \mathrm{j} \end{gathered}$ | $\begin{gathered} 13 \% \\ \mathrm{J*} \end{gathered}$ | 10\% |
| I would somewhat prefer to lease it | 3\% | 4\% | $3 \%$ | 5\% | 3\% | $3 \%$ | $\begin{gathered} \text { 6\% } \\ \mathrm{G} \end{gathered}$ | 2\% | 3\% | 4\% | 3\% | 3\% | 4\% | $\stackrel{5 \%}{*}$ | 4\% |
| I would strongly prefer to lease it | 1\% | 1\% | 2\% | 2\% | 1\% | 1\% | $\begin{aligned} & 3 \% \\ & \hline \end{aligned}$ | 1\% | 1\% | 0\% | 2\% | 2\% | 1\% | : | 1\% |


| YouGov |  | Educ |  |  |  |  |  |  |  |  | Children | age of 18 |  | Income |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Some college, 2year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under 540k | \$40k to \$80k | \$80k+ |
|  |  |  |  |  |  | * |  | * |  | * |  |  |  |  |  |
| 6 cars | 1\% | 1\% | 1\% | - | 1\% | $\cdots$ | 1\% | $:$ | 1\% | : | 0\% | 1\% | 0\% | 1\% | 1\% |
| 7 cars | 1\% | 0\% | 1\% | 1\% | 1\% | $\cdots$ | 1\% | . | 0\% | $\begin{gathered} 3 \% \\ \mathrm{v}^{*} \end{gathered}$ | 1\% | 1\% | 0\% | 1\% | 1\% |
| 8 cars | 0\% | 0\% | 1\% | - | 1\% | $\div$ | - | 1\% | 0\% | : | 0\% | 0\% | 0\% | 1\% | - |
| 9 cars | 0\% | 1\% | - | 1\% | 0\% | $\cdots$ | 1\% | ${ }^{2 \%}$ | 0\% | - | 1\% | 0\% | 1\% | 0\% | 1\% |
| 10 cars | 0\% | 0\% | - | 1\% | 0\% | - | 1\% | - | 0\% | . | 1\% | 0\% | 0\% | 0\% | 1\% |
| 11 cars | 0\% | 0\% | - | - | 0\% | - | 1\% | : | - | $\begin{aligned} & 2 \% \\ & \mathrm{v}^{2 \%} \end{aligned}$ | - | 0\% | 0\% | - | 0\% |
| 12 cars | 0\% | - | 0\% | - | 0\% | - | - | : | - | : | - | 0\% | - | - | - |
| 13 cars | - | - | - | - | - | $\div$ | - | : | - | : | - | - | - | - | - |
| 14 cars | - | - | - | - | - | - | - | : | - | : | - | - | - | - | - |
| 15 cars | 0\% | - | - | $\begin{gathered} \text { 2\% } \\ 0 \end{gathered}$ | 1\% | - | - | : | 0\% | : | 1\% | 0\% | 0\% | 0\% | 1\% |
| More than 15 cars | 1\% | 1\% | 1\% | - | 1\% | - | - | $\begin{gathered} 1 \% \\ \text { v* } \end{gathered}$ | - | * | 0\% | 1\% | 0\% | 1\% | 1\% |
| Not applicable - I have never leased a car for my own personal use | 64\% | 66\% | 67\% | 72\% | 63\% | $52 \%$ | 64\% | 70\% | 68\% | 53\% | 57\% | 67\% | 62\% | $\begin{aligned} & \begin{array}{c} 69 \% \\ \text { z.AB } \end{array}, ~ \end{aligned}$ | 60\% |
| Don't know/not sure | 4\% | 3\% | 3\% | 2\% | 4\% | - | 3\% | ${ }^{2 \%}$ | 6\% | $3 \%$ | 4\% | 5\% | $\begin{aligned} & 5 \% \\ & \mathrm{AB} \end{aligned}$ | 3\% | 2\% |
| GOC_q3. If you were in the market to purchase a new car, how important, if at all, would the car's country of origin be to you? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1221 | 403 | 229 | 124 | 605 | 23 | 126 | 61 | 350 | 56 | 317 | 904 | 428 | 366 | 259 |
| Base: All US Adults | 1216 | 383 | 207 | 117 | 582 | ${ }^{23}$ | 121 | 54 | 375 | 61 | 304 | 911 | 447 | 352 | 244 |
| Very important | 23\% | 23\% | 21\% | 20\% | $\begin{aligned} & \text { 26\% } \\ & \mathrm{v} \end{aligned}$ | 15\% | $\begin{aligned} & \text { 25\% } \\ & \mathrm{v} \end{aligned}$ | $\begin{gathered} 27 \% \\ \mathrm{v}^{27 \%} \end{gathered}$ | 16\% | $28 \%$ | 25\% | 22\% | 21\% | 24\% | 24\% |
| Somewhat important | 32\% | 32\% | $37 \%$ | 38\% | 34\% | 32\% | 34\% | 37\% | 28\% | 30\% | 33\% | 32\% | 28\% | 36\% | $37 \%$ |
| Not very important | 21\% | 22\% | 22\% | 17\% | 20\% | 22\% | 16\% | 16\% | $\begin{aligned} & 26 \% \\ & \text { R.T } \end{aligned}$ | 19\% | 19\% | 22\% | 22\% | 19\% | 22\% |
| Not atall important | 15\% | 16\% | 14\% | $\stackrel{22 \%}{N}$ | 12\% | 19\% | 13\% | 8\% | $\begin{aligned} & 21 \% \\ & \text { R.U } \end{aligned}$ | 15\% | 16\% | 15\% | 16\% | 15\% | 14\% |
| Don't know/not sure | 9\% | 7\% | 5\% | 4\% | 8\% | 12\% | 12\% | 12\% | 9\% | 8\% | 8\% | 9\% | $\begin{aligned} & 12 \% \\ & \text { AA.AB } \end{aligned}$ | $\begin{aligned} & 7 \% \\ & A B \\ & \hline \end{aligned}$ | 3\% |
| GOC_q4. If you were in the market to purchase a new car, to what extent would you prefer to buy or lease it? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1221 | 403 | 229 | 124 | 605 | 23 | 126 | 61 | 350 | 56 | 317 | 904 | 428 | 366 | 259 |
| Base: All US Adults | 1216 | 383 | 207 | 117 | 582 | 23 | 121 | 54 | 375 | 61 | 304 | 911 | 447 | 352 | 244 |
| I would strongly prefer to buy it | 65\% | 66\% | 69\% | 70\% | $\begin{gathered} 71 \% \\ \mathrm{~V} 1 \% \\ \mathrm{v} \end{gathered}$ | 71\% | 63\% | $\begin{gathered} \mathrm{c} 2 \% \\ \mathrm{v} \\ \mathrm{v} \end{gathered}$ | 55\% | 62\% | 67\% | 64\% | 60\% | $\begin{aligned} & \text { Jo\% } \\ & \text { z.AC } \end{aligned}$ | $\begin{aligned} & 71 \% \\ & \text { z.AC } \\ & \text { Z } \end{aligned}$ |
| 1 would somewhat prefer to buy it | 14\% | 15\% | $\stackrel{18 \%}{\mathrm{~N}}$ | 14\% | 14\% | 5\% | 9\% | 12\% | $\begin{aligned} & \text { 19\% } \\ & \text { R.T } \end{aligned}$ | $9 \%$ | 14\% | 15\% | 15\% | 15\% | 15\% |
| I have no preference towards buying or leasing it | 8\% | 6\% | 6\% | 6\% | 6\% | 8\% | 8\% | 6\% | $\begin{gathered} 10 \% \\ \text { R } \\ \hline \end{gathered}$ | $\begin{gathered} \begin{array}{c} 15 \% \\ \mathrm{R}^{*} \end{array} \end{gathered}$ | $\begin{gathered} 11 \% \\ Y \end{gathered}$ | 7\% | 9\% | 6\% | 5\% |
| I would somewhat prefer to lease it | 3\% | 4\% | 3\% | 2\% | 3\% | ${ }^{8 \%}$ | 3\% | $2 \%$ | 5\% |  | 3\% | 4\% | 4\% | 4\% | 2\% |
| \| would strongly prefer to lease it | 1\% | 1\% | 1\% | $\begin{aligned} & \text { 4\% } \\ & \text { N.O.P } \end{aligned}$ | 1\% | $\stackrel{4 \%}{4 \%}$ | $\begin{gathered} 4 \% \\ \mathrm{R} \end{gathered}$ | $2 \%$ | 1\% | $2 \%$ | 1\% | 2\% | 1\% | 0\% | $\begin{gathered} 4 \% \\ \text { z.AA.AC } \end{gathered}$ |

YouGov

GOC_q5. If you were in the market to purchase a new car, would
you want it to be from the same manufacturer (e.g., Toyota,
onda, etc.) as your current primary vehicle, or a different
manufacturer? Unweighted base

| 1221 | 532 | 689 | 324 | 414 | 483 | 229 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1216 | 605 | 611 | 371 | 391 | 454 | 234 |
| $34 \%$ | 35\% | 33\% | 25\% | 37\% | 39\% | 31\% |
|  |  |  |  | c | c |  |
| 38\% | 40\% | 36\% | 38\% | 38\% | 38\% | 35\% |
| 10\% | 10\% | 10\% | 10\% | 9\% | 11\% | 8\% |
| 8\% | 8\% | 8\% | 14\% | 6\% | 5\% | 16\% |
|  |  |  | D.E |  |  | G.t.I |
| 10\% | 7\% | $\stackrel{\text { 13\% }}{\mathrm{A}}$ | $\underset{E}{13 \%}$ | 11\% | 8\% | 11\% |


| 269 | 437 | 286 |
| :---: | :---: | :---: |
| 260 | 437 | 285 |
| $32 \%$ | $33 \%$ | $39 \%$ |
| $38 \%$ | $39 \%$ | $40 \%$ |
| $12 \%$ | $10 \%$ | $9 \%$ |
| $6 \%$ | $8 \%$ | $3 \%$ |
| $12 \%$ | $9 \%$ | $9 \%$ |


| 839 | 142 |
| :---: | :---: |
| 788 | 148 |
| $35 \%$ | $26 \%$ |
| $40 \%$ | $34 \%$ |
| $9 \%$ | $14 \%$ |
| $6 \%$ | $19 \%$ |
| $10 \%$ | J.L.M |
|  | $7 \%$ |


| 152 | 88 | 465 |
| :---: | :---: | :---: |
| 189 | 90 | 509 |
| 37\% | 32\% | 34\% |
| 33\% | 35\% | 33\% |
| 9\% | $\begin{gathered} 17 \% \\ \mathrm{~J}^{10} \end{gathered}$ | 9\% |
| 9\% | $\stackrel{7 \%}{*}$ | $\begin{aligned} & \text { 11\%\% } \\ & \text { P.Q } \end{aligned}$ |
| 12\% | $\stackrel{\text { \% }}{ }$ | 13\% |

Coc_96_For the foll
onsidering getting a new car
Which TWO, if any, of the following would be the the most
mportant characteristics to you when considering which car
model (e.g., Camry, Civic, etc.) to buy?
Please select the option that best applies.

| Unweighted base | 1221 | 532 | 689 | 324 | 414 | 483 | 229 | 269 | 437 | 286 | 839 | 142 | 152 | 88 | 465 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1216 | 605 | 611 | 371 | 391 | 454 | 234 | 260 | 437 | 285 | 788 | 148 | 189 | 90 | 509 |
| Style | 15\% | 17\% | 14\% | 15\% | 16\% | 14\% | 18\% | 10\% | 16\% | 16\% | 14\% | 20\% | 16\% | 14\% | 15\% |
| Reliability | 51\% | 53\% | 48\% | 40\% | $\stackrel{\text { 52\% }}{c}$ | $\begin{aligned} & 59 \% \\ & \text { C. } \end{aligned}$ | 44\% | $\stackrel{\substack{5 \% \% \\ F}}{ }$ | 50\% | 53\% | $\stackrel{54 \%}{\text { 54\% }}$ | 51\% | 39\% | $\stackrel{48 \%}{ }$ | 47\% |
| Environmental impact | 10\% | 11\% | 10\% | $\begin{aligned} & 14 \% \\ & \text { D.E } \end{aligned}$ | 9\% | $8 \%$ | 9\% | 11\% | 11\% | 10\% | 10\% | 6\% | 13\% | $\stackrel{12 \%}{ }$ | 7\% |
| Safery | 31\% | 22\% | $\begin{gathered} 40 \% \\ A \end{gathered}$ | 30\% | 29\% | 35\% | 34\% | 26\% | $\begin{gathered} \begin{array}{c} 34 \% \\ G \end{array} \end{gathered}$ | 30\% | 31\% | 34\% | 31\% | 30\% | 29\% |
| Price | 61\% | 62\% | 59\% | 57\% | 63\% | 62\% | 59\% | 64\% | 63\% | 57\% | $\begin{gathered} \text { 64\% } \\ \mathrm{k} \end{gathered}$ | 53\% | 56\% | $\stackrel{59}{ }$ | 62\% |
| Other | $4 \%$ | $\begin{gathered} \text { 6\% } \\ \text { B } \end{gathered}$ | 3\% | 1\% | $\begin{gathered} 5 \% \\ c \end{gathered}$ | $\begin{gathered} 5 \% \\ c \end{gathered}$ | 3\% | 4\% | 4\% | 5\% | 5\% | 2\% | 2\% | 6\% | 3\% |
| Don't know/not sure | 6\% | 5\% | 6\% | $\begin{gathered} 9 \% \\ E \end{gathered}$ | $\begin{gathered} 6 \% \\ \mathrm{E} \end{gathered}$ | 3\% | $\begin{gathered} \text { 8\% } \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 8 \% \\ H \end{gathered}$ | 3\% | 5\% | 5\% | 7\% | $\begin{gathered} 9 \% \\ j \end{gathered}$ | 5\% | $\begin{aligned} & 8 \% \\ & \text { P.Q } \end{aligned}$ |

Goc_q7. In general, which country do you think makes the al-
round most reliable cars?

| Unweighted base | 1221 | 532 | 689 | 324 | 414 | 483 | 229 | 269 | 437 | 286 | 839 | 142 | 152 | 88 | 465 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1216 | 605 | 611 | 371 | 391 | 454 | 234 | 260 | 437 | 285 | 788 | 148 | 189 | 90 | 509 |
| The USA | 32\% | 31\% | 33\% | 23\% | $34 \%$ | $\begin{aligned} & 37 \% \\ & c \end{aligned}$ | 27\% | 38\% | 34\% | 28\% | ${ }^{33 \%}$ | 39\% | 27\% | 18\% | $40 \%$ |
| Germany | 12\% | 13\% | 11\% | 13\% | 11\% | 11\% | 12\% | 13\% | 9\% | $\begin{gathered} \text { 15\% } \\ H \end{gathered}$ | 12\% | 9\% | 12\% | $13 \%$ | 10\% |
| Japan | 26\% | $\begin{gathered} 31 \% \\ B \end{gathered}$ | 21\% | 23\% | 28\% | 26\% | 26\% | 21\% | 25\% | $\begin{gathered} \text { 32\% } \\ \text { G.H } \end{gathered}$ | $\begin{gathered} 25 \% \\ k \end{gathered}$ | 14\% | $\begin{gathered} 29 \% \\ k \end{gathered}$ | $\begin{aligned} & \text { 42\% } \\ & \text { J. }{ }^{*} \end{aligned}$ | 16\% |
| traly | 1\% | 1\% | 1\% | 1\% | 1\% | 0\% | 1\% | 0\% | 1\% | 1\% | 1\% | - | 0\% | ${ }^{2 \%}$ | 1\% |
| The UK | 1\% | 0\% | 1\% | 1\% | 0\% | 0\% | $\underset{\substack{2 \% \\ H}}{\substack{2 \% \\ \hline}}$ | 1\% | - | 1\% | 1\% | 1\% | - | $\stackrel{2 \%}{*}$ | 1\% |

US_nat Sample: 8th - 9th October 2018

| YouGov <br> What the world thinks | Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Some college, 2- year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under S40k | \$40k to \$80k | \$80k+ |
|  | $8 \%$ | 7\% | 4\% | 3\% | 6\% | $\underset{\sim}{4 \%}$ | $\begin{gathered} 13 \% \\ \mathrm{R} \end{gathered}$ | $7 \%$ | 9\% | 13\% | 5\% | $\begin{gathered} 9 \% \\ x \end{gathered}$ | $\begin{gathered} 11 \% \\ \text { AA.AB } \end{gathered}$ | 5\% | 2\% |
| GOC_q5. If you were in the market to purchase a new car, would you want it to be from the same manufacturer (e.g., Toyota, Honda, etc.) as your current primary vehicle, or a different manufacturer? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1221 | 403 | 229 | 124 | 605 | 23 | 126 | 61 | 350 | 56 | 317 | 904 | 428 | 366 | 259 |
| Base: All US Adults | 1216 | 383 | 207 | 117 | 582 | 23 | 121 | 54 | 375 | 61 | 304 | 911 | 447 | 352 | 244 |
| Same as my current vehicle | 34\% | 30\% | 35\% | $\begin{gathered} 43 \% \\ 0 \% \end{gathered}$ | $\begin{gathered} 38 \% \\ v \end{gathered}$ | 30\% | 33\% | 37\% | 29\% | 28\% | 36\% | 33\% | 29\% | 35\% | $\begin{gathered} 41 \% \\ z \end{gathered}$ |
| No preference either way | 38\% | 42\% | $43 \%$ | 39\% | 40\% | 40\% | 39\% | 30\% | 36\% | 38\% | 39\% | 38\% | 37\% | $43 \%$ | $40 \%$ |
| Different from my current veticle | 10\% | 12\% | 10\% | 8\% | 11\% | 13\% | 9\% | 15\% | 8\% | 13\% | 12\% | 9\% | 10\% | 10\% | 13\% |
| Not appicable - I don't currently have a venicle | 8\% | $\begin{gathered} 8 \% \\ \mathrm{P} \end{gathered}$ | 3\% | 5\% | 2\% | 4\% | $\begin{gathered} 7 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 8 \% \\ & \mathrm{R}^{*} \end{aligned}$ | $\begin{aligned} & \text { 18\%\% } \\ & \text { R.T } \end{aligned}$ | $\begin{gathered} 7 \% \\ R^{*} \end{gathered}$ | 4\% | $\begin{gathered} 9 \% \\ x \end{gathered}$ | $\begin{aligned} & \text { 12\% } \\ & \text { AA.AB } \end{aligned}$ | 5\% | 3\% |
| Don't know/not sure | 10\% | 9\% | 9\% | 6\% | 10\% | $\underset{\substack{7 \% \\ s, ~}}{ }$ | 12\% | 11\% | 10\% | 14\% | 8\% | 11\% | $\begin{aligned} & 13 \% \\ & A A . A B \end{aligned}$ | 7\% | 4\% |

Coc_96_-For the following question, please imagine you are
onsidering getting a new car
Which Two, if any, of the following would be the the most
important characteristics to you when considering which car
model (e.g., Camry, Civic, etc.) to buy?
Please select the option that best applies.

| Unweighted base | 1221 | 403 | 229 | 124 | 605 | ${ }^{23}$ | 126 | 61 | 350 | 56 | 317 | 904 | 428 | 366 | 259 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1216 | 383 | 207 | 117 | 582 | 23 | 121 | 54 | 375 | 61 | 304 | 911 | 447 | 352 | 244 |
| Style | 15\% | 16\% | 14\% | 13\% | 15\% | 11\% | 12\% | 7\% | 18\% | 10\% | 17\% | 15\% | 14\% | 13\% | 20\% |
|  |  |  |  |  |  |  |  |  | u | * |  |  |  |  | z.AA |
| Reliability | 51\% | 52\% | ${ }^{55 \%}$ | 56\% | 51\% | 53\% | 52\% | 58\% | 48\% | 50\% | 46\% | $\begin{gathered} 53 \% \\ x \end{gathered}$ | 49\% | 55\% | 51\% |
| Environmental impact | 10\% | 12\% | $15 \%$ | 13\% | 9\% | $9 \%$ | 11\% | 6\% | 12\% | 16\% | 9\% | 11\% | 9\% | 11\% | 13\% |
| Safely | 31\% | 31\% | 36\% | 34\% | 34\% | $\underset{\substack{32 \% \\ \vdots}}{\substack{22}}$ | 27\% | $\begin{aligned} & 42 \% \\ & T . V^{*} \end{aligned}$ | 28\% | 32\% | 36\% | 30\% | 27\% | 33\% | $\begin{gathered} 37 \% \\ z \end{gathered}$ |
| Price | 61\% | 62\% | 60\% | 55\% | 62\% | 52\% | 63\% | $\stackrel{62 \%}{ }$ | 59\% | 59\% | 65\% | 60\% | 62\% | $\begin{gathered} \text { 65\% } \\ { }_{\text {A }} \end{gathered}$ | 55\% |
| Other | 4\% | 4\% | 4\% | $\begin{aligned} & \text { 10\% } \\ & \text { N.O.P } \end{aligned}$ | 4\% | 10\% | 4\% | $4 \%$ | 3\% | 3\% | 4\% | 4\% | 3\% | 3\% | $\begin{gathered} 7 \% \\ z \end{gathered}$ |
| Don't know/not sure | 6\% | $\begin{gathered} 5 \% \\ \mathrm{P} \end{gathered}$ | 2\% | 2\% | 5\% | $\underset{\sim}{7 \%}$ | 6\% | - | $\begin{gathered} 8 \% \\ u \end{gathered}$ | 2\% | 4\% | 6\% | $\begin{gathered} 8 \% \\ A A . A B \end{gathered}$ | 4\% | 2\% |

Goc_q7. In general, which country do you think makes the al-
around most reliable cars?

| Unweighted base | 1221 | 403 | 229 | 124 | 605 | 23 | 126 | 61 | 350 | 56 | 317 | 904 | 428 | 366 | 259 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1216 | 383 | 207 | 117 | 582 | 23 | 121 | 54 | 375 | 61 | 304 | 911 | 447 | 352 | 244 |
| The USA | 32\% | 30\% | 25\% | 17\% | 36\% | 38\% | 31\% | 35\% | 26\% | 30\% | 34\% | 31\% | 33\% | 36\% | 30\% |
|  |  | Q |  |  | v | * |  | * |  | * |  |  | AC | AC | AC |
| Germany | 12\% | 14\% | 12\% | 14\% | 12\% | 3\% | 10\% | 12\% | 12\% | 19\% | 12\% | 12\% | 12\% | 11\% | 15\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Japan | 26\% | $\stackrel{27 \%}{N}$ | $\begin{aligned} & 41 \% \\ & \text { N.O } \end{aligned}$ | $\begin{aligned} & 41 \% \\ & \text { N. } \end{aligned}$ | 25\% | $30 \%$ $\ldots$ | $\stackrel{30 \%}{u}$ | 14\% | $26 \%$ $u$ | ${ }^{33 \%}$ | 24\% | 27\% | 23\% | 24\% | $\begin{gathered} 34 \% \\ \text { Z.AA.AC } \end{gathered}$ |
| traly | 1\% | 1\% | 0\% | 1\% | 1\% |  | 2\% | 2\% | 1\% |  | 1\% | 1\% | 2\% |  | 1\% |
|  |  |  |  |  |  | * |  | * |  | * |  |  | AA |  |  |
| The UK | 1\% | 0\% | 1\% | 2\% | 1\% | ** | 1\% | : | 0\% | $\stackrel{2 \%}{ }$ | 1\% | 1\% | 1\% | 0\% | 1\% |



|  | Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | No HS, Highschool graduate |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18 to 34 | 35 to 54 | ${ }^{55+}$ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
| Sweden | 2\% | 2\% | 1\% | 1\% | 1\% | 3\% | 0\% | 2\% | $\begin{aligned} & 3 \% \\ & \text { F. } \end{aligned}$ | 1\% | 2\% | 0\% | 2\% | $\stackrel{2 \%}{*}$ | 1\% |
| France | 0\% | 0\% | 1\% | 1\% | 0\% | - | 0\% | 0\% | 0\% | 0\% | 0\% | $\begin{gathered} \text { 1\% } \\ \mathrm{J} \end{gathered}$ | 1\% |  | 0\% |
| Suth Korea | 2\% | $3 \%$ | 2\% | 3\% | 1\% | 3\% | 1\% | 2\% | 3\% | 2\% | 3\% | 0\% | 2\% | 3\% | 1\% |
| China | 2\% | $2 \%$ | 1\% | $\underset{F}{3 \%}$ | $\begin{gathered} 2 \% \\ \mathrm{E} \end{gathered}$ | 0\% | 1\% | 2\% | 1\% | 2\% | 1\% | 2\% | 2\% | $\begin{gathered} 5 \% \\ J^{*} \end{gathered}$ | 3\% |
| where else | 0\% | - | 0\% | - | 0\% | - | - | 0\% | - | - | 0\% | - | - | - | 0\% |
| whot sure | 23\% | 16\% | $\stackrel{30 \%}{\mathrm{~A}}$ | $\begin{gathered} 29 \% \\ \text { DF } \end{gathered}$ | 21\% | 19\% | $\begin{gathered} 30 \% \\ \text { G. } \end{gathered}$ | 21\% | 23\% | 18\% | 22\% | $\begin{aligned} & 32 \% \\ & \text { J.M } \end{aligned}$ | $\begin{gathered} 25 \% \\ M \end{gathered}$ | 13\% | $\begin{aligned} & 27 \% \% \\ & \text { P.O } \end{aligned}$ |

Goc.q8. How popular, if at al,
driving" cars will be in 10 years?

| Unweighted base | 1221 | 532 | 689 | 324 | 414 | 483 | 229 | 269 | 437 | 286 | 839 | 142 | 152 | 88 | 465 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1216 | 605 | 611 | 371 | 391 | 454 | 234 | 260 | 437 | 285 | 788 | 148 | 189 | 90 | 509 |
| Very popular | 15\% | 16\% | 14\% | 20\% | 16\% | 11\% | 11\% | 12\% | ${ }_{F}^{17 \%}$ | $\begin{aligned} & \text { 9\% } \\ & \text { FG } \end{aligned}$ | 13\% | 18\% | ${ }^{22 \%}$ | ${ }^{17 \%}$ | 16\% |
| Somewhat popular | 36\% | $\begin{gathered} 41 \% \\ \mathrm{~B} \end{gathered}$ | 31\% | 40\% | 36\% | 33\% | 40\% | 36\% | 36\% | 33\% | 35\% | 38\% | 36\% | 45\% | 30\% |
| Not very popular | 19\% | 19\% | 20\% | 16\% | 18\% | $23 \%$ | 17\% | 21\% | 19\% | 21\% | 21\% | 14\% | 16\% | 19\% | 18\% |
| Not at all popular | 11\% | 9\% | 13\% | 6\% | 8\% | $\begin{aligned} & \text { 17\% } \\ & \text { C.D } \end{aligned}$ | 14\% | 12\% | 10\% | 8\% | $\stackrel{13 \%}{L}$ | 10\% | 5\% | $\stackrel{7 \%}{*}$ | 13\% |
| Don't know/not sure | 18\% | 15\% | $\stackrel{22 \%}{\mathrm{~A}}$ | 18\% | $\underset{E}{22 \%}$ | 16\% | 19\% | 18\% | 18\% | 18\% | 18\% | 20\% | 22\% | $\stackrel{12 \%}{*}$ | $\begin{aligned} & 23 \% \\ & \text { O.P.Q } \end{aligned}$ |
| GOC_q9. How safe, if at all, would you feel in an autonomous "self-driving" car? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1221 | 532 | 689 | 324 | 414 | 483 | 229 | 269 | 437 | 286 | 839 | 142 | 152 | 88 | 465 |
| Base: All US Adults | 1216 | 605 | 611 | 371 | 391 | 454 | 234 | 260 | 437 | 285 | 788 | 148 | 189 | 90 | 509 |
| Very safe | 7\% | $\begin{aligned} & 9 \% \\ & \hline \end{aligned}$ | 5\% | ${ }^{10 \%}$ | $\stackrel{8 \%}{\mathrm{E}}$ | 4\% | 7\% | 5\% | 8\% | 9\% | 7\% | 7\% | 8\% | 9\% | 6\% |
| Somewhat safe | 23\% | $\begin{gathered} 27 \% \\ B \end{gathered}$ | 19\% | $\begin{aligned} & 33 \% \\ & \text { D.E } \end{aligned}$ | $\begin{gathered} \text { 24\% } \\ \text { E } \end{gathered}$ | 14\% | 23\% | 26\% | 24\% | 20\% | 21\% | 27\% | 26\% | $\stackrel{26 \%}{ }$ | 18\% |
| Not very safe | 25\% | 25\% | 26\% | 23\% | 27\% | 26\% | 22\% | 23\% | 25\% | 30\% | $\begin{gathered} 27 \% \\ k \end{gathered}$ | 17\% | 21\% | $\begin{gathered} \begin{array}{c} 32 \% \\ \mathrm{k}^{*} \end{array} \end{gathered}$ | 24\% |
| Not atall safe | $32 \%$ | 25\% | $\stackrel{39 \%}{\text { A }}$ | 17\% | $\begin{gathered} 29 \% \\ c \end{gathered}$ | $\begin{aligned} & 46 \% \\ & \text { C.D } \end{aligned}$ | 34\% | 35\% | 31\% | 29\% | $\stackrel{35 \%}{L}$ | 29\% | 25\% | $\stackrel{26 \%}{ }$ | $\begin{gathered} 36 \% \\ Q \end{gathered}$ |
| Don't know/not sure | 13\% | 13\% | 12\% | $\underset{E}{16 \%}$ | 13\% | 10\% | 15\% | 11\% | 12\% | 13\% | 10\% | $\begin{aligned} & \text { 21\% } \\ & \text { J.M } \end{aligned}$ | $\begin{aligned} & \text { 20\% } \\ & \text { J.M } \end{aligned}$ | ${ }^{7 \%}$ | $\begin{aligned} & \text { 16\%\% } \\ & \text { P.Q } \end{aligned}$ |


| YouGov <br> What the world thinks |  | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Some college, 2year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under S40k | \$40k to \$80k | \$80k+ |
| Sweden | 2\% | 2\% | 1\% | $\begin{gathered} \text { 6\% } \\ \text { N.O.P } \end{gathered}$ | 2\% | $4 \%$ | 3\% | $\stackrel{3 \%}{*}$ | 2\% | : | 1\% | 2\% | 1\% | 1\% | $\begin{gathered} 3 \% \\ z \end{gathered}$ |
| France | 0\% | 1\% | - | 1\% | 0\% | $\stackrel{-}{-}$ | - | - | 1\% | : | $\stackrel{\substack{1 \% \\ Y}}{ }$ | 0\% | 0\% | 0\% | 0\% |
| South Korea | 2\% | 3\% | 2\% | 3\% | 2\% | 13\% | 1\% | 4\% | 2\% | 2\% | 2\% | 2\% | 2\% | 2\% | 2\% |
| China | 2\% | 1\% | 1\% | - | 2\% | - | 2\% | - | 2\% | : | 2\% | 1\% | 2\% | 2\% | 1\% |
| Somewhere else | 0\% | - | - | - | - | * | - | 2\% | - | : | - | 0\% | - | 0\% | - |
| Don't know/not sure | 23\% | $\underset{\mathrm{P}}{23 \%}$ | 16\% | 16\% | 21\% | 12\% | 19\% | 28\% | $\begin{aligned} & \begin{array}{l} 29 \% \\ \text { R.T.W } \end{array} . \end{aligned}$ | 15\% | 22\% | 23\% | $\underset{A B}{24 \%}$ | $\underset{A B}{22 \%}$ | 13\% |
| GOC_q8. How popular, if at all, do you think autonomous "selfdriving" cars will be in 10 years? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1221 | 403 | 229 | 124 | 605 | 23 | 126 | 61 | 350 | 56 | 317 | 904 | 428 | 366 | 259 |
| Base: All US Adults | 1216 | 383 | 207 | 117 | 582 | 23 | 121 | 54 | 375 | 61 | 304 | 911 | 447 | 352 | 244 |
| Very popular | 15\% | 16\% | 16\% | 12\% | 16\% | 21\% | 12\% | 13\% | 16\% | 16\% | $\underset{y}{20 \%}$ | 14\% | $\begin{aligned} & \text { 17\% } \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & \text { 16\% } \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 17 \% \\ & \text { AC } \end{aligned}$ |
| Somewhat popular | 36\% | $\stackrel{38 \%}{N}$ | $\frac{44 \%}{N_{2}}$ | $\stackrel{42 \%}{\mathrm{~N}}$ | 33\% | 45\% | 39\% | 28\% | 38\% | $\begin{aligned} & 54 \% \\ & \text { R.U. } \mathbf{V}^{*} \end{aligned}$ | 39\% | 36\% | $\begin{gathered} 38 \% \\ \text { AC } \end{gathered}$ | 35\% | $\begin{aligned} & \text { 40\% } \\ & \text { AC } \end{aligned}$ |
| Not very popular | 19\% | 20\% | 18\% | 25\% | $\begin{aligned} & 23 \% \\ & \text { v.w } \end{aligned}$ | $7 \%$ | 16\% | $\begin{aligned} & \begin{array}{l} 30 \% \\ \text { TV. } W^{*} \end{array} \end{aligned}$ | 16\% | $9 \%$ | 19\% | 19\% | 16\% | 22\% | 21\% |
| Not a all popular | 11\% | 9\% | 10\% | 10\% | 12\% | 15\% | 13\% | $9 \%$ | 9\% | $9 \%$ | 5\% | $\begin{gathered} 13 \% \\ \times \end{gathered}$ | 9\% | 12\% | 9\% |
| Don't know/not sure | 18\% | 17\% | 12\% | 11\% | 17\% | 11\% | 20\% | $\stackrel{20 \%}{ }$ | 21\% | 12\% | 18\% | 18\% | $\begin{gathered} 21 \% \\ \text { AA.AB } \end{gathered}$ | 15\% | 12\% |
| GOC_q9. How safe, if at all, would you feel in an autonomous "self-driving" car? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1221 | 403 | 229 | 124 | 605 | 23 | 126 | 61 | 350 | 56 | 317 | 904 | 428 | 366 | 259 |
| Base: All US Adults | 1216 | 383 | 207 | 117 | 582 | 23 | 121 | 54 | 375 | 61 | 304 | 911 | 447 | 352 | 244 |
| Very safe | 7\% | 6\% | 11\% | 10\% | 7\% | 15\% | 4\% |  | 9\% | 7\% | 10\% | 6\% | 9\% | 5\% | 12\% |
|  |  |  | N.O |  | u | * |  | * | u | * | r |  | AA.AC | AC | AA.AC |
| Somewhat safe | 23\% | $\stackrel{25 \%}{\mathrm{~N}}$ | 30\% | $\begin{aligned} & \text { 28\% } \\ & \mathrm{N} \end{aligned}$ | 20\% | 26\% | 20\% | 16\% | $\begin{gathered} 27 \% \\ \mathrm{R} \end{gathered}$ |  | 25\% | 22\% | 21\% | 25\% | 26\% |
| Not very safe | 25\% | 25\% | 26\% | 28\% | 25\% | $21 \%$ | 24\% | 28\% | 25\% | 29\% | 23\% | 26\% | 24\% | 25\% | 27\% |
| Not atall safe | 32\% | 31\% | 28\% | 26\% | $\begin{aligned} & 37 \% \\ & \text { v.w } \end{aligned}$ | $27 \%$ | $\begin{aligned} & 38 \% \\ & \text { v.w } \end{aligned}$ | $\begin{aligned} & 46 \% \\ & \text { v.w* } \end{aligned}$ | 23\% | $21 \%$ | 29\% | 33\% | 29\% | 35\% | 29\% |
| Don't know/not sure | 13\% | $\begin{gathered} \text { 13\% } \\ \mathrm{P} \end{gathered}$ | 5\% | 9\% | 11\% | 11\% | 15\% | 10\% | $\begin{gathered} \text { 16\% } \\ \mathrm{R} \end{gathered}$ | 6\% | 13\% | 13\% | $\begin{aligned} & \text { 17\% } \\ & \text { AA.AB } \end{aligned}$ | 10\% | 6\% |

