



## **Cars**

**Fieldwork Dates: 8th - 9th October 2018**

**Conducted by YouGov  
On behalf of Editorial**

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#### **BACKGROUND**

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 Plc 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 definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting 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 associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto: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+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise 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.

**Editorial  
Cars**

US\_nat Sample: 8th - 9th October 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

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
<b>Base: All US Adults</b>	1216	605	611	371	391	454	234	260	437	285	788	148	189	90	509
1 car	17%	16%	17%	29% D,E	15% E	7%	13%	19%	16%	19%	15%	21%	20%	16% *	17%
2 cars	12%	11%	13%	15% E	16% E	7%	14%	10%	13%	11%	10%	15%	20% J	11% *	11%
3 cars	8%	6%	9%	8% A	11% E	4%	6%	6%	8%	10%	7%	9%	9%	7% *	8%
4 cars	7%	7%	7%	4% C	10% C	7%	8%	6%	8%	6%	7%	5%	10%	4% *	6%
5 cars	7%	5%	10% A	3% C	9% C	10% C	7%	8%	6%	9%	8%	6%	6%	4% *	7%
6 cars	6%	5%	7%	1% C	8% C	8% C	6%	7%	5%	5%	7%	6%	3%	6% *	4%
7 cars	3%	4%	3%	2% C	3% C	5% C	4%	4%	3%	3%	3%	3%	2%	6% *	4%
8 cars	4%	4%	4%	1% C	3% C	8% C,D	4%	3%	4%	6%	4%	3%	2%	6% *	4%
9 cars	2%	1%	2%	1% C	1% C	4% C,D	1%	1%	2%	2%	2%	1%	-	3% L*	1%
10 cars	6%	7% B	4%	2% C	4% C	10% C,D	5%	6%	6%	6%	7% L	3%	1%	5% *	5%
11 cars	1%	1%	1%	0% C	1% C	2% C	0%	1%	2%	1%	1%	1%	1%	- *	1%
12 cars	2%	2%	1%	0% C	1% C	3% C	1%	2%	1%	2%	2%	2%	-	1% *	1%
13 cars	0%	1%	0%	- H,I	0% H,I	0% H,I	-	2% H,I	-	-	0%	-	1%	- *	0%
14 cars	1%	1%	1%	- C	1% C	2% C	1%	1% C	2%	1%	1%	-	1%	- *	1%
15 cars	0%	-	0%	- C	- C	0% C	-	0% C	0%	-	0%	-	-	- *	-
More than 15 cars	6%	9% B	3%	1% C	3% C	13% C,D	4%	7%	7%	5%	8% L	3%	2%	6% *	5%
Not applicable - I have never purchased a car for my own personal use	13%	13%	12%	29% D,E	8% E	4%	21% G,H,I	9%	12%	10%	10%	17% J	15%	21% J*	15% P,Q
Don't know/not sure	5%	6%	5%	6% F	6% F	5% F	4% F,I	8% F,I	6% F	4% F	5% F	6% F	8% F	3% *	8% O,P,Q

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
<b>Base: All US Adults</b>	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%	17% F	20% F,G	13% J	21% J	20% J	12% *	17% Q
2 cars	7%	7%	7%	9%	7%	5%	7% G	3% G	9% G	7% G	5% G	8% J	12% J	11% J*	8%
3 cars	2%	1%	3% A	2% A	2% A	2% A	1%	3% A	2% A	2% A	2% A	3% A	4% A	1% *	2%
4 cars	2%	2%	2% C	1% C	3% C	2% C	2% C	1% C	2% C	2% C	2% C	3% C	2% C	1% *	1%
5 cars	2%	2%	2% C	1% C	2% C	2% C	3% C	2% C	1% C	2% C	1% C	3% C	2% C	3% C	2%

# Editorial Cars

US\_nat Sample: 8th - 9th October 2018



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 \$40k	\$40k to \$80k	\$80k+
	O	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
<b>Base: All US Adults</b>		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%	27%	25%	17%	16%	21%	15%	13%
							**		*	R.T.U	R.U*			AA,AB,AC		
2 cars		12%	13%	15%	11%	14%	12%	5%	11%	11%	14%	20%	10%	12%	15%	12%
							**		*		*	Y		AC		
3 cars		8%	6%	10%	8%	7%	5%	10%	7%	8%	8%	11%	6%	8%	7%	8%
							**		*		*	Y				
4 cars		7%	7%	11%	5%	9%	16%	8%	5%	5%	3%	8%	7%	7%	8%	7%
							**		*		*					
5 cars		7%	6%	8%	9%	8%	4%	13%	13%	4%	6%	9%	7%	7%	8%	7%
							**		V	V*	*					
6 cars		6%	7%	7%	10%	7%	-	7%	7%	4%	5%	6%	6%	5%	5%	10%
							**		*		*					Z,AA
7 cars		3%	3%	4%	2%	4%	16%	3%	3%	2%	6%	4%	3%	2%	5%	5%
							**		*		V*					Z,AC
8 cars		4%	3%	3%	9%	6%	-	4%	7%	1%	3%	2%	5%	3%	4%	6%
							**		V*		*					Z
9 cars		2%	2%	4%	3%	2%	9%	3%	5%	1%	-	1%	2%	2%	2%	2%
							**		V*		*					
10 cars		6%	5%	5%	11%	7%	12%	6%	13%	1%	7%	6%	6%	5%	6%	6%
							**		V	V*	V*					
11 cars		1%	1%	1%	3%	2%	-	1%	-	1%	1%	1%	1%	1%	2%	1%
							**		*		*					
12 cars		2%	2%	2%	1%	2%	4%	2%	3%	1%	1%	1%	2%	1%	2%	2%
							**		*		*					
13 cars		0%	0%	0%	-	1%	-	-	2%	-	-	0%	0%	-	0%	1%
							**		V*		*					
14 cars		1%	0%	2%	-	2%	-	1%	2%	0%	-	1%	1%	1%	1%	2%
							**		*		*					
15 cars		0%	0%	-	1%	0%	-	1%	-	-	-	-	0%	0%	-	0%
							**		*		*					
More than 15 cars		6%	9%	4%	5%	10%	-	6%	6%	1%	7%	4%	7%	3%	8%	10%
							**		V	V*	V*					Z
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%
							**		*	R.T.U,W	R*		X	AA,AB		
Don't know/not sure		5%	4%	3%	2%	6%	4%	4%	7%	6%	3%	3%	6%	7%	4%	2%
							**		*		*			AB		

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
<b>Base: All US Adults</b>		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%	28%	16%	15%	16%	14%	16%
							**		*		R.T.V*					
2 cars		7%	7%	6%	5%	7%	15%	9%	3%	6%	6%	10%	6%	10%	4%	8%
							**		*		*	Y		AA,AC		
3 cars		2%	2%	3%	2%	2%	-	6%	3%	1%	-	3%	2%	2%	2%	3%
							**		V		*					
4 cars		2%	3%	2%	2%	2%	-	1%	-	2%	1%	4%	1%	1%	3%	3%
							**		*		*	Y				
5 cars		2%	1%	2%	3%	2%	-	1%	2%	1%	3%	2%	2%	1%	1%	2%

# Editorial Cars

US\_nat Sample: 8th - 9th October 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
6 cars	1%	1%	1%	-	1%	1%	1%	0%	1%	0%	1%	0%	-	1%	0%
7 cars	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	-	1%
8 cars	0%	0%	0%	-	0%	1%	0%	-	1%	1%	0%	1%	0%	1%	0%
9 cars	0%	0%	1%	0%	1%	0%	0%	1%	1%	-	1%	1%	-	-	0%
10 cars	0%	0%	0%	0%	-	0%	-	1%	0%	-	0%	-	-	2%	0%
11 cars	0%	-	0%	0%	0%	0%	-	1%	-	0%	0%	1%	-	-	0%
12 cars	0%	0%	-	-	0%	-	-	-	-	0%	0%	-	-	-	-
13 cars	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
14 cars	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15 cars	0%	1%	0%	1%	0%	0%	1%	-	1%	-	0%	1%	-	-	0%
More than 15 cars	1%	1%	0%	-	0%	1%	0%	0%	1%	0%	1%	2%	-	-	0%
Not applicable - I have never leased a car for my own personal use	64%	63%	66%	62%	63%	67%	70%	70%	59%	62%	70%	50%	54%	63%	60%
Don't know/not sure	4%	5%	4%	8%	3%	2%	H	H,I	5%	4%	KL	7%	6%	5%	7%

## 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
<b>Base: All US Adults</b>	1216	605	611	371	391	454	234	260	437	285	788	148	189	90	509
Very important	23%	21%	24%	15%	25%	27%	19%	20%	24%	27%	22%	23%	27%	19%	23%
Somewhat important	32%	32%	32%	26%	33%	36%	31%	33%	33%	30%	32%	28%	31%	41%	29%
Not very important	21%	24%	19%	26%	19%	19%	25%	18%	23%	20%	22%	23%	16%	24%	22%
Not at all important	15%	17%	13%	22%	13%	11%	17%	15%	13%	16%	15%	15%	17%	13%	13%
Don't know/not sure	9%	6%	12%	11%	10%	6%	8%	12%	8%	9%	9%	11%	9%	4%	14%

## 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
<b>Base: All US Adults</b>	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%	68%	75%	55%	66%	68%	69%	69%	55%	62%	57%	61%
I would somewhat prefer to buy it	14%	17%	12%	20%	12%	11%	17%	15%	13%	14%	14%	17%	14%	18%	12%
I have no preference towards buying or leasing it	8%	7%	8%	12%	8%	4%	8%	7%	9%	7%	5%	18%	9%	13%	10%
I would somewhat prefer to lease it	3%	4%	3%	5%	3%	3%	6%	2%	3%	4%	3%	3%	4%	5%	4%
I would strongly prefer to lease it	1%	1%	2%	2%	1%	1%	3%	1%	1%	0%	2%	2%	1%	-	1%

# Editorial Cars

US\_nat Sample: 8th - 9th October 2018



	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 \$40k	\$40k to \$80k	\$80k+
6 cars	1%	1%	1%	-	1%	**	1%	*	1%	*	0%	1%	0%	1%	1%
7 cars	1%	0%	1%	1%	1%	**	1%	*	0%	3%	1%	1%	0%	1%	1%
8 cars	0%	0%	1%	-	1%	**	-	1%	0%	V*	0%	0%	0%	1%	-
9 cars	0%	1%	-	1%	0%	**	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%	*	-	2%	-	0%	0%	-	0%
12 cars	0%	-	0%	-	0%	**	-	*	-	V*	-	0%	-	-	-
13 cars	-	-	-	-	-	**	-	*	-	*	-	-	-	-	-
14 cars	-	-	-	-	-	**	-	*	-	*	-	-	-	-	-
15 cars	0%	-	-	2%	1%	**	-	*	0%	*	1%	0%	0%	0%	1%
More than 15 cars	1%	1%	1%	-	1%	**	-	V*	-	*	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%	69%	60%
Don't know/not sure	4%	3%	3%	2%	4%	**	3%	2%	6%	3%	4%	5%	5%	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
<b>Base: All US Adults</b>	1216	383	207	117	582	23	121	54	375	61	304	911	447	352	244
Very important	23%	23%	21%	20%	26%	15%	25%	27%	16%	28%	25%	22%	21%	24%	24%
Somewhat important	32%	32%	37%	38%	34%	**	34%	V*	28%	V*	33%	32%	28%	36%	37%
Not very important	21%	22%	22%	17%	20%	**	16%	*	26%	*	19%	22%	22%	19%	22%
Not at all important	15%	16%	14%	22%	12%	**	13%	R.T	21%	15%	16%	15%	16%	15%	14%
Don't know/not sure	9%	7%	5%	4%	8%	**	12%	*	9%	8%	8%	9%	12%	7%	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
<b>Base: All US Adults</b>	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%	71%	**	63%	72%	55%	62%	67%	64%	60%	70%	71%
I would somewhat prefer to buy it	14%	15%	18%	14%	14%	**	9%	V*	19%	*	14%	15%	15%	15%	15%
I have no preference towards buying or leasing it	8%	6%	6%	6%	6%	**	8%	*	10%	R.T	11%	7%	9%	6%	5%
I would somewhat prefer to lease it	3%	4%	3%	2%	3%	**	3%	R	5%	Y	3%	4%	4%	4%	2%
I would strongly prefer to lease it	1%	1%	1%	4%	1%	**	4%	*	1%	*	1%	2%	1%	0%	4%



# Editorial Cars

US\_nat Sample: 8th - 9th October 2018



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 \$40k	\$40k to \$80k	\$80k+		
Don't know/not sure	8%	7%	4%	3%	6%	4%	**	13%	7%	9%	13%	5%	9%	11%	5%	2%
								R	*		*		X	AA.AB		

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%	43%	38%	36%	33%	37%	29%	28%	36%	33%	29%	35%	41%	
				O	V	**		*		*					Z	
No preference either way	38%	42%	43%	39%	40%	40%	39%	30%	36%	38%	39%	38%	37%	43%	40%	
		N	N		**		*		*	*			AC	AC		
Different from my current vehicle	10%	12%	10%	8%	11%	13%	9%	15%	8%	13%	12%	9%	10%	10%	13%	
					**	**	*		*	*						
Not applicable - I don't currently have a vehicle	8%	8%	3%	5%	2%	4%	7%	8%	18%	7%	4%	9%	12%	5%	3%	
		P			**	**	R	R*	R.T	R*		X	AA.AB			
Don't know/not sure	10%	9%	9%	6%	10%	7%	**	12%	11%	10%	14%	8%	11%	13%	7%	4%
					**	**	*	*	*	*			AA.AB			

GOC\_q6. For the following question, please imagine you are considering getting a new car.

Which TWO, if any, of the following would be 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%	53%	49%	55%	51%
			N		**	**	*	*	*	*		X				
Environmental impact	10%	12%	15%	13%	9%	9%	**	11%	6%	12%	16%	9%	11%	9%	11%	13%
		N	N	N	**	**	*	*	*	*	*					
Safety	31%	31%	36%	34%	34%	32%	**	27%	42%	28%	32%	36%	30%	27%	33%	37%
					**	**		T.V*	*	*	*					Z
Price	61%	62%	60%	55%	62%	52%	**	63%	62%	59%	59%	65%	60%	62%	65%	55%
					**	**	*	*	*	*	*					AB
Other	4%	4%	4%	10%	4%	10%	**	4%	4%	3%	3%	4%	4%	3%	3%	7%
				N.O.P	**	**	*	*	*	*	*					Z
Don't know/not sure	6%	5%	2%	2%	5%	7%	**	6%	-	8%	2%	4%	6%	8%	4%	2%
		P			**	**	*	*	U	*	*		AA.AB			

GOC\_q7. In general, which country do you think makes the all-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%	27%	41%	41%	25%	30%	**	30%	14%	26%	33%	24%	27%	23%	24%	34%
		N	N.O	N.O	**	**	U	*	*	U	U*					Z.AA.AC
Italy	1%	1%	0%	1%	1%	-	**	2%	2%	1%	-	1%	1%	2%	-	1%
					**	**	*	*	*	*	*			AA		
The UK	1%	0%	1%	2%	1%	-	**	1%	-	0%	2%	1%	1%	1%	0%	1%
					**	**	*	*	*	*	*					



# Editorial Cars

US\_nat Sample: 8th - 9th October 2018



	Total	Gender		Age			Region				Race				No HS, High school 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%	3%	1%	2%	0%	2%	2%	1%
France	0%	0%	1%	1%	0%	-	0%	0%	0%	0%	0%	1%	1%	-	0%
South Korea	2%	3%	2%	3%	1%	3%	1%	2%	3%	2%	3%	0%	2%	3%	1%
China	2%	2%	1%	3%	2%	0%	1%	2%	1%	2%	1%	2%	2%	5%	3%
Somewhere else	0%	-	0%	-	0%	-	-	0%	-	-	0%	-	-	-	0%
Don't know/not sure	23%	16%	30%	29%	21%	19%	30%	21%	23%	18%	22%	32%	25%	13%	27%

GOC\_q8. How popular, if at all, do you think autonomous "self-driving" cars will be in 10 years?

Unweighted base	1221	532	689	324	414	483	229	269	437	286	839	142	152	88	465
<b>Base: All US Adults</b>	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%	17%	19%	13%	18%	22%	17%	16%
Somewhat popular	36%	41%	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%	17%	14%	12%	10%	8%	13%	10%	5%	7%	13%
Don't know/not sure	18%	15%	22%	18%	22%	16%	19%	18%	18%	18%	18%	20%	22%	12%	23%

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
<b>Base: All US Adults</b>	1216	605	611	371	391	454	234	260	437	285	788	148	189	90	509
Very safe	7%	9%	5%	10%	8%	4%	7%	5%	8%	9%	7%	7%	8%	9%	6%
Somewhat safe	23%	27%	19%	33%	24%	14%	23%	26%	24%	20%	21%	27%	26%	26%	18%
Not very safe	25%	25%	26%	23%	27%	26%	22%	23%	25%	30%	27%	17%	21%	32%	24%
Not at all safe	32%	25%	39%	17%	29%	46%	34%	35%	31%	29%	35%	29%	25%	26%	36%
Don't know/not sure	13%	13%	12%	16%	13%	10%	15%	11%	12%	13%	10%	21%	20%	7%	16%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (\*\*), Small Base: 100 (\*)

**Editorial  
Cars**

US\_nat Sample: 8th - 9th October 2018



	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 \$40k	\$40k to \$80k	\$80k+
Sweden	2%	2%	1%	6% N.O.P	2%	4% **	3%	3% *	2%	- *	1%	2%	1%	1%	3% Z
France	0%	1%	-	1%	0%	- **	-	- *	1%	- *	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% R.V*	-	- *	-	0%	-	0%	-
Don't know/not sure	23%	23% P	16%	16%	21%	12% **	19%	28% *	29% R.T.W	15% *	22%	23%	24% AB	22% AB	13%

**GOC\_q8. How popular, if at all, do you think autonomous "self-driving" cars will be in 10 years?**

Unweighted base	1221	403	229	124	605	23	126	61	350	56	317	904	428	366	259
<b>Base: All US Adults</b>	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% *	20% Y	14%	17% AC	16% AC	17% AC
Somewhat popular	36%	38% N	44% N	42% N	33%	45% **	39%	28% *	38%	54% R.U.V*	39%	36%	38% AC	35% AC	40% AC
Not very popular	19%	20%	18%	25%	23% V.W	7% **	16%	30% T.V.W*	16%	9% *	19%	19%	16% Z	22% Z	21%
Not at all popular	11%	9%	10%	10%	12%	15% **	13%	9% *	9%	9% *	5%	13% X	9%	12%	9%
Don't know/not sure	18%	17%	12%	11%	17%	11% **	20%	20% *	21%	12% *	18%	18%	21% AA.AB	15% AA.AB	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
<b>Base: All US Adults</b>	1216	383	207	117	582	23	121	54	375	61	304	911	447	352	244
Very safe	7%	6%	11% N.O	10%	7% U	15% **	4%	- *	9% U	7% *	10% Y	6%	9% AA.AC	5% AC	12% AA.AC
Somewhat safe	23%	25% N	30% N	28% N	20%	26% **	20%	16% *	27% R	37% R.T.U*	25%	22%	21% AA.AC	25% AC	26% AA.AC
Not very safe	25%	25%	26%	28%	25%	21% **	24%	28% *	25%	25% *	23%	26%	24% AA.AC	25% AC	27% AA.AC
Not at all safe	32%	31%	28%	26%	37% V.W	27% **	38% V.W	46% V.W*	23%	21% *	29%	33%	29% AA.AC	35% AC	29% AA.AC
Don't know/not sure	13%	13% P	5%	9%	11%	11% **	15%	10% *	16% R	6% *	13%	13%	17% AA.AB	10% AA.AB	6%

Cell Contents (Col