



South Dakota Survey Results

Q1 If a driverless car were available to you, would you be likely to ride in it?

Likely to Ride in Driverless Car..... 14%
Not Likely To..... 77%
Not Sure..... 9%

Q2 If a driverless car service were operating in your city, how concerned would you be about your safety as a passenger, pedestrian, bicyclist, or other driver on the road: very concerned, somewhat concerned, a little concerned, or not concerned at all?

Very Concerned..... 56%
Somewhat Concerned..... 25%
A Little Concerned..... 15%
Not Concerned At All..... 5%
Not Sure..... 0%

Q3 In order for a driverless vehicle to operate, it needs to collect tremendous amounts of data not just about the passenger and their trip, but everything around the car. This data will be collected whether you use driverless cars or not. How concerned are you about the security of the data collected by the driverless vehicles: very concerned, somewhat concerned, not very concerned, or not at all concerned?

Very Concerned..... 56%
Somewhat Concerned..... 25%
Not Very Concerned..... 13%
Not Concerned At All..... 5%
Not Sure..... 0%

Q4 If you or a loved one were injured or killed by a defect in a driverless car, do you think the company that developed the car or that is operating it should be able to force you to bring your case in a private arbitration proceeding, with no right to a jury trial, or not?

Support Forced Arbitration With No Right to Jury Trial..... 10%
Opposed..... 78%
Not sure..... 12%

Q5 Would you ride in a driverless vehicle if you knew that you would be prohibited from taking the manufacturer or the company operating the vehicle to court in the event that a defect in the vehicle caused you or a loved one serious injury or death, or not?

Would Ride in Driverless Vehicle..... 16%
Would Not..... 70%
Not sure..... 14%

Q6 Do you think in your lifetime that driverless cars will be safe enough for you to consider using them?

Think Driverless Cars Will Be Safe Enough... 28%
Do Not..... 63%
Not sure..... 9%

Q7 If driverless cars and trucks become a reality, millions of Americans will lose their jobs as drivers. Does this make you want to slow down the deployment of driverless car technology, or not?

Want To Slow Down Deployment of Driverless Car Technology..... 60%
Do Not Want To Slow Down Deployment of Driverless Car Technology..... 28%
Not Sure..... 12%





Q8 Driverless car manufacturers are testing unproven technology on city streets around the country with little or no oversight. Recently one of these driverless test cars struck and killed a pedestrian. Do you think there should be regulations in place to help protect the public from these public experiments with driverless cars?

Support..... 82%
Oppose..... 10%
Not Sure..... 7%

Q9 As it relates to driverless vehicle technology, the driverless vehicle industry says that regulations for driverless vehicles should be created by the industry itself and that such standards should be voluntary, while those concerned with the safety of driverless vehicles say that federal and state governments should regulate driverless vehicles for the safety of riders, pedestrians and other drivers. Which do you agree with more?

Should Be Set By Industry..... 9%
Should Be Set By Government..... 81%
Not Sure..... 10%

Q10 Congress is currently considering legislation to allow more driverless cars onto America's roads. Supporters of the legislation say it's needed in order to eliminate driver error as a cause for car crashes while opponents say that we should apply the brakes to driverless cars until the technology is proven safe. Which do you agree with more?

More Driverless Cars Are Needed On Roads . 11%
We Need To Apply The Brakes On Driverless Cars Until Technology Is Proven Safe 79%
Not Sure..... 10%

Q11 If you are a woman, press 1. If a man, press 2.

Woman 53%
Man..... 47%

Q12 If you are a Democrat, press 1. If a Republican, press 2. If an independent, press 3.

Democrat..... 30%
Republican..... 47%
Independent..... 23%

Q13 If you are white, press 1. If other, press 2.

White 93%
Other..... 7%

Q14 If you are 18-45 years old, press 1. If 46-65, press 2. If older than 65, press 3.

18 to 45..... 30%
46 to 65..... 41%
Older than 65..... 29%





	Base	Gender	
		Wom...	Man
Likelihood of Riding in Driverless Car			
Likely to Ride in Driverless Car	14%	10%	18%
Not Likely To	77%	81%	72%
Not Sure	9%	9%	10%

	Base	Gender	
		Wom...	Man
Concern About Safety Of Driverless Cars			
Very Concerned	56%	58%	53%
Somewhat Concerned	25%	24%	25%
A Little Concerned	15%	14%	15%
Not Concerned At All	5%	4%	6%
Not Sure	0%	0%	0%

	Base	Gender	
		Wom...	Man
Concern About Data Security From Driverless Vehicles			
Very Concerned	56%	58%	53%
Somewhat Concerned	25%	24%	27%
Not Very Concerned	13%	13%	14%
Not Concerned At All	5%	4%	6%
Not Sure	0%	0%	1%

	Base	Gender	
		Wom...	Man
Forced Arbitration With No Right To Jury Trial			
Support Forced Arbitration With No Right to Jury Trial	10%	11%	9%
Opposed	78%	76%	79%
Not sure	12%	13%	12%

	Base	Gender	
		Wom...	Man
Ride in Driverless Vehicle Knowing You Can't Take Manufacturer/Company to Court			
Would Ride in Driverless Vehicle	16%	16%	17%
Would Not	70%	70%	69%
Not sure	14%	14%	14%

	Base	Gender	
		Wom...	Man
Think Driverless Cars Will Be Safe in Lifetime			
Think Driverless Cars Will Be Safe Enough	28%	27%	29%
Do Not	63%	65%	61%
Not sure	9%	8%	10%





	Base	Gender	
		Wom...	Man
Slow Down Deployment Of Driverless Car Technology			
Want To Slow Down Deployment of Driverless Car Technology	60%	65%	55%
Do Not Want To Slow Down Deployment of Driverless Car Technology	28%	23%	33%
Not Sure	12%	12%	12%

	Base	Gender	
		Wom...	Man
Regulations To Protect Public From Driverless Car Experiments			
Support	82%	87%	76%
Oppose	10%	6%	15%
Not Sure	7%	7%	8%

	Base	Gender	
		Wom...	Man
Driverless Car Regulations Should Be Set By Industry/Government			
Should Be Set By Industry	9%	9%	9%
Should Be Set By Government	81%	80%	83%
Not Sure	10%	11%	9%

	Base	Gender	
		Wom...	Man
Position On Driverless Cars			
More Driverless Cars Are Needed On Roads	11%	9%	13%
We Need To Apply The Brakes On Driverless Cars Until Technology Is Proven Safe	79%	82%	77%
Not Sure	10%	10%	10%





	Base	Party		
		Democr...	Republic...	Independe...
Likelihood of Riding in Driverless Car				
Likely to Ride in Driverless Car	14%	18%	7%	22%
Not Likely To	77%	71%	86%	65%
Not Sure	9%	11%	7%	13%

	Base	Party		
		Democr...	Republic...	Independe...
Concern About Safety Of Driverless Cars				
Very Concerned	56%	53%	63%	45%
Somewhat Concerned	25%	24%	23%	27%
A Little Concerned	15%	18%	12%	16%
Not Concerned At All	5%	5%	2%	11%
Not Sure	0%	0%	0%	-

	Base	Party		
		Democr...	Republic...	Independe...
Concern About Data Security From Driverless Vehicles				
Very Concerned	56%	54%	60%	50%
Somewhat Concerned	25%	23%	27%	25%
Not Very Concerned	13%	17%	9%	18%
Not Concerned At All	5%	5%	4%	7%
Not Sure	0%	0%	1%	-

	Base	Party		
		Democr...	Republic...	Independe...
Forced Arbitration With No Right To Jury Trial				
Support Forced Arbitration With No Right to Jury Trial	10%	13%	10%	4%
Opposed	78%	74%	77%	85%
Not sure	12%	12%	13%	11%

	Base	Party		
		Democr...	Republic...	Independe...
Ride in Driverless Vehicle Knowing You Can't Take Manufacturer/Company to Court				
Would Ride in Driverless Vehicle	16%	16%	21%	7%
Would Not	70%	66%	67%	80%
Not sure	14%	18%	12%	13%

	Base	Party		
		Democr...	Republic...	Independe...
Think Driverless Cars Will Be Safe in Lifetime				
Think Driverless Cars Will Be Safe Enough	28%	33%	22%	34%
Do Not	63%	58%	70%	57%
Not sure	9%	10%	9%	9%





	Base	Party		
		Democr...	Republic...	Independe...
Slow Down Deployment Of Driverless Car Techinology				
Want To Slow Down Deployment of Driverless Car Technology	60%	55%	70%	47%
Do Not Want To Slow Down Deployment of Driverless Car Technology	28%	31%	21%	38%
Not Sure	12%	14%	9%	15%

	Base	Party		
		Democr...	Republic...	Independe...
Regulations To Protect Public From Driverless Car Experiments				
Support	82%	83%	85%	74%
Oppose	10%	8%	10%	16%
Not Sure	7%	9%	5%	10%

	Base	Party		
		Democr...	Republic...	Independe...
Driverless Car Regulations Should Be Set By Industry/Government				
Should Be Set By Industry	9%	8%	9%	9%
Should Be Set By Government	81%	82%	83%	78%
Not Sure	10%	10%	8%	13%

	Base	Party		
		Democr...	Republic...	Independe...
Position On Driverless Cars				
More Driverless Cars Are Needed On Roads	11%	12%	7%	16%
We Need To Apply The Brakes On Driverless Cars Until Technology Is Proven Safe	79%	72%	87%	74%
Not Sure	10%	16%	6%	10%

	Base	Race	
		White	Other
Likelihood of Riding in Driverless Car			
Likely to Ride in Driverless Car	14%	14%	16%
Not Likely To	77%	77%	71%
Not Sure	9%	9%	13%





	Base	Race	
		White	Other
Concern About Safety Of Driverless Cars			
Very Concerned	56%	57%	39%
Somewhat Concerned	25%	24%	32%
A Little Concerned	15%	14%	23%
Not Concerned At All	5%	5%	7%
Not Sure	0%	0%	-

	Base	Race	
		White	Other
Concern About Data Security From Driverless Vehicles			
Very Concerned	56%	57%	45%
Somewhat Concerned	25%	26%	20%
Not Very Concerned	13%	12%	26%
Not Concerned At All	5%	5%	9%
Not Sure	0%	0%	-

	Base	Race	
		White	Other
Forced Arbitration With No Right To Jury Trial			
Support Forced Arbitration With No Right to Jury Trial	10%	9%	23%
Opposed	78%	79%	68%
Not sure	12%	13%	9%

	Base	Race	
		White	Other
Ride in Driverless Vehicle Knowing You Can't Take Manufacturer/Company to Court			
Would Ride in Driverless Vehicle	16%	16%	20%
Would Not	70%	70%	63%
Not sure	14%	14%	16%

	Base	Race	
		White	Other
Think Driverless Cars Will Be Safe in Lifetime			
Think Driverless Cars Will Be Safe Enough	28%	27%	33%
Do Not	63%	64%	54%
Not sure	9%	9%	13%





	Base	Race	
		White	Other
Slow Down Deployment Of Driverless Car Technology			
Want To Slow Down Deployment of Driverless Car Technology	60%	62%	39%
Do Not Want To Slow Down Deployment of Driverless Car Technology	28%	27%	42%
Not Sure	12%	11%	20%

	Base	Race	
		White	Other
Regulations To Protect Public From Driverless Car Experiments			
Support	82%	84%	62%
Oppose	10%	9%	30%
Not Sure	7%	7%	9%

	Base	Race	
		White	Other
Driverless Car Regulations Should Be Set By Industry/Government			
Should Be Set By Industry	9%	8%	15%
Should Be Set By Government	81%	83%	67%
Not Sure	10%	9%	18%

	Base	Race	
		White	Other
Position On Driverless Cars			
More Driverless Cars Are Needed On Roads	11%	10%	24%
We Need To Apply The Brakes On Driverless Cars Until Technology Is Proven Safe	79%	81%	62%
Not Sure	10%	10%	15%





	Base	Age		
		18 to 45	46 to 65	Older than ...
Likelihood of Riding in Driverless Car				
Likely to Ride in Driverless Car	14%	28%	7%	8%
Not Likely To	77%	63%	84%	81%
Not Sure	9%	9%	9%	11%

	Base	Age		
		18 to 45	46 to 65	Older than ...
Concern About Safety Of Driverless Cars				
Very Concerned	56%	48%	61%	56%
Somewhat Concerned	25%	31%	20%	25%
A Little Concerned	15%	15%	15%	14%
Not Concerned At All	5%	6%	5%	4%
Not Sure	0%	-	-	1%

	Base	Age		
		18 to 45	46 to 65	Older than ...
Concern About Data Security From Driverless Vehicles				
Very Concerned	56%	46%	60%	59%
Somewhat Concerned	25%	33%	22%	23%
Not Very Concerned	13%	16%	12%	12%
Not Concerned At All	5%	5%	5%	4%
Not Sure	0%	-	0%	1%

	Base	Age		
		18 to 45	46 to 65	Older than ...
Forced Arbitration With No Right To Jury Trial				
Support Forced Arbitration With No Right to Jury Trial	10%	8%	8%	15%
Opposed	78%	83%	82%	67%
Not sure	12%	10%	10%	19%





	Base	Age		
		18 to 45	46 to 65	Older than ...
Ride in Driverless Vehicle Knowing You Can't Take Manufacturer/Company to Court				
Would Ride in Driverless Vehicle	16%	10%	15%	25%
Would Not	70%	78%	73%	56%
Not sure	14%	12%	12%	19%

	Base	Age		
		18 to 45	46 to 65	Older than ...
Think Driverless Cars Will Be Safe in Lifetime				
Think Driverless Cars Will Be Safe Enough	28%	40%	25%	19%
Do Not	63%	49%	67%	72%
Not sure	9%	10%	8%	9%

	Base	Age		
		18 to 45	46 to 65	Older than ...
Slow Down Deployment Of Driverless Car Technology				
Want To Slow Down Deployment of Driverless Car Technology	60%	45%	68%	65%
Do Not Want To Slow Down Deployment of Driverless Car Technology	28%	41%	22%	22%
Not Sure	12%	14%	11%	12%

	Base	Age		
		18 to 45	46 to 65	Older than ...
Regulations To Protect Public From Driverless Car Experiments				
Support	82%	67%	89%	88%
Oppose	10%	20%	7%	5%
Not Sure	7%	13%	4%	7%





	Base	Age		
		18 to 45	46 to 65	Older than ...
Driverless Car Regulations Should Be Set By Industry/Government				
Should Be Set By Industry	9%	11%	8%	8%
Should Be Set By Government	81%	75%	86%	81%
Not Sure	10%	13%	6%	11%

	Base	Age		
		18 to 45	46 to 65	Older than ...
Position On Driverless Cars				
More Driverless Cars Are Needed On Roads	11%	17%	8%	8%
We Need To Apply The Brakes On Driverless Cars Until Technology Is Proven Safe	79%	72%	82%	83%
Not Sure	10%	12%	9%	9%

