

Thursday, 6 April 2017

Australians want driverless cars - NOW

Driverless cars might be regarded as a technology of the near-future, but Australians are ready for so-called autonomous vehicles RIGHT NOW.

The majority (51%) of Australian men say they would travel in a driverless car now, compared to 41% of women, a total of 46% of all Australians according to a snap poll conducted by Roy Morgan Research.

And this new preparedness for the driverless era is widespread across age groups – the majority of all age profiles 50yrs and under are ready for autonomous vehicles.

Michele Levine, Roy Morgan CEO, says the growing acceptance of driverless cars represents a profound shift in the way Australians view their future mobility.

“The closure of Australia’s automotive manufacturing industry this year in many ways heralds a shift from the old guard to the new world of mobility.

“This is particularly for younger Australians who increasingly congregate in inner urban where car-sharing services and Uber have changed the way Australians view their cars.

“The days when younger Australians argued over the merits of a Holden or a Ford, epitomised by the Bathurst 1000, are clearly long past as the simple utility of a vehicle able to get someone from A to B, or C, or D, or F, G, or wherever, are far more important than showing off a new factory model V8.

“Autonomous vehicles have been a reality for almost 10 years and we are all catching up.

“And many Australians are ready now.”

Finding No. 7209 – This special Roy Morgan Snap SMS Poll was conducted in mid-March (March 15, 2017) in conjunction with the Roy Morgan State of the Nation Report 27 – Focus on Australia’s Automotive Industry with a cross-section of 947 Australians aged 18+. Respondents were asked: *“If you had the option, would you travel in a driverless car?”*

Roy Morgan Snap SMS Poll: Would you travel in a driverless car?

Australians 18+: Yes (46%) cf. no (54%).

Analysis by Gender

- Men: Yes (51%) cf. no (49%).
- Women: Yes (41%) cf. no (59%);

Analysis by Age

- 18-24yr olds: Yes (83%) cf. no (17%);
- 25-34yr olds: Yes (58%) cf. no (42%);
- 35-49yr olds: Yes (52%) cf. no (48%);
- 50-64yr olds: Yes (38%) cf. no (62%);
- 65+yr olds: Yes (27%) cf. no (73%).

Analysis by State

- New South Wales: Yes (49%) cf. no (51%);
- Victoria: Yes (43%) cf. no (57%);
- Queensland: Yes (45%) cf. no (55%);
- Western Australia: Yes (48%) cf. no (52%);
- South Australia: Yes (46%) cf. no (54%);
- Tasmania: Yes (34%) cf. no (66%).

Analysis by Capital City/ Country Regions

- Capital City: Yes (48%) cf. no (52%);
- Country: Yes (42%) cf. no (58%).

Analysis by Socio-Economic Status

- AB: Yes (51%) cf. no (49%);
- C: Yes (43%) cf. no (57%);
- D: Yes (47%) cf. no (53%);
- E: Yes (39%) cf. no (61%);
- FG: Yes (43%) cf. no (57%).

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Results analysed by Roy Morgan Helix Personas are available on a subscription basis.
www.HelixPersonas.com.au.

[Click here](#) to see the key findings of the Roy Morgan State of the Nation Report 27 – Focus on Australia’s Automotive Industry.

For further information:

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Question:

Australians were asked: "Would you buy a car entirely online without going through the traditional dealership process?" (March 15, 2017):

	Total	Gender		Age				
		Men	Women	18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%	%
Yes	46	51	41	83	58	52	38	27
No	54	49	59	17	42	48	62	73
Total	100	100	100	100	100	100	100	100

	Total	State						Region	
		NSW	VIC	QLD	WA	SA	TAS	City	Country
	%	%	%	%	%	%	%	%	%
Yes	46	49	43	45	48	46	34	48	42
No	54	51	57	55	52	54	66	52	58
Total	100	100	100	100	100	100	100	100	100

	Total	Socio-Economic Quintile				
		AB	C	D	E	FG
	%	%	%	%	%	%
Yes	46	51	43	47	39	43
No	54	49	57	53	61	57
Total	100	100	100	100	100	100

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
1,000	±3.2	±2.7	±1.9	±1.4

Morgan Poll Accuracy — Recent Elections State & Federal (2006 – 2016)

The Morgan Poll has proven to be consistently the most accurate regular poll in recent Australian Elections — including the 2013 Federal Election, 2010 Federal Election, 2007 Federal Election, 2010 Victorian State Election & 2012 Queensland State Election.

The Morgan Poll was the most accurate of all polling companies at [the 2013 Federal Election](#) for the two-party preferred vote (L-NP: 53.5% cf. ALP 46.5%) (sample 4,937 electors).

The Morgan Poll was the most accurate of all polling companies at [the 2007 Federal Election](#) for both primary vote and two-party preferred predictions (sample 2,115 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Queensland Election with a reduced majority](#) (sample 604 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Victorian Election with a reduced majority](#) (sample 956 electors). The Morgan Poll was also the most accurate on the primary vote of the major parties for the Victorian election.

Note: The [discussion on Possum Pollytics](#) regarding Morgan and Newspoll is well worth reading.

The following included comment says it all: “I find it interesting that for the only poll in the last five years for which there is any ‘real’ figure with which to compare, i.e. the polls immediately before the 2004 election, Morgan (45.5%) was closer to the actual Coalition Primary (46.7%) than Newspoll (45%) or Nielsen (49%), and Morgan (38.5%) was also closer to the ALP actual primary (37.6%) than Newspoll (39%), and only marginally further away than Nielsen (37%). Since we have no idea of how far away the ongoing polls are from ‘reality’ (whatever that means), surely we should just go with what we know, that in the most recent testable case, Morgan was better at forecasting the actual primary vote than Newspoll. On what possible basis should we decide that the Newspoll or Nielsen primary vote estimate is ‘better’ than Morgan’s.”

[View Federal Voting Intention Trend](#)