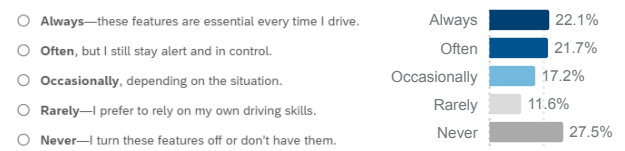


Vehicle Safety Features

9.1 How often do you use lane assist, automatic braking, or other safety features?



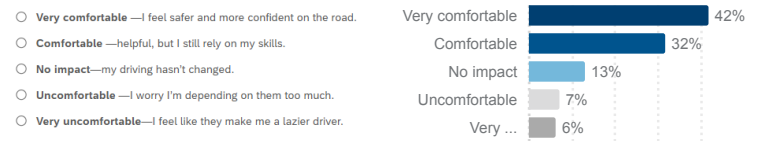
Statistically relevant differences:

- Reported use of safety features skews strongly toward younger drivers, men, and those with kids.
- 59% of parents vs. 27% of non-parents use these features frequently
- 55% of men vs. 31% of women, men report using safety tech more often
- younger drivers use safety tech more
 - 57% <35 vs. 23% 55+

Total 688		has children? 579			by gender 675		
frequency	2025	frequency	has kids	no kids	frequency	Man	Woman
Always / Often	44%	Always / Often	59%	27%	Always / Often	55%	31%
Occasionally	17%	Occasionally	17%	17%	Occasionally	18%	17%
Rarely / Never	39%	Rarely / Never	24%	55%	Rarely / Never	27%	52%
Sum	100%	Sum	100%	100%	Sum	100%	100%

by metro 688			by age group 688			
frequency	Portland Metro	Seattle Metro	frequency	< 35	35 - 54	55+
Always / Often	42%	45%	Always / Often	57%	44%	23%
Occasionally	17%	17%	Occasionally	16%	19%	16%
Rarely / Never	41%	37%	Rarely / Never	27%	37%	61%
Sum	100%	100%	Sum	100%	100%	100%

9.2 If you had to drive a vehicle without safety or technology features, how comfortable would you be relying on your own skills?



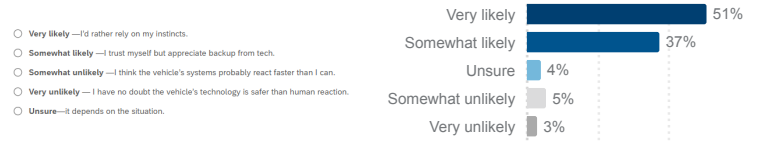
Statistically relevant differences:

- Parents and men feel slightly more confident driving without tech, but the majority of all groups are comfortable.
 - 79% parents vs 69% not parents comfortable
 - 78% men vs 70% women comfortable

Total 833		has children? 668			by gender 811		
comfort_lvl	2025	comfort_lvl	has children	no children	comfort_lvl	Man	Woman
Very Comfortable / Comfortable	73%	Very Comfortable / Comfortable	79%	69%	Very Comfortable / Comfortable	78%	70%
No impact	13%	No impact	9%	16%	No impact	9%	17%
Uncomfortable / Very Uncomfortable	13%	Uncomfortable / Very Uncomfortable	11%	15%	Uncomfortable / Very Uncomfortable	13%	13%
Sum	100%	Sum	100%	100%	Sum	100%	100%

by metro 833			by age group 833			
comfort_lvl	Portland Metro	Seattle Metro	comfort_lvl	< 35	35 - 54	55+
Very Comfortable / Comfortable	74%	73%	Very Comfortable / Comfortable	73%	73%	76%
No impact	14%	12%	No impact	13%	14%	13%
Uncomfortable / Very Uncomfortable	12%	15%	Uncomfortable / Very Uncomfortable	15%	13%	12%
Sum	100%	100%	Sum	100%	100%	100%

9.3 In an emergency, how likely are you to trust your own driving skills more than your car’s safety technology?



Statistically relevant differences:

- Strong trust in own driving skills across the board; men & parents slightly more so.
 - 91% men vs 85% women
 - 90% parents vs 85% no kids

Total688

trust_self	2025
Very/Somewhat Likely	88%
Unsure	4%
Very/Somewhat Unlikely	8%
Sum	100%

has children?579

trust_self	has kids	no kids
Very/Somewhat Likely	90%	85%
Unsure	1%	7%
Very/Somewhat Unlikely	9%	7%
Sum	100%	100%

by gender675

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trust_self	Man	Woman
Very/Somewhat Likely	91%	85%
Unsure	1%	7%
Very/Somewhat Unlikely	8%	9%
Sum	100%	100%

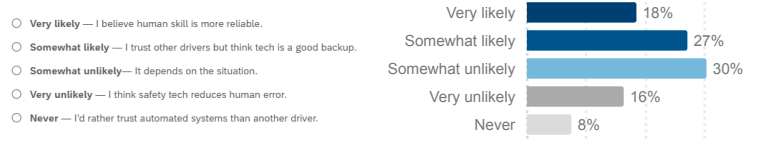
by metro688

trust_self	Portland Metro	Seattle Metro
Very/Somewhat Likely	88%	88%
Unsure	3%	4%
Very/Somewhat Unlikely	9%	8%
Sum	100%	100%

by age group688

trust_self	< 35	35 - 54	55+
Very/Somewhat Likely	87%	91%	84%
Unsure	3%	2%	10%
Very/Somewhat Unlikely	10%	8%	6%
Sum	100%	100%	100%

9.4 How likely are you to trust other drivers’ skills over their car’s safety technology?



Statistically relevant differences: *combined Never with

Unlikely answers

- More respondents lean *against* trusting other drivers over their tech.
- Parents, younger drivers, and men are significantly more likely to trust other drivers' skills.
- Non-parents, older drivers, and women tend to put

Total833

trust_others	2025
Very / Somewhat Likely	46%
Very / Somewhat Unlikely	47%
Never	8%
Sum	100%

has children?668

trust_others	has kids	no kids
Very / Somewhat Likely	59%	34%
Very / Somewhat Unlikely	34%	57%
Never	8%	8%
Sum	100%	100%

by gender811

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trust_others	Man	Woman
Very / Somewhat Likely	53%	38%
Very / Somewhat Unlikely	42%	52%
Never	5%	9%
Sum	100%	100%

by metro833

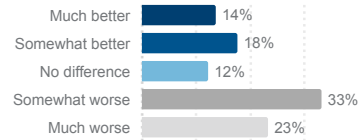
trust_others	Portland Metro	Seattle Metro
Very / Somewhat Likely	44%	47%
Very / Somewhat Unlikely	49%	45%
Never	7%	8%
Sum	100%	100%

by age group833

trust_others	< 35	35 - 54	55+
Very / Somewhat Likely	55%	41%	38%
Very / Somewhat Unlikely	38%	50%	55%
Never	7%	9%	7%
Sum	100%	100%	100%

9.5 How do you think driver skill levels today compare to those who learned before modern safety technologies (e.g., lane assist, automatic braking) became common?

- ☐ Much worse—newer drivers rely too much on technology.
- ☐ Somewhat worse—safety tech helps, but they lack basic skills.
- ☐ No difference—driving skills have remained the same.
- ☐ Somewhat better—technology provides useful support, but skill still matters.
- ☐ Much better—technology has made driving safer and more effective.
- ☐ I'm not sure.



Statistically relevant differences:

- Majority see skills as declining.
- Parents, men, and younger drivers give modern drivers' skills more credit.
 - 42% parents vs 20% non-parents say “better”
 - 38% men vs 25% women say “better”
- Older and child-free groups tend to see skills as declining.

Total807

skills	2025
Much / Somewhat Better	31%
No difference	12%
Much / Somewhat worse	57%
Sum	100%

has children?652

skills	has kids	no kids
Much / Somewhat Better	42%	20%
No difference	10%	13%
Much / Somewhat worse	48%	66%
Sum	100%	100%

by gender786

skills	Man	Woman
Much / Somewhat Better	38%	25%
No difference	10%	15%
Much / Somewhat worse	52%	61%
Sum	100%	100%

by metro807

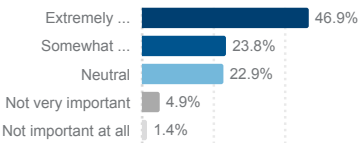
skills	Portland Metro	Seattle Metro
Much / Somewhat Better	27%	35%
No difference	12%	12%
Much / Somewhat worse	61%	52%
Sum	100%	100%

by age group807

skills	< 35	35 - 54	55+
Much / Somewhat Better	39%	29%	23%
No difference	11%	15%	9%
Much / Somewhat worse	51%	56%	67%
Sum	100%	100%	100%

9.6 How important is it to be able to navigate without GPS?

- ☐ Extremely important—everyone should know how to read a map.
- ☐ Somewhat important—it's a useful skill, but not essential.
- ☐ Neutral—it depends on the situation.
- ☐ Not very important—GPS is more efficient.
- ☐ Not important at all—I've never needed to read a map and have no issues.



Statistically relevant differences:

- A clear gender gap, modest parent gap, limited age variation.
 - parents 76% vs 64% non-parents
 - 79% men vs 61% women

Total833

gps	2025
Extremely / Somewhat Important	71%
Neutral	23%
Not very / Not Important	6%
Sum	100%

has children?668

gps	has kids	no kids
Extremely / Somewhat Important	76%	64%
Neutral	18%	28%
Not very / Not Important	5%	8%
Sum	100%	100%

by gender811

gps	Man	Woman
Extremely / Somewhat Important	79%	61%
Neutral	16%	31%
Not very / Not Important	5%	8%
Sum	100%	100%

by metro833

gps	Portland Metro	Seattle Metro
Extremely / Somewhat Important	72%	69%
Neutral	23%	23%
Not very / Not Important	5%	8%
Sum	100%	100%

by age group833

gps	< 35	35 - 54	55+
Extremely / Somewhat Important	73%	72%	64%
Neutral	20%	22%	29%
Not very / Not Important	7%	5%	7%
Sum	100%	100%	100%