



PEMCO Northwest Poll – Electric and Driverless Vehicles 2025

PEMCO Mutual Insurance commissioned this independent survey, conducted by Qualtrics, that asked Washington and Oregon residents questions about attitudes toward current Northwest issues. The sample size, 420 respondents in the Seattle Metro (King, Snohomish, Pierce Counties) region, 402 respondents in the Portland Metro (Multnomah, Marion, Clackamas, Washington Counties), and 383 respondents in the Spokane area (Spokane and Stevens Counties) yields an accuracy of +/- 5.0% respectively at the 95% confidence level. In other words, if this study were conducted 100 times, in 95 instances the data will not vary by more than the associated error range.

Thinking about the vehicle you drive most often, is it powered by:

Vehicle power	Overall	Portland	Seattle	Spokane
Gasoline	80%	78%	78%	85%
Hybrid	6%	7%	7%	3%
Electricity	4%	4%	5%	3%
Diesel	4%	3%	3%	4%
Bio Fuel / Biodiesel	1%	1%	1%	1%
Compressed Natural Gas (CNG)	1%	1%	1%	0%
Other	4%	6%	3%	4%

The next time you buy a vehicle for yourself – whether new or used – how likely are you to consider purchasing a vehicle that is a hybrid or powered by electricity?

Likelihood to purchase	Overall	Portland	Seattle	Spokane
Extremely likely	23%	23%	24%	23%
Very likely	19%	18%	22%	18%
Somewhat likely	25%	27%	28%	21%
Not too likely	15%	14%	14%	19%
Not at all likely	16%	18%	13%	19%



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Whether you own an electric or hybrid vehicle now, or would consider purchasing one the next time you buy a vehicle, which one of these is the primary reason you have an interest in this type of vehicle?

<i>Reason for interest</i>	Overall	Portland	Seattle	Spokane
Save money on gas	44%	43%	44%	45%
Reduce carbon emissions	38%	43%	38%	33%
Take advantage of tax credits	12%	11%	12%	13%
Latest automotive design improvements	5%	2%	5%	8%
Other	1%	1%	1%	1%

Which, if any, of these things would make you change your mind and become more likely to consider a hybrid or electric vehicle? Would you be more likely to consider one if:

<i>Motivators</i>	Overall	Portland	Seattle	Spokane
More charging stations	44%	43%	44%	45%
Cost decrease by 5% or more	46%	39%	44%	44%
Travel further on one charge	43%	42%	43%	52%
Better tax incentives/subsidies	33%	30%	31%	37%
Improved the vehicle design	31%	28%	30%	34%
Gas prices increase 5% or more	17%	18%	16%	16%
Other (please explain)	21%	23%	24%	18%



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Many car manufacturers are making pledges as to when all the vehicles they produce will be fully electric. Do you think there will be a day during your lifetime when all vehicles on the road are fully electric?

<i>Speculation</i>	Overall	Portland	Seattle	Spokane
Yes	49.9%	45%	58%	46%
No	50.1%	55%	42%	54%

How far into the future do you predict that will be?

<i>Timeframe speculation</i>	Overall	Portland	Seattle	Spokane
< 5 years	29%	25%	31%	29%
5 – 9	30%	31%	25%	37%
10 - 14	21%	21%	25%	14%
15+	20%	23%	18%	20%

How many years do you think it will be before these driverless vehicles are sold and allowed on a majority of city streets and state highways, even if a human operator is required so they can intervene if necessary?

<i>Speculation</i>	Overall	Portland	Seattle	Spokane
They are allowed now	20%	18%	22%	20%
<1	8%	6%	8%	9%
1 - 5	19%	20%	20%	19%
5 - 9	23%	24%	21%	24%
10 - 15	12%	10%	13%	11%
15 - 20	7%	7%	6%	7%
20+	6%	8%	5%	5%
They will never be allowed	5%	6%	4%	6%



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Right now, assuming price was not an issue and it was legal, how interested would you be in owning a driverless vehicle for your own use?

<i>Interest</i>	Overall	Portland	Seattle	Spokane
Extremely interested	14%	12%	15%	15%
Very interested	15%	9%	18%	18%
Somewhat interested	18%	22%	17%	17%
Not too interested	18%	18%	19%	17%
Not at all interested	34%	39%	31%	33%

Right now, how concerned are you about the safety associated with sharing streets and roads with driverless vehicles?

<i>Concern</i>	Overall	Portland	Seattle	Spokane
Extremely concerned	32%	34%	32%	29%
Very concerned	28%	26%	27%	32%
Somewhat concerned	27%	26%	28%	27%
Not too concerned	9%	10%	9%	9%
Not at all concerned	3%	3%	4%	3%

Do you trust the technology in driverless vehicles?

<i>Trust</i>	Overall	Portland	Seattle	Spokane
Yes	33%	25%	39%	36%
No	67%	75%	61%	64%



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Do you think driverless vehicles will reduce traffic congestion?

<i>Traffic congestion</i>	Overall	Portland	Seattle	Spokane
Yes	34%	30%	39%	34%
No	66%	70%	61%	66%

Do you think driverless vehicles will reduce car crashes?

<i>Traffic congestion</i>	Overall	Portland	Seattle	Spokane
Yes	37%	31%	40%	41%
No	63%	69%	60%	59%

Assuming the goal was to provide the safest environment possible, do you think that we'd be better off if vehicle manufacturers invested more money in updating and improving safety features (like back-up cameras and warning sensors) or updating, improving, manufacturing and selling driverless vehicles?

<i>Concern</i>	Overall	Portland	Seattle	Spokane
update/improve safety of existing cars	73%	77%	72%	75%
update/improve DVs	17%	23%	28%	25%