

**How many hours do you drive in an average week?**

	Drivers	Gender		Age			Region					Annual Household Income		
		Female	Male	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	Less than \$50,000	\$50,000 to \$100,000	More than \$100,000
1 - 10	64%	73%	55%	63%	65%	64%	62%	65%	71%	67%	66%	65%	61%	64%
11 - 20	27%	21%	34%	28%	24%	30%	28%	33%	15%	28%	24%	26%	31%	26%
21-30	5%	2%	7%	3%	7%	4%	5%	4%	3%	2%	6%	6%	4%	7%
31-40	2%	2%	2%	5%	2%	1%	3%	0%	0%	1%	2%	3%	3%	0%
41-50	1%	1%	1%	0%	2%	1%	1%	0%	12%	0%	0%	1%	0%	2%
51-60	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	1%	0%
81-90	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
91-100	0%	1%	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%	0%	1%
101+	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

**How prepared are you for winter driving this year?**

	Drivers	Gender		Age			Region					Annual Household Income		
		Female	Male	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	Less than \$50,000	\$50,000 to \$100,000	More than \$100,000
Very prepared	41%	37%	46%	34%	36%	50%	32%	45%	68%	63%	41%	45%	42%	41%
Somewhat prepared	43%	44%	41%	46%	45%	39%	46%	35%	29%	32%	48%	46%	39%	41%
Not too prepared	11%	11%	10%	14%	13%	7%	15%	14%	0%	1%	8%	4%	12%	14%
Not prepared at all	4%	6%	1%	5%	5%	2%	4%	4%	3%	4%	3%	4%	4%	3%
Not sure	2%	1%	2%	1%	2%	1%	2%	4%	0%	0%	0%	1%	3%	0%

**Which of the following have you already done in preparation for winter driving? (Select all that apply)**

	Drivers	Gender		Age			Region					Annual Household Income		
		Female	Male	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	Less than \$50,000	\$50,000 to \$100,000	More than \$100,000
Got vehicle serviced	59%	56%	62%	48%	53%	70%	53%	59%	85%	69%	61%	57%	60%	57%
Placed a winter driving roadside emergency kit in my car	29%	26%	33%	26%	27%	33%	22%	35%	50%	40%	35%	30%	27%	31%
Carry winter driving tools in my car now (windshield scraper, snow brush, lock de-icer, shovel, blanket, extra gloves or boots, emergency food, etc.)	59%	59%	58%	56%	52%	67%	52%	63%	76%	76%	60%	60%	57%	60%
Decided on alternative transportation plans in case I'm unable to drive my car due to winter weather conditions (examples include: taxi, carpool, have more experienced driver take me around, public transit, stay and work from home)	41%	45%	36%	49%	37%	40%	46%	39%	32%	22%	43%	41%	44%	38%
Started to check road and weather reports before I head out to my destination	48%	46%	49%	45%	44%	52%	42%	47%	71%	58%	52%	52%	43%	51%
None of these	13%	13%	13%	12%	20%	8%	16%	10%	3%	10%	12%	10%	17%	11%



INSIGHTS WEST for BCAA  
 Survey on Winter Driving in British Columbia - November 22, 2016

**How would you define yourself as a winter driver? (Select all that apply)**

	Drivers	Gender		Age			Region					Annual Household Income		
		Female	Male	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	Less than \$50,000	\$50,000 to \$100,000	More than \$100,000
Experienced	45%	35%	55%	33%	44%	52%	43%	35%	65%	53%	43%	41%	44%	54%
Good	50%	47%	53%	62%	47%	45%	51%	51%	47%	46%	49%	53%	44%	59%
Nervous	21%	31%	10%	32%	21%	14%	21%	33%	26%	12%	21%	28%	24%	13%
Bad	1%	1%	0%	1%	0%	1%	1%	2%	0%	0%	0%	1%	2%	0%
None of these	4%	5%	2%	3%	5%	3%	4%	2%	3%	3%	2%	2%	2%	2%

