

INSIGHTS WEST for BCAA

Survey on Winter Driving - November 29, 2017

Did any of the following incidents happen to you while driving last winter? Choose all that apply.

	BC 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 \$99,999	\$100,000 or more
Slid off road	4%	5%	3%	12%	3%	0%	5%	8%	4%	1%	0%	3%	8%	2%
Needed a tow out of snow or icy area	1%	1%	1%	2%	1%	0%	1%	0%	4%	0%	0%	1%	1%	2%
Got car stuck in snow	12%	12%	12%	28%	9%	6%	13%	31%	18%	5%	4%	15%	15%	8%
Hit black ice and car skidded	20%	19%	20%	38%	20%	9%	22%	12%	27%	20%	13%	20%	22%	20%
Car had a dead battery	4%	3%	5%	7%	3%	4%	5%	2%	7%	2%	5%	5%	4%	4%
Experienced a flat tire	3%	2%	4%	7%	2%	1%	2%	8%	3%	2%	4%	6%	2%	3%
Stuck in driveway/snowy street	19%	21%	17%	35%	18%	11%	21%	27%	27%	11%	13%	26%	16%	17%
Hit a pothole and damaged tire	5%	4%	5%	8%	4%	3%	5%	10%	3%	1%	4%	3%	6%	4%
Had to abandon vehicle after getting stuck in snow or ice	2%	2%	2%	5%	1%	1%	3%	2%	0%	0%	0%	2%	1%	4%
Needed a winter driving emergency kit. but didn't have one in the car	1%	0%	1%	2%	1%	0%	1%	0%	0%	0%	0%	0%	1%	2%
Ran out of washer fluid	10%	11%	9%	20%	11%	4%	10%	12%	24%	6%	9%	17%	8%	9%
Vehicle sustained damage during winter conditions	2%	1%	3%	2%	3%	2%	2%	4%	3%	4%	1%	4%	0%	4%
None of these	57%	59%	55%	28%	57%	73%	53%	52%	43%	66%	68%	49%	56%	57%

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Why do you think BC drivers had trouble driving in bad weather last year? Choose all that apply.

	BC 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 \$99,999	\$100,000 or more
Poor road maintenance	49%	50%	48%	55%	50%	45%	55%	65%	36%	43%	31%	53%	49%	47%
Weather and road conditions were worse than they realized	72%	73%	71%	74%	69%	73%	79%	75%	59%	63%	60%	65%	76%	73%
They didn't have the winter driving skills	74%	69%	79%	62%	74%	81%	75%	67%	74%	74%	73%	74%	72%	78%
They were unprepared as drivers	71%	68%	74%	64%	69%	76%	72%	74%	58%	75%	65%	68%	72%	72%
They were overconfident drivers	56%	54%	57%	47%	58%	58%	55%	67%	54%	57%	54%	51%	63%	49%
They didn't realize how slippery the roads would be	67%	65%	69%	59%	69%	70%	69%	70%	67%	62%	66%	63%	73%	67%
They were determined to get where they were going	42%	45%	40%	41%	41%	44%	44%	47%	36%	39%	40%	45%	40%	44%
They thought their tires were okay but had the wrong tires or their tires weren't in good condition	77%	76%	78%	77%	76%	77%	79%	72%	75%	78%	73%	79%	79%	74%
Not sure	2%	2%	2%	2%	2%	2%	2%	0%	4%	1%	4%	5%	1%	1%

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Which of the following have you already done in preparation for winter driving this year? Choose all that apply.

	BC 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 \$99,999	\$100,000 or more
Got vehicle serviced by automotive professional	49%	45%	52%	35%	46%	60%	43%	63%	57%	61%	50%	42%	55%	49%
Placed a winter driving roadside emergency kit in my car	30%	27%	34%	21%	29%	37%	24%	45%	38%	44%	31%	29%	25%	36%
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)	34%	39%	29%	41%	31%	33%	39%	31%	28%	21%	30%	34%	34%	32%
Started to check road and weather reports before I head out to my destination	60%	61%	60%	57%	58%	64%	54%	76%	85%	66%	62%	62%	59%	59%
Installed four winter tires (tires marked either M+S or mountain peak with snowflake)	53%	51%	54%	43%	48%	62%	42%	60%	75%	84%	47%	52%	49%	58%
Checked the condition of my tires for proper inflation, amount of tread remaining, cracks or bulges	61%	55%	67%	47%	58%	72%	57%	72%	77%	70%	56%	57%	56%	65%
Bought road salt	28%	27%	29%	27%	31%	25%	30%	36%	16%	21%	27%	24%	28%	28%
Bought a snow shovel	29%	32%	26%	29%	31%	28%	27%	60%	34%	21%	31%	18%	36%	32%
Stocked up on everyday essentials such as groceries, toiletries and other household items	33%	36%	31%	27%	33%	38%	29%	37%	41%	38%	41%	40%	33%	27%
Bought a set of tire chains or other traction enhancement devices (eg: Auto Sock, Zip-Grip-Go, other)	10%	9%	10%	11%	10%	9%	8%	21%	7%	9%	12%	11%	7%	10%
Researched or sought professional advice for how to prepare for winter driving	5%	5%	6%	8%	6%	3%	5%	8%	9%	5%	2%	9%	4%	4%
None of these	7%	8%	6%	12%	7%	4%	10%	3%	0%	2%	8%	9%	7%	7%