



DRIVING HABITS

Simplified *Understanding*



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INTRODUCTION

Simplified *Understanding*





Background & Objectives



- ICBC sought better understand current perceptions, attitudes, knowledge, skills and behaviours of BC drivers and establish potential baseline metrics for future waves of research to track progress on:
 - Driving Knowledge (Self appraisal, Need for information - self and others)
 - Driving Skills (Appraisal, Need for improvement – self and others)
 - Behaviours (Quantify self-reported behavior, behavior of others)
 - Attitudes (Confidence in ability, sense of personal responsibility, openness to change)
 - Perceptions (Self and Others, of risk and consequence, of driving quality, challenges/concerns for drivers, recent changes to driving quality)
 - On road influences (such as courtesy, anger, emerging technologies, etc.)



Methodology & Sample



- The data presented in this report was collected via a **19-minute random online survey** managed by Insights West.
- The survey was **in-field February 20-28, 2017**.
- A total of interviews **1,126 interviews were conducted** across British Columbia, which was collected via Insights West's *Your Insights panel* (1035n) and Maru panel (91n).
 - Quotas set across regions to ensure minimum level of completes and data weighted to BC Census Population of Age, Gender and Region

Region	Sample Size
Lower Mainland	565
Fraser Valley	91
Vancouver Island	191
Southern BC	94
Northern BC	185
Total	1126

- Participants screened to ensure they:
 - Live in British Columbia
 - Are over the age of 21
 - Have a valid driver's licence
 - Not part of Graduated Licence Program, or only have motorcycle license
 - Do not have a job that mainly requires them to drive (e.g. Bus, taxi, truck driver)
 - Drive during the week (screened out if they average 0 hours/week)



Observations on the Data



- Findings cited as T2/B2 refer to the “Top 2” and “Bottom 2” answers for a particular question with a four-scale (i.e. “strongly agree” and “somewhat agree” would be T2, and “somewhat disagree” or “strongly disagree” would be B2).
- A sample of 1,126 British Columbians would yield a margin of error of +/- 2.9%, 19 times out of 20, for the entire province. The margin of error is higher among sub-groups, and in questions where a split-sample was utilized.



Insurance Corporation
of British Columbia



KEY INSIGHTS

Simplified *Understanding*





Key Insights

The Good

Practically All Drivers Are Aware of Their Own Importance in Keeping Roads Safer

A strong majority (96%) of drivers feel everyone has a role to play in making the roads safer.

Most Drivers Give Themselves Pretty High Marks on their Prowess

The majority of drivers (73%) feel they are “above average” drivers overall, and give themselves high ratings on safety (82%), attentiveness (79%), knowledge (78%) and courteousness (76%).

Some Drivers Tend to be More Careful When Passengers Are with Them

Two-in-five drivers (43% say they “drive safer when others are in the car” with them, but the proportion drops with age: 54% for drivers aged 21-34, 43% for drivers aged 35-54 and 38% for drivers aged 55+.



Key Insights

The Bad

Drivers Report Having a Tougher Time Behind the Wheel

The perception of greater congestion and traffic has led almost half of drivers (46%) to think that driving is now more challenging or harder than it was five years ago.

Drivers Are More Critical of their Peers

Almost three-in-five drivers (58%) believe that drivers are worse than they were five years ago. The top reasons cited are distractions while driving (31%) and drivers becoming more impatient or aggressive (30%).

The Impatience of Drivers Is Evident on Some Questions

The biggest “sin” (committed by more than half of drivers) is “passing someone who they thought was driving too slow” (56%). However, more than one-in-five have “gone well over the speed limit” (26%) or were “the second or third car in an intersection at a yellow light” (22%).



Key Insights

The Ugly

Some Drivers Admit to Not Following All Rules

One third of drivers believe it's OK to bend the rules if there are no other drivers around, while 37% say that they try to make up time while driving if late for an appointment.

Not "Everyone Else" is Aggressive

Nearly one-in-five drivers (18%) say they have a high level of aggressiveness when they drive.

Distractions, Impatience Are Obvious Problems

Inattentive/distracted drivers are the most commonly cited frustration from drivers (32%), followed by aggressive/impatient drivers (29%).

"Not My Fault"

Two-in-five drivers (43%) say someone else was responsible for the last "near miss" they experienced, while 25% blamed both parties and 18% acknowledged personal responsibility.



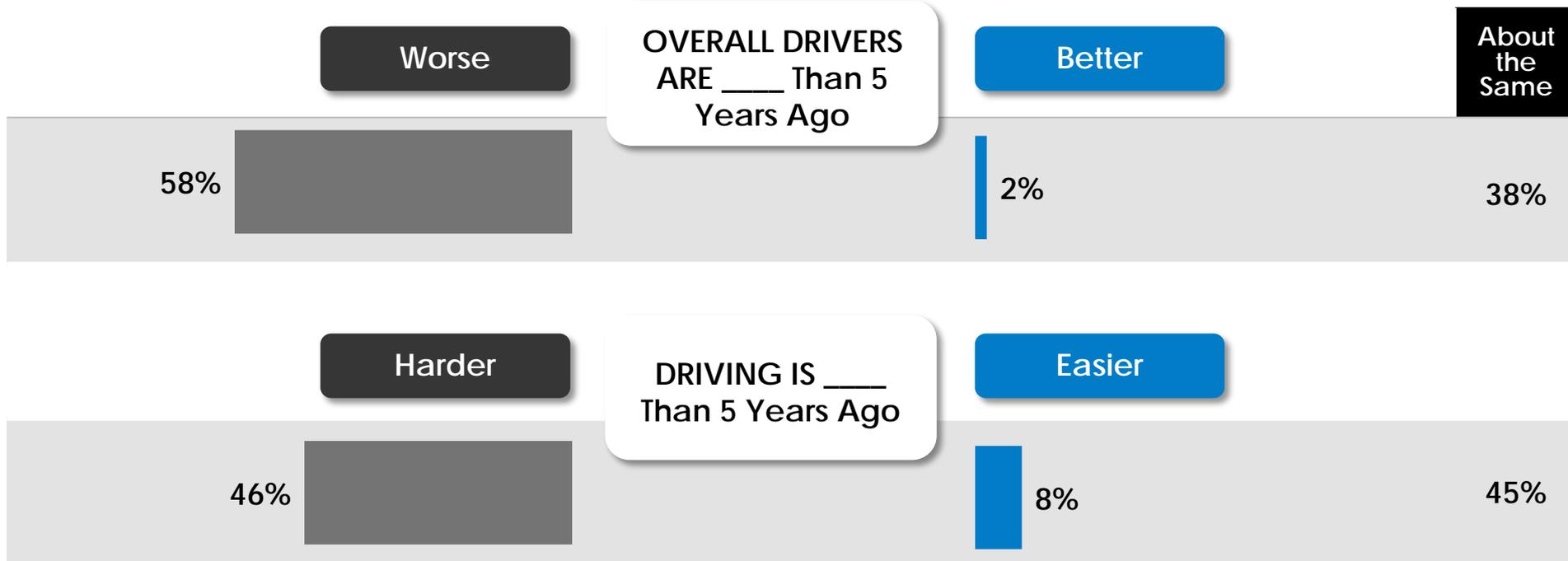
DETAILED FINDINGS

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The majority of drivers believe other drivers are worse than they were five years ago. Few drivers believe that driving is easier than five years ago, while nearly half believe it's harder.

Driving Trends



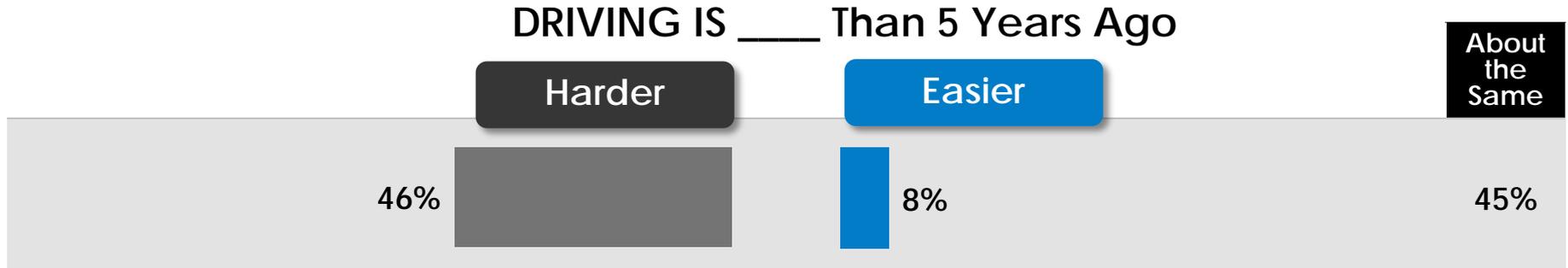
Base: All respondents (n=1,126)

A2. All things considered, would you say driving is now easier, about the same, or harder than five years ago? A4. Overall, would you say drivers are better, about the same, or worse than they were five years ago?



More congestion/traffic is the top reason for drivers to believe that driving is harder now. The few who think driving is easier than cite their greater experience and improved roads.

Reasons DRIVING is Easier/Harder



Reasons Driving is Harder (n=511)

More congestion/traffic	79%
Bad driving behaviours / more bad drivers	37%
Poor road maintenance / infrastructure	9%
Bad cyclist behaviours / more cyclists / more bike lanes	8%
Construction	7%
Distracted driving / cell phones / texting	5%

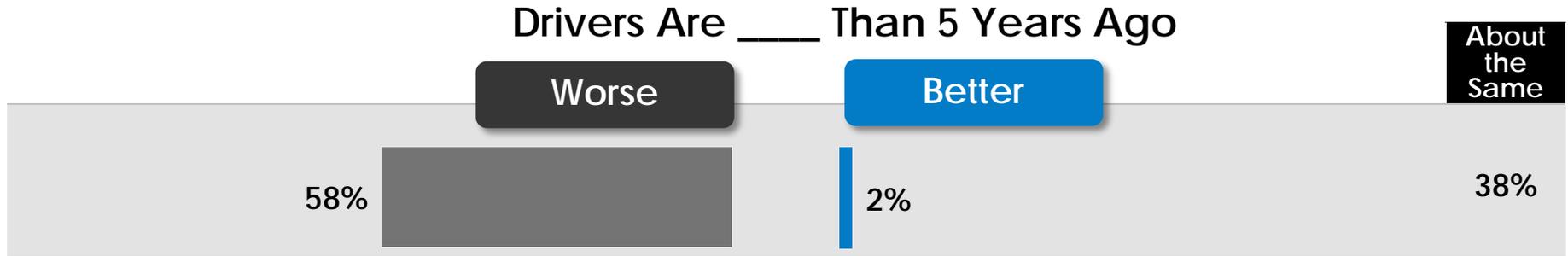
Reasons Driving is Easier (n=75)

More experienced / confident / better driver	39%
Better/improved roads	22%
Don't have to drive as much / driving less	14%
Moved to area less busy/moved closer to work	12%

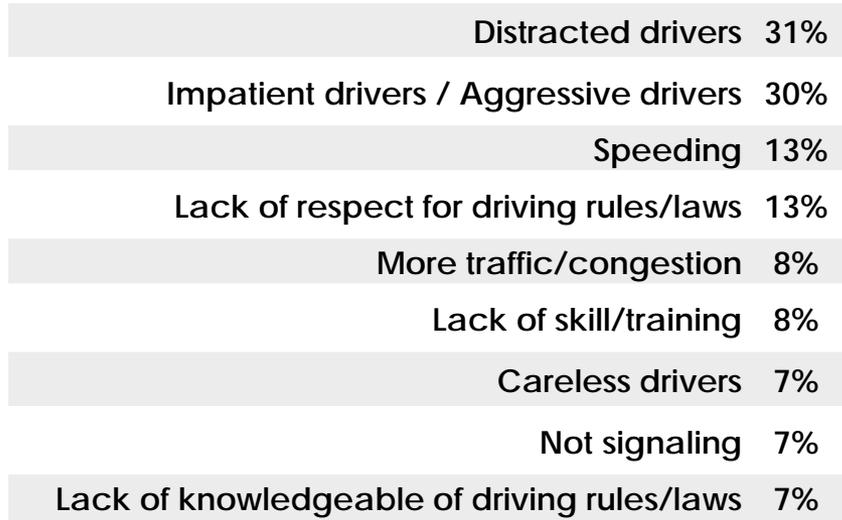


The top reasons given as to why drivers are thought to be worse than five years ago are that they are more “distracted” and “impatient”.

Reasons DRIVERS Are Better/Worse



Reasons Drivers are Worse *(n=651)*



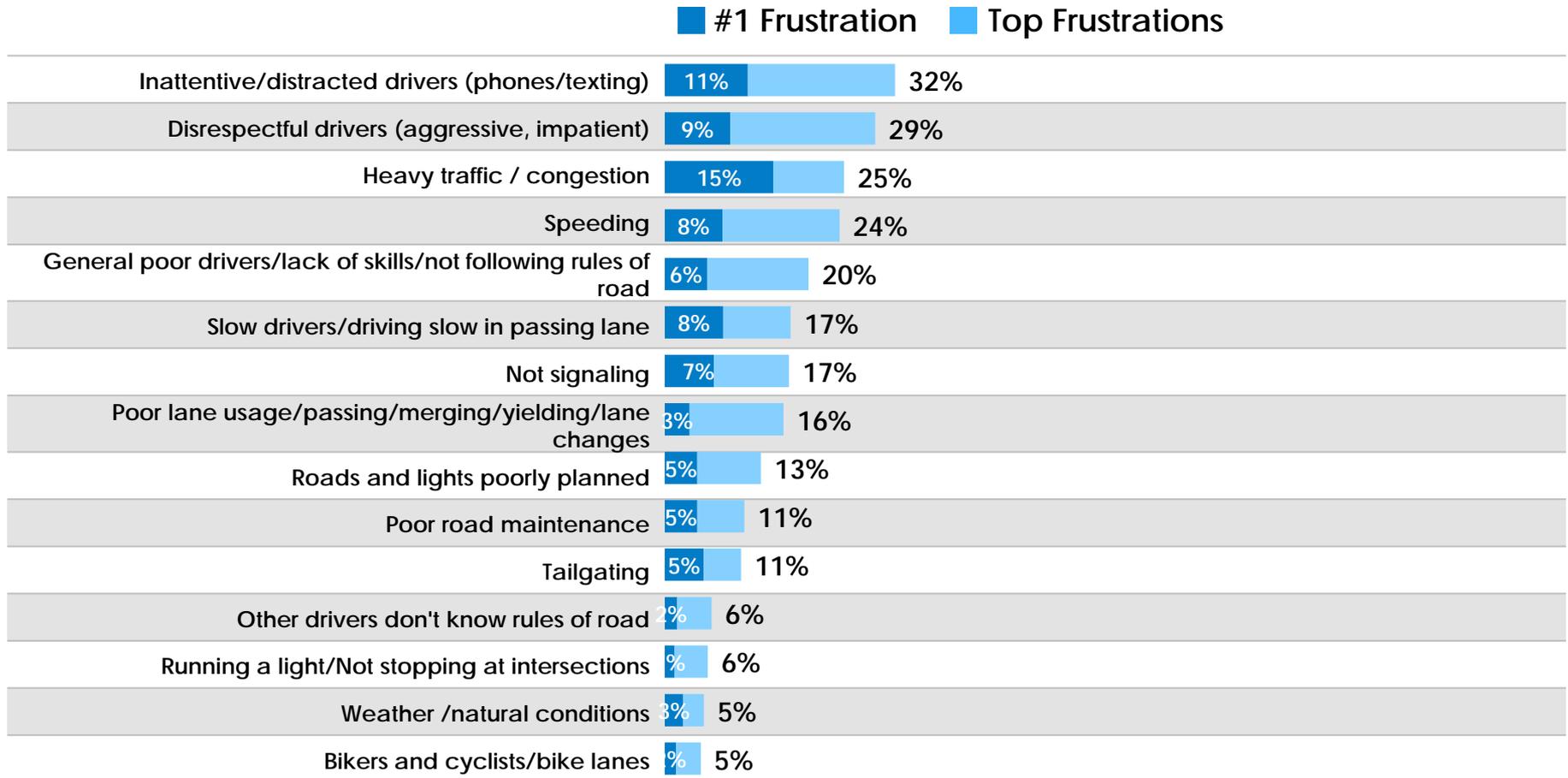
Reasons Drivers are Better *(n=22**)* Base size too small to report.

A3.



Drivers are frustrated by a wide variety of factors, particularly distracted and disrespectful drivers.

Frustrations While Driving



Base: All respondents (n=1,126)

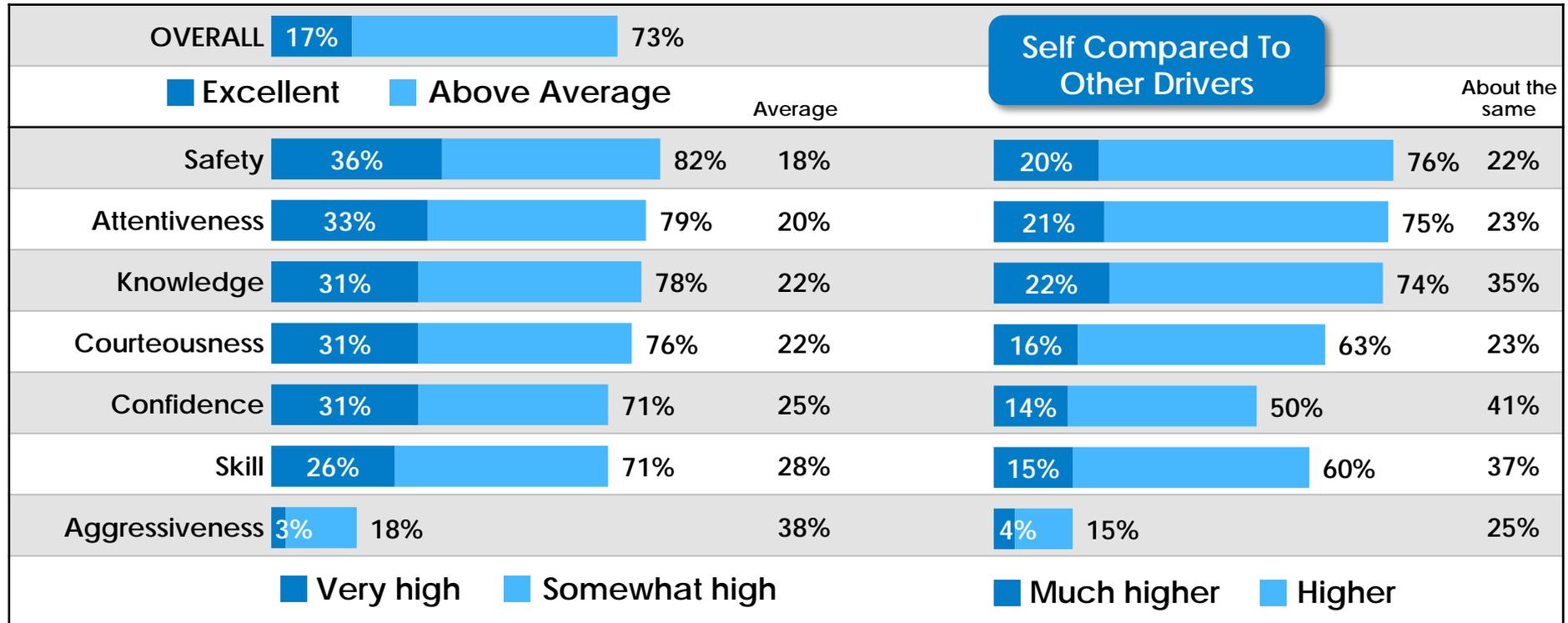
B3. What are the top three things that frustrate you about driving in British Columbia?



Approximately three-quarters of drivers rate their driving as “above average”. Most drivers believe their level of safety, attentiveness, knowledge, courteousness and skill is higher than other drivers on the road.

Personal Driving Ratings

Rating of Self



Base: All respondents (n=1,126)

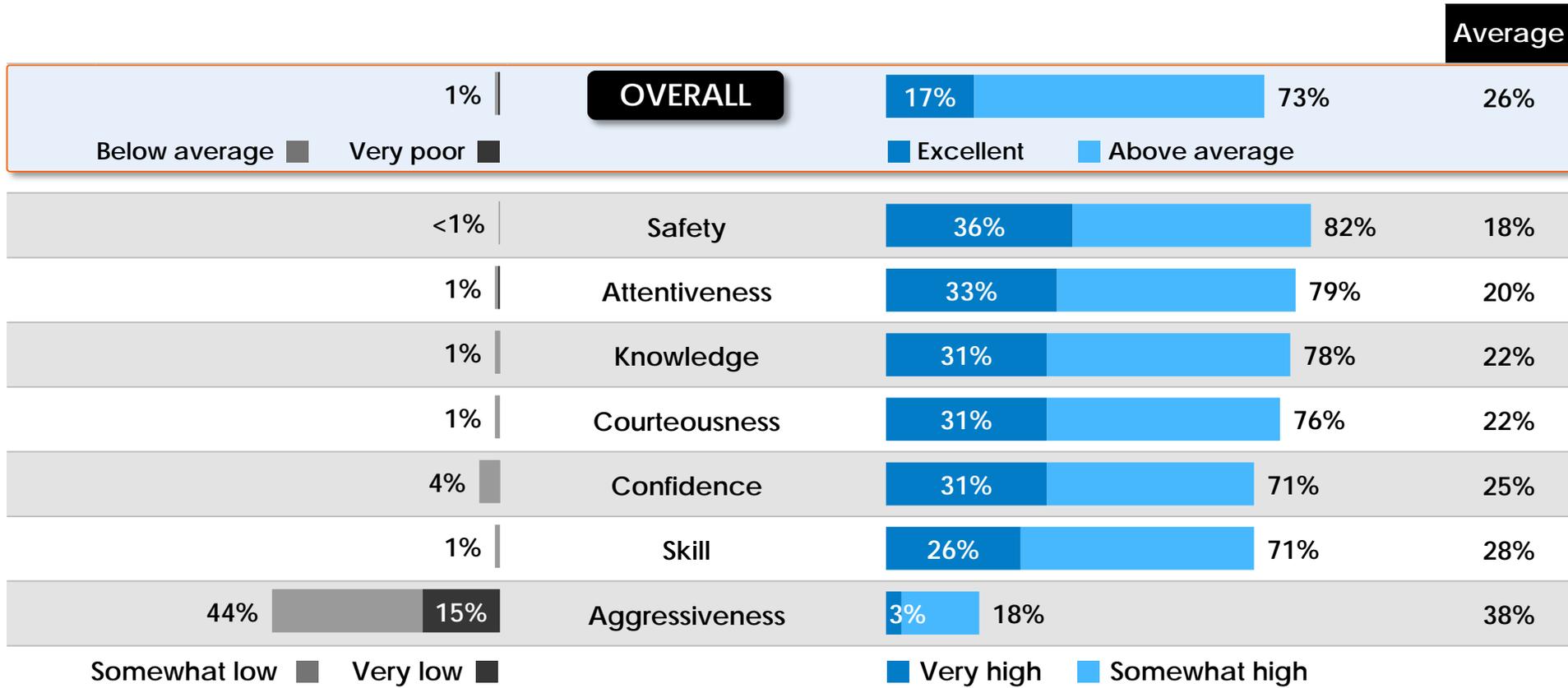
B2. How would you rate **your driving** on the following attributes?

B3. How would you rate yourself on the same characteristics, as **compared to other drivers**?



Few drivers acknowledge that their skills are below average. Fewer than half of drivers say their level of aggressiveness while driving is low.

Rating of Self as Driver



Base: All respondents (n=1,126)

B1. How would you rate your driving overall? Would you rate it as...? B2. How would you rate **your driving** on the following attributes?



The majority of drivers acknowledge that road safety is a collective effort. However, only half of drivers say they're being acknowledged when they make friendly/considerate actions or gestures on the road.

Driver Agreement Statements

Disagree

Agree

Neutral



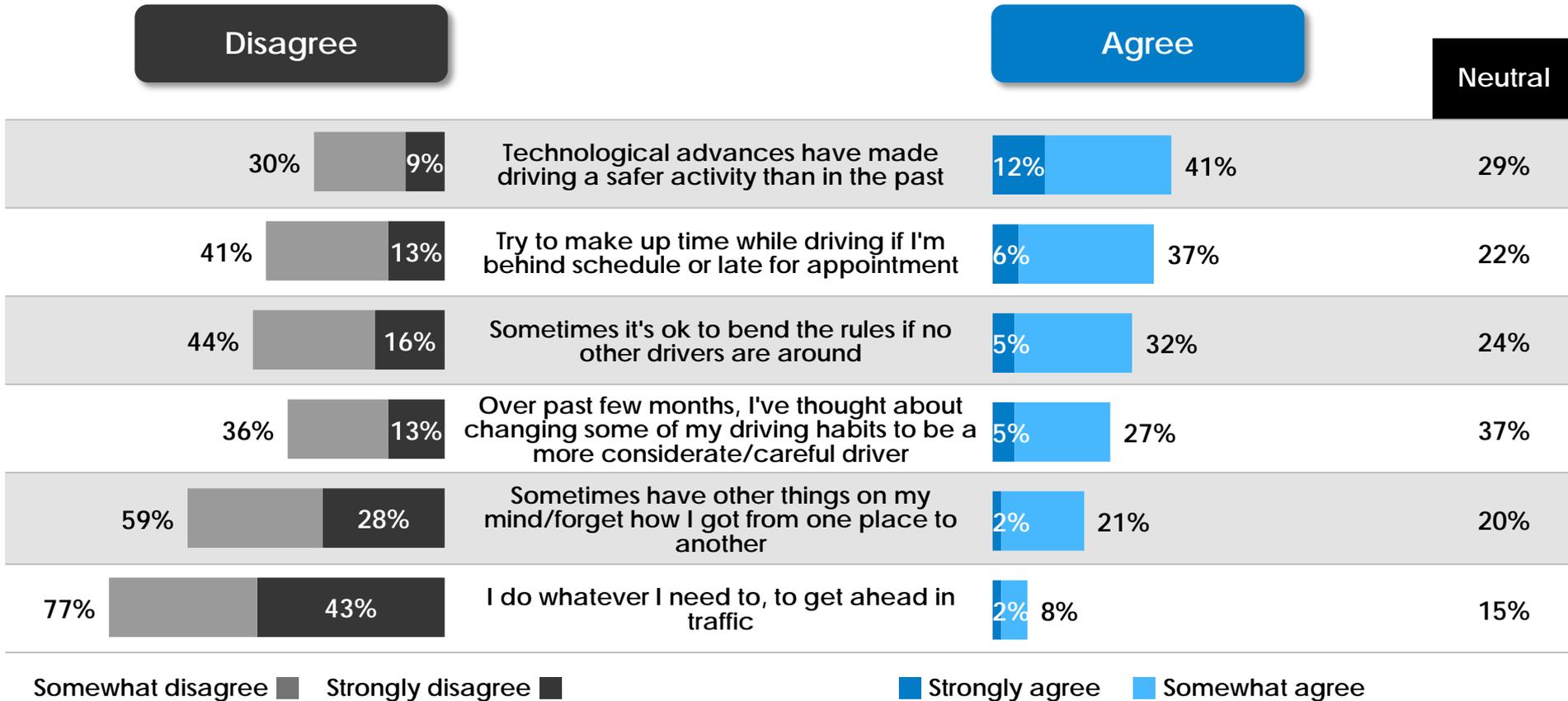
Somewhat disagree ■ Strongly disagree ■ Strongly agree ■ Somewhat agree

Base: All respondents (n=1,126)
 B4. How much do you agree or disagree with the following statements?



One-fifth of drivers say they sometimes have other things on their mind and forget how they got from one place to another, while over one-third say they try to make up time while driving.

Driver Agreement Statements (Continued)



Base: All respondents (n=1,126)

B4. How much do you agree or disagree with the following statements?



Drivers who rate themselves as above average, more knowledgeable and safer, are more likely to say they're always fully in control of their driving, but also become frustrated by the driving of others.

Driver Agreement Statements (Continued)

	Total	OVERALL DRIVING ABILITY		COMPARISON TO OTHER DRIVERS					
		Above Average	Average	KNOWLEDGE		SAFETY		COURTEOUS	
				Higher	Same/Lower	Higher	Same/Lower	Higher	Same/Lower
As drivers, we all have a role to play in keeping our roads safe	96%	97%	96%	98% ▲	94%	97% ▲	93%	98% ▲	92%
I am always fully in control of my driving	85%	90% ▲	72%	91% ▲	75%	88% ▲	76%	87% ▲	79%
Often get frustrated how others are driving	69%	71% ▲	62%	76% ▲	56%	72% ▲	59%	70%	66%
Most other drivers acknowledge when I make a considerate/friendly action or gesture	50%	52%	46%	49%	52%	50%	52%	51%	48%
Over past few months, I've made conscious effort to be a more considerate/careful driver	48%	47%	49%	49%	46%	48%	46%	51% ▲	39%
Driving is generally a safe activity	47%	51% ▲	38%	48%	46%	47%	47%	47%	48%
Drive safer when others are in car with me	43%	45%	39%	47% ▲	38%	45%	40%	43%	46%
Technological advances have made driving a safer activity than in the past	41%	42%	39%	41%	41%	41%	40%	39%	45%
Try to make up time while driving if I'm behind schedule or late for appointment	37%	39%	32%	39% ▲	32%	34%	45% ▲	37%	37%
Sometimes it's ok to bend the rules if no other drivers are around	32%	33%	29%	34%	29%	31%	36%	29%	40% ▲
Over past few months, I've thought about changing some of my driving habits to be a more considerate/careful driver	27%	24%	33% ▲	25%	31% ▲	25%	33% ▲	25%	31%
Sometimes have other things on my mind/forget how I got from one place to another	21%	20%	26% ▲	18%	27% ▲	19%	28% ▲	20%	24%
I do whatever I need to, to get ahead in traffic	8%	9% ▲	4%	9%	6%	8%	8%	6%	15% ▲

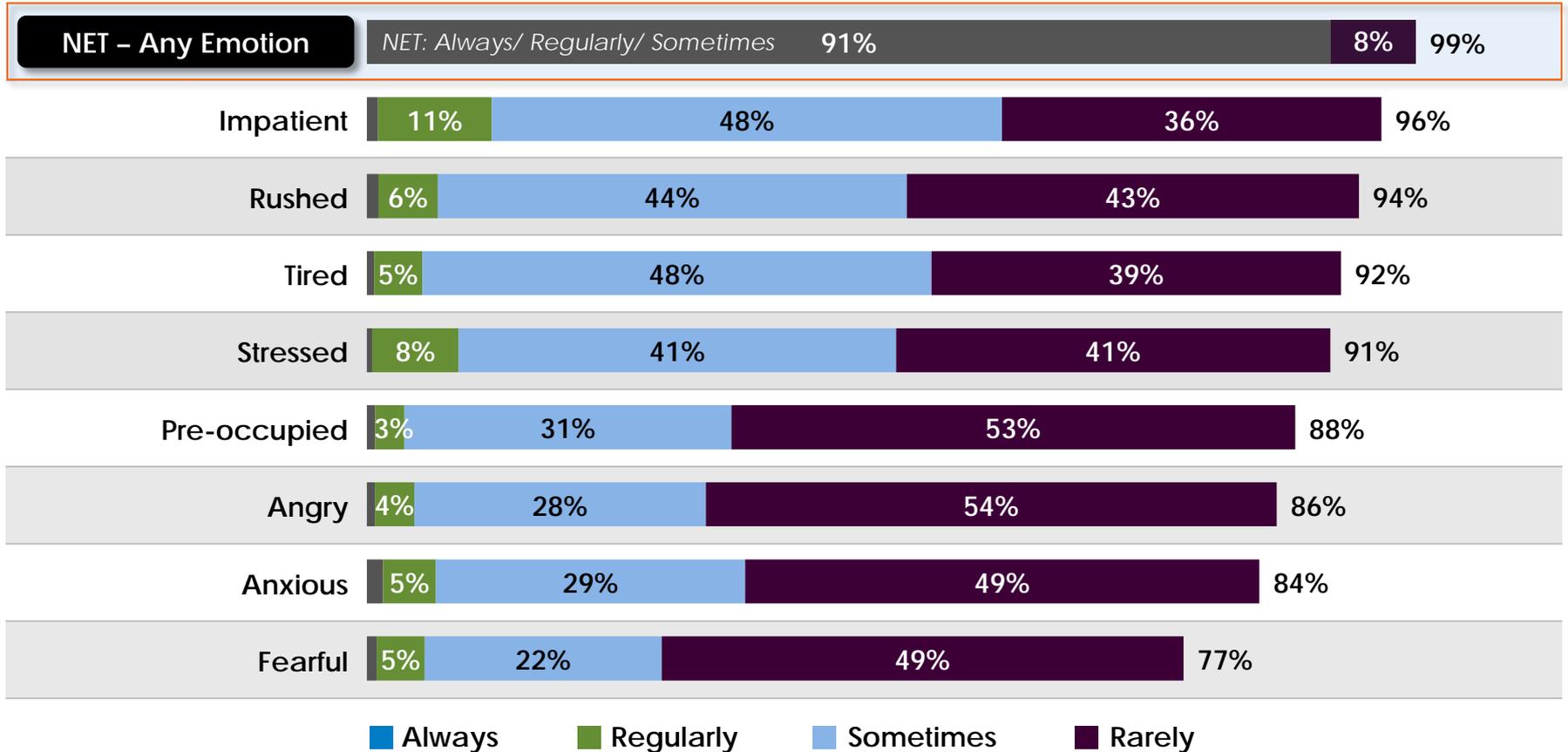
Base: All respondents (n=1,126)

B4. How much do you agree or disagree with the following statements?



Nearly all drivers say they're driving in an emotional state at least some of the time. The most frequently experienced emotions are being impatient, rushed, tired and stressed.

Driving Emotions

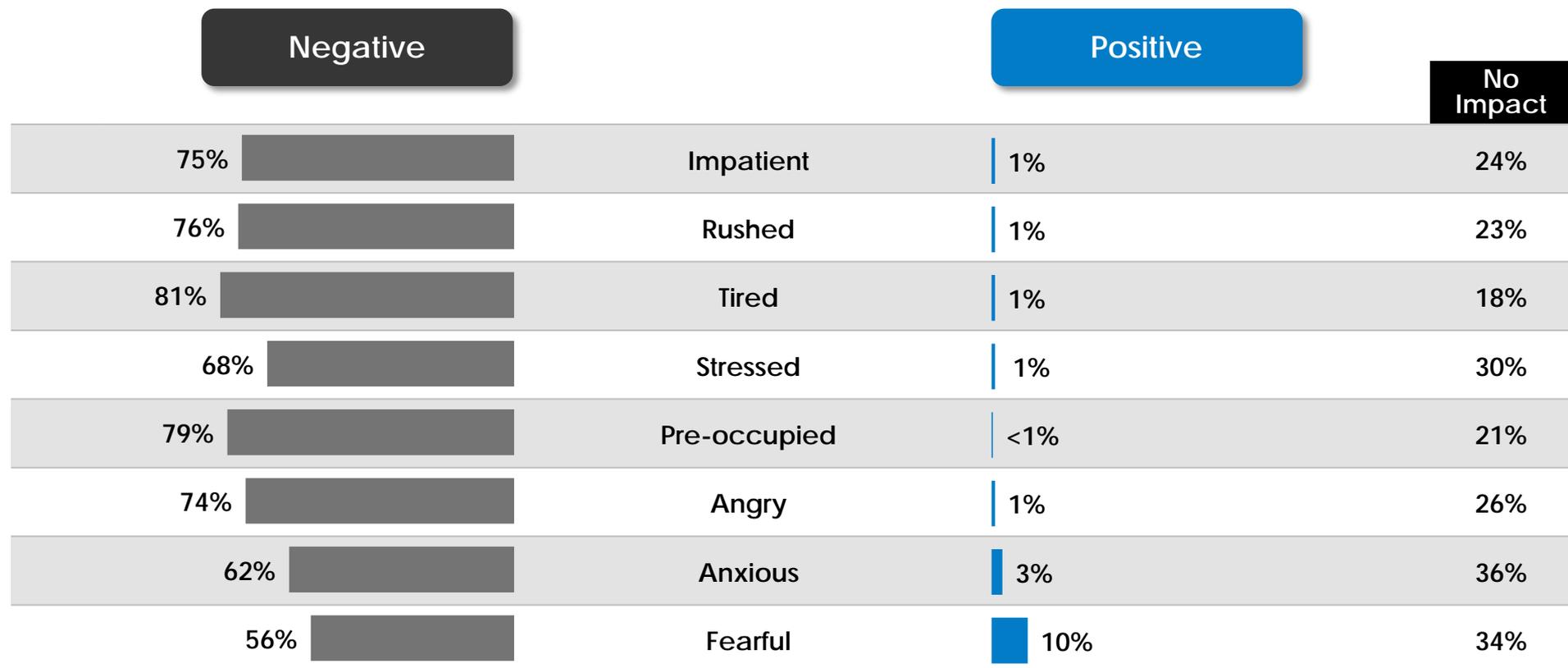


Base: All respondents (n=1,126)
 B5. When you're driving, how often are you?



The majority of drivers generally acknowledge that driving in these emotional states has a negative impact on how they drive.

Driving Emotions Impact



Base: All respondents (n=1,126)
 B6. How much do you think the following factors impact how you drive?

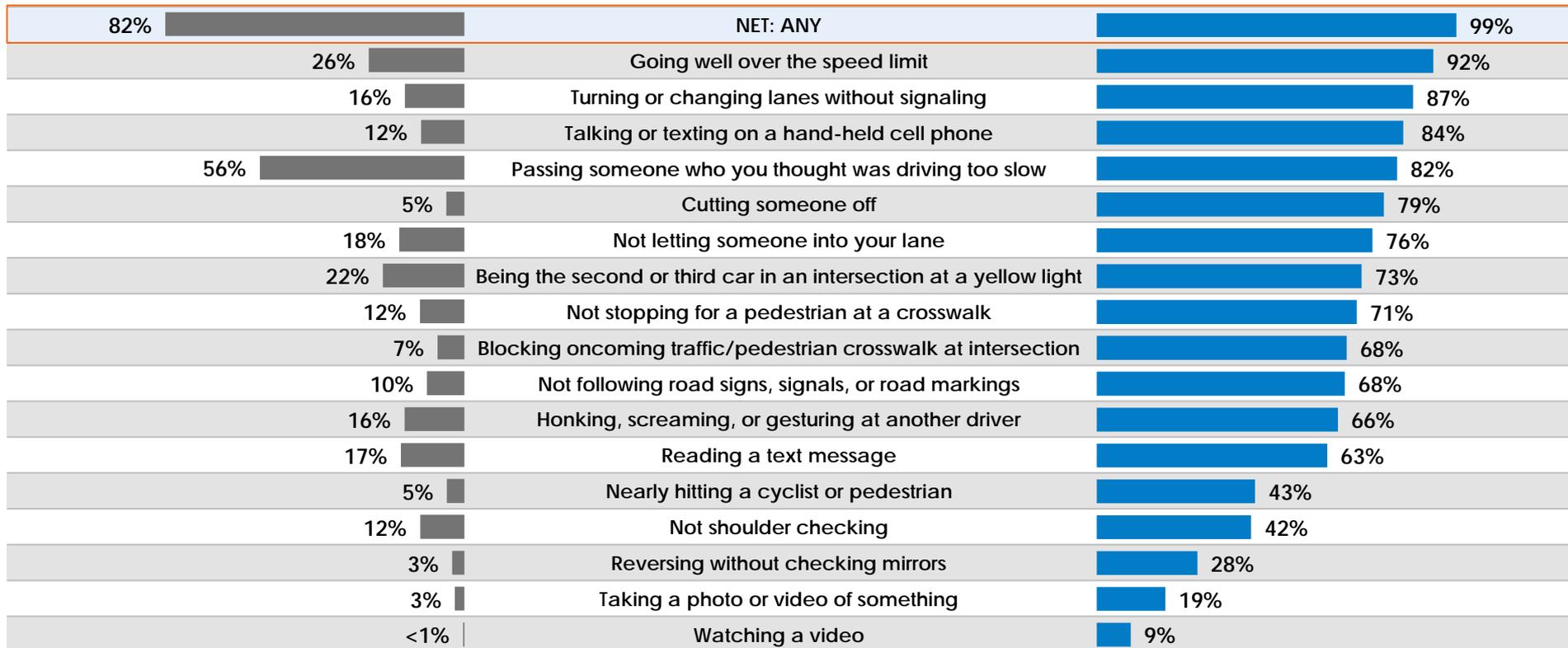


The biggest “sin” (committed by more than half of drivers) is passing someone who they thought was driving too slow.” However, more than one-quarter have “gone well over the speed limit” (26%) or were “the second or third car in an intersection at a yellow light” (22%). They are claiming to see other drivers commit these infractions at a much higher level.

Bad Driving Habits

Personally Done

Seen Others Done



Base: All respondents (n=1,126)

B8. Over the past few months, have you caught yourself doing any of the following things **while driving**? B9. Over the past few months, **have you personally witnessed someone else** doing any of the following things while driving?



Self-defined “above average” drivers are significantly more likely to pass someone they think is driving too slow, honk or scream at another driver, and talk or text on a cellphone.

Bad Driving Habits

Personally Done

	Total	OVERALL DRIVING ABILITY		COMPARISON TO OTHER DRIVERS					
		Above Average	Average	KNOWLEDGE		SAFETY		COURTEOUS	
				Higher	Same/Lower	Higher	Same/Lower	Higher	Same/Lower
NET: ANY	82%	82%	83%	83%	81%	82%	83%	81%	85%
Passing someone who you thought was driving too slow	56%	59%▲	48%	61%▲	48%	56%	55%	56%	57%
Going well over the speed limit	26%	27%	23%	28%▲	22%	24%	32%▲	24%	31%▲
Being the second or third car in an intersection at a yellow light	22%	21%	25%	22%	23%	20%	29%▲	23%	21%
Not letting someone into your lane	18%	19%	14%	20%	15%	18%	17%	16%	23%▲
Reading a text message	17%	19%	14%	18%	16%	15%	25%▲	15%	24%▲
Honking, screaming, or gesturing at another driver	16%	18%▲	11%	20%▲	10%	16%	16%	17%	15%
Turning or changing lanes without signaling	16%	16%	17%	16%	17%	17%	14%	15%	21%▲
Not stopping for a pedestrian at a crosswalk	12%	11%	14%	12%	13%	11%	15%	12%	12%
Not shoulder checking	12%	9%	20%▲	10%	16%▲	11%	15%	10%	17%▲
Talking or texting on a hand-held cell phone	12%	13%▲	8%	13%	10%	10%	16%▲	11%	16%
Not following road signs, signals, or road markings (e.g. left hand turn, U-turn, double solid yellow)	10%	10%	11%	10%	10%	9%	13%	9%	15%▲
Driving into an intersection and blocking either oncoming traffic or a pedestrian crosswalk	7%	6%	10%	7%	9%	6%	11%▲	8%	5%
Cutting someone off	5%	5%	4%	5%	5%	5%	6%	4%	7%
Nearly hitting a cyclist or pedestrian	5%	4%	6%	5%	4%	5%	4%	5%	5%

Base: All respondents (n=1,126)

B8. Over the past few months, have you caught yourself doing any of the following things while driving? B9. Over the past few months, have you personally witnessed someone else doing any of the following things while driving?



One-in-five drivers admit to have been “distracted or inattentive” over the past few months. Those who believe they’re a safer driver than others are just as likely to admit to speeding and running a light or a stop sign.

Bad Driving Activities

Open Ended Responses	Driver Rating			Safety Rating	
	Total (n=1126)	Above Average Driver (n=809)	Average or Less Driver) (n=317)	T2B Safety (n=857)	B2B Safety (n=269)
Distracted or inattentive driving (texting)	21%	20%	22%	19%	28% ▲
Speeding	17%	17%	14%	16%	18%
Running a light/stop sign	11%	10%	15%	11%	11%
Gotten angry/ impatient / aggressive	5%	5%	3%	5%	3%
Inappropriate passing/merging/lane change	3%	3%	2%	3%	3%
Driving in poor conditions/no snow tires/ poor visibility	2%	3%	0%	3%	1%

Base: All respondents (n=1,126)
 B7 - Thinking back over the past few months, what (if anything) have you done while driving that you know you probably shouldn't have?



Nearly all drivers say they have slowed down to let others merge into a lane and have waved/acknowledged friendly gestures. However, they are not seeing these actions reciprocated by other drivers to the same degree.

Good Driving Habits

Personally Done

Seen Others Done

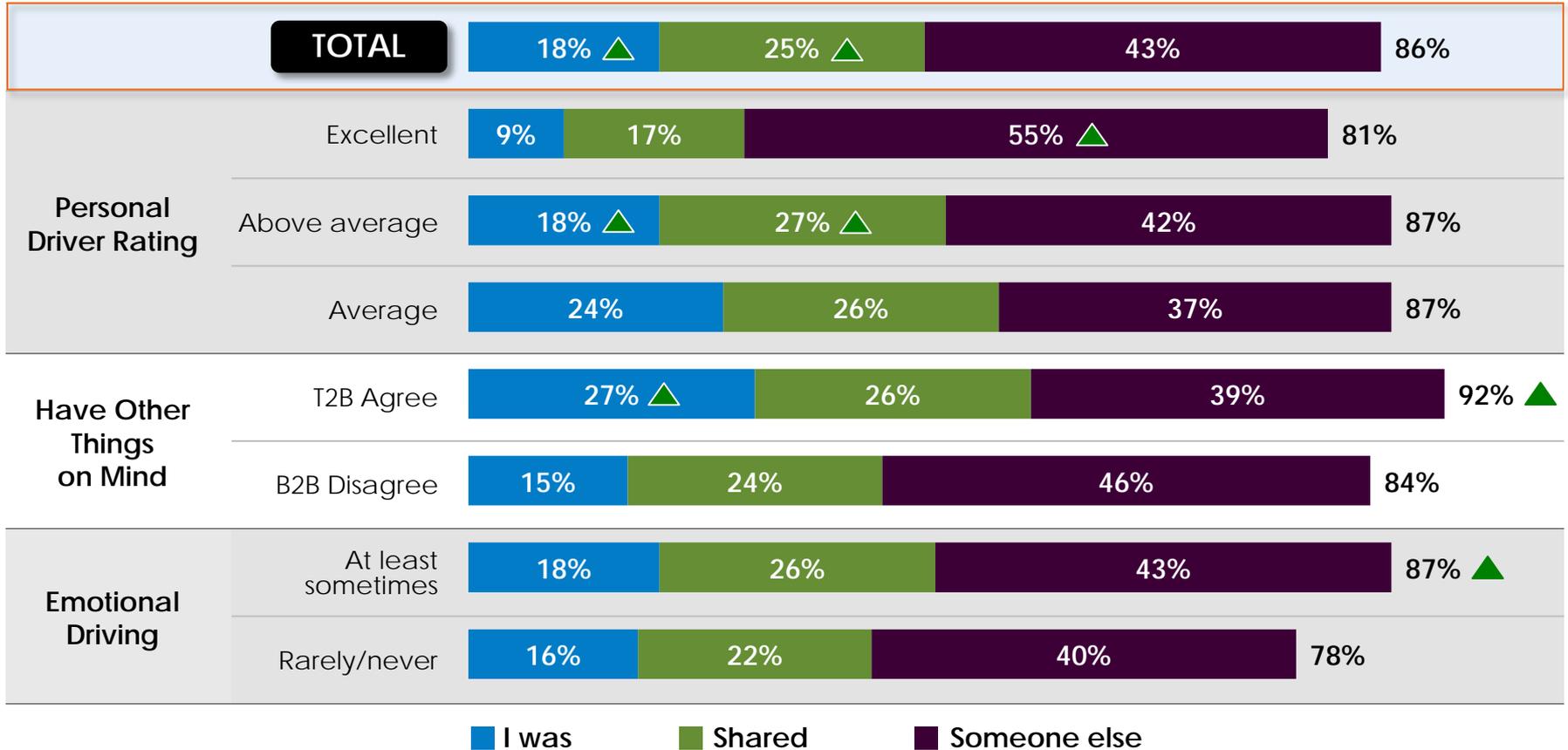


Base: All respondents (n=1,126)
 B10. Over the past few months, have you done any of the following while driving? B11. Over the past few months, **have you, personally, had another driver** do any of the following things for you?



Overall, nearly nine-in-ten drivers report having had a “near-miss”, but are more likely to say another driver was responsible. Those who admit to driving with something on their mind are significantly more likely to have had a “near miss” and admit their fault.

Near Misses



Base: All respondents (n=1,126)

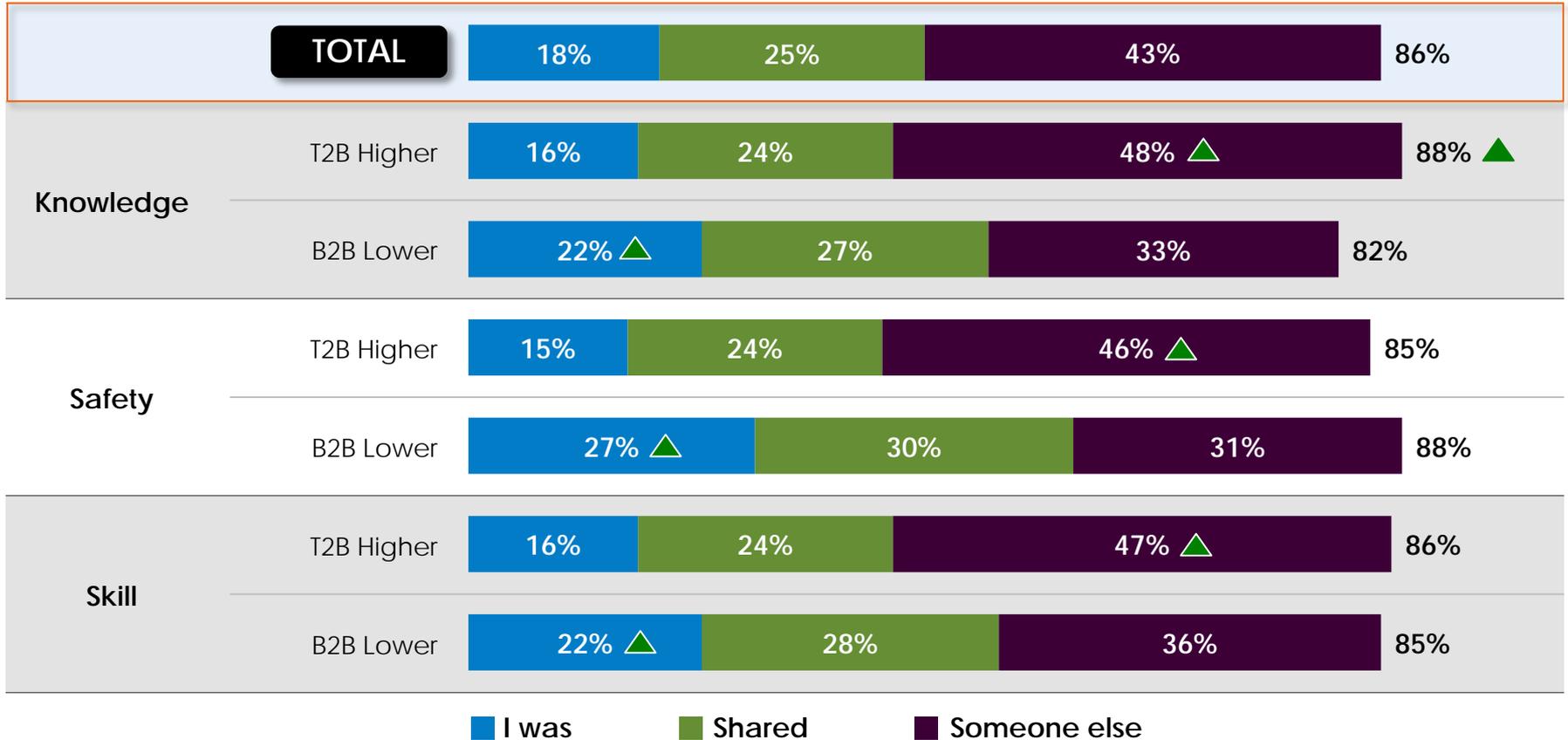
C1. Thinking about your last “near miss”, that is, an occasion when you almost had a collision with another vehicle, pedestrian, cyclist, or someone else, who do you think was responsible?

▲ Statistically significantly higher than other subgroup(s)



Those who rate themselves lower on their knowledge, skill, and safety are significantly more likely to admit that they were responsible for the most recent “near miss” they had.

Near Misses (Continued)



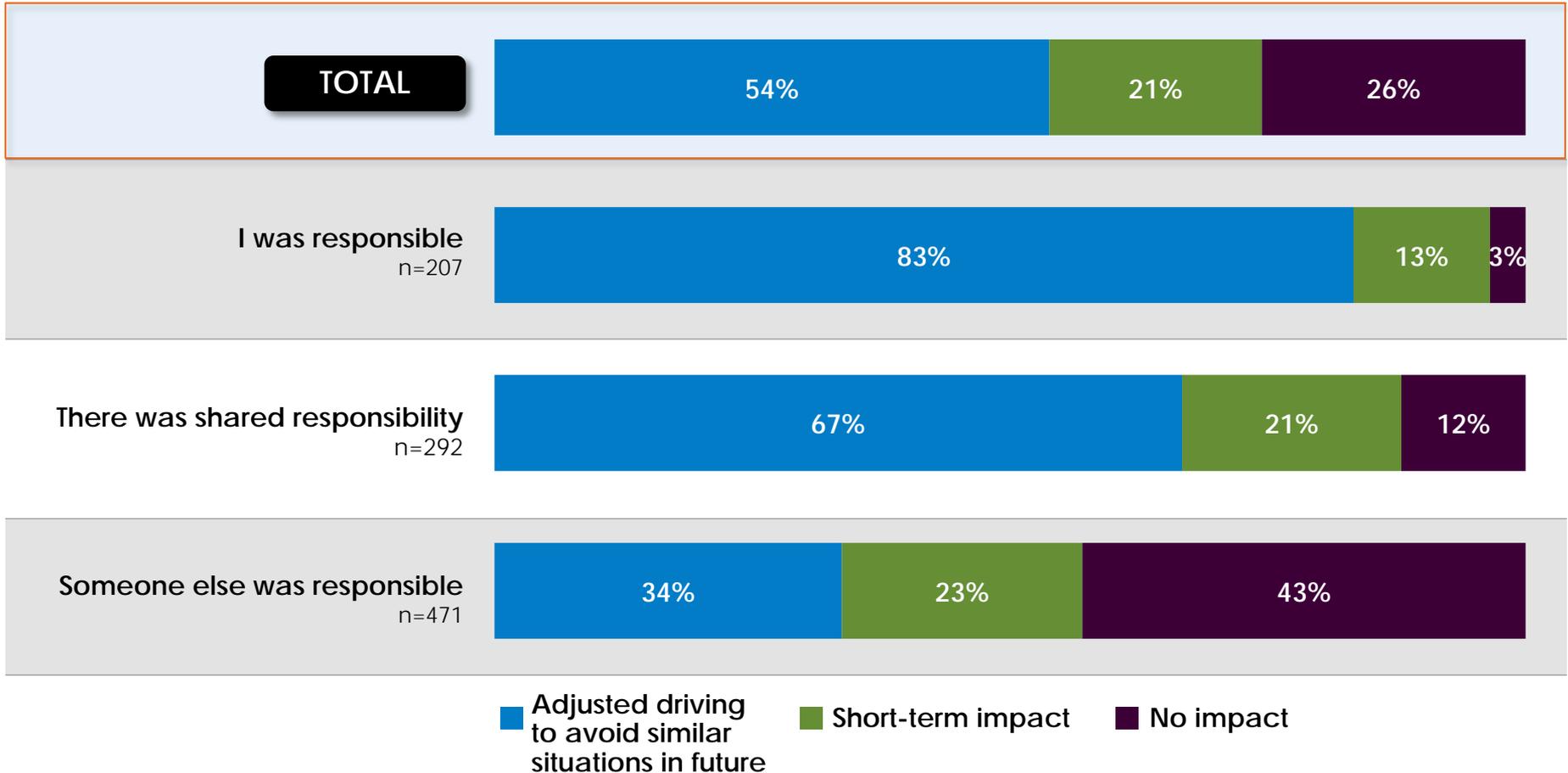
Base: All respondents (n=1,126)

C1. Thinking about your last “near miss, that is, an occasion when you almost had a collision with another vehicle, pedestrian, cyclist, or someone else, who do you think was responsible?



The greater responsibility a driver assumes for a “near miss”, the more likely it is that it will influence them to change their driving behaviour.

Impact of Near Miss



Base: Ever had a near miss encounter (n=970)

C2. How much did having a “near miss” encounter while you are driving change how you drive afterwards?



Driver's Test

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Drivers are generally confident in their ability to pass the written and road tests if they had to take them again. However, the level of “strong confidence” is lower on the written test.

Driving Test – Confidence in Passing

Not Confident

Confident



Not too confident ■ Not at all confident ■

■ Very confident ■ Somewhat confident

Base: All respondents (n=1,126)

D1. If you had to take your driving test again today, how confident are you that you would pass?



Fewer than one-quarter of drivers answered all of the driving questions correctly. Those who believe they are knowledgeable drivers are, in fact, no more knowledgeable than those who give themselves lower ratings.

Combined Score

	Confidence BEFORE Taking Test		Confidence AFTER Taking Test			Perceived Self Driving Knowledge	
	Confident (n=1,022)	Not Confident (n=104)	Very (n=334)	Somewhat (n=716)	Not too/ Not at all (n=76*)	T2B Higher (n=714)	B2B Lower (n=412)
Got 5/5 22%	22%	18%	33%▲	18%▲	9%	22%	21%
Got 4/5 37%	37%	40%	38%	38%	30%	39%	35%
Got 3/5 26%	26%	25%	23%	27%	29%	25%	27%
Got 2/5 12%	12%	13%	5%	14%▲	24%▲	11%	13%
Got 1/5 3%	3%	4%	2%	3%	8%	2%	4%

*Small sample size, interpret with caution.
Base: All respondents (n=1,126)
T1-T25. This sign means...?