



DRIVING HABITS

Simplified *Understanding*



Insurance Corporation
of British Columbia



INTRODUCTION

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Background & Objectives



ICBC

- For a second year, ICBC sought better understand current perceptions, attitudes, knowledge, skills and behaviours of BC drivers 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.)
 - Knowledge of current written/vehicle test.



Methodology & Sample



- The data presented in this report was collected via a **15-minute random online survey** managed by Insights West.
- The survey was **in-field May 14-20, 2018**.
- A total of interviews **1,010 interviews were conducted** across British Columbia, which was collected via the Angus Reid Forum *panel* (1010n).
 - 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	506
Fraser Valley	81
Vancouver Island	168
Southern BC	80
Northern BC	175
Total	1010

- 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 with an "L" license ("N" license ok), 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 1,010 British Columbians would yield a margin of error of +/- 3.1%, 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.



TOPLINE TAKEAWAYS

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Topline Takeaways

- Drivers **continue to believe that other drivers and driving in general is worse** than it was 5 years ago. (60% say other drivers are worse, 46% say that driving is worse).
 - Traffic congestion the main reason cited for driving being harder, while distracted driving and a lack of respect for driving rules are the most common complaints against other drivers.
- **Drivers are frustrated with the actions of other drivers** – more so than traffic or maintenance issues. The top frustrations that drivers experience include aggressive driving (56% say it is a top 3 frustration), distracted drivers (35%), and poor driving skills (29%).
- **Drivers hold themselves in high regards in terms of their own actions** behind the wheel as well as compared to other drivers. However, three-quarters of drivers have caught themselves doing actions behind the wheel that they shouldn't have in the past 3 months (eg. 44% have passed someone driving too slowly, 31% did not come to complete stop at stop sign).
 - Interestingly, those who give themselves higher ratings are no less likely to have bad driving habits than those who say they are average in their skills.
- **Drivers remain confident they could pass a written and road test** if they had to take them again. However, many drivers believe that the pass rate for the written test is higher than it actually is.
- **71% of drivers say they would be likely to take a refresher written test if it was available**, which aligns nicely in with the upcoming Drive Smart campaign objectives.
 - Drivers who are interested want to know if they have forgotten something, as well as learn what/how rules have changed.
 - A lack of time, and the belief that they're already a good driver are the main reasons drivers say they would not take the test.
- ICBC is perceived to have **the second highest presence behind the police** with regards to organizations that promote safe driving across the province.



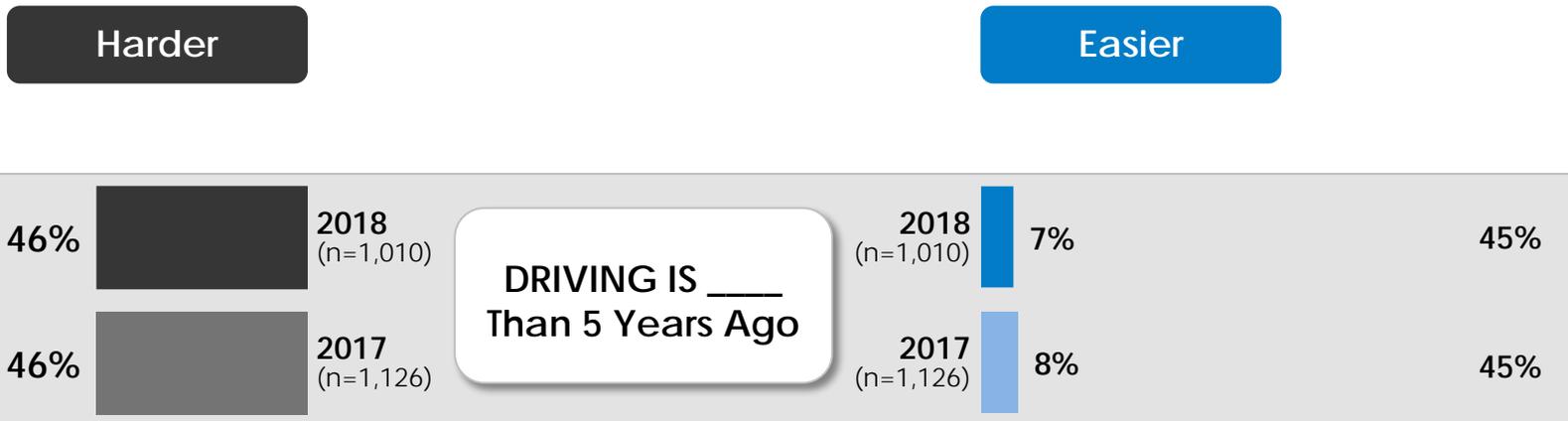
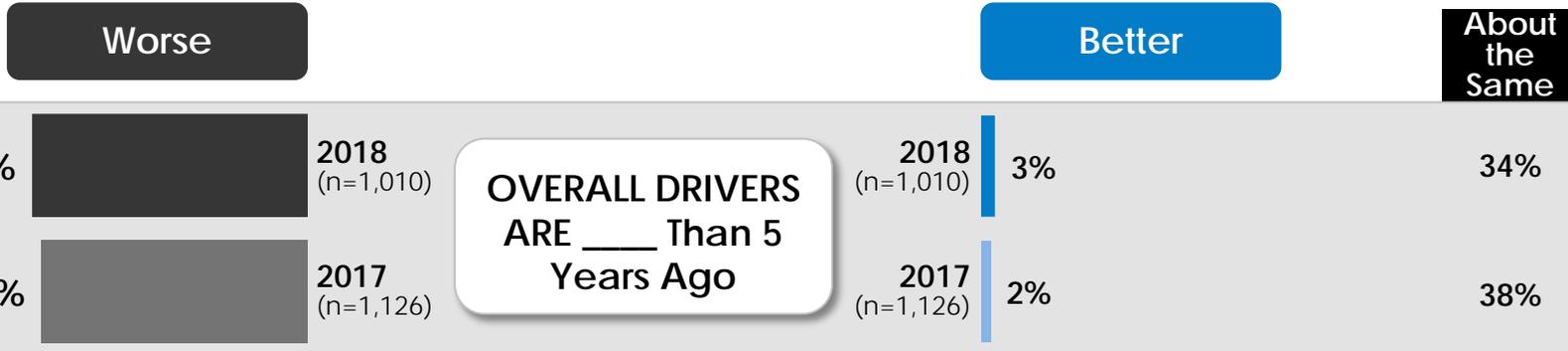
DETAILED FINDINGS

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The majority of drivers continue to believe other drivers are worse than they were five years ago. Nearly half of drivers believe that driving is harder than it was 5 years ago.

Driving Trends



Base: All respondents

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 cite their greater experience.

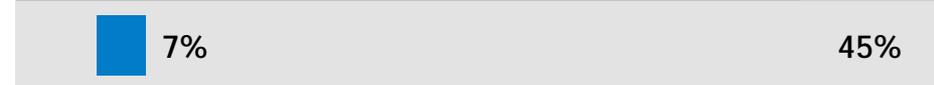
Reasons DRIVING is Easier/Harder

DRIVING IS ____ Than 5 Years Ago

Harder

Easier

About the Same



Reasons Driving is Harder
(n=458)

Reasons Driving is Easier
(n=60)*

More traffic congestion	73%
Distracted driving/cell phones/texting	15%
Bad/stupid driving behaviour/attitude of drivers	11%
Not following rules of the road/road signs	11%
Construction	9%
Speeding/driving too fast	9%
Bad cyclist behaviours/more cyclists/more bike lanes	8%
Careless drivers	8%
Aggressive/rude drivers	7%
Less courteous/ inconsiderate drivers	5%
Pedestrians	4%

I am a more experienced/confident/better driver	35%
Better roads/road signs	11%
Less traffic	11%
Better car	10%
Moved to area less busy/moved closer to work	9%
Better technology	8%
Don't have to drive as much/driving less	7%
More confident	6%

NOTE: Only responses of 4% or higher are shown. *Small base size, interpret with caution. Base: All respondents (n=1,010)
A2. All things considered, would you say driving is easier/harder than 5 years ago. A3. Why do you think driving is [INSERT RESPONSE FROM A2]?



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”.

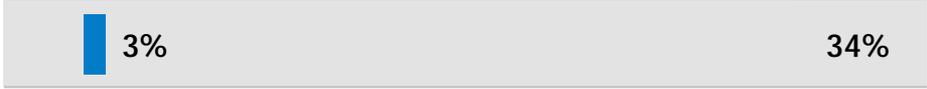
Reasons DRIVERS Are Better/Worse

Drivers Are ____ Than 5 Years Ago

Worse

Better

About the Same



Reasons Drivers are Worse (n=618)

Reasons Driving is Easier (n=19)**

**Base size too small to report

- Distracted drivers 41%
- Lack of respect for driving rules/laws 22%
- Speeding 16%
- Impatient drivers / Aggressive drivers 12%
- More traffic/congestion 6%
- Careless drivers 6%
- Lack of skill/training 5%
- Not signaling 5%
- Lack of knowledgeable of driving rules/laws 4%



NOTE: Only responses of 3% or higher are shown. Base: All respondents (n=1,010)
 A4. Overall, would you say drivers are better/ worse than they were five years ago A5. Why do you think driving is [INSERT RESPONSE FROM A2]?



Nearly all drivers say that the actions of other BC drivers frustrates them. Aggressive and distracted drivers are the biggest frustrations.

Top 3 Frustrations While Driving

NET: ACTIONS OF OTHER DRIVERS 96%

Aggressive drivers 56%

Inattentive/distracted drivers 38%

Poor or unskilled drivers 29%

Not signaling 23%

Slow drivers/driving slow in passing lane 21%

Poor lane usage 21%

Running red lights/not stopping at intersections 18%

NET INFRASTRUCTURE / EXTERNAL FACTORS 51%

Heavy traffic/congestion 33%

Poor road maintenance 15%

Roads and lights poorly planned 9%

Weather/natural conditions 6%

NET: NON-DRIVERS 22%

Cyclists/bike lanes 15%

Pedestrians not following rules of the road 9%

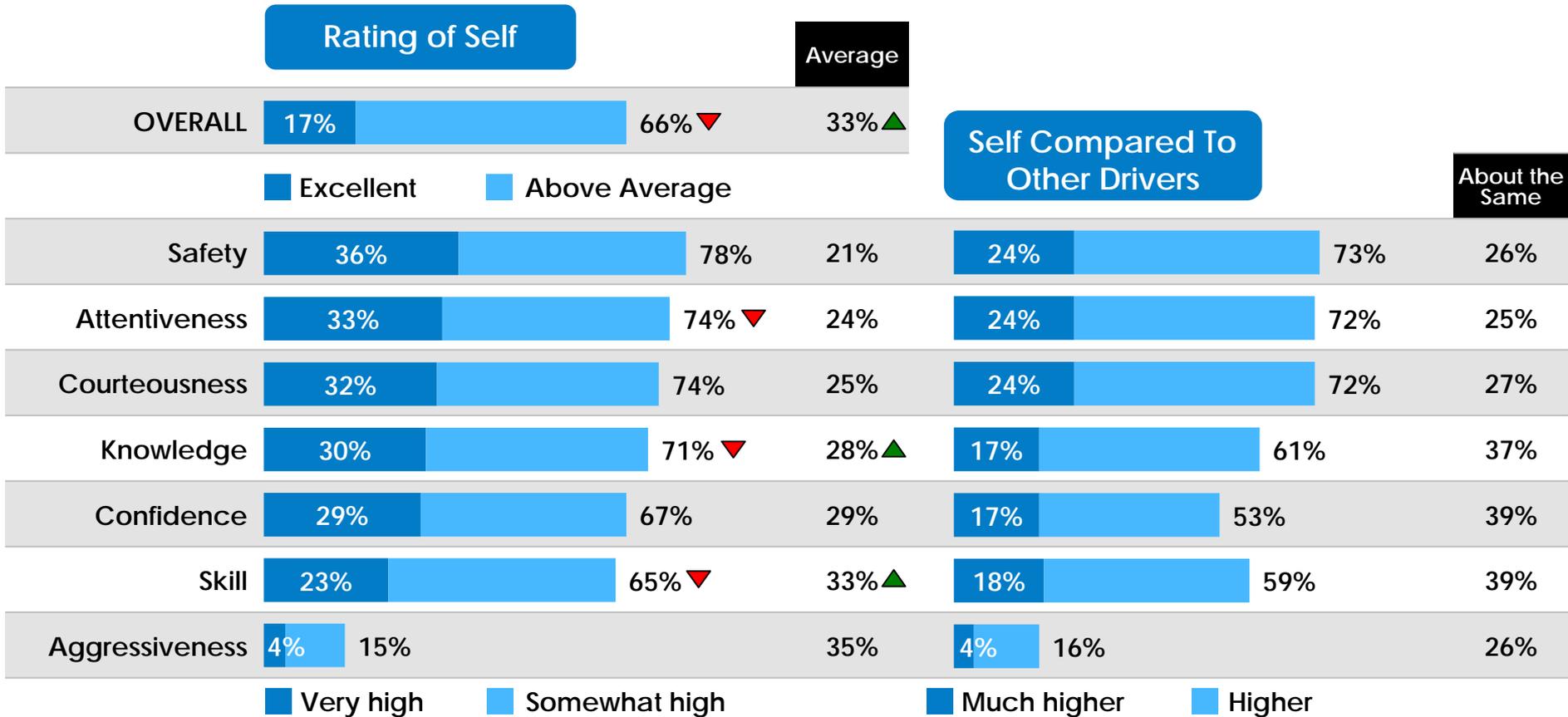
Base: All respondents (n=1,010)

B4b. What are the top three things that frustrate you about driving in British Columbia?



More drivers are acknowledging that they might not be "above average" in their overall driving behaviour, attentiveness, knowledge and skill. Even still, two-thirds of drivers rate their driving as "above average" indicating further opportunity for self reflection about their behaviours on the road.

Personal Driving Ratings

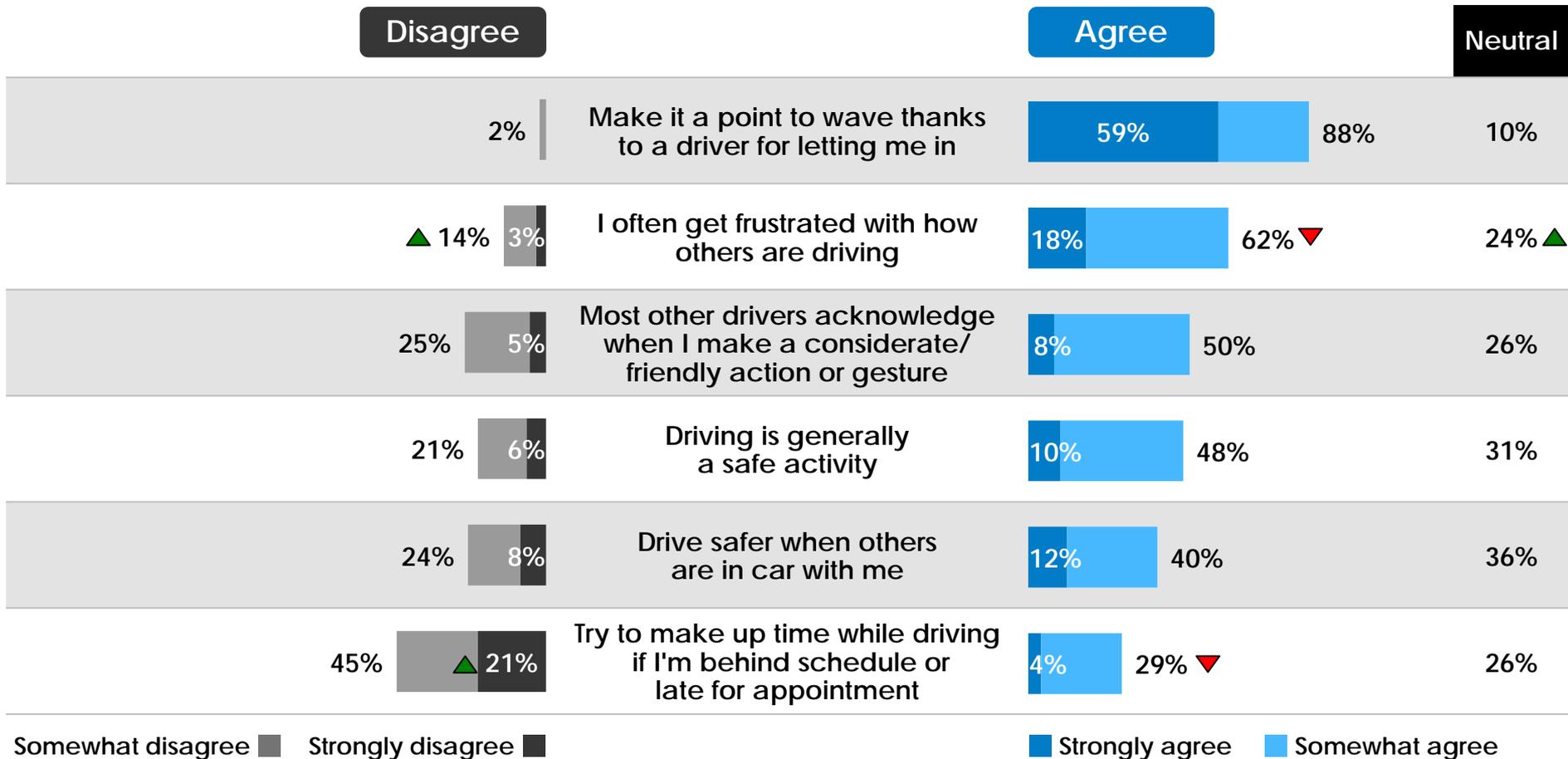


Base: All respondents (n=1,010)
 B1. How would you rate your driving overall? Would you rate it as...?
 B2. How would you rate **your driving** on the following attributes?
 B3. How would you rate yourself on the same characteristics, as **compared to other drivers**?



While fewer drivers are reporting that they get frustrated with how others are driving, the level of frustration is still high. The majority of drivers say they make a point to wave thanks, but it's not being reciprocated to the same degree.

Driver Agreement Statements



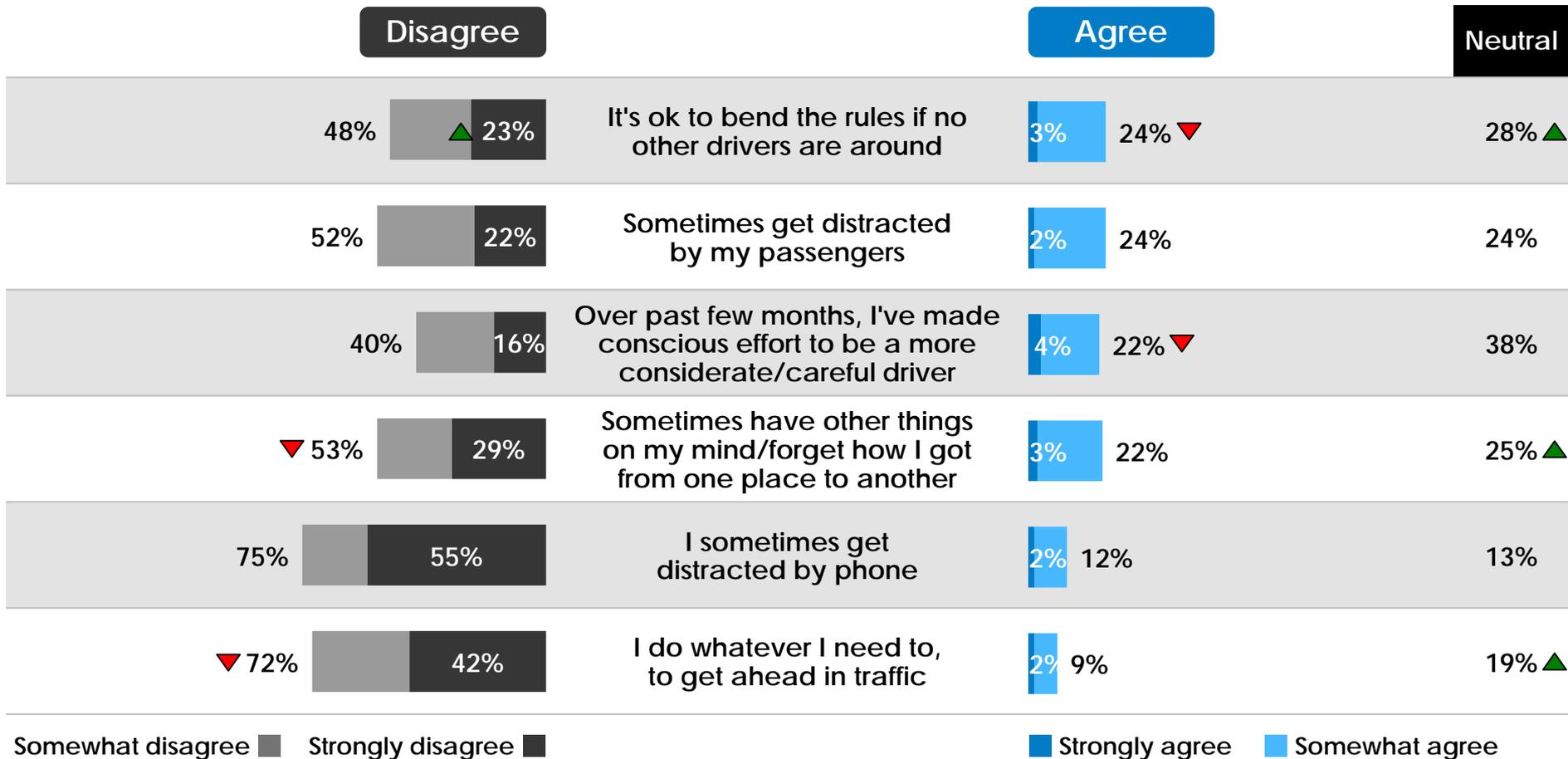
Base: All respondents (n=1,010)
 B4. How much do you agree or disagree with the following statements?

▲ Statistically significantly higher than previous year.
 ▼ Statistically significantly lower than previous year.



Nearly one-quarter of drivers believe it's ok to bend the rules if there are no other drivers around (down from 32% in 2017).

Driver Agreement Statements (Continued)



Base: All respondents (n=1,010)

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



The majority of drivers say they make it a point to thank other drivers for letting them in, particularly those that give themselves a high self assessment.

Driver Agreement Statements (2018)

% Agree (Very/Somewhat)	TOTAL (n=1,010)	SELF ASSESSMENT OF PERSONAL DRIVING				
		OVERALL RATING		KNOWLEDGE		
		Above Average (n=675)	Average/ Below Average (n=334)	Very High (n=302)	Somewhat High (n=416)	Average/ Low (n=292)
Make it a point to wave thanks to a driver for letting me in	88%	91% ▲	81%	91%	88%	82% ▼
Often get frustrated how others are driving	62%	65% ▲	56%	66%	65%	53% ▼
Most other drivers acknowledge when I make a considerate/friendly action or gesture	50%	51%	48%	58%	51%	40% ▼
Driving is generally a safe activity	48%	53% ▲	38%	56%	53%	33% ▼
Drive safer when others are in car with me	40%	40%	39%	39%	43%	36%
Try to make up time while driving if I'm behind schedule or late for appointment	29%	28%	31%	27%	30%	29%
It's ok to bend the rules if no other drivers are around	24%	24%	22%	23%	27% ▲ <small>Very High</small>	20%
Sometimes get distracted by my passengers	24%	21%	28% ▲	20%	25%	26%
Over past few months, I've made conscious effort to be a more considerate/careful driver	22%	20%	26%	19%	26% ▲	19%
Sometimes have other things on my mind/forget how I got from one place to another	22%	21%	24%	18%	25% ▲ <small>Very High</small>	23%
Sometimes get distracted by phone	12%	12%	11%	10%	14%	10%
I do whatever I need to, to get ahead in traffic	9%	11% ▲	6%	13% ▲ <small>Average/Low</small>	9%	6%

Base: All respondents

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

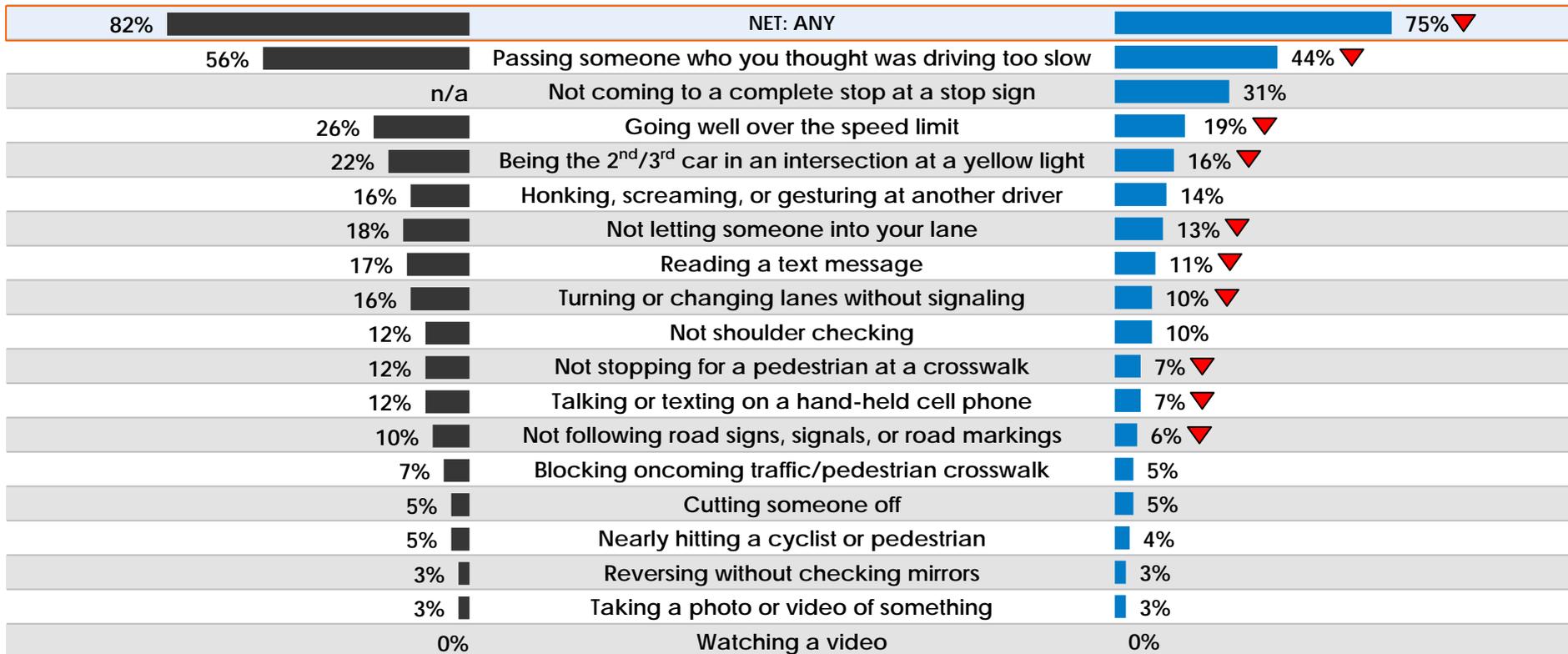


Despite some reductions (which may indicate internalization of some of the previous Drive Smart initiatives and other external factors such as new/stricter laws), the majority of drivers continue to admit to bad behaviours while driving.

Bad Driving Habits (Personally Done)

2017
(n=1,126)

2018
(n=1,010)



Base: All respondents

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



There are few differences in behaviours between those rate themselves as above average drivers and those who say they are only average or below average.

Bad Driving Habits (Personally Done)

	SELF ASSESSMENT OF PERSONAL DRIVING					
	TOTAL (n=1,010)	DRIVER RATING		KNOWLEDGE		
		Above Average (n=675)	Average/ Below Average (n=334)	Very High (n=302)	Somewhat High (n=416)	Average/ Low (n=292)
NET: ANY	75%	75%	75%	69% ▼	77%	77%
Passing someone who you thought was driving too slow	44%	45%	41%	44%	48% ▲ Average/ Low	39%
Not coming to a complete stop at a stop sign	31%	32%	30%	29%	33%	31%
Going well over the speed limit	19%	20%	17%	17%	21%	17%
Being the 2 nd /3 rd car in an intersection at a yellow light	16%	15%	18%	15%	19%	14%
Honking, screaming, or gesturing at another driver	14%	15%	12%	14%	16%	12%
Not letting someone into your lane	13%	15%	11%	14%	12%	14%
Reading a text message	11%	12%	10%	10%	12%	11%
Turning or changing lanes without signaling	10%	9%	10%	6%	12% ▲ Very High	9%
Not shoulder checking	10%	8%	15% ▲	7%	10%	14% ▲ Very High
Not stopping for a pedestrian at a crosswalk	7%	7%	6%	6%	7%	8%
Talking or texting on a hand-held cell phone	7%	8%	5%	8%	8%	5%
Not following road signs, signals, or road markings	6%	5%	7%	6%	6%	6%
Blocking oncoming traffic/pedestrian crosswalk	5%	4%	8%	3%	8% ▲ Very High	5%
Cutting someone off	5%	5%	5%	4%	5%	4%
Nearly hitting a cyclist or pedestrian	4%	3%	5%	3%	5%	2%
Reversing without checking mirrors	3%	2%	5% ▲	1% ▼	4%	4%
Taking a photo or video of something	3%	3% ▲	1%	3%	3%	2%
Watching a video	0%	0%	0%	31%	23%	23%

Base: All respondents

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



Driver's Test

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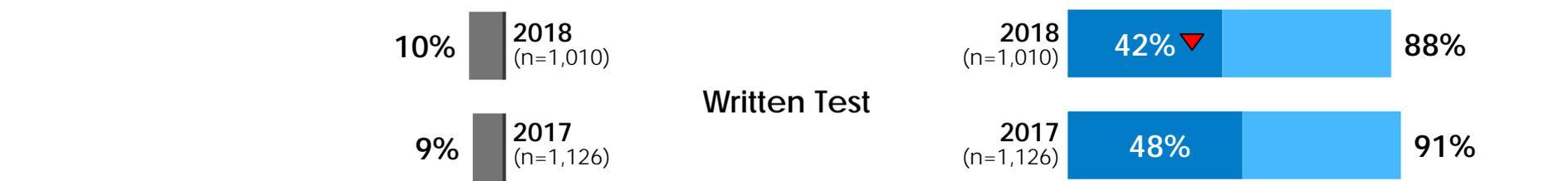


Drivers remain confident in their ability to pass the written and road tests if they had to take them again. However, the level of “strong confidence” has declined with regards to passing both the written and road test.

Driving Test – Confidence in Passing

Not Confident

Confident



Not too confident ■ Not at all confident ■

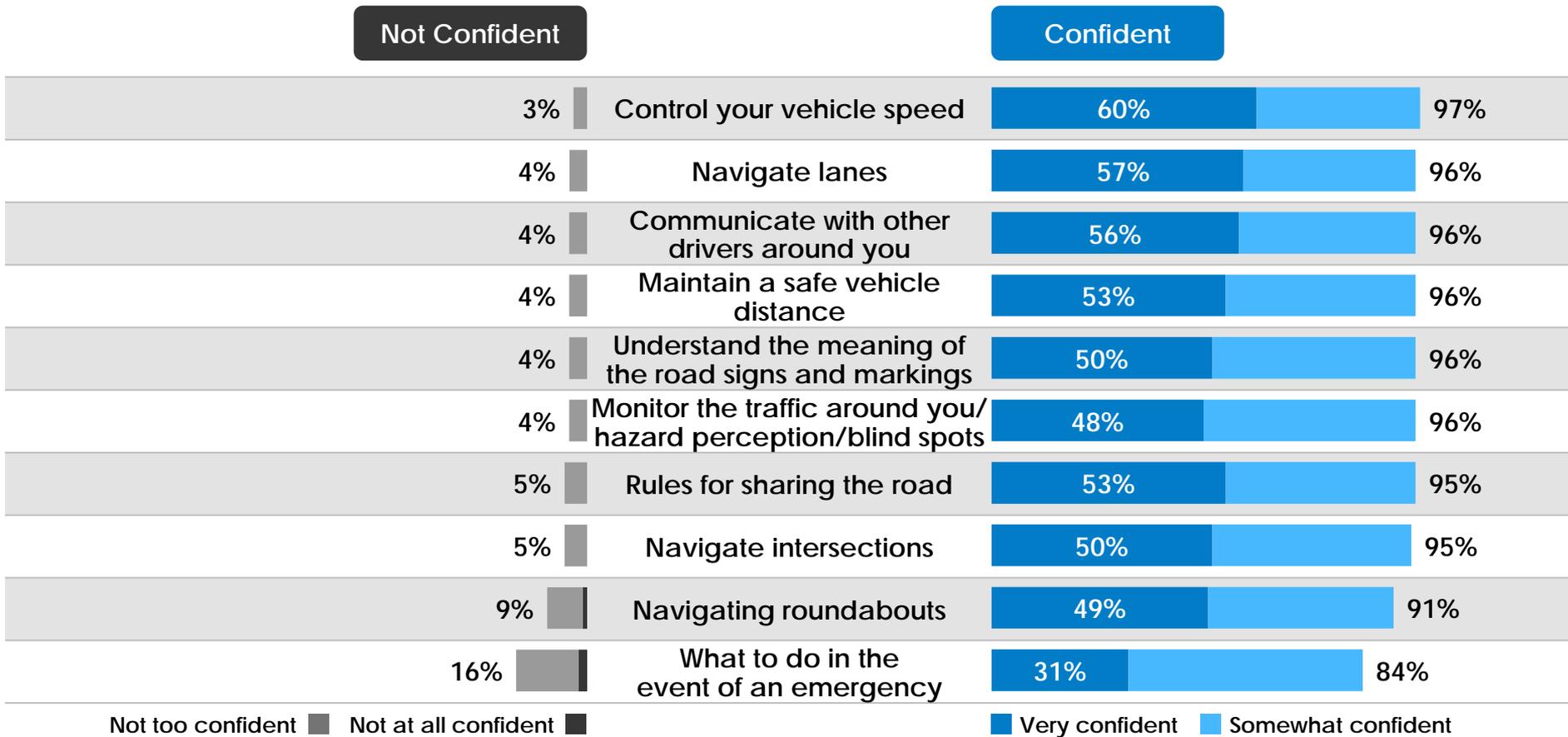
Very confident ■ Somewhat confident ■

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



Drivers are confident in how they rate their knowledge of the rules and regulations around driving. Drivers are least confident about what to do in the event of an emergency.

Knowledge of Rules and Recommendations for Specific Actions



Base: All respondents (n=1,010)

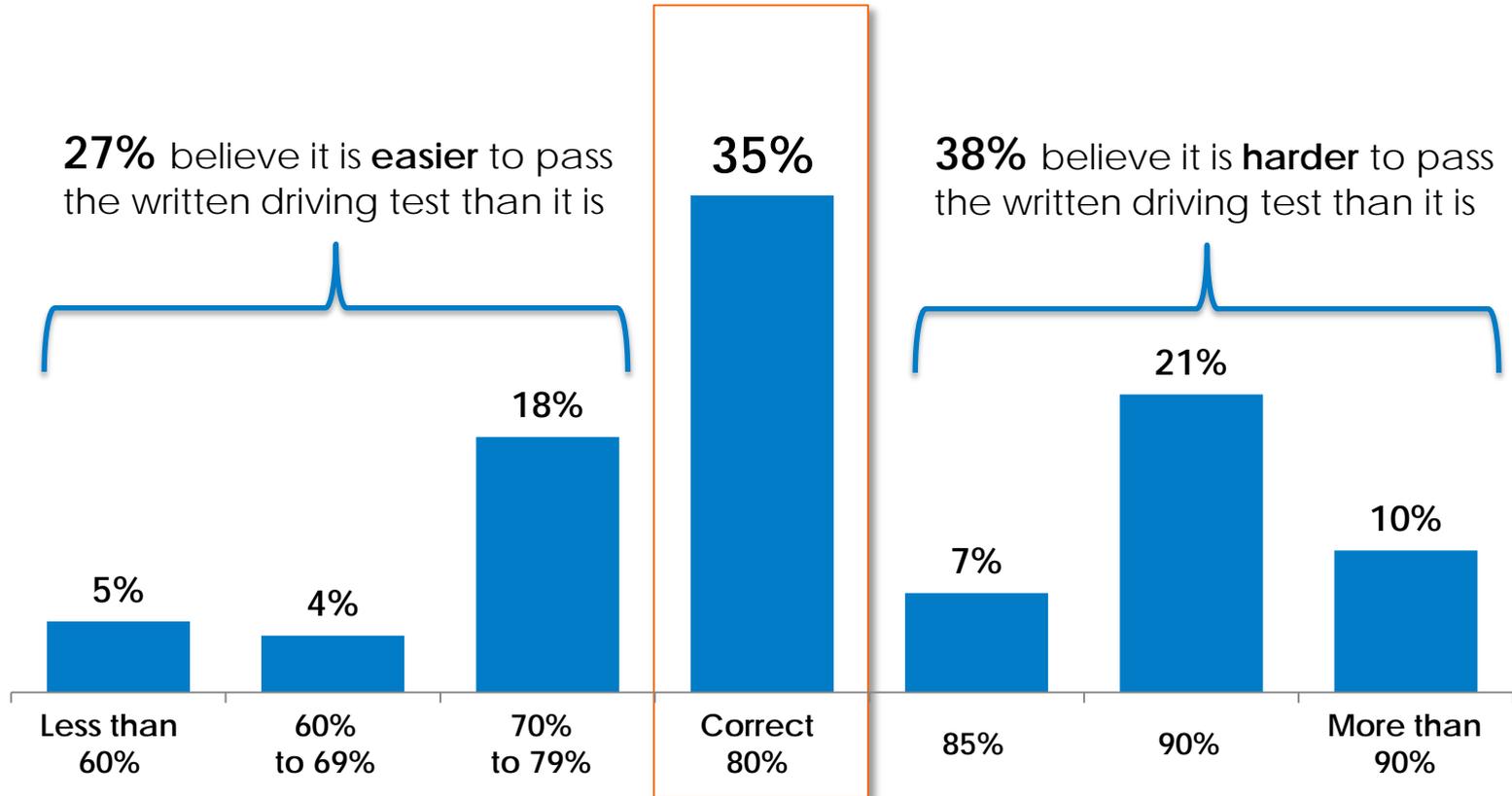
D2. How confident are you in your ability to do the following...?

D3. How confident are you in your **knowledge of the rules and recommendations** on doing the following activities...?



One-quarter of drivers believe it is easier to pass the written driving test than it actually is, while 38% believe it is harder than it currently is.

Percentage Needed to Pass Driving Test



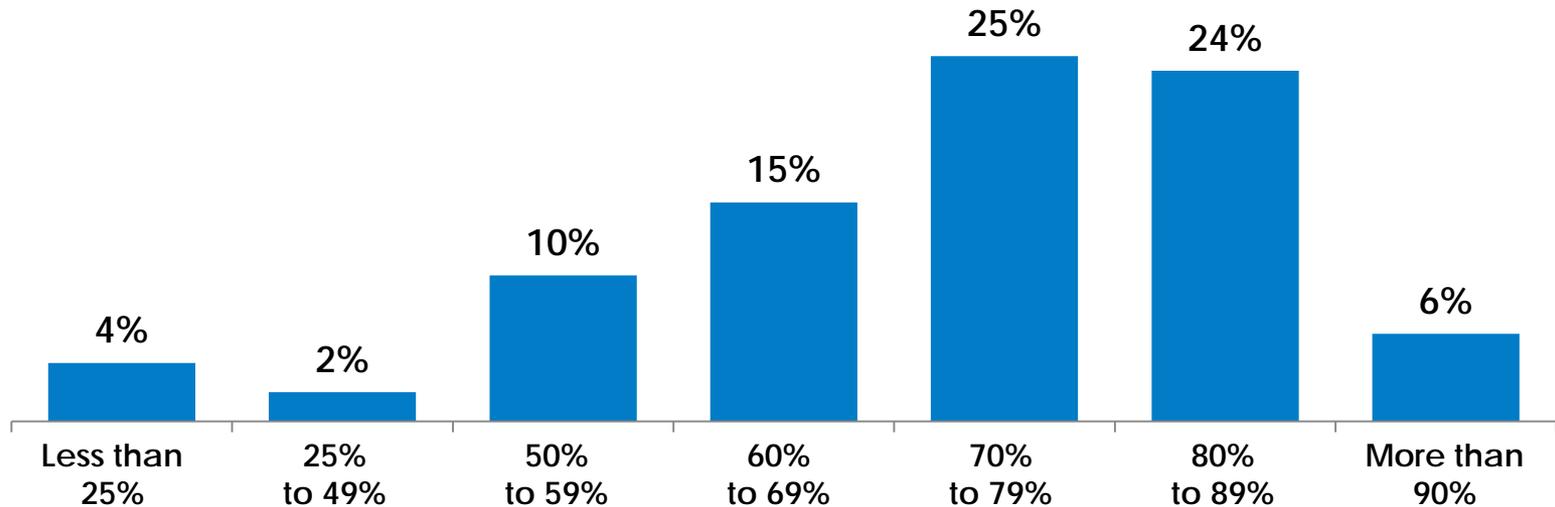
Base: All respondents (n=1,010)

D1a. What percentage score do you think you need to get in order to pass the written driving test?



The majority of drivers believe the pass rate for the written driving test is 70% or higher, which is not reflective of the actual pass rates.

Perceived Pass Rate For Written Test



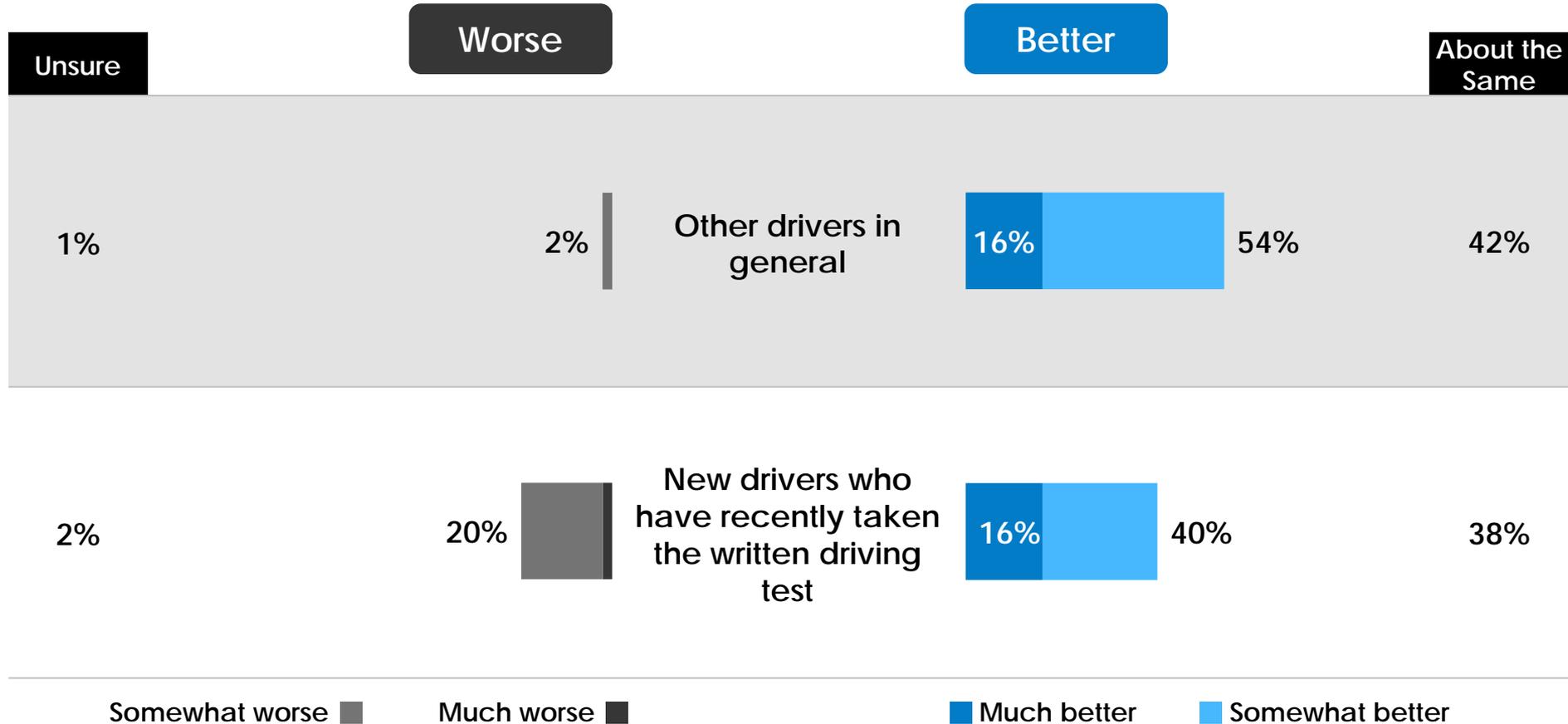
Base: All respondents (n=1,010)

D1b. What do you think is the overall pass rate for those attempting the written driving test?



Half of drivers believe they do better than other drivers in general on a written road test. Fewer believe they would do better than new drivers who have recently taken a driving test.

Driving Test – Confidence in Passing



Base: All respondents (n=1,010)

D1c. If you were to take the written road test today, do you think you would do better or worse than...



Two-thirds of drivers say that it would be worthwhile to take a refresher written test, no matter a driver's experience. A similar proportion feels they would learn new things.

Interest in Refresher Course

Disagree

Agree

12% 6%

If a refresher written test were available, it would be worthwhile to complete, no matter how experienced a driver is

27% 66%

12% 4%

If a refresher written test were available, I would be curious to complete it to see how I would do

22% 65%

12% 5%

I think I would learn new things if I took a refresher written test

16% 61%

27% 8%

I feel like there are rules of the road that I've forgotten

8% 41%

Claimed Level of Knowledge
 Very High: 55%
 Somewhat 63%
 Average/Low: 66%

Very High: 30%
 Somewhat 43%
 Average/Low: 48%

Somewhat disagree ■ Strongly disagree ■

■ Strongly agree ■ Somewhat agree

Base: All respondents (n=1,010)

D1d. How much do you agree or disagree with the following statements?



Nearly three-quarters of drivers say they would be interested in taking a refresher written test if it was available. They're interested in knowing if they have forgotten something, as well as learn what/how rules have changed.

Likelihood of Retaking Test

Unlikely

Somewhat unlikely ■ Very unlikely ■

29% 11%

Reasons Unlikely (n=268)

No time/time consuming/too busy 24%

Already a good/experienced/knowledgeable driver 16%

Don't need it/not necessary 11%

May cost money/would not pay for it 10%

Not worth it/don't see its value to me 7%

Would take it only if mandatory 7%

Not interested 5%

Likely

■ Very likely ■ Somewhat likely

24% 71%

Reasons Likely (n=741)

27% To refresh/ have a reminder/see if I have forgotten something

23% To see how I would do/test my skills/curiosity

20% To learn the new rules/what has changed/to be up-to-date

11% To make sure I know the rules/knowledge

7% To be a better/safer driver

3% Good thing to do/interesting

3% To feel more confident/to be reassured

Base: All respondents (n=1,010)

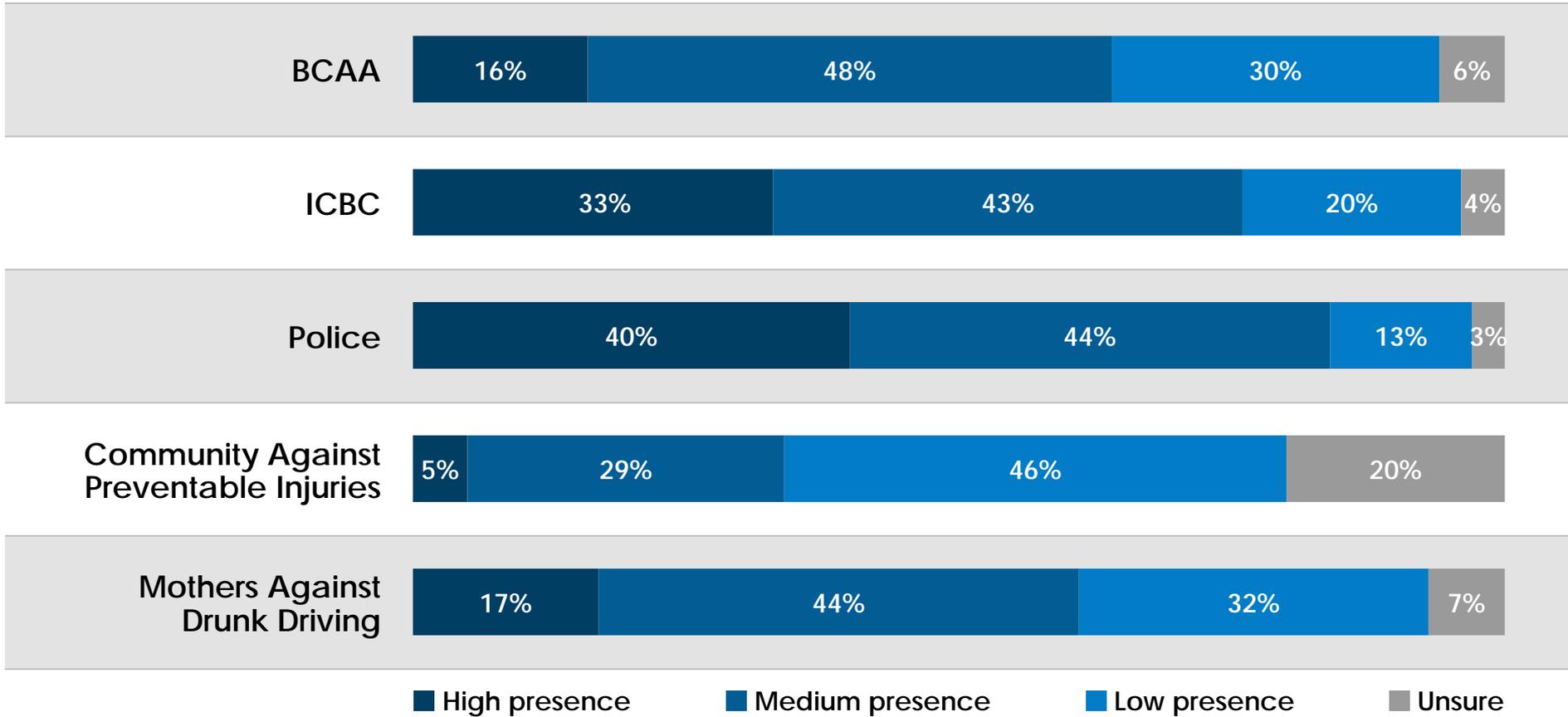
D1e. If a refresher written test were available, how likely would you be to take it?

D1f. Why would you be [likely/unlikely] to take the refresher written test, if it were available?



ICBC is perceived to have the second highest presence behind the police in terms of organizations that promote safe driving across the province.

Presence of Organizations to Promote Safe Driving in British Columbia



Base: All respondents (n=1,010)

D4. Thinking about organizations that work to promote safe driving in British Columbia, please describe how much of a presence you think each has in this area.



Respondent Profile

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A decorative footer graphic consisting of a network of grey lines and circles of various sizes, some containing small white magnifying glass icons, set against a light grey background.



Demographic Profile

■ 2018 (n=1,010)
■ 2017 (n=1,126)

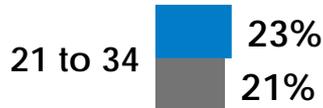
Gender



Region



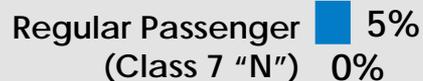
Age



Hours Driving/Week



Type of Driver's License



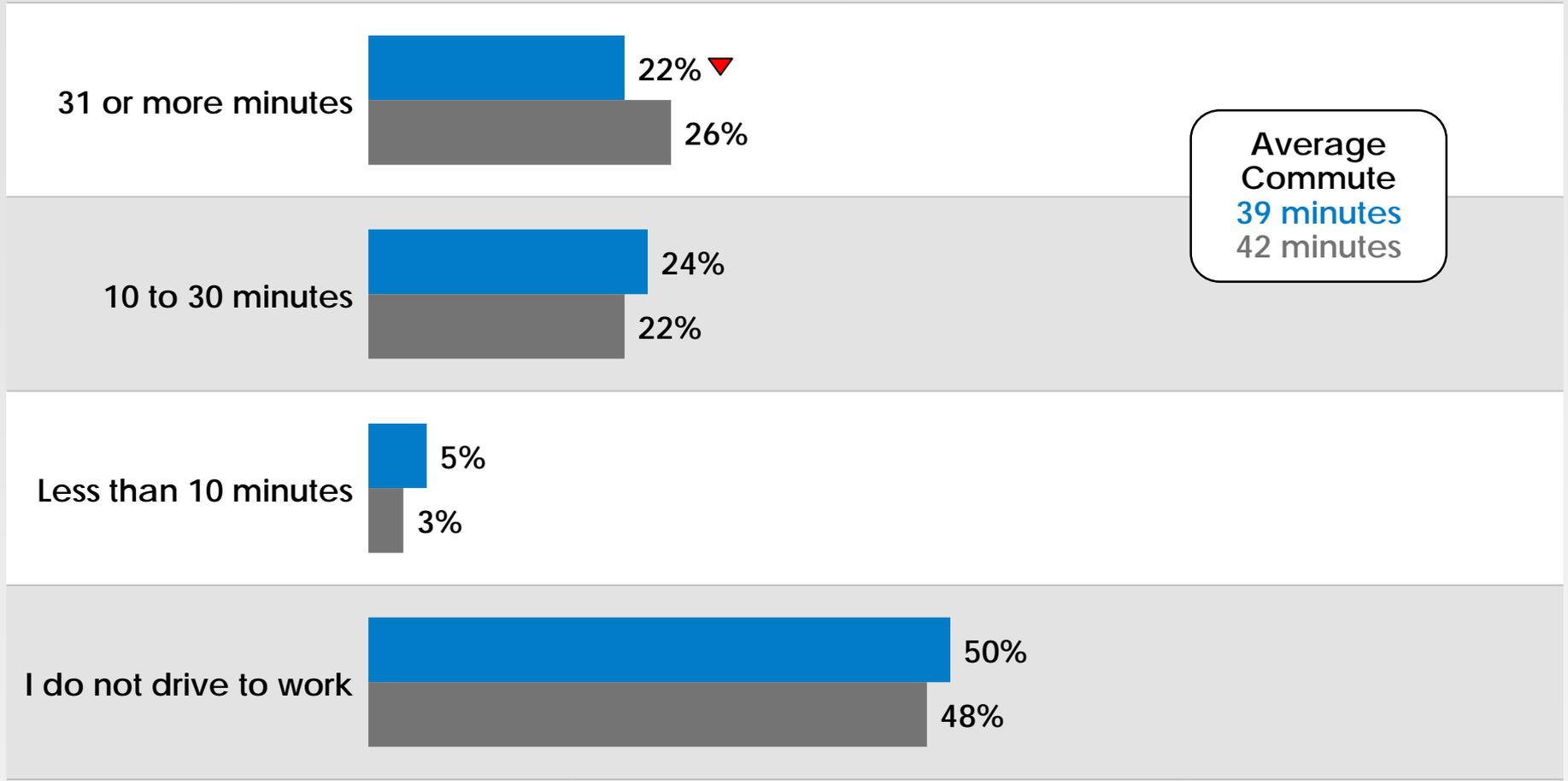
▲ Statistically significantly **higher** than previous year.
▼ Statistically significantly **lower** than previous year.



Demographic Profile

■ 2018 (n=1,010)
■ 2017 (n=1,126)

Minutes Commuting Per Day



▲ Statistically significantly higher than previous year.
▼ Statistically significantly lower than previous year.

For more information on this report, please contact:

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