

How many hours do you drive in an average week?

		Gender		AGE			REGION		
	Total	Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: All Respondents	1007	383	624	170	376	461	486	203	318
Weighted	1007	494	513	289	395	323	521	176	311
0	184	90	93	92	54	37	111	27	46
	18%	18%	18%	32%	14%	11%	21%	15%	15%
				DE*					
1 - 10	637	290	348	147	254	236	305	111	221
	63%	59%	68%	51%	64%	73%	59%	63%	71%
			A	*	C	CD			A
11 - 20	112	62	50	25	50	37	65	22	25
	11%	12%	10%	9%	13%	11%	12%	13%	8%
				*					
21-30	27	14	13	3	16	7	12	5	9
	3%	3%	3%	1%	4%	2%	2%	3%	3%
				*					
31-40	24	22	3	16	7	1	12	8	5
	2%	4%	1%	6%	2%	*	2%	5%	2%
		B		E*					
41-50	15	12	3	5	7	4	11	-	4
	2%	2%	1%	2%	2%	1%	2%	-	1%
				*					
51-60	5	5	1	-	5	-	4	1	-
	1%	1%	*	-	1%	-	1%	1%	-
				*	E				
81-90	1	-	1	-	1	-	-	1	-
	*	-	*	-	*	-	-	*	-
				*					
91-100	1	-	1	1	-	-	1	-	-
	*	-	*	*	-	-	*	-	-
				*					
101+	1	1	-	-	-	1	-	-	1
	*	*	-	-	-	*	-	-	*
				*					
Summary									
Mean	7.6	9.1	6.1	7.1	8.8	6.6	7.9	8	6.9
		B		*	E				

[Gas prices won’t hold me back from a driving vacation this summer.]

How much do you agree or disagree with the following statements about planning a summer road trip?

		Gender		AGE			REGION		
	Total	Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: Respondents Who Drive In Every Week	848	331	517	115	323	410	385	181	282
Weighted	823	404	419	197	340	286	410	149	265
Gas prices won’t hold me back from a driving vacation this summer.									
Agree strongly	163	89	74	42	53	68	89	25	49
	20%	22%	18%	21%	16%	24%	22%	17%	19%
				*		D			
Agree somewhat	288	144	145	62	124	103	153	57	78
	35%	36%	35%	32%	36%	36%	37%	38%	30%
				*					
Disagree somewhat	187	84	104	40	83	64	90	37	61
	23%	21%	25%	20%	24%	22%	22%	25%	23%
				*					
Disagree strongly	130	58	71	38	58	34	52	20	58
	16%	14%	17%	19%	17%	12%	13%	13%	22%
				*					A
No opinion	55	30	25	15	22	18	25	10	20
	7%	7%	6%	8%	6%	6%	6%	7%	7%
				*					
Summary									
Top2Box (Strongly/ Somewhat agree)	452	232	219	104	177	171	242	82	127
	55%	58%	52%	53%	52%	60%	59%	55%	48%
				*		D	C		
Low2Box (Strongly/Somewhat disagree)	317	142	175	78	141	98	142	57	118
	38%	35%	42%	40%	42%	34%	35%	38%	45%
				*	E				A

[I always ensure I get my vehicle tuned up before a road trip.]

How much do you agree or disagree with the following statements about preparing your vehicle for a summer road trip?

		Gender		AGE			REGION		
	Total	Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: Respondents Who Drive In Every Week	848	331	517	115	323	410	385	181	282
Weighted	823	404	419	197	340	286	410	149	265
I always ensure I get my vehicle tuned up before a road trip.									
Agree strongly	264	106	158	40	111	113	105	57	101
	32%	26%	38%	21%	33%	39%	26%	39%	38%
			A	*		C		A	A
Agree somewhat	274	136	138	56	122	96	143	52	79
	33%	34%	33%	28%	36%	34%	35%	35%	30%
				*					
Disagree somewhat	189	108	81	72	65	52	101	29	59
	23%	27%	19%	36%	19%	18%	25%	19%	22%
		B		DE*					
Disagree strongly	57	33	24	21	24	13	36	7	13
	7%	8%	6%	11%	7%	4%	9%	5%	5%
				*					
No opinion	40	22	18	8	19	12	24	4	11
	5%	5%	4%	4%	6%	4%	6%	3%	4%
				*					
Summary									
Top2Box (Strongly/ Somewhat agree)	538	242	296	96	233	209	248	109	181
	65%	60%	71%	49%	68%	73%	61%	73%	68%
			A	*	C	C		A	
Low2Box (Strongly/Somewhat disagree)	246	141	105	93	88	65	137	36	73
	30%	35%	25%	47%	26%	23%	33%	24%	28%
		B		DE*					

[I don't have my vehicle serviced/tuned up before a road trip because I don't expect anything will happen to my vehicle.]

How much do you agree or disagree with the following statements about preparing your vehicle for a summer road trip?

		Gender		AGE			REGION		
	Total	Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: Respondents Who Drive In Every Week	848	331	517	115	323	410	385	181	282
Weighted	823	404	419	197	340	286	410	149	265
I don't have my vehicle serviced/tuned up before a road trip because I don't expect anything will happen to my vehicle.									
Agree strongly	36	24	11	15	11	10	21	9	6
	4%	6%	3%	8%	3%	3%	5%	6%	2%
				*					
Agree somewhat	131	82	50	50	52	30	76	25	30
	16%	20%	12%	25%	15%	10%	19%	17%	11%
		B		E*			C		
Disagree somewhat	251	123	127	71	113	67	138	40	72
	30%	31%	30%	36%	33%	23%	34%	27%	27%
				E*	E				
Disagree strongly	356	145	211	47	142	166	152	71	133
	43%	36%	50%	24%	42%	58%	37%	47%	50%
			A	*	C	CD			A
No opinion	50	30	20	14	22	14	22	4	24
	6%	7%	5%	7%	6%	5%	5%	3%	9%
				*					B
Summary									
Top2Box (Strongly/ Somewhat agree)	167	106	61	65	63	39	97	34	36
	20%	26%	15%	33%	18%	14%	24%	23%	14%
		B		DE*			C	C	
Low2Box (Strongly/Somewhat disagree)	606	269	338	118	255	233	291	111	205
	74%	66%	81%	60%	75%	81%	71%	74%	77%
			A	*	C	C			

[I spend more time packing the car and picking music for my road trip than checking the safety of my vehicle.]

How much do you agree or disagree with the following statements about summer road trips?

		Gender		AGE			REGION		
	Total	Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: Respondents Who Drive In Every Week	848	331	517	115	323	410	385	181	282
Weighted	823	404	419	197	340	286	410	149	265
I spend more time packing the car and picking music for my road trip than checking the safety of my vehicle.									
Agree strongly	46	28	18	26	15	6	22	9	15
	6%	7%	4%	13%	4%	2%	5%	6%	6%
				DE*					
Agree somewhat	132	49	83	55	59	19	82	17	34
	16%	12%	20%	28%	17%	6%	20%	11%	13%
			A	E*	E		BC		
Disagree somewhat	268	143	125	81	116	71	141	50	77
	33%	35%	30%	41%	34%	25%	34%	34%	29%
				E*	E				
Disagree strongly	339	163	176	26	135	178	141	68	130
	41%	40%	42%	13%	40%	62%	35%	46%	49%
				*	C	CD		A	A
No opinion	38	20	17	9	16	13	24	5	10
	5%	5%	4%	5%	5%	4%	6%	3%	4%
				*					
Summary									
Top2Box (Strongly/ Somewhat agree)	179	77	101	81	74	24	104	26	49
	22%	19%	24%	41%	22%	8%	25%	18%	18%
				DE*	E				
Low2Box (Strongly/Somewhat disagree)	607	306	301	107	251	249	282	118	207
	74%	76%	72%	54%	74%	87%	69%	79%	78%
				*	C	CD		A	A

[I always ensure I’m covered for travel medical insurance for long trips to the U.S.]

How much do you agree or disagree with the following statements about planning a summer road trip?

		Gender		AGE			REGION		
	Total	Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: Respondents Who Drive In Every Week	848	331	517	115	323	410	385	181	282
Weighted	823	404	419	197	340	286	410	149	265
I always ensure I’m covered for travel medical insurance for long trips to the U.S.									
Agree strongly	458	199	259	72	178	208	216	86	156
	56%	49%	62%	37%	52%	73%	53%	58%	59%
			A	*	C	CD			
Agree somewhat	145	84	61	51	65	28	104	18	23
	18%	21%	15%	26%	19%	10%	25%	12%	9%
				E*	E		BC		
Disagree somewhat	73	42	31	27	32	13	44	14	14
	9%	10%	7%	14%	9%	5%	11%	9%	5%
				E*	E		C		
Disagree strongly	35	17	18	6	20	9	12	10	12
	4%	4%	4%	3%	6%	3%	3%	7%	5%
				*					
No opinion	112	63	50	40	45	27	32	20	60
	14%	15%	12%	20%	13%	9%	8%	14%	23%
				E*					A
Summary									
Top2Box (Strongly/ Somewhat agree)	603	283	320	124	243	237	320	104	178
	73%	70%	76%	63%	71%	83%	78%	70%	67%
				*		CD	C		
Low2Box (Strongly/Somewhat disagree)	108	59	49	33	52	23	57	24	27
	13%	15%	12%	17%	15%	8%	14%	16%	10%
				E*	E				

[I sometimes take short trips (one night) to the U.S. without travel medical insurance because I just don't expect to have a medical

How much do you agree or disagree with the following statements about planning a summer road trip?

		Gender		AGE			REGION		
	Total	Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: Respondents Who Drive In Every Week	848	331	517	115	323	410	385	181	282
Weighted	823	404	419	197	340	286	410	149	265
I sometimes take short trips (one night) to the U.S. without travel medical insurance because I just don't expect to have a medical emergency in that short time.									
Agree strongly	43	23	20	17	14	12	30	5	8
	5%	6%	5%	9%	4%	4%	7%	3%	3%
				*					
Agree somewhat	136	79	57	52	55	29	88	22	25
	16%	20%	14%	26%	16%	10%	22%	15%	10%
				E*	E		C		
Disagree somewhat	95	46	49	30	50	16	55	11	29
	12%	11%	12%	15%	15%	5%	14%	7%	11%
				E*	E				
Disagree strongly	409	178	231	52	164	193	188	80	141
	50%	44%	55%	26%	48%	67%	46%	53%	53%
			A	*	C	CD			
No opinion	140	77	63	46	57	36	48	31	62
	17%	19%	15%	24%	17%	13%	12%	21%	23%
				E*				A	A
Summary									
Top2Box (Strongly/ Somewhat agree)	179	102	76	68	69	41	118	27	33
	22%	25%	18%	35%	20%	14%	29%	18%	13%
		B		DE*	E		BC		
Low2Box (Strongly/Somewhat disagree)	504	225	280	82	214	209	244	91	170
	61%	56%	67%	42%	63%	73%	60%	61%	64%
			A	*	C	CD			

[I fully rely on a GPS to get me to my destination.]

How much do you agree or disagree with the following statements about planning a summer road trip?

		Gender		AGE			REGION		
	Total	Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: Respondents Who Drive In Every Week	848	331	517	115	323	410	385	181	282
Weighted	823	404	419	197	340	286	410	149	265
I fully rely on a GPS to get me to my destination.									
Agree strongly	57	25	32	26	19	13	31	10	16
	7%	6%	8%	13%	6%	4%	8%	7%	6%
				E*					
Agree somewhat	180	94	87	62	68	51	108	24	48
	22%	23%	21%	31%	20%	18%	26%	16%	18%
				E*			BC		
Disagree somewhat	190	102	88	60	71	60	101	31	59
	23%	25%	21%	30%	21%	21%	25%	21%	22%
				*					
Disagree strongly	336	153	183	36	161	139	148	74	115
	41%	38%	44%	18%	47%	48%	36%	49%	43%
				*	C	C		A	
No opinion	60	31	29	14	22	24	22	11	27
	7%	8%	7%	7%	6%	8%	5%	7%	10%
				*					A
Summary									
Top2Box (Strongly/ Somewhat agree)	237	119	119	87	87	64	140	34	64
	29%	29%	28%	44%	25%	22%	34%	23%	24%
				DE*			BC		
Low2Box (Strongly/Somewhat disagree)	526	255	271	96	232	199	248	104	174
	64%	63%	65%	49%	68%	69%	61%	70%	65%
				*	C	C			

[I use a GPS and also have a map or a smartphone as a backup.]

How much do you agree or disagree with the following statements about summer road trips?

		Gender		AGE			REGION		
	Total	Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: Respondents Who Drive In Every Week	848	331	517	115	323	410	385	181	282
Weighted	823	404	419	197	340	286	410	149	265
I use a GPS and also have a map or a smartphone as a backup.									
Agree strongly	192	96	97	53	73	67	86	36	70
	23%	24%	23%	27%	21%	23%	21%	24%	27%
				*					
Agree somewhat	223	119	103	62	91	69	132	31	59
	27%	29%	25%	32%	27%	24%	32%	21%	22%
				*			BC		
Disagree somewhat	141	65	76	51	52	37	70	24	48
	17%	16%	18%	26%	15%	13%	17%	16%	18%
				DE*					
Disagree strongly	200	87	112	17	96	86	90	49	60
	24%	22%	27%	9%	28%	30%	22%	33%	23%
				*	C	C		AC	
No opinion	68	37	30	13	28	27	31	9	28
	8%	9%	7%	7%	8%	9%	8%	6%	10%
				*					
Summary									
Top2Box (Strongly/ Somewhat agree)	415	215	200	115	164	136	218	67	130
	50%	53%	48%	59%	48%	48%	53%	45%	49%
				*					
Low2Box (Strongly/Somewhat disagree)	340	152	189	68	149	123	160	73	108
	41%	38%	45%	35%	44%	43%	39%	49%	41%
				*					

[I have no problem asking for directions if I am lost.]

How much do you agree or disagree with the following statements about summer road trips?

		Gender		AGE			REGION		
	Total	Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: Respondents Who Drive In Every Week	848	331	517	115	323	410	385	181	282
Weighted	823	404	419	197	340	286	410	149	265
I have no problem asking for directions if I am lost.									
Agree strongly	443	176	267	84	195	164	197	87	159
	54%	43%	64%	43%	57%	57%	48%	59%	60%
			A	*	C	C		A	A
Agree somewhat	307	180	127	85	123	99	172	53	82
	37%	44%	30%	43%	36%	34%	42%	35%	31%
		B		*			C		
Disagree somewhat	37	25	12	15	10	12	21	7	9
	4%	6%	3%	8%	3%	4%	5%	5%	3%
				*					
Disagree strongly	15	9	6	6	3	6	6	1	9
	2%	2%	1%	3%	1%	2%	1%	*	3%
				*					
No opinion	22	15	7	7	9	6	15	1	7
	3%	4%	2%	4%	3%	2%	4%	*	3%
				*					
Summary									
Top2Box (Strongly/ Somewhat agree)	750	355	394	169	318	263	369	140	241
	91%	88%	94%	86%	94%	92%	90%	94%	91%
			A	*	C				
Low2Box (Strongly/Somewhat disagree)	52	34	18	21	13	18	26	8	17
	6%	8%	4%	11%	4%	6%	6%	5%	7%
		B		D*					

[I am a safe driver, but it's the other motorists I worry about.]

How much do you agree or disagree with the following statements about summer road trips?

		Gender		AGE			REGION		
	Total	Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: Respondents Who Drive In Every Week	848	331	517	115	323	410	385	181	282
Weighted	823	404	419	197	340	286	410	149	265
I am a safe driver, but it's the other motorists I worry about.									
Agree strongly	349	164	185	86	155	108	170	63	116
	42%	41%	44%	43%	46%	38%	41%	42%	44%
				*	E				
Agree somewhat	391	187	204	85	158	148	199	75	117
	48%	46%	49%	43%	46%	52%	49%	51%	44%
				*					
Disagree somewhat	48	35	13	19	14	16	24	5	19
	6%	9%	3%	10%	4%	5%	6%	3%	7%
		B		*					
Disagree strongly	6	4	3	-	4	2	-	3	4
	1%	1%	1%	-	1%	1%	-	2%	1%
				*				A	A
No opinion	28	14	15	8	9	12	17	3	9
	3%	3%	3%	4%	3%	4%	4%	2%	3%
				*					
Summary									
Top2Box (Strongly/ Somewhat agree)	740	351	389	170	313	257	369	138	233
	90%	87%	93%	86%	92%	90%	90%	93%	88%
			A	*					
Low2Box (Strongly/Somewhat disagree)	55	39	16	19	18	18	2	8	23
	7%	10%	4%	10%	5%	6%	5%	5%	9%
		B		*			*		