

# BRITISH COLUMBIANS AND DRIVING VACATIONS



Ipsos Reid

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## BRITISH COLUMBIANS AND DRIVING VACATIONS

**Vancouver, BC** – A new Ipsos Reid online poll conducted on behalf of the British Columbia Automobile Association (BCAA) shows that BC drivers won't let gas prices get in the way of a summer driving vacation. A majority (55%) of drivers agree with the statement that 'Gas prices won't hold me back from a driving vacation this summer.'

Other findings from the survey include the following:

### **Vehicle Safety**

- Two-thirds (65%) of drivers agree 'I always ensure I get my vehicle tuned up before a road trip.'
- Two-in-ten (20%) drivers agree 'I don't have my vehicle serviced/tuned up before a road trip because I don't expect anything will happen to my vehicle,' but this rises to one-third (33%) of younger drivers (18-34 years).
- Two-in-ten (22%) drivers agree 'I spend more time packing the car and picking music for my road trip than checking the safety of my vehicle,' but this rises to four-in-ten (41%) among younger drivers (18-34 years).

### **Travel Insurance**

- Nearly three-quarters (73%) of BC drivers agree 'I always ensure I'm covered for travel medical insurance for long trips to the U.S.'
- Two-in-ten (22%) drivers agree '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,' but this rises to more than one-third (35%) of younger drivers (18-34 years).

### **GPS and Directions**

- Three-in-ten (29%) BC drivers agree 'I fully rely on a GPS to get me to my destination,' but this rises to more than four-in-ten (44%) younger drivers (18-34 years).
- Half (50%) of BC drivers agree 'I use a GPS and also have a map or a smartphone as a backup.'
- Most (91%) BC drivers agree 'I have no problem asking for directions if I am lost,' but strong agreement with this statement is much higher among women (64%) than among men (43%).

## Perceived Driver Safety

- The vast majority (90%) of BC drivers agree 'I am a safe driver, but it's the other motorists I worry about.'

*These are the findings of an Ipsos Reid poll, conducted on behalf of the British Columbia Automobile Association, of 1,007 adult British Columbians, including 823 adult drivers (drive 1+ hour per week) conducted online using Ipsos Reid's national online household panel from June 6-11, 2013. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual BC population according to 2011 Census data. The precision of Ipsos online polls is measured using a credibility interval. In this case, the overall poll results are accurate to within +/- 3.5 percentage points had all British Columbia adults been surveyed. Among drivers, the poll results are accurate to within +/- 3.9 percentage points had all British Columbia adult drivers been surveyed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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