

## Methodology

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### Study Overview

- CAA contracted Earnscliffe Strategy Group to conduct an online panel survey of 2,000 Canadians (General Population).
- The final sample was 2,090 respondents.

### Sampling

- Quotas were implemented based on region, age, and gender.
- The interim data was weighted by age, gender, and region to reflect the Canadian population according to 2011 Census data.
- A representative sample this size would have a margin of error of  $\pm 2.2\%$ , nineteen times out of twenty.

### Timing

- Data was collected between March 23<sup>rd</sup> and March 30<sup>th</sup>, 2016.

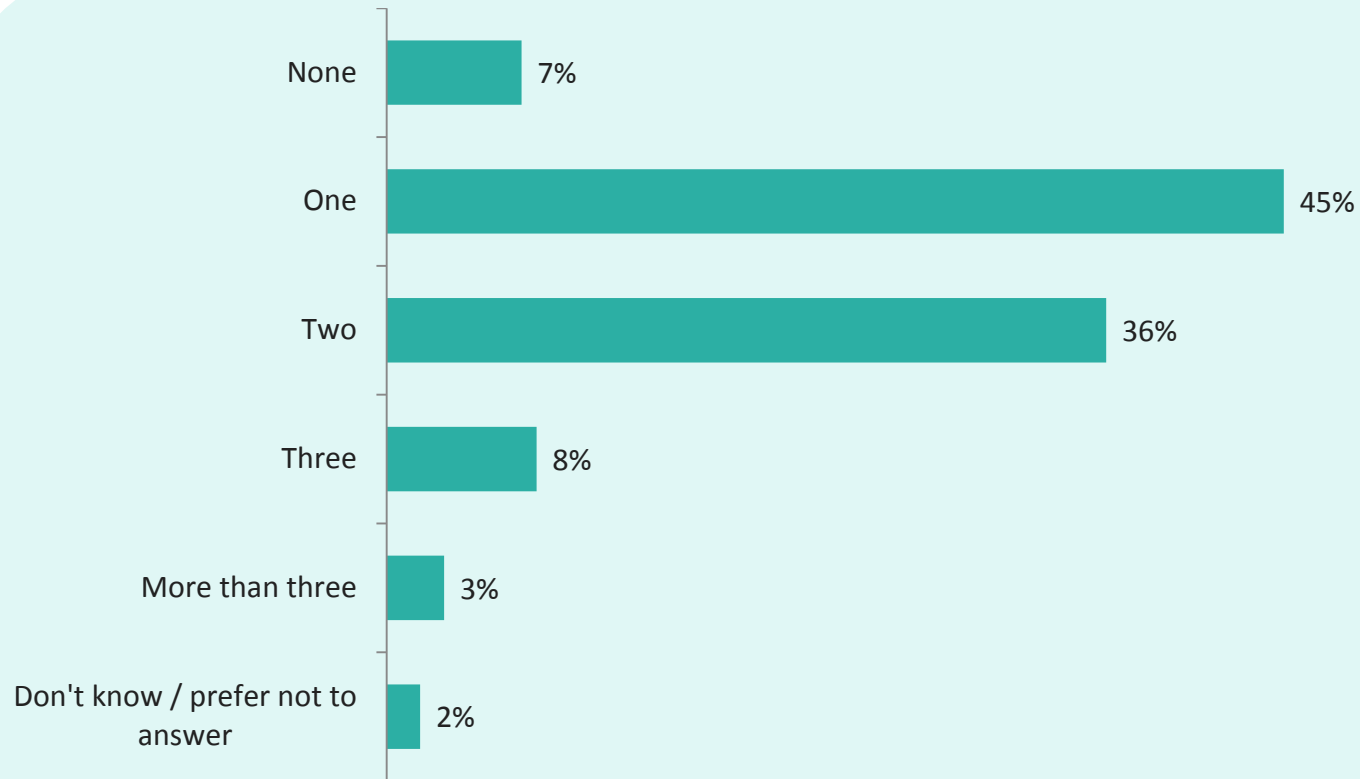


## General Driving Habits



## Household Automobiles

Q2. How many automobiles, vans and trucks do you or does any member of your household keep at home for personal use? (Consider only vehicles of one-ton capacity or less.)



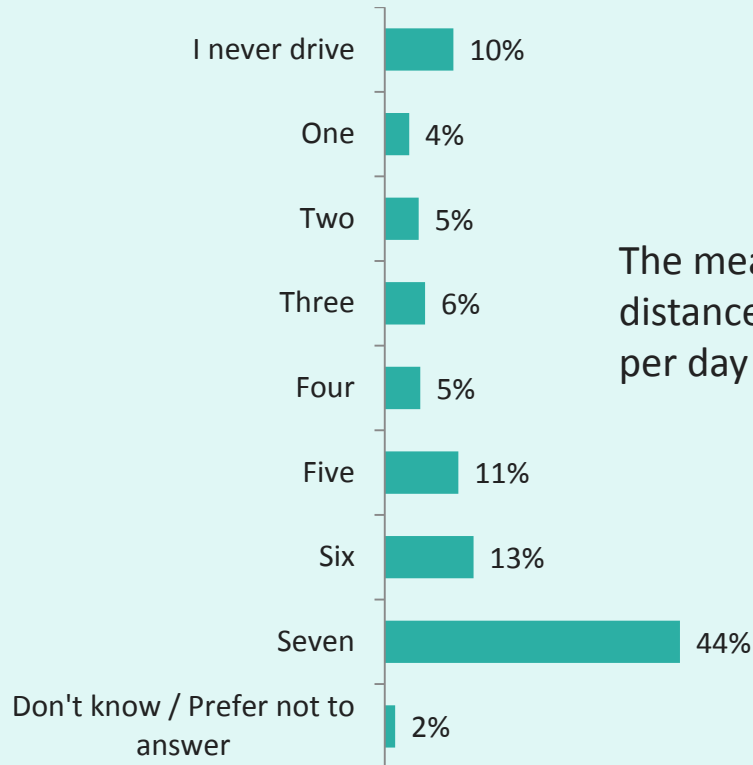
Base: Canadian general population (n = 2,090).

# Driving Frequency

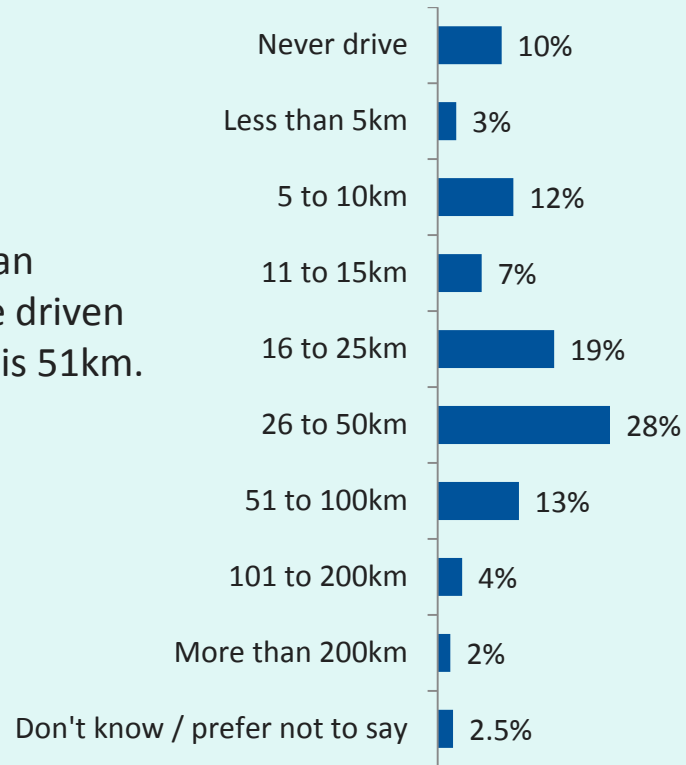
Q3. About how many days a week do you drive a car or truck?

Q4. When you drive, about how many kilometers per day do you drive a car or truck?

### Days Per Week



### Distance Driven Per Day



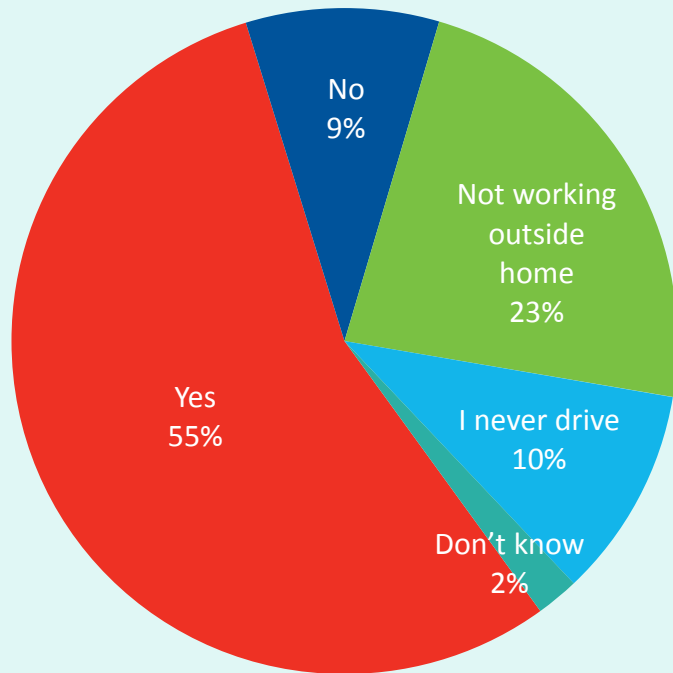
The mean distance driven per day is 51km.

# Commuting

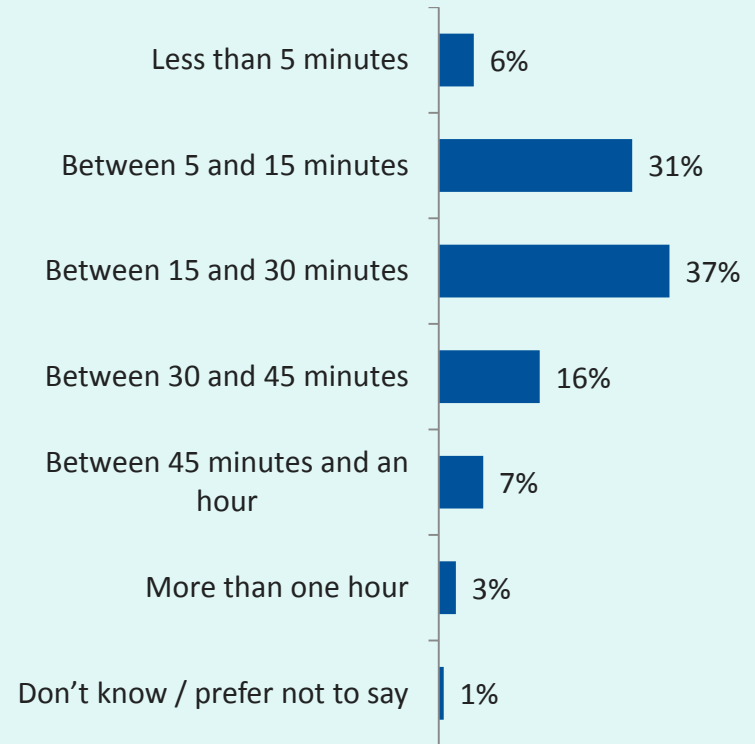
Q5. Do you usually drive to work?

Q6. How long is your drive to work?

Drive to Work



Time to Work



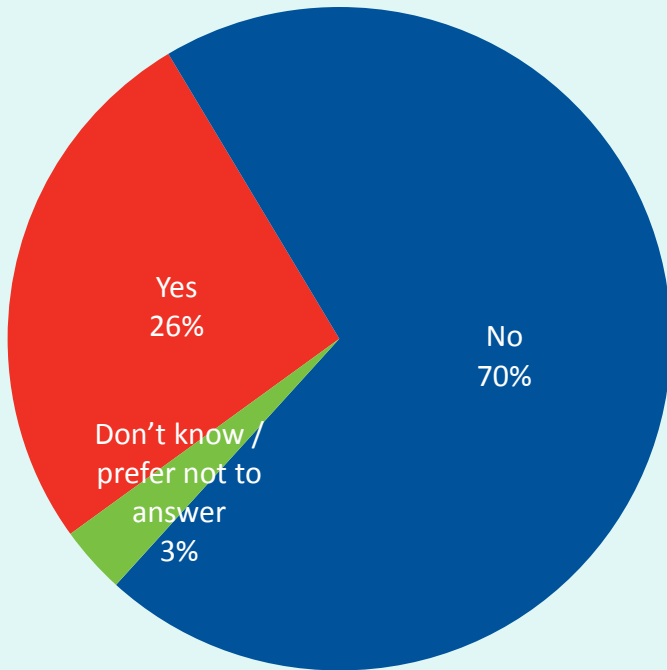


# Potholes

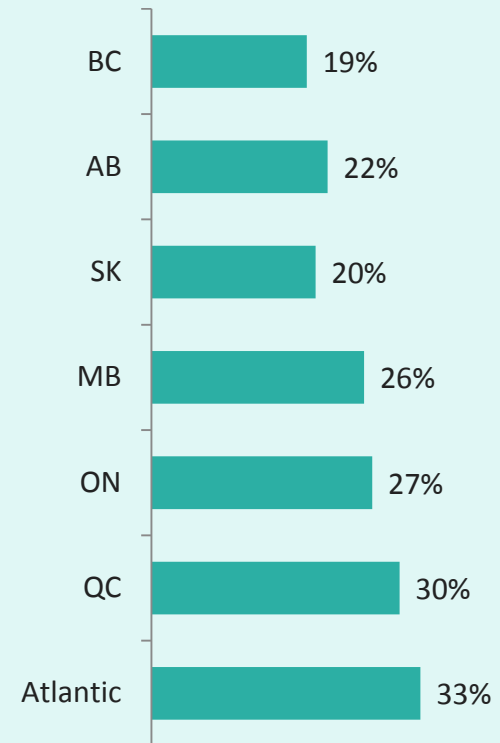
# Pothole Damage in Past Five Years

Q7. Has your vehicle hit a pothole in the last FIVE years and suffered damage that required repair?

Canada Total



% Yes by Region



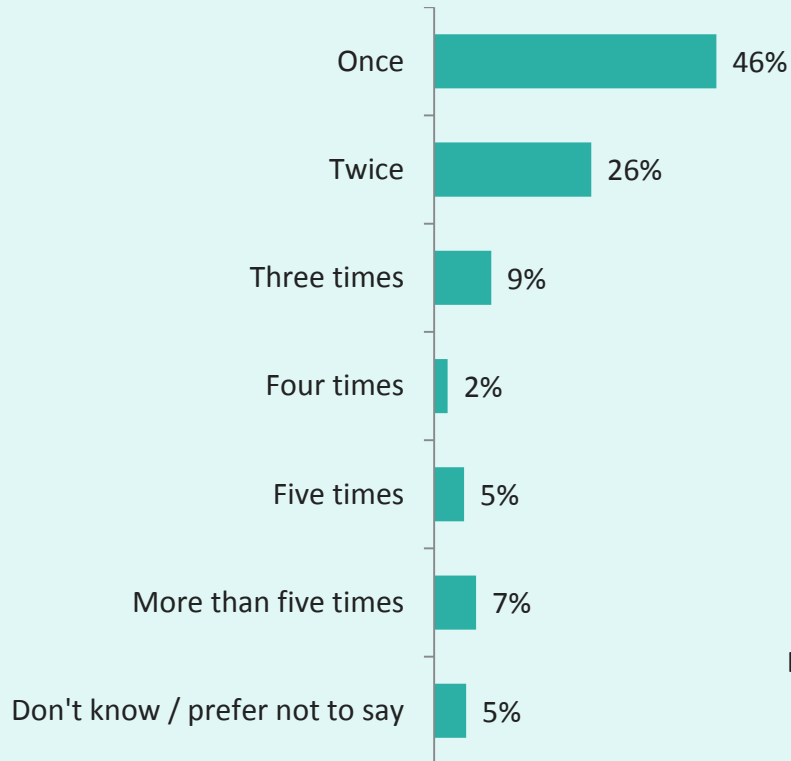
Base: Canadian drivers (n = 1,871).

# Pothole Damage Costs

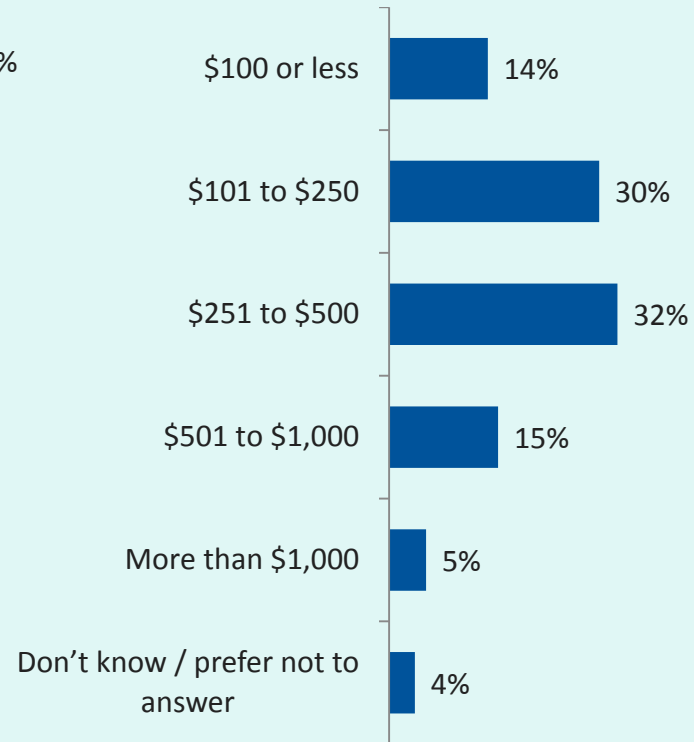
Q8. How many times has your vehicle hit a pothole in the last five years and suffered damage that required repair?

Q9. The last time you hit a pothole, how much did it cost to repair the pothole damage? Did it cost...

### Number of Pothole Incidents



### Cost of Damage







## Pothole Damage by Region

		Canada Total	BC	AB	SK	MB	ON	QC	Atl
<b>Vehicle damaged by pothole in past 5 years (Q7)</b>		26%	19%	22%	20%	26%	27%	30%	33%
<b>Number of pothole incidents in past 5 years (Q8)</b>	<i>Once</i>	46%	50%	54%	14%	34%	51%	40%	42%
	<i>Twice</i>	26%	31%	23%	27%	37%	26%	21%	26%
	<i>Three or more</i>	23%	15%	20%	52%	19%	16%	33%	30%
	<i>Don't know</i>	5%	4%	3%	7%	10%	6%	5%	2%
<b>Cost of last pothole damage incident (Q9)</b>	<i>\$100 or less</i>	14%	14%	7%	7%	23%	12%	19%	13%
	<i>\$101 to \$250</i>	30%	28%	40%	33%	32%	25%	30%	41%
	<i>\$251 to \$500</i>	32%	37%	33%	15%	34%	36%	31%	20%
	<i>More than \$500</i>	21%	20%	18%	45%	11%	25%	15%	16%
	<i>Don't know</i>	4%	2%	2%	0%	0%	3%	5%	9%

Base: Canadian drivers (n = 1,871).