

## Survey on new year driving resolutions

### Methodology

- Online survey using the Angus Reid Forum panel.
- Survey conducted December 3 to December 5, 2025.
- 701 respondents completed the survey, having met the criteria of having a valid B.C. driver's licence and indicating that they drive.
- In the summary below, only differences between sub-groups (such as age) that are statistically significant are included.

### Key findings

#### ***Two-thirds of B.C. drivers say they are interested in making a goal related to driving for 2026***

- Among drivers in British Columbia, roughly two-thirds (66%) say they are at least 'somewhat interested' in making a driving related goal for 2026, with 24% who are highly interested (a rating of 6 or 7 on the 7-point scale).

#### ***Showing patience with other drivers would be the most common goal or resolution***

##### *Among B.C. drivers interested in setting goals:*

- Just under half (42%) of B.C. drivers who say they are at least somewhat interested in making a driving related goal for the new year indicate (aided) that if they were to make a driving related goal for 2026, that goal would be to be more patient with other drivers.
- Other common goals centre on fuel efficiency and savings – just over one-third (36%) say their resolution would be to combine errands and trips more often to save on gas and time, while 28% would improve their fuel efficiency through driving habits, such as slowing down, smoother acceleration and braking. Older drivers aged 55 and above are



most likely to select combining errands and trips to save on gas and time (50% versus 24% of 35-54 year olds and 28% of 18-34 year olds).

- Being less rushed or stressed is another area of focus for new year driving related goals. Roughly one-third say they would plan to leave earlier to be less rushed while driving (35%), or be less stressed while driving (31%).
- Using alternate forms of transportation is a slightly less common area where B.C. drivers indicated they would make a goal. One-quarter (25%) would plan to use active transportation such as walking or cycling more often instead of driving, while 13% would take public transit more often.
- Environmental oriented goals are less common among B.C. drivers, with 17% who say they would resolve to drive less to reduce their carbon footprint, 9% would switch to an electric vehicle, and 6% would carpool more often.
- Driving goals related to safe driving behaviours are also less common, with roughly one-fifth of B.C. drivers who say they would set a goal for themselves to reduce speeding (19%), or avoid distracted driving (18%).
- A similar proportion of B.C. drivers say they would make a new year's goal to improve their skills with specific driving maneuvers, such as parallel parking or reversing (19%), with younger drivers more likely to consider this as a goal for the new year compared to older drivers (31% of drivers aged 18-34 versus 11% of those aged 35-54 and 18% of those aged 55 and older).

***Safety for B.C. drivers and their passengers is the top motivator for making driving-related goals, while safety for other drivers and road users is less so***

- Fully half (50%) of B.C. drivers who say they are at least somewhat interested in making a driving related goal for the new year say they would be motivated to do so for the safety of themselves and the passengers in their vehicle, while a smaller proportion (37%) say the safety of other drivers and road users sharing the road would be a motivator.
- Almost one-half (47%) of B.C. drivers would be motivated to make a driving-related goal to reduce stress and support mental health.

- Fewer B.C. drivers would be motivated by financial savings (37%), or setting a positive example for family, children or friends (28%).
- One-quarter of B.C. drivers who are interested in making a driving related new year's goal say they would be motivated by their desire to do their part to help the environment by driving less (25%), or the desire to improve their driving skills (24%).
- Wanting to help the environment is more likely to be a motivator for older drivers aged 55 and above (32% versus 19% of those aged 35-54, and 21% of drivers aged 18-34), while the desire to improve their own driving skills is more of a motivator for younger drivers (41% of among those aged 18-34 versus 16% of those aged 35-54 and 20% of drivers aged 55 and older)..
- Peer influence or social pressure is hardly a motivator at all, with only 3% of B.C. drivers indicating this would motivate them if making a driving-related new year's goal.

***A majority of B.C. drivers think other drivers and the safety of roads in British Columbia would benefit from new year's driving related goals***

- Nearly three-quarters of drivers (74%) in British Columbia think other drivers on the road would benefit from making driving resolutions or goals for 2026, with roughly half (48%) who think it would make a 'noticeable difference' in their (other drivers) driving, and 26% who think it would make 'somewhat of a difference' in their driving. Twelve percent think it would make no difference to other drivers' driving habits, and 13% are unsure.
- Similarly, approximately three-quarters (76%) of B.C. drivers think that if other drivers made driving related goals or resolutions, it would make roads in British Columbia safer for everyone, with 42% who think it would make roads in B.C. 'much safer' and 34% who think it would make roads 'somewhat safer'. Eleven percent of drivers believe it would make no difference to the safety of roads in B.C., and 13% are unsure of the impact it would have.
- Older drivers are more likely than younger drivers to think other drivers making driving-related goals would make roads in B.C. 'much safer' (45% of drivers aged 55 and older, and 44% of drivers aged 35-54 versus 34% of drivers aged 18-34).

***Eliminating distractions and maintaining focus on the road is the top change that drivers believe would make roads safer***

- B.C. drivers were provided a list of potential changes that drivers could make and were asked to select which one they feel would make roads a safer, better place if all drivers were to make that change. The most common habit changes centre on distracted driving; 24% indicate staying focused on the road at all times, and 21% say putting away all devices so they cannot be used or looked at while driving are the one habit change that would make roads safer in B.C.
- Other changes follow distantly, with 15% of drivers who say following the speed limit or slowing down would make roads safer, while 13% name being courteous to other drivers, 10% say giving enough following distance from the vehicle in front, 6% name using turn signals consistently, 4% say shoulder checking when changing lanes or merging, and 2% name coming to a complete stop at stop signs as the change that would make roads safer.
- Older drivers aged 55 and older are most likely to name following the speed limit or slowing down as the one change that would make B.C. roads safer (21% versus 12% of drivers aged 35-54, and 10% of drivers aged 18-34), while the opposite is true for shoulder checking when changing lanes or merging (7% of drivers aged 18-34, and 4% among drivers aged 35-54 versus only 1% among drivers aged 55 and older).

***Most drivers in British Columbia would be willing to give up something to have one stress-free commute, with social media and dining out or food delivery the top things drivers would be willing to forego***

- B.C. driving commuters were provided with a list of common items or services and asked what they would be willing to give up for one day in exchange for one stress-free commute. While roughly one-in-five (21%) drivers indicate they would not be willing to give anything up for one stress-free commute, most drivers were willing to sacrifice something. The most common things drivers are willing to give up are social media (30%) and dining out or ordering food delivery (29%). Other things drivers say they would be willing to give up for one stress-free commute include:
  - Online shopping (25%)

- Coffee (20%)
  - Television/ streaming content (16%)
  - Books (14%)
  - Music (7%).
- Some differences exist across age groups. Younger drivers are more willing to give up coffee (28% of drivers aged 18-34 versus 17% of drivers aged 35-54 and 16% of drivers aged 55 and older). Interestingly, drivers aged 35 and older are more likely to say they would not be willing to give up anything in exchange for one stress-free commute (25% among drivers aged 55 and older and 23% among drivers aged 35-54 versus 13% among drivers aged 18-34).