



## PEMCO Northwest Poll – Winter Driving 2024

PEMCO Mutual Insurance commissioned this independent survey, conducted by Qualtrics, that asked Washington and Oregon residents questions about attitudes toward current Northwest issues. The sample size, 420 respondents in the Seattle Metro (King, Snohomish, Pierce Counties) region, 402 respondents in the Portland Metro (Multnomah, Marion, Clackamas, Washington Counties), and 383 respondents in the Spokane area (Spokane and Stevens Counties) yields an accuracy of +/- 5.0% respectively at the 95% confidence level. In other words, if this study were conducted 100 times, in 95 instances the data will not vary by more than the associated error range.

**When you compare your ability to drive skillfully, do you generally think that you are:**

<b>General ability</b>	<b>Overall</b>	<b>Portland</b>	<b>Seattle</b>	<b>Spokane</b>
More skillful	54%	56%	54%	51%
About the same	41%	39%	40%	44%
Less skillful	5%	4%	6%	5%

**When it's snowing or there is snow and ice on the road, how comfortable do you feel driving in those conditions?**

<b>Comfort</b>	<b>Overall</b>	<b>Portland</b>	<b>Seattle</b>	<b>Spokane</b>
Very comfortable	27%	28%	26%	29%
Somewhat comfortable	32%	32%	34%	30%
Somewhat uncomfortable	20%	18%	20%	21%
Very uncomfortable	21%	22%	21%	20%

**How would you compare your ability to drive in the snow or ice? When it's snowing or there is snow or ice on the road, do you think you are:**

<b>Ability</b>	<b>Overall</b>	<b>Portland</b>	<b>Seattle</b>	<b>Spokane</b>
More skillful	44%	47%	41%	44%
About the same	37%	33%	39%	39%
Less skillful	19%	20%	20%	18%



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Why do you believe you're a more skillful driver in snow or ice compared to most other drivers?

<i>Skill reason</i>	Overall	Portland	Seattle	Spokane
I've spent time driving in snow and ice in other wintry regions	64%	67%	55%	70%
I am a more cautious driver and take fewer risks on the road	58%	59%	55%	61%
I drive a vehicle that is designed for driving safely in snow and ice	40%	36%	45%	39%
I enjoy skiing, snowboarding and/or other sports that require driving in snow and ice to access	25%	22%	31%	22%
I've taken driving lessons that taught me how to drive safety in snow and ice	23%	24%	19%	24%
Other (please explain)	5%	7%	2%	6%

On days when it's snowing or there is snow and ice on the road and you need to leave your home, do you prefer to drive yourself, take a bus, carpool, take light rail, a train or streetcar, or do you prefer to use some other form of transportation?

<i>Transportation</i>	Overall	Portland	Seattle	Spokane
Drive myself	61%	55%	62%	67%
Take the bus	18%	20%	17%	18%
Carpool	9%	11%	9%	8%
Light rail, train or streetcar	6%	7%	6%	5%
Other	5%	7%	5%	2%

Compared to five years ago, how much pressure do you feel to commute to work, school or other activity when there is snow and ice on the road?

<i>Pressure</i>	Overall	Portland	Seattle	Spokane
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More pressure	22%	20%	26%	19%
About the same	31%	34%	25%	36%
Less pressure	29%	29%	30%	28%
Don't know/I don't commute	18%	17%	19%	17%