



## The Survey Says - 20 Percent of Drivers Won't Drive in up to Three Inches of Snow

January 15, 2020

*Winter gets the cold shoulder in new Insurance.com survey*

**Foster City, CA – January 15, 2020** – Blinding solar glares + ice + snow = a driver's worst nightmare during the hazardous days of winter driving.

[Insurance.com](https://www.insurance.com), a one-stop destination for unbiased, expert advice on health, home, auto and life insurance, commissioned a survey to ask 500 drivers about various driving conditions. Not surprisingly, nearly 75% of respondents, across all geographic regions, say winter is their least favorite season to drive. However, the below [results](#) may surprise readers:

### Notable Findings:

- About 20% of respondents won't drive if forecasters predict up to three inches of snow
- A noteworthy 20% *will* drive if more than 10 inches of snow are in the forecast
- Around 26% won't drive if four-six inches are expected
- Overall, 73% of drivers alter the way they drive in winter
- Midwestern drivers (83%) are most likely to change their driving in winter conditions
- About 1/5 (20%) of southern drivers say summer is the worst season

### Top Five Worst Things About Driving in Winter:

1. Driving on ice - 37%
2. Anxiety over driving in snowy, icy conditions - 13%
3. Driving in snow - 9%
4. Poor visibility because of snow or sleet - 8%
5. Driving in the dark more often - 8%

### Female versus Male Findings:

- Men are more apt to drive in snow than women
  - About 25% of women said they won't drive if there's up to 3 inches of snow compared to 16% of men
  - Men are more apt to drive in 10 inches of snow (25% compared to 16%)

What's the worst part about driving in winter?	Female	Male
Driving on ice	40%	34%
Anxiety over driving in snowy, icy conditions	18%	9%
Driving in snow	8%	10%

More findings are available in the complete article: [What's the worst part about driving in winter?](#)

The managing editor for Insurance.com, Les Masterson, is available for comment on this topic.

### Methodology

Insurance.com commissioned Op4G to survey 500 drivers in the United States in November 2019.

### About Insurance.com

Insurance.com is owned and operated by QuinStreet, Inc. (Nasdaq: [QNST](#)), a pioneer in delivering online marketplace solutions to match searchers with brands in digital media. QuinStreet is committed to providing consumers and businesses with the information and tools they need to research, find and select the products and brands that meet their needs. Insurance.com is a member of the company's expert research and publishing division.

[Insurance.com](https://www.insurance.com) is a trusted online resource dedicated to educating consumers on auto, home, health and life insurance, developing relationships directly with carriers to offer consumers comparison rates from multiple companies. Since 2001, Insurance.com's industry-first online tools, data-based reporting and experienced experts have helped consumers make informed insurance-related decisions, so they can choose the right insurance for their individual needs.

Website: <https://www.insurance.com/>

Twitter: [@InsuranceDotCom](#)

Facebook: <https://www.facebook.com/InsuranceDotCom/>

**Media contacts**

Amy Eury

Public Relations Manager

412.532.9352

[aeury@quinstreet.com](mailto:aeury@quinstreet.com)

Or,

Liberty Communications for QuinStreet

Rick Judge, 415-429-5652

[QuinStreet@libertycomms.com](mailto:QuinStreet@libertycomms.com)