

Report

TRAC

Winter Tires Omni Report October 3, 2019

DATE 2019-10-03 PROJECT NUMBER 81721-010



METHODOLOGY

QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1584 Canadians (n=1385 drivers) was completed between September 27-30 2019, using Leger's online panel.

The margin of error for this study was +/-2.5%, 19 times out of 20.

ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 400,000 members nationally and has a retention rate of 90%.

QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

A composite image featuring a winter landscape with snow-covered trees and a road in the background, and a close-up of a tire tread in the foreground. The tire tread is shown in a dark, high-contrast view, emphasizing its texture. The overall color palette is cool, with blues and whites dominating the scene.

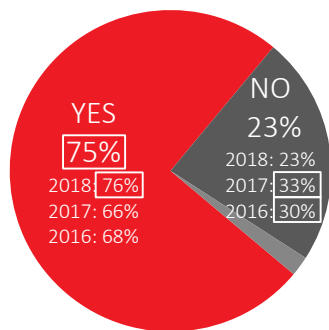
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THE RESULTS

THREE-QUARTERS SAY THEIR VEHICLE IS EQUIPPED WITH WINTER TIRES DURING THE WINTER SEASON; 23% DO NOT.

Three-quarters (75%) of Canadian drivers say they equip their vehicle with winter tires during the winter season, with those in Quebec and the Atlantic provinces significantly more likely to do so compared to the rest of Canada. Of the one-quarter (23%) who do not use winter tires, half (51%) say it is because they feel their all-season tires are good enough to get them through the winter weather, while two-in-ten say it is because they do not drive very much during the winter (18%), or that winter tires are too expensive (17%).

IS YOUR VEHICLE EQUIPPED WITH WINTER TIRES DURING THE WINTER SEASON?



WHY NOT?		2018	2017
All-season tires are good enough	51%	53%	41%
I don't drive much in winter	18%	15%	18%
Too expensive	17%	18%	17%
I have no place to store off-season tires	4%	3%	8%
Other	10%	8%	-
DK/prefer not to answer	1%	<1%	6%

0000 Is your vehicle equipped with winter tires during the winter season? BASE: Excludes "I do not drive / I do not own a motor vehicle" (n=1385)

0001 You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q0, (n=294)

75% Significantly higher

OWNING WINTER TIRES – BREAKDOWN BY REGION



2019	Total	Atlantic	QC	ON	MB/SK	AB	BC
YES	75%	91%	96%	69%	59%	63%	68%
NO	23%	9%	1%	29%	40%	37%	29%
I don't know/prefer not to answer	2%	-	3%	2%	1%	-	3%

2019	Total	Atlantic	QC	ON	MB/SK	AB	BC
All-season tires are good enough	51%	43%	3%	47%	59%	55%	57%
I don't drive much in winter	18%	32%	-	17%	10%	21%	21%
Too expensive	17%	7%	18%	22%	11%	10%	18%
I have no place to store off-season tires	4%	19%	25%	4%	8%	3%	-
Other	10%	-	54%	10%	12%	12%	3%
DK/prefer not to answer	1%	-	-	1%	-	-	-

0000 Is your vehicle equipped with winter tires during the winter season? BASE: Excludes "I do not drive / I do not own a motor vehicle" (n=1385)

0001 You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q0, (n=294)

 Significantly higher

OWNING WINTER TIRES – BREAKDOWN BY AGE AND GENDER

2019	Total	18-34	35-54	55+	MALE	FEMALE
YES	75%	82%	75%	71%	74%	76%
NO	23%	13%	24%	28%	23%	23%
I don't know/prefer not to answer	2%	4%	1%	1%	2%	1%

2019	Total	18-34	35-54	55+	MALE	FEMALE
All-season tires are good enough	51%	44%	57%	48%	56%	45%
I don't drive much in winter	18%	9%	7%	27%	18%	17%
Too expensive	17%	31%	25%	8%	9%	25%
I have no place to store off-season tires	4%	7%	5%	3%	4%	4%
Other	10%	5%	6%	14%	10%	9%
DK/prefer not to answer	1%	4%	-	<1%	1%	-

0000 Is your vehicle equipped with winter tires during the winter season? BASE: Excludes "I do not drive / I do not own a motor vehicle" (n=1385)

0001 You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q0, (n=294)

 Significantly higher

OWNING WINTER TIRES – OUTSIDE OF QUEBEC

2019	Total* (excluding QC)	Atlantic	ON	MB/SK	AB	BC
YES	69%	91%	69%	59%	63%	68%
NO	30%	9%	29%	40%	37%	29%
I don't know/prefer not to answer	2%	-	2%	1%	-	3%

2019	Total* (excluding QC)	Atlantic	ON	MB/SK	AB	BC
All-season tires are good enough	51%	43%	47%	59%	55%	57%
I don't drive much in winter	18%	32%	17%	10%	21%	21%
Too expensive	17%	7%	22%	11%	10%	18%
I have no place to store off-season tires	4%	19%	4%	8%	3%	-
Other	9%	-	10%	12%	12%	3%
DK/prefer not to answer	1%	-	1%	-	-	-









0000 Is your vehicle equipped with winter tires during the winter season? BASE: Excludes "I do not drive / I do not own a motor vehicle" (n=998)

0001 You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q0, (n=287)

 Significantly higher

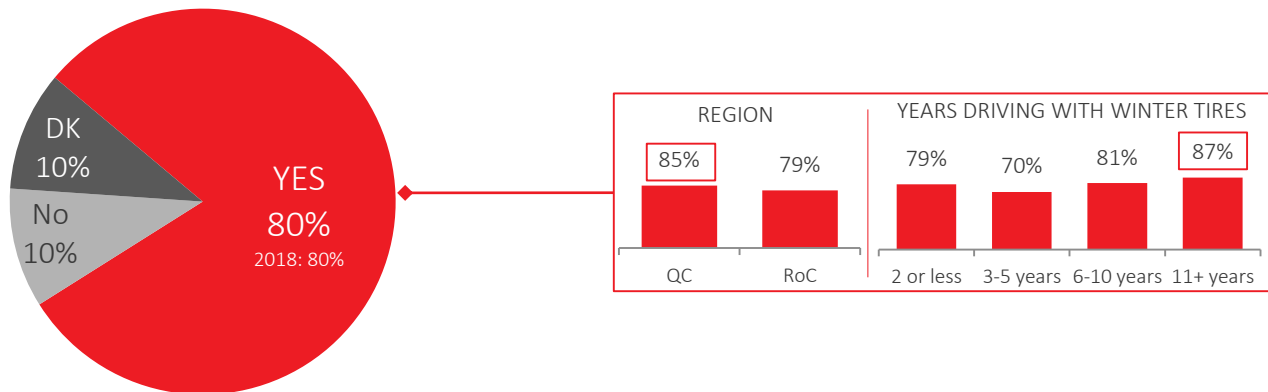
ONE-THIRD OF DRIVERS WHO USE WINTER TIRES SAY THEY HAVE USED THEM FOR 5 YEARS OR LESS.

One-third (33%) of Canadian drivers, who say they drive a vehicle equipped with winter tires, say they've been doing so for 5 years or less, with younger drivers and the rest of Canada (vs. Quebec) significantly more likely to say this. Similar to 2018, two-thirds (64%) have been driving with winter tires for 6 or more years, with nearly half (47%) saying they have been using winter tires on their vehicles for 11 or more years.

		2018	REGION		AGE		
			QC	RoC	18-34	35-54	55+
5 OR LESS YEARS	 33%	32%	22%	38%	62%	30%	14%
2019/20 will be the first winter season using winter tires	 4%	3%	4%	5%	9%	4%	1%
1 to 2 years	 11%	13%	8%	12%	23%	8%	5%
3 to 5 years	 18%	16%	11%	21%	30%	17%	9%
6+	 64%	65%	76%	59%	34%	66%	83%
6 to 10 years	 17%	17%	15%	18%	22%	18%	12%
11 years or longer	 47%	48%	61%	41%	12%	49%	71%
DK/I prefer not to answer	 3%	3%	2%	4%	4%	3%	4%

MAJORITY SAY THAT DRIVING A VEHICLE EQUIPPED WITH WINTER TIRES HAS SAVED THEM FROM A HAZARDOUS INCIDENT

Eight-in-ten (80%) Canadian drivers who drive a car equipped with winter tires say that their winters have saved them from being involved in a potentially hazardous driving situation. Quebecers are significantly more likely to believe that winter tires on their vehicle have saved them from being involved in an incident. Those driving with winter tires on their vehicle for 11 or more years (vs <11 years) are significantly more likely to say that they believe driving with winter tires has saved them from being involved in a potentially hazardous driving situation.



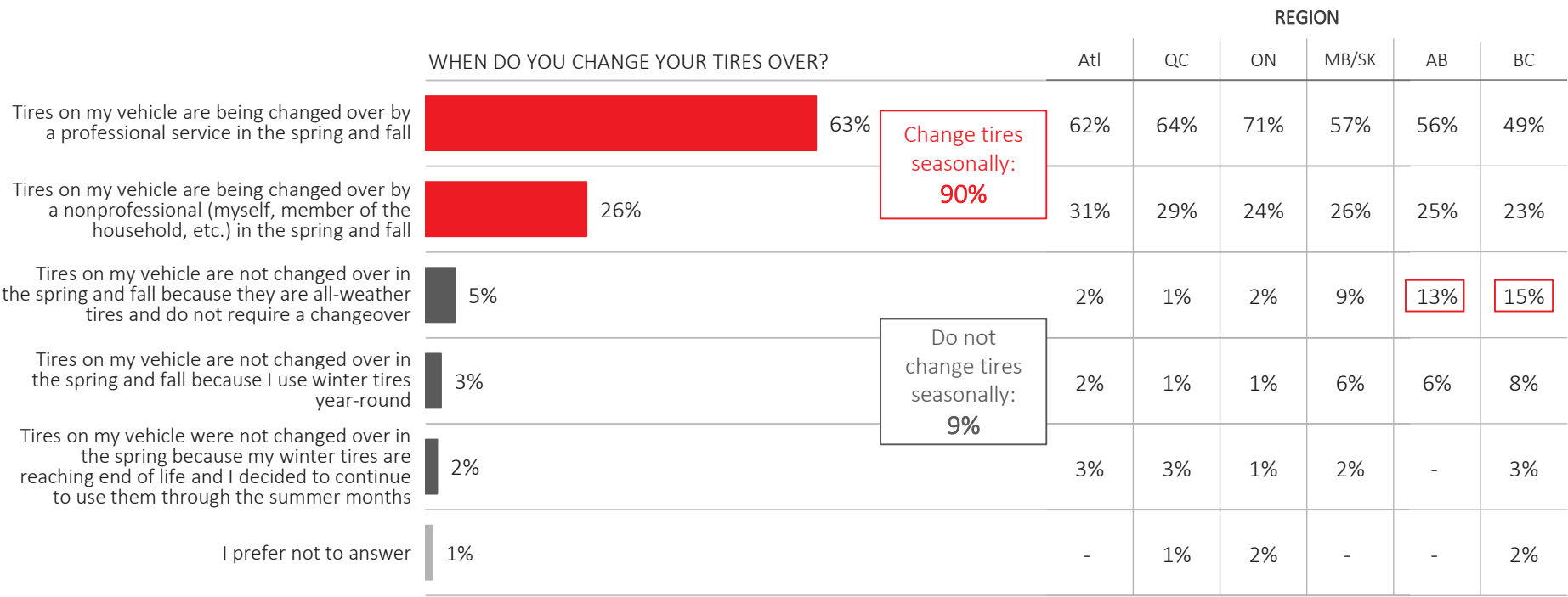
0003 Do you believe driving a vehicle equipped with winter tires has saved you from being involved in a potentially hazardous driving situation such as loss of control or a collision?:

BASE: Vehicle equipped with winter tires (n=1070)

Significantly higher

MOST HAVE THEIR TIRES CHANGES IN THE SPRING AND FALL; SIX-IN-TEN USE A PROFESSIONAL SERVICE.

The majority (90%) of Canadian drivers, who drive a vehicle equipped with winter tires, change over their winter tires in the spring and fall, with 63% using a professional service to do this, and one-quarter (26%) doing it themselves or with a friend or family member. Quebecers are significantly more likely to say they do change over their tires (94% vs. 88% RoC), either by a professional or not.





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