

# Report

## TRAC Winter Tires Omni Report October 7, 2020

DATE 2020-10-07 PROJECT NUMBER 81721-011

Leger



## QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1523 Canadians (n=1328 drivers) was completed between October 2-5, 2020, using Leger's online panel.

For comparison, a probability sample of 1523 respondents would have a margin of error of +/-2.5%, 19 times out of 20. Where applicable, significant changes from previous research is indicated.

## 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.

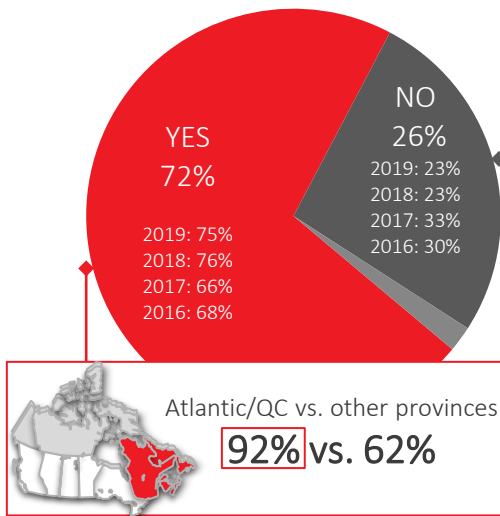


THE RESULTS

# SEVEN-IN-TEN SAY THEIR VEHICLE IS EQUIPPED WITH WINTER TIRES DURING THE WINTER SEASON; ONE-QUARTER DO NOT.

Seven-in-ten (72%) Canadian drivers say they equip their vehicle with winter tires during the winter season, with 3% of those saying 2020/21 will be the first winter season they'll be using them. Those in Quebec and the Atlantic provinces are significantly more likely to use winter tires compared to the rest of Canada. Of the 26% who do not use winter tires, nearly two-thirds (63%) say it is because they feel their all-season tires are good enough to get them through the winter weather, while fewer say it is because they do not drive very much during the winter (30%), winter tires are too expensive (26%), and they don't have a place to store the off-season tires (15%). **All stated reasons for not using winter tires are significantly higher compared to those in 2019.**

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



WHY NOT USE WINTER TIRES?		2019	2018	2017
All-season tires are good enough	63%	51%	53%	41%
I don't drive much in winter	30%	18%	15%	18%
Too expensive	26%	17%	18%	17%
I have no place to store off-season tires	15%	4%	3%	8%
Other	11%	10%	8%	-
DK/prefer not to answer	1%	1%	<1%	5%

Q1 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=1328)

Q2 You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1, (n=320)

  Significantly higher

# OWNING WINTER TIRES – BREAKDOWN BY REGION

2020	Total	Atlantic	QC	ON	MB/SK	AB	BC
YES	72%	84%	94%	66%	60%	59%	60%
Yes	68%	81%	92%	62%	56%	57%	54%
Yes (2020/21 will be the first winter season I will use winter tires)	3%	3%	2%	4%	4%	1%	5%
NO	26%	14%	5%	33%	37%	36%	38%
I don't know/prefer not to answer	2%	2%	1%	1%	4%	5%	2%

2020	Total	Atlantic	QC	ON	MB/SK	AB	BC
All-season tires are good enough	63%	50%	-	67%	75%	62%	63%
I don't drive much in winter	30%	11%	30%	31%	14%	31%	40%
Too expensive	26%	20%	8%	25%	12%	47%	23%
I have no place to store off-season tires	15%	20%	22%	18%	7%	10%	16%
Other	11%	24%	42%	12%	9%	2%	10%
DK/prefer not to answer	3%	<1%	9%	2%	5%	3%	2%

Q1 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=1328)

Q2 You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1, (n=320)

  Significantly higher

# OWNING WINTER TIRES – BREAKDOWN BY AGE AND GENDER



2020	Total	18-34	35-54	55+	MALE	FEMALE
YES	72%	74%	73%	69%	70%	74%
Yes	68%	68%	70%	67%	65%	71%
Yes (2020/21 will be the first winter season I will use winter tires)	3%	7%	3%	1%	4%	2%
NO	26%	20%	26%	31%	27%	26%
I don't know/prefer not to answer	2%	5%	1%	<1%	3%	1%

2020	Total	18-34	35-54	55+	MALE	FEMALE
All-season tires are good enough	63%	52%	57%	71%	68%	58%
I don't drive much in winter	30%	21%	23%	40%	23%	37%
Too expensive	26%	42%	29%	18%	25%	27%
I have no place to store off-season tires	15%	22%	15%	12%	15%	15%
Other	11%	3%	17%	10%	11%	11%
DK/prefer not to answer	3%	6%	1%	2%	2%	4%

Q1 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=1328)

Q2 You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1, (n=320)

  Significantly higher

# OWNING WINTER TIRES – OUTSIDE OF QUEBEC

2020	Total* (excluding QC)	Atlantic	ON	MB/SK	AB	BC
YES	65%	84%	66%	60%	59%	60%
Yes	61%	81%	62%	56%	57%	54%
Yes (2020/21 will be the first winter season I will use winter tires)	4%	3%	4%	4%	1%	5%
NO	33%	14%	33%	37%	36%	38%
I don't know/prefer not to answer	2%	2%	1%	4%	5%	2%

2020	Total* (excluding QC)	Atlantic	ON	MB/SK	AB	BC
All-season tires are good enough	65%	50%	67%	75%	62%	63%
I don't drive much in winter	30%	11%	31%	14%	31%	40%
Too expensive	27%	20%	25%	12%	47%	23%
I have no place to store off-season tires	15%	20%	18%	7%	10%	16%
Other	10%	24%	12%	9%	2%	10%
DK/prefer not to answer	2%	-	2%	5%	3%	2%

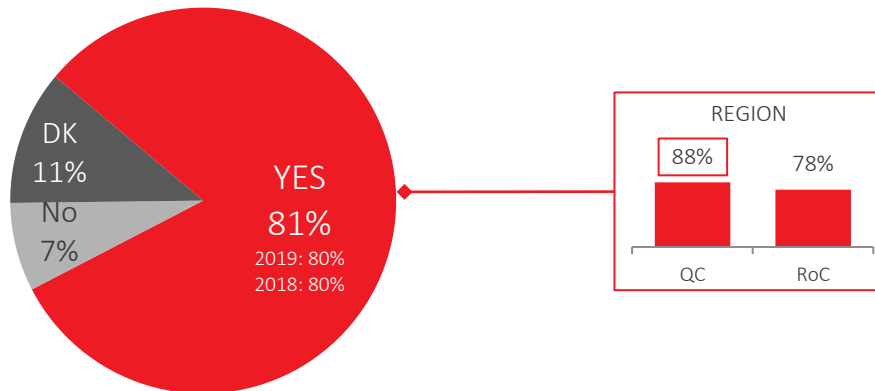
Q1 Is your vehicle equipped with winter tires during the winter season? BASE: Excludes "I do not drive / I do not own a motor vehicle" (n=974)

Q2 You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1, (n=306)

  Significantly higher

# MOST SAY THAT DRIVING A CAR WITH WINTER TIRES HAS SAVED THEM FROM BEING INVOLVED IN AN ROAD INCIDENT.

Eight-in-ten (81%) Canadian drivers who have a car equipped with winter tires say they believe their winter tires have saved them from being involved in a potentially hazardous driving situation such as loss of control or a collision. Quebecers are significantly more likely to believe that winter tires on their vehicle have saved them from being involved in an incident.



Q3 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=989)

88% Significantly higher

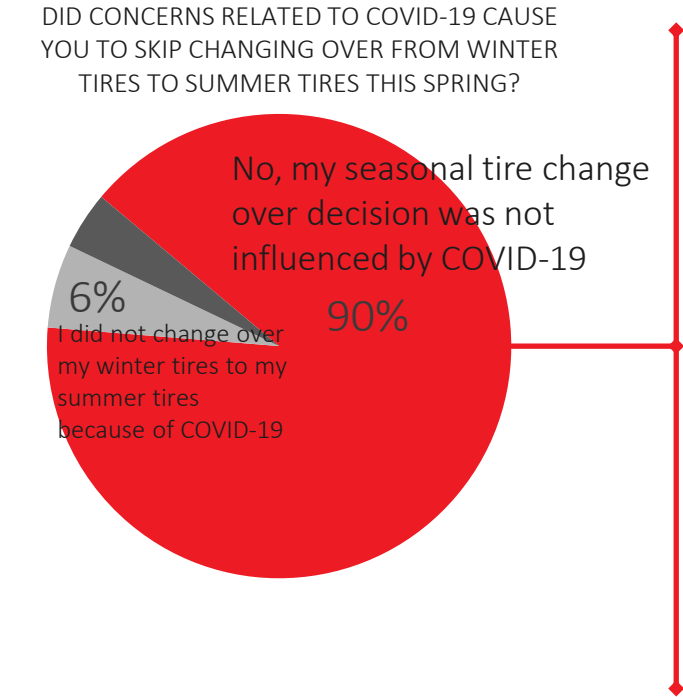
# TWO-THIRDS DROVE LESS DUE TO THE COVID-19 PANDEMIC.

Two-thirds (65%) of Canadian drivers say they drove less because of the COVID-19 pandemic, with 28% saying they drove up to 75% less and 3% saying they didn't drive at all. The pandemic had no impact on the driving habits of 28%, especially men (vs. women) and those aged 35+ (vs. <35). Very few (just 4%) say they drove more during COVID-19.

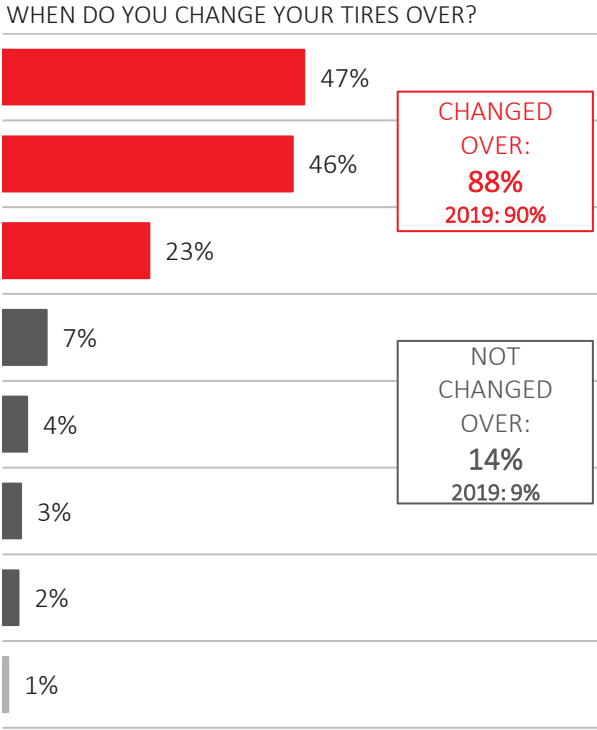
COVID-19 IMPACT ON DRIVING HABITS:			REGION						AGE			GENDER	
			Atl	QC	ON	MB/SK	AB	BC	<35	35-54	55+	Male	Female
I didn't drive at all	<div></div> 3%		4%	3%	4%	2%	3%	2%	3%	4%	2%	2%	4%
I drove up to 75% less	<div></div> 28%	DROVE LESS: 65%	14%	25%	35%	21%	31%	23%	28%	26%	30%	23%	33%
I drove up to 50% less	<div></div> 22%		23%	18%	23%	26%	19%	22%	19%	21%	23%	20%	23%
I drove up to 25% less	<div></div> 12%		15%	12%	11%	14%	10%	15%	15%	11%	11%	15%	9%
COVID-19 had no impact on my driving	<div></div> 28%		33%	34%	21%	30%	29%	31%	21%	30%	30%	32%	24%
I drove up to 25% more	<div></div> 1%	DROVE MORE: 4%	1%	1%	1%	1%	1%	2%	1%	1%	<1%	1%	1%
I drove up to 50% more	<div></div> 2%		-	2%	2%	3%	3%	1%	3%	2%	1%	1%	2%
I drove up to 75% more	<div></div> 1%		2%	2%	1%	1%	1%	2%	3%	1%	1%	2%	1%
Don't know/prefer not to answer	<div></div> 3%		8%	4%	3%	2%	3%	3%	6%	3%	2%	4%	3%

# MAJORITY SAID THAT THEIR SEASONAL TIRE CHANGE OVER DECISION WAS NOT INFLUENCED BY COVID

Similar to last year, the majority (88%) of Canadian drivers, who drive a vehicle equipped with winter tires, change over their winter tires in the spring and fall.



- I always change over from winter to summer tires and I did this year as well
- Tires on my vehicle are changed over by a professional service in the spring and fall
- Tires on my vehicle are changed over by a nonprofessional in the spring and fall
- Tires on my vehicle are not changed over in the spring and fall because they are all-weather tires
- Tires on my vehicle are not changed over because I use winter tires year-round
- Tires on my vehicle were not changed over in the spring because my winter tires are reaching end of life
- I normally change over from winter to summer tires but I did not this year unrelated to COVID-19
- I don't know



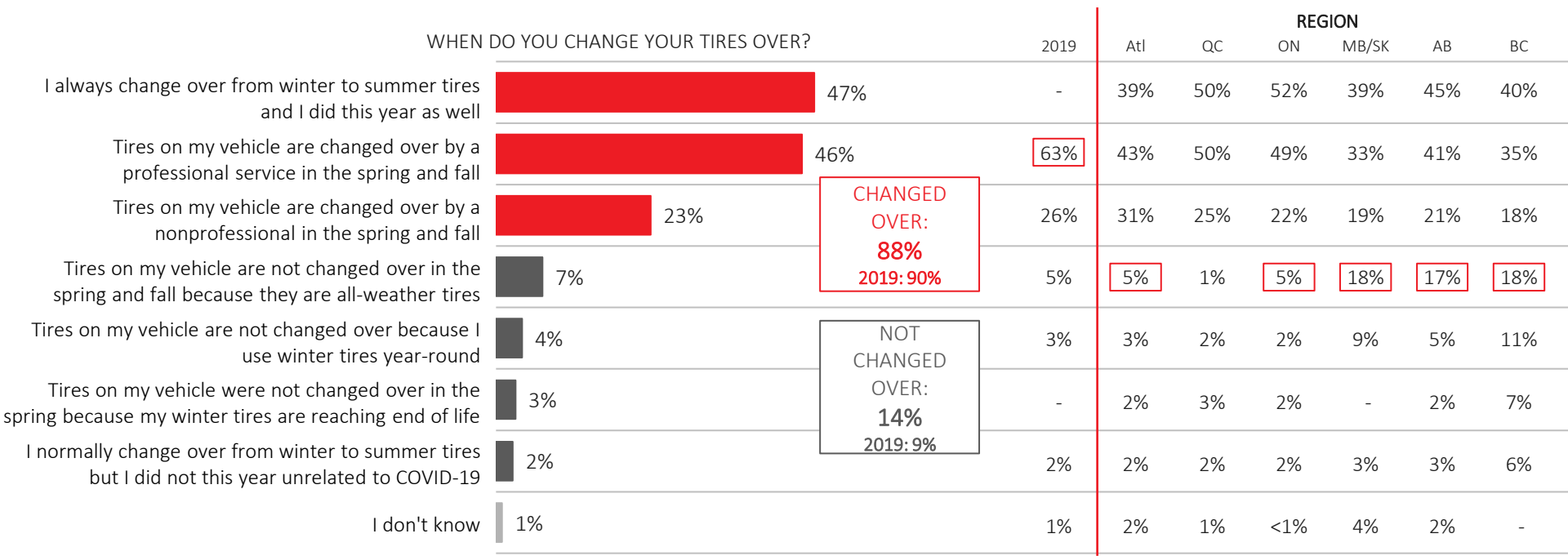
Q5 Influence of COVID-19 on the seasonal tire changeover. Did concerns related to COVID-19 cause you to skip changing over from winter tires to summer tires this spring (for example, you were uncomfortable visiting a car repair/tire shop or because you drove significantly less)? BASE: Vehicle equipped with winter tires (n=989)

Q6 Which of the following apply to you. BASE: YES, HAVE WINTER TIRES, NO, TIRE CHANGE WAS NOT INFLUENCED BY COVID-19 (n=892)

Significantly higher

# HALF ALWAYS CHANGE OVER THEIR WINTER TIRES FROM WINTER TO SUMMER, FEWER CHANGED THEIR TIRES BY A PROFESSIONAL THIS YEAR

Among those who said that COVID did not influence their tire changing habits, fewer used a professional to do the tire change this year (46% vs. 63% in 2019).





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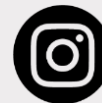
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