

# Report

## TRAC Omni Report May 1, 2018



DATE 01/05/2018 PROJECT NUMBER 81721-007

## QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 801 Canadian motorists was completed between April 12-19, 2018, using Leger's online panel, *LegerWeb*. The margin of error for this study was +/-3.5%, 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%.

Where applicable,   denote significant changes from previous research.

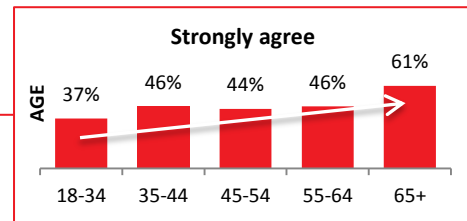
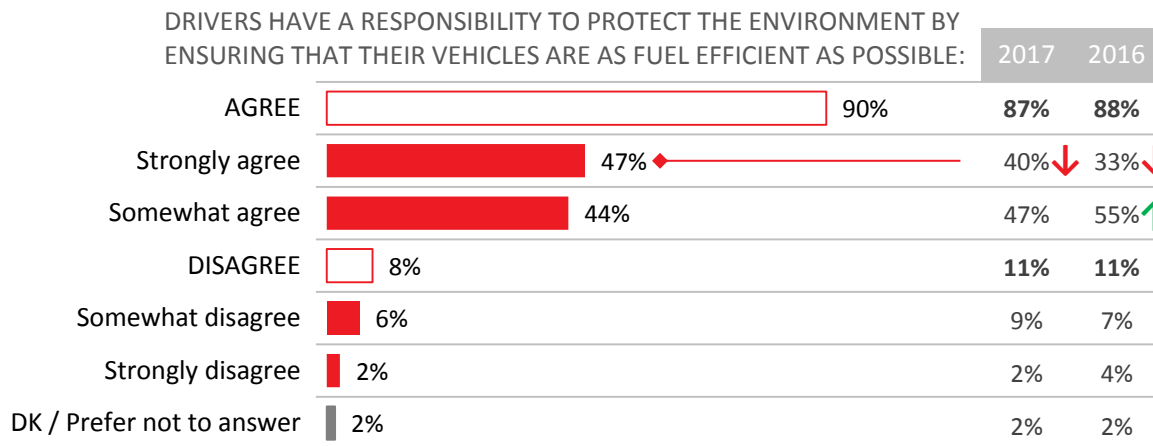
## QUALITY CONTROL

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

# NEARLY ALL DRIVERS BELIEVE THEY ARE RESPONSIBLE FOR PROTECTING THE ENVIRONMENT

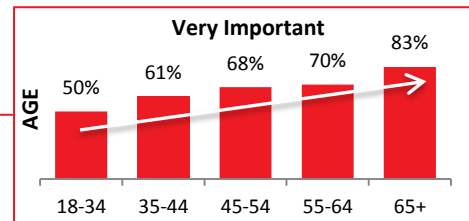
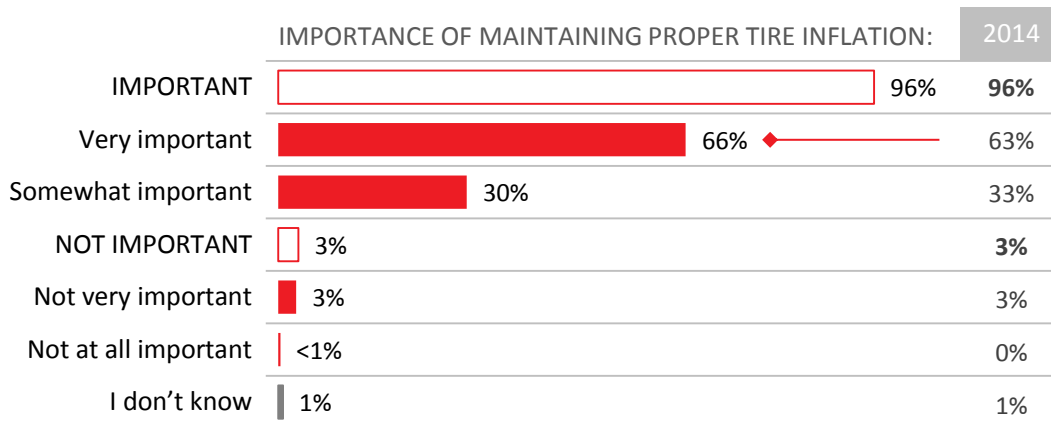
Nearly all (90%) drivers believe they have a responsibility to protect the environment by ensuring their vehicles are as fuel efficient as possible. Canadians 65 and older (vs age <64) are significantly more likely to say they strongly agree with this statement.



0001 To what extent do you agree / disagree with the following statement: Drivers have a responsibility to protect the environment by ensuring that their vehicles are as fuel efficient as possible. Base: All (2018: n=801) (2017: n=800) (2016: n=800)

# THE VAST MAJORITY OF DRIVERS SAY IT IS IMPORTANT TO MAINTAIN PROPER TIRE INFLATION

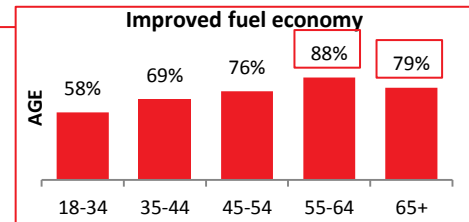
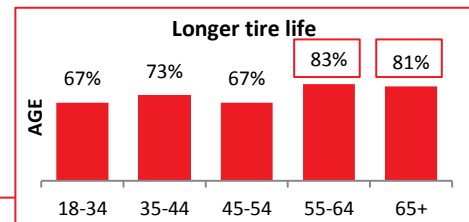
The vast majority (96%) of drivers say it is important to maintain proper tire inflation, 66% say it is 'very important'. The rest of Canadians (69% vs 54% Quebecers) and older Canadians (age 65 and older vs <64) are significantly more likely to say it is 'very important' to maintain proper tire inflation.



# VEHICLE SAFETY IS THE NUMBER REASON TO MAINTAIN TIRE PRESSURE

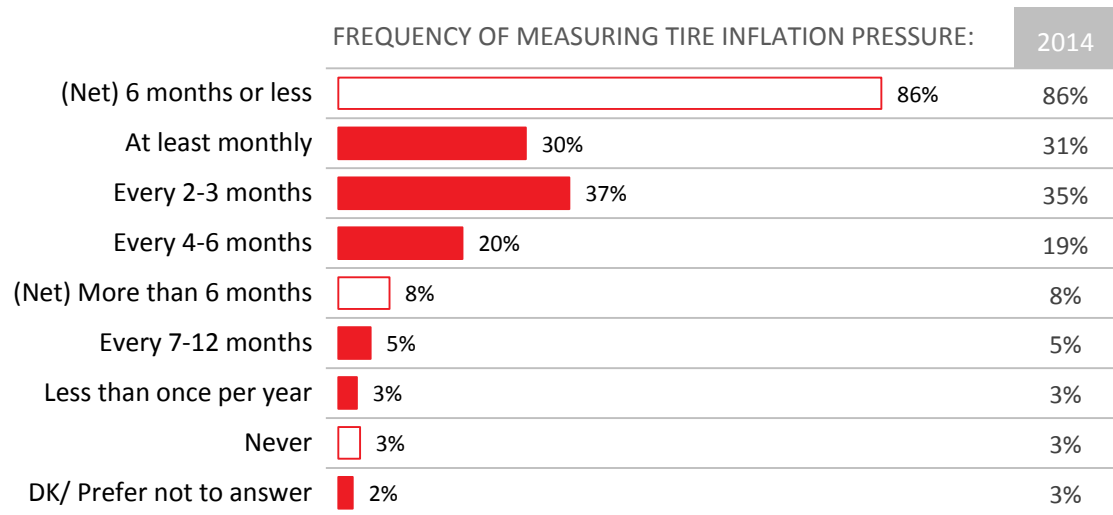
The majority of drivers say maintaining tire pressure is important to them because of vehicle safety (84%), longer tire life (74%), improved fuel economy (73%) and improved vehicle handling (71%). Men (vs women) are significantly more likely to believe longer tire life, improved fuel economy and improved vehicle handling is important for maintaining proper inflation, while the rest of Canadians (vs Quebecers) are significantly more likely to believe that all reasons mentioned are important to maintain proper tire inflation. Older Canadians (55 and older vs <55) are significantly more likely to believe that longer tire life and improved fuel economy are important to maintain proper tire inflation.

IMPORTANCE OF MAINTAINING PROPER TIRE INFLATION:		2014	Men	Women	QC	ROC
Vehicle safety	<div><div></div></div> 84%	86%	82%	86%	76%	86%
Longer tire life	<div><div></div></div> 74% <span>♦</span> <span>↑</span>	81%	80%	66%	68%	76%
Improved fuel economy	<div><div></div></div> 73% <span>♦</span> <span>↑</span>	79%	80%	66%	62%	77%
Improved vehicle handling	<div><div></div></div> 71%	76%	74%	67%	62%	74%
Other	<div><div></div></div> 1%	1%				
DK / Prefer not to answer	<div><div></div></div> <1%	<1%				



# MAJORITY MEASURE THEIR TIRE INFLATION PRESSURE AT LEAST EVERY SIX MONTHS

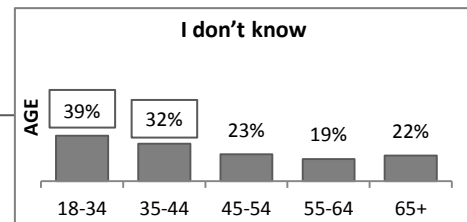
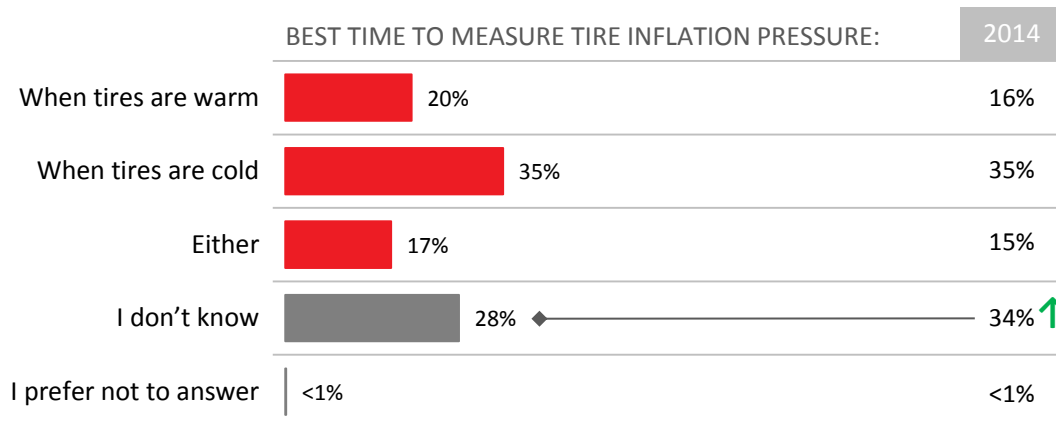
Nearly nine-in-ten (86%) drivers measure their tire inflation pressure at least every 6 months, with 30% saying at least monthly. Nearly all drivers (91%) are measuring their tire inflation pressure at least once a year. Men (vs women) are significantly more likely to measure their tire inflation at least every 6 months (91% vs 81%). The rest of Canada (vs Quebecers) are significantly more likely to measure their tire inflation monthly or every 2-3 months, while Quebecers (vs the rest of Canada) are significantly more likely to measure tire inflation pressure every 4-6 months.



91%  
AT LEAST ONCE A YEAR  
(2014: 90%)

# ONE-THIRD OF DRIVERS BELIEVE THE BEST TIME TO MEASURE TIRE INFLATION PRESSURE IS WHEN TIRES ARE COLD

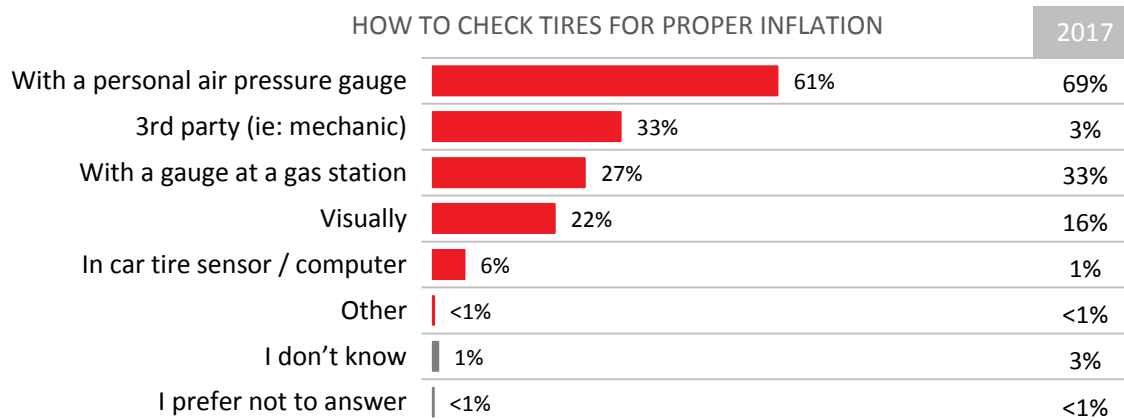
**One-third (35%) of drivers believe the best time to measure tire inflation pressure is when tires are cold, while slightly fewer (20%) believe you should measure pressure when tires are warm.** Nearly three-in-ten (28%) do not know when the best time to measure tire inflation is. The rest of Canada (vs Quebec) are significantly more likely to say the best time to measure tire inflation pressure is when tires are warm (23% vs 10%). Quebecers (vs ROC) and women (vs men) are significantly more likely to say they do not know the best time to measure (36% vs 25% and 40% vs 18% respectively). Younger Canadians (age 18-44 vs 45+) are also significantly more likely to say they do not know the best time to measure tire inflation.





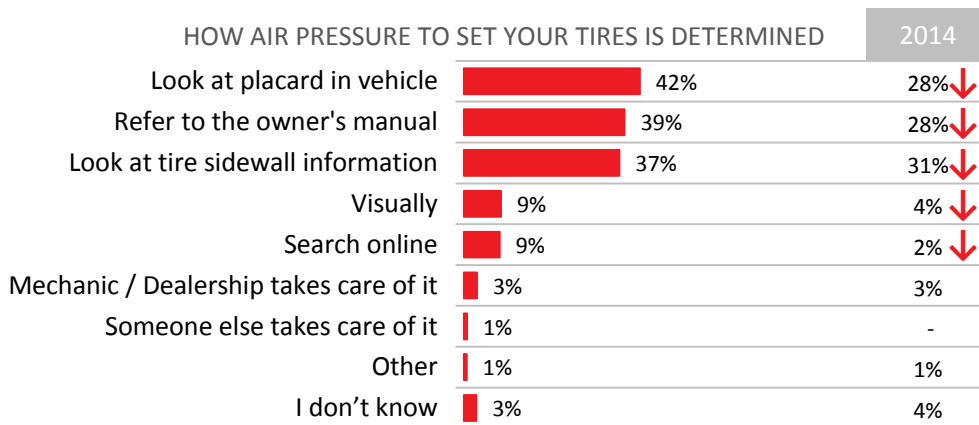
# SIX-IN-TEN USE A PERSONAL AIR PRESSURE GAUGE TO CHECK TIRES FOR PROPER INFLATION

Six-in-ten (61%) drivers use a personal air pressure gauge to check tires for proper inflation, one-third (33%) have a third party check for them and slightly fewer (27%) use a gauge at a gas station. Atlantic Canadians and residents from the Prairies are significantly more likely to check tires for proper inflation with a personal air pressure gauge (76% and 82% respectively). Men (71% vs 50% women) are significantly more likely to check tires for proper inflation with a personal air pressure gauge while women (42% vs 26% men) are more likely to use a third party.



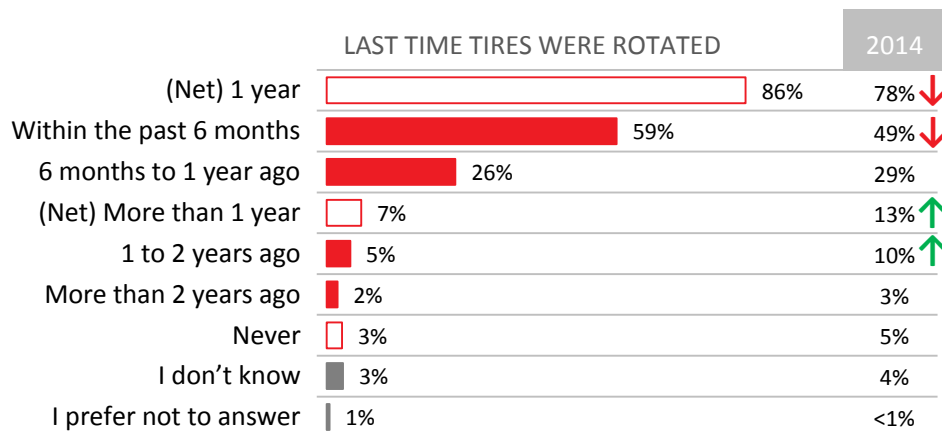
# FOUR-IN-TEN LOOK AT PLACARD IN VEHICLE TO DETERMINE WHAT AIR PRESSURE TO SET TIRES

**Four-in-ten (42%) drivers look at placard in vehicle to determine what air pressure to set their tires at, while slightly fewer refer to the owner's manual (39%) and look at tire sidewall information (37%).** The rest of Canada (vs Quebecers) are significantly more likely to refer to the owner's manual (41% vs 29%) and look at the tire sidewall information (42% vs 22%). Men (49% vs 34% women) are significantly more likely to look at the placard in the vehicle. Younger Canadians (55 and under) are significantly more likely to search online.



# THE MAJORITY HAVE ROTATED THEIR TIRES IN THE LAST YEAR

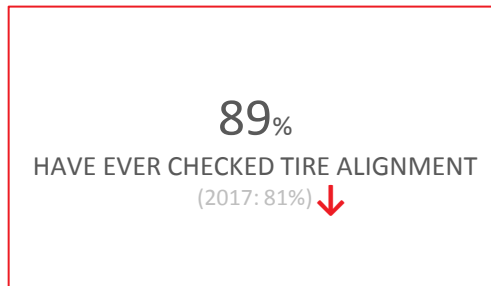
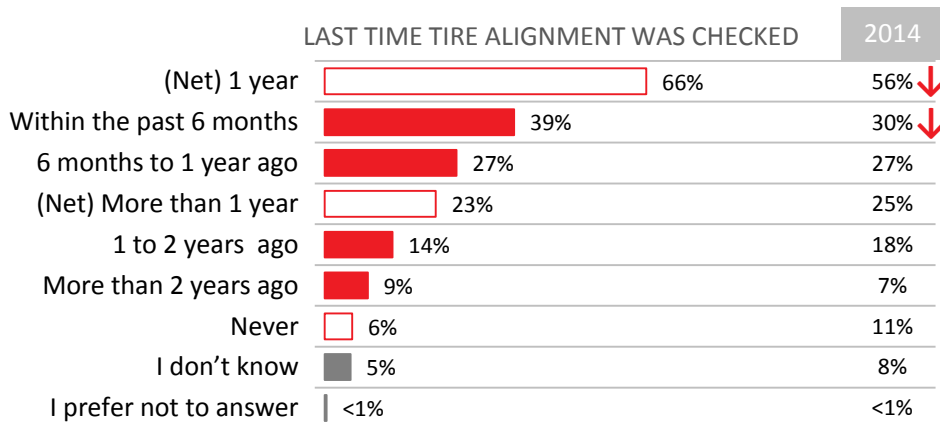
The majority (86%) of drivers have rotated their tires in the last year, with 59% saying within the past 6 months. Since 2014, drivers are significantly more likely to have rotated their tires within the last year (an 8-point increase). Few (3%) have never rotated their tires. Eastern Canadians (Atlantic Canadians, Quebecers and Ontarians vs the West) are significantly more likely have rotated their tires within the past year. Older Canadians (age 45 and older vs <44) are significantly more likely to have rotated their tires within the past 6 months.



93%  
HAVE ROTATED TIRES  
(2017: 91%)

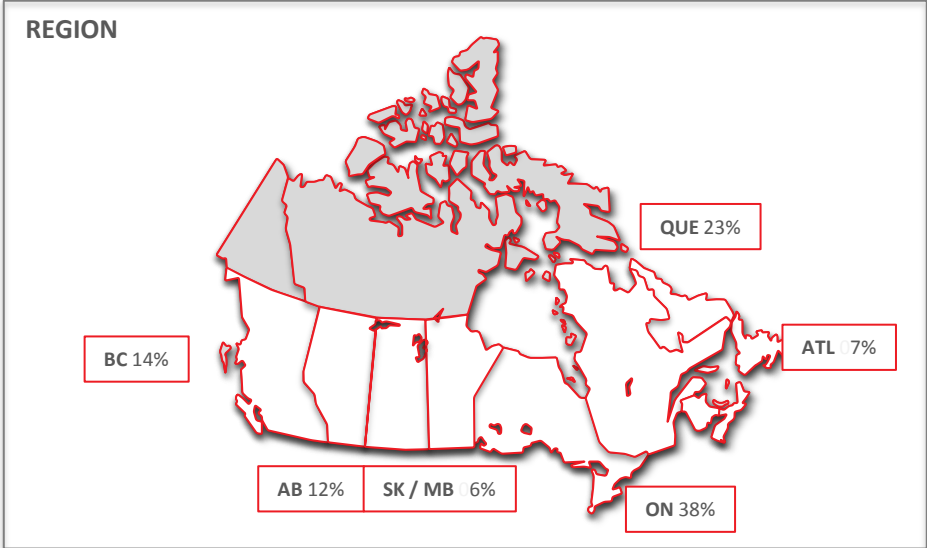
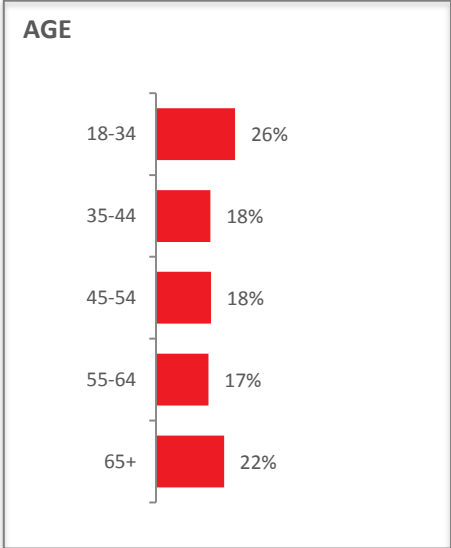
# TWO-THIRDS HAVE CHECKED TIRE ALIGNMENT WITHIN THE LAST YEAR

**Two-thirds (66%) have checked their tire alignment within the last year, a 10-point increase since 2014.** Women (vs men) are significantly more likely to have checked their tire alignment within the last year (47% vs 32%), and men (vs women) are significantly more likely to have checked more than one year ago (30% vs 14%). Since 2014, the number of drivers who have ever checked their tire alignment has significantly increased (89% in 2018 vs 81% in 2014).

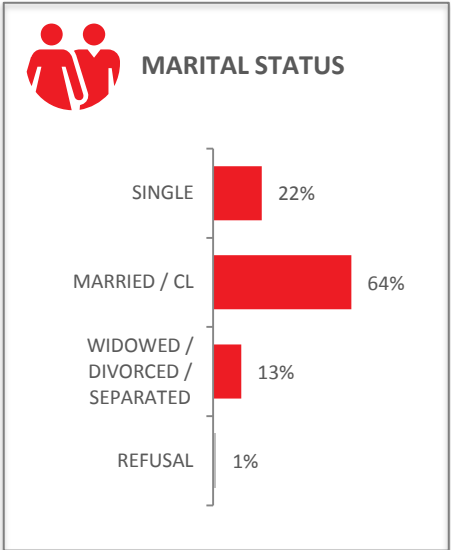
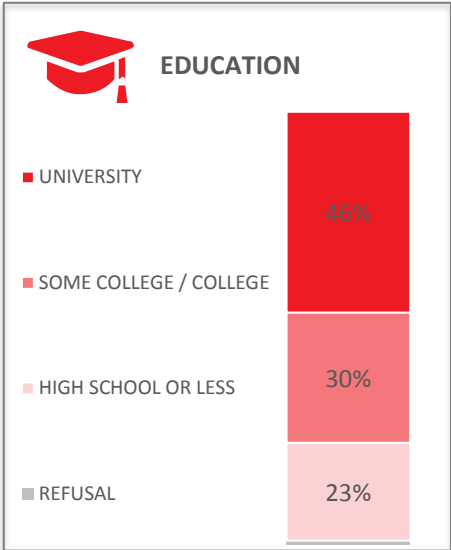
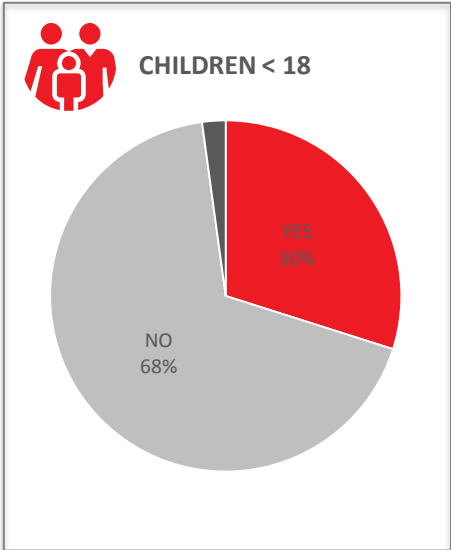
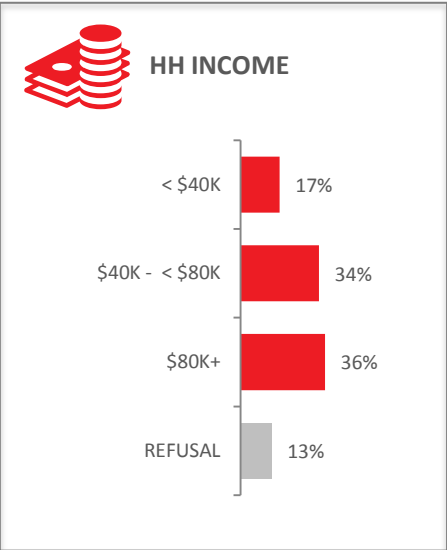


# RESPONDENT PROFILE

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