

Tire and Rubber Association

Winter Tires

October 17, 2017



Tire and Rubber
Association
of Canada

L'Association
canadienne du pneu
et du caoutchouc

Leger



METHODOLOGY

QUANTITATIVE RESEARCH

INSTRUMENT

A survey of 1633 Canadians was completed online between October 9-12, 2017 using Leger's online panel, *LegerWeb*.

A probability sample of the same size would yield a margin of error of +/-2.5%, 19 times out of 20.

ABOUT LEGER'S ONLINE PANEL

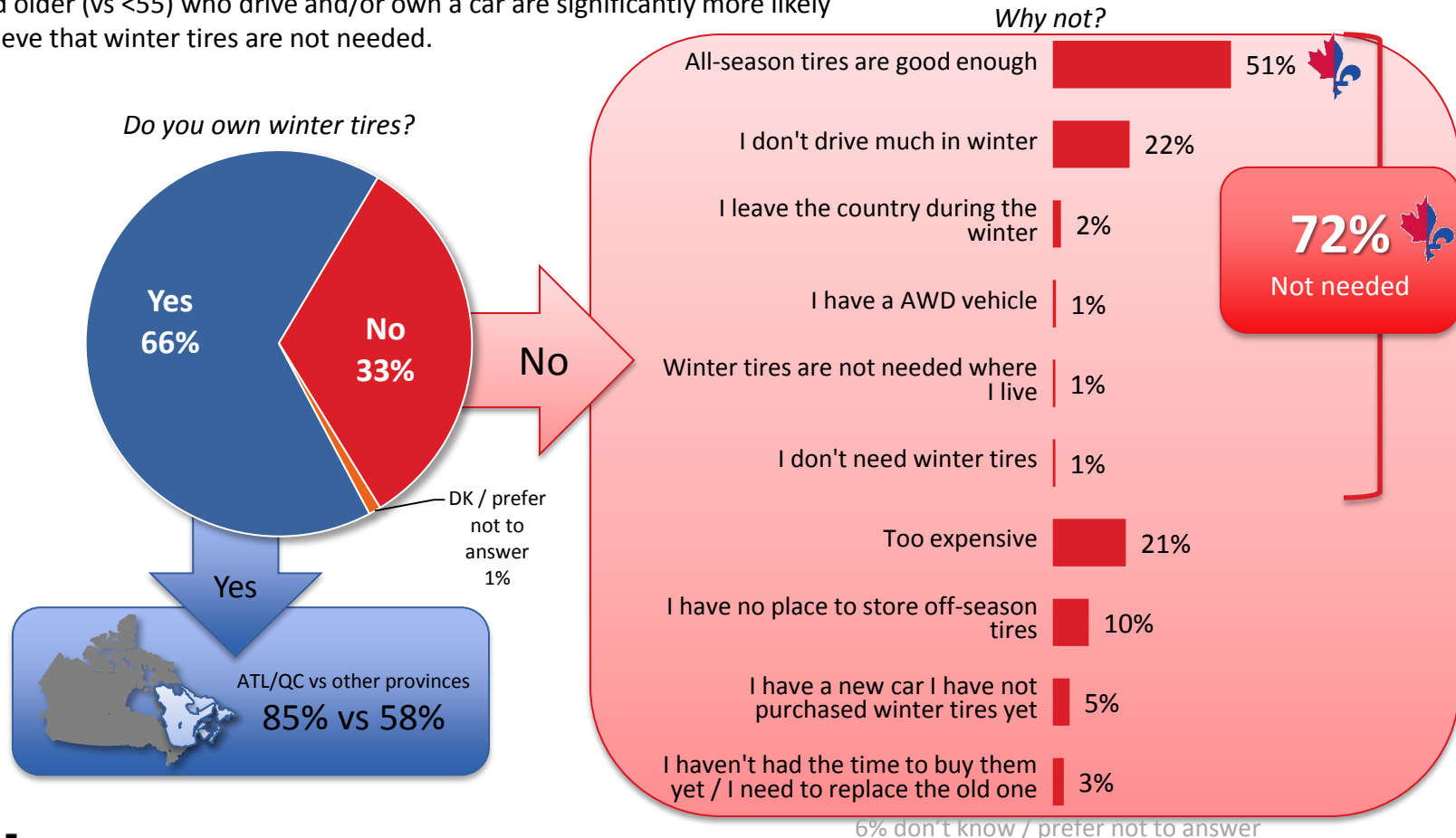
Leger's online panel has approximately 475,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.

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.

OWNING WINTER TIRES

Two-Thirds (66%) of Canadians who drive and/or own a car, own winter tires, while one-third (33%) do not. Atlantic Canadians and Quebecers are significantly more likely than all other provinces to own winter tires (85% vs 58%). **Among those who do not own winter tires, nearly three-quarters (72%) believe they are not needed with half (51%) saying all-season tires are good enough.** Those in the rest of Canada (vs Quebecers) who drive and/or own a car, are significantly more likely to believe that winter tires are not needed (75% vs 46%) and more specifically those in the rest of Canada are more likely to believe that all-season tires are good enough (55% vs 11%). Canadians 55 and older (vs <55) who drive and/or own a car are significantly more likely to believe that winter tires are not needed.



OWNING WINTER TIRES – PROVINCIAL BREAKDOWN

Do you own winter tires?

2016

	Total	Atlantic provinces	Quebec	Ontario	MB/ SK	Alberta	British Columbia
Yes	68%	82% ↑	89% ↑	66%	50%	56%	50%
No	30%	17%	11%	33%	47%	41%	48%
I don't know / prefer not to answer	2%	2%	<1%	2%	4%	4%	2%

Do you own winter tires?

2017

	Total	Atlantic provinces	Quebec	Ontario	MB/ SK	Alberta	British Columbia
Yes	66%	83% ↑	86% ↑	59%	48%	57%	60%
No	33%	17%	14%	39%	49%	42%	38%
I don't know / prefer not to answer	1%	-	<1%	2%	3%	1%	2%

↑ Significantly higher than other provinces

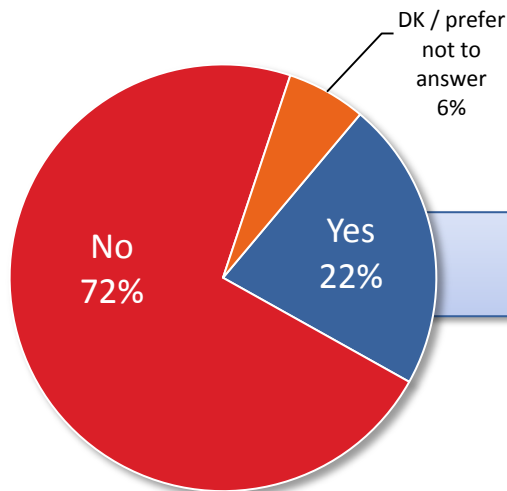
OWNING WINTER TIRES – PROVINCIAL BREAKDOWN

Why not?

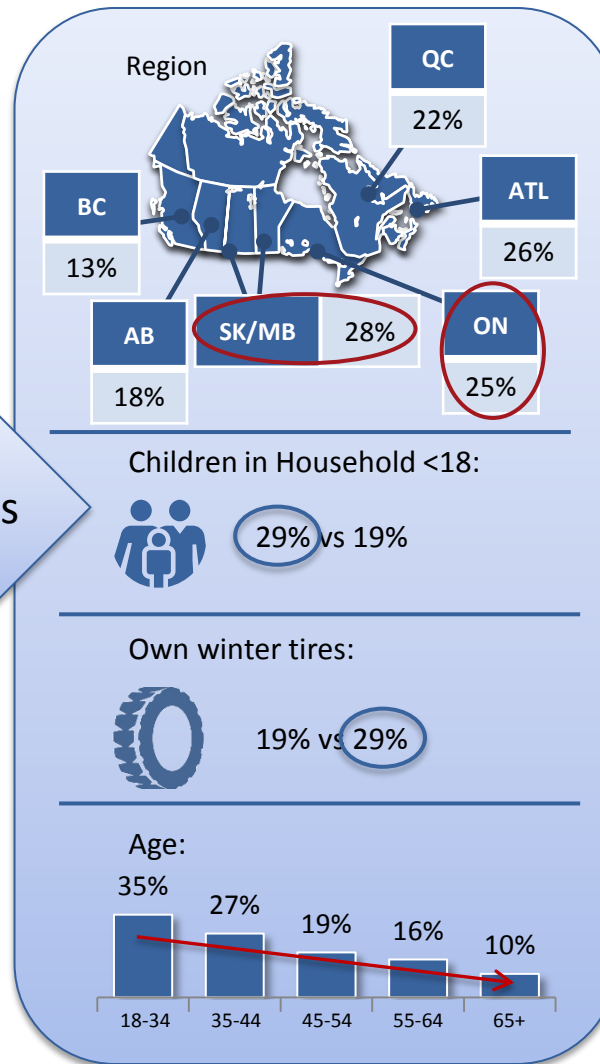
	Total	Atlantic provinces	Quebec	Ontario	MB/ SK	Alberta	British Columbia
NOT NECESSARY/NEEDED (NET)	72%	60%	46%	75%	74%	76%	76%
All-season tires are good enough	51%	51%	11%	51%	53%	64%	61%
I don't drive much in winter	22%	14%	35%	24%	23%	11%	19%
I leave the country during the winter / I go south during the winter	2%	-	-	3%	5%	2%	-
I have a AWD vehicle	1%	-	-	1%	-	2%	-
Winter tires are not needed where I live	1%	-	-	0%	-	1%	4%
I don't need winter tires	1%	-	-	1%	-	-	1%
Too expensive	21%	24%	10%	19%	33%	30%	17%
I have no place to store off-season tires	10%	-	4%	13%	12%	7%	10%
I have a new car I have not purchased winter tires yet	5%	-	4%	6%	3%	1%	6%
I haven't had the time to buy them yet / I need to replace the old one	3%	12%	13%	3%	1%	-	-
Other	<1%	5%	-	<1%	-	-	-
I don't know	6%	9%	26%	4%	-	1%	6%

OWNING WINTER TIRES

Are you currently considering the purchase of winter tires for this season?



Yes



One-fifth (22%) of Canadians who drive and/or own a car are considering the purchase of winter tires for this upcoming winter season.

Younger Canadians, Canadians who do not currently own winter tires, Canadians with children <18 in their household, as well as Canadians living in the Prairie Provinces or Ontario are significantly more likely to say they are considering the purchase of winter tires this season.



Significantly higher households with children under 18



Significantly higher owning winter tires

OWNING WINTER TIRES – PROVINCIAL BREAKDOWN

Are you currently considering the purchase of winter tires for this season?

2016

	Total	Atlantic provinces	Quebec	Ontario	MB/ SK	Alberta	British Columbia
Yes	36%	46%	38%	37%	35%	28%	31%
No	54%	47%	54%	53%	49%	63%	56%
I don't know / prefer not to answer	10%	7%	8%	9%	16%	8%	13%

Are you currently considering the purchase of winter tires for this season?

2017

	Total	Atlantic provinces	Quebec	Ontario	MB/ SK	Alberta	British Columbia
Yes	22%	26%	22%	25%	28%	18%	13%
No	72%	72%	76%	69%	65%	74%	75%
I don't know / prefer not to answer	6%	3%	3%	5%	7%	8%	12%



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