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POLLING, MARKET RESEARCH
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Report

TRAC: Summer Road Trips Omni

DATE May 26, 2021 **PROJECT NUMBER** 81721-012





METHODOLOGY

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QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1054 Canadians who are responsible for the maintenance of a personal vehicle (i.e. the person responsible for general vehicle operation and managing the overall vehicle maintenance) was completed between April 21-23, 2021, using Leger's online panel. Please note that throughout report, *respondents* are referred to as *drivers*.

No margin of error can be associated with a non-probability sample (i.e. a web panel in this case). For comparative purposes, though, a probability sample of 1054 respondents would have a margin of error of $\pm 3.0\%$, 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

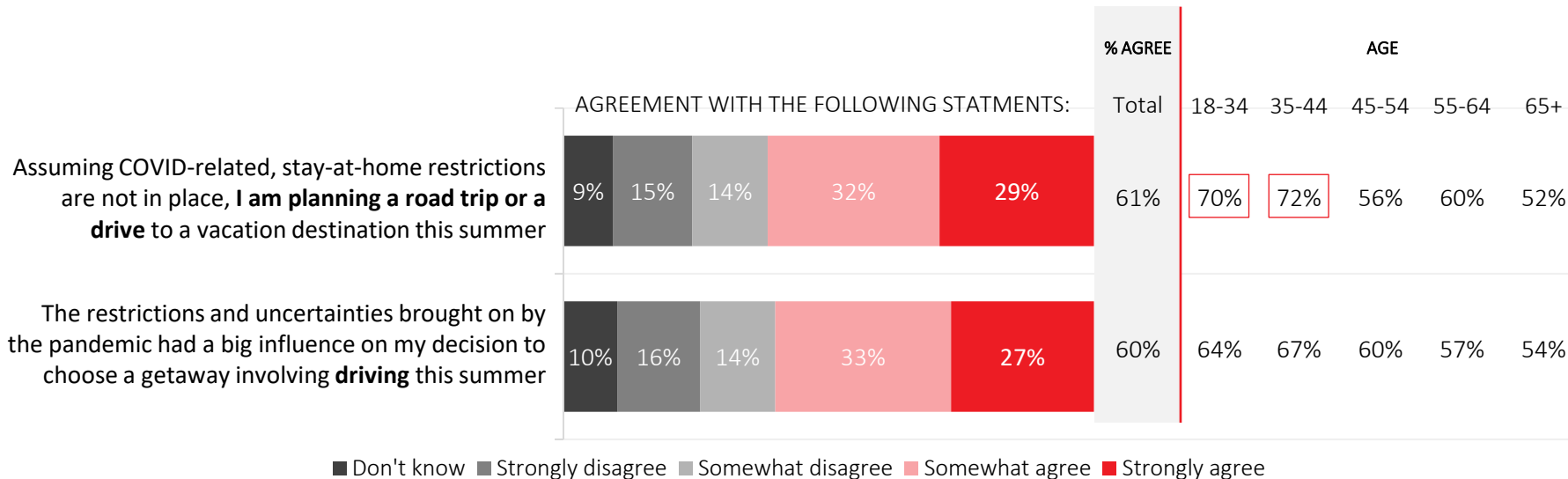
Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: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



RESULTS

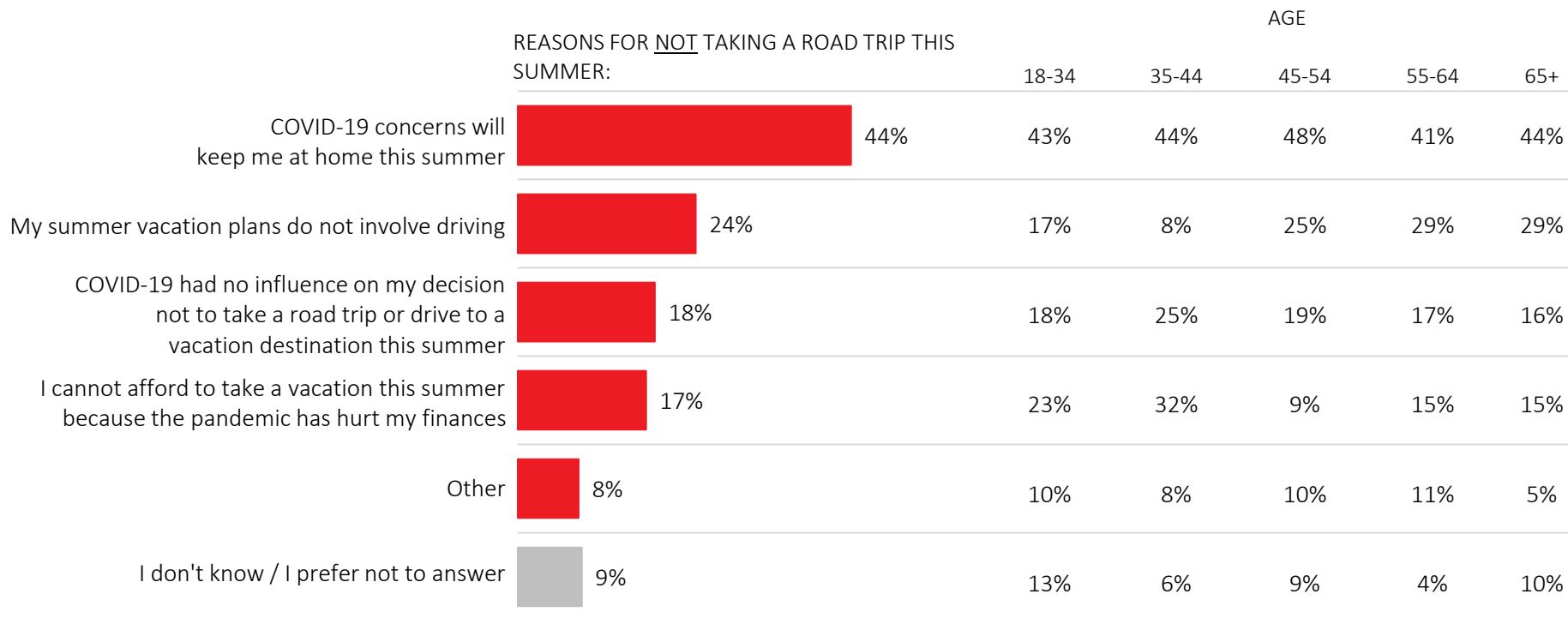
61% ARE PLANNING A ROAD TRIP THIS SUMMER . . . HOPEFULLY.

Assuming COVID-related, stay-at-home restrictions are not in place, six-in-ten (61%) are planning a road trip or a drive to a vacation destination this summer (especially younger drivers). A similar number also agrees that the restrictions and uncertainties brought on by the pandemic had a big influence on their decision to choose a gateway that involved driving this summer. Not surprisingly, a higher percentage of those influenced by the pandemic’s restrictions are planning a road trip or a drive this summer (73% of them vs 46% of those who weren’t as influenced by the pandemic’s restrictions).



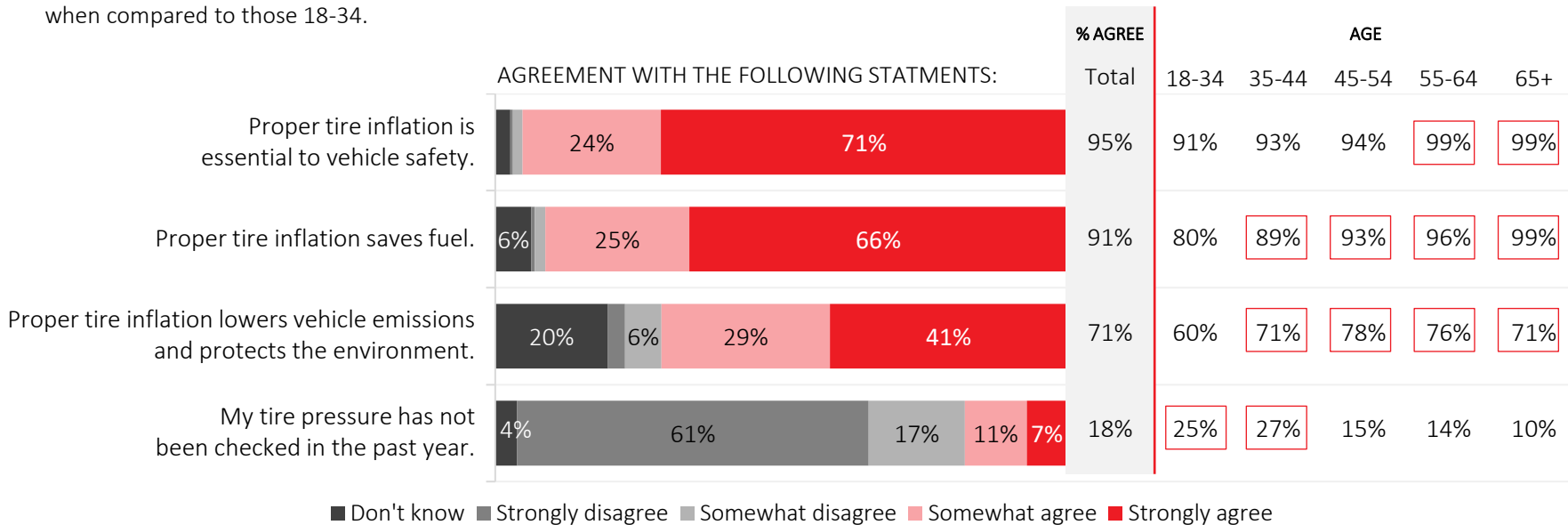
MANY DRIVERS WHO AREN'T PLANNING TO TAKE A ROAD TRIP THIS SUMMER CITE COVID-19 CONCERNS.

When asked why, many drivers (44%) who are not planning to take a road trip this summer cited COVID-19 concerns. Other reasons included the fact that their summer vacation plans don't involve driving, that they can't afford to take a vacation this summer, or that COVID-19 had no bearing on their decision to forego a road trip this summer.



PROPER TIRE INFLATION IS IMPORTANT FOR MANY REASONS.

Nearly all drivers agree that proper tire inflation is essential to vehicle safety (95%) and that proper tire inflation saves fuel (91%), but fewer (71%) believe that proper tire inflation lowers vehicle emissions and protects the environment (in fact, 20% have no idea whether this is true or not). While most (78%) indicate that they've had their tire pressure checked in the past year (particularly older drivers 45+), one-in-five (18%) admit that they haven't (younger drivers in particular). Speaking of age, older drivers are more likely to agree with the statements on proper tire inflation, especially when compared to those 18-34.



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We know Canadians

