



Leger

THE LARGEST CANADIAN-OWNED
POLLING, MARKET RESEARCH
AND ANALYTICS FIRM

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Report

TRAC

Winter Tires Omni Report

October 6, 2021

DATE 2020-10-06 **PROJECT NUMBER** 81721-011



QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1521 Canadians (n=1,349 drivers) was completed between October 1-3, 2021, using Leger's online panel.

For comparison, a probability sample of 1521 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.

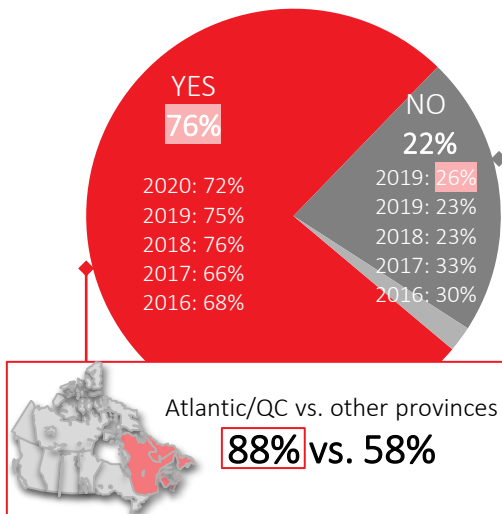


RESULTS

Three-quarters say their vehicle is equipped with winter tires during the winter season; two-in-ten do not.

Most (76%) Canadian drivers say they equip their vehicle with winter tires during the winter season, with 6% of those saying 2021/22 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 22% who do not use winter tires, six-in-ten (58%) 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 that winter tires are too expensive (27%), because they do not drive very much during the winter (21%), and they don't have a place to store the off-season tires (10%). **The percentage who say they don't drive much in winter is significantly lower than in 2020, where COVID-19 restrictions were likely reasons for a spike in that consideration.**

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



WHY NOT USE WINTER TIRES?	2020	2019	2018	2017
All-season tires are good enough	63%	51%	53%	41%
Too expensive	26%	17%	18%	17%
I don't drive much in winter	30%	18%	15%	18%
I have no place to store off-season tires	15%	4%	3%	8%
Other	11%	10%	8%	-
DK/prefer not to answer	3%	1%	2%	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=1,349)

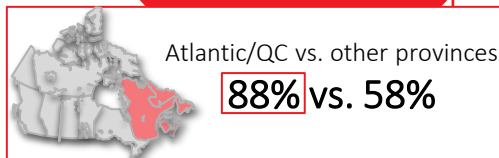
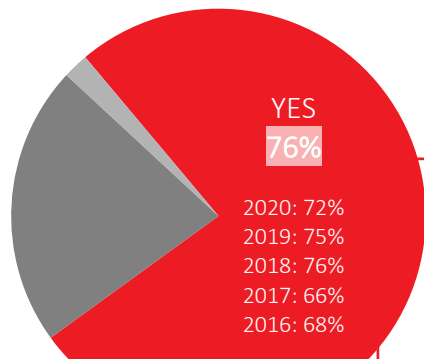
Q2: You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1 (n=282)

Significantly higher

Safety is the number one reason for purchase/use of winter tires.

Those in Quebec and BC are significantly more likely to be among the 42% who say they purchase/use winter tires because it's mandatory in their province. Safety is also a factor besides being the law; nine-in-ten (89%) say they use winter tires because they are protecting their family with the safety advantages of winter tires, (i.e. enhanced traction, cornering, and stopping power in cold weather). Others (29%) cite lower auto insurance premiums offered by their insurance provider as an impetus to buy winter tires, (twice as likely in Ontario), and 20% say it's to get greater fuel economy. Nine-in-ten (93%) who say having winter tires on their car have saved them from an accident agree that safety is paramount (vs. 69% who don't believe winter tires have been instrumental in preventing an accident).

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



WHY PURCHASE/USE WINTER TIRES?	REGION					
	ATL	QC	ON	MB/SK	AB	BC
Protecting my family with the safety advantages of winter tires	98%	85%	91%	93%	90%	87%
Winter tires are mandatory in my province	26%	90%	14%	12%	7%	54%
Lower auto insurance premiums offered by my insurance provider	22%	4%	60%	6%	34%	11%
Greater fuel economy	21%	10%	24%	30%	30%	21%
DK/prefer not to answer	<1%	<1%	3%	1%	1%	1%

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=1,349)

Q4: Which of the following best describes your main reason for purchasing winter tires? BASE: YES at Q1 (n=1,046)

Significantly higher

Owning winter tires – breakdown by region

2021	Total	Atlantic	QC	ON	MB/SK	AB	BC
YES (NET)	76%	92%	99%	73%	50%	68%	57%
Yes	70%	87%	95%	64%	44%	66%	52%
Yes (2021/22 will be the first winter season I will use winter tires)	6%	5%	3%	9%	6%	2%	5%
NO	22%	8%	1%	26%	47%	28%	39%
I don't know/prefer not to answer	2%	<1%	<1%	2%	3%	4%	4%

2021	Total	Atlantic	QC	ON	MB/SK	AB	BC
All-season tires are good enough	58%	27%	6%	56%	72%	55%	62%
Too expensive	27%	10%	-	29%	30%	25%	28%
I don't drive much in winter	21%	60%	-	24%	11%	20%	19%
I have no place to store off-season tires	10%	-	16%	11%	6%	19%	7%
Other	11%	-	71%	13%	7%	3%	15%
DK/prefer not to answer	3%	6%	6%	2%	3%	8%	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=1,349)

Q2: You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1, (n=282)

Significantly higher

Owning winter tires – breakdown by age and gender

2021	Total	18-34	35-54	55+	MALE	FEMALE
YES (NET)	76%	78%	76%	75%	75%	77%
Yes	70%	64%	72%	73%	68%	73%
Yes (2021/22 will be the first winter season I will use winter tires)	6%	14%	4%	2%	7%	4%
NO	22%	18%	22%	25%	24%	20%
I don't know/prefer not to answer	2%	4%	2%	<1%	1%	3%

2021	Total	18-34	35-54	55+	MALE	FEMALE
All-season tires are good enough	58%	56%	59%	58%	57%	59%
Too expensive	27%	42%	29%	18%	24%	31%
I don't drive much in winter	21%	11%	11%	34%	21%	22%
I have no place to store off-season tires	10%	12%	13%	7%	10%	11%
Other	11%	11%	10%	13%	12%	11%
DK/prefer not to answer	3%	4%	6%	1%	6%	<1%

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=1,349)

Q2: You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1, (n=282)

Significantly higher

Owning winter tires – outside of Quebec

2021	Total* (excluding QC)	Atlantic	ON	MB/SK	AB	BC
YES (NET)	69%	92%	73%	50%	68%	57%
Yes	62%	87%	64%	44%	66%	52%
Yes (2021/22 will be the first winter season I will use winter tires)	7%	5%	9%	6%	2%	5%
NO	29%	8%	26%	47%	28%	39%
I don't know/prefer not to answer	2%	-	2%	3%	4%	4%

2021	Total* (excluding QC)	Atlantic	ON	MB/SK	AB	BC
All-season tires are good enough	59%	27%	56%	72%	55%	62%
Too expensive	28%	10%	29%	30%	25%	28%
I don't drive much in winter	21%	60%	24%	11%	20%	19%
I have no place to store off-season tires	10%	-	11%	6%	19%	7%
Other	11%	-	13%	7%	3%	15%
DK/prefer not to answer	3%	6%	2%	3%	8%	2%

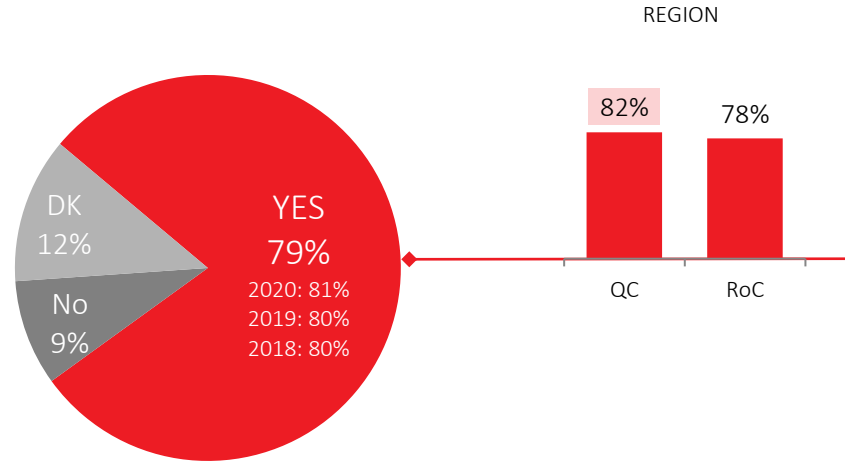
Q1: Is your vehicle equipped with winter tires during the winter season? BASE: Excludes Quebecers and "I do not drive / I do not own a motor vehicle" (n=979)

Q2: You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1, (n=276)

Significantly higher

The majority say that driving a car with winter tires has saved them from being involved in a serious road incident.

Eight-in-ten (79%) 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 accident.



Four-in-ten plan to continue to restrict their winter driving, similar to last year; one-quarter say they'll return to pre-COVID driving patterns.

With or without their vehicles equipped with winter tires, about four-in-ten say that COVID-19 will continue to restrict their winter driving, while 44% overall (46% with winter tires) plan to make a change in their driving habits. Just over one-quarter (26%) say they plan to return to their pre-COVID driving patterns this winter and 6% think they'll be driving more than pre-COVID levels. One-in-ten (12%) feel they will be driving less this winter than last. Older Canadians (55+) believe they will continue to restrict their winter driving, while those aged 18-54 will likely see a change. The likelihood of driving more increases as age decreases. Quebecers are significantly more likely to return to their pre-COVID driving habits (vs. the rest of Canada) and significantly less likely to say they'll be driving less.

significantly less likely to say they'll be driving less.			Vehicle equipped with winter tires (n=1046)	REGION		AGE		
HOW WILL COVID-19 INFLUENCE DRIVING HABITS?				QC	RoC	18-34	35-54	55+
COVID-19 will continue to restrict my winter driving (similar to last year)	<div></div> 37%	38%	32%	39%	30%	28%	50%	
ANY CHANGE (NET)	<div></div> 44%	46%	47%	43%	50%	48%	36%	
I plan to return to pre-COVID driving patterns this winter	<div></div> 26%	28%	33%	24%	29%	29%	22%	
I will be driving more this winter than pre-COVID levels	<div></div> 6%	6%	6%	6%	10%	6%	4%	
I will be driving less this winter than last	<div></div> 12%	11%	7%	13%	12%	13%	10%	
I don't know/prefer not to answer	<div></div> 19%	16%	21%	19%	19%	24%	14%	



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