



# Leger

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

MONTREAL • QUEBEC

TORONTO • WINNIPEG • EDMONTON • CALGARY

VANCOUVER • PHILADELPHIA

# Report

## Tire and Rubber Association of Canada

**DATE** 2023-04-17

**PROJECT NUMBER** 81721-016



# Methodology



An online survey.



1517 Canadians, 18+.



Completed between April 6th and April 9th, 2023, using Leger's online panel.



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 1517 respondents would have a margin of error of  $\pm 2.5\%$ , 19 times out of 20.

## Leger's online panel

Leger's online panel has more than 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.

Leger is the largest Canadian-owned market research and analytics company, with more than 600 employees in eight Canadian and US offices. Leger has been working with prestigious clients since 1986.

A close-up photograph of a hand holding a black pen, pointing at a document. The document features a bar chart with multiple colored bars and a pie chart. The text on the document is partially legible, showing labels like 'Product 6', 'Customer 5', 'Product 1', and 'Product 2'. The background is blurred, showing another person's hand in the distance. A semi-transparent dark grey banner is overlaid at the bottom of the image, containing the text 'DETAILED RESULTS' in white, uppercase letters.

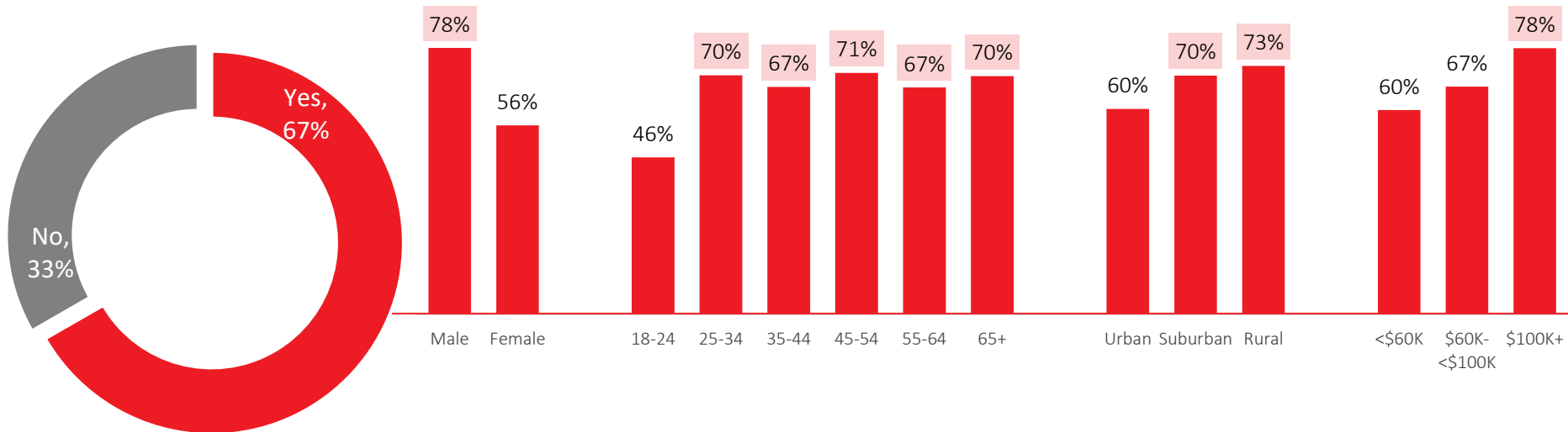
DETAILED RESULTS

# Two-thirds of Canadians are responsible for the maintenance of a personal vehicle.

These respondents are more likely to be male, 25+ years old, live outside of urban areas, and have an annual income of \$100k+.

**Q0** Are you responsible for the maintenance of a personal vehicle, that is, are you are the person responsible for general vehicle operation (fueling, tire pressure checks, etc.) and managing the overall vehicle maintenance (oil changes, repairs, etc.)?

Base: All (n=1517).



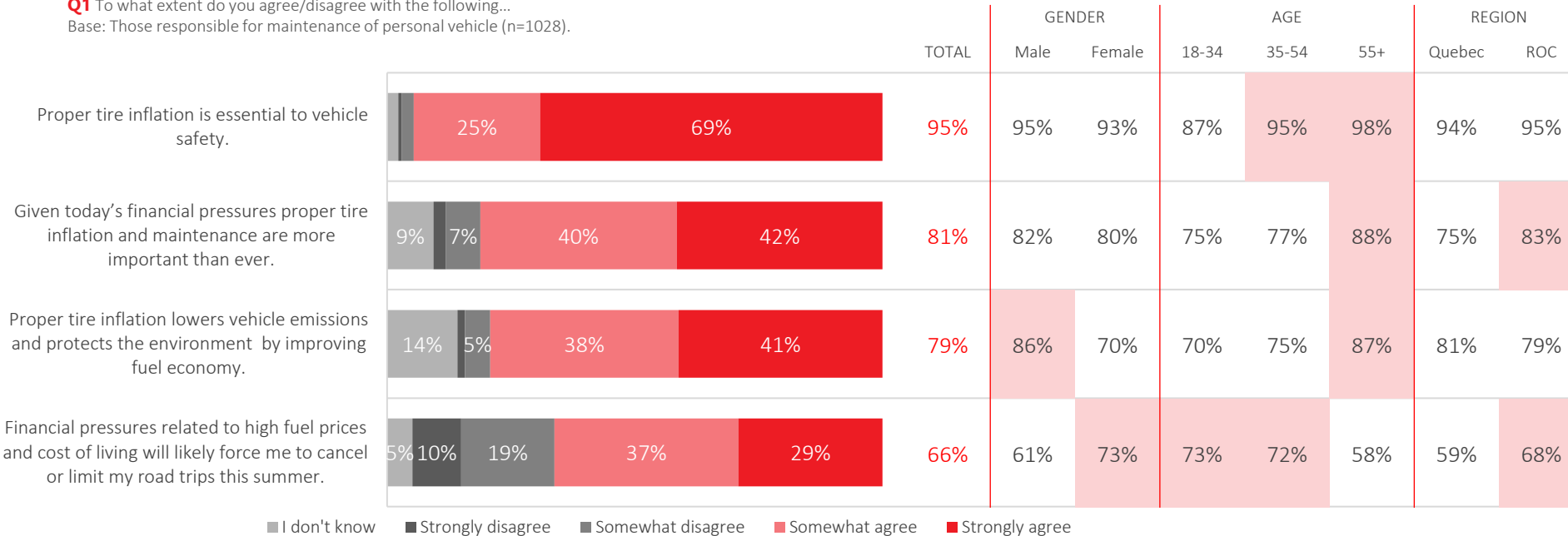
# Nearly everyone who maintains a personal vehicle agrees that proper tire inflation is essential to vehicle safety.

While 95% agree overall, seven-in-ten *strongly* agree that proper tire inflation is essential to vehicle safety. Eight-in-ten agree proper tire inflation is more important than ever, given today's financial pressures (81%), and helps lower vehicle emissions (79%). Demographically, though, those aged 55+ are most likely to agree with these three statements (vs those <55 years old).

Due to financial pressures related to high fuel prices and the cost of living, two thirds (66%) are considering cancelling or limiting their road trips this summer, particularly women, those under 55 years old, and those living outside of Quebec.

**Q1** To what extent do you agree/disagree with the following...  
 Base: Those responsible for maintenance of personal vehicle (n=1028).

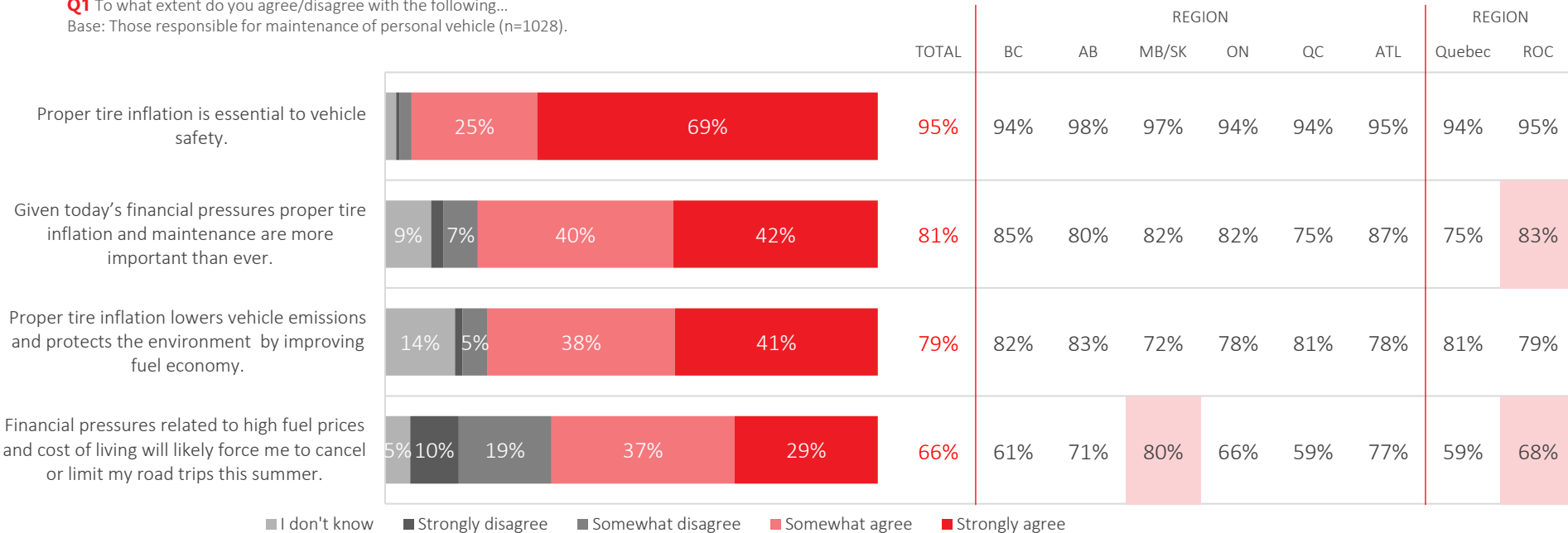
### AGREE (Strongly+Somewhat)



# BREAKDOWN BY REGION

**Q1** To what extent do you agree/disagree with the following...  
 Base: Those responsible for maintenance of personal vehicle (n=1028).

**AGREE (Strongly+Somewhat)**



# 74% measure their tire inflation pressure at least every 6 months.

One-in-ten (14%), on the other hand, wait at least 7 months, and six percent never check their tire pressure. Those checking their tire inflation pressure *at least once a month* are more likely to be men (29% vs 13% of women) and those aged 55+ (28% vs 18% less than 55 years old).

**Q2** How often do you measure your tire inflation pressure?  
 Base: Those responsible for maintenance of personal vehicle (n=1028).

	2022	GENDER		AGE			REGION		
		Male	Female	18-34	35-54	55+	Quebec	ROC	
EVER (NET)	88%	90%	90%	87%	84%	88%	92%	91%	88%
At least every 6 months (NET)	74%	73%	77%	70%	65%	72%	81%	76%	73%
At least monthly	22%	27%	29%	13%	16%	20%	28%	20%	23%
Every 2-3 months	27%	22%	27%	27%	25%	26%	29%	30%	26%
Every 4-6 months	25%	24%	21%	29%	23%	26%	24%	26%	24%
Less than once every 7 months (NET)	14%	17%	13%	17%	19%	16%	11%	15%	14%
Every 7-12 months	8%	10%	6%	10%	11%	8%	5%	7%	8%
Less than once per year	7%	7%	6%	7%	8%	8%	5%	7%	6%
Never	6%	6%	6%	6%	9%	5%	6%	6%	6%
I don't know	5%	4%	4%	6%	7%	6%	2%	2%	5%
Prefer not to answer	1%	1%	0%	1%	1%	1%	0%	0%	1%



# BREAKDOWN BY REGION

**Q2** How often do you measure your tire inflation pressure?  
 Base: Those responsible for maintenance of personal vehicle (n=1028).

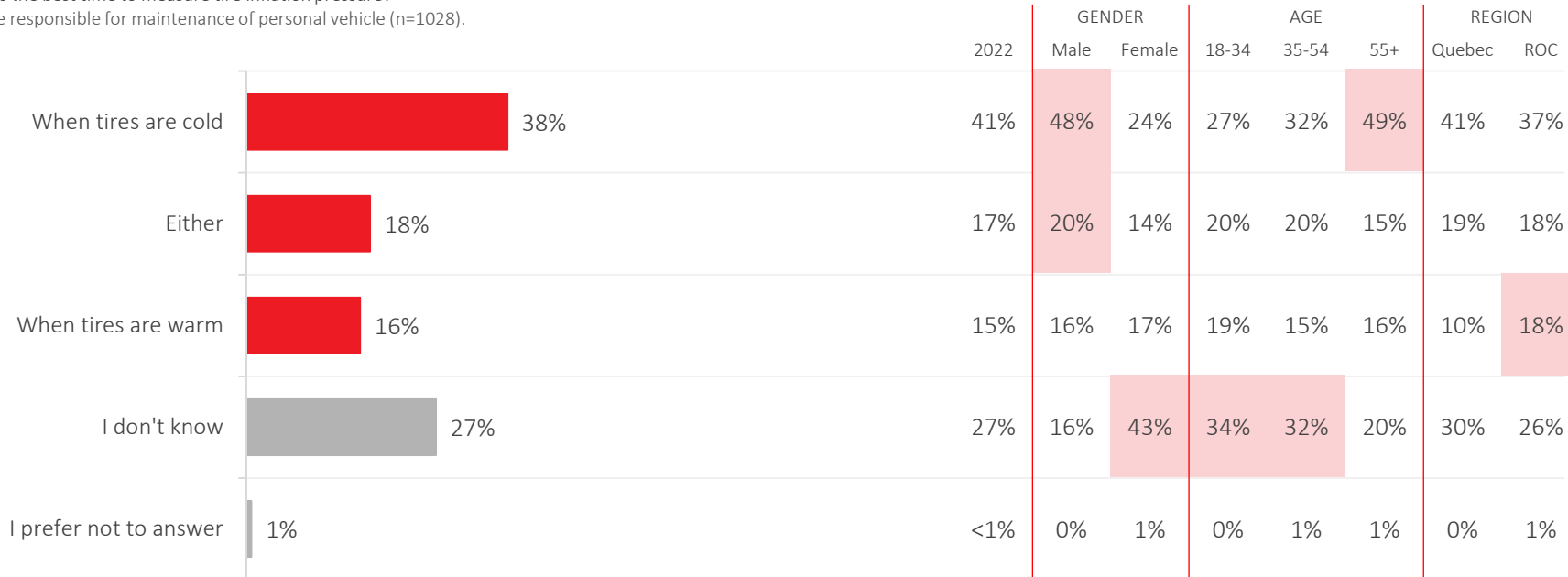
	2022	REGION							REGION	
		BC	AB	MB/SK	ON	QC	ATL	Quebec	ROC	
EVER (NET)	88%	90%	86%	93%	82%	88%	91%	86%	91%	88%
At least every 6 months (NET)	74%	73%	70%	73%	70%	75%	76%	74%	76%	73%
At least monthly	22%	27%	16%	30%	24%	24%	20%	19%	20%	23%
Every 2-3 months	27%	22%	27%	26%	23%	27%	30%	23%	30%	26%
Every 4-6 months	25%	24%	26%	17%	23%	24%	26%	32%	26%	24%
Less than once every 7 months (NET)	14%	17%	17%	20%	12%	13%	15%	12%	15%	14%
Every 7-12 months	8%	10%	10%	12%	5%	6%	7%	9%	7%	8%
Less than once per year	7%	7%	7%	8%	7%	6%	7%	3%	7%	6%
Never	6%	6%	7%	3%	15%	5%	6%	7%	6%	6%
I don't know	5%	4%	6%	4%	3%	6%	2%	5%	2%	5%
Prefer not to answer	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%

# 38% believe it's best to measure tire inflation pressure when tires are cold, while 16% believe the tires should be warm.

Two-in-ten (18%) believe it doesn't matter if the tires are warm or cold, while three-in-ten (27%) have no idea, especially women (43% vs 16% of men) and those aged 18-54 (32% vs 20% aged 55+). Men (48% vs 24% of women) and those aged 55+ (49% vs 30% of those <55 years old) are more likely to believe it's best to measure tire inflation pressure when the tires are cold.

### Q3 When is the best time to measure tire inflation pressure?

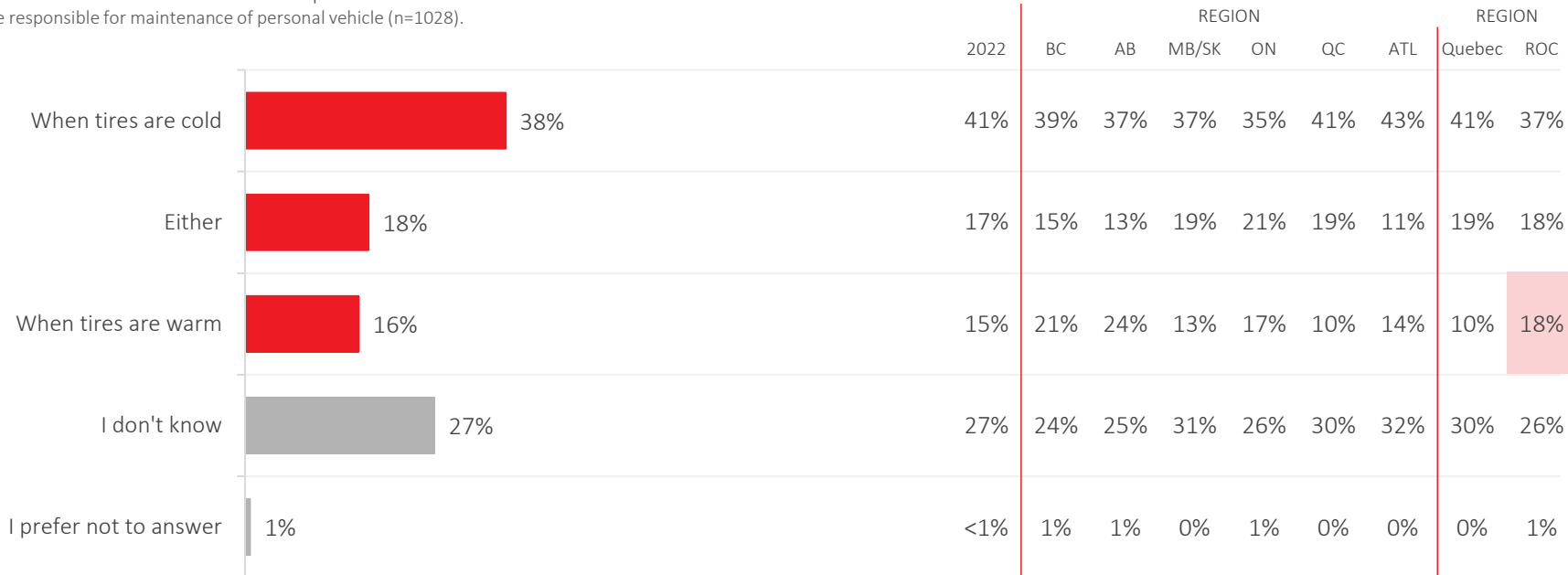
Base: Those responsible for maintenance of personal vehicle (n=1028).



## BREAKDOWN BY REGION

**Q3** When is the best time to measure tire inflation pressure?

Base: Those responsible for maintenance of personal vehicle (n=1028).



# When determining what pressure to set their tires, roughly half (47%) reference the sticker on the driver's side door jamb.

This is especially true among men (56% vs 36% of women) and those aged 55+ (59% vs 39% less than 55 years old). A third refer to either the owner's manual (35%) or the tire sidewall information (33%). While searching online (9%) and checking visually (6%) are less common methods overall, they are more commonly used by younger individuals <55 years of age compared to those 55+.

**Q4** How do you determine what pressure to set your tires?

Base: Those responsible for maintenance of personal vehicle (n=1028).

	2022	GENDER		AGE			REGION	
		Male	Female	18-34	35-54	55+	Quebec	ROC
On a sticker on the driver's side door jamb	47%	56%	36%	36%	42%	59%	48%	47%
Refer to the owner's manual	35%	35%	34%	30%	33%	39%	31%	36%
Look at tire sidewall information	33%	36%	30%	34%	38%	29%	28%	35%
Search online	9%	10%	8%	18%	10%	3%	4%	11%
Visually	6%	7%	4%	8%	7%	3%	4%	6%
Other	4%	3%	5%	4%	4%	3%	4%	4%
I don't know	5%	2%	10%	9%	4%	5%	6%	5%
I prefer not to answer	<1%	1%	0%	1%	0%	0%	0%	0%

# BREAKDOWN BY REGION

**Q4** How do you determine what pressure to set your tires?  
 Base: Those responsible for maintenance of personal vehicle (n=1028).

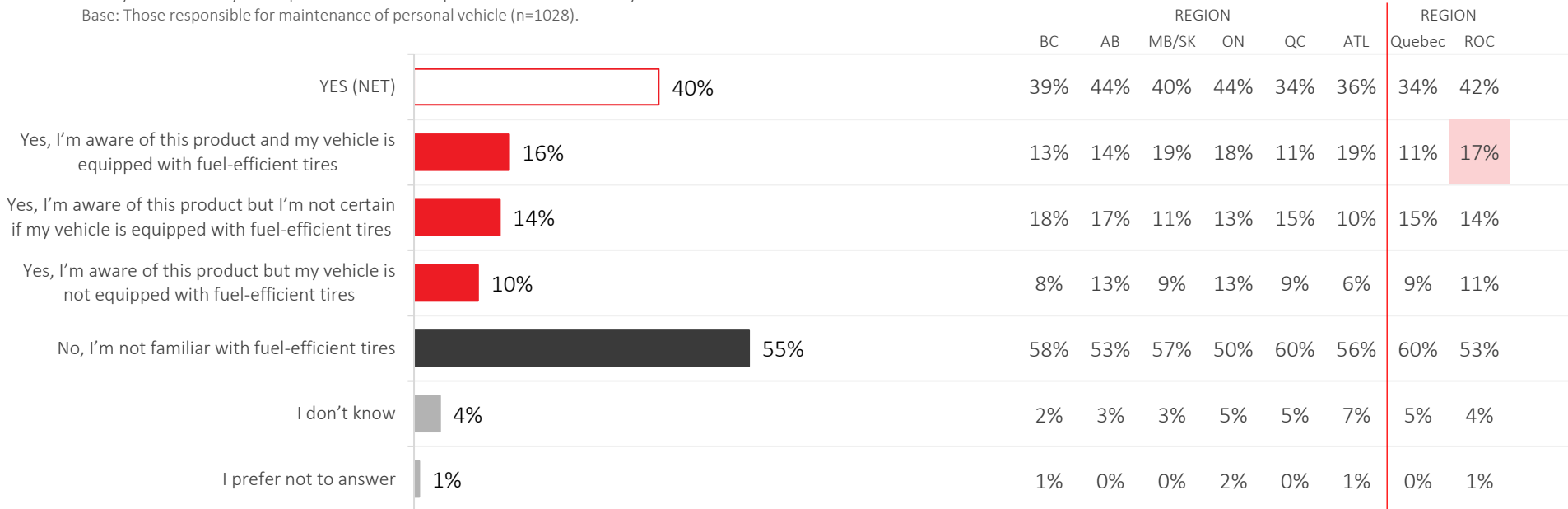
		2022	REGION						REGION		
			BC	AB	MB/SK	ON	QC	ATL	Quebec	ROC	
On a sticker on the driver's side door jamb		47%	44%	46%	56%	46%	46%	48%	46%	48%	47%
Refer to the owner's manual		35%	36%	29%	34%	43%	36%	31%	41%	31%	36%
Look at tire sidewall information		33%	34%	32%	45%	45%	35%	28%	14%	28%	35%
Search online		9%	8%	9%	12%	12%	11%	4%	9%	4%	11%
Visually		6%	8%	1%	7%	8%	8%	4%	6%	4%	6%
Other		4%	5%	5%	4%	2%	4%	4%	3%	4%	4%
I don't know		5%	6%	7%	1%	4%	5%	6%	9%	6%	5%
I prefer not to answer		<1%	1%	1%	1%	0%	0%	0%	0%	0%	0%



# BREAKDOWN BY REGION

**Q5** Fuel-efficient tires are designed to improve vehicle fuel economy by up to 4%. Before today, were you aware that you can purchase tires that improve vehicle fuel economy?

Base: Those responsible for maintenance of personal vehicle (n=1028).



# When considering the money saving potential, nearly six-in-ten are likely to consider a set of fuel-efficient tires as their next tire purchase.

While 58% are likely so consider a set of fuel-efficient tires as their next tire purchase, only 16% are only *very* likely to do so (but 21% among those 55+). Those who mentioned that financial pressures (a) make proper tire inflation more important than ever (63% vs 43% among those who disagree) and/or (b) will likely cause them to cancel or limit summer road trips this year (63% vs 52% of those who disagree) are more likely to consider a set of fuel-efficient tires as their next tire purchase.

**Q6** Fuel-efficient tires can improve overall fuel economy and save drivers approximately \$100 per year on fuel.

Knowing this, how likely are you to consider a set of fuel-efficient tires as your next tire purchase?

Base: Those responsible for maintenance of personal vehicle (n=1028).

	LIKELY (Strongly+Somewhat)								
	GENDER		AGE			REGION			
	Male	Female	18-34	35-54	55+	Quebec	ROC		
LIKELY (NET)	58%		60%	56%	54%	57%	61%	57%	59%
Very likely	16%	17%	14%	13%	12%	21%	18%	15%	
Somewhat likely	42%	43%	42%	46%	40%	39%	43%		
NOT LIKELY (NET)	25%		25%	25%	30%	24%	23%	27%	25%
Not very likely	19%	17%	21%	25%	17%	17%	22%	18%	
Not at all likely	6%	8%	4%	5%	7%	6%	5%	7%	
I don't know	16%	15%	18%	15%	17%	16%	15%	16%	
Prefer not to answer	1%	1%	1%	0%	1%	0%	0%	1%	



# BREAKDOWN BY REGION

**Q6** Fuel-efficient tires can improve overall fuel economy and save drivers approximately \$100 per year on fuel.

Knowing this, how likely are you to consider a set of fuel-efficient tires as your next tire purchase?

Base: Those responsible for maintenance of personal vehicle (n=1028).

	LIKELY (NET)	LIKELY (Strongly+Somewhat)						REGION	
		BC	AB	MB/SK	ON	QC	ATL	Quebec	ROC
Very likely	16%	15%	13%	13%	15%	18%	18%	18%	15%
Somewhat likely	42%	43%	45%	37%	43%	39%	49%	39%	43%
NOT LIKELY (NET)	25%	26%	27%	28%	26%	27%	12%	27%	25%
Not very likely	19%	17%	22%	17%	19%	22%	9%	22%	18%
Not at all likely	6%	9%	5%	11%	6%	5%	3%	5%	7%
I don't know	16%	15%	15%	21%	15%	15%	20%	15%	16%
Prefer not to answer	1%	1%	0%	0%	1%	0%	0%	0%	1%

# Leger

## ASHLEY SIMAC

Associate Vice-President  
Communications and Public Affairs  
[asimac@leger360.com](mailto:asimac@leger360.com)

## CALEB CHONG

Research Analyst  
Communications and Public Affairs  
[cchong@leger360.com](mailto:cchong@leger360.com)

# Leger

*We know Canadians*

