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Report

TRAC

Tire Pressure Attitudes Omni

April 14, 2022

DATE 2022-04-14 PROJECT NUMBER 81721-014



METHODOLOGY

QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1538 Canadians (n=1,020 respondents responsible for the maintenance of a personal vehicle, such as general vehicle operation and overall vehicle maintenance) was completed between April 8 and 10, 2022, 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 1538 respondents would have a margin of error of $\pm 2.5\%$, 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%.

QUALITY CONTROL

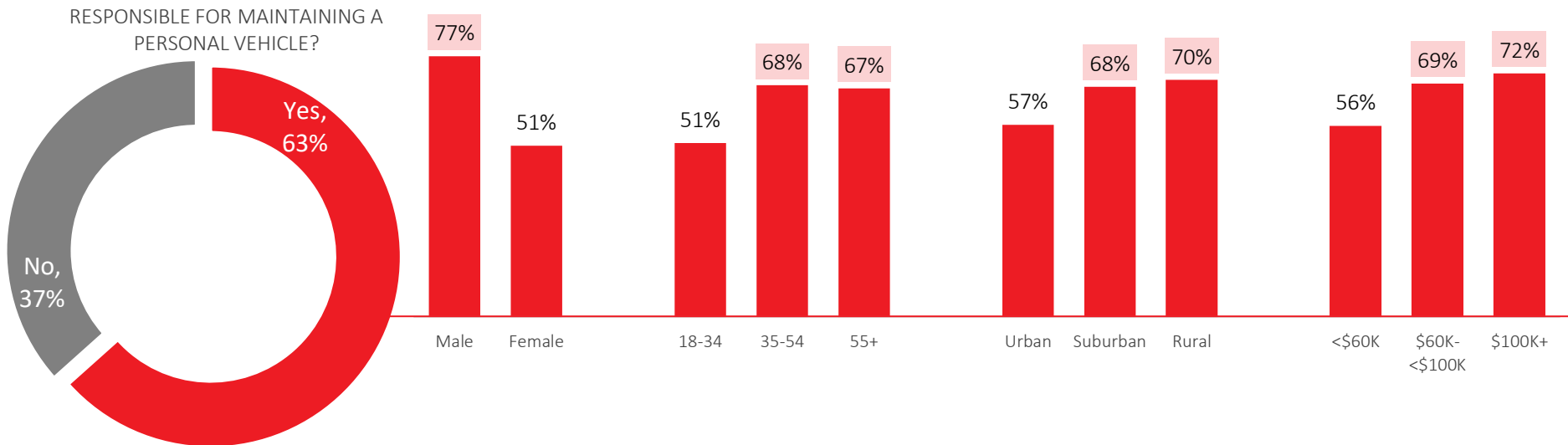
Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: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

Also, poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. (See <https://338canada.com/pollster-ratings.htm>.)



RESULTS

Nearly two-thirds are responsible for the maintenance of a personal vehicle, especially men, those 35 or older, suburban and rural Canadians, and the more affluent.

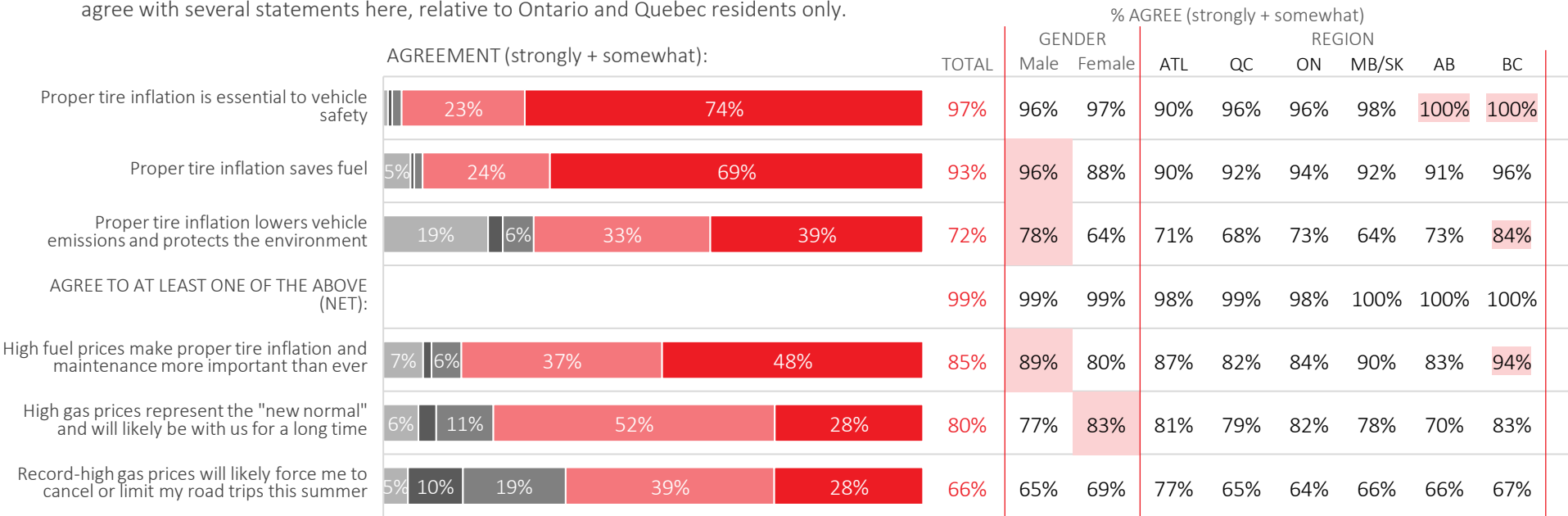


S1: Are you responsible for the maintenance of a personal vehicle, that is, are you are the person responsible for general vehicle operation (fueling, tire pressure checks, etc.) and managing the overall vehicle maintenance (oil changes, repairs, etc.)? Base: ALL (n=1538)

Significantly higher

Virtually all agree that proper tire inflation is essential to vehicle safety, and nearly all agree it saves fuel.

Nine-in-ten agree that proper tire inflation is essential to vehicle safety and that it saves fuel, but fewer (i.e. seven-in-ten) believe proper tire inflation lowers vehicle emissions and protects the environment. Eight-in-ten agree that high fuel prices make proper tire inflation and maintenance more important than ever (especially men [89%] and seniors [95%]). Eight-in-ten also agree that high gas prices are the 'new normal' and will be around for a while, but fewer (66%) say record-high gas prices will force them to cancel or limit their summer road trips. Regionally, BC residents are more likely to agree with several statements here, relative to Ontario and Quebec residents only.



■ I don't know / I prefer not to answer ■ Strongly disagree ■ Somewhat disagree ■ Somewhat agree ■ Strongly agree

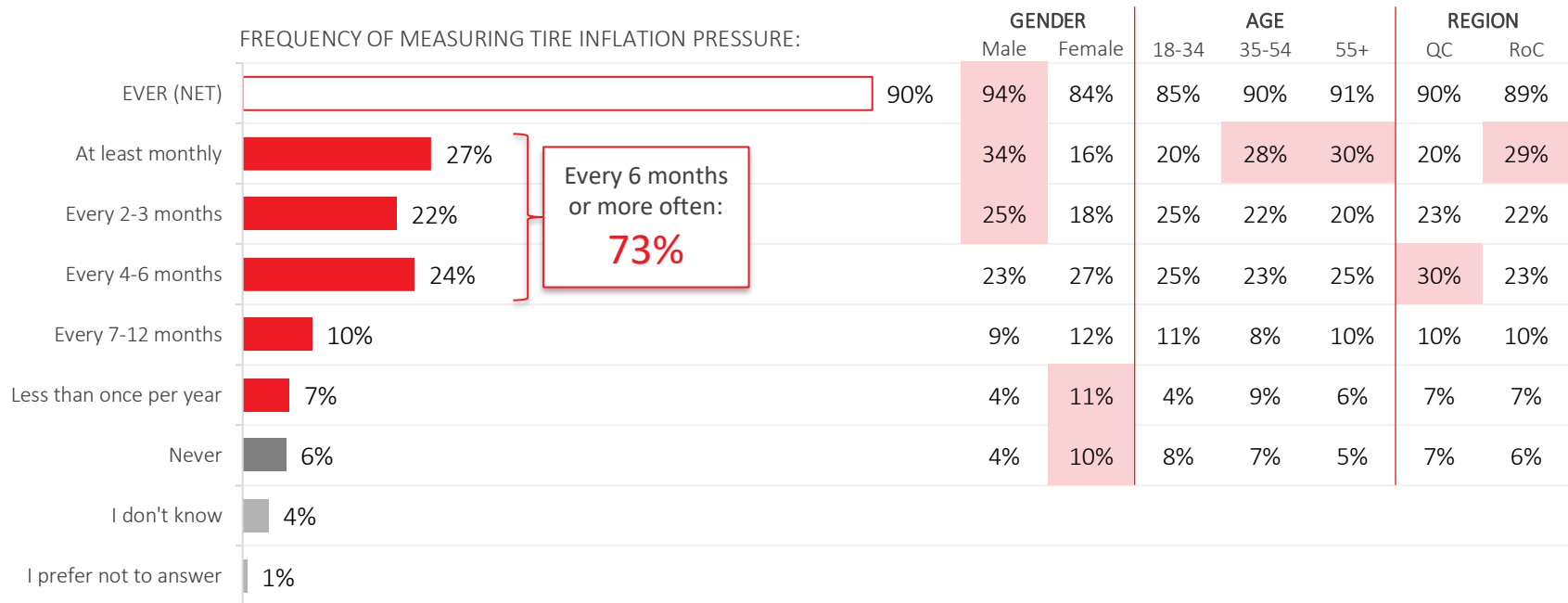
Q1: To what extent do you agree/disagree with the following:

Base: Those responsible for maintenance of personal vehicle (n=1020).

Significantly higher.

73% measure their tire inflation pressure at least every 6 mos.

Roughly three-quarters of those who are responsible for the maintenance of a personal vehicle (73%) measure their tire inflation pressure *at least once every six months*. Those measuring tire inflation *at least monthly* are significantly more likely to be men (vs. women), those aged 35+ (vs. 18-34), and those living outside of Quebec (vs. Quebecers). Many Prairie residents (43%) also measure their tire inflation pressure on a *monthly basis*, a percentage that's two times higher than Quebec (20%), and significantly higher than Ontario (26%).



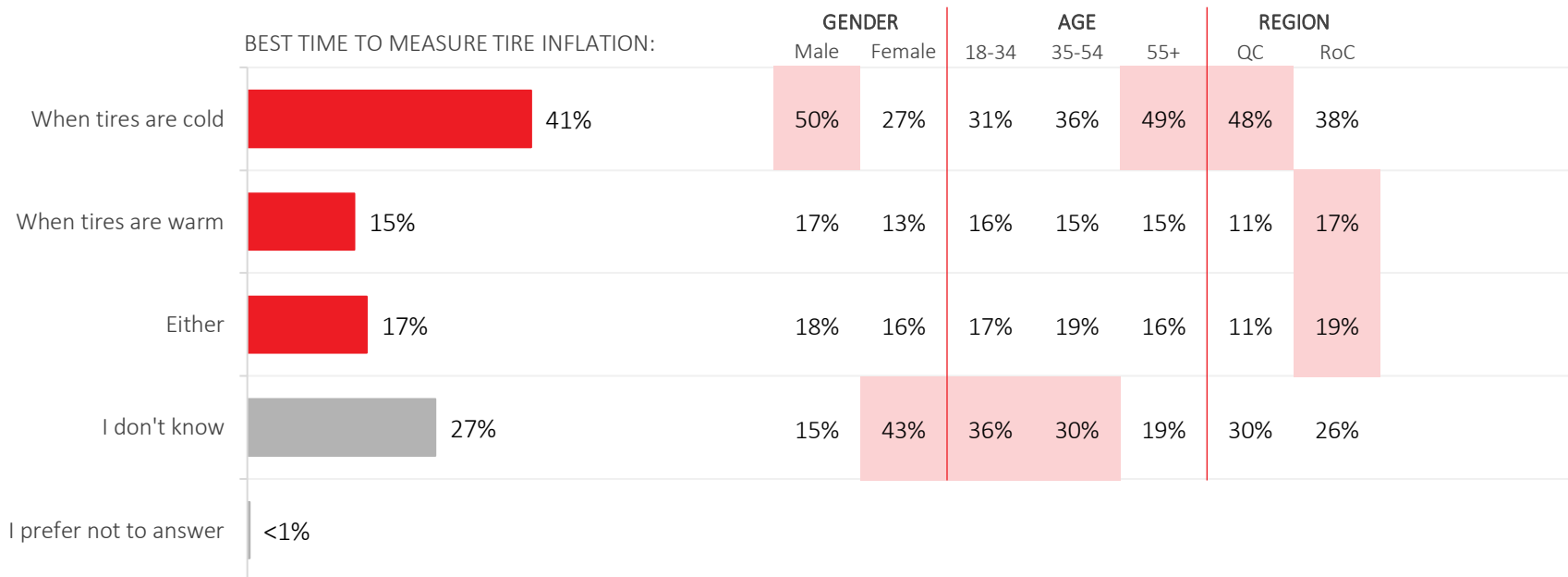
Q2: How often do you measure your tire inflation pressure?

Base: Those responsible for maintenance of personal vehicle (n=1020).

Significantly higher.

Four-in-ten are aware that the best time to measure tire inflation is when the tires are cold.

Four-in-ten (41%) believe the best time to measure tire inflation pressure is when the tires are *cold*, especially men (vs. women), those 55+ (vs. 18-54), and Quebecers (vs. the RoC). About one-in-seven believe that it can be done when the tires are *warm* (15%) or at any temperature (17%). One-quarter (27%) admits that they have no idea, especially women and younger respondents <55.



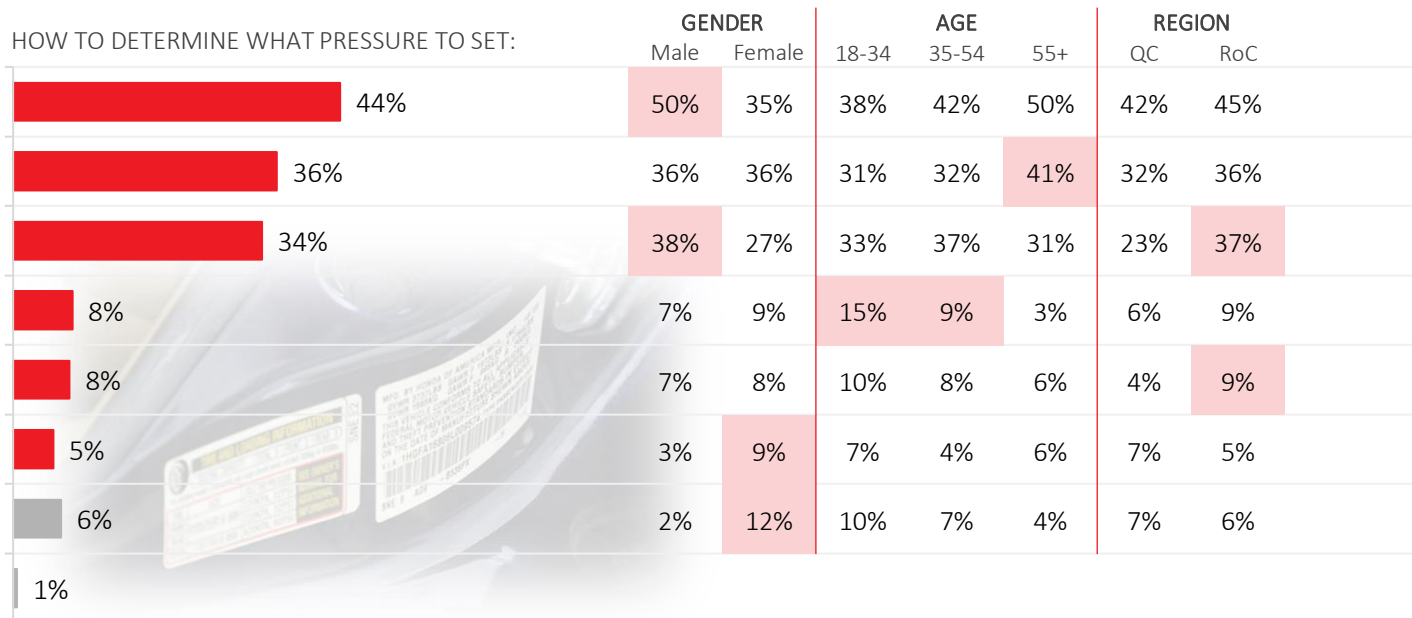
Q3: When is the best time to measure tire inflation pressure?

Base: Those responsible for maintenance of personal vehicle (n=1020).

Significantly higher.

Many believe the best way to determine what tire pressure to set is to look for a sticker on the driver's side door jamb.

More than four-in-ten (44%) know that to determine what pressure to set their tires is to check for a sticker on the driver's side door jamb, although 36% say that failing that, they can refer to the owner's manual. One-third (34%) believe they should look at the tire sidewall information. Men (vs. women) are significantly more likely to say they'd consult the sticker on the door jamb or the tire sidewall, while those aged 55+ (vs. 18-54) would be more likely to look to the owner's manual. Younger Canadians are most likely to be among the 8% who say they would search online for the information.



Q4: How do you determine what pressure to set your tires?
 Base: Those responsible for maintenance of personal vehicle (n=1020).

Significantly higher.



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