



Leger

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

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Report

TRAC

Winter Tires Omni Report

November 2, 2022



QUANTITATIVE RESEARCH INSTRUMENT

An online survey of n=1607 drivers was completed between 21st-30th of October, 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 1835 respondents would have a margin of error of $\pm 2.4\%$, 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.

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>.)

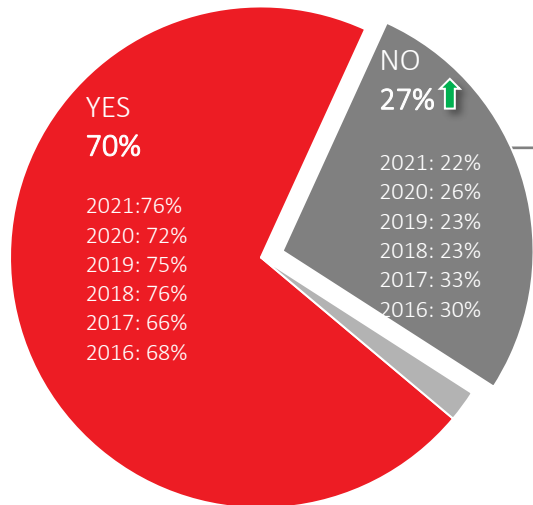


RESULTS

Nearly three-quarters (70%) of Canadian drivers say they equip their vehicle with winter tires during the winter season, with 4% of those saying 2022/23 will be the first winter season they'll be using them.

Of the 27% who do not use winter tires, the main reason (for 57%) remains a belief that all-season tires are good enough to get them through the winter weather, while fewer say it is that winter tires are too expensive (26%) or because they do not drive very much during the winter (25%). One-in-ten don't have a place to store the off-season tires (10%).

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



WHY NOT USE WINTER TIRES?		2021	2020	2019	2018	2017
All-season tires are good enough	57%	58%	63%	51%	53%	41%
Too expensive	26%	27%	26%	17%	18%	17%
I don't drive much in winter	25%	21%	30%	18%	15%	18%
I have no place to store off-season tires	10%	10%	15%	4%	3%	8%
Other	10%	11%	11%	10%	8%	-
DK/prefer not to answer	3%	3%	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=1607)

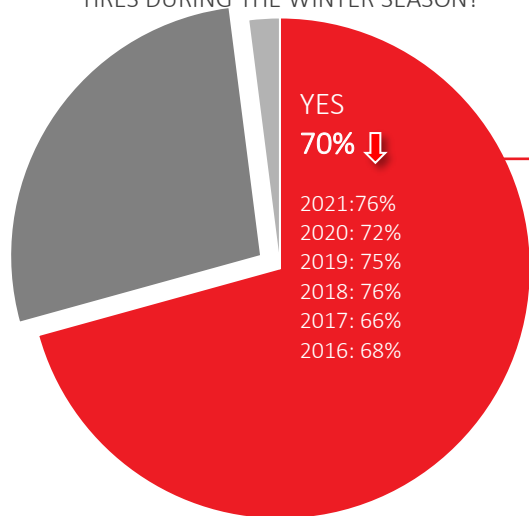
Q2: You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1 (n=408)

↑ Significantly higher/lower than previous wave
 ↓ Significantly higher

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

Three-quarters (76%) say their top reason to purchase and use winter tires is because they are protecting their family with the safety advantages of winter tires, (i.e. enhanced traction, cornering, and stopping power in cold weather), significantly higher than the 66% who chose this reason in 2021. Four-in-ten (38%) say their primary reason for having winter tires is because they are mandatory in their province, significantly so in Quebec, BC, and Atlantic Canada. Two-in-ten (21%) cite lower auto insurance premiums offered by their insurance provider as a reason to buy winter tires, (most likely among Ontarians). About one-in-ten say they acted on advice from family and friends (13% - almost half as likely among Quebecers) and advice from tire retailers (7%).

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



WHY PURCHASE/USE WINTER TIRES?	2021	REGION							
		BC	AB	SK	MB	ON	QC	Atl	
Protecting my family with the safety advantages of winter tires	76% ↑	66%	78%	78%	81%	83%	80%	66%	89%
Winter tires are mandatory in my province	38% ↑	23%	54%	3%	16%	5%	11%	78%	28%
Lower auto insurance premiums offered by my insurance provider	21% ↑	6%	5%	14%	9%	1%	50%	2%	14%
Advice from family and friends	13%	-	14%	14%	19%	18%	16%	6%	14%
Advice from tire retailers	7%	-	10%	11%	2%	4%	7%	8%	3%

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=1607)

Q4: Which of the following best describes your main reason for purchasing winter tires? BASE: YES at Q1 (n=1163)

↑ ↓ Significantly higher/lower than previous wave Significant higher

Owning winter tires – breakdown by region

2022	Total	BC	AB	SK	MB	ON	QC	Atlantic
YES (NET)	70%	59%	56%	61%	54%	65%	95%	74%
Yes	66%	55%	52%	50%	50%	59%	95%	70%
Yes (2021/22 will be the first winter season I will use winter tires)	4%	4%	3%	11%	4%	5%	<1%	4%
NO	27%	39%	43%	39%	45%	31%	3%	25%
I don't know/prefer not to answer	2%	1%	2%	<1%	1%	4%	2%	2%

2022	Total	BC	AB	SK	MB	ON	QC	Atlantic
All-season tires are good enough	57%	60%	72%	51%	73%	53%	18%	48%
Too expensive	26%	20%	25%	21%	19%	34%	33%	1%
I don't drive much in winter	25%	24%	12%	2%	12%	34%	11%	36%
I have no place to store off-season tires	10%	21%	1%	<1%	10%	12%	4%	<1%
Other	10%	3%	6%	28%	4%	9%	38%	22%
DK/prefer not to answer	3%	8%	<1%	<1%	6%	1%	5%	3%

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=1607)

Q2: You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1 (n=408)

Significantly higher

Owning winter tires – breakdown by age and gender

2022	Total	18-34	35-54	55+	MALE	FEMALE
YES (NET)	70%	73%	74%	66%	72%	69%
Yes	66%	65%	70%	64%	68%	65%
Yes (2021/22 will be the first winter season I will use winter tires)	4%	8%	4%	1%	3%	4%
NO	27%	22%	24%	33%	26%	29%
I don't know/prefer not to answer	2%	4%	2%	1%	3%	2%

2022	Total	18-34	35-54	55+	MALE	FEMALE
All-season tires are good enough	57%	46%	60%	61%	59%	56%
Too expensive	26%	33%	41%	16%	23%	29%
I don't drive much in winter	25%	18%	12%	35%	24%	26%
I have no place to store off-season tires	10%	14%	7%	10%	11%	9%
Other	10%	3%	8%	13%	9%	10%
DK/prefer not to answer	3%	6%	3%	1%	5%	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=1607)

Q2: You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1 (n=408)

Significantly higher

Owning winter tires – outside of Quebec

2022	Total* (excluding QC)	BC	AB	SK	MB	ON	Atlantic
YES (NET)	63%	59%	56%	61%	54%	65%	74%
Yes	58%	55%	52%	50%	50%	59%	70%
Yes (2021/22 will be the first winter season I will use winter tires)	5%	4%	3%	11%	4%	5%	4%
NO	35%	39%	43%	39%	45%	31%	25%
I don't know/prefer not to answer	3%	1%	2%	<1%	1%	4%	2%

2022	Total* (excluding QC)	BC	AB	SK	MB	ON	Atlantic
All-season tires are good enough	59%	60%	72%	51%	73%	53%	48%
Too expensive	26%	20%	25%	21%	19%	34%	1%
I don't drive much in winter	26%	24%	12%	2%	12%	34%	36%
I have no place to store off-season tires	10%	21%	1%	<1%	10%	12%	<1%
Other	9%	3%	6%	28%	4%	9%	22%
DK/prefer not to answer	3%	8%	<1%	<1%	6%	1%	3%

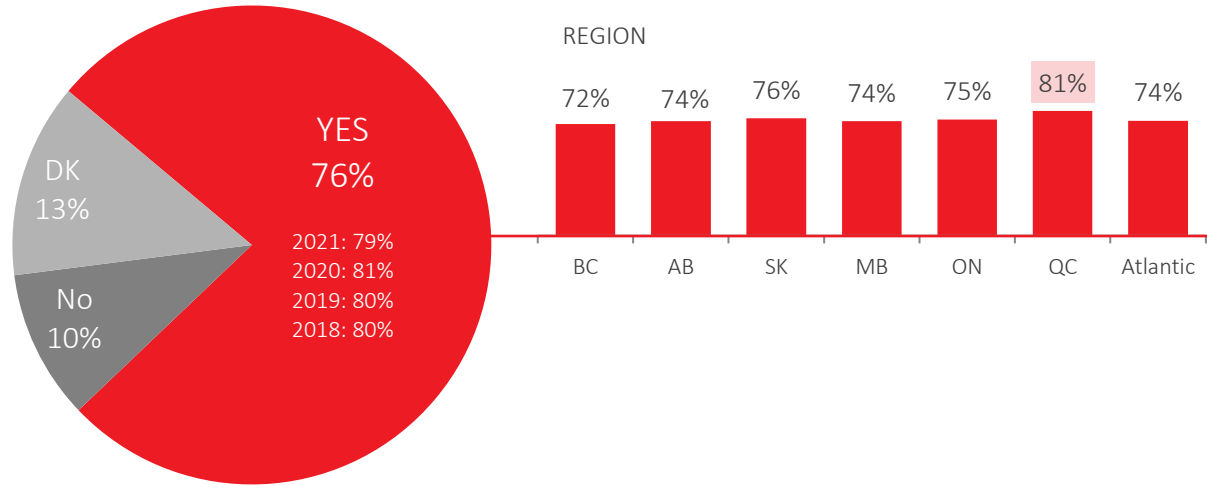
Q1: Is your vehicle equipped with winter tires during the winter season? BASE: Excludes Quebecers and "I do not drive / I do not own a motor vehicle" (n=1239)

Q2: You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1, (n=395)

Significantly higher

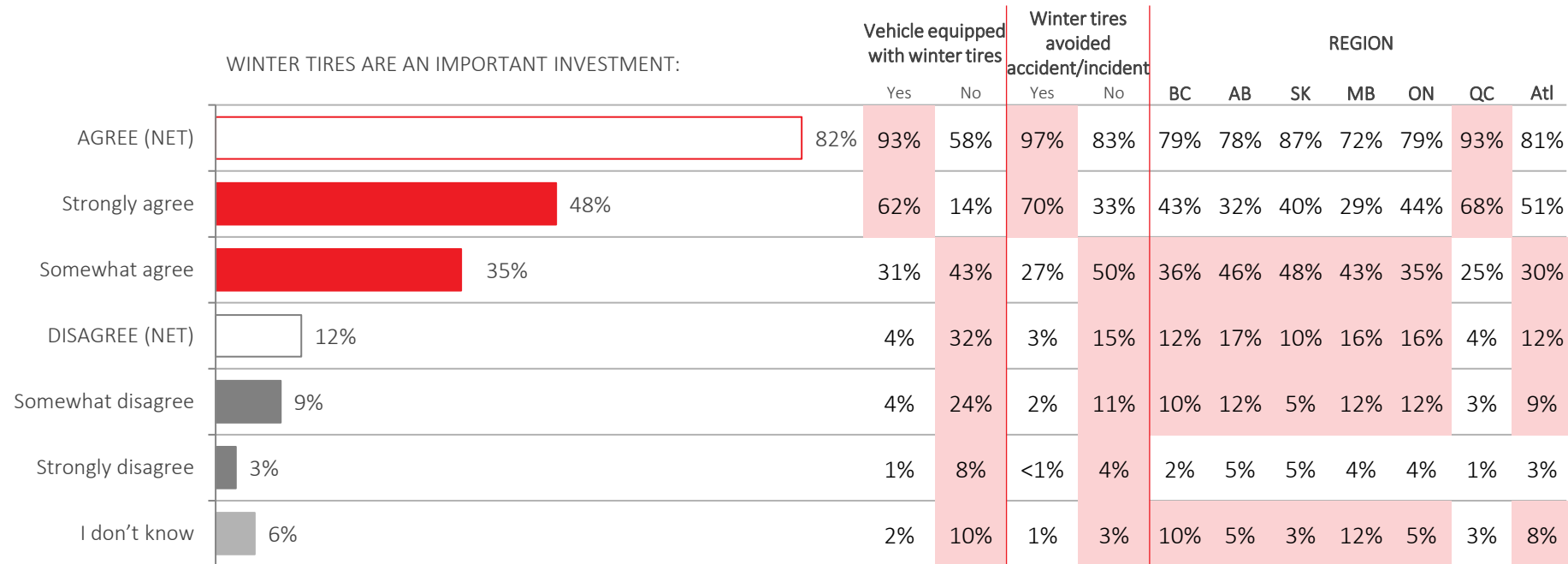
The majority say that driving a car with winter tires has saved them from being involved in a serious road incident.

Three-quarters (76%) 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 compared to the rest of Canada.



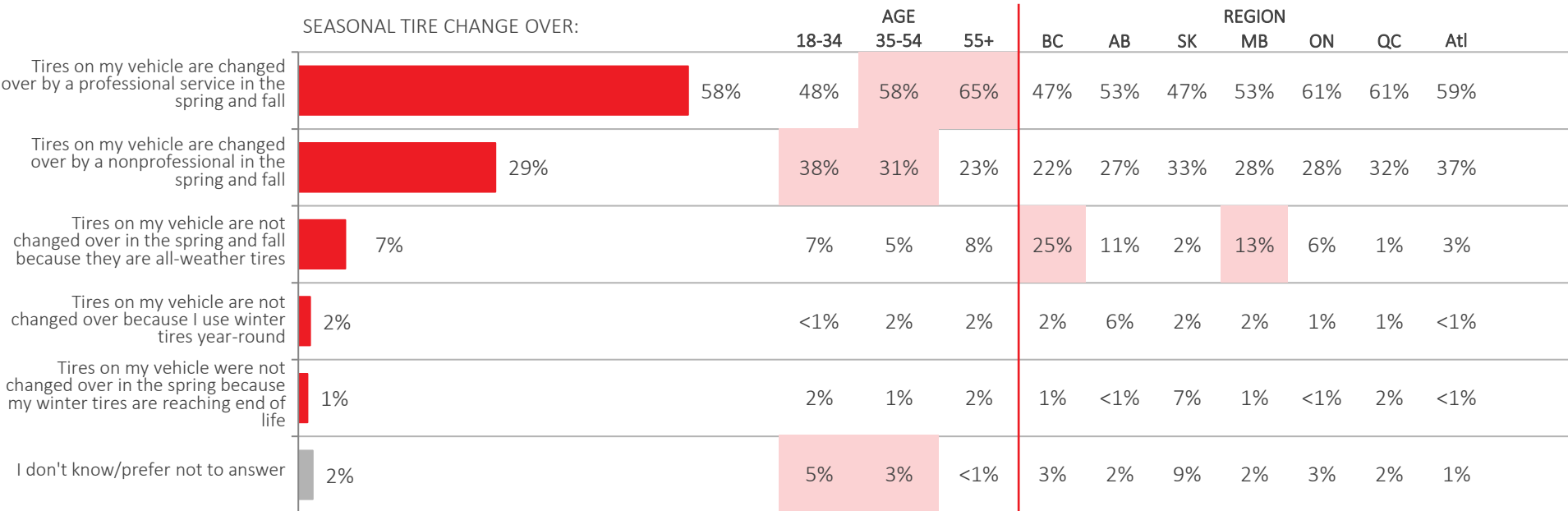
The majority (82%) agree that winter tires are an important investment despite the rising cost of living...

...and in fact, 48% strongly agree with this statement, especially among Quebecers (vs. the rest of Canada). Levels of agreement about the importance of investing in winter tires is particularly strong among Canadians whose vehicles are equipped with winter tires, and those who believe having their vehicle equipped with winter tires has saved them from being involved in a potentially hazardous driving situation such as loss of control or a collision



Six-in-ten (58%) have their tires changed over in the spring and fall by a professional; 29% do it themselves.

Those in BC and Manitoba are significantly more likely to be among the 7% who do not change over in the spring and fall because they use all-weather tires.

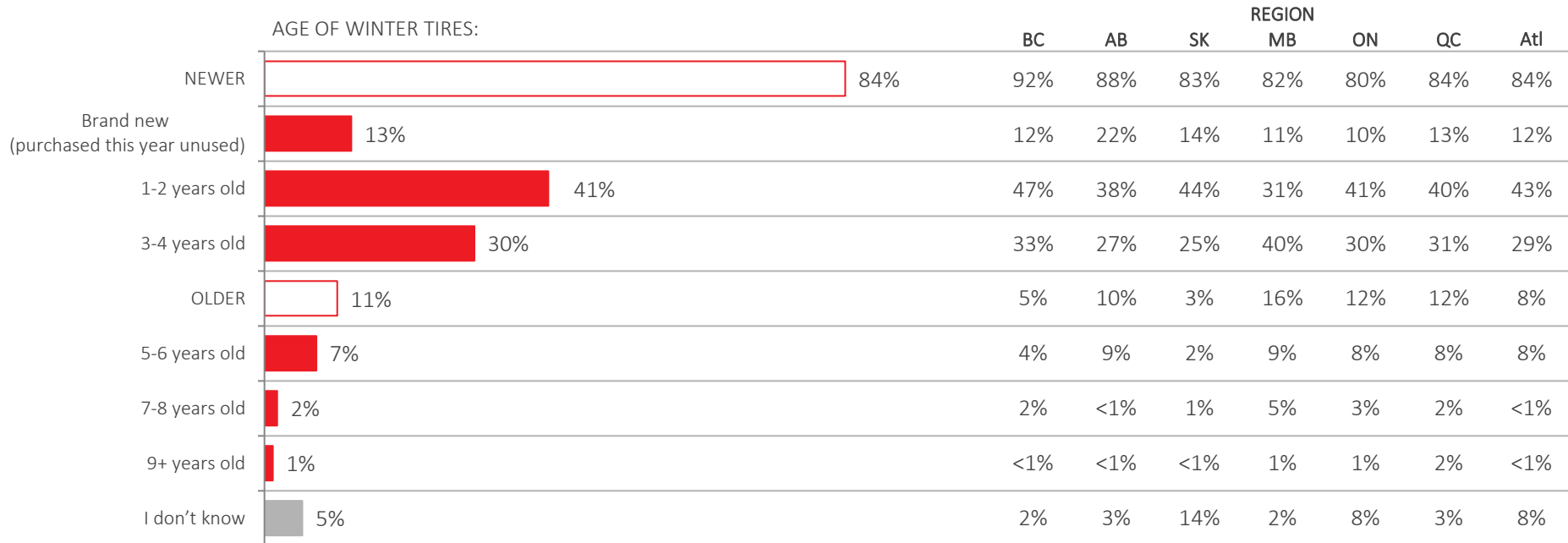


↓ ↑ Significantly higher/lower than previous wave Significant higher

Q6: Thinking about your seasonal tire change over, which of the following describes you? BASE: Vehicle equipped with winter tires (n=1163)

The majority (84%) are driving on winter tires that are less than five years old; 13% just purchased them this year.

Four-in-ten (41%) have winter tires on their vehicle that are 1-2 years old and 30% say their tires are approximately 3-4 years old. Just 11% have their vehicles equipped with tires that are 5 years old or more. There are few demographic differences here, however drivers in BC are significantly more likely to be driving on newer tires than those in Manitoba or Ontario.





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THE TEAM

THE CENTRAL CANADA COMMUNICATIONS AND PUBLIC AFFAIRS TEAM:



Lisa Covens
Senior Vice-President
Communications and Public Affairs

lcovens@leger360.com



Ashley Simac
Senior Research Director
Communications and Public Affairs

asimac@leger360.com



Kathleen Theriault
Research Analyst
Communications and Public Affairs

ktheriault@leger360.com

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