



# Leger

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# Report

## Tire and Rubber Association of Canada

**DATE** 2024-04-03

**PROJECT NUMBER** 81721-018



# Methodology



An online survey.



1529 Canadians, 18+.



Completed between March 29th and April 1st, 2024, 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 1529 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 bars in various colors (red, blue, green, yellow) and a pie chart on the left side. The text on the document is partially legible, showing labels like 'Product 1', 'Product 2', 'Product 3', 'Product 4', 'Product 5', and 'Product 6'. The background is blurred, showing another person's hand in the distance. The overall lighting is warm and focused on the hand and pen.

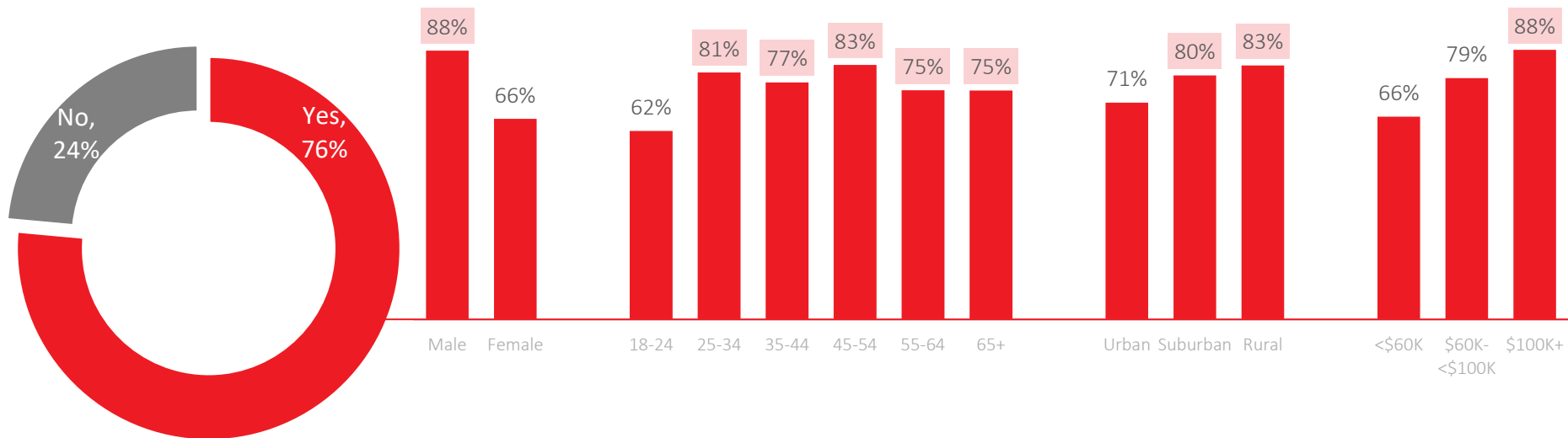
DETAILED RESULTS

# Three-quarters (76%) of Canadians are responsible for the maintenance of a personal vehicle.

This is a 9-point increase from the 67% who reported being responsible for such maintenance in 2023. Those responsible for personal vehicle maintenance are still more likely to be male, live outside of urban areas, have an annual income of \$100k+, and aged 25+ years old; although the proportion aged 18-24 is up noticeably from 46% a year ago.

**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=1529).

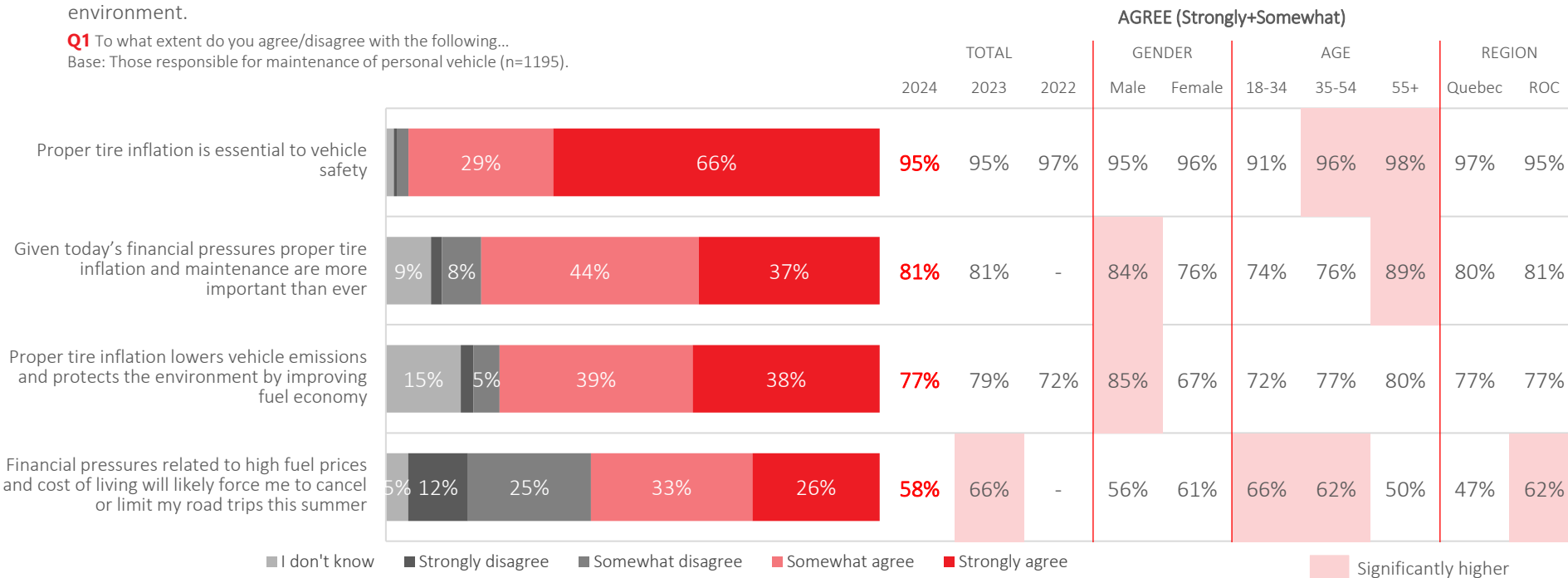


Significantly higher

# Proper tire inflation is still seen as essential to vehicle safety by those who maintain a personal vehicle.

Similar to years past, 95% agree overall with two-thirds (66%) *strongly* agreeing that proper tire inflation is essential to vehicle safety. Eight-in-ten also still agree that given today's financial pressures proper tire inflation and maintenance is more important than ever (81%) while three-quarters believe it lowers vehicle emissions (77%). While more than half still believe high fuel prices and cost of living will likely force them to cancel or limit summer road trips, this proportion has decreased significantly compared to a year ago (58% vs 66% in 2023). Demographically, those aged 35+ (vs those aged 18-34) are more likely to view proper tire inflation as essential to vehicle safety while men (vs women) are more likely to agree it's important given financial pressures and the positive impact on vehicle emissions and the environment.

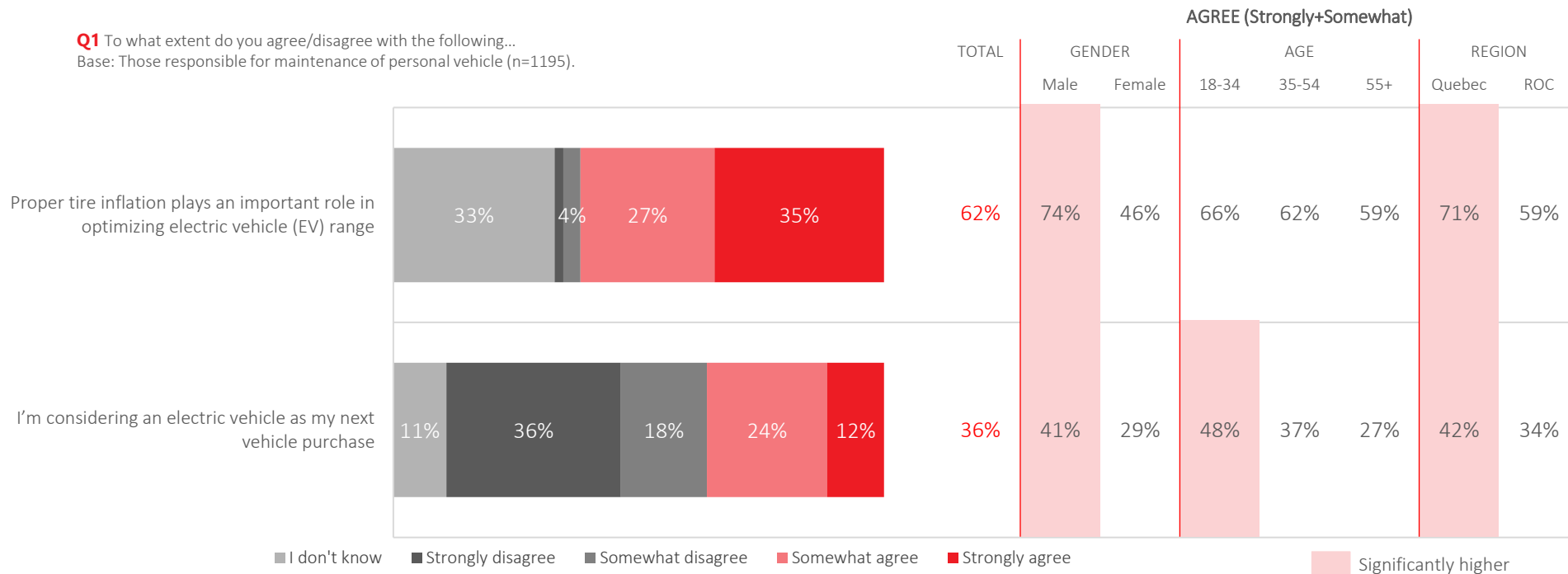
**Q1** To what extent do you agree/disagree with the following...  
 Base: Those responsible for maintenance of personal vehicle (n=1195).



# Nearly two-thirds (62%) believe proper tire inflation is important for optimizing electric vehicle range.

However, only about a third (36%) are considering an electric vehicle as their next vehicle purchase. Agreement with both of these statements is higher among men (vs women) and those residing in Quebec (vs elsewhere in Canada). Additionally, younger individuals aged 18-34 (vs those aged 35+) are more likely to indicate that they are considering an electric vehicle as their next vehicle purchase.

**Q1** To what extent do you agree/disagree with the following...  
 Base: Those responsible for maintenance of personal vehicle (n=1195).



# Three-quarters (77%) measure their tire inflation pressure at least every 6 months.

Conversely, just about one-in-ten (14%) wait 7 months or more to check their tire pressure with 5% indicating that they never do so. Demographically, men (vs women) and those aged 55+ (vs those aged 18-54) are more likely to measure their tire pressure at least every 6 months; in fact, those that check their tire pressure *at least monthly* are more likely to be men and those aged 35+ (vs their counterparts). Although no significant changes, the proportion of those measuring their tire pressure at least every 6 months is trending upward year-over-year.

**Q2** How often do you measure your tire inflation pressure?  
 Base: Those responsible for maintenance of personal vehicle (n=1195).

		TOTAL		GENDER		AGE			REGION	
		2023	2022	Male	Female	18-34	35-54	55+	Quebec	ROC
EVER (NET)	91%	88%	90%	93%	87%	90%	88%	94%	94%	90%
At least every 6 months (NET)	77%	74%	73%	83%	69%	73%	75%	81%	80%	76%
At least monthly	24%	22%	27%	31%	16%	18%	26%	27%	22%	25%
Every 2-3 months	26%	27%	22%	28%	23%	30%	24%	24%	24%	27%
Every 4-6 months	27%	25%	24%	24%	29%	25%	24%	29%	34%	24%
Less than once every 7 months (NET)	14%	14%	17%	10%	19%	16%	13%	13%	14%	14%
Every 7-12 months	7%	8%	10%	5%	10%	8%	8%	6%	5%	8%
Less than once per year	7%	7%	7%	5%	9%	8%	6%	7%	8%	6%
Never	5%	6%	6%	4%	7%	5%	6%	5%	4%	5%
I don't know	4%	5%	4%	2%	5%	5%	5%	2%	2%	4%
Prefer not to answer	<1%	1%	1%	<1%	1%	1%	1%	<1%	<1%	1%

Significantly higher

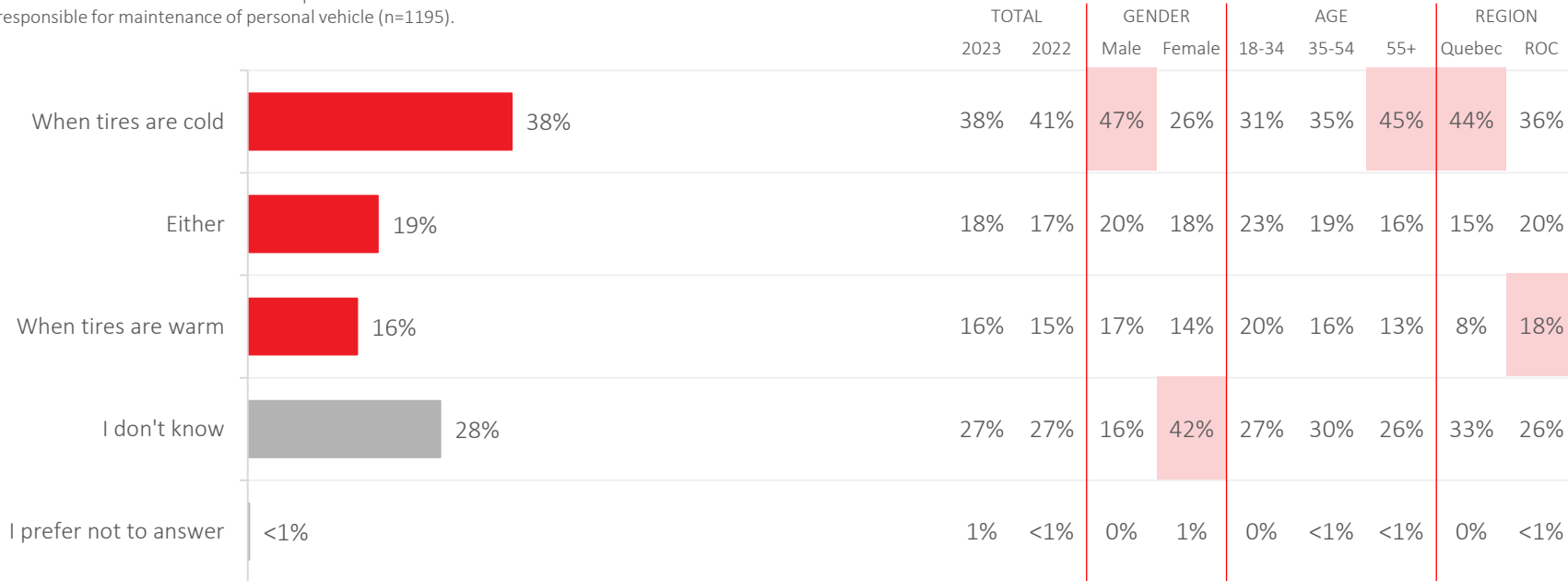


# Nearly four-in-ten (38%) believe it's best to measure tire inflation pressure when tires are cold; half as many (16%) believe the tires should be warm.

Two-in-ten (19%) believe it doesn't matter if the tires are warm or cold, while a quarter (28%) do not know. Demographically, men, those aged 55+, and those living in Quebec are significantly more likely to believe tires should be cold when measuring tire pressure (vs their counterparts). Additionally, women (vs men) are more than twice as likely to indicate that they don't know what temperature tires should be. Overall, these results are consistent with those observed a year ago in 2023.

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

Base: Those responsible for maintenance of personal vehicle (n=1195).



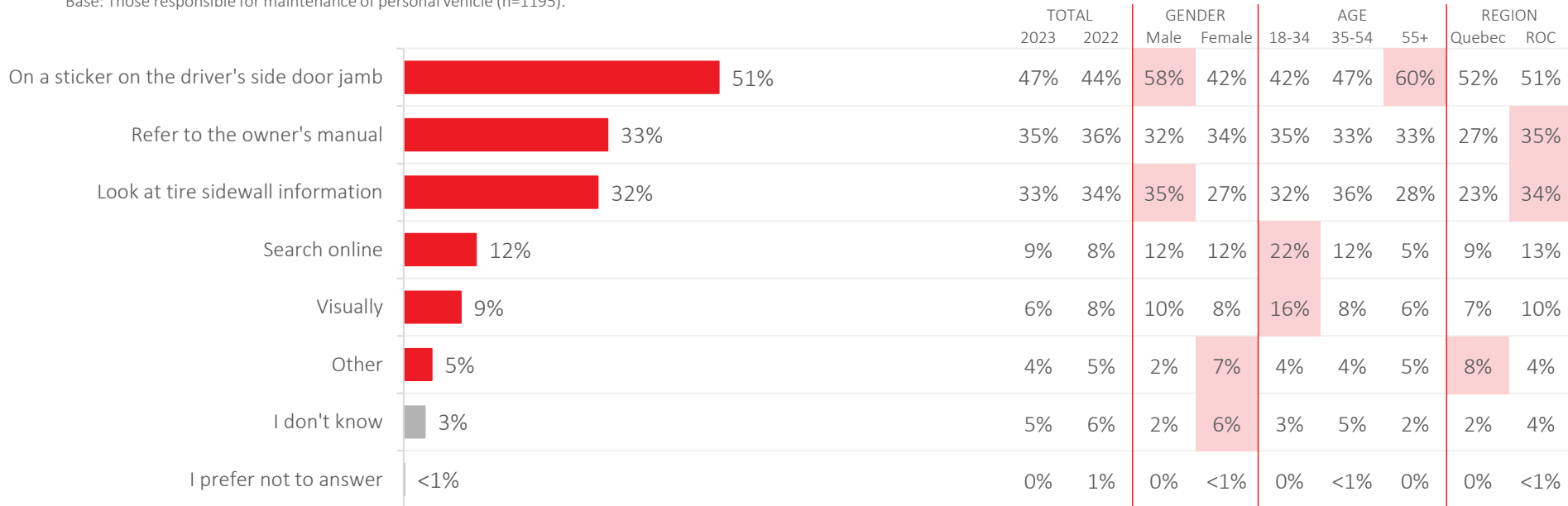
Significantly higher

# Half (51%) reference the sticker on the driver's side door jamb when determining what pressure to set their tires to.

Similar to in 2023, this is especially true among men (vs women) and those aged 55+ (vs those aged 18-54). A third refer to the owner's manual (33%) and/or the tire sidewall information (32%); while searching online (12%) and checking visually (9%) are less common methods overall, they are more commonly used by younger individuals 18-34 years of age (vs those aged 35+). Compared to years past, it is becoming slightly more common to reference the side door jamb sticker.

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

Base: Those responsible for maintenance of personal vehicle (n=1195).



Significantly higher

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# Leger

*We know Canadians*

