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Report

TRAC

Winter Tires Omni Report

DATE 2023-10-26

PROJECT NUMBER 81721-017



Methodology



An online survey.



1521 Canadians, 18+.



Completed between October 20th and October 22nd, 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 1521 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

Where applicable, significant changes from previous research is indicated. 

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.

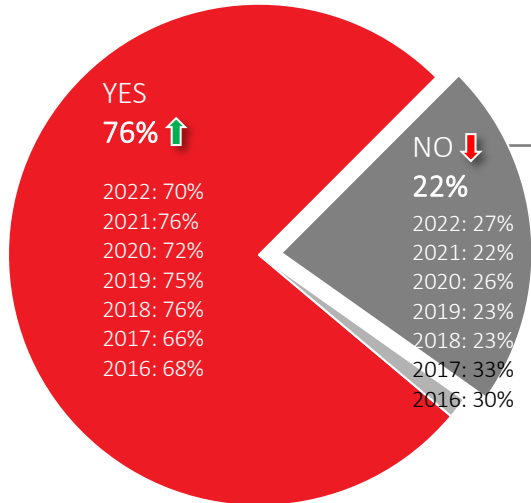


DETAILED RESULTS

Three-quarters (76%) of Canadian drivers say they equip their vehicle with winter tires during the winter season; 5% say 2023/24 will be the first winter season they'll be using them.

Of the 22% who do not use winter tires, the main reason (for 61%) 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 (24%). One-in-ten don't have a place to store their off-season tires (9%). Overall, the proportion of the population that will equip winter tires is up significantly compared to last year and back on par with 2021.

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



WHY NOT USE WINTER TIRES?		2022	2021	2020	2019	2018
All-season tires are good enough	61%	57%	58%	63%	51%	53%
Too expensive	26%	26%	27%	26%	17%	18%
I don't drive much in winter	24%	25%	21%	30%	18%	15%
I have no place to store off-season tires	9%	10%	10%	15%	4%	3%
Other	10%	10%	11%	11%	10%	8%
DK/prefer not to answer	1%	3%	3%	3%	1%	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=1362)

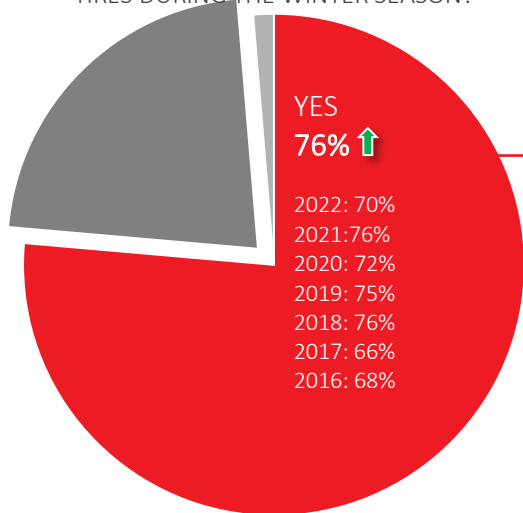
Q2: You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1 (n=277)

↑ Significantly higher/lower than previous wave
 ↓ Significantly higher

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

Eight-in-ten (83%) say their top reason for purchasing and using winter tires is to protect their family with the safety advantages of winter tires, (i.e. enhanced traction, cornering, and stopping power in cold weather); this is significantly higher than the 76% who indicated this as a reason last year, and up from 66% in 2021. A third (34%) say their primary reason for having winter tires is because they are mandatory in their province, particularly in Quebec and, to a lesser extent, in BC. One-in-ten cite lower auto insurance premiums offered by their insurance provider (17%) as a reason to buy winter tires, most likely among Ontarians, which has decreased significantly from 21% a year ago. About one-in-ten also say they acted on advice from family and friends (12% - but almost half as likely among Quebecers) while just 5% take advice from tire retailers.

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



WHY PURCHASE/USE WINTER TIRES?	2022	REGION						
		BC	AB	MB/SK	ON	QC	ATL	
Protecting my family with the safety advantages of winter tires	83% ↑	76%	81%	83%	92%	88%	74%	86%
Winter tires are mandatory in my province	34%	38%	48%	8%	5%	11%	74%	20%
Lower auto insurance premiums offered by my insurance provider	17% ↓	21%	6%	13%	2%	40%	1%	12%
Advice from family and friends	12%	13%	11%	14%	13%	16%	7%	16%
Advice from tire retailers	5%	7%	6%	5%	6%	5%	4%	12%

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=1362)

Q4: Which of the following best describes your main reason for purchasing winter tires? BASE: YES at Q1 (n=1070)

↑ Significantly higher/lower than previous wave ■ Significantly higher

Owning winter tires – breakdown by region

2023	Total	BC	AB	MB/SK	ON	QC	ATL
YES (NET)	76%	73%	73%	64%	67%	94%	94%
Yes	72%	65%	70%	62%	60%	92%	94%
Yes (2023/24 will be the first winter season I will use winter tires)	5%	8%	3%	2%	7%	3%	0%
NO	22%	26%	25%	36%	32%	4%	6%
I don't know/prefer not to answer	1%	1%	2%	0%	1%	2%	0%

2023	Total	BC	AB	MB/SK	ON	QC	ATL
All-season tires are good enough	61%	71%	74%	68%	57%	7%	80%
Too expensive	26%	15%	35%	19%	29%	15%	0%
I don't drive much in winter	24%	17%	15%	12%	30%	23%	0%
I have no place to store off-season tires	9%	9%	13%	13%	8%	0%	0%
Other	10%	15%	7%	6%	7%	56%	20%
DK/prefer not to answer	1%	0%	0%	3%	2%	0%	0%

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=1362)

Q2: You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1 (n=277)

Significantly higher

Owning winter tires – breakdown by age and gender

2023	Total	18-34	35-54	55+	MALE	FEMALE
YES (NET)	76%	78%	77%	75%	77%	76%
Yes	72%	68%	72%	73%	72%	71%
Yes (2023/24 will be the first winter season I will use winter tires)	5%	10%	5%	2%	5%	4%
NO	22%	21%	21%	24%	21%	23%
I don't know/prefer not to answer	1%	1%	2%	1%	2%	1%

2023	Total	18-34	35-54	55+	MALE	FEMALE
All-season tires are good enough	61%	56%	66%	60%	63%	59%
Too expensive	26%	36%	27%	20%	25%	27%
I don't drive much in winter	24%	5%	15%	39%	19%	27%
I have no place to store off-season tires	9%	8%	11%	8%	9%	9%
Other	10%	10%	10%	11%	14%	7%
DK/prefer not to answer	1%	3%	1%	0%	2%	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=1362)

Q2: You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1 (n=277)

Significantly higher

Owning winter tires – outside of Quebec

2023	Total* (excluding QC)	BC	AB	MB/SK	ON	QC	ATL
YES (NET)	71%	73%	73%	64%	67%	94%	94%
Yes	65%	65%	70%	62%	60%	92%	94%
Yes (2023/24 will be the first winter season I will use winter tires)	6%	8%	3%	2%	7%	3%	0%
NO	28%	26%	25%	36%	32%	4%	6%
I don't know/prefer not to answer	1%	1%	2%	0%	1%	2%	0%

2023	Total* (excluding QC)	BC	AB	MB/SK	ON	QC	ATL
All-season tires are good enough	63%	71%	74%	68%	57%	7%	80%
Too expensive	26%	15%	35%	19%	29%	15%	0%
I don't drive much in winter	24%	17%	15%	12%	30%	23%	0%
I have no place to store off-season tires	9%	9%	13%	13%	8%	0%	0%
Other	9%	15%	7%	6%	7%	56%	20%
DK/prefer not to answer	1%	0%	0%	3%	2%	0%	0%

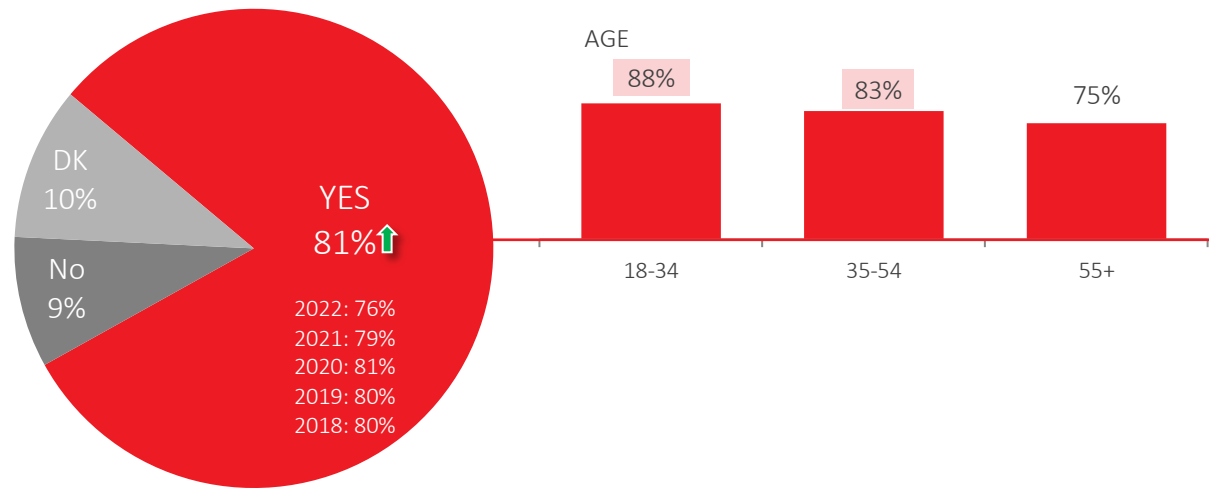
Q1: Is your vehicle equipped with winter tires during the winter season? BASE: Excludes Quebecers and "I do not drive / I do not own a motor vehicle" (n=996)

Q2: You indicated that your vehicle was not equipped with winter tires. Why? BASE: Excludes Quebecers, NO at Q1 (n=265)

Significantly higher

Eight-in-ten (81%) say that driving a car with winter tires has saved them from being involved in a serious road incident.

Compared to last year (76%), the proportion of Canadian drivers believe their equipped winter tires have saved them from being involved in a potentially hazardous driving situation such as loss of control or a collision has increased significantly. Demographically, those aged 18-54 (85% vs 75% of those aged 55+) are significantly more likely to believe that winter tires on their vehicle have saved them from being involved in an accident.



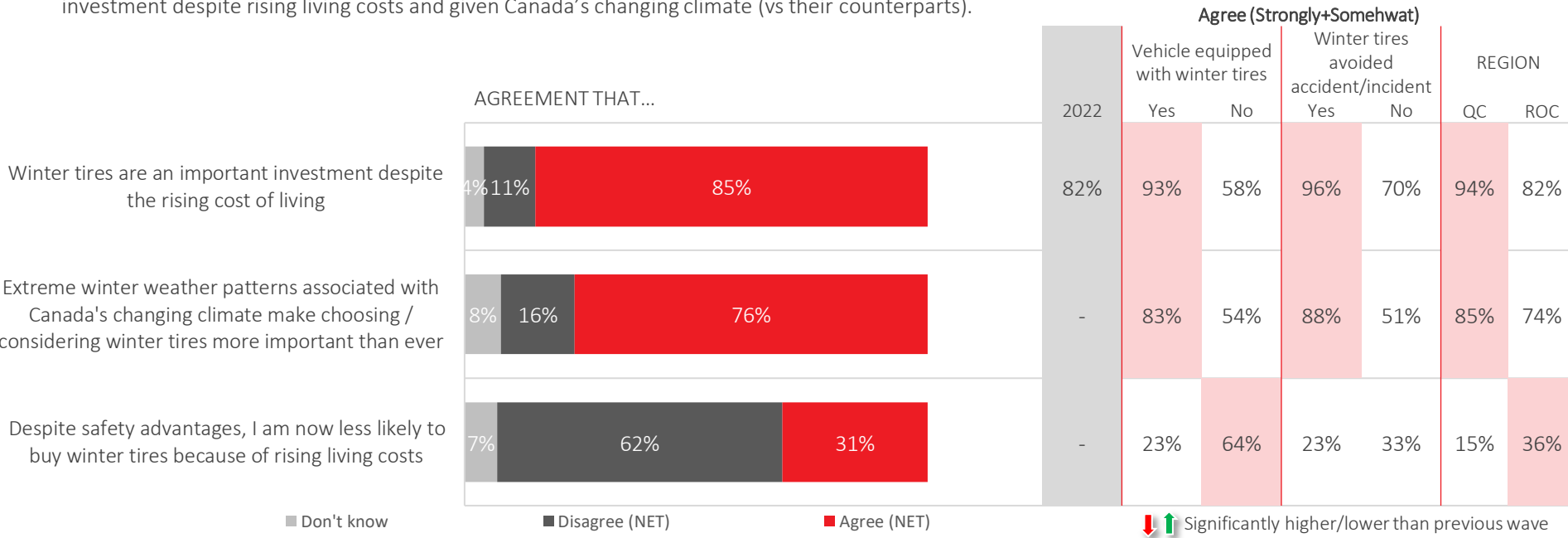
Q3: Do you believe driving a vehicle equipped with winter tires has saved you from being involved in a potentially hazardous driving situation such as loss of control or a collision?

BASE: Vehicle equipped with winter tires (n=1070)

↓ ↑ Significantly higher/lower than previous wave Significant higher

Most Canadians (85%) agree that winter tires are an important investment despite the rising cost of living, a directional increase over last year.

Three-quarters (76%) believe choosing/considering winter tires is more important than ever given the extreme winter weather patterns associated with Canada’s changing climate. But three-in-ten (31%) are now less likely to buy winter tires because of rising living costs despite the safety advantages, particularly those without winter tires equipped (64% vs just 23% of those with winter tires) and those outside of Quebec (36% vs just half that [15%] in Quebec). In contrast, those with winter tires equipped, those who feel their winter tires have helped them avoid a serious accident, and those residing in Quebec are much more likely to see winter tires as an important investment despite rising living costs and given Canada’s changing climate (vs their counterparts).



Q5: To what extent do you agree or disagree with the following: Winter tires are an important investment despite the rising cost of living. BASE: ALL (n=1521)

Significantly higher

Six-in-ten (59%) have their tires changed over in the spring and fall by a professional while three-in-ten (30%) do it themselves.

Far fewer do not change them over because they use all weather tires (6%), use their winter tires all year-round (2%), or because their winter tires are reaching end of life (1%). Demographically, those aged 55+ (vs those aged 18-54) and those residing in Atlantic provinces (vs all other provinces except for Ontario) are more likely to have their tires changed over by a professional while those in Quebec (vs those outside of Quebec) are more likely to have a nonprofessional make their change. Means of changing over tires remains practically unchanged from 2022.

SEASONAL TIRE CHANGE OVER:	2022	AGE			REGION								
		18-34	35-54	55+	BC	AB	MB/SK	ON	QC	ATL	QC	ROC	
Tires on my vehicle are changed over by a professional service in the spring and fall	59%	58%	54%	55%	65%	47%	51%	48%	63%	61%	73%	61%	58%
Tires on my vehicle are changed over by a nonprofessional in the spring and fall	30%	29%	34%	33%	26%	23%	30%	36%	29%	37%	23%	37%	28%
Tires on my vehicle are not changed over in the spring and fall because they are all-weather tires	6%	7%	5%	8%	5%	18%	14%	14%	4%	1%	1%	1%	8%
Tires on my vehicle are not changed over because I use winter tires year-round	2%	2%	3%	1%	3%	8%	4%	1%	1%	0%	2%	<1%	3%
Tires on my vehicle were not changed over in the spring because my winter tires are reaching end of life	1%	1%	2%	1%	1%	1%	0%	0%	3%	1%	1%	1%	2%
I don't know/prefer not to answer	1%	2%	1%	2%	0%	3%	1%	0%	1%	<1%	0%	<1%	1%

Significantly higher

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