

# Be Tire Smart Survey



**TRAC** | Tire and Rubber  
Association

**Tire and Rubber  
Association of Canada**

**April 2025**

**PROBE** RESEARCH



# Contact:

Ashley Simac, Vice President

204-805-7288

[ashley@probe-research.com](mailto:ashley@probe-research.com)

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**PROBE** RESEARCH

603 – 191 Lombard Ave.  
Winnipeg, MB R3B 0X1

(204) 926-6565

[www.probe-research.com](http://www.probe-research.com)



# Methodology

## Research Objectives

The Tire and Rubber Association of Canada (TRAC) commissioned Probe Research to conduct a survey of Canadian drivers to explore their anticipated summer 2025 travel plans — whether within their own province, elsewhere in Canada, or to the United States — in light of the current political and economic climate. The survey also examined drivers' tire maintenance habits, specifically focusing on the frequency, methods, and timing of tire pressure checks, as well as the perceived importance of proper inflation for overall tire health.

## Methodology

An online survey was conducted between April 14-21, 2025, among 1,000 Canadian drivers who are responsible for the maintenance of a personal vehicle.

## Sample

The sample of 1,000 Canadian drivers was collected using a large Canadian panel of Canadians and is representative of the Canadian population.

As an online survey is a sample of convenience, no margin-of-error can be ascribed. However, a random and representative non-convenience sample of 1,000 would have a margin of error of  $\pm 3.10$  percentage points, 19 times out of 20, Finite Population Correction.

# Key Findings

## Many plan to road trip this summer, and the majority plan to visit places within Canada

The majority of Canadians (82%) plan to take a road trip this summer, with seven in 10 (69%) planning a stay within the province, one-quarter (28%) planning a trip outside the province, and only eight per cent planning to leave the country.

Almost all Canadians (88%) say that due to tensions between Canada and the U.S., they would rather take a road trip within Canada than visit the U.S. at this time. More than one-half have in fact already cancelled road trip plans to the U.S. for the summer.

- More than three quarters (76%) of those who have cancelled plans to the U.S. are planning to stay within their own province this summer.
- Another three in 10 (31%) of those who have cancelled plans to the U.S. expect to travel to another province within Canada, indicating that those cancelling plans are still travelling but now choosing to stay within Canada.

## Drivers believe proper tire inflation is important. However, they are unsure how often and when to check their tire inflation.

Nearly all of drivers (95%) agreed that proper tire inflation is essential to vehicle safety, and nearly the same number agreed, given today's financial pressures, proper tire inflation and maintenance are more beneficial than ever as they improve fuel economy and increase tire longevity. Only about one-quarter of drivers (28%) actually check their tire inflation monthly (the appropriate timeframe) while two-thirds (68%) are checking less often or never. Just over one-third of drivers (36%) are aware they should be checking their tire pressure when it is cold. However, 15 per cent believe they can check when their tires are warm, with one in five (18%) indicating they can check when they're either warm or cold.

Similarly, three-quarters (73%) say they know how to check their tire pressure, which is either using a sticker on the driver's side door jamb, by referring to the owner's manual or doing a search online. The remainder of drivers could not identify the proper way to check their tires.

# Summer Road Trip Plans

## Most Canadians are planning at least one road trip this summer, mainly within their own province

1. Please indicate whether you are planning on taking at least one road trip this summer. A “road trip” being defined as travelling by car to a destination that is 2 or more hours away. This may include day trips, or trips involving one or more overnight stays. Please select all that apply. (Base: All respondents, N=1,000, Multiple mentions accepted and coded, so total will sum to more than 100%.)

### Stay within province: 69%

Yes, within my province, without staying overnight. 31%

Yes, within my province, with one or more overnight stays. 52%

Higher among:

- Those in British Columbia and Ontario (75% and 76% vs. 51% among those in Manitoba and Saskatchewan).
- Those who have cancelled plans to the U.S. (76% vs 65% those who have not)

### Another province: 28%

Yes, to another province in Canada, without staying overnight. 6%

Yes, to another province in Canada, with one or more overnight stays. 25%

Higher among:

- Those living in the rest of Canada (31% vs. 20% among those in Quebec).
- Those who have cancelled plans to visit the U.S. (31% vs 25% those who have not)

### Go to U.S.: 8%

Yes, to the United States, without staying overnight. 3%

Yes, to the United States, with one or more overnight stays. 7%

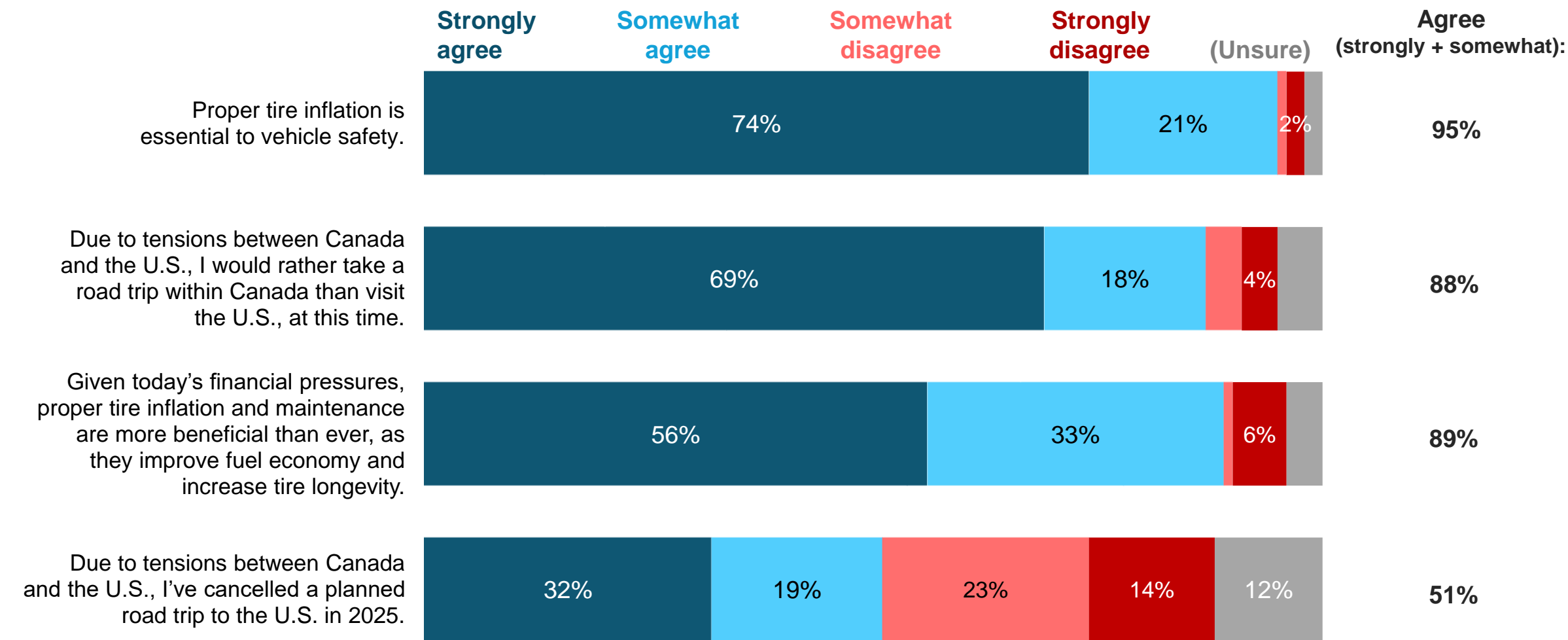
No, I am not planning on taking a road trip this summer: 12%

I don't know: 6%

# Attitudes Toward Road Safety and U.S. Travel

Tire safety widely supported; more than half would rather stay within Canada due to tensions

2. To what extent do you agree or disagree with the following: (Base: All respondents, N=1,000)



# Attitudes Toward Road Safety and U.S. Travel (continued)

## Older Canadians are more likely to plan to take a road trip within Canada

2. To what extent do you agree or disagree with the following: (Base: All respondents, N=1,000)



Those who **agree proper tire inflation is essential to vehicle safety** include:

- Women (97% vs. 94% among men).
- Drivers aged 35+ (97% 35-54 and 99% 55+ vs. 89% <35).
- Those born in Canada (97% vs. 91% among those born outside of Canada).



Those who **agree that proper tire inflation and maintenance are more beneficial than ever** include:

- Rest of Canada compared to Quebec (91% vs. 85% in Quebec).
- Men (92% vs. 87% among women).
- Drivers aged 35+ (91% 35-54 and 96% 55+ vs. 79% 18-34).



Those who agree they **would rather take a road trip within Canada than visit the U.S. at this time**

- Older drivers aged 55+ are more likely to agree they (93% vs. 84% 18-34 and 86% 35-54).



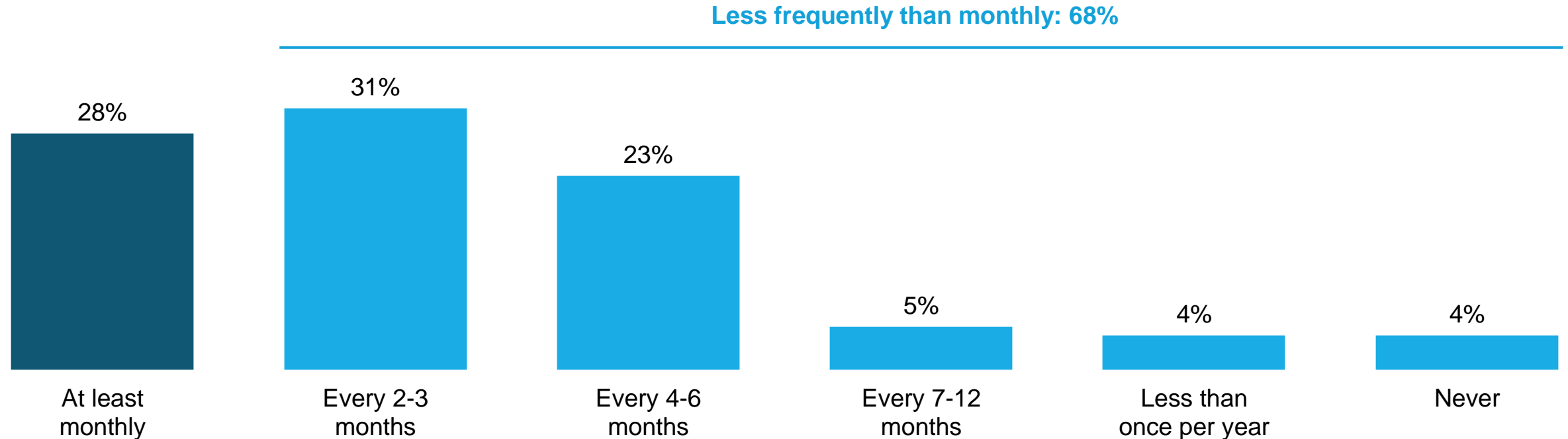
Those who **agree that due to tensions between Canada and the U.S., they've cancelled a planned road trip to the U.S. in 2025** include:

- Those choosing to road trip within Canada rather than go to the U.S. this summer (58% vs. 27%)

# Tire Pressure Check Frequency

Only about one-quarter of drivers check tire pressure monthly; most do so only every few months

3. How often do you measure your tire inflation pressure? Please select one. (Base: All respondents, N=1,000)



Those most likely to **measure their tire inflation pressure monthly** include:

- Rest of Canada compared to Quebec – 31% vs. 18% in Quebec, especially Manitoba/Saskatchewan (46%) and Atlantic Canada (37%).
- Men (33% vs. 22% among women).

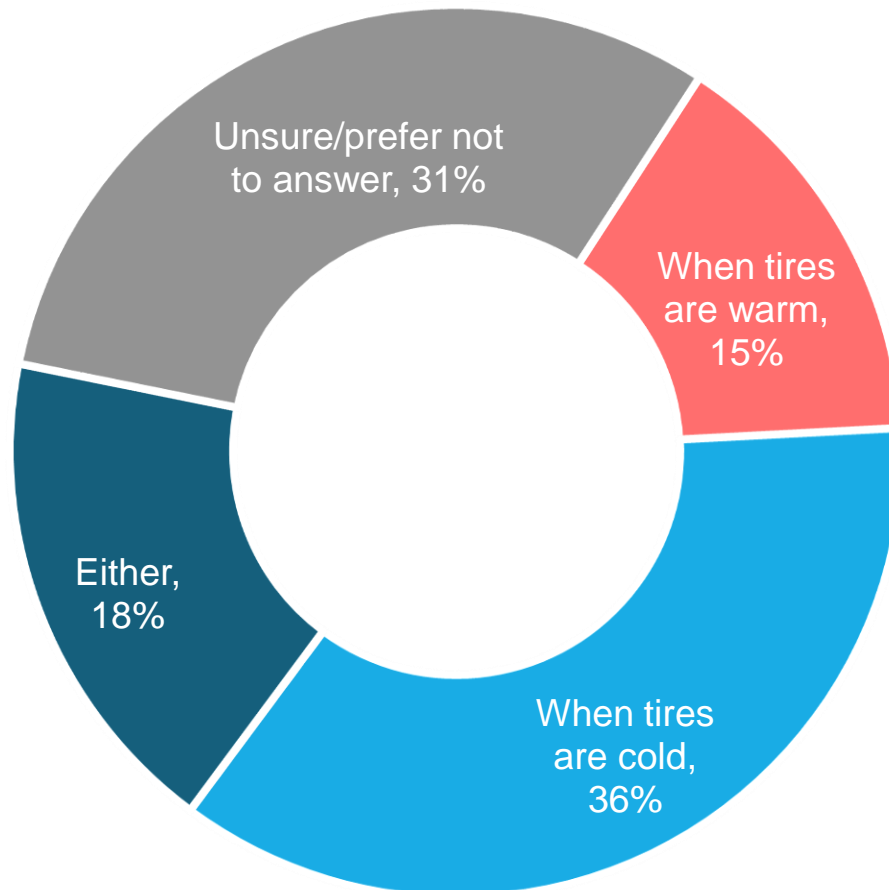
4% Unsure/Prefer not to say



# Best Time to Check Tire Pressure

More than one-third of drivers know tire pressure should be checked when tires are cold

4. When is the best time to measure tire inflation pressure? Please select one. (Base: All respondents, N=1,000)



Those most likely to **check tire pressure when tires are warm** include:

- Rest of Canada compared to Quebec – 17% vs. 10% in Quebec, especially Alberta (26%) and Manitoba/Saskatchewan (24%).
- Those born in Canada (17% vs. 9% among those born outside of Canada).
- Those with a high school diploma or less (21% vs. 13% among university graduates).

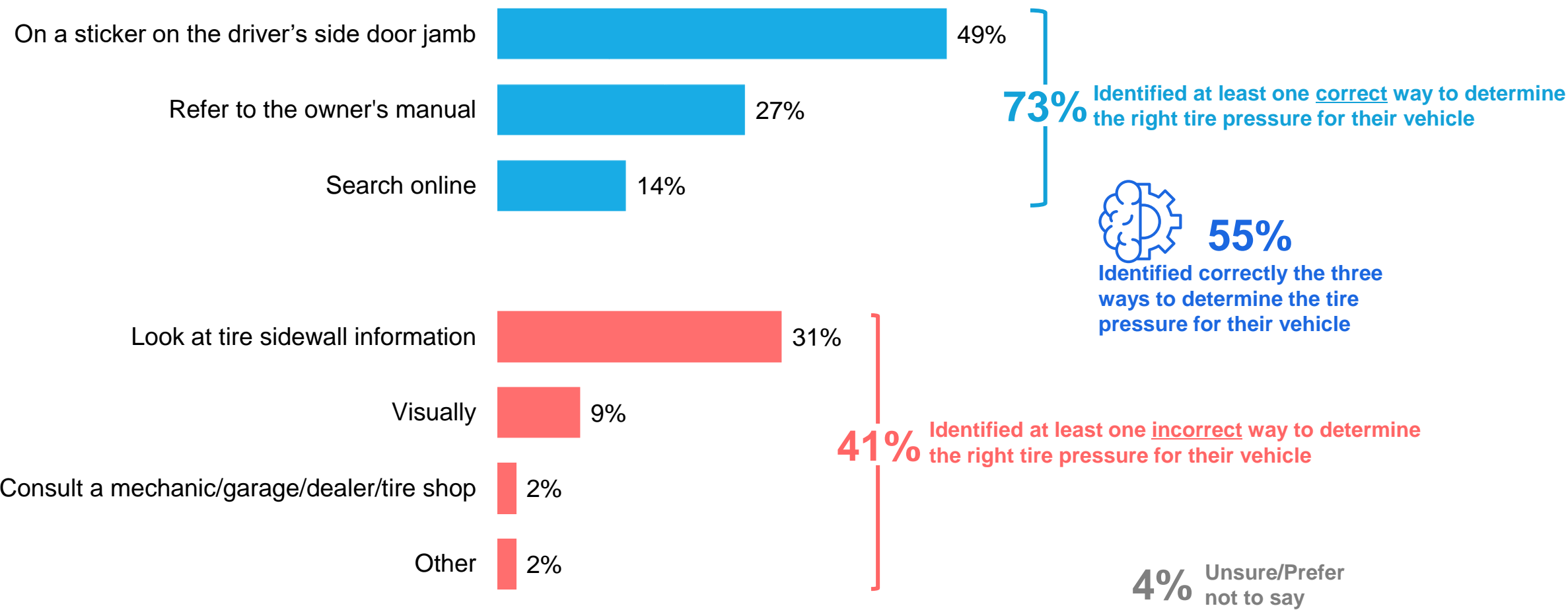
Those most likely to **check tire pressure when tires are cold** include:

- Men (46% vs. 25% among women).
- Older drivers aged 55+ (43% vs. 28% 18-34 and 34% 35-54).

# How Drivers Determine Tire Pressure

Three quarters identified at least one correct method to use to set tire pressure

5. How do you determine what pressure to set your tires? Please select all that apply. (Base: All respondents, N=1,000, Multiple mentions accepted and coded, so total will sum to more than 100%.)



# Profile of Respondents

(Unweighted) (Weighted)	Total (N=1,000) N=1,000 (%)	BC/Territories (n=140) (n=140) (%)	Alberta (n=105) (n=110) (%)	Manitoba/ Saskatchewan (n=100) (n=100) (%)	Ontario (n=385) (n=380) (%)	Quebec (n=230) (n=230) (%)	Atlantic (n=70) (n=70) (%)
<b>Gender</b>							
Male	49	48	49	49	49	49	49
Female	51	51	51	51	51	51	51
Other	-	1	-	-	-	-	-
<b>Age</b>							
18-34	27	27	27	27	27	27	27
35-54	37	37	37	37	37	37	37
55+	36	36	36	36	36	36	36
<b>Income</b>							
<\$60K	31	30	33	49	29	25	37
\$60K-\$99K	28	19	26	20	32	29	28
\$100K+	42	50	40	32	39	46	35

# Profile of Respondents

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<b>Education</b>							
High school/less	16	13	21	22	13	18	13
College/some post-secondary	44	40	39	44	39	56	48
University graduate	40	47	40	34	48	25	40
<b>Born in Canada</b>							
Yes	80	81	83	78	71	92	86
No	20	19	17	22	29	8	14



# Profile of Respondents (cont'd)

