



Report

Tire and Rubber Association of Canada

Winter Tires Survey

Date: 22 / 10 / 2024
Project: 81721-019



Methodology

How



An online survey.

Who



1606 Canadians, 18+.

When



Completed between October 18th and Oct 21st, 2024, using Leger’s online panel.

Other



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 1606 respondents would have a margin of error of $\pm 2.4\%$, 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%.

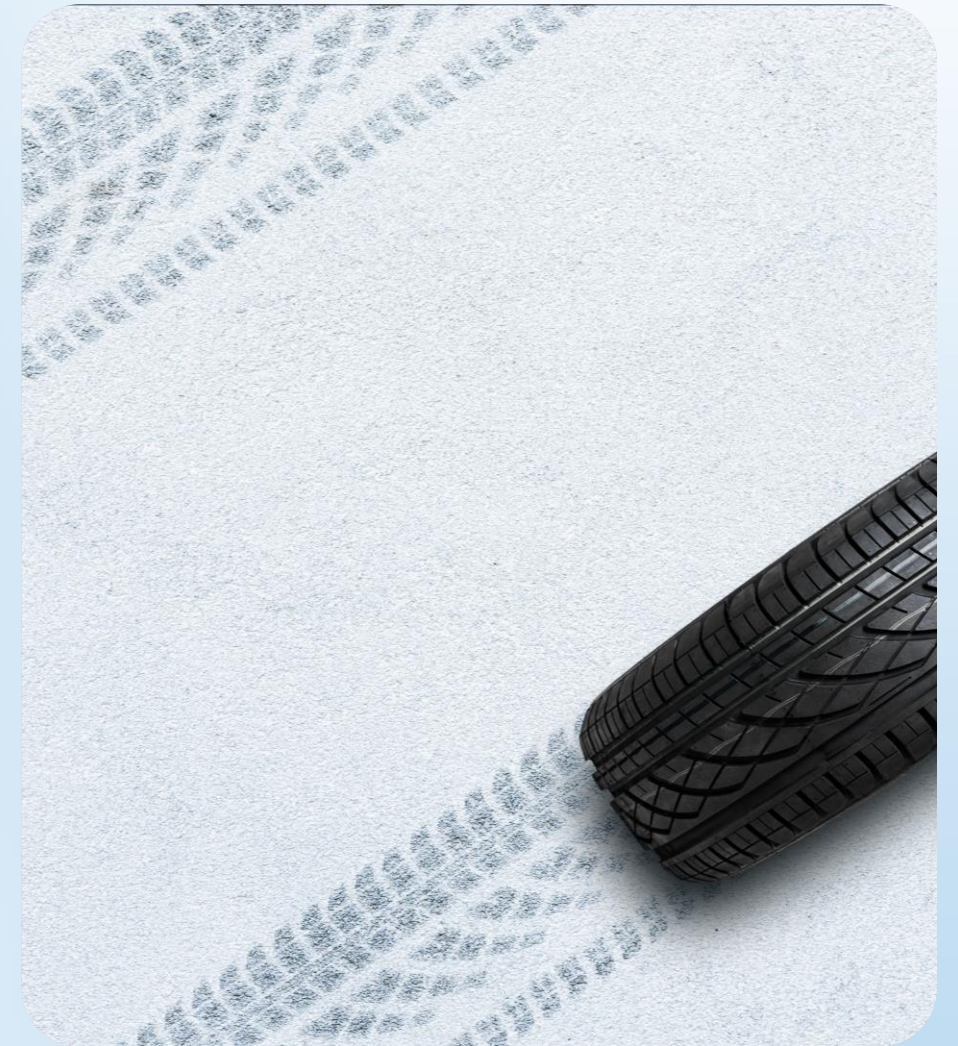
Quality control

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.

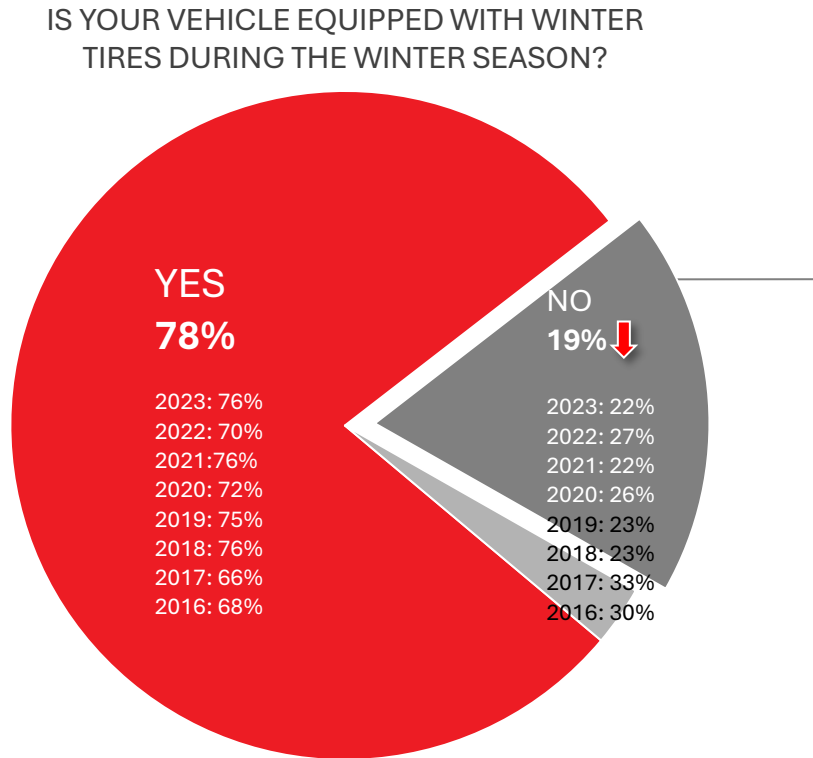
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Detailed Results



More than three-quarters (78%) of Canadian drivers equip their vehicles with winter tires during the winter season, continuing an upward trend in recent years.

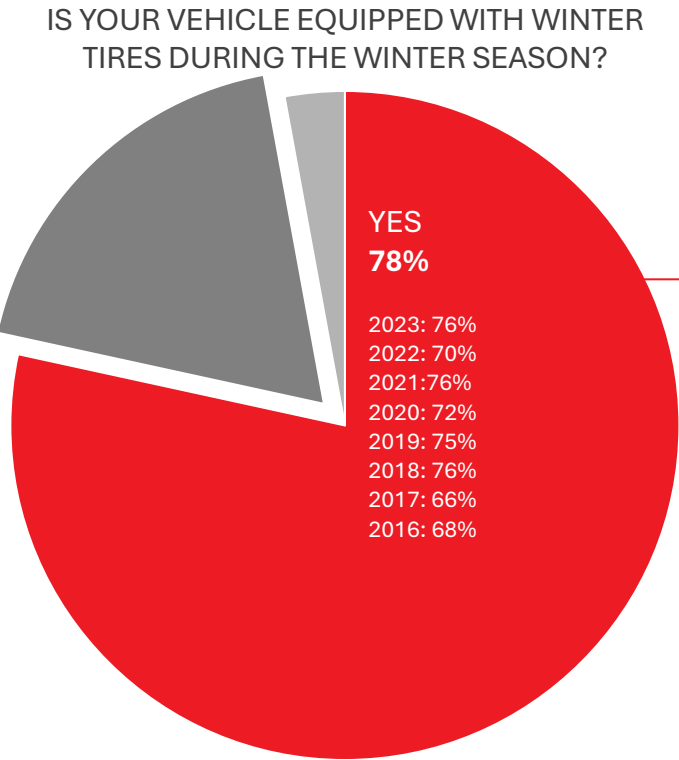
In contrast, one-in-five (19%) do not use winter tires, with the belief that all-season tires are good enough (62%) remaining the top reason for not changing tires during the winter season; roughly a quarter also say that winter tires are too expensive (27%) and/or that they don't drive much in the winter. Compared to a year ago, the proportion of drivers that indicated they do not equip winter tires as decreased significantly from 22% in 2023, while the reasons for not doing so have remained consistent.




WHY NOT USE WINTER TIRES?		2023	2022	2021	2020	2019	2018
All-season tires are good enough		62%	61%	57%	58%	63%	51%
Too expensive	27%	26%	26%	27%	26%	17%	18%
I don't drive much in winter	23%	24%	25%	21%	30%	18%	15%
I have no place to store off-season tires	9%	9%	10%	10%	15%	4%	3%
Other	11%	10%	10%	11%	11%	10%	8%
DK/prefer not to answer	1%	1%	3%	3%	3%	1%	2%

Protecting one’s family with the safety advantages of winter tires remains the top reason for purchasing winter tires (79%).

However, this does represent a directional decrease compared to last year (83% in 2023), nearing a return to 2022 proportions (76%). A third equip winter tires because they are mandatory in their province (36%), particularly in Quebec and to a lesser extent BC. While there is a directional increase in the number of drivers saying they equip winter tires for lower auto insurance premiums (20%) and due to advice from family and friends (16%), there is also a significant increase in the prevalence of drivers equipping winter tires because of advice from tire retailers (8%).



	WHY PURCHASE/USE WINTER TIRES?			REGION						
		2023	2022	BC	AB	MB/SK	ON	QC	ATL	
Protecting my family with the safety advantages of winter tires	<div></div>	79%	83%	76%	78%	88%	89%	82%	69%	88%
Winter tires are mandatory in my province	<div></div> 36%	34%	38%	48%	9%	4%	14%	77%	21%	
Lower auto insurance premiums offered by my insurance provider	<div></div> 20%	17%	21%	4%	14%	5%	42%	4%	23%	
Advice from family and friends	<div></div> 16%	12%	13%	19%	18%	25%	17%	10%	18%	
Advice from tire retailers	<div></div> 8% 	5%	7%	7%	7%	5%	9%	7%	13%	

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=1403)

Q4: Which of the following best describes your main reason for purchasing winter tires? BASE: YES at Q1 (n=1117)

Significantly higher/lower than previous wave

Significantly higher

Owning winter tires – breakdown by region

2024	Total	BC	AB	MB/SK	ON	QC	ATL
YES (NET)	78%	68%	69%	69%	74%	97%	85%
Yes	73%	61%	67%	67%	66%	93%	83%
Yes (2024/25 will be the first winter season I will use winter tires)	5%	6%	2%	2%	8%	4%	2%
NO	19%	30%	30%	28%	22%	1%	13%
I don't know/prefer not to answer	3%	3%	1%	3%	4%	2%	2%
2024	Total	BC	AB	MB/SK	ON	QC	ATL
All-season tires are good enough	62%	58%	73%	63%	61%	48%	53%
Too expensive	27%	18%	28%	34%	29%	0%	38%
I don't drive much in winter	23%	31%	7%	17%	27%	12%	23%
I have no place to store off-season tires	9%	3%	22%	6%	10%	0%	0%
Other	11%	18%	8%	9%	5%	40%	24%
DK/prefer not to answer	1%	0%	0%	0%	3%	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=1403)

Q2: You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1 (n=251)

Significantly higher 6

Owning winter tires – breakdown by age and gender

2024	Total	18-34	35-54	55+	MALE	FEMALE
YES (NET)	78%	82%	78%	77%	79%	78%
Yes	73%	69%	74%	75%	72%	74%
Yes (2024/25 will be the first winter season I will use winter tires)	5%	13%	5%	1%	7%	4%
NO	19%	15%	18%	22%	18%	20%
I don't know/prefer not to answer	3%	4%	4%	2%	3%	3%

2024	Total	18-34	35-54	55+	MALE	FEMALE
All-season tires are good enough	62%	50%	57%	70%	61%	63%
Too expensive	27%	35%	30%	21%	31%	24%
I don't drive much in winter	23%	14%	25%	26%	23%	23%
I have no place to store off-season tires	9%	9%	5%	13%	12%	7%
Other	11%	12%	8%	11%	9%	12%
DK/prefer not to answer	1%	3%	2%	0%	3%	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=1403)

Q2: You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q1 (n=251)

Significantly higher 7

Owning winter tires – outside of Quebec

2024	Total* (excluding QC)	BC	AB	MB/SK	ON	QC	ATL
YES (NET)	73%	68%	69%	69%	74%	97%	85%
Yes	67%	61%	67%	67%	66%	93%	83%
Yes (2024/25 will be the first winter season I will use winter tires)	6%	6%	2%	2%	8%	4%	2%
NO	24%	30%	30%	28%	22%	1%	13%
I don't know/prefer not to answer	3%	3%	1%	3%	4%	2%	2%
2024	Total* (excluding QC)	BC	AB	MB/SK	ON	QC	ATL
All-season tires are good enough	62%	58%	73%	63%	61%	48%	53%
Too expensive	27%	18%	28%	34%	29%	0%	38%
I don't drive much in winter	23%	31%	7%	17%	27%	12%	23%
I have no place to store off-season tires	10%	3%	22%	6%	10%	0%	0%
Other	10%	18%	8%	9%	5%	40%	24%
DK/prefer not to answer	1%	0%	0%	0%	3%	0%	0%

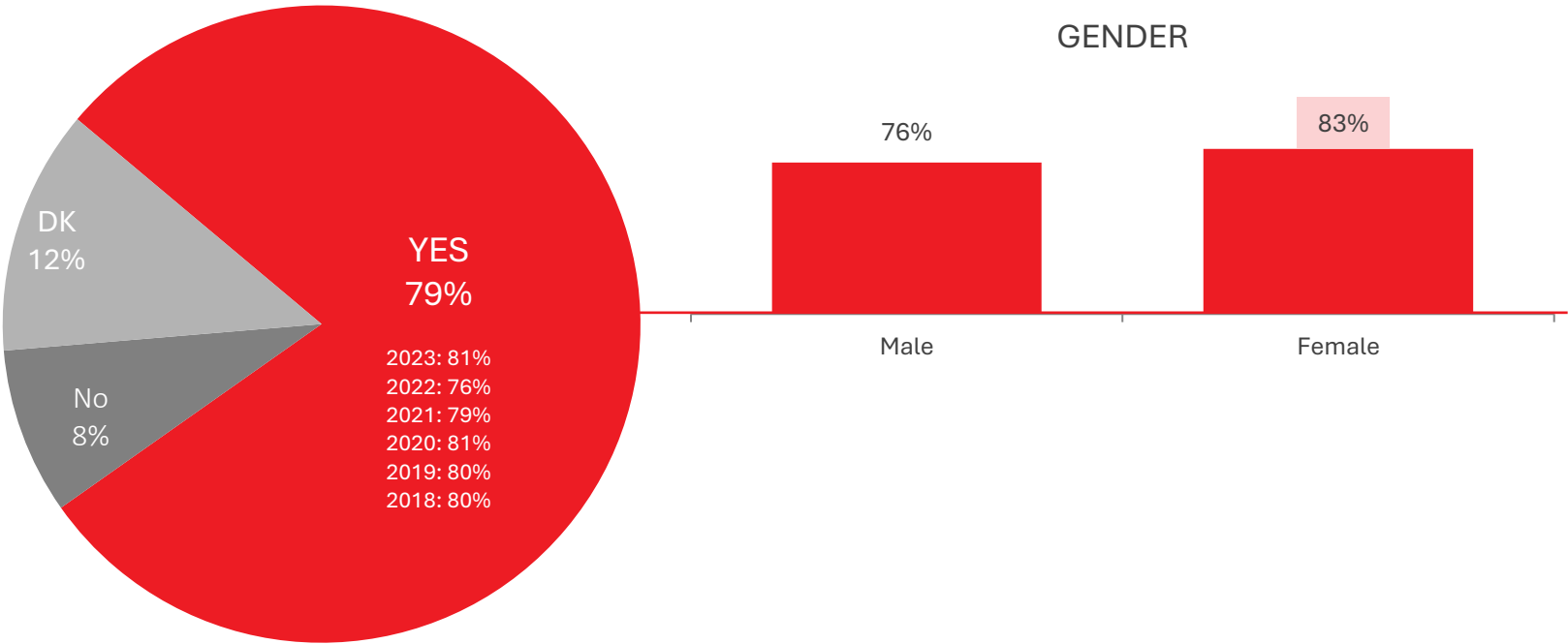
Q1: Is your vehicle equipped with winter tires during the winter season? BASE: Excludes Quebecers and "I do not drive / I do not own a motor vehicle" (n=1025)

Q2: You indicated that your vehicle was not equipped with winter tires. Why? BASE: Excludes Quebecers, NO at Q1 (n=245)

Significantly higher 8

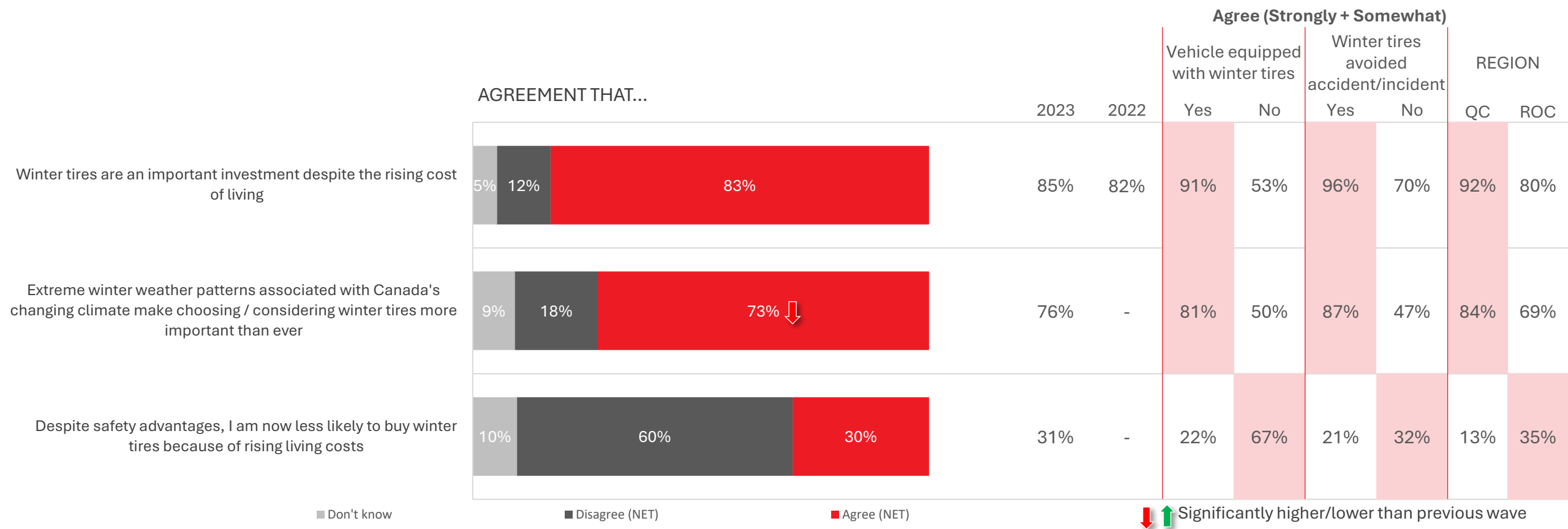
Eight-in-ten (79%) believe their winter tires have saved them from being involved in a potentially hazardous driving situation.

This proportion is largely consistent with years past and across drivers of various regions and ages, although women were more likely than men to indicate that they believe driving a vehicle equipped with winter tires has saved them from being involved in a potentially hazardous situation while driving.



Most Canadians (83%) still agree that winter tires are an important investment despite the rising cost of living.

However, while roughly three-quarters (73%) believe winter tires are more important than ever given Canada’s extreme winter weather patterns associated with climate change, this does represent a significant decrease in agreement compared to a year ago. Furthermore, despite the safety advantages, three-in-ten (30%) are now less likely to buy winter tires because of rising living costs. Demographically, those with vehicles equipped with winter tires, those who believe their winter tires have helped them avoid potentially hazardous situations, and residents of Quebec (vs their counterparts) are more likely to believe that winter tires are an important investment despite the rising cost of living and due to extreme winter weather patterns in Canada; their counterparts are more likely to indicate they are now less likely to buy winter tires because of rising living costs, despite their safety advantages.



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