

2025 TRAC Winter Tire Survey



Tire and Rubber
Association
of Canada

L'Association
canadienne du pneu
et du caoutchouc

Tire and Rubber Association of Canada

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PROBE RESEARCH



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Key Findings

Geo Chart



Scatter Chart



Column Chart



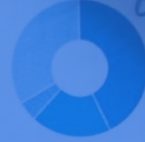
Pie Chart



Bubble Chart



Donut Chart



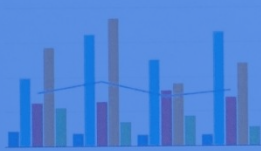
Histogram



Bar Chart



Combo Chart



Org Chart



Treemap



Table

	Name	Salary	Full Time
1	Marie	\$24,700	✓
2	Albert	\$25,200	✗
3	Enrico	\$25,700	✓
4	Lise	\$26,600	✓

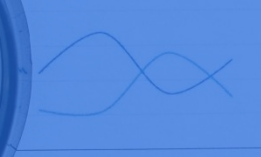
Area Chart



Stepped Area Chart



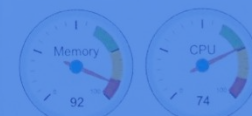
Line Chart



Timeline



Gauge



Candlestick Chart



Key Findings

Most Canadian drivers remain committed to vehicle safety.

- Eight in 10 drivers (80%) plan to use winter tires this year. Among them, seven in 10 say it's to protect their families from the risks of winter driving.
- 84 per cent believe winter tires have saved them from being involved in a potentially hazardous driving situation such as loss of control or a collision.
- Nine in 10 Quebecers believe their winter tires have saved them (90% vs. 82% in the rest of Canada).

Those who choose to forgo winter tires overwhelmingly believe all-season tires are sufficient (75%).

- One-quarter (25%) mention the expense as a reason not to use them.
- More than half of those 18-34 without winter tires indicate it is because they are too expensive

Eight in 10 drivers (81%) believe winter tires are an important investment despite rising cost of living.

- Three-quarters of drivers (76%) agree extreme weather due to climate change means winter tires are more important than ever.
- Nearly one-third (32%) agree that despite the safety advantages, they are less likely to buy winter tires because of the rising living costs

Two-thirds of drivers (65%) use a professional service to swap out their tires with the changing seasons.

- Those most likely to rely on professionals to install their winter tires:
 - People over the age of 35
 - People born outside of Canada
- Nearly three in 10 (28%) change the tires themselves or seek help from friends/family.

Methodology

Research Objectives

The Tire and Rubber Association of Canada (TRAC) commissioned Probe Research to conduct a survey of Canadian drivers. This survey aims to identify the main reasons for and against equipping vehicles with winter tires, evaluate the effect of the current cost of living on purchasing decisions, and explore how safety perceptions and changing climate patterns affect choices regarding winter tire usage in Canada.

Methodology

Probe Research conducted an online survey between October 6-11, 2025, among N=1,069 Canadian drivers who are responsible for maintaining a personal vehicle.

Sample

The sample of N=1,069 Canadian drivers was collected using a large national online panel of Canadians (LEO) 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 N=1,069 would have a margin of error of ± 3.10 percentage points, 19 times out of 20, Finite Population Correction.

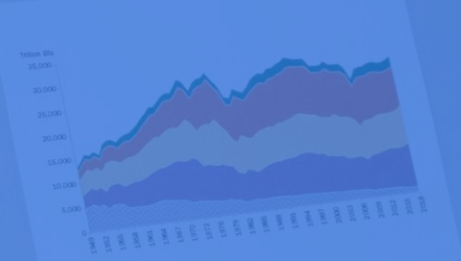
Survey Results



ANALYSIS

MARKETING STRATEGY

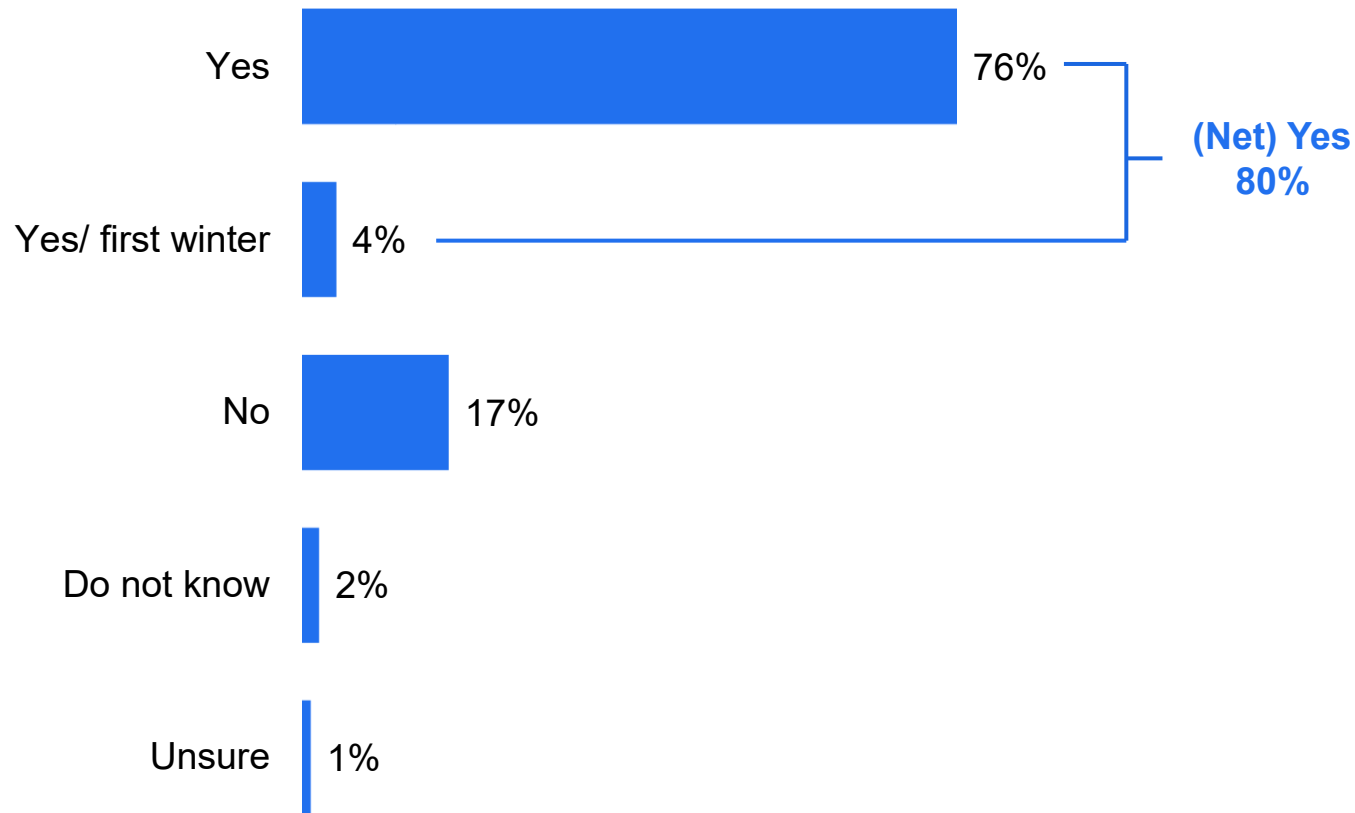
TRENDS



Winter Tire Usage Plans for 2025/2026

Anticipated winter tire use is highest in Quebec, Atlantic Canada and among younger Canadians

Q1. Will your vehicle be equipped with winter tires during the 2025/2026 winter driving season? (Base: Drivers, n=1,069)



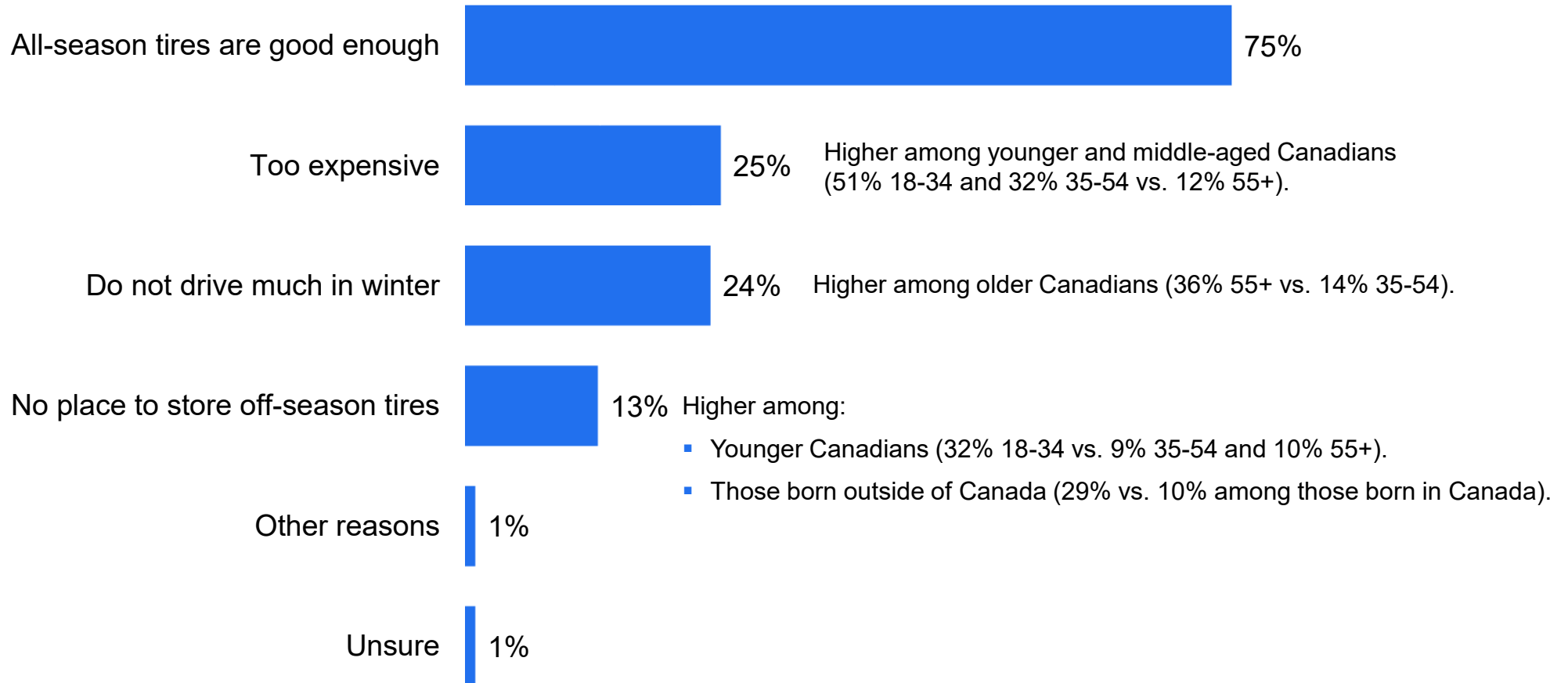
Those most likely to **equip their vehicle with winter tires this winter** include:

- Quebec (98%) and Atlantic (95%) residents vs. BC (64%), Alberta/MB/SK (70%) and Ontario (77%).
- Younger Canadians (86% 18-34 vs. 79% 35-54 and 77% 55+).

Reasons for Not Using Winter Tires

Most feel all-season tires are sufficient, while cost and not driving often in winter also matter

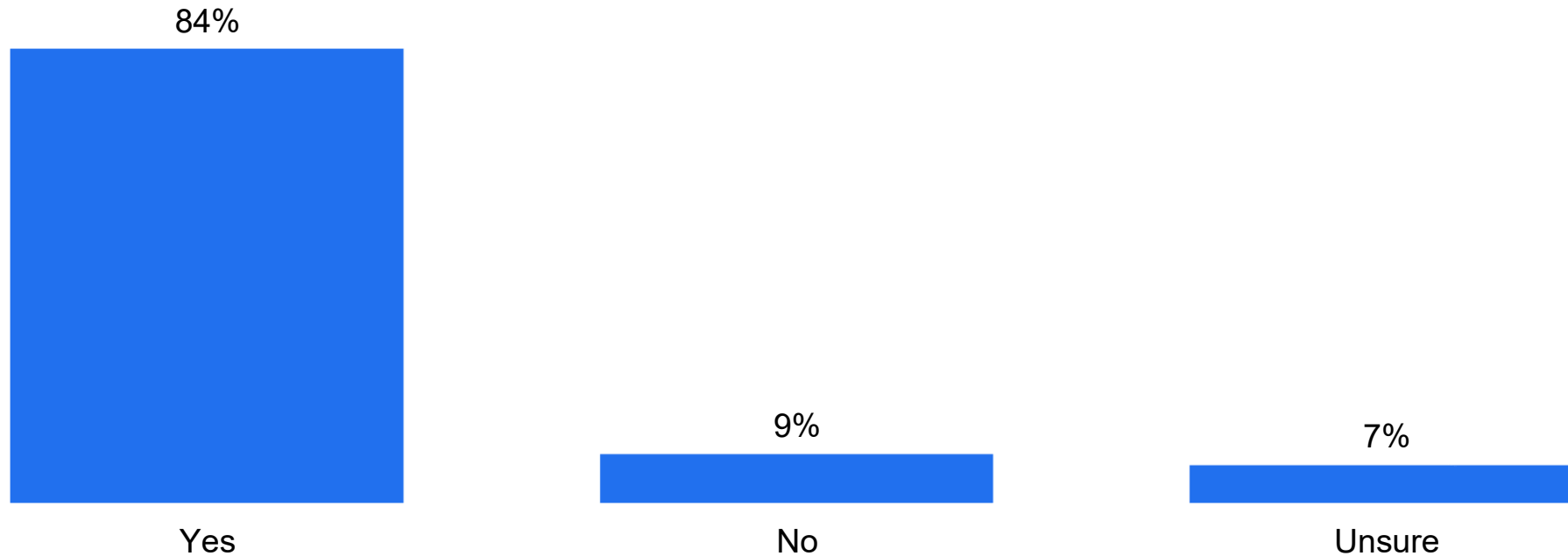
Q2. You indicated that your vehicle was not equipped with winter tires. Why? Please select all that apply. (Base: Those whose vehicles are NOT equipped with winter tires, n=185)



Perceived Impact of Winter Tires on Safety

Many believe winter tires have prevented danger, especially women and those from Quebec

Q3. Do you believe that 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: Those whose vehicles are equipped with winter tires, n=854)



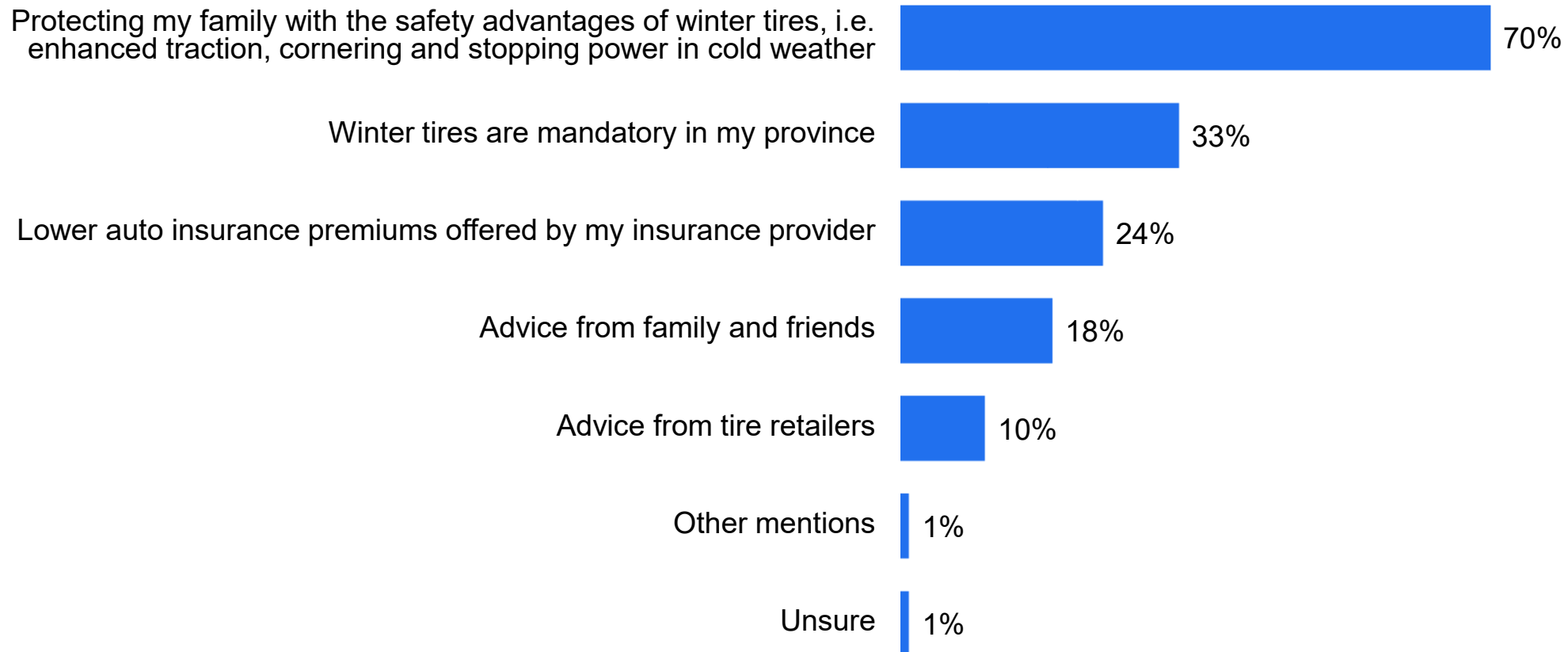
Higher among:

- Quebec residents (90% vs. 82% among the rest of Canada).
- Women (89% vs. 80% men).

Reasons for Purchasing Winter Tires

Safety and protecting family are the main reasons people offer for buying winter tires

Q4. Which of the following best describes your main reasons for purchasing winter tires? Please select all that apply. (Base: Those whose vehicles are equipped with winter tires, n=854)



Reasons for Purchasing Winter Tires: Sub-pop groups

Safety and protecting family are the main reasons people offer for buying winter tires

Q4. Which of the following best describes your main reasons for purchasing winter tires? Please select all that apply. (Base: Those whose vehicles are equipped with winter tires, n=854)



Those most likely to say **protecting my family with the safety advantages of winter tires** include:

- Ontario residents (77% vs. 58% BC and 61% Quebec).
- Middle-aged and older Canadians (74% 35-54 and 73% 55+ vs. 62% 18-34).



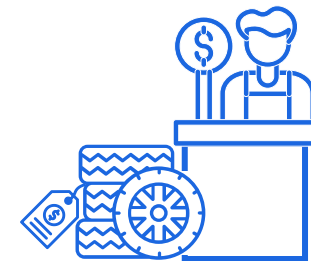
Those most likely to say **lower auto insurance premiums offered by my insurance provider** include:

- Ontario residents (49%).



Those most likely to say **advice from family and friends** include:

- Younger Canadians (31% 18-34 vs. 14% 35-54 and 11% 55+).
- Those born outside of Canada (23% vs. 16% among those born in Canada).



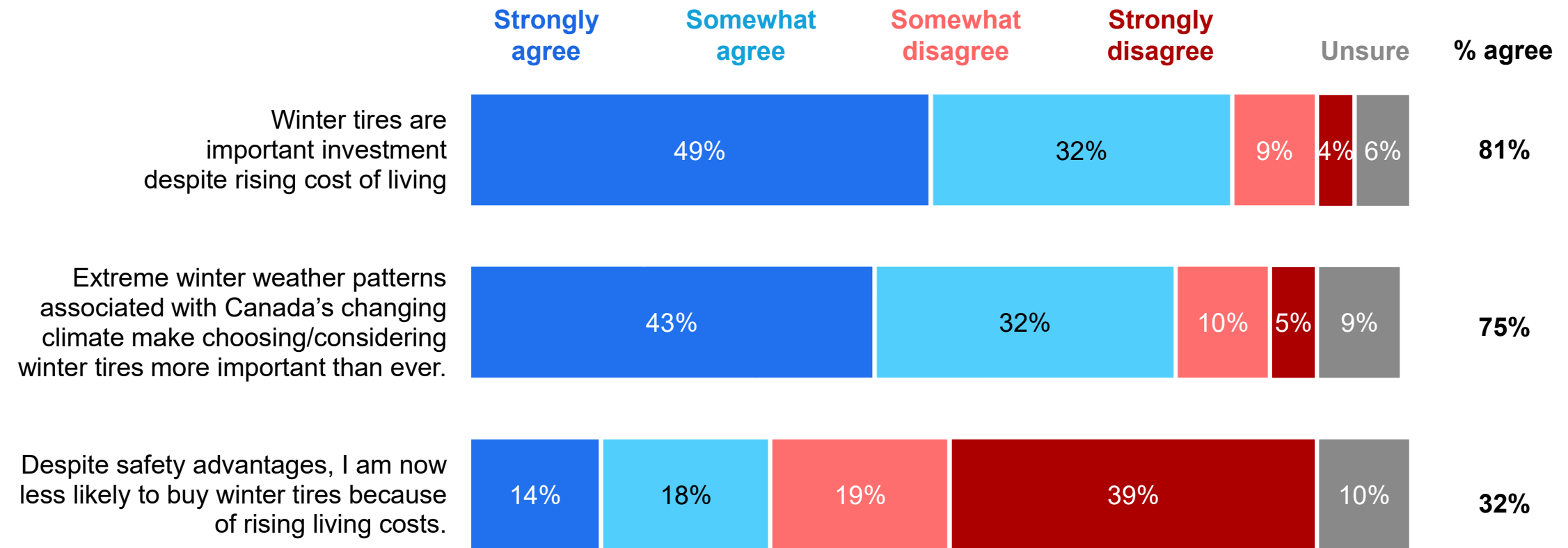
Those most likely to say **advice from tire retailers** include:

- Younger Canadians (14% 18-34 vs. 7% 55+).

Attitudes Toward Winter Tires and Cost of Living

Even with the rising cost of living, more than eight in 10 agree winter tires are essential

Q5. To what extent do you agree or disagree with the following statements: (Base: Drivers, n=1,069)



Attitudes Toward Winter Tires and Cost of Living

Even with the rising cost of living, more than eight in 10 agree winter tires are essential

Q5. To what extent do you agree or disagree with the following statements: (Base: Drivers, n=1,069)



Those most likely to say **winter tires are important investment despite rising cost of living** include:

- Quebec residents (90% vs. 78% among the rest of Canada).



Those most likely to say **extreme winter weather patterns make winter tires more important** include:

- Quebec residents (86% vs. 72% among the rest of Canada).
- Women (79% vs. 72% among men).



Those most likely to say **less likely to buy winter tires because of the rising living costs** include:

- Younger and middle-aged Canadians (38% 18- 34 and 37% 55+).
- Those born outside of Canada (41%).
- Those with high school education or less (39%).
- Those from lower-income households (38% <\$60K).

Approach to Changing Winter Tires

Most drivers rely on professional service for their seasonal tire changeover

Q6. Thinking about your seasonal tire changeover, which of the following describes you? (Base: Those whose vehicles are equipped with winter tires, n=854).

