

# Tire and Rubber Association

## Winter Tires

October 25<sup>th</sup>, 2016



Tire and Rubber  
Association  
of Canada

L'Association  
canadienne du pneu  
et du caoutchouc

# Leger



# METHODOLOGY

## QUANTITATIVE RESEARCH

### INSTRUMENT

A survey of 1518 Canadians was completed online between October 17<sup>th</sup> to October 20<sup>th</sup> 2016 using Leger's online panel, *LegerWeb*.

A probability sample of the same size would yield a margin of error of +/-2.5%, 19 times out of 20.

### ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 475,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.

## QUALITY CONTROL

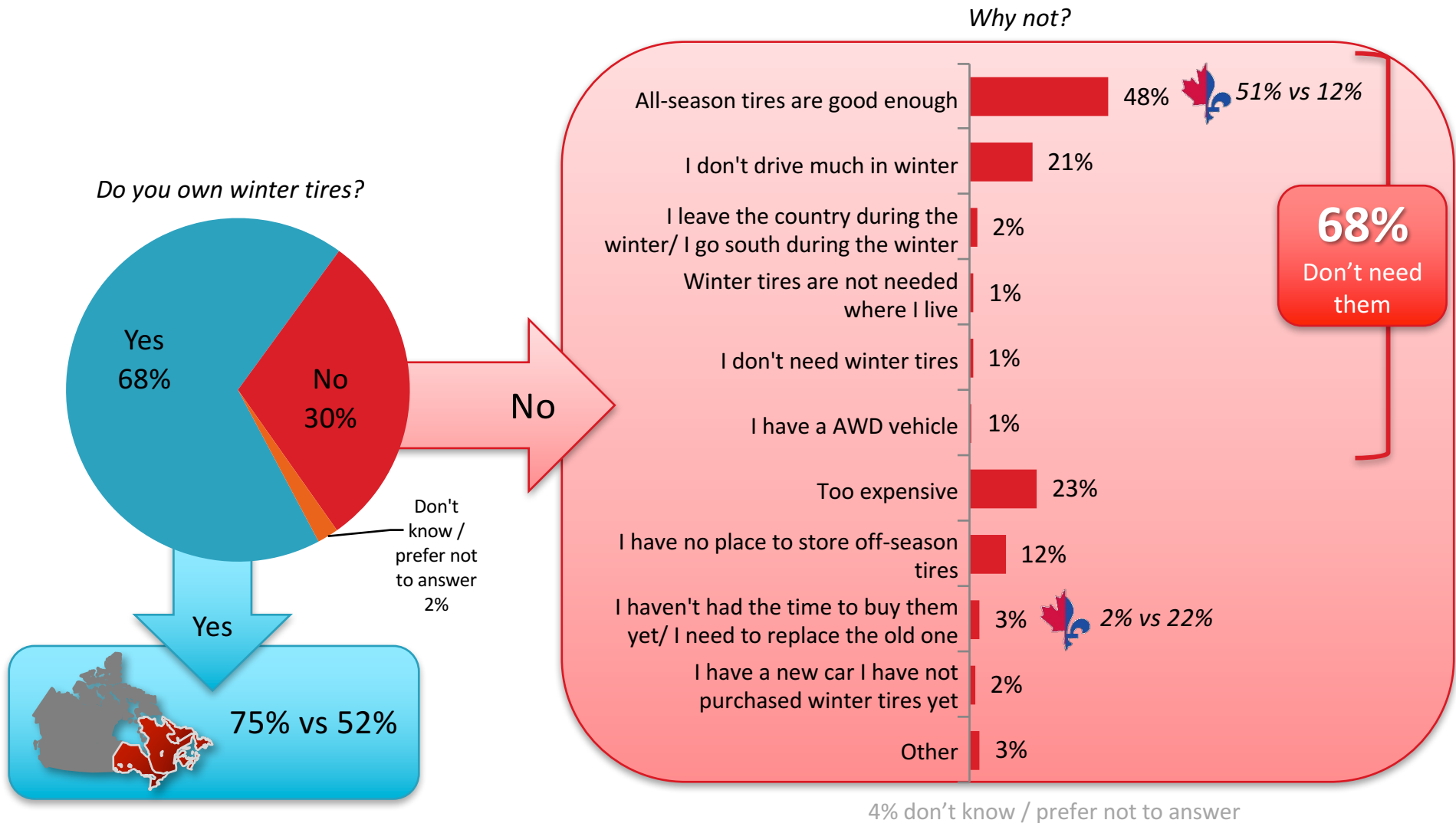
Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

# Detailed Results



# OWNING WINTER TIRES

Roughly two-thirds (68%) of Canadians own winter tires, while three-in-ten (30%) do not. Eastern Canadians are significantly more likely than western Canadians to own winter tires (75% vs 52%). Among Canadians who own a car, but not winter tires, two-thirds (68%) do not need them, with half (48%) believing all-season tires are good enough and one-quarter (23%) believing winter tires are too expensive.



# OWNING WINTER TIRES – PROVINCIAL BREAKDOWN

*Do you own winter tires?*

	<b>Total</b>	<b>Atlantic provinces</b>	<b>Quebec</b>	<b>Ontario</b>	<b>MB/ SK</b>	<b>Alberta</b>	<b>British Columbia</b>
Yes	<b>68%</b>	82%	89%	66%	50%	56%	50%
No	<b>30%</b>	17%	11%	33%	47%	41%	48%
I don't know / prefer not to answer	<b>2%</b>	2%	<1%	2%	4%	4%	2%

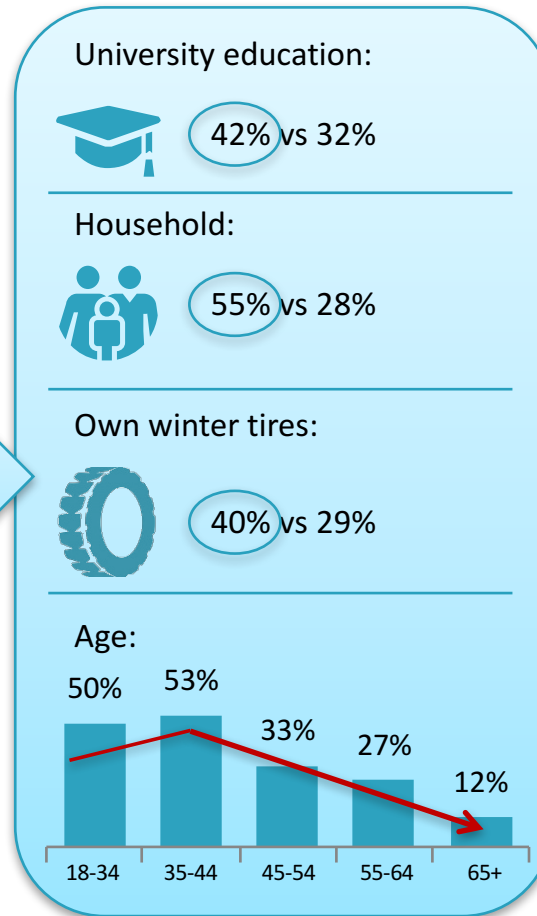
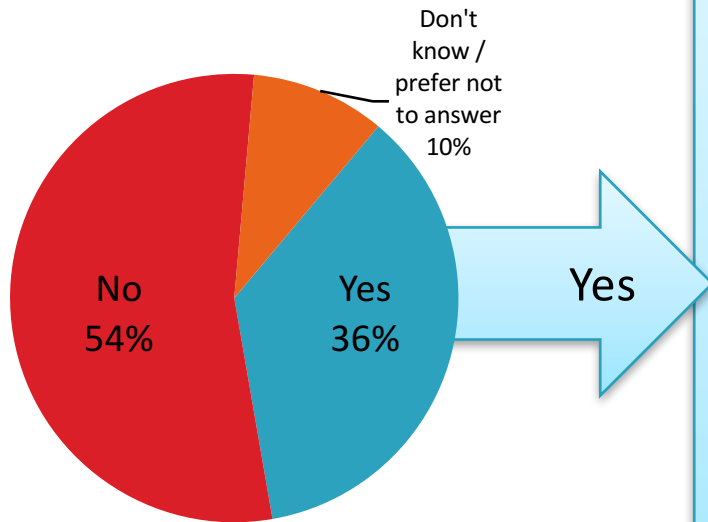
# OWNING WINTER TIRES – PROVINCIAL BREAKDOWN

Why not?




	Total	Atlantic provinces	Quebec	Ontario	MB/ SK	Alberta	British Columbia
<b>NOT NECESSARY/NEEDED (NET)</b>	<b>68%</b>	<b>57%</b>	<b>31%</b>	<b>65%</b>	<b>70%</b>	<b>90%</b>	<b>76%</b>
All-season tires are good enough	48%	19%	12%	39%	64%	76%	58%
I don't drive much in winter	21%	40%	13%	27%	10%	16%	18%
I leave the country during the winter/ I go south during the winter	2%	-	7%	1%	1%	9%	-
Winter tires are not needed where I live	1%	-	-	1%	-	-	5%
I don't need winter tires	1%	3%	-	1%	-	2%	1%
I have a AWD vehicle	1%	-	-	1%	-	-	2%
Too expensive	23%	5%	10%	26%	29%	22%	25%
I have no place to store off-season tires	12%	36%	5%	11%	15%	12%	11%
I haven't had the time to buy them yet/ I need to replace the old one	3%	9%	22%	1%	3%	-	2%
I have a new car I have not purchased winter tires yet	2%	-	12%	1%	1%	-	1%
Other	3%	-	2%	5%	-	5%	3%
Don't know / prefer not to answer	4%	-	17%	5%	-	-	3%

# OWNING WINTER TIRES

Are you currently considering the purchase of winter tires for this season?



**More than one-third (36%) of Canadians are currently considering purchasing winter tires for the upcoming winter season.** Canadians with a university education (vs high school / college), households with children under 18 (vs no children under 18), owning winter tires (vs not owning winter tires), and younger Canadians are significantly more likely to consider purchasing winter tires for this upcoming season.

-  Significantly higher university degree
-  Significantly higher households with children under 18
-  Significantly higher owning winter tires

# OWNING WINTER TIRES – PROVINCIAL BREAKDOWN

*Are you currently considering the purchase of winter tires for this season?*

	Total	Atlantic provinces	Quebec	Ontario	MB/ SK	Alberta	British Columbia
Yes	36%	46%	38%	37%	35%	28%	31%
No	54%	47%	54%	53%	49%	63%	56%
I don't know / prefer not to answer	10%	7%	8%	9%	16%	8%	13%





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