

Report

TRAC Winter Tires Omni Report October 19, 2018

DATE 2018-10-19 PROJECT NUMBER 81721-008

Leger



METHODOLOGY

QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1524 Canadian motorists was completed between October 12-15 2018, using Leger's online panel. The margin of error for this study was +/-2.5%, 19 times out of 20.

ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 400,000 members nationally and has a retention rate of 90%.

Where applicable, ↓ ↑ denote significant changes from previous research.

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.

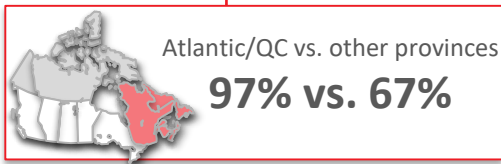
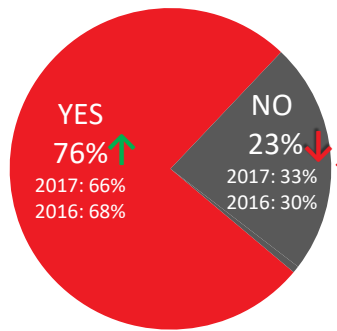
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THE RESULTS

THREE-QUARTERS OF CANADIANS OWN WINTER TIRES

Three-quarters (76%) of Canadians who drive own winter tires, a significant increase from 2017. Atlantic and Quebec residents who drive, are significantly more likely than the rest of the country to own them (97% vs. 67%). Canadians under 55 are significantly more likely to say they own winter tires (79% vs. 72% among those age 55+). Among the 23% of Canadian drivers who do not own winter tires, more than half (53%) feel that their all-season tires are good enough, this is a significant increase from 2017, where 41% said ‘all season tires are good enough’.



		2017
All-season tires are good enough	53% ↑	41%
Too expensive	18%	17%
I don't drive much in winter	15%	18%
I have no place to store off-season tires	3% ↓	8%
Other	8%	13%
DK/prefer not to answer	<1%	6%

0000 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=1345)
 0001 You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q0, (n=311)

OWNING WINTER TIRES – BREAKDOWN BY REGION

2018	Total	Atlantic	QC	ON	MB/SK	AB	BC
YES	76%	94%	97%	69%	60%	70%	64%
NO	23%	5%	3%	30%	40%	29%	35%
I don't know/prefer not to answer	1%	1%	1%	1%	-	1%	1%

2018	Total	Atlantic	QC	ON	MB/SK	AB	BC
All-season tires are good enough	53%	51%	-	54%	76%	43%	53%
I don't drive much in winter	15%	27%		15%	6%	7%	28%
Too expensive	18%	-	15%	21%	11%	29%	9%
I have no place to store off-season tires	3%	-	-	2%	3%	11%	2%
Other	8%	23%	73%	5%	5%	8%	8%
DK/prefer not to answer	2%	-	12%	3%	-	2%	-

0000 Is your vehicle equipped with winter tires during the winter season?

0001 You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q0, (n=311)

BASE: Excludes "I do not drive / I do not own a motor vehicle" (n=1345)

Significantly higher

OWNING WINTER TIRES – OUTSIDE OF QUEBEC

2018	Total* (excluding QC)	Atlantic	ON	MB/SK	AB	BC
YES	70%	94%	69%	60%	70%	64%
NO	29%	5%	30%	40%	29%	35%
I don't know/prefer not to answer	1%	1%	1%	-	1%	1%

2018	Total* (excluding QC)	Atlantic	ON	MB/SK	AB	BC
All-season tires are good enough	55%	51%	54%	76%	43%	53%
I don't drive much in winter	15%	27%	15%	6%	7%	28%
Too expensive	18%	-	21%	11%	29%	9%
I have no place to store off-season tires	3%	-	2%	3%	11%	2%
Other	6%	23%	5%	5%	8%	8%
DK/prefer not to answer	2%	-	3%	-	2%	-

0000 Is your vehicle equipped with winter tires during the winter season?

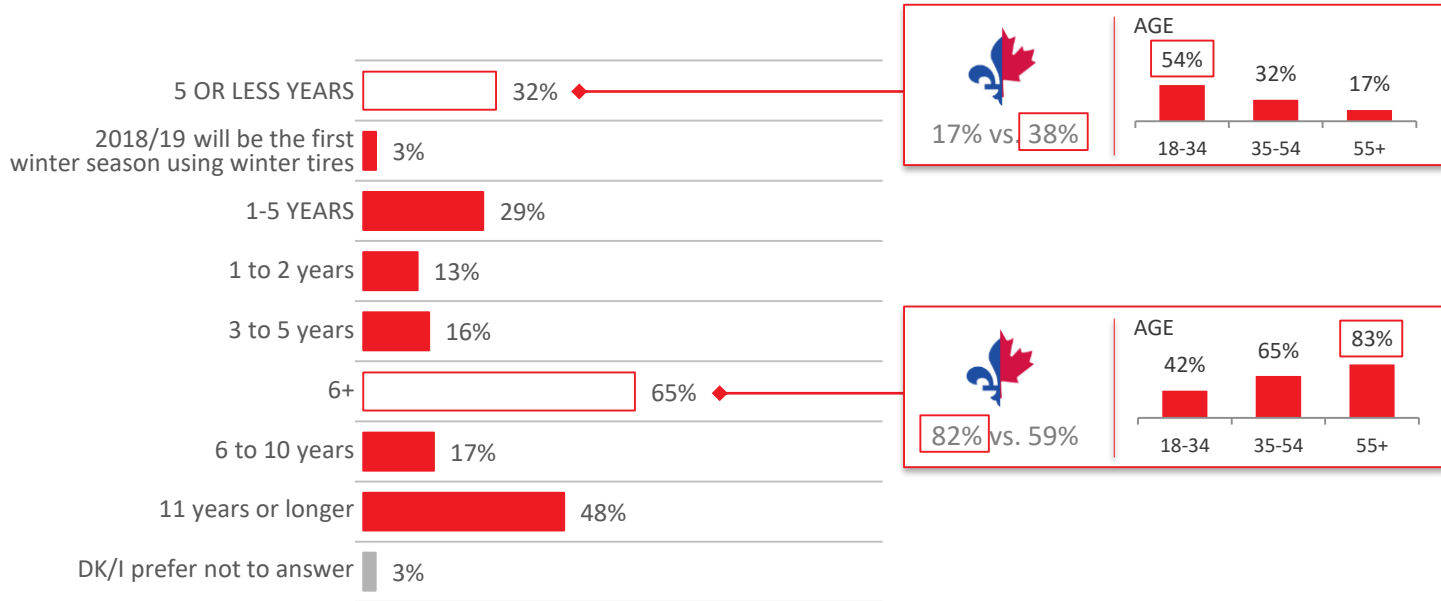
0001 You indicated that your vehicle was not equipped with winter tires. Why? BASE: NO at Q0, (n=301)*excludes QC

BASE: Excludes "I do not drive / I do not own a motor vehicle" (n=995)*Excludes QC

Significantly higher

TWO-THIRDS OF WINTER TIRE OWNERS HAVE OWNED WINTER TIRES FOR 6 OR MORE YEARS

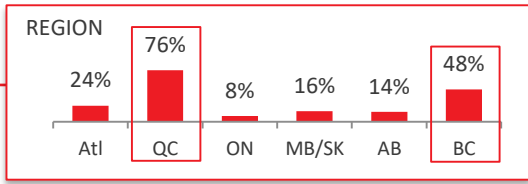
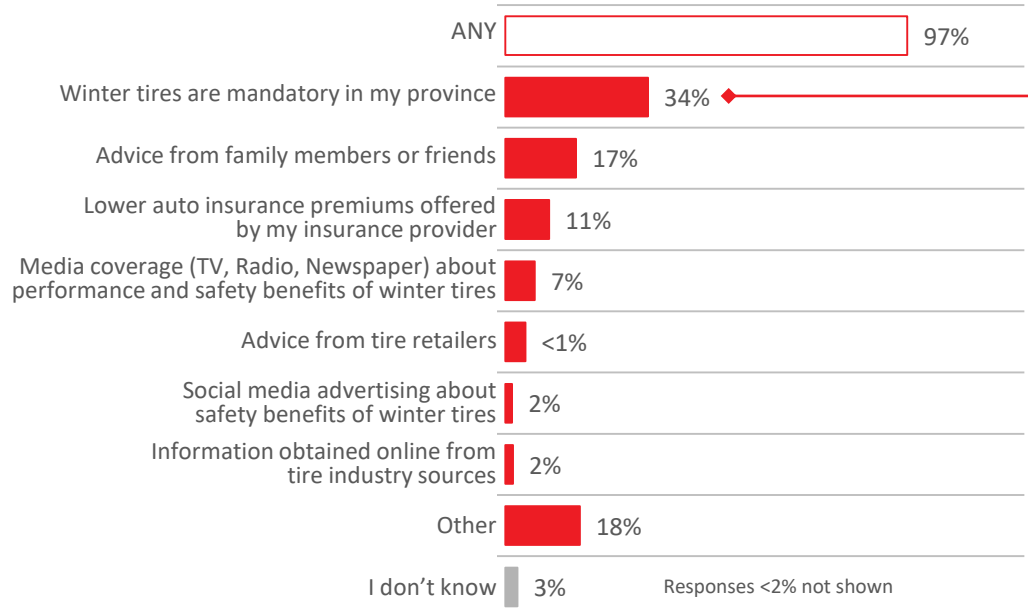
Two-thirds (65%) of Canadians with winter tires have been driving with winter tires for six or more years, particularly Quebec drivers. Younger winter tire owners (age 18-34) are significantly more likely to have been driving with them for five years or less, while winter tire owners age 55+ have been driving with winter tires for longer. Urban drivers who own winter tires, are significantly more likely to say they have been driving with winter tires for five or less years (41% vs. 27% suburban vs. 23% rural).



THE MOTIVATION TO OWN WINTER TIRES IS VARIED

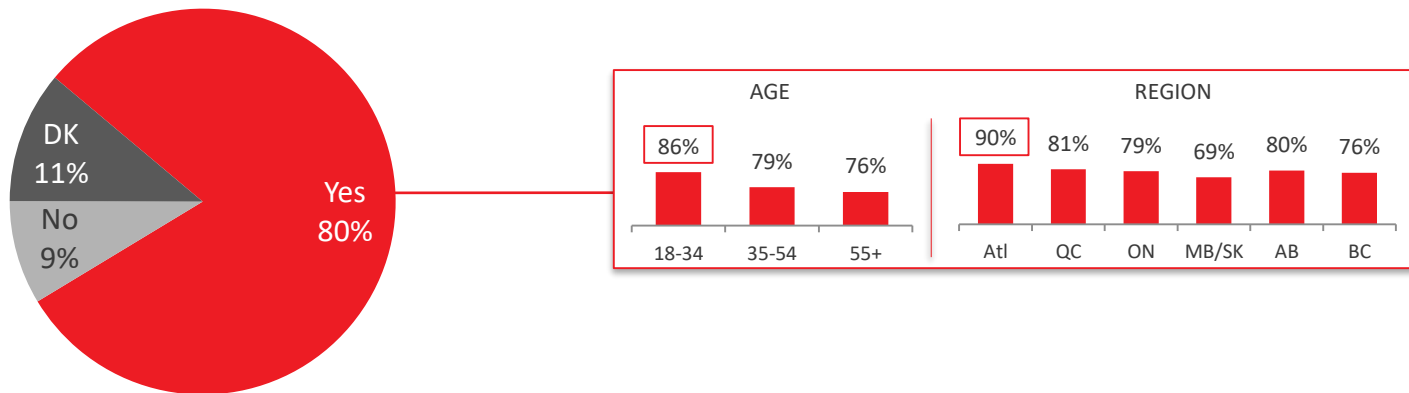
One-third (34%) of Canadians who own winter tires, say their main motivation for purchasing winter tires is 'it is a mandatory requirement in their province'. Winter tire owners in Quebec and British Columbia are significantly more likely to say this is their motivation. Ontario winter tire owners, are significantly more likely to say that lower premiums offered by their insurance provider is their incentive to own winter tires (27% vs. 2% other provinces), as well as drivers living in urban or suburban communities (12% vs. 6% rural).

WHAT INFLUENCED THE PURCHASE OF WINTER TIRES:



EIGHT-IN-TEN WINTER TIRE OWNERS FEEL THAT WINTER TIRES HAVE SAVED THEM FROM A HAZARDOUS DRIVING SITUATION

The majority (80%) of winter tire owners believe that driving a vehicle equipped with winter tires has saved them from being involved in a potentially hazardous driving situation, such as loss of control or a collision. Younger winter tire owners (age 18-34 vs. 35+) and Atlantic Canadians (vs all other provinces) are significantly more likely to believe that driving a vehicle equipped with winter tires has saved them from being involved in a potentially hazardous driving situation.



0004 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: YES at Q0, (n=1025)

Significantly higher



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