

**Canadians
and Car Safety in Winter**



Report

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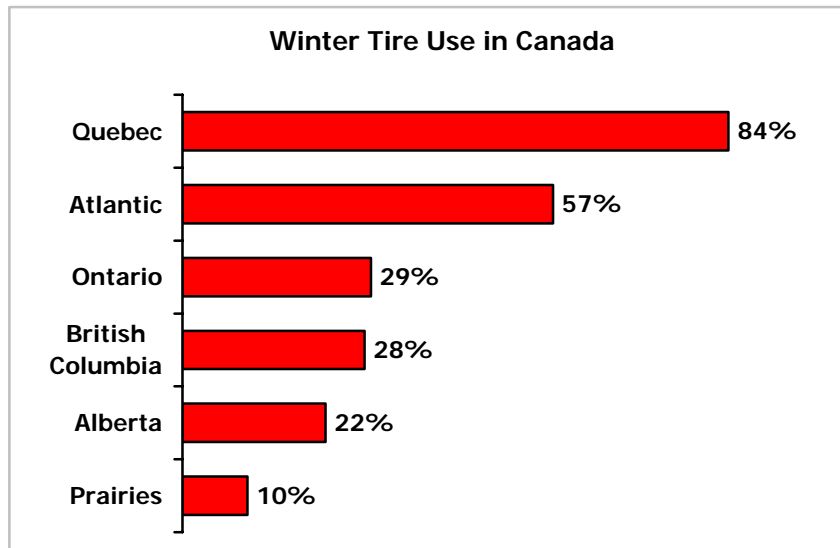
Results

1. Fewer than Half of Canadian Drivers will fit their Cars with Winter Tires this Year

On a national basis, average winter tire use is 42%. In other words, fewer than half of Canadian drivers plan on using winter tires this year.

Regionally, however, there are marked differences. Quebecers rank first in terms of winter tire usage with 84%, far ahead of the Atlantic Provinces in second place with 57%. The use of winter tires decreases significantly once across the Ottawa River, where Ontario ranks third (29%) followed by British Columbia (28%). Of course, winters are mild in most parts of the territory for both these provinces, which could explain these lower proportions. However, the same cannot be said of Alberta and the Prairies, both reputed for their long and harsh winters, and yet only 22% of Albertan drivers intend to equip their cars with winter tires. In the Prairies, barely one driver out of ten (10%) will do the same.

Table 1 – TYPE OF TIRES USED THIS WINTER



Question: *This winter, what type of tires do you intend to use?*

(n=1246)	Total Population	AP	QC	ON	PR	AB	BC
... winter tires (or snow tires)	42%	57%	84%	29%	10%	22%	28%
... all-season tires	56%	43%	16%	69%	88%	73%	68%
... summer tires	1%	0%	0%	1%	1%	2%	0%
Don't know / Refusal	2%	0%	0%	1%	1%	4%	4%

2. Over Half of Drivers have had a Road Accident - Half of them in the Wintertime

When asked if they had ever had a car accident, 55% of respondents answered “yes”. This proportion is similar in all regions except British Columbia where the result is higher at 68%. Also, it should be noted that men (63%), people with an annual household income higher than \$80,000 (65%), professionals (61%) and respondents with a university education (63%) are more likely to have had an accident in the past.

More specifically, 26% of Canadian drivers have been in car accidents during the winter. Put another way, this means that nearly half of “accident victims” had their accident (or one of their accidents) during the winter season. Once again, this proportion is higher in British Columbia (33%), among men (32%) and respondents with a university education (30%).

Table 2 – CAR ACCIDENTS

Question: *Personally, have you ever had a car accident when you were the driver?*

Question: *More specifically, have you ever had a car accident while you were driving in the wintertime?*

(n=1246)	Total Population	AP	QC	ON	PR	AB	BC
Yes, has had an accident	55%	46%	60%	51%	51%	54%	68%
Yes, has had an accident in the wintertime	26%	22%	27%	22%	26%	25%	33%

3. By their Own Admission, Drivers Claim that One out of Five Winter Accidents Could Have Been Avoided with Winter Tires

Seventeen per cent (17%) of respondents who have had an accident during the winter very candidly admitted that the accident occurred because their car was not equipped with winter tires. This proportion is higher in Ontario (26%), where, as recalled, the usage rate of winter tires is below the national average. Respondents with a university level education are more likely to have had a car accident in the wintertime (25%).

Table 3 – ACCIDENTS DUE TO THE ABSENCE OF WINTER TIRES

Question: *Was this or these accidents caused by the fact that your car was not equipped with snow tires?*

Base: respondents who had an accident during winter (n=296)	Total Population	AP	QC	ON	PR	AB	BC
Yes	17%	15%	17%	26%	5%	16%	7%
No	78%	79%	80%	70%	90%	75%	87%
Don't know / Refusal	5%	6%	2%	4%	5%	9%	6%

Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1,500 English- or French-speaking Canadians, 18 years of age or older. The interviews were conducted from November 2 to November 8, 2005.

To be eligible, respondents must own a car and participate in the survey. Thus, among the 1,500 people who were interviewed, 1,246 were qualified to answer all the questions of this survey.

Using data from Statistics Canada, the results were weighted according to region, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1,246 respondents is $\pm 2.8\%$, 19 times out of 20.

Questionnaire

PC9

PC9. Do you own a car?

Yes	1	
No	2	=> +5
DNK/ Refusal	9	=> +5

PC10A

PC10A. This winter, what type of tires do you intend to use?

READ

... winter tires (or snow tires)	1	
... all-season tires	2	
... summer tires	3	
DNK/ Refusal	9	

PC11A

PC11A. Personally, have you ever had a car accident when you were the driver?

Yes	1	
No	2	=> +3
DNK/ Refusal	9	=> +3

PC12A

PC12A. More specifically, have you ever had a car accident while you were driving
IN THE WINTERTIME?

Yes	1	
NO	2	=> +2
DNK/Refusal	9	=> +2

PC13

PC13. Was this or these accidents caused by the fact that your car was not
equipped with snow tires?

Yes	1	
No	2	
DNK/ Refusal	9	
