

# Winter 2021 Driving Survey



# Table of Contents

<b>Survey Objectives &amp; Methodology</b>	<b>3</b>
<b>Demographics</b>	<b>6</b>
<b>Safety</b>	<b>8</b>
<b>Preparing for Winter</b>	<b>19</b>
<b>Response to Winter Forecast</b>	<b>30</b>

# Survey Objectives & Methodology

# Key Objectives and Sample Design

**Key Objectives:** To develop and execute a study the attitudes of licensed drivers who will be in Ontario for the coming winter. The survey will investigate attitudes toward winter driving and any special actions taken to increase safety or reduce driving during harsh winter weather.

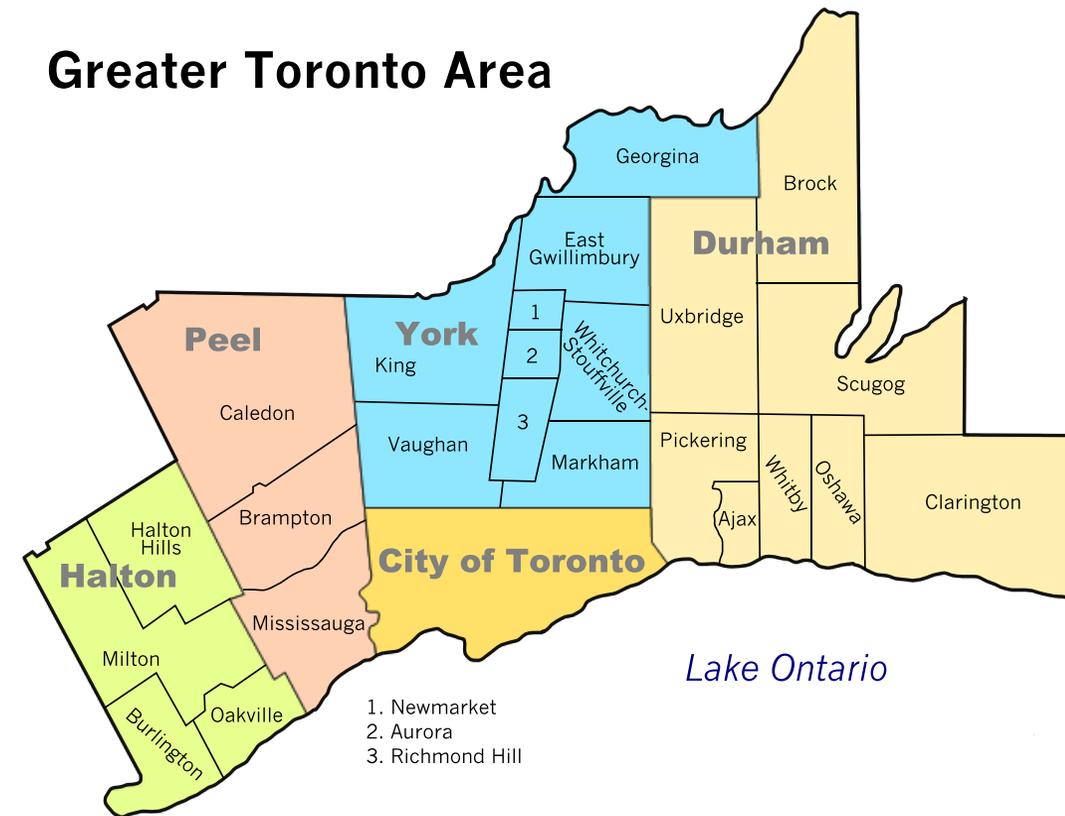
**Sample Plan:** Oversample of N=200 in Peel, York, Halton and Durham regions. Remaining over-sample applied to Mississauga and Brampton.

*The survey data is weighted by age and gender within Ontario sub-regions. Weights are calculated from the full sample before non-drivers are screened out, to ensure the sample is representative of the entire Ontario population. Results are reported only among drivers who completed the full survey.*

*During the weighting process, oversamples in Durham, York, Halton, and Peel are down-weighted proportionately. This ensures that the Ontario-wide sample is regionally balanced. When oversamples are reported separately the full sample size – accounting for the oversample – is reported.*

*In addition, remaining 905 sample once Durham, York, and Halton targets were reached focused on additional completes in Brampton and Mississauga.*

## Greater Toronto Area



# Survey Methodology (Online)

These are the results of an online survey of licensed drivers in Ontario between the ages of 18 and 80 conducted between October 26<sup>th</sup> and November 1<sup>st</sup>, 2021.

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata and Leger, leading providers of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Ontario population according to Census data to provide results that are intended to approximate a probability sample.

**Sample Size:** n=1,657 Ontario general population, aged 18 to 80 years with a current driver's license and access to a vehicle. The results are weighted to n=600 based on Census data from Statistics Canada.

**Field Dates:** October 26<sup>th</sup> to November 1<sup>st</sup>, 2021.

**Weighting:** Results for Ontario are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

**Margin of Error:** This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.



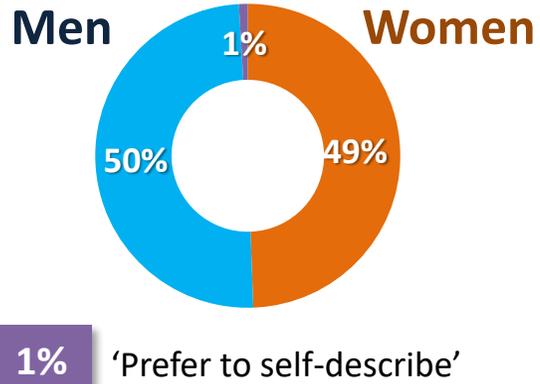
	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	123	7.4%	82	13.8%
Men 35-54	243	14.7%	103	17.3%
Men 55+	425	25.7%	112	18.8%
Women 18-34	203	12.3%	79	13.3%
Women 35-54	309	18.7%	103	17.4%
Women 55+	349	21.1%	115	19.4%
Outside GTA	513	31.0%	328	54.6%
City of Toronto	195	11.8%	112	18.7%
Durham	198	11.9%	29	4.8%
York	236	14.2%	50	8.4%
Halton	328	19.8%	56	9.3%
Peel	187	11.3%	25	4.2%
Peel: Brampton	123	37.4%	21	37.4%
Peel: Mississauga	195	59.3%	34	59.2%

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

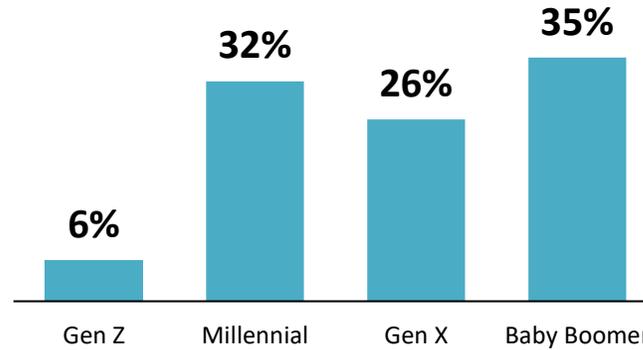
# Demographics

# Demographics

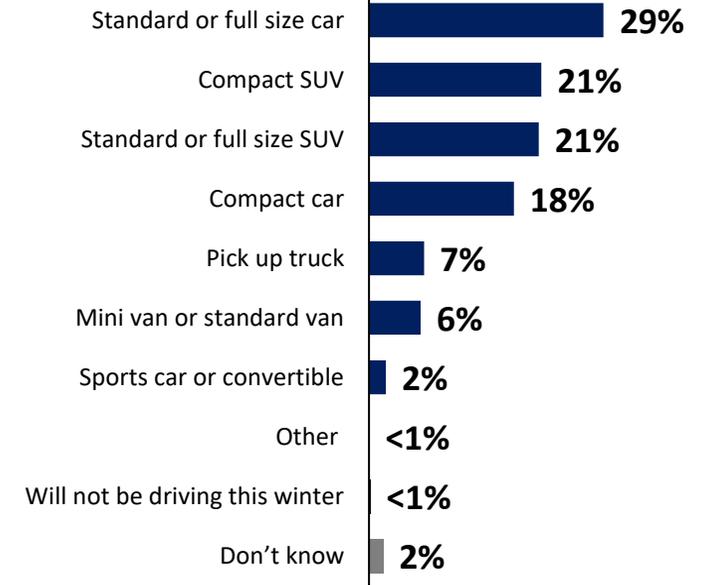
## Gender



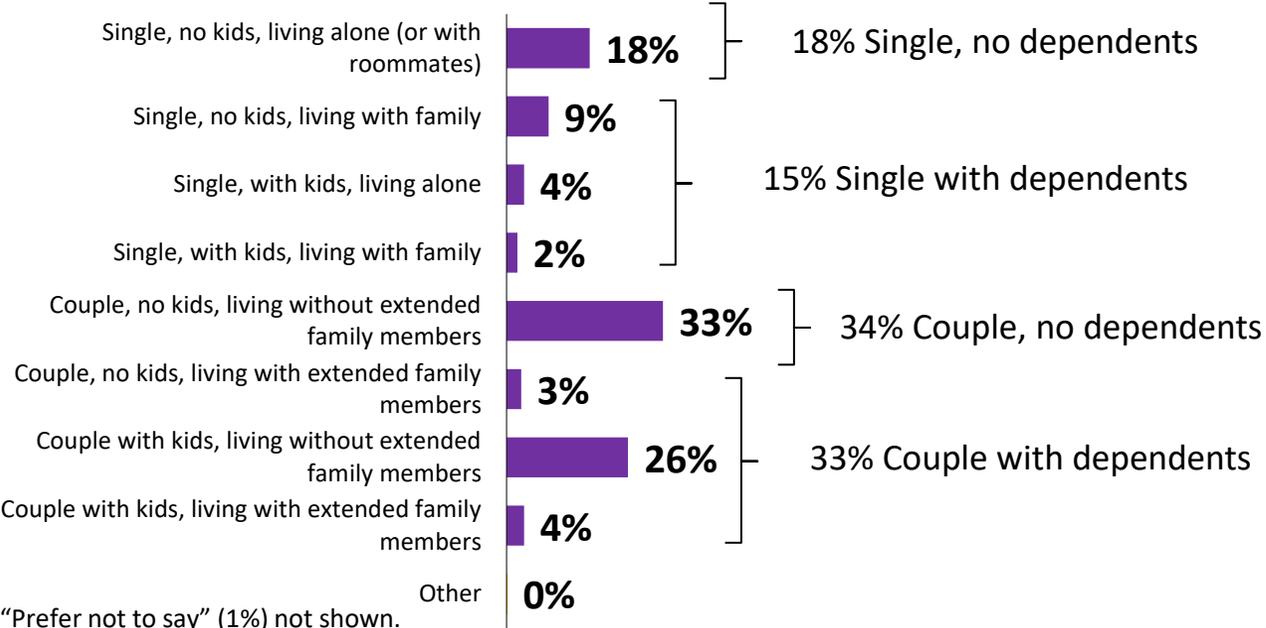
## Generation



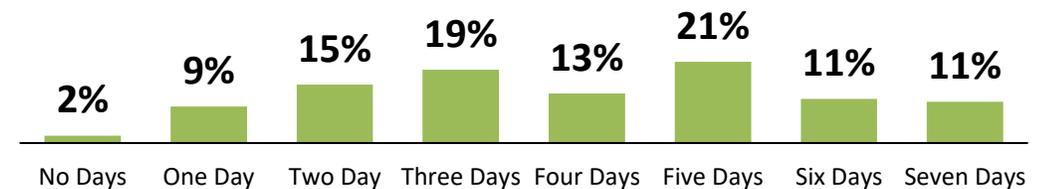
## Car Type



## House Composition



## Days Driving



# Safety

# Key Findings

## 01

**Only 1-in-10 (11%) have all three safety measures. Most have a roadside assistance plan (72%), half have an emergency kit (53%), and very few have a high-visibility vest (15%).**

- There's a wide generation gap on roadside assistance, with Baby Boomers (82%) much more likely to have a roadside assistance plan compared to Gen Z (64%).
- When it comes to owning an in-car emergency kit, the gap is eleven points (57% Baby Boomers to 46% Gen Z).
- As for having a high-visibility vest, Millennials (21%) are more likely to own one compared to other generations.
- Peel residents are more likely than Durham, York or Halton to have all three safety measures.
- Residents from Durham are more likely to have a roadside assistance plan, while those in Peel are more likely to have an in-car emergency kit.

## 02

**Over half (56%) say they are “extremely” or “well” prepared for an emergency, compared to the 2-in-5 (42%) who say they are “not very prepared” or “not prepared at all”.**

- There is a twenty-two-point gap when it comes to gender, with 66% of men feeling prepared compared to 44% of women.
- There is a clear generational gap on this measure between Baby Boomers (64%) and Gen Z (37%), a 27-point difference.
- Couples with no dependents (64%) are more likely to feel prepared compared to those who are single with dependents (45%)

## 03

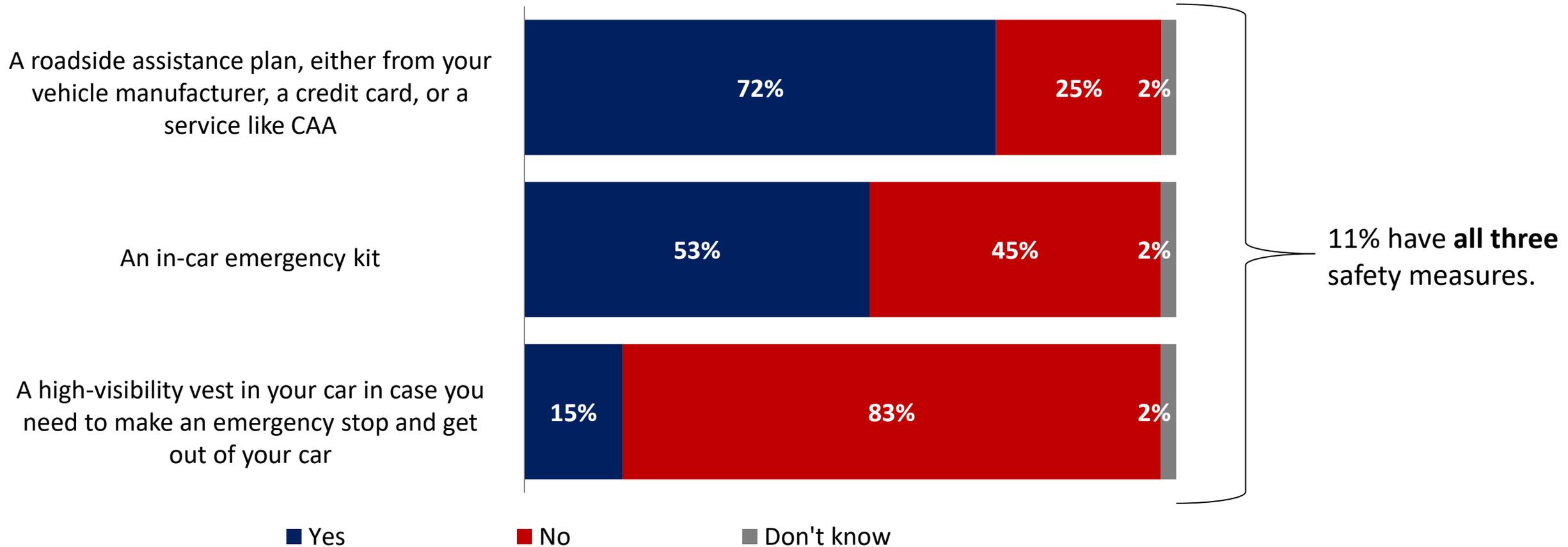
**Some Ontario drivers appear to be overconfident with their ability to handle a roadside emergency.**

- Among those with none of the three safety measures in their car, 1-in-5 (22%) feel “extremely” or “well” prepared.

# Vehicle Safety: 7-in-10 (72%) have a roadside assistance plan and half (53%) have an emergency kit; only 1-in-10 (11%) have all three



These questions are about safety related to vehicle travel. Please indicate whether you currently have each of the following:  
[asked of all respondents; n=600]

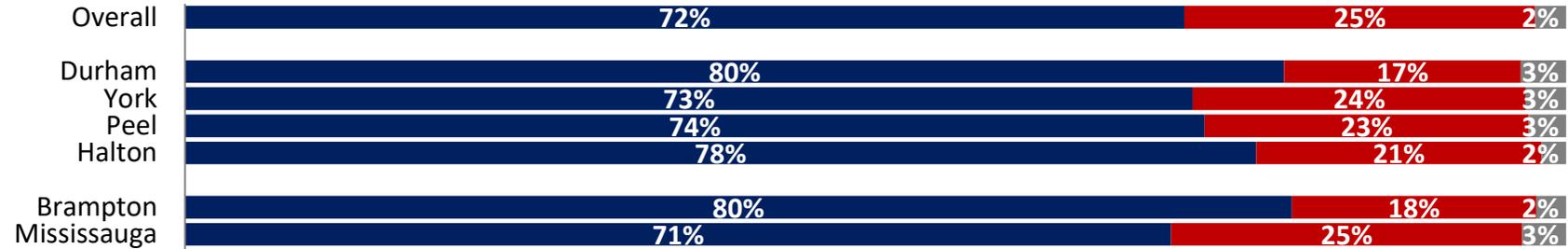


# Vehicle Safety by Region: Drivers in Brampton stand out as being most likely to have all three safety measures in their vehicles

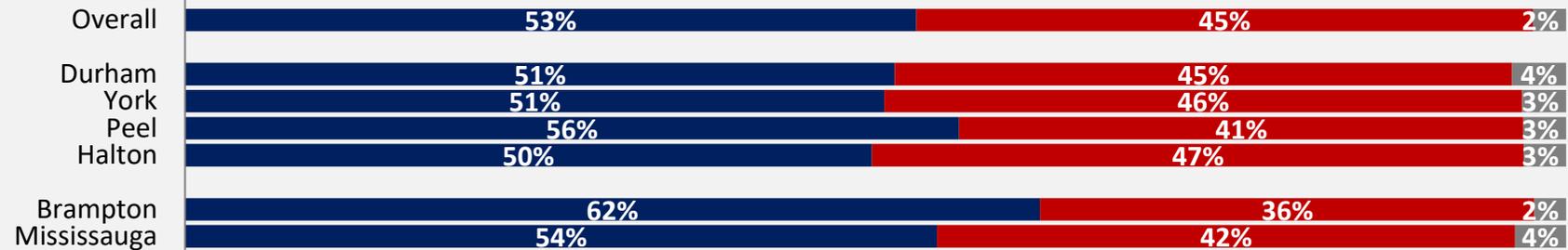


These questions are about safety related to vehicle travel. Please indicate whether you currently have each of the following by Region:  
[asked of all respondents; n=600]

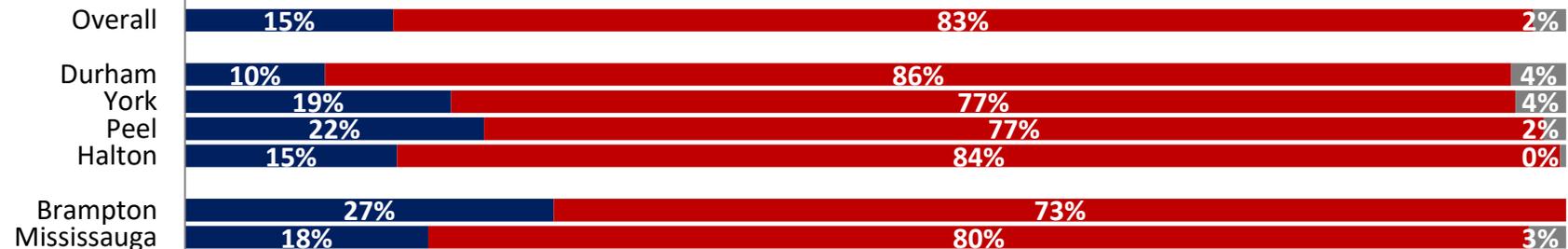
A roadside assistance plan, either from your vehicle manufacturer, a credit card, or a service like CAA



An in-car emergency kit



A high-visibility vest in your car in case you need to make an emergency stop and get out of your car



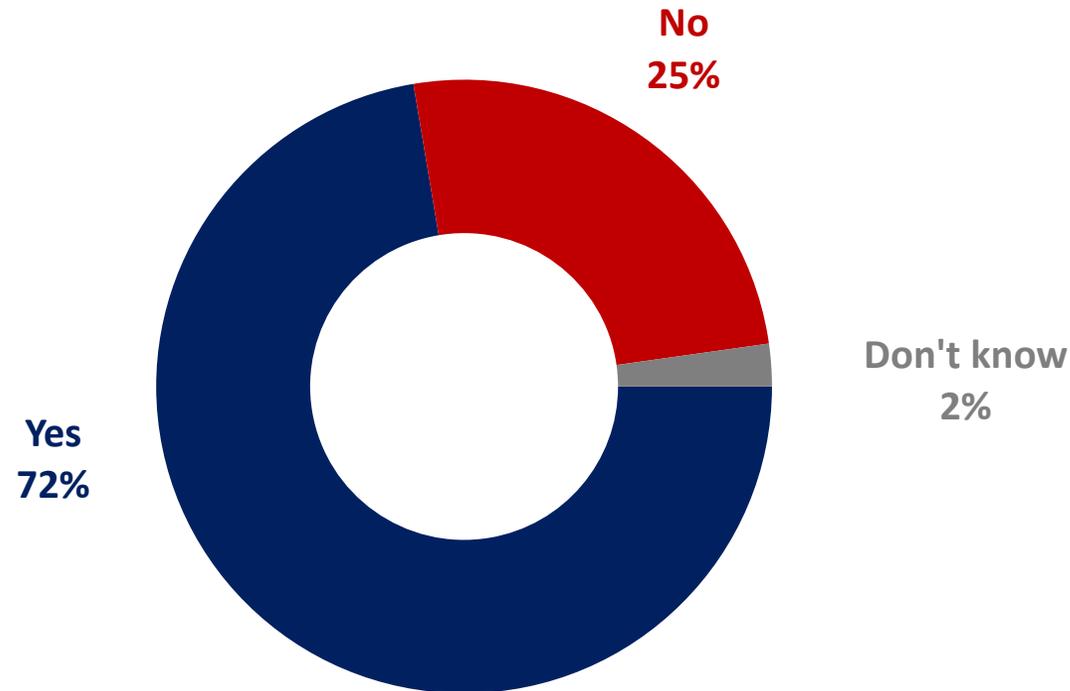
■ Yes      ■ No      ■ Don't know

# Roadside Assistance Plan: 7-in-10 (72%) have a roadside assistance plan; Baby Boomers (82%) are most likely to have one



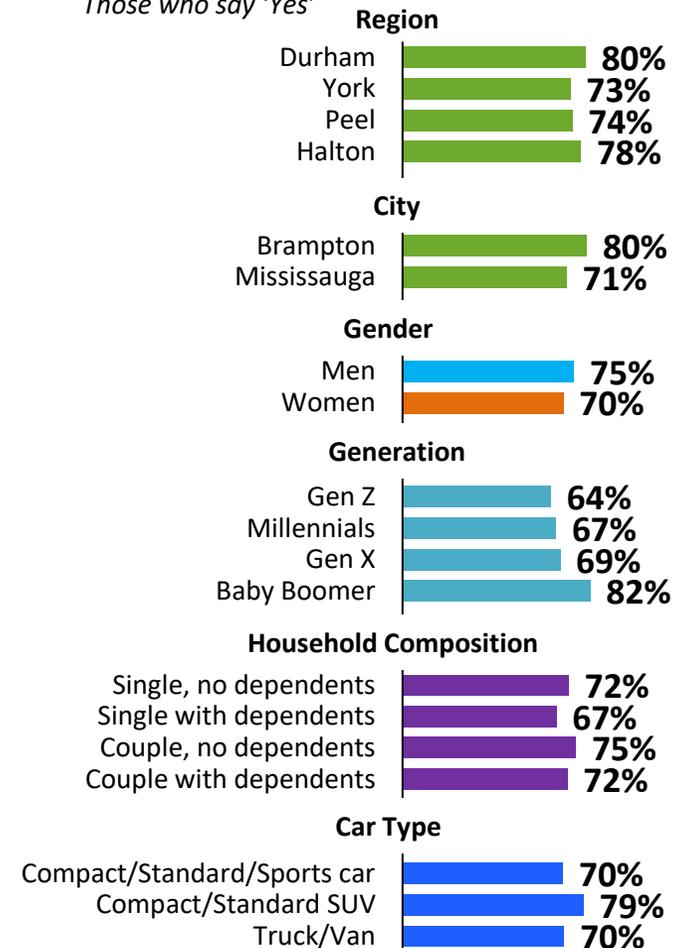
These questions are about safety related to vehicle travel. Please indicate whether you currently have each of the following: **a roadside assistance plan, either from your vehicle manufacturer, a credit card, or a service like CAA.**

[asked of all respondents; n=600]



## Segmentation

Those who say 'Yes'

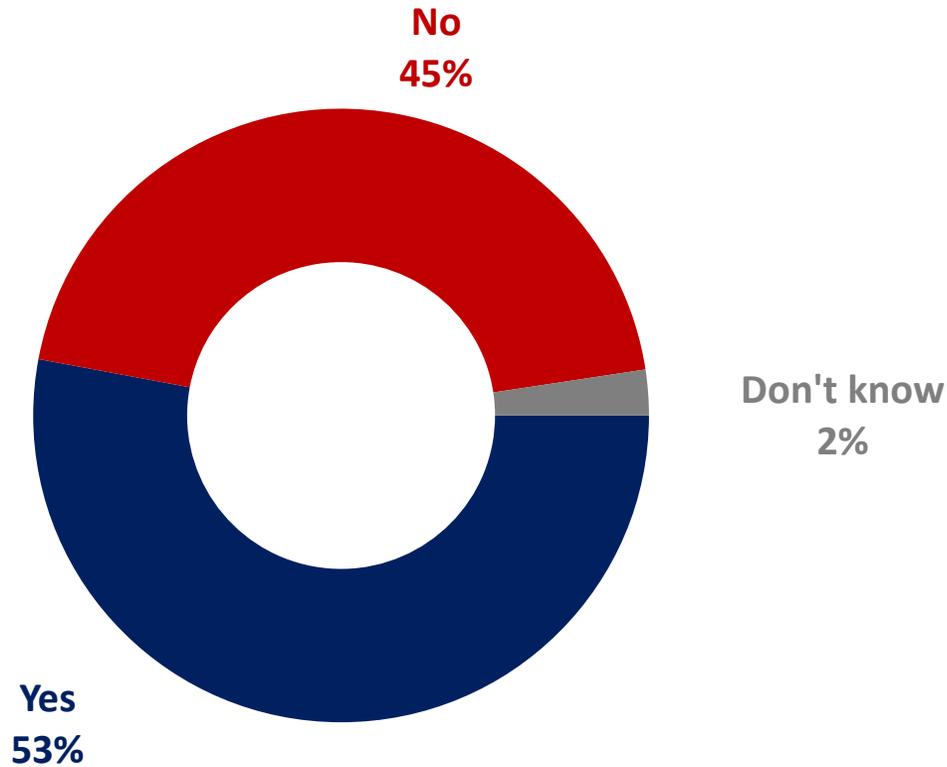


# Emergency Kit: Half (53%) have an in-car emergency car kit; those who reside in Brampton (62%) are most likely to have an emergency kit



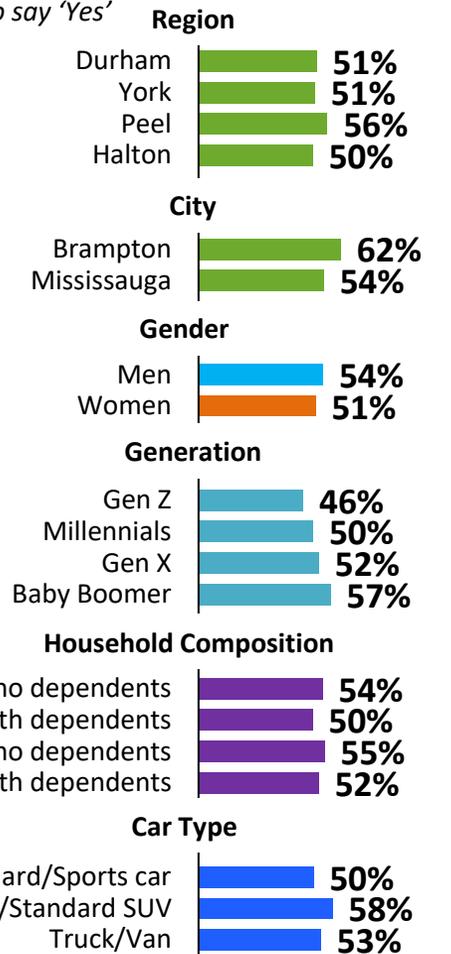
These questions are about safety related to vehicle travel. Please indicate whether you currently have each of the following: **an in-car emergency car kit.**

[asked of all respondents; n=600]



## Segmentation

Those who say 'Yes'

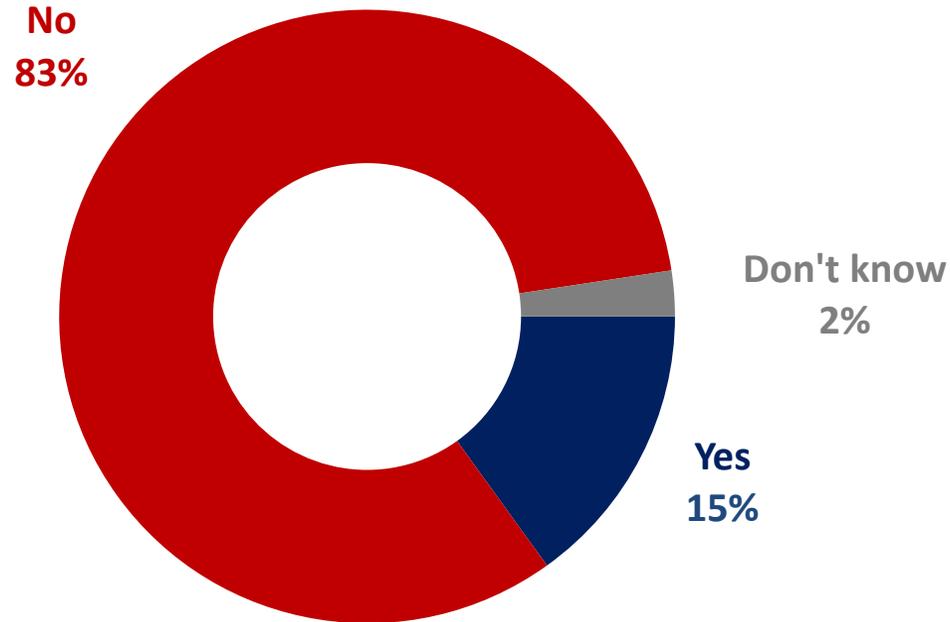


# High-visibility Vest: Only 15% have a high-visibility vest; highest among men (22%), Millennials (21%) and those who reside in Brampton (27%)<sup>14</sup>



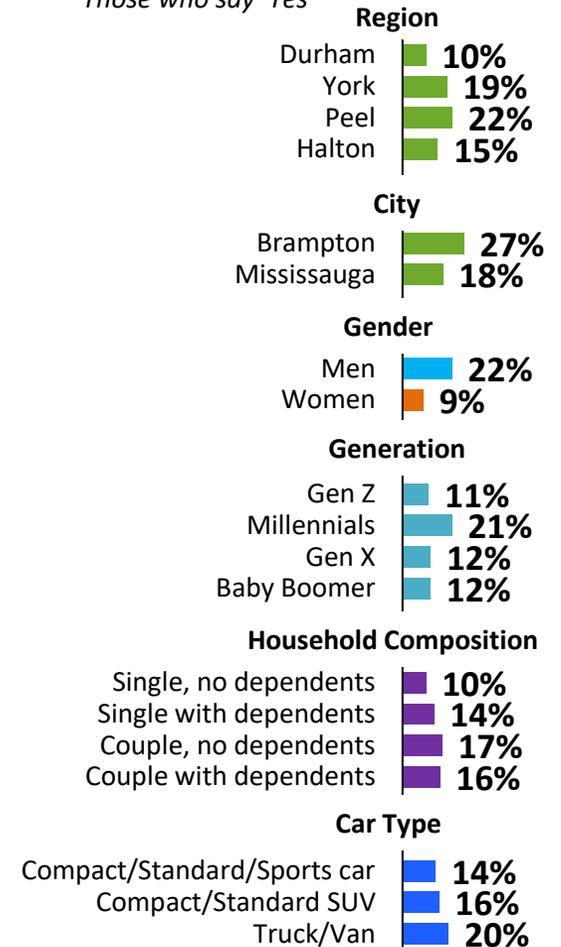
These questions are about safety related to vehicle travel. Please indicate whether you currently have each of the following: **a high-visibility vest in your car in case you need to make an emergency stop and get out of your car.**

[asked of all respondents; n=600]



## Segmentation

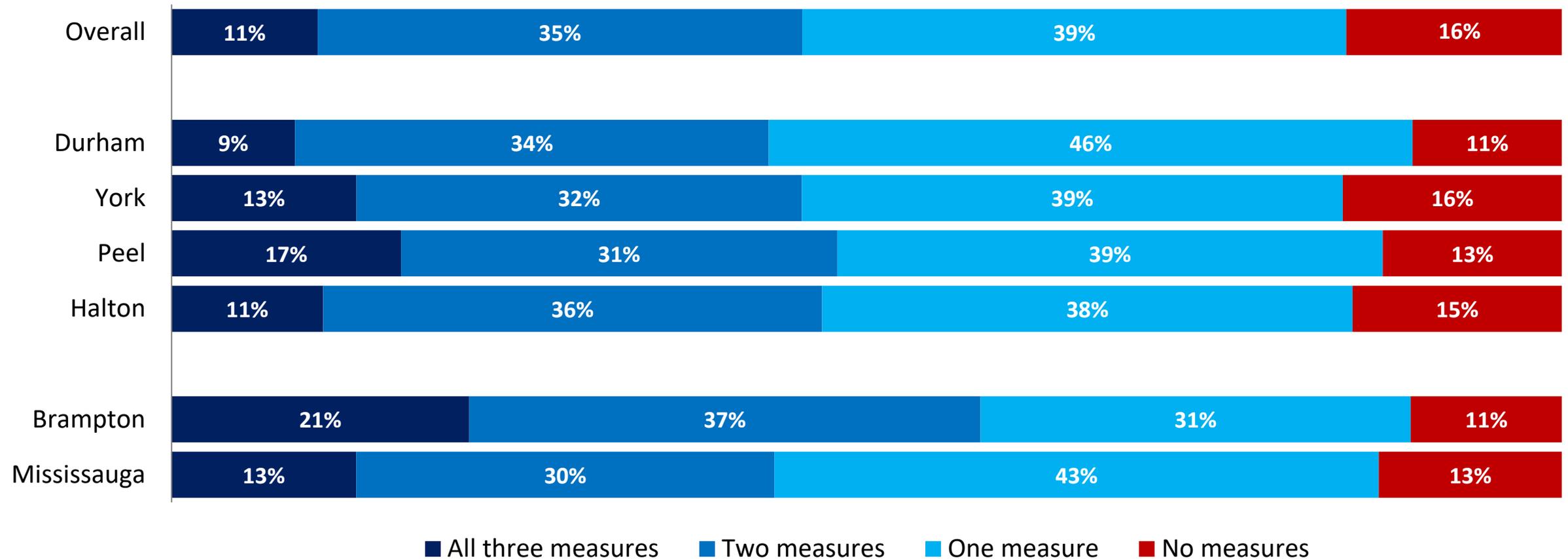
Those who say 'Yes'



# Preparedness Index: Residents in Peel region and in Brampton are more likely than others to have all three safety measures

Based on the three questions on safety items related to vehicle travel, we create an index of the number of safety items a respondent has ranging from none to three. BY Region

[asked of all respondents; n=600]

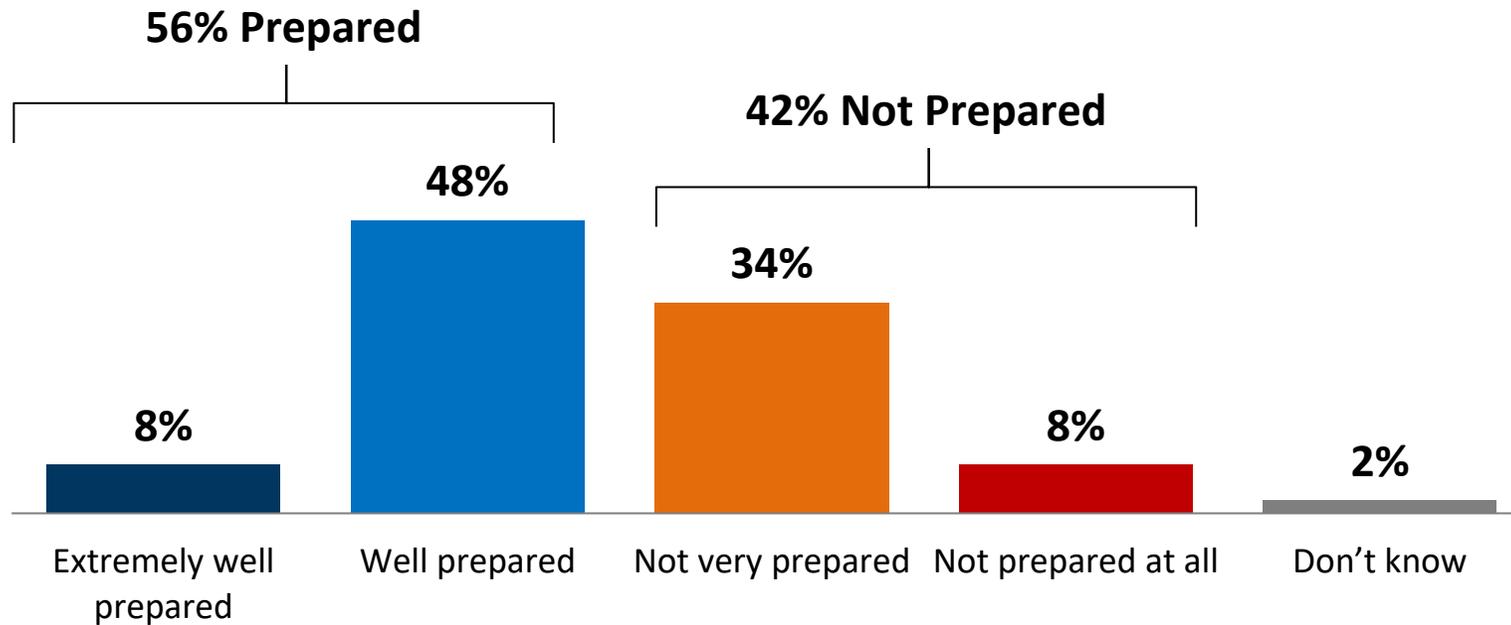


# Feeling Prepared: Over half (56%) say they are prepared to handle a roadside emergency; highest among men (66%)



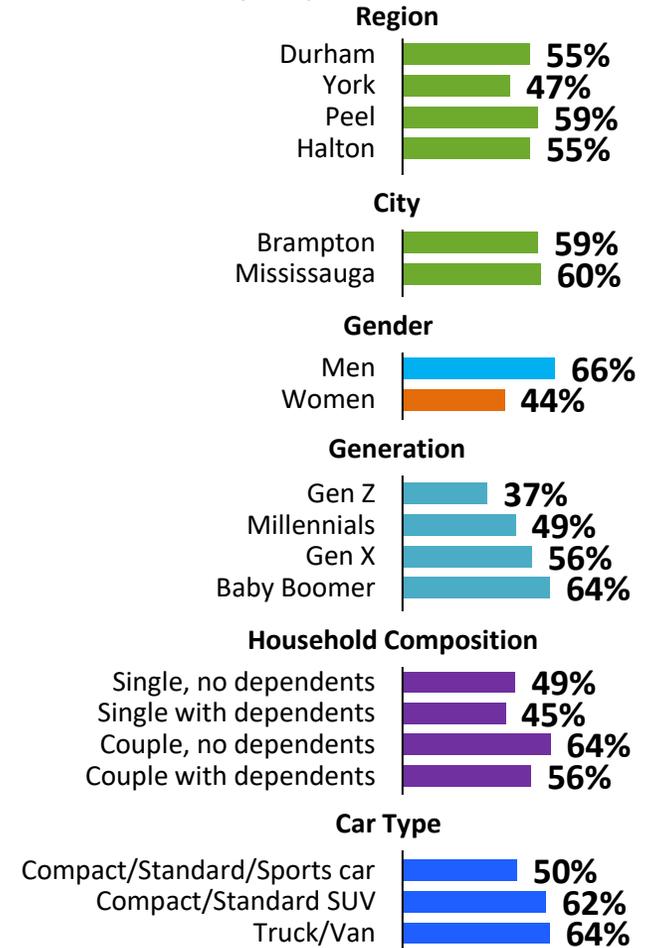
How well-prepared do you feel to be able to handle a roadside emergency, such as a flat tire, running out of gas or engine problems?

[asked of all respondents; n=600]



## Segmentation

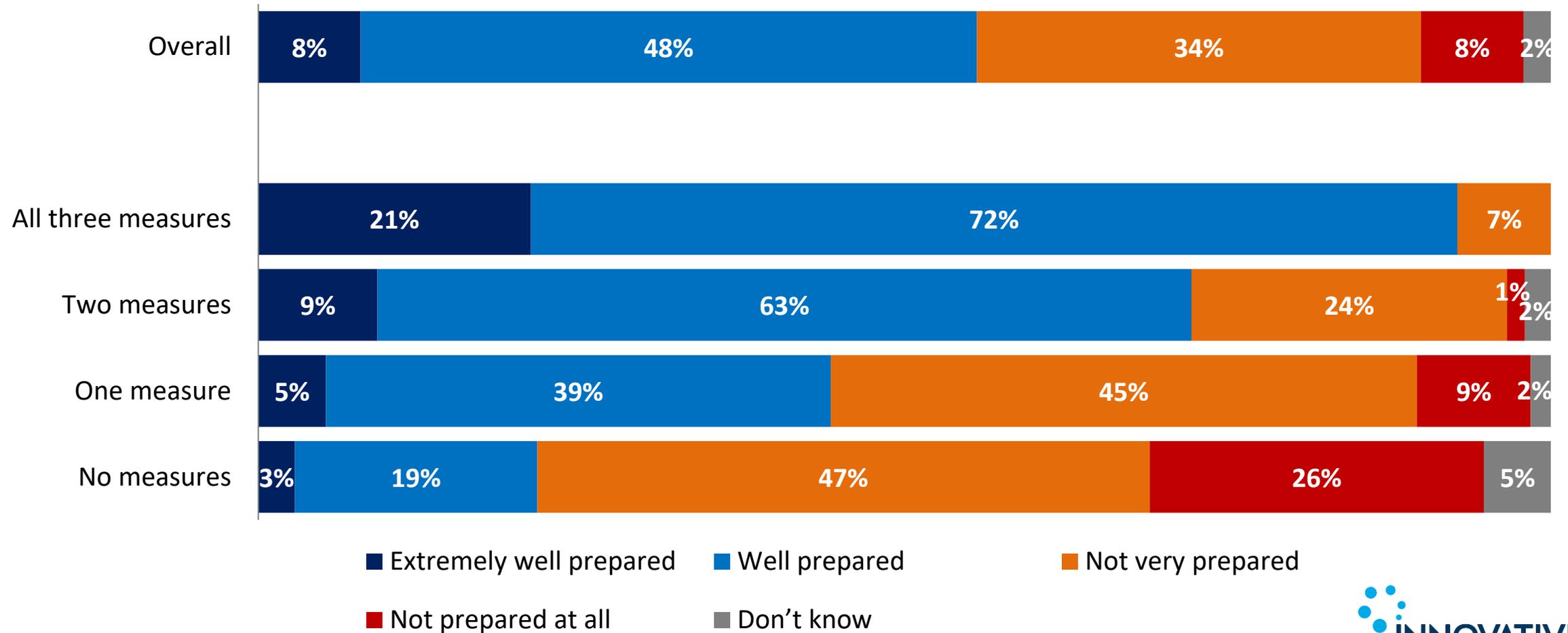
Those who say 'Prepared'



# Feeling Prepared by Safety Measures: Majority of those w/ all measures<sup>17</sup> feel prepared; only 1-in-5 (22%) of those with no measures feel prepared



How well-prepared do you feel to be able to handle a roadside emergency, such as a flat tire, running out of gas or engine problems? BY Safety Measures  
[asked of all respondents; n=600]

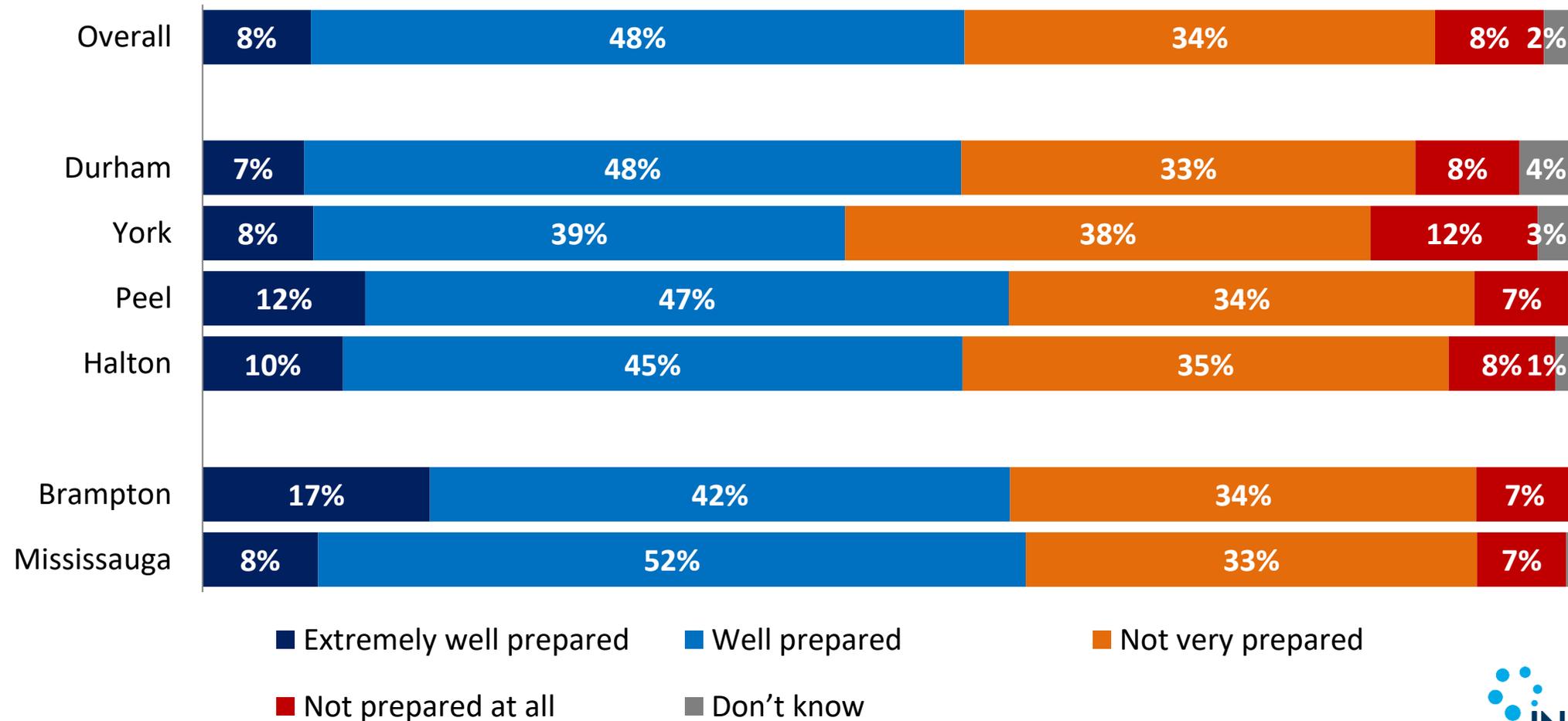


■ Extremely well prepared   ■ Well prepared   ■ Not very prepared  
■ Not prepared at all   ■ Don't know

# Feeling Prepared by Region: 3-in-5 (59%) of those who reside in Peel feel prepared for a roadside emergency, compared to 47% in York



How well-prepared do you feel to be able to handle a roadside emergency, such as a flat tire, running out of gas or engine problems? BY Region  
[asked of all respondents; n=600]



# Preparing for Winter

# Key Findings

## 01

### **Over 4-in-5 (84%) feel confident driving in winter conditions.**

- Those who reside in Durham (86%) are more likely to feel confident driving during the winter.
- Men (92%) feel more confident driving in winter conditions than women (75%).
- There is a generational gap between the Baby Boomers (88%) and Gen Z (66%), a 22-point difference.

## 02

### **2-in-5 (39%) say they tend to drive less during the winter, while only 3% say they drive more**

- Women (44%) are more likely to drive less during the winter months than men (35%).
- Baby Boomers are more likely to drive less than other generations.
- Among those who feel “very confident” driving during winter conditions, 9% say they drive more during the winter.

## 03

### **Almost 4-in-5 (78%) typically put winter tires on their vehicles**

- Among those who do, 3-in-4 (75%) have not put their winter tires on yet.
- Among those who have not put on their winter tires yet, 78% say they tend to put their winter tires on in November.
- Those who tend to feel very confident driving in winter conditions are also more likely to put winter tires on their vehicles.

## 04

### **3-in-4 (75%) are aware that most insurers offer a discount if they put winter tires on their vehicle.**

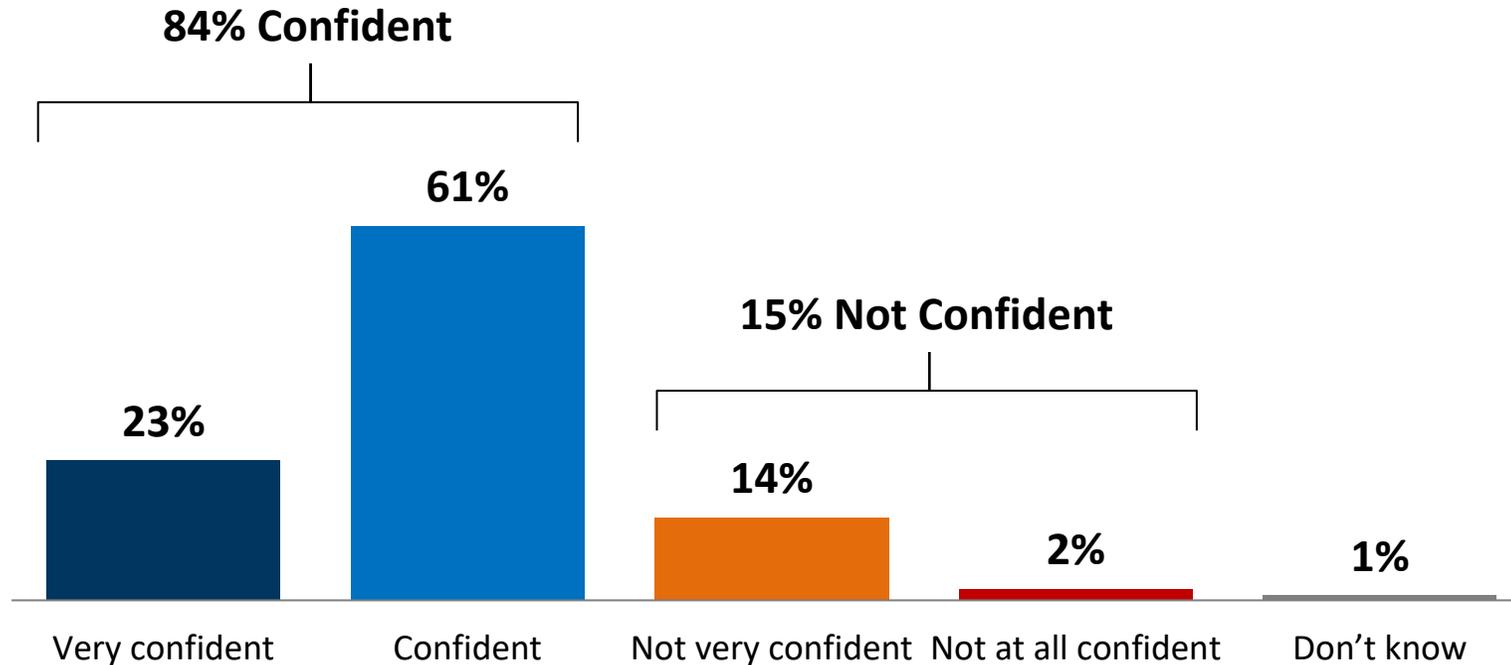
- 4-in-5 (80%) of those who always put on winter tires are aware of this discount, compared to 63% of those who don't typically use winter tires.

# Driving Confidence: 4-in-5 (84%) feel confident driving in winter; highest among men (92%) and those who drive a truck/van (91%)



Generally speaking, how confident are you driving in winter conditions?

[asked of all respondents; n=600]



## Segmentation

Those who say 'Total Confident'

### Region



### City



### Gender



### Generation



### Household Composition

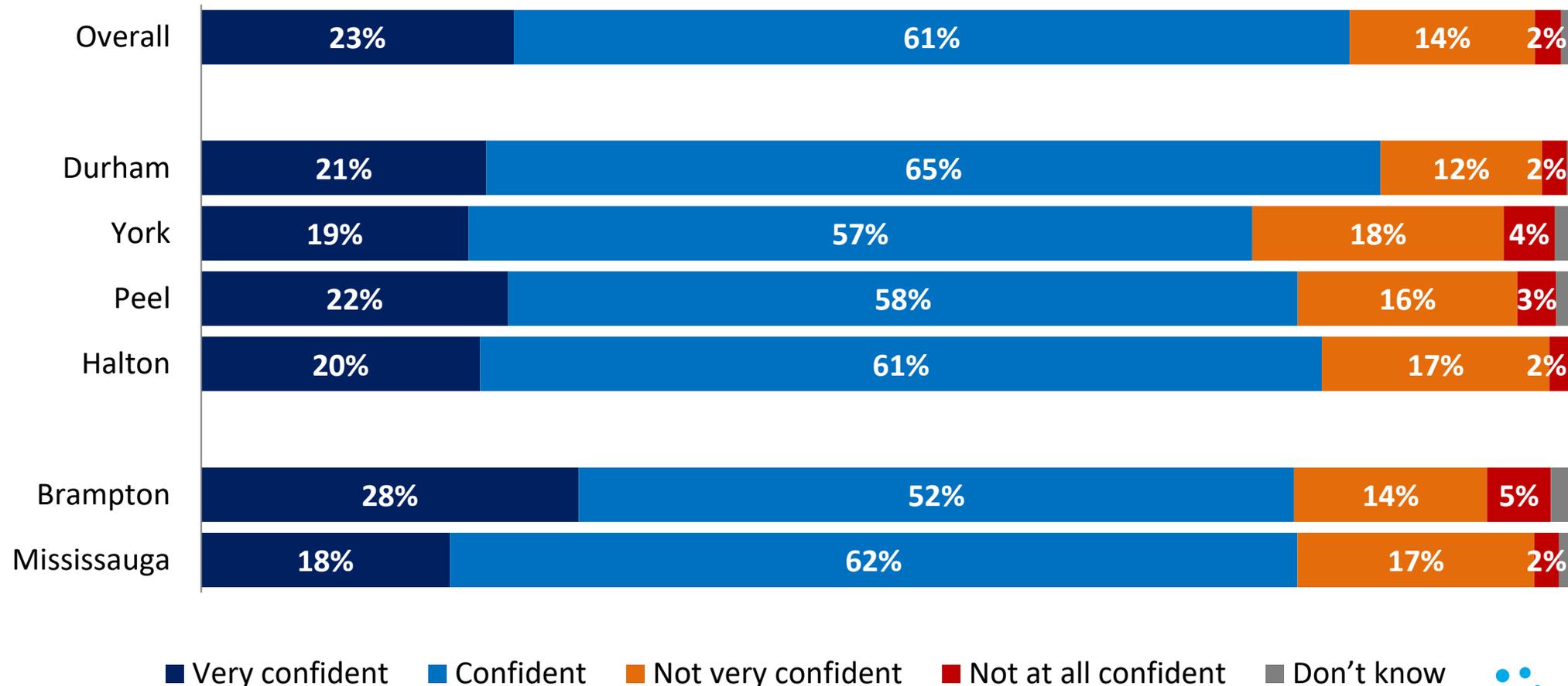


### Car Type



# Driving Confidence by Region: Almost 9-in-10 (86%) of those who live in Durham region feel confident in driving in winter conditions

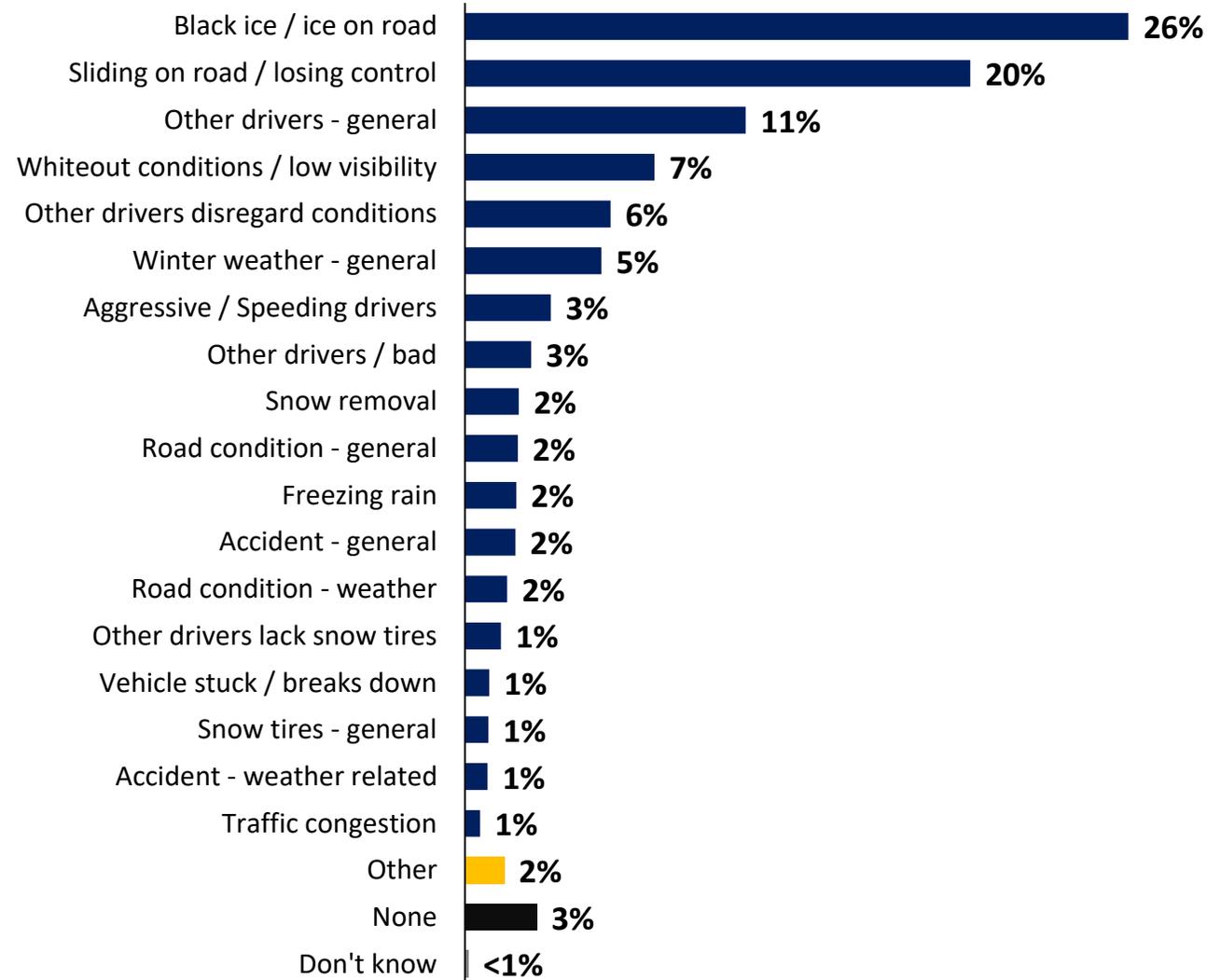
**Q** Generally speaking, how confident are you driving in winter conditions? BY Region  
[asked of all respondents; n=600]



■ Very confident 
 ■ Confident 
 ■ Not very confident 
 ■ Not at all confident 
 ■ Don't know

# Concerns with Winter Driving: Biggest concern about driving in the winter is ice on the road (26%), followed by sliding on the road (20%)

**Q** What is your biggest concern (if any) about driving during the winter? [OPEN]  
[asked of respondents who don't feel very confident driving in winter conditions; n=463]

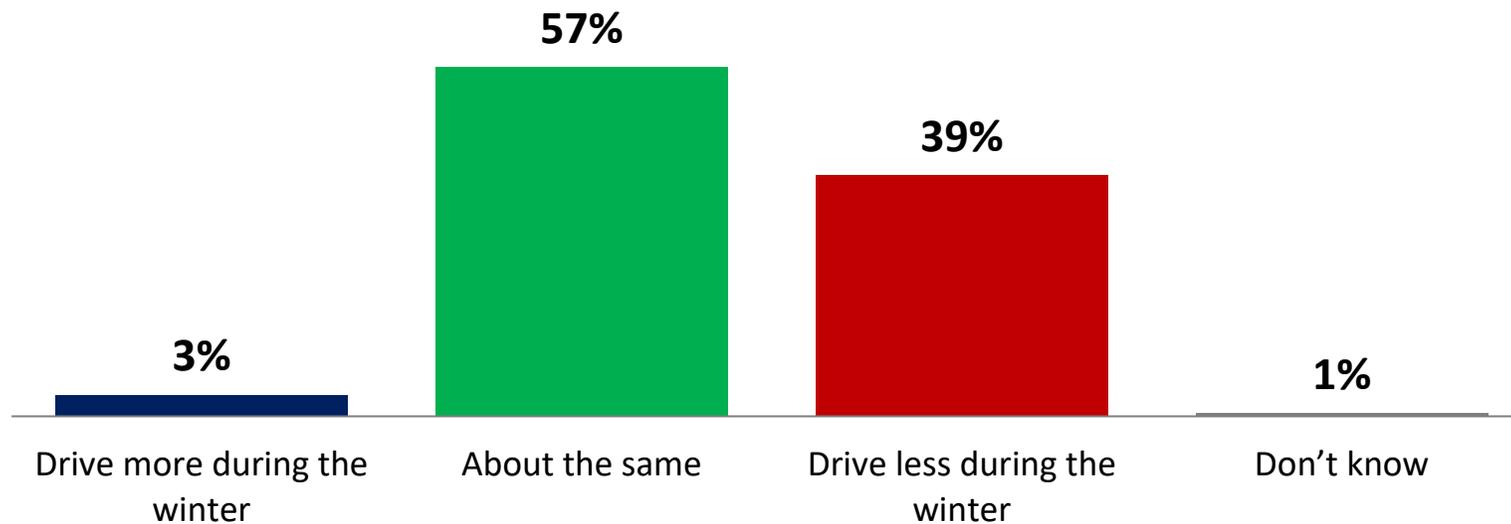


# Driving in Winter: 2-in-5 (39%) say they drive less during the winter; highest among Baby Boomers (46%) and women (44%)



During the winter months, do you tend to drive more, less or about the same amount as you drive throughout the rest of the year?

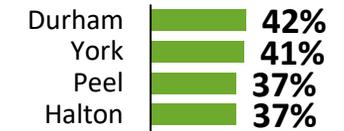
[asked of all respondents; n=600]



## Segmentation

Those who say 'Drive less during the winter'

### Region



### City



### Gender



### Generation



### Household Composition



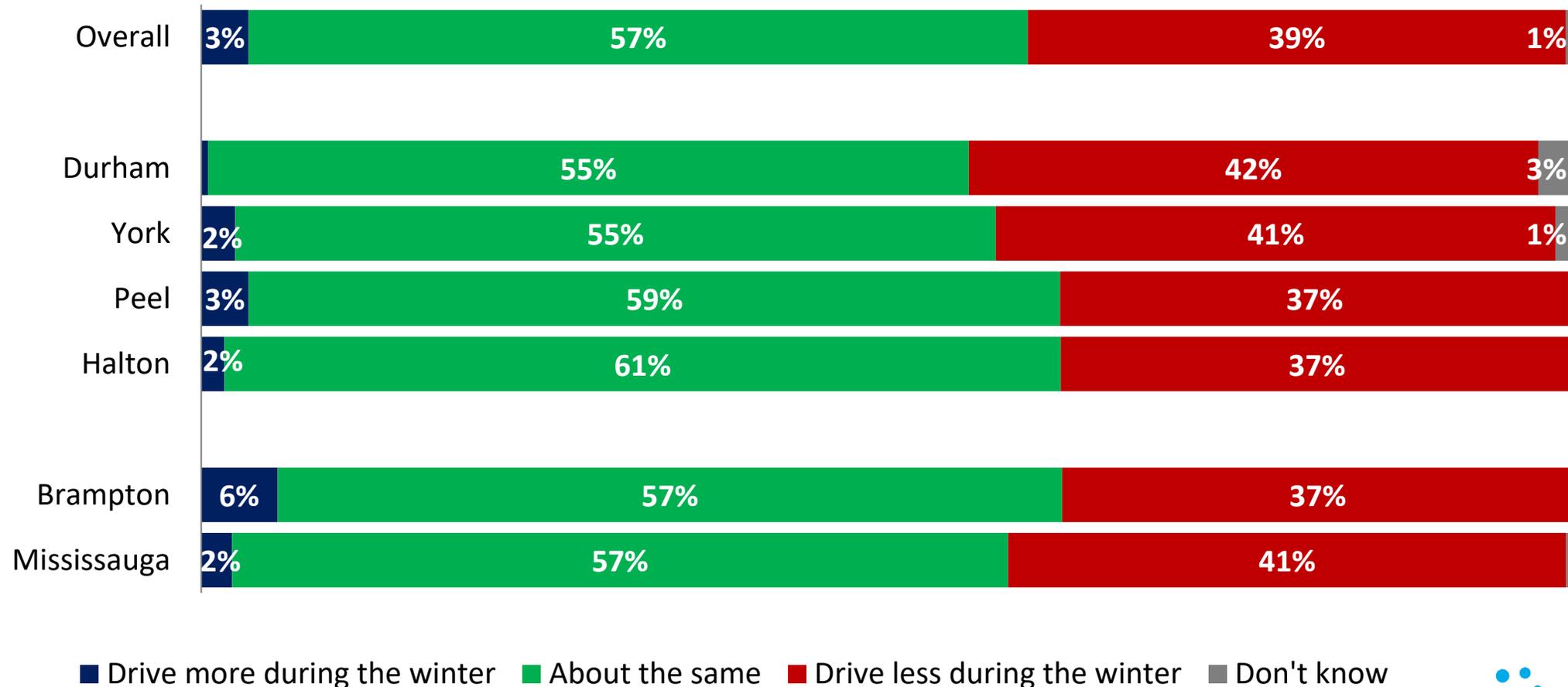
### Car Type



# Driving in Winter by Region: Over 2-in-5 (42%) in Durham region are likely to drive less during the winter



During the winter months, do you tend to drive more, less or about the same amount as you drive throughout the rest of the year? BY Region  
[asked of all respondents; n=600]

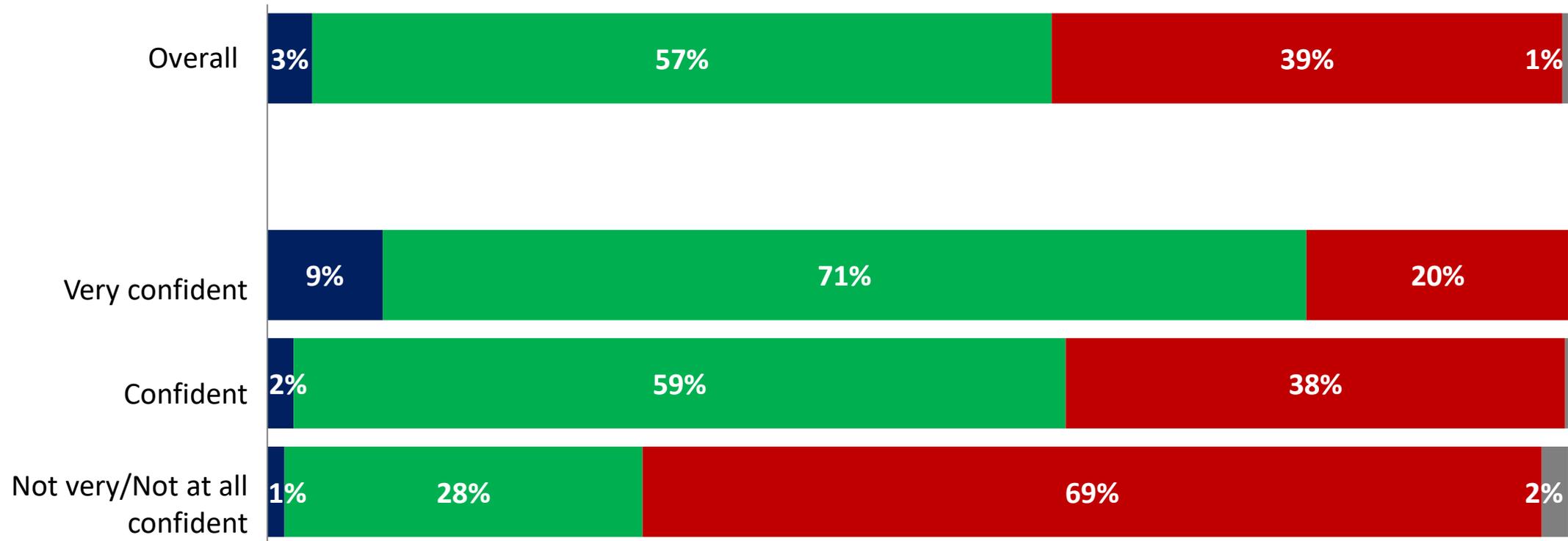


# Driving in Winter by Confidence: Those who feel very confident (9%) are more likely to say that they drive more during the winter



During the winter months, do you tend to drive more, less or about the same amount as you drive throughout the rest of the year? BY Generally speaking, how confident are you driving in winter conditions?

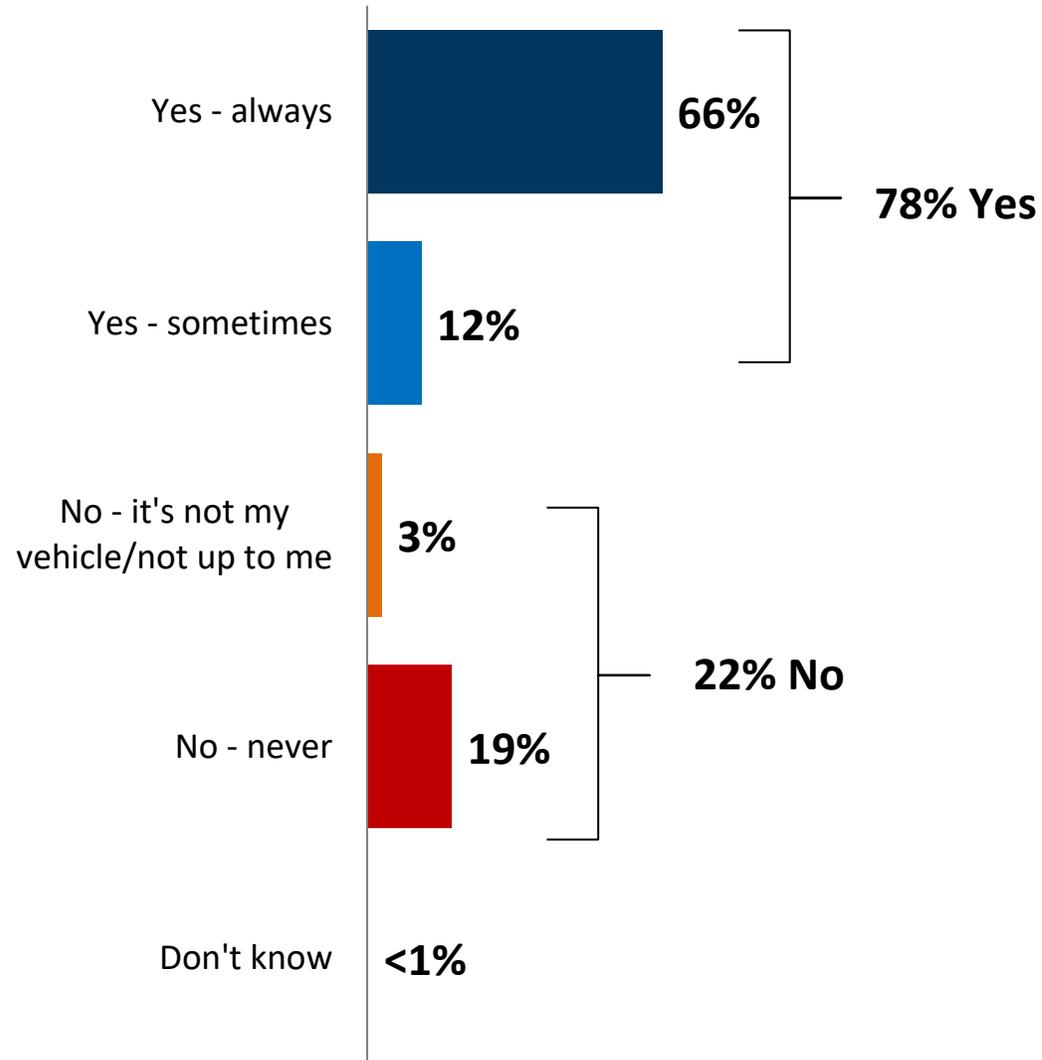
[asked of all respondents; n=600]



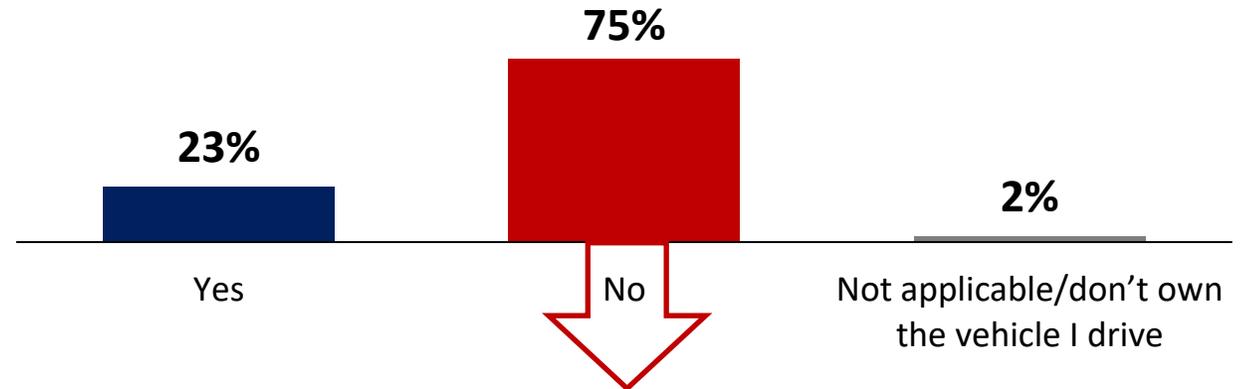
■ Drive more during the winter
 ■ About the same
 ■ Drive less during the winter
 ■ Don't know

# Winter Tires: 4-in-5 (78%) typically put winter tires on their vehicles; 75% of them haven't put them on yet, 78% put them on in November

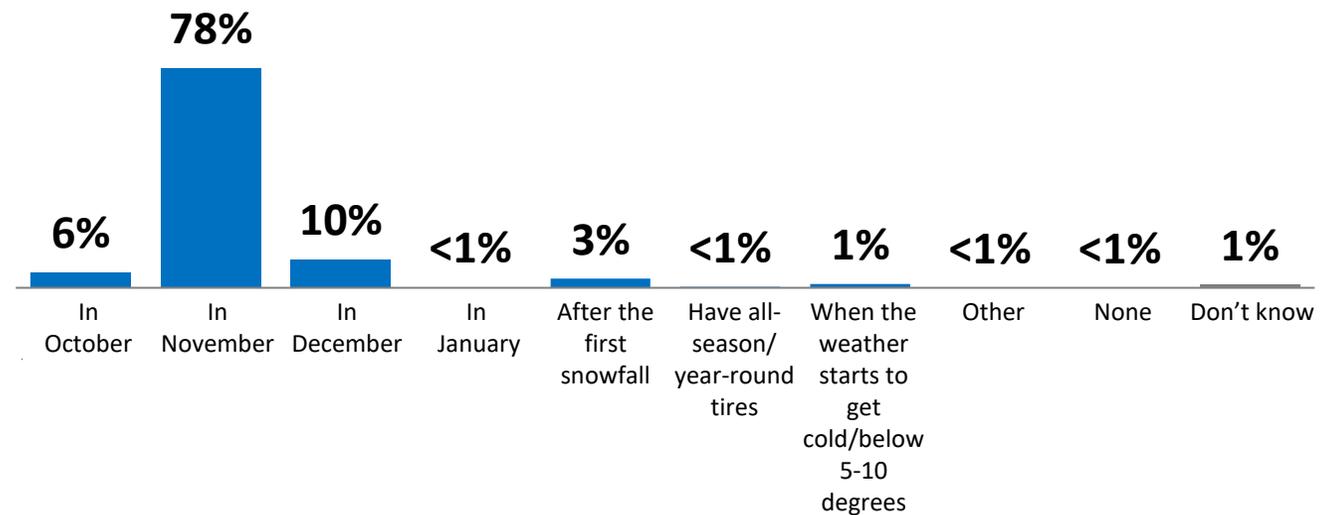
**Q** Do you typically put winter tires on your vehicle?  
[asked of all respondents; n=600]



**Q** Have you put your winter tires on yet?  
[asked of all respondents who typically put winter tires on their vehicle; n=467]



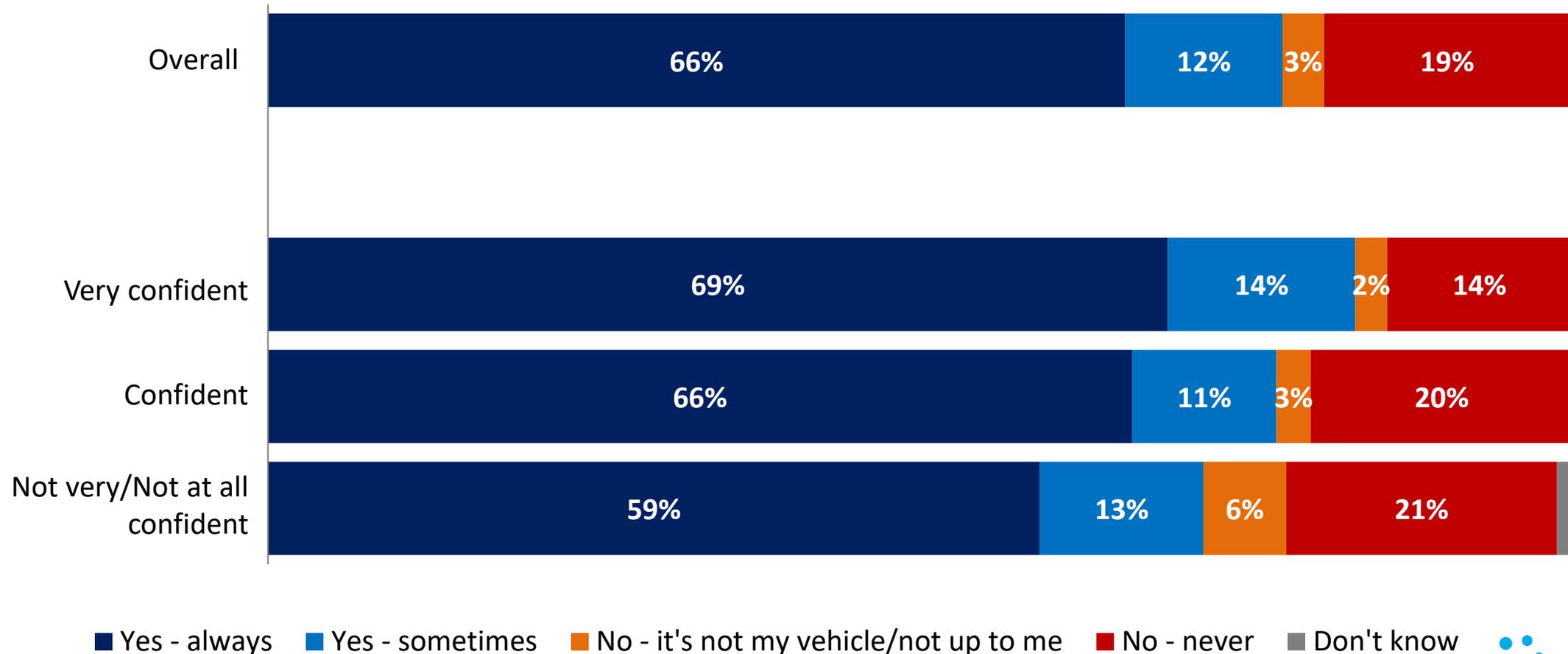
**Q** Which of the following best describes when you typically put your winter tires on your vehicle?  
[asked of respondents who typically put on winter tires on their vehicle but haven't yet; n=349]



# Winter Tires by Confidence: Those who are very confident driving in winter conditions are more likely to put winter tires on their vehicles



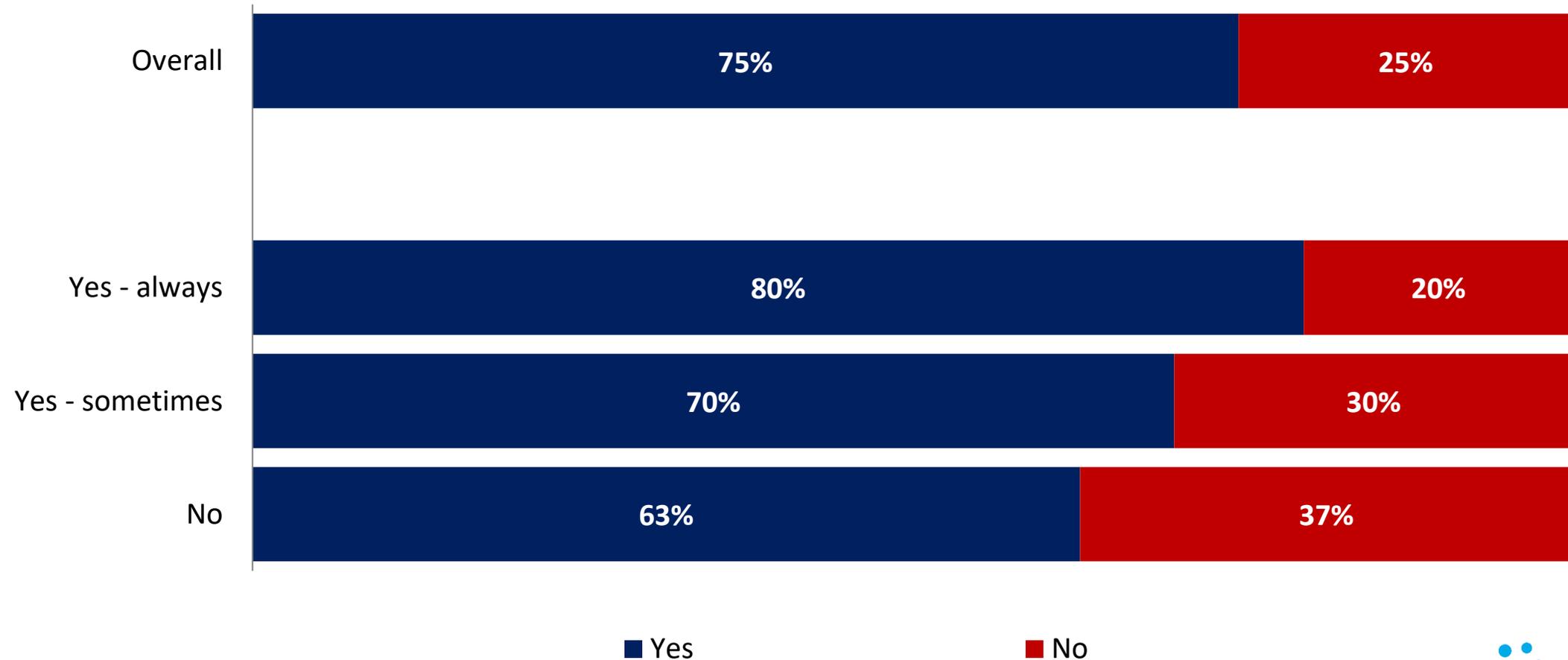
Do you typically put winter tires on your vehicle? BY Generally speaking, how confident are you driving in winter conditions?  
[asked of all respondents; n=600]



# Insurers Discount: 3-in-4 (75%) know that insurers offer a winter tire discount; highest among those who always put on winter tires



Did you know that most insurers offer a discount if you put winter tires on your vehicle? BY Do you typically put winter tires on your vehicle?  
[asked of all respondents; n=600]



# Response to Winter Forecast

# Key Findings

## 01

**Only 3-in-10 (27%) say they expect to drive less during the winter due to what forecasters are saying, while 2% say they will drive more.**

- Women (31%) are more likely to drive less this winter than men (22%).
- Gen Z (33%) are more likely to drive less compared to other generations.
- Among those who feel “very confident” driving during winter conditions, 6% say they drive more this year.

## 02

**Over half (54%) say that they definitely keep antifreeze & windshield washer fluid in their car every winter.**

- Only 9% say they would definitely have extra gloves in their car because they are forecasting a harsh winter this year.
- More than 1-in-10 (14%) say they have 5 or 6 additional pieces of winter safety equipment in their vehicle; while 21% have no additional winter safety gear
- Among those who do not typically keep any additional winter gear for safety in their vehicles, 15% would add antifreeze & a blanket due to the forecast of a harsher winter

## 03

**More than half (54%) say that with the anticipation of an early, snowy winter, their plan is to pay more attention to weather forecasts.**

- 4-in-10 (42%) say their plan is to drive only when it’s absolutely necessary, or to avoid driving after dark when possible.
- Almost 1-in-5 (18%) say that they do not plan on doing anything differently this winter
- 54% say that they would leave earlier to give themselves more time if they are supposed to drive somewhere when it’s a really snowy day.
  - There is a clear generational gap between Gen Z (69%) and Baby Boomers (39%), a 29-point difference

## 04

**Almost 7-in-10 (68%) say their approach to the winter is that “A little bit of caution goes a long way!”.**

- 72% of couples with no dependents say “A little bit of caution goes a long way!”.
- The more additional winter safety gear drivers have, the more likely they are to describe themselves as “Winter Warriors”.

# Putting on Winter Tires by Forecast: The call for a snowy winter has some moving up their winter tire installation plans



Forecasters are predicting an early start to a very snowy winter in Ontario this year. With that in mind, which of the following best describes when you will put your winter tires on this year? BY Have you put your winter tires on yet? + Which of the following best describes when you typically put your winter tires on your vehicle?

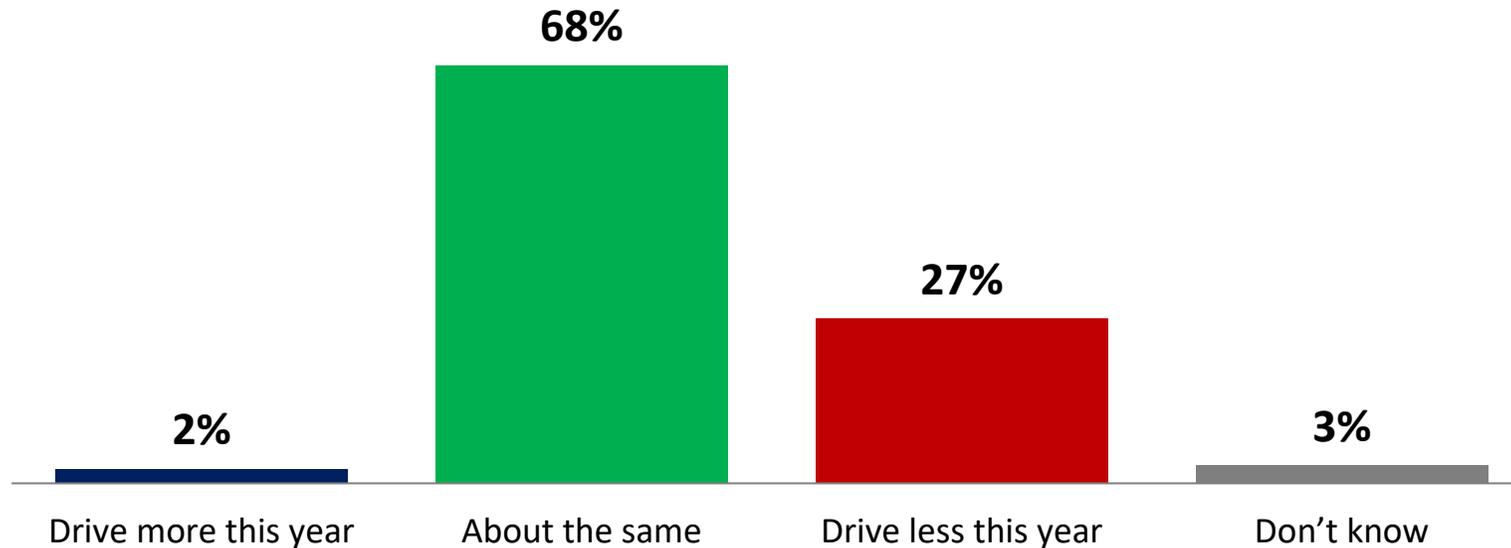
	Yes/ In October	In November	In December	In January	After the first snowfall	When temperature gets colder/ below 7 degrees	Just before the first snowfall	No winter tires	Other	Don't know
Before the end of October	83%	3%	--	--	0%	--	12%	1%	--	--
In November	14%	92%	44%	--	46%	--	45%	11%	--	22%
In December	--	1%	38%	100%	2%	--	--	3%	100%	--
In January	--	--	2%	--	--	--	--	--	--	--
After the first snowfall	--	1%	6%	--	36%	--	--	--	--	5%
When temperature gets colder/below 7 degrees	--	--	--	--	0%	--	43%	--	--	--
Just before the first snowfall	--	--	--	--	11%	--	--	--	--	--
Left on from last year/have all-season tires	--	--	--	--	0%	49%	--	--	--	--
Other	2%	--	1%	--	1%	34%	--	1%	--	--
I still don't plan to put winter tires on	--	2%	1%	--	4%	11%	--	73%	--	8%
Don't know	1%	--	8%	--	--	6%	--	11%	--	65%

# Driving This Winter: 3-in-10 (27%) say they expect to drive less this year; highest among Gen Z (33%) and women (31%)



Because of what the forecasters are saying about this winter, do you expect to drive more, less or about the same amount as you would drive in a typical winter?

[asked of all respondents; n=600]



## Segmentation

Those who say 'Drive less this year'

### Region



### City



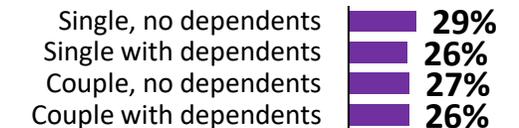
### Gender



### Generation



### Household Composition



### Car Type

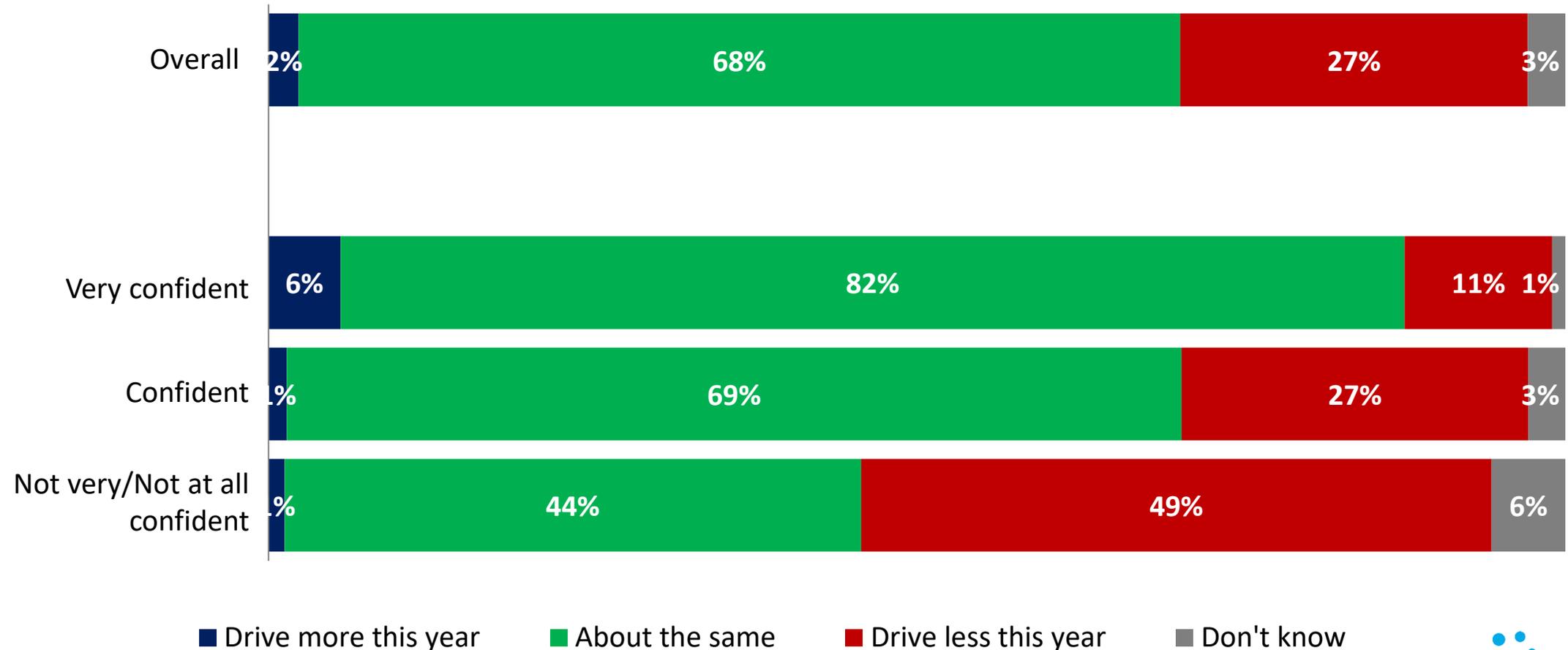


# Driving This Winter by Confidence: Those who feel very confident (6%) are more likely to say that they drive more during the winter



Because of what the forecasters are saying about this winter, do you expect to drive more, less or about the same amount as you would drive in a typical winter? BY Generally speaking, how confident are you driving in winter conditions?

[asked of all respondents; n=600]

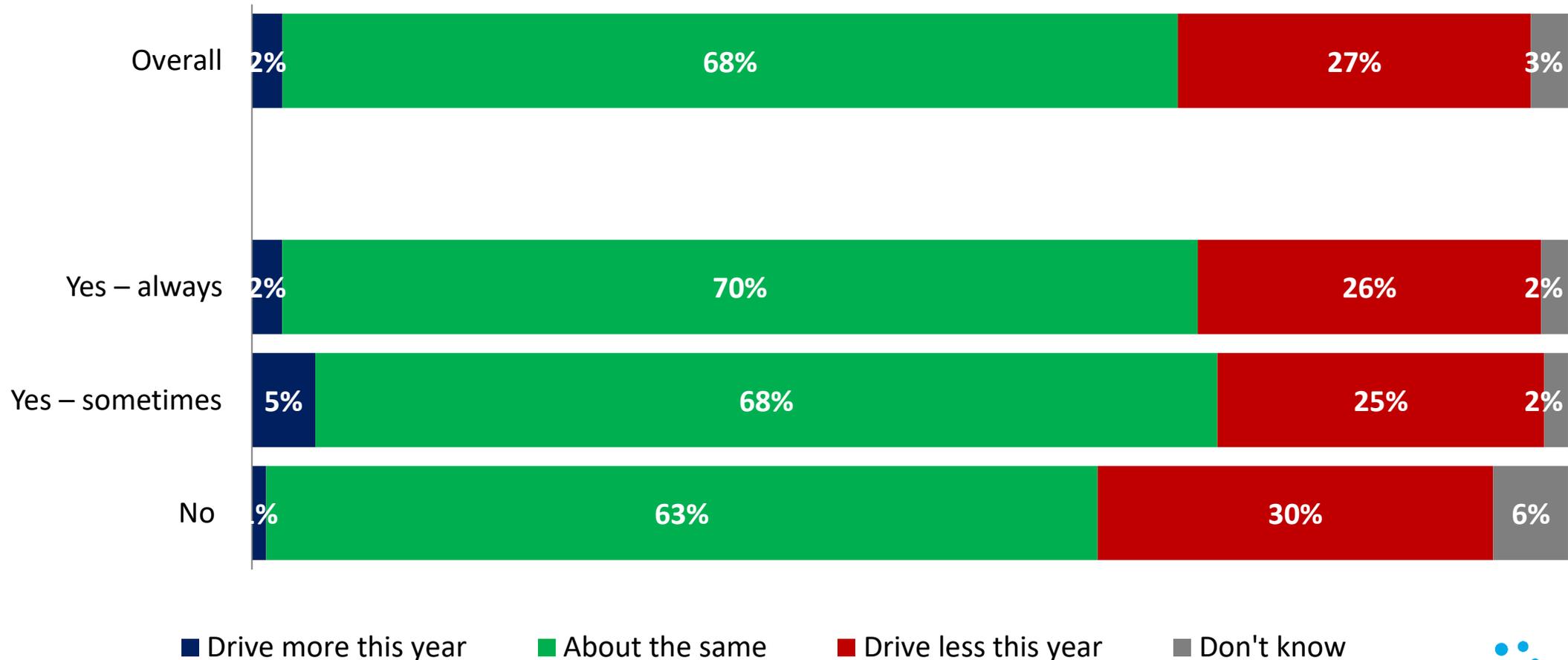


# Driving This Winter by Winter Tires: Those who at least sometimes use winter tires are less likely to cut down on their driving this winter



Because of what the forecasters are saying about this winter, do you expect to drive more, less or about the same amount as you would drive in a typical winter? BY Do you typically put winter tires on your vehicle?

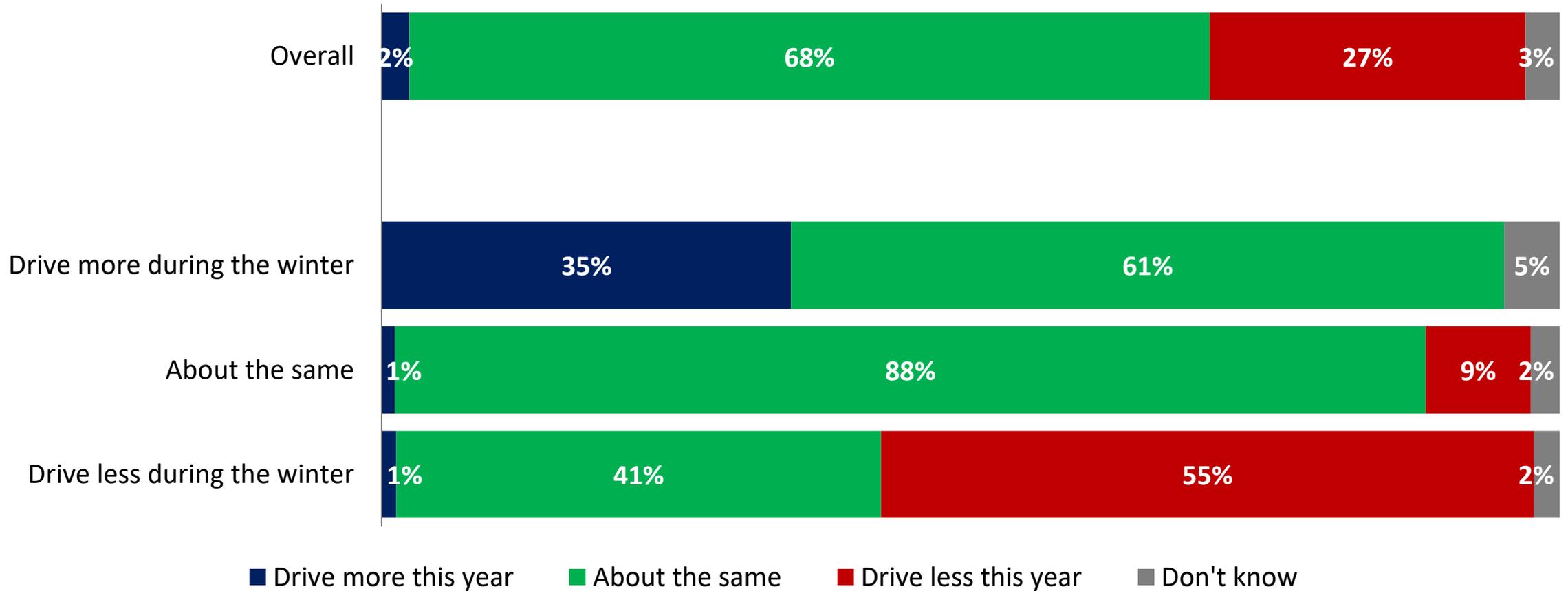
[asked of all respondents; n=600]



# Driving in Winter by Driving This Winter: Only those who typically drive<sup>36</sup> more in the winter show any sign of driving more this coming winter



Because of what the forecasters are saying about this winter, do you expect to drive more, less or about the same amount as you would drive in a typical winter? BY During the winter months, do you tend to drive more, less or about the same amount as you drive throughout the rest of the year?  
[asked of all respondents; n=600]

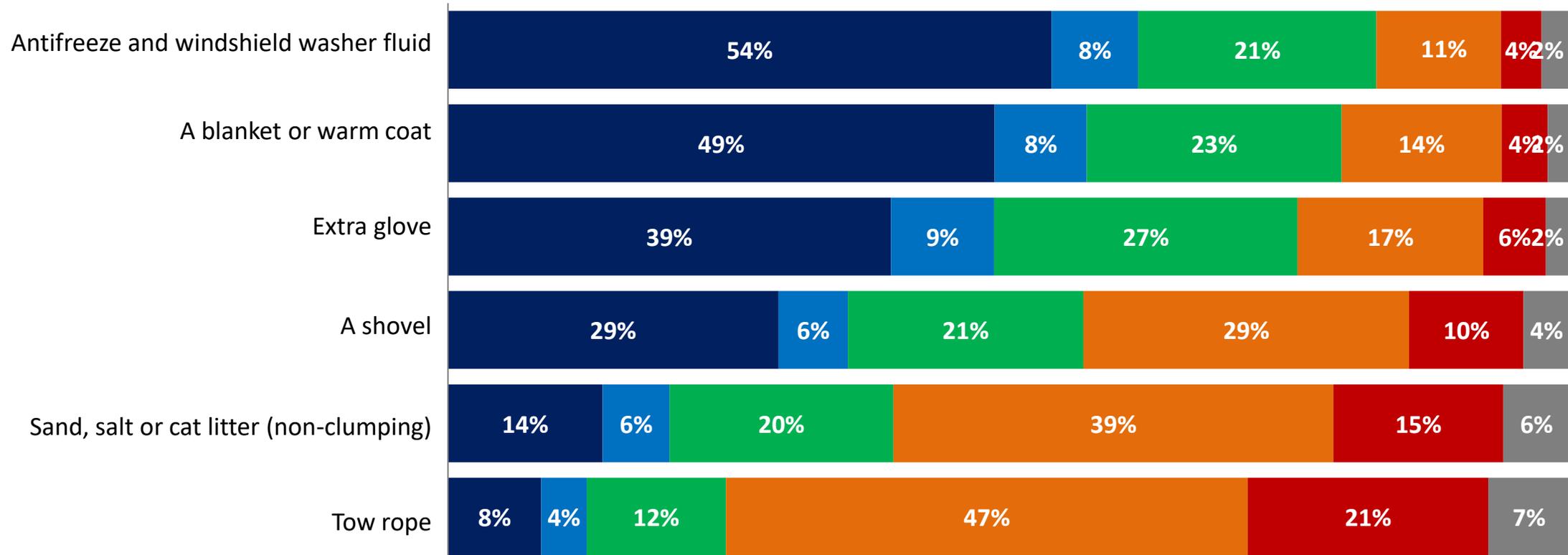


# Additional Winter Safety Gear: Half (54%) say they definitely keep antifreeze & windshield washer fluid in their car every winter



Some drivers keep additional safety equipment in their vehicles during the winter, in case of an emergency. Do you plan on keeping any of the following items in your vehicle this winter?

[asked of all respondents; n=600]



■ Definitely – I keep this in my car every winter

■ Probably

■ Definitely not

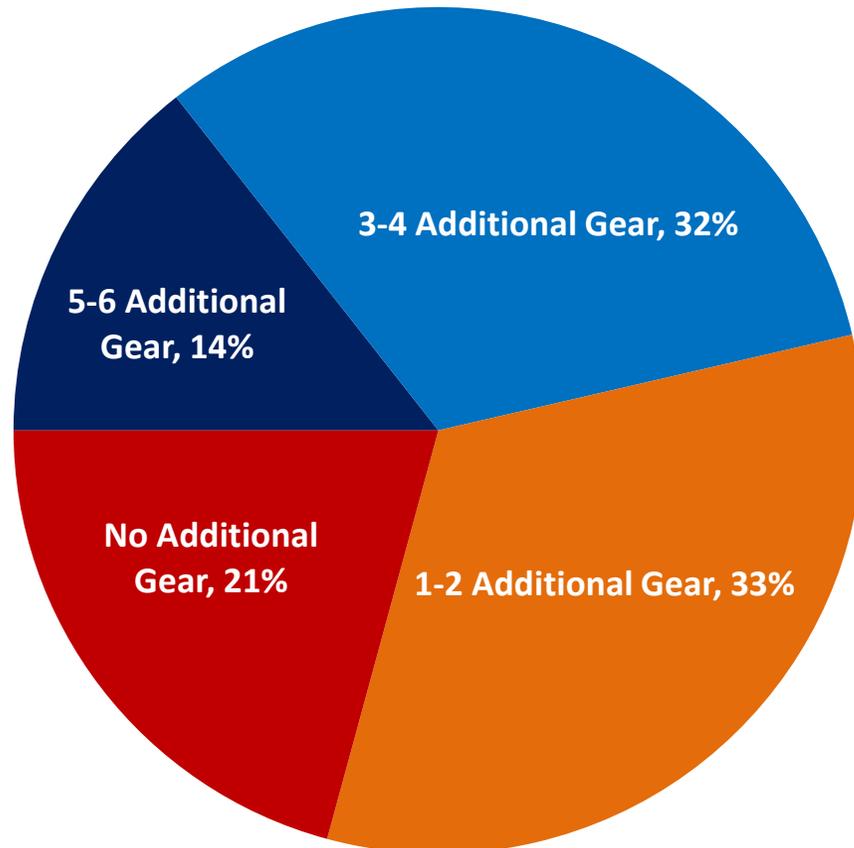
■ Definitely – because they are forecasting a harsh winter this year

■ Probably not

■ Don't know

# Additional Winter Safety Gear Segments: Only 14% have 5 or 6 additional gear, while 21% have no additional gear

We created four different segments of those who say they *definitely – I keep this in my car every winter* and *definitely – because they are forecasting a harsh winter this year* regarding drivers having additional safety equipment in their vehicles during the winter, in case of an emergency.



Segments	Description
5-6 Additional Gear	Individuals who have 5 to 6 additional winter safety equipment in their vehicle.
3-4 Additional Gear	Individuals who have 3 to 4 additional winter safety equipment in their vehicle.
1-2 Additional Gear	Individuals who have 1 to 2 additional winter safety equipment in their vehicle.
No Additional Gear	Individuals who have no additional winter safety equipment in their vehicle.

# Additional Winter Safety Gear: Those who have 1-2 or 3-4 additional gear, are prioritizing antifreeze/windshield fluid and blanket/warm coat

Some drivers keep additional safety equipment in their vehicles during the winter, in case of an emergency. Do you plan on keeping any of the following items in your vehicle this winter? BY Additional Winter Safety Gear Segment

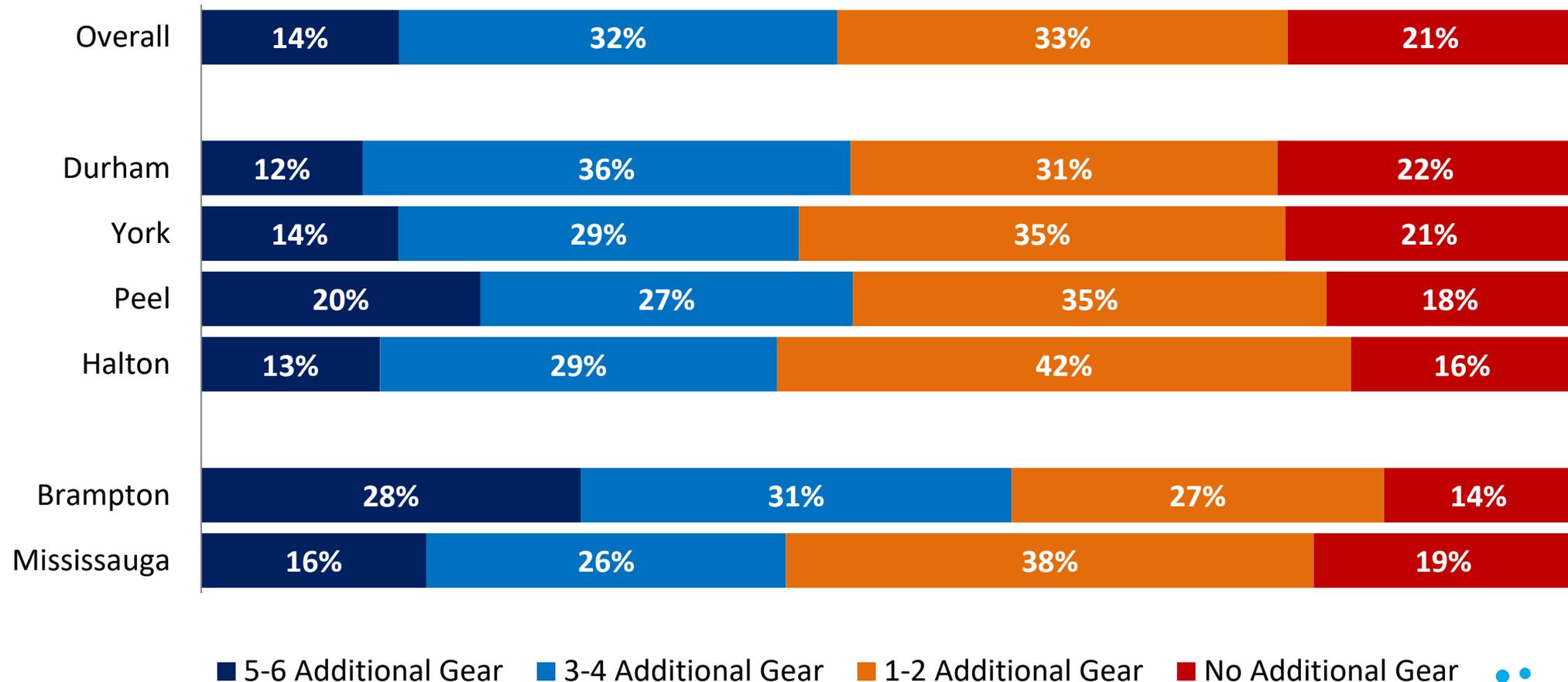
[asked of all respondents; n=600]

## Additional Winter Safety Gear

		5-6 Additional Gear	3-4 Additional Gear	1-2 Additional Gear	No Additional Gear
<b>Definitely – I keep this in my car every winter</b> <b>AND</b> <b>Definitely – because they are forecasting</b> <b>a harsh winter this year</b>	A blanket or warm coat	100%	88%	44%	--
	Extra glove	98%	79%	28%	--
	A shovel	97%	51%	17%	--
	Antifreeze and windshield washer fluid	96%	90%	58%	--
	Sand, salt or cat litter (non-clumping)	85%	20%	4%	--
	Tow rope	60%	11%	<1%	--

# Additional Winter Safety Gear by Region: Peel residents are more likely<sup>40</sup> to have 5-6 additional gear in their vehicles during the winter

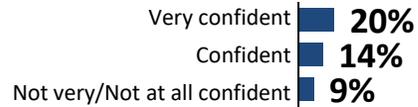
We created four different segments of those who say they *definitely – I keep this in my car every winter* and *definitely – because they are forecasting a harsh winter this year* regarding drivers having additional safety equipment in their vehicles during the winter, in case of an emergency.



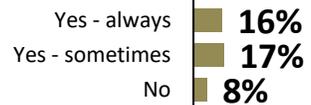
# Additional Winter Safety Gear: Women (36%) are more likely to have 3-4 pieces of gear than men (27%), but men are more likely to carry 5-6

## 5-6 Additional Gear

### Confidence



### Winter Tires



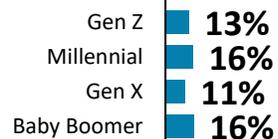
### Car Type



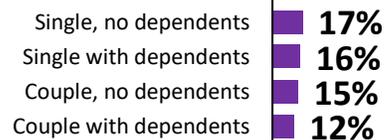
### Gender



### Generation

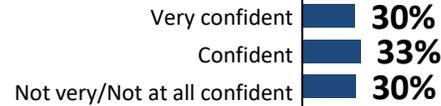


### Household Composition



## 3-4 Additional Gear

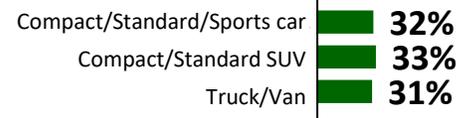
### Confidence



### Winter Tires



### Car Type



### Gender



### Generation

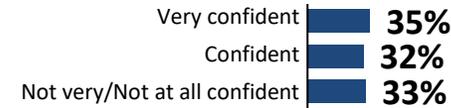


### Household Composition



## 1-2 Additional Gear

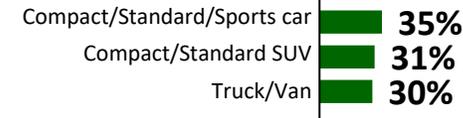
### Confidence



### Winter Tires



### Car Type



### Gender



### Generation

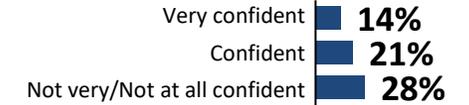


### Household Composition



## No Additional Gear

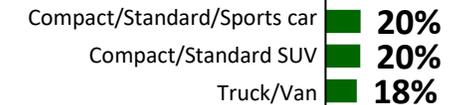
### Confidence



### Winter Tires



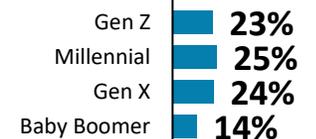
### Car Type



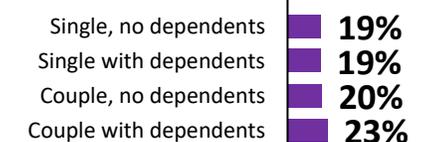
### Gender



### Generation



### Household Composition



# Additional Winter Safety Gear: Among those who don't always keep additional gear, 15% would add antifreeze & a blanket due to forecast

**Q** Some drivers keep additional safety equipment in their vehicles during the winter, in case of an emergency. Do you plan on keeping any of the following items in your vehicle this winter? BY Additional Winter Safety Gear Segment

[asked of all respondents; n=600]

## Additional Winter Safety Gear (Definitely – I keep this in my car every winter)

Definitely – because they are forecasting a harsh winter this year

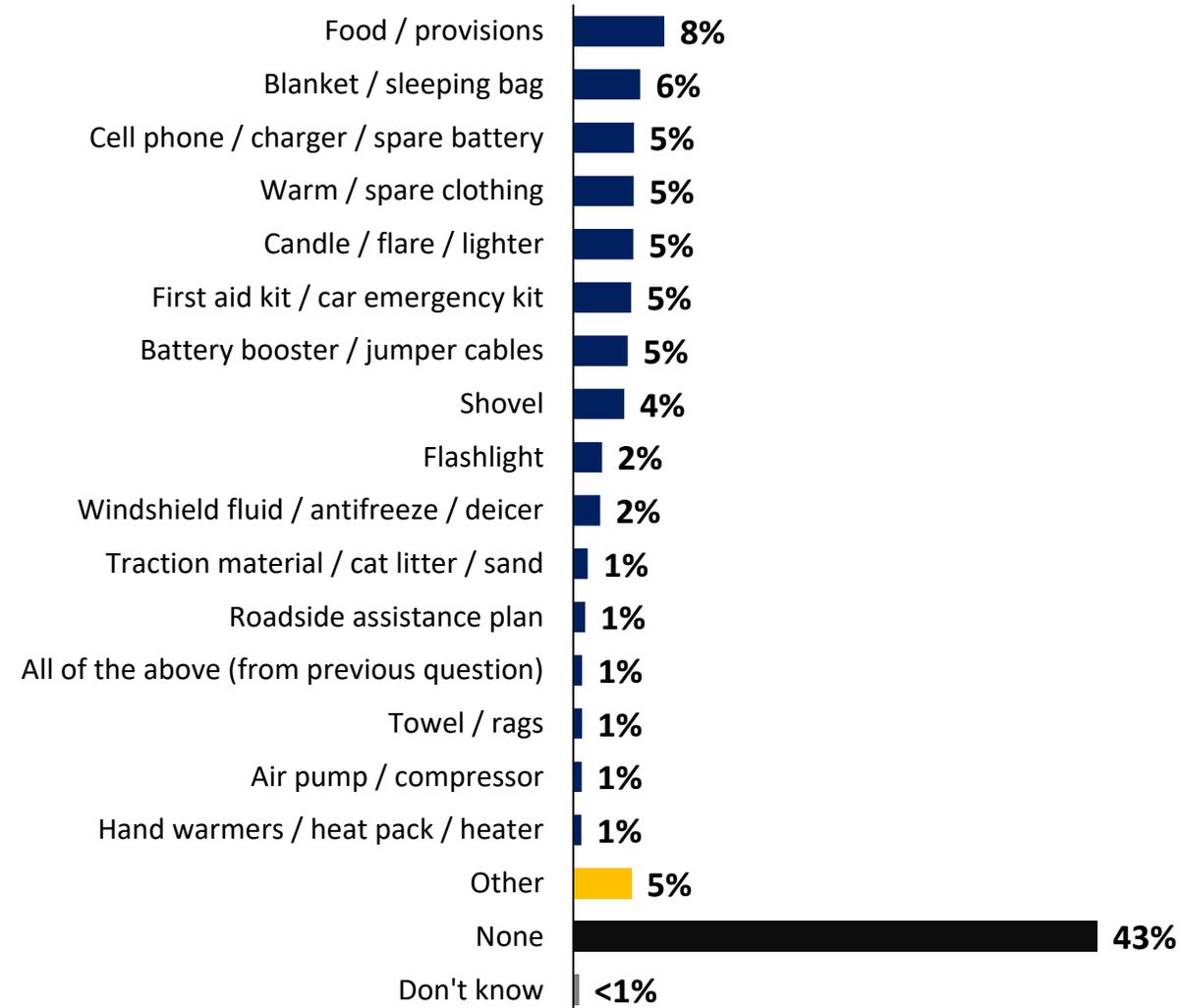
	5-6 Additional Gear	3-4 Additional Gear	1-2 Additional Gear	No Additional Gear
Tow rope	2%	3%	5%	5%
Antifreeze and windshield washer fluid	1%	3%	7%	15%
Sand, salt or cat litter (non-clumping)	1%	5%	7%	7%
A shovel	1%	5%	7%	9%
A blanket or warm coat	<1%	1%	11%	15%
Extra glove	0%	4%	14%	12%

# Other Winter Gear: Aside from the examples asked about, 8% would add food/provisions



Aside from a brush/scrapper to clear the snow off your vehicle, is there anything else you plan on keeping in your vehicle this winter in case of an emergency? [OPEN]

[asked of all respondents; n=600]

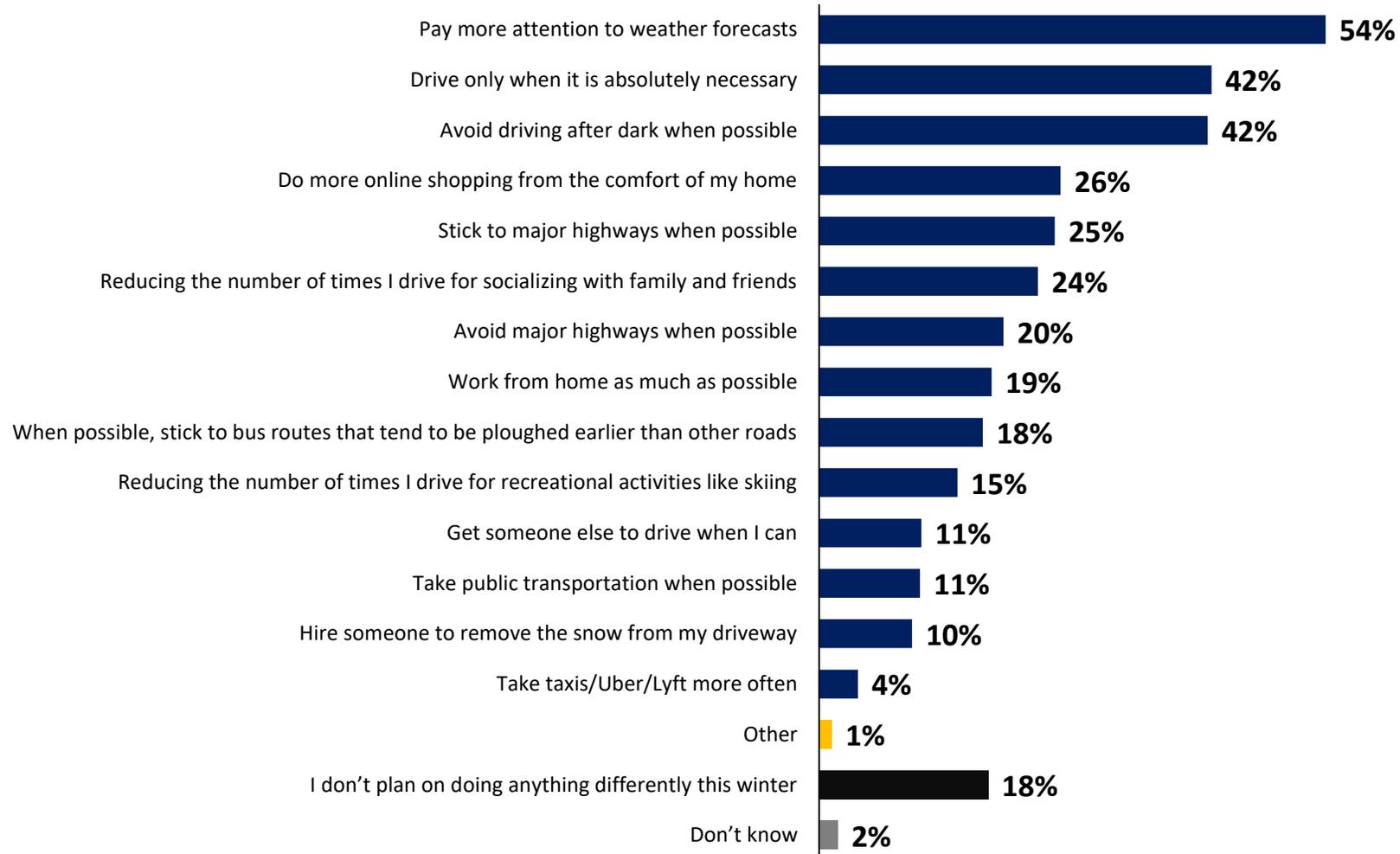


# Plans for an Early Winter: Top plans are paying attention to weather forecast, driving when it's necessary and avoid driving after dark



In anticipation of an early start and a snowy winter in Ontario, which of the following do you plan on doing?  
You can select as many as you like and there is a spot for additional comments

[asked of all respondents; n=600]



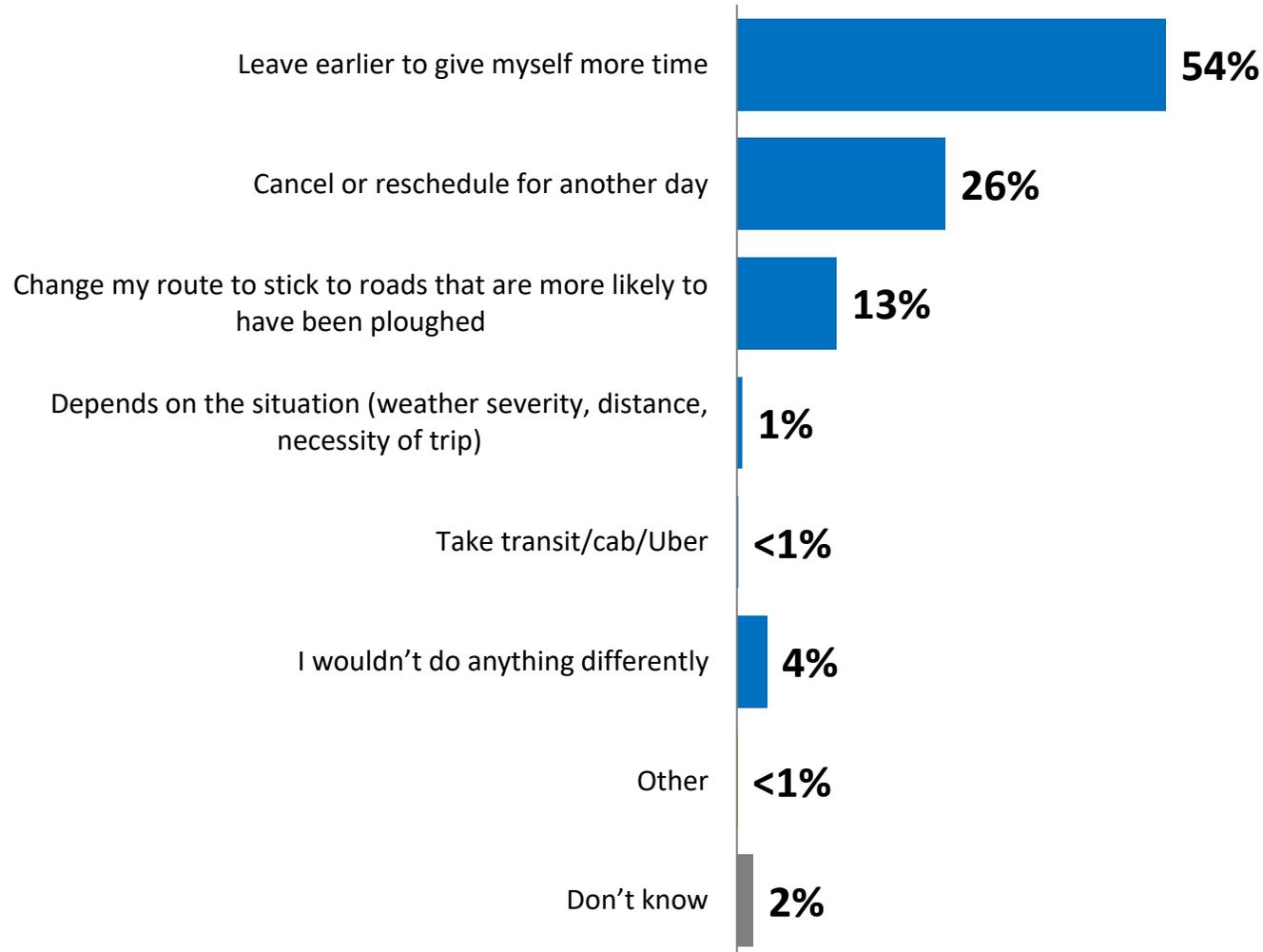
**Note:** Multiple mentions allowed; totals may exceed 100%

# Snowy Day Strategies: Over half (54%) say they would leave earlier to give themselves more time; highest among Gen Z



If it's a really snowy day and you are supposed to drive somewhere, which of the following best describes what you would do?

[asked of all respondents; n=600]



## Segmentation

Those who say 'Leave earlier to give myself more time'

### Region



### City



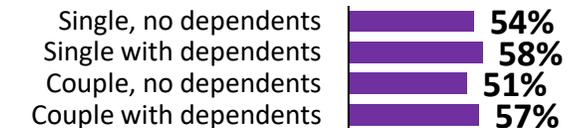
### Gender



### Generation



### Household Composition



### Car Type

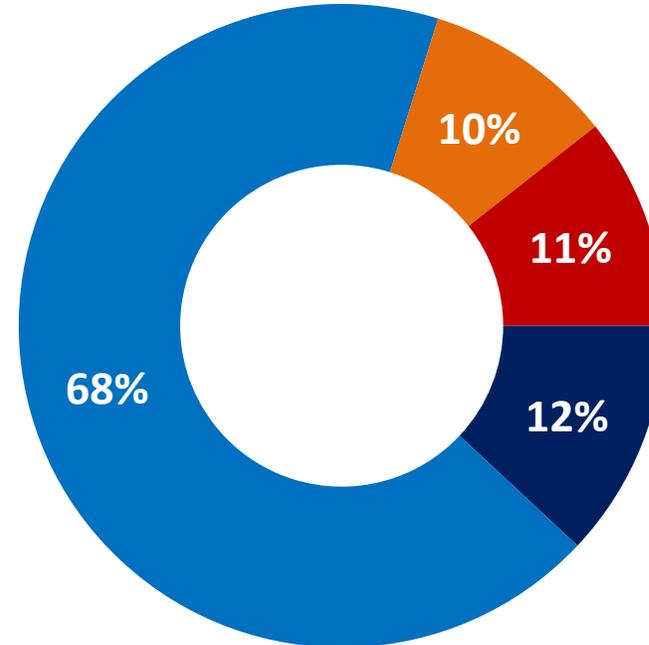


# Approach to Winter Driving: Almost 7-in-10 (68%) say that “A little bit of caution goes a long way!”; 12% are “Winter Warriors”



Now that you have had some time to consider how you might approach driving during an unusually snowy and potentially long winter in Ontario, which of the following best describes you?

[asked of all respondents; n=600]



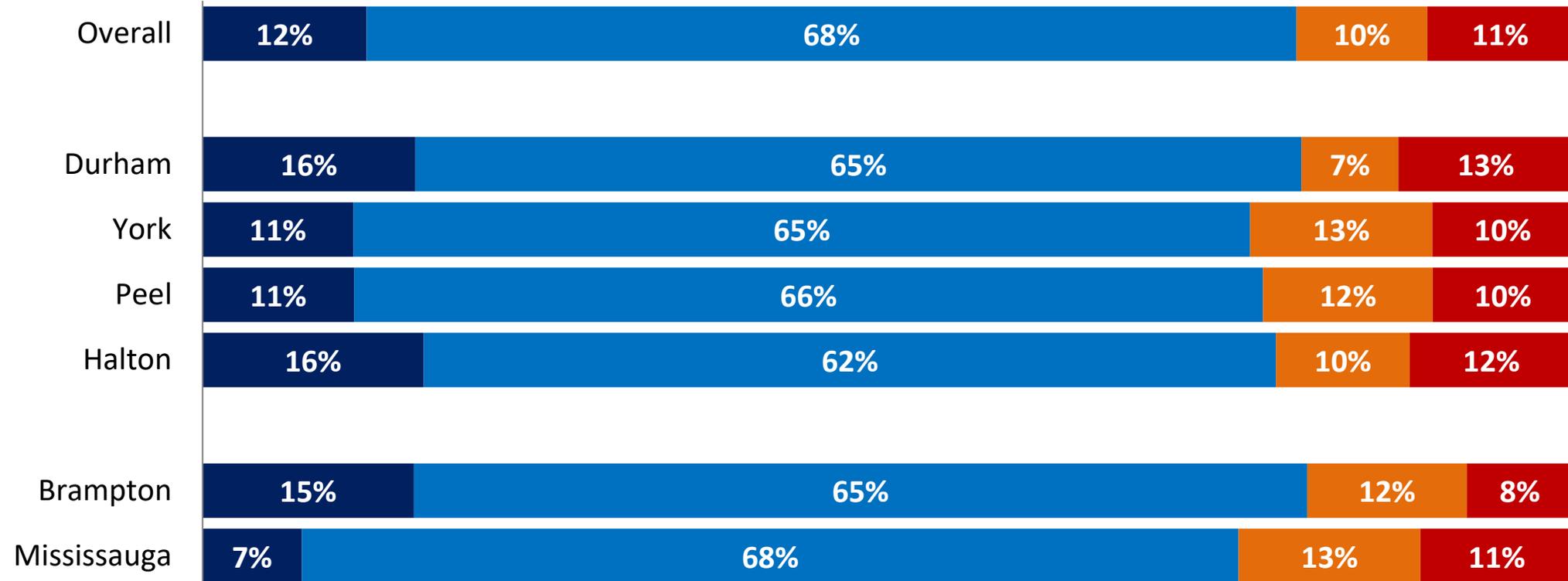
- Bring it on – I am a Winter Warrior!
- A little bit of caution goes a long way!
- I'll still drive, but I'll be gripping the steering wheel so hard my knuckles will be white!
- I'll stay at home – wake me up when it's over!

# Approach to Winter Driving by Region: Residents in Durham & Halton are more likely to have a “Winter Warrior” approach



Now that you have had some time to consider how you might approach driving during an unusually snowy and potentially long winter in Ontario, which of the following best describes you? BY Region

[asked of all respondents; n=600]



- Bring it on – I am a Winter Warrior!
- A little bit of caution goes a long way!
- I'll still drive, but I'll be gripping the steering wheel so hard my knuckles will be white!
- I'll stay at home – wake me up when it's over!

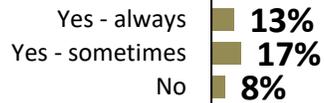
# Approach to Winter Driving: Carrying winter-specific safety equipment enhances “Winter Warrior” attitude

*“Bring it on – I am a Winter Warrior!”*

## Winter Safety Equipment



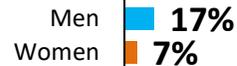
## Winter Tires



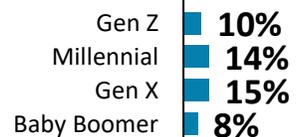
## Car Type



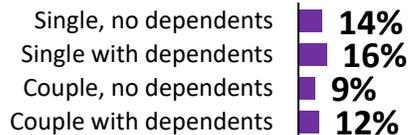
## Gender



## Generation



## Household Composition



*“A little bit of caution goes a long way!”*

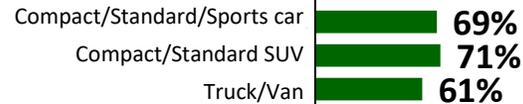
## Winter Safety Equipment



## Winter Tires



## Car Type



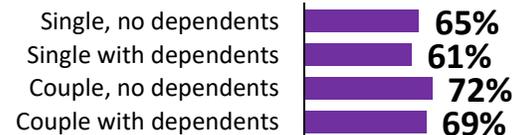
## Gender



## Generation



## Household Composition

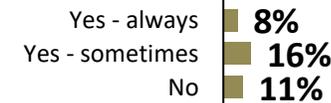


*“I’ll still drive, but I’ll be gripping the steering wheel...”*

## Winter Safety Equipment



## Winter Tires



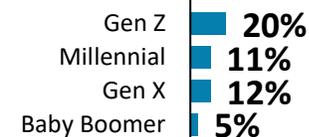
## Car Type



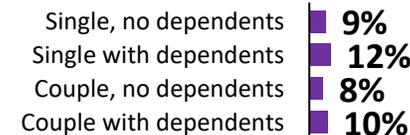
## Gender



## Generation



## Household Composition

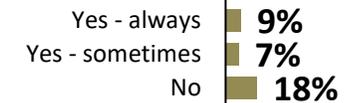


*“I’ll stay at home – wake me up when it’s over!”*

## Winter Safety Equipment



## Winter Tires



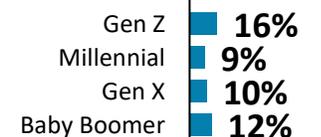
## Car Type



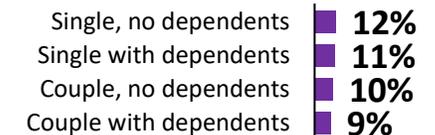
## Gender



## Generation



## Household Composition





# Building Understanding.

*Personalized research to connect you and your audiences.*

For more information, please contact:

## **Susan Oakes**

Vice President

416-642-6341

[soakes@innovativeresearch.ca](mailto:soakes@innovativeresearch.ca)

## **Greg Lyle**

President

416 557 6328

[glyle@innovativeresearch.ca](mailto:glyle@innovativeresearch.ca)