

**How important is Changing the motor oil?**

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: Driven a vehicle in the past 2 weeks	827	127	88	88	252	196	76	240	392	187	441	386
Weighted	819	111	78	61	313	196	61	269	327	216	433	386
Very important	718 88%	100 90%	72 93%	57 93%	276 88%	159 81%	54 88%	231 86%	288 88%	194 90%	373 86%	344 89%
Somewhat important	91 11%	10 9%	4 5%	4 7%	32 10%	34 18%	6 10%	33 12%	37 11%	19 9%	55 13%	36 9%
Not very important	10 1%	1 1%	1 1%	0 -	5 1%	3 1%	1 2%	5 2%	2 1%	3 1%	4 1%	6 1%
Not at all important	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
(DK/NS)	1 0	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 0	1 0	0 -
Top2Box	809 99%	110 99%	77 98%	61 100%	308 99%	193 99%	60 98%	264 98%	325 99%	213 99%	428 99%	380 99%
Low2Box	10 1%	1 1%	1 1%	0 -	5 1%	3 1%	1 2%	5 2%	2 1%	3 1%	4 1%	6 1%

**How important is Rotating the tires?**

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: Driven a vehicle in the past 2 weeks	827	127	88	88	252	196	76	240	392	187	441	386
	819	111	78	61	313	196	61	269	327	216	433	386
Very important	343	53	31	24	120	87	28	79	148	112	161	182
	42%	48%	40%	40%	38%	44%	47%	29%	45%	52%	37%	47%
Somewhat important	390	48	41	29	163	83	27	150	145	92	222	168
	48%	43%	52%	48%	52%	42%	44%	56%	44%	43%	51%	43%
Not very important	73	8	5	7	29	20	4	33	30	10	41	32
	9%	7%	7%	11%	9%	10%	6%	12%	9%	4%	9%	8%
Not at all important	9	2	0	1	2	3	2	6	1	2	6	3
	1%	2%	-	1%	0	2%	3%	2%	0	1%	1%	1%
(DK/NS)	4	1	1	0	0	3	0	1	2	1	3	1
	1%	1%	1%	-	-	1%	-	0	1%	0	1%	0
Top2Box	734	100	72	54	283	170	55	229	293	204	383	350
	90%	91%	92%	88%	90%	87%	91%	85%	90%	94%	88%	91%
Low2Box	82	10	5	7	30	23	6	39	31	11	47	35
	10%	9%	7%	12%	10%	12%	9%	15%	9%	5%	11%	9%

**How important is Replacing fan belts and filters?**

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: Driven a vehicle in the past 2 weeks	827	127	88	88	252	196	76	240	392	187	441	386
	Weighted 819	111	78	61	313	196	61	269	327	216	433	386
Very important	537 66%	69 62%	55 71%	42 70%	207 66%	124 63%	40 65%	146 54%	218 67%	167 77%	272 63%	265 69%
Somewhat important	250 30%	36 32%	21 28%	16 26%	93 30%	64 33%	19 32%	114 42%	92 28%	42 20%	141 33%	109 28%
Not very important	28 3%	5 5%	1 1%	3 5%	12 4%	6 3%	1 2%	8 3%	14 4%	6 3%	18 4%	10 3%
Not at all important	3 0	1 1%	0 -	0 -	0 -	2 1%	1 1%	2 1%	2 0	0 -	1 0	2 0
(DK/NS)	2 0	0 -	1 1%	0 -	1 0	0 -	0 -	0 -	1 0	1 0	2 0	0 -
Top2Box	786 96%	105 95%	77 98%	58 95%	300 96%	188 96%	59 97%	260 96%	311 95%	210 97%	413 95%	374 97%
Low2Box	31 4%	6 5%	1 1%	3 5%	12 4%	8 4%	2 3%	10 4%	15 5%	6 3%	19 4%	12 3%

**How important is Checking tire pressure?**

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: Driven a vehicle in the past 2 weeks	827	127	88	88	252	196	76	240	392	187	441	386
	819	111	78	61	313	196	61	269	327	216	433	386
Very important	519	65	54	40	211	109	40	138	212	165	276	243
	63%	59%	69%	65%	67%	56%	66%	51%	65%	76%	64%	63%
Somewhat important	267	43	20	21	94	71	18	120	102	43	137	130
	33%	39%	26%	35%	30%	36%	29%	44%	31%	20%	32%	34%
Not very important	30	2	3	0	7	16	3	11	12	6	20	11
	4%	2%	4%	-	2%	8%	5%	4%	4%	3%	5%	3%
Not at all important	2	1	0	0	2	0	0	0	1	2	1	2
	0	1%	-	-	0	-	-	-	0	1%	0	0
(DK/NS)	1	0	1	0	0	0	0	0	0	1	1	0
	0	-	1%	-	-	-	-	-	-	0	0	-
Top2Box	786	108	74	61	305	180	58	258	314	208	412	373
	96%	98%	95%	100%	97%	92%	95%	96%	96%	96%	95%	97%
Low2Box	33	2	3	0	8	16	3	11	12	8	20	12
	4%	2%	4%	-	3%	8%	5%	4%	4%	4%	5%	3%

**How often do you Check the tire pressure?**

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: Driven a vehicle in the past 2 weeks	827	127	88	88	252	196	76	240	392	187	441	386
	819	111	78	61	313	196	61	269	327	216	433	386
Once a month or more	372	57	43	37	139	63	31	114	158	97	222	150
	45%	52%	56%	61%	45%	32%	50%	43%	48%	45%	51%	39%
Every 2 to 6 months	351	38	25	19	137	111	21	118	134	96	170	181
	43%	34%	32%	31%	44%	56%	35%	44%	41%	44%	39%	47%
Every 7 to 11 months	23	4	2	1	9	5	2	11	8	3	7	16
	3%	4%	2%	1%	3%	3%	4%	4%	2%	2%	2%	4%
Once a year	29	3	2	2	9	10	3	10	11	8	11	18
	4%	3%	3%	3%	3%	5%	5%	4%	3%	4%	3%	5%
Every 2 to 3 years	7	2	2	1	3	0	0	2	2	2	6	1
	1%	2%	3%	1%	1%	-	-	1%	1%	1%	1%	0
Less often	23	3	2	1	9	5	1	6	10	5	12	10
	3%	3%	3%	1%	3%	3%	2%	2%	3%	3%	3%	3%
(DK/NS)	16	3	1	1	7	1	2	6	3	5	6	10
	2%	3%	2%	2%	2%	0	3%	2%	1%	2%	1%	3%

**Thinking now about checking the tire pressure, where would you look to determine what the correct tire pressure should be?**

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: Driven a vehicle in the past 2 weeks Weighted	827	127	88	88	252	196	76	240	392	187	441	386
	819	111	78	61	313	196	61	269	327	216	433	386
Vehicle placard or sticker (anywhere on car)	122	22	8	11	45	24	12	23	56	42	87	35
	15%	20%	11%	18%	14%	12%	20%	9%	17%	19%	20%	9%
On the tire itself	269	43	37	26	122	26	15	111	114	44	186	83
	33%	39%	47%	43%	39%	13%	24%	41%	35%	21%	43%	22%
Owner's manual	224	30	28	17	88	43	18	57	85	79	116	108
	27%	27%	37%	27%	28%	22%	29%	21%	26%	37%	27%	28%
Tire manufacturer's brochure	35	5	1	1	11	15	2	10	12	14	30	6
	4%	5%	2%	2%	3%	8%	3%	4%	4%	6%	7%	1%
OTHER (DO NOT SPECIFY)	241	26	11	10	68	109	17	88	91	59	86	154
	29%	24%	15%	17%	22%	55%	27%	33%	28%	27%	20%	40%
(DK/NS)	31	3	2	3	16	4	3	12	7	13	4	27
	4%	3%	3%	5%	5%	2%	5%	4%	2%	6%	1%	7%

**Which of the following ways do you use to check the tire pressure?**

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: Driven a vehicle in the past 2 weeks Weighted	827	127	88	88	252	196	76	240	392	187	441	386
	819	111	78	61	313	196	61	269	327	216	433	386
Check it using a tire pressure gauge	574	90	65	49	198	126	45	191	230	146	348	226
	70%	82%	83%	80%	63%	65%	74%	71%	70%	67%	80%	59%
Check it visually by looking at the tire	168	19	16	15	79	30	8	63	58	46	90	79
	21%	18%	21%	25%	25%	15%	13%	23%	18%	21%	21%	20%
Use an air pump at a service station	152	18	10	6	82	26	10	44	71	36	81	70
	19%	16%	13%	10%	26%	13%	16%	16%	22%	16%	19%	18%
Get a mechanic or tire service technician to do it	219	23	16	12	83	72	14	59	81	79	82	137
	27%	21%	21%	19%	26%	37%	23%	22%	25%	37%	19%	36%
(DO NOT READ: Friend or relative does it)	19	3	0	1	10	4	1	7	10	1	2	17
	2%	2%	-	2%	3%	2%	1%	3%	3%	1%	0	4%
(DK/NS)	3	1	1	0	2	0	0	2	1	1	0	3
	0	1%	1%	-	1%	-	-	1%	0	0	-	1%

***When is the best time to check the pressure of your vehicle's tires?***

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: Driven a vehicle in the past 2 weeks	827	127	88	88	252	196	76	240	392	187	441	386
	819	111	78	61	313	196	61	269	327	216	433	386
Warm, because you have driven on the tires	240	42	29	19	89	44	17	93	94	51	125	115
	29%	38%	37%	32%	28%	23%	28%	34%	29%	24%	29%	30%
Cold, because you have not driven on the tires	467	53	41	38	177	125	33	138	191	135	277	190
	57%	48%	53%	62%	57%	64%	54%	51%	58%	63%	64%	49%
Either is okay/Doesn't matter	56	9	3	3	22	14	5	16	26	12	19	36
	7%	8%	4%	4%	7%	7%	8%	6%	8%	6%	4%	9%
(DK/NS)	57	6	5	1	25	13	6	22	16	17	11	45
	7%	6%	6%	2%	8%	7%	10%	8%	5%	8%	3%	12%

***When you go away for the weekend or take a car trip and your vehicle is carrying more weight than usual, do you check the tire pressure before you go, to see if it is appropriate for the load?***

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: Driven a vehicle in the past 2 weeks	827	127	88	88	252	196	76	240	392	187	441	386
	819	111	78	61	313	196	61	269	327	216	433	386
Yes, always	290	43	35	23	124	49	16	74	145	70	168	121
	35%	39%	44%	37%	40%	25%	27%	27%	44%	32%	39%	31%
Yes, sometimes	207	32	22	19	68	49	17	85	71	50	118	90
	25%	29%	29%	31%	22%	25%	27%	32%	22%	23%	27%	23%
No, I don't	315	34	19	20	120	95	27	109	110	91	145	169
	38%	31%	25%	33%	38%	48%	44%	41%	34%	42%	34%	44%
(DK/NS)	7	1	2	0	2	2	1	1	1	6	2	6
	1%	1%	2%	-	0	1%	2%	0	0	3%	0	1%

**What are the symptoms or signs that tell you that your tires need replacing?**

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: Driven a vehicle in the past 2 weeks Weighted	827	127	88	88	252	196	76	240	392	187	441	386
	819	111	78	61	313	196	61	269	327	216	433	386
Holes, cuts or abrasions/Flat tire	229	20	21	19	79	82	8	84	88	56	127	102
	28%	18%	27%	31%	25%	42%	13%	31%	27%	26%	29%	26%
Wear of the tread generally	567	84	65	46	234	93	46	181	226	156	325	242
	69%	76%	83%	75%	75%	48%	75%	67%	69%	72%	75%	63%
Vehicle handles poorly	111	15	8	10	49	18	12	36	54	21	55	55
	14%	14%	10%	16%	16%	9%	19%	13%	17%	10%	13%	14%
Can't stop/Poor traction	68	13	6	3	30	11	5	22	32	13	30	38
	8%	11%	8%	5%	10%	6%	9%	8%	10%	6%	7%	10%
Someone else tells me	37	5	2	0	13	15	2	12	14	11	9	29
	5%	5%	3%	-	4%	8%	3%	4%	4%	5%	2%	7%
Other (DO NOT SPECIFY)	155	11	11	11	54	54	13	53	63	38	78	76
	19%	10%	14%	18%	17%	28%	21%	20%	19%	17%	18%	20%
(DK/NS)	8	3	2	0	0	2	1	3	2	3	1	7
	1%	2%	3%	-	-	1%	1%	1%	1%	1%	0	2%

**As far as you know, what is the leading cause of tire failure?**

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: Driven a vehicle in the past 2 weeks Weighted	827	127	88	88	252	196	76	240	392	187	441	386
	819	111	78	61	313	196	61	269	327	216	433	386
Road hazards, such as nails or glass	194	25	20	21	95	22	10	75	80	38	101	94
	24%	23%	26%	35%	30%	11%	17%	28%	24%	18%	23%	24%
Under-inflated tires	303	60	40	15	109	54	25	91	130	79	201	102
	37%	55%	51%	25%	35%	28%	42%	34%	40%	36%	46%	27%
Poor road conditions, such as pot holes	230	12	10	20	67	102	19	86	80	63	94	136
	28%	11%	13%	33%	21%	52%	31%	32%	24%	29%	22%	35%
Over-loaded vehicles	21	5	1	1	8	5	1	5	8	8	9	11
	3%	4%	1%	1%	3%	3%	1%	2%	2%	4%	2%	3%
Tire manufacturing defects	47	6	3	3	21	11	3	9	22	16	22	25
	6%	5%	4%	5%	7%	6%	5%	3%	7%	7%	5%	6%
(DK/NS)	24	2	4	1	13	1	3	4	8	12	7	17
	3%	2%	5%	1%	4%	1%	4%	1%	2%	6%	2%	4%

**Some tire manufacturers are thinking about launching an information campaign that would tell drivers about good tire maintenance practices, and provide tips on checking tire pressure and how to tell when the tires need to be replaced. Do you think this is an excellent, good or poor idea, or do you not care either way?**

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: Driven a vehicle in the past 2 weeks	827	127	88	88	252	196	76	240	392	187	441	386
	Weighted 819	111	78	61	313	196	61	269	327	216	433	386
Excellent idea	315	46	31	23	121	71	24	100	127	86	155	160
	38%	41%	39%	38%	39%	36%	39%	37%	39%	40%	36%	42%
Good idea	378	45	32	29	147	96	28	127	147	100	205	172
	46%	41%	41%	47%	47%	49%	46%	47%	45%	46%	47%	45%
Poor idea	21	3	3	1	11	2	2	9	8	4	15	6
	3%	2%	4%	1%	4%	1%	3%	3%	2%	2%	3%	2%
Don't care/Doesn't matter	105	17	12	9	34	27	8	32	44	27	59	46
	13%	15%	15%	14%	11%	14%	12%	12%	13%	12%	14%	12%
(DK/NS)	1	0	1	0	0	0	0	0	1	0	0	1
	0	-	1%	-	-	-	-	-	0	-	-	0

**How appropriate do you think it would be for the federal government and/or the provincial government to be involved with the manufacturers in this tire information campaign? Would it be:**

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: Driven a vehicle in the past 2 weeks	827	127	88	88	252	196	76	240	392	187	441	386
	Weighted 819	111	78	61	313	196	61	269	327	216	433	386
Very appropriate	198	17	13	13	84	56	14	61	79	58	94	104
	24%	16%	17%	22%	27%	29%	23%	22%	24%	27%	22%	27%
Somewhat appropriate	327	48	40	27	113	68	30	127	129	70	167	160
	40%	44%	51%	45%	36%	35%	50%	47%	40%	32%	39%	41%
Somewhat inappropriate	165	20	11	10	63	53	8	56	62	43	93	72
	20%	18%	14%	16%	20%	27%	13%	21%	19%	20%	21%	19%
Very inappropriate	129	24	14	11	53	18	9	27	56	45	80	49
	16%	22%	18%	17%	17%	9%	14%	10%	17%	21%	18%	13%
(DK/NS)	1	1	0	0	0	0	0	0	0	1	0	1
	0	1%	-	-	-	-	-	-	-	0	-	0
Top2Box	524	66	52	41	197	124	44	187	209	127	261	264
	64%	60%	67%	66%	63%	63%	73%	69%	64%	59%	60%	68%
Low2Box	294	44	26	20	116	72	17	82	118	88	173	121
	36%	40%	33%	34%	37%	37%	27%	31%	36%	41%	40%	31%