

Virtually All Male (97%) Drivers Look After their own Vehicle Compared to Six-in-Ten (59%) Female Drivers

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Toronto, ON – Men and women differ significantly in the way they maintain their vehicles. According to a new quarterly syndicated tracking study called Canadian Automotive Aftermarket Monitor (CAAM) and conducted by Ipsos Reid, 97% of men who say they are the principal driver look after their own vehicle, compared to 59% of women who say they are the principal driver of their vehicle.

Consistent vehicle maintenance is one of the many ways a person can preserve the longevity of their car, truck or SUV. Interestingly, men and women also differ in the number of times they bring in their vehicles for servicing. Male drivers who are also the principal maintainers of one or more vehicles perform a total of almost 4 different automotive services during an average three-month period, compared to just 3 services for female drivers who are also the principal maintainers of their vehicles. What services are most commonly performed? The number one vehicle service performed is an oil change (90%), followed by wheel service (50%), air filter service (36%), brake service excluding fluid (32%) and scheduled maintenances and engine tune-ups (29%).

When having services performed on their vehicle, new car dealers tend to be the preferred place for over a quarter (27%) Canadian drivers. Females who are the principal maintainers of their vehicles are more likely to bring their vehicles to new car dealers (31%) or an independent garage (27%) for servicing compared to male principal maintainers who first say they “did it myself” (29%) and second go to a new car dealer (26%).



These are some of the findings of the new Ipsos Reid study CAAM (Canadian Automotive Aftermarket Monitor), a quarterly study conducted online with 3,500 vehicle owning adults ages 18 and over. Launched early in 2010, this syndicated tracking study monitors the purchasing behaviour and attitudes of Canadian vehicle owners with regards to vehicle maintenance and servicing.

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