

1. Did you put snow tires on any of the vehicles in your household this winter?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	388	412	216	308	276	38	136	327	299
Weighted	800	384	416	225	320	255	86	308	261	145
Yes, have put snow tires on all the vehicle(s) in my household we intended to	565	273	291	157	227	180	68	209	179	110
	71%	71%	70%	70%	71%	71%	79%	68%	68%	76%
							*			
Yes on one vehicle, but also intend to put snow tires on another vehicle as well but haven't done that yet	128	62	66	46	43	39	8	59	39	22
	16%	16%	16%	20%	13%	15%	9%	19%	15%	15%
							*			
No, have not put snow tires on the vehicle(s) in my household	107	49	59	22	50	35	10	41	43	13
	13%	13%	14%	10%	16%	14%	12%	13%	17%	9%
							*		I	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

2. Did a late winter mean you put snow tires on at least one of your household's vehicles later than you normally would?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	388	412	216	308	276	38	136	327	299
Weighted	800	384	416	225	320	255	86	308	261	145
No	407	191	216	85	141	181	41	165	138	63
	51%	50%	52%	38%	44%	71%	47%	54%	53%	44%
						CD	*		I	
Yes	393	194	199	140	179	74	46	143	123	81
	49%	50%	48%	62%	56%	29%	53%	46%	47%	56%
				E	E		*			H

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

3. When do you usually put snow tires on your vehicle(s)?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	388	412	216	308	276	38	136	327	299
Weighted	800	384	416	225	320	255	86	308	261	145
When the weather gets cold and only just before it is expected to be a first snow fall or snow storm	455	206	249	141	183	131	48	168	152	87
	57%	53%	60%	63%	57%	51%	56%	54%	58%	60%
				E			*			
Long before the first snow falls	256	139	118	63	99	94	26	107	75	48
	32%	36%	28%	28%	31%	37%	30%	35%	29%	33%
							*			
Usually only after the first snow fall has occurred	89	40	49	22	37	29	12	33	34	10
	11%	10%	12%	10%	12%	12%	13%	11%	13%	7%
							*		I	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)