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

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	800	365	168	197	104	90	201	40	157	154	229	192	277	523
Weighted	800	364	170	194	66	96	222	52	203	166	219	149	288	512
Yes, have put snow tires on all the vehicle(s) in	565	263	127	136	49	74	133	47	148	116	147	105	209	356
my household we intended to	71%	72%	74%	70%	74%	77%	60%	89%	73%	70%	67%	71%	72%	70%
		F	F		FF*	FF*		**						
Yes on one vehicle, but also intend to put	128	59	30	29	12	12	41	4	25	33	43	22	37	91
snow tires on another vehicle as well but	16%	16%	18%	15%	18%	13%	19%	8%	12%	20%	20%	15%	13%	18%
haven't done that yet					*	*		**						
No, have not put snow tires on the vehicle(s)	107	43	14	29	5	10	48	1	29	17	29	22	42	65
in my household	13%	12%	8%	15%	8%	11%	21%	3%	15%	10%	13%	15%	15%	13%
					*	*	ADBD	**						

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

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

| | Total | ONTARIO | | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	800	365	168	197	104	90	201	40	157	154	229	192	277	523
Weighted	800	364	170	194	66	96	222	52	203	166	219	149	288	512
No	407	167	76	91	42	63	108	27	89	87	110	79	122	285
	51%	46%	45%	47%	64%	66%	49%	51%	44%	52%	50%	53%	42%	56%
					AFBCF*	AFBCF*		**						L
Yes	393	197	94	103	24	33	114	26	113	79	109	70	166	227
	49%	54%	55%	53%	36%	34%	51%	49%	56%	48%	50%	47%	58%	44%
		DE	DE	DE	*	*	DEDE	**					M	

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

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

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	800	365	168	197	104	90	201	40	157	154	229	192	277	523
Weighted	800	364	170	194	66	96	222	52	203	166	219	149	288	512
When the weather gets cold and only just before it is expected to be a first snow fall or snow storm	455	207	90	116	42	52	126	28	110	86	134	93	165	290
	57%	57%	53%	60%	64%	54%	57%	54%	54%	52%	61%	62%	57%	57%
					*	*		**						
Long before the first snow falls	256	126	68	58	18	38	59	17	61	58	73	41	90	167
	32%	35%	40%	30%	27%	39%	26%	33%	30%	35%	33%	28%	31%	33%
			F		*	*		**						
Usually only after the first snow fall has occurred	89	32	12	20	6	7	37	7	32	21	12	15	33	56
	11%	9%	7%	10%	10%	7%	17%	13%	16%	13%	6%	10%	11%	11%
					*	*	AB	**	J	J				

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