

THE COMPETITION TRIBUNAL

IN THE MATTER OF THE *COMPETITION ACT*, R.S.C. 1985, c. C-34, as amended;

AND IN THE MATTER OF an inquiry pursuant to subsection 10(1)(b)(ii) of the *Competition Act* relating to certain marketing practices of Sears Canada Inc.;

AND IN THE MATTER OF an Application by the Commissioner of Competition for an order pursuant to section 74.10 of the *Competition Act*;

B E T W E E N:

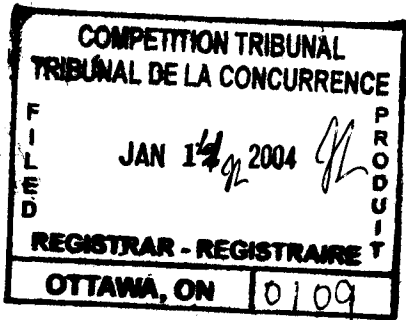
THE COMMISSIONER OF COMPETITION

Applicant

- and -

SEARS CANADA INC.

Respondent



**SUPPLEMENTARY AFFIDAVIT OF DENNIS DESROSIERS
(Sworn January 13, 2004)**

I, Dennis DesRosiers, of the City of Richmond Hill, in the Regional Municipality of York, in the Province of Ontario, **SWEAR THAT:**

1. I have previously sworn an Affidavit in this matter dated September 22, 2003, at the request of the Applicant Commissioner of Competition (“my Original Affidavit”).

COMPETITION TRIBUNAL
TRIBUNAL DE LA CONCURRENCE

File No. **CT-2002-004**
Commissioner of Competition vs Sears Canada Inc.

Exhibit No.: R 143

Filed on: January 19, 2004

Registrar: [Signature]

2. On November 12, 2003, counsel for the Respondent Sears Canada Inc. ("Sears") served me with a subpoena requiring me to attend and give evidence at the hearing of this Application on November 14, 2003 and as subsequently required.

3. In addition to the matters addressed in my Original Affidavit, I have been asked by counsel for Sears to address issues relating to certain survey studies on the Canadian automotive aftermarket conducted by my company, DesRosiers Automotive Consultants Inc. ("DAC"). Specifically, I have been asked to address the purposes, methodology, contents and findings in DAC's annual Light Vehicle Studies ("The LV Study/Studies," as applicable) and in the 1996 Tire Market Study - Consumer Retail Survey prepared for the Rubber Association of Canada ("The Tire Market Study").

The LV Studies

4. DAC conducted its first LV Study in 1989 and has published a new study every year through to the present. Each LV Study runs approximately 1,000 pages in length.

Purpose of the LV Studies

5. The primary purpose of the LV Studies is to provide information about the passenger car and light vehicle aftermarket as it relates to Canadian consumers.

Methodology Used in the LV Studies

6. The LV Studies are carried out via telephone interviews of 2,500 Canadian consumers randomly chosen from telephone directories. Findings from this sample are

accurate within plus or minus 2.2 percentage points, in 19 out of 20 samples (i.e. at the 95% confidence level).

7. Telephone interviews for the LV Studies are conducted in five regions of Canada: British Columbia, the Prairies (Alberta, Saskatchewan and Manitoba), Ontario, Quebec and the Maritimes. The number of interviews in each region corresponds to the number of light vehicles on the road in that region.

8. Since 1993, telephone interviews for the LV Studies have been conducted by Baseline Market Research Inc. ("Baseline"), based in Fredericton, New Brunswick. Data are collected using a Computer Assisted Telephone Interviewing ("CATI") system. Interviewers are trained to conduct interviews in accordance with generally accepted principles of marketing research and the conduct and ethics of the Professional Marketing Research Society ("PMRS").

9. Telephone interviews are conducted in January and February of each year and reference respondents' aftermarket purchases including replacement tire purchases from the previous year. So, for example, data collected in respect of respondents' 1999 tire purchases are found in the 2000 LV Study.

Contents of the LV Studies

10. For each LV Study, demographic information as to respondents' age, income and education is obtained. Respondents are also asked, among other things, whether their vehicle(s) is/are owned or leased, and the age(s) and make(s) of their vehicle(s).

11. Further, respondents are asked questions relating to approximately 30 maintenance categories including tire replacement.

12. I personally designed the original questionnaire used in the LV Studies. The questionnaire has evolved over the years with input from staff, clients and our field house, Baseline. There are four standard questions relating to tires. The first three questions have not changed since 1993 and the last question was added in 1997.

- a. How many tires were replaced on your vehicle in the last year?
- b. Where did you purchase the tires?
- c. What brand of tires did you purchase?
- d. Were the tires purchased: i) on sale ii) at the regular price or iii) under warranty?

Attached to this Supplementary Affidavit as Exhibit "A" is a copy of the CATI summary data and the detailed data tables from the 2000 LV Study relating to the four questions on tires set out above.

2000 LV Study Findings

13. A summary report of the data included in the 2000 LV Study is attached to this Supplementary Affidavit as Exhibit "B" (the "Summary").

14. The information found in the Summary is derived directly from data obtained in the detailed data tables. Findings from data tables 758-770 of Exhibit "A" include:

- a. incidence of tire replacement by age of vehicle;
- b. the average number of tires replaced by age of vehicle;

- c. outlet share for tire replacement;
- d. brand share for tire replacement; and
- e. type of tire purchase (on sale versus regular price, etc.).

15. With respect to outlet share for tire replacement in 1999, tire stores were visited most frequently (by 35.6% of respondents). Canadian Tire was the next most popular outlet choice at 16.9%, followed by independent repair shops at 13.8%. Department stores had 9.8% of the market. Sears' share of the market was 5.8% in 1999.

16. A particular LV Study may compare current data to that obtained from previous years in order to track changes or trends in consumer habits. Numerous examples of data comparisons from LV Studies are set out in my Original Affidavit. Further examples of data comparisons from two or more LV Studies are seen at pages 4 and 7 of the Summary, regarding Outlets for Tire Purchasing and Conclusions respectively.

17. Of particular relevance to this case, the 2000 LV Study concluded:

“There is more chance for consumers to shop around for tire replacement. Even if tires are worn out, the vehicle can still be driven around to comparison shop and in the case of a damaged tire, a spare tire can be used. Compared to other parts which may stop the vehicle from operating, tires allow the consumer a great deal more choice. This is evident in the proportion of people who purchase tires on sale. In this regard, service outlets have less of a ‘captive audience’ and must be more mindful of consumer needs.”

18. I would estimate that in 1999 there were at least 20,000 individual outlets throughout Canada where consumers could have tires repaired or replaced.

The Tire Market Study

19. DAC's 1996 Tire Market Study is one of the few, if not the only, comprehensive surveys on the Canadian replacement tire market for passenger cars and light trucks.

Purpose of The Tire Market Study

20. The primary purpose of The Tire Market Study was to help members of the Rubber Association of Canada understand the buying habits, preferences and attitudes of replacement tire purchasers.

Methodology Used in The Tire Market Study

21. The Tire Market Study involved approximately 300 telephone interviews in each of the five regions in Canada (described in paragraph 7 above). Interview respondents were chosen randomly within each region. There were 1,502 respondents, 1,698 vehicles and 1,700 tire purchase incidences referenced in The Tire Market Study.

22. Telephone interviews for The Tire Market Study were carried out by C.S.U. Market Field Services Ltd. of Toronto. As with the LV Studies (see paragraph 8 above), the CATI system was used in the interviewing process, and interviews were conducted in accordance with generally accepted principles of marketing research and the conduct and ethics of the PMRS.

23. To qualify for The Tire Market Study, a respondent, within the preceding 12 months, had to have replaced one or more tires on a vehicle he or she owned or leased.

24. Where potential respondents indicated in answer to a preliminary question that either they or any other member of their household was employed in marketing research, advertising or sales promotion, the interview was discontinued.

Contents of the Tire Market Study

25. The Tire Market Study consists of an executive summary, the questionnaire used in the interview process and the data tables of responses.

26. Demographic information as to respondents' gender, age, marital and household status, income and education was obtained as part of The Tire Market Study. Respondents were also asked about the number of vehicles in their household, and about the age(s) and make(s) of their vehicle(s).

27. Respondents were asked 28 questions (many of which were multi-part) concerning, among other things:

- a. the number and brand(s) of replacement tires purchased in the previous 12 months;
- b. where the tire(s) was/were purchased;
- c. when the tire(s) was/were purchased;
- d. the reasons for choosing a particular tire outlet;
- e. the reasons for choosing a particular brand of tire;
- f. whether the choice of tire outlet and/or brand of tire was influenced by anyone else;
- g. whether consumer information was reviewed prior to purchase; and

- h. to what extent certain factors were important in deciding what brand of new tire to purchase.

A copy of the questionnaire used in The Tire Market Study is attached as Exhibit "C" to this Supplementary Affidavit.

28. Taking into account differences in methodology and sample size, where similar questions were asked of respondents in the 1997 LV Study (using data on 1996 replacement tire purchases) and in The Tire Market Study, the results are consistent. For example, findings are consistent in the two studies with respect to choice of tire outlet. Attached to this Supplementary Affidavit as Exhibit "D" are the data tables from the 1997 LV Study.

The Tire Market Study Findings

29. Information in the executive summary of The Tire Market Study was derived directly from data obtained in the telephone interviews.

30. Of particular relevance to this case are Questions 5(c), 6(b) and 22(a) of The Tire Market Study.

31. Question 5(c), which was open-ended, asked respondents about their motivation for choosing a particular tire outlet. As indicated in the executive summary, respondents' choice of outlet was influenced by the following groups of factors:

- a. "Good Deal" - 53.7%
- b. "Past Use" - 29.3%


- c. "Service" - 15.4%
- d. "Convenience" - 13.2%
- e. "Sells Quality Tires" - 13%
- f. "Warranty" - 5.6%

32. In Question 6(b), also open-ended, respondents were asked about the reasons for choosing a particular tire brand. Respondents mentioned issues related to "Quality" most often (53.8%). "Price"-related factors were mentioned by 39.9% of respondents and 12.7% of respondents indicated that their tire(s) were purchased based on "Recommendation".


33. Respondents were asked in Question 22(a) to rank, using a 5-point scale (where 1 means "not at all important" and 5 means "very important"), the importance of 10 individual criteria related to "deciding what brands of new tires to buy for a vehicle". "Best for wear, long life and dependability" was the highest ranked category at 4.44 out of 5. "Offers the best traction and skid resistance" and "Best value for my money" were ranked next at 4.32 out of 5. "Lowest price" was ranked sixth at 3.48 out of 5.

34. I swear this Supplementary Affidavit further to my Original Affidavit, and for no other or improper purpose.

SWORN BEFORE ME at the City of Toronto, in the Province of Ontario on January 13, 2004.


Commissioner for Taking Affidavits

"Teresa Walsh"


DENNIS DESROSIERS

This is Exhibit....." A".....referred to in the
SUPPLEMENTARY
affidavit of.....DENNIS...DES.ROSIEERS...
sworn before me, this.....13TH.....
day of.....JANUARY.....2004.....
.....
.....
A COMMISSIONER FOR TAKING AFFIDAVITS

LIGHT VEHICLE STUDY

TIRE DATA TABLES

2000

D7B. TIRES

How many tires were replaced on your vehicle in 1999?

(ONLY INCLUDES THOSE PURCHASED TO REPLACE WORN TIRES, BLOW-OUTS
ETC - NOT FOR ROTATION, AS WINTER TIRES)

PAGE 272 FIELD 1 (numeric)

	Number	%of Cases	Response	%of Valid		
				Number	Responses %of Cases	
Valid Response	2497	99.9	0	1586	63.5	63.4
Don't Know	3	0.1	1	72	2.9	2.9
Total Cases	2500	100.0	2	256	10.3	10.2
			3	12	0.5	0.5
			4	554	22.2	22.2
			5	2	0.1	0.1
			6	7	0.3	0.3
			8	7	0.3	0.3
			10	1	0.0	0.0
			1.2 mean			

PAGE 305

TIRES

7b1 Where did you purchase the tires?

PAGE 305 FIELD 1 (numeric)

	Number	%of Cases	Response	%of Valid		
				Number	Responses %of Cases	
Valid Response	911	36.4	1	154	16.9	6.2
No Response	1589	63.6	2	126	13.8	5.0
Total Cases	2500	100.0	3	20	2.2	0.8
			4	8	0.9	0.3
			5	19	2.1	0.8
			6	7	0.8	0.3
			7	4	0.4	0.2
			8	5	0.5	0.2
			9	6	0.7	0.2
			10	5	0.5	0.2
			11	6	0.7	0.2
			12	6	0.7	0.2
			13	5	0.5	0.2
			14	8	0.9	0.3
			16	2	0.2	0.1
			17	2	0.2	0.1
			18	4	0.4	0.2
			21	1	0.1	0.0
			23	2	0.2	0.1
			24	7	0.8	0.3
			25	5	0.5	0.2
			35	5	0.5	0.2
			37	46	5.0	1.8
			38	12	1.3	0.5
			39	5	0.5	0.2
			40	240	26.3	9.6
			41	21	2.3	0.8
			42	53	5.8	2.1
			43	33	3.6	1.3
			44	2	0.2	0.1
			45	1	0.1	0.0
			67	19	2.1	0.8
68	1	0.1	0.0			
69	1	0.1	0.0			
78	7	0.8	0.3			
81	12	1.3	0.5			
82	3	0.3	0.1			
83	1	0.1	0.0			
84	1	0.1	0.0			
85	25	2.7	1.0			
86	21	2.3	0.8			
28.2 mean						

7b2) What brand of tires did you buy? (DO NOT READ AND RECORD ALL ANSWERS)

- 1 ATLAS /ESSO
- 2 ARMSTRONG
- 3 BRIDGESTONE
- 4 BF GOODRICH
- 5 CONTINENTAL
- 6 COOPER
- 7 DAYTON
- 8 DUNLOP
- 9 FIRESTONE
- 10 GENERAL
- 11 GOODYEAR
- 12 HANKOOK
- 13 KELLY
- 14 MICHELIN
- 15 MOTORMASTER - CDN TIRE
- 16 NOKIA
- 17 PETRO CANADA
- 18 PIRELLI
- 19 PRESIDENT
- 20 SEAR'S ROADHANDLER
- 21 SUMITOMO
- 22 TOYO
- 23 UNIROYAL
- 24 WAL-MART
- 25 YOKOHAMA
- 26 GENERIC/NO NAME
- 27 OTHER

PAGE 306 FIELD 28 (transfer)

	Number	%of Cases	Response	%of Valid	
				Number	Responses %of Cases
Valid Response	616	24.6	1	3	0.5
No Response	1589	63.6	3	43	7.0
Don't Know	295	11.8	4	41	6.7
			6	14	2.3
Total Cases	2500	100.0	7	2	0.3
			8	9	1.5
			9	41	6.7
			10	11	1.8
			11	110	17.9
			12	10	1.6
			13	5	0.8
			14	107	17.4
			15	80	13.0
			16	3	0.5
			17	1	0.2
			18	15	2.4
			19	4	0.6
			20	8	1.3
			21	2	0.3
			22	10	1.6
			23	17	2.8
			24	9	1.5
			25	15	2.4
			26	9	1.5
			27	59	9.6
			13.8 mean		

7b3) Were the tires purchased...

- 1 on sale
- 2 at the regular price or
- 3 replaced under warranty?
- 4 COMBINATION

PAGE 307 FIELD 1 (numeric)

	Number	% of Cases	Response	Number	% of Valid Responses	% of Cases
Valid Response	890	35.6	1	407	45.7	16.3
No Response	1589	63.6	2	455	51.1	18.2
Don't Know	21	0.8	3	18	2.0	0.7
			4	10	1.1	0.4
Total Cases	2500	100.0	1.6 mean			

Table 758

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - Maintenance

Tires

Base: Maintenance Survey

	OWNERSHIP			ACQUIRED		TYPE		ORIGIN		MAKE		VEHICLE AGE									
	TOTAL	OWNED	LEASED	NEW	USED	CAR	LTR	DOM	FOR	GM	FORD	CHRY	HONDA	TOYO	ASIAN	EURO	1-3	4-5	6-7	8-12	13+
Total	2500	2208	292	1143	1357	1544	956	1842	658	876	494	477	146	162	244	101	670	327	339	757	407
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of tires replaced																					
0	1586	1350	236	807	779	992	594	1165	421	569	307	293	101	107	149	60	559	192	192	404	239
	63.4%	61.1%	80.8%	70.6%	57.4%	64.2%	62.1%	63.2%	64.0%	65.0%	62.1%	61.4%	69.2%	66.0%	61.1%	59.4%	83.4%	58.7%	56.6%	53.4%	58.7%
1	72	63	9	29	43	47	25	48	24	22	14	12	7	4	7	6	17	9	7	25	14
	2.9%	2.9%	3.1%	2.5%	3.2%	3.0%	2.6%	2.6%	3.6%	2.5%	2.8%	2.5%	4.8%	2.5%	2.9%	5.9%	2.5%	2.8%	2.1%	3.3%	3.4%
2	256	245	11	72	184	155	101	203	53	94	67	42	8	11	26	8	18	36	38	108	56
	10.2%	11.1%	3.8%	6.3%	13.6%	10.0%	10.6%	11.0%	8.1%	10.7%	13.6%	8.8%	5.5%	6.8%	10.7%	7.9%	2.7%	11.0%	11.2%	14.3%	13.8%
3	12	11	1	3	9	6	6	9	3	4	4	1	-	3	-	-	1	1	-	5	5
	0.5%	0.5%	0.3%	0.3%	0.7%	0.4%	0.6%	0.5%	0.5%	0.5%	0.8%	0.2%	-	1.9%	-	-	0.1%	0.3%	-	0.7%	1.2%
4	554	520	34	227	327	331	223	403	151	180	99	125	28	35	60	27	73	88	100	207	86
	22.2%	23.6%	11.6%	19.9%	24.1%	21.4%	23.3%	21.9%	22.9%	20.5%	20.0%	26.2%	19.2%	21.6%	24.6%	26.7%	10.9%	26.9%	29.5%	27.3%	21.1%
5	2	2	-	-	2	1	1	2	-	1	-	1	-	-	-	-	-	1	-	-	1
	0.1%	0.1%	-	-	0.1%	0.1%	0.1%	0.1%	-	0.1%	-	0.2%	-	-	-	-	-	0.3%	-	-	0.2%
6	7	7	-	2	5	4	3	6	1	3	1	2	-	-	1	-	1	-	-	3	3
	0.3%	0.3%	-	0.2%	0.4%	0.3%	0.3%	0.3%	0.2%	0.3%	0.2%	0.4%	-	-	0.4%	-	0.1%	-	-	0.4%	0.7%
8	7	6	1	1	6	6	1	4	3	3	1	-	1	1	1	-	1	-	1	3	2
	0.3%	0.3%	0.3%	0.1%	0.4%	0.4%	0.1%	0.2%	0.5%	0.3%	0.2%	-	0.7%	0.6%	0.4%	-	0.1%	-	0.3%	0.4%	0.5%
10	1	1	-	-	1	-	1	1	-	-	-	1	-	-	-	-	-	-	-	-	1
	*	*	-	-	0.1%	-	0.1%	0.1%	-	-	-	0.2%	-	-	-	-	-	-	-	-	0.2%
Not Stated	3	3	-	2	1	2	1	1	2	-	1	-	1	1	-	-	-	-	1	2	-
	0.1%	0.1%	-	0.2%	0.1%	0.1%	0.1%	0.1%	0.3%	-	0.2%	-	0.7%	0.6%	-	-	-	-	0.3%	0.3%	-
Mean (inc 0)	1.18	1.26	0.61	0.97	1.36	1.15	1.23	1.18	1.18	1.13	1.16	1.31	0.99	1.14	1.28	1.29	0.54	1.35	1.45	1.49	1.31
sd	1.72	1.75	1.39	1.63	1.78	1.71	1.74	1.72	1.75	1.70	1.65	1.81	1.69	1.75	1.78	1.74	1.32	1.75	1.81	1.80	1.80
se	0.03	0.04	0.08	0.05	0.05	0.04	0.06	0.04	0.07	0.06	0.07	0.08	0.14	0.14	0.11	0.17	0.05	0.10	0.10	0.07	0.09
Mean (exc 0)	3.24	3.25	3.18	3.32	3.20	3.23	3.26	3.23	3.29	3.22	3.06	3.40	3.25	3.39	3.29	3.17	3.26	3.27	3.36	3.21	3.18
sd	1.21	1.20	1.38	1.13	1.26	1.23	1.18	1.20	1.25	1.22	1.17	1.18	1.42	1.22	1.22	1.20	1.30	1.07	1.09	1.20	1.39
se	0.04	0.04	0.18	0.06	0.05	0.05	0.06	0.05	0.08	0.07	0.09	0.09	0.21	0.17	0.13	0.19	0.12	0.09	0.09	0.06	0.11

Table 759

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - Maintenance

Tires

Base: Maintenance Survey

	TOTAL	GENDER		AGE <35	35- 44	45- 54	55+	INCOME				EDUCATION			REGION			AB/SK/ MB	BC
		Male	Female					<\$30K	\$30- \$50K	\$50- \$75K	\$75K PLUS	HS OR LESS	COL	UNIV	ATL	PQ	ON		
Total	2500 100%	1579 100%	921 100%	518 100%	674 100%	595 100%	620 100%	404 100%	609 100%	572 100%	555 100%	1047 100%	598 100%	800 100%	300 100%	625 100%	850 100%	425 100%	300 100%
Number of tires replaced																			
0	1586 63.4%	1002 63.5%	584 63.4%	316 61.0%	410 60.8%	365 61.3%	435 70.2%	244 60.4%	379 62.2%	347 60.7%	371 66.8%	638 60.9%	378 63.2%	529 66.1%	170 56.7%	393 62.9%	557 65.5%	268 63.1%	198 66.0%
1	72 2.9%	45 2.8%	27 2.9%	16 3.1%	22 3.3%	16 2.7%	17 2.7%	8 2.0%	14 2.3%	18 3.1%	22 4.0%	24 2.3%	20 3.3%	27 3.4%	9 3.0%	11 1.8%	30 3.5%	14 3.3%	8 2.7%
2	256 10.2%	159 10.1%	97 10.5%	51 9.8%	75 11.1%	66 11.1%	54 8.7%	58 14.4%	69 11.3%	58 10.1%	42 7.6%	126 12.0%	52 8.7%	74 9.3%	33 11.0%	45 7.2%	96 11.3%	55 12.9%	27 9.0%
3	12 0.5%	6 0.4%	6 0.7%	2 0.4%	4 0.6%	4 0.7%	2 0.3%	3 0.7%	3 0.5%	1 0.2%	4 0.7%	4 0.4%	4 0.7%	4 0.5%	4 1.3%	-	4 0.5%	3 0.7%	1 0.3%
4	554 22.2%	354 22.4%	200 21.7%	126 24.3%	158 23.4%	141 23.7%	110 17.7%	88 21.8%	139 22.8%	142 24.8%	113 20.4%	249 23.8%	135 22.6%	161 20.1%	79 26.3%	171 27.4%	160 18.8%	81 19.1%	63 21.0%
5	2 0.1%	2 0.1%	-	1 0.2%	1 0.1%	-	-	-	1 0.2%	-	-	1 0.1%	-	1 0.1%	-	-	-	1 0.2%	1 0.3%
6	7 0.3%	4 0.3%	3 0.3%	2 0.4%	2 0.3%	2 0.3%	1 0.2%	2 0.5%	3 0.5%	1 0.2%	1 0.2%	4 0.4%	3 0.5%	-	2 0.7%	1 0.2%	1 0.1%	2 0.5%	1 0.3%
8	7 0.3%	5 0.3%	2 0.2%	4 0.8%	1 0.1%	1 0.2%	-	1 0.2%	1 0.2%	3 0.5%	1 0.2%	-	4 0.7%	3 0.4%	2 0.7%	3 0.5%	1 0.1%	-	1 0.3%
10	1 *	1 0.1%	-	-	1 0.1%	-	-	-	-	1 0.2%	-	-	1 0.2%	-	1 0.3%	-	-	-	-
Not Stated	3 0.1%	1 0.1%	2 0.2%	-	-	-	1 0.2%	-	-	1 0.2%	1 0.2%	1 0.1%	1 0.2%	1 0.1%	-	1 0.2%	1 0.1%	1 0.2%	-
Mean (inc 0)	1.18	1.19	1.17	1.31	1.26	1.25	0.93	1.25	1.23	1.30	1.05	1.26	1.23	1.08	1.47	1.31	1.05	1.12	1.12
sd	1.72	1.74	1.70	1.83	1.75	1.73	1.56	1.71	1.73	1.82	1.66	1.71	1.82	1.67	1.91	1.83	1.60	1.63	1.72
se	0.03	0.04	0.06	0.08	0.07	0.07	0.06	0.09	0.07	0.08	0.07	0.05	0.07	0.06	0.11	0.07	0.06	0.08	0.10
Mean (exc 0)	3.24	3.27	3.20	3.35	3.22	3.23	3.14	3.16	3.25	3.33	3.19	3.22	3.36	3.19	3.39	3.53	3.04	3.04	3.29
sd	1.21	1.23	1.18	1.30	1.24	1.15	1.14	1.17	1.15	1.31	1.22	1.10	1.38	1.24	1.38	1.10	1.19	1.17	1.22
se	0.04	0.05	0.06	0.09	0.08	0.08	0.08	0.09	0.08	0.09	0.09	0.05	0.09	0.08	0.12	0.07	0.07	0.09	0.12

Table 760

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - Maintenance

Tires

Base: Maintenance Survey

	TOTAL	CDN TIRE	CAR DLR	SERVICE STN	REPAIR SHOP	DEPT/ CLUB	AUTO PARTS	OTHER	NOT STATED
Total	2500 100%	154 100%	80 100%	42 100%	455 100%	110 100%	7 100%	42 100%	21 100%
Number of tires replaced									
0	1586 63.4%	-	-	-	-	-	-	-	-
1	72 2.9%	14 9.1%	11 13.8%	2 4.8%	29 6.4%	6 5.5%	1 14.3%	4 9.5%	5 23.8%
2	256 10.2%	46 29.9%	18 22.5%	16 38.1%	127 27.9%	30 27.3%	-	13 31.0%	6 28.6%
3	12 0.5%	3 1.9%	-	-	7 1.5%	2 1.8%	-	-	-
4	554 22.2%	89 57.8%	51 63.7%	24 57.1%	277 60.9%	72 65.5%	6 85.7%	25 59.5%	10 47.6%
5	2 0.1%	-	-	-	2 0.4%	-	-	-	-
6	7 0.3%	1 0.6%	-	-	6 1.3%	-	-	-	-
8	7 0.3%	1 0.6%	-	-	6 1.3%	-	-	-	-
10	1 *	-	-	-	1 0.2%	-	-	-	-
Not Stated	3 0.1%	-	-	-	-	-	-	-	-
Mean (inc 0)	1.18	3.15	3.14	3.10	3.33	3.27	3.57	3.10	2.71
sd	1.72	1.20	1.19	1.08	1.27	1.04	1.13	1.14	1.31
se	0.03	0.10	0.13	0.17	0.06	0.10	0.43	0.18	0.29
Mean (exc 0)	3.24	3.15	3.14	3.10	3.33	3.27	3.57	3.10	2.71
sd	1.21	1.20	1.19	1.08	1.27	1.04	1.13	1.14	1.31
se	0.04	0.10	0.13	0.17	0.06	0.10	0.43	0.18	0.29

Table 761

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - Maintenance

Tires

Base: Maintenance Survey

	TOTAL	ON SALE	REG. PRICE	UNDER WARRANTY	COMBIN- ATION	NOT STATED
Total	911	407	455	18	10	21
	100%	100%	100%	100%	100%	100%

Number of tires replaced

1	72 7.9%	19 4.7%	43 9.5%	7 38.9%	-	3 14.3%
2	256 28.1%	110 27.0%	135 29.7%	3 16.7%	1 10.0%	7 33.3%
3	12 1.3%	4 1.0%	6 1.3%	-	2 20.0%	-
4	554 60.8%	263 64.6%	265 58.2%	8 44.4%	7 70.0%	11 52.4%
5	2 0.2%	1 0.2%	1 0.2%	-	-	-
6	7 0.8%	4 1.0%	3 0.7%	-	-	-
8	7 0.8%	5 1.2%	2 0.4%	-	-	-
10	1 0.1%	1 0.2%	-	-	-	-
Mean (inc 0)	3.24	3.40	3.14	2.50	3.60	2.90
sd	1.21	1.21	1.19	1.42	0.70	1.22
se	0.04	0.06	0.06	0.34	0.22	0.27
Mean (exc 0)	3.24	3.40	3.14	2.50	3.60	2.90
sd	1.21	1.21	1.19	1.42	0.70	1.22
se	0.04	0.06	0.06	0.34	0.22	0.27

Table 762

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - Maintenance

Place of Purchase: Tires

Base: Those who purchased tires

	TOTAL	OWNERSHIP		ACQUIRED		TYPE		ORIGIN		MAKE		OTHER				VEHICLE AGE					
		OWNED	LEASED	NEW	USED	CAR	LTTR	DOM	FOR	GM	FORD	CHRY	HONDA	TOYO	ASIAN	EURO	1-3	4-5	6-7	8-12	13+
Total	911	855	56	334	577	550	361	676	235	307	186	184	44	54	95	41	111	135	146	351	168
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CANADIAN TIRE	154	150	4	62	92	97	57	113	41	44	36	33	5	12	21	3	14	17	25	68	30
	16.9%	17.5%	7.1%	18.6%	15.9%	17.6%	15.8%	16.7%	17.4%	14.3%	19.4%	17.9%	11.4%	22.2%	22.1%	7.3%	12.6%	12.6%	17.1%	19.4%	17.9%
INDEPENDENT REPAIR	126	117	9	49	77	77	49	95	31	33	31	31	5	7	14	5	17	19	20	50	20
	13.8%	13.7%	16.1%	14.7%	13.3%	14.0%	13.6%	14.1%	13.2%	10.7%	16.7%	16.8%	11.4%	13.0%	14.7%	12.2%	15.3%	14.1%	13.7%	14.2%	11.9%
NEW CAR DEALERS	80	69	11	51	29	48	32	50	30	23	8	20	8	6	11	4	30	11	16	18	5
	8.8%	8.1%	19.6%	15.3%	5.0%	8.7%	8.9%	7.4%	12.8%	7.5%	4.3%	10.9%	18.2%	11.1%	11.6%	9.8%	27.0%	8.1%	11.0%	5.1%	3.0%
Chrysler	20	17	3	15	5	6	14	20	-	1	2	17	-	-	-	-	7	3	6	2	2
	2.2%	2.0%	5.4%	4.5%	0.9%	1.1%	3.9%	3.0%	-	0.3%	1.1%	9.2%	-	-	-	-	6.3%	2.2%	4.1%	0.6%	1.2%
Ford	8	5	3	3	5	3	5	8	-	1	5	2	-	-	-	-	3	1	1	2	1
	0.9%	0.6%	5.4%	0.9%	0.9%	0.5%	1.4%	1.2%	-	0.3%	2.7%	1.1%	-	-	-	-	2.7%	0.7%	0.7%	0.6%	0.6%
GM	19	18	1	9	10	12	7	18	1	19	-	-	-	-	-	-	5	4	4	6	-
	2.1%	2.1%	1.8%	2.7%	1.7%	2.2%	1.9%	2.7%	0.4%	6.2%	-	-	-	-	-	-	4.5%	3.0%	2.7%	1.7%	-
Honda/Acura	7	6	1	7	-	7	-	-	-	-	-	-	7	-	-	-	5	-	-	2	-
	0.8%	0.7%	1.8%	2.1%	-	1.3%	-	-	-	-	-	-	15.9%	-	-	-	4.5%	-	-	0.6%	-
Nissan/Infiniti	4	4	-	2	2	3	1	-	4	-	-	-	-	-	4	-	-	-	2	-	2
	0.4%	0.5%	-	0.6%	0.3%	0.5%	0.3%	-	1.7%	-	-	-	-	-	4.2%	-	-	-	1.4%	-	1.2%
Toyota/Lexus	5	4	1	2	3	4	1	-	5	-	-	-	-	5	-	-	2	-	1	2	-
	0.5%	0.5%	1.8%	0.6%	0.5%	0.7%	0.3%	-	2.1%	-	-	-	-	9.3%	-	-	1.8%	-	0.7%	0.6%	-
Other - Euro	6	5	1	5	1	4	2	-	6	-	-	-	-	-	3	3	3	1	-	2	-
	0.7%	0.6%	1.8%	1.5%	0.2%	0.7%	0.6%	-	2.6%	-	-	-	-	-	3.2%	7.3%	2.7%	0.7%	-	0.6%	-
Other - Asian	5	5	-	4	1	5	-	-	5	-	-	-	1	-	4	-	2	2	1	-	-
	0.5%	0.6%	-	1.2%	0.2%	0.9%	-	-	2.1%	-	-	-	2.3%	-	4.2%	-	1.8%	1.5%	0.7%	-	-
Not stated	6	5	1	4	2	4	2	4	2	2	1	1	-	1	-	1	3	-	1	2	-
	0.7%	0.6%	1.8%	1.2%	0.3%	0.7%	0.6%	0.6%	0.9%	0.7%	0.5%	0.5%	-	1.9%	-	2.4%	2.7%	-	0.7%	0.6%	-
SERVICE STATIONS	42	40	2	11	31	28	14	32	10	14	9	9	1	4	2	3	1	6	7	16	12
	4.6%	4.7%	3.6%	3.3%	5.4%	5.1%	3.9%	4.7%	4.3%	4.6%	4.8%	4.9%	2.3%	7.4%	2.1%	7.3%	0.9%	4.4%	4.8%	4.6%	7.1%
Esso/Imperial	6	6	-	1	5	4	2	4	2	-	1	3	-	2	-	-	-	2	1	1	2
	0.7%	0.7%	-	0.3%	0.9%	0.7%	0.6%	0.6%	0.9%	-	0.5%	1.6%	-	3.7%	-	-	-	1.5%	0.7%	0.3%	1.2%
Petro Can	5	4	1	1	4	3	2	4	1	3	1	-	1	-	-	-	-	-	1	3	1
	0.5%	0.5%	1.8%	0.3%	0.7%	0.5%	0.6%	0.6%	0.4%	1.0%	0.5%	-	2.3%	-	-	-	-	-	0.7%	0.9%	0.6%
Shell	8	8	-	4	4	4	4	6	2	4	1	1	-	-	1	1	-	1	-	5	2
	0.9%	0.9%	-	1.2%	0.7%	0.7%	1.1%	0.9%	0.9%	1.3%	0.5%	0.5%	-	-	1.1%	2.4%	-	0.7%	-	1.4%	1.2%
Co-Op	2	2	-	-	2	1	1	2	-	2	-	-	-	-	-	-	-	-	-	-	2
	0.2%	0.2%	-	-	0.3%	0.2%	0.3%	0.3%	-	0.7%	-	-	-	-	-	-	-	-	-	-	1.2%
Husky	2	2	-	-	2	-	2	2	-	1	-	1	-	-	-	-	-	-	1	1	-
	0.2%	0.2%	-	-	0.3%	-	0.6%	0.3%	-	0.3%	-	0.5%	-	-	-	-	-	-	0.7%	0.3%	-
Irving	4	4	-	1	3	4	-	4	-	2	-	2	-	-	-	-	-	1	-	3	-
	0.4%	0.5%	-	0.3%	0.5%	0.7%	-	0.6%	-	0.7%	-	1.1%	-	-	-	-	-	0.7%	-	0.9%	-
Sunoco	1	1	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1
	0.1%	0.1%	-	-	0.2%	0.2%	-	0.1%	-	0.3%	-	-	-	-	-	-	-	-	-	-	0.6%
Utlramar	2	2	-	-	2	2	-	2	-	-	1	1	-	-	-	-	-	1	1	-	-
	0.2%	0.2%	-	-	0.3%	0.4%	-	0.3%	-	-	0.5%	0.5%	-	-	-	-	-	0.7%	0.7%	-	-
Other	7	7	-	1	6	5	2	4	3	1	3	-	-	1	1	1	-	-	2	1	4
	0.8%	0.8%	-	0.3%	1.0%	0.9%	0.6%	0.6%	1.3%	0.3%	1.6%	-	-	1.9%	1.1%	2.4%	-	-	1.4%	0.3%	2.4%
Not stated	5	4	1	3	2	4	1	3	2	-	2	1	-	1	-	1	1	1	1	2	-
	0.5%	0.5%	1.8%	0.9%	0.3%	0.7%	0.3%	0.4%	0.9%	-	1.1%	0.5%	-	1.9%	-	2.4%	0.9%	0.7%	0.7%	0.6%	-

(continued)

Table 762

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - Maintenance

Place of Purchase: Tires

Base: Those who purchased tires

	TOTAL	OWNERSHIP		ACQUIRED		TYPE		ORIGIN		MAKE						VEHICLE AGE					
		OWNED	LEASED	NEW	USED	CAR	LTRR	DOM	FOR	GM	FORD	CHRY	HONDA	TOYO	OTHER ASIAN	EURO	1-3	4-5	6-7	8-12	13+
Total	911	855	56	334	577	550	361	676	235	307	186	184	44	54	95	41	111	135	146	351	168
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MUFFLER/BRAKE SPEC	5	5	-	3	2	2	3	4	1	2	1	1	-	1	-	-	2	1	1	1	-
	0.5%	0.6%	-	0.9%	0.3%	0.4%	0.8%	0.6%	0.4%	0.7%	0.5%	0.5%	-	1.9%	-	-	1.8%	0.7%	0.7%	0.3%	-
Other	5	5	-	3	2	2	3	4	1	2	1	1	-	1	-	-	2	1	1	1	-
	0.5%	0.6%	-	0.9%	0.3%	0.4%	0.8%	0.6%	0.4%	0.7%	0.5%	0.5%	-	1.9%	-	-	1.8%	0.7%	0.7%	0.3%	-
TIRE STORES	324	301	23	105	219	178	146	250	74	132	64	54	14	17	27	16	39	54	52	121	58
	35.6%	35.2%	41.1%	31.4%	38.0%	32.4%	40.4%	37.0%	31.5%	43.0%	34.4%	29.3%	31.8%	31.5%	28.4%	39.0%	35.1%	40.0%	35.6%	34.5%	34.5%
Goodyear	46	44	2	18	28	35	11	35	11	17	9	9	4	2	4	1	5	12	9	14	6
	5.0%	5.1%	3.6%	5.4%	4.9%	6.4%	3.0%	5.2%	4.7%	5.5%	4.8%	4.9%	9.1%	3.7%	4.2%	2.4%	4.5%	8.9%	6.2%	4.0%	3.6%
Firestone	12	12	-	4	8	6	6	11	1	5	4	2	-	1	-	-	2	1	1	7	1
	1.3%	1.4%	-	1.2%	1.4%	1.1%	1.7%	1.6%	0.4%	1.6%	2.2%	1.1%	-	1.9%	-	-	1.8%	0.7%	0.7%	2.0%	0.6%
Green & Ross	5	5	-	1	4	-	5	5	-	1	2	2	-	-	-	-	-	1	-	3	1
	0.5%	0.6%	-	0.3%	0.7%	-	1.4%	0.7%	-	0.3%	1.1%	1.1%	-	-	-	-	-	0.7%	-	0.9%	0.6%
Other	240	221	19	76	164	125	115	187	53	102	47	38	9	12	20	12	31	37	41	84	47
	26.3%	25.8%	33.9%	22.8%	28.4%	22.7%	31.9%	27.7%	22.6%	33.2%	25.3%	20.7%	20.5%	22.2%	21.1%	29.3%	27.9%	27.4%	28.1%	23.9%	28.0%
Not Stated	21	19	2	6	15	12	9	12	9	7	2	3	1	2	3	3	1	3	1	13	3
	2.3%	2.2%	3.6%	1.8%	2.6%	2.2%	2.5%	1.8%	3.8%	2.3%	1.1%	1.6%	2.3%	3.7%	3.2%	7.3%	0.9%	2.2%	0.7%	3.7%	1.8%
DEPARTMENT STORES	89	85	4	36	53	63	26	66	23	34	17	15	4	4	10	5	4	13	17	35	20
	9.8%	9.9%	7.1%	10.8%	9.2%	11.5%	7.2%	9.8%	9.8%	11.1%	9.1%	8.2%	9.1%	7.4%	10.5%	12.2%	3.6%	9.6%	11.6%	10.0%	11.9%
Sears	53	49	4	25	28	35	18	42	11	21	11	10	1	2	4	4	2	8	11	20	12
	5.8%	5.7%	7.1%	7.5%	4.9%	6.4%	5.0%	6.2%	4.7%	6.8%	5.9%	5.4%	2.3%	3.7%	4.2%	9.8%	1.8%	5.9%	7.5%	5.7%	7.1%
Wal-Mart	33	33	-	10	23	26	7	22	11	11	6	5	2	2	6	1	2	4	5	14	8
	3.6%	3.9%	-	3.0%	4.0%	4.7%	1.9%	3.3%	4.7%	3.6%	3.2%	2.7%	4.5%	3.7%	6.3%	2.4%	1.8%	3.0%	3.4%	4.0%	4.8%
Zellers	2	2	-	-	2	1	1	1	1	1	-	-	1	-	-	-	-	1	-	1	-
	0.2%	0.2%	-	-	0.3%	0.2%	0.3%	0.1%	0.4%	0.3%	-	-	2.3%	-	-	-	-	0.7%	-	0.3%	-
Others	1	1	-	1	-	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-
	0.1%	0.1%	-	0.3%	-	0.2%	-	0.1%	-	0.3%	-	-	-	-	-	-	-	-	0.7%	-	-
WAREHOUSE CLUB	21	20	1	5	16	11	10	17	4	7	7	3	-	1	3	-	-	5	2	14	-
	2.3%	2.3%	1.8%	1.5%	2.8%	2.0%	2.8%	2.5%	1.7%	2.3%	3.8%	1.6%	-	1.9%	3.2%	-	-	3.7%	1.4%	4.0%	-
Costco/Price Club	19	18	1	5	14	9	10	15	4	5	7	3	-	1	3	-	-	5	2	12	-
	2.1%	2.1%	1.8%	1.5%	2.4%	1.6%	2.8%	2.2%	1.7%	1.6%	3.8%	1.6%	-	1.9%	3.2%	-	-	3.7%	1.4%	3.4%	-
Other	1	1	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-
	0.1%	0.1%	-	-	0.2%	0.2%	-	0.1%	-	0.3%	-	-	-	-	-	-	-	-	-	0.3%	-
Not stated	1	1	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-
	0.1%	0.1%	-	-	0.2%	0.2%	-	0.1%	-	0.3%	-	-	-	-	-	-	-	-	-	0.3%	-
OTHER	70	68	2	12	58	46	24	49	21	18	13	18	7	2	7	5	4	9	6	28	23
	7.7%	8.0%	3.6%	3.6%	10.1%	8.4%	6.6%	7.2%	8.9%	5.9%	7.0%	9.8%	15.9%	3.7%	7.4%	12.2%	3.6%	6.7%	4.1%	8.0%	13.7%
Auto Parts store	7	7	-	2	5	4	3	7	-	2	1	4	-	-	-	-	1	1	1	3	1

Table 763

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - Maintenance

Place of Purchase: Tires

Base: Those who purchased tires

	TOTAL	GENDER		AGE				INCOME				EDUCATION			REGION				
		Male	Female	<35	35-44	45-54	55+	<\$30K	\$30-\$50K	\$50-\$75K	\$75K PLUS	HS OR LESS	COL	UNIV	ATL	PQ	ON	AB/SK/MB	BC
Total	911	576	335	202	264	230	184	160	230	224	183	408	219	270	130	231	292	156	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CANADIAN TIRE	154	96	58	35	45	38	31	31	42	37	28	70	32	50	26	34	56	25	13
	16.9%	16.7%	17.3%	17.3%	17.0%	16.5%	16.8%	19.4%	18.3%	16.5%	15.3%	17.2%	14.6%	18.5%	20.0%	14.7%	19.2%	16.0%	12.7%
INDEPENDENT REPAIR	126	74	52	30	30	38	23	22	27	36	27	46	29	47	16	44	46	10	10
	13.8%	12.8%	15.5%	14.9%	11.4%	16.5%	12.5%	13.8%	11.7%	16.1%	14.8%	11.3%	13.2%	17.4%	12.3%	19.0%	15.8%	6.4%	9.8%
NEW CAR DEALERS	80	39	41	15	20	19	22	9	17	20	18	34	15	29	11	29	25	7	8
	8.8%	6.8%	12.2%	7.4%	7.6%	8.3%	12.0%	5.6%	7.4%	8.9%	9.8%	8.3%	6.8%	10.7%	8.5%	12.6%	8.6%	4.5%	7.8%
Chrysler	20	10	10	4	5	6	4	3	4	4	5	12	2	6	4	5	7	1	3
	2.2%	1.7%	3.0%	2.0%	1.9%	2.6%	2.2%	1.9%	1.7%	1.8%	2.7%	2.9%	0.9%	2.2%	3.1%	2.2%	2.4%	0.6%	2.9%
Ford	8	3	5	2	3	2	1	-	1	4	3	1	4	3	1	2	5	-	-
	0.9%	0.5%	1.5%	1.0%	1.1%	0.9%	0.5%	-	0.4%	1.8%	1.6%	0.2%	1.8%	1.1%	0.8%	0.9%	1.7%	-	-
GM	19	10	9	4	4	6	5	4	4	6	1	8	4	6	2	7	4	4	2
	2.1%	1.7%	2.7%	2.0%	1.5%	2.6%	2.7%	2.5%	1.7%	2.7%	0.5%	2.0%	1.8%	2.2%	1.5%	3.0%	1.4%	2.6%	2.0%
Honda/Acura	7	2	5	3	-	2	1	-	-	2	4	1	1	5	-	4	3	-	-
	0.8%	0.3%	1.5%	1.5%	-	0.9%	0.5%	-	-	0.9%	2.2%	0.2%	0.5%	1.9%	-	1.7%	1.0%	-	-
Nissan/Infiniti	4	2	2	-	1	-	3	-	2	1	-	4	-	-	1	2	-	-	1
	0.4%	0.3%	0.6%	-	0.4%	-	1.6%	-	0.9%	0.4%	-	1.0%	-	-	0.8%	0.9%	-	-	1.0%
Toyota/Lexus	5	2	3	-	1	1	2	-	1	-	2	2	1	2	-	2	3	-	-
	0.5%	0.3%	0.9%	-	0.4%	0.4%	1.1%	-	0.4%	-	1.1%	0.5%	0.5%	0.7%	-	0.9%	1.0%	-	-
Other - Euro	6	3	3	1	4	-	1	1	2	-	2	2	1	3	2	1	1	1	1
	0.7%	0.5%	0.9%	0.5%	1.5%	-	0.5%	0.6%	0.9%	-	1.1%	0.5%	0.5%	1.1%	1.5%	0.4%	0.3%	0.6%	1.0%
Other - Asian	5	4	1	1	-	1	2	-	2	-	1	1	1	2	-	4	1	-	-
	0.5%	0.7%	0.3%	0.5%	-	0.4%	1.1%	-	0.9%	-	0.5%	0.2%	0.5%	0.7%	-	1.7%	0.3%	-	-
Not stated	6	3	3	-	2	1	3	1	1	3	-	3	1	2	1	2	1	1	1
	0.7%	0.5%	0.9%	-	0.8%	0.4%	1.6%	0.6%	0.4%	1.3%	-	0.7%	0.5%	0.7%	0.8%	0.9%	0.3%	0.6%	1.0%
SERVICE STATIONS	42	23	19	5	20	10	6	6	10	11	11	19	12	10	9	8	12	10	3
	4.6%	4.0%	5.7%	2.5%	7.6%	4.3%	3.3%	3.7%	4.3%	4.9%	6.0%	4.7%	5.5%	3.7%	6.9%	3.5%	4.1%	6.4%	2.9%
Esso/Imperial	6	2	4	1	2	1	2	1	-	2	1	3	2	1	1	-	2	3	-
	0.7%	0.3%	1.2%	0.5%	0.8%	0.4%	1.1%	0.6%	-	0.9%	0.5%	0.7%	0.9%	0.4%	0.8%	-	0.7%	1.9%	-
Petro Can	5	4	1	1	3	1	-	-	-	2	3	2	2	1	-	1	1	1	2
	0.5%	0.7%	0.3%	0.5%	1.1%	0.4%	-	-	-	0.9%	1.6%	0.5%	0.9%	0.4%	-	0.4%	0.3%	0.6%	2.0%
Shell	8	5	3	1	4	1	1	-	1	2	3	1	4	2	2	3	2	1	-
	0.9%	0.9%	0.9%	0.5%	1.5%	0.4%	0.5%	-	0.4%	0.9%	1.6%	0.2%	1.8%	0.7%	1.5%	1.3%	0.7%	0.6%	-
Co-Op	2	1	1	-	2	-	-	-	2	-	-	1	-	1	-	-	-	2	-
	0.2%	0.2%	0.3%	-	0.8%	-	-	-	0.9%	-	-	0.2%	-	0.4%	-	-	-	1.3%	-
Husky	2	2	-	-	2	-	-	-	-	1	1	1	1	-	-	-	-	2	-
	0.2%	0.3%	-	-	0.8%	-	-	-	-	0.4%	0.5%	0.2%	0.5%	-	-	-	-	1.3%	-
Irving	4	3	1	-	2	2	-	-	3	1	-	4	-	-	4	-	-	-	-
	0.4%	0.5%	0.3%	-	0.8%	0.9%	-	-	1.3%	0.4%	-	1.0%	-	-	3.1%	-	-	-	-
Sunoco	1	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-	1	-	-
	0.1%	-	0.3%	-	-	0.4%	-	-	-	0.4%	-	0.2%	-	-	-	-	0.3%	-	-
Ultramar	2	1	1	1	-	1	-	1	1	-	-	1	1	-	1	-	1	-	-
	0.2%	0.2%	0.3%	0.5%	-	0.4%	-	0.6%	0.4%	-	-	0.2%	0.5%	-	0.8%	-	0.3%	-	-
Other	7	2	5	1	3	2	1	2	1	1	3	2	2	3	-	3	2	1	1
	0.8%	0.3%	1.5%	0.5%	1.1%	0.9%	0.5%	1.2%	0.4%	0.4%	1.6%	0.5%	0.9%	1.1%	-	1.3%	0.7%	0.6%	1.0%
Not stated	5	3	2	-	2	1	2	2	2	1	-	3	-	2	1	1	3	-	-
	0.5%	0.5%	0.6%	-	0.8%	0.4%	1.1%	1.2%	0.9%	0.4%	-	0.7%	-	0.7%	0.8%	0.4%	1.0%	-	-

(continued)

Table 763

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - MaintenancePlace of Purchase: Tires
Base: Those who purchased tires

	TOTAL	GENDER		AGE <35	35- 44	45- 54	55+	INCOME				EDUCATION			REGION				
		Male	Female					<\$30K	\$30- \$50K	\$50- \$75K	\$75K PLUS	HS OR LESS	COL	UNIV	ATL	PQ	ON	AB/SK/ MB	BC
Total	911	576	335	202	264	230	184	160	230	224	183	408	219	270	130	231	292	156	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MUFFLER/BRAKE	5	5	-	1	1	1	1	-	-	2	-	2	1	2	1	1	2	1	-
Other	5	5	-	1	1	1	1	-	-	2	-	2	1	2	1	1	2	1	-
TIRE STORES	324	218	106	75	94	81	65	59	84	80	65	155	82	86	37	70	100	68	49
Goodyear	35.6%	37.8%	31.6%	37.1%	35.6%	35.2%	35.3%	36.9%	36.5%	35.7%	35.5%	38.0%	37.4%	31.9%	28.5%	30.3%	34.2%	43.6%	48.0%
Firestone	46	33	13	9	17	11	8	6	11	15	10	25	9	12	6	11	17	9	3
Green & Ross	5.0%	5.7%	3.9%	4.5%	6.4%	4.8%	4.3%	3.7%	4.8%	6.7%	5.5%	6.1%	4.1%	4.4%	4.6%	4.8%	5.8%	5.8%	2.9%
Other	12	8	4	4	3	3	2	2	2	6	1	5	3	4	-	3	7	1	1
Not Stated	1.3%	1.4%	1.2%	2.0%	1.1%	1.3%	1.1%	1.2%	0.9%	2.7%	0.5%	1.2%	1.4%	1.5%	-	1.3%	2.4%	0.6%	1.0%
	5	5	-	-	3	-	1	-	-	1	2	4	1	-	-	-	5	-	-
	0.5%	0.9%	-	-	1.1%	-	0.5%	-	-	0.4%	1.1%	1.0%	0.5%	-	-	-	1.7%	-	-
Other	240	159	81	55	65	63	51	46	67	51	50	115	58	66	30	46	67	58	39
Not Stated	26.3%	27.6%	24.2%	27.2%	24.6%	27.4%	27.7%	28.7%	29.1%	22.8%	27.3%	28.2%	26.5%	24.4%	23.1%	19.9%	22.9%	37.2%	38.2%
	21	13	8	7	6	4	3	5	4	7	2	6	11	4	1	10	4	-	6
	2.3%	2.3%	2.4%	3.5%	2.3%	1.7%	1.6%	3.1%	1.7%	3.1%	1.1%	1.5%	5.0%	1.5%	0.8%	4.3%	1.4%	-	5.9%
DEPARTMENT STORES	89	59	30	13	25	24	25	16	30	24	11	39	23	25	14	24	21	25	5
Sears	9.8%	10.2%	9.0%	6.4%	9.5%	10.4%	13.6%	10.0%	13.0%	10.7%	6.0%	9.6%	10.5%	9.3%	10.8%	10.4%	7.2%	16.0%	4.9%
Wal-Mart	53	34	19	6	15	12	20	10	17	16	5	23	16	14	6	14	13	15	5
Zellers	5.8%	5.9%	5.7%	3.0%	5.7%	5.2%	10.9%	6.3%	7.4%	7.1%	2.7%	5.6%	7.3%	5.2%	4.6%	6.1%	4.5%	9.6%	4.9%
Others	33	22	11	7	9	11	5	6	11	8	6	16	7	9	7	10	7	9	-
	3.6%	3.8%	3.3%	3.5%	3.4%	4.8%	2.7%	3.7%	4.8%	3.6%	3.3%	3.9%	3.2%	3.3%	5.4%	4.3%	2.4%	5.8%	-
	2	2	-	-	-	1	-	-	1	-	-	-	-	1	-	-	1	1	-
	0.2%	0.3%	-	-	-	0.4%	-	-	0.4%	-	-	-	-	0.4%	-	-	0.3%	0.6%	-
WAREHOUSE CLUB	1	1	-	-	1	-	-	-	1	-	-	-	-	1	1	-	-	-	-
Costco/Price Club	0.1%	0.2%	-	-	0.4%	-	-	-	0.4%	-	-	-	-	0.4%	0.8%	-	-	-	-
Other	21	15	6	3	6	7	4	2	3	1	11	7	3	10	3	2	6	3	7
Not stated	2.3%	2.6%	1.8%	1.5%	2.3%	3.0%	2.2%	1.2%	1.3%	0.4%	6.0%	1.7%	1.4%	3.7%	2.3%	0.9%	2.1%	1.9%	6.9%
	19	13	6	2	6	7	3	1	3	1	11	5	3	10	2	2	6	2	7
	2.1%	2.3%	1.8%	1.0%	2.3%	3.0%	1.6%	0.6%	1.3%	0.4%	6.0%	1.2%	1.4%	3.7%	1.5%	0.9%	2.1%	1.3%	6.9%
	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-
	0.1%	0.2%	-	-	-	-	0.5%	-	-	-	-	0.2%	-	-	-	-	-	0.6%	-
OTHER	1	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-
Auto Parts store	0.1%	0.2%	-	0.5%	-	-	-	0.6%	-	-	-	0.2%	-	-	0.8%	-	-	-	-
Junkyard/Wrecker	70	47	23	25	23	12	7	15	17	13	12	36	22	11	13	19	24	7	7
X-border shopping	7.7%	8.2%	6.9%	12.4%	8.7%	5.2%	3.8%	9.4%	7.4%	5.8%	6.6%	8.8%	10.0%	4.1%	10.0%	8.2%	8.2%	4.5%	6.9%
Work done in US	7	5	2	2	2	2	-	-	4	2	-	5	2	-	-	3	3	1	-
TV/friend/other	0.8%	0.9%	0.6%	1.0%	0.8%	0.9%	-	-	1.7%	0.9%	-	1.2%	0.9%	-	-	1.3%	1.0%	0.6%	-
Not stated	12	11	1	2	5	2	3	2	5	1	1	6	5	1	4	1	6	-	1
	1.3%	1.9%	0.3%	1.0%	1.9%	0.9%	1.6%	1.2%	2.2%	0.4%	0.5%	1.5%	2.3%	0.4%	3.1%	0.4%	2.1%	-	1.0%
	3	1	2	1	1	-	1	1	-	-	2	-	2	1	-	-	2	-	1
	0.3%	0.2%	0.6%	0.5%	0.4%	-	0.5%	0.6%	-	-	1.1%	-	0.9%	0.4%	-	-	0.7%	-	1.0%
	1	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	0.1%	0.2%	-	0.5%	-	-	-	-	-	0.4%	-	-	-	0.4%	-	-	-	0.6%	-
	26	16	10	9	8	6	2	10	5	4	3	15	7	4	3	8	7	4	4
	2.9%	2.8%	3.0%	4.5%	3.0%	2.6%	1.1%	6.3%	2.2%	1.8%	1.6%	3.7%	3.2%	1.5%	2.3%	3.5%	2.4%	2.6%	3.9%
	21	13	8	10	7	2	1	2	3	5	6	10	6	4	6	7	6	1	1
	2.3%	2.3%	2.4%	5.0%	2.7%	0.9%	0.5%	1.2%	1.3%	2.2%	3.3%	2.5%	2.7%	1.5%	4.6%	3.0%	2.1%	0.6%	1.0%

Table 764

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - MaintenanceBrand of Tires Purchased
Base: Those who purchased tires

	TOTAL	OWNERSHIP		ACQUIRED		TYPE CAR	LTTTR	ORIGIN		MAKE GM	FORD	CHRY	HONDA	TOYO	OTHER ASIAN	EURO	VEHICLE AGE				
		OWNED	LEASED	NEW	USED			DOM	FOR								1-3	4-5	6-7	8-12	13+
Total	911	855	56	334	577	550	361	676	235	307	186	184	44	54	95	41	111	135	146	351	168
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ATLAS / ESSO	3	3	-	-	3	3	-	3	-	1	1	1	-	-	-	-	1	-	-	1	1
	0.3%	0.4%			0.5%	0.5%		0.4%		0.3%	0.5%	0.5%					0.9%			0.3%	0.6%
BRIDGESTONE	43	39	4	16	27	22	21	30	13	18	9	3	5	2	6	-	5	6	8	13	11
	4.7%	4.6%	7.1%	4.8%	4.7%	4.0%	5.8%	4.4%	5.5%	5.9%	4.8%	1.6%	11.4%	3.7%	6.3%		4.5%	4.4%	5.5%	3.7%	6.5%
BF GOODRICH	41	37	4	13	28	14	27	37	4	19	9	9	2	2	-	-	10	5	-	13	13
	4.5%	4.3%	7.1%	3.9%	4.9%	2.5%	7.5%	5.5%	1.7%	6.2%	4.8%	4.9%	4.5%	3.7%			9.0%	3.7%		3.7%	7.7%
COOPER	14	14	-	5	9	10	4	11	3	4	4	3	-	-	-	3	1	3	2	7	1
	1.5%	1.6%		1.5%	1.6%	1.8%	1.1%	1.6%	1.3%	1.3%	2.2%	1.6%				7.3%	0.9%	2.2%	1.4%	2.0%	0.6%
DAYTON	2	2	-	1	1	2	-	2	-	1	1	-	-	-	-	-	-	1	-	1	-
	0.2%	0.2%		0.3%	0.2%	0.4%		0.3%		0.3%	0.5%							0.7%		0.3%	
DUNLOP	9	9	-	4	5	5	4	6	3	2	3	1	-	-	2	1	1	2	1	4	1
	1.0%	1.1%		1.2%	0.9%	0.9%	1.1%	0.9%	1.3%	0.7%	1.6%	0.5%			2.1%	2.4%	0.9%	1.5%	0.7%	1.1%	0.6%
FIRESTONE	41	36	5	17	24	21	20	33	8	12	9	12	2	1	5	-	6	6	6	19	4
	4.5%	4.2%	8.9%	5.1%	4.2%	3.8%	5.5%	4.9%	3.4%	3.9%	4.8%	6.5%	4.5%	1.9%	5.3%		5.4%	4.4%	4.1%	5.4%	2.4%
GENERAL	11	10	1	5	6	5	6	11	-	7	2	2	-	-	-	-	-	3	1	4	3
	1.2%	1.2%	1.8%	1.5%	1.0%	0.9%	1.7%	1.6%		2.3%	1.1%	1.1%						2.2%	0.7%	1.1%	1.8%
GOODYEAR	110	101	9	47	63	69	41	88	22	34	24	30	6	4	8	4	15	26	20	39	10
	12.1%	11.8%	16.1%	14.1%	10.9%	12.5%	11.4%	13.0%	9.4%	11.1%	12.9%	16.3%	13.6%	7.4%	8.4%	9.8%	13.5%	19.3%	13.7%	11.1%	6.0%
HANKOOK	10	9	1	2	8	4	6	8	2	6	1	1	-	2	-	-	1	-	1	4	4
	1.1%	1.1%	1.8%	0.6%	1.4%	0.7%	1.7%	1.2%	0.9%	2.0%	0.5%	0.5%		3.7%			0.9%		0.7%	1.1%	2.4%
KELLY	5	5	-	1	4	3	2	4	1	2	2	-	1	-	-	-	-	1	2	2	-
	0.5%	0.6%		0.3%	0.7%	0.5%	0.6%	0.6%	0.4%	0.7%	1.1%		2.3%					0.7%	1.4%	0.6%	
MICHELIN	107	100	7	40	67	64	43	77	30	33	23	21	5	11	8	6	14	15	27	34	17
	11.7%	11.7%	12.5%	12.0%	11.6%	11.6%	11.9%	11.4%	12.8%	10.7%	12.4%	11.4%	11.4%	20.4%	8.4%	14.6%	12.6%	11.1%	18.5%	9.7%	10.1%
MOTOMASTER	80	78	2	29	51	46	34	66	14	27	20	19	1	3	7	3	4	8	10	40	18
	8.8%	9.1%	3.6%	8.7%	8.8%	8.4%	9.4%	9.8%	6.0%	8.8%	10.8%	10.3%	2.3%	5.6%	7.4%	7.3%	3.6%	5.9%	6.8%	11.4%	10.7%
NOKIA	3	2	1	3	-	2	1	1	2	-	-	1	-	1	-	1	2	1	-	-	-
	0.3%	0.2%	1.8%	0.9%		0.4%	0.3%	0.1%	0.9%			0.5%		1.9%		2.4%	1.8%	0.7%			

(continued)

Table 764

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - Maintenance

Brand of Tires Purchased

Base: Those who purchased tires

	TOTAL	OWNERSHIP		ACQUIRED		TYPE		ORIGIN		MAKE		CHRY	HONDA	TOYO	OTHER	EURO	VEHICLE AGE				
		OWNED	LEASED	NEW	USED	CAR	LTTR	DOM	FOR	GM	FORD						ASIAN	1-3	4-5	6-7	8-12
Total	911	855	56	334	577	550	361	676	235	307	186	184	44	54	95	41	111	135	146	351	168
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
PETRO CANADA	1	1	-	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1
	0.1%	0.1%			0.2%		0.3%	0.1%		0.3%											0.6%
PIRELLI	15	15	-	4	11	14	1	4	11	3	-	1	-	2	3	6	1	4	2	7	1
	1.6%	1.8%		1.2%	1.9%	2.5%	0.3%	0.6%	4.7%	1.0%		0.5%		3.7%	3.2%	14.6%	0.9%	3.0%	1.4%	2.0%	0.6%
PRESIDENT	4	4	-	1	3	3	1	2	2	2	-	-	-	1	1	-	1	-	2	-	1
	0.4%	0.5%		0.3%	0.5%	0.5%	0.3%	0.3%	0.9%	0.7%				1.9%	1.1%		0.9%		1.4%		0.6%
SEAR'S ROADHANDLER	8	7	1	4	4	5	3	8	-	3	3	2	-	-	-	-	1	1	1	3	2
	0.9%	0.8%	1.8%	1.2%	0.7%	0.9%	0.8%	1.2%		1.0%	1.6%	1.1%					0.9%	0.7%	0.7%	0.9%	1.2%
SUMITOMO	2	2	-	-	2	1	1	1	1	1	-	-	-	-	1	-	-	-	-	2	-
	0.2%	0.2%			0.3%	0.2%	0.3%	0.1%	0.4%	0.3%					1.1%					0.6%	
TOYO	10	9	1	5	5	5	5	4	6	1	-	3	3	2	1	-	4	-	2	3	1
	1.1%	1.1%	1.8%	1.5%	0.9%	0.9%	1.4%	0.6%	2.6%	0.3%		1.6%	6.8%	3.7%	1.1%		3.6%		1.4%	0.9%	0.6%
UNIROYAL	17	16	1	4	13	8	9	14	3	8	2	4	-	-	2	1	4	2	3	6	2
	1.9%	1.9%	1.8%	1.2%	2.3%	1.5%	2.5%	2.1%	1.3%	2.6%	1.1%	2.2%			2.1%	2.4%	3.6%	1.5%	2.1%	1.7%	1.2%
WAL-MART	9	9	-	3	6	8	1	4	5	3	1	-	1	2	1	1	-	-	1	6	2
	1.0%	1.1%		0.9%	1.0%	1.5%	0.3%	0.6%	2.1%	1.0%	0.5%		2.3%	3.7%	1.1%	2.4%			0.7%	1.7%	1.2%
YOKOHAMA	15	14	1	6	9	8	7	11	4	5	5	1	2	-	2	-	3	3	3	4	2
	1.6%	1.6%	1.8%	1.8%	1.6%	1.5%	1.9%	1.6%	1.7%	1.6%	2.7%	0.5%	4.5%		2.1%		2.7%	2.2%	2.1%	1.1%	1.2%
Generic	9	8	1	5	4	5	4	6	3	2	-	4	-	1	-	2	2	1	2	2	2
	1.0%	0.9%	1.8%	1.5%	0.7%	0.9%	1.1%	0.9%	1.3%	0.7%		2.2%		1.9%		4.9%	1.8%	0.7%	1.4%	0.6%	1.2%
Other	59	54	5	19	40	31	28	43	16	15	11	17	3	3	8	2	8	8	8	24	11
	6.5%	6.3%	8.9%	5.7%	6.9%	5.6%	7.8%	6.4%	6.8%	4.9%	5.9%	9.2%	6.8%	5.6%	8.4%	4.9%	7.2%	5.9%	5.5%	6.8%	6.5%
Not stated	295	282	13	105	190	194	101	212	83	102	57	54	13	17	41	11	28	40	46	119	62
	32.4%	33.0%	23.2%	31.4%	32.9%	35.3%	28.0%	31.4%	35.3%	33.2%	30.6%	29.3%	29.5%	31.5%	43.2%	26.8%	25.2%	29.6%	31.5%	33.9%	36.9%

Table 765

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - MaintenanceBrand of Tires Purchased
Base: Those who purchased tires

	TOTAL	GENDER		AGE <35	35- 44	45- 54	55+	INCOME				EDUCATION			REGION				
		Male	Female					<\$30K	\$30- \$50K	\$50- \$75K	\$75K PLUS	HS OR LESS	COL	UNIV	ATL	PQ	ON	AB/SK/ MB	BC
Total	911 100%	576 100%	335 100%	202 100%	264 100%	230 100%	184 100%	160 100%	230 100%	224 100%	183 100%	408 100%	219 100%	270 100%	130 100%	231 100%	292 100%	156 100%	102 100%
ATLAS / ESSO	3 0.3%	3 0.5%	-	1 0.5%	1 0.4%	-	1 0.5%	-	1 0.4%	1 0.4%	-	2 0.5%	-	1 0.4%	1 0.8%	-	1 0.3%	1 0.6%	-
BRIDGESTONE	43 4.7%	34 5.9%	9 2.7%	13 6.4%	12 4.5%	10 4.3%	8 4.3%	6 3.7%	17 7.4%	11 4.9%	6 3.3%	20 4.9%	12 5.5%	11 4.1%	3 2.3%	16 6.9%	13 4.5%	6 3.8%	5 4.9%
BF GOODRICH	41 4.5%	31 5.4%	10 3.0%	13 6.4%	12 4.5%	7 3.0%	7 3.8%	8 5.0%	12 5.2%	7 3.1%	10 5.5%	21 5.1%	11 5.0%	8 3.0%	9 6.9%	10 4.3%	8 2.7%	7 4.5%	7 6.9%
COOPER	14 1.5%	11 1.9%	3 0.9%	2 1.0%	6 2.3%	3 1.3%	3 1.6%	1 0.6%	2 0.9%	6 2.7%	3 1.6%	2 0.5%	7 3.2%	5 1.9%	1 0.8%	2 0.9%	6 2.1%	4 2.6%	1 1.0%
DAYTON	2 0.2%	1 0.2%	1 0.3%	-	1 0.4%	-	1 0.5%	1 0.6%	-	1 0.4%	-	2 0.5%	-	-	1 0.8%	-	1 0.3%	-	-
DUNLOP	9 1.0%	8 1.4%	1 0.3%	3 1.5%	2 0.8%	1 0.4%	2 1.1%	-	2 0.9%	1 0.4%	4 2.2%	3 0.7%	2 0.9%	3 1.1%	1 0.8%	1 0.4%	4 1.4%	2 1.3%	1 1.0%
FIRESTONE	41 4.5%	26 4.5%	15 4.5%	12 5.9%	5 1.9%	7 3.0%	15 8.2%	11 6.9%	5 2.2%	13 5.8%	4 2.2%	17 4.2%	10 4.6%	14 5.2%	4 3.1%	8 3.5%	14 4.8%	8 5.1%	7 6.9%
GENERAL	11 1.2%	10 1.7%	1 0.3%	1 0.5%	5 1.9%	2 0.9%	3 1.6%	2 1.2%	2 0.9%	3 1.3%	4 2.2%	3 0.7%	5 2.3%	3 1.1%	1 0.8%	2 0.9%	7 2.4%	1 0.6%	-
GOODYEAR	110 12.1%	75 13.0%	35 10.4%	34 16.8%	35 13.3%	20 8.7%	17 9.2%	20 12.5%	30 13.0%	26 11.6%	25 13.7%	53 13.0%	23 10.5%	33 12.2%	11 8.5%	26 11.3%	44 15.1%	21 13.5%	8 7.8%
HANKOOK	10 1.1%	7 1.2%	3 0.9%	4 2.0%	5 1.9%	-	1 0.5%	3 1.9%	4 1.7%	2 0.9%	1 0.5%	7 1.7%	1 0.5%	2 0.7%	-	1 0.4%	1 0.3%	7 4.5%	1 1.0%
KELLY	5 0.5%	4 0.7%	1 0.3%	1 0.5%	1 0.4%	2 0.9%	1 0.5%	1 0.6%	1 0.4%	2 0.9%	1 0.5%	4 1.0%	-	1 0.4%	1 0.8%	2 0.9%	1 0.3%	1 0.6%	-
MICHELIN	107 11.7%	73 12.7%	34 10.1%	14 6.9%	26 9.8%	28 12.2%	34 18.5%	12 7.5%	26 11.3%	19 8.5%	35 19.1%	47 11.5%	20 9.1%	38 14.1%	6 4.6%	23 10.0%	44 15.1%	17 10.9%	17 16.7%
MOTOMASTER	80 8.8%	60 10.4%	20 6.0%	20 9.9%	22 8.3%	26 11.3%	10 5.4%	8 5.0%	23 10.0%	28 12.5%	17 9.3%	31 7.6%	19 8.7%	29 10.7%	17 13.1%	13 5.6%	31 10.6%	14 9.0%	5 4.9%
NOKIA	3 0.3%	1 0.2%	2 0.6%	-	1 0.4%	1 0.4%	1 0.5%	-	1 0.4%	1 0.4%	-	1 0.2%	2 0.9%	-	-	2 0.9%	1 0.3%	-	-

(continued)

Table 765

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - MaintenanceBrand of Tires Purchased
Base: Those who purchased tires

	TOTAL	GENDER		AGE				INCOME				EDUCATION			REGION				
		Male	Female	<35	35-44	45-54	55+	<\$30K	\$30-\$50K	\$50-\$75K	\$75K PLUS	HS OR LESS	COL	UNIV	ATL	PQ	ON	AB/SK/MB	BC
Total	911 100%	576 100%	335 100%	202 100%	264 100%	230 100%	184 100%	160 100%	230 100%	224 100%	183 100%	408 100%	219 100%	270 100%	130 100%	231 100%	292 100%	156 100%	102 100%
PETRO CANADA	1 0.1%	-	1 0.3%	1 0.5%	-	-	-	1 0.6%	-	-	-	1 0.2%	-	-	-	-	-	1 0.6%	-
PIRELLI	15 1.6%	11 1.9%	4 1.2%	5 2.5%	3 1.1%	6 2.6%	1 0.5%	4 2.5%	3 1.3%	4 1.8%	3 1.6%	1 0.2%	3 1.4%	11 4.1%	-	11 4.8%	2 0.7%	-	2 2.0%
PRESIDENT	4 0.4%	2 0.3%	2 0.6%	1 0.5%	1 0.4%	1 0.4%	-	-	2 0.9%	1 0.4%	-	-	2 0.9%	1 0.4%	2 1.5%	2 0.9%	-	-	-
SEAR'S ROADHANDLER	8 0.9%	6 1.0%	2 0.6%	-	2 0.8%	3 1.3%	3 1.6%	2 1.2%	2 0.9%	3 1.3%	1 0.5%	2 0.5%	3 1.4%	3 1.1%	-	5 2.2%	1 0.3%	1 0.6%	1 1.0%
SUMITOMO	2 0.2%	1 0.2%	1 0.3%	2 1.0%	-	-	-	-	2 0.9%	-	-	1 0.2%	-	1 0.4%	1 0.8%	-	1 0.3%	-	-
TOYO	10 1.1%	4 0.7%	6 1.8%	3 1.5%	3 1.1%	3 1.3%	-	-	2 0.9%	-	5 2.7%	2 0.5%	2 0.9%	5 1.9%	1 0.8%	4 1.7%	2 0.7%	1 0.6%	2 2.0%
UNIROYAL	17 1.9%	13 2.3%	4 1.2%	1 0.5%	4 1.5%	6 2.6%	5 2.7%	3 1.9%	9 3.9%	3 1.3%	1 0.5%	10 2.5%	3 1.4%	4 1.5%	2 1.5%	3 1.3%	9 3.1%	2 1.3%	1 1.0%
WAL-MART	9 1.0%	7 1.2%	2 0.6%	1 0.5%	4 1.5%	2 0.9%	1 0.5%	-	2 0.9%	3 1.3%	2 1.1%	3 0.7%	1 0.5%	5 1.9%	1 0.8%	1 0.4%	2 0.7%	5 3.2%	-
YOKOHAMA	15 1.6%	14 2.4%	1 0.3%	2 1.0%	7 2.7%	5 2.2%	1 0.5%	-	3 1.3%	8 3.6%	4 2.2%	6 1.5%	6 2.7%	3 1.1%	-	6 2.6%	2 0.7%	2 1.3%	5 4.9%
Generic	9 1.0%	4 0.7%	5 1.5%	5 2.5%	1 0.4%	2 0.9%	1 0.5%	1 0.6%	2 0.9%	1 0.4%	4 2.2%	3 0.7%	3 1.4%	3 1.1%	1 0.8%	3 1.3%	3 1.0%	-	2 2.0%
Other	59 6.5%	45 7.8%	14 4.2%	16 7.9%	17 6.4%	13 5.7%	11 6.0%	12 7.5%	17 7.4%	13 5.8%	6 3.3%	33 8.1%	13 5.9%	12 4.4%	5 3.8%	15 6.5%	18 6.2%	15 9.6%	6 5.9%
Not stated	295 32.4%	136 23.6%	159 47.5%	51 25.2%	91 34.5%	84 36.5%	60 32.6%	65 40.6%	65 28.3%	70 31.2%	50 27.3%	141 34.6%	73 33.3%	76 28.1%	62 47.7%	76 32.9%	80 27.4%	45 28.8%	32 31.4%

Table 766

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - MaintenanceBrand of Tires Purchased
Base: Those who purchased tires

	TOTAL	CDN TIRE	CAR DLR	SERVICE STN	REPAIR SHOP	DEPT/ CLUB	AUTO PARTS	OTHER	NOT STATED
Total	911 100%	154 100%	80 100%	42 100%	455 100%	110 100%	7 100%	42 100%	21 100%
ATLAS / ESSO	3 0.3%	-	-	-	1 0.2%	1 0.9%	1 14.3%	-	-
BRIDGESTONE	43 4.7%	1 0.6%	2 2.5%	-	33 7.3%	5 4.5%	1 14.3%	1 2.4%	-
BF GOODRICH	41 4.5%	1 0.6%	3 3.7%	3 7.1%	27 5.9%	2 1.8%	-	3 7.1%	2 9.5%
COOPER	14 1.5%	-	-	-	12 2.6%	-	-	2 4.8%	-
DAYTON	2 0.2%	-	-	-	2 0.4%	-	-	-	-
DUNLOP	9 1.0%	-	-	-	9 2.0%	-	-	-	-
FIRESTONE	41 4.5%	5 3.2%	5 6.3%	1 2.4%	27 5.9%	3 2.7%	-	-	-
GENERAL	11 1.2%	-	-	-	8 1.8%	-	-	2 4.8%	1 4.8%
GOODYEAR	110 12.1%	7 4.5%	7 8.8%	1 2.4%	79 17.4%	8 7.3%	1 14.3%	3 7.1%	4 19.0%
HANKOOK	10 1.1%	1 0.6%	-	2 4.8%	6 1.3%	-	-	1 2.4%	-
KELLY	5 0.5%	-	-	1 2.4%	4 0.9%	-	-	-	-
MICHELIN	107 11.7%	11 7.1%	15 18.7%	1 2.4%	45 9.9%	28 25.5%	-	6 14.3%	1 4.8%
MOTOMASTER	80 8.8%	73 47.4%	1 1.2%	1 2.4%	3 0.7%	-	-	1 2.4%	1 4.8%
NOKIA	3 0.3%	-	1 1.2%	-	2 0.4%	-	-	-	-

(continued)

Table 766

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - Maintenance

Brand of Tires Purchased

Base: Those who purchased tires

	TOTAL	CDN TIRE	CAR DLR	SERVICE STN	REPAIR SHOP	DEPT/ CLUB	AUTO PARTS	OTHER	NOT STATED
Total	911 100%	154 100%	80 100%	42 100%	455 100%	110 100%	7 100%	42 100%	21 100%
PETRO CANADA	1 0.1%	-	-	-	1 0.2%	-	-	-	-
PIRELLI	15 1.6%	-	-	-	14 3.1%	1 0.9%	-	-	-
PRESIDENT	4 0.4%	-	-	-	4 0.9%	-	-	-	-
SEAR'S ROADHANDLER	8 0.9%	-	-	-	-	8 7.3%	-	-	-
SUMITOMO	2 0.2%	-	-	-	-	1 0.9%	1 14.3%	-	-
TOYO	10 1.1%	1 0.6%	4 5.0%	-	4 0.9%	1 0.9%	-	-	-
UNIROYAL	17 1.9%	-	3 3.7%	1 2.4%	11 2.4%	1 0.9%	-	-	1 4.8%
WAL-MART	9 1.0%	-	-	-	-	9 8.2%	-	-	-
YOKOHAMA	15 1.6%	1 0.6%	1 1.2%	1 2.4%	10 2.2%	1 0.9%	1 14.3%	-	-
Generic	9 1.0%	-	-	-	8 1.8%	-	-	1 2.4%	-
Other	59 6.5%	9 5.8%	6 7.5%	7 16.7%	23 5.1%	9 8.2%	1 14.3%	4 9.5%	-
Not stated	295 32.4%	47 30.5%	33 41.2%	23 54.8%	129 28.4%	32 29.1%	1 14.3%	19 45.2%	11 52.4%

Table 767

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - Maintenance

Brand of Tires Purchased

Base: Those who purchased tires

	TOTAL	ON SALE	REG. PRICE	UNDER WARRANTY	COMBIN- ATION	NOT STATED
Total	911 100%	407 100%	455 100%	18 100%	10 100%	21 100%
ATLAS / ESSO	3 0.3%	1 0.2%	2 0.4%	-	-	-
BRIDGESTONE	43 4.7%	15 3.7%	26 5.7%	-	1 10.0%	1 4.8%
BF GOODRICH	41 4.5%	15 3.7%	23 5.1%	1 5.6%	1 10.0%	1 4.8%
COOPER	14 1.5%	3 0.7%	9 2.0%	-	-	2 9.5%
DAYTON	2 0.2%	-	2 0.4%	-	-	-
DUNLOP	9 1.0%	3 0.7%	5 1.1%	1 5.6%	-	-
FIRESTONE	41 4.5%	16 3.9%	22 4.8%	2 11.1%	1 10.0%	-
GENERAL	11 1.2%	4 1.0%	7 1.5%	-	-	-
GOODYEAR	110 12.1%	39 9.6%	65 14.3%	3 16.7%	2 20.0%	1 4.8%
HANKOOK	10 1.1%	5 1.2%	5 1.1%	-	-	-
KELLY	5 0.5%	-	5 1.1%	-	-	-
MICHELIN	107 11.7%	53 13.0%	49 10.8%	2 11.1%	1 10.0%	2 9.5%
MOTOMASTER	80 8.8%	51 12.5%	23 5.1%	3 16.7%	2 20.0%	1 4.8%
NOKIA	3 0.3%	2 0.5%	1 0.2%	-	-	-

(continued)

Table 767

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - Maintenance

Brand of Tires Purchased

Base: Those who purchased tires

	TOTAL	ON SALE	REG. PRICE	UNDER WARRANTY	COMBIN- ATION	NOT STATED
Total	911 100%	407 100%	455 100%	18 100%	10 100%	21 100%
PETRO CANADA	1 0.1%	1 0.2%	-	-	-	-
PIRELLI	15 1.6%	6 1.5%	9 2.0%	-	-	-
PRESIDENT	4 0.4%	2 0.5%	1 0.2%	-	-	1 4.8%
SEAR'S ROADHANDLER	8 0.9%	6 1.5%	2 0.4%	-	-	-
SUMITOMO	2 0.2%	-	2 0.4%	-	-	-
TOYO	10 1.1%	4 1.0%	5 1.1%	-	-	1 4.8%
UNIROYAL	17 1.9%	9 2.2%	8 1.8%	-	-	-
WAL-MART	9 1.0%	7 1.7%	2 0.4%	-	-	-
YOKOHAMA	15 1.6%	7 1.7%	6 1.3%	1 5.6%	1 10.0%	-
Generic	9 1.0%	3 0.7%	6 1.3%	-	-	-
Other	59 6.5%	33 8.1%	24 5.3%	-	-	2 9.5%
Not stated	295 32.4%	128 31.4%	151 33.2%	5 27.8%	2 20.0%	9 42.9%

Table 768

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - Maintenance

Were the Tires on Sale

Base: Those who purchased tires

	TOTAL	OWNERSHIP		ACQUIRED		TYPE		ORIGIN		MAKE		OTHER				VEHICLE AGE					
		OWNED	LEASED	NEW	USED	CAR	LTR	DOM	FOR	GM	FORD	CHRY	HONDA	TOYO	ASIAN	EURO	1-3	4-5	6-7	8-12	13+
Total	911	855	56	334	577	550	361	676	235	307	186	184	44	54	95	41	111	135	146	351	168
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
On sale	407	381	26	130	277	246	161	305	102	145	81	80	18	29	40	14	37	52	67	157	94
	44.7%	44.6%	46.4%	38.9%	48.0%	44.7%	44.6%	45.1%	43.4%	47.2%	43.5%	43.5%	40.9%	53.7%	42.1%	34.1%	33.3%	38.5%	45.9%	44.7%	56.0%
Regular price	455	432	23	183	272	276	179	334	121	150	93	91	24	22	51	24	66	76	72	177	64
	49.9%	50.5%	41.1%	54.8%	47.1%	50.2%	49.6%	49.4%	51.5%	48.9%	50.0%	49.5%	54.5%	40.7%	53.7%	58.5%	59.5%	56.3%	49.3%	50.4%	38.1%
Warranty	18	14	4	9	9	8	10	14	4	3	5	6	-	2	1	1	6	1	2	7	2
	2.0%	1.6%	7.1%	2.7%	1.6%	1.5%	2.8%	2.1%	1.7%	1.0%	2.7%	3.3%	-	3.7%	1.1%	2.4%	5.4%	0.7%	1.4%	2.0%	1.2%
Combination	10	7	3	6	4	6	4	9	1	2	4	3	-	-	1	-	2	3	3	2	-
	1.1%	0.8%	5.4%	1.8%	0.7%	1.1%	1.1%	1.3%	0.4%	0.7%	2.2%	1.6%	-	-	1.1%	-	1.8%	2.2%	2.1%	0.6%	-
Not stated	21	21	-	6	15	14	7	14	7	7	3	4	2	1	2	2	-	3	2	8	8
	2.3%	2.5%	-	1.8%	2.6%	2.5%	1.9%	2.1%	3.0%	2.3%	1.6%	2.2%	4.5%	1.9%	2.1%	4.9%	-	2.2%	1.4%	2.3%	4.8%

Table 769

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - Maintenance

Were the Tires on Sale

Base: Those who purchased tires

	TOTAL	GENDER		AGE				INCOME				EDUCATION			REGION				
		Male	Female	<35	35-44	45-54	55+	<\$30K	\$30-\$50K	\$50-\$75K	\$75K PLUS	HS OR LESS	COL	UNIV	ATL	PQ	ON	AB/SK/MB	BC
Total	911 100%	576 100%	335 100%	202 100%	264 100%	230 100%	184 100%	160 100%	230 100%	224 100%	183 100%	408 100%	219 100%	270 100%	130 100%	231 100%	292 100%	156 100%	102 100%
On sale	407 44.7%	263 45.7%	144 43.0%	96 47.5%	125 47.3%	103 44.8%	74 40.2%	69 43.1%	109 47.4%	107 47.8%	67 36.6%	179 43.9%	110 50.2%	113 41.9%	56 43.1%	90 39.0%	138 47.3%	77 49.4%	46 45.1%
Regular price	455 49.9%	285 49.5%	170 50.7%	96 47.5%	127 48.1%	115 50.0%	97 52.7%	84 52.5%	109 47.4%	108 48.2%	106 57.9%	208 51.0%	96 43.8%	144 53.3%	65 50.0%	134 58.0%	135 46.2%	72 46.2%	49 48.0%
Warranty	18 2.0%	11 1.9%	7 2.1%	4 2.0%	4 1.5%	4 1.7%	5 2.7%	2 1.2%	3 1.3%	4 1.8%	4 2.2%	10 2.5%	4 1.8%	4 1.5%	3 2.3%	3 1.3%	7 2.4%	4 2.6%	1 1.0%
Combination	10 1.1%	4 0.7%	6 1.8%	3 1.5%	3 1.1%	1 0.4%	3 1.6%	-	4 1.7%	3 1.3%	2 1.1%	3 0.7%	4 1.8%	3 1.1%	1 0.8%	3 1.3%	4 1.4%	1 0.6%	1 1.0%
Not stated	21 2.3%	13 2.3%	8 2.4%	3 1.5%	5 1.9%	7 3.0%	5 2.7%	5 3.1%	5 2.2%	2 0.9%	4 2.2%	8 2.0%	5 2.3%	6 2.2%	5 3.8%	1 0.4%	8 2.7%	2 1.3%	5 4.9%

Table 770

DesRosiers Automotive Consultants
Light Vehicle Study (2000) - Maintenance

Were the Tires on Sale

Base: Those who purchased tires

	TOTAL	CDN TIRE	CAR DLR	SERVICE STN	REPAIR SHOP	DEPT/ CLUB	AUTO PARTS	OTHER	NOT STATED
Total	911 100%	154 100%	80 100%	42 100%	455 100%	110 100%	7 100%	42 100%	21 100%
On sale	407 44.7%	96 62.3%	29 36.2%	16 38.1%	164 36.0%	69 62.7%	1 14.3%	26 61.9%	6 28.6%
Regular price	455 49.9%	50 32.5%	41 51.2%	26 61.9%	270 59.3%	39 35.5%	6 85.7%	12 28.6%	11 52.4%
Warranty	18 2.0%	4 2.6%	6 7.5%	-	8 1.8%	-	-	-	-
Combination	10 1.1%	3 1.9%	2 2.5%	-	3 0.7%	2 1.8%	-	-	-
Not stated	21 2.3%	1 0.6%	2 2.5%	-	10 2.2%	-	-	4 9.5%	4 19.0%

2000 DesRosiers Light Vehicle
Study Summary Report:

This is Exhibit "B" referred to in the
SUPPLEMENTARY
affidavit of DENNIS DESROSIERS
sworn before me, this 13th
day of JANUARY 20.04

Jeremiah
A COMMISSIONER FOR TAKING AFFIDAVITS

Tire Replacement Report

TABLE OF CONTENTS

Incidence of Tire Replacement 3

Outlet Shares for Tire Purchasing 4

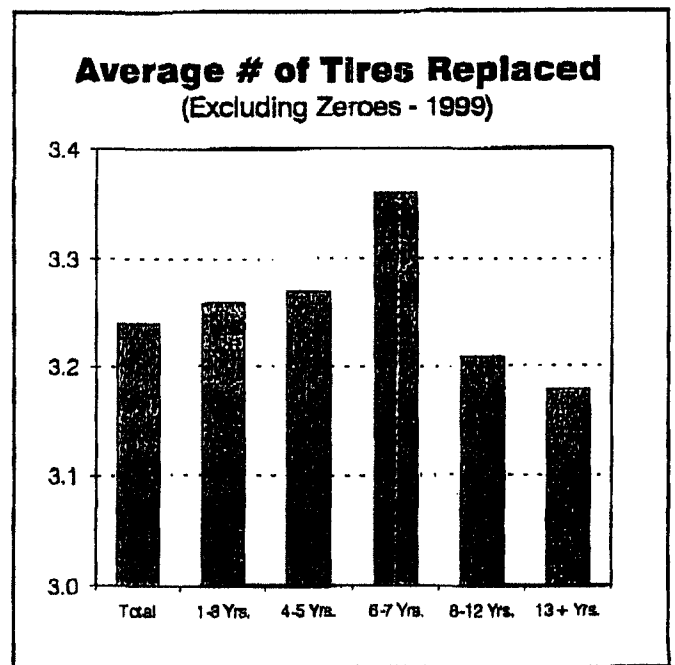
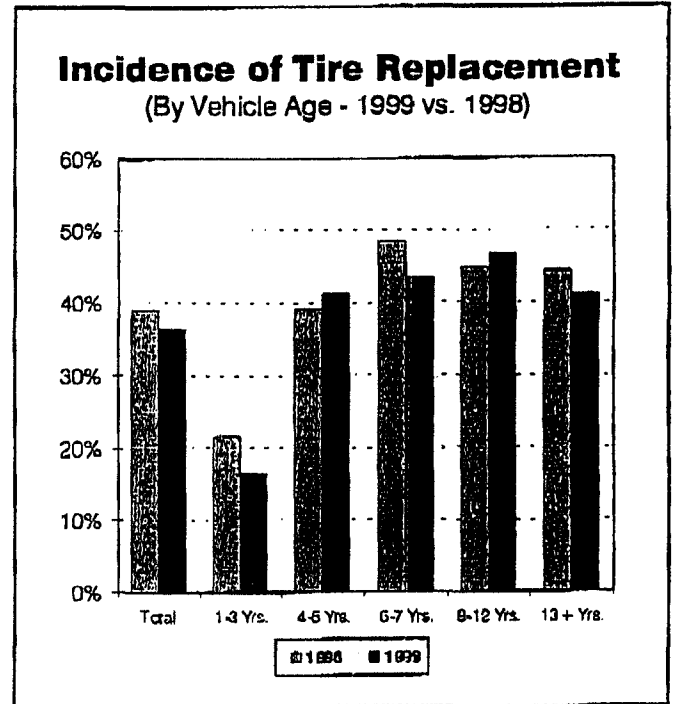
Brands of Tires Purchased 5

Tire Purchasing Behaviour 6

Conclusions 7

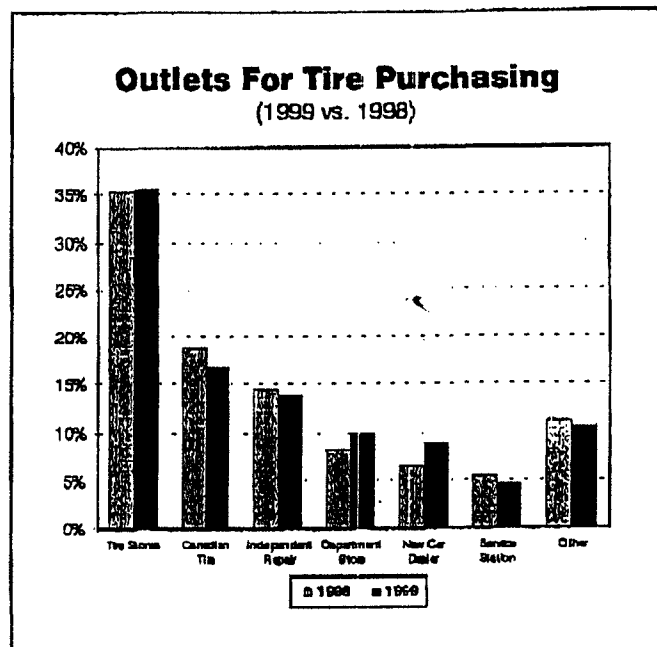
Incidence of Tire Replacement

- Overall, 36.6% of all respondents to the survey reported replacing at least one tire on their vehicle in 1999. This is down slightly from 39.1% in 1998.
- The incidence rate is very low among 1-3 year old vehicles (16.6%). This can be attributed to the lifespan of most tires, which is usually at least 3 years (or 60,000 km). It is safe to assume that a good portion of tire replacements on 1-3 year old vehicles are for damaged tires, not worn out ones.
- The incidence rate jumps to 41.3% among 4-5 year old vehicles, which is the time frame in which most vehicles will start to require new tires. The incidence rate continues to climb until you reach the 13+ year old category where the incidence rate trails off somewhat. This is due to maintainers of these very old vehicles wanting to spend as little money as possible on vehicles without a great deal of useful life left. Even though it may not be entirely safe, some people with vehicles that old may not replace tires as frequently as they once did (or they may not replace them at all).
- Within all age groups, the largest proportion of people replaced four tires during 1999, which is what keeps the average number of tires replaced (among those who replaced at least one) above 3. The second largest proportion replaced 2 tires. These two groups represent the largest proportions for the obvious reason that it is generally not possible to replace an odd number of tires.
- The highest average number of tires replaced occurs among 6-7 year old vehicles, where the proportion of people who replaced 4 tires is the largest (compared to other age groups).



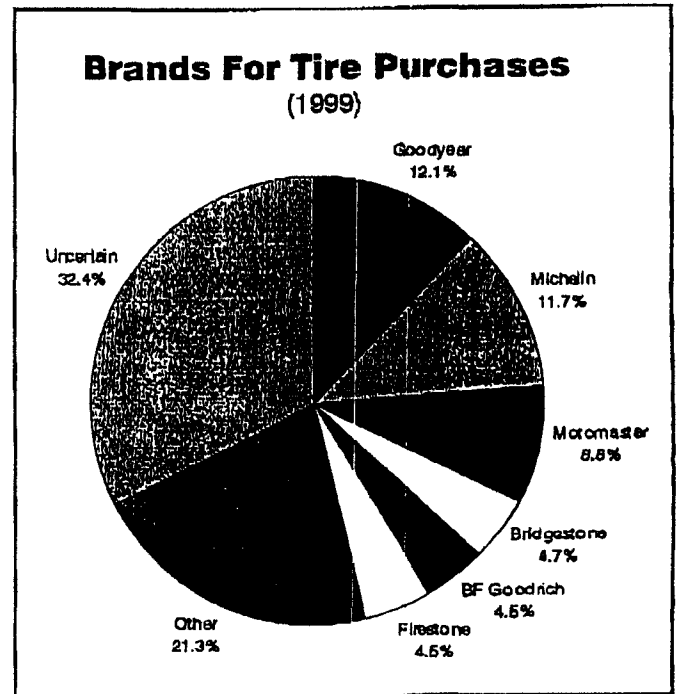
Outlets for Tire Purchasing

- Because of the equipment involved in tire replacement, it is assumed that only a minute group of people would be able to perform their own tire changes.
- Looking at the retail outlets for tire purchases, specialty tire stores remain the dominant choice, with share essentially static at 35.6%. Canadian Tire was the next most popular choice (16.9%), followed by independent repair shops (13.8%). Department stores hold 9.8% of the total market, while new car dealers have 8.8%. New car dealers posted the largest gain in share, likely due to newer service initiatives (like the GM Goodwrench program and the Ford Fast Lane program).
- One clear cut pattern in outlet choice is that new car dealers are favoured more by those with newer (27.0%) and leased (19.6%) vehicles and those living in Quebec (12.6%). Tire stores were preferred more by maintainers of light trucks (40.4%) and GM vehicles (43.0%). Independent repair shops were also more commonly chosen by those living in Quebec (19.0%). Tire stores were noticeably more popular in the Prairies (43.6%) and B.C. (48.0%). Department stores were also more frequently chosen in the Prairies (16.0%).
- The average number of tires purchased was below average for Canadian Tire (3.15) and new car dealers (3.14), but higher than average for independent repair shops (3.33).



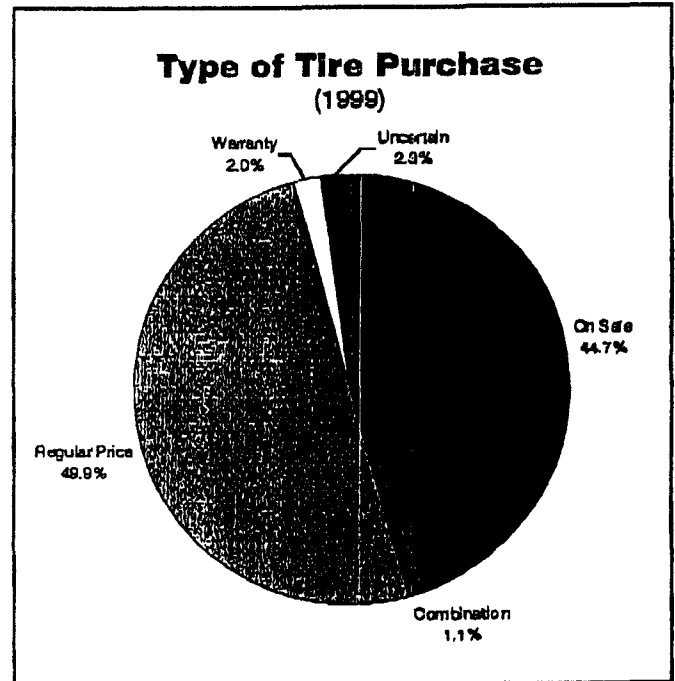
Brands of Tires Purchased

- Overall, a large proportion of respondents to the survey could not recall what brand of tire they chose for their tire replacement in 1999. This is somewhat high given the cost of replacing tires.
- Somewhat surprisingly, the likelihood of not being able to recall the tire brand increases along with vehicle age. Typically, maintainers of older vehicles are more aware of the specifics of their maintenance items. However, given that maintainers of older vehicles also want to save money, it is reasonable to assume that they purchased "whatever was the cheapest at the time".
- Other groups less likely to recall the brand chosen include females (47.5%), those with incomes under \$30,000 (40.6%), and those living in the Atlantic region. In addition, those who purchased tires from either a new car dealer (41.2%) or a service station (54.8%) were less likely to remember what brand they picked.
- Of the brands identified, Goodyear was the most popular choice (12.1%), followed by Michelin (11.7%) and Motomaster (8.8%). The remaining players all had shares less than 5.0%.
- Interestingly, the popularity of Goodyear tires decreases as maintainer age increases (i.e. younger maintainers more commonly choose Goodyear). Conversely, the popularity of Michelin tires increases along with maintainer age. Also, Goodyear tires were more common at independent repair shops (17.4%), while Michelin tires were more popular at new car dealers (18.7%).



Tire Purchasing Behaviour

- Overall, there is a fairly even split between people who purchase tires on sale (44.7%) and those who pay regular price (49.9%). Not surprisingly, the proportion of people purchasing tires on sale increases with vehicle age. However, those who would likely want to save money (younger and lower income maintainers) are not more inclined to purchase their tires on sale. One explanation for this is that these people buy cheaper regular price tires that may cost less than national brand tires that are on sale.
- Comparing the average number of tires bought with the type of tire purchase, people buying their tires on sale tended to purchase more tires (3.40 compared to 3.24). People paying the regular price purchased fewer tires, with an average of 3.14.
- Tires were more commonly purchased on sale at Canadian Tire (62.3%), and department stores/warehouse clubs (62.7%) and more likely to be purchased at regular price at all other common outlets.



Conclusions

- There is more chance for consumers to shop around for tire replacement. Even if tires are worn out, the vehicle can still be driven around to comparison shop and in the case of a damaged tire, a spare tire can be used. Compared to other parts which may stop the vehicle from operating, tires allow the consumer a great deal more choice. This is evident in the proportion of people who purchase tires on sale. In this regard, service outlets have less of a "captive audience" and must be more mindful of consumer needs.
- However, tires have a somewhat more predictable replacement interval than many other vehicle parts, making planning simpler for retailers. In addition, DIY work for tires is virtually non-existent because of the equipment required. Unlike most service areas, tire service is unaffected by those who do their own work, leaving the entire market to retailers.
- Given the lower incidence rate of tire replacement, newer, longer lasting tires are having an effect on the marketplace. This will continue to be a factor in coming years as tires become even more durable. Even though these newer technology tires are usually priced at a premium, as the technology trickles down to more inexpensive tires, service outlets may have to make up lost revenue on tire sales in other areas.
- Even though it is not specifically examined in the survey, snow tires remain an important part of the Canadian market. With our weather patterns, consumers are more open to the concept of different tires for winter driving. Educational campaigns could serve to increase the number of consumers who change their tires for the winter. This would not only increase tire sales, but would also increase service revenue because of the seasonal changes. This is one area that could potentially help make up any drop in future revenues that may come as a result of the newer technology tires discussed previously.
- Brand awareness is surprisingly low for tires. While one might think only tire manufacturers would benefit from increased brand awareness, service outlets could also benefit. It is safe to say that as brand awareness declines, the more people treat tires as a commodity. While volume sales of less expensive tires might be a good strategy for some, higher prices for well known national brands would likely be more desirable in the long term.

This is Exhibit "C" referred to in the SUPPLEMENTARY affidavit of DENNIS DES ROSIERS

sworn before me, this 13th day of JANUARY 2004

NCBJ

66sc

General Wahl A COMMISSIONER FOR TAKING AFFIDAVITS

TIRE MARKET STUDY

NAME OF RESPONDENT: TELEPHONE NUMBER: POSTAL CODE: PROVINCE: INTERVIEWER: DATE: EDITOR: VERIFICATION:

Good my name is of DesRosiers Automotive Consultants, a Canadian marketing research firm. We are contacting households in this area to talk briefly about car and light truck maintenance trends.

May I please speak to the person in your household who has the primary responsibility for maintaining your vehicles.

NOTE: IF NO VEHICLES IN HOUSEHOLD TERMINATE INTERVIEW HERE.

RE-INTRODUCE IF NECESSARY

We are conducting a brief telephone study about car maintenance. The interview will last approximately 10 minutes. Can you spare the time now, or can I call you back?

A) Have you yourself ever worked in, or are any members of your household employed in any of the following fields or occupations?

Table with 3 columns: Field/Occupation, Yes, No. Rows: Marketing Research, Advertising, Sales Promotion.

IF YES TO ANY, DISCONTINUE

1) How many vehicles are there in your household, including both those which are owned and leased?

- One 1
- Two 2
- Three 3
- Four or more 4

2a) During the past 12 months did anyone in your household purchase any new tires for your vehicle(s).

- Yes 1
- No 2 - THANK AND TERMINATE
- Don't know 9 - THANK AND TERMINATE

2b) **IF MORE THAN 1 VEHICLE:** Were tires bought for the principal vehicle in your household, a secondary vehicle or both?

- Principal vehicle only 1
- Secondary vehicle only 2
- Both 3
- Don't know 9 - THANK AND TERMINATE

IF SINGLE VEHICLE HOUSEHOLD, IF TIRES BOUGHT FOR ONLY 1 VEHICLE IN MULTIPLE VEHICLE HOUSEHOLD OR FOR PRINCIPAL VEHICLE IF TIRES BOUGHT FOR MORE THAN 1 VEHICLE IN A HOUSEHOLD:

3a) **IF SINGLE VEHICLE HOUSEHOLD:** What make is your vehicle?

_____ WRITE IN

IF TIRES BOUGHT FOR 1 VEHICLE IN A MULTIPLE VEHICLE HOUSEHOLD: What is the make of the vehicle for which tires were purchased?

_____ WRITE IN

IF TIRES BOUGHT FOR BOTH PRINCIPAL AND SECONDARY VEHICLES: Thinking of the principal vehicle in your household, what make is it?

_____ WRITE IN

3b) What model year is it? (If unsure, ask for best guess) 19 _____ WRITE IN

3c) Is this vehicle ...? READ LIST

A passenger car	1 CONTINUE TO Q3d
A mini van	2 SKIP TO Q3f
A full-size van	3 SKIP TO Q3e
A sport/utility vehicle	4 SKIP TO Q3f
A pickup truck	5 SKIP TO Q3e
Other (SPECIFY) _____	6 SKIP TO Q3f

3d) Would you consider your car a performance car, such as a Corvette or Trans Am?

Yes	1
No	2
Don't know	9

SKIP TO Q3f

3e) Does this vehicle have a commercial license for business related use?

Yes	1
No	2
Don't know	9

3f) Does this vehicle have part-time or full-time 4-wheel drive?

Yes	1
No	2
Don't know	9

Regarding your tire purchases for this vehicle in the last 12 months:

4a) Altogether, how many tires were purchased in the last year?

1	1
2	2
3	3
4	4
5+	5
Don't know	9

4b) Of the tires purchased, how many of them were:

	None	1	2	3	4	5+	Don't Know
All-season	0	1	2	3	4	5	9
Summer	0	1	2	3	4	5	9
Winter/snow	0	1	2	3	4	5	9

4c) Of the tires purchased, how many of them were "performance" tires?

	0	1	2	3	4	5	9

4d) **IF SPORT UTILITY OR PICKUP FROM Q3c** How many of the tires purchased were made specifically for light trucks, that is, the tire size rating or designation with "LT" rather than "P"?

	0	1	2	3	4	5	9

4e) Finally, how many were purchased in: **READ LIST**

	0	1	2	3	4	5	9
Jan/Feb/Mar	0	1	2	3	4	5	9
Apr/May/June	0	1	2	3	4	5	9
July/Aug/Sept	0	1	2	3	4	5	9
Oct/Nov/Dec	0	1	2	3	4	5	9

5a) Where did you purchase your tires: **USE CARD A FOR TYPE, ASK FOR EXACT NAME AND TOWN/CITY**

Name: _____

City/Town: _____

Type: _____

5b) **IF INDEPENDENT REPAIR OUTLET MENTIONED FOR PURCHASE LOCATION ABOVE:** Is gas sold at this outlet?

Yes	1
No	2
Don't Know	9

5c) Why did you buy the tires at _____ FROM ABOVE. PROBE: Any other reasons?

5d) Who decided to purchase the tires at this outlet? READ LIST.

Yourself alone	1 - SKIP TO Q6a
Equally with another	2
Another person	3
Don't know DO NOT READ	9 - SKIP TO Q6a

5e) Who was the other person? DO NOT READ LIST

Spouse	1
Child/Son/Daughter	2
Other Relative	3
Friend	4
Other (SPECIFY) _____	
Don't know	9

6a) What brand of tires did you purchase? USE CARD B

_____ WRITE IN CODE

6b) Why did you buy this brand of tires? PROBE: Any other reasons?

6c) To what extent was your decision to purchase this brand of tires influenced by anyone else? Were you influenced by another ... READ LIST.

Very much	1
Somewhat	2
Not at all	3 - SKIP TO Q7a
Don't know DO NOT READ	9 - SKIP TO Q7a

6d) Who influenced your tire brand purchase decision? **DO NOT READ LIST. CHECK ALL MENTIONS.**

- Spouse 1
- Child/Son/Daughter 2
- Other Relative 3
- Friend 4
- Tire Salesperson 5
- Other (SPECIFY) _____
- Don't know 9

7a) Did you read any type of consumer information or publications about tires in general or specific brands of tires before you decided what brands or types of tires to purchase?

- Yes 1
- No 2 **SKIP TO Q8**
- DK 9 **SKIP TO Q8**

7b) What types of information did you read? **PROBE** Any others?

8) Approximately how much in total including taxes did you pay for all tires purchased for this vehicle last year? **IF UNSURE ASK FOR BEST GUESS.**

_____ **WRITE IN**

9) Why did you replace your tires?

10a) Thinking of the tires that were on your vehicle before you replaced them how many were:

	None	1	2	3	4	5+	Don't Know
All-season	0	1	2	3	4	5	9
Summer	0	1	2	3	4	5	9
Winter/snow	0	1	2	3	4	5	9

10b) How many of the tires replaced were "performance" tires?

0 1 2 3 4 5 9

10c) **IF SPORT UTILITY OR PICKUP FROM Q3c** How many of the tires replaced were made specifically for light trucks, that is, the tire size rating or designation begins with "LT" rather than with "P"?

0 1 2 3 4 5 9

11) Were the tires that were replaced on your vehicle when you obtained it?

Yes	1
No	2
Don't know	9

IF SINGLE VEHICLE HOUSEHOLD OR IF TIRES PURCHASED FOR ONLY 1 VEHICLE OF A MULTI-VEHICLE HOUSEHOLD SKIP TO Q22.

CONTINUE ONLY IF TIRES PURCHASED FOR MORE THAN 1 VEHICLE IN A MULTI-VEHICLE HOUSEHOLD.

12a) Thinking of the secondary vehicle in your household for which tires were purchased in the last 12 months, what make is it?

_____ WRITE IN

12b) What model year is it? (If unsure, ask for best guess) 19 _____ WRITE IN

12c) Is this vehicle ...? **READ LIST**

A passenger car	1 CONTINUE TO Q12d
A mini van	2 SKIP TO Q12f
A full-size van	3 SKIP TO Q12e
A sport/utility vehicle	4 SKIP TO Q12f
A pickup truck	5 SKIP TO Q12e
Other (SPECIFY) _____	6 SKIP TO Q12f

12d) Would you consider your car a performance car, such as a Corvette or Trans Am?

Yes	1
No	2
Don't know	9

SKIP TO Q12f

12e) Does this vehicle have a commercial license for business related use?

Yes	1
No	2
Don't know	9

12f) Does this vehicle have part-time or full-time 4-wheel drive?

Yes	1
No	2
Don't know	9

Regarding your tire purchases for this vehicle in the last 12 months:

13a) Altogether, how many tires were purchased last year?

1	1
2	2
3	3
4	4
5+	5
Don't know	9

13b) Of the tires purchased, how many of them were:

	None	1	2	3	4	5+	Don't Know
All-season	0	1	2	3	4	5	9
Summer	0	1	2	3	4	5	9
Winter/snow	0	1	2	3	4	5	9

13c) Of the tires purchased, how many of them were "performance" tires?

0	1	2	3	4	5	9
---	---	---	---	---	---	---

13d) **IF SPORT UTILITY OR PICKUP FROM Q12c** How many of the tires purchased were made specifically for light trucks, that is, the tire size rating or designation begins with "LT" rather than with "P"?

0	1	2	3	4	5	9
---	---	---	---	---	---	---

13e) Finally, how many were purchased in: **READ LIST**

Jan/Feb/Mar	0	1	2	3	4	5	9
Apr/May/June	0	1	2	3	4	5	9
July/Aug/Sept	0	1	2	3	4	5	9
Oct/Nov/Dec	0	1	2	3	4	5	9

14a) Where did you purchase these tires: **USE CARD A FOR TYPE, ASK FOR EXACT NAME AND TOWN/CITY**

Name: _____

City/Town: _____

Type: _____

14b) **IF INDEPENDENT REPAIR OUTLET MENTIONED FOR PURCHASE LOCATION ABOVE: Is gas sold at this outlet?**

Yes	1
No	2
Don't Know	9

14c) Why did you buy the tires at _____ **FROM ABOVE. PROBE: Any other reasons?**

14d) Who decided to purchase the tires at this outlet? **READ LIST.**

Yourself alone	1 - SKIP TO Q15a
Equally with another	2
Another person	3
Don't know	9 - SKIP TO Q15a

14e) Who was the other person? **DO NOT READ LIST**

Spouse	1
Child/Son/Daughter	2
Other Relative	3
Friend	4
Other (SPECIFY) _____	
Don't know	9

15a) What brand of tires did you purchase? **USE CARD B**

_____ **WRITE IN CODE**

15b) Why did you buy this brand of tires? **PROBE:** Any other reasons?

15c) To what extent was your decision to purchase this brand of tires influenced by anyone else. Were you influenced by another ... **READ LIST.**

- | | |
|-------------------------------|-------------------------|
| Very much | 1 |
| Somewhat | 2 |
| Not at all | 3 - SKIP TO Q16a |
| Don't know DO NOT READ | 9 - SKIP TO Q16a |

15d) Who was the other person? **DO NOT READ LIST. CHECK ALL MENTIONS.**

- | | | |
|-----------------------|---|---|
| Spouse | 1 | |
| Child/Son/Daughter | | 2 |
| Other Relative | 3 | |
| Friend | 4 | |
| Tire Salesperson | 5 | |
| Other (SPECIFY) _____ | | |
| Don't know | 9 | |

16a) Did you read any type of consumer information or publications about tires in general or specific brands of tires before you decided what brands or types of tires to purchase?

- | | |
|-----|----------------------|
| Yes | 1 |
| No | 2 SKIP TO Q17 |
| DK | 9 SKIP TO Q17 |

16b) What types of information did you read? **PROBE** Any others?

17) Approximately how much in total including taxes did you pay for all tires purchased for this vehicle last year?
IF UNSURE ASK FOR BEST GUESS.

_____ WRITE IN

18) Why did you replace your tires?

19a) Thinking of the tires that were on your vehicle before you replaced them how many were:

	None	1	2	3	4	5+	Don't Know
All-season	0	1	2	3	4	5	9
Summer	0	1	2	3	4	5	9
Winter/snow	0	1	2	3	4	5	9

19b) How many of the tires replaced were "performance" tires?

0 1 2 3 4 5 9

19c) **SPORT UTILITY OR PICKUP FROM Q13c** How many of the tires replaced were made specifically for light trucks, that is, the tire size rating or designation begins with "LT" rather than with "P"?

0 1 2 3 4 5 9

21) Were the tires that were replaced on your vehicle when you obtained it?

Yes	1
No	2
Don't know	9

22) Please indicate how important each of the following items are to you when it comes to deciding what brands of new tire to buy for a vehicle. Use a 5-point scale where 1 means "not at all important" and 5 means "very important".

	NI				VI	DK
a) Best for wear, long-life and dependability.	1	2	3	4	5	9
b) Offers the best traction and skid resistance.	1	2	3	4	5	9
c) Is the best value for my money.	1	2	3	4	5	9
d) Is made with the most advanced technology available.	1	2	3	4	5	9
e) Is recommended most often by friends or relatives.	1	2	3	4	5	9
f) Brand name product.	1	2	3	4	5	9
g) Manufacturer has a good reputation.	1	2	3	4	5	9
h) Make of tires on the vehicle when purchased.	1	2	3	4	5	9
i) Good warranty	1	2	3	4	5	9
j) Lowest price	1	2	3	4	5	9

RESPONDENT INFORMATION:

22) In which of the following age categories do you belong?

Under 25	1	45-54	4
25-34	2	55-64	5
35-44	3	65 or older	6
DON'T READ: REFUSED			9

23) What was the highest level of schooling you completed?

Grade school	1	Some college	4
High school	2	Graduated from college	5
Technical/Vocational school	3	Postgraduate work or degree	6
DON'T READ: REFUSED	9		

24) For classification purposes only, can you please tell me if your household income is under or over \$50,000? (CLARIFY FURTHER)

Under \$50,000	
Is it..? Under \$30,000	1
Over \$30,000	2
Over \$50,000	
Is it..? Under \$75,000	3
Over \$75,000	4
DON'T READ: REFUSED	9

25) Are you currently ...? **READ LIST**

Married or living with partner	1
Single	2
DO NOT READ - REFUSED	9

26) Including yourself, how many people live in your household?

_____ **WRITE IN RESPONSE. IF REFUSED, WRITE 99. IF REFUSED OR 'ONE', SKIP TO Q28.**

27) And how many of these are children aged 18 years or younger?

_____ **WRITE IN RESPONSE. IF REFUSED, WRITE 99.**

28) **INTERVIEWER PLEASE INDICATE WHETHER RESPONDENT IS:**

Male	1
Female	2

29) **THANK AND TERMINATE.**

CARD A
PRODUCT/SERVICE OUTLET

	Canadian Tire	01
	Independent Repair Shop (e.g., Joe's Garage, etc.)	02
NEW CAR DEALERS	Chrysler	03
	Ford	04
	General Motors	05
	Honda/Acura	06
	Nissan/Infiniti	07
	Toyota/Lexus	08
	Other	09
	Don't Know/Not Stated	10
SERVICE STATIONS	Esso/Imperial Oil	11
	Petro Canada	12
	Shell	13
	Chevron	14
	Co-Op (Co-Operative Stores)	15
	Husky	16
	Irving	17
	Metro	18
	Mohawk	19
	Sunoco	20
	Turbo	21
	Ultramar	22
	Other	23
	Don't Know/Not Stated	24
DEPARTMENT STORES	K-Mart	25
	Sears	26
	Wal-Mart	27
	Zellers	28
	Other	29
	Don't Know/Not Stated	30

CARD A
PRODUCT/SERVICE OUTLET (CONT'D)

MUFFLER/BRAKE SPECIALTY REPAIR	Midas Muffler	31
	Speedy Muffler King	32
	Thruway Muffler	33
	Budget Brake & Muffler	34
	Freins Silencieux	35
	Meineke Muffler	36
	Minute Muffler	37
	Monsieur Muffler/Mr. Muffler	38
	Octo	39
	Other	40
	Don't Know/Not Stated	41
TIRE STORES	Goodyear	42
	Firestone	43
	Fountain Tire	44
	Kal Tire	45
	OK Tire	46
	Big O Tire	47
	Maritime Tire	48
	Tire Craft	49
	Unimax	50
	Unipneu	51
	Other	52
Don't Know/Not Stated	53	
TRANSMISSION SPECIALTY REPAIR	AAMCO	54
	Mr. Transmission	55
	Other	56
	Don't Know/Not Stated	57
WAREHOUSE CLUBS	Costco/Price Club	58
	Other	59
	Don't Know/Not Stated	60

CARD 'A'
PRODUCT/SERVICE OUTLET CONT'D)

FAST LUBE OUTLETS	Minute Lube	61
	Mr. Lube	62
	Pennzoil 10 Minute Lube	63
	Pitstop (Canadian Tire)	64
	Rapid Lube (Shell)	65
	Other	66
	Don't Know/Not Stated	67
AUTO GLASS REPAIR	Apple Auto Glass	68
	Crystal Glass	69
	LeBeau	70
	Speedy Auto Glass	71
	Standard Auto Glass	72
	Other	73
	Don't Know/Not Stated	74
	Auto Parts Store (e.g., Bumper to Bumper)	75
	Hardware Store (e.g., Home Hardware)	76
	Convenience Store	77
	Junkyard/Wrecker	78
	Cross-border Shopping	79
	Work completed in US	80
	Other	81
	Don't Know/Not Stated	82

CARD B			
Armstrong	1	Kleber	19
Atlas	2	Kumho	20
Autopar (Chrysler)	3	Lee	21
BF Goodrich	4	Michelin	22
Big-O	5	Mohawk	23
Bridgestone	6	Motomaster (CTC)	24
Cavalier	7	Nokia	25
Continental	8	Petro Canada	26
Cooper	9	Pirelli	27
Dayton	10	President	28
Dunlop	11	Riken	29
Electra	12	Sears	30
Firestone	13	Star	31
General	14	Sumitomo	32
Goodyear	15	Toyo	33
Hercules	16	Triumph	34
Hankook	17	Uniroyal	35
Kelly	18	Wal-Mart	36
		Yokohama	37

Table 1100

DesRosiers Automotive Consultants
Light Vehicle Study (1996)

Tires
Base: total interviews

	TOTAL	OWNERSHIP		ACQUIRED		TYPE		ORIGIN		MAKE							VEHICLE AGE				
		OWNED	LEASED	NEW	USED	CAR	LTRR	DOM	FOR	GM	FORD	CHRY	HONDA	TOYO	ASIAN	EURO	1-3	4-5	6-7	8-12	13+
Total	2501	2341	160	1175	1326	1704	797	1888	613	864	515	509	125	170	223	95	531	382	371	882	335
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of tires replaced																					
0	1546	1415	131	810	736	1058	488	1152	394	536	314	302	85	106	145	58	452	219	196	481	198
1	61.8	60.4	81.9	68.9	55.5	62.1	61.2	61.0	64.3	62.0	61.0	59.3	68.0	62.4	65.0	61.1	85.1	57.3	52.8	54.5	59.1
2	3.5	3.4	5.6	3.1	3.8	3.5	3.6	3.8	2.8	4.3	4.1	2.6	2.4	3.5	3.1	1.1	3.2	5.0	3.8	2.6	4.5
3	13.8	14.5	4.4	10.5	16.8	13.9	13.7	15.1	10.0	13.8	15.1	17.3	5.6	12.4	11.2	8.4	4.1	11.8	14.8	18.9	17.0
4	0.5	0.6	-	0.2	0.8	0.8	-	0.6	0.3	0.6	0.4	0.8	-	-	-	2.1	0.2	0.3	0.5	0.8	0.6
5	491.	478	13	198	293	325	166	356	135	161	97	98	29	37	45	24	38	97	98	200	58
6	19.6	20.4	8.1	16.9	22.1	19.1	20.8	18.9	22.0	18.6	18.8	19.3	23.2	21.8	20.2	25.3	7.2	25.4	26.4	22.7	17.3
7	6	6	-	2	4	6	-	3	3	-	2	1	1	-	1	1	-	-	3	1	2
8	0.2	0.3	-	0.2	0.3	0.4	-	0.2	0.5	-	0.4	0.2	0.8	-	0.4	1.1	-	-	0.8	0.1	0.6
9	3	3	-	2	1	1	2	3	-	1	1	1	-	-	-	-	1	-	1	1	-
10	0.1	0.1	-	0.2	0.1	0.1	0.3	0.2	-	0.1	0.2	0.2	-	-	-	-	0.2	-	0.3	0.1	-
11	7	7	-	1	6	4	3	6	1	4	-	2	-	-	-	1	-	1	2	1	3
12	0.3	0.3	-	0.1	0.5	0.2	0.4	0.3	0.2	0.5	-	0.4	-	-	-	1.1	-	0.3	0.5	0.1	0.9
13	1	1	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-
14	*	*	-	-	0.1	0.1	-	0.1	-	0.1	-	-	-	-	-	-	-	-	-	0.1	-
Mean (inc 0)	1.16	1.21	0.47	0.95	1.35	1.14	1.19	1.16	1.15	1.14	1.14	1.22	1.10	1.15	1.09	1.39	0.42	1.33	1.51	1.37	1.20
sd	1.66	1.68	1.15	1.56	1.72	1.65	1.68	1.65	1.70	1.67	1.60	1.66	1.72	1.64	1.63	1.90	1.12	1.74	1.81	1.69	1.69
se	0.03	0.03	0.09	0.05	0.05	0.04	0.06	0.04	0.07	0.06	0.07	0.07	0.15	0.13	0.11	0.20	0.05	0.09	0.09	0.06	0.09
Mean (exc 0)	3.03	3.05	2.59	3.04	3.03	3.02	3.06	2.97	3.23	2.99	2.92	3.00	3.45	3.06	3.10	3.57	2.81	3.12	3.19	3.01	2.93
sd	1.23	1.23	1.35	1.19	1.26	1.22	1.25	1.25	1.15	1.32	1.17	1.21	1.06	1.14	1.15	1.21	1.31	1.22	1.25	1.15	1.38
se	0.04	0.04	0.25	0.06	0.05	0.05	0.07	0.05	0.08	0.07	0.08	0.08	0.17	0.14	0.13	0.20	0.15	0.10	0.09	0.06	0.12

This is Exhibit "D" referred to in the
SUPPLEMENTARY
affidavit of DENNIS DESROSIERS
sworn before me, this 13th
day of JANUARY 2004

Jerusalem Wahl
A COMMISSIONER FOR TAKING AFFIDAVITS

Table 1101

DesRosiers Automotive Consultants
Light Vehicle Study (1996)

Tires

Base: total interviews

	TOTAL	GENDER		AGE <35	35- 44	45- 54	55+	INCOME				EDUCATION			REGION				
		Male	Female					<\$30K	\$30- \$50K	\$50- \$75K	\$75K PLUS	HS OR LESS	COL	UNIV	ATL	PQ	OW	PR	BC
Total	2501 100.0	1695 100.0	806 100.0	599 100.0	737 100.0	528 100.0	579 100.0	517 100.0	644 100.0	579 100.0	489 100.0	1172 100.0	559 100.0	722 100.0	226 100.0	625 100.0	925 100.0	425 100.0	300 100.0
Number of tires replaced																			
0	1546 61.8	1036 61.1	510 63.3	365 60.9	441 59.8	311 58.9	394 68.0	311 60.2	379 58.9	355 61.3	328 67.1	718 61.3	323 57.8	476 65.9	101 44.7	391 62.6	591 63.9	261 61.4	202 67.3
1	88 3.5	63 3.7	25 3.1	26 4.3	25 3.4	20 3.8	15 2.6	14 2.7	29 4.5	25 4.3	13 2.7	40 3.4	24 4.3	24 3.3	4 1.8	10 1.6	48 5.2	19 4.5	7 2.3
2	346 13.8	230 13.6	116 14.4	72 12.0	101 13.7	89 16.9	77 13.3	91 17.6	89 13.8	82 14.2	52 10.6	164 14.0	82 14.7	95 13.2	37 16.4	71 11.4	131 14.2	73 17.2	34 11.3
3	13 0.5	5 0.3	8 1.0	2 0.3	5 0.7	5 0.9	-	2 0.4	5 0.8	1 0.2	2 0.4	1 0.1	4 0.7	7 1.0	4 1.8	1 0.2	6 0.6	-	2 0.7
4	491 19.6	348 20.5	143 17.7	126 21.0	163 22.1	98 18.6	91 15.7	96 18.6	138 21.4	110 19.0	91 18.6	240 20.5	121 21.6	117 16.2	77 34.1	148 23.7	142 15.4	71 16.7	53 17.7
5	6 0.2	3 0.2	3 0.4	1 0.2	1 0.1	3 0.6	1 0.2	1 0.2	1 0.2	4 0.7	-	1 0.1	2 0.4	3 0.4	-	3 0.5	2 0.2	-	1 0.3
6	3 0.1	2 0.1	1 0.1	1 0.2	1 0.1	-	1 0.2	1 0.2	2 0.3	-	-	2 0.2	1 0.2	-	2 0.9	-	1 0.1	-	-
8	7 0.3	7 0.4	-	5 0.8	-	2 0.4	-	-	1 0.2	2 0.3	3 0.6	5 0.4	2 0.4	-	1 0.4	1 0.2	3 0.3	1 0.2	1 0.3
9	1 *	1 0.1	-	1 0.2	-	-	-	1 0.2	-	-	-	1 0.1	-	-	-	-	1 0.1	-	-
Mean (inc 0)	1.16	1.19	1.08	1.24	1.23	1.20	0.94	1.17	1.24	1.15	1.04	1.19	1.28	0.99	1.85	1.23	1.02	1.08	1.02
sd	1.66	1.69	1.58	1.78	1.66	1.64	1.52	1.63	1.68	1.65	1.67	1.70	1.70	1.54	1.87	1.73	1.57	1.55	1.62
se	0.03	0.04	0.06	0.07	0.06	0.07	0.06	0.07	0.07	0.07	0.08	0.05	0.07	0.06	0.12	0.07	0.05	0.08	0.09
Mean (exc 0)	3.03	3.07	2.95	3.16	3.06	2.93	2.94	2.94	3.02	2.98	3.17	3.08	3.03	2.92	3.34	3.29	2.83	2.79	3.12
sd	1.23	1.27	1.13	1.42	1.13	1.23	1.14	1.19	1.22	1.27	1.29	1.28	1.25	1.14	1.13	1.09	1.32	1.21	1.21
se	0.04	0.05	0.07	0.09	0.07	0.08	0.08	0.08	0.07	0.08	0.10	0.06	0.08	0.07	0.10	0.07	0.07	0.09	0.12

Table 1102

DesRosiers Automotive Consultants
Light Vehicle Study (1996)Place of Purchase: Tires
Base: sub-sample

	TOTAL	OWNERSHIP		ACQUIRED		TYPE		ORIGIN		MAKE							VEHICLE AGE				
		OWNED	LEASED	NEW	USED	CAR	LTTR	DOM	FOR	GM	FORD	CHRY	HONDA	TOYO	ASIAN	EURO	1-3	4-5	6-7	8-12	13+
Total	955	926	29	365	590	646	309	736	219	328	201	207	40	64	78	37	79	163	175	401	137
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CANADIAN TIRE	161	158	3	54	107	115	46	128	33	60	28	40	4	9	12	8	7	18	27	91	18
	16.9	17.1	10.3	14.8	18.1	17.8	14.9	17.4	15.1	18.3	13.9	19.3	10.0	14.1	15.4	21.6	8.9	11.0	15.4	22.7	13.1
INDEPENDENT REPAIR	144	139	5	50	94	98	46	112	32	44	35	33	5	11	13	3	7	24	27	68	18
	15.1	15.0	17.2	13.7	15.9	15.2	14.9	15.2	14.6	13.4	17.4	15.9	12.5	17.2	16.7	8.1	8.9	14.7	15.4	17.0	13.1
NEW CAR DEALERS	71	68	3	38	33	53	18	51	20	25	10	16	5	4	4	7	18	22	17	10	4
	7.4	7.3	10.3	10.4	5.6	8.2	5.8	6.9	9.1	7.6	5.0	7.7	12.5	6.3	5.1	18.9	22.8	13.5	9.7	2.5	2.9
Chrysler	14	14	-	9	5	7	7	14	-	1	-	13	-	-	-	-	6	3	2	1	2
	1.5	1.5	-	2.5	0.8	1.1	2.3	1.9	-	0.3	-	6.3	-	-	-	-	7.6	1.8	1.1	0.2	1.5
Ford	8	7	1	2	6	7	1	8	-	2	6	-	-	-	-	-	1	3	3	-	1
	0.8	0.8	3.4	0.5	1.0	1.1	0.3	1.1	-	0.6	3.0	-	-	-	-	-	1.3	1.8	1.7	-	0.7
GM	17	15	2	11	6	12	5	17	-	16	1	-	-	-	-	-	7	5	1	4	-
	1.8	1.6	6.9	3.0	1.0	1.9	1.6	2.3	-	4.9	0.5	-	-	-	-	-	8.9	3.1	0.6	1.0	-
Honda/Acura	5	5	-	2	3	5	-	-	5	-	-	-	5	-	-	-	-	3	2	-	-
	0.5	0.5	-	0.5	0.5	0.8	-	-	2.3	-	-	-	12.5	-	-	-	-	1.8	1.1	-	-
Toyota/Lexus	3	3	-	3	-	3	-	-	3	-	-	-	-	3	-	-	-	1	2	-	-
	0.3	0.3	-	0.8	-	0.5	-	-	1.4	-	-	-	-	4.7	-	-	-	0.6	1.1	-	-
Other	23	23	-	10	13	18	5	11	12	5	3	3	-	1	4	7	4	7	6	5	1
	2.4	2.5	-	2.7	2.2	2.8	1.6	1.5	5.5	1.5	1.5	1.4	-	1.6	5.1	18.9	5.1	4.3	3.4	1.2	0.7
Not stated	1	1	-	1	-	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	0.1	0.1	-	0.3	-	0.2	-	0.1	-	0.3	-	-	-	-	-	-	-	-	0.6	-	-
SERVICE STATIONS	58	57	1	26	32	41	17	47	11	21	10	16	3	4	3	1	3	14	9	27	5
	6.1	6.2	3.4	7.1	5.4	6.3	5.5	6.4	5.0	6.4	5.0	7.7	7.5	6.3	3.8	2.7	3.8	8.6	5.1	6.7	3.6
Esso/Imperial	7	7	-	5	2	4	3	6	1	2	1	3	-	1	-	-	1	3	2	1	-
	0.7	0.8	-	1.4	0.3	0.6	1.0	0.8	0.5	0.6	0.5	1.4	-	1.6	-	-	1.3	1.8	1.1	0.2	-
Petro Can	8	8	-	3	5	6	2	6	2	1	1	4	1	1	-	-	-	-	1	6	1
	0.8	0.9	-	0.8	0.8	0.9	0.6	0.8	0.9	0.3	0.5	1.9	2.5	1.6	-	-	-	-	0.6	1.5	0.7
Shell	5	5	-	3	2	2	3	4	1	2	-	2	-	1	-	-	-	-	1	3	-
	0.5	0.5	-	0.8	0.3	0.3	1.0	0.5	0.5	0.6	-	1.0	-	1.6	-	-	-	0.6	0.6	0.7	-
Co-Op	3	3	-	-	3	2	1	3	-	1	1	1	-	-	-	-	-	-	1	1	1
	0.3	0.3	-	-	0.5	0.3	0.3	0.4	-	0.3	0.5	0.5	-	-	-	-	-	-	0.6	0.2	0.7
Husky	1	1	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	0.1	0.1	-	-	0.2	0.2	-	0.1	-	0.3	-	-	-	-	-	-	-	0.6	-	-	-
Irving	5	5	-	-	5	4	1	5	-	2	3	-	-	-	-	-	-	1	-	3	1
	0.5	0.5	-	-	0.8	0.6	0.3	0.7	-	0.6	1.5	-	-	-	-	-	-	0.6	-	0.7	0.7
Sunoco	2	2	-	1	1	2	-	1	1	1	-	-	1	-	-	-	-	-	-	2	-
	0.2	0.2	-	0.3	0.2	0.3	-	0.1	0.5	0.3	-	-	2.5	-	-	-	-	-	-	0.5	-
Turbo	1	1	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-
	0.1	0.1	-	-	0.2	0.2	-	0.1	-	0.3	-	-	-	-	-	-	-	-	-	0.2	-
Utlramar	2	2	-	2	-	-	2	2	-	1	1	-	-	-	-	-	-	-	2	-	-
	0.2	0.2	-	0.5	-	-	0.6	0.3	-	0.3	0.5	-	-	-	-	-	-	-	1.2	-	-
Other	21	20	1	11	10	16	5	15	6	7	2	6	1	1	3	1	2	5	4	8	2
	2.2	2.2	3.4	3.0	1.7	2.5	1.6	2.0	2.7	2.1	1.0	2.9	2.5	1.6	3.8	2.7	2.5	3.1	2.3	2.0	1.5

(continued)

Table 1102

DesRosiers Automotive Consultants
Light Vehicle Study (1996)Place of Purchase: Tires
Base: sub-sample

	TOTAL	OWNERSHIP		ACQUIRED		TYPE		ORIGIN		MAKE							VEHICLE AGE				
		OWNED	LEASED	NEW	USED	CAR	LTTR	DOM	FOR	GM	FORD	CHRY	HONDA	TOYO	ASIAN	EURO	1-3	4-5	6-7	8-12	13+
Total	955 100.0	926 100.0	29 100.0	365 100.0	590 100.0	646 100.0	309 100.0	736 100.0	219 100.0	328 100.0	201 100.0	207 100.0	40 100.0	64 100.0	78 100.0	37 100.0	79 100.0	163 100.0	175 100.0	401 100.0	137 100.0
Not stated	3 0.3	3 0.3	-	1 0.3	2 0.3	3 0.5	-	3 0.4	-	2 0.6	1 0.5	-	-	-	-	-	-	1 0.6	-	2 0.5	-
MUFFLER/BRAKE SPEC	9 0.9	9 1.0	-	4 1.1	5 0.8	8 1.2	1 0.3	6 0.8	3 1.4	4 1.2	2 1.0	-	1 2.5	2 3.1	-	-	-	1 0.6	2 1.1	4 1.0	2 1.5
Midas	1 0.1	1 0.1	-	-	1 0.2	1 0.2	-	-	1 0.5	-	-	-	-	1 1.6	-	-	-	-	1 0.6	-	-
Speedy	1 0.1	1 0.1	-	-	1 0.2	1 0.2	-	1 0.1	-	-	1 0.5	-	-	-	-	-	-	-	-	1 0.2	-
Minute	1 0.1	1 0.1	-	1 0.3	-	1 0.2	-	1 0.1	-	1 0.3	-	-	-	-	-	-	-	-	-	1 0.2	-
M/Mr Muffler	2 0.2	2 0.2	-	2 0.5	-	2 0.3	-	1 0.1	1 0.5	1 0.3	-	-	1 2.5	-	-	-	-	1 0.6	-	1 0.2	-
Octo	1 0.1	1 0.1	-	-	1 0.2	1 0.2	-	1 0.1	-	-	1 0.5	-	-	-	-	-	-	-	-	-	1 0.7
Other	3 0.3	3 0.3	-	1 0.3	2 0.3	2 0.3	1 0.3	2 0.3	1 0.5	2 0.6	-	-	-	1 1.6	-	-	-	-	1 0.6	1 0.2	1 0.7
TIRE STORES	344 36.0	331 35.7	13 44.8	145 39.7	199 33.7	220 34.1	124 40.1	256 34.8	88 40.2	110 33.5	73 36.3	73 35.3	11 27.5	28 43.7	35 44.9	14 37.8	37 46.8	64 39.3	64 36.6	127 31.7	52 38.0
Goodyear	49 5.1	46 5.0	3 10.3	27 7.4	22 3.7	29 4.5	20 6.5	40 5.4	9 4.1	17 5.2	10 5.0	13 6.3	1 2.5	3 4.7	4 5.1	1 2.7	9 11.4	9 5.5	9 5.1	19 4.7	3 2.2
Firestone	21 2.2	20 2.2	1 3.4	11 3.0	10 1.7	15 2.3	6 1.9	13 1.8	8 3.7	4 1.2	6 3.0	3 1.4	1 2.5	2 3.1	5 6.4	-	2 2.5	5 3.1	5 2.9	8 2.0	1 0.7
Green & Ross	3 0.3	3 0.3	-	2 0.5	1 0.2	2 0.3	1 0.3	2 0.3	1 0.5	1 0.3	-	1 0.5	1 2.5	-	-	-	-	-	-	1 0.6	1 0.5
Other	255 26.7	246 26.6	9 31.0	102 27.9	153 25.9	166 25.7	89 28.8	186 25.3	69 31.5	83 25.3	52 25.9	51 24.6	8 20.0	23 35.9	25 32.1	13 35.1	25 31.6	46 28.2	46 26.3	93 23.2	45 32.8
Not Stated	16 1.7	16 1.7	-	3 0.8	13 2.2	8 1.2	8 2.6	15 2.0	1 0.5	5 1.5	5 2.5	5 2.4	-	-	1 1.3	-	1 1.3	4 2.5	3 1.7	5 1.2	3 2.2
DEPARTMENT STORES	76 8.0	75 8.1	1 3.4	30 8.2	46 7.8	54 8.4	22 7.1	63 8.6	13 5.9	27 8.2	22 10.9	14 6.8	4 10.0	1 1.6	6 7.7	2 5.4	2 2.5	10 6.1	17 9.7	33 8.2	14 10.2
K-Mart	5 0.5	5 0.5	-	2 0.5	3 0.5	3 0.5	2 0.6	3 0.4	2 0.9	1 0.3	2 1.0	-	-	-	1 1.3	1 2.7	-	-	1 1.1	0.5 0.5	0.7 0.7
Sears	47 4.9	47 5.1	-	19 5.2	28 4.7	33 5.1	14 4.5	39 5.3	8 3.7	16 4.9	12 6.0	11 5.3	3 7.5	-	4 5.1	1 2.7	2 2.5	4 2.5	10 5.7	23 5.7	8 5.8
Wal-Mart	23 2.4	22 2.4	1 3.4	8 2.2	15 2.5	18 2.8	5 1.6	20 2.7	3 1.4	10 3.0	7 3.5	3 1.4	1 2.5	1 1.6	1 1.3	-	-	6 3.7	5 2.9	8 2.0	4 2.9
Others	1 0.1	1 0.1	-	1 0.3	-	-	1 0.3	1 0.1	-	-	1 0.5	-	-	-	-	-	-	-	-	-	1 0.7
FAST LUBE OUTLETS	1 0.1	1 0.1	-	-	1 0.2	1 0.2	-	1 0.1	-	-	1 0.5	-	-	-	-	-	-	-	-	-	1 0.7

(continued)

Table 1102

DesRosiers Automotive Consultants
Light Vehicle Study (1996)

Place of Purchase: Tires
Base: sub-sample

	TOTAL	OWNERSHIP		ACQUIRED		TYPE		ORIGIN		MAKE						VEHICLE AGE					
		OWNED	LEASED	NEW	USED	CAR	LTR	DOM	FOR	GM	FORD	CHRY	HONDA	TOYO	ASIAN	EURO	1-3	4-5	6-7	8-12	13+
Total	955	926	29	365	590	646	309	736	219	328	201	207	40	64	78	37	79	163	175	401	137
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Minute Lube	1	1	-	-	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1
	0.1	0.1	-	-	0.2	0.2	-	0.1	-	-	0.5	-	-	-	-	-	-	-	-	-	0.7
WAREHOUSE CLUB	22	20	2	8	14	14	8	16	6	9	4	3	2	-	3	1	-	6	4	9	3
	2.3	2.2	6.9	2.2	2.4	2.2	2.6	2.2	2.7	2.7	2.0	1.4	5.0	-	3.8	2.7	-	3.7	2.3	2.2	2.2
Costco/Price Club	20	18	2	8	12	14	6	14	6	8	4	2	2	-	3	1	-	6	4	9	1
	2.1	1.9	6.9	2.2	2.0	2.2	1.9	1.9	2.7	2.4	2.0	1.0	5.0	-	3.8	2.7	-	3.7	2.3	2.2	0.7
Other	1	1	-	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1
	0.1	0.1	-	-	0.2	-	0.3	0.1	-	0.3	-	-	-	-	-	-	-	-	-	-	0.7
Not stated	1	1	-	-	1	-	1	1	-	-	-	1	-	-	-	-	-	-	-	-	1
	0.1	0.1	-	-	0.2	-	0.3	0.1	-	-	-	0.5	-	-	-	-	-	-	-	-	0.7
BODY WORK & PAINTING	1	1	-	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	1	-	-
	0.1	0.1	-	-	0.2	-	0.3	0.1	-	0.3	-	-	-	-	-	-	-	-	0.6	-	-
Ind. Body & Paint Shop	1	1	-	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	1	-	-
	0.1	0.1	-	-	0.2	-	0.3	0.1	-	0.3	-	-	-	-	-	-	-	-	0.6	-	-
OTHER	68	67	1	10	58	42	26	55	13	27	16	12	5	5	2	1	5	4	7	32	20
	7.1	7.2	3.4	2.7	9.8	6.5	8.4	7.5	5.9	8.2	8.0	5.8	12.5	7.8	2.6	2.7	6.3	2.5	4.0	8.0	14.6
Auto Parts store	5	5	-	1	4	2	3	5	-	1	4	-	-	-	-	-	-	-	1	4	-
	0.5	0.5	-	0.3	0.7	0.3	1.0	0.7	-	0.3	2.0	-	-	-	-	-	-	-	0.6	1.0	-
Convenience/Grocery	2	2	-	-	2	-	2	2	-	1	1	-	-	-	-	-	1	-	-	-	1
	0.2	0.2	-	-	0.3	-	0.6	0.3	-	0.3	0.5	-	-	-	-	-	1.3	-	-	-	0.7
Junkyard/Wrecker	13	13	-	-	13	7	6	13	-	8	2	3	-	-	-	-	-	-	1	8	4
	1.4	1.4	-	-	2.2	1.1	1.9	1.8	-	2.4	1.0	1.4	-	-	-	-	-	-	0.6	2.0	2.9
X-border shopping	1	1	-	1	-	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-
	0.1	0.1	-	0.3	-	0.2	-	0.1	-	-	0.5	-	-	-	-	-	1.3	-	-	-	-
TV/auction/other	27	26	1	5	22	19	8	16	11	9	3	4	3	5	2	1	2	2	3	9	11
	2.8	2.8	3.4	1.4	3.7	2.9	2.6	2.2	5.0	2.7	1.5	1.9	7.5	7.8	2.6	2.7	2.5	1.2	1.7	2.2	8.0
Not installed (self)	2	2	-	-	2	1	1	2	-	-	1	1	-	-	-	-	-	-	-	2	-
	0.2	0.2	-	-	0.3	0.2	0.3	0.3	-	-	0.5	0.5	-	-	-	-	-	-	-	0.5	-
Not stated	18	18	-	3	15	12	6	16	2	8	4	4	2	-	-	-	1	2	2	9	4
	1.9	1.9	-	0.8	2.5	1.9	1.9	2.2	0.9	2.4	2.0	1.9	5.0	-	-	-	1.3	1.2	1.1	2.2	2.9

Table 1103

DesRosiers Automotive Consultants
Light Vehicle Study (1996)Place of Purchase: Tires
Base: sub-sample

	TOTAL	GENDER		AGE				INCOME				EDUCATION			REGION				
		Male	Female	<35	35-44	45-54	55+	<\$30K	\$30-\$50K	\$50-\$75K	\$75K PLUS	HS OR LESS	COL	UNIV	ATL	PQ	ON	PR	BC
Total	955	659	296	234	296	217	185	206	265	224	161	454	236	246	125	234	334	164	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CANADIAN TIRE	161	111	50	43	46	39	30	36	47	46	18	84	32	43	24	29	73	26	9
	16.9	16.8	16.9	18.4	15.5	18.0	16.2	17.5	17.7	20.5	11.2	18.5	13.6	17.5	19.2	12.4	21.9	15.9	9.2
INDEPENDENT REPAIR	144	90	54	41	45	30	23	38	46	30	20	66	36	38	13	59	47	16	9
	15.1	13.7	18.2	17.5	15.2	13.8	12.4	18.4	17.4	13.4	12.4	14.5	15.3	15.4	10.4	25.2	14.1	9.8	9.2
NEW CAR DEALERS	71	49	22	12	21	17	20	13	19	18	16	33	11	26	7	14	34	12	4
	7.4	7.4	7.4	5.1	7.1	7.8	10.8	6.3	7.2	8.0	9.9	7.3	4.7	10.6	5.6	6.0	10.2	7.3	4.1
Chrysler	14	10	4	2	5	1	6	4	3	3	2	9	3	2	1	5	5	2	1
	1.5	1.5	1.4	0.9	1.7	0.5	3.2	1.9	1.1	1.3	1.2	2.0	1.3	0.8	0.8	2.1	1.5	1.2	1.0
Ford	8	8	-	1	3	2	2	1	3	2	2	6	1	1	-	1	2	5	-
	0.8	1.2	-	0.4	1.0	0.9	1.1	0.5	1.1	0.9	1.2	1.3	0.4	0.4	-	0.4	0.6	3.0	-
GM	17	11	6	3	4	2	8	2	7	5	3	9	4	4	2	3	9	2	1
	1.8	1.7	2.0	1.3	1.4	0.9	4.3	1.0	2.6	2.2	1.9	2.0	1.7	1.6	1.6	1.3	2.7	1.2	1.0
Honda/Acura	5	1	4	2	1	2	-	1	1	1	2	-	1	4	-	1	3	1	-
	0.5	0.2	1.4	0.9	0.3	0.9	-	0.5	0.4	0.4	1.2	-	0.4	1.6	-	0.4	0.9	0.6	-
Toyota/Lexus	3	2	1	1	-	1	-	-	2	-	-	1	1	1	-	1	1	1	-
	0.3	0.3	0.3	0.4	-	0.5	-	-	0.8	-	-	0.2	0.4	0.4	-	0.4	0.3	0.6	-
Other	23	17	6	3	8	8	4	5	3	6	7	8	1	13	4	3	13	1	2
	2.4	2.6	2.0	1.3	2.7	3.7	2.2	2.4	1.1	2.7	4.3	1.8	0.4	5.3	3.2	1.3	3.9	0.6	2.0
Not stated	1	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-
	0.1	-	0.3	-	-	0.5	-	-	-	0.4	-	-	-	0.4	-	-	0.3	-	-
SERVICE STATIONS	58	41	17	8	21	13	15	18	11	12	11	32	6	19	17	13	16	10	2
	6.1	6.2	5.7	3.4	7.1	6.0	8.1	8.7	4.2	5.4	6.8	7.0	2.5	7.7	13.6	5.6	4.8	6.1	2.0
Esso/Imperial	7	5	2	1	2	-	4	2	1	2	2	4	-	3	3	2	2	-	-
	0.7	0.8	0.7	0.4	0.7	-	2.2	1.0	0.4	0.9	1.2	0.9	-	1.2	2.4	0.9	0.6	-	-
Petro Can	8	7	1	-	2	4	1	2	1	2	1	3	2	2	2	2	3	1	-
	0.8	1.1	0.3	-	0.7	1.8	0.5	1.0	0.4	0.9	0.6	0.7	0.8	0.8	1.6	0.9	0.9	0.6	-
Shell	5	3	2	2	2	1	-	2	1	1	-	4	-	1	1	-	1	3	-
	0.5	0.5	0.7	0.9	0.7	0.5	-	1.0	0.4	0.4	-	0.9	-	0.4	0.8	-	0.3	1.8	-
Co-Op	3	2	1	-	-	2	1	1	-	1	-	2	-	1	1	-	-	2	-
	0.3	0.3	0.3	-	-	0.9	0.5	0.5	-	0.4	-	0.4	-	0.4	0.8	-	-	1.2	-
Husky	1	1	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-	1	-
	0.1	0.2	-	-	-	-	0.5	-	-	-	0.6	0.2	-	-	-	-	-	0.6	-
Irving	5	4	1	1	2	2	-	1	2	2	-	3	1	1	5	-	-	-	-
	0.5	0.6	0.3	0.4	0.7	0.9	-	0.5	0.8	0.9	-	0.7	0.4	0.4	4.0	-	-	-	-
Sunoco	2	2	-	-	2	-	-	1	-	-	-	1	-	1	-	-	-	-	-
	0.2	0.3	-	-	0.7	-	-	0.5	-	-	-	0.2	-	0.4	-	-	0.6	-	-
Turbo	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	-	-	1	-
	0.1	-	0.3	-	-	0.5	-	0.5	-	-	-	0.2	-	-	-	-	-	0.6	-
Ultramar	2	2	-	1	1	-	-	-	-	-	2	1	1	-	1	1	-	-	-
	0.2	0.3	-	0.4	0.3	-	-	-	-	-	1.2	0.2	0.4	-	0.8	0.4	-	-	-

(continued)

Table 1103

DesRosiers Automotive Consultants
Light Vehicle Study (1996)Place of Purchase: Tires
Base: sub-sample

	TOTAL	GENDER		AGE				INCOME				EDUCATION			REGION				
		Male	Female	<35	35-44	45-54	55+	<\$30K	\$30-\$50K	\$50-\$75K	\$75K PLUS	HS OR LESS	COL	UNIV	ATL	PQ	ON	PR	BC
Total	955 100.0	659 100.0	296 100.0	234 100.0	296 100.0	217 100.0	185 100.0	206 100.0	265 100.0	224 100.0	161 100.0	454 100.0	236 100.0	246 100.0	125 100.0	234 100.0	334 100.0	164 100.0	98 100.0
Other	21 2.2	12 1.8	9 3.0	3 1.3	9 3.0	3 1.4	6 3.2	7 3.4	5 1.9	3 1.3	5 3.1	10 2.2	1 0.4	10 4.1	3 2.4	7 3.0	7 2.1	2 1.2	2 2.0
Not stated	3 0.3	3 0.5	-	-	1 0.3	-	2 1.1	1 0.5	1 0.4	1 0.4	-	2 0.4	1 0.4	-	1 0.8	1 0.4	1 0.3	-	-
MUFFLER/BRAKE SPEC	9 0.9	6 0.9	3 1.0	4 1.7	1 0.3	2 0.9	2 1.1	3 1.5	1 0.4	2 0.9	-	5 1.1	3 1.3	1 0.4	1 0.8	3 1.3	4 1.2	-	1 1.0
Midas	1 0.1	-	1 0.3	-	1 0.3	-	-	-	-	1 0.4	-	1 0.2	-	-	-	-	1 0.3	-	-
Speedy	1 0.1	1 0.2	-	-	-	1 0.5	-	-	-	-	-	-	1 0.4	-	-	-	1 0.3	-	-
Minute	1 0.1	1 0.2	-	-	-	-	1 0.5	-	-	1 0.4	-	1 0.2	-	-	-	-	-	-	1 1.0
M/Mr Muffler	2 0.2	2 0.3	-	2 0.9	-	-	-	1 0.5	-	-	-	-	1 0.4	1 0.4	-	2 0.9	-	-	-
Octo	1 0.1	-	1 0.3	-	-	-	1 0.5	1 0.5	-	-	-	1 0.2	-	-	-	1 0.4	-	-	-
Other	3 0.3	2 0.3	1 0.3	2 0.9	-	1 0.5	-	1 0.5	1 0.4	-	-	2 0.4	1 0.4	-	1 0.8	-	2 0.6	-	-
TIRE STORES	344 36.0	246 37.3	98 33.1	81 34.6	112 37.8	80 36.9	65 35.1	60 29.1	91 34.3	83 37.1	74 46.0	150 33.0	104 44.1	85 34.6	45 36.0	75 32.1	102 30.5	71 43.3	51 52.0
Goodyear	49 5.1	39 5.9	10 3.4	7 3.0	16 5.4	11 5.1	14 7.6	5 2.4	14 5.3	11 4.9	11 6.8	25 5.5	8 3.4	15 6.1	6 4.8	8 3.4	17 5.1	13 7.9	5 5.1
Firestone	21 2.2	15 2.3	6 2.0	5 2.1	8 2.7	6 2.8	2 1.1	3 1.5	6 2.3	6 2.7	6 3.7	9 2.0	5 2.1	7 2.8	1 0.8	3 1.3	10 3.0	5 3.0	2 2.0
Green & Ross	3 0.3	-	3 1.0	-	-	2 0.9	1 0.5	1 0.5	1 0.4	1 0.4	-	1 0.2	1 0.4	1 0.4	-	-	3 0.9	-	-
Other	255 26.7	181 27.5	74 25.0	66 28.2	82 27.7	57 26.3	45 24.3	48 23.3	64 24.2	62 27.7	54 33.5	108 23.8	84 35.6	59 24.0	35 28.0	60 25.6	66 19.8	52 31.7	42 42.9
Not Stated	16 1.7	11 1.7	5 1.7	3 1.3	6 2.0	4 1.8	3 1.6	3 1.5	6 2.3	3 1.3	3 1.9	7 1.5	6 2.5	3 1.2	3 2.4	4 1.7	6 1.8	1 0.6	2 2.0
DEPARTMENT STORES	76 8.0	51 7.7	25 8.4	12 5.1	23 7.8	21 9.7	16 8.6	19 9.2	20 7.5	14 6.3	10 6.2	34 7.5	19 8.1	20 8.1	9 7.2	22 9.4	22 6.6	10 6.1	13 13.3
K-Mart	5 0.5	2 0.3	3 1.0	-	2 0.7	2 0.9	1 0.5	1 0.5	3 1.1	1 0.4	-	2 0.4	3 1.3	-	1 0.8	-	3 0.9	-	1 1.0
Sears	47 4.9	34 5.2	13 4.4	9 3.8	14 4.7	10 4.6	12 6.5	15 7.3	10 3.8	7 3.1	7 4.3	20 4.4	12 5.1	14 5.7	3 2.4	16 6.8	10 3.0	8 4.9	10 10.2
Wal-Mart	23 2.4	14 2.1	9 3.0	3 1.3	7 2.4	8 3.7	3 1.6	3 1.5	7 2.6	5 2.2	3 1.9	11 2.4	4 1.7	6 2.4	5 4.0	6 2.6	9 2.7	1 0.6	2 2.0

(continued)

Table 1103

DesRosiers Automotive Consultants
Light Vehicle Study (1996)Place of Purchase: Tires
Base: sub-sample

	TOTAL	GENDER		AGE				INCOME					EDUCATION			REGION				
		Male	Female	<35	35-44	45-54	55+	<\$30K	\$30-\$50K	\$50-\$75K	\$75K PLUS	HS OR LESS	COL	UNIV	ATL	PQ	ON	PR	BC	
Total	955 100.0	659 100.0	296 100.0	234 100.0	296 100.0	217 100.0	185 100.0	206 100.0	265 100.0	224 100.0	161 100.0	454 100.0	236 100.0	246 100.0	125 100.0	234 100.0	334 100.0	164 100.0	98 100.0	
Others	1 0.1	1 0.2	-	-	-	1 0.5	-	-	-	1 0.4	-	1 0.2	-	-	-	-	-	1 0.6	-	
FAST LUBE OUTLETS	1 0.1	-	1 0.3	-	1 0.3	-	-	-	-	1 0.4	-	1 0.2	-	-	-	-	-	1 0.6	-	
Minute Lube	1 0.1	-	1 0.3	-	1 0.3	-	-	-	-	1 0.4	-	1 0.2	-	-	-	-	-	1 0.6	-	
WAREHOUSE CLUB	22 2.3	13 2.0	9 3.0	7 3.0	4 1.4	4 1.8	7 3.8	2 1.0	7 2.6	7 3.1	5 3.1	9 2.0	9 3.8	4 1.6	1 0.8	5 2.1	8 2.4	5 3.0	3 3.1	
Costco/Price Club	20 2.1	12 1.8	8 2.7	6 2.6	4 1.4	4 1.8	6 3.2	1 0.5	6 2.3	7 3.1	5 3.1	7 1.5	9 3.8	4 1.6	-	5 2.1	8 2.4	4 2.4	3 3.1	
Other	1 0.1	1 0.2	-	1 0.4	-	-	-	-	1 0.4	-	-	1 0.2	-	-	1 0.8	-	-	-	-	
Not stated	1 0.1	-	1 0.3	-	-	-	1 0.5	1 0.5	-	-	-	1 0.2	-	-	-	-	-	1 0.6	-	
BODY WORK & PAINTING	1 0.1	-	1 0.3	1 0.4	-	-	-	-	-	-	-	1 0.6	-	1 0.4	-	-	1 0.3	-	-	
Ind. Body & Paint Shop	1 0.1	-	1 0.3	1 0.4	-	-	-	-	-	-	1 0.6	-	-	1 0.4	-	-	1 0.3	-	-	
OTHER	68 7.1	52 7.9	16 5.4	25 10.7	22 7.4	11 5.1	7 3.8	17 8.3	23 8.7	11 4.9	6 3.7	40 8.8	16 6.8	9 3.7	8 6.4	14 6.0	27 8.1	13 7.9	6 6.1	
Auto Parts store	5 0.5	5 0.8	-	1 0.4	1 0.3	3 1.4	-	2 1.0	1 0.4	1 0.4	-	4 0.9	1 0.4	-	2 1.6	1 0.4	1 0.3	1 0.6	-	
Convenience/Grocery	2 0.2	2 0.3	-	1 0.4	1 0.3	-	-	-	-	1 0.4	-	2 0.4	-	-	-	-	1 0.3	1 0.6	-	
Junkyard/Wrecker	13 1.4	10 1.5	3 1.0	5 2.1	4 1.4	3 1.4	-	5 2.4	4 1.5	2 0.9	1 0.6	6 1.3	4 1.7	2 0.8	3 2.4	1 0.4	5 1.5	3 1.8	1 1.0	
X-border shopping	1 0.1	1 0.2	-	-	-	-	1 0.5	-	-	1 0.4	-	-	-	1 0.4	1 0.8	-	-	-	-	
TV/auction/other	27 2.8	21 3.2	6 2.0	10 4.3	13 4.4	2 0.9	2 1.1	6 2.9	13 4.9	3 1.3	2 1.2	15 3.3	7 3.0	4 1.6	2 1.6	10 4.3	11 3.3	2 1.2	2 2.0	
Not installed (self)	2 0.2	1 0.2	1 0.3	2 0.9	-	-	-	1 0.5	-	-	-	-	1 0.4	1 0.4	-	-	2 0.6	-	-	
Not stated	18 1.9	12 1.8	6 2.0	6 2.6	3 1.0	3 1.4	4 2.2	3 1.5	5 1.9	3 1.3	3 1.9	13 2.9	3 1.3	1 0.4	-	2 0.9	7 2.1	6 3.7	3 3.1	

Table 1104

DesRosiers Automotive Consultants
Light Vehicle Study (1996)What Brand of Tires Bought
Base: sub-sample

	TOTAL	OWNERSHIP		ACQUIRED		TYPE		ORIGIN		MAKE							VEHICLE AGE				
		OWNED	LEASED	NEW	USED	CAR	LTTR	DOM	FOR	GM	FORD	CHRY	HONDA	TOYO	ASIAN	EURO	1-3	4-5	6-7	8-12	13+
Total	955	926	29	365	590	646	309	736	219	328	201	207	40	64	78	37	79	163	175	401	137
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GOODYEAR	127	122	5	61	66	69	58	101	26	37	26	38	8	7	7	4	18	24	20	52	13
	13.3	13.2	17.2	16.7	11.2	10.7	18.8	13.7	11.9	11.3	12.9	18.4	20.0	10.9	9.0	10.8	22.8	14.7	11.4	13.0	9.5
MICHELIN	112	106	6	53	59	83	29	77	35	31	19	27	12	10	9	4	16	28	22	34	12
	11.7	11.4	20.7	14.5	10.0	12.8	9.4	10.5	16.0	9.5	9.5	13.0	30.0	15.6	11.5	10.8	20.3	17.2	12.6	8.5	8.8
MOTOMASTER	98	98	-	31	67	74	24	76	22	33	18	25	1	7	7	7	1	10	21	51	15
	10.3	10.6	-	8.5	11.4	11.5	7.8	10.3	10.0	10.1	9.0	12.1	2.5	10.9	9.0	18.9	1.3	6.1	12.0	12.7	10.9
FIRESTONE	43	42	1	15	28	31	12	37	6	19	10	8	1	1	3	1	2	7	7	21	6
	4.5	4.5	3.4	4.1	4.7	4.8	3.9	5.0	2.7	5.8	5.0	3.9	2.5	1.6	3.8	2.7	2.5	4.3	4.0	5.2	4.4
BRIDGESTONE	40	40	-	21	19	19	21	24	16	11	6	7	2	6	6	2	6	11	5	13	5
	4.2	4.3	-	5.8	3.2	2.9	6.8	3.3	7.3	3.4	3.0	3.4	5.0	9.4	7.7	5.4	7.6	6.7	2.9	3.2	3.6
BF GOODRICH	35	34	1	10	25	21	14	28	7	15	7	6	1	3	3	-	4	4	8	10	9
	3.7	3.7	3.4	2.7	4.2	3.3	4.5	3.8	3.2	4.6	3.5	2.9	2.5	4.7	3.8	-	5.1	2.5	4.6	2.5	6.6
UNIROYAL	30	27	3	12	18	16	14	26	4	13	10	3	-	1	3	-	2	5	5	13	5
	3.1	2.9	10.3	3.3	3.1	2.5	4.5	3.5	1.8	4.0	5.0	1.4	-	1.6	3.8	-	2.5	3.1	2.9	3.2	3.6
SEAR'S	23	23	-	8	15	17	6	21	2	9	6	6	1	-	1	-	1	1	5	14	2
ROADHANDLER	2.4	2.5	-	2.2	2.5	2.6	1.9	2.9	0.9	2.7	3.0	2.9	2.5	-	1.3	-	1.3	0.6	2.9	3.5	1.5
YOKOHAMA	20	18	2	9	11	16	4	15	5	7	3	5	-	1	3	1	2	5	3	7	3
	2.1	1.9	6.9	2.5	1.9	2.5	1.3	2.0	2.3	2.1	1.5	2.4	-	1.6	3.8	2.7	2.5	3.1	1.7	1.7	2.2
PIRELLI	15	14	1	6	9	12	3	8	7	2	5	1	2	-	3	2	1	5	1	4	4
	1.6	1.5	3.4	1.6	1.5	1.9	1.0	1.1	3.2	0.6	2.5	0.5	5.0	-	3.8	5.4	1.3	3.1	0.6	1.0	2.9
DUNLOP	11	11	-	5	6	9	2	6	5	3	2	1	-	4	1	-	-	2	3	4	2
	1.2	1.2	-	1.4	1.0	1.4	0.6	0.8	2.3	0.9	1.0	0.5	-	6.3	1.3	-	-	1.2	1.7	1.0	1.5
GENERIC/NO NAME	11	11	-	2	9	5	6	9	2	3	1	5	-	-	1	1	-	-	1	6	4
	1.2	1.2	-	0.5	1.5	0.8	1.9	1.2	0.9	0.9	0.5	2.4	-	-	1.3	2.7	-	-	0.6	1.5	2.9
GENERAL	10	9	1	5	5	5	5	9	1	5	3	1	-	1	-	-	3	1	2	3	1
	1.0	1.0	3.4	1.4	0.8	0.8	1.6	1.2	0.5	1.5	1.5	0.5	-	1.6	-	-	3.8	0.6	1.1	0.7	0.7
COOPER	8	8	-	2	6	4	4	7	1	4	3	-	-	-	1	-	1	-	-	5	2
	0.8	0.9	-	0.5	1.0	0.6	1.3	1.0	0.5	1.2	1.5	-	-	-	1.3	-	1.3	-	-	1.2	1.5
WAL-MART	8	7	1	2	6	6	2	7	1	5	1	1	1	-	-	-	-	3	2	1	2
	0.8	0.8	3.4	0.5	1.0	0.9	0.6	1.0	0.5	1.5	0.5	0.5	2.5	-	-	-	-	1.8	1.1	0.2	1.5
ATLAS / ESSO	6	6	-	4	2	5	1	4	2	3	1	-	-	1	1	-	1	2	-	3	-
	0.6	0.6	-	1.1	0.3	0.8	0.3	0.5	0.9	0.9	0.5	-	-	1.6	1.3	-	1.3	1.2	-	0.7	-
TOYO	6	6	-	1	5	4	2	4	2	1	2	1	-	-	1	1	1	1	-	3	1
	0.6	0.6	-	0.3	0.8	0.6	0.6	0.5	0.9	0.3	1.0	0.5	-	-	1.3	2.7	1.3	0.6	-	0.7	0.7
CONTINENTAL	5	5	-	2	3	4	1	2	3	-	1	1	-	-	-	3	-	1	1	3	-
	0.5	0.5	-	0.5	0.5	0.6	0.3	0.3	1.4	-	0.5	0.5	-	-	-	8.1	-	0.6	0.6	0.7	-
DAYTON	5	5	-	1	4	3	2	4	1	3	1	-	-	1	-	-	-	-	1	3	1
	0.5	0.5	-	0.3	0.7	0.5	0.6	0.5	0.5	0.9	0.5	-	-	1.6	-	-	-	-	0.6	0.7	0.7

(continued)

Table 1104

DesRosiers Automotive Consultants
Light Vehicle Study (1996)What Brand of Tires Bought
Base: sub-sample

	TOTAL	OWNERSHIP		ACQUIRED		TYPE		ORIGIN		MAKE						VEHICLE AGE					
		OWNED	LEASED	NEW	USED	CAR	LTTR	DOM	FOR	GM	FORD	CHRY	HONDA	TOYO	ASIAN	EURO	1-3	4-5	6-7	8-12	13+
Total	955	926	29	365	590	646	309	736	219	328	201	207	40	64	78	37	79	163	175	401	137
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
KELLY	5	5	-	1	4	2	3	4	1	4	-	-	-	-	-	1	-	-	1	1	3
	0.5	0.5	-	0.3	0.7	0.3	1.0	0.5	0.5	1.2	-	-	-	-	-	2.7	-	-	0.6	0.2	2.2
HANKOOK	4	4	-	2	2	-	4	4	-	1	3	-	-	-	-	-	-	2	1	1	-
	0.4	0.4	-	0.5	0.3	-	1.3	0.5	-	0.3	1.5	-	-	-	-	-	-	1.2	0.6	0.2	-
ARMSTRONG	3	3	-	1	2	1	2	2	1	1	1	-	-	-	1	-	-	1	-	1	1
	0.3	0.3	-	0.3	0.3	0.2	0.6	0.3	0.5	0.3	0.5	-	-	-	1.3	-	-	0.6	-	0.2	0.7
SUMITOMO	2	2	-	1	1	1	1	2	-	2	-	-	-	-	-	-	-	-	-	1	1
	0.2	0.2	-	0.3	0.2	0.2	0.3	0.3	-	0.6	-	-	-	-	-	-	-	-	-	0.2	0.7
PRESIDENT	2	2	-	1	1	2	-	2	-	2	-	-	-	-	-	-	-	-	-	2	-
	0.2	0.2	-	0.3	0.2	0.3	-	0.3	-	0.6	-	-	-	-	-	-	-	-	-	0.5	-
PETRO CANADA	1	1	-	1	-	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-
	0.1	0.1	-	0.3	-	0.2	-	0.1	-	0.3	-	-	-	-	-	-	-	-	0.6	-	-
NOKIA	1	1	-	1	-	-	1	-	1	-	-	-	-	1	-	-	-	-	1	-	-
	0.1	0.1	-	0.3	-	-	0.3	-	0.5	-	-	-	-	1.6	-	-	-	-	0.6	-	-
Other	69	69	-	21	48	44	25	51	18	22	16	13	1	5	9	3	5	13	15	26	10
	7.2	7.5	-	5.8	8.1	6.8	8.1	6.9	8.2	6.7	8.0	6.3	2.5	7.8	11.5	8.1	6.3	8.0	8.6	6.5	7.3
Not stated	264	256	8	89	175	196	68	209	55	93	58	58	10	16	21	8	17	38	51	123	35
	27.6	27.6	27.6	24.4	29.7	30.3	22.0	28.4	25.1	28.4	28.9	28.0	25.0	25.0	26.9	21.6	21.5	23.3	29.1	30.7	25.5

Table 1105

DesRosiers Automotive Consultants
Light Vehicle Study (1996)What Brand of Tires Bought
Base: sub-sample

	TOTAL	GENDER		AGE <35	35- 44	45- 54	55+	INCOME				EDUCATION			REGION				
		Male	Female					<\$30K	\$30- \$50K	\$50- \$75K	\$75K PLUS	HS OR LESS	COL	UNIV	ATL	PQ	ON	PR	BC
Total	955	659	296	234	296	217	185	206	265	224	161	454	236	246	125	234	334	164	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GOODYEAR	127	93	34	26	42	31	26	25	32	30	24	56	36	33	20	30	37	31	9
	13.3	14.1	11.5	11.1	14.2	14.3	14.1	12.1	12.1	13.4	14.9	12.3	15.3	13.4	16.0	12.8	11.1	18.9	9.2
MICHELIN	112	75	37	25	34	22	28	12	34	32	24	46	30	34	13	31	40	15	13
	11.7	11.4	12.5	10.7	11.5	10.1	15.1	5.8	12.8	14.3	14.9	10.1	12.7	13.8	10.4	13.2	12.0	9.1	13.3
MOTOMASTER	98	77	21	33	28	23	12	23	30	28	13	47	23	27	14	20	42	16	6
	10.3	11.7	7.1	14.1	9.5	10.6	6.5	11.2	11.3	12.5	8.1	10.4	9.7	11.0	11.2	8.5	12.6	9.8	6.1
FIRESTONE	43	34	9	9	14	7	11	7	10	11	10	23	9	9	9	7	18	6	3
	4.5	5.2	3.0	3.8	4.7	3.2	5.9	3.4	3.8	4.9	6.2	5.1	3.8	3.7	7.2	3.0	5.4	3.7	3.1
BRIDGESTONE	40	32	8	10	14	6	10	9	10	9	10	9	10	10			8	5	7
	4.2	4.9	2.7	4.3	4.7	2.8	5.4	4.4	3.8	3.8	3.8	3.8	3.8	3.8			2.4	3.0	7.1
BF GOODRICH	35	31	4	12	10	10	3	10	10	10	10	10	10	10			8	5	4
	3.7	4.7	1.4	5.1	3.4	4.6	1.6	4.9	3.8	3.8	3.8	3.8	3.8	3.8			2.4	3.0	4.1
UNIROYAL	30	27	3	10	13	3	4	6	9	6	9	6	9	6			11	9	1
	3.1	4.1	1.0	4.3	4.4	1.4	2.2	2.9	3.4	3.4	3.4	3.4	3.4	3.4			3.3	5.5	1.0
SEAR'S	23	15	8	6	7	5	3	8	5	5	5	5	5	5			7	5	4
ROADHANDLER	2.4	2.3	2.7	2.6	2.4	2.3	1.6	3.9	1.9	1.9	1.9	1.9	1.9	1.9			2.1	3.0	4.1
YOKOHAMA	20	14	6	5	6	5	3	3	7	3	7	3	7	3			4	5	5
	2.1	2.1	2.0	2.1	2.0	2.3	1.6	1.5	2.6	2.6	2.6	2.6	2.6	2.6			1.2	3.0	5.1
PIRELLI	15	12	3	7	3	3	2	2	6	2	6	2	6	2			3	3	1
	1.6	1.8	1.0	3.0	1.0	1.4	1.1	1.0	2.3	2.3	2.3	2.3	2.3	2.3			0.9	1.8	1.0
DUNLOP	11	10	1	3	3	3	2	1	3	1	3	1	3	1			3	3	2
	1.2	1.5	0.3	1.3	1.0	1.4	1.1	0.5	1.1	1.1	1.1	1.1	1.1	1.1			0.9	1.8	2.0
GENERIC/NO NAME	11	10	1	5	2	2	1	2	4	2	4	2	4	2			2	4	2
	1.2	1.5	0.3	2.1	0.7	0.9	0.5	1.0	1.5	1.5	1.5	1.5	1.5	1.5			0.6	2.4	2.0
GENERAL	10	9	1	5	3	-	2	2	4	2	4	2	4	-	1	-	4	2	3
	1.0	1.4	0.3	2.1	1.0		1.1	1.0	1.5	0.9	0.6	0.9	2.1	2.1	0.8	-	1.2	1.2	3.1
COOPER	8	8	-	2	5	1	-	-	4	3	1	5	3	-	2	-	3	2	1
	0.8	1.2		0.9	1.7	0.5			1.5	1.3	0.6	1.1	1.3		1.6		0.9	1.2	1.0
WAL-MART	8	6	2	1	1	4	1	1	2	3	1	4	1	2	-	2	5	-	1
	0.8	0.9	0.7	0.4	0.3	1.8	0.5	0.5	0.8	1.3	0.6	0.9	0.4	0.8		0.9	1.5		1.0
ATLAS / ESSO	6	3	3	2	1	1	2	2	1	1	2	4	-	2	1	2	2	-	1
	0.6	0.5	1.0	0.9	0.3	0.5	1.1	1.0	0.4	0.4	1.2	0.9	-	0.8	0.8	0.9	0.6		1.0
TOYO	6	6	-	1	2	3	-	-	-	1	5	3	2	1	-	1	2	-	3
	0.6	0.9		0.4	0.7	1.4				0.4	3.1	0.7	0.8	0.4	0.4	0.6			3.1
CONTINENTAL	5	4	1	1	-	2	2	1	-	3	1	3	-	2	1	2	1	-	1
	0.5	0.6	0.3	0.4		0.9	1.1	0.5		1.3	0.6	0.7		0.8	0.8	0.9	0.3		1.0

PLEASE CROSS-TAB
BRAND BY OUTLET
WHERE INSTALLED

(continued)

Table 1105

DesRosiers Automotive Consultants
Light Vehicle Study (1996)What Brand of Tires Bought
Base: sub-sample

	TOTAL	GENDER		AGE <35	AGE			INCOME				EDUCATION			REGION				
		Male	Female		35- 44	45- 54	55+	<\$30K	\$30- \$50K	\$50- \$75K	\$75K PLUS	HS OR LESS	COL	UNIV	ATL	PQ	ON	PR	BC
Total	955	659	296	234	296	217	185	206	265	224	161	454	236	246	125	234	334	164	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DAYTON	5	5	-	-	3	1	1	1	1	1	1	3	-	1	2	1	2	-	-
	0.5	0.8	-	-	1.0	0.5	0.5	0.5	0.4	0.4	0.6	0.7	-	0.4	1.6	0.4	0.6	-	-
KELLY	5	5	-	1	3	-	1	1	3	1	-	3	1	1	1	-	1	1	2
	0.5	0.8	-	0.4	1.0	-	0.5	0.5	1.1	0.4	-	0.7	0.4	0.4	0.8	-	0.3	0.6	2.0
HANKOOK	4	4	-	1	1	2	-	-	1	1	2	2	2	-	-	-	-	3	1
	0.4	0.6	-	0.4	0.3	0.9	-	-	0.4	0.4	1.2	0.4	0.8	-	-	-	-	1.8	1.0
ARMSTRONG	3	2	1	1	1	1	-	-	1	1	-	2	-	-	-	-	1	2	-
	0.3	0.3	0.3	0.4	0.3	0.5	-	-	0.4	0.4	-	0.4	-	0.4	-	-	0.3	1.2	-
SUMITOMO	2	1	1	-	1	-	1	1	-	1	-	1	1	-	-	1	1	-	-
	0.2	0.2	0.3	-	0.3	-	0.5	0.5	-	0.4	-	0.2	0.4	-	0.4	0.3	-	-	-
PRESIDENT	2	1	1	1	1	-	-	1	-	-	1	1	1	-	2	-	-	-	-
	0.2	0.2	0.3	0.4	0.3	-	-	0.5	-	-	0.6	0.2	0.4	-	0.9	-	-	-	-
PETRO CANADA	1	1	-	-	-	-	1	-	1	-	-	1	-	-	1	-	-	-	-
	0.1	0.2	-	-	-	-	0.5	-	0.4	-	-	0.2	-	-	0.8	-	-	-	-
NOKIA	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-
	0.1	-	0.3	-	0.3	-	-	-	-	0.4	-	-	0.4	-	-	0.4	-	-	-
Other	69	51	18	18	25	14	11	14	16	23	9	34	13	20	13	13	22	14	7
	7.2	7.7	6.1	7.7	8.4	6.5	5.9	6.8	6.0	10.3	5.6	7.5	5.5	8.1	10.4	5.6	6.6	8.5	7.1
Not stated	264	131	133	52	73	72	59	76	72	47	34	131	48	81	30	69	108	36	21
	27.6	19.9	44.9	22.2	24.7	33.2	31.9	36.9	27.2	21.0	21.1	28.9	20.3	32.9	24.0	29.5	32.3	22.0	21.4

Table 1106

DesRosiers Automotive Consultants
Light Vehicle Study (1996)What Brand of Tires Bought
Base: sub-sample

	TOTAL	CDN TIRE	CAR DLR	SERVICE STN	REPAIR SHOP	DEPT/ CLUB	AUTO PARTS	OTHER	NOT STATED
Total	955 100.0	161 100.0	71 100.0	58 100.0	499 100.0	98 100.0	5 100.0	45 100.0	18 100.0
GOODYEAR	127 13.3	5 3.1	8 11.3	7 12.1	90 18.0	3 3.1	1 20.0	12 26.7	1 5.6
MICHELIN	112 11.7	3 1.9	13 18.3	2 3.4	73 14.6	15 15.3	-	4 8.9	2 11.1
MOTOMASTER	98 10.3	90 55.9	1 1.4	-	3 0.6	1 1.0	-	2 4.4	1 5.6
FIRESTONE	43 4.5	4 2.5	1 1.4	6 10.3	27 5.4	1 1.0	1 20.0	2 4.4	1 5.6
BRIDGESTONE	40 4.2	2 1.2	2 2.8	5 8.6	21 4.2	7 7.1	1 20.0	1 2.2	1 5.6
BF GOODRICH	35 3.7	-	2 2.8	2 3.4	22 4.4	1 1.0	1 20.0	5 11.1	2 11.1
UNIROYAL	30 3.1	2 1.2	4 5.6	2 3.4	16 3.2	3 3.1	-	3 6.7	-
SEAR'S ROADHANDLER	23 2.4	-	-	-	1 0.2	22 22.4	-	-	-
YOKOHAMA	20 2.1	-	-	-	15 3.0	4 4.1	-	1 2.2	-
PIRELLI	15 1.6	-	1 1.4	-	12 2.4	2 2.0	-	-	-
DUNLOP	11 1.2	-	-	-	7 1.4	2 2.0	-	2 4.4	-
GENERIC/NO NAME	11 1.2	-	-	1 1.7	6 1.2	1 1.0	-	2 4.4	1 5.6
GENERAL	10 1.0	-	-	1 1.7	9 1.8	-	-	-	-
COOPER	8 0.8	-	1 1.4	1 1.7	6 1.2	-	-	-	-
WAL-MART	8 0.8	-	-	-	-	8 8.2	-	-	-
ATLAS / ESSO	6 0.6	-	-	3 5.2	3 0.6	-	-	-	-
TOYO	6 0.6	-	-	-	5 1.0	-	-	-	1 5.6
CONTINENTAL	5 0.5	2 1.2	2 2.8	-	1 0.2	-	-	-	-
DAYTON	5 0.5	1 0.6	-	-	4 0.8	-	-	-	-

(continued)

Table 1106

DesRosiers Automotive Consultants
Light Vehicle Study (1996)What Brand of Tires Bought
Base: sub-sample

	TOTAL	CDN TIRE	CAR DLR	SERVICE STN	REPAIR SHOP	DEPT/ CLUB	AUTO PARTS	OTHER	NOT STATED
Total	955 100.0	161 100.0	71 100.0	58 100.0	499 100.0	98 100.0	5 100.0	45 100.0	18 100.0
KELLY	5 0.5	-	-	-	4 0.8	-	-	1 2.2	-
HANKOOK	4 0.4	-	1 1.4	-	3 0.6	-	-	-	-
ARMSTRONG	3 0.3	1 0.6	-	-	1 0.2	-	-	1 2.2	-
SUMITOMO	2 0.2	-	-	-	1 0.2	1 1.0	-	-	-
PRESIDENT	2 0.2	-	-	1 1.7	1 0.2	-	-	-	-
PETRO CANADA	1 0.1	-	-	-	1 0.2	-	-	-	-
NOKIA	1 0.1	-	-	-	1 0.2	-	-	-	-
Other	69 7.2	11 6.8	6 8.5	8 13.8	35 7.0	7 7.1	-	1 2.2	1 5.6
Not stated	264 27.6	42 26.1	29 40.8	20 34.5	137 27.5	20 20.4	1 20.0	8 17.8	7 38.9

Table 1107

DesRosiers Automotive Consultants
Light Vehicle Study (1996)Were the Tires on Sale
Base: sub-sample

	TOTAL	OWNERSHIP		ACQUIRED		TYPE		ORIGIN		MAKE						VEHICLE AGE					
		OWNED	LEASED	NEW	USED	CAR	LTTR	DOM	FOR	GM	FORD	CHRY	HONDA	TOYO	ASIAN	EURO	1-3	4-5	6-7	8-12	13+
Total	955 100.0	926 100.0	29 100.0	365 100.0	590 100.0	646 100.0	309 100.0	736 100.0	219 100.0	328 100.0	201 100.0	207 100.0	40 100.0	64 100.0	78 100.0	37 100.0	79 100.0	163 100.0	175 100.0	401 100.0	137 100.0
On sale	397 41.6	391 42.2	6 20.7	128 35.1	269 45.6	278 43.0	119 38.5	299 40.6	98 44.7	119 36.3	88 43.8	92 44.4	18 45.0	24 37.5	40 51.3	16 43.2	24 30.4	57 35.0	79 45.1	179 44.6	58 42.3
Regular price	471 49.3	452 48.8	19 65.5	200 54.8	271 45.9	308 47.7	163 52.8	367 49.9	104 47.5	173 52.7	99 49.3	95 45.9	17 42.5	33 51.6	35 44.9	19 51.4	45 57.0	90 55.2	84 48.0	183 45.6	69 50.4
Warranty	39 4.1	36 3.9	3 10.3	16 4.4	23 3.9	25 3.9	14 4.5	33 4.5	6 2.7	15 4.6	9 4.5	9 4.3	3 7.5	2 3.1	-	1 2.7	6 7.6	8 4.9	7 4.0	16 4.0	2 1.5
Combination	14 1.5	14 1.5	-	5 1.4	9 1.5	10 1.5	4 1.3	11 1.5	3 1.4	5 1.5	2 1.0	4 1.9	-	-	2 2.6	1 2.7	1 1.3	3 1.8	2 1.1	7 1.7	1 0.7
Not stated	34 3.6	33 3.6	1 3.4	16 4.4	18 3.1	25 3.9	9 2.9	26 3.5	8 3.7	16 4.9	3 1.5	7 3.4	2 5.0	5 7.8	1 1.3	-	3 3.8	5 3.1	3 1.7	16 4.0	7 5.1

Table 1108

DesRosiers Automotive Consultants
Light Vehicle Study (1996)Were the Tires on Sale
Base: sub-sample

	TOTAL	GENDER		AGE			INCOME				EDUCATION			REGION					
		Male	Female	<35	35-44	45-54	55+	<\$30K	\$30-\$50K	\$50-\$75K	\$75K PLUS	HS OR LESS	COL	UNIV	ATL	PQ	ON	PR	BC
Total	955 100.0	659 100.0	296 100.0	234 100.0	296 100.0	217 100.0	185 100.0	206 100.0	265 100.0	224 100.0	161 100.0	454 100.0	236 100.0	246 100.0	125 100.0	234 100.0	334 100.0	164 100.0	98 100.0
On sale	397 41.6	278 42.2	119 40.2	107 45.7	130 43.9	94 43.3	55 29.7	78 37.9	110 41.5	95 42.4	67 41.6	175 38.5	108 45.8	103 41.9	50 40.0	105 44.9	132 39.5	65 39.6	45 45.9
Regular price	471 49.3	319 48.4	152 51.4	104 44.4	142 48.0	108 49.8	110 59.5	104 50.5	131 49.4	109 48.7	87 54.0	229 50.4	112 47.5	123 50.0	62 49.6	115 49.1	160 47.9	87 53.0	47 48.0
Warranty	39 4.1	25 3.8	14 4.7	12 5.1	6 2.0	10 4.6	7 3.8	15 7.3	7 2.6	9 4.0	3 1.9	23 5.1	8 3.4	8 3.3	5 4.0	3 1.3	21 6.3	7 4.3	3 3.1
Combination	14 1.5	12 1.8	2 0.7	3 1.3	8 2.7	-	2 1.1	1 0.5	3 1.1	6 2.7	2 1.2	7 1.5	2 0.8	4 1.6	4 3.2	1 0.4	6 1.8	2 1.2	1 1.0
Not stated	34 3.6	25 3.8	9 3.0	8 3.4	10 3.4	5 2.3	11 5.9	8 3.9	14 5.3	5 2.2	2 1.2	20 4.4	6 2.5	8 3.3	4 3.2	10 4.3	15 4.5	3 1.8	2 2.0

Table 1109

DesRosiers Automotive Consultants
Light Vehicle Study (1996)Were the Tires on Sale
Base: sub-sample

	Total	Bridge- stone	BF Goodrich	Fire- stone	Good- year	Hankook	Kelly	Michelin	Moto- master	Uniroyal	Yoko- hama	Other	Not stated
Total	955 100.0	40 100.0	35 100.0	43 100.0	127 100.0	4 100.0	5 100.0	112 100.0	98 100.0	30 100.0	20 100.0	183 100.0	266 100.0
On sale	397 41.6	18 45.0	12 34.3	21 48.8	45 35.4	-	-	45 40.2	54 55.1	13 43.3	5 25.0	83 45.4	105 39.5
Regular price	471 49.3	21 52.5	23 65.7	19 44.2	67 52.8	3 75.0	5 100.0	55 49.1	34 34.7	11 36.7	15 75.0	85 46.4	137 51.5
Warranty	39 4.1	1 2.5	-	2 4.7	6 4.7	1 25.0	-	7 6.3	4 4.1	3 10.0	-	5 2.7	10 3.8
Combination	14 1.5	-	-	1 2.3	3 2.4	-	-	2 1.8	4 4.1	-	-	3 1.6	1 0.4
Not stated	34 3.6	-	-	-	6 4.7	-	-	3 2.7	2 2.0	3 10.0	-	7 3.8	13 4.9