

**POLL RESULTS
AMONG
ADULT DRIVERS
NATIONWIDE ABOUT TIRE MAINTENANCE
BEHAVIORS AND OPINIONS**

JULY 2003

Methodology

- Total Sample Size: n=700
- Eligibility: Adult Drivers and Vehicle Owners
- Interview Dates: June 27-July 2, 2003
- Client: Rubber Manufacturers Association
- Margin of Error: 3.7%

RMA Poll Summary

- America's drivers overwhelmingly support the installation of tire pressure monitoring systems (TPMS) on new vehicles (73% good idea vs. 20% bad idea). [TABLE 3]
- But, presence of a TPMS will likely change tire pressure maintenance behaviors largely based on drivers' assumptions of safety and when system warning lights are triggered.
- Two-thirds (67%) say they would be "less concerned with routinely maintaining recommended tire pressure" if their vehicle was equipped with TPMS. This includes about two-thirds (63%) of America's most vigilant tire pressure checkers -- the 43% who regularly check their tires' pressure at least once a month -- and about half (47%) of the 11% who are "correct checkers" -- check monthly/know vehicle manufacturer sets pressure/check when cold. [TABLE 4]
- In fact, when asked directly, half of the "correct checkers" say they would now check their tires' pressure less frequently than every month once a TPMS is introduced to their vehicle. Of all drivers who regularly check tire pressure monthly, one-third (32%) would not continue to do so under TPMS.
- Among all U.S. drivers, just 36% say they would regularly check their tires' pressure monthly if their vehicle were TPMS equipped. This represents a 7-point drop (from 43% to 36%) in the percentage of drivers who are regular monthly checkers. [TABLE 6]

When frequency of regular tire pressure checking NOW is compared to PROJECTED tire pressure checking under TPMS, a net drop in frequency of checking occurs for 24% of U.S. drivers (one-fourth). *(Calculation: 38% would check less frequently than now do; 14% would check more frequently than now; 48% would check with same frequency.)*

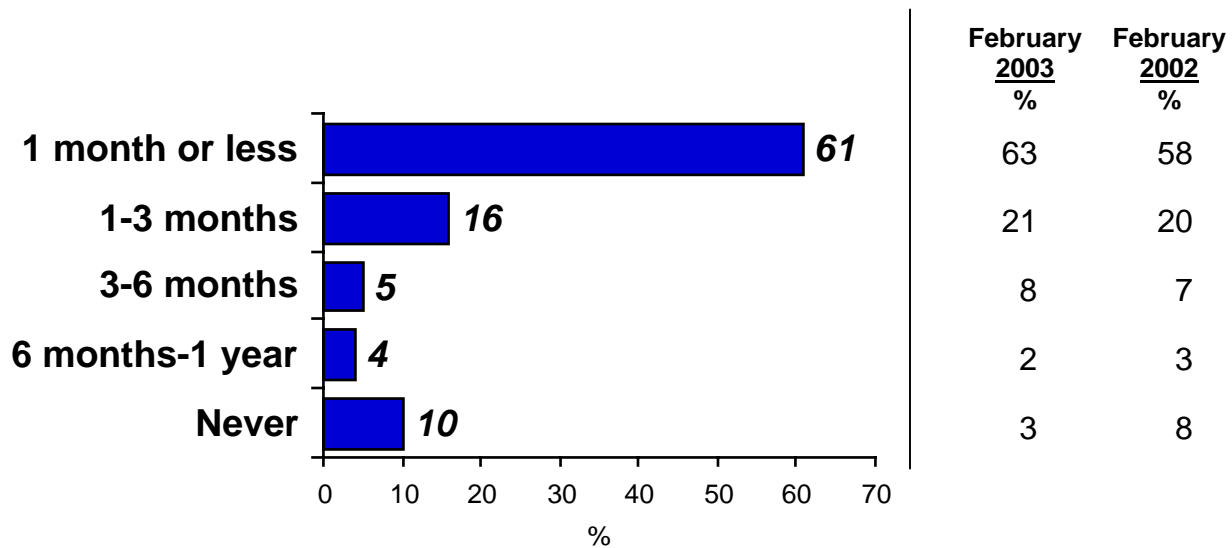
- The potential risk introduced by driver reliance on TPMS are echoed by the following poll responses... [TABLE 5]
 - 55% believe a TPMS warning light would NOT mean immediate danger for tires;
 - 37% say they would NOT need to check tire pressure with a gauge until the warning light comes on including 25% of “correct checkers” and 35% of regular monthly checkers; and
 - 31% would sometimes ignore a TPMS warning light.
- Finally, how the federal government sets the TPMS warning light trigger is a crucial safety factor.
 - A 51% majority of drivers assume that a standard set by the federal government would make the trigger point safe for all vehicles. [TABLE 5]
 - Yet, 51% also think that “safe” trigger point should be a tire pressure loss of 10% or less. An overwhelming majority of drivers (74%) think the trigger should be at a loss of 15% or less. [TABLE 5]

- Only 7% would set the pressure loss standard for triggering the warning light at a 25% to 30% loss. [TABLE 7]
- Moreover, by a 73% to 20% margin U.S. drivers prefer the TPMS warning light be set at a trigger point that is uniquely specific to the recommended maximum load each vehicle's tires rather than having the same standard set for all vehicles at a 25% to 30% pressure loss. [TABLE 8]

Table 1

Trends in Frequent Tire Pressure Checking

Last Time You Checked Your Vehicle's Tire Pressure



On regular basis, how often check tire's air pressure?

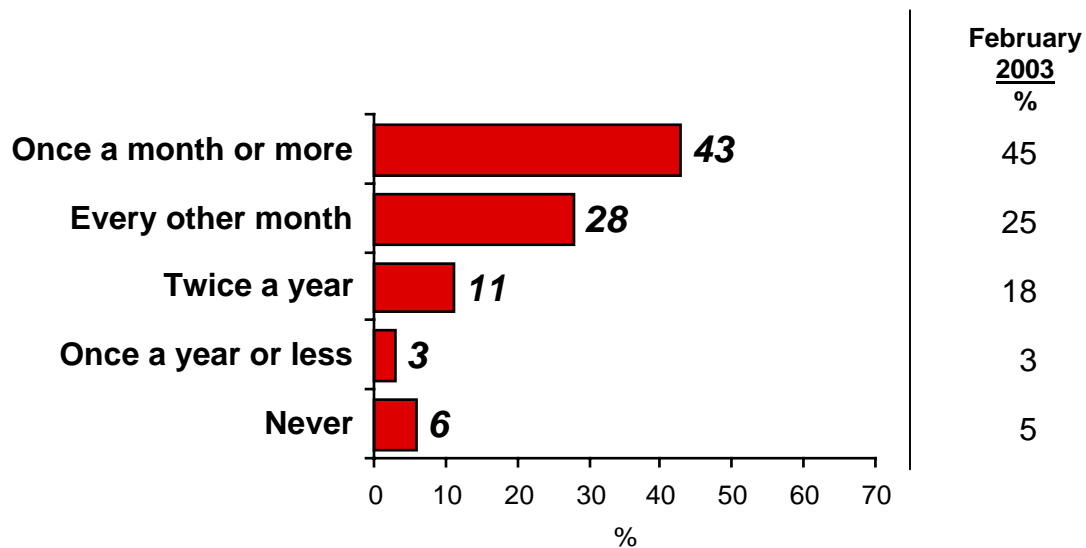


Table 2

Proper Tire Pressure Checking: Behaviors, Attitudes, and Trends

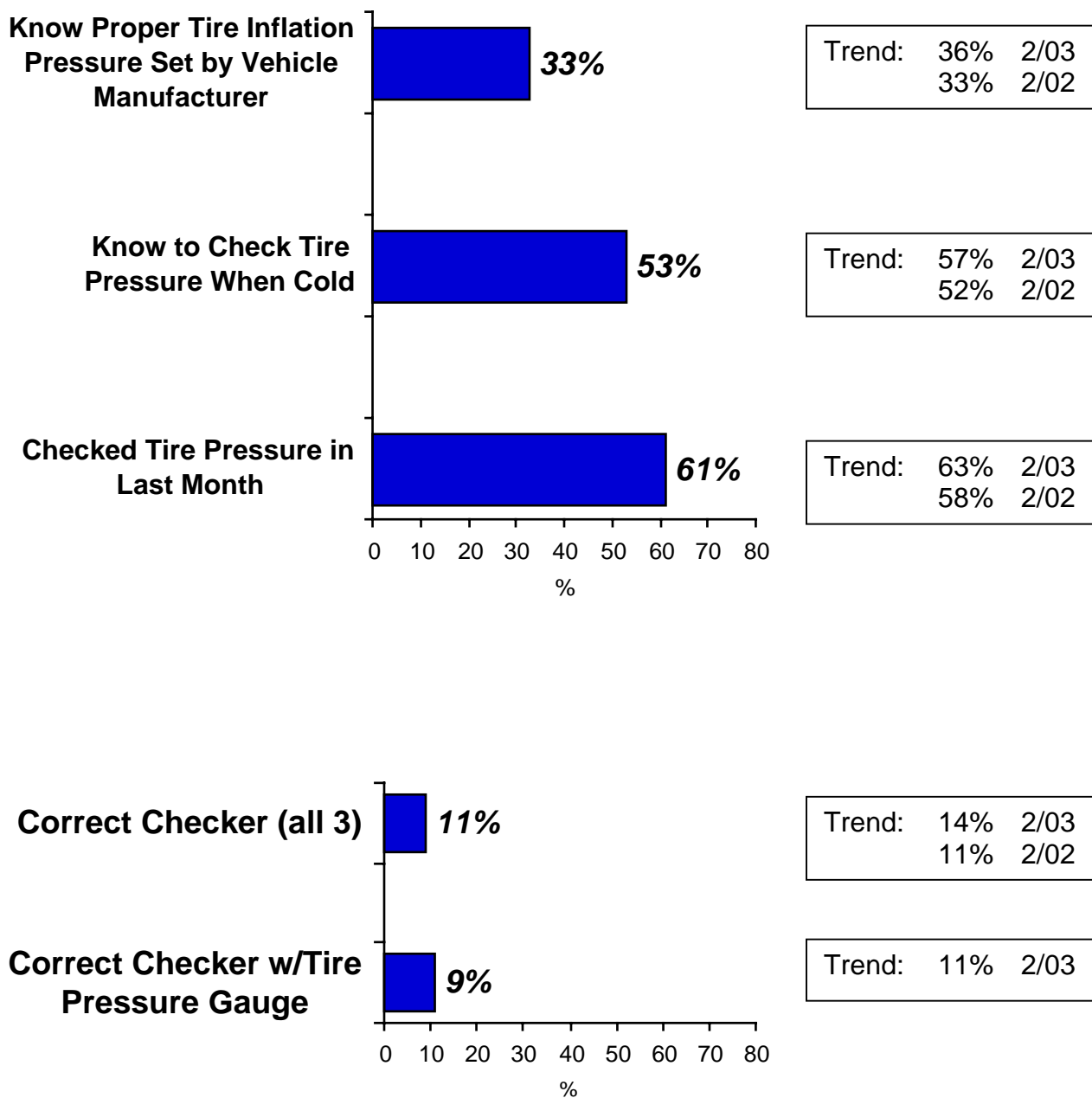


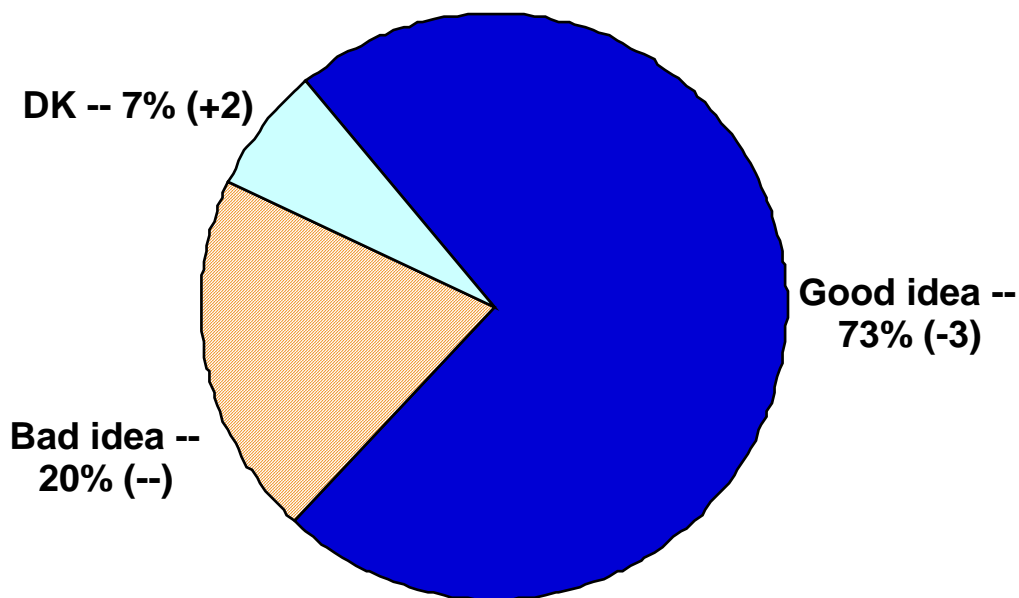
Table 3

Tire Pressure Monitoring System: General Opinions

Next, let me read to you some information about a new proposed federal government safety regulation regarding TIRE PRESSURE on newly manufactured cars and vehicles.

This new safety regulation will require some new vehicles, starting next year to be equipped with a tire pressure sensor that would alert the driver when at least one tire on the vehicle has low inflation pressure.

Do you think this proposed regulation is a good idea or a bad idea?



Trend from August 2002

Good idea	76%
Bad idea	20%
Don't Know	5%

Table 4

Impact of TPMS on Tire Maintenance Behavior

Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement:

“If the vehicle you drive most were equipped with one of these tire pressure sensors with a dashboard indicator light warning of low tire pressure, it would allow you to be less concerned with routinely maintaining your tires’ recommended tire pressure”?

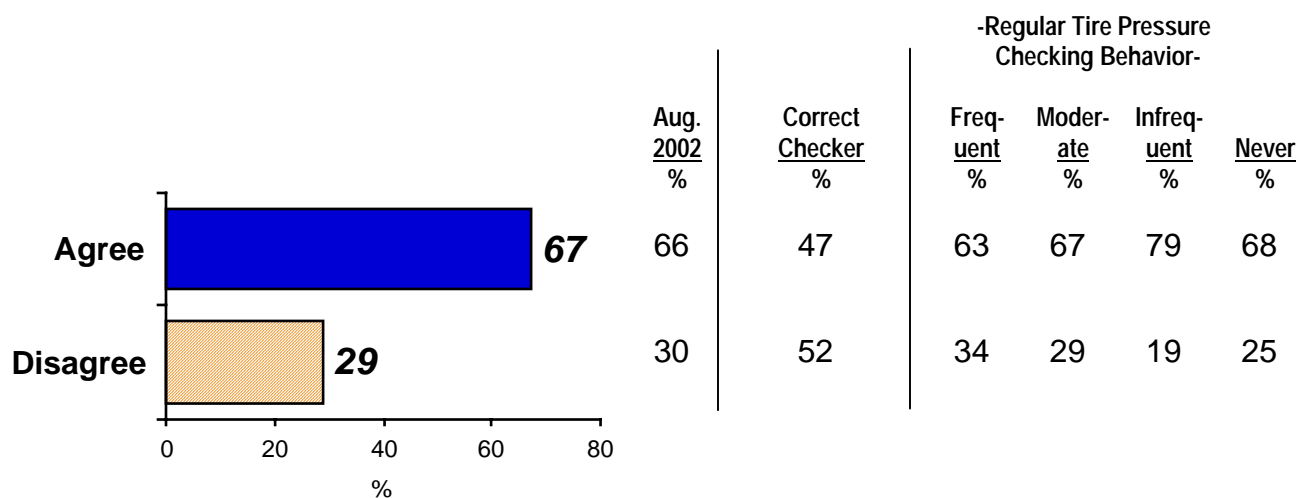


Table 5

Opinions About How TPMS Will Influence Tire Maintenance Behaviors

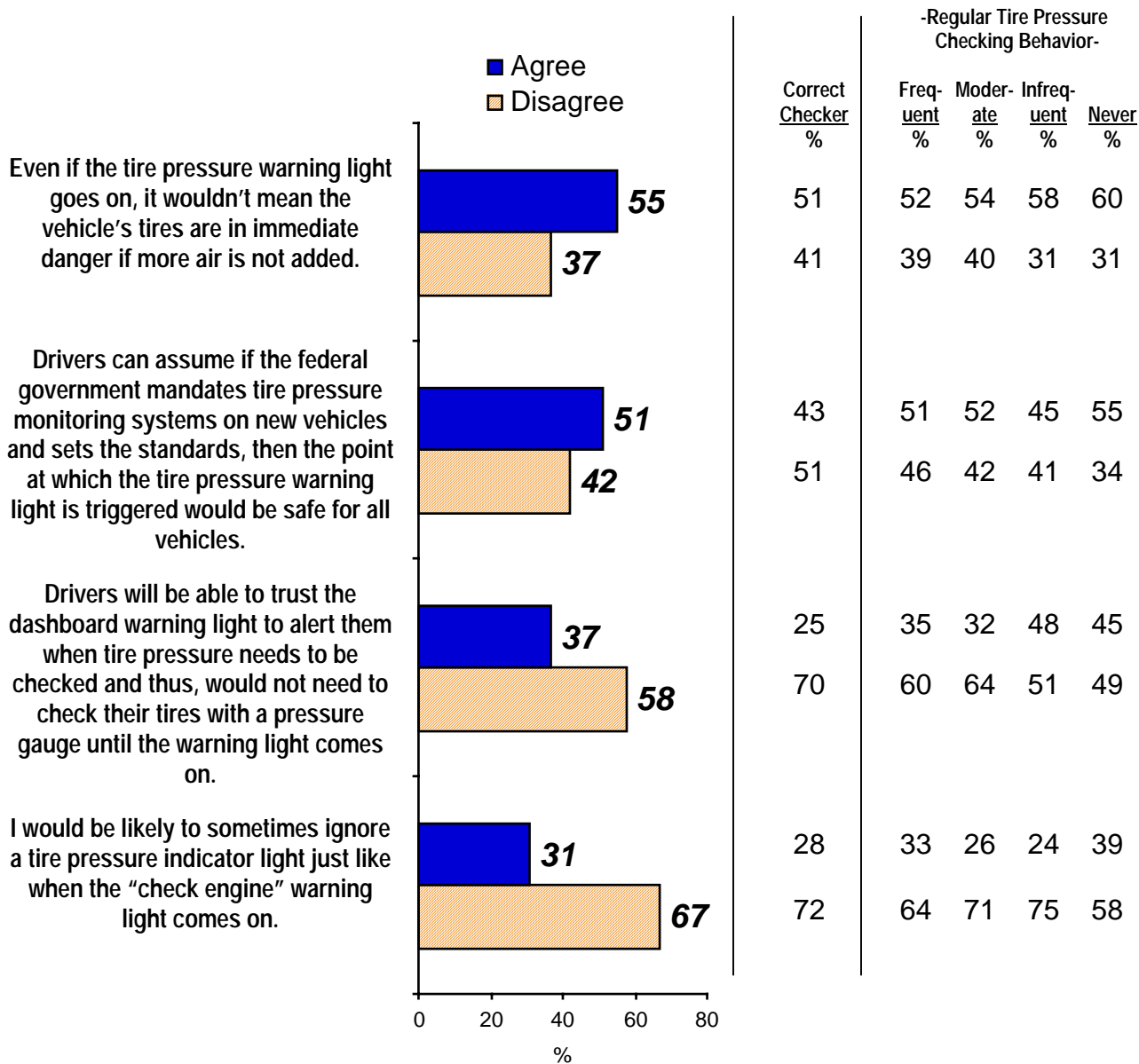


Table 6

TPMS's Effect on When Drivers Would Check Tire Pressure

If your vehicle had a Tire Pressure Monitoring System with a dashboard indicator light warning of low tire pressure, how often would you regularly check your tires with a tire pressure gauge?

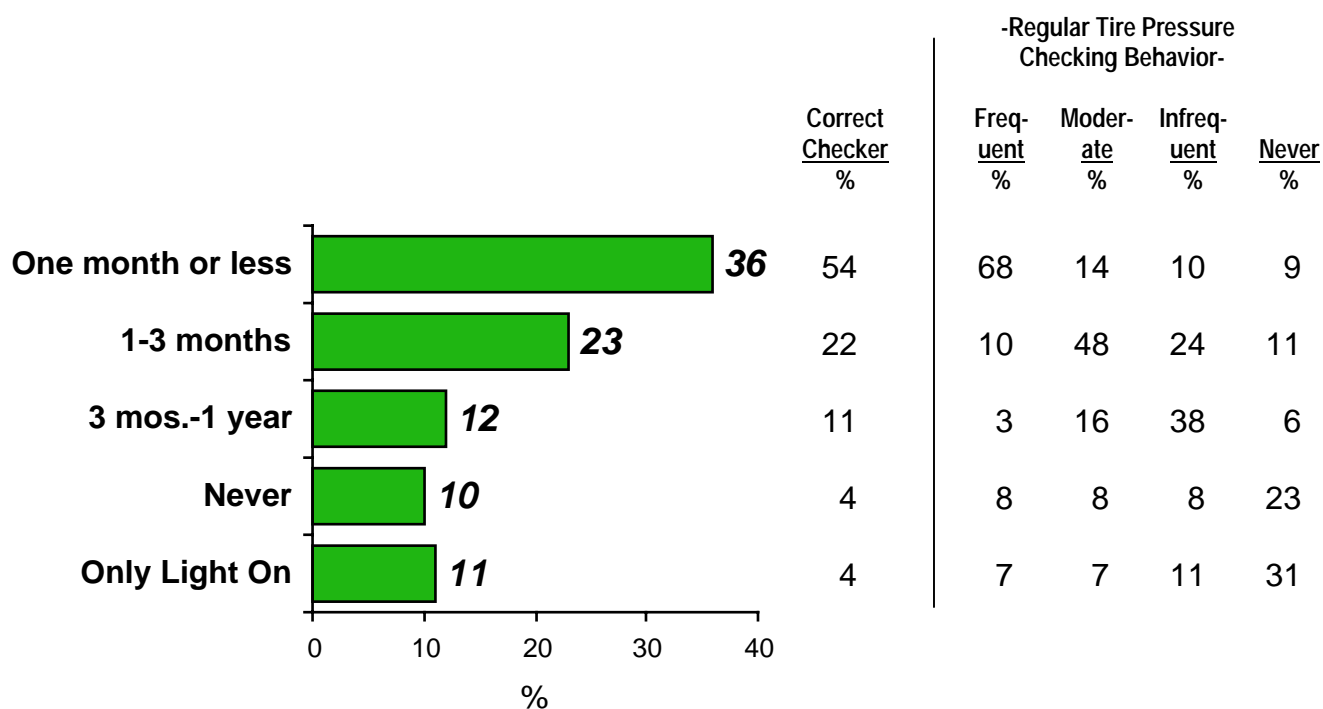


Table 7

Preferred TPMS Trigger Point for Warning Light

Next, assume for a minute that the recommended tire pressure for your vehicle's tires is 30 pounds. At which of these seven options I will now read, do you think a tire pressure warning system light should go on?

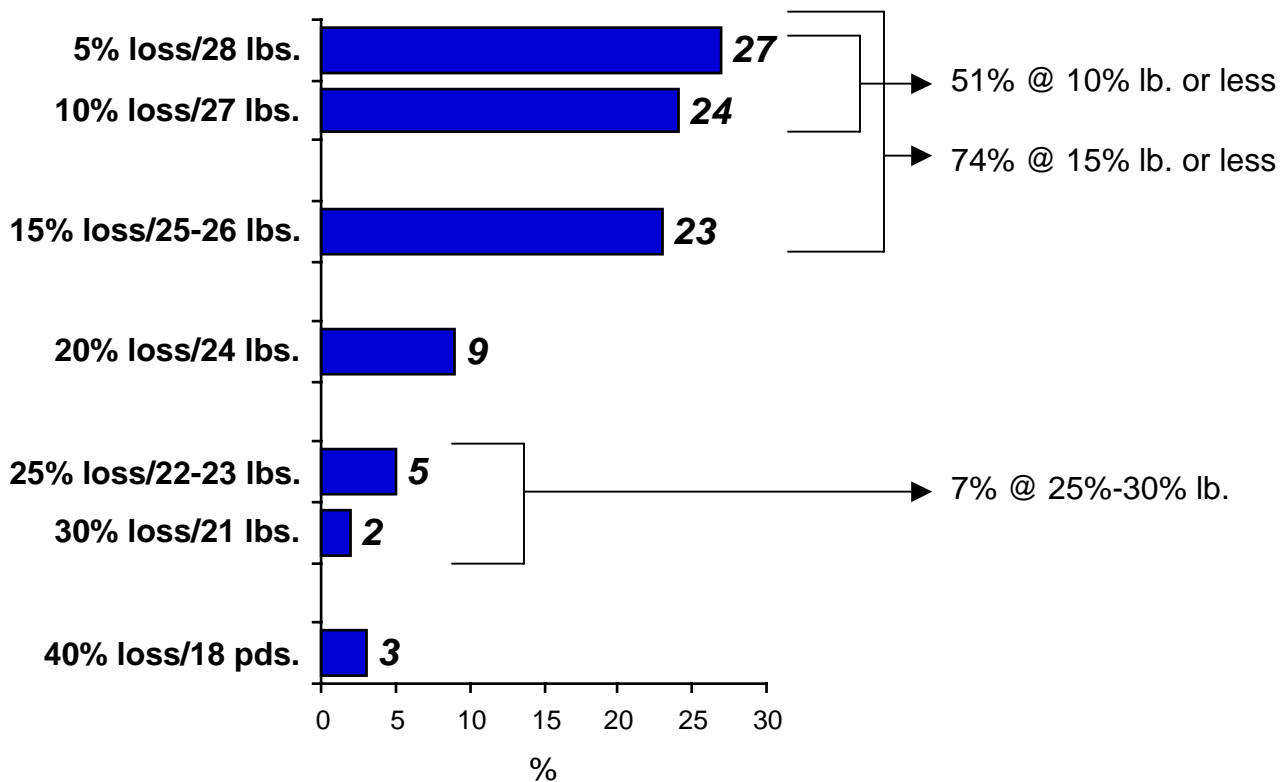


Table 8

Preferred TPMS Trigger Standard

There are two different ways for setting up this tire pressure monitoring system and determining when the indicator warning light would come on. Which do you feel would be best?

- One that sets the same standard for all vehicles, triggering the warning light when a tire is 25 to 30 percent below the tire's recommended inflation pressure.

--OR--

- The second that is unique and specific to each vehicle, triggering the warning light before tire pressure is too low to carry that vehicle's maximum load.

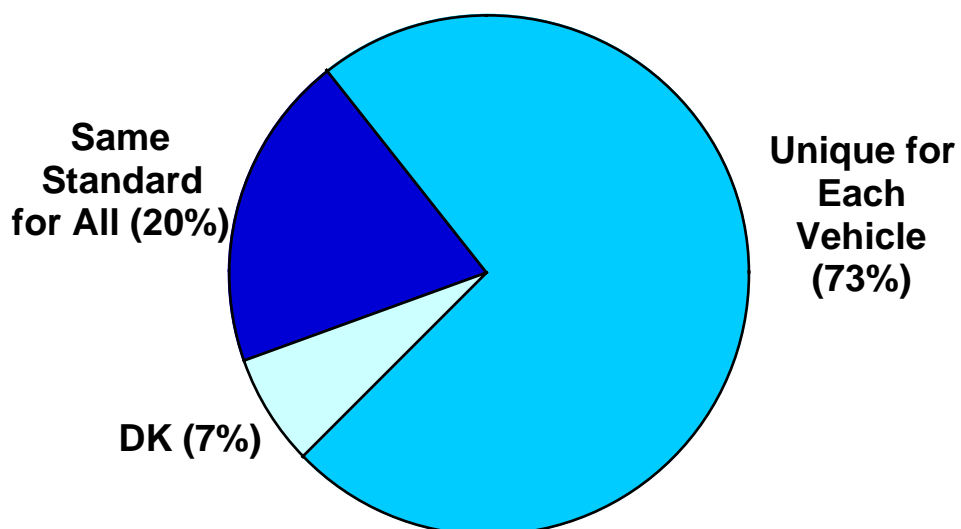


Table 9

“Eyeball” Tire Pressure

“It is possible to tell if a tire’s pressure is too low simply by looking at it.”

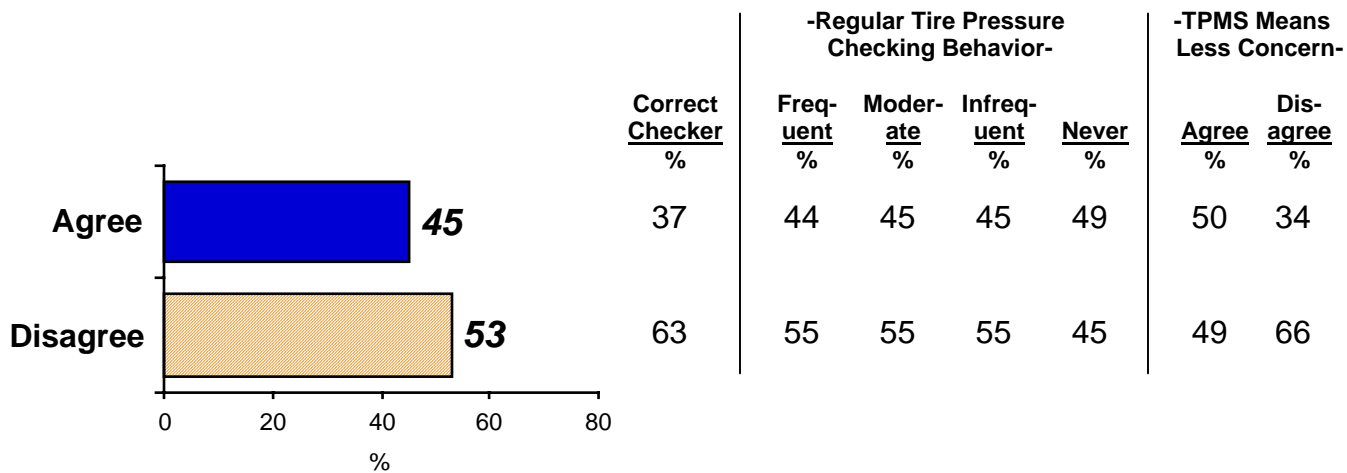


Table 10

Other Regular Tire Care Maintenance Trends

