



Detailed Cooper Tires Survey Findings

In addition to uncovering whether or not drivers can change a tire, the Cooper Tires survey found many interesting links between habits, preferences, and tire change know-how.

Findings include:

People who make (and keep) New Year's resolutions know how to change a tire

- 82% of respondents who make New Year's resolutions know how to change a tire, compared to 67% who don't make resolutions.
- Respondents who "always" or "sometimes" keep their resolutions are very likely to know how to change a tire (92% and 83%, respectively), while those who never keep their resolutions fall back to 72% - roughly the same number for those who don't make resolutions at all.

There's no generation gap (or so people say)

- Somewhat surprisingly, younger Americans (millennials and Generation Xers) are more likely to say they know how to change a tire than older Americans.
- 78% of Gen Xers and 77% of millennials say they can change a tire, compared to 71% of baby boomers, 70% of Gen Z, and 67% of the Silent & Greatest Generations.

If you need a tire change, hit the slopes

- Skiers (91%) and snowboarders (87%) are highly likely to say they know how to change a tire, and people who do both are even more likely (94%).
- Only 67% of people who don't do either can change a tire.

Right-handed or left-handed? No difference here

- 74% of both righties and lefties say they know how to change a tire – no other subgroup produced a tie.

Food choices

- People who like mustard and ketchup on their hot dogs know how to change a tire (81%), while those who like a plain hot dog lag far behind (65%).
- In the morning, people grabbing donuts (77%) are a better bet for a tire change than people reaching for a bagel (70%).
- Coffee drinkers (75%) are more apt at changing tires than tea drinkers (70%), but people who like both are the best of the bunch (79%).

Lifestyle

- Handy around the house and the car - 78% of people who own a home say they can change a tire compared to 69% of renters.
- How do you consume your news? While fewer respondents subscribed to print publications (just 36%), a higher percentage of print subscribers are confident they can change a tire (87%) compared to 68% of those who don't subscribe to print publications.

Tire-Savvy Travelers

- Of those surveyed, 80% had a spare tire in their car, and an overwhelming majority, 98% of those respondents, know where their car's spare tire is located.
- Four in five drivers (81%) have experienced a flat tire, and 74% know how to change a tire.
- Despite 74% of drivers knowing how to change a tire, only 57% of those that have had a flat tire opted to change it themselves, with 22% choosing to call a roadside assistance service.
- Only 66% know the brand of their current tires.

About the Cooper® Tire Change Survey

The survey was conducted in November 2018 by APCO Insight and is statistically significant with a margin of error of +/- 3.1%.

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