



CAA Towing Study

April 2020




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This study was conducted between April 21st to 24th, 2020, among a sample of 5,003 Ontario drivers license (G, G2 or G1) holders and part of Maru/Blue's research panel. The study was conducted through online surveys. A probabilistic sample of a similar size would have a margin of error of plus or minus 1.4%, 19 times out of 20.

Where and how is the study conducted?

The study included respondents from an online panel of Ontarians 18 years or older. The sample is weighted to regional, age and gender demographics, as per Statistics Canada.

Stats Testing:

 Significantly higher than Ontario

 Significantly lower than Ontario

Potential fears and consumer protection

MARKETING RESEARCH

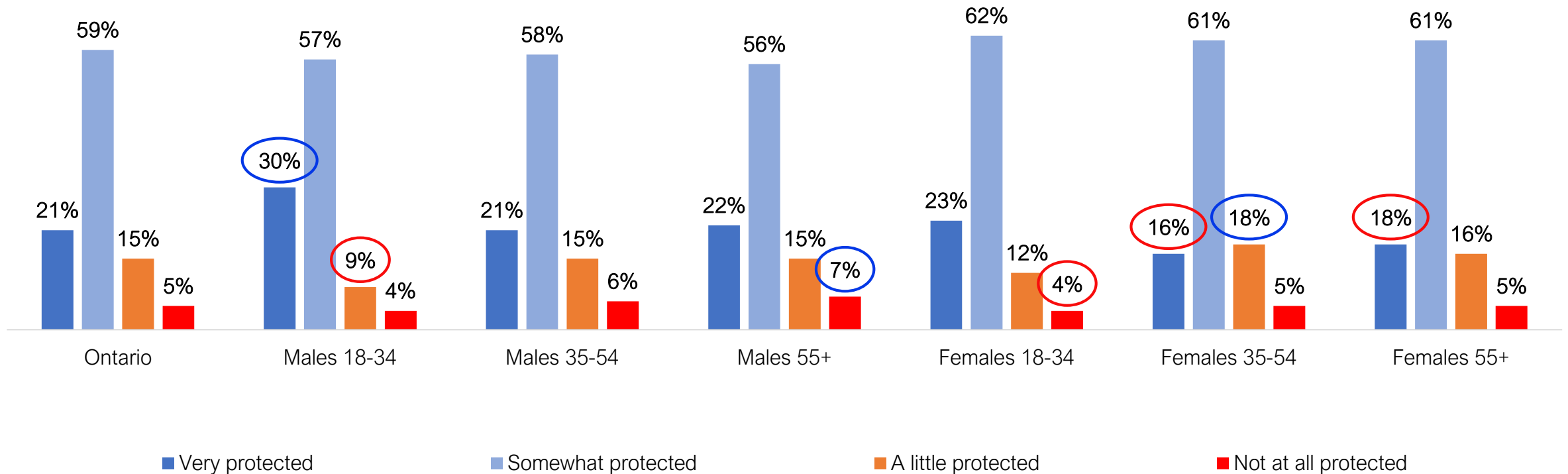
MARKETING RESEARCH



Feel protected as a motorist - Age and Gender

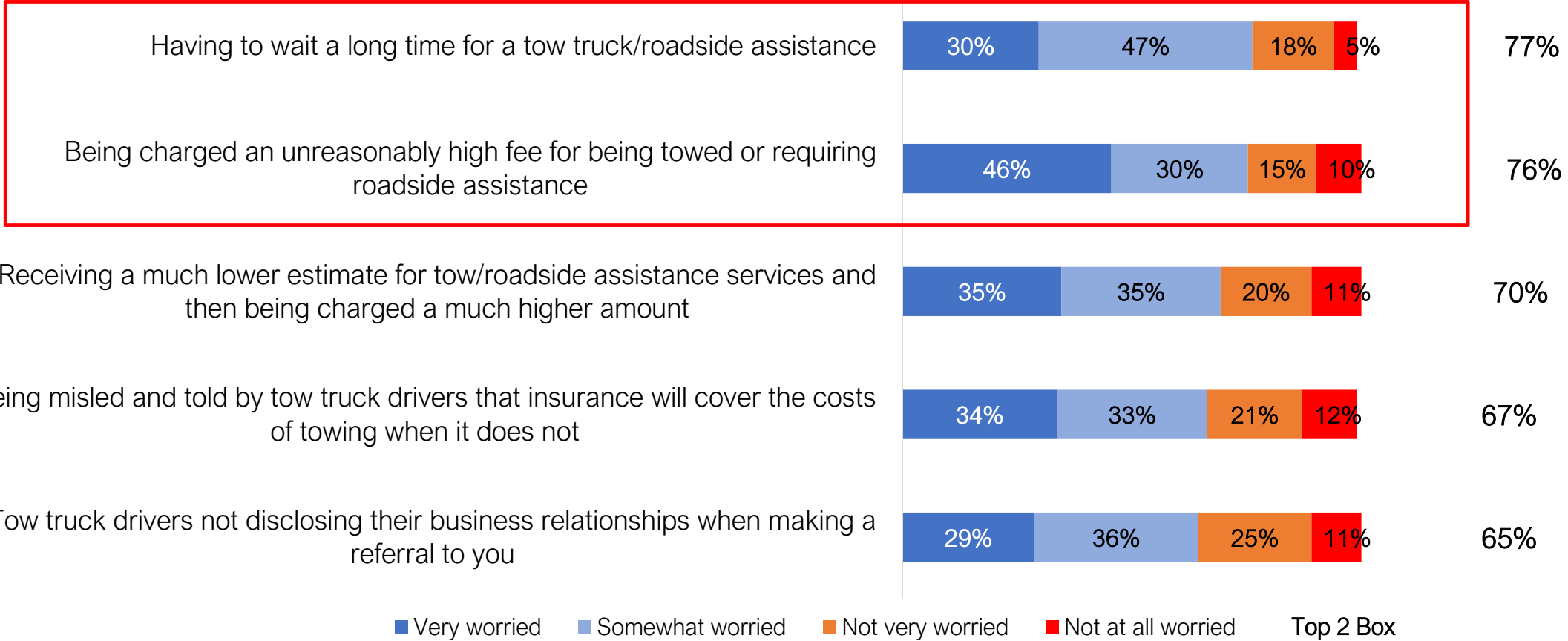
○ Significantly higher than Ontario
○ Significantly lower than Ontario

Only 1 out of 5 Ontarians feel “very protected” under the current rules and regulations as a motorist. Males 18 – 34 are more likely to feel “very protected”, whereas females over 35 years old are less likely to feel “very protected”.



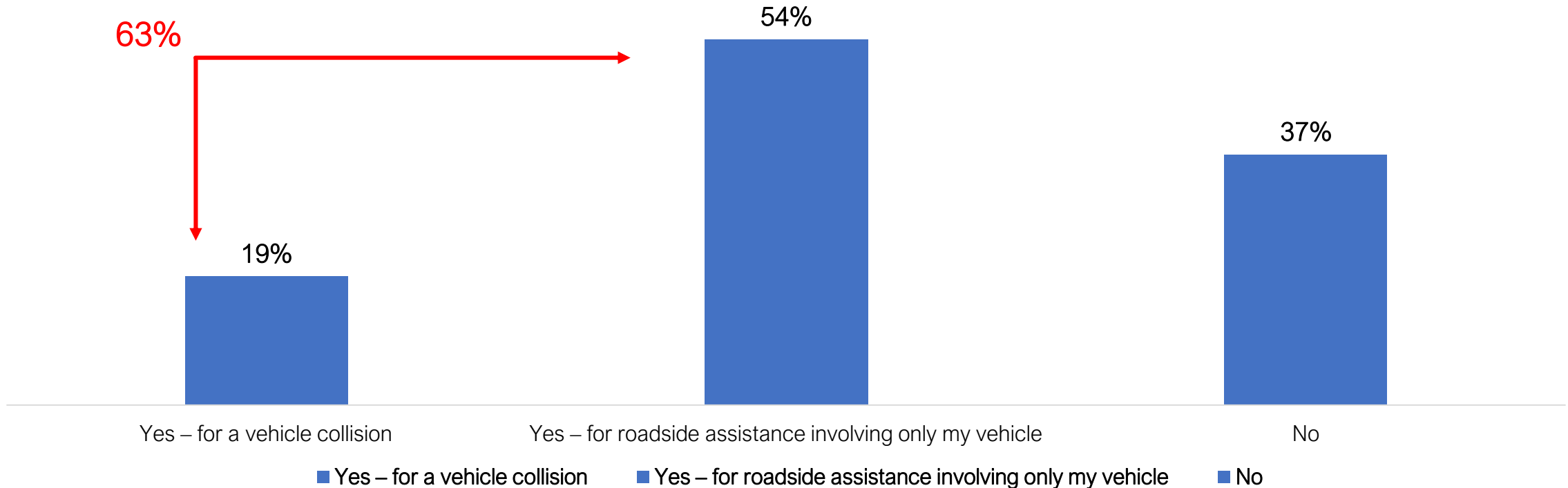
Top 5 feared outcomes from tow/roadside assistance experience

Wait time, costs related to tow, and lack of full disclosure are the major concerns for the residents of Ontario from tow/roadside assistance experience.



Requested towing/roadside assistance – Multiselect Trend Analysis

Nearly two-thirds (63%) of Ontarians have requested towing/roadside assistance in the year 2020, whereas almost 1 out of 5 has requested towing/roadside assistance for vehicle collision purpose.



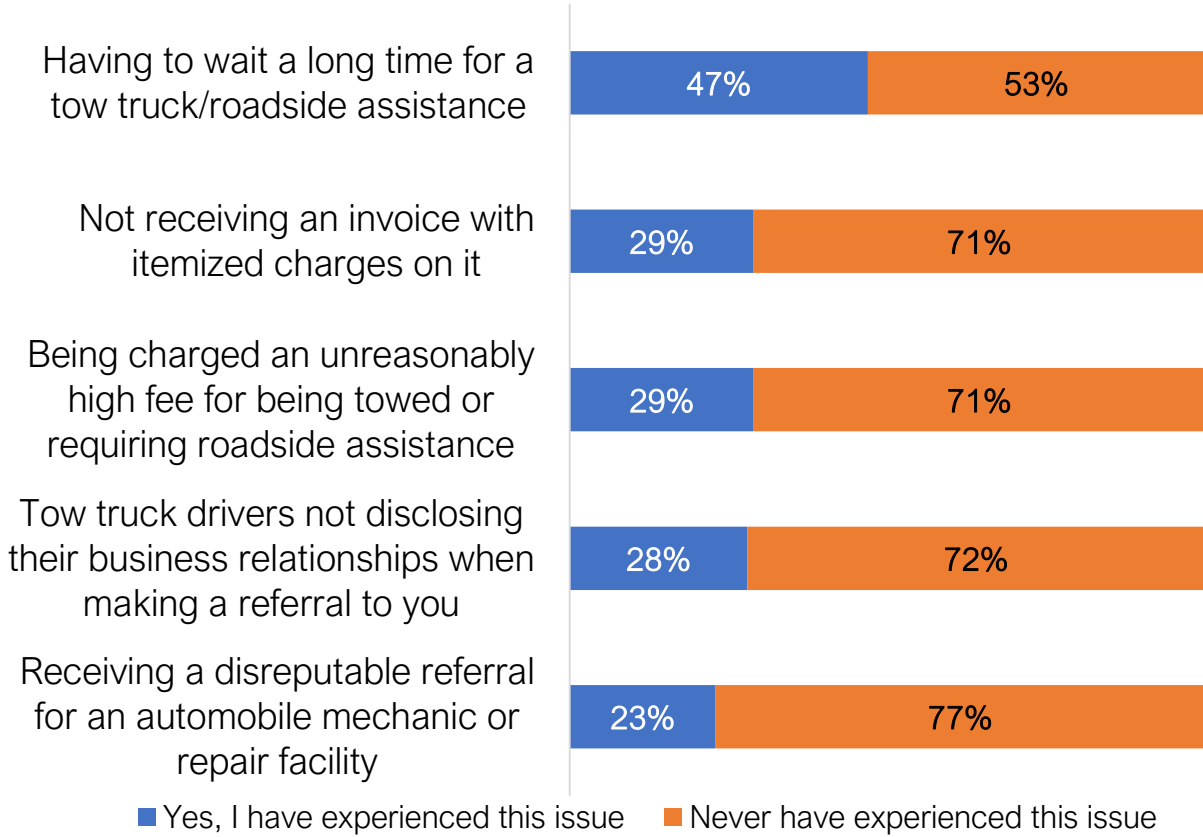
Towing/roadside experience for collision or other assistance involving own vehicle



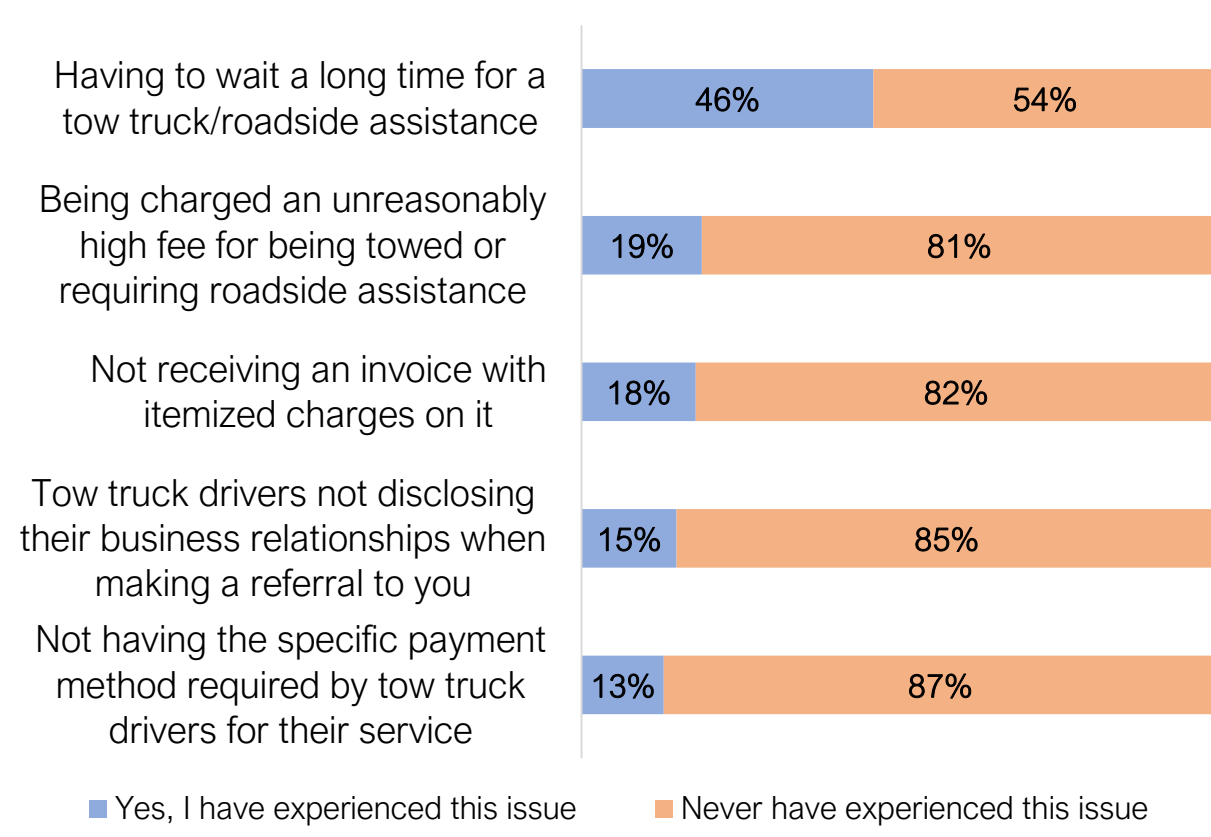
Top 5 experiences in the past from a tow truck

Wait time, costs related to tow, and lack of full disclosure have been experienced by the residents of Ontario from their tow/roadside assistance.

Vehicle Collision

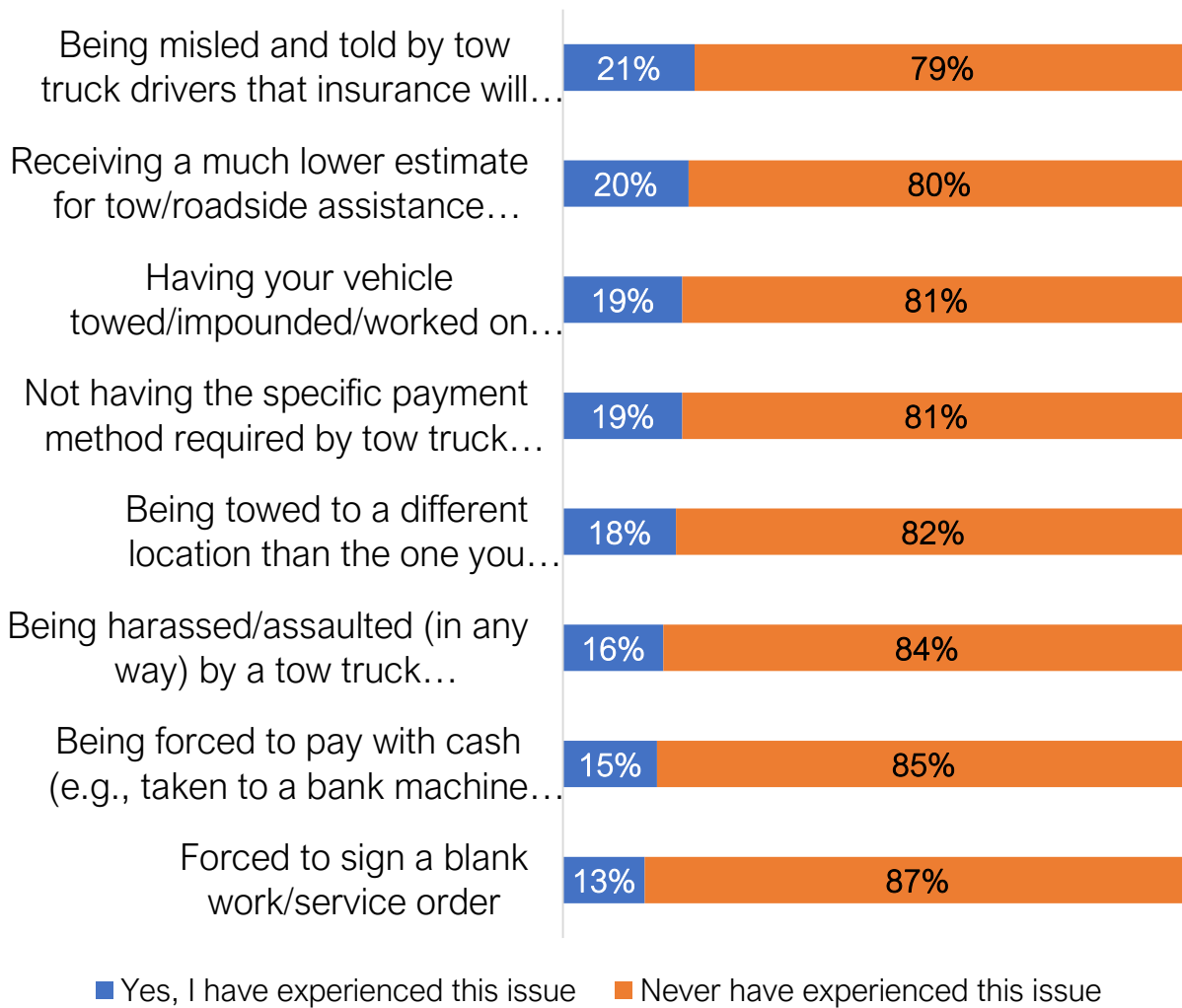


Other Roadside assistance

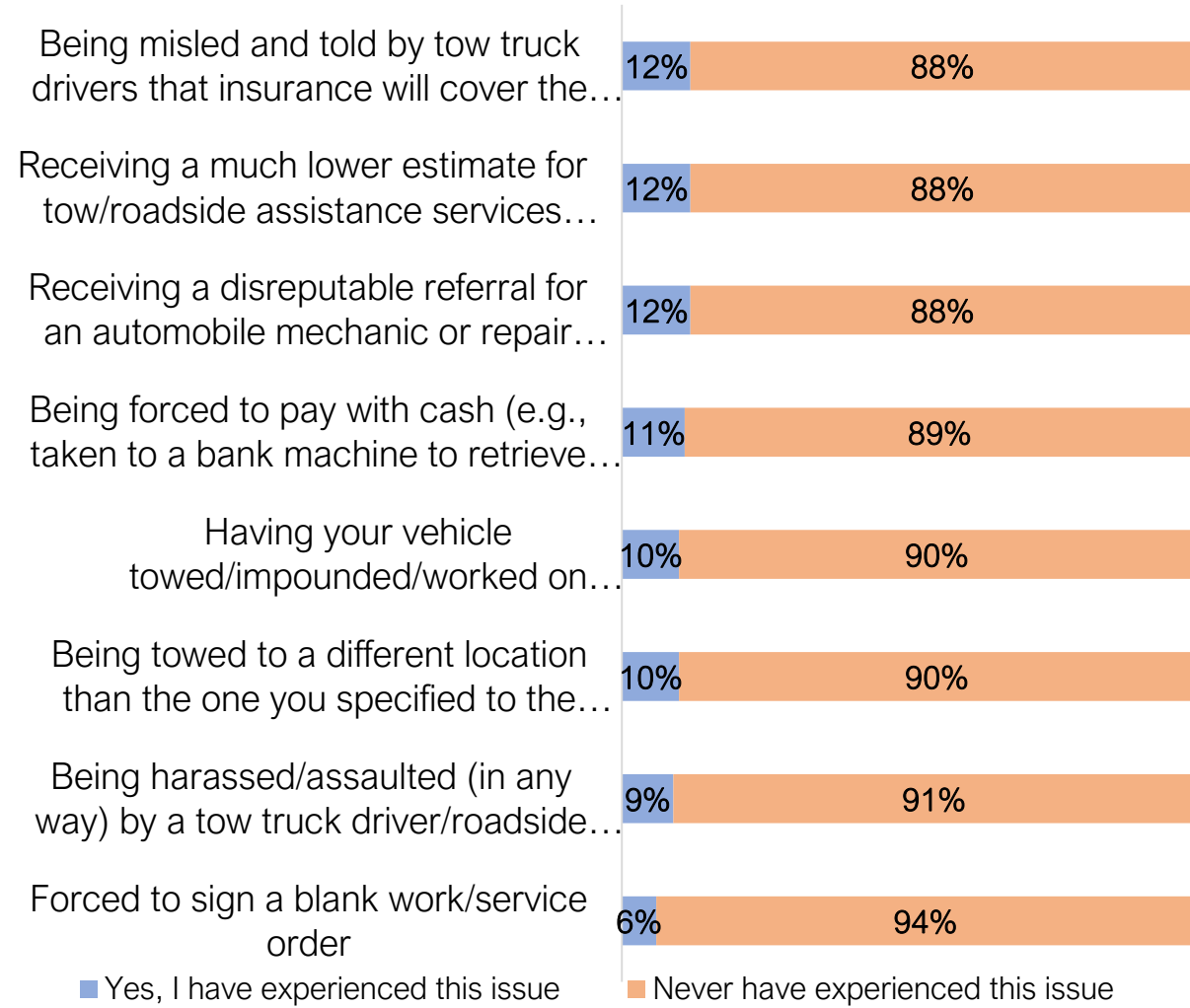


Other experiences in the past from a tow truck

Vehicle Collision



Other Roadside assistance

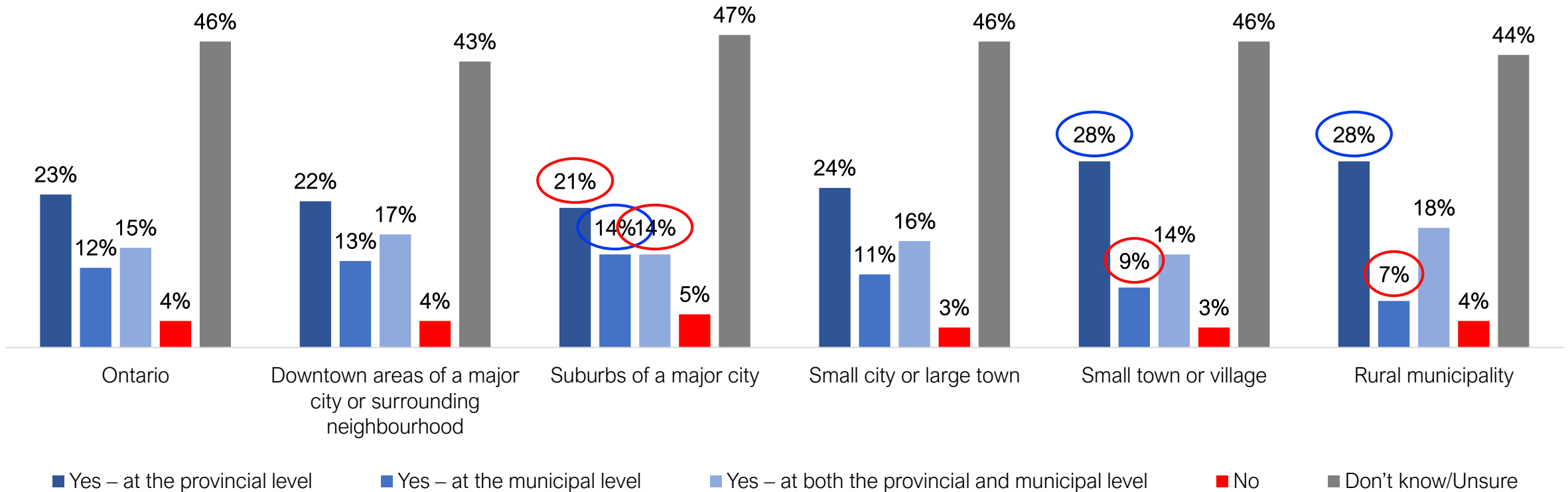


Level of support for regulating the towing industry

Tow trucks in Ontario licensed - Area of Residence

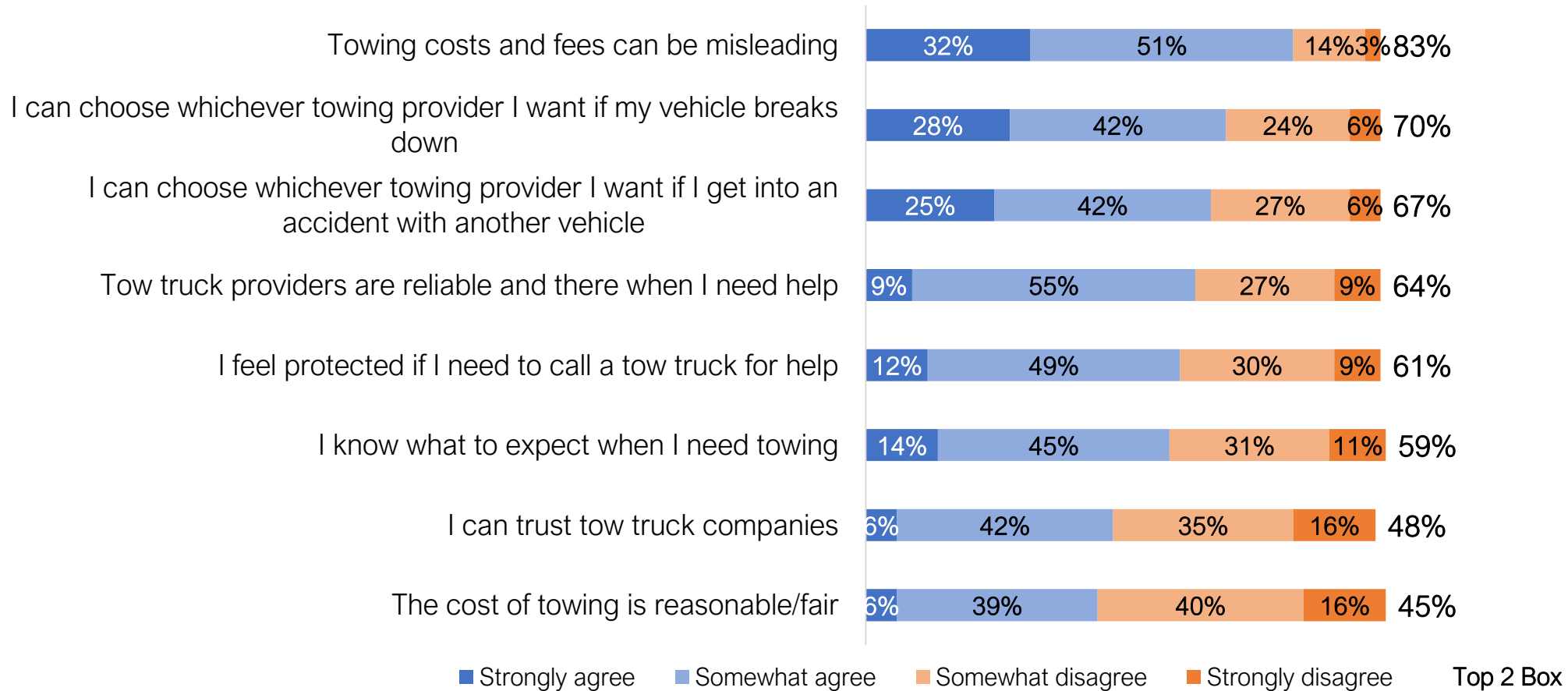
Half (50%) of Ontarians believe that the tow trucks in Ontario are licensed. This is not the case.

○ Significantly higher than Ontario
○ Significantly lower than Ontario



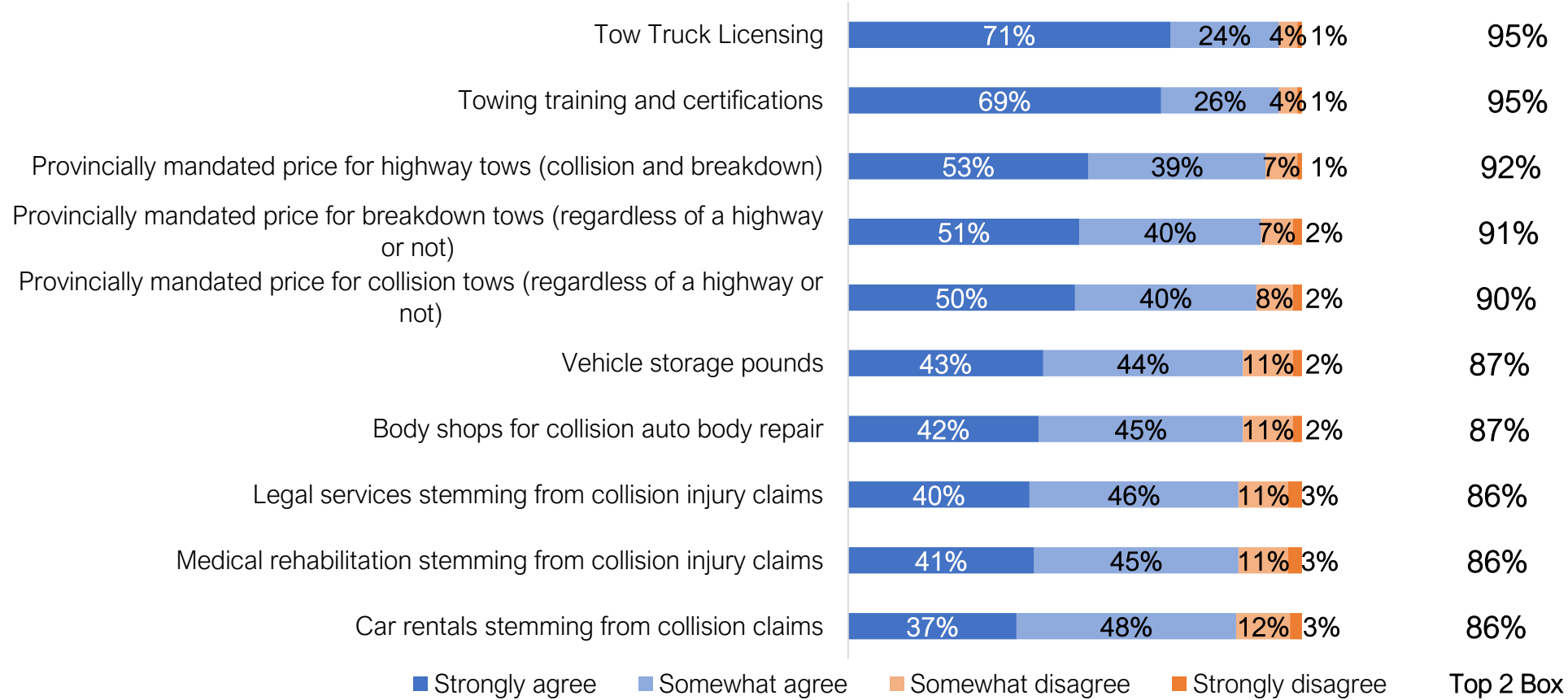
Agreement with the following statements

More than 4 out of 5 respondents “strongly/somewhat agree” that towing costs and fees can be misleading.



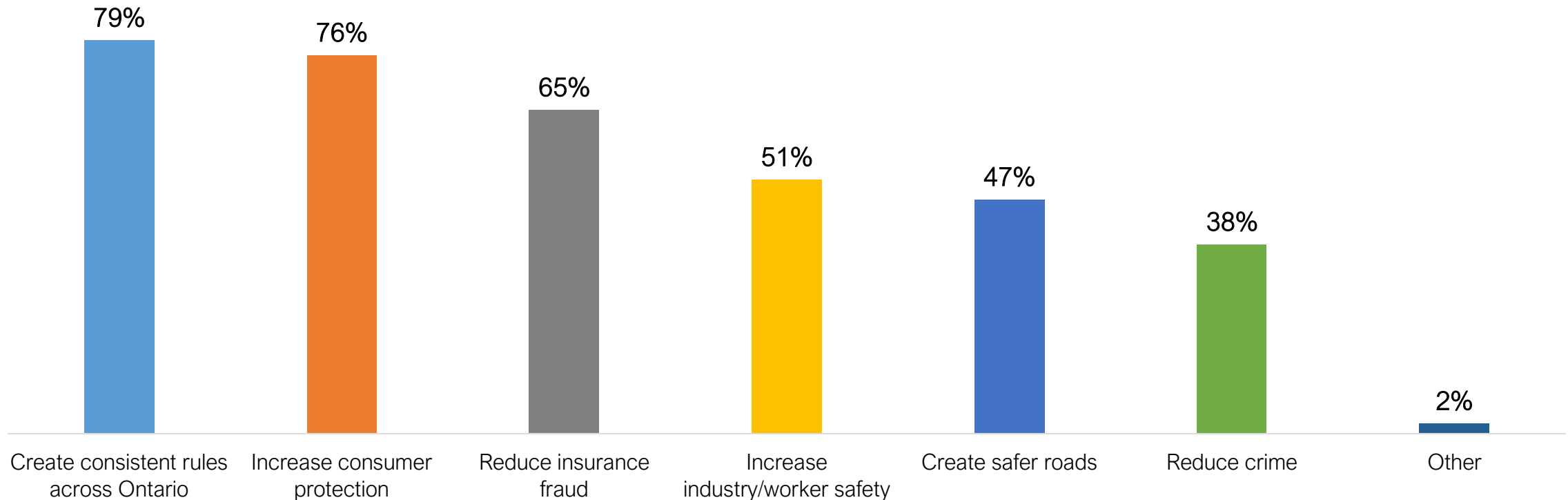
Agreement with following regulation

More than 90% of the Ontarians “strongly/somewhat agree” with regulations such as tow truck licensing, certification and provincial regulations for towing industry in Ontario.



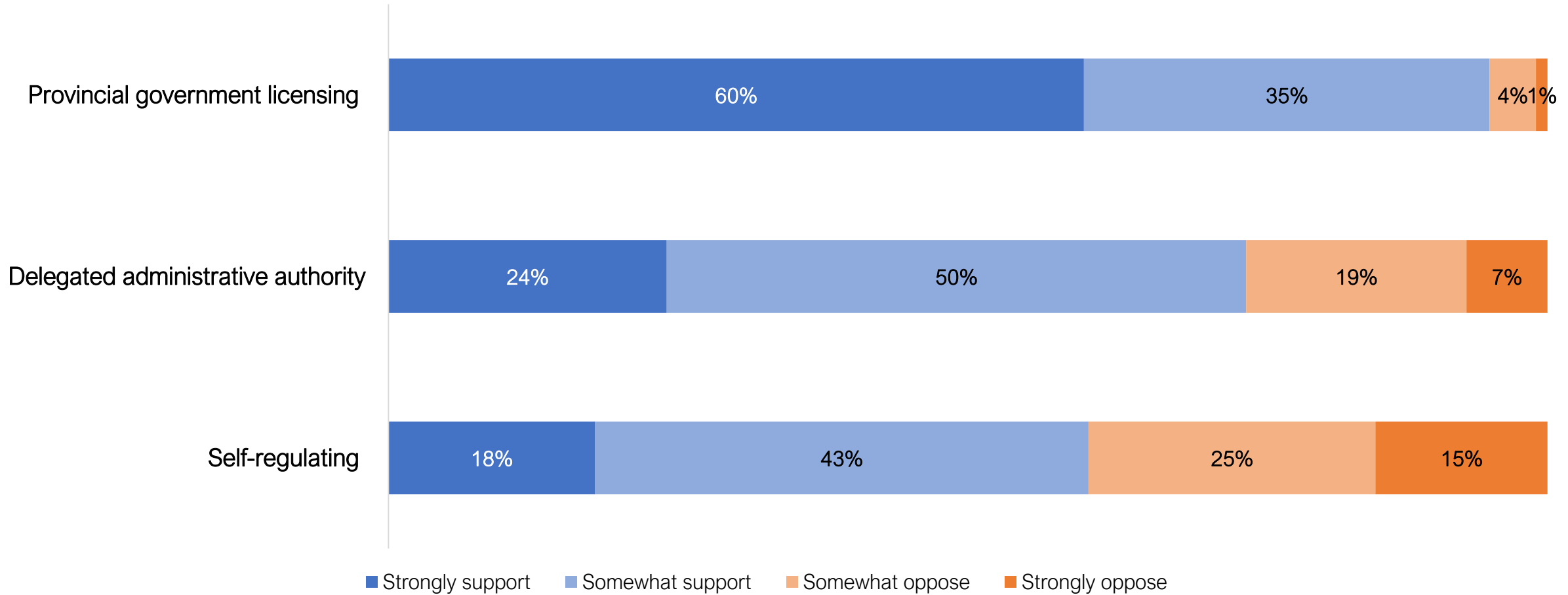
Outcome of rules and regulation – Multiselect

More than three quarters of Ontarians believe that regulations would “create consistent rules across Ontario” and “increase consumer protection”.



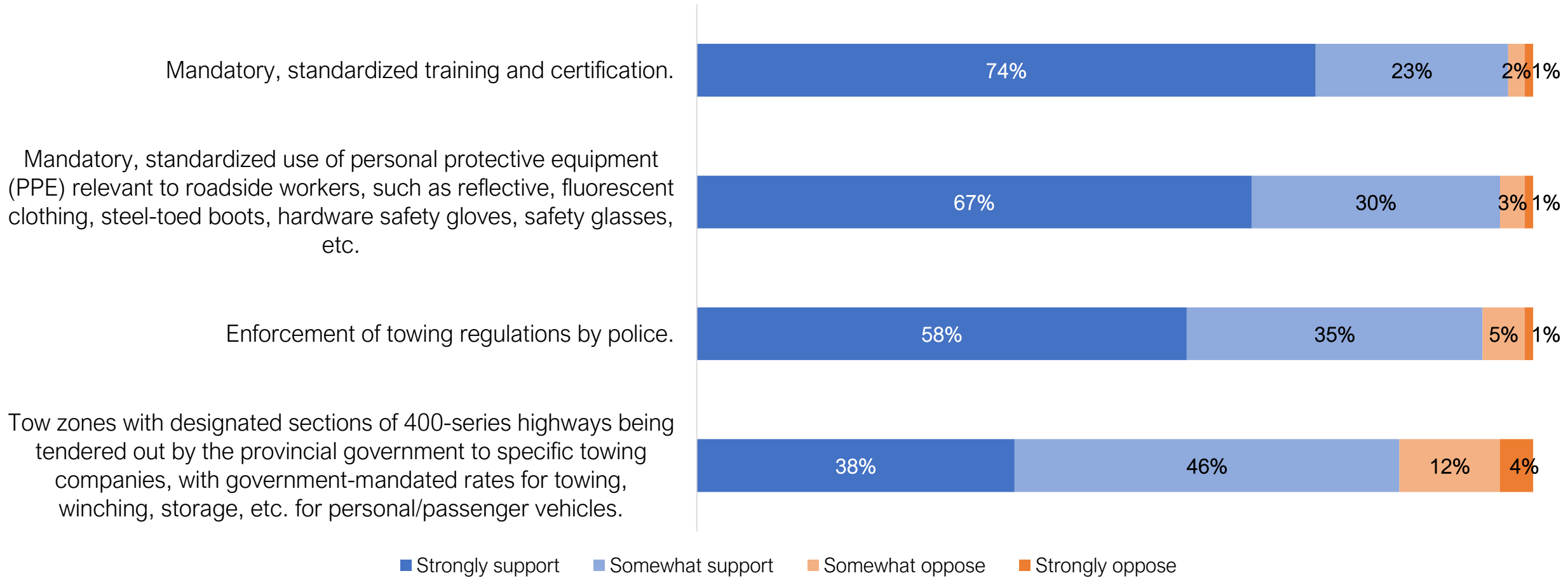
Level of support for the following regulation model

Among Ontarians, “provincial government licensing” received maximum support as the model of regulation for towing industry.



Level of support for the following aspects of regulation

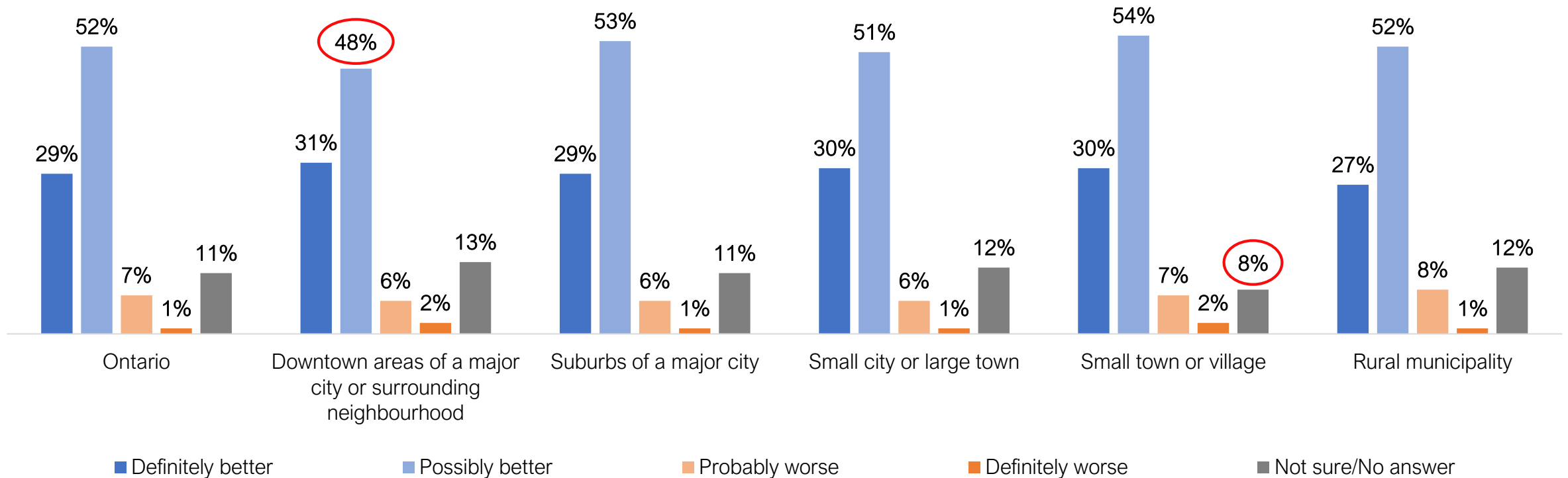
Mandatory, standardized training and certification was “strongly supported” by almost three quarters of Ontarians.



Province getting involved directly - Area of Residence

○ Significantly higher than Ontario
○ Significantly lower than Ontario

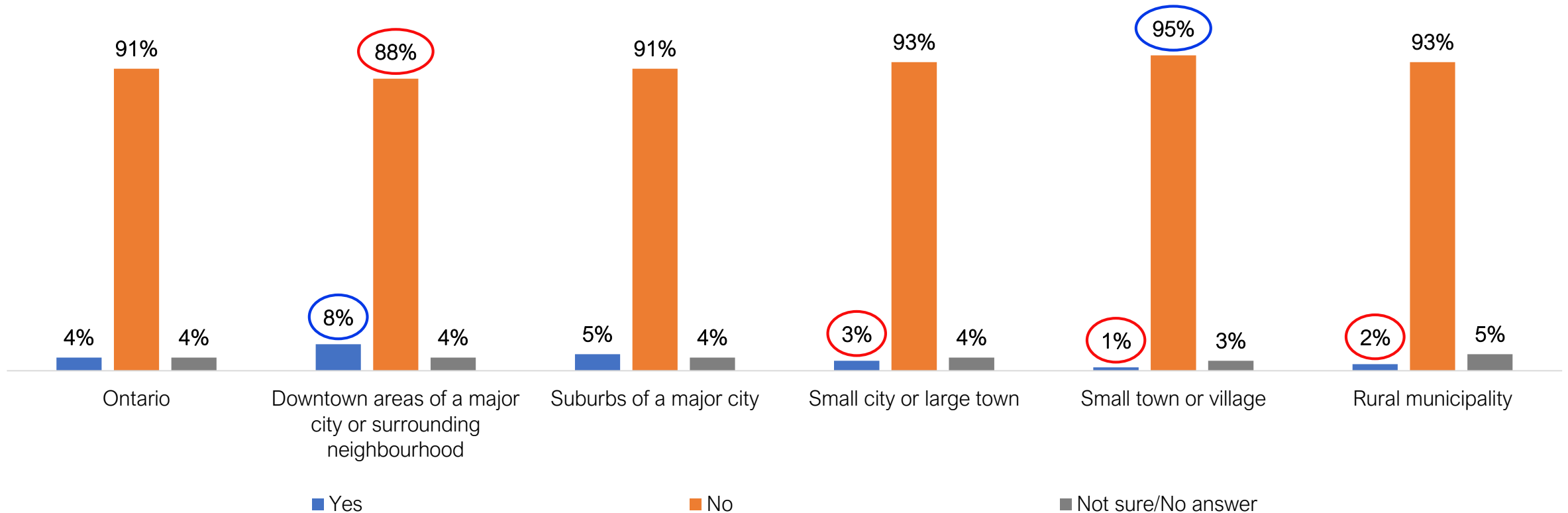
4 out of 5 respondents feel that the involvement of the province in the tow industry would “definitely/possibly better” the industry.



👤 Driving without tow truck driver education/training - Area of Residence

○ Significantly higher than Ontario
○ Significantly lower than Ontario

An overwhelming majority (91%) of the respondents oppose the idea of anyone driving a tow truck without specific tow truck driver education/training.



Consumer Protection

- Only 1 out of 5 Ontarians feel “very protected” under the current rules and regulations as a motorist.
- Wait time, costs related to tow, and full disclosure are the major concerns for the residents of Ontario.

Ontario drivers’ awareness and comprehension of the Towing Bill of Rights

- Only 1 out of 5 Ontarians are aware about CAA’s towing bill of rights introduced in August 2018.
- More than 4 out of 5 respondents “strongly/somewhat agree” that the towing cost and fees can be misleading.

Towing/roadside experience for collision or other assistance involving own vehicle

- Wait time, costs related to tow, and lack of disclosure have been experienced by the residents of Ontario from their tow/roadside assistance.

Public’s appetite for licensing the towing sector in Ontario

- More than 90% of the Ontarians “strongly/somewhat agree” with regulations such as tow truck licensing, certification and provincial regulation.
- Among Ontarians, “provincial government licensing” received the most support as the model of regulation for towing industry.
- Mandatory, standardized training and certification was “strongly supported” by almost three quarters of Ontarians.