

WINTER DRIVING SURVEY

2023



BACKGROUND & OBJECTIVES

- Goodyear was keen to look into how the winter weather affects drivers.
- The focus was to explore the views of drivers on the subject of winter driving, how they prepare, their tire use and what role tires play for making drivers feeling safer.
- The intention was to compare different countries in Europe and see how the different weather conditions affect the confidence of the European drivers.
- The survey was conducted in following countries:
 - France
 - Germany
 - Italy
 - Romania
 - Poland
 - Sweden
 - Norway
 - Denmark
 - Finland



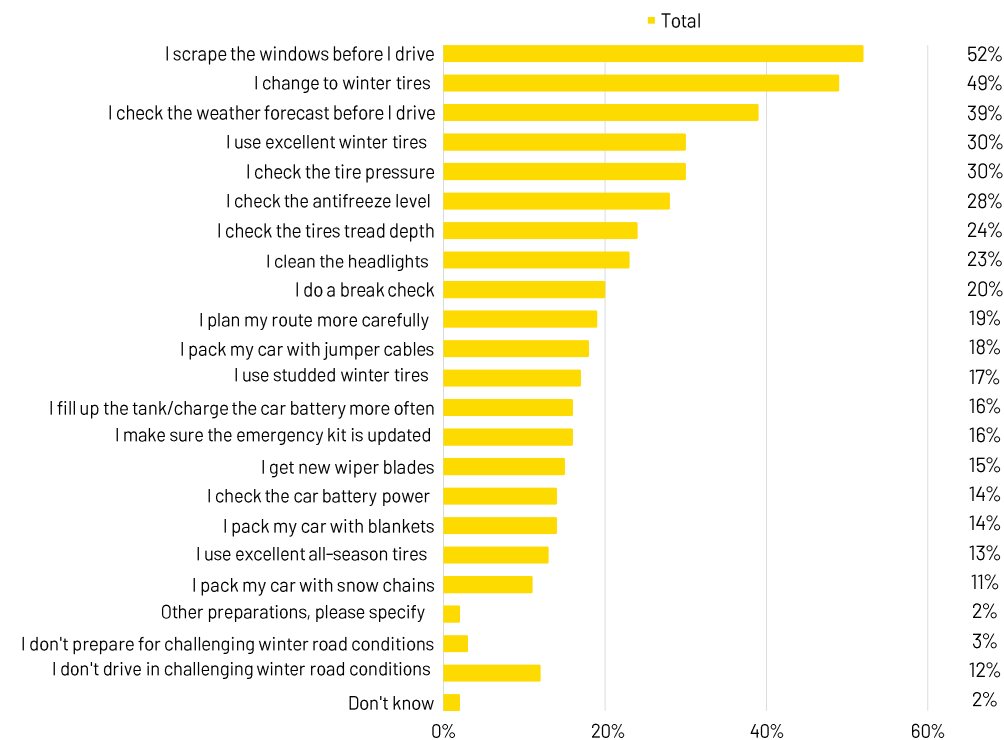
METHODOLOGY

- Insights and data was gathered through the use of a self-completion online survey, programmed and hosted by YouGov.
- The survey was provided in local languages and in a neutral format, consistent across all markets.
- The survey consisted of quantitative and multiple choice questions as well as rating scales.
- **A total of 4,500 interviews were obtained, n=500 per market.**



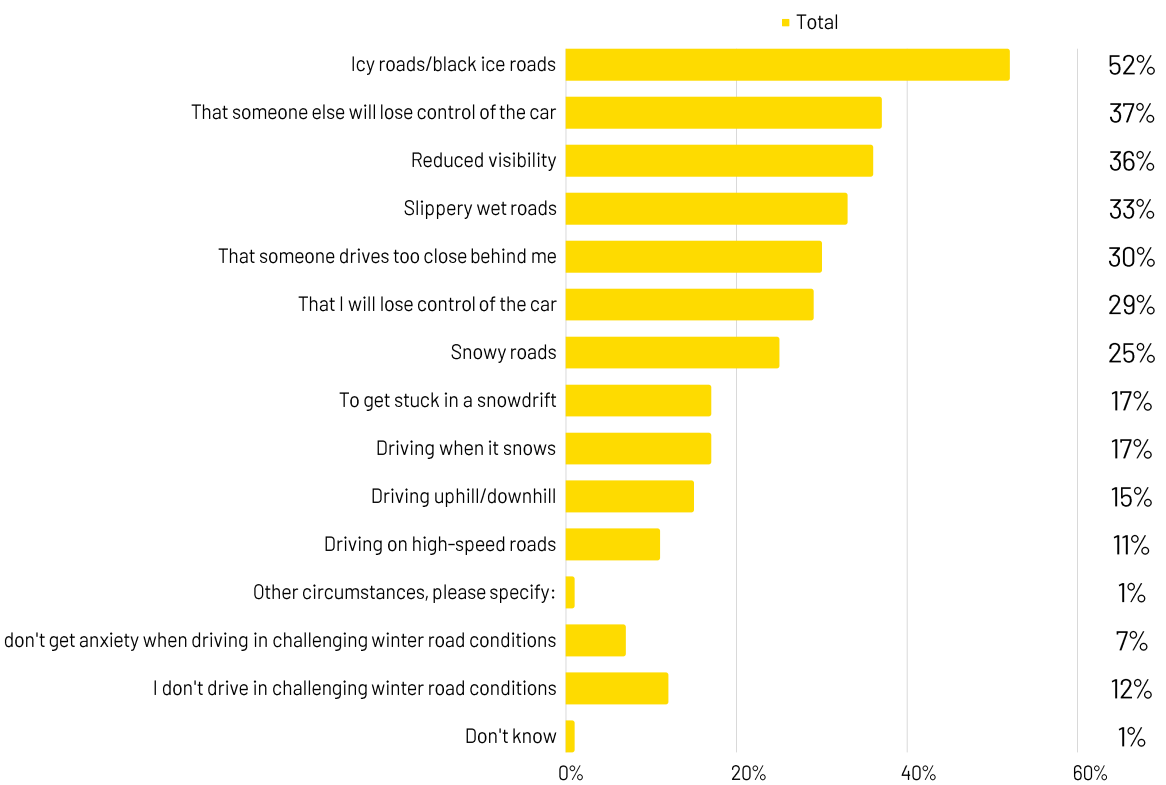
QUESTION 1

HOW DO YOU PREPARE FOR CHALLENGING WINTER ROAD CONDITIONS? YOU CAN GIVE MULTIPLE ANSWERS



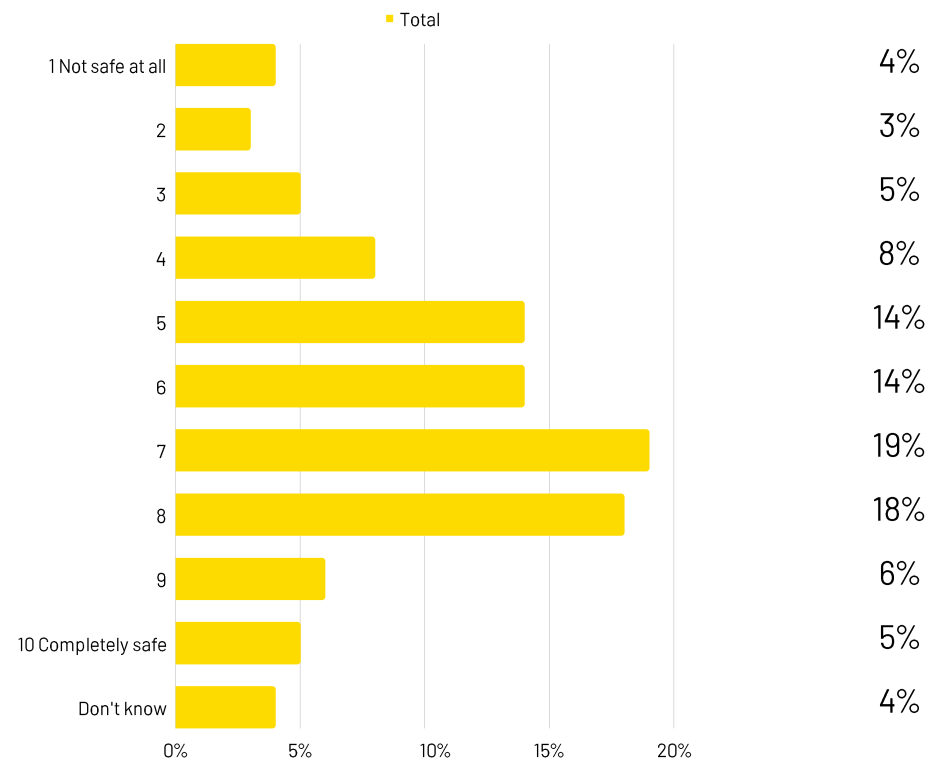
QUESTION 2

WHAT GIVES YOU THE MOST ANXIETY WHEN DRIVING IN CHALLENGING WINTER ROAD CONDITIONS?



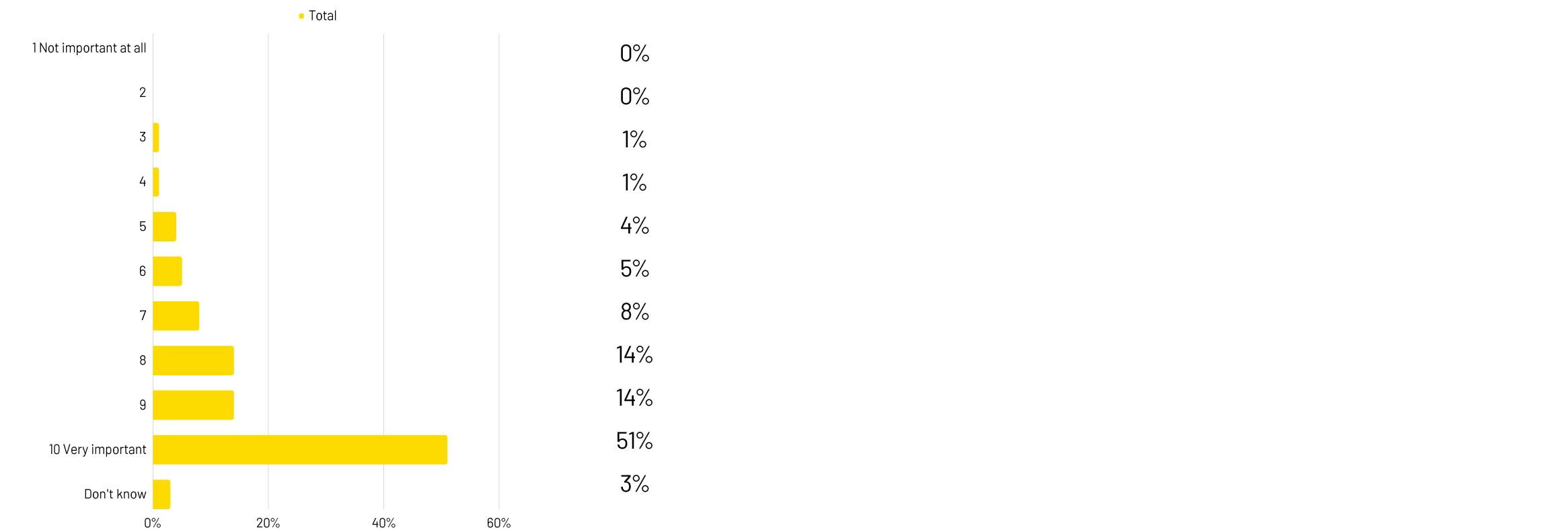
QUESTION 3

ON A SCALE OF 1-10, HOW SAFE DO YOU FEEL DRIVING WHEN THERE ARE CHALLENGING WINTER ROAD CONDITIONS?



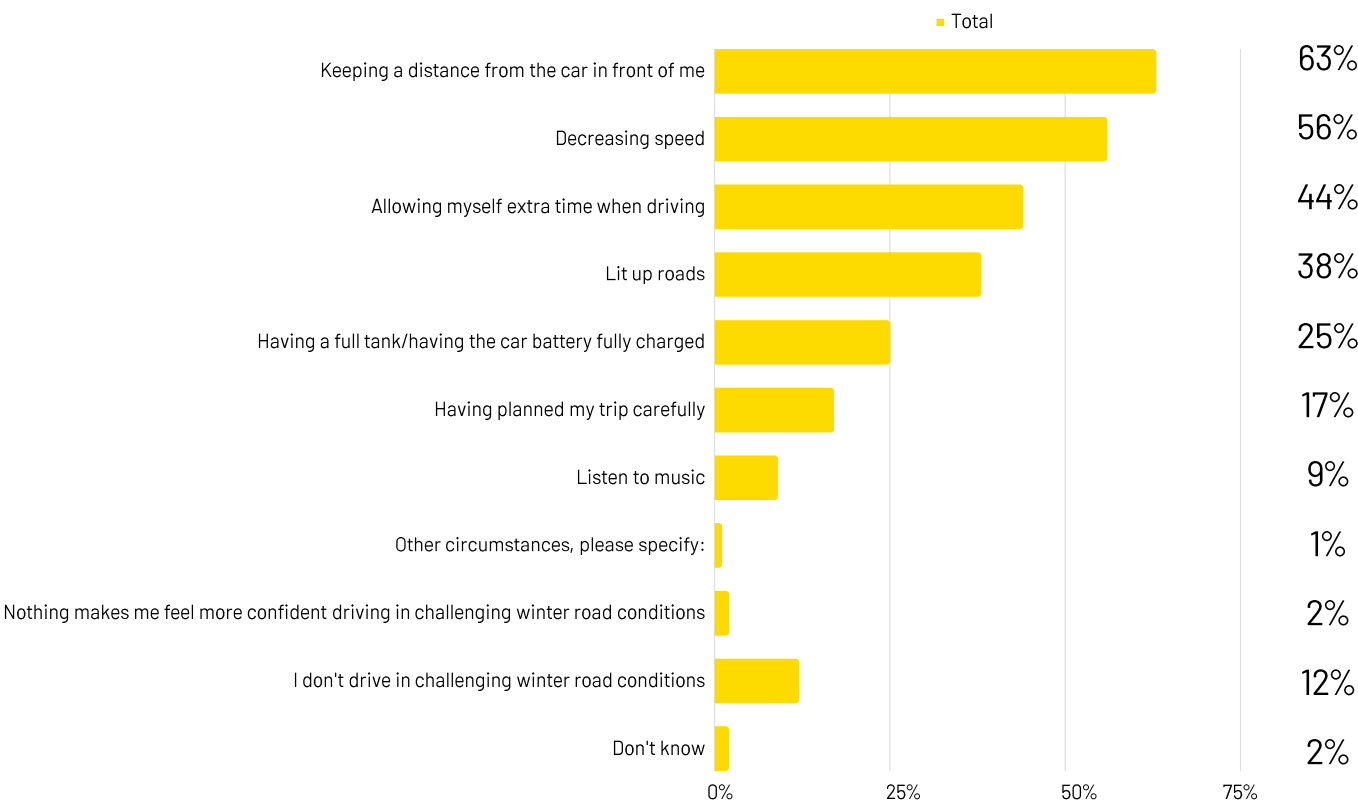
QUESTION 4

ON A SCALE OF 1-10, HOW IMPORTANT ARE THE RIGHT TIRES IN THE WINTER FOR YOU TO FEEL MORE CONFIDENT ON THE ROAD?



QUESTION 5

WHAT MAKES YOU FEEL MORE CONFIDENT DRIVING IN CHALLENGING WINTER ROAD CONDITIONS?



EXECUTIVE SUMMARY

