# 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

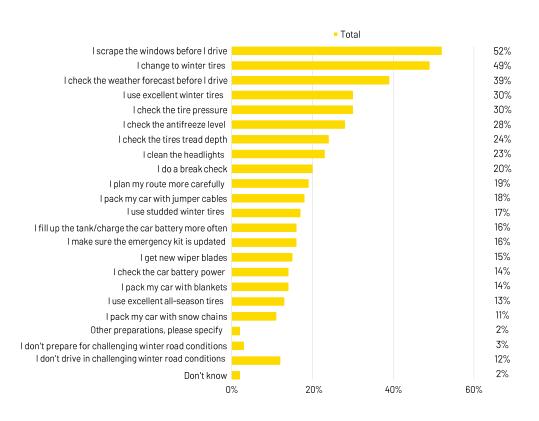


### **METHODOLOGY**

- 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.

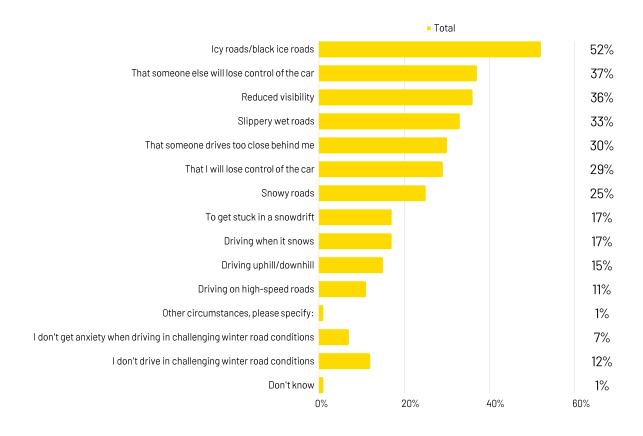


#### HOW DO YOU PREPARE FOR CHALLENGING WINTER ROAD CONDITIONS? YOU CAN GIVE MULTIPLE ANSWERS



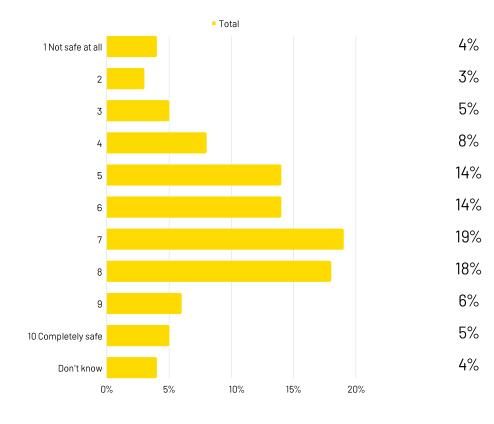


#### WHAT GIVES YOU THE MOST ANXIETY WHEN DRIVING IN CHALLENGING WINTER ROAD CONDITIONS?



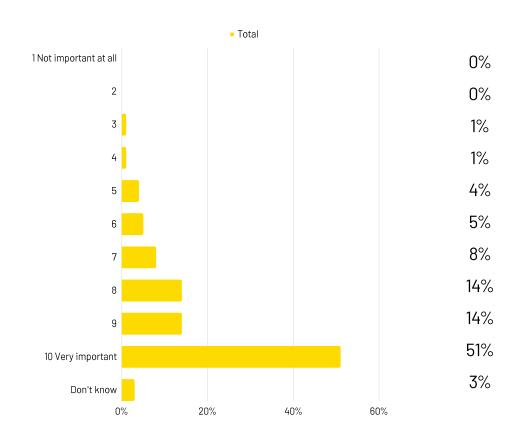


#### ON A SCALE OF 1-10, HOW SAFE DO YOU FEEL DRIVING WHEN THERE ARE CHALLENGING WINTER ROAD CONDITIONS?



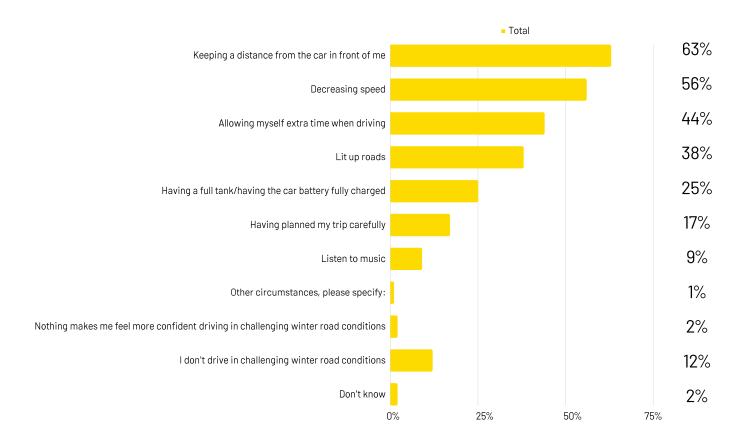


ON A SCALE OF 1-10, HOW IMPORTANT ARE THE RIGHT TIRES IN THE WINTER FOR YOU TO FEEL MORE CONFIDENT ON THE ROAD?





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





### **EXECUTIVE SUMMARY**

Goodyear's new survey reveals that tires are an important factor in reducing anxiety behind the wheel. Nearly nine out of ten European drivers believe it's important to have the right tires during winter.

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There are also daily preparations that bring peace of mind while driving. The most common preparations are scraping the windows (51%), checking the weather forecast (47%) and inspecting the tire pressure (40%).

Preparations for winter road conditions look different depending on where you live in Europe.

In Romania, a majority (51 percent) inspect the antifreeze level as a preparation before driving.

72 percent in Finland scrape the windows. In Norway 59 percent prepare in the same way. In Sweden and Denmark, 57 percent do the same.

Many Germans prepare for the winter season by checking the tire tread depth, as indicated by 29 percent.

One out of three Italians and French check the tire pressure and in Poland 42 percent scan the weather forecast before they drive.

The harsh winter weather is a concern for many European drivers, with 85 percent feeling unsafe when driving in challenging winter road conditions.

Icy roads and the fear of someone else losing control of the car are the main sources of worry.

Most drivers become more confident by keeping a safe distance from the vehicle in front, reducing speed or taking extra time for the drive.

