

HIGH INTEREST // ALL SEASON CONSUMER SURVEY

KEY REASONING

Agreement from participants on following topics

>71 %

Interesting option due
to climate change &
milder winter

>64%

Driving Conditions
for City & Country
Roads

>61%

Satisfied
and would buy
All Season
again

>60%

Changes
are unpleasant
& waste of
time

>43%

Usage for household's
primary cars