

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc.
No information contained within this spreadsheet may be published without the consent of YouGov plc.



EDITOR'S NOTES - all press releases should contain then following information:

All figures, unless otherwise stated, are from YouGov Plc. The data collection was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+)

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48 hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner

Any percentages calculated on bases fewer than 50 respondents should not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable.

Understanding tables:

The output tables will have headings as follows, click on any heading to sort by that heading. The default order is Z score.

Row definitions:

Answer This is the answer option where applicable, so yes/no, like/dislike etc.

Category This is the category of data point based on the definition tree.

Control group % / Targ The percentage of the target/control group to whom the answer applies.

Control group base / T: The number of people who are in the target/control group and had the opportunity to answer the question/watch the programme/like the object on Facebook.

% Diff The percentage difference between the target group and the control group.

Entity The actual data point e.g. Vodafone, Eastenders or Male.

Index A standard index score. That is calculated as $(\text{target \%} / \text{control \%}) \times 100$.

Lower Confidence Inte Lower end of the range you would expect the real market size answer to lie

Market size estimate Estimated number of GB 18+ adults that meet the criteria within the target group. The method for this involves multiplying the GB nat rep incidence of the data point by 48 million to produce an estimated population figure.

NAT REP National Representative Sample

Upper Confidence Inte Upper end of the range you would expect the real market size answer to lie

Variable Second level of definition, e.g. awareness (of brands), genre (of TV programmes) etc.

Z-score The score used to determine how differentiated the two groups are.
The bigger a positive score, the more likely that the data point is true of the target group more frequently than the control group.
See the FAQ for more information on Z scores and how they are calculated.

YouGov plc makes every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc (+44)(0)20 7 012 6000 or email profiles-support@yougov.com

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1151 adults. Fieldwork was undertaken between 3rd - 6th November 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

Auto retailer consideration

Target group: (Demographics / Work and Education / NAICS Industry Code* equal to Maintenance and Repair Services or Demographics / Work and Education / NAICS Industry Code* equal to Transportation and Warehousing) (n. 1615)

Control group: National Representation (n. 197985)

Number of Columns: 14

Number of Rows: 30

Page link:

<https://yougov.insight-out.com/surveys/2519/pages/335758>

Category	Variable	Entity	Answer	Target group %	Target group base	zscore	Index
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / AutoZone	Consideration: AutoZone*	AutoZone	Yes	31	540	3.73	132
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / ExxonMobil	Consideration: ExxonMobil*	ExxonMobil	Yes	30	540	3.31	128
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Advance Auto Parts	Consideration: Advance Auto Parts*	Advance Auto Parts	Yes	22	540	2.92	131
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Goodyear	Consideration: Goodyear*	Goodyear	Yes	21	540	2.67	129
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / BFGoodrich	Consideration: BFGoodrich*	BFGoodrich	Yes	13	540	2.47	138
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Continental	Consideration: Continental*	Continental	Yes	7	540	2.45	161
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / O'Reilly Auto Parts	Consideration: O'Reilly Auto Parts*	O'Reilly Auto Parts	Yes	21	506	2.36	125
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Bridgestone	Consideration: Bridgestone*	Bridgestone	Yes	15	540	2.33	132
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Carquest	Consideration: Carquest*	Carquest	Yes	6	540	2.25	158
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Shell	Consideration: Shell*	Shell	Yes	38	540	2.21	114
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Valero	Consideration: Valero*	Valero	Yes	15	540	2.10	127
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Cooper Tires	Consideration: Cooper Tires*	Cooper Tires	Yes	10	540	1.77	129
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Napa Auto Parts	Consideration: Napa Auto Parts*	Napa Auto Parts	Yes	17	506	1.76	121
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Gulf	Consideration: Gulf*	Gulf	Yes	11	540	1.57	123
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Chevron	Consideration: Chevron*	Chevron	Yes	22	540	1.46	113
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / ConocoPhillips	Consideration: ConocoPhillips*	ConocoPhillips	Yes	10	540	1.27	119
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / GMGoodwrench	Consideration: GMGoodwrench*	GMGoodwrench	Yes	7	540	1.18	122
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Michelin	Consideration: Michelin*	Michelin	Yes	17	540	1.15	112
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Pep Boys	Consideration: Pep Boys*	Pep Boys	Yes	11	540	1.04	114
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Firestone	Consideration: Firestone*	Firestone	Yes	14	540	0.99	111
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / BP	Consideration: BP*	BP	Yes	22	540	0.70	106
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Sunoco	Consideration: Sunoco*	Sunoco	Yes	15	540	0.54	105
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / AutoNation	Consideration: AutoNation*	AutoNation	Yes	2	540	0.09	98
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Midas	Consideration: Midas*	Midas	Yes	6	540	0.03	99
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / AAMCO	Consideration: AAMCO*	AAMCO	Yes	5	540	0.02	98
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Arco	Consideration: Arco*	Arco	Yes	7	540	-0.14	96
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Marathon	Consideration: Marathon*	Marathon	Yes	10	540	-0.24	96
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / CarMax	Consideration: CarMax*	CarMax	Yes	5	540	-0.36	92
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Citgo	Consideration: Citgo*	Citgo	Yes	11	540	-0.86	90
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Jiffy Lube	Consideration: Jiffy Lube*	Jiffy Lube	Yes	9	540	-1.15	85

Control group %	Control group base	Diff	Market Size Estimate	Upper Confidence Interval	Lower Confidence Interval
24	27726	7.44	2035725	2386335	1706273
23	27726	6.52	1942860	2286143	1620459
16	27726	5.17	1420352	1716299	1143243
16	27726	4.66	1377921	1669506	1104966
9	27726	3.49	831661	1057690	620851
4	27726	2.61	451067	615469	298238
17	26056	4.26	1381034	1680703	1100627
11	27726	3.50	953093	1195469	726834
4	27726	2.27	403940	559101	259774
33	27726	4.62	2468578	2849646	2109666
12	27726	3.22	1003196	1251978	770877
7	27726	2.20	633945	830340	451064
14	26056	2.91	1114131	1383615	862388
9	27726	2.07	723252	933556	527274
19	27726	2.56	1437543	1735233	1158774
8	27726	1.54	625066	820025	443537
6	27726	1.21	444765	607960	293069
15	27726	1.81	1122117	1385398	876059
10	27726	1.37	752198	966816	552153
13	27726	1.44	931785	1171380	708157
20	27726	1.19	1410433	1705369	1134288
14	27726	0.77	999258	1247543	767409
2	27726	-0.04	132904	219550	52701
6	27726	-0.06	415069	572458	268816
5	27726	-0.08	301528	434613	178020
7	27726	-0.24	426202	585790	277887
10	27726	-0.40	644275	842328	459834
6	27726	-0.45	350617	494669	216853
12	27726	-1.24	699514	906213	506933
10	27726	-1.49	565535	750583	393325

Auto retailer current customer

Target group: (Demographics / Work and Education / NAICS Industry Code* equal to Maintenance and Repair Services or Demographics / Work and Education / NAICS Industry Code* equal to Transportation and Warehousing) (n. 1615)

Control group: National Representation (n. 197985)

Number of Columns: 14

Number of Rows: 30

Page link:

<https://yougov.insight-out.com/surveys/2519/pages/335765>

Category	Variable	Entity	Answer	Target group %	Target group base	zscore	Index
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / AutoZone	Current Customer: AutoZone*	AutoZone	Yes	21	540	5.69	189
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Valero	Current Customer: Valero*	Valero	Yes	15	540	4.53	187
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / O'Reilly Auto Parts	Current Customer: O'Reilly Auto Parts*	O'Reilly Auto Parts	Yes	14	506	4.47	193
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Shell	Current Customer: Shell*	Shell	Yes	31	540	3.62	130
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / ExxonMobil	Current Customer: ExxonMobil*	ExxonMobil	Yes	21	540	3.38	140
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Advance Auto Parts	Current Customer: Advance Auto Parts*	Advance Auto Parts	Yes	10	540	3.31	170
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / BP	Current Customer: BP*	BP	Yes	18	540	2.98	138
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Jiffy Lube	Current Customer: Jiffy Lube*	Jiffy Lube	Yes	6	540	2.45	174
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Firestone	Current Customer: Firestone*	Firestone	Yes	4	540	2.32	183
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Pep Boys	Current Customer: Pep Boys*	Pep Boys	Yes	4	540	2.13	169
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Citgo	Current Customer: Citgo*	Citgo	Yes	8	540	2.04	142
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Carquest	Current Customer: Carquest*	Carquest	Yes	1	540	1.79	240
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Chevron	Current Customer: Chevron*	Chevron	Yes	13	540	1.63	122
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Cooper Tires	Current Customer: Cooper Tires*	Cooper Tires	Yes	1	540	1.50	191
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / AutoNation	Current Customer: AutoNation*	AutoNation	Yes	1	540	1.38	280
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Sunoco	Current Customer: Sunoco*	Sunoco	Yes	8	540	1.19	119
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / ConocoPhillips	Current Customer: ConocoPhillips*	ConocoPhillips	Yes	4	540	1.14	131
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Goodyear	Current Customer: Goodyear*	Goodyear	Yes	3	540	0.99	130
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Napa Auto Parts	Current Customer: Napa Auto Parts*	Napa Auto Parts	Yes	4	506	0.99	124
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Arco	Current Customer: Arco*	Arco	Yes	5	540	0.87	118
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Continental	Current Customer: Continental*	Continental	Yes	1	540	0.85	148
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / GMGoodwrench	Current Customer: GMGoodwrench*	GMGoodwrench	Yes	1	540	0.81	142
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Marathon	Current Customer: Marathon*	Marathon	Yes	6	540	0.70	112
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Michelin	Current Customer: Michelin*	Michelin	Yes	2	540	0.66	119
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Gulf	Current Customer: Gulf*	Gulf	Yes	3	540	0.62	114
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / BFGoodrich	Current Customer: BFGoodrich*	BFGoodrich	Yes	1	540	0.53	117
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Midas	Current Customer: Midas*	Midas	Yes	1	540	0.42	110
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / AAMCO	Current Customer: AAMCO*	AAMCO	Yes	0	540	-0.23	72
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / CarMax	Current Customer: CarMax*	CarMax	Yes	0	540	-0.23	68
Brand use & perception / By Brand / Cars & Motoring / Retail Gasoline, Tires, and Auto Accessories / Bridgestone	Current Customer: Bridgestone*	Bridgestone	Yes	0	540	-1.51	32

Control group %	Control group base	Diff	Market Size Estimate	Upper Confidence Interval	Lower Confidence Interval
11	27726	10.03	1394486	1687785	1119900
8	27726	6.91	972869	1217796	744198
7	26056	6.96	948057	1196472	716255
24	27726	7.26	2056982	2409228	1725954
15	27726	5.87	1350723	1639466	1080474
6	27726	4.32	685796	890382	495206
13	27726	4.90	1171932	1441017	920368
3	27726	2.34	360980	507252	225139
2	27726	1.98	286288	415799	166122
3	27726	1.84	293649	424898	171859
5	27726	2.26	498088	671252	337039
1	27726	0.87	97264	170901	29155
11	27726	2.30	843432	1071100	631074
1	27726	0.71	97664	171458	29409
0	27726	0.41	42090	89820	0
7	27726	1.35	552878	735752	382711
3	27726	0.83	232109	348119	124550
2	27726	0.60	171108	269988	79518
3	26056	0.78	262615	390121	144371
4	27726	0.71	312056	447562	186287
0	27726	0.22	44318	93334	0
1	27726	0.22	48922	100501	1278
6	27726	0.65	404353	559597	260109
2	27726	0.29	117909	199310	42585
2	27726	0.35	183916	286604	88779
1	27726	0.12	55577	110667	4679
1	27726	0.09	65480	125447	10060
1	27726	-0.18	30915	71641	0
1	27726	-0.17	24564	60760	0
1	27726	-0.48	14685	42515	0

Car attitude

Target group: (Demographics / Work and Education / NAICS Industry Code* equal to Maintenance and Repair Services or Demographics / Work and Education / NAICS Industry Code* equal to Transportation and Warehousing) (n. 1615)

Control group: National Representation (n. 197985)

Number of Columns: 14

Number of Rows: 5

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Category	Variable	Entity
Attitudes / By statement / Cars & Motoring / I don't need a mechanic - I can generally fix my own car	Level of agreement (5-point scale): "I don't need a mechanic - I can generally fix my own car"	I don't need a mechanic - I can generally fix my own car
Attitudes / By statement / Cars & Motoring / I don't need a mechanic - I can generally fix my own car	Level of agreement (5-point scale): "I don't need a mechanic - I can generally fix my own car"	I don't need a mechanic - I can generally fix my own car
Attitudes / By statement / Cars & Motoring / I don't need a mechanic - I can generally fix my own car	Level of agreement (5-point scale): "I don't need a mechanic - I can generally fix my own car"	I don't need a mechanic - I can generally fix my own car
Attitudes / By statement / Cars & Motoring / I don't need a mechanic - I can generally fix my own car	Level of agreement (5-point scale): "I don't need a mechanic - I can generally fix my own car"	I don't need a mechanic - I can generally fix my own car
Attitudes / By statement / Cars & Motoring / I don't need a mechanic - I can generally fix my own car	Level of agreement (5-point scale): "I don't need a mechanic - I can generally fix my own car"	I don't need a mechanic - I can generally fix my own car

Answer	Target group %	Target group base	zscore	Index	Control group %	Control group base	Diff	Market Size Estimate	Upper Confidence Interval	Lower Confidence Interval
Tend to agree	22	522	5.42	180	12	29416	9.88	1458822	1762743	1174246
Definitely agree	13	522	3.81	177	7	29416	5.53	835622	1065486	621267
Neither agree nor disagree	8	522	0.87	114	7	29416	0.95	505243	682330	340560
Tend to disagree	32	522	0.05	100	31	29416	0.08	2068514	2426216	1732426
Definitely disagree	26	522	-8.46	61	42	29416	-16.44	1687778	2013633	1382257

Region	us				us				us				us				us	
Sector	Retail Gasoline / Tires / Auto Accessories				Retail Gasoline / Tires / Auto Accessories				Retail Gasoline / Tires / Auto Accessories				Retail Gasoline / Tires / Auto Accessories				Retail Gasoline / Tires / Auto Accessories	
Geographic Filter																		
Metric Filter																		
Age Group																		
Target Population	Total (Neutrals Included / All Respondents)				Total (Neutrals Included / All Respondents)				Total (Neutrals Included / All Respondents)				Total (Neutrals Included / All Respondents)				Total (Neutrals Included / All Respondents)	
Brand	O'Reilly Auto Parts				AutoZone				Advance Auto Parts				Napa Auto Parts				Pepco	
	Score	Yes	No	Volume	Score	Yes	No	Volume	Score	Yes	No	Volume	Score	Yes	No	Volume	Score	Yes
09-12-2017	6.3	152.7	2280.3	2433.0	7.8	190.8	2242.2	2433.0	4.2	102.6	2330.4	2433.0	2.6	62.2	2370.8	2433.0	3.9	95.5
09-13-2017	6.4	157.5	2294.5	2452.0	7.9	192.7	2259.3	2452.0	4.3	106.5	2345.5	2452.0	2.8	69.4	2382.6	2452.0	3.9	95.2
09-14-2017	6.4	156.9	2295.1	2452.0	7.8	191.8	2260.2	2452.0	4.5	110.4	2341.6	2452.0	2.9	71.1	2380.9	2452.0	3.7	89.9
09-15-2017	6.4	157.1	2291.9	2449.0	7.7	187.5	2261.5	2449.0	4.4	108.5	2340.5	2449.0	2.9	70.6	2378.4	2449.0	3.6	88.9
09-16-2017	6.2	151.7	2296.3	2448.0	7.7	187.6	2260.4	2448.0	4.3	105.5	2342.5	2448.0	3.0	73.2	2374.8	2448.0	3.7	89.4
09-17-2017	5.9	145.7	2312.3	2458.0	7.6	187.4	2270.6	2458.0	4.1	101.6	2356.4	2458.0	3.0	73.7	2384.3	2458.0	3.6	89.7
09-18-2017	5.8	143.3	2324.7	2468.0	7.8	193.3	2274.7	2468.0	4.0	99.0	2369.0	2468.0	3.0	72.9	2395.1	2468.0	3.8	93.1
09-19-2017	6.0	148.2	2303.8	2452.0	8.0	195.6	2256.4	2452.0	3.9	96.5	2355.5	2452.0	3.1	74.9	2377.1	2452.0	3.8	93.9
09-20-2017	6.1	149.6	2303.4	2453.0	7.9	193.6	2259.4	2453.0	4.0	99.2	2353.8	2453.0	3.1	76.0	2377.0	2453.0	3.9	95.0
09-21-2017	6.0	147.0	2291.0	2438.0	8.2	200.7	2237.3	2438.0	4.0	98.4	2339.6	2438.0	3.4	82.9	2355.1	2438.0	4.0	98.0
09-22-2017	6.2	151.2	2294.8	2446.0	8.4	205.9	2240.1	2446.0	4.3	104.2	2341.8	2446.0	3.5	85.6	2360.4	2446.0	3.8	93.4
09-23-2017	6.0	147.3	2292.7	2440.0	8.5	206.6	2233.4	2440.0	4.3	106.0	2334.0	2440.0	3.6	87.0	2353.0	2440.0	3.7	91.3
09-24-2017	6.3	152.3	2276.7	2429.0	8.3	201.5	2227.5	2429.0	4.5	108.8	2320.2	2429.0	3.7	89.3	2339.7	2429.0	3.7	89.5
09-25-2017	6.3	152.7	2276.3	2429.0	8.1	195.7	2233.3	2429.0	4.5	108.4	2320.6	2429.0	3.8	91.6	2337.4	2429.0	3.5	84.7
09-26-2017	6.3	153.2	2266.8	2420.0	7.6	184.7	2235.3	2420.0	4.4	107.1	2312.9	2420.0	3.8	91.9	2328.1	2420.0	3.4	83.3
09-27-2017	6.3	151.8	2252.2	2404.0	7.4	177.5	2226.5	2404.0	4.4	104.9	2299.1	2404.0	3.7	89.7	2314.3	2404.0	3.4	82.6
09-28-2017	6.3	151.0	2257.0	2408.0	7.6	183.6	2224.4	2408.0	4.3	103.9	2304.1	2408.0	3.8	90.6	2317.4	2408.0	3.7	88.5
09-29-2017	6.0	143.7	2265.3	2409.0	7.6	183.9	2225.1	2409.0	4.4	105.0	2304.0	2409.0	3.8	91.4	2317.6	2409.0	3.5	85.4
09-30-2017	5.9	141.1	2269.9	2411.0	7.9	189.9	2221.1	2411.0	4.6	109.8	2301.2	2411.0	3.8	92.0	2319.0	2411.0	3.5	83.7
10-01-2017	6.0	145.5	2298.5	2444.0	7.9	194.2	2249.8	2444.0	4.6	112.9	2331.1	2444.0	4.0	97.9	2346.1	2444.0	3.4	82.3
10-02-2017	5.9	142.7	2289.3	2432.0	7.7	188.2	2243.8	2432.0	4.7	113.3	2318.7	2432.0	4.0	97.4	2334.6	2432.0	3.4	82.5
10-03-2017	6.1	147.4	2284.6	2432.0	8.1	197.5	2234.5	2432.0	4.9	120.3	2311.7	2432.0	4.2	101.8	2330.2	2432.0	3.5	85.5
10-04-2017	6.1	145.5	2244.5	2390.0	8.1	193.7	2196.3	2390.0	4.9	118.1	2271.9	2390.0	4.2	100.1	2289.9	2390.0	3.6	86.1
10-05-2017	6.1	143.4	2220.6	2364.0	8.1	192.1	2171.9	2364.0	4.9	116.1	2247.9	2364.0	4.1	97.8	2266.2	2364.0	3.7	88.0
10-06-2017	5.8	137.2	2241.8	2379.0	8.4	200.1	2178.9	2379.0	4.8	115.4	2263.6	2379.0	4.1	98.2	2280.8	2379.0	3.6	85.3
10-07-2017	5.8	138.3	2252.7	2391.0	8.5	203.4	2187.6	2391.0	4.8	114.4	2276.6	2391.0	4.1	97.4	2293.6	2391.0	3.5	83.7
10-08-2017	5.8	138.0	2259.0	2397.0	8.5	203.6	2193.4	2397.0	4.8	114.9	2282.1	2397.0	3.8	92.1	2304.9	2397.0	3.4	82.5
10-09-2017	5.5	132.7	2266.3	2399.0	8.4	201.3	2197.7	2399.0	4.8	114.6	2284.4	2399.0	3.8	92.0	2307.0	2399.0	3.3	79.2
10-10-2017	5.4	129.7	2289.3	2419.0	8.6	208.0	2211.0	2419.0	4.8	115.0	2304.0	2419.0	3.8	90.9	2328.1	2419.0	3.4	82.9
10-11-2017	5.2	125.9	2276.1	2402.0	8.5	203.2	2198.8	2402.0	4.7	113.1	2289.0	2402.0	3.6	86.6	2315.4	2402.0	3.6	86.0
10-12-2017	5.2	125.2	2258.8	2384.0	8.6	205.5	2178.5	2384.0	4.7	112.4	2271.6	2384.0	3.5	83.9	2300.1	2384.0	3.6	86.9
10-13-2017	5.2	123.2	2238.8	2362.0	8.7	206.0	2156.0	2362.0	4.7	110.2	2251.8	2362.0	3.5	82.1	2279.9	2362.0	3.6	85.0
10-14-2017	5.5	129.8	2230.2	2360.0	8.9	209.4	2150.6	2360.0	4.7	110.2	2249.8	2360.0	3.5	83.4	2276.6	2360.0	3.7	87.1
10-15-2017	5.8	137.7	2226.3	2364.0	9.1	215.8	2148.2	2364.0	4.9	116.2	2247.8	2364.0	3.7	87.3	2276.7	2364.0	3.8	89.5
10-16-2017	5.9	140.2	2245.8	2386.0	9.0	215.3	2170.7	2386.0	5.0	120.1	2265.9	2386.0	3.7	89.3	2296.7	2386.0	3.7	88.3
10-17-2017	5.7	137.4	2267.6	2405.0	9.0	217.4	2187.6	2405.0	5.2	123.9	2281.1	2405.0	3.8	92.0	2313.0	2405.0	4.0	96.3
10-18-2017	5.7	139.4	2292.6	2432.0	9.1	222.0	2210.0	2432.0	5.1	124.2	2307.8	2432.0	3.8	91.2	2340.8	2432.0	4.0	96.6
10-19-2017	6.0	144.8	2285.2	2430.0	9.1	220.6	2209.4	2430.0	5.1	123.8	2306.2	2430.0	3.7	90.3	2339.7	2430.0	3.9	93.6
10-20-2017	5.6	136.3	2281.7	2418.0	8.9	215.4	2202.6	2418.0	4.9	117.3	2300.7	2418.0	3.7	90.1	2327.9	2418.0	3.8	91.9
10-21-2017	5.6	135.9	2285.1	2421.0	8.7	210.6	2210.4	2421.0	4.9	117.7	2303.3	2421.0	3.6	88.1	2332.9	2421.0	3.9	94.2
10-22-2017	5.4	132.2	2295.8	2428.0	8.8	213.2	2214.8	2428.0	4.7	114.9	2313.1	2428.0	3.5	84.0	2344.0	2428.0	4.0	97.8
10-23-2017	5.5	133.2	2306.8	2440.0	9.0	218.4	2221.6	2440.0	4.7	113.8	2326.2	2440.0	3.3	79.6	2360.4	2440.0	4.0	97.9
10-24-2017	5.4	131.2	2294.8	2426.0	9.0	219.5	2206.5	2426.0	4.7	113.9	2312.1	2426.0	3.2	77.8	2348.2	2426.0	4.1	99.9
10-25-2017	5.3	130.5	2325.5	2456.0	9.2	226.1	2229.9	2456.0	4.7	114.2	2341.8	2456.0	3.3	80.3	2375.7	2456.0	4.2	104.1
10-26-2017	5.4	133.7	2341.3	2475.0	8.8	219.0	2256.0	2475.0	4.5	111.6	2363.4	2475.0	3.3	80.8	2394.2	2475.0	4.1	100.3
10-27-2017	5.5	136.1	2328.9	2465.0	8.7	213.9	2251.1	2465.0	4.4	109.6	2355.4	2465.0	3.1	77.6	2387.4	2465.0	4.1	100.0
10-28-2017	5.4	132.6	2307.4	2440.0	8.5	207.3	2232.7	2440.0	4.3	103.9	2336.1	2440.0	3.1	75.8	2364.2	2440.0	4.0	98.0
10-29-2017	5.2	126.2	2288.8	2415.0	8.5	204.1	2210.9	2415.0	4.2	101.4	2313.6	2415.0	2.9	70.5	2344.5	2415.0	4.1	99.1
10-30-2017	5.2	126.6	2301.4	2428.0	8.5	205.8	2222.2	2428.0	4.3	103.7	2324.3	2428.0	2.9	70.4	2357.6	2428.0	4.0	98.2
10-31-2017	5.0	121.0	2315.0	2436.0	8.5	206.6	2229.4	2436.0	4.2	101.6	2334.4	2436.0	2.7	65.8	2370.2	2436.0	4.0	98.5

Region	s	
Sector	s / Auto Accessories	
ographic Filter		
Metric Filter		
ing Population	ed / All Respondents)	
Brand	Boys	
	No	Volume
09-12-2017	2337.5	2433.0
09-13-2017	2356.8	2452.0
09-14-2017	2362.1	2452.0
09-15-2017	2360.1	2449.0
09-16-2017	2358.6	2448.0
09-17-2017	2368.3	2458.0
09-18-2017	2374.9	2468.0
09-19-2017	2358.1	2452.0
09-20-2017	2358.0	2453.0
09-21-2017	2340.0	2438.0
09-22-2017	2352.6	2446.0
09-23-2017	2348.7	2440.0
09-24-2017	2339.5	2429.0
09-25-2017	2344.3	2429.0
09-26-2017	2336.7	2420.0
09-27-2017	2321.4	2404.0
09-28-2017	2319.5	2408.0
09-29-2017	2323.6	2409.0
09-30-2017	2327.3	2411.0
10-01-2017	2361.7	2444.0
10-02-2017	2349.5	2432.0
10-03-2017	2346.5	2432.0
10-04-2017	2303.9	2390.0
10-05-2017	2276.0	2364.0
10-06-2017	2293.7	2379.0
10-07-2017	2307.3	2391.0
10-08-2017	2314.5	2397.0
10-09-2017	2319.8	2399.0
10-10-2017	2336.1	2419.0
10-11-2017	2316.0	2402.0
10-12-2017	2297.1	2384.0
10-13-2017	2277.0	2362.0
10-14-2017	2272.9	2360.0
10-15-2017	2274.5	2364.0
10-16-2017	2297.7	2386.0
10-17-2017	2308.7	2405.0
10-18-2017	2335.4	2432.0
10-19-2017	2336.4	2430.0
10-20-2017	2326.1	2418.0
10-21-2017	2326.8	2421.0
10-22-2017	2330.2	2428.0
10-23-2017	2342.1	2440.0
10-24-2017	2326.1	2426.0
10-25-2017	2351.9	2456.0
10-26-2017	2374.7	2475.0
10-27-2017	2365.0	2465.0
10-28-2017	2342.0	2440.0
10-29-2017	2315.9	2415.0
10-30-2017	2329.8	2428.0
10-31-2017	2337.5	2436.0

Region	us				us				us				us				us	
Sector	Retail Gasoline / Tires / Auto Accessories				Retail Gasoline / Tires / Auto Accessories				Retail Gasoline / Tires / Auto Accessories				Retail Gasoline / Tires / Auto Accessories				Retail Gasoline / Tires / Auto Accessories	
Geographic Filter																		
Metric Filter																		
Targeting Population	Total (Neutrals Included / All Respondents)				Total (Neutrals Included / All Respondents)				Total (Neutrals Included / All Respondents)				Total (Neutrals Included / All Respondents)				Total (Neutrals Included / All Respondents)	
Brand	O'Reilly Auto Parts				AutoZone				Advance Auto Parts				Napa Auto Parts				Pep Boys	
	Score	Yes	No	Volume	Score	Yes	No	Volume	Score	Yes	No	Volume	Score	Yes	No	Volume	Score	Yes
11-01-2017	5.1	125.0	2349.0	2474.0	8.6	213.3	2260.7	2474.0	4.2	102.8	2371.2	2474.0	2.7	66.8	2407.2	2474.0	4.2	102.9
11-02-2017	5.1	127.0	2366.0	2493.0	9.2	228.8	2264.2	2493.0	4.2	105.1	2387.9	2493.0	2.9	72.6	2420.4	2493.0	4.1	102.8
11-03-2017	5.3	131.7	2339.3	2471.0	9.0	223.3	2247.7	2471.0	4.2	103.8	2367.2	2471.0	3.0	74.6	2396.4	2471.0	4.2	102.7
11-04-2017	5.3	129.0	2324.0	2453.0	9.0	219.6	2233.4	2453.0	4.2	104.2	2348.8	2453.0	3.0	73.9	2379.1	2453.0	3.9	95.8
11-05-2017	5.4	132.1	2304.9	2437.0	9.1	221.7	2215.3	2437.0	4.3	103.7	2333.3	2437.0	3.1	74.5	2362.5	2437.0	3.8	93.2
11-06-2017	5.6	136.6	2320.4	2457.0	8.9	219.7	2237.3	2457.0	4.4	108.3	2348.7	2457.0	3.0	74.0	2383.0	2457.0	3.9	94.7
11-07-2017	5.7	138.0	2303.0	2441.0	8.9	216.5	2224.5	2441.0	4.4	107.0	2334.0	2441.0	3.1	76.0	2365.0	2441.0	4.1	101.1
11-08-2017	5.8	142.1	2309.9	2452.0	9.0	220.7	2231.3	2452.0	4.4	108.5	2343.5	2452.0	3.2	78.1	2373.9	2452.0	4.1	99.9
11-09-2017	6.0	147.9	2315.1	2463.0	9.3	227.9	2235.1	2463.0	4.3	107.1	2355.9	2463.0	3.2	77.7	2385.3	2463.0	4.2	102.5
11-10-2017	6.4	159.3	2335.7	2495.0	9.3	232.0	2263.0	2495.0	4.5	112.7	2382.3	2495.0	3.4	83.8	2411.2	2495.0	4.2	105.6
11-11-2017	6.1	152.2	2344.8	2497.0	9.0	225.4	2271.6	2497.0	4.5	112.7	2384.3	2497.0	3.2	78.7	2418.3	2497.0	4.3	106.5
11-12-2017	5.9	145.2	2330.8	2476.0	9.0	223.2	2252.8	2476.0	4.3	106.2	2369.8	2476.0	3.1	76.4	2399.6	2476.0	4.1	101.3

<i>Region</i>	s	
<i>Sector</i>	s / Auto Accessories	
<i>Geographic Filter</i>		
<i>Metric Filter</i>		
<i>Targeting Population</i>	ed / All Respondents)	
<i>Brand</i>	Boys	
	<i>No</i>	<i>Volume</i>
11-01-2017	2371.1	2474.0
11-02-2017	2390.2	2493.0
11-03-2017	2368.3	2471.0
11-04-2017	2357.2	2453.0
11-05-2017	2343.8	2437.0
11-06-2017	2362.3	2457.0
11-07-2017	2339.9	2441.0
11-08-2017	2352.1	2452.0
11-09-2017	2360.5	2463.0
11-10-2017	2389.4	2495.0
11-11-2017	2390.5	2497.0
11-12-2017	2374.7	2476.0