RW

BRAND INSIGHT SURVEY

SURVEY REPORT PREPARED FOR:
COMPANY

OVERVIEW

SURVEY BACKGROUND & METHODOLOGY

The Brand Insight Survey is designed to provide participating companies with a current view of what the industry is saying about their company or brand. This information is a snapshot in time—one that provides a sense or feeling about how industry professionals think and feel about specific brands. While the information provided should be viewed as qualitative, the data and verbatim comments contained in this report may confirm what companies suspect is happening in the market, but also may generate some surprises. Either way, this information is important to know and can help participating companies position themselves in the future.

The sample for this online survey was selected from the domestic qualified circulation of *Ratchet+Wrench*. Individuals included in the sample were emailed an invitation to participate in the survey on March 18, 2024 and were offered an incentive to take part (those that completed the survey were entered in a drawing for a $100 Amazon gift card).

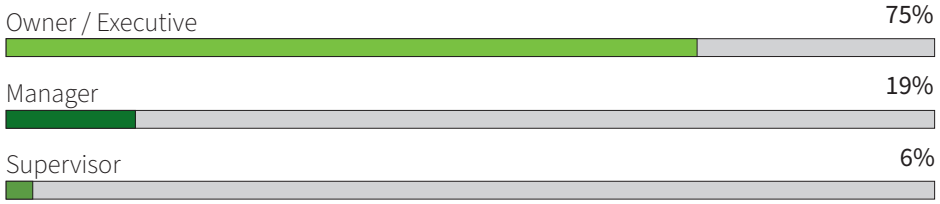
Survey responses were collected from March 18, 2024 to April 13, 2024, and findings in this report are based on the input from 181 survey participants.

COMPANIES INCLUDED IN SURVEY

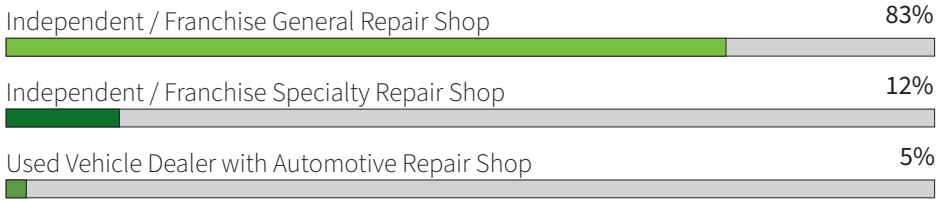
- ATI
- AutoCenter Sales
- Auto Shop Answers
- Auto Value / Bumper to Bumper
- AutoZone
- BendPak
- BG Products
- bproauto
- Duralast
- Factory Motor Parts
- Federated Auto Parts
- Jasper Engines & Transmissions
- Mail Shark
- Midwest Auto Care Alliance (MWACA)
- NAPA Auto Care
- TechNet
- Valvoline Global (Partner Solutions)
- Worldpac

Respondent profile

Which of the following best describes your job title?

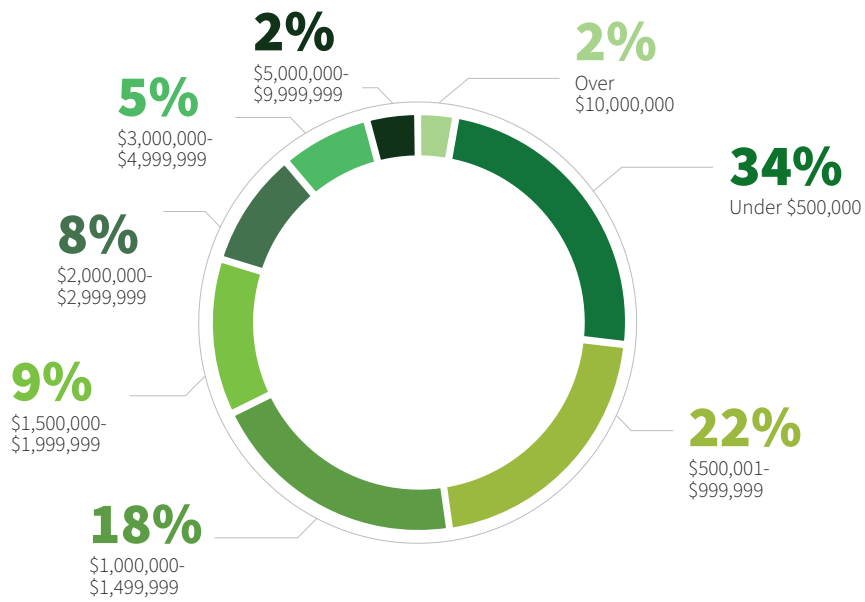


Which of the following best describes your repair business?

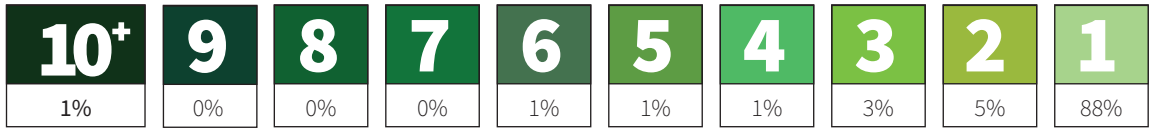


What is your annual revenue at your location?

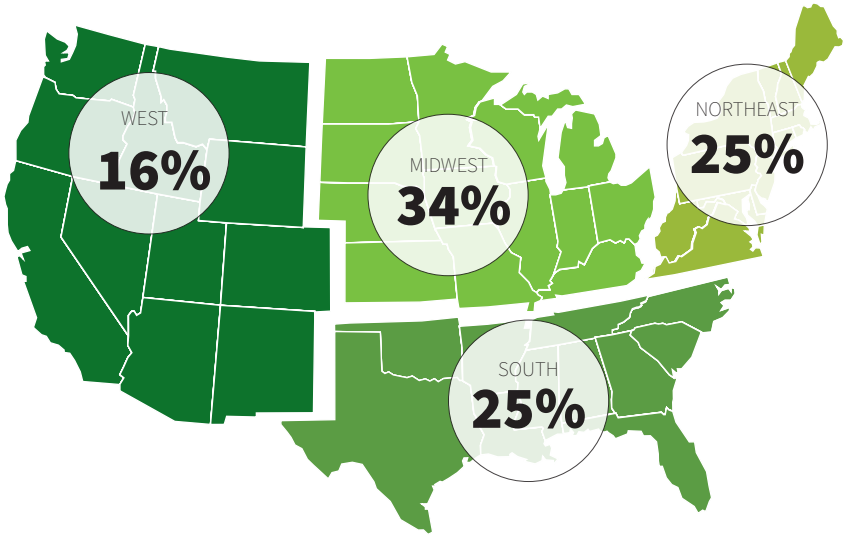
(If you operate multiple locations, please use the average)



How many total locations do you operate?

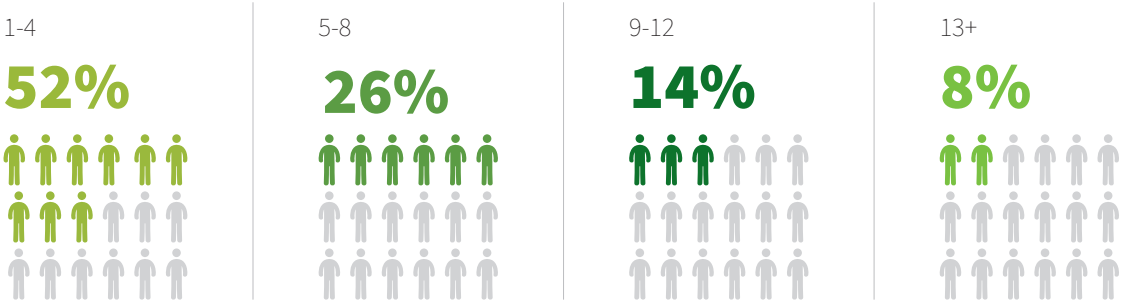


Which best describes the location of your repair business?



How many total employees are at this location?

(If you operate multiple locations, please use the average)



Questionnaire

* **How familiar are you with the : brand?**

Not Very	Somewhat	Extremely
◯	◯	◯

* **Would you consider to be a premier brand?**

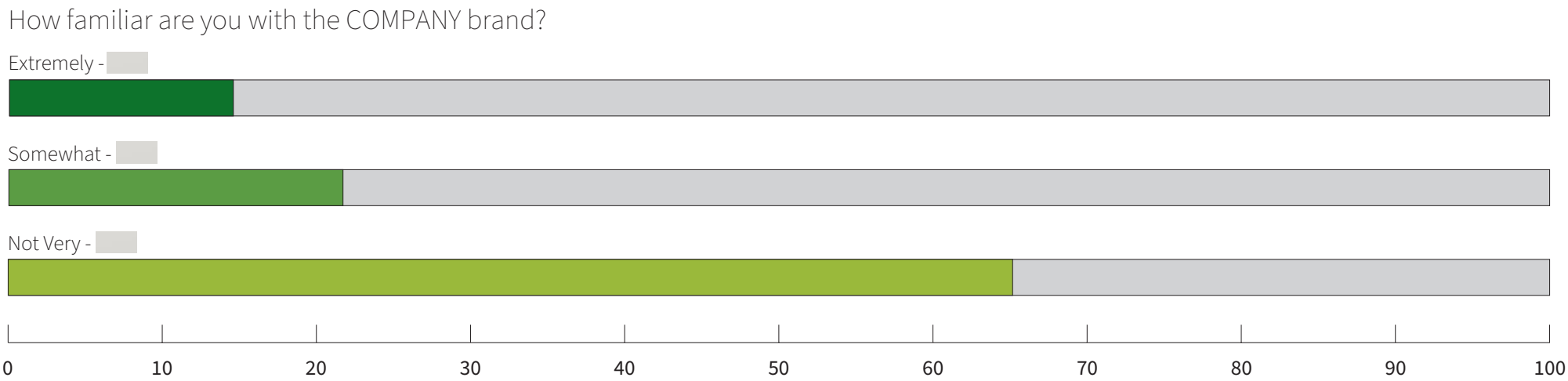
Not Sure	No	Yes
◯	◯	◯

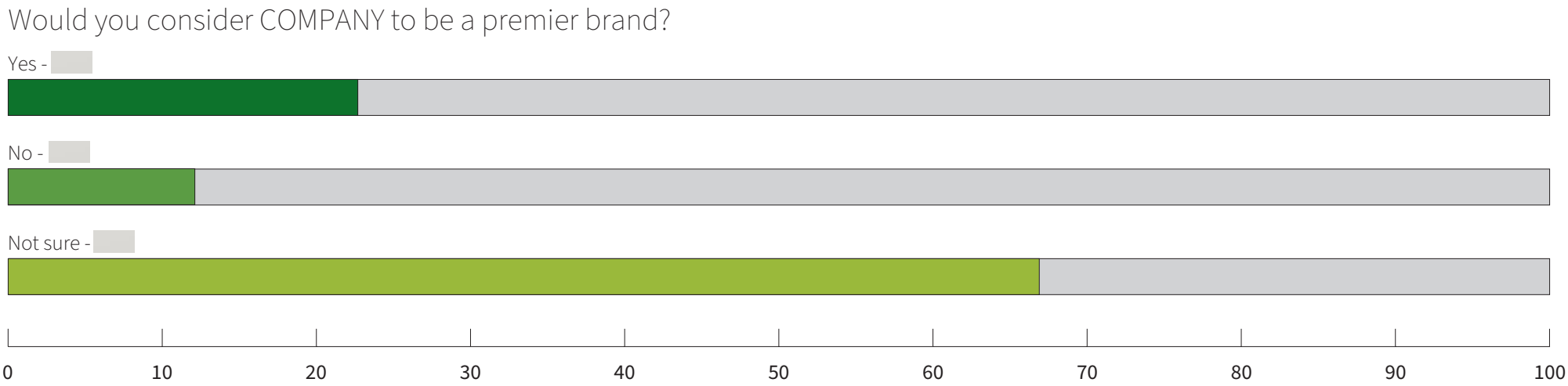
* **On a scale of 1-7 (low-high), how would you rank in each of the following categories? If you're unfamiliar with the brand, answer N/A.**

	1	2	3	4	5	6	7	N/A
Innovation	◯	◯	◯	◯	◯	◯	◯	◯
Trustworthiness	◯	◯	◯	◯	◯	◯	◯	◯
Quality	◯	◯	◯	◯	◯	◯	◯	◯
Reputation	◯	◯	◯	◯	◯	◯	◯	◯

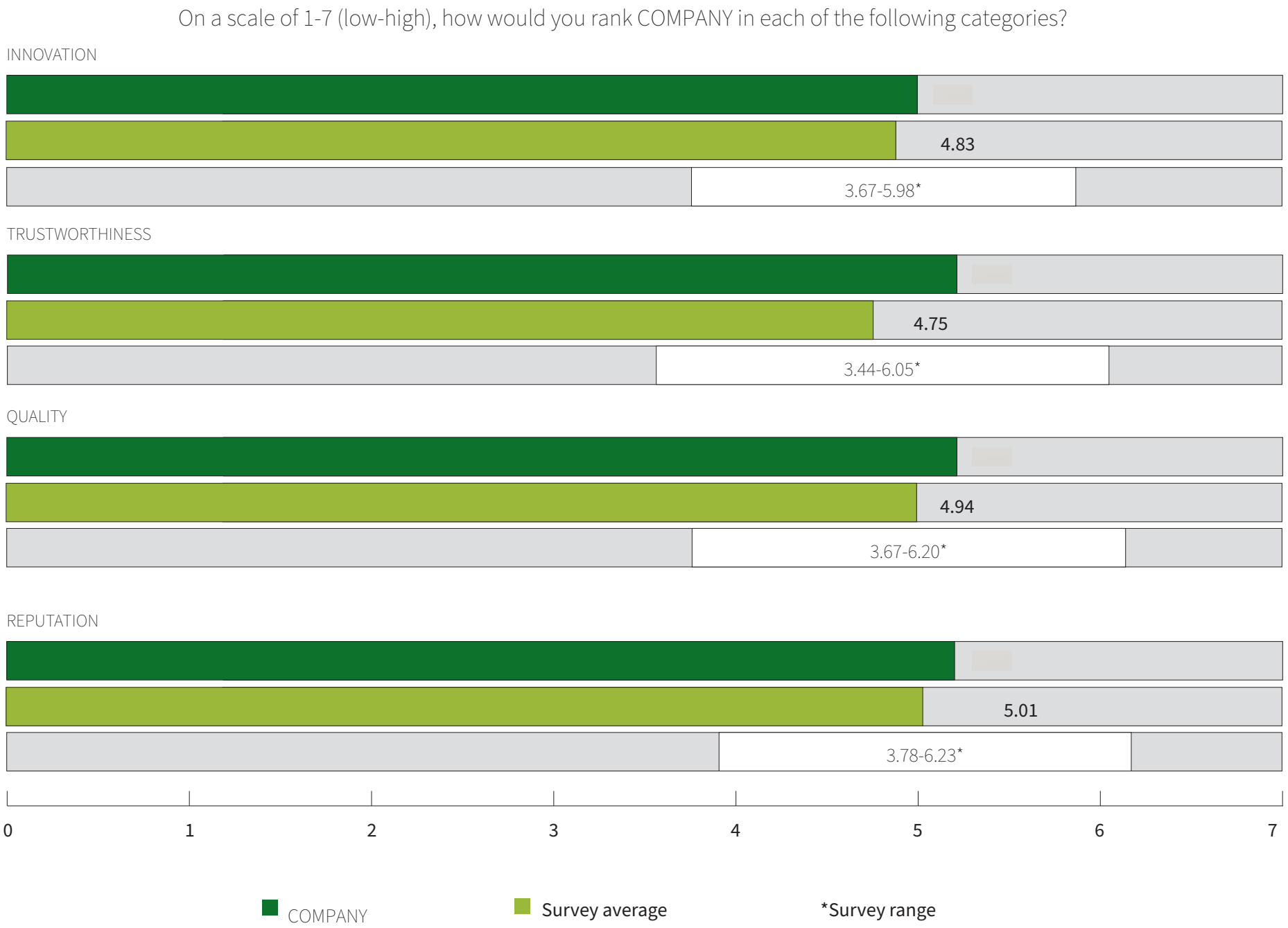
What do you think when you see the : brand? Be as specific as you'd like and share with us whatever comes to mind.

Brand Recognition





Brand Perception



Verbatim Comments

When asked “What do you think when you see the COMPANY brand?
Be as specific as you’d like and share with us whatever comes to mind,” participants provided the



Making Smart Business Decisions

➤ Requires sound, validated market insights about customers, their habits, and what drives decisions.

BUSINESS INTELLIGENCE THAT DRIVES DECISIONS

IMR Inc. experienced research consultants focus on optimizing your return on investment and providing you with impactful insights and recommendations that are actionable and support profitable decisions.

- Understand customer needs
- Identify key target opportunities
- Assess brand/product strengths
- Identify gaps in the marketplace
- Evaluate brand/product performance
- New product evaluation and launches
- Pricing and profit strategies
- Market size and competitive intelligence

IMR Inc. experienced research consultants focus on optimizing your return on investment and providing you with impactful insights and recommendations that are actionable and support profitable decisions.

UNLOCK THE INSIGHTS YOU NEED

IMR Inc. Syndicated Research tracks 175+ parts, services, and chemicals, as well as provides comprehensive data on vehicle service and repair behavior, consumer trends, brand performance, and more.

- Braking systems
- Chemicals, additives, and cleaners
- Computer & Emissions
- DIY vs. DIFM trends
- Consumer and vehicle demographics
- Delayed maintenance
- Part replacement rates

IMR Inc.'s Continuing Consumer Automotive Maintenance Survey helps you make smarter, more profitable business decisions by detailing consumer buying dynamics for products and services.

IMR Inc. | Automotive Research.com

Since 1975, IMR Inc. has been a pioneer in automotive market research. No other company offers the breadth and depth of experience and the rigorous methodologies that we bring to the table. Our industry-standard syndicated and proprietary market research studies focus on the automotive industry, including the automotive aftermarket, heavy duty, and fleet segments.

AUTOMOTIVE MARKET RESEARCH

To drive smart business decisions, you need sound, validated market insights about your customers, their habits, and what drives their decisions.

ENDEAVOR BUSINESS INTELLIGENCE

RATCHET +WRENCH

BRAND INSIGHT SURVEY

The Brand Insight Survey is a complimentary service provided by Endeavor Business Media for qualified advertising partners.

Endeavor Business Media also conducts custom surveys for advertising partners seeking specific information about their company in the marketplace.