

The following survey regarding Oil Change preference should take LESS than 4 minutes

Have you had an oil change performed on one of your vehicles in the past 2 years?

Yes: Continue

No: End Survey

Age:

Under 20 _____
20-39 _____
40-59 _____
60+ _____

Gender:

Male _____
Female _____
Prefer not to say _____

Which city do you live in _____

Which State do you live in _____

What type of vehicle do you drive?

Sports Car _____
Van _____
Pick Up Truck _____
SUV _____
Sedan _____
Coupe _____
Other _____

How old is your vehicle?

Less than 3 years _____
3 to 6 years _____
7 to 10 years _____
Greater than 11 _____

The last time you had your oil changed, what type of oil change did you purchase

Conventional _____

Semi Synthetic _____

Full Synthetic _____

CONVENTIONAL OIL IS OFTEN REFERRED TO AS A BASIC OIL CHANGE AND DOES NOT CONTAIN ANY SYNTHETIC ELEMENTS

IF YOU WERE IN THE MARKET FOR A CONVENTIONAL OIL CHANGE, PLEASE ANSWER THE FOLLOWING QUESTIONS:

If the price of 5 quarts of oil and a filter was \$24.99 (please circle one)

Very Unlikely To Purchase	Unlikely to purchase	Neutral	Likely to purchase	Very Likely to Purchase
1	2	3	4	5

If the price of 5 quarts of oil and a filter was \$29.99 (please circle one)

Very Unlikely To Purchase	Unlikely to purchase	Neutral	Likely to purchase	Very Likely to Purchase
1	2	3	4	5

If the price of 5 quarts of oil and a filter was \$34.99 (please circle one)

Very Unlikely To Purchase	Unlikely to purchase	Neutral	Likely to purchase	Very Likely to Purchase
1	2	3	4	5

If the price of 5 quarts of oil and a filter was \$39.99 (please circle one)

Very Unlikely To Purchase	Unlikely to purchase	Neutral	Likely to purchase	Very Likely to Purchase
1	2	3	4	5

If prices were equal, which Oil brand would you choose?

Valvoline
Pennzoil

THANK YOU FOR YOUR TIME!