



Oil Changes

Volume 13 | Quarterly Survey
1,216 US Consumers Balanced To Census
Tickers Covered: VVV.

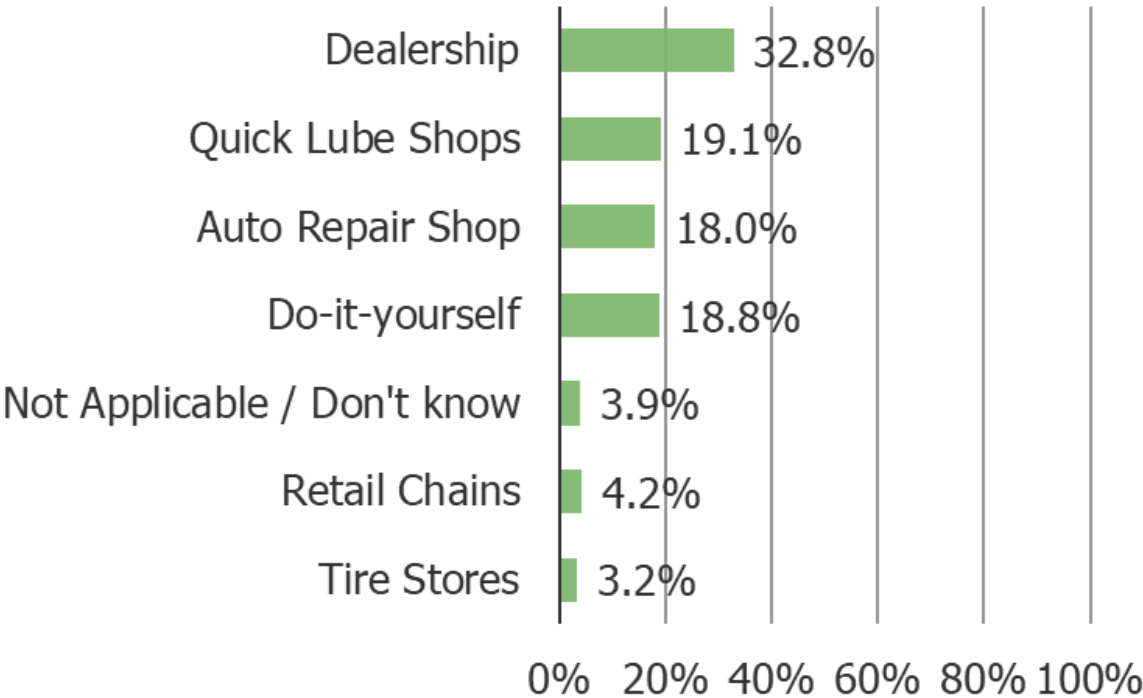
Key Takeaways:

- ❑ A plurality of respondents prefer to get their oil changes done at the dealership (32.8%). Quick Lube shops ranked second, at 19.1%.
- ❑ Higher income respondents prefer dealerships and auto repair shops. Lower income respondents prefer retail chains. Do it yourself and Quick Lube shops both over-index to lower income a bit.
- ❑ Top reasons for preferring Quick Lube shops include the convenience and supporting local / small business.
- ❑ Among those who prefer Quick Lube Shops, a plurality would choose Jiffy Lube (34.3%) followed by Valvoline (23.8%). There is a large gap between the top two choices and the third (Firestone, at 7.2%).
- ❑ Those who prefer Valvoline tend to be a bit younger, on average, and higher income compared to those who prefer Jiffy Lube.
- ❑ Respondents say they prefer Valvoline because of the location, how quick it is, because they like the brand, and because of the rewards.
- ❑ Respondents say they prefer Jiffy Lube because of the location and speed.

NEW QUESTIONS

HOW DO YOU TYPICALLY PREFER TO GET OIL CHANGES DONE IN YOUR CAR(S)?

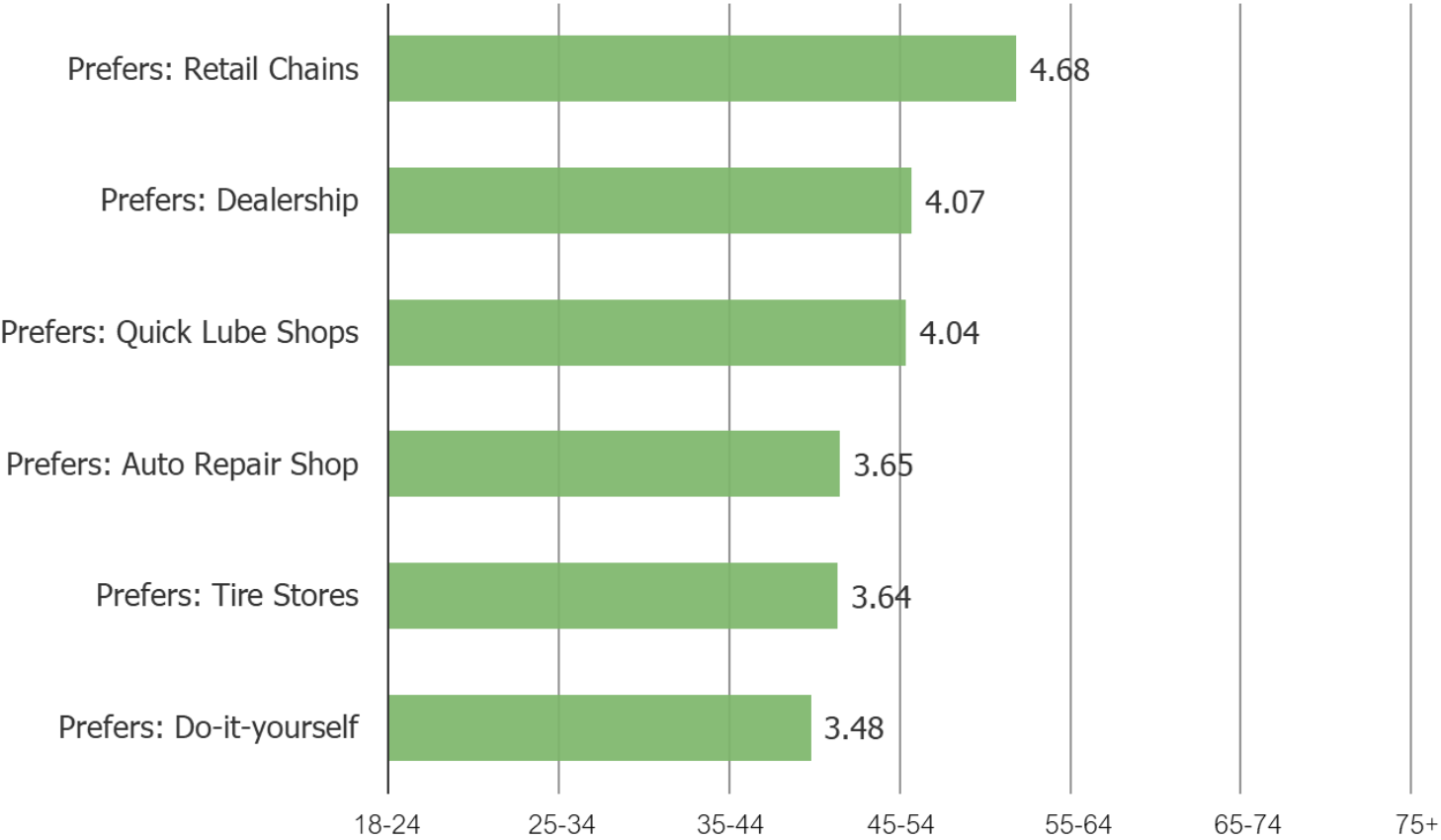
Posed to respondents own on a car, but not an EV (N = 950)



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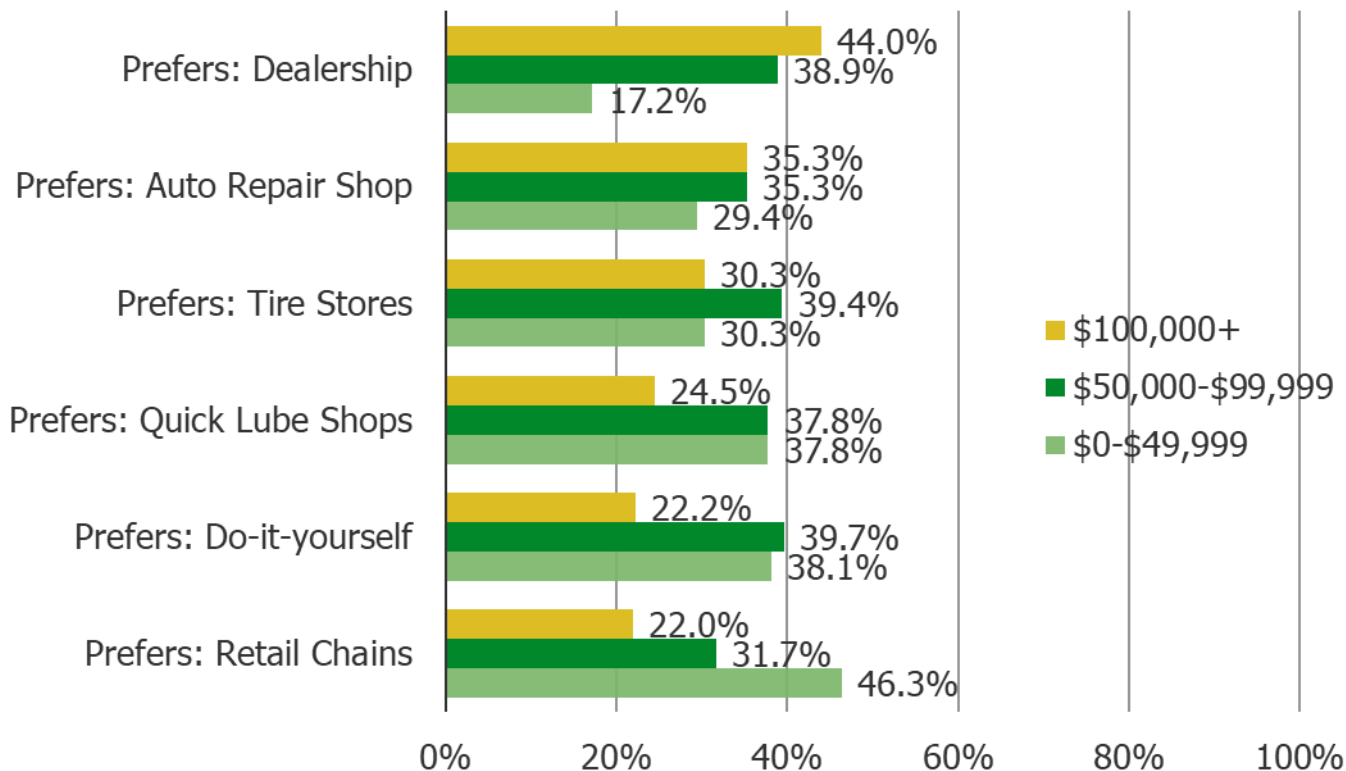
Average Age



HOW DO YOU TYPICALLY PREFER TO GET OIL CHANGES DONE IN YOUR CAR(S)?

Posed to respondents own on a car, but not an EV (N = 950)

Income Breakdowns



FILL-IN: REASONS RESPONDENTS PREFER EACH...

Posed to respondents own on a car, but not an EV (N = 950)

Prefers Dealership

- They have a rewards system so sometimes it's free.
- I trust them to give me good prices.
- Because they will do it right
- Trusted
- get the best service
- I trust them the most.
- Have good deals.
- They know vehicle vy well
- convenient
- I tend to have newer vehicles, and the oil changes would occur while the vehicle is still under warranty
- It ensures the warranty is valid on car. It also looks good when using as trade in later or selling the car.
- I have always got it dealer cause they know when something wrong
- I trust the dealership over the instant oil change shops.
- I feel like the dealership knows about the car more so they'll have everything the car needs
- We have a powertrain warranty at the dealership.

Prefers Auto Repair Shop

- Good local mechanic
- Used to do it myself using my brother's tools but he moved away and it's not economical to buy my own tools considering how frequently I would get a change
- I have my own mechanic
- Ease
- Dealerships usually charge you more for their services.
- convenient, not too much more money than doing it by yourself. that way you don't have to worry about disposing of the oil too

Prefers Quick Lube Shops

- Convenient
- support independent small business in our county
- I support local businesses, and this is an easy way.
- The local Quick Lube shop in my area that I trust.
- Less time consuming, quick and easy
- JIFFY LUBE QUICK & GREAT PRICE
- Convenient

FILL-IN: REASONS RESPONDENTS PREFER EACH...

Posed to respondents own on a car, but not an EV (N = 950)

Do-It-Yourself

- I know it's done right and cheaper.
- People always mess up my cars
- I know it is done right.
- I can't afford to have someone else do it.
- spouse does it for us
- Makes me feel self sufficient
- cheaper & I trust I can do the job
- One of the few things I can do now. I enjoy learning about my devices, etc
- After two really bad experiences with a quick lube shop and an auto repair shop, I don't trust anyone to do my oil changes other than my husband and/or my son.
- It is cheaper
- Rely on a close friend who owns a shop.

Prefers Retail Chains

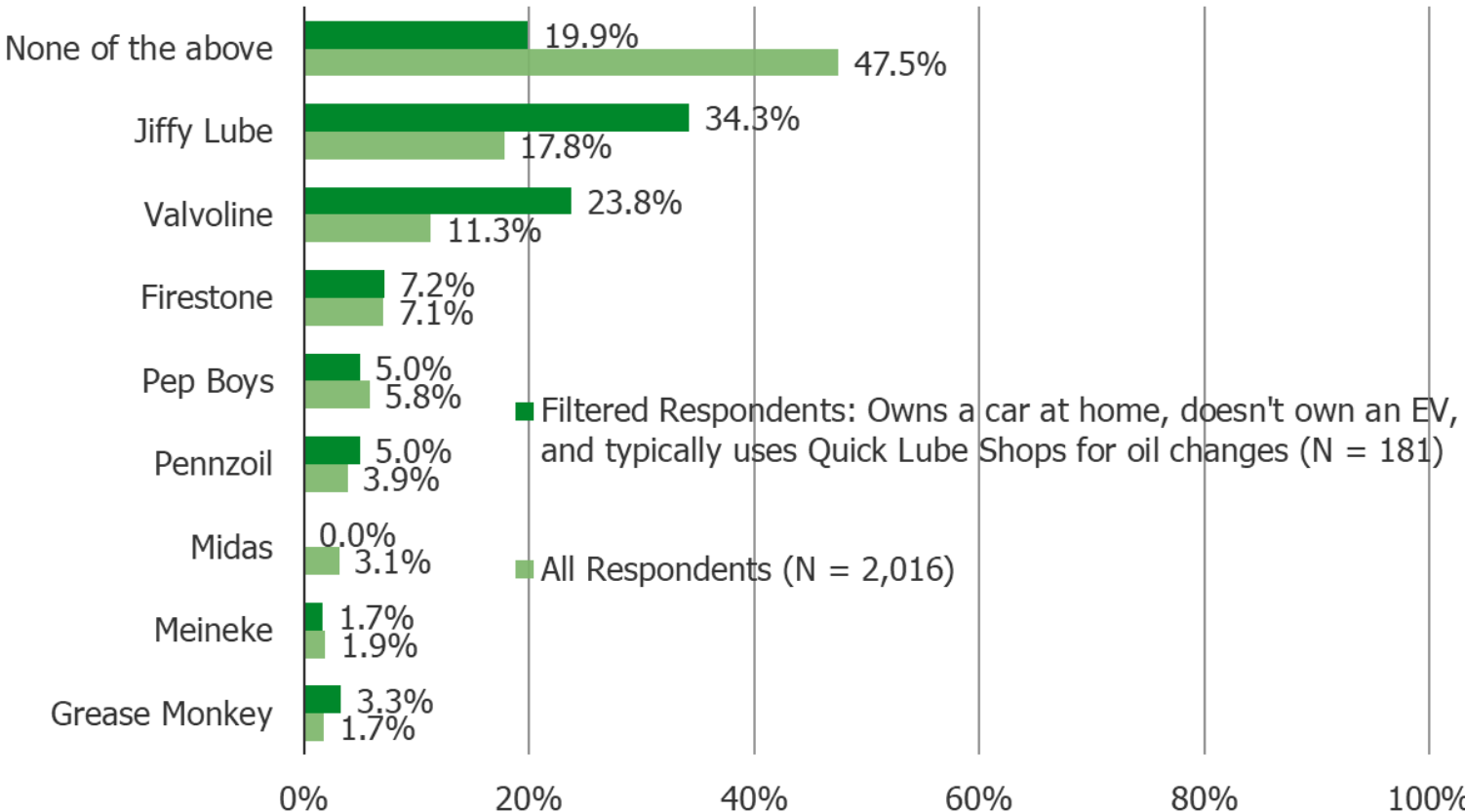
- Other engine fluids can be topped off along with the oil change
- i go with the best price and hope for good service
- convience

Prefers Tire Shops

- they do a good job.
- itis 2 minutes from my house, closest option

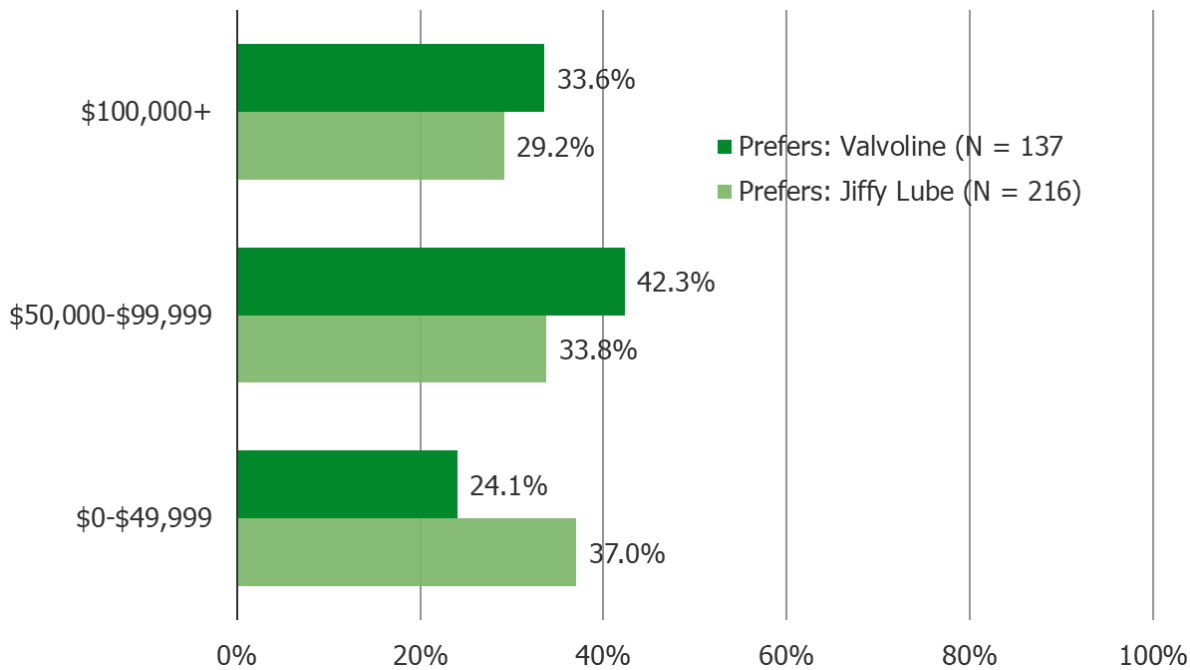
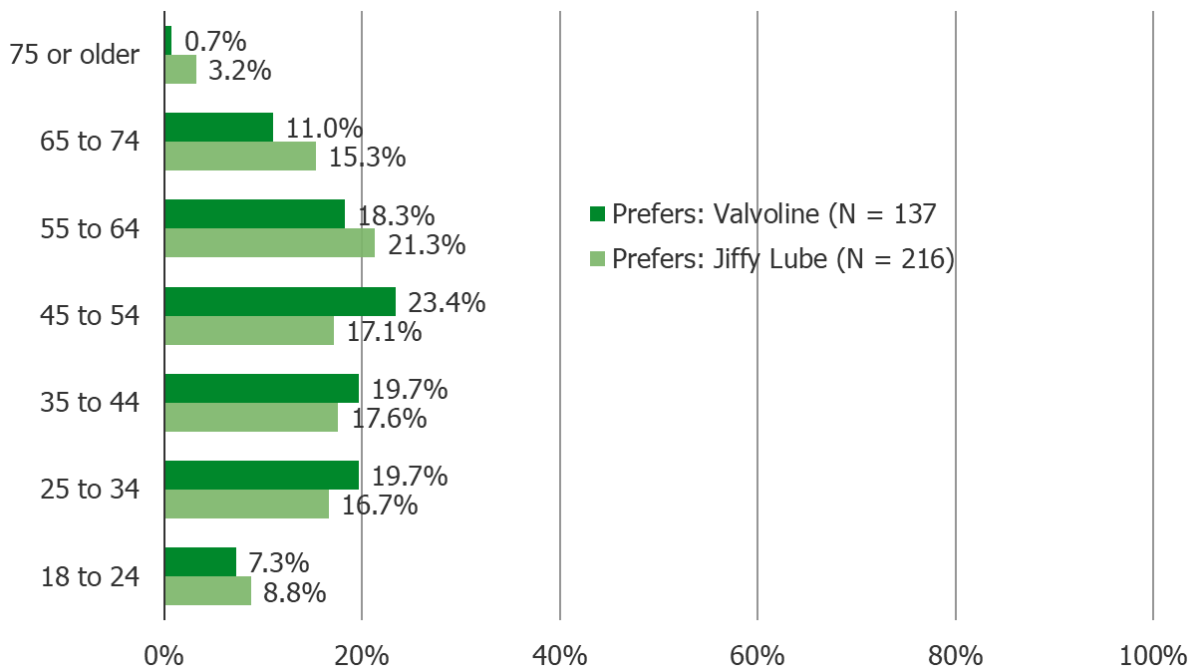
HOW DO YOU TYPICALLY PREFER TO GET OIL CHANGES DONE IN YOUR CAR(S)?

Posed to all respondents, cross-tabbed below....



DEMOS OF THOSE WHO PREFER VALVOLINE AND JIFFY LUBE AMONG QUICK LUBE OPTIONS...

Posed to all respondents, cross-tabbed below....



FILL-IN: REASONS RESPONDENTS PREFER EACH...**Prefers Valvoline**

- Rewards
- Closest to me
- In my town
- They are quick, affordable and professional.
- Closest to my house
- past use
- I like the valvoline brand
- friend's recommendation

Prefers Jiffy Lube

- convenient location to my house
- it's well known and trusted
- Quick
- 5 minutes
- Past experienced has been good
- Location

Prefers Other Quick Lube Companies Listed (Other than Valvoline or Jiffy Lube)

- I like the people who work there
- Convenience
- That's just where we go and they are good
- They are fast and always have same day appointments
- Because they have great deals
- My husband's decision
- Because it is what my partner prefers
- They haven't let me down from my previous visits
- They have always done quality work
- My husband has huge trucks for his vending business and those and our private vehicles were taken care of at firestone