

# CAR WASH PRODUCTS

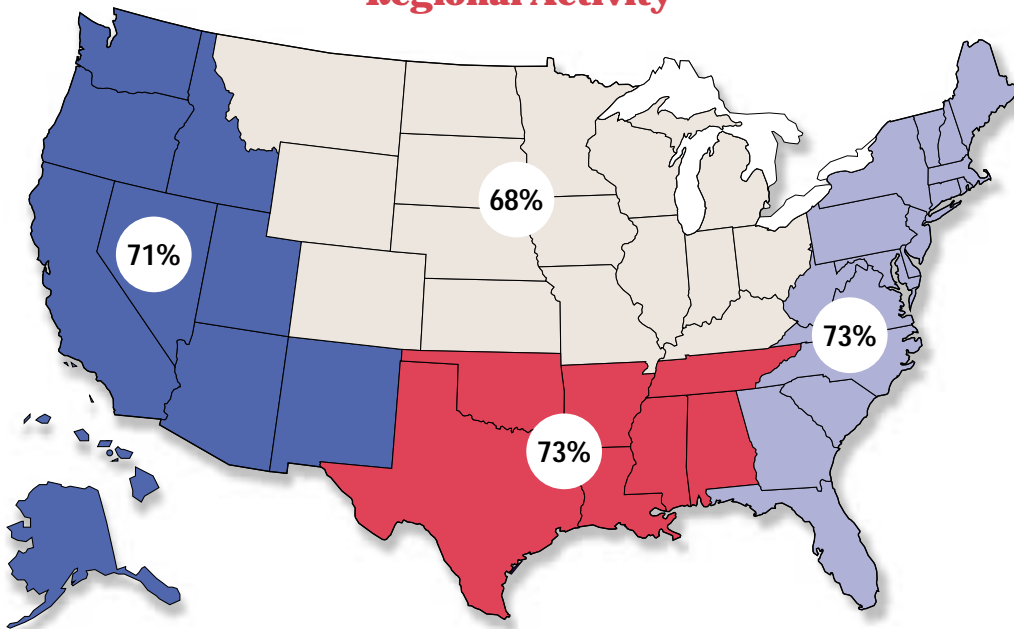
**A**pppearance continues to be of utmost importance to the DIYers we polled. Your customers need to be sure they are using products that are safe for their vehicles. Line your shelves with clear-coat safe formulas and don't forget to make the job look fun with buckets, sponges and chamois cloths nearby. To get some fresh ideas, visit local mass merchandisers. ■

## What type of vehicle does this DIYer drive most often?

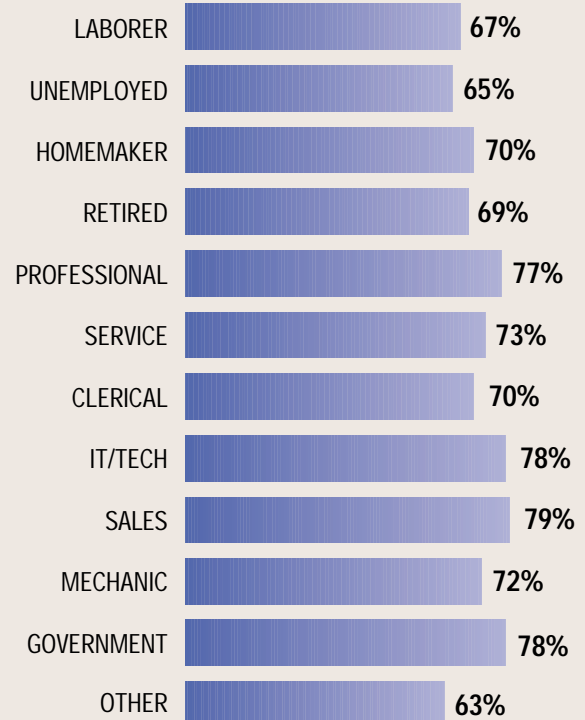
- |                 |                   |
|-----------------|-------------------|
| 1 FORD F150     | 6 FORD RANGER     |
| 2 FORD EXPLORER | 7 CHEVY SILVERADO |
| 3 FORD TAURUS   | 8 HONDA ACCORD    |
| 4 DODGE RAM     | 9 CHEVY CAVALIER  |
| 5 CHEVY S-10    | 10 DODGE CARAVAN  |

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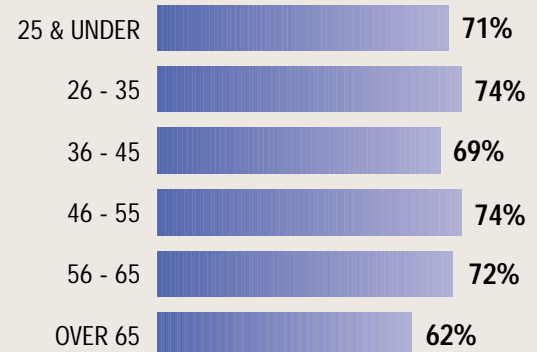
## Regional Activity



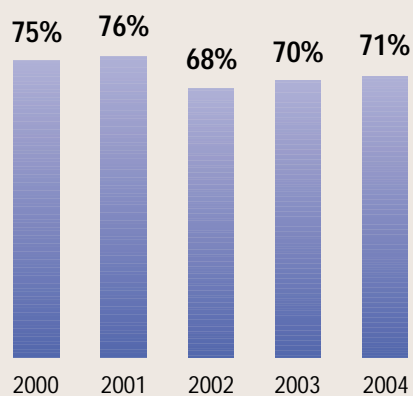
## Occupation



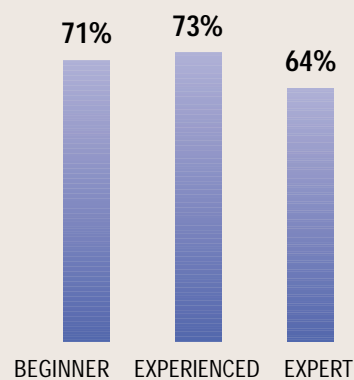
## Age



## DIY Participation

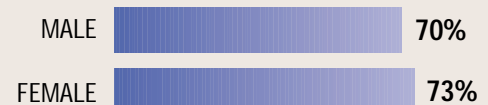


## Experience



Participation is fairly even among the different regions, though we are surprised that the number on the West Coast hasn't increased due to the virtually year-round nice weather.

## Gender



Percentage of respondents participating in this category in the last 12 months

This is a steady category that hasn't experienced many changes in the past few years — though it is slowly edging upward. Women are still slightly ahead of men in this category, but the 25 & Under age range dipped from last year.

NOTE: For further explanation of tabulation process, turn to page 24.