



# Paint tracking – Wave 1 (Jan)

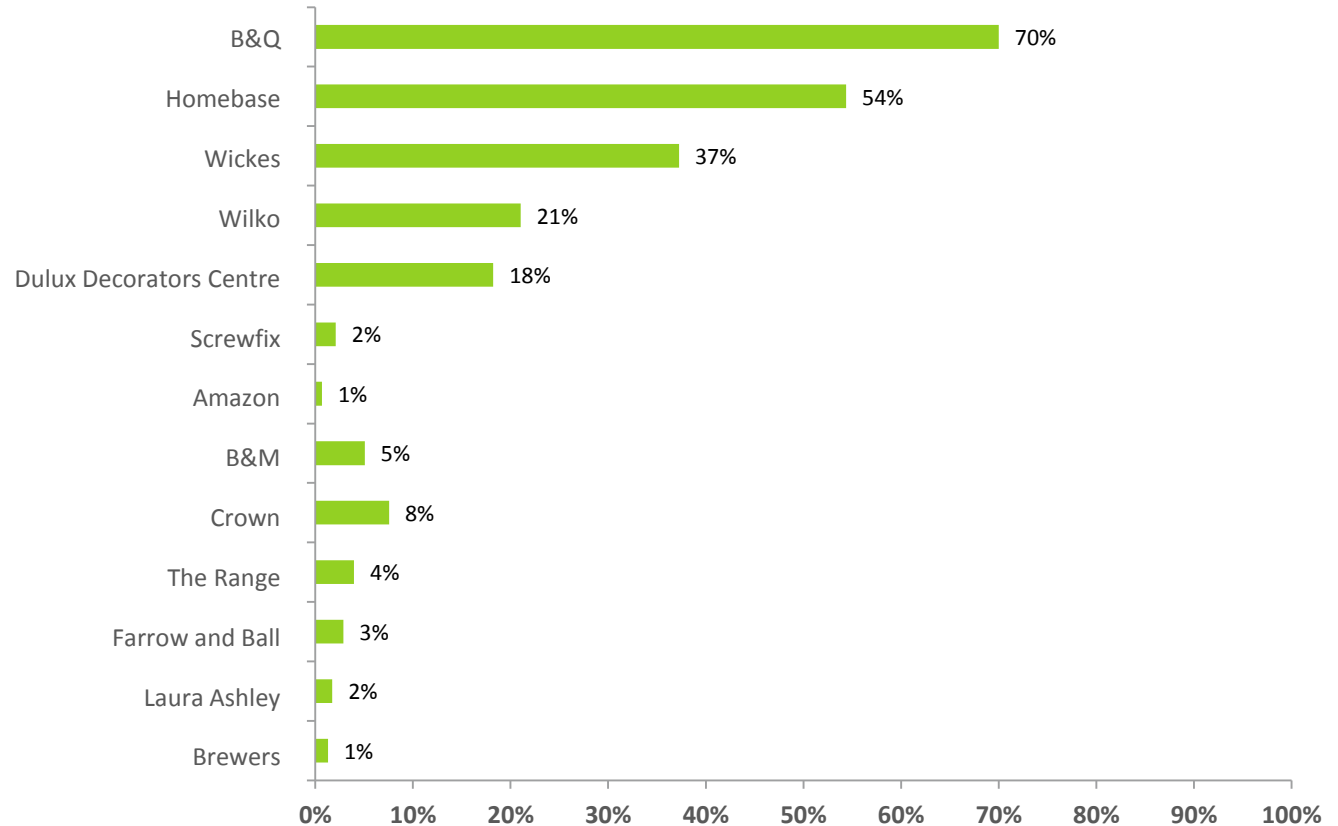
Conducted by YouGov on behalf of B&Q

Fieldwork Dates: 9th - 12th January 2017



# Paint tracking– Wave 1 (Jan)

*WBP\_Q1\_coded. For the following questions, by 'paint', please consider both interior paint (i.e. used inside your home for walls, doors, ceilings etc.) and exterior paint (i.e. used outside your home for outer walls, fences, sheds etc.). What retailers, if any, can you think of that sell paint for decorating your home?*

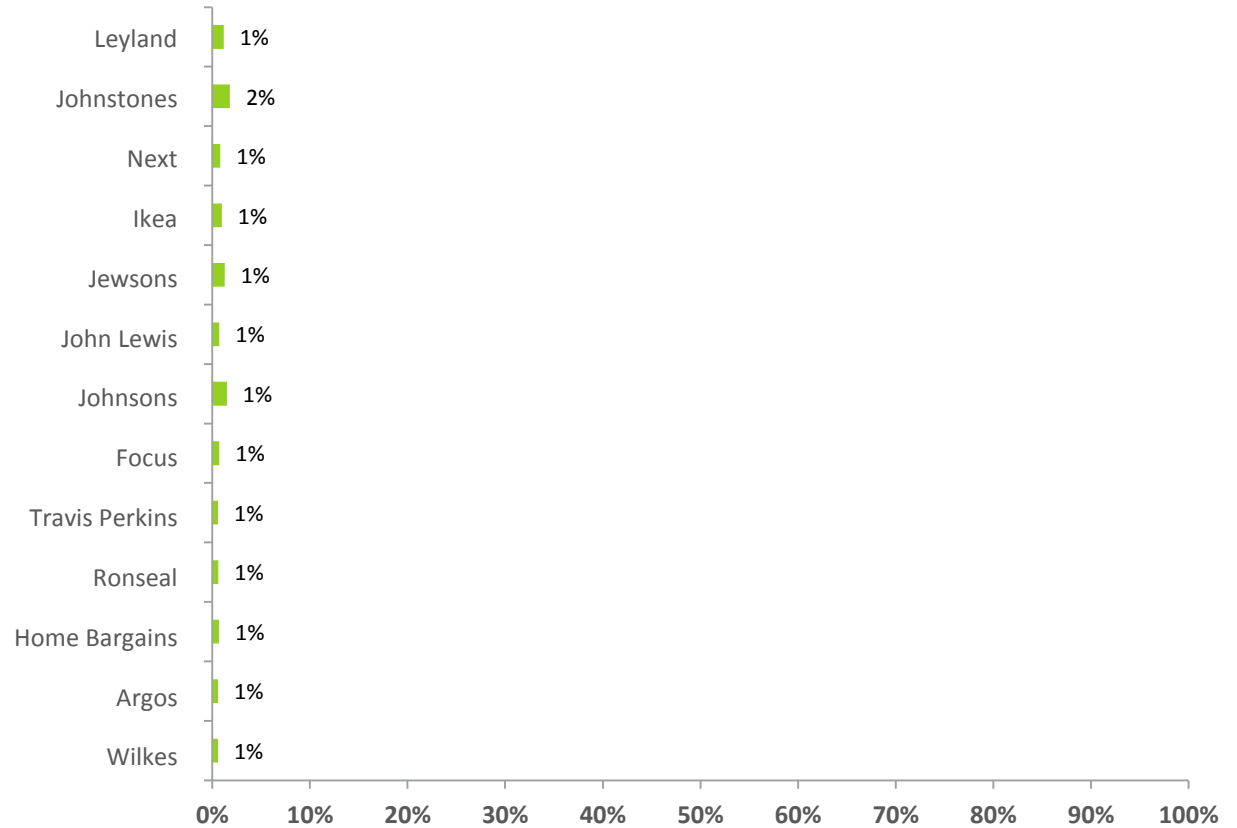


Unweighted base: All GB adults online (6560)



# Paint tracking– Wave 1 (Jan)

WBP\_Q1\_\_coded\_rc. What retailers, if any, can you think of that sell paint for decorating your home? (continued 2)

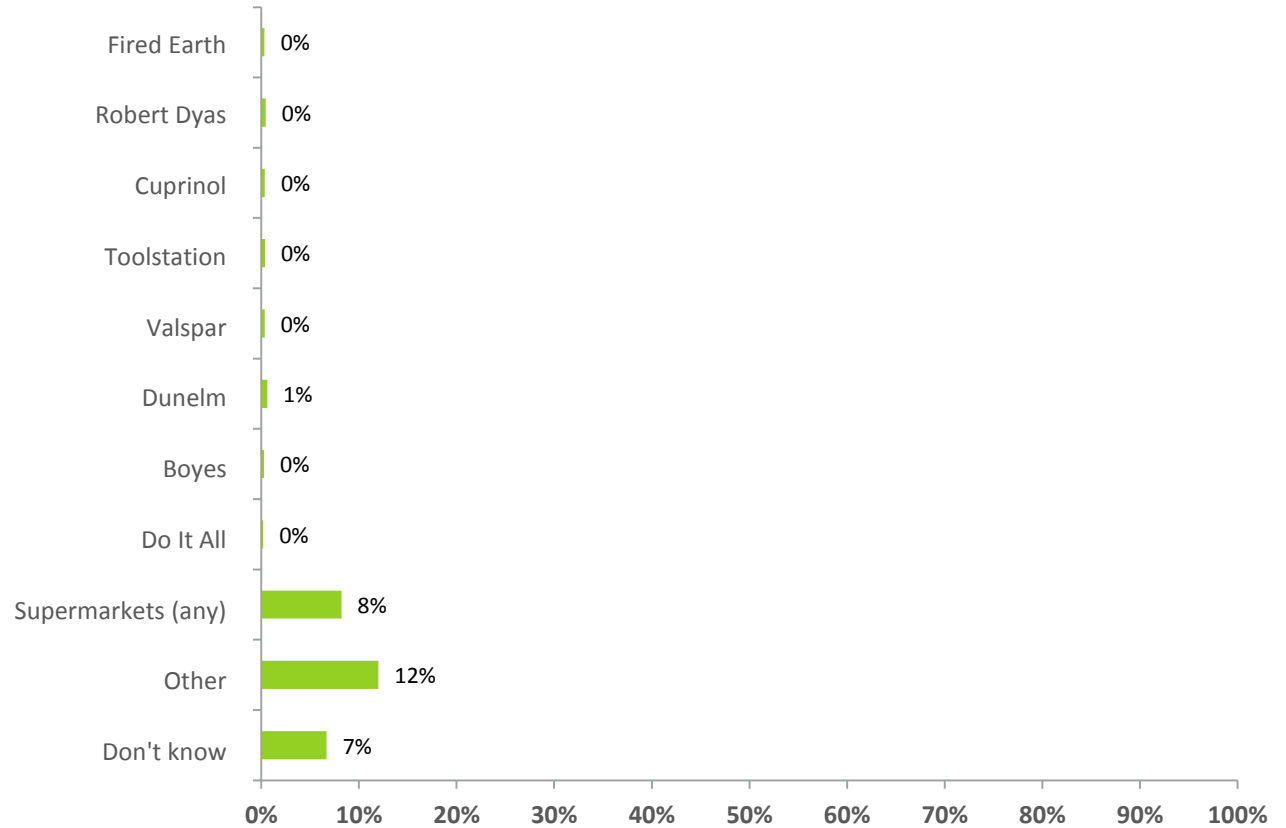


Unweighted base: All GB adults online (6560)



# Paint tracking– Wave 1 (Jan)

WBP\_Q1\_\_coded\_rc. What retailers, if any, can you think of that sell paint for decorating your home? (continued 3)

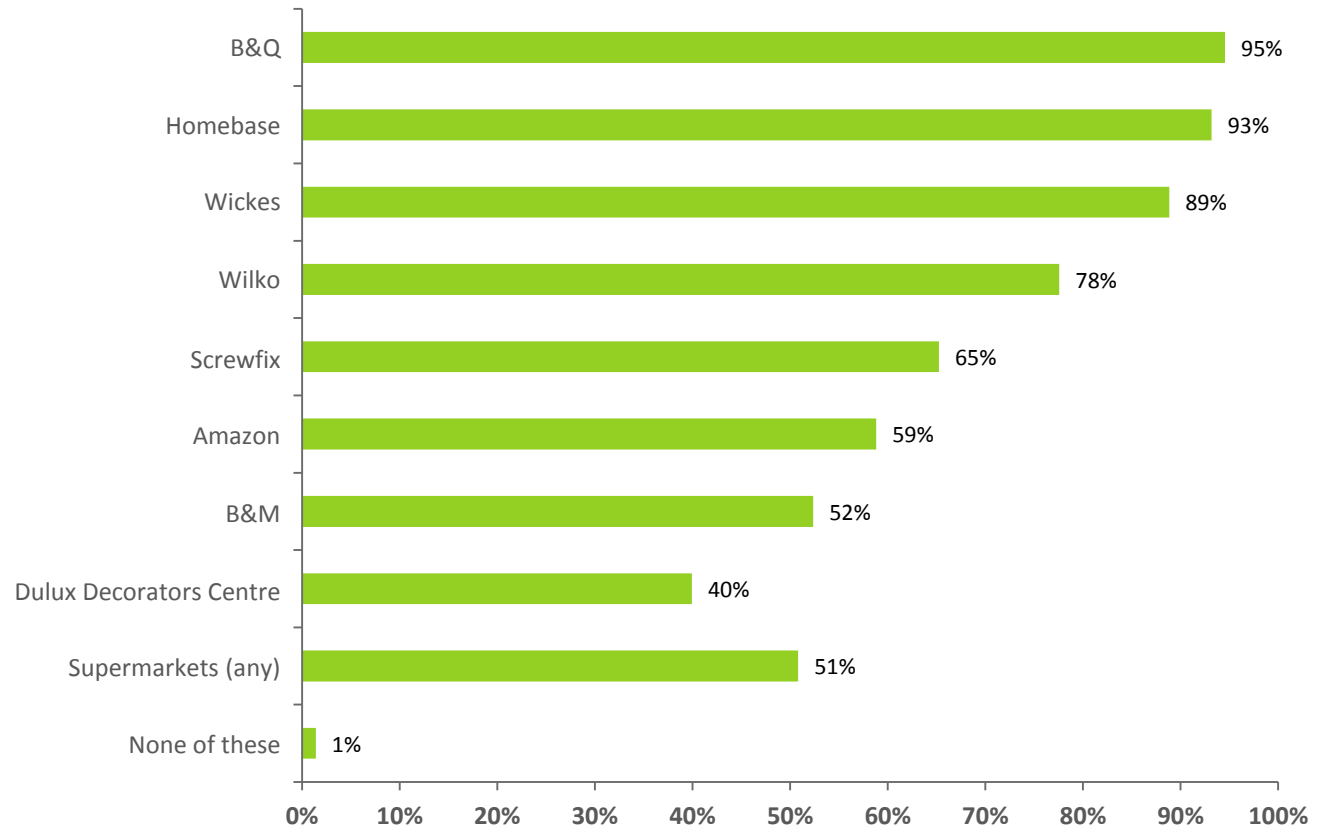


Unweighted base: All GB adults online (6560)



# Paint tracking – Wave 1 (Jan)

*WBP\_Q2. Before taking this survey, which, if any, of the following retailers that sell interior and/ or exterior paint for decorating your home had you heard of? (Please select all that apply, including any answers that you may have given in the previous question)*

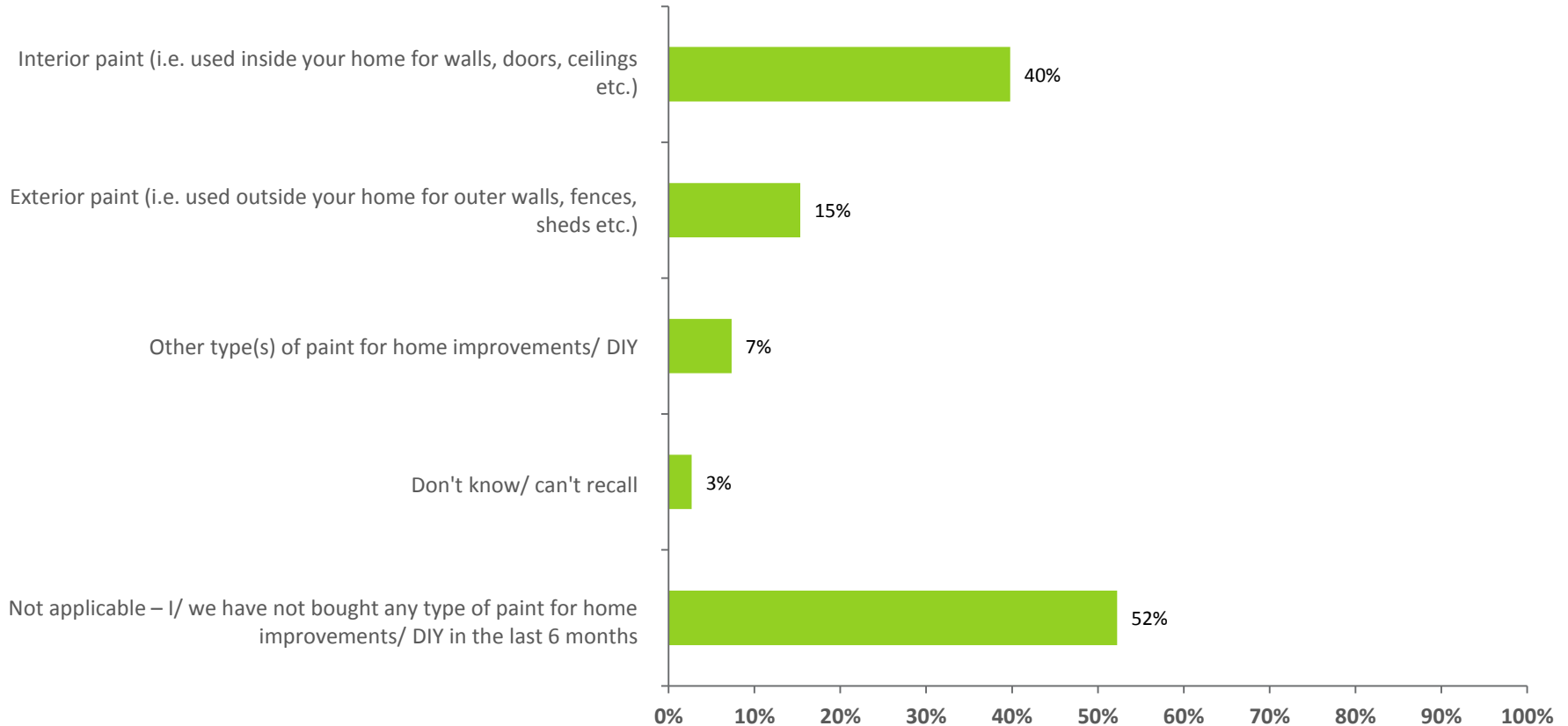


Unweighted base: All GB adults online (6560)



# Paint tracking – Wave 1 (Jan)

*WBP\_Q3. Which, if any, of the following types of paint have you/ your household bought for home improvements/ DIY in the last 6 months (i.e. since the start of July 2016)? (Please select all that apply)*

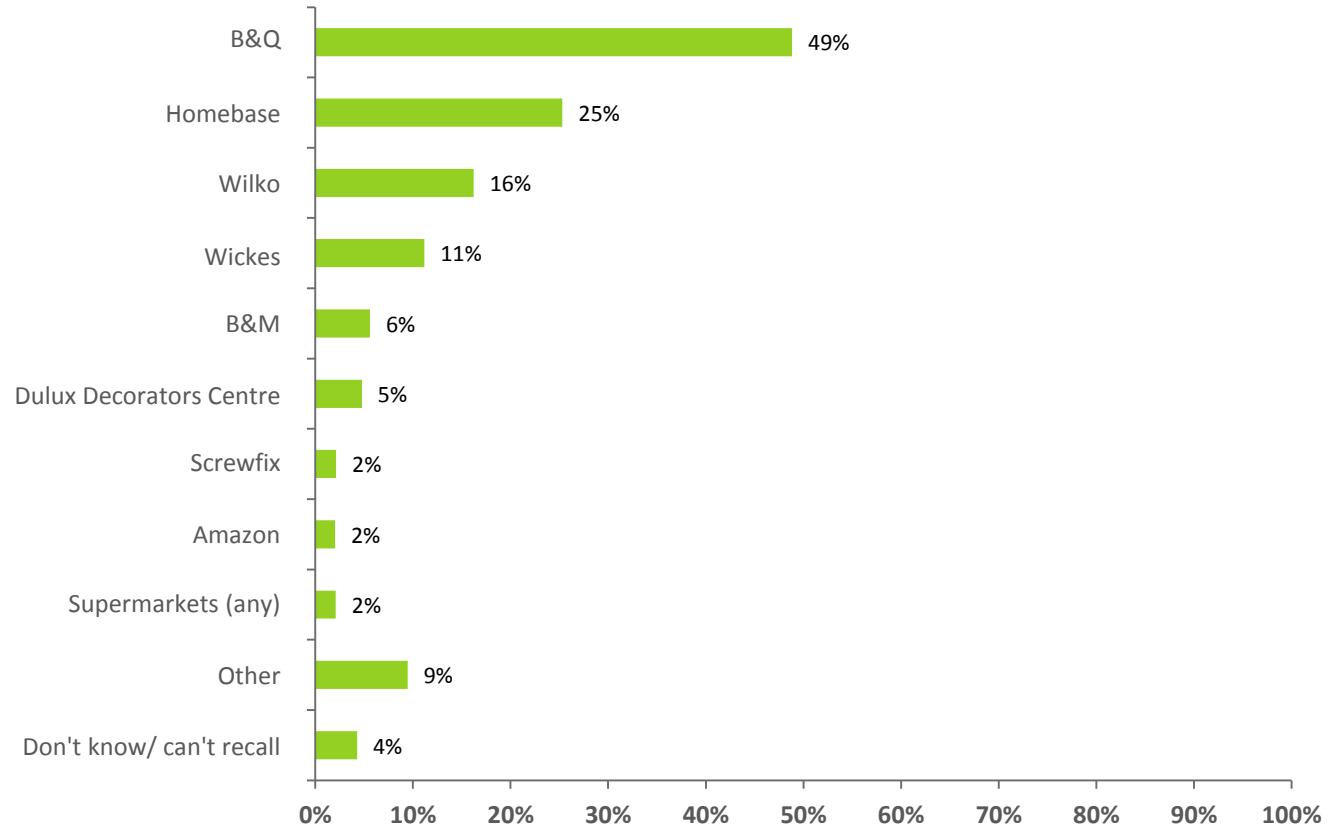


Unweighted base: All GB adults (6560)



# Paint tracking – Wave 1 (Jan)

*WBP\_Q4. Thinking about the interior paint you/ your household bought for home improvements/ DIY in the last 6 months... Which retailer(s) did you buy your interior paint from? (Please select all that apply. If any of your answers don't appear in the list, please type them in the "Other" box)*

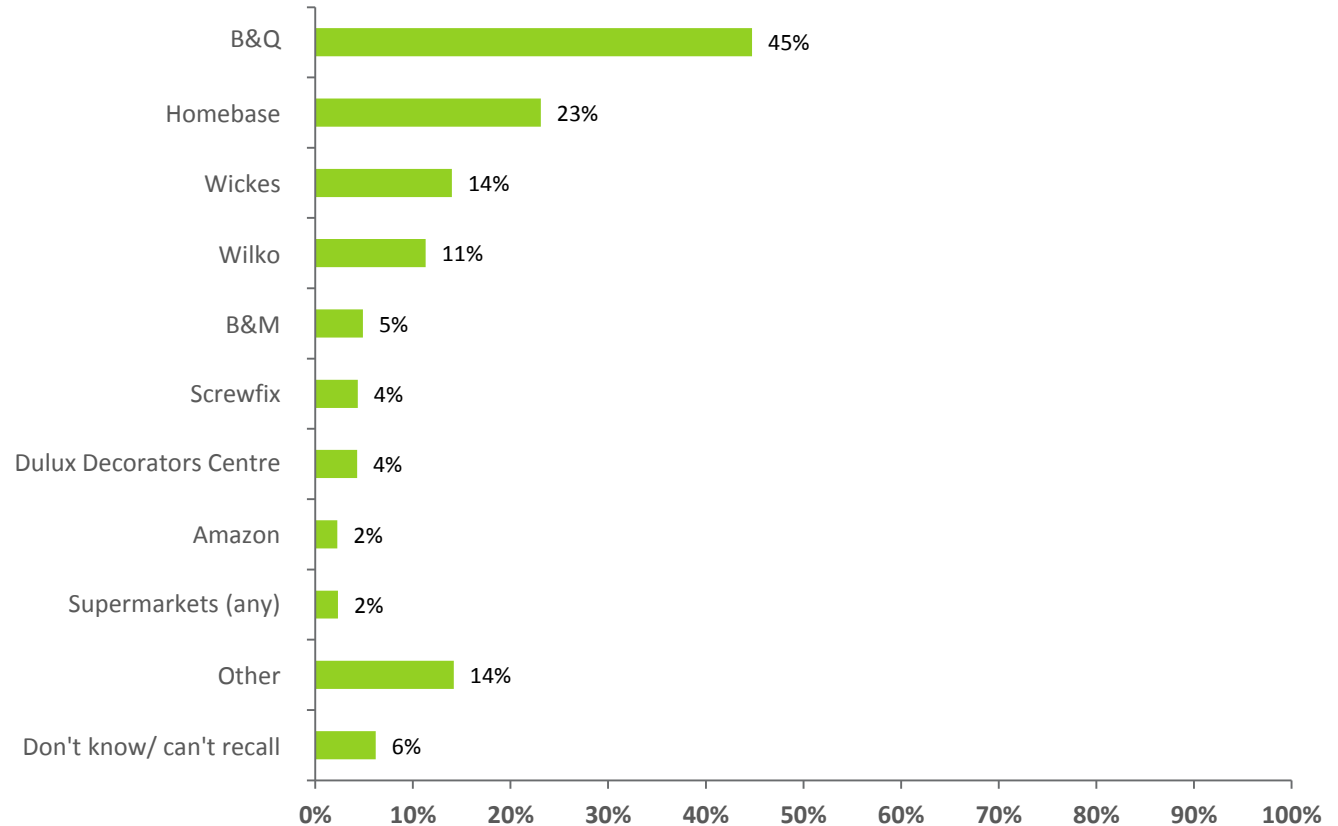


Unweighted base: All GB adults online who bought interior paint in L6M (2489)



# Paint tracking – Wave 1 (Jan)

*WBP\_Q5. Thinking about the exterior paint you/ your household bought for home improvements/ DIY in the last 6 months... Which retailer(s) did you buy your exterior paint from? (Please select all that apply. If any of your answers don't appear in the list, please type them in the "Other" box)*



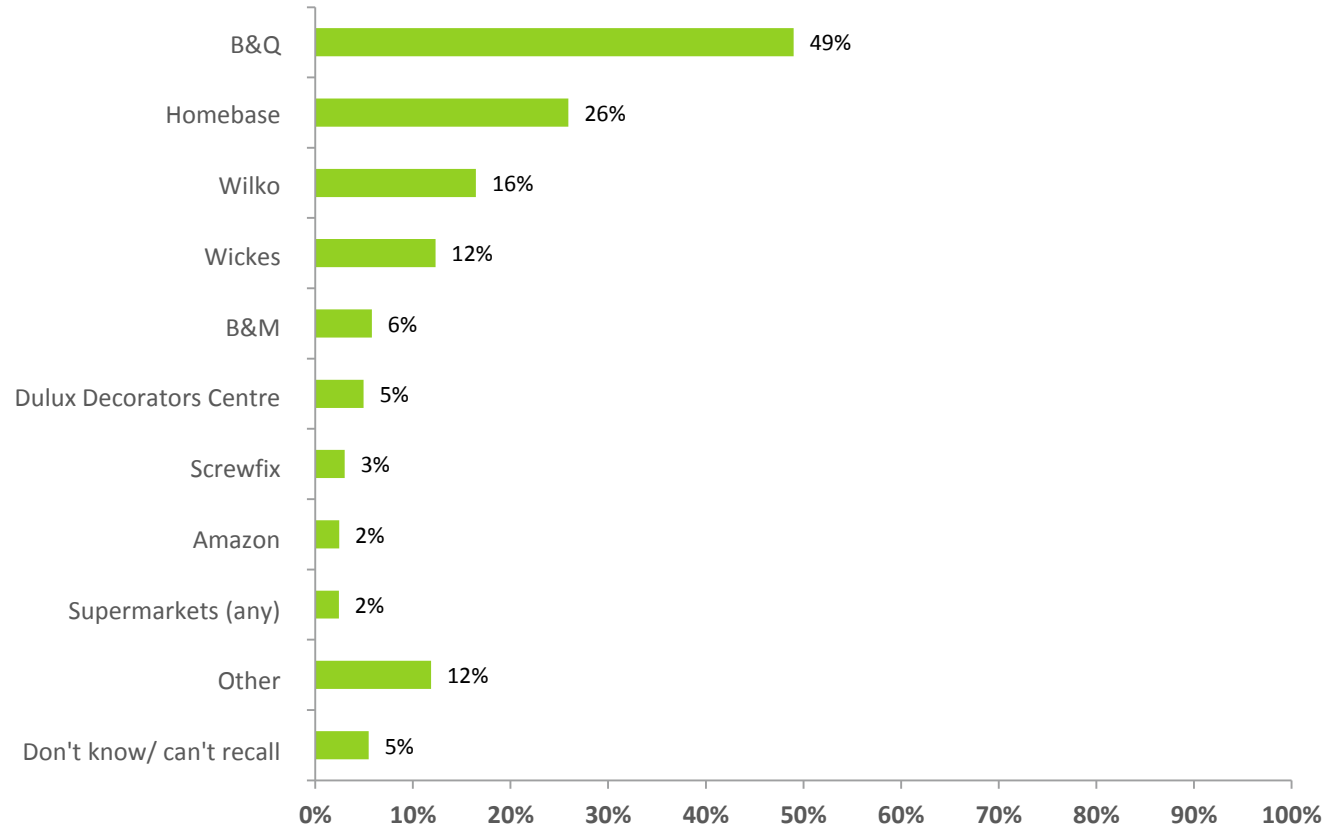
Unweighted base: All GB adults online who bought exterior paint in L6M (960)





# Paint tracking

WBP\_Q6. WBP\_Q6. Which retailer(s) did you buy your interior or exterior paint from? (Please select all that apply)



Unweighted base: All GB adults online who bought interior or exterior paint in L6M (2739)



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