

National Car Wash Association: Motivational Research

Objective Determine how frequent car-washers justify the expense

Data Source Intercept interviews at car washes

Question *“How do you justify the price?”*

ThoughtSCAN[®]

VERBATIMS

ThoughtScan Frequency

feel

122

good

89

better

256

ThoughtTalk

*“I actually **feel better** when my car has been washed.”*

*“I feel **good** when my car is clean.”*

*“Call me crazy, but the car drives **better** when it’s clean.”*

Results

The National Car Wash association issued press releases nationally. The story was picked up by hundreds of publications including the Wall Street Journal and Forbes magazine.

www.wallacewashburn.com