

SPOTLIGHT | The Cycle of the Customer Experience

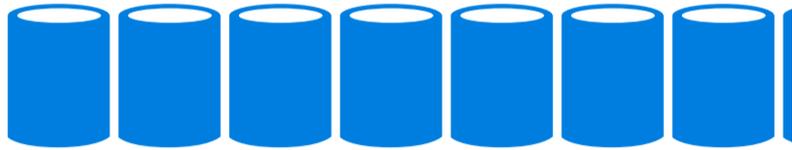
Based on findings from the J.D. Power and Associates 2012 Interior Paint Satisfaction StudySM

J.D. Power asked interior paint purchasers how their past experience with a paint brand affected their shopping process and purchase experience as well as the role of their current experience in terms of driving loyalty to the brand for the next painting project.



Shopping Experience

Relied on past experience when shopping for paint



71%

Reported that their past experience was the most influential source of consideration while shopping

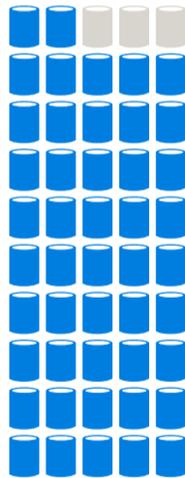


56%

Brand Loyalty

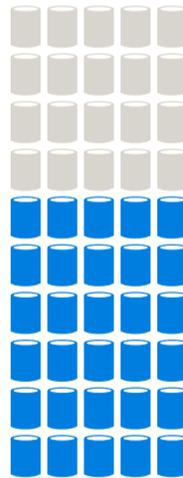
47%

Chose the paint brand based on their past experience with the brand



30%

Credited their past experience with the brand as being the main reason for selecting the brand again



Brand Satisfaction

Percent definitely will purchase paint brand again

"Among the Best" brands

45%

"About Average" brands

36%

"The Rest" brands

27%

Source: J.D. Power and Associates 2012 Interior Paint Satisfaction StudySM

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