

Unbranded vs Branded Gasoline: **An Indicator of Consumer Preferences**

About the data

National charts

Northeast charts

Southeast charts

Southwest charts

Midwest charts

Great Lakes charts

Western charts

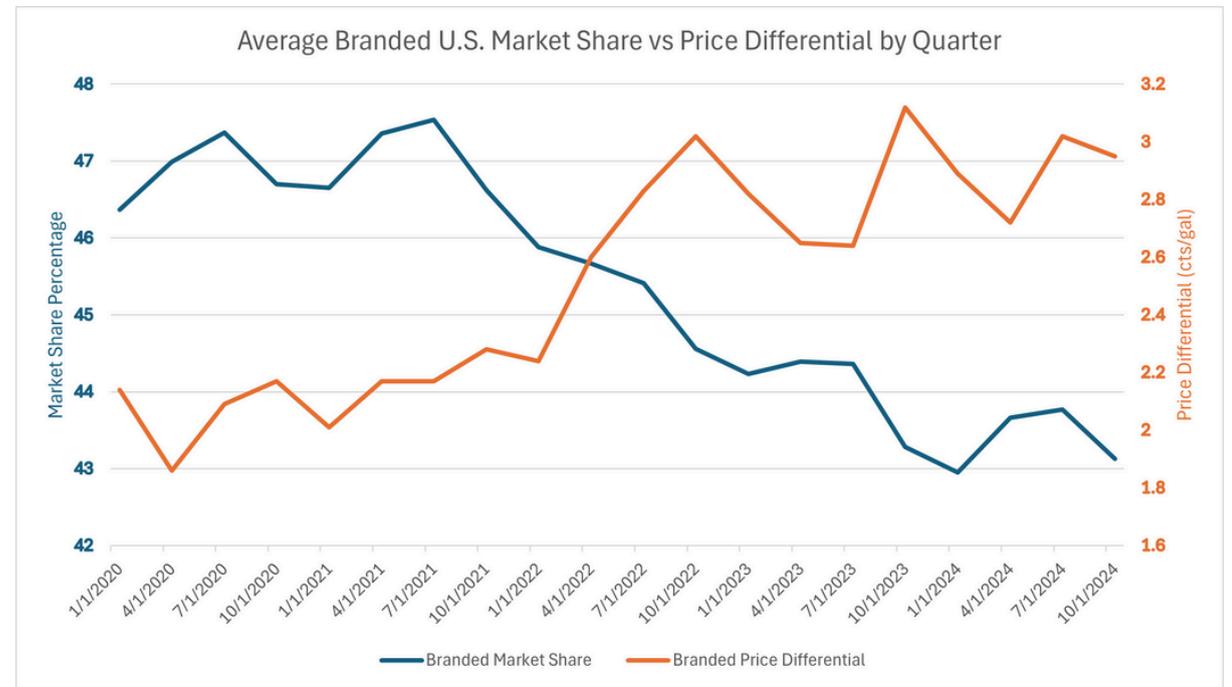
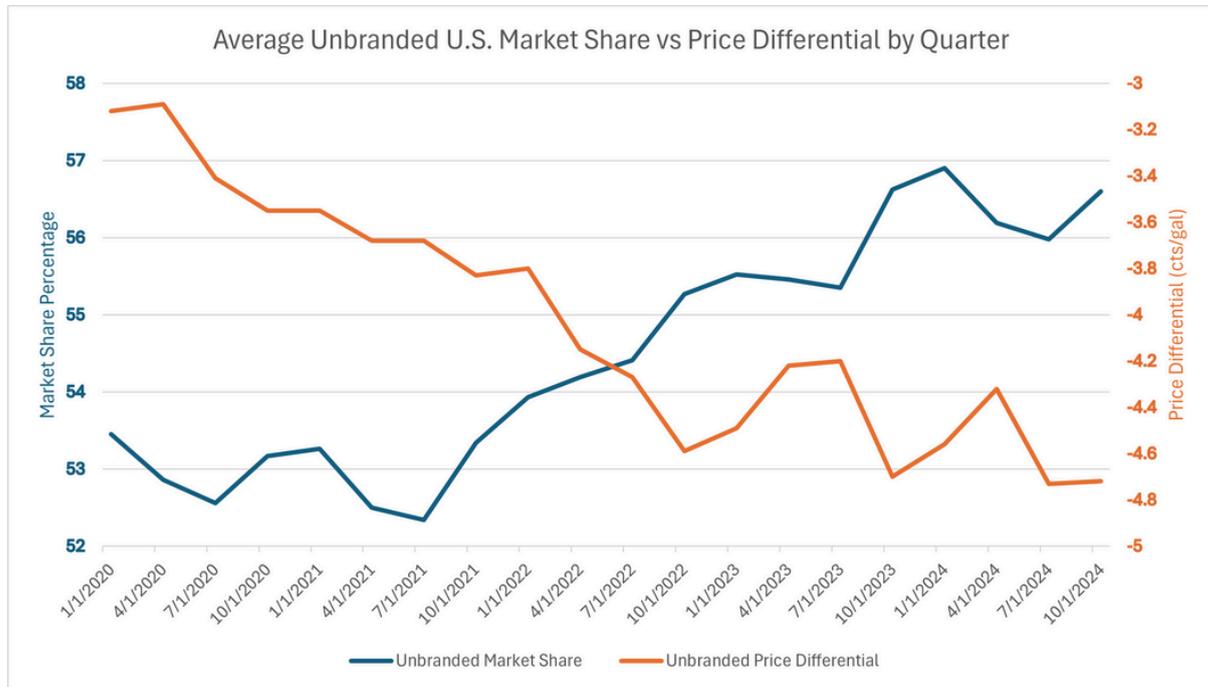
About the data

The following visuals were derived from data collected through OPIS' MarketSharePro. Data is segmented into seven regions: the entire U.S., Northeast, Southeast, Southwest, Midwest, Great Lakes, and West. Each datapoint consists of an average of a quarter's worth of data. January 2020 market share percentage, for example, indicates the average market share for the 2020 months of January, February, and March.

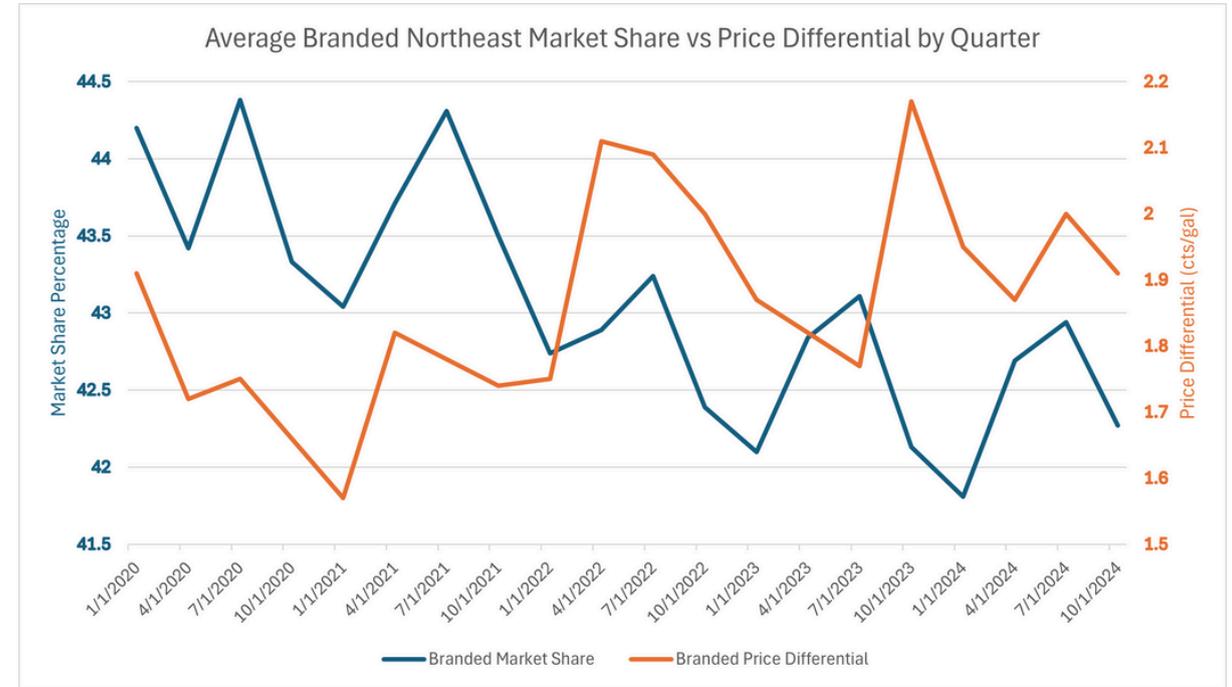
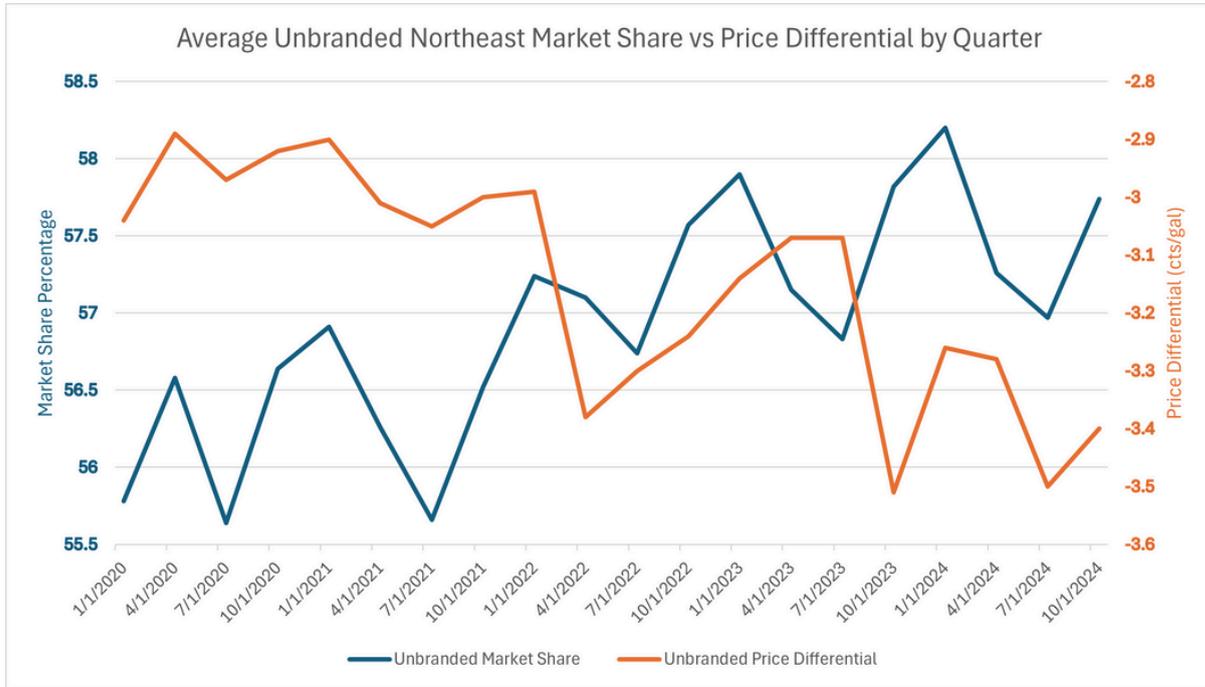
Market Share Percentage is the number of visits that occurred on branded or unbranded gasoline sites compared to total visits within the region.

Price Differential is how a branded or unbranded site's gasoline price compares to the average price of competitors, measured in cents per gallon. Price Differential is first calculated at the ZIP code level to account for localized market conditions. ZIP codes are then rolled up to the region.

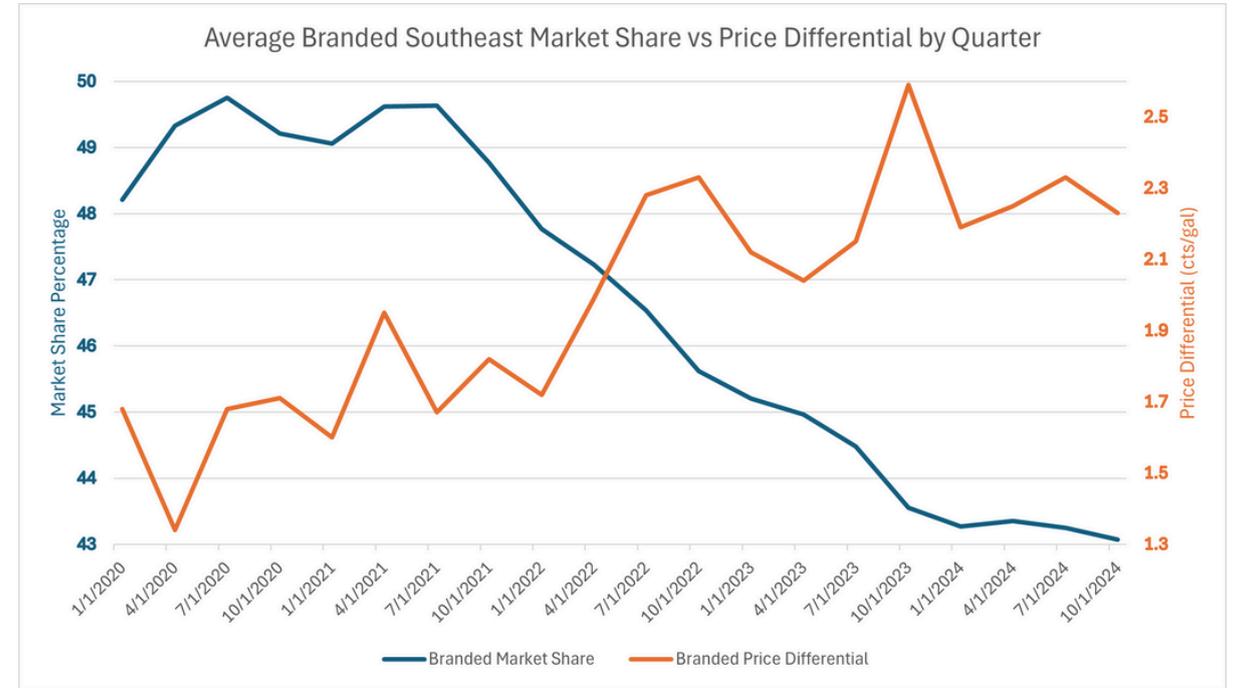
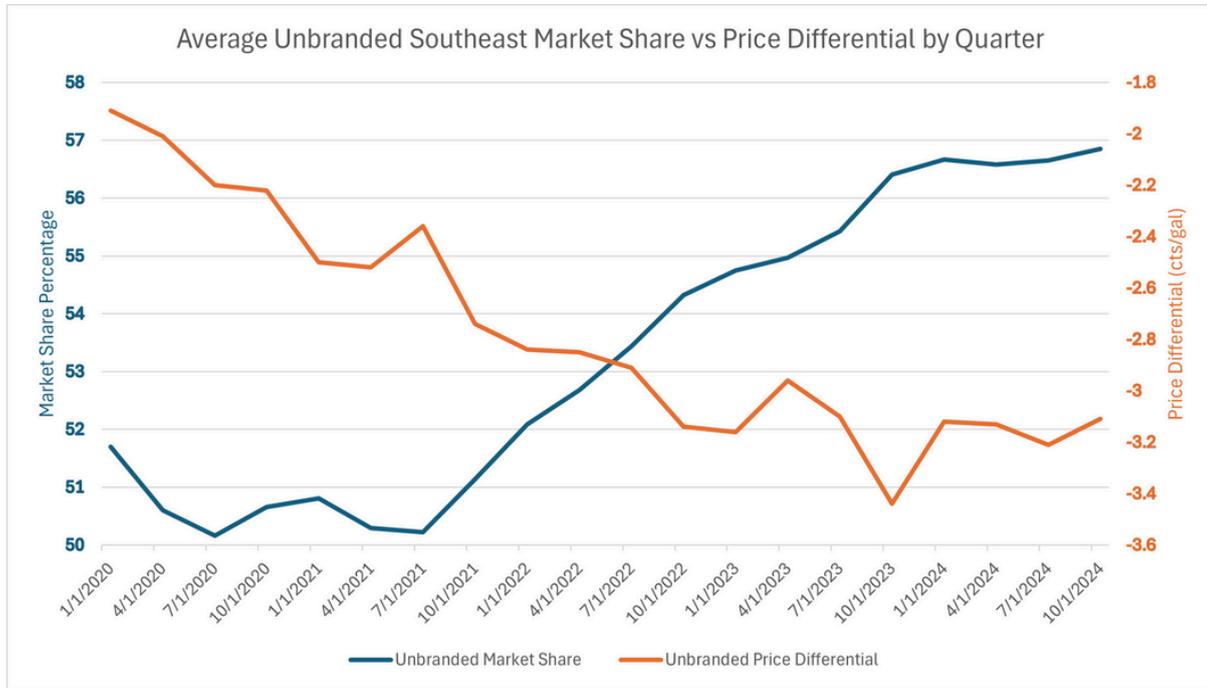
If you have any questions about the following data or wish to learn more about OPIS products, please contact our Business Development Team at retailbd@opisnet.com.



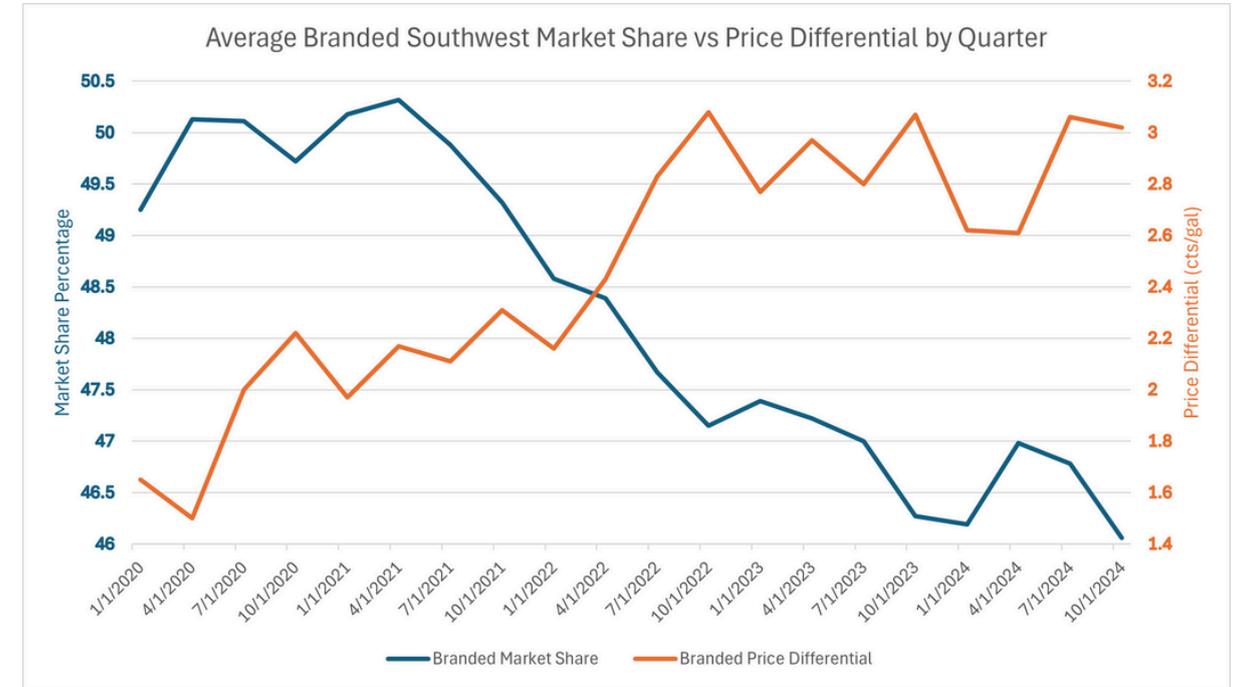
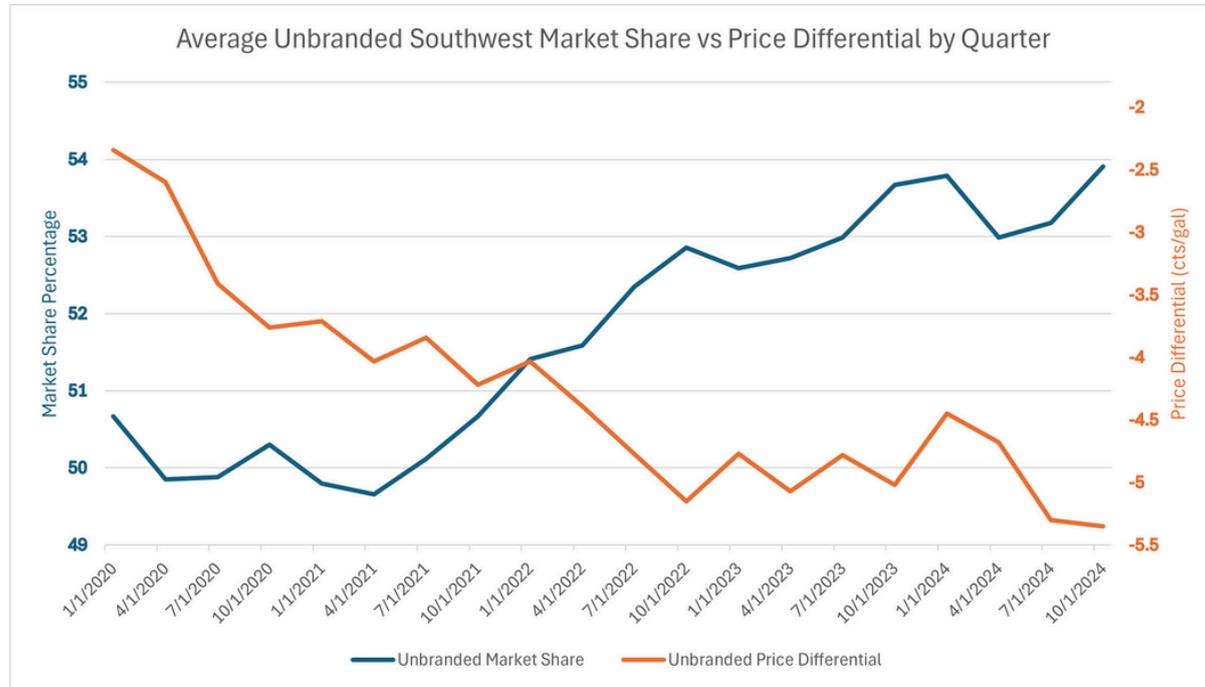
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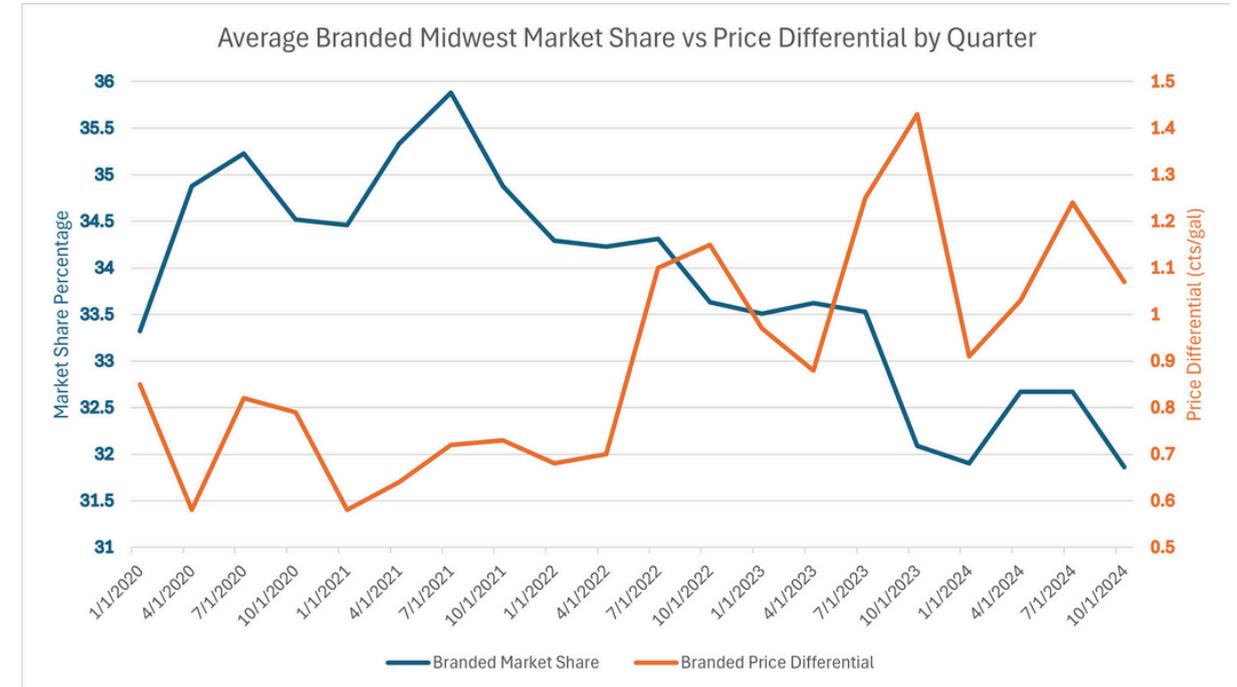
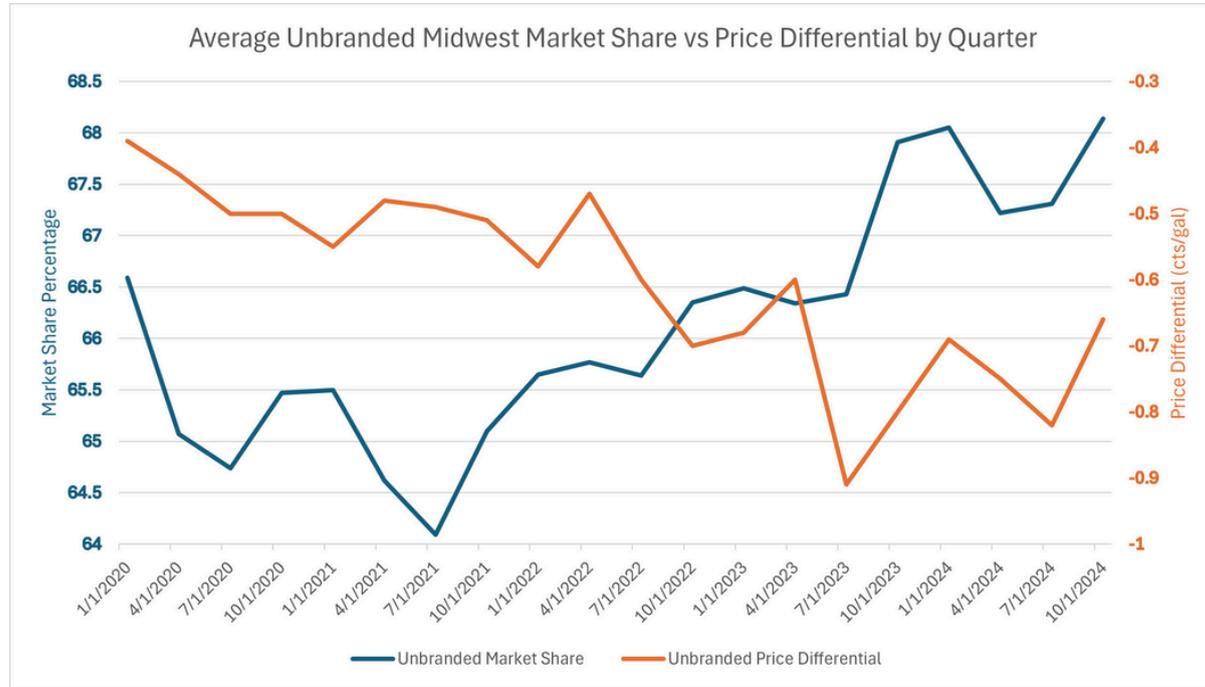
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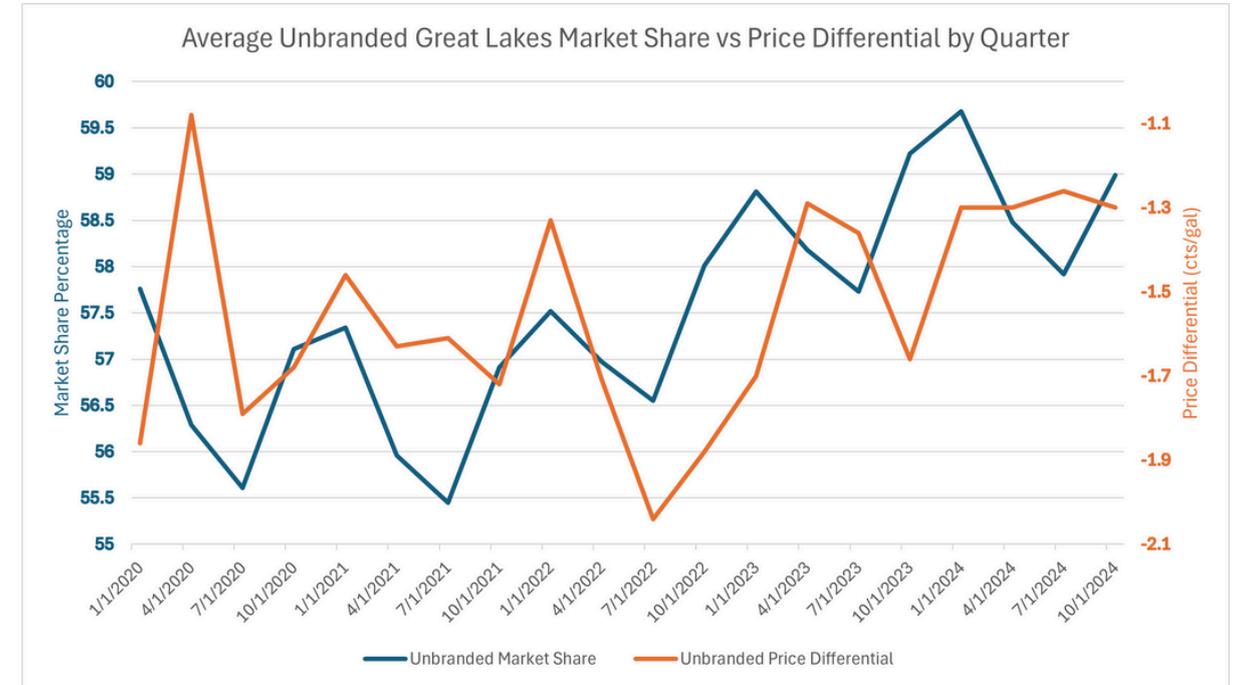
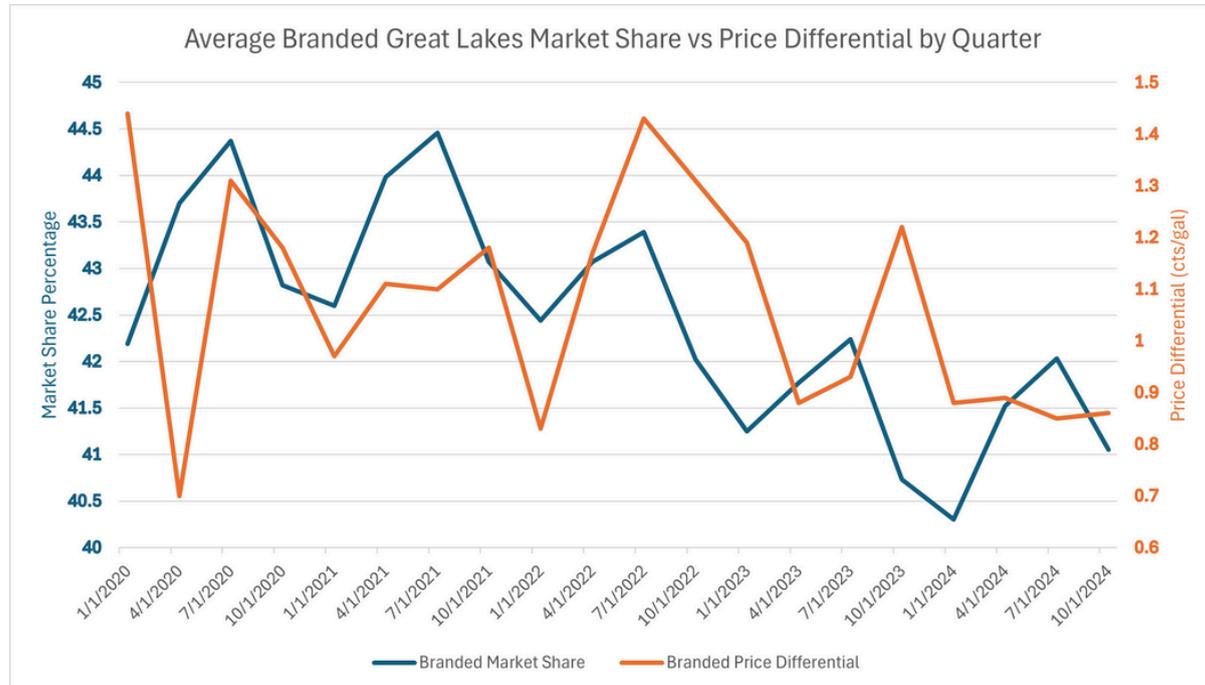
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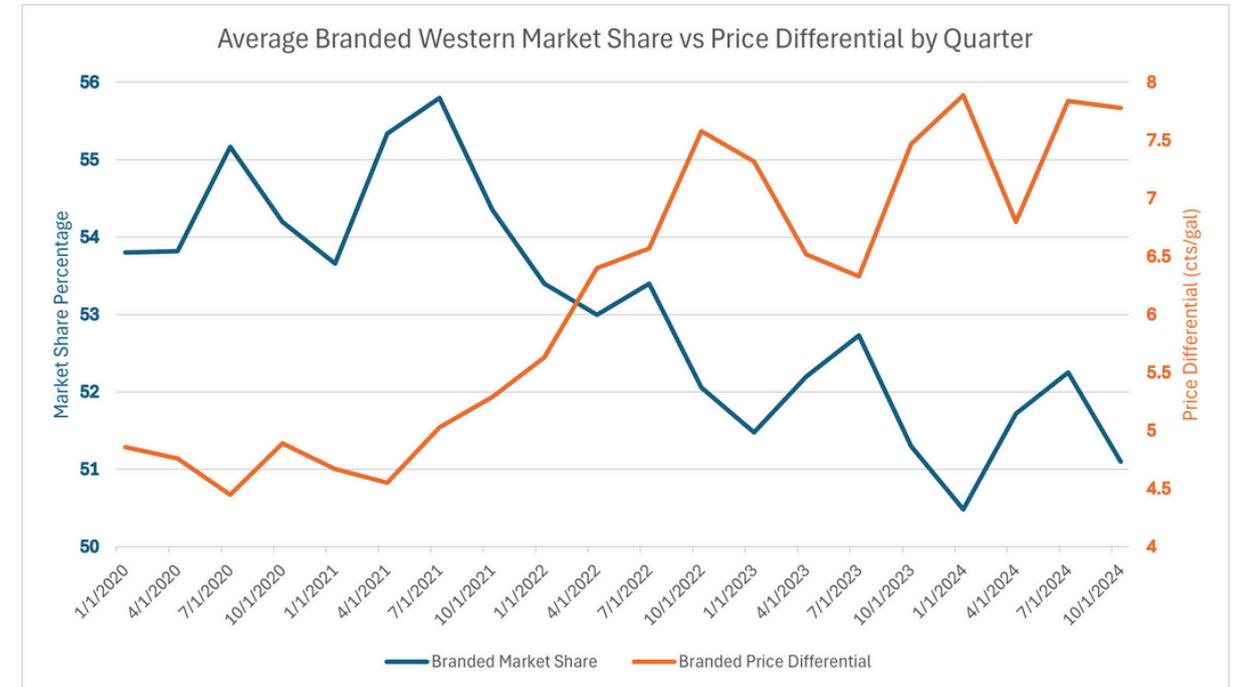
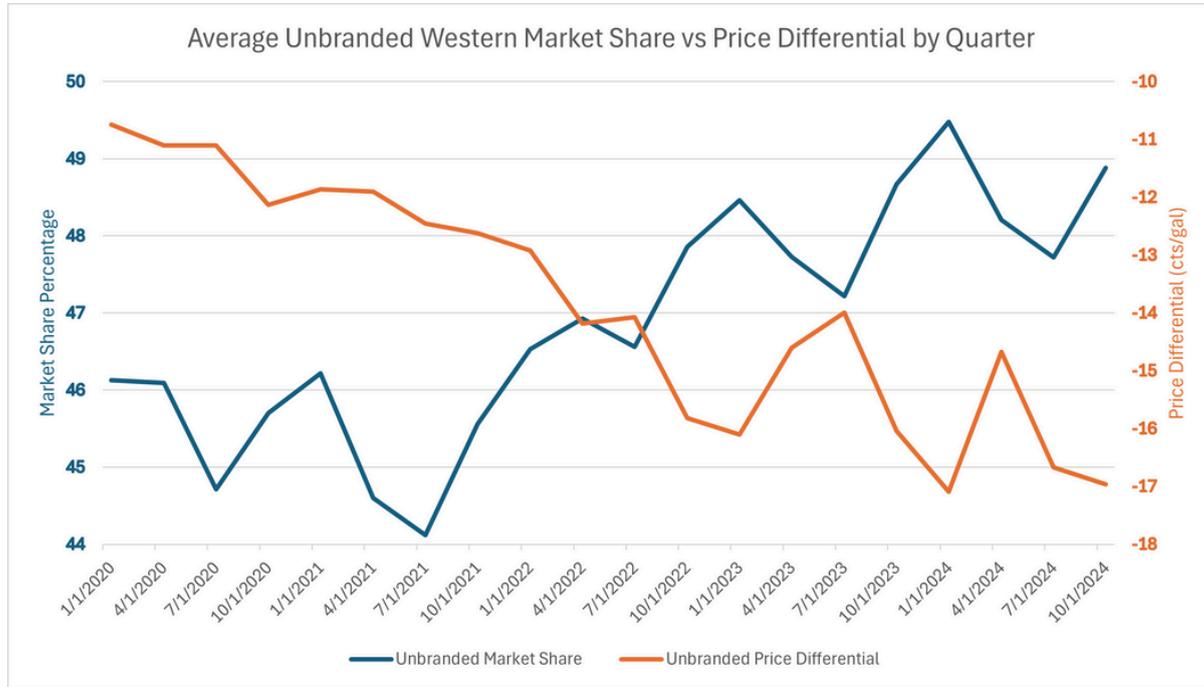
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