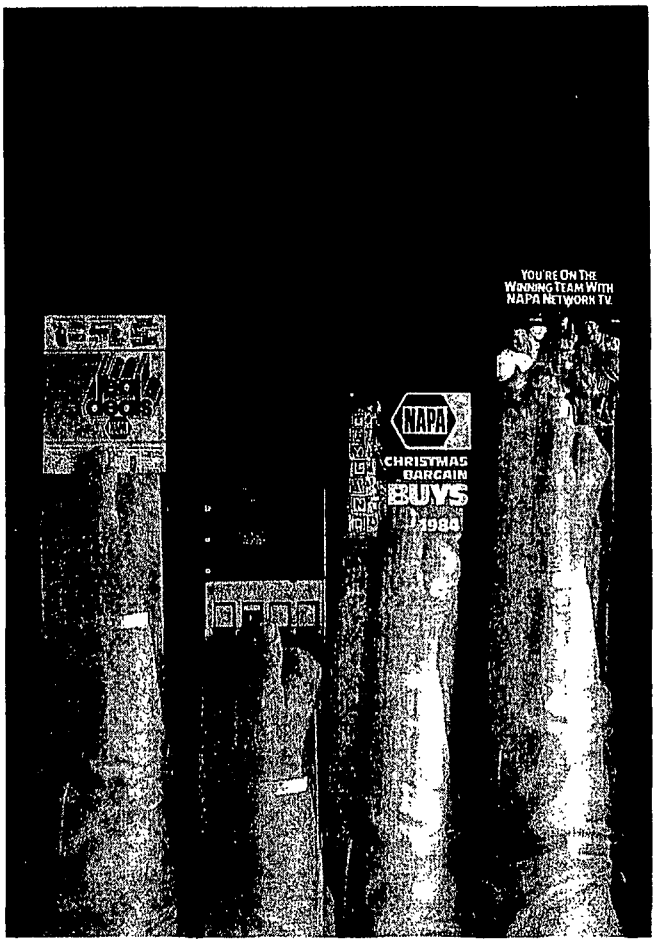
HOW JOBBERS RATE THE NAPA MARKETING PROGRAM

Approximately two years ago, NAPA Headquarters began a formal system to gain objective input from jobbers to the NAPA marketing programs. We surveyed all of the NAPA Jobber/Owners through a questionnaire. The information received from that survey was invaluable in identifying the program elements that were most effective for NAPA Jobbers as well as those elements that needed improvement.

In January of this year, NAPA Headquarters again sent out surveys to all of the NAPA Jobbers/Owners across the country. The questionnaires were designed to enable these jobber/owners to rate the effectiveness of various elements of NAPA's 1984 marketing program.

Eleven hundred jobbers/owners responded to this recent survey, 38% more than responded to the survey conducted in 1983. Responses were received from every category of jobber — from the smallest to the largest — in this latest survey. In fact, one out of every four jobber/owners took the time to respond and those respondents represent 50% of NAPA Jobber sales.



The survey began with some general questions about each jobber's business. So in addition to discovering how the jobbers felt about the advertising programs, we were able to learn some interesting facts. Based on the survey responses:

- The average annual dollar sales of the individual jobbers who responded is $932,000, representing a combined total of $959,750,000.
- The mean number of stores per respondent was 1.8 — 69.4% having one store and 13.9% having two.
- Forty-one percent of these jobbers sales are to the traditional market, 28% are to the retail market, 12% to the farm market, 10.9% are to the fleet market and 8.2% are to the industrial/institutional market.
- Approximately one-fourth of the responding jobbers do not have a machine shop.
- Ninety-seven percent of the jobbers who participated in the survey are open at least a half-day on Saturday, 16% are open on Sunday, and 20% are open on some evenings.
- When asked about computers, 59% of the respondents stated that they have one. Forty percent of the respondents do not have a computer but of that 40%, 16.7% plan to purchase one within the next year.
- One-half of the responding jobbers have a full time outside force.

After the general questioning was completed, the survey then began probing into the jobbers' opinions of the sales impact of the overall 1984 advertising program *(shown on chart A below)*. To measure most of the results a five point scale was used, five being excellent and one being poor. More than 50% of the jobbers described the overall 1984 program as average and almost 20% described it as above average. Of all the advertising programs, jobbers indicated that they like the network television spots the

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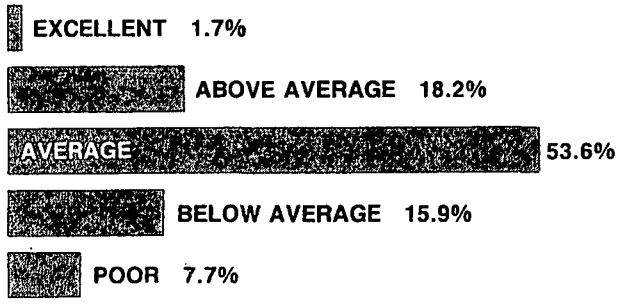
CHART A

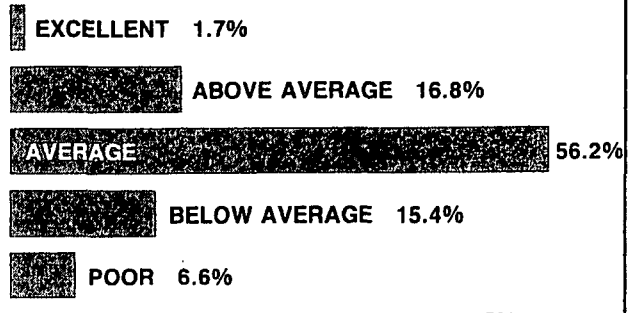
Opinion of Sales Impact Realized From Overall '84 Advertising Program



Above Average Total 19.9%
Average Total 53.6%
Below Average Total 23.6%
Mean Answer: 2.90 (slightly below average)

CHART B

Opinion of Sales Impact of '84 Car Care Days Promotions Compared to Previous Years



Above Average Total 18.5%
Average Total 56.2%
Below Average Total 22.0%
Mean Answer: 2.91 (slightly below average)