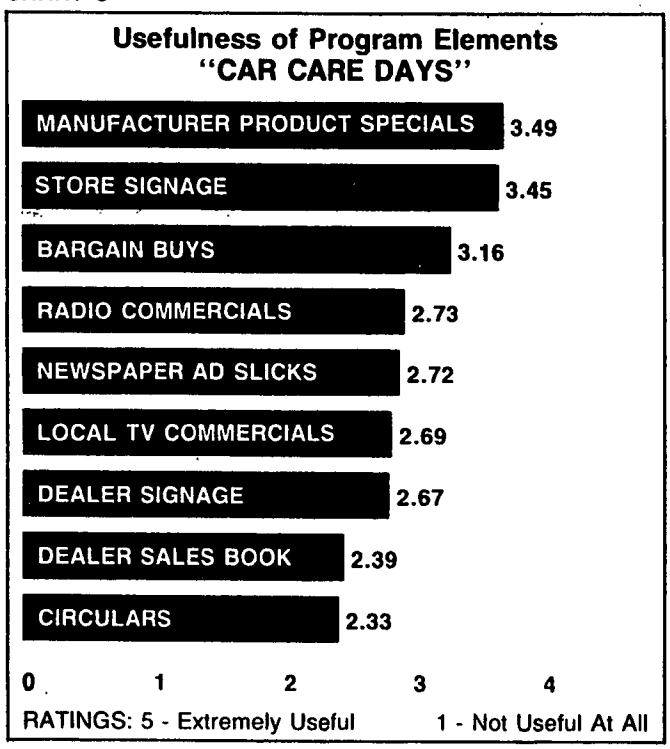
best. Real Deals were also received favorably. On the other hand, jobbers had more concerns about circulars than any other aspect of the overall program.

The jobbers were then asked to rate the overall sales impact of the 1984 Car Care Days promotions, again using the five point scale *(see chart B, previous page)*. On the whole, Car Care Days promotions received a rating of slightly below average. The results were:

- Manufacturer product specials, store signage and Bargain Buys achieved an above average rating from the respondents.
- Both the Dealer Sales Book and the Circulars received a below average rating from the respondents in their Car Care Days promotion impact *(see chart C, below)*.

CHART C



An additional question concerned participation in the 1984 Bargain Buys promotion. Over two-thirds of the respondents had participated in the program. This is what the jobbers had to say:

- Over 77% of the jobbers participating in the survey plan to take advantage of this program again, as indicated in chart D.
- When asked to indicate any major problems with or suggested improvements for the Bargain Buys program, product selection cost and profit results were mentioned most often.

In the area of Dealer Programs, jobbers gave their opinions on Real Deals and Statement Stuffers. Overall opinion on the Real Deals program was favorable with over three-fourths of the surveyed jobbers saying they participate and 63.8% of that three-quarters are planning to again take part in the Real Deals Dealer program. Just under 10% of those who have not taken advantage of Real Deals plan on joining the program at a later date, bringing the percentage of future participation up to 73.5%.

Certain information was also discovered *(seen in chart E)* about Real Deals in the farm and industrial/institutional markets:

- Seventy-two point five percent of the qualified respondents (i.e., qualified being those jobbers/owners who make 5% or more of their total sales to the farm market, plan on using the Real Deals program with their farm customers. Sixty-seven percent have used the program in the past as seen in chart F.
- Qualified respondents (i.e., qualified respondents being those jobbers/owners who make 5% or more of their total sales to the industrial/institutional market) indicate a 72.5% participation rate in the use of Real Deals with fleet, industrial or institutional customers. Future use in this market is projected, measured by jobber response, to increase to 78.4%, as seen in chart G on opposite page.

Regarding the Statement Stuffer program, nearly one-third of

CHART D

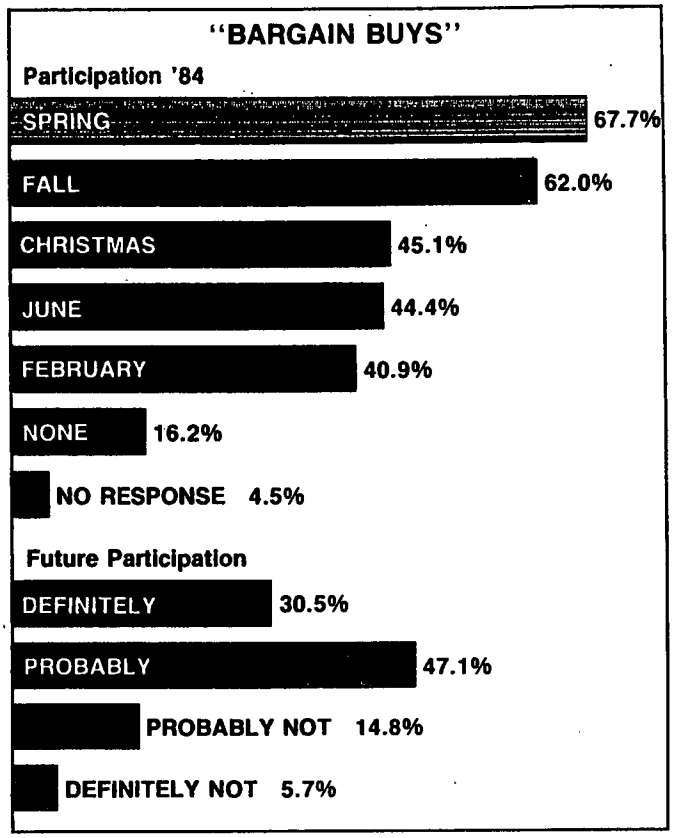


CHART E

"REAL DEALS"

Participation (1100 respondents)

Yes	78.2%
and I intend to continue	63.8%
but I don't intend to continue	14.4%
No	19.3%
but I intend to participate	9.5%
and I don't intend to participate	9.8%
Net projected future participation	73.5%

(2.5% no response)

CHART F

"REAL DEALS"

Used with Farm Customers
(585 qualified respondents)

Yes	67.0%
and I intend to continue	54.2%
but I don't intend to continue	12.8%
No	31.3%
but I intend to use it	18.3%
and I don't intend to use it	13.0%
Net projected future use	72.5%

(1.7% no response)