CHART G

"REAL DEALS"

Used with Fleet, Industrial, or Institutional Customers
(773 qualified respondents)

Yes	72.5%
and I intend to continue	62.7%
but I don't intend to continue	9.8%
No	26.5%
but I intend to use it	14.7%
and I don't intend to use it	11.8%
Net projected future use	78.4%

(.9% no response)

the responding jobbers distribute them to their dealer customers and even more are planning to use the program in the future.

The jobbers were also asked their opinion of the Door Opener Direct Mail Program. In the farm market, current usage is only 12.1% as shown in chart H. But 44.3% of the qualified respondents plan on joining this program. Among the qualified respondents in the fleet, industrial or institutional market 20.1% utilize the Door Opener Direct Mail Program and 48.8% plan on taking part in the program at a later time *(see chart I, below).*

CHART H

"Door Opener" Direct Mail Program

Used with:
Prospective Farm Customers
(585 qualified respondents)

Yes	12.1%
and I intend to continue	7.5%
but I don't intend to continue	4.6%
No	84.7%
but I intend to use it	36.8%
and I don't intend to use it	47.9%
Net projected future use	44.3%

(3.2% no response)

CHART I

"Door Opener" Direct Mail Program

Used with:
Prospective Fleet, Industrial, or Institutional Customers
(773 qualified respondents)

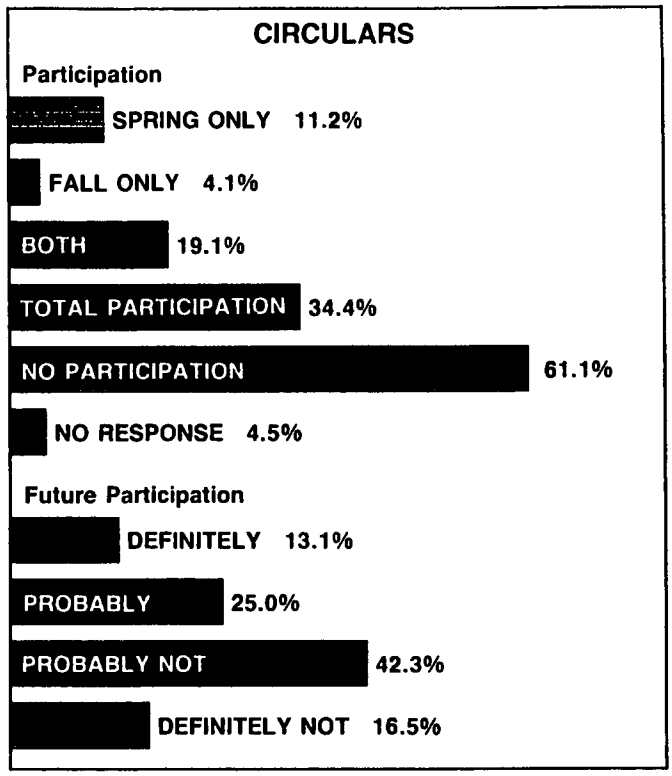
Yes	20.1%
and I intend to continue	11.4%
but I don't intend to continue	8.7%
No	77.6%
but I intend to use it	37.4%
and I don't intend to use it	40.2%
Net projected future use	48.8%

(2.3% no response)

Although Circulars were not viewed as well as some of the other marketing programs, they are being used effectively by many of the responding jobbers. Participation is as follows:

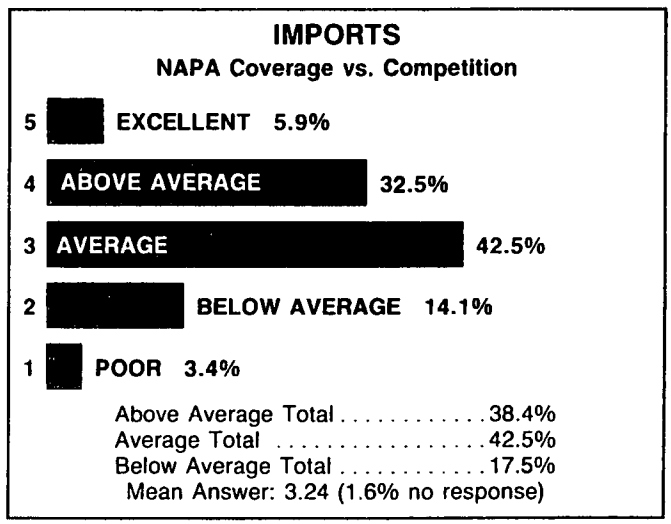
- Thirty-four point four percent are now using the Circular program.
- Thirty-eight point one percent of the jobbers who responded to the survey plan on using the Circular program in the future.
- Cost and lack of results were the two most commonly mentioned problems with the Circular program, as pointed out in chart J. Another area of the questionnaire concerned NAPA's import parts coverage. Eighty point nine percent of the responding jobbers judged NAPA's coverage average or above average as compared to its competitors *(chart K).* The jobbers also had this to say about NAPA's import parts coverage:

CHART J



- As indicated in chart L (page 16), jobbers feel that awareness of NAPA's imports parts coverage has an above average rating among consumers.
- Over 55% of the responding jobbers distribute the Imports Quick Reference Catalog to their customers. Over 60% of the responding jobbers plan to distribute the catalog in the near future as seen in chart M (page 16).

CHART K



- The NAPA Collector's Edition Signature Poster has been used to promote import parts coverage by 28.4% of the jobbers surveyed *(indicated in chart N, page 16).* Interest in using the poster is up, however, with 47% of the jobbers planning to utilize it.
- The "Parts for Imports/We've Got 'Em" sign is currently hang-

(continued on page 16)