

INTERNAL CORRESPONDENCE

TO J.L. HENDRICKS
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 " _____

FROM N.G. NAUGHTON
 SUBJECT KMDP PREMIUM TESTING RESULTS

DATE July 13, 1984

PURPOSE

To provide topline data from the Premium test conducted by TriAd the week of June 11th, 1984.

DISCUSSION

Below is the topline data indicating the top premium choices among total respondents, total male respondents, and total female respondents.

	1st Choice Total Respondents		1st Choice Total Male Respondents
Cassette tape	19%	Cassette Tape	20%
Velcro wallet	13%	Velcro wallet	14%
Stick on clock	9%	Stick on clock	8%
Note pad with pen	8%	Note pad with pen	8%
\$2.00 off a carton cpn	8%	Theater coupon	8%

	1st Choice Total Female Respondents		1st & 2nd Choice Combined Total Respondents
Cassette tape	18%	Cassette tape	32%
Velcro wallet	11%	Velcro wallet	25%
\$2.00 off a carton cpn	11%	Stick on clock	15%
Stick on clock	9%	Note pad with pen	13%
Note pad with pen	8%	Address book	12%

A complete report covering the relative appeal of all premiums tested as well as any influence on purchasing behavior will be submitted by the week of July 30th.

If you have any questions, please let me know.

N. G. N.

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