

# STUDENT FOCUS

Our tagline says it all: Today's students. Tomorrow's techs. The students **Tomorrow's Technician** reaches are between the ages of 17 to 25 years old, have a passion for automotive and are attending an ASE accredited program.

Many of these students don't fit the four-year college mold and excel in the hands-on learning automotive technology encourages. They may have grease on their shirts, but these students are training for a highly specialized and technical career that keeps the cars and trucks on the road rolling, that keeps life moving.



## Our readers are ready to work!

According to our recent **Tomorrow's Tech** Instructor Survey, **1/4** of instructors said more than

**75%**

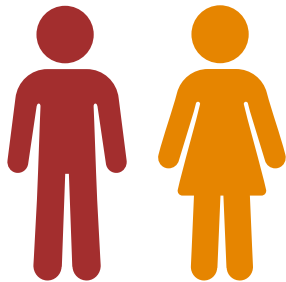
of their students have jobs after graduation.



**68%**

**of schools have students participating in SkillsUSA!**

Other contests include National Automotive Technology Competition, Hot Rodders of Tomorrow, UTI Top Tech Challenge and more.



**93%**  
male

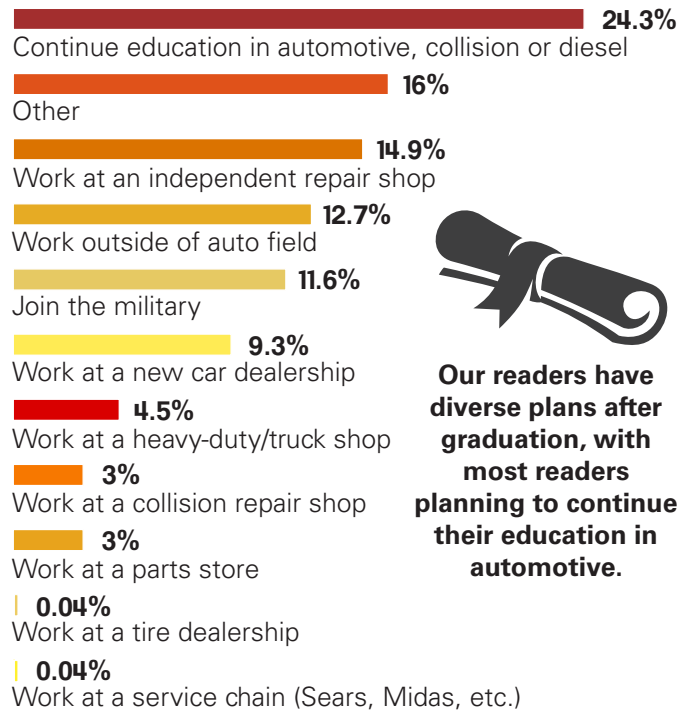
**7%**  
female

**Average age of reader is 17 years old**



**Students are buying parts online, but they still rely on parts stores first**

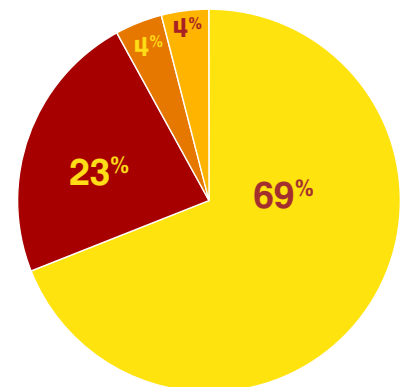
## Plans after graduation



**Our readers have diverse plans after graduation, with most readers planning to continue their education in automotive.**

## Where do they buy parts?

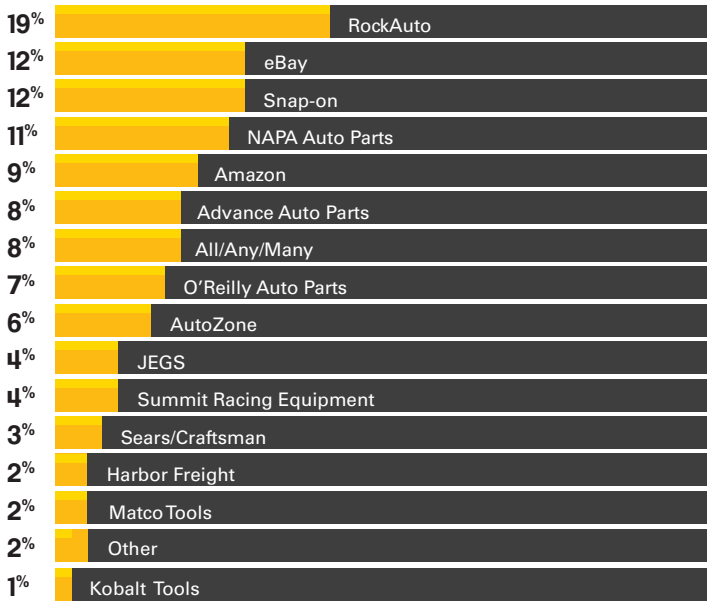
- A parts store or warehouse
- The internet
- Other
- A new car dealer



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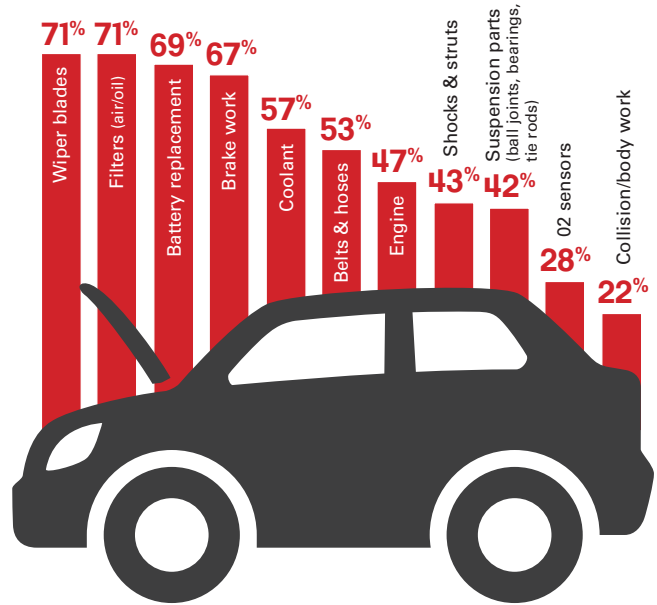
**54%**  
of students said they purchase parts and/or tools online



*Tomorrow's Tech* student readers are making brand decisions early.

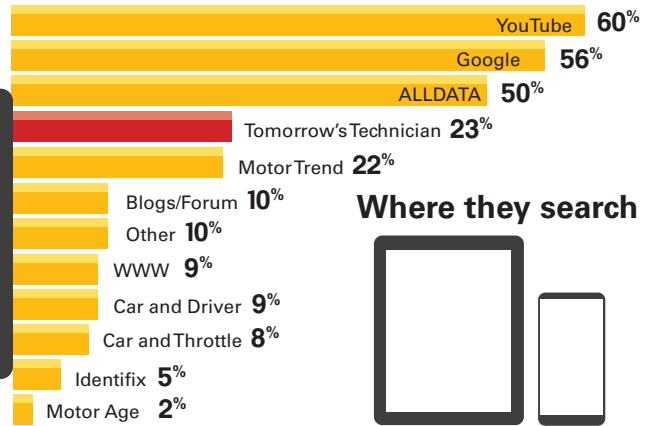
**84%**

perform their own repairs for their vehicle and/or family and friends' vehicles

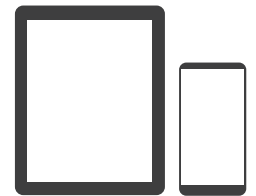


Student spend an average of **\$344** a year on tools

Student are going online for auto content:  
**85%**  
post or watch automotive videos online

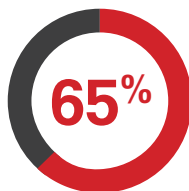


Where they search

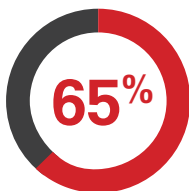


Social media sites they frequently visit:

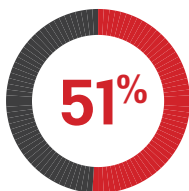
The *Tomorrow's Tech* student is using social media.



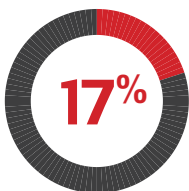
Instagram



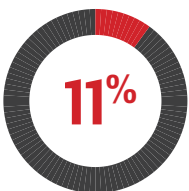
SnapChat



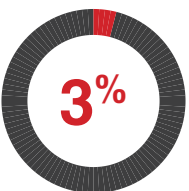
Facebook



Twitter



Don't use social media



LinkedIn