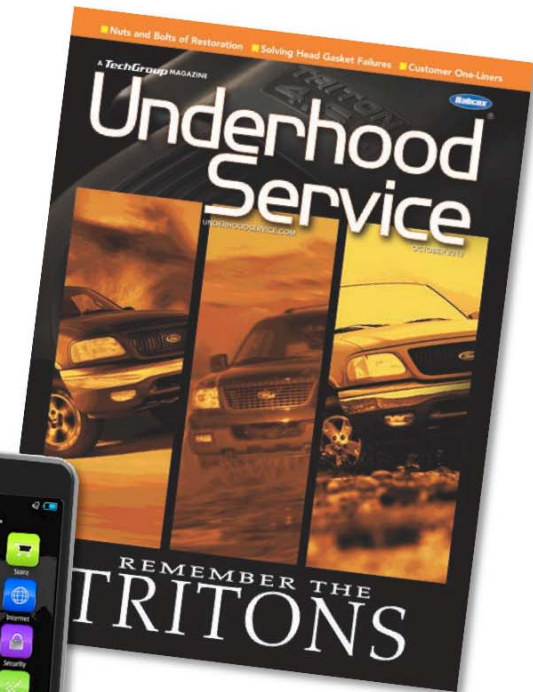
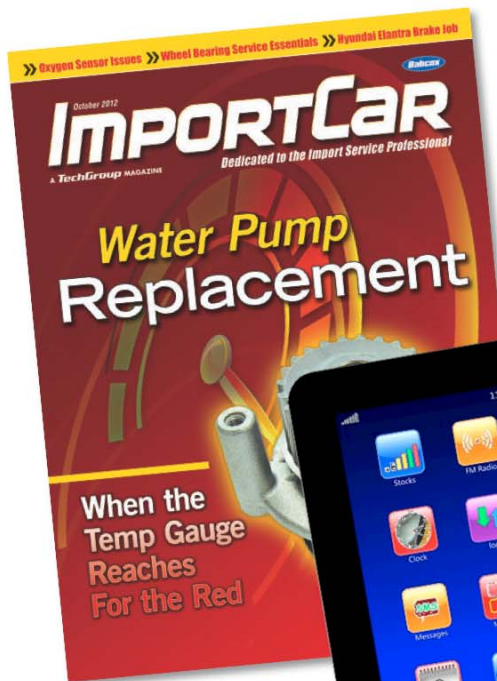


2013 Media Usage Survey

Prepared by



TechGroup

***BRAKE &
FRONTEND***

**Underhood
Service**

IMPORTCar

AUTOCAREPRO



Methodology

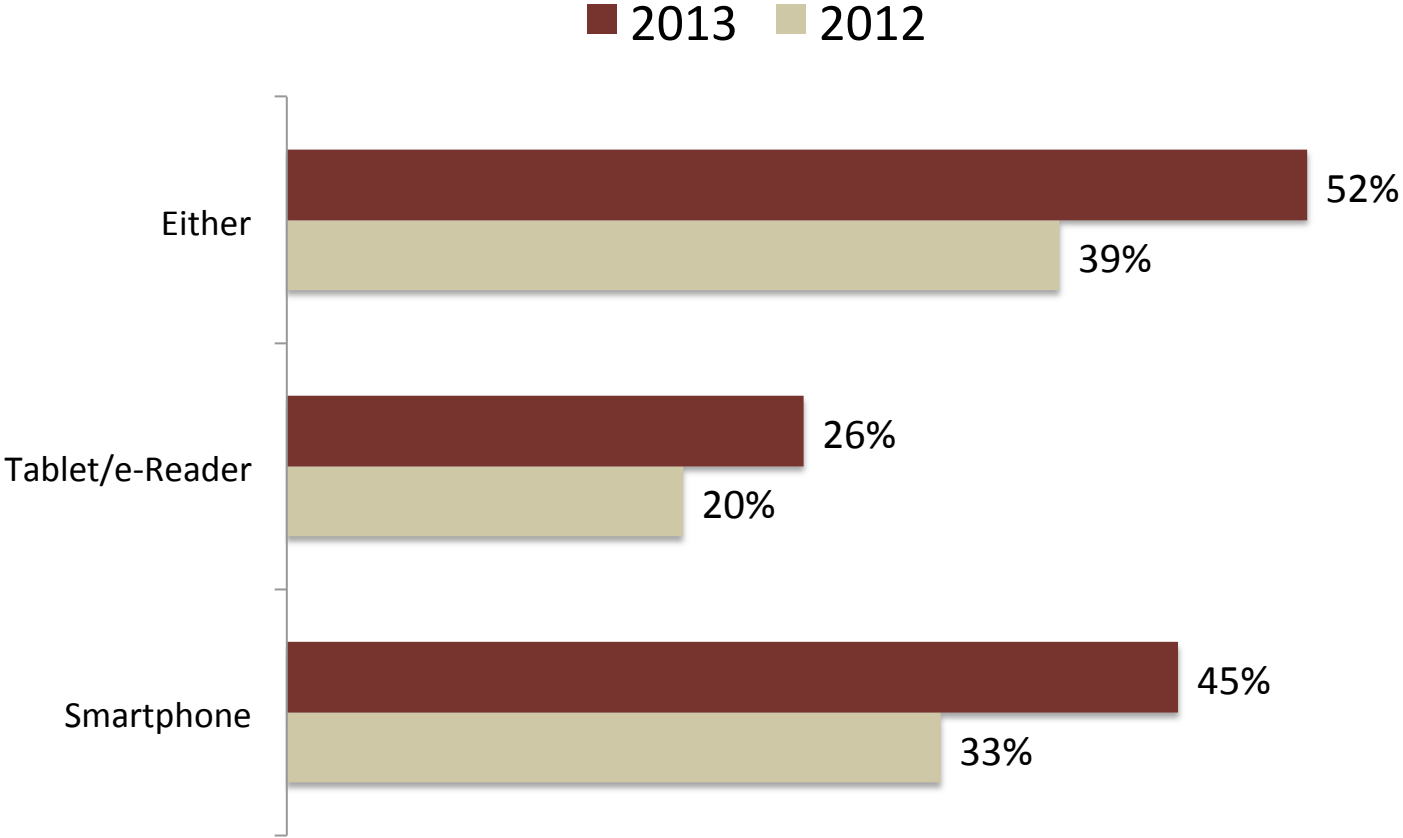
Babcox Research has been tracking media usage habits since 2009 across a random sample of readers from Brake & Front End, ImportCar and Underhood Service.

The following information reflects 600 Babcox TechGroup magazine reader respondents from the June 2013 facsimile survey.

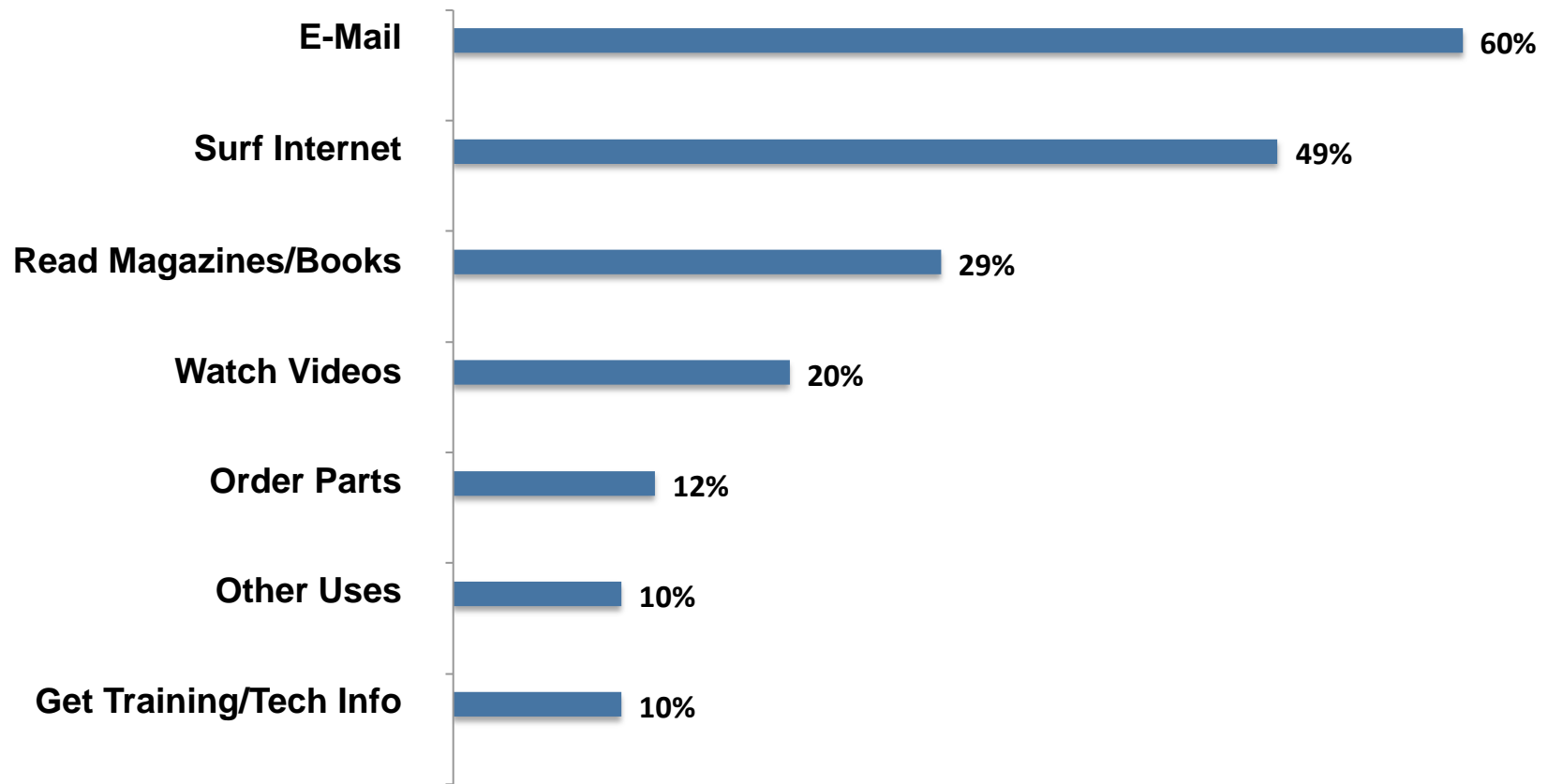
We have also subcategorized the respondents into two groups, those who own a smartphone or tablet and those who do not.



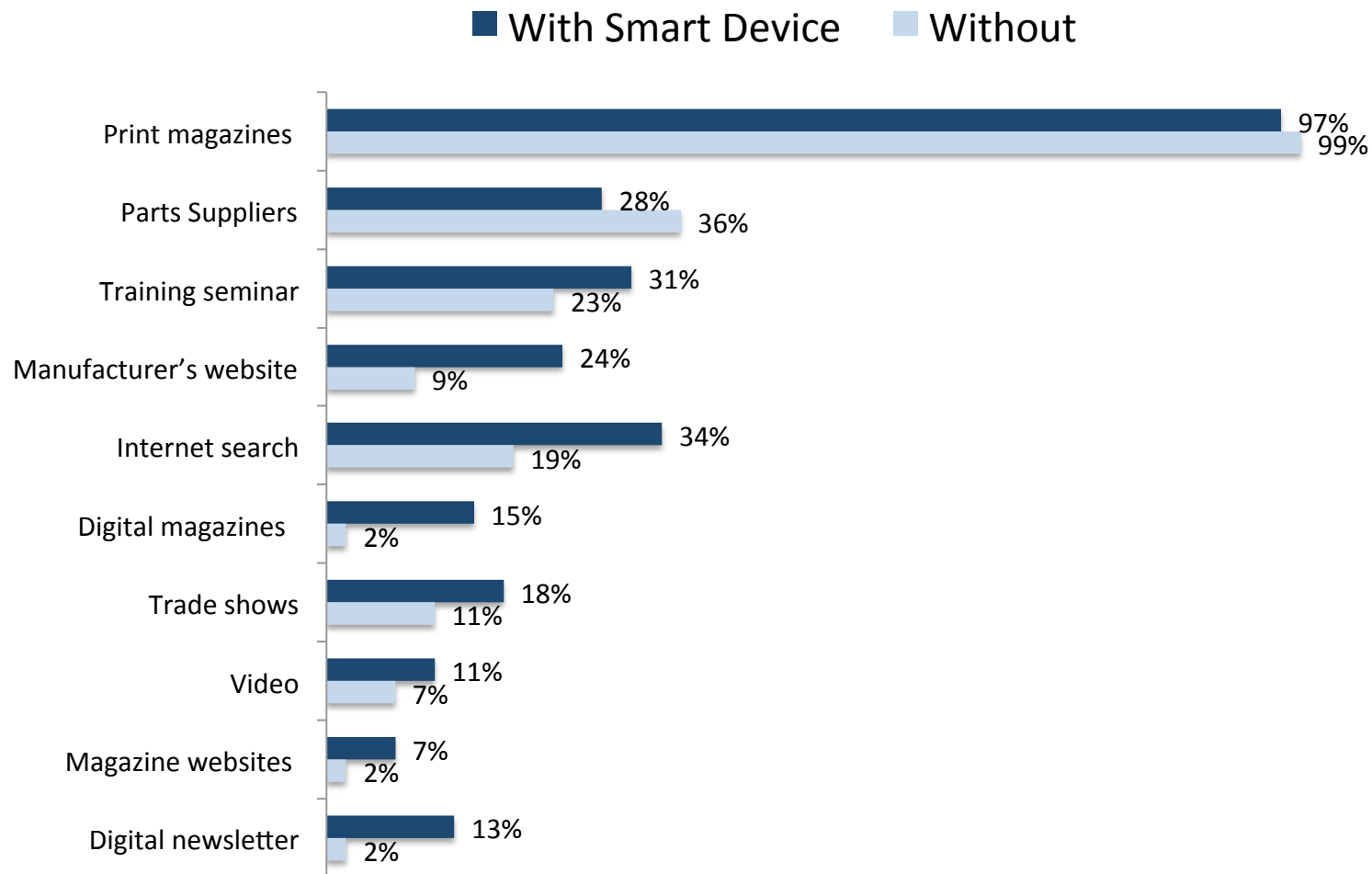
% Who Own a Smartphone or Tablet/e-Reader?



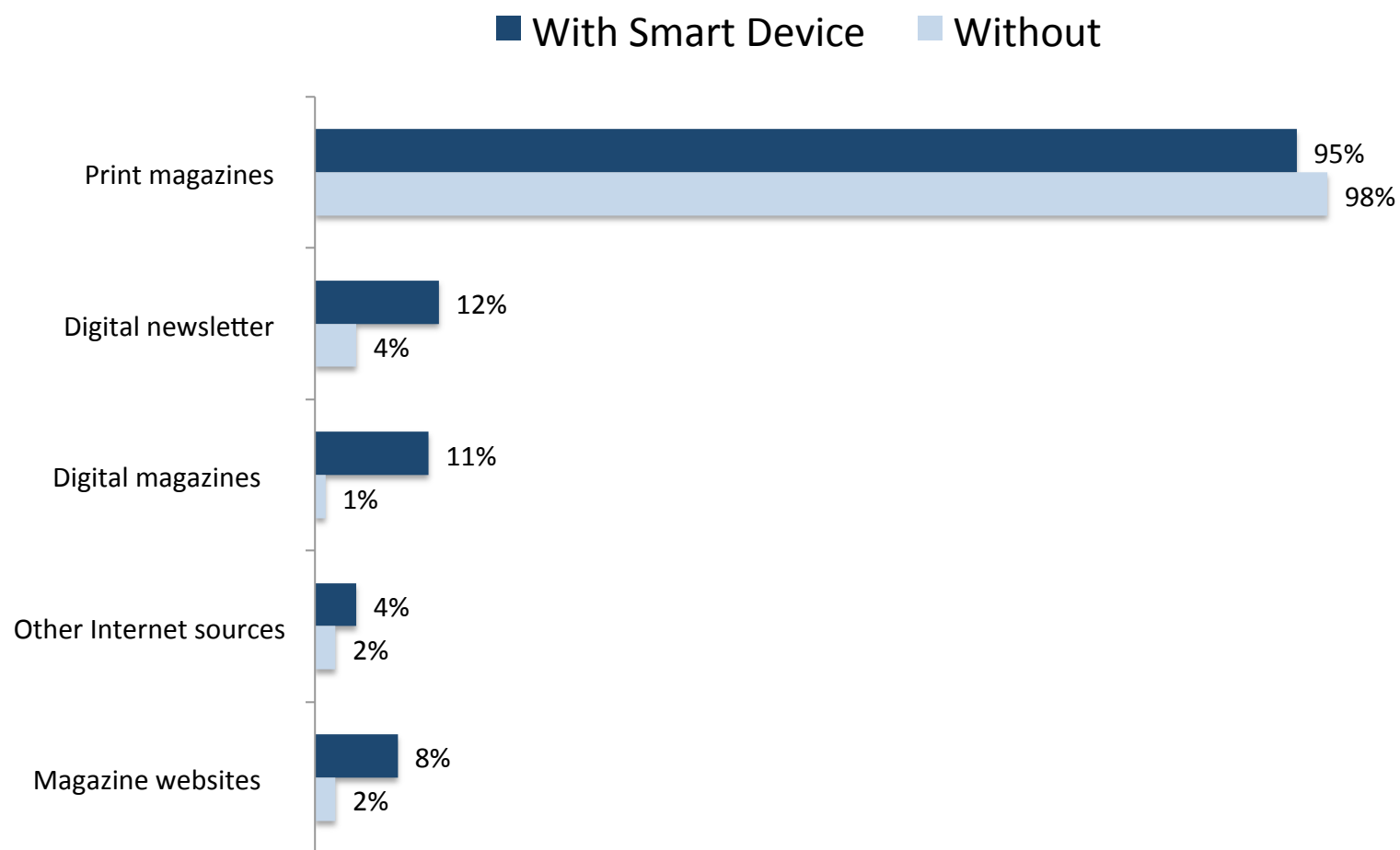
Readers with smartphones or tablets use their devices to: e-mail or surf the internet. (Other uses also listed)



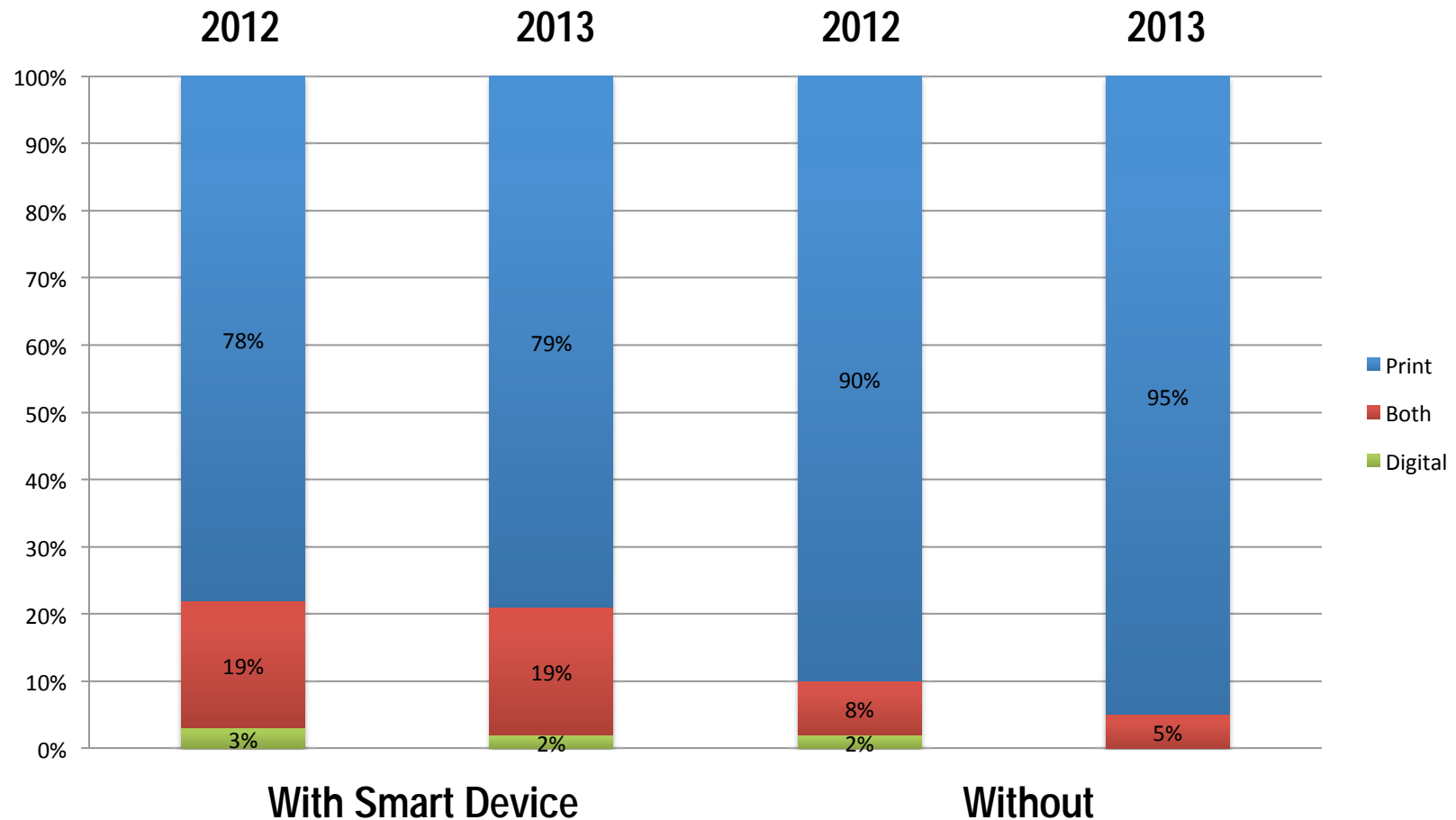
How Do You Prefer To Receive Technical Information? (check all you prefer)



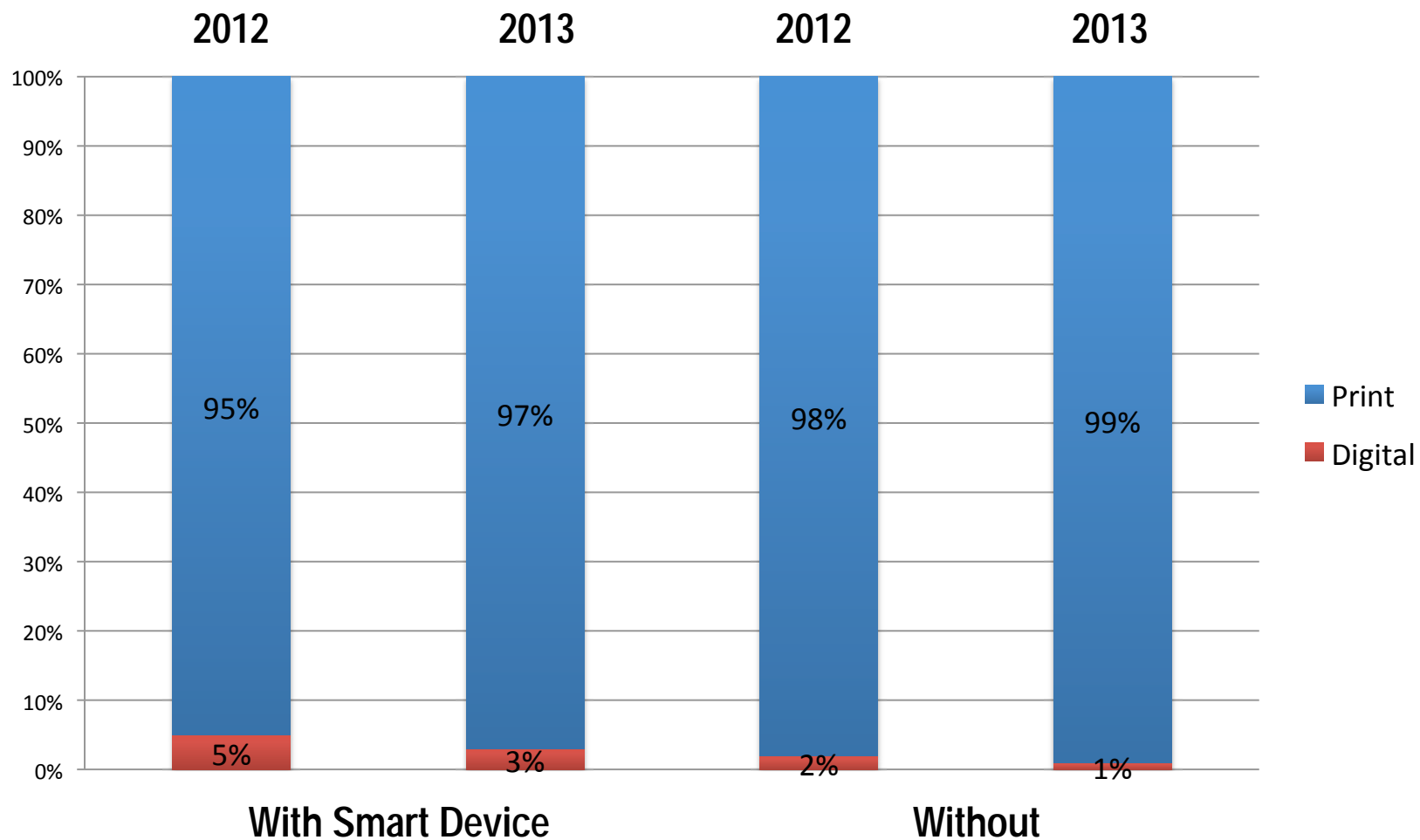
How Do You Prefer To Receive Industry News?



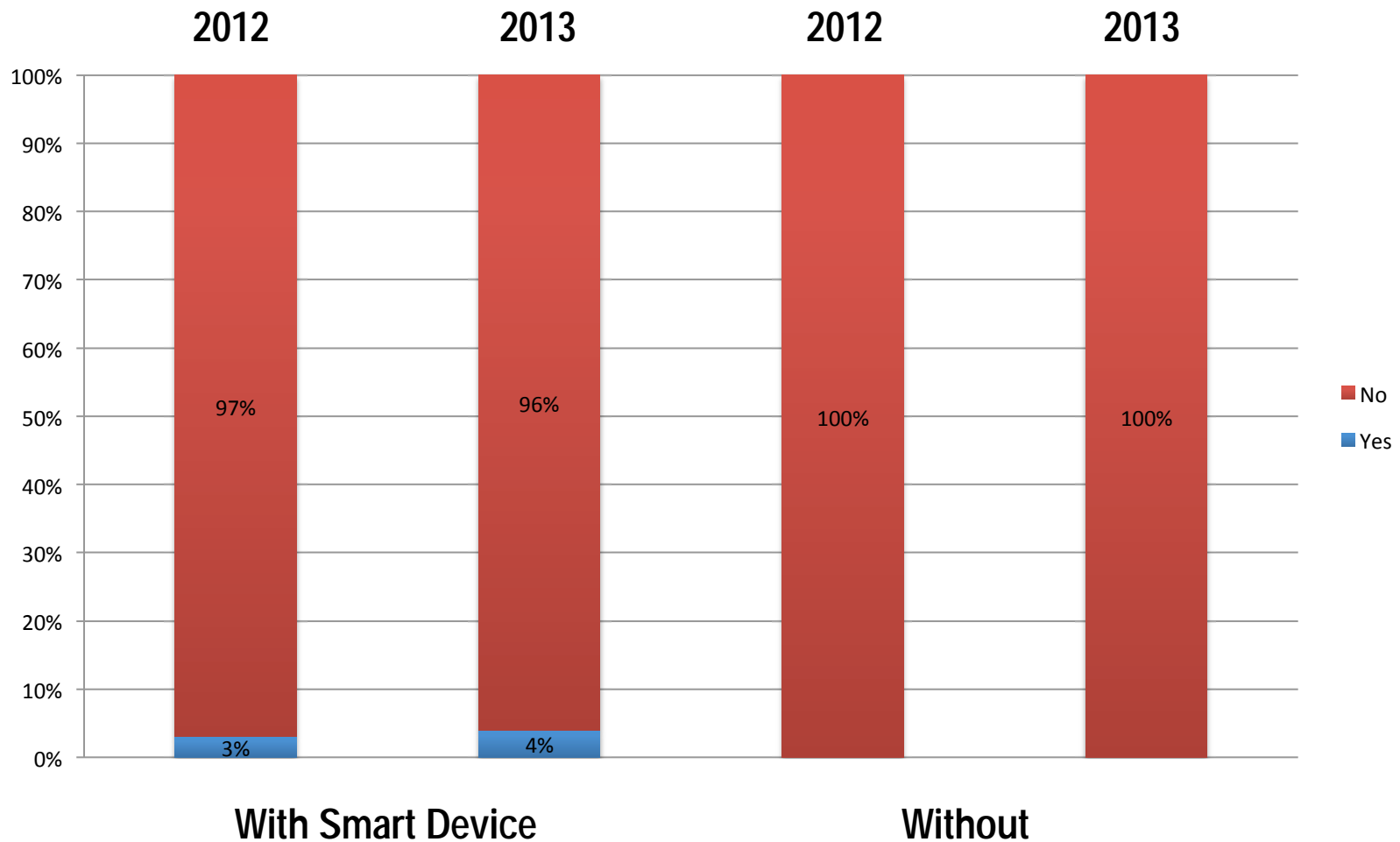
Which Version of a Magazine Would You Prefer to Receive? Print, Digital or Both?



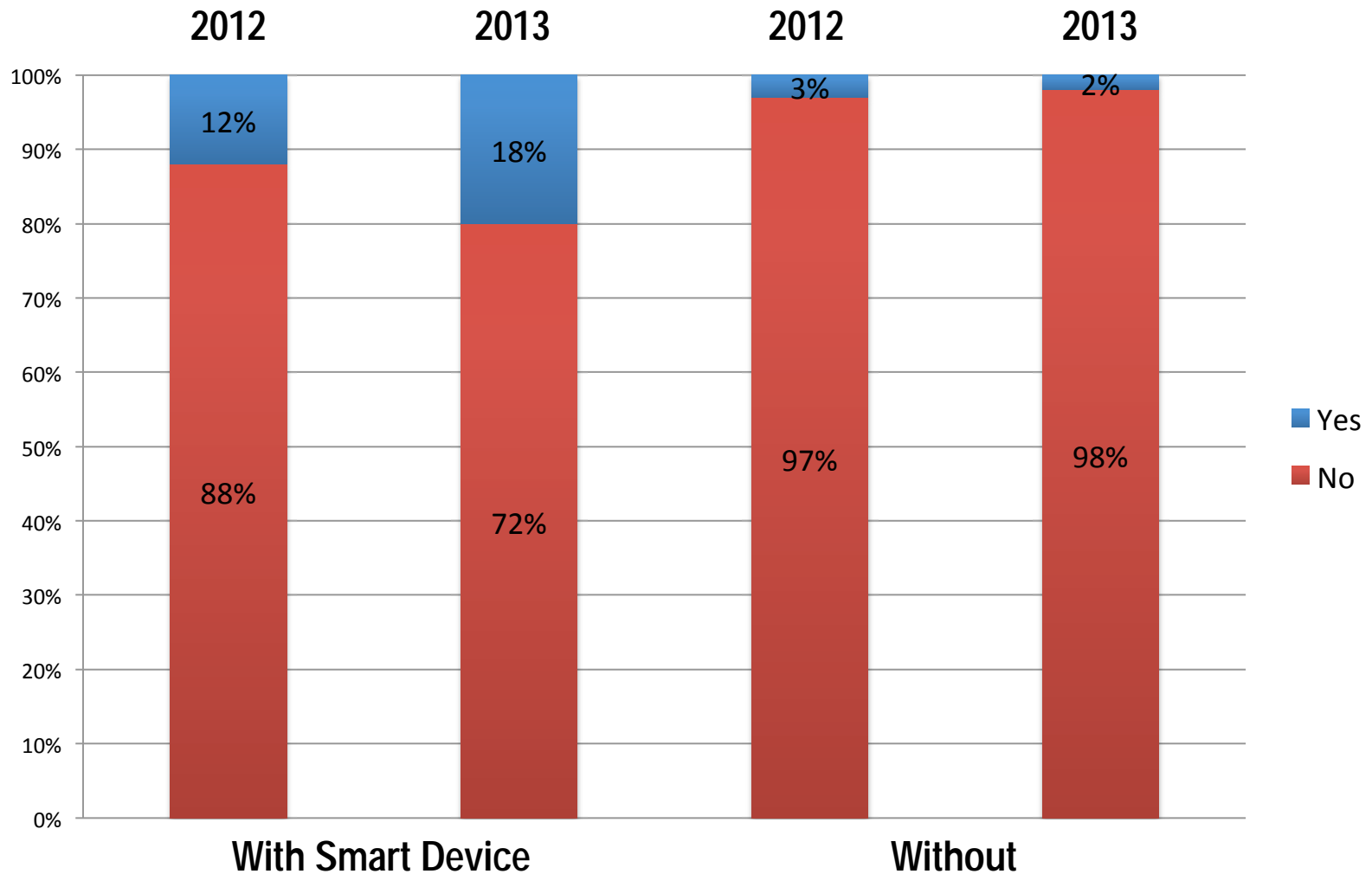
If You Could Receive Only One Version of a Magazine, Which One Would You Choose?



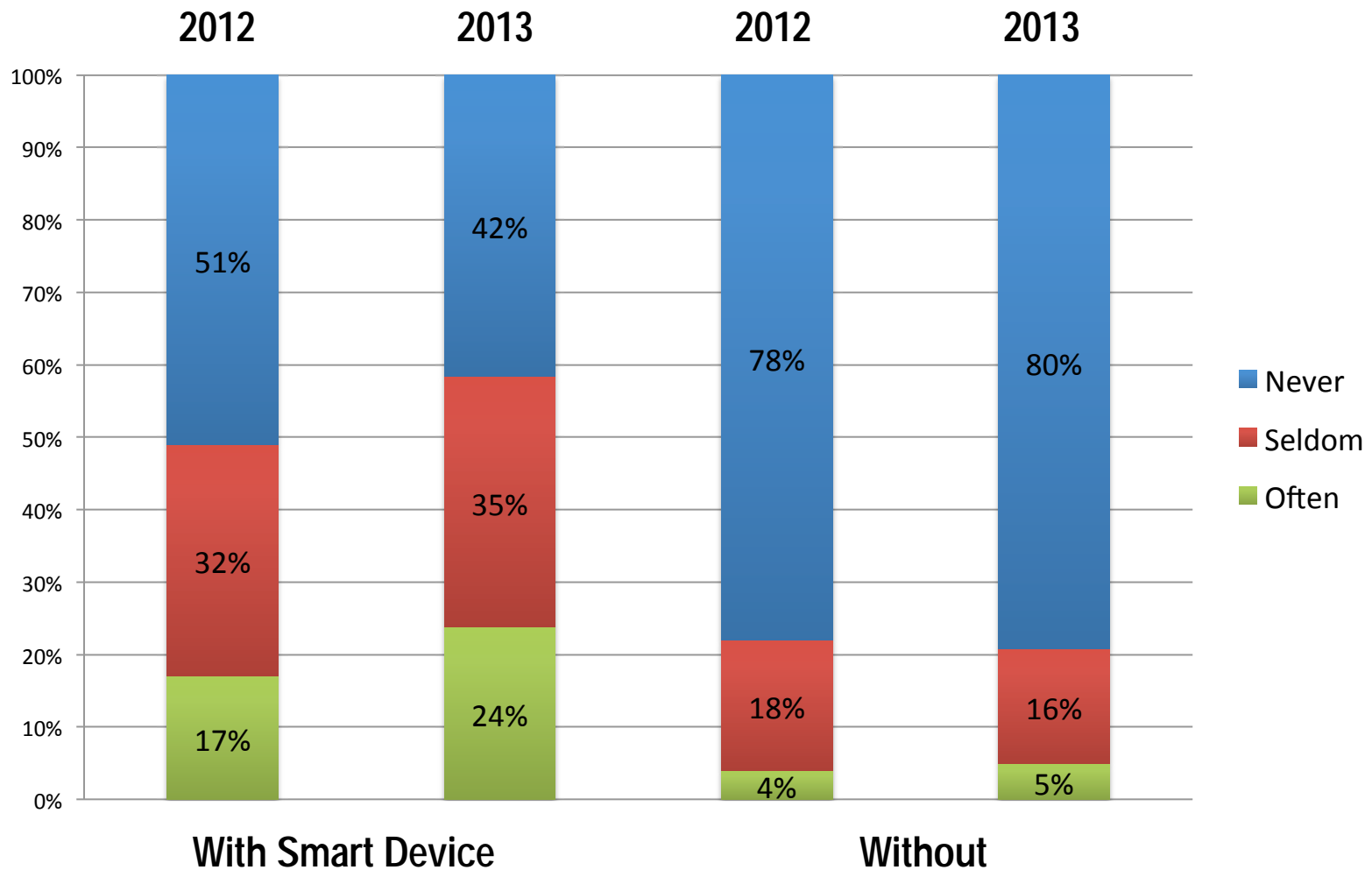
Do You Follow Any Automotive Companies on Twitter?



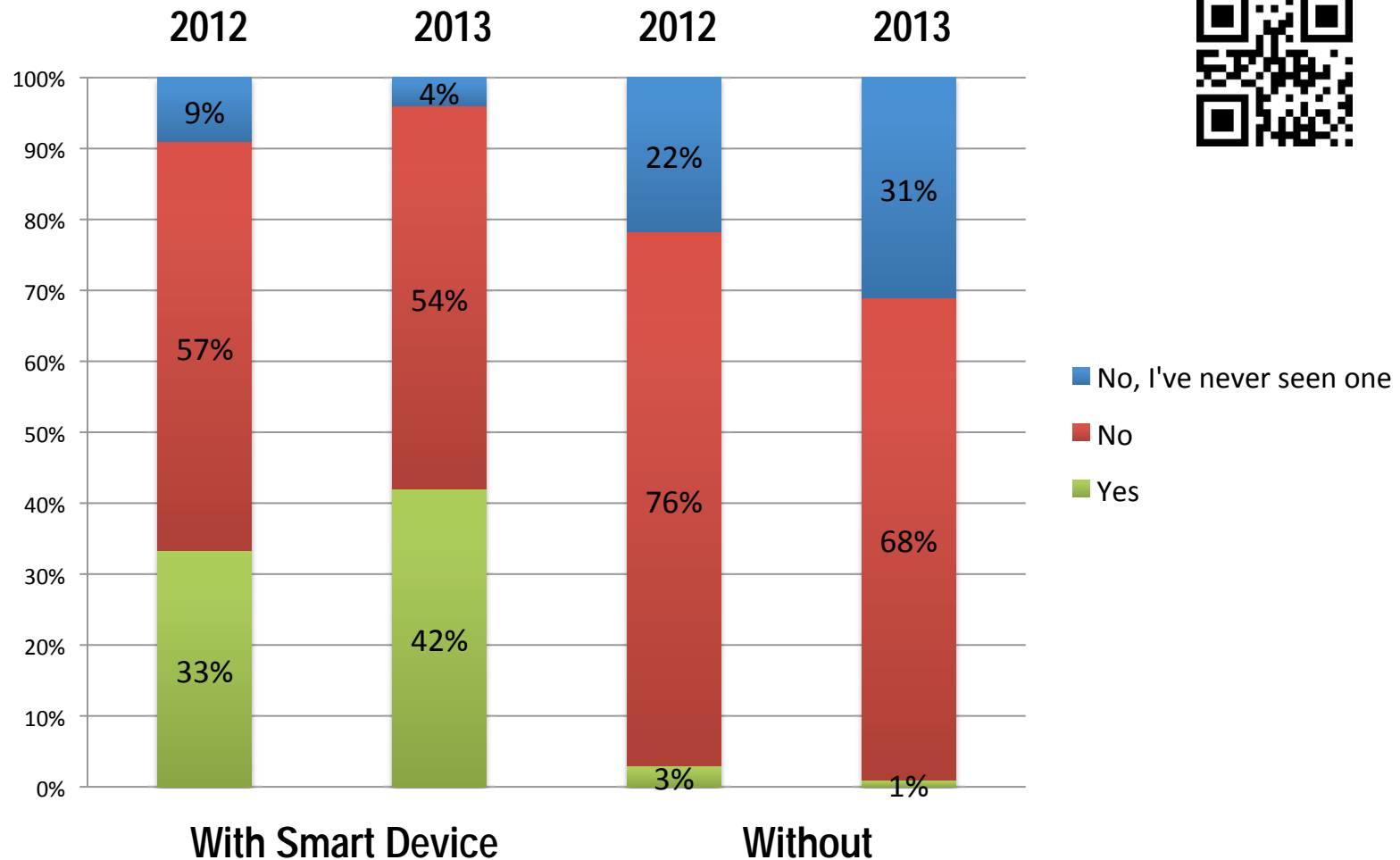
Are You a Facebook Fan of Any Automotive Companies?



How often do you use social media like Twitter or Facebook for personal or recreational reasons?



Have You Ever Clicked On One Of These, They Are Called QR Codes?



CONCLUSION

- 51% of respondents own a smartphone or tablet
- Nearly all respondents prefer to receive technical information and industry news in print
- Those with a smart device are 22% more likely to have interest in a training program and are two times more likely to visit a manufacturers website for technical information
- Readers are far more likely to use Facebook or Twitter for personal/recreational use than business use
- 42% of readers with a Smart Device have used a QR Code to capture additional information during the past year

Babcox Media will continue to measure and identify the technologies shaping the future of communication in order to deliver our content and our advertisers message in the format desired by our readers.

