

ENGINE BUILDER

2015 Media Usage Survey



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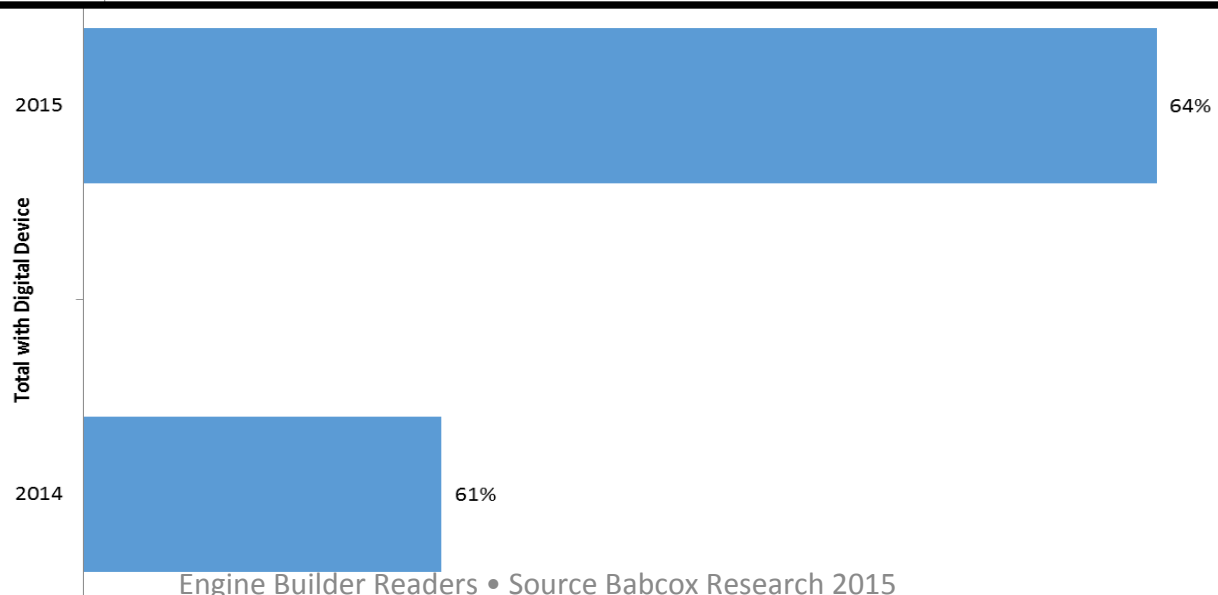
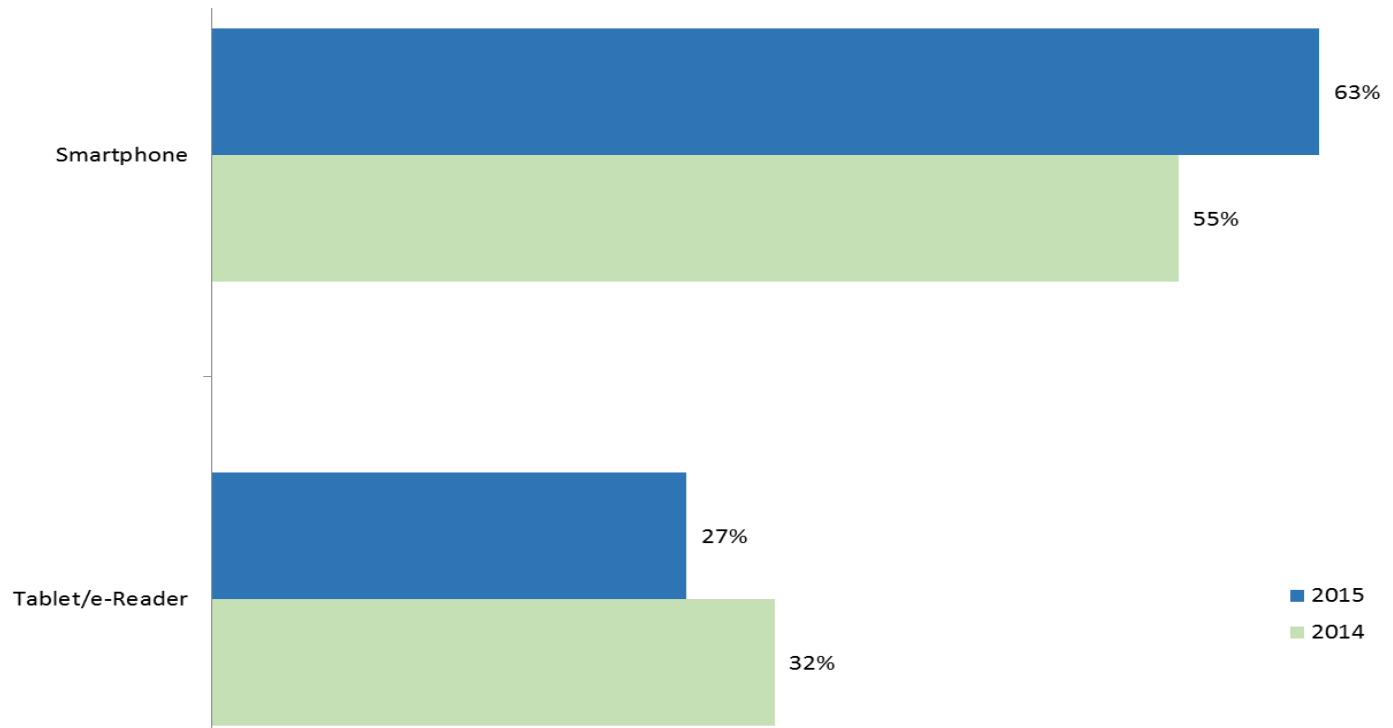
Babcox Research regularly tracks media usage habits of its readers to determine how our magazine's audience members use the material they receive. In 2015, we asked a random audience of Engine Builder active subscribers to answer a questionnaire that was delivered via email and fax.

The following information reflects 234 Engine Builder respondents from the June 2015 survey (Online:163, Fax:71)

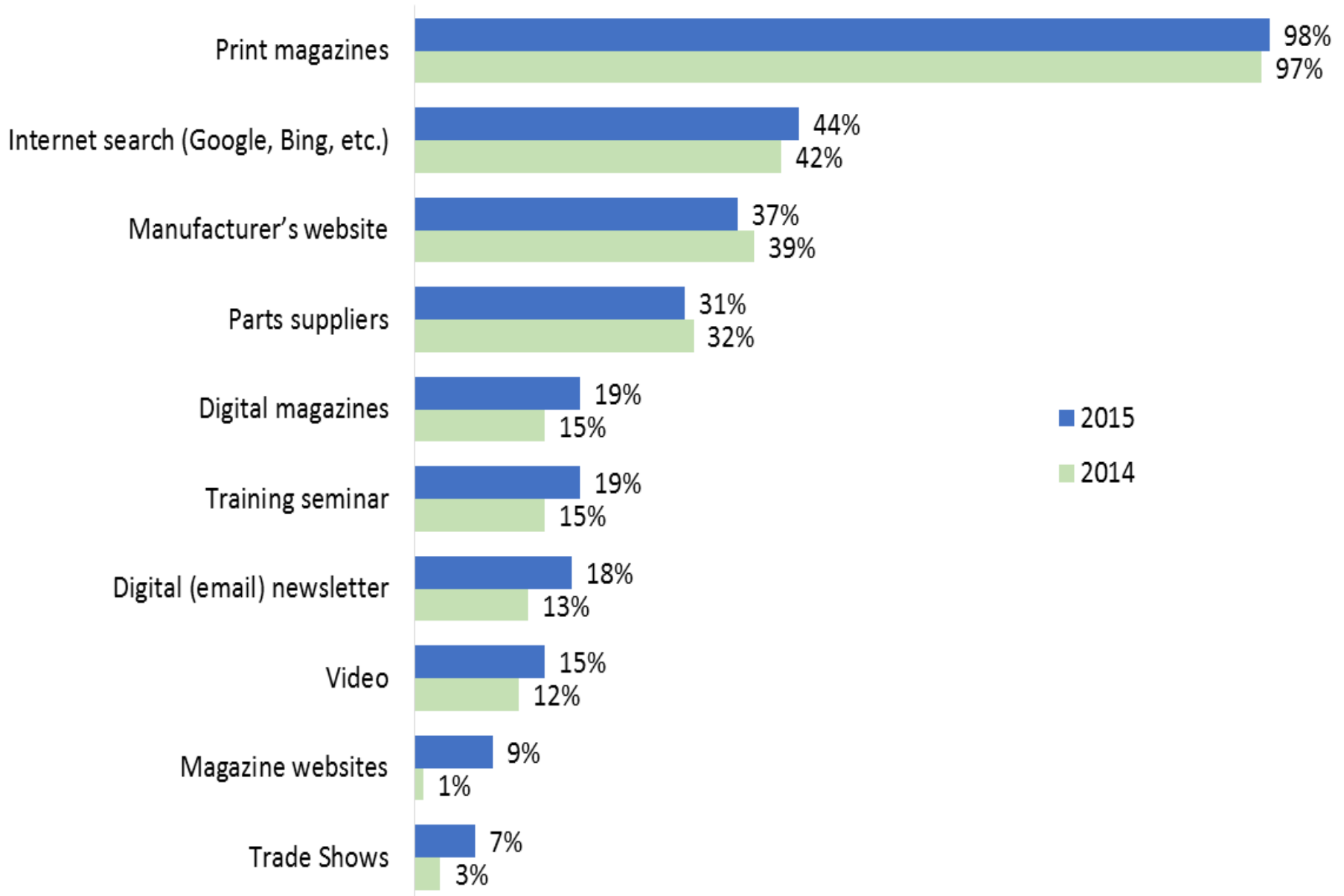
This report was prepared by Kent Camino, Manager of Market Research.
Confidence level: 95%; Confidence Interval: 6.3



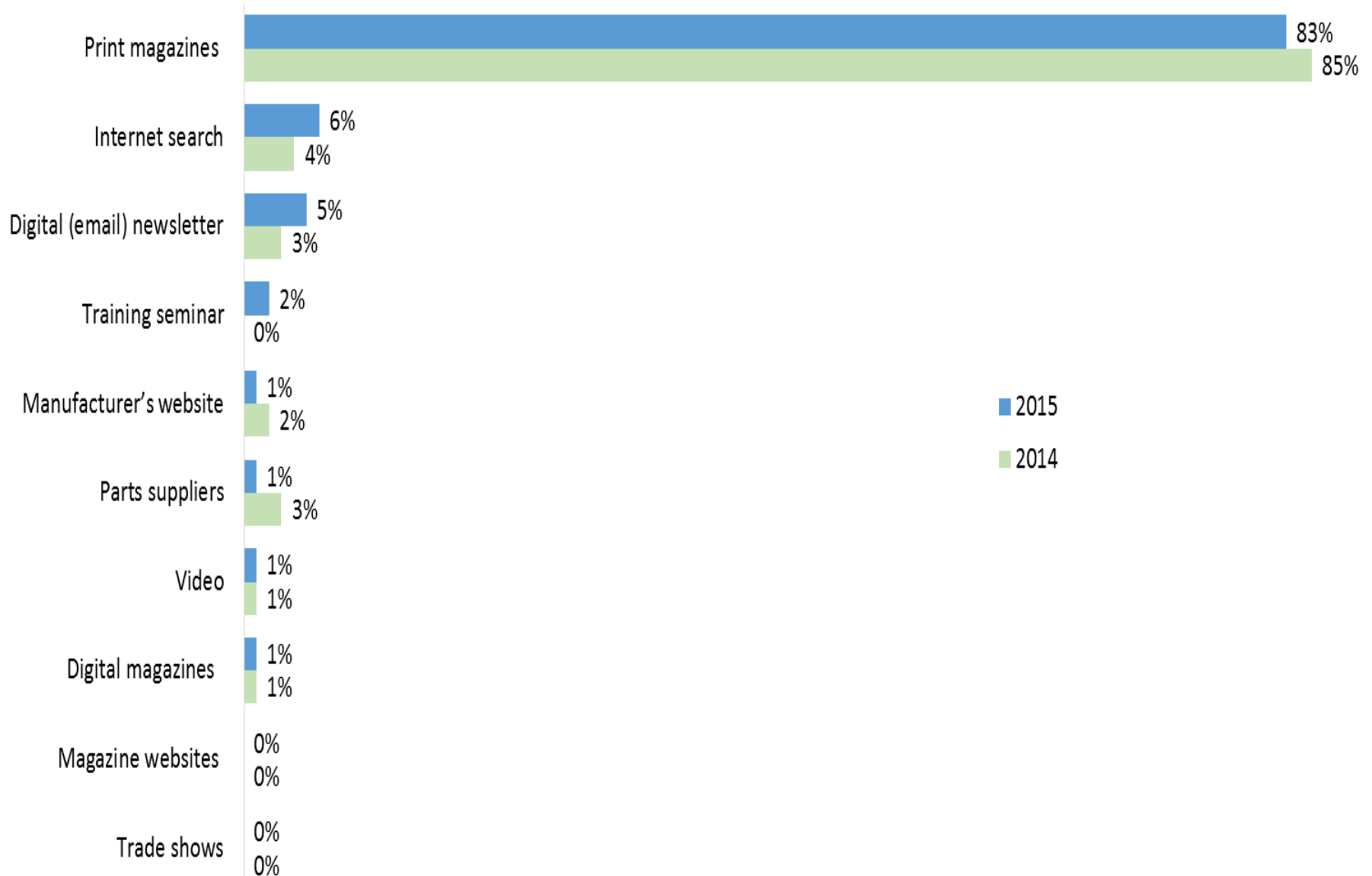
Digital devices used



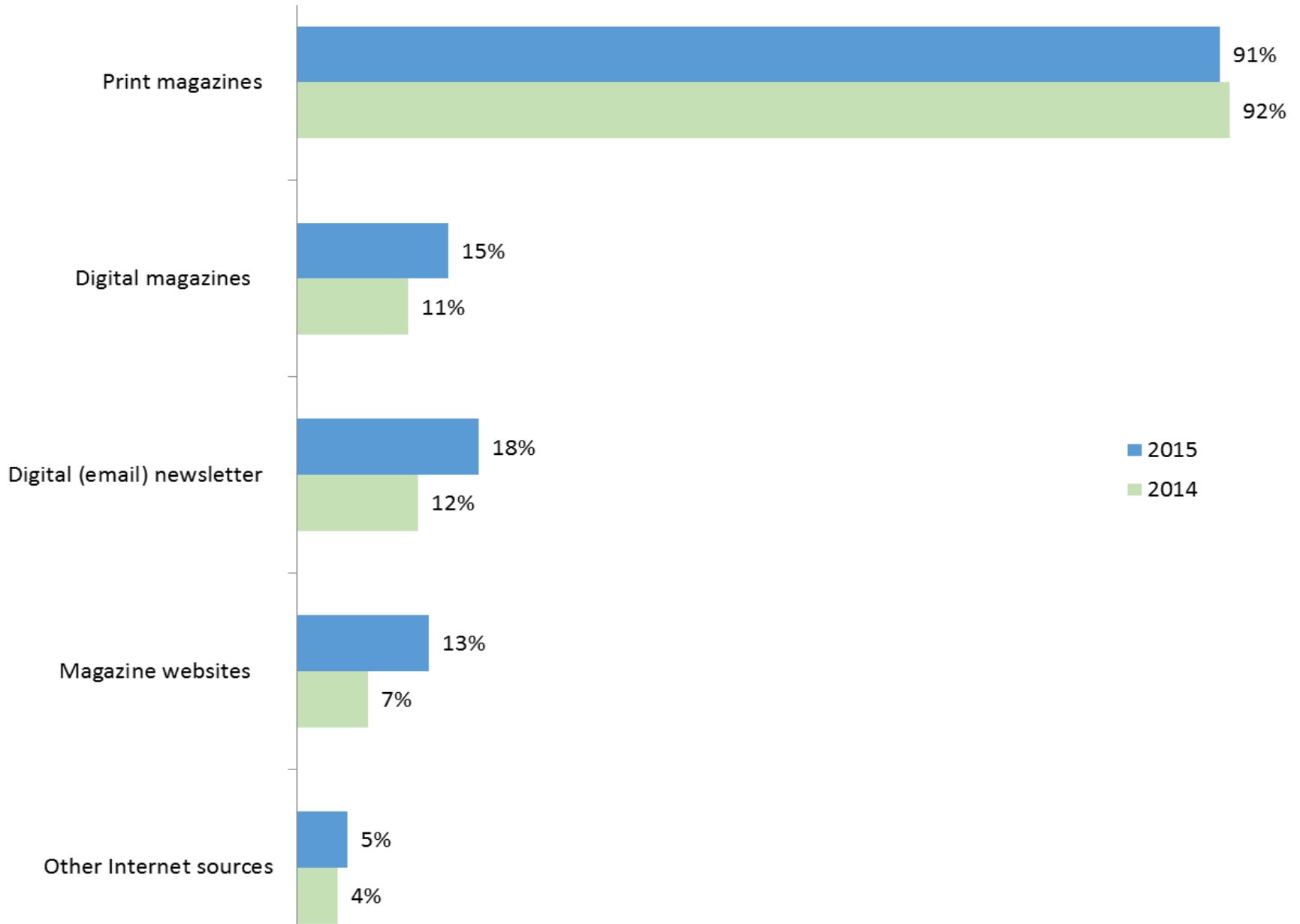
Preferred sources of technical and product information



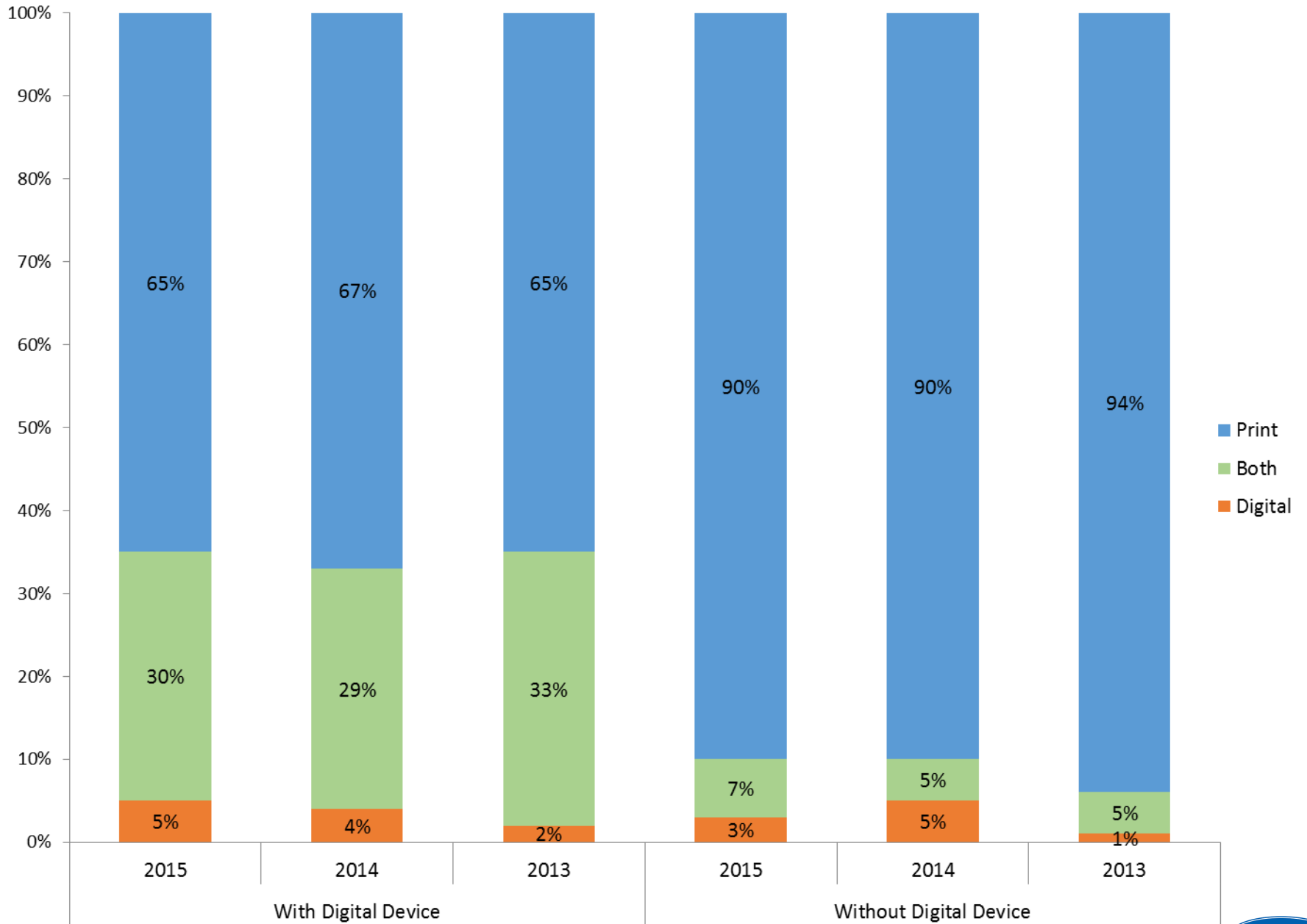
Which is the ONE format that you MOST prefer to receive the information



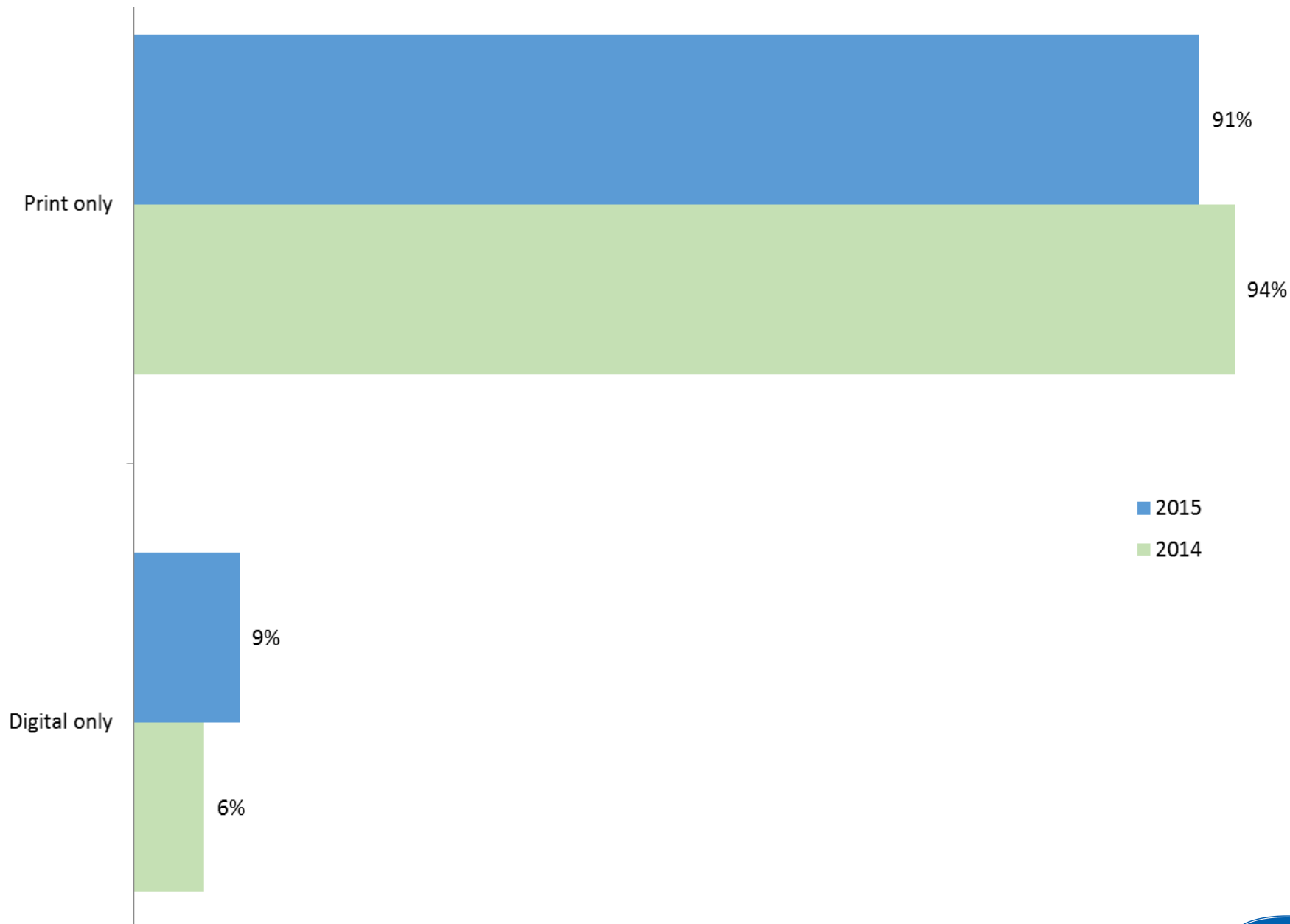
Preferred sources of industry news



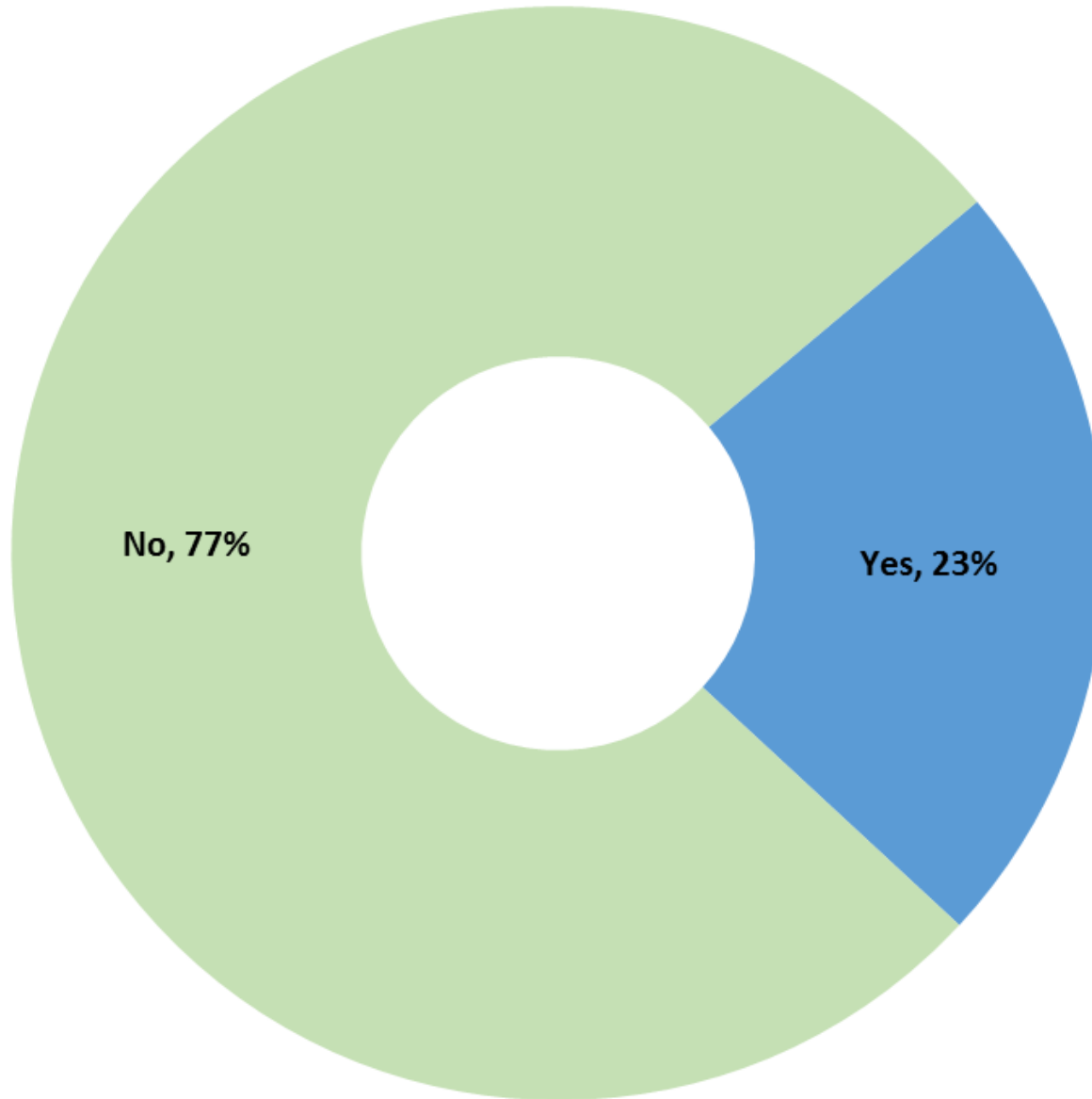
Preference to receive the magazine in:



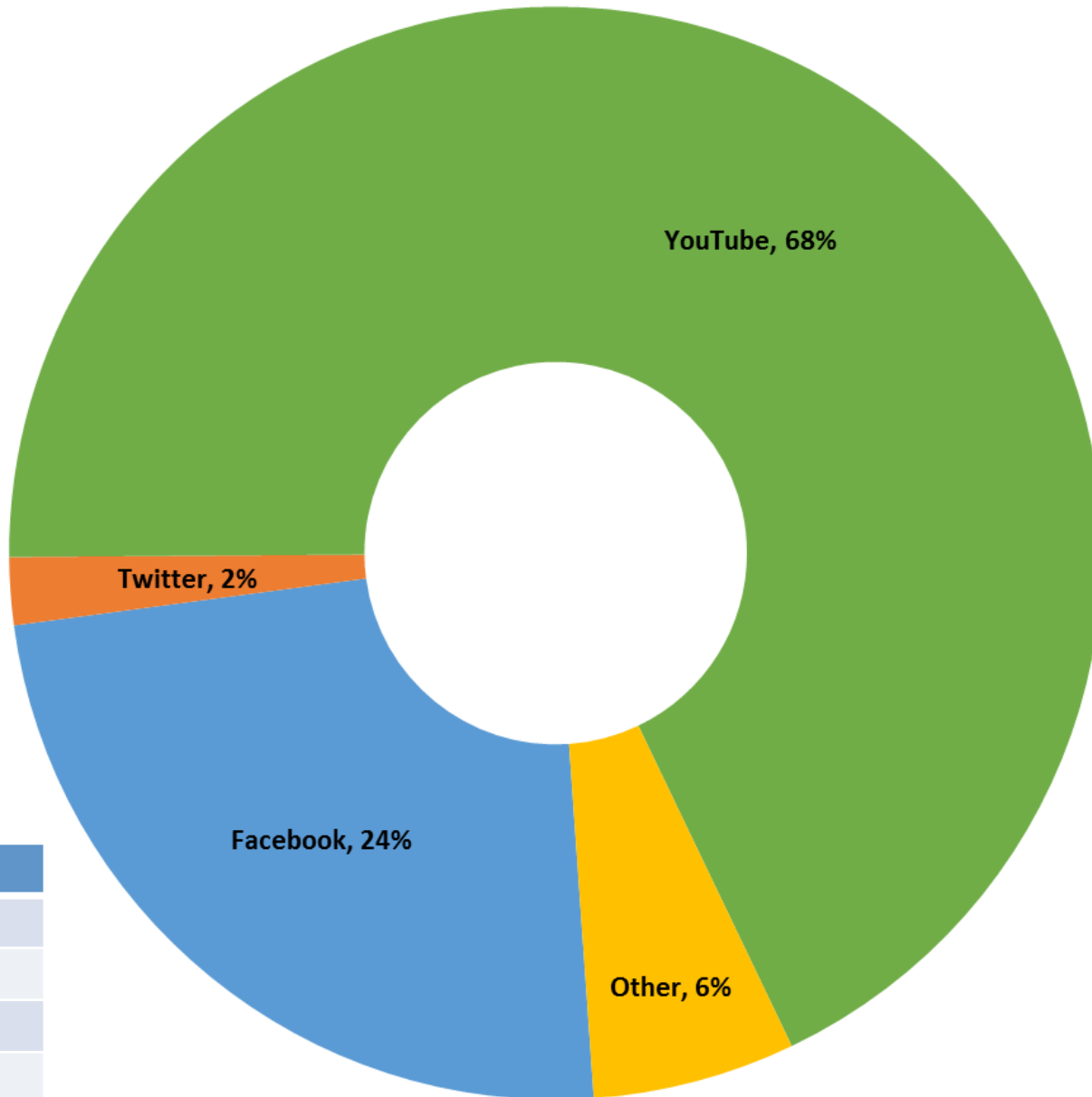
If you could receive only one version of (magazine name), which would you choose?



Do you follow any automotive companies on any Social Media sites like Twitter, Facebook, Google+ ?

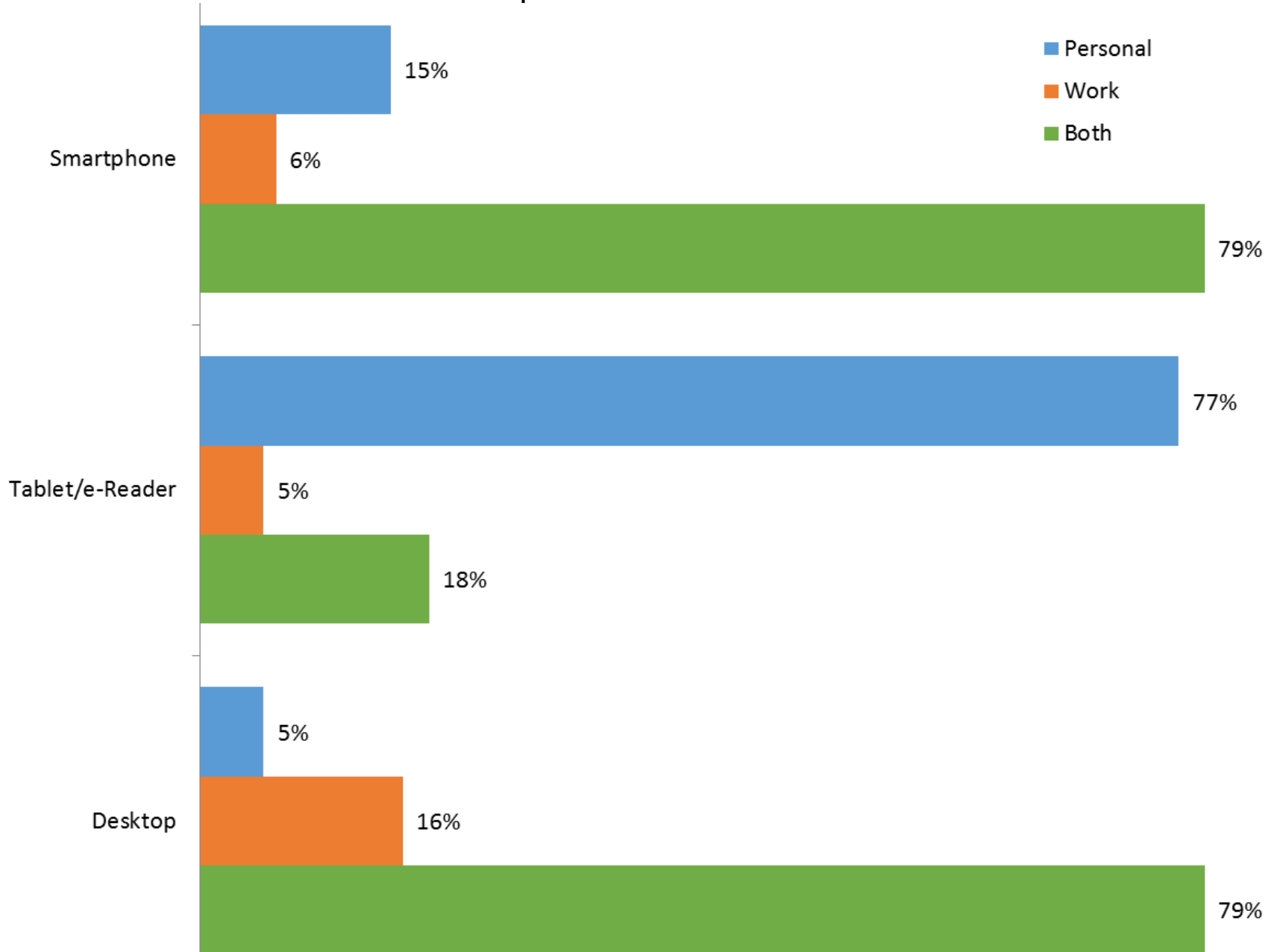


Using social media sites for technical repair information

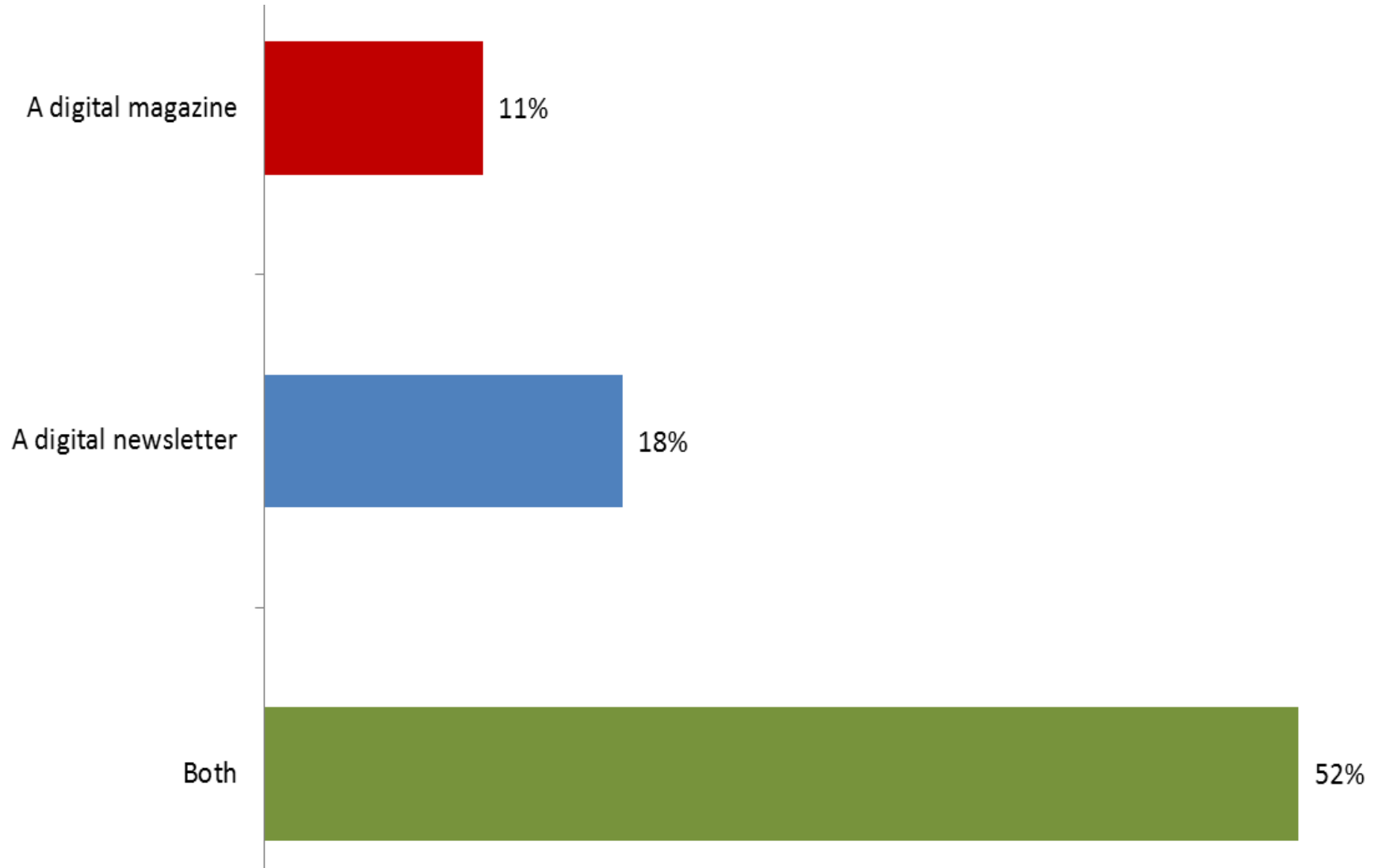


Other Choices Named
Google+
Manufacturers Websites
Forums
LinkedIn

Purposes of devices used

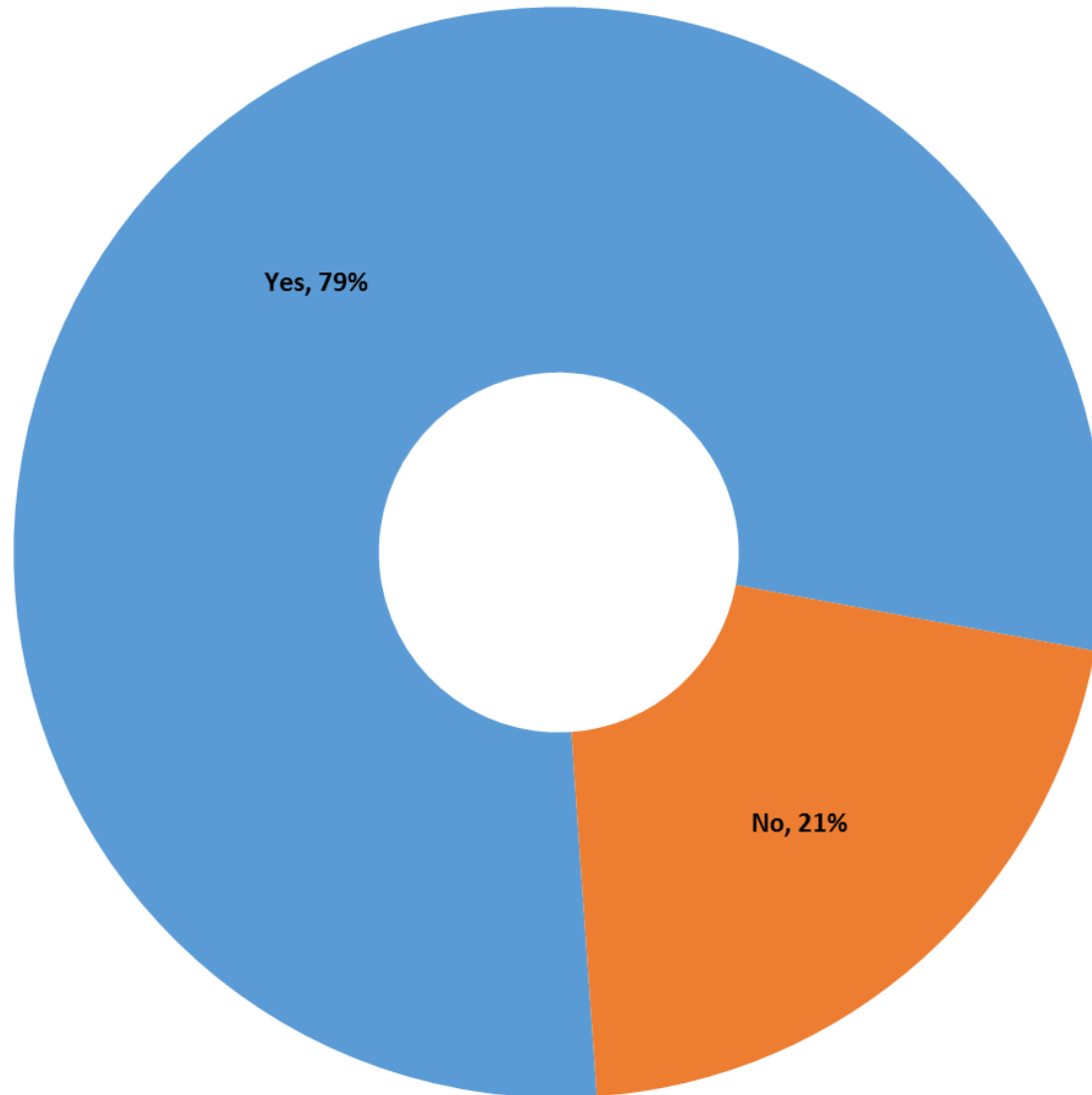


Respondents with a digital device read:



Overall, 81% of those with a digital device will read either a digital magazine or newsletter

Do you visit online video websites (like YouTube, Dailymotion, or Vimeo) to learn more about automotive technical or product information?



Those who said they visit video websites, on average visit at least 7 sites per week.

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Conclusions

- 63% of respondents own a smartphone; 27% own a tablet.
- 64% own a smartphone or a tablet.
- Nearly all respondents prefer to receive technical information and industry news in print, regardless of smart device ownership.
- Those with a smartphone are more inclined to access the digital format of a magazine and spend time with eNewsletters.
- Readers continue to use social media far more for personal and recreational reasons than for business.
- Those with a smart device consistently use video for finding technical information.

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

