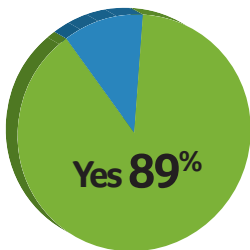
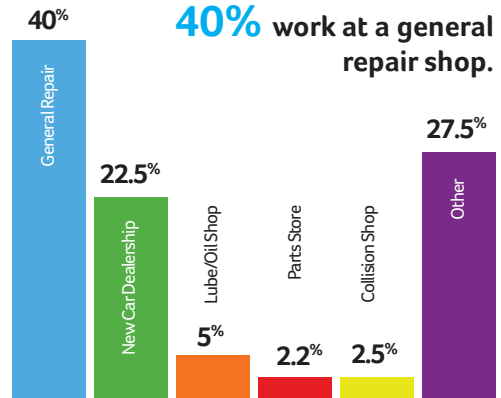


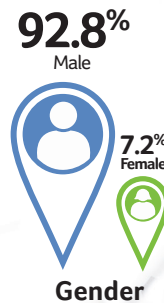
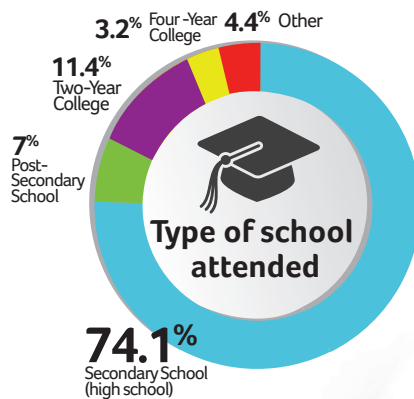
STUDENT FOCUS

Today's automotive technology students are tomorrow's techs. They have a passion for the industry that drives them to succeed. In a recent TT survey of students, we found that the majority of **Tomorrow's Tech** readers do repairs on their own vehicles or those of family and friends. Almost 37% of responders said they spend more than \$600 a year on automotive tools; with 44% spending up to \$200 a year. Our reader is engaged in the industry and eager to seek more information about technology, parts and tools from the magazine as well as online through articles, news and videos.

Of the 29.4% currently employed in auto service while in school, **40%** work at a general repair shop.



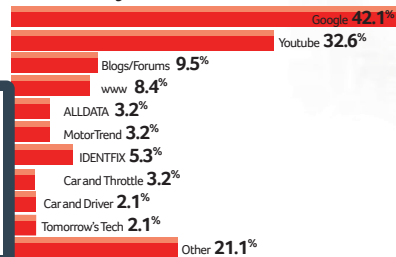
Make repairs to their vehicle and/or family and friends' vehicles



Search online for automotive content

71.4%

Where they search online



Watch or post automotive videos online

78.9%

What sites they watch

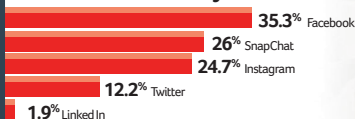


Participate in social media

Yes 69.2%

No 30.8%

Which sites they use



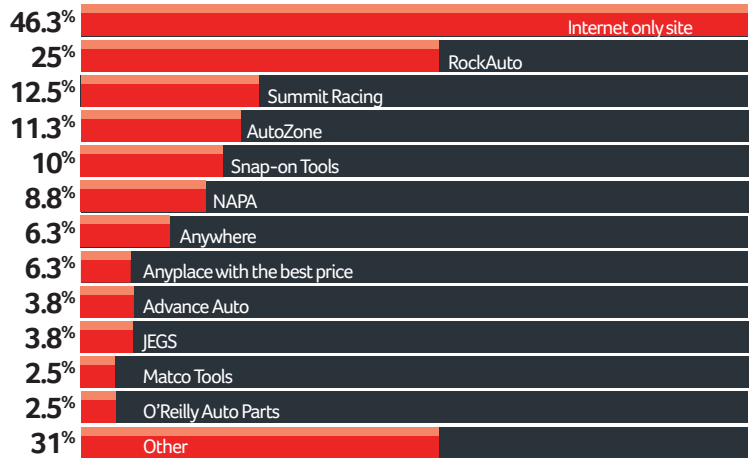
Own a smart phone 97%

STUDENT FOCUS

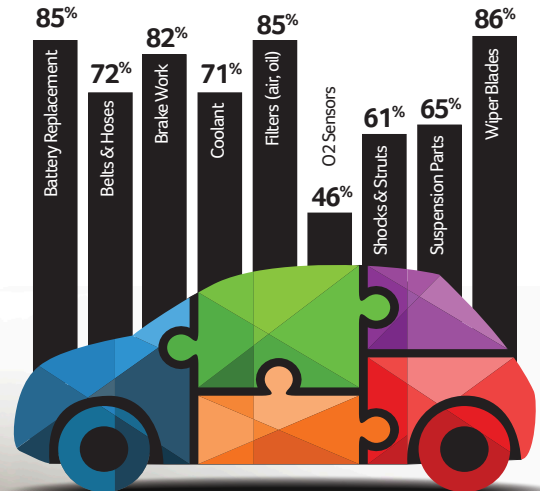


Purchase parts and tools online

Where they purchase parts and tools online



Average amount
spent on tools at
job and/or
school



Repairs made to their vehicle and/or
family and friends' vehicles

