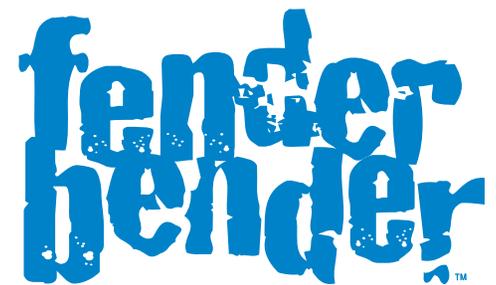


2013
FENDERBENDER
HOW I WORK SURVEY



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PURPOSE

The findings compiled in this report are based on a survey developed by 10 Missions Media, LLC.

Through an email survey of shop owners and/or managers from named records in *FenderBender's* email file, the purpose of this research project was to provide readers with information about the backgrounds, work strategies, management methods and business outlooks of today's collision repair shop leaders.

Specific inquiry areas included:

- Background information including respondent title, shop location, size, annual revenue, employees, business type (MSO, franchise, independent or dealer-owned), and amount of business from insurance company direct repair programs (DRPs)
- Work history, including years in the industry, past positions, family involvement and business acquisition information
- Education, both industry and non-industry related
- Daily work habits, leadership styles, staff management strategies and ways to boost efficiency
- Business plans, including expansion, retirement and succession intentions
- Shop performance, business outlook, and obstacles

METHOD

10 Missions Media, LLC collected the survey sample of 16,303 from named records in *FenderBender's* email file. The file represents collision repair shop owners and/or managers of independent, franchise or dealership shops that are active subscribers to *FenderBender* (or approximately 36% of *FenderBender's* entire 45,100 print circulation) at the time of sample selection.

Data was collected from Aug. 29, 2013 to Sept. 5, 2013. The survey was closed on Sept. 5, 2013 with 381 usable responses—a 2.3% response rate. The goal was not to produce a “scientifically valid” survey, but rather to take a snapshot of a cross-section of today’s collision repair industry leaders. The goal was to have the survey completed by a minimum of 100 shop operators representing facilities in all segments of the industry. Exceeding this yields more quality data.

(Please refer to the Appendix for additional details of the survey method.)