

2013
FENDERBENDER
PERFORMANCE SURVEY



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PURPOSE

The findings compiled in this report are based on a survey developed by 10 Missions Media, LLC and sponsored by Kia Motors America.

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 tracking of key performance indicators (KPIs) in the collision repair industry.

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)
- Whether KPIs are tracked
- Measurements of specific KPIs
- Open-ended questions about reasons for tracking or not tracking KPIs

METHOD

10 Missions Media, LLC collected the survey sample of 3,000 in three separate pools of 500, 1,500 and 1,000 in a systematic, random fashion from named records in *FenderBender's* email file. The file represents about 16,500 collision repair shop owners and/or managers of independent, franchise or dealership shops that are active subscribers of *FenderBender* (or approximately 37% of *FenderBender's* entire 45,100 print circulation) at the time of sample selection.

Data was collected from February 2, 2013 to February 19, 2013. The survey was closed on February 22, 2013 with 127 useable responses—a 4.2% 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. The goal was to have the survey completed by a minimum of 100 shops representing facilities in all segments of the industry.

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