

A dark, high-contrast photograph of a person's hands working on a car engine. The person is using a screwdriver to adjust a component. The background is filled with various engine parts like hoses, belts, and the alternator. The overall tone is professional and technical.

RW

2021

READERSHIP STUDY

METHODOLOGY

The Ratchet+Wrench Readership Study was conducted June 29 - July 14, 2021. The sample for this online survey was systematically selected from the qualified circulation of *Ratchet+Wrench*, and findings in this report are based off the input from 251 survey participants.





Q1

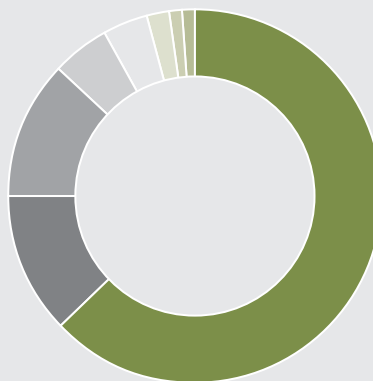
Do you read *Ratchet+Wrench*?

98%
**OF THE
INDUSTRY READS
*RATCHET+WRENCH***

Q2

If all of the following publications arrived on the same day, which one would you read first?

***RATCHET+WRENCH* IS PICKED UP FIRST
WHEN COMPARED TO OTHER INDUSTRY
PUBLICATIONS**



- *Ratchet+Wrench* 63%
- *Motor Age* 12%
- *Shop Owner* 12%
- *PTEN* 5%
- *Gears* 4%
- *Tech Shop* 2%
- *Import Car* 1%
- Other 1%

Q3

On a scale of 1 (poor) to 5 (excellent), how do you rate *Ratchet+Wrench* overall?

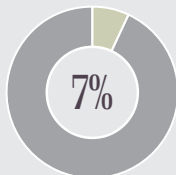
91% OF REPAIRERS RATE *RATCHET+WRENCH* TO BE 4 OR 5 OUT OF 5 STARS



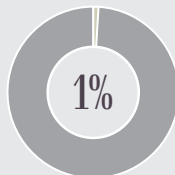
★★★★★



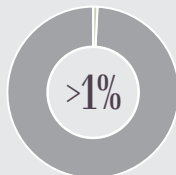
★★★★



★★★



★★

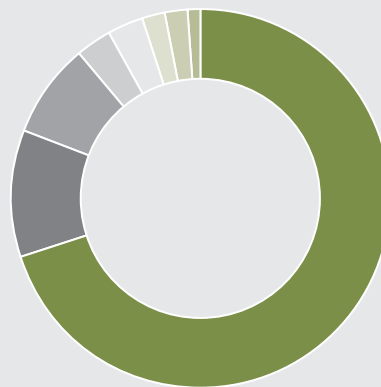


★

Q4

Which of these trade publications do you believe to be the most interesting and/or informative?

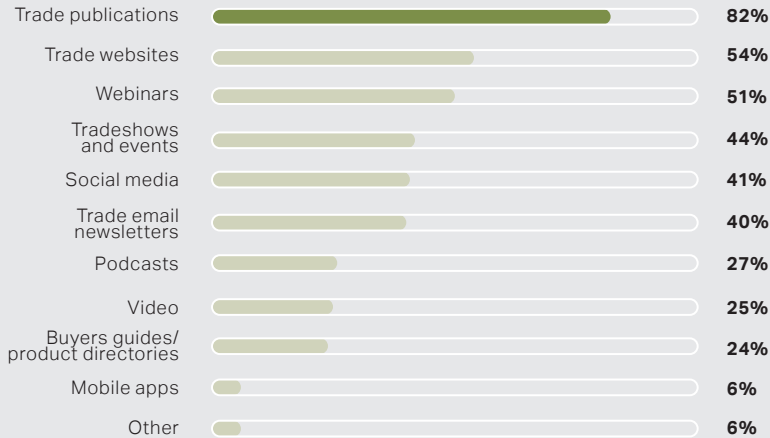
REPAIRERS BELIEVE *RATCHET+WRENCH* TO BE THE MOST INFORMATIVE INDUSTRY PUBLICATION



- *Ratchet+Wrench* 70%
- *Motor Age* 11%
- *Shop Owner* 8%
- *PTEN* 3%
- Other 3%
- *Gears* 2%
- *Tech Shop* 2%
- *Import Car* 1%

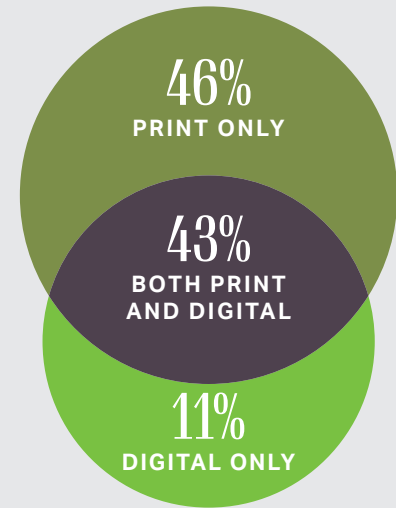
Q5 How do you keep informed on the industry?

82% OF READERS USE TRADE PUBLICATIONS TO STAY INFORMED ON THE INDUSTRY



Q6 How do you read your issue of *Ratchet+Wrench*?

RATCHET+WRENCH IS READ IN A VARIETY OF FORMATS



Q7

How much do you read or look through a typical issue of *Ratchet+Wrench*?

92% OF REPAIRERS READ AT LEAST HALF OF A TYPICAL ISSUE



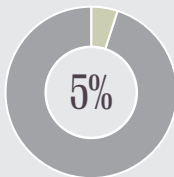
Read the whole issue



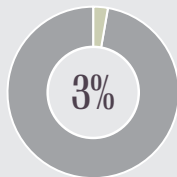
Read 3/4



Read 1/2



Read 1/4



Skim over it

Q8

How much influence has *Ratchet+Wrench* had on your business?

96% OF REPAIRERS SAID *RATCHET+WRENCH* HAS INFLUENCED THEIR SHOP



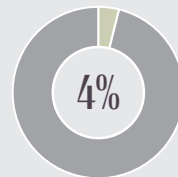
Substantial influence



Some influence



Limited influence



No influence

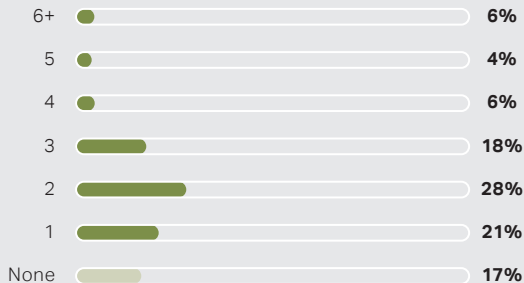


Q9

On average, how many people besides you read or look through your copy of *Ratchet+Wrench*?

83%

OF READERS PASS
RATCHET+WRENCH ALONG TO
AT LEAST ONE OTHER PERSON



Q10

Are your copies of *Ratchet+Wrench* usually saved for reference?

69%

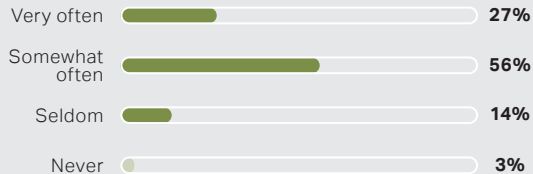
OF READERS SAVE
RATCHET+WRENCH
FOR FUTURE
REFERENCE/USE

Q11

How often do you find that advertisements in *Ratchet+Wrench* help you stay informed about new products and services?

97%

OF READERS SAY ADS HELP KEEP THEM INFORMED ABOUT NEW PRODUCTS AND SERVICES



Q12

In the past year, what actions have you taken as a result of seeing advertisements in *Ratchet+Wrench*?

84% OF READERS HAVE TAKEN ACTION FROM ADS IN THE LAST 12 MONTHS

Visited an advertiser's website



54%

Inquired about product with distributor



38%

Purchased a product or service



29%

Sought information on social media



18%

Sought feedback from a peer



16%

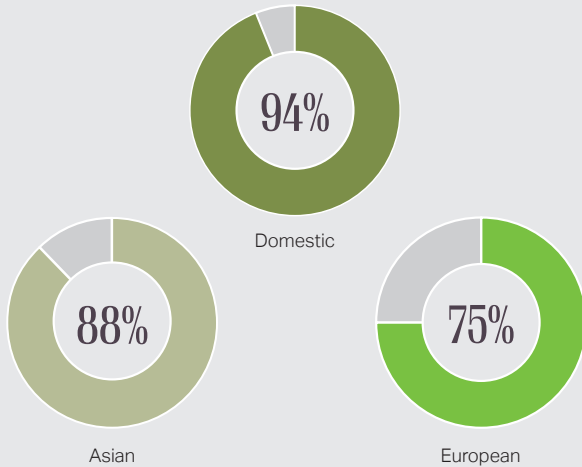
Called an advertiser's phone number



15%

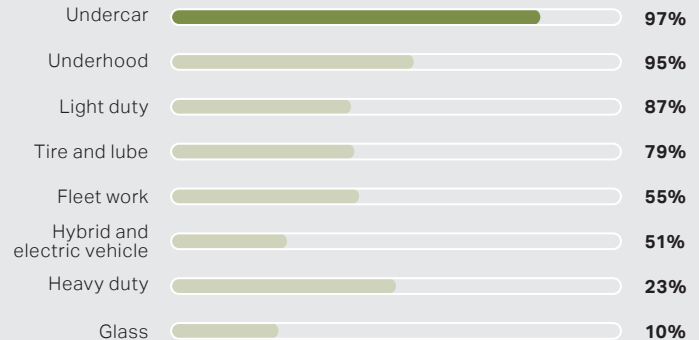
Q13 What types of vehicles does your shop service?

REPAIRERS SERVICE ALL TYPES OF VEHICLES...



Q14 What type of repair does your shop perform?

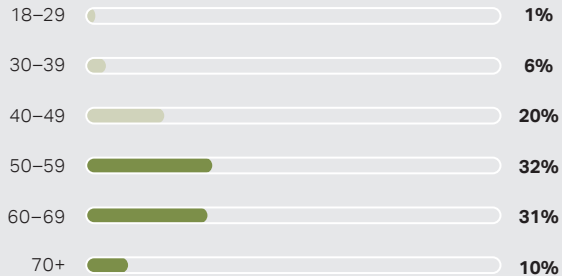
...AND PERFORM A VARIETY OF REPAIRS



Q15 Which of the following best represents your age?

73%

**OF READERS ARE AT
LEAST 50 YEARS OF AGE**



Q16 How many employees work in your shop?

81%

**OF SHOPS HAVE AT LEAST
THREE EMPLOYEES**



1-2
19%



3-4
27%



5-6
18%



7-8
12%



9-10
10%

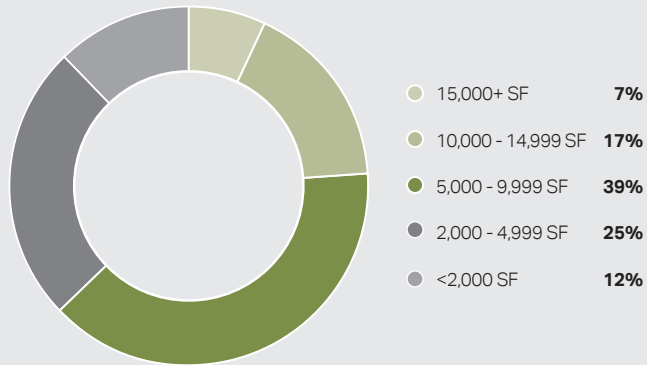


11+
14%

Q17

What is the total square footage of your shop?

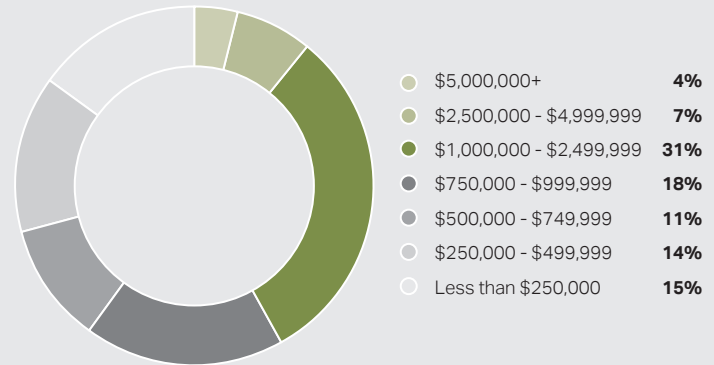
63% OF REPAIR SHOPS ARE 5,000 SQUARE FEET OR LARGER




Q18

What is the yearly total sales volume at your shop?
(If you own multiple shops, use the average)

71% OF READERS GENERATE AN ANNUAL REVENUE OF \$500,000 OR MORE IN YEARLY SALES VOLUME





Testimonials

"Ratchet+Wrench is an excellent resource for all of our departments and leadership levels. Ratchet+Wrench provides superior insights into other shops and their challenges and victories in their journey towards excellence."

John Miller, *Marketing Director*,
Fifth Gear Automotive, Lewisville, TX

"I always read my Ratchet+Wrench as soon as it comes out, both in print and online. I see shop owners that I know, shops that give me ideas for my shop, and useful products/services."

Barry Lindblom, *Owner*,
Meyers Automotive Service, Sturgis, MI

"Ratchet+Wrench is a very informative publication. I look forward to receiving it every month and always read it cover to cover. It's a very relevant trade journal and a must-read for anybody in our great industry."

Mike Nicholson, *Owner*,
Buck's Automotive Service Center, Tucson, AZ

"Ratchet+Wrench always has relevant and important information to improve my business. R+W gives insight into the industry and ideas to implement to improve our customer experience and our bottom line."

Jim Heim, *General Manager*,
Tuffy Auto Service Center, Loves Park, IL

"Ratchet+Wrench and sister publication FenderBender are my first choice for industry news and feature articles that I use for my continuing education. Thanks for a great publication."

John Gustafson, *President*,
Gustafson Brothers, Huntington Beach, CA

"I have been reading Ratchet+Wrench magazine for over 5 years. I believe it has been instrumental in helping me stay up to speed with changes in our industry and with the growth of our company. I also really like the shop highlighted each month, it's motivational."

Alex Peavy, *Owner*,
Cobb's Corner Inc., Waycross, GA
