



THE NO.1 MAGAZINE FOR AUTOMOTIVE INFORMATION

# READER ATTITUDE SURVEY 2012

## What our readers say about us...

"Aftermarket is my number one source of information for the latest equipment, legislation, trade news, technical articles and issues affecting the independent garage – I love it."

– **Stephen Reynolds, Reynolds of Selby**

"Many thanks for the best trade magazine out"

– **Andy Hayton, Barugh Green Garage**

"I enjoy receiving Aftermarket (and the e-bulletins) as they are aimed directly at the independent repairing sector of the motor trade, the articles are informative and address current issues that affect my business without the overdressed 'fill' that other publications sometimes have. The advertising that Aftermarket displays is of immediate interest as well."

– **John Tullett, Auto-car repairs, West Dulwich**

"Keep up the good work with the magazine, it's always a good read"

– **Chris Fox of Forest Road Garage, Guernsey**

"Just to say thank you for the fantastic AC Delco impact wrench that I won in the October competition. It will be much used and appreciated!  
I always find the magazine interesting and informative but this is a real bonus."

– **Tony Grevett, Tune up, Crawley**

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## RESEARCH METHODOLOGY

In September 2012, email research was conducted amongst 2,000 readers of Aftermarket, randomly selected within demographic parameters, from a database maintained for the publisher by an external company.

A prize was offered to three readers drawn at random after the closing date.

680 completed questionnaires were returned before the closing date and analysed, representing a response rate of 34%.

Universe: 30,239 circulation of Aftermarket

Sample frame: 2,000 randomly selected from the circulation of Aftermarket

Response level: 34%

## KEY FINDINGS - AFTERMARKET SPECIFIC

**100%** of respondents receive their own copy of Aftermarket regularly

**98.5%** of readers surveyed read or look at more than half of Aftermarket

**84.2%** of respondents either keep their copy of Aftermarket for future reference or pass it on to a colleague

**3.4** is the average pass-on readership readers per copy

**84.1%** of the total pass-on readership are mechanics / technicians

**41.9%** of readers surveyed use Aftermarket's free reader enquiry service to find out more

**86%** of readers surveyed find the Products section to be particularly useful to their businesses

**87.1%** of readers surveyed purchase items they found out about in Aftermarket

**72.1%** of readers use Aftermarket magazine when making a buying decision

Readers are choosing to keep Aftermarket for their own future reference or pass to colleague underlining its information value.

**86% of respondents say that the new product section is of particular interest**

## KEY FINDINGS - MARKET SPECIFIC

Readers have expressed a growing interest in the business section (up by **6.6%** on the 2010 Reader Survey)

**99.9%** of our researched sample uses the internet to source industry information

**40.6%** of readers will make direct contact with a company after finding out about a product in Aftermarket magazine

**86.2%** of readers have access to the internet at work

When asked which other trade titles they receive, only one title was received by more than **30%** of respondents. **19.3%** of readers receive no other trade titles. **100%** receive Aftermarket.

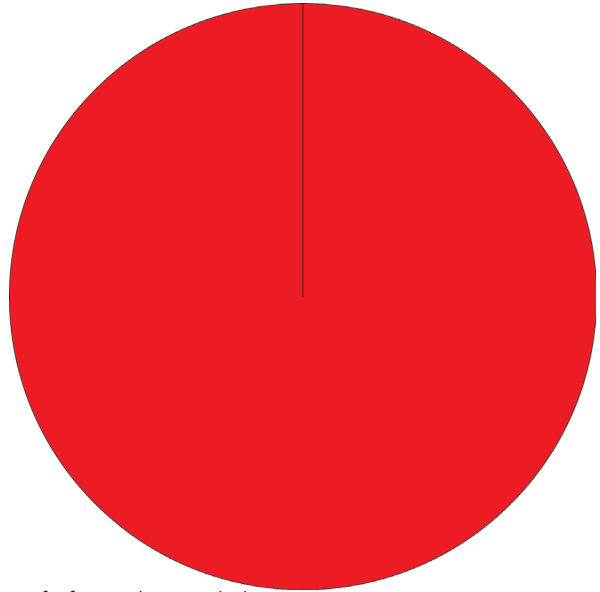
[www.aftermarketonline.net](http://www.aftermarketonline.net)

## QUESTION 1

Do you receive your own copy of Aftermarket regularly?

**YES 100%**

**NO 0%**



As would be expected, **100%** of respondents receive their own copy of Aftermarket regularly.

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## QUESTION 2

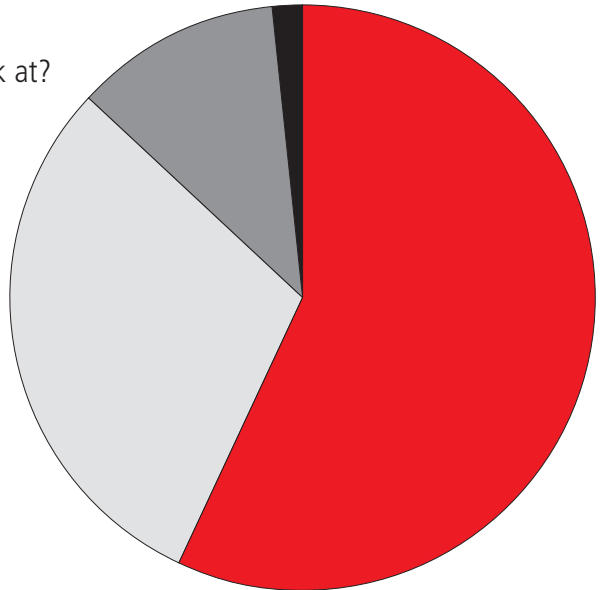
How much of the magazine do you normally read / look at?

**All of it 57%**

**At least 75% of it 30%**

**At least 50% of it 11.5%**

**Less than 50% of it 1.5%**



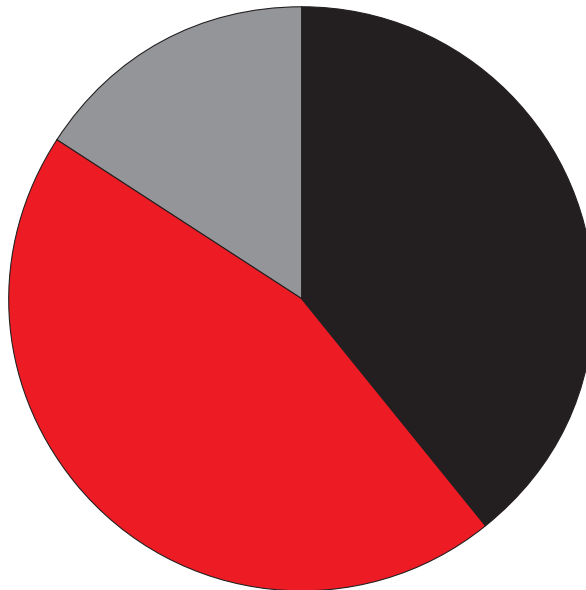
**98.5%** of respondents look or read at least 50% of each issue of Aftermarket.

### QUESTION 3

After reading Aftermarket do you pass it to a colleague, keep it for future reference or discard it?

<b>Keep for future reference</b>	<b>39.2%</b>
<b>Pass to a colleague</b>	<b>45%</b>
<b>Discard it</b>	<b>15.8%</b>

**84.2%** of respondents either keep their copy of Aftermarket for future reference or pass it to a colleague.



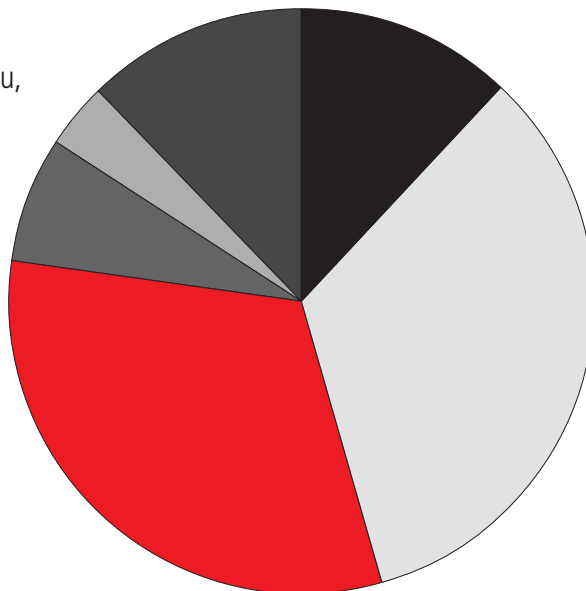
### QUESTION 4

If passed to a colleague, how many people, other than you, see your copy of Aftermarket?

<b>1</b>	<b>12%</b>
<b>2</b>	<b>33.7%</b>
<b>3</b>	<b>31.6%</b>
<b>4</b>	<b>7.1%</b>
<b>5</b>	<b>3.5%</b>
<b>6+</b>	<b>12.1%</b>

The average pass-on readership is **3.4**

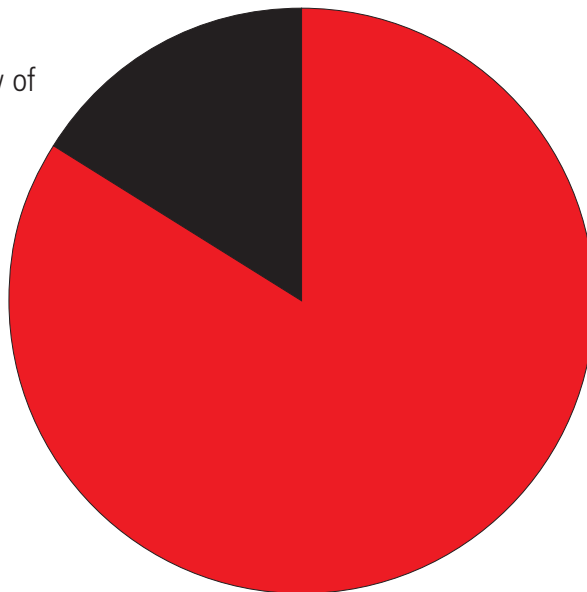
The total readership is therefore estimated at over 100,000. This is in line with the increase in readers choosing to keep Aftermarket for future reference.



## QUESTION 5

What percentage of your colleagues, who see your copy of Aftermarket, are mechanics / technicians?

<b>Mechanics / technicians</b>	<b>84.1%</b>
<b>Other job function</b>	<b>15.9%</b>



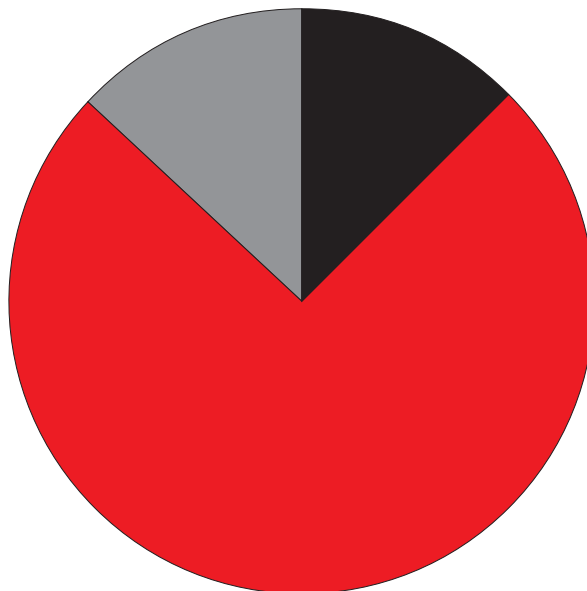
84.1% of the total pass-on readership are mechanics / technicians.

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## QUESTION 6

How often do you purchase items you found out about in Aftermarket?

<b>Often</b>	<b>12.6%</b>
<b>Sometimes</b>	<b>74.5%</b>
<b>Never</b>	<b>12.9%</b>



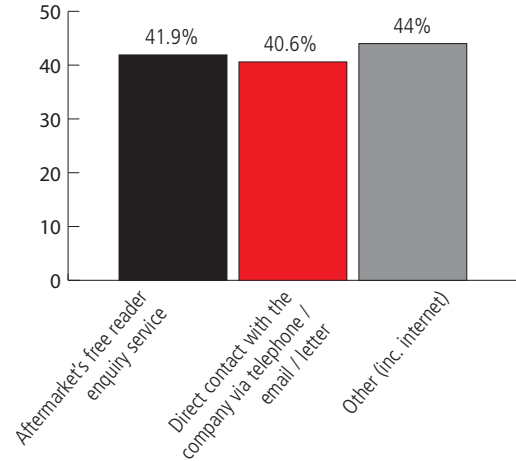
87.1% of readers surveyed purchase items that they found out about in Aftermarket.



## QUESTION 7

How do you find out more about an item in Aftermarket, which of these methods do you use?

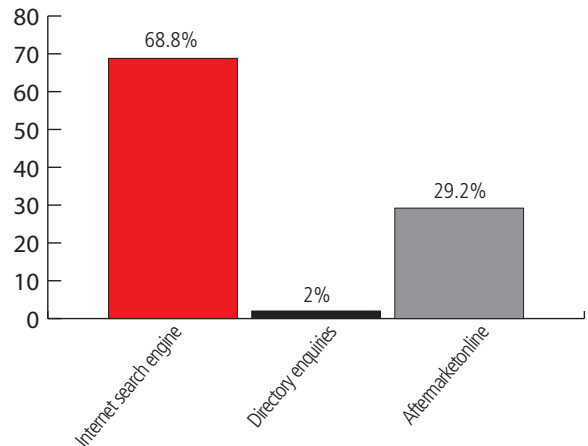
<b>Aftermarket's free reader enquiry service</b>	<b>41.9%</b>
<b>Direct contact with the company via telephone / email / letter</b>	<b>40.6%</b>
<b>Other (inc. internet)</b>	<b>44%</b>



## QUESTION 8

If you make direct contact with the company, how do you find the right contact information?

<b>Internet search engine</b>	<b>68.8%</b>
<b>Directory enquiries</b>	<b>2%</b>
<b>Aftermarketonline.net</b>	<b>29.2%</b>

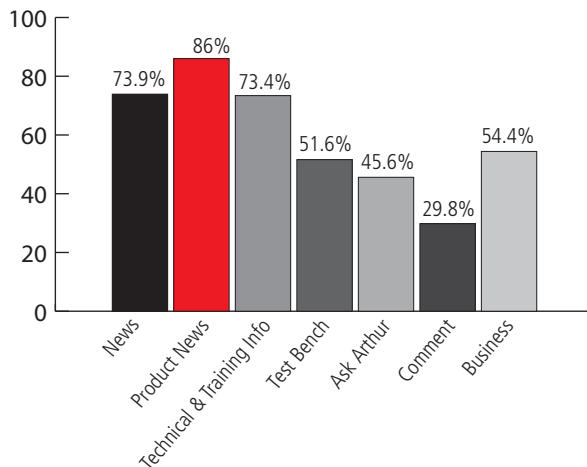


Over half of direct enquiries (**68.8%**) use contact details found online, either from a search engine or from the Aftermarketonline.net website.

## QUESTION 9

Which of Aftermarket's sections do you find particularly interesting and/or useful to your business?

<b>News</b>	<b>73.9%</b>
<b>Product News</b>	<b>86%</b>
<b>Technical &amp; Training Info</b>	<b>73.4%</b>
<b>Test Bench</b>	<b>51.6%</b>
<b>Ask Arthur</b>	<b>45.6%</b>
<b>Comment</b>	<b>29.8%</b>
<b>Business</b>	<b>54.4%</b>

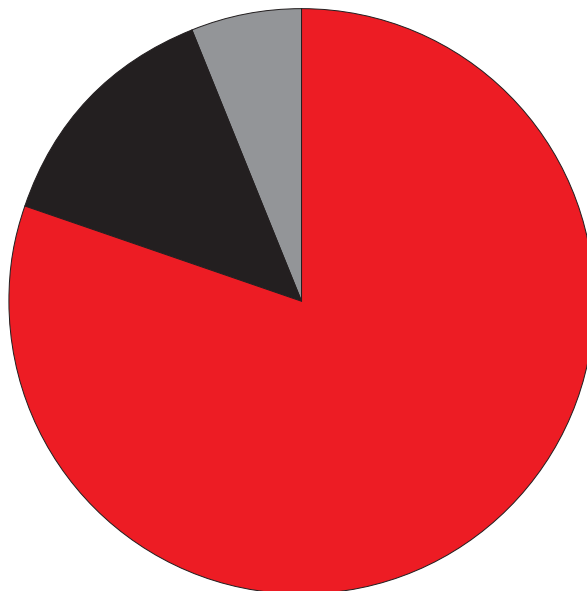


**86%** of readers surveyed say that Product News is of particular interest and/or useful to their businesses, followed by news, with **73.9%**. Interest in business articles is up **6.6%**

## QUESTION 10

Do you have access to the internet?

<b>At home and work</b>	<b>80.3%</b>
<b>Home only</b>	<b>13.8%</b>
<b>Work only</b>	<b>5.9%</b>

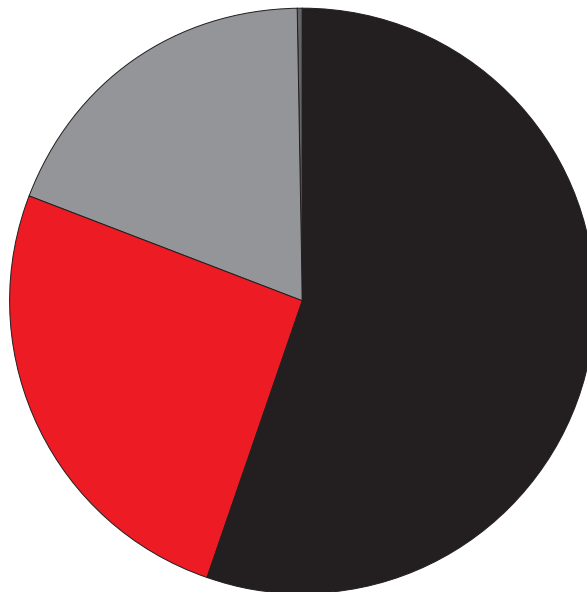


**86.2%** of readers have internet access at work.

## QUESTION 11

If you have access to the internet, do you use it to source industry information?

<b>Very often</b>	<b>55.4%</b>
<b>Often</b>	<b>25.5%</b>
<b>Sometimes</b>	<b>19%</b>
<b>Never</b>	<b>0.1%</b>



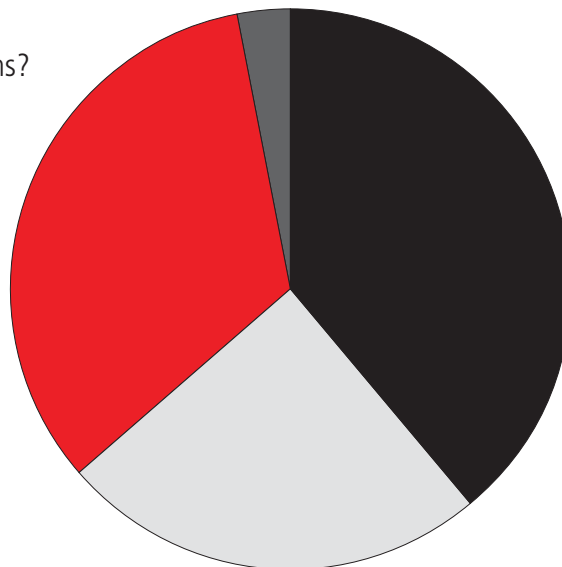
Overall, **99.9%** of our researched sample use the internet to source industry information.

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## QUESTION 12

Does the internet play a role in your purchasing decisions?

<b>Very often</b>	<b>38.9%</b>
<b>Often</b>	<b>24.9%</b>
<b>Sometimes</b>	<b>33.3%</b>
<b>Never</b>	<b>2.9%</b>

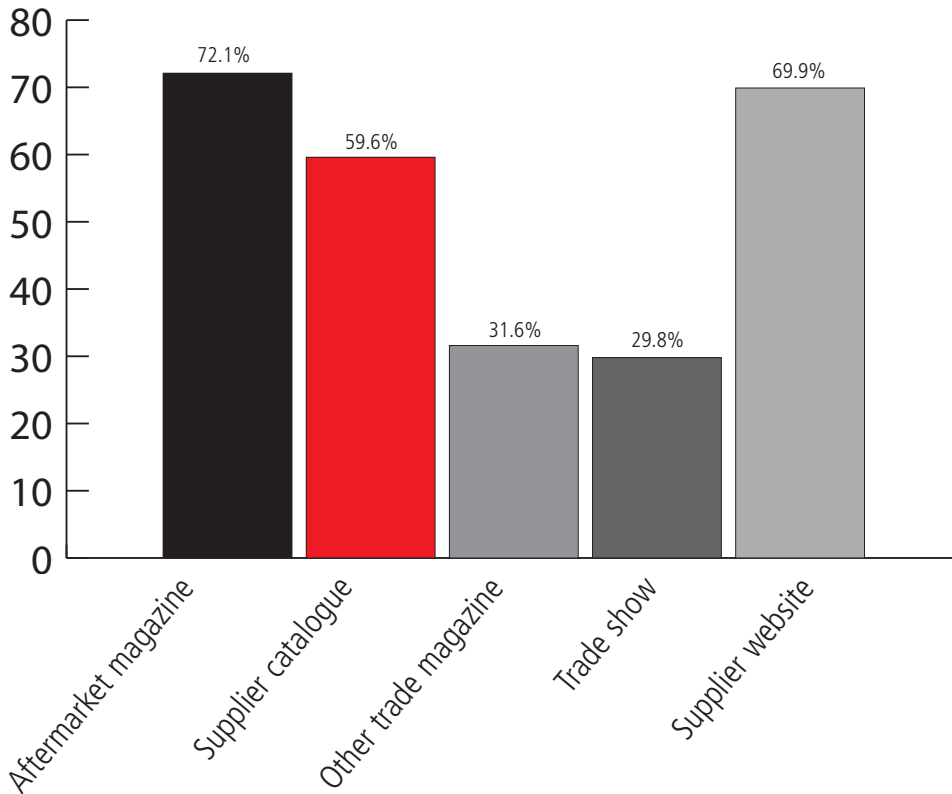


Overall, **97.1%** of readers with internet access say the internet plays a role in their purchasing decisions.

### QUESTION 13

Which of the following do you use when deciding on a parts, equipment or business service purchase?

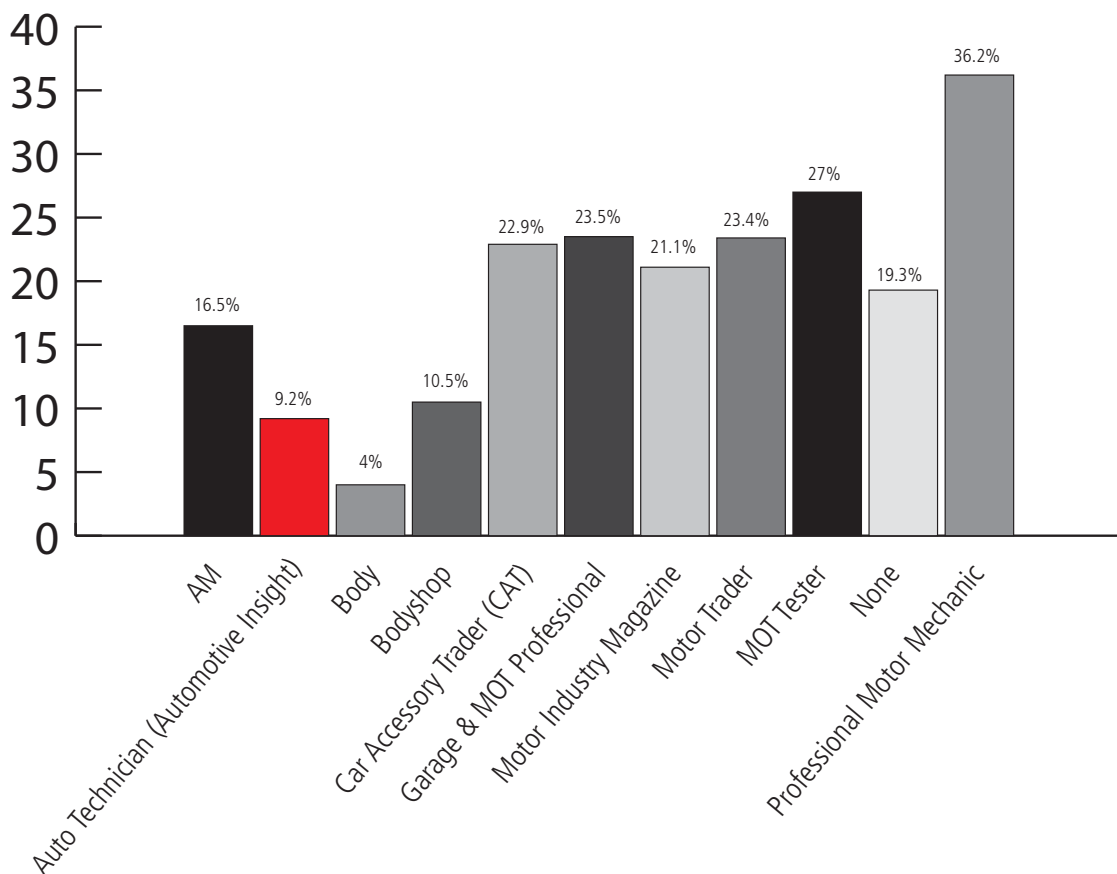
<b>Aftermarket magazine</b>	<b>72.1%</b>
<b>Supplier catalogue</b>	<b>59.6%</b>
<b>Other trade magazine</b>	<b>31.6%</b>
<b>Trade show</b>	<b>29.8%</b>
<b>Supplier website</b>	<b>69.9%</b>



**72.1%** of respondents use Aftermarket magazine when deciding on a purchase.

## QUESTION 14

Apart from Aftermarket, which trade titles do you receive?



**19.3%** of readers receive **only** Aftermarket magazine.

\*All respondents receive Aftermarket, see Question 1

## Business activity of respondents

Garage / repair & service	89.7%
Tyre / battery / exhaust / fast fit	34%
New car / van franchise	19.1%
Body / crash repair / refinish	12.7%
Wholesale distributor / factor / cash 'n' carry	10.3%

**Total business activities = more than 100% due to multi function establishments**

## Profile\* of recipients of research questionnaire

Proprietor / owner / partner	64.1%
Managing director	5.3%
Director / general manager	4.1%
Service manager	16.3%
Parts / stores / purchasing manager	8.3%
Body shop manager	1.1%
Other	0.8%

\*Job titles were not requested for data input purposes on the research questionnaire. The above is an analysis of the demographics of the research sample of 2,000 Aftermarket readers emailed.

[www.aftermarketonline.net](http://www.aftermarketonline.net)

## **Aftermarket magazine - it's as easy as 1, 2, 3**

The thirst for technical information generated by the aftermarket - which is worth billions of pounds each year - has resulted in a number of new or re-launched trade titles in the marketplace. How to choose which title to use? It's as simple as 1,2,3:

- 1. AUTHORITY**
- 2. BUYING POWER**
- 3. CIRCULATION**

## **Aftermarket - The magazine that demands to be read**

Its simple format presents new products, news, training and technology in a highly readable way, giving the reader plenty of reasons to stop, enjoy, learn and make contact to find out more.

### **1. AUTHORITY**

Market leader, with a 20-year pedigree. Written for the benefit of its readers by dedicated Aftermarket specialists. Qualities to match your brand: professional, dynamic and highly respected.

### **2. BUYING POWER**

100% of readers have buying / specifying authority. Aftermarket generates thousands of sales leads every year with 87.1% of readers purchase items they found out about in Aftermarket.

### **3. CIRCULATION**

30,239 - Audit Bureau of Circulations (ABC) audited controlled free circulation, with over 77% of copies requested by readers and all contacts refreshed or registered within 0-3 years.

That's not all. We have a range of flexible opportunities for you to tailor your marketing campaign. See our media pack for details and telephone +44 (0) 1634 261 262 to discuss your requirements. We look forward to hearing from you!

**“Matching the advertiser to the reader involves knowing the sales objectives of the first and the buying interests of the second”**



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