



Industry Survey 2024

Monday, June 03, 2024



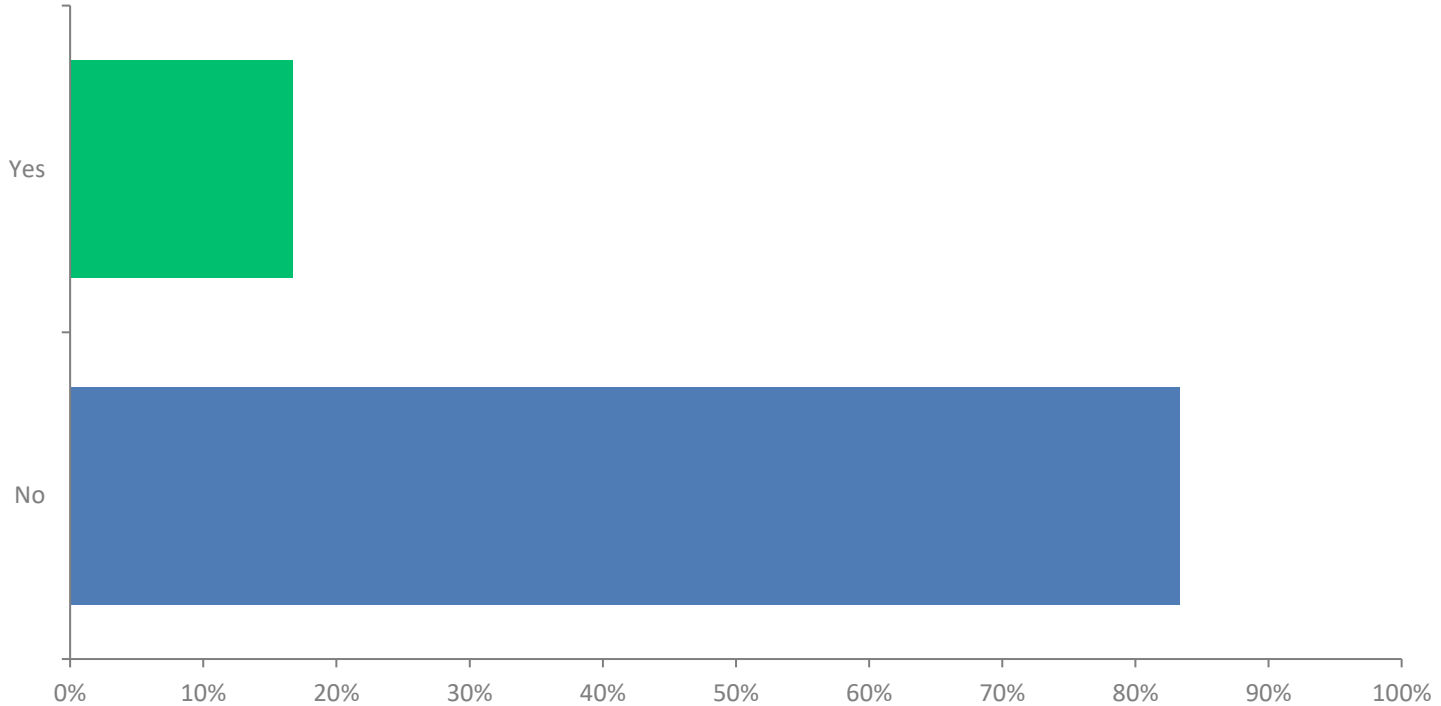
Q1: What are your collision facility's annual sales?

Answered: 66 Skipped: 0

Average Annual Sales / Shop	\$3,500,000
Total from Survey	\$230,000,000

Q2: Are you part of an MSO (multi store operation)?

Answered: 66 Skipped: 0





Q3: Admin Staff VS Production Staff

Answered: 66 Skipped: 0

Admin / Shop	3.7
Admin Total	246
Production / Shop	6.5
Production Total	425
Production to Admin Ratio	1.7 : 1

Q5: Journeyman VS Apprentice Ratio. Consider both ICAR platinum techs and Red Seal as journeymen. (Paint & Body combined)

Answered: 66 Skipped: 0



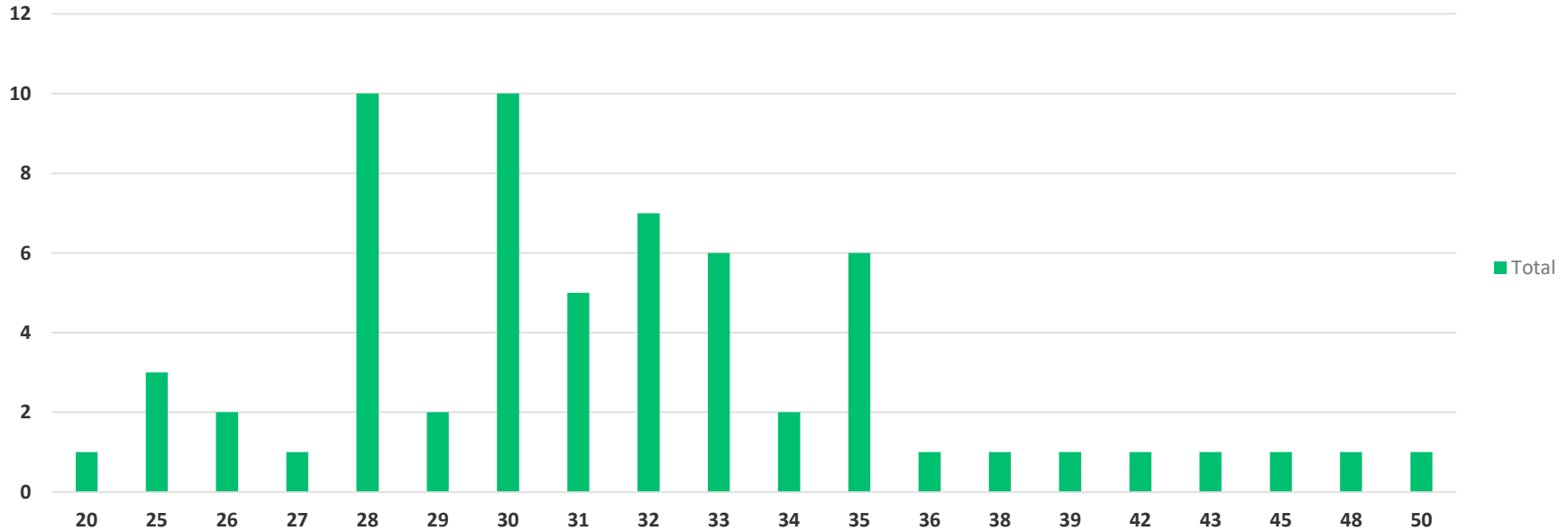
Journeyman / Shop	3.5
Journeyman Total	228
Apprentice / Shop	1
Apprentice Total	65
Journeyman to Apprenctice Ratio	3.5 : 1



Q7: What do you pay your journeyman body techs per hour?

Answered: 65 Skipped: 1

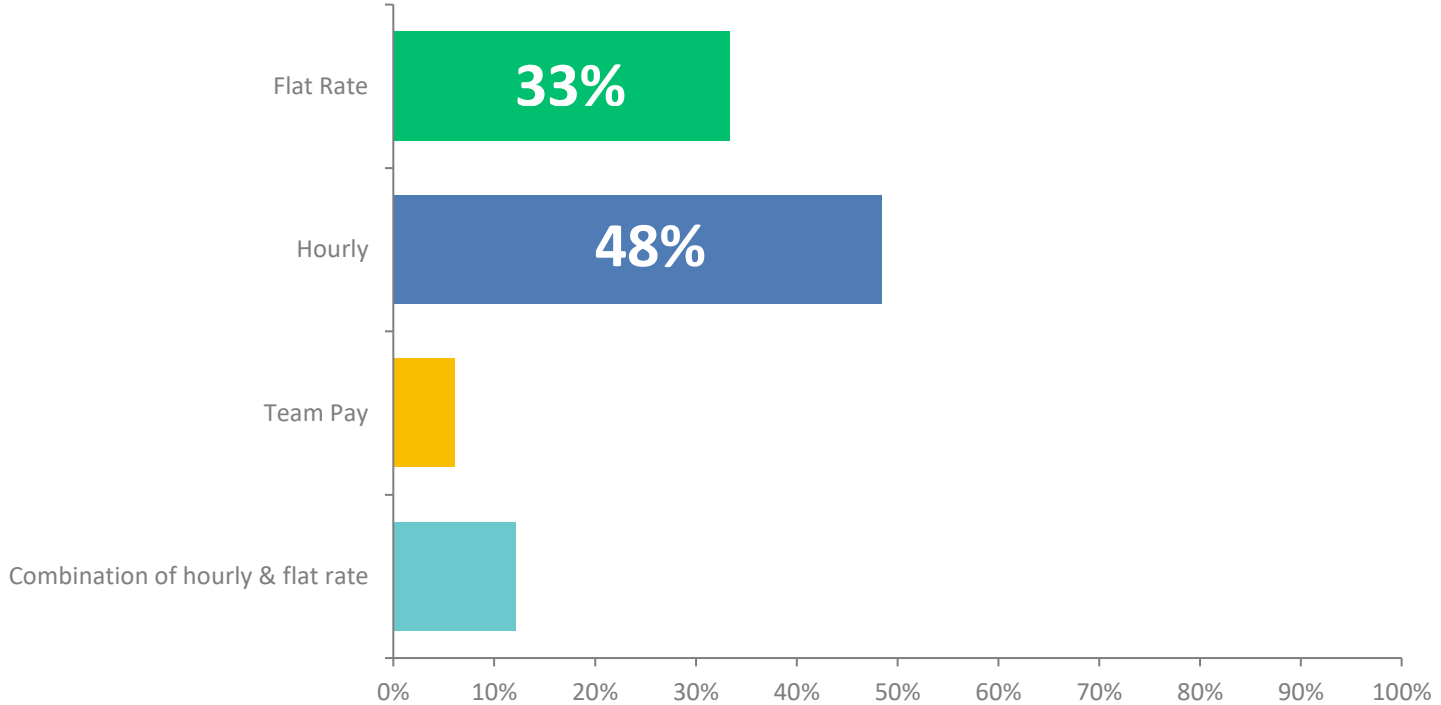
Average / Hour - \$32.87





Q8: How do you pay your body techs?

Answered: 66 Skipped: 0

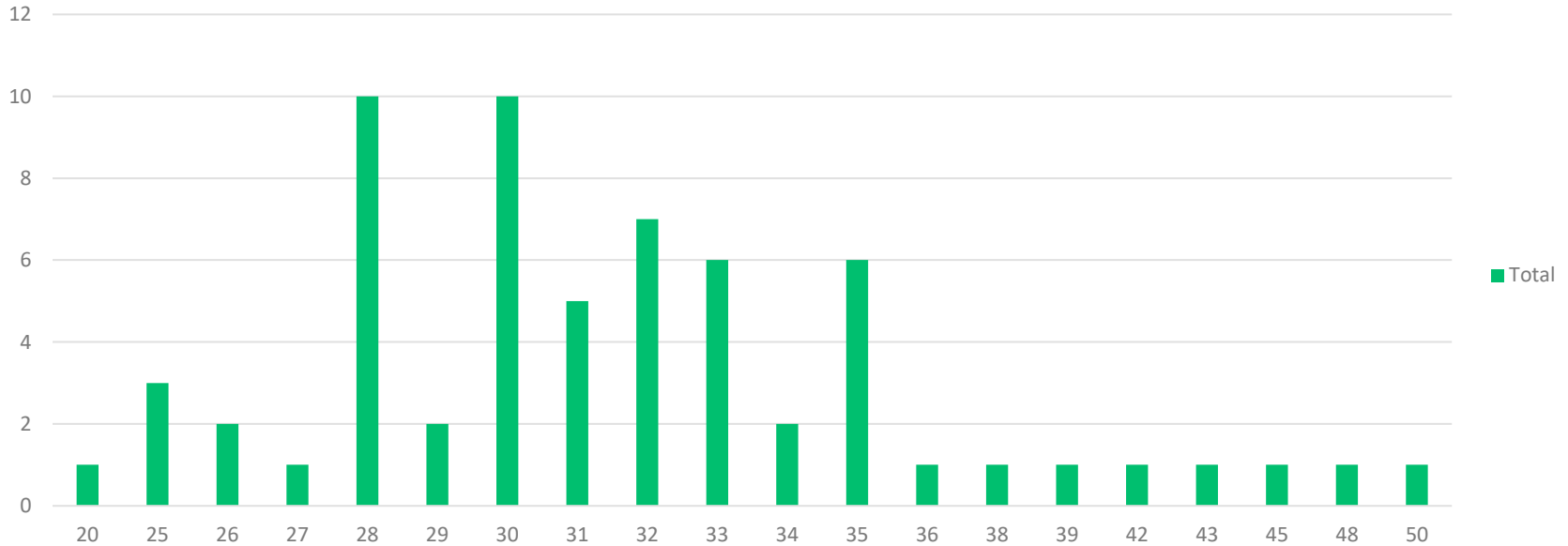




Q9: What do you pay your journeyman painter per hour?

Answered: 65 Skipped: 1

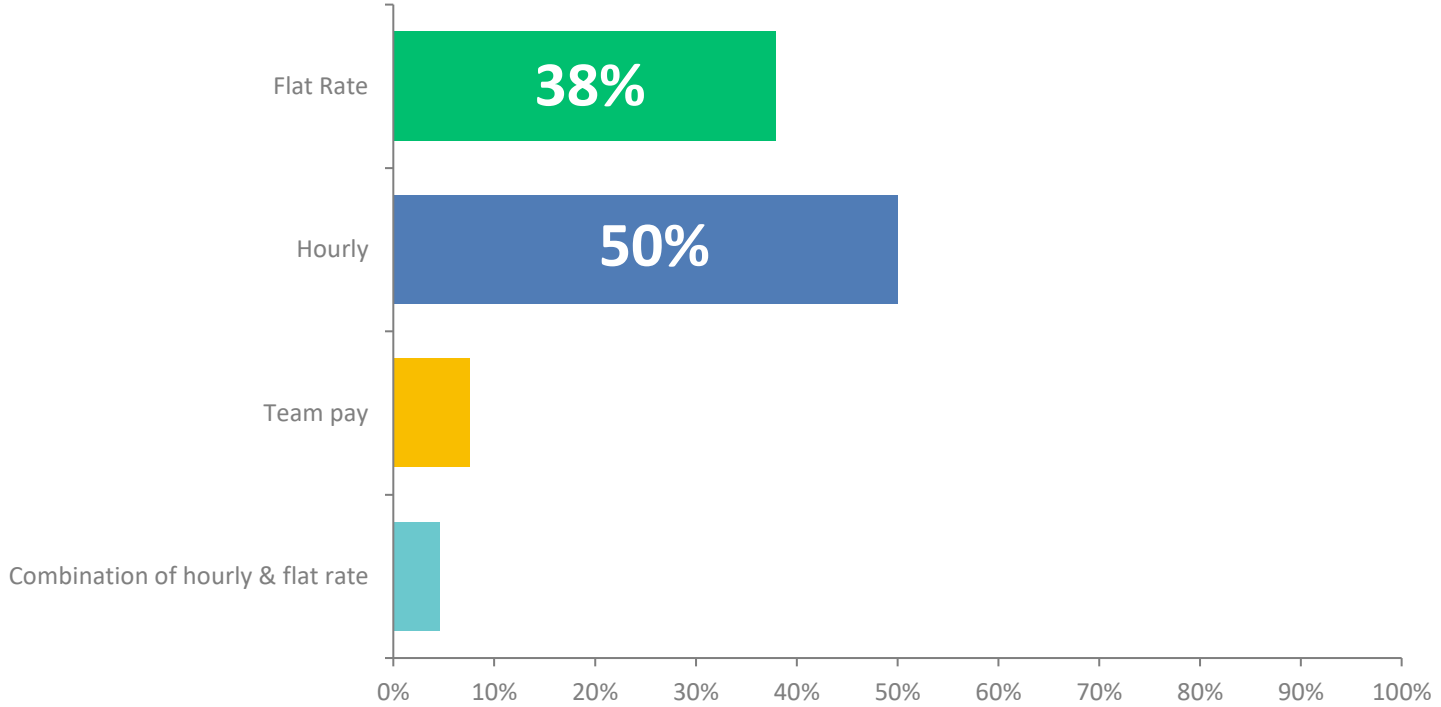
Average / Hour – \$31.87





Q10: How do you pay your paint techs?

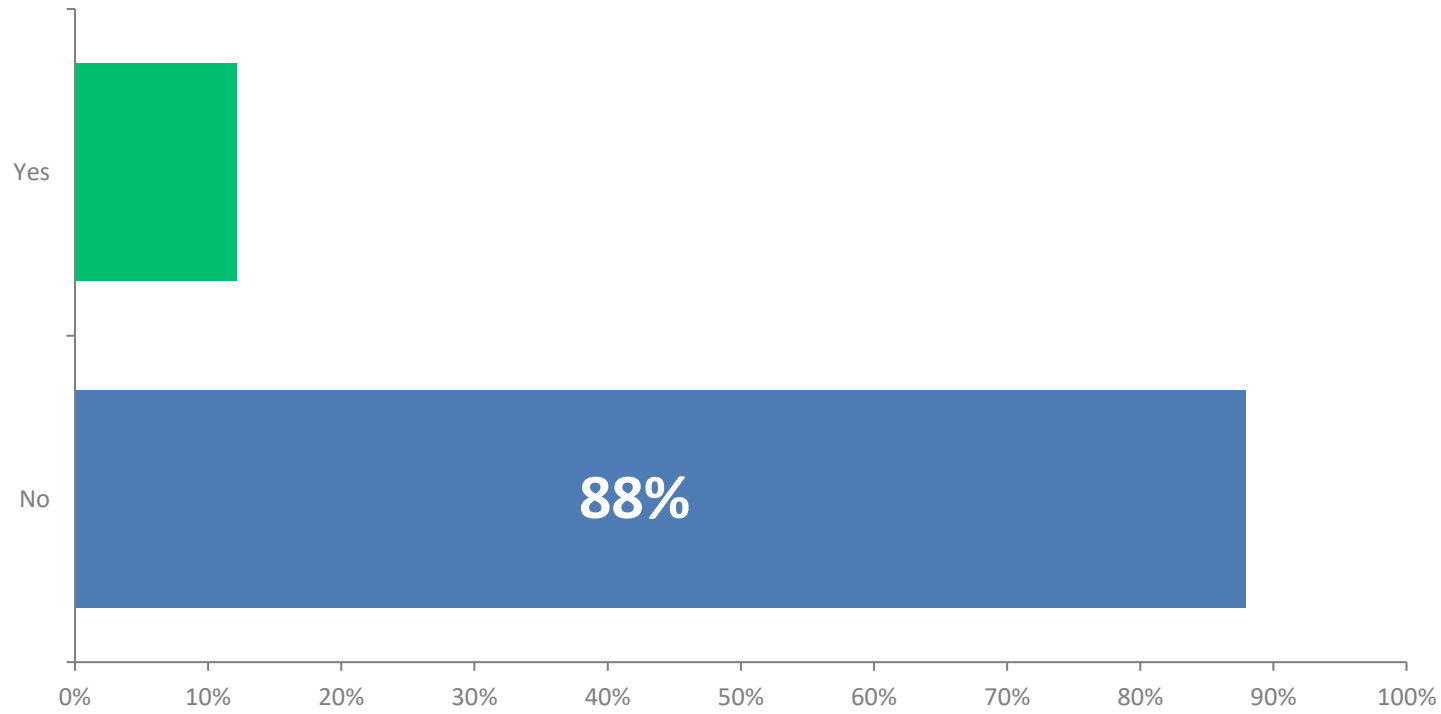
Answered: 66 Skipped: 0



Q11: Do you have your techs sign a training contract? For example, stating that if they leave within a certain amount of time after receiving training, they have to pay some of it back to you?



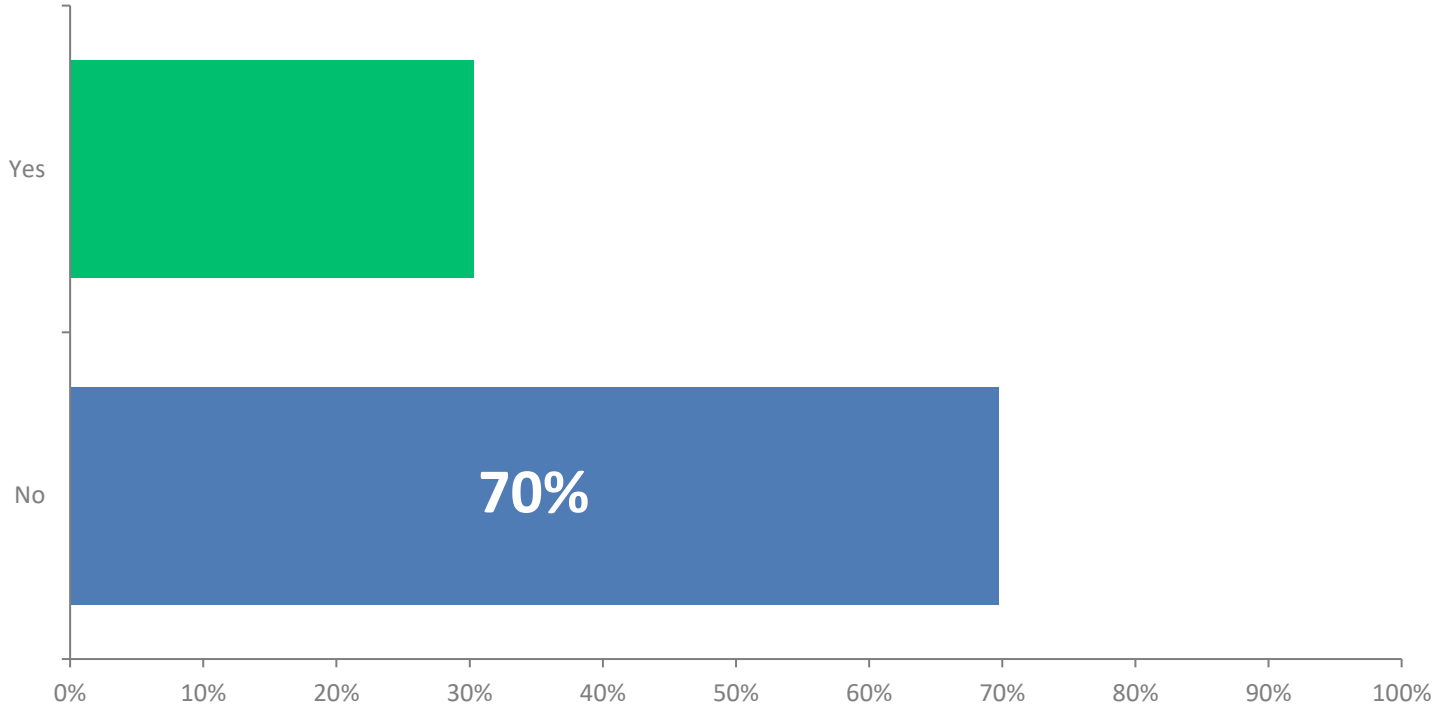
Answered: 66 Skipped: 0





Q12: Do you have some sort of bonus system in place for your techs?

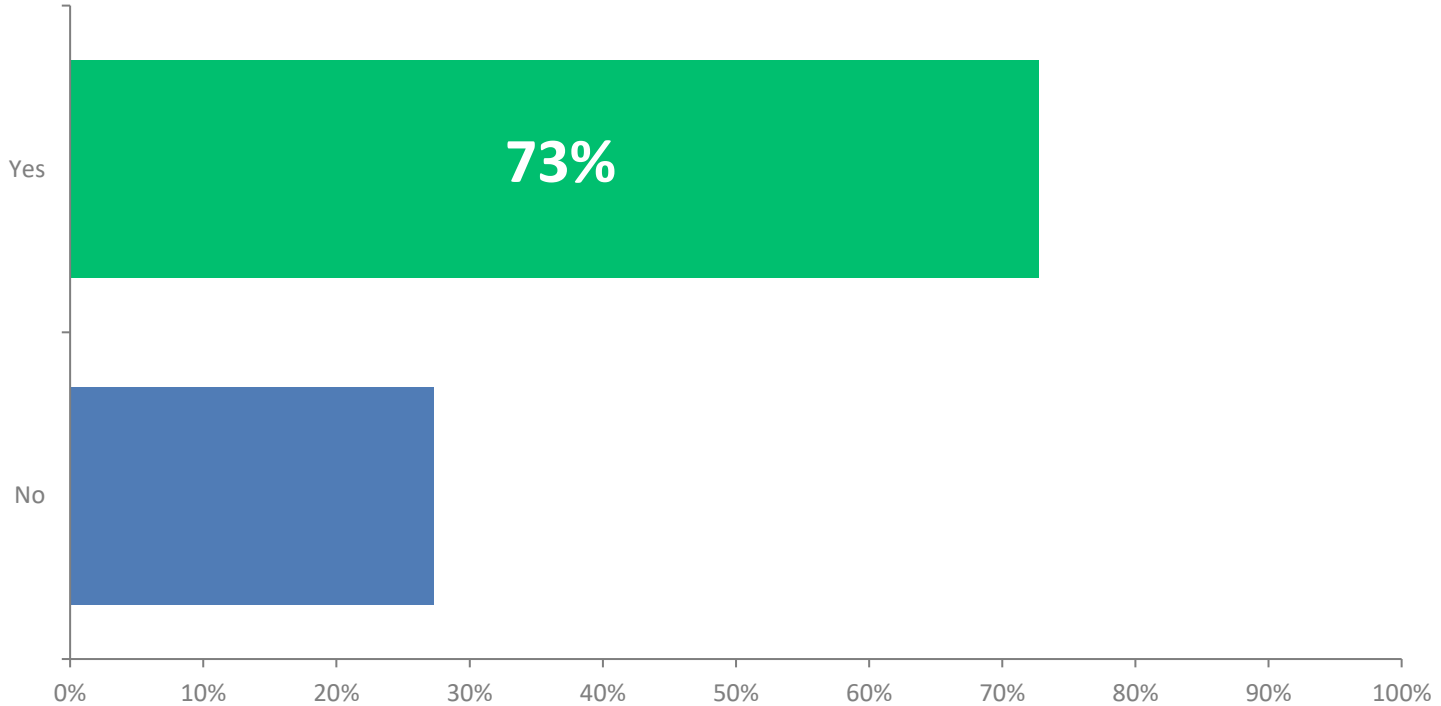
Answered: 66 Skipped: 0





Q13: Do you provide your staff with a Group Benefit Package?

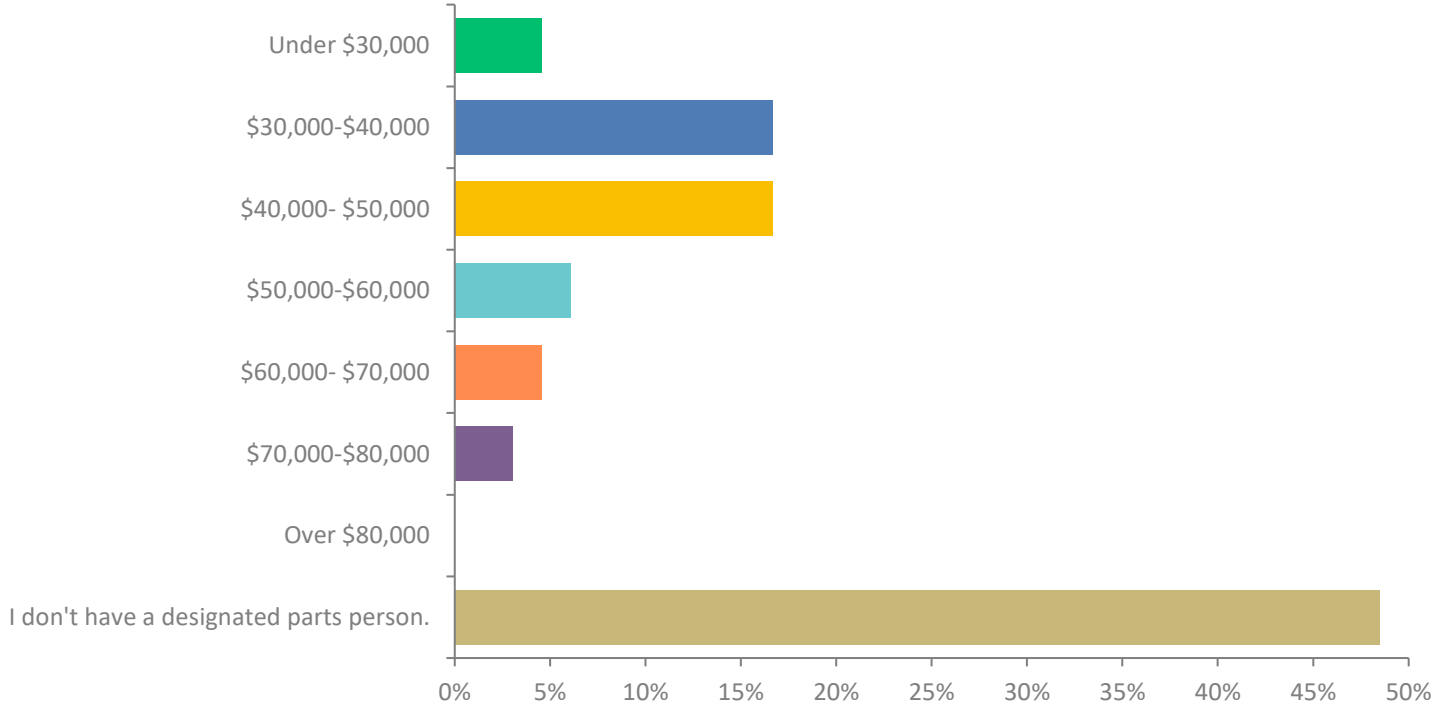
Answered: 66 Skipped: 0





Q14: What do you pay your Parts Person annually?

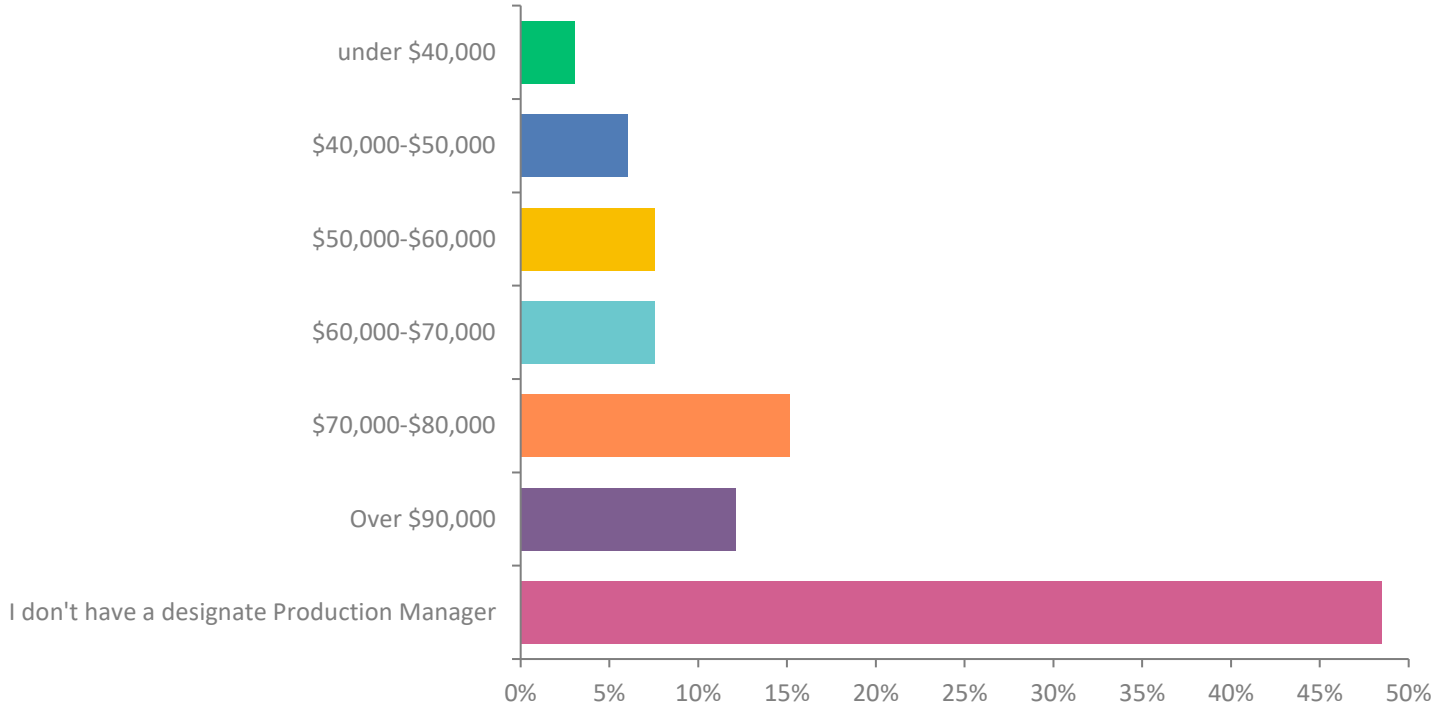
Answered: 66 Skipped: 0





Q15: What do you pay your Production Manager annually?

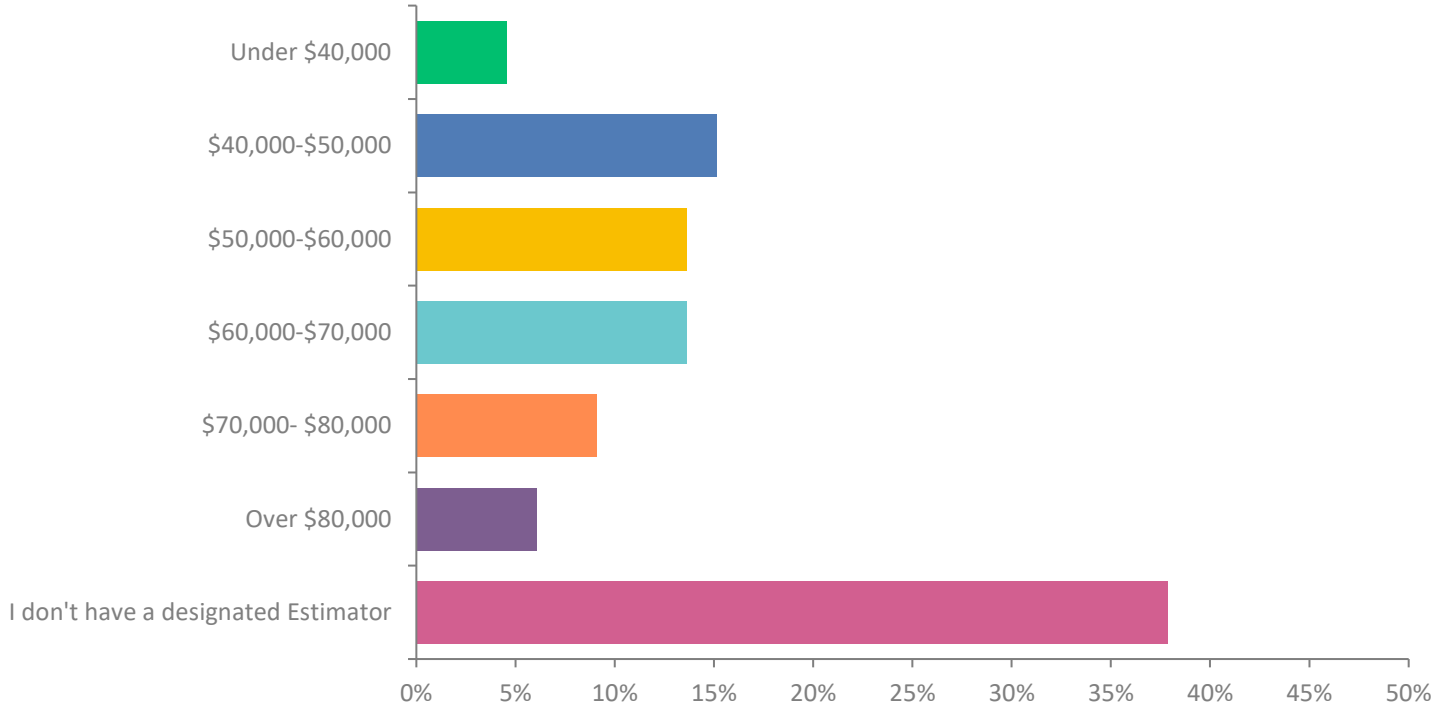
Answered: 66 Skipped: 0





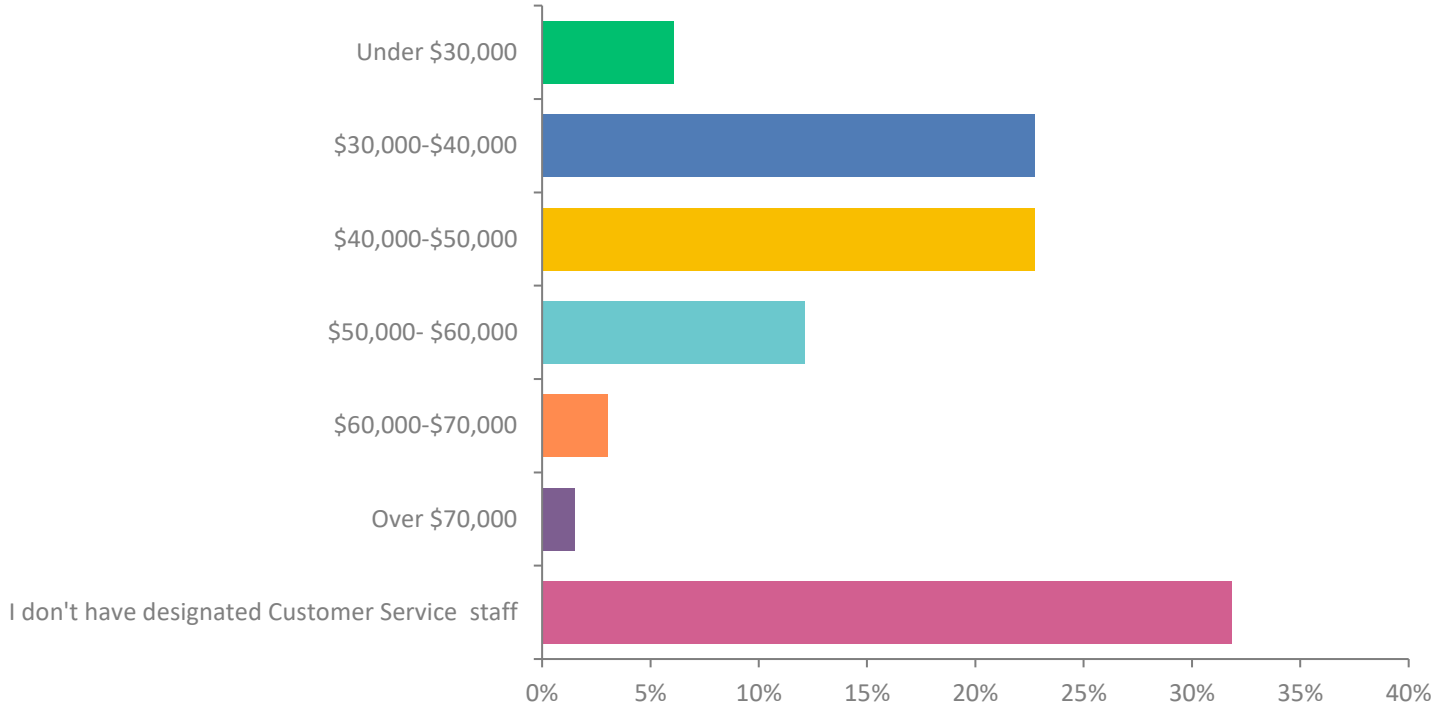
Q16: What do you pay your Estimator(s) annually?

Answered: 66 Skipped: 0



Q17: What do you pay your Customer Service Representatives annually?

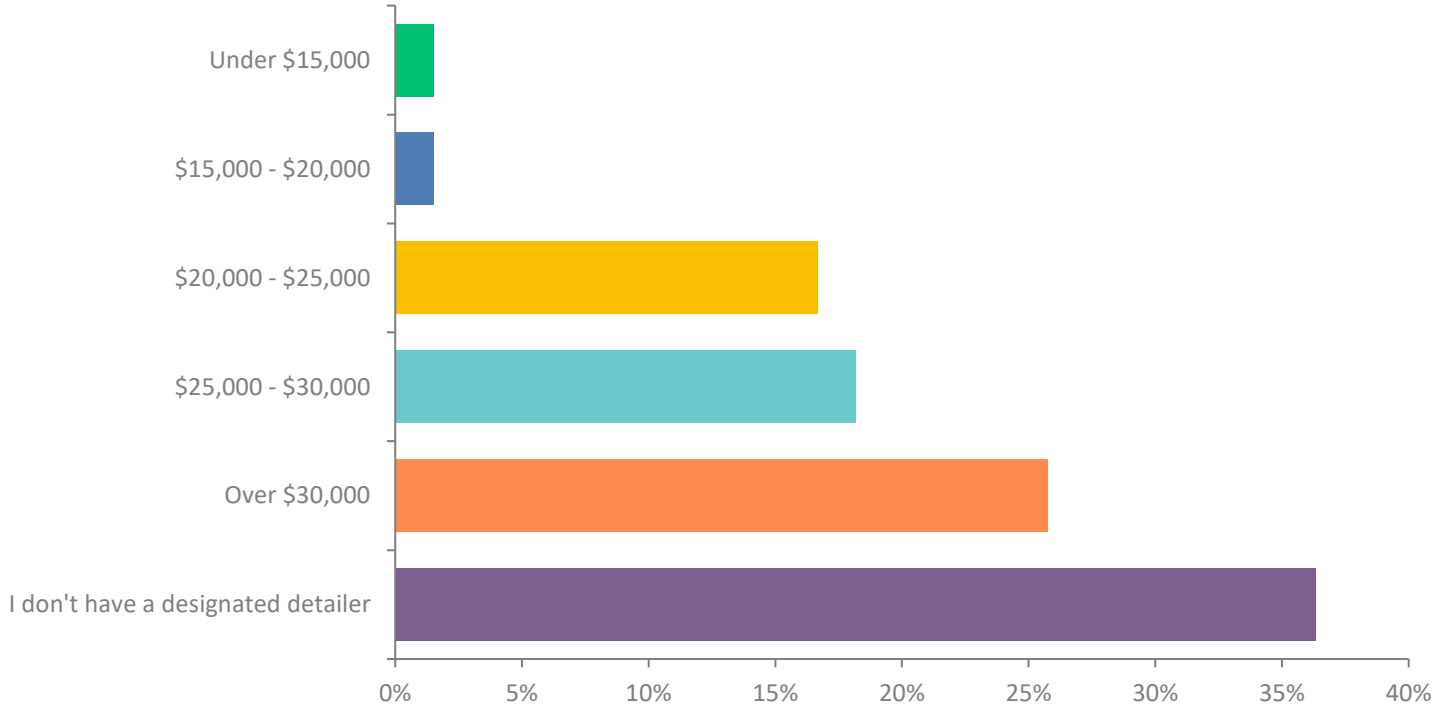
Answered: 66 Skipped: 0





Q18: What do you pay your detailer annually?

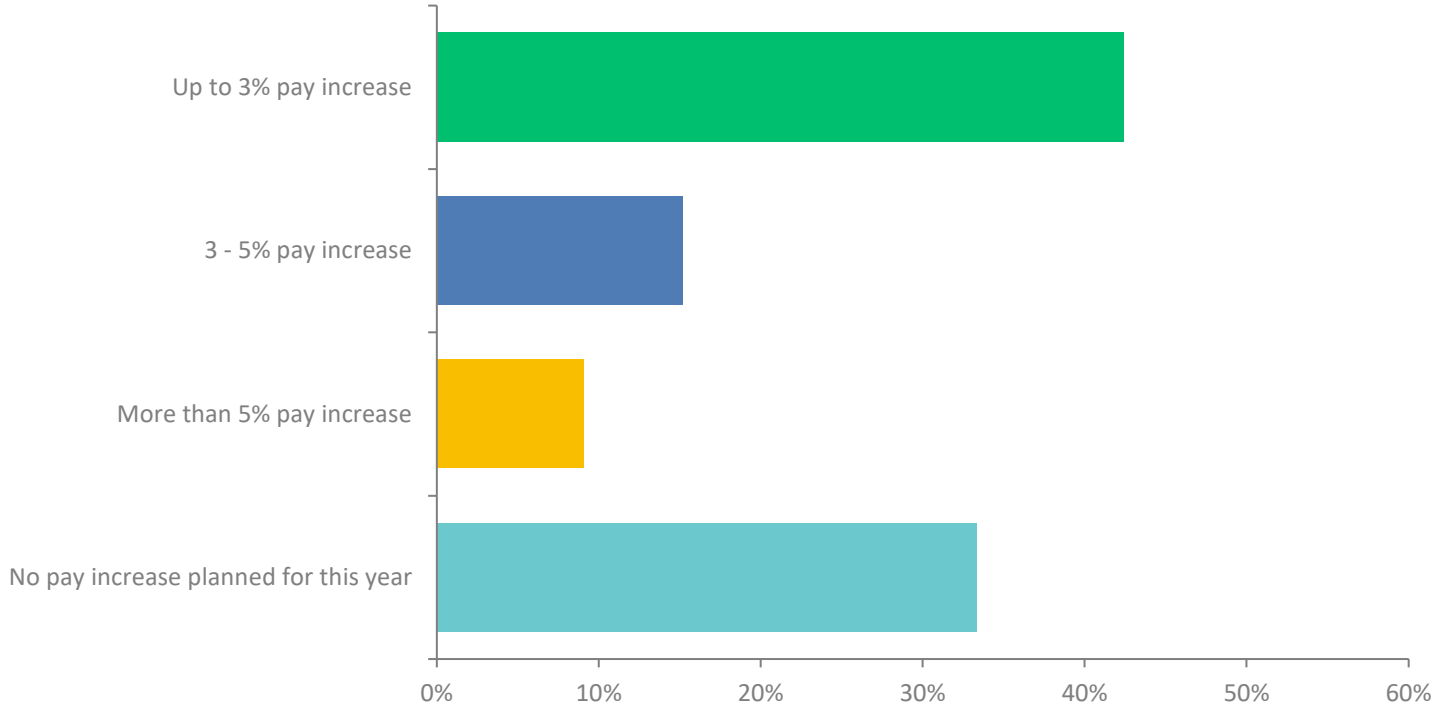
Answered: 66 Skipped: 0





Q19: Will you be giving your production staff a raise this year?

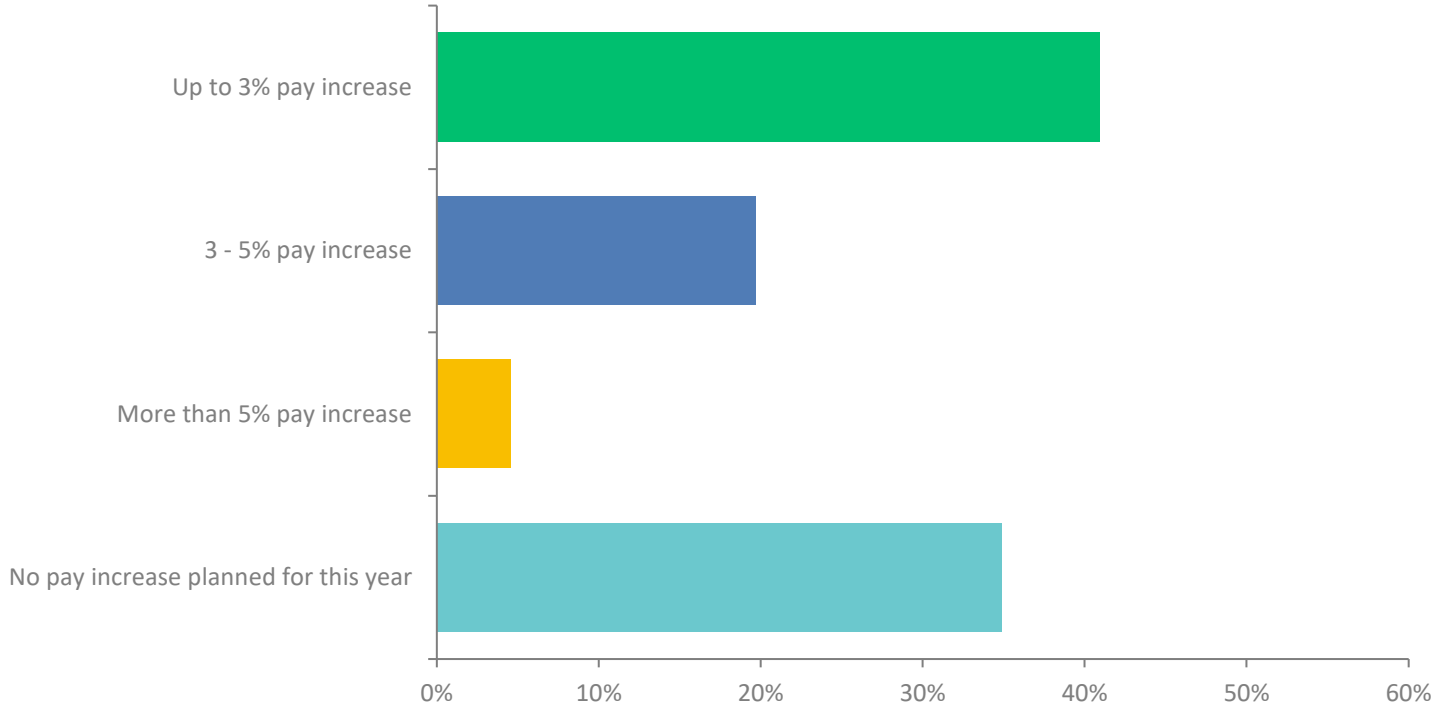
Answered: 66 Skipped: 0





Q20: Will you be giving your administration staff a raise this year?

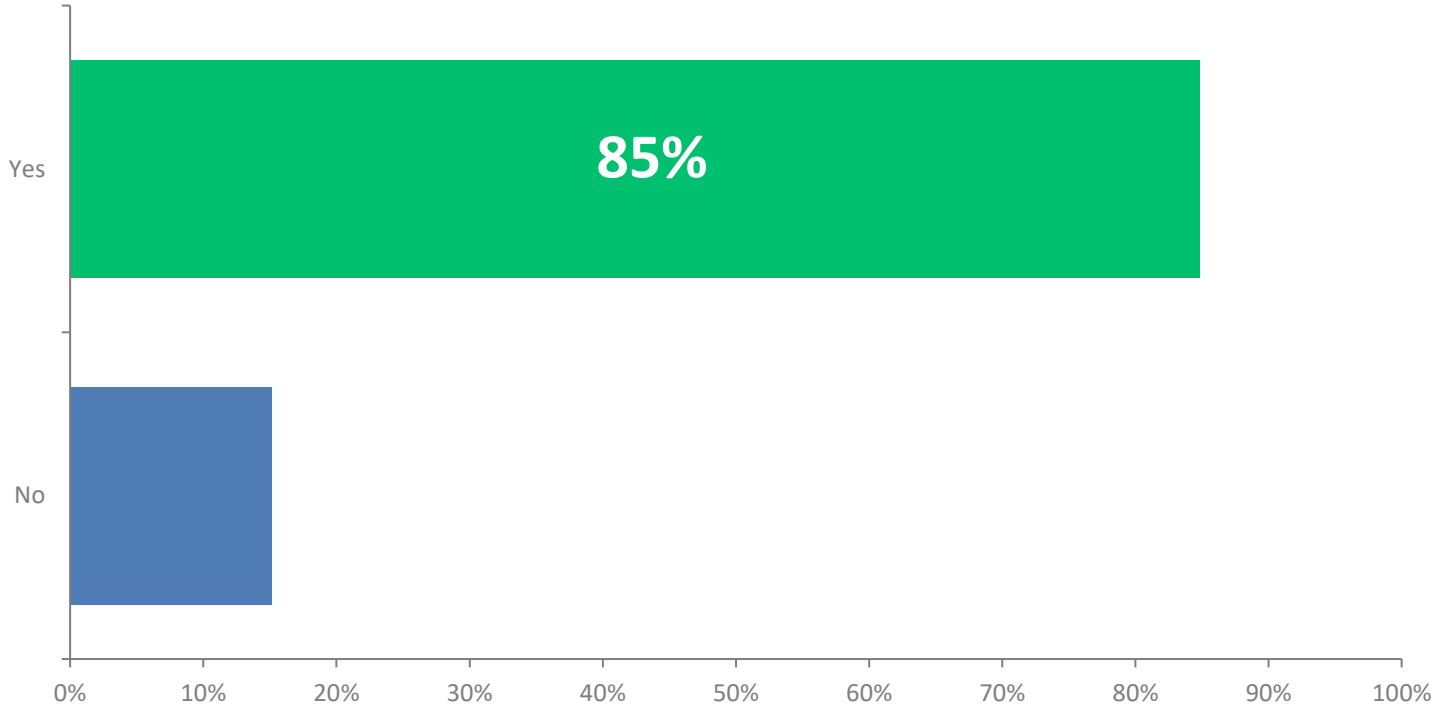
Answered: 66 Skipped: 0





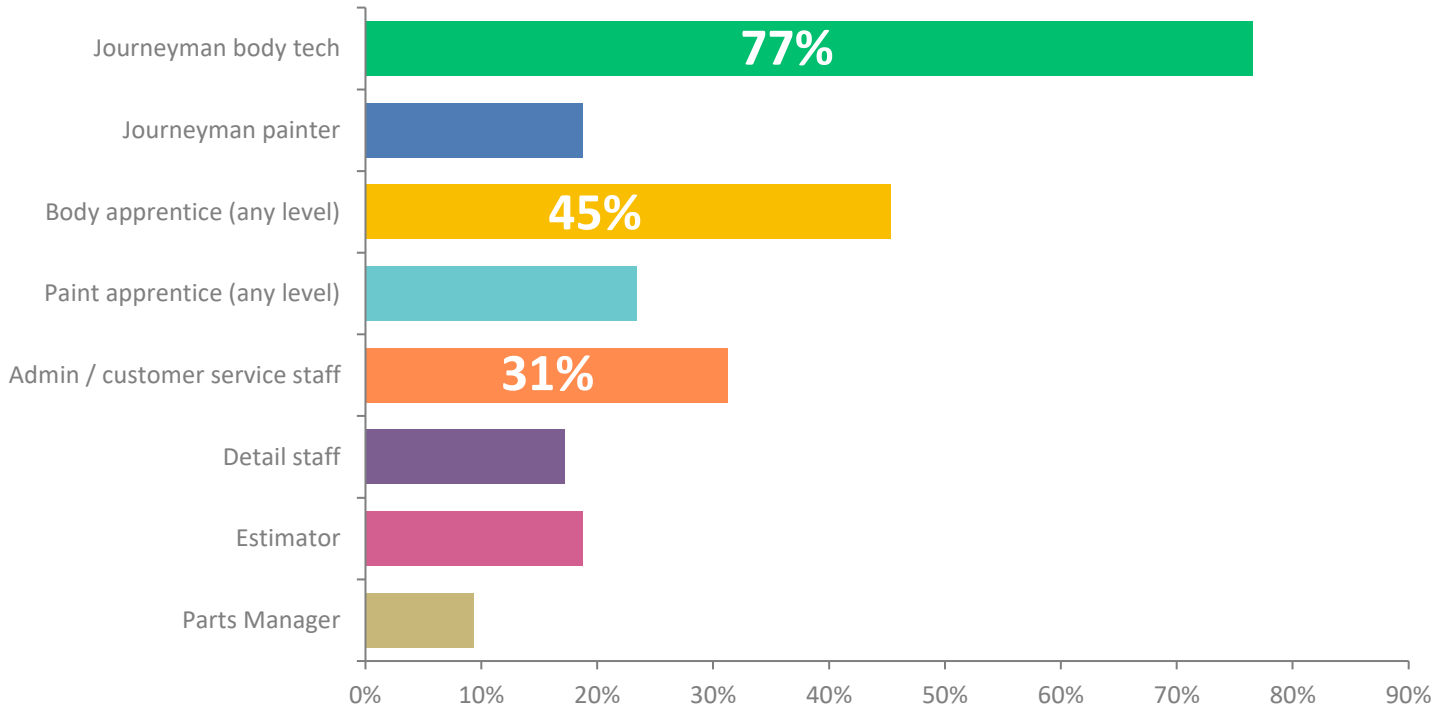
Q21: Would you hire more staff (tech or admin) if you could find them?

Answered: 66 Skipped: 0



Q22: If you were to hire new staff tomorrow, what position(s) would you hire for? You can check more than 1.

Answered: 64 Skipped: 2





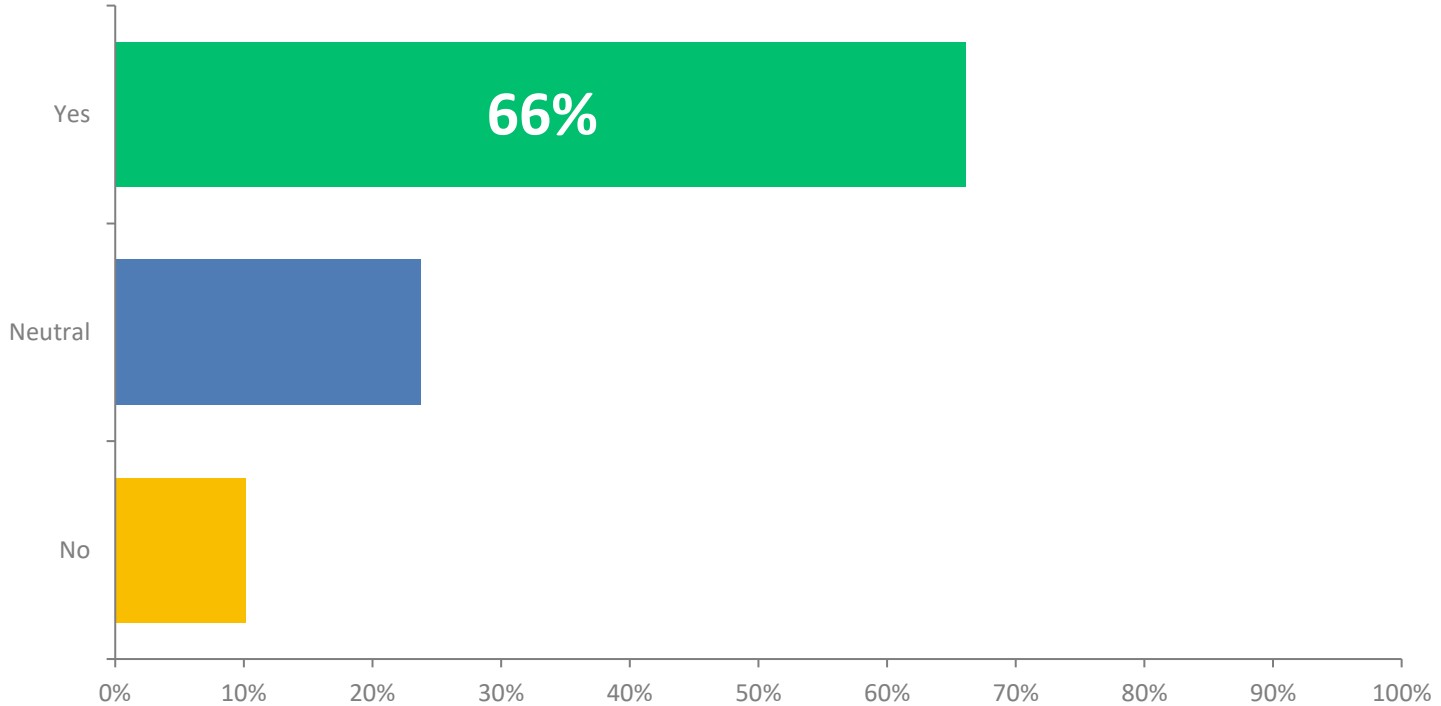
Q23: How many total additional staff would you like to add to your business.

Answered: 64 Skipped: 2

Average	Total Job Openings	Responses
2	136	64

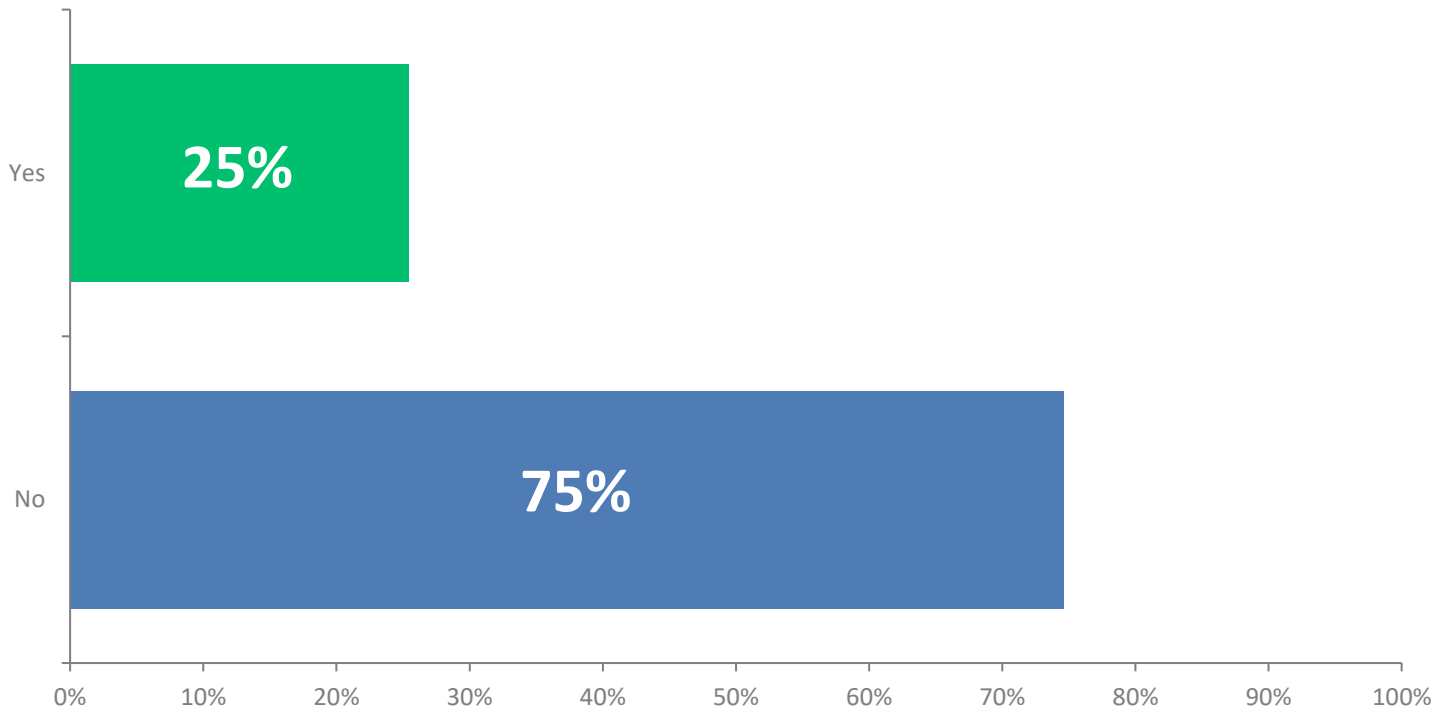
Q24: Overall, do you feel that the ATA is representing the interests of your business?

Answered: 59 Skipped: 7



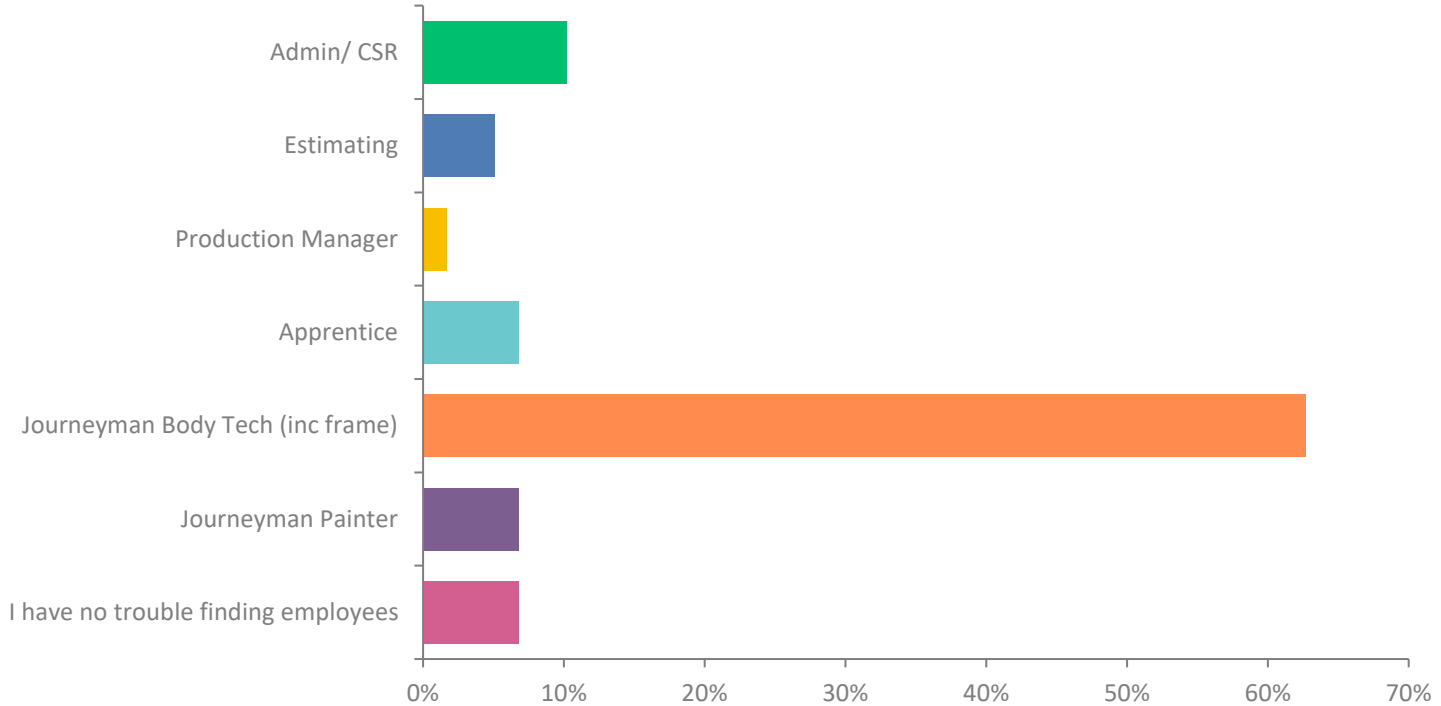
Q25: Overall, do you feel that MPI is responding fairly to the inflationary pressures we are experiencing on labor and materials in the last year?

Answered: 59 Skipped: 7



Q26: In what area of the business do you have the most trouble attracting employees?

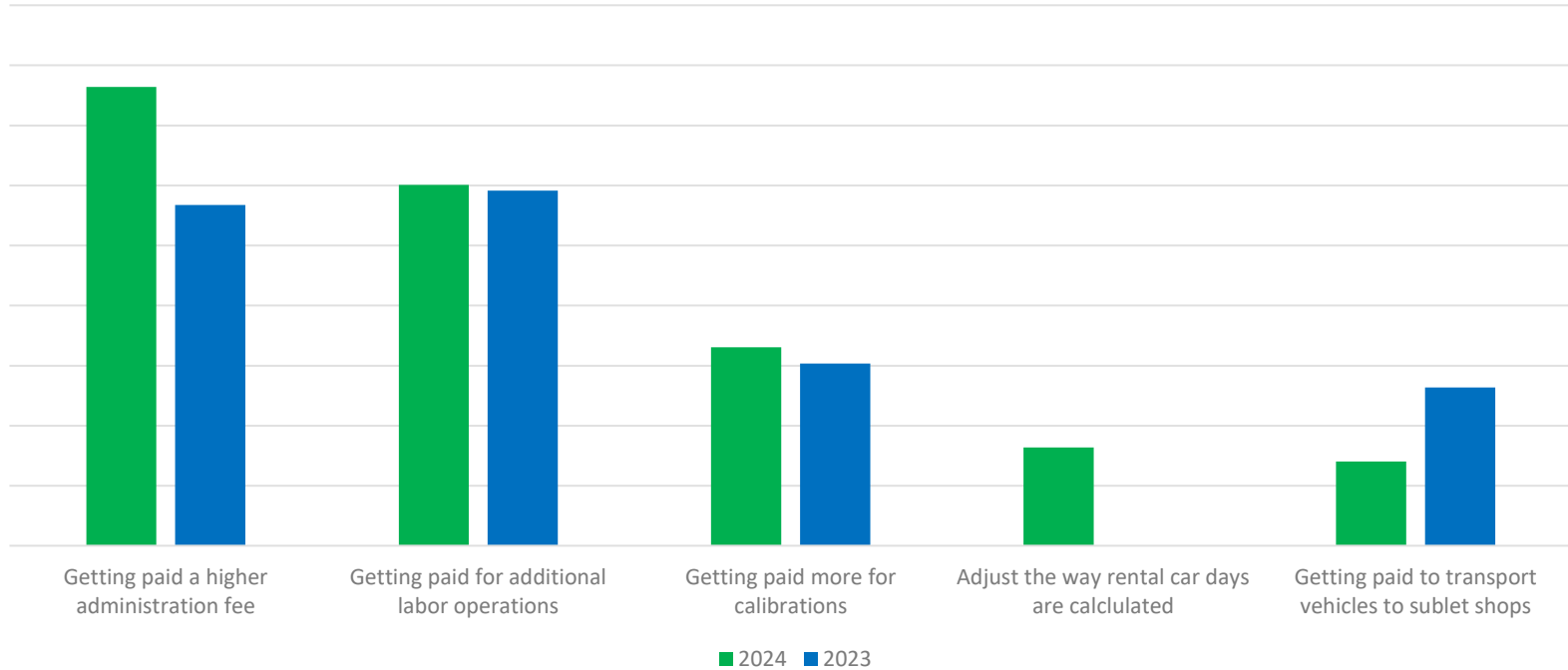
Answered: 59 Skipped: 7



Q27: Please prioritize these other listed items below in order from most important to least in regards to seeking additional compensation in future discussions.



Answered: 58 Skipped: 8

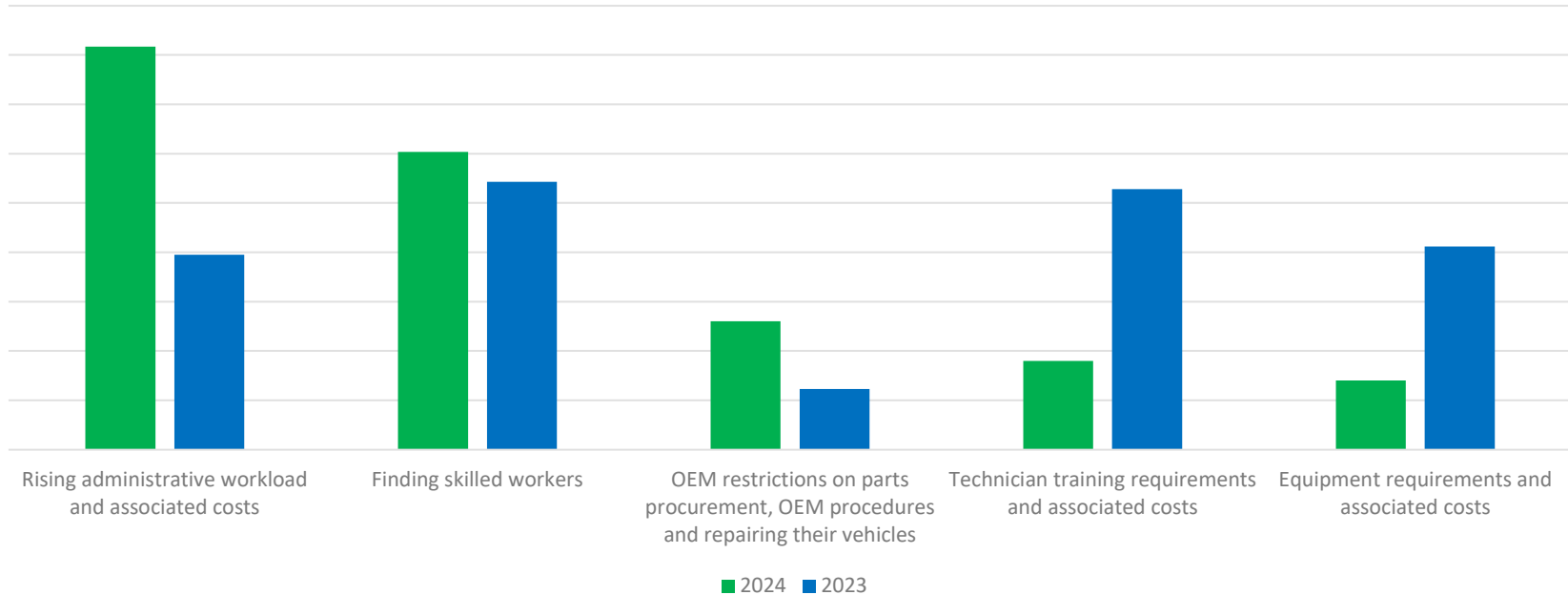


Q28: Please prioritize the list of items below in regards to the level of threat you feel they pose to your business's financial health..

Answered: 59 Skipped: 7

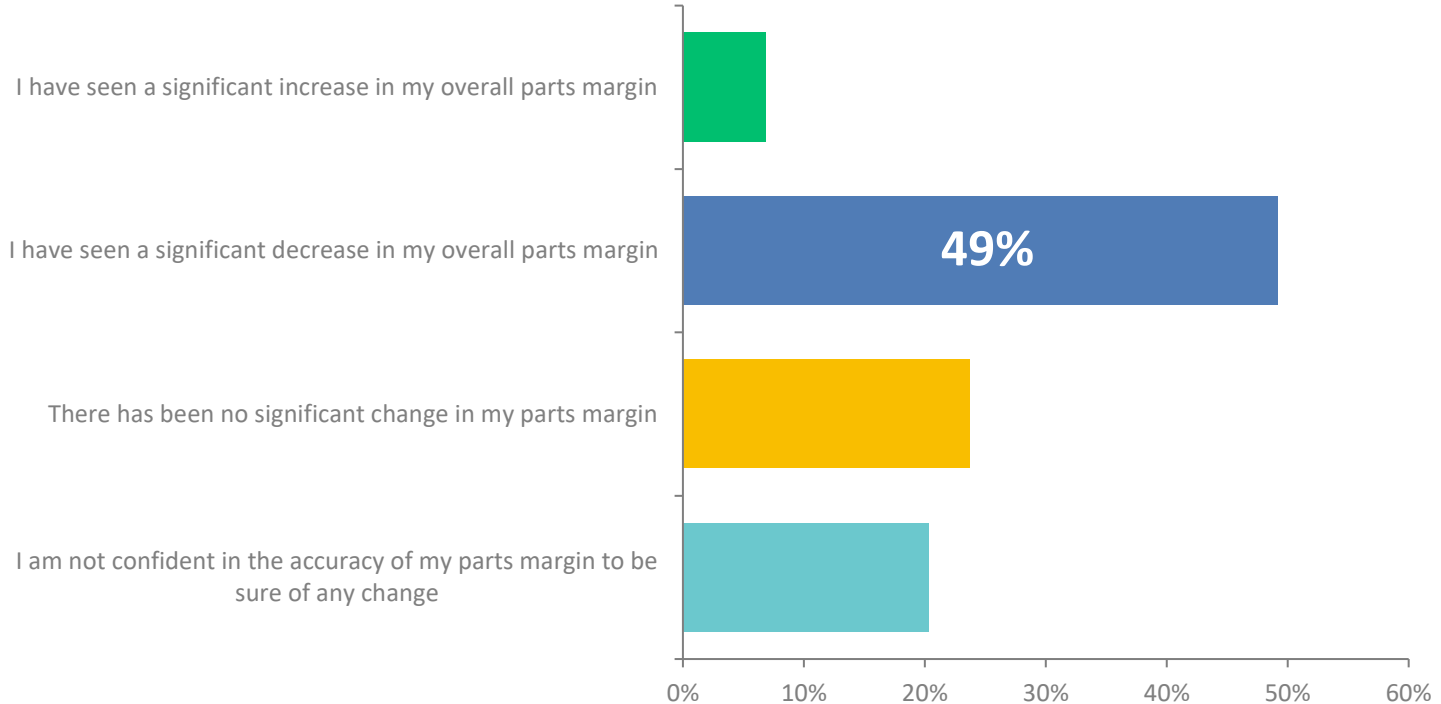


Threats to Future Health



Q29: If you actively track your parts margin, have you seen a measurable difference in your overall parts margin in the last year?

Answered: 59 Skipped: 7



Q30: Do you have a retail customer pay labor rate that is different from the MPI labor rate?

Answered: 59 Skipped: 7

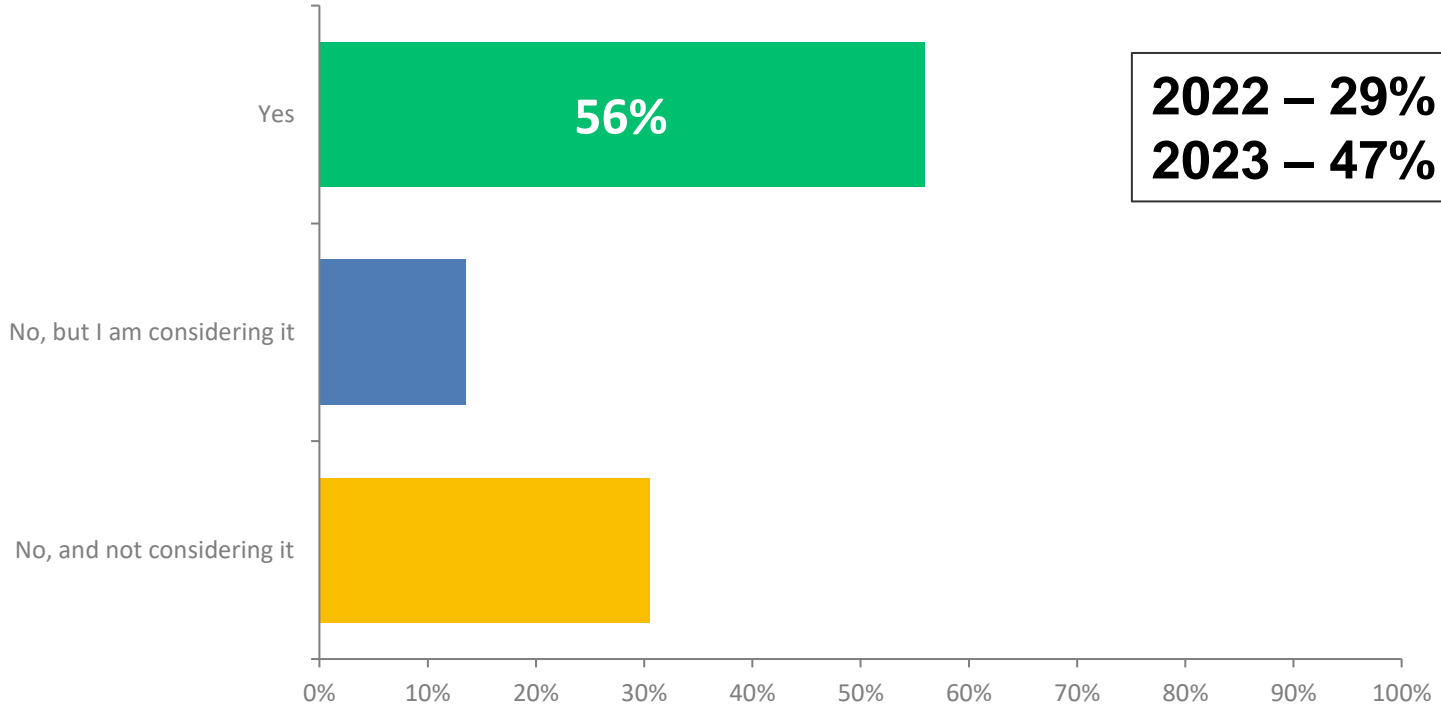


Answer	Percent	Number
At or below MPI Labor Rate	51%	25
\$87-92	12%	6
\$95-100	12%	6
\$100-110	14%	7
\$120-130	10%	5



Q32: Do you have a body shop management system?

Answered: 59 Skipped: 7





Q34: Do you participate in any type of performance group?

Answered: 59 Skipped: 7

