



OAKLAND
COMMUNITY
COLLEGE

1st wk in January

**Oakland Community College
Collision Auto Repair (CAR) Competitor Analysis
Preliminary Report**

**Prepared by
The Office of Institutional Research
Yolanda Reid and Kris Cummings, Researchers**

October 2002

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Competitor Organizations

Several schools and educational institutions strive to prepare students for careers in the automotive industry. This broad category of educational institutions ranges from high school vocational programs to manufacturer apprenticeships. However, only a total of six institutions in Southeast Michigan were identified that specifically provided programs related to Collision Auto Repair.

It should be noted that three community colleges outside the Southeast Region (Alpena Community College, Bay de Noc Community College, and Kirtland Community College) also provide programs in Collision Auto Repair. However, due to location, these three institutions are not considered competitors, and thus are not thoroughly examined in this report.

The following list reflects those institutions that maintain Collision Auto Repair programs in Southeast Michigan:

- Chief Automotive Systems
- General Motors
- Lansing Community College
- Mott Community College
- Washtenaw Community College
- Wayne Community College
- General Motors Corporation
GMSTC.com
- Oakland Technical Center

Vocational
I-CAR

Andrews University
Mid-Michigan CC
Northern Michigan
Ferris State
Sienna Heights V

Ypsilanti
- OCC
- Lansing
- Mott
- GM
- (Chrysler)
- IPEDs

Ypsilanti
- Washtenaw
- Chief Automotive systems
- WCCCD
- Oakland Tech Ctr.
- (Ford)
- ASE

- I-CAR
- Collex-NO



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Executive Summary

Overview

In order to enhance marketing efforts for Oakland Community College's collision auto repair (CAR) program, the program marketing team would like to gain a better understanding of the competitors to OCC's collision auto repair program. This report evaluates each of the colleges and schools based upon the four P's of marketing:

- *Product:* Courses, services, and other key benefits offered to students
- *Place:* Where students attend courses, including online and satellite campuses
- *Price:* The cost of attending the program
- *Promotion:* How does the institution inform students of what it has to offer

Methods

The information in this report was gathered via the following:

-

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Key Findings

Key Findings continued

-

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Competitor Organizations

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It should be noted that three community colleges outside the Southeast Region (Alpena Community College, Bay de Noc Community College, and Kirtland Community College) also provide programs in Collision Auto Repair. However, due to location, these three institutions are not considered competitors, and thus are not thoroughly examined in this report.

The following list reflects those institutions that maintain Collision Auto Repair programs in Southeast Michigan:

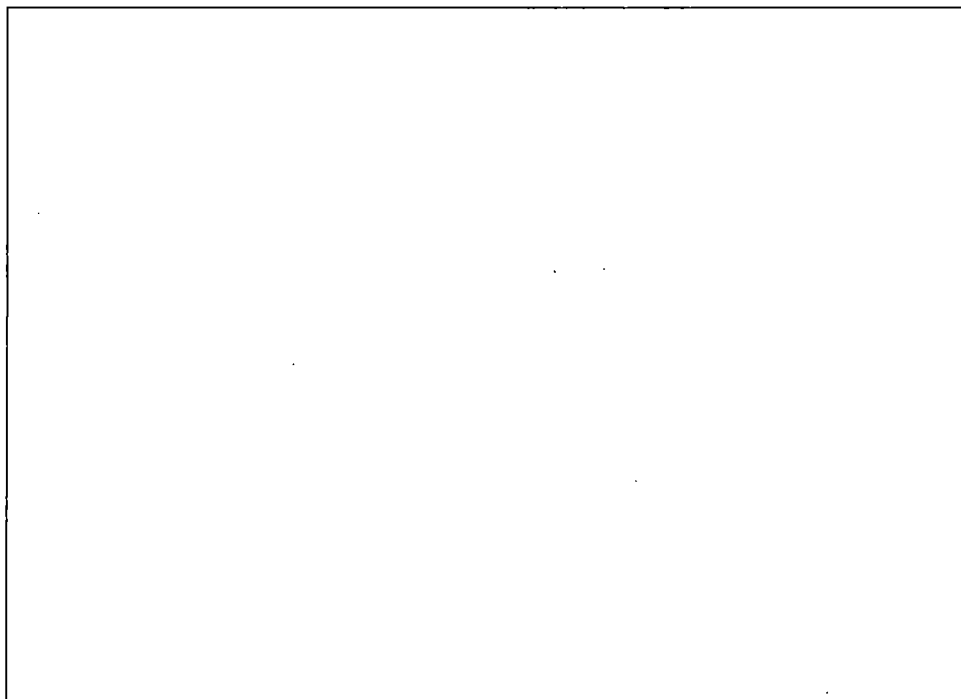
- Chief Automotive Systems
- General Motors
- Lansing Community College
- Mott Community College
- Washtenaw Community College
- Wayne Community College

County

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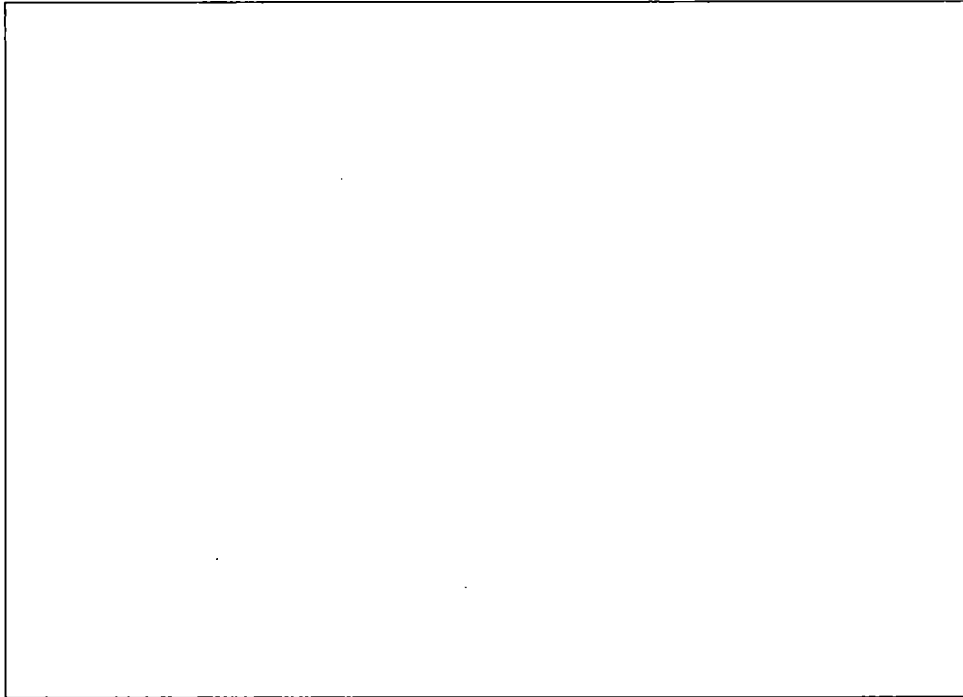
Employer Awareness and Perceptions of Collision Auto Repair Programs

Top of Mind Awareness



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Total Unaided Awareness



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Highest Quality Programs

Which local colleges/institutions have the highest quality collision auto repair programs?

First Mention
(n= respondents)

%

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Highest Quality Programs continued

Which local colleges/institutions have the highest quality collision auto repair programs?	
Total Mentions (n= respondents)	<u>%</u>

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Highest Quality Programs continued

Why do these schools have the highest quality education? (n= respondents)	
	<u>%</u>

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Highest Quality Programs continued

Why do these schools have the highest quality programs?			
	<u>OCC</u>	<u>Carnegie</u>	<u>Ross</u>
<i>Base: Number Citing School as having Highest Quality Program</i>	15	20	9

Please note that due to extremely low sample sizes, none of the differences are statistically significant.

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Schools From Which Their Collision Auto Repair Technicians Have Graduated

From which Colleges/Institutions have your Collision Auto Repair Technicians graduated?	
Total Mentions (n= respondents)	<u>%</u>

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Current Trends and Issues Related to Collision Auto Repair Field

**What are some of the most important trends and issues related to
Collision Auto Repair?**

(n=)

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Product: Description of Competitive Medical Assisting Programs

Community Colleges and Four-Year Colleges

Oakland Community College

- Currently, Oakland Community College offers Collision Auto Repair certificate courses on a non-credit basis. Therefore, students receive a certificate for each course completed. However, in Fall 2002, OCC will begin offering a credit-based Collision Auto Repair program, where students can earn a certificate upon completion of the program.
- Currently, each Collision Auto Repair class is a 75-hour, 15 week course. According to the OCC website, all courses meet in the evenings, from 5:00 PM until 10:00 PM.
- OCC's current program offers small classroom sizes, as enrollment is limited to 20 students per class.
- The non-degree course descriptions, as stated in course syllabi, are as follows:

COURSE	DESCRIPTION
CAR 1100	Automotive Detailing and Prep Provides the basic knowledge of automotive cleaning and preparation. The student will perform personal and environmental safety practices associated with buffing and polishing, removal of overspray, leaning interior and exterior surfaces, and preparing a vehicle for delivery. Customer satisfaction will be emphasized during the performance of coursework and actual vehicle preparation activities.
CAR 1200	Non-Structural Analysis and Damage Repair I The student will perform correct procedures for: removal and replacement of non-structural body panels, repairing light sheet metal damage, removal and replacement of interior and exterior trim, bumpers, etc. Alignment of outer body panels and replacing associated hardware will also be performed.
CAR1300	Collision Related Welding The student will perform specific GMAW (MIG) weld repairs on galvanized mild and high-strength steel following the repair guidelines established by I-CAR and the

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	alignment of damaged body components, repair or replacement of outer body panels, restoration of corrosion protection, and returning the vehicle to the pre-accident condition.
CAR1425	Non-Structural Analysis & Damage Repair: Cooperative Internship The student will spend 50 supervised hours at a coop approved collision repair facility working with a certified structural repair technician. The student will perform such duties as: remove damaged panels, replace and align new panels, restore corrosion protection, and other collision repair tasks. The student will report to the instructor on a weekly basis and will be evaluated by the instructor at the coop collision site.
CAR 1500	Plastics and Adhesives The students will perform identification of various plastics and perform actual repair procedures for each. The repair procedures will include welding processes, epoxy and two-part urethane adhesive repair, texturing procedures, and preparation for refinishing. Students are encouraged to bring in damaged plastic body components to work on in class. I-CAR Plastic Class certificate can be attained with additional fee.
CAR 1600	Painting and Refinishing I Provides the foundation skills for the application of automotive paint finishes. The student will mix and apply modern finishes, primer/surfacers, sealers, and topcoats. Among the topics covered will be surface preparation for painting, environmental laws, personal safety protection, and modern paint spraying equipment.
CAR1700	Paint & Refinish II The student will sand, mask, and tape vehicle panels in preparation for vehicle refinishing. The student will use mixing formulas to mix the paint color to the factory standard. The student will perform panel repair and overall refinishing procedures.
CAR 1800	PAINTING AND REFINISHING III The student will perform paint application and repair processes using base coat/clear coat paint systems exclusively. Emphasis will be placed on panel repairs, blending techniques, and color matching, while performing actual repairs during class time using time study procedures.
CAR1900	Advanced Paint Seminar The students will perform advanced paint application and repair processes. The student will: tint and finish match, solve paint application problems, and spray tri-coat and multi coat glamour colors.

- Starting in the Fall of 2002, OCC will offer two certificate programs for Collision Auto Repair -- Non-Structural Repair Technology, and Paint & Finish Technology. In the future (beyond Fall 2002), OCC will offer CAR programs in Structural Repair Technology, Unibody Mechanical Repair Technology, and Plastic & Adhesives Repair Technology. The new NATEF-based curriculum will include a logical sequence of courses that will meet

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- The required courses for the Structural Repair Technology program are as follows:

Course		Credit Hours	Contact Hours
CAR 1200	Non-Structural Analysis and Damage Repair I	4	75
CAR 1300	Collision Related Welding	4	75
CAR 1350	Collision Related Panel Replacement	4	75
CAR 1400	Non-Structural Analysis & Damage Repair II	4	75
CAR 1450	Non-Structural Analysis & Damage Repair Cooperative Internship	2	50
ENG 1450	Writing & Reading for Problem Solving	3	45
SPE 1290	Interpersonal Communication	3	45
MAT 1050*	Preparation for Algebra	4	60
	TOTAL	28	500

* Modular Curriculum Version Recommended

Paint & Refinish Technology

- The Paint & Refinish Technology Program prepares students for employment opportunities as an Automotive Detailer, Painters Apprentice, Refinishing Industry Employment, Collision Refinisher (some experience required), Refinishing Industry Sales/Service Representative, and Automobile Restoration & Refurbishing.
- To obtain a certificate in Paint & Refinish Technology, students must complete the following courses:

Course		Credit Hours	Contact Hours
CAR 1100	Automotive Detailing & Prep	4	75
CAR 1600	Paint & Refinish I	4	75
CAR 1700	Paint & Refinish II	4	75
CAR 1800	Paint & Refinish III	4	75
CAR 1900	Advanced Paint Seminar	2	45
ENG 1450	Writing & Reading for Problem Solving	3	45
SPE 1290	Interpersonal Communication	3	45
MAT 1050*	Preparation for Algebra	4	60
	TOTAL	28	495

* Modular Curriculum Version Recommended

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Auto Body Repair Associate in Applied Science or an Auto Body Repair Certificate of Achievement.

- A minimum of 70 credits must be completed to earn the Associate in Applied Science and 35 credits must be completed to earn the Certificate of Achievement. Per LCC's catalog, the degree requirements are listed below.

DEGREE REQUIREMENTS		TOTAL: 54 CREDITS
CODE	TITLE	CREDIT HOURS
AUTO 100	Auto Service I	3
AUTO 110	Auto Electrical Theory	5
AUTO 141	Non-Structural Repair	3
AUTO 142	Advanced Non-Structural Repair	5
AUTO 143	Auto Body Welding and Cutting	5
AUTO 144	Auto Body Structural Repair	5
AUTO 145	Introduction to Refinishing	5
AUTO 146	Advanced Refinishing	5
AUTO 147	Collision Repair Estimating	3
AUTO 148	Automotive Plastic Repair	3
AUTO 150	Auto Steering & Suspension	3
AUTO 160	Auto Heat & Air Conditioning 3	3
AUTO 285	Automotive Internship (See Note 1) 6	6
LIMITED CHOICE REQUIREMENTS		TOTAL: 16-17 CREDITS
Complete the indicated number of credits from <i>each</i> CHOICE listed below:		
CHOICE 1: General Education Core Areas		12 CREDITS
(See the <i>GENERAL EDUCATION</i> section above)		
	Writing Core Area	3
	Speech Communication Core Area	3
	Science/Technology Core Area	3
	Global Perspectives and Diversity Core Area	3
	Mathematics Competency	
CHOICE 2: Automotive Related		4-5 CREDITS
AUTO 188	Auto Body Repair and Painting	4
AUTO 215	Engine Performance/Tune-Up	5
AUTO 225	Automotive Computers	5
MINIMUM TOTAL		70

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CERTIFICATE REQUIREMENTS		TOTAL: 35 CREDITS
CODE	TITLE	CREDIT HOURS
AUTO 100	Auto Service I	3
AUTO 141	Non-Structural Repair	3
AUTO 142	Advanced Non-Structural Repair	5
AUTO 143	Auto Body Welding and Cutting	5
AUTO 144	Auto Body Structural Repair	5
AUTO 145	Introduction to Refinishing	5
AUTO 146	Advanced Refinishing	5
MATH 050	Math – Principles and Practices	4
	Total	35

- Neither the certification program nor the associate degree program provide state certification.
- According to their website, LCC has a transfer agreement with Ferris State University for students who are interested in pursuing a bachelor's degree.

Mott Community College

- Mott Community College offers an Associate of Applied Science in Autobody Repair and Painting.
- The requirements for completing the program are as follows:

General Education Requirements		
Category I – 10 credits total (not to be used in Category II, IV)		
		Credit Hrs
ENGL 101	English Composition	3
ENGL 102	English Composition	3
or		
ENGL 105	Technical Writing: Writing for Business, Industry & Technology	3
PSCN 171	Introduction to American Government	4
Category II – At least one course in each of the following categories.		
	A. Humanities or Social Science courses	

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	Recommended: approved sections AUTO 112	
	B. Computer Use: Select from approved courses/sections identified in class schedule booklet	
Specific Requirements		
		Credit Hrs
AUBY 105	Autobody Welding & Metal Finishing	6
AUBY 106	Autobody Painting	6
AUBY 205	Panel Repair, Major Collision, Frame Repair	8
AUBY 206	Advanced Autobody Repair & Painting	8
AUTO 110	Automotive Electricity	4
AUTO 112	Automotive Fundamentals	4
AUTO 113	Automotive Heating & Air Conditioning	6
AUTO 115	Suspension & Alignment Systems	6
	Total	48
Related Courses		
		Credit Hrs
MATT 120	Technical Mathematics I (formerly PHSM 120)	4
Recommended Electives		
AUTO	Any Course	
	GRAND TOTAL	62 credits

Career Schools

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Place: Locations of Courses Offered by Competitive Programs

Community Colleges and Four-Year Colleges

Oakland Community College

Career Schools

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Price: The Cost of Attendance

Community Colleges and Four-Year Colleges

Oakland Community College

Career Schools

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Promotion: How does the school inform its students of what it has to offer?

Community Colleges and Four-Year Colleges

Oakland Community College

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**APPENDIX:
Comparison of Select Program Attributes**

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Locations of Competitive Medical Assisting Programs

<u>School</u>	<u>Address</u>	<u>City</u>	<u>Zip</u>	<u>County</u>	<u>Telephone</u>	<u>Web:</u>	<u>Type of Institution</u>
Baker College of Auburn Hills	1500 University Drive	Auburn Hills	48326	Oakland	248-276-8237	www.baker.edu	4-year college
Baker College of Flint	1050 West Bristol Rd	Flint	48507	Genesee	810-766-4133	www.baker.edu	4-year college
Baker College of Mount Clemens	34950 Little Mack Avenue	Clinton Township	48035	Macomb	810-791-6610	www.baker.edu	4-year college
Carnegie Institute	550 Stephenson Hwy, Suite 100	Troy	48083	Oakland	248-589-1078	www.carnegie-institute.com	Career School
Davenport University - Lansing Branch	220 East Kalamazoo Street	Lansing	48933	Ingham	517-484-2600	www.davenport.edu	4-year college
Detroit Business Institute	23077 Greenfield Rd, suite LL28	Southfield	48075	Oakland	248-552-6300		Career School
Detroit Business Institute - Downriver	19100 Fort Street	Riverview	48192	Wayne	734-479-0660		Career School
Dorsey Business School	31542 Gratiot Ave	Roseville	48066	Macomb	810-296-3225	www.dorseyschools.com	Career School
Dorsey Business School	30821 Barrington St.	Madison Heights	48071	Oakland	248-558-9660	www.dorseyschools.com	Career School
Dorsey Business School	15755 Northline Rd	Southgate	48195	Wayne	734-285-5400	www.dorseyschools.com	Career School
Dorsey Business School	34841 Veterans Plz	Wayne	48184	Wayne	734-595-1540	www.dorseyschools.com	Career School
Henry Ford Community College	5101 Evergreen	Dearborn	48128	Wayne	313-317-6570	www.henryford.cc.mi.us	Community College

Note: Only includes information for schools in the following counties: Genesee, Lapeer, Livingston, Macomb, Oakland, Washtenaw, and Wayne. Additionally, schools in Lansing were included.

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School	Address	City	Zip	County	Telephone	Web:	Type of Institution
Lawton School	20755 Greenfield Road	Southfield	48075	Oakland	248-569-7787		Career School
Macomb Community College	44575 Garfield Road	Clinton Township	48038	Macomb	810-286-2194	www.macomb.cc.mi.us	Community College
Metro Technical Institute	21700 Greenfield Rd, #114	Oak Park	48237	Oakland	248-968-2920		Career School
National Institute of Technology	26555 Evergreen Rd., suite 500	Southfield	48076	Oakland	248-799-9933	www.cci.edu	Career School
National Institute of Technology	23400 Michigan Ave, Suite 200	Dearborn	48124	Wayne	888-741-4271 313-562-4228		Career School
Oakland Community College	7350 Cooley Lake Road	Waterford	48327	Oakland	248-942-3068	www.occ.mi.us	Community College
Ross Medical Education Center	1036 Gilbert	Flint	48532	Genesee	810-230-1100		Career School
Ross Medical Education Center	5757 Whitmore Lake Road, Suite 800	Brighton	48116	Livingston	810-227-0160		Career School
Ross Medical Education Center	27120 Dequindre Rd	Warren	48092	Macomb	810-574-0830		Career School
Ross Medical Education Center	9327 Telegraph Road	Redford	48239	Wayne			Career School
Ross Medical Education Center	4703 Washtenaw	Ann Arbor	48108	Washtenaw	734-434-7320		Career School
Schoolcraft College	1751 Radcliff Street	Garden City	48135	Wayne	734-462-4400	www.schoolcraft.cc.mi.us	Community College

Note: Only includes information for schools in the following counties: Genesee, Lapeer, Livingston, Macomb, Oakland, Washtenaw, and Wayne. Additionally, schools in Lansing were included.

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Comparisons of Select Program Information for Competitive Medical Assisting Programs

School	Accreditation	Assoc. Degree or Certificate?	Approx. Length of Full-Time Program	In-District Cost of Program	Known Advertisements?*
Baker College	CAAHEP	Associate degree	2 years	\$14,020	Radio, Billboard, Direct Mail (not specific to med. assist.)
Carnegie Institute	ACCSCT, CAAHEP	Certificate	1 year	\$7,675	
Davenport University - Lansing	CAAHEP	Associate degree	2 years	\$18,994	TV, Radio (not specific to med. assist.)
Detroit Business Institute	ACICS	Certificate	8 months	\$6,400	
Dorsey Business School	ACICS	Certificate	1 year	\$8,000 - \$9,000	
Henry Ford Community College	CAAHEP	Certificate	1 year	\$2,437	Radio (not specific to med. assist.)
Lawton School	ACCSCT	Certificate	34 weeks	\$6,000	
Macomb Community College	CAAHEP	Both assoc. degree & certificate	assoc. deg: 2 years certificate: 1 year	assoc. deg: \$3,636 certificate: \$2,292	Radio (not specific to med. assist.)
Metro Technical Institute	ACCSCT	Certificate	9 months	\$6,500	

Accrediting Organizations

ABHES: Accrediting Bureau of Health Educations Schools

ACCSCT - Accrediting Commission of Career Schools & Colleges of Technology Programs

ACICS - Accrediting Council for Independent Colleges and Schools

CAAHEP - Commission on Accreditation of Allied Health Education

**** Note: There may be advertising and other promotions activity of which we are not aware.**

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School	Accreditation	Assoc. Degree or Certificate?	Approx. Length of Full-Time Program	In-District Cost of Program	Known Advertisements?*
National Institute of Technology	ACCSCCT, CAAHEP	Certificate	8 months	\$8,550	Television, specifically for medical assisting program
Oakland Community College	CAAHEP	Both assoc. degree & certificate	assoc. deg: 2 years certificate: 1 year	assoc. deg: \$4,129 certificate: \$2,670	Radio (not specific to med. assist.)
Ross Medical Education Center	ABHES, ACCSCT	Certificate	30 weeks	\$7,000	Direct mail, possibly television (not confirmed)
Schoolcraft College	CAAHEP	Certificate	1 year	\$2,700	

Accrediting Organizations

ABHES: Accrediting Bureau of Health Educations Schools

ACCSCCT - Accrediting Commission of Career Schools & Colleges of Technology Programs

ACICS - Accrediting Council for Independent Colleges and Schools

CAAHEP - Commission on Accreditation of Allied Health Education

**** Note: There may be advertising and other promotions activity of which we are not aware.**

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Comparisons of Select Survey Results for Competitive Medical Assisting Programs

School	Top of Mind Awareness	Total Unaided Awareness	% Mentioning School as Having Highest Quality Program	% Employing Graduates from this Institution
Baker College	2.7%	10.8%	1.8%	6.4%
Carnegie Institute	19.8%	31.5%	22.0%	31.8%
Davenport University - Lansing	-	-	-	-
Detroit Business Institute	0.9%	1.8%	0.9%	0.9%
Dorsey Business School	-	4.5%	0.9%	3.6%
Henry Ford Community College	-	-	-	-
Lawton School	0.9%	1.8%	0.9%	0.9%
Macomb Community College	2.7%	11.7%	3.7%	7.3%
Metro Technical Institute	-	-	-	-
National Institute of Technology	3.6%	9.0%	0.9%	7.3%
Oakland Community College	23.4%	36.9%	18.3%	20.9%
Ross Medical Education Center	10.8%	32.4%	10.1%	18.2%
Schoolcraft College	1.8%	3.6%	-	-

Frequencies

Frequency Table

What type of certification do you find most valuable for your Collision Auto Body Repair Technicians to attain?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid National Automotive Technicians Education Foundation	11	5.9	5.9	5.9
I-CAR certification classes	67	35.8	35.8	41.7
State of Michigan Certification	89	47.6	47.6	89.3
other	17	9.1	9.1	98.4
don't know	3	1.6	1.6	100.0
Total	187	100.0	100.0	

What type of certification do you find most valuable for your Collision Auto Body Repair Technicians to attain?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	170	90.9	90.9	90.9
AFC	1	.5	.5	91.4
Custom restoration.	1	.5	.5	92.0
experience	3	1.6	1.6	93.6
Experience, on-the-job training	1	.5	.5	94.1
Ferris St., Oakland Univ. have good programs	1	.5	.5	94.7
Frame & welding certification	1	.5	.5	95.2
frame technician	1	.5	.5	95.7
hands-on experience	1	.5	.5	96.3
hands-on training	1	.5	.5	96.8
High School Vocational	1	.5	.5	97.3
On-the-job training	1	.5	.5	97.9
On the job training	1	.5	.5	98.4
On the job training/experience	1	.5	.5	98.9
Unibody & collision repair mechanic certificate	1	.5	.5	99.5
Unibody frame certification	1	.5	.5	100.0
Total	187	100.0	100.0	

Handwritten calculations in red ink:

$$\begin{array}{r} 1000 \\ - 150 \\ \hline 850 \\ - 25 \\ \hline 825 \end{array}$$

200

$$\begin{array}{r} 825 \\ - 300 \\ \hline 525 \end{array}$$

Is state certification a requirement for Collision Auto Body Repair Technicians at your facility?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	17	9.1	9.1	9.1
yes	168	89.8	89.8	98.9
don't know	2	1.1	1.1	100.0
Total	187	100.0	100.0	

How many of your Collision Auto Body Repair Technicians are state certified?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	7	3.7	3.7	3.7
1	25	13.4	13.4	17.1
10	2	1.1	1.1	18.2
14	1	.5	.5	18.7
15	1	.5	.5	19.3
17	1	.5	.5	19.8
2	50	26.7	26.7	46.5
20	1	.5	.5	47.1
25	1	.5	.5	47.6
3	37	19.8	19.8	67.4
4	22	11.8	11.8	79.1
5	20	10.7	10.7	89.8
6	9	4.8	4.8	94.7
7	7	3.7	3.7	98.4
8	2	1.1	1.1	99.5
99	1	.5	.5	100.0
Total	187	100.0	100.0	

At your facility, what are the minimum education requirements for Collision Auto Body Repair Technicians? (Read List and Circle only one response)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid High school diploma/GED	74	39.6	39.6	39.6
High school vocational program	10	5.3	5.3	44.9
Program certificate in Collision Auto Body Repair	5	2.7	2.7	47.6
I-CAR certification classes	31	16.6	16.6	64.2
Associates degree in Collision Auto Body Repair	1	.5	.5	64.7
Bachelors degree or higher	1	.5	.5	65.2
On the job experience	36	19.3	19.3	84.5
other	23	12.3	12.3	96.8
12 don't know	1	.5	.5	97.3
5 don't know	5	2.7	2.7	100.0
Total	187	100.0	100.0	

At your facility, what are the minimum educational requirements for collision Auto Body Repair Technicians?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	163	87.2	87.2	87.2
5yrs. exp. auto body	1	.5	.5	87.7
Cert.-Unibody struct	1	.5	.5	88.2
Experience & some sc	1	.5	.5	88.8
Michigan State Cert.	1	.5	.5	89.3
no	1	.5	.5	89.8
No	3	1.6	1.6	91.4
none	1	.5	.5	92.0
None	5	2.7	2.7	94.7
State Cert.	3	1.6	1.6	96.3
State Certificate	1	.5	.5	96.8
State certification	2	1.1	1.1	97.9
State Certification	1	.5	.5	98.4
State of MI certific	1	.5	.5	98.9
State of Mich Cert.	2	1.1	1.1	100.0
Total	187	100.0	100.0	

Is there a preferred educational requirement for Collision Auto Body Repair Technicians?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
High school diploma/GED	20	10.7	10.7	10.7
High school vocational program	11	5.9	5.9	16.6
Program certificate in Collision Auto Body Repair	5	2.7	2.7	19.3
I-CAR certification classes	70	37.4	37.4	56.7
Associates degree in Collision Auto Body Repair	3	1.6	1.6	58.3
Bachelors degree or higher	2	1.1	1.1	59.4
Dealership internship program	1	.5	.5	59.9
On the job experience	31	16.6	16.6	76.5
other	38	20.3	20.3	96.8
don't know/indifferent	6	3.2	3.2	100.0
Total	187	100.0	100.0	

Is there a preferred educational requirement for Collision Auto Body Repair Technician?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	149	79.7	79.7	79.7
apprenticeship under licensed journeyman	1	.5	.5	80.2
ASE Trade/Vocational programs	1	.5	.5	80.7
Career prep. center-vocational school.	1	.5	.5	81.3
Certified welding association	1	.5	.5	81.8
Counce Collision School (Chicago)	1	.5	.5	82.4
Job know-how	1	.5	.5	82.9
MI State certified	1	.5	.5	83.4
Michigan State certification	1	.5	.5	84.0
no	1	.5	.5	84.5
No	15	8.0	8.0	92.5
none	1	.5	.5	93.0
None	2	1.1	1.1	94.1
Some College or Vocational classes	1	.5	.5	94.7
State certification	2	1.1	1.1	95.7
State Certification	3	1.6	1.6	97.3
State of Mich. Certificate	1	.5	.5	97.9
State of Michigan Certificate	2	1.1	1.1	98.9
Trade school - vocational	1	.5	.5	99.5
Unibody experience & artistic ability	1	.5	.5	100.0
Total	187	100.0	100.0	

Can you tell me which local colleges and/or organizations offer an education in Collision Auto Body Repair?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Cheif Automotive Systems	1	.5	.5	.5
Daimler Chrysler (CAP)	1	.5	.5	1.1
Mott College	1	.5	.5	1.6
Oakland Community College	13	7.0	7.0	8.6
Oakland Technical Center	6	3.2	3.2	11.8
Washtenaw Community College	3	1.6	1.6	13.4
Wayne County Community College	6	3.2	3.2	16.6
Other	84	44.9	44.9	61.5
Don't Know	72	38.5	38.5	100.0
Total	187	100.0	100.0	

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Can you tell me which local colleges and/or organizations offer an education in Collision Auto Body Repair?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	103	55.1	55.1	55.1
Experience	1	.5	.5	55.6
4 or 5 local High sc	1	.5	.5	56.1
A-Tech	1	.5	.5	56.7
ATEQ	2	1.1	1.1	57.8
Auto tech group	1	.5	.5	58.3
Career Prep Center	1	.5	.5	58.8
Detroit Pub. Schools	1	.5	.5	59.4
Ferris State	4	2.1	2.1	61.5
Ferris State Univers	3	1.6	1.6	63.1
Go-Lightley (Detroit	1	.5	.5	63.6
H.S. Vocational	1	.5	.5	64.2
Hands-on experience	1	.5	.5	64.7
Henry Ford Community	3	1.6	1.6	66.3
Herman tech school	1	.5	.5	66.8
High school classes	1	.5	.5	67.4
High school vocation	1	.5	.5	67.9
High School Vocation	1	.5	.5	68.4
High Schools	1	.5	.5	69.0
I-CAR	1	.5	.5	69.5
I - CAR	11	5.9	5.9	75.4
I - CAR Cert.	2	1.1	1.1	76.5
I - CAR certificate	1	.5	.5	77.0
I - CAR classes	1	.5	.5	77.5
I -CAR	1	.5	.5	78.1
I CAR	2	1.1	1.1	79.1
ITT Tech	1	.5	.5	79.7
L'anse Creuse H.S.	1	.5	.5	80.2
Local tech ctr. for	1	.5	.5	80.7
Macomb Com. College	1	.5	.5	81.3
Macomb Comm. College	6	3.2	3.2	84.5
Macomb Community Col	5	2.7	2.7	87.2
MacombCC	2	1.1	1.1	88.2
MCCC	1	.5	.5	88.8
Mopar (Livonia)	1	.5	.5	89.3
Motech	1	.5	.5	89.8
MoTech	1	.5	.5	90.4
None	1	.5	.5	90.9
None around here	1	.5	.5	91.4
North Oakland Instit	1	.5	.5	92.0
Oakland Univ.	1	.5	.5	92.5
Oakland University	4	2.1	2.1	94.7
Plymouth-Canton H.S.	1	.5	.5	95.2
PPG painting trainin	1	.5	.5	95.7
Pro Tech	1	.5	.5	96.3
Seminars by ICAR	1	.5	.5	96.8
Slovak	1	.5	.5	97.3
Ster. Hts. H.S. Voca	1	.5	.5	97.9
Taylor Technical	1	.5	.5	98.4
Unnamed local Jr. Co	1	.5	.5	98.9
Votech	1	.5	.5	99.5

Can you tell me which local colleges and/or organizations offer an education in Collision Auto Body Repair?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Wayne State Universi	1	.5	.5	100.0
Total	187	100.0	100.0	

Can you tell me which local colleges and/or organizations offer an education in Collision Auto Body Repair?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ford Motor Company Apprenticeship Program	3	1.6	7.3	7.3
General Motors Service Technician Training	1	.5	2.4	9.8
Oakland Community College	5	2.7	12.2	22.0
Oakland Technical Center	3	1.6	7.3	29.3
Wayne County Community College	2	1.1	4.9	34.1
Other	27	14.4	65.9	100.0
Total	41	21.9	100.0	
Missing System	146	78.1		
Total	187	100.0		

Can you tell me which local colleges and/or organizations offer an education in Collision Auto Body Repair?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	160	85.6	85.6	85.6
A - TEC	1	.5	.5	86.1
ASE	1	.5	.5	86.6
ATEQ	1	.5	.5	87.2
AutoTech Collision	1	.5	.5	87.7
Belleville H.S.	1	.5	.5	88.2
Ferris St.	1	.5	.5	88.8
Ferris State	1	.5	.5	89.3
Ferris State Univ.	1	.5	.5	89.8
Ferris State Univers	1	.5	.5	90.4
I - CAR	1	.5	.5	90.9
Macomb Comm. Coll	1	.5	.5	91.4
Macomb Comm. College	2	1.1	1.1	92.5
Macomb Community Col	2	1.1	1.1	93.6
Mo Tech	1	.5	.5	94.1
Motech	1	.5	.5	94.7
Oakland University	1	.5	.5	95.2
Painter Supply Co.	1	.5	.5	95.7
Pankow	1	.5	.5	96.3
Roseville High	1	.5	.5	96.8
Schoolcraft	1	.5	.5	97.3
several H.S. Vocat.	1	.5	.5	97.9
Vocational Schools	1	.5	.5	98.4
Warren Vocat'l. Cntr	1	.5	.5	98.9
Washtenaw Comm. Col.	1	.5	.5	99.5
Wayne State Universi	1	.5	.5	100.0
Total	187	100.0	100.0	

Can you tell me which local colleges and/or organizations offer an education in Collision Auto Body Repair?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	General Motors Service Technician Training	2	1.1	18.2	18.2
	Oakland Technical Center	1	.5	9.1	27.3
	Other	8	4.3	72.7	100.0
	Total	11	5.9	100.0	
Missing	System	176	94.1		
Total		187	100.0		

Can you tell me which local colleges and/or organizations offer an education in Collision Auto Body Repair?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		179	95.7	95.7	95.7
	ATAQ	1	.5	.5	96.3
	Ferris S	2	1.1	1.1	97.3
	FerrisSt	1	.5	.5	97.9
	MacombCC	2	1.1	1.1	98.9
	Schoolcr	1	.5	.5	99.5
	Vocation	1	.5	.5	100.0
	Total	187	100.0	100.0	

In your opinion, which local colleges and/or organizations have the highest quality Collision Auto Body Repair program?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cheif Automotive Systems	1	.5	.5	.5
	Daimler Chrysler (CAP)	1	.5	.5	1.1
	Mott College	1	.5	.5	1.6
	Oakland Community College	11	5.9	5.9	7.5
	Oakland Technical Center	4	2.1	2.1	9.6
	Washtenaw Community College	4	2.1	2.1	11.8
	Wayne County Community College	2	1.1	1.1	12.8
	Other	49	26.2	26.2	39.0
	Don't Know	114	61.0	61.0	100.0
	Total	187	100.0	100.0	

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In your opinion, which local colleges and/or organizations have the highest quality Collision Auto Body Repair program?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	138	73.8	73.8	73.8
A-Tech	1	.5	.5	74.3
A - TEC	1	.5	.5	74.9
Auto tech group	1	.5	.5	75.4
Baker College	1	.5	.5	75.9
Career Prep Center	1	.5	.5	76.5
Ferris State	2	1.1	1.1	77.5
Ferris State Univers	3	1.6	1.6	79.1
Go-Lightley(Detroit)	1	.5	.5	79.7
Hands-on experience	1	.5	.5	80.2
Herman tech school	1	.5	.5	80.7
high school classes	1	.5	.5	81.3
High school vocation	1	.5	.5	81.8
I - CAR	7	3.7	3.7	85.6
I - CAR Cert.	1	.5	.5	86.1
I CAR	1	.5	.5	86.6
ICAR	1	.5	.5	87.2
Macomb Comm. College	4	2.1	2.1	89.3
Macomb Community Col	4	2.1	2.1	91.4
MOTEC	1	.5	.5	92.0
Motech	1	.5	.5	92.5
No	1	.5	.5	93.0
None	2	1.1	1.1	94.1
North Oakland Inst.	1	.5	.5	94.7
Oakland University	2	1.1	1.1	95.7
Pro Tech	1	.5	.5	96.3
Seminars by ICAR	1	.5	.5	96.8
Slovak	1	.5	.5	97.3
Ster.Hts. High Vocat	1	.5	.5	97.9
Taylor Technical	1	.5	.5	98.4
Votech	1	.5	.5	98.9
Wayne State Universi	2	1.1	1.1	100.0
Total	187	100.0	100.0	

In your opinion, which local colleges and/or organizations have the highest quality Collision Auto Body Repair program?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Ford Motor Company Apprenticeship Program	3	1.6	21.4	21.4
Oakland Community College	3	1.6	21.4	42.9
Oakland Technical Center	2	1.1	14.3	57.1
Wayne County Community College	1	.5	7.1	64.3
Other	5	2.7	35.7	100.0
Total	14	7.5	100.0	
Missing				
System	173	92.5		
Total	187	100.0		

In your opinion, which local colleges and/or organizations have the highest quality Collision Auto Body Repair program?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	182	97.3	97.3	97.3
FerrisSt	1	.5	.5	97.9
MacombCC	1	.5	.5	98.4
Mo Tech	1	.5	.5	98.9
OaklandU	1	.5	.5	99.5
Schoolcr	1	.5	.5	100.0
Total	187	100.0	100.0	

In your opinion, which local colleges and/or organizations have the highest quality Collision Auto Body Repair program?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
General Motors Service Technician Training	1	.5	25.0	25.0
Other	3	1.6	75.0	100.0
Total	4	2.1	100.0	
Missing				
System	183	97.9		
Total	187	100.0		

In your opinion, which local colleges and/or organizations have the highest quality Collision Auto Body Repair program?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	184	98.4	98.4	98.4
Ferris S	2	1.1	1.1	99.5
WarrenHS	1	.5	.5	100.0
Total	187	100.0	100.0	

Why do you think these schools have the highest quality programs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	126	67.4	67.4	67.4
"We like 'em better...they teach a little more than I-CAR."	1	.5	.5	67.9
(Albert insists) Herman school is the best in the area for teaching skills & information.	1	.5	.5	68.4
(Have) Proper resources, Seminars/trade orgs. (ICAR) publish new techniques, developments	1	.5	.5	69.0
(Herb) favors I-CAR because they offer on-hands & basic courses; keeping up-to date.	1	.5	.5	69.5

Why do you think these schools have the highest quality programs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid (His) Former employees who graduated from this school were "good."	1	.5	.5	70.1
(Owner) Has employees who attend Oakland Tech Center & it's a satisfactory, quality progra	1	.5	.5	70.6
99	2	1.1	1.1	71.7
A-Tech has the best facilities to keep technicians up to date with changing techniques.	1	.5	.5	72.2
A very profound reason for saying "Highest quality" is that mgr has attended MCC...	1	.5	.5	72.7
As far as respondent knows, MCC is only one in area	1	.5	.5	73.3
auto tech group is a new establishment privatley owned & owner is former I-CAR instructor.	1	.5	.5	73.8
Based on the specifics of the industry	1	.5	.5	74.3
Because owner doesn't know of any other schools	1	.5	.5	74.9
Both in vicinity, ofc.mgr.familiar w/currics; students had work oppor.at local collision	1	.5	.5	75.4
Employees have attended Pro Tech & are well rounded in basic body shop requirements.	1	.5	.5	75.9
Excellent facility for auto body repair classes; mgr. knows many instructors there	1	.5	.5	76.5
Ferris State has highly technical facilities	1	.5	.5	77.0
Funding & state of art current equipment/teaching methods	1	.5	.5	77.5
Hires from OTC, OCC	1	.5	.5	78.1
Hires them and their ability is very good; very responsive to needed on-the-job training	1	.5	.5	78.6
I-CAR is the largest.	1	.5	.5	79.1
I-CAR keeps employees up to date & shop encourages instruction at least once a year.	1	.5	.5	79.7
Is new in area; has heard OCC has a good program	1	.5	.5	80.2

Why do you think these schools have the highest quality programs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid It has been a long-term, well-taught program.	1	.5	.5	80.7
It is an accredited school.	1	.5	.5	81.3
It is the main one.	1	.5	.5	81.8
It is the one "most in touch w/reality".	1	.5	.5	82.4
It is the only one (he) knows.	1	.5	.5	82.9
Jim states his shop is affiliated w/Go-Lightley. Excellent program!	1	.5	.5	83.4
Knows firsthand Ferris State is excellent-both employees attended	1	.5	.5	84.0
Macomb CC has great facilities & courses.	1	.5	.5	84.5
Mgr. recommends I - CAR. They are national & preparation is excellent.	1	.5	.5	85.0
Mgr. states I-CAR classes meet basic instruction & training requirements.	1	.5	.5	85.6
More hands on training than any other	1	.5	.5	86.1
More money, new facility/equipment, increased no. of students (in attendance)	1	.5	.5	86.6
Need more young, pain-free applicants w/ "more advanced, highly-detailed training"	1	.5	.5	87.2
Oakland CC has a very excellent facility & schedule of instruction.	1	.5	.5	87.7
OCC has very good instruction, lots of hands-on, structural instruction	1	.5	.5	88.2
OCC plus "Hands-on" is a very good result.	1	.5	.5	88.8
Office mgr.'s contact & "students' opinions are excellent"	1	.5	.5	89.3
Only ones in area and have excellent programs	1	.5	.5	89.8
Our experience shows excellence of Slovak	1	.5	.5	90.4
Owner did attend OCC. It is a very good school.	1	.5	.5	90.9
Owner has attended North Oakland & [feels others are excellent by aquired knowledge].	1	.5	.5	91.4
Owner states he has I - CAR trained technicians.	1	.5	.5	92.0

Why do you think these schools have the highest quality programs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Respondent was formerly enrolled at WCC & has had personal dealings w/instructors.	1	.5	.5	92.5
Svc. Mgr. had personal exper. with Sterling Hts. Vocat. Dept.; said "they are excellent"	1	.5	.5	93.0
Teachers provided learning opportunities & exposure; made leaders	1	.5	.5	93.6
The only school for this in the area.	1	.5	.5	94.1
They're morw thorough, a little tougher, they get into deeper things.	1	.5	.5	94.7
They are all he knows of. MCC is excellent	1	.5	.5	95.2
They have adequate instruction & facilities.	1	.5	.5	95.7
They have experienced auto body repair instructors	1	.5	.5	96.3
They have good facilities and staff.	1	.5	.5	96.8
They have outstanding programs	1	.5	.5	97.3
They offer extensive auto body repair instructions and facilities.	1	.5	.5	97.9
They stay current with concepts of technology	1	.5	.5	98.4
This (Ferris) is the only school in Michigan that you can get a B.S. in auto body repair.	1	.5	.5	98.9
Votech has a good reputation.	1	.5	.5	99.5
We are proud to be part of Oakland Tech. program	1	.5	.5	100.0
Total	187	100.0	100.0	

Why do you think these schools have the highest quality programs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid don't know/indifferent	11	5.9	100.0	100.0
Missing System	176	94.1		
Total	187	100.0		

From which colleges and/or organizations have your Collision Auto Body Repair Technicians graduated? (Interviewer: don't read list, simply circle all responses mentioned)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Daimler Chrysler (CAP: Chrysler Apprenticeship Program)	1	.5	.5	.5
Mott College	2	1.1	1.1	1.6
Oakland Community College	7	3.7	3.8	5.4
Oakland Technical Center	4	2.1	2.2	7.5
Washtenaw Community College	2	1.1	1.1	8.6
Wayne County Community College District	2	1.1	1.1	9.7
other	73	39.0	39.2	48.9
don't know	95	50.8	51.1	100.0
Total	186	99.5	100.0	
Missing	99	1	.5	
Total	187	100.0		

From which colleges and/or organizations have your Collision Auto Body Repair Technicians graduated? (Interviewer: don't read list, simply circle all responses mentioned)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	114	61.0	61.0	61.0
A-Tech	1	.5	.5	61.5
ASE	1	.5	.5	62.0
Community Colleges	1	.5	.5	62.6
Counce Collision Sch	1	.5	.5	63.1
Ferris State	6	3.2	3.2	66.3
Ferris State Univers	2	1.1	1.1	67.4
Go-Lightley(Detroit)	1	.5	.5	67.9
H.S. auto clases	1	.5	.5	68.4
H.S. Vocational grad	1	.5	.5	69.0
high schl grads	1	.5	.5	69.5
High school vocation	1	.5	.5	70.1
High schools	1	.5	.5	70.6
I - CAR	11	5.9	5.9	76.5
I - CAR cert.	1	.5	.5	77.0
I CAR	1	.5	.5	77.5
I CAR Cert Classes	1	.5	.5	78.1
Macomb Comm. College	1	.5	.5	78.6
Macomb Community Col	1	.5	.5	79.1
Michigan State U.	1	.5	.5	79.7
Motech	2	1.1	1.1	80.7
MoTech	2	1.1	1.1	81.8
none	2	1.1	1.1	82.9
None	28	15.0	15.0	97.9
North Oakland Inst.	1	.5	.5	98.4
On the job training	2	1.1	1.1	99.5
Pro Tech	1	.5	.5	100.0
Total	187	100.0	100.0	

From which colleges and/or organizations have your Collision Auto Body Repair Technicians graduated? (Interviewer: don't read list, simply circle all responses mentioned)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Oakland Technical Center	1	.5	7.1	7.1
	other	13	7.0	92.9	100.0
	Total	14	7.5	100.0	
Missing	System	173	92.5		
Total		187	100.0		

From which colleges and/or organizations have your Collision Auto Body Repair Technicians graduated? (Interviewer: don't read list, simply circle all responses mentioned)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		174	93.0	93.0	93.0
	ASE	2	1.1	1.1	94.1
	ASE cert	1	.5	.5	94.7
	H.S.Voca	1	.5	.5	95.2
	I - CAR	1	.5	.5	95.7
	Mo Tech	1	.5	.5	96.3
	Motech	2	1.1	1.1	97.3
	MoTech	1	.5	.5	97.9
	Rosvl HS	1	.5	.5	98.4
	Schoolcr	1	.5	.5	98.9
	State Ce	2	1.1	1.1	100.0
	Total	187	100.0	100.0	

From which colleges and/or organizations have your Collision Auto Body Repair Technicians graduated? (Interviewer: don't read list, simply circle all responses mentioned)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	other	2	1.1	100.0	100.0
Missing	System	185	98.9		
Total		187	100.0		

From which colleges and/or organizations have your Collision Auto Body Repair Technicians graduated? (Interviewer: don't read list, simply circle all responses mentioned)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		185	98.9	98.9	98.9
	I - CAR	1	.5	.5	99.5
	Qualify	1	.5	.5	100.0
	Total	187	100.0	100.0	

What are some of the most important trends and issues related to Collision Auto Body Repair as you see it today? (interview: please note all trends and issues mentioned)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 'Insurance Direct Repair Program' where insurance companies control everything	1	.5	.5	.5
Insurance companies are buying their own collision shops & monopolizing the industry.	1	.5	.5	1.1
Labor time operations; insurance comp. cut/reduce amount of time for techs to do the work	1	.5	.5	1.6
" A good working environment & team support. Customer contact & relations."	1	.5	.5	2.1
"My biggest problem is the control the Insurance co. have."	1	.5	.5	2.7
(Albert) states Ins. Co. are harder & harder to deal with.	1	.5	.5	3.2
(Dave) states the biggest trend is structural repairs.	1	.5	.5	3.7
(difficulty in) "matching paint"	1	.5	.5	4.3
(Don) states that auto body shops pay .5 of regular mechanical shops because of insurance co. regs.	1	.5	.5	4.8
(Greg): Insurance co. regulation of costs, prices and technology changes are main trends.	1	.5	.5	5.3
(Haifa) states that Insurance co. have big impact on the auto body repair business.	1	.5	.5	5.9
(Insurance) labor rate issue (too low)	1	.5	.5	6.4
(insurance) Labor rates are low; insurance co. are pushing direct repair facilities.	1	.5	.5	7.0
(Johnny)says the diversity of technology & the poor quality of autos causes long delays...	1	.5	.5	7.5
(Owner) Biggest issue is customer wanting auto repaired/completed immediately.	1	.5	.5	8.0
(Owner) Has to pay a too low rate for qualified technicians because of Ins. comp. price fixing	1	.5	.5	8.6

What are some of the most important trends and issues related to Collision Auto Body Repair as you see it today? (interview: please note all trends and issues mentioned)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid (Owner) states that there is a trend toward more quality workmanship; it's on the rise.	1	.5	.5	9.1
99	2	1.1	1.1	10.2
A shortage of technicians, possibly due to lack of interest in the field or lack of awareness	1	.5	.5	10.7
Airbags, computers, diagnostics, etc, manufactures don't share information. Complexity is a problem.	1	.5	.5	11.2
All aspects of work getting more complicated, esp. hard dealing with insurance industry	1	.5	.5	11.8
Allstate owns the largest repair facility in the area; ins. comp. drive labor rates down..	1	.5	.5	12.3
Art states a trend with insurance co. to reduce costs.	1	.5	.5	12.8
Biggest problem: ins. co's. required use of lesser-quality (non-manuf.) aftermarket parts	1	.5	.5	13.4
Cars must be "perfect" Customers "picky"; quality of coll. work has improved over 25 yrs.	1	.5	.5	13.9
Challenge to sustain current technological education, hard to access areas in compact cars	1	.5	.5	14.4
Challenge: making the vehicle the same as it was before (collision).	1	.5	.5	15.0
Changing requirements & tech - must keep up with.	1	.5	.5	15.5
Continues training & education.	1	.5	.5	16.0
Development/availability of newer/faster products.	1	.5	.5	16.6
Customer relations and quality of workmanship-important.	1	.5	.5	16.6
Details: The important ability of taking (the vehicle) apart & putting it back together...	1	.5	.5	17.1
Different & newer types of paint & chemicals	1	.5	.5	17.6
Doing "a nice job" to satisfy the customer.	1	.5	.5	18.2

What are some of the most important trends and issues related to Collision Auto Body Repair as you see it today? (interview: please note all trends and issues mentioned)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Don't see techs much anymore. People don't jump into field like they used to	1	.5	.5	18.7
Earl Sheib had past poor mgt problems.George has stopped this trend at his shop...	1	.5	.5	19.3
Emphasis on being more customer service-oriented.	1	.5	.5	19.8
Everyday work has technology advancing.	1	.5	.5	20.3
Everything direct repair shop now; insurance emphasized replacement parts over orig. manuf	1	.5	.5	20.9
Exorbitant deductables up to 1,000.00. Oversees people flooding the mkt. with low bids...	1	.5	.5	21.4
Facts, not trends include: computers, new chemicals	1	.5	.5	21.9
familiarity with the metallics, glazes, equipment	1	.5	.5	22.5
Fewer young people entering the industry; liability factors; practical skills may exceed..	1	.5	.5	23.0
Get technicians to do quality repairs, and keep up with constantly changing technology	1	.5	.5	23.5
Getting more technical...there's a trend.	1	.5	.5	24.1
An issue is insurance co. opening their own body shops.	1	.5	.5	24.6
Have 97% rating from Ins. Co's-too much control, & great difficulty dealing with computers.	1	.5	.5	24.6
Ins. Co's. want use of aftermarket parts, not OEM parts; buyout trend by Allstate Ins. Co.	1	.5	.5	25.1
Ins. company rates make wages insufficient to attract (bright/intelligent) new people	1	.5	.5	25.7
Insurance buyout of collision shops; lack of technicians	1	.5	.5	26.2
Insurance Co's. keep labor rates down-fewer people will want to enter the industry.	1	.5	.5	26.7

What are some of the most important trends and issues related to Collision Auto Body Repair as you see it today? (interview: please note all trends and issues mentioned)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Insurance co. are steering people away from the independant shops.	1	.5	.5	27.3
Insurance Co. pay dealers 2 or 3 times the independant shops & this hurts everyone.	1	.5	.5	27.8
Insurance co. purchases own shops for cost containment	1	.5	.5	28.3
Insurance co. regulate costs & this hurts the shops & the customers.	1	.5	.5	28.9
Insurance companies are taking away small repair shop business by opening their own repair	1	.5	.5	29.4
Insurance companies cap the labor rates' keeping them and manpower low...	1	.5	.5	29.9
Insurance companies control industry, squeeze profit margins.	1	.5	.5	30.5
Insurance companies control labor rates (they're insufficient).Mechanics -\$75hr/techs\$30hr	1	.5	.5	31.0
Insurance companies direct consumers to "preferred shops".	1	.5	.5	31.6
Insurance companies govern labor rates, pay rate very low	1	.5	.5	32.1
Insurance companies illegally steer work toward certain shops & grossly restraining free trade.	1	.5	.5	32.6
Insurance companies put the pressure on to reduce estimates.	1	.5	.5	33.2
Insurance company problems & demands	1	.5	.5	33.7
Issue : safety.	1	.5	.5	34.2
Issue: Achieve better relations between insurance co's. & body shops.	1	.5	.5	34.8
Issue: Collision damage transfers to other areas.	1	.5	.5	35.3
Issue: damaged repair & replacement of side air bags & seat belts.	1	.5	.5	35.8
Issue: Labor rate "discrepancies" based on insurance companies' standards.	1	.5	.5	36.4

What are some of the most important trends and issues related to Collision Auto Body Repair as you see it today? (interview: please note all trends and issues mentioned)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Issue: The quality of refinishing; it's a challenge to match identical auto paint color.	1	.5	.5	36.9
It's dying trade, backbreaking, college students prefer desk jobs, insuff. vocat. schools	1	.5	.5	37.4
It is difficult to replace parts & to mix & match paint.	1	.5	.5	38.0
It is harder to make money due to insurance rates.	1	.5	.5	38.5
Knowledge of unibody structure repair.	1	.5	.5	39.0
Labor rates low, limited profit margins, cert. tests too easy, Ins. Co. & Congress dictate	1	.5	.5	39.6
Labor rates to increase; need higher wages.	1	.5	.5	40.1
labor rates too low	2	1.1	1.1	41.2
lack of qualified personnel.	1	.5	.5	41.7
Major issue-insurance: too much paperwork, some have opened their own repair facilities	1	.5	.5	42.2
Major trend in regulations & price control pushed by the insurance Co.	1	.5	.5	42.8
Many changes such as plastic replacing steel, and glue replacing welding	1	.5	.5	43.3
Many new methods and technical changes	1	.5	.5	43.9
Materials are better but very expensive. It's very difficult to make a profit on materials	1	.5	.5	44.4
Mgr. says Insurance co. requirements & cost control is getting harder on the repair shops	1	.5	.5	44.9
Mgr. says that foreign car parts availability is becoming a serious problem trend.	1	.5	.5	45.5
Mgr. says the biggest trend is that the trends change constantly.	1	.5	.5	46.0
Mgr. states a trend w/insurance co. to regulate, even more than before, the prices & cost fo work	1	.5	.5	46.5

What are some of the most important trends and issues related to Collision Auto Body Repair as you see it today? (interview: please note all trends and issues mentioned)

	Frèquency	Percent	Valid Percent	Cumulative Percent
Valid Mgr. states Insurance co. are competing by opening their own repair facilities.	1	.5	.5	47.1
More + more technical, + parts availability	1	.5	.5	47.6
More computer trends, detail, complications	1	.5	.5	48.1
More pressure by insurance companies to lower estimates.	1	.5	.5	48.7
More restrtiction & regulations by insurance companies.	1	.5	.5	49.2
More technical field-more use of computers; specialty training needed.	1	.5	.5	49.7
Need for advanced knowledge to operate advanced technical equipment	1	.5	.5	50.3
New problems with body frames/not as well made as in the past.	1	.5	.5	50.8
New technology especially re: new metals, technology to paint,weld & repair constantly changing.	1	.5	.5	51.3
None	49	26.2	26.2	77.5
Not enough money to be made; labor rates are very low due to insurance companies...	1	.5	.5	78.1
Nothing new, we are advanced.	1	.5	.5	78.6
Office Mgr. states that there are more body repair&paint shops than in the past.	1	.5	.5	79.1
Owner gets too much work & has cut hours to normal 9-5 to avoid overwork stress.	1	.5	.5	79.7
Paint is hard to match for auto body.	1	.5	.5	80.2
Parts assembly & costs are a fortune to purchase. Have to buy an assembly not a part...	1	.5	.5	80.7
Pay increases are bound to State Regulations	1	.5	.5	81.3
Per ICAR study, bodymen leave ind.& few young men enter; must remain current re tech/educ.	1	.5	.5	81.8
Problem finding new/used auto parts	1	.5	.5	82.4

What are some of the most important trends and issues related to Collision Auto Body Repair as you see it today? (interview: please note all trends and issues mentioned)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Problem: Insurance companies now have their own auto body repair facilities...	1	.5	.5	82.9
Problems with aftermrkt parts. Diminished car value; people suing Ins co's. re parts/costs	1	.5	.5	83.4
Quality & strength: There's a trend toward overall better quality & strength in materials.	1	.5	.5	84.0
Refinishing, especially correct color matching.	1	.5	.5	84.5
Remaining technologically current	1	.5	.5	85.0
Shops left behind technologically-labor rates to increase, time required to decrease.	1	.5	.5	85.6
Shops need additional specific repair guideline info. from auto. manufacturers, or I-CAR.	1	.5	.5	86.1
Small shop-not involved in major trends; new products/changes is continuous expectation of business.	1	.5	.5	86.6
Software is a problem(issue). Money isn't sufficient to pay cost/wages from insurance co's	1	.5	.5	87.2
Staying up w/tech. New types of cars/systems; got to go w/changes/times & stay informed.	1	.5	.5	87.7
Svc. Mgr. feels techs are now "plastic surgeons"(not)"sheet metal replacement technicians"	1	.5	.5	88.2
The ability to stay up on current features.	1	.5	.5	88.8
The availability of skilled technicians.	1	.5	.5	89.3
The industry is holding its own regarding issues. Computer will lead to better technology	1	.5	.5	89.8
the Insurance Direct Repair Program	1	.5	.5	90.4
The issue is to repair cars safely	1	.5	.5	90.9
The pay scale is below average. The insurance co. dominate the industry.	1	.5	.5	91.4

What are some of the most important trends and issues related to Collision Auto Body Repair as you see it today? (interview: please note all trends and issues mentioned)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid The thing that concerns me is Insurance co. purchasing their own repair facilities...	1	.5	.5	92.0
This shop's Body shop tech's receive extremely low rates in comparison w/shops within a 20 miles.	1	.5	.5	92.5
To keep up w/current technology & techniques.	1	.5	.5	93.0
To maintain a high quality in painting & body structure of the vehicle.	1	.5	.5	93.6
Trend toward Computerized Estimates	1	.5	.5	94.1
Trend: electrical & computer diagnostics; issue: suspension work time-consuming	1	.5	.5	94.7
Trends/Issues-safety, service, improvement-education, updated equipment/facilities	1	.5	.5	95.2
Underpaid as an industry; excessive material costs, insurance coverage	1	.5	.5	95.7
Used parts procurement; prefer used to new parts.	1	.5	.5	96.3
Vehicles are repaired using proper parts, techniques, & proper info per manufacture specs.	1	.5	.5	96.8
Very important to maintain favorable relationship between insurance co. and auto bodyshop.	1	.5	.5	97.3
Waste removal (chemicals, paints) (broken) parts removal-serious problems; insur. problems	1	.5	.5	97.9
We do a lot of insurance bus.-big problem-increased paperwork	1	.5	.5	98.4
Workers w/cert but not exper. or w/ability but can't pass cert; high tax for small co's.	1	.5	.5	98.9
Wouldn't recommend bodyshop ind. to young men; underpaid, underrated due to Insurance co.	1	.5	.5	99.5

What are some of the most important trends and issues related to Collision Auto Body Repair as you see it today? (interview: please note all trends and issues mentioned)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Young kids are into old cars & trendy autos lack money/skills to do good body work	1	.5	.5	100.0
Total	187	100.0	100.0	

If yes, what other types of jobs are available for advancement? (Interviewer: don't read list, simply circle all responses mentioned)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	139	74.3	74.3	74.3
Heavy body & frame repair	1	.5	.5	74.9
A rate increase or estimator	1	.5	.5	75.4
Administration	1	.5	.5	75.9
advanced skills = more money	1	.5	.5	76.5
asst. mgr./shop foreman	1	.5	.5	77.0
assume partnership	1	.5	.5	77.5
Cert. to do advanced collision	1	.5	.5	78.1
Depends on their training.	1	.5	.5	78.6
dept. manager, partner	1	.5	.5	79.1
Estimator	2	1.1	1.1	80.2
Estimator, Ass't Mgr., Manager	1	.5	.5	80.7
fiberglas repair,boats/motorhm	1	.5	.5	81.3
Frame pulling, paint	1	.5	.5	81.8
frame tech,estimator,parts mgr	1	.5	.5	82.4
Frame Technician	1	.5	.5	82.9
framework	1	.5	.5	83.4
Framework, painting	1	.5	.5	84.0
Higher pay	1	.5	.5	84.5
improved wages	1	.5	.5	85.0
Increase in wages	1	.5	.5	85.6
Mgr. or Suprevisor	1	.5	.5	86.1
Mgt, Estimators, Parts dept.	1	.5	.5	86.6
more detailed work	1	.5	.5	87.2
More in-depth repairs	1	.5	.5	87.7
More work earns a bonus.	1	.5	.5	88.2
Painter	1	.5	.5	88.8
painter, unibody welder	1	.5	.5	89.3
Pay raise as experience increa	1	.5	.5	89.8
Perform more duties	1	.5	.5	90.4
Porter	1	.5	.5	90.9
Porter, Field work	1	.5	.5	91.4

If yes, what other types of jobs are available for advancement? (Interviewer: don't read list, simply circle all responses mentioned)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Porters & Remove/Install men	1	.5	.5	92.0
Service Manager	5	2.7	2.7	94.7
Service mgr-foreman	1	.5	.5	95.2
Shop foreman or Asst. Mgr.	1	.5	.5	95.7
Shop foreman, Asst. Mgr.	1	.5	.5	96.3
shop manager	1	.5	.5	96.8
Shop mgt. supervisor	1	.5	.5	97.3
Supervisor, Shop foreman/mgr.	1	.5	.5	97.9
Tech. w/more ability/expertise	1	.5	.5	98.4
Technician	1	.5	.5	98.9
Technician w/higher commission	1	.5	.5	99.5
Total	187	100.0	100.0	100.0

Type of facility

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Auto Dealership	5	2.7	2.7	2.7
Collision auto body repair shop/facility affiliated with dea	6	3.2	3.2	5.9
Private body shop	166	88.8	88.8	94.7
Paint/refinishing/Detailing shop	3	1.6	1.6	96.3
Other	7	3.7	3.7	100.0
Total	187	100.0	100.0	

Other (please specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	180	96.3	96.3	96.3
Antiq. Auto Body Rep	1	.5	.5	96.8
Collision	3	1.6	1.6	98.4
Collision shop	1	.5	.5	98.9
Independent dealing	1	.5	.5	99.5
Nationally affiliate	1	.5	.5	100.0
Total	187	100.0	100.0	

Type of facility

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	182	97.3	97.3	97.3
Arnolds auto shop	1	.5	.5	97.9
Birmingham Chrysler	1	.5	.5	98.4
Cadillac	1	.5	.5	98.9
Ed Schmid	1	.5	.5	99.5
Sfld. Chrysler	1	.5	.5	100.0
Total	187	100.0	100.0	