

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

A Penton Publication  
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Written for executives and managers of commercial-trucking fleets that operate five or more vehicles, **FLEET OWNER** provides information about operations, vehicle maintenance, industry regulations and information-management technology.

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNELS

### FLEET OWNER MAGAZINE



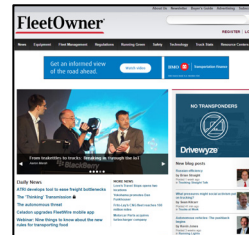
6 Issues in the period  
105,000 average circulation

### FLEET OWNER E-NEWSLETTERS



4 E-Newsletters in the period  
204 total issued in the period  
See below for average per occurrence

### FLEET OWNER WEBSITE



122,531 average unique browsers

### FLEET OWNER SOCIAL MEDIA



18,002 Twitter followers  
4,078 Facebook likes

## EXECUTIVE SUMMARY

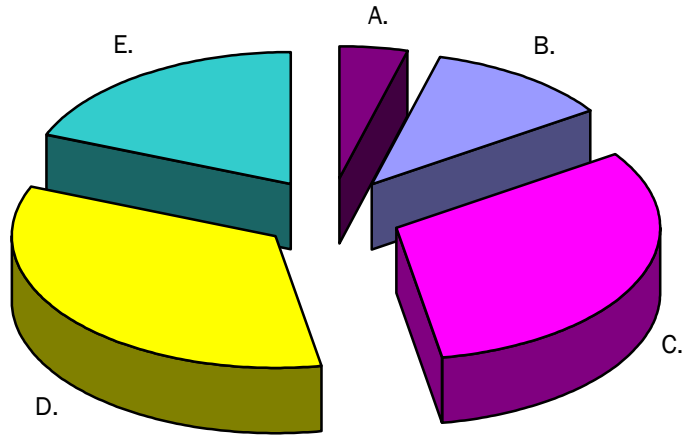
Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>FLEET OWNER MAGAZINE</b> (6 issues in the period)	105,000	-	105,000
<b>FLEET OWNER E-NEWSLETTERS</b>			
a. Newsline (127 issued in the period)	36,478	-	36,478
b. Infotech (26 issued in the period)	11,414	-	11,414
c. Equipment Weekly (26 issued in the period)	28,324	-	28,324
d. Top 5 Stories of the Week (25 issued in the week)	32,277	-	32,277
<b>FLEET OWNER WEBSITE</b> (Monthly Unique Browsers with 319,148 average Page Impressions)	122,531	-	122,531
<b>FLEET OWNER SOCIAL MEDIA</b>			
a. Twitter followers	*18,002	-	*18,002
b. Facebook Likes	*4,078	-	*4,078

\*Social Media claims are cumulative figures, not an average.

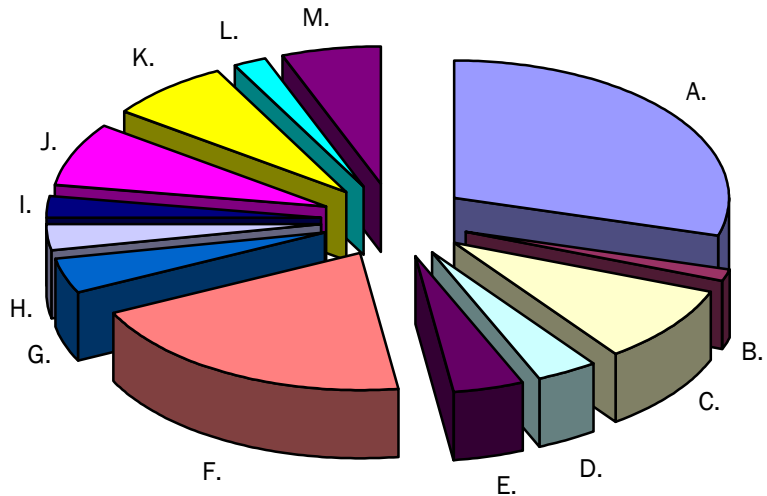
**3a. Breakout of Qualified Circulation by Business/Industry**  
(Please Refer to Paragraph 3a for Complete Descriptions)  
**FLEET SIZE ANALYSIS**

	FLEET SIZE	COPIES
A.	500 or More Vehicles	4,492
B.	100 - 499 Vehicles	11,960
C.	25 - 99 Vehicles	33,129
D.	10 - 24 Vehicles	35,623
E.	5 - 9 Vehicles	19,796
F.	1 - 4 Vehicles	-



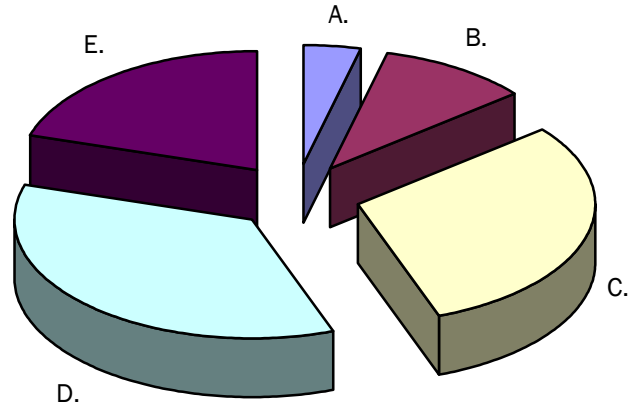
**3a. Breakout of Qualified Circulation by Business/Industry**  
(Please Refer to Paragraph 3a for Complete Descriptions)  
**TYPE OF FLEET ANALYSIS**

	TYPE OF FLEET	COPIES
A.	For-Hire Trucking	30,876
B.	Truck/Trailer Leasing	1,394
C.	Food/Manufacturing/ Distribution	9,587
D.	Sanitation/Recycling	3,882
E.	Government	4,283
F.	Construction/Mining/ Logging/Excavating	21,109
G.	Manufacturing/Processing	4,422
H.	Petroleum Processing/Producing/ Marketing	3,324
I.	Public Utilities	2,397
J.	Retail/Wholesale	7,885
K.	Services	7,772
L.	Bus Fleets	1,901
M.	Other	6,168



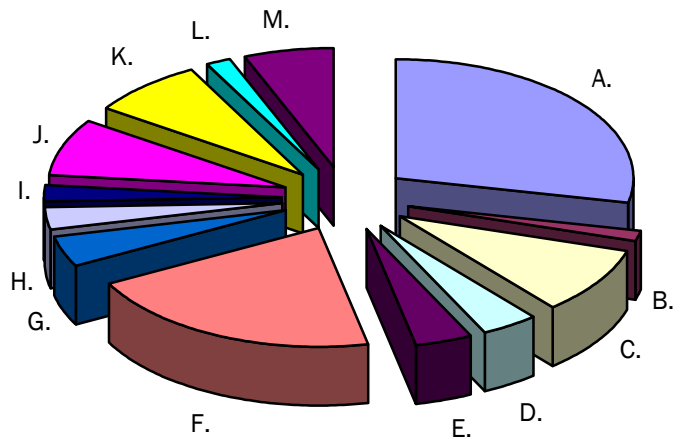
**3a. Breakout of Qualified Units by Business/Industry  
(Please Refer to Paragraph 3a for Complete Descriptions)  
FLEET SIZE ANALYSIS**

FLEET SIZE	UNITS
A. 500 or More Vehicles	3,483
B. 100 - 499 Vehicles	9,377
C. 25 - 99 Vehicles	27,316
D. 10 - 24 Vehicles	31,695
E. 5 - 9 Vehicles	18,362
F. 1 - 4 Vehicles	-



**3a. Breakout of Qualified Units by Business/Industry  
(Please Refer to Paragraph 3a for Complete Descriptions)  
TYPE OF FLEET ANALYSIS**

TYPE OF FLEET	UNITS
A. For-Hire Trucking	25,616
B. Truck/Trailer Leasing	1,080
C. Food/Manufacturing/ Distribution	8,462
D. Sanitation/Recycling	3,342
E. Government	3,711
F. Construction/Mining/Logging/ Excavating	18,358
G. Manufacturing/Processing	3,806
H. Petroleum Processing/Producing/ Marketing	2,855
I. Public Utilities	2,052
J. Retail/Wholesale	6,991
K. Services	6,990
L. Bus Fleets	1,576
M. Other	5,394



**ADDITIONAL ANALYSIS:****FLEET SIZE ANALYSIS (Trucks, Truck Tractors, Trailers, Buses, Off-Road Vehicles, Pickups & Vans) (See Note 1) Total respondents = 105,000 OR 100.0% of total qualified**

BUSINESS/INDUSTRY	ANALYSIS OF MAINTENANCE PERFORMANCE					
	(Based on: "Is any vehicle maintenance performed at this location?" ( ) Yes ( ) NO					
	Total Qualified		Perform any Vehicle Maintenance		Do Not perform Any Vehicle Maintenance or Unknown	
	Copies	Units	Copies	Units	Copies	Units
Motor Vehicle Fleets Basing or Controlling 5 or More Vehicles at a Single Location						
500 or more vehicles	4,492	3,483	2,725	2,039	1,767	1,444
100 – 499 vehicles	11,960	9,377	9,840	7,670	2,120	1,707
50 – 99 vehicles	12,579	10,194	10,232	8,272	2,347	1,922
25 – 49 vehicles	20,550	17,122	15,700	13,020	4,850	4,102
10 – 24 vehicles	35,623	31,695	22,747	20,036	12,876	11,659
5 – 9 vehicles	19,796	18,362	9,434	8,660	10,362	9,702
1 – 4 vehicles	-	-	-	-	-	-
<b>TOTAL FLEET COPIES AND UNITS</b>	<b>105,000</b>	<b>90,233</b>	<b>70,678</b>	<b>59,697</b>	<b>34,322</b>	<b>30,536</b>

**TYPE OF FLEET ANALYSIS**

BUSINESS/INDUSTRY	ANALYSIS OF MAINTENANCE PERFORMANCE					
	(Based on: "Is any vehicle maintenance performed at this location?" ( ) Yes ( ) NO					
	Total Qualified		Perform any Vehicle Maintenance		Do Not perform Any Vehicle Maintenance or Unknown	
	Copies	Units	Copies	Units	Copies	Units
Motor Vehicle Fleets Basing or Controlling 5 or More Vehicles at a Single Location						
For-Hire Trucking Companies	30,876	25,616	21,215	17,122	9,661	8,494
Truck/Trailer Leasing	1,394	1,080	1,025	773	369	307
Food Manufacturing/Distribution	9,587	8,462	6,727	5,935	2,860	2,527
Sanitation/Recycling	3,882	3,342	2,888	2,442	994	900
Government	4,283	3,711	2,996	2,571	1,287	1,140
Construction/Mining/Logging/Excavating	21,109	18,358	15,172	12,990	5,937	5,368
Manufacturing/Processing	4,422	3,806	2,736	2,335	1,686	1,471
Petroleum Processing/Producing/ Marketing	3,324	2,855	2,165	1,874	1,159	981
Public Utilities	2,397	2,052	1,587	1,333	810	719
Retail/Wholesale	7,885	6,991	4,682	4,141	3,203	2,850
Services	7,772	6,990	3,965	3,474	3,807	3,516
Bus Fleets	1,901	1,576	1,569	1,276	332	300
Other	6,168	5,394	3,951	3,431	2,217	1,963
<b>TOTAL FLEET COPIES AND UNITS</b>	<b>105,000</b>	<b>90,233</b>	<b>70,678</b>	<b>59,697</b>	<b>34,322</b>	<b>30,536</b>

Note 1 – The following non-comparable analyses are reported at the publisher's option.

**SUPPLEMENTARY/UNIT DATA FOR ISSUE OF MAY 2016**

This is a multiple analysis of copies and units in vehicle classes 1 and/or 2 and 3, 4 and/or 5 GVW (Gross Vehicle Weights). (See questionnaire used to elicit these data in Additional Data). Since any one recipient may have checked more than one response, the totals should not be added together as the total may exceed the total copies and units. Total Respondents = 105,000 or 100.0% of total qualified. These data are represented for statistical and marketing purposes only.

BUSINESS/INDUSTRY	TOTAL QUALIFIED (A)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASSES 1 and/or 2 VEHICLES (LESS THAN 10,000 lbs. GVW) (B)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASSES 3, 4 and/or 5 VEHICLES (10,000 to 19,499 lbs. GVW) (C)	
	Copies	Units	Copies	Units	Copies	Units
Motor Vehicle Fleets Basing or Controlling 5 or More Vehicles at a Single Location						
500 or more vehicles	4,492	3,483	2,305	1,799	2,077	1,629
100 – 499 vehicles	11,960	9,377	6,693	5,317	5,322	4,197
50 – 99 vehicles	12,579	10,194	7,273	5,923	5,447	4,414
25 – 49 vehicles	20,550	17,122	11,966	10,006	8,343	7,010
10 – 24 vehicles	35,623	31,695	18,950	16,963	12,850	11,484
5 – 9 vehicles	19,796	18,362	9,726	9,065	6,147	5,723
1 – 4 vehicles	-	-	-	-	-	-
<b>TOTAL FLEET COPIES AND UNITS</b>	<b>105,000</b>	<b>90,233</b>	<b>56,913</b>	<b>49,073</b>	<b>40,186</b>	<b>34,457</b>

**Additional Analysis: Fleet Size Analysis based on the total number of Trucks, Truck Tractors, Trailers, Buses, Off-Road Vehicles, Pickups & Vans (See Note 1)**

BUSINESS/INDUSTRY	TOTAL QUALIFIED (A)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASSES 1 and/or 2 VEHICLES (LESS THAN 10,000 lbs. GVW) (B)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASSES 3, 4 and/or 5 VEHICLES (10,000 to 19,499 lbs. GVW) (C)	
	Copies	Units	Copies	Units	Copies	Units
<b>ANALYSIS BY TYPE OF FLEET</b>						
Motor Vehicle Fleets Basing or Controlling 5 or More Vehicles at a Single Location						
For-Hire Trucking Companies	30,876	25,616	10,232	8,335	7,020	5,793
Truck/Trailer Leasing	1,394	1,080	696	533	697	517
Food Manufacturing/Distribution	9,587	8,462	5,678	5,031	3,806	3,346
Sanitation/Recycling	3,882	3,342	2,123	1,813	1,483	1,276
Government	4,283	3,711	3,377	2,939	2,347	2,001
Construction/Mining/Logging/Excavating	21,109	18,358	14,970	13,056	10,142	8,738
Manufacturing/Processing	4,422	3,806	2,315	2,001	1,626	1,415
Petroleum Processing/Producing/Marketing	3,324	2,855	1,922	1,632	1,372	1,179
Public Utilities	2,397	2,052	1,788	1,525	1,447	1,216
Retail/Wholesale	7,885	6,991	4,507	4,012	3,403	2,987
Services	7,772	6,990	4,552	4,100	3,345	2,986
Bus Fleets	1,901	1,576	1,024	847	790	657
Other	6,168	5,394	3,729	3,249	2,708	2,346
<b>TOTAL FLEET COPIES AND UNITS</b>	<b>105,000</b>	<b>90,233</b>	<b>56,913</b>	<b>49,073</b>	<b>40,186</b>	<b>34,457</b>

Class 1 and 2 = Less than 10,000 lbs.

Class 3, 4 and 5 = 10,000 to 19,499 lbs.

Note 1 – The following non-comparable additional analyses are reported at the publisher's option.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	75,337	19,426	-	94,763	90.2
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>10,237</b>	-	-	<b>10,237</b>	<b>9.8</b>
Association rosters and directories	-	-	-	-	-
*Business directories	10,237	-	-	10,237	9.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>85,574</b>	<b>19,426</b>	<b>-</b>	<b>105,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.5</b>	<b>18.5</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	105,000	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>105,000</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016*
Total Audit Average Qualified:	105,000	105,000	105,000	105,000	105,000	105,000
Qualified Non-Paid:	105,000	105,000	105,000	105,000	105,000	105,000
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: January – June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

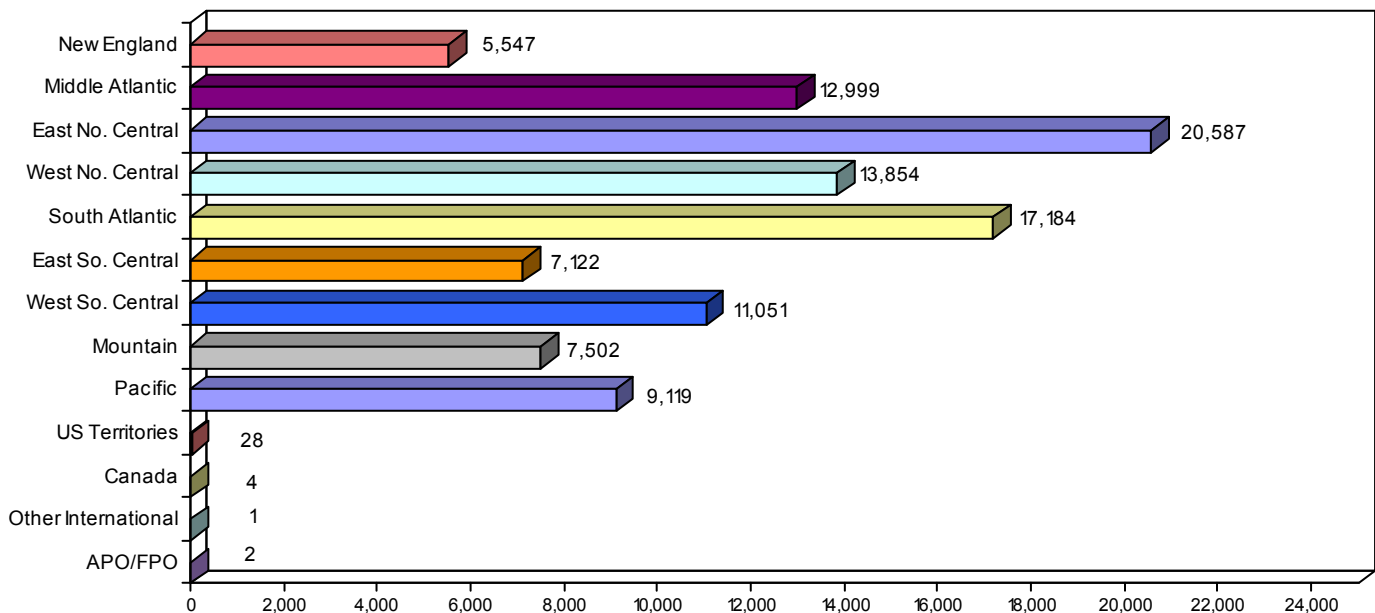
\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2016\***

State	FLEET UNITS	FLEET COPIES	Percent	State	FLEET UNITS	FLEET COPIES	Percent
Maine	828	1,003		Kentucky	1,639	1,953	
New Hampshire	558	639		Tennessee	1,919	2,297	
Vermont	333	390		Alabama	1,506	1,795	
Massachusetts	1,693	1,944		Mississippi	883	1,077	
Rhode Island	255	296		EAST SO. CENTRAL	5,947	7,122	6.8
Connecticut	1,102	1,275		Arkansas	949	1,108	
NEW ENGLAND	4,769	5,547	5.3	Louisiana	1,092	1,288	
New York	4,208	4,823		Oklahoma	1,491	1,755	
New Jersey	2,062	2,337		Texas	5,906	6,900	
Pennsylvania	4,960	5,839		WEST SO. CENTRAL	9,438	11,051	10.5
MIDDLE ATLANTIC	11,230	12,999	12.4	Montana	647	765	
Ohio	4,178	4,925		Idaho	796	928	
Indiana	2,685	3,124		Wyoming	498	585	
Illinois	4,090	4,722		Colorado	1,634	1,859	
Michigan	3,603	4,183		New Mexico	626	728	
Wisconsin	3,063	3,633		Arizona	1,004	1,158	
EAST NO. CENTRAL	17,619	20,587	19.6	Utah	887	1,046	
Minnesota	3,006	3,489		Nevada	387	433	
Iowa	2,073	2,414		MOUNTAIN	6,479	7,502	7.1
Missouri	2,305	2,768		Alaska	166	170	
North Dakota	716	799		Washington	1,821	2,095	
South Dakota	682	774		Oregon	1,248	1,429	
Nebraska	1,378	1,627		California	4,789	5,328	
Kansas	1,699	1,983		Hawaii	92	97	
WEST NO. CENTRAL	11,859	13,854	13.2	PACIFIC	8,116	9,119	8.7
Delaware	294	346		UNITED STATES	90,201	104,965	100.0
Maryland	1,630	1,871		U.S. Territories	25	28	
Washington, DC	52	60		Canada	4	4	
Virginia	2,005	2,364		Mexico	1	1	
West Virginia	742	884		Other International	-	-	
North Carolina	2,891	3,408		APO/FPO	2	2	
South Carolina	1,214	1,419					
Georgia	2,701	3,161					
Florida	3,215	3,671					
SOUTH ATLANTIC	14,744	17,184	16.4				
				<b>TOTAL QUALIFIED CIRCULATION</b>	<b>90,233</b>	<b>105,000</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



2016	Newsline	Infotech	Equipment Weekly	Top 5 Stories of the Week
<b>JANUARY</b>				
January 4	36,186	-	-	-
January 5	36,170	-	-	-
January 6	36,164	-	29,946	-
January 7	36,174	11,618	-	-
January 8	36,155	-	-	32,534
January 11	36,231	-	-	-
January 12	36,211	-	-	-
January 13	36,193	-	29,744	-
January 14	36,214	11,578	-	-
January 15	36,226	-	-	32,484
January 19	36,240	-	-	-
January 20	36,227	-	30,035	-
January 21	36,254	11,609	-	-
January 22	36,254	-	-	32,397
January 25	36,365	-	-	-
January 26	36,295	-	-	-
January 27	36,292	-	29,463	-
January 28	36,313	11,603	-	-
January 29	36,315	-	-	32,375
<b>FEBRUARY</b>				
February 1	36,502	-	-	-
February 2	36,306	-	-	-
February 3	36,319	-	29,285	-
February 4	36,297	11,550	-	-
February 5	36,313	-	-	32,294
February 8	36,367	-	-	-
February 9	36,352	-	-	-
February 10	36,355	-	29,193	-
February 11	36,355	11,545	-	-
February 12	36,366	-	-	32,195
February 16	36,424	-	-	-
February 17	36,406	-	29,113	-
February 18	36,408	11,525	-	-
February 19	36,390	-	-	32,133
February 22	36,465	-	-	-
February 23	36,445	-	-	-
February 24	36,424	-	28,998	-
February 25	36,439	11,515	-	-
February 26	36,457	-	-	31,993
February 29	36,485	-	-	-
<b>MARCH</b>				
March 1	36,438	-	-	-
March 2	36,468	-	28,976	-
March 3	36,491	11,508	-	-
March 4	36,470	-	-	31,986
March 7	36,523	-	-	-
March 8	36,560	-	-	-
March 9	36,554	-	28,796	-
March 10	36,530	11,526	-	-
March 11	36,544	-	-	31,944
March 14	36,566	-	-	-
March 15	36,589	-	-	-
March 16	36,593	-	28,560	-
March 17	36,557	11,487	-	-
March 18	36,562	-	-	31,897
March 21	36,651	-	-	-
March 22	36,602	-	-	-
March 23	36,632	-	28,444	-
March 24	36,660	11,477	-	-
March 25	36,590	-	-	31,820
March 28	36,655	-	-	-
March 29	36,656	-	-	-
March 30	36,600	-	28,315	-
March 31	36,627	11,452	-	-
<b>APRIL</b>				
April 1	36,636	-	-	33,042
April 2	36,608	-	-	-
April 4	36,610	-	-	-
April 5	36,621	-	-	-
April 6	36,597	-	28,283	-
April 7	36,566	11,430	-	-
April 8	36,594	-	-	32,932
April 11	36,646	-	-	-
April 12	36,626	-	-	-
April 13	36,654	-	28,217	-
April 14	36,628	11,408	-	-
April 15	36,634	-	-	32,871
April 18	36,649	-	-	-
April 19	36,618	-	-	-
April 20	36,637	-	28,113	-
April 21	36,647	11,393	-	-
April 22	36,636	-	-	32,814
April 25	36,729	-	-	-
April 26	36,720	-	-	-
April 27	36,706	-	27,960	-
April 28	36,699	11,443	-	-
April 29	36,676	-	-	32,728



## E-NEWSLETTER CHANNEL (CONTINUED)

2016	Newsline	Infotech	Equipment Weekly	Top 5 Stories of the Week
<b>MAY</b>				
May 2	36,721	-	-	-
May 3	36,700	-	-	-
May 4	36,730	-	28,103	-
May 5	36,741	11,418	-	-
May 6	36,733	-	-	32,627
May 9	36,745	-	-	-
May 10	36,738	-	-	-
May 11	36,769	-	28,054	-
May 12	36,418	11,292	-	-
May 13	36,393	-	-	32,210
May 16	36,426	-	-	-
May 17	36,381	-	-	-
May 18	36,392	-	27,653	-
May 19	36,398	11,249	-	-
May 20	36,400	-	-	32,142
May 23	36,420	-	-	-
May 24	36,407	-	-	-
May 25	36,407	-	27,161	-
May 26	36,405	11,247	-	-
May 27	36,425	-	-	32,047
May 31	36,456	-	-	-
<b>JUNE</b>				
June 1	36,454	-	26,999	-
June 2	36,455	11,209	-	-
June 3	36,427	-	-	31,988
June 6	36,463	-	-	-
June 7	36,418	-	-	-
June 8	36,449	-	26,942	-
June 9	36,456	11,195	-	-
June 10	36,456	-	-	31,913
June 13	36,483	-	-	-
June 14	36,482	-	-	-
June 15	36,353	-	26,759	-
June 16	36,406	11,164	-	-
June 17	36,435	-	-	31,815
June 20	36,449	-	-	-
June 21	36,436	-	-	-
June 22	36,454	-	-	-
June 23	36,461	11,171	26,703	-
June 24	36,446	-	-	31,747
June 27	36,482	-	-	-
June 28	36,404	-	-	-
June 29	36,487	-	26,597	-
June 30	36,480	11,156	-	-
<b>AVERAGE:</b>	<b>36,478</b>	<b>11,414</b>	<b>28,324</b>	<b>32,277</b>

Newsline E-Newsletter (127 issued in the period)  
 Infotech E-Newsletter (26 issued in the period)  
 Equipment Weekly E-Newsletter (26 issued in the period)  
 Top 5 Stories of the Week E-Newsletter (25 issued in the period)

## WEBSITE CHANNEL

### WWW.FLEETOWNER.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	359,648	170,124	131,437	1.29	00:54	01:54
February	348,702	167,223	128,499	1.30	00:48	01:41
March	297,036	156,560	118,781	1.32	00:52	01:40
April	321,107	149,231	112,782	1.32	00:48	01:45
May	313,789	171,493	135,403	1.27	00:48	01:29
June	274,603	142,921	108,282	1.32	00:51	01:38
<b>AVERAGE:</b>	<b>319,148</b>	<b>159,592</b>	<b>122,531</b>	<b>1.30</b>	<b>00:50</b>	<b>01:41</b>

January - June 2016 data was provided by Omniture. All website activity is audited by BPA Worldwide.

#### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**User Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Unique Browsers:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

# SOCIAL MEDIA CHANNEL

## Fleet Owner Social Media



Twitter followers

<http://twitter.com/Fleetowner>



Facebook likes

<http://www.facebook.com/Fleetowner>

2016

Beginning Balance:	16,109	3,534
January	16,457	3,594
February	16,823	3,683
March	17,148	3,793
April	17,428	3,894
May	17,749	3,984
June	18,002	4,078

## ADDITIONAL DATA

### MAGAZINE: PARAGRAPH 3b:

Business directories include 1 source of circulation for quantities of 10,237 copies or 9.8%

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Website and Social Media are not reported at the media owner's option.

### QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

## Complimentary subscription offer

Please print with a black pen. Please allow four to six weeks for processing.

First Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_  
 ZIP \_\_\_\_\_  
 Phone: (\_\_\_\_\_) \_\_\_\_\_  
 FAX: (\_\_\_\_\_) \_\_\_\_\_  
 E-Mail: \_\_\_\_\_

This request is made in connection to you by printing your name on page C0701 of our print publication. Please allow 4-6 weeks for processing. We will not share your information with any other person. You may opt out of receiving this form in our print publication.

\*For full statement of our Subscriber Privacy Policy, see our website at [www.fleetowner.com](http://www.fleetowner.com).

1. Do you wish to receive/continue a COMPLIMENTARY subscription to Fleet Owner?  YES  NO  
 Signature required \_\_\_\_\_  
 Date \_\_\_\_\_

2. If Fleet Owner has been a digital edition in the future, would you like to receive your issues in this format rather than print? (If you want to receive the digital version of the magazine, we must have your email address)  
 Yes  No

3. How many vehicles are based at (or controlled from) this location? Please specify by type.

Staight Trucks \_\_\_\_\_ Buses \_\_\_\_\_ Tank Tractors \_\_\_\_\_  
 Off-road Vehicles \_\_\_\_\_ Trailers \_\_\_\_\_ Pallets & Vms \_\_\_\_\_  
\*For Trucks based or controlled at this location, please indicate quantity of each.

Van \_\_\_\_\_ Delivery/Utility, etc. \_\_\_\_\_ Service \_\_\_\_\_  
 Refrigerated \_\_\_\_\_ Open-top \_\_\_\_\_ Livestock \_\_\_\_\_  
 Tank \_\_\_\_\_ Adaptor \_\_\_\_\_ Logging \_\_\_\_\_  
 Other (please specify) \_\_\_\_\_ Quantity \_\_\_\_\_

4. Do any of the above vehicles have a Gross Vehicle Weight (GVW) rating of (please check "YES" or "NO" for each GVW Class):

CLASS 8 — 33,001 LBS. GVW or OVER?  YES  NO

CLASS 7 — 26,001 to 33,000 LBS. GVW?  YES  NO

CLASS 6 — 19,501 to 26,000 LBS. GVW?  YES  NO

CLASS 5 — 14,001 to 19,500 LBS. GVW?  YES  NO

CLASS 4 — 9,501 to 14,000 LBS. GVW?  YES  NO

CLASS 3 — 6,001 to 9,500 LBS. GVW?  YES  NO

CLASS 2 — 3,001 to 6,000 LBS. GVW?  YES  NO

CLASS 1 & 2 — 3,000 LBS. GVW and under?  YES  NO

C0701

To apply for a COMPLIMENTARY subscription, simply complete this form. MAIL IT TO: P.O. Box 3102 | St. Louis, MO 63076-7800 OR FAX IT TO: 314-362-1111 OR MAIL ONLINE: [www.fleetowner.com/FEC37002](http://www.fleetowner.com/FEC37002)

5. You  do  do not control any cars from this location for business purposes?

6. You  do  do not perform vehicle maintenance at this location?

7. Please indicate TYPE of company by checking ONE of the following:  
 For-profit Trucking Company (owner or driver carrier)  
 Food Manufacturing/Distribution (bakery, confectionery, dairy products, meat packing, poultry, produce, restaurant, etc.)  
 Construction/Heavy Equipment (excavating, grading, road construction, special truck operators, quarry, etc.)  
 Manufacturing & Processing  
 Petroleum Processing/Refining/Marketing (petroleum, delivery service, petroleum, plants, etc.)  
 Public Utility (gas, electric, telephone, water supply, etc.)  
 Retail Wholesale (grocery, department, car, tire, hardware, appliance, drug, beauty, furniture, etc.)  
 Service (freight, moving, janitorial, printing, laundry, etc.)  
 Truck-Trailer Leasing  
 Other (please specify: \_\_\_\_\_, use separate line, state, fax, email below, etc.)  
 Other (please specify: \_\_\_\_\_)

8. Do you recommend, specify, approve or influence the purchase of the above listed items? (Please check "YES" or "NO" for each of the above items.)

Business Tools, Parts, Reps, etc.  YES  NO  
 Computer/Printer, Peripherals, etc.  YES  NO  
 Equipment/Parts (tires, auto, repair, etc.)  YES  NO  
 Tires (see vehicle class, etc.)  YES  NO  
 Tools, Oils, Lubricants, Additives  YES  NO  
 Shop Sign, Jan. Serv., Rep. Serv., etc. (hardware, computers, etc.)  YES  NO  
 Furniture, Office, etc. (see separate line, state, fax, email below, etc.)  YES  NO  
 Information Systems and Mobile Communications  YES  NO  
 Computer, Cellular, Satellite or other systems, etc. (see separate line)  YES  NO  
 Lease/Offit-Financing/Leasing  YES  NO

9. Which category best describes your primary job responsibilities?  
 Administrative Management (responsible for profit, loss, income, taxes, but not day-to-day operations)  
 Operations Management (responsible for day-to-day operations, but not profit, loss, income, taxes, etc.)  
 Operations Management (responsible for safety, legal, waste operations, insurance, etc.)  
 Other (please specify: \_\_\_\_\_)

Interventions have been processed and approved. The publisher reserves the right to cancel any form that does not meet the publication guidelines.

MAIL — 6/30/16

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Reggie Lawrence, Managing Director  
 Tyler Motsinger, Sr. Audience Development Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed August 16, 2016  
 State Kansas  
 County Johnson  
 Received by BPA Worldwide August 16, 2016  
 Type BD  
 ID Number F040B0J6

### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

**FIELD SERVED**  
**FLEET OWNER** serves for-hire trucking companies, truck/trailer leasing companies, food manufacturing/distribution, sanitation/recycling, government, construction/ mining/logging/ excavating, manufacturing/processing, petroleum processing/ producing/marketing, public utilities, retail/wholesale, services, bus fleets and others allied to the field.  
**FLEET OWNER** serves fleet locations having 5 or more trucks, truck tractors, trailers, buses and off-road vehicles which are based at (or controlled from) a single location.

**DEFINITION OF RECIPIENT QUALIFICATION**  
Qualified recipients are administrative, maintenance and operations management and other personnel.

**PURPOSE**  
Included herein is a supplementary analysis of qualified copies and units in vehicle classes 1 and/or 2; 3, 4 and/or 5; 6, 7 and/or 8 GVW (Gross Vehicle Weights) and an analysis of the qualified respondents who recommend, specify, approve or influence the purchase of products and/or services in fleet operations of 5 or more vehicles.

**DEFINITION OF A UNIT**  
A unit is an establishment, primarily engaged in one type of economic activity at a single physical location.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	54
Advertiser and Agency	1,843
Allocated for Trade Shows and Conventions	733
All Other	713
<b>TOTAL</b>	<b>3,343</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	105,000	100.0	105,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>105,000</b>	<b>100.0</b>	<b>105,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Number Removed	Number Added	Total Qualified
January	854	854	105,000
February	78	78	105,000
March	86	86	105,000
April	294	294	105,000
May	746	746	105,000
June	146	146	105,000
<b>TOTAL</b>	<b>2,204</b>	<b>2,204</b>	

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**  
This issue is equal to the average of the other 5 issues reported in Paragraph 2.  
This publication conforms to the uniform business breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the MotorVehicle Fleets Market in June 1972, revised June 1975, November 1978, April 1979, and March 1981, requiring participating publications to report their circulation on a comparable basis by June 1977. A copy of the comparability brochure can be obtained from BPA Worldwide.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Operating and Maintenance Executives including: Administrative, Maintenance and Operations Management and Other Personnel	TOTAL QUALIFIED UNITS	ANALYSIS OF TYPE AND SIZE OF FLEET (See Note 1)												
					FOR-HIRE TRUCKING COMPANIES	TRUCK/TRAILER LEASING	FOOD MANUFACTURING/DISTRIBUTION	SANITATION/RECYCLING	GOVERNMENT	CONSTRUCTION/MINING/LOGGING/EXCAVATING	MANUFACTURING/PROCESSING	PETROLEUM PROCESSING/PRODUCING/MARKETING	PUBLIC UTILITIES	RETAIL/WHOLESALE	SERVICES	BUS FLEETS	OTHER
MOTOR VEHICLE FLEETS (Trucks, Truck Tractors, Trailers, Buses, Off-Road Vehicles, Pickups & Vans)					Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies
500 or more vehicles	4,492	4.3	4,492	3,483	1,417	315	313	89	323	321	267	140	240	278	139	70	580
100 - 499 vehicles	11,960	11.4	11,960	9,377	4,541	353	1,064	342	718	1,675	506	332	365	754	319	349	642
25 - 99 vehicles	33,129	31.5	33,129	27,316	10,276	339	3,042	1,162	1,309	7,419	1,449	1,065	808	2,171	1,640	732	1,717
10 - 24 vehicles	35,623	33.9	35,623	31,695	9,577	273	3,551	1,359	1,145	8,123	1,398	1,142	651	2,718	3,142	552	1,992
5 - 9 vehicles	19,796	18.9	19,796	18,362	5,065	114	1,617	930	788	3,571	802	645	333	1,964	2,532	198	1,237
1 - 4 vehicles	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL MOTOR VEHICLE FLEETS</b>	<b>105,000</b>	<b>100.0</b>	<b>105,000</b>	<b>90,233</b>	<b>30,876</b>	<b>1,394</b>	<b>9,587</b>	<b>3,882</b>	<b>4,283</b>	<b>21,109</b>	<b>4,422</b>	<b>3,324</b>	<b>2,397</b>	<b>7,885</b>	<b>7,772</b>	<b>1,901</b>	<b>6,168</b>

Note 1 - The following non-comparable analyses are reported at the publisher's option.

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF UNITS FOR ISSUE OF MAY 2016**  
This issue is equal to the average of the other 5 issues reported in Paragraph 2.  
This publication conforms to the uniform business breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the MotorVehicle Fleets Market in June 1972, revised June 1975, November 1978, April 1979, and March 1981, requiring participating publications to report their circulation on a comparable basis by June 1977. A copy of the comparability brochure can be obtained from BPA Worldwide.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Operating and Maintenance Executives including: Administrative, Maintenance and Operations Management and Other Personnel	TOTAL QUALIFIED UNITS	ANALYSIS OF TYPE AND SIZE OF FLEET (See Note 1)												
					FOR-HIRE TRUCKING COMPANIES	TRUCK/TRAILER LEASING	FOOD MANUFACTURING/DISTRIBUTION	SANITATION/RECYCLING	GOVERNMENT	CONSTRUCTION/MINING/LOGGING/EXCAVATING	MANUFACTURING/PROCESSING	PETROLEUM PROCESSING/PRODUCING/MARKETING	PUBLIC UTILITIES	RETAIL/WHOLESALE	SERVICES	BUS FLEETS	OTHER
MOTOR VEHICLE FLEETS (Trucks, Truck Tractors, Trailers, Buses, Off-Road Vehicles, Pickups & Vans)					Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
500 or more vehicles	4,492	4.3	4,492	3,483	1,003	227	251	73	244	250	203	122	202	233	119	59	497
100 - 499 vehicles	11,960	11.4	11,960	9,377	3,305	270	887	278	601	1,306	423	280	300	632	269	273	553
25 - 99 vehicles	33,129	31.5	33,129	27,316	8,066	263	2,582	964	1,129	6,145	1,208	889	670	1,912	1,431	601	1,456
10 - 24 vehicles	35,623	33.9	35,623	31,695	8,488	219	3,224	1,186	1,017	7,317	1,230	986	574	2,432	2,816	463	1,743
5 - 9 vehicles	19,796	18.9	19,796	18,362	4,754	101	1,518	841	720	3,340	742	578	306	1,782	2,355	180	1,145
1 - 4 vehicles	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL MOTOR VEHICLE FLEETS</b>	<b>105,000</b>	<b>100.0</b>	<b>105,000</b>	<b>90,233</b>	<b>25,616</b>	<b>1,080</b>	<b>8,462</b>	<b>3,342</b>	<b>3,711</b>	<b>18,358</b>	<b>3,806</b>	<b>2,855</b>	<b>2,052</b>	<b>6,991</b>	<b>6,990</b>	<b>1,576</b>	<b>5,394</b>

Note 1 - The following non-comparable analyses are reported at the publisher's option.

**SUPPLEMENTARY/UNIT DATA FOR ISSUE OF MAY 2016**

This is a multiple analysis of copies and units in vehicle classes 6, 7 and/or 8 GVW (Gross Vehicle Weights). (See questionnaire used to elicit these data in Additional Data).

Since any one recipient may have checked more than one response, the totals should not be added together as the total will exceed the total copies and units.

Total Respondents = 100,371 or 95.6% of total qualified.

These data are represented for statistical and marketing purposes only.

BUSINESS/INDUSTRY	Total Qualified (A)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE VEHICLES 19,500 lbs. GVW & OVER (B)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASS 6 VEHICLES (19,500 TO 26,000 lbs. GVW) (C)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASS 7 VEHICLES (26,001 TO 33,000 lbs. GVW) (D)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASS 8 VEHICLES (33,001 lbs. GVW & OVER) (E)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASSES 6 and/or 7 VEHICLES (19,500 to 33,000 GVW) (F)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASSES 7 and/or 8 VEHICLES (26,001 lbs. GVW & OVER) (G)	
	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units
Motor Vehicle Fleets Basing or Controlling 5 or More Vehicles at a Single Location														
500 or more vehicles	4,492	3,483	3,728	2,835	2,009	1,559	2,332	1,789	3,432	2,589	2,587	1,995	3,635	2,754
100-499 vehicles	11,960	9,377	11,322	8,885	5,084	3,977	6,284	5,008	10,302	8,066	7,263	5,804	10,977	8,607
50-99 vehicles	12,579	10,194	11,693	9,521	4,989	4,012	6,295	5,186	10,391	8,471	7,535	6,211	11,240	9,160
25-49 vehicles	20,550	17,122	18,647	15,586	7,623	6,324	9,820	8,280	16,096	13,501	12,083	10,185	17,746	14,849
10-24 vehicles	35,623	31,695	30,404	27,161	11,045	9,675	14,124	12,601	24,740	22,161	18,355	16,339	28,174	25,208
5-9 vehicles	19,796	18,362	14,803	13,770	4,441	4,032	5,924	5,487	10,163	9,473	8,413	7,760	13,137	12,257
1-4 vehicles	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL FLEET COPIES AND UNITS</b>	<b>105,000</b>	<b>90,233</b>	<b>90,597</b>	<b>77,758</b>	<b>35,191</b>	<b>29,579</b>	<b>44,779</b>	<b>38,351</b>	<b>75,124</b>	<b>64,261</b>	<b>56,236</b>	<b>48,294</b>	<b>84,909</b>	<b>72,835</b>

BUSINESS/INDUSTRY	Total Qualified (A)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE VEHICLES 19,500 lbs. GVW & OVER (B)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASS 6 VEHICLES (19,500 TO 26,000 lbs. GVW) (C)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASS 7 VEHICLES (26,001 TO 33,000 lbs. GVW) (D)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASS 8 VEHICLES (33,001 lbs. GVW & OVER) (E)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASSES 6 and/or 7 VEHICLES (19,500 to 33,000 GVW) (F)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASSES 7 and/or 8 VEHICLES (26,001 lbs. GVW & OVER) (G)	
	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units
ANALYSIS BY TYPE OF FLEET														
Motor Vehicle Fleets Basing or Controlling 5 or More Vehicles at a Single Location														
For-Hire Trucking Companies	30,876	25,616	29,159	24,269	6,515	5,285	9,323	7,697	26,824	22,297	11,398	9,419	28,360	23,589
Truck/Trailer Leasing	1,394	1,080	1,242	958	753	558	813	608	1,077	825	940	706	1,165	899
Food Manufacturing/Distribution	9,587	8,462	8,663	7,683	3,598	3,128	4,872	4,312	7,213	6,402	6,014	5,320	8,208	7,289
Sanitation/Recycling	3,882	3,342	3,465	3,001	1,457	1,236	2,139	1,873	2,731	2,347	2,535	2,215	3,266	2,827
Government	4,283	3,711	3,400	2,930	2,173	1,861	2,318	1,983	2,546	2,168	2,825	2,435	3,072	2,635
Construction/Mining/Logging/Excavating	21,109	18,358	17,622	15,317	8,427	7,134	10,134	8,746	14,258	12,366	12,986	11,264	16,355	14,212
Manufacturing/Processing	4,422	3,806	3,752	3,235	1,402	1,172	1,836	1,582	3,220	2,762	2,362	2,044	3,549	3,054
Petroleum Processing/Producing/Marketing	3,324	2,855	3,024	2,614	1,094	899	1,965	1,692	2,476	2,141	2,250	1,934	2,892	2,508
Public Utilities	2,397	2,052	1,920	1,631	1,244	1,037	1,305	1,090	1,397	1,189	1,588	1,338	1,738	1,472
Retail/Wholesale	7,885	6,991	6,360	5,636	2,763	2,382	3,441	3,027	5,048	4,505	4,594	4,049	5,755	5,106
Services	7,772	6,990	5,510	4,946	2,101	1,789	2,830	2,530	3,788	3,402	3,742	3,322	4,892	4,422
Bus Fleets	1,901	1,576	1,641	1,360	996	820	979	808	742	607	1,405	1,160	1,269	1,052
Other	6,168	5,394	4,839	4,178	2,668	2,278	2,824	2,403	3,804	3,250	3,597	3,088	4,388	3,770
<b>TOTAL FLEET COPIES AND UNITS</b>	<b>105,000</b>	<b>90,233</b>	<b>90,597</b>	<b>77,758</b>	<b>35,191</b>	<b>29,579</b>	<b>44,779</b>	<b>38,351</b>	<b>75,124</b>	<b>64,261</b>	<b>56,236</b>	<b>48,294</b>	<b>84,909</b>	<b>72,835</b>

Class 6 = 19,500 to 26,000 lbs.

Class 7 = 26,001 to 33,000 lbs.

Class 8 = 33,001 & over.

Note 1 - The following non-comparable additional analyses are reported at the publisher's option.

**SUPPLEMENTARY DATA FOR ISSUE OF MAY 2016**

This is a multiple analysis of the qualified recipients who recommend, specify, approve or influence the purchase of the items reported (See questionnaire used to elicit these data on the back page of this report). Total Respondents =84,845 or 80.8 of total qualified.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	VEHICLES	COMPONENTS	REPLACEMENT PARTS	TIRES	BUYING INFLUENCE					
						FUELS, OILS, LUBRICANTS, ADDITIVES	SHOP EQUIPMENT	TERMINAL EQUIPMENT & SERVICES	INFORMATION SYSTEMS & MOBILE COMMUNICATIONS	LEASE/CREDIT/ FINANCE/ INSURANCE	
Motor Vehicle Fleets Basing or Controlling 5 or More Vehicles at a Single Location											
500 or more vehicles	4,492	2,664	2,452	2,288	2,255	2,165	1,977	1,823	1,912	1,576	
100-499 vehicles	11,960	7,791	7,238	7,179	7,113	6,836	6,493	6,041	5,605	4,890	
50-99 vehicles	12,579	8,282	7,781	7,785	7,681	7,422	7,125	6,550	6,147	5,622	
25-49 vehicles	20,550	14,513	13,697	13,870	13,669	13,177	12,515	11,584	10,953	10,297	
10-24 vehicles	35,623	27,118	25,673	26,147	25,776	24,764	23,447	21,176	20,166	19,463	
5-9 vehicles	19,796	15,598	14,637	14,997	14,697	14,078	13,214	11,654	11,304	10,902	
1-4 vehicles	-	-	-	-	-	-	-	-	-	-	
<b>TOTAL FLEET COPIES</b>	<b>105,000</b>	<b>75,966</b>	<b>71,478</b>	<b>72,266</b>	<b>71,191</b>	<b>68,442</b>	<b>64,771</b>	<b>58,828</b>	<b>56,087</b>	<b>52,750</b>	
<b>TOTAL QUALIFIED</b>	<b>105,000</b>										

**SUPPLEMENTARY DATA FOR ISSUE OF MAY 2016**

This is a multiple analysis of the qualified recipients who recommend, specify, approve or influence the purchase of the items reported (See questionnaire used to elicit these data on the back page of this report). Total Respondents = 84,845 or 80.8% of total qualified.

**ANALYSIS BY TYPE OF FLEET**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	VEHICLES	COMPONENTS	REPLACEMENT PARTS	TIRES	BUYING INFLUENCE				
						FUELS, OILS, LUBRICANTS, ADDITIVES	SHOP EQUIPMENT	TERMINAL EQUIPMENT & SERVICES	INFORMATION SYSTEMS & MOBILE COMMUNICATIONS	LEASE/CREDIT/ FINANCE/ INSURANCE
Motor Vehicle Fleets Basing or Controlling 5 or More Vehicles at a Single Location										
For-Hire Trucking Companies	30,876	22,911	21,542	21,777	21,761	20,870	19,549	18,264	17,986	17,382
Truck/Trailer Leasing	1,394	1,131	1,001	967	936	847	798	691	711	763
Food Manufacturing/Distribution	9,587	6,773	6,343	6,418	6,343	6,115	5,737	5,195	4,829	4,558
Sanitation/Recycling	3,882	2,872	2,720	2,779	2,707	2,610	2,542	2,283	2,097	1,990
Government	4,283	3,590	3,375	3,457	3,316	3,164	3,076	2,572	2,238	1,601
Construction/Mining/Logging/Excavating	21,109	15,337	14,680	14,838	14,609	14,082	13,611	12,352	11,518	11,066
Manufacturing/Processing	4,422	2,730	2,532	2,498	2,453	2,337	2,196	1,993	1,975	1,801
Petroleum Processing/Producing/Marketing	3,324	1,989	1,869	1,903	1,888	1,913	1,705	1,582	1,497	1,375
Public Utilities	2,397	1,770	1,694	1,699	1,648	1,584	1,494	1,312	1,133	944
Retail/Wholesale	7,885	4,954	4,579	4,628	4,512	4,336	4,034	3,719	3,554	3,418
Services	7,772	5,527	5,213	5,325	5,240	5,028	4,875	4,366	4,184	3,986
Bus Fleets	1,901	1,494	1,471	1,495	1,451	1,422	1,344	1,168	1,104	885
Other	6,168	4,888	4,459	4,482	4,327	4,134	3,810	3,331	3,261	2,981
<b>TOTAL FLEET COPIES</b>	<b>105,000</b>	<b>75,966</b>	<b>71,478</b>	<b>72,266</b>	<b>71,191</b>	<b>68,442</b>	<b>64,771</b>	<b>58,828</b>	<b>56,087</b>	<b>52,750</b>
<b>TOTAL QUALIFIED</b>	<b>105,000</b>									

Note 1 - The following non-comparable additional analyses are reported at the publisher's option.