

REPORT



2017 Reader Profile

July 2017

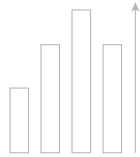


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Methodology

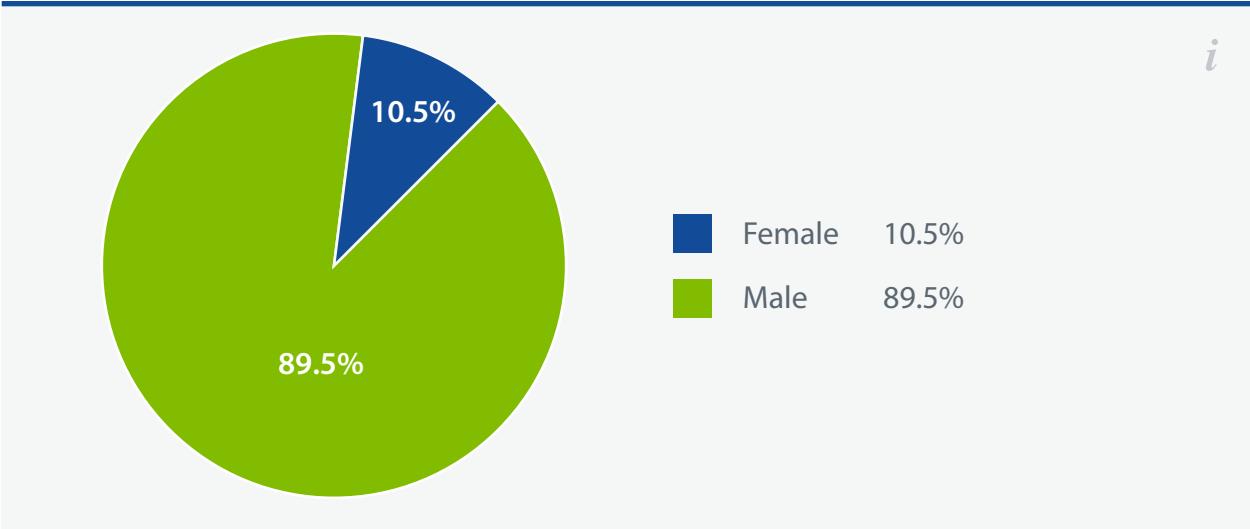
The following report examines the results of a survey that was e-mailed to *CCJ* magazine subscribers. The purpose of the survey was to gather general demographic and business practice information of *CCJ* readers and their fleets.

The html survey was sent as a link in an e-mail cover message in July 2017. A total of 228 respondents (including 138 with up to 100 power units in their fleet and 90 with more than 100 power units in their fleet) submitted completed questionnaires. Cross-tabulations based on fleet size are provided.



General Information

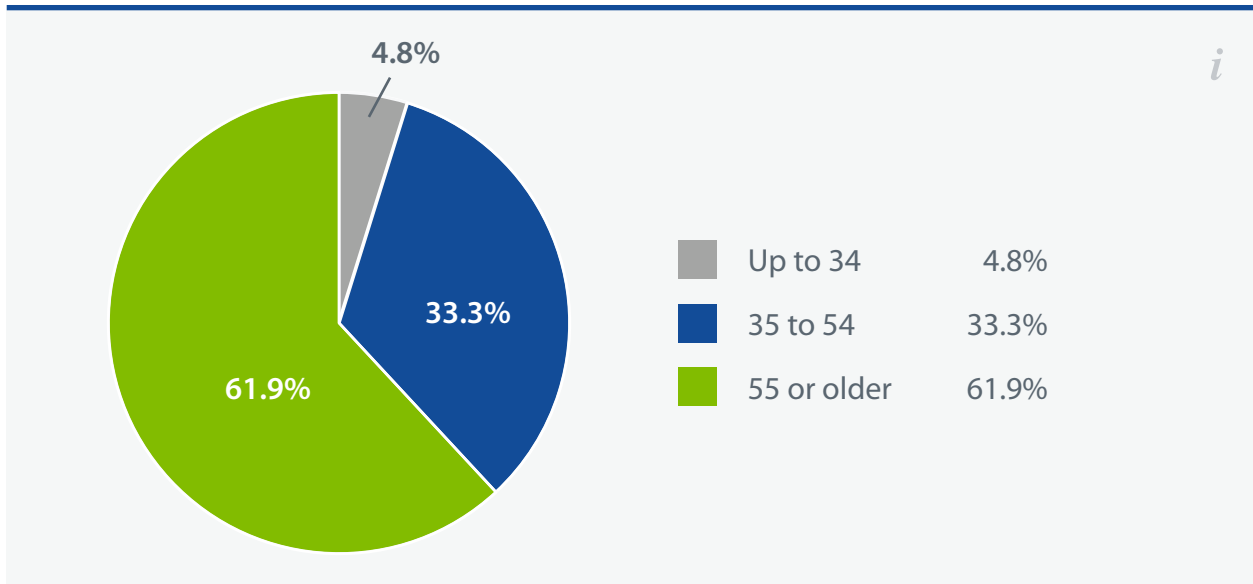
What is your gender?



	Up to 100 power units	More than 100 power units
Male	89.1%	90.0%
Female	10.9%	10.0%

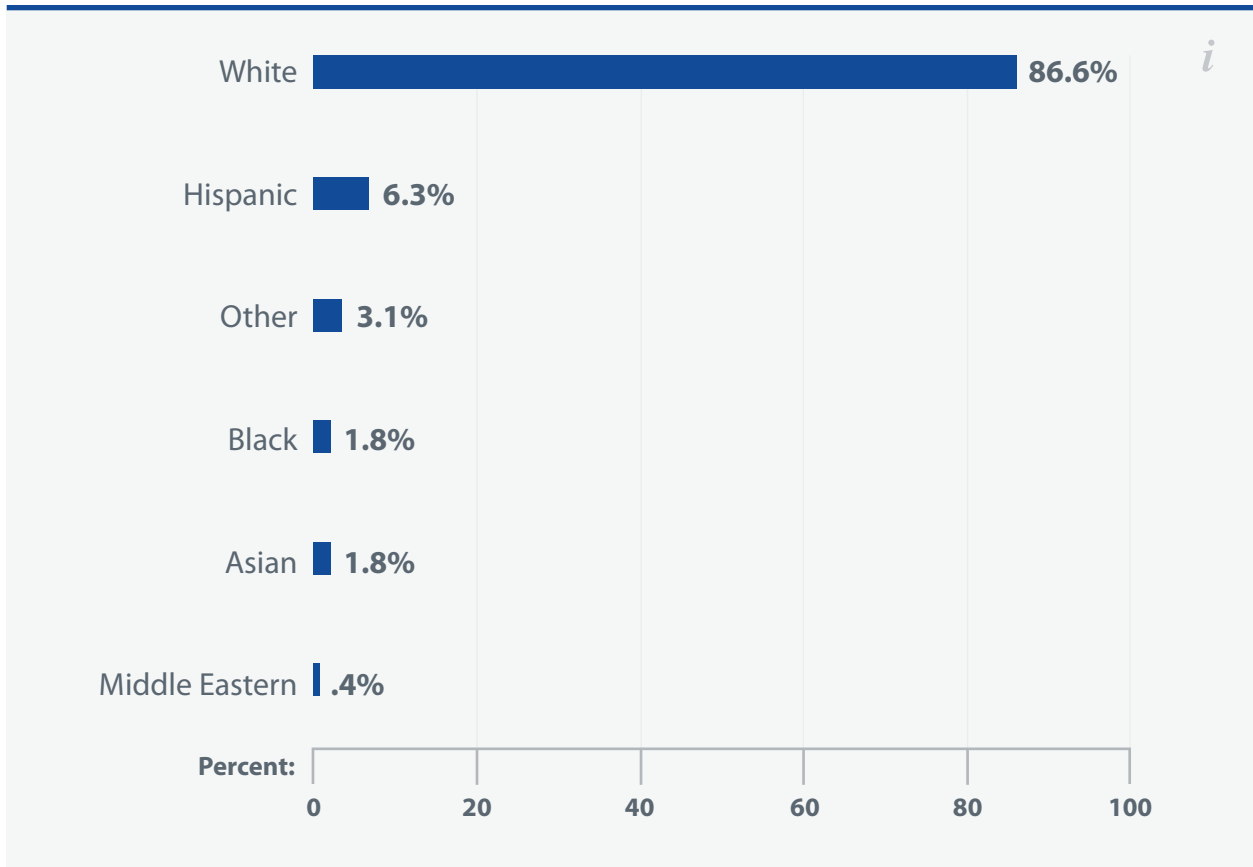


What is your age?



	Up to 100 power units	More than 100 power units
Up to 34	5.1%	4.4%
35 to 54	34.8%	31.1%
55 or older	60.1%	64.5%

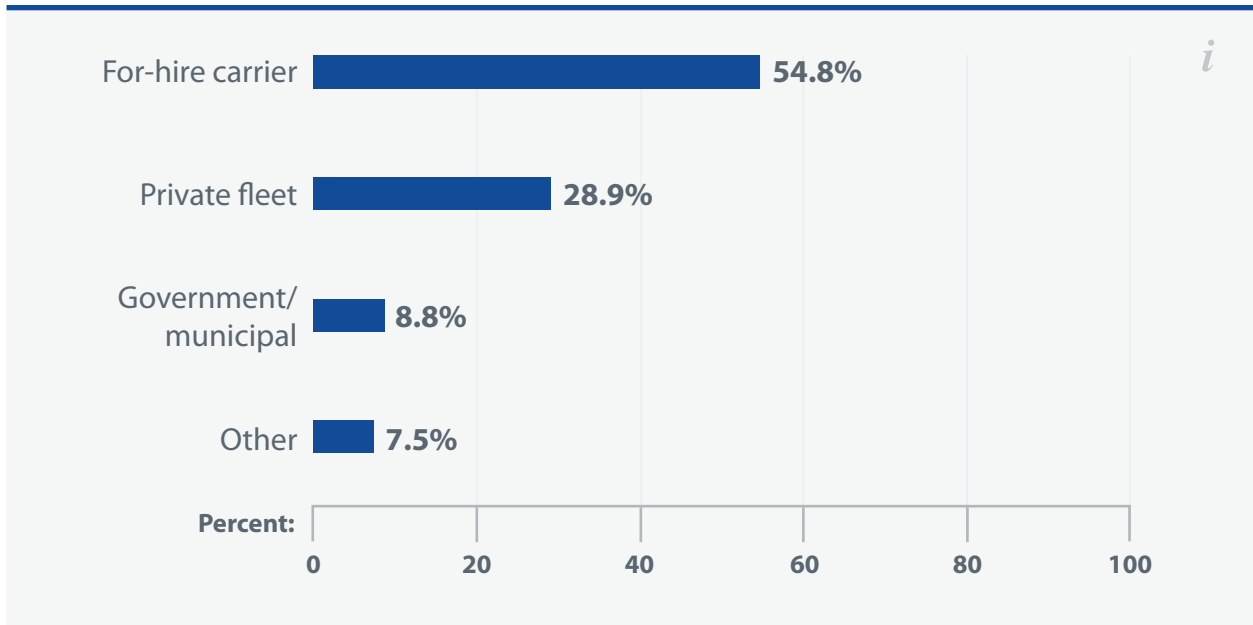
What is your race/ethnicity?



	Up to 100 power units	More than 100 power units
White	86.9%	86.2%
Hispanic	7.2%	4.6%
Other	2.2%	4.6%
Black	1.5%	2.3%
Asian	1.5%	2.3%
Middle Eastern	0.7%	0.0%

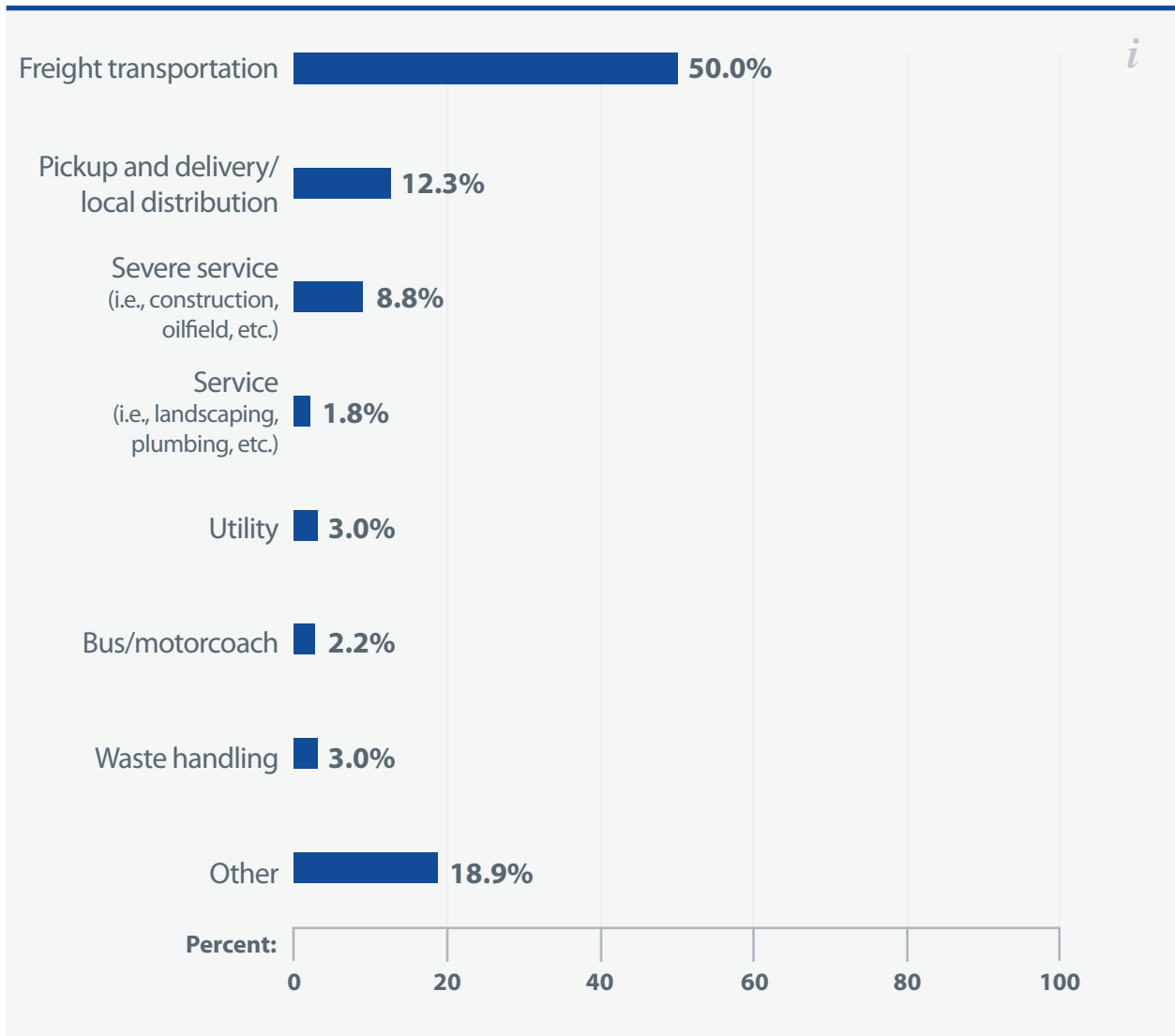


Are you a...?



	Up to 100 power units	More than 100 power units
For-hire carrier	51.4%	60.0%
Private fleet	34.8%	20.0%
Government/municipal	5.8%	13.3%
Other	8.0%	6.7%

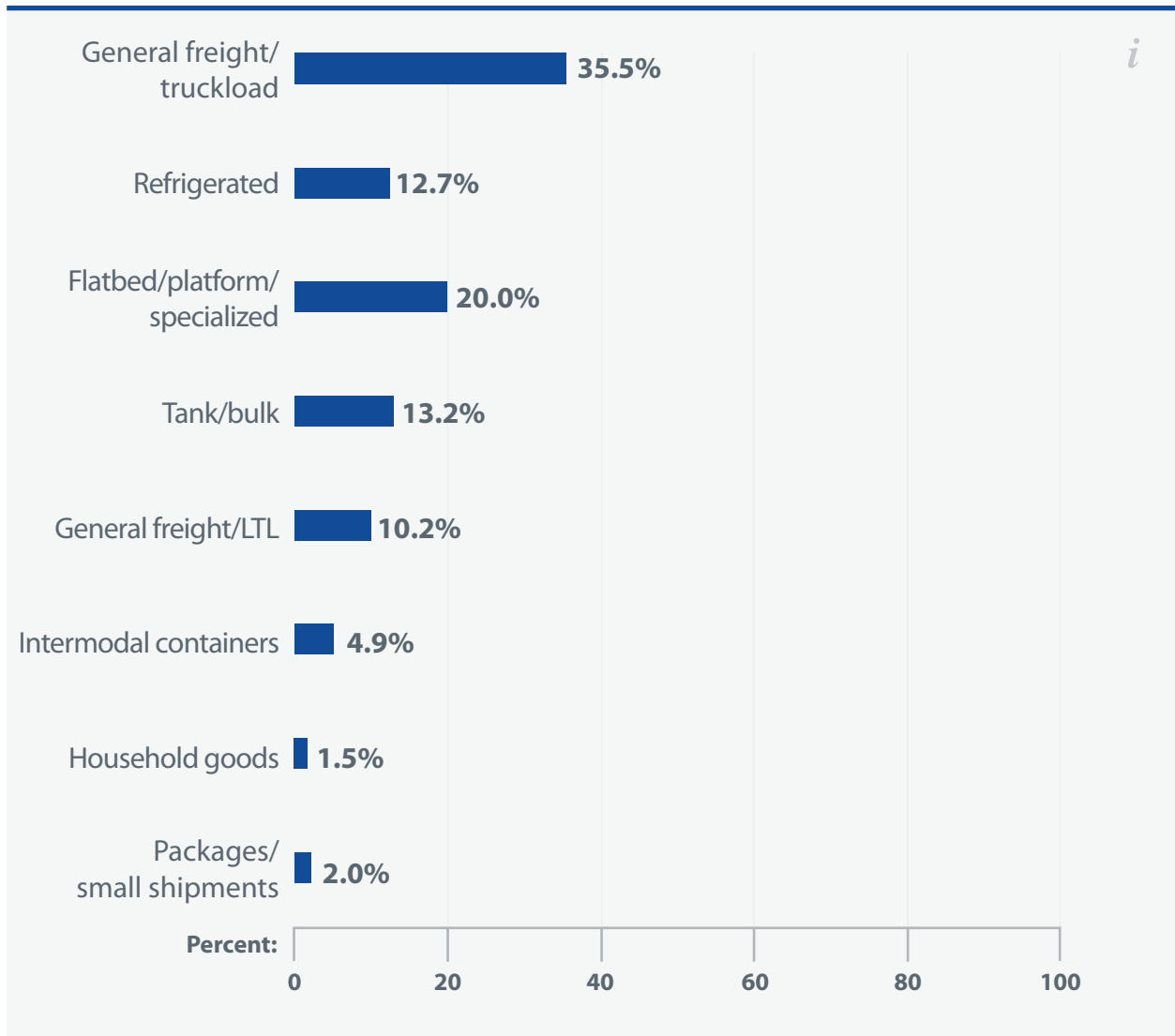
Which of the following best describes your primary fleet operation?



	Up to 100 power units	More than 100 power units
Freight transportation	46.3%	55.6%
Pickup and delivery/local distribution	16.7%	5.6%
Severe service (i.e., construction, oilfield, etc.)	9.4%	7.8%
Service (i.e., landscaping, plumbing, etc.)	2.2%	1.1%
Utility	2.2%	4.4%
Bus/motorcoach	2.9%	1.1%
Waste handling	2.9%	3.3%
Other	17.4%	21.1%



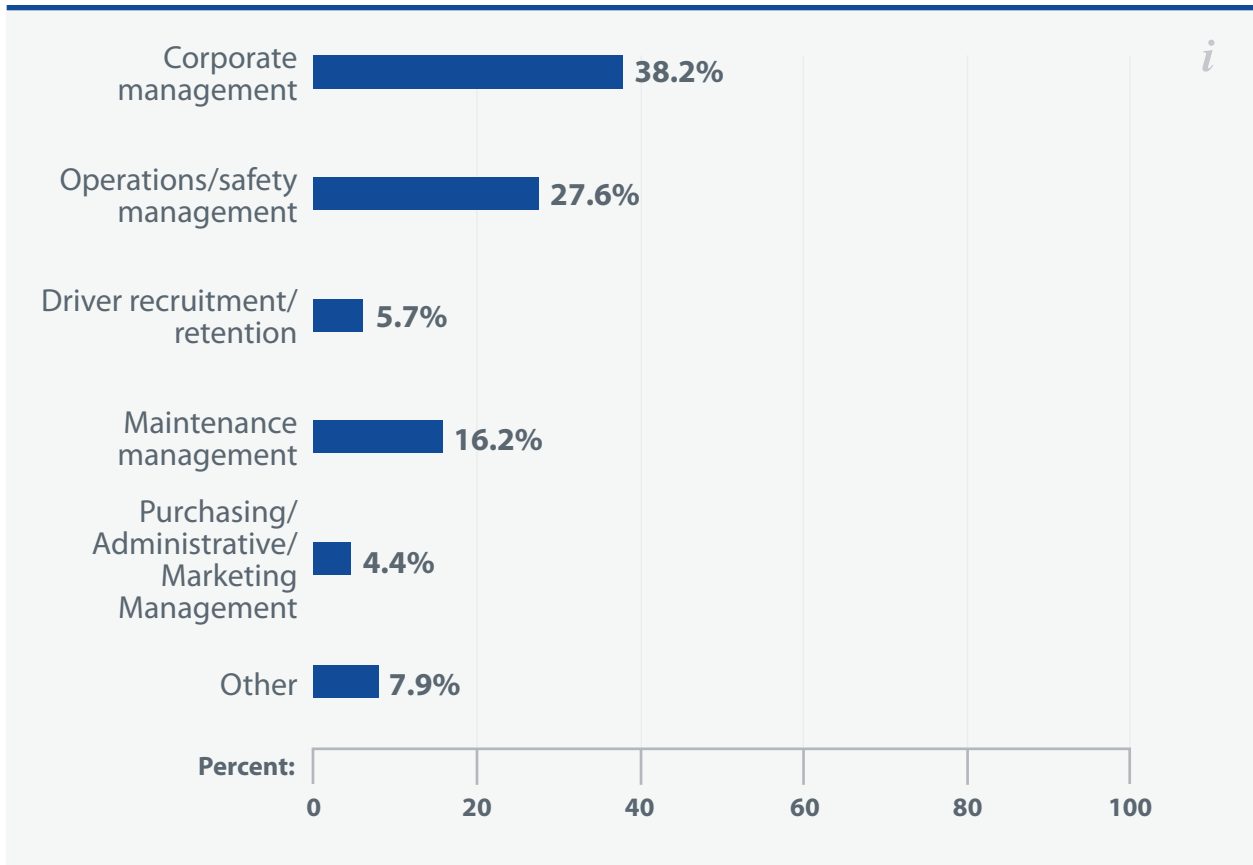
Which of the following best describes the type of freight you haul?



	Up to 100 power units	More than 100 power units
General freight/truckload	30.7%	43.2%
Refrigerated	14.5%	9.9%
Flatbed/platform/specialized	22.6%	16.0%
Tank/bulk	15.3%	9.9%
General freight/LTL	9.7%	11.1%
Intermodal containers	4.0%	6.2%
Household goods	1.6%	1.2%
Packages/small shipments	1.6%	2.5%

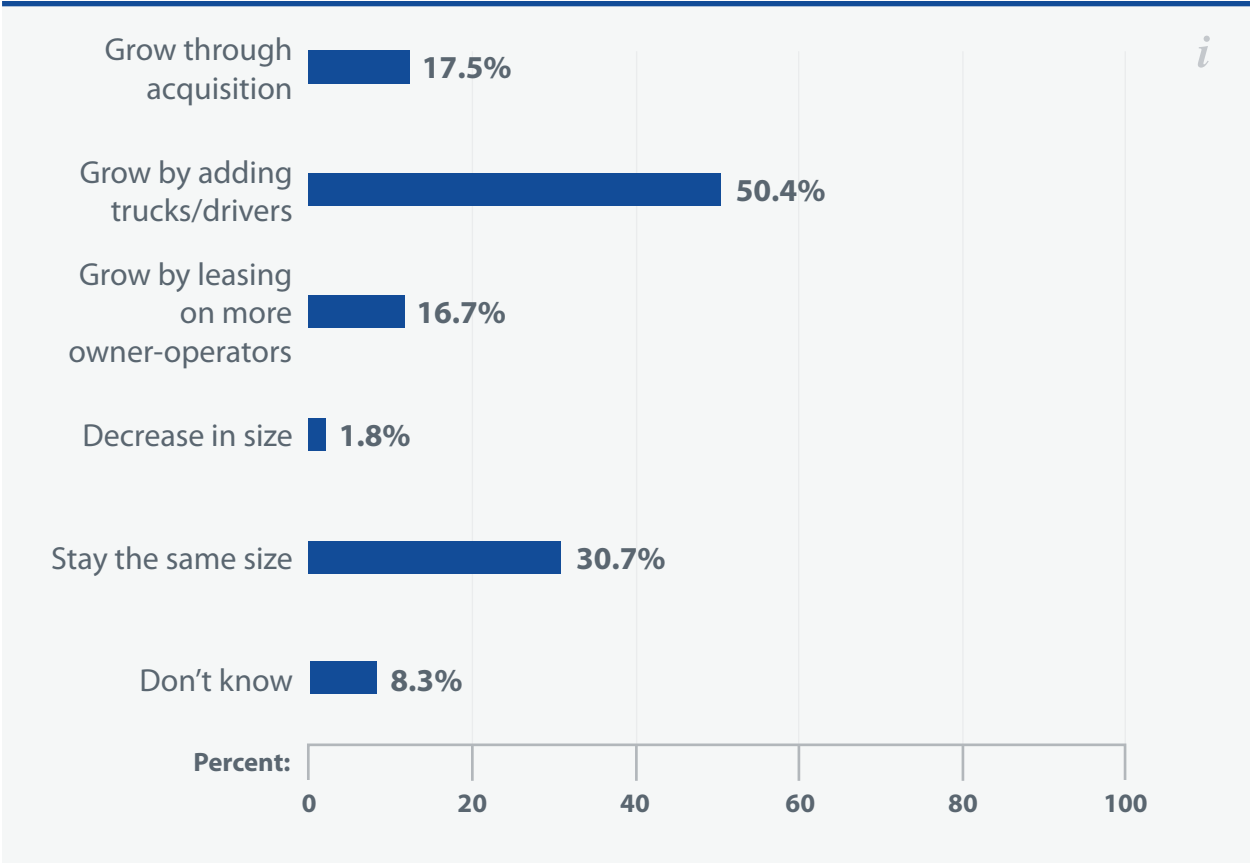


What is your role within your organization?



	Up to 100 power units	More than 100 power units
Corporate management	43.5%	30.0%
Operations/safety management	25.4%	31.1%
Driver recruitment/retention	5.0%	6.7%
Maintenance management	13.8%	20.0%
Purchasing/Administrative/Marketing Management	4.3%	4.4%
Other	8.0%	7.8%

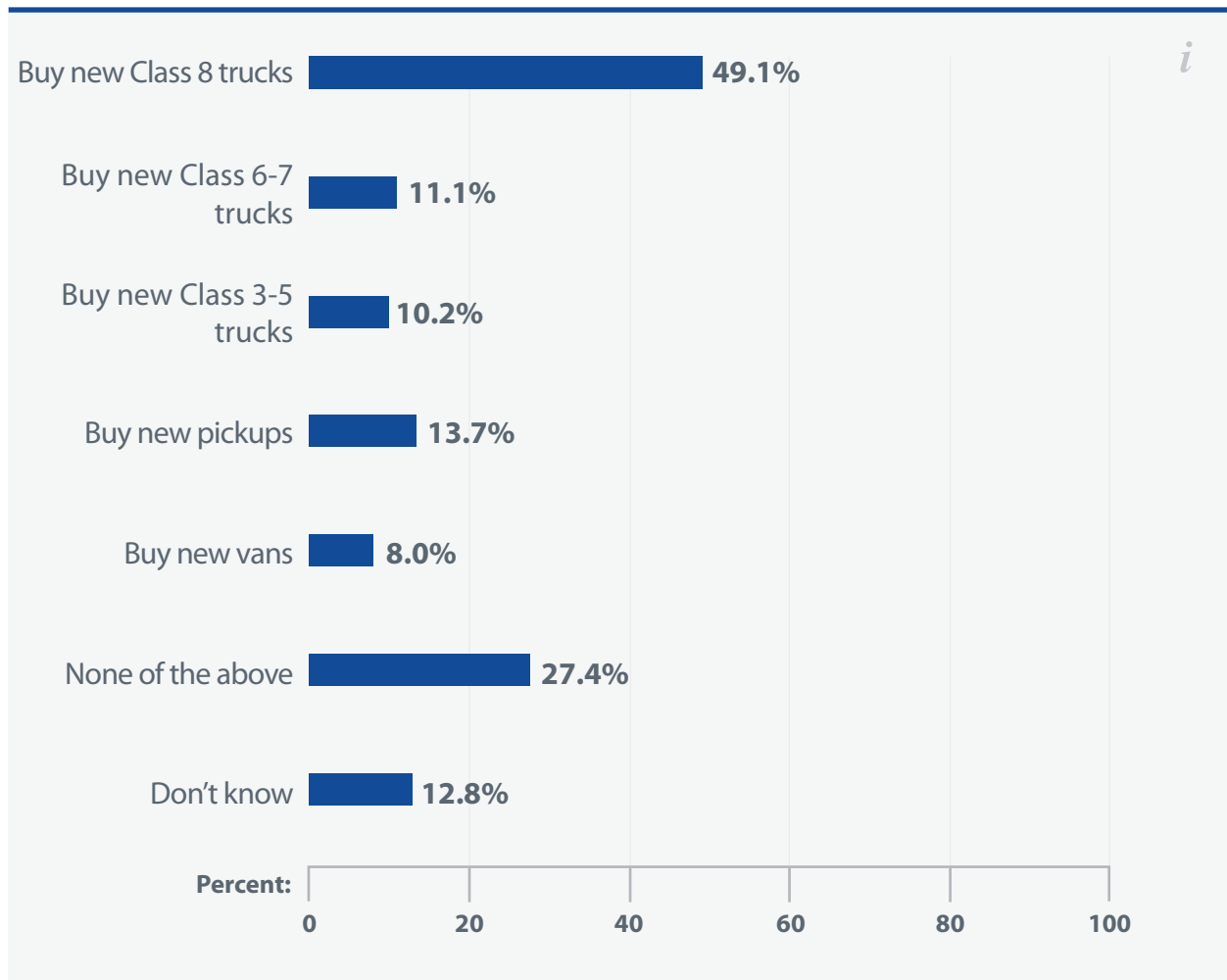
Over the next year (2017) does your company plan to:
(Check all that apply)



	Up to 100 power units	More than 100 power units
Grow through acquisition	15.2%	21.1%
Grow by adding trucks/drivers	44.9%	58.9%
Grow by leasing on more owner-operators	13.0%	22.2%
Decrease in size	2.2%	1.1%
Stay the same size	34.1%	25.6%
Don't know	12.3%	2.2%



Within the next 6 months, do you plan to...? (Check all that apply)



	Up to 100 power units	More than 100 power units
Buy new Class 8 trucks	43.1%	58.4%
Buy new Class 6-7 trucks	9.5%	13.5%
Buy new Class 3-5 trucks	9.5%	11.2%
Buy new pickups	14.6%	12.4%
Buy new vans	6.6%	10.1%
None of the above	31.4%	21.3%
Don't know	13.9%	11.2%



How many new vehicles of each class do you plan to buy?

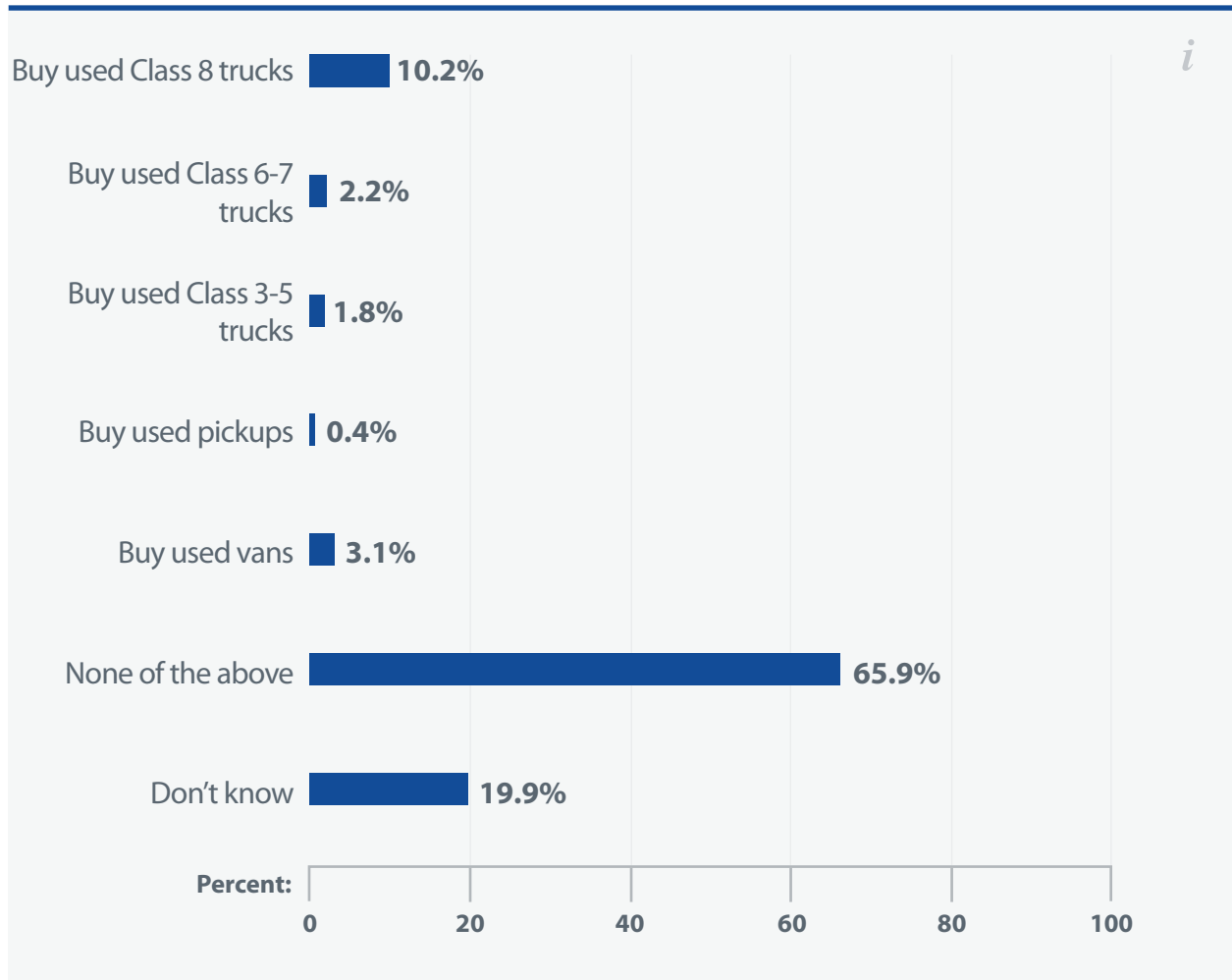
	Class 8	Class 6-7	Class 3-5	Pickups	Vans
One	7	4	2	3	2
Two	9	6	4	5	4
Three	5	0	2	7	1
Four	7	2	2	3	0
Five	12	3	3	1	3
Six	0	1	0	2	1
Seven	4	0	0	0	0
Eight	3	0	0	3	0
Nine	1	0	0	0	0
Ten	14	3	4	1	2
More than ten	41	5	4	6	5

How many new vehicles of each class will you trade in?

	Class 8	Class 6-7	Class 3-5	Pickups	Vans
None	43	20	11	13	10
One	7	0	1	5	0
Two	5	1	2	3	2
Three	3	0	2	1	1
Four	4	0	1	2	0
Five	8	1	1	1	2
More than five	33	1	3	6	3



Within the next 6 months, do you plan to...? (Check all that apply)



	Up to 100 power units	More than 100 power units
Buy used Class 8 trucks	12.4%	6.7%
Buy used Class 6-7 trucks	2.9%	1.1%
Buy used Class 3-5 trucks	2.2%	1.1%
Buy used pickups	0.7%	0.0%
Buy used vans	5.1%	0.0%
None of the above	62.0%	71.9%
Don't know	20.4%	19.1%

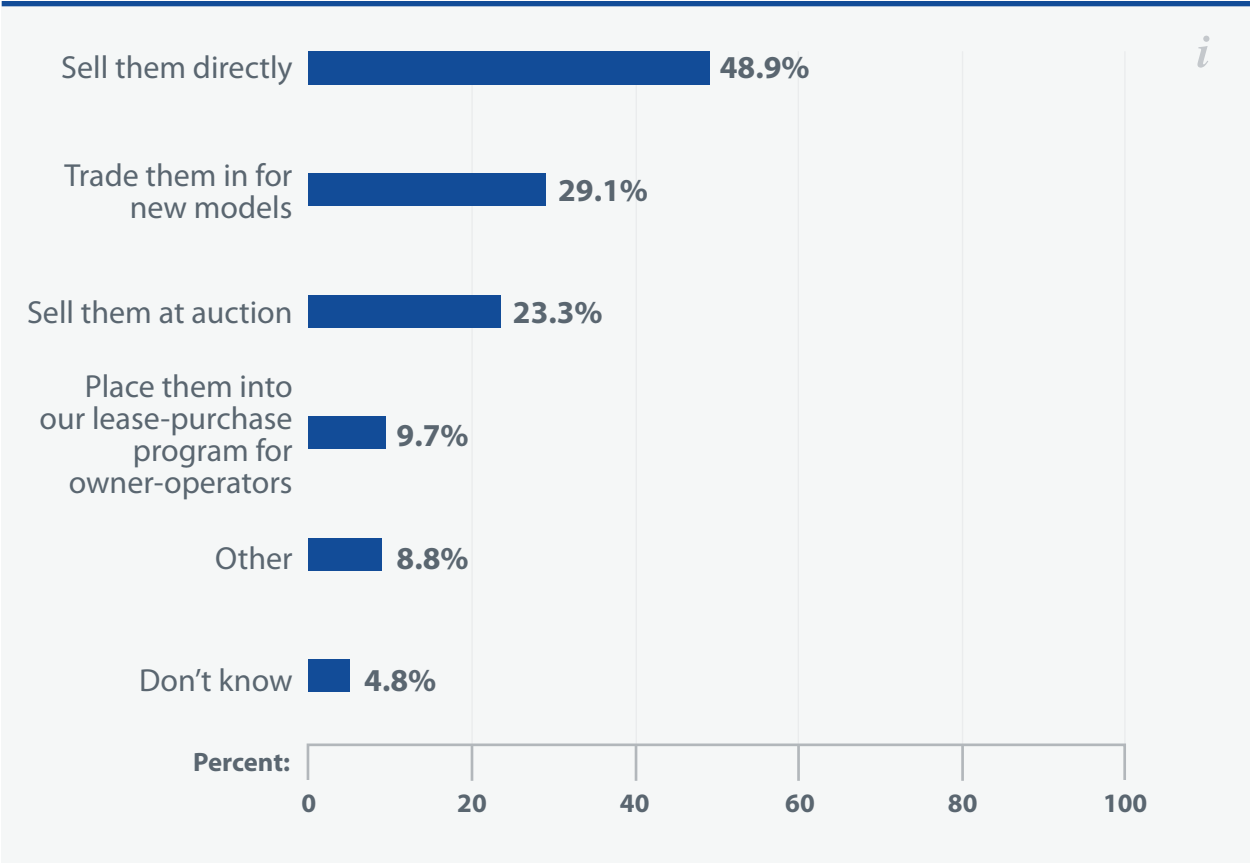


How many used vehicles of each class do you plan to buy?

	Class 8	Class 6-7	Class 3-5	Pickups	Vans
One	1	3	1	1	1
Two	5	1	2	0	2
Three	0	0	1	0	0
Four	2	0	0	0	0
Five	5	0	0	0	1
More than five	6	1	0	0	1



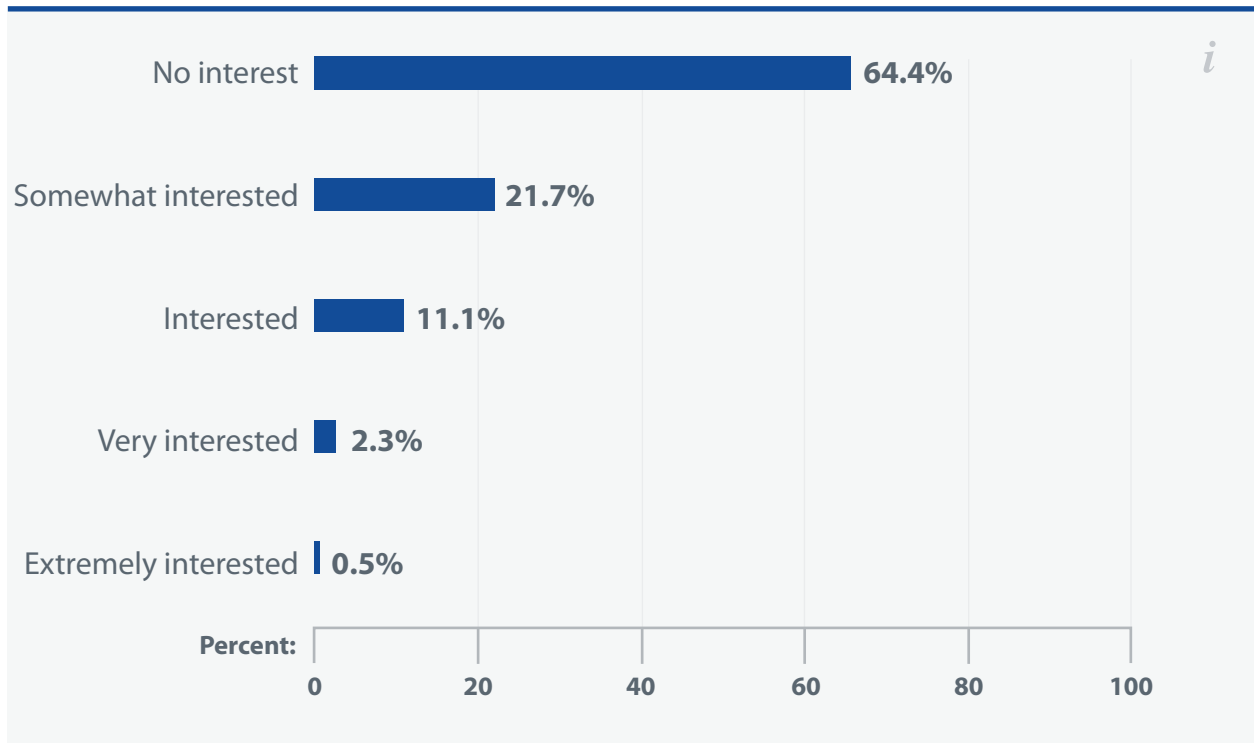
How do you typically dispose of used trucks? (Check all that apply)



	Up to 100 power units	More than 100 power units
Sell them directly	56.2%	37.8%
Trade them in for new models	25.5%	34.4%
Sell them at auction	21.2%	26.7%
Place them into our lease-purchase program for owner-operators	4.4%	17.8%
Other	9.5%	7.8%
Don't know	6.6%	2.2%



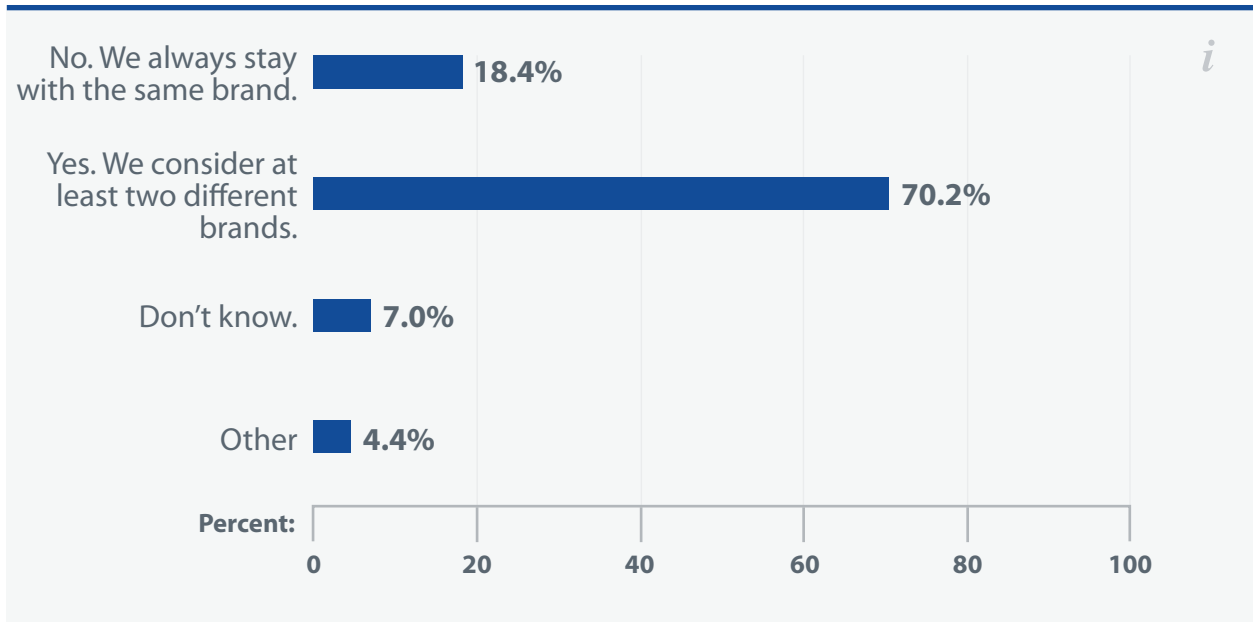
How interested would you be in attending an event where you could offer your used trucks for sale and/or shop for used trucks from hundreds of dealers and other fleets?



	Up to 100 power units	More than 100 power units
No interest	57.3%	75.0%
Somewhat interested	26.4%	14.8%
Interested	11.6%	10.2%
Very interested	3.9%	0.0%
Extremely interested	0.8%	0.0%



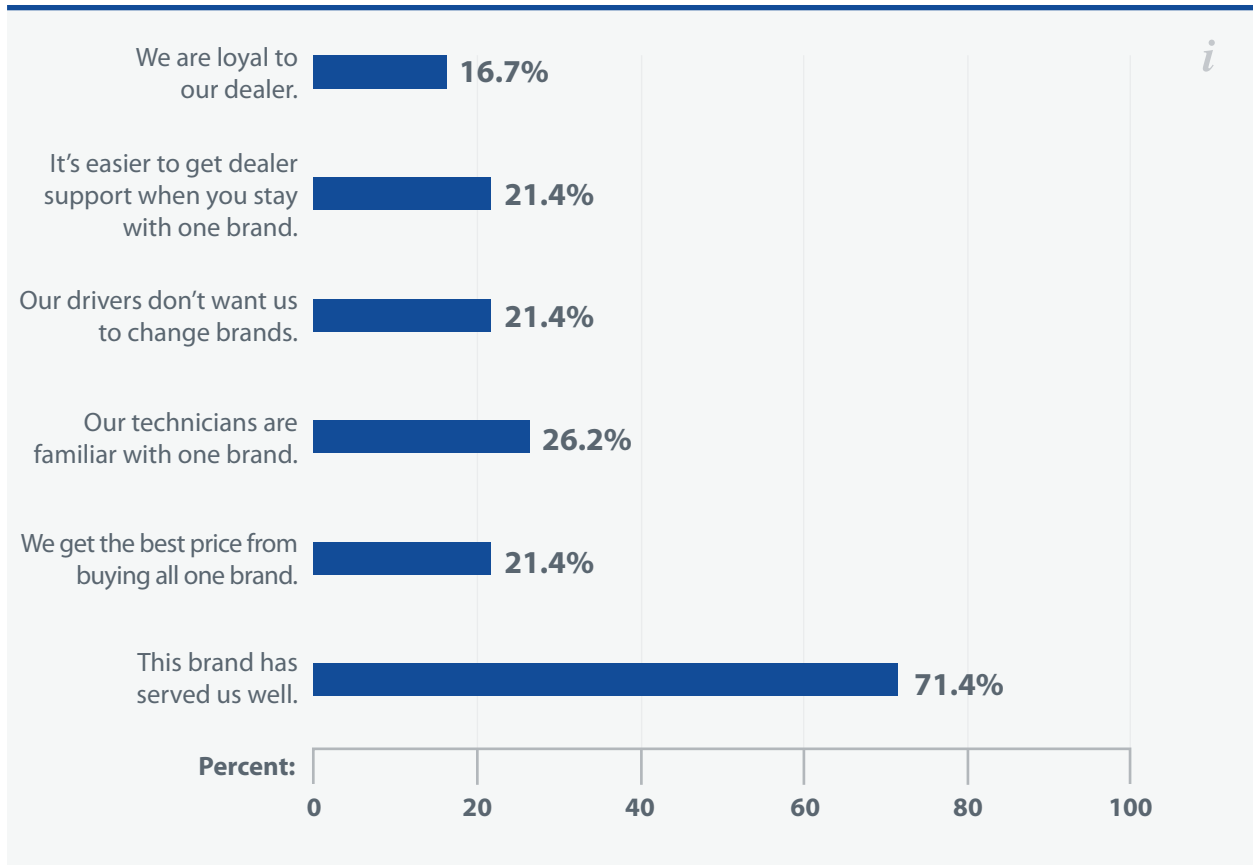
When buying trucks, do you consider different brands?



	Up to 100 power units	More than 100 power units
No. We always stay with the same brand.	18.9%	17.7%
Yes. We consider at least two different brands.	71.0%	68.9%
Don't know.	6.5%	7.8%
Other	3.6%	5.6%



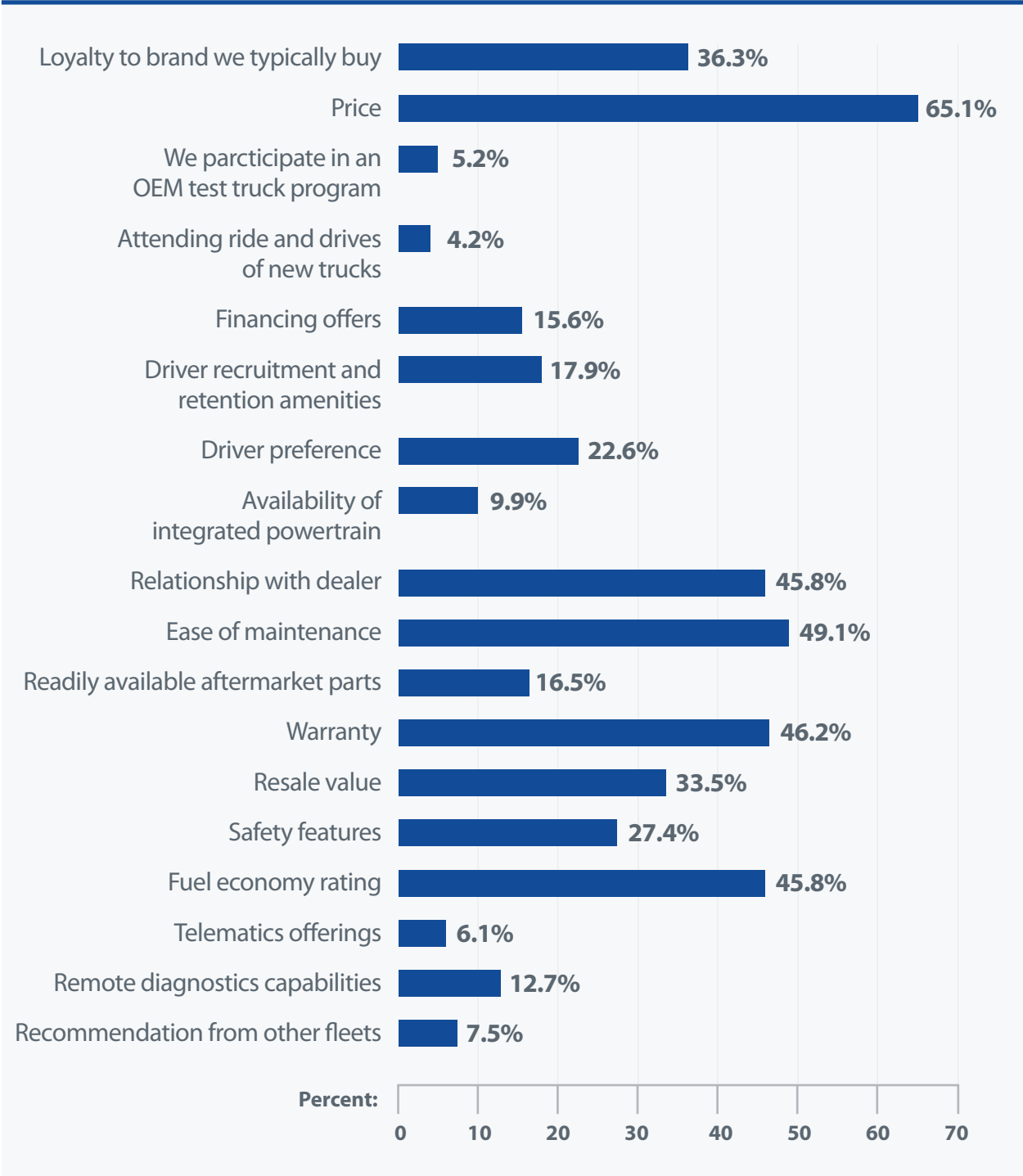
If not, why not? (Check all that apply)



	Up to 100 power units	More than 100 power units
We are loyal to our dealer.	19.2%	12.5%
It's easier to get dealer support when you stay with one brand.	26.9%	12.5%
Our drivers don't want us to change brands.	23.1%	18.8%
Our technicians are familiar with one brand.	30.8%	18.8%
We get the best price from buying all one brand.	11.5%	37.5%
This brand has served us well.	76.9%	62.5%



What influences your decision to buy a specific Class 8 truck brand?
 (Please select at least three options)



	Up to 100 power units	More than 100 power units
Loyalty to brand we typically buy	40.3%	30.1%
Price	64.3%	66.3%
We participate in an OEM test truck program	2.3%	9.6%
Attending ride and drives of new trucks	5.4%	2.4%
Financing offers	17.8%	12.0%
Driver recruitment and retention amenities	13.2%	25.3%
Driver preference	21.7%	24.1%
Availability of integrated powertrain	10.1%	9.6%
Relationship with dealer	51.2%	37.3%
Ease of maintenance	51.9%	44.6%
Readily available aftermarket parts	20.9%	9.6%
Warranty	44.2%	49.4%
Resale value	30.2%	38.6%
Safety features	23.3%	33.7%
Fuel economy rating	45.0%	47.0%
Telematics offerings	5.4%	7.2%
Remote diagnostics capabilities	13.2%	12.0%
Recommendation from other fleets	8.5%	6.0%



You said the following influence your decision to buy a specific Class 8 truck brand; please rank the top three in order of importance. (Up to 100 power units)

	Most important	Second most important	Third most important
Loyalty to brand we typically buy	9.0%	5.3%	13.0%
Price	27.5%	14.3%	6.5%
We participate in an OEM test truck program	0.0%	0.8%	0.9%
Attending ride and drives of new trucks	0.6%	1.5%	0.9%
Financing offers	1.9%	6.1%	3.7%
Driver recruitment and retention amenities	2.6%	2.3%	2.8%
Driver preference	2.6%	7.6%	7.4%
Availability of integrated powertrain	0.6%	3.8%	0.0%
Relationship with dealer	13.5%	10.5%	11.1%
Ease of maintenance	9.0%	12.9%	13.0%
Readily available aftermarket parts	1.9%	7.6%	5.6%
Warranty	10.3%	5.3%	10.1%
Resale value	4.5%	4.5%	7.4%
Safety features	5.8%	5.3%	1.9%
Fuel economy rating	9.0%	8.3%	11.1%
Telematics offerings	0.0%	0.8%	0.9%
Remote diagnostics capabilities	0.6%	0.8%	2.8%
Recommendation from other fleets	0.6%	2.3%	0.9%

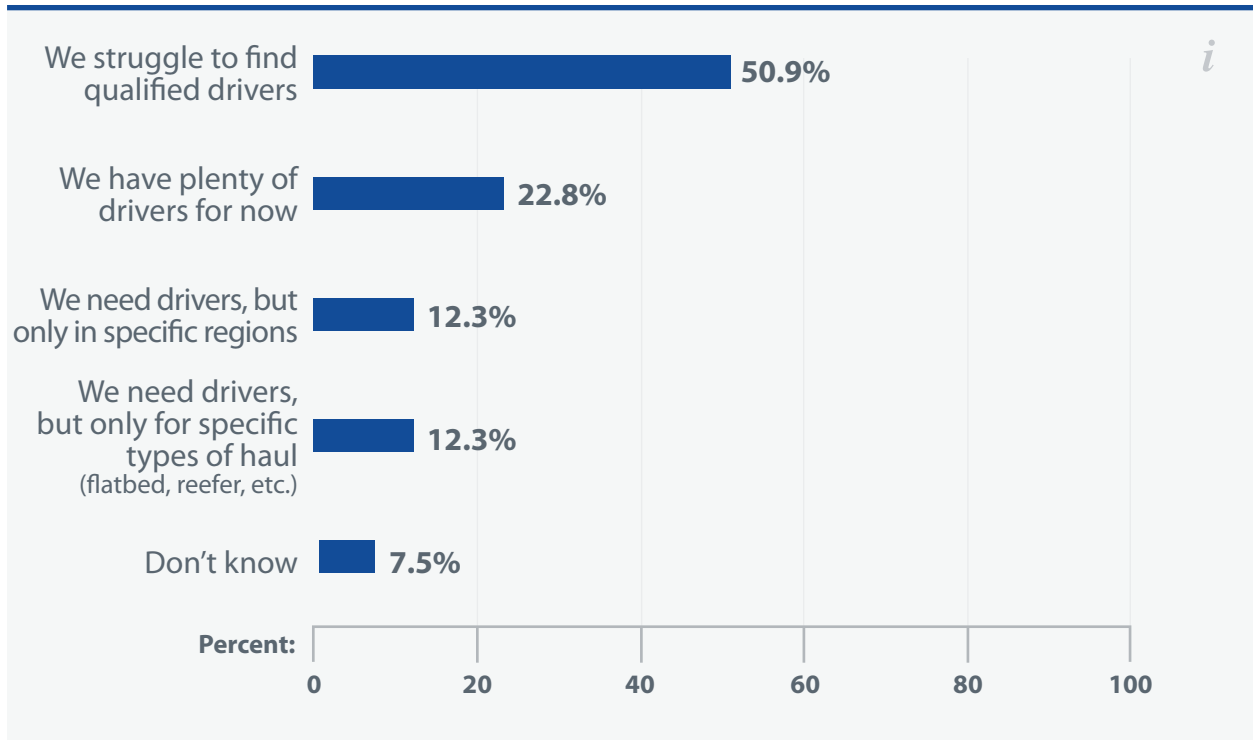


You said the following influence your decision to buy a specific Class 8 truck brand; please rank the top three in order of importance. (More than 100 power units)

	Most important	Second most important	Third most important
Loyalty to brand we typically buy	7.8%	4.9%	5.0%
Price	26.7%	16.0%	9.9%
We participate in an OEM test truck program	1.1%	2.5%	5.0%
Attending ride and drives of new trucks	0.0%	0.0%	1.3%
Financing offers	2.2%	2.5%	2.5%
Driver recruitment and retention amenities	4.4%	7.4%	5.0%
Driver preference	1.1%	6.2%	6.3%
Availability of integrated powertrain	1.1%	3.7%	0.0%
Relationship with dealer	12.2%	4.9%	9.9%
Ease of maintenance	5.6%	12.4%	12.5%
Readily available aftermarket parts	2.2%	1.2%	1.3%
Warranty	10.0%	13.7%	7.5%
Resale value	6.7%	7.4%	9.9%
Safety features	8.9%	8.6%	2.5%
Fuel economy rating	8.9%	6.2%	12.5%
Telematics offerings	0.0%	1.2%	1.3%
Remote diagnostics capabilities	1.1%	1.2%	1.3%
Recommendation from other fleets	0.0%	0.0%	6.3%



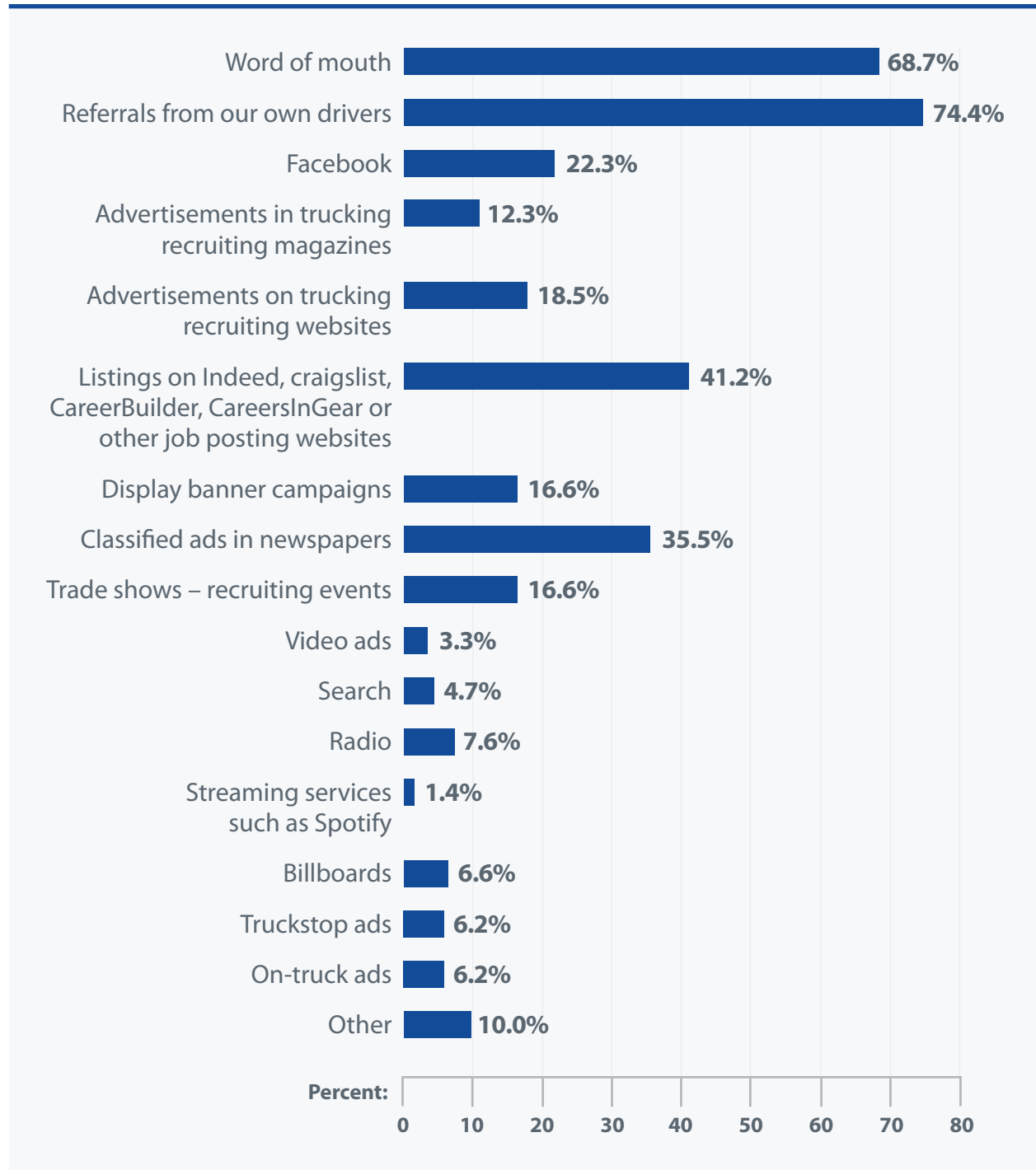
How is the driver situation at your fleet? (Check all that apply)



	Up to 100 power units	More than 100 power units
We struggle to find qualified drivers	53.6%	46.7%
We have plenty of drivers for now	23.2%	22.2%
We need drivers, but only in specific regions	9.4%	16.7%
We need drivers, but only for specific types of haul (flatbed, reefer, etc.)	14.5%	8.9%
Don't know	5.8%	10.0%



How do you usually find drivers? (Check all that apply)



	Up to 100 power units	More than 100 power units
Word of mouth	72.3%	63.0%
Referrals from our own drivers	74.6%	74.1%
Facebook	13.1%	37.0%
Advertisements in trucking recruiting magazines	7.7%	19.8%
Advertisements on trucking recruiting websites	11.5%	29.6%
Listings on Indeed, craigslist, CareerBuilder, CareersInGear or other job posting websites	39.2%	44.4%
Display banner campaigns	11.5%	24.7%
Classified ads in newspapers	38.5%	30.9%
Trade shows – recruiting events	10.0%	27.2%
Video ads	2.3%	4.9%
Search	3.8%	6.2%
Radio	4.6%	12.3%
Streaming services such as Spotify	0.0%	3.7%
Billboards	4.6%	9.9%
Truckstop ads	3.8%	9.9%
On-truck ads	2.3%	12.3%
Other	7.7%	13.6%



You said you use the following to find drivers. On a scale of 1-10 (with 1 being not successful at all and 10 being very successful), please rate your success in using these different methods. (All respondents)

	1 Not successful at all	2	3	4	5	6	7	8	9	10 Very successful
Word of mouth	0.7%	3.4%	5.4%	4.7%	19.4%	9.4%	19.4%	14.8%	10.7%	12.1%
Referrals from our own drivers	0.6%	1.9%	4.9%	5.6%	14.2%	5.6%	15.4%	16.7%	16.0%	19.1%
Facebook	2.1%	6.3%	12.5%	6.3%	22.8%	12.5%	16.7%	10.4%	0.0%	10.4%
Advertisements in trucking recruiting magazines	7.7%	0.0%	23.1%	3.8%	15.4%	23.1%	15.4%	3.8%	7.7%	0.0%
Advertisements on trucking recruiting websites	7.7%	7.7%	17.9%	7.7%	12.8%	7.7%	23.2%	5.1%	5.1%	5.1%
Listings on Indeed, craigslist, CareerBuilder, CareersInGear or other job posting websites	5.6%	2.2%	5.6%	6.7%	12.2%	13.3%	13.3%	18.9%	17.8%	4.4%
Display banner campaigns	2.9%	5.7%	17.1%	14.3%	11.4%	11.4%	20.0%	8.6%	8.6%	0.0%
Classified ads in newspapers	3.9%	7.8%	9.1%	13.0%	29.8%	6.5%	9.1%	10.4%	7.8%	2.6%
Trade shows – recruiting events	0.0%	5.6%	16.6%	16.6%	13.9%	13.9%	22.2%	5.6%	2.8%	2.8%
Video ads	0.0%	0.0%	14.3%	0.0%	14.3%	28.5%	14.3%	14.3%	14.3%	0.0%
Search	10.0%	0.0%	0.0%	10.0%	10.0%	10.0%	40.0%	0.0%	20.0%	0.0%
Radio	12.5%	0.0%	12.5%	12.5%	18.7%	12.5%	25.0%	0.0%	6.3%	0.0%
Streaming services such as Spotify	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	33.4%	33.3%	0.0%	0.0%
Billboards	7.1%	21.4%	21.4%	0.0%	14.3%	14.3%	14.4%	0.0%	7.1%	0.0%
Truckstop ads	15.4%	7.7%	7.7%	7.7%	15.4%	15.4%	15.4%	7.7%	7.6%	0.0%
On-truck ads	0.0%	0.0%	23.1%	23.1%	7.7%	15.4%	7.7%	15.4%	7.6%	0.0%
Other	0.0%	0.0%	4.5%	9.1%	22.8%	13.6%	18.2%	9.1%	13.6%	9.1%



You said you use the following to find drivers. On a scale of 1-10 (with 1 being not successful at all and 10 being very successful), please rate your success in using these different methods. (Up to 100 power units)

	1 Not successful at all	2	3	4	5	6	7	8	9	10 Very successful
Word of mouth	1.1%	4.3%	5.3%	3.2%	20.2%	8.5%	20.2%	13.8%	11.7%	11.7%
Referrals from our own drivers	0.0%	3.1%	4.1%	7.2%	10.3%	5.2%	15.5%	18.6%	18.6%	17.4%
Facebook	0.0%	5.9%	23.5%	11.8%	11.8%	17.6%	17.6%	11.8%	0.0%	0.0%
Advertisements in trucking recruiting magazines	10.0%	0.0%	40.0%	10.0%	0.0%	20.0%	10.0%	0.0%	10.0%	0.0%
Advertisements on trucking recruiting websites	20.0%	20.0%	20.0%	0.0%	6.7%	6.7%	20.0%	6.6%	0.0%	0.0%
Listings on Indeed, craigslist, CareerBuilder, CareersInGear or other job posting websites	7.8%	3.9%	3.9%	7.8%	11.8%	17.6%	13.7%	15.7%	15.7%	2.1%
Display banner campaigns	0.0%	6.7%	20.0%	13.3%	6.7%	13.3%	26.6%	6.7%	6.7%	0.0%
Classified ads in newspapers	4.0%	8.0%	10.0%	8.0%	30.0%	6.0%	8.0%	14.0%	10.0%	2.0%
Trade shows – recruiting events	0.0%	15.3%	23.1%	7.7%	7.7%	23.1%	7.7%	0.0%	7.7%	7.7%
Video ads	0.0%	0.0%	33.4%	0.0%	0.0%	0.0%	33.3%	0.0%	33.3%	0.0%
Search	20.0%	0.0%	0.0%	0.0%	0.0%	20.0%	40.0%	0.0%	20.0%	0.0%
Radio	16.7%	0.0%	16.7%	0.0%	16.7%	16.7%	33.2%	0.0%	0.0%	0.0%
Streaming services such as Spotify	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Billboards	0.0%	16.7%	33.2%	0.0%	16.7%	16.7%	0.0%	0.0%	16.7%	0.0%
Truckstop ads	20.0%	20.0%	0.0%	20.0%	20.0%	20.0%	0.0%	0.0%	0.0%	0.0%
On-truck ads	0.0%	0.0%	0.0%	66.7%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	10.0%	10.0%	20.0%	20.0%	20.0%	10.0%	10.0%	0.0%

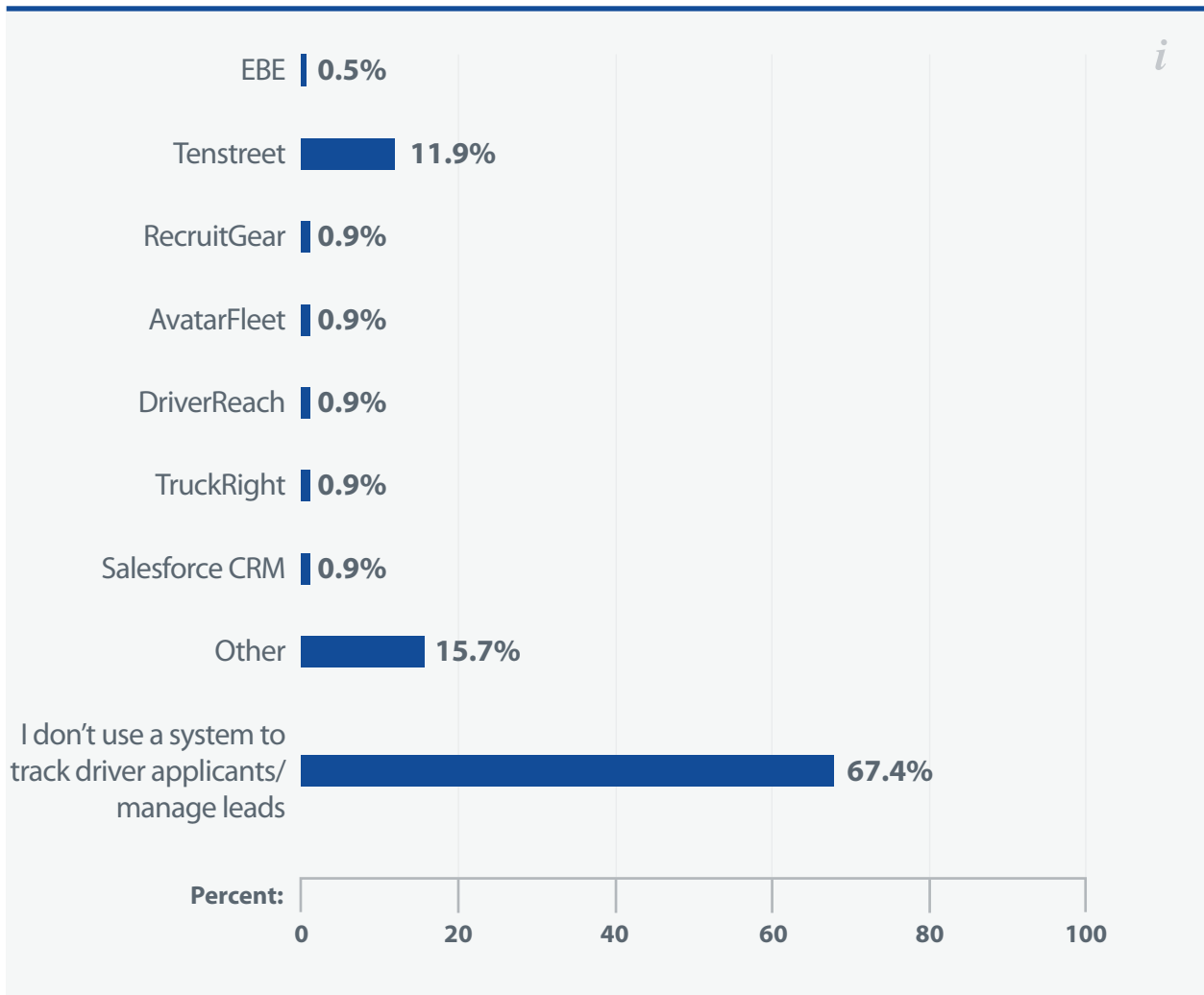


You said you use the following to find drivers. On a scale of 1-10 (with 1 being not successful at all and 10 being very successful), please rate your success in using these different methods. (More than 100 power units)

	1 Not successful at all	2	3	4	5	6	7	8	9	10 Very successful
Word of mouth	0.0%	2.0%	5.9%	5.9%	19.6%	11.8%	17.6%	15.7%	7.8%	13.7%
Referrals from our own drivers	1.7%	0.0%	5.0%	3.3%	20.0%	6.7%	15.0%	13.3%	11.7%	23.3%
Facebook	3.3%	6.7%	3.3%	3.3%	30.0%	10.0%	16.7%	10.0%	0.0%	16.7%
Advertisements in trucking recruiting magazines	6.3%	0.0%	12.5%	0.0%	24.9%	25.0%	18.7%	6.3%	6.3%	0.0%
Advertisements on trucking recruiting websites	0.0%	0.0%	16.7%	12.5%	16.7%	8.3%	25.0%	4.2%	8.3%	8.3%
Listings on Indeed, craigslist, CareerBuilder, CareersInGear or other job posting websites	2.8%	0.0%	5.6%	5.6%	13.9%	8.3%	11.1%	22.2%	22.2%	8.3%
Display banner campaigns	5.0%	5.0%	15.0%	15.0%	15.0%	10.0%	15.0%	10.0%	10.0%	0.0%
Classified ads in newspapers	4.0%	8.0%	4.0%	24.0%	32.0%	4.0%	12.0%	4.0%	4.0%	4.0%
Trade shows – recruiting events	0.0%	0.0%	13.6%	22.7%	18.2%	9.1%	27.3%	9.1%	0.0%	0.0%
Video ads	0.0%	0.0%	0.0%	0.0%	25.0%	50.0%	0.0%	25.0%	0.0%	0.0%
Search	0.0%	0.0%	0.0%	20.0%	20.0%	0.0%	40.0%	0.0%	20.0%	0.0%
Radio	10.0%	0.0%	10.0%	20.0%	20.0%	10.0%	20.0%	0.0%	10.0%	0.0%
Streaming services such as Spotify	0.0%	0.0%	0.0%	0.0%	0.0%	33.4%	33.3%	33.3%	0.0%	0.0%
Billboards	12.5%	25.0%	12.5%	0.0%	12.5%	12.5%	25.0%	0.0%	0.0%	0.0%
Truckstop ads	12.5%	0.0%	12.5%	0.0%	12.5%	12.5%	25.0%	12.5%	12.5%	0.0%
On-truck ads	0.0%	0.0%	30.0%	10.0%	0.0%	20.0%	10.0%	20.0%	10.0%	0.0%
Other	0.0%	0.0%	0.0%	9.1%	18.2%	9.1%	18.2%	9.1%	18.2%	18.1%

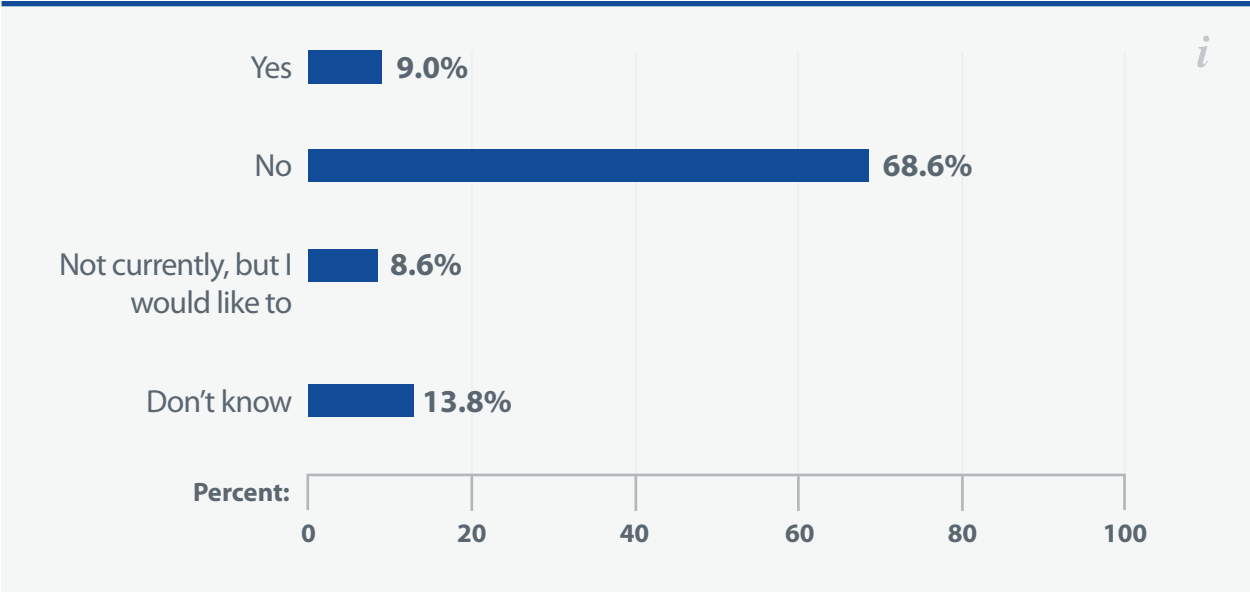


What system do you use to track driver applicants/manage leads?



	Up to 100 power units	More than 100 power units
EBE	0.0%	1.2%
Tenstreet	5.4%	22.2%
RecruitGear	0.8%	1.2%
AvatarFleet	0.8%	1.2%
DriverReach	0.8%	1.2%
TruckRight	0.0%	2.5%
Salesforce CRM	0.0%	2.5%
Other	10.8%	23.5%
I don't use a system to track driver applicants/manage leads	81.4%	44.5%

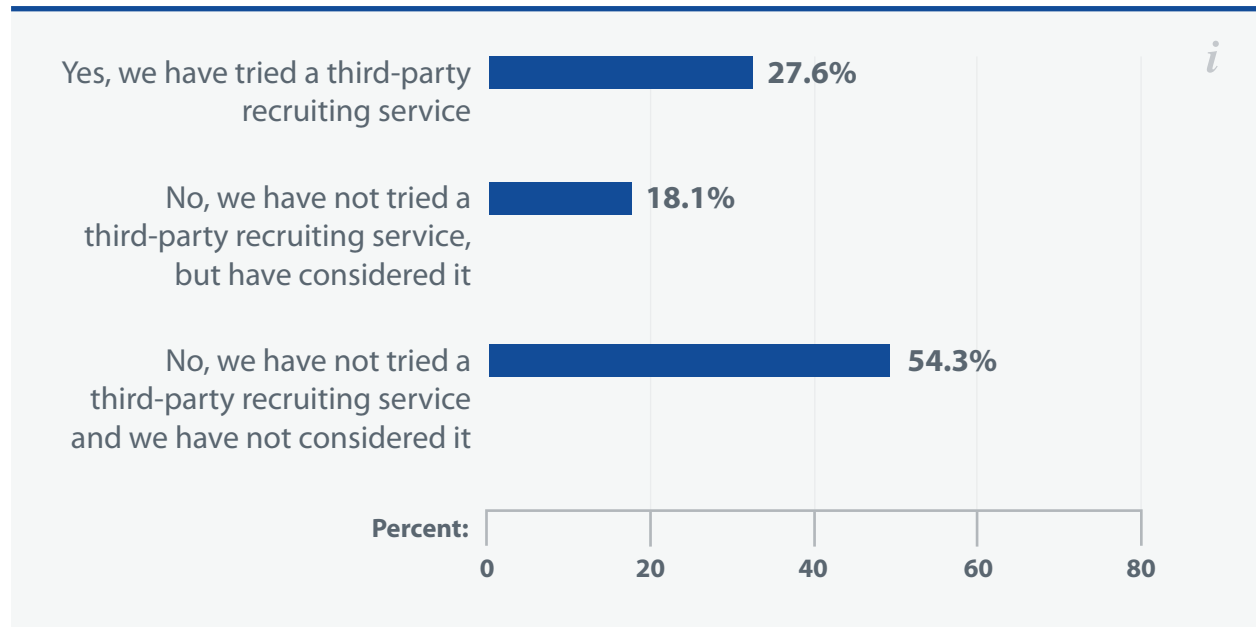
Do you use marketing automation to contact your driver database?



	Up to 100 power units	More than 100 power units
Yes	4.6%	16.3%
No	76.9%	55.0%
Not currently, but I would like to	10.8%	5.0%
Don't know	7.7%	23.7%

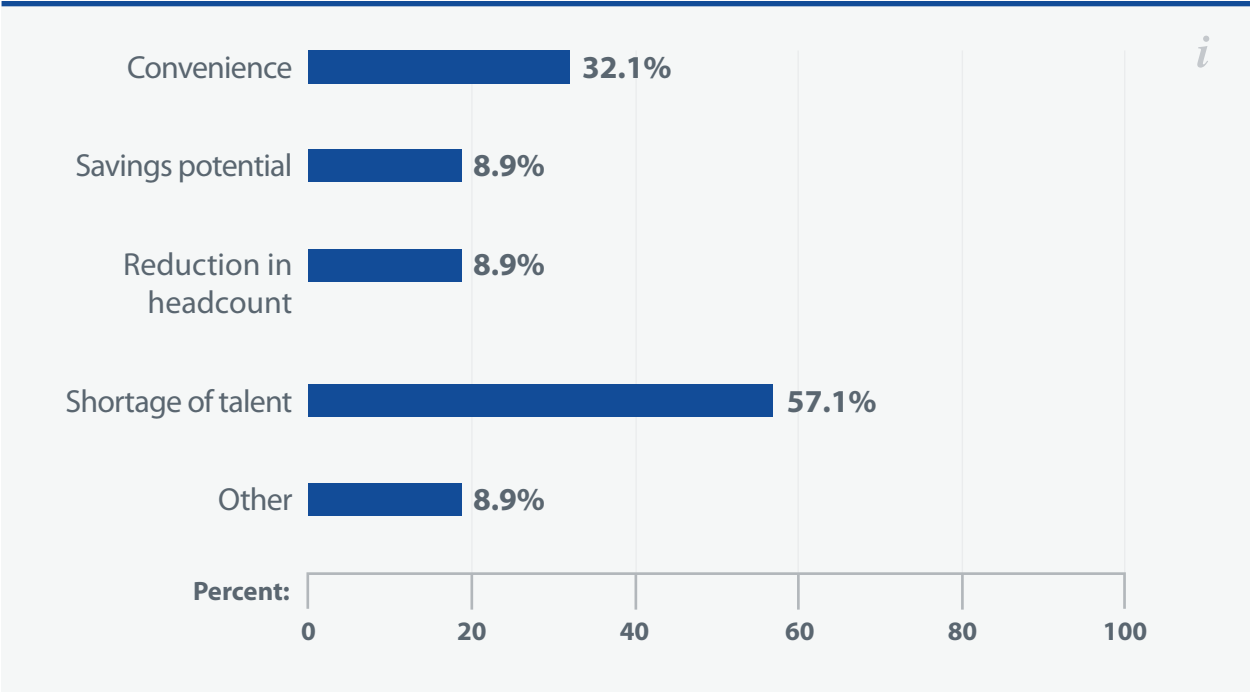


Have you tried, or considered trying, a third-party recruiting service?



	Up to 100 power units	More than 100 power units
Yes, we have tried a third-party recruiting service	20.8%	38.7%
No, we have not tried a third-party recruiting service, but have considered it	23.8%	8.8%
No, we have not tried a third-party recruiting service and we have not considered it	55.4%	52.5%

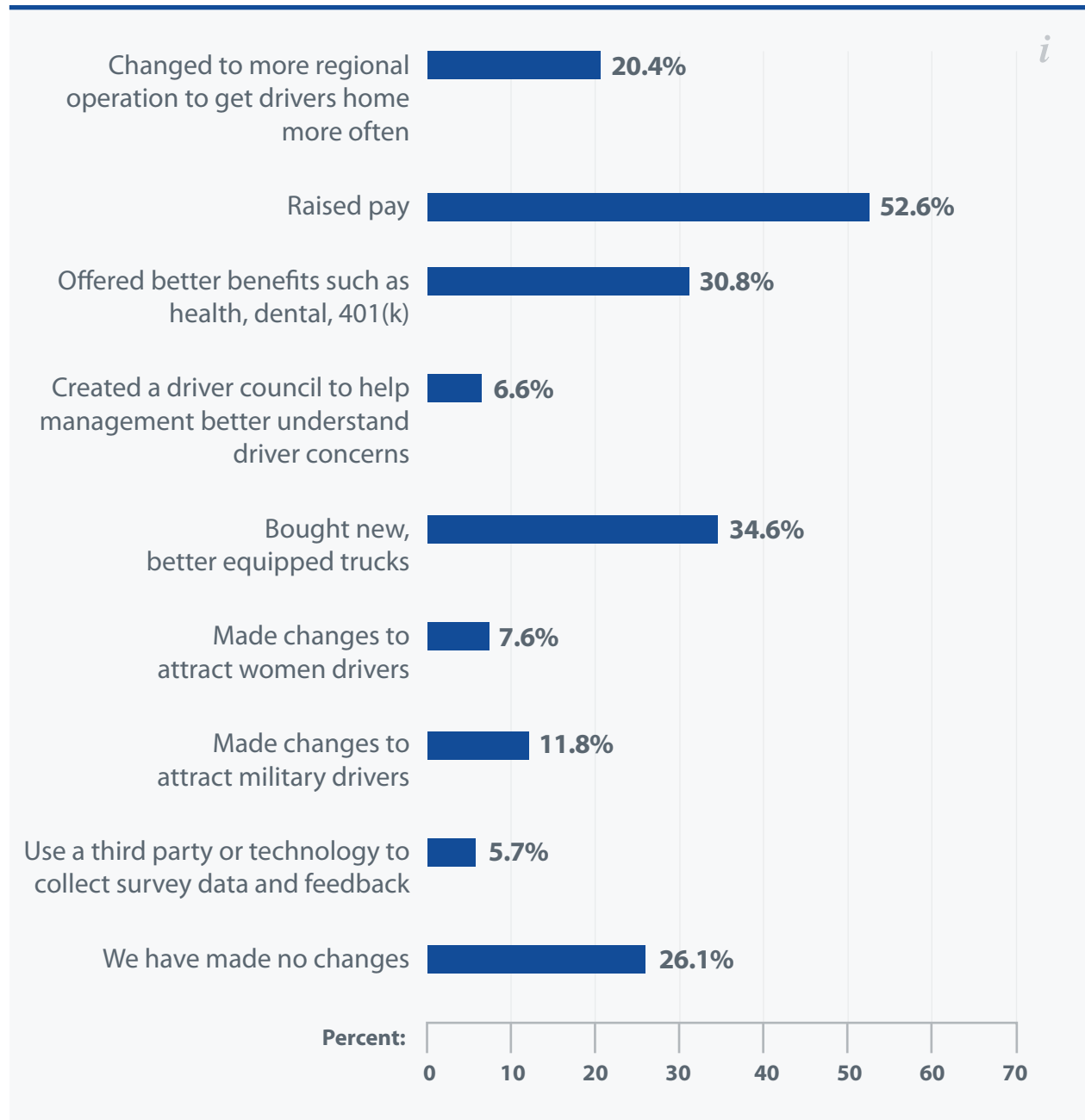
If so, what attracted you to that option?



	Up to 100 power units	More than 100 power units
Convenience	38.5%	26.7%
Savings potential	11.5%	6.7%
Reduction in headcount	7.7%	10.0%
Shortage of talent	65.4%	50.0%
Other	7.7%	10.0%



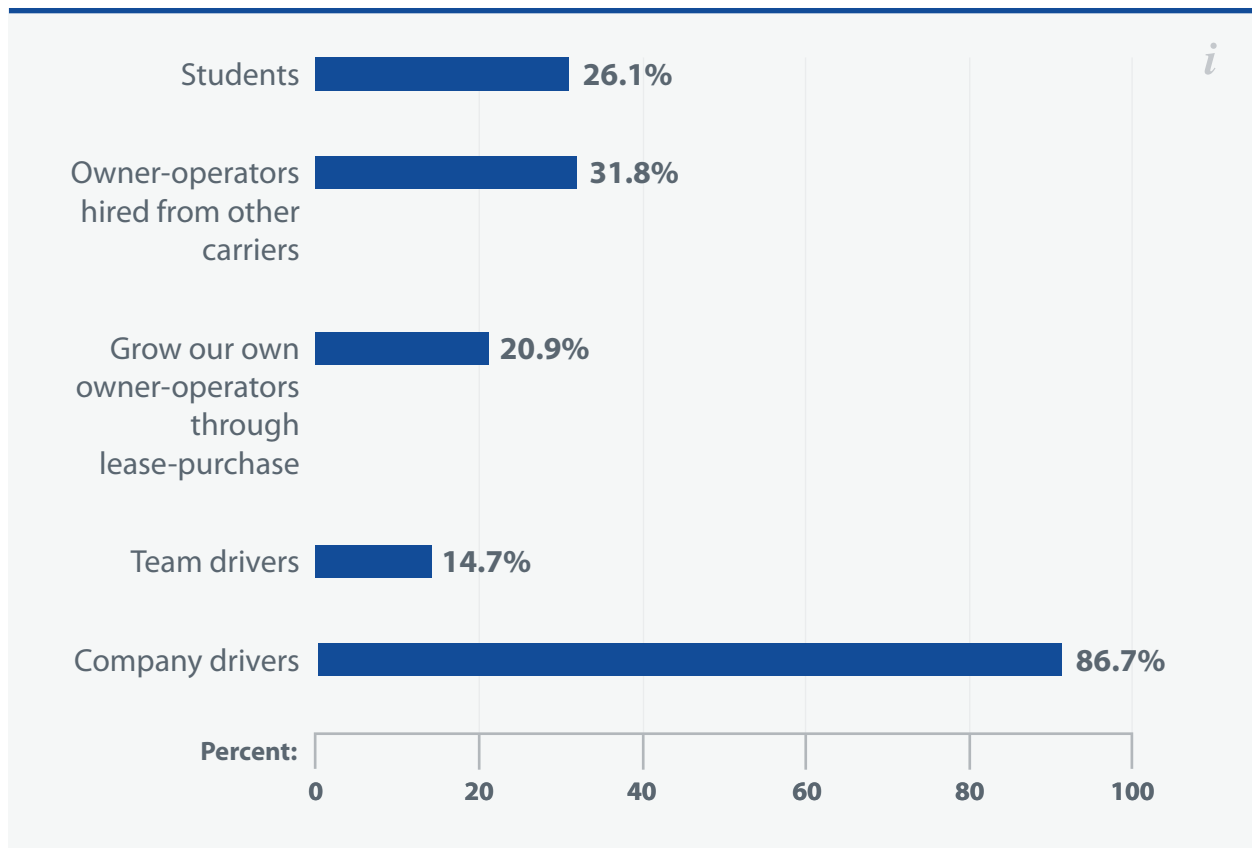
What changes, if any, have you made to your operation to help recruit/retain drivers? (Check all that apply)



	Up to 100 power units	More than 100 power units
Changed to more regional operation to get drivers home more often	21.5%	18.5%
Raised pay	53.8%	50.6%
Offered better benefits such as health, dental, 401(k)	33.1%	27.2%
Created a driver council to help management better understand driver concerns	2.3%	13.6%
Bought new, better equipped trucks	37.7%	29.6%
Made changes to attract women drivers	5.4%	11.1%
Made changes to attract military drivers	8.5%	17.3%
Use a third party or technology to collect survey data and feedback	3.8%	8.6%
We have made no changes	26.9%	24.7%



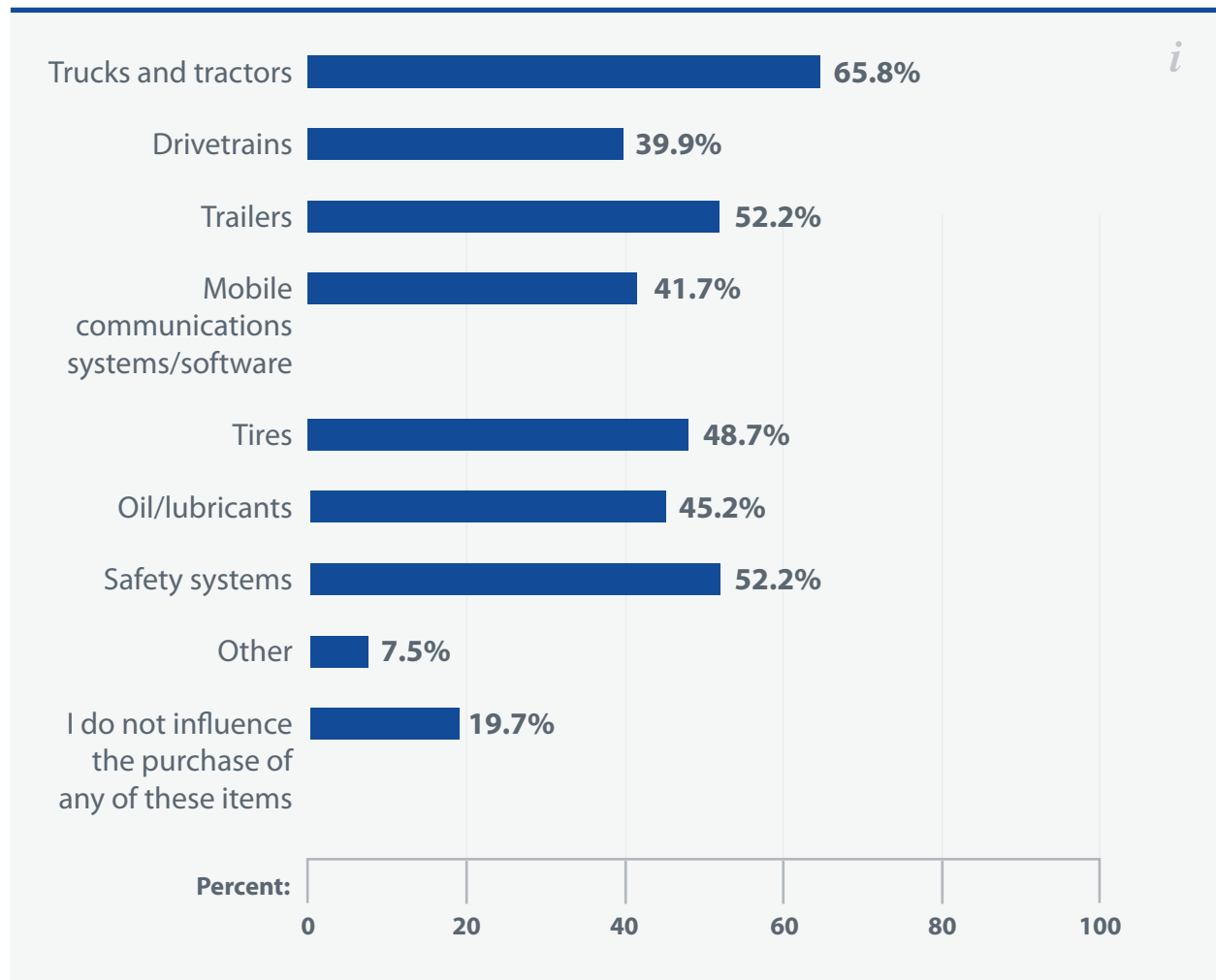
When it comes to hiring drivers, what is your primary focus?
Pick your top three.



	Up to 100 power units	More than 100 power units
Students	26.2%	25.9%
Owner-operators hired from other carriers	31.5%	32.1%
Grow our own owner-operators through lease-purchase	19.2%	23.5%
Team drivers	13.1%	17.3%
Company drivers	87.7%	85.2%

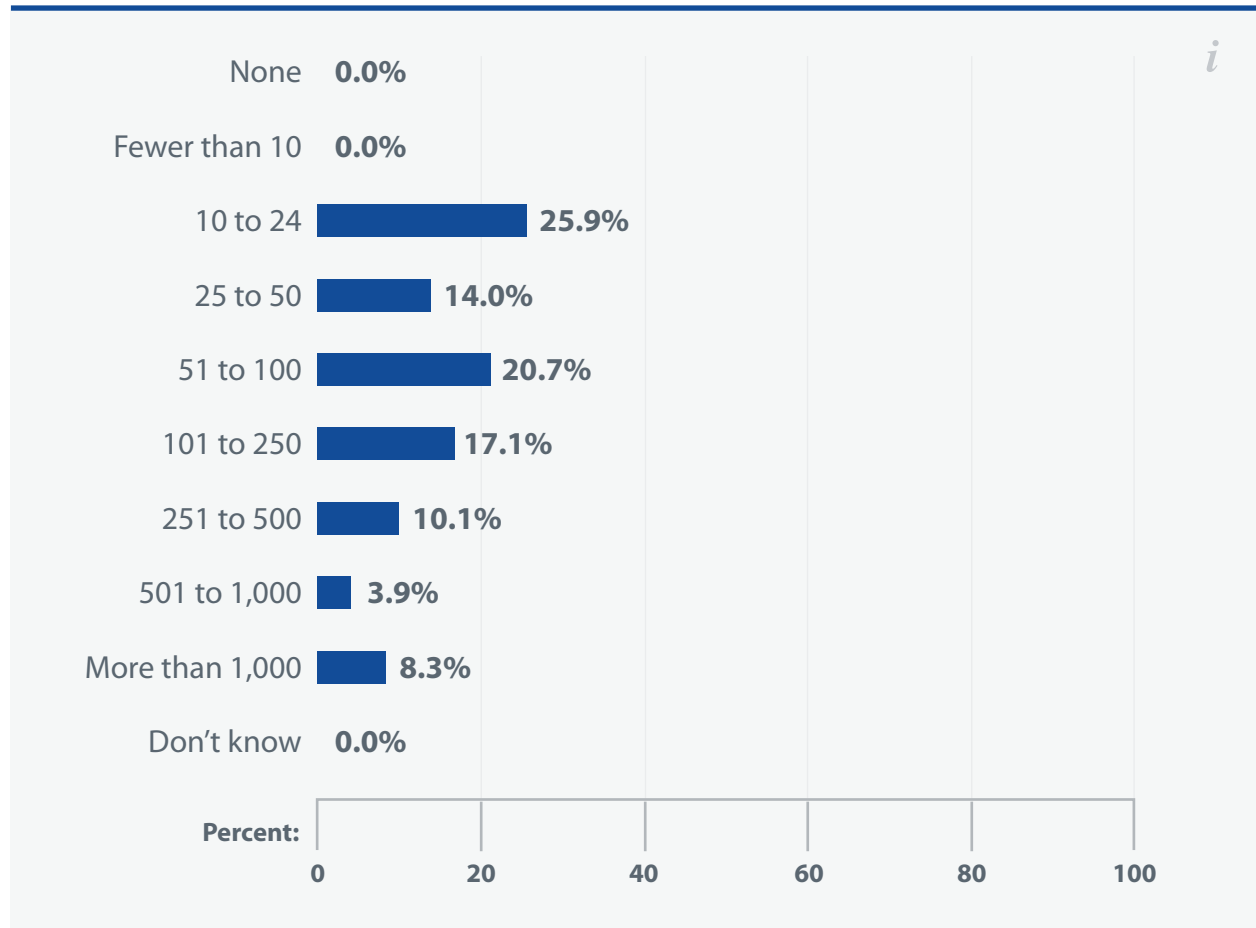


Do you influence the purchase of...? (Check all that apply)



	Up to 100 power units	More than 100 power units
Trucks and tractors	70.3%	58.9%
Drivetrains	44.9%	32.2%
Trailers	60.1%	40.0%
Mobile communications systems/software	46.4%	34.4%
Tires	52.9%	42.2%
Oil/lubricants	51.4%	35.6%
Safety systems	55.1%	47.8%
Other	7.2%	7.8%
I do not influence the purchase of any of these items	17.4%	23.3%

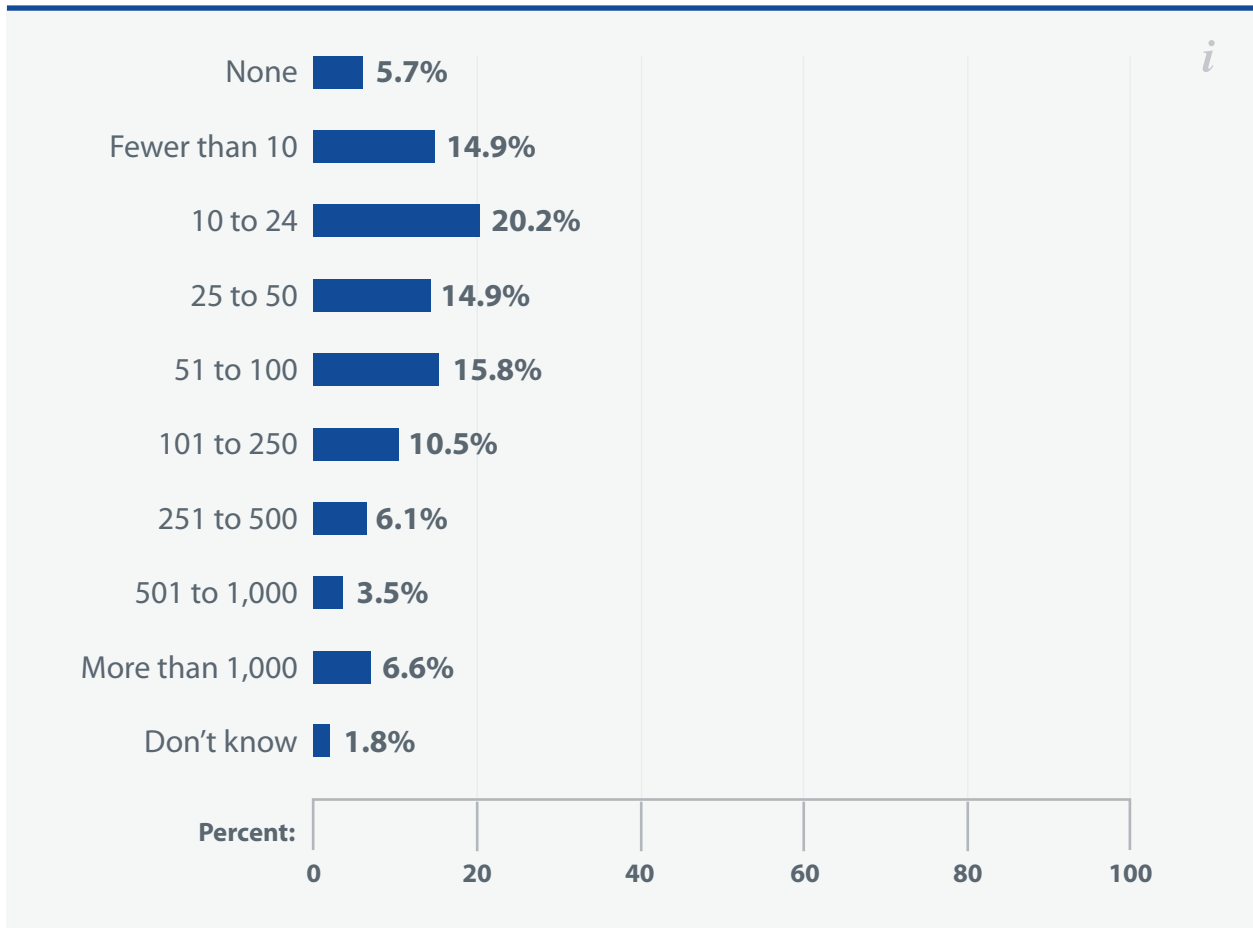
How many TOTAL power units does your company operate (including owned, leased or independent contractors)?



	Up to 100 power units	More than 100 power units
None	0.0%	0.0%
Fewer than 10	0.0%	0.0%
10 to 24	42.7%	0.0%
25 to 50	23.2%	0.0%
51 to 100	34.1%	0.0%
101 to 250	0.0%	43.3%
251 to 500	0.0%	25.6%
501 to 1,000	0.0%	10.0%
More than 1,000	0.0%	21.1%
Don't know	0.0%	0.0%



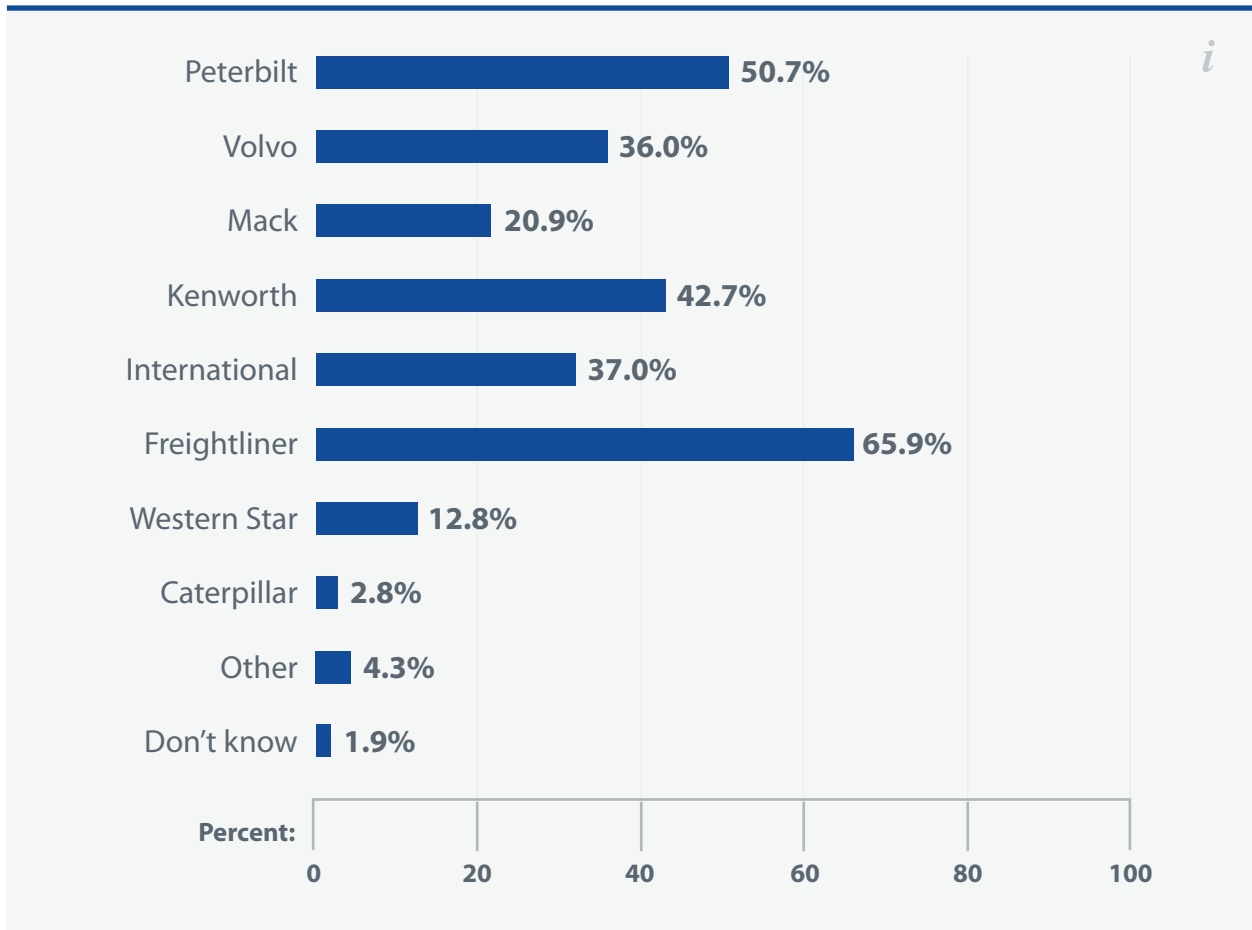
How many Class 8 trucks and tractors does your organization operate (not including leased owner-operators)?



	Up to 100 power units	More than 100 power units
None	5.1%	6.7%
Fewer than 10	23.2%	2.2%
10 to 24	26.8%	10.0%
25 to 50	23.2%	2.2%
51 to 100	20.3%	8.9%
101 to 250	0.0%	26.6%
251 to 500	0.0%	15.6%
501 to 1,000	0.0%	8.9%
More than 1,000	0.0%	16.7%
Don't know	1.4%	2.2%



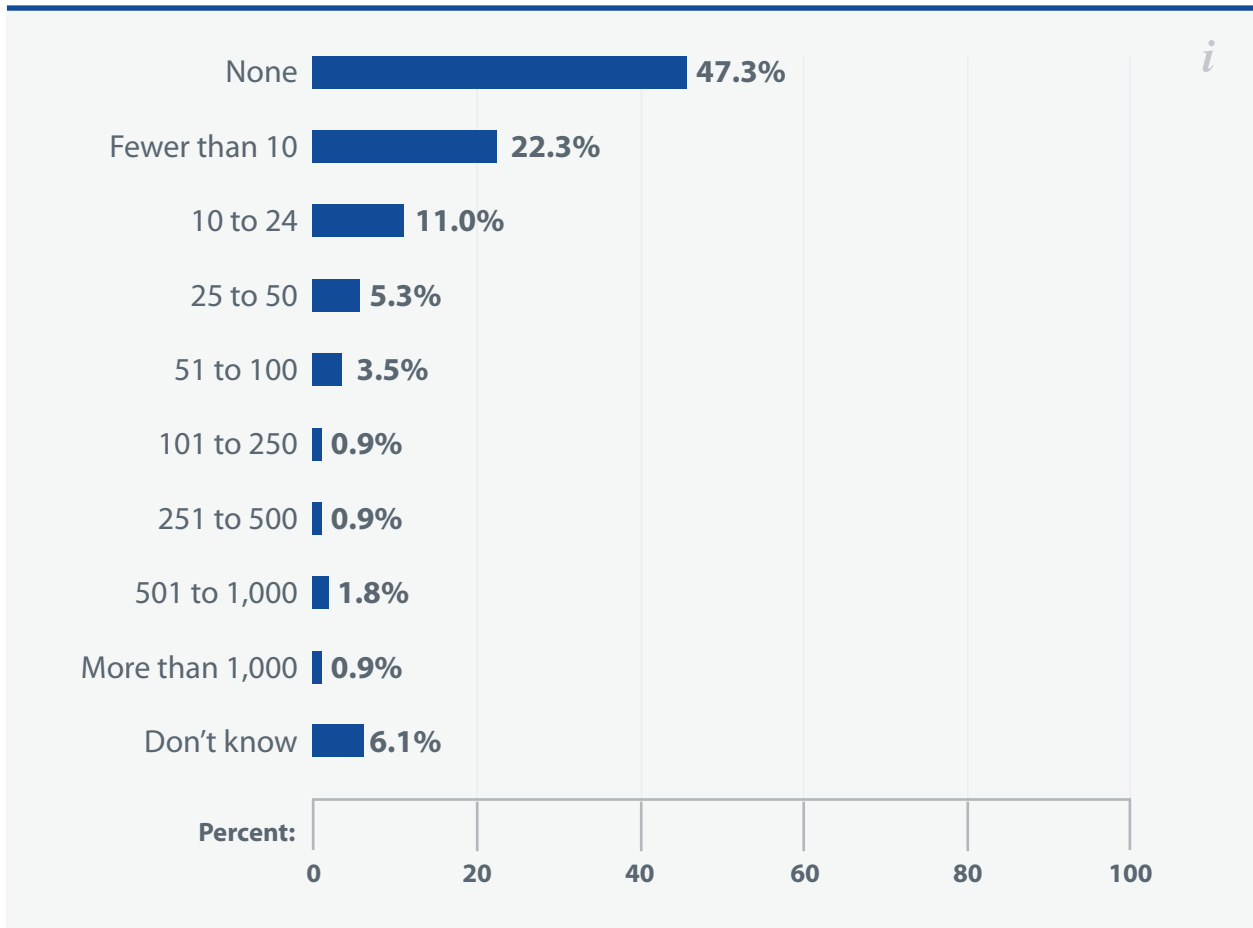
What brands are your Class 8 trucks and tractors?
(Check all that apply)



	Up to 100 power units	More than 100 power units
Peterbilt	49.6%	52.4%
Volvo	27.1%	50.0%
Mack	20.2%	22.0%
Kenworth	46.5%	36.6%
International	32.6%	43.9%
Freightliner	61.2%	73.2%
Western Star	11.6%	14.6%
Caterpillar	3.1%	2.4%
Other	3.1%	6.1%
Don't know	1.6%	2.4%



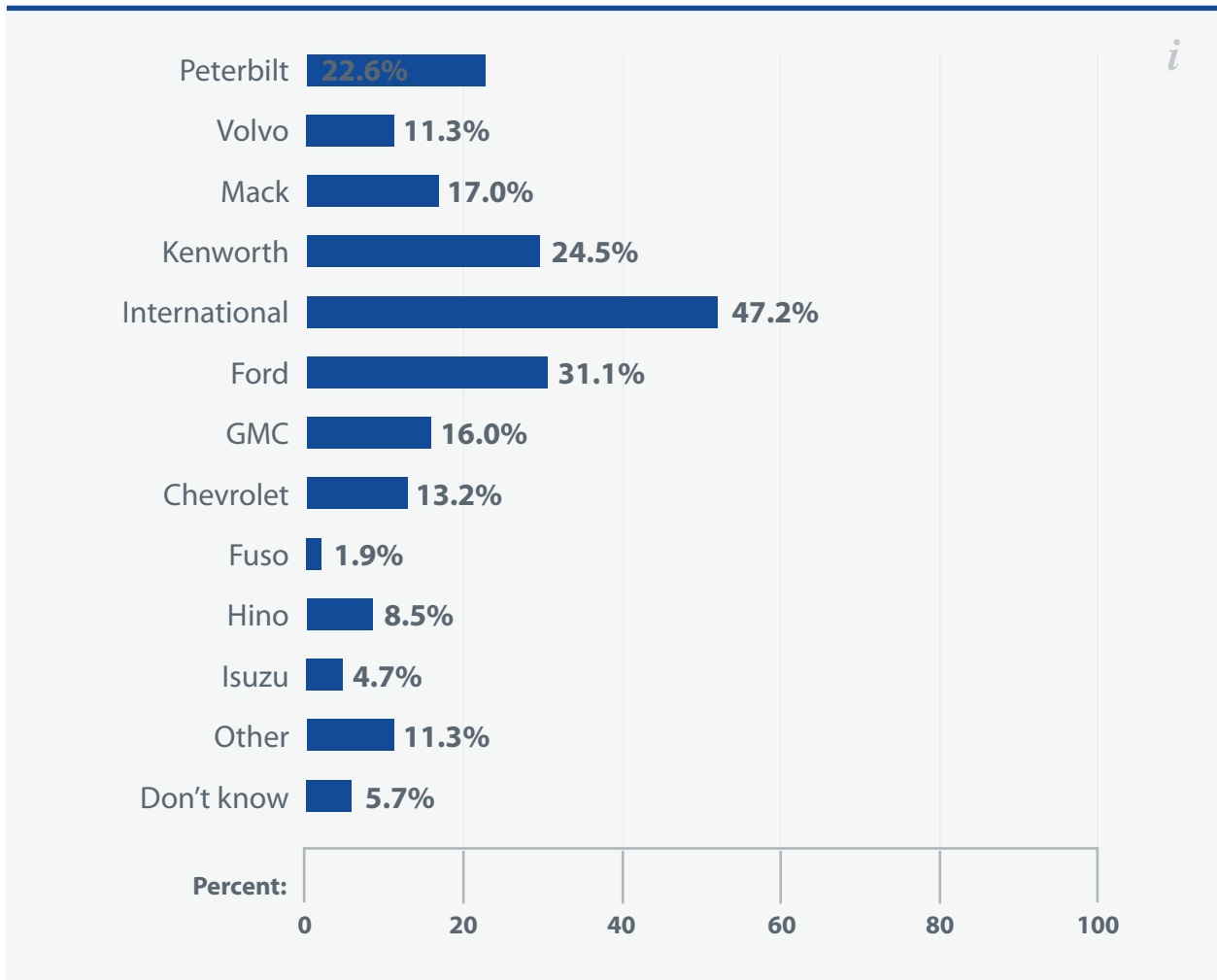
How many Class 6-7 trucks and tractors does your organization operate?



	Up to 100 power units	More than 100 power units
None	50.8%	42.3%
Fewer than 10	28.3%	13.3%
10 to 24	13.0%	7.8%
25 to 50	4.3%	6.7%
51 to 100	0.0%	8.9%
101 to 250	0.0%	2.2%
251 to 500	0.0%	2.2%
501 to 1,000	0.0%	4.4%
More than 1,000	0.0%	2.2%
Don't know	3.6%	10.0%



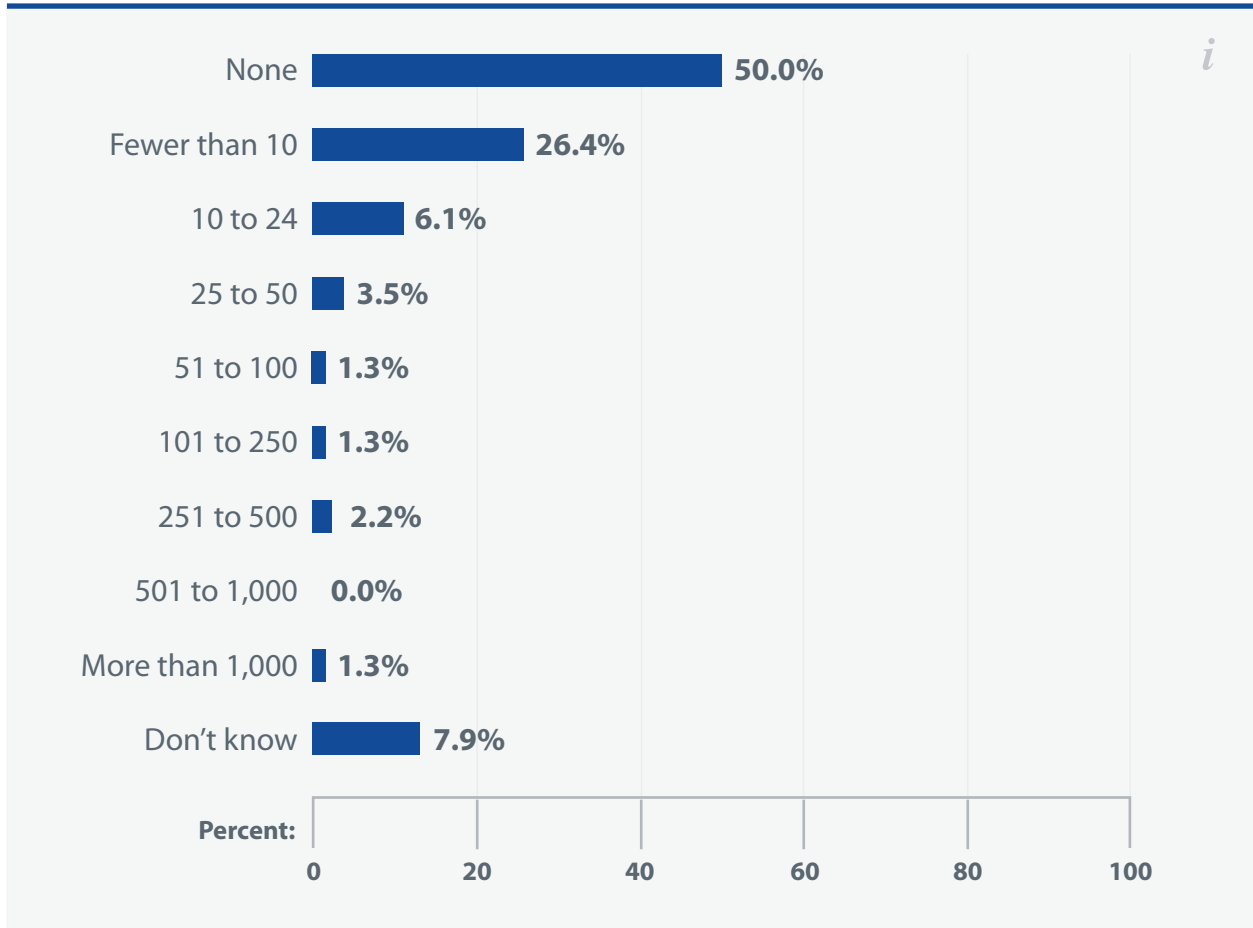
What brands are your Class 6-7 trucks? (Check all that apply)



	Up to 100 power units	More than 100 power units
Peterbilt	17.5%	30.2%
Volvo	9.5%	14.0%
Mack	14.3%	20.9%
Kenworth	22.2%	27.9%
International	49.2%	44.2%
Ford	30.2%	32.6%
GMC	19.0%	11.6%
Chevrolet	12.7%	14.0%
Fuso	3.2%	0.0%
Hino	9.5%	7.0%
Isuzu	4.8%	4.7%
Other	12.7%	9.3%
Don't know	3.2%	9.3%



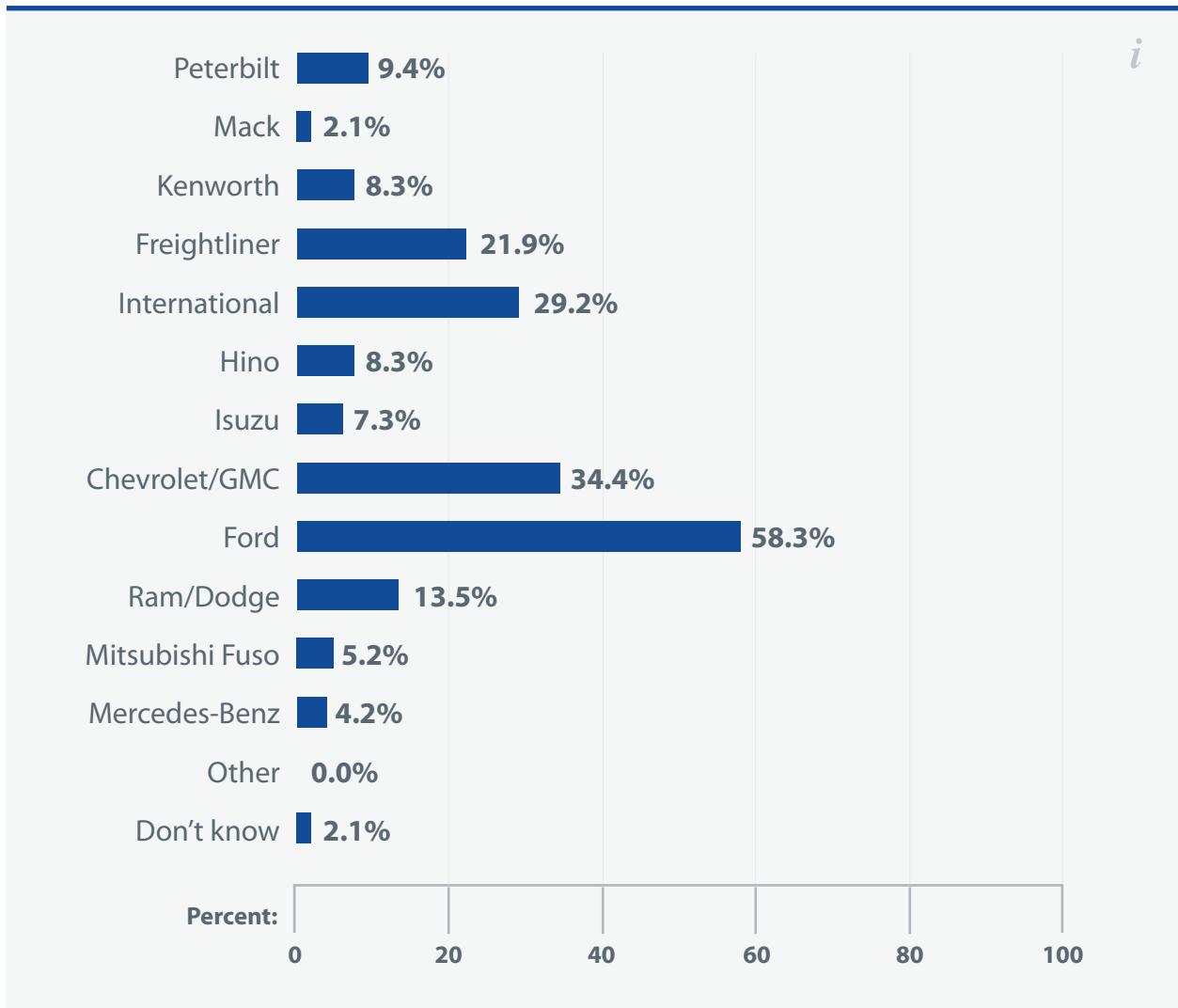
How many Class 3-5 trucks does your organization operate?



	Up to 100 power units	More than 100 power units
None	51.5%	47.9%
Fewer than 10	32.6%	16.7%
10 to 24	8.0%	3.3%
25 to 50	2.9%	4.4%
51 to 100	0.7%	2.2%
101 to 250	0.0%	3.3%
251 to 500	0.0%	5.6%
501 to 1,000	0.0%	0.0%
More than 1,000	0.0%	3.3%
Don't know	4.3%	13.3%



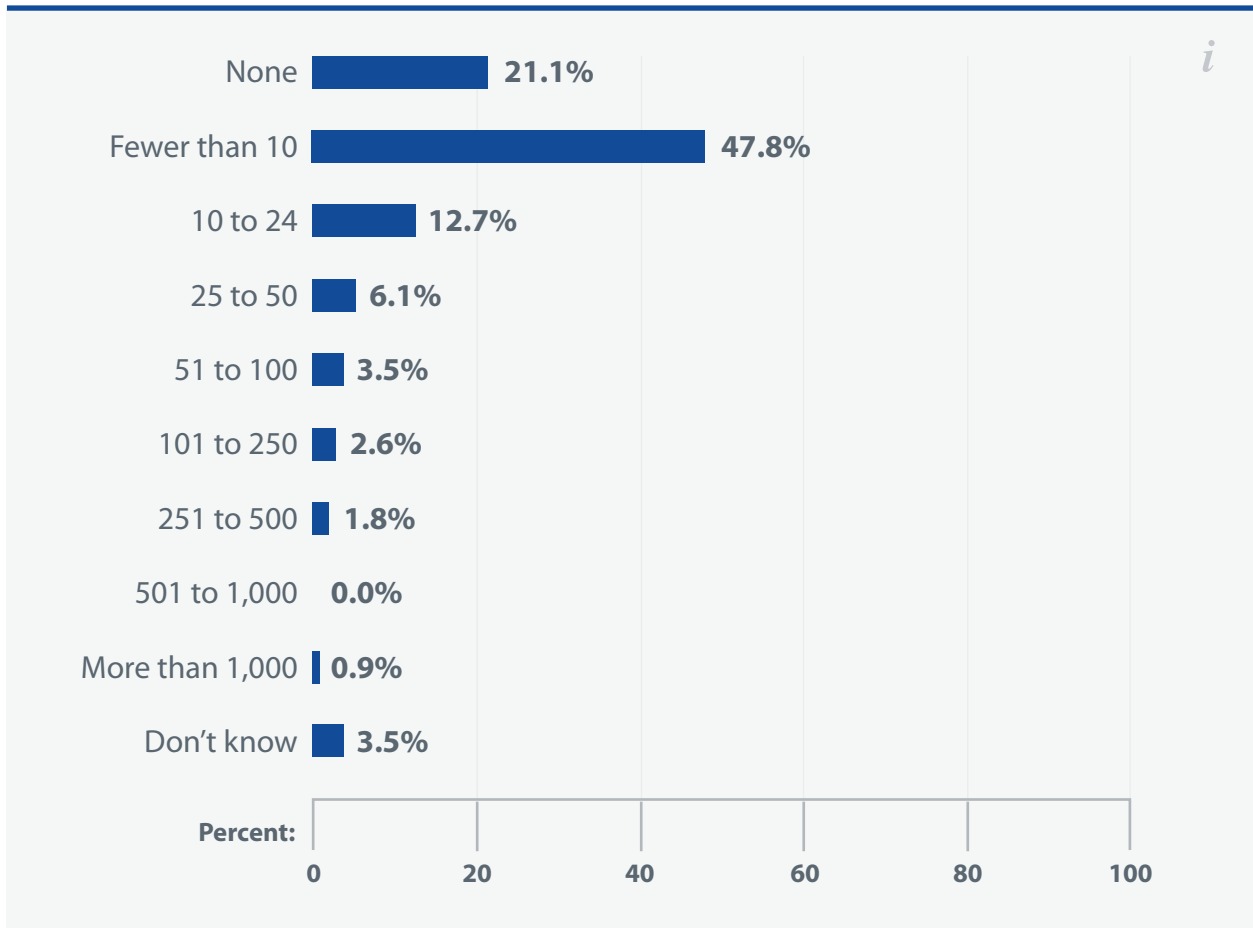
What brands are your Class 3-5 trucks? (Check all that apply)



	Up to 100 power units	More than 100 power units
Peterbilt	8.2%	11.4%
Mack	0.0%	5.7%
Kenworth	8.2%	8.6%
Freightliner	21.3%	22.9%
International	26.2%	34.3%
Hino	8.2%	8.6%
Isuzu	6.6%	8.6%
Chevrolet/GMC	29.5%	42.9%
Ford	54.1%	65.7%
Ram/Dodge	11.5%	17.1%
Mitsubishi Fuso	8.2%	0.0%
Mercedes-Benz	1.6%	8.6%
Other	0.0%	0.0%
Don't know	1.6%	2.9%

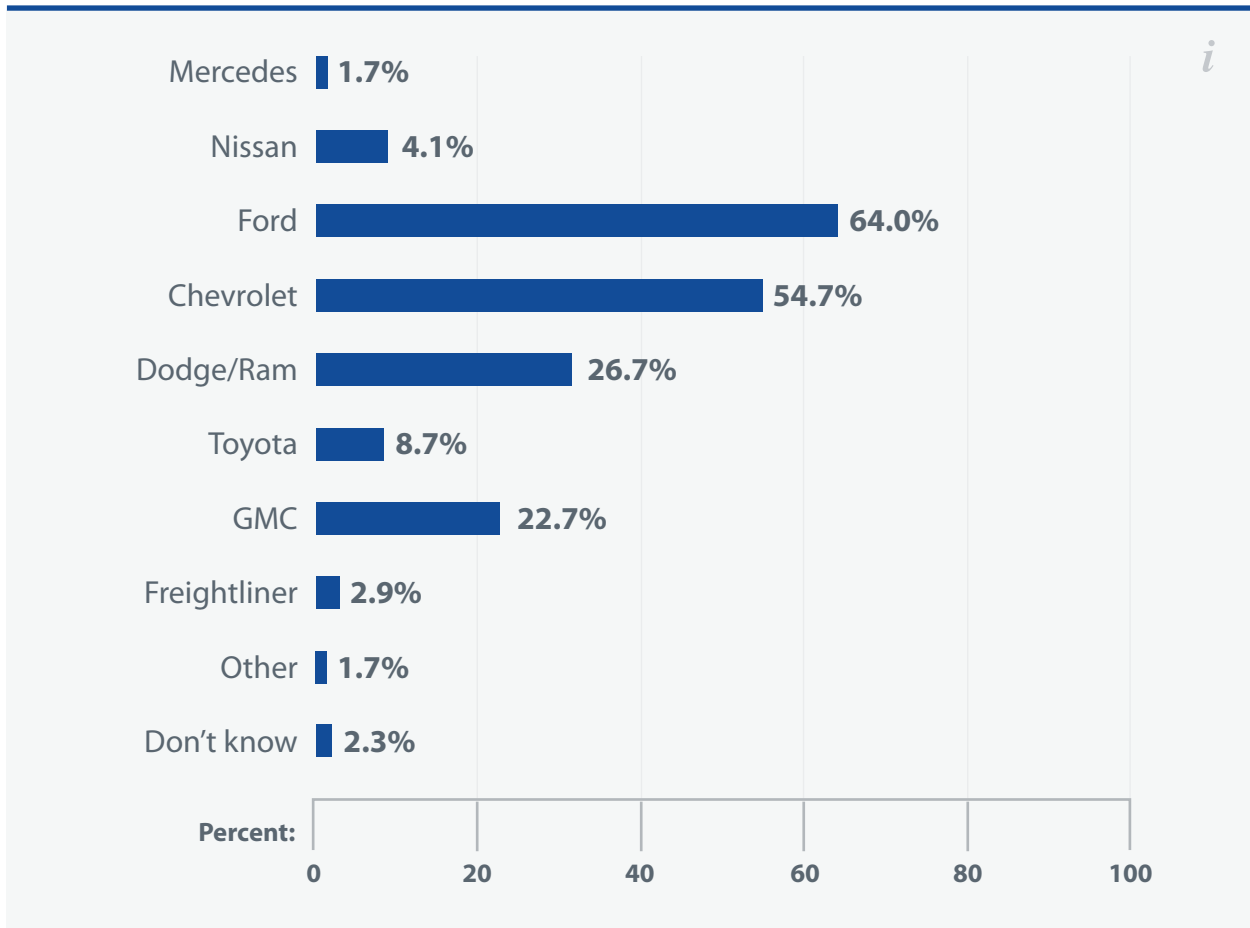


How many pickups/vans does your organization operate?



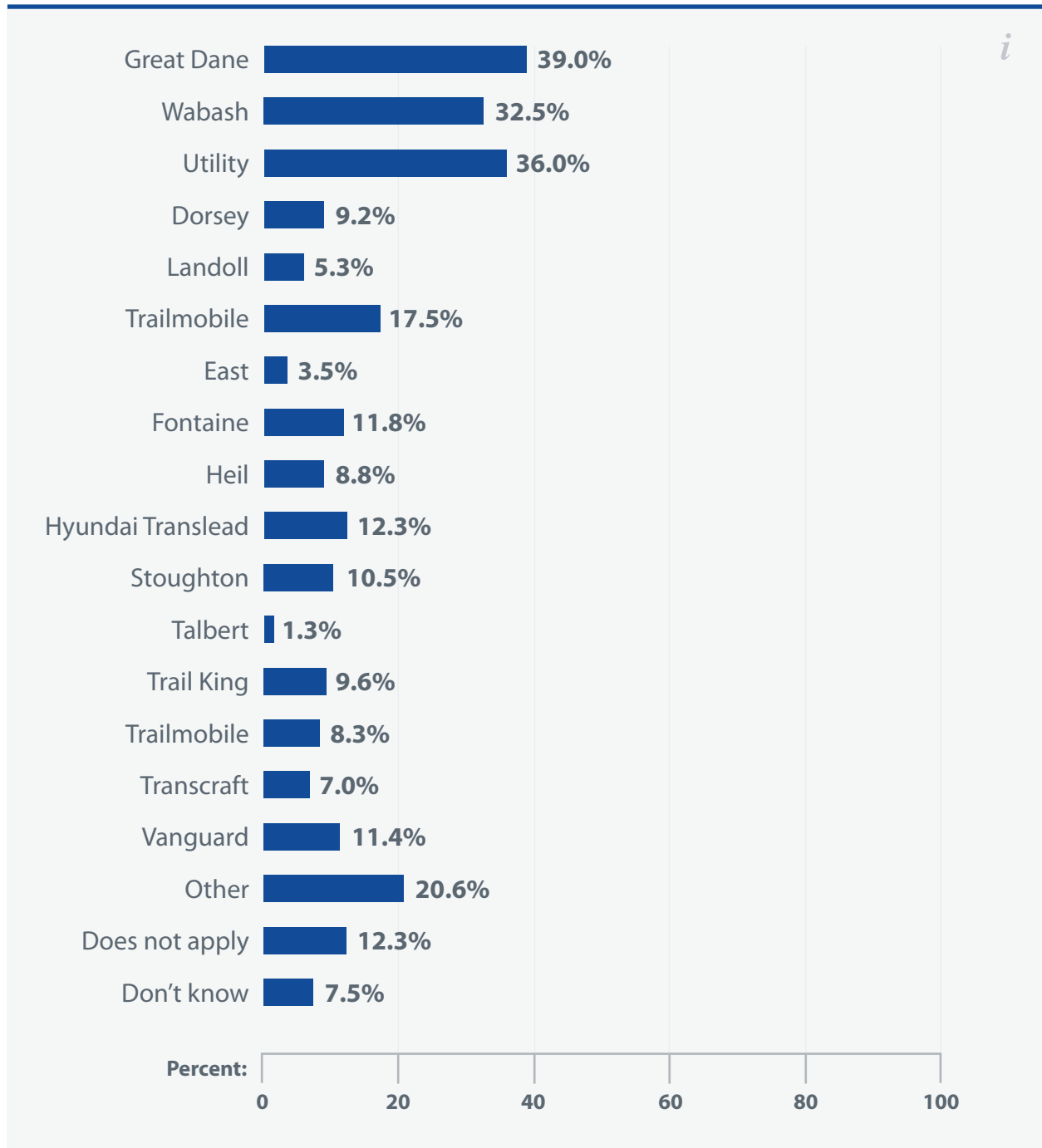
	Up to 100 power units	More than 100 power units
None	21.0%	21.0%
Fewer than 10	55.9%	35.6%
10 to 24	15.9%	7.8%
25 to 50	4.4%	8.9%
51 to 100	1.4%	6.7%
101 to 250	0.7%	5.6%
251 to 500	0.0%	4.4%
501 to 1,000	0.0%	0.0%
More than 1,000	0.0%	2.2%
Don't know	0.7%	7.8%

What brands are your pickups/vans? (Check all that apply)



	Up to 100 power units	More than 100 power units
Mercedes	1.9%	1.6%
Nissan	5.6%	1.6%
Ford	60.2%	70.3%
Chevrolet	49.1%	64.1%
Dodge/Ram	23.1%	32.8%
Toyota	8.3%	9.4%
GMC	21.3%	25.0%
Freightliner	0.9%	6.3%
Other	2.8%	0.0%
Don't know	1.9%	3.1%

What brands of trailers does your company pull? (Check all that apply)



	Up to 100 power units	More than 100 power units
Great Dane	40.6%	36.7%
Wabash	28.3%	38.9%
Utility	35.5%	36.7%
Dorsey	9.4%	8.9%
Landoll	7.2%	2.2%
Trailmobile	19.6%	14.4%
East	4.3%	2.2%
Fontaine	10.1%	14.4%
Heil	9.4%	7.8%
Hyundai Translead	10.1%	15.6%
Stoughton	8.0%	14.4%
Talbert	1.4%	1.1%
Trail King	8.7%	11.1%
Trailmobile	8.0%	8.9%
Transcraft	4.3%	11.1%
Vanguard	8.7%	15.6%
Other	23.2%	16.7%
Does not apply	13.8%	10.0%
Don't know	7.2%	7.8%



Approximately what percentage of your maintenance and repair is...? (Total must add up to 100%. If you're not sure, simply click "I'm not familiar with this" and click NEXT)

		All respondents	Up to 100 power units	More than 100 power units
I'm not familiar with this.	Count	58	27	31
	Percentage	25.4%	20.0%	34.4%

Performed in-house	All respondents	Up to 100 power units	More than 100 power units
0%	35.6%	31.9%	41.2%
Up to 10%	1.8%	1.4%	2.2%
11 to 20%	1.3%	0.0%	3.3%
21 to 30%	1.3%	2.2%	0.0%
31 to 40%	2.2%	2.2%	2.2%
41 to 50%	4.8%	5.8%	3.3%
51 to 60%	6.1%	7.2%	4.4%
61 to 70%	6.6%	6.5%	6.7%
71 to 80%	12.7%	16.7%	6.7%
81 to 90%	11.4%	9.4%	14.4%
91 to 99%	9.2%	11.6%	5.6%
100%	7.0%	5.1%	10.0%
Outsourced to truck dealer			
0%	48.8%	43.6%	56.7%
Up to 10%	24.1%	27.5%	18.9%
11 to 20%	10.5%	11.6%	8.9%
21 to 30%	6.6%	7.2%	5.6%
31 to 40%	2.6%	2.9%	2.2%
41 to 50%	3.5%	5.1%	1.1%
51 to 60%	0.9%	0.0%	2.2%
61 to 70%	0.9%	0.0%	2.2%
71 to 80%	1.3%	1.4%	1.1%
81 to 90%	0.4%	0.0%	1.1%
91 to 99%	0.4%	0.7%	0.0%
100%	0.0%	0.0%	0.0%



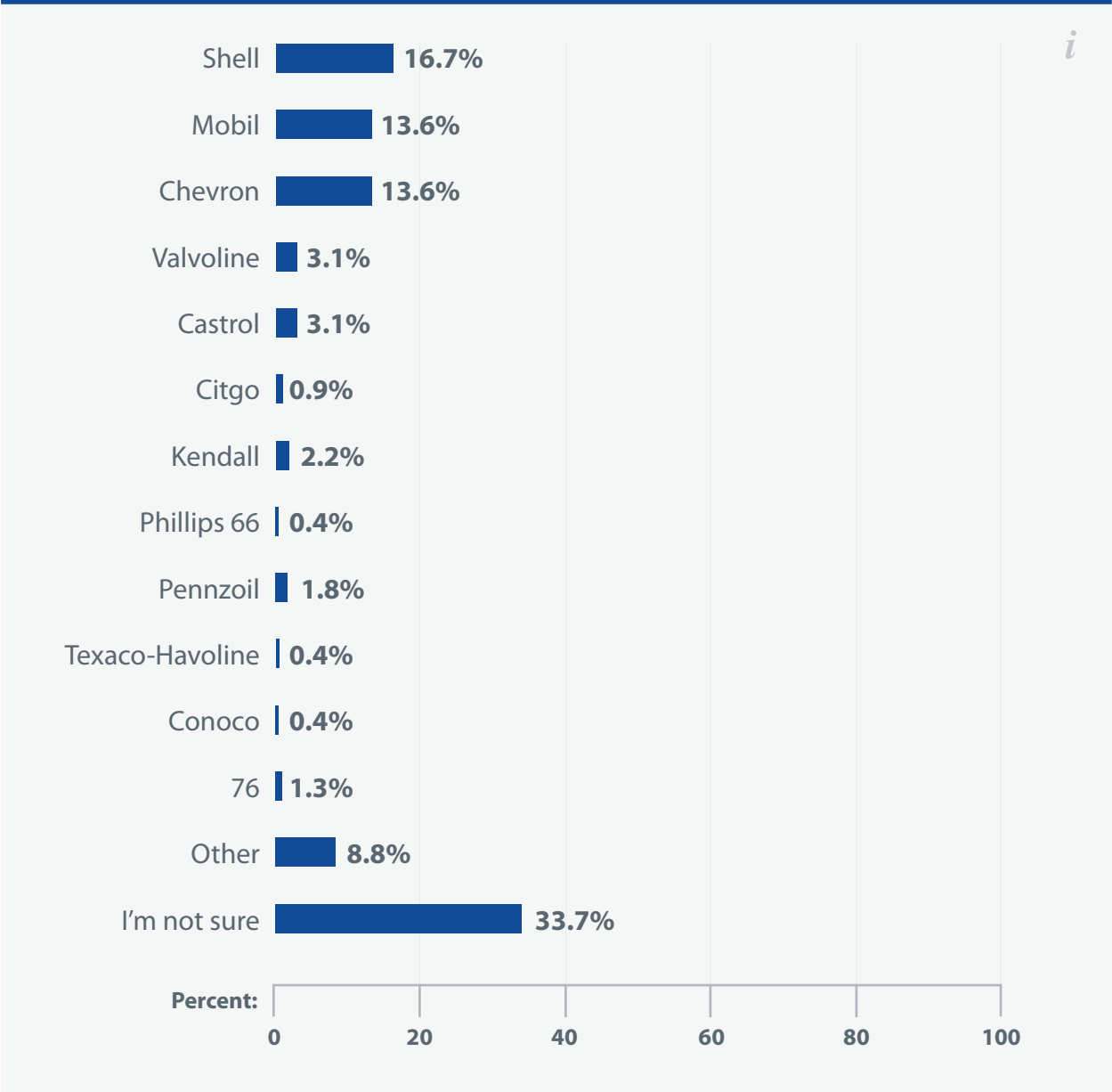
Outsourced to independent garage	All respondents	Up to 100 power units	More than 100 power units
0%	35.6%	31.9%	41.2%
Up to 10%	1.8%	1.4%	2.2%
11 to 20%	1.3%	0.0%	3.3%
21 to 30%	1.3%	2.2%	0.0%
31 to 40%	2.2%	2.2%	2.2%
41 to 50%	4.8%	5.8%	3.3%
51 to 60%	6.1%	7.2%	4.4%
61 to 70%	6.6%	6.5%	6.7%
71 to 80%	12.7%	16.7%	6.7%
81 to 90%	11.4%	9.4%	14.4%
91 to 99%	9.2%	11.6%	5.6%
100%	7.0%	5.1%	10.0%
Leasing company			
0%	93.9%	92.1%	96.7%
Up to 10%	1.8%	2.9%	0.0%
11 to 20%	0.0%	0.0%	0.0%
21 to 30%	0.9%	1.4%	0.0%
31 to 40%	0.4%	0.7%	0.0%
41 to 50%	0.4%	0.7%	0.0%
51 to 60%	0.0%	0.0%	0.0%
61 to 70%	0.0%	0.0%	0.0%
71 to 80%	0.9%	0.0%	2.2%
81 to 90%	0.0%	0.0%	0.0%
91 to 99%	0.4%	0.0%	1.1%
100%	1.3%	2.2%	0.0%
Outsourced to truck stops			
0%	83.4%	85.6%	80.0%
Up to 10%	11.8%	9.4%	15.6%
11 to 20%	3.1%	4.3%	1.1%
21 to 30%	1.3%	0.7%	2.2%
31 to 40%	0.0%	0.0%	0.0%
41 to 50%	0.4%	0.0%	1.1%
51 to 60%	0.0%	0.0%	0.0%
61 to 70%	0.0%	0.0%	0.0%
71 to 80%	0.0%	0.0%	0.0%
81 to 90%	0.0%	0.0%	0.0%
91 to 99%	0.0%	0.0%	0.0%
100%	0.0%	0.0%	0.0%



Outsourced to other providers such as trailer dealer, engine distributor, tire dealer, etc.	All respondents	Up to 100 power units	More than 100 power units
0%	76.8%	77.6%	75.6%
Up to 10%	16.7%	15.9%	17.8%
11 to 20%	3.9%	4.4%	3.3%
21 to 30%	0.9%	0.7%	1.1%
31 to 40%	0.4%	0.7%	0.0%
41 to 50%	0.4%	0.0%	1.1%
51 to 60%	0.0%	0.0%	0.0%
61 to 70%	0.0%	0.0%	0.0%
71 to 80%	0.0%	0.0%	0.0%
81 to 90%	0.0%	0.0%	0.0%
91 to 99%	0.0%	0.0%	0.0%
100%	0.9%	0.7%	1.1%



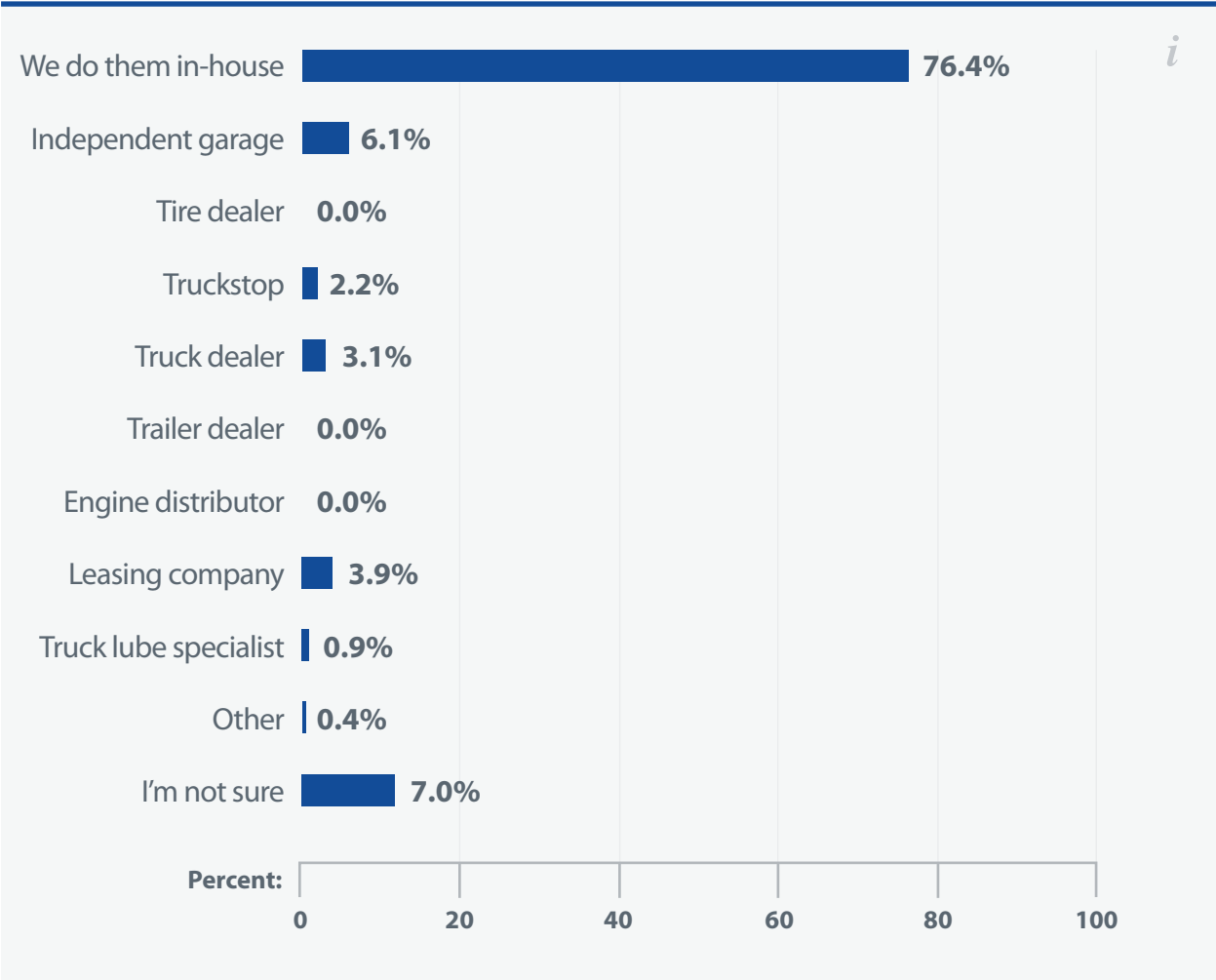
What oil brand does your fleet primarily use? (Check only one)



	Up to 100 power units	More than 100 power units
Shell	19.6%	12.2%
Mobil	15.2%	11.1%
Chevron	13.0%	14.4%
Valvoline	2.2%	4.4%
Castrol	2.9%	3.3%
Citgo	1.4%	0.0%
Kendall	0.7%	4.4%
Phillips 66	0.7%	0.0%
Pennzoil	2.2%	1.1%
Texaco-Havoline	0.0%	1.1%
Conoco	0.7%	0.0%
76	2.2%	0.0%
Other	11.6%	4.4%
I'm not sure	27.6%	43.6%



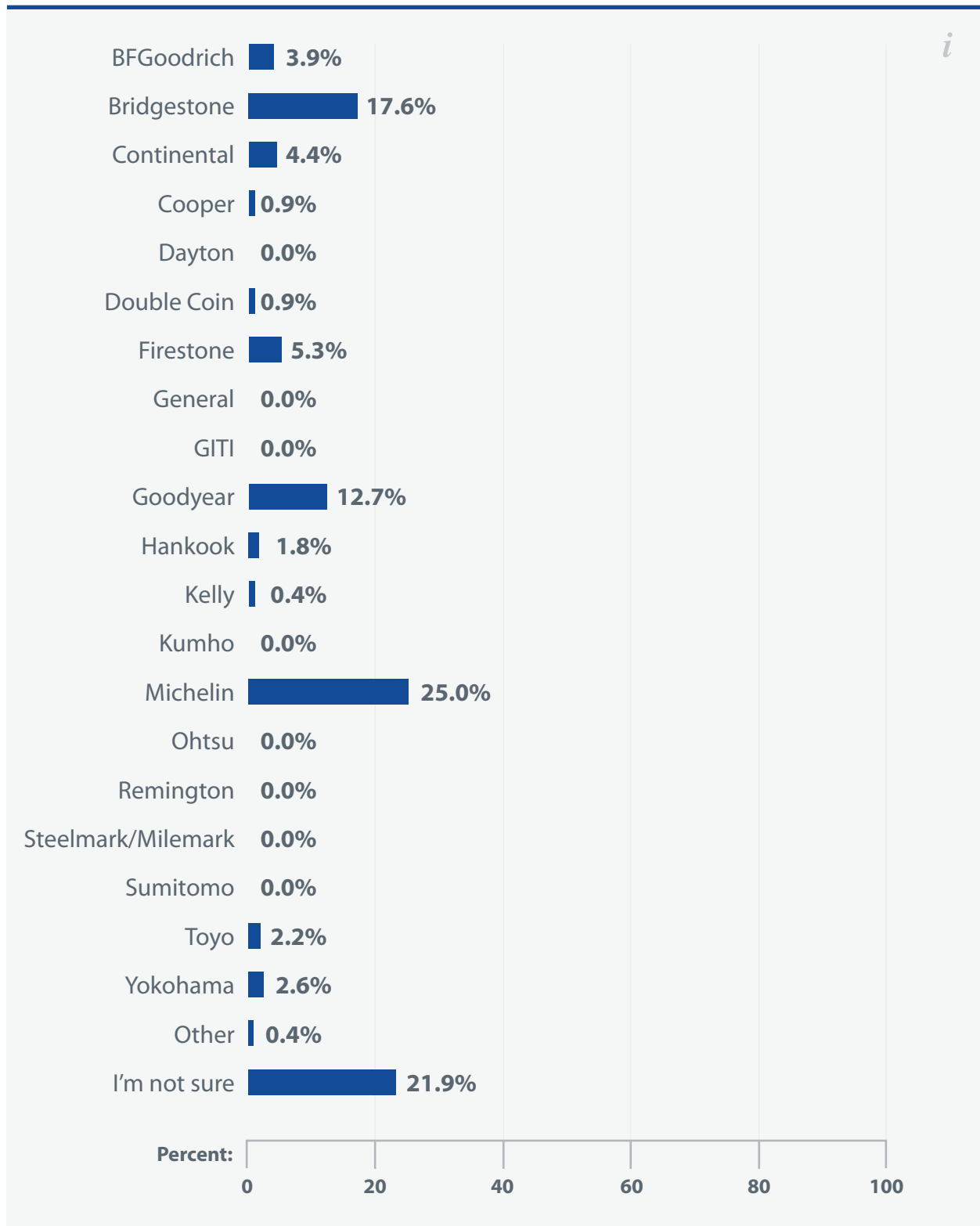
Where are oil changes most often performed? (Check only one)



	Up to 100 power units	More than 100 power units
We do them in-house	79.7%	71.2%
Independent garage	8.0%	3.3%
Tire dealer	0.0%	0.0%
Truckstop	2.2%	2.2%
Truck dealer	2.9%	3.3%
Trailer dealer	0.0%	0.0%
Engine distributor	0.0%	0.0%
Leasing company	3.6%	4.5%
Truck lube specialist	0.7%	1.1%
Other	0.0%	1.1%
I'm not sure	2.9%	13.3%



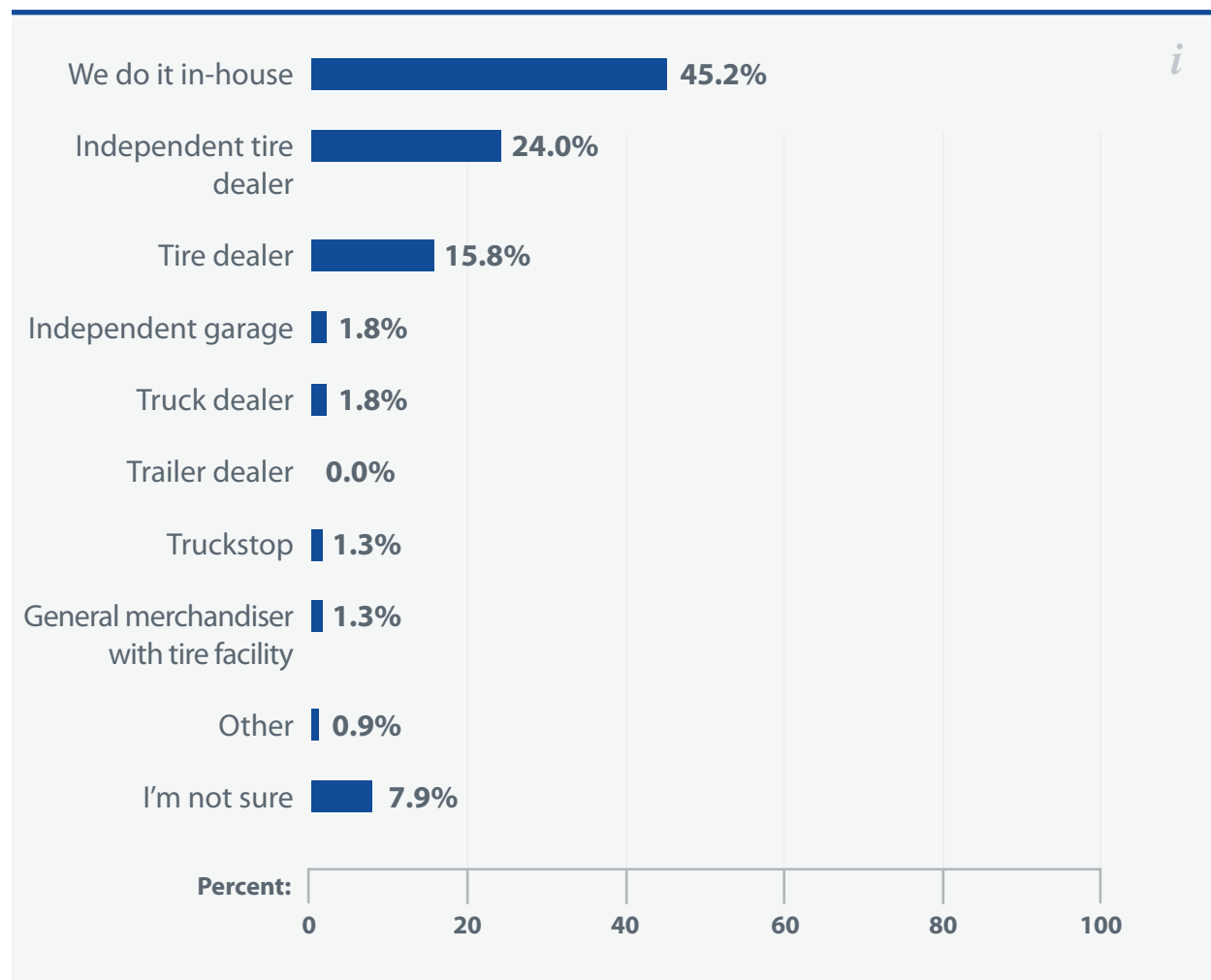
What tire brand does your fleet primarily use? (Check only one)



	Up to 100 power units	More than 100 power units
BFGoodrich	4.3%	3.3%
Bridgestone	15.9%	20.0%
Continental	5.8%	2.2%
Cooper	1.4%	0.0%
Dayton	0.0%	0.0%
Double Coin	0.7%	1.1%
Firestone	7.3%	2.2%
General	0.0%	0.0%
GITI	0.0%	0.0%
Goodyear	10.9%	15.6%
Hankook	2.2%	1.1%
Kelly	0.7%	0.0%
Kumho	0.0%	0.0%
Michelin	23.3%	27.8%
Ohtsu	0.0%	0.0%
Remington	0.0%	0.0%
Steelmark/Milemark	0.0%	0.0%
Sumitomo	0.0%	0.0%
Toyo	3.6%	0.0%
Yokohama	3.6%	1.1%
Other	0.7%	0.0%
I'm not sure	19.6%	25.6%



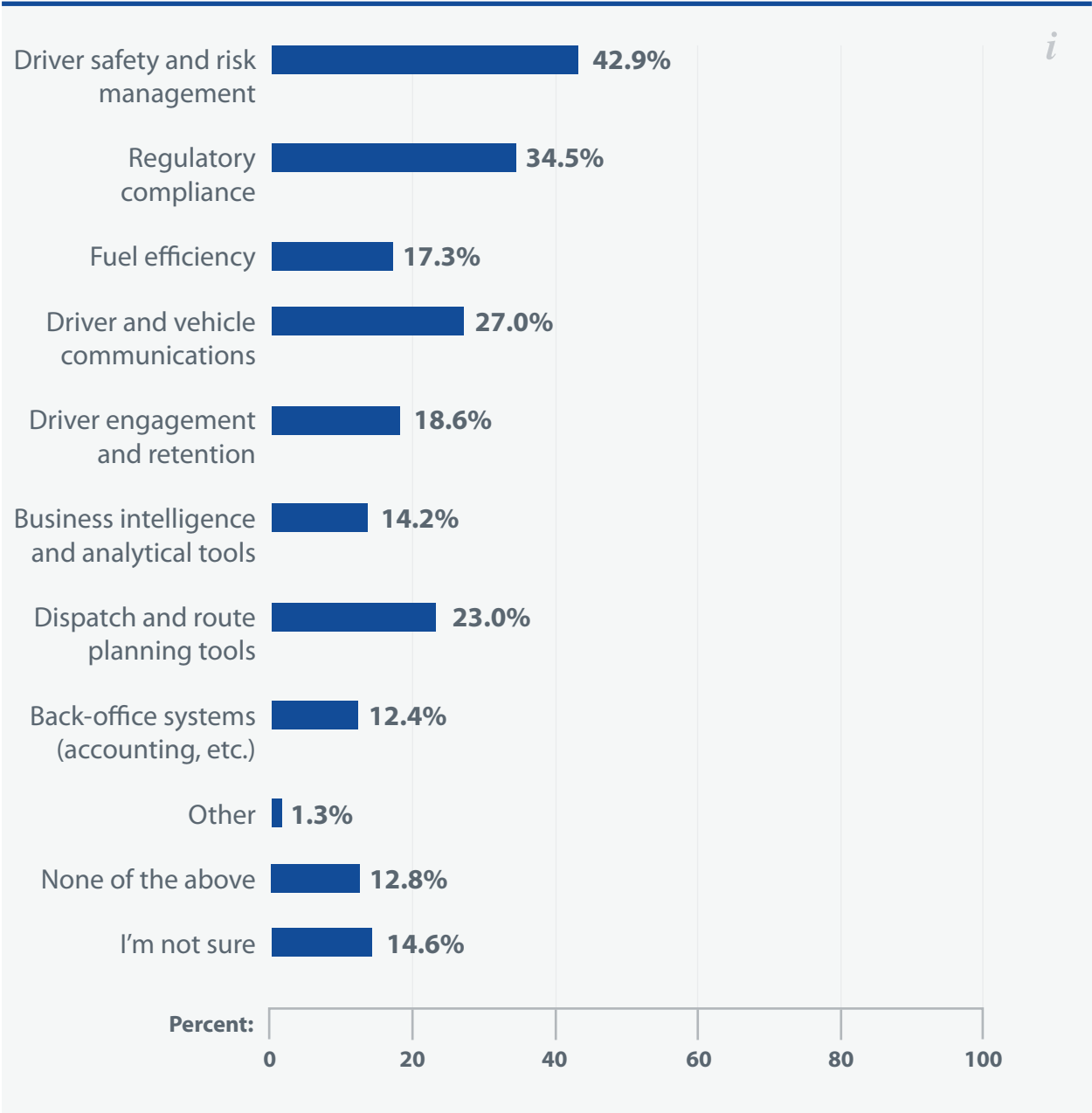
Who normally mounts and demounts your fleets' tires? (Check only one)



	Up to 100 power units	More than 100 power units
We do it in-house	48.6%	40.0%
Independent tire dealer	28.3%	17.8%
Tire dealer	14.5%	17.8%
Independent garage	2.9%	0.0%
Truck dealer	0.0%	4.5%
Trailer dealer	0.0%	0.0%
Truckstop	0.7%	2.2%
General merchandiser with tire facility	0.7%	2.2%
Other	0.7%	1.1%
I'm not sure	3.6%	14.4%



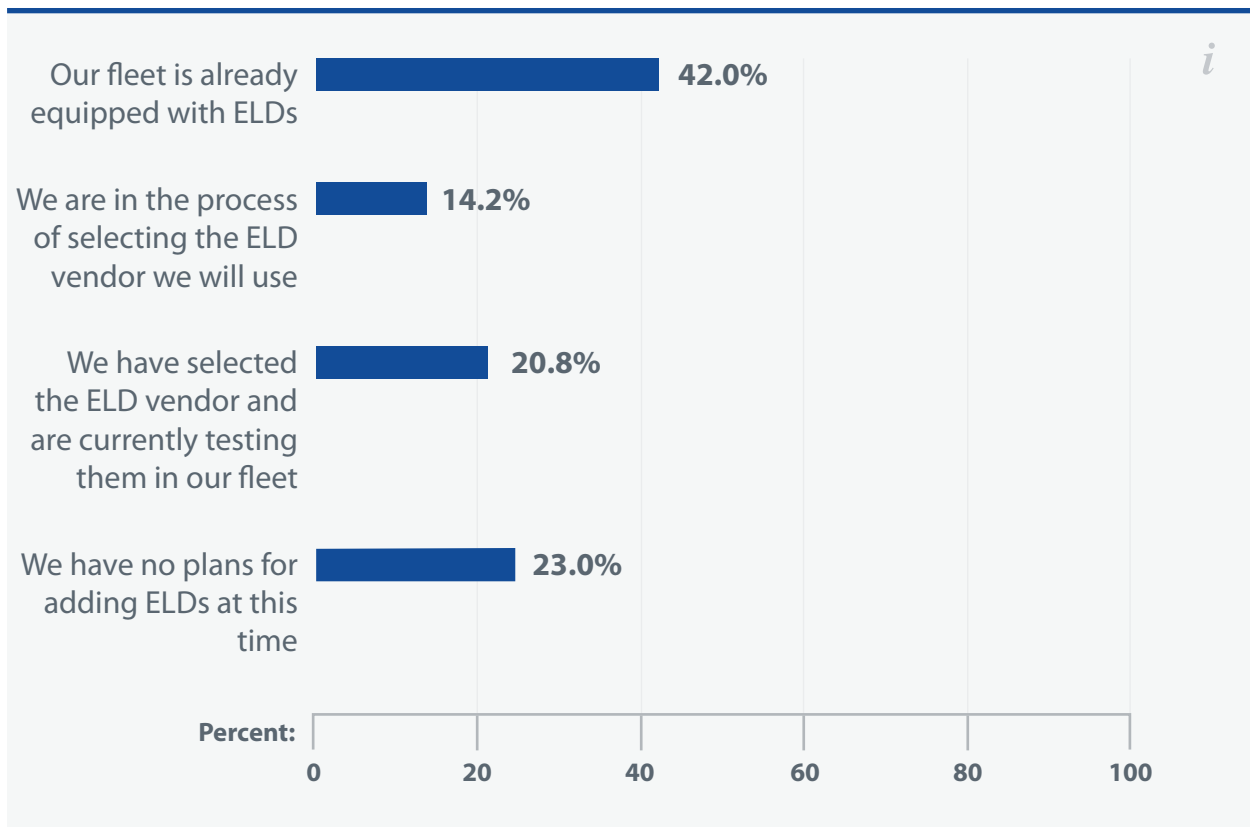
In what areas do you plan to make significant information technology investments this year, compared to years past?
(Check all that apply)



	Up to 100 power units	More than 100 power units
Driver safety and risk management	34.6%	55.6%
Regulatory compliance	41.9%	23.3%
Fuel efficiency	13.2%	23.3%
Driver and vehicle communications	28.7%	24.4%
Driver engagement and retention	17.6%	20.0%
Business intelligence and analytical tools	8.1%	23.3%
Dispatch and route planning tools	24.3%	21.1%
Back-office systems (accounting, etc.)	12.5%	12.2%
Other	1.5%	1.1%
None of the above	14.0%	11.1%
I'm not sure	11.8%	18.9%

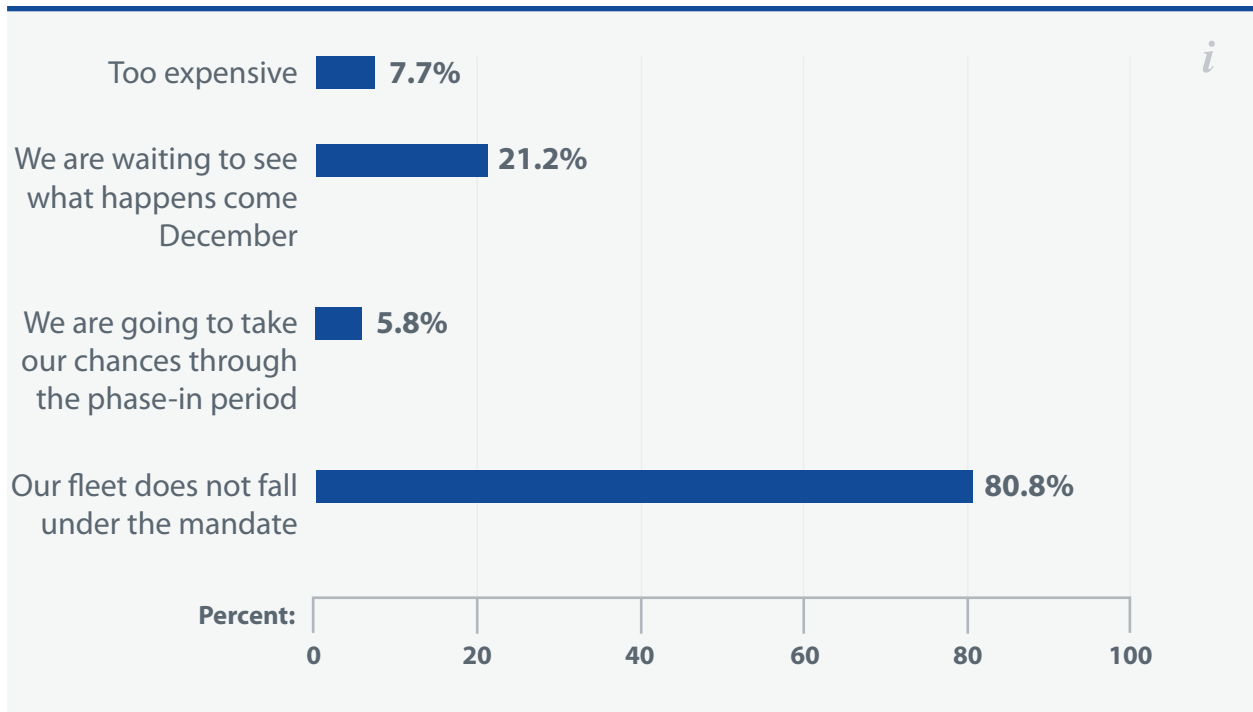


What are your plans for adding electronic logging devices (ELDs) to your fleet to comply with the December 2017 mandate?



	Up to 100 power units	More than 100 power units
Our fleet is already equipped with ELDs	25.7%	66.7%
We are in the process of selecting the ELD vendor we will use	22.1%	2.2%
We have selected the ELD vendor and are currently testing them in our fleet	25.0%	14.4%
We have no plans for adding ELDs at this time	27.2%	16.7%

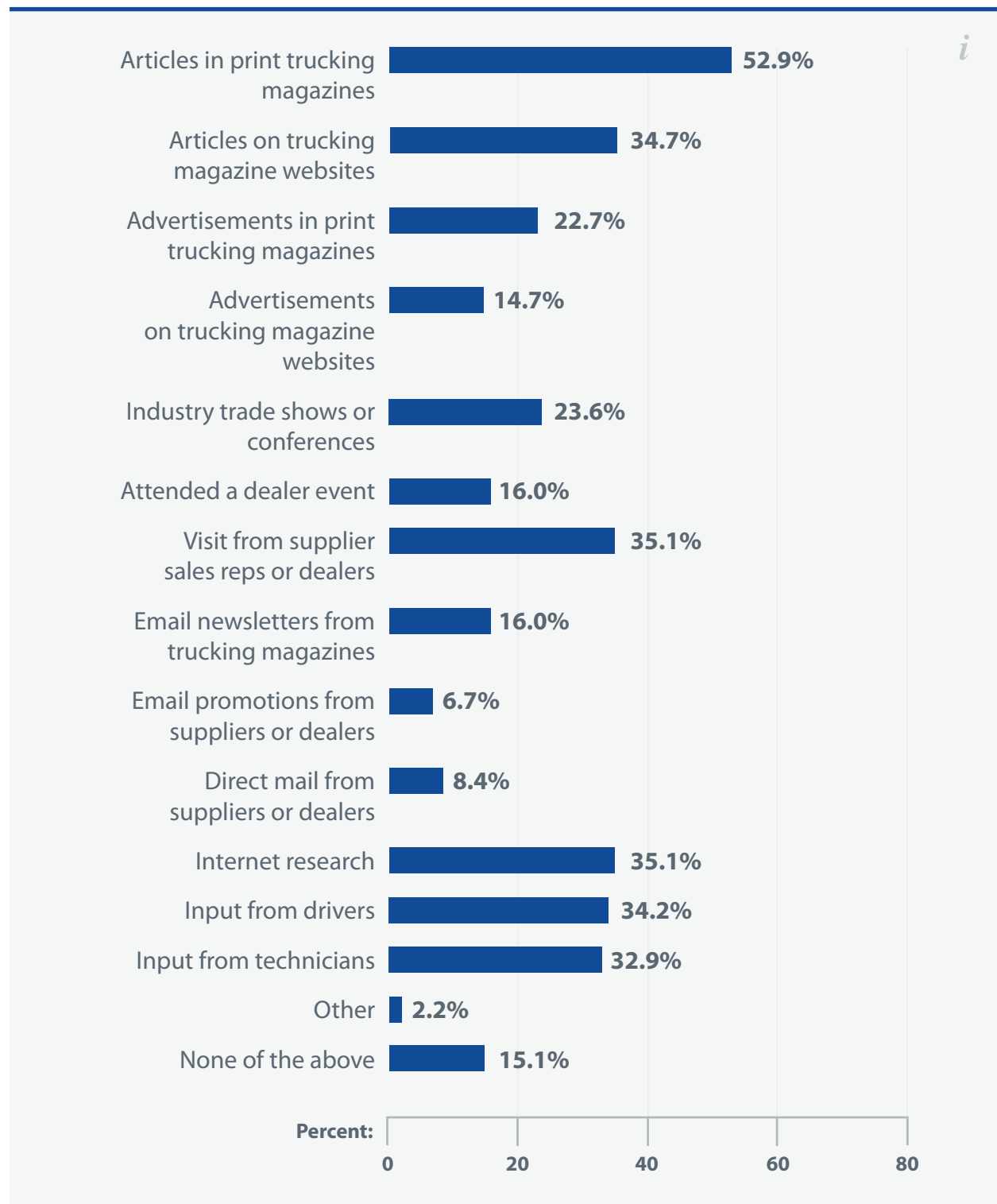
You said you have no plans to add ELDs. Why not?
(Check all that apply)



	Up to 100 power units	More than 100 power units
Too expensive	5.4%	13.3%
We are waiting to see what happens come December	24.3%	13.3%
We are going to take our chances through the phase-in period	2.7%	13.3%
Our fleet does not fall under the mandate	78.4%	86.7%



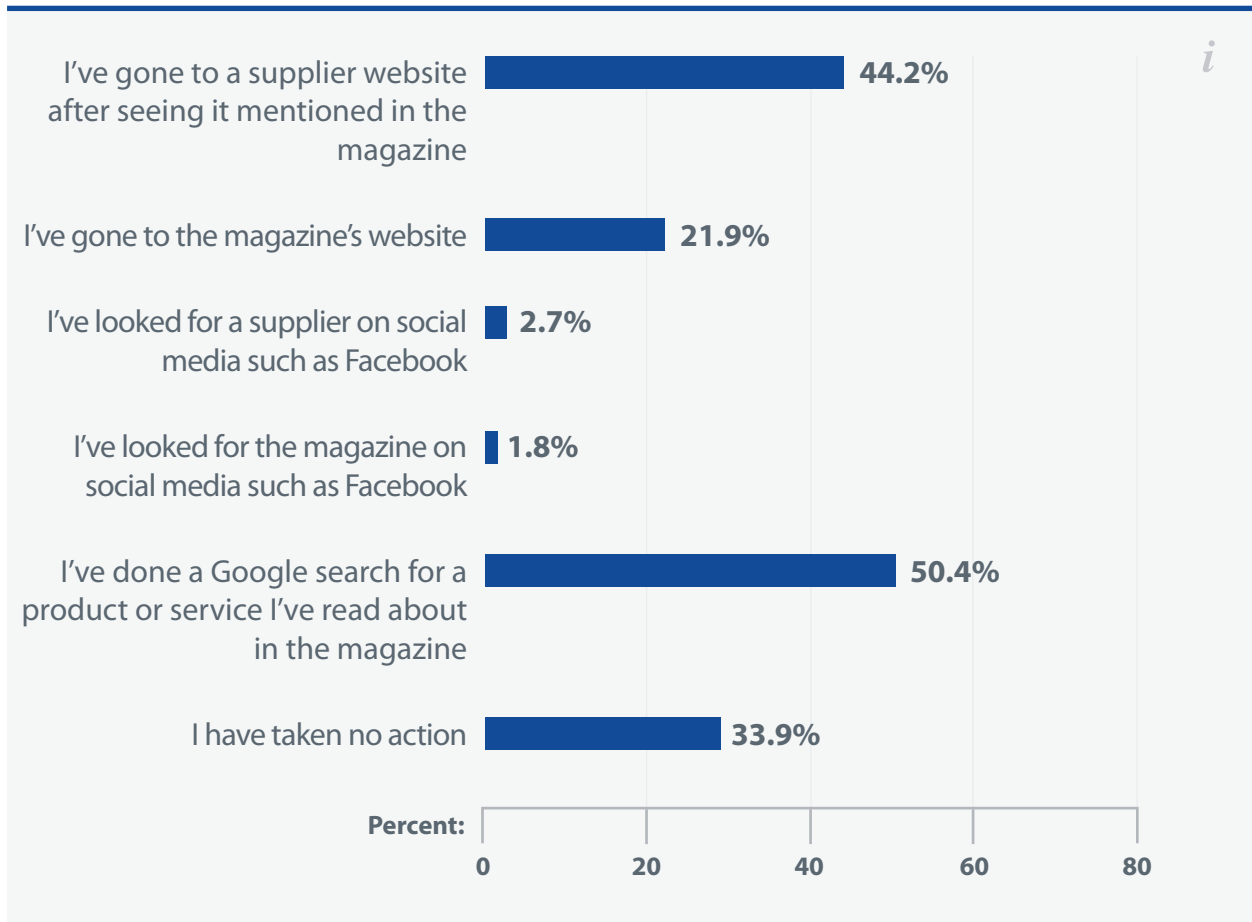
Which of the following have you used in the last 6 months to help you evaluate equipment products or services? (Check all that apply)



	Up to 100 power units	More than 100 power units
Articles in print trucking magazines	54.1%	51.1%
Articles on trucking magazine websites	31.9%	38.9%
Advertisements in print trucking magazines	25.2%	18.9%
Advertisements on trucking magazine websites	16.3%	12.2%
Industry trade shows or conferences	19.3%	30.0%
Attended a dealer event	14.8%	17.8%
Visit from supplier sales reps or dealers	36.3%	33.3%
Email newsletters from trucking magazines	15.6%	16.7%
Email promotions from suppliers or dealers	6.7%	6.7%
Direct mail from suppliers or dealers	8.9%	7.8%
Internet research	34.1%	36.7%
Input from drivers	35.6%	32.2%
Input from technicians	33.3%	32.2%
Other	2.2%	2.2%
None of the above	12.6%	18.9%



What action(s) have you taken in the last 6 months after reading an article or advertisement in a trucking magazine?
(Check all that apply)



	Up to 100 power units	More than 100 power units
I've gone to a supplier website after seeing it mentioned in the magazine	45.5%	42.2%
I've gone to the magazine's website	24.6%	17.8%
I've looked for a supplier on social media such as Facebook	3.7%	1.1%
I've looked for the magazine on social media such as Facebook	3.0%	0.0%
I've done a Google search for a product or service I've read about in the magazine	51.5%	48.9%
I have taken no action	32.8%	35.6%



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