

REPORT

Overdrive

2017 Reader Profile

July 2017

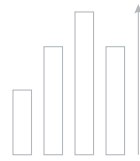


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Methodology

The following report examines the results of a survey that was e-mailed to *Overdrive* magazine subscribers. The purpose of the survey was to gather general demographic and business practices information concerning *Overdrive* readers and their trucking businesses.

The html survey was sent as a link in an e-mail cover message in July 2017. A total of 602 respondents submitted completed questionnaires.

A general analysis is provided for all respondents, as well as cross-tabulations based on the type of owner-operators. Of the 602 total respondents, 248 were owner-operators: leased to a for-hire carrier, and 354 were owner-operators: independent, have own operating authority or haul exempt commodities.

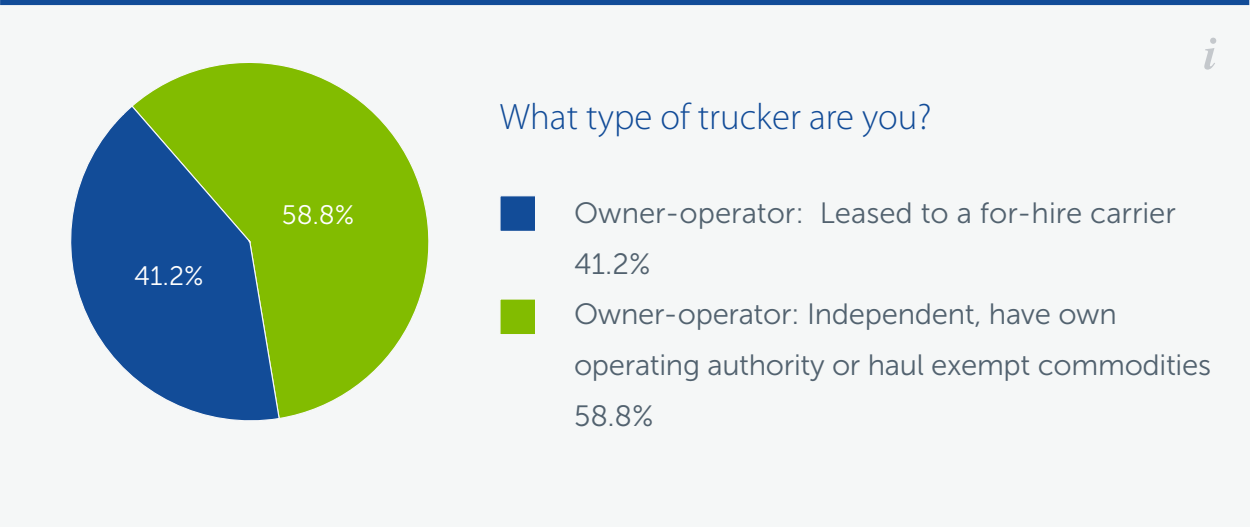


General Information

Total respondents: 602

Owner-operator: Leased to a for-hire carrier: 248

Owner-operator: Independent, have own operating authority or haul exempt commodities: 354



Typical one-way length of haul?

	All respondents	Leased Owner-operator	Independent Owner-operator
Less than 50 miles	3.3%	1.2%	4.8%
50 to 100 miles	9.0%	6.9%	10.5%
101 to 200 miles	13.8%	12.1%	15.0%
201 to 500 miles	31.4%	27.0%	34.5%
Greater than 500 miles	42.5%	52.8%	35.2%



How many miles did you drive last year?

	All respondents	Leased Owner-operator	Independent Owner-operator
Less than 25,000	6.1%	2.8%	8.5%
25,001 to 50,000	9.3%	7.3%	10.7%
50,001 to 75,000	17.9%	14.5%	20.3%
75,001 to 100,000	33.7%	35.1%	32.5%
100,001 to 125,000	17.6%	21.8%	14.7%
More than 125,000	15.4%	18.5%	13.3%

How many miles are on the truck you drive?

	All respondents	Leased Owner-operator	Independent Owner-operator
Up to 100,000	5.8%	5.6%	5.9%
100,001 to 200,000	6.5%	4.4%	7.9%
200,001 to 300,000	5.3%	5.2%	5.4%
300,001 to 400,000	5.8%	6.9%	5.0%
400,001 to 500,000	4.2%	4.8%	3.7%
500,001 to 600,000	4.5%	6.0%	3.4%
600,001 to 700,000	4.5%	4.4%	4.5%
700,001 to 800,000	6.1%	6.0%	6.2%
800,001 to 900,000	8.8%	6.9%	10.2%
900,001 to 1,000,000	8.0%	9.8%	6.8%
More than 1,000,000	40.5%	40.0%	41.0%



How did you obtain the vehicle you drive?

	All respondents	Leased Owner-operator	Independent Owner-operator
Purchased new	27.9%	28.6%	27.4%
Purchased used	65.8%	62.2%	68.5%
Lease-purchase agreement with for-hire carrier	3.0%	5.2%	1.4%
Lease contract with leasing company or dealership; finance only	1.3%	1.6%	1.1%
Lease contract with leasing company or dealership; full-service lease	0.8%	0.8%	0.8%
Other	1.2%	1.6%	0.8%

What type of vehicle do you drive?

	All respondents	Leased Owner-operator	Independent Owner-operator
Tractor equipped with day cab	8.0%	5.2%	9.9%
Tractor equipped with sleeper cab	80.0%	83.9%	77.4%
Truck equipped with day-cab	4.0%	1.6%	5.6%
Truck equipped with sleeper cab	8.0%	9.3%	7.1%



What year did you acquire the truck you drive?

	All respondents	Leased Owner-operator	Independent Owner-operator
Prior to 2000	7.3%	8.1%	6.8%
2000	3.0%	2.4%	3.4%
2001	2.0%	1.6%	2.3%
2002	1.0%	0.5%	1.4%
2003	3.2%	2.8%	3.4%
2004	3.2%	2.8%	3.4%
2005	4.5%	3.6%	5.1%
2006	3.8%	4.4%	3.4%
2007	4.0%	3.6%	4.2%
2008	4.3%	5.6%	3.4%
2009	3.3%	2.4%	4.0%
2010	7.1%	6.0%	7.9%
2011	3.7%	2.8%	4.2%
2012	6.8%	6.0%	7.3%
2013	7.0%	6.5%	7.3%
2014	9.6%	8.9%	10.2%
2015	11.8%	16.6%	8.5%
2016	9.6%	8.9%	10.2%
2017	4.8%	6.5%	3.6%



Characteristics of the truck you drive?

Engine Brand	All respondents	Leased Owner-operator	Independent Owner-operator
Caterpillar	36.9%	30.0%	42.0%
Cummins	29.9%	32.5%	27.9%
Detroit Diesel	24.9%	26.5%	23.8%
Mack	2.1%	1.5%	2.6%
Paccar	1.9%	3.0%	1.1%
Volvo	3.2%	4.5%	2.2%
Other	1.1%	2.0%	0.4%

Characteristics of the truck you drive?

Truck Brand	All respondents	Leased Owner-operator	Independent Owner-operator
Dodge	0.8%	0.0%	1.3%
Ford	1.2%	0.0%	2.0%
Freightliner	24.0%	25.9%	22.8%
International	7.3%	7.4%	7.2%
Kenworth	20.4%	20.8%	20.1%
Mack	2.1%	1.9%	2.3%
Peterbilt	31.5%	30.6%	32.2%
Volvo	8.1%	9.7%	6.9%
Western Star	4.4%	3.7%	4.9%
Other	0.2%	0.0%	0.3%



Characteristics of the truck you drive?

Model Year	All respondents	Leased Owner-operator	Independent Owner-operator
Prior to 1990	2.7%	2.4%	2.9%
1990 to 1995	6.1%	3.3%	8.2%
1996 to 2000	21.3%	15.5%	25.5%
2001 to 2005	21.8%	24.5%	19.9%
2006 to 2010	24.1%	24.9%	23.5%
2011 to 2014	12.8%	17.6%	9.4%
2015 to 2017	11.1%	11.8%	10.6%

How many trucks does your owner-operator trucking business operate?

	All respondents	Leased Owner-operator	Independent Owner-operator
One	70.8%	80.7%	63.9%
Two	14.1%	10.1%	16.9%
Three	5.6%	2.0%	8.2%
Four	4.2%	0.8%	6.5%
Five	1.5%	0.8%	2.0%
More than five	3.8%	5.6%	2.5%



How many trailers do you own or lease?

	All respondents	Leased Owner-operator	Independent Owner-operator
One	54.3%	74.4%	46.1%
Two	20.4%	13.2%	23.3%
Three	10.5%	5.1%	12.7%
Four	4.9%	2.9%	5.8%
Five	2.8%	1.5%	3.3%
More than five	7.1%	2.9%	8.8%



Please identify the trailer/trailers you pulled over the past 12 months.

	All respondents	Leased Owner-operator	Independent Owner-operator
Not applicable (drive truck)	2.0%	1.6%	2.3%
Auto hauler	4.5%	2.4%	5.9%
Refrigerated	22.6%	24.6%	21.2%
Open top van	1.3%	2.4%	0.6%
Intermodal (chassis/container)	7.1%	12.9%	3.1%
Dry bulk tank	4.0%	6.0%	2.5%
Tank (liquid/gases)	10.8%	14.9%	7.9%
Platform/flatbed	30.6%	29.4%	31.4%
Low-bed/lowboy/gooseneck	19.4%	16.5%	21.5%
Dry van	36.9%	44.0%	31.9%
Drop frame van/HHG/electronics	4.8%	7.7%	2.8%
Stake/pipe/logging	3.5%	2.0%	4.5%
Grain	13.6%	4.4%	20.1%
Dump	11.6%	9.7%	13.0%
Livestock	6.8%	4.0%	8.8%
Other	7.1%	3.2%	9.9%



What is your age?

	All respondents	Leased Owner-operator	Independent Owner-operator
Up to 34	3.5%	2.8%	4.0%
35 to 54	34.2%	34.3%	34.1%
55 or older	62.3%	62.9%	61.9%

What is your race/ethnicity?

	All respondents	Leased Owner-operator	Independent Owner-operator
White	89.7%	89.9%	89.7%
Black	2.2%	2.8%	1.7%
Hispanic	3.9%	4.0%	3.7%
Asian	1.0%	0.5%	1.4%
Middle Eastern	0.0%	0.0%	0.0%
Other	3.2%	2.8%	3.5%



How many years have you owned or operated your owner-operator trucking business?

	All respondents	Leased Owner-operator	Independent Owner-operator
Up to 5 years	15.5%	18.2%	13.6%
6 to 10 years	13.1%	10.1%	15.3%
11 to 15 years	13.1%	14.1%	12.4%
16 to 20 years	14.8%	10.1%	18.0%
21 to 25 years	11.3%	13.7%	9.6%
26 to 30 years	8.3%	6.0%	9.9%
More than 30 years	23.9%	27.8%	21.2%

What were your business operating revenues last year?

	All respondents	Leased Owner-operator	Independent Owner-operator
Up to \$50,000	12.2%	12.2%	12.2%
\$50,001 to \$100,000	10.1%	13.3%	7.9%
\$100,001 to \$150,000	19.4%	27.0%	14.1%
\$150,001 to \$200,000	15.3%	16.5%	14.5%
\$200,001 to \$250,000	10.3%	10.9%	9.9%
\$250,001 to \$300,000	3.5%	1.6%	4.8%
\$300,001 to \$350,000	2.3%	1.6%	2.8%
\$350,001 to \$400,000	1.8%	0.8%	2.5%
\$400,001 to \$450,000	0.8%	0.8%	0.8%
\$450,001 to \$500,000	0.0%	0.0%	0.0%
More than \$500,000	3.5%	2.0%	4.5%
Did not provide a response	20.8%	13.3%	26.0%



What was your business operating income
(revenue minus expenses) last year?

	All respondents	Leased Owner-operator	Independent Owner-operator
Up to \$50,000	29.5%	33.1%	27.1%
\$50,001 to \$100,000	26.1%	29.0%	24.0%
\$100,001 to \$150,000	7.1%	8.5%	6.2%
\$150,001 to \$200,000	2.0%	2.4%	1.7%
\$200,001 to \$250,000	1.2%	0.0%	2.0%
\$250,001 to \$300,000	0.3%	0.4%	0.3%
\$300,001 to \$350,000	0.5%	0.8%	0.3%
\$350,001 to \$400,000	0.2%	0.4%	0.0%
\$400,001 to \$450,000	0.0%	0.0%	0.0%
\$450,001 to \$500,000	0.2%	0.0%	0.3%
More than \$500,000	1.0%	1.2%	0.8%
Indicated a loss	0.5%	0.8%	0.3%
Did not provide a response	31.4%	23.4%	37.0%



How is your compensation calculated?

	All respondents	Leased Owner-operator	Independent Owner-operator
Per-mile	20.6%	21.5%	20.0%
Percentage of revenue	26.9%	53.2%	8.5%
Tonnage/weight	11.1%	4.8%	15.5%
Hourly	2.8%	1.2%	4.0%
Combination; per-mile and weight	6.8%	4.4%	8.5%
Combination; per-mile and hourly	4.2%	6.0%	2.8%
Contract negotiated directly with shipper or broker for transport services	23.1%	6.9%	34.5%
Other	4.5%	2.0%	6.2%



Who primarily performs your truck general maintenance activities?

	All respondents	Leased Owner-operator	Independent Owner-operator
I do it myself	47.3%	37.9%	54.0%
Truck dealer	12.1%	13.7%	11.0%
Trailer dealer	0.2%	0.0%	0.3%
Independent garage	28.4%	31.9%	26.0%
Tire dealer	0.3%	0.0%	0.5%
Truckstop	4.8%	6.9%	3.4%
Engine distributor	0.2%	0.4%	0.0%
Component/system specialist (excluding engine)	0.0%	0.0%	0.0%
Parts distributor who also provides maintenance services	0.2%	0.4%	0.0%
Leasing company	0.5%	1.2%	0.0%
Carrier maintenance facility	1.0%	1.6%	0.5%
Truck lube specialist	3.7%	5.6%	2.3%
Other	1.3%	0.4%	2.0%



For general maintenance and repairs performed by you, where do you primarily purchase parts?

	All respondents	Leased Owner-operator	Independent Owner-operator
Truck dealer	53.0%	58.9%	48.9%
Trailer dealer	0.8%	1.6%	0.3%
Heavy duty parts distributor	28.6%	24.2%	31.6%
Direct from manufacturer	1.0%	1.2%	0.8%
Auto parts store (example NAPA)	6.0%	2.8%	8.2%
Engine distributor	0.2%	0.4%	0.0%
Online parts wholesaler	2.2%	2.0%	2.3%
Independent garage	6.3%	7.3%	5.6%
Component/system specialist	0.0%	0.0%	0.0%
Local rebuilder	0.3%	0.0%	0.6%
National rebuilder	0.0%	0.0%	0.0%
Leasing company	0.0%	0.0%	0.0%
Salvage/used parts source	0.3%	0.4%	0.3%
Other	1.3%	1.2%	1.4%



Where do you primarily buy tires?

	All respondents	Leased Owner-operator	Independent Owner-operator
Truck dealer	0.5%	0.8%	0.3%
Tire makers' dealer	17.1%	23.8%	12.4%
Independent tire distributor	73.1%	62.5%	80.5%
Truck stop	7.1%	10.1%	5.1%
Other	2.2%	2.8%	1.7%



What tire brand do you primarily use?

	All respondents	Leased Owner-operator	Independent Owner-operator
BFGoodrich	7.8%	5.2%	9.6%
Bridgestone	16.4%	23.5%	11.6%
Continental	2.3%	2.0%	2.5%
Cooper	2.0%	1.6%	2.3%
Dayton	2.3%	2.4%	2.3%
Double Coin	2.7%	1.6%	3.4%
Firestone	8.1%	8.5%	7.9%
General	2.3%	2.4%	2.3%
GITI	0.0%	0.0%	0.0%
Goodyear	7.6%	8.1%	7.3%
Hankook	3.7%	4.0%	3.4%
Kelly	3.0%	1.6%	4.0%
Kumho	0.7%	0.4%	0.8%
Michelin	26.1%	29.1%	24.0%
Ohtsu	0.0%	0.0%	0.0%
Remington	0.2%	0.0%	0.3%
Steelmark/Milemark	0.0%	0.0%	0.0%
Sumitomo	0.0%	0.0%	0.0%
Toyo	2.7%	1.6%	3.4%
Yokohama	5.0%	4.0%	5.6%
Not applicable	0.8%	0.0%	1.4%
Other	5.0%	4.0%	5.6%
I'm not sure	1.3%	0.0%	2.3%



Do you use retreaded tires? (All respondents)

All respondents	Yes	No	Not applicable
Steer position	0.4%	97.6%	2.0%
Drive position	14.0%	85.5%	0.5%
Trailer	20.0%	73.8%	6.2%

Do you use retreaded tires? (Leased Owner-operator)

Leased Owner-operator	Yes	No	Not applicable
Steer position	0.9%	96.5%	2.6%
Drive position	9.8%	89.3%	0.9%
Trailer	13.7%	73.9%	12.4%

Do you use retreaded tires? (Independent Owner-operator)

Independent Owner-operator	Yes	No	Not applicable
Steer position	0.0%	98.5%	1.5%
Drive position	16.9%	82.8%	0.3%
Trailer	24.3%	73.6%	2.1%



What retread brand do you normally use?

	All respondents	Leased Owner-operator	Independent Owner-operator
No particular retread brand	28.3%	29.5%	27.7%
Bandag	31.0%	29.5%	31.7%
Goodyear	9.7%	6.9%	10.9%
Hercules	0.7%	0.0%	1.0%
Marangoni	0.7%	0.0%	1.0%
Michelin	22.0%	29.5%	18.8%
Oliver	2.1%	0.0%	3.0%
Teknor Apex	0.0%	0.0%	0.0%
Ultima	0.0%	0.0%	0.0%
Other	5.5%	4.6%	5.9%



Who normally mounts and de-mounts your truck's tires?

	All respondents	Leased Owner-operator	Independent Owner-operator
Do-It-Myself	21.3%	16.9%	24.3%
Truck dealer	1.2%	1.2%	1.1%
Trailer dealer	0.5%	0.8%	0.3%
Truck stop	6.0%	8.5%	4.2%
Tire dealer/retail outlet	23.4%	29.1%	19.5%
Independent tire dealer	37.6%	30.6%	42.8%
Independent garage	7.0%	8.5%	5.9%
General merchandiser with tire facility	1.0%	1.2%	0.8%
Heavy duty parts distributor with maintenance facility	0.0%	0.0%	0.0%
Auto parts retailer with maintenance facility	0.0%	0.0%	0.0%
Carrier's maintenance facility	1.3%	2.8%	0.3%
Other	0.7%	0.4%	0.8%



Who normally changes motor oil?

	All respondents	Leased Owner-operator	Independent Owner-operator
Do-It-Myself	45.0%	33.9%	52.8%
Truck dealer	6.8%	6.9%	6.8%
Trailer dealer	0.2%	0.0%	0.3%
Independent garage	24.3%	26.2%	22.9%
Tire dealer	0.2%	0.0%	0.3%
Truckstop	15.1%	21.0%	11.0%
Engine distributor	0.0%	0.0%	0.0%
Component/system specialist	0.5%	0.8%	0.3%
Parts distributor who provides maintenance services	0.0%	0.0%	0.0%
Leasing company	0.5%	1.2%	0.0%
Carrier maintenance facility	0.8%	1.6%	0.3%
Truck lube specialist	12.8%	18.1%	9.0%
Other	1.0%	1.2%	0.8%



Who do you normally purchase motor oil from?

	All respondents	Leased Owner-operator	Independent Owner-operator
Truck dealer	6.1%	7.3%	5.4%
Trailer dealer	0.3%	0.0%	0.6%
Truckstop	11.3%	17.3%	7.1%
Heavy duty parts distributor	7.3%	6.0%	8.2%
Direct from manufacturer	2.8%	1.6%	3.7%
Auto parts store (example NAPA)	11.3%	11.7%	11.0%
Oil company distributor/jobber	17.6%	12.5%	21.2%
Engine distributor	0.7%	0.4%	0.8%
Online parts wholesaler/retailer	1.3%	1.6%	1.1%
Independent garage	11.8%	14.5%	9.9%
Component/System specialist	0.0%	0.0%	0.0%
Leasing company	0.5%	0.8%	0.3%
General merchandise retailer (example: Sam's Club)	22.4%	21.0%	23.4%
Truck lube specialist	5.3%	7.3%	4.0%
Other	3.3%	1.2%	4.8%
Not applicable; service supplier performs maintenance	2.3%	2.4%	2.3%



What brand of motor oil do you normally purchase?

	All respondents	Leased Owner-operator	Independent Owner-operator
76-Gaurdoll, T5X	0.8%	0.4%	1.1%
Castrol-Tection Extra	0.5%	0.0%	0.8%
Chevron-Delo	14.0%	12.9%	14.7%
Citgo MYSTIK	1.5%	0.4%	2.3%
Conoco-HD Fleet	0.0%	0.0%	0.0%
Exxon-XD-3	0.2%	0.4%	0.0%
Kendall-Super D-3	0.8%	0.4%	1.1%
Mobil-Delvac	29.9%	35.9%	25.7%
Pennzoil-Long-Life	0.5%	0.4%	0.6%
Phillips 66-Super HDII	0.3%	0.0%	0.6%
Shell-Rotella	41.6%	41.6%	41.5%
Texaco URSA	0.0%	0.0%	0.0%
Valvoline-Premium Blue	1.3%	1.6%	1.1%
Other	8.6%	6.0%	10.5%

Do you use synthetic oil?

	All respondents	Leased Owner-operator	Independent Owner-operator
Yes	26.9%	27.4%	26.6%
No	71.9%	71.4%	72.3%
Don't know	1.2%	1.2%	1.1%



What are your truck purchasing plans?

	All respondents	Leased Owner-operator	Independent Owner-operator
I will purchase a used truck in 2017	3.8%	3.2%	4.2%
I will purchase a used truck in 2018 or later	5.6%	4.0%	6.8%
I will extend my trade cycle, rebuild my engine or postpone my next trade as long as possible	34.9%	33.9%	35.6%
I will purchase a new truck in 2017	0.8%	0.8%	0.8%
I will purchase a new truck in 2018 or later	5.3%	6.9%	4.2%
I am undecided	35.9%	38.7%	33.9%
Other	16.3%	14.5%	17.5%



Who do you think you will buy your next used truck from?

	All respondents	Leased Owner-operator	Independent Owner-operator
Used truck dealer	63.0%	88.8%	50.0%
Relative/friend	0.0%	0.0%	0.0%
Other individual owner	24.1%	0.0%	36.0%
From the fleet I'm leased to (no retail outlet)	1.8%	5.6%	0.0%
From retail outlet of the fleet I'm leased to	0.0%	0.0%	0.0%
From a fleet where I have no lease relationship	0.0%	0.0%	0.0%
Leasing company (not a fleet)	3.7%	0.0%	5.6%
Auction	5.6%	5.6%	5.6%
Other	1.8%	0.0%	2.8%



How will you research your next used truck purchase?

	All respondents	Leased Owner-operator	Independent Owner-operator
Look through used truck papers	36.5%	35.5%	37.3%
Head to my local dealer's used truck lot	14.5%	14.5%	14.4%
Review dealer inventories online	27.2%	26.2%	28.0%
Review auction company inventories online	12.5%	8.5%	15.3%
Attend trade shows featuring used trucks	4.0%	4.4%	3.7%
Other	9.1%	8.5%	9.6%
I do not plan to purchase a used truck	45.2%	45.6%	44.9%



Which of the following have you used in the last 6 months to help you evaluate or select equipment, products or services for your company?

	All respondents	Leased Owner-operator	Independent Owner-operator
Articles in print trucking magazines	54.0%	56.5%	52.3%
Articles on trucking magazine websites	34.9%	35.9%	34.2%
Advertisements in print trucking magazines	33.2%	34.3%	32.5%
Advertisements on trucking magazine websites	18.6%	18.1%	18.9%
Industry trade shows or conferences	14.6%	15.7%	13.8%
Attended a dealer event	3.0%	2.4%	3.4%
Visit from supplier sales reps or dealers	6.0%	6.9%	5.4%
Email newsletters from trucking magazines	17.4%	16.5%	18.1%
Email promotions from suppliers or dealers	11.3%	11.3%	11.3%
Direct mail from suppliers or dealers	8.3%	8.1%	8.5%
Internet research	50.7%	48.4%	52.3%
Input from drivers	32.7%	35.5%	30.8%
Input from technicians	30.1%	31.9%	28.8%
Other	2.5%	1.2%	3.4%
None of the above	14.8%	14.1%	15.3%



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

	All respondents	Leased Owner-operator	Independent Owner-operator
I've gone to a supplier website after seeing it mentioned in the magazine	42.0%	44.0%	40.7%
I've gone to the magazine's website	19.1%	21.8%	17.2%
I've looked for a supplier on social media such as Facebook	5.5%	6.9%	4.5%
I've looked for the magazine on social media such as Facebook	3.3%	4.4%	2.5%
I've done a Google search for a product or service I've read about in the magazine	51.5%	53.2%	50.3%
I have taken no action	32.2%	28.2%	35.0%



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