

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

(INCLUDING UNIT AND SUPPLEMENTARY DATA)

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

FleetOwner

A Penton Media Publication
11 Riverbend Drive South
Stamford, CT 06907-0211
Tel.: (203) 358-9900
Fax: (203) 358-5831
www.fleetowner.com

Official Publication of: None
Established: 1928
Issues Per Year: 12

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.

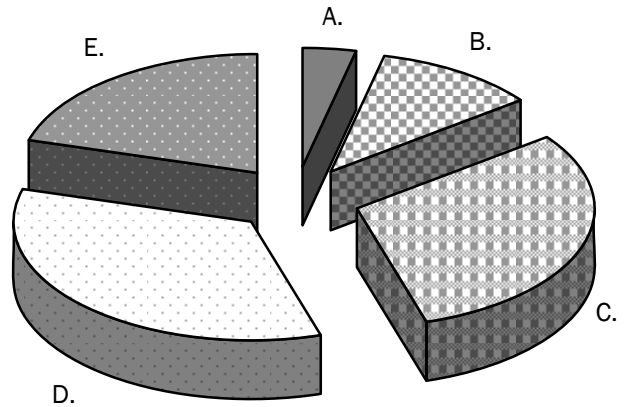
AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	65
Advertiser and Agency _____	1,628
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	267
Digital _____	-
All Other _____	2,129
TOTAL	4,089

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR 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 _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	105,000	100.0	105,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	151	151	105,000
February _____	181	181	105,000
March _____	3,409	3,409	105,000
April _____	704	704	105,000
May _____	1,232	1,232	105,000
June _____	464	464	105,000
TOTAL	6,141	6,141	

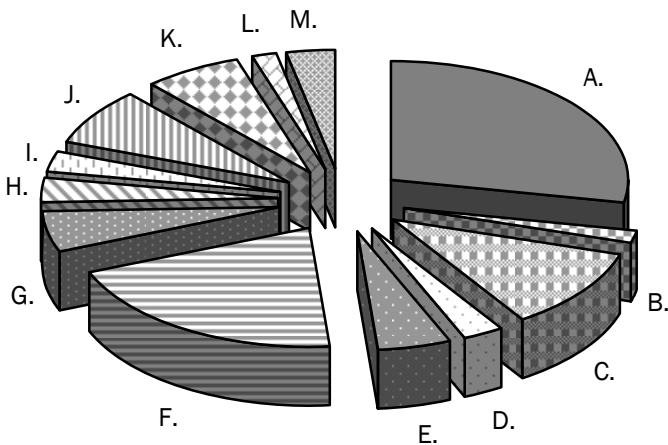
**3a. Breakout of Qualified Units by Business/Industry
(Please Refer to Paragraph 3a for Complete Descriptions)
FLEET SIZE ANALYSIS**

Fleet Size	Units
A. 500 or More Vehicles _____	3,360
B. 100 - 499 Vehicles _____	10,242
C. 25 - 99 Vehicles _____	28,589
D. 10 - 24 Vehicles _____	31,622
E. 5 - 9 Vehicles _____	19,220
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 _____	26,224
B. Truck/Trailer Leasing _____	1,392
C. Food/Manufacturing/ Distribution _____	10,452
D. Sanitation _____	2,457
E. Government _____	4,700
F. Construction/Mining/Logging/ Excavating _____	18,879
G. Manufacturing/Processing _____	5,194
H. Petroleum Processing/Producing/ Marketing _____	3,161
I. Public Utilities _____	2,521
J. Retail/Wholesale Delivery _____	7,192
K. Services _____	6,205
L. Bus Fleets _____	1,659
M. Other _____	2,997



ADDITIONAL ANALYSIS:						
FLEET SIZE ANALYSIS (Trucks, Truck Tractors, Trailers, Buses, Off-Road Vehicles, Pickups & Vans) (See Note 1) Total respondents = 105,000 or 100% of total qualified.						
BUSINESS/INDUSTRY	Total Qualified		ANALYSIS OF MAINTENANCE PERFORMANCE			
			(Based on: "Is any vehicle maintenance performed at this location? () Yes () NO			
	Copies	Units	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 _____	4,250	3,360	2,919	2,259	1,331	1,101
100 - 499 vehicles _____	12,297	10,242	10,149	8,357	2,148	1,885
50 - 99 vehicles _____	12,721	10,835	10,263	8,689	2,458	2,146
25 - 49 vehicles _____	20,166	17,754	15,756	13,792	4,410	3,962
10 - 24 vehicles _____	35,661	31,622	25,343	22,355	10,318	9,267
5 - 9 vehicles _____	19,905	19,220	11,534	11,042	8,371	8,178
1 - 4 vehicles _____	-	-	-	-	-	-
TOTAL FLEET COPIES AND UNITS	105,000	93,033	75,964	66,494	29,036	26,539

TYPE OF FLEET ANALYSIS						
BUSINESS/INDUSTRY	Total Qualified		ANALYSIS OF MAINTENANCE PERFORMANCE			
			(Based on: "Is any vehicle maintenance performed at this location? () Yes () NO			
	Copies	Units	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 _____	30,086	26,224	20,587	17,556	9,499	8,668
Truck/Trailer Leasing _____	1,645	1,392	1,252	1,031	393	361
Food Manufacturing/Distribution _____	11,756	10,452	8,651	7,669	3,105	2,783
Sanitation _____	2,802	2,457	2,290	2,001	512	456
Government _____	5,455	4,700	4,063	3,430	1,392	1,270
Construction/Mining/Logging/Excavating	21,203	18,879	17,227	15,263	3,976	3,616
Manufacturing/Processing _____	5,777	5,194	3,802	3,393	1,975	1,801
Petroleum Processing/Producing/Marketing _____	3,609	3,161	2,508	2,220	1,101	941
Public Utilities _____	2,918	2,521	2,127	1,796	791	725
Retail/Wholesale Delivery _____	7,945	7,192	5,364	4,810	2,581	2,382
Services _____	6,656	6,205	4,277	3,916	2,379	2,289
Bus Fleets _____	1,840	1,659	1,620	1,449	220	210
Other _____	3,308	2,997	2,196	1,960	1,112	1,037
TOTAL FLEET COPIES AND UNITS	105,000	93,033	75,964	66,494	29,036	26,539

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

SUPPLEMENTARY/UNIT DATA FOR ISSUE OF MAY 2011

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% 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 _____	4,250	3,360	2,799	2,173	2,466	1,909
100 - 499 vehicles _____	12,297	10,242	8,207	6,772	6,435	5,350
50 - 99 vehicles _____	12,721	10,835	8,742	7,410	6,452	5,504
25 - 49 vehicles _____	20,166	17,754	13,776	12,075	9,789	8,596
10 - 24 vehicles _____	35,661	31,622	22,416	19,832	14,801	13,077
5 - 9 vehicles _____	19,905	19,220	10,193	9,843	5,779	5,570
1 - 4 vehicles _____	-	-	-	-	-	-
TOTAL FLEET COPIES AND UNITS	105,000	93,033	66,133	58,105	45,722	40,006

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

ANALYSIS BY TYPE OF FLEET						
Motor Vehicle Fleets Basing or Controlling 5 or More Vehicles at a Single Location						
For-Hire Trucking Companies _____	30,086	26,224	12,641	10,753	7,525	6,412
Truck/Trailer Leasing _____	1,645	1,392	1,014	846	964	784
Food Manufacturing/Distribution _____	11,756	10,452	7,621	6,753	5,268	4,640
Sanitation _____	2,802	2,457	1,768	1,508	1,209	1,041
Government _____	5,455	4,700	4,893	4,199	3,178	2,651
Construction/Mining/Logging/ Excavating _____	21,203	18,879	16,004	14,172	11,687	10,322
Manufacturing/Processing _____	5,777	5,194	3,577	3,195	2,433	2,156
Petroleum Processing/Producing/ Marketing _____	3,609	3,161	2,424	2,072	1,630	1,403
Public Utilities _____	2,918	2,521	2,500	2,138	1,851	1,546
Retail/Wholesale Delivery _____	7,945	7,192	5,358	4,819	4,019	3,612
Services _____	6,656	6,205	4,699	4,373	3,231	3,000
Bus Fleets _____	1,840	1,659	1,287	1,164	936	846
Other _____	3,308	2,997	2,347	2,113	1,791	1,593
Total Fleet Copies and Units	105,000	93,033	66,133	58,105	45,722	40,006

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 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. TOTAL - Direct Request: _____	76,854	21,000	-	97,854	93.2
a. Written _____	76,854	21,000	-	97,854	93.2
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
II. TOTAL - Request from recipient's company: _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
III. TOTAL - Membership Benefit: _____	-	-	-	-	-
a. Individual _____	-	-	-	-	-
b. Organizational _____	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	7,146	-	-	7,146	6.8
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	7,146	-	-	7,146	6.8
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	84,000	21,000	-	105,000	100.0
PERCENT	80.0	20.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011		
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 _____	-	-
TOTAL QUALIFIED CIRCULATION	105,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2011							
State	FLEET UNITS	FLEET COPIES	Percent	State	FLEET UNITS	FLEET COPIES	Percent
Maine _____	907	1,059		Kentucky _____	1,785	2,018	
New Hampshire _____	588	662		Tennessee _____	2,075	2,413	
Vermont _____	375	432		Alabama _____	1,818	2,122	
Massachusetts _____	1,781	1,968		Mississippi _____	1,032	1,175	
Rhode Island _____	273	307		EAST SO. CENTRAL	6,710	7,728	7.4
Connecticut _____	1,092	1,239		Arkansas _____	1,002	1,159	
NEW ENGLAND	5,016	5,667	5.4	Louisiana _____	1,136	1,282	
New York _____	4,125	4,552		Oklahoma _____	1,380	1,568	
New Jersey _____	2,116	2,349		Texas _____	4,981	5,606	
Pennsylvania _____	4,754	5,336		WEST SO. CENTRAL	8,499	9,615	9.1
MIDDLE ATLANTIC	10,995	12,237	11.6	Montana _____	760	858	
Ohio _____	4,159	4,765		Idaho _____	883	1,003	
Indiana _____	3,012	3,407		Wyoming _____	517	568	
Illinois _____	4,452	5,019		Colorado _____	1,824	2,034	
Michigan _____	3,629	4,065		New Mexico _____	497	552	
Wisconsin _____	3,354	3,820		Arizona _____	992	1,101	
EAST NO. CENTRAL	18,606	21,076	20.1	Utah _____	910	1,066	
Minnesota _____	3,217	3,619		Nevada _____	437	503	
Iowa _____	2,407	2,736		MOUNTAIN	6,820	7,685	7.3
Missouri _____	2,502	2,838		Alaska _____	230	247	
North Dakota _____	816	922		Washington _____	1,812	2,050	
South Dakota _____	804	903		Oregon _____	1,343	1,520	
Nebraska _____	1,547	1,764		California _____	4,725	5,254	
Kansas _____	1,805	2,034		Hawaii _____	127	130	
WEST NO. CENTRAL	13,098	14,816	14.1	PACIFIC	8,237	9,201	8.8
Delaware _____	314	348		UNITED STATES	92,849	104,815	99.8
Maryland _____	1,556	1,738		U.S. Territories _____	31	32	
Washington, DC _____	47	50		Canada _____	146	146	
Virginia _____	1,997	2,257		Mexico _____	-	-	
West Virginia _____	809	909		Other International _____	4	4	
North Carolina _____	2,999	3,463		APO/FPO _____	3	3	
South Carolina _____	1,165	1,316		TOTAL QUALIFIED CIRCULATION	93,033	105,000	100.0
Georgia _____	2,677	3,044					
Florida _____	3,304	3,665					
SOUTH ATLANTIC	14,868	16,790	16.0				

SUPPLEMENTARY/UNIT DATA FOR ISSUE OF MAY 2011

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 = 105,000 or 100% of total qualified.
 These data are represented for statistical and marketing purposes only.

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 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 _____	4,250	3,360	3,931	3,060	2,378	1,855	2,650	2,071	3,594	2,777	2,907	2,289	3,824	2,965
100-499 vehicles _____	12,297	10,242	11,659	9,660	6,220	5,099	7,278	6,058	10,471	8,599	8,277	6,910	11,295	9,327
50-99 vehicles _____	12,721	10,835	11,954	10,132	6,085	5,173	7,223	6,203	10,544	8,857	8,414	7,229	11,487	9,703
25-49 vehicles _____	20,166	17,754	18,752	16,459	9,013	7,882	10,998	9,625	16,330	14,263	13,045	11,479	17,929	15,703
10-24 vehicles _____	35,661	31,622	32,003	28,188	13,282	11,651	16,156	14,150	26,829	23,504	20,333	17,920	30,059	26,397
5-9 vehicles _____	19,905	19,220	16,154	15,546	4,785	4,579	5,595	5,349	12,907	12,419	7,795	7,469	14,769	14,211
1-4 vehicles _____	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL FLEET COPIES AND UNITS	105,000	93,033	94,453	83,045	41,763	36,239	49,900	43,456	80,675	70,419	60,771	53,296	89,363	78,306

ANALYSIS BY TYPE OF FLEET	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														
For-Hire Trucking Companies _____	30,086	26,224	28,772	25,018	7,249	6,195	9,842	8,473	26,650	23,118	11,873	10,257	28,051	24,370
Truck/Trailer Leasing _____	1,645	1,392	1,523	1,272	1,004	809	1,044	841	1,359	1,117	1,187	967	1,453	1,204
Food Manufacturing/Distribution _____	11,756	10,452	11,041	9,801	5,061	4,413	6,425	5,655	9,431	8,382	7,790	6,871	10,476	9,294
Sanitation _____	2,802	2,457	2,625	2,295	1,145	993	1,583	1,379	2,305	2,020	1,836	1,601	2,524	2,207
Government _____	5,455	4,700	4,301	3,559	2,884	2,396	2,944	2,443	3,224	2,515	3,500	2,941	3,936	3,206
Construction/Mining/Logging/Excavating _____	21,203	18,879	18,965	16,816	10,024	8,756	11,633	10,202	16,306	14,466	14,037	12,379	17,947	15,899
Manufacturing/Processing _____	5,777	5,194	5,092	4,567	2,177	1,904	2,712	2,400	4,348	3,882	3,402	3,029	4,814	4,306
Petroleum Processing/Producing/Marketing _____	3,609	3,161	3,372	2,948	1,486	1,266	2,263	1,961	2,939	2,573	2,496	2,169	3,296	2,877
Public Utilities _____	2,918	2,521	2,434	2,053	1,632	1,366	1,753	1,459	1,811	1,487	2,067	1,743	2,233	1,867
Retail/Wholesale Delivery _____	7,945	7,192	7,024	6,311	3,619	3,200	4,176	3,711	5,747	5,112	5,315	4,764	6,454	5,771
Services _____	6,656	6,205	4,883	4,459	2,564	2,342	2,617	2,374	3,541	3,144	3,564	3,270	4,280	3,869
Bus Fleets _____	1,840	1,659	1,674	1,501	1,158	1,037	1,065	948	719	603	1,486	1,340	1,338	1,175
Other _____	3,308	2,997	2,747	2,445	1,760	1,562	1,843	1,610	2,295	2,000	2,218	1,965	2,561	2,261
TOTAL FLEET COPIES AND UNITS	105,000	93,033	94,453	83,045	41,763	36,239	49,900	43,456	80,675	70,419	60,771	53,296	89,363	78,306

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 2011

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 = 90,452 or 86.1% of total qualified.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	BUYING INFLUENCE																	
		VEHICLES		COMPONENTS		REPLACEMENT PARTS		TIRES		FUELS, OILS, LUBRICANTS, ADDITIVES		SHOP EQUIPMENT		TERMINAL EQUIPMENT & SERVICES		INFORMATION SYSTEMS & MOBILE COMMUNICATIONS		LEASE/CREDIT/ FINANCE/ INSURANCE	
		Number of Respondents	Number with Buying Involvement	Number of Respondents	Number with Buying Involvement	Number of Respondents	Number with Buying Involvement	Number of Respondents	Number with Buying Involvement	Number of Respondents	Number with Buying Involvement	Number of Respondents	Number with Buying Involvement	Number of Respondents	Number with Buying Involvement	Numbers of Respondents	Number with Buying Involvement	Numbers of Respondents	Number with Buying Involvement
Motor Vehicle Fleets Basing or Controlling 5 or More Vehicles at a Single Location																			
500 or more vehicles _____	4,250	3,627	3,019	3,580	2,820	3,569	2,704	3,570	2,703	3,562	2,618	3,543	2,482	3,438	2,292	3,455	2,320	3,350	1,876
100-499 vehicles _____	12,297	10,011	8,835	9,952	8,432	9,948	8,361	9,941	8,314	9,902	8,202	9,877	7,946	9,531	7,245	9,589	6,921	9,247	5,903
50-99 vehicles _____	12,721	10,443	9,333	10,365	8,995	10,373	8,973	10,365	9,001	10,327	8,891	10,300	8,629	9,934	7,895	10,076	7,654	9,743	6,778
25-49 vehicles _____	20,166	16,394	14,897	16,336	14,397	16,343	14,499	16,356	14,591	16,321	14,400	16,232	13,859	15,582	12,620	15,908	12,519	15,499	11,507
10-24 vehicles _____	35,661	30,397	27,909	30,229	26,988	30,279	27,293	30,272	27,369	30,190	27,108	30,001	26,025	28,650	23,529	29,332	23,773	28,683	22,639
5-9 vehicles _____	19,905	17,006	15,404	16,909	14,970	16,975	15,202	16,963	15,227	16,943	15,069	16,809	14,325	15,803	12,690	16,473	13,211	16,121	12,702
1-4 vehicles _____	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL FLEET COPIES AND UNITS	105,000	87,878	79,397	87,371	76,602	87,487	77,032	87,467	77,205	87,245	76,288	86,762	73,266	82,938	66,271	84,833	66,398	82,643	61,405
TOTAL QUALIFIED	105,000																		

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2011

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 = 90,452 or 86.1% of total qualified.

ANALYSIS BY TYPE OF FLEET

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	BUYING INFLUENCE																	
		VEHICLES		COMPONENTS		REPLACEMENT PARTS		TIRES		FUELS, OILS, LUBRICANTS, ADDITIVES		SHOP EQUIPMENT		TERMINAL EQUIPMENT & SERVICES		INFORMATION SYSTEMS & MOBILE COMMUNICATIONS		LEASE/CREDIT/ FINANCE/ INSURANCE	
		Number of Respondents	Number with Buying Involvement	Number of Respondents	Number with Buying Involvement	Number of Respondents	Number with Buying Involvement	Number of Respondents	Number with Buying Involvement	Number of Respondents	Number with Buying Involvement	Number of Respondents	Number with Buying Involvement	Number of Respondents	Number with Buying Involvement	Numbers of Respondents	Number with Buying Involvement	Numbers of Respondents	Number with Buying Involvement
Motor Vehicle Fleets Basing or Controlling 5 or More Vehicles at a Single Location																			
For-Hire Trucking Companies _____	30,086	26,385	23,912	26,266	23,061	26,309	23,269	26,353	23,534	26,272	23,219	26,085	22,026	25,233	20,424	25,734	20,814	25,329	20,160
Truck/Trailer Leasing _____	1,645	1,592	1,386	1,571	1,280	1,580	1,247	1,568	1,227	1,562	1,149	1,559	1,124	1,485	984	1,531	1,031	1,517	1,116
Food Manufacturing/Distribution _____	11,756	9,222	8,268	9,166	7,925	9,171	8,003	9,172	8,039	9,152	7,961	9,092	7,615	8,659	6,819	8,898	6,865	8,690	6,350
Sanitation _____	2,802	2,255	2,064	2,237	2,000	2,249	2,026	2,248	2,026	2,241	1,999	2,238	1,982	2,116	1,793	2,160	1,724	2,092	1,517
Government _____	5,455	5,318	5,035	5,281	4,982	5,282	4,992	5,263	4,927	5,241	4,869	5,243	4,890	5,114	4,505	5,026	4,179	4,586	3,304
Construction/Mining/Logging/Excavating _____	21,203	16,598	15,369	16,515	14,962	16,538	15,044	16,525	15,039	16,502	14,935	16,451	14,683	15,677	13,198	15,984	12,821	15,608	11,905
Manufacturing/Processing _____	5,777	4,479	3,808	4,449	3,616	4,444	3,575	4,443	3,561	4,430	3,503	4,398	3,351	4,040	2,930	4,305	3,091	4,174	2,739
Petroleum Processing/Producing/Marketing _____	3,609	2,776	2,466	2,744	2,351	2,746	2,364	2,747	2,389	2,767	2,446	2,718	2,199	2,599	2,014	2,645	2,048	2,582	1,809
Public Utilities _____	2,918	2,563	2,349	2,553	2,307	2,553	2,323	2,556	2,310	2,543	2,262	2,538	2,219	2,412	1,957	2,460	1,844	2,294	1,485
Retail/Wholesale Delivery _____	7,945	5,795	5,214	5,752	4,920	5,771	4,933	5,766	4,928	5,730	4,825	5,690	4,498	5,399	4,153	5,553	4,217	5,418	3,988
Services _____	6,656	5,836	5,183	5,812	5,059	5,825	5,125	5,813	5,117	5,809	5,063	5,770	4,890	5,332	4,197	5,679	4,476	5,577	4,236
Bus Fleets _____	1,840	1,807	1,646	1,805	1,630	1,808	1,649	1,802	1,659	1,793	1,648	1,787	1,610	1,719	1,406	1,734	1,381	1,660	1,030
Other _____	3,308	3,252	2,697	3,220	2,509	3,211	2,482	3,211	2,449	3,203	2,409	3,193	2,179	3,153	1,891	3,124	1,907	3,116	1,766
TOTAL FLEET COPIES AND UNITS	105,000	87,878	79,397	87,371	76,602	87,487	77,032	87,467	77,205	87,245	76,288	86,762	73,266	82,938	66,271	84,833	66,398	82,643	61,405
TOTAL QUALIFIED	105,000																		

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

