

CK Commercial Vehicle Research
Fleet Group Demographics
June 2009

We currently have an estimated 150 to 175 fleet advisors who routinely participate in CK Commercial Vehicle Research projects. Our typical response rate from this group is normally in the 30-40% range. We periodically add to this group when we have the opportunity.

Demographics of our fleet advisors show that we primarily poll fleets operating in excess of 100 vehicles, although we do have a few smaller fleets in the mix. For any given research project or routine Fleet Sentiment inquiry, the group responding operate in excess of 25,000 power units and an average of 50,000 trailers. We are not concerned about getting super-large numbers of responses but rather getting quality responses from reliable sources representative of the vehicle operators who have a significant impact on the industry.

