

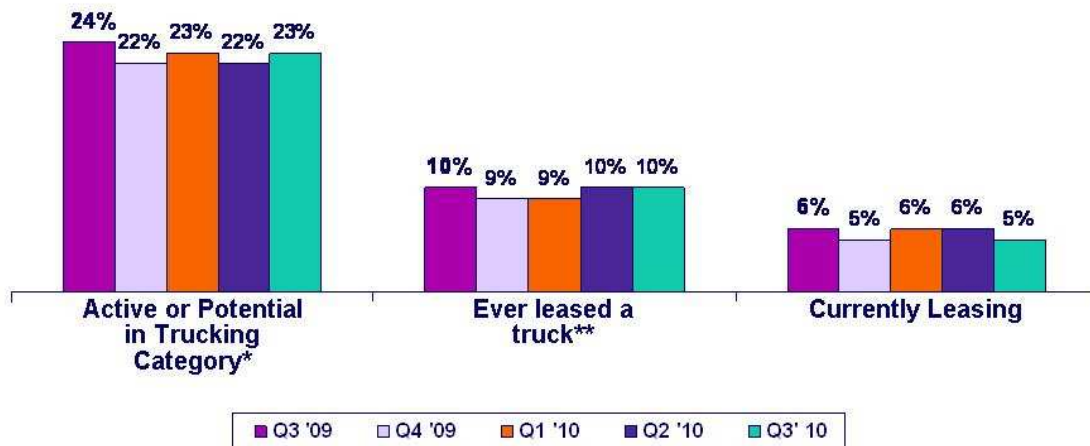
– Traditional Brand Performance and Tracking –

In order to monitor brand adoption and/or important changes in the category (e.g., impact of a new competitor), companies will often implement a research study to “track” marketplace behaviors, perceptions, and attitudes over time.

To avoid introducing bias into the results, key survey questions must be both worded and ordered in specific ways. Going forward, consistency in defining the study’s sampling frame and utilizing the same data collection approach for each wave of research are also important determinants of data quality and accuracy.

Estimating Size of the Market

F.A.S.T. Trucking Markets



Base: Total contacts screened to be interviewed (3150 in current quarter)

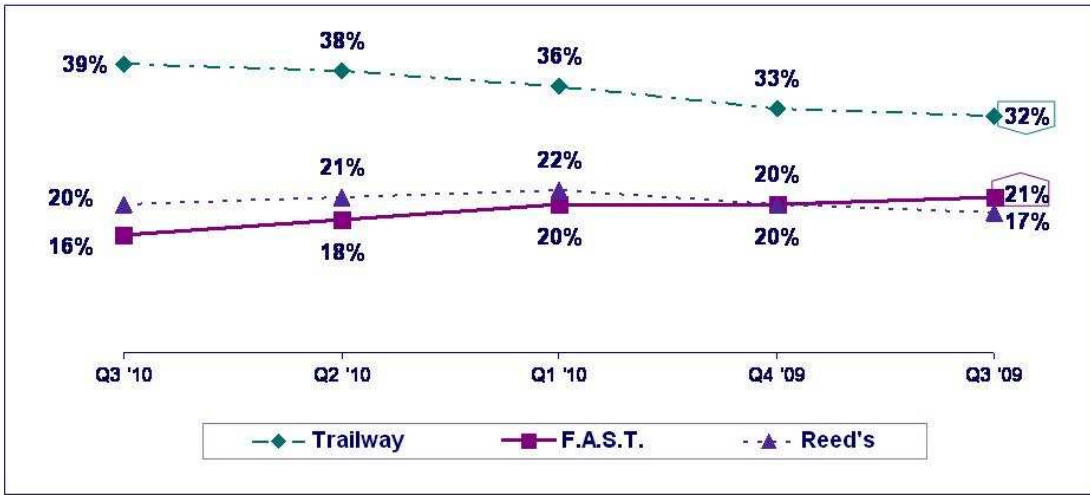


NOTE: Fictional brand and data.

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Market Share Among Current Trucking Customers



Base: Current Trucking Leasers

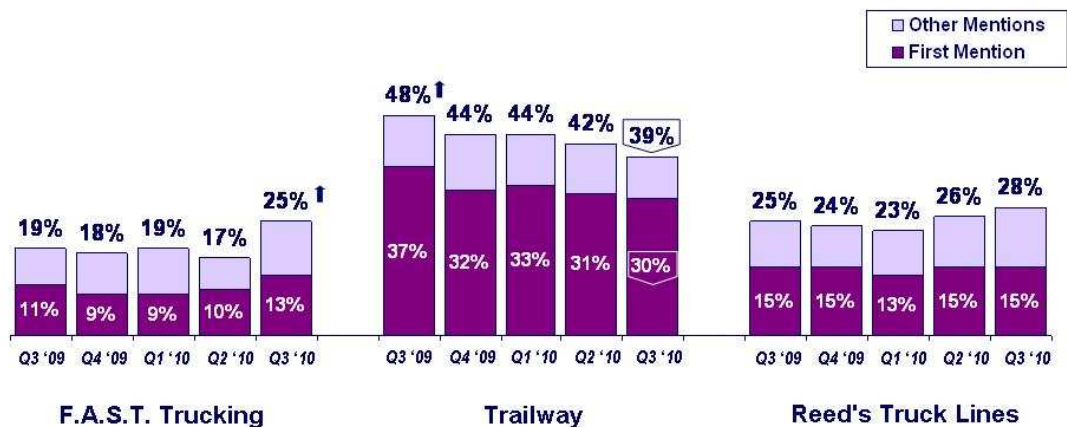
□ Significantly higher/lower than the same period in the prior year, at the 90% confidence level.



NOTE: Fictional brands and data.

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Unaided Brand Awareness Among Total Respondents



Base: Total Respondents

† Significantly higher/lower than the previous quarter at the 90% confidence level.

□ Significantly higher/lower than the same period in the prior year, at the 90% confidence level.

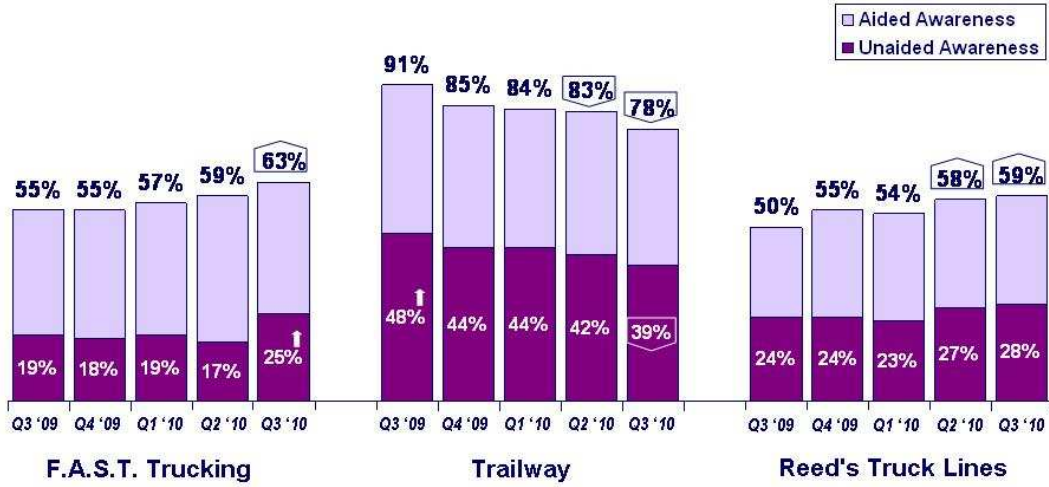


NOTE: Fictional brands and data.

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Total Brand Awareness Among Total Respondents



Base: Total Respondents

Significantly higher/lower than the previous quarter at the 90% confidence level.

 Significantly higher/lower than the same period in the prior year, at the 90% confidence level.



NOTE: Fictional brands and data.

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