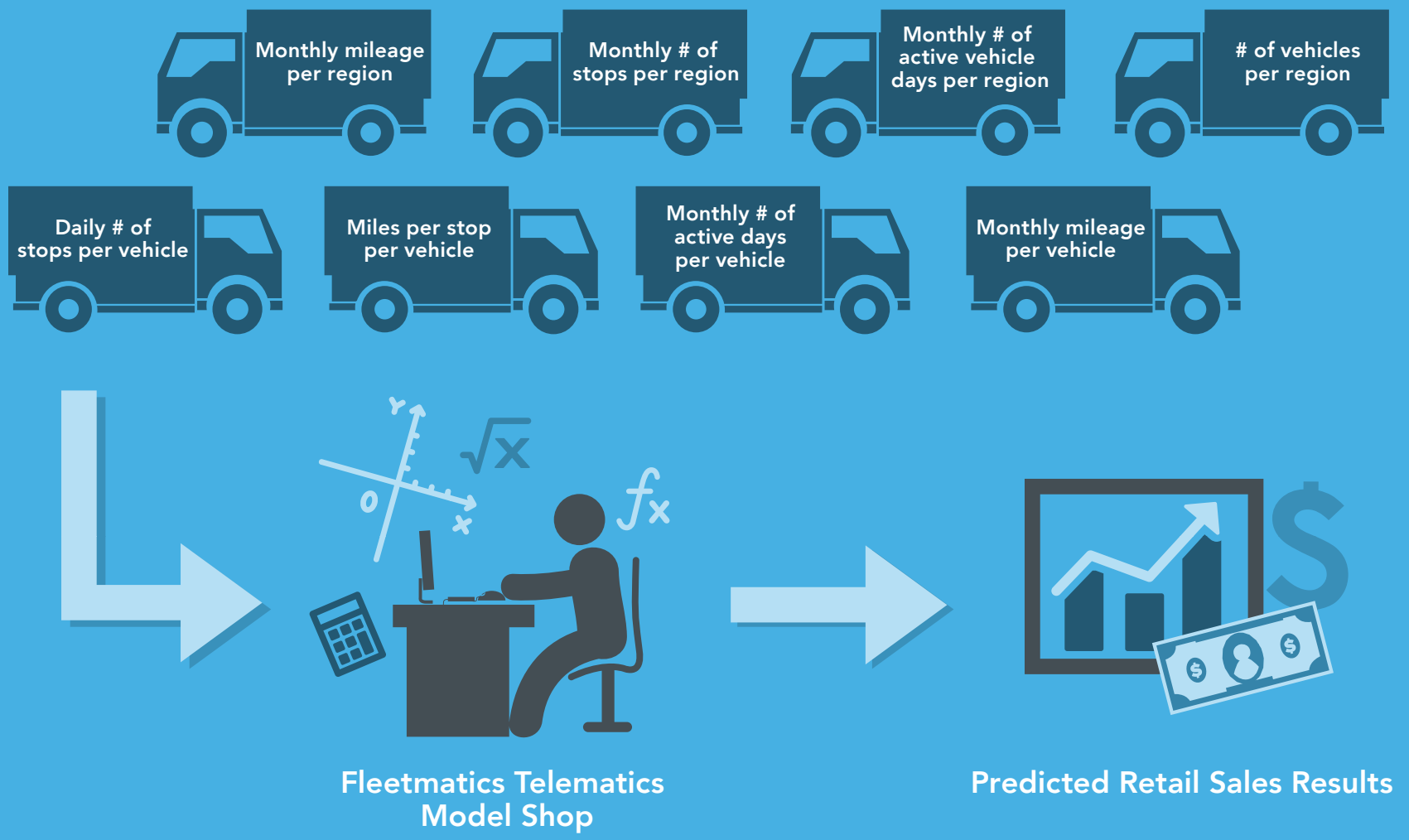# Fleetmatics

THE ECONOMY IN MOTION
FINDINGS FROM FLEETMATICS REPORT, VOL. 2

WHAT WE LOOKED AT

We conducted a deep dive analysis of Fleetmatics data over a span of four years, including a regressive analysis using eight telematics-derived, independent parameters.

Monthly mileage per region

Monthly # of stops per region

Monthly # of active vehicle days per region

# of vehicles per region

Daily # of stops per vehicle

Miles per stop per vehicle

Monthly # of active days per vehicle

Monthly mileage per vehicle

Fleetmatics Telematics Model Shop

Predicted Retail Sales Results

WHAT WE FOUND

Fleetmatics' small business services telematics data **strongly** correlates with retail sales data.

Telematics data suggest that small business services activity can be a **viable gauge** of economic health.

Distinct regional factors **drive correlation** with retail sales data in key Metropolitan Statistical Areas.
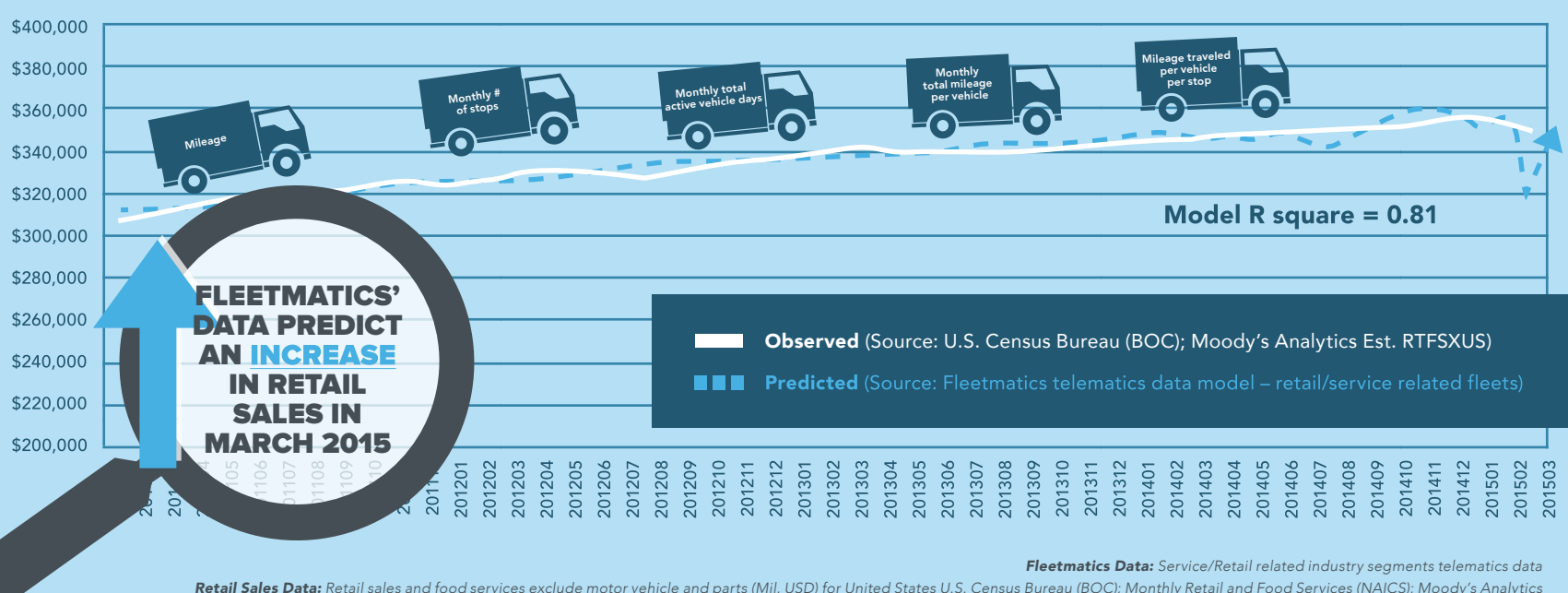
NATIONAL PERSPECTIVE

The Report revealed a striking correlation between U.S. retail sales trends and small business services activity when compared side-by-side, suggesting that fleet activity is a strong indicator of economic health. Most notably, at the national level, the data suggests that as total number of miles driven by small business services companies increases, so do retail sales.
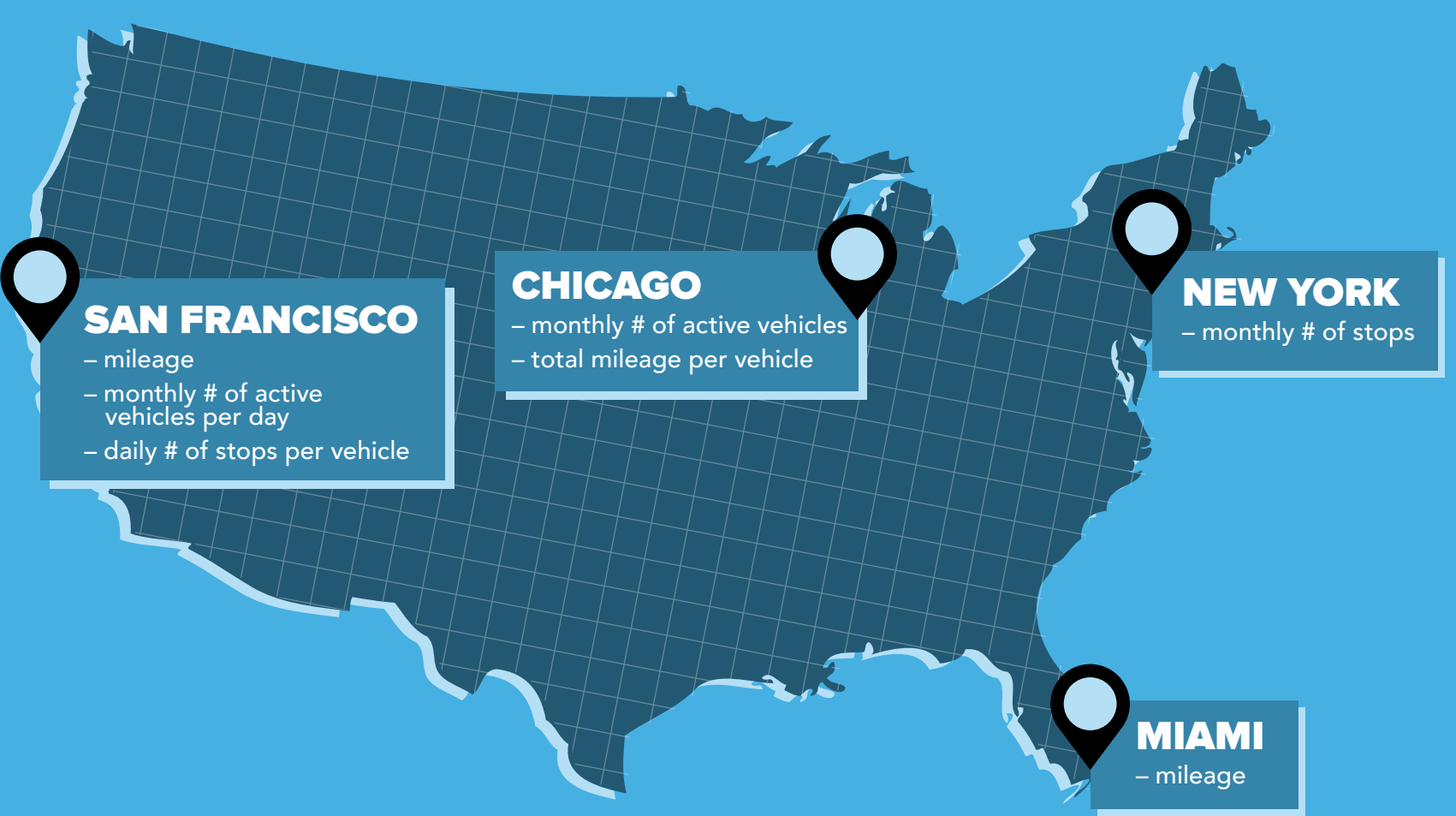
RETAIL SALES & FOOD SERVICES EXCLUDING MOTOR VEHICLE & PARTS
U.S. CENSUS BUREAU VS. FLEETMATICS PREDICTED (RETAIL SECTOR RELATED FLEET ACTIVITY)

Model R square = 0.81

FLEETMATICS' DATA PREDICT AN INCREASE IN RETAIL SALES IN MARCH 2015

Observed (Source: U.S. Census Bureau (BOC); Moody's Analytics Est. RTFSXUS)

Predicted (Source: Fleetmatics telematics data model – retail/service related fleets)

Fleetmatics Data: Service/Retail related industry segments telematics data

Retail Sales Data: Retail sales and food services exclude motor vehicle and parts (Mil, USD) for United States U.S. Census Bureau (BOC); Monthly Retail and Food Services (NAICD); Moody's Analytics

REGIONAL PERSPECTIVE

We also examined regional differences that drive retail sales and activities of small business services companies in four core markets: New York, Chicago, San Francisco and Miami. With at least two million miles tracked per month in each market, we felt they were most suitable for this study. Our study results show the following are the most prominent indicators of small business economic activity and correlation to retail sales in each core market.

SAN FRANCISCO
– mileage
– monthly # of active vehicles per day
– daily # of stops per vehicle

CHICAGO
– monthly # of active vehicles
– total mileage per vehicle

NEW YORK
– monthly # of stops

MIAMI
– mileage

DID YOU KNOW?*

NEW YORK
Vehicles in New York are active on average around 16 days per month, while vehicles in Miami are on the road approximately 22 days per month.

CHICAGO
The Chicago market's average total monthly mileage per vehicle is 1,700 miles while New York's is 1,200 miles.

MIAMI
Miami averages 1,200 more miles per vehicle per month than New York.

SAN FRANCISCO
On average, San Francisco small businesses service 12 stops per vehicle per day compared to New York's 8 stops per vehicle per day.

Based on a study of 57,000 vehicles in the U.S. equipped with Fleetmatics before 2011 and yielding telematics data from 2011-2015.