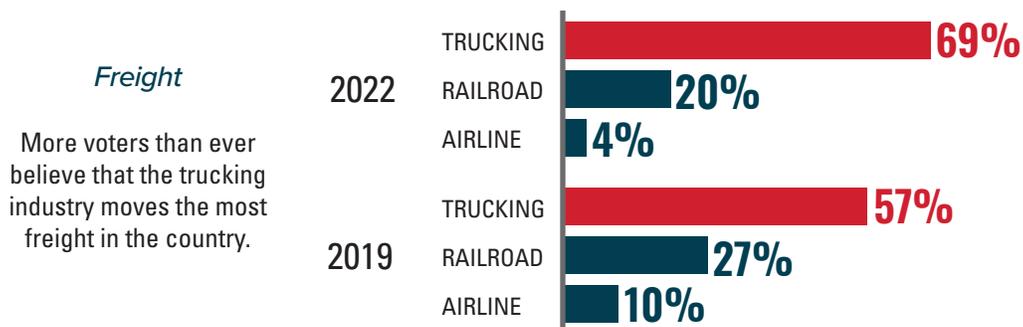
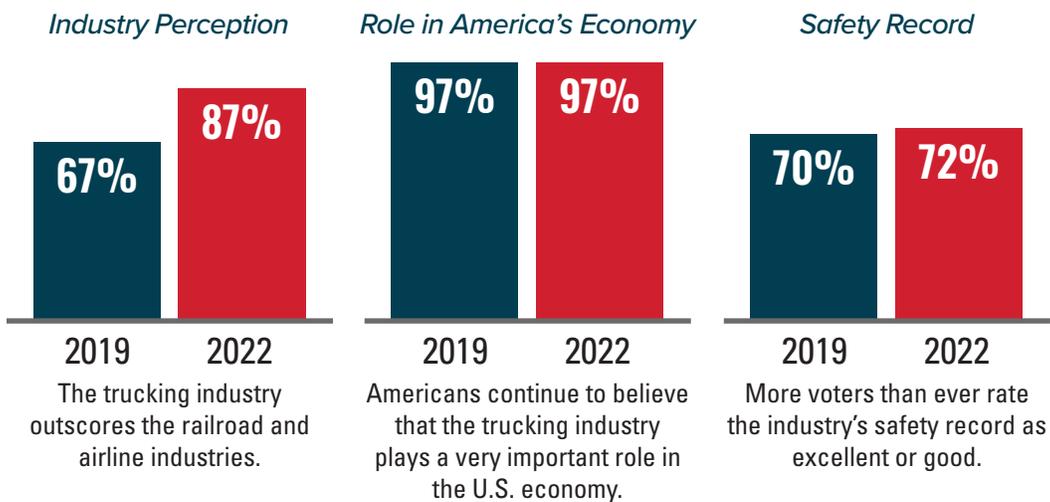


Trucking Moves America Forward (TMAF) recommissioned research in September 2022 to measure the impact of the awareness and education campaign among American motorists since previous surveys.

TOPLINE POINTS

- The image of the trucking industry is at an all-time high! 87% of voters have a **favorable impression** of the trucking industry, 97% of Americans believe the trucking industry plays a “very important” role in the country’s economy, and nearly three-fourths rate the **industry’s safety record as “excellent” or “good.”**
- When asked about **truck drivers**, 96% of Americans stated they are essential to keeping the country’s economy moving, 85% consider truck drivers to be professionals, and 78% believe that truck drivers have **higher standards for safety than other drivers.**
- Voters have generally heard people say **more positive than negative things** about the trucking industry, with comments like “keeping stores stocked,” “critical for the success of the country,” and “keeping the country moving” as top responses.
- When voters were asked which group of workers should be considered “essential or critical” to the country in times of crisis, **trucking ranked top three** along with grocery store workers and healthcare workers.

KEY FINDINGS



VIEWS ON TRUCK DRIVERS

Truck Drivers are Essential and Professional

Americans overwhelmingly consider truck drivers to be “**essential to the country’s economy**” at 96%, and that they are “**professionals**” at 85%.

Safety Standards

78% say **truck drivers have higher standards for safety** than other drivers. 82% say truck drivers are mostly safe drivers.

Earnings

There is widespread agreement that **truck drivers make a fair living**; 78% strongly agree.

Knowing an Industry Professional

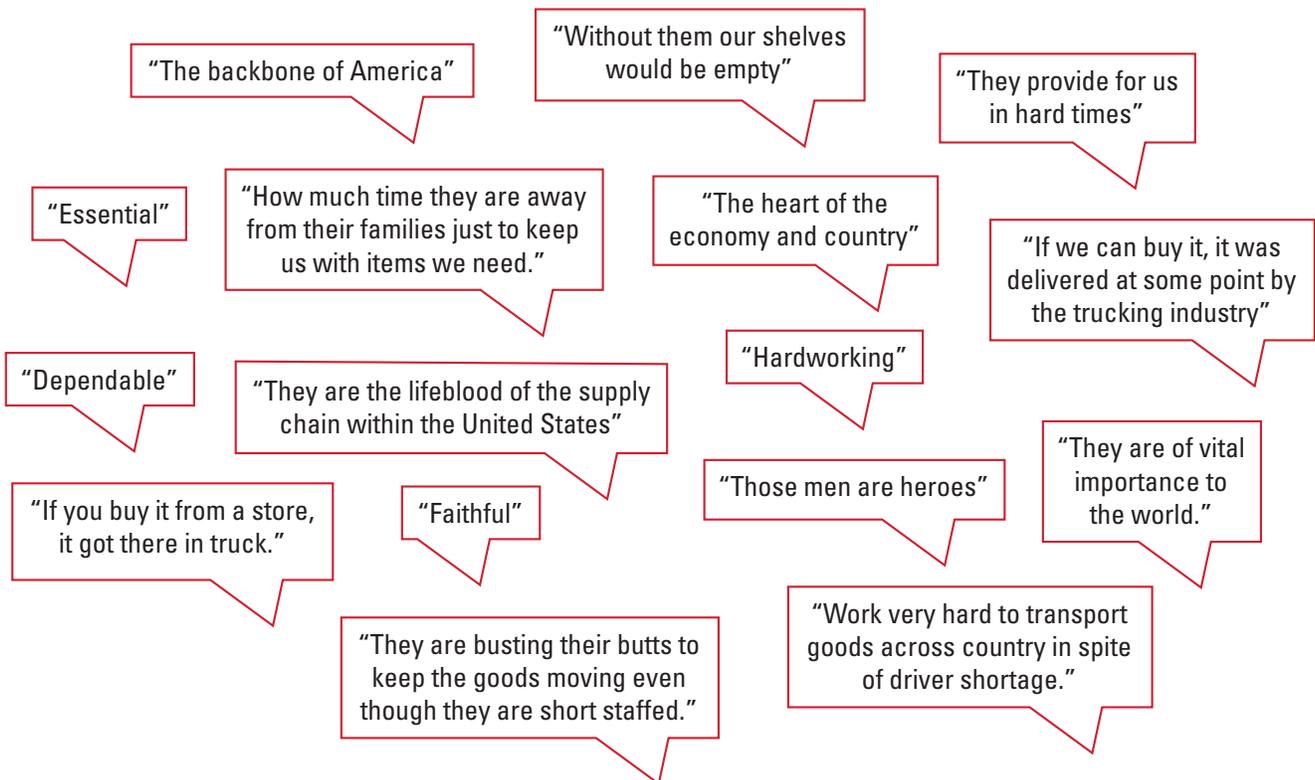
More than 40% of Americans say **they know someone who works in the trucking industry**, and their impression is more favorable of the industry at 87%.

TMAF

TMAF Campaign

Those that have seen or heard of the campaign through news or social media say it gave them a **much more favorable image of the trucking industry** at 91%.

A COLLECTION OF POSITIVE ATTRIBUTES OF THE TRUCKING INDUSTRY



Methodology

On behalf of TMAF, Public Opinion Strategies completed a survey of 1,000 registered voters nationally. Respondents were contacted online. The survey was conducted September 7-14, 2022 and has a margin of error of +3.53%.