



Pickup Truck Usage Study

Prepared for:

e

ENVIRONMENTAL DEFENSE

finding the ways that work

By:

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Background

- R. L. Polk & Co. (Polk) was contacted by Environmental Defense to explore ways that Polk could enhance Environmental Defense's understanding of pickup truck usage and consumers' attitudes towards improvements in fuel economy. Specifically:
 - How owners actually use their pickups in practice
 - Priorities of these owners relating to potential trade-offs between fuel economy improvements and other improvements that truck owners might value
 - Differences across vehicle size, gender and age



Study Design

- A customized telephone survey was created asking key questions relating to information that would best serve the Environmental Defense's needs.
- The target audience was 300 new pick-up truck owners (100 per each of three weight classes: light, medium, and heavy pickup).
- A random sample of survey participants was drawn from 2004 and 2005 model years.
- To aid in the response rate, the survey was designed to take approximately 3 minutes.
- Primary drivers of the pickup trucks were surveyed.
- The following states were excluded due to research restrictions:

Alaska
Arizona
California
Hawaii
Kansas

Montana
Maryland
Nevada
New Hampshire
New Mexico

Oregon
Pennsylvania
South Dakota
Washington



Top-Line Findings

- Pickup truck owners use their trucks for personal use about 80% of the time.
- Business/commercial use increases with the weight of the truck.
- Among all respondents, pickup trucks are mostly used for carrying passengers or personal trips.
- On a daily basis, however, pickups are mostly used for commuting.
- Heavy Pickup owners are significantly more likely than other pickup truck owners to tow items such as trailers or campers – in fact, 60% of Light Pickup owners “Never” tow.
- Pickup owners find ‘better fuel economy’ to be the most important improvement – valuing it nearly as much as all the other improvements combined (even more in the case of Medium Pickups).



Pickup Usage

This section will provide an answer to the question, “How do you use your pickup?”

