

THE GREAT AMERICAN TRUCK SURVEY 2020



America has many pastimes. Baseball. Barbecues. Hunting. And yes, pickup trucks. In movies or in music, from the work site to the desert, and even during the COVID-19 pandemic – when pickup truck sales surpassed passenger cars for the first time – Americans can't get enough of their trucks. Who's behind this decades-long trend and what's in store for pickup trucks in the future? Ford commissioned a Penn Schoen Berland survey of 2,000 American truck customers to find out.

MEET OUR TRUCK OWNER RESPONDENTS



Truck owners come from across the U.S., spanning every demographic imaginable, from construction workers to C-suite executives. For a diverse look at pickup truck culture, PSB surveyed a cross-section of truck owners.



NEVER GIVIN' UP MY TRUCK!

Just how much do owners love their trucks? We asked owners which activities they would give up – for a whole year – before they would give up the keys to their truck.



TO SUM UP THEIR FEEDBACK: KEEP YOUR HANDS OFF MY TRUCK



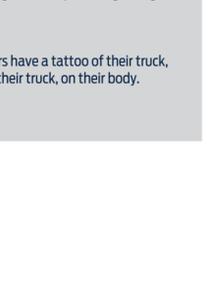
“America loves trucks because they connect us to an enduring American cultural truth about the resiliency, hard work, and undaunted determination of Americans to tame frontiers, build big things, and overcome adversity – needs that have come to the fore today. Trucks have earned their iconic status by giving builders and dreamers the flexibility and power to get things done and control our destinies, especially in challenging times.”

– Aaron Ahuvia
Marketing Professor, University of Michigan

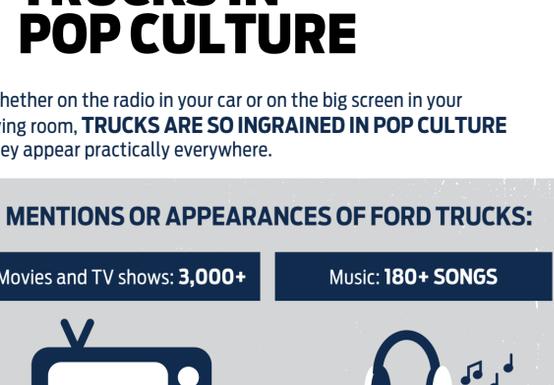


Ahuvia and colleagues Rajeev Batra and Laura Oswald are academic experts who have studied the ties between consumers and brands.

PUTTING THE “WORK” IN WORK TRUCK



While the recent pandemic has caused the idea of the office to shift for many Americans, truck owners use their vehicles both to get work done and as an office they can **TAKE ANYWHERE!**



TRUCKS ARE MORE THAN A TOOL FOR THE PEOPLE WHO DRIVE THEM. They're like a member of the family, even getting their own names and even tattoos on their human companions. Trucks are a source of pride for their owners they want to show them off and keep them in top shape.

CAPABLE ACCOMPLISHED PROUD

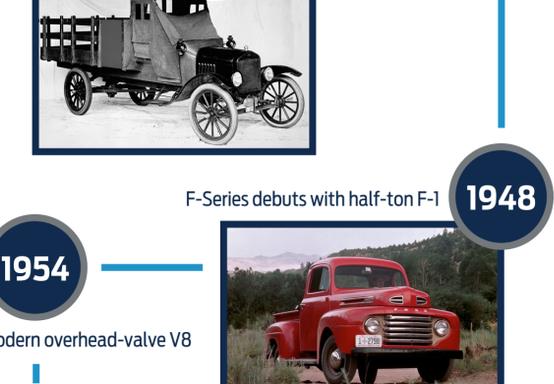
TRUCK OWNERS SAY THAT OWNING A TRUCK MAKES THEM FEEL

SELF-RELIANT DEPENDABLE

ME MY TRUCK AND I

25% of owners have given their truck a name, including Betty, Big Bertha, and Cognito – so when they go out, they're riding in Cognito.

15% of truck drivers have a tattoo of their truck, or related to their truck, on their body.



TRUCKS IN POP CULTURE

Whether on the radio in your car or on the big screen in your living room, **TRUCKS ARE SO INGRAINED IN POP CULTURE** they appear practically everywhere.

MENTIONS OR APPEARANCES OF FORD TRUCKS:

Movies and TV shows: **3,000+**

Music: **180+ SONGS**



And was even featured on a **U.S. POSTAL SERVICE STAMP IN 2016**



LENDING A HELPING HAND

You know the feel-good stories of neighbors helping neighbors that you see on the news? Odds are the helper drives a pickup truck. Truck owners see themselves as dependable and feel a personal responsibility **TO TAKE ACTION TO HELP THEIR FAMILY, FRIENDS, AND COMMUNITY.**

94% of truck owners have used their truck to help others

34% help others with their truck on a weekly basis

ALL CHARGED UP

Electric pickups are on the way, but until truck owners can test them for themselves, opinions are split. Ford is introducing an electric version of its F-150 **WITHIN THE NEXT TWO YEARS.**

40% of truck owners are excited about the idea of an electric pickup

In California **62%** of truck owners are excited about the idea of an electric pickup

Top reasons truck owners would switch to an electric pickup truck:

38% say if they had assurance an electric truck didn't compromise on power, capability and functionality.

37% say if they had assurance there are enough places to charge their vehicle.

35% say if an electric truck had lower projected maintenance costs.

HISTORY OF F-150

1917 Ford's first truck, the Model TT, is built

F-Series debuts with half-ton F-1 **1948**

1954 Modern overhead-valve V8

1957 Third-generation F-Series, first StyleSide boxes

1974 Ford debuts first F-Series SuperCab

First F-150 introduced **1975**

1977 F-Series begins legacy as **AMERICA'S BEST-SELLING TRUCK**

10th-generation F-Series **1996**

1999 F-Series Super Duty production begins

2001 F-150 SuperCrew adds second-row seating

Ford-built Power Stroke® 6.7-liter diesel introduced **2011**

2011 EcoBoost® engines introduced

2015 High-strength, military-grade, aluminum-alloy-bodied F-150

Just two years after its last upgrade, Ford is planning to debut its **ALL-NEW FORD F-150** online at 8 p.m. (EDT) Thursday, June 25, showcasing a new lineup. Tune in to the online reveal on Ford YouTube.

JUNE 25

8PM EDT

Penn Schoen Berland conducted an online survey among 2,000 U.S. truck owners from March 11 through March 23, 2020.