REACHING OUR YOUTH RESEARCH

A study of high school-aged students' career aspirations and their feedback on advertisements promoting trucking careers

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American Transportation Research Institute
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NEBRASKA TRUCKING ASSOCIATION

University of Nebraska Omaha

Nebraska Trucking Foundation
Investing in people who move trucking forward.

EXECUTIVE SUMMARY

The goals of the Nebraska Trucking Association (NTA) is to connect Nebraska's trucking industry by watching and reacting to legislation, sharing best practices and honoring everyone from professional drivers to dispatcher to diesel technicians. The association is comprised of more than 800 companies.

According to the American Transportation Research Institute's survey, Nebraska carrier's No. 1 concern for the industry is driver shortage. Driver shortage has been the No. 1 concern every year since 2017. ATRI's analysis of U.S. Census Bureau data found that the trucking industry is disproportionately dependent on employees 45 years of age or older, many of whom will retire in the next 10-20 years. Complicating this is a sharp decrease over the past 20 years in the number of younger drivers that make up the industry, particularly those 35 and under.*

The Nebraska Trucking Association and Nebraska Trucking Foundation believes the industry should connect with high schoolers to start a discussion about careers in trucking. As such, we conducted a focus group that pulled Nebraska high school students from across the state to learn their attitude and feedback on some advertisements created by the NTA and some of its members.

We hope this feedback will help to polish our messaging as we reach out to the next generation.

**Source: "ATRI Research Documents Alarming Demographic Trends For the Trucking Industry." TruckingResearch.org, 7 Feb. 2017, truckingresearch.org/2014/12/03/atri-research-documents-alarming-demographic-trends-for-the-trucking-industry/.*

METHODOLOGY

The Nebraska Trucking Association compiled the data in this report by first collaborating with the American Transportation Research Institute on a pre-focus group survey to determine demographics, including age, race and location. That survey also asked students about career aspirations and opinions on what forms their career choices.

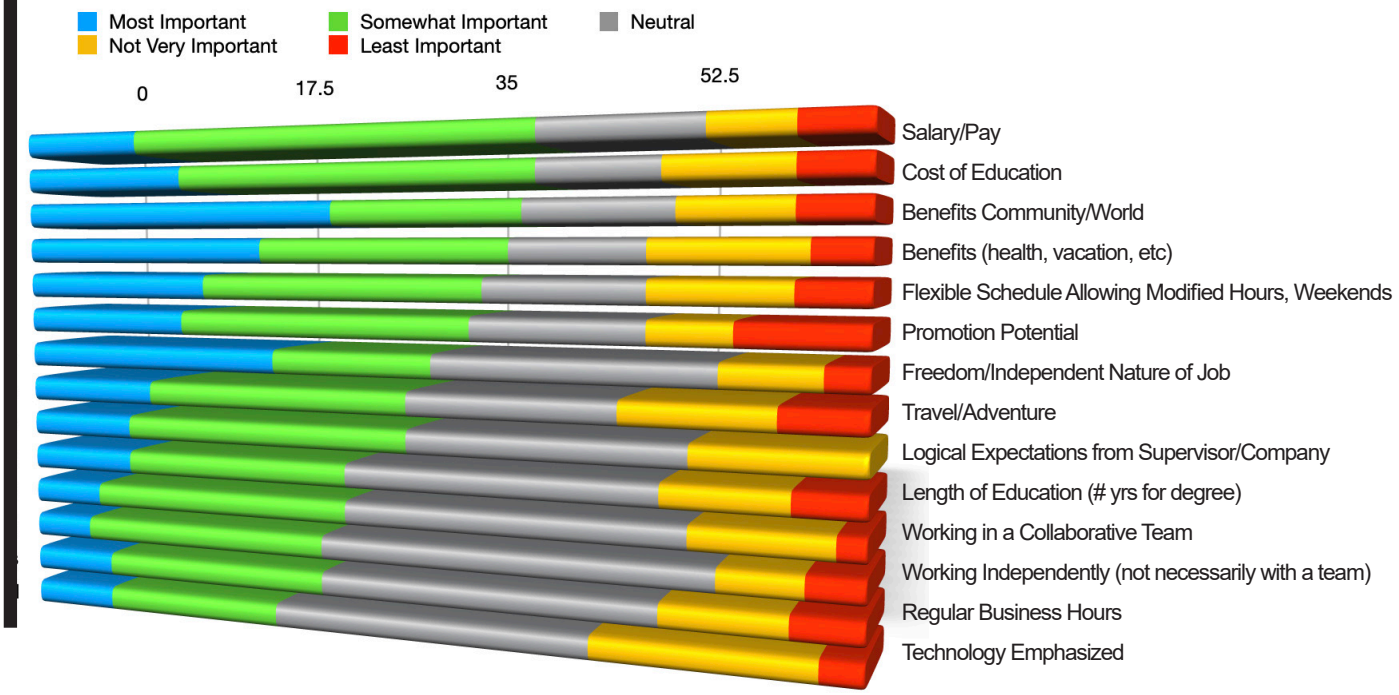
In order to maintain a study free of bias from other sources, the pre-focus group survey and other communication made no mention of trucking or the Nebraska Trucking Association. Students were asked to participate by their school counselors, local chambers and other sources. Communications came from the “NTA market research and foundation.”

Participants were asked to provide a parental consent form and those that returned the form represented a good mix of locations, genders and other demographic information. Sixty-six students completed the pre-focus group survey and 18 students participated in the live virtual focus group moderated by University of Nebraska - Omaha Professor Kelsey Medeiros, PhD. Eleven of those students completed the post-focus group survey which asked about how the information discussed might inform their future career decisions.

FINDINGS FOR PRE-GROUP SURVEY

What motivates your future career decision?

Combining most and somewhat important, the scale shows salary, cost of education and proving a benefit to the community were the top three motivations ranked by participants for determining their future career. However, proving a benefit to the community and freedom/independent nature of the job both evoked strong response with the highest number of most important rankings.



What are your top three career choices at this point?

In no particular order, survey responders submitted their top three career choices.
Note: No one mentioned trucking as a career possibility

Business
Accounting
Agribusiness
Architect
Attorney
Communications
Court judge
Creative writing
Criminal justice attorney
Daily stock trader
Economist
Entrepreneurship
Government
Hospitality
Human Resources
Immigration Law
Journalism
Personal finance
Property wholesaling
Social justice advocate
Sports communications
Translator

Health
Anesthesiology
Athletic training
Chemist
Child psychology
Chiropractor
Cosmetic dermatology
Nursing
Counseling
Doctor
EMT nursing
Family counselor
Genetics
Medical Field
Medicine and surgery
Nuclear medicine
Nursing
Nutritionist
Occupational therapist
Orthodontics
Pediatric surgeon
Pharmacy

Health
Physician assistant
Psychology
Social work
Speech pathologist
Ultrasound tech
Virology

Other
Actor
Car designer
Chef
Clergy
Film director
Law enforcement
Lineman
Military
Music performance
Play production
Politician
Preschool teacher
Rancher
Teacher
Veterinary medicine

Technology
Computer engineering
Computer science
Computer software
Game developer
Graphic artist
Graphic/digital design
Illustration
Marketing
Software designer

Skilled trade
Computer engineering
Computer science
Computer software
Game developer
Graphic/digital design
Illustration
Marketing
Software designer

Dont know

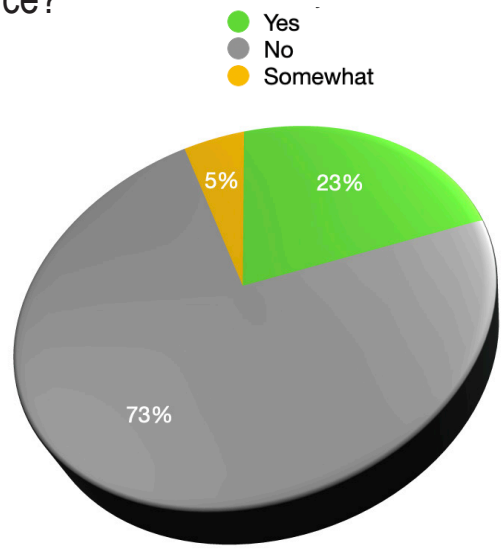
Do friends, family, teachers, etc influence your career choice?

- 73% said no.
- Other students indicated that they often discuss their future career plans with their family, friends and teachers since they trust them.

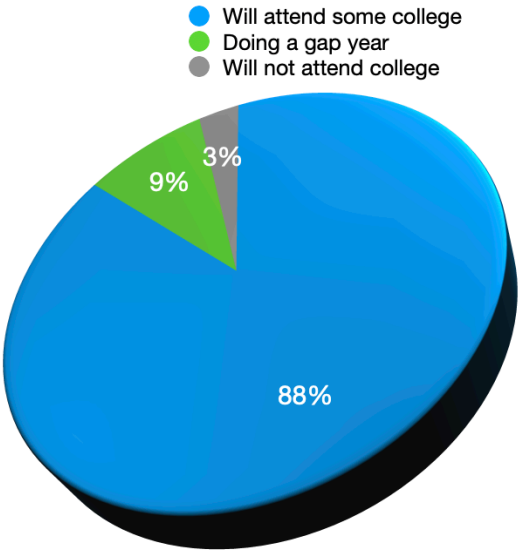
- “I’m open to advice from family/friends but the decision boils down to what I’m comfortable with and a job that can make me feel motivated.”

- “I have some pretty great teachers that have inspired me to help educate kids and to help them find out who they are.”

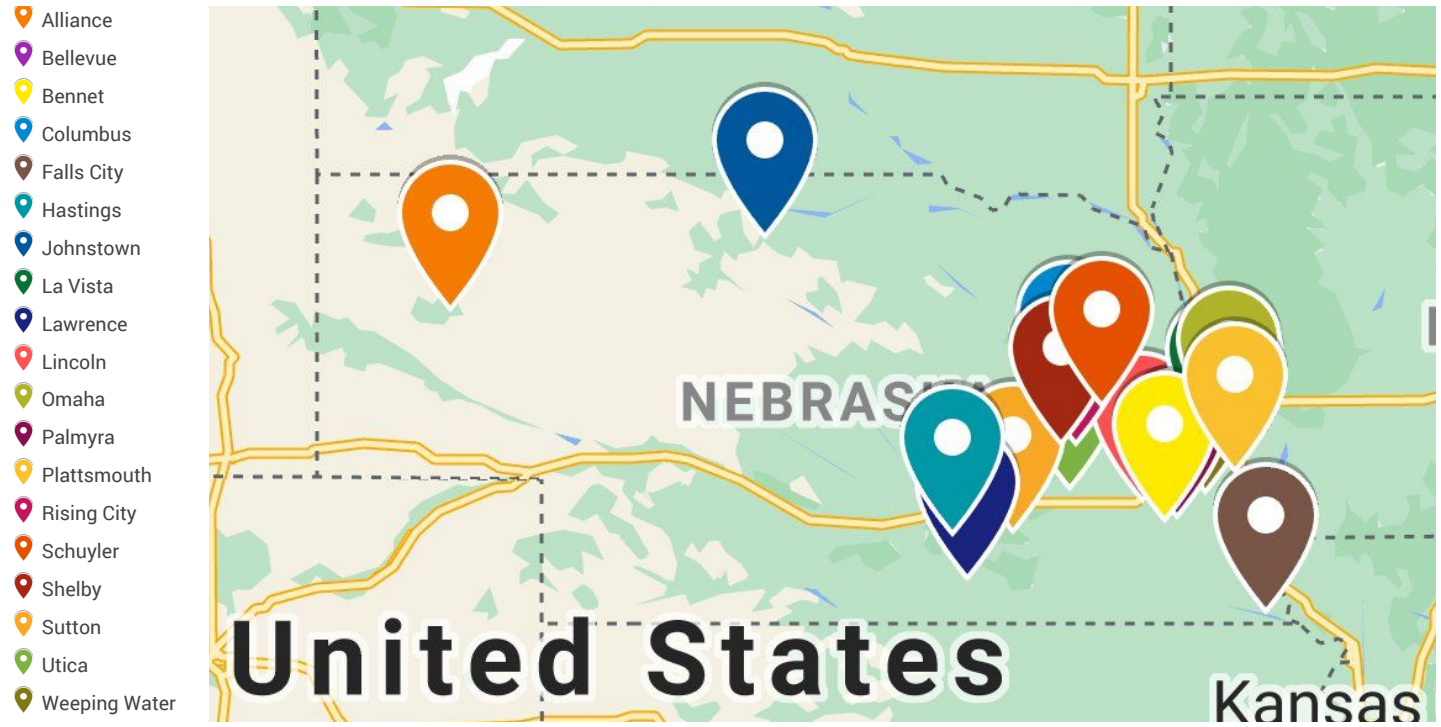
- “I believe that my family knows me very well and may have some great ideas for possible careers. Others may give me some ideas or aspects for or of a career that I didn’t think of

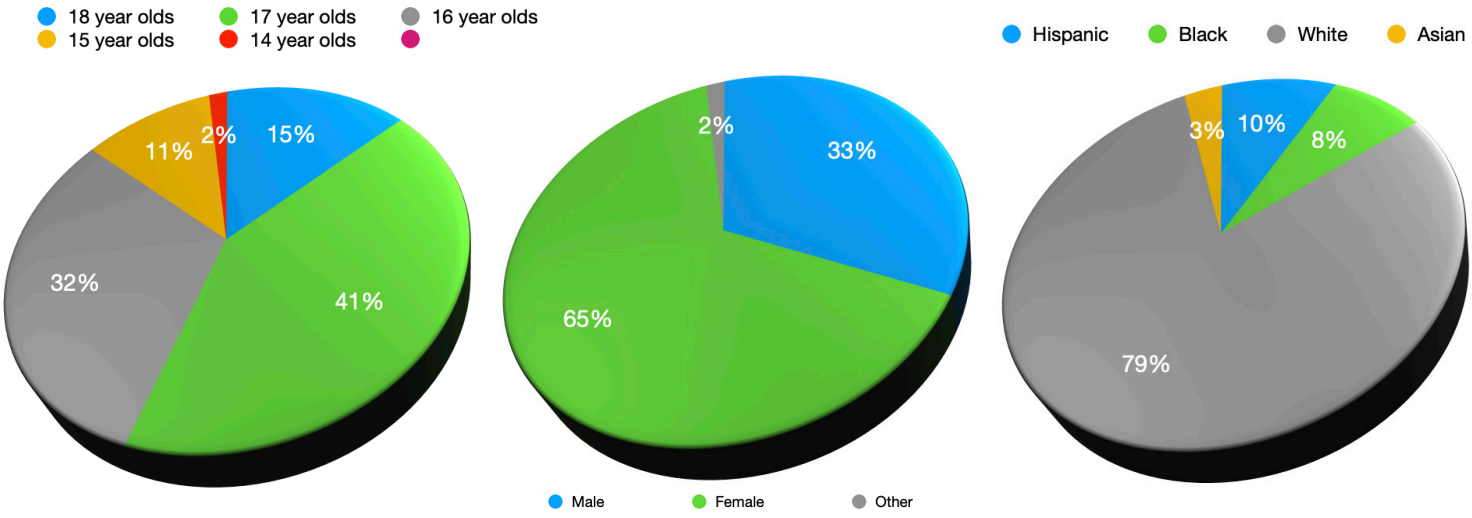


What is your education plan after high school?



Demographics of pre-group survey





What are three words you think of related to trucking or truck driving?

ADVERTISEMENT 1

When reviewing advertisement No. 1, focus group participants seemed drawn to the nature scene, the dog and the fact that a woman was the driver. The participants seemed to connect well with this advertisement although they recognized some Photoshop work had been done. The message "Welcome to my Office" did not receive very many comments and, in later advertisements, there was some negative feedback on doing a compare and contrast between trucking and other careers.

Video of Ad 1
Focus Group
https://youtu.be/0rJOFxJpKQs

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ADVERTISEMENT 1

Verbal Comments:

- It is very scenic.
- The dog is cool.
- Nice view.
- Emphasizes the fact truckers travel a lot and see a lot of things. I didn't even notice the truck at first.
- First thing I saw was welcome to my office. It made it not seem like a trucking thing. I imagine an office as a building.
- Background.
- The person is a woman and trucking is often portrayed as a mans job.
- It shows that she can enjoy the scenery and still have a job.
- It looks photoshopped.

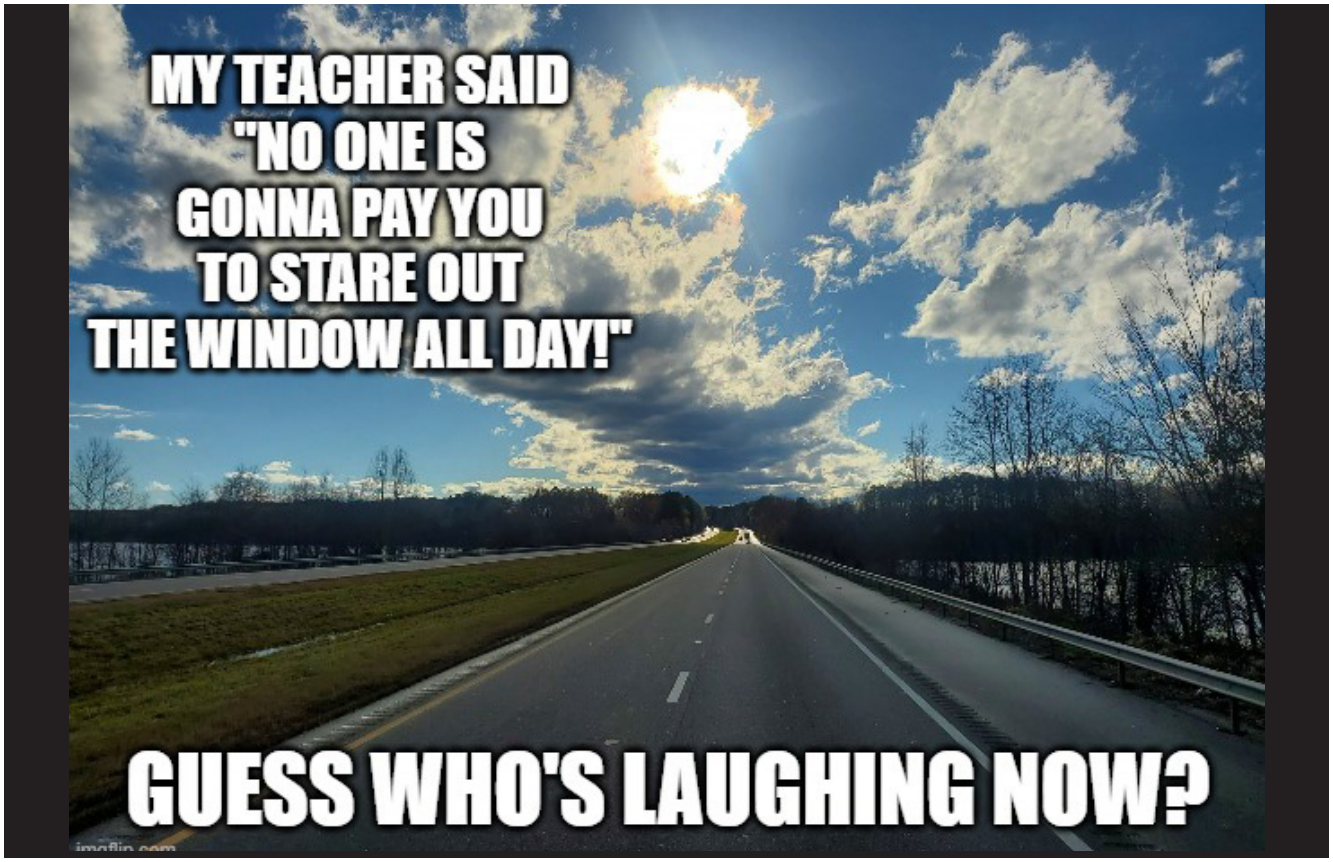
How does it connect to your career goals?

- I always wanted to travel and see the world and this is a way to do that and make money. A win, win.
- You aren't spending extra expenses.
- Feels likes it gives a viewer a sense of wonder even though some future careers don't have travel, in the future you may want to do a career like this.
- I have a love for animals and this shows you can take a pet and have connections to people while you do it.
- It is very outdoorsy. Lots of forestry different than a normal office.
- Kind of opposite of city living and you can do that as a job.
- I don't normally think of the side of the road scenery. I always thought it was about gas stations and stuff like that.

Chat Comments:

- If I was walking somewhere and saw this I'd probably stop to read it.
- I noticed the sunset.
- It's a positive ad.
- It gives the viewer a sense of adventure when most people might see truck driving to be a bit boring and long.
- It would help maintain a good career feeling with such a sunset relaxation and some good times away from the office premises.
- It seems like fun and i want my job to be fun.
- An office is typically inside so this ad is out of the box.
- The first feeling that was ignited with this photo was a feeling of warmth. It makes me feel homely without being home.

ADVERTISEMENT 2



When reviewing advertisement No. 2, focus group participants commented on the style as being more like an Instagram meme. With that, some said it may connect with a younger generation who is used to seeing this type of content. Multiple comments were made about the long, open road and the thought of an open highway seemed boring, long. Some said the scene didn't really connect a message of truck driving as a career. In general, this ad connected with their preconceived notions about trucking as a career.

Video of Ad 2
Focus Group
https://youtu.be/1plbpWVMLkA

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ADVERTISEMENT 2

Verbal Discussion:

- Like a funny bit. Like a play on words.
- Reminds me of an Instagram meme, because of the font.
- I feel it is geared to younger people who use social media versus older people.• A meme geared towards the younger generation.
- It was eye catching because that is what I am used to seeing.
- It defined people's expectations for you.
- I noticed the long road going into the distance. Symbolized a long, hard way. Driving and driving.
- Contradicts itself. The meme is for a younger audience. Who is laughing now is like you already have a job.

How does it connect to your career goals?

- It seems like in a way boring. Long road with nothing. The one before was beautiful scenery. Makes me a little bored.
- Doesn't relate to me personally.
- I would be the only person in my family to go to college and that is a big thing.
- It doesn't jump out as a career thing because it doesn't really talk trucking.
- To me, the open road is pretty boring.
- It reminds me of farm work. Delivering stuff. Open road. Some work and a little bit of stress.
- To me reminds me of what my grandpa is talking about. He hauls dumpsters, this is what he typically sees. Gets boring after a while.

Chat Comments:

- It gives a feeling that working will always be part of the daily doings in a career.
- It reminds me of when I am on the farm running equipment.
- I wouldn't immediately associate this with trucking, in all honesty.
- It looks like a road to my family's house, so I don't really associate it with trucking.
- Seems endless and boring because you see the same stuff again and again.
- I enjoy the meme part of it but feel like they could have used a better picture to intrigue the viewer rather than an every day view.
- Makes it less exciting using that background.
- Doesn't resonate that well with me because its an empty road.

ADVERTISEMENT 3

if you love

tiny cubicles & office politics

then trucking isn't for you

When reviewing advertisement No. 3, focus group participants commented on the image more than the message. Once they looked at the words, some said they did not like compare and contrast. They wanted a more positive message about trucking versus putting down other situations like working in an office. This ad also brought some to conclude that small spaces are a negative thing in the workplace and that truckers were stuck in one small space.

Video of Ad 3
Focus Group
https://www.youtube.com/watch?v=kc7zRi30x8s

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ADVERTISEMENT 3

Verbal Discussion:

- It looks like she is being held hostage.
- She looks bored to me.
- She seems to be reading the books so much.
- She kind of not work appropriate clothes.
- I think is sending a negative message about office jobs, with trucking you don't have to deal with that.
- Her hand is on the clock like time is going slow. I feel it is telling you in the trucking industry times flies by which is the opposite of this.
- I don't ads that put things down to make itself look better.
- I don't understand why compare to cubicles. In a truck you don't move much either.
- Most people don't look at ads very long. This doesn't say trucking. I would never think this is trucking unless I stopped and read it.

How does it connect to your career goals?

- I don't want to be in a job where you sit down at a cubicle.
- I want to move. Kind of like trucking, you are just sitting there. I don't want to do that.
- Reminds me of a truck sleeper because it is small and crowded. Bring what you need and nothing else.

Chat Comments:

- She looks like she is trying to hide from work.
- The first thing I noticed was the plant and "modern" look of the add and the books. My first thought wasn't trucking or being copped up but a nice environment to study.
- I like how her hand is on the clock so it sends a message that most days in tiny cubicles can seem long but trucking might not.
- She seems to be too bored by the books she is about to read while the laptop implies the pending office works.
- I think that this ad is trying to focus more I think this ad portrays the negative aspects of other jobs while the other two ads focused more on the positives of trucking.
- I like how she mentioned not wanting a job in a cubicle so this could maybe offer trucking as an idea most people just overlook.

When reviewing advertisement No. 4, focus group participants, in this case, were able to connect to the beauty of the open road as compared to advertisement 2 which seemed to bring more comments on the long and boring road. Most comments in this ad revolved around the beauty in the world that cannot be found in an office. Beautiful scenery seems to be a big connection and careful thought to what images are used is prudent. Also, participants started to regularly use the term professional truck driver. They also connected to the words success and happiness. Participants seem to enjoy a strong connection with nature.

Video of Ad 4
Focus Group
https://youtu.be/U3V7dhpH2P8

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ADVERTISEMENT 4

Verbal Discussion:

- I like the picture a lot, sense of wonder and amazement in nature. Like the first picture.
- I think you put the message in there and in photography where the open road pulls you in.
- For me still the long road ahead. There is some beauty to driving.
- I think like the last ad, invoke that happiness isn't always about an office job. Makes me want to ask a professional driver about what it is like.
- I think about the professional truck driver and it bring happiness and success.
- Not everyone gets to see the sun set and rise like that. If you work in the afternoon you don't get to see how pretty the sky is in the morning. Truckers get to see the beauty the world has to offer.
- There is only one truck so that appeals to people who like to be alone. Reminds that people who enjoy their own company can do it.
- Success and happiness draws my attention I want those in my future career.
- Like the first one, the scenic view appeals to people who don;t want to sit in an office all day.
- Don't compare. Doesn't need middle line.

Chat Comments:

- Picture still feels calms even though the highway has a pack of cars.
- I love the picture here. It makes me want to be there and experience that. I didn't even have to look at the words yet and the ad already gave me a sense of positivity.
- I don't think that most people think that happiness comes from an office, so another analogy may work more. Also my eye is drawn to the horizon line and less so the text.
- The ad gives you a nice feeling when you immediately look at it.
- This relates to the sense of adventure I aspire to have in my future job and gets me excited for my future, even if it doesn't involve trucking.

ADVERTISEMENT 5

When reviewing advertisement No. 5, focus group participants, were drawn to the word benefits and pay. The word talent seemed to be positive in the way it complements those people who are professional truck drivers. Several participants commented that the artwork would be better if the lady was part of a picture versus Photoshopped. This matches other comments on other ads about the use of Photoshop to generate an image. Some participants prefer photos with no cutouts. Apparently this type of graphic is similar to an assignment they were asked to complete recently.

Video of Ad 5
Focus Group
https://youtu.be/ti6hdSlgzvo

Videos should not be copied or distributed.

ADVERTISEMENT 5

Verbal Discussion:

- The word talent is emphasized. I feel like when they think of trucking, they don't think about talent.
- I believe that if someone says you re talented that it means a lot to you.
- Pay and benefits are important.
- Ad is okay with facts, but if it has the facts the lady should be in a different place. In the picture and not photoshopped.
- If there is an actual person next to the truck, it would show them in their natural habitat.
- Format is like a Powerpoint. Reminds me of an assignment we have in computer classes.
- I think talent and technology are good words to have there.

How does it connect to your career goals?

- The ad says great and benefits everyone wants that. That draws you towards the ad.
- They included benefits. I don't think of benefits with trucking.
- Benefits makes me want to know more about the benefits to look into it.

Chat comments:

- I feel like talent is highlighted to mean that to get the success journey you have to focus on the talent if its related to the career line you are in
- I think the picture was a little small and not really influential
- They offer actual statistics about the job's outlook in 2021.
- I feel like having the model who's in the picture be a woman of color or a woman in general helps almost break stereotypes or maybe open the eyes of people who didn't think this job would be inclusive of them.

ADVERTISEMENT 6

Grocery stores emptied.
Professional drivers delivered.

When reviewing advertisement No. 6, participants, seemed to draw a strong connection to the essential nature of professional truck drivers. Covid-19 experiences were fresh in their minds and they were able to connect truck driving as a solution to empty stores. Multiple comments discussed a sense of purpose and the essential nature of the profession.

Video of Ad 6
Focus Group
https://youtu.be/pHAbd8dipe0

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ADVERTISEMENT 6

Verbal Discussion:

- Sanitizer, toilet paper show this is a Covid-friendly job.
- Show they care about their workers.
- Reminded me when Covid hit and truckers were always on the news.
- Sheds light of importance of these people especially when the stores were hit, these were the people getting stores rebuilt.
- It shows they care about the people, sending truckers to our stores.
- We forget that truck drivers are the reason we have most of the stuff in our stores. The reasons are store aren't empty is because truckers are there for us.
- It is a sense of purpose to help all these communities and the country.

How does it connect to your career goals?

- I like that it shows when Covid hit, people were out of work, but you needed truck drivers. You always need truck drivers. Jobs will be there.
- I want to do something important and impact people in my future career. I am thankful we have truck drivers.
- I think it realizes that people want to help people but they aren't smart enough to be a doctor and you can do this as a regular person.
- With this job you don't have to be on the lookout for masks, because you are by yourself and not have to worry about getting Covid. Just get from destination A to B.
- When stores are shorted out, a truck driver has a better chance of getting stuff they need.

Chat comments:

- This one really reminds me of the importance of our essential workers, and it makes you feel like being a truck driver is an important job (which it is!)
- In my future I want to impact the lives of people, and I also want to be purposeful and have a job that is needed.

ADVERTISEMENT 7

When reviewing advertisement No. 7, participants had strong and sometimes emotional reactions. Those from smaller Nebraska towns hit hard by floods were particularly moved by this scene and described a lot of admiration for professional truck drivers in general. Some commented on the children cheering and asking drivers to pull their horns bringing pleasant memories.

Video of Ad 7
Focus Group
https://youtu.be/47IMjN5-3tk

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ADVERTISEMENT 7

Verbal Discussion:

- Those children are happy the trucks are there. If you need a sense of purpose this will push them to the trucking industry.
- This one seems similar to the last one. Important job impacts a lot of people.
- You are driving down the road, as a kid your biggest goal is to make them honk.
- This one hits me very personally, when the flood hit, I had to drive across the current to feed the cattle. With that I remember seeing a full fleet of trucks going to deliver hay. This one hits home for me and people hit by the flood would probably agree.

How does it connect to your career goals?

- I really like this one. Because it hits home and a lot of us didn't realize how much the flood affected our lives and future. Here in Columbus we did a lot of community service at that time. I like the small town view of it.
- The kids excited to see this. Imagine being the highlight of their day driving by.
- You really want a career with validation and this shows trucking can do that.
- When you think about trucking, you think you are alone, but this shows you can connect with people and can be a person-to-person type of job.
- It portrays how people have the kind heart in line with the career to even help the people around them when they are in danger and this inspires me in my career as a hospitality specialist.

Chat comments:

- I want my future career to be philanthropic.
- I want to be able to impact people in a positive way.
- It conveys that truck drivers are helpful to people, both directly and indirectly. It aligns with my ideas for my career because I want to help others.
- Whether truckers know it or not, or we know it or not, truckers make us happier.
- Makes me feel homely because as somebody who's from a small town, seeing semis carrying around farm supplies and standing on the side of the road makes me feel like I'm back at home.

When reviewing advertisement No. 8, participants almost all were surprised at the view of the inside of a modern truck. They connected with technology. Many said this image might change people's minds on a career. Many said this was a new, and effective, perspective.

Video of Ad 8
Focus Group
https://youtu.be/skJ-UvX66uw

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copied or distributed.

ADVERTISEMENT 8

Verbal Discussion:

- It doesn't look like what I would think a truck looks like on the inside. I thought it would be more like half a car. Surprising.
- It looks a lot like the inside of a camper and not a truck.
- Makes you think this career is still evolving, changing with new technology. Not a job of the past.
- Makes me think you will need intense training to operate it.
- Reminds me of what an ambulance looks like. My dad drives one. Also like a plane, probably requires good training.
- I work on semis and the newer ones are looking more like junk. This one here is more like a car. Automatic. Not going to last like there were 10 years ago.
- I think we all in our heads thought we knew what the inside of a truck looked like. It is a new perspective. It looks 10 times better than what I thought the inside of a truck would be.

How does it connect to your career goals?

- For people who like tech, this opens the rhelm to them. Takes a higher skill to work it.
- Personally, I want a career with technology. This keeps trucking open to me.
- I had my mind set, but this might open options for people who don't know what they are going do. This could change their minds.
- I feel like the other ones were focused on the outdoor aspects, this one shows that it offers cool things inside too. Different perspective on industry. People who likes tech will like to do it.

Chat comments:

- It just look so comfy and with the high technology it inspires me to have such a career and operate high tech machines.
- Personally deters me because I don't want to go into a career that's filled with a bunch of high tech supplies. I'm less into mechanics and technology and more into science, so this personally deters me.
- The ad deviates from what most people think a truck looks like, showing that there can be more of a tech side of trucking, opening up the job to more people.
- It kind of shows that there is a lot we may not know about certain job just because we haven't taken time to delve deeper into them.

When reviewing advertisement No. 9, participants again had a strong connection to the message in helping during the times of emergency and need. Many commented on the smiling crew and the sense of community and collaboration. They like to think about trucking as not a completely solitary career and this helped do that. Strong response to this ad having an effect on their career goals.

Video of Ad 9
Focus Group
https://youtu.be/f7k6JzQXt3E

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ADVERTISEMENT 9

Verbal Discussion:

- Everybody working in the truck is happy and that makes me feel happy. Not just a boring job where you don't socialize.
- Makes me happy. They are proud of their work.
- Impactful. This could be a job for you.
- I like that they are working together. Smiling. Helping others.
- Brings it back to local level, highlights importance of job.

How does it connect to your career goals?

- I would like to do it because of the smiles on their faces. Joy of helping others after the hurricane, floods and stuff.
- I agree. I want to help people in my community and this job would help me do that.
- I was going to second that. I want my future career to help people. I want to help people in a low time of their life.
- They are getting involved in community. Those people will remember that person helped in a time of need.
- Side of truck you can see Sam's Club. Those are familiar things. You can find this job in so many places. It is everywhere.
- When you think about people helping like the National Guard who have extensive training. You can do this job with less training.

Chat comments:

- I like this ad it is cheerful
- Again, this ad pushes home that truck drivers love to help other people in their communities by providing necessary aid to people in need.
- This ad shows that truck drivers are more than just driving all day and night.
- It clearly implies how happy and impressed they are when helping the society and this challenge me as i think of doing my hospitality career it would really be important to have the helping others mood every time in my career.
- Gives me a sense of community and I search for that in a future career.

ADVERTISEMENT 10

When reviewing advertisement No. 10, participants mostly agreed that quotes from real people and not famous people are effective. This particular quote, some said, was generic and needed more context. Smiling faces and real people are effective. Several comments were made on using red some likening it to an emergency, others said it felt like home (Nebraska).

Video of Ad 10
Focus Group
https://youtu.be/30sbp9caGO0

Should not be copied or distributed.

ADVERTISEMENT 10

Verbal Discussion:

- I like that it is a quote from a real person. Comfort that they like their jobs and they said it.
- Quote from an every day person. Not famous. I can connect to it more.
- The red alarms me a bit, but I read it. It assured me she was there to help and she has fun in her job.
- It inspired me how happy she is to help people.
- The light blue shirt reminds me of nurse scrubs.

How does it connect to your career goals?

- It inspired me how comfortable one should be in their career.
- I like the quote from her, but it seems a bland thing to say in a way. Lots of people would say this about their job. Need more descriptive.
- Ironic it says I am in good company, but truck drivers are pretty lonely on the road. That doesn't really fit it exactly.
- Quote is vague. Not really inspiring to go into trucking.

Chat comments:

- They have a quote from an actual person describing how the job is important and why they like the job.
- The red in the picture gave me an emergency feeling vibe but the smile on her face makes it seem that everything is fine.
- The red and the good company reminded me of Nebraska red and the "good life" slogan, reminding me of home. I like that its a bit more personal and that she seems like someone who may be a neighbor.
- This ad shows what actual truckers think of their job and it shows how much Krista loves her job because she is helping and providing for others.
- It's just amazing how the lady smile and it really inspires my attention when she says she is responsible with her work.

ADVERTISEMENT 11

When reviewing advertisement No. 11, participants seemed to relate to this quote more and did a lot of comparing with the previous advertisement (No. 10). Blue is preferred color. They appreciated the conversational tone of the quote and the message that you should find something you love to do and make it your career.

Video of Ad 11
Focus Group
https://youtu.be/30sbp9caGO0

Should not be copied or distributed.

ADVERTISEMENT 11

Verbal Discussion:

- Better quote. It is more relatable. Other one didn't talk about anything but responsibility.
- Last one had word were red, off-putting. Blue seems more trusting and this quote is true.
- You get to travel around the country do what you love and get paid.
- Blue is better than red. More inviting.
- Hey it is for the country, come get paid.

How does it connect to your career goals?

- It relates. He says this is what I like to do and I made a career out of it. It want to do that.
- It seems more like an every day common person. More conversational way of saying something.
- He makes it sounds like the job is really fun and he reaches out to people who want to have fun in their career.
- People want to say they have a good work ethic.

Chat comments:

- The blue is more comforting than the red.

When reviewing advertisement No. 12, participants, in this case were okay with a comparison model. The points about time needed to graduate and the student debt were important. They commented about student daunting student loan debt as well.

Video of Ad 12
Focus Group
https://youtu.be/-N39BGPiXKs

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ADVERTISEMENT 12

Verbal Discussion:

- Seems like a lot of facts in one thing. Too much stuff in one ad and I don't think I would read it.
- Really good comparison between college and truck driver and you can pay your loan really quickly.
- Less is more. Four years of college and you have all these loans and less time at driving school. Smaller loan and you make more.
- I like the comparison. Time and money. You could be making as much as a driver as you could at some other job you need 4 years of college and you get to see more.
- Appeals to those who aren't school oriented. Still get a good job.
- I like the Whaa? and the Duh... It was fun to read.
- Easy to compare. I would want an easy comparison like this.

How does it connect to your career goals?

- There is a difference in waiting four year or four weeks. It is way shorter and you can start making money for yourself.
- Using the word professional is very persuasive in this.
- I don't want to be in a lot of debt out of college so that relates to me.

Chat comments:

- The ad is simple and isn't too confusing when you look at it. It compares a common job to truck driving and offers the pros of choosing trucking instead of an office job.
- This ad invokes negative feelings the guy looks mad.

When reviewing advertisement No. 13, the first participant asked if this is actually real. Possibilities of life on the road, how to decorate and more were voiced. Some hoped for color in the ad and commented that it seemed cold. Some thought homey touches like plants and blankets would be good too. In general, participants seemed energized by this ad despite the length of the focus group at this point.

Video of Ad 13
Focus Group
https://youtu.be/h0avQb-si0M

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ADVERTISEMENT 13

Verbal Discussion:

- Is this actually real? They actually look like this? I am surprised. There are a bunch of jobs that look one way and then turn out another way.
- Image and welcome home don't match. Looks sterile. Needs a plant, book or some personal items.
- Needs a warmer colors to make it look less like steel or cold.
- Typically people look at trucks from movies but this really surprised a lot of people. You can see the microwave and everything. Neater and surprising. A lot of people will consider it more.
- I agree. People say it is cramped but this opens it up a lot.
- Appeals to group of people who like flipping vans and buses into tiny homes and drive them around. This is like that.
- It looks like a clean slate and you can look at it and imagine how you would make it your own home.

How does it connect to your career goals?

- I think I could live in something like this. If I was by myself, it not that small for me. The truck looks really nice and it looks like t a great place to live and travel.
- Work and travel without hotel accommodations.
- Emphasized on this tiny house you don't have to take out loans for a house. You get paid for this nice little living space.

Chat comments:

- It looks futuristic but a little dull.
- I like how comfy the home looks and it inspires me to want to pursue a career that will make me have this comfy.

When reviewing advertisement No. 14, nearly every participant liked the environmental message. Most used words like evolving towards better trucks and they seemed satisfied with progress. This particular image was dark and shows a garbage truck, which had some negative appeal. The statement about new generation of drivers, they said, might be interpreted that old drivers wouldn't care about the environment. Some thought the previous truck (Mack Anthem) with an environment message might be a good combination

Video of Ad 14
Focus Group
https://youtu.be/Gdn5EfY-M_s

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ADVERTISEMENT 14

Verbal Discussion:

- Good for the environment. That is more important nowadays. They are steering towards being better for the environment. That will encourage people.
- The zero emissions and gas makes you want to look more into it. It is evolving just like the world is. That is really cool and would make me want to look into it more.
- The truck looks like it is in a garage. I like the message though.
- It would be cool if it was in nature with more green to reiterate it is good for the environment.
- From what I know the more emission regulations you have the more problems. One little nick in a wire can break you down on the highway.
- I think it will bring more attention to people who want trucking as a career.
- I am not sure about a new generation of drivers. It kind of bashes on old drivers.
- The graphic has environment and the new generation. It is reassuring that I will have a job, but it undermines those already in the business.

How does it connect to your career goals?

- I kind of like the previous one better. More positive vibe. This one seems less welcoming. Darker. Truck isn't as nice and comforting as the other truck.
- To me it is just a trash truck or dump truck. I don't want to be around garbage.
- What if you run out of electricity in the middle of nowhere. I would want to stay away from this new version of truck.

Chat comments:

- It's appealing for people who want to do this job without impacting the environment negatively.
- I like that it is good for the environment and eco-friendly. Which isn't something that most people would think of when they think of truck driving. I also like that the environmental text is green.
- The technology advancement that makes the truck good for the environment is making everything amazing as people can live without any worries.
- It reminds me of how conserving energy and reducing by-products truly benefits the world, and it appeals to people who want to make that difference.
- This ad shows how trucking is becoming better for the environment by showing that their trucks don't use gas or have emissions. It shows you can drive a truck while helping people and the environment.
- It would be cool if the picture was in nature a bit more.

When reviewing advertisement No. 15, participants were surprised again. They reinforced the need to show personal items in a realistic room. Many of them liked the idea that breaks are important and a place to take a break in peace is appealing. More comments included comfort and technology.

Video of Ad 15
Focus Group
https://youtu.be/kDzq1-6AI2I

Should not be copied or distributed.

ADVERTISEMENT 15

Verbal Discussion:

- I like how it says nutha level. Unique compared to traditional ads.
- Looks really comfortable. I want to go in there and chill.
- You see posters, coffee, lots of personal stuff.
- Reminds me of how campers are and you don't have to sleep in your reclined chair all scrunched up. You can stretch out and relax.
- Very comforting. I can just go there. More homey. Personalized stuff. I would be able to do that.
- When you are at other jobs, there is usually a boss there to scare you so you can't relax. It is another level of relaxing.
- It looks comfortable. I would do that on my couch. Background lots of technology.
- I think it shows you can relax, but for some future generations, people in my school might take advantage of it and forget the work.

How does it connect to your career goals?

- He is taking a break and in my future, I hope to take a break sometimes.
- Same thing. Looks fun and comfortable. I want a job like that.
- I was considering truck driving for exploring, this makes me less worried about nights in a parking lot. I would have a bed to lay in.
- I feel like with an ad that appeals to someone who likes to be alone, this appeals to me again. Independence attracts me to this industry.

Chat comments:

- Looks cozy.
- I like this ad because it shows that truckers also get breaks from driving.
- It shows that when you're not driving you can personalize your own break think possibly having the window slightly opened or like sunlight hitting it would make it seem a bit more homey so people don't feel a little claustrophobic.
- This relates to my future career because I want to be able to enjoy my free time/break without interruptions or distractions.
- He's wearing casual clothes which makes it feels more relaxed.

POST SURVEY DISCUSSION

What was your favorite message?

- My favorite was the hurricane one with all the smiling workers.
- I liked how each ad was not completely the same and had different varieties.
- I really like the nature ones and the ones that show truckers helping others.
- Trucks can be homes and nature ads were best.
- Real people saying quotes were good.
- I like the real people and being there for your community
- I liked nature and adventure. Those were cool. The inside with comfort and relaxing, easy-going versus what people think. It will intrigue more people.
- I liked different part of driving like helping community.
- I liked all the different aspects of truck driving. This gave a bunch of different perspectives.
- You are getting comfortable, helping the community, no tiny office. All put together a great grasp on the industry.
- This was an overall positive experience, thank you!

Do you see trucking differently now that you've engaged in the group?

- Yes. I was able to see the many different aspects of the industry, which is an industry that is not only important, but a great opportunity to explore the world, discover new tech, and enjoy and independent and rewarding job.
- It helped give some good views on how adventurous trucking can be and how relaxing it could be during breaks. I think this helps to make trucking look more easy going and fun.
- Yes. I have always thought that you had to sleep in your seat and it was kind of dirty. In reality, you have tons of room and you even have a bed.
- I somewhat do. I know way more about what trucking is actually like. It is definitely something I'd consider more after the focus group.
- Yes. I didn't know how enjoyable the life of a tuck driver can be, and I learned that truck driving is more than just driving a truck.
- Yes. It's more interesting to me now that I see what trucks really look like inside and how cool it is.
- Not really. Before this I was grateful for truck drivers before, but it is not the career for me.
- Yes. I learned a lot more about the trucking industry than I knew before.
- Now I see it's more about helping instead of just a long drive.
- No. Because I know some of the people that do it for a living.
- Yes. I didn't really think about it like that before.

What new things did you learn about trucking?

- I learned about how there are new innovations in the trucking industry, more technology is being added to the vehicles. I learned about the importance of trucking when it comes to aiding communities and reaching out to people during catastrophes.
- I learned that there are some trucking companies that are eco-friendly. I also learned that truckers are more important than many people give them credit for.

POST SURVEY DISCUSSION

What new things did you learn about trucking?

- What the inside of trucks actually look like, benefits of being a truck driver, requirements to be a truck driver, and much more.
- What all they do during there long days or work. And that its not just driving around all day.
- Trucks can have huge interiors that look like a camper and that trucks be eco friendly.
- I had no idea the inside of truck could be so relaxing and even have a microwave in it.
- I learned that they can live in the back of the trucks and get to travel a lot.
- That the inside of the truck looks different, New and spaciest.
- The type of job it is what it entails being on the road a lot.
- They have a homey touch to the trucks.

Did this focus group change your perspective on trucking? How?

- I had only ever seen trucking as my father's job, I never really cared to take a closer look at it. In doing so, I had missed out on so much. Luckily, all of this was highlighted to me yesterday, like the beauty of the traveling aspect, along with small quarters in the back to rest. The importance in outreach that is provided through trucking, as well as the importance in a technological standpoint. Because of all of this, I now see this industry as a more diverse job that has so many incredible opportunities, and so much to offer.
- Yes, this focus group offered new information about trucking that I never knew of before. After this group, I would consider a career in trucking.
- It kind of did. Trucking is more of an option for me now than it was before, but I won't be considering it for a career.
- It made me realize that it is more than just getting things from one place to another. Trucking helps out communities.
- Not really, as I said before I am grateful for the trucking industry but it is not the job for me.
- Yes, trucking sounds like a job option that is community and service oriented.
- Yes, it made it seem like a better option than it appeared to be before.
- It made me think about all the work they constantly work.
- No, I am still interested in trucking.
- Yes I'm more open to it.

Video of Wrap up of
Focus Group
https://youtu.be/MKSRHccuRp8

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copied or distributed.*

POST SURVEY DISCUSSION

Are you glad you did this focus group?
11 out of 11 said yes

Were objectives made clear within the first 15 minutes?
Yes - 10; Somewhat - 1

Did you have an adequate chance to speak up even in the presence of people you don't know?
Yes - 9; No - 1; Maybe - 1

Focus group was:
The right amount of time - 10; Too long - 1

Before this group, had you considered a career in trucking?
No - 9; Yes - 2

Please provide any advice on ways to communicate with others in your age group regarding the possibility of a career in trucking?

- Videos highlighting stories of real peoples' experiences, and how they believe that they've impacted the world. Visit schools (post-pandemic of course) to talk to kids about the importance of trucking and to have people talk to them about how amazing it is.
- Advertisements should not have a ton of words because we don't like to read a lot. The photos should look nice that we would want to stop and look at it. Make sure the message you are trying to send is clear as some may not understand if we have to infer it.
- Keep pointing out all of the positive aspects of it, try to make the adds eye catching, and keep doing focus groups like this to get honest thoughts. I personally liked the adds were people were happy and helping others.
- My only issue was with my mic and picture. It took a while to load so I wish we would've had a bit more time in the beginning but that's not the fault of anyone constructing the study.
- I would like to speak to other kids on meetings and so on about all trucking and possibly others in my age group like to see things that mention spending less money and having good benefits.
- I don't have much advice, other than give people the ability to speak with someone in this field.
- Find ways to explain what trucking actually looks like.
- Be more specific with perks and benefits of trucking.
- Show some of the problems of trucking.
- I think this group did well.

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