

KING OF THE ROAD

THE MOSTLY SCIENTIFIC & NEARLY INDISPENSABLE
Atlas Survey of Van Operators

09

340 Atlas professional van operators from across the country participated this year, representing at least 43 states in the U.S. This is the second highest number of Atlas professional van operators participating in the survey since it began in 2003!

1. How long have you been a van operator with Atlas? (336 respondents)

- 10% Less than 1 year
- 21% 1-3 years
- 15% 4-6 years
- 11% 7-9 years
- 43% 10 years or more

2. How many weeks per year do you spend on the road? (334 respondents)

- 25% Less than 20 weeks
- 20% 20-30 weeks
- 31% 31-40 weeks
- 23% More than 40 weeks

3. How many miles per year do you normally drive your truck? (334 respondents)

- 27% Less than 50,000
- 38% 50,000-74,999
- 25% 75,000-99,999
- 8% 100,000-124,999
- 2% 125,000 or more

4. Why did you choose to join Atlas as a van operator? (333 respondents - Exceeds 100% due to multiple responses)

- 32% Money/Miles
- 27% Advancement opportunities
- 22% Driver respect
- 18% Home time
- 4% Equipment
- 4% Atlas Agent
- 4% Family/friend influence
- 3% Agent changed to Atlas
- 13% Other (changed companies, referral/recommended, reputable/good company, needed job/employment, etc.)

5. Would you recommend Atlas to friends or colleagues on the road? (328 respondents)

- 95% Yes
- 5% No

6. What is the best part of being a van operator? (334 respondents - Exceeds 100% due to multiple responses)

- 48% Meeting/working with people from across the country
- 38% Freedom of the highway (not working in an office)
- 33% Entrepreneurship (run own business)
- 12% Being a part of the trucking community
- 4% Other (money, employment, Atlas, etc.)

7. What is your level of satisfaction with being an Atlas van operator? (337 respondents)

- 41% Extremely satisfied – I love my job!
- 39% Reasonably satisfied – life's good!
- 13% Somewhat satisfied – OK overall
- 6% Could be better
- 1% Other (just started, etc.)

8. When you're on the road, which of the following do you use? (336 respondents - Exceeds 100% due to multiple responses)

- 95% Cell phone
- 50% CB radio
- 38% Laptop
- 30% Internet/email
- 22% IdleAire
- 14% Blackberry/Treo/other similar device
- 1% Pager

9a. When you're on the road, how often do you have access to a computer? (332 respondents)

- 36% Daily
- 14% 2-3 times a week
- 8% Once a week
- 7% 2-3 times a month
- 34% Never
- 2% Other (when home/needed, etc.)

9b. If you use a computer, what do you typically use it for? (260 respondents - Exceeds 100% due to multiple responses)

- 63% Internet access
- 62% Email
- 36% Work
- 17% Games
- 14% Music
- 4% Other (navigation, finances, movies, etc.)

10. If you had to choose the most scenic stretch of highway in the United States, where would that be? (277 respondents - top 3 responses)

- 15% I-70 Colorado/Utah/Kansas/Pennsylvania
- 13% I-90 Washington/Idaho/Montana/Wyoming/Pennsylvania/New York
- 8% I-10 California/Arizona/New Mexico/Texas/Louisiana/Florida



11. If you had to choose the most boring stretch of highway in the United States, where would that be?
(294 respondents – top 3 responses)

- 33% I-10 California/Arizona/New Mexico/Texas/Louisiana/Alabama/Florida
- 12% I-80 Nevada/Utah/Wyoming/Nebraska/Iowa/Ohio/Pennsylvania
- 9% I-70 Colorado/Kansas/Missouri/Ohio

12. Which highway do you think is the safest?
(244 respondents – top 3 responses)

- 34% I-10 California/Arizona/New Mexico/Texas/Louisiana/Mississippi/Alabama/Florida
- 16% I-80 California/Nevada/Utah/Wyoming/Nebraska/Iowa/Illinois/Indiana/Ohio/Pennsylvania
- 9% I-90 Washington/Montana/Wyoming/Minnesota/Wisconsin/Illinois/Indiana/Ohio/New York

13. How often do you stay at a hotel while traveling for work?
(334 respondents)

- 9% Daily
- 18% 2-3 times a week
- 13% Once a week
- 35% 2-3 times a month
- 8% 12 times a year or less
- 14% Never
- 2% Other (only when needed, breakdowns, etc.)

14. What are the most important factor(s) when choosing a hotel at which to stay?
(325 respondents - Exceeds 100% due to multiple responses)

- 50% Price
- 46% Location
- 25% Quality
- 19% Truck parking/access
- 17% Perks (i.e. free breakfast, internet access)
- 2% Other (cleanliness, pets, restaurants, etc.)

15. While on the road, which hotel chain is your favorite place to stop for the night?
(322 respondents - Exceeds 100% due to multiple responses)

- 36% Super 8
- 30% Days Inn
- 21% Motel 6
- 17% Best Western
- 9% Holiday Inn/Holiday Inn Express
- 8% Econo Lodge
- 8% Hampton Inn
- 8% Quality Inn
- 4% Red Roof Inn
- 2% Comfort Inn
- 1% Drury Inn
- 3% Other (La Quinta, Ramada, Ritz, cheapest/closest, etc.)

16. Which antacid gets rid of heartburn the quickest?
(297 respondents)

- 31% Tums
- 25% Rolaids
- 12% Zantac
- 7% Pepcid
- 5% Pepto-Bismol
- 4% Mylanta
- 5% Other (Nexium, Prilosec, Gaviscon, Alka-Seltzer, milk, etc.)
- 15% None/Don't use

17. What is your favorite fast food restaurant?
(334 respondents - Exceeds 100% due to multiple responses)

- 32% Subway
- 15% Kentucky Fried Chicken (KFC)
- 15% Wendy's
- 13% Arby's
- 11% Taco Bell
- 9% McDonald's
- 6% Hardee's
- 6% Burger King
- 6% Other (Popeyes, In-N-Out Burger, Jack-in-the-Box, etc.)
- 8% I don't eat fast food.

18. What is your favorite snack while on the road?
(333 respondents - Exceeds 100% due to multiple responses)

- 36% Fresh fruit
- 22% Planter's Peanuts/Mixed nuts
- 14% Doritos
- 13% Reese's Peanut Butter Cups
- 11% Lay's Potato Chips
- 11% M&M's
- 7% Little Debbie Snack Cakes/Cookies
- 3% Sunflower seeds
- 3% Pretzels
- 2% Jerky
- 1% Trail mix
- 10% Other (crackers, popcorn, Snickers, veggies, etc.)

19a. When I'm on the road and have the radio on, most likely I'm listening to (style):
(337 respondents - Exceeds 100% due to multiple responses)

- 37% Classic 60's, 70's & 80's
- 30% Country
- 24% Rock and Roll
- 23% National Public Radio or talk radio
- 5% Christian
- 4% R&B/Rap/Hip-Hop
- 3% News/Sports
- 2% Classical
- 1% Nostalgia
- 7% Other (blues, oldies, audio books, Spanish/Hispanic, etc.)



19b. When I'm on the road and have the radio on, most likely I'm listening to (system):
(327 respondents - Exceeds 100% due to multiple responses)

- 55% FM/AM stations
- 48% Satellite radio
- 13% iPod/MP3 player
- 4% Other (CD player, laptop)

20. What are you doing to be more eco-friendly while on the road?
(320 respondents - Exceeds 100% due to multiple responses)

- 38% Throw aluminum, glass and plastic containers in recycle bins
- 33% Use PrePass
- 31% Use IdleAire
- 28% Use reusable drink containers
- 26% Use reusable grocery bags
- 18% Use generator/APU
- 12% Use biodiesel fuel
- 3% Don't idle/less idling of truck
- 4% Other (reuse items, plan fuel stops, etc.)

21. Who builds the best tractor?
(337 respondents - Exceeds 100% due to multiple responses)

- 38% Kenworth
- 22% Freightliner
- 19% Peterbilt
- 17% Volvo
- 8% International
- 2% Western Star
- 3% Other (Mack, Marmon, etc.)

22. Who makes the best tires?
(332 respondents - Exceeds 100% due to multiple responses)

- 36% Bridgestone
- 32% Michelin
- 19% Goodyear
- 11% Yokohama
- 10% BFGoodrich
- 4% Firestone
- 2% Other (Continental, Kelly, Toyo, etc.)

23. Which brand of motor oil do you use most often?
(337 respondents)

- 40% Shell ROTELLA
- 31% Mobil Delvac
- 16% Chevron Delo
- 6% Castrol
- 5% Pennzoil
- 3% Valvoline
- 2% Other (Amzoil, Coastal, GTX, Schaeffer, etc.)

24. What is your favorite truck stop chain?
(335 respondents - Exceeds 100% due to multiple responses)

- 44% Petro
- 24% Flying J
- 21% Pilot
- 16% TA (Truckstops of America)
- 10% Love's
- 1% AMBEST
- 1% Other (cheapest fuel price/closest)

25. While on the road, how many times have you stopped to aid another motorist?
(335 respondents)

- 49% Once or twice
- 21% 3 to 10 times
- 14% More than 10 times
- 16% I've never aided another motorist

26. Which state has the best rest stops?
(221 respondents - top 3 responses)

- 20% Florida
- 17% Ohio
- 16% Texas

27. Who has the best coffee?
(282 respondents - Exceeds 100% due to multiple responses)

- 43% Dunkin' Donuts
- 21% McDonald's
- 20% Starbucks
- 12% Truckstops/Gas stations
- 9% Other (me, my wife, 7-11, Flavia, Hill's Bros., Tulley's, Waffle House, etc.)

28. You've had your morning coffee, what do you drink the rest of the day?
(335 respondents - Exceeds 100% due to multiple responses)

- 71% Water
- 22% Tea
- 21% Gatorade
- 14% Pepsi/Diet Pepsi
- 13% Juice/Fruit drinks
- 12% Coke/Diet Coke
- 10% Mountain Dew/Diet Mountain Dew
- 7% Other (more coffee, Dr. Pepper, energy drinks, Vitamin Water, etc.)



29. What is the most difficult part of life on the road?
(331 respondents - Exceeds 100% due to multiple responses)

- 56% Eating right
- 24% Exercise
- 19% Keeping on top of finances
- 19% Staying in touch with family
- 18% DOT hours of service regulations
- 16% Paperwork
- 6% Work schedule
- 6% Getting my mail
- 5% Other (being away from family, log issues, etc.)

30. How do you exercise while on the road?
(323 respondents - Exceeds 100% due to multiple responses)

- 37% Walk/run at truck stops
- 33% Who has time for exercise?
- 21% Moving furniture/Work
- 13% Push-ups and sit-ups
- 9% Use the hotel gym
- 7% Use dumbbells
- 2% Jump rope
- 4% Other (find a gym, bike, walk/jog, etc.)

31. Okay, you're finally off the road. What's your favorite pastime when you're not working?
(334 respondents - Exceeds 100% due to multiple responses)

- 58% Hang out with family/friends
- 19% Go hunting or fishing
- 16% Have a relaxing dinner
- 11% Go on vacation
- 10% Go to a movie
- 10% Go to a sporting event
- 8% No contest...sleep!
- 2% Golf
- 2% Motorcycling
- 15% Other (camping, relaxing, motocross/dirt bike/offroading/ATVs, boating, work at home, old cars, etc.)

32. What is the most interesting or most unique thing you've ever loaded onto your truck?
(221 respondents - some of the more interesting items below!)

- 1000 lb. coffee roaster/grinder
- 1937 Plymouth Coupe (no wheels – I had to carry the car!)
- 1940 Dodge Pickup (in 220 pieces)
- 2 mini subs
- 8 ft. wooden camel
- Antique Asian crown
- Apollo Space Capsule/Rocket
- Baby grand piano
- Baseball Hall of Fame
- Dinosaur bones/exhibits
- Fine art (Monet, etc.)
- Flight simulator
- Former Emperor of Japan sculpture
- Harp
- Helicopters
- Ice cream truck
- Irish bar 36' long (antique)
- Iron lung
- Jets
- Rainbow Play System - King Kong Castle
- Mammogram machine
- Medieval suit of armor
- Missiles/Missile destroyers
- Mobile entertainment showroom with 14 big screen TV's
- Model of the Queen Mary
- Moon vehicle
- Anamatronic King Kong
- MRI (for pets)
- Papal chair
- Pompeii volcanic exhibit
- Race car
- Racing lawn mower
- Roy Rogers freight wagon
- Sailboats
- Tree roots
- White House press bags