



FALL 2024 DRIVER SURVEY

DATA DOWNLOAD: Examining Driver Opinions in Today's Driver Market



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INTRODUCTION

Recruiting and retaining truck drivers in today's market remains a challenge for fleets of all sizes. As the freight market improves, competition for drivers is increasing and driver retention is a top concern for carriers.

Conversion Interactive Agency and PDA have conducted extensive research with professional drivers, asking them about everything from how they're prioritizing home time vs pay to how many carriers they're applying to when searching for a job. The answers received provide carriers of all sizes with data and information that can help make impactful decisions for their business.

The results of this survey show clear data for each of the questions presented to the drivers as well as key takeaways for carriers to consider. Carriers are encouraged to use this information to help make decisions on the issues and business practices that affect drivers the most.

PARTICIPANT BREAKDOWN:

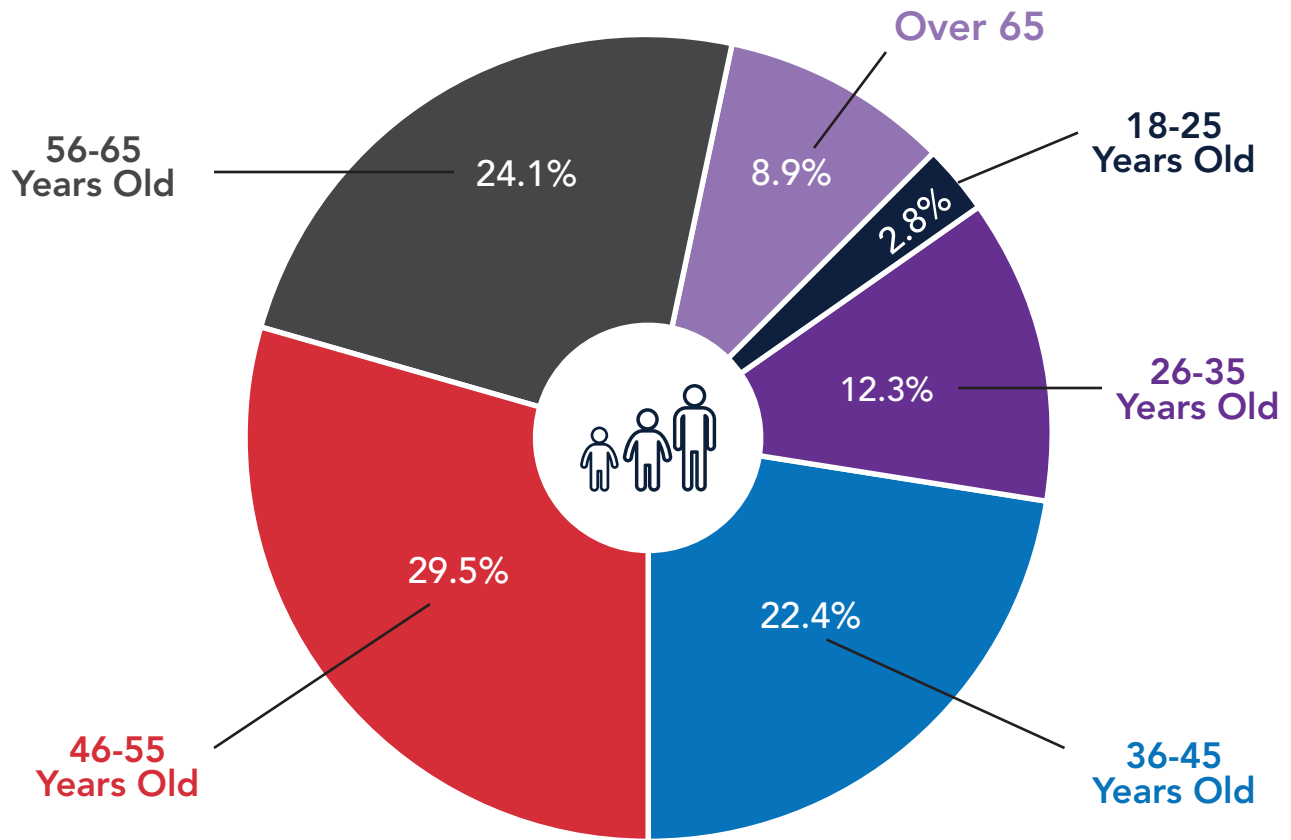
Total Surveys Sent: _____ **19,741**

Total Responses: _____ **1,933**

Response Rate: _____ **10.1%**



Q1. What is your age?

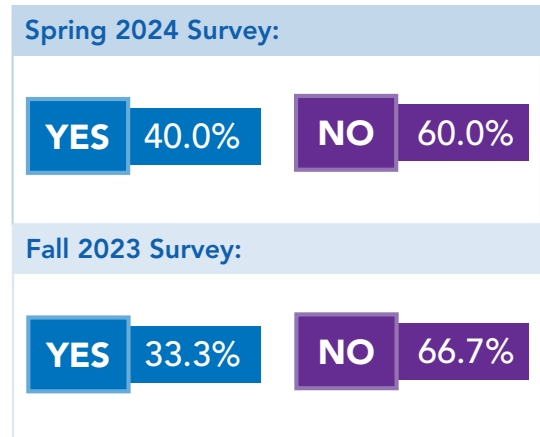
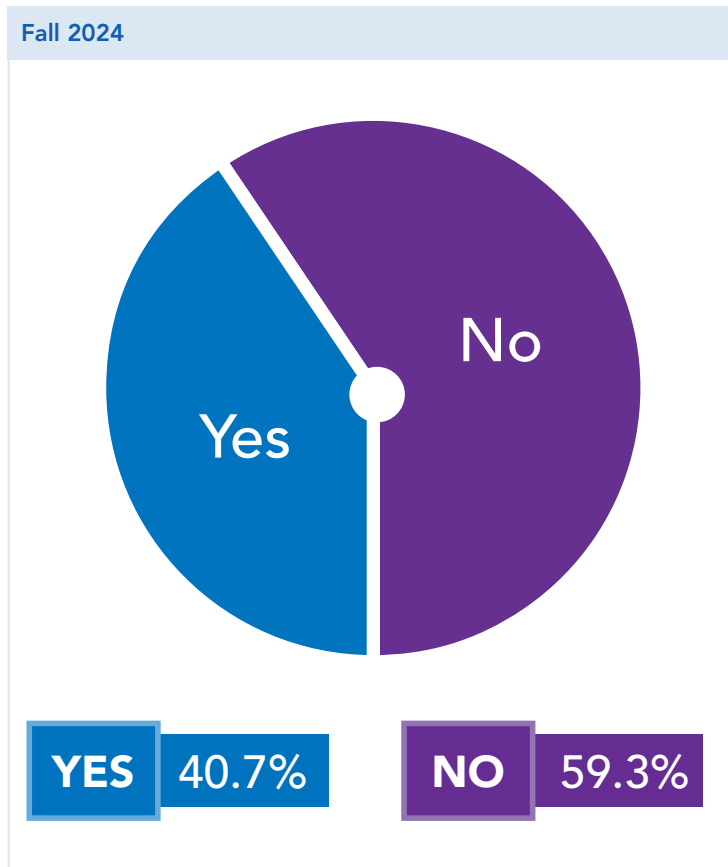


A	18-25	2.8%
B	26-35	12.3%
C	36-45	22.4%
D	46-55	29.5%
E	56-65	24.1%
F	Over 65	8.9%



Q2.

Are you currently looking for a truck driving job?



KEY TAKEAWAYS:

- This is the highest percentage of drivers indicating they are currently looking for a job since Conversion and PDA began tracking this number.
- Having clear and data-driven strategies in place to identify your at-risk drivers is critical to the success of your fleet today and tomorrow.
- Time is critical when it comes to retention. Proactive communication and a quick ability to identify drivers facing challenges are essential to address and resolve issues promptly.



Q3.

If you answered YES to Question 2, what are the reasons you are looking? (CHOOSE ALL THAT APPLY)

A Predictable pay	81.9%
B Better home time	65.7%
C Consistent miles	49.1%
D Better benefits	47.7%
E Better/new equipment	42.2%
F Feel disrespected at current job	30.3%
G Want to work for a smaller carrier	14.8%
H Want to work for a larger carrier	7.2%
I Other	1.8%

KEY TAKEAWAYS:

- Understanding what's important to drivers is a key component of how you craft your job copy. These reasons why drivers are looking for a new job should be part of your job descriptions.
- If you have premiere offerings related to these reasons, showcase those in your recruitment marketing efforts.
- Have a system to track driver pay by week and identify drivers who have had two bad weeks in a row.
- Drivers are still impacted by an imbalanced freight market.
- Drivers looking for consistent miles are up 11% from the Spring 2024 Survey.
- Driver sentiment around benefits is shifting significantly, with nearly a 25% increase in drivers seeking improved benefits since the Spring 2024 survey.
- Quality equipment remains crucial for retention, as it directly impacts a driver's ability to maintain consistent miles. The number of drivers seeking upgraded or new equipment has risen by 20% since the Spring 2024 survey.



Q4. If you answered NO to Question 2, why are you not looking?

A I'm happy where I'm driving	56.9%
B I'm waiting for the economy to improve	21.5%
C I need more experience	6.7%
D I'm an Owner/Operator	7.9%
E I've retired	5.9%
F Other	1.0%

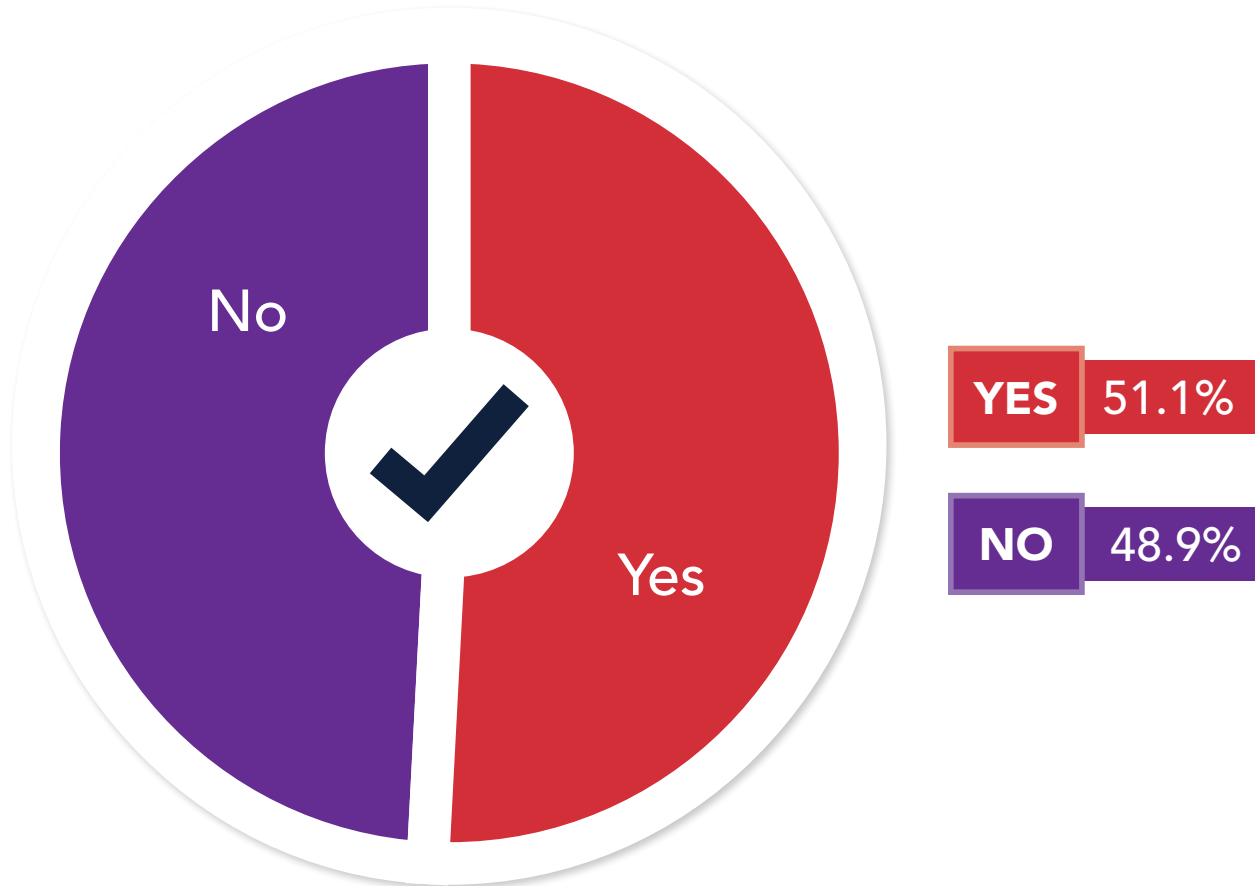
KEY TAKEAWAYS:

- As freight improves, turnover will rise. It's historically been true, and these responses reflect that as well.
- In Spring 2024, 16.2% of drivers said they were waiting for the economy to improve – this rose by 5% in this survey.
- If you combine the drivers who said they were actively looking for a job with the drivers who are waiting for the economy to improve you are sitting at 61% of drivers who are currently looking, or could be actively looking, soon.
- If you don't yet have a retention plan, make it a priority to start one today.
- If you don't know how much driver turnover is costing you, know that number. That is the first step to tackling driver turnover.
- Understand how much driver turnover is costing you—knowing this cost is the essential first step in addressing it effectively.



Q5.

Do you feel that 2025 will be a better year for truck drivers than 2024?



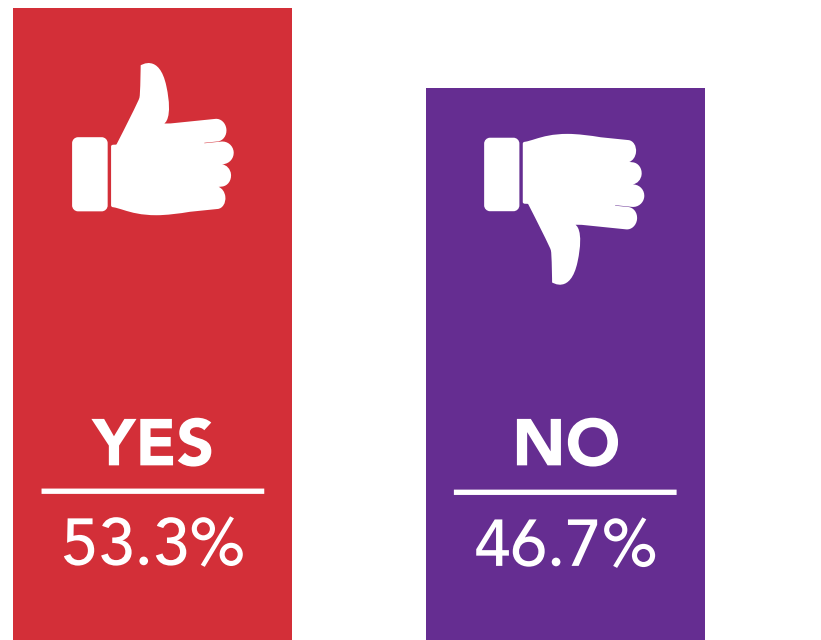
KEY TAKEAWAYS:

- Many drivers remain optimistic about the upcoming year, and economists are indicating a slow return for most freight sectors.
- If your freight is already showing signs of rebound, share that story with drivers—they're drawn to positive news and eager to hear it.
- Highlight freight improvements in your driver communication, and make noise over wins your sales team is celebrating.



Q6.

Do you feel valued and appreciated at your current job?



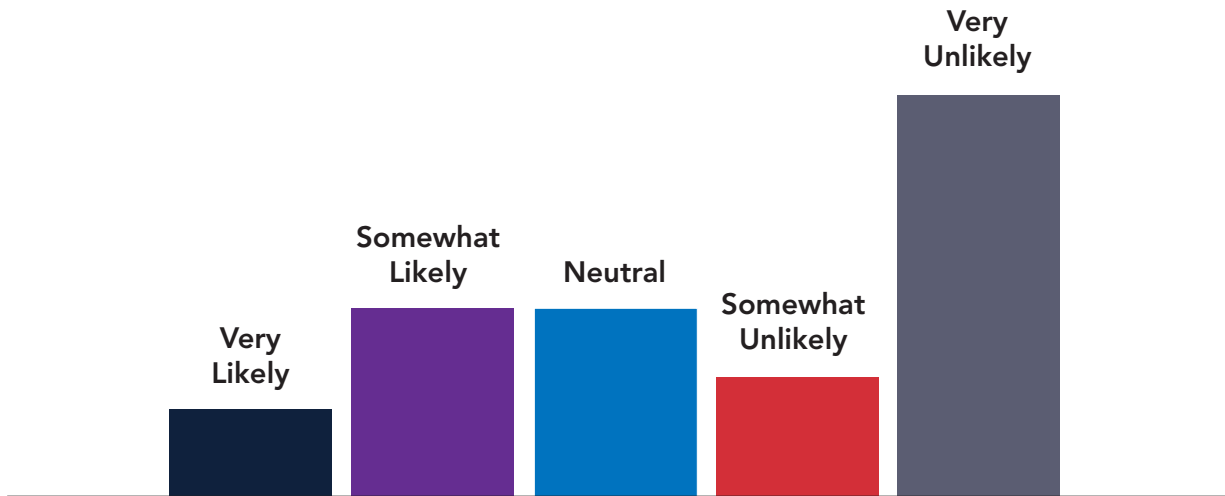
KEY TAKEAWAYS:

- Empathy is critical in your success of recruiting and retaining truck drivers in today's market. Mapping out what is concerning your drivers and effectively communicating your understanding of their pain points is a strategy fleets should be focused on today.
- How are you showing your drivers how much you value and appreciate them? If it took you longer than a few seconds to answer this question, you need to evaluate your driver retention strategy.
- An effective driver retention strategy requires staying closely connected with your driver community. Solutions like People. Data. Analytics. and the Q Texting platform are proven methods not only for gathering driver feedback but also for enabling quick responses to that feedback.
- Collecting feedback from drivers is crucial, but acting on it is even more important. If drivers see no response to their feedback, they may eventually stop offering it.
- Drivers define respect in various ways, including clear communication, keeping them in the planning loop, and ensuring their trucks are clean and inspected before assignment.
- The phrase 'you aren't just a number' is often used in the industry. Consider what it means to you and how you back up that statement. If you can't immediately list ways you make drivers feel valued, they likely feel like a number.



Q7.

How likely would you consider applying for a driving job with reduced pay if it offered improved home time?



A	Very likely: I would prefer more home time, even with a pay reduction.	8.9%
B	Somewhat likely: I would consider it, depending on the specifics of the home time and pay reduction.	19.2%
C	Neutral: I have no strong preference either way.	18.9%
D	Somewhat unlikely: I prefer to maintain my current pay, even if it means less home time.	12.2%
E	Very unlikely: I would not accept a pay reduction for more home time.	40.8%

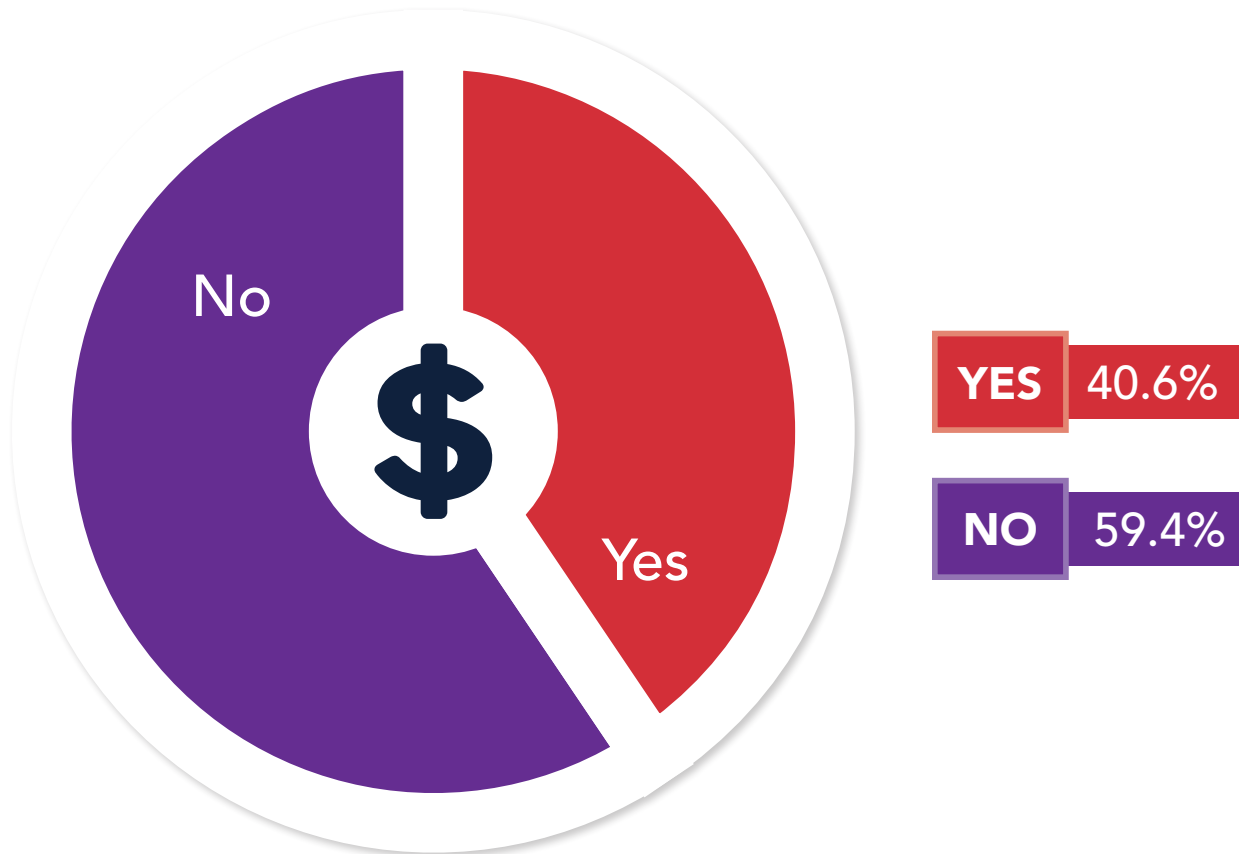
KEY TAKEAWAYS:

- This tug-of-war between pay and home time and how it ranks in a driver's career decisions is a common thread for drivers and carriers.
- Around 50% of drivers said they are open and would consider less pay for more home time.
- When it comes to selling opportunities with more or less home time in relation to pay, the important factor to consider is how well educated your recruiters are on selling your open driving positions. Solutions like Call Works Conversation Analytics from Conversion Interactive can help carriers train recruiters and identify areas for improvement in the conversations they're having with drivers.



Q8.

Are you earning more now as a truck driver than you were a year ago?



KEY TAKEAWAYS:

- Ideally, as the economy improves and freight momentum begins to churn, this will improve; however, as an industry this presents a challenge for retaining driver talent.
- All of the data we have seen in the industry points to the fact that predictable pay is the key to recruiting and retaining drivers in today's market.
- If miles are improving for drivers in your fleet, communicate that through driver testimonials and other marketing efforts to tell the story of predictable pay and success among your fleet.



Q9.

In your opinion, where could driver recruiters improve in terms of honest and transparent communication?

(PICK THE TOP 3 AREAS YOU BELIEVE NEED IMPROVEMENT)

A Pay and benefits	86.1%
B Equipment	39.9%
C Operations and Load Planning	63.6%
D Company Policies	32.1%
E Orientation and Training	26.7%
F Bonuses	44.7%

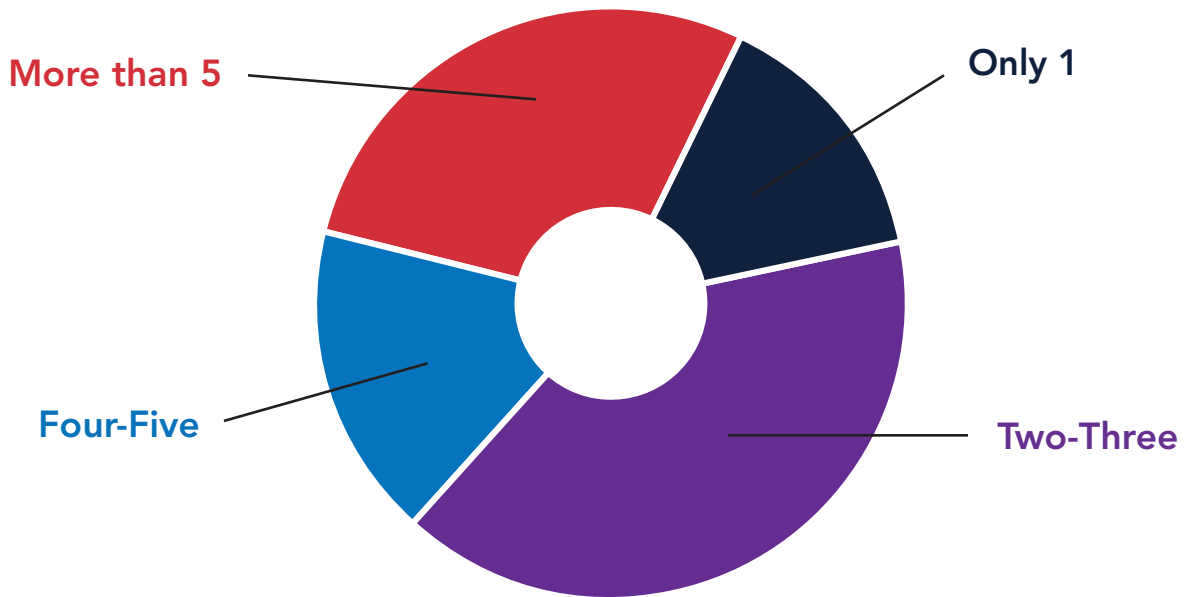
KEY TAKEAWAYS:

- In the past, we've asked drivers what their biggest pain point is during the recruiting process, and trust is the number one answer. What you are selling to drivers must be what you're delivering, or the trust factor will be broken and the chances you keep your drivers long term will diminish.
- Challenge your operations and recruiting teams to work together on identifying where the gaps are in the driver experience you're selling compared to what you're actually delivering. Drivers would rather hear the honest experience than be sold something they will never get.
- Don't wait until drivers leave to realize there's an issue. Have a program in place to proactively check in with new drivers to ensure their satisfaction.
- Expectations matter. Clearly define and communicate them during recruitment, orientation, and beyond.
- PDA has been engaging with drivers for 10 years, and in that time, not one driver has said that a carrier communicates with them too much.



Q10.

On average, how many different trucking companies do you usually apply to when seeking a driving job?



A Only 1	14.7%
B Two-Three	39.9%
C Four-Five	17.1%
D More than 5	28.3%

KEY TAKEAWAYS:

- 85% of drivers are applying to more than one job when searching for a new driving opportunity.
- Being first to connect with driver applicants is critical to your success. Using tools like Lead Assist Virtual Recruiter from Conversion Interactive, carriers can instantly connect with drivers.
- Fleets who are overcoming this are using technology to nurture leads, while recruiters are building authentic connections that lead to quality hires.
- An effective way to fill orientation classes is by actively following up on no-shows. Don't give up if a candidate misses orientation—instead, consider using a third party to contact them, understand the reason, and help them reschedule



Q11.

In the past year, how has your use of social media changed—has it increased, decreased, or remained the same?



A Increased	15.6%
B Decreased	27.0%
C Stayed the same	57.4%

KEY TAKEAWAYS:

- Facebook remains the top social media online hangout for today's truck drivers in the social media space.
- In Q3, 2024, carriers who partner with Conversion Interactive had over 1.9 million video views on social media.
- Engaging social media content can lead to driver leads and hires for your carrier.
- Truck driver leads from Facebook reels grew by 58% from Q2 to Q3, becoming one of the fastest growing lead sources for carriers.

TRUCK DRIVER SURVEY



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