



## FALL 2022 DRIVER SURVEY

# DATA DOWNLOAD:

Examining Driver Opinions  
in Today's Driver Market



[CONVERSIONIA.COM](http://CONVERSIONIA.COM) • [PDATEAM.COM](http://PDATEAM.COM)



## INTRODUCTION

The trucking industry is facing a number of challenges when it comes to recruiting and retaining drivers. In many cases, carriers are still struggling to find enough new drivers to keep up with demand, despite a softening freight market. In addition, retaining drivers remains a hurdle facing fleets of all sizes.

Conversion Interactive Agency and PDA have conducted extensive research with professional drivers, asking them about everything from their preference on sign-on bonuses to what specific issues might cause them to leave a carrier. The insights gathered provide a unique perspective on the challenges faced by the trucking industry.

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:** \_\_\_\_\_ **15,480**

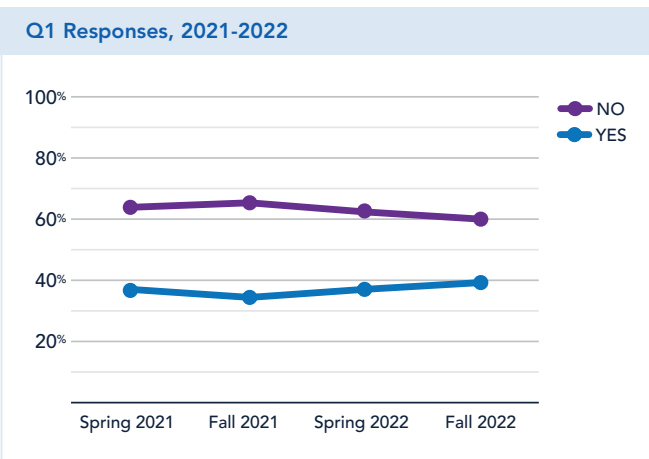
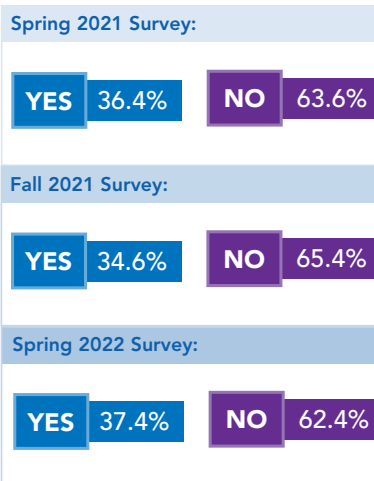
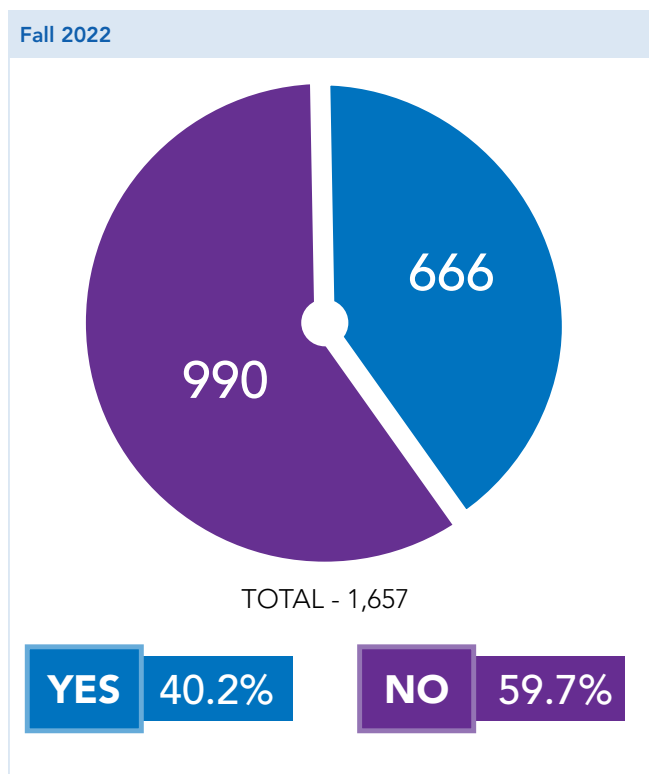
**Total Responses:** \_\_\_\_\_ **1,657**

**Response Rate:** \_\_\_\_\_ **10.7%**





# Q1. Are you currently looking for a truck driving job?



## KEY TAKEAWAYS:

- Truck driver job seekers have increased since our Spring 2022 driver survey.
- Typically, when freight softens, driver turnover tends to increase. Carriers should be paying close attention to issues relating to driver miles, compensation, and equipment during this time since we know from PDA's recent data download, these are the top concerns for drivers today.
- This number is up 3% from the Spring Driver Survey and is up 6% from the 2021 Fall Driver Survey.
- While a majority of drivers may not be looking for a job, jobs are looking for them. Drivers have options.
- While this seems to be a positive for carriers, it does not mean that those 60% are not a turnover risk.
- As the economy weakens, turnover will spike initially unless you are identifying drivers who are getting low miles and address this with them personally.



## Q2. If you answered “no” to the first question, why are you not looking for a job?

1.	I'm happy where I'm driving	592	59.8%
2.	I need to get more experience	203	20.5%
3.	I'm an Owner/Operator	46	4.6%
4.	I've retired from trucking	48	4.8%
5.	I'm afraid to make a move in this economy	67	6.8%
6.	Other	34	3.4%

TOTAL - 990

### Other

Personal	24	2.4%
Personal-Health	8	0.8%
N/A	2	0.2%

### KEY TAKEAWAYS:

- Again, while 60% say they are happy where they are, it only takes a couple of weeks of bad miles or a couple of bad experiences with equipment, communication, or personal issues to push them out the door.
- One-fifth of the drivers are just waiting until they have enough experience before they become a turnover problem.
- Almost 5% of drivers have indicated retirement from the industry. While that may seem low, imagine if 5% of your fleet retired.



## Q3.

Do you feel as though your miles have increased or decreased in the last 6-12 months due to lower freight volumes?

1. I haven't noticed	396	24.8%
2. Yes, my miles have decreased	352	22.1%
3. No, my miles have increased	150	9.4%
4. My miles fluctuate	433	27.2%
5. Yes, my miles have decreased, but for reasons other than lower freight volume	88	5.5%
6. Other	175	11.0%

TOTAL - 1,594

### Other

Training	61	3.8%
Not paid CPM	56	3.5%
Unemployed	54	3.4%
NA	4	0.3%

### KEY TAKEAWAYS:

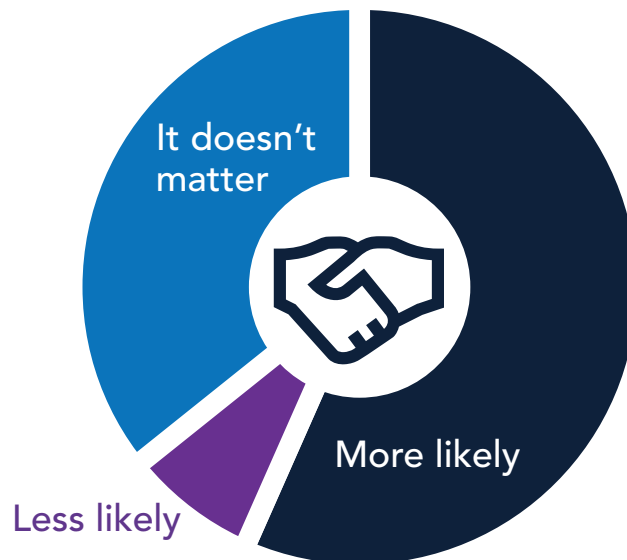
- Almost 50% say their miles have decreased or they fluctuate, meaning they are seeing an impact on their check.
- Currently, there doesn't seem to be a peak season, but freight volumes aren't terrible either. Freight is certainly softer now than it has been, but the concern will be if we see a more pronounced drop after Thanksgiving.
- Keep in mind, drivers that have entered the industry in the last 2 years have not experienced a 'normal' freight market. Any slowing of freight will be magnified with drivers new to the industry.
- Proactive communication with drivers during a slowing freight market is key.



## Q4. Does the offer of a sign-on bonus make you more likely or less likely to choose to drive for a carrier?

1. More likely	886	54.6%
2. Less likely	93	5.7%
3. It doesn't matter	644	39.7%

TOTAL - 1,623

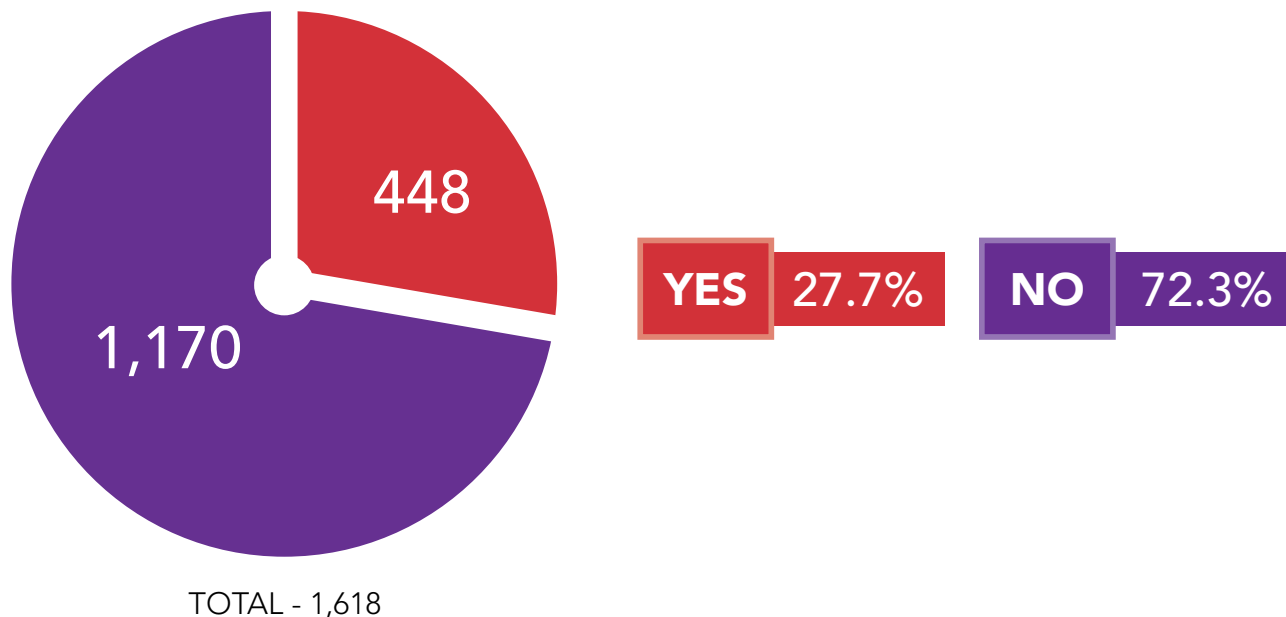


### KEY TAKEAWAYS:

- Today there are many differing opinions when it comes to sign-on bonuses and how drivers perceive them. Whatever your view is of them, it can't be denied that they do help in the decision to join a new carrier.
- Most drivers don't consider a sign-on bonus a "deal-breaker" regarding what carrier they're going to choose, but it's important to keep in mind to be sure you communicate clearly what the bonus is and how it's paid out so drivers understand how and when they will be compensated.



## Q5. Have shipper/consignee issues/delays ever caused you to leave a driving job?

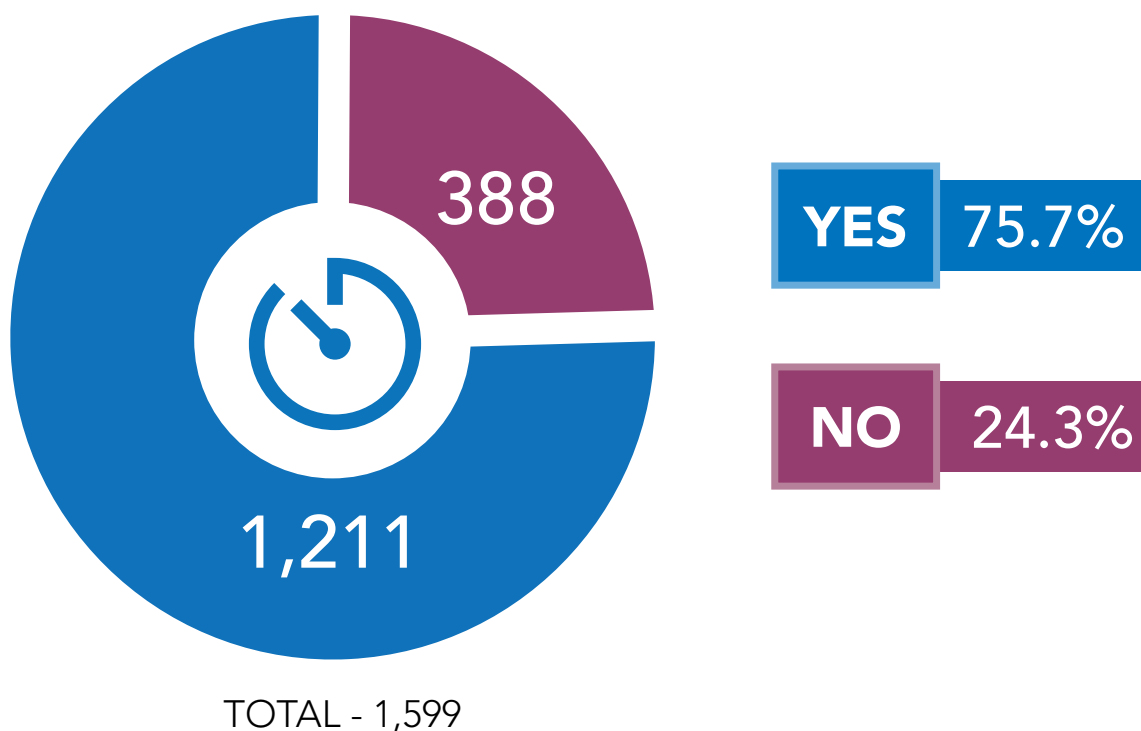


### KEY TAKEAWAYS:

- Not a surprise that 72.3% answered no. Drivers generally don't blame the carriers for these issues.
- However, carriers should have a way for drivers to report these issues as it gives carriers leverage in negotiations with customers.
- If you have drivers who are permanently on a difficult account, it will eventually impact your turnover.



## Q6. If you are experiencing issues/delays at a shipper/consignee, do you expect your carrier to fix it?



### KEY TAKEAWAYS:

- Working with and partnering with shippers/consignees on improving delays for drivers is critical to your driver retention goals.
- When asking customers to partner with you on improving delays for drivers, communication is often a key component for a successful partnership. Ask your shippers/consignees for a list of helpful tips for drivers at their locations, and post them, share them, and communicate them to your fleet. This should be a formal strategy in your driver retention plan.
- Although drivers don't hold these issues against the carrier, they do want you to fix it.
- As previously mentioned, have a way for drivers to report these issues, but more importantly you should have a way to communicate back what you are doing.
- Drivers who constantly report these issues don't understand that the carrier may not be able to fix these immediately, so communication is key.

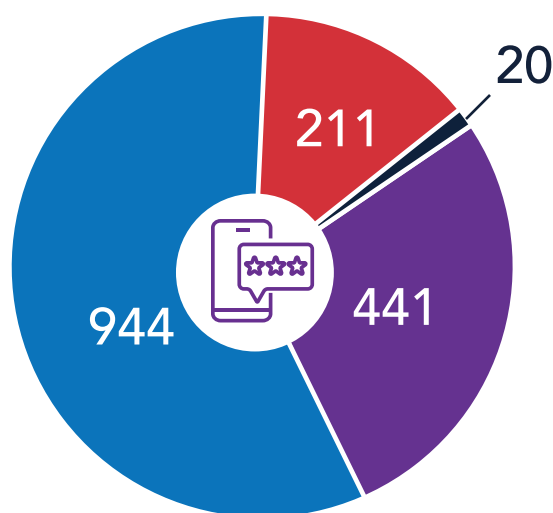




# Q7.

When looking for online driver reviews on carriers, do you just look at the star ratings or do you read the reviews?

---



TOTAL - 1,616

1.	I only look at the star rating	1.2%
2.	I read the reviews	27.3%
3.	I look at the star ratings AND read the reviews	58.4%
4.	I do not read online driver reviews	13.1%
5.	Skipped	41

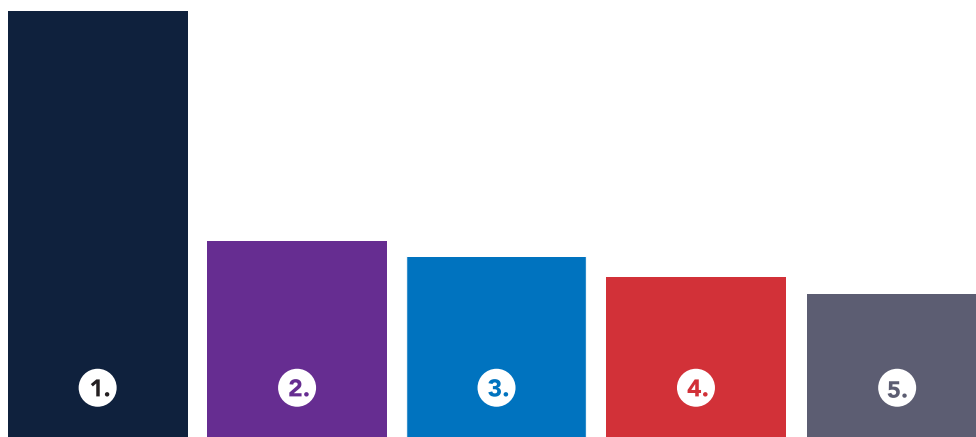
## KEY TAKEAWAYS:

- Almost 90% of drivers say they are interested in what your drivers have to say about your carrier.
- The data from this question makes a strong case for carriers to prioritize online reputation management; however, many fleets have no strategy in place today for improving online driver reviews.
- In previous driver surveys, respondents have shared they highly value online driver reviews as the first place they visit to find out about a carrier (74% said they go to driver reviews first).
- When you engage with drivers who are happy today driving for your carrier and ask them to post reviews, those reviews improve your overall ratings, and allow drivers to see positive reviews for your employer brand. However, if you have no strategy in place for contacting those drivers and asking for reviews, how can you expect your reviews to improve and your ratings to go up?
- Carriers should also remember that driver reviews are a valuable tool to use in determining where you focus your retention efforts. Frequently, fleets see common issues arise when they dig into their driver reviews. These issues can be addressed and dramatically impact retention.



## Q8.

We know drivers like being home daily; however, if daily home time isn't available, what is the minimum home time you would accept when looking for a carrier to drive for?



1.	Weekly	624	38.5%
2.	2-3 Times a Week	294	18.1%
3.	Biweekly	258	15.9%
4.	Monthly	230	14.2%
5.	I only consider home daily jobs	215	13.3%

TOTAL - 1,621

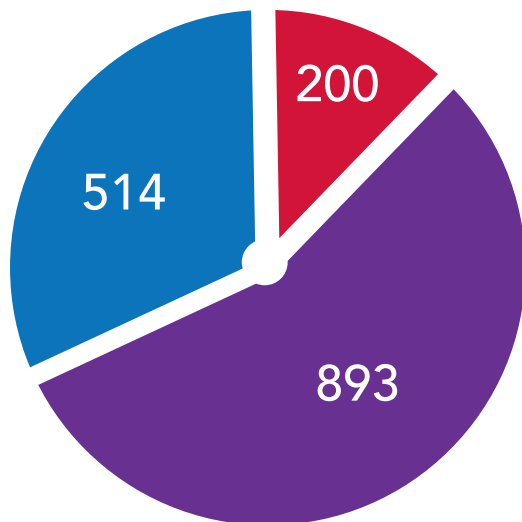
### KEY TAKEAWAYS:

- Effectively communicating your home time is critical to success in your recruiting and retention.
- Keep in mind, drivers have told us in previous surveys they are reluctant to trust recruiters, because they have been lied to in the recruiting process. Be honest regarding your home time policies on the front end, and it will help you improve retention long term.
- A clear process during recruiting to effectively communicate your home time policies will be key to hiring the right drivers and could save your turnover later.
- As drivers spend more time on the road, it will not be uncommon for them to desire to be home more often. If you have jobs that are home more frequently, make sure you are identifying drivers who want that and put them in those jobs before they quit.
- Oftentimes, drivers tell their driver managers they want to be home more often, and the driver manager doesn't always work with recruiting to get them on a different job.



## Q9.

If you have ever resigned from a carrier, was it one issue that caused you to leave or was it multiple issues that built up over time that caused your resignation?



TOTAL - 1,607

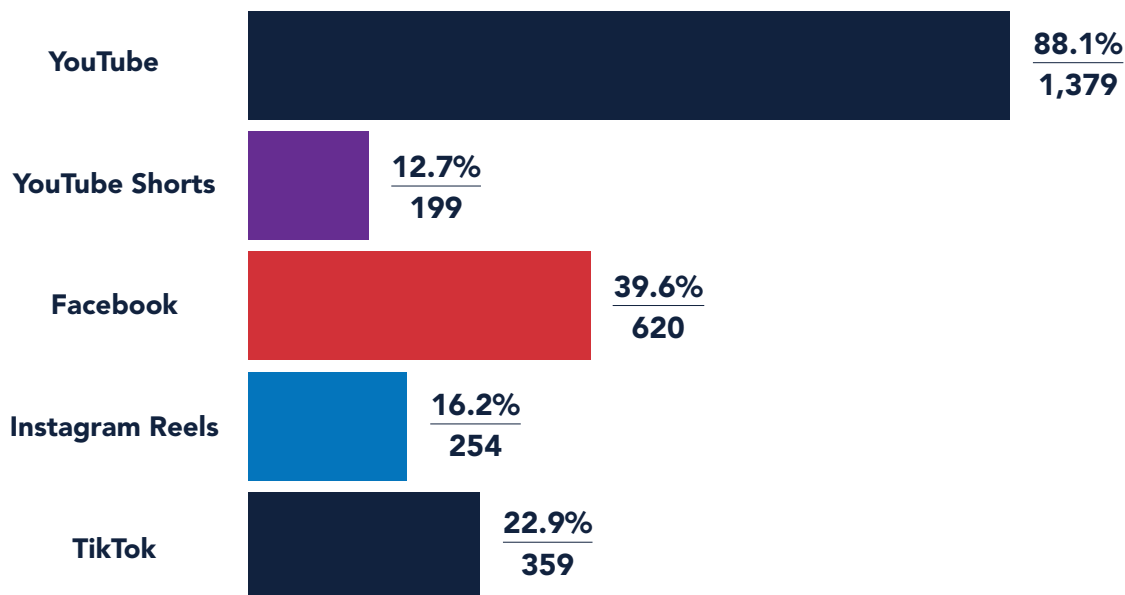
1.	One issue led me to resigning	200	12.4%
2.	Multiple issues led me to resigning	893	55.6%
3.	I've never resigned from a job	514	32.0%

### KEY TAKEAWAYS:

- Clearly, even the minor issues add up with drivers, so asking your fleet managers to have a good pulse on specific issues for specific drivers is essential for success in retention.
- Be knowledgeable about the issues that might be tied to your employer brand. What are you “known for” among the driver community? Ideally, you want that answer to be positive, but brands should be honest with themselves and identify the negative also so you can ward off any misperceptions about driving for your fleet.
- Although 12% said one issue led them to resign, carriers don’t normally know if there were several issues before that one.
- Making a good first impression will keep the driver from leaving after one issue. A good first impression starts with building trust. Trust will cause the driver to extend grace when there is an issue.
- If a mistake was made, own it. Drivers appreciate it when you are honest and take responsibility.
- Have a way to identify and quickly intervene with drivers who have had multiple issues so they can be given special attention to ensure they are getting good miles. Good miles will cure a lot of wrongs.



# Q10. Where are you most likely to watch videos online? (DRIVERS SELECTED UP TO 3 ANSWERS)



TOTAL - 1,565

## KEY TAKEAWAYS:

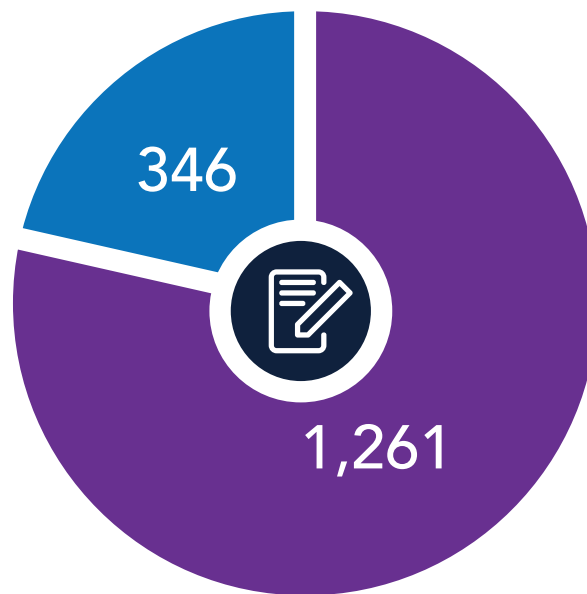
- If video isn't part of your overall recruitment marketing strategy, it is time to include video into your media mix. Remember, your video content doesn't have to be high-production video – smart phones produce excellent videos.
- Many drivers prefer YouTube. Incorporating YouTube advertising and video content on YouTube is a key strategy in showing up in the moments that count with drivers.
- Drivers referencing TikTok as a source for where they are consuming content increased from our Spring 2022 survey by almost 10%. Don't sleep on TikTok. Even if you're not seeing significant engagement on the TikTok platform, many carriers are seeing their TikTok content perform well on Facebook and Instagram.
- Because many fleets haven't yet implemented a formal strategy on (or off) the channel, TikTok content is a great strategy to implement if you're looking for a way to stand out among other carriers. To put it simply – TikTok isn't saturated with employer brands in transportation just yet – so get there now!



# Q11.

When applying for a new driving job, do you prefer to fill out a short form or a full application online?

---



1.	I prefer to fill out a short form	1,261	78.5%
2.	I prefer to fill out a long form application	346	21.5%

TOTAL - 1,607

## KEY TAKEAWAYS:

- It's no secret that carriers prefer a full application from drivers to start the recruiting process; however, drivers overwhelmingly prefer to fill out a short form.
- Nurturing your short forms through recruiting technology like Lead Assist has proven successful in saving recruiters' time and speeding up the process to get to the full application faster.
- If your recruiting department is only working short forms, you're missing out on potential qualified leads and hires.
- The data shows that many drivers are hired through multiple touchpoints, and the short form is a key component of gaining the pre-qualification information you need from drivers to start the recruiting process. Get the information you can as often as possible with a diversified media mix leading the driver to both your full application and short form.

# DATA DOWNLOAD



**CONVERSIONIA.COM**  
800.264.2690



**PDATEAM.COM**  
844.PDA.TEAM