

Survey 2019

Overdrive Connectivity Report

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Methodology

The following report examines the results of a survey that was emailed to *Overdrive* subscribers. The purpose of the survey was to gather information on how *Overdrive* readers use current technologies, such as smartphones and other mobile devices, computers, digital magazines and social media.

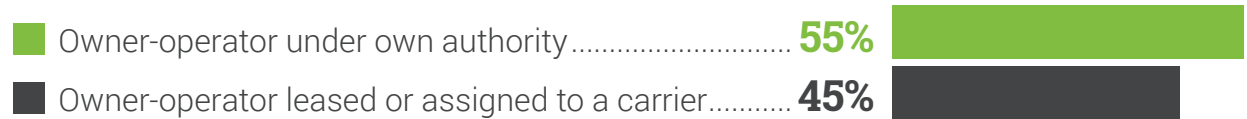
A total of 773 completed surveys (including those from 422 owner-operators with their own authority and 351 owner-operators leased or assigned to a carrier) were returned and are included in this report.

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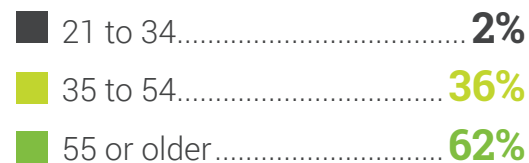
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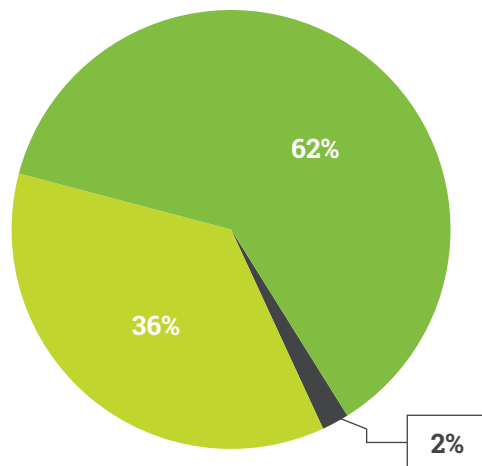
What is your primary job description?



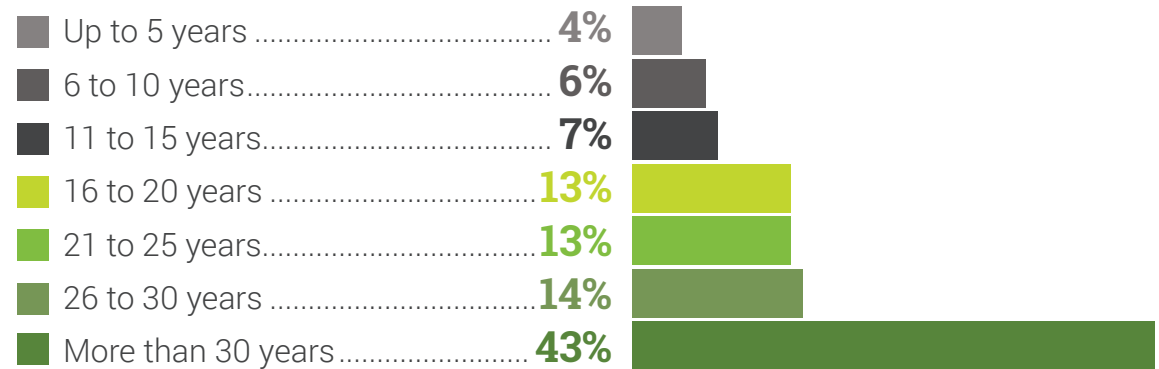
What is your age?



Average age: 56 years



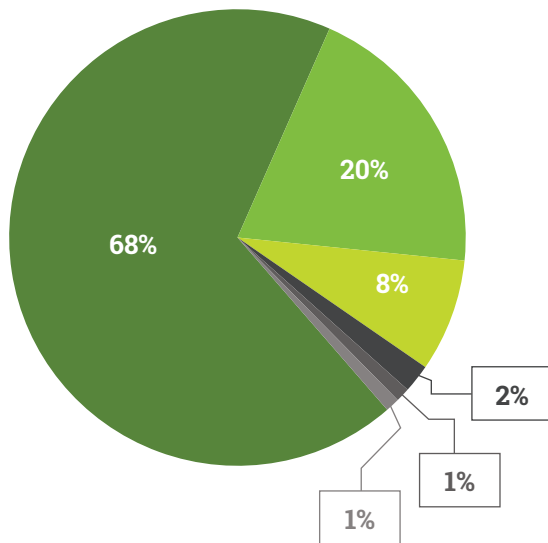
How many years have you driven a commercial motor vehicle?



Most owner-operators have more than a decade of experience driving trucks.

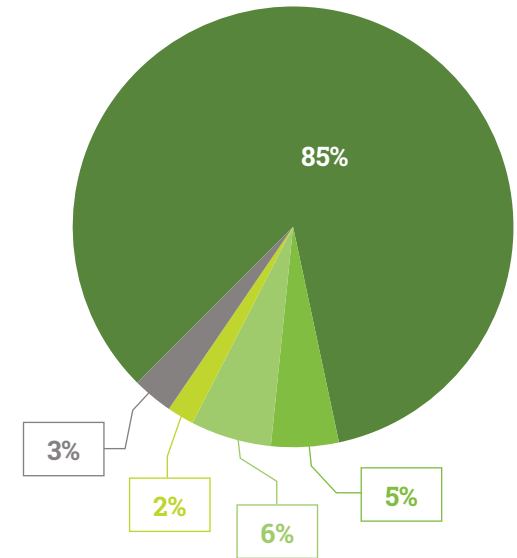
How many trucking jobs have you held in the last 5 years?

■ One	68%
■ Two.....	20%
■ Three.....	8%
■ Four.....	2%
■ Five.....	1%
■ More than five	1%



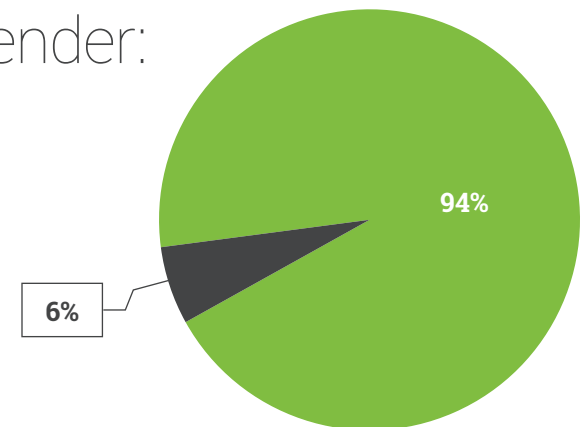
Please specify your ethnicity:

■ White.....	85%
■ Hispanic or Latino	5%
■ Black or African American.....	6%
■ Native American or American Indian ..	2%
■ Asian/Pacific Islander.....	0%
■ Punjabi.....	0%
■ Other	3%

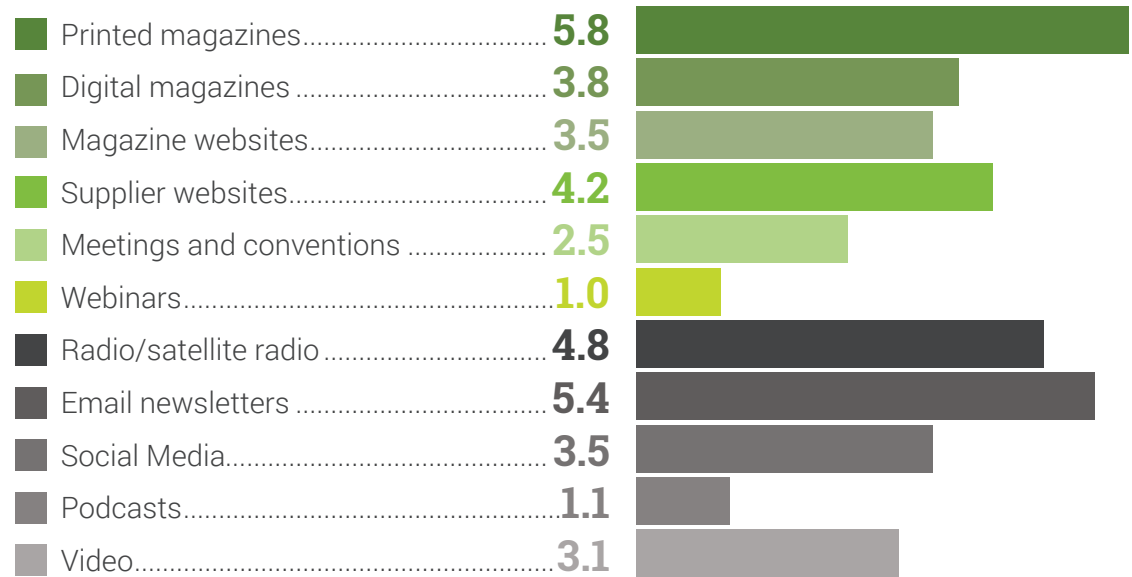


Please specify your gender:

■ Male.....	94%
■ Female	6%



On a scale of 0 to 10 (where 0 = never and 10 = constantly), how frequently do you use the following sources of information about the trucking industry?



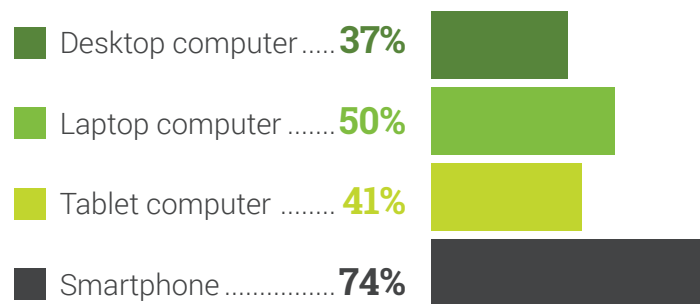
Source	0 - Never	1	2	3	4	5	6	7	8	9	10 - Constantly
Printed magazines	9%	8%	5%	7%	5%	12%	6%	8%	11%	8%	22%
Digital magazines	27%	10%	10%	6%	5%	10%	5%	7%	6%	5%	8%
Magazine websites	30%	10%	9%	7%	6%	13%	4%	5%	5%	4%	8%
Supplier websites	22%	7%	9%	8%	7%	12%	8%	7%	8%	4%	9%
Meetings and conventions	39%	13%	11%	7%	4%	11%	3%	3%	4%	4%	3%
Webinars	68%	10%	7%	4%	3%	4%	1%	1%	2%	0%	1%
Radio/satellite radio	25%	8%	6%	5%	4%	9%	4%	6%	7%	5%	21%
Email newsletters	12%	8%	7%	5%	6%	11%	7%	10%	10%	6%	18%
Social Media	41%	6%	6%	5%	3%	8%	4%	5%	7%	4%	12%
Podcasts	71%	7%	6%	4%	3%	4%	1%	1%	2%	0%	2%
Video	35%	7%	10%	8%	6%	10%	5%	5%	5%	4%	4%

If you could only receive trucking industry information from just one of the following sources, which would you choose?

Source	Average
Printed magazines	47%
Digital magazines	13%
Magazine websites	3%
Supplier websites	1%
Meetings and conventions	1%
Webinars	0%
Radio/satellite radio	9%
Email newsletters	17%
Social media	5%
Podcasts	1%
Video	2%

Most prefer to get information in print, but a multi-channel approach is still important.

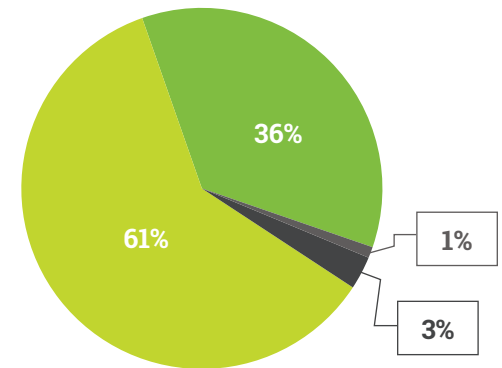
Which of the following do you use to access the Internet? (Check all that apply)



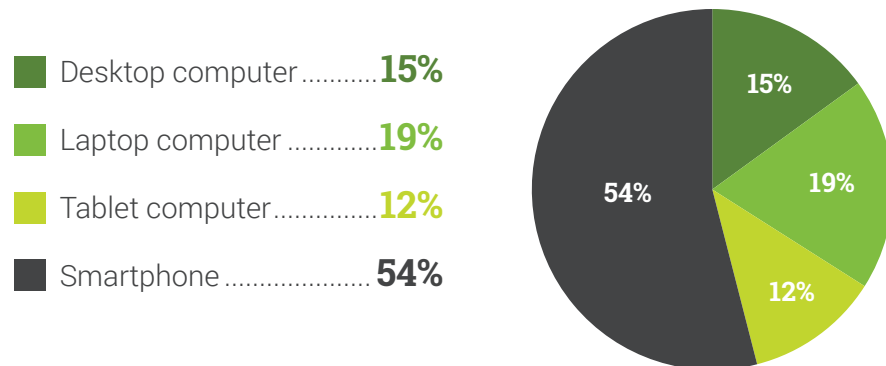
What smartphone/PDA operating system do you use most often?

(Check only one)

Only those respondents who said they use a smartphone to access the Internet received this question.

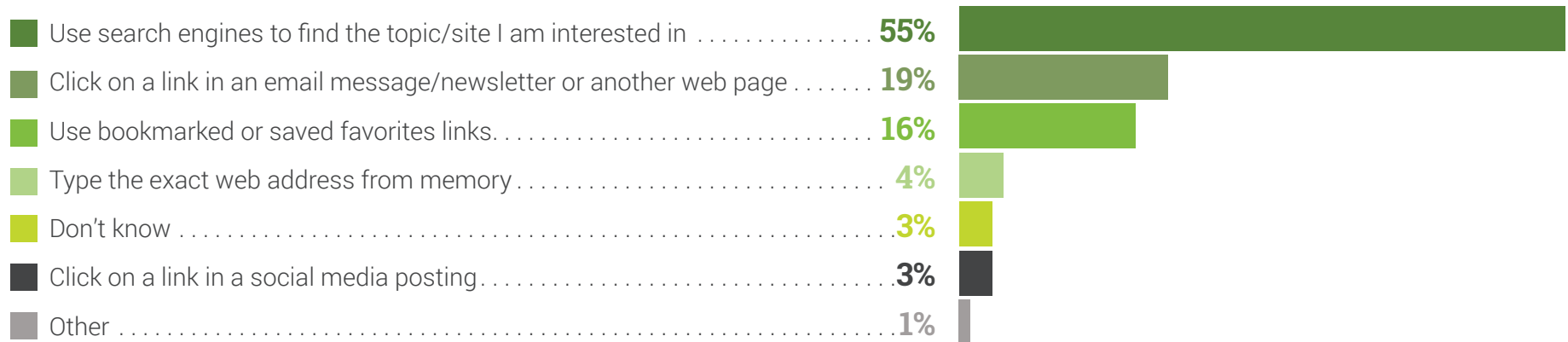


Which do you use most often to access the Internet?

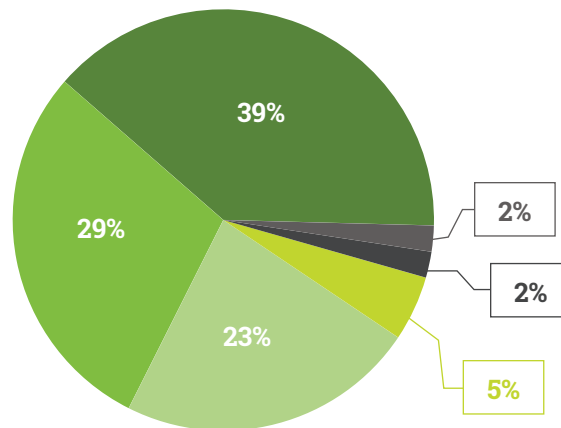
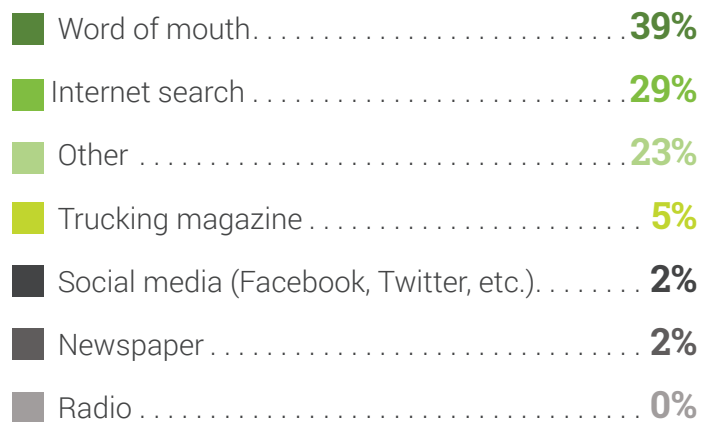


Smartphones are used most often to access the Internet.

How do you most often access the Internet? (Check all that apply.)



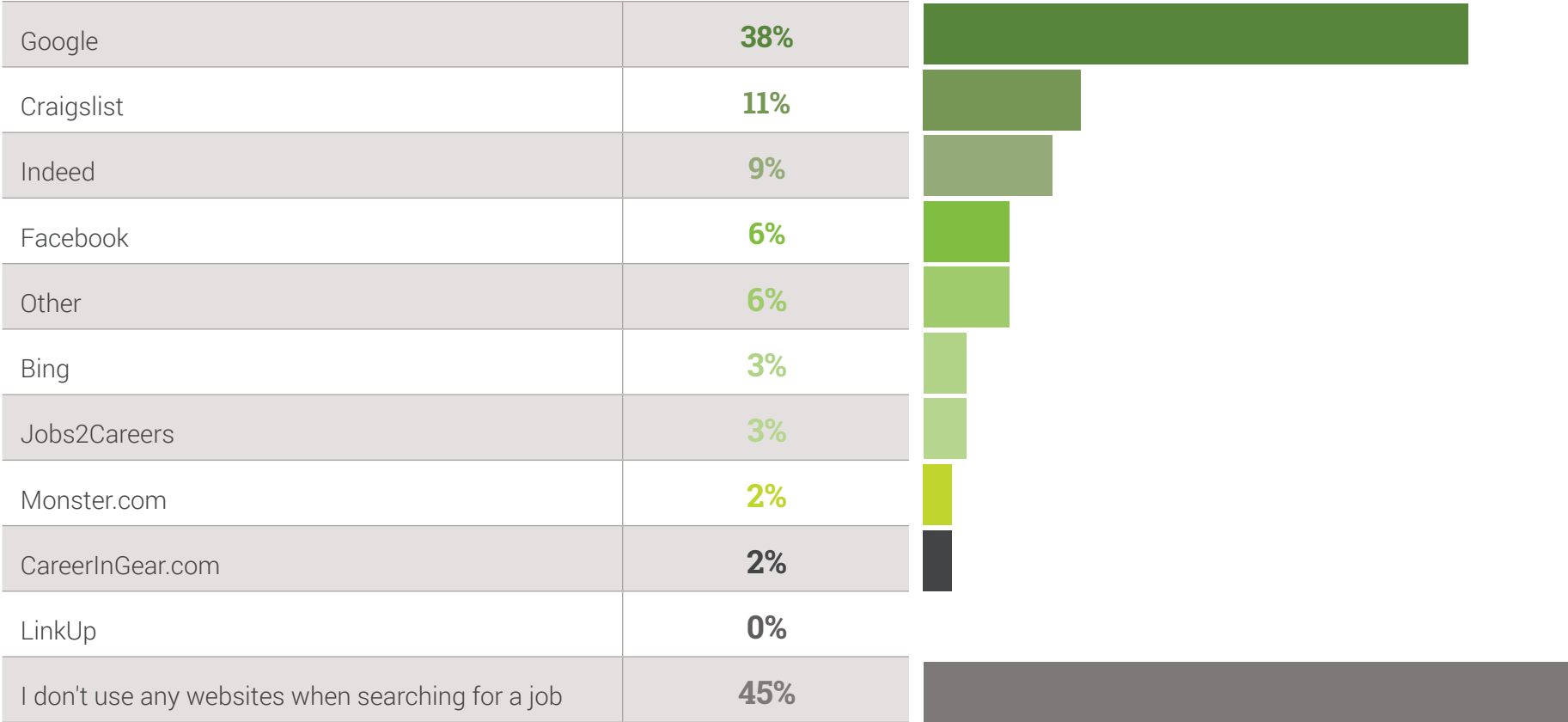
Where do you go most often to find a driving job?



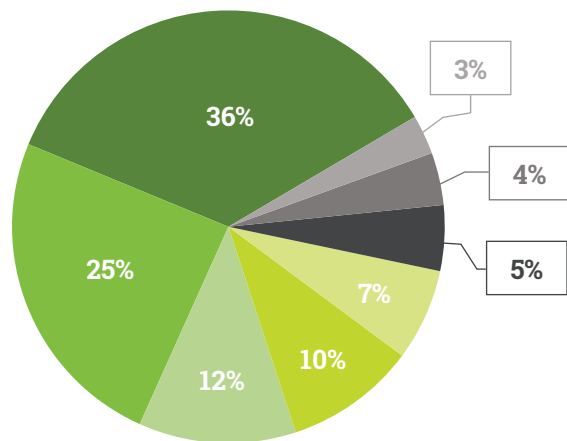
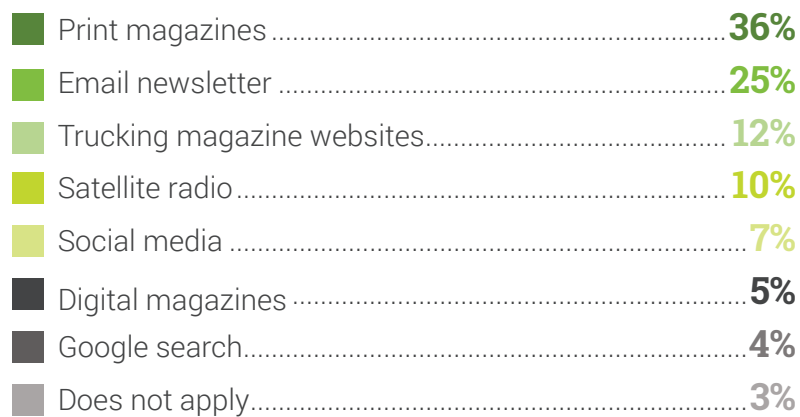
Job hunters use word of mouth most often.

Which site(s) do you use most often when searching for jobs?

(Check all that apply)



In which of the following ways do you most often get industry news? (Check only one)



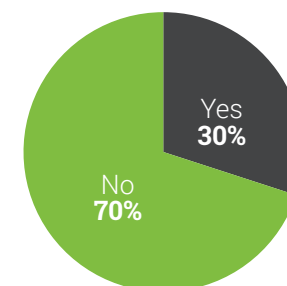
When looking for equipment or services information from companies online, which of the following are you most likely to try first? (Check only one)

Web search (such as Google)	46%
Click a link with a company's name	22%
Review articles about products	10%
Search a directory	8%
Other	1%
Click on a banner ad	1%
View a video	1%
None of the above	13%

Which of the following music streaming services do you use? (Check all that apply.)

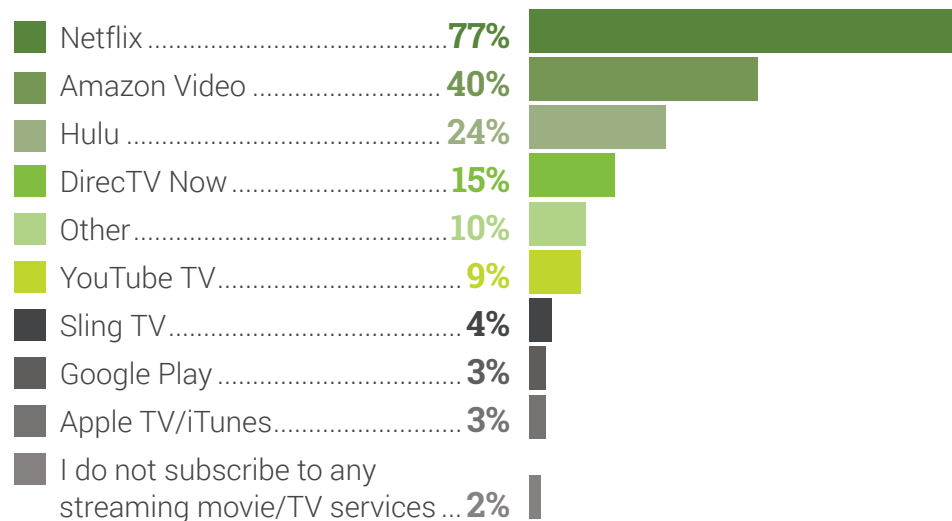
SiriusXM	44%
Pandora	17%
iHeartRadio	11%
Apple Music	7%
Amazon Music	6%
Google Play	6%
Spotify	6%
SoundCloud	1%
Other	4%
I do not use any of these services	30%

Do you subscribe to any streaming movie/TV services?



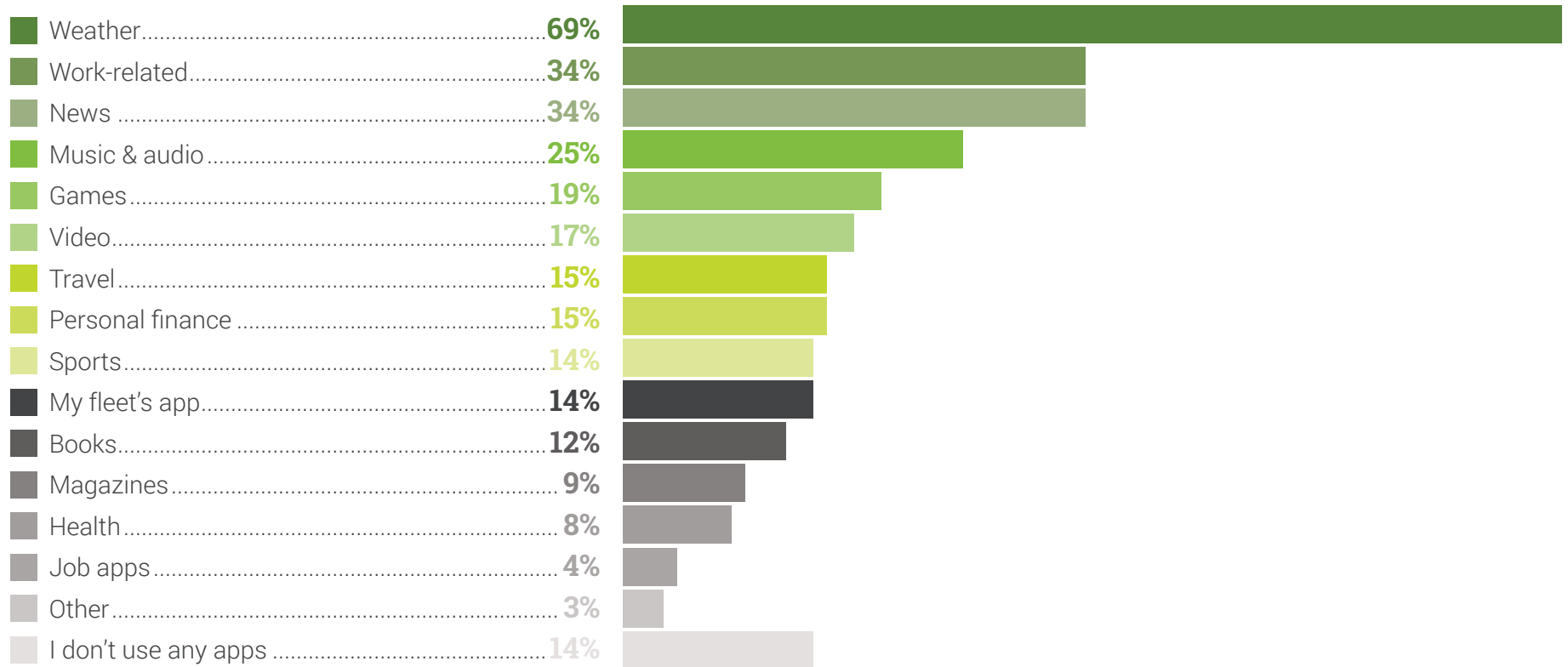
Which streaming movie/TV services do you use?

Only those respondents who said they subscribe to any streaming movie/TV service received this question.



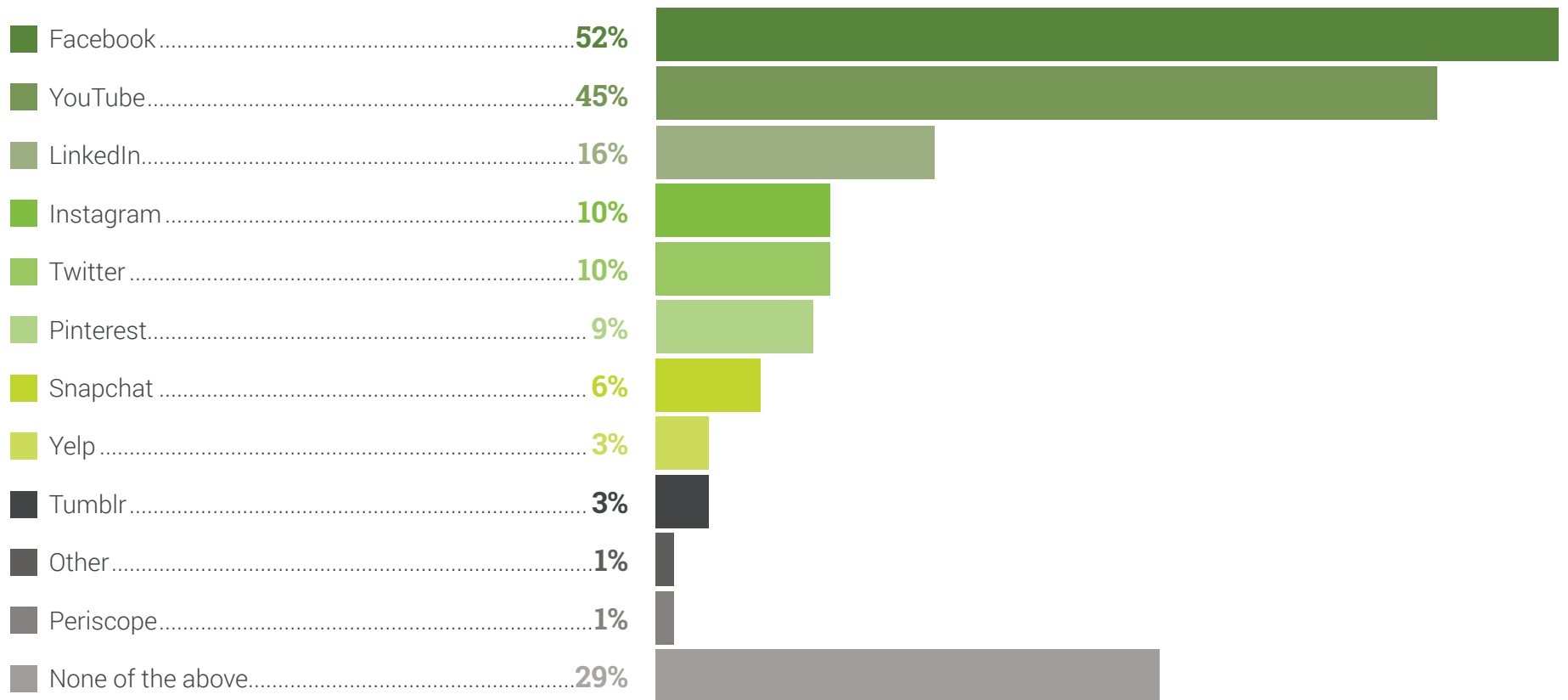
What type of smartphone apps do you use regularly?

(Check all that apply)



Weather, news and work-related are the top apps used.

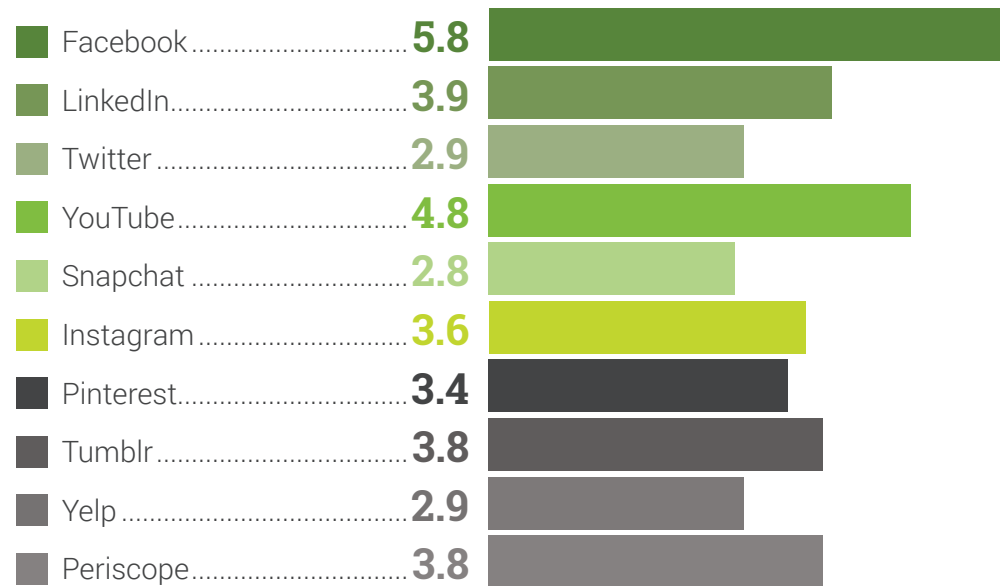
Do you use any of these online network resources? (Check all that apply)



More than 70% use social media.

On a scale of 0 to 10 (where 0 = never and 10 = constantly), how frequently do you use these online network resources to get information about the trucking industry?

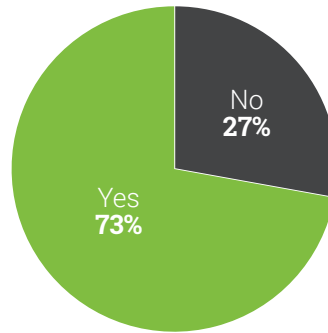
Respondents received only those online network resources they selected as using in the previous question.



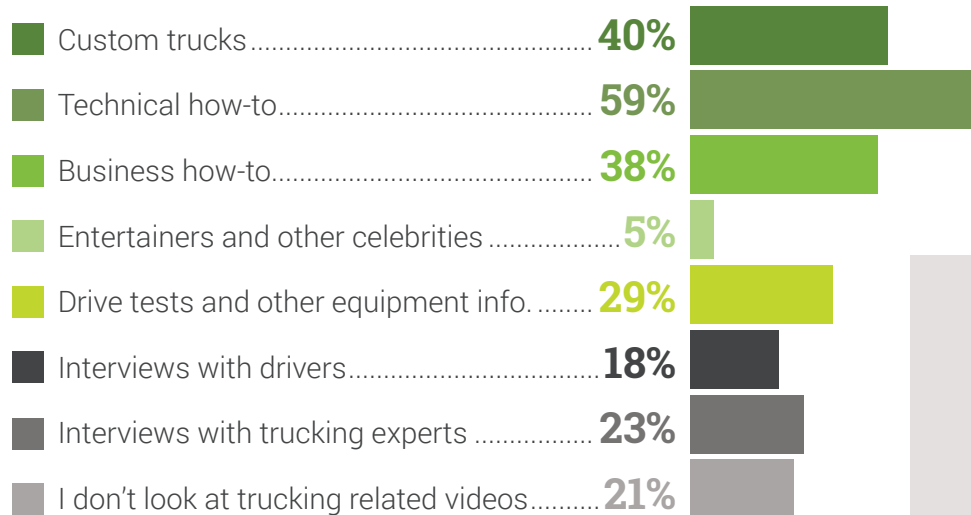
Source	0 - Never	1	2	3	4	5	6	7	8	9	10 - Constantly
Facebook	10%	7%	6%	6%	5%	12%	6%	9%	10%	7%	22%
LinkedIn	17%	11%	13%	12%	8%	13%	3%	8%	5%	3%	9%
Twitter	28%	13%	9%	15%	9%	10%	1%	5%	3%	1%	5%
YouTube	14%	8%	10%	8%	6%	13%	8%	9%	9%	6%	11%
Snapchat	37%	9%	9%	12%	5%	7%	5%	5%	5%	2%	5%
Instagram	27%	10%	9%	10%	6%	13%	1%	6%	6%	3%	9%
Pinterest	28%	10%	10%	10%	3%	12%	5%	5%	9%	3%	5%
Tumblr	29%	5%	19%	5%	5%	10%	5%	5%	0%	0%	19%
Yelp	32%	16%	8%	4%	4%	12%	8%	12%	0%	0%	4%
Periscope	40%	0%	0%	0%	20%	20%	0%	0%	0%	0%	20%

Do you use your smartphone to access social media services?

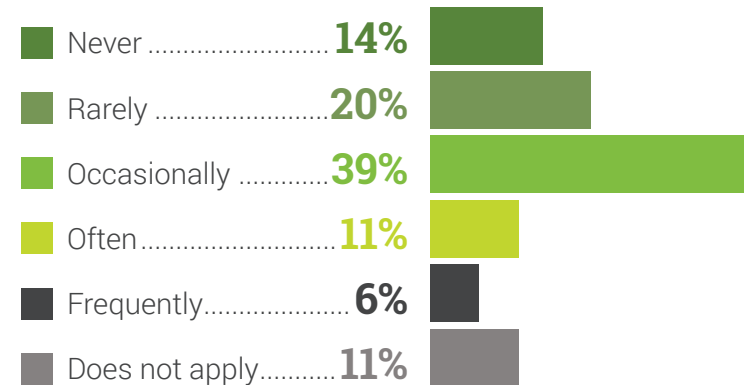
Only those respondents who said they use social media services received this question.



What type of trucking-related videos do you like? (Check all that apply.)



How frequently do you take an action (visit a website, share the video, search) after watching a video?



When it comes to video, it's all about the trucks.



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