

Survey 2019

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*Truckers News*  
Connectivity  
Report

Randall  Reilly® + **TRUCKERS  
NEWS**

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## Methodology

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

The survey was conducted in January 2019.

A total of 624 completed by company drivers were returned and are included in this report.

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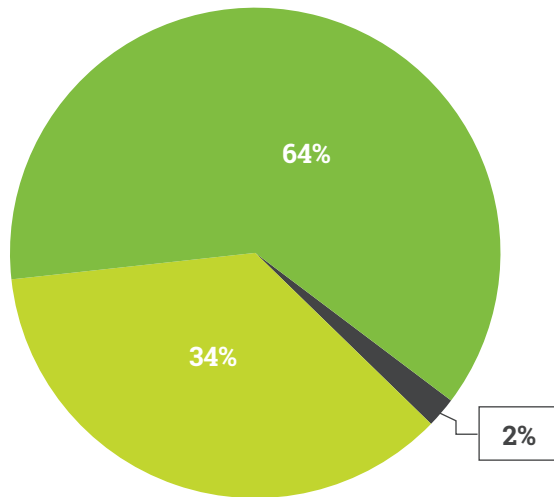
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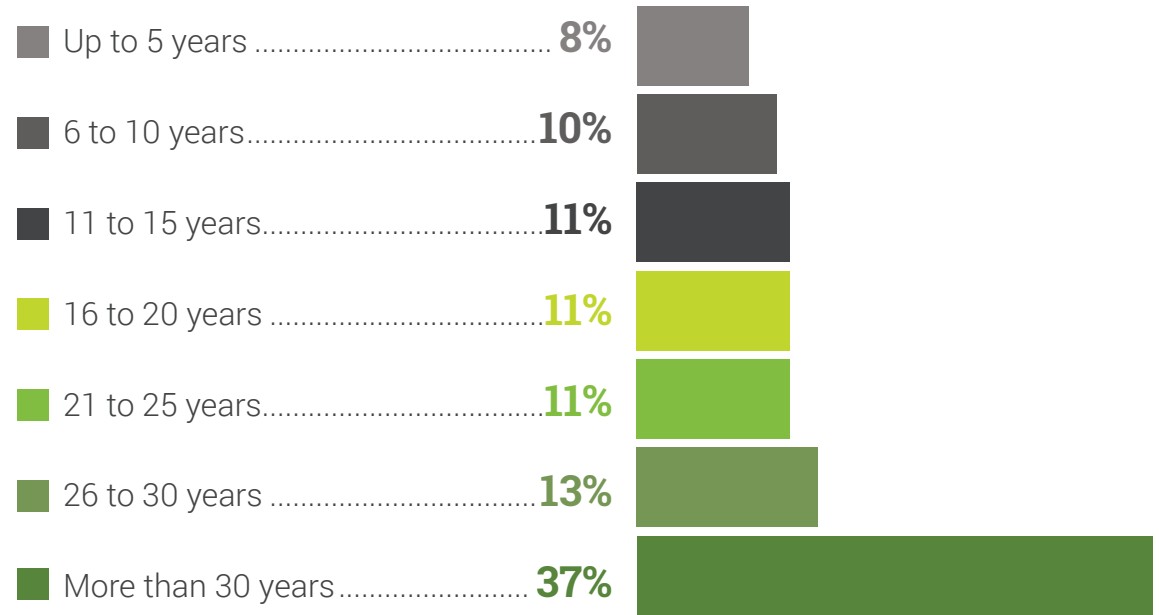
## What is your age?

21 to 34.....	<b>2%</b>
35 to 54.....	<b>34%</b>
55 or older.....	<b>64%</b>

Average age: 56.5 years

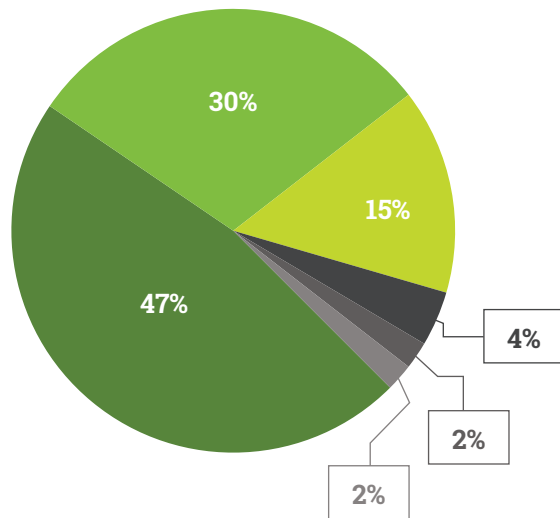


## How many years have you driven a commercial motor vehicle?



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

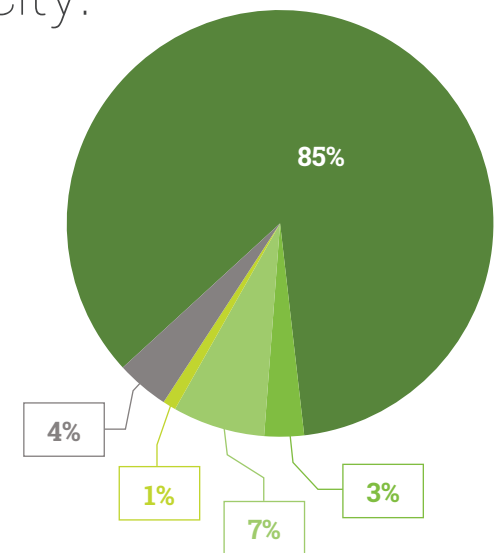
■ One .....	<b>47%</b>
■ Two.....	<b>30%</b>
■ Three.....	<b>15%</b>
■ Four.....	<b>4%</b>
■ Five.....	<b>2%</b>
■ More than five .....	<b>2%</b>



**Only 23% have had 3 or more trucking jobs in the past 5 years.**

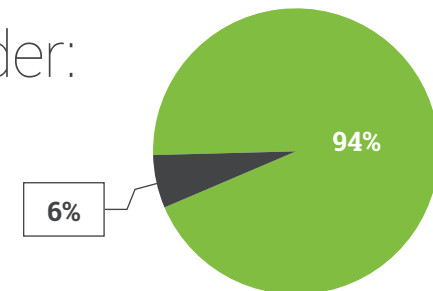
Please specify your ethnicity:

■ White.....	<b>85%</b>
■ Hispanic or Latino .....	<b>3%</b>
■ Black or African American.....	<b>7%</b>
■ Native American or American Indian .....	<b>1%</b>
■ Asian/Pacific Islander.....	<b>0%</b>
■ Punjabi.....	<b>0%</b>
■ Other .....	<b>4%</b>

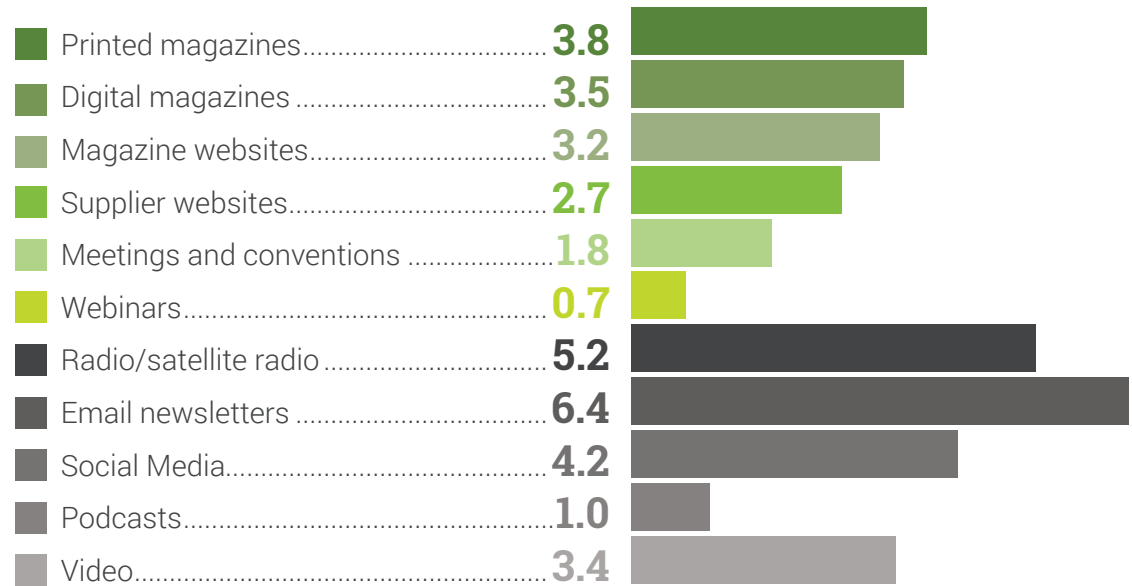


Please specify your gender:

■ Male.....	<b>94%</b>
■ Female .....	<b>6%</b>



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?



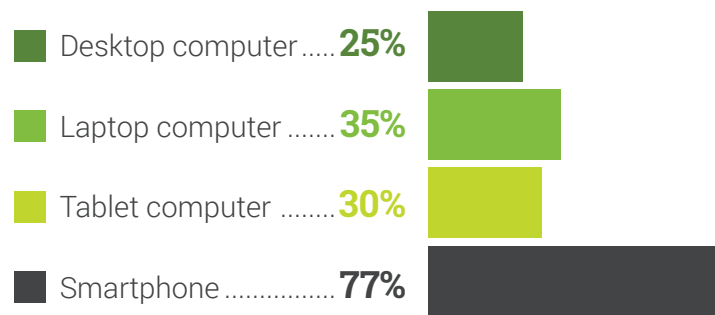
Source	0 - Never	1	2	3	4	5	6	7	8	9	10 - Constantly
Printed magazines	26%	12%	10%	6%	5%	11%	4%	5%	5%	4%	12%
Digital magazines	35%	9%	7%	6%	5%	11%	2%	5%	6%	3%	10%
Magazine websites	35%	10%	7%	8%	6%	9%	4%	6%	5%	3%	7%
Supplier websites	39%	11%	8%	7%	5%	11%	3%	3%	5%	2%	5%
Meetings and conventions	52%	13%	7%	5%	5%	6%	2%	2%	2%	2%	2%
Webinars	77%	7%	4%	4%	2%	2%	1%	1%	1%	1%	1%
Radio/satellite radio	23%	7%	5%	3%	4%	9%	5%	5%	6%	6%	26%
Email newsletters	10%	6%	3%	4%	4%	11%	7%	9%	11%	9%	28%
Social Media	34%	6%	5%	6%	4%	7%	5%	5%	7%	7%	16%
Podcasts	72%	6%	6%	3%	3%	4%	2%	2%	1%	0%	1%
Video	34%	9%	7%	7%	5%	12%	5%	6%	5%	4%	8%

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

Source	Average
Printed magazines	22%
Digital magazines	12%
Magazine websites	6%
Supplier websites	1%
Meetings and conventions	0%
Webinars	0%
Radio/satellite radio	9%
Email newsletters	38%
Social media	8%
Podcasts	1%
Video	2%

**Most prefer to get their news via email.**

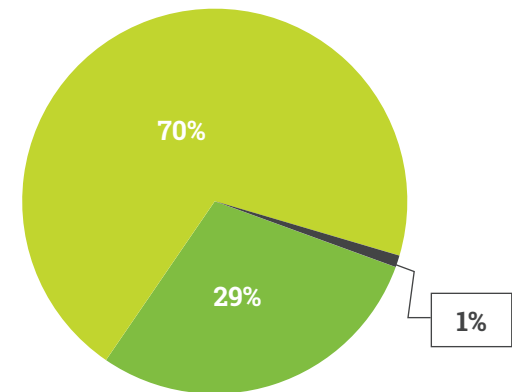
Which of the following do you use to access the Internet? (Check all that apply)



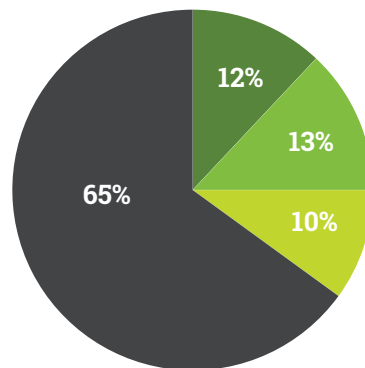
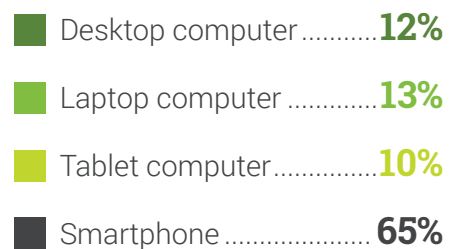
What smartphone/PDA operating system do you use most often?

(Check only one)

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



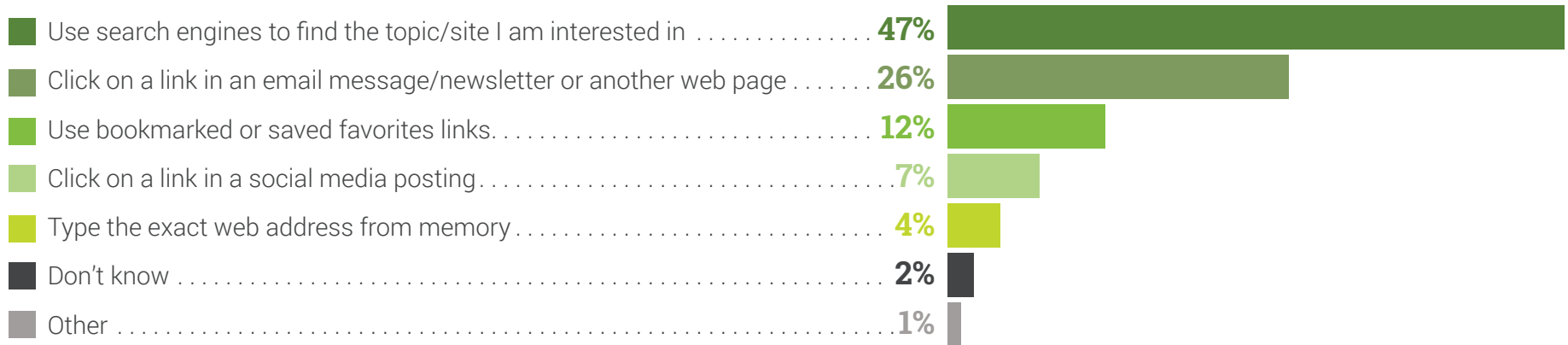
Which do you use most often to access the Internet?



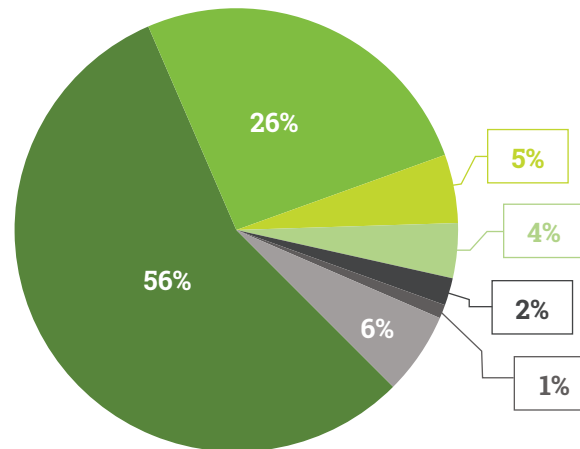
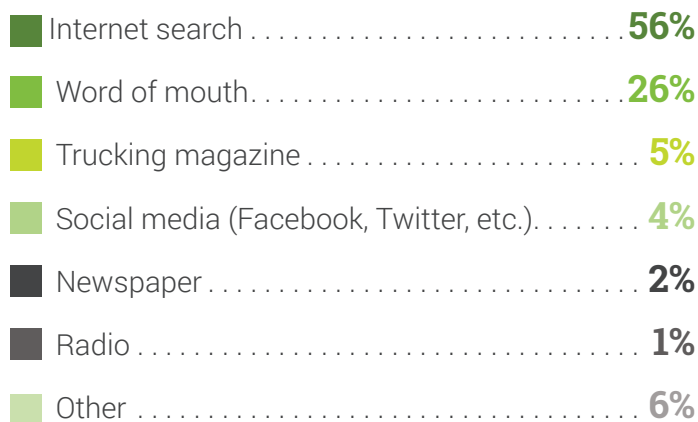
**Most use their Smartphones to access the Internet.**



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



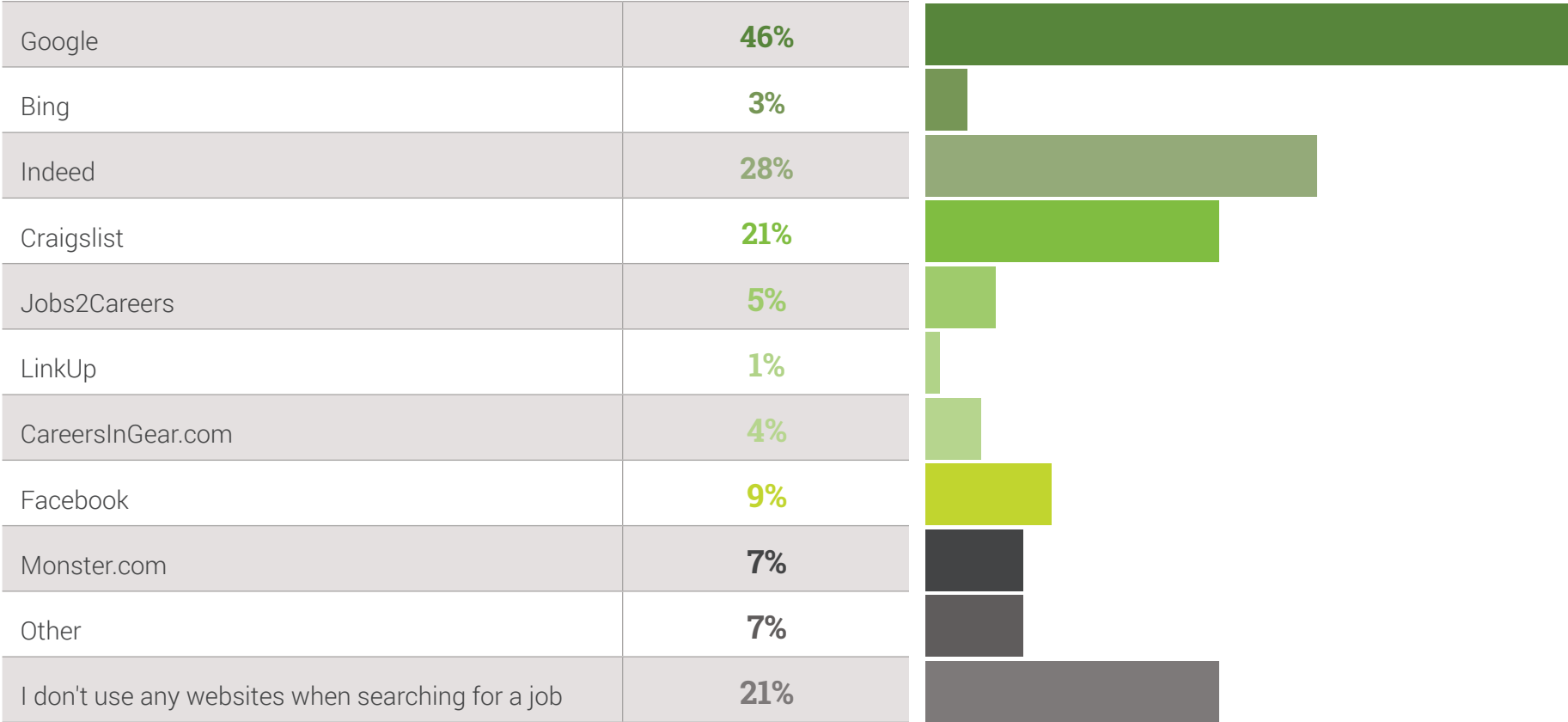
## Where do you go most often to find a driving job?



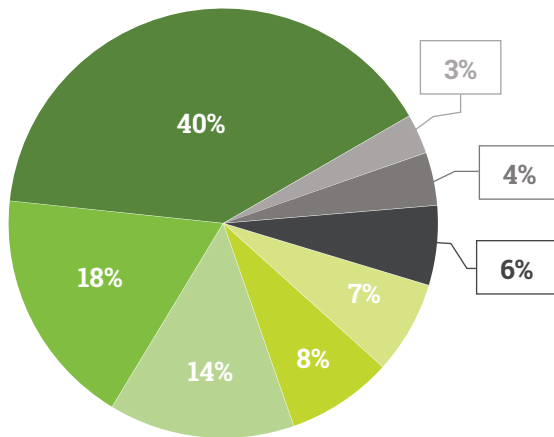
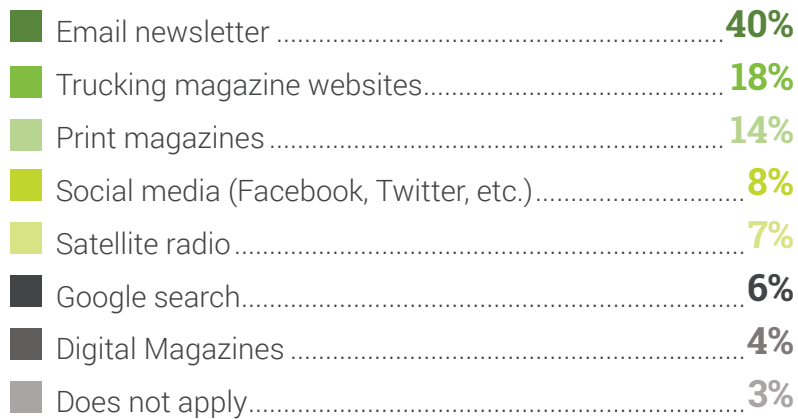
**Job hunters search the Internet first, but word of mouth remains important.**

# 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)



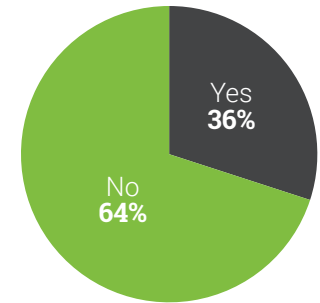
When looking for equipment or services information from companies online, which of the following are you most likely to try first? (Check only one)

Web search (such as Google)	<b>43%</b>
Click a link with a company's name	<b>22%</b>
Review articles about products	<b>10%</b>
Search a directory	<b>7%</b>
Click on a banner ad	<b>1%</b>
View a video	<b>1%</b>
Other	<b>1%</b>
None of the above	<b>15%</b>

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

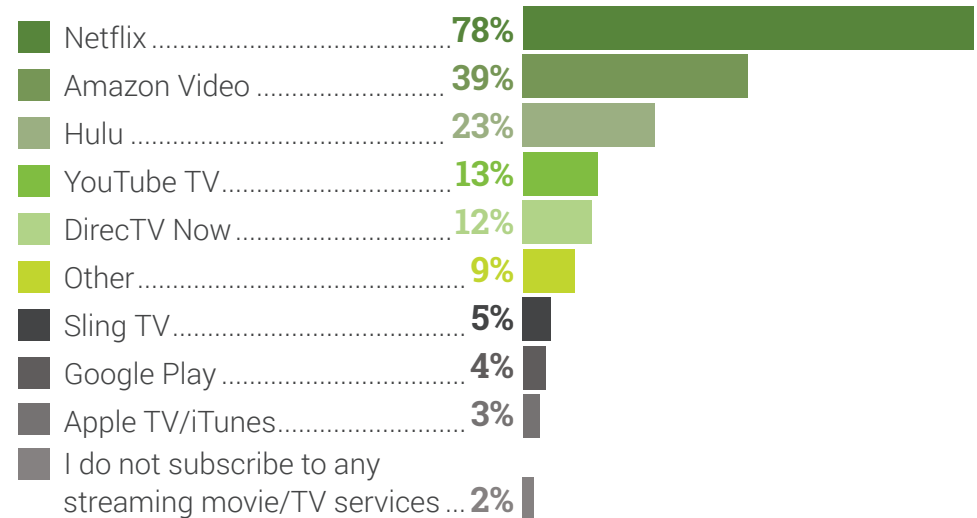
SiriusXM	42%
Pandora	20%
iHeartRadio	18%
Spotify	8%
Amazon Music	8%
Google Play	7%
Apple Music	6%
SoundCloud	1%
Other	4%
I do not use any of these services	28%

Do you subscribe to any streaming movie/TV services?



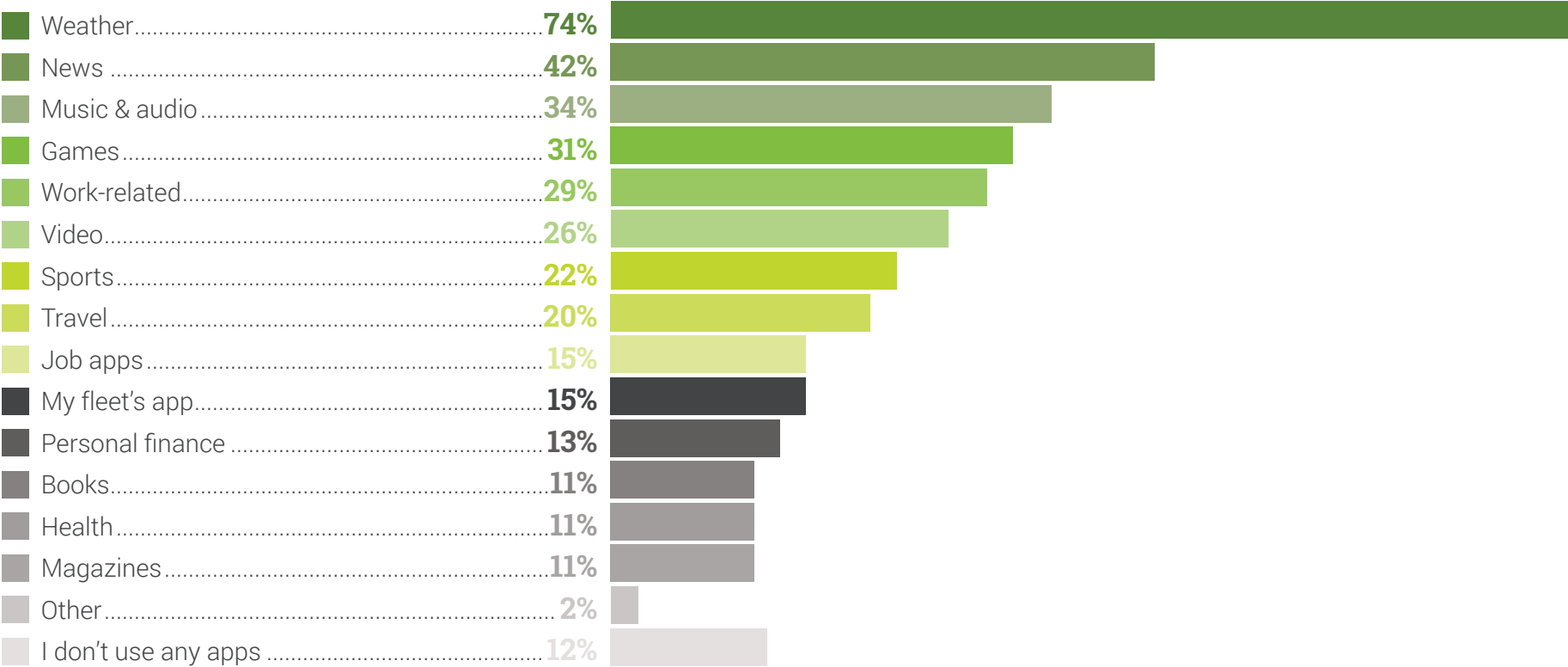
Which streaming movie/TV services do you use?

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



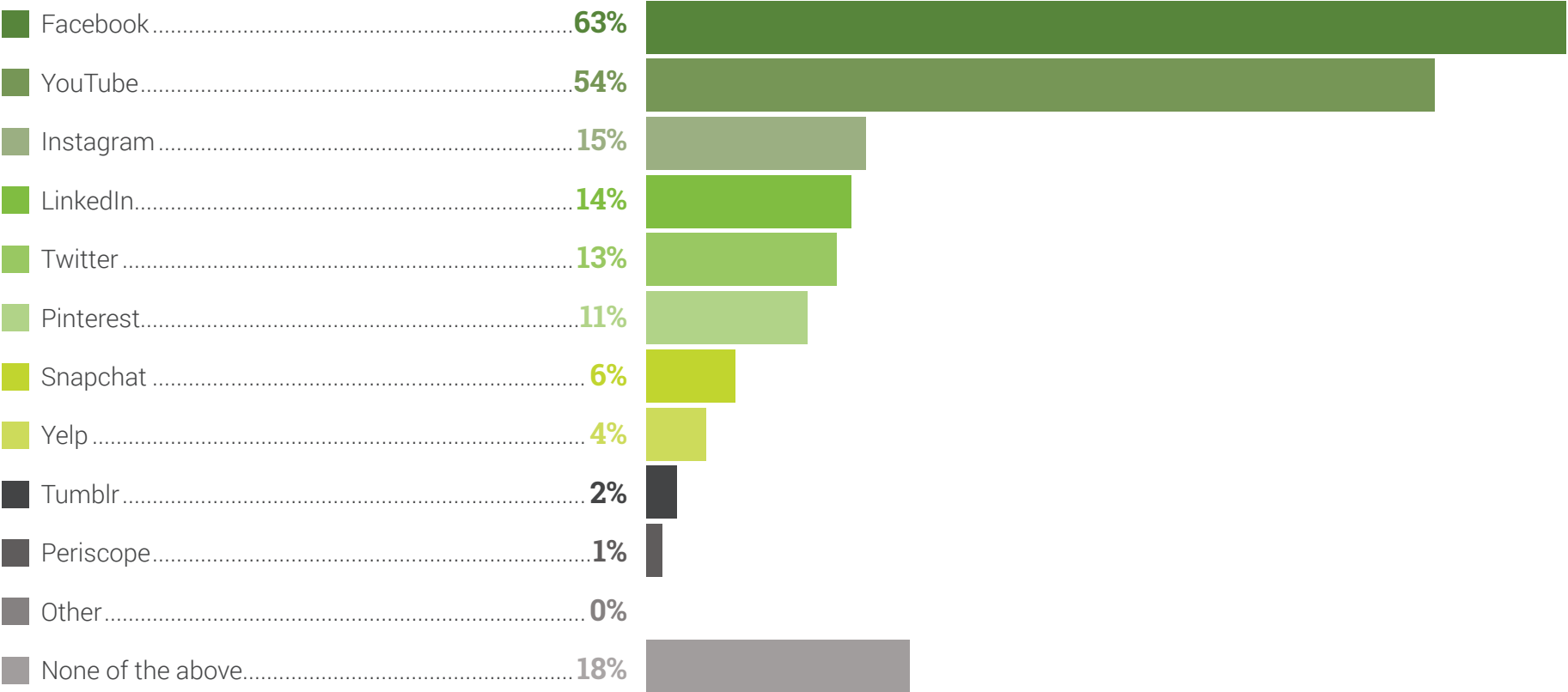
# What type of smartphone apps do you use regularly?

(Check all that apply)



**Top types of apps: Weather, news and music.**

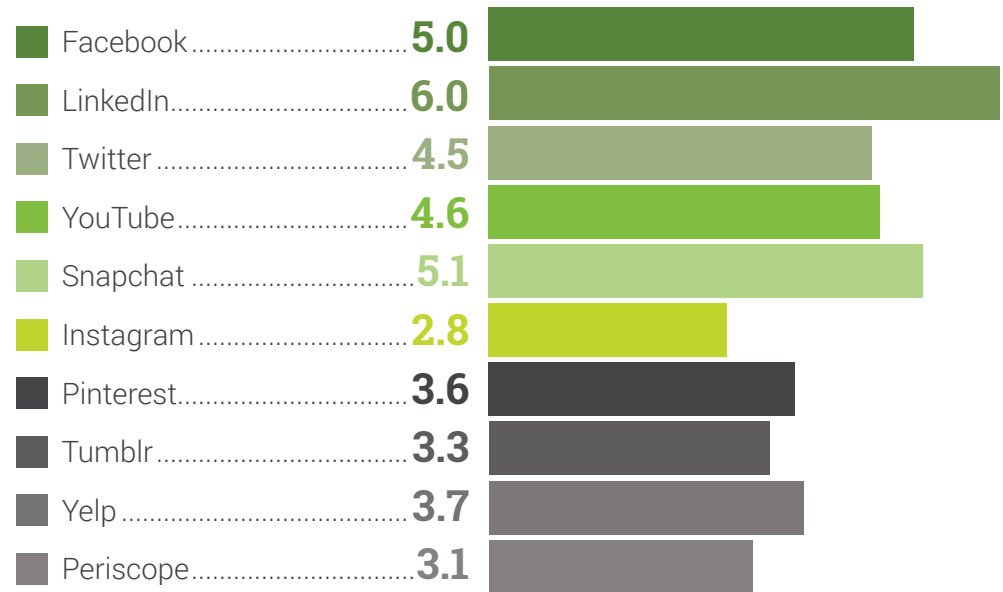
Do you use any of these online network resources? (Check all that apply)



**Only 18% do not use any 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?

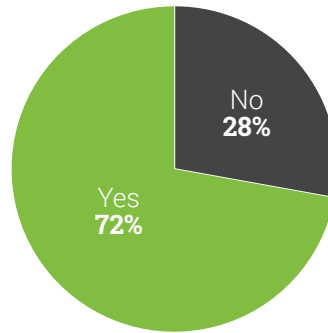
Respondents received only those online network resources they selected as using in the previous question.



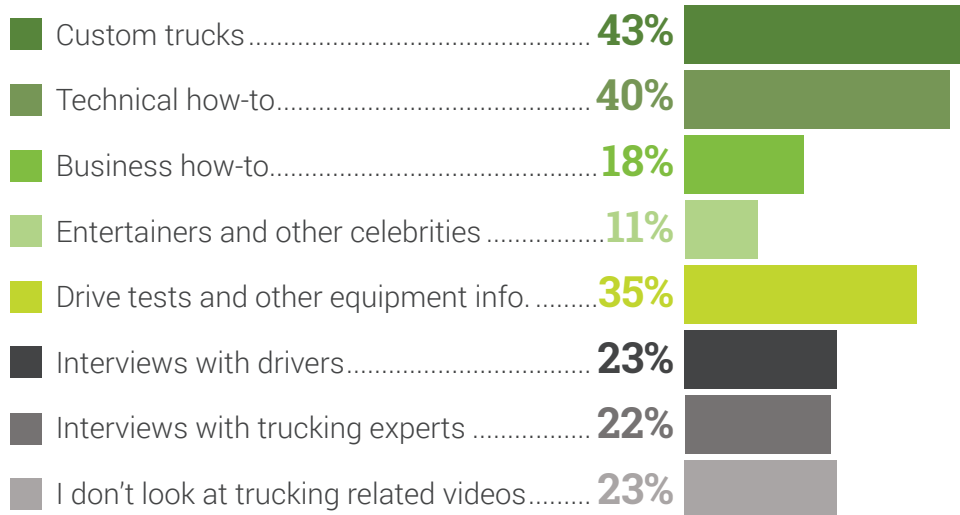
Source	0 - Never	1	2	3	4	5	6	7	8	9	10 - Constantly
Facebook	11%	6%	6%	4%	4%	13%	6%	5%	8%	11%	26%
LinkedIn	9%	8%	13%	13%	10%	14%	8%	5%	9%	2%	9%
Twitter	16%	10%	14%	4%	6%	8%	5%	14%	6%	4%	14%
YouTube	14%	7%	7%	6%	8%	13%	6%	6%	8%	7%	17%
Snapchat	57%	3%	0%	9%	0%	6%	3%	6%	3%	0%	14%
Instagram	33%	12%	4%	8%	3%	10%	7%	2%	5%	2%	14%
Pinterest	39%	6%	9%	3%	7%	7%	9%	4%	6%	6%	6%
Tumblr	43%	7%	0%	0%	7%	14%	0%	0%	7%	7%	14%
Yelp	30%	11%	4%	4%	19%	19%	4%	4%	4%	0%	4%
Periscope	38%	0%	13%	38%	0%	0%	0%	0%	0%	0%	13%

Do you use your smartphone to access social media services?

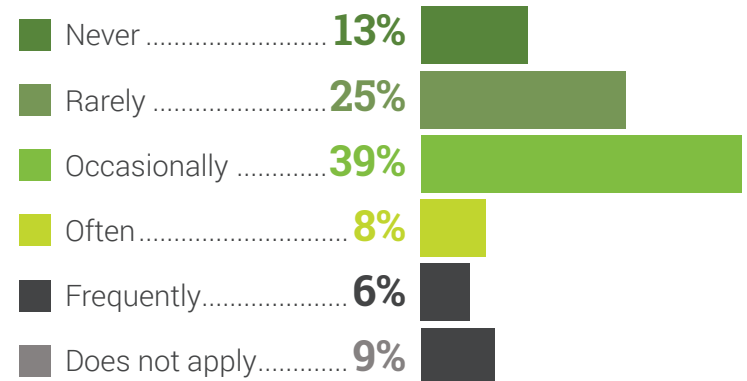
Only those respondents who said they use social media services received this question.



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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