

Survey **2017-2018**



CCJ
Connectivity
Report

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Methodology

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

A total of 233 completed surveys were returned and are included in this report.

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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	Average
Printed magazines	5.9
Digital magazines	5.6
Magazine websites	5.2
Supplier websites	5.2
Meetings and conventions	4.5
Webinars	4.4
Radio/satellite radio	3.3
Email newsletters	7.1
Social Media	3.9
Podcasts	1.9
Video	4.3

Newsletters show the highest frequency of use, given their daily/weekly publishing schedules, followed by print magazines.

Source	0 - Never	1	2	3	4	5	6	7	8	9	10 - Constantly
Printed magazines	9%	3%	8%	7%	6%	11%	6%	11%	10%	6%	22%
Digital magazines	13%	6%	8%	4%	7%	6%	9%	8%	14%	7%	19%
Magazine websites	17%	5%	7%	5%	6%	10%	7%	9%	13%	8%	12%
Supplier websites	12%	5%	6%	6%	6%	15%	11%	10%	13%	4%	11%
Meetings and conventions	14%	10%	10%	7%	6%	12%	7%	6%	15%	6%	6%
Webinars	17%	11%	11%	6%	9%	6%	8%	5%	15%	5%	7%
Radio/satellite radio	34%	12%	7%	6%	7%	9%	4%	3%	5%	4%	9%
Email newsletters	4%	3%	4%	3%	3%	9%	5%	12%	18%	15%	24%
Social Media	32%	9%	8%	6%	3%	6%	6%	5%	6%	11%	10%
Podcasts	54%	11%	8%	4%	4%	4%	3%	3%	4%	4%	1%
Video	20%	11%	8%	4%	9%	13%	6%	6%	10%	8%	6%

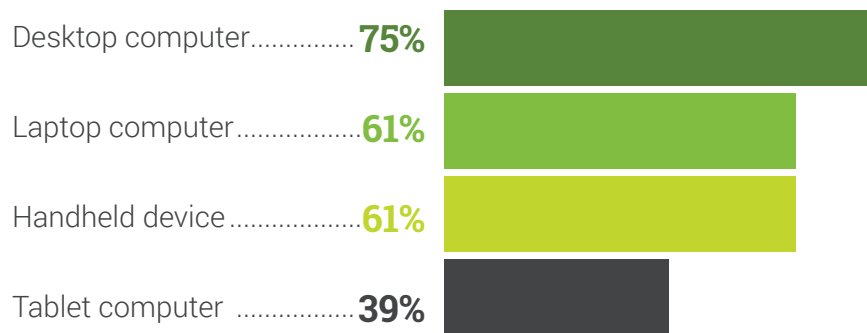
If you could only receive trucking industry information from just one of the following sources, which would you choose?

Source	Average
Printed magazines	33%
Digital magazines	25%
Magazine websites	5%
Supplier websites	2%
Meetings and conventions	2%
Webinars	2%
Radio/satellite radio	1%
Email newsletters	27%
Social media	2%
Podcasts	0%
Video	1%

Print continues to be the top single industry source, but a multi-channel strategy is key.

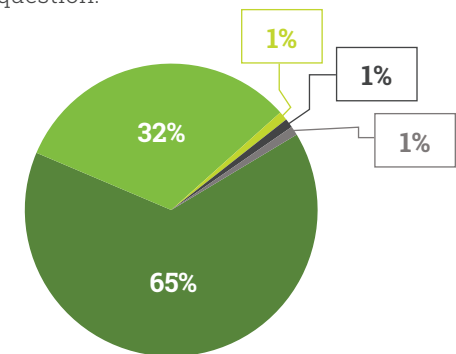
Which of the following do you use to access the Internet?

(Check all that apply.)

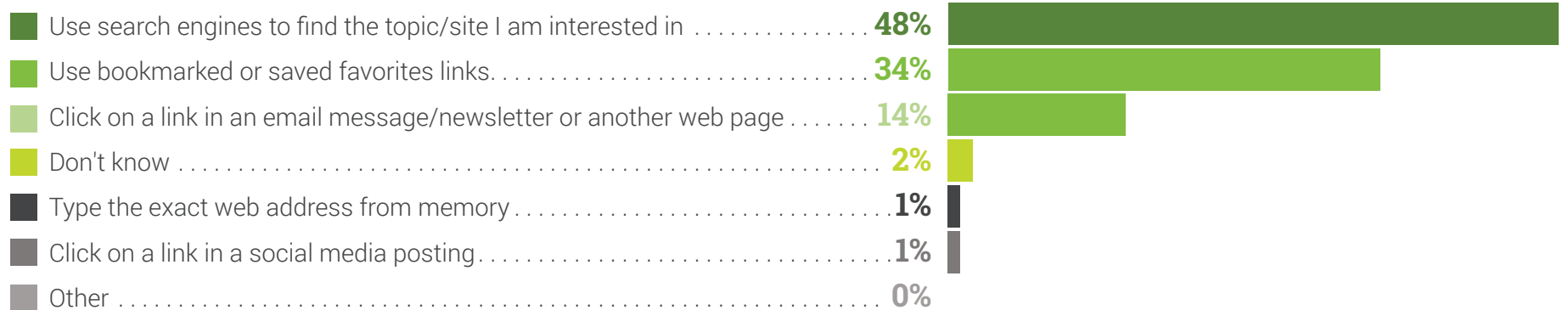


What smart phone/PDA operating system do you use most often? (Check only one.)

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

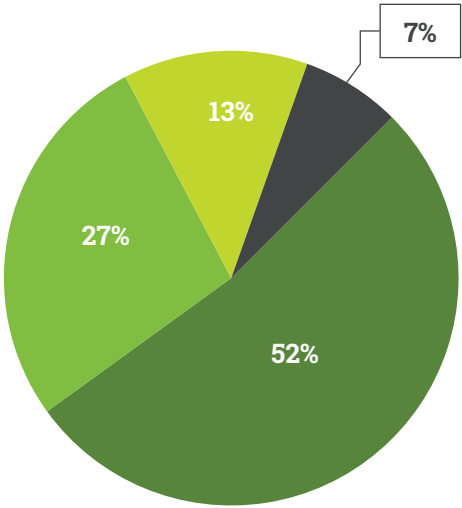


How do you most often get to an Internet site?



Which do you use most often to access the Internet?

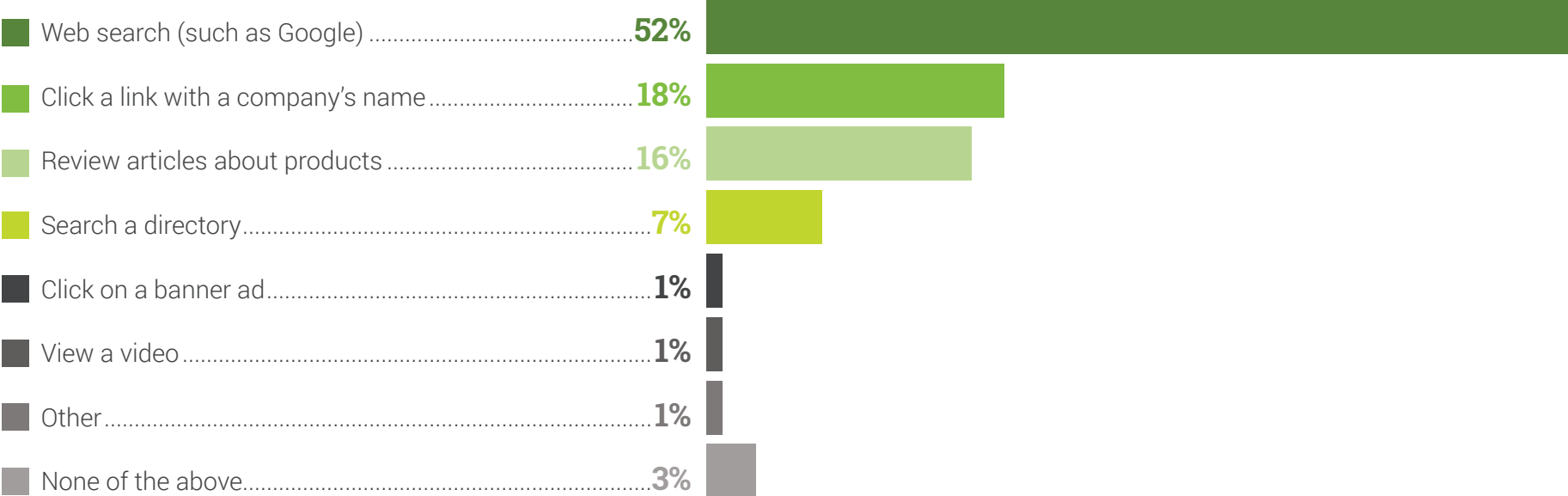
- Desktop computer **52%**
- Laptop computer **27%**
- Handheld device..... **13%**
- Tablet computer..... **7%**



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

Emailed daily news	33%
Print magazines	28%
Emailed weekly news	25%
In digital magazine format - where pages flip, zoom or provide interactive media	9%
Search box to find the topic you are most interested in	3%
Social media (Facebook, Twitter, etc.)	1%
Does not apply	1%

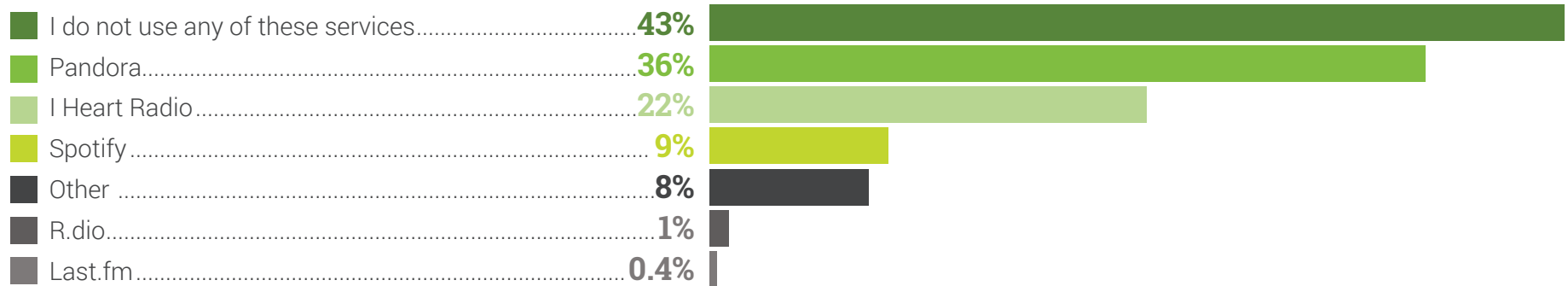
When looking for equipment or services information from companies online, which of the following are you most likely to try first? (Check only one.)



Search ranks highest, underscoring the importance of paid digital and SEO to enhance organic search.

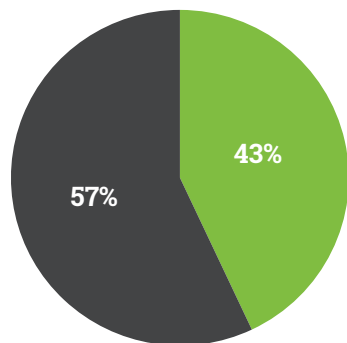
Which of the following music streaming services do you use?

(Check all that apply.)



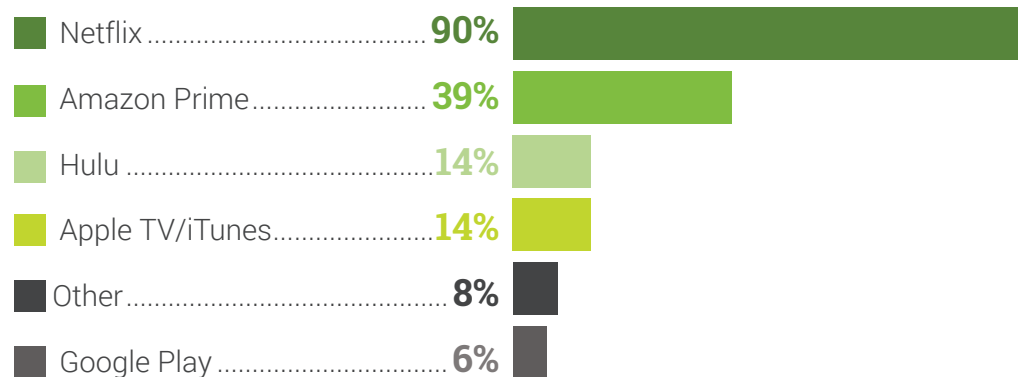
Do you subscribe to any streaming movie/TV services?

Yes **43%**
 No..... **57%**



Which streaming movie/TV services do you use?

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

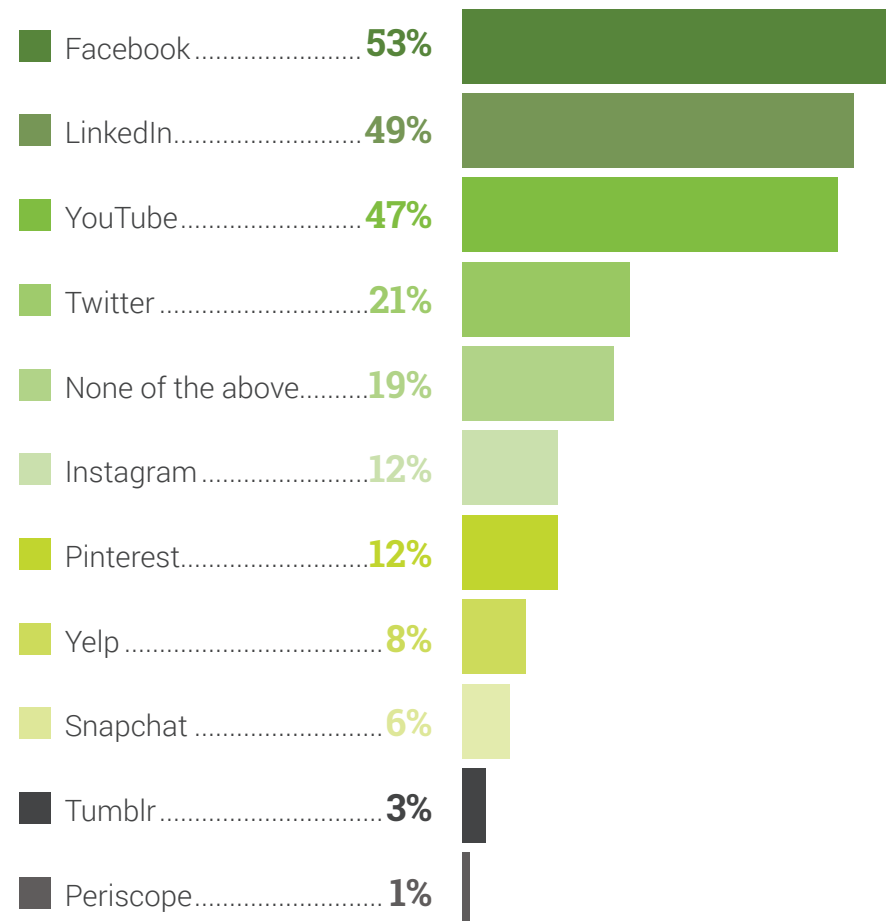


What type of smartphone apps do you use regularly?

(Check all that apply.)

Weather	73%
News	52%
Work-related	43%
Music & audio	40%
Sports	28%
Travel	28%
Personal finance	19%
My fleet's app	18%
Games	17%
Books	15%
Magazines	14%
Video	13%
I don't use any apps	10%
Job apps	7%
Other	3%

Do you use any of these social media networks? (Check all that apply.)



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

Respondents received this question only for those online network resources they said they use to get information about the trucking industry.

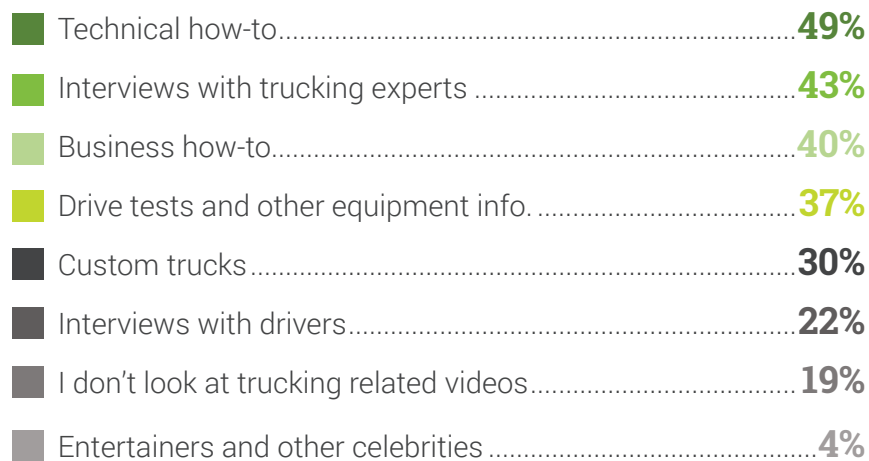
Source	0 - Never	1	2	3	4	5	6	7	8	9	10 - Constantly
Facebook	11%	7%	5%	6%	2%	15%	7%	10%	8%	13%	18%
LinkedIn	2%	4%	9%	5%	4%	18%	6%	17%	18%	8%	11%
Twitter	4%	13%	15%	13%	4%	13%	6%	6%	6%	4%	17%
YouTube	6%	6%	11%	6%	3%	16%	10%	10%	16%	9%	8%
Snapchat	47%	0%	0%	13%	0%	7%	0%	0%	13%	7%	13%
Instagram	29%	4%	7%	7%	7%	7%	7%	4%	4%	4%	21%
Pinterest	46%	7%	7%	11%	4%	4%	4%	4%	7%	4%	4%
Tumblr	50%	0%	17%	0%	0%	0%	0%	0%	0%	17%	17%
Yelp	33%	11%	6%	0%	11%	11%	6%	6%	6%	6%	6%
Periscope	50%	0%	0%	50%	0%	0%	0%	0%	0%	0%	0%

Do you use your smart phone to access social media services?

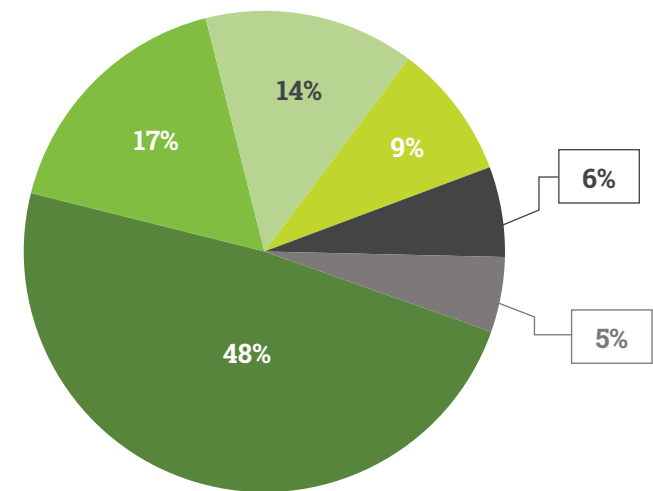
Only those respondents who said they use some sort of social media resource received this question.



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

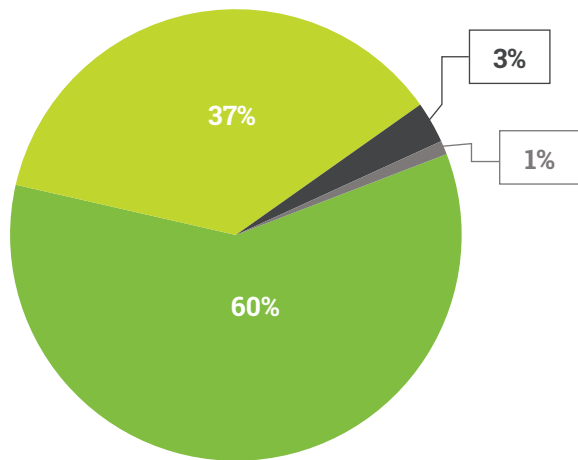


How frequently do you take an action (visit a website, share the video, search) after watching a video?

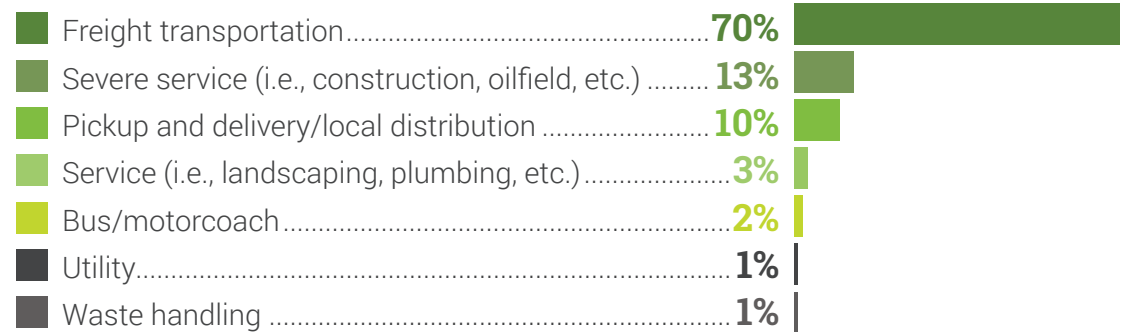


How would you classify your operation among these choices?

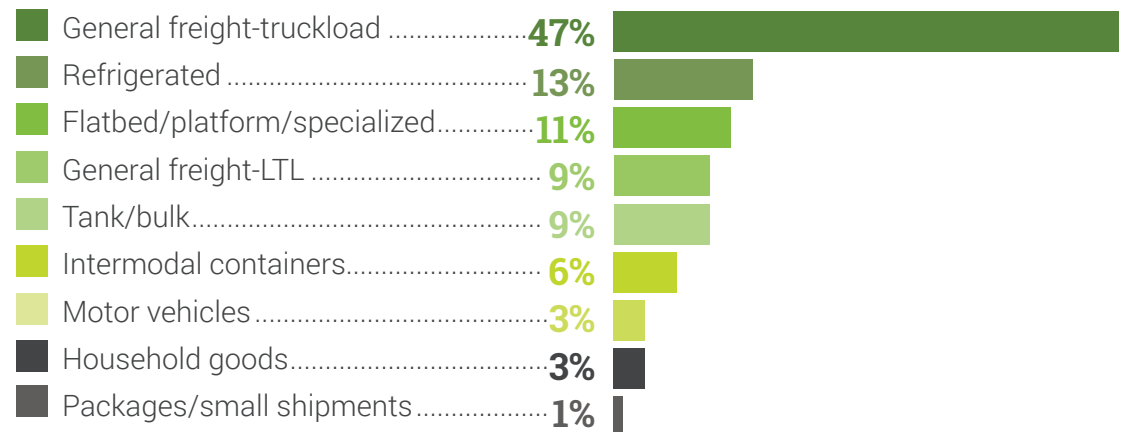
■ For-hire trucking company.....	60%
■ Private fleet	37%
■ Government	3%
■ Lease/rental.....	1%



Which of the following best describes your primary fleet operation?

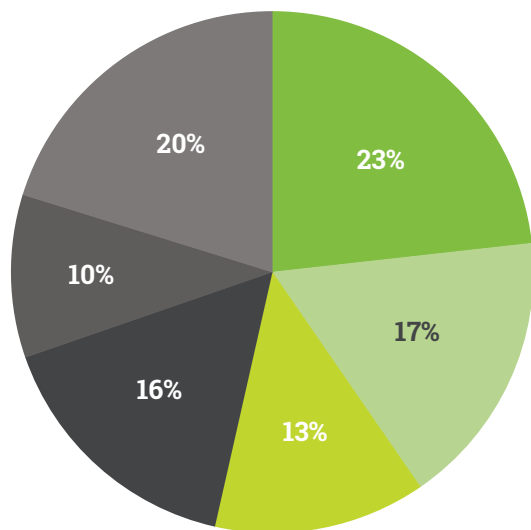


Which of the following best describes your freight transportation operation?



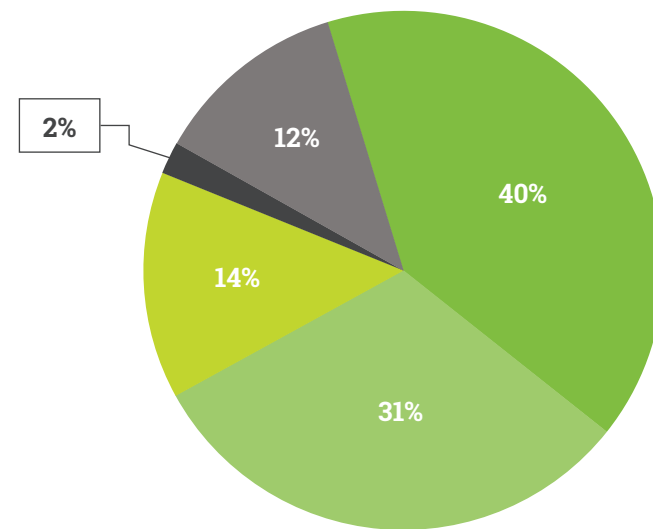
How many power units does your organization operate?

■ Fewer than 10.....	0%
■ 10 to 24.....	23%
■ 25 to 50.....	17%
■ 51 to 100.....	13%
■ 101 to 250.....	16%
■ 251 to 500.....	10%
■ More than 500.....	20%

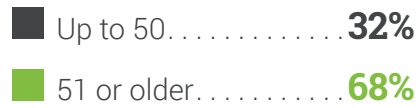


What is your role within your organization?

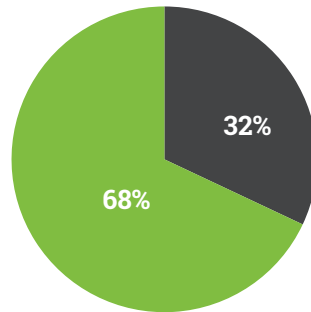
■ Corporate management.....	40%
■ Operations/safety management.....	31%
■ Maintenance management.....	14%
■ Purchasing/Administrative/Marketing Management.....	2%
■ Other.....	12%



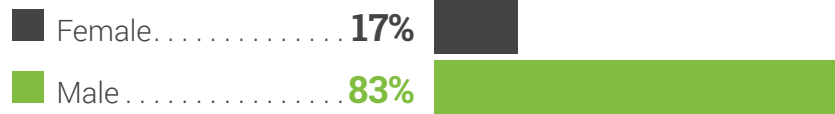
What is your age?



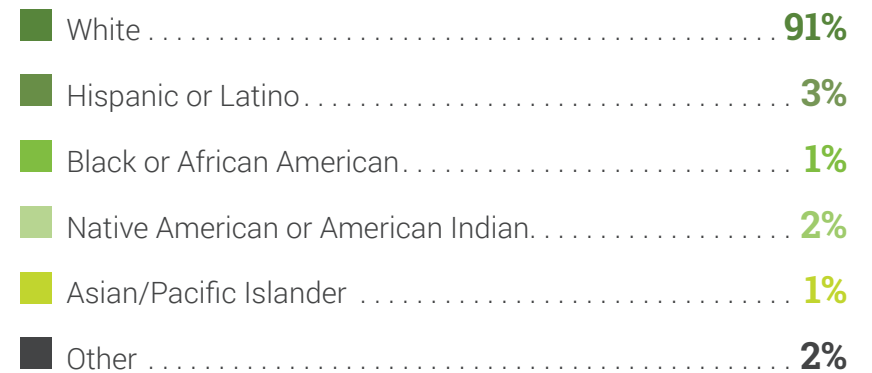
Average age: 55



Please specify your gender:



What is your race/ethnicity?



Respondents are overwhelmingly male and 55 years old on average.



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