

Weekly Trucking Insight

SEPT 28, 2022

# The Secret to Hiring Gen Z Drivers

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TALENT INTELLIGENCE

# Overview

## Job Board Searches and Clicks

- Last week, search activity fell by 7%, while click activity decreased by 10%.

## Spot Freight Market

- Overall average spot rates (including fuel) decreased by 3 cents from the previous week.
- Total load postings fell by 5%.
- Overall truck availability was unchanged.

## Story of the Week

**For every three retiring Baby Boomers with jobs in skilled trades like truck driving, there is only one worker from younger generations filling in these roles.**

- Successfully attracting younger drivers requires understanding their motivations and desires and presenting your driving job in a way to highlight these benefits.
  - ◆ Suggestions include highlighting the nomad lifestyle for OTR positions, using technology—and especially videos—to your advantage, and showing how driving jobs are vital to society.

*More details on pages 6-8*

## Numbers at a Glance

### SPOT RATES (INCLUDING FUEL)

WoW: ▼ Down 3¢ per mile

### SPOT RATES BY SEGMENT (INCLUDING FUEL)

WoW: Dry Van ▼ Down 3¢ per mile

WoW: Refrigerated ▼ Down 1/2¢ per mile

WoW: Flatbed ▼ Down 1/2¢ per mile

### LOAD POSTING VOLUME

WoW: ▼ Down 5%

### LOAD VOLUME BY SEGMENT

WoW: Dry Van ▲ Up 1%

WoW: Refrigerated ▼ Down 7%

WoW: Flatbed ▼ Down 11%

### TRUCK AVAILABILITY

WoW: ■ Flat

### TRUCK DRIVER SEARCHES

WoW: ▼ Down 7%

MoM: ▼ Down 23%

YoY: ▼ Down 52%

### CLICKS ON TRUCK DRIVER POSTINGS

WoW: ▼ Down 10%

MoM: ▼ Down 29%

YoY: ▲ Up 12%

# This Week in Job Board Searches & Clicks

## Searches and Clicks on Job Aggregator Partner Network<sup>1</sup>

### TRUCK DRIVER SEARCHES

vs. 1 Week Ago:

▼ Down 7%

vs. 1 Month Ago:

▼ Down 23%

vs. 1 Year Ago:

▼ Down 52%

### CLICKS ON TRUCK DRIVER POSTINGS

vs. 1 Week Ago:

▼ Down 10%

vs. 1 Month Ago:

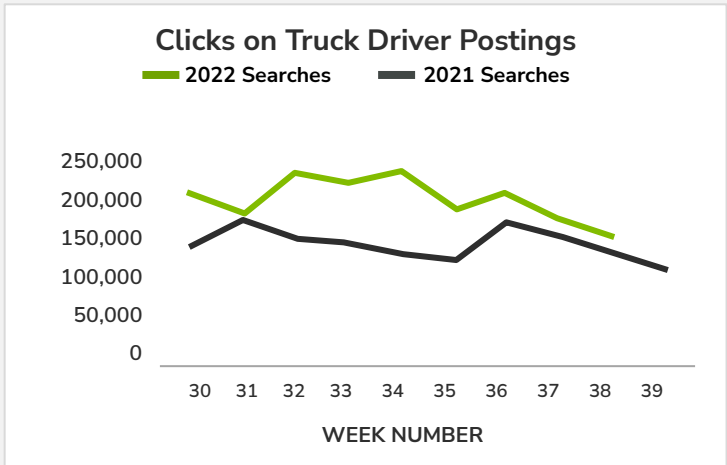
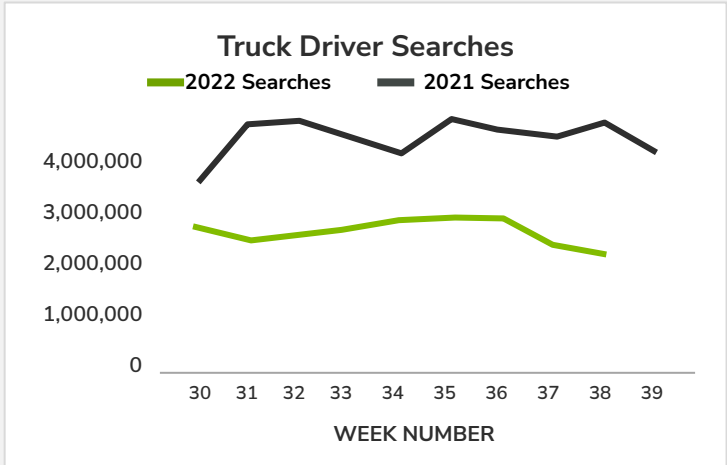
▼ Down 29%

vs. 1 Year Ago:

▲ Up 12%

→ Last week's drop in searches and clicks suggests lower driver interest in finding new trucking jobs. It is worth monitoring to see if this is a one-week aberration or the start of a new trend.

<sup>1</sup> Job board data is aggregated from many partners.



# This Week in Spot Freight

Spot rates and volume declined modestly in the latest week.<sup>2</sup>

Overall spot rates (including fuel) fell 3 cents from the previous week.

Dry Van: -3¢ WoW | Refrigerated: -1/2¢ WoW | Flatbed: -1/2¢ WoW

→ Excluding fuel surcharges, rates were 27% below the same week last year.

Total load postings fell by 5% from the previous week.

Dry Van: +1% WoW | Refrigerated: +7% WoW | Flatbed: -11% WoW

→ Volume was 50% below the same 2021 week and nearly 10% below the five-year average for the week.

→ Flatbed's volume was more than 30% below the five-year average for the week.

◆ It was Flatbed's largest deficit relative to the five-year average since April 2020.

→ Load postings were down in all regions.

Overall truck availability was flat from the previous week.

→ The overall load-to-truck ratio declined to its lowest level in six weeks.

<sup>2</sup> Data is taken from FTR via Truckstop. To read the full weekly report, [click here](#).



## WoW Spot Freight

Spot Rates Including Fuel Charges

▼ 3¢ WoW

Total Load Postings

▼ 17% WoW

Overall Truck Availability

■ Flat WoW

## Story of the Week

### Gen Z seeks tech, purpose from trucking jobs.<sup>3</sup>

→ **For every three retiring Baby Boomers with jobs in skilled trades like truck driving, there is only one worker from younger generations filling in these roles.**

- ◆ The trucking industry will need to draw in Gen Z workers that are considering other skilled trades like welding or automotive.
- ◆ Successfully attracting younger drivers requires understanding their motivations and desires and presenting your driving job in a way to highlight these benefits.

→ **Carriers should prominently illustrate the different driving opportunities they offer.**

- ◆ For OTR positions, highlight the ability to see the country.

- ◆ The nomad lifestyle—living in a van or camper and traveling across the country—has been made popular in recent years on TikTok.
  - Gen Z doesn't realize they can do that while making money with their truck serving as a mini house on wheels.
  - Companies should post photos and videos to show what the inside of a truck is like.
- ◆ Allowing drivers to take their home time anywhere in the country can be a big selling point for Gen Z drivers.
- ◆ For regional and local positions, highlight the ability to be around family and friends.

# Story of the Week

*Continued from previous page*

## → Carriers must use technology to their advantage to attract younger drivers.

- ◆ Making the application prominent on the mobile version of your website's home page, offering a chatbot for questions, and being involved with social media and job-related websites help attract younger drivers.
  - If your company is not on social media and websites like Indeed, Glassdoor, and LinkedIn, you're allowing someone else to represent your business without your say.

## → Using videos is key to attracting younger drivers.

- The average Gen Z-er watches three hours or more of videos daily.
  - Having only one or two videos on a website isn't enough.
- Some companies have drivers make video blogs (vlogs) about their trucking life, then offer incentives if someone applies for a job because they saw their video.

# Story of the Week

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## → Younger generations have other priorities as well.

- ◆ Gen Z wants to give back and want to know that they are contributing to society.
  - Showing truck drivers are heroes on the highway can be a huge selling point.
    - The shortages and empty shelves at the beginning of the COVID-19 pandemic means Gen Z has a better understanding of the importance of the supply chain.
    - Truck drivers are among the first to enter areas affected by hurricanes and tornadoes.
- ◆ Pay is still important, but Gen Z-ers also want to know they have upward mobility.
  - Gen Z-ers also tend to care about the environment, so it's important to showcase any initiatives your company is working on to be a "clean" fleet.

3 Coker, Angel. ["Experts weigh in on how to attract Gen Z to trucking as industry demographics shift."](#) 13 Sep 2022, ccjdigital.com.





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