



2022-2023 SURVEY

CCJ Buyer Behavior and Connectivity Report



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Methodology

The following report examines the results of a survey that was emailed to trucking fleets. The purpose of the survey was to gather information on how fleets make equipment purchasing decisions and use current technologies, such as smartphones, mobile devices, computers, business information resources and social media.

The survey was conducted in August 2022.

A total of 221 questionnaires were submitted and are included in this report.

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What is your primary job description?

Total Respondents..... 221

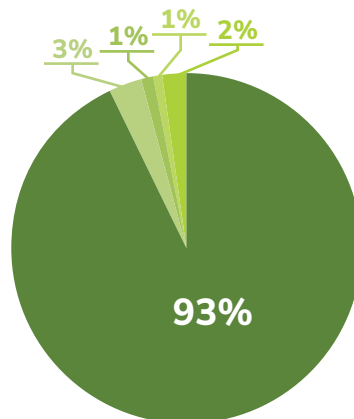


Fleet Executive.. **163**

Fleet Employee. **58**
(non-driver)

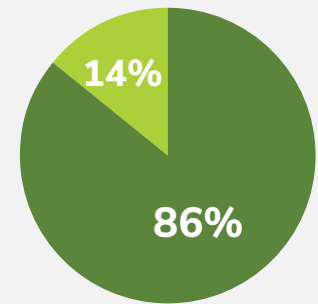
Please specify your ethnicity:

White..... **93%**
 Hispanic or Latino **3%**
 Black or African American..... **1%**
 Native American or American Indian **1%**
 Asian/Pacific Islander..... **0%**
 Punjabi **0%**
 Other **2%**



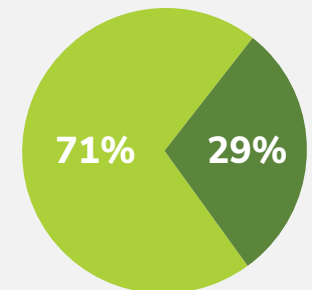
Please specify your gender:

Male..... **86%**
 Female..... **14%**



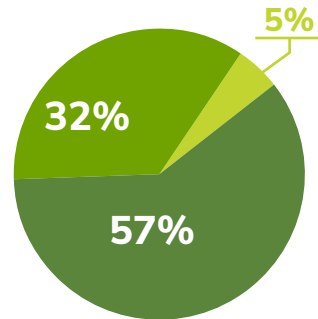
Age:

Up to 54 **29%**
 55 or older ... **71%**

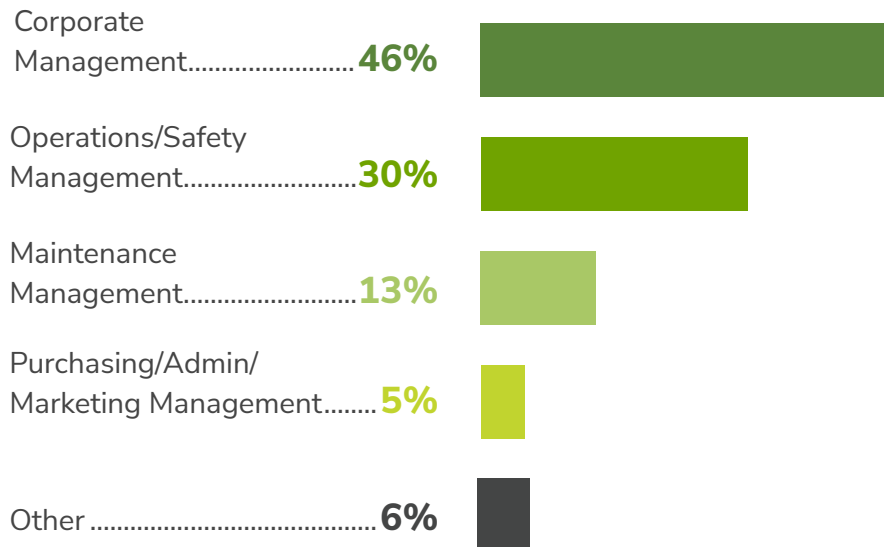


Type of Fleet

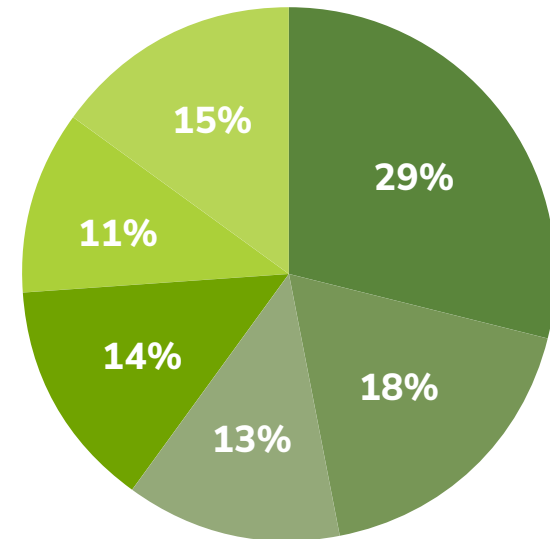
For-hire	60%
Private	35%
Other	5%



What is your role within your organization?

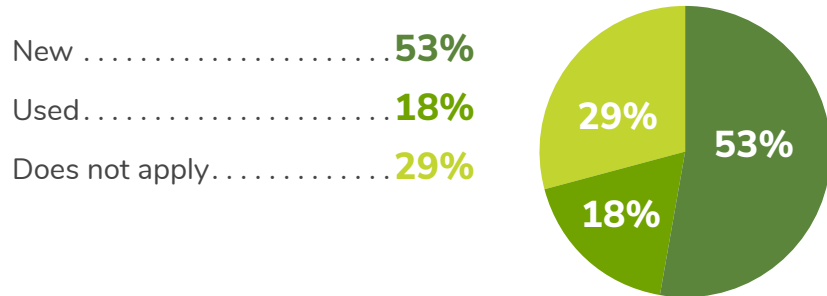


How many power units does your organization operate?

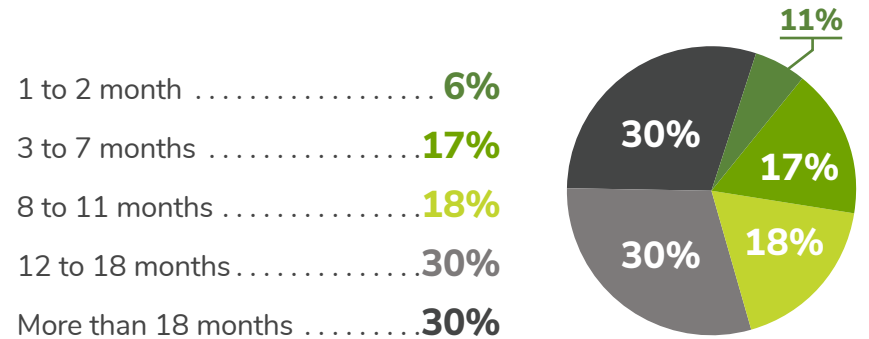


10 to 24	29%
25 to 50	18%
51 to 100	13%
101 to 250.....	14%
251 to 500.....	11%
More than 500	15%

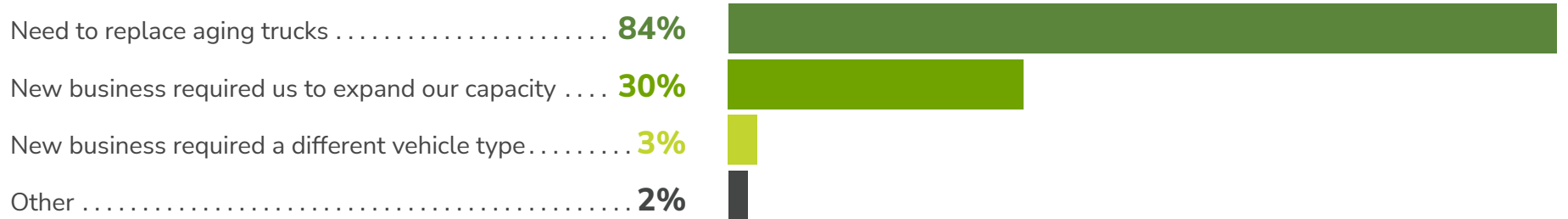
Was the last equipment purchase that you made new or used?



When did you first start thinking about your purchase?



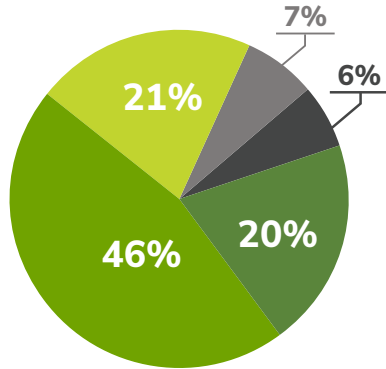
What influenced you to start the purchase process?



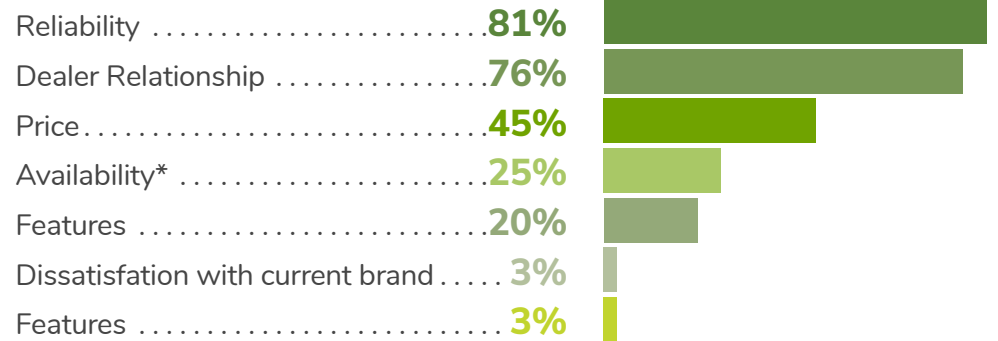
60% plan purchases 12+ months in advance, with equipment replacement top reason for most recent acquisition.

How many different brands did you consider?

One..... 20%
 Two 46%
 Three 21%
 Four 7%
 More than four..... 6%

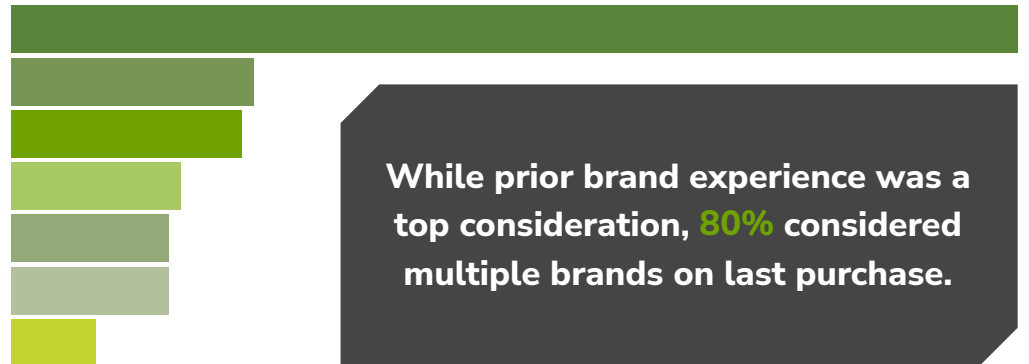


What about the truck brand you chose caused you to buy it again or to switch brands? (Select all that apply)



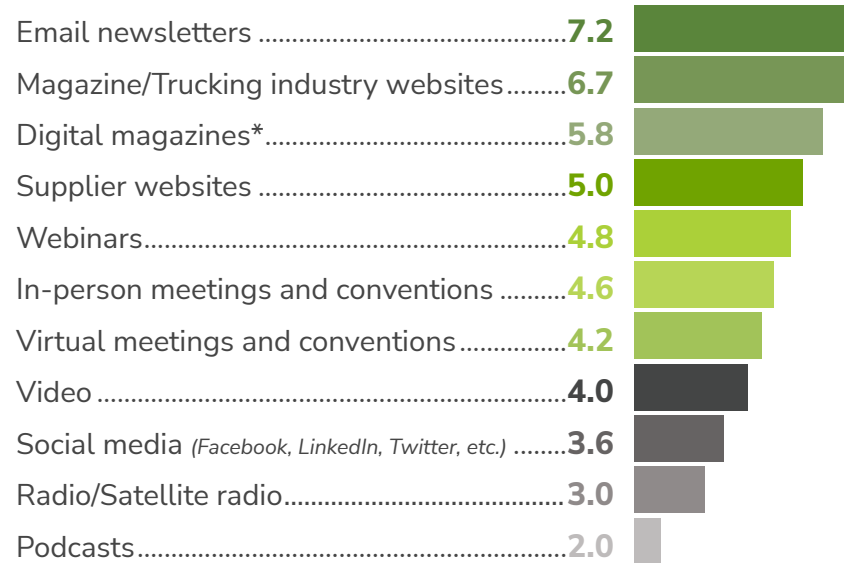
What influenced the choice of truck brand(s) you considered? (Select all that apply)

I've had a good experience with this brand(s) 83%
 Equipment reviews or articles on industry websites .. 20%
 I always buy the same brand 19%
 Peer recommendations..... 14%
 Dealer recommendation..... 13%
 Other 13%
 Equipment reviews or articles on social media..... 7%



While prior brand experience was a top consideration, 80% considered multiple brands on last purchase.

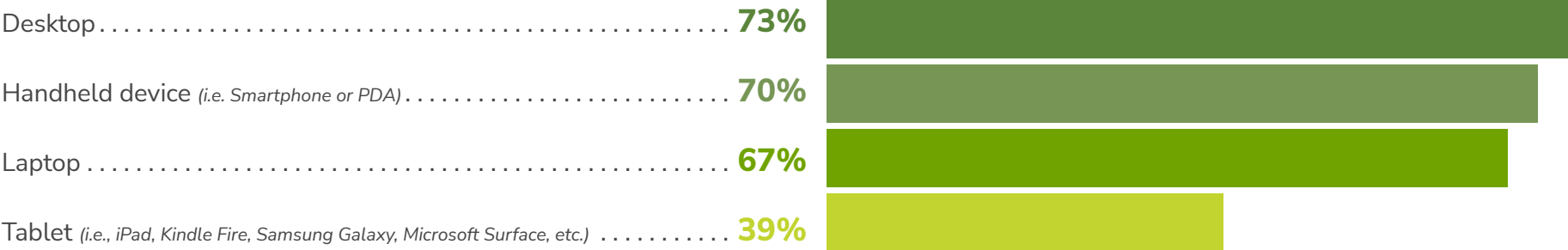
On a scale of 0 to 10 (where 0=never and 10=constantly) how frequently do you use the following sources of information about the trucking industry?



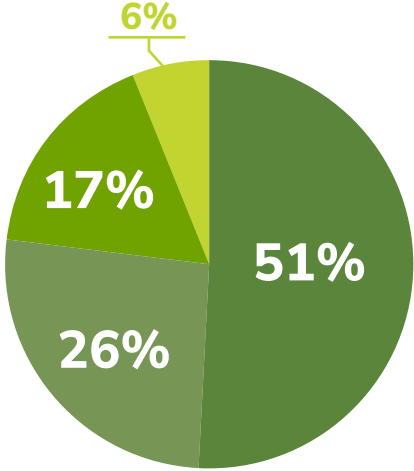
Email newsletters are the most highly used information source for trucking.

	0 - Never	1	2	3	4	5	6	7	8	9	10 - Constantly
Email newsletters	3%	2%	4%	4%	5%	9%	8%	11%	19%	15%	22%
Magazines/Trucking industry sites	5%	2%	1%	6%	4%	14%	6%	16%	14%	11%	20%
Digital magazines*	9%	5%	5%	5%	6%	13%	9%	16%	9%	8%	15%
Supplier websites	12%	7%	6%	8%	8%	15%	11%	7%	14%	4%	9%
Webinars	14%	9%	8%	10%	9%	6%	7%	8%	13%	6%	10%
In-person meetings and conventions	10%	11%	10%	10%	9%	14%	5%	5%	9%	7%	9%
Virtual meetings and conventions	16%	11%	10%	12%	4%	10%	7%	10%	8%	5%	7%
Video	19%	9%	10%	8%	5%	17%	7%	9%	8%	5%	3%
Social Media (Facebook, LinkedIn, Twitter, etc.)	29%	11%	13%	5%	4%	6%	5%	5%	9%	5%	8%
Radio/satellite radio	30%	19%	6%	10%	5%	8%	3%	5%	5%	5%	4%
Podcasts	48%	16%	7%	6%	4%	4%	3%	4%	5%	1%	2%

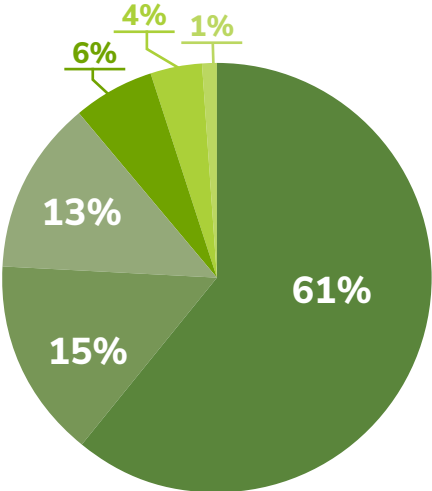
Which of the following devices do you use to access the Internet? (Check all that apply)



Which do you use most often to access the Internet?

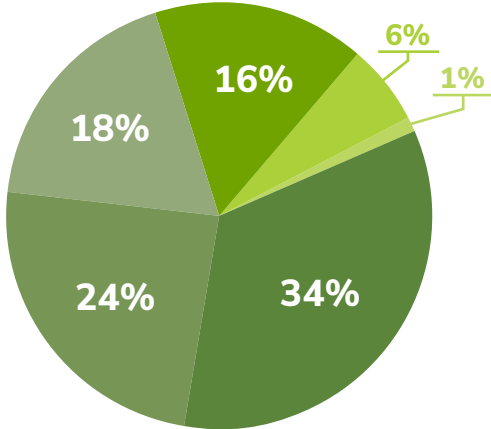


When looking for equipment or services information from companies online, which of these are you most likely to try first?



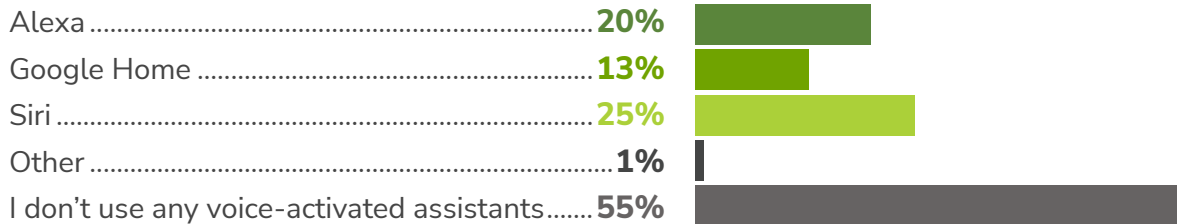
- Web search (such as Google) **61%**
- Click a link with the company's name **15%**
- Review articles about products..... **13%**
- None of the above..... **6%**
- Search a directory **4%**
- View a video..... **1%**
- Click on a banner ad..... **0%**
- Other..... **0%**

When live chat (live customer support) is offered on a website how frequently do you use it?

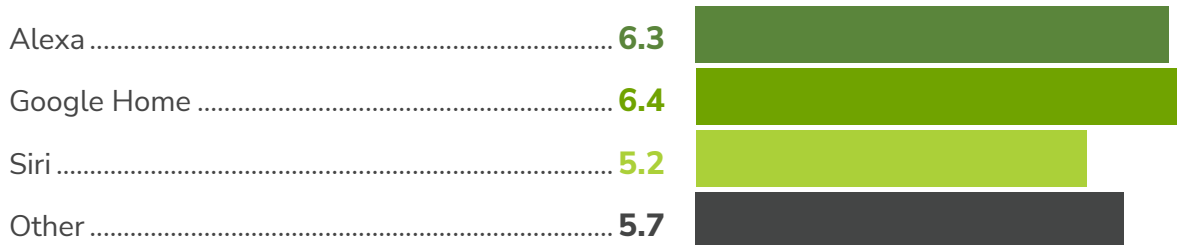


- Occasionally **34%**
- Very rarely **24%**
- Rarely..... **18%**
- Never **16%**
- Very frequently **6%**
- Always..... **1%**

Which of the following voice-activated assistants do you use? (Check all that apply)



On a scale of 0 to 10 (where 0 = never and 10 = constantly), how frequently do you use these voice-activated assistants?



	0 - Never	1	2	3	4	5	6	7	8	9	10 - Constantly
Alexa	2%	0%	12%	5%	12%	7%	12%	12%	16%	5%	19%
Google Home	0%	0%	4%	11%	19%	11%	7%	7%	11%	7%	22%
Siri	2%	11%	7%	11%	9%	19%	7%	6%	11%	6%	11%
Other	0%	0%	0%	0%	33%	33%	0%	0%	33%	0%	0%

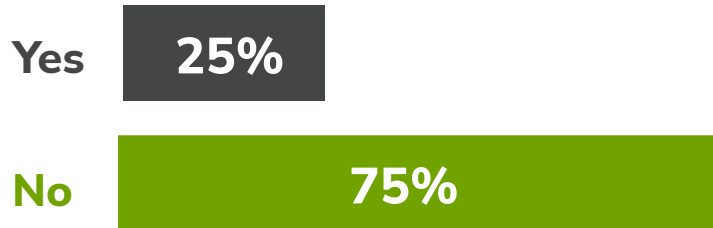
What type of smartphone apps do you use regularly? (Check all that apply)

Weather	77%
News	55%
Work-related	53%
Music & audio	44%
Social media	43%
Video	27%
My fleet's app	26%
Games	25%
Travel	25%
Routing	21%

Personal finance	20%
Sports	19%
Books	16%
Magazines	16%
Health	12%
Truck Stops	11%
Truck Parking	6%
I don't use any apps	6%
Job apps	3%
Other	2%

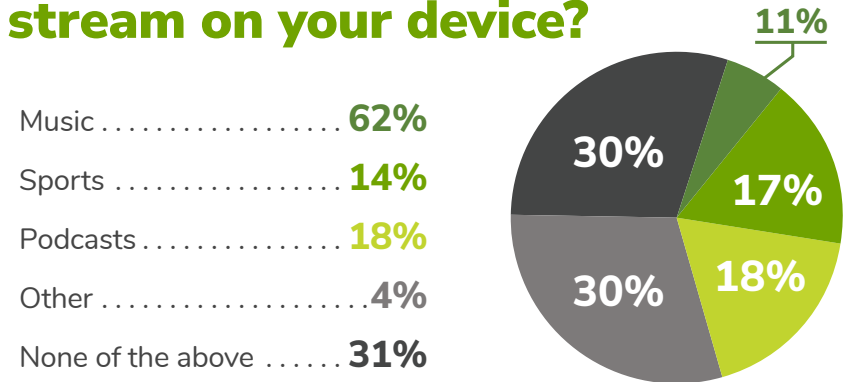
Top apps used are weather, news and work-related.

Do you listen to podcasts?

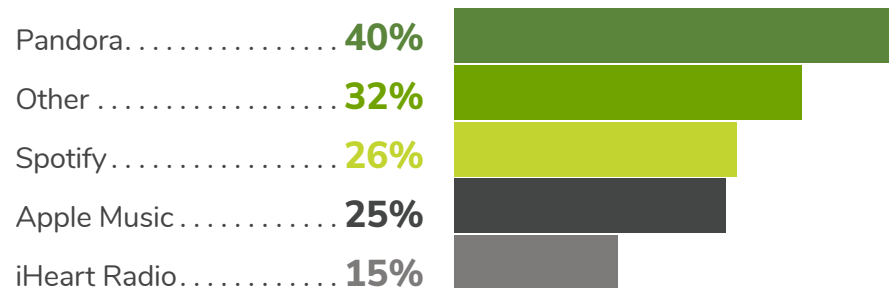


62% stream music, with Pandora and Spotify the most heavily used services

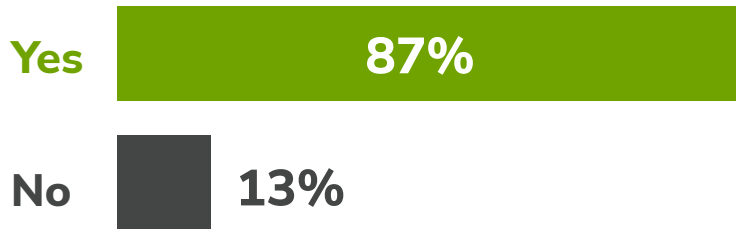
Which of the following audio content do you stream on your device?



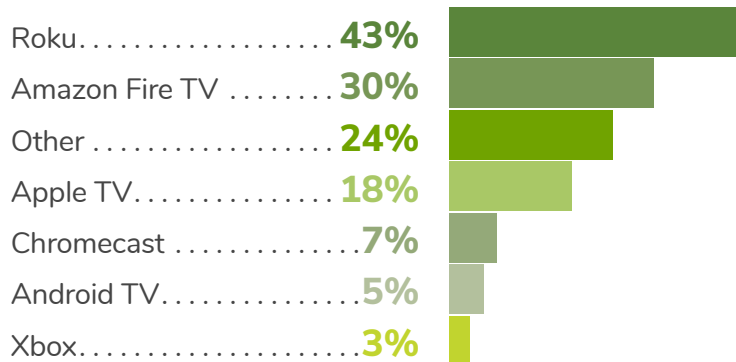
If you stream music from your device, which of the following options do you use? (Check all that apply)



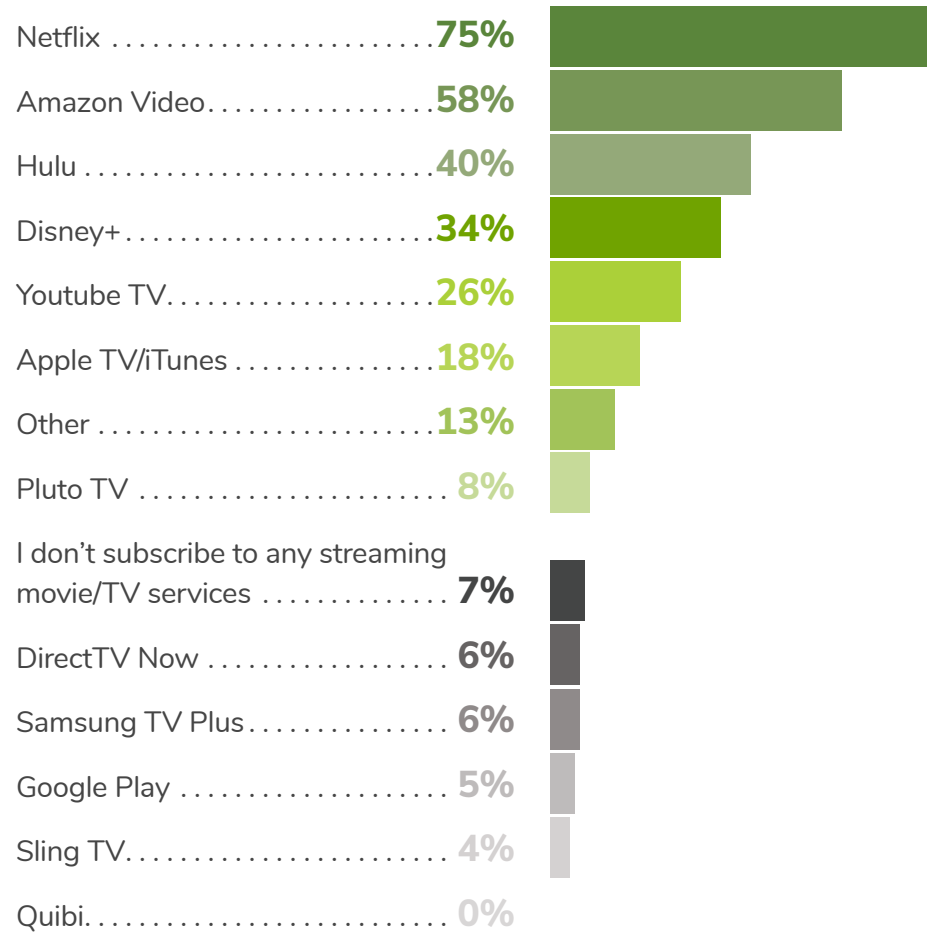
Do you own a TV that has streaming capabilities (connected to internet)?



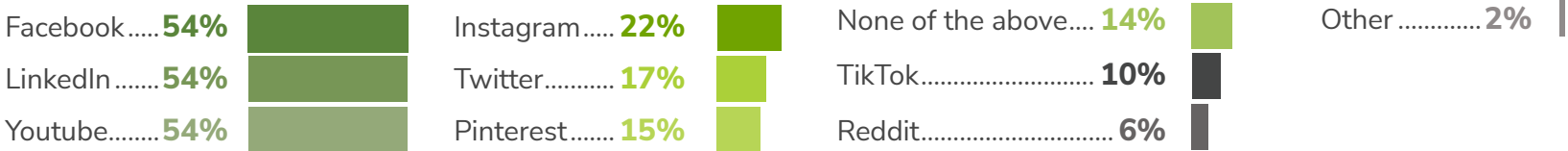
Which device(s) is used for watching shows, movies, sports, videos, etc.? (Check all that apply)



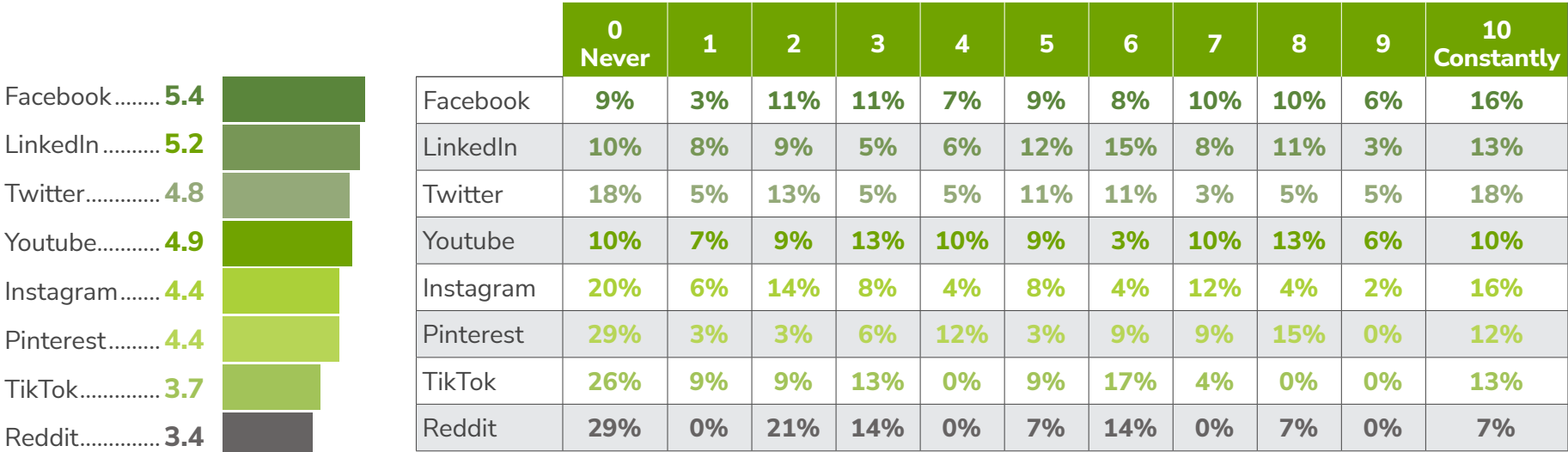
Which streaming movie/TV services do you use? (Check all that apply)



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

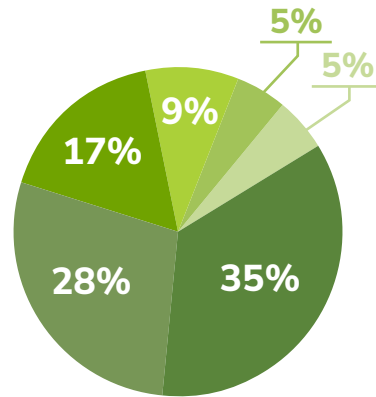


On a scale of 0 to 10 (where 0 = never and 10 = constantly), how frequently do you use these social media platforms to get information about the trucking industry? (Respondents received only those social media platforms they selected as using in the previous question.)

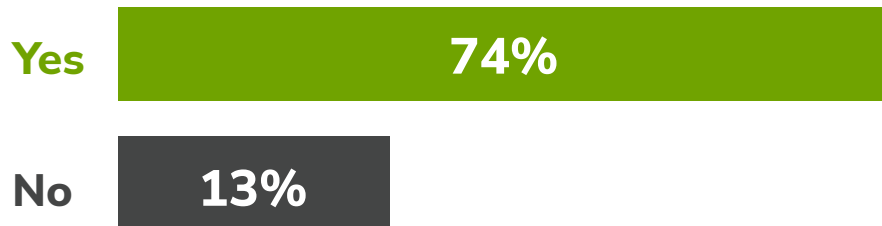


What is the main reason you use social media? (Check only one)

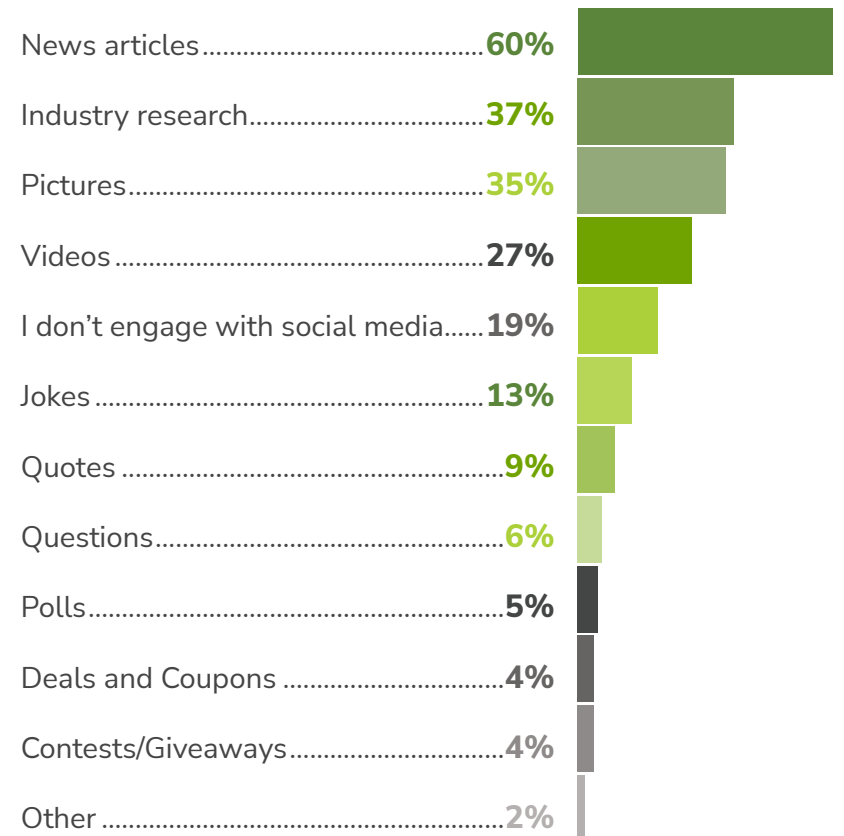
Connect & keep in touch with friends & family	35%
Find the latest news.....	28%
Make professional & business contacts	17%
Other	9%
Share videos and photos	5%
Follow thought leaders or celebrities.....	5%
Make new friends	0%



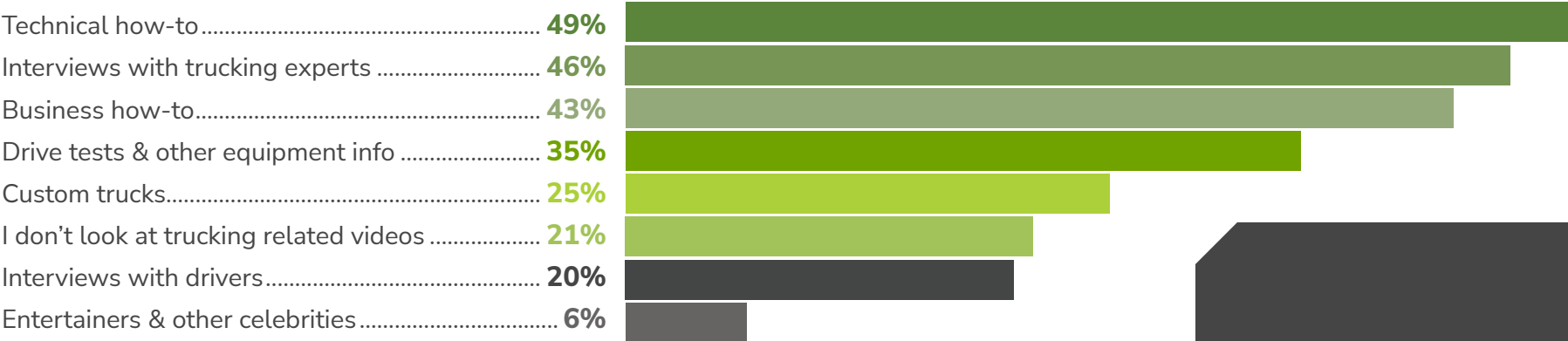
Do you use your smartphone to access social media services?



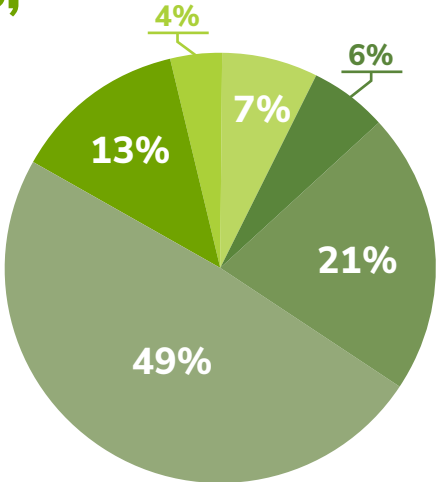
Which types of social media content do you engage (like, share, comment) with the most? (Check all that apply)



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?



Technical/ Business how-to videos and interviews are topics of most interest, with 66% taking action after viewing a video.



We are the **growth platform** for **vital industries** such as transportation, construction and agriculture. Through a combination of people and technology, we give our clients **unique capabilities** to sell to and serve their end customers better. We create better **relationships**, better **insights**, and better **results** in sales, recruiting and other essential services that drive sustainable growth for our clients.

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