TRUCK DRIVER SHORTAGE

2018 SHORTAGE OF AT LEAST 60,000 DRIVERS

2026 SHORTAGE MAY TRIPLE
The U.S. freight market is speeding ahead, but recruiting new truck drivers to meet demand is proving harder to rev up.

What is the volume of goods transported by the trucking industry?

Any idea how many Commercial Truck drivers we have in the U.S?
Reasons for Driver Shortage?
Major Causes of the US Trucker Shortage

- **Age:** The median age of over-the-road truck drivers is 49, compared to 42 for all US workers. Also, individuals between ages 18 and 21 are barred from driving tractor-trailers across state lines.

- **Gender:** The US Labor Department reports that only six percent of all US truck drivers are women, representing what ATA calls a "large, untapped portion of the population."

- **Improving job market:** Current and would-be truckers have more employment options in construction and other industries.

- **Regulations:** Truck driver hours of service rules and other regs limit industry productivity because they require more trucks to haul the same amount of freight.

SOURCE: *Truck Driver Shortage Analysis 2017, ATA*
Trucking Companies Are Struggling to Attract Drivers to the Big-Rig Life

How can we make our industry more appealing to drivers?
TRUCKING JOBS

AGE OF TRUCKERS
A “trucking generation” of 45-to-54 year olds is the largest of any other age group in the industry.

48,000 – Current driver openings
890,000 – Total driver openings forecast through 2025

Median hourly wage for heavy and tractor-trailer truck drivers
$19.36

National average hourly wage for production and nonsupervisory employees in private, nonfarm jobs
$21.37

— American Trucking Associations

— Bureau of Labor Statistics
DRIVE-Safe Act

• Create an apprenticeship program to allow drivers ages 18-20
• Research show that drivers 18-20 have higher crash rates
• Insurance underwriters would likely review such data and any young driver entering the market would have to be insurable to truly add capacity to the industry
FMCA Pilot Project

In 2015, the Fixing America’s Surface Transportation Act directed FMCSA to perform a pilot project studying the feasibility of interstate driving for young people ages 18-20 who have a truck-driving-related military occupational specialty.
5 Tips to Help with Recruiting

1. Target Leads where they spend the most time
2. Be faster than your competition
3. Have a network of ambassadors
4. Visualize the recruitment process through the driver’s eyes
5. Don’t shy away from technology
The Future of Driver-Focused Recruiting
The best way to avoid the Driver Shortage is to Retain the Drivers that you have!

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