



## TRUCK DRIVER SHORTAGE



2018  
SHORTAGE OF  
AT LEAST  
**60,000**  
DRIVERS

2026  
SHORTAGE MAY  
**TRIPLE**

**TheStreet.**

**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

TRUCKS.COM  
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## 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

– American Trucking Associations

### AGE RANGE

45-54

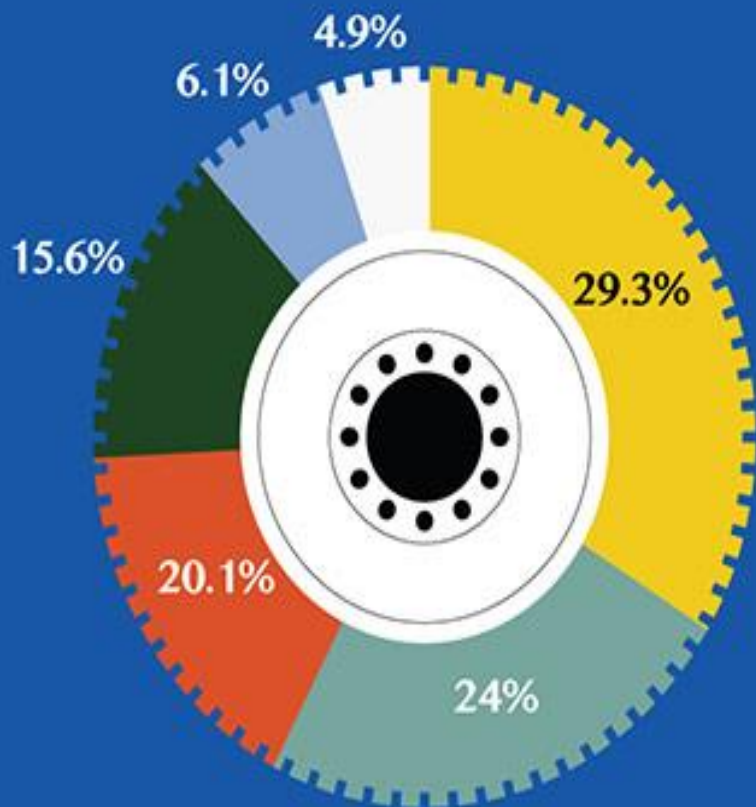
35-44

55-64

25-34

65+

20-24



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**

– 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**

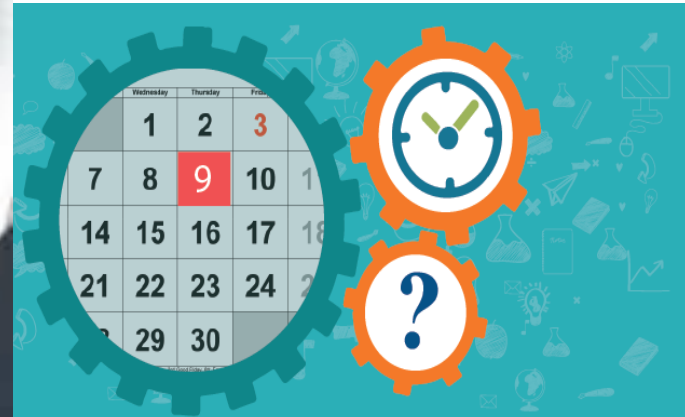
**In 2015, the Fixing America's Surface Transportation Act directed FMCSA to perform a pilot project studying the feasibility of interstate driving for young people ages 18-20 who have a truck-driving-related military occupational specialty.**



# 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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