

RESEARCH

2015
**TRUCKERS
NEWS**

CONNECTIVITY
STUDY

JUNE 2015

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METHODOLOGY

The following report examines the results of a survey that was emailed. The purpose of the survey was to gather information on how company driver readers use current technologies – such as smartphones and other mobile devices, computers, the Internet, digital magazines and social media.

As an incentive to complete and return the survey, respondents were offered entry into a contest in which they could possibly win various cash prizes. After approximately four weeks, a total of 314 completed surveys were returned and are included in this report.

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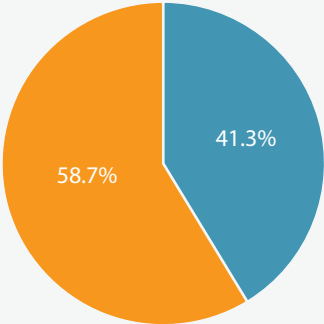
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GENERAL INFORMATION

i

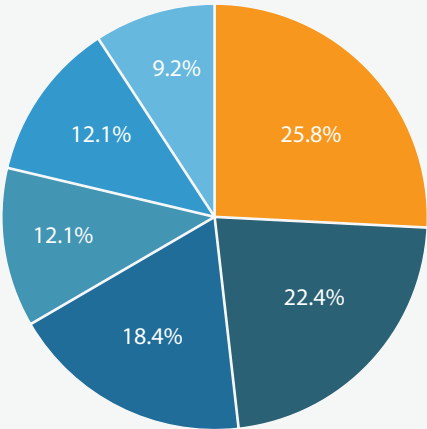


What is your age?

■ 51 or older	58.7%
■ Up to 50	41.3%

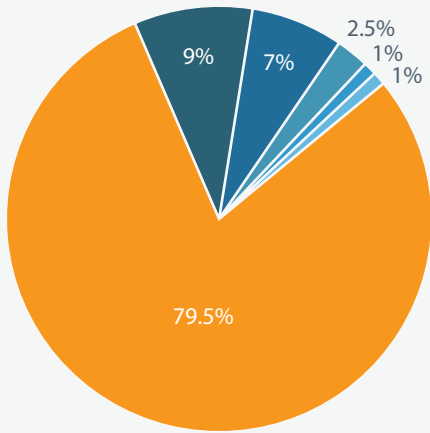
i

How many years have you driven a commercial motor vehicle?



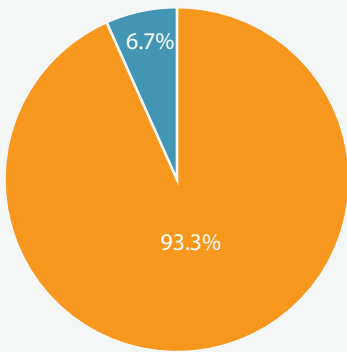
■ More than 30 years	25.8%
■ Up to 5 years	22.4%
■ 11 to 15 years	18.4%
■ 6 to 10 years	12.1%
■ 26 to 30 years	12.1%
■ 21 to 25 years	9.2%
■ 16 to 20 years	0%





Please specify your ethnicity:

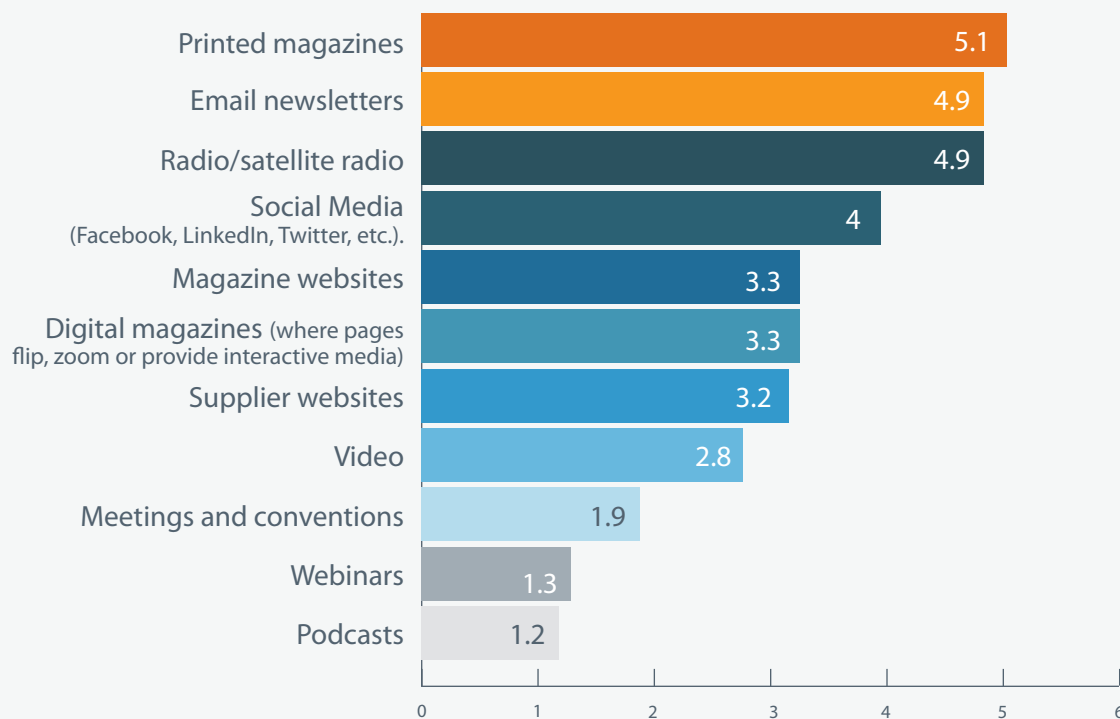
White	79.5%
Black or African American	9%
Hispanic or Latino	7%
Other	2.5%
Native American or American Indian	1%
Asian/Pacific Islander	1%



Please specify your gender:

Male	93.3%
Female	6.7%

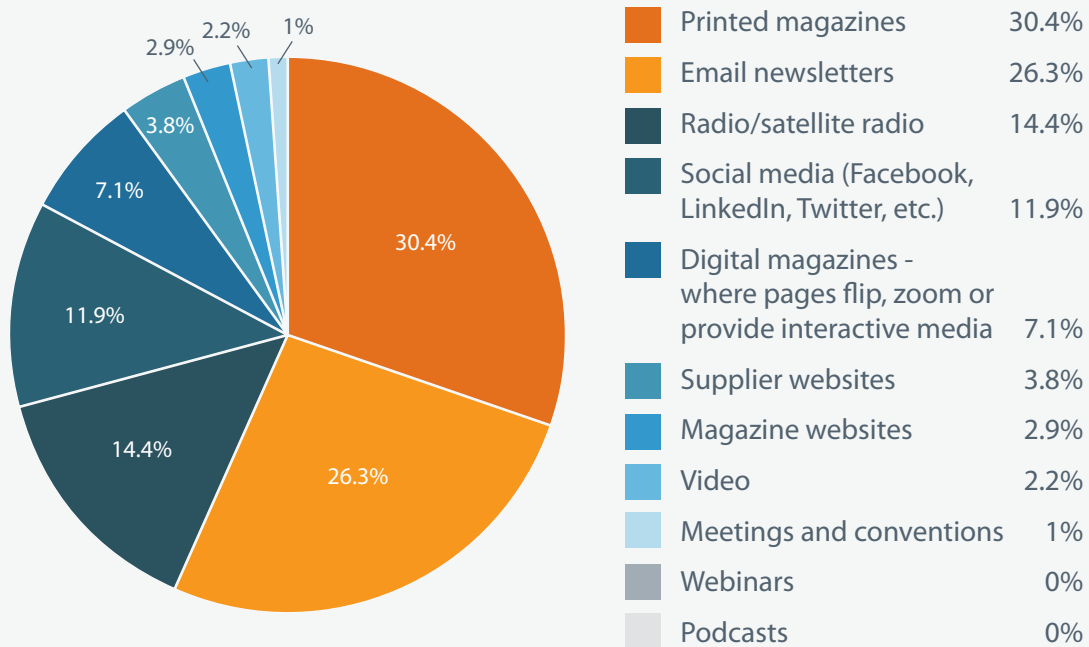
On a scale of 0 to 10 (where 0 = never and 10 = constantly), how frequently do you use the following sources of information about the trucking industry?



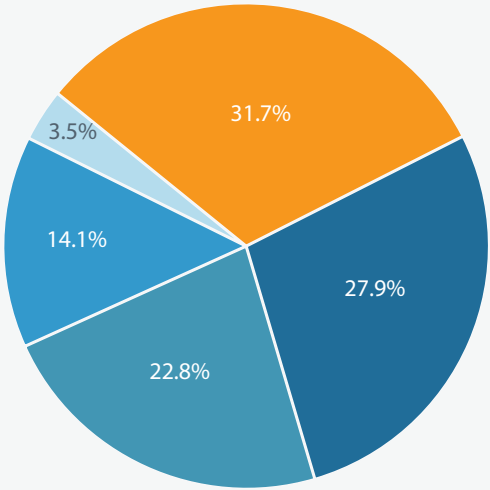
	0	1	2	3	4	5	6	7	8	9	10
Printed magazines	16.3%	9%	7.1%	7.4%	4.8%	8.7%	7.1%	4.8%	8.7%	6.1%	20%
Digital magazines (where pages flip, zoom or provide interactive media)	34.6%	8.7%	9%	4.8%	5.8%	11.2%	5.8%	3.8%	6.4%	4.1%	5.8%
Magazine websites	31.4%	10.9%	10.6%	4.8%	5.1%	10.3%	7.7%	4.8%	3.8%	3.5%	7.1%
Supplier websites	34.6%	10.9%	7.1%	7.1%	5.4%	9.6%	5.8%	5.4%	5.8%	3.2%	5.1%
Meetings and conventions	50.6%	11.2%	7.1%	5.8%	6.1%	6.4%	4.2%	3.8%	1.9%	1.3%	1.6%
Webinars	63.1%	11.9%	3.8%	5.1%	4.2%	3.8%	1.6%	2.6%	2.6%	1%	0.3%
Radio/satellite radio	20.5%	8.7%	4.2%	6.1%	7.7%	10.6%	3.8%	6.1%	6.1%	5%	21.2%
Email newsletters	19.6%	6.7%	6.4%	3.5%	7.1%	9.9%	7.4%	9.9%	9.3%	6.1%	14.1%
Social Media (Facebook, LinkedIn, Twitter, etc.)	35.6%	6.7%	6.1%	3.5%	2.9%	5.4%	6.1%	6.1%	6.4%	6.4%	14.8%
Podcasts	68.6%	9.9%	5.8%	4.2%	1.3%	2.2%	1.9%	0.3%	2.2%	1.4%	2.2%
Video	46.2%	8.3%	6.1%	5.4%	5.1%	7.1%	2.6%	5.4%	3.2%	1.9%	8.7%



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

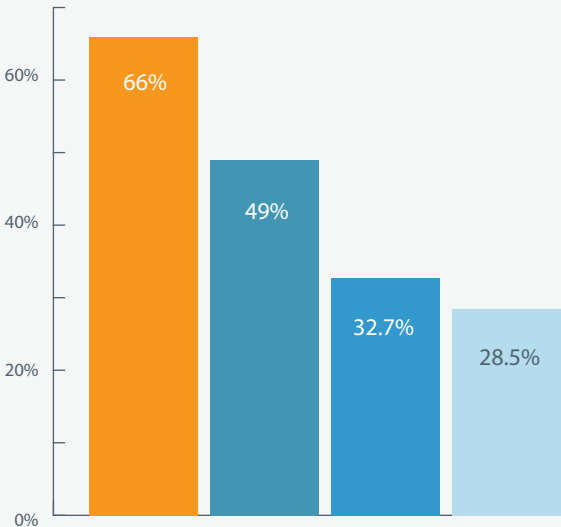


INTERNET USAGE



How often do you use the Internet for any purpose?

Constantly	31.7%
Several times a day	27.9%
At least daily	22.8%
Several times a week	14.1%
Rarely	3.5%

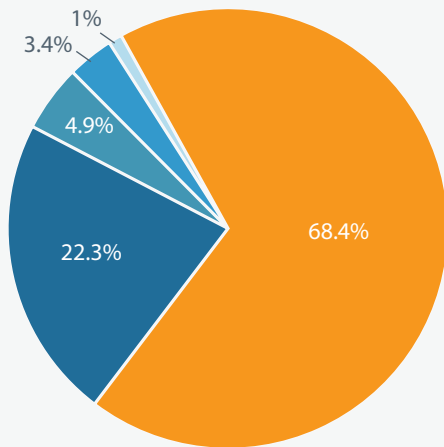


Which of the following do you use to access the Internet?
(Check all that apply)

Handheld device*	66%
Laptop computer	49%
Desktop computer	32.7%
Tablet computer**	28.5%

* (i.e. smartphone or PDA)
 ** (i.e. iPad, Kindle Fire, Samsung Galaxy, Microsoft Surface, etc.)

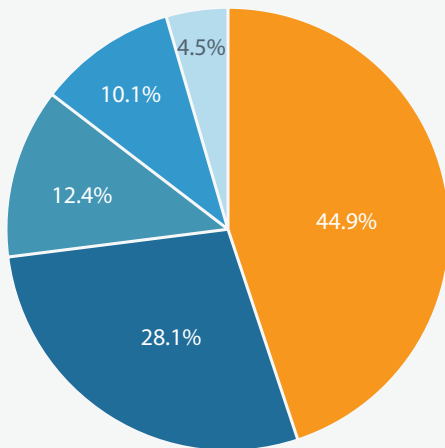




What smart phone/PDA operating system do you use most often? (Check only one)

Based on respondents who said they use a handheld device to access the Internet.

Android	68.4%
iPhone (iOS)	22.3%
Windows Phone	4.9%
Other	3.4%
BlackBerry	1%



What tablet computer do you use most often?

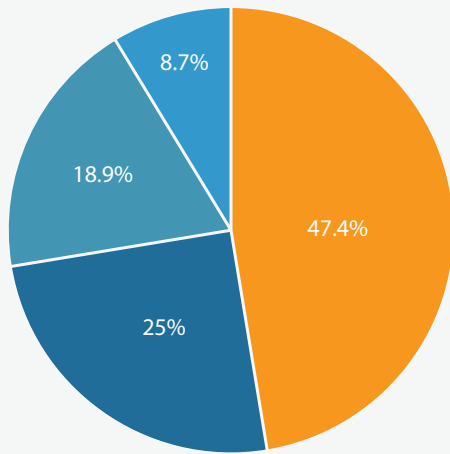
Based on respondents who said they use a tablet computer to access the Internet.

Samsung Galaxy Tablet/Notebook	44.9%
iPad/iPad Mini	28.1%
Kindle Fire	12.4%
Other	10.1%
Microsoft Surface	4.5%





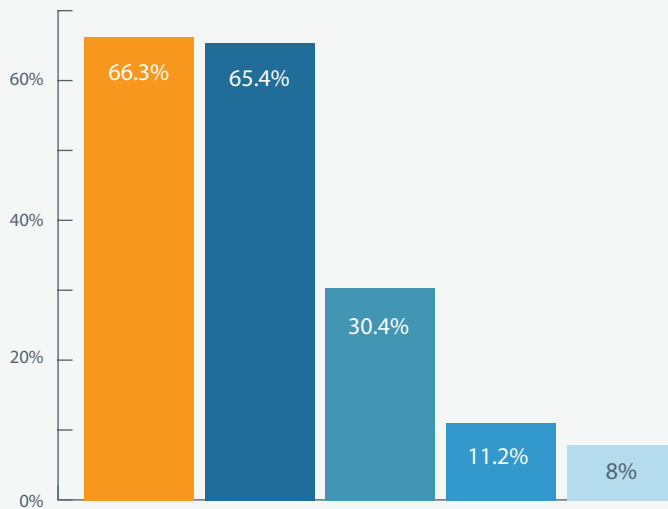
Which do you use most often to access the Internet?



Handheld device	47.4%
Laptop computer	25%
Desktop computer	18.9%
Tablet computer	8.7%



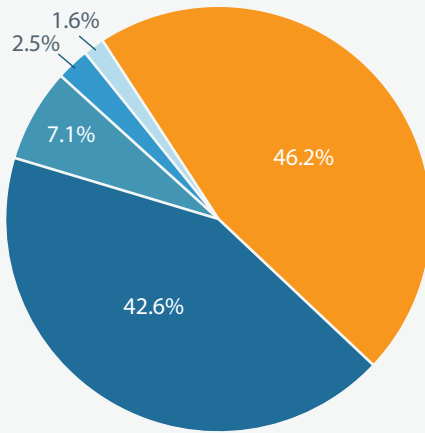
Where do you access the Internet? (Check all that apply)



Home	66.3%
Mobile	65.4%
Truck stop	30.4%
Office	11.2%
Other	8%



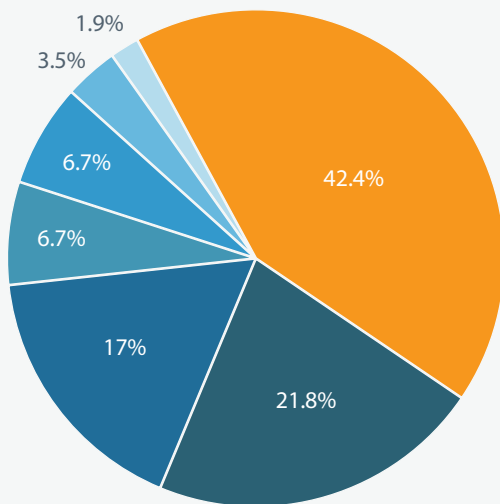
Where do you most often access the Internet?



Mobile	46.2%
Home	42.6%
Truckstop	7.1%
Other	2.5%
Office	1.6%



How do you most often get to an Internet site?

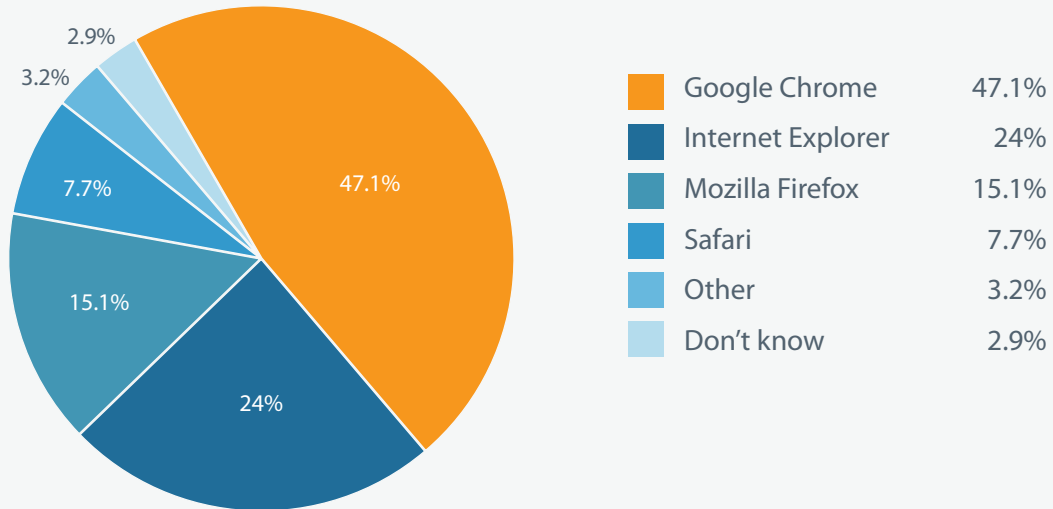


Use search engines to find the topic/site I am interested in	42.4%
Click on a link in an email message/newsletter or another web page	21.8%
Use bookmarked or saved favorites links	17%
Type the exact web address from memory	6.7%
Click on a link in a social media posting	6.7%
Don't know	3.5%
Other	1.9%

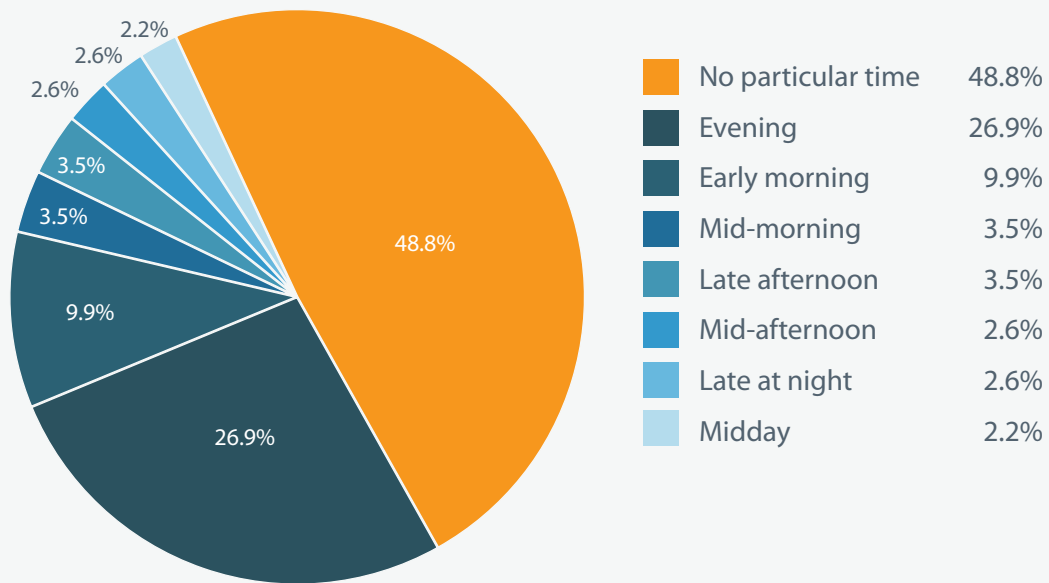




What Internet browser do you use most often to access the Internet?

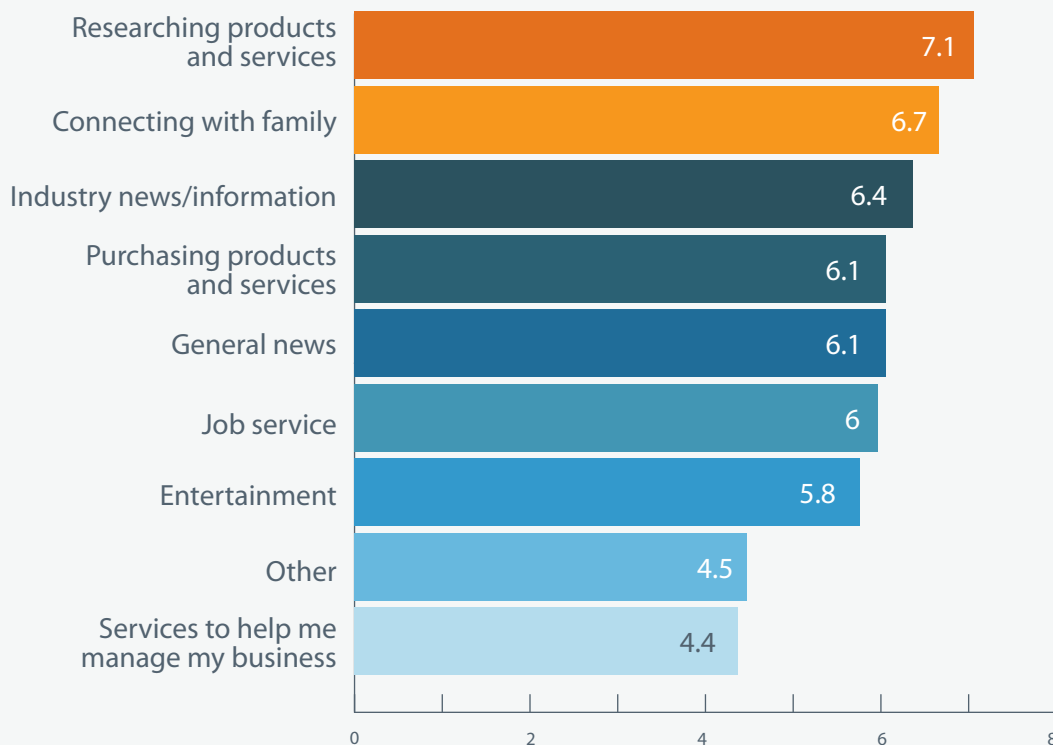


What time of the day do you most often access the Internet?





On a scale of 0 to 10 (with 10 being extremely important and 0 not important at all), how important is the Internet as a resource for the following for you?

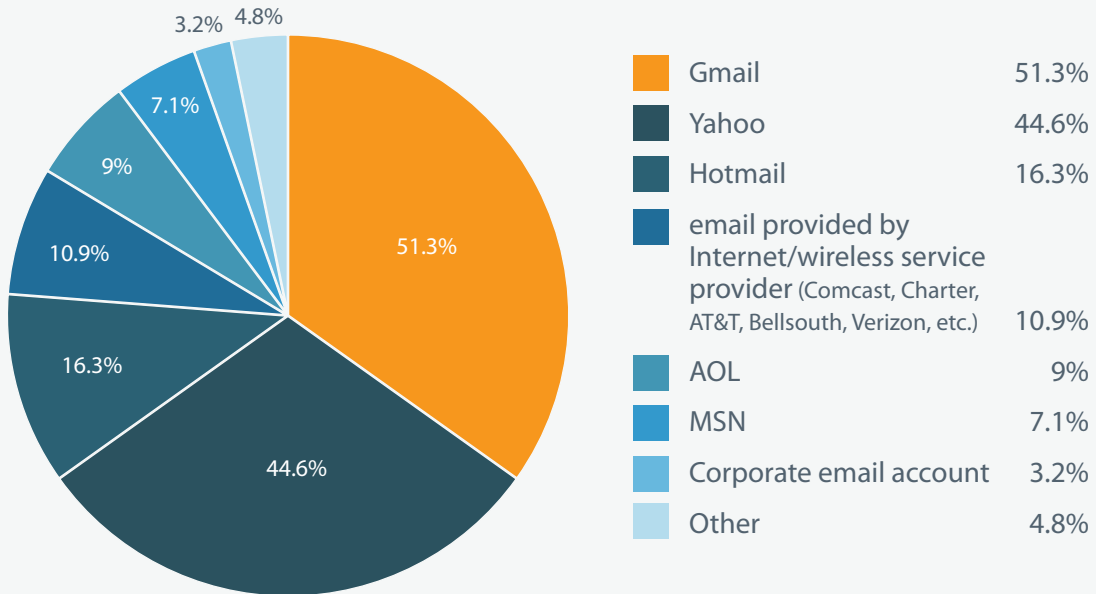


	0	1	2	3	4	5	6	7	8	9	10
Researching products and services	8%	3.2%	2.2%	3.5%	2.9%	9%	4.5%	5.5%	12.5%	12.8%	35.9%
Purchasing products and services	11.9%	3.8%	3.2%	5.1%	5.1%	11.5%	6.4%	8.4%	11.2%	10.3%	23.1%
Industry news/information	9.3%	3.2%	3.5%	3.8%	6.7%	11.9%	7.4%	7.4%	9.3%	14.1%	23.4%
General news	9.9%	4.2%	3.2%	4.5%	7.4%	12.8%	7.7%	8.3%	9%	12.5%	20.5%
Services to help me manage my business	27.2%	6.7%	5.4%	6.1%	4.2%	10.3%	6.7%	6.4%	3.8%	8.5%	14.7%
Entertainment	14.4%	6.4%	4.8%	4.8%	3.8%	8.7%	7.4%	5.1%	9.3%	12.5%	22.8%
Connecting with family	10.3%	3.8%	4.5%	2.9%	5.1%	9.9%	4.5%	6.1%	6.7%	11.9%	34.3%
Job service	14.4%	3.8%	6.1%	3.8%	4.2%	11.2%	3.8%	5.4%	8.7%	12.3%	26.3%
Other	32.3%	5.2%	2.2%	3.5%	4.4%	15.3%	3.1%	4.8%	3.1%	5.7%	20.4%

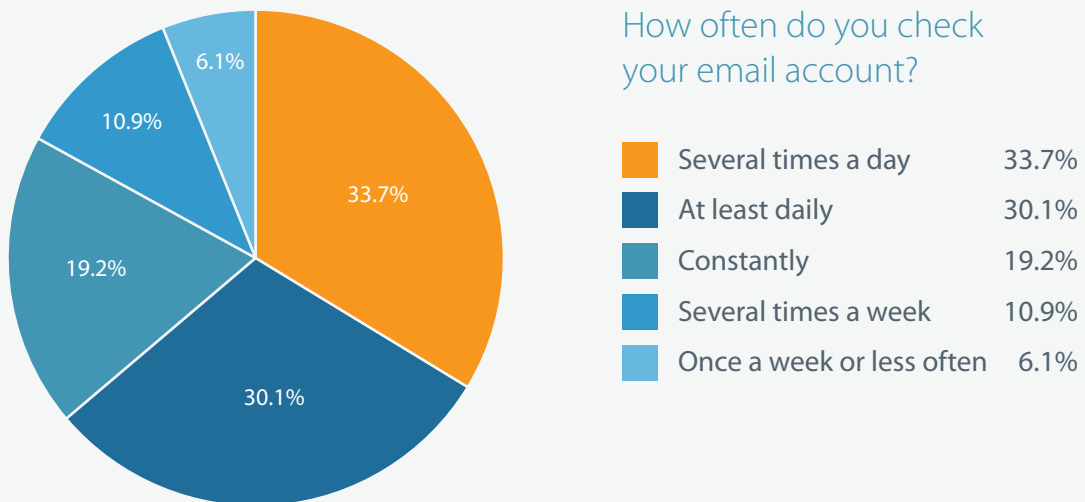




What service do you use for email? (Check all that apply)

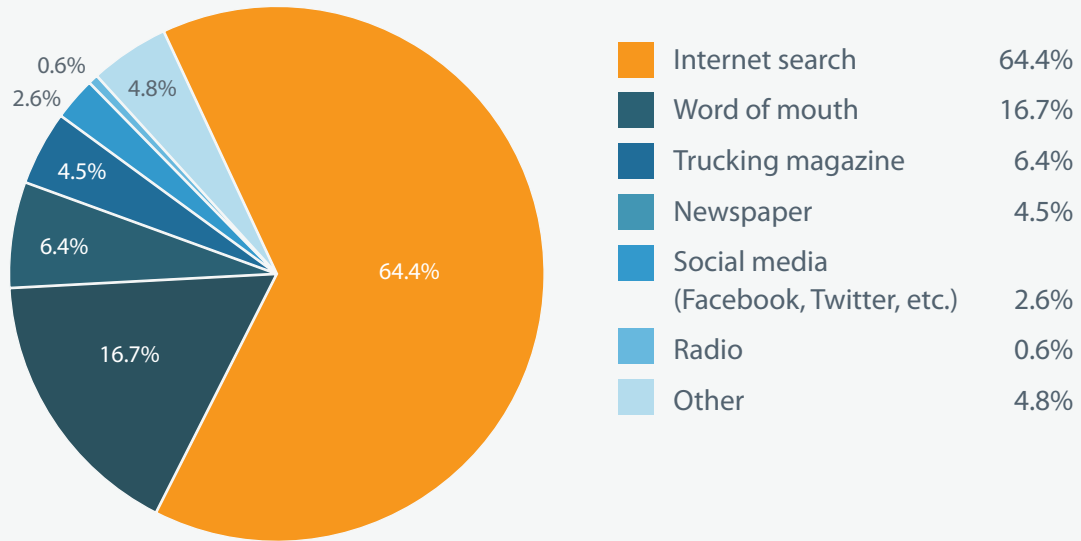


How often do you check your email account?



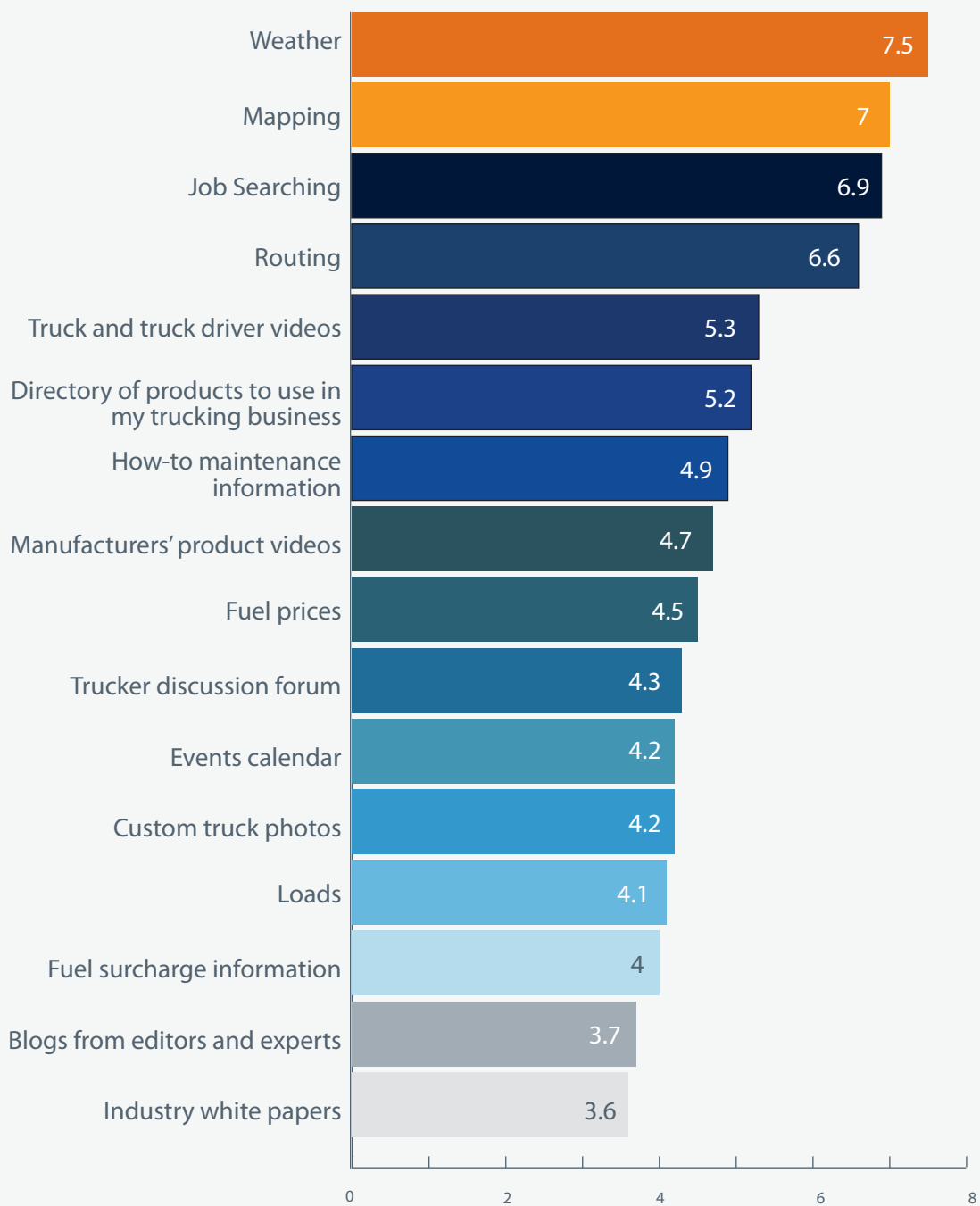


Where do you go most often to find a driving job? (Check only one.)





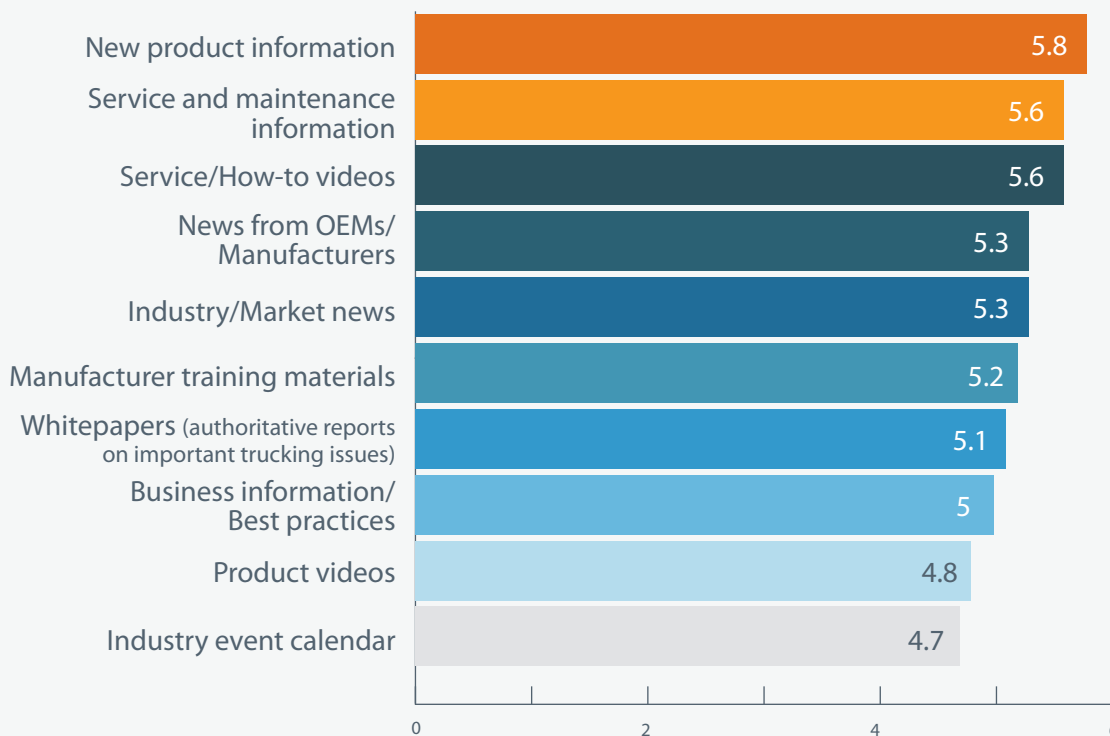
On a scale of 0 to 10 (with 10 being extremely important and 0 not important at all), how important is it to include the following services on a trucking industry website?



	0	1	2	3	4	5	6	7	8	9	10
Job Searching	9.6%	1.9%	2.6%	3.8%	3.2%	10.6%	6.4%	9%	6.7%	11.5%	34.7%
Directory of products to use in my trucking business	20.8%	4.5%	5.1%	4.5%	6.7%	9.3%	6.4%	6.4%	7.4%	11.9%	17%
Weather	8%	1%	1%	3.2%	4.1%	7.1%	4.1%	7.1%	10.9%	15.4%	38.1%
Manufacturers' product videos	23.4%	5.8%	4.5%	6.1%	5.4%	12.8%	6.7%	7.7%	7.1%	8%	12.5%
Truck and truck driver videos	16.3%	5.8%	4.2%	3.5%	7%	14.7%	7.4%	7.4%	9%	8.7%	16%
Routing	13.8%	3.8%	2.6%	2.6%	4.2%	7.1%	5.1%	5.4%	8.3%	12.5%	34.6%
Mapping	11.5%	3.8%	1.3%	2.2%	3.5%	7.8%	4.2%	5.1%	7.8%	16.3%	36.5%
Fuel surcharge information	36.2%	5.4%	6.1%	3.5%	3.2%	8.7%	4.2%	4.2%	7.4%	9.6%	11.5%
Events calendar	28.8%	6.7%	4.5%	8%	3.2%	10.3%	5.8%	7.4%	8%	7%	10.3%
Fuel prices	31.4%	7.1%	3.8%	2.9%	3.5%	9.3%	4.8%	4.8%	6.1%	7.7%	18.6%
Loads	38.8%	7.1%	3.9%	1.9%	3.2%	8.3%	2.2%	3.5%	5.8%	6.7%	18.6%
Custom truck photos	32.4%	6.4%	4.8%	3.5%	3.2%	11.2%	6.5%	6.1%	6.7%	5.1%	14.1%
How-to maintenance information	27.9%	7.1%	2.2%	3.5%	3.2%	7.4%	5.1%	6.7%	11.9%	9%	16%
Blogs from editors and experts	35.6%	5.8%	5.4%	5.4%	3.5%	9.9%	7.4%	6.4%	6.4%	3.8%	10.4%
Trucker discussion forum	29.8%	6.8%	5.1%	5.1%	3.5%	9.6%	4.9%	8%	6.4%	6.4%	14.4%
Industry white papers	35.6%	8.7%	5.8%	4.8%	3.8%	9%	5.4%	5.4%	6.1%	4.8%	10.6%



On a scale of 0 to 10 (with 10 being extremely important and 0 not important at all), how important are each of the following web-based information products and services on a trucking industry website?

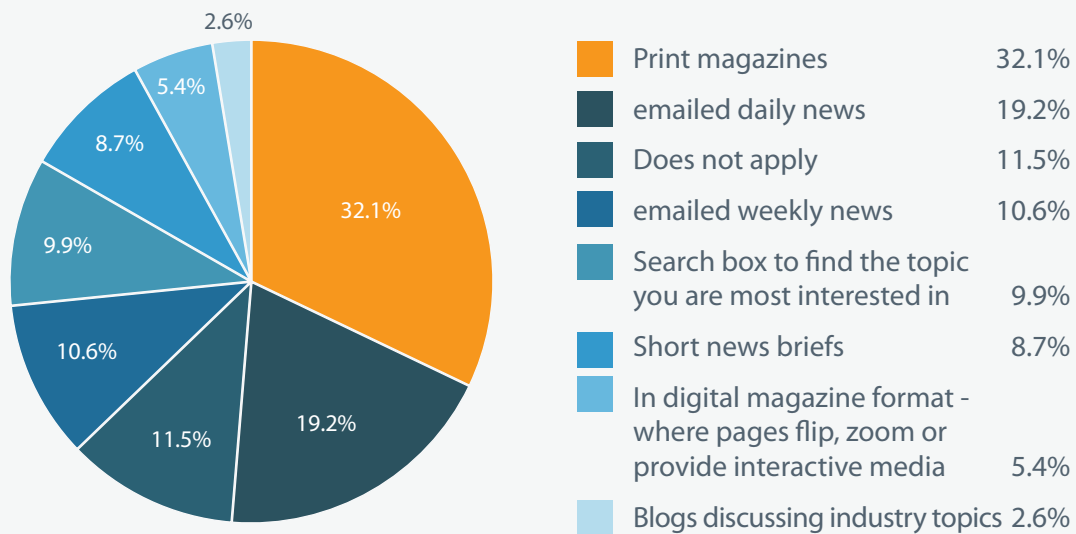


	0	1	2	3	4	5	6	7	8	9	10
Manufacturer training materials	21.8%	4.8%	3.2%	6.1%	3.5%	10.6%	8%	5.1%	10.9%	10.6%	15.4%
New product information	16.7%	2.9%	5.4%	3.2%	3.8%	9.3%	5.8%	9.3%	13.8%	11.9%	17.9%
News from OEMs/Manufacturers	19.2%	4.8%	3.8%	6.4%	5.1%	9%	5.1%	9.6%	10.9%	10.3%	15.8%
Industry event calendar	22.8%	5.8%	4.8%	6.4%	4.8%	12.8%	7.7%	6.7%	7.7%	8.3%	12.2%
Business information/Best practices	22.1%	3.8%	4.5%	5.1%	6.1%	11.9%	6.1%	9.6%	8.3%	10.3%	12.2%
Industry/Market news	20.2%	2.9%	4.2%	5.1%	5.8%	11.2%	6.7%	8.7%	11.2%	9.9%	14.1%
Service and maintenance information	17.6%	5.4%	4.2%	4.2%	5.1%	9.6%	4.2%	7.4%	11.9%	14.1%	16.3%
Product videos	23.7%	4.5%	5.4%	5.2%	5.2%	11.2%	8%	6.7%	9.9%	8.3%	11.9%
Service/How-to videos	20.8%	4.2%	2.9%	4.8%	2.9%	10.3%	4.8%	6.7%	11.5%	11.2%	19.9%
Whitepapers (authoritative reports on important trucking issues)	25.6%	3.8%	2.6%	4.5%	5.4%	9%	4.2%	7.4%	11.2%	9.6%	16.7%

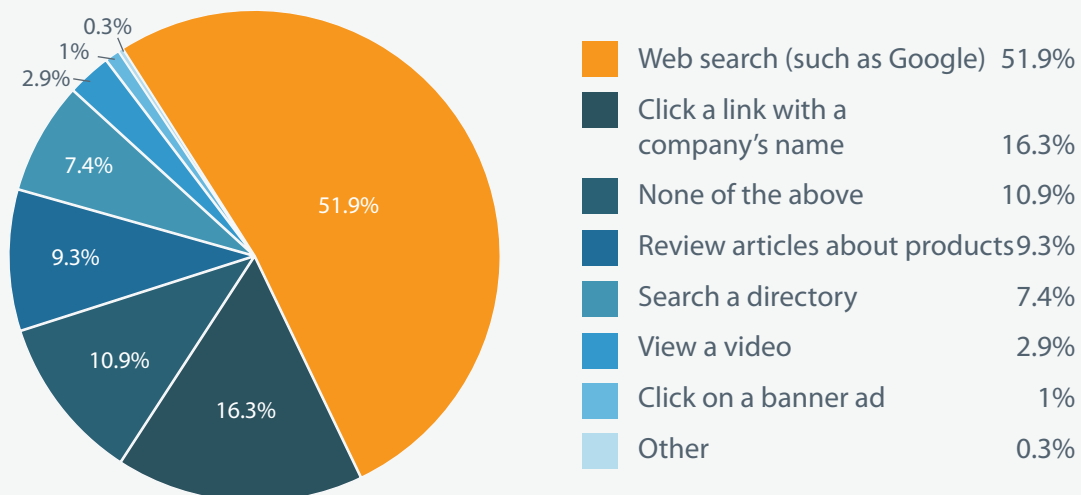




In which of the following ways do you most often read industry news? (Check only one)

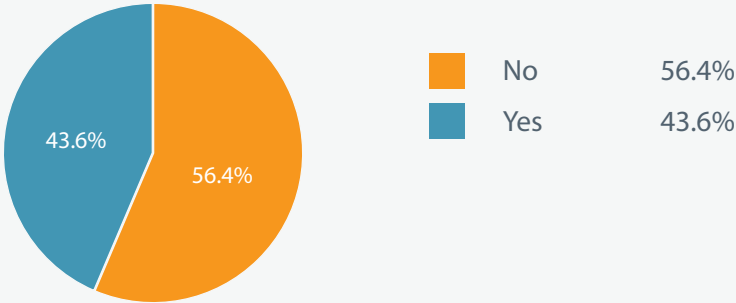


When looking for equipment or services information from companies online, which of the following are you most likely to try first? (Check only one)



SMART PHONES AND HANDHELD DEVICES

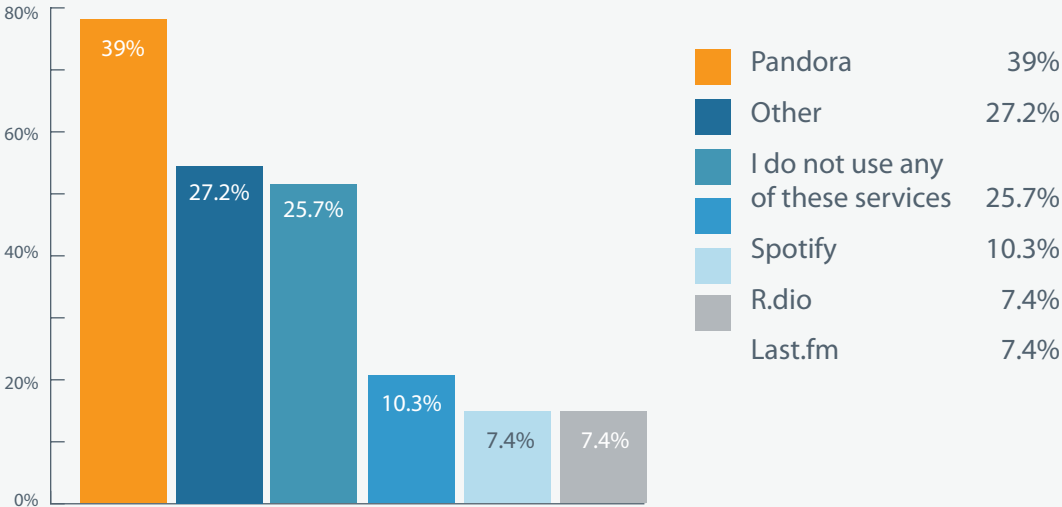
Do you listen to digital audio files on a mobile device or computer?



Which of the following music streaming services do you use?
(For those who answered yes to question above.) Check all that apply.



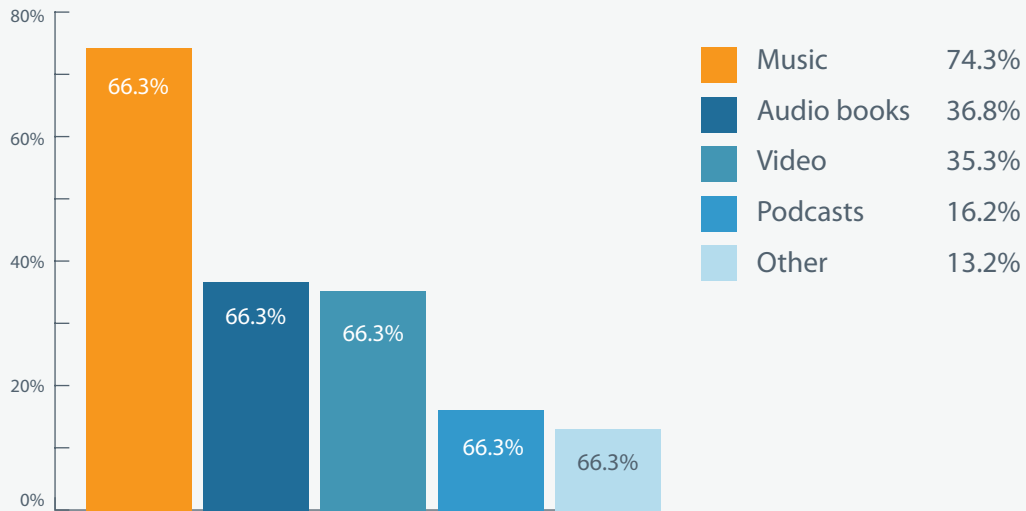
Based on respondents who said they listen to digital audio files on a mobile device or computer.





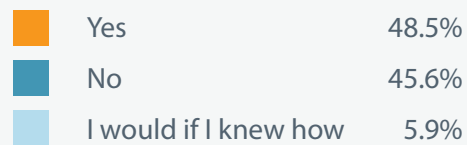
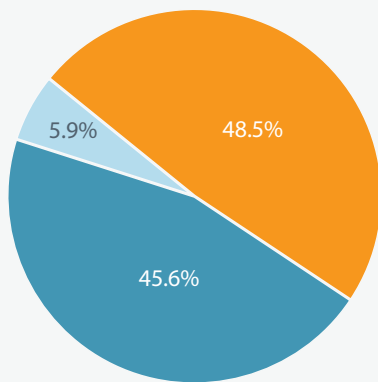
What do you listen to or view on your iPod or MP3 device? (check all that apply)

Based on respondents who said they listen to digital audio files on a mobile device or computer.



Do you stream podcasts or other non-musical audio content on your computer or mobile device?

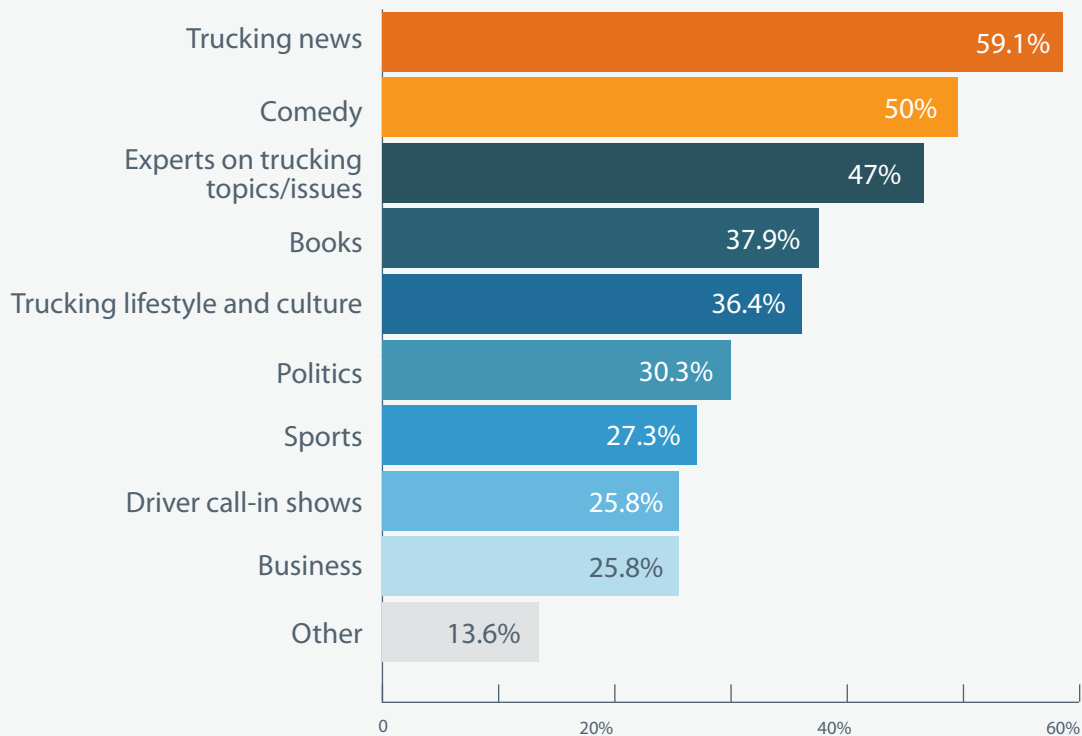
Based on respondents who said they listen to digital audio files on a mobile device or computer.



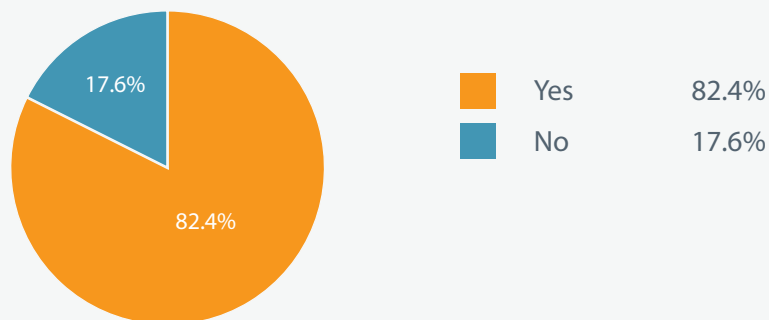


What non-musical programming would you prefer to stream on your computer or mobile device?

Based on respondents who said they stream podcasts or other non-musical audio content.

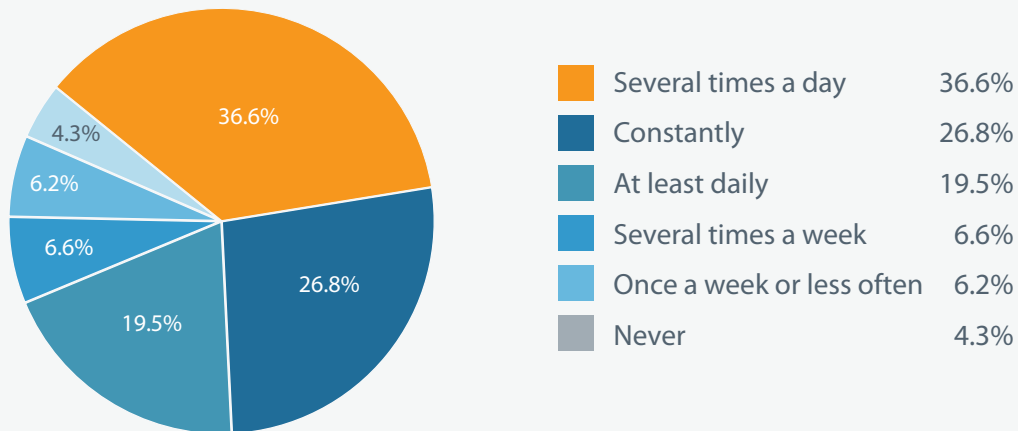


Do you use a smart phone or other handheld device for purposes other than making phone calls?



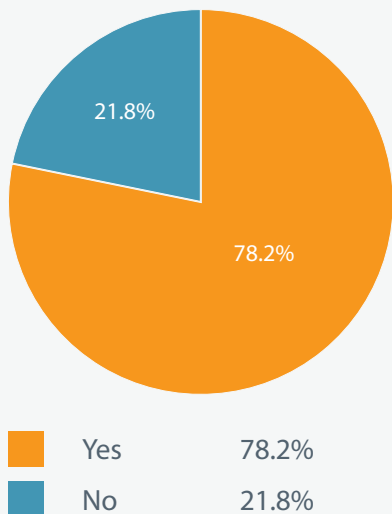


How frequently do you access the Internet/email with your smart phone or handheld device? Based on respondents who said they use a smart phone or other handheld device for purposes other than making phone calls.



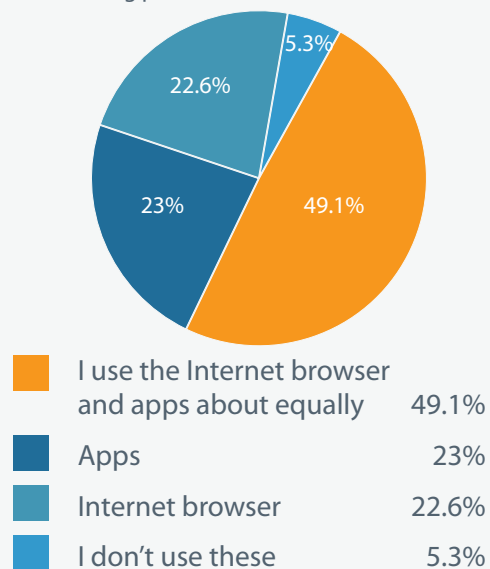
Do you currently download apps for your smart phone?

Based on respondents who said they use a smart phone or other handheld device for purposes other than making phone calls.



Which do you use most on your smart phone?

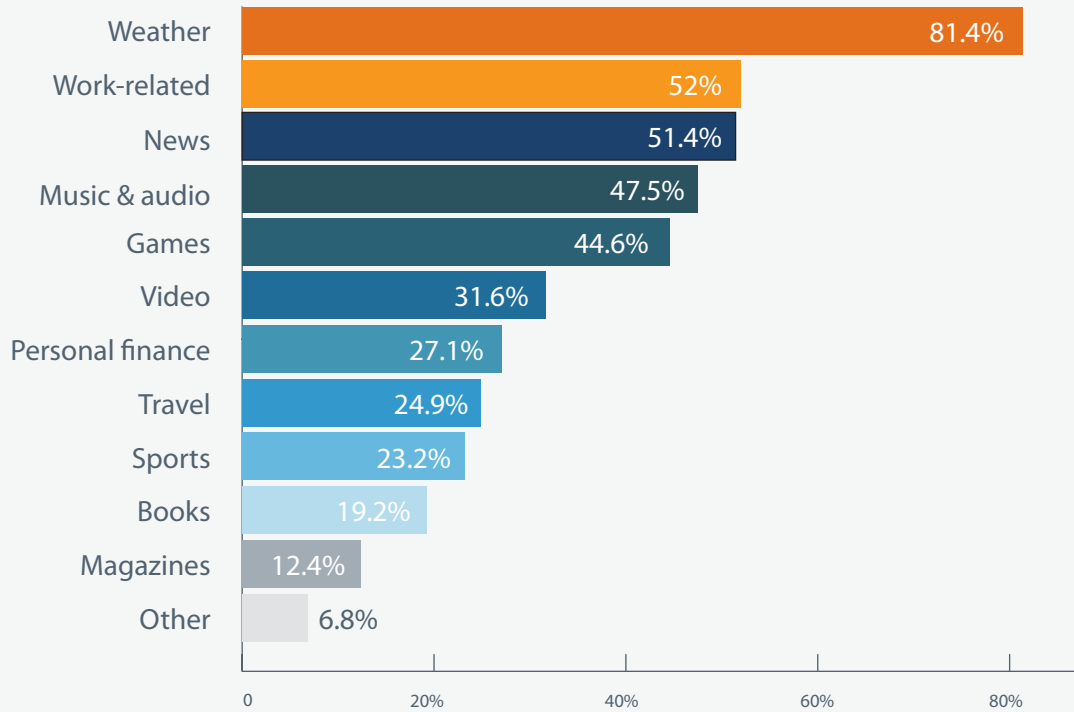
Based on respondents who said they use a smart phone or other handheld device for purposes other than making phone calls.



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



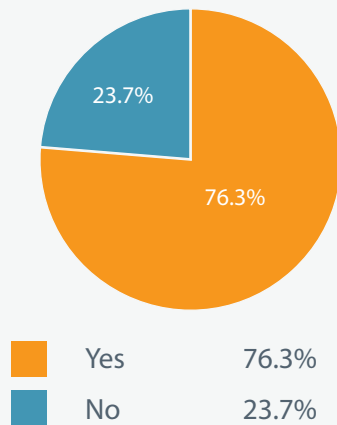
Based on respondents who said they currently download apps for their smart phone.



Do you recall seeing a QR code?



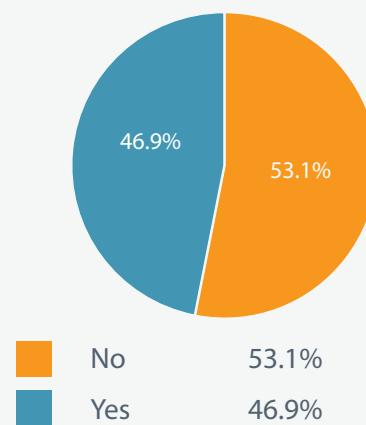
Respondents were shown an image of a QR code for this question.



Have you ever scanned a QR code with your smart phone?

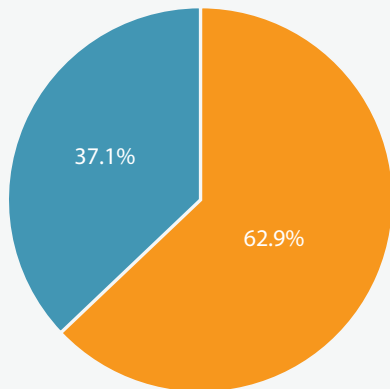
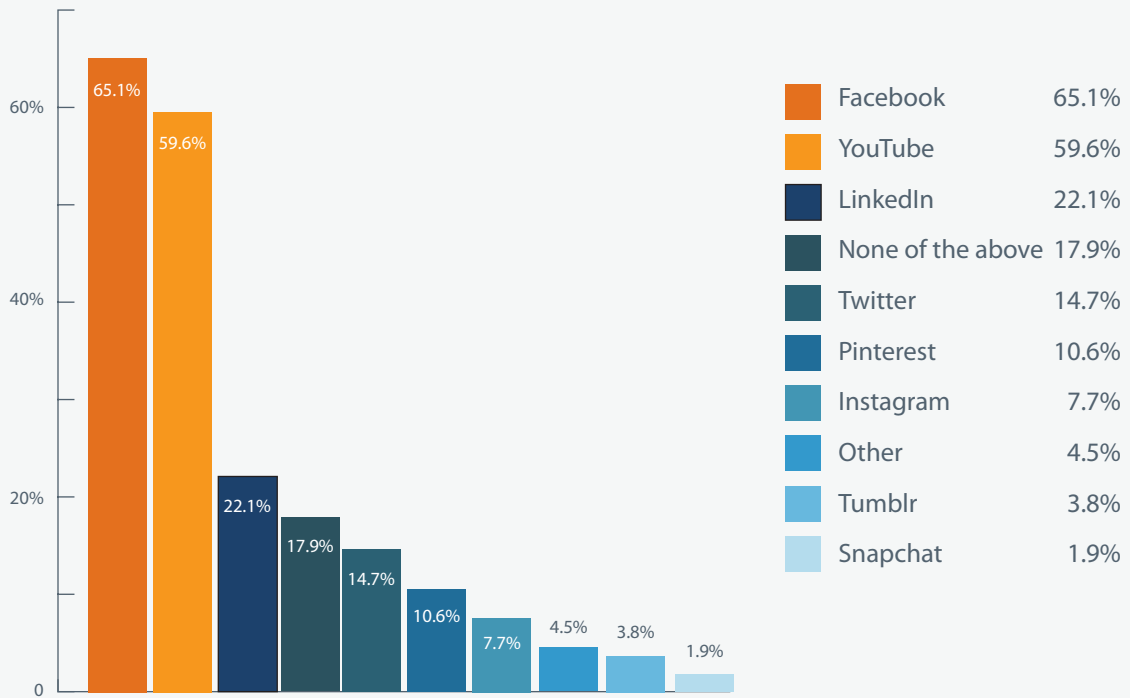


Based on those respondents who said they recall seeing a QR code.



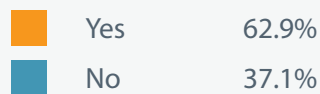
SOCIAL MEDIA

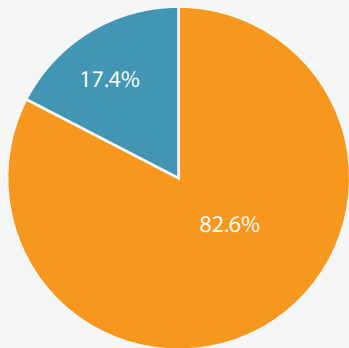
Do you use any of these online network resources? (Check all that apply)



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

Based on those respondents who said they use some sort of social media.

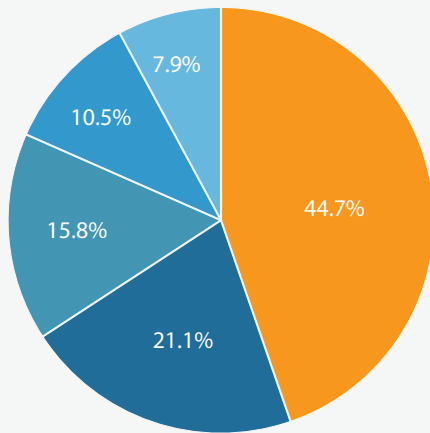




Do you maintain a personal Twitter account?

Based on those respondents who said they use Twitter.

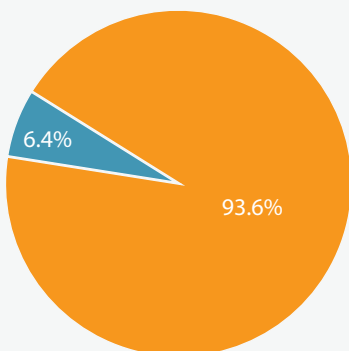
Yes	82.6%
No	17.4%



How often do you log onto your Twitter account?

Based on those respondents who said they maintain a personal Twitter account.

Once a week or less often	44.7%
At least daily	21.1%
Several times a day	15.8%
Several times a week	10.5%
Constantly	7.9%

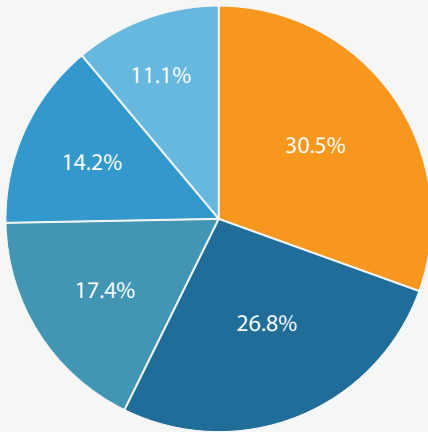


Do you have a personal Facebook account?

Based on those respondents who said they use Facebook.

Yes	93.6%
No	6.4%

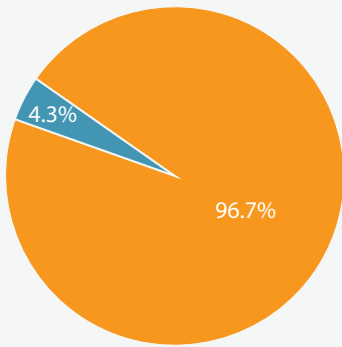




How often do you access Facebook?

Based on those respondents who said they have a personal Facebook account.

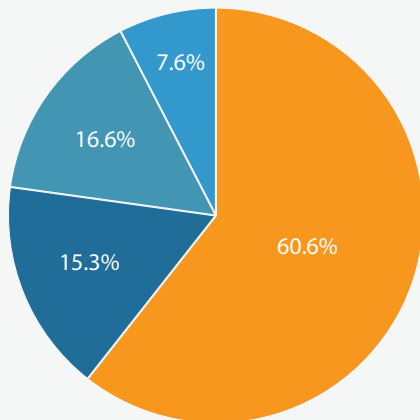
At least daily	30.5%
Several times a day	26.8%
Constantly	17.4%
Once a week or less often	14.2%
Several times a week	11.1%



Do you have a personal LinkedIn account?

Based on those respondents who said they use LinkedIn.

Yes	95.7%
No	4.3%



How often do you log onto your LinkedIn account?

Based on those respondents who said they have a personal LinkedIn account.

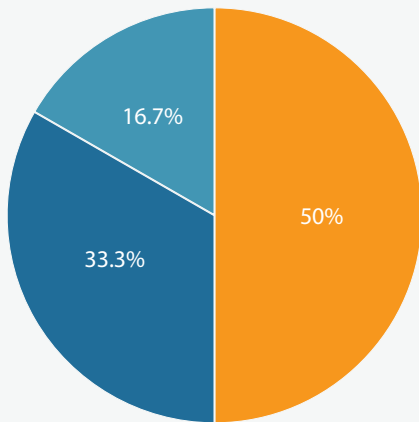
Once a week or less often	60.6%
At least daily	16.6%
Several times a week	15.2%
Several times a day	7.6%
Constantly	0%



Do you maintain a personal Snapchat account?

Based on those respondents who said they use Snapchat.

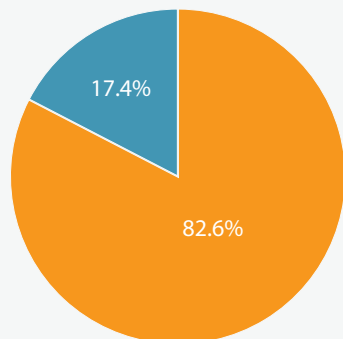
Yes	100%
No	0%



How often do you log onto your Snapchat account?

Based on those respondents who said they have a personal Snapchat account.

Once a week or less often	50%
At least daily	33.3%
Constantly	16.7%
Several times a day	0%
Several times a week	0%

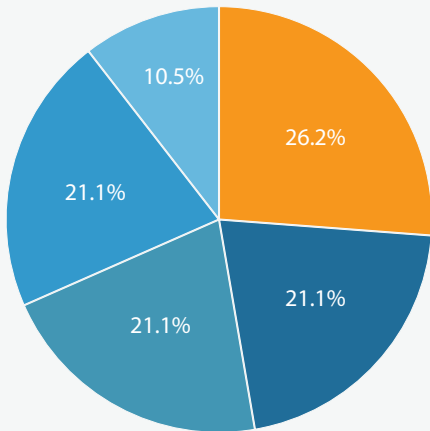


Do you maintain a personal Instagram account?

Based on those respondents who said they use Instagram.

Yes	82.6%
No	17.4%

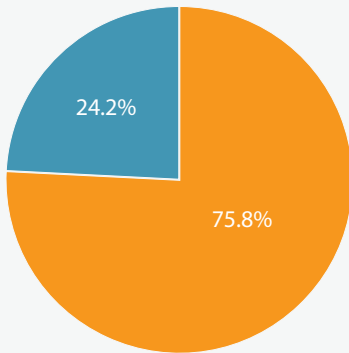




How often do you log onto your Instagram account?

Based on those respondents who said they use Instagram.

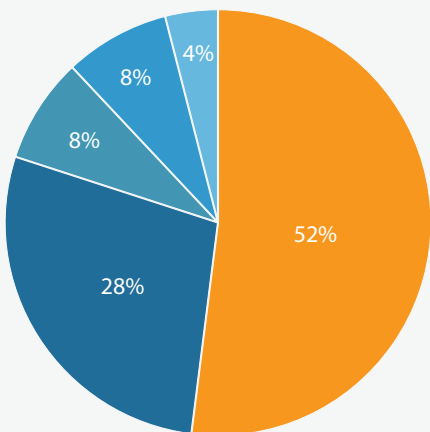
Several times a day	26.2%
At least daily	21.1%
Several times a week	21.1%
Once a week or less often	21.1%
Constantly	10.5%



Do you maintain a personal Pinterest account?

Based on those respondents who said they use Pinterest.

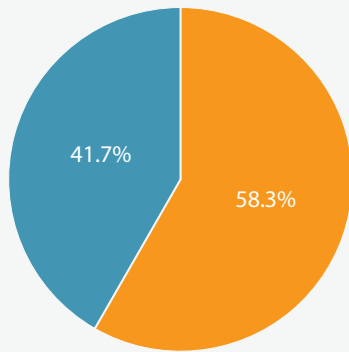
Yes	75.8%
No	24.2%



How often do you log onto your Pinterest account?

Based on those respondents who said they use Pinterest.

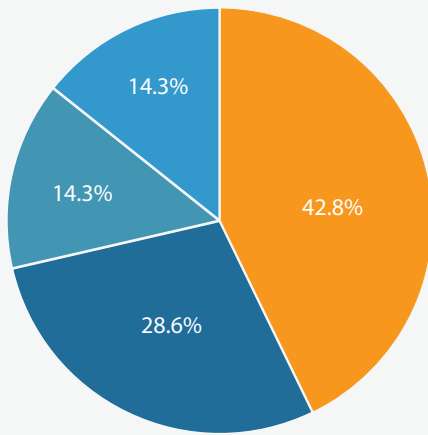
Once a week or less often	52%
Several times a week	28%
Several times a day	8%
At least daily	8%
Constantly	4%



Do you maintain a personal Tumblr account?

Based on those respondents who said they use Tumblr.

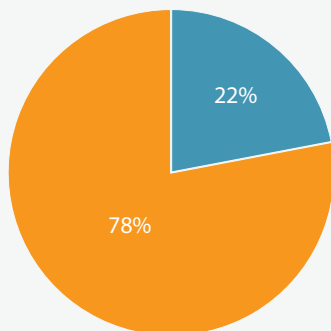
Yes	58.3%
No	41.7%



How often do you log onto your Tumblr account?

Based on those respondents who said they have a personal Tumblr account.

At least daily	42.8%
Once a week or less often	28.6%
Constantly	14.3%
Several times a day	14.3%
Several times a week	0%



Do you subscribe to any YouTube channels?

Based on those respondents who said they use YouTube.

No	78%
Yes	22%



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

