

Jobcase for employers

June 2022

Trucking and Delivery: A Critical Industry in Need of a More Diverse Workforce

Driving in an E-commerce Land of Opportunity

Almost 73% of all goods in the US are transported by truck, and the sharp increase in online orders during the pandemic added to the consistent demand for drivers at all points of distribution. As of October 2021, the ATA estimated that the US was short about 80,000 commercial truck drivers. This shift included a huge spike in the need for “final mile” delivery, making it the fastest growing part of the industry and spurring a big jump in third-party providers.

Jobcase’s data for last-stage delivery services also showed a steady climb in job postings in 2021, peaking at a 167% increase in October in relation to January 1st of the same year. However, recent activity on Jobcase in 2022 for trucking and delivery (not including Postal Service) has seen mixed results.

Total change in job openings:

April to May 2022

↑ **22%** Trucking jobs | ↓ **-7.5%** Delivery jobs

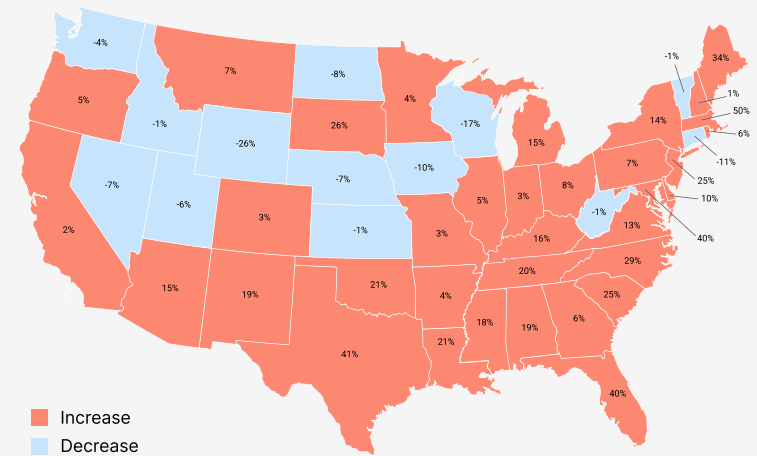
Total change in job seeker activity:

April to May 2022

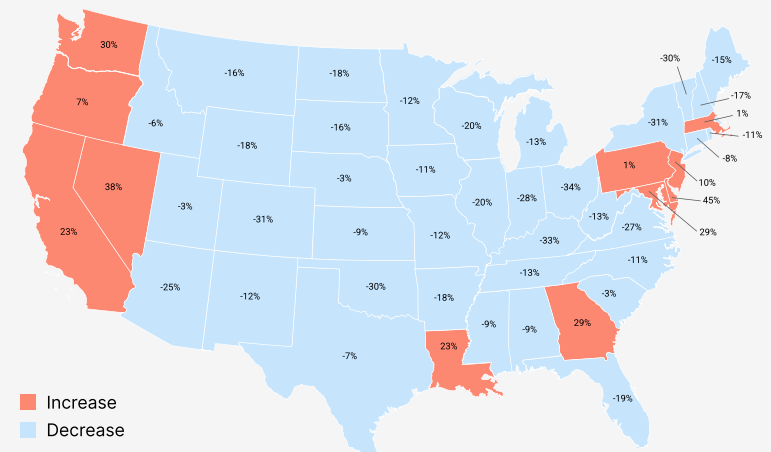
↑ **28%** Trucking jobs | ↓ **-9%** Delivery jobs

State-by-state Change in Job Seeker Activity

Commercial Trucking – April to May 2022



Delivery Driving – April to May 2022



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3 Ways Trucking and Delivery Hiring Can Go Where it's Never Gone Before

1. Provide insight on how your jobs help prospective drivers.

Workers have been rethinking their jobs in relation to their personal lives. Better pay, benefits, scheduling, training and safety are all top of mind. You can play a big part in helping them make informed decisions by touting company benefits, and reinforcing how “final mile” employees often enjoy shorter routes or more time at home.

2. Look to broaden and diversify your applicant audience.

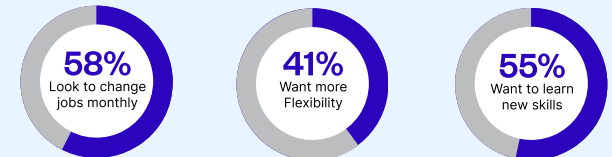
Today's trucking and delivery workforce skews male and trends older. Yet, Jobcase has seen plenty of interest from women, and across ages 25 and up. Try expanding your outreach to different types of workers, including specific groups – e.g. with a criminal background – who tend to have less access to opportunity. Research indicates that workers find community relationships very helpful for finding a job. Talk to a Jobcase rep about how you can leverage our community to diversify your audience.

3. Attract younger drivers with an obvious growth path and technology.

Trucking and delivery job search activity for ages 18-24 is low – partly due to current laws – but it makes sense to attract and keep their interest. The US government is testing the validity of 18-20 year old state-to-state drivers. So, now may be a great time to offer advantages like training reimbursement and growth plans. Since most younger workers are already “mobile first,” be sure your recruiting and application systems are convenient to keep up with them.

Jobcase data and research reveal:

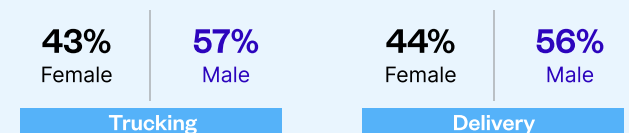
What workers are really thinking



Where workers would look for help finding a job



Who is actively showing interest in jobs



What devices they are using

