



# Texas Trucking Alliance COI Research Survey Report From Interviews and Online Surveys November 2012-February 2013

The Texas Trucking Alliance (TTA) was created to promote the identification and adoption of best practices in the Texas trucking industry.

Between November 2012 and February 2013, TTA conducted a study to determine which research topics were in highest demand and which modes of research delivery are preferable among C-Level executives in the Texas trucking industry. This research is part of preparations for the annual update of the “Texas Trucking Industry Study” that is funded by the Alliance.

## METHODOLOGY

TTA conducted in-person interviews with Texas Motor Transportation Association (TMTA) leaders and centers of influence in the Texas trucking industry, as well as distributed an online survey to the TMTA Foundation’s Board of Directors and a panel of 59 top executives who are at Texas-based trucking companies and who had expressed a willingness to be contacted for follow up research during the 2012 research study. These efforts generated a total of 31 responses. Of the 31 respondents, 87% were members of TMTA and 13% were non-members of TMTA.

## EXECUTIVE SUMMARY

Overall, the respondents repeatedly requested additional information, **a drilling down** into the topics previously covered by the research to provide data **by carrier type as much as possible**. The consolidated interviews and online surveys also showed the following trends regarding report format, research presentation, and research topics.

### Format

There was **overwhelming endorsement for maintaining the current printed report**. About 96% of TMTA members and 66% of non-members said they liked the printed format. The **most popular formatting request was that the data also be presented by carrier type** for all questions.

The biggest difference was in response to whether the 2012 data was relevant to the respondent’s business. Non-members agreed two-thirds of the time, with the remainder marking the question “non-applicable” probably due to a lack of familiarity with the study. However, while 62% of TMTA members agreed the 2012 data was relevant to the businesses, about 12% disagreed and 27% stated they were “indifferent,” implying they had not attempted to apply to study to their businesses.

### Texas Trucking Alliance Sponsors:





# Texas Trucking Alliance COI Research Survey Report From Interviews and Online Surveys November 2012-February 2013

## Presentation

There was overwhelming endorsement for **presenting** the research in **formats that allow multiple industry voices** to be heard. About 76% of TMTA members and 66% of non-members said they liked the research presentation at the 2012 TMTA Annual Conference.

Respondents also request opportunities for executives to share ideas in smaller venues within Texas, and to promote the data and alliance outside the state. Respondents requested that TTA host executive education sessions and breakout sessions among peer groups to allow small groups to brainstorm solutions to issues highlighted in the research. There were also requests to expand the Alliance's activities to help promote state issues on national industry committees, and to seek out and present best practices identified in other states. The latter two suggestions speak to the Alliance's ongoing need to brand itself; however, it should be noted that only 1 respondent of 31 stated he/she was unsure about TTA's purpose, which is an improvement from the February 2012 industry COI survey.

## Research Topics

Both TMTA and non-TMTA groups agreed at an equal rate that the 2012 study did a good job of identifying key industry challenges. Regarding recommended changes and which research topics respondents would like more information on, **driver attraction and retention guidance**, coupled with driver demographics, **far outpaced any other requests**. In order of popularity, the top research topics were identified as:

- Driver Attraction & Retention (17 requests)
- CSA (5)
- EOBRs (5)
- Safety Expenses (4)
- Highway Costs & Taxes, including Margin Tax (3)
- Audit/Regulatory Enforcement Discrepancies (3)
- HOS (2).

In two questions regarding sleep apnea and other health issues worth researching, there was widespread support for studying obesity-related issues. However, **respondents showed the least cohesion – of all questions in this survey – on sleep apnea**. In fact, both **TMTA and non-TMTA respondents** were

## Texas Trucking Alliance Sponsors:





# Texas Trucking Alliance COI Research Survey Report From Interviews and Online Surveys November 2012-February 2013

**split 50-50** as to whether the alliance should continue to study sleep apnea. Among other health topics, respondents most frequently requested research on:

- Obesity (5 requests)
- Exercising options on the road (4)
- Diabetes (3)
- Blood Pressure management (2)
- Aging (2).

Regarding financial research and benchmarking, respondents **most frequently requested information on wages (by carrier type), as well as insurance expenditures and insurance structures**. Safety expenditures per mile and fuel costs per mile also received multiple requests. In addition to the list of suggested P&L categories, respondents also requested maintenance per mile, repairs per mile, bonuses by carrier type, and driver hiring costs (PSP reviewing, background checks, and drug and alcohol testing/clearinghouse). One respondent also request information about typical corporate structure by carrier type.

## QUESTIONNAIRE

The following is the list of questions posed in the survey and interviews.

1. On a scale from **one (strongly disagree)** to **five (strongly agree)**, please rate the study in the following categories:

---

I liked the format of the printed report & found it easy to read.	1 2 3 4 5
I liked the format of the research presentation at the conference.	1 2 3 4 5
I found the data provided in the study relevant to my business.	1 2 3 4 5
The study did a good job of identifying key challenges in the industry.	1 2 3 4 5

---

2. Did you attend the 2012 TMTA Annual Conference? \_\_\_Yes \_\_\_NO

Texas Trucking Alliance Sponsors:





**Texas Trucking Alliance**

*Promoting Best Practices for the  
Texas Trucking Industry*

# Texas Trucking Alliance COI Research Survey Report From Interviews and Online Surveys November 2012-February 2013

3. Do you have a preference of a panel presentation versus a presentation by a sole presenter? \_\_\_ Panel Presentation \_\_\_\_\_ Sole Presenter
  
4. Are you a member of TMTA? \_\_\_ Yes \_\_\_ No
  
5. If you are a member of TMTA, why did you initially choose to join?
  
6. if you're not a current member of TMTA, may we ask why not?
  
7. How long have you been a member of TMTA?  
1 to 3 years \_\_\_ 4-6 years \_\_\_\_\_ 7-10 years \_\_\_\_\_, more than 10 years \_\_\_\_\_
  
8. Have the reasons you joined TMTA held true? \_\_\_ Yes \_\_\_ No
  
9. It's not only important that we know what it is we did well, but also the areas in which we can improve. In your opinion, what is the single most effective thing TTA (Texas Trucking Alliance that conducted the research study) can do to enhance our effectiveness in 2013?
  
10. Are there some things the Texas Trucking Alliance should not do?
  
11. If you were to list the top 3 topics that we could provide information on for future studies or industry meetings or events, what would they be?

1. \_\_\_\_\_

## Texas Trucking Alliance Sponsors:





**Texas Trucking Alliance**

*Promoting Best Practices for the  
Texas Trucking Industry*

# Texas Trucking Alliance COI Research Survey Report From Interviews and Online Surveys November 2012-February 2013

2. \_\_\_\_\_

3. \_\_\_\_\_

12. Members of the industry had asked us to look into financial benchmarks. We considered studying several key expense categories (ex. Real estate expenses, bookkeeping, insurance, brokers commissions, margins, average wages by job title, utilities etc) but we ran into antitrust issues with hard dollar amounts.

Which financial measures would be most useful to have for your business planning?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

13. Being this is the only study on the Texas Trucking Industry, we want this to be a must read in the industry. We know Texas is a huge state we have many miles to travel. As a Texas Trucking company owner, is there anything that you are faced with, that trucking companies in other states are not?

14. What do you most want to know about your peers in the state of Texas?

15. We addressed sleep apnea as a health condition we hear about in the industry. Should we continue to research this issue? \_\_\_Yes\_\_\_No

16. Do you feel there are other health issues that we should address? (Please specify)

17. If you were just learning of the Texas Trucking Alliance for the first time, what would you tell

Texas Trucking Alliance Sponsors:





**Texas Trucking Alliance**

*Promoting Best Practices for the  
Texas Trucking Industry*

# Texas Trucking Alliance COI Research Survey Report From Interviews and Online Surveys November 2012-February 2013

us that you would expect from the Alliance?

Texas Trucking Alliance Sponsors:

