



## 2009 Reader Survey Results

February 2009

Conducted by  
The OOIDA Foundation, Inc.

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### Methodology

A survey sample of 1,500 *Land Line* readers were randomly selected from a publisher qualified list of 174,703 *Land Line* subscribers, as of November 24, 2008.\*

Data was collected via a direct mail survey from December 15, 2008 to January 28, 2009. The survey closed for analysis with 540 useable responses for a 36% response rate. This is above average for acceptable standards in representative survey response rates. Due to decimal rounding, the total percentages for any one question will be within plus or minus 1%. Results are based on all received responses for any one question. In most instances, non-responses (blanks) are not shown.

### About the OOIDA Foundation

The survey was conducted by, and this report prepared by the OOIDA Foundation, in accordance with accepted research standards and practices. A complete report containing all survey results was provided to *Land Line Magazine* and OOIDA.

The OOIDA Foundation is a research and safety foundation, and a subsidiary of the Owner-Operator Independent Drivers Association. Established in 1992, the OOIDA Foundation is dedicated to adding to the store of knowledge concerning the owner-operator segment of the trucking industry. The foundation has performed many mail survey projects to assess trucker opinions and behaviors for governmental agencies and associated universities.

The OOIDA Foundation is a full-service mail survey research supplier offering professional services and data processing to ensure complete control over project quality, schedule, and integrity.

The OOIDA Foundation verifies and attests to the objectivity and integrity of all information contained in this report and the methodology applied in acquiring it.

\*Land Line circulation is ABC audited.

# 2009 Land Line Reader Survey Results

COMPANY DRIVERS: PLEASE ANSWER ALL THE ASTERISK (\*) MARKED QUESTIONS AS WELL AS THE QUESTIONS ON THE LAST PAGE.

1. I am a(n) :
  - 53.4% Owner-Operator (1 truck)
  - 18.7% Small fleet owner (2+ trucks)
  - 24.6% Company driver
  - 3.1% Other
- \* 2. How many years have you been a professional driver?
  - 3.0% 0 to 2 years
  - 6.2% 2 to 5 years
  - 17.5% 5 to 12 years
  - 19.2% 12 to 20 years
  - 53.9% 20+ years
- \* 3. Regarding marriage:
  - 75.9% I am married      10.8% I am not married
  - 13.1% I am divorced
- \* 4. I am 51.5 years old.  
(73% of group lies between 40 yrs. and 65 yrs.)
5. Do you have your own authority?
  - 38.1% Yes      61.8% No
- \* 6. Do you have a hazmat endorsement on your CDL?
  - 37.6% Yes      62.3% No
- \* 7. Do you now have or plan to get a TWIC card?
  - 26.5% Yes      73.4% No
8. Counting all miles, when I figure my gross income, I earn:
  - 9.3% Less than \$0.90 a mile
  - 7.9% \$0.91 to \$0.99 a mile
  - 24.9% \$1.00 to \$1.24 a mile
  - 26.6% \$1.25 to \$1.49 a mile
  - 31.1% More than \$1.50 a mile
9. When it comes to minor repairs and maintenance to my truck, engine, and trailer, I:
  - 56.4% Do it myself
  - 11.6% Go to a dealership for service
  - 1.8% Go to a truck stop for service
  - 29.1% Go to an independent repair shop for service
  - 0.8% Go to a franchise repair shop for service (ie. NAPA or Fleet Pride)
10. What is your biggest maintenance issue? (fill in the blank)
  - 40.7% Tires      14.1% Oil related issues
  - 7.0% Brakes      37.7% Other
- \* 11. Regarding computer usage, I use it:
  - 18.1% I don't own a computer
  - 1.9% On the road
  - 43.7% At home
  - 36.2% At home and on the road
- \* 12. Regarding the internet and email:
  - 2.1% I use it when on the road
  - 41.4% I use it only when at home
  - 33.5% I use it at home and on the road
  - 22.8% I don't use the internet and email
- \* 13. I have the following internet access: (select all that apply)
  - 38.5% High speed broadband
  - 23.1% DSL
  - 7.9% Dial-up
  - 86.1% Wi-Fi
  - 85.5% Cellular phone access
  - 82.9% Cellular wireless card
  - 17.0% No internet access
- \* 14. What cellular phone service do you use?
  - 11.2% Alltel      3.6% T-Mobile
  - 29.3% AT&T      0.5% Tracfone
  - 0% Cricket      35.9% Verizon Wireless
  - 9.3% Nextel      0% Virgin Mobile
  - 9.9% Sprint PCS
- \* 15. Do you use your cell phone for text messaging?
  - 38.5% Yes      61.4% No
- \* 16. I own a: (select all that apply)
  - 62.4% Desktop computer
  - 45.9% Laptop computer
  - 11.6% Handheld computer (i.e. Palm, Blackberry, etc.)
- \* 17. I use my computer for (check all that apply):
  - 63.7% E-mail
  - 53.7% Entertainment/news
  - 57.7% Business management
  - 26.6% Finding loads
  - 9.6% For daily logs/reports
- \* 18. I use: (select all that apply)
  - 22.7% Route planning software
  - 26.8% A GPS routing device
  - 4.0% GPS load-tracking technology
  - 71.1% A standard trucking road atlas
- \* 19. Which trucking industry web sites do you regularly visit?
  - 32.9% Ooida.com
  - 19.0% Landlinemag.com
  - 3.5% Truck.net
  - 2.9% Etrucker.com
  - 15.1% Getloaded.com
  - 14.4% Truckstop.com
  - 4.8% Truckinginfo.com
  - 2.0% Truckline.com
  - 2.4% Layover.com
  - 10.7% Other

- \* 20. When it comes to satellite radio I:
- |                                   |       |
|-----------------------------------|-------|
| Want it                           | 16.2% |
| Have it                           | 57.3% |
| Not interested in satellite radio | 26.3% |
- \* 21. Do you listen to the Land Line Now radio show on Sirius XM Satellite Radio?
- |       |     |
|-------|-----|
| 37.2% | Yes |
| 62.7% | No  |
22. If you own your own truck, did you buy it new or used?
- |       |     |       |      |
|-------|-----|-------|------|
| 29.6% | New | 70.3% | Used |
|-------|-----|-------|------|
23. I have 1.10 trucks and 1.4 trailers (Owner operators)  
I have 4.21 trucks and 6.11 trailers (Small fleet owners)
24. If you own your own truck, what make is it?
- |       |                          |
|-------|--------------------------|
| 5.0%  | Mack                     |
| 12.0% | Volvo                    |
| 21.8% | Kenworth                 |
| 23.4% | Peterbilt                |
| 1.6%  | Western Star             |
| 1.3%  | Sterling                 |
| 23.4% | Freightliner             |
| 7.7%  | International (Navistar) |
| 3.2%  | Other                    |
| 0.2%  | Not Applicable           |
25. What make engine do you have?
- |       |                |
|-------|----------------|
| 37.3% | Caterpillar    |
| 25.3% | Detroit Diesel |
| 25.9% | Cummins        |
| 4.9%  | Mack           |
| 2.2%  | Volvo          |
| 2.0%  | International  |
| 2.0%  | Mercedes       |
- \* 26. What kind of transmission is in your truck?
- |       |           |       |          |
|-------|-----------|-------|----------|
| 7.6%  | 9 speed   | 32.1% | 10 speed |
| 33.1% | 13 speed  | 19.7% | 18 speed |
| 7.2%  | Automatic |       |          |
27. Have you ever lease purchased a truck through a carrier?
- |       |     |       |    |
|-------|-----|-------|----|
| 12.0% | Yes | 87.9% | No |
|-------|-----|-------|----|
- 27a. If you have lease purchased a truck through a carrier, was it a successful arrangement?
- |       |     |       |    |
|-------|-----|-------|----|
| 38.5% | Yes | 61.4% | No |
|-------|-----|-------|----|
- 27b. If you lease purchased a truck, did you receive the title?
- |       |     |       |    |
|-------|-----|-------|----|
| 36.3% | Yes | 63.6% | No |
|-------|-----|-------|----|
28. If you own a truck, how many years have you owned it?
- |       |           |       |             |
|-------|-----------|-------|-------------|
| 23.4% | 0-2 years | 17.6% | 7-10 years  |
| 17.4% | 2-3 years | 6.3%  | 11-15 years |
| 25.6% | 4-6 years | 9.3%  | 15+ years   |
- \* 29. I plan on making a truck purchase in the next:
- |       |                              |
|-------|------------------------------|
| 10.6% | 12 months                    |
| 10.8% | 24 months                    |
| 13.3% | 36 months                    |
| 65.1% | I do not plan to buy a truck |
- \* 30. If you plan to buy a truck, it will be a:
- |       |                |       |            |
|-------|----------------|-------|------------|
| 20.0% | New truck      | 42.5% | Used truck |
| 37.3% | Not applicable |       |            |
- \* 31. If I purchase a new truck, its style will be:
- |       |                         |
|-------|-------------------------|
| 30.4% | Aerodynamic             |
| 31.6% | Conventional, long nose |
| 1.1%  | Cab Over                |
| 5.5%  | Day cab                 |
| 2.3%  | Other                   |
| 28.8% | Not applicable          |
- \* 32. If you plan on buying a truck, it will be a:
- |       |                        |
|-------|------------------------|
| 3.8%  | Mack                   |
| 11.0% | Volvo                  |
| 20.4% | Kenworth               |
| 16.2% | Peterbilt              |
| 0.9%  | Western Star           |
| 0.6%  | Sterling               |
| 11.6% | Freightliner           |
| 5.5%  | International/Navistar |
| 2.0%  | Other                  |
| 27.5% | Not applicable         |
- \* 33. Looking ahead, the 2010 EPA engine requirements keep me from buying a new truck.
- |       |     |       |    |
|-------|-----|-------|----|
| 60.0% | Yes | 40.0% | No |
|-------|-----|-------|----|
34. Do you use systems to provide an alternative to idling?
- |       |     |       |    |
|-------|-----|-------|----|
| 38.9% | Yes | 61.0% | No |
|-------|-----|-------|----|
35. If you use an alternative to idling, it is a(n) (check all that apply)
- |       |                  |
|-------|------------------|
| 19.6% | APU              |
| 5.2%  | Gen Set          |
| 1.3%  | Shore Power      |
| 11.1% | IdleAire         |
| 8.4%  | Power Inverter   |
| 9.1%  | Bunk Warming Pad |
| 9.1%  | Other            |
| 35.9% | Not applicable   |
36. What kind of trailer do you own?
- |       |                     |
|-------|---------------------|
| 11.9% | Step Deck           |
| 19.6% | Flatbed/Platform    |
| 9.1%  | Reefer              |
| 11.9% | Van                 |
| 3.7%  | Dump                |
| 3.1%  | Low Boy             |
| 3.1%  | Grain               |
| 1.9%  | Tanker              |
| 1.9%  | Livestock           |
| 0.5%  | HHG van             |
| 0.8%  | Auto transport      |
| 1.1%  | Other               |
| 30.7% | Don't own a trailer |
- \* 37. I plan on buying a trailer in the next:
- |       |                                  |
|-------|----------------------------------|
| 75.5% | I have no plans to buy a trailer |
| 9.3%  | 12 months                        |
| 9.1%  | 24 months                        |
| 5.9%  | 36 months                        |

- \* 38. If you plan on buying a trailer, what kind will it be?  
 36.5% Flatbed 20.4% DryVan 16.1% Reefer  
 7.5% Grain/Hopper 5.3% Dump  
 13.0% Blank
- 39. If you plan on buying a trailer, it will be a:  
 21.5% New trailer  
 28.4% Used trailer  
 50.0% Not applicable
- 40. What brand of oil do you use?  
 56.9% Shell Rotella T  
 8.9% Chevron Delo  
 1.8% Pennzoil  
 25.2% Mobil Delvac  
 0.8% Texaco Ursa  
 1.0% Castrol  
 5.1% Other
- 41. When you make a major purchase for your business, where do you make your buying decision?  
 4.8% On the road  
 57.2% At home/office  
 37.9% Both
- 42. What brand of tire do you use?  
 30.6% Michelin  
 13.3% Goodyear  
 20.7% Bridgestone  
 5.1% Toyo  
 10.1% Firestone  
 2.4% Kelly Springfield  
 4.0% Yokohama  
 1.0% Hancock  
 4.0% B.F. Goodrich  
 1.6% Dunlop  
 3.2% Continental  
 3.2% Other
- 43. Did you have a breakdown at roadside in the last 12 months?  
 16.3% Yes (tire) 60.9% Yes (mechanical)  
 22.6% No
- \* 44. How many nights a month are you away from home?  
 35.1% 1-7 14.5% 8-14 30.6% 15-22  
 19.5% 23-31
- \* 45. Do you have medical insurance coverage for yourself/your family?  
 42.9% Yes, I pay for it  
 14.2% Yes, my employer provides it  
 16.1% Yes, it is my spouse's coverage  
 26.6% No
- \* 46. Do you regularly contribute to a formal retirement plan besides social security (like a 401k or an IRA)?  
 32.8% Yes 67.1% No
- \* 47. Are you registered to vote?  
 84.8% Yes 15.1% No
- \* 48. Did you vote in the last national election?  
 75.0% Yes 24.9% No
- \* 49. If yes, in what way did you cast your vote?  
 47.0% In person on election day  
 19.2% In person early  
 33.6% Absentee
- \* 50. Are you a registered  
 38.2% Republican  
 19.9% Democrat  
 9.1% Independent  
 0% Libertarian  
 1.6% Other  
 30.9% Not registered by party
- \* 51. Where do you receive most info regarding gov't/politics?  
 30.9% *Land Line*/"Land Line Now"  
 56.4% TV  
 59.4% Radio  
 35.1% Newspapers  
 12.7% Magazines  
 13.8% Websites  
 0.1% Blogs  
 4.4% Colleagues  
 12.9% Friends/family
- \* 52. How many of the last four issues of *Land Line Magazine* have you read or looked through?  
 75.7% 4 of 4 2.4% 1 of 4  
 2.6% 3 of 4 11.1% None  
 7.9% 2 of 4
- \* 53. On average, how much total time do you spend reading each issue of *Land Line*?  
 40.0% 1 hour  
 36.9% 1 – 2 hours  
 15.1% 2 – 3 hours  
 7.8% More than 3 hours
- \* 54. Where do you read *Land Line*?  
 11.1% On the road 43.7% At home/office  
 45.1% Both
- \* 55. What would you prefer?  
 94.0% To receive *Land Line* in the mail like I do now  
 5.9% To pick up *Land Line* at a truck stop
- \* 56. Would you prefer to read a digital version of *Land Line* or a hard copy of the magazine?  
 4.2% Digital  
 80.3% Hard copy  
 15.4% Both
- \* 57. What trucking magazines other than *Land Line* do you read or look through?  
 40.1% *Overdrive*  
 5.9% *Commercial Carrier Journal*  
 17.0% *Heavy Duty Trucking*  
 34.0% *Truckers News*  
 22.4% *Road King*  
 6.8% *Movin' Out*  
 19.4% *The Trucker*  
 10.9% *Transport Topics*  
 2.4% Other

\* 58. Which is your favorite trucking publication?

(Check one only.)

- 87.7% *Land Line Magazine*
- 2.0% *Overdrive*
- 0.6% *Commercial Carrier Journal*
- 0.6% *Heavy Duty Trucking*
- 3.7% *Truckers News*
- 0.2% *Road King*
- 0.2% *Movin' Out*
- 2.2% *The Trucker*
- 1.2% *Transport Topics*
- 0.6% Other

\* 59. In the past 12 months, what actions have you taken as a result of seeing ads in *Land Line*? (Check all that apply.)

- 19.6% Purchased/Ordered a product/service
- 19.6% Contacted dealer, supplier, or representative
- 12.7% Recommended product/service
- 7.9% Contacted advertiser in some other way
- 10.9% Used reader inquiry card
- 12.0% Filed ad to refer to later
- 20.5% Passed ad along to others
- 30.7% Discussed ad with others
- 12.5% Taken advantage of special OOIDA discounts, or rebates offered by suppliers
- 0.5% Other
- 26.4% Blank

\* 60. How do you rate *Land Line* articles?

- 31.2% The best of any trucking publication
- 60.6% Good overall
- 7.4% Average
- 0.1% Not as good as most
- 0.3% The least informative of any trucking publication

\* 61. How many people (besides you) usually read or look through your copy of *Land Line*?

- |       |           |       |   |
|-------|-----------|-------|---|
| 4.1%  | 5 or more | 2.0%  | 4 |
| 8.9%  | 3         | 23.9% | 2 |
| 34.7% | 1         | 26.0% | 0 |

\* 62. How long do you save back issues of *Land Line*?

- |       |            |      |         |
|-------|------------|------|---------|
| 41.7% | 1 year     | 8.8% | 2 years |
| 5.0%  | 3 years    | 1.1% | 4 years |
| 6.7%  | 5+ years   |      |         |
| 36.3% | Don't save |      |         |

## Land Line Magazine Reader Profile

### Preference

When asked to rank their favorite trucking industry magazine, respondents selected *Land Line* as their number one choice 24 times to one over the nearest competing magazine. (Question 58)

### Usefulness

*Land Line* subscribers gave a 91% approval rating for the magazine's content, verifying its value and usefulness. (Question 60)

### Actions Taken

74% of recipients reported taking some sort of action in the last 12 months as a result of reading ads in *Land Line*. Most commonly, recipients have **contacted the advertiser** in some way (38%), **discussed ads with others** (31%) and **recommended a product/service** (13%). Nearly 20% indicated that they **purchased/ordered a product/service**, and 21% **passed the ad along to others** (Question 59).

### Portability

45% of the respondents said they took *Land Line* with them in the truck and read *Land Line* at home/office. 11% read *Land Line* on the road (Question 54).

### Regularity of Readership

Three-fourths of recipients have read all 4 of the last 4 issues and nearly 60% spend more than 1 hour reading *Land Line* (Questions 52 & 53).

### Pass-Along

*Land Line* also receives a high degree of pass-along readership. 76% report that at least one other person reads or looks at their copies of the publication. On average, recipients pass their copies of *Land Line* along to 1.39 other people. This pass-along figure extends the reach of *Land Line* to 490,632 or more readers (Question 61).

# QUESTIONS FOR COMPANY DRIVERS ONLY

127 Respondents

**CD 1.** How are you paid for your time spent driving?

(Check one)

- 52.4% Mile
- 24.1% Hour
- 8.8% Load
- 14.5% Percentage of Line Haul

**CD 5.** What make truck do you usually drive?

- |                   |                     |
|-------------------|---------------------|
| 7.8% Mack         | 1.5% Sterling       |
| 17.3% Volvo       | 31.4% Freightliner  |
| 11.0% Kenworth    | 14.1% International |
| 12.5% Peterbilt   | 3.1% Other          |
| 0.7% Western Star |                     |

**CD 1a.** By hour, my wage is:

- 8.4% Less than \$10 an hour
- 7.4% \$10 to \$12 an hour
- 18.6% \$12 to \$15 an hour
- 40.1% More than \$15 an hour
- 25.2% Not applicable

**CD 6.** Does your company have your truck on a maintenance schedule?

- 88.8% Yes
- 11.1% No

**CD 1b.** By the mile, my pay is:

- 4.4% Less than \$.30 a mile
- 15.1% \$.30 to \$.35 a mile
- 16.8% \$.35 to \$.40 a mile
- 20.3% \$.40 to \$.45 a mile
- 2.6% \$.45 to \$.50 a mile
- 13.2% More than \$.50 a mile
- 27.4% Not applicable

**CD 8.** How many years have you been with your present employer?

- 23.8% 0-1 Year
- 11.1% 1-2 Years
- 11.9% 2-3 Years
- 10.3% 3-5 Years
- 42.8% 5+ Years
- 0.7% Blank

**CD 2.** Does your company outfit your rig with any idle reduction equipment? (APUs, Gen sets, Inverters, Bunk warming pad)

- 25.1% Yes
- 74.8% No

**CD 9.** How many years have you been driving truck?

- 3.9% 0-2 Years
- 7.0% 2-5 Years
- 19.6% 5-12 Years
- 17.3% 12-20 Years
- 51.9% 20+ Years

**CD 3.** Have you ever been an Owner-Operator?

- 38.0% Yes
- 61.9% No

**CD 10.** Does your company provide medical insurance?

- 81.8% Yes
- 18.1% No

**CD 4.** Do you plan on becoming an Owner-Operator?

- 21.6% Yes
- 78.4% No

## Contact Us:

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