



Weekly Trucking Insights

Overview

Job Board Searches and Clicks

- **Last week's job board click activity was at its highest level since last August.**
 - Owner-operator and company driver job postings had the largest percentage increase in click traffic and click-through rate.

Freight Market

- **Last week's winter storms drastically increased both spot load volume and the imbalance between load postings and truck postings.**
 - Spot rates rose about 8 cents WoW.
 - Load volume in the Truckstop.com system rose 14% WoW.
 - This set another weekly record for volume.
- **Truck postings dropped drastically (-26%).**
 - The resulting loads-to-truck ratio dwarfed the previous week's level, which was already at an all-time high.

Story of the Week

So far, vaccine hauls have been isolated to just a few select carriers (CRST, FedEx, and UPS) and has not had a noticeable effect on truck capacity.

- **Peak vaccine distribution season is rapidly approaching, and it is unlikely that the number of agreed-upon carriers will expand much, even as major pharmacies, retailers, and grocers begin administering the vaccine.**
 - This could allow other carriers to fill opportunities, even if temporarily, left by the carriers tasked with hauling vaccines and related supplies.



Numbers at a Glance

TRUCK DRIVER SEARCHES

WoW: ▼ Down 1%

MoM: ▲ Up 13%

YoY: ▲ Up 58%

LOAD VOLUME

WoW: ▲ Up 14%

TRUCK POSTINGS

WoW: ▼ Down 26%

SPOT RATES

WoW: ▲ Up 8¢ per mile

CLICKS ON TRUCK DRIVER POSTINGS

WoW: ▲ Up 7%

MoM: ▲ Up 10%

YoY: ▼ Down 33%

LOAD POSTING BY SEGMENT

WoW: Dry Van ▲ Up 34%

WoW: Refrigerated ▲ Up 37%

Wow: Flatbed ▼ Down 3%

TRUCK POSTING BY SEGMENT

WoW: Dry Van ▼ Down 33%

WoW: Refrigerated ▼ Down 22%

WoW: Flatbed ▼ Down 25%

SPOT RATES BY SEGMENT

WoW: Dry Van

▲ Up 14¢ per mile

WoW: Refrigerated ▲ Up 28¢

WoW: Flatbed ■ Unchanged

This week in job board searches & clicks

Searches and Clicks on Job Aggregator Partner Network¹

Truck Driver Searches

vs 1 Week Ago:

▼ 1%

vs 1 Month Ago:

▲ 13%

vs 1 Year Ago:

▲ 58%

Clicks on Truck Driver Postings

vs 1 Week Ago:

▲ 7%

vs 1 Month Ago:

▲ 10%

vs 1 Year Ago:

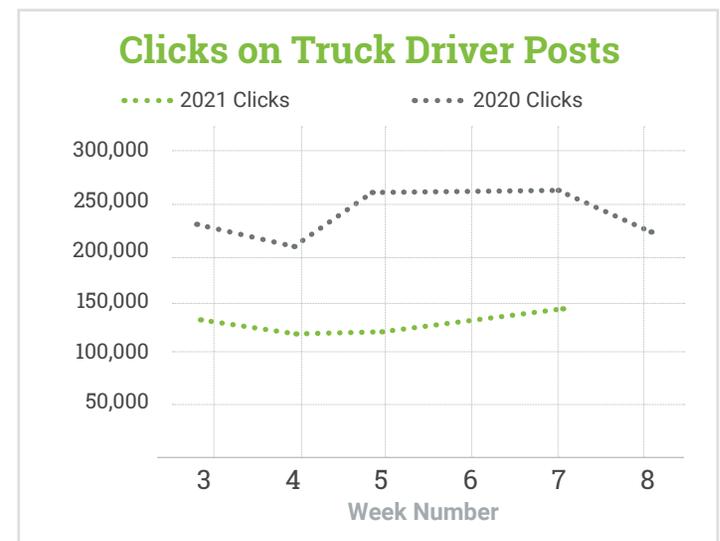
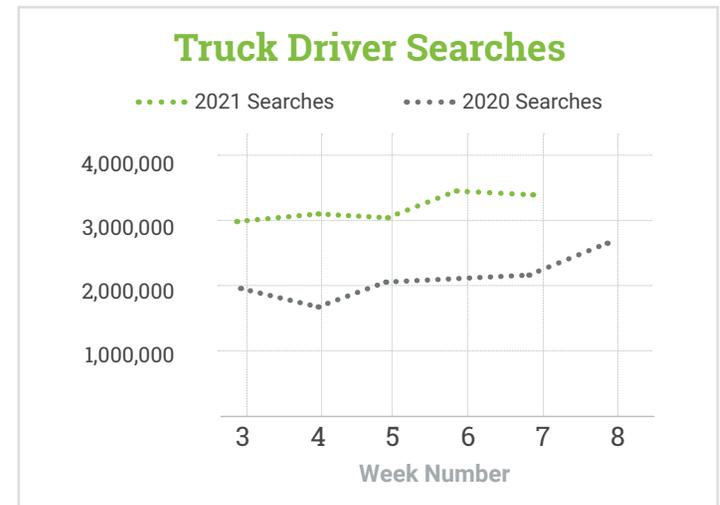
▼ 33%

¹ Job board data is aggregated from many partners.

A further note on year-over-year differences. While this data is aggregated from a large number of job boards, the job board that makes up the largest share of this data made a few changes last year that is influencing the large discrepancy in YoY numbers.

- The job board has been able to increase their own search engine marketing activity as 2020 went along. This has allowed them to capture a larger share of search traffic, but these tend to be in channels that increase searches with lower click rates.
- The job board optimized toward conversions (rather than clicks). So clicks are down, but they are more relevant clicks.

Last week's job board activity an increase in click volume as search volume dropped slightly. Owner-operator and company driver job postings saw the largest proportional increases in click traffic and click-through rate (CTR), while inexperienced/student job postings saw the largest decrease in clicks and the smallest increase in CTR. **Overall, last week had the largest number of clicks on trucking job postings since last August.**



This week in freight

Van spot market volume, imbalance surge to dwarf prior records.²

Load volume and the imbalance between loads and trucks in the Truckstop.com system was already at an all-time high, but extreme winter weather throughout the U.S. seriously disrupted an already hugely disrupted freight market.

- Total load postings rose by about 14% WoW.
 - Load postings spiked for dry van (34%) and refrigerated (37%).
 - Flatbed volume was down slightly (-3%) but remains fairly near the all-time high set three weeks ago.

Truck postings fell sharply (-26%) due to winter storms across many parts of the nation.

- The ratio of loads to trucks in the Truckstop.com system rose drastically, dwarfing the prior week's all-time high by more than 50%.
- Truck postings fell for all three major haul types: dry van (-32%), refrigerated (-22%) and flatbed (-25%).

SSpot rates rose by more than 8 cents per mile.

- Rates are up 37% from the same 2020 week.
- WoW, dry van rates were up nearly 14 cents, refrigerated rates jumped nearly 28 cents, and flatbed rates were basically unchanged.

²Data is taken from Truckstop. To read Truckstop's full weekly report, [click here](#).

Story of the week

What's ahead and behind for COVID-19 vaccine loads.³

The coordination of when loads are delivered needs to be much more precise than other reefer loads.

- Additionally, the Pfizer and Moderna vaccines require proper temperature control and tracking/monitoring.

So far, vaccine hauls have been isolated to just a few select carriers (CRST, FedEx, and UPS) and has not had a noticeable effect on truck capacity.

The distribution network has just begun to change in the past week and could change further.

- New vaccines—such as the one by Johnson & Johnson—would be easier to distribute, store, and handle.
- Major retail pharmacies (e.g. CVS and RiteAid), retailers (Walmart), and grocers could soon begin administering vaccines.
 - Major distribution networks already exist for these businesses, and vaccines could move through their traditional distribution chains.
 - If this happens, there wouldn't be much change or disruption in the supply chain.

However, as “peak vaccine season” is rapidly approaching, it is unlikely that the number of agreed-upon carriers will expand much.

- These carriers' resources and capacity could be strained.
- This could allow other carriers to fill opportunities, even if temporarily, left by the carriers tasked with hauling vaccines and related supplies.

³ Jaillet, James. “Police escorts, air-tight delivery windows and capacity constraints: What's ahead and behind for COVID-19 vaccine loads.” 19 Feb 2021, ccjdigital.com.