

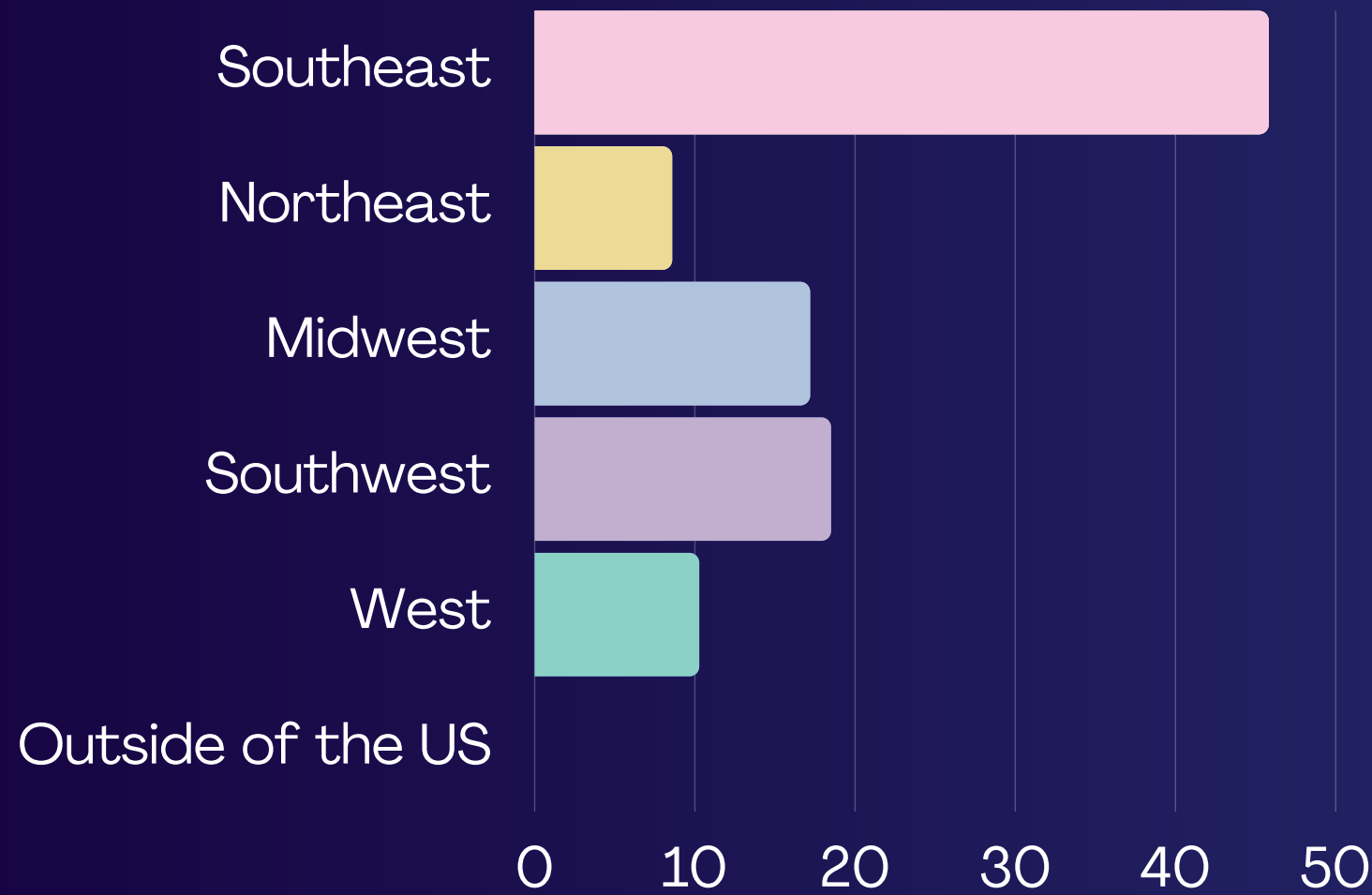
# A LOOK INSIDE TENSTREET'S DRIVER PULSE DEMOGRAPHICS

As of October 2023

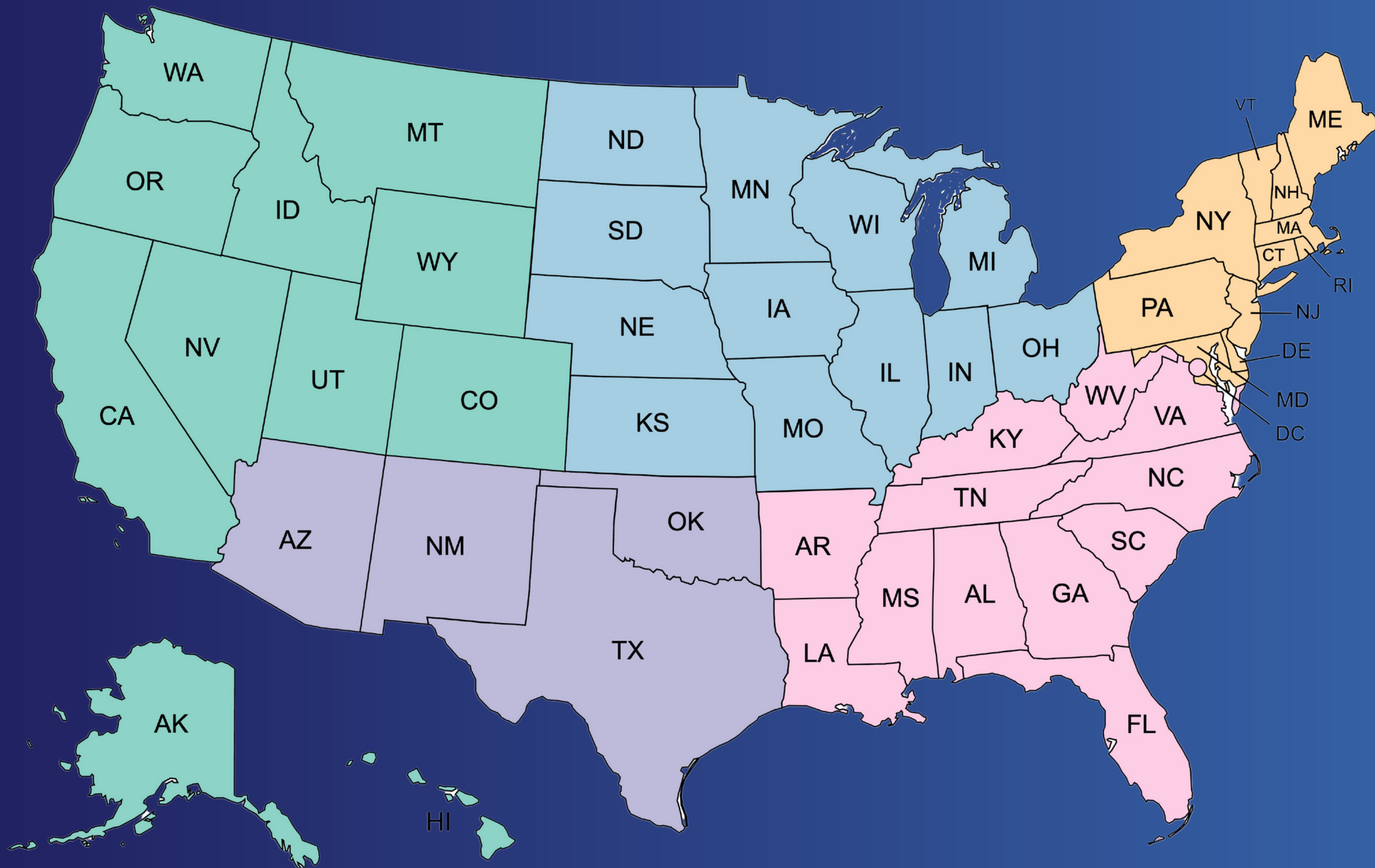


Over **2 million** drivers store their data on Tenstreet's secure mobile application. Driver Pulse helps carriers market, recruit, onboard, manage, and retain drivers. About **110,000** applications are submitted by an average of **340,000** active drivers each month, the largest source of driver applications in the market.

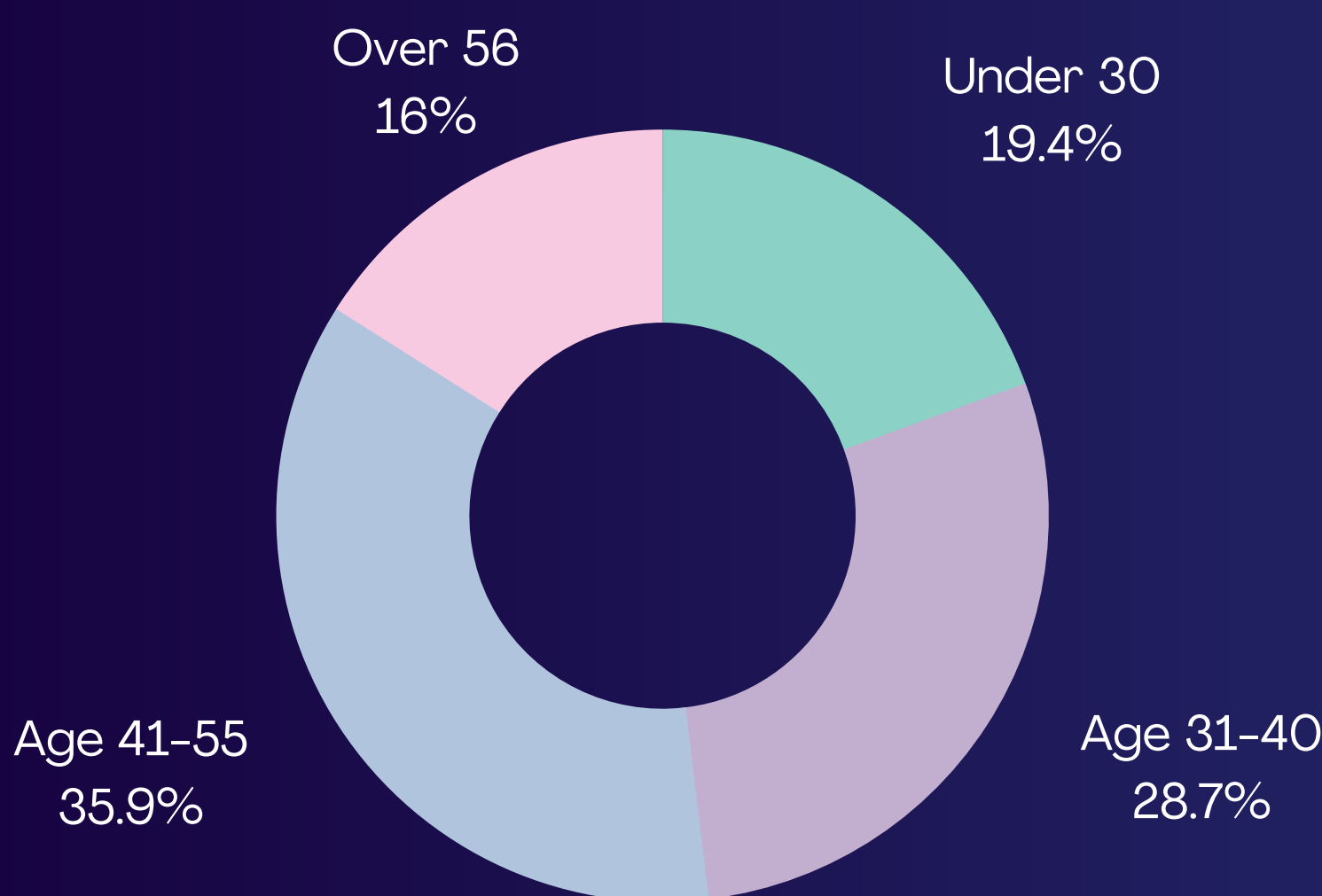
## Where Do Drivers Apply?



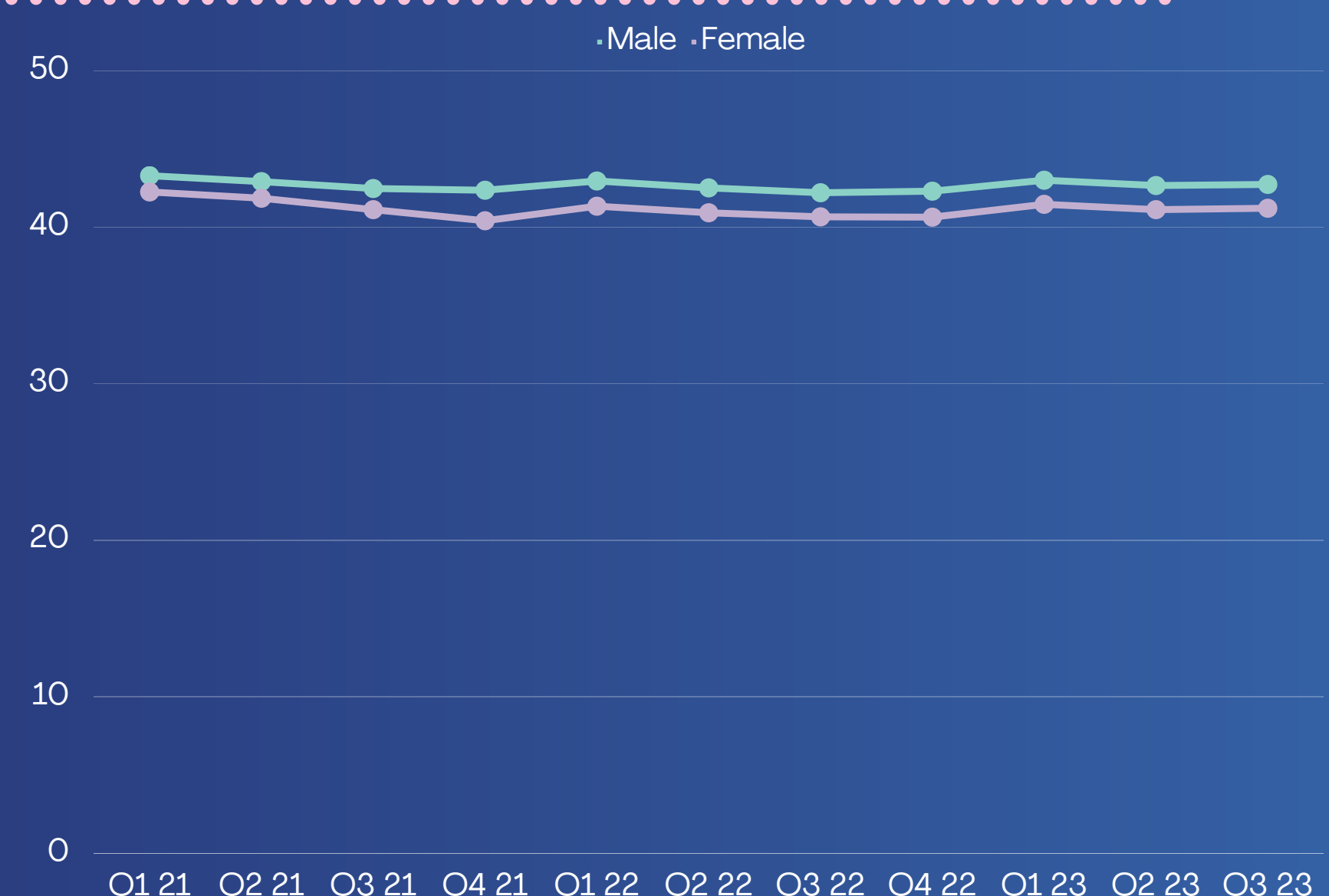
Companies hiring in the southeast get the highest number of drivers applying to their jobs, followed by jobs advertised for positions in the southwest and midwest. Jobs in the west and northeast see the lowest number of drivers applying in Driver Pulse.



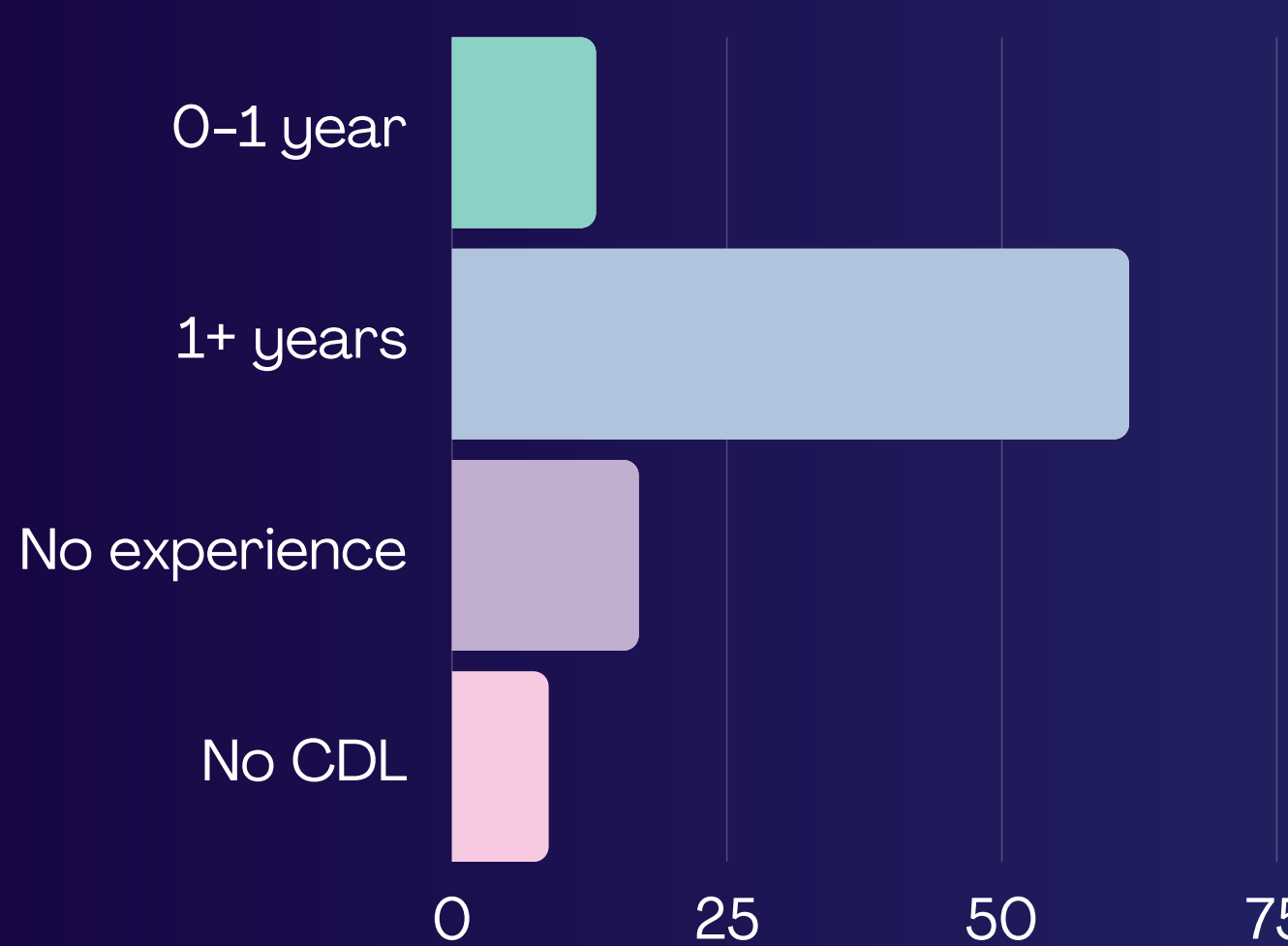
## What are the ages of the average Pulse driver?



A balanced spread of drivers of all ages use Pulse to find their next job, with the largest percentage group ranging between 41 and 55 years of age. Drivers over 56 make up the smallest group using the app to apply for jobs, though carriers still see a healthy number of applicants in this category. When broken down by gender, the average age of female drivers (41) using Pulse to apply for jobs is lower than the average age of male drivers (43), though the average age of all drivers is decreasing each quarter.

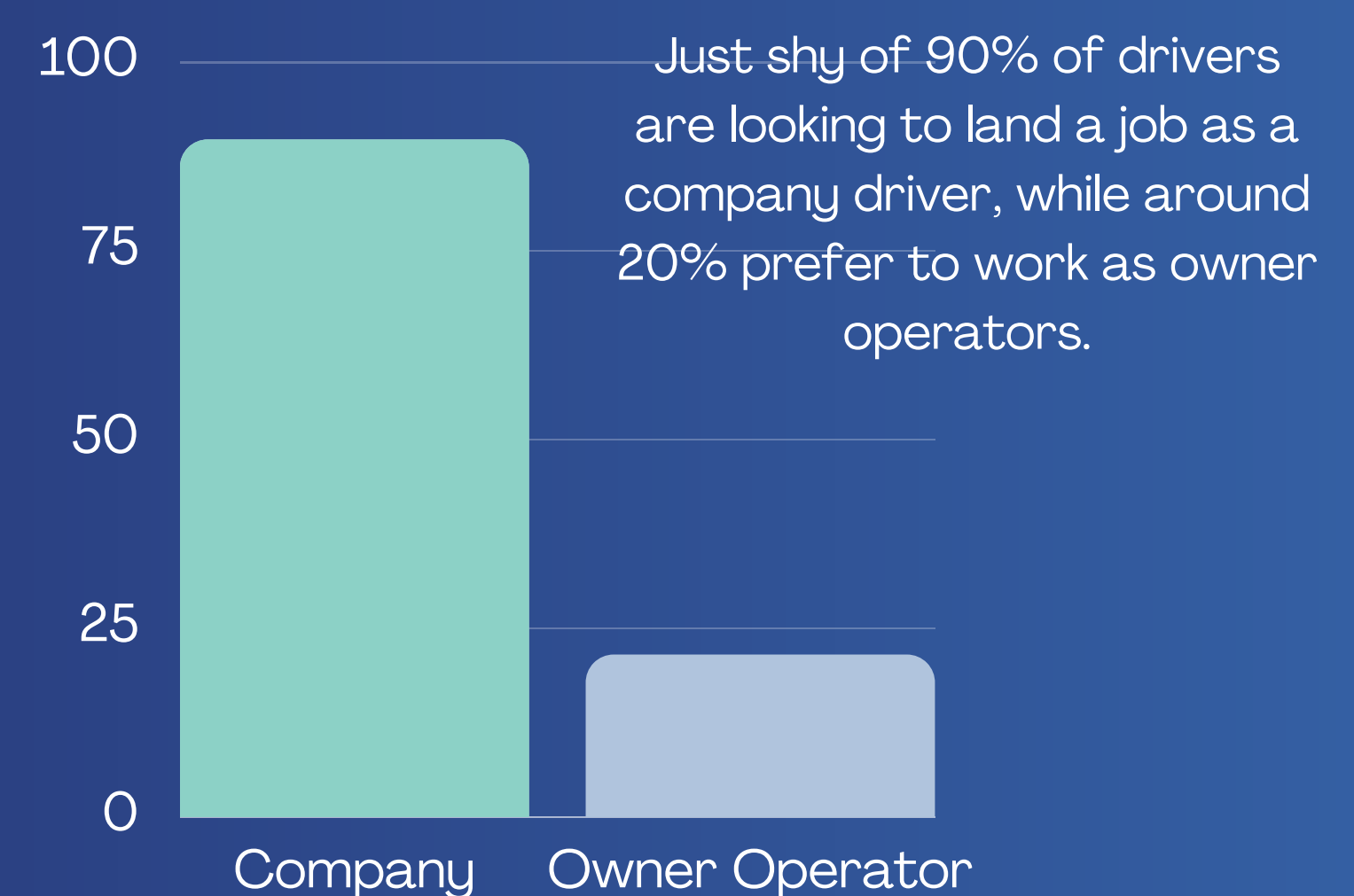


## How do Pulse drivers rank in experience?

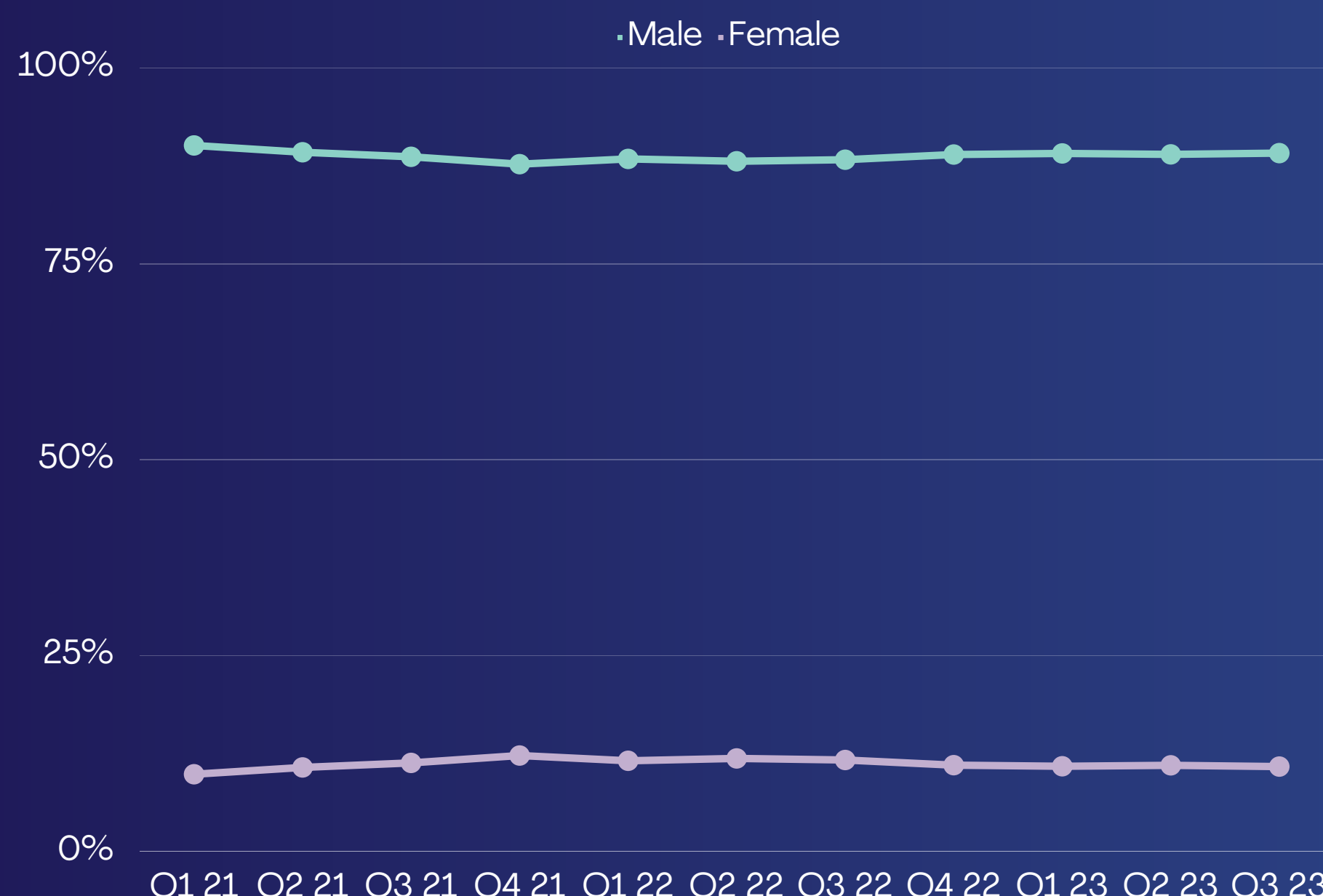
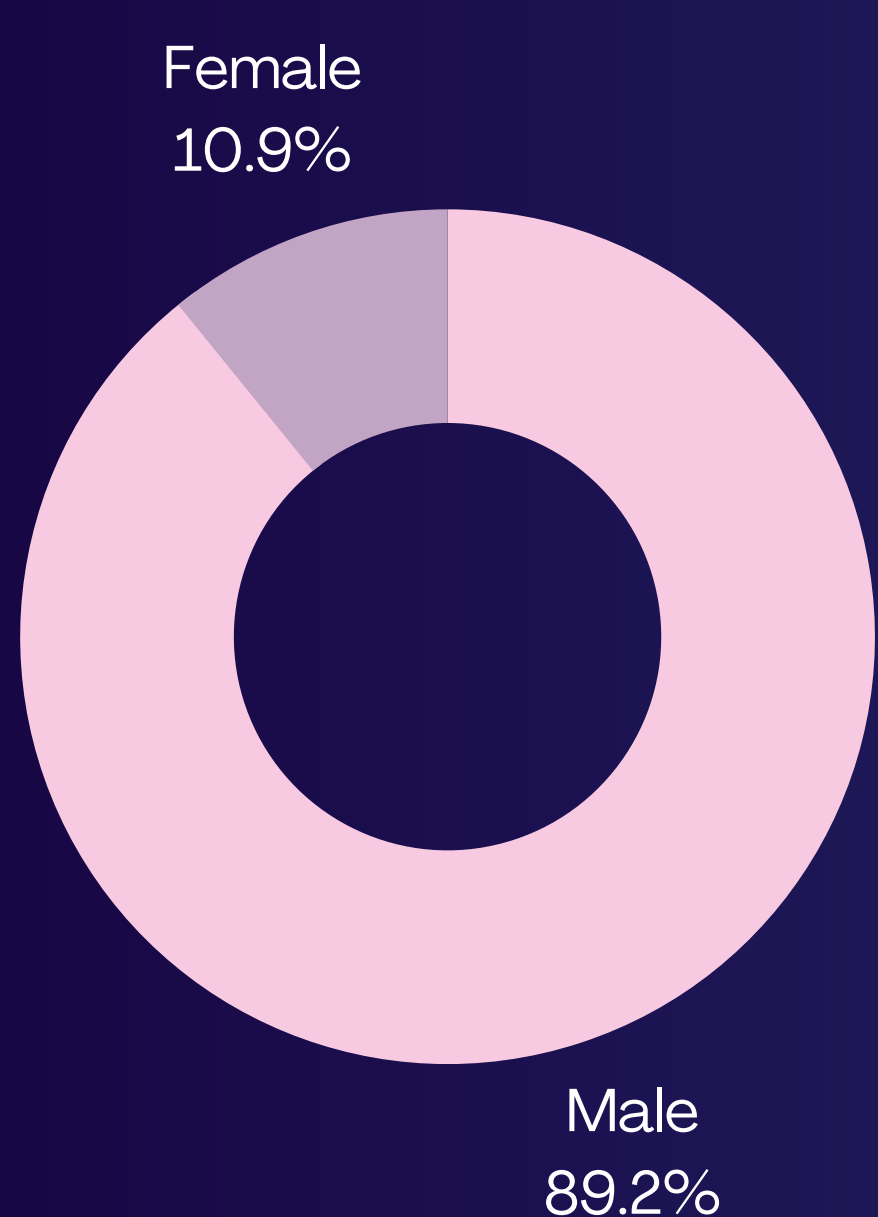


Over 60% of drivers using Driver Pulse have been driving for longer than a year, while 16% are using the app to find their first driving job.

## What types of jobs are Pulse drivers looking for?



Just shy of 90% of drivers are looking to land a job as a company driver, while around 20% prefer to work as owner operators.



## What is the gender breakdown of Pulse drivers?

Over the last year, trucking has become an increasingly popular occupation for women. In the first quarter of 2021, females made up 9.65% of the total driving population in Driver Pulse. By Q3 of 2023, it had grown to 10.9%, with a peak of 12.26% in Q4 of 2021. Ads directed at women are becoming increasingly common in recruiting for carriers looking to fill their trucks and grow their fleet.

