

Alberta trucking industry attracting new drivers despite hiring hurdles: survey

OTTAWA, ON (June 2, 2025) — Alberta employers are making an extra effort to attract new drivers, a new survey from Trucking HR Canada (THRC) shows. While the freight recession and changing political climate are forcing fleets to navigate many challenges, THRC research shows rising costs are the top concern across the country, and finding qualified drivers continues to be critical.

Alberta has a higher vacancy rate for truck drivers than the rest of Canada, so THRC surveyed Alberta employers to better understand the ways new drivers are being hired, and how they are being supported and compensated.

In Alberta in particular, trucking and logistics companies are adapting their search for qualified drivers by putting more effort into attracting new drivers — offering better pay, stronger perks, and investing in strategies to keep drivers on the road.

The survey findings shed light on how employers are adapting:

- **High hiring rates for new drivers:** Most of the employers surveyed hire recently licensed drivers, although the cost of training and insurance for inexperienced drivers creates challenges.
- **Investment in training:** Employers who hire new drivers typically invest in substantial training programs, with most providing around 90 hours of training, including mentoring and onboarding.
- **Rising incomes and incentives:** Annual incomes for drivers are increasing, with 18% of companies reporting over a 10% pay rise in 2023. Most employers offer a variety of incentives, particularly for full-time employees.

Alberta has a higher vacancy rate for truck drivers than the rest of Canada — over 2,700 vacancies from Q3 of 2024 — so building a pipeline of new drivers will help the industry continue to meet demand. Investments from the Government of Alberta through the Class 1 Learning



Pathway Grant Program will provide much needed assistance to help potential drivers cover the cost of entry level training and for employers to offset training costs.

The survey was conducted online from October 4 to November 5, 2024. Senior executives from 133 trucking companies in Alberta representing 5,149 truck drivers participated. The companies serve various industries, with food retail, manufacturing, and agriculture being the most represented sectors. This research was partly funded by the Province of Alberta and produced with the support of the Alberta Motor Transport Association.

[Read the full report](#)

Trucking HR Canada is the recognized national authority on workforce strategy for the trucking and logistics sector. We're a non-profit centre of excellence, engaging with employers, governments, think tanks, industry groups, and stakeholders.

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