

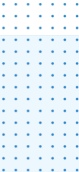
What Truck Drivers Want: 2025 Driver Survey Results

How driver challenges and carrier benefits impact recruiting and retention



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Introduction:

If there is one persistent challenge that has plagued the transportation industry, it's recruiting and retaining skilled drivers. According to the American Trucking Association (ATA) annual truck driver churn has exceeded 90% in recent years.

For mid-sized and large carriers, this issue not only impacts operational efficiency but also affects profitability and customer satisfaction.

In today's competitive market, successful driver recruitment requires understanding drivers' needs, leveraging technology, and building a culture that values their contributions. Meanwhile, retention strategies must focus on fostering long-term relationships through clear communication and a driver-first approach.

Drivewyze by Fleetworthy surveyed nearly 300 professional drivers to gather insights into their unique needs and priorities. Whether you are refining your current strategies or building a new roadmap for driver success, these findings can serve as a comprehensive resource for achieving lasting impact in driver recruitment and retention.



Section 1: Drivers value technology that keeps them moving

With drivers' most significant challenges revolving around inefficiency, specifically being stuck in trucks that aren't moving, it comes as no surprise respondents expressed satisfaction with a specific technology that relieves that issue.

How disappointed would you be if your company didn't let you use weigh station bypass?	
Very Disappointed	68%
Somewhat Disappointed	23%
Not Disappointed	9%

[Image 1]

All drivers surveyed are currently equipped with weigh station bypass. When asked how disappointed they would be if they could not use the tool, more than 90% said they would be at least 'somewhat disappointed,' with nearly 70% stating they would be 'very disappointed.'

When asked if they were deciding between two similar opportunities, with one offering weigh station bypass and the other not, **70% of drivers would be more likely to join the carrier that offers weigh station bypass.**

Section 2: Why drivers stay with carriers long-term

Attracting and retaining skilled drivers has never been more challenging. To better understand what matters most to drivers, we asked them to rank the 10 benefits and conditions they value when choosing and staying with a carrier.

While the desired benefits varied, the results can be arranged in three overarching categories.

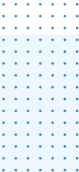
What Drivers Value Most
1. Pay
2. Home Time (Including vacation)
3. Core Benefits/Perks (Medical, Retirement, etc.)
4. Management and Dispatcher Interaction
5. Reimbursement or Discount Programs (Fuel Cards, Toll Management, Weigh Station Bypass, Phones. Etc.)
6. Truck Equipment & Age
7. Loading & Unloading Policies
8. Driver Training Programs
9. Lack of Loads/Miles
10. Use of Technology to Keep Me Safe

[Image 2]

Standard of Living

It's no surprise that **competitive pay** tops the list. Drivers work hard, often under demanding conditions, and want to see their efforts rewarded. Offering transparent pay structures, performance bonuses, and timely compensation builds trust and ensures drivers feel valued, which in turn leads to greater driver retention for carriers.

Time away from loved ones is regularly expressed as one of the toughest parts of a professional driver's life. The survey showed drivers prioritize carriers that respect their need for home time and provide paid-time-off.



Core benefits like health insurance and retirement plans are foundational to drivers' satisfaction with their employer. A solid benefits package shows carriers are invested in their drivers' long-term well-being, on and off the road.

Company Culture

Respectful and transparent **communication with management and dispatchers** is crucial to drivers. Respondents made it clear they want to work with carriers that provide clear instructions, fair workloads, and timely updates.

Discounts and reimbursements can make a driver's life easier in many ways. Company-paid toll management and weigh station bypass reduce stress and help keep drivers on the road. Fuel cards, discounted phone plans, and reimbursement programs also resonated with those surveyed.

Equipment and Tools

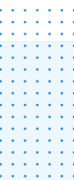
Outdated or run-down trucks increase a driver's chances of facing threats to both their safety and efficiency. Drivers prefer carriers with modern, well-maintained fleets that offer comfort and reliability.

From collision avoidance systems to apps that monitor road conditions, **technology plays a growing role in driver safety**. Drivers surveyed appreciated carriers that invest in tools to improve safety and efficiency.

The Drivewyze Advantage:

Company-provided weigh station bypass and toll management create greater predictability and efficiency for drivers and carriers alike. Keeping drivers out of long lines and delays doesn't just ensure deliveries are consistently on time, it also keeps schedules predictable and helps them get home on time consistently.

Additionally, Drivewyze Free and Safety+ sends drivers proactive in-cab alerts. By giving drivers proactive technology that helps prevent incidents.



Section 3:

Significant hurdles drivers face

Despite carriers working to create the best possible environment to hire and retain good drivers, they still face numerous challenges on a daily basis. These hurdles come in the form of external factors like traffic and shipper wait times, as well as internal factors like communication with dispatch and poor resources.

Both can impact a driver's productivity, and in some cases, their overall well-being.

Drivers' Most Significant Challenges
1. Stuck in line; Traffic Congestion and Delays
2. Long Hours and Fatigue
3. Trouble Finding Rest Areas and Parking Spots
4. Vehicle Maintenance Issues
5. Shipper Wait Time
6. Communication Difficulties with Dispatch
7. Inability to Get Home
8. Poor Routing Tools
9. Poor Safety Tools

[Image 3]

External Challenges

Time is money in the transportation industry. Even so, drivers frequently find themselves **stuck in line** at tolls, warehouses, loading docks, or weigh stations. These delays can disrupt schedules, reduce earning potential, and cause immense frustration.

Drivers often **struggle to find safe places to park and rest**. Many highways lack adequate rest areas, forcing drivers to park in unsafe or unauthorized locations. Drivewyze Free can send rest area parking alerts to help relieve the stress drivers feel trying to find places to park and rest.



Long shipper and receiver wait times are a persistent issue. These delays cut into drivers' time and disrupt their schedules, often leading them to miss opportunities for additional loads or keep them from getting home.

Internal Challenges

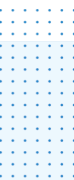
Effective communication is critical in the trucking industry, yet many drivers report **challenges staying connected with dispatch teams**. Miscommunication or delayed responses can lead to confusion, missed appointments, and even more additional stress.

Reliable routing tools are essential for efficient deliveries. Unfortunately, many drivers encounter outdated or inadequate systems that fail to account for real-time conditions, such as traffic, weather, or road closures.

Drivers often lack access to **effective safety tools and technology**. This leaves them vulnerable to risks on the road, from hazardous weather to unsafe driving conditions.

The Drivewyze Advantage:

Lots of well-intentioned safety tools are punitive in nature – when something bad happens, drivers bear accountability. This creates stress and, ultimately, resentment on the part of the driver. Drivewyze safety tech takes a more proactive approach, identifying potential issues in time for drivers to avoid them, providing greater safety and efficiency. Carriers that provide their drivers with these tools have seen gains in overall satisfaction.



Conclusion:

Driver recruitment and retention hinge on building a driver-first culture that identifies their greatest challenges and seeks out tools to relieve those pain points.

While pay and home time remain at the forefront of driver concerns, there is a great opportunity for carriers to recognize the value of reliable equipment and technologies like weigh station bypass and toll management that minimize inefficiencies.

In addition to their impact on driver recruiting and retention, weigh station bypass and toll management solutions carry strategic benefits for carriers by increasing efficiency and saving money.

By listening to and addressing drivers' concerns, companies can foster a more loyal and engaged workforce, ensuring both operational success and stronger profitability.