

FALL 2025

TRUCK DRIVER SURVEY:

Data Download: Examining Driver Opinions
in Today's Driver Market



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INTRODUCTION

Recruiting and retaining truck drivers remains a critical challenge for fleets across the industry. While the freight economy continues to fluctuate, driver expectations are becoming more defined and more demanding. The feedback from this survey reveals a workforce that is increasingly focused on lifestyle balance, stability, and respect, with many drivers actively seeking new opportunities that better align with their personal and professional priorities.

Conversion Interactive Agency and PDA have once again partnered to conduct research with professional drivers nationwide. This Fall 2025 survey explores the evolving mindset of today's drivers, covering everything from job search behavior and home time preferences to communication, equipment, and operational frustrations. The findings offer a real-time snapshot of what drivers value most.

The results show clear trends in both recruiting and retention. Drivers are signaling a strong desire for predictable pay, improved home time, and better communication with fleet managers. They are also placing greater emphasis on company stability, reputation, and responsiveness to feedback. Carriers are encouraged to use these insights to refine their messaging, improve operational practices, and build stronger relationships with drivers in a market where loyalty is earned, not assumed.

PARTICIPANT BREAKDOWN:

Total Surveys Sent: _____ 15,578

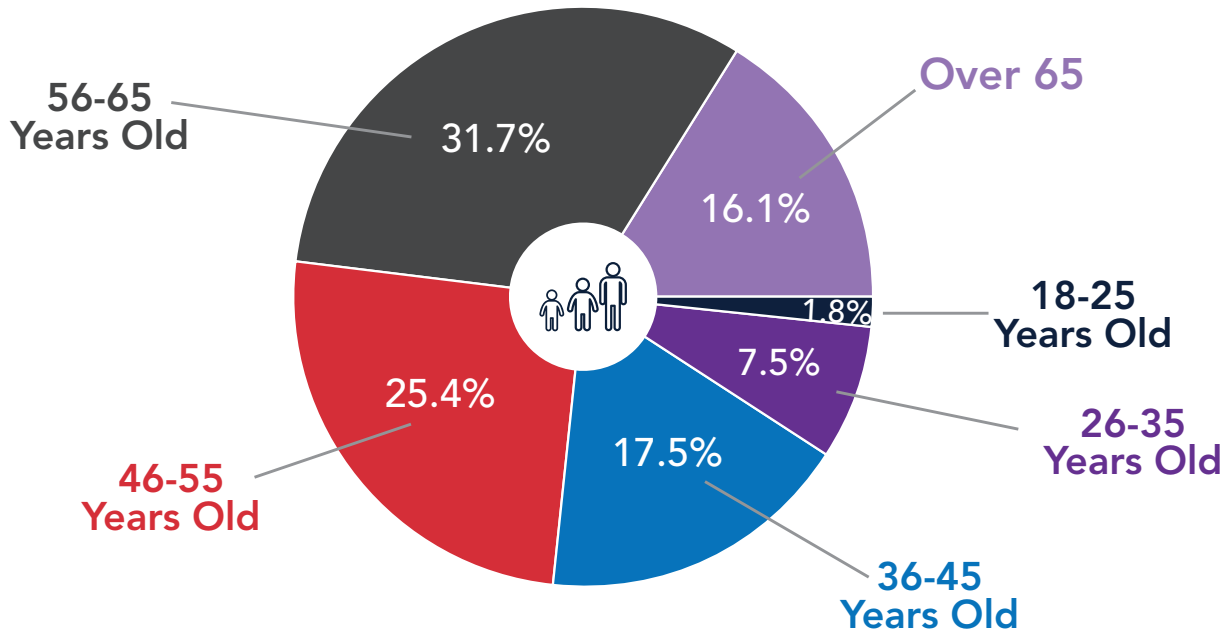
Total Responses: _____ 1,647

Response Rate: _____ 10.6%



Q1.

What is your age?



A	18-25	1.8%
B	26-35	7.5%
C	36-45	17.5%

D	46-55	25.4%
E	56-65	31.7%
F	Over 65	16.1%

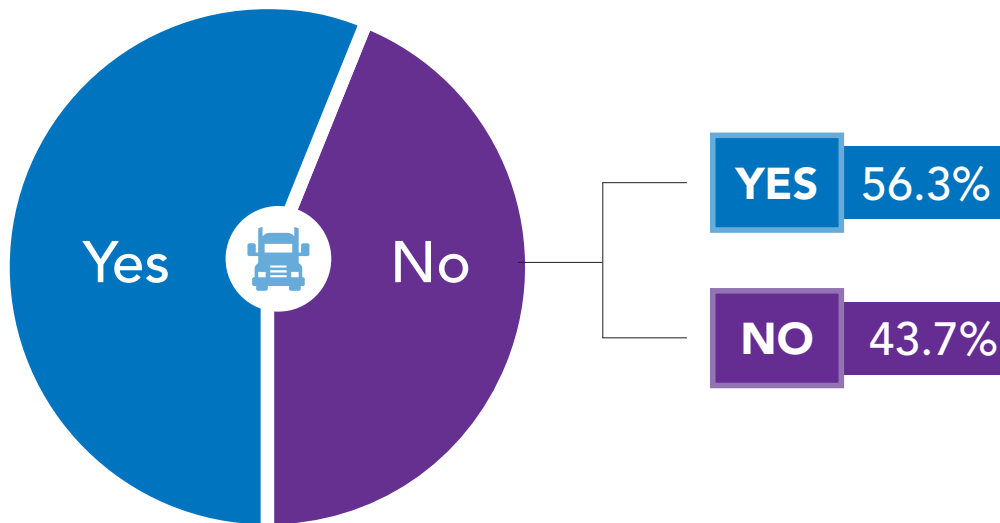
KEY TAKEAWAYS:

- The aging driver population means retirements will outpace new entrants, tightening the labor pool and driving up competition for qualified drivers across all segments.



Q2. Are you currently looking for a truck driving job?

Fall 2025



Survey:	YES	NO
Fall 2024	40.7%	59.3%
Spring 2025	46.8%	53.2%

KEY TAKEAWAYS:

- 56.3% of drivers reported that they are currently looking for a truck driving job, up from 46.8% in the spring, reflecting a 9.5 percentage point increase.
- This marks the highest percentage of job-seeking drivers since Conversion and PDA began tracking this metric more than four years ago.
- The rise suggests growing dissatisfaction or instability in the workforce and signals increasing pressure to more intentionally focus on retention.
- If this trend continues, fleets could face higher turnover through late 2025 and into 2026.
- The surge in job-seeking activity also presents a recruiting opportunity for fleets that can move quickly and offer compelling reasons for drivers to switch.



Q3.

If you answered YES to Question 2, what are the reasons you are looking? (CHOOSE ALL THAT APPLY)

A	Improved Home Time	58.0%
B	Predictable Pay	52.4%
C	Better Benefits	43.2%
D	Consistent Miles	40.9%
E	Better/Newer Equipment	32.0%
F	I Feel Disrespected at Current Job	25.7%
G	I Want to Work for a Smaller Carrier	20.4%
H	I Want to Work for a Larger Carrier	10.2%
I	Other	5.2%

(Other Responses: Unemployed – 1.3%, Dedicated - 1.1%, Lease/Purchase - 0.9%)

KEY TAKEAWAYS:

- Home time remains the most dominant motivator, indicating lifestyle strain and the need for better work-life balance.
- Pay and miles continue to be central concerns. Drivers are not just chasing higher rates; they are seeking stability.
- There is a continued rise in drivers looking for better benefits, indicating a growing focus on long-term security, especially related to healthcare and retirement.
- One in four drivers explicitly cited feeling disrespected at their current job, which signals a cultural concern.
- Even small improvements in dispatcher-driver communication or recognition could help reduce turnover.



Q4.

If you answered **NO** to Question 2, why are you not looking?

A	I'm Happy Where I'm Driving	50.3%
B	I'm Waiting For The Economy To Improve	18.3%
C	I've Retired From Trucking	13.3%
D	I Need More Experience	11.4%
E	I'm An Owner Operator	4.1%
F	Other	2.6%

(Other responses: Under contract – 0.9%, Health – 0.5%)

KEY TAKEAWAYS:

- While about half of the drivers surveyed appear content, the other half are either waiting, retired, or restricted. These drivers may not be fully loyal or committed to their current roles.
- The 18.3% who are waiting for the economy to improve represent a 2% increase from the spring. This points to broader economic uncertainty.
- The 11.4% who need more experience reflect a steady pipeline of newer drivers still learning the industry. Fleets should treat this group as a short-term turnover risk, as many are likely to seek new roles once they gain enough experience.



Q5.

What are your top 3 concerns right now?

(PLEASE CHOOSE THREE)

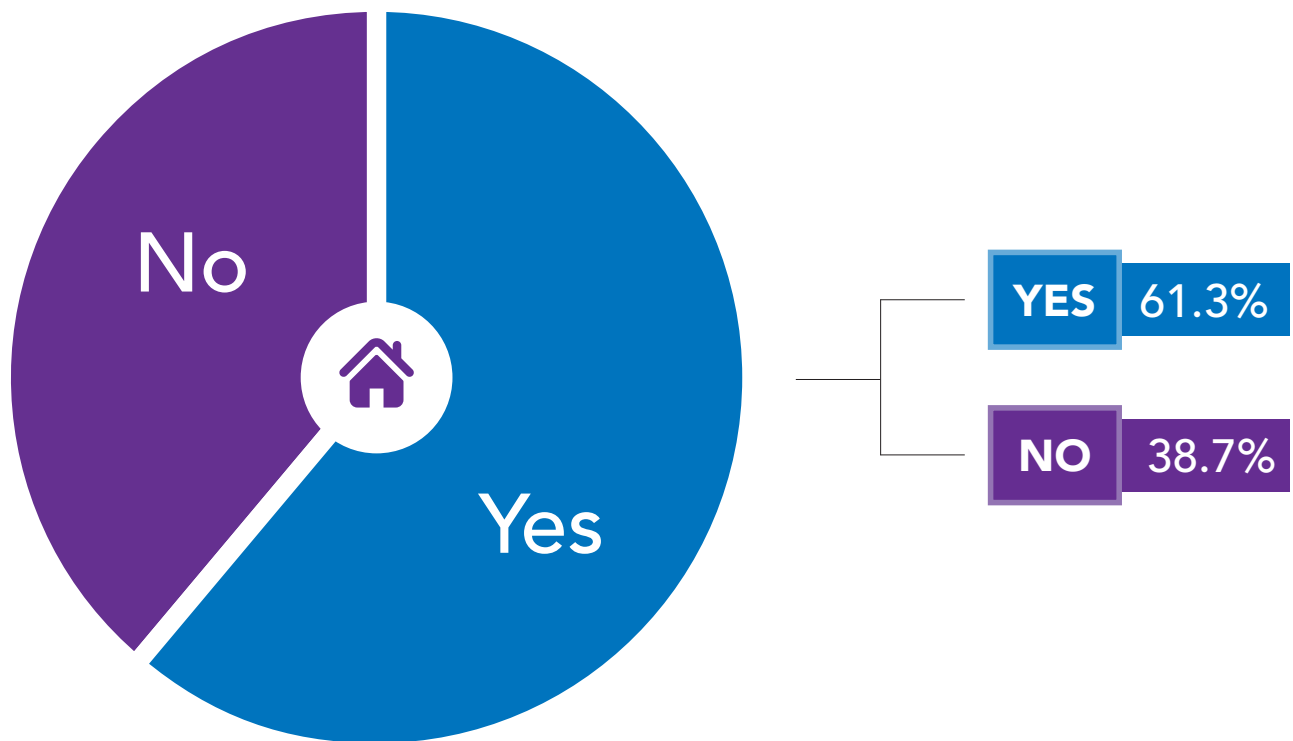
A	Work/Life Balance	51.7%
B	Paying My Bills	48.5%
C	Health/Fatigue	27.1%
D	Respect and Communication with Dispatch/Management	26.7%
E	Parking Availability	25.9%
F	Traffic/Safety on the Road	24.5%
G	Equipment Reliability	24.5%
H	Stability of the Carrier I Work For	23.2%
I	Recruiting Honesty	22.1%
J	Freight Recession	19.9%
K	Load Delays/Scheduling	19.3%

KEY TAKEAWAYS:

- Drivers' top concerns—work/life balance and paying bills—highlight both personal and financial strain. These issues reflect broader stress across the driver experience, not just operational challenges.
- The concern around health and fatigue reinforces earlier findings that time away from home is taking a toll, aligning with “improved home time” as a leading reason for job-seeking.
- Respect and communication with dispatch and management rank higher than many operational issues, suggesting that poor communication is often perceived as disrespect or disregard.
- Drivers are not just looking for more money, they want predictability, respect, and a healthier lifestyle. Job descriptions and employer branding that speak to these values will resonate more deeply.
- With over 20% citing recruiting honesty as a top concern, fleets must ensure that what's promised during hiring aligns with the day-to-day reality. Misalignment here damages brand reputation and fuels early turnover.



Q6. Would you prefer a local driving job with slightly lower pay if it meant being home more often?



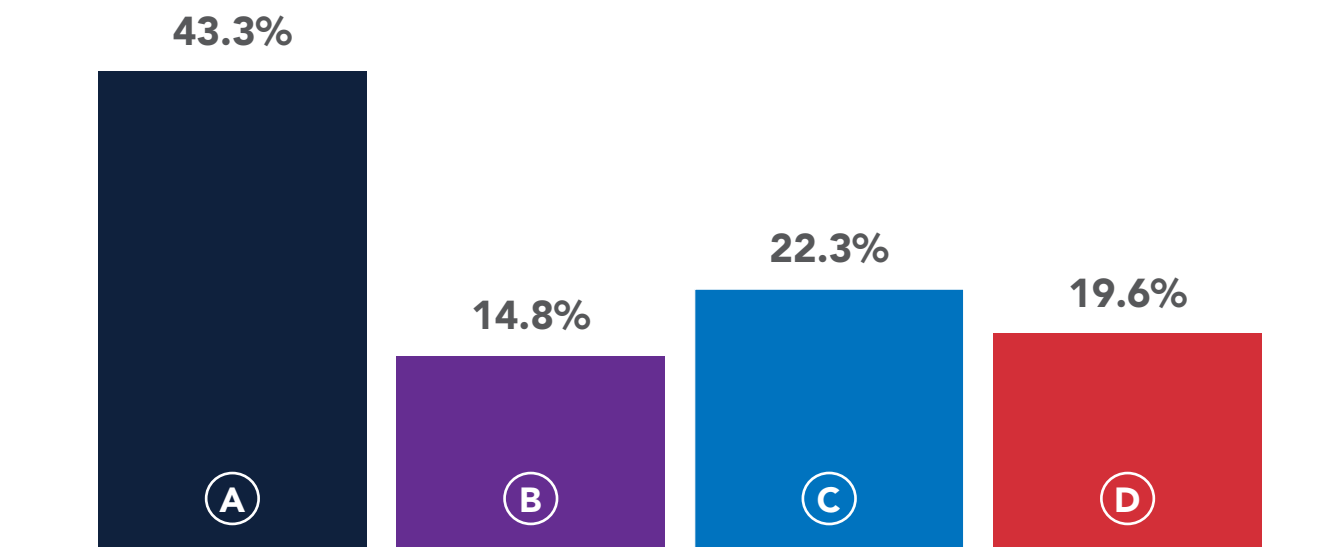
KEY TAKEAWAYS:

- Nearly two-thirds of drivers are willing to accept slightly lower pay in exchange for more time at home. This reflects a meaningful shift in driver priorities toward quality of life.
- Time at home is emerging as a top driver value, especially after years of freight volatility and burnout. Lifestyle balance is no longer secondary, it is central to driver job satisfaction.
- Fleets that offer regional or local routes with flexible scheduling are better positioned to attract and retain drivers who prioritize home time.
- Recruiting strategies should emphasize transparency around route types and time-off policies. Drivers are clearly signaling that lifestyle alignment matters as much as compensation.



Q7.

If you are not currently in a local job, have you recently looked for or considered a local job?



A	Yes, I have looked for a local driving job within the last 6 months	43.3%
B	Yes, I have looked for a local driving job more than 6 months ago	14.8%
C	I have never looked for a local driving job	22.3%
D	I am currently in a local driving job	19.6%

KEY TAKEAWAYS:

- More than half of drivers not currently in local roles have actively searched for one, indicating strong and sustained interest in jobs that offer more home time.
- As local opportunities open up, fleets should expect turnover among drivers who have been waiting for the right fit. This is a retention risk that can be anticipated and managed.
- Home time is no longer a secondary benefit. It must be treated as a core part of the driver value proposition, on par with pay and equipment.
- If local routes are promised during hiring, they must be delivered. Misalignment between recruiting messages and actual job experience can lead to early turnover and damage brand trust.



Q8.

When looking for a new driving job, what is the most important to you? (CHOOSE YOUR TOP 2)

A	Company Stability	56.1%
B	Company Reputation with Drivers	48.5%
C	Predictable Routes & Planning	38.6%
D	Age of Equipment	27.8%
E	Ease of Applying & Hiring Process	26.2%
F	Type of Equipment	21.5%
G	CSA Scores	15.1%

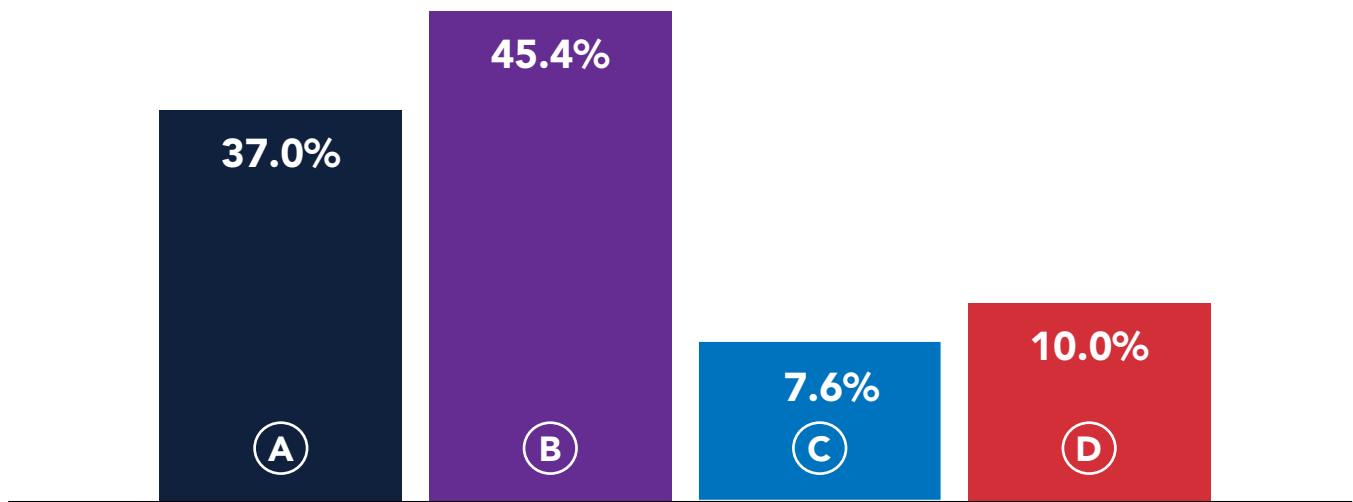
KEY TAKEAWAYS:

- Drivers are prioritizing reliability. Company stability, reputation, and predictable planning are the top concerns, signaling that drivers want to feel secure and supported in their roles.
- Drivers are staying with carriers they believe will remain financially sound, treat them fairly, and provide consistent work, not just those offering short-term flashy perks.
- Nearly half of drivers consider a company's reputation with other drivers when evaluating job opportunities. Peer reviews, testimonials, and word-of-mouth matter more than ever.
- With over a quarter of drivers citing ease of applying and hiring as a top factor, streamlining the application process can reduce drop-off and improve conversion.



Q9.

When you report maintenance issues, how quickly are they resolved?



A	Same Day	37.0%
B	Within a Few Days	45.4%
C	More Than a Week	7.6%
D	Rarely Resolved	10.0%

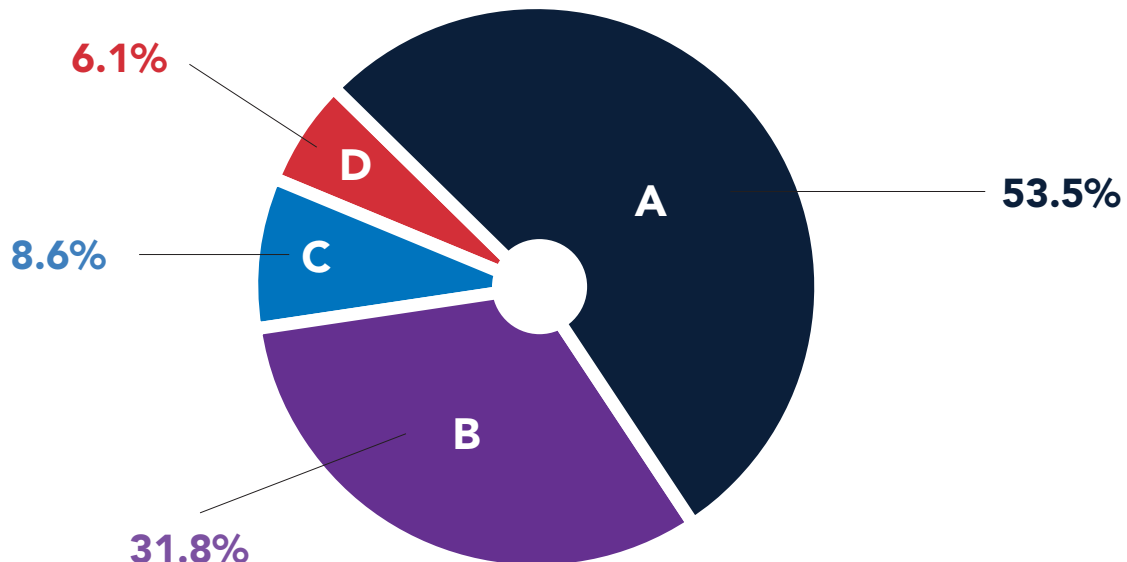
KEY TAKEAWAYS:

- Maintenance performance is a leading indicator of driver trust.
- Quick resolution of issues supports broader themes drivers care about — stability, predictability, and feeling valued. These are critical to long-term satisfaction.
- Delays or neglect in maintenance can trigger frustration that spills into other areas, such as pay consistency and overall job satisfaction, increasing the risk of turnover.



Q10.

Does your fleet manager/dispatcher respect your home time requests?



A	Always	53.5%
B	Sometimes	31.8%
C	Rarely	8.6%
D	Never	6.1%

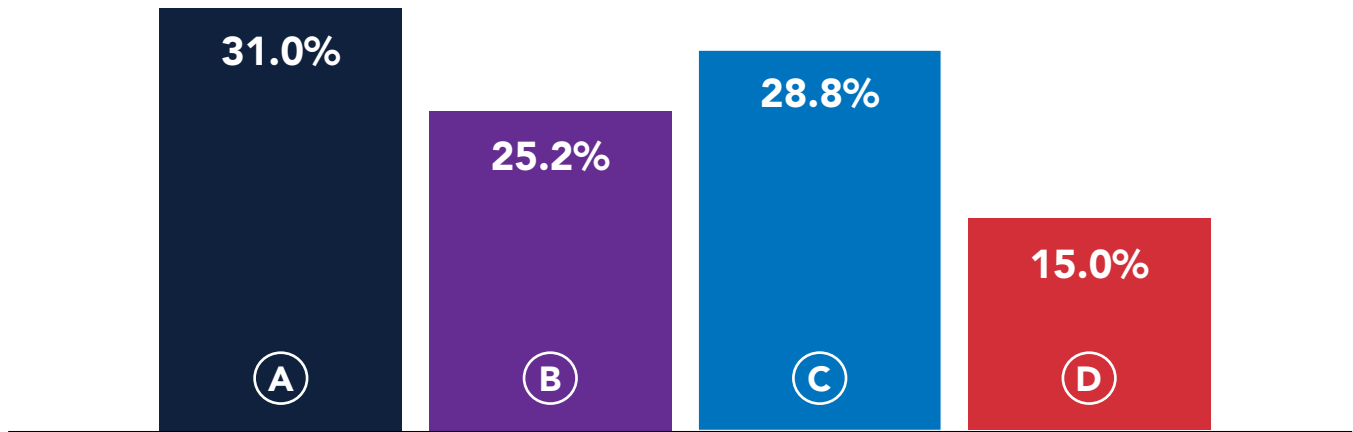
KEY TAKEAWAYS:

- Getting a driver home when promised is one of the clearest tests of trust between operations and drivers. It directly impacts satisfaction and loyalty.
- While it is encouraging that over half of drivers say their home time requests are always respected, the remaining 46.5% fall into "sometimes," "rarely," or "never" — a sizable group that may feel undervalued.
- Inconsistent home time erodes trust and contributes to turnover, especially when "improved home time" is the top reason drivers are seeking new jobs.



Q11.

Do you feel like your carrier listens to your feedback?



A	Yes	31.0%
B	No	25.2%
C	Sometimes	28.8%
D	They Never Ask for My Feedback	15.0%

KEY TAKEAWAYS:

- Drivers equate being listened to with being respected.
- Nearly 70% of drivers either do not consistently feel heard or are never asked for input. This signals a major gap in communication that can erode morale and increase turnover.
- Carriers that implement structured feedback channels, such as regular surveys, driver councils, or one-on-one check-ins, can transform perceived respect into lasting retention.
- Fleets that promote a culture of listening are more likely to attract experienced drivers who are tired of being ignored elsewhere.



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