



2023 VOICE OF TECHNICIAN SURVEY SUMMARY

2023

TABLE OF CONTENTS

Introduction	3
About the Respondents	4
What Technicians Want	5
Important Factors When Looking for a Job	5
Desired Pay Structure	8
Ideal Work Schedule	9
Preferred Commute	9
Technician Satisfaction	10
Satisfaction Levels with Current Employer	10
Recommending Industry to a Friend (Net Promoter Score)	13
Industry Issues	15
Leaving the Industry	16
Conclusion	18

INTRODUCTION

This report contains insights, data, and trends about what it's like to work in the automotive and diesel industries.

The data in this report was obtained from the 2023 Voice of Technician survey. The purpose of the survey was to get feedback about what it's like to work in the automotive and diesel industries and identify areas of improvement.

Individuals working in the automotive or diesel industry and anyone enrolled in an automotive or diesel program were encouraged to participate.

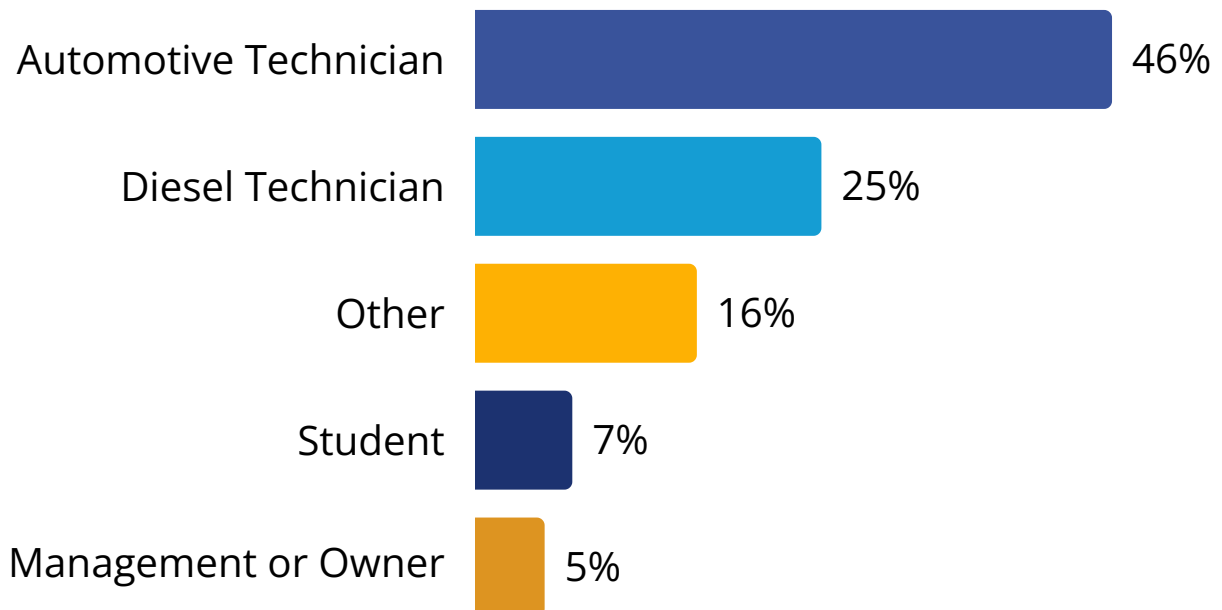
We received 649 responses from the online survey. All data presented in this report is aggregated, and individual responses are confidential.

ABOUT THE RESPONDENTS

Before we dive into the data, we want to give a brief breakdown of who responded to the 2023 Voice of Technician survey.

The vast majority of respondents were technicians (71%), with 46% being on the automotive side and 25% on the diesel side. Students studying to become technicians represented 7% of respondents.

About 16% of respondents selected “Other” for their job role. Those respondents consisted of other types of technicians (i.e., auto body, powersports, aviation, industrial, equipment, RV, etc.), instructors, and team leads.



WHAT TECHNICIANS WANT

Technicians are the lifeblood of any successful shop. With today's job market, keeping technicians satisfied needs to be top priority. While the occasional catered lunch doesn't hurt, we wanted to find out directly from the source what technicians truly want.

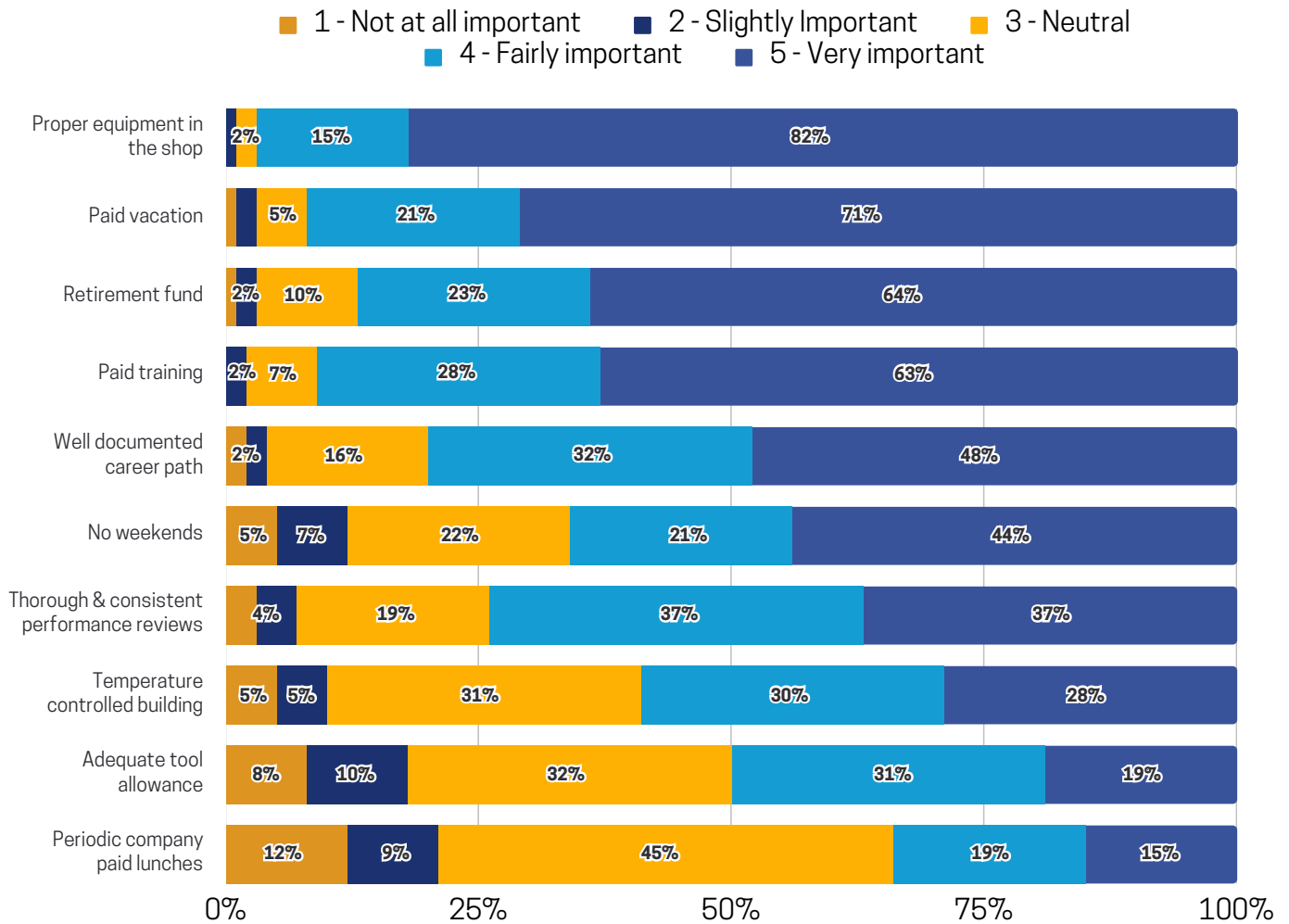
We looked at:

- Evaluating a potential employer
- Pay structure
- Work schedule
- Commute



IMPORTANT FACTORS WHEN LOOKING FOR A JOB

There are a lot of considerations for technicians when evaluating a potential employer. We started with a list of things technicians told us are important to them and had them rate each item individually on a scale of 1 (not at all important) to 5 (very important). These factors were not mutually exclusive.



We looked at how many technicians rated each factor a 5 (very important) or 4 (fairly important) to get a feel for which factors are most important to technicians when looking for a job. Below is the breakdown.

Most Important Factors When Evaluating Employers

1. Proper equipment in the shop (98%)
2. Paid vacation (93%)
3. Paid training (91%)
4. Retirement fund (87%)
5. Well documented career path (81%)
6. Thorough and consistent performance reviews (75%)
7. No weekends (66%)
8. Temperature controlled building (59%)
9. Adequate tool allowance (50%)
10. Periodic company paid lunches (34%)

IMPORTANT FACTORS WHEN LOOKING FOR A JOB

AUTO VS. DIESEL TECHNICIANS VS. STUDENTS

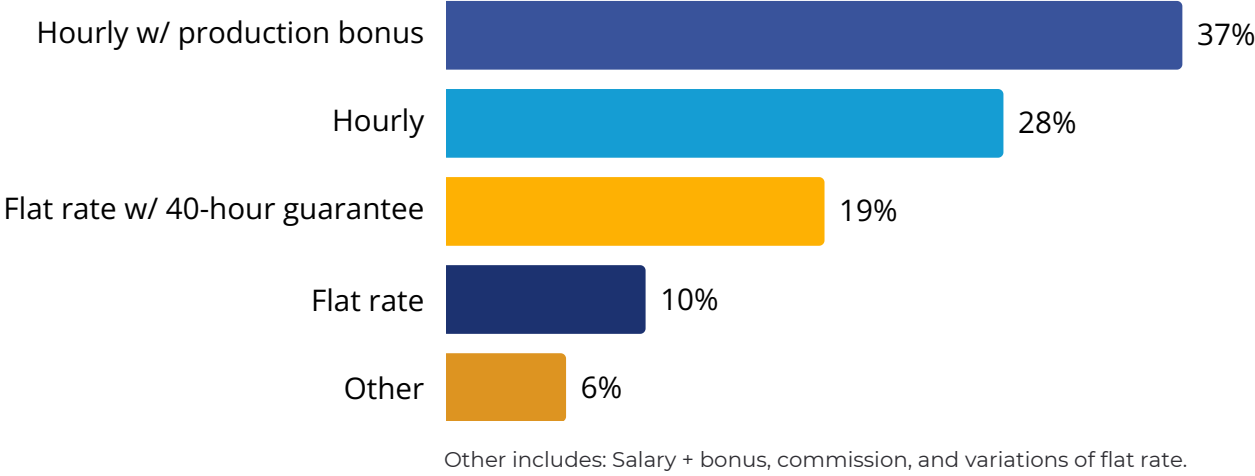
We looked at the same considerations for evaluating potential employers broken down by automotive vs. diesel technicians vs. students.

	Automotive Technicians	Diesel Technicians	Students
No weekends	75%	58%	41%
Temperature controlled building	63%	48%	64%
Adequate tool allowance	42%	57%	74%
Paid vacation	93%	96%	76%
Retirement fund	86%	86%	86%
Paid training	89%	92%	93%
Thorough and consistent performance reviews	71%	78%	86%
Proper equipment in the shop	97%	99%	98%
Well-documented career path	78%	80%	93%
Periodic company paid lunches	31%	34%	38%



DESIRED PAY STRUCTURE

When asked about desired pay structure, respondents preferred hourly with production bonus (37%) followed by hourly (28%). Not surprisingly, traditional flat rate was the least popular.



DESIRED PAY STRUCTURE

AUTO VS. DIESEL TECHNICIANS VS. STUDENTS

We also looked at the desired pay structure broken down by automotive technicians vs. diesel technicians vs. students.

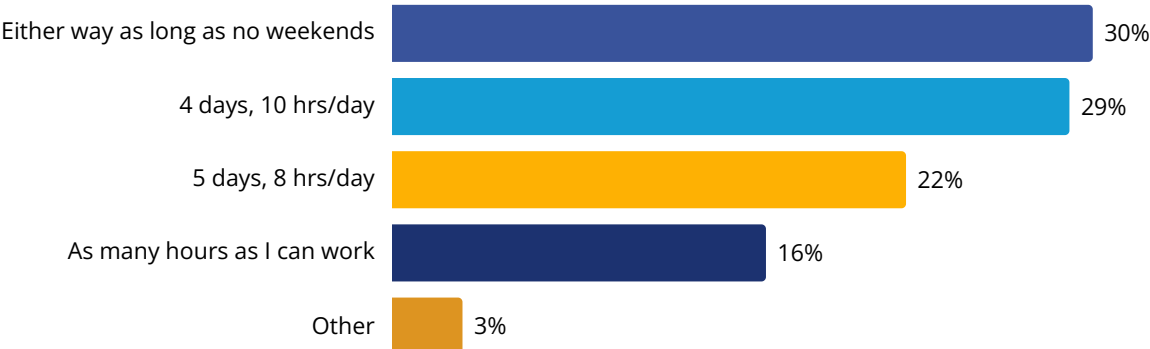
	Automotive Technicians	Diesel Technicians	Students
Hourly	21%	43%	14%
Hourly with production bonus	34%	41%	45%
Traditional flat rate	14%	3%	2%
Flat rate with a 40-hour guarantee	26%	11%	29%
Other	4%	1%	10%

IDEAL WORK SCHEDULE

As work-life balance becomes an increasingly important consideration for job seekers, we wanted to look at what respondents were looking for in their work schedule.

Respondents were relatively split with 30% saying they didn't care as long as they didn't have to work weekends, 29% preferring 4 workdays, 10 hours per day, and 22% opting for the traditional 5 workdays, 8 hours per day.

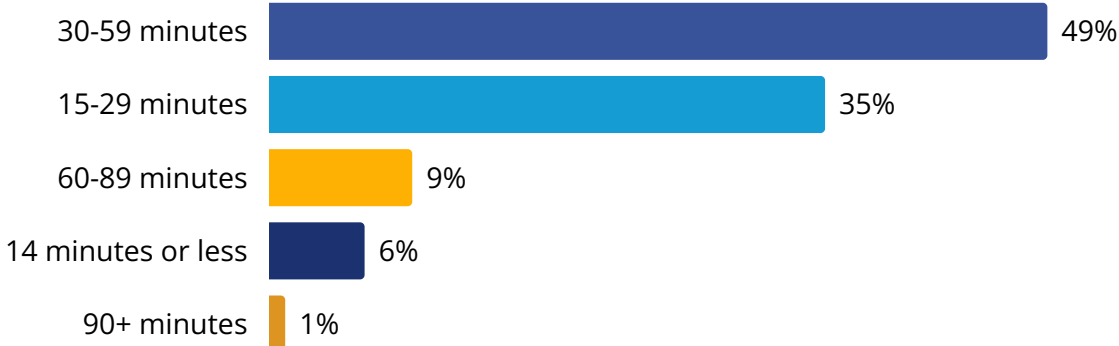
There were no significant differences between the preferences of automotive technicians, diesel technicians, and students. However, students cared a little less about working weekends.



PREFERRED COMMUTE

Just how far are technicians willing to commute to work at the perfect shop? We asked respondents this question, and nearly half agreed that they'd be willing to commute 30-59 minutes to work at the perfect shop, with 35% preferring a slightly shorter commute of 15-29 minutes.

There were no significant differences between the preferences of automotive technicians, diesel technicians, and students.



TECHNICIAN SATISFACTION

Besides looking at what's important to technicians when looking into prospective employers, we also wanted to look at the satisfaction levels with their current employer and perspectives on the industry as a whole.

Please note: Respondents were not asked to disclose their place of employment.

In this section, we look at:

- **Satisfaction levels with their current employer**
- **Likelihood of recommending the profession to a friend**
- **Biggest industry issues**
- **Leaving the industry**

SATISFACTION WITH CURRENT EMPLOYER

Like it or not, a technician's satisfaction level depends greatly on how happy they are with their current employer. We asked respondents to rate how much they agree with several statements regarding their current employer. The purpose of this activity was not to judge the employer, but to gauge the current satisfaction levels of the employee.

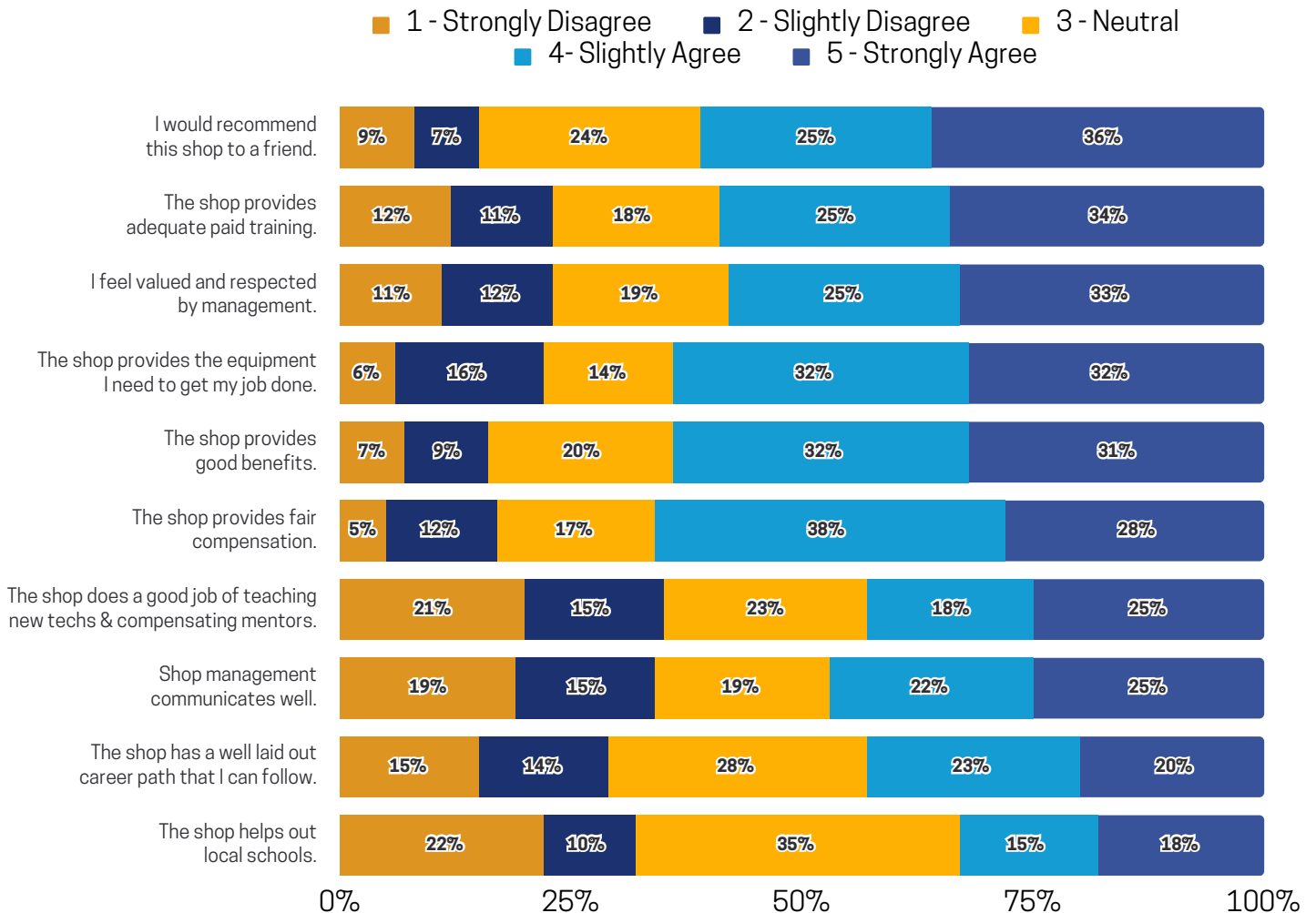
Unfortunately, none of the numbers are great. Even with the highest rated statement ("The shop provides fair compensation"), only 66% of respondents said they slightly or strongly agree—leaving one third to disagree.

Below is a breakdown of the statements listed in order of agreement based on the percentage of technicians who rated it a 5 (strongly agree) or 4 (slightly agree).

Satisfaction Levels with Current Employer

1. The shop provides fair compensation (66%).
2. The shop provides the equipment I need to get the job done (64%).
3. The shop provides good benefits (63%).
4. I would recommend this shop to a friend (61%).
5. The shop provides adequate paid training (59%).
6. I feel valued and respected by management (58%).
7. Shop management communicates well (47%).
8. The shop has a well laid out career path that I can follow (43%).
9. The shop does a good job of training new techs & compensating mentors (42%).
10. The shop helps out local schools (33%).

Here is the full breakdown:

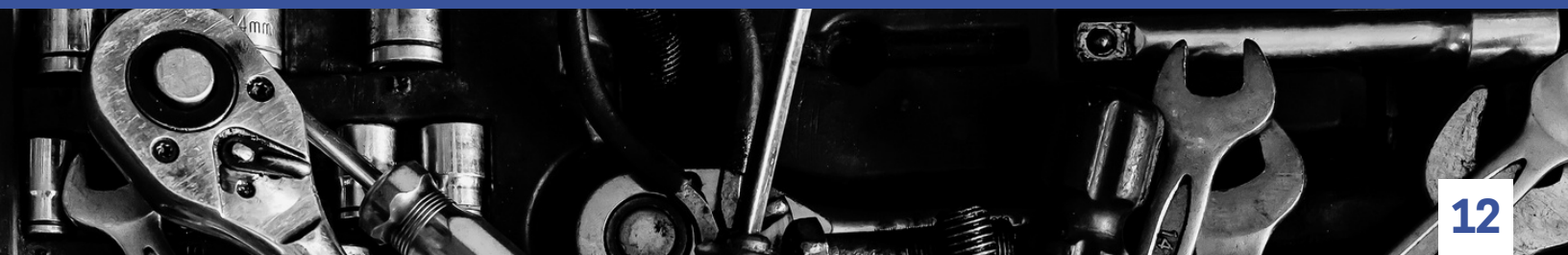


SATISFACTION WITH CURRENT EMPLOYER

AUTO VS. DIESEL TECHNICIANS

We looked at the same factors for measuring the satisfaction levels with their current employer broken down by automotive vs. diesel technicians. For most factors, automotive and diesel technicians rated them very similar, with the larger discrepancies highlighted below.

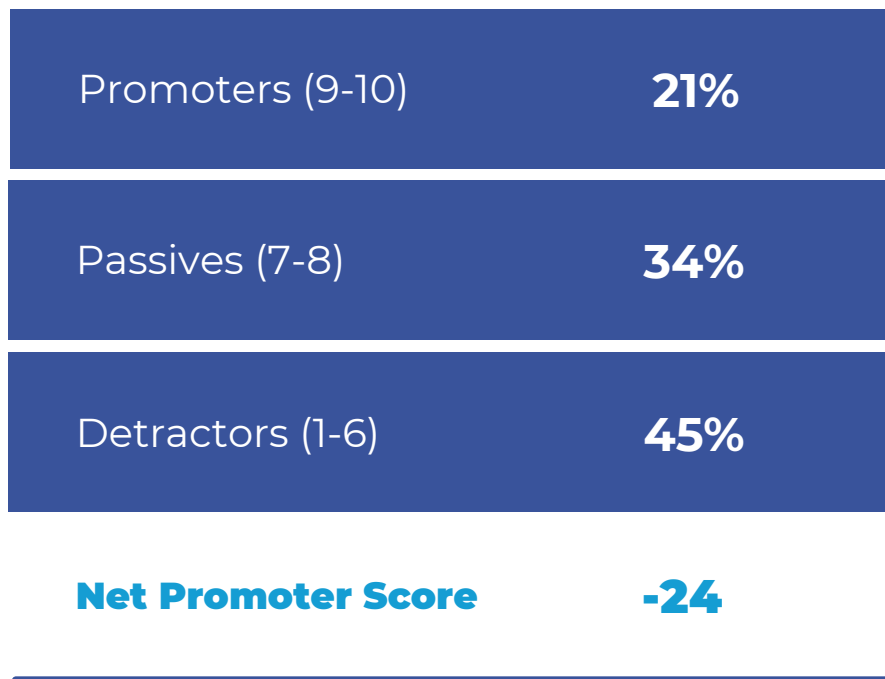
	Automotive Technicians	Diesel Technicians
The shop has a well laid out career path that I can follow.	38%	56%
The shop provides good benefits.	56%	70%
The shop provides adequate paid training.	56%	68%
I would recommend this shop to a friend.	54%	63%
The shop provides fair compensation.	59%	58%
The shop provides the equipment I need to get my job done.	58%	61%
The shop does a good job of teaching new techs and compensating mentors.	35%	41%
The shop helps out local schools.	28%	31%
Shop management communicates well.	41%	43%
I feel valued and respected by management.	56%	56%



RECOMMENDING INDUSTRY TO A FRIEND (NET PROMOTER SCORE)

We asked respondents on a scale of 1-10 how likely they are to recommend their profession to a friend. Similar to a net promoter score (NPS), we wanted to use this metric to gauge industry growth. Standard NPS is calculated by subtracting the percentage of people who answer the question with a 6 or lower (known as 'detractors') from the percentage of people who answer with a 9 or 10 (known as 'promoters').

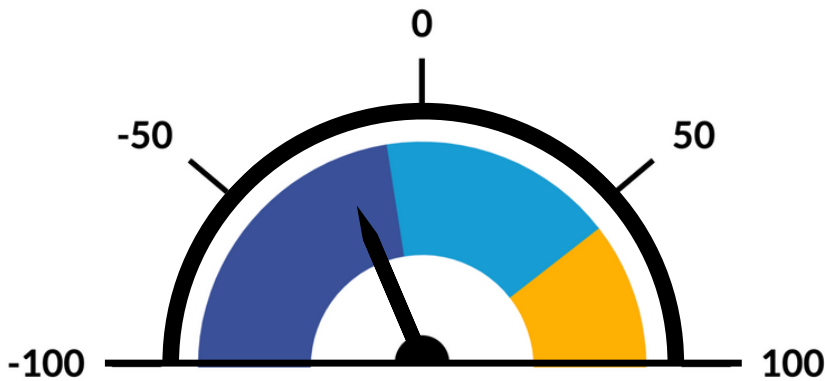
Here are the results:



Any score below a 0 means there are more detractors than promoters. With a score of -24, this means the automotive and diesel industries have a lot of work to do.



On a scale of **1-10**, how likely are you to recommend this industry to a friend?



-24

Net Promoter Score

▪ Detractors ▪ Passives ▪ Promoters



RECOMMENDING INDUSTRY TO A FRIEND

AUTO VS. DIESEL TECHNICIANS

We also broke this question down to see how automotive technicians responded compared to diesel technicians.

Overall, what we found is that diesel technicians are more likely than automotive technicians to recommend their profession to a friend, but the net promoter scores for both automotive and diesel technicians were still in the negative.

	Automotive Technicians	Diesel Technicians
Promoters (9-10)	10%	25%
Passives (7-8)	32%	39%
Detractors (1-6)	58%	36%
Net Promoter Score	-48	-11



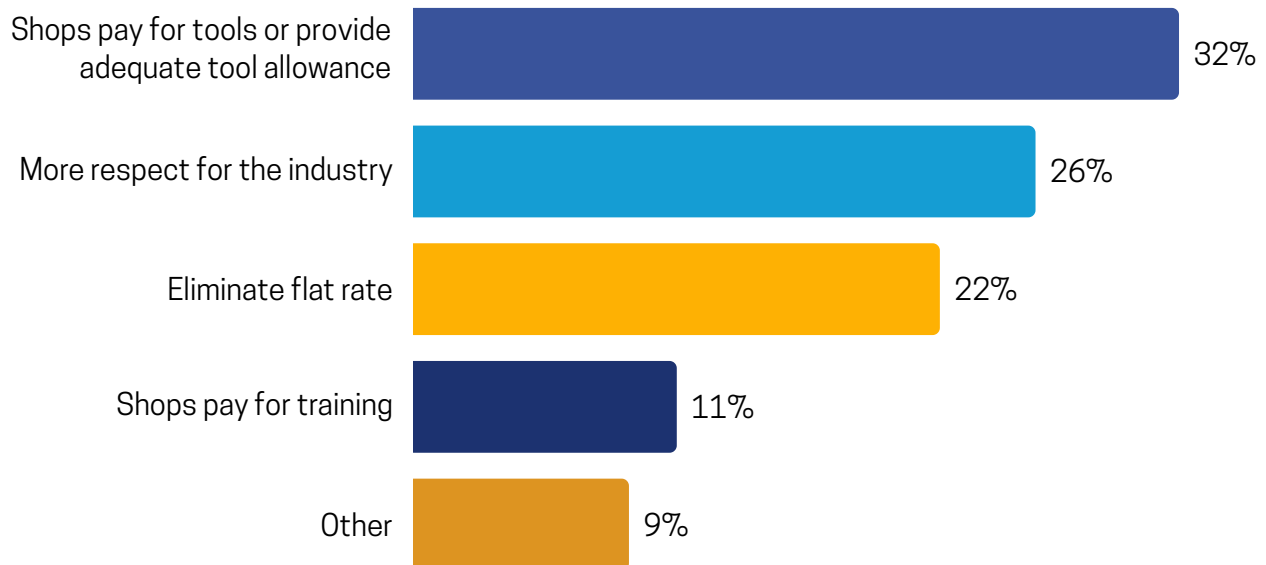
INDUSTRY ISSUES

There are issues in any industry. We wanted to find out which issue respondents felt needed to be addressed first in order to have the greatest impact on the industry.

Not surprisingly, 32% of respondents said that shops need to pay for tools or provide an adequate tool allowance. It's no secret that technicians have to invest a large amount of their own money into their tool collection. This is especially true for young technicians just entering the workforce—creating a large barrier to entry for young people interested in the trade.

Interestingly, while tool allowance was rated highly here, it was near the bottom of the list of priorities when evaluating a potential employer (except for students). This could be because technicians assume shops won't provide support with tools, so they don't expect it when looking for a new employer. This could be a great opportunity for shops to separate themselves from their competitors in the fight for talent.

Following tool investment, 26% of respondents said there needed to be more respect for the industry and 22% said flat rate needs to be eliminated.



Other includes:
Comments related to pay, benefits, management, training, and respect.

AUTO VS. DIESEL TECHNICIANS

We also looked at how automotive and diesel technicians responded differently to this question. Automotive technicians said they would eliminate flat rate (30%) followed by having shops pay for tools or provide an adequate tool allowance (29%). Whereas, 44% of diesel technicians said they would have shops pay for tools or provide an adequate tool allowance.

LEAVING THE INDUSTRY

We wanted to get a feel for how many respondents have considered leaving the industry all together. The results were almost evenly split, with 49% saying they have considered leaving the industry and 51% saying they have not considered leaving the industry.



To gain some additional insight about why respondents have considered leaving the industry, we asked them to leave an explanation in the comments. Below, we show the percentage of comments that mentioned some of the common themes we found:

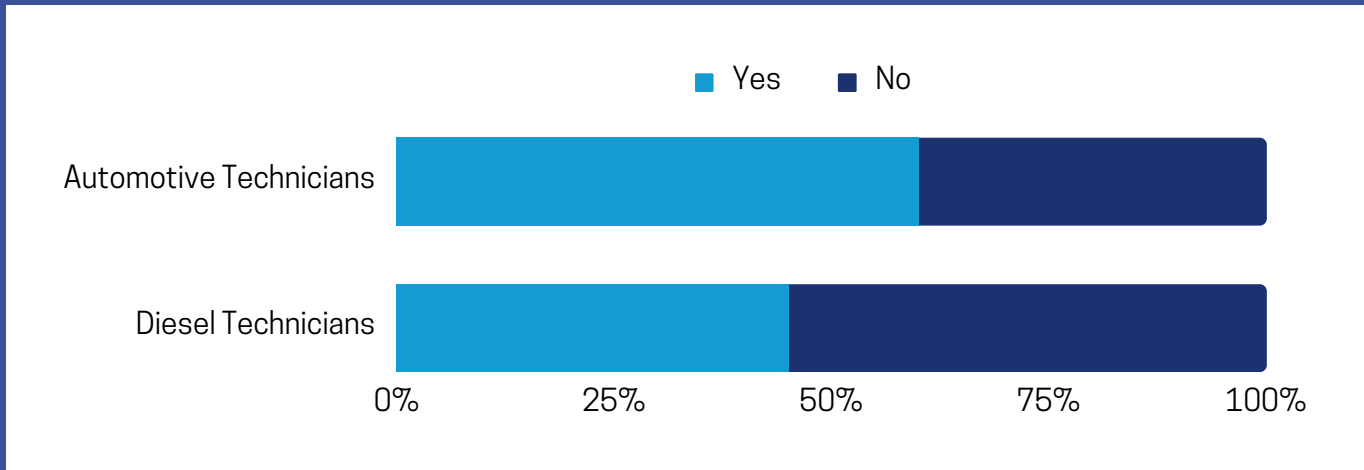
- Stress related to pay (35%)
- Physical/Mental demand (15%)
- Cost of tools (12%)
- Poor management (9%)
- Lack of respect (7%)
- Benefits (4%)

"I feel as though the pay scale will never match the amount of effort you have to put in to be a high level technician. The hours are long and it is hard on the body, and it takes constant learning and growth to stay relevant with all of the new systems that keep coming out."

- Anonymous

AUTO VS. DIESEL TECHNICIANS

We also broke this question down to see how automotive technicians responded compared to diesel technicians. What we found is 60% of automotive technicians have considered leaving the industry compared to 45% of diesel technicians.



Here are some common themes we found in the comments section about why both automotive technicians and diesel technicians have considered leaving the industry.

Automotive Technicians	Diesel Technicians
1. Stress related to pay (46%)	1. Stress related to pay (24%)
2. Cost of tools (14%)	2. Physical/mental demand (24%)
3. Physical/mental demand (12%)	3. Poor management (15%)
4. Poor management (8%)	4. Cost of tools (12%)
5. Lack of respect (6%)	5. Lack of respect (9%)



CONCLUSION

In conclusion, the 2023 Voice of Technician survey has provided valuable insights into the experiences of individuals working in the automotive and diesel industries. This report serves as a resource for shops and dealerships who want to gain an understanding of the challenges, opportunities, and areas for improvement within the automotive and diesel sectors.

Thank you to all participants for their candid feedback!