



VOICE OF TECHNICIAN SURVEY REPORT 2025

wrenchway.com

TABLE OF CONTENTS

Introduction	3
About the Respondents	4
Job Role	4
Job Experience	4
Location	5
ASE Certifications	5
What Technicians Want	6
Important Factors When Evaluating Potential Employers	6
Pay Structure	8
Work Schedule	9
Commute	10
Technician Satisfaction	11
Satisfaction with Current Employer	11
Net Promoter Score	14
Industry Issues	15
Conclusion	16
About WrenchWay & ASE	17

INTRODUCTION

This report contains data, insights, and trends from the 2025 Voice of Technician Survey presented by WrenchWay and the National Institute for Automotive Service Excellence (ASE).

The purpose of the survey was to gather feedback about what it's like to work in the automotive and diesel industries and identify areas of improvement. Specifically, this report dives into the satisfaction level of technicians in the workforce and what they look for in employers.

The survey was distributed online from August 28-October 7, 2024. Technicians, shop managers/owners, instructors, and students enrolled in automotive or diesel programs were encouraged to participate. Over 4,700 respondents completed the survey. All responses were aggregated, analyzed, and highlights are presented in this report. Individual responses will remain anonymous.

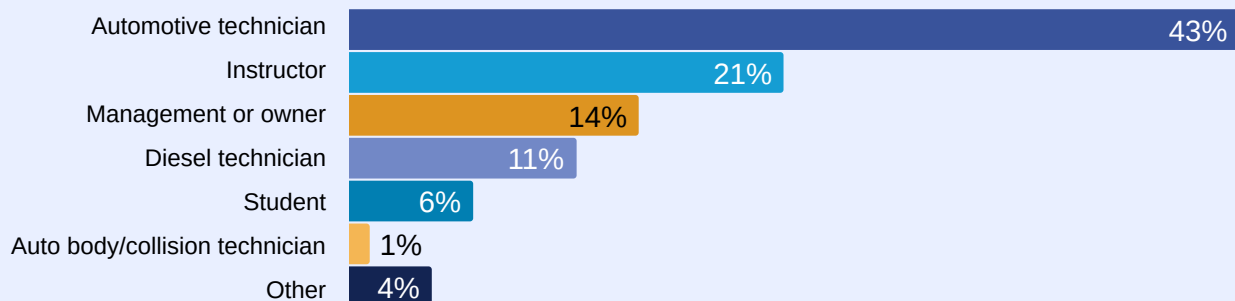
Additionally, this report refers to data and insights gathered from the 2023-24 Voice of Technician Survey and compares results to show year-over-year trends.

Thank you to everyone who participated, shared, and supported this survey. We hope this report can be used to make improvements in the industry, and attract and retain top talent.

ABOUT THE RESPONDENTS

Job Role

As expected, over half of the respondents were technicians (55%), with 43% being automotive technicians and 11% being diesel technicians. An additional 6% of respondents were students studying to become automotive/diesel technicians.



*Other consisted largely of automotive & diesel technicians, fleet technicians, OEM employees, parts employees, and service advisors.

Please note: The majority of this report shares only the responses of technicians and students, unless otherwise noted.

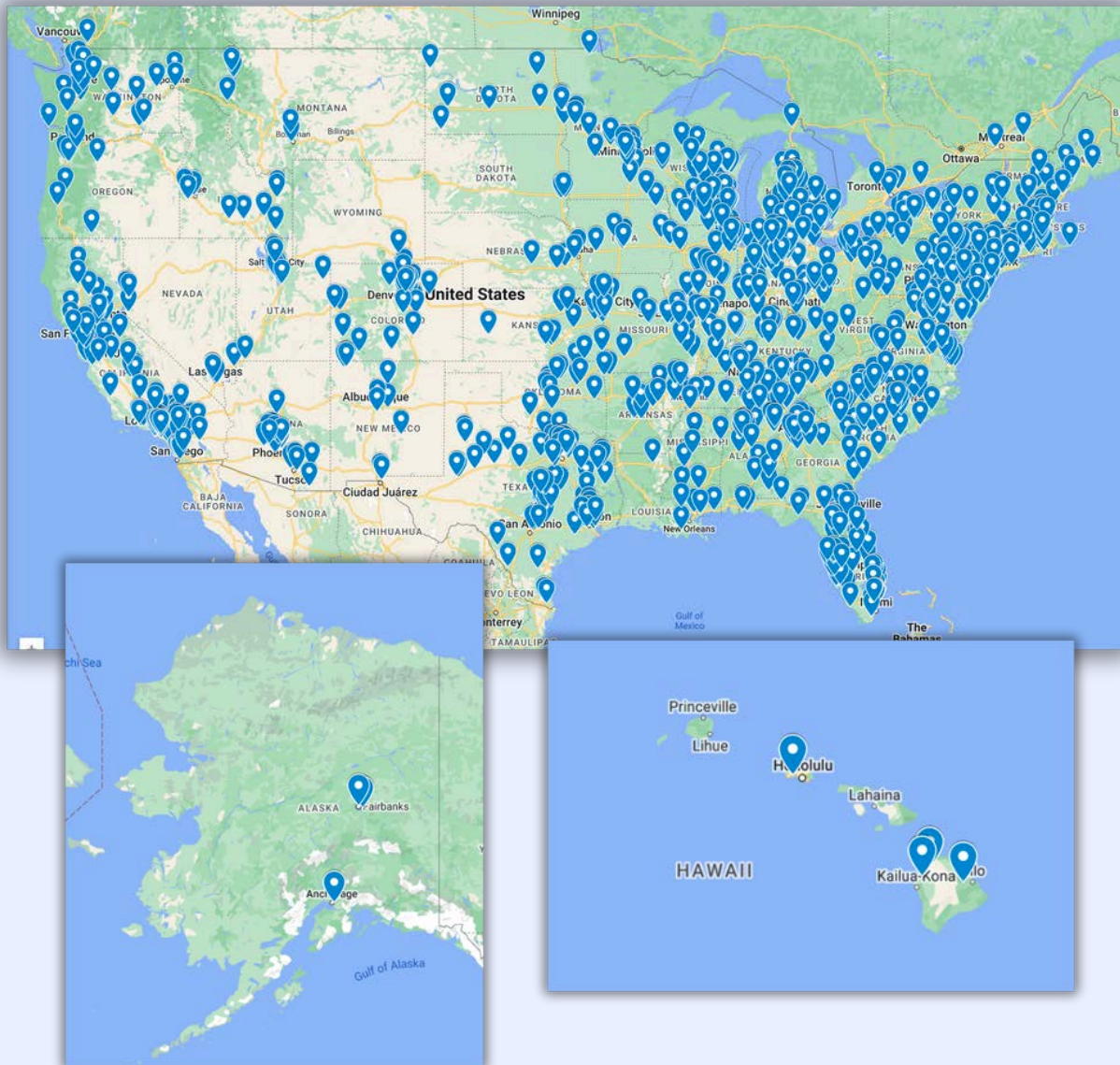
Job Experience

Well over half (62%) of respondents indicated they have been working in the industry for 21+ years. With the average age of technicians in the U.S. being 40-years-old, this was not surprising to see.



Location

Responses came in from all across the country. Below is a map showing the distribution of responses.



ASE Certifications

Over three quarters of technician respondents (80%) indicated they hold at least one ASE certification.

WHAT TECHNICIANS WANT

The fight for technician talent is fierce. Technicians have the upper hand in the job market, and they know it. This is why it is more important than ever that shops listen to the needs of technicians and do their best to accommodate.

But what exactly are technicians looking for? Let's find out.

We looked at:

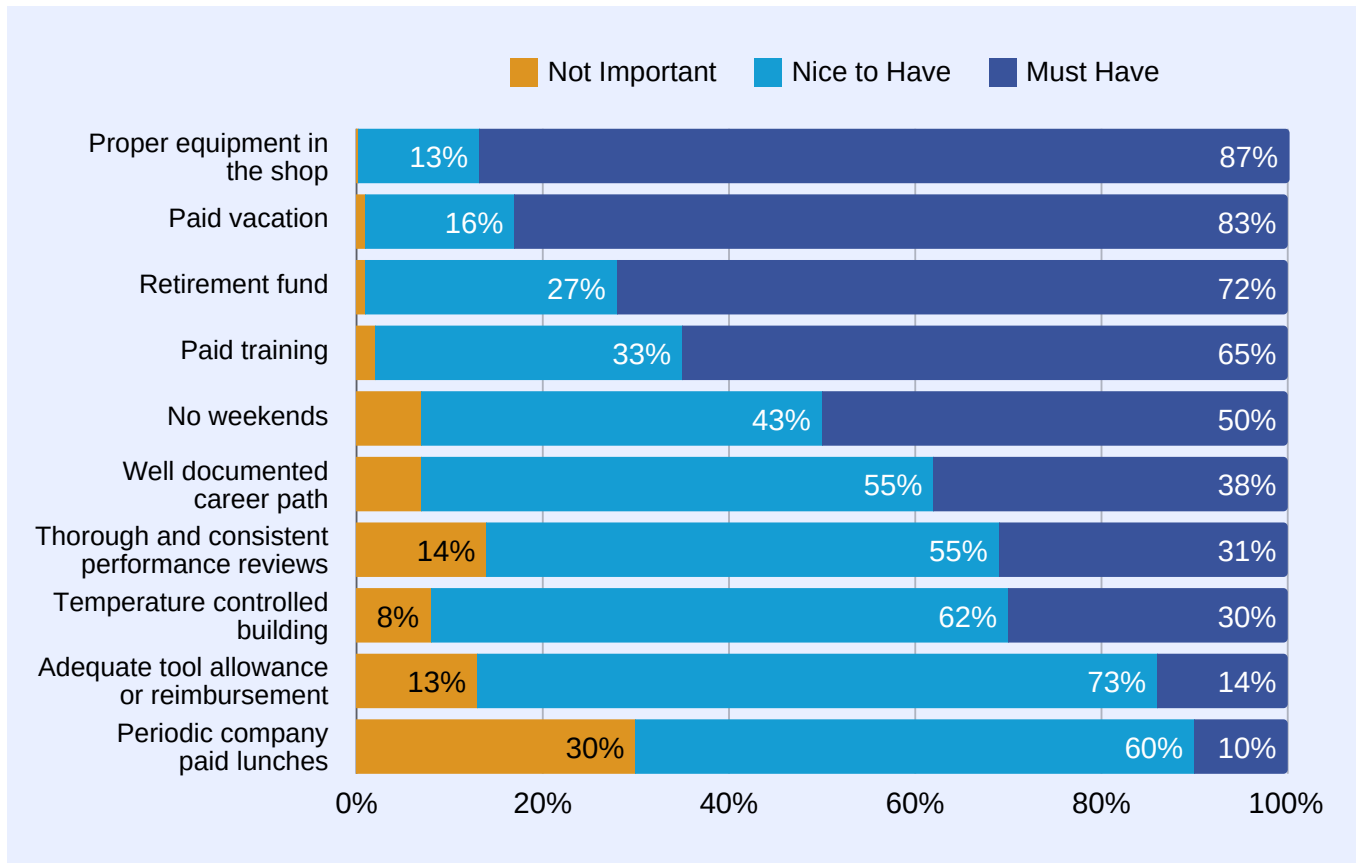
- Important factors when evaluating potential employers
- Pay structure
- Work schedule
- Commute

Important Factors When Evaluating Potential Employers

Technicians have a lot of things to consider when looking at potential employers. We asked technicians and students to rate the importance of several factors by marking them as, "Not important," "Nice to have," and "Must have."

The result of this question showed no significant difference than what we saw in the 2023-24 Voice of Technician Survey. Additionally, there were no significant differences between automotive technicians versus diesel technicians.

What Technicians and Students Look for in Employers



	Must Have		Nice to Have		Not Important	
	Techs	Students	Techs	Students	Techs	Students
Paid vacation	89%	34%	11%	61%	0.6%	4%
Proper equipment in the shop	87%	85%	12%	14%	0.1%	1%
Retirement fund	72%	67%	26%	30%	1%	3%
Paid training	67%	52%	32%	45%	1%	3%
No weekends	53%	25%	41%	54%	6%	20%
Well documented career path	36%	49%	56%	45%	7%	6%
Thorough & consistent performance reviews	31%	34%	55%	59%	15%	7%
Temperature controlled building	30%	34%	62%	58%	8%	8%
Adequate tool allowance or reimbursement	12%	27%	73%	70%	15%	2%
Periodic company paid lunches	10%	15%	59%	65%	31%	20%

Top Must-Have Factors:

- Proper equipment in the shop
- Paid vacation
- Retirement fund
- Paid training

These four factors are the non-negotiable must-haves to keep your shop in the recruiting game. Without proper equipment, paid vacation, retirement fund, and paid training, technicians probably won't even consider you as a viable employer.

Nice-to-Have Factors:

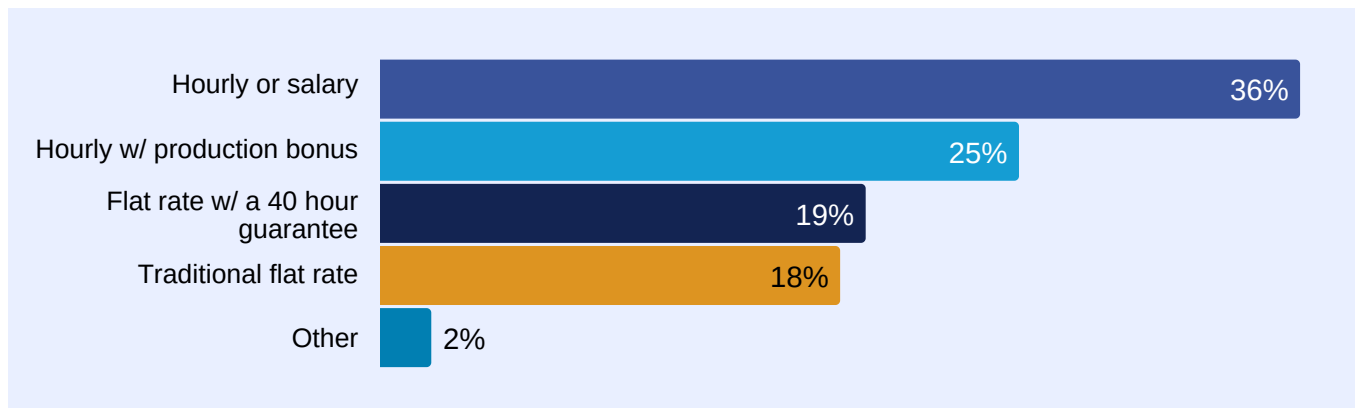
- No weekends
- Well documented career path
- Temperature controlled building
- Adequate tool allowance
- Thorough and consistent performance reviews

While these factors are considered “nice to have,” the reality is that these are the factors that often determine where a technician chooses to work. This is because most shops have the “must have” factors in place—making the “nice to have” factors what technicians use to make their final decision.

Pay Structure

We asked technicians to share their preferred pay structure based on several options. The most desired pay structure was hourly or salary (36%) followed by hourly with production bonus (25%). Last year, the results were switched with hourly/salary with production bonus being the preferred pay structure for 37% of respondents and hourly or salary coming in second at 28%.

Preferred Pay Structure of Technicians and Students



Breakdown of the Results

Includes percent change from last year in parentheses.

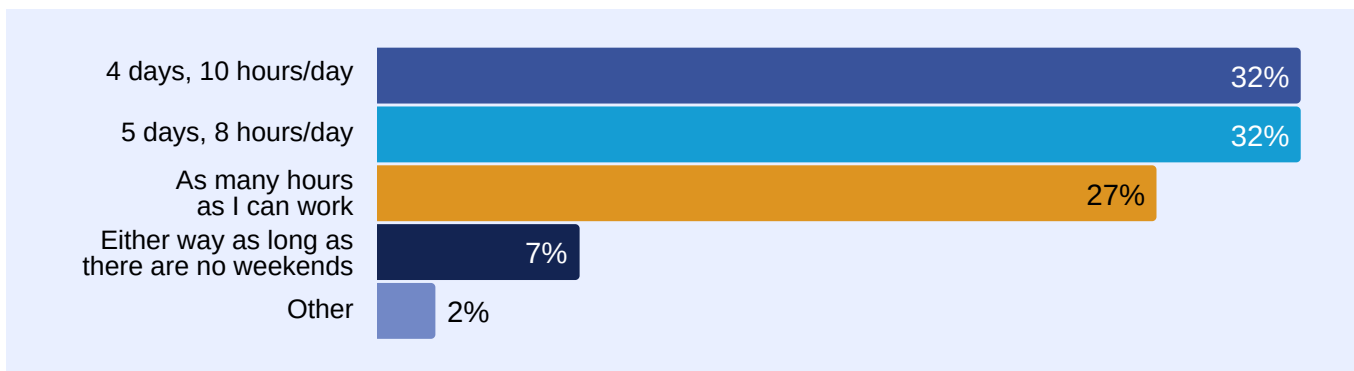
	Automotive Technicians	Diesel Technicians	Students
Hourly or salary	31% (+10%)	64% (+21%)	43% (+29%)
Hourly with production bonus	25% (-9%)	23% (-18%)	33% (-12%)
Flat rate with a guarantee	22% (-4%)	6% (-5%)	16% (-13%)
Traditional flat rate	21% (+7%)	5% (+2%)	4% (+2%)
Other	2% (-2%)	0.8% (+0.2%)	5% (-5%)

Work Schedule

When asked about their ideal work week schedule, 32% of technicians and students prefer four days, 10 hours per day, while another 32% prefer five days, 8 hours per day. Closely following, 27% of respondents indicated they didn't care as long as they didn't have to work weekends. These results were similar to the findings in the 2023-24 Voice of Technician survey.

There were no significant differences when comparing responses from automotive and diesel technicians. The only difference worth noting is that more students responded that they want as many hours as possible (33% vs. 6% of automotive technicians and 12% of diesel technicians).

Preferred Work Schedule of Technicians and Students

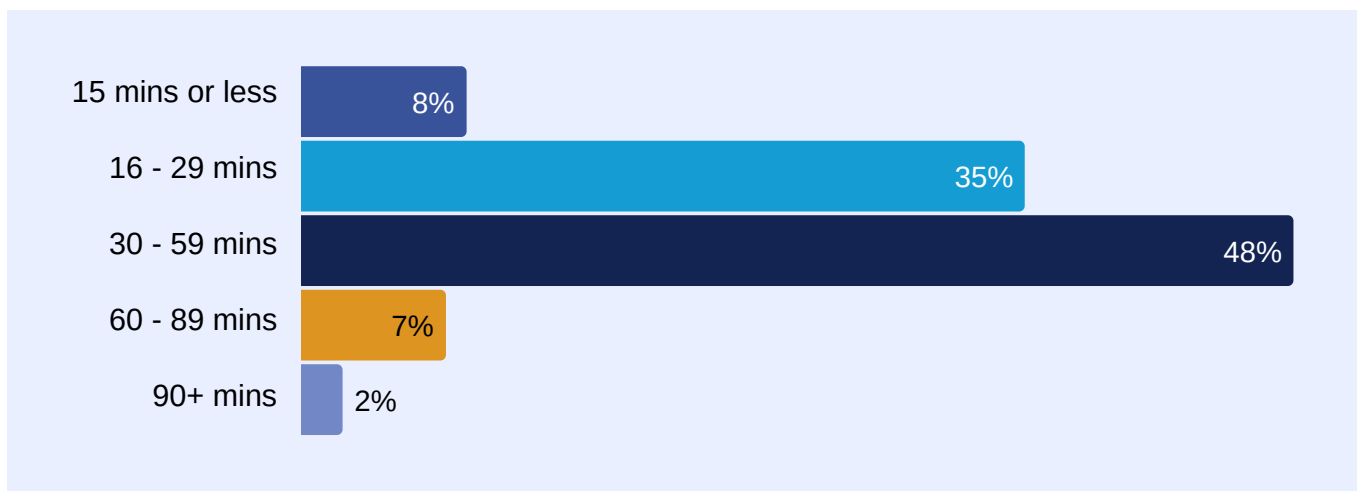


Commute

We asked technicians and students to share how far they were willing to commute each way for the perfect shop. The results came in very similar to last year with nearly half (48%) of technicians and students agreeing they would be willing to commute 30-59 minutes, and 35% preferring a slightly shorter commute of 16-29 minutes.

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

Maximum Preferred Commute



TECHNICIAN SATISFACTION

Finding technicians is only part of the battle, keeping them happy and retaining them is where the real work comes in. In this section, we dive into the satisfaction level of technicians at their current employer, as well as get their views on the industry as a whole.

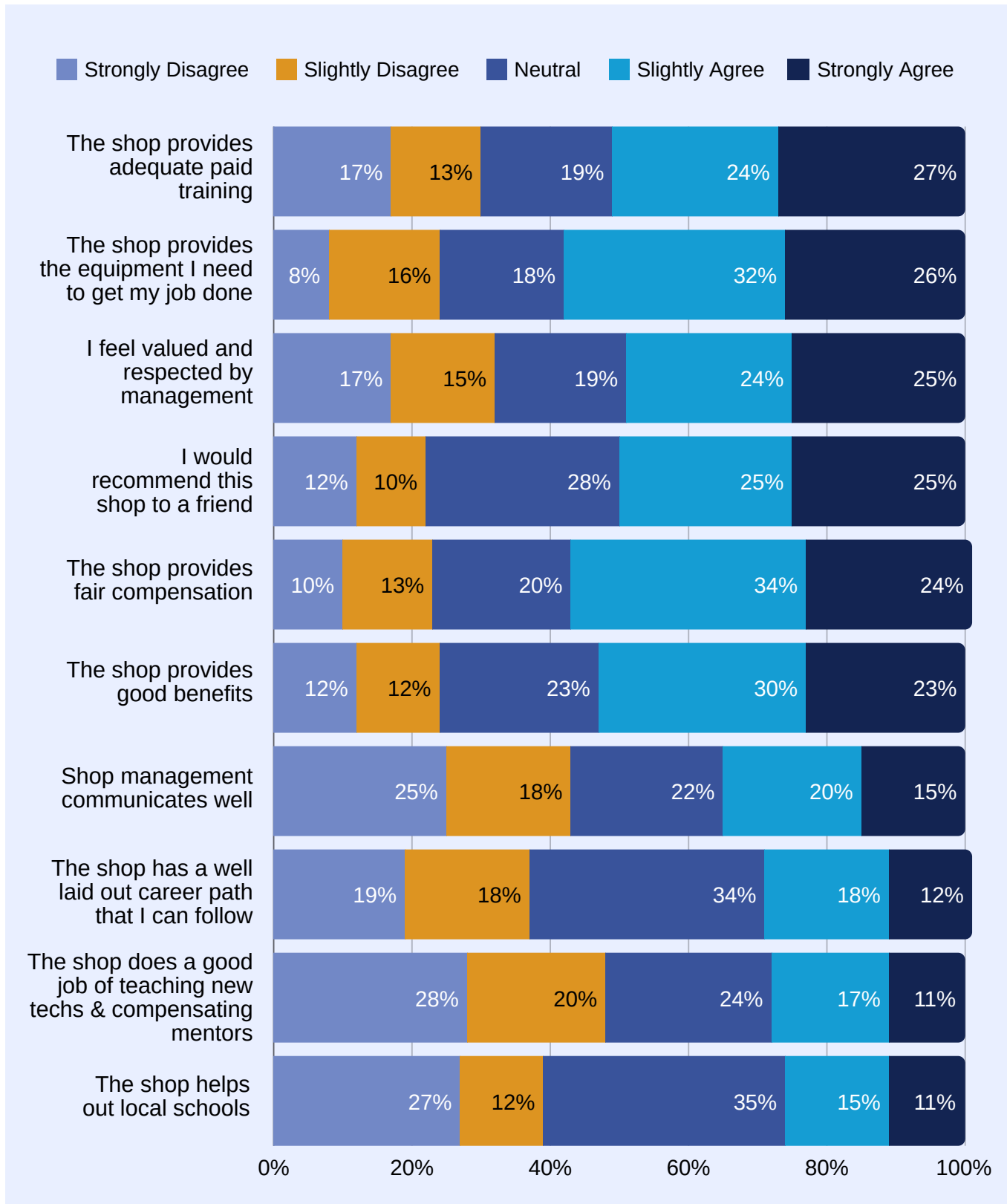
We looked at:

- Satisfaction with current employer
- Net promoter score
- Industry issues

Satisfaction with Current Employer

In order to gauge the satisfaction level of technicians, we asked them to rate the level to which they agree or disagree with several statements about their current employer. We did not ask for a place of employment in the survey as the purpose of this question was not to judge the individual employers.

Technician Satisfaction with Current Employer



Breakdown of the Results

Includes percent change from last year in parentheses.

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).

Unfortunately, when compared to last year's survey, all the results have gotten worse.

	All	Automotive	Diesel
The shop provides fair compensation.	58% (-8%)	57% (-2%)	62% (-4%)
The shop provides the equipment I need to get my job done.	58% (-6%)	58% (0%)	58% (-3%)
The shop provides good benefits.	53% (-10%)	50% (-6%)	63% (-7%)
The shop provides adequate paid training.	51% (-8%)	52% (-4%)	46% (-22%)
I would recommend this shop to a friend.	50% (-11%)	49% (-5%)	54% (-9%)
I feel valued and respected by management.	49% (-9%)	50% (-6%)	47% (-9%)
Shop management communicates well.	34% (-13%)	35% (-6%)	32% (-11%)
The shop has a well laid out career path that I can follow.	30% (-13%)	29% (-9%)	35% (-21%)
The shop does a good job of teaching new techs and compensating mentors.	28% (-14%)	29% (-6%)	26% (-15%)
The shop helps out local schools.	26% (-7%)	26% (-2%)	25% (-6%)

What's Important to Technicians vs. What Employers Provide

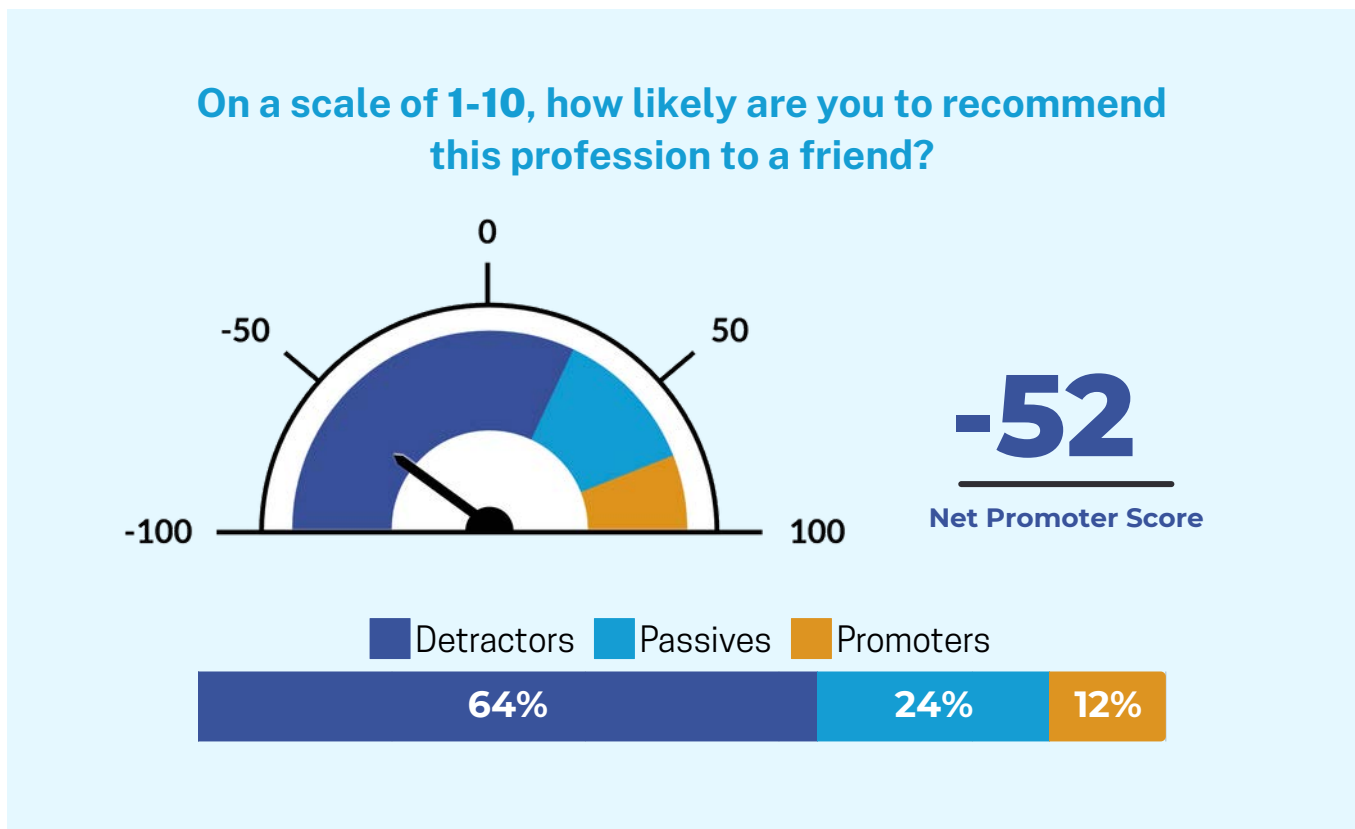
We compared the results of this question evaluating their current employers with the earlier question asking what they look for in an employer (See pages 7-9). These two questions didn't directly align, but there are some comparisons worth calling attention to:

- 87% of technicians say **proper equipment** in the shop is a “must-have” when evaluating new employers. However, only 58% say their current shop provides the equipment they need to get their job done.
- 67% of technicians agree **paid training** is a “must-have” when looking at potential employers. However, only 51% say their shop provides adequate paid training.

- In regards to benefits, 89% of technicians classify paid vacation as a “must-have” and 72% say retirement benefits are a “must-have.” Yet, only 53% of technicians are satisfied with the **benefits** their current employer offers.

Recommending the Technician Profession 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’).



Any score below a 0 means there are more detractors than promoters. Last year, the net promoter score was -24. Very clearly, we can see the industry is not trending in the direction that is going to help lessen the technician shortage and grow the industry.

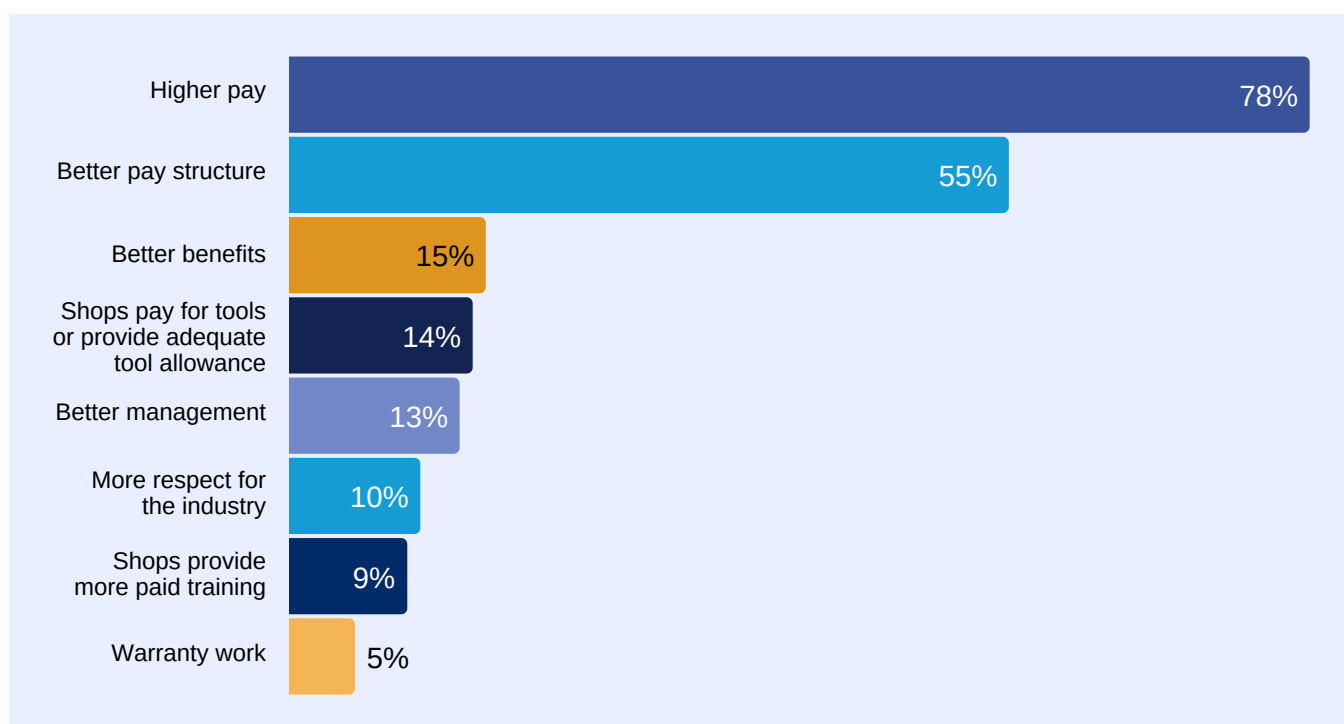
Automotive vs. Diesel Technicians

	Automotive Technicians	Diesel Technicians
Promoters (9-10)	10% (0%)	21% (-4%)
Passives (7-8)	22% (-10%)	32% (-7%)
Detractors (1-6)	68% (+10%)	47% (+11%)
Net Promoter Score	-58 (-48 in 2023)	-26 (-11 in 2023)

Industry Issues

In looking at the satisfaction level of technicians and the net promoter score, it is clear the automotive and diesel industries have a lot of work to do. We asked respondents to rank several industry issues in order, prioritizing which issues need to be addressed first to help fix the technician shortage. The chart below shows the percentage of technicians and students who ranked the indicated issue either a 1 or 2 (the most urgent issue that needs to be addressed). Overwhelmingly, 78% of technicians and students agree that higher pay is the biggest issue that needs to be addressed.

Most Urgent Industry Issues that Need to Be Addressed



CONCLUSION

The data gathered from the 2025 Voice of Technician Survey, as presented in this report, should serve as a serious wake-up call for shops, dealerships, and the industry as a whole. The automotive and diesel industries are grappling with a looming crisis: an aging workforce of technicians who are approaching retirement, while too few young people are entering the profession to replace them. The technician shortage is real, and the only way to address it is through concerted, measurable action. However, when comparing the results of this year's survey to those of 2024, the industry is showing little to no improvement—if anything, the situation has worsened.

The data in this report paints a stark picture. Shops and dealerships are not making the must-needed progress to retain their current technicians and attract new talent—whether it's improving compensation, enhancing training opportunities, or creating a more supportive work environment. This is not just a challenge; it's an opportunity. Those who are willing to adapt, innovate, and invest in their teams will not only help secure their future but will also position themselves as leaders in the field, gaining a competitive edge in an increasingly tight labor market.

The survey results highlight areas where immediate action can make a meaningful impact. By prioritizing technician satisfaction, particularly in regards to compensation, benefits, and building a supportive work environment, shops and dealerships can make significant strides toward both retaining existing staff and attracting new recruits. In an industry facing such critical workforce challenges, those who rise to meet the moment will set the standard for success, ensuring they are not left behind as the market evolves.

The time for action is now, and the industry can no longer afford to wait. If we are to reverse the technician shortage and create a sustainable future, progress must begin today—before the situation becomes irreparable.

ABOUT US

About WrenchWay

WrenchWay is an online community dedicated to promoting and improving careers in the automotive and diesel industry. We highlight the best shops to work at, connect shops with schools, and give technicians and industry professionals a voice. Learn more about WrenchWay at wrenchway.com.

About ASE

ASE was established by the automotive industry in 1972 as an independent third party to verify, maintain and promote standards of service and repair through assessment, certification and credentialing. ASE Certified professionals earn and maintain their ASE credentials in a variety of specializations throughout the transportation industry. Today, there are approximately 220,000 ASE Certified professionals at work in dealerships, independent shops, collision repair shops, auto parts stores, fleets, schools and colleges throughout the country. For more information about ASE, visit ASE.com.