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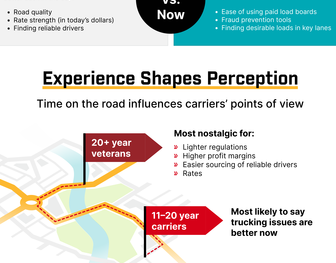
The Future of Freight: 30 Years of Carrier Insights

What carriers think is changing, improving—and where opportunity lies. Powered by Truckstop.[1]

[1] Data sourced from an official Truckstop survey of 555 carriers.

The State of Trucking Today

How do carriers feel about the industry now?



What Used to Be Better?

Carriers say these things were better back in the day:

- Road quality
- Rate strength (in today's dollars)
- Finding reliable drivers

Then vs. Now

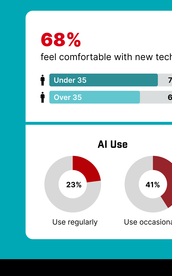
What's Better Today?

Today's top trucking improvements are:

- Ease of using paid load boards
- Fraud prevention tools
- Finding desirable loads in key lanes

Experience Shapes Perception

Time on the road influences carriers' points of view



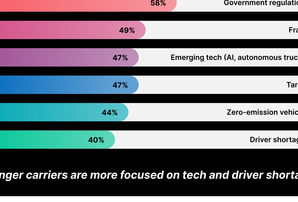
Most nostalgic for:

- Lighter regulations
- Higher profit margins
- Easier sourcing of reliable drivers
- Rates

Most likely to say trucking issues are better now

Biggest Industry Changes

What are the most notable changes in trucking?

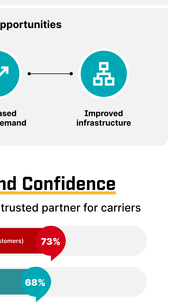


Tech & AI in Trucking

Overall comfort with and use of AI is growing among carriers.

68%
feel comfortable with new tech

AI Use



What Will Impact the Industry Most?

Here's what factors carriers think will shape the next five years

Younger carriers are more focused on tech and driver shortages

Outlook on the Future

Looking ahead: Carriers are feeling positive and focusing on growth

60% **feel optimistic** about the next five years

Top Growth Opportunities

Truckstop Brand Confidence

Truckstop continues to be a trusted partner for carriers

Here's to the Future

Truckstop continues to deliver trusted tools and data that power smarter business growth decisions, stronger broker relationships, and a more profitable future for carriers across experience levels and generations.

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