

A photograph of a man in a dark green vest over a grey sweater, looking down at a device in his hands. In the background, a white van is parked. The image is overlaid with numerous vertical white lines of varying lengths, creating a digital or data-like effect. A red vertical line is also present on the left side of the image.

The European Van Driver Report 2023



Introduction

People who drive vans every day keep our modern societies running.

They carry and install our heavy household appliances. They deliver our online shopping. They do our crucial repair and maintenance work. In short, they perform many jobs that maintain our standard of living and support a healthy economy.

And if your business uses vans to get your products or services where they need to be, they are key to your success.

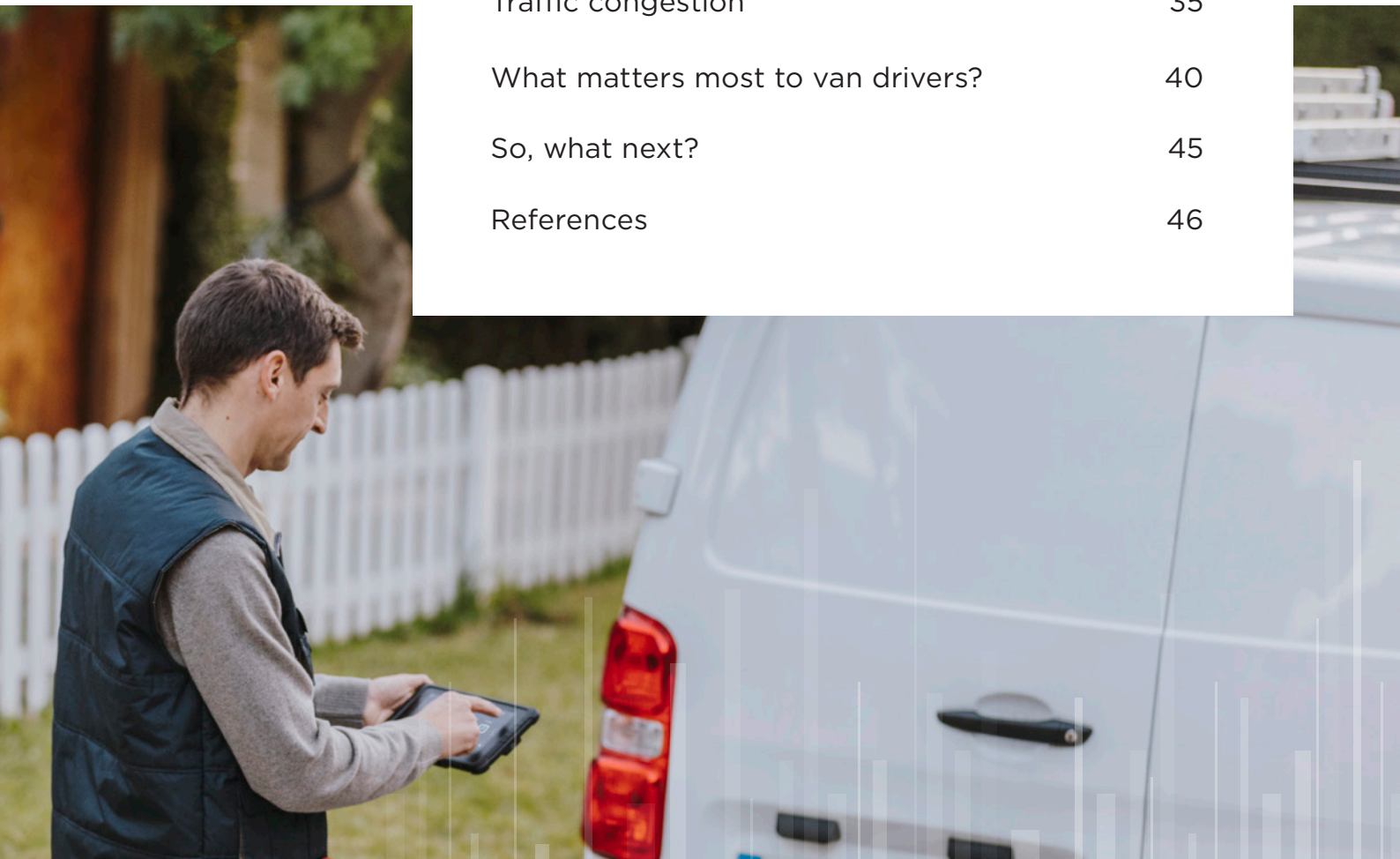
At Webfleet, we believe empowering drivers means empowering businesses to reach new levels of productivity. That's why we created this report.

Drawing on both the exclusive insights of nearly 1000 van drivers across Europe plus a range of revealing facts and figures from other sources, the European Van Driver Report 2023 paints a clear picture of the van driver's view of the work they do, the problems they encounter and the support they need.

And it shows in detail that by solving the challenges faced by your drivers, you can solve the challenges faced by your business too.

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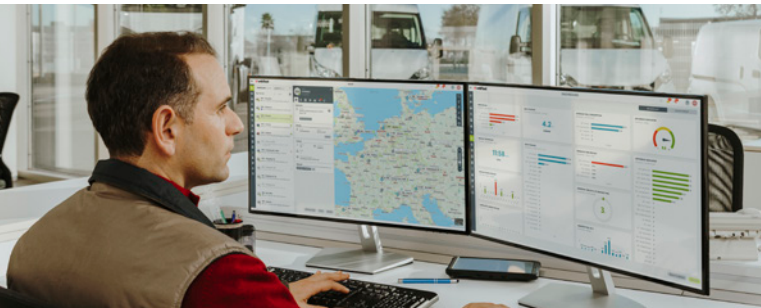




How we did our research

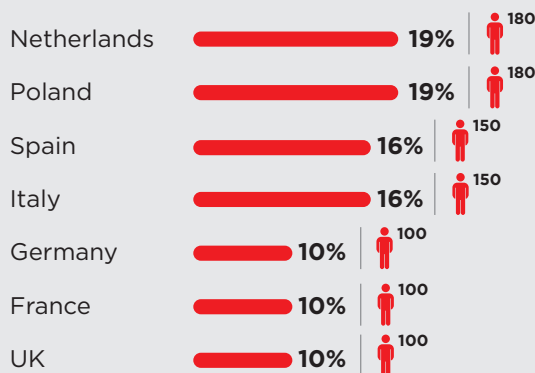
Most of the data presented in this report was gathered in an exclusive Webfleet survey. The survey was conducted by the market research agency OnePoll, with a sample of 960 van drivers across Europe. A van driver is defined as somebody that drives a van as an integral part of their working day.

This research took place between 25 July and 2 August 2023.

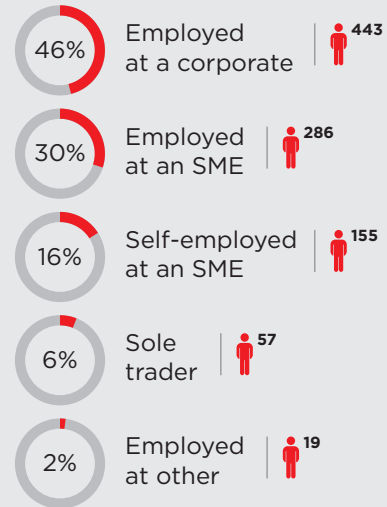


Who are the drivers in our sample?

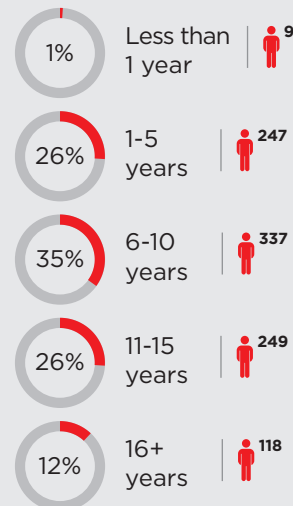
Country



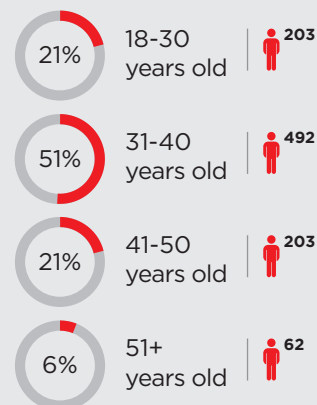
Employment status



Experience driving a van for work



Age





Executive summary



Though this report contains a broad range of findings, two points in particular stand out.

Firstly, the biggest challenges faced by van drivers seem to be consistent from country-to-country. In most regions, road safety, traffic congestion, parking and road infrastructure came up repeatedly.

Secondly, while the majority of van drivers say they want a more digitised workflow, they have limited access to advanced solutions that could help them deal with those challenges mentioned above.

When given a long list of potential digital solutions designed to support drivers, including professional navigation, AI-enabled dashcams, electronic proof of delivery and advanced tyre solutions, on average just a third of drivers said they used each one. Yet when asked how much they want to use each solution, the majority reported that they would like to in every case.

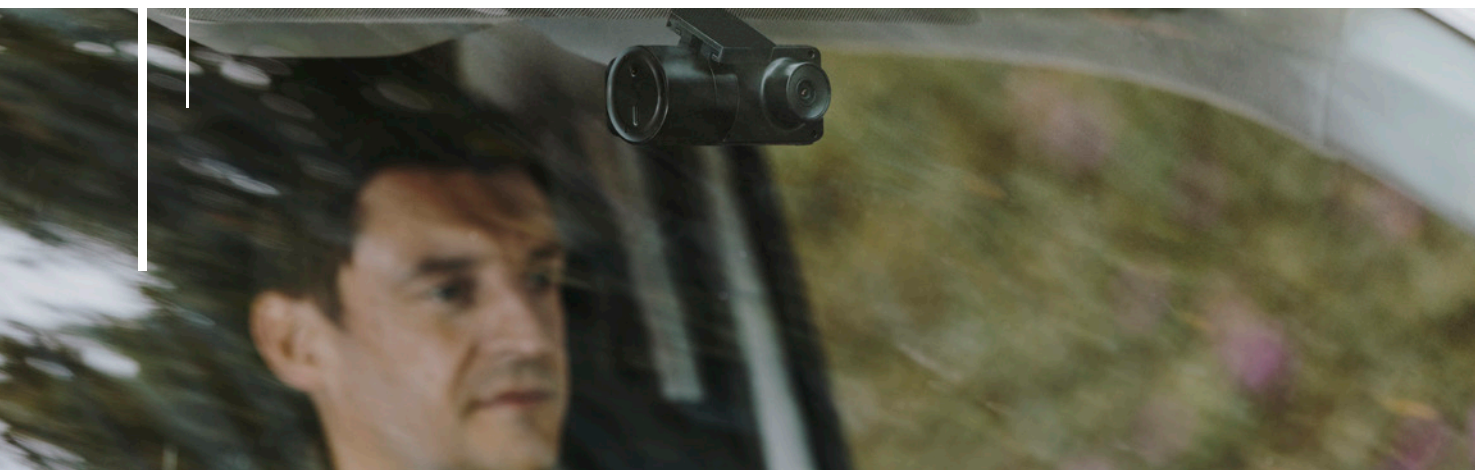
Despite this, job satisfaction remains high for European van drivers with the vast majority reporting that they are either extremely satisfied or satisfied with their job. Our research also showed that delivering a good service to the end customer is a high priority for professional drivers.

1 | Safety on the road is critically serious for van drivers

- When we asked European van drivers what would make their jobs better, 'Increased road safety' was the most common answer. Elsewhere they ranked 'Getting home safe' as the second most important thing related to their jobs.
- There is a move in the right direction, with a 10% decrease in road fatalities in Europe since 2019. Yet our research shows both fleet managers and van drivers remain extremely concerned about safety.¹
- While it's clear that both businesses and drivers want a safer working day, most van drivers work without leading technology designed to increase road safety such as professional navigation, driver coaching or AI-enabled dashcams.

2 | Traffic is the ultimate challenge and may be getting worse

- 68% of drivers ranked traffic congestion as either extremely challenging or challenging, making it the joint most challenging issue cited in our report.
- Across the EU, €110 billion is estimated to be lost every year due to traffic congestion. This highlights how severely those time consuming jams impact the bottom line of fleet businesses.²
- Drivers with 11-15 years of experience or 16+ years of experience were the most likely to rank traffic highly as a challenge they face.



3 | The big motivator: getting the job done well

- 48% of van drivers say 'Doing my work well' is the most important thing for them as relates to their work. That makes it the most important factor of all.
- This rises to 57% for drivers with 16+ years of experience, suggesting that as drivers become more experienced, pride in their work becomes increasingly important.
- Drivers rank 'Maintaining a good relationship with customers' as the third most important factor for them.

4 | Drivers ready for a more digitised workflow

- Drivers tell us that they have limited access to digital solutions designed to help them stay safe, avoid traffic or improve performance.
- Of our long list of potential solutions none were used by more than 50% of drivers. On average, solutions were used by just 33% of the sample.
- The drivers go on to state a clear desire to get more support from these solutions. Asked to rate how much they would want to use each possible solution, in every case the majority said they would like to. This goes against a common misconception that drivers are often resistant to new technology.



Regional view

As mentioned, our results were quite consistent across the continent. Yet, when comparing regions, key variations appeared that are worth investigating.



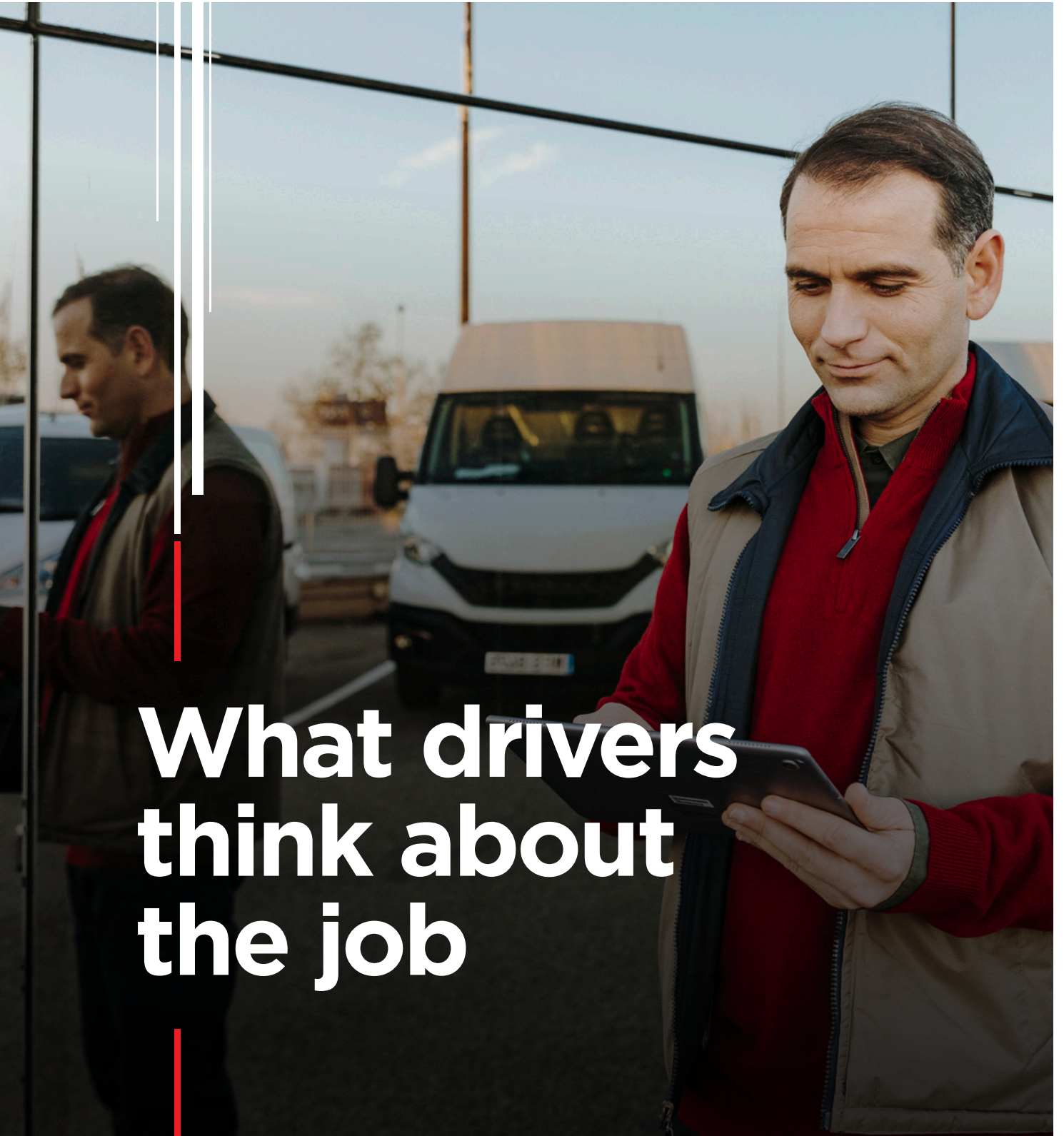
For example, traffic is cited as a problem in every country. Italian and French drivers, however, are suffering more with congestion than those in other regions.

Conversely, Dutch drivers are more relaxed about the traffic issue. When asked what they would most like to see improve in their working day, they said more safety, better infrastructure and more time to concentrate on their core tasks ahead of less traffic.

Meanwhile, in Poland van drivers reported that all ten of the potentially problematic factors we named were either challenging or extremely challenging. This made it a standout in terms of how severely Polish drivers feel the impact of those common pain points.

There are also regional differences in the things that van drivers care most about. The UK drivers prioritised having a good relationship with customers, while Spanish drivers were notable for how important they saw doing a good job.

It is key, then, to look closely at the results from your country as well as the European totals to decide the right takeaways from this report for your business.



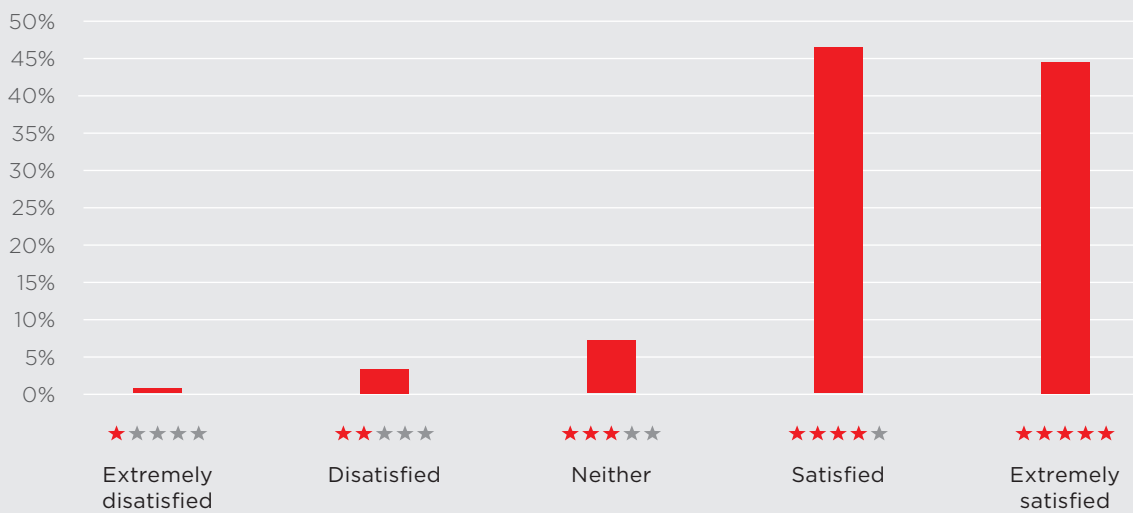
What drivers think about the job

Let's start with some good news.

People that drive vans for work on a daily basis are very happy doing so. When asked about their level of job satisfaction, the vast majority report that they are either extremely satisfied or satisfied.



How satisfied are European van drivers with their job?



While the big picture is positive, when we ask drivers about how things could get better, it becomes more complex.



What improvements would van drivers most like to see? (Drivers could pick three)

In what will become a familiar story across this report, van drivers most want to see improvements in three key areas: road safety, traffic congestion and road infrastructure.

While these results are consistent across most experience ranges, it is notable that the most experienced drivers in our survey (those with 16+ years behind the wheel) are more likely than any other range to cite better road infrastructure as the improvement they'd most like to see happen (54%).

This might suggest it's an issue that has either become worse or not improved enough over time.

More support from management when I'm on the road

17%

Better access to driver training and development

19%

A different vehicle more suitable to the job I do

24%

Better access to public facilities for drivers

27%

Higher level of job security

29%

More time to complete the core tasks of my job

31%

Less time spent in traffic

39%

Better road infrastructure

41%

Increased safety on the road

44%

What's happening in your region?

Overall, the feedback on what drivers would like to see improve is similar in each country. That said, there are some interesting variations in each region's results that are worth keeping in mind.



Top three most desired improvements per country

French drivers want more time to complete their core tasks more than a decrease in traffic time, while Dutch drivers notably find traffic less of an issue. In the Netherlands, more time to complete tasks, better facilities for drivers and increased job security are all ranked higher than less time spent in traffic.

It's also notable that German drivers rate better road infrastructure higher than other countries in terms of its desirability, while Italian drivers show a particularly high concern about traffic.

Germany

1. Better road infrastructure **56%**
2. Increased safety on the road 48%
3. Less time spent in traffic 31%

Spain

1. Increased safety on the road **45%**
2. Less time spent in traffic 45%
3. Better road infrastructure 35%

France

1. Better road infrastructure **43%**
2. Increased safety on the road 40%
3. More time to complete the core tasks of my job 36%

United Kingdom

1. Less time spent in traffic **46%**
2. Better road infrastructure 44%
3. Increased safety on the road 36%

Italy

1. Increased safety on the road **51%**
2. Less time spent in traffic 51%
3. Better road infrastructure 50%

The Netherlands

1. Increased safety on the road **41%**
2. Better road infrastructure 34%
3. More time to complete the core tasks of my job 34%

Poland

1. Increased safety on the road **43%**
2. Less time spent in traffic 42%
3. Better road infrastructure 37%



The biggest challenges on the road

To get a better view of what our drivers deal with on a daily basis, we asked them how challenging they find some of the most common problems on the road.

How van drivers rate some of the most common challenges on the road

When combining the drivers that cite each factor as either 'extremely challenging' or 'challenging', the following three factors come out on top:



Traffic congestion



Finding parking spaces



The driving and behaviour of other road users

So: a familiar story is emerging - traffic, safety and infrastructure are the most persistent pain points faced by van drivers. This pushes home the point that supporting your driver to deal with these issues is going to be a win-win for both your business and your employees.

Importantly, however, when we break this down per country, we see some key variations.

Extremely challenging
Challenging

★ Traffic congestion



★ Finding parking spaces



Meeting deadlines/ETAs



Handling vehicle maintenance tasks



Dealing with customers expectations



★ The driving and behaviour of other road users



Vehicle maintenance, checking and compliance processes



Completing paperworks



Communicating with customers and the office



Using multiple different apps and digital solutions to do my job



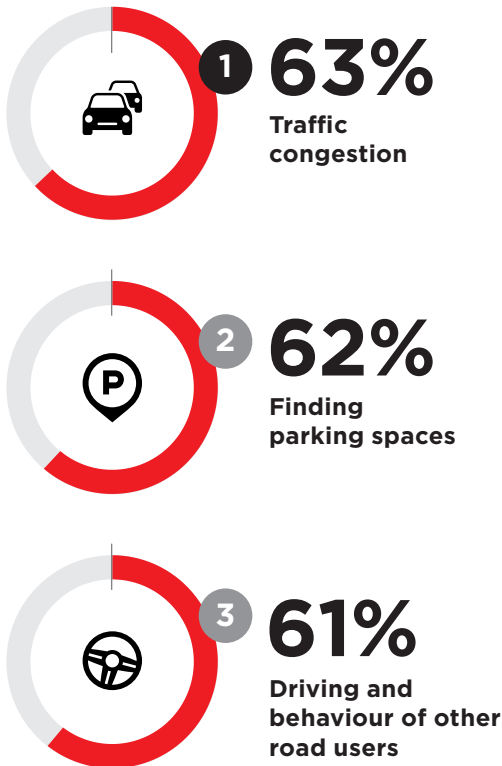
What's happening in your region?

For each country, we looked at the challenges ranked either extremely challenging or challenging by a combined 60% or more of the local sample.



Germany

Challenges that drivers rank above 60%



Challenges in Germany are consistent with Europe as a whole. Factors such as use of multiple apps (37%), communicating with customers and the office (39%), paperwork (44%) and managing deadlines and ETAs (53%), however, are ranked relatively low.

This suggests working processes handled by businesses themselves are under control for most German van drivers. However, the things outside of the business' control - i.e., what happens on the road - remain big challenges that drivers need support to handle.

What's happening in your region?

Spain

Challenges that drivers rank above 60%



Other highly ranked challenges in Spain



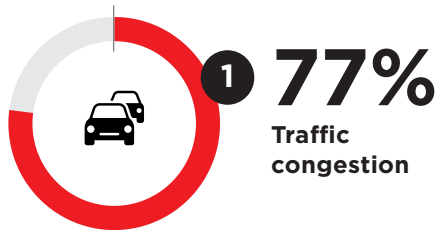
Spanish drivers seem to be relatively relaxed about the pain points they face. Only one - finding parking spaces - was cited by above 60% of the local drivers. It should be noted, however, that it is one of the countries that ranks finding parking as most challenging.

It's also interesting that Spain is one of the countries where meeting deadlines and ETAs (56%) is ranked highest.

What's happening in your region?

France

Challenges that drivers rank above 60%



In France, we see four factors ranked very highly, indicating it is one of the more challenging places in Europe to drive a van professionally.

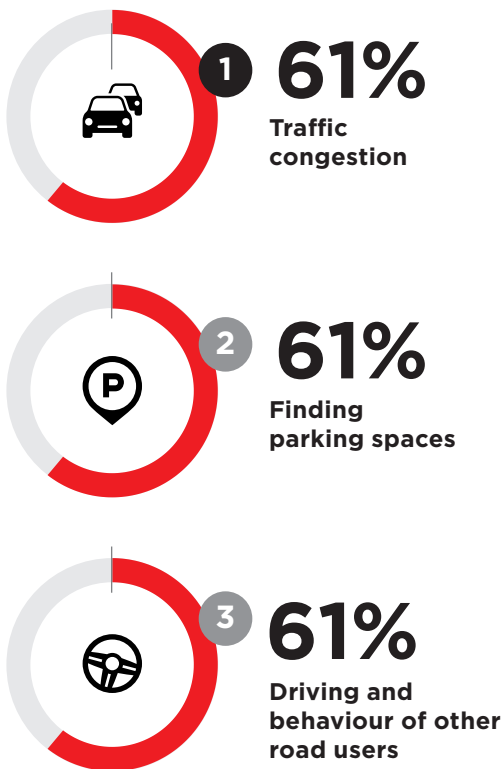
Also traffic congestion and the behaviour of other road users are both ranked significantly higher in France than the results for Europe as a whole. The only challenge French van drivers ranked lower than the whole European sample did was completing paperwork (45%).



What's happening in your region?

UK

Challenges that drivers rank above 60%



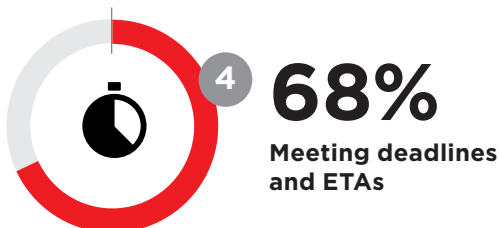
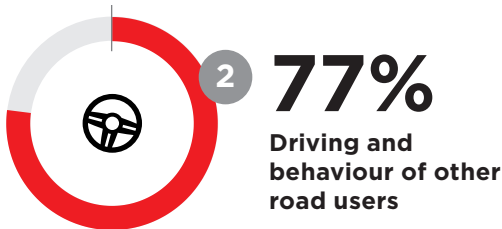
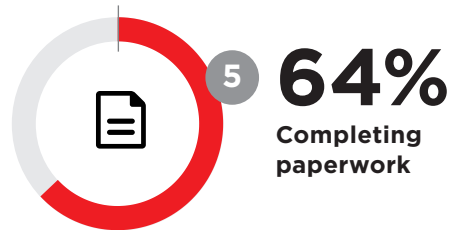
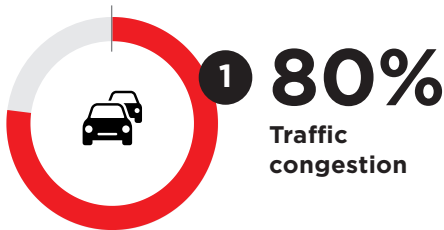
Like Spain, UK van drivers were relatively calm about their challenges when measured against the results of the rest of the continent. Particularly, use of multiple apps (35%), deadlines and ETAs (39%) and maintenance tasks (37%) rank much lower than the total for European drivers.

Still, the key common challenges of traffic, parking and road safety remain significant in the UK.

What's happening in your region?

Italy

Challenges that drivers rank above 60%



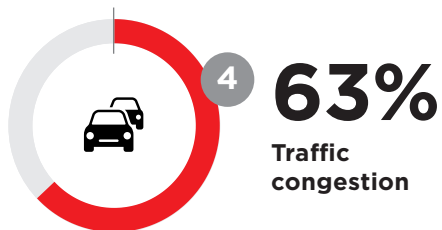
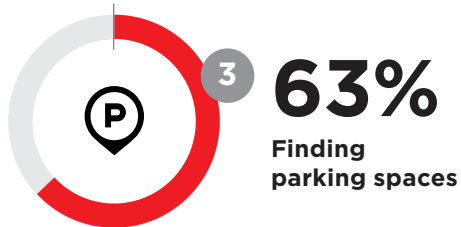
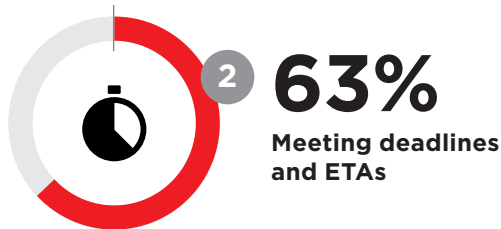
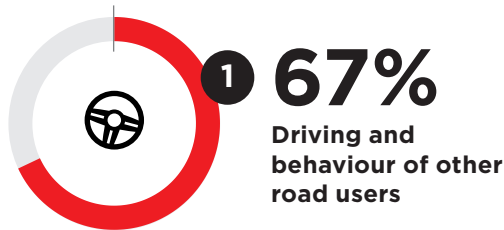
Italian van drivers report some of the highest level of challenge in Europe. Six rank above 60%, while factors that seem less concerning in Europe as a whole seem to be more difficult in Italy.

While traffic, other road users and parking are tough all over, they are all considered tougher here. And paperwork, in most regions considered one of the less challenging factors, is considered a significant problem for Italian drivers. It's also interesting that communication with customers and the office (57%) is higher than the figure for Europe as a whole.

What's happening in your region?

Netherlands

Challenges that drivers rank above 60%



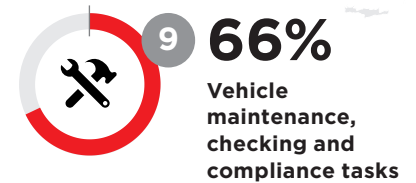
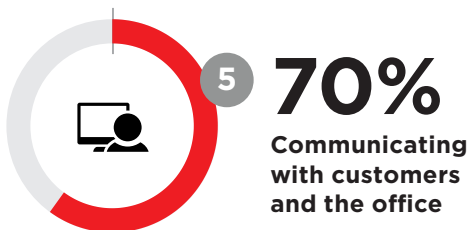
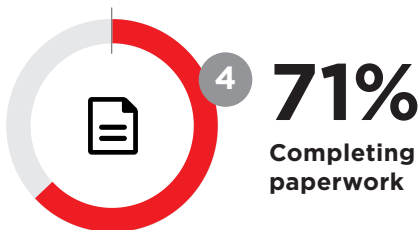
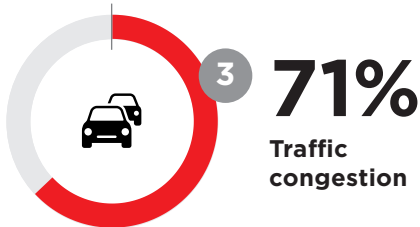
The Netherlands is the only country where the driving and behaviour of other road users is the highest ranked challenge that van drivers face. Traffic congestion is ranked lower than the total for Europe.

However, certain other challenges are ranked higher in the Netherlands than Europe in total: meeting deadline and ETAs, handling vehicle maintenance tasks (59%), completing paperwork (53%), communicating with customers and the office (59%) and use of multiple apps (51%).

What's happening in your region?

Poland

Challenges that drivers rank above 60%



Polish van drivers report the highest level of challenge, with all ten ranked above 60%. Meeting customer expectations ranks number one on the list in Poland - the only country where that is the case.

Completing paperwork also stands out for how high it is on the Polish list, given it is ranked quite low in most countries and across Europe as a whole. This is also true of communicating with customers and the office.



Challenge in focus:
Road safety

It should surprise nobody to see road safety is a top concern for van drivers. They're out there day-after-day often working tight schedules with frequent stops, starts and deliveries. That means more exposure to the risks of the road.

So, what's the current state of safety on European roads? And what could be done to make them safer for van drivers?



The European picture

In 2022, the European Commission reported around 20,600 road fatalities. Though this represented a 3% increase on the figure for 2021, this was to be expected. Post-pandemic, traffic levels were returning to normal.

The better news is that the 2022 number is 10% lower than the figure for 2019.

That decrease is not spread consistently across every country, however. For example, Ireland, Spain, France, Italy, the Netherlands and Sweden all have either the same or higher numbers of road deaths in 2022 as 2019.

With the EU and UN both committed to halving the number of road deaths by 2030, more has to be done.

The European picture

Of all European road fatalities

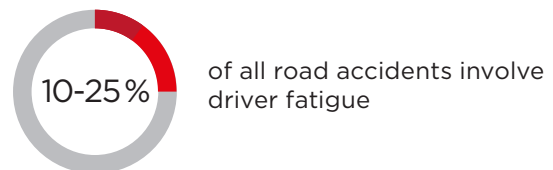
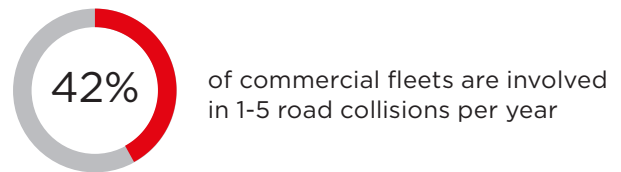
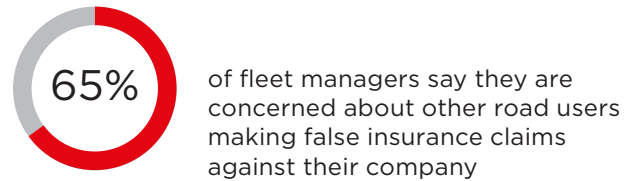
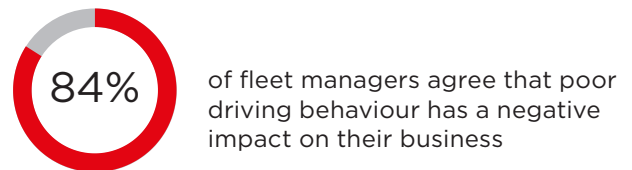
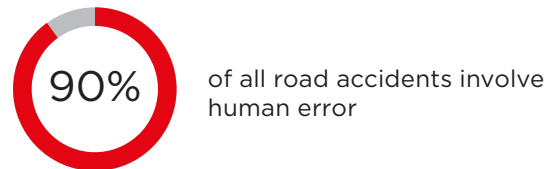
52%
occur on
rural roads

39%
occur in
urban areas

9%
occur on
motorways



Road safety and commercial fleets³





Road infrastructure and driver safety

While increased road safety was cited as the number one answer when van drivers were asked about the improvements they would like to see, it was followed by another, closely linked issue: better road infrastructure

So, what are authorities across Europe doing to make the physical assets of the road safer for drivers?

Road infrastructure and driver safety

Building safer roads across Europe

In January 2023, the European Commission launched the Guidelines on Methodology for Network-Wide Road Safety Assessments. The guidelines make it easier for member states to judge how safe their road networks are.

Many European countries are already investing heavily in measures like widening roads, extending the road network, adding safety barriers and redesigning intersections and roundabouts to improve visibility and reduce conflict points.

According to a European Commission report, fatal accidents at junctions in the EU decreased by 15% from 2015 to 2019 thanks to safer design improvements.³



UK

This year, the UK Department of Transport invested £47.5 million in improving safety on 27 of the country's most dangerous roads.⁴ Again, one of the main focus areas is redesigning junctions to reduce the risk of collisions. The investment will also be used to make the area around where crashes are likely to occur safer, clearing the roadside so those involved in crashes can walk away and extending space between vehicles.



Poland

In 2021, Poland announced the biggest road construction programme in its history, investing zł290 billion to add 8,000km of modern roads with the goal of making driving safer, more comfortable and more convenient across the country.⁵



Germany

Germany's Road Safety Programme 2021-2030 was also launched in 2021. With the aim of reducing annual fatalities by 40% by 2030, the Federal Government committed to leveraging automated, autonomous and networked driving, improving road infrastructure for new and existing roads and increasing safety for cyclists.⁶



Road infrastructure and driver safety



The Netherlands

In the Dutch Strategic Road Safety Plan 2030, the Dutch government took a risk-driven approach to designing safer roads. It introduced a risk indicator, which scores the national road network based on characteristics that might make accidents more likely.⁷



France

France is also putting efforts into making the roads safer. By reducing the speed limit on rural roads from 90km/h to 80 km/h in 2018, French authorities prevented an estimated 206 deaths year-on-year.⁸ Also, in 2020 the French government tightened the rules on mobile use and driving. It implemented a law which ruled that a driver's license could be withheld if they are found to be holding a mobile phone in their hand and committing another traffic offence.⁹



Spain

In 2020, the Spanish Council of Ministers aimed to put EU policy on road safety into practice with a new package of legal reforms, amending legislation around traffic and circulation.¹⁰ Spain also saw good results when it lowered the speed limit on single-lane urban roads to 30 km/h in 2021, which led to a 14% decrease in road deaths in its first six-month period.¹¹



Italy

On January 1, 2019, Italy established ANSFISA to oversee infrastructure improvements. Actions of the organisation include improving road traffic legislation, introducing automatic speed control, increasing enforcement, improving the road infrastructure, and conducting communication and awareness campaigns and road safety education.¹²





How can digitising driver support help?

There is a wide range of digital solutions available to fleet managers that want to support their drivers to stay safe on the road. Yet, as our results show, most van drivers do not have access to them.

Here are some key examples and what they can do for your business.



How can digitising driver support help?

Driver performance analysis and coaching

A driver performance analysis and coaching solution provides you and your drivers with data-based insights that help you encourage a safer driving style. With clear reports on things like speeding and driving events, you can better coach your drivers to avoid danger and stay safe behind the wheel.



24%
of van drivers
use this solution

76%
of van drivers that use
this solution say it gives
them an extremely high
or high level of support

64%
of van drivers that do
not use this solution say
they either very much
want to use it or want
to use it

[Find out about Webfleet OptiDrive 360](#)

How can digitising driver support help?

In-cab AI powered camera

AI powered dashcams combine footage from the road with driving data from your fleet to give you the full context of road incidents. They identify risky behaviour like mobile phone usage and tailgating and notify the drivers so they can take timely action and avoid danger.



22%
of van drivers
use this solution

80%
of van drivers that use
this solution say it gives
them an extremely high
or high level of support

59%
of van drivers that do
not use this solution say
they either very much
want to use it or want
to use it

[Find out about Webfleet CAM50](#)

How can digitising driver support help?

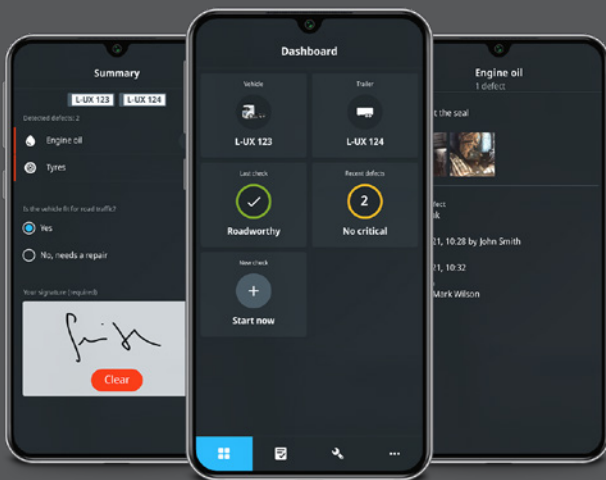
Digital solutions or applications to handle maintenance and checklists

These apps minimise the risk of breakdown or vehicle maintenance downtime with timely insight into the vehicle's condition. They enable you to schedule fleet maintenance tasks efficiently, receiving information on trouble codes and monitoring the service requirements of each vehicle.

35%
of van drivers use this solution

78%
of van drivers that use this solution say it gives them an extremely high or high level of support

67%
of van drivers that do not use this solution say they either very much want to use it or want to use it



**Find out about
Webfleet Vehicle Maintenance**

How can digitising driver support help?

Advanced tyre solutions

Advanced tyre solutions such as a Tyre Pressure Monitoring System (TPMS) check your tyre pressure and temperature in real-time. With predictive tyre management, problems can be detected before they lead to breakdowns, accidents and downtime.



31%
of van drivers
use this solution

77%
of van drivers that use
this solution say it gives
them an extremely high
or high level of support

70%
of van drivers that do
not use this solution say
they either very much
want to use it or want
to use it

[Find out about Webfleet TPMS](#)



Challenge in focus:
**Traffic
congestion**

Road congestion is estimated to cost the EU €110 billion every year in lost productivity and fuel consumption. That's 1% of the EU's GDP – a staggering figure that should make all businesses consider the impact traffic has on their own revenue.



Then there is the environmental aspect of the problem. Stuck in traffic, vehicles idle, stop and go, emitting more and more harmful emissions into the atmosphere.

Traffic congestion, then, is a problem for all of us. However, van drivers are amongst those most affected by it.

Essentially, traffic equals stress for the van driver. Not only does it mean delays to their schedule but also the physical and mental impact of sitting for extended periods, dealing with potentially dangerous road users and mounting fatigue. In this way, traffic is not just bad news for a driver's daily schedule but also their quality of life.

And, as our survey shows, it's a situation that van drivers want to see change.

How do European cities rank in terms of traffic congestion?

The recent TomTom Traffic Index 2022¹³ measured and compared the travel time of 390 cities across the world.

If you just confine the scope to the key focus countries of this European Van Driver Report 2023 (Austria, Belgium, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Poland, Portugal, Spain, Switzerland and the United Kingdom) and measure by average travel time per 10km and average speed in rush hour, this is the top twenty.

City	Average travel time per 10km	Average speed in rush hour
London	36 minutes 20 seconds	14km/h
Dublin	28 minutes 30 seconds	17 km/h
Milan	27 minutes 30 seconds	18 km/h
Paris	26 minutes 10 seconds	19 km/h
Rome	25 minutes 40 seconds	20km/h
Brussels	25 minutes 30 seconds	20 km/h
Turin	25 minutes	21 km/h
Wroclaw	24 minutes 30 seconds	20 km/h
Hamburg	23 minutes 10 seconds	23 km/h
Manchester	23 minutes 10 seconds	22 km/h
Bordeaux	22 minutes 40 seconds	22 km/h
Liverpool	22 minutes 20 seconds	23 km/h
Lodz	22 minutes 20 seconds	22 km/h
Berlin	22 minutes 10 seconds	24 km/h
Vienna	22 minutes	24 km/h
Krakow	21 minutes 40 seconds	22 km/h
Edinburgh	21 minutes 30 seconds	25 km/h
Zurich	21 minutes	24 km/h
Leipzig	20 minutes 50 seconds	26 km/h
Lyon	20 minutes 40 seconds	24 km/h

How can digitising driver support help?

As with safety, there are many solutions available that can help you support your drivers to stay out of traffic and on the right routes. That means less stress for them, lower costs for you and happier customers.

Professional navigation with real-time traffic, relevant points of interest and optimised van routes

By using a complex network of live traffic data and advanced algorithms, professional navigation helps drivers avoid jams, closed roads and other obstacles that will slow down the schedule.



50%

of van drivers use this solution

80%

of van drivers that use this solution say it gives them an extremely high or high level of support

73%

of van drivers that do not use this solution say they either very much want to use it or want to use it

Find out more about Webfleet Professional Navigation

How can digitising driver support help?

Solutions that calculate and share estimated time of arrival (ETA) in real-time

Accurate ETAs are essential for businesses to minimise delays and manage their schedule. They are also essential to maintaining a high level of customer service in an increasingly demanding marketplace. Solutions like this one use a variety of factors to calculate an accurate ETA and keep both you and your customers up to date if the schedule changes.

30%

of van drivers use this solution

75%

of van drivers that use this solution say it gives them an extremely high or high level of support

69%

of van drivers that do not use this solution say they either very much want to use it or want to use it



**Find out more about Webfleet
Estimated Times of Arrival**

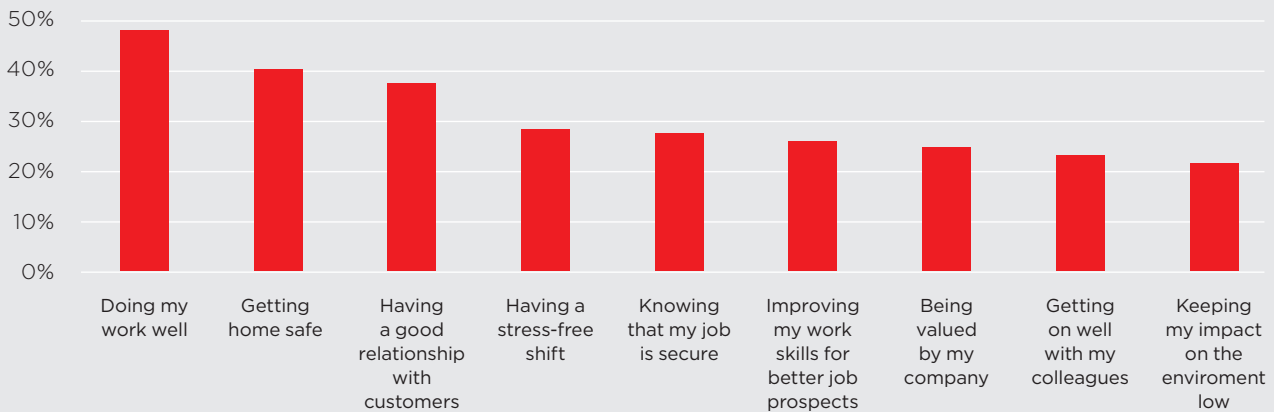


What matters most to van drivers?

Already, this report has made it clear that more safety and less time in traffic are top of most European van driver's wish-lists. When asked what matters most to them overall, however, two other factor emerge.



Which of the following things is most important to you as it relates to your job?



(Respondents could select up to three options)

A solid majority of drivers value doing the job well as top priority, while the third most cited factor is having a good relationship with the customer. This highlights the pride van drivers take in their work and chimes with the repeated desire for more support from solutions that can help them do their job even better.

What's happening in your region?

The top three most important factors are the same in most of the countries we researched. However, when we look closer at the country-by-country results, some key differences pop up.



How can digitising driver support help?

One of the best ways you can support your driver to work better is to remove all the distracting admin tasks that take their focus off their work. While all of the digital driver support solutions we discuss in this report can help drivers work better, the ones in this section minimise admin for a simpler, less distracted workday.

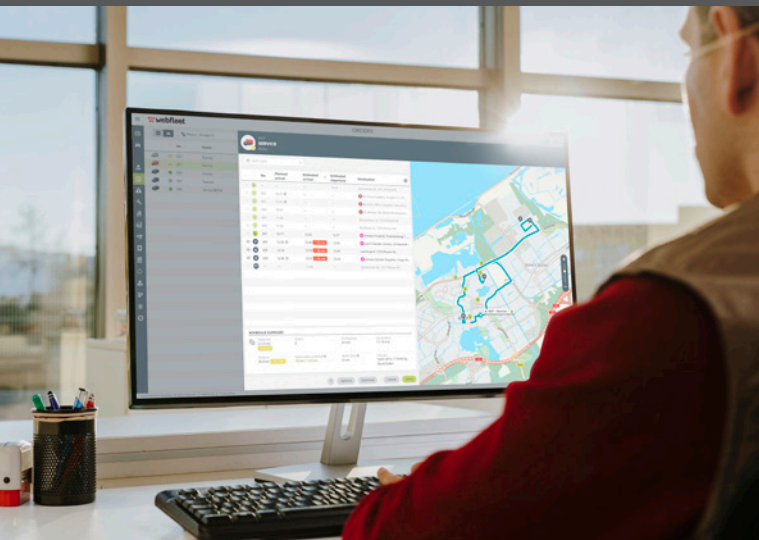
Real-time order status update and work assignment

Accurate order status updates help ensure customers are there when the delivery arrives. This reduces the risk of missed deliveries and time consuming reschedules. Real-time order assignment helps dispatchers respond quickly to changing demands or ad-hoc requests based on the optimal route, without distracting drivers.

22%
of van drivers use this solution

80%
of van drivers that use this solution say it gives them an extremely high or high level of support

59%
of van drivers that do not use this solution say they either very much want to use it or want to use it



[Find out about Webfleet Workflow Management](#)

How can digitising driver support help?

Driver identification and digital working time reporting (including trip logging app or card reader)

If you share vans amongst your drivers, Driver ID makes it simple to identify who is behind the wheel of each vehicle. With minimum input required from them, you can know how much time is being spent on the road, on-site and with customers.

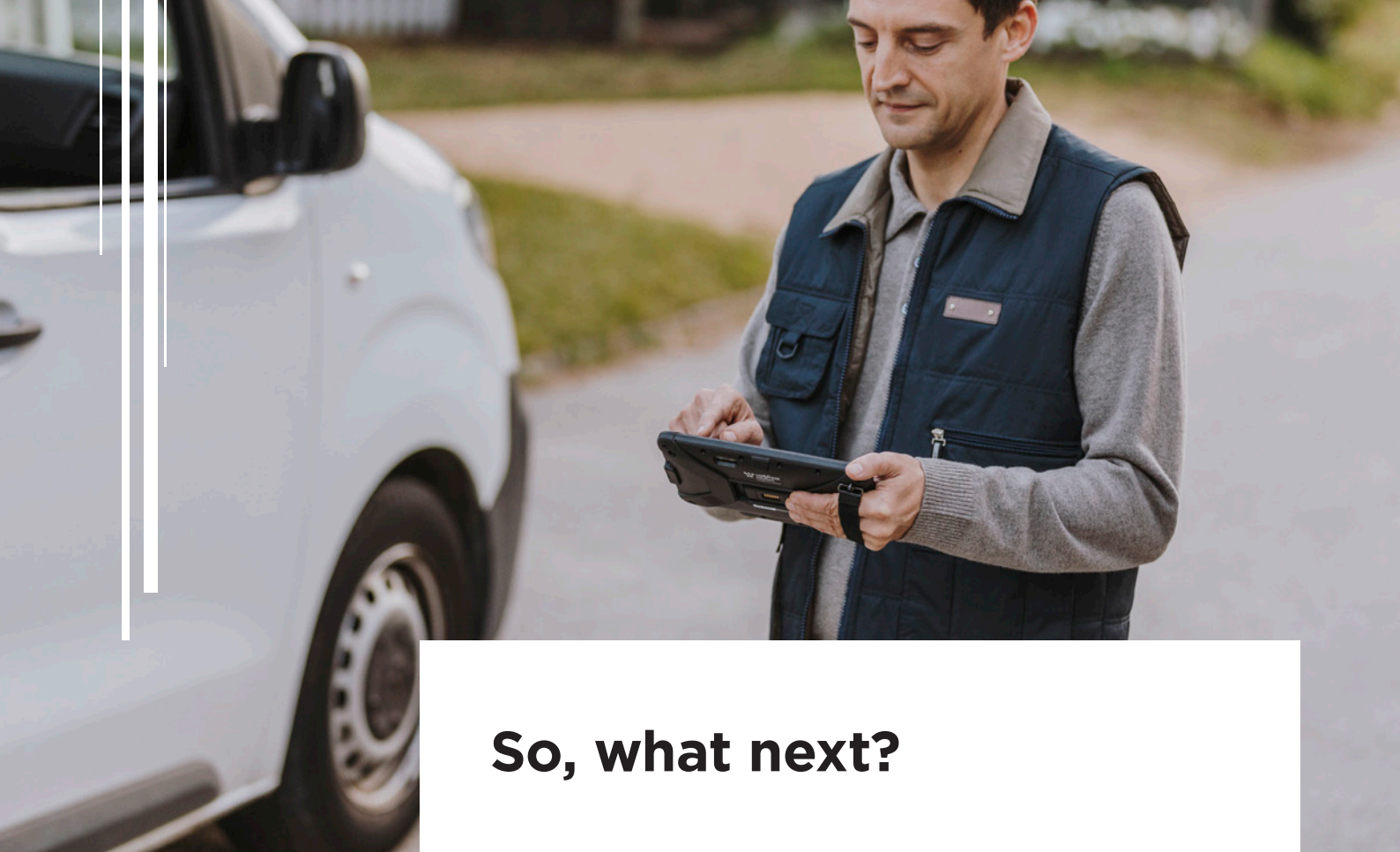


36%
of van drivers
use this solution

81%
of van drivers that use
this solution say it gives
them an extremely high
or high level of support

63%
of van drivers that do
not use this solution say
they either very much
want to use it or want
to use it

**Find out more about
Webfleet Driver ID**



So, what next?

The drivers we spoke to when we researched this report delivered some resounding messages regarding their daily work.

In particular, the need for safer roads and less time in traffic came up again and again. Also, we see how van drivers are deeply committed to excelling in their professional field, taking pride in getting the job done and pleasing the customer.

All of this should be music to a fleet decision maker's ears - after all, more safety, less traffic and happier customers are all top priorities for you and your business too.

So, you and your drivers want the same thing. The question is, what can you do to help them achieve it?

We hope this report has given you something to think about. And we hope it inspires you to continue empowering your professional van drivers. It's a key element to building a safer, more efficient and more successful Europe for all.

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