



## UK adults surveyed on their views about engineering **Bosch research finds engineering is undervalued** Less than half see engineering as key to UK economy

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- Engineering not seen as important function in business
- Adults see it as useful, but not exciting
- Career opportunities in engineering must be promoted

A survey by the Bosch Group, a leading global supplier of technology and services, has found that engineering is undervalued and misunderstood by adults in the UK. The research was carried out amongst 1,347 people aged between 18 to 45 years old and in general shows that many people, particularly younger adults, see engineering as a 'back of house' function in business that is not critical to the UK economy.

Peter Fouquet, President of Bosch UK, said: "The findings are concerning given that the engineering sector in the UK makes up nearly a fifth of the economy and employs over 4.5 million people. Combined, engineering and manufacturing contribute around £800 billion to the UK economy."

The research found that only 45% of people – and only 23% of young people – thought engineering was a key industry for the UK economy. Retail, banking and tourism were all seen as more important.

Respondents also did not see engineering as a frontline role in business, with 92% saying that they thought engineers have mostly technical roles in business and less than 2% thinking that engineers are involved in running businesses.

Engineering is also not seen as sufficiently attractive to young people, with less than half of 18-24 year olds associating engineering with the word 'research' and more associating it with the word 'geeky' rather than 'exciting'.

In terms of working in engineering, the research showed that only 11% overall and only 5% of 18-24 year olds would consider a career in engineering and more men would consider an engineering career (23%) compared to women (3%).

Bosch began as the 'Workshop for Precision Mechanics and Electrical Engineering' in Stuttgart in 1886. It is now one of the world's largest engineering and technology organisations and leading innovators. The Bosch Group generated sales in excess of 47

billion euros in 2010, invested close to 4 billion euros in research and development – making it one of the most significant global investors in R&D – and applied for well over 3,500 patents worldwide. Bosch employs over 285,000 employees – 34,000 of whom work in R&D and a significant proportion of its board of management is made up of engineers.

The UK is Bosch's fifth largest market outside Germany. The company employs approximately 4,500 people here and is active in all areas of business, including development, manufacturing and sales. In 2010, Bosch UK generated sales of more than 2 billion euros.

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## **About Bosch**

*The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 285,000 associates generated sales of 47.3 billion euros in fiscal 2010. For 2011, the company forecasts sales of more than 50 billion euros and a headcount of a good 300,000 by the end of the year. The Bosch Group comprises Robert Bosch GmbH and its more than 350 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent 3.8 billion euros for research and development in 2010, and applied for over 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.*

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