AUTOMOBILITY CAREER PERCEPTION SURVEY

Highlighting the Perception Trends and Opportunities of a Changing Industry

As automotive evolves to meet the rapidly changing demands of consumers and an industry dominated by technological innovation, growing and retaining a rich pipeline of talent is critical to sustain Michigan’s leadership in connected and autonomous vehicle development. Three years after its initial perception survey released in 2014, MICHauto completed a survey of career decisions from youth and influencers in October 2017 to determine areas of growth or decline as part of a larger effort to address the industry skills gap.

The data shows that through awareness efforts led by MICHauto, the Michigan Economic Development Corp. and PlanetM, and partner organizations across the state, the automotive industry is gaining ground among both Michigan youth and influencers as a viable and diverse career opportunity. In addition, there is an opportunity to continuously improve the understanding of the automotive and mobility industry and Michigan’s role, especially among youth and influencers outside of the state. Respondents’ perceptions of automotive outside of Michigan remain largely unchanged, while the majority are also unaware of the state’s mobility leadership.

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Participants responded to two separate series of questions in order to gauge:

- Perceptions regarding Michigan’s automotive industry that impact consideration for career opportunities
- Perception of mobility innovation and autonomous vehicle development in Michigan

**About the Survey**

900 Respondents
Both inside and outside of Michigan

**About the Demographics**

- **Youth**
  Ages 17-24

- **Adult Influencers**
  Parents with kids ages 12-17, adults in leadership roles of youth organizations, high school and college-level educators, career counselors and academic advisors

Facilitated by Research America Inc., the MICHauto survey was completed in October.

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**Improving Automotive Perceptions in Michigan**

**Consider a Career**

<table>
<thead>
<tr>
<th>Year</th>
<th>Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>39%</td>
</tr>
<tr>
<td>2017</td>
<td>53%</td>
</tr>
</tbody>
</table>

Percentage of Michigan youth indicated that they would consider a career in the industry if located in Michigan.

**Recommend a Career**

<table>
<thead>
<tr>
<th>Year</th>
<th>Influencers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>2/5</td>
</tr>
<tr>
<td>2017</td>
<td>3/5</td>
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Three in five influencers would recommend a career in automotive in Michigan, compared to two in five in 2014.

**Describe the Industry**

- **Innovative**: 2017
- **Dead and/or declining**: 2014

When describing the automotive industry, the fourth most associated phrase among influencers was “innovative.” In 2014, it was “dead and/or declining.”

**Career Growth**

- **10%**: Automotive Design
- **14%**: Engineering

Michigan influencers’ perceptions of future career growth have increased for all automotive-related industries between 2014 and 2017, with automotive design and engineering increasing 10% and 14%, respectively.
Nearly half of Michigan youth believe that Ann Arbor has attractive career opportunities, followed by Detroit. However, outside of Michigan, much less cite Ann Arbor and Detroit.

The automotive industry is growing with opportunity and advancement in manufacturing, skilled trades and for those with advanced degrees.

Only 2% of youths outside of Michigan believe Michigan is leading the way in autonomous/driverless vehicle testing and development.

A majority of influencers both inside and outside of Michigan named California the No. 1 state for innovative companies.

26% of non-Michigan influencers have a “strong” or “somewhat strong” understanding of types of careers available in the mobility industry.
The data in MICHauto’s perception survey clearly shows that, while trends are moving in a positive direction, there is still significant challenges to overcome the hurdle of a lukewarm cultural perception on the automotive industry, especially outside of the state.

Together with its partners, MICHauto continues to help drive awareness about the industry through numerous initiatives. These efforts over the past three years have included connecting more than 1,000 high school students with Michigan’s leading automotive and manufacturing companies; educating lawmakers and influencers on the industry’s evolution and needs; and hosting seven “Discover Auto” events to provide college students with real-world industry career exploration opportunities. Survey data will be used as a strategic guide for targeted outreach and awareness of the automotive and mobility industry in Michigan.

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