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# AUTOMOTIVE FUTURE SURVEY REPORT 2023

Insights into the experiences and  
aspirations of young vehicle technicians.

Your partner in aftermarket internships

# Introduction

**In recent years much has been said on the skills shortages and challenges in attracting new talent to the automotive industry. Now, we wanted to gain insight into the perspective of young vehicle technicians (aged 16-24) who have already chosen a career in vehicle repair and maintenance.**

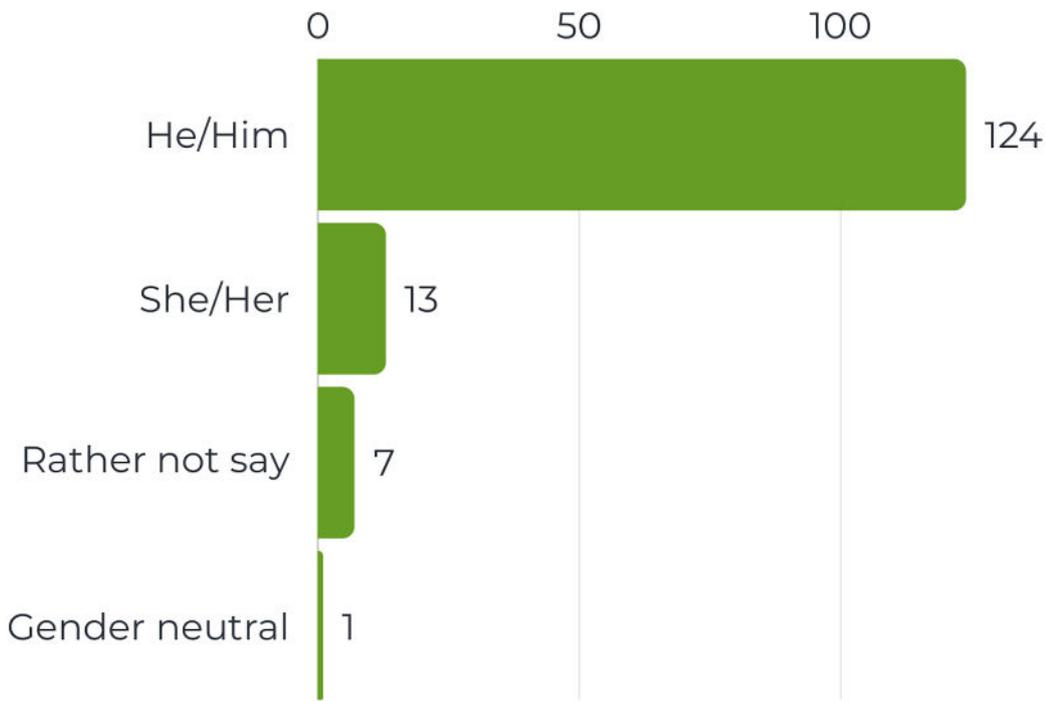
This report aims to unearth the aspirations, concerns, and expectations of young vehicle technicians aged 16-24 who are freshly entering the industry. By examining the perspectives of 145 respondents, we hope to promote conversations about job opportunities for young people and create actionable change within the automotive sector.

Our findings portray a dedicated, passionate workforce full of ambition, with the majority of survey participants driven by their love for all things automotive.

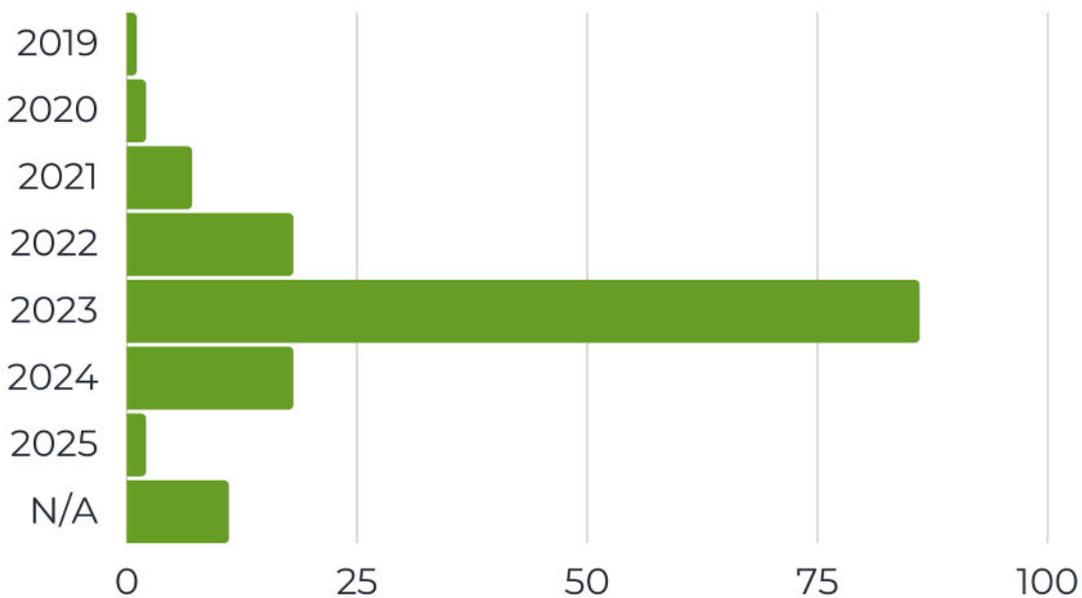
However, there is a concerning gap between this enthusiasm and the confidence these young technicians have in the industry to provide well-paid job opportunities. As we present our top findings, we call for urgent action to bridge this gap and prioritise the next generation of automotive talent.

- The survey was conducted online from June to August 2023.
- Our survey report focuses on 145 respondents aged between 16 and 24 years old who had either completed their automotive course or were currently pursuing it.
- These individuals were studying across 90 colleges across the UK.
- When it comes to gender representation, 124 participants wanted to be referred to as he/him, 13 as she/her, one as gender-neutral, while seven respondents did not specify their gender pronouns.
- Around 79% of respondents had already graduated from their automotive college course in 2023 (86) or before (28), while the remaining 20 (14%) participants were set to qualify in 2024 or 2025.
- When it comes to the subject of study, 81% of the respondents specialised in Light Vehicle Maintenance and Repair. Among these respondents, 58% qualified or still studied on a Level 3 course, while 23.7% were either pursuing or had obtained a Level 2 award.

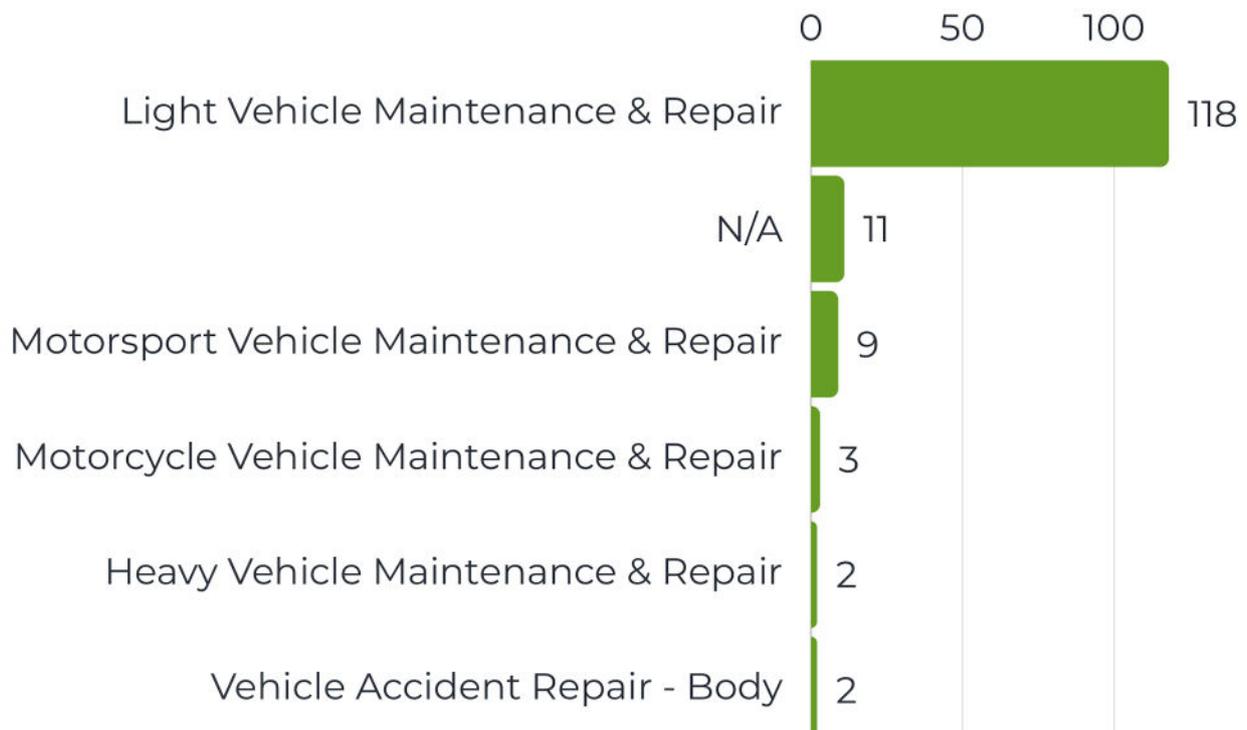
# Respondents by gender pronouns



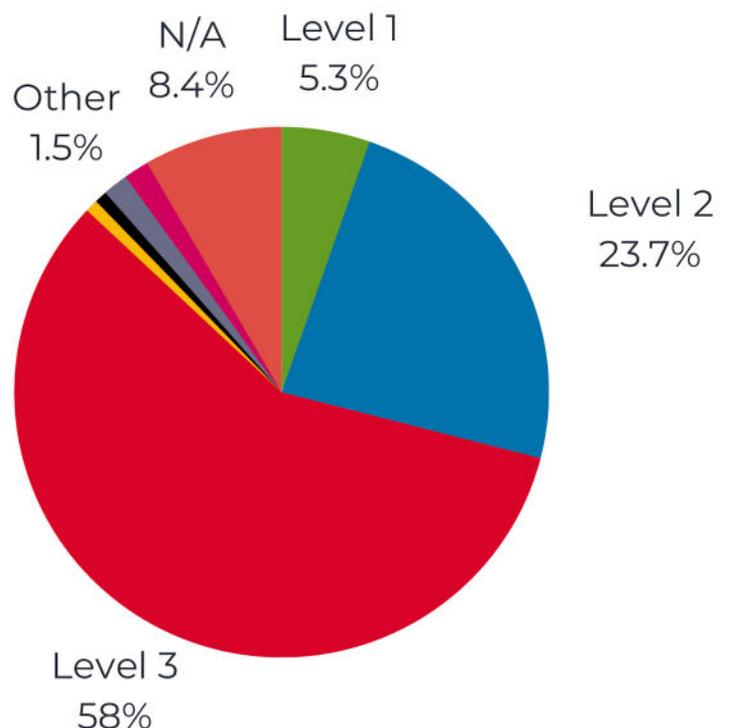
# Respondents by year of their course completion



# Respondents by course type

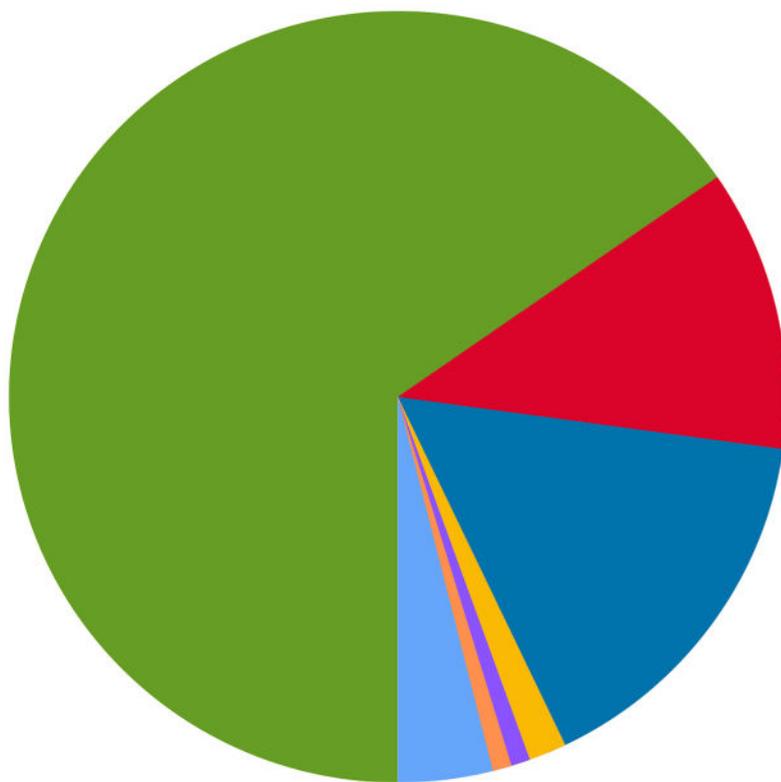


## Light Vehicle Maintenance & Repair Students/College Leavers by Course Level



# What was the main reason you chose to study an automotive course at college?

65.35%  
I am passionate about everything automotive



15.75%  
I prefer hands-on work to office-based

11.82%  
I thought the automotive industry would offer good career prospects for the future

3.94%  
Other

0.79%  
I was confused and chose it without giving it much thought

0.79%  
I followed my friends who also study it

1.57%  
My parents suggested it

The findings of the survey reveal that a significant proportion of the participants, specifically 65.35%, were motivated by their passion for all things automotive when selecting an automotive course. The results reflect the aspiration to transform their passions and hobbies into a fruitful career path.

15.75% of the participants mentioned that they prefer hands-on work to office-based. This group of students may have chosen to study automotive courses due to the hands-on nature of the industry and the opportunity it presents to put their technical skills to use.

Encouragingly, 11.82% of the respondents cited good career prospects as their reason for choosing to study automotive courses. This finding highlights the perception among students that the automotive industry presents excellent career opportunities, with room for growth, development, and advancement.

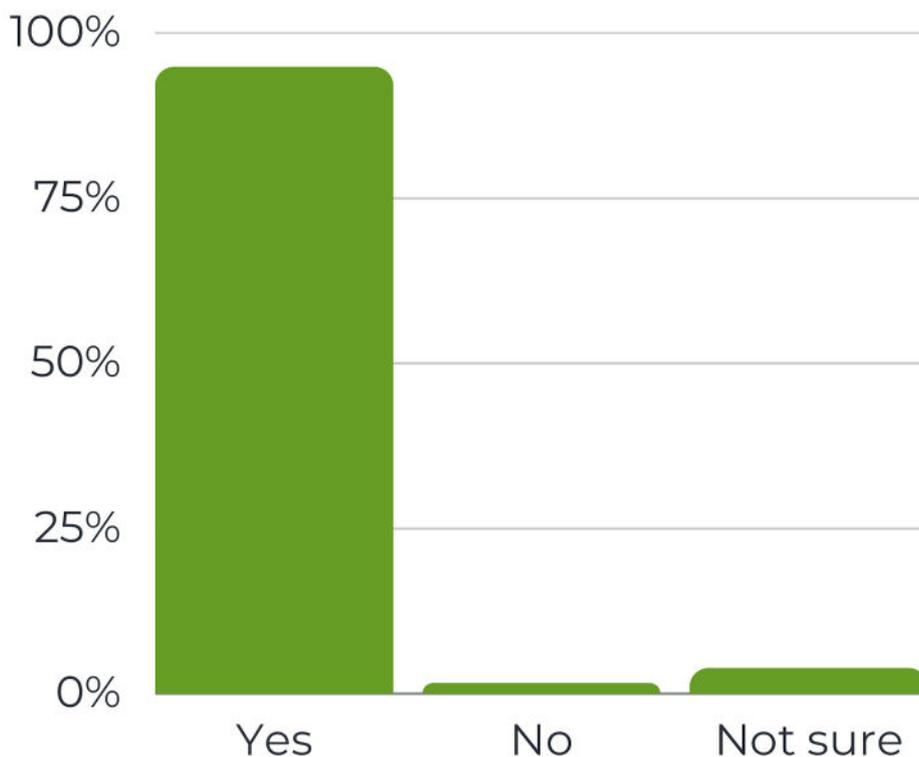
Interestingly, only 0.79% of the respondents mentioned that they followed their friends who also study automotive courses. This shows that students are not influenced by their peers when making career decisions, but rather, they make their choices based on personal interests and goals.

It is evident that individuals entering the automotive industry are participating in a dynamic, exciting, and constantly-evolving field of work. The combination of personal passion, technological advancement, and economic influence makes the automotive sector an attractive choice for students seeking a fulfilling and rewarding career. Ultimately, the survey results highlight the importance of aligning one's personal interests and professional aspirations, and the potential for individuals to make meaningful contributions to an industry that captivates their attention and imagination.

# 65%

of aspiring  
vehicle  
technicians  
chose  
automotive  
course out  
of passion  
for the  
industry

# Do you want to pursue a career in the automotive industry after college?



According to the results of our survey, automotive course students and course graduates are overwhelmingly interested in pursuing a career in the automotive industry after college. An astounding 94.74% of our respondents expressed their desire to carve out a career in this field.

Just over 5% of young vehicle technicians and students were unsure or unwilling to pursue a career in the automotive industry after finishing college.

Several reasons were cited, including the lack of a driving licence that is required for most roles and the desire to pursue a career in other sectors (such as the aviation industry). One respondent who had gained two months of experience in the automotive industry stated that they were dissatisfied with the organisational culture and treatment of employees. The respondent added that they felt "squeezed dry". Additionally, long hours and inadequate compensation were cited as possible deterrents for a prospective career in the automotive industry. Lastly, one respondent felt that there were no viable opportunities available for them in the industry.

# When you're looking for a job, what is most important to you?

On a scale 1 to 5 in order of importance.



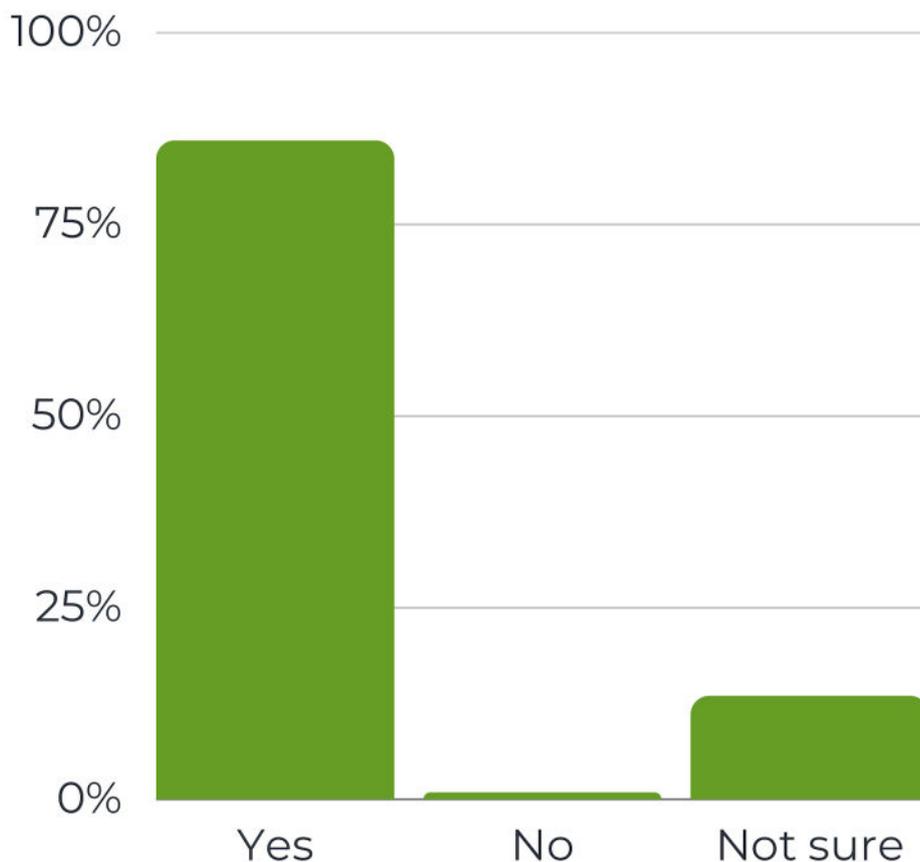
According to the survey results, aspiring vehicle technicians ranked job enjoyment as the most important factor when looking for a job, with an average rating of 4.97 on a scale of one to five.

This was closely followed by good career opportunities in the future, which received an average rating of 4.13.

The importance of a well-paying job was also highlighted, albeit with a slightly lower average rating of 3.53 and closely followed by job training (rated at 3.43).

Factors such as job security and others' respect for the job were given slightly lower priority with rating of 3.13 and 1.82 respectively.

# Do you see yourself working as a vehicle technician long-term?



The results of our survey not only revealed that an overwhelming 85% of respondents envision a future in the vehicle technician profession, but they also shed light on the long-term outlook of young professionals in the field.

Specifically, the survey indicates that a vast majority of aspiring vehicle technicians view this career as a viable long-term option, indicating a commitment to the industry and a strong desire for career stability.

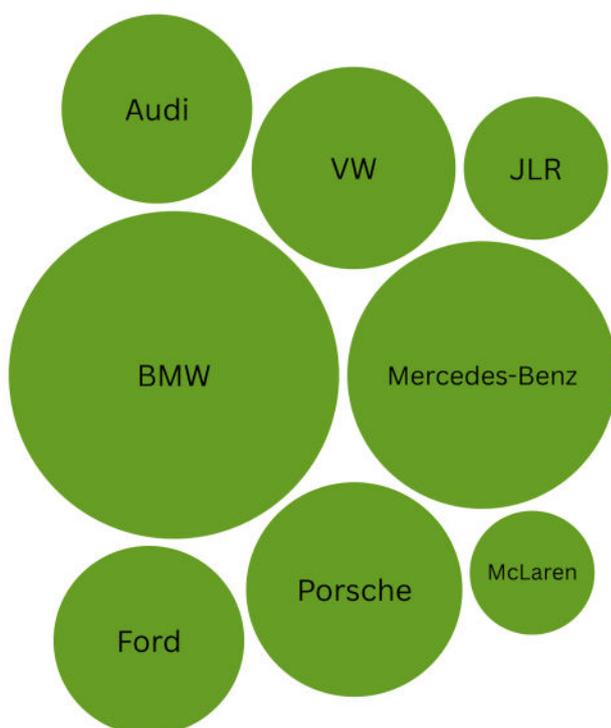
With skills shortage in this field now being identified as the major threat to the industry, it is imperative that we continue to support and promote the vehicle technician profession, to ensure we don't lose these young dedicated vehicle technicians to other industries as their progress through their careers.

# Where do you see your career going in the next 10 years?

**An analysis of young vehicle technicians' career aspirations for the next 10 years shows promising insights for the motor sector. The survey has revealed several noticeable patterns, however a common thread of ambition and a drive to advance in the automotive industry is evident.**

Many respondents express an ambition to work for high-end vehicle manufacturers like BMW (14%), Mercedes-Benz (9%) and Porsche (6%). This desire to work for prestigious brands is quite evident.

When respondents were asked to name one automotive employer they would like to work for, these were their most notable preferences:



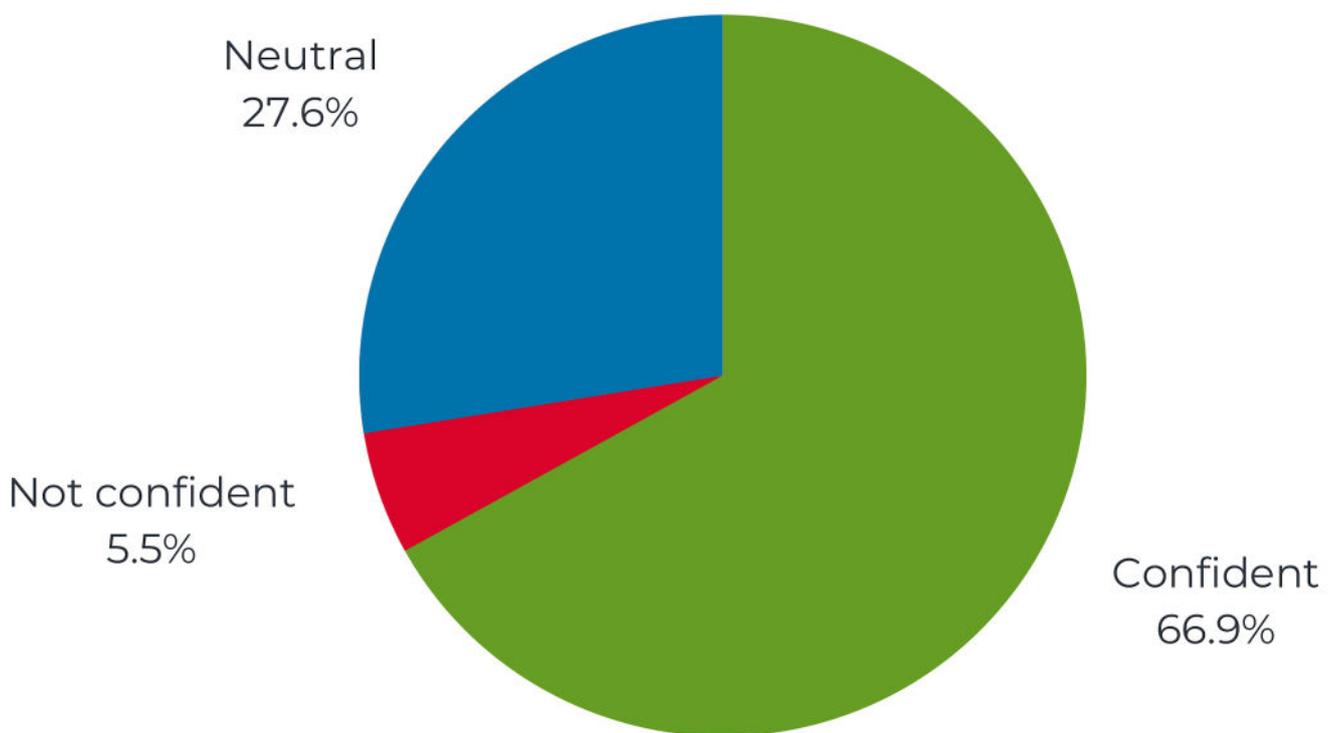
Many aspiring vehicle technicians also showed an entrepreneurial spirit, with plans of owning their own garage or business. This ambition is often paired with obtaining relevant qualifications and gaining enough experience to make this dream a reality.

Several respondents specifically mentioned wanting to become a master technician or senior technician, indicating a desire for career progression and advancement within their field.

Motorsports also register as a popular field of interest, with a significant number of respondents expressing a desire to work in F1 racing and other motorsports.

It is worth noting that some respondents showed interests beyond traditional auto-related jobs. Their answers included careers in fields like aircraft engineering and emergency medical services. However, it is important to highlight that these responses were not as prevalent as those relating to the motor industry.

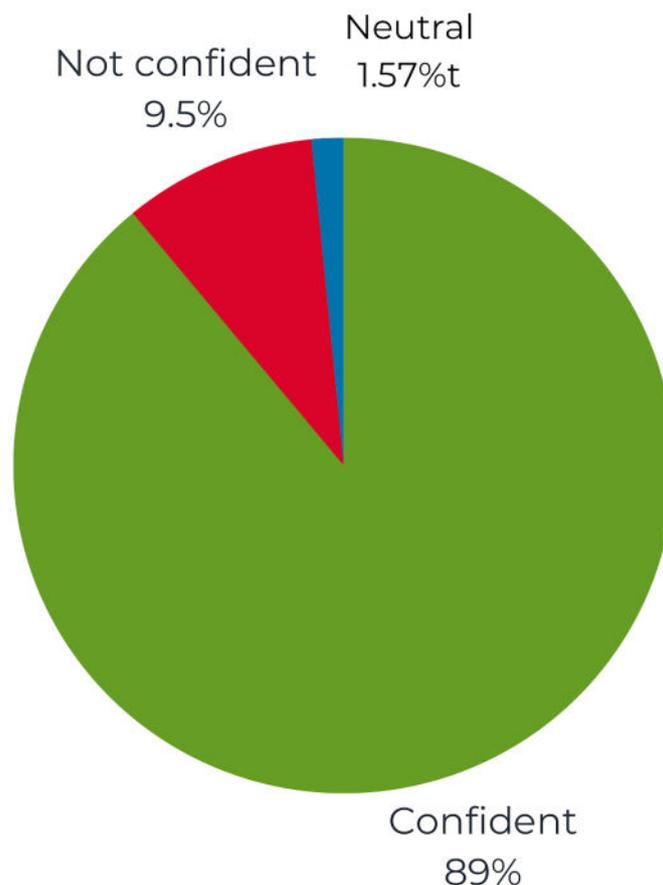
# How confident are you that you will find a job in the automotive industry after college?



Despite the automotive industry facing severe skills shortages, only 66% of surveyed individuals are confident they will find a job in the motor industry. This leaves a startling one-third of qualified or nearly qualified vehicle technicians without the confidence necessary to pursue their qualification as a profession.

It is clear that the lack of confidence among many young technicians is a significant cause for concern. This is likely due in part to the fact that automotive employers are often unwilling to consider hiring qualified candidates without practical experience. However, the motor industry in the UK cannot afford to lose these talented individuals, and it is therefore imperative that we find ways to develop more inclusive and accessible employment practices in our sector. By doing so, the industry can create a more robust and competitive talent pool, to the benefit of everyone involved.

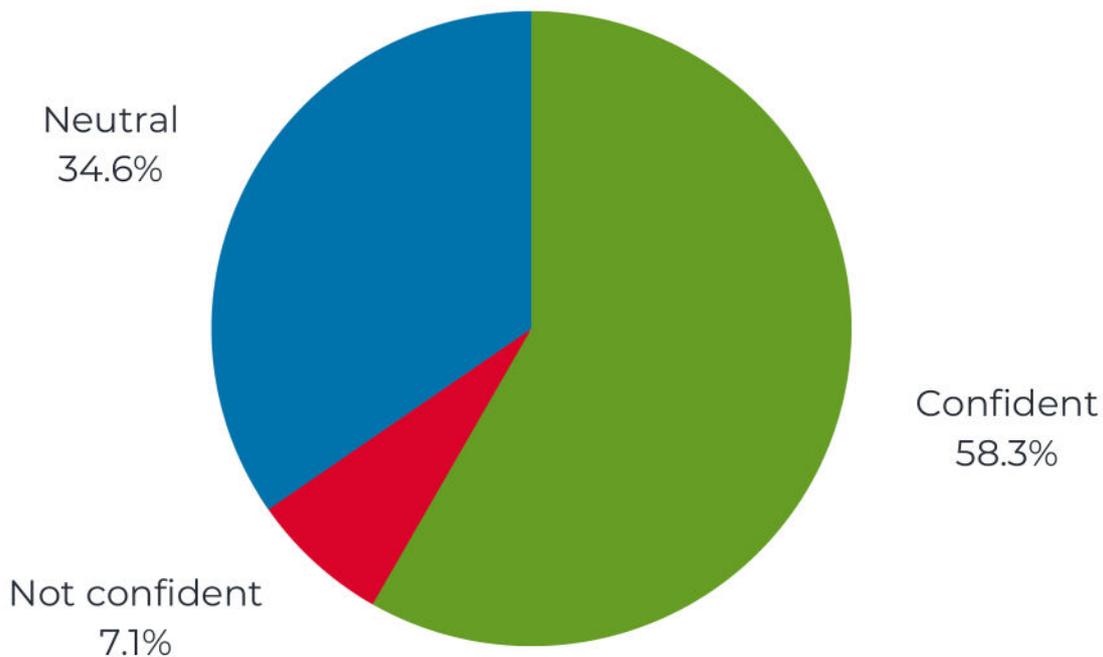
# How confident are you that you will enjoy working in the automotive industry



According to our survey results, an impressive 89% of young vehicle technicians expressed strong confidence that they will enjoy their careers within the automotive industry.

With the majority of young technicians exhibiting such passion for their work, it is essential for employers to nurture this talent and create an environment that encourages growth and engagement. By investing in the future of these aspiring vehicle technicians, the automotive industry will ensure its continued growth and success.

# How confident are you that you will find a well-paid job in the automotive industry after college?



While almost 9 in 10 young vehicle technicians express enthusiasm for working in the sector (see page 12), their confidence in securing a well-paid job is considerably lower. Only 58% of respondents believe that their future role will be financially rewarding, which raises concerns over the industry's ability to attract and retain talent.

It is crucial for employers to address this issue and raise the confidence levels of potential hires. As the skills obtained through automotive college are highly transferable, a lack of attractive wages is likely to result in college leavers seeking employment opportunities elsewhere. This could have serious consequences for the industry's growth and sustainability, not to mention the loss of valuable talent.

In light of this situation, it is imperative that employers offer competitive salaries and benefits packages to vehicle technicians. By doing so, they will not only attract and retain top talent but also foster a more positive image of the industry, encouraging young people to pursue a career path in the sector. The automotive industry has so much to offer in terms of innovation, technology and career development, and by providing attractive remuneration packages, we can ensure that young talent is encouraged to stay and help drive the industry forward.

# Conclusions

## 1

**Our survey results point towards a positive trend, suggesting that the passion and dedication of young vehicle technicians is matched by a sense of confidence in the prospects and potential of this field.**

It speaks to the importance of investing in the education and training of future professionals in the industry, and ensuring that there are ample opportunities for growth and advancement available to them.

## 2

**In today's rapidly changing job market, the fact that young people are choosing vehicle technician as a long-term career is a testament to the value and significance of this profession.**

As we move forward, it will be essential to continue promoting and supporting this field, so that we can ensure a strong and sustainable future for both the industry and the skilled professionals who are dedicated to it.

## 3

**The automotive industry has much to offer in terms of innovation and technology, making it an exciting industry to work in.**

However, to ensure that young talent is incentivised to stay and contribute to the industry's growth, it is essential to provide attractive salaries and benefit packages.

## 4

**Amid the automotive industry's skills shortage, supporting qualified vehicle technicians without practical experience is vital. This can be achieved by adopting inclusive and accessible employment practices in our sector.**

It is essential to prioritise efforts to retain these passionate young vehicle technicians in the industry. Doing so will help sustain growth and innovation within the sector, safeguarding its continued success for many years to come.



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