

Report 3

April 2013

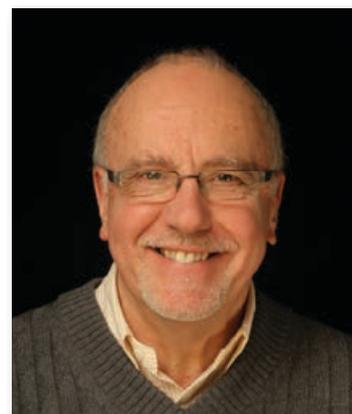


# Attitudes to UK Industry Study April 2013

Welcome to the latest in our series of studies which will form part of our annual report into the attitudes of employees, shareholders and consumers towards UK Industry.

I am pleased to note that this report has been produced in association with our friends at Plant and Works Engineering magazine. Our long association with editors at key industry titles is very important to us and the valuable insight that they have regarding UK industry helps us to shape the nature of this research.

It has never been clearer that sustainability has captured the public's imagination and entered the general lexicon but we must look to the future for UK industry to gain advantage. To be at the heart of European and global growth in the renewables market, among others, education in the subjects and skills to produce tomorrow's engineers must not be allowed to drop down the agenda.

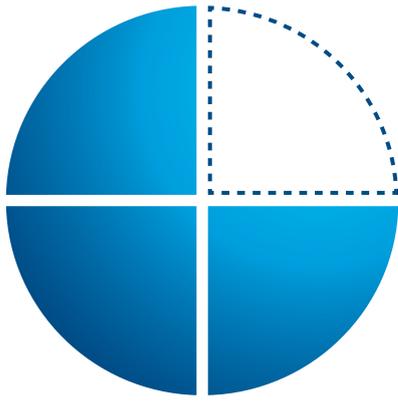


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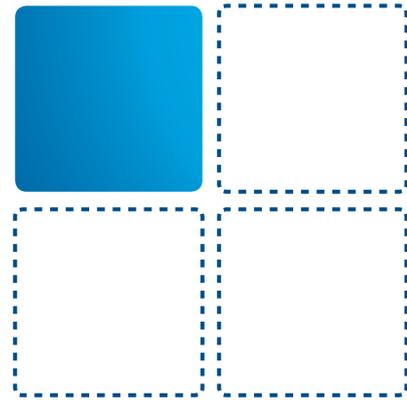
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*John Fisher*



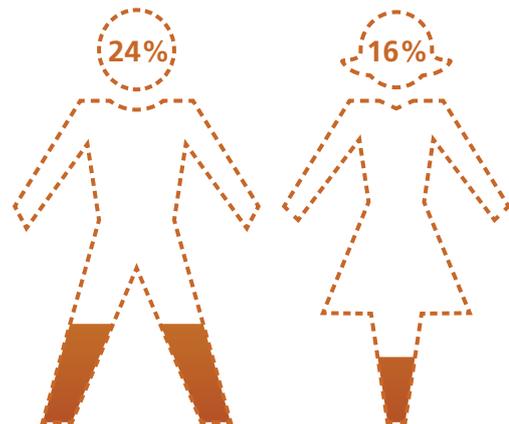
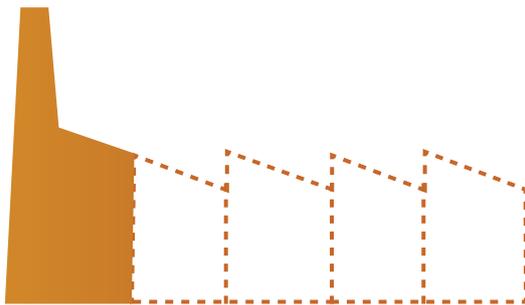
**Environmental AND Economic sense**

Three in four UK adults (**76%**) believe that renewable energy is the future for the planet and will be important to the global economy of the future. They would like to see government initiatives to support the renewables industry including investment plans and tax breaks. This view is fairly evenly spread across all age ranges and between men and women.



**Caution about reality**

More than one in four though (**29%**) say that the reality is that the UK will not be able to keep up and government support is better used in traditional industry such as automobiles.



**Move on from Fossils?**

Just one in five (**20%**) is persuaded to the view that new ways of extracting and getting the best from fossil fuels and abundant natural gas will drive down the price of energy and push the currently more expensive renewables out of the market. Nearly one in four men (**24%**) compared to **16%** of women take this position.



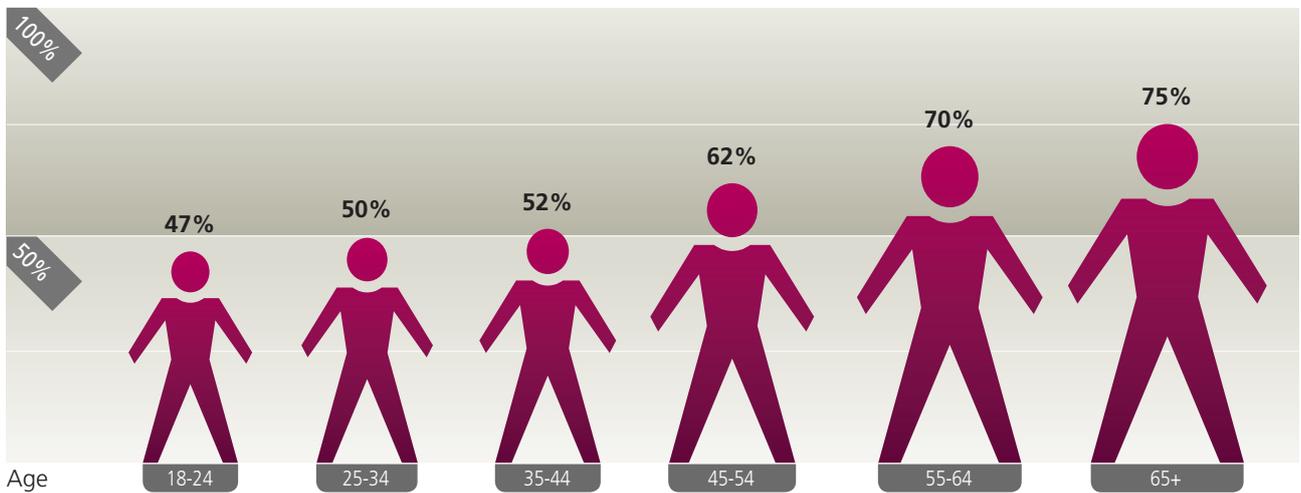
**Green leaders**

Two in three (**66%**) say that Britain should be leading the way on green manufacturing.

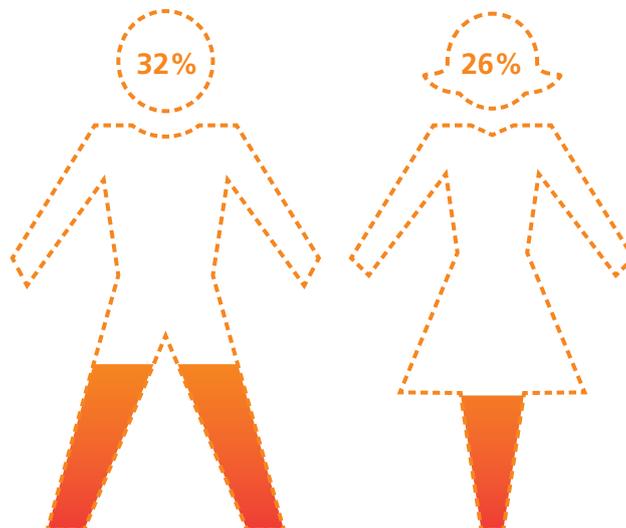


**SETs appeal**

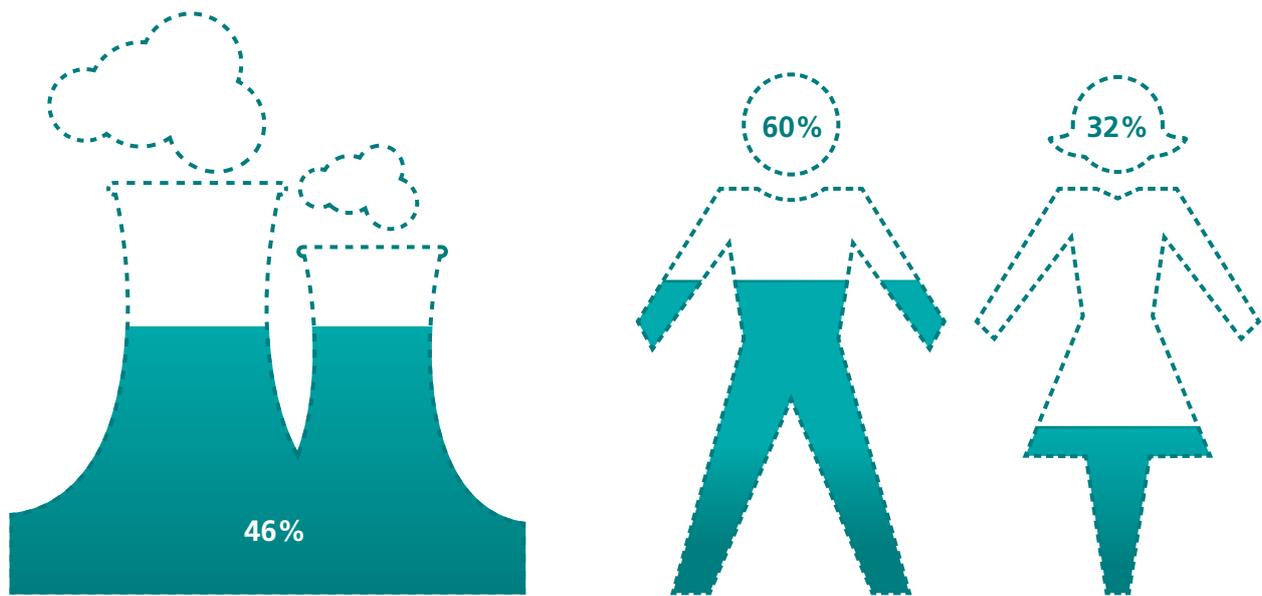
Science, Engineering and Technology (SET) Skills should be given greater priority than any others in schools and colleges according to six in ten adults (**61%**) but significantly this is represented by **69%** men compared to **52%** of women.



Younger people are less convinced that SET skills should be given greater priority than others with 18-24 year olds being least likely to agree with this strategy.



Men (**32%**) are more pessimistic than women (**26%**) that we can keep up and say that government support should go to industries such as automobiles instead.



### Men and Women split over the Atom

While nearly one in two (**46%**) say they would like to see the government invest in a new generation of nuclear power, this is nearly two thirds of men (**60%**) versus one in three women (**32%**).

\*2088 UK Adults were interviewed online by Populus 22nd-24th March 2013. Results have been weighted to be representative of all GB adults. Populus is a member of the British Polling Council and abides by its rules.

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Following roles with English Electric, Brown Boveri, the Rank Organisation, Delta and Jeumont-Schneider he set up Fisher Industrial Marketing in 1988 to provide a specialist marketing and public relations service to companies working with electrical, mechanical and electronic equipment and systems, whether for capital plant or OEM components.

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