



## Report

### Spring 2020

# Hello and welcome to our 2020 Attitudes to UK Industry (ATUKI) survey.

The coronavirus pandemic has disrupted global supply chains and resulted in many UK factories switching production to medical devices and products in a bid to help the NHS cope. Manufacturing has taken a central role in the unfolding drama and rarely in recent times has it been the subject of so much media and public attention.

#### **But what does the UK public think about the UK manufacturing response?**

Our snapshot poll seeks to cut through the media commentary by asking a representative sample of 2000 UK adults for their opinion on a range of topics raised by coronavirus. The results offer an insight into changing public opinion about the importance and relevance of UK manufacturing.

More than two in three of those questioned believe that the UK manufacturing sector has risen to the challenge of Coronavirus, with just 6% disagreeing with them. This huge public vote of confidence in our often beleaguered and under-supported sector is just one of several remarkable statistics thrown up by our research. Three quarters of respondents believe more strongly in the importance of UK manufacturing as a result of the pandemic, while a similar proportion (74%) believe that a strategic long-term plan for helping UK manufacturing to be more productive and competitive will help insulate us from future pandemics and go some way to protect UK GDP, of which manufacturing contributes over 17%.

Our study clearly shows that the UK public has swung behind UK industry at a time when many manufacturers have stepped up to support the nation and its much-loved health service. What lies ahead now is a very testing period for UK industry as we face down the resultant economic turmoil of the pandemic. As productivity, skills, trade barriers and environmental factors all continue to grow in importance, UK industry is approaching a time of generational importance.

Meanwhile, the need for industrial companies to adapt to the digital era holds the promise of meeting the challenge and more besides – I believe that the UK is actually very well placed to be a global leader in the era of industry 4.0 and digital transformation. Public support for the sector, if mirrored by strategic leadership and government support, offers a unique opportunity for UK industry to rise from this era stronger than ever, but the challenge must not be underestimated – the stakes simply couldn't be higher.



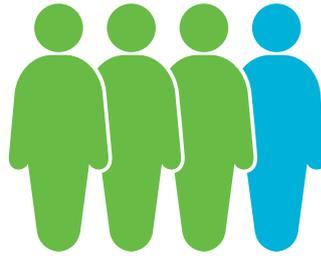
*Tom Spencer*

Managing Director



## The importance of UK manufacturing

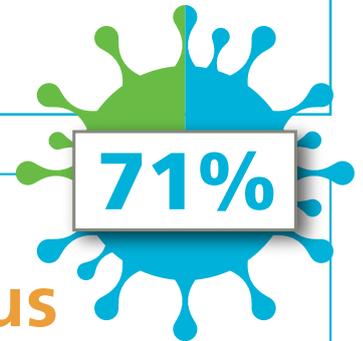
Three in four UK adults (**75%**) believe more strongly in the importance of UK manufacturing as a result of coronavirus.



**75%**

## UK manufacturing has risen to the challenge of coronavirus

More than seven in ten UK adults believe that UK manufacturing has risen to the challenge of coronavirus.



**71%**

## Three in four people concerned about imports

UK public worries about over reliance on cheap imported goods in the wake of coronavirus – **76%** of respondents agreed with the statement

**“The UK public is too reliant on cheap imported goods from abroad”**



**76%**

## Industry vs services

More than two in three UK adults (**68%**) believe that the UK economy should be rebalanced to raise the contribution of industry as compared with services.



**68%**

## Special case for Government support

Three in four UK adults (**73%**) believe that manufacturing should be a special case for government support to safeguard our future in the wake of coronavirus outbreak.



**73%**

## Strategic long-term plan

Three quarters (**74%**) of UK adults believe that a strategic long-term plan for helping UK manufacturing to be more productive and competitive will help insulate the country from future pandemics.



**74%**

## About the sponsors: Cadence Innovation Marketing



We are a hands-on consultancy with a heritage spanning twenty five years in the industrial and manufacturing sector. Our knowledge, expertise and contacts within these sectors in second to none. We have a number of industry initiatives that create opportunities, encourage media interest and provide strategic insight on trends and issues. Our Attitudes to UK Industry polls and the regular First Friday Club Editors' Briefings ensure that we are the best-connected technical strategic marketing firm in the UK. Additionally we provide direct support to executives for media interviews, facilitate media relations for key spokespersons, deliver and support events.

### The Team

- is technically and professionally prepared to provide deep-diving strategic consultancy within the industrial setting. We consult with some of the largest industrial organisations on global strategic initiatives and offer a comprehensive solution to start-up businesses with an eye on rapid market penetration.
- has an accumulated and wide understanding of industrial technology-based on experience in industry and writing about developments at the forefront of the technologies.
- has in-depth knowledge of various markets including direct experience of the OEM and end user sectors, regulatory bodies and technical publishing.



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