

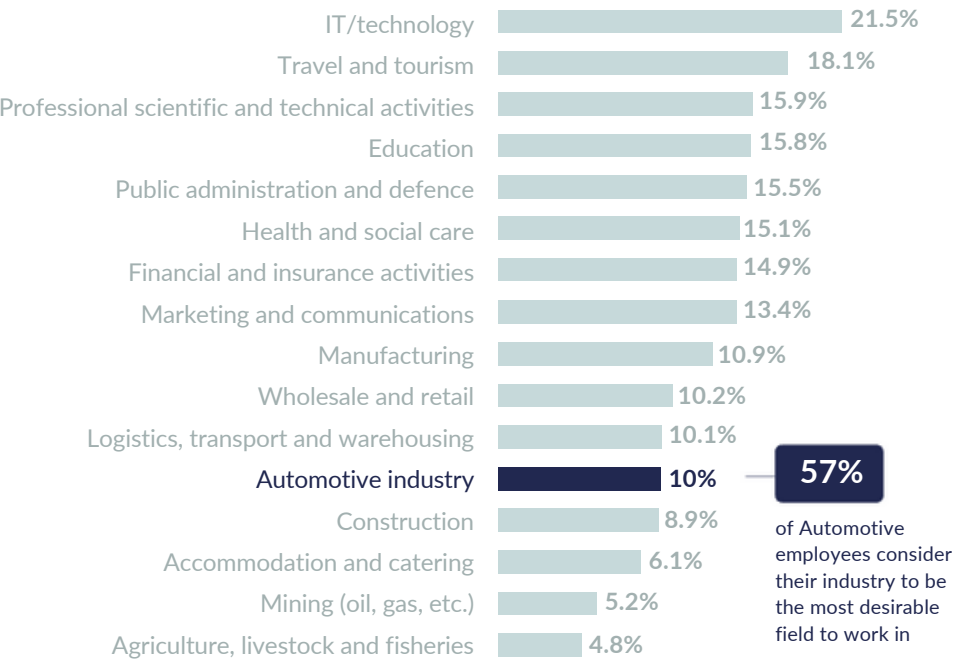
How attractive is automotive compared to other industries?

As part of our research, we asked **both Automotive and non-Automotive workers** ‘What do you think is the best sector to work in?’

Looking at the aggregated scores of both groups, the Automotive industry ranked 12th - a clear indicator that it has challenges with its reputation.

Source
Gi Group Holding,
Automotive
International
Survey - 2023

Industry investment in DEI targets and quotas



It's evident that the Automotive industry has plenty of room for improvement compared to other industries. But does everyone within the industry feel the same way?

To explore this question, we divide the data by gender as well as age group. The industry was slightly more attractive to men, who ranked the industry at number nine, compared to 12 for women.

The data also showed that younger workers - i.e. Gen Z and Millennials - found the sector slightly more attractive than Gen X and Baby Boomers did. But the most useful insight here is that Gen Z and Millennials both found IT the most attractive sector.

By positioning themselves as highly innovative and tech-focused, Automotive companies can make themselves attractive to younger workers who are interested in IT. The sector's **high demand for specialised roles and increasing focus on innovation** could interest candidates looking for alternative career paths in tech.

Source
Gi Group Holding,
Automotive
International
Survey - 2023

Reputation of the Automotive sector across countries by generation



Marco Santucci

Chief Executive Officer, Jaguar Land Rover Italia

The question is not whether the automotive sector is attractive or not, but whether the company itself can be the best choice for a young graduate. Organisations must try to be innovative, projected towards the future and offer new forms of recruitment and work experience.

What are the top motivational drivers for Automotive talent?

In order to attract the best talent, companies need to understand what's currently drawing workers to the sector. To explore the issue, we asked experts and workers ‘What factors do you think influence the decision to apply for a role or company in the Automotive industry?’

The most popular reason (at 35%) was the **reputation of the brand/company**. Automotive companies have the unique advantage of being well-known publicly, so having a well-recognised brand on their CV can be a major advantage for professionals.