

Bosch Shares Findings of Tech Compass 2023 Majority of Americans Believe Technology Improves the World

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- ▶ Trust in technology: 76% of Americans believe technology has made the world a better place
- ▶ Climate action: Three-fourths of U.S. respondents believe climate engineering and biotechnology have the greatest sustainability impact
- ▶ Prepared for change: 81% of Americans believe the U.S. is prepared for rapid advancements in technology
- ▶ Virtual automotive retail: 33% of respondents are receptive to buying a car in the metaverse.

LAS VEGAS – As new innovations emerge to address systemic global topics such as sustainability, energy independence and safety, questions arise regarding which technologies are the most impactful, cost-effective, and realistic. The results of the annual 2023 Bosch Tech Compass, a survey highlighting consumer technology sentiment, arrived at an ideal time.

The 2023 Bosch Tech Compass results show 76% of Americans believe technology has made the world a better place, slightly higher than the average global response. They highlight safety and better health as the top two areas of improvement. Most Americans also identified AI and automated driving as two of the most influential technologies in the future.

The annual Tech Compass provides a pulse check on tech sentiment by surveying 11,000 global consumers in seven countries on a range of topics, including: the positive and problem-solving ability of technology, its impact on the environment, the future of technology and its economic benefits.

“As a technology leader, we believe it is imperative to take responsibility for people, the environment, and society – especially in times of fundamental change, as we’re experiencing now,” said Mike Mansuetti, president, Bosch in North America. “Technology and sustainability are at the core of everything we do at Bosch and understanding consumer point of view helps guide our mission.”

Prepared for Advancement

Seventy-one percent of respondents globally consider their countries to be well equipped to deal with accelerating technological change. U.S. sentiment was much higher with 81% indicating they are confident in the country's ability to handle and embrace the rapid development of new technology.

Battling Climate Change

Of global respondents, 83% said they agree with the statement that "future technological progress will be key to combating climate change." This is an increase of 7 points over 2022 results. In the U.S., 77% of respondents agreed with that statement and believe climate engineering and biotechnology have the greatest impact on driving future sustainability initiatives.

At least three out of four respondents globally believe that the more a company focuses on sustainable technologies, the more economic success it will have in the future.

Energy Sources

As various regions of the world shift to renewable energy, Americans would like to see more investment in solar (61%), wind (43%) and water (37%). Of all global respondents, Americans have the highest belief that oil (21%), and gas (24%) continue to serve as valuable sources of energy.

Metaverse, foreign language and time travel

The Tech Compass also includes insights on lifestyle, such as willingness to buy vehicles in the metaverse, embedding foreign language capability in human brains and time travel. Survey respondents in China have the highest interest (75%) in automotive retail joining the metaverse, while only one-third of U.S. respondents were interested. Seventy percent of Americans are interested in having a foreign language of their choice embedded in their brain and more than half are interested in traveling back in time.

"This year's survey results saw an increased trust in technology and belief that technology is essential for sustainability," Mansuetti said. "As an industry, we still have a long way to go, but a sustainable way of life is Bosch's clear vision, and we will be part of the solution. Today, companies shouldn't have to choose between being profitable and doing what's best for the planet. Both are quite possible."

Survey Methodology

People over age 18 in seven countries (Brazil, China, Germany, France, India, the U.K., and the U.S.) were polled online on behalf of Robert Bosch GmbH in September 2022. In Germany, France, and the United Kingdom, 1,000 people were polled per country; in Brazil, China, India, and the U.S., it was 2,000 people each. The random samples are representative of their respective countries in terms of region, gender, and age (Brazil, Germany, France, U.K., U.S.: 18 to 69 years / China, India: 18 to 59 years).

Click [here](#) to view the complete 2023 Bosch Tech Compass.

*To make the survey easier to read and interpret, it compares the global average figures for 2023, which are based on 7 countries, with the global average figures for 2022, which are based on 5 countries. Taking the same 5 countries from the Bosch Tech Compass 2022 as the basis for calculating the global average figure for 2023 yielded a similar result.

Bosch at CES 2023:

- **PRESS CONFERENCE: Wednesday, January 4, 2023**, from 8:00 to 8:45 a.m. (PST) with Dr. Tanja Rückert, member of the board of management of Robert Bosch GmbH, and Mike Mansuetti, president of Bosch in North America, in Ballroom F, Mandalay Bay Hotel, Las Vegas, **South Convention Center, Level 2**, as well as **livestreamed** on the [Bosch Media Service](#).
- **BOOTH: January 5 – 8, 2023**, in the Central Hall, booth #16115.
- **LIVE DRIVING EXPERIENCE: Fusion of digital cockpit technologies and advanced driver assistance systems domains: January 5 – 8, 2023**, LVCC, Central Hall, Central Plaza.
- **FOLLOW** the Bosch CES 2023 highlights on Twitter: **#BoschCES**.
- **PANEL “Industrial Transformation with Robots Powered by AI” on Thursday, January 5, 2023, 10:00 a.m.**, Las Vegas Convention Center West / W216-218, session with Zico Kolter, Chief Scientist of AI at Bosch.

Contact person for press inquiries:

Tim Wieland

Phone: +1 248 410 0288

Twitter: @timwieland

About Bosch

Having established a regional presence in 1906 in North America, the Bosch Group employs nearly 35,500 associates in more than 100 locations, as of December 31, 2021. In 2021, Bosch generated consolidated sales of \$13.5 billion in the U.S., Canada and Mexico. For more information, visit www.bosch.us, www.bosch.ca and www.bosch.mx.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 402,600 associates worldwide (as of December 31, 2021). The company generated sales of \$93.1 billion in 2021. Its operations are divided into four business sectors: Mobility Solutions,

Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 128 locations across the globe, Bosch employs some 76,100 associates in research and development, of which more than 38,000 are software engineers.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, [www.twitter.com/BoschPresse](https://twitter.com/BoschPresse).

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