

Manufacturing matters: The public's view of US manufacturing

Manufacturing is consistently recognized worldwide as one of the industries that contributes most to the economic prosperity of a nation and its citizens. Why then are US manufacturers facing a gap—not only in finding the skills needed, but also in Americans' interest in pursuing long-term careers in manufacturing? To explore this dilemma, The Manufacturing Institute and Deloitte have teamed up to conduct the 6th US Public Opinion of Manufacturing study. The study reveals Americans remain steadfast in their support of manufacturing. By leveraging these insights, US manufacturers gain opportunities to strengthen interest, support, and engagement in the US manufacturing industry.

Americans value a strong manufacturing sector...



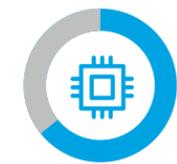
83% believe manufacturing is important to America's economic prosperity

Manufacturing is ranked among the **most important** industries in maintaining a strong US economy

- Technology
- Healthcare
- Manufacturing**
- Energy production
- Communications
- Financial
- Retail



8 in 10 Americans believe US manufacturing is important to maintain Americans' standard of living



64% believe the US manufacturing industry is high-tech

Yet Americans are reluctant to choose careers in manufacturing

One-third of Americans would not encourage their children to pursue a manufacturing career



because...



77% Worried about security and stability

70% Not a strong career path

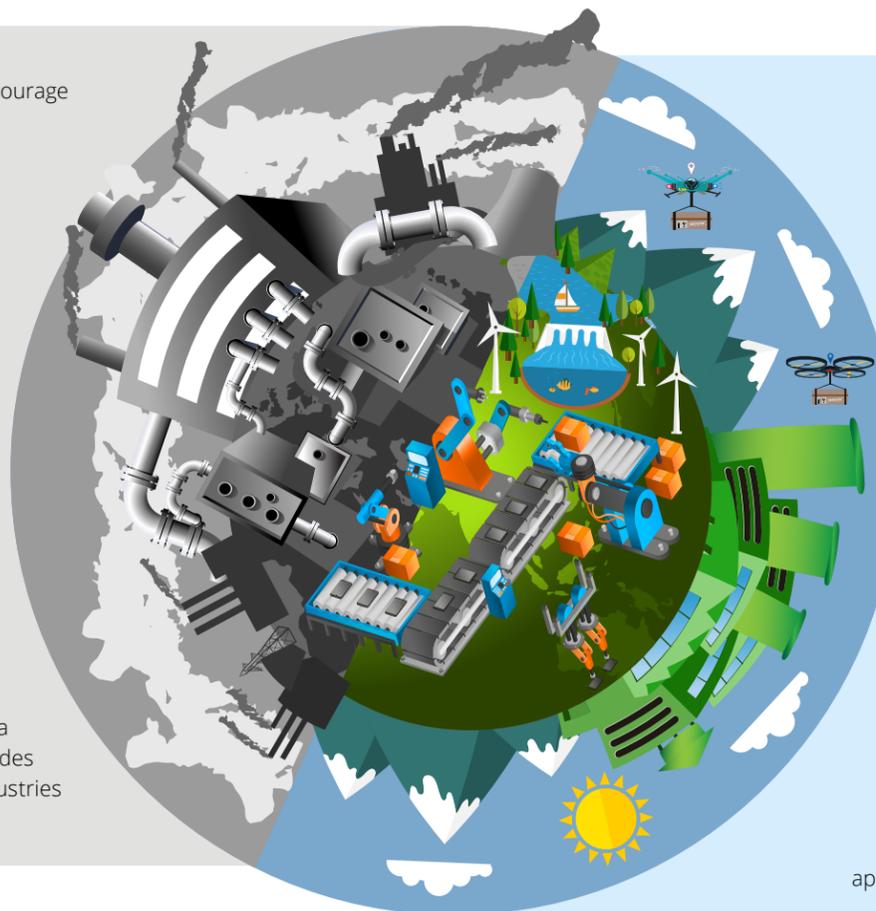
64% Does not pay enough



67% believe manufacturing jobs are interesting and rewarding



Yet **only half** believe a career in manufacturing provides good pay relative to other industries



Americans have strong views on what needs to change, and when the industry engages, perceptions improve



7 in 10 believe the US should invest more in manufacturing



88% believe manufacturing jobs require high technical skills

Americans believe **targeted programs** would increase interest in manufacturing careers



67% internships and apprenticeship programs



62% manufacturing certification or degree programs



Those familiar with manufacturing are nearly **2X as likely** to encourage children to pursue a manufacturing career