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...

Yet Americans are reluctant to choose careers in manufacturing

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

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