

# Why Manufacturing Matters

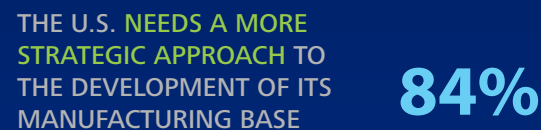
Manufacturing capabilities are a strong predictor of a growing economy and a critical enabler of middle class prosperity — just think of Japan, Korea, China, or Germany. In the United States, however, manufacturing is experiencing a crisis of confidence. Americans view the manufacturing sector as fragile and unstable, yet remain steadfast in their support. Sound like a world of paradoxes? Here are a few things we found in our research that outline why manufacturing matters.

For more of our findings, visit: [www.deloitte.com/us/competitiveness](http://www.deloitte.com/us/competitiveness)

**Our survey of average American citizens reveals that they are steadfast in their support of manufacturing**

## Percentage of respondents who believe that...

THE MANUFACTURING INDUSTRY IS VERY IMPORTANT TO:



Source: Deloitte LLP and the Manufacturing Institute, 2012 Public Perception Study

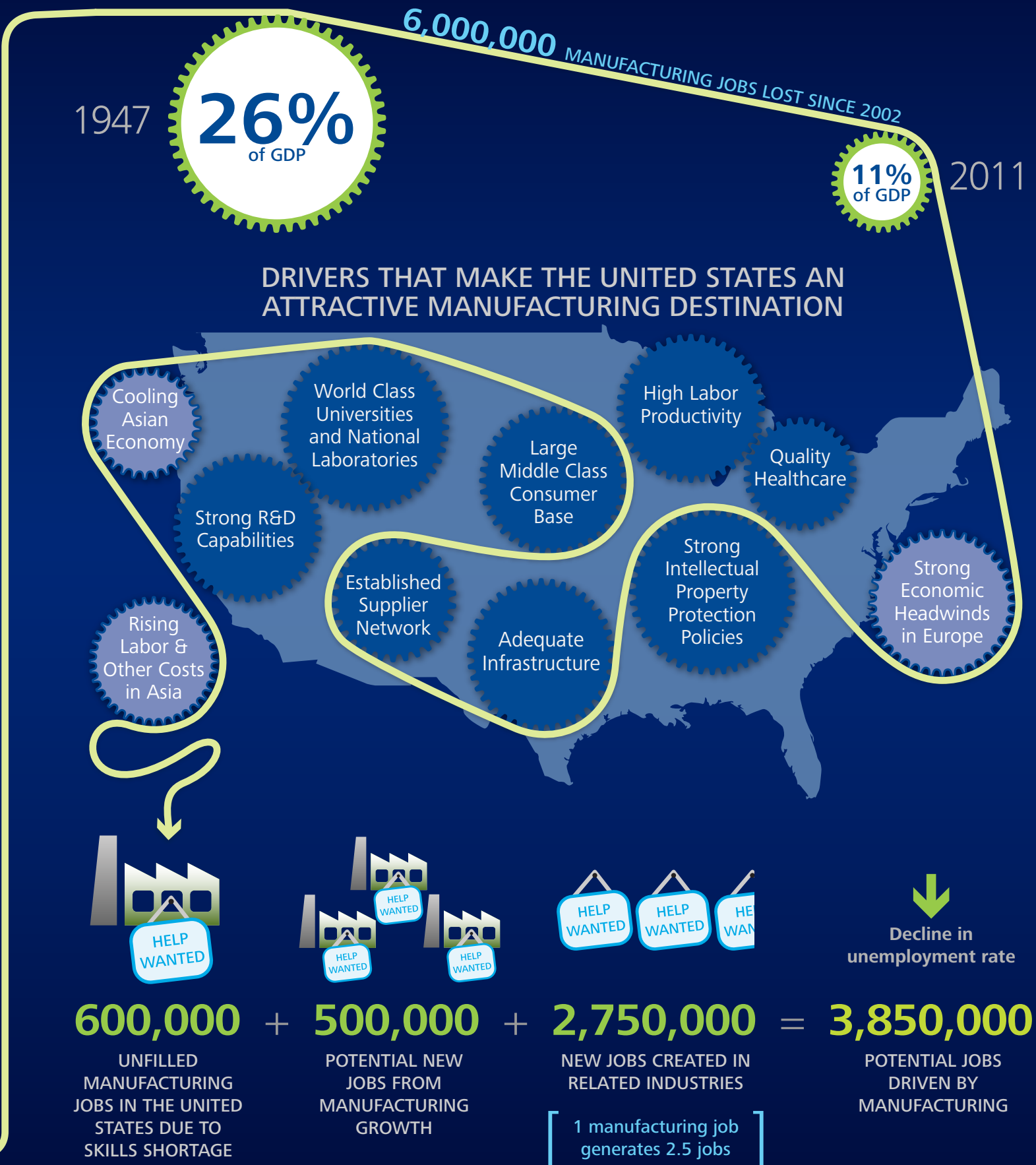
**Additional research identifies key drivers that improve competitiveness for companies and countries**

## Drivers of manufacturing competitiveness

- Talent-driven innovation
- Economic, trade, financial, and tax systems
- Cost and availability of labor and materials
- Supplier network
- Legal and regulatory system
- Physical infrastructure
- Energy costs and policies
- Local market attractiveness
- Healthcare systems
- Government investment in manufacturing and innovation

Source: Deloitte LLP and U.S. Council on Competitiveness, 2013 Global Manufacturing Competitiveness Index

## Manufacturing opportunity in the United States



Sources:

Uday Karmarkar, "The Increase in U.S. Manufacturing Jobs Is Nothing to Cheer About," *Harvard Business Review* (January 20, 2011), [http://blogs.hbr.org/cs/2011/01/why\\_the\\_increase\\_in\\_us\\_manufac.html](http://blogs.hbr.org/cs/2011/01/why_the_increase_in_us_manufac.html).

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