

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...



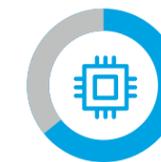
83% believe manufacturing is important to America's economic prosperity



7 in 10 believe the US should invest more in manufacturing

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

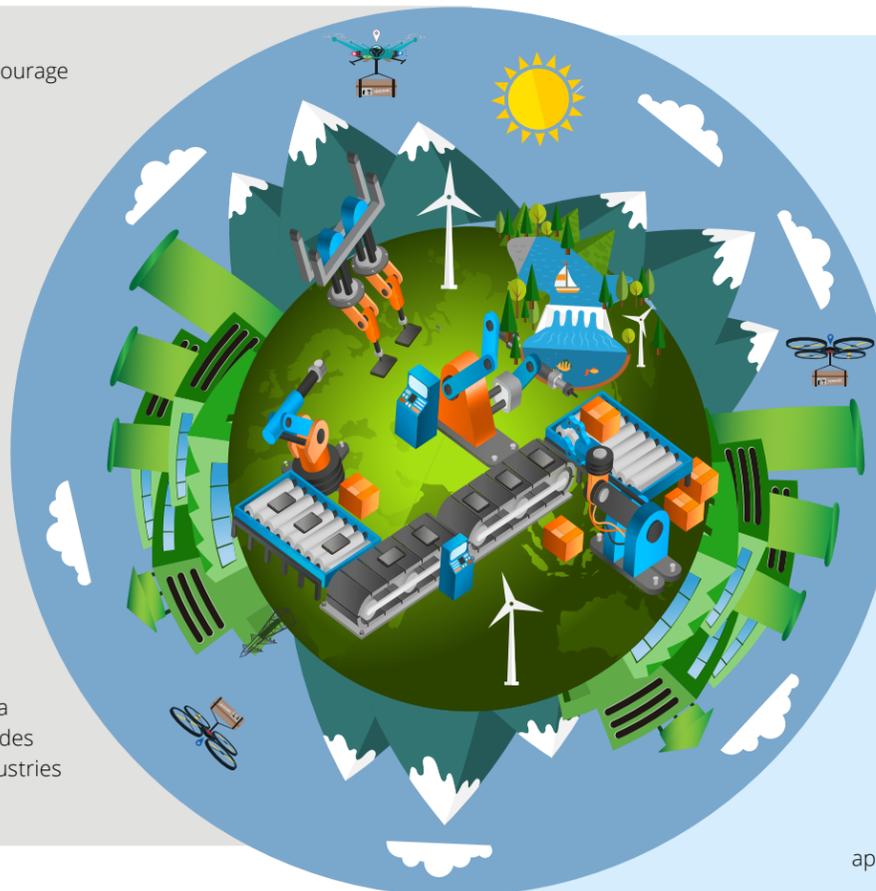
64% Does not pay enough



67% believe manufacturing jobs are interesting and rewarding



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



Americans are optimistic about future manufacturing jobs, and believe perceptions can improve.



Americans believe future jobs will have better career prospects ...

88% require higher level of tech expertise and skills

81% cleaner and safer environments

77% more innovative

74% more creative

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



67% internships and apprenticeship programs



62% manufacturing certification or degree programs



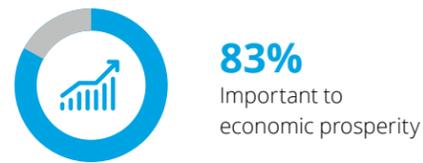
Those familiar with manufacturing are nearly

2X as likely

to encourage children to pursue a manufacturing career

Manufacturing matters: Top 10 US public opinions about the manufacturing industry

1 Americans believe **manufacturing is vital**



2 76% of Americans believe the **US should further invest in manufacturing...**



and 69% believe it should be a national priority

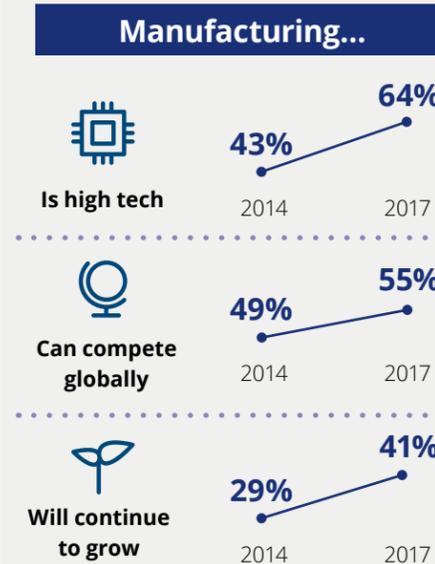


3 Americans support **manufacturing job creation**



Ranked #1
by **parents of school age children, Gen X, and those familiar** with the industry

4 Perception of **manufacturing is improving**



5 Americans value **benefits, pay, and interesting work**



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



because...



7 Industry familiarity **increases positive perception**

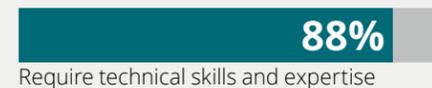


Those familiar with manufacturing are nearly

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8 Americans have a **positive perception about future manufacturing jobs**

They believe manufacturing jobs will...



9 Americans indicate **targeted programs would increase interest in manufacturing careers**



10 Opportunity for manufacturers to **build excitement about advanced manufacturing technologies and careers**



While US executives rank **predictive analytics** and **advanced materials** vital to future manufacturing competitiveness, the general public is largely not aware of these strategically important technologies.

Look again.™

The manufacturing industry provides one of the most stable and secure careers. The average tenure of workers in manufacturing jobs is the highest among all private sector industries at 9.1 years (2016). At the same time, manufacturing jobs have one of the lowest employee turnover (2.3 percent) and quits rate (1.2 percent) in the last five years (2011–2016), among all private-sector industries. (Source: Bureau of Labor Statistics)

Manufacturing jobs pay well. In 2015, the average manufacturing worker in the United States earned \$81,289 annually, including pay and benefits, compared to \$63,830 earned by an average worker in other industries. (Source: Bureau of Economic Analysis and Bureau of Labor Statistics)

US manufacturing jobs offer health benefits to its employees. US manufacturers have one of the highest percentage of workers (92 percent in 2015) who are eligible for health benefits provided by their employer. (Source: Kaiser Family Foundation)

An abundance of skilled workers are needed. Over the next decade, over 3.5 million manufacturing jobs will likely be needed, in part due to retirement of baby boomers and strength of the economy. (Source: Deloitte and The Manufacturing Institute, Skills gap in US manufacturing)