Overwhelming Support: The public's view of U.S. 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 U.S. 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 5th U.S. Public Opinion of Manufacturing study. The study reveals Americans remain steadfast in their support of manufacturing and also uncovers opportunities to strengthen interest, support and engagement in the U.S. manufacturing industry.

Americans value a strong manufacturing sector...

of Americans believe manufacturing is verv important to economic prosperity

Percentage of respondents who believe it is important to...



89% Standard of living 73% National security

Americans believe the industry has **global competitive advantages**

U.S. competitive advantages identified by respondents

Technolog use and

availability

Research and developmen⁻

69% Energy





Americans support manufacturing job creation

Manufacturing Facility 2. Technology development center 3. Energy production facility 4. Healthcare facility

5. Retail center

6. Communications hub 7. Financial institution

If given an opportunity to create 1,000 new jobs in their community, manufacturing tops the list

82% of Americans believe the U.S. should further

invest in the manufacturing industry

Manufacturing is ranked among the most important domestic industries for helping maintain a strong national economy







Yet...

Agree that manufacturing jobs are increasingly available and accessible

Believe

manufacturing jobs

to be interesting

and rewarding

skills is declining

believe school

exposure to

skills

systems provide

manufacturing

Only 1 out of 3

yet Americans are reluctant to choose careers in manufacturing

Americans' confidence in schools systems to provide necessary

Parents would encourage their children to pursue a career in manufacturing

Reasons for not encouraging child or younger generation

66% worried about job security and stability

45% believe the industry has limited career prospects

believe school

systems encourage

students to pursue

manufacturing

careers





Industry familiarity increases positive perception

Americans agree action is necessary to **bolster competitiveness** and increase jobs



U.S. healthcare costs need to decrease



80% U.S. needs a comprehensive energy policy



78% system needs reform

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

U.S. education

Americans indicate targeted programs would increase interest in manufacturing careers



72% Internships, work study or apprenticeship



68% Certification or degree programs for manufacturing skills training



Those familiar with manufacturing are

2X as likely to encourage a child to pursue manufacturing

Those familiar with manufacturing ranked it 3rd as career choice out of 7 key industries compared to others ranking it 5th overall

THREE out of FOUR

Believe manufacturing jobs are the first to be moved to other countries



Over...

Believe a career in manufacturing provides a **good income** relative to other industries

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This survey was conducted online by an independent research company in August 2014, and polled a nationally representative sample of 1,009 Americans.



