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 the 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 US 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 can compete globally

Competitive advantages identified by respondents

Technology use and

Research and development

Energy availability



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

Americans believe manufacturing is a vitally important industry

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



Only 1 out of 3 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

skills is declining

believe school

exposure to

skills

systems provide

manufacturing

53% worried about unfavorable perception of the industry

yet Americans are reluctant to choose careers in manufacturing

Americans' confidence in schools systems to provide necessary

Believe manufacturing jobs to be interesting and rewarding

believe school

systems encourage

students to pursue

manufacturing

careers

Only...

Agree that manufacturing jobs are increasingly available and accessible



THREE out of FOUR

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



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

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



U.S. healthcare costs need to decrease

in manufacturing careers



80% U.S. needs a comprehensive energy policy

Americans indicate targeted programs would increase interest



skills training

78% system needs reform

U.S. education

68% Certification or degree programs for manufacturing

Industry familiarity increases positive perception



Those familiar with manufacturing are

2X as likely to encourage a child to pursue manufacturing



national economy

Ranked career **choice** out of 7 key industries up from 5th overall





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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.



72% Internships,

work study or

apprenticeship

