

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...

90% of Americans believe manufacturing is **very important to economic prosperity**

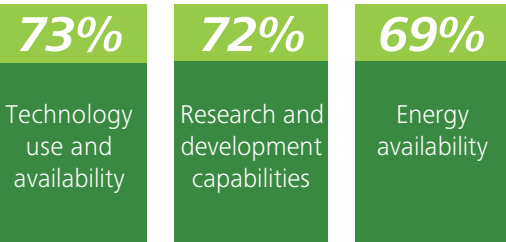


Percentage of respondents who believe it is important to...

89% Standard of living **73%** National security

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

U.S. competitive advantages identified by respondents



Americans **support manufacturing job creation**

#1 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 Americans are reluctant to choose careers in manufacturing

Americans' confidence in schools systems to provide necessary skills is declining



1/2 Believe manufacturing jobs to be **interesting and rewarding**

Only 1 out of 3 Parents would encourage their children to pursue a career in manufacturing

Yet... **1/3** Agree that manufacturing jobs are increasingly **available and accessible**

Reasons for not encouraging child or younger generation



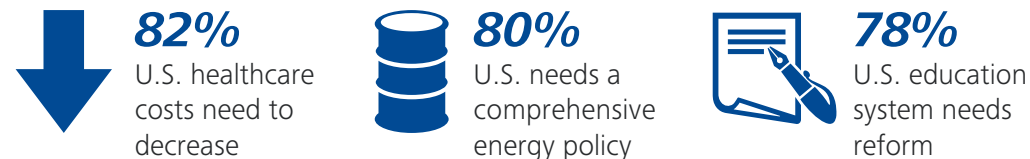
THREE out of FOUR Believe manufacturing jobs are the first to be moved to other countries



Over... **1/2** Believe a career in manufacturing provides a **good income** relative to other industries

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**



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



Industry familiarity **increases positive perception**

Those familiar with manufacturing are **2X as likely** to **encourage a child to pursue manufacturing**

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