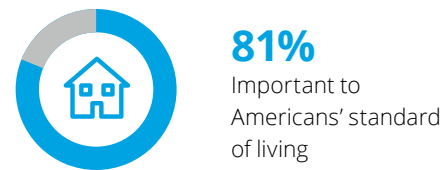
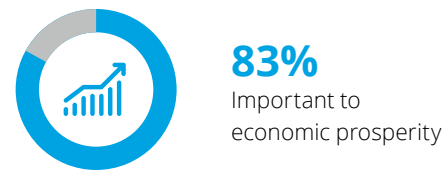
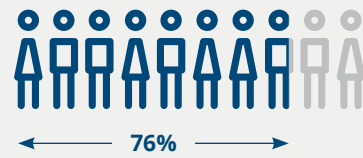


Manufacturing matters: Top 10 US public opinions about the manufacturing industry

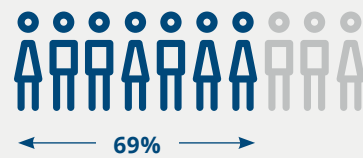
1 Americans believe **manufacturing is vital**



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



and 69% believe it should be a national priority

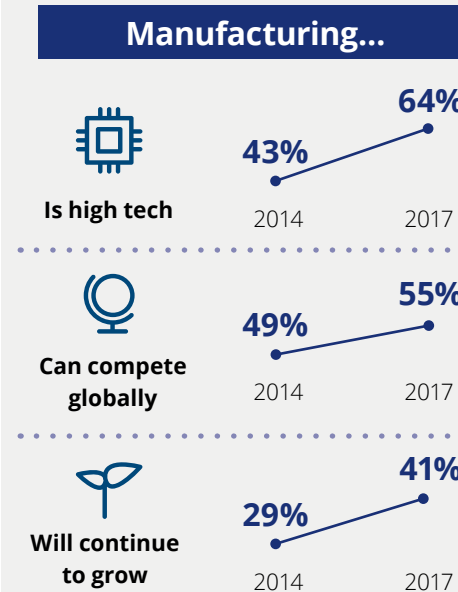


3 Americans support **manufacturing job creation**



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

4 Perception of **manufacturing is improving**



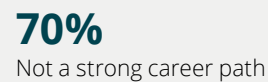
5 Americans value **benefits, pay, and interesting work**



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



because...



7 Industry familiarity **increases positive perception**

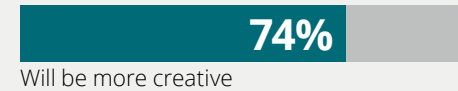
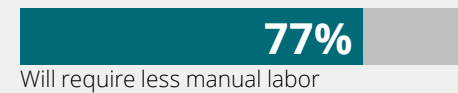
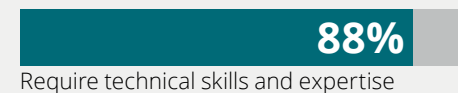


Those familiar with manufacturing are nearly

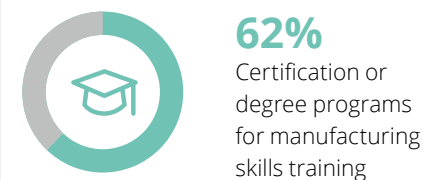
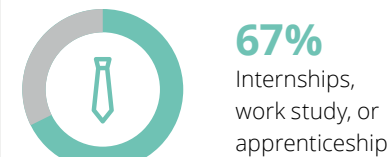
2X as likely
to encourage children to pursue a manufacturing career

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)