## Deloitte.





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

Americans believe manufacturing is vital

83% Important to economic prosperity



81% Important to Americans' standard of living

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

000000000

and 69% believe it should be a national priority

000000000

**Americans support** manufacturing job creation

**Perception of** 

manufacturing is improving Manufacturing...

64% Is high tech 2014 2017 55% Can compete 2017 globally

29% Will continue to grow 2014 2017

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

87% Good benefits



85% Good pay



84% Interesting and rewarding work

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.

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

Look again.™

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), (Source: Bureau of Labor Statistics)

Manufacturing jobs pay well. In 2015, the average manufacturing worker in the United States pay and benefits, compared to \$63,830 earned by an average 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 are eligible for health benefits provided by their employer.

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

not encourage their children to pursue a

0 0 0

One-third of

**Americans would** 

manufacturing career

because...



security and stability

70% Not a strong career path

64%

Does not pay enough

Industry familiarity increases positive perception

Those familiar with manufacturing are nearly

2X as likely

to encourage children to pursue a manufacturing career

Americans have a positive perception about future

Ranked #1

by parents of school age

children, Gen X, and those

**familiar** with the industry

manufacturing jobs

They believe manufacturing jobs will...

88% Require technical skills and expertise 81%

Be cleaner and safer

Will require less manual labor

77% Will be more innovating

74% Will be more creative

77%

Americans indicate targeted programs would increase interest in manufacturing careers



67% Internships, work study, or apprenticeship



62% Certification or degree programs for manufacturing skills training

As used in this document, "Deloitte" means Deloitte & Touche LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

This survey was conducted online during December 2016, and polled a nationally representative sample of 1.030 Americans.