Manufacturing matters: The public’s view of US 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 US 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 6th US Public Opinion of Manufacturing study. The study reveals Americans remain steadfast in their support of manufacturing. By leveraging these insights, US manufacturers gain opportunities to strengthen interest, support, and engagement in the US manufacturing industry.

Americans value a strong manufacturing sector...

Yet Americans are reluctant to choose careers in manufacturing

One-third of Americans would not encourage their children to pursue a manufacturing career because...

77% Worried about security and stability
70% Not a strong career path
64% Does not pay enough

Yet only half believe a career in manufacturing provides good pay relative to other industries

67% believe manufacturing jobs are interesting and rewarding

Americans believe future jobs will have better career prospects...

88% require higher level of tech expertise and skills
81% cleaner and safer environments
77% more innovative
74% more creative

Americans believe targeted programs would increase interest in manufacturing careers

67% internships and apprenticeship programs
62% manufacturing certification or degree programs

Those familiar with manufacturing are nearly 2X as likely to encourage children to pursue a manufacturing career