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

1. Americans believe manufacturing is vital.
   - 83% Important to economic prosperity
   - 81% Important to Americans’ standard of living
   - 69% Believe it should be a national priority

2. 76% of Americans believe the US should further invest in manufacturing...
   - Ranked #1 by parents of school age children, Gen X, and those familiar with the industry

3. Americans support manufacturing job creation...
   - Those familiar with manufacturing are nearly 2X as likely to encourage children to pursue a manufacturing career

4. Perception of manufacturing is improving...
   - Manufacturing...
     - Is high tech
       - 43% in 2014, 64% in 2017
     - Can compete globally
       - 49% in 2014, 55% in 2017
     - Will continue to grow
       - 29% in 2014, 41% in 2017

5. Americans value benefits, pay, and interesting work...
   - 87% Good benefits
   - 85% Good pay
   - 84% Interesting and rewarding work

6. One-third of Americans would not encourage their children to pursue a manufacturing career...
   - 77% Worried about security and stability
   - 70% Not a strong career path
   - 64% Does not pay enough

7. Industry familiarity increases positive perception...
   - 76% of Americans believe the US should further invest in manufacturing...

8. Americans have a positive perception about future manufacturing jobs...
   - They believe manufacturing jobs will...
     - Require technical skills and expertise
       - 88%
     - Be cleaner and safer
       - 81%
     - Will require less manual labor
       - 77%
     - Will be more innovative
       - 77%
     - Will be more creative
       - 74%

9. 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

10. Opportunity for manufacturers to build excitement about advanced manufacturing technologies and careers...
    - 77%

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 51 years (2016). At the same time, manufacturing jobs have one of the lowest employee turnover (2.3 percent) and quit rate (1.2 percent) in the last five years (2011-2016), among all private-sector industries.

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.

US manufacturing jobs offer health benefits to its employees. US manufacturers have one of the highest percentage of workers (92 percent in 2016) who 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.