

Overview

Given the essential role of data and analysis in shaping a policy debate, The Manufacturing Institute's Center for Manufacturing Research¹ is now offering member companies and associations custom research products to advance and inform their own business and policy agendas.

Whether facing onerous legislation, shifting priorities, seeking external validation of advocacy strategy or simply pushing ahead of the competition, possible avenues of research include, but are not limited to, the following:

- ▶ Economic impact studies for an industry, including national, regional and state-level analysis
- ▶ Macroeconomic forecasts and trends for an industry or the economy
- ▶ Labor market research for the sector, including salary surveys
- ▶ Legislative and regulatory impact analysis for an industry or the U.S. economy
- ▶ Member surveys and/or industry-specific measures of activity
- ▶ Benchmarking studies of company or industry performance

Deliverables

Analysis of complex issues and economic impact is only the first step in achieving policy objectives; the other half is communicating those findings to stakeholders. In addition to delivering data and economic analysis, the Center for Manufacturing Research can provide the following:

- ▶ Backgrounder
- ▶ One-pager
- ▶ Press release
- ▶ Custom print-quality graphics and layout services
- ▶ Other promotional items at additional charge

Expertise

Led by Dr. Chad Moutray, the National Association of Manufacturers' (NAM) chief economist and the director of the Center for Manufacturing Research, each engagement leverages the internal expertise of the Institute and the NAM and partners with expert data and analysis firms to support the research engagement.

How Do I Get Started?

If you are interested in brainstorming possible projects, contact Chad Moutray directly at (202) 637-3148 or by e-mail at cmoutray@nam.org.



¹ The Center for Manufacturing Research is part of the Institute, the 501(c)(3) affiliate of the NAM. The Institute is driving an agenda to research and support manufacturing excellence, innovation and talent and deliver solutions to make manufacturers in America globally competitive.

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