Overwhelming Support: The public’s view of U.S. 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 U.S. 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 5th U.S. Public Opinion of Manufacturing study. The study reveals Americans remain steadfast in their support of manufacturing and also uncovers opportunities to strengthen interest, support and engagement in the U.S. manufacturing industry.

Americans value a strong manufacturing sector...

90% of Americans believe manufacturing is very important to economic prosperity

Percentage of respondents who believe it is important to...

- Standard of living: 89%
- National security: 73%

Americans believe the industry has global competitive advantages

U.S. competitive advantages identified by respondents:
- Technology use and availability: 73%
- Research and development capabilities: 72%
- Energy availability: 69%

Americans support manufacturing job creation

#1 Manufacturing Facility
1. Technology development center
2. Energy production facility
3. Healthcare facility
4. Retail center
5. Communications hub
6. Financial institution
7. Technology development center

If given an opportunity to create 1,000 new jobs in their community, manufacturing tops the list

82% of Americans believe the U.S. should further invest in the manufacturing industry

Manufacturing is ranked among the most important domestic industries for helping maintain a strong national economy

1/2 Believe manufacturing jobs to be interesting and rewarding

Only 1 out of 3 Parents would encourage their children to pursue a career in manufacturing

Reasons for not encouraging child or younger generation:
- Worried about job security and stability: 66%
- Believe the industry has limited career prospects: 45%

Believe a career in manufacturing provides a good income relative to other industries

1/2 Over… Believe a career in manufacturing provides a good income relative to other industries

Believe manufacturing jobs are the first to be moved to other countries

THREE out of FOUR

Parents would encourage their children to pursue a manufacturing career

82% of Americans believe the standard of living is very important to economic prosperity

73% of Americans believe national security is very important to economic prosperity

Americans agree action is necessary to bolster competitiveness and increase jobs

- U.S. healthcare costs need to decrease: 82%
- U.S. needs a comprehensive energy policy: 80%
- U.S. education system needs reform: 78%

Americans indicate targeted programs would increase interest in manufacturing careers

- Internships, work study or apprenticeship: 72%
- Certification or degree programs for manufacturing skills training: 68%

Industry familiarity increases positive perception

Those familiar with manufacturing are 2X as likely to encourage a child to pursue manufacturing

3rd Those familiar with manufacturing ranked it 3rd as career choice out of 7 key industries compared to others ranking it 5th overall

Americans’ confidence in schools systems to provide necessary skills is declining

- Believe school systems provide exposure to manufacturing skills: 53%
- Believe school systems encourage students to pursue manufacturing careers: 30%

Believe school systems provide exposure to manufacturing skills

53%

Believe school systems encourage students to pursue manufacturing careers

30%

Parents would encourage their children to pursue a career in manufacturing

Only 1 out of 3

Reasons for not encouraging child or younger generation:
- Worried about job security and stability: 66%
- Believe the industry has limited career prospects: 45%

66% worried about job security and stability

45% believe the industry has limited career prospects

THREE out of FOUR Receive a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms. Please see www.deloitte.com/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms. Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.com/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms. Certain services may not be available to attest clients under the rules and regulations of public accounting. Copyright © 2014 Deloitte Development LLC. All rights reserved. Member of Deloitte Touche Tohmatsu Limited. This survey was conducted online by an independent research company in August 2014, and polled a nationally representative sample of 1,009 Americans.