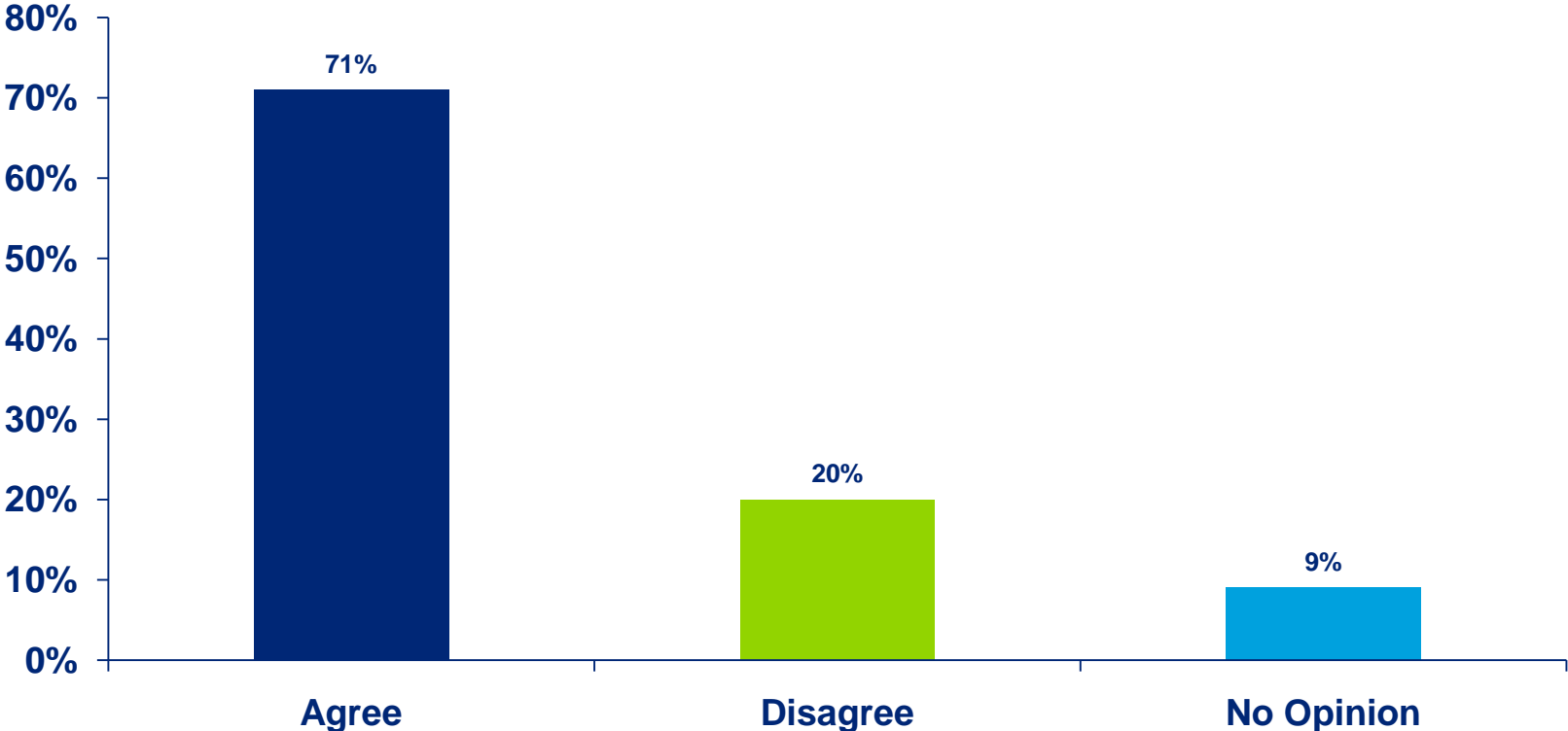




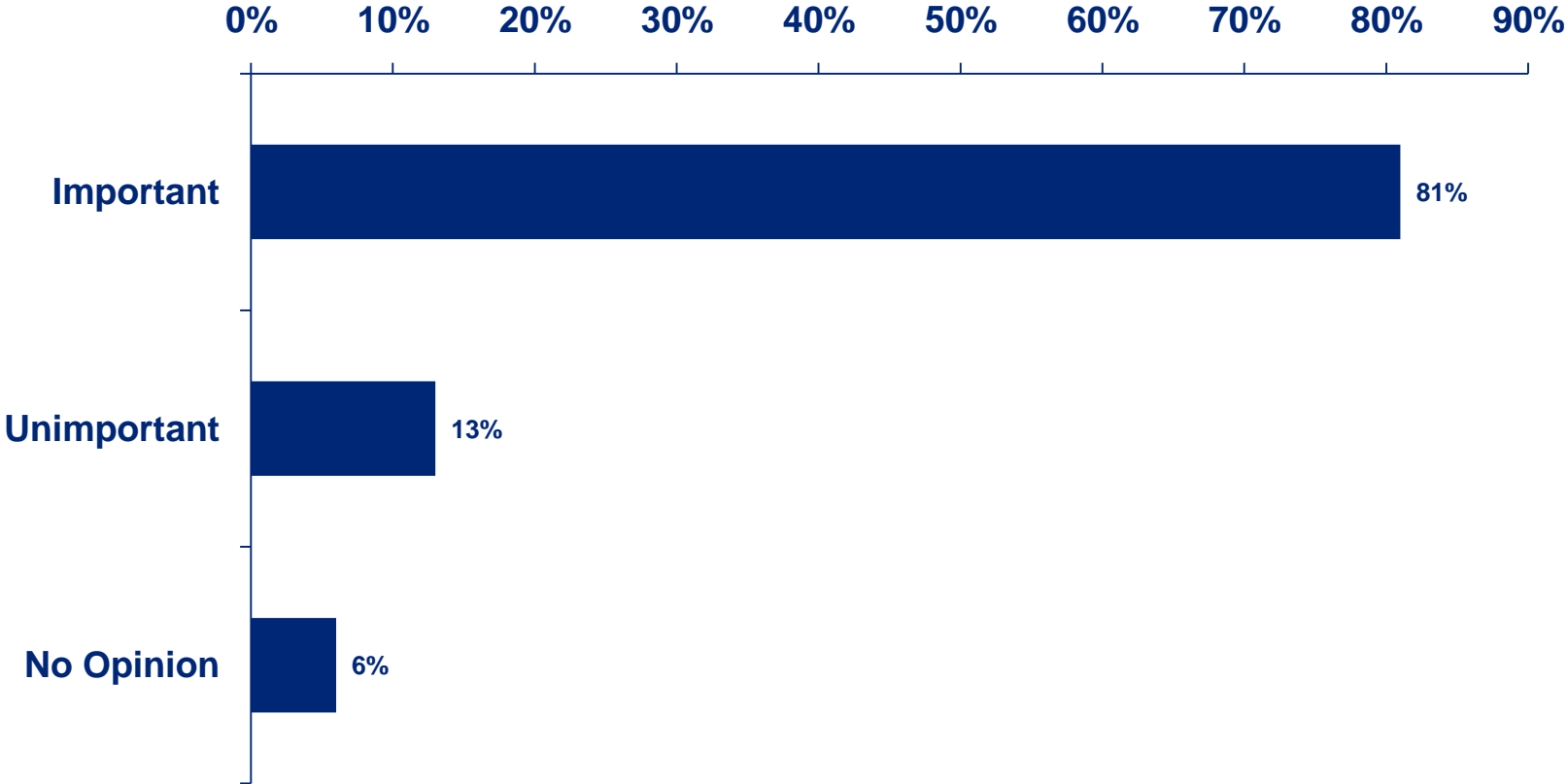
# Americans Want to See a Strong US Manufacturing Base

Developing a strong manufacturing base should be a national priority



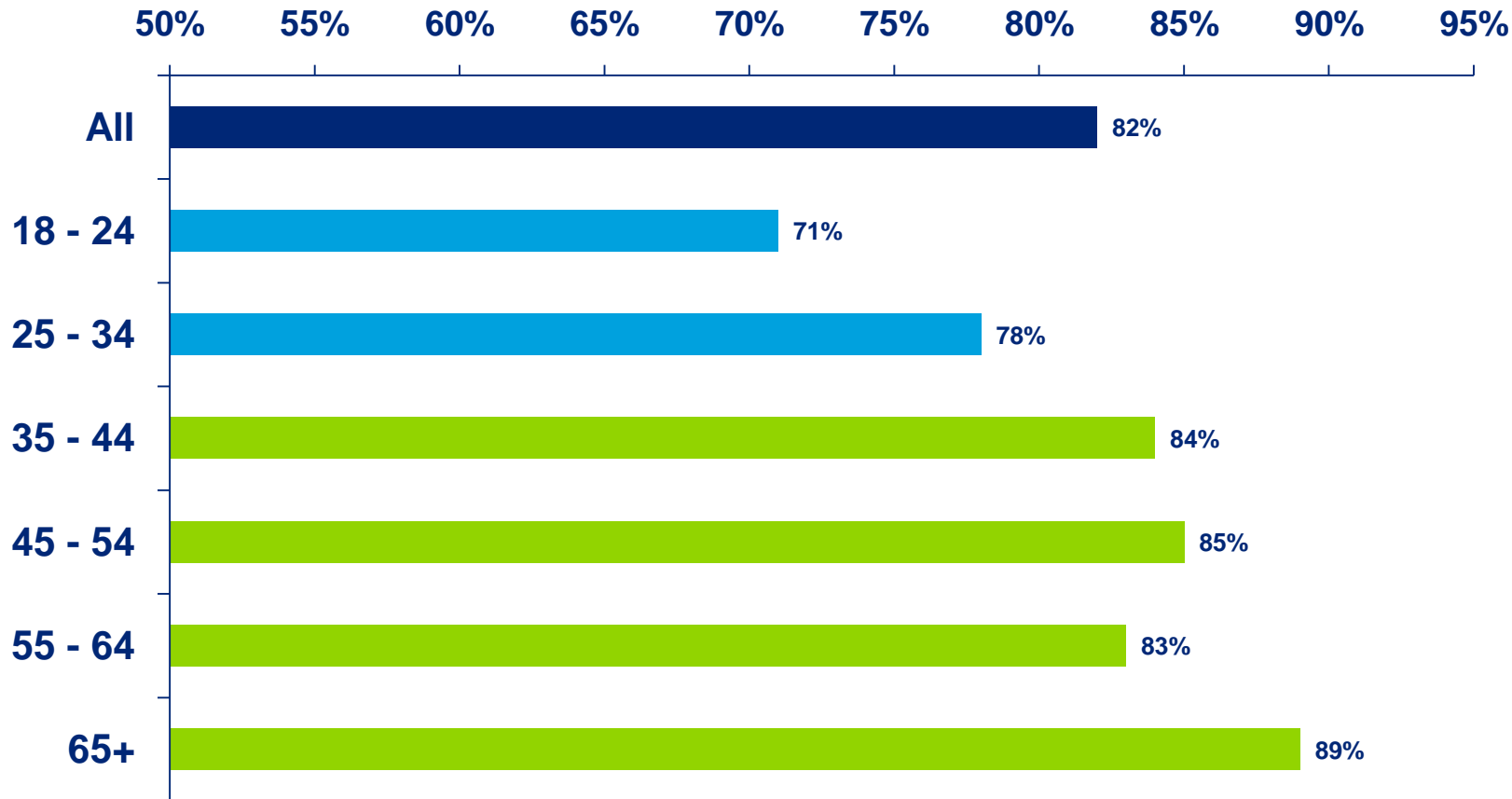
# Americans Also Strongly Believe that Manufacturing is Important to Our Standard of Living

The importance of America's manufacturing base to our standard of living



# And Americans Believe Manufacturing is Important to Our Economic Prosperity

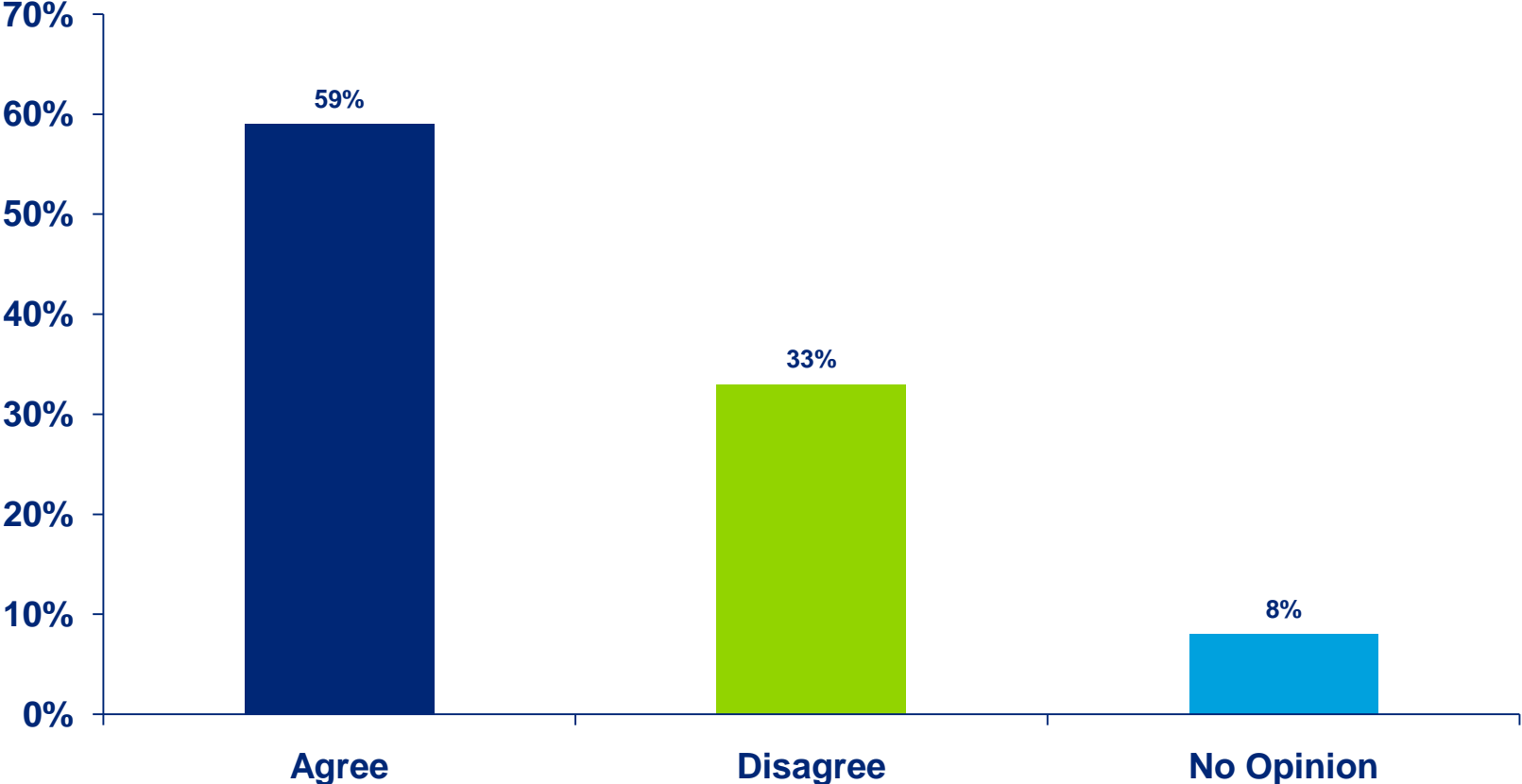
% of respondents, by age group, who agree that America's manufacturing base is important to our economic prosperity



*However, youngest Americans are least likely to think that manufacturing is important to our economic prosperity*

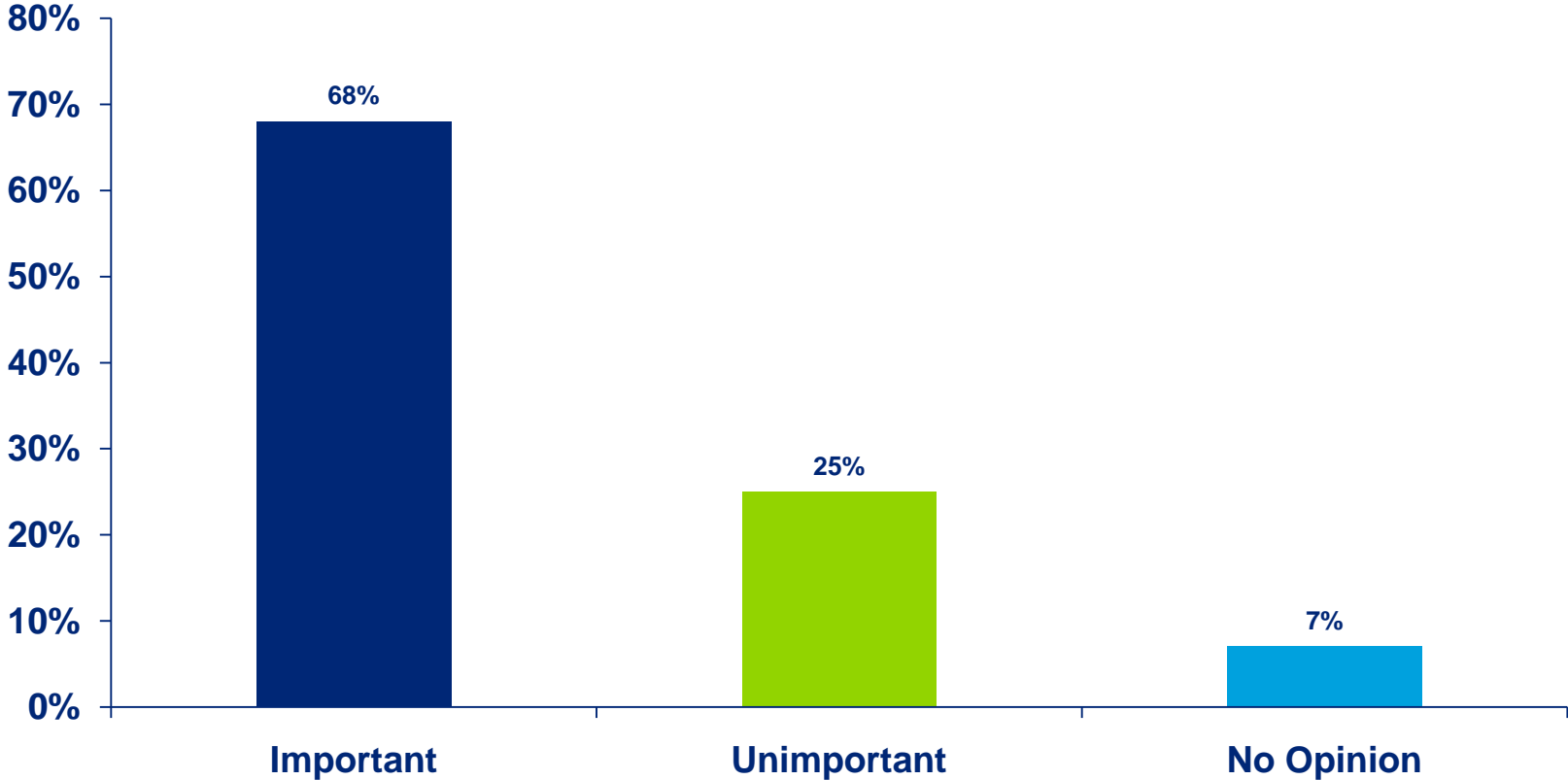
# Our Manufacturing Industry Can Effectively Compete in Global Markets

The US manufacturing industry can effectively compete globally



# More than Two-Thirds of Americans Believe Manufacturing is Important to Our National Security

The importance of America's manufacturing industry to our national security



# Out of 7 Key Industries, Manufacturing is Viewed as Our Most Important to Maintain a Strong National Economy

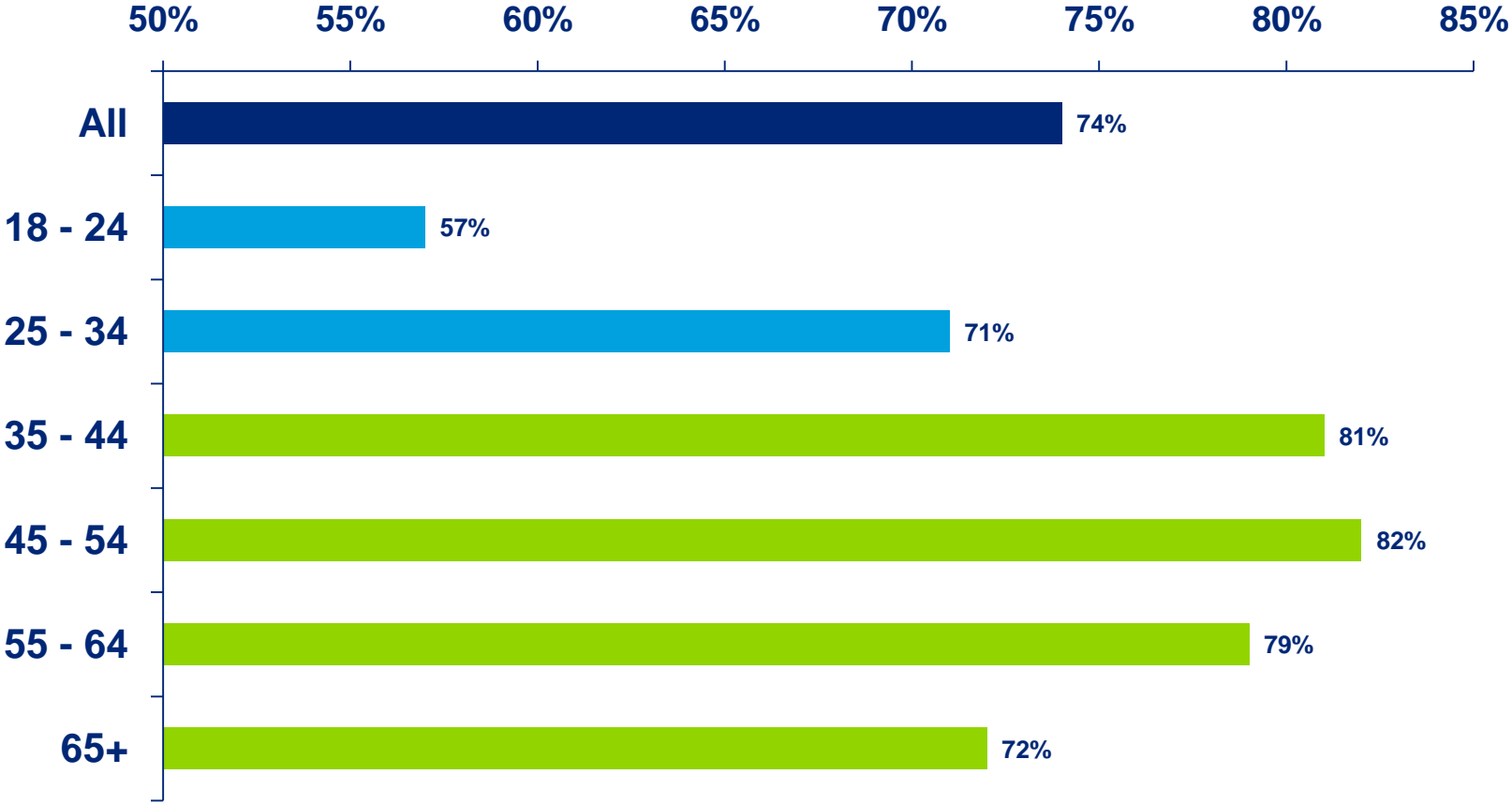
Domestic industries that are most important to the US in helping to maintain a strong national economy

Industry	Rank
Manufacturing Industry	1
Technology Industry	2
Energy Industry	3
Healthcare Industry	4
Financial Services Industry	5
Retail Industry	6
Communications Industry	7

Aggregate ranking of sectors by all respondents

# Americans Want Additional Investments in Manufacturing

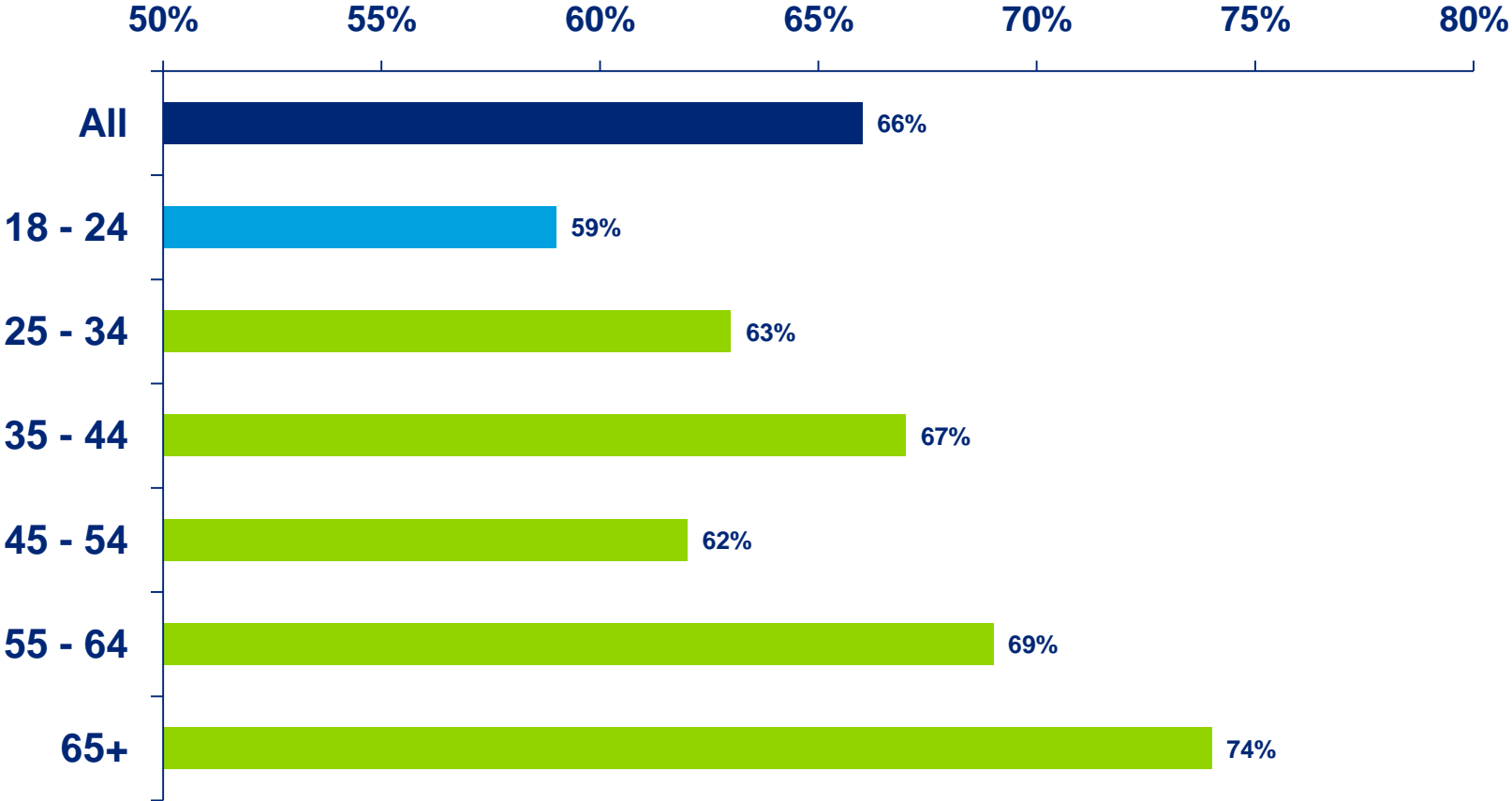
% of respondents, by age group, who agree that the US should further invest in the manufacturing industry



*However, youngest Americans are less likely to believe additional investments in manufacturing are needed*

# Two-Thirds of Americans Think the Manufacturing Industry is High Tech

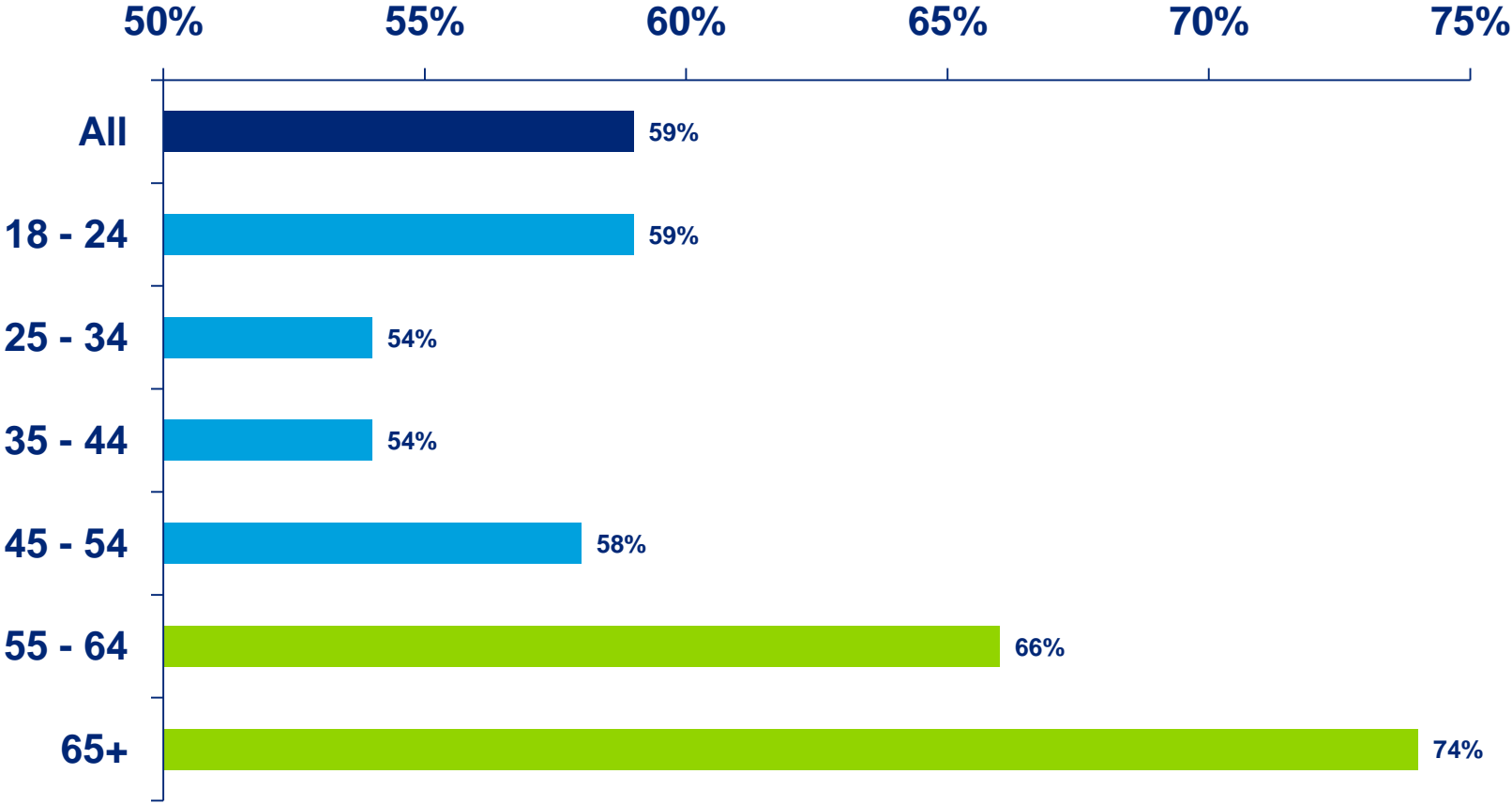
% of respondents, by age group, who agree that the manufacturing industry is high tech



*Youngest Americans are less likely to think manufacturing industry is high tech*

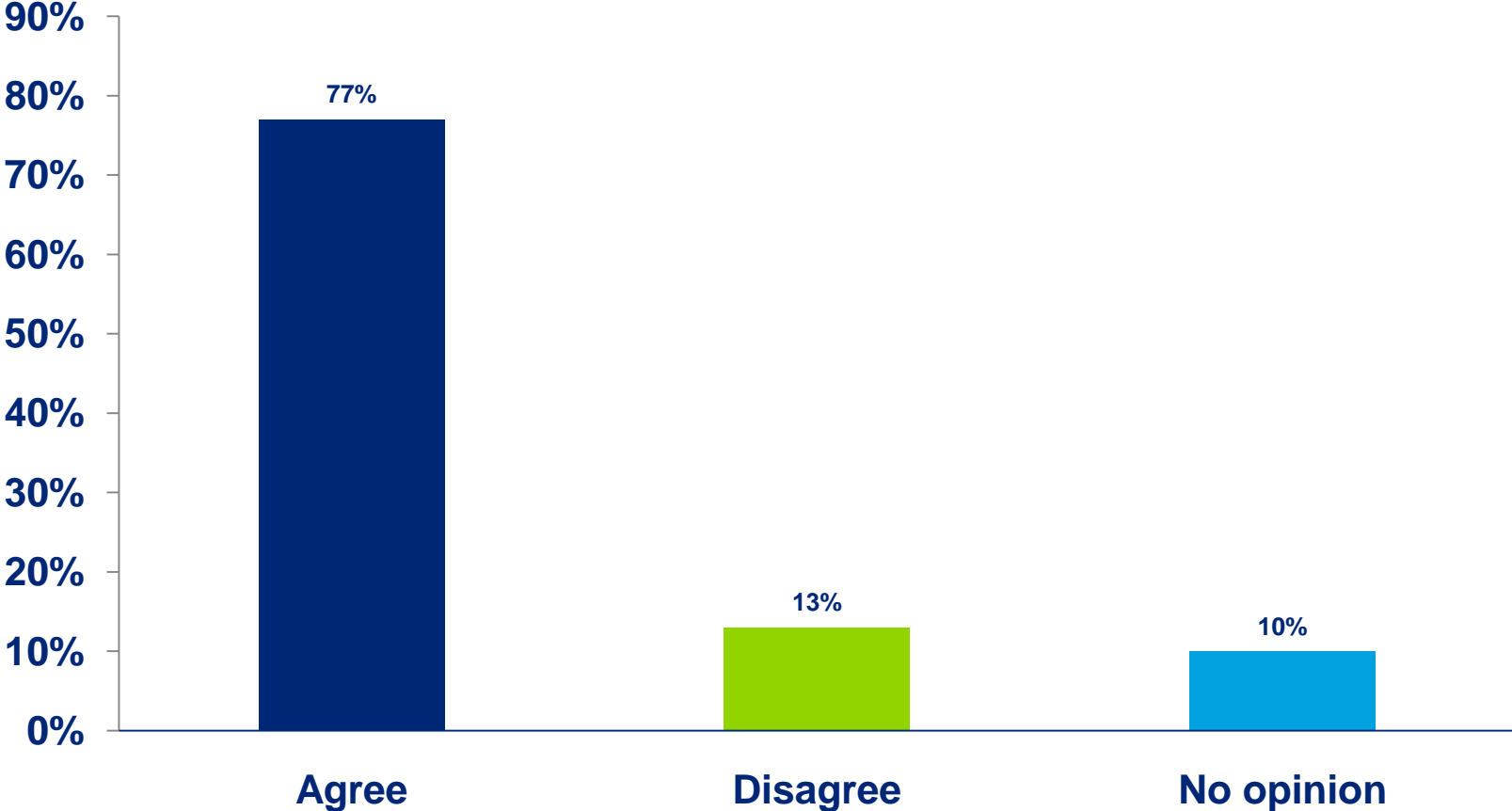
# Boomers and Retirees are Most Likely to Think Manufacturing Industry Requires Educated, Highly Skilled Workers

% of respondents, by age group, who agree that the manufacturing industry requires well educated and highly skilled individuals



# More than Three Quarters of Americans Want to See a More Strategic Approach to Developing our Manufacturing Sector

The US needs a more strategic approach to the development of its manufacturing base



# Americans Most Want to See New Jobs from Manufacturing

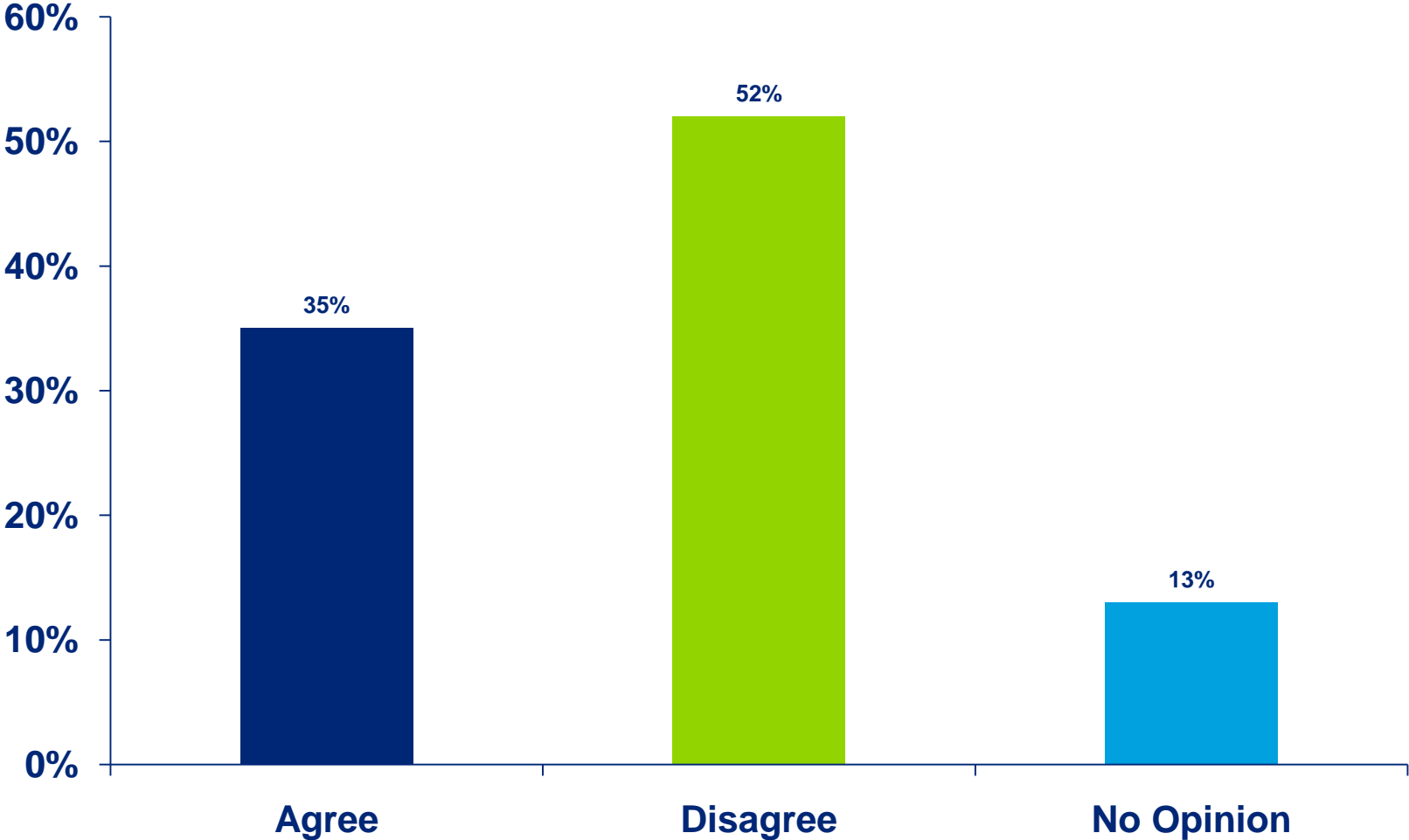
If you could create 1,000 new jobs in your community by establishing a new facility, what type of facility would you support?

Facility	Rank
Manufacturing Facility	1
Technology Development Center	2
Energy Production Facility	3
Healthcare Facility	4
Retailing Center	5
Communications Hub	6
Financial Institution	7

Aggregate ranking of sectors by all respondents

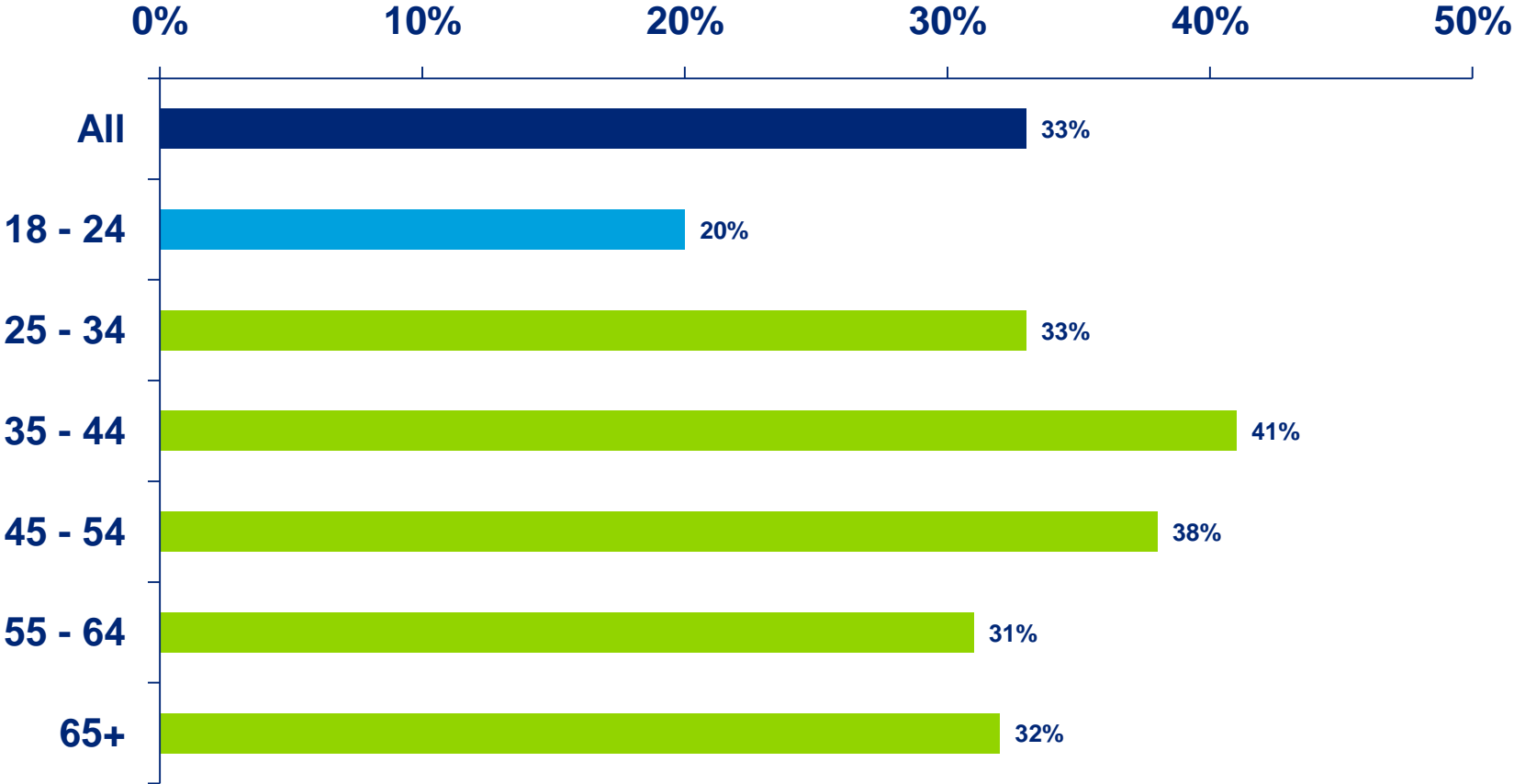
# Less Positive Views of Manufacturing Industry Around Pay

Manufacturing jobs are higher paying than jobs in other industries



# Only One-Third of Americans Think Manufacturing Jobs are Clean and Safe

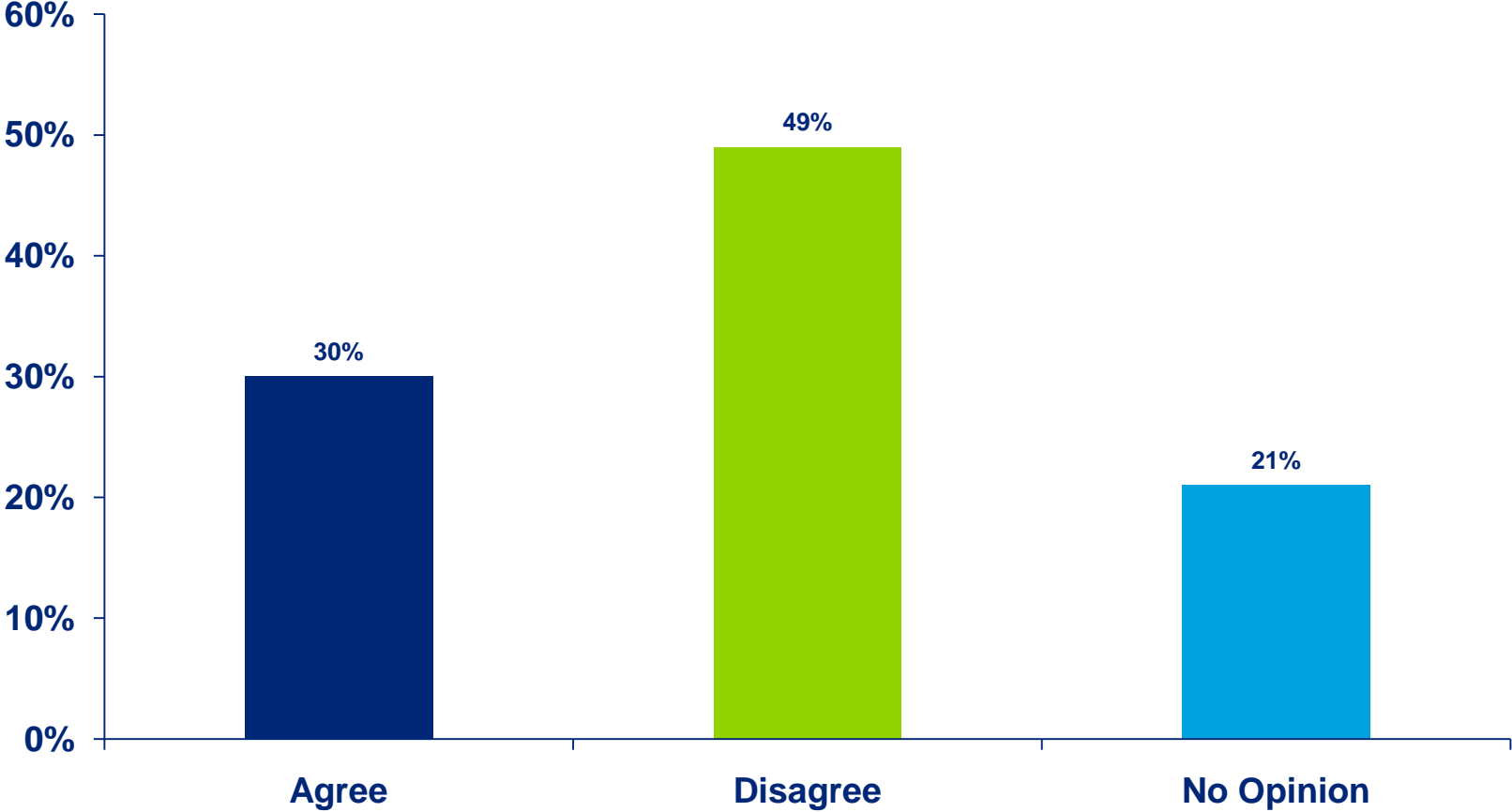
% of respondents, by age group, who agree that manufacturing jobs are clean and safe



*However, youngest Americans are least likely to agree manufacturing jobs are clean and safe*

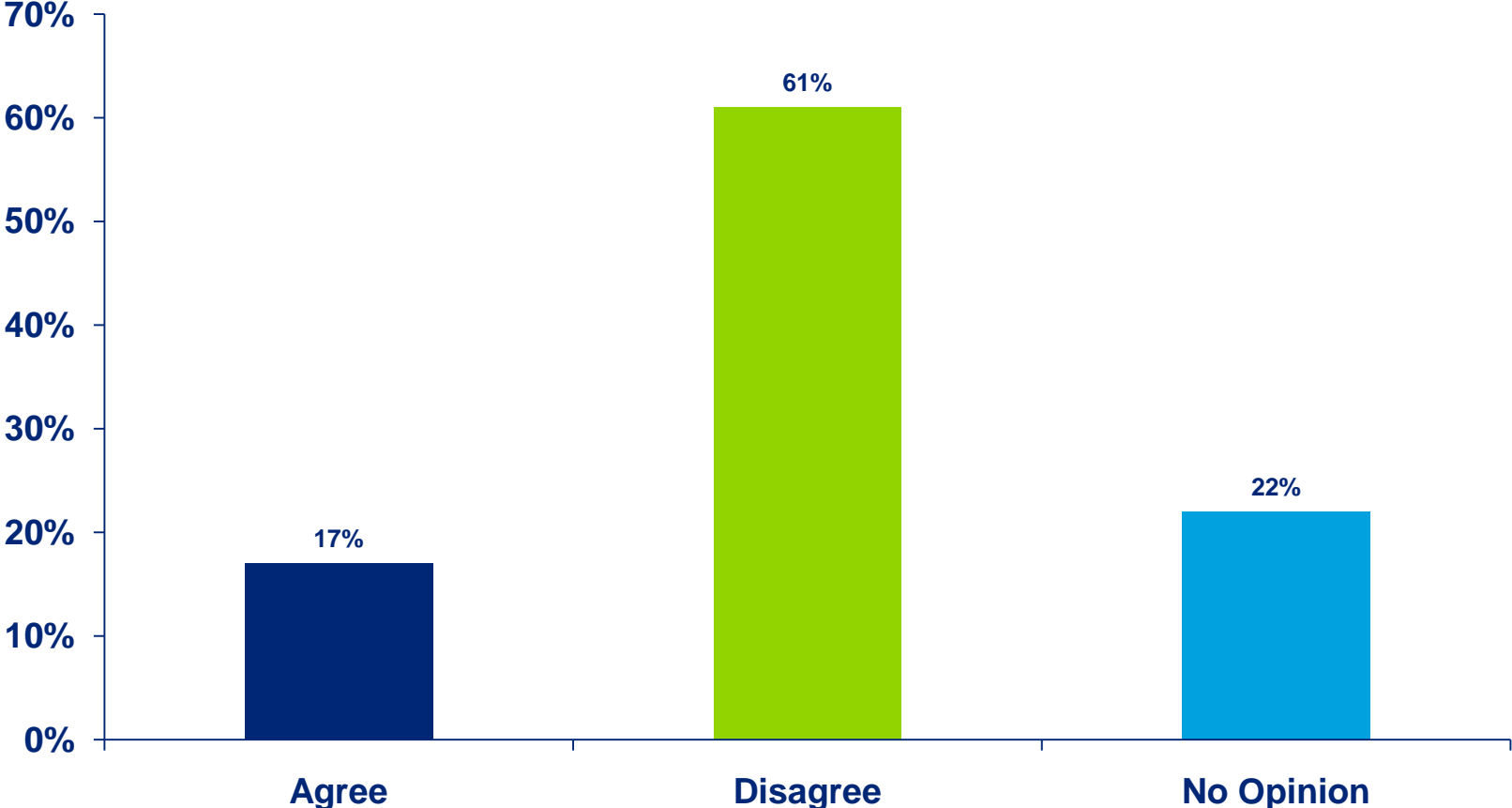
# Only Three Out of Ten Americans Want Their Children to Pursue a Career Manufacturing

I would encourage my child to pursue a career in manufacturing



# Schools Do Not Encourage Students to Pursue Careers in Manufacturing

The school system in my community encourages students to pursue careers in manufacturing



# Out of 7 Key Industries, Manufacturing Only Ranks Fifth as a Career Choice

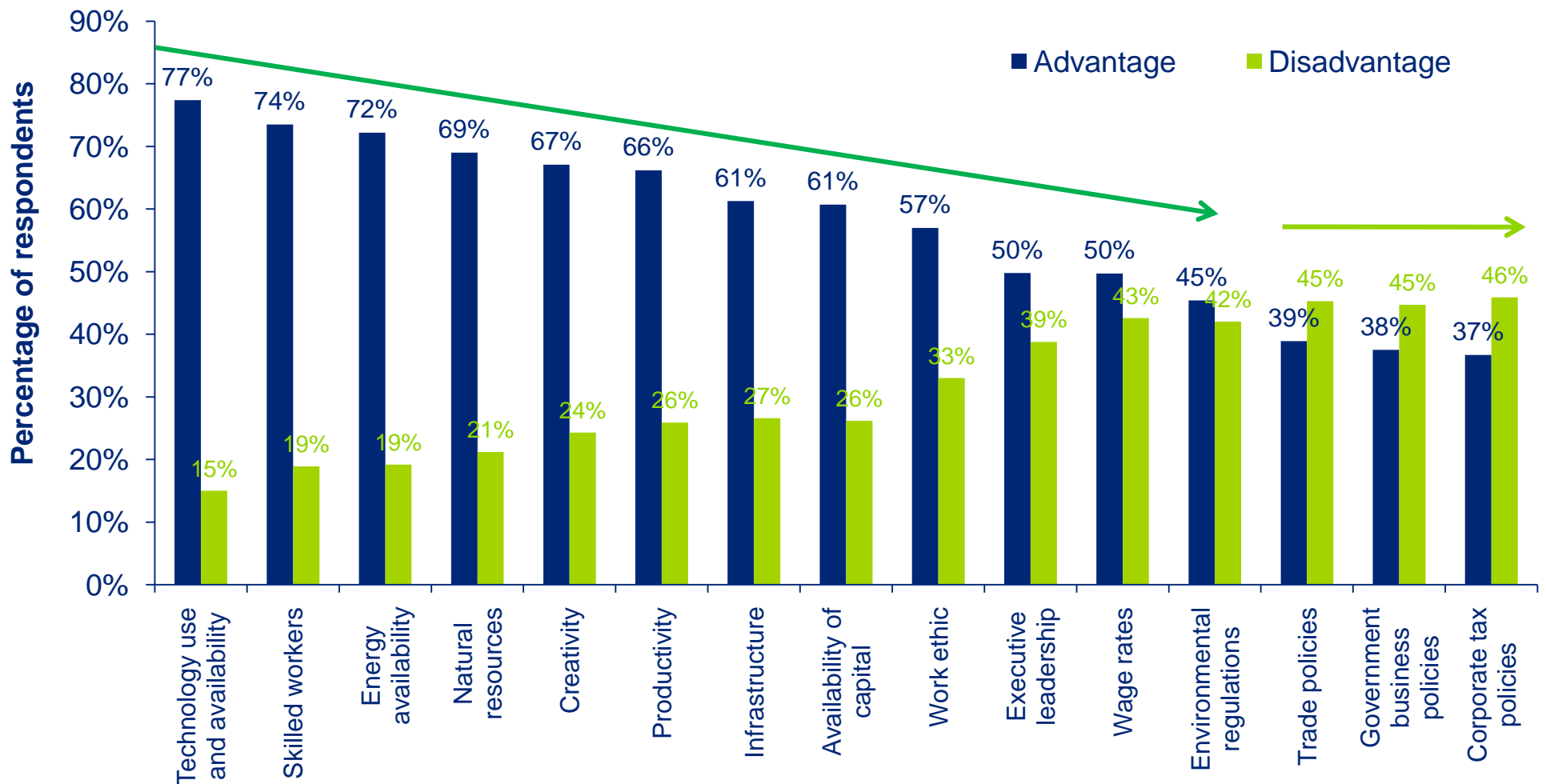
If you were to start your career today, what industry would you choose to enter?

Industry	Rank
Technology Industry	1
Healthcare Industry	2
Energy Industry	3
Communications Industry	4
Manufacturing Industry	5
Financial Services Industry	6
Retail Industry	7

Aggregate ranking of sectors by all respondents

# US Manufacturing's Global Competitiveness: Helped by Technology, Skilled Workers, Natural Resources Hurt by Various Government Policies

Areas where US manufacturing has an advantage or a disadvantage in the global market place



# Methodology

**The survey was commissioned by Deloitte and The Manufacturing Institute and conducted online by an independent research company in May 2009. The survey polled a nationally representative sample of 1,000 Americans across 50 states and has a margin of error for the entire sample of +/- three percentage points.**

**Deloitte.**

