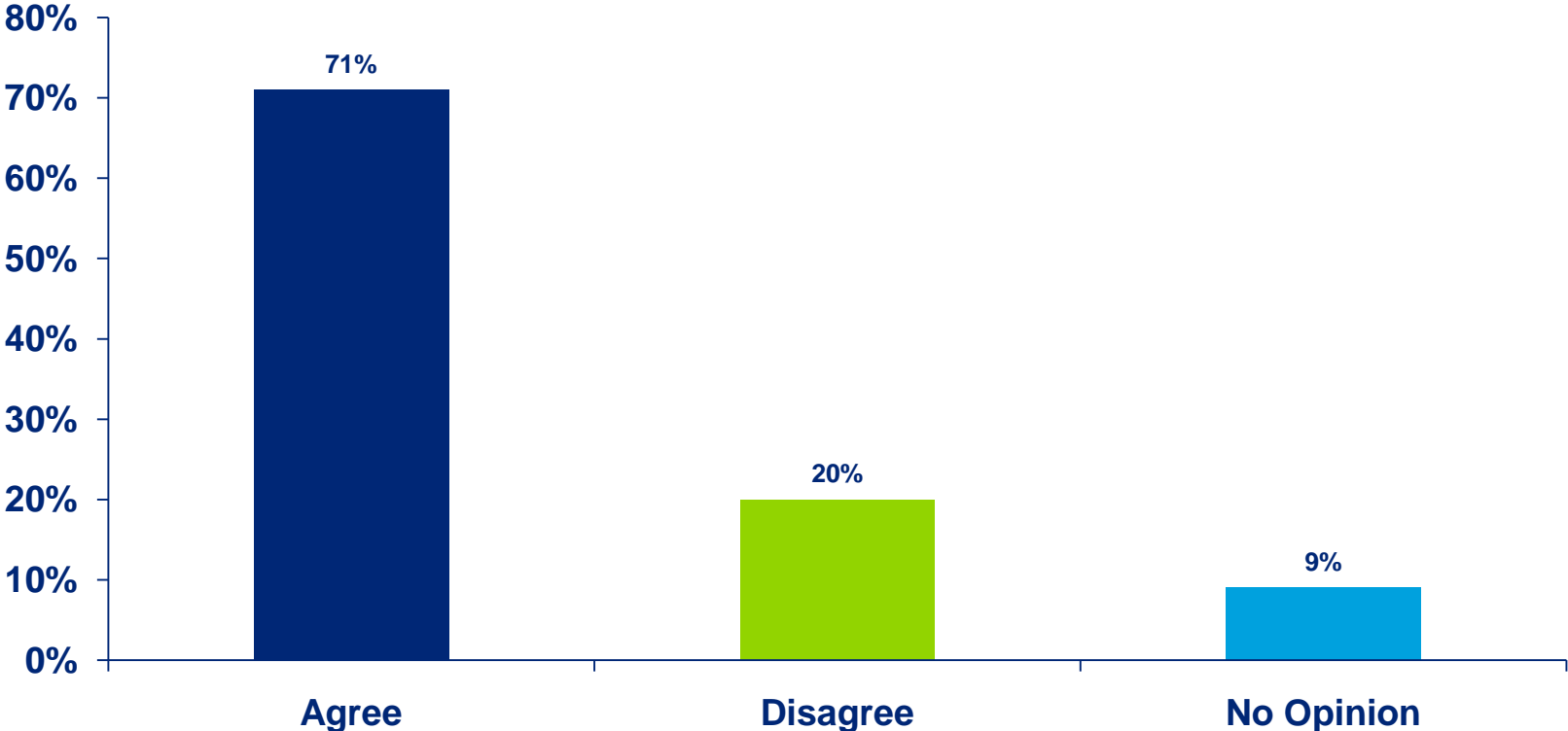


Public viewpoint on manufacturing



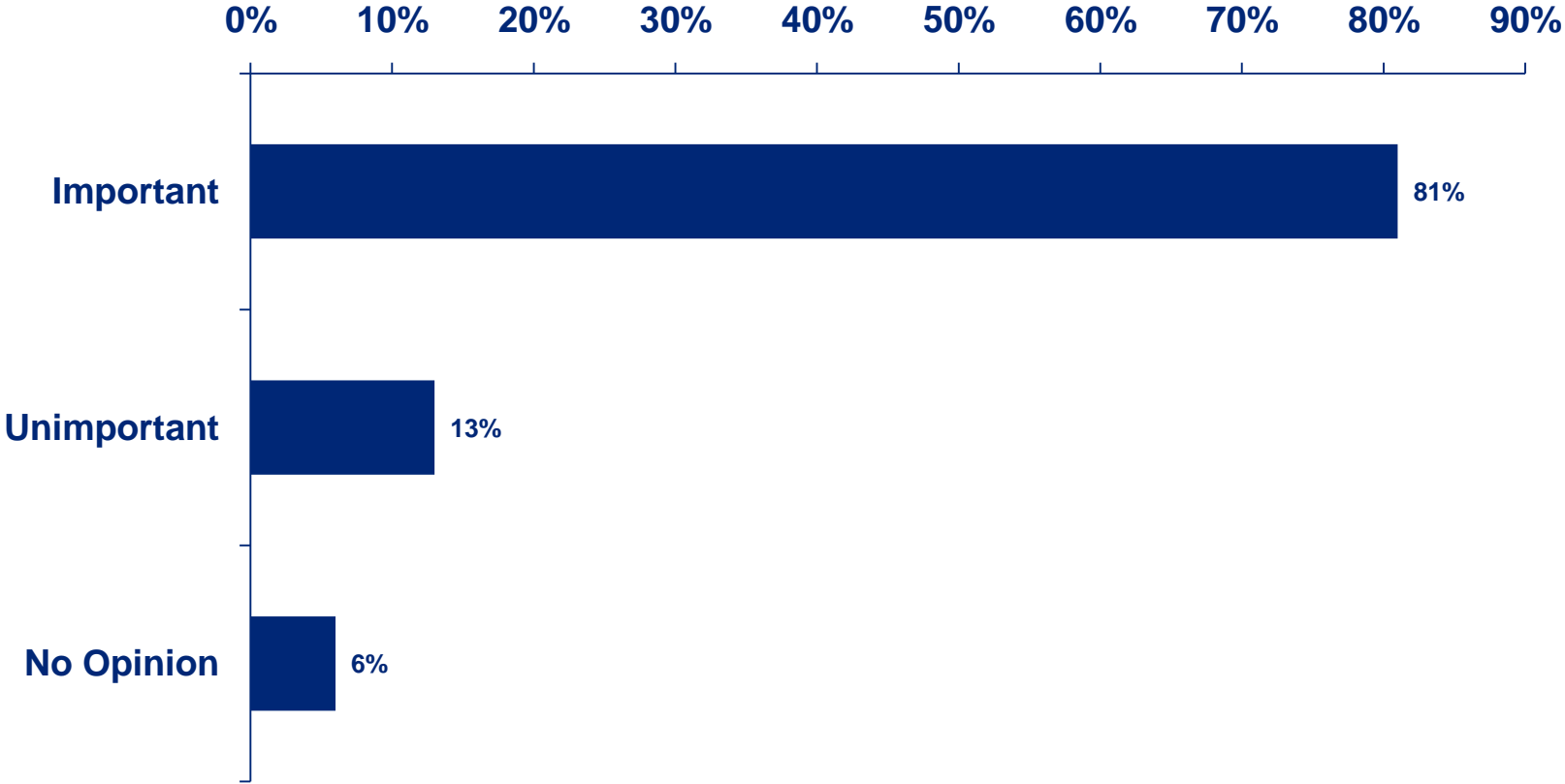
Americans Want to See a Strong US Manufacturing Base

Developing a strong manufacturing base should be a national priority



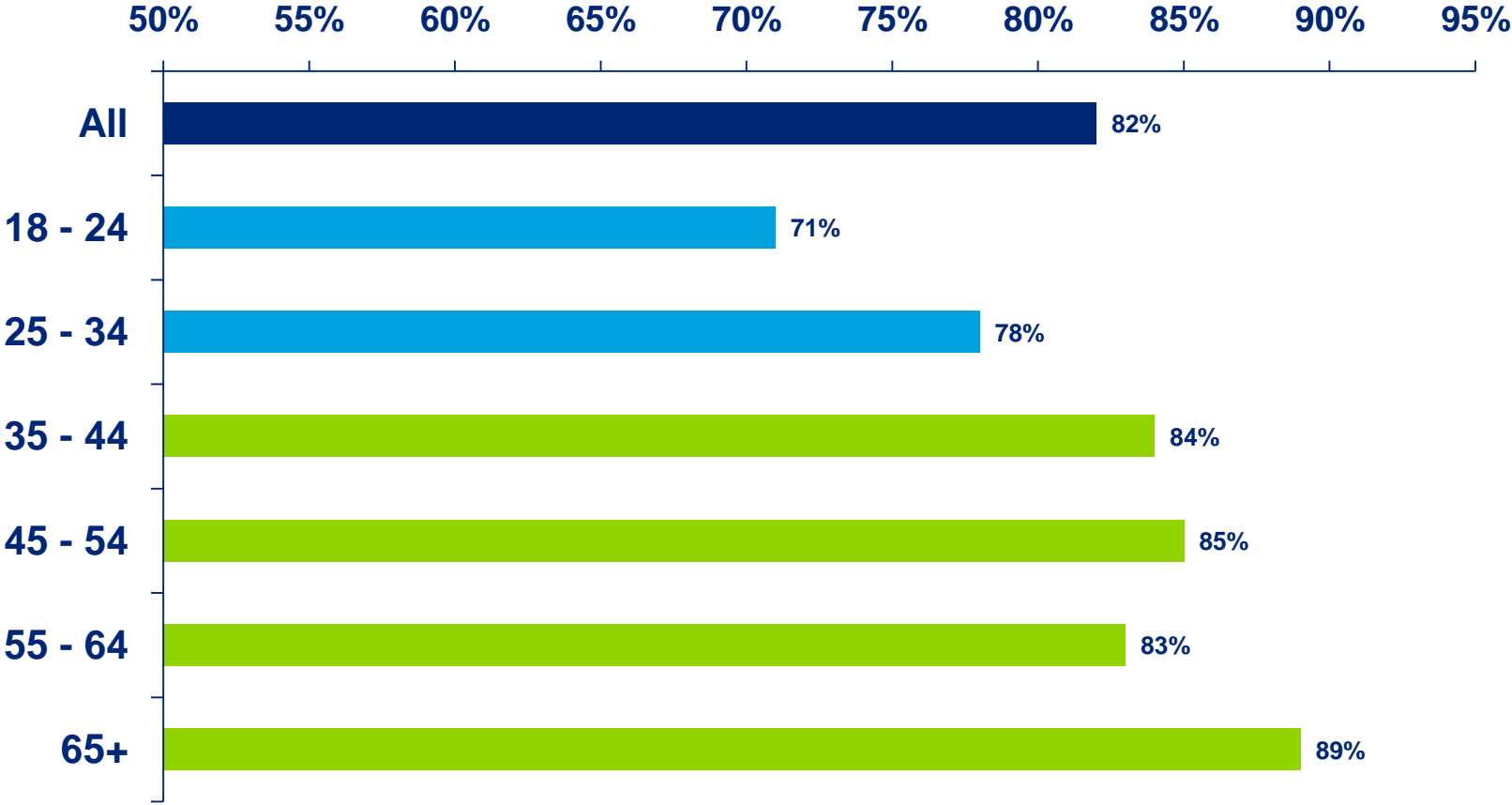
Americans Also Strongly Believe that Manufacturing is Important to Our Standard of Living

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



And Americans Believe Manufacturing is Important to Our Economic Prosperity

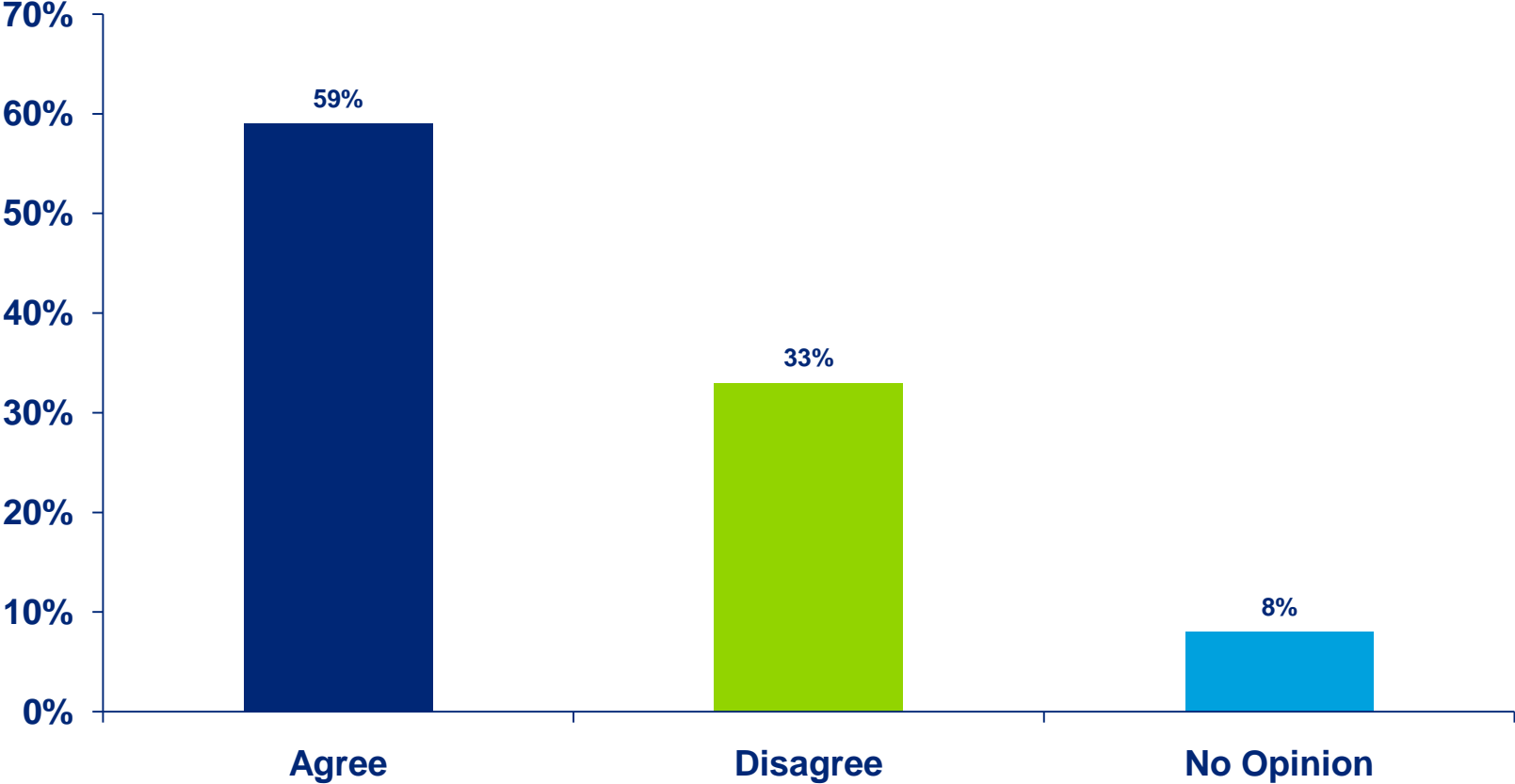
% of respondents, by age group, who agree that America's manufacturing base is important to our economic prosperity



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

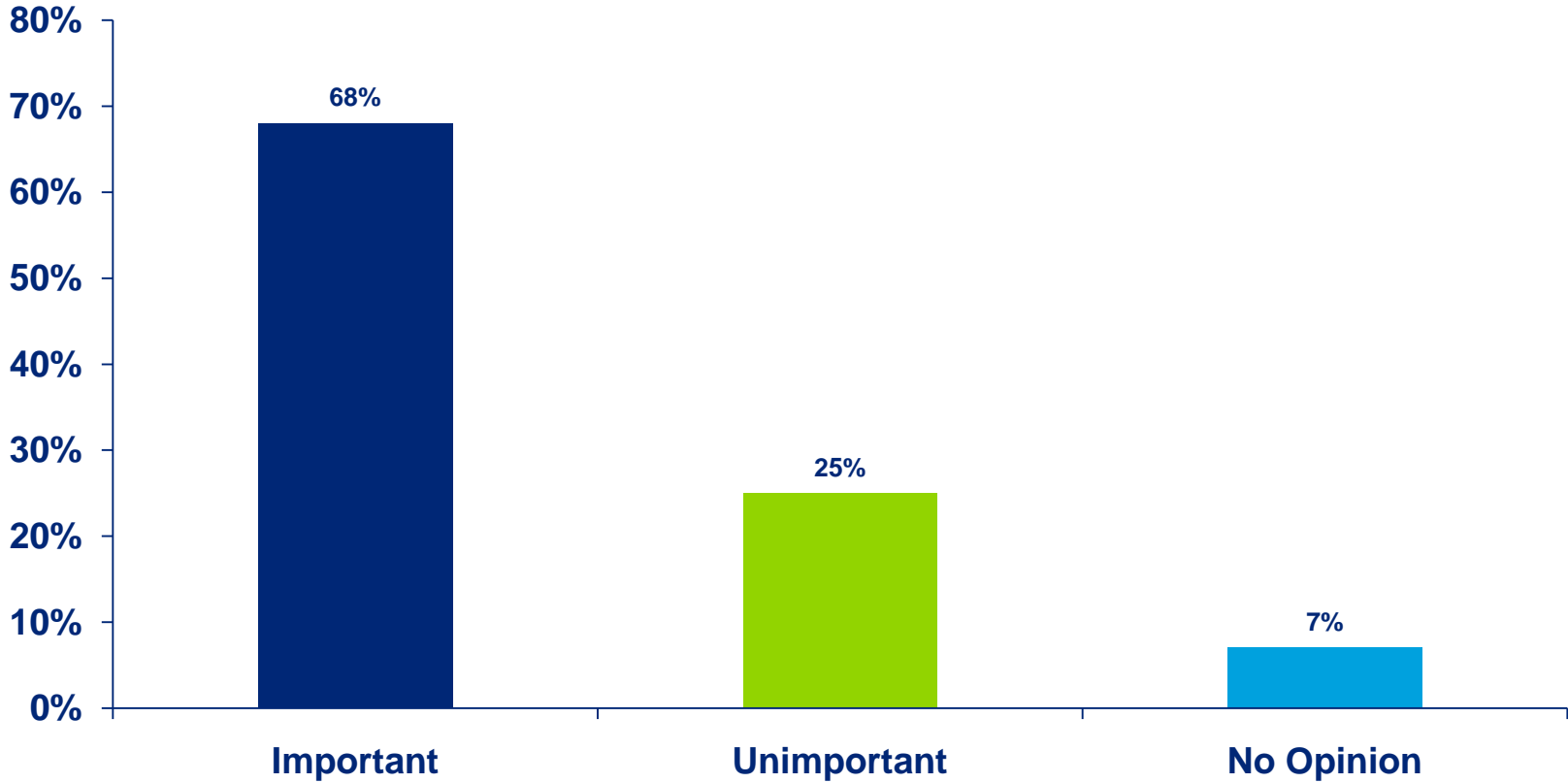
Our Manufacturing Industry Can Effectively Compete in Global Markets

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

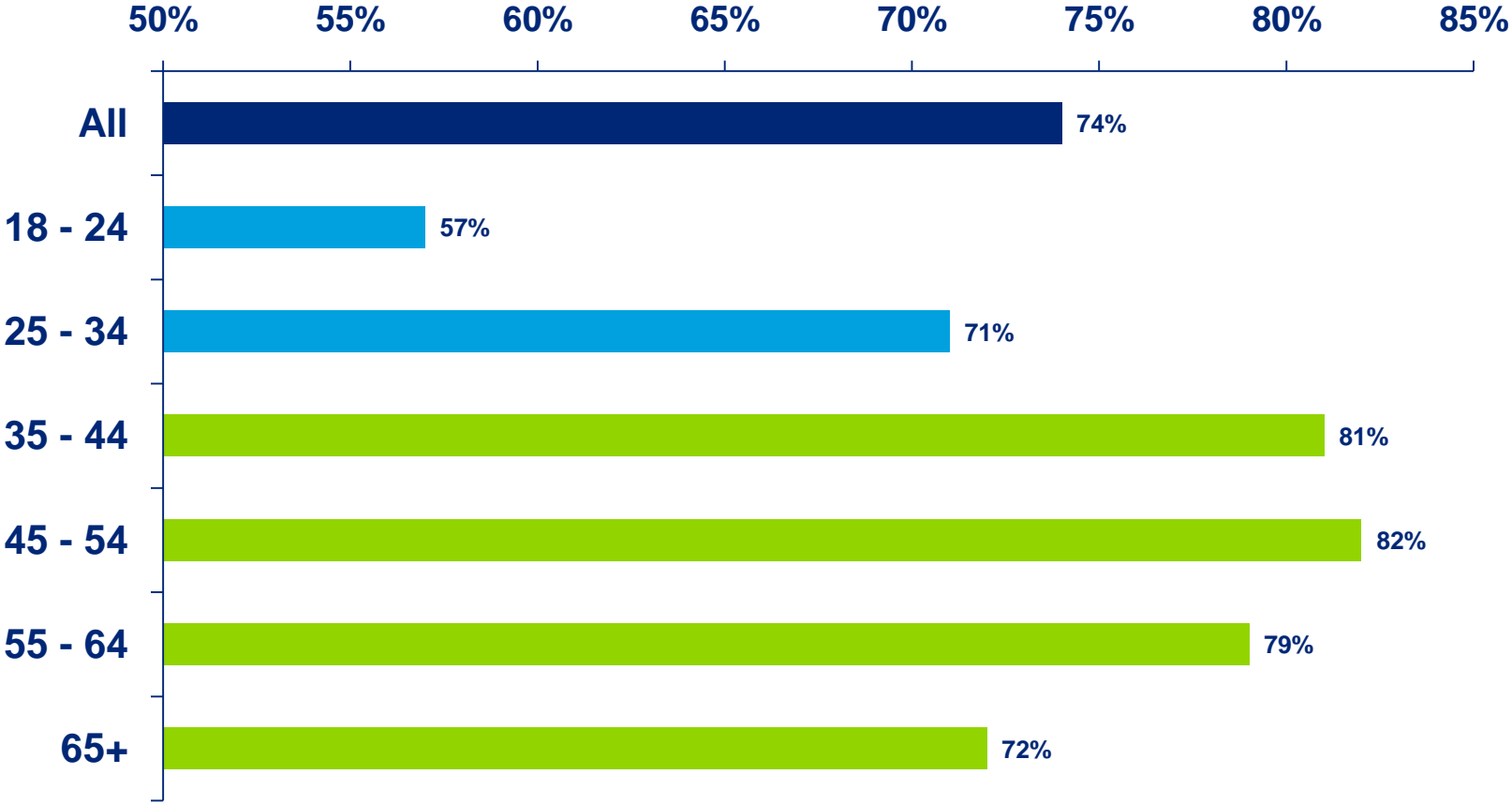
Domestic industries that are most important to the US in helping to maintain a strong national economy

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

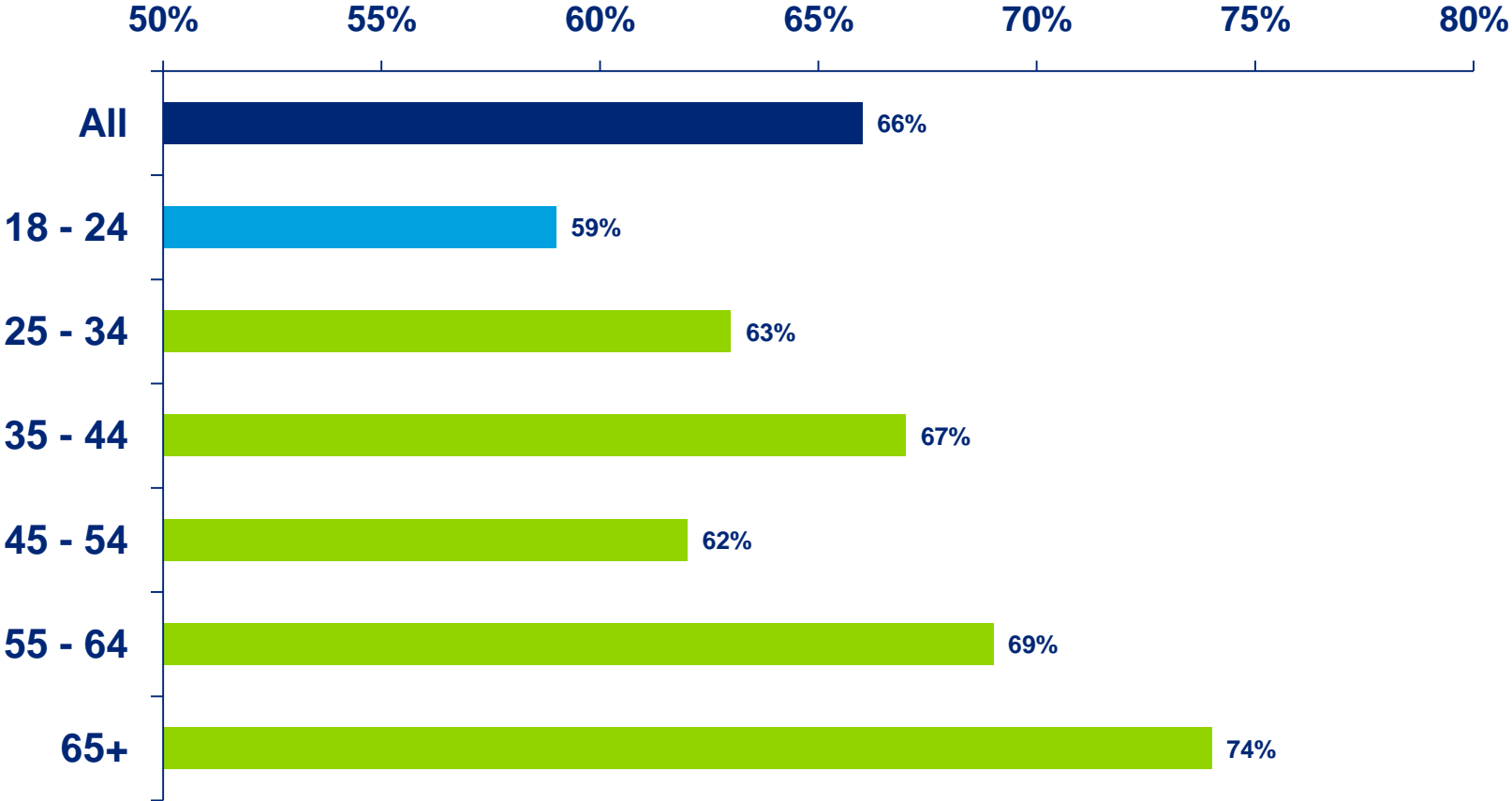
% of respondents, by age group, who agree that the US should further invest in the manufacturing industry



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

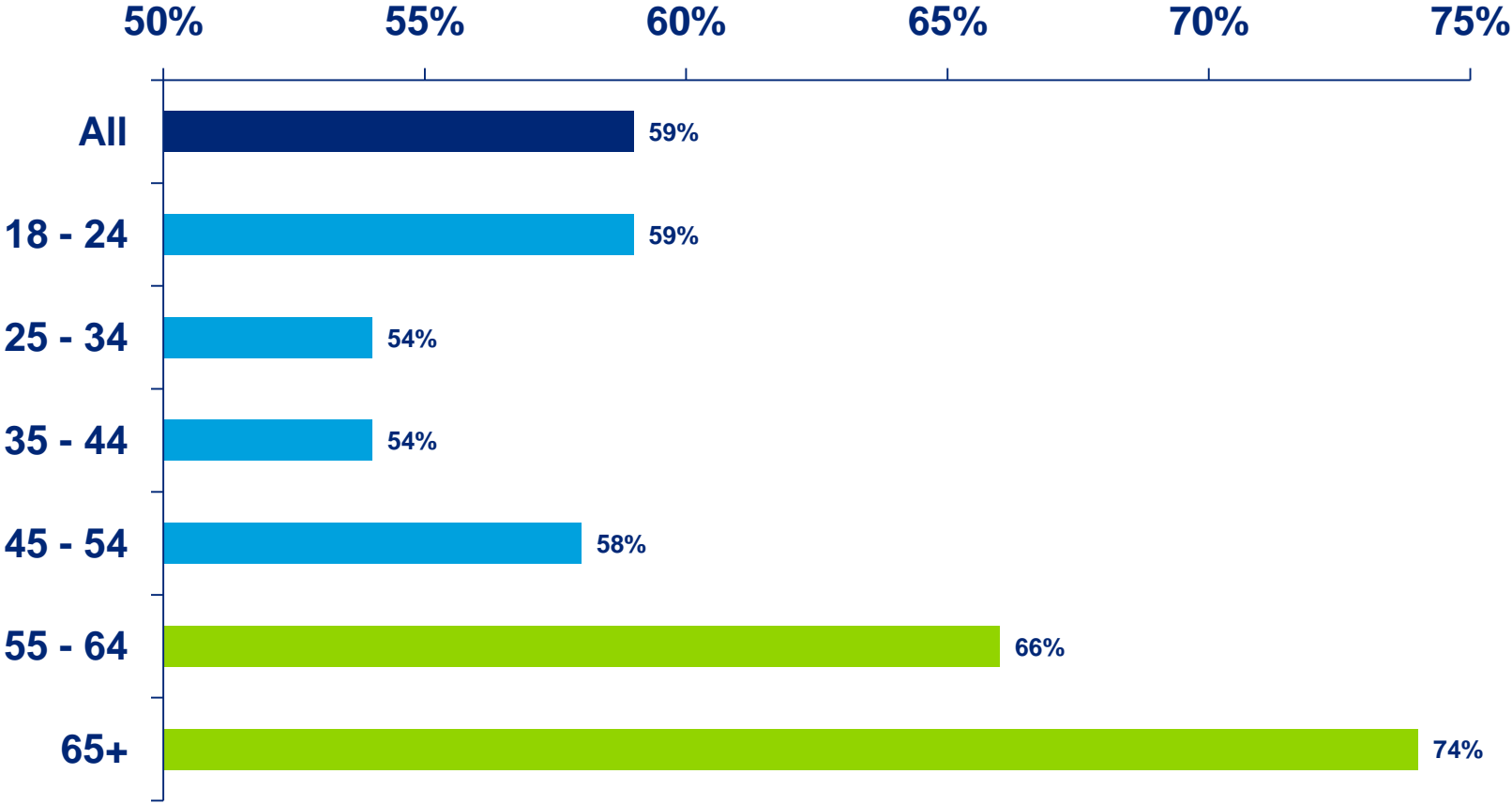
% of respondents, by age group, who agree that the manufacturing industry is high tech



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

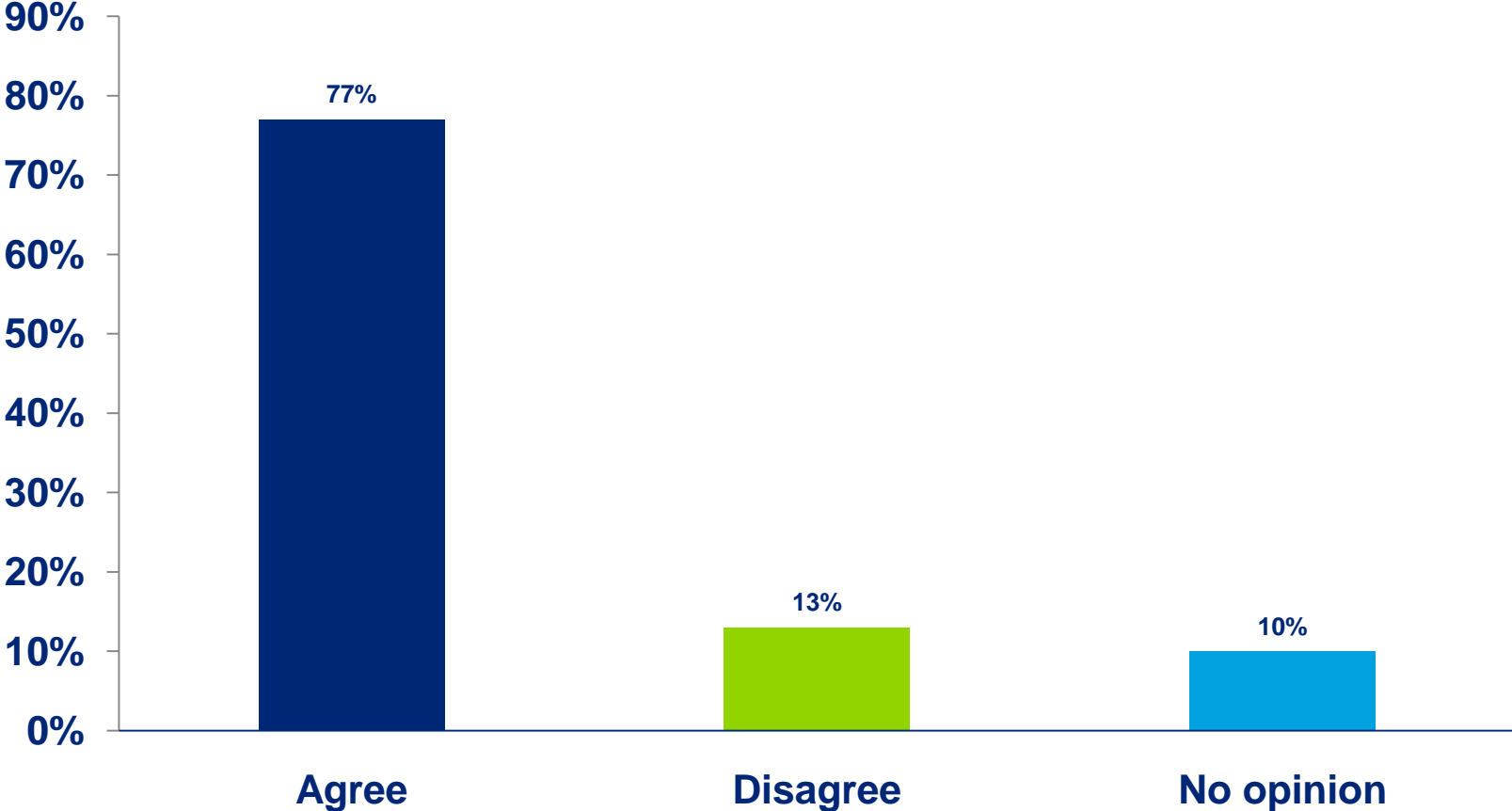
Boomers and Retirees are Most Likely to Think Manufacturing Industry Requires Educated, Highly Skilled Workers

% 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

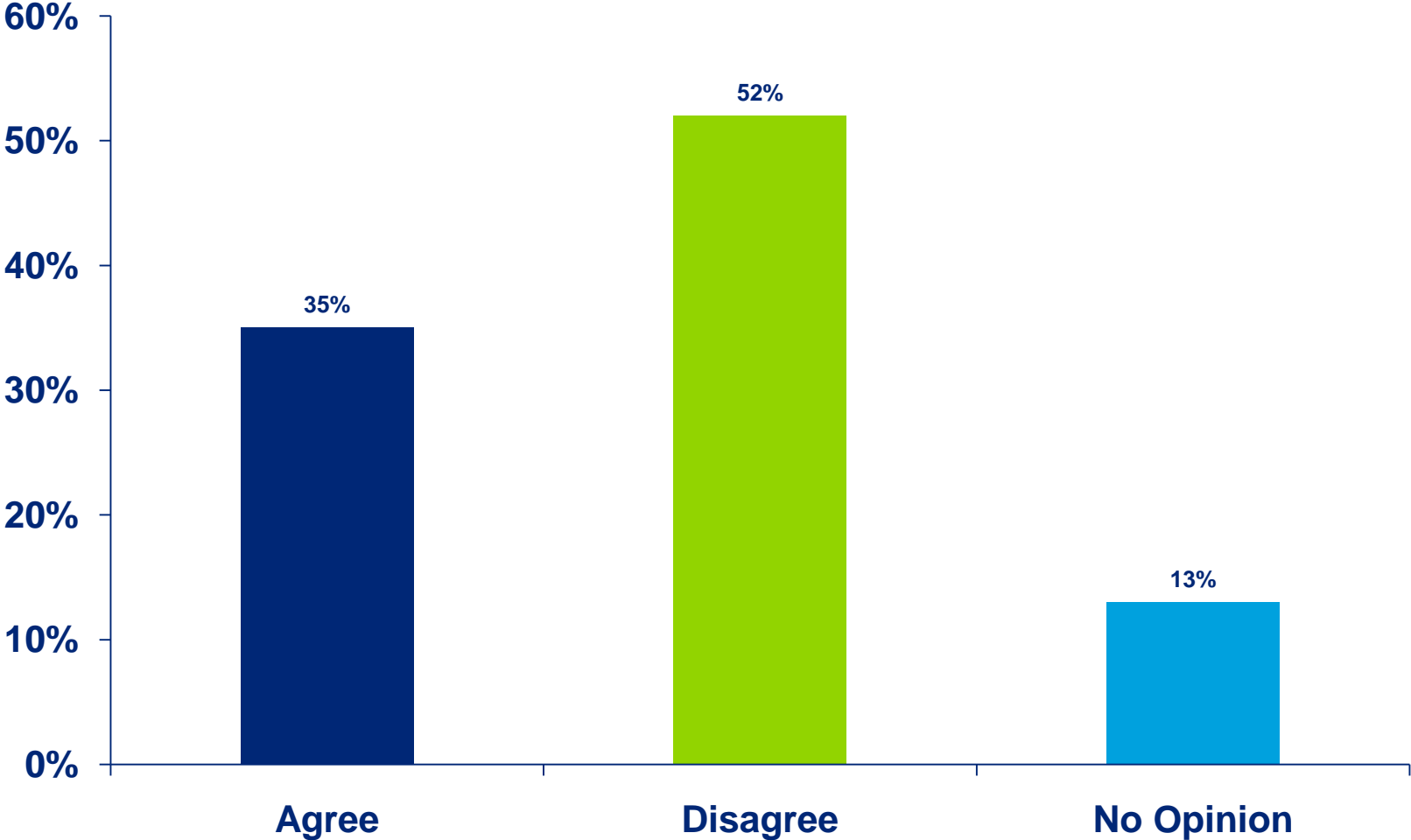
If you could create 1,000 new jobs in your community by establishing a new facility, what type of facility would you support?

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

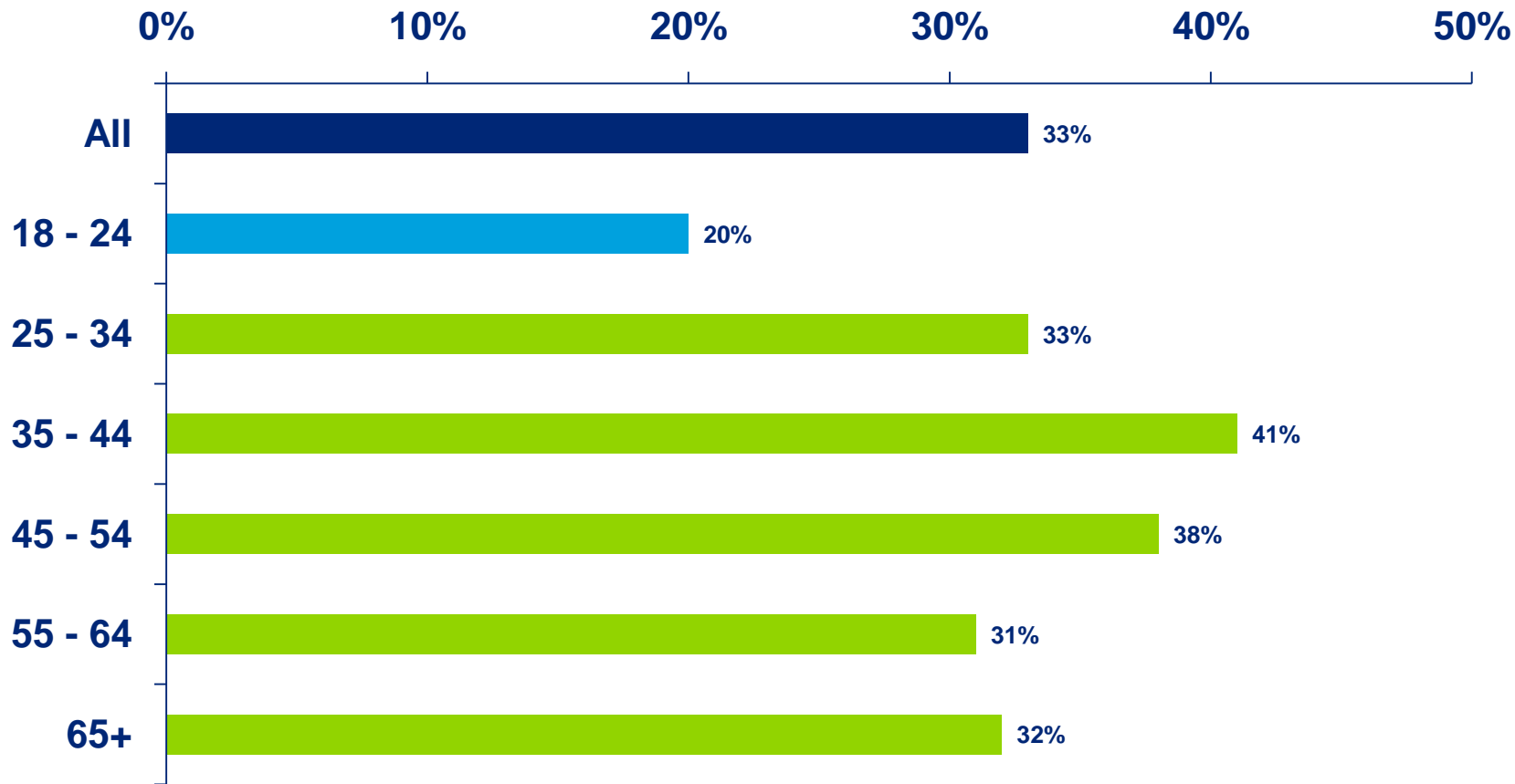
Less Positive Views of Manufacturing Industry Around Pay

Manufacturing jobs are higher paying than jobs in other industries



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

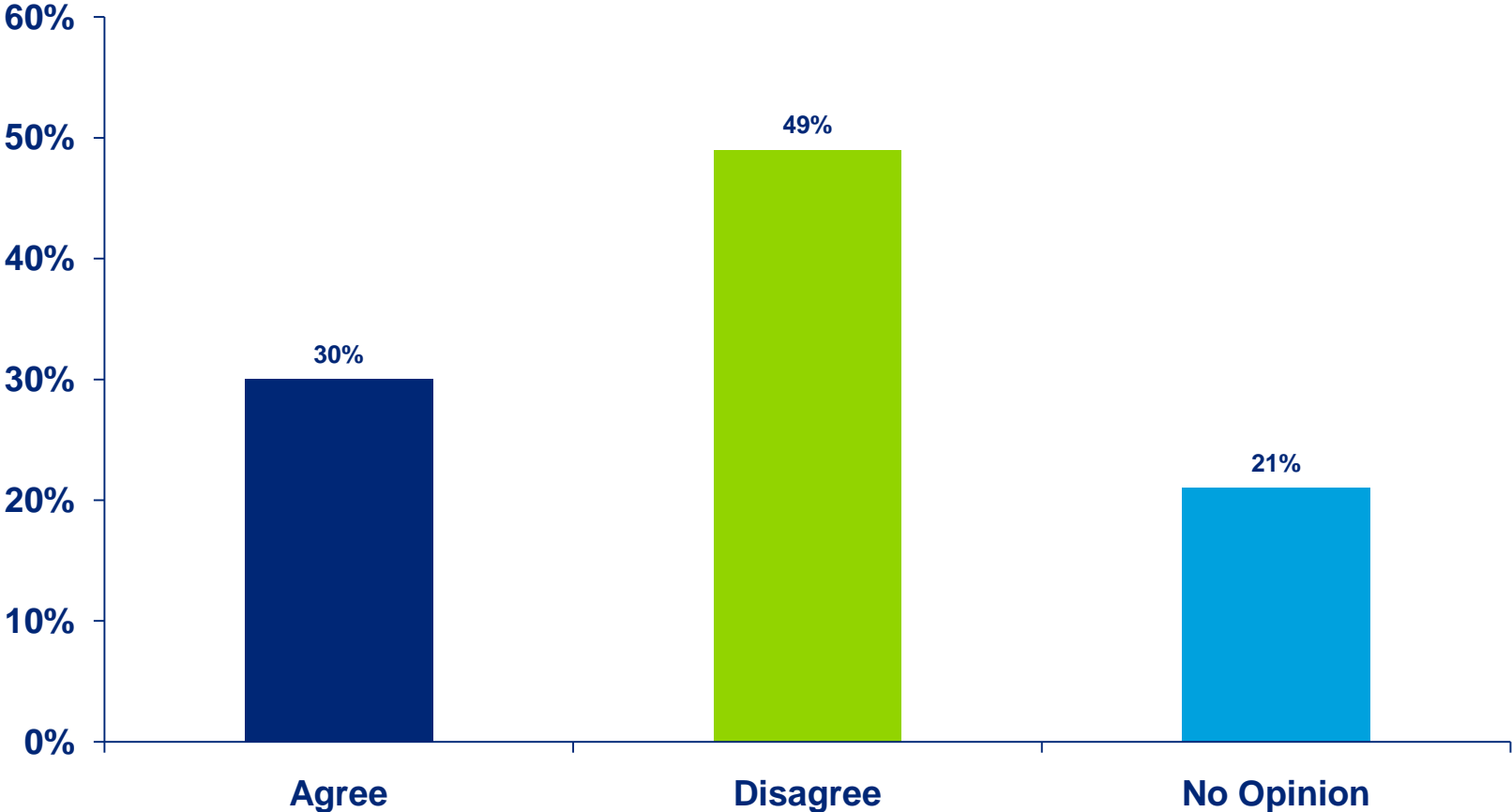
% of respondents, by age group, who agree that manufacturing jobs are clean and safe



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

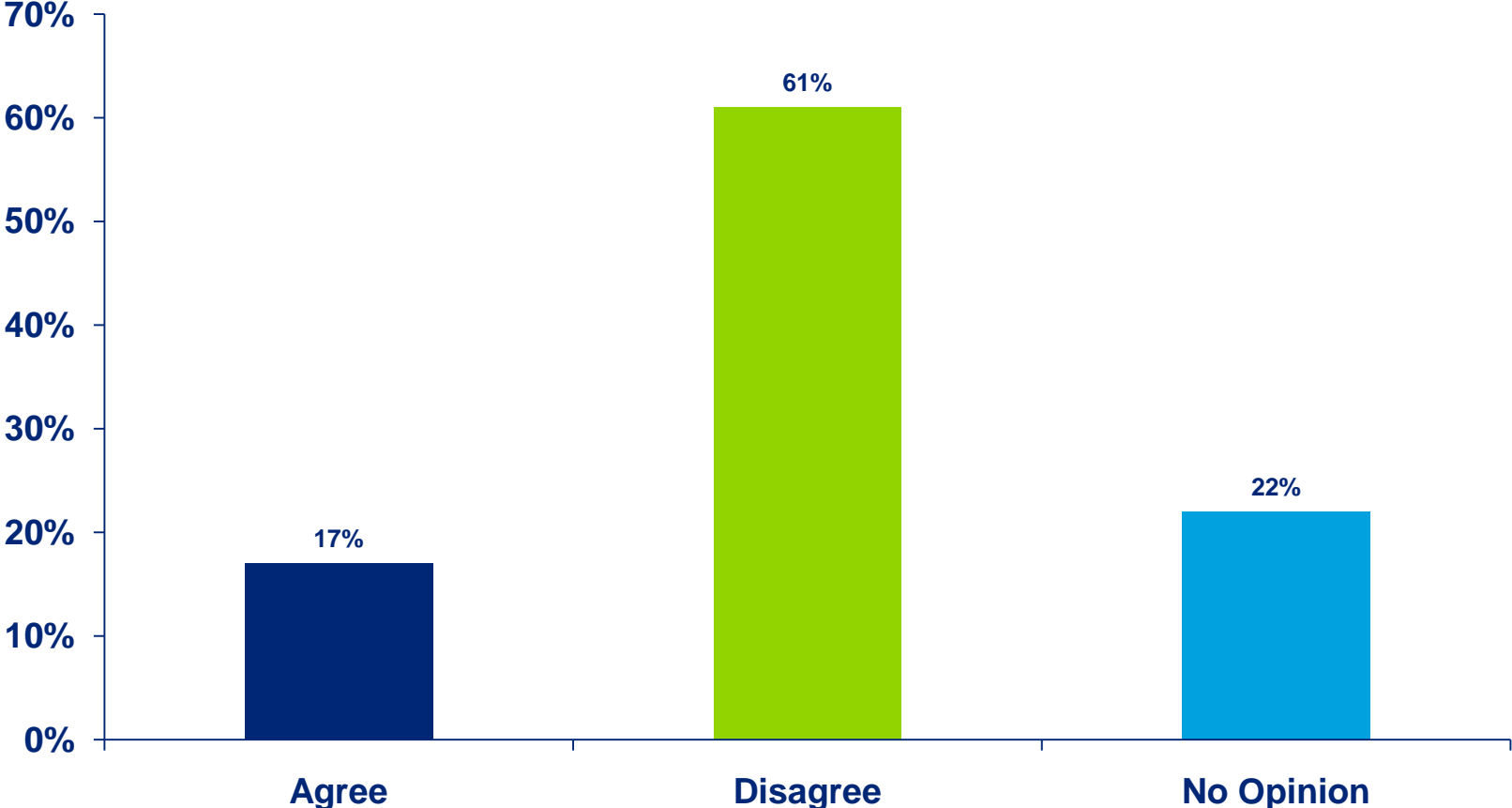
Only Three Out of Ten Americans Want Their Children to Pursue a Career Manufacturing

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

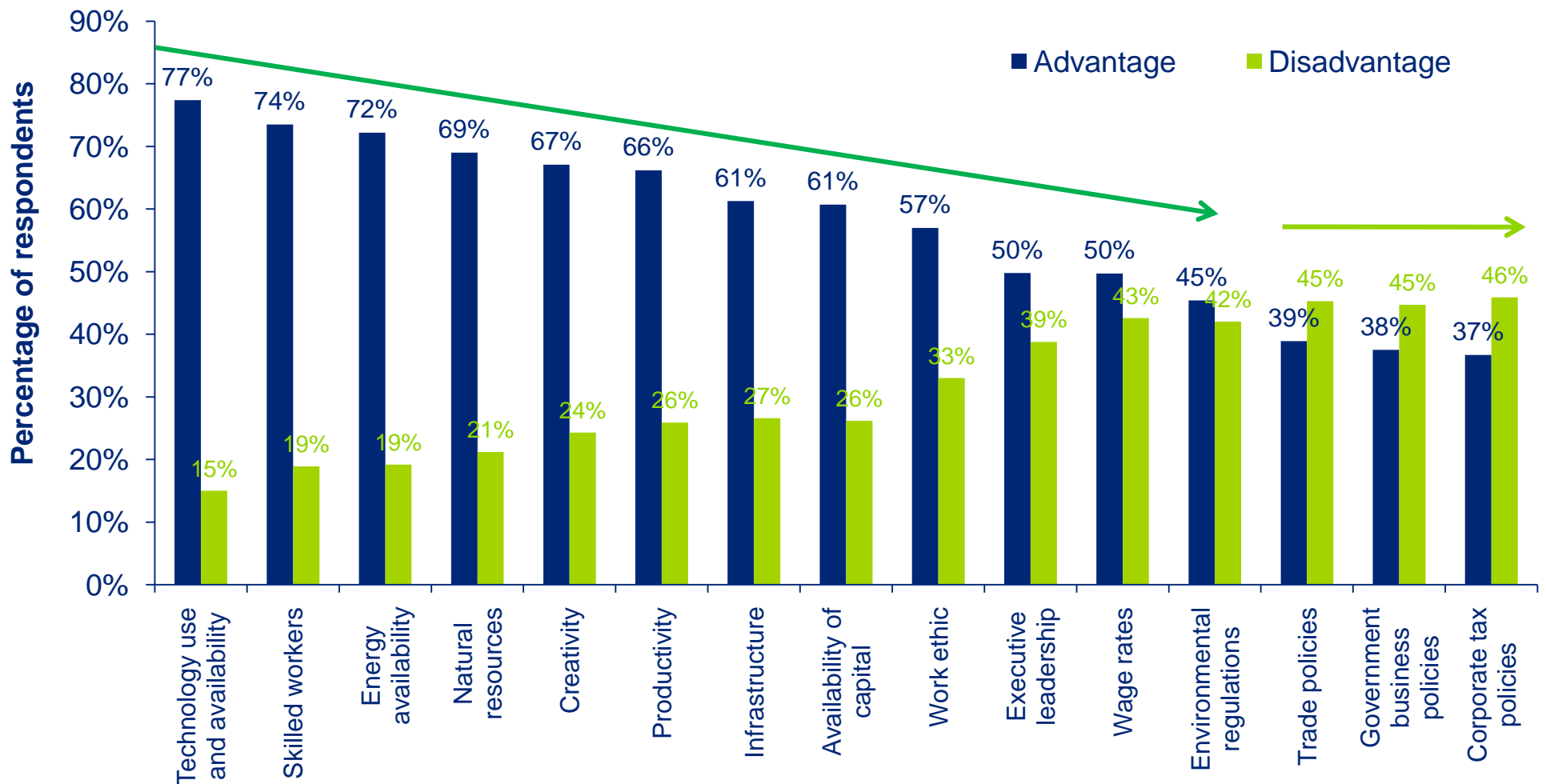
If you were to start your career today, what industry would you choose to enter?

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 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.

