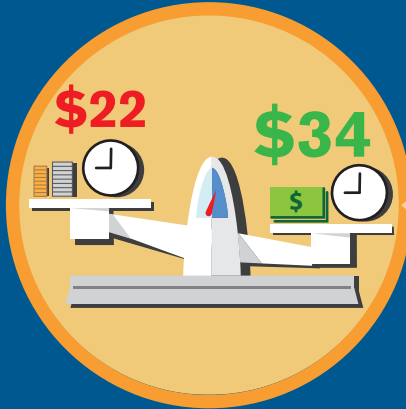


PERCEPTION vs. REALITY

Why parents should encourage careers in manufacturing

PERCEPTION

89% of parents think the average hourly wage is \$22/hour or less



REALITY

The average hourly wage for someone employed in manufacturing is \$34/hour*

PERCEPTION

Only 22% of parents associate manufacturing or trade jobs with innovative, intellectually stimulating work

21% of parents associate manufacturing and trade jobs with a lack of benefits or health insurance

Only 12% of parents think manufacturing jobs are recession proof



Skilled and highly skilled roles comprise 80% of the workforce for the companies surveyed**



90% of manufacturing workers have medical benefits***



Over 50% of manufacturers believe there is a severe shortage of production workers today and nearly two-thirds believe that shortage will exist in 2020****

REALITY

Moms are 24% more likely than dads to say they are familiar with current career opportunities in the manufacturing arena (73% vs. 59% for dads), and are 46% more likely to say they are very likely to encourage their children to pursue a career in the manufacturing industries (38% vs. 26% for dads).



* <http://www.themanufacturinginstitute.org/Research/Facts-About-Manufacturing/Workforce-and-Compensation/Wages-and-Compensation/Wages-and-Compensation.aspx>

** <http://www.themanufacturinginstitute.org/Research/Skills-and-Training-Study/~media/70965D0C4A944329894C96E0316DF336.ashx>

*** <http://www.nist.gov/mep/data/infographic-mfg-america.cfm>

**** http://www.themanufacturinginstitute.org/~media/827DBC76533942679A15EF7067A704CD/2015_Skills_Gap_Report.pdf

The 2015 Alcoa Foundation Parents' Perceptions of Manufacturing Survey presents the findings of an online survey conducted by Toluna from April 28 - May 1, 2015 among a sample of 1,035 American parents of children ages 6-17. The margin of error for a sample of this size is ± 3% at a 95% level of confidence.