

WHAT MANUFACTURING REALLY LOOKS LIKE

Celebrating Manufacturing Day

MANUFACTURING ENABLES OUR EVERYDAY LIVES*



*Representatives from Manufacturing Day

MANUFACTURING DRIVES OUR ECONOMY

Manufacturing supports more than
18.5 MILLION
U.S. Jobs

\$1.00 ⇒ \$1.40

\$1.00 spent in manufacturing creates \$1.40 for the U.S. economy

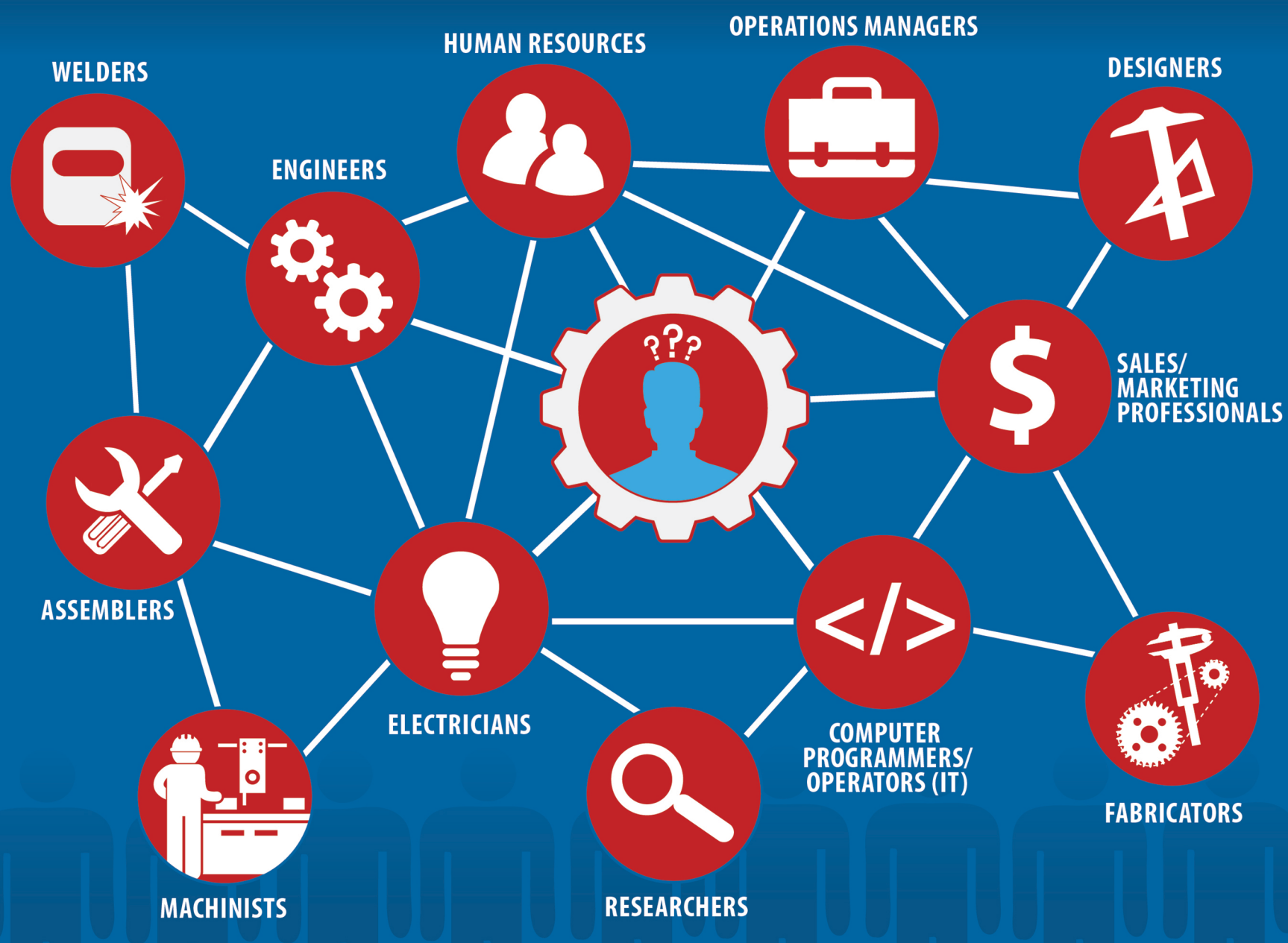
12%
GDP

Manufacturing comprises nearly 12% of our GDP



U.S. Manufacturing is the ninth largest economy in the world

MANUFACTURING OFFERS DIVERSE CAREER OPPORTUNITIES



And

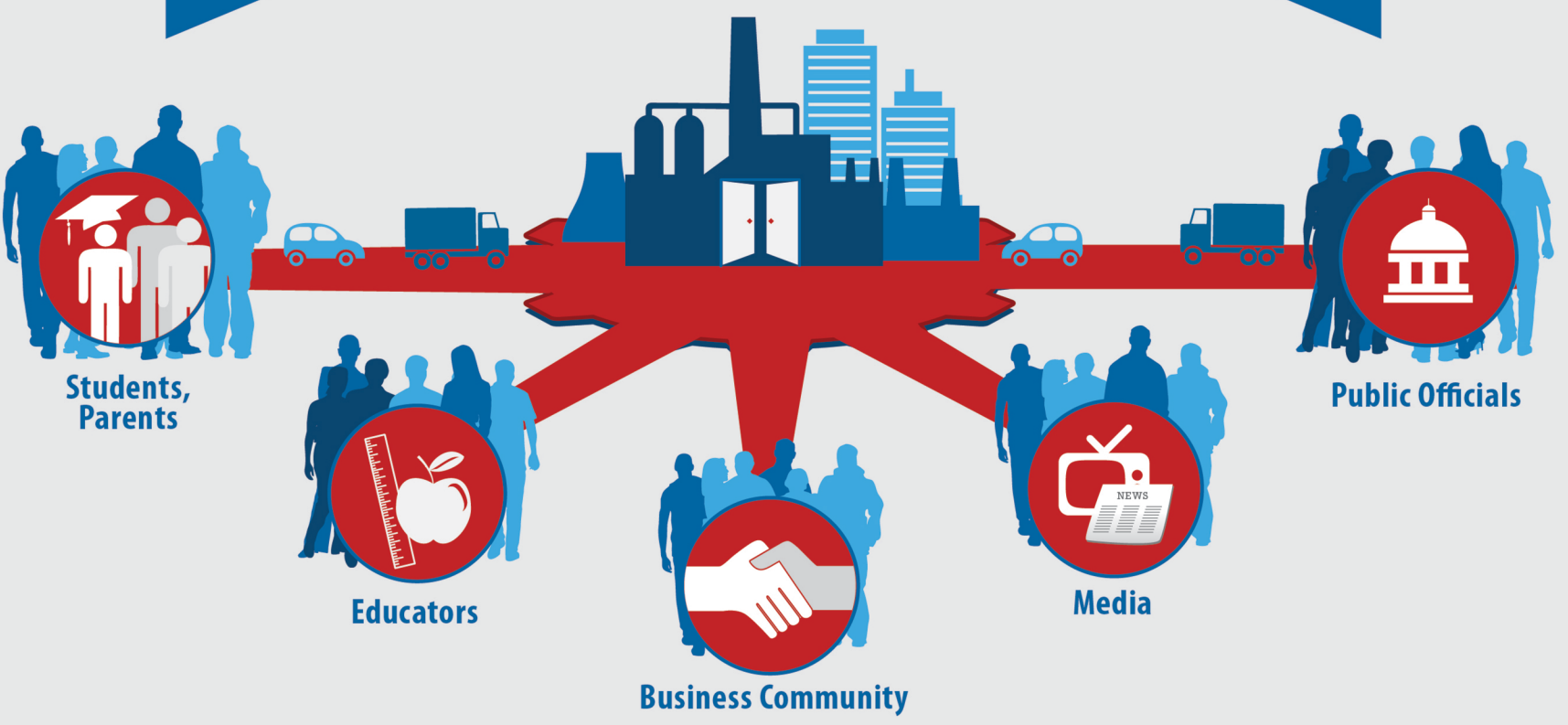
Manufacturing Pays

Nearly
\$60k
Annual average salary for entry-level manufacturing engineers

More than
\$77k
Annual average salary of manufacturing workers in the U.S.

MANUFACTURING DAY: CELEBRATING THE BACKBONE OF AMERICA

The first Friday of October marks Manufacturing Day. The movement seeks to improve public perception of manufacturing careers and expand understanding of its value to the U.S. economy. Manufacturers open their doors to educate the public through open house tours and events.



AMERICA NOTICED: 2015 MFG DAY RESULTS

2,600
Events held across 50 states plus 3 Canadian Provinces and Puerto Rico
400,000+ Total Attendees

80 million:
Learned about Manufacturing Day through Discovery Communication's Science Channel and "How It's Made"

+Thousands:
7,692 News articles published reaching an audience of 59,731,297 people. 478,787 page views of the mfgday.com website #MFGDay trended on Facebook & Twitter

22 Penske Racing No. 22 Shell-Pennzoil Ford Fusion race car deck lid featured the Manufacturing Day logo at NASCAR® Sprint Cup

178
Proclamations Issued by Cities, Counties and States.

Improved Public Perception: **81%** of students more convinced that manufacturing provides interesting and rewarding careers

Get involved and spread the word
Manufacturing Day is Friday, October 7th, 2016

WWW.MFGDAY.COM



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Updated August 2016 • References: National Institute of Standards and Technology, National Association of Manufacturers, The Manufacturing Institute, National Science Foundation, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Deloitte MFG DAY Public Perception Survey 2015

