Manufacturing Day by the Numbers

What Is Manufacturing Day?
Manufacturing Day (MFG Day) is the day when manufacturers open up the minds of the next generation, inspiring more young people to come and join the manufacturing team.

Event Growth
Since 2012, the official number of registered Manufacturing Day events has grown over 1,000%.

MFG DAY State-by-State Participation in 2017

Manufacturers in all 50 United States and Puerto Rico have consistently participated in MFG Day.

Government Recognition
In 2017, President Donald J. Trump invited a delegation of manufacturers, led by National Association of Manufacturers (NAM) President and CEO Jay Timmons, to join him at the White House as he signed an official Presidential proclamation declaring October 6, 2017 as National Manufacturing Day.

Number of Participants*
Statistical analysis of key event reporting suggests Manufacturing Day engaged 595,341 participants, including 267,607 students.

Effects on Perception*
Students who attended Manufacturing Day events were asked to participate in a survey administered by Deloitte.

Why We MFG DAY
Manufacturers need the next generation — more than 3.5 million job openings are expected over the next decade with a growing skills shortage. When students and parents experience modern manufacturing firsthand, their attitudes and opinions about our industry shift for the better. MFG Day aims to:

1. Inspire the next generation by showing how they can make a difference through manufacturing.
2. Give guidance on how to take the first step toward starting a career in modern manufacturing.
3. Make it clear that manufacturers need the next generation.
4. Show students, parents and education the opportunity, creativity, possibility and accomplishment that come with a career in manufacturing.

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*Data reflects 2016 participation.

89%
More aware of manufacturing jobs in their communities

84%
More convinced that manufacturing provides careers that are interesting and rewarding

64%
More motivated to pursue careers in manufacturing

71%
More likely to tell friends, family, parents or colleagues about manufacturing after attending an event

595,341
PARTICIPANTS
267,607
STUDENTS