



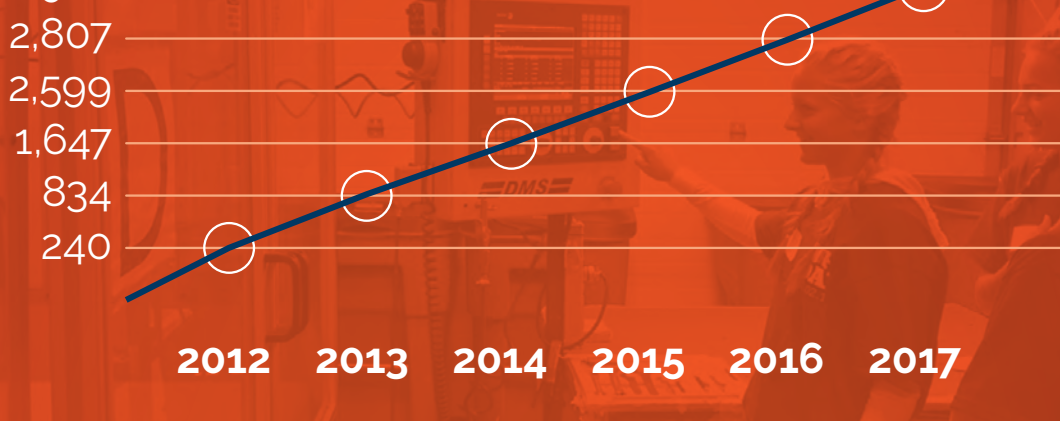
# Manufacturing Day by the Numbers

## 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.

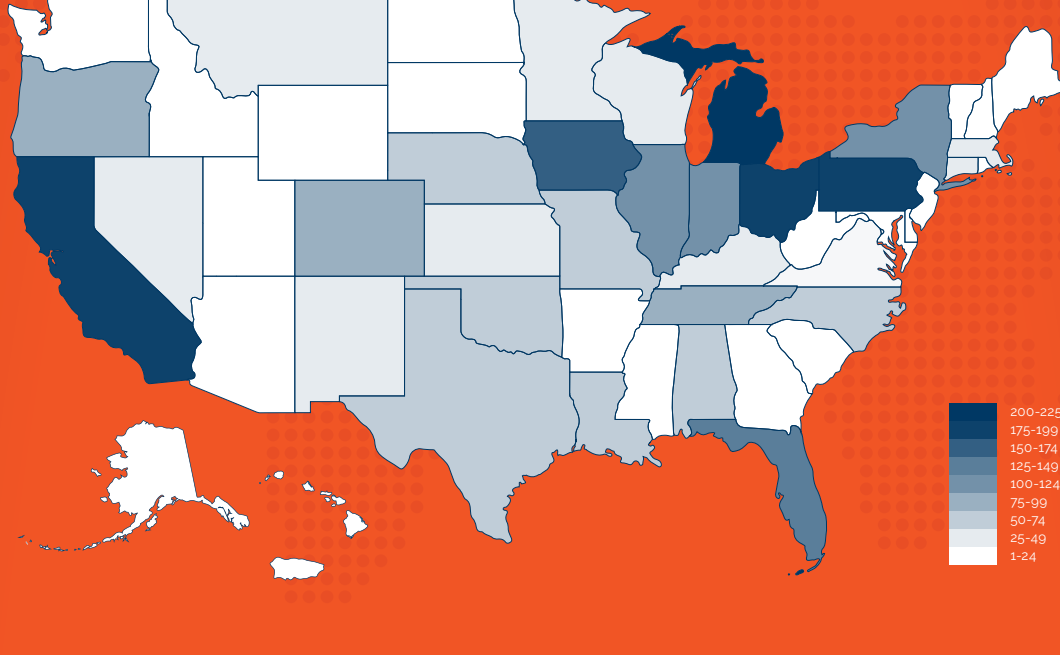
## Event Growth

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.



**89%**

More aware of manufacturing jobs in their communities



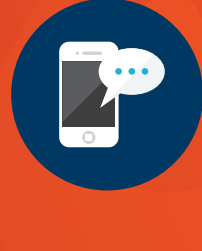
**84%**

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

## 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:

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

