

HOW DO AMERICANS FEEL ABOUT MANUFACTURING?

A national survey examined Americans' perceptions about the manufacturing industry, including sustainability and tariffs, as well as whether they plan to pursue a career in the manufacturing sector.

AMERICA'S BRAND

62%

of respondents prefer to buy products made in America.

55%

of respondents think the quality of US-made products is superior to the quality of products made in Asia or Central America.

57%

of respondents think that products made in Europe are typically of the same quality as products made in the US.

MANUFACTURING CAREERS

72%

of Americans think government funding should be used to support apprenticeship initiatives.

SUSTAINABILITY

75%

of respondents report that sustainability has a very important or large impact on the goods and services they purchase.

NATIONAL SECURITY

87%

of respondents feel a strong manufacturing sector is very or at least somewhat important to national security.

TARIFFS

46%

of Americans feel increasing tariffs on imported foreign goods and services is too disruptive for the US economy.

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