



# Manufacturing Day by the Numbers

## What Is Manufacturing Day?

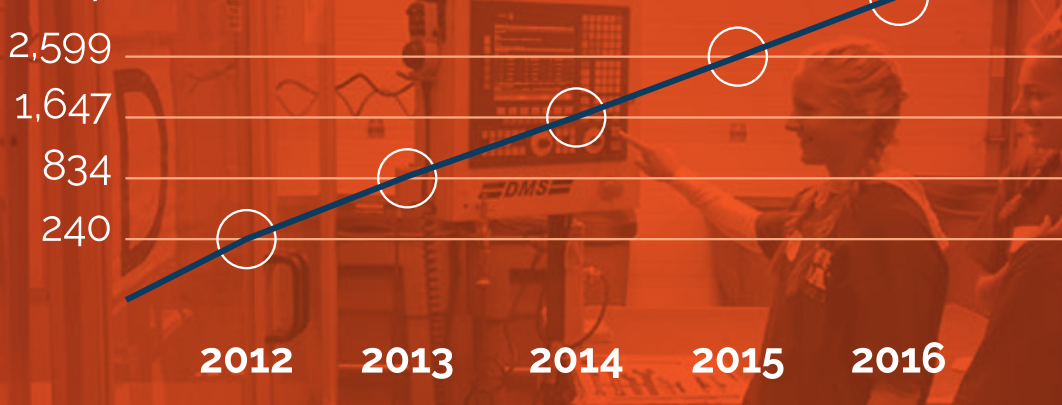
Started in 2012, Manufacturing Day is an annual celebration of modern manufacturing. Manufacturers invite students, educators, businesspeople, media, and politicians to their facilities in a collective effort to educate visitors about manufacturing careers and improve public perceptions of manufacturing.



This year's Manufacturing Day is October 6, 2017.

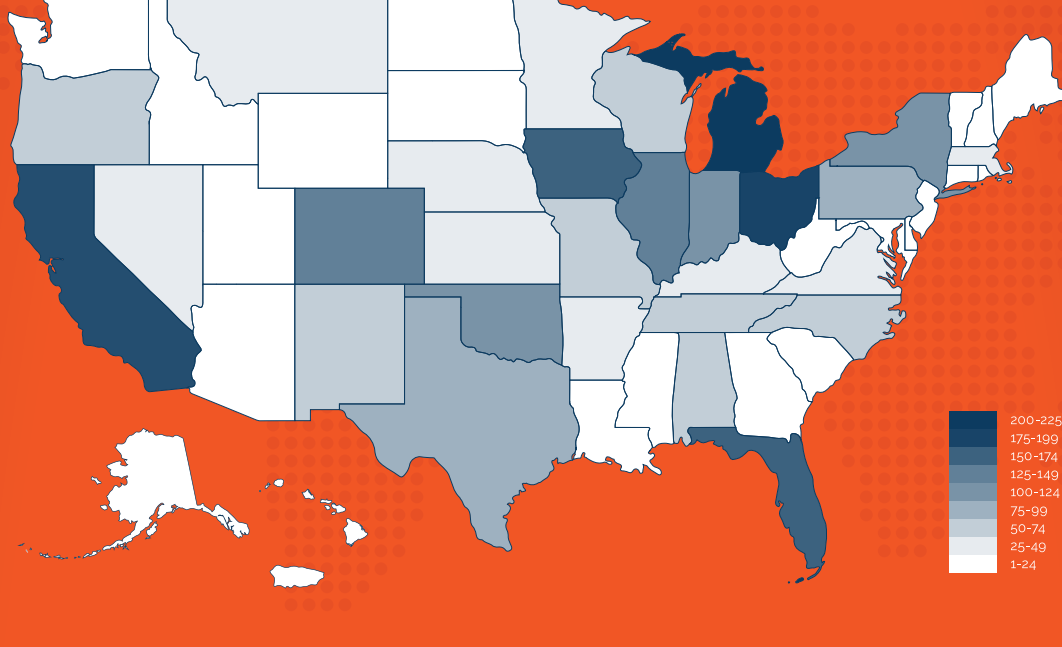
## Event Growth

Since 2012, the official number of MFG DAY events has grown over 1,000%.



## MFG DAY State-by-State Participation in 2016

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



## Government Recognition

In 2014, President Obama recognized Manufacturing Day with a proclamation declaring October 2, 2014 National Manufacturing Day. The President, along with 147 local and state lawmakers, repeated this proclamation in 2016.



## Number of Participants

Statistical analysis of key event reporting suggests that Manufacturing Day 2016 affected 595,341 participants, including 267,607 students.



## Effects on Perception

Students who attended Manufacturing Day events in 2016 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

Manufacturing Day is all about celebrating manufacturing. By providing an opportunity to focus collective attention on manufacturing, MFG DAY aims to:

1. Empower manufacturers
2. Change public perceptions of manufacturing
3. Introduce people to manufacturing careers
4. Draw attention to the roles manufacturers play in their communities
5. Underscore the economic and social significance of manufacturing

