

Gen Z's Perception of Manufacturing

A survey of 1,000 recent graduates, 18-24 years old, reveals an increased interest in manufacturing jobs, but misperceptions persist.



Salary Is a Top Priority

There's a misperception around the frontline manufacturing environment and opportunities among Gen Z, particularly around pay.



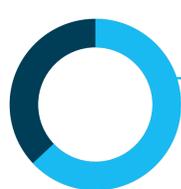
65% believe entry-level manufacturing jobs pay less than the industry average



60K

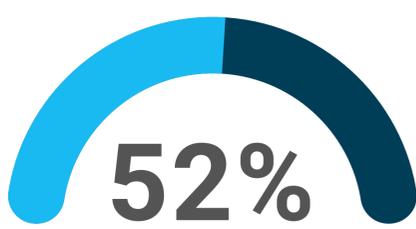
the annual salary of 0-1 years of experience in manufacturing¹

This is higher than the entry-level salary across all industries (approx. \$40K)²



64%

"good pay" is a top priority in their career



52%

remain neutral or disinterested in frontline manufacturing work

Of those 52%...

30%

concerned it "may be a low-skilled, manual job"

41%

say "it doesn't pay very much"



35%

believe there is little diversity in the industry



Exposure at School

The lack of manufacturing-focused programs at schools has an impact on Gen Z's career choices.



59%

might be interested in manufacturing if they had access to programs while in school



53%

cited not having such access



47%

get career inspiration from family



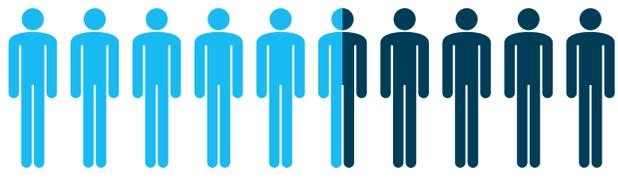
55%

don't know anyone who works in manufacturing



COVID-19 Shifted Perceptions

The importance of manufacturing during the pandemic was at the forefront of people's minds. And Gen Z expressed a new appreciation for the industry.

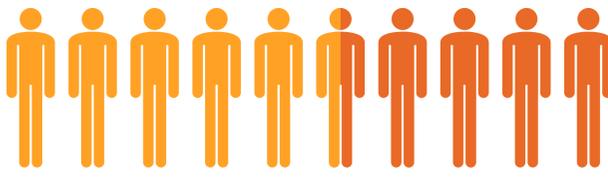


56% changed their views on manufacturing because of the pandemic

Of those 56%...

77%

view manufacturing as more important



54% hadn't considered frontline manufacturing as a career before the pandemic

Of those 54%...

24%

are now open to exploring it

Research Methodology

Parsable conducted an online survey in June and July, 2021. The 1,000 respondents were aged 18-24 years old and graduated in 2021 from high school, 2-year vocational/technical school or a 4-year university/college program. For more details on the research, [read the press release](#).

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