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.

64% of Gen Z believe good pay is a top priority in their career.

52% of Gen Z believe there is little diversity in the industry.

30% of Gen Z remain neutral or disinterested in frontline manufacturing work.

59% believe it is important to experience manufacturing if they want access to a manufacturing career.

53% said they’d like to work in manufacturing.

47% get career inspiration from their family.

55% don’t know anyone who works in manufacturing.

Exposure at School

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

65% 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.

77% viewed manufacturing as more important.

56% felt considered frontline manufacturing as a career before the pandemic.

54% are now open to exploring it.

56% of those who felt manufacturing was more important.

54% of those who considered manufacturing as a career before the pandemic.

47% 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.

SOURCES

1Glassdoor.com

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