

# 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**

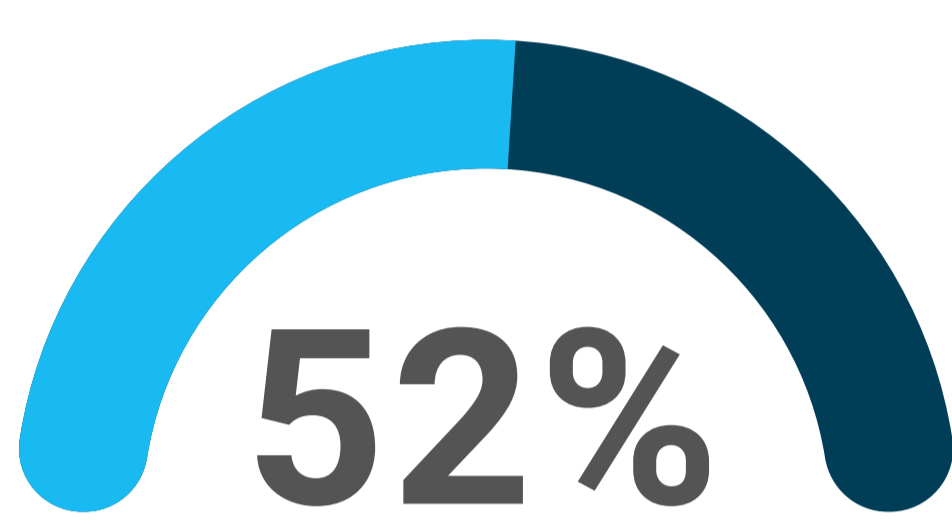
the annual salary of 0-1 years of experience in manufacturing<sup>1</sup>

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



**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



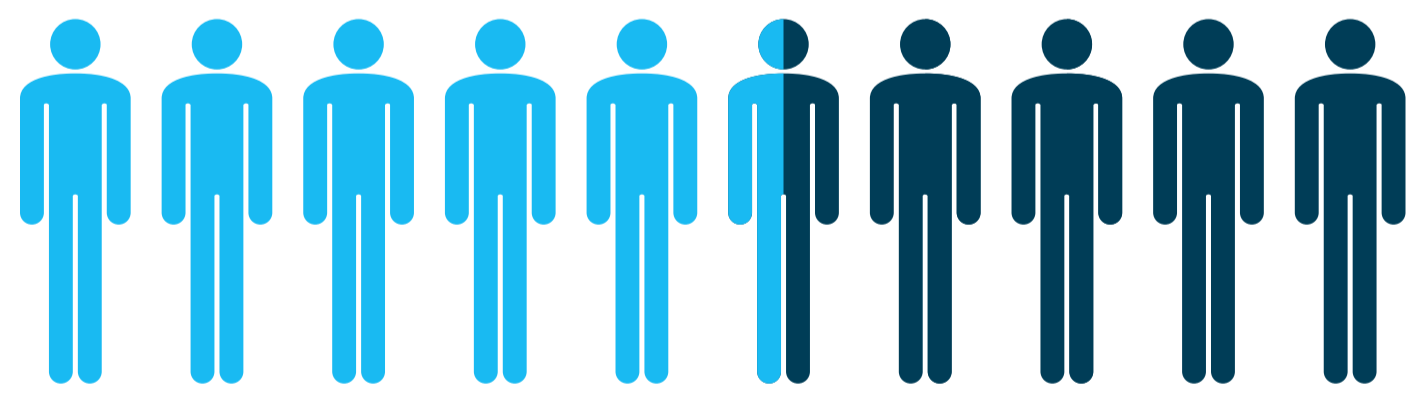
**55%**

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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