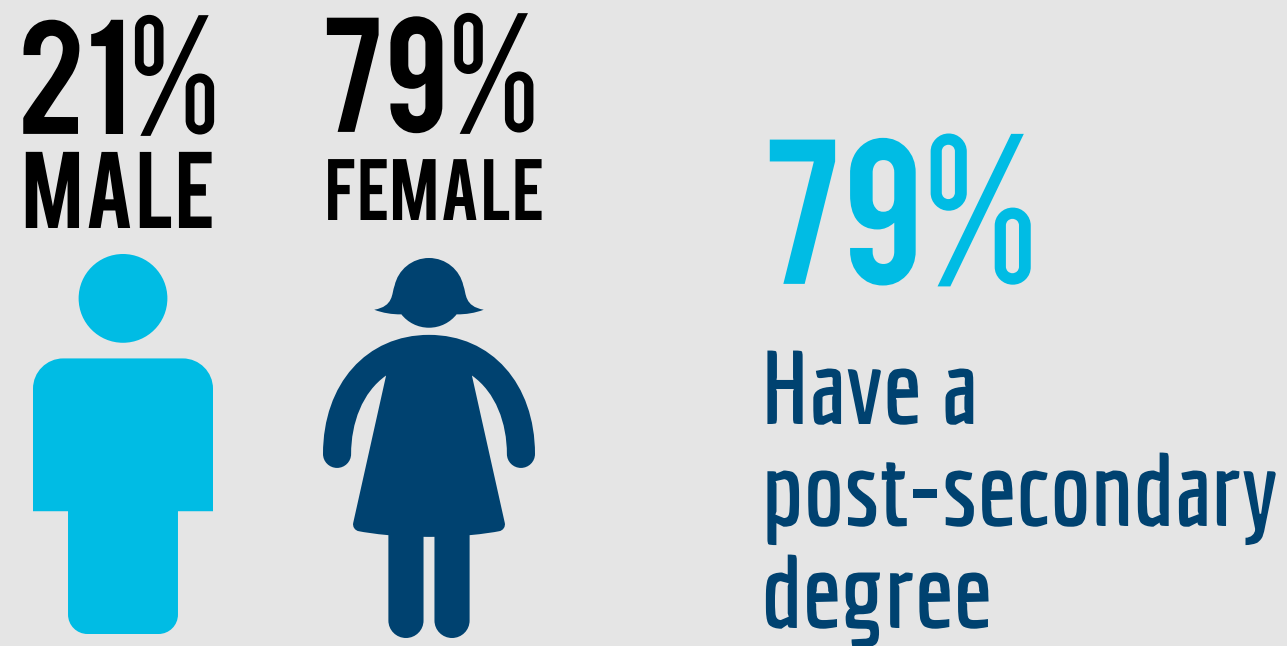


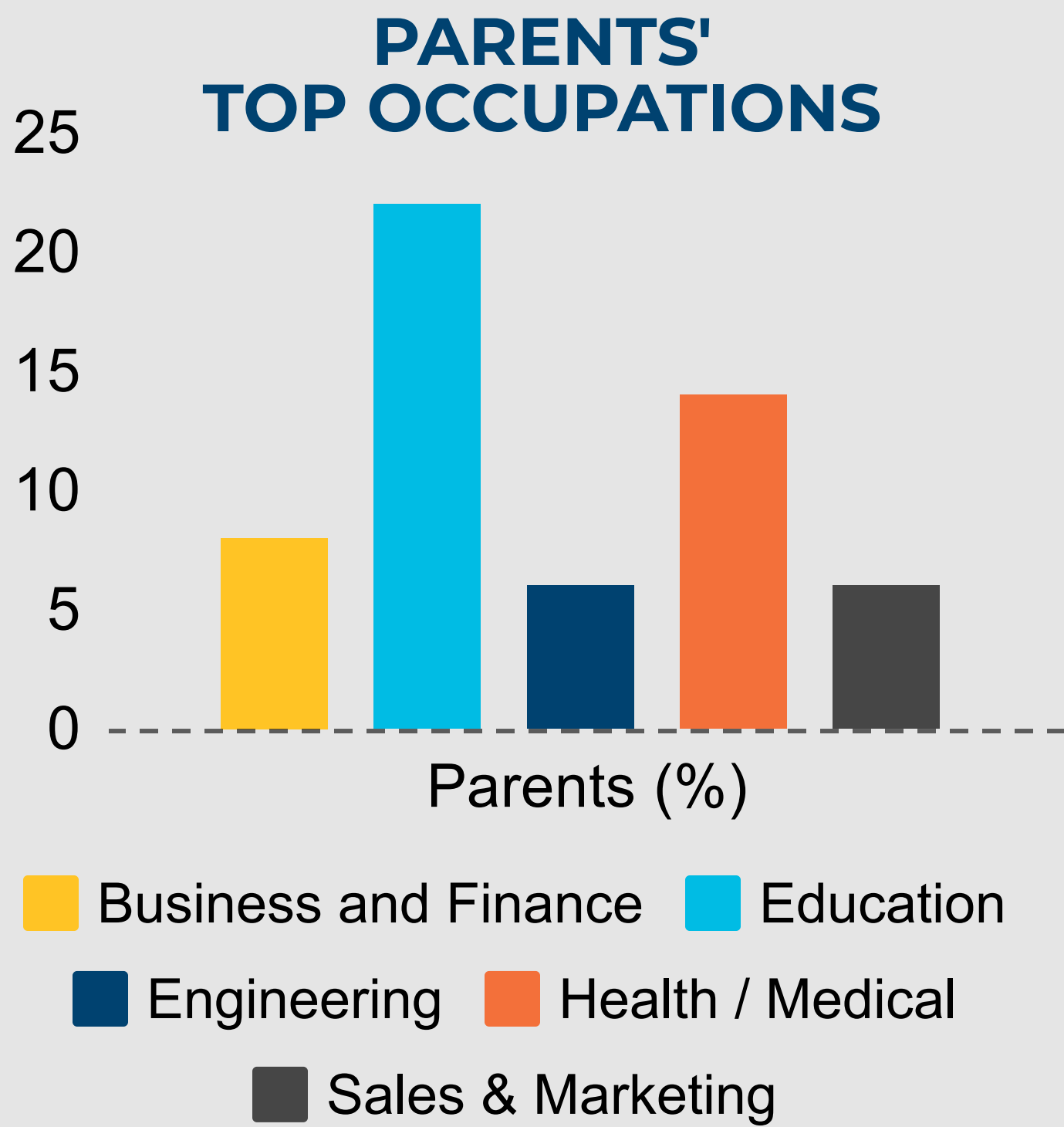
PERCEPTIONS ON MANUFACTURING

June 2018 *A Study of How Parents in Brevard County, FL View Manufacturing Careers*

Surveyed Parents' Profile



98% Have children at home
61% Parents of high schoolers

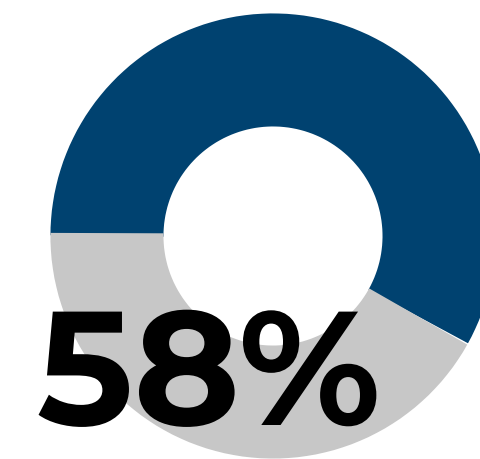
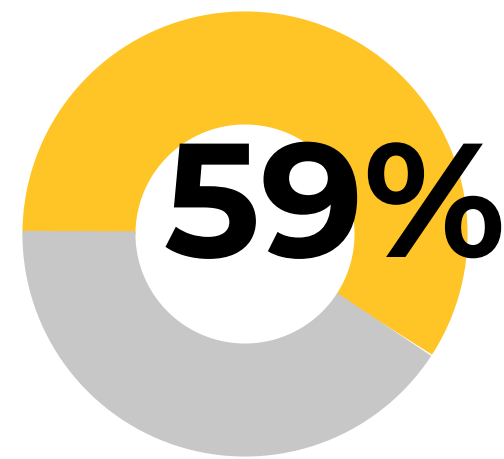
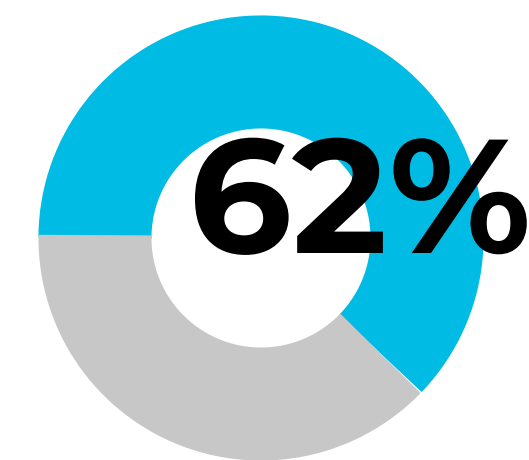
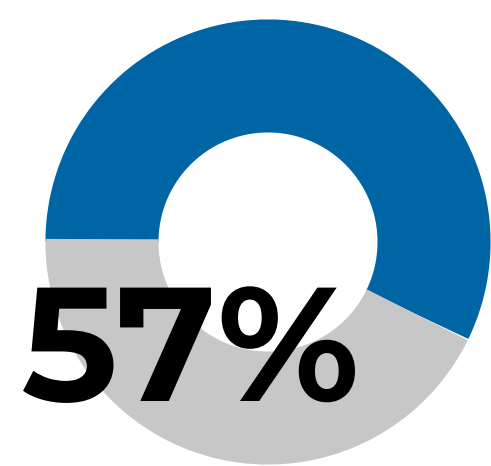
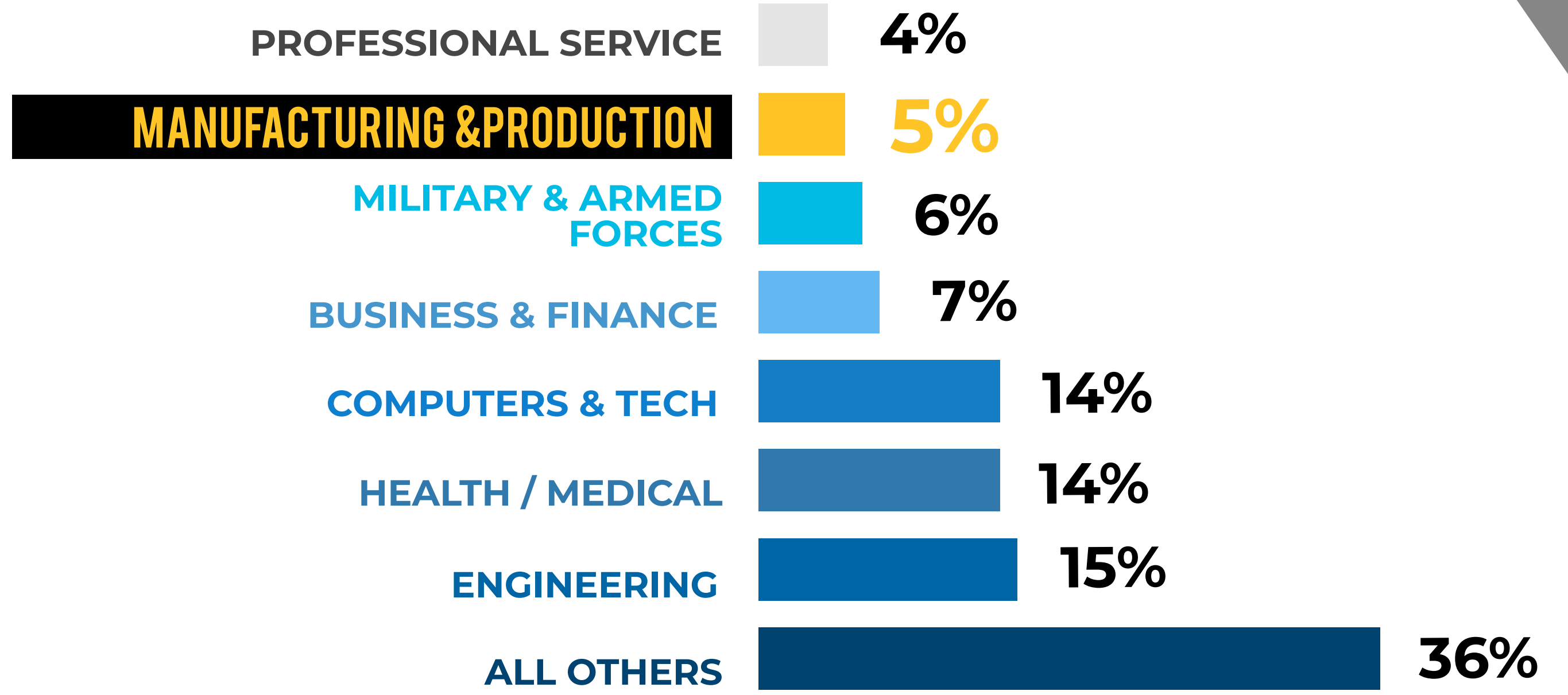


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FINDINGS 850 Parent Perceptions

PARENTS' PREFERRED CAREER FIELD FOR CHILDREN



PARENTS' MOST IMPORTANT FACTORS FOR THEIR CHILD'S CAREER ARE...

- #1 Good benefits
- #2 Stability and security
- #3 Good pay
- #4 Innovative industry
- #5 High Tech industry
- #6 Florida based
- #7 Brevard based

The majority of parents believe manufacturing jobs are dirty, unsafe, unstable, and do not provide tuition support for continuing education.

SUMMARY Perceptions

- "Manufacturing careers are skill driven and offer strong career paths"
- "Manufacturing careers are team oriented"
- "Manufacturing is seen as a STEM career field"
- "Manufacturing is not a preferred career field"
- "Manufacturing jobs don't pay well compared to other industries"
- "Manufacturing is unstable and unsafe and offers poor pay and benefits"

Facts

- Highest average wage across all private industries.
- Highest worker tenure and lowest turnover.
- Modern, technology driven, clean, and safe.

Source: Deloitte, Manufacturing Institute, U.S. Bureau of labor statistics