

CAN MILLENNIALS DISPEL THE MANUFACTURING MYTH?

Opportunity abounds in American manufacturing.
More young people should take advantage.

3 "D"s have contributed to manufacturing's bad rap:

DIRTY
DANGEROUS
DEAD-END

But modern manufacturing can lead to a viable career path and good quality of life.

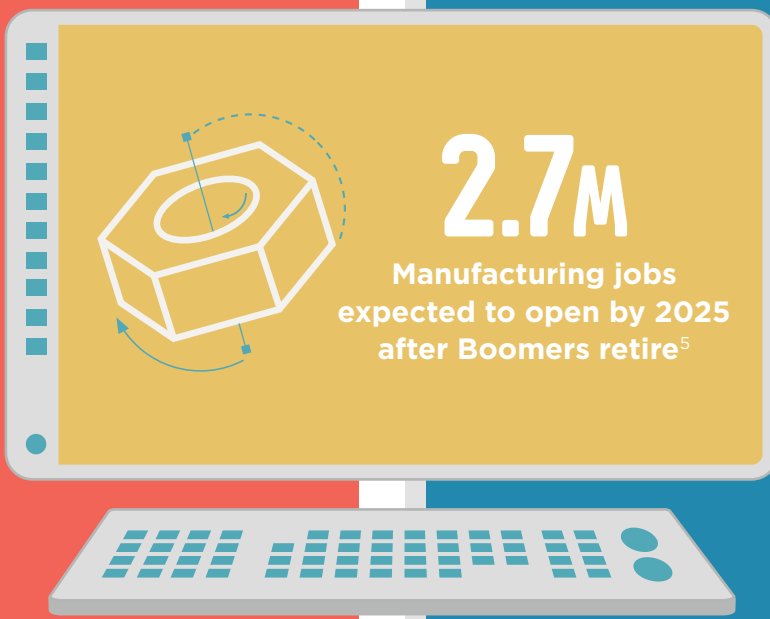
The nature of work and earning potential are changing.

DID YOU KNOW?

Training for a career in high-demand skilled trades is economical and typically leads straight to a job with **competitive pay**, often in an area with a **low cost of living**.

\$1.4 TRILLION
Americans hold trillions in crushing student loan debt^{1,2,3}

7%
Millennial unemployment, 3% higher than all other age groups⁴



\$80k
In 2016 an average worker's annual salary with pay and benefits exceeded **\$82,000**⁶

\$60k
Manufacturing apprenticeships can pay as much as **\$60,000** to develop high demand skills⁷

Rent in millennial hubs like Boston and San Francisco have **outpaced wages** for the past 50 years⁸

The top 5 states for manufacturing jobs rank in the top half for affordability.⁹

TOP 5

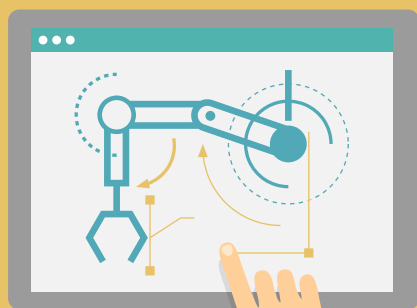
- Indiana
- Wisconsin
- Michigan
- Iowa
- Alabama

8 IN 10

manufacturing execs think the industry suffers from a **shortage of human talent**¹⁰

Innovation in modern manufacturing today requires:

Creativity
Communication
Collaboration



Tech Savviness
Troubleshooting
Problem-Solving

1 <https://www.usnews.com/education/best-colleges/paying-for-college/slideshows/10-student-loan-facts-college-grads-need-to-know>

2 <http://college.usatoday.com/2017/02/21/student-loan-debt-now-totals-over-1-3-trillion>

3 <https://www.cnbc.com/2017/06/23/heres-how-much-the-average-american-in-their-30s-has-in-student-debt.html>

4 <https://generationopportunity.org/press-release/18233/> ; <https://data.bls.gov/timeseries/LNS14000000>

5 <http://www.themanufacturinginstitute.org/-/media/827DBC76533942679A15EF7067A704CD.ashx>, p.2

6 Bureau of Economic Analysis and Bureau of Labor Statistics

7 <https://www.dol.gov/featured/apprenticeship/faqs>

8 <http://time.com/money/4387263/rent-still-too-damn-high-millennials-screwed>

9 https://www.missourieconomy.org/indicators/cost_of_living

10 <https://www2.deloitte.com/us/en/pages/manufacturing/articles/boiling-point-the-skills-gap-in-us-manufacturing.html>



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gp.com/careers