**FINDINGS 850 Parent Perceptions**

**Parents’ Preferred Career Field for Children**

- **Manufacturing & Production**: 5%
- **Military & Armed Forces**: 6%
- **Business & Finance**: 7%
- **Computers & Tech**: 14%
- **Health / Medical**: 14%
- **Engineering**: 15%
- **All Others**: 36%

**Surveyed Parents’ Profile**

- 21% Male
- 79% Female
- 79% Have a post-secondary degree
- 98% Have children at home
- 61% Parents of high schoolers

**Parents’ Top Occupations**

- Business and Finance
- Education
- Engineering
- Health / Medical
- Sales & Marketing

**have a realistic or optimistic view of manufacturing entry-level wages**: 57%

**Believe manufacturing offers a strong career**: 62%

**View manufacturing as a STEM career**: 59%

**Believe manufacturing does not provide secure and stable jobs**: 58%

**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

**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

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