

To: All declared candidates for 2020 presidential election

From: National Skills Coalition

Re: Informational summary of polls that find overwhelming support for skills training among voters, business leaders



POWERED BY NATIONAL SKILLS COALITION

Likely 2020 Voters: Key Findings

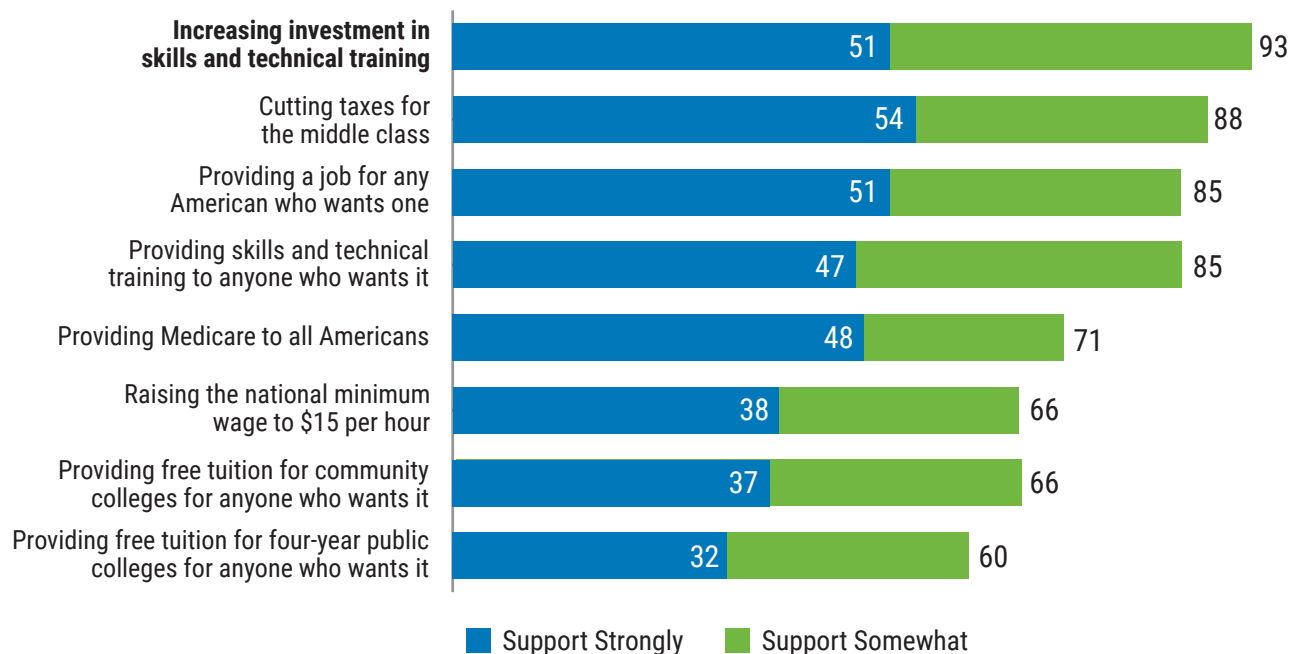
Voters overwhelmingly support increasing public investment in skills training as an economic priority.

- More than nine-out-of-ten voters (93%) support increasing investment in skills and technical training, with a majority of voters strongly supporting more investment.
- Support remains extremely high even when investment is framed as “government funding,” with 85% of voters continuing to back it. This sentiment extends across party lines, with 90% of Democrats, 82% of Independents and 80% of Republicans in support.
- Support is consistently high across racial groups: 90% of African American voters, 85% of white voters, and 81% of Latino voters support more government funding for skills training.

Voters prioritize increased investment in skills training even over other popular economic proposals.

- Increasing investment in skills training was the most popular of eight popular economic proposals tested.
- 86% of voters support investing in skills training programs at the same level that we invest in college (90% of Democrats, 81% of Republicans, and 88% of Independents).

Support for Economic Policy Proposals



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Voters across the political spectrum favor those who prioritize skills training.

- By a 50-point margin (59% more likely / 9% less likely), voters say they are more likely to support a candidate who supports increasing government funding for skills training. This positive impact extends across the political spectrum.

Voter support for skills training is strong in key early/battleground states

- *Iowa*: More than nine-out-of-ten voters (92%) support increasing investment in skills and technical training, with nearly half of voters (47%) strongly supporting more investment. By more than a 50-point margin (58% more likely / 6% less likely), Iowa voters say they are more likely to support a candidate who supports increasing government funding for skills training.
- *Michigan*: Nine-out-of-ten voters (90%) support increasing investment in skills and technical training, with a majority of voters (56%) strongly supporting more investment. By almost a 50-point margin (58% more likely / 9% less likely), Michigan voters say they are more likely to support a candidate who supports increasing government funding for skills training.
- *Georgia*: More than nine-out-of-ten voters (91%) support increasing investment in skills and technical training, with a majority of voters (57%) strongly supporting more investment. By almost a 50-point margin (58% more likely / 11% less likely), Georgia voters say they are more likely to support a candidate who supports increasing government funding for skills training.
- *Virginia*: More than nine-out-of-ten voters (94%) support increasing investment in skills and technical training, with a majority of voters (58%) strongly supporting more investment. By a 47-point margin (55% more likely / 8% less likely), voters say they are more likely to support a candidate who supports increasing government funding for skills training. This positive impact extends across the political spectrum.

Small and Medium Sized Business Leaders: Key Findings

More skilled workers is an important need for small and medium-sized businesses.

- Sixty-two percent of leaders of these businesses say it is difficult for them to find skilled workers – including 80% of those looking to hire 20 or more workers this year – and 76% say that more investment in skills training would help their business.

Business leaders of small and medium-sized businesses overwhelmingly support more investment in skills training.

- Over three quarters (79%) of these business leaders want to see more government funding for skills training, with leaders of both small (75%) and medium-sized (82%) businesses very supportive.

Greater investment in skills training is nearly as important to business leaders as cutting taxes and reducing regulations. For some, it's more important.

- Increasing investment in skills and technical training was seen as one of the three most helpful policies to business leaders of the nine policies tested. Over three-quarters (76%) of business leaders say that it would help their business, making it nearly as helpful as reducing regulations (82%) and cutting taxes (87%) for small and medium-sized businesses.
- Among leaders of medium-sized businesses, increasing investment in skills training emerged as the most important policy proposal along with cutting taxes (both 85% helpful), making it more important than reducing regulations (81%) for these businesses.

- 86% of business leaders (small and medium) who say they need to hire 20 or more workers over the next year see investing in skills training as the second most helpful policy proposal of nine tested, and only narrowly behind cutting taxes (89%).

More affordable skills training is seen as much more helpful to these businesses than free college.

- While 71% of leaders of small and medium-sized businesses say that providing skills and technical training to anyone who wants it would help their business, just 46% say the same for providing free tuition to four-year public colleges.

Business leaders favor those who prioritize skills training.

- By a 37-point margin (54% more likely / 17% less likely), business leaders say they would be more inclined to back a political candidate who supports greater investment in skills training. Leaders of businesses planning to hire 20 or more workers are even more receptive to a pro-skills training candidate (63% more likely / 15% less likely).

On behalf of the National Skills Coalition, ALG Research conducted a nationwide online survey of 1000 likely 2020 general election voters between January 22 and 27, 2019, and a nationwide survey of over 400 leaders of small and medium-sized businesses between February 25 and March 5, 2019. This memo summarizes the findings of these two polls.