

**PUBLIC
PERSPECTIVES**



**MICHIGAN VOTERS
ON JOBS, SKILLS TRAINING
AND THE ECONOMY**

In Michigan, a majority of jobs (54%) require skills training beyond high school, but not a four-year degree.¹ What's more, rapidly changing technology in the workplace increasingly necessitates lifelong access to skills training for nearly all Michigan jobs, 89% of which require digital skills.² NSC's new public opinion research affirms that Michigan voters understand that jobs requiring skills training are the backbone of the economy.

A majority of Michigan voters (60%) would take advantage of opportunities to engage in skills training if offered and an even larger share (96%) agree that access to skills training is a key characteristic of a good job. It's therefore not surprising that an overwhelming majority of Michiganders (81%) want policymakers to increase funding for skills training and two-thirds (65%) are more likely to support elected officials who make it a priority.

1. National Skills Coalition, *Lack of Access to Skills Training Hurts Michigan Workers and Businesses*, 2020.

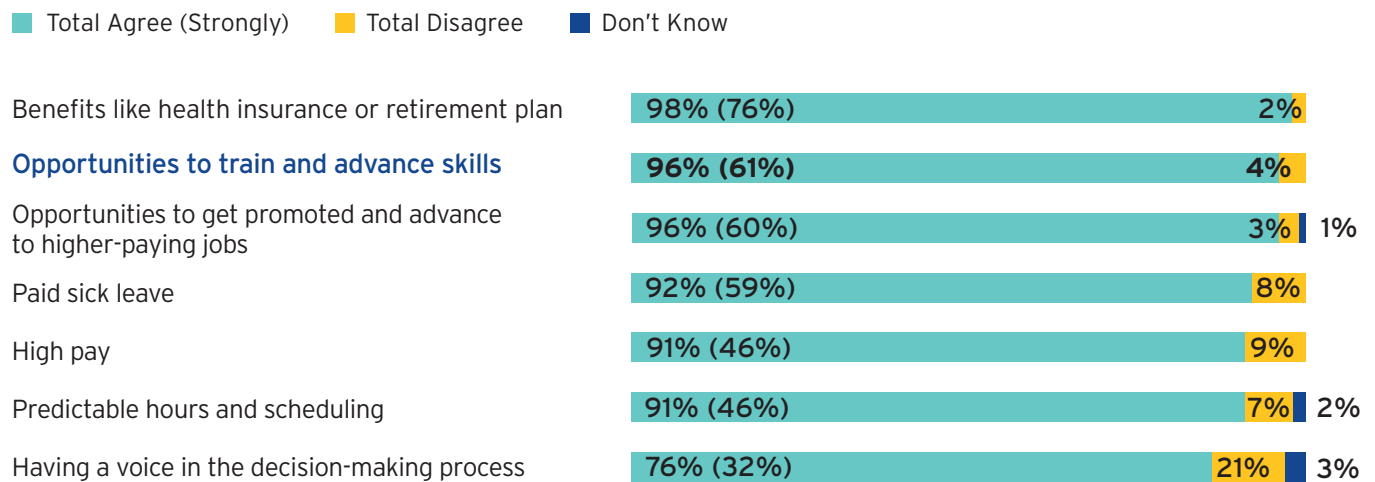
2. National Skills Coalition, *Closing Michigan's Digital Skill Divide*, 2024.

MICHIGAN PUBLIC PERSPECTIVES ON JOBS

For Michiganders, access to skills training is one defining characteristic of a “good job.”

Nearly all Michigan voters (96%) say access to skills training is one of the characteristics that define a good job, including 61% who strongly agree. This opportunity is valued nearly equally by those with a college degree (62%) and those without (61%).

VOTER PERCEPTIONS OF CHARACTERISTICS OF GOOD JOBS



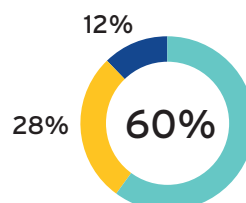
MICHIGAN PUBLIC PERSPECTIVES ON SKILLS TRAINING

Most Michiganders would take advantage of opportunities to build their skills.

One-third (34%) of Michigan voters have engaged in skills training, and over two-thirds (68%) have either been through a skills training program themselves, know someone who has, or both. Nearly two-thirds (60%) would take advantage of opportunities to engage in skills training. Key groups most likely to take advantage of skills training opportunities include Black voters (80%) and voters under the age of 50 (72%), especially people under 50 without a college degree (77%).

LIKELINESS OF MICHIGANDERS TO TAKE ADVANTAGE OF SKILLS TRAINING TO ADVANCE IN THEIR CAREER

■ Likely
 ■ Unlikely
 ■ Don't Know

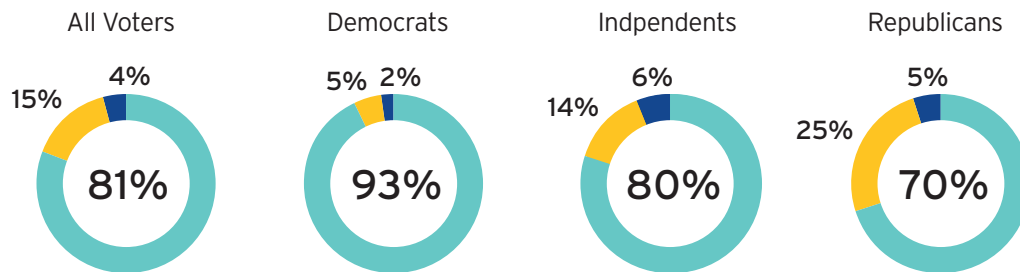


Across party lines, Michigan voters overwhelmingly support increasing government funding for skills training and candidates who prioritize this issue.

Overall, 81% of Michigan voters support expanded public funding for skills training, including a near majority (45%) who strongly support it, while only 15% are opposed. More than 70% of voters indicate support across demographic and geographic subgroups. The issue draws notably strong bipartisan support with a vast majority of Democrats (93%), Independents (80%), and Republicans (70%) in support of increasing state funding for skills training.

SUPPORT FOR INCREASING GOVERNMENT FUNDING FOR SKILLS TRAINING

■ Support ■ Oppose ■ Don't Know

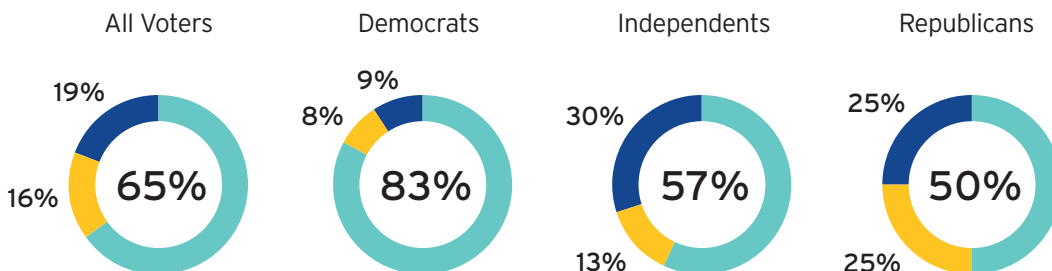


Voters are more likely to support a candidate who invests in skills training.

Overall, 65% of Michigan voters indicate they are more likely to support a candidate for public office who supports increasing government funding for skills training. This is a compelling issue for Independents, Republicans, and Democrats.

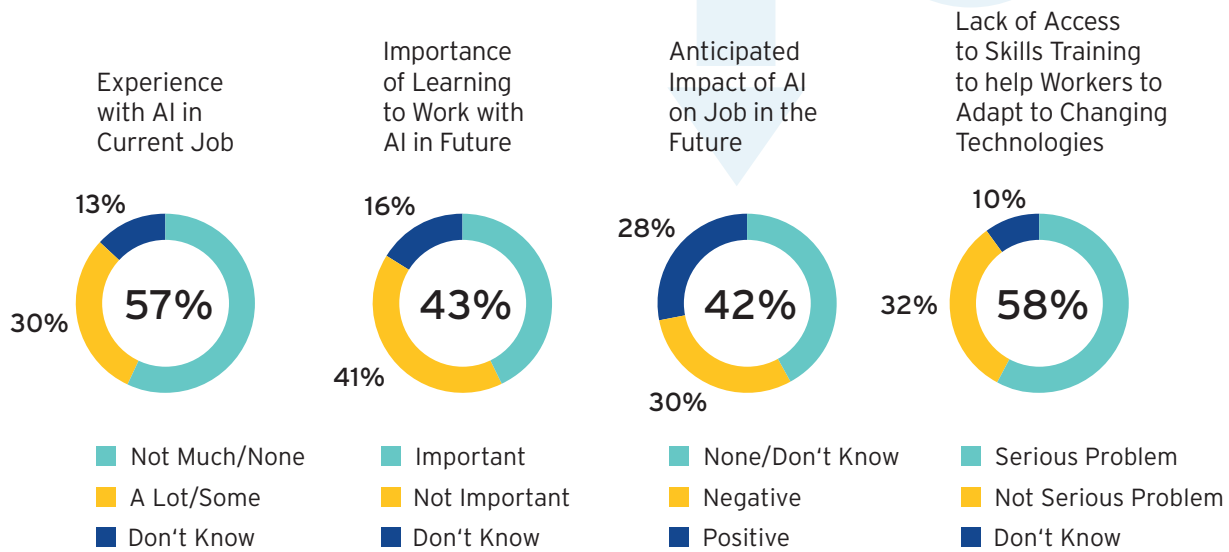
LIKELINESS TO SUPPORT A CANDIDATE WHO SUPPORTS SKILLS TRAINING INVESTMENTS

■ More Likely ■ Less Likely ■ No Difference/Don't Know



Many Michigan voters believe that artificial intelligence (AI) will be important in their jobs and see skills training as essential to adapting to new technologies.

Just under one-third of Michiganders (30%) have already encountered AI on the job and 43% believe that learning to work with AI will be important for their job in the future. Twenty-eight percent think AI will positively impact their work, while 30% believe it will have a negative impact. Over half (58%) of Michiganders believe that limited access to skills training to help workers adapt to AI is a serious problem.

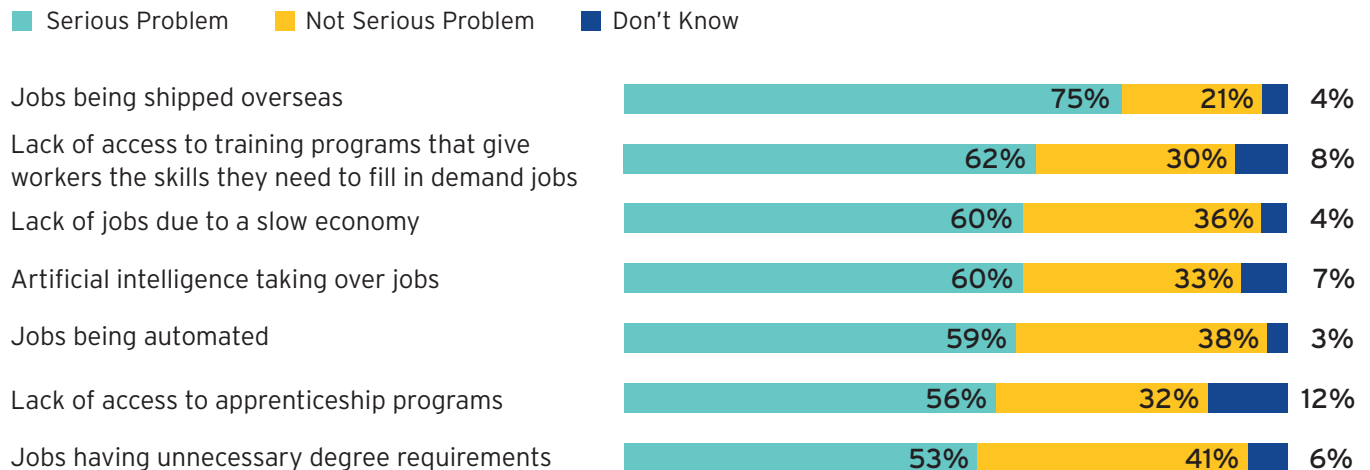


MICHIGAN PUBLIC PERSPECTIVES ON THE ECONOMY

Michigan voters perceive lack of access to skills training as a significant challenge facing workers in the current economy.

Michiganders identify a range of issues confronting workers in the state, from jobs being shipped overseas (75%) to jobs having unnecessary degree requirements (53%) – and more. Nearly two-thirds (62%) believe lack of access to training is a serious problem.

VOTER PERCEPTIONS OF ECONOMIC CHALLENGES FACING WORKERS



Michigan voters believe that skills training is essential to industries that are important to the state's economy.

Voters believe that skills training is essential to the success of key industries that impact health, safety, quality of life, and economic growth.

PERCENTAGE OF VOTERS WHO THINK SKILLS TRAINING IS EXTREMELY OR VERY IMPORTANT TO ESSENTIAL INDUSTRIES



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National Skills Coalition fights for inclusive, high-quality skills training so that people have access to a better life, and local businesses see sustained growth. We engage in analysis and technical assistance, organizing, advocacy, and communications to improve state and federal skills policies. Learn more at nationalskillscoalition.org and follow us [@skillscoalition](https://twitter.com/skillscoalition).

RESEARCH: Impact Research • **AUTHOR:** Rachel Unruh • **METHODOLOGY:** Impact Research conducted an online and text-to-web poll among N=800 registered voters in Michigan. Interviews were conducted between June 17th and 24th, 2024. The confidence interval for a sample of this size is +/-3.4% at the 95% level of confidence.