

VOTERS IN UNION HOUSEHOLDS

With 14.4 million members, unions play an essential role in apprenticeship and high quality training programs that lead to family-sustaining jobs. NSC’s national polling finds that people in union households are more likely to have a positive view of the economy and their personal financial situation than voters overall.¹

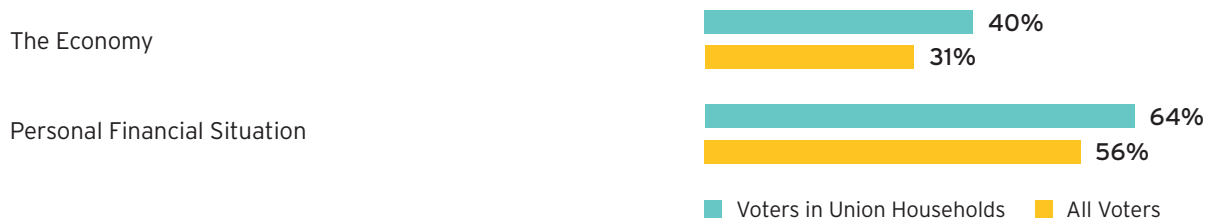
Our poll also finds that voters in union households are concerned about the impact of offshoring and automation on jobs, but they support skills training policies that can be a part of efforts to address these concerns. And overwhelmingly, voters in union households want policymakers to expand apprenticeship and skills training opportunities for more workers.

PUBLIC PERSPECTIVES

ON THE ECONOMY

Voters in union households are more optimistic about their personal economic situation and the economy overall. Compared to 31% of voters overall, 40% of current voters in union households have a favorable view of the economy, and nearly two-thirds (64%) rate their own financial situation as positive.

PERCENTAGE OF VOTERS IN UNION HOUSEHOLDS WHO RATE AS “EXCELLENT” OR “GOOD”



A significant majority of voters in union households consider skills training to be an important economic strategy. 72% believe increasing investments in skills training is an extremely or very important way to improve the economy.

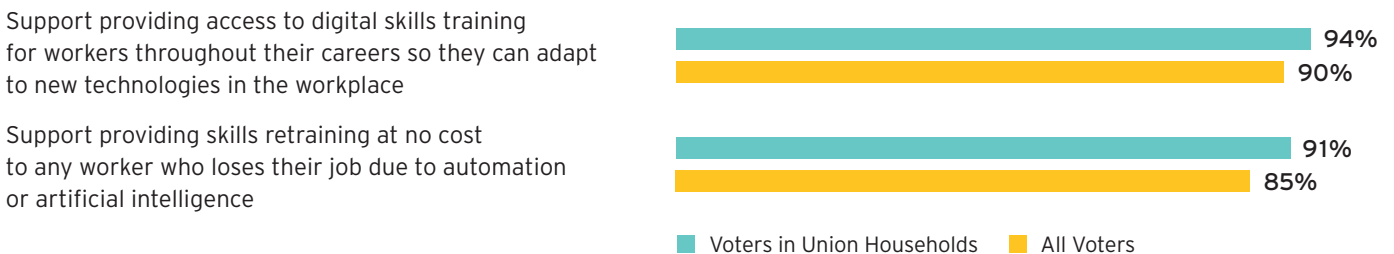
PUBLIC PERSPECTIVES ON JOBS

Voters in union households are concerned about the impact of offshoring and automation on jobs. Relatedly, over two-thirds (67%) believe that limited access to training to help people adapt to new technologies is a challenge facing workers.

VOTERS IN UNION HOUSEHOLDS WHO SEE ISSUE AS A SERIOUS PROBLEM FACING WORKERS

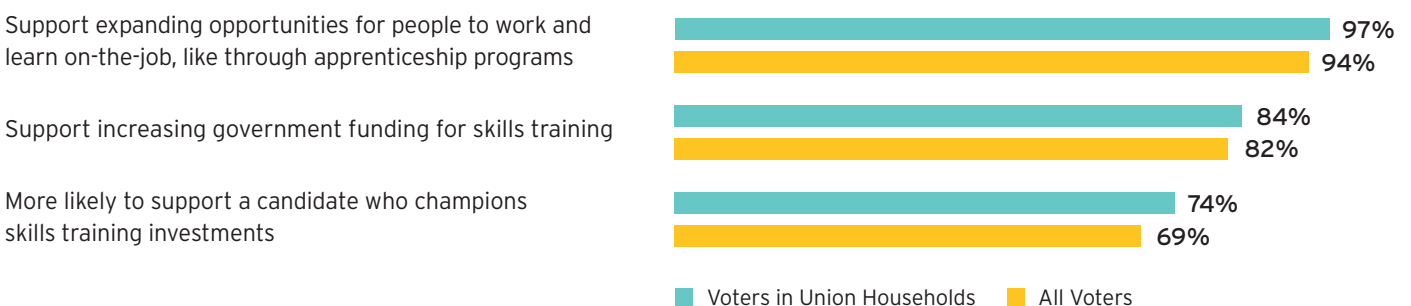


Given these concerns, it's not surprising that voters in union households support specific skills training policies that can be a part of efforts to adapt to and address the impact of automation.



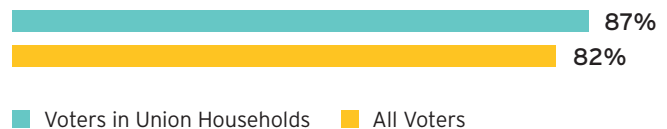
PUBLIC PERSPECTIVES ON APPRENTICESHIP

Over half of voters in union households (57%) are concerned about limited access to apprenticeship for the workforce. They overwhelmingly support expanding apprenticeship and increasing government funding for skills training generally, and they are more likely to support candidates who prioritize this issue. Nearly 100% of voters in union households (97%) support expanding apprenticeship and a notable 84% support increasing government funding for skills training. Additionally, 74% of voters living in union households are more likely to support a candidate for office who champions increased government funding for skills training in America.



Voters in union households also support policies that can bolster labor union's efforts to build a more inclusive apprenticeship pipeline. A significant majority (87%) support increasing public funding for support services that are essential to these efforts.

Support increasing funding for support services – such as career counseling, childcare and transportation assistance – to help people finish skills training programs



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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).

1. National Skills Coalition commissioned a nationwide online poll of 1000 registered voters. Impact Research conducted the poll between March 11-17, 2024. The margin of error for a sample of this size is +/- 3.1 percentage points at the 95% level of confidence. People living in union households are respondents indicating that they are active union workers, retired union workers, or union affiliated in some way, including living in a household with an active or retired union member.