

**PUBLIC
PERSPECTIVES**

**BLACK
VOTERS**



This November, millions of Americans will head to the voting booth to weigh in on issues that matter to their lives. Black Americans make up an estimated 34.4 million of those who will be eligible to cast a ballot in November, representing 14% of eligible voters overall.¹ Our new national polling finds that Black voters want policymakers

to expand skills training opportunities in America and consider it one of the most important strategies for improving the economy. Black voters also support a range of policies that can expand high-quality, inclusive skills training, including policies that support career pathways, industry partnerships, and data collection.²

PUBLIC PERSPECTIVES

ON THE ECONOMY

Black voters are more optimistic about their personal economic situation than the economy overall.

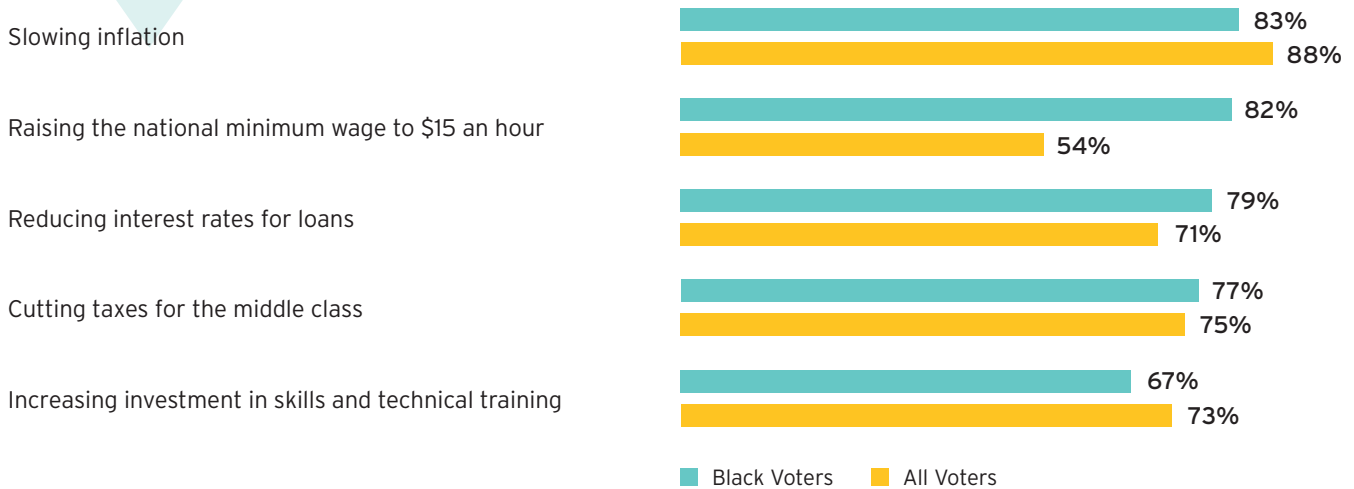
Less than half (42%) of Black voters have a favorable view of the economy, but over half (51%) rate their own financial situation as positive.

PERCENTAGE OF VOTERS WHO RATE AS "EXCELLENT" OR "GOOD"



A sizeable majority of Black voters consider skills training to be an important economic solution. Over two-thirds (67%) believe expanding skills training is an extremely or very important way to improve the economy.

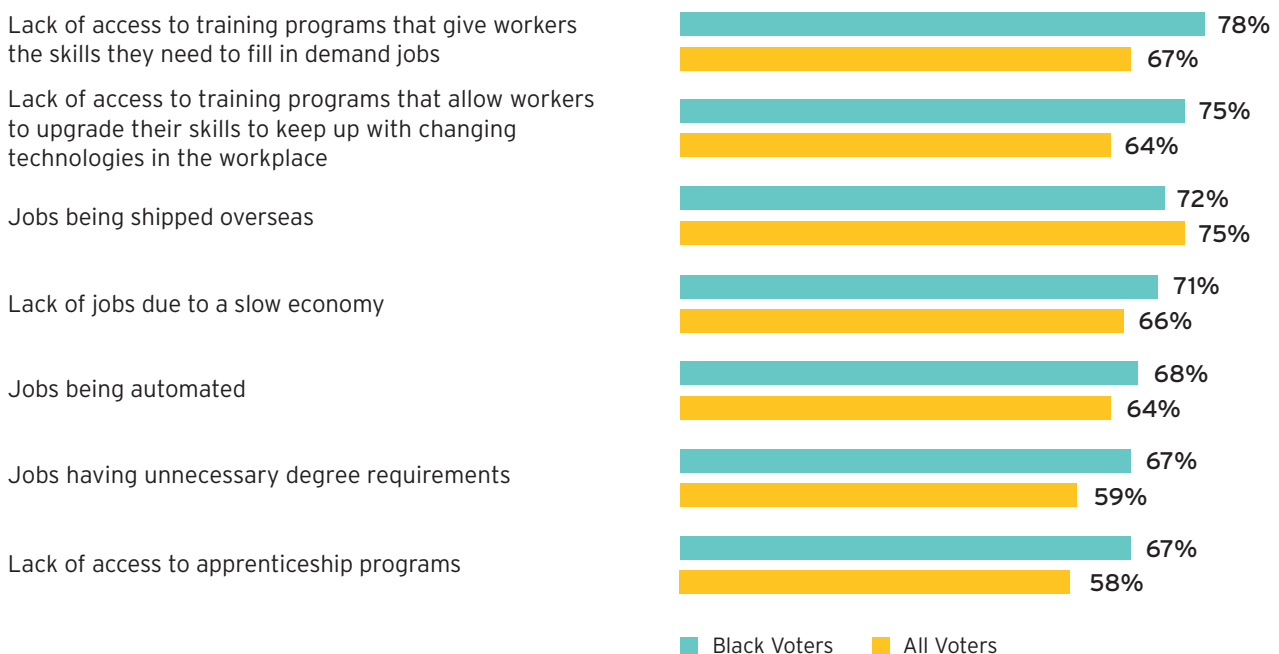
PERCENTAGE OF VOTERS WHO RATE KEY ISSUES AS "EXTREMELY" OR "VERY IMPORTANT" FOR THE ECONOMY



PUBLIC PERSPECTIVES ON JOBS

Black voters perceive a lack of access to skills training as a significant challenge facing workers in the current job market. Black voters identify a range of challenges facing workers. Over three-quarters (78%) express that a lack of access to training is a serious concern.

PERCENTAGE OF VOTERS WHO SEE ISSUE AS A SERIOUS PROBLEM FACING WORKERS



PUBLIC PERSPECTIVES

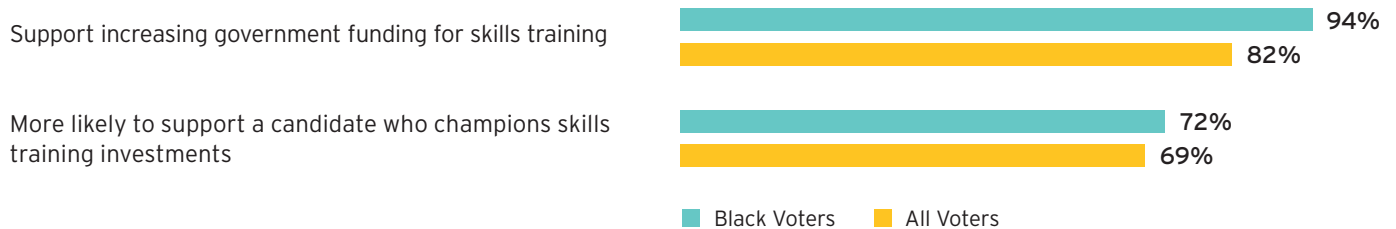
ON SKILLS TRAINING

Black voters want to engage in skills training to advance their careers. Compared to 63% of all voters, 84% of Black voters would take advantage of an opportunity to build their digital skills to obtain a better job or advance in their career.

PERCENTAGE OF VOTERS WHO WOULD ENGAGE IN SKILLS TRAINING TO OBTAIN A BETTER JOB OR ADVANCE CAREER

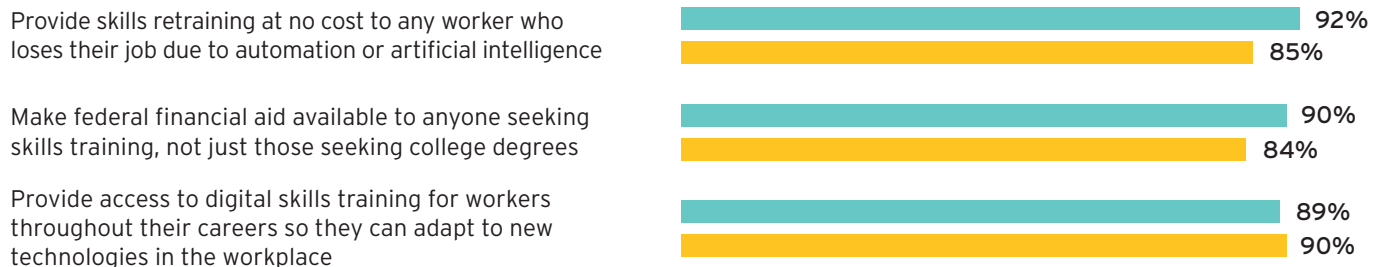


Black voters overwhelmingly support skills training and candidates who prioritize this issue. A notable 94% of Black voters support increasing government funding for skills training. Additionally, 72% of Black voters are more likely to support a candidate for office who champions increased government funding for skills training in America, compared to 69% for all voters.

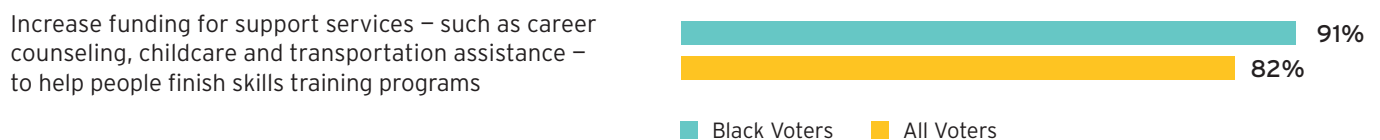


Black voters also support a range of proposals that expand access to inclusive, high-quality skills training.

ENSURE THAT COST ISN'T A BARRIER TO TRAINING



SUPPORT CAREER PATHWAYS FOR STUDENT AND WORKER SUCCESS



HELP WORKERS AND SMALL BUSINESSES ENGAGE IN INDUSTRY PARTNERSHIPS AND EXPAND APPRENTICESHIP

Create closer partnerships between training providers and businesses to train people for the jobs businesses are hiring for



Provide tax incentives to employers who invest in apprenticeships or skills training for their workers



Expand opportunities for people to work and learn on-the-job through things like apprenticeship programs



SUPPORT STATE AND LOCAL DATA COLLECTION TO MEASURE EQUITABLE OUTCOMES

Ensure people looking for a job have access to data that tells them which training programs and credentials will help them reach their employment goals



■ Black Voters ■ All Voters

To learn more about NSC's Public Perspective Series, please visit nationalskillscoalition.org.

RESEARCH: Impact Research

AUTHOR: Rachel Unruh



1250 Connecticut Avenue NW, Suite 200 • Washington, DC 20036

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. *Key facts about Hispanic eligible voters in 2024*. Pew Research Center. January 2024.

2. 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.