



**Jobs for  
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# No Dead Ends: Survey of Registered Voters

September 2024 | [info.jff.org/nodeadends](https://info.jff.org/nodeadends)

A new poll commissioned by Jobs for the Future before the November 2024 election reveals registered voter perspectives on critical education and workforce issues.

## Improving Economic Opportunities is the Top Priority to Voters

- Strong majorities of voters indicate that education and workforce issues are priorities for them this election, including improving economic opportunities for workers and their families (**85% somewhat + very high priority**), ensuring high schools and colleges prepare students for careers (**76%**), expanding access to job training (**70%**), and making college more affordable and accessible (**53%**).

## Broad Support for Education and Workforce Policy Proposals

- Voters were shown a total of 22 policy ideas, each offering some form of a solution to addressing the priority issues listed above. The list of policy ideas came from the 2024 Democratic and Republican party platforms, current congressional bills, as well from JFF policy agendas. Support and opposition for each policy idea was assessed, as well as the level of importance that the next president take action on each in their first 100 days in office.
- **Voters find all 22 of these policy ideas as high election priorities and important issues for the next President to take swift action on.**

**Top 5 Highest Supported Policy Ideas  
% Strongly + Somewhat Support**

Expand apprenticeship programs, so more people can earn a living while they learn a skill	84%
Provide better guidance to people to help them find education, training, and career options that fit their needs and that lead to jobs that pay family sustaining wages.	84%
Make it possible for more people to be hired based on their skills and not whether they hold a college degree, by removing unnecessary college degree requirements from government contract positions and by encouraging private-sector businesses to do the same	84%
Create training programs that equip people with the digital skills needed to work in tech-related fields	82%
Emphasize K-12 and higher education curriculum that prepares students for jobs in high-skill, high-wage, and in-demand industries.	81%

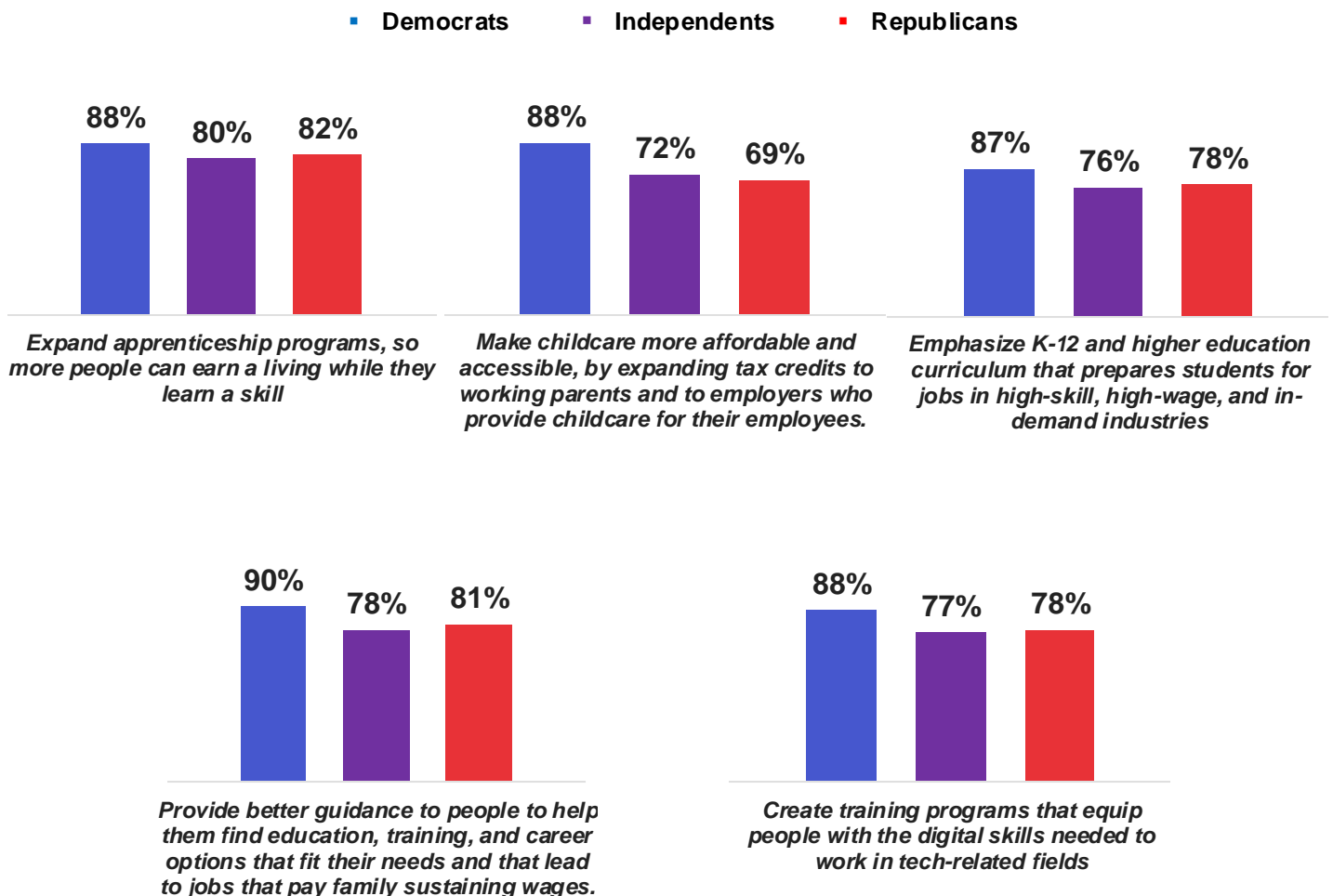


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## Policy Support Crosses Party Lines

- Majorities of Democrats, Republicans, as well as Independents support each of the policy proposals that aim to address priorities for making college more affordable and accessible, expanding access to job training, ensuring high schools and college prepare students for careers, and expanding economic opportunities for workers and their families.
- There are noticeable partisan disagreements on the merits of some policy proposals, with higher majorities of Democrats lending their support overall to policy plans than Republicans and Independents.
- Independent voters and registered Republicans voters hold similar views, sharing similar levels of support.

*% Strongly + Somewhat Support*





## Bipartisan Alignment on Top Issues for President to Address in 100 days

- Despite noticeable differences on certain issues, voters share a common view for the top issues they want the incoming president to take action on, as at least 70 percent of voters said it was important to them that the next president act on these five key issues in their first 100 days.

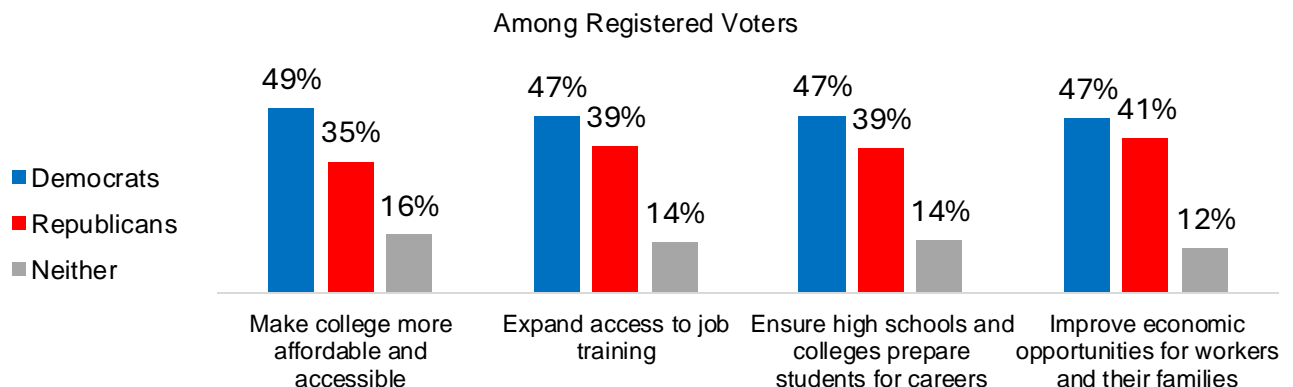
### Top 5 Education and Workforce Issues for the first 100 days of the next President

<b>% Important (Very + Somewhat Important)</b>	<b>RVs</b>	<b>Dem.</b>	<b>Ind.</b>	<b>Rep.</b>
Expand apprenticeship programs, so more people can earn a living while they learn a skill	74%	81%	71%	68%
Provide better guidance to people to help them find education, training, and career options that fit their needs and that lead to jobs that pay family sustaining wages.	74%	83%	71%	65%
Make it possible for more people to be hired based on their skills and not whether they hold a college degree, by removing unnecessary college degree requirements from government contract positions and by encouraging private-sector businesses to do the same	74%	80%	72%	67%
Make childcare more affordable and accessible, by expanding tax credits to working parents and to employers who provide childcare for their employees.	72%	83%	67%	64%
Emphasize K-12 and higher education curriculum that prepares students for jobs in high-skill, high-wage, and in-demand industries.	71%	78%	67%	66%

## Voters Trust Democrats More, Independents Are Unconvinced

- When asked which party they trust more to address these issues, more voters indicated the Democratic party over the Republican Party, though the Democratic Party fell short of garnering the trust from a simple majority of voters. Independents were far more skeptical of either party, with one-third of Independents saying they do not trust either party.

### Which political party do you trust more to address the needs of students and workers?





**Appendix** (% Strongly + Somewhat Support)

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Provide better guidance to people to help them find education, training, and career options that fit their needs and that lead to jobs that pay family sustaining wages.	84%
Make it possible for more people to be hired based on their skills and not whether they hold a college degree, by removing unnecessary college degree requirements from government contract positions and by encouraging private-sector businesses to do the same	84%
Create training programs that equip people with the digital skills needed to work in tech-related fields	82%
Emphasize K-12 and higher education curriculum that prepares students for jobs in high-skill, high-wage, and in-demand industries.	81%
Support the creation of more affordable alternatives to a traditional four-year College degree	81%
Prioritize science, technology, engineering, and mathematics in K-12 and higher education curriculum	79%
Expand partnerships between K-12 schools, businesses, and labor unions to prepare students for jobs in high-skill, high-wage, and in-demand industries.	79%
Enable more students to earn college credit for their prior learning, so they can reduce the time and money they spend toward completing their degrees	79%
Incentivize more employers to provide job training to employees by increasing the amount of tax-free educational assistance that employees can receive from their employers	78%
Make childcare more affordable and accessible, by expanding tax credits to working parents and to employers who provide childcare for their employees.	77%
Allow people to use federal need-based financial aid (i.e., the Pell grant) in order to enroll in job-specific training programs that are shorter than a college degree	77%
Direct funding to education and training providers that have a proven record for improving employment outcomes and earnings of program participants	76%
Enhance transitional assistance to workers whose jobs are shifting due to Artificial Intelligence and other technological advances disrupting the labor market	76%
Increase transparency of the labor market value of college degrees and other postsecondary credentials, by requiring higher education institutions to disclose the earnings and employment outcomes of their graduates	76%
Allow high school students to use federal need-based financial aid (i.e., the Pell grant) to take college-level courses that are offered through dual or concurrent enrollment programs or early college high schools	75%
Enable gig workers to access work-related benefits, such as retirement savings, workers' compensation, life or disability insurance, sick leave, training and educational benefits, and health care, and keep their benefits when they switch gig jobs	75%
Create a Training Account for every American, to provide each person a pool of resources to develop and upgrade their skills throughout their lives.	70%
Make it easier for people with criminal records to get a job and go to college, by expanding the use of 'ban the box' on applications and by removing from their official records low-level convictions after they have completed their sentences, remained crime-free, and met other reasonable criteria.	68%
Make trade school and community college tuition free for every American.	68%
Double the maximum award of federal need-based financial aid (i.e., the Pell grant) that is available to low and middle-income students	66%
Make repayment of student loans dependent on the amount of money borrowers earn after they complete their education programs	60%

Methodology: JFF commissioned Morning Consult to conduct this poll. A sample of 1,832 registered voters were surveyed online between September 14-15, 2024, and the data were weighted to approximate a target sample of registered voters based on age, gender, race/ethnicity, education, party identification, and region. Results from the full survey have a margin of error of plus or minus two percentage points.