

**TO:** Jobs for the Future (JFF)  
**FR:** Morning Consult  
**DT:** July 2024



**2024 “NO DEAD ENDS” SURVEY HIGHLIGHTS**

Morning Consult surveyed a sample of 2,045 registered voters, representative across age, race and ethnicity, region, education, and party identification and found the following results:

- Strong majorities of voters (at least 60 percent) say that issues around secondary and postsecondary education and training as well employment and economic issues are a priority to them in this election cycle.
  - 4 in 5 voters (80%) say employment and economic issues are a “very high” or “somewhat high priority” to them this election cycle, while around 3 in 5 voters see secondary education issues (62%) and postsecondary education and training issues (60%) as high election priorities.
- At least 60 percent of voters are also supportive of each of JFF’s policy recommendations for secondary and postsecondary education and training and for employment and economic issues, listed below:

***How important is each issue to you for this election cycle? (Total % Important – Very + Somewhat)***

Encourage employers to hire people based on their skills and not whether they hold a college degree	84%
Provide high school students with opportunities to develop job-related skills	83%
Ensure that all people working a full-time job can earn a high enough wage to support their families	80%
Make information more readily available about job opportunities in the local area that pay a family-supporting wage	80%
Provide HS students w/ paid work-based learning experiences., youth apprenticeships / internships, while attending school	77%
Encourage people receiving public benefits to work by ensuring ability to keep some benefits if incomes increase	76%
Boost funding for college and career advising to help high school students and families make informed choices	74%
Provide HS students with opportunity to take college-level courses and earn credit toward college degree/credential	73%
Increase funding for registered apprenticeships programs	71%
Increase childcare access for workers	71%
Increase funding for job training programs	70%
Boost funding for career advising to help postsecondary students make informed choices	66%
Hold colleges / postsecondary education and training providers accountable for increasing number of their graduates who get a job that pays a family supporting wage	66%
Require that colleges award academic credits to incoming students for their prior learning and work experiences	64%
Make repayment of student loans dependent on amount of money borrowers earn after completing educ. programs	62%
Allow people in prison to take college courses or enroll in job training programs	59%

## JOBS FOR THE FUTURE SURVEY HIGHLIGHTS (CONTINUED)

- Despite the importance that voters place on these economic and education issues, a significant share of these voters are dissatisfied with the level of attention candidates for elected office are giving to these areas.

*How satisfied are you with how much attention candidates for elected office are giving to these issues? [Total % Satisfied]*

- Employment and Economic Issues - **41% 'very' or 'somewhat' satisfied**
- Postsecondary Education and Training Issues - **36% 'very' or 'somewhat' satisfied**
- Secondary Education Issues - **35% 'very' or 'somewhat' satisfied**

- When it comes to the high priority issues for voters, a majority of them would be more likely to vote for a candidate that is openly in favor of the secondary, postsecondary, and employment/economic issues that they think are important.

*If a political candidate was openly in favor of the issues that you indicated are important, how would this affect your support for this candidate? [Total % Likely to Support]*

- Employment and Economic Issues - **67% 'Much more' or 'somewhat' likely**
- Postsecondary Education and Training Issues - **57% 'Much more' or 'somewhat' likely**
- Secondary Education Issues - **55% 'Much more' or 'somewhat' likely**

- At least **two-thirds** of voters consider it to be important that policymakers work on a bipartisan basis to address issues in secondary, postsecondary, and employment/economic issues important to them.

*How important to you is it for elected officials to work together and pursue bipartisan solutions on the issues that you indicated are important? [Total % Important]*

- Employment and Economic Issues - **77% 'Very' or 'somewhat' important**
- Secondary Education Issues - **72% 'Very' or 'somewhat' important**
- Postsecondary Education and Training Issues - **68% 'Very' or 'somewhat' important**

## JOBS FOR THE FUTURE SURVEY HIGHLIGHTS (CONTINUED)

- At least two-thirds of Republicans, Democrats, and Independents indicate that the 10 education, employment, and economic issues raised by JFF in the table below are important to them this election year, highlighting the cross-party appeal of these critical areas.
- Further emphasizing this point, at least three-fourths of Republicans, Democrats, and Independents agree that the following four recommendations advanced by JFF are important to them this election year:
  - Providing high school students with opportunities to develop job-related skills
  - Ensuring that all people working a full-time job can earn a high enough wage to support their families
  - Encouraging employers to hire people based on their skills and not whether they hold a college degree
  - Making information more readily available about job opportunities in the local area that pay a family-supporting wage

**How important is each issue to you for this election cycle? (Total % Important – Very + Somewhat)**

	Democrats	Independents	Republicans
Make information more readily available about job opportunities in the local area that pay a family-supporting wage	88%	75%	74%
Encourage employers to hire people based on their skills and not whether they hold a college degree	87%	77%	83%
Ensure that all people working a full-time job can earn a high enough wage to support their families	86%	77%	75%
Provide high school students with opportunities to develop job-related skills	85%	81%	83%
Boost funding for college and career advising to help high school students and families make informed choices	83%	68%	67%
Provide high school students with paid work-based learning experiences, such as youth apprenticeships and internships, while they attend school	81%	72%	75%
Encourage people receiving public benefits to work by ensuring they are able to keep some of their benefits if their incomes increase.	81%	72%	74%
Provide high school students with the opportunity to take college-level courses and earn credit toward a college degree or credential	80%	69%	70%
Increase funding for registered apprenticeships programs	78%	68%	66%
Increase funding for job training programs	78%	68%	66%

**Methodology**

- This poll was conducted between June 22-25, 2024 among a sample of 2,045 registered voters. The interviews were conducted online 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.