

National Worker Sentiment & Workforce Development Survey

Key Research Findings



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We thank them for their support but acknowledge that the findings and conclusions presented in this report are those of the author(s) alone, and do not necessarily reflect the opinions of the Foundation.



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Survey Methodology

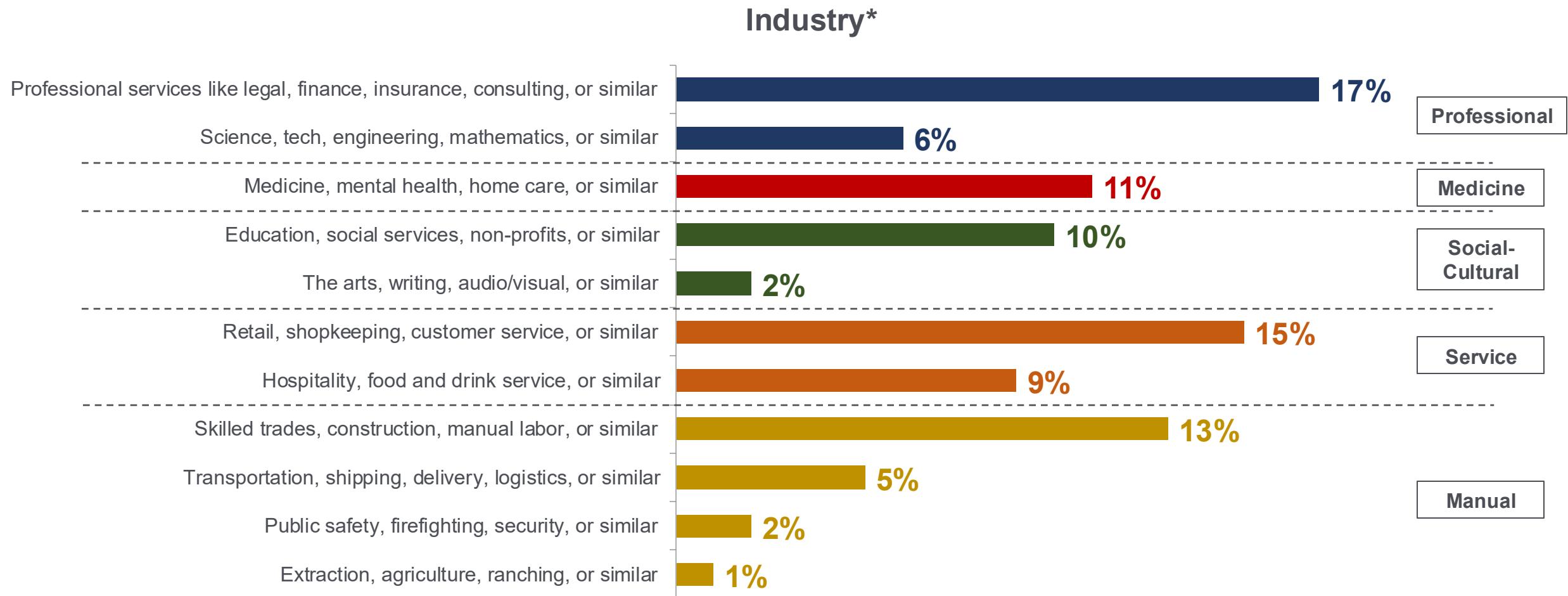
Strategies 360 conducted a mixed-mode survey among **1,200 adults nationwide, including an oversample of 594 people of color.**

Interviews were conducted **December 5-8, 2022**. Online interviews via panel were used to ensure greater coverage of the population sampled.

The margin of error for a survey of **1,200 interviews is ±2.8%** and **594 interviews is ±4.0%** at the 95% confidence level. The margin of error is higher for subsamples.

WORKER LANDSCAPE

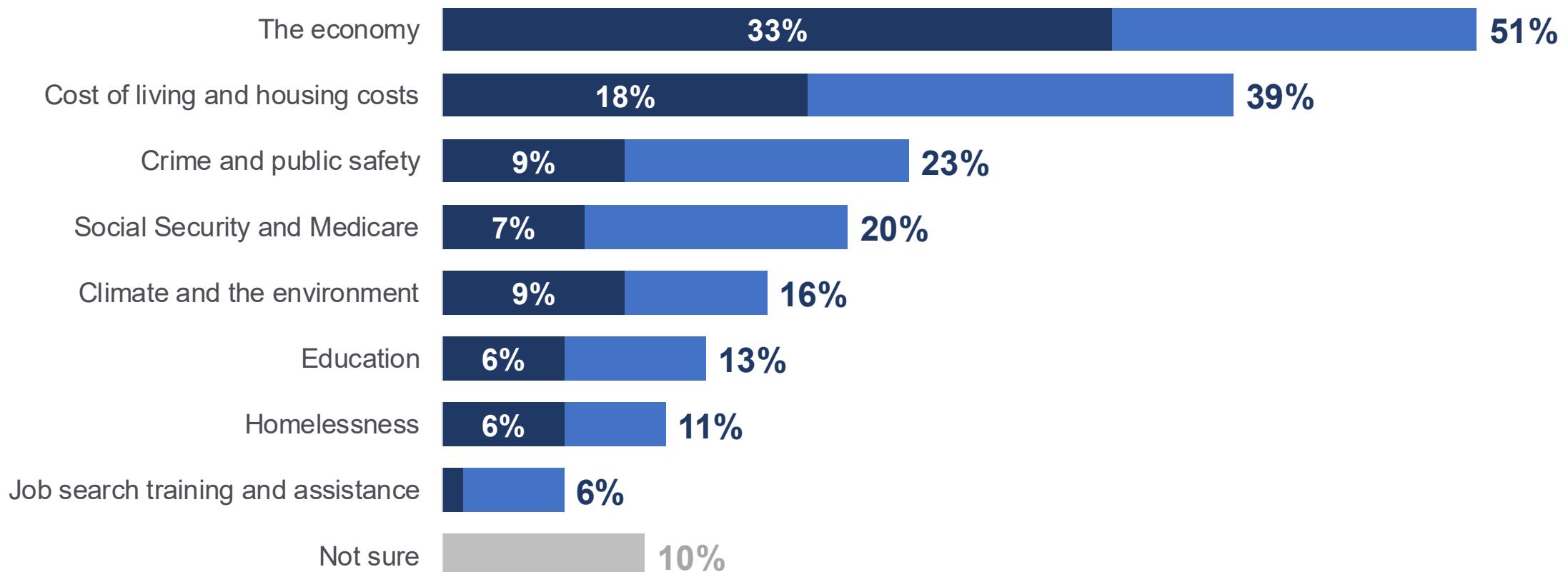
Workers are in a wide-range of industries.



Workers see the economy as the top priority, followed by cost of living and housing costs.

Federal government priorities*

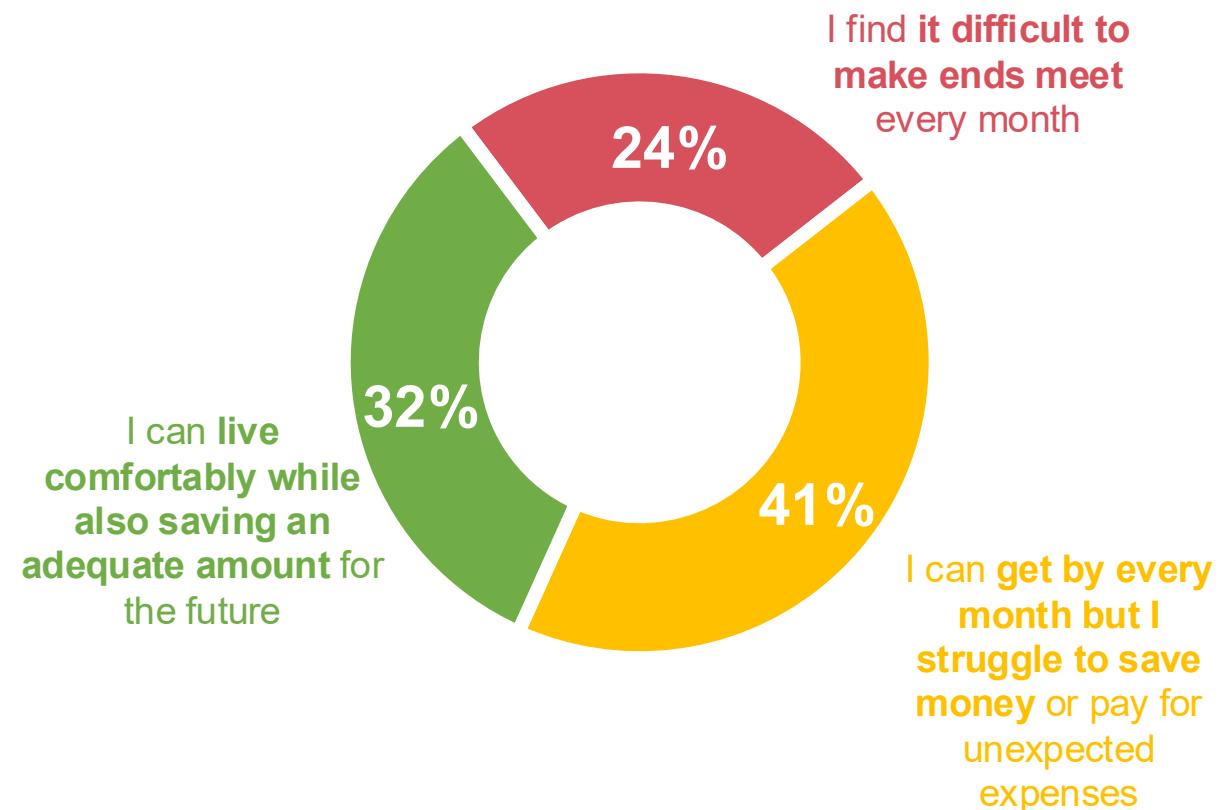
ranked 1st | ranked 2nd



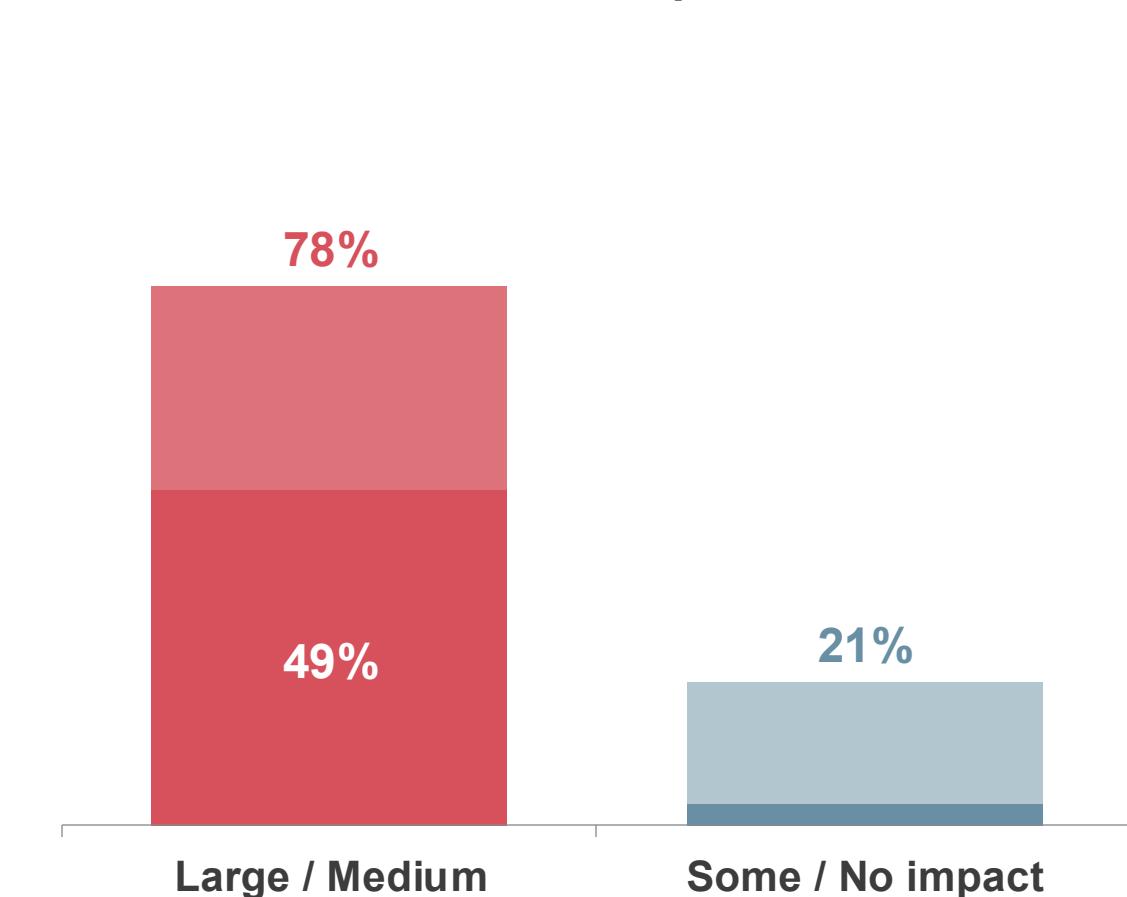
**Please rank the following on a scale of one to eight, where one is the TOP priority for the federal government to focus on and eight is the LEAST important priority.”

Furthermore, 65% say they struggle to get by or find it difficult to make ends meet and inflation is having a substantial impact on over three-quarters of workers.

Personal financial situation*



Inflation impact**



*"Which of the following best describes your current personal financial situation?"

**"How big of an impact would you say rising prices are having on your personal financial situation?"



Those who are low-income, women, and people of color are struggling the most financially.

Personal financial situation

Most likely to say “struggle to get by” or “find it difficult to make ends meet”

Unemployed **87**

HHI <\$50k **83**

Non-college women **80**

<50 women **80**

Latino **78**

Women of color **77**

Entry-level / Support **77**

Inflation impact

Most likely to say “large impact”

Latino **63**

HHI <\$50k **61**

Non-college women **61**

Women of color **60**

Unemployed **60**

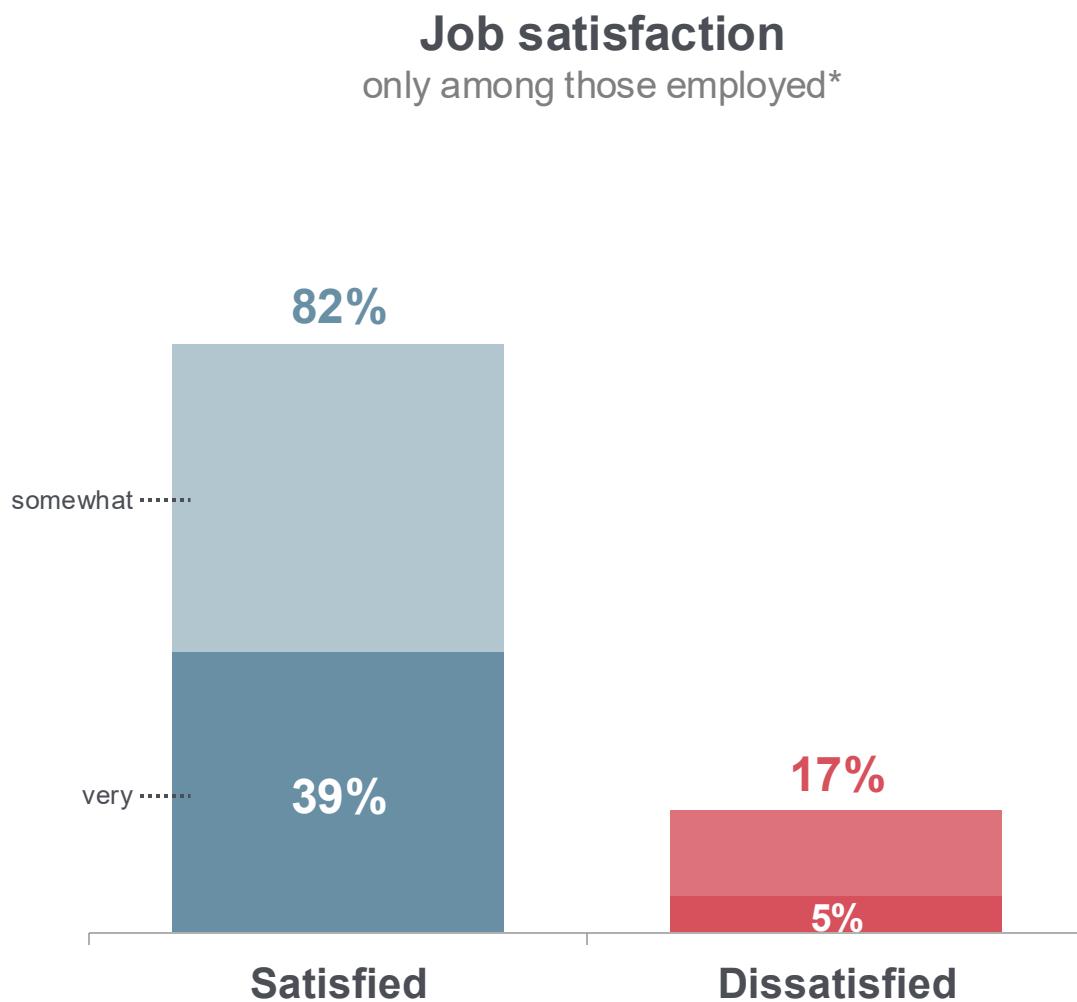
Non-college POC **59**

<50 women **59**

<50 POC **58**

JOB CHARACTERISTICS

A majority of workers are satisfied with their job. Latino workers, those in the Northeast, and Asian/Pacific Islander workers have the lowest satisfaction.



Job satisfaction among key groups
only among those employed*

	% Satisfied	% Dissatisfied
Age 18-34	77	21
Age 35-49	81	17
Age 50-64	83	16
Age 65+	88	12
White	86	14
Latino	75	21
Black	83	15
Asian/Pacific Islander**	69	29
Northeast	73	25
South	84	15
Midwest	85	14
West	84	15

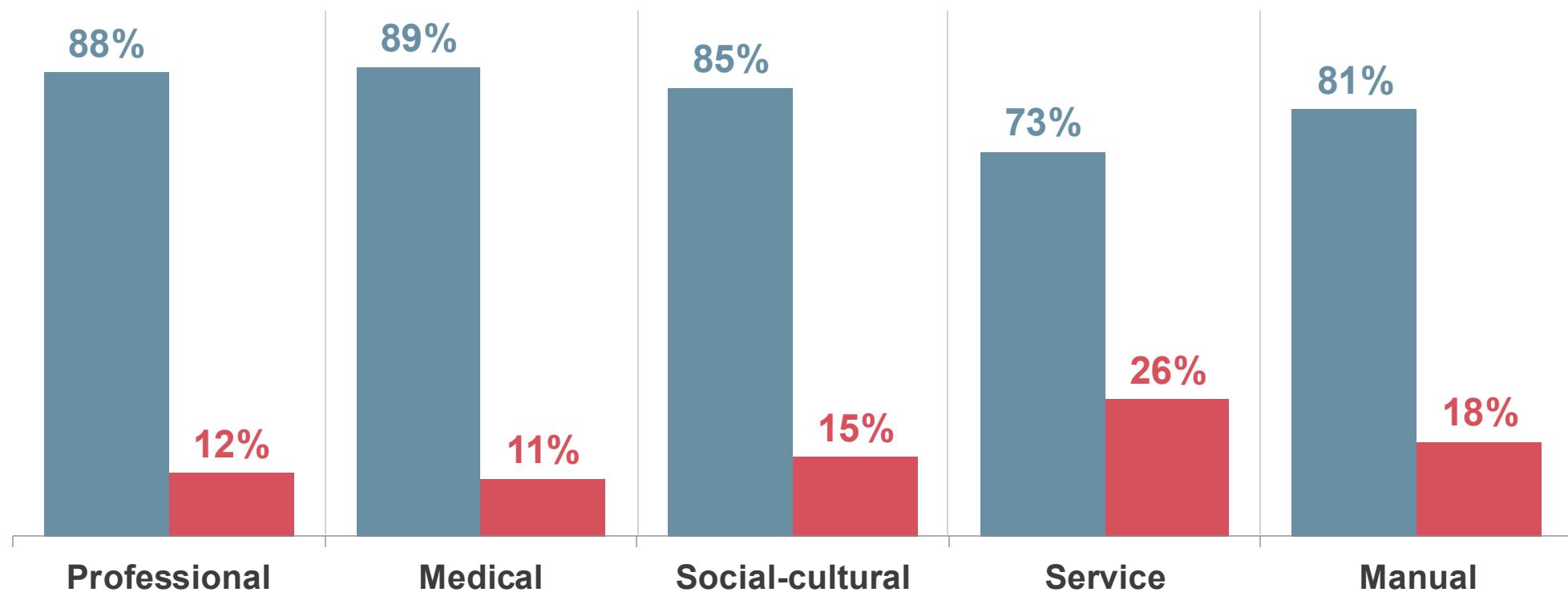
**Are you satisfied or dissatisfied with your current job?"

**Small sample size; n=50

Although a majority are still satisfied with their jobs, those in the service industry are the least satisfied with their jobs. These workers are disproportionately age 18-34, women, have less than a 4-year degree, low-income, and employed part-time.

Job satisfaction by industry

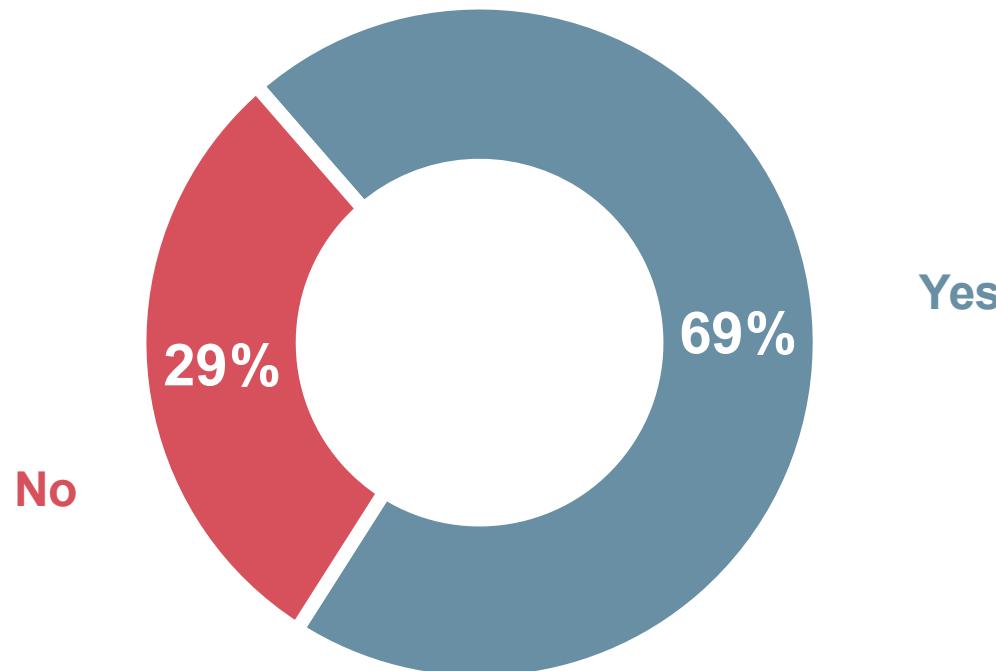
only among those employed



The majority of workers also report that they have opportunities for growth in their current job. Entry-level/support workers, those in the Northeast, and Asian/Pacific Islander workers have the least opportunity for growth.

Opportunities for growth

only among those employed*



Opportunities for growth by key groups

only among those employed*

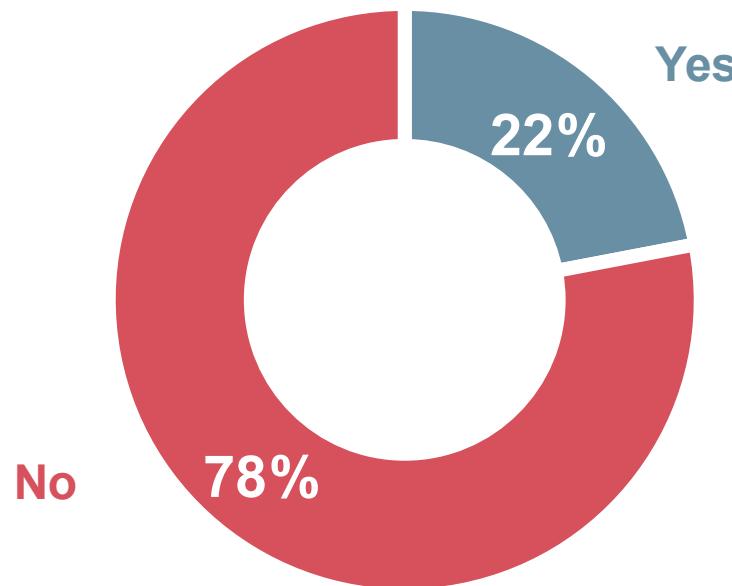
	% Yes	% No
Management	75	24
Mid-Level	67	31
Entry/Support	64	33
Age 18-34	83	15
Age 35-49	77	22
Age 50-64	64	34
Age 65+	50	46
White	65	33
Latino	75	24
Black	88	10
Asian/Pacific Islander**	63	34
Northeast	62	37
South	70	28
Midwest	66	30
West	78	21

**Are there opportunities for growth at your current job?"

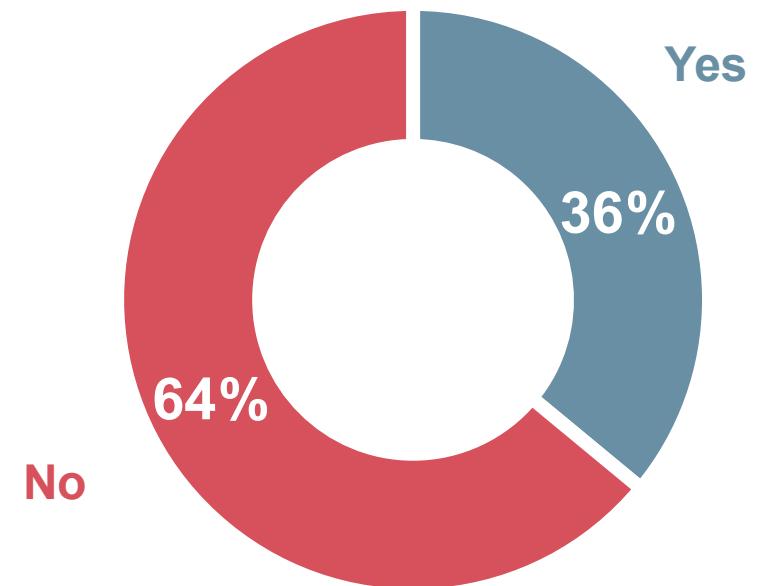
**Small sample size; n=50

Fewer than a quarter have changed jobs in the past year, while just over a third have considered it. Workers of color, younger workers, and those who find it difficult to make ends meet were the most likely to have changed or considered changing jobs.

In the past year, have you changed jobs?*



In the past year, have you considered changing jobs?**

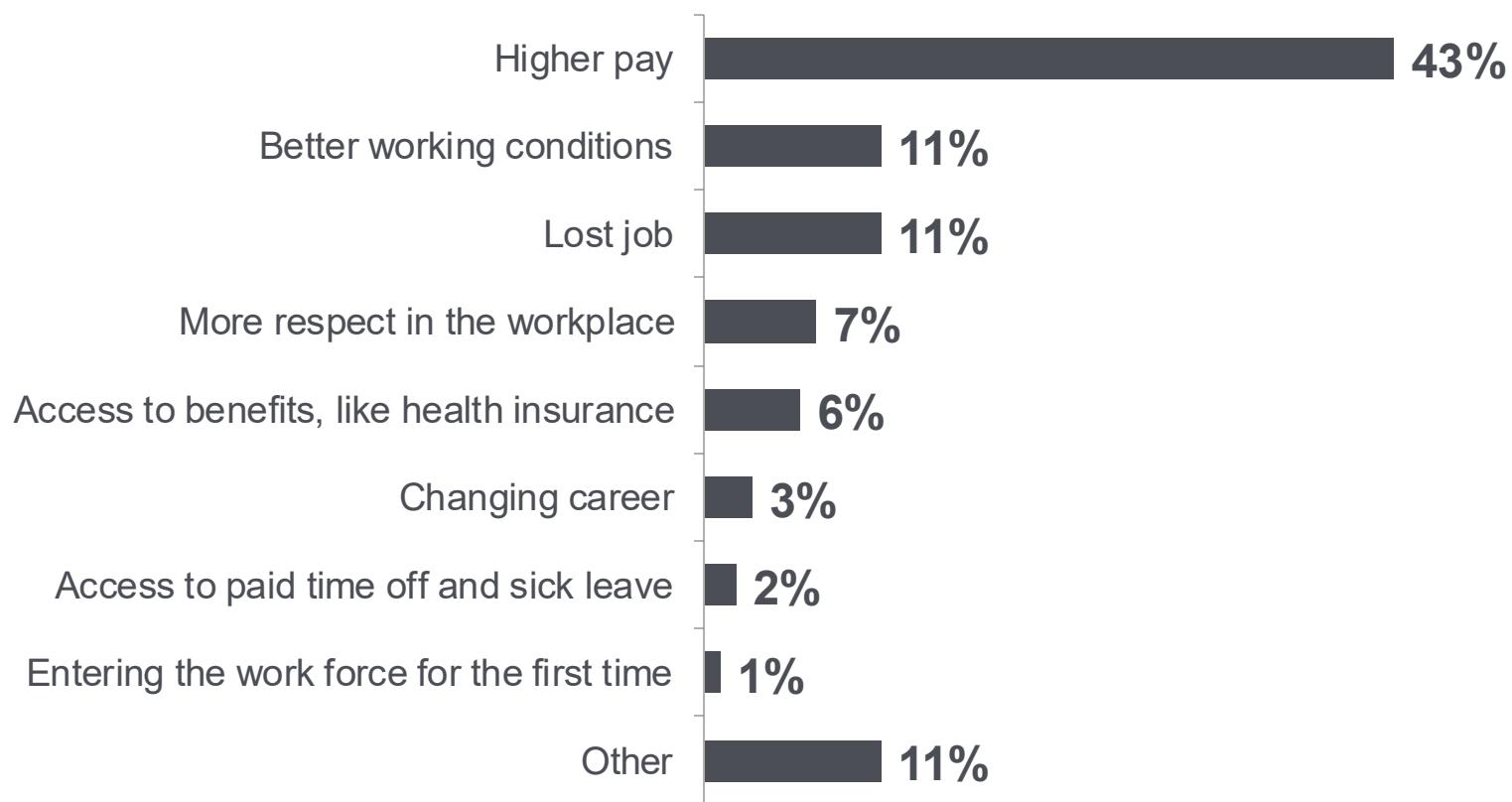


*Only asked if employed

**Only asked if have not changed jobs

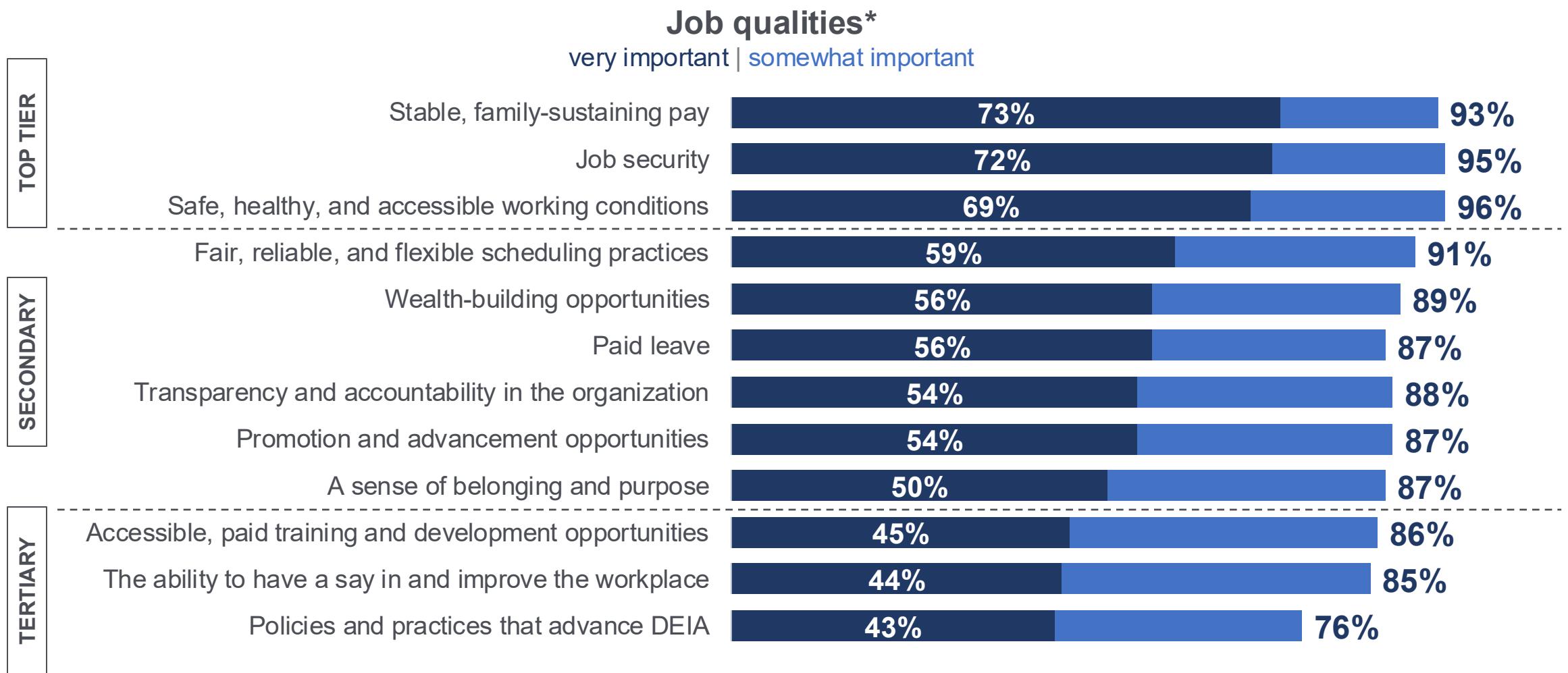
Higher pay is by far the top reason to change or consider changing jobs, followed by better working conditions and losing their job.

What was the biggest reason you changed jobs/considered changing jobs?*



*Only asked if changed jobs, considered changing jobs, or unemployed

When it comes to what defines a quality job, all the tested elements are important to over three-quarters of those in the workforce. However, stable pay, job security, and working conditions lead the pack.



**There are a lot of reasons why a job might be considered a “good job.” Here is a list of some of those reasons. For each one, please indicate whether it is very important, somewhat important, not too important, or not at all important to you personally as part of a good job.”

Using the same elements to see what workers have in their jobs, a majority have safe working conditions, job security, and fair scheduling practices, but are more likely to lack transparency and accountability and accessible development opportunities.

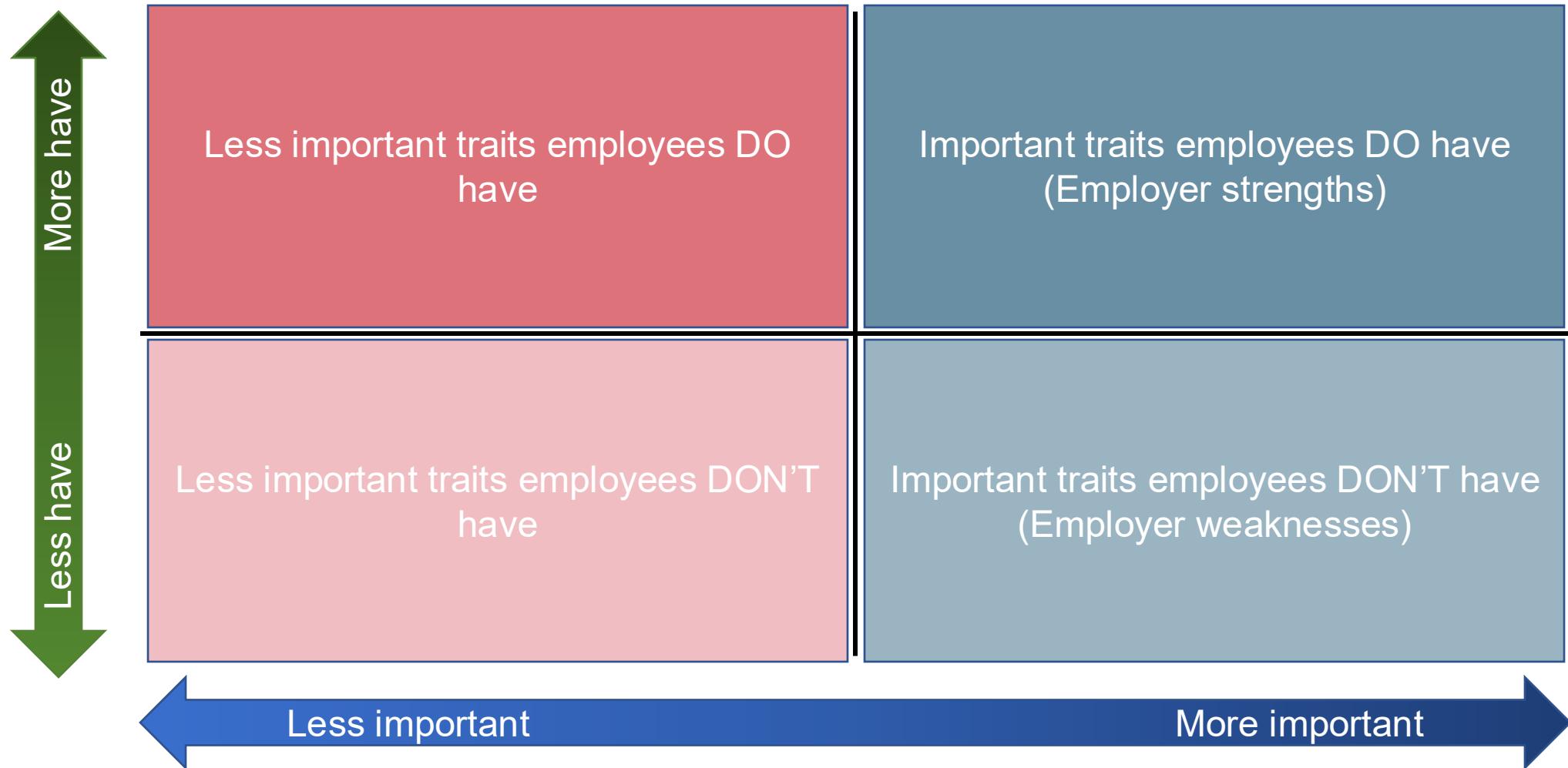
Job qualities in current or past jobs

multiple responses accepted; total does not add to 100%*

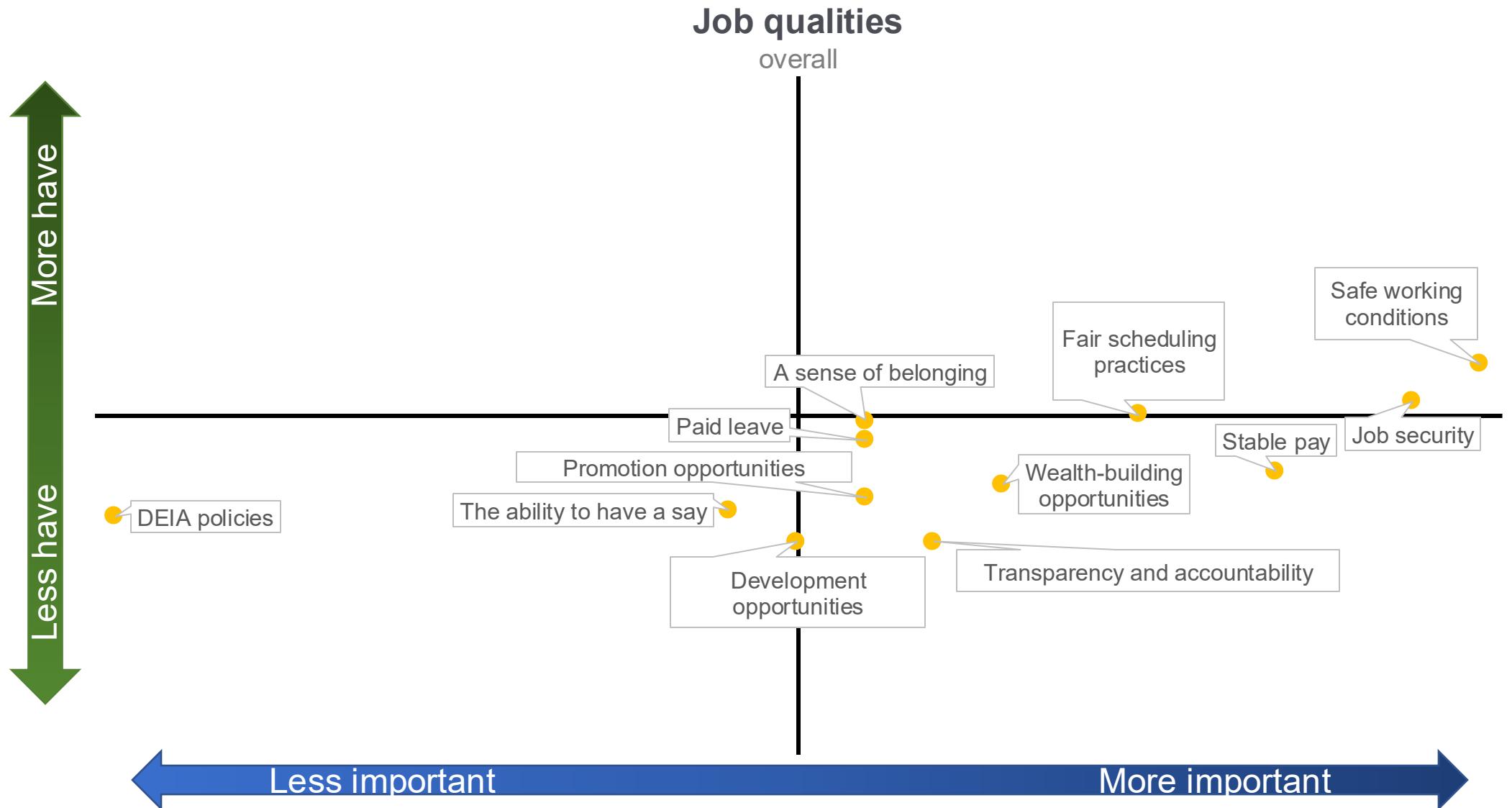


**Thinking about that same list of items, how many of these things do you have in <[IF EMPLOYED] your position at your current job> <[IF UNEMPLOYED] your position at your previous job>? You may select all that apply. (RANDOMIZE)"

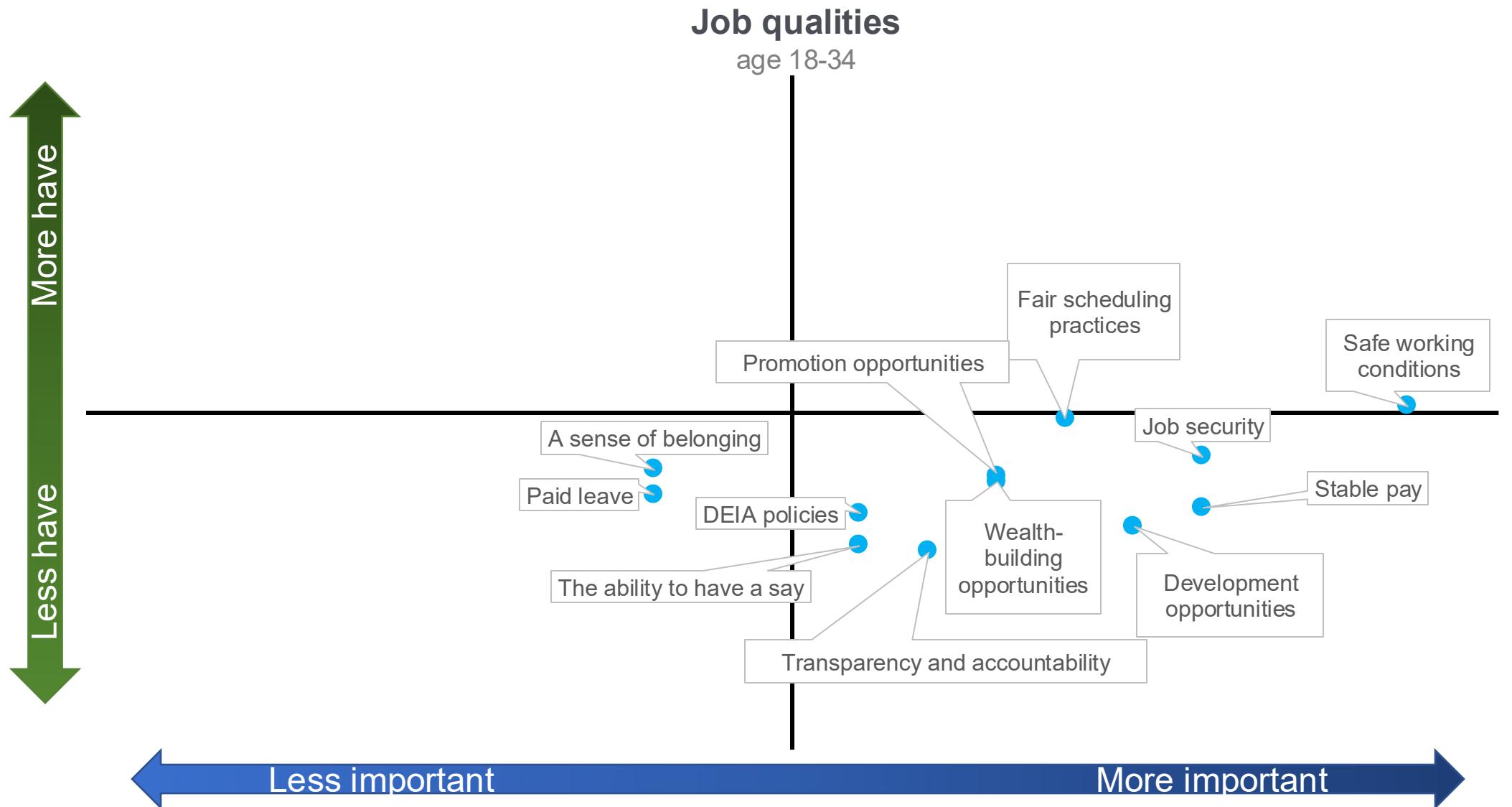
Plotting this information together, there are four categories.



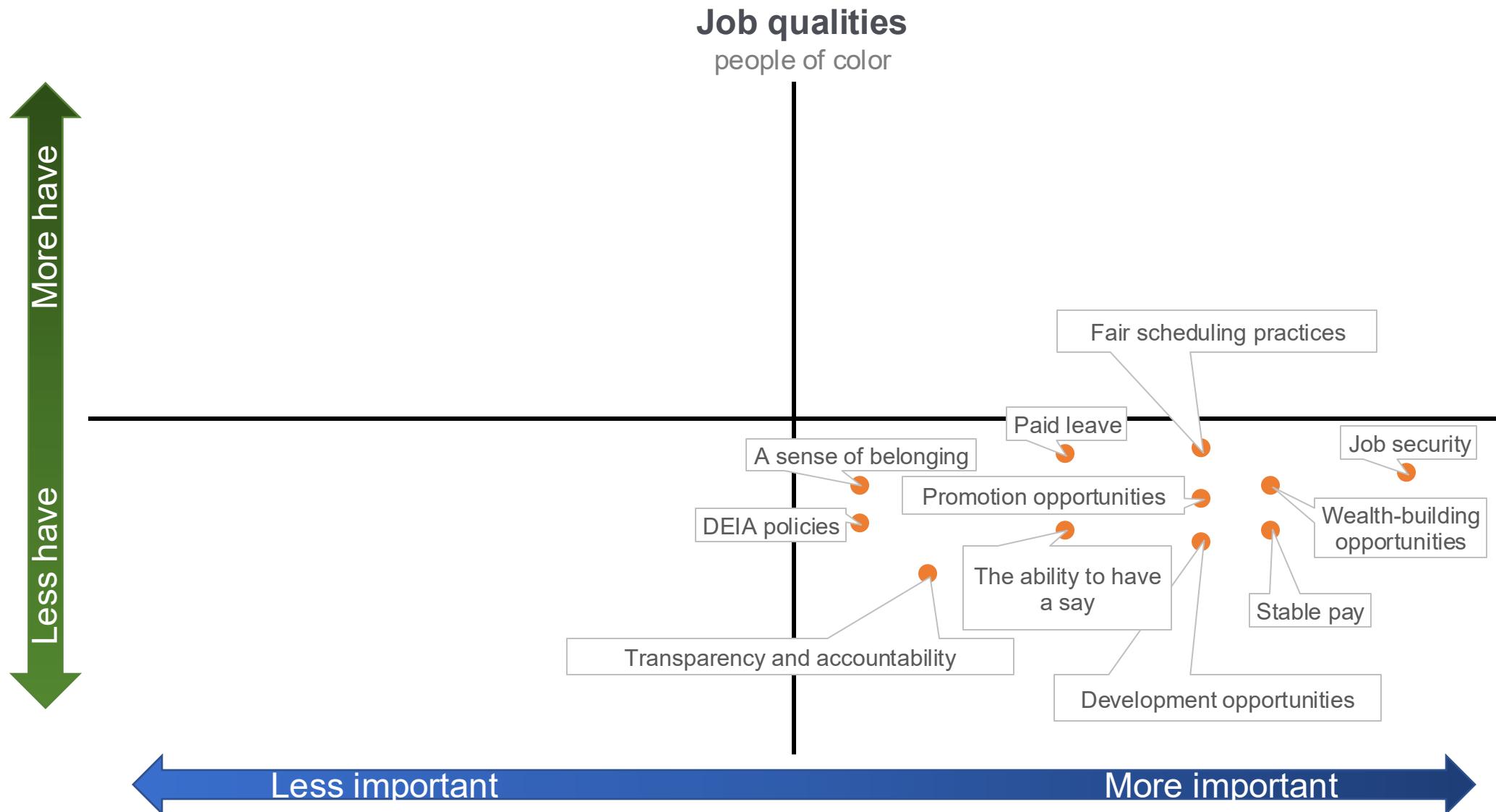
Employer weaknesses include stable pay, wealth-building opportunities, and promotion opportunities, while development opportunities are right on the cusp.



For younger workers, they are lacking access to most elements they identify as important for a quality job.



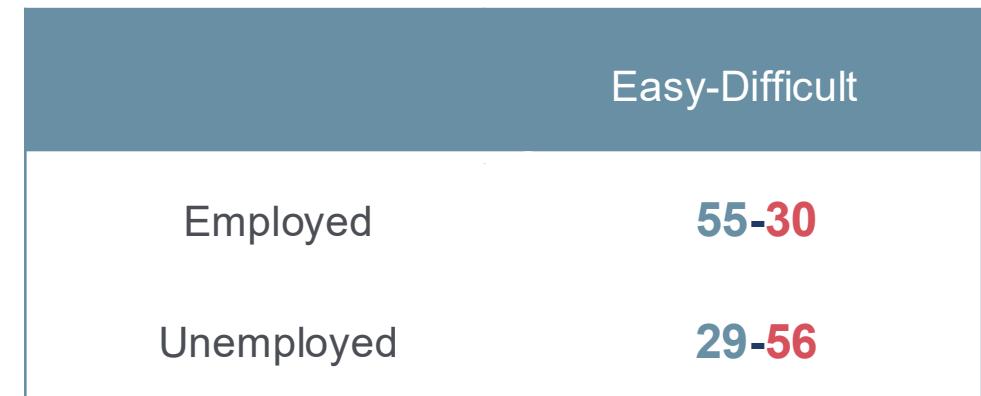
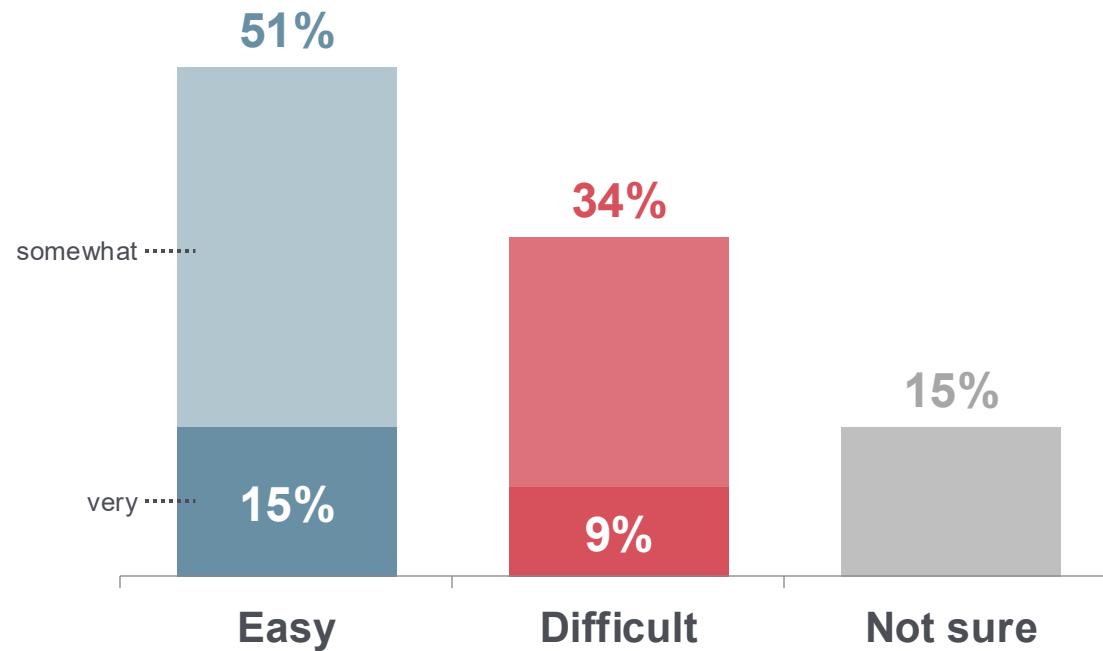
Workers of color do not have widespread access to any of the elements that make a quality job.



WORKFORCE DEVELOPMENT SERVICES & SUPPORT

The majority of those in the workforce say that it has been easy to access job assistance; however, few find it to be very easy. Those who are unemployed report having a harder time accessing job assistance.

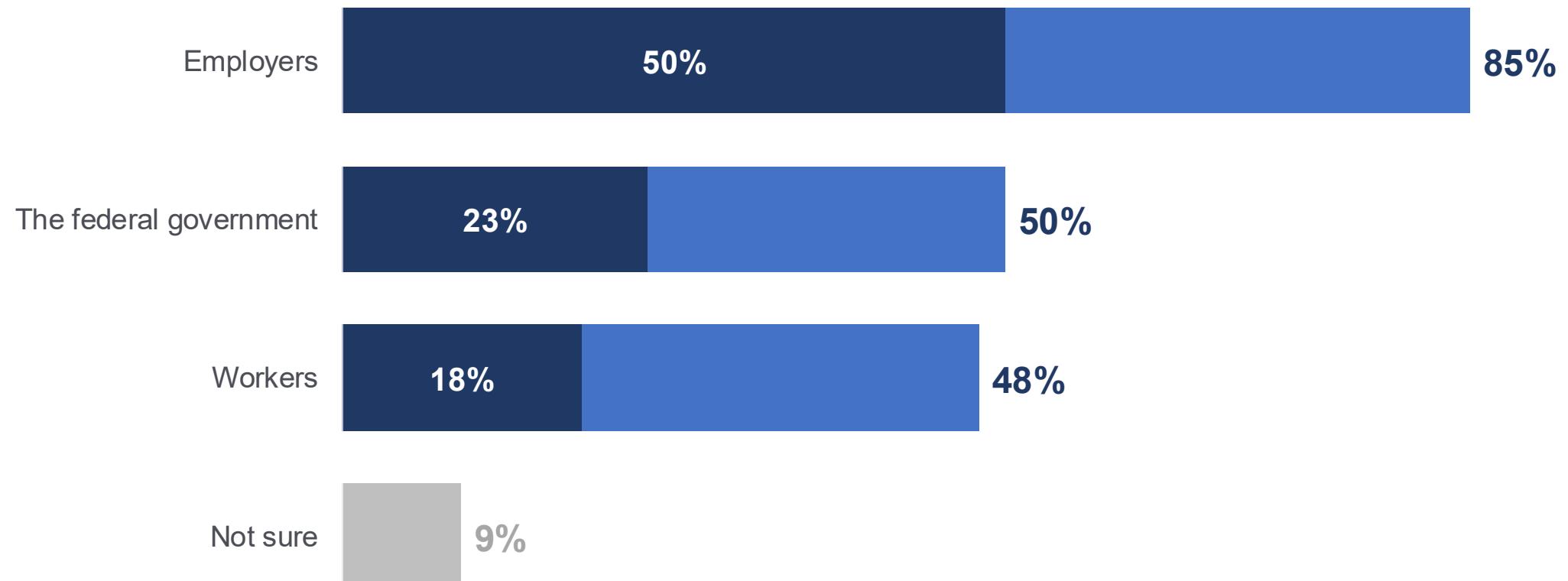
In your experience, has accessing job training and job search assistance been...



Employers take the lion's share of responsibility for ensuring quality jobs, followed by the federal government.

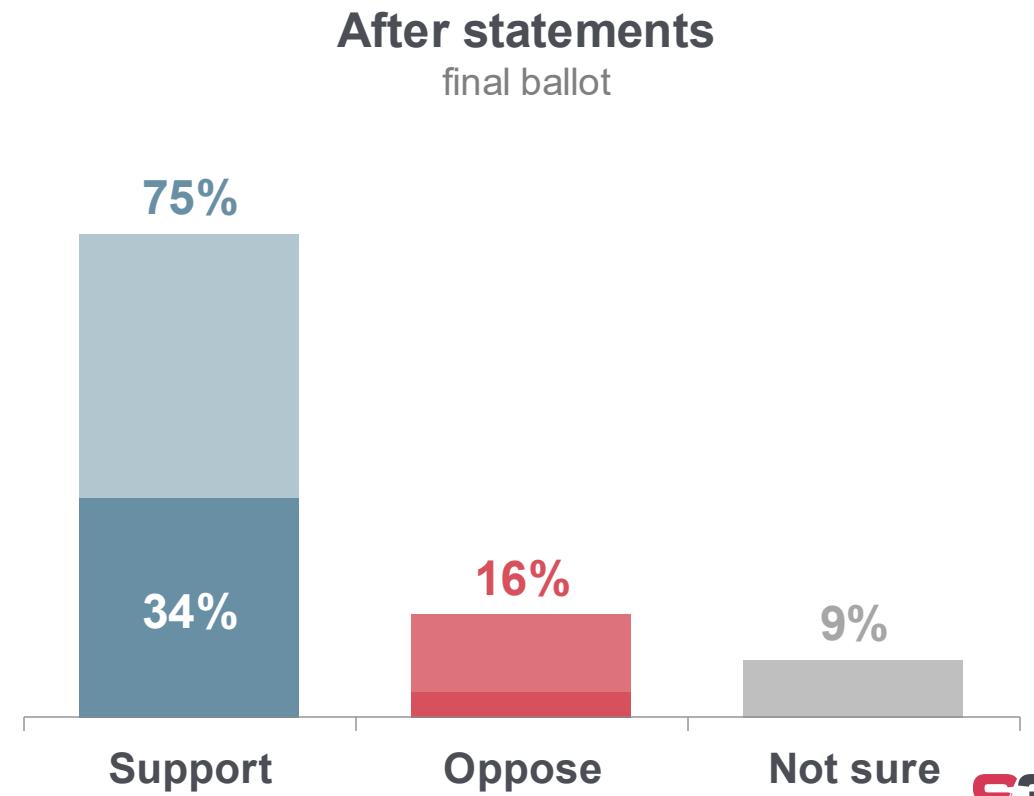
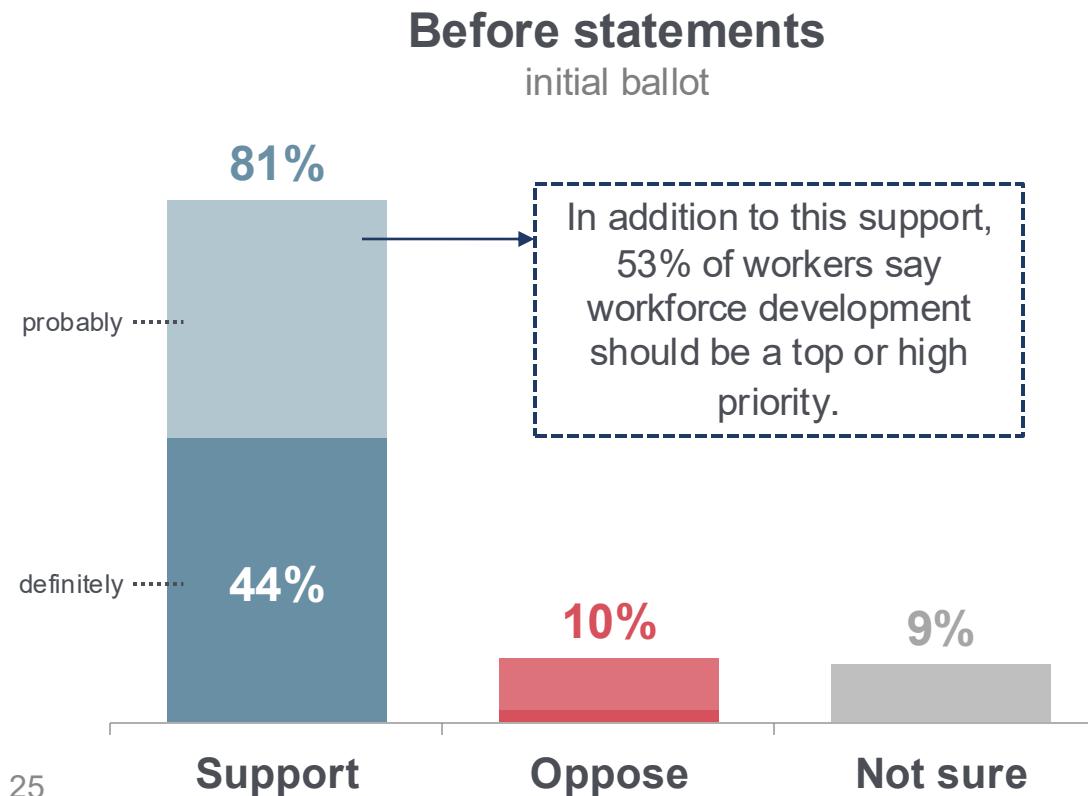
Who has the **MOST** responsibility for ensuring that the jobs people are able to get are good, quality jobs?

ranked 1st | ranked 2nd



At the outset, a strong majority of those in the workforce support workforce development policies; however, this support weakens both overall and in intensity after hearing both statements in favor and in opposition to workforce development.

As you may know, the federal government partners with state governments to provide workforce training funding for people who are looking for work or would like to transition to a new job. These services include workforce training and education and job search assistance. Do you support or oppose the federal government investing in workforce development initiatives?



However, Black workers, younger workers, Latino workers, and those in the service industry maintain high levels of support for workforce development initiatives.

Trend in support for workforce development by key groups

support | oppose

	Initial	Final	Net △
Black	82-7	87-8	+4
Age 18-34	83-9	83-10	-1
Latino	84-9	83-9	-1
Service	82-10	83-11	-1
Entry-Level / Support	83-8	77-13	-11
Asian/Pacific Islander*	83-9	74-14	-14

WORKFORCE DEVELOPMENT POLICIES

Workers offer broad support for a range of policy proposals related to workforce development. The top policies focus on encouraging businesses to create quality jobs and reducing costs for education.

Policy proposals*

strongly support | somewhat support

Encouraging businesses to create good, quality jobs by targeting workforce and economic development services to companies who want to invest in their workers

49%

86%

Reducing costs for education by incentivizing employers to provide apprenticeship and paid on-the-job training, or providing free and low-cost technical training that lead to good, quality jobs

49%

84%

Increasing access to benefits and protections for workers in part-time, contract, gig, and other forms of compensated work beyond traditional full-time employment

46%

81%

Increasing availability of and reducing barriers to accessing job search, job training, and placement services

45%

85%

Giving workers more say in the workplace management or stake in a company's success through shared ownership or profit-sharing structures

39%

79%

Establishing a Civilian Climate Corps or similar programs to train workers and fill in-demand jobs ensuring every young adult has access to a job if they want it

38%

76%

Younger workers and workers of color are especially supportive of these policies. Workers across a host of key groups want to see programs that encourage businesses to create quality jobs, reduce education costs, and expand benefits to all types of work,

Policy proposals by key groups

% strongly support

	All Voters	18-34	Latino	Black	Asian/ Pacific Islander*	Entry- Level/ Support	Service	Manual
Encourage Biz	49%	59%	59%	64%	57%	51%	53%	56%
Education Costs	49%	61%	55%	67%	64%	54%	56%	51%
Benefits for All	46%	58%	59%	58%	46%	54%	51%	48%
Job Services	45%	55%	52%	60%	51%	48%	50%	49%
Worker Say	39%	48%	48%	50%	48%	41%	40%	44%
CCC	38%	51%	47%	56%	38%	42%	43%	38%

WORKFORCE DEVELOPMENT PRIORITIES

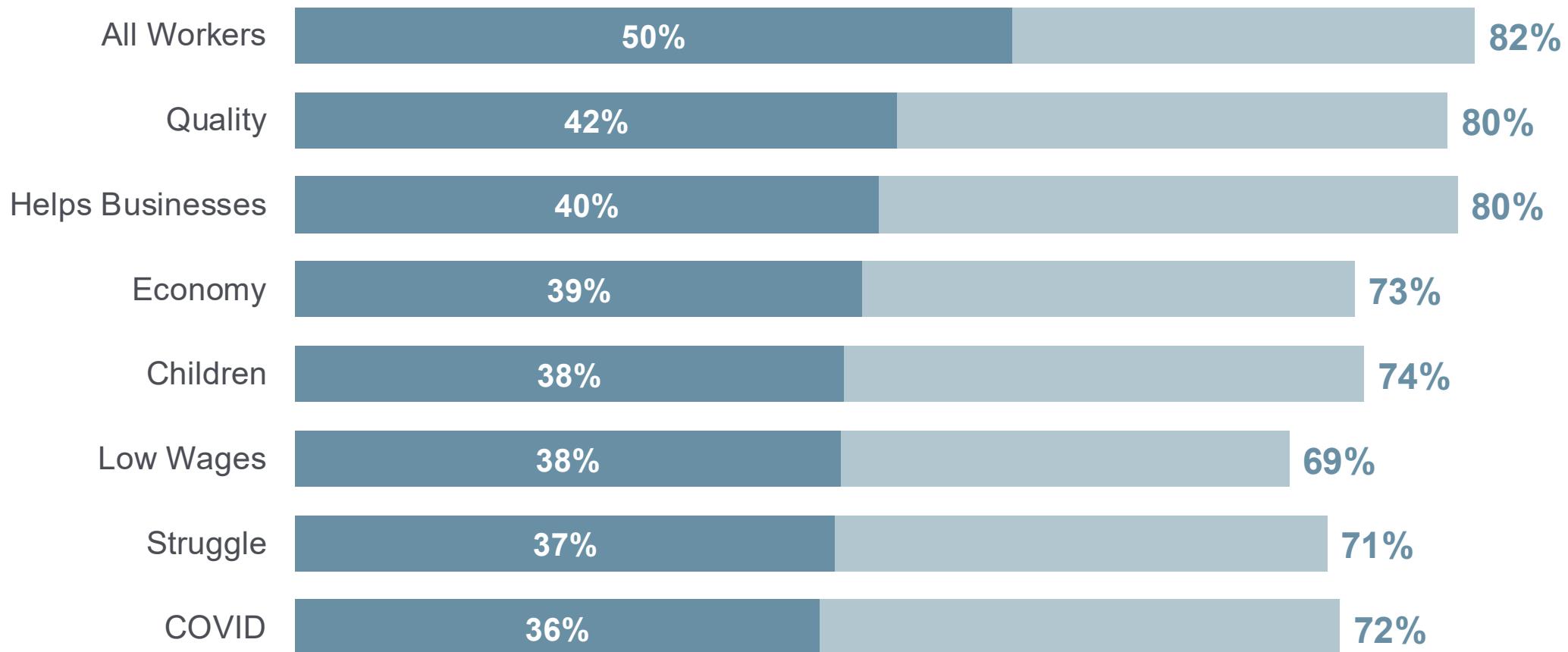


Statements in support of workforce development initiatives:

Label	Statement Text
All Workers	All workers deserve a chance to have a good quality job to support their families.
Quality	The training and skills provided through workforce development initiatives should be geared towards helping all people find and obtain GOOD, QUALITY jobs. The focus is not on getting people into any job, but into good jobs that will sustain them and their families.
Helps Businesses	Creating and promoting good quality jobs helps businesses. It increases workforce retention and the number of skilled workers, improving productivity and making businesses more competitive.
Economy	Good jobs are essential to a healthy economy, successful businesses, and strong communities. Yet only 44% of working people in the United States report having a “good job.”
Children	About one-third of children live in families where no parent has full-time, year-round employment, limiting their access to health care and other resources critical to their healthy development.
Low Wages	More than a third of the workforce – 53 million people and disproportionately women, people of color, and immigrants – struggle with low wages. For strong economic growth, we must address the discriminatory impact of poor jobs on marginalized communities.
Struggle	Millions of Americans struggle to find jobs or are stuck in low-wage positions with little chance for advancement, they lack adequate benefits, face discrimination and harassment, and cope with other daily challenges.
COVID	The pandemic and economic situation the past few years has highlighted more than ever the need for a complete overhaul of the workforce. We need workforce development solutions to get workers prepared for a new labor market and ensure they have good quality jobs.

Workers would like to see that workforce development initiatives give all workers the chance to have a quality job and ensure that the jobs workers are receiving are quality jobs and not just any job.

Supportive statements*
very convincing | somewhat convincing



**Here are some statements from supporters of workforce development initiatives. For each one, please indicate if you find that statement to be very convincing, somewhat convincing, not very convincing, or not at all convincing as a reason to support workforce development initiatives.”

Younger workers and workers of color are more attuned to all support statements – especially the emphasis on all workers. Calling out the discriminatory impact of low-quality jobs and low wages resonates strongly with Latino and Black workers.

Supportive statements by key groups

% very convincing

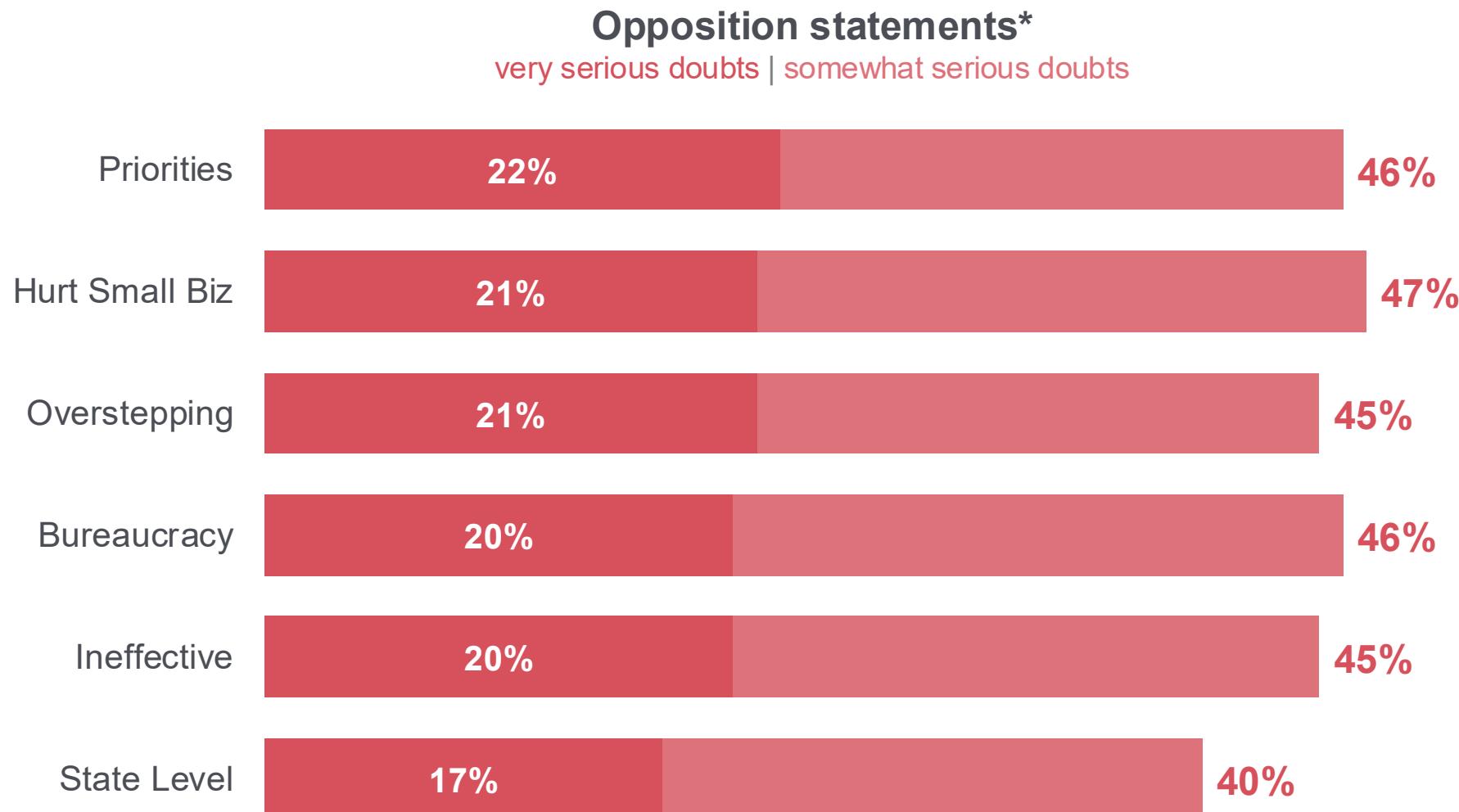
	All Voters	18-34	Latino	Black	Asian/ Pacific Islander*	Entry- Level/ Support	Service
All Workers	50%	59%	65%	62%	53%	56%	58%
Quality	42%	46%	51%	57%	39%	49%	46%
Helps Businesses	40%	49%	50%	51%	37%	44%	45%
Economy	39%	45%	47%	47%	40%	41%	46%
Children	38%	43%	46%	51%	37%	42%	46%
Low Wages	38%	48%	51%	57%	42%	42%	48%
Struggle	37%	48%	46%	52%	39%	45%	47%
COVID	36%	45%	46%	45%	38%	42%	43%



Statements in opposition to workforce development initiatives:

Label	Statement Text
Priorities	The government has more important priorities than workforce development. They should be worried about reigning in inflation, decreasing the deficit, and crime and public safety.
Hurt Small Biz	Regulations hurt small businesses and actually slow down the economy. Businesses are still recovering from the pandemic and more costly regulations will force prices up for consumers and force some businesses to close.
Overstepping	The government is overstepping its bounds with workforce development policies. Rather than forcing more regulations on businesses, we should trust employers to run their business and train and attract workers.
Bureaucracy	Federal agencies enacting workforce development programs are just another addition to a bloated bureaucracy that is not well-equipped to improve the workforce. There is not enough transparency around how these initiatives are being enacted or if they are even working.
Ineffective	Workforce development programs are ineffective in training workers to fill open positions. There are thousands of open positions but no one to fill them. Current programs are failing to help workers get the skills they need.
State Level	Workforce development is important, but should be undertaken at the state level not federal. Each state knows how to best manage their economy and fill jobs, and the federal government should stay out of it.

Differing priorities and the impact on small businesses rises to the top of the list of concerns.



**Here are some statements from opponents of workforce development initiatives. For each one, please indicate if you find that statement to give you very serious doubts, somewhat serious doubts, minor doubts, or no real doubts about workforce development initiatives.”

Concerns about the federal government overstepping their bounds and workforce development initiatives being ineffective at training workers for available jobs are particularly troubling for younger workers and workers of color.

Opposition statements by key groups

% very serious doubts

	All Voters	18-34	Latino	Black	Asian/ Pacific Islander*	Service	Manual
Priorities	22%	25%	30%	25%	17%	23%	21%
Hurt Small Biz	21%	26%	26%	27%	19%	18%	22%
Overstepping	21%	26%	23%	27%	17%	22%	23%
Bureaucracy	20%	23%	23%	21%	20%	20%	25%
Ineffective	20%	26%	29%	21%	19%	21%	20%
State Level	17%	21%	19%	25%	25%	16%	22%



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