

# Iowa voters want a commitment to skills



POWERED BY NATIONAL SKILLS COALITION

Our country is in desperate need of skilled workers – people trained for jobs in growing industries like medical technology, IT and software, and advanced manufacturing – as well as tradespeople like plumbers and electricians.

These jobs are the backbone of America's economy, and filling them is critical to America's success in the 21st century. But not enough people can access the skills,

training, and education to fill them. Many people want to learn an in-demand skill, but they can't afford the training they need to step into a better career. And, our policymakers are eager to invest in people who want to go to college, but there's less help for people who want to learn a skill or a trade – even though our economy depends on them!

## IOWA VOTERS SUPPORT SKILLS TRAINING



**58%**

of Iowa voters say they're more likely to support a candidate who supports increasing government funding for skills training.



**92%**

of likely 2020 Iowa voters support increasing investment in skills training



**95%**

of Iowa Democrats support increasing investment in skills training



**93%**

of Iowa Republicans support increasing investment in skills training



**77%**

of Iowa Independents support increasing investment in skills training

## BUSINESSES SUPPORT SKILLS TRAINING



**79%**

of small and medium businesses leaders want to see more government funding for skills training.



**76%**

of business leaders say greater investment in skills training would help their business – making it nearly as helpful as reducing regulations (82%) and cutting taxes (87%)



**62%**

of business leaders say it is difficult for them to find skilled workers

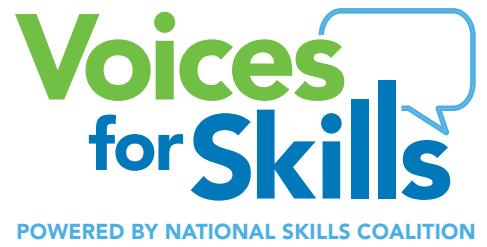


Of those looking to hire 20 or more workers this year,

**80%**

say it's difficult for them to find skilled workers

# Iowa's workers want their leaders to be a voice for skills



Our country is in desperate need of skilled workers – people trained for jobs in growing industries like healthcare, medical technology, IT and software, and advanced manufacturing – as well as tradespeople like plumbers and electricians.

These jobs are the backbone of America's economy and critical to America's success in the 21st century. But not enough people can access the skills, training, and education to fill them.

Many people want to learn an in-demand-skill, but they can't afford the training they need to step into a better career. And our policymakers are eager to invest in people who want to go to college, but there's less help for people who want to learn a skill or a trade – even though our economy depends on people with this kind of education and training.

When our policymakers talk about college for all, but fail to recognize skills training as an equally critical educational pathway, they alienate people who work hard every day, contribute to our economy, raise families, and contribute to our democracy. When policymakers ignore or devalue skills training, the jobs that require it, and the people and businesses that do that work, broad swaths of the American public don't see themselves or their aspirations reflected in America's promise or policy.

That's why National Skills Coalition is launching **Voices for Skills**, a campaign to raise the voices of working people to educate policymakers and candidates running for office in 2020 about how critical skills training is to 21st century jobs. We're building a coalition of working people, students, teachers, parents, jobseekers, and businesses calling for a national commitment to significantly increasing our investment in skills training.



**92%**

of likely 2020 Iowa voters support increasing investment in skills training



**79%**

of small and medium business leaders want to see more government funding for skills training

Become a **#VoiceforSkills** today at **VoicesforSkills.org**