

NYATEP

Voice - Knowledge - Progress
For Workforce Development

NEW YORK STATEWIDE SKILLS POLL

August 2021

[PRIVATE AND CONFIDENTIAL]

Between August 16-25, 2021 ALG Research conducted n=1,205 online interviews with registered voters in New York.

The unweighted sample includes:

N=604 interviews in New York City

N=601 interviews outside of New York City

Respondents were selected at random, and interviews were weighted to represent registered voters statewide.

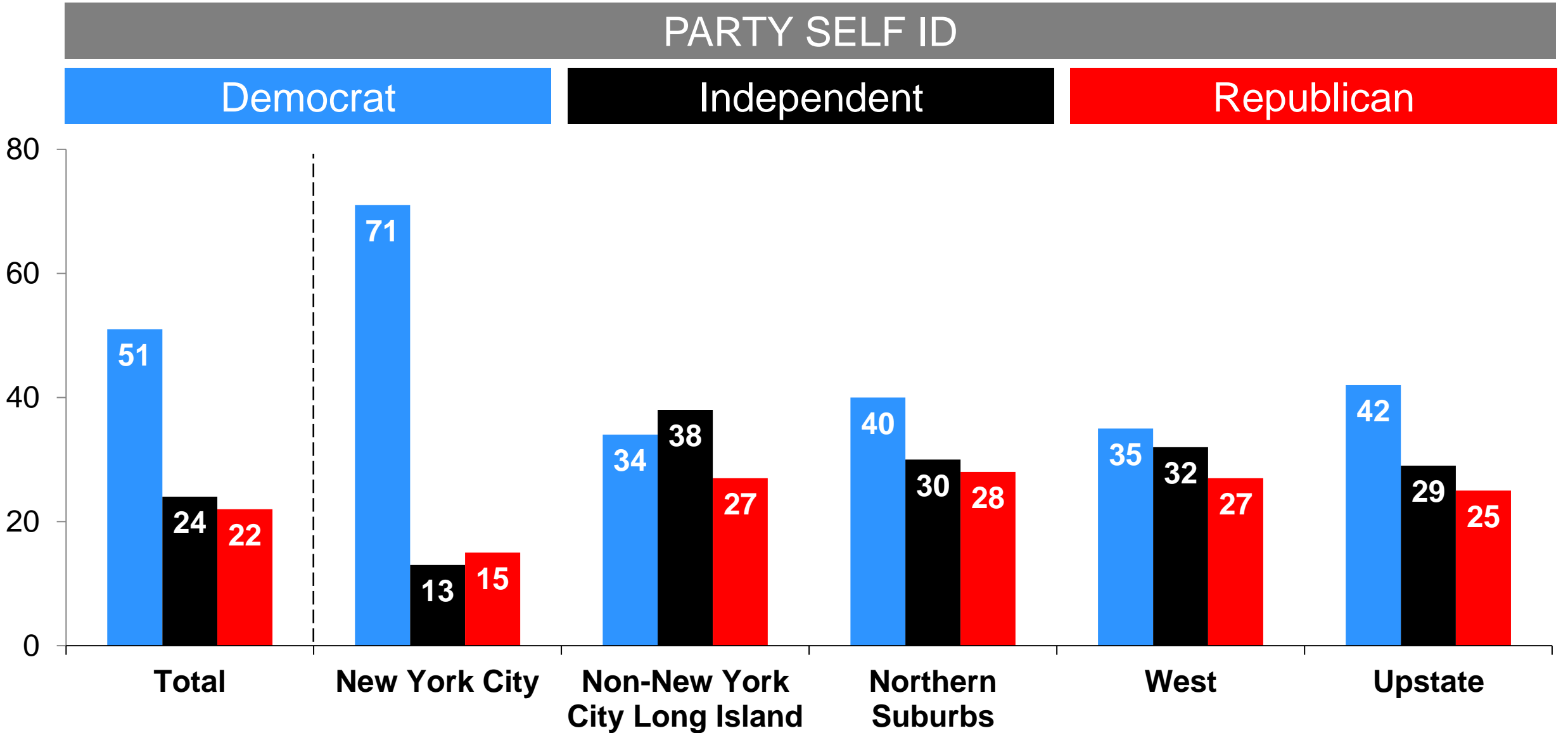
Because the main survey sample was conducted online, and all the respondents have access to the Internet via a computer or a smartphone, there is no standard calculated margin of error.

About the Sample

	Statewide	In New York City	Outside New York City
Men	44	42	46
Women	55	57	54
Age Under 50	48	55	43
Age Over 50	52	45	57
White	66	47	79
People of color	34	53	21
Non-College	57	52	61
College educated	43	48	39
Employed	54	59	50
Owner/Executive	11	16	8
Management	16	20	12
Worker	23	20	25
Unemployed	9	10	8
Retired	25	20	29
Other / Student / Homemaker	12	12	12

SAMPLE PARTISANSHIP

New York City is deeply Democratic while the rest of the state has a much less pronounced lean.



New Yorkers' understanding of the workplace (and their role in it) is changing.

They are increasingly looking for flexibility. Even those that want to work in-person also want some flexibility to work from home.

Automation is already a pressing concern for voters in New York, both in the city and outside of it, and they only see it becoming a bigger and bigger issue.

New Yorkers don't think the state is meeting these challenges. They do not think New York is doing a good job getting workers the skills they need, preparing them for the future, or creating better paying jobs.

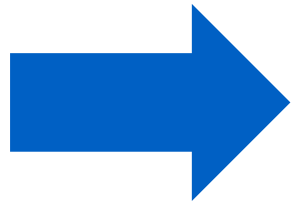
Nearly 2-in-3 voters statewide, and majorities in every region of the state, don't currently think there's enough skills training in their area.

Support for increasing state funding for skills training is nearly unanimous – 84% overall support it, and those in higher level management at companies are even more supportive.

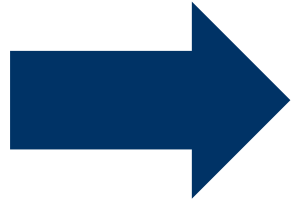
Supporting increased skills training is a politically beneficial stance for politicians to take and voters across parties are more likely to support a candidate who does.

Key Findings: A Deeper Look at Skills Training **ALGI**research

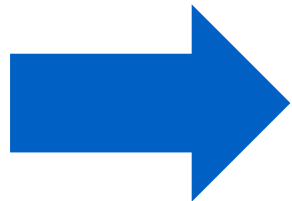
Individual skills training proposals all get broad support, but 3 stood out due to their overall support, support intensity, and cross-partisan support:



Create closer links between community colleges and businesses to help community colleges train people for the jobs businesses are hiring for.



Make user-friendly data available so that the public can see which programs can teach them the skills they need for existing jobs.



Increase government funding in technical education and apprenticeships for high school students and young adults.

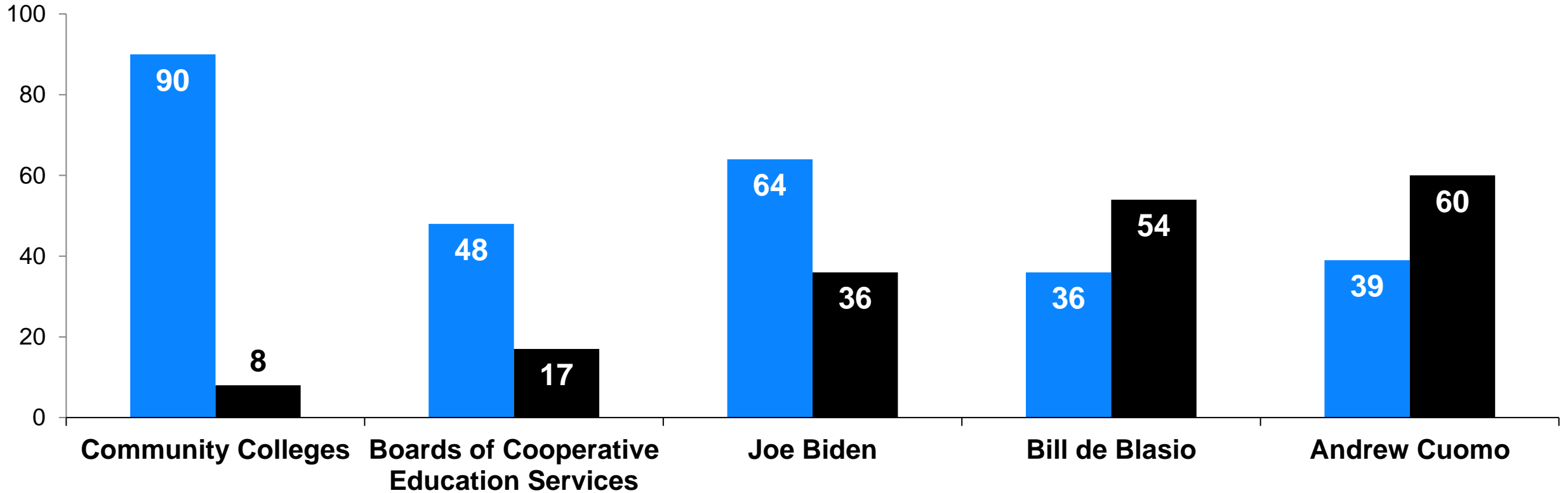
The Political Landscape

Community colleges are near unanimous favorability while the Boards of Cooperative Education Services are viewed favorably but are less well known. Biden is the most popular politician in the state while Cuomo's popularity is on par with de Blasio.

POPULARITY

Favorable

Unfavorable



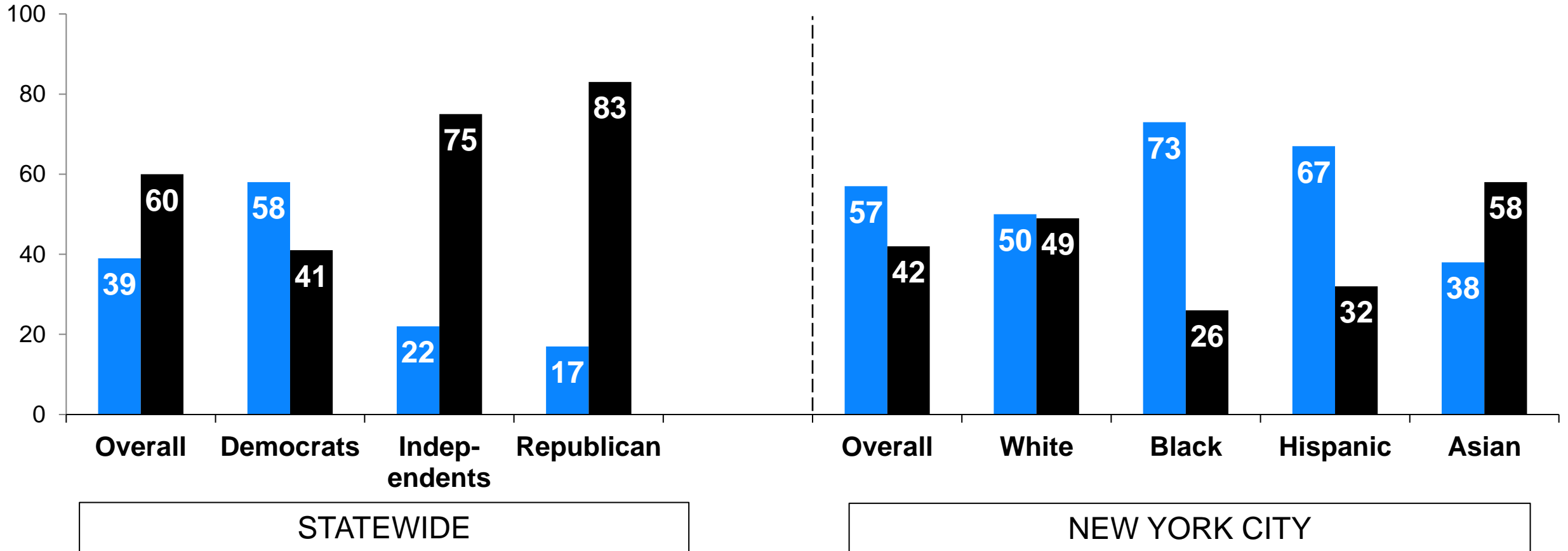
	Community Colleges	Boards of Cooperative Education Services	Joe Biden	Bill de Blasio	Andrew Cuomo
NET FAV	+82	+31	+28	-18	-21
NYC	+80	+34	+59	+3	+15
NON-NYC	+84	+28	+7	-33	-45

Cuomo's net unfavorability is largely driven by Independents and Republicans, while a majority (58%) of Democrats statewide are still favorable. In New York City, he remains above water across races, but is still remarkably popular with Black and Hispanic residents.

ANDREW CUOMO'S POPULARITY

Favorable

Unfavorable



STATEWIDE

NEW YORK CITY

NET
FAV

-21

+17

-53

-66

+15

+1

+47

+35

-20

Heading into the general election, Adams maintains a strong popularity rating with little baggage and a commanding 54-point lead in the simulated vote. Despite workers being somewhat less favorable to Adams, they are voting for him in similar fashion to voters overall.

ERIC ADAMS' POPULARITY IN NYC

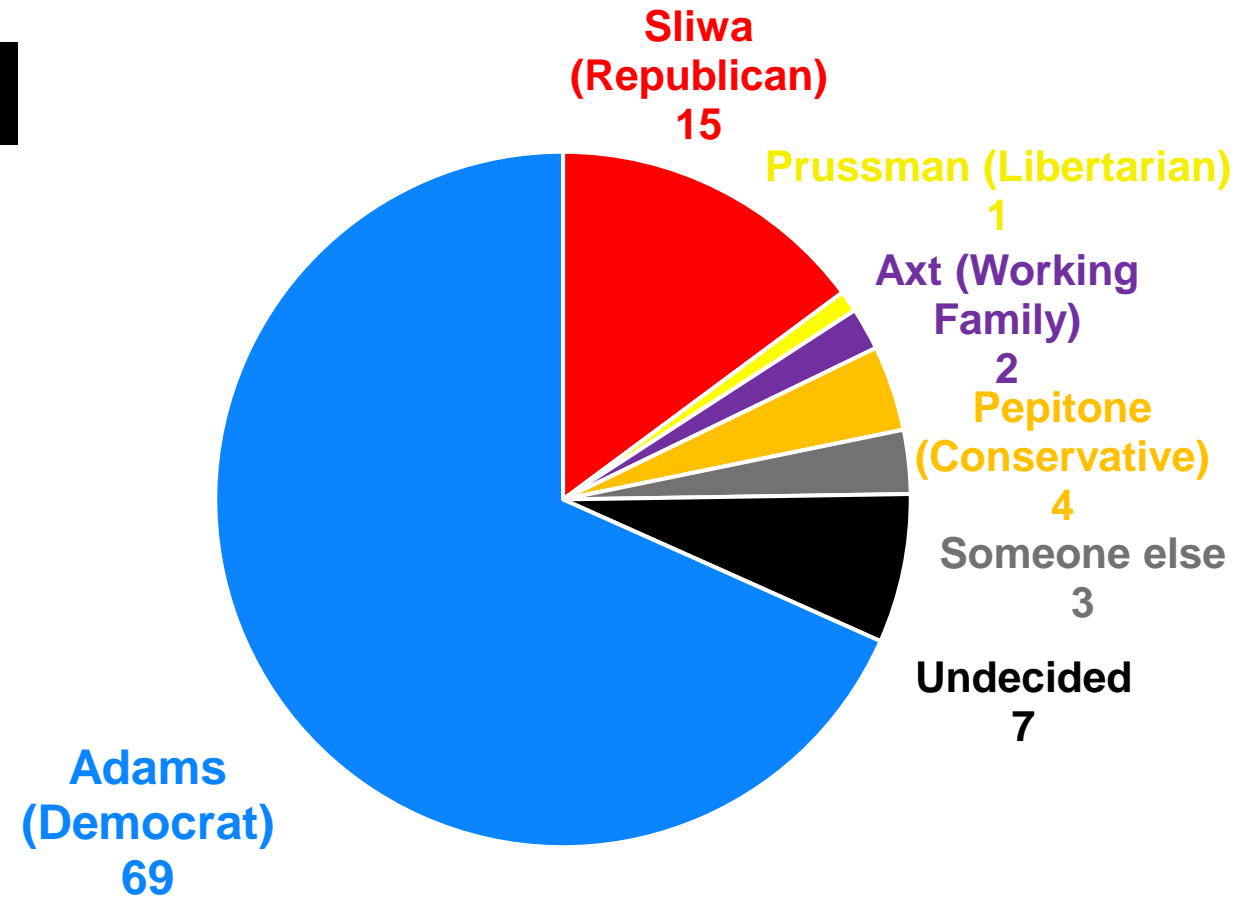
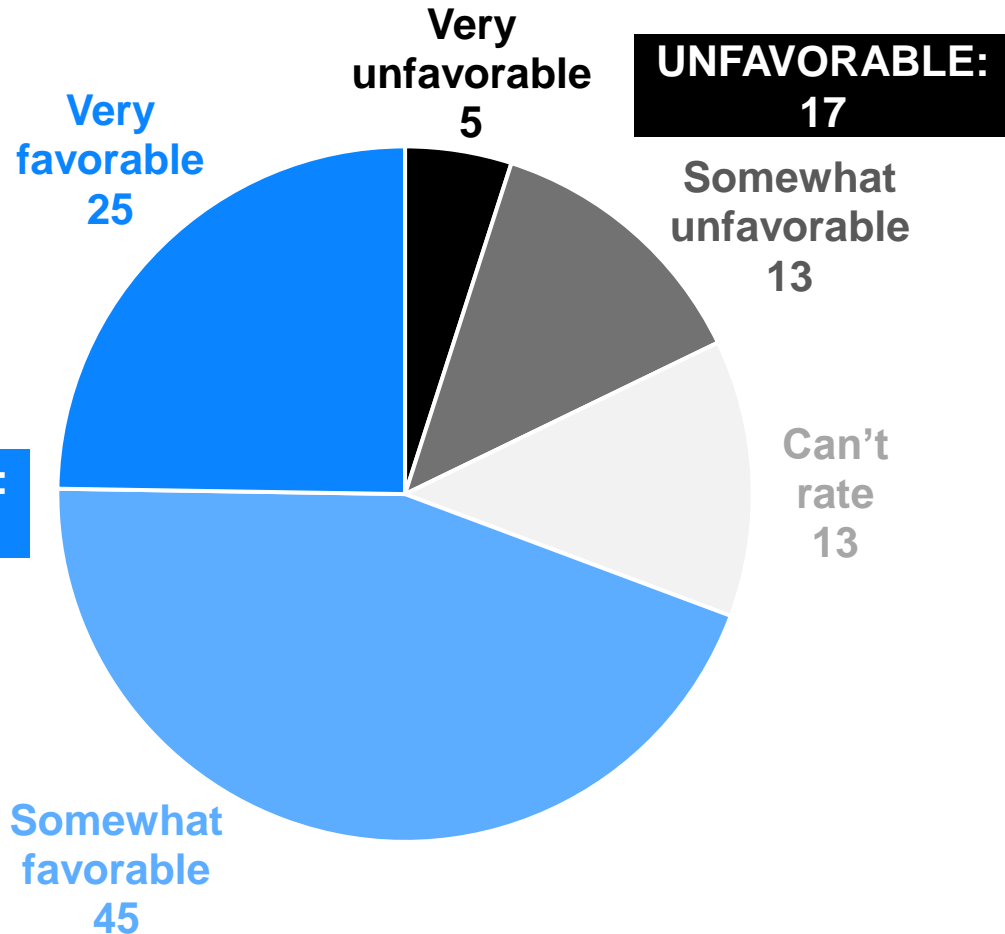
Overall net favorability **+53**

Non-Management Workers **+44**

NYC MAYORAL GENERAL ELECTION

Adams' Margin Overall **+54**

Non-Management Workers **+57**

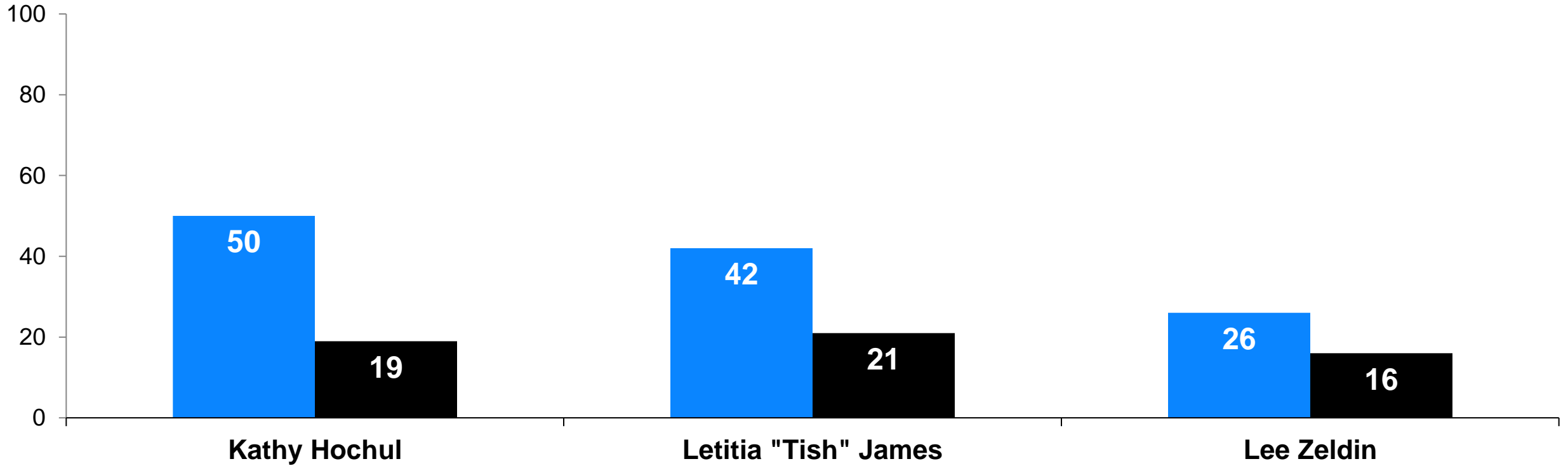


Our poll finished fielding on Hochul's first full day in office and she's already built up a solid +31 popularity rating but Tish James isn't far behind, especially in NYC. Zeldin, the most prominent Republican candidate thus far, is unknown to a majority of voters in the state.

'22 GUBERNATORIAL CANDIDATE POPULARITY

Favorable

Unfavorable



NET FAV	+31	+21	+10
NYC	+42	+40	+12
NON-NYC	+23	+8	+7

Hochul currently leads the '22 Democratic primary, but with more than a year before votes are cast Tish James has plenty of time to make up her 8-point deficit. She's already running close to even with Hochul among voters in NYC and liberal voters.

'22 DEMOCRATIC GUBERNATORIAL PRIMARY

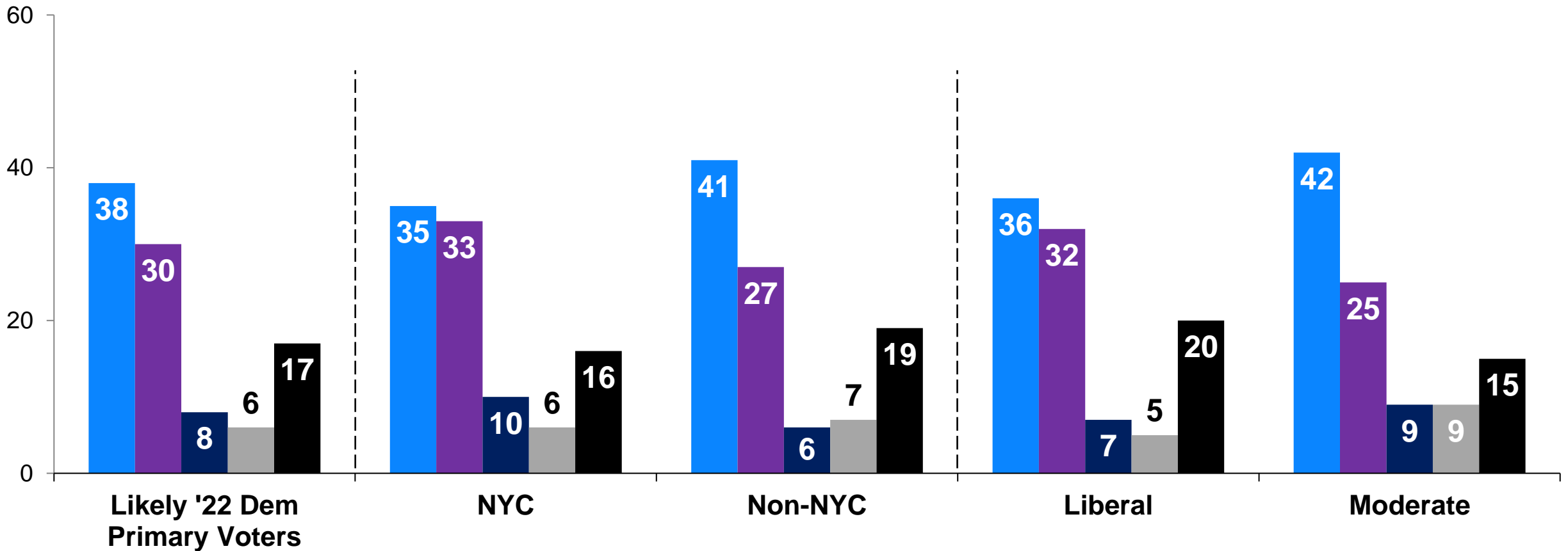
Hochul

James

DiNapoli

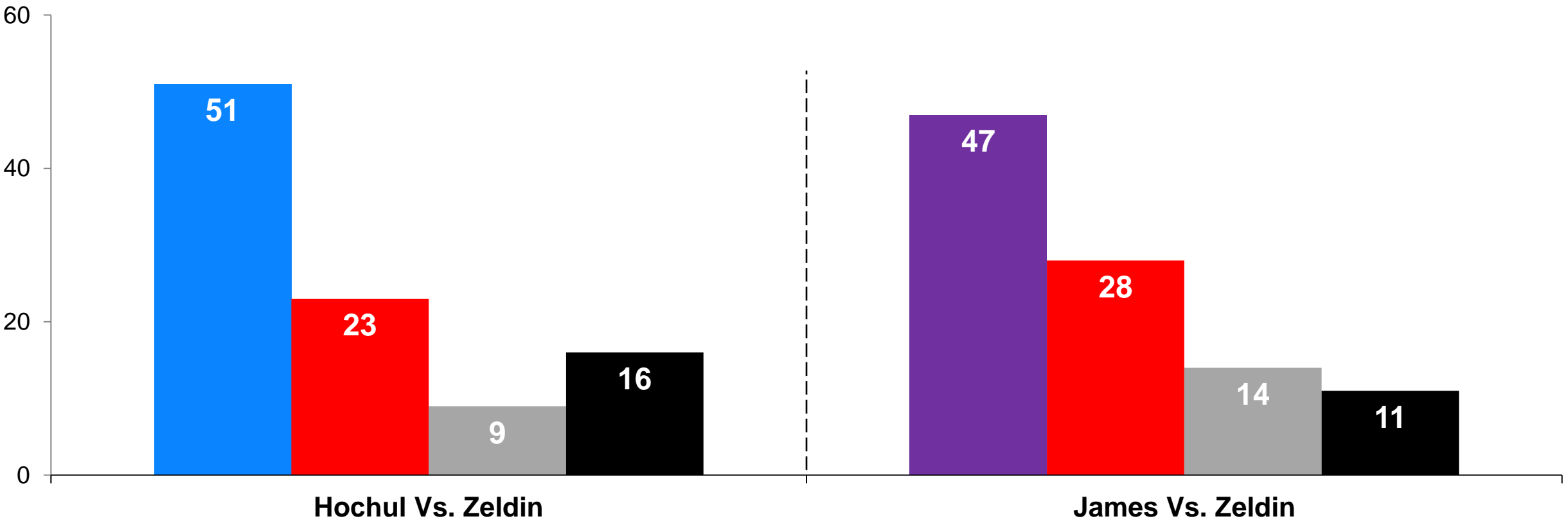
Someone else

Undecided



Hochul outperforms James in a simulated '22 matchup against Zeldin, thanks in large part to her performance outside New York City. In Western New York specifically, Hochul performs a net 37 points better than James (Hochul +18 / James -19).

'22 GUBERNATORIAL GENERAL ELECTION



NET DEM

+28

+19

NYC

+50

+43

NON-NYC

+13

+2

Current Attitudes About Work

Voters around the state are generally satisfied with how the state has increased wages for workers, but outside NYC and the Upstate region they are more divided on COVID-19 recovery metrics.

NEW YORK JOB RATINGS

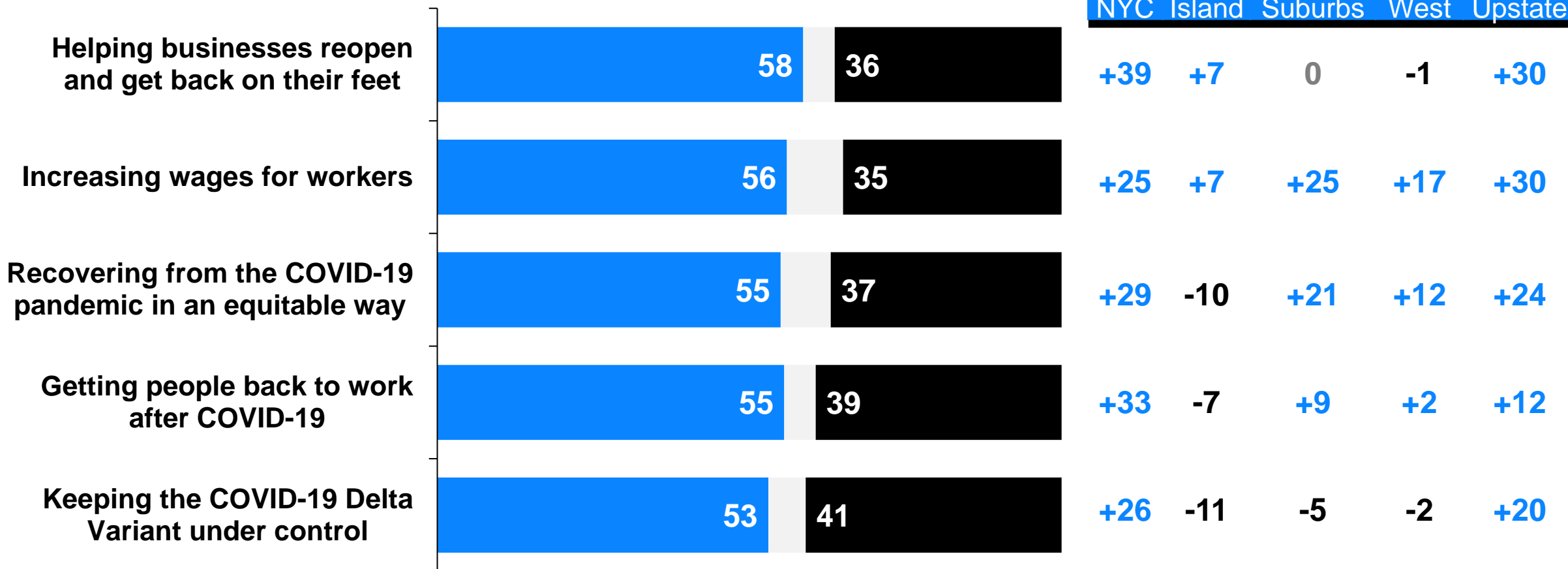
Positive

Negative

NET POSITIVE

Long Northern

NYC Island Suburbs West Upstate



However, they are much more divided when it comes to how the state is doing connecting people with skills training or rebuilding the economy with good paying jobs, especially outside NYC and the Upstate region,

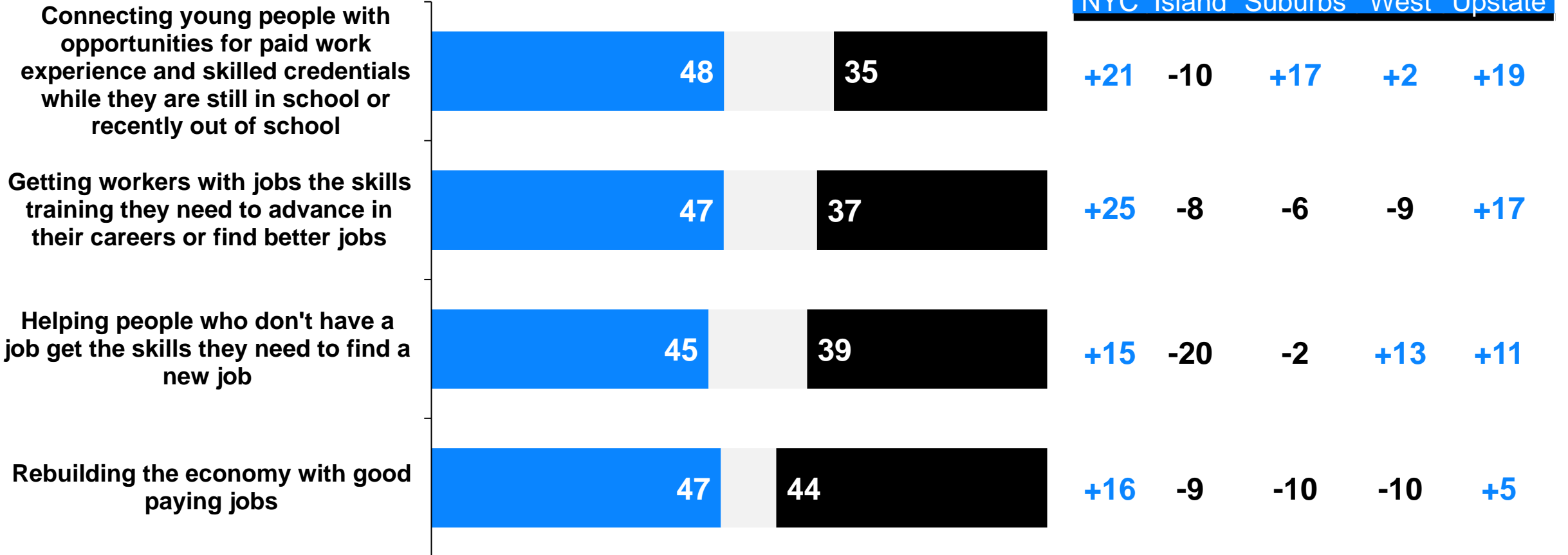
NEW YORK JOB RATINGS

Positive

Negative

NET POSITIVE

Long Island Suburbs West Upstate
NYC



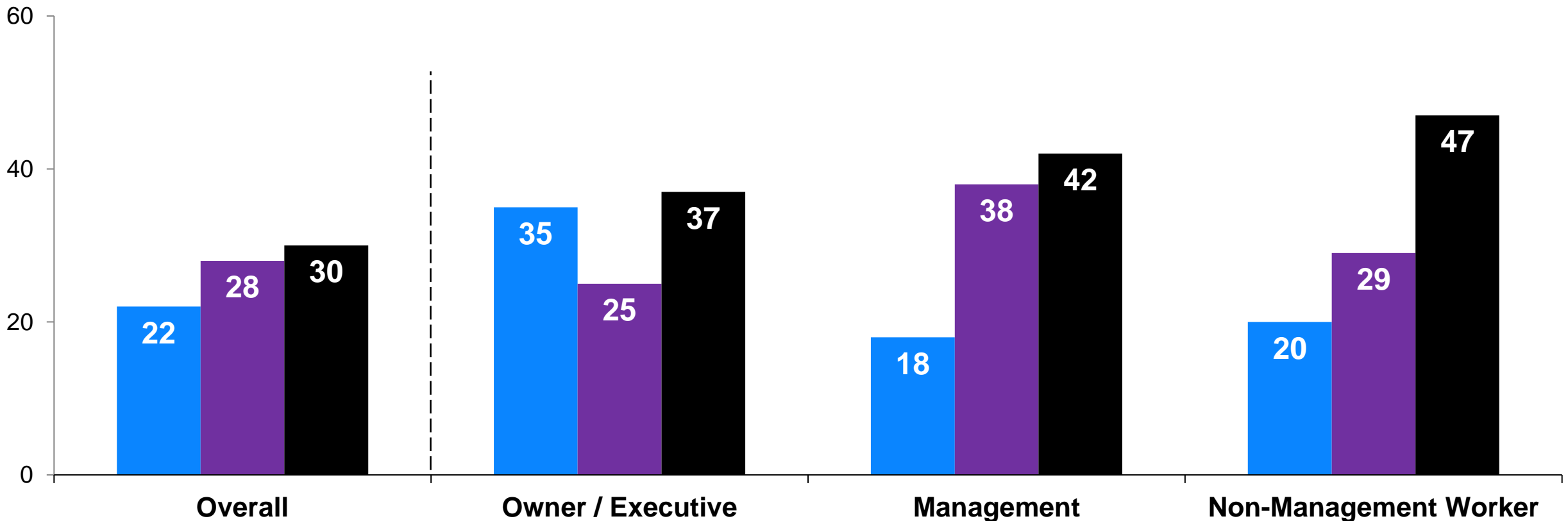
A plurality of voters overall prefer to work in person, but a majority want at least some flexibility to work from home. Desire to be able to work from home is highest at the top of the corporate ladder, while 47% of non-management workers prefer to work in-person.

If you could choose, which of the following would you prefer when it comes to the work you do:

Working every day remotely

Being able to choose to work some days from my workplace and some days remotely

Work every day at my place of employment

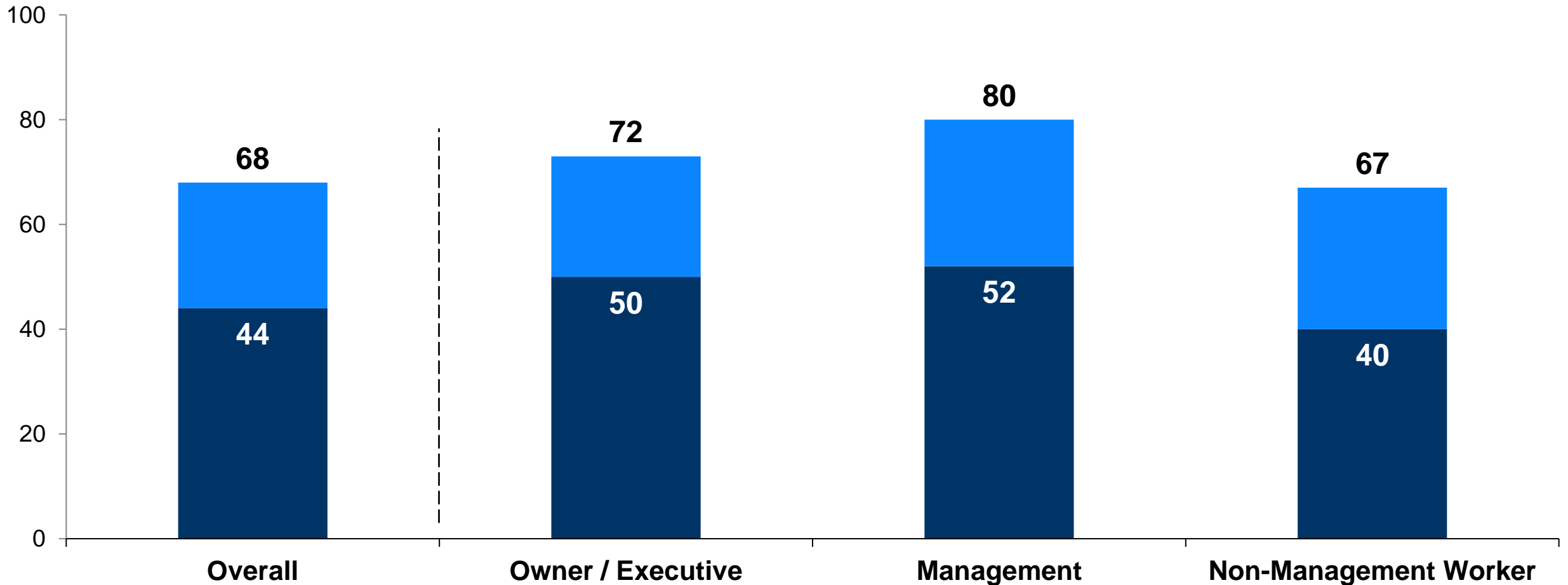


2-in-3 non-management workers still say they are more likely to work for a company that offered some work from home flexibility.

Would you be more or less likely to work for a company that offered some flexibility in whether or not you could work remotely from home?

Much more likely

Somewhat more likely

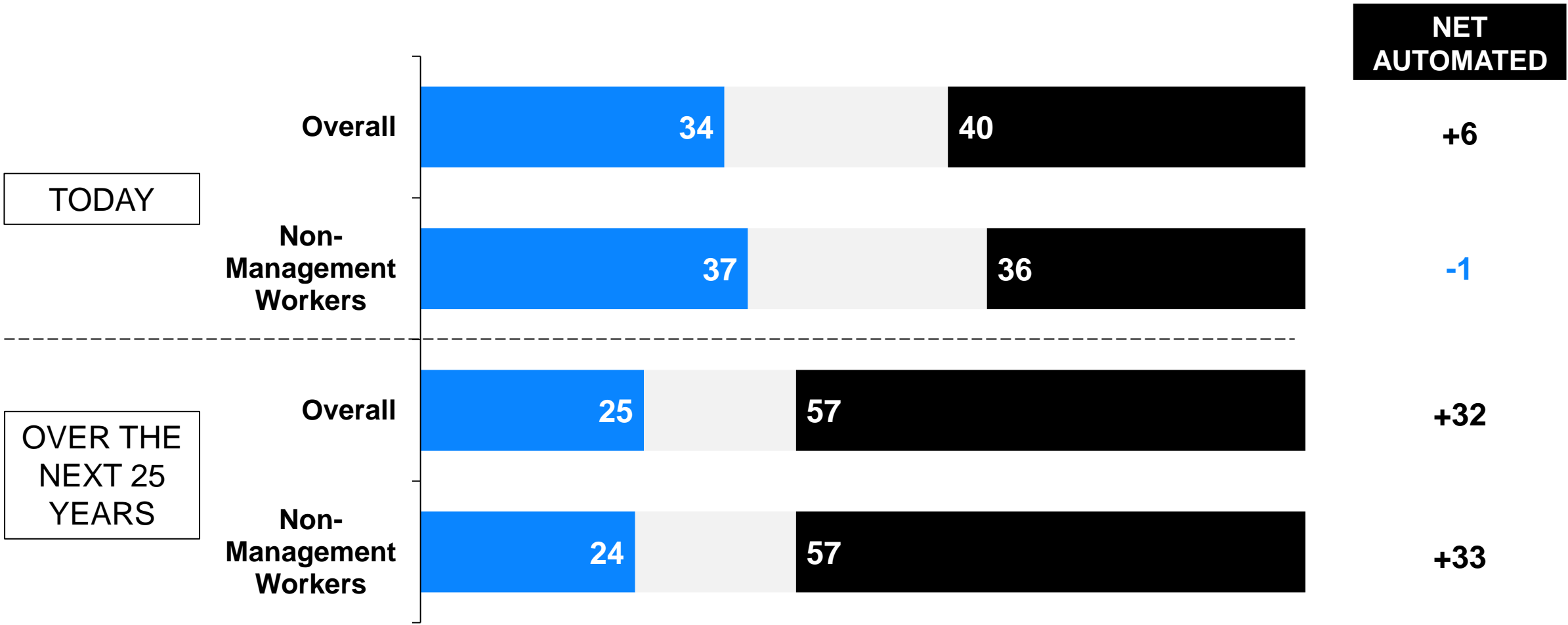


While voters and especially workers are largely divided over whether the lack of access to skills training or automation is a greater barrier to good paying jobs today, there's no question they see automation as a greater threat for workers over the 25 years.

Which of the following do you think is a greater barrier for people... from getting good paying jobs?

People can't access training to upgrade their skills to fill good paying jobs

Good paying jobs are being automated away by computers and machines

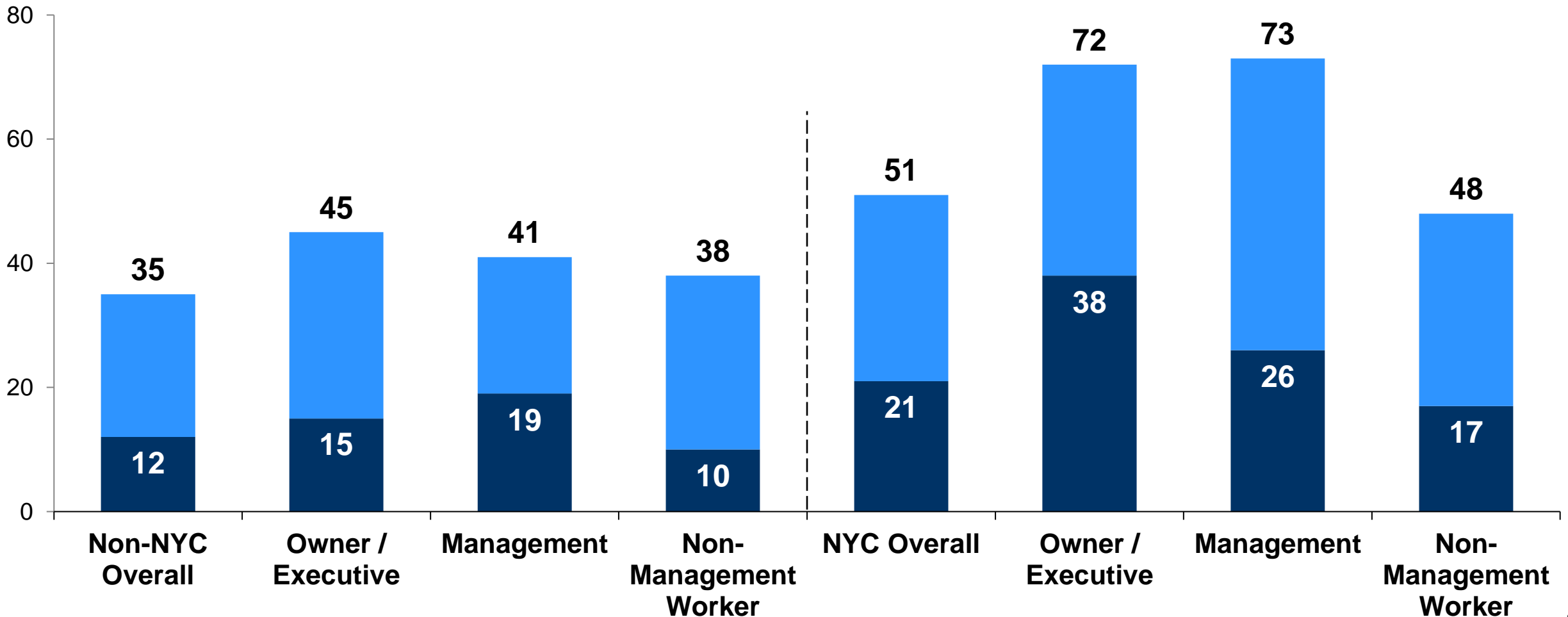


42% of voters statewide think it's likely they lose their job to automation. Voters in NYC, especially those in higher level positions, are the most concerned about their jobs being automated with non-management workers outside NYC are generally less concerned.

How likely do you think it is that the type of work that you do will eventually be automated by robots or computers?

Very likely

Somewhat likely



Skills Training

At least a majority of voters in every region of the state agree that there needs to be more job and skills training programs in their area.

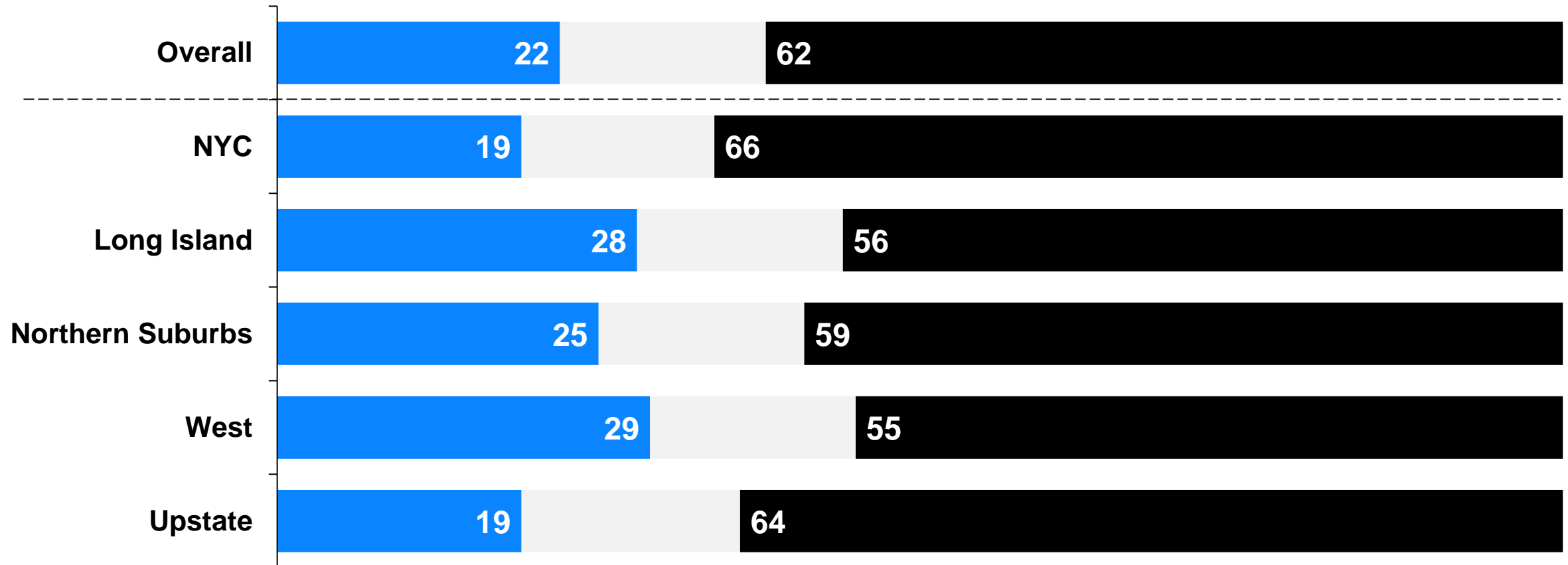
Currently, which of the following statements comes closer to your own opinion?

There are enough job training and skills programs for workers in my area

22%

62%

There needs to be more job training and skills programs for workers in my area

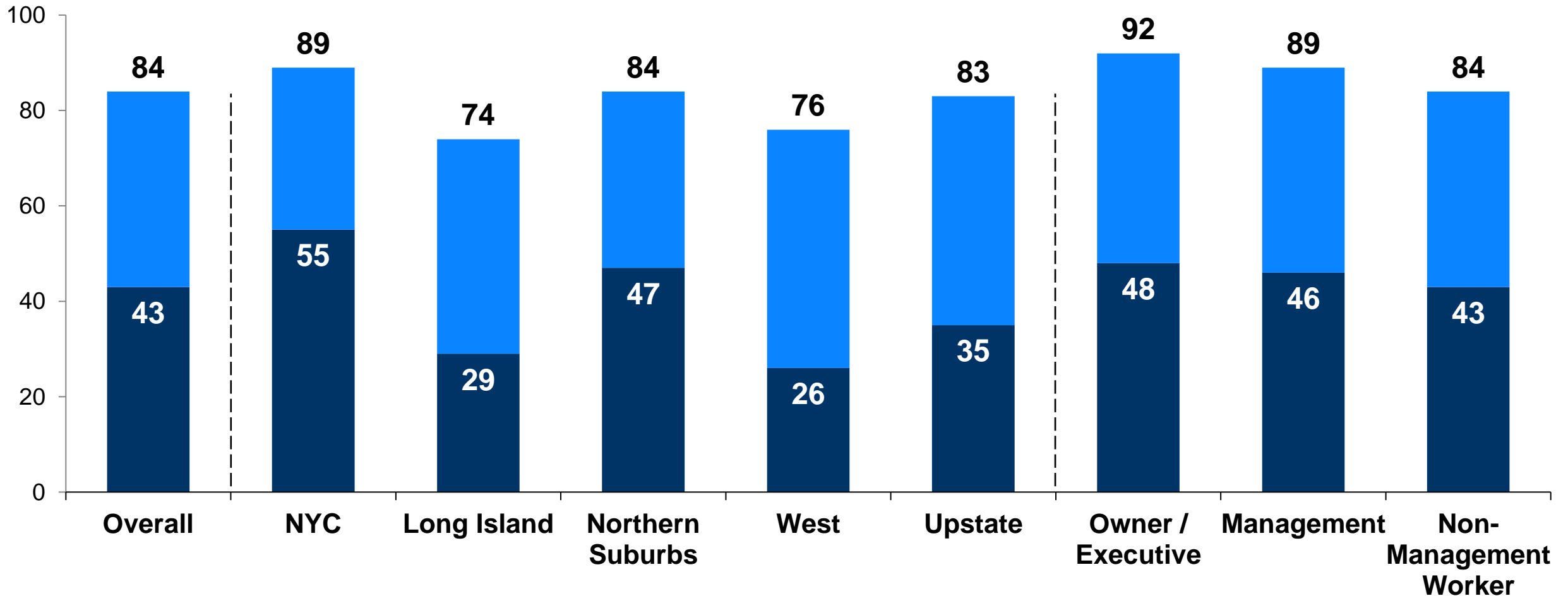


Overall support for increasing state funding for skills training in New York is near unanimous, with some of the highest support coming from upper-level management. Intensity is somewhat lower in Long Island and the Western region, but about 3-in-4 voters their still support it overall.

INCREASING STATE FUNDING FOR SKILLS TRAINING IN NEW YORK

Support - Strongly

Support - Somewhat

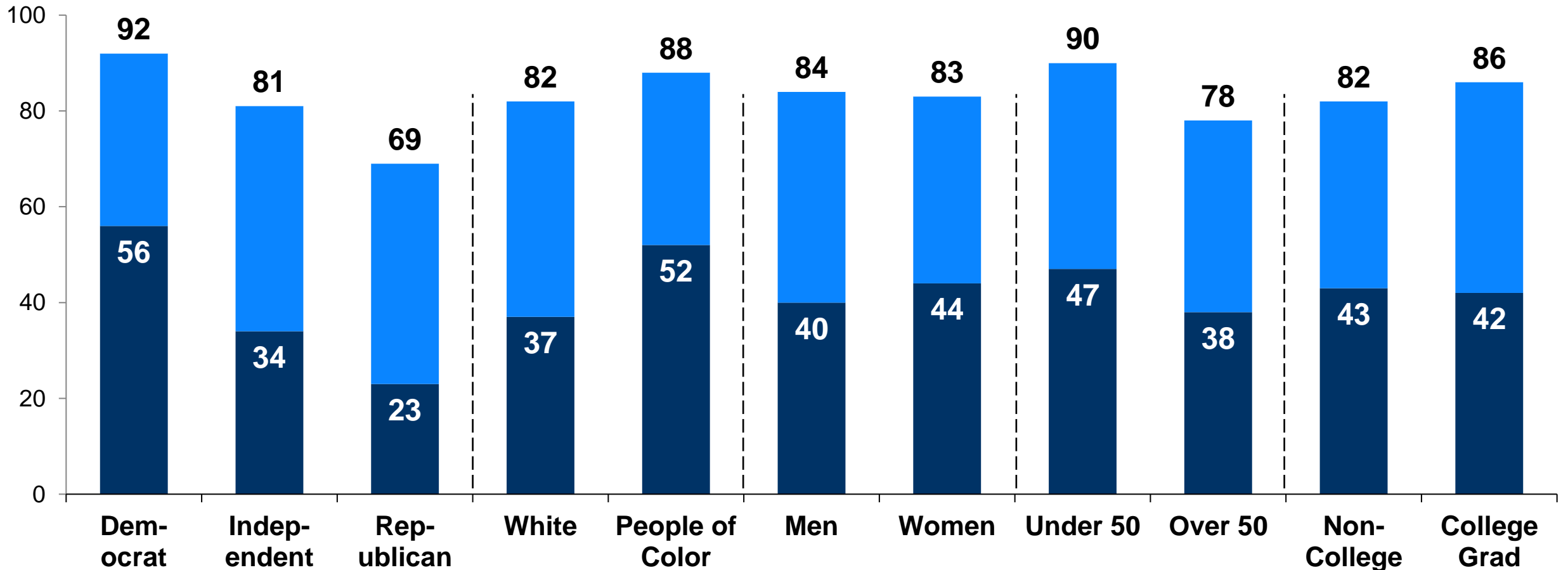


Support is demographically very broad with at minimum 69% of Republican voters in favor of increased skills training funding. The strongest supporters are voters in NYC, Democrats, and people of color – a majority of which all *strongly* support increased skills funding.

INCREASING STATE FUNDING FOR SKILLS TRAINING IN NEW YORK

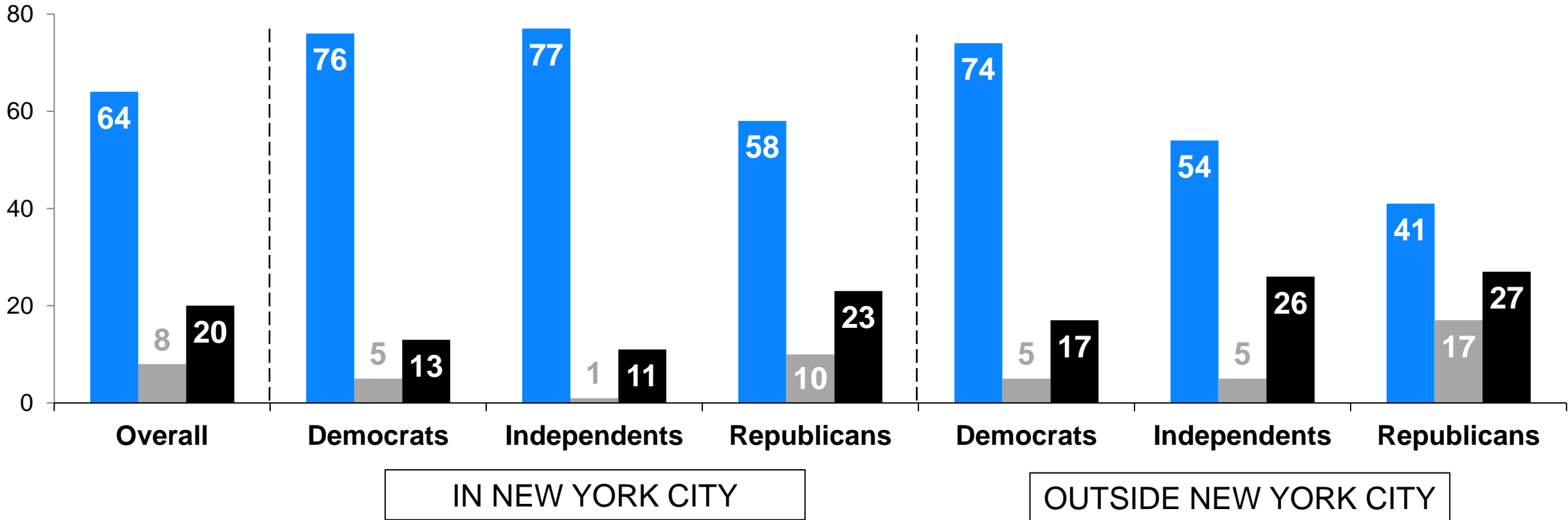
Support - Strongly

Support - Somewhat



Voters across partisan lines, both inside New York City and outside, are more likely to support a candidate who supported increasing state funding for skills training.

Would you be more likely or less likely to support a candidate who supported increasing state funding for skills training in New York?

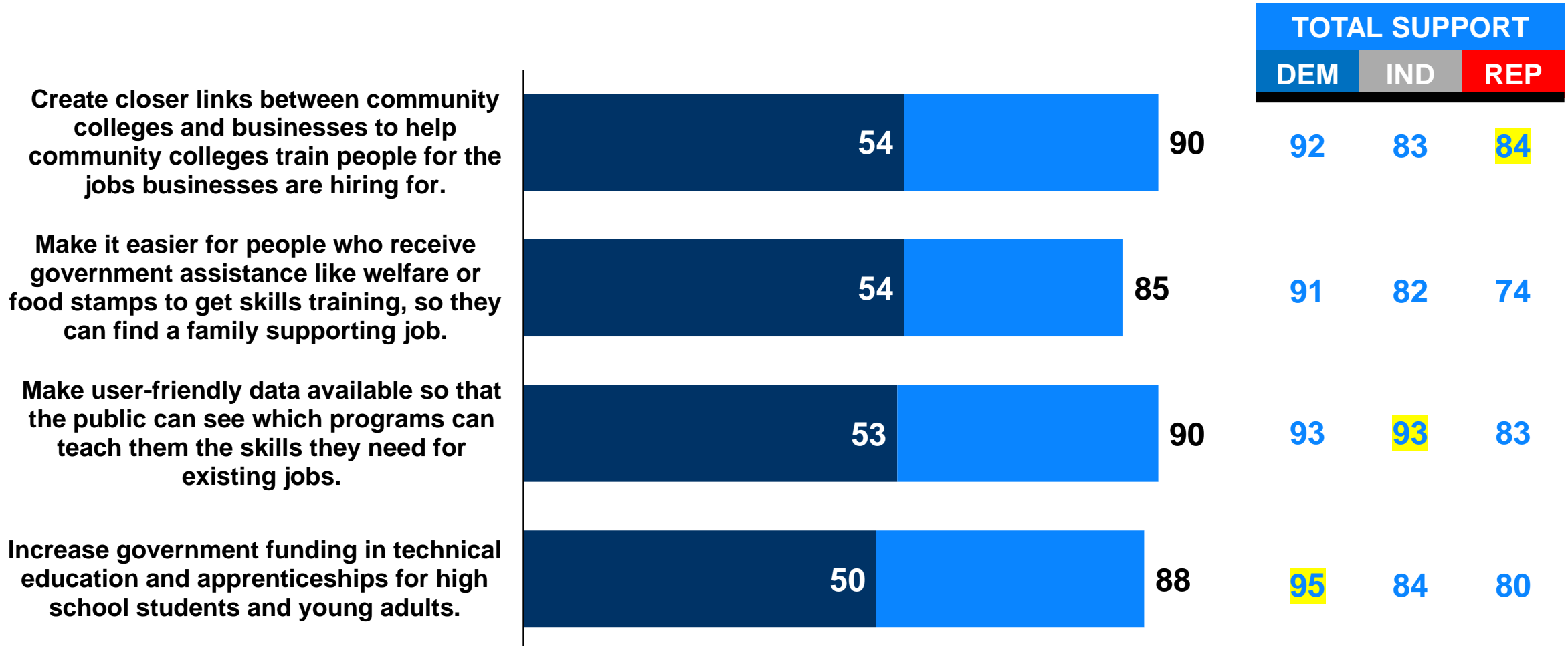


Individual skills training proposals all tested well, but creating closer links between community college and business and making user-friendly data available to the public both got majority strong support, 90% overall support, and incredibly high support across parties.

INDIVIDUAL SKILLS TRAINING PROPOSALS

Support - Strongly

Support - Somewhat

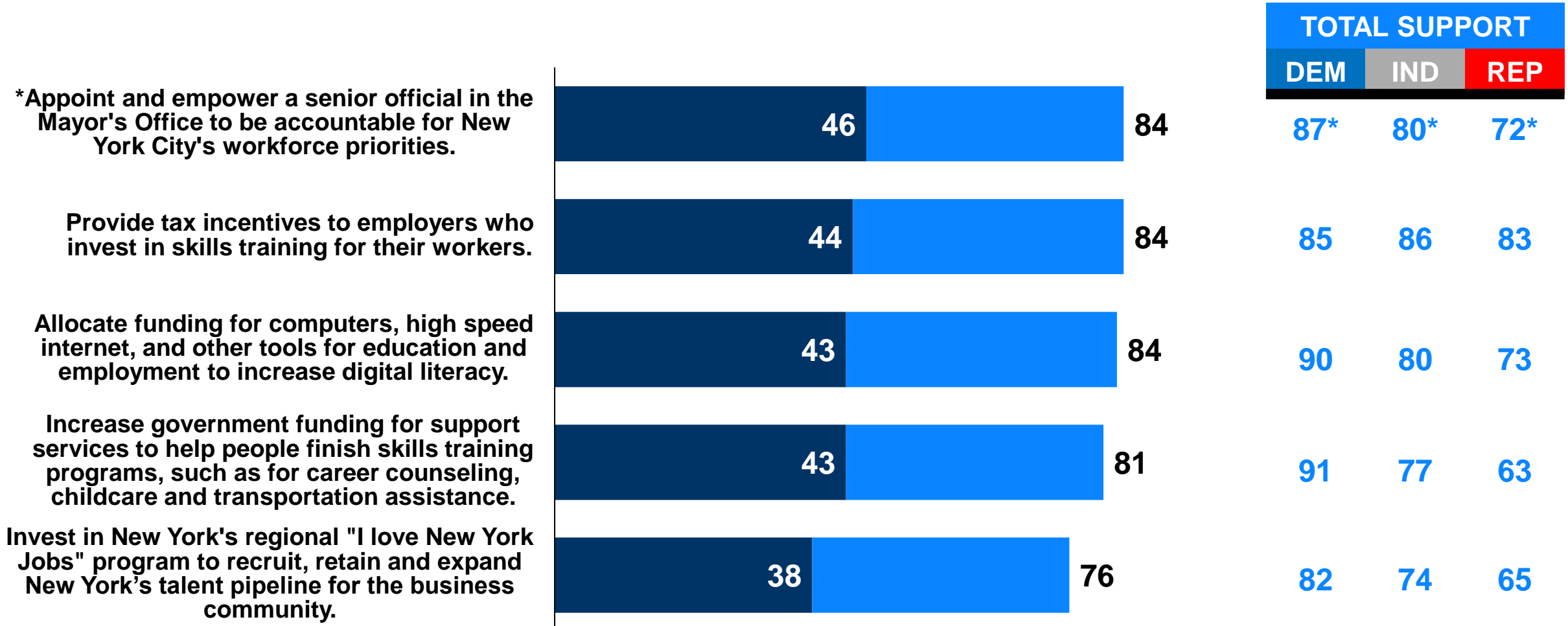


The remaining proposals still get broad support but are proposals like social support or investing in the “I Love New York Jobs” are less politically durable as they lack the broad cross-partisan support of other proposals.

INDIVIDUAL SKILLS TRAINING PROPOSALS

Support - Strongly







Support - Somewhat



*Asked only within New York City

Messaging

We tested these messages in favor of increasing state funding for skills training in New York.

		% TOP 3 CHOICES	Overall	NYC	Non-NYC
Future of Work 		[NEW FIELDS] Skills training isn't only about plumbers and electricians, it's about growing industries like medical technology, IT and software, and advanced manufacturing that provide the type of good paying jobs we need more of.	42	38	44
		[LIFELONG LEARNING] Technology is constantly changing. The economy of the future will require workers to re-skill throughout their career. Workers should be able to access skills training to keep pace.	31	30	32
		[AUTOMATION] Technology and automation will put many experienced workers out of a job. We have to support those workers by giving them the skills training they need to find a new job.	23	23	23
Better for Workers 		[EQUITY] Expanding skills training would create more opportunity for groups who have been systematically excluded from high quality skilled jobs. It is time we ensure all New Yorkers can get the skills training they need to get good jobs.	39	45	34
		[MIDDLE-CLASS JOB] An expensive four year college isn't right for everyone. Skills training provides a path to good, family-supporting, jobs .	33	27	37
		[FINANCIAL AID] Currently, federal financial aid is primarily available for people seeking college degrees. People who want skills training should have the same access to financial aid as those attending college.	30	30	30
		[MORE AFFORDABLE] Thousands of New Yorkers are stuck in low-wage jobs because they can't afford the training they need for a better career. We need to make skills training more affordable.	23	28	20
		[INCOME INEQUALITY] Expanding skills training would reduce income inequality by helping more people move up the ladder and get good paying jobs.	12	15	11
Negative Outcomes 		[HURTING OUR ECONOMY] A lack of skilled workers is hurting New York's economy because business can't find qualified employees. In March, 34% of business reported job openings they couldn't fill due to a lack of skilled applicants.	24	23	25
		[YOUNG] Studies have shown young people who are unable to access consistent work before age 25 earn nearly 50% less over the course of their lives. Skills training offers a direct path to employment for young people right out of school.	22	26	20
		[VALUE OF HARD WORK] Our country no longer values hard work and looks down on people who earn a living with their hands. We need to support the type of people who worked hard to build New York by expanding access to skills training.	20	15	23

Our top message overall and outside NYC emphasizes the role skills training plays in jobs of the future. Within NYC and equity message tested the top overall, and among voters who increase support for skills training through the poll a middle class message was most effective.

MOST EFFECTIVE MESSAGING

% TOP 3 CHOICES	Overall	Increase Skills Funding Support	NYC	Non NYC
[NEW FIELDS] Skills training isn't only about plumbers and electricians, it's about growing industries like medical technology, IT and software, and advanced manufacturing that provide the type of good paying jobs we need more of.	42	45	38	44
[EQUITY] Expanding skills training would create more opportunity for groups who have been systematically excluded from high quality skilled jobs. It is time we ensure all New Yorkers can get the skills training they need to get good jobs.	39	27	45	34
[MIDDLE-CLASS JOB] An expensive four year college isn't right for everyone. Skills training provides a path to good, family-supporting, jobs.	33	53	27	37

The combination of [NEW FIELDS] + [EQUITY] effectively reaches 68% of voters who put one of those messages in their top 3 and was broadly effective across subgroups. In targeted communications within NYC or to People of Color, an [EQUITY] + [MIDDLE-CLASS JOB] is more effective.

MOST EFFECTIVE MESSAGING COMBINATIONS

	Best 2 Message Combination	% Top 3 Choices
Overall	[NEW FIELDS] + [EQUITY]	68
Increase skills funding support	[NEW FIELDS] + [MIDDLE-CLASS JOB]	76
New York City	[EQUITY] + [MIDDLE-CLASS JOB]	68
Non-NYC	[NEW FIELDS] + [EQUITY]	68
White	[NEW FIELDS] + [EQUITY]	67
People of Color	[EQUITY] + [MIDDLE-CLASS JOB]	68
Democrats	[NEW FIELDS] + [EQUITY]	70
Independents	[NEW FIELDS] + [EQUITY]	68
Republicans	[NEW FIELDS] + [MIDDLE-CLASS JOB]	71
Owners/Executives	[NEW FIELDS] + [LIFELONG LEARNING]	67
Management	[NEW FIELDS] + [EQUITY]	68
Non-management workers	[NEW FIELDS] + [EQUITY]	67

The most common answers to the open-ended question all focus on the positive benefits of increasing skills training – a brighter future for workers, more job opportunities, better pay, and to a lesser extent, helping marginalized communities.

...what do you think is the best reason to support increasing state funding for skills training in New York?

32% say something about how this will **improve things for workers:**

“so more people can learn the skills they need for better paying jobs and having a chance for a brighter future.”

“Thousands of New Yorkers are stuck in low wage jobs because they can't afford the training they need, we need to make skills training more affordable”

“There is a shortage of skilled workers in New York. I believe increasing funding for training, especially in trades not just college, would help this issue immensely. If more affordable trainings were offered we would have a bigger pool of skilled workers.”

22% say something about how this will **get people back to work:**

“To give those persons who want to work, the skills go to be good paying jobs. Those who are most qualified should be given the jobs.”

“More people will be able to get jobs”

“They are jobs of the future! We must train folks to be capable of doing skilled jobs! Many jobs are being wiped out as we speak! These would include but not be limited to truck drivers, cashiers, toll employees, etc.”

17% say something about how this will **result in better paying jobs:**

“To help people get higher paying jobs”

“It's important for people to have access to good paying jobs that use these skills, not just degree jobs.”

11% say something about how this will **increase opportunities for marginalized communities”**

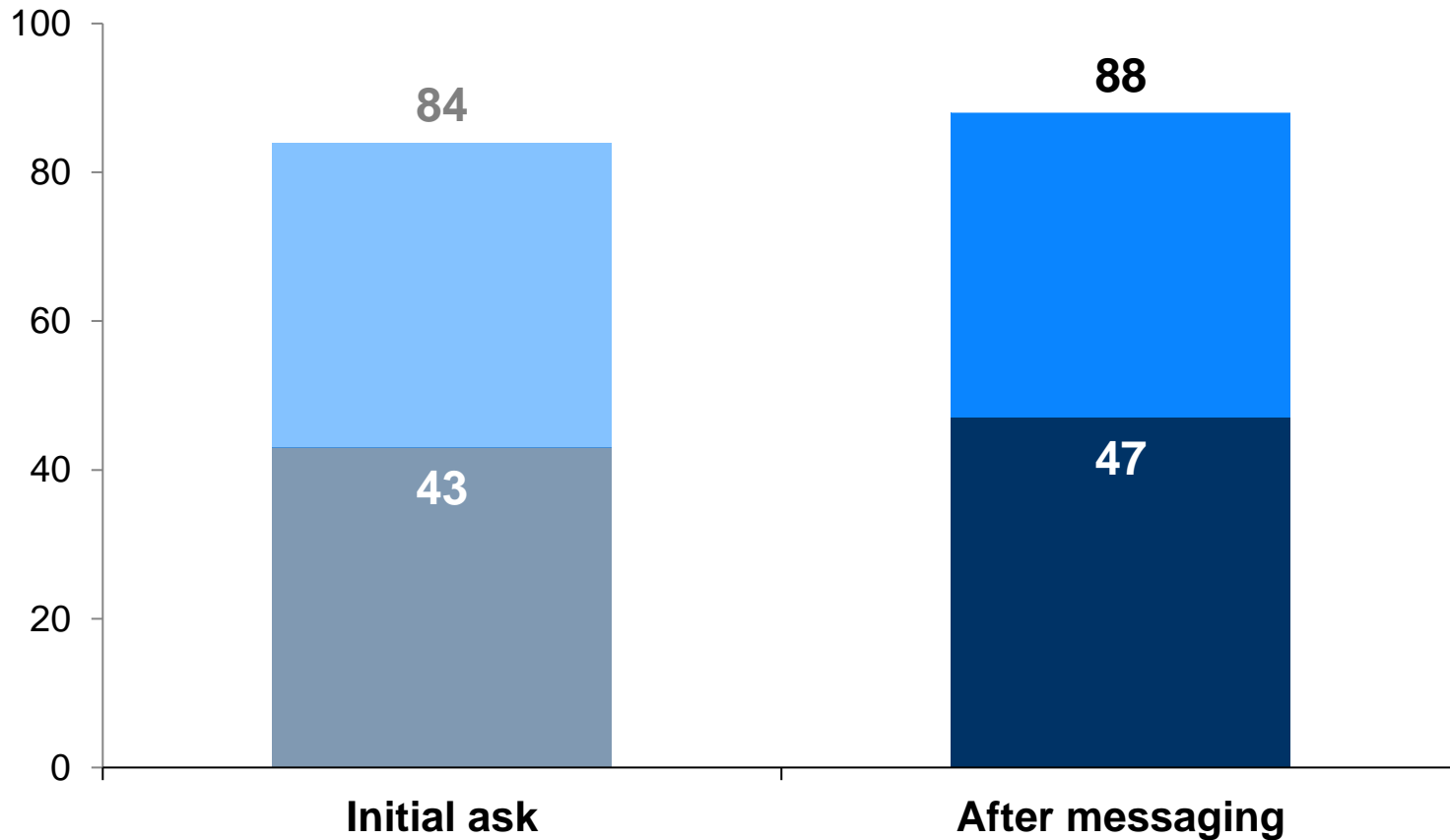
“Give disenfranchised communities in NY a chance against those with a little more Privilege”

With initial support already over 80%, messaging is mainly effective at consolidating support among more conservative groups. Messaging can be effectively paired with politically outreach, as undecided voters were one of the groups that most saw support increase after messaging. **ALG**research

INCREASING STATE FUNDING FOR SKILLS TRAINING IN NEW YORK

Support - Strongly

Support - Somewhat



Increase in support	
Overall	+4
Republican women	+13
Independents under 50	+11
Republicans of Color	+10
Republicans over 50	+10
Long Island	+9
College Independents	+8
'22 gov undecided voters	+6

Messaging should be positively framed and highlight the *benefits* of skills training, mainly for workers – more opportunities, better pay, and a brighter future.

When communicating broadly statewide, talk about how skills training creates more opportunity, especially for groups systematically excluded from good jobs, by preparing workers for good paying jobs in growing industries like medical technology, IT, and advanced manufacturing.

For targeted communications within New York City and to people of color, talk about how skills training can be a path to good, family supporting jobs by creating more opportunity for group systematically excluded from high quality skilled jobs.

For targeted communications to persuasion groups like Republican women and Independents, talk about how skills training can be a path to high quality, family supporting jobs by preparing workers for good paying jobs in growing industries like medical technology, IT, and advanced manufacturing.