

AMERICAN STAFFING ASSOCIATION
WORKFORCE MONITOR® —
APPRENTICESHIPS I



METHODOLOGY

This study was conducted online by The Harris Poll on behalf of the American Staffing Association from April 5-9, 2018.

Qualifying survey respondent criteria to participate in the survey were as follows:

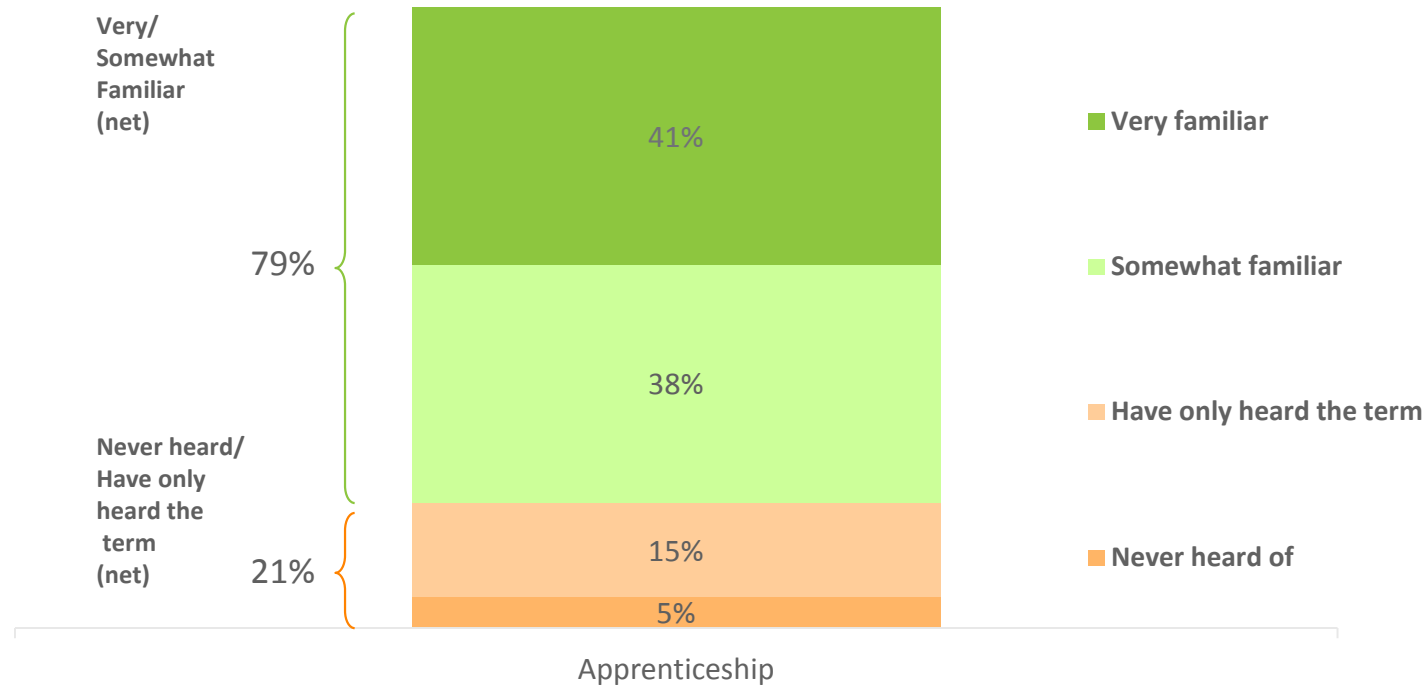
- U.S. Resident
 - Age 18+
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- A total sample size of 2,029 interviews were collected.

Data were weighted by age, gender, race/ethnicity, education, region and household income, where necessary, to bring them into line with their actual distributions based on 2017 CPS data. A second layer of weighting was also used to adjust for differences between the online and offline populations.

All sample surveys and polls, whether or not they use probability (purely random) sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

FOUR IN FIVE AMERICANS SAY THEY ARE FAMILIAR WITH THE TERM “APPRENTICESHIP”

Familiarity with Term

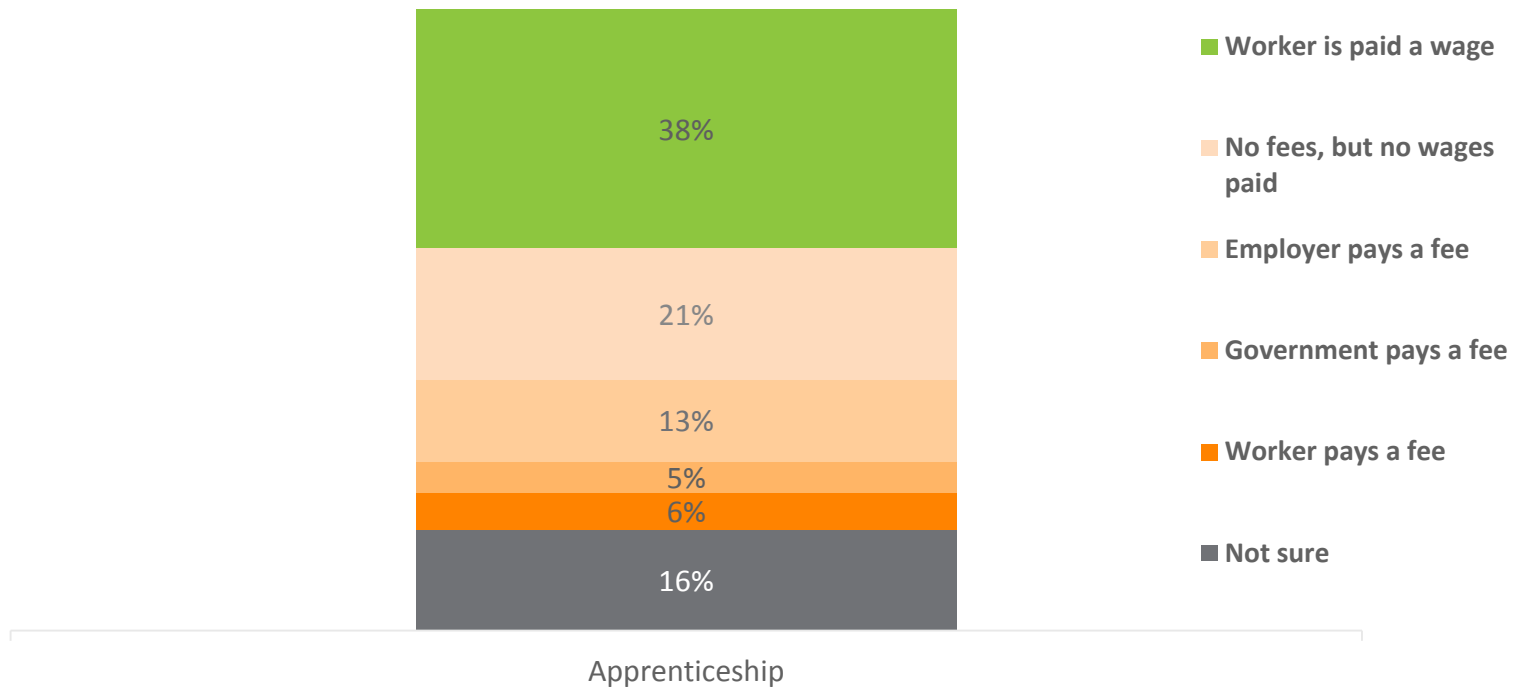


BASE: QUALIFIED RESPONDENTS (n= 2,029)

Q1 How familiar are you with each of these terms?

TWO IN FIVE U.S. ADULTS CHARACTERIZE APPRENTICESHIPS AS PAYING WORKERS A WAGE

Best Description of Compensation for “Apprenticeship”

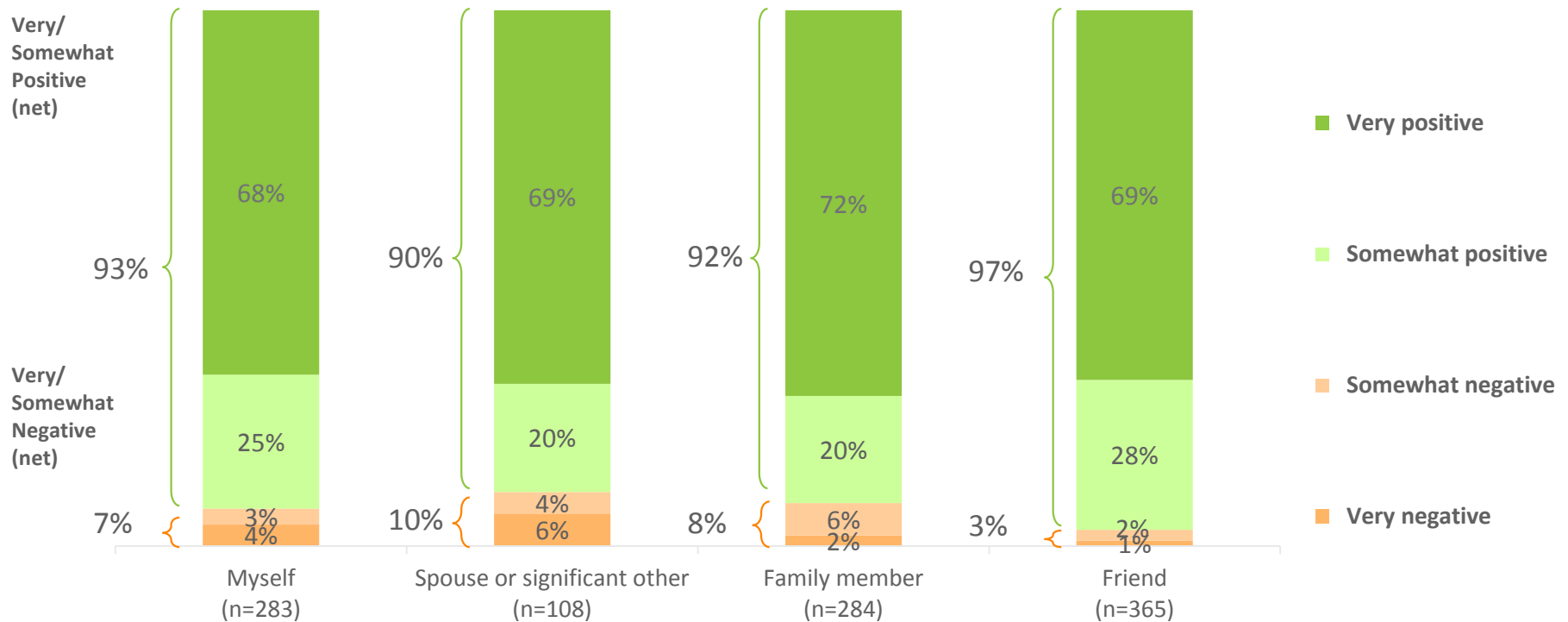


BASE: QUALIFIED RESPONDENTS (n= 2,029)

Q2 Based on anything you have seen, read or heard, in your opinion, which of the following do you think applies to each term most of the time?

NINE IN 10 OF THOSE WHO KNOW SOMEONE WHO HAD AN APPRENTICESHIP SAY THE EXPERIENCE HAD POSITIVE EFFECT ON THAT PERSON'S CAREER

Experience with Apprenticeships
(Among those who know someone who had an experience)

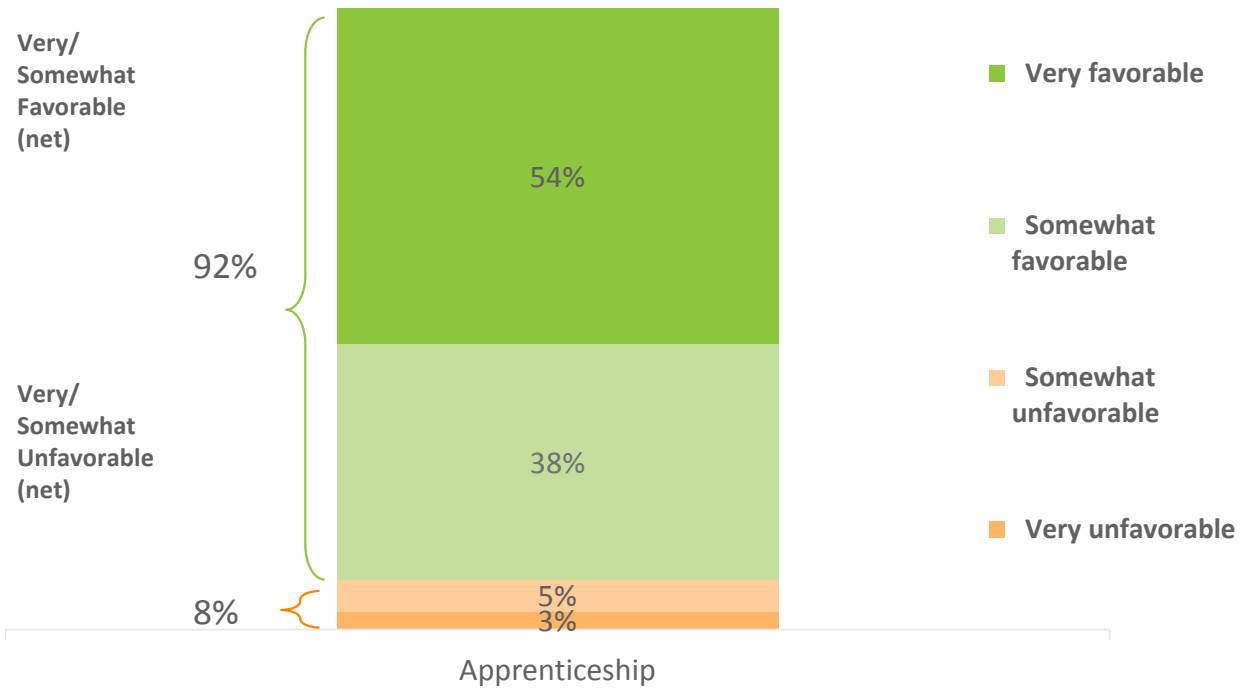


BASE: KNOW THE PERSON WHO HAD THE EXPERIENCE AND SURE OF ANSWERS

Q7 Based on what you know, did the apprenticeship have a positive or negative impact on the careers of each of the following who held the apprenticeship? If you have had multiple family members or friends think of the most recent case in each.

VAST MAJORITY OF AMERICANS VIEW APPRENTICESHIPS FAVORABLY

Perception of Apprenticeships



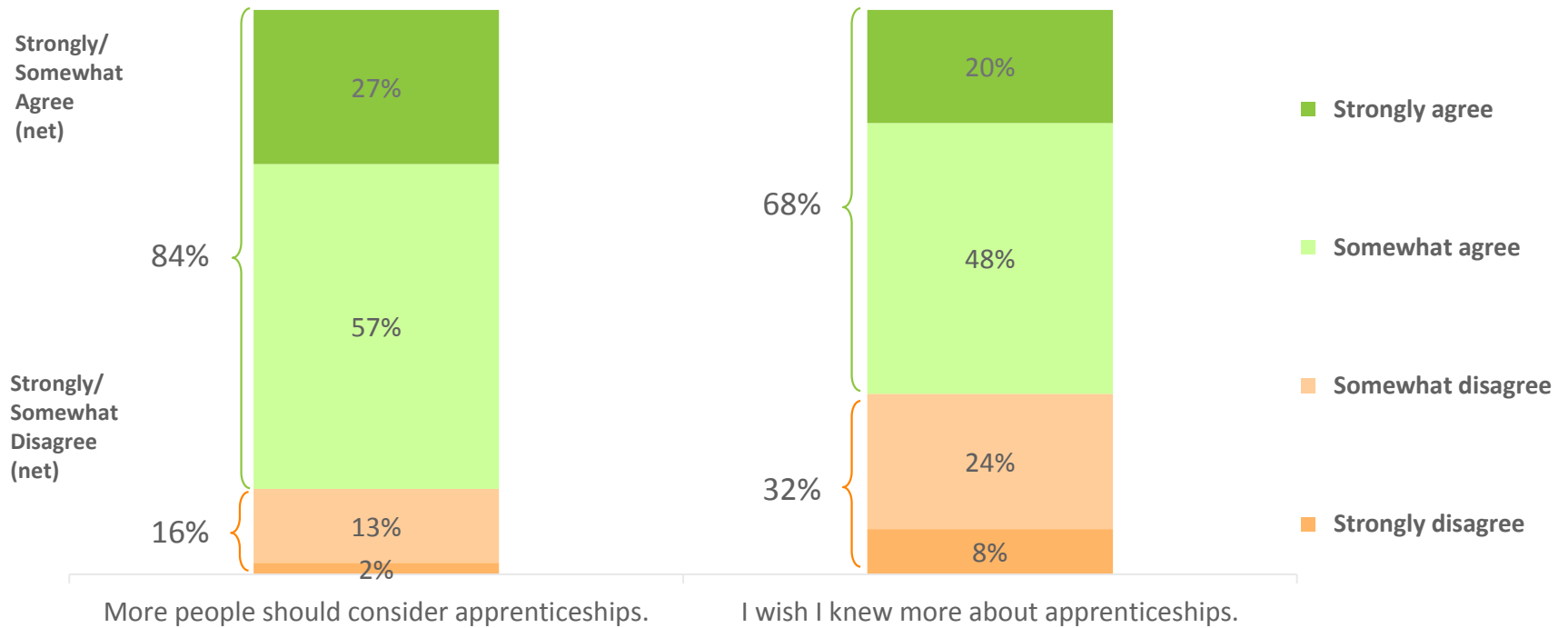
BASE: Have Opinion About Apprenticeships (n=1858)

Q4 Which of the following best describes your general perception of apprenticeships?

FOUR IN FIVE U.S. ADULTS FEEL MORE PEOPLE SHOULD CONSIDER APPRENTICESHIPS

Two-thirds wish they knew more about apprenticeships

Apprenticeship Knowledge

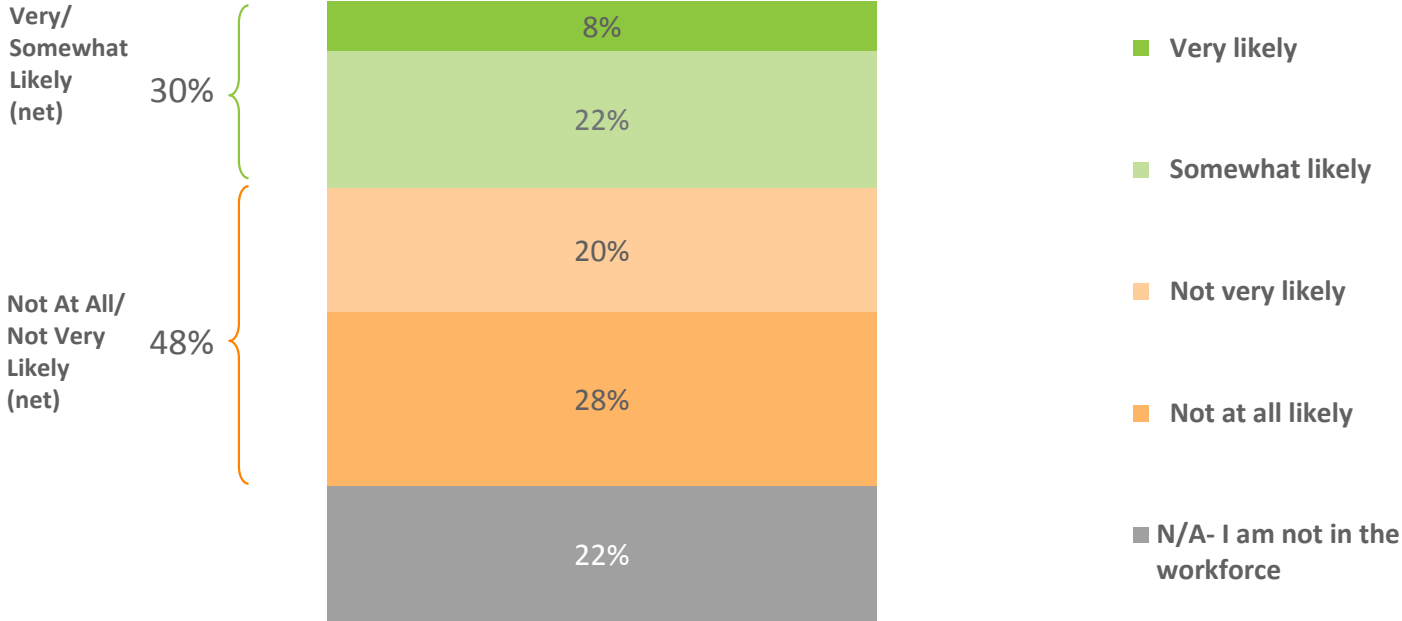


BASE: QUALIFIED RESPONDENTS (n= 2,029)

Q13 How much do you agree or disagree with the following statements?

THREE IN 10 U.S. ADULTS SAY THEY ARE LIKELY TO CONSIDER AN APPRENTICESHIP IN THE NEXT TWO YEARS

Likelihood to Consider or Recommend Apprenticeships



Consider for self in next 2 years

BASE: QUALIFIED RESPONDENTS (n= 2,029)

Q14 How likely are you to consider an apprenticeship for yourself in the next two years?

Q15 How likely are you to recommend that someone else consider an apprenticeship?

MAJORITY OF THOSE AGED 18-34 LIKELY TO CONSIDER AN APPRENTICESHIP IN THE NEXT TWO YEARS

Very/Somewhat Likely	18-34 (n=554)	35-44 (n=357)	45-54 (n=355)	55-64 (n=373)
Consider an apprenticeship in next 2 years				
Very/Somewhat Likely	54%	40%	28%	12%
Not at All/Not Very Likely	39%	50%	58%	66%

Note: Not in the labor force responses not shown

BASE: QUALIFIED RESPONDENTS

Q14 How likely are you to consider an apprenticeship for yourself in the next two years?

APPENDIX – DEMOGRAPHICS

DEMOGRAPHICS

		n=2,029
Gender	Male	48%
	Female	52%
Age	18-34	30%
	35-44	16%
	45-54	17%
	55-64	17%
	65+	20%
Education	Less than high school	31%
	Some college	38%
	College grad+	32%
Income	<\$50k	34%
	\$50k - \$74.9k	17%
	\$75k - \$99.9k	14%
	\$100k+	34%

Employed		n=1,189
Industry	Professional/Managerial (Net)	38%
	Management (including executives)	11%
	Teaching/Education	9%
	Sales/Marketing	7%
	Accounting/Finance	4%
	Creative (e.g. writer, editor, photographer, fine artist, performance artist)	3%
	Analyst/Research	2%
	Legal	2%
	Engineering, IT, And Scientific (Net)	14%
	Information technology (e.g., help desk, webmaster, computer programmer)	6%
	Engineering	5%
	Scientific	3%
	Office-clerical and administrative (e.g., administrative assistant, clerk, data entry, call center)	17%
	Industrial (e.g., manufacturing, warehouse, transportation, construction)	16%
	Health care (e.g., medical care, nursing, health aide)	11%
Another occupational role	3%	