

AMERICAN STAFFING ASSOCIATION
WORKFORCE MONITOR® —
APPRENTICESHIPS II



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:

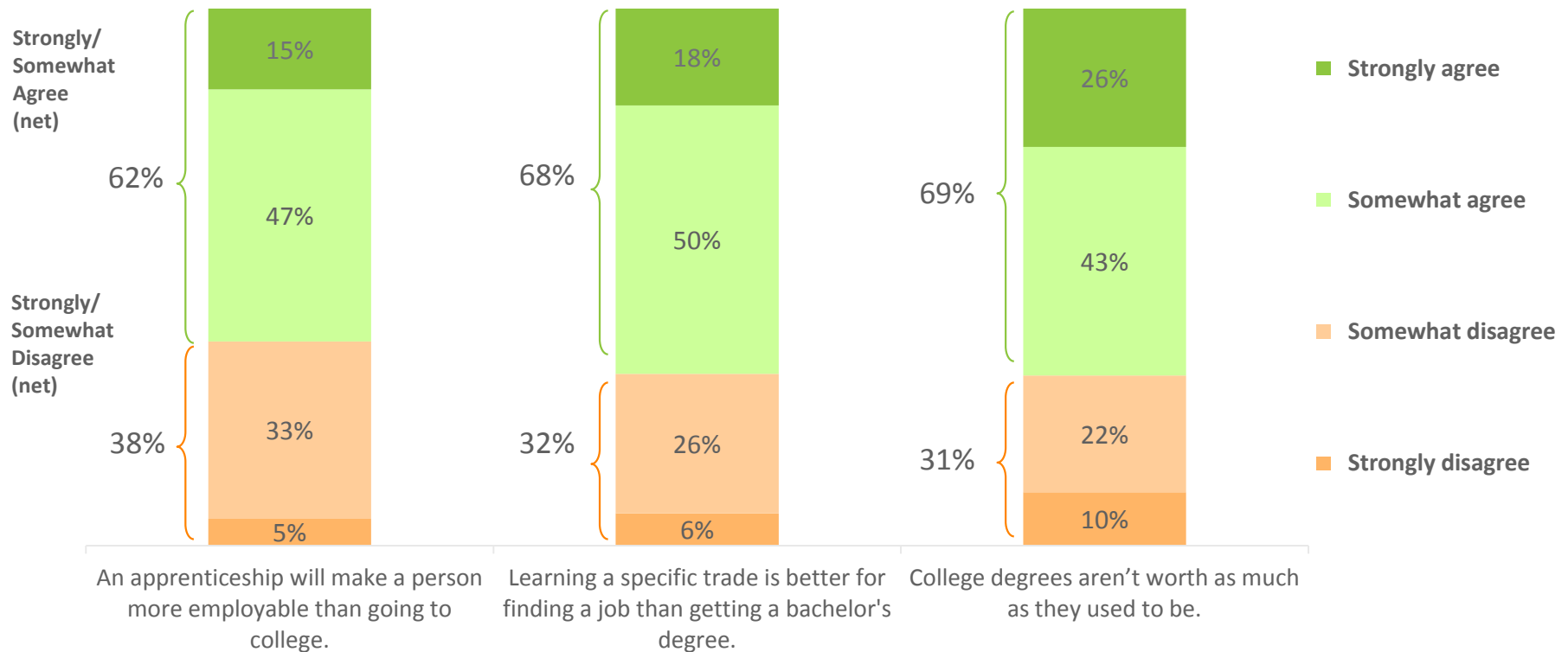
- U.S. Resident
 - Age 18+
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- A total sample size of 2,029 interviews were collected.

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.

A MAJORITY OF AMERICANS BELIEVE APPRENTICESHIPS MAKE A PERSON MORE EMPLOYABLE THAN GOING TO COLLEGE

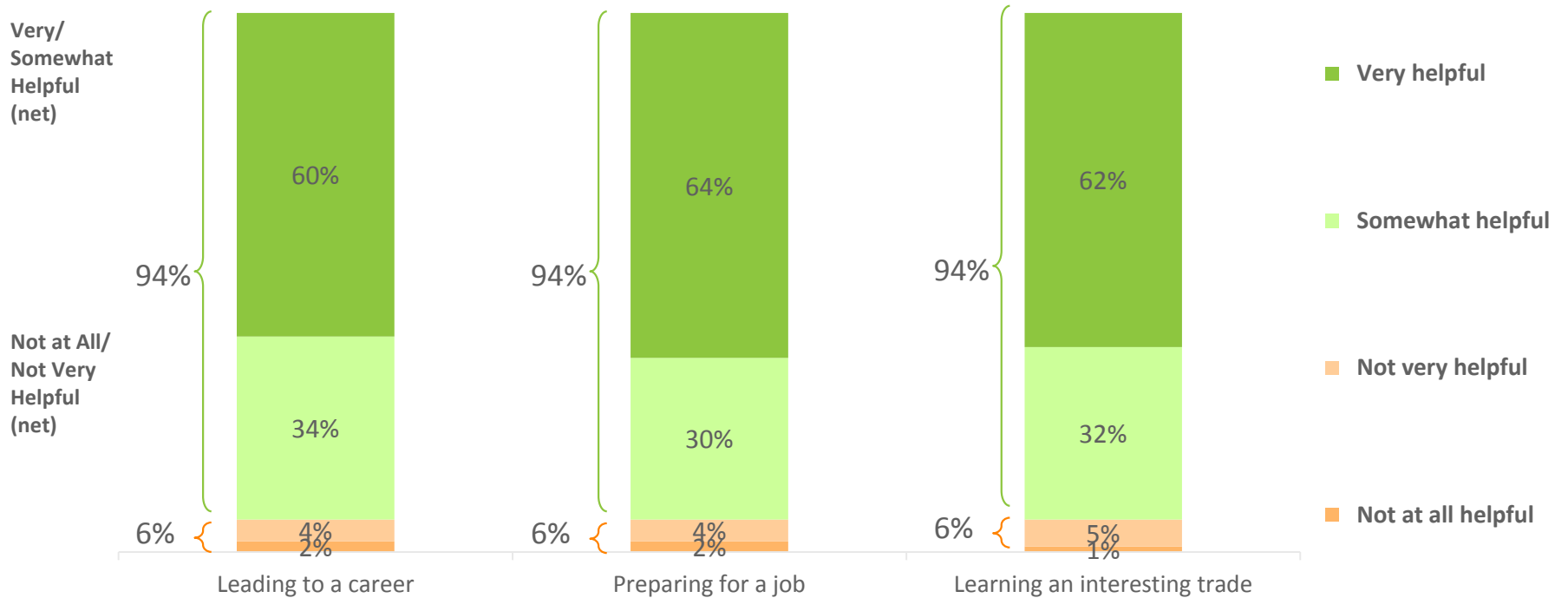
Seven in 10 say learning a specific trade is better for finding a job than a college degree, and that college degrees aren't worth as much as they used to be.



BASE: QUALIFIED RESPONDENTS (n= 2,029)

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

NINE IN 10 AMERICANS SAY APPRENTICESHIPS ARE HELPFUL IN LEADING TO A CAREER, PREPARING FOR A JOB, OR LEARNING AN INTERESTING TRADE

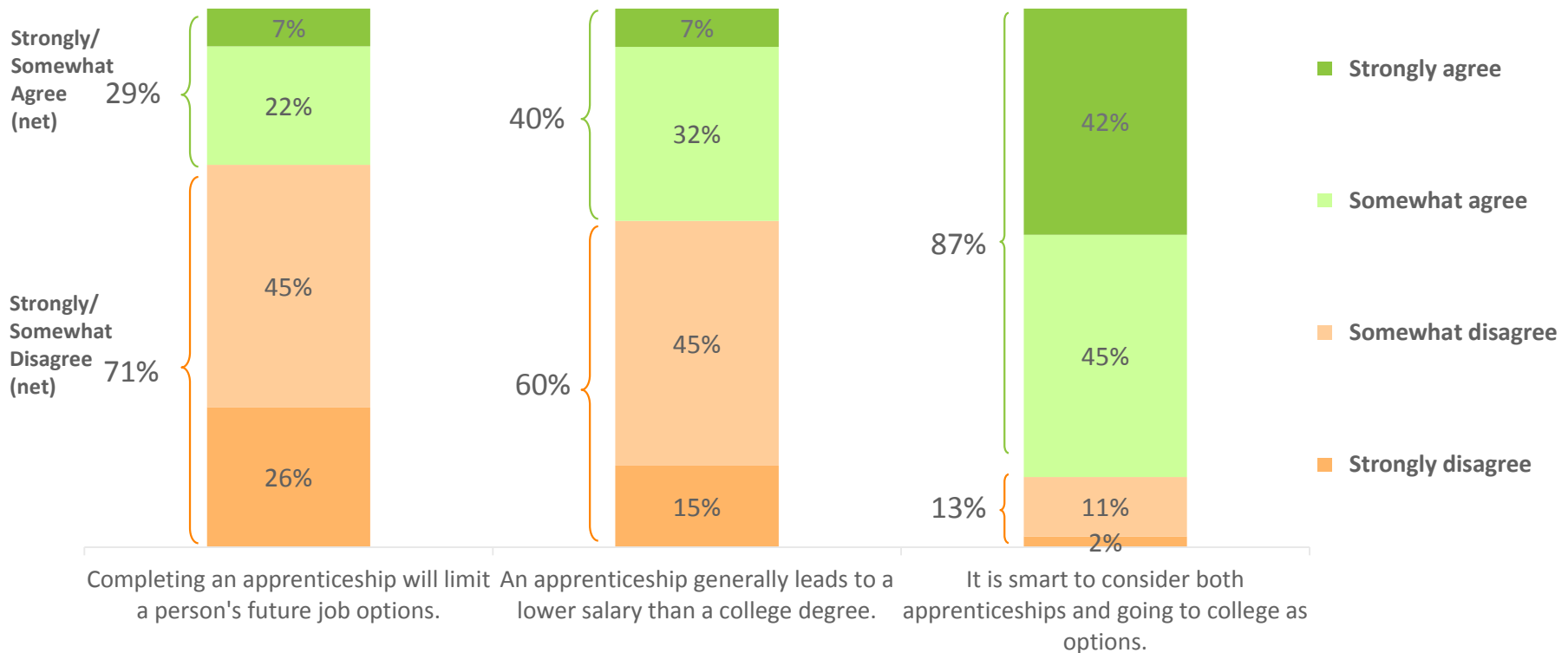


BASE: QUALIFIED RESPONDENTS (n= 2,029)

How helpful do you think apprenticeships are in terms of the following?

A MAJORITY OF AMERICANS *DISAGREE* THAT AN APPRENTICESHIP WILL LIMIT A PERSON'S JOB OPTIONS OR LEAD TO A LOWER SALARY THAN A COLLEGE DEGREE

Nine in 10 say it is smart to consider both apprenticeships and going to college as options.



BASE: QUALIFIED RESPONDENTS (n= 2,029)

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

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%	