

**PUBLIC
PERSPECTIVES**

**DIGITAL
EQUITY
@WORK**



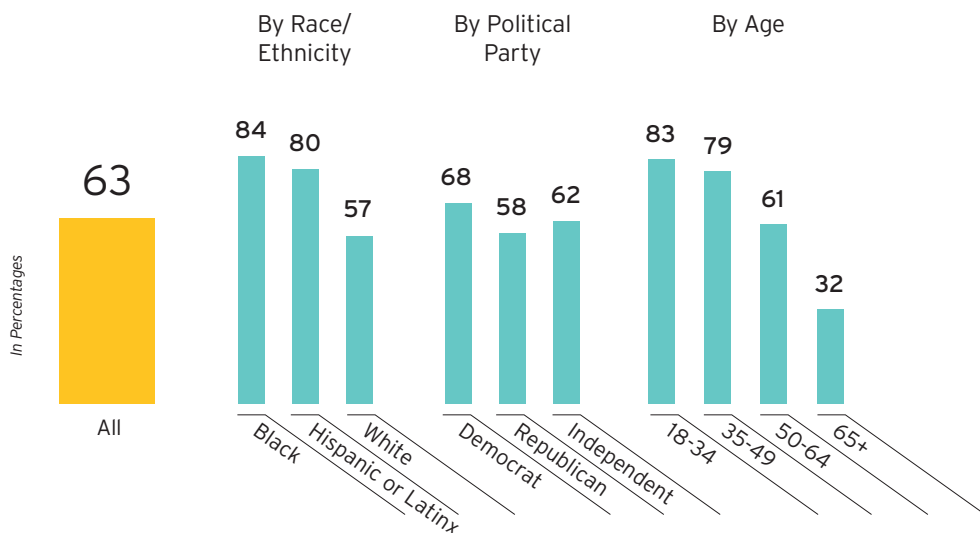
A notable **92% of jobs today require digital skills, but one-third of workers don't have the foundational digital skills necessary to enter and thrive in today's jobs.** Closing this digital skill divide leads to higher pay, better business outcomes, and benefits to local economies.¹

America needs a comprehensive policy strategy to close the digital skill divide. NSC's Digital Equity @Work campaign calls on state and federal policymakers to guarantee foundational digital skills for all, lifelong upskilling for current workers, and rapid re-skilling for those who've lost their job. The American public strongly supports these principles.

PUBLIC PERSPECTIVES

**ON DIGITAL
UPSKILLING**

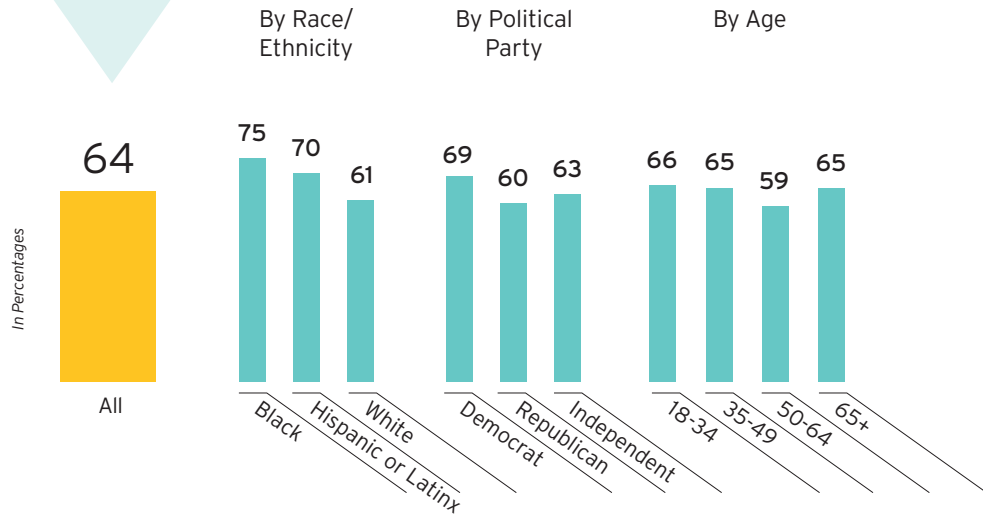
Given the economic payoff of building digital skills, it's not surprising that **nearly two-thirds of voters (63%) would take advantage of an opportunity to build their digital skills to get a better job or advance in their career if offered to them.**



1. *Closing the Digital Skill Divide*. National Skills Coalition with the Federal Reserve Bank of Atlanta. February 2023.

PUBLIC PERSPECTIVES ON BARRIERS TO DIGITAL UPSKILLING

Amidst high demand for digital upskilling, **64%** of voters believe that a serious problem facing America's workers is lack of access to training programs that allow them to upgrade their skills to keep up with changing technologies in the workplace.



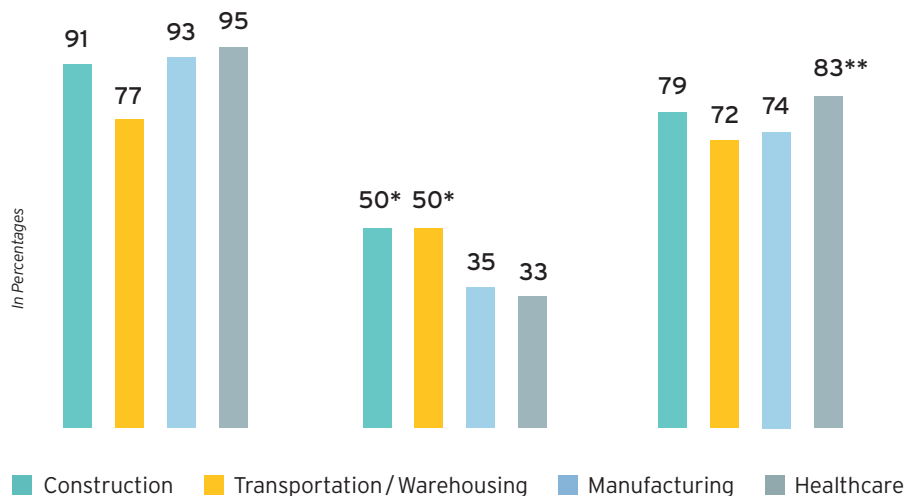
PUBLIC PERSPECTIVES ON DIGITAL SKILLS AND CRITICAL INDUSTRIES

Some of our nation's most critical industries have a high demand for digital skills. At the same time, many workers in these industries have limited or no digital skills. It's no surprise then that **over 70% of voters think that access to skills training is critical for each of these industries.**

Percentage of jobs in industry that require digital skills²

Percentage of workers in the industry with limited or no foundational digital skills³

Percentage of voters who believe access to skills training is critical for the industry



* Figure is inclusive of construction, transportation, and warehousing

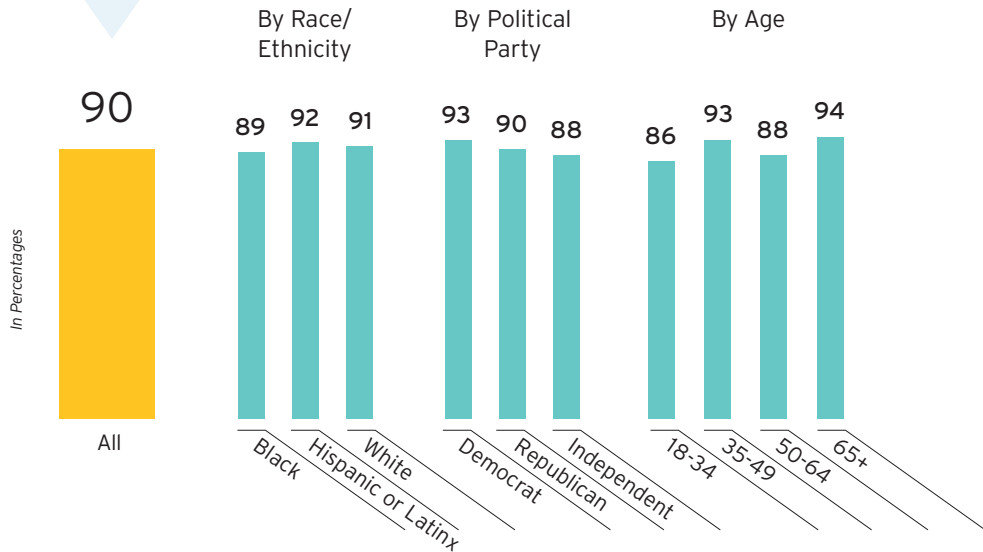
** Voters were asked specifically about home healthcare jobs

2. *Closing the Digital Skill Divide*. National Skills Coalition with the Federal Reserve Bank of Atlanta. February 2023.
3. *The New Landscape of Digital Literacy*. National Skills Coalition. May 2020.

PUBLIC PERSPECTIVES ON POLICY SOLUTIONS

The American public sees an essential role for policymakers in addressing the digital skill divide.

An astonishing **90%** of voters support policies that provide access to digital skills training for workers throughout their careers so they can adapt to new technologies in the workplace.



To learn more about NSC's Digital Equity @ Work Campaign and our Public Perspective Series, please visit www.nationalskillscoalition.org.

RESEARCH: Impact Research
AUTHOR: Rachel Unruh



1250 Connecticut Ave NW, Suite 200 • Washington, DC 20036

National Skills Coalition fights for inclusive, high-quality skills training so that people have access to a better life, and local businesses see sustained growth. We engage in analysis and technical assistance, organizing, advocacy, and communications to improve state and federal skills policies. Learn more at nationalskillscoalition.org and follow us [@skillscoalition](https://twitter.com/skillscoalition).

National Skills Coalition commissioned a nationwide online poll of 1000 registered voters. Impact Research conducted the poll between March 11-17, 2024. The margin of error for a sample of this size is +/- 3.1 percentage points at the 95% level of confidence. Due to sample size limitations, we are not able to report findings for other racial and ethnic groups such as Asian American and Pacific Islander, American Indian or Alaska Native people, or important sub-groups such as Southeast Asian people or groups representing distinct countries of origin.