

**PUBLIC PERSPECTIVES**

**SKILLS-BASED HIRING AND HIGH-QUALITY CREDENTIALS**



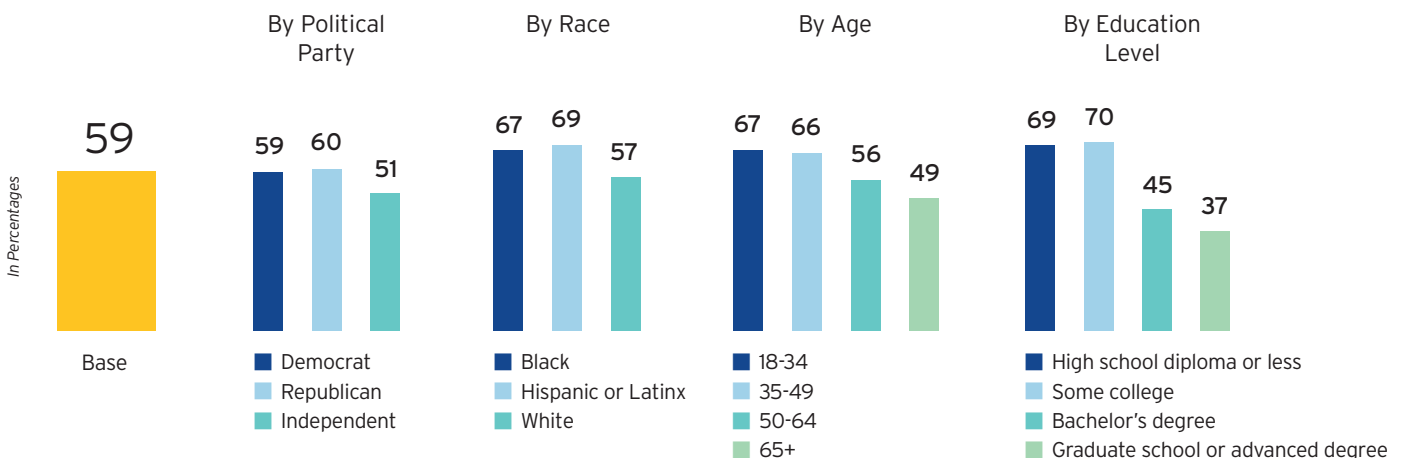
New polling finds that a majority of voters are concerned about the impact of jobs having unnecessary degree requirements and support policies that can expand a skills-based approach to hiring. Over the last decade, a growing number of states and employers have adopted a skills-based hiring approach that prioritizes applicants' competencies and experience over four-year

degree requirements. This approach can remove barriers for job candidates without bachelor's degrees and widen talent pools for employers. Achieving skills-based hiring at scale requires expanded access to skills training and high-quality non-degree credentials along with access to data that tells workers and employers which training programs effectively prepare people for jobs.

**PUBLIC PERSPECTIVES**

**ON UNNECESSARY DEGREE REQUIREMENTS**

Well over half of voters (59%) are concerned about the impact of jobs having unnecessary degree requirements. Concern is notably higher among voters without four-year degrees, Latinx voters (69%), and Black voters (67%). **59% of voters think that jobs having unnecessary degree requirements is a serious or very serious problem facing US workers.**

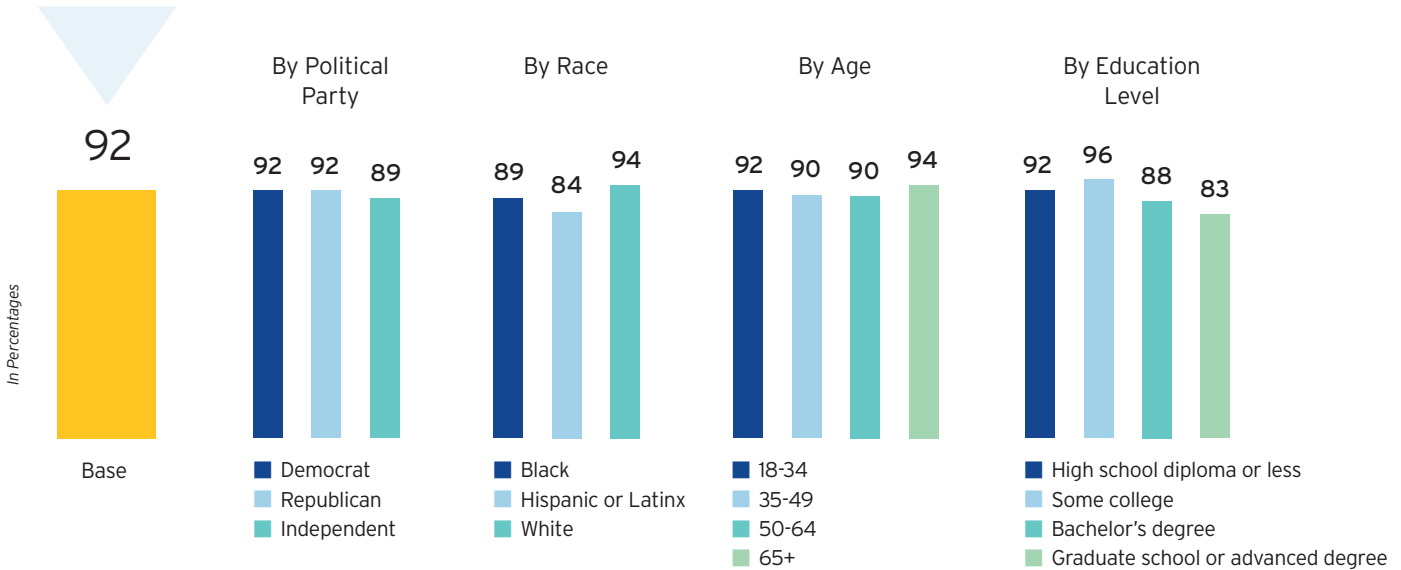


## PUBLIC PERSPECTIVES

# ON SKILLS-BASED HIRING

Voters overwhelmingly support making it easier for employers to engage in skills-based hiring.

**92% of voters support (60% strongly support) making it easier for employers to hire based on the skills a person has rather than based on having a college degree.**

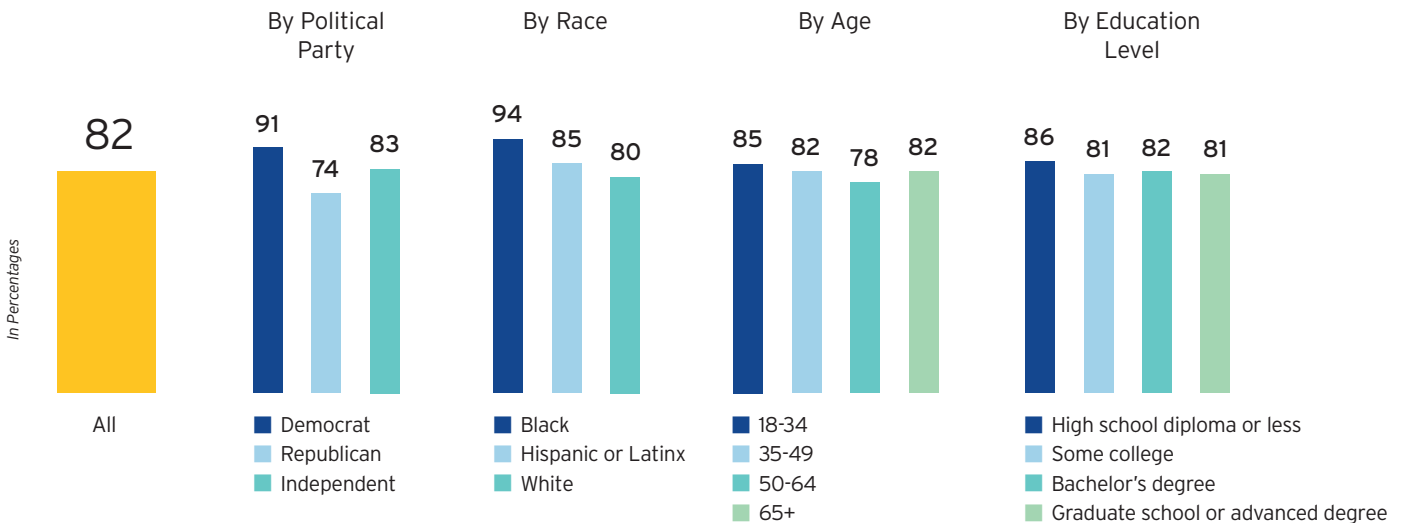


## PUBLIC PERSPECTIVES

# ON POLICY SOLUTIONS

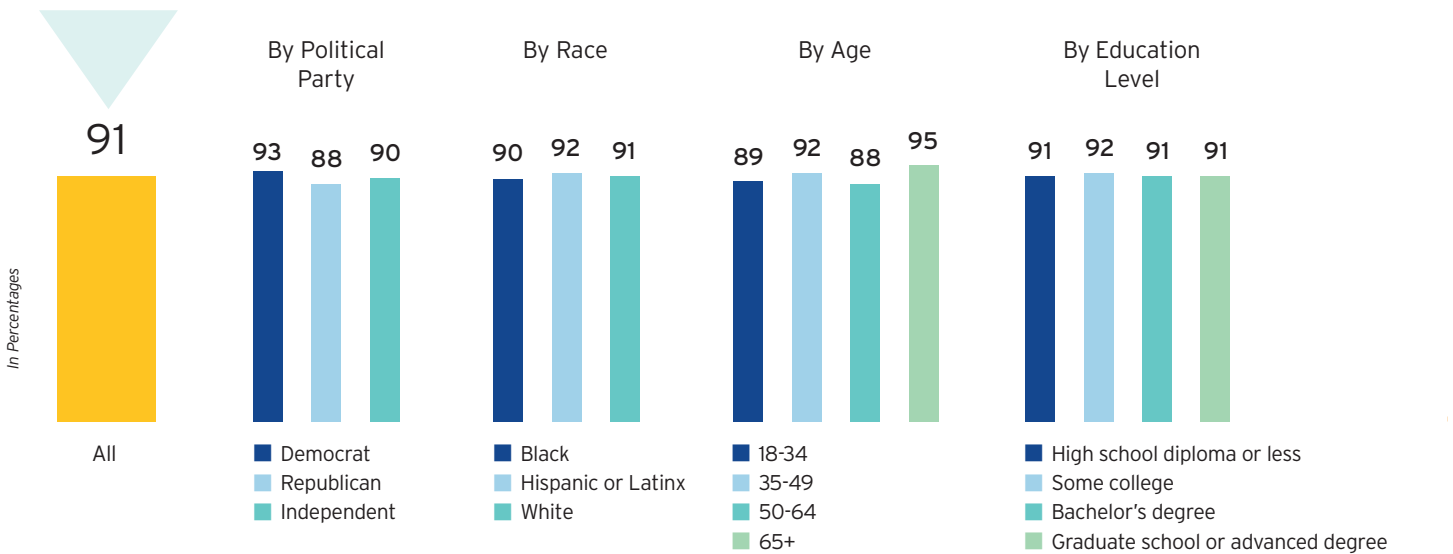
Expanding access to high-quality skills training is an essential step in making it easier for employers to engage in skills-based hiring at a national scale. Voters overwhelmingly support this policy solution.

**82% of voters support increasing government funding for skills training.**



Ensuring access to data that tells workers and employers which training programs and credentials effectively prepare people for jobs is another essential step in expanding skills-based hiring. Voters are on board.

**91% of voters support policies that give people access to data that tells them which training programs and credentials will help them reach their employment goals.**



To learn more about NSC's Public Perspective Series, please visit [www.nationalskillscoalition.org](http://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](http://nationalskillscoalition.org) and follow us [@skillscoalition](https://twitter.com/skillscoalition).



1100 Connecticut Avenue NW, Suite 430 • Washington, DC 20036

**Opportunity@Work** is a 501(c)3 nonprofit social enterprise whose mission to create greater economic opportunities for the more than 70 million workers in the U.S. who are Skilled Through Alternative Routes (STARs) instead of through a bachelor's degree. We envision a future in which employers hire people based on skills rather than their pedigree. We are uniting companies, workforce development organizations, public sector entities, and philanthropists in a movement to help every STAR work, learn, and earn to their full potential. Learn more at [www.opportunityatwork.org](http://www.opportunityatwork.org).

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.