



## Workforce and Apprenticeship: What Voters Really Want

 McLaughlin & Associates



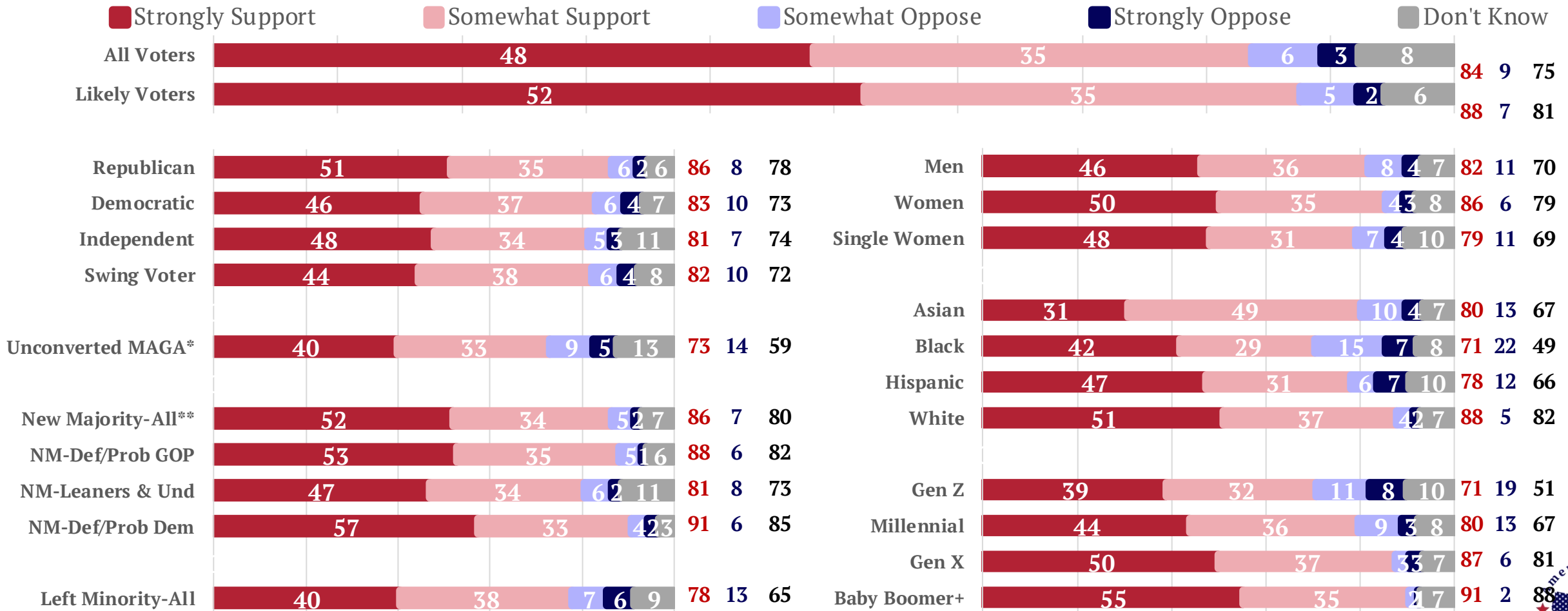
## KEY TAKEAWAYS

- There is overwhelming, bipartisan support for expanding apprenticeship programs, with Republicans, Democrats, and Independents all in strong agreement.
- Broad, cross-partisan consensus exists for offering tax incentives to businesses that create apprenticeship positions.
- A majority of Americans support shifting cultural emphasis away from four-year degrees toward alternative pathways.
- Americans strongly prefer private-sector or public-private partnership leadership in developing apprenticeship programs, with the federal government ranking last as the least preferred option.



# Earn While You Learn: An Overwhelming Majority Support Apprenticeship Expansion

Would you support or oppose expanding the number of apprenticeship programs in the U.S., where young people earn a salary while learning skilled trades and professions?

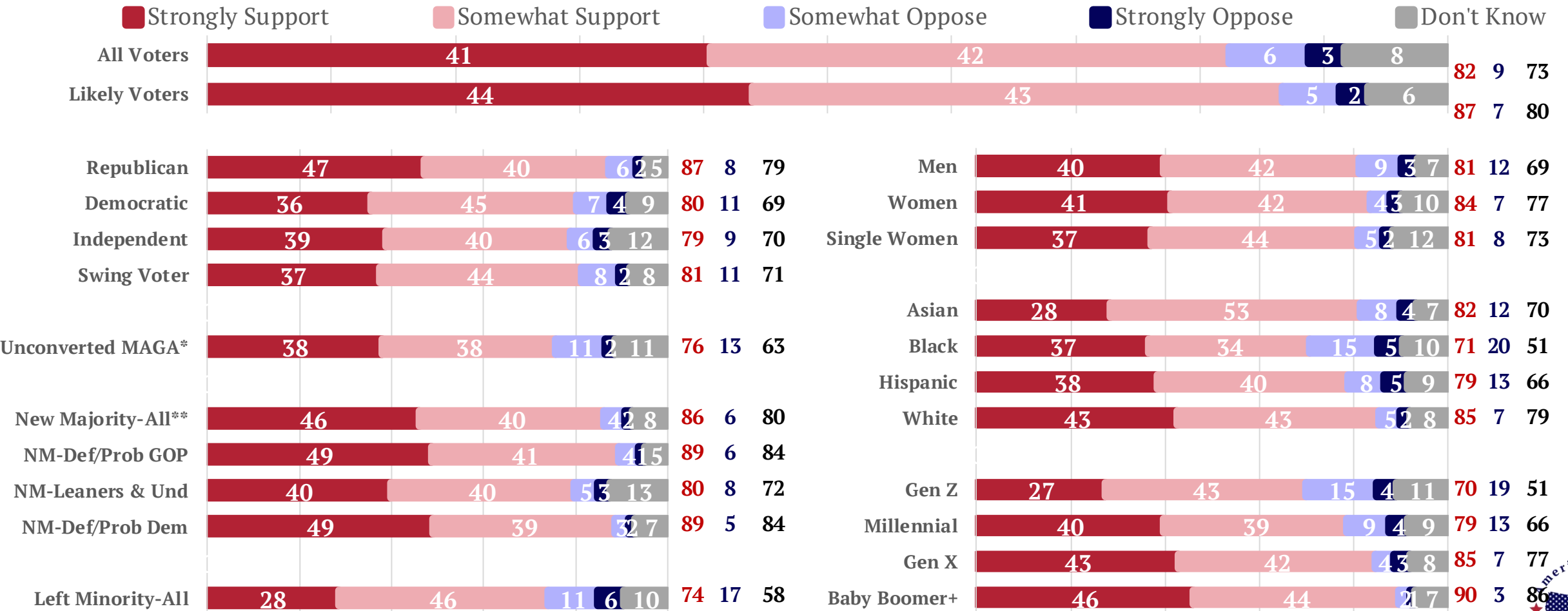


\*Unconverted MAGA voters are those who approve of Trump policies but are undecided or voting Democrat on the 2026 generic ballot. \*\*New Majority and Left Minority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as their generic ballot preference. See "Voter Universe" Slide 4.



# Eight in Ten Voters Across Party Lines Back Tax Incentives for Business-Led Training

Would you support or oppose businesses being encouraged through tax incentives to create apprenticeship positions that combine on-the-job training with classroom education?



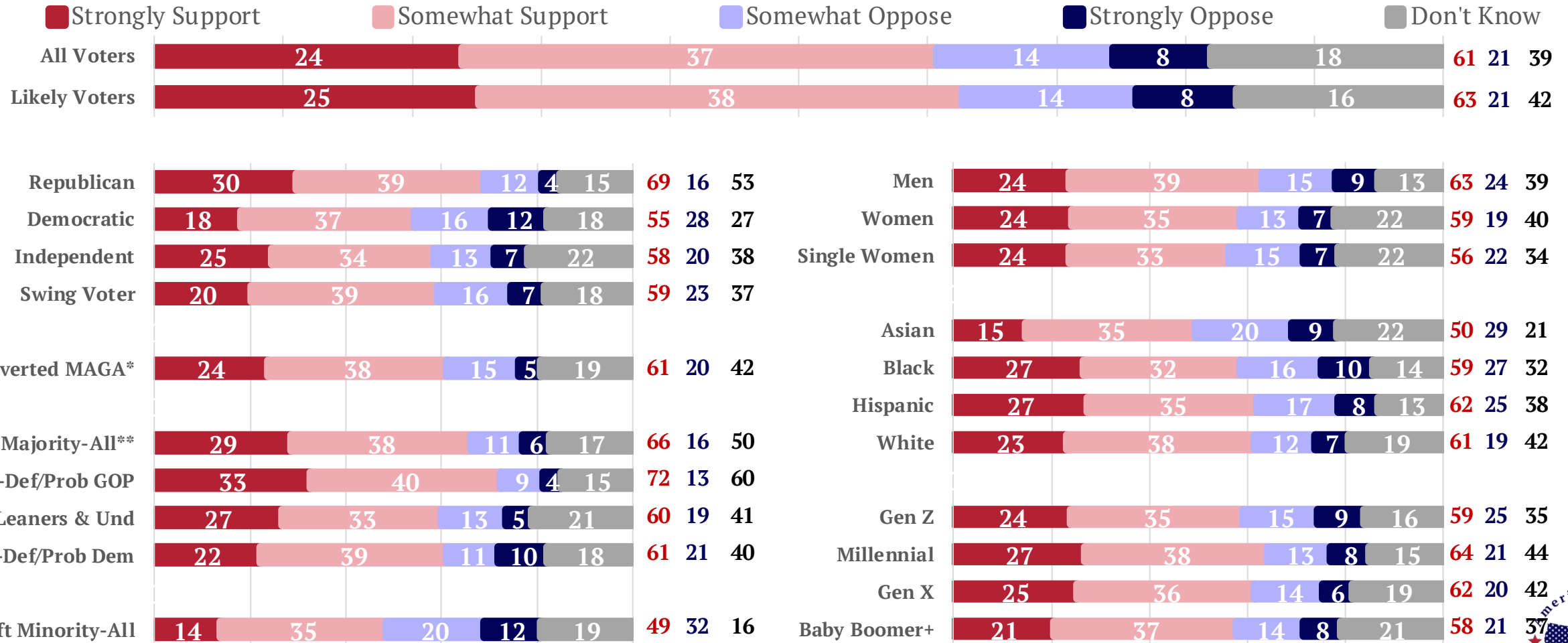
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# The Degree Default Is Losing Ground

61% MAJORITY CALLS FOR CULTURAL REALIGNMENT ON WORKFORCE PATHWAYS

Would you support or oppose reducing the emphasis American culture places on four-year college degrees compared to other pathways?



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# Washington Finishes Last

## VOTERS DEMAND PRIVATE SECTOR AND PARTNERSHIP LEADERSHIP OVER FEDERAL CONTROL

Who do you think should take the lead in developing apprenticeship programs in America?

1. Private sector businesses
2. Federal government
3. State governments
4. Educational institutions
5. Partnership between business and government

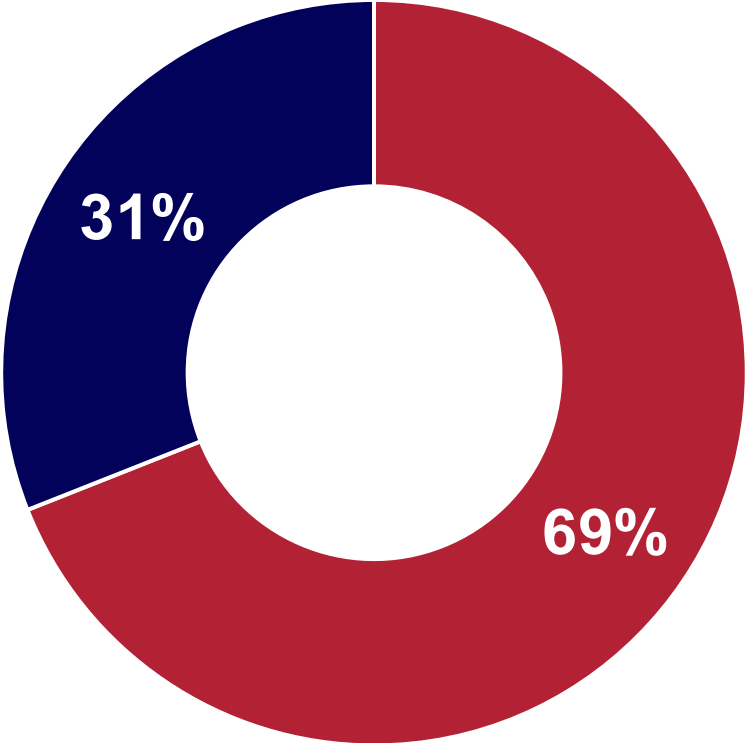
	All Voters	Likely Voters		GOP	DEM	IND	Swing Voter		Unconverted MAGA*		New Majority All**	NM Def/Prob GOP	NM Leaners/Und	NM Def/Prob DEM		Left Minority
Partnership Between Bus./Govt.	33	34		37	28	33	34		31		35	37	33	31		28
Private Sector Businesses	20	21		21	16	24	22		17		22	25	18	22		15
Educational Institutions	17	18		13	23	16	15		19		15	12	17	20		22
State Governments	9	9		9	9	9	9		7		10	9	9	12		8
Federal Government	9	8		9	10	6	8		12		8	9	8	6		10
Don't Know	12	10		11	14	12	12		15		11	9	15	9		16

	Men	Women	Single Women		Asian	Black	Hispanic	White		Gen Z	Millennial	Gen X	Baby Boomers+
Partnership Between Bus./Govt.	34	32	24		29	21	32	35		21	28	33	42
Private Sector Businesses	24	16	14		20	14	17	22		14	19	21	23
Educational Institutions	13	21	27		28	23	22	15		29	19	15	12
State Governments	10	8	8		7	16	10	8		11	11	9	7
Federal Government	11	7	9		5	14	10	7		13	10	9	5
Don't Know	9	16	17		12	12	10	13		13	14	13	11

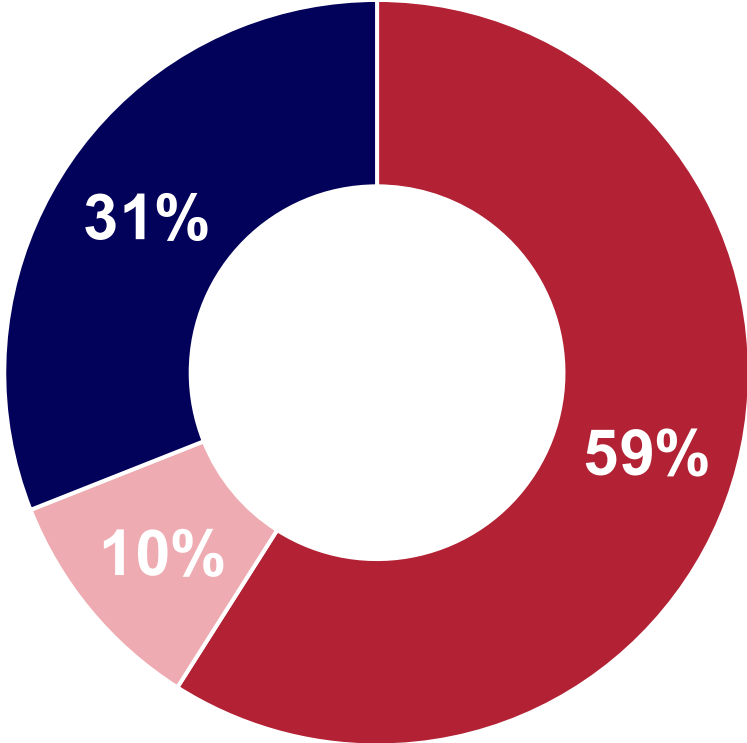
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# VOTER UNIVERSE – February 6-11, 2026



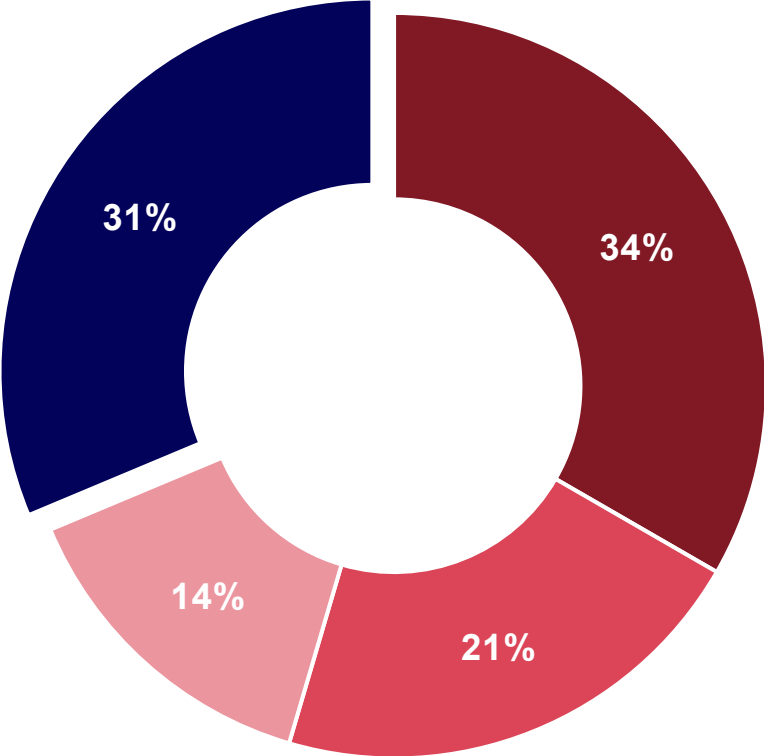
■ New Majority      ■ Left Minority



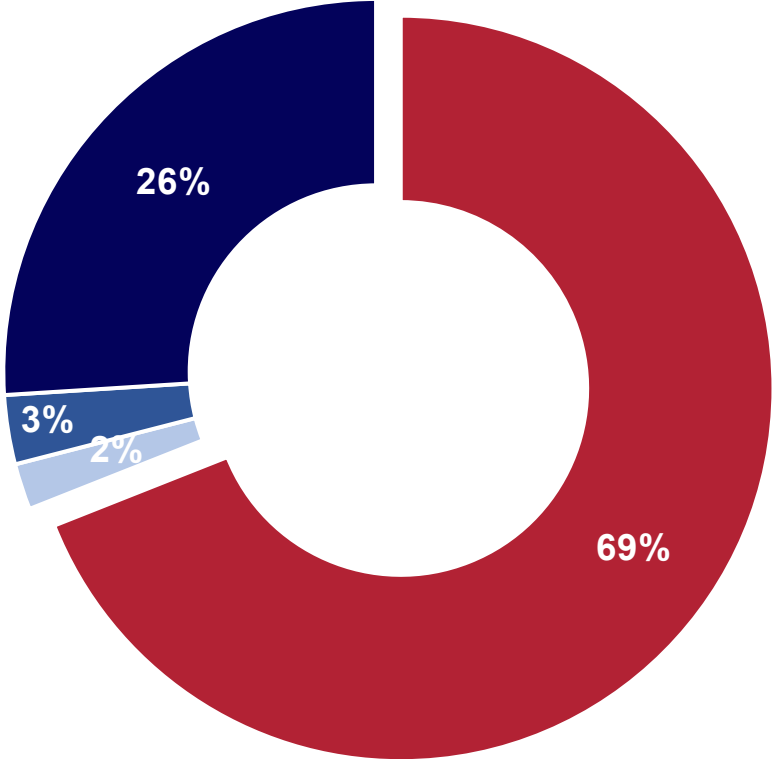
- Core New Majority (All those who scored 7.5 and above AND those who scored between 5.5 and 7.4 who are definitely voting GOP in 2026)
- Expanded New Majority (Scored between 5.5 and 7.4 who are leaning DEM, undecided, leaning GOP, or probably voting GOP in 2026)
- Left Minority (All those who scored between 0 and 5.4 AND those who scored between 5.5 and 7.4 who are probably or definitely voting DEM in 2026)



# VOTER UNIVERSE – February 6-11, 2026



- New Majority definitely or probably voting GOP in 2026
- New Majority who are undecided or leaning in 2026
- New Majority who are probably or definitely voting Dem in 2026
- Left Minority



- New Majority
- Left Minority who are definitely or probably voting GOP in 2026
- Left Minority who are undecided or leaning in 2026
- Left Minority definitely or probably voting Dem in 2026

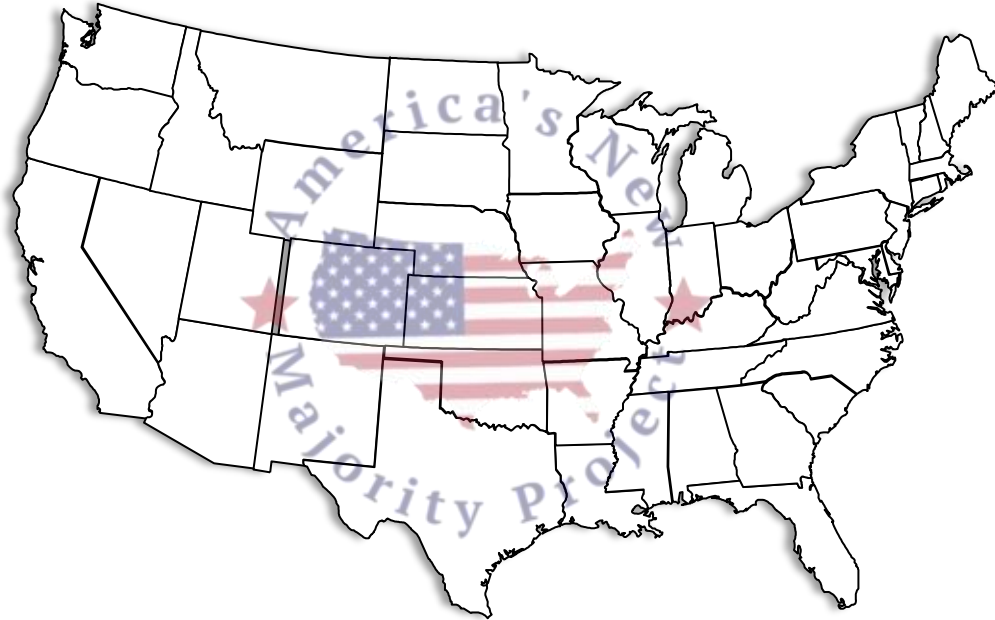


# Methodology

Mclaughlin & Associates partnered with Gingrich360 to conduct a national survey for America's New Majority Project. This national survey was conducted among 2,000 registered voters between February 6-11, 2026.

All interviews were conducted online. Survey invitations were distributed randomly within predetermined geographic units. These units were structured to correlate with actual general election turnout.

The sample of 2,000 registered voters has an accuracy of +/- 2.2% at a 95% confidence interval. The numbers in this presentation have been rounded and may not equal 100%.



New England	5%
Middle Atlantic	13%
East North Central	16%
West North Central	6%
South Atlantic	21%
East South Central	6%
West South Central	11%
Mountain	7%
Pacific	15%

18-29	16%
30-40	17%
41-55	25%
56-65	19%
66+	23%

Male	47%
Female	53%

Democratic	37%
Republican	36%
Independent	27%

White	68%
Hispanic	13%
Black	13%
Asian	4%
Other	2%

Less/4yr College	66%
Bachelor's/P.G.	34%

