



The objectives of this study were to:

- 1. Support broader media outreach on employees' attitudes regarding CPR/AED/First Aid training—including their own approach to it and their feelings about their employers' training offerings
- 2. Complement and enhance existing AHA research and programs





METHODOLOGY











AUDIENCE

SAMPLE SIZE

MARGIN OF ERROR METHODOLOGY

TIMING

OFFICE WORKERS

N = 500

N = 503

±4.4% FOR EACH **AUDIENCE AT THE** 95% CONFIDENCE LEVEL

20-QUESTION ONLINE SURVEY

SURVEY FIELDED **FROM** APRIL 4-10, 2017

HOSPITALITY/SERVICE **INDUSTRY WORKERS**

EDUCATION WORKERS

INDUSTRY/LABOR **WORKERS**

N = 500

N = 500





AUDIENCE DEFINITIONS



GENERAL OFFICE WORKERS

full- or part-time across industries in office environments—with a dedicated workspace they use most of the time



HOSPITALITY/SERVICE INDUSTRY WORKERS

503 U.S. adults working either full- or part-time in the hospitality/service industry—such as in a hotel or restaurant—in any position



EDUCATION WORKERS

500 U.S. adults working either full- or part-time in education—such as in a teaching position or administrative role



GENERAL INDUSTRY
WORKERS

full- or part-time in the energy/mining, engineering/construction, manufacturing, power/utility, or transportation/logistics industries, in any position





KEY FINDINGS

- EMPLOYEES DON'T SEE CPR/AED OR FIRST AID TRAININGS REGULARLY OFFERED AT WORK.
 - More than 55% of all employees report that their employers don't offer trainings (43%) or they aren't sure if these trainings are offered (13%). Even when employers do offer training, most only offer one training or the other (First Aid vs. CPR/AED). Hospitality/service industry workers are least likely to report that their employers offer training, with only 36% reporting that any training is offered.
- MOST EMPLOYEES FEEL THAT THEIR ORGANIZATIONS SHOULD OFFER TRAINING.
 Employees almost universally believe their organizations should offer both trainings. Education workers (94% First Aid training, 93% CPR/AED) are most likely to feel this way, while hospitality (86% First Aid, 82% CPR/AED) workers are the least likely but are still strong advocates. Employees across industries appear to recognize the usefulness of both types of training.
- GENERAL INDUSTRY EMPLOYEES BELIEVE THAT CPR/AED AND FIRST AID TRAININGS ARE IMPORTANT, BUT ARE THE LEAST LIKELY TO RECEIVE THESE.

 Sixty-percent (60%) or more General Industry workers "strongly" agree that it is important for someone in their field to be trained in First Aid or CPR/AED. However, only 59% report having any type of First Aid or CPR/AED training. This is significantly lower than employees in Education (77%) or General Office workers (72%) and only on par with Hospitality/Service industry workers (59%).



KEY FINDINGS

- NEARLY ALL EMPLOYEES WOULD TAKE CPR/AED AND FIRST AID TRAINING IF THEIR EMPLOYERS OFFERED IT.
 - Employees not only feel that their organizations should offer this training, but they're also receptive to taking it. More than 90% of all employees would likely take both trainings if their employers offered them, and the majority are interested because it would make them feel better prepared in case of an emergency.

- EMPLOYEES WOULD VIEW THEIR EMPLOYERS MORE POSITIVELY IF THEY OFFERED CPR/AED OR FIRST AID TRAINING.

 More than 65% of employees across industries say that they would view their employers more positively if they
 - More than 65% of employees across industries say that they would view their employers more positively if they offered CPR/AED or First Aid training. At the same time, more than 80% believe that offering these trainings is simply the right thing to do.
- EMPLOYEES WOULD TAKE PART IN UNIQUE TRAINING APPROACHES.

 Employees are open to their employers offering training using a variety of approaches. More than 4 in 5 across industries (82% overall) would be interested in the training being offered as part of a health and wellness benefits package. About that same number (83% overall) see the training's value as part of a teambuilding exercise. And about 3 in 4 across industries (74% overall) would go as far as to take the trainings outside normal work hours.





KEY FINDINGS

- EMPLOYEES ARE OPTIMISTIC, BUT UNCERTAIN, ABOUT THE FUTURE OF SAFETY TRAINING AT THEIR ORGANIZATIONS.
 - Some employees feel optimistic about the culture of safety trainings at their organizations: about a third of office, education, and industry workers feel they will eventually be integrated as part of a larger safety culture. But majorities of hospitality, education, and industry workers either aren't sure how their companies' attitudes toward trainings will evolve, or feel that the future will be no different from today.
- MORE THAN HALF OF EMPLOYEES DON'T KNOW WHERE THERE WORKPLACE AED IS LOCATED, AND MANY AREN'T LOOKING FOR AEDS IN CONSPICUOUS PUBLIC PLACES.

Employees need more information about how–and where–to find AEDs. More than half of all employees surveyed (51%) don't know where their workplace's AED is located. And in major public places like airports and tourist attractions, they're not keeping an eye out. More than 2 in 5 (44%) never look for AEDs in airports, and 43% never look for them in fitness centers.









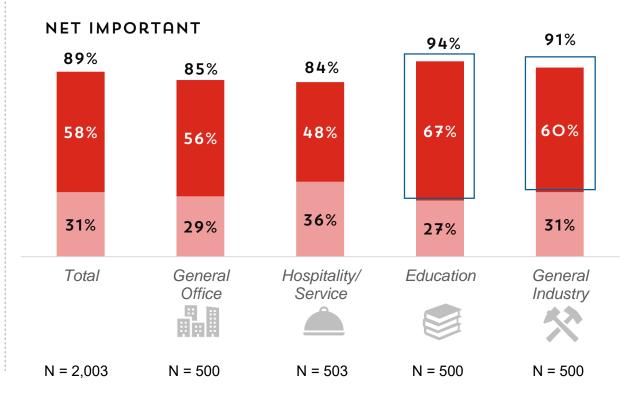
MOST INDIVIDUALS ACROSS
INDUSTRIES BELIEVE THAT
BEING TRAINED IN
FIRST AID AND CPR/AED IS
IMPORTANT TO THEIR ROLES,
BUT MANY HAVE NEVER
RECEIVED THIS TRAINING.

MORE THAN 80% OF RESPONDENTS BELIEVE THAT IT IS IMPORTANT FOR A PERSON IN THEIR FIELD TO BE TRAINED IN FIRST AID OR CPR/AED.

Those in Education and General Industry are most likely to believe that this training is critical for their roles, with more than 65% saying First Aid training is "very" important and 60% or more saying CPR/AED training is "very" important.

IMPORTANCE OF SOMEONE IN THEIR FIELD BEING TRAINED IN FIRST AID **NET IMPORTANT** 94% 93% 88% 86% 86% 66% 53% 62% 71% 58% 33% 28% 28% 27% 23% Total General Hospitality/ Education General Service Office Industry N = 500N = 2.003N = 500N = 503N = 500

IMPORTANCE OF SOMEONE IN THEIR FIELD BEING TRAINED IN CPR/AED



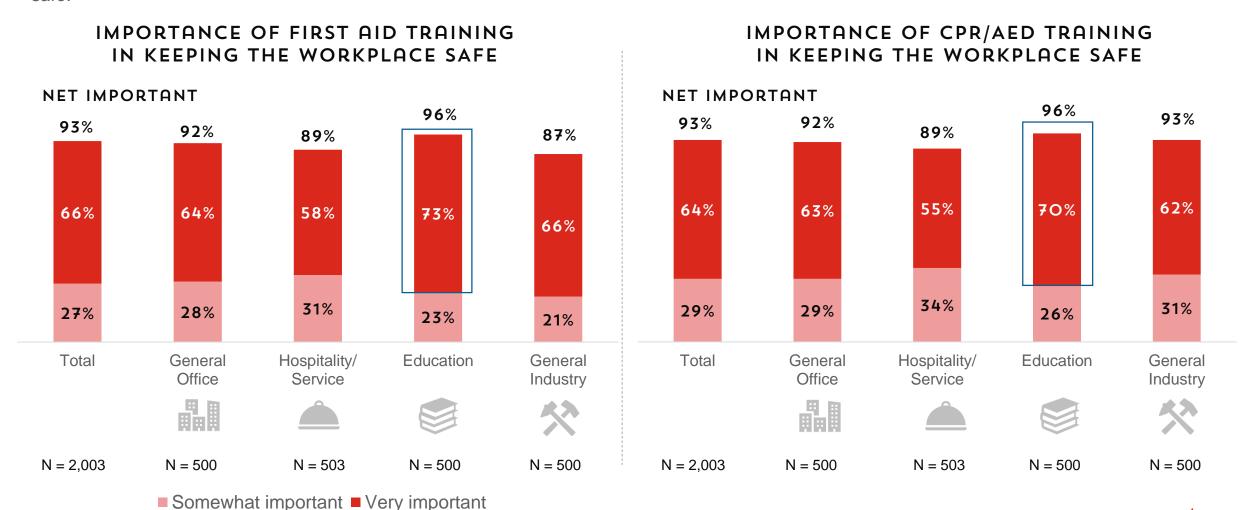






AND MORE THAN 85% OF EMPLOYEES BELIEVE THAT FIRST AID AND CPR/AED TRAININGS ARE IMPORTANT TO KEEPING THEIR WORK ENVIRONMENTS SAFE.

Again, those in Education are more likely than other groups to believe that these trainings are "very" important to keeping their workplaces safe.



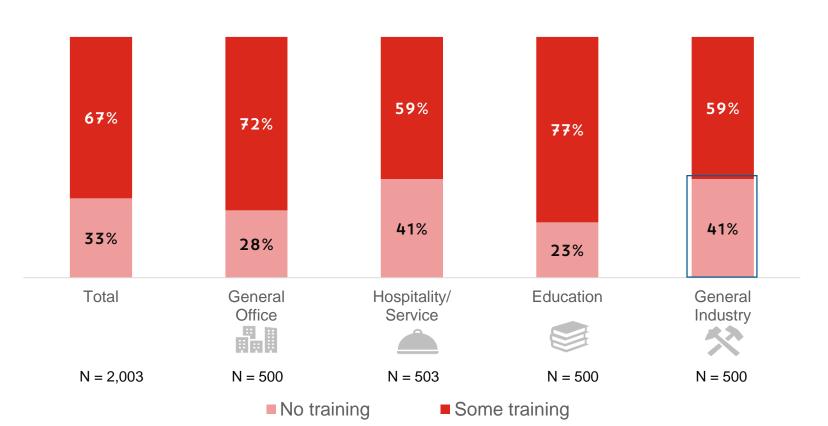




HOWEVER, UP TO 41% OF RESPONDENTS HAVE NEVER RECEIVED THIS TRAINING.

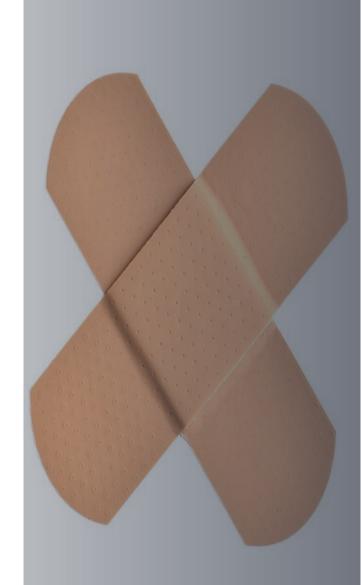
Interestingly, 41% of General Industry workers say they have never received CPR/AED or First Aid training even though more than 60% feel these trainings are "very" important to their roles (see Slide 10).

RECEIVED SOME FIRST AID OR CPR/AED TRAINING FROM ANY SOURCE





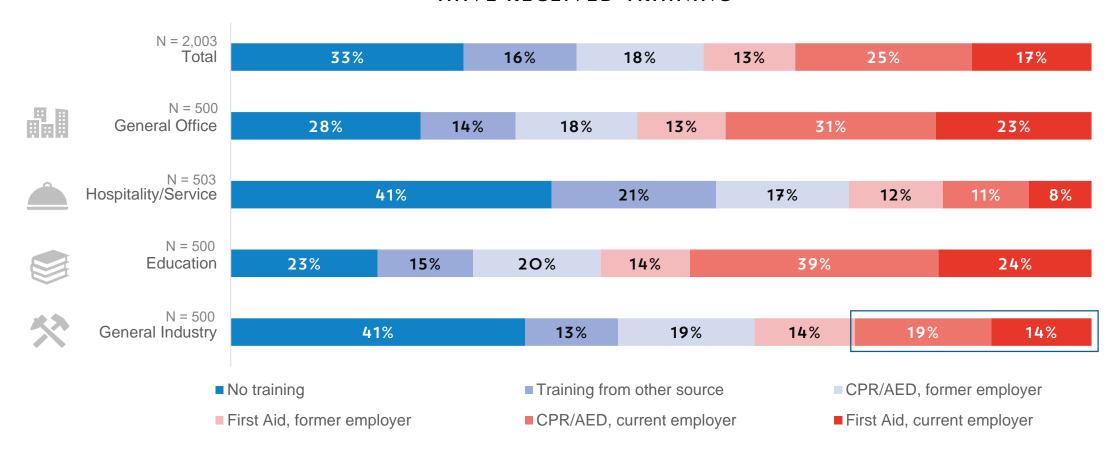




AMONG THOSE WHO HAVE RECEIVED CPR/AED OR FIRST AID TRAININGS, THE MAJORITY HAVE NOT RECEIVED THESE THROUGH THEIR CURRENT EMPLOYER.

Less than a third of all employees (31%) have received First Aid or CPR/AED training through their current employer. Only 34% of General Industry workers have received either training from their current employers, leaving a white space for current employers to potentially fill.

SOURCES FROM WHICH EMPLOYEES HAVE RECEIVED TRAINING



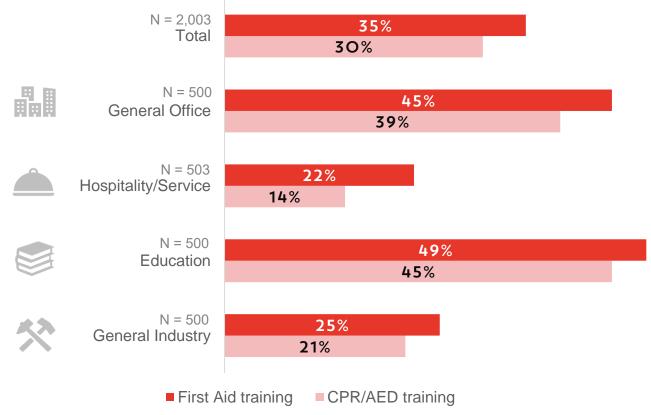




EMPLOYEES DON'T BELIEVE MANY OF THEIR PEERS HAVE RECEIVED FIRST AID/CPR/AED TRAINING EITHER.

Hospitality/service and General Industry employees are especially pessimistic about their coworkers' training, with 25% or fewer believing that their colleagues have received either CPR/AED or First Aid training. This is particularly problematic for those who work in General Industry and are more likely to believe this training is important.

EMPLOYEES WHO FEEL ALL OR MANY OF THEIR PEERS HAVE RECEIVED FIRST AID AND CPR/AED TRAINING







HOWEVER, THEY TRUST THAT SOMEONE THEY WORK WITH (OR THEY THEMSELVES) WOULD KNOW WHAT TO DO IN THE EVENT SOMEONE NEEDED TO USE FIRST AID, CPR, OR AN AED.

This indicates that employees across industries may have a false sense of security. Despite not being trained or believing that others in their organizations are trained, they still feel that someone would know how to administrate CPR/AED or First Aid help in the event of an emergency.

ABILITY OF INDIVIDUALS AT WORK TO ASSIST IN CASE OF AN EMERGENCY









	STATEMENT	GENERAL OFFICE (N = 500)	HOSPITALITY/ SERVICE INDUSTRY (N = 503)	EDUCATION (N = 500)	GENERAL INDUSTRY (N = 500)
I would know what to do	If someone needed to use CPR	64%	57%	69%	62%
	If someone needed to use an AED	48%	33%	54%	41%
	If someone needed to provide First Aid	73%	70%	74%	73%
Someone I work with would know what to do	If someone needed to use CPR	68%	53%	76%	58%
	If someone needed to use an AED	57%	35%	66%	44%
	If someone needed to provide First Aid	73%	63%	82%	70%







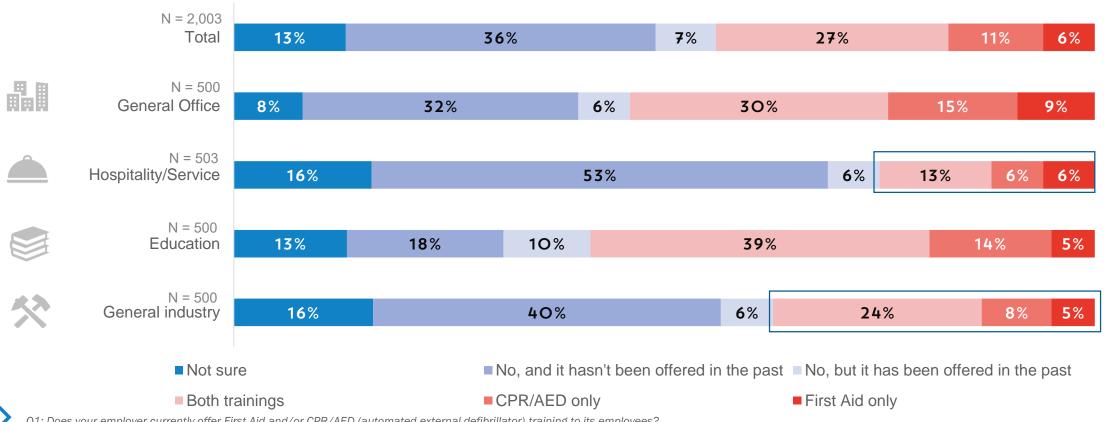


THE MAJORITY OF
RESPONDENTS WOULD BE
INTERESTED IN PARTICIPATING
IN COMPANY-SPONSORED FIRST
AID OR CPR/AED TRAINING
BECAUSE IT WOULD HELP THEM
FEEL BETTER PREPARED IN
CASE OF AN EMERGENCY.

FORTY-THREE PERCENT (43%) OF ALL RESPONDENTS REPORT THEIR EMPLOYERS DON'T OFFER ANY FIRST AID/CPR/AED TRAINING.

Hospitality/Service industry workers and those in General Industry are the least likely to report that their employers currently offer any training. Interestingly, 40% of General Industry workers say their employers have never offered these trainings, despite the fact that most employees believe they are important.

EMPLOYERS WHO OFFER EACH TYPE OF TRAINING



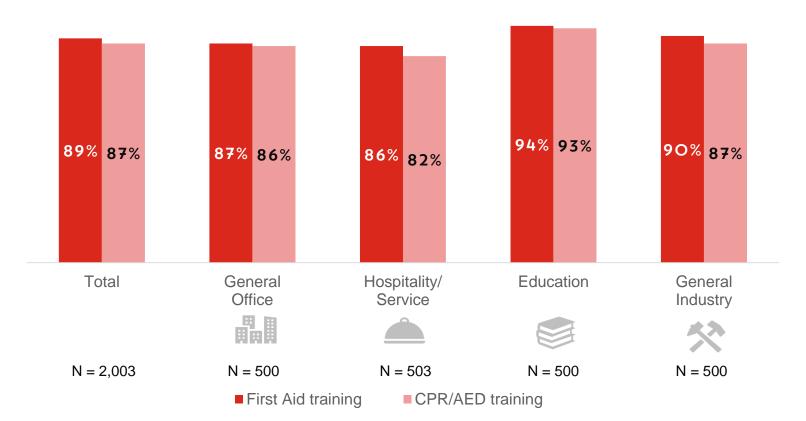




HOWEVER, MORE THAN 80% BELIEVE THAT THEIR EMPLOYER SHOULD OFFER EITHER FIRST AID OR CPR/AED TRAINING.

Even General Office and Hospitality/Service industry employees, who are less likely to believe this training is "very" important to their roles, believe that their employers should offer this training.

BELIEVE EMPLOYERS SHOULD OFFER FIRST AID OR CPR/AED TRAINING

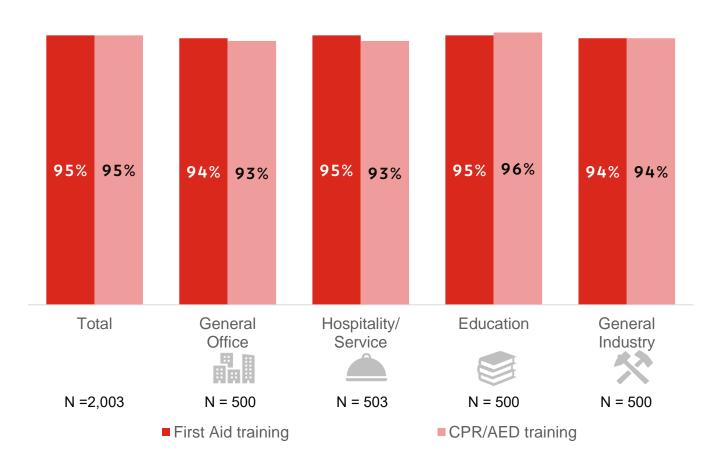






MORE THAN 90% OF EMPLOYEES SAY THEY WOULD BE LIKELY TO PARTICIPATE IN FIRST AID OR CPR/AED TRAINING IF THEIR COMPANY OFFERED IT.

EMPLOYEES WHO WOULD LIKELY PARTICIPATE IN FIRST AID OR CPR/AED TRAINING

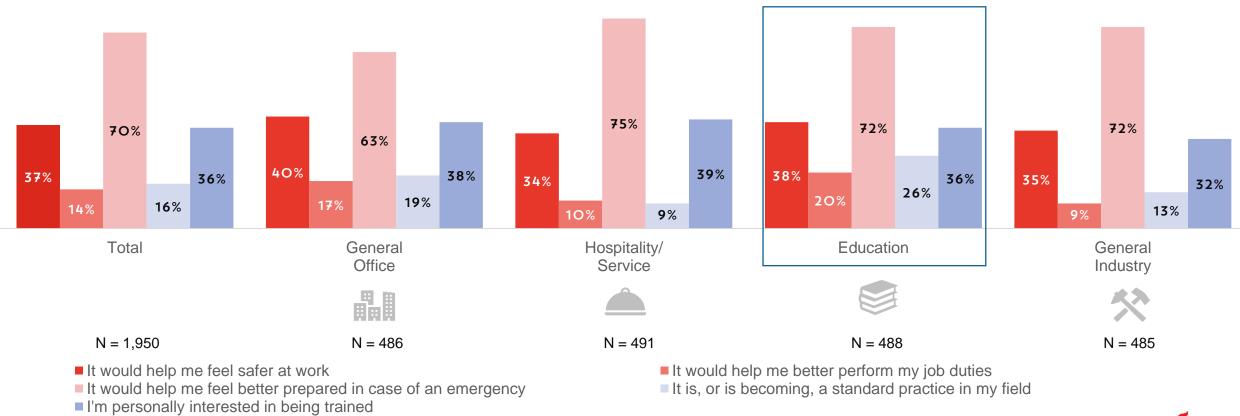




MOST RESPONDENTS ARE INTERESTED IN FIRST AID TRAINING BECAUSE IT WOULD HELP THEM FEEL BETTER PREPARED IN CASE OF AN EMERGENCY.

Those in Education have the most reasons for wanting to participate in First Aid training and are more likely than those in other industries to feel that this training would help them better perform their jobs duties (20%). In addition, they are the most likely to say this training is becoming standard in their field (26%).

REASONS WHY EMPLOYEES ARE INTERESTED IN FIRST AID TRAINING, AMONG THOSE WHO FEEL THERE IS A CHANCE THEY WOULD PARTICIPATE





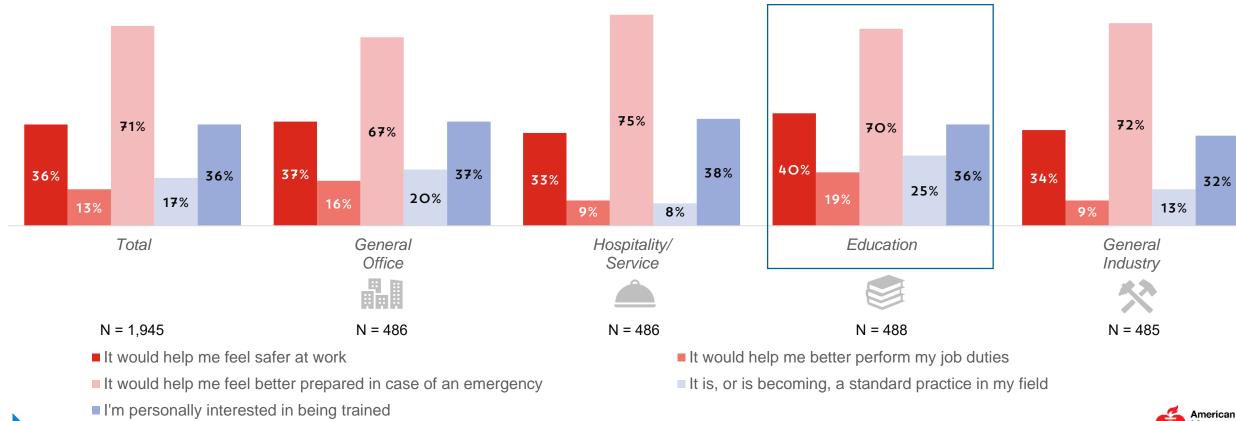


EMERGENCY PREPAREDNESS ALSO DRIVES EMPLOYEES' REASONS FOR WANTING TO BE TRAINED IN CPR/AED.

Again, those in Education have the most reasons for wanting to participate in CPR/AED training when compared to other industries.

Overall, General Office, Hospitality/Service, and General Industry workers don't view this training as essential to performing their job duties, but they do see it as important to being prepared in the event of an emergency at work.

REASONS WHY EMPLOYEES ARE INTERESTED IN CPR/AED TRAINING, AMONG THOSE WHO FEEL THERE IS A CHANCE THEY WOULD PARTICIPATE



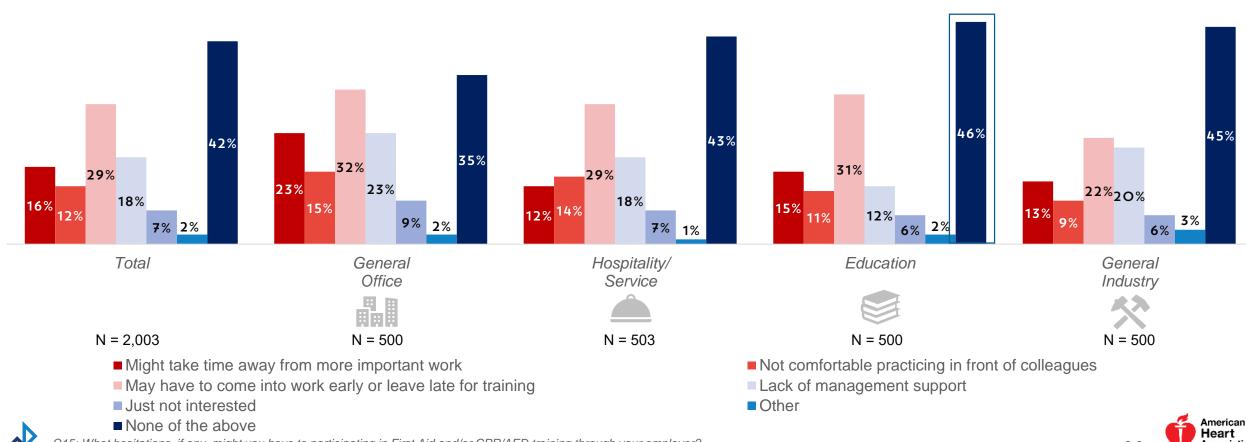




UP TO 46% OF RESPONDENTS SAY THAT NOTHING WOULD MAKE THEM HESITATE TO PARTICIPATE IN FIRST AID OR CPR/AED TRAININGS.

Given that Education workers believe these trainings are incredibly important, they are the most likely to say that nothing would make them hesitate to participate in trainings.

REASONS WHY EMPLOYEES WOULD HESITATE TO PARTICIPATE IN FIRST AID OR CPR/AED TRAINING







THE MAJORITY OF EMPLOYEES WOULD PREFER IN-PERSON ONLY TRAININGS FOR BOTH FIRST AID AND CPR/AED.

This bucks the theory of Millennials preferring online training: 55% of all Millennials would prefer in-person First Aid training, which is not significantly different from other generation's preferences. Millennials are consistent with other generation's preferences across industries.

TYPES OF FIRST AID TRAINING EMPLOYEES WOULD PREFER FROM THEIR EMPLOYER







THE MAJORITY OF EMPLOYEES WOULD PREFER IN-PERSON ONLY TRAININGS FOR BOTH FIRST AID AND CPR/AED.

Again, this goes against the theory of Millennials preferring online training: 59% of all Millennials would prefer in-person CPR/AED training, which is on par with their Gen X and Baby Boomer colleagues.

TYPES OF CPR/AED TRAINING EMPLOYEES WOULD PREFER FROM THEIR EMPLOYER











EMPLOYEES WOULD VIEW THEIR EMPLOYERS MORE POSITIVELY IF THEY OFFERED FIRST AID OR CPR/AED TRAINING.



MORE THAN 80% OF EMPLOYEES BELIEVE THAT OFFERING FIRST AID AND CPR/AED TRAINING IS THE RIGHT THING TO DO.

They also believe that employers who offer this training care about their employees.

PERCENTAGE WHO AGREE WITH EACH STATEMENT







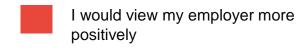


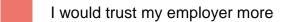
STATEMENT	GENERAL OFFICE (N = 500)	HOSPITALITY/ SERVICE INDUSTRY (N = 503)	EDUCATION (N = 500)	GENERAL INDUSTRY (N = 500)
Employers who offer First Aid and/or CPR/AED training care about their employees.	82%	76%	83%	81%
Offering First Aid and/or CPR/AED training to employees is the right thing to do.	84%	83%	88%	87%

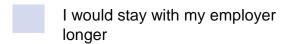
THE MAJORITY OF EMPLOYEES AGREE THAT OFFERING FIRST AID OR CPR/AED TRAINING WOULD MAKE THEM VIEW THEIR EMPLOYER MORE POSITIVELY.

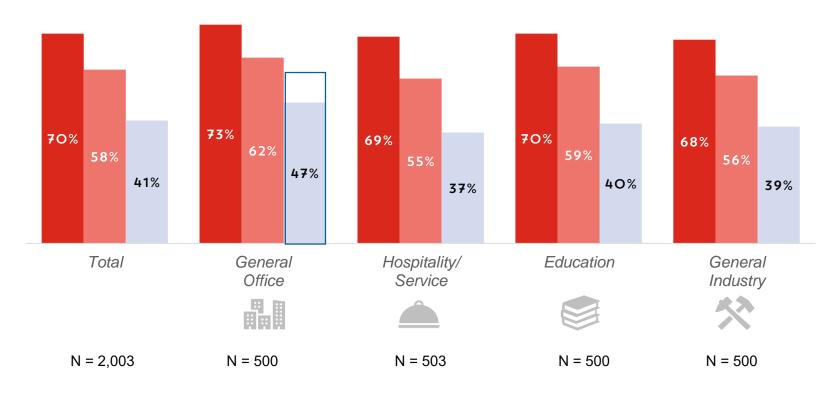
And more than 2 in 5 employees across industries (41%) feel that offering this training would get them to stay with their employer longer—making this investment even more worthwhile. Surprisingly, General Office workers (47%) are the most likely to say they would stay with their employers longer because of these trainings.

EMPLOYEES WHO AGREE WITH EACH STATEMENT IF THEIR EMPLOYERS WERE TO OFFER FIRST AID OR CPR/AED TRAINING











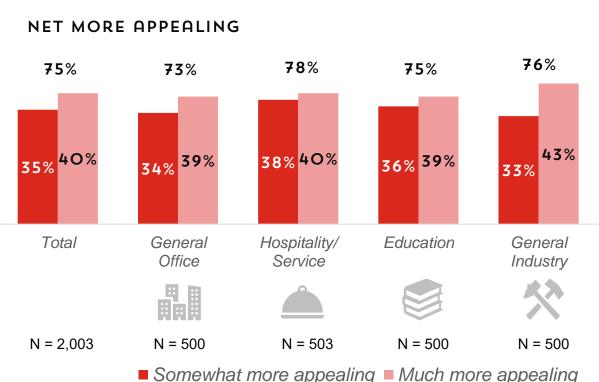


EMPLOYEES FEEL FIRST AID AND CPR/AID TRAINING IMPROVE THEIR MARKETABILITY.

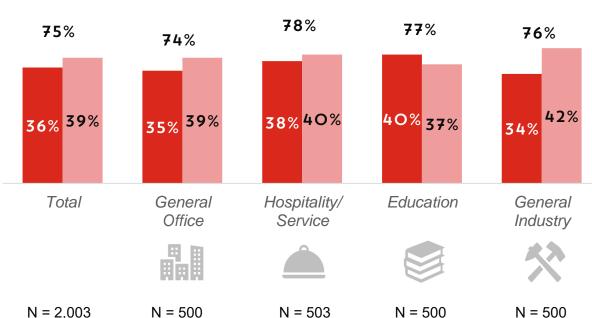
Across industries, most employees feel that both First Aid and CPR/AED training would make them more appealing to potential employers indicating that they believe these trainings are beneficial to their careers.

LEVEL OF INCREASED APPEAL TO POTENTIAL EMPLOYERS PROVIDED BY FIRST AID TRAINING

LEVEL OF INCREASED APPEAL TO POTENTIAL EMPLOYERS PROVIDED BY CPR/AED TRAINING



NET MORE APPEALING



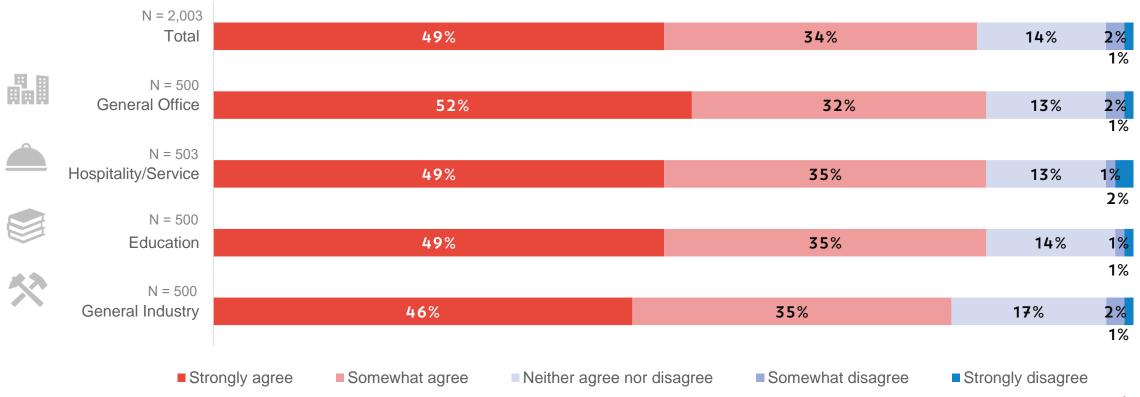




EMPLOYEES WOULD SEE FIRST AID/CPR/AED TRAINING AS A BENEFICIAL TEAM-BUILDING EXERCISE.

More than 4 in 5 employees (83%) agree that First Aid/CPR/AED training is a beneficial team exercise—and nearly half across industries (49%) strongly agree with this.

EMPLOYEES WHO AGREE WITH THE STATEMENT "I WOULD CONSIDER FIRST AID AND/OR CPR/AED TRAINING TO BE A BENEFICIAL TEAM-BUILDING EXERCISE"

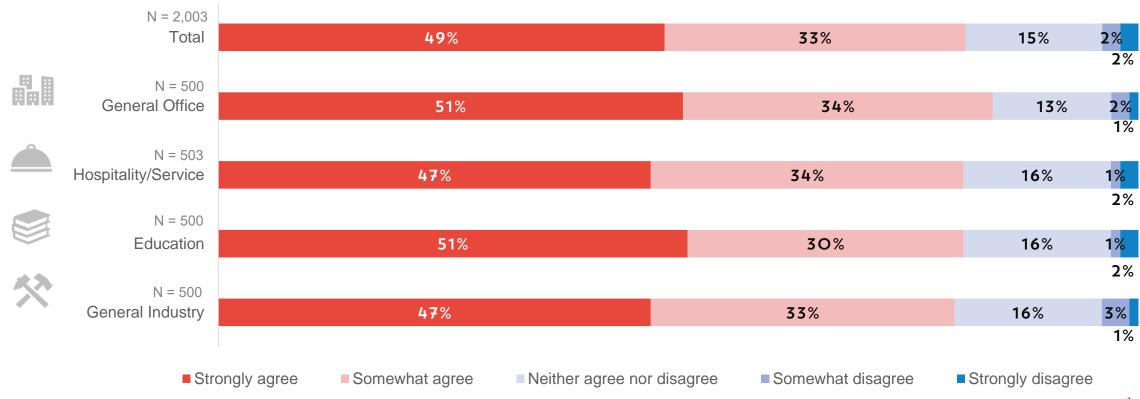






EMPLOYEES ACROSS INDUSTRIES WOULD BE INTERESTED IN SEEING FIRST AID/CPR/AED TRAINING OFFERED AS PART OF A HEALTH AND WELLNESS BENEFITS PACKAGE.

EMPLOYEES WHO AGREE WITH THE STATEMENT "I WOULD BE INTERESTED IN HAVING FIRST AID AND/OR CPR/AED TRAINING BE OFFERED AS PART OF MY HEALTH AND WELLNESS BENEFITS AT WORK"



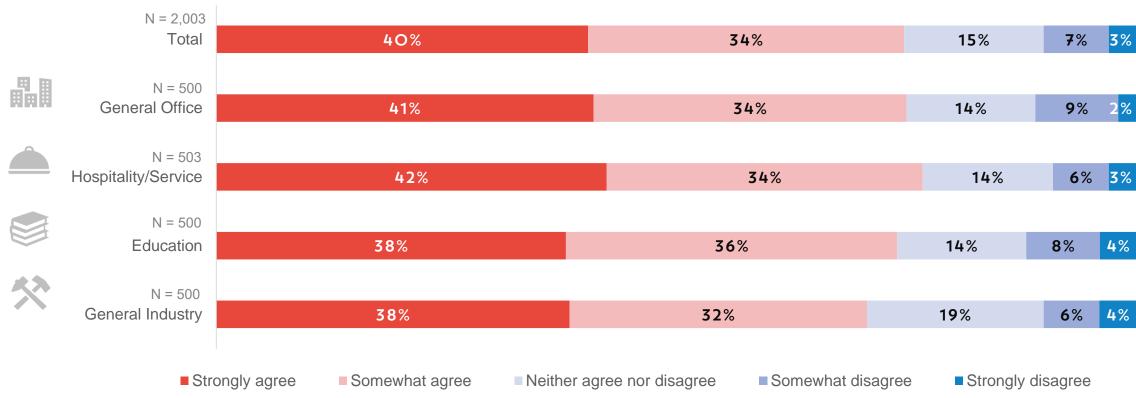




EMPLOYEES WOULD EVEN GO SO FAR AS TO COME IN EARLY OR STAY LATE IN ORDER TO RECEIVE THEIR FIRST AID/CPR/AED TRAINING.

Seventy-four percent (74%) of employees across industries either "strongly" or "somewhat" agree with that statement.

EMPLOYEES WHO AGREE WITH THE STATEMENT "I WOULD BE INTERESTED IN PARTICIPATING IN FIRST AID AND/OR CPR/AED TRAINING BEFORE OR AFTER WORKING HOURS, IF NECESSARY"









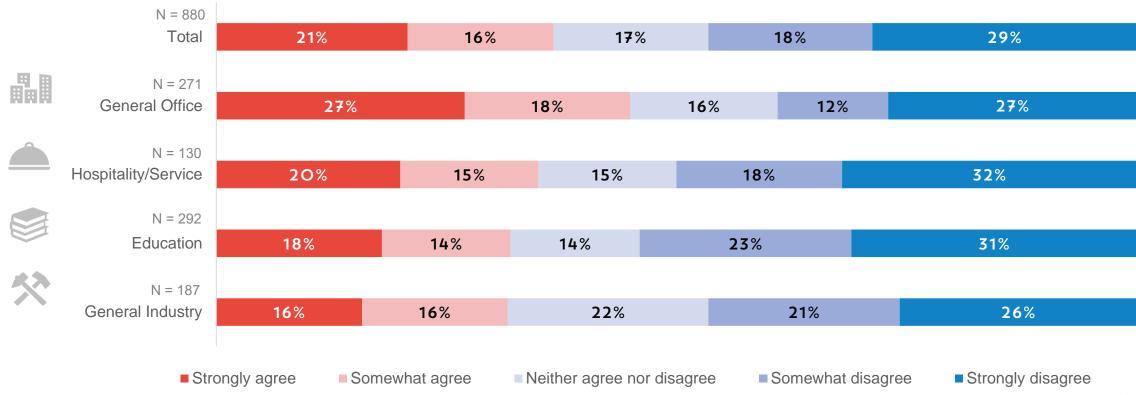


EMPLOYEES BELIEVE THAT
THEIR COMPANIES
UNDERSTAND THE VALUE OF
FIRST AID AND CPR/AED
TRAINING, BUT DON'T
COMMUNICATE THAT TO
EMPLOYEES.

MOST EMPLOYEES WHOSE ORGANIZATIONS OFFER FIRST AID/CPR/AED TRAINING FEEL THEIR EMPLOYERS UNDERSTAND THE VALUE OF IT.

Just 37% of all employees whose organizations offer training agree that their employer doesn't fully grasp the value of it.

EMPLOYEES WHO AGREE WITH THE STATEMENT "MY ORGANIZATION DOESN'T FULLY UNDERSTAND THE VALUE OF FIRST AID AND/OR CPR/AED TRAINING," AMONG THOSE WHOSE EMPLOYER OFFERS ANY OF THIS TRAINING



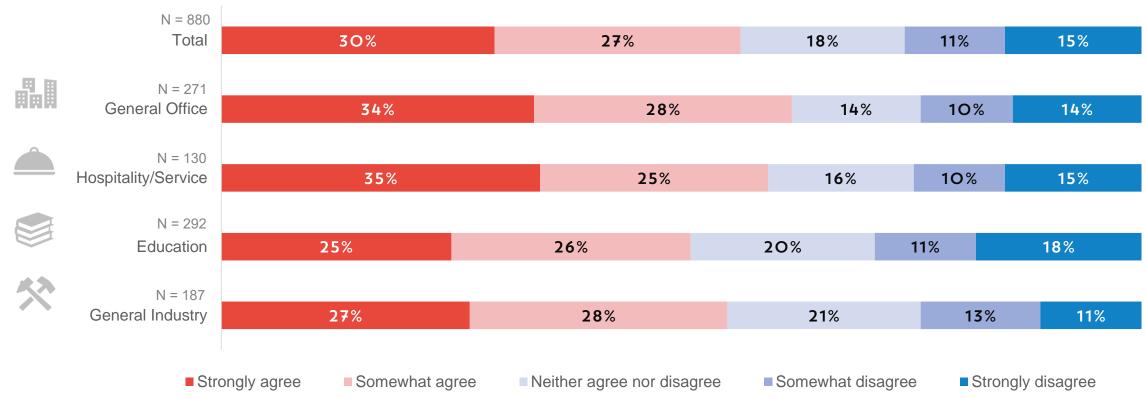




BUT WHILE EMPLOYEES FEEL THEIR ORGANIZATIONS UNDERSTAND THE VALUE OF FIRST AID/CPR/AED TRAINING, THEY DON'T THINK THEY'RE COMMUNICATING IT WELL TO EMPLOYEES.

More than half of employees whose organizations offer training (57%) agree that their employer needs to do a better job communicating its value internally.

EMPLOYEES WHO AGREE WITH THE STATEMENT "MY ORGANIZATION NEEDS TO BETTER INFORM EMPLOYEES ABOUT THE VALUE OF FIRST AID AND/OR CPR/AED TRAINING," AMONG THOSE WHOSE EMPLOYER OFFERS ANY OF THIS TRAINING



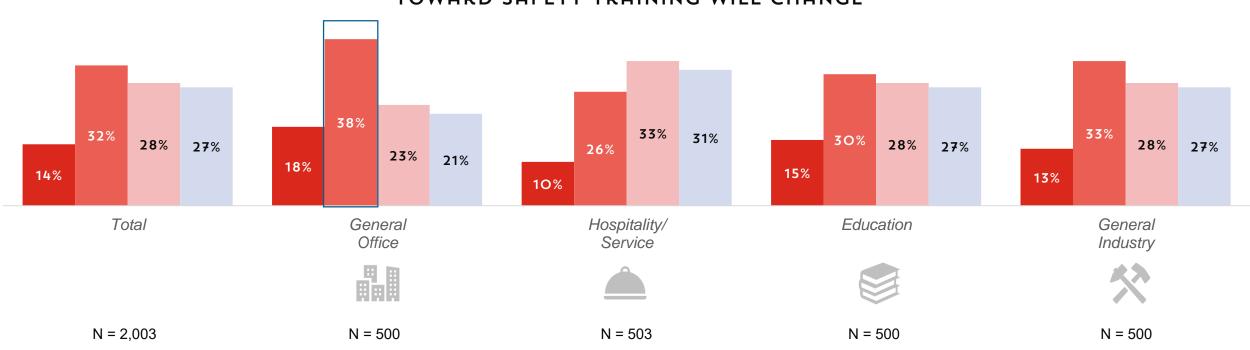




MORE THAN 30% OF ALL EMPLOYEES BELIEVE THAT THEIR COMPANIES WILL INCORPORATE SAFETY TRAINING INTO A LARGER CULTURE OF SAFETY

This is most prominent among General Officer workers (38%), who are also the most optimistic about attitudes changing in their workplace overall.

EMPLOYEES' BELIEFS ON HOW THEIR COMPANY'S ATTITUDE TOWARD SAFETY TRAINING WILL CHANGE





■ It will have a "check the box" mentality ■ Safety training will be part of a larger culture of safety = Safety training and attitudes will be no different from today = Don't know

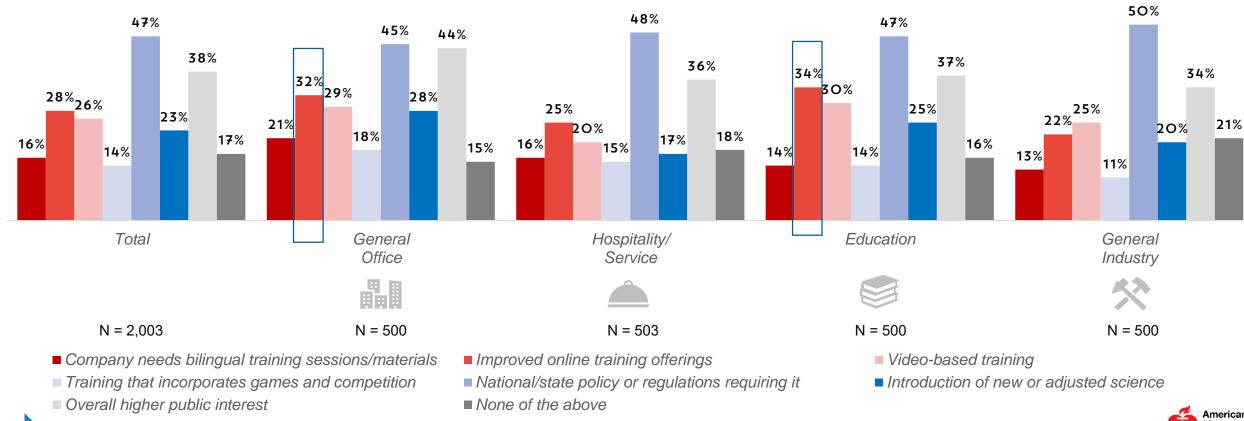




EMPLOYEES FEEL NEW REGULATIONS, GREATER PUBLIC INTEREST ARE MOST LIKELY TO PROMPT EMPLOYERS' INTEREST IN FIRST AID OR CPR/AED TRAINING.

Interestingly, General Office workers (32%) and Education employees (34%) are significantly more likely to believe that improved online trainings will increase interest.

THINGS EMPLOYEES FEEL WILL INCREASE THEIR COMPANY'S INTEREST IN TRAINING OVER THE NEXT 5-10 YEARS











ABOUT 2 IN 5 EMPLOYEES
NEVER LOOK FOR AEDS IN KEY
LOCATIONS SUCH AS AIRPORTS
(44%), AND MORE THAN HALF
DON'T KNOW THE LOCATION
OF THEIR WORKPLACE'S AED.

THE MAJORITY OF EMPLOYEES ACROSS INDUSTRIES DO NOT LOOK FOR AEDS IN PUBLIC LOCATIONS.

EMPLOYEES WHO FREQUENTLY LOOK FOR AEDS IN EACH LOCATION









STATEMENT	TOTAL (N = 2,003)	GENERAL OFFICE (N = 500)	HOSPITALITY/ SERVICE INDUSTRY (N = 503)	EDUCATION (N = 500)	GENERAL INDUSTRY (N = 500)
Airport	31%	39%	26%	30%	29%
	(44% never look)	(35% never look)	(52% never look)	(44% never look)	(46% never look)
Hotel	33%	40%	29%	29%	34%
	(41% never look)	(33% never look)	(47% never look)	(40% never look)	(43% never look)
Large-scale public venues (arenas, convention centers, concert halls, etc.)	33%	42%	29%	30%	32%
	(42% never look)	(36% never look)	(48% never look)	(41% never look)	(41% never look)
Tourist attractions	30%	37%	25%	27%	30%
	(44% never look)	(37% never look)	(50% never look)	(44% never look)	(44% never look)
Fitness center	36%	45%	30%	33%	33%
	(43% never look)	(34% never look)	(51% never look)	(41% never look)	(46% never look)
Schools/universities	40%	43%	33%	48%	38%
	(38% never look)	(34% never look)	(46% never look)	(31% never look)	(41% never look)

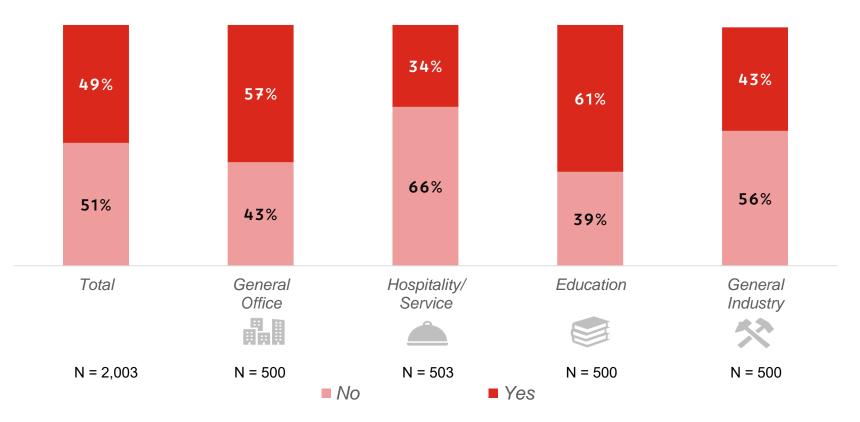




MORE THAN HALF OF EMPLOYEES (51%) DON'T KNOW WHERE THE AED IS LOCATED IN THEIR WORKPLACE

And 66% of Hospitality/Service industry workers don't know where the AED is located at their workplace- a significant issue for those who regularly deal with the general public and could easily find themselves in an emergency situation.

EMPLOYEES WHO KNOW WHERE THE AED IS LOCATED IN THEIR WORKPLACE









DEMOGRAPHICS





DEMOGRAPHICS - ALL RESPONDENTS

CATEGORY	SUBCATEGORY	%
Gender	Male	50%
	Female	50%
Age	18-24	8%
	25-34	29%
	35-44	24%
	45-54	19%
	55+	20%
Region	Northeast	21%
	Midwest	24%
	South	36%
	West	19%

CATEGORY	SUBCATEGORY	%
Employment	Full-Time	82%
Employment -	Part-Time	18%
	Less than 100	38%
Employees	100-499	20%
Employees	500-999	12%
-	1,000+	30%
Involvement With	Involved	48%
Employee Training	Not Involved/Not Applicable	52%

CATEGORY	SUBCATEGORY	%
Marital Status	Married	46%
	Not Married	54%
	High school or less	20%
	Some college	25%
Education	Vocational/technical	6%
	Graduated college	32%
	Postgraduate education/degree	17%
	Less than \$35,000	29%
Annual Household Income	\$35,000 to \$49,999	22%
	\$50,000 to \$74,999	28%
	\$75,000+	21%





DEMOGRAPHICS - ALL RESPONDENTS (CONTINUED)

CATEGORY	SUBCATEGORY	%
	White (non-Hispanic)	79%
	Hispanic	8%
Race	African or African descent (non-Hispanic)	7%
	Asian-American / Asian	4%
	Other	2%
Kids <18 at home	Yes	38%
	No	62%





DEMOGRAPHICS - GENERAL OFFICE WORKERS

CATEGORY	SUBCATEGORY	%
Gender	Male	60%
	Female	40%
Age	18-24	6%
	25-34	34%
	35-44	22%
	45-54	18%
	55+	20%
	Northeast	24%
Region	Midwest	21%
	South	34%
	West	21%

CATEGORY	SUBCATEGORY	<u>%</u>
Cuerdo un cut	Full-Time	91%
Employment -	Part-Time	9%
Employees	Less than 100	34%
	100-499	20%
	500-999	15%
	1,000+	31%
Involvement With	Involved	60%
Employee Training	Not Involved/Not Applicable	40%

CATEGORY	SUBCATEGORY	%
Marital	Married	56%
Status	Not Married	44%
	High school or less	12%
	Some college	22%
Education	Vocational/technical	4%
	Graduated college	44%
	Postgraduate education/degree	18%
	Less than \$35,000	14%
Annual	\$35,000 to \$49,999	18%
Household - Income	\$50,000 to \$74,999	33%
	\$75,000+	35%





DEMOGRAPHICS - GENERAL OFFICE WORKERS (CONTINUED)

CATEGORY	SUBCATEGORY	%
Race	White (non-Hispanic)	77%
	Hispanic	10%
	African or African descent (non-Hispanic)	6%
	Asian-American / Asian	5%
	Other	2%
Kids <18 at home	Yes	42%
	No	58%

CATEGORY	SUBCATEGORY	%
	Aerospace/defense	2%
	Asset/wealth mgmt	0%
	Automotive	8%
	Banking	4%
	Business/pro services	4%
	Chemicals	1%
Industry	Communications	2%
	Consumer brands	1%
	Education	0%
	Energy/mining	2%
	Engineering/ construction	11%
	Entertainment/ media	3%
	Financial services	4%

CATEGORY	SUBCATEGORY	%
	Forestry/paper	0%
	Healthcare	13%
	Hospitality/service	0%
	Insurance	3%
	Legal	3%
	Manufacturing	10%
Industry	Pharmaceuticals	1%
•	Power/utilities	1%
	Private equity	0%
	Public sector/govt	4%
	Real estate	3%
	Technology	11%
	Transportation/ logistics	9%





DEMOGRAPHICS - HOSPITALITY/SERVICE INDUSTRY WORKERS

CATEGORY	SUBCATEGORY	%
Gender	Male	35%
	Female	65%
	18-24	16%
	25-34	32%
Age	35-44	23%
	45-54	17%
	55+	12%
Region	Northeast	18%
	Midwest	25%
	South	40%
	West	17%

CATEGORY	SUBCATEGORY	%
Employment -	Full-Time	74%
	Part-Time	26%
Employees -	Less than 100	48%
	100-499	16%
	500-999	8%
	1,000+	28%
Involvement With Employee Training	Involved	55%
	Not Involved/Not Applicable	45%

CATEGORY	SUBCATEGORY	%
Marital Status	Married	29%
	Not Married	71%
	High school or less	25%
	Some college	38%
Education	Vocational/technical	8%
	Graduated college	26%
_	Postgraduate education/degree	3%
Annual Household Income	Less than \$35,000	48%
	\$35,000 to \$49,999	22%
	\$50,000 to \$74,999	20%
	\$75,000+	10%





DEMOGRAPHICS - HOSPITALITY/SERVICE INDUSTRY WORKERS (CONTINUED)

CATEGORY	SUBCATEGORY	%
	White (non-Hispanic)	81%
	Hispanic	6%
Race	African or African descent (non-Hispanic)	6%
	Asian-American / Asian	4%
	Other	3%
Kids <18 at home	Yes	33%
	No	67%

CATEGORY	SUBCATEGORY	/0
	Back office	2%
	Bar staff	6%
	Chef/cook	15%
	Concierge	0%
	Front desk/office	7%
	General manager	12%
	Guest/customer service	9%
Position	Housekeeping	4%
	Host/hostess	3%
	Kitchen staff	9%
	Maintenance	2%
	Marketing/PR	1%
	Sales/events coordinator	6%
	Wait staff	16%
	Other	8%

CATEGORY SUBCATEGORY





DEMOGRAPHICS - EDUCATION WORKERS

CATEGORY	SUBCATEGORY	%
Gender	Male	31%
	Female	69%
Age	18-24	4%
	25-34	29%
	35-44	24%
	45-54	21%
	55+	22%
Region	Northeast	24%
	Midwest	21%
	South	37%
	West	18%

CATEGORY	SUBCATEGORY	%
Employment	Full-Time	80%
	Part-Time	20%
Employees	Less than 100	30%
	100-499	25%
	500-999	15%
	1,000+	30%
Involvement With Employee Training	Involved	41%
	Not Involved/Not Applicable	59%

CATEGORY	SUBCATEGORY	%
Marital Status	Married	53%
	Not Married	47%
	High school or less	5%
	Some college	11%
Education	Vocational/technical	2%
	Graduated college	38%
	Postgraduate education/degree	44%
Annual Household - Income	Less than \$35,000	18%
	\$35,000 to \$49,999	23%
	\$50,000 to \$74,999	34%
	\$75,000+	25%





DEMOGRAPHICS - EDUCATION WORKERS (CONTINUED)

CATEGORY	SUBCATEGORY	%
	White (non-Hispanic)	82%
	Hispanic	7%
Race	African or African descent (non-Hispanic)	6%
	Asian-American / Asian	4%
	Other	1%
Kids <18 at home	Yes	37%
	No	63%

SUBCATEGORY	%
Administration (principal, VP)	9%
Curriculum development	2%
Elementary teacher	22%
Middle school teacher	9%
High school teacher	12%
Librarian	3%
Postsecondary teacher/professor	9%
Teacher's aide	15%
Other	19%
	Administration (principal, VP) Curriculum development Elementary teacher Middle school teacher High school teacher Librarian Postsecondary teacher/professor Teacher's aide





DEMOGRAPHICS - GENERAL INDUSTRY WORKERS

CATEGORY	SUBCATEGORY	%
Condor	Male	74%
Gender	Female	26%
Age	18-24	6%
	25-34	21%
	35-44	27%
	45-54	25%
	55+	21%
Region	Northeast	20%
	Midwest	30%
	South	34%
	West	16%

CATEGORY	SUBCATEGORY	%
Employment -	Full-Time	83%
	Part-Time	17%
Employees	Less than 100	38%
	100-499	19%
	500-999	10%
	1,000+	33%
Involvement With Employee Training	Involved	36%
	Not Involved/Not Applicable	64%

CATEGORY	SUBCATEGORY	%
Marital Status	Married	27%
	Not Married	73%
	High school or less	37%
	Some college	30%
Education Annual Household Income	Vocational/technical	10%
	Graduated college	20%
	Postgraduate education/degree	3%
	Less than \$35,000	31%
	\$35,000 to \$49,999	24%
	\$50,000 to \$74,999	25%
	\$75,000+	20%





DEMOGRAPHICS - GENERAL INDUSTRY WORKERS (CONTINUED)

CATEGORY	SUBCATEGORY	%
Race	White (non-Hispanic)	77%
	African or African descent (non-Hispanic)	10%
	Hispanic	7%
	Asian-American / Asian	2%
	Other	4%
Kids <18 at home	Yes	39%
	No	61%

CATEGORY	SUBCATEGORY	%
Industry	Energy/mining	2%
	Engineering/ construction	19%
	Manufacturing	29%
	Power/utilities	4%
	Transportation/ logistics	46%





DEMOGRAPHICS - GENERAL INDUSTRY WORKERS (CONTINUED)

CATEGORY	SUBCATEGORY	%
	Analyst	0%
	Architect	0%
	Carpenter	3%
	Construction manager	4%
	Designer	1%
Position	Driver	26%
	Dispatcher	1%
	Engineer	2%
	Electrician	1%
	Equipment operator	4%
	Fleet manager	0%
	General construction worker	6%

CATEGORY	SUBCATEGORY	%
Position	Inspector	3%
	Logistics manager	0%
	Machinist	9%
	Mechanic	3%
	Plant manager	1%
	Production tech	4%
	Programmer	0%
	Project manager	1%
	Quality control	3%
	Warehouse	14%
	Safety manager	0%
	Other	14%



