By recruiting and hiring through CTE, employers can improve their bottom line and meet skill needs. A national survey of over 300 employers conducted by Advance CTE demonstrates that Career Technical Education (CTE) is a trusted source of talent that aligns with employer needs and prepares learners with adaptable real-world skills to achieve success in the career of their choice.

96 percent of employers who had heard of CTE had a favorable view, and 63 percent held a very favorable view.

CTE’s Reputation is Strong Among Employers

- **96% FAVORABLE**
- **63% VERY FAVORABLE**

96 percent of employers who had heard of CTE had a favorable view, and 63 percent held a very favorable view.

CTE Eases Hiring Challenges

- **77%** of employers reported hiring an employee in part because of their CTE experience.
- **84%** of employers who reported it being ‘easy’ to find qualified applicants have hired a candidate based on CTE experience.

Increased Investment in Secondary and Postsecondary CTE would have a positive/very positive impact on:

- **YOUR BUSINESS**: 90% POSITIVE | 52% VERY POSITIVE
- **YOUR INDUSTRY**: 94% POSITIVE | 55% VERY POSITIVE
- **THE ECONOMY**: 91% POSITIVE | 57% VERY POSITIVE
- **PUBLIC EDUCATION**: 88% POSITIVE | 55% VERY POSITIVE

In-Demand Industries Grow through CTE

- **83%** of employers, including 89 percent of employers of color, agree that hiring employees with CTE experience will improve their business’ bottom line.

Visit Advance CTE’s Engaging with Policymakers page to access the full report and other advocacy resources.