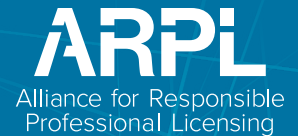


CONSUMERS CARE ABOUT PROFESSIONAL LICENSING



WHAT DOES THE PUBLIC THINK ABOUT PROFESSIONAL LICENSING?

Professional licensing exists to protect the public, yet calls to eliminate licensing often do not take the public into account. The public has a stake in professional licensing and the public interest must be considered – especially for highly complex, technical professions that directly impact public health, safety, and welfare.

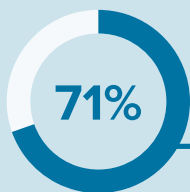
VERIFIED QUALIFICATIONS MATTER



75%

of consumers agree that licensing is important to ensure qualifications for professionals in certain industries.

ENSURING HEALTH AND SAFETY SHOULD BE THE TOP PRIORITY



7 in 10 voters believe licensing should be required unless it can be **proven** eliminating licensing will not impact public health and safety

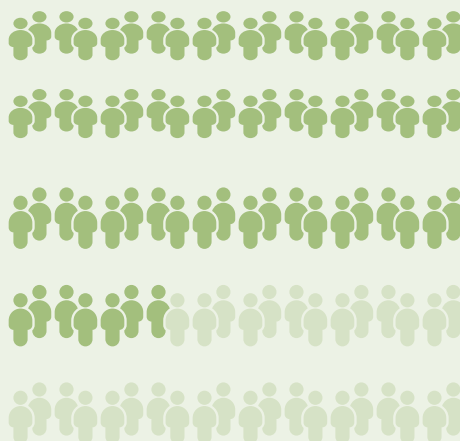
73% of liberals

68% of moderates

75% of conservatives

CONSUMERS HAVE LITTLE CONFIDENCE IN WEAKENING LICENSING IN FAVOR OF “MARKET FORCES”

More than **two-thirds** of consumers say they are best protected by a licensing system that oversees education, examination, and experience through a professional licensing board.



Only 33% agree consumers are adequately protected by a “Consumer Choice” approach that relies on service providers disclosing they are unlicensed, consumers signing a waiver, and reliance on word of mouth and reviews to judge qualifications.

Responsible professional licensing protects the public. And the public supports professional licensing.

LEARN MORE

For more information on ARPL, please visit responsiblelicensing.org

Benenson Strategy Group survey interviewed 952 registered likely voters from Oct. 25 - Nov. 6, 2019.