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Public Viewpoint: COVID-19 Work and Education Survey

The Value of Online Education

July 29, 2020



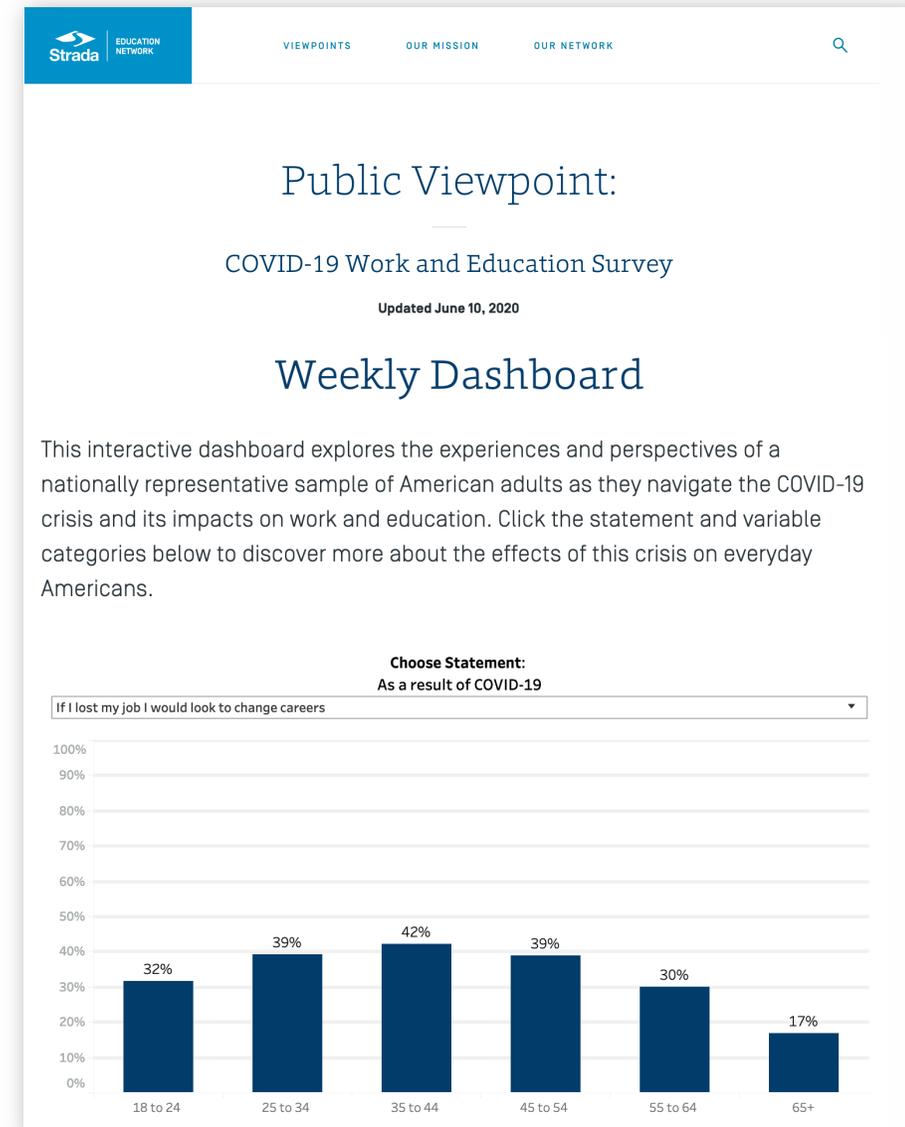
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Public Viewpoint

- A weekly survey of 1,000 American adults that is representative of the population by age, gender, educational attainment, race/ethnicity, and nine geographic census regions
- 14,000+ responses from March 25 to July 23
- Weekly surveys, March 25-May 28
- Biweekly surveys, June-October

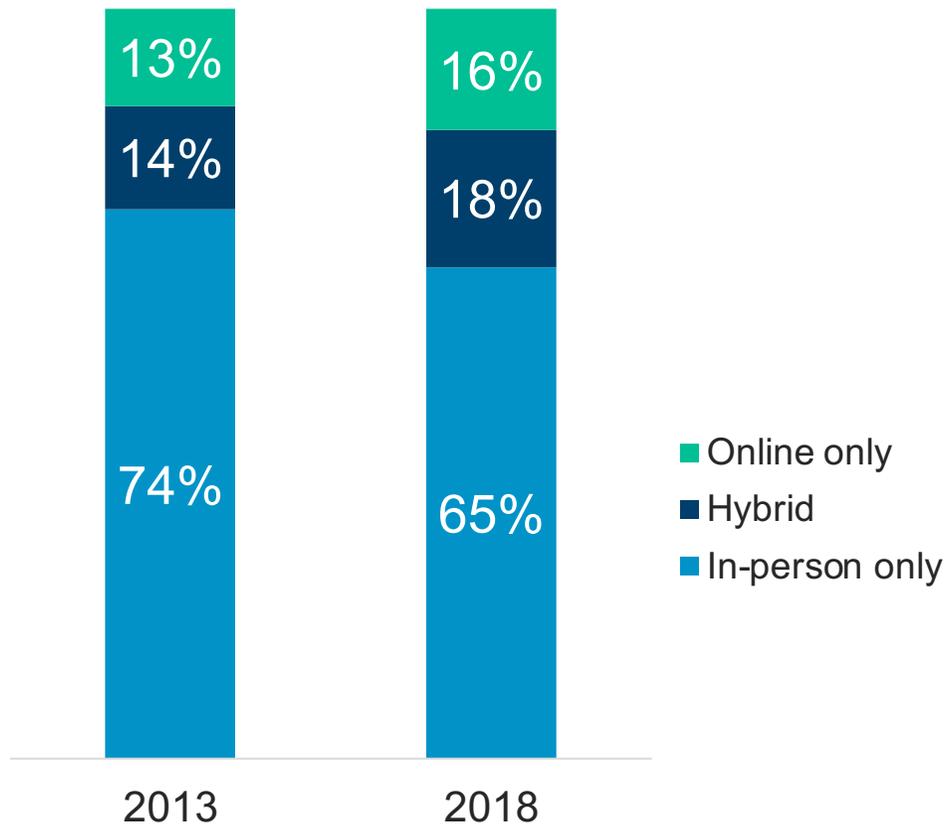
Other survey research incorporated in findings:

- Strada-Gallup Education Consumer Survey
- Integrated Postsecondary Education Data System surveys

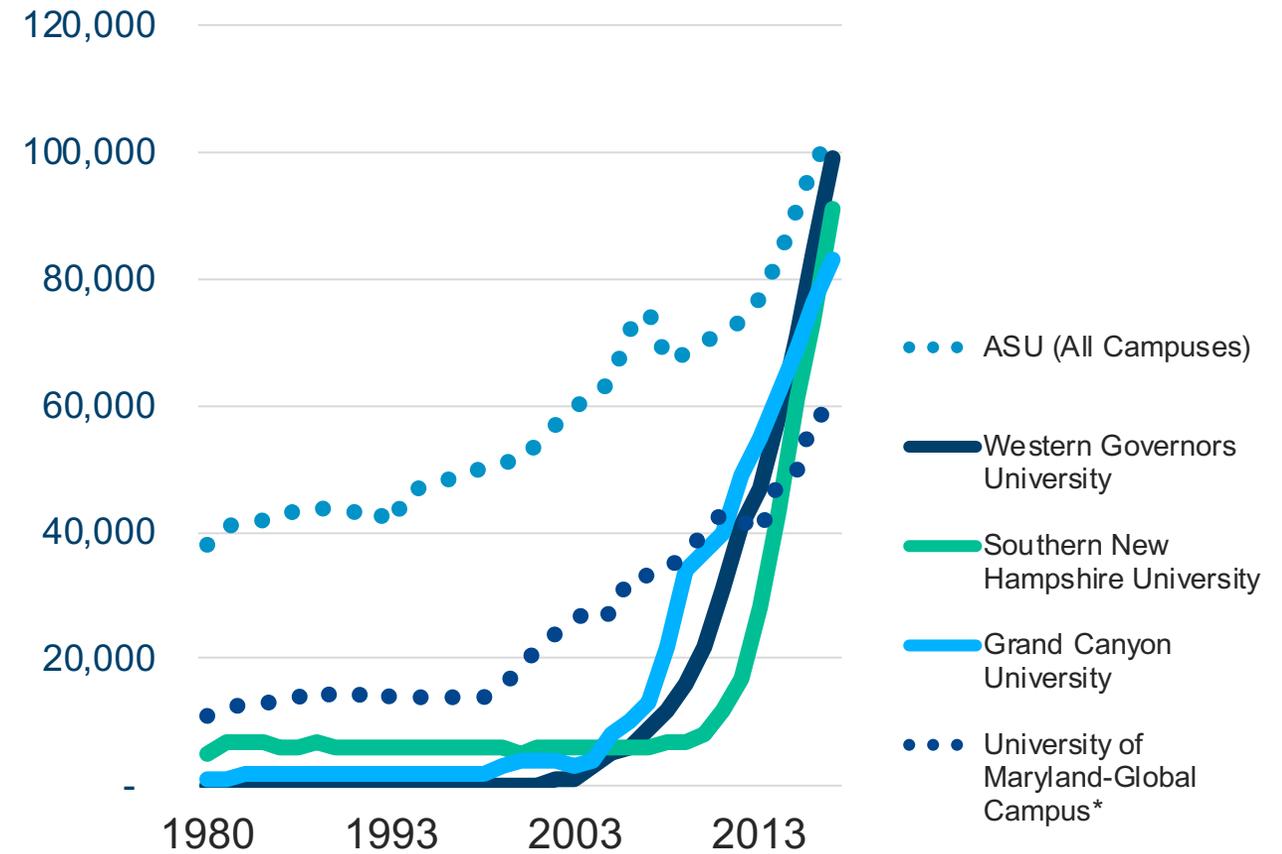


Even before the COVID-19 crisis, post-high school education was becoming more virtual

Enrollment by mode of courses

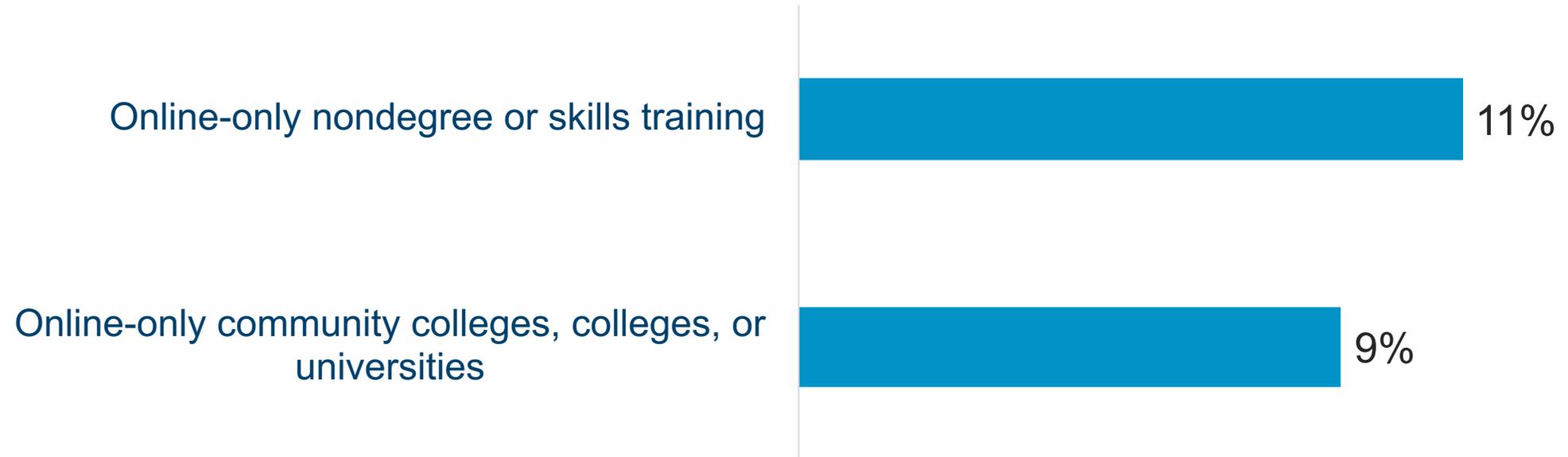


Enrollment at select "mega-universities"



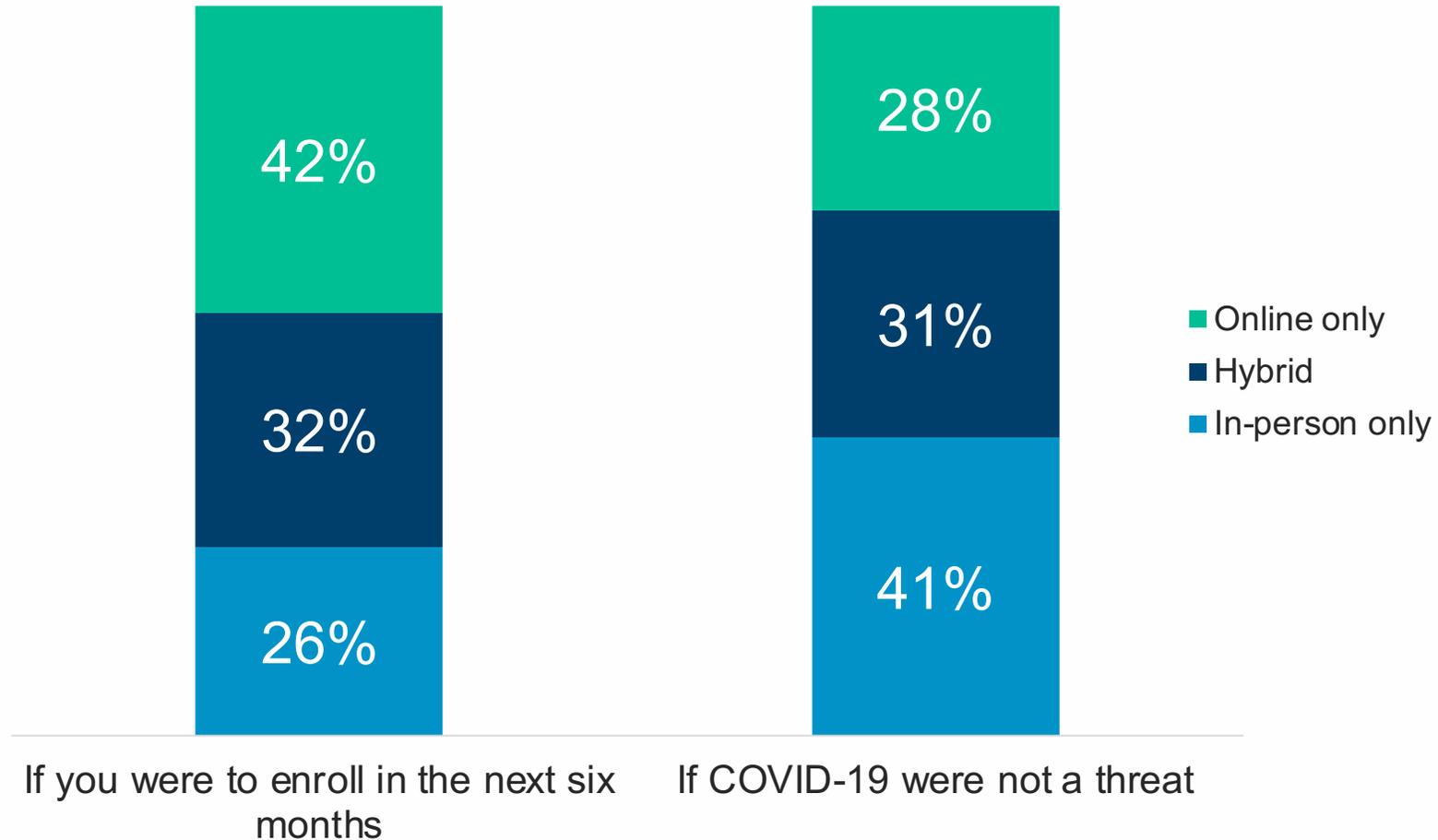
Plans and Preferences

One in 10 Americans say they are likely to enroll in an online education or training program within the next six months



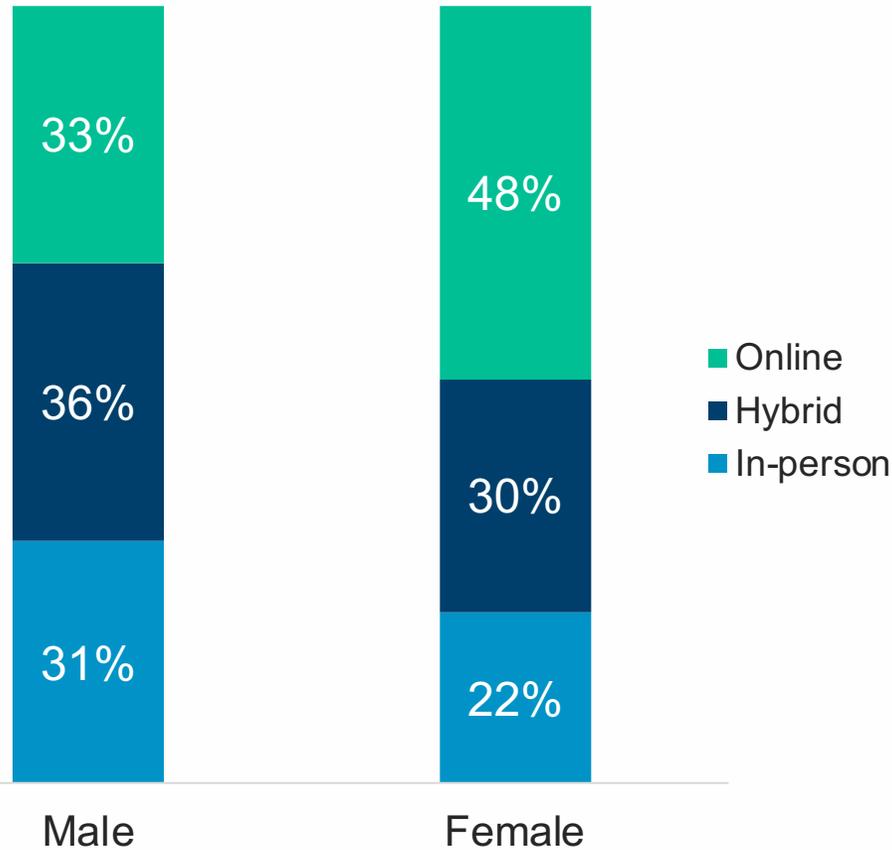
Note: Selected categories are not mutually exclusive; survey respondents could select multiple categories. Percentages do not sum.

Three in 10 Americans would prefer an online-only option *even if* COVID-19 were not a threat

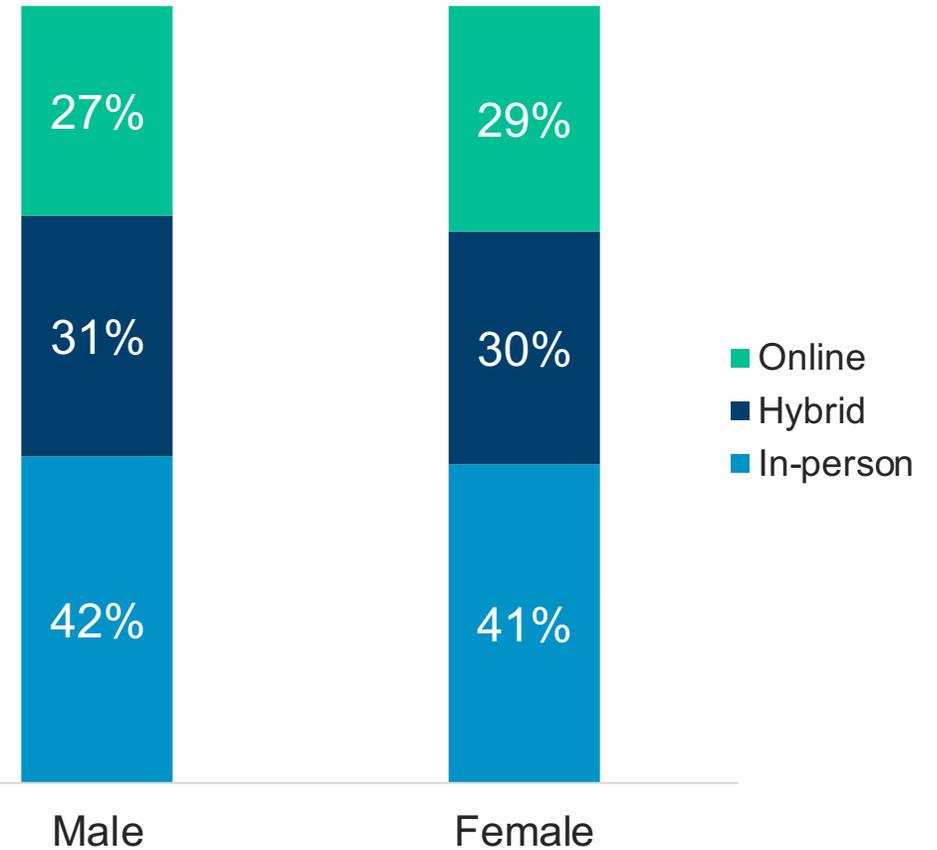


Nearly half of women would choose an exclusively online option if they enrolled in the next six months

Next six months



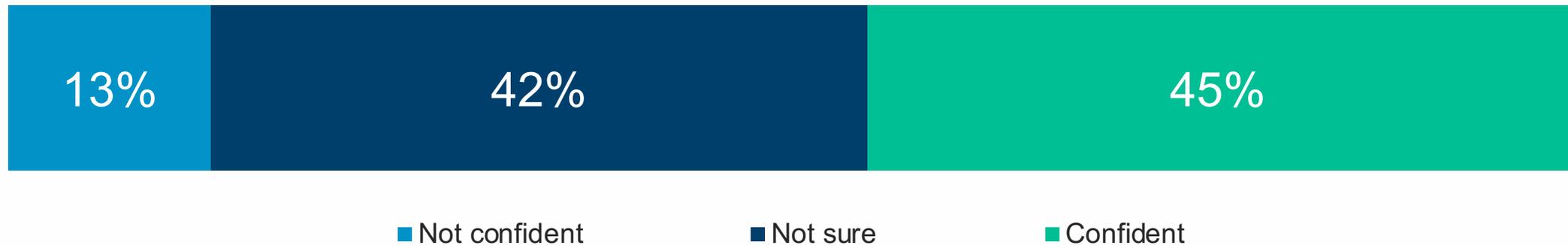
If COVID-19 were not a threat



Perceptions of Quality and Value

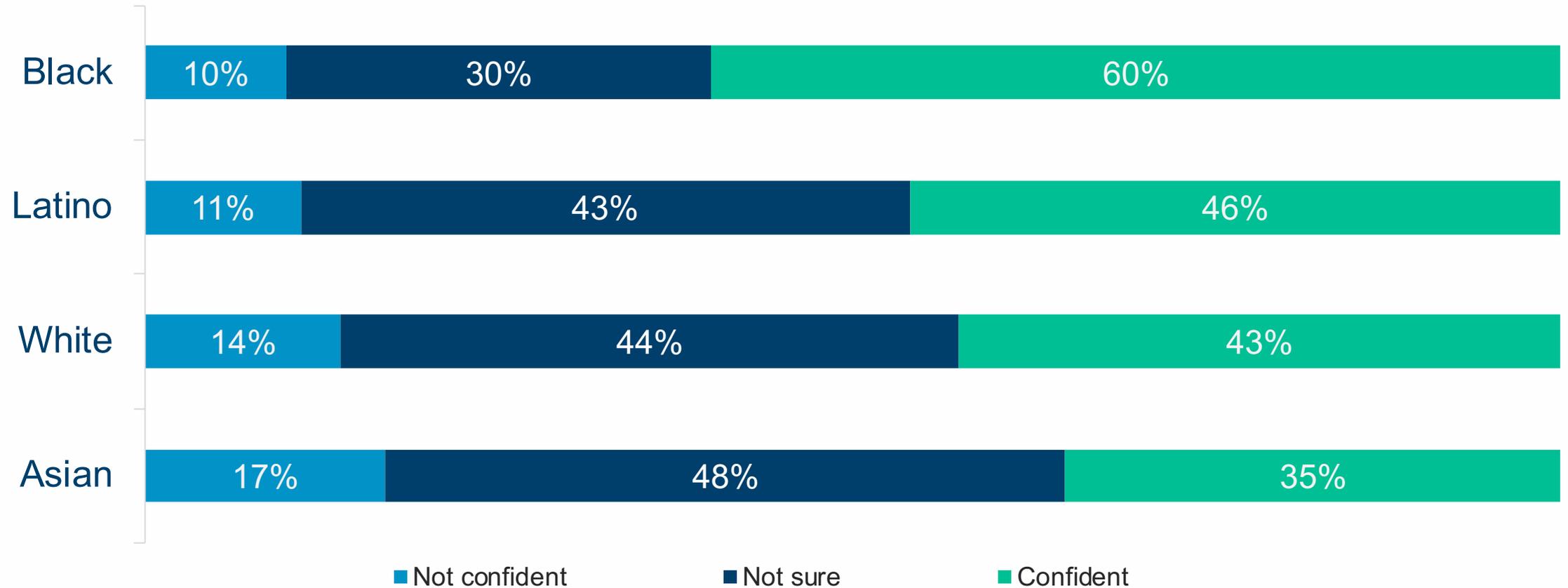
Nearly half of Americans are confident in the quality of online education, while a similar share are uncertain

If you were to go on for additional education ...
You would be confident about the quality of online courses.



Black Americans have the most confidence in the quality of online education

If you were to go on for additional education ...
You would be confident about the quality of online courses.



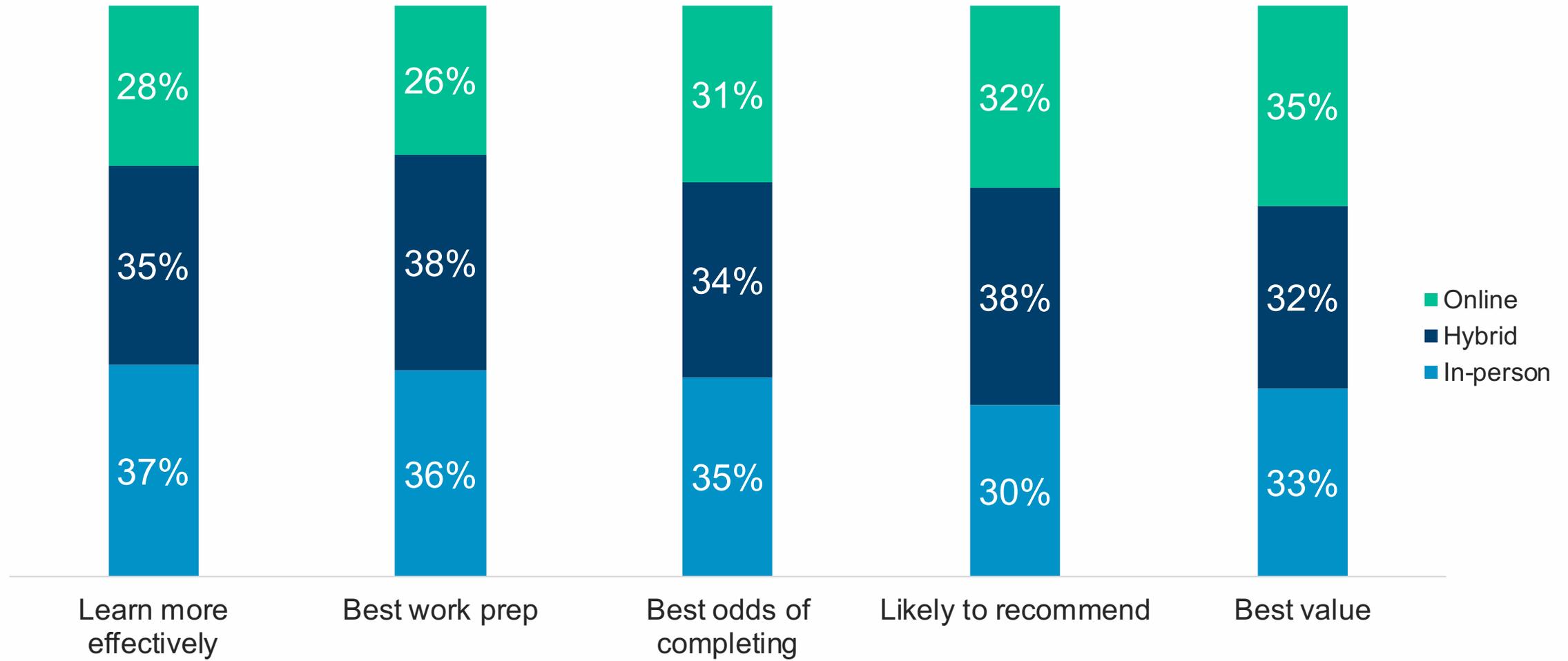
Quality and value survey questions

In-person, hybrid, or online?

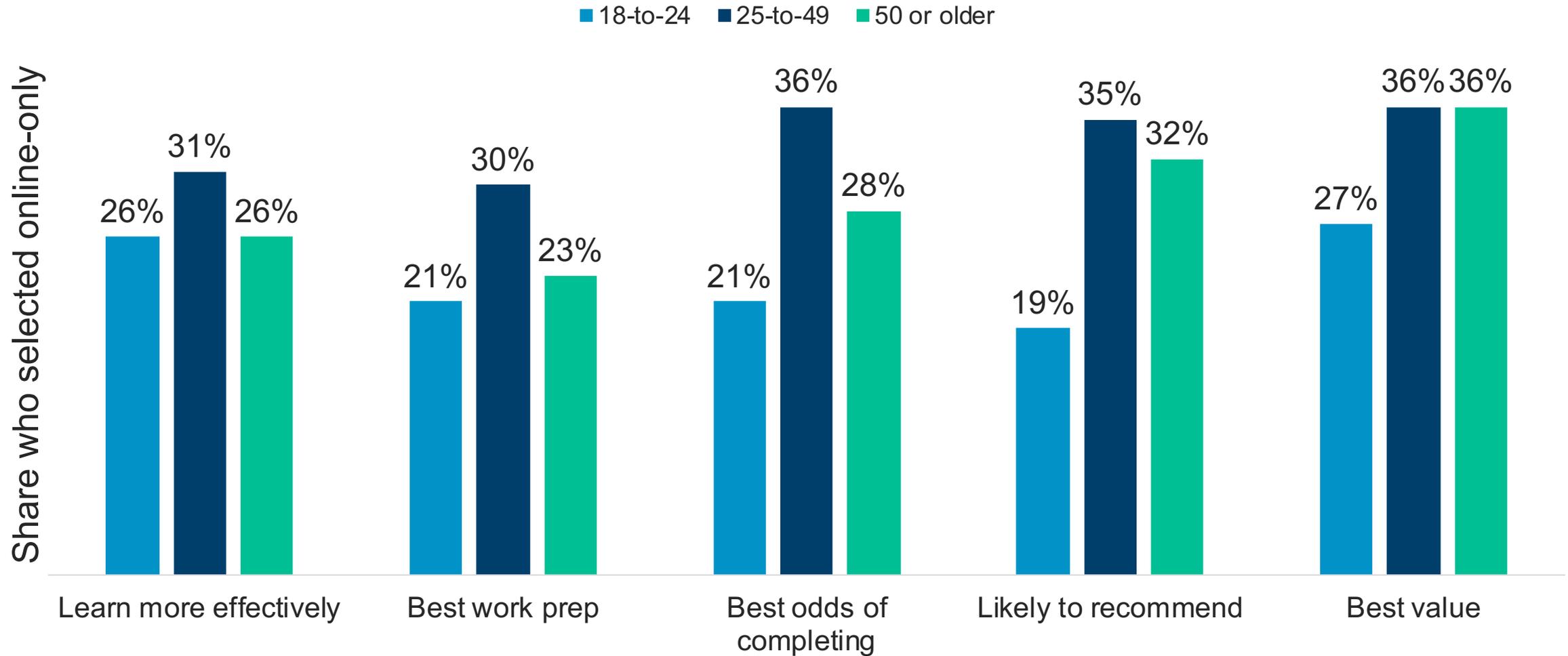
The format that would:

1. allow me to learn most effectively is...
2. best prepare me for success in my job and career is...
3. give me the highest likelihood of completing a program is...
4. be the best value for my money is...
5. If a friend or family member asked me for advice on education, I would be most likely to recommend...

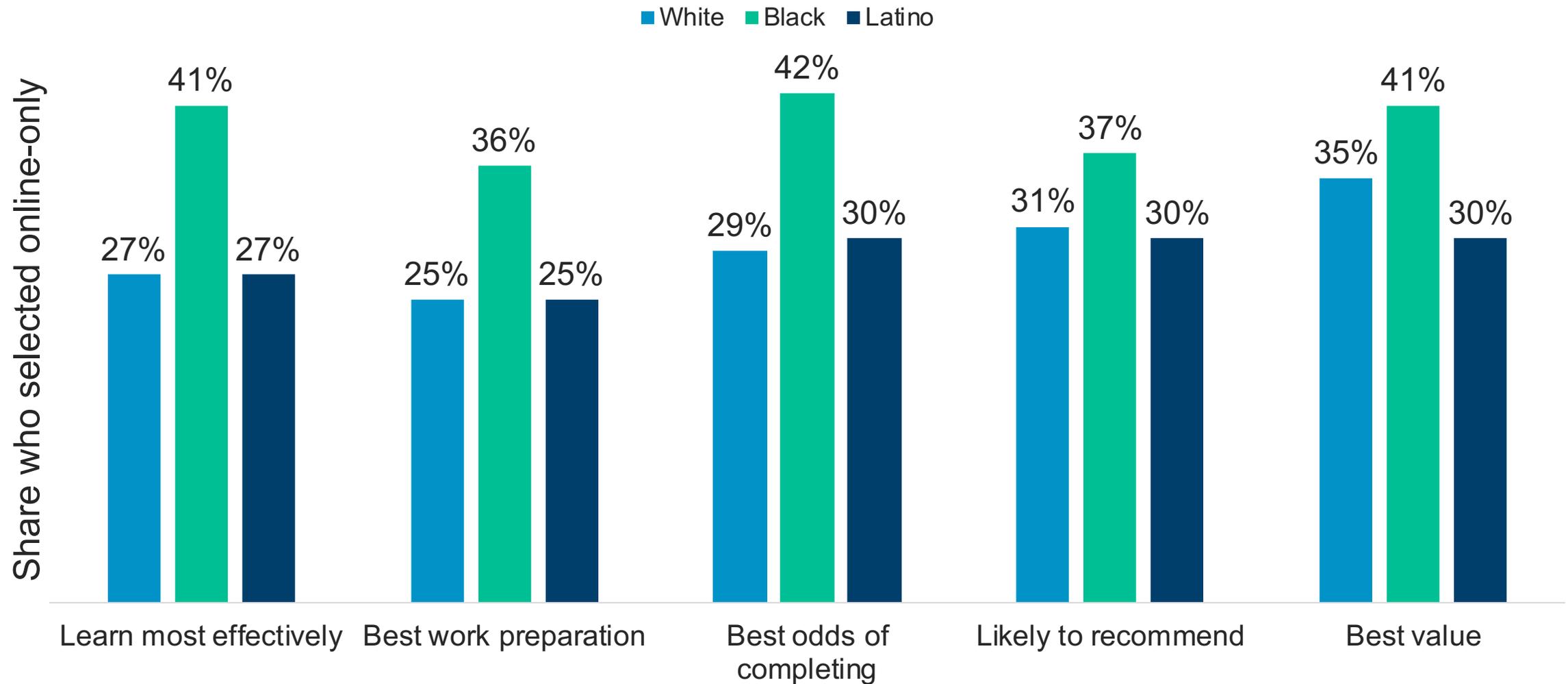
Americans' perceptions of the quality and value of in-person and online education are diverse



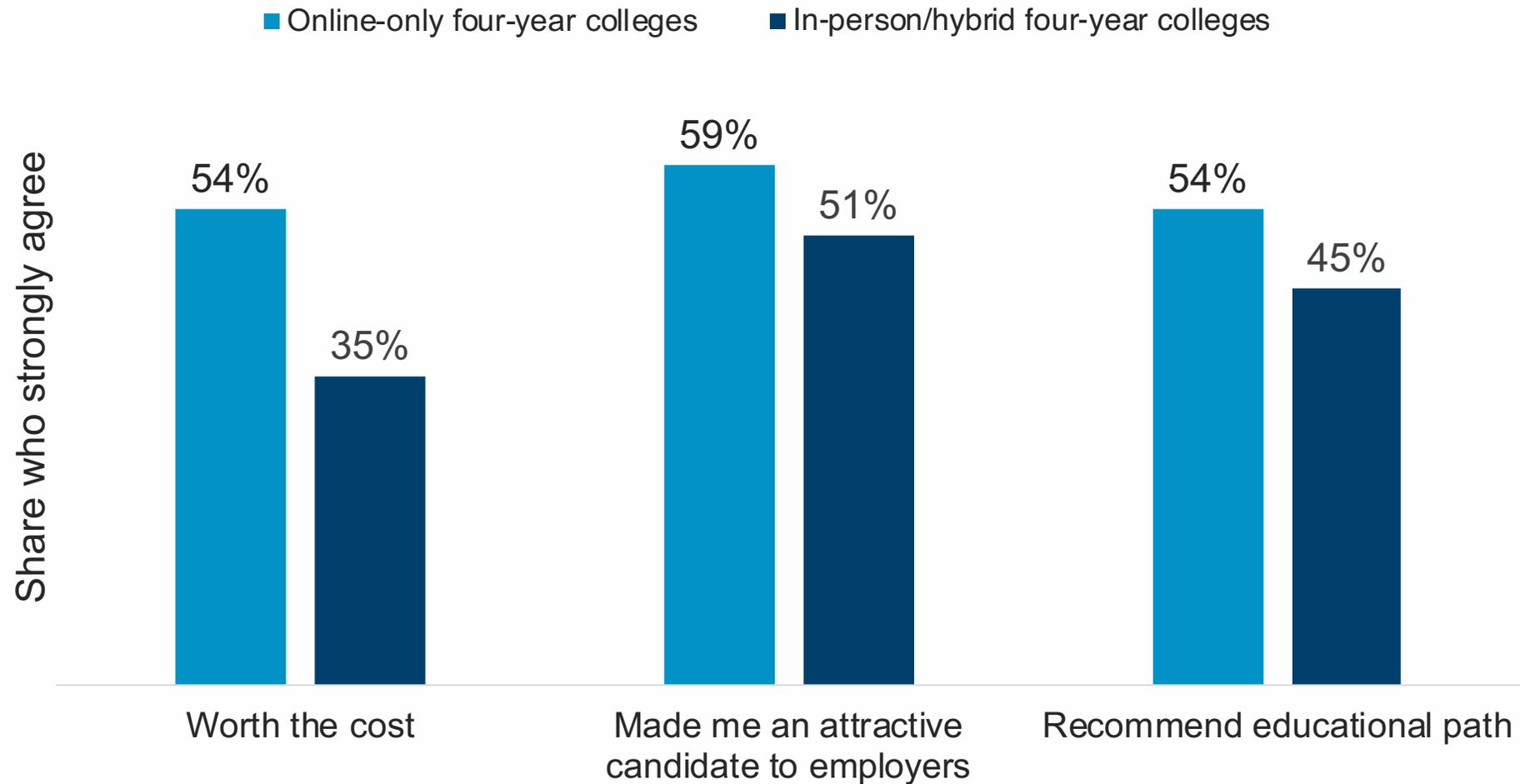
25-to 49-year-olds express a greater preference for online-only options compared to other age groups



Black Americans express a greater preference for online-only options compared to other groups



Recent graduates of programs at online institutions rate the value of their education higher than graduates of other four-year colleges



Most Americans believe employers value in-person education and training more than online education and training

When employers are deciding who to hire, how do you think they value in-person education or training compared to online?



Key findings

- 1. Interest in online learning is significant and independent of the COVID-19 crisis.** Three in 10 Americans say that even if COVID-19 was not a threat, they'd prefer an online-only learning option. Another 30 percent would prefer hybrid options.
- 2. In the pandemic, a disproportionate number of women prefer online-only education options.** Over the next six months, women are 50 percent more likely to seek online than they would be if COVID-19 were not a concern.
- 3. Recent graduates of programs at online institutions rate the value of their education higher than graduates of other four-year colleges.** This differs from general public expectations about the relative value of in-person and hybrid programs as superior to online when it comes to employment.
- 4. Black Americans expressed the strongest preference for and most confidence in online-only learning options.** Black Americans were substantially more likely to express interest in enrolling in online-only learning programs and rate the quality and value of online-only options as better than in-person or hybrid options.
- 5. Americans have diverse preferences for in-person, online, or hybrid modes of learning.** Americans' perceptions of the quality and value of in-person, hybrid, and online-only learning options are strikingly similar.

Learn more at
StradaEducation.org/PublicViewpoint
or email
consumervoice@stradaeducation.org

Methodology

- Public Viewpoint is a regular tracking survey of education consumers' perceptions of COVID-19's impact on postsecondary education and work in the United States, completed by Heart+Mind Strategies on behalf of Strada Center for Consumer Insights.
 - Online survey of Americans ages 18 and above.
 - Representative of the general population in age, gender, geographic region, educational attainment, and race/ethnicity.
 - Current report for survey results from March 25 to July 23: n = 14,093.
 - A theoretical margin of error based on a probability sample of size 1,000 would be +/- 3.1 percent at 95 percent confidence. This is not a probability-based sample, and a margin of error cannot be estimated. Based on experience, we believe the sampling error would be at least this number.
- The 2020 wave of the Strada-Gallup Education Consumer Survey is a nationally representative survey using both mail and web data collection modes. The survey was conducted from March 30 to May 28: n=10,361.
- The 2019 Strada-Gallup Education Consumer Survey is a nationally representative phone survey collected between 2016 and 2019 with more than 340,000 survey respondents.
- The Integrated Postsecondary Education Data System is a system of interrelated surveys conducted annually by the U.S. Department of Education's National Center for Education Statistics. <https://nces.ed.gov/ipeds/use-the-data/overview-of-ipeds-data>
- Please contact Strada Center for Consumer Insights with questions or information requests at consumervoice@stradaeducation.org or learn more at StradaEducation.org/PublicViewpoint.