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CONSUMER INSIGHTS

# Public Viewpoint: COVID-19 Work and Education Survey

Results from April 1-2, 2020

# Summary of findings: April 1-2, 2020

- Americans are increasingly worried, scared, and angry.
- The predominant worries are stable and remain centered on finances and jobs.
- 61% of Americans now report they have lost jobs, hours, or income from work, a 15 percentage point increase from the previous week.
- 70% of Americans now worry that they may lose their jobs, an increase of 13 percentage points over a week's time. A full quarter (25%) of these employed individuals are *extremely worried*.
- Degrees and credentials have not insulated Americans when it comes to lost work or worries about losing work.
- At this point, a third (34%) believe they will need additional education to secure a comparable job if they lose their current employment. Among this group who believe they would need more education:
  - 64% express a desire to change career fields;
  - 66% are confident they know where to find the education or training they would need; and
  - 54% prefer online opportunities to other paths (26% in-person college or university, 21% on the job).



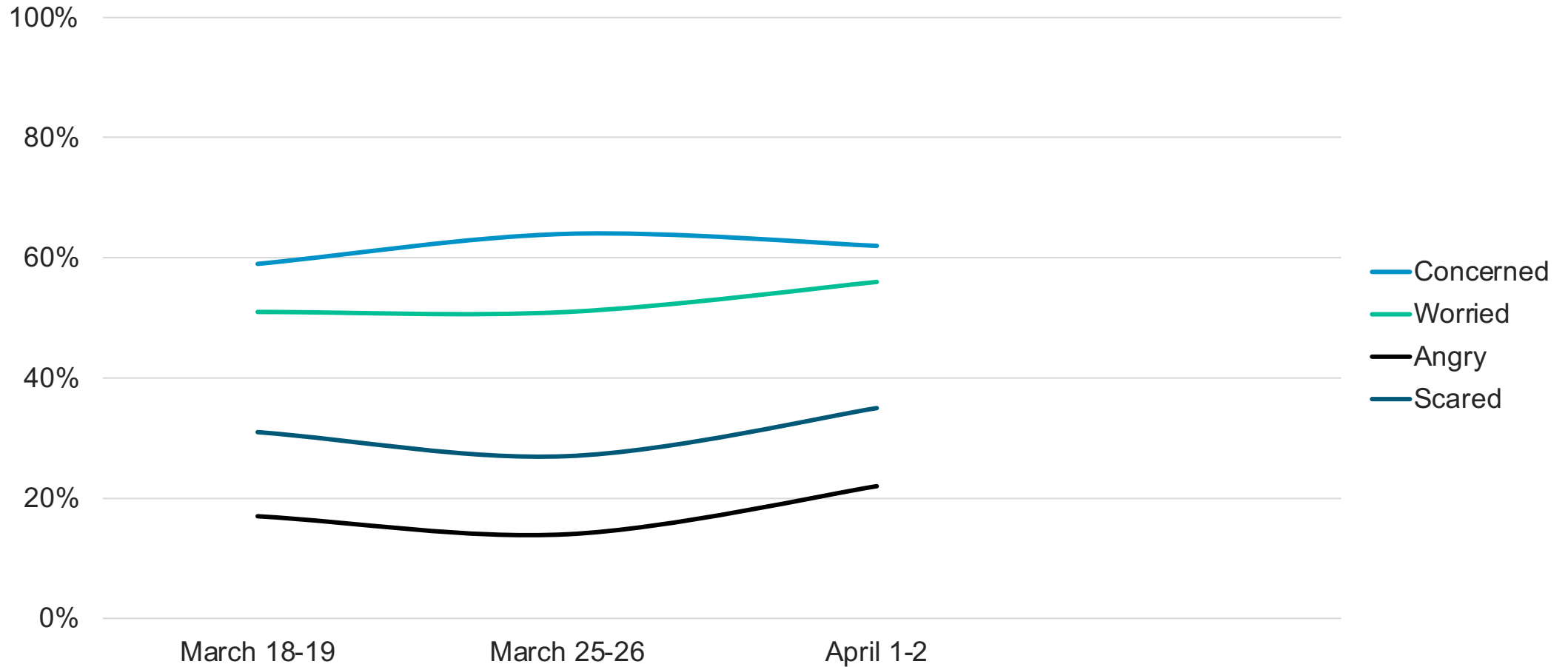
# Key questions about the impact of COVID-19 on Americans' lives

1. What emotions are you experiencing?
2. How do you expect COVID-19 to impact your health and financial wellbeing?
3. Have you already lost income from work?
4. Are you worried about losing your job because of coronavirus?
5. If you lose your job, will you need more education to find a comparable one?
6. Would you plan to change career fields?
7. Do you know where to find the education and training you need?
8. Where would you prefer to get future education or training?



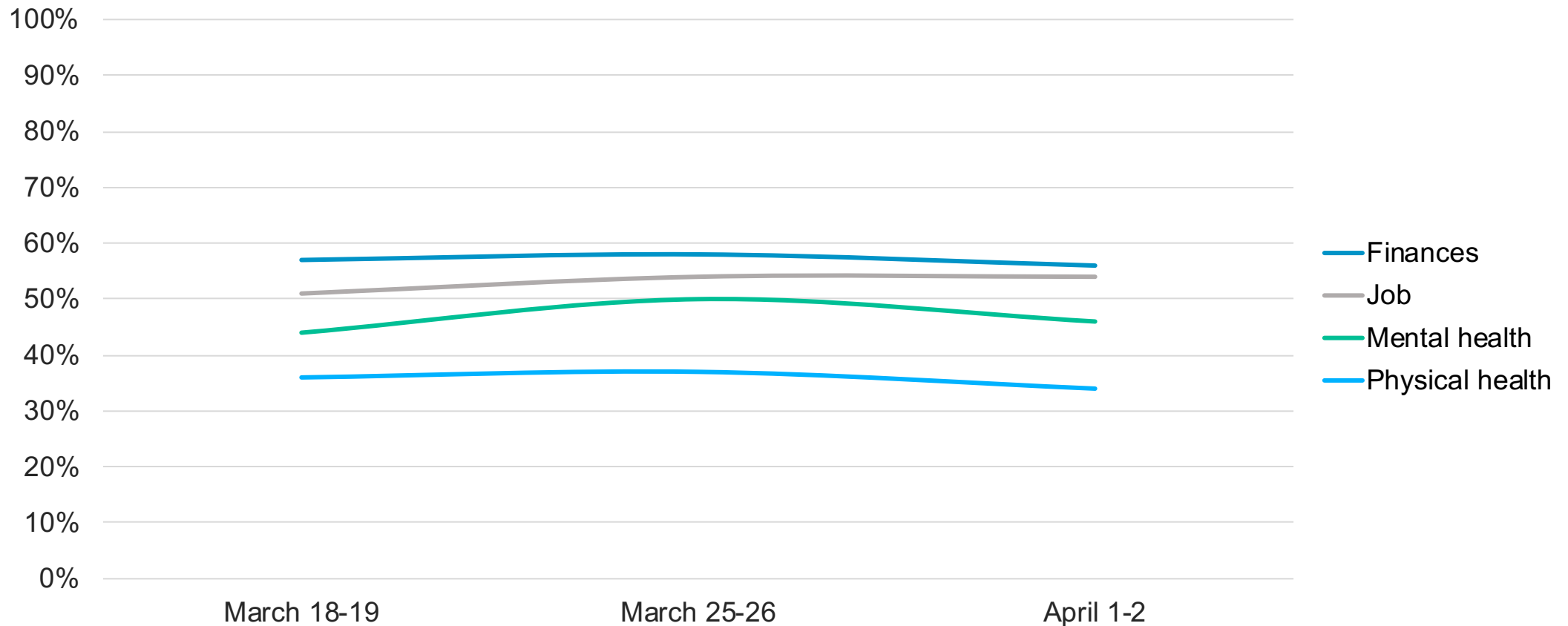
# Americans increasingly feel worried, angry, and scared

Please select the words that best describe the way you feel right now about the virus. Select all that apply.



# Americans expect the pandemic to most negatively impact finances, jobs, and mental health

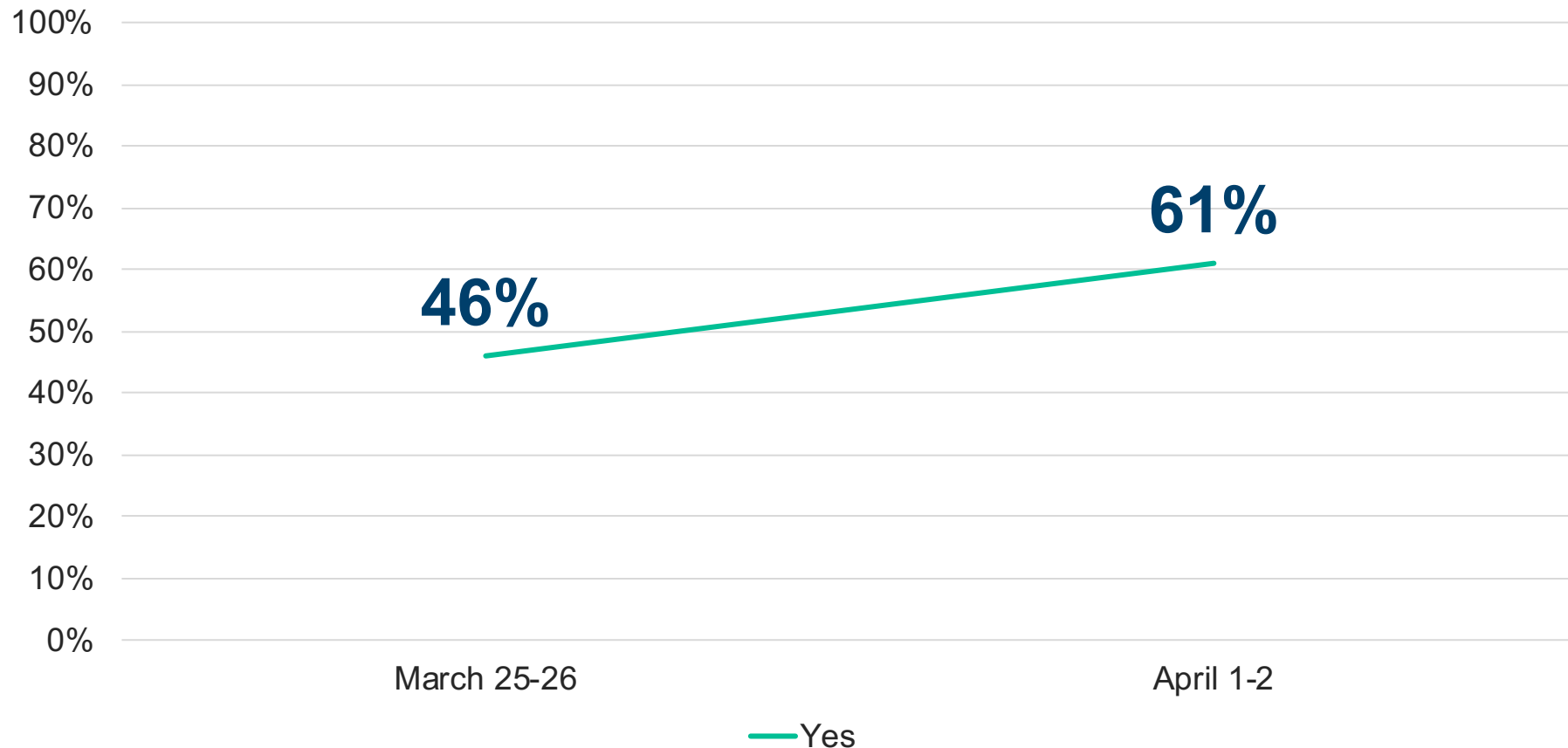
What effect do you think the coronavirus outbreak will have on each of the following parts of your life?  
(% very negative or somewhat negative)



# Work Impact

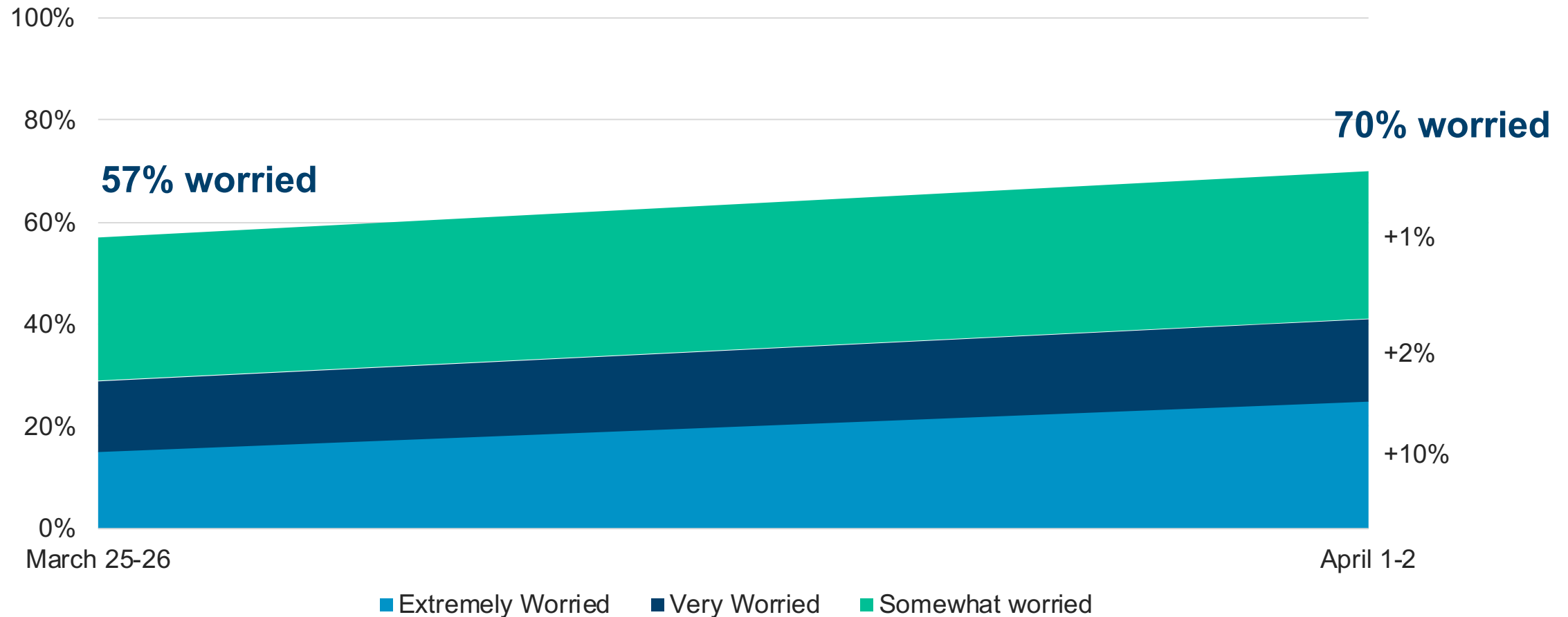
# 61% of Americans have either lost their jobs or had their hours or income reduced, up from 46% last week

Did you lose your job or have your hours or income from work been reduced because of the coronavirus (COVID-19) situation?



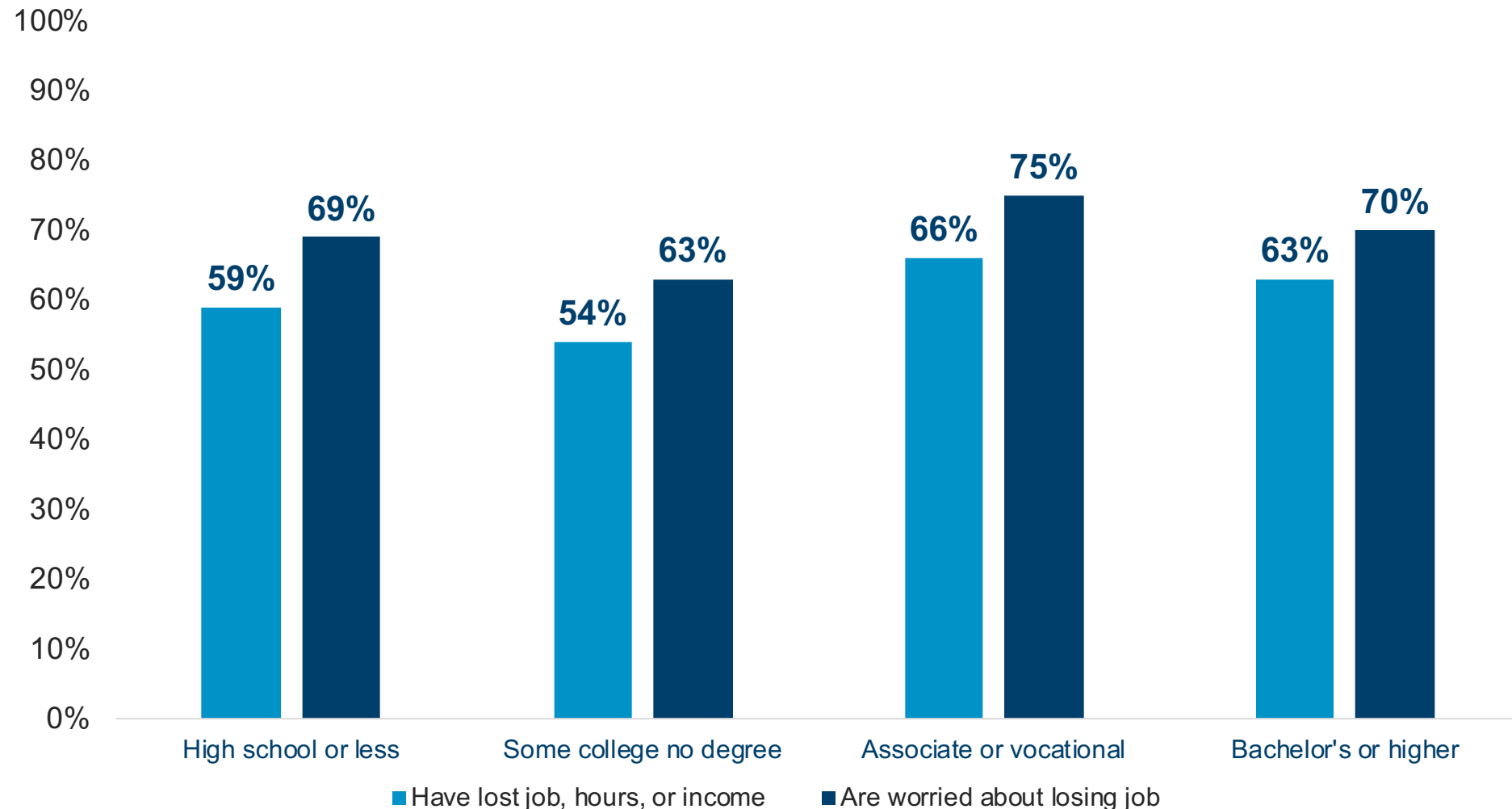
# 70% of Americans are worried that they will lose their jobs as a result of COVID-19, up from 57% last week

How worried are you that you may lose your job as a result of the coronavirus (COVID-19) events, or are you not at all worried?





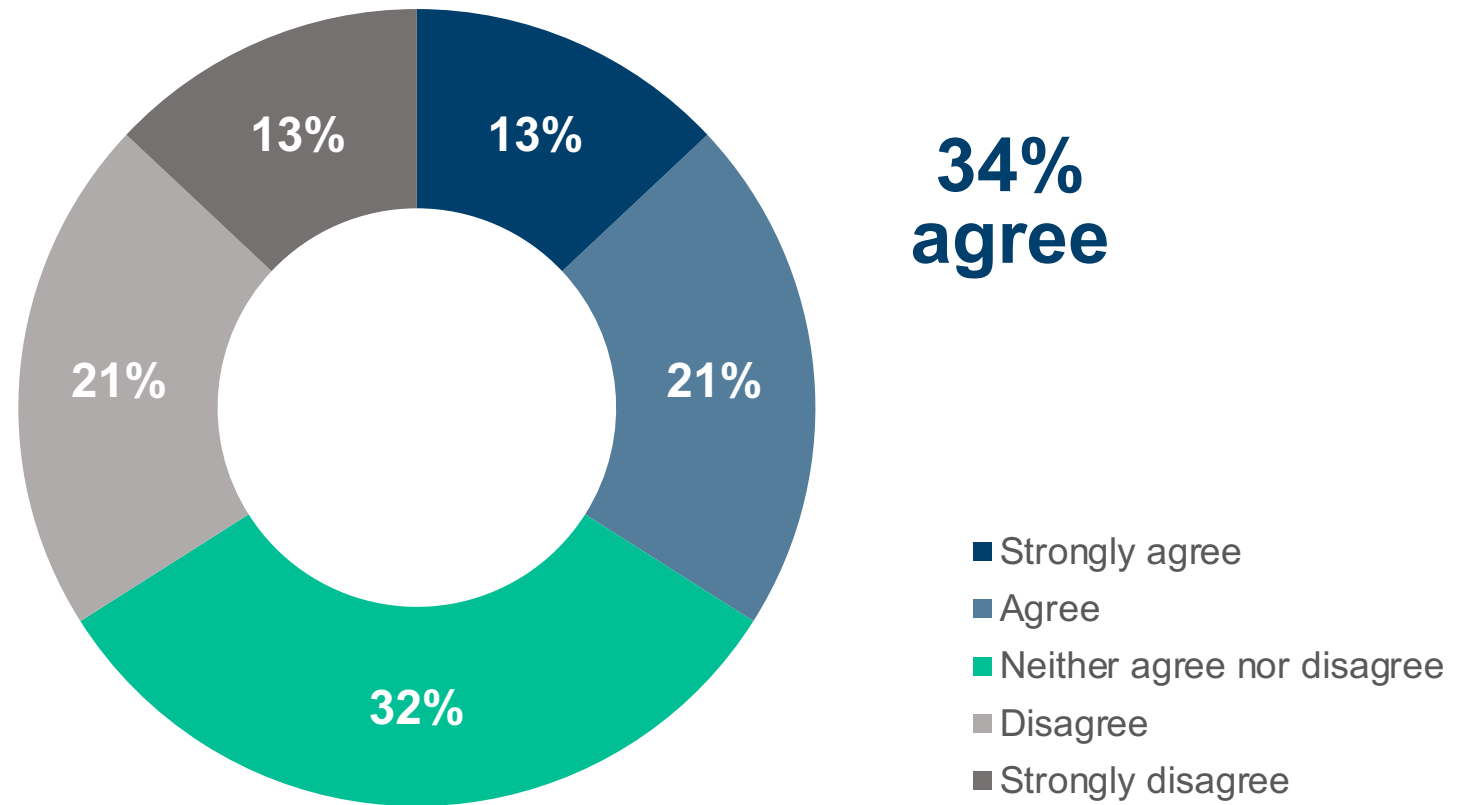
# Americans across all education levels are feeling the work effects of COVID-19



# Future Education

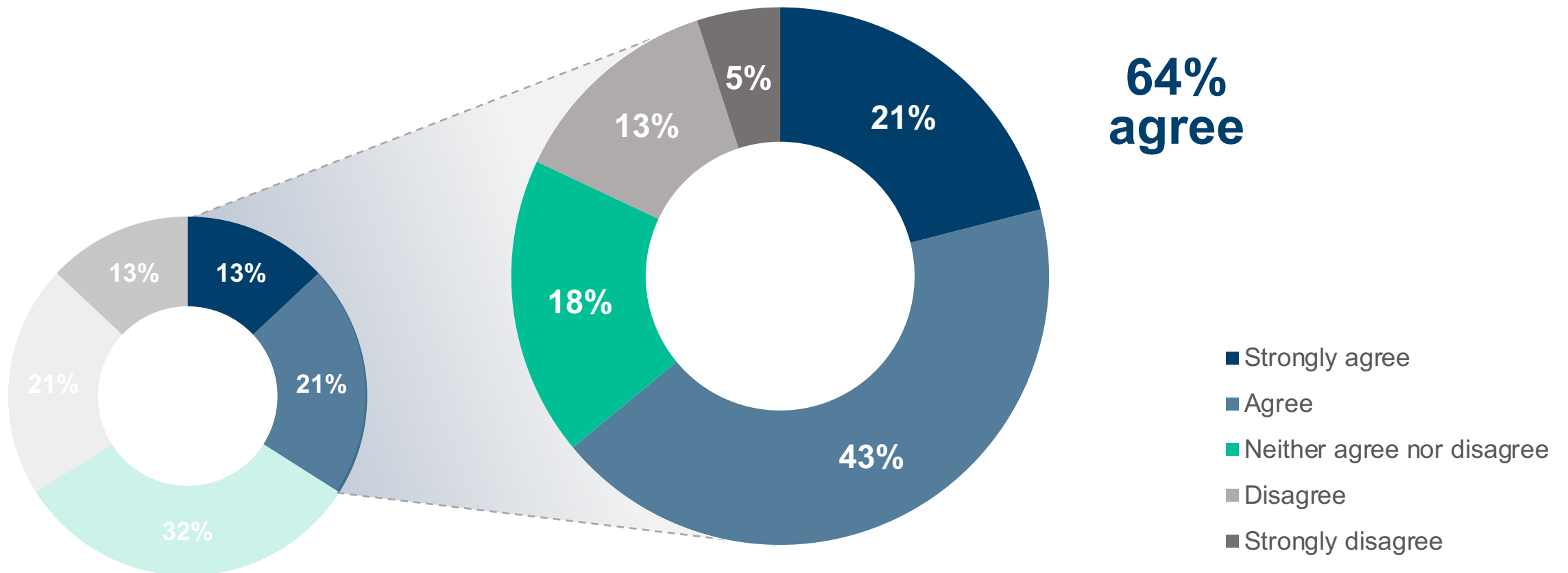
# If they lost a job, 34% of Americans believe they would need more education or training

If I were to lose my job because of coronavirus (COVID-19) events, I will need additional education or training to find another job with the same wages or income.



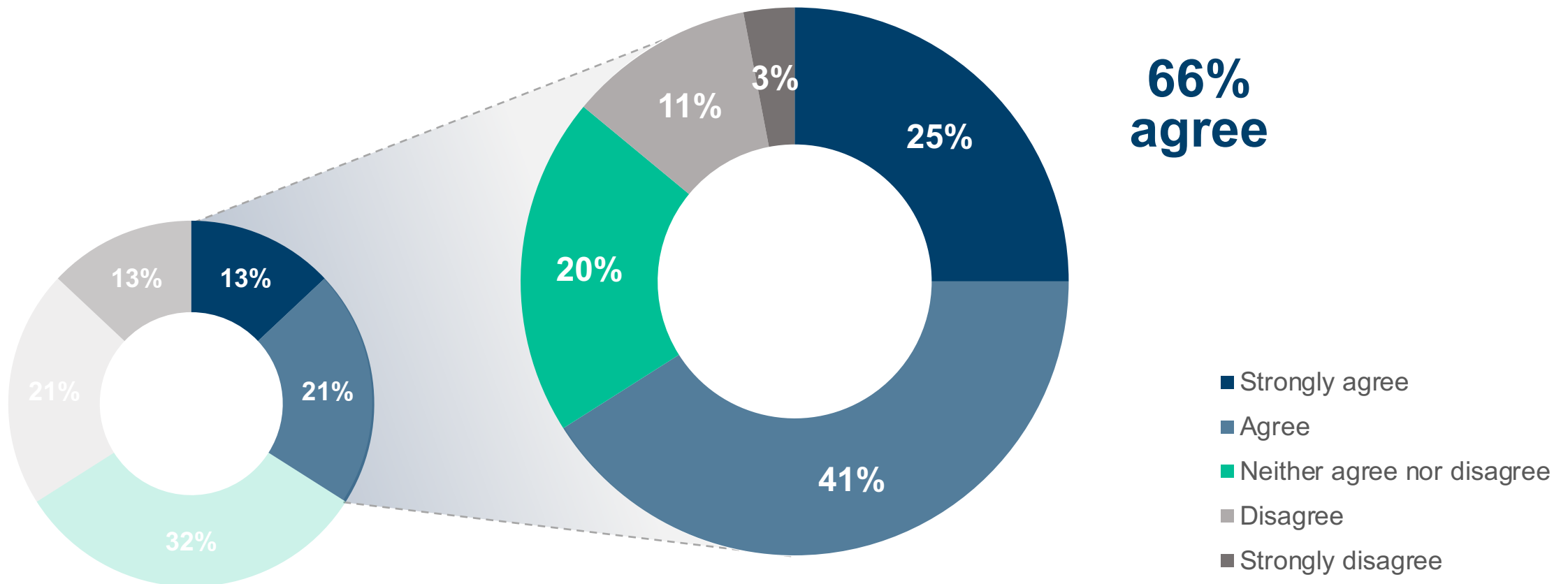
# Of those who believe they need more education or training, 64% would look for a job in a different career field

If I were to lose my job because of coronavirus (COVID-19) events, I would look for a job in a career field that is different from what I currently do.



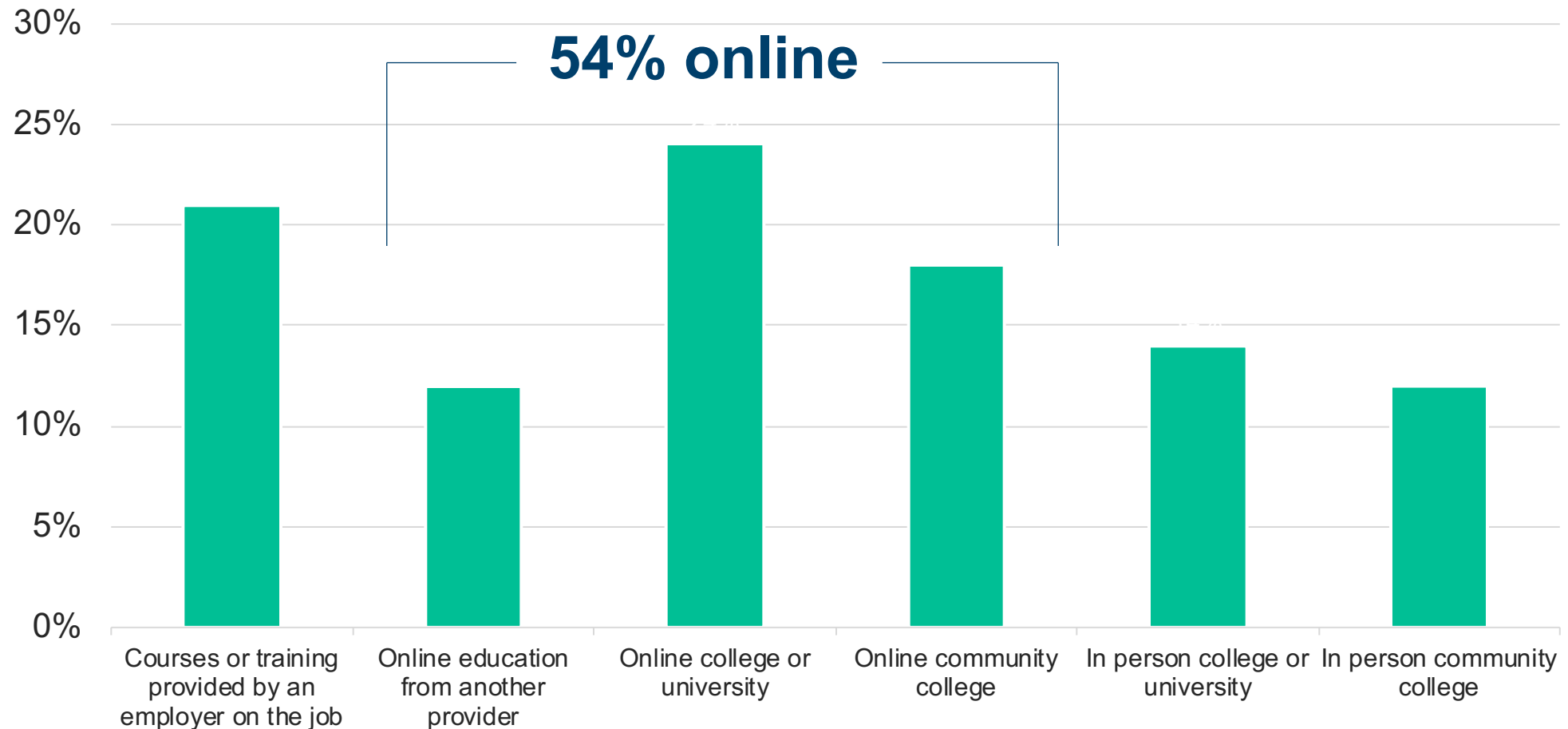
# Of those who believe they need more education or training, 66% are confident they know where to find what they need

If I needed to get new skills for work, I know where to find the education and training I need that would make me an attractive job candidate.



## Of those who believe they would need more education or training, the majority prefer online options

If you had \$5,000 available to invest in your future education or training, where would you prefer to spend it?



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# Methodology

- Weekly tracking of education consumers' perceptions of COVID-19's impact on postsecondary education and work in America, completed by Heart+Mind Strategies in behalf of Strada Education Network's Center for Consumer Insights
- Online survey of Americans ages 18 and above
- Representative of the general population in age, gender, geographic region, and race/ethnicity
- Current report for survey results from April 1-2, 2020; n=1,000. Previous waves: March 25-26, 2020: n=1,006 and March 18-19, 2020: n=1,035.
- A theoretical margin of error based on a probability sample of size 1,000 would be +/- 3.1% at 95% 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.
- Please contact the Strada Center for Consumer Insights with questions or information requests at [consumervoice@stradaeducation.org](mailto:consumervoice@stradaeducation.org) or learn more at [StradaEducation.org/PublicViewpoint](https://StradaEducation.org/PublicViewpoint)

