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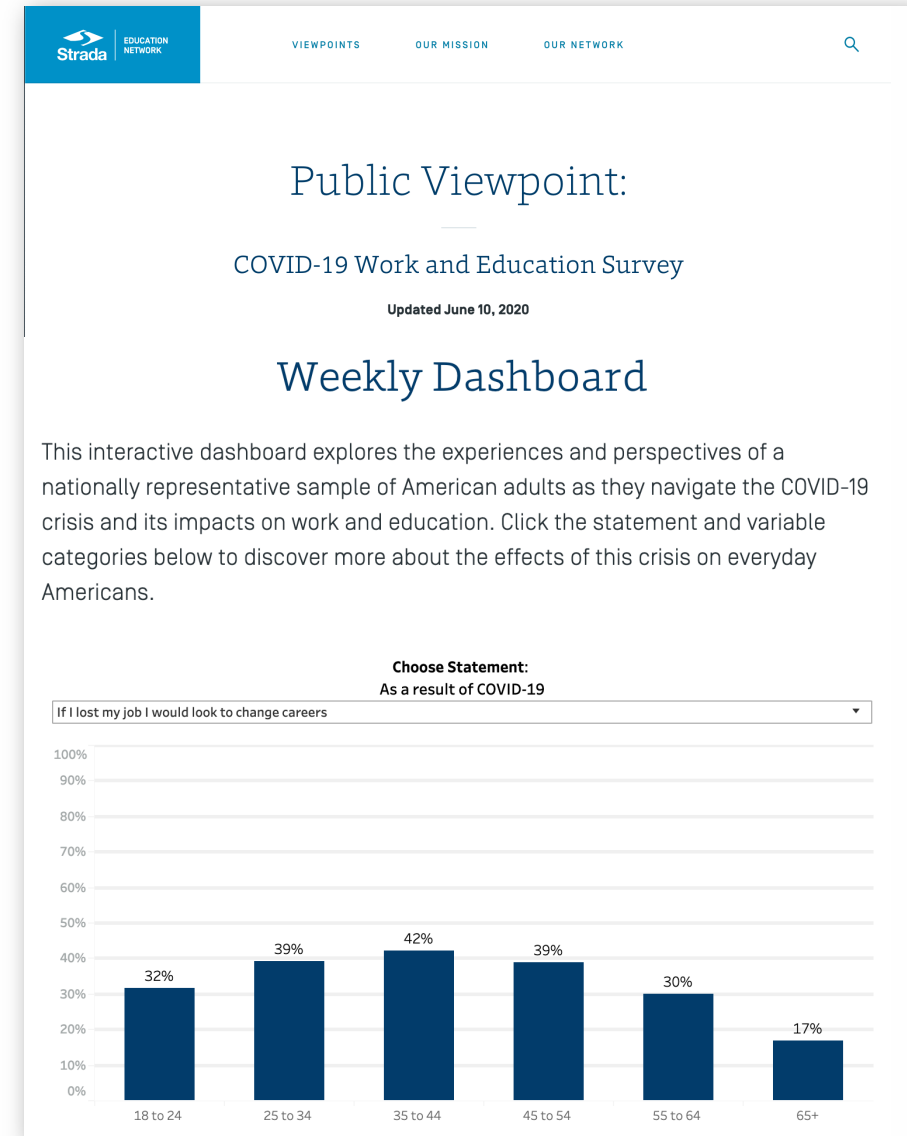
Public Viewpoint: COVID-19 Work and Education Survey

Reskilling and Changing Careers in the Midst of COVID-19

June 24, 2020

Public Viewpoint

- A weekly survey of 1,000 American adults that is representative of the population on the basis of:
 - Age
 - Gender
 - Educational attainment
 - Race/ethnicity
 - Nine geographic census regions
- 11,000+ responses from March 25-June 11 combined for group comparisons
- Weekly surveys, March 25-May 28
- Biweekly surveys, June-October



Key Topics from Prior Weeks

Work Impact of COVID-19

Education Disruption

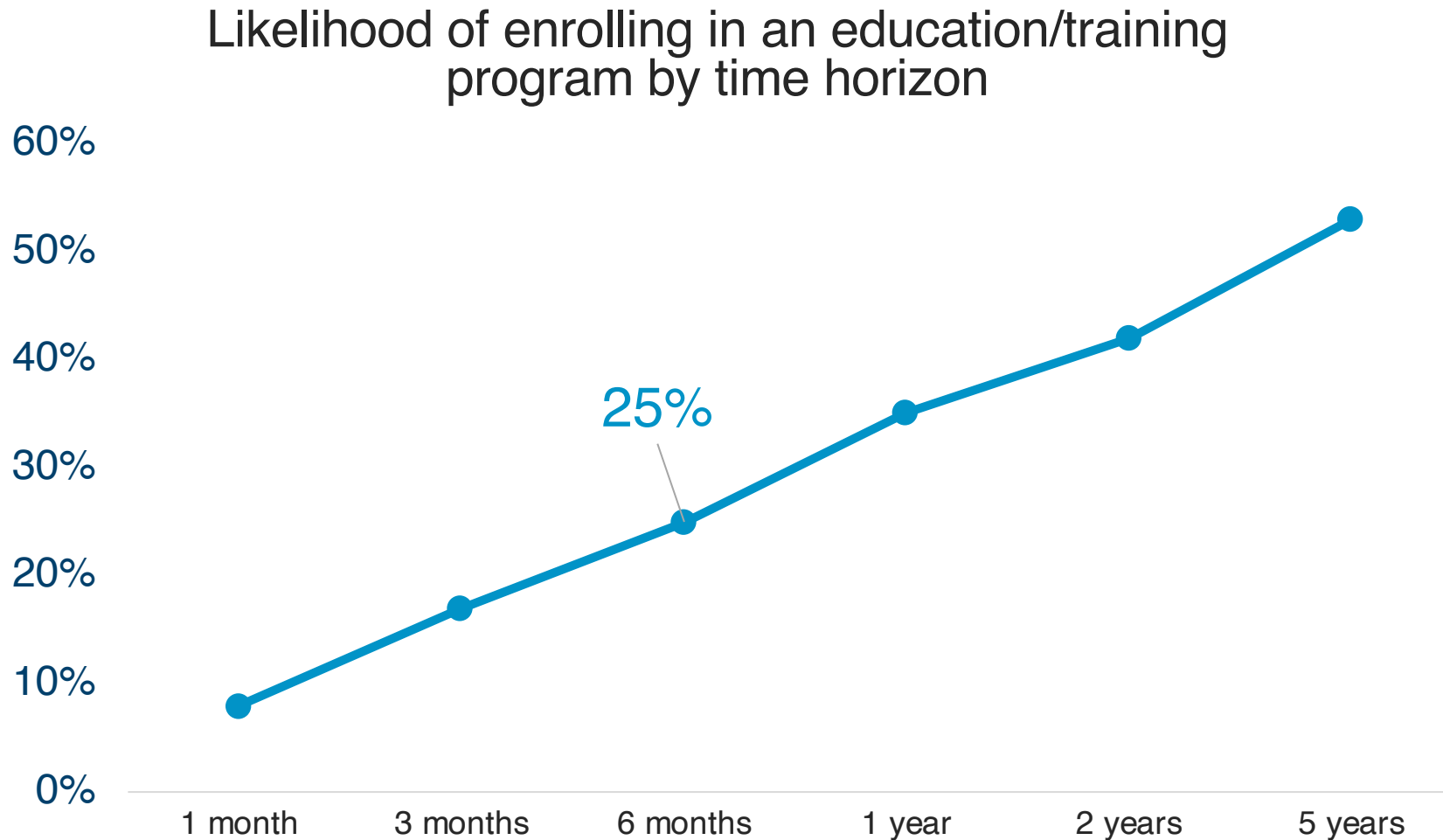
Disproportionate Impact on
Communities of Color

Differential Impact by
Generation

Future Education Plans

New Jobs

25% of adults plan to enroll in an education or training program within the next six months



This Week's Theme: Workers Looking to Reskill

1. Who is most interested in changing job fields?
2. Which fields are workers looking to move into?
3. What is motivating them to make a change?
4. What are their perspectives with respect to education and training?

Key Findings

1. **One out of three workers say they would change their field of work if they lost their job.** Interest in changing fields is especially high for workers with a bachelor's degree or higher (39%) but also robust for workers with a high school degree or less (33%).
2. **Workers interested in changing job fields say they are most likely to transition into information technology, finance, or business fields such as human resources, consulting, and communication.** Among workers interested in changing fields, 18 percent say they are interested in a career in business; 14 percent want to work in information technology; and 9 percent want to work in finance.
3. **Workers' motivations for wanting to change fields are split evenly between those wanting to earn more money or climb a career ladder and nonfinancial motivations such as more autonomy, better fit, or more meaningful work.** Half of workers looking to change fields said earning more money (34%), having a more stable paycheck (8%), or having more opportunities to advance (9%) were their primary motivations, while 30 percent of these workers wanted a better fit or more purposeful work and 18 percent wanted more control over their work lives.
4. **While many workers who are looking to make a career transition need to reskill, less than half of Americans say they have access to the education and training they want.** Americans with a bachelor's degree are more likely to say they have access to the education and training they want (55%), compared to those with a high school education or less (38%).
5. **Americans strongly prefer nondegree programs, skills training, and online learning over the alternatives.** Sixty-two percent prefer nondegree and skills training options over degree programs. Forty-six percent prefer online learning programs, compared to 30 percent who prefer in-person programs and 23 percent who prefer employer-based programs.

Job Field Descriptions

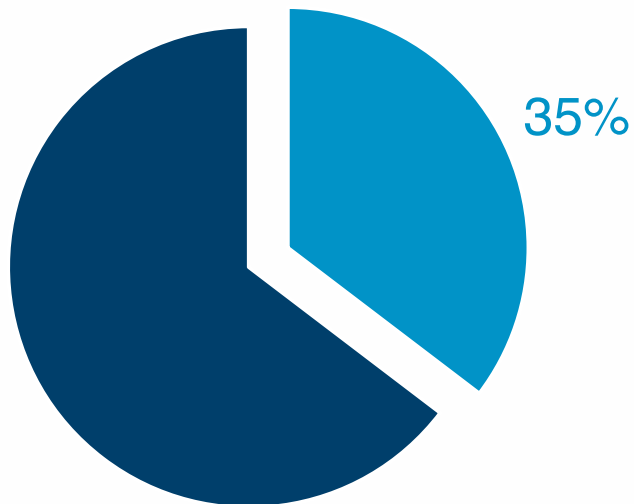
	Job Field	Subcategories/Example Jobs
1	Information technology	Tech support, computer program, telecommunications workers
2	Manufacturing	Assemblers, machinists
3	Finance	Accountants, loan officers, tellers
4	Education	Teachers, college faculty, K-12 and higher education administrators
5	Health care	Nurses, doctors, allied health
6	Transportation/utilities	Truck drivers, electrical powerline installers/repairers
7	Retail	Retail workers, cashiers
8	Construction/extraction	Construction workers, skilled trades, agriculture, mining
9	Government	Public servants, defense, aerospace
10	Leisure/hospitality	Restaurants, food, hotel workers, sports, airlines and travel, casinos
11	Business	Human resources, consulting and business services, insurance, real estate, communication, organization, sales
12	Personal care/services	Barbers, childcare, fitness trainers, skincare

Interest in Changing Job Fields

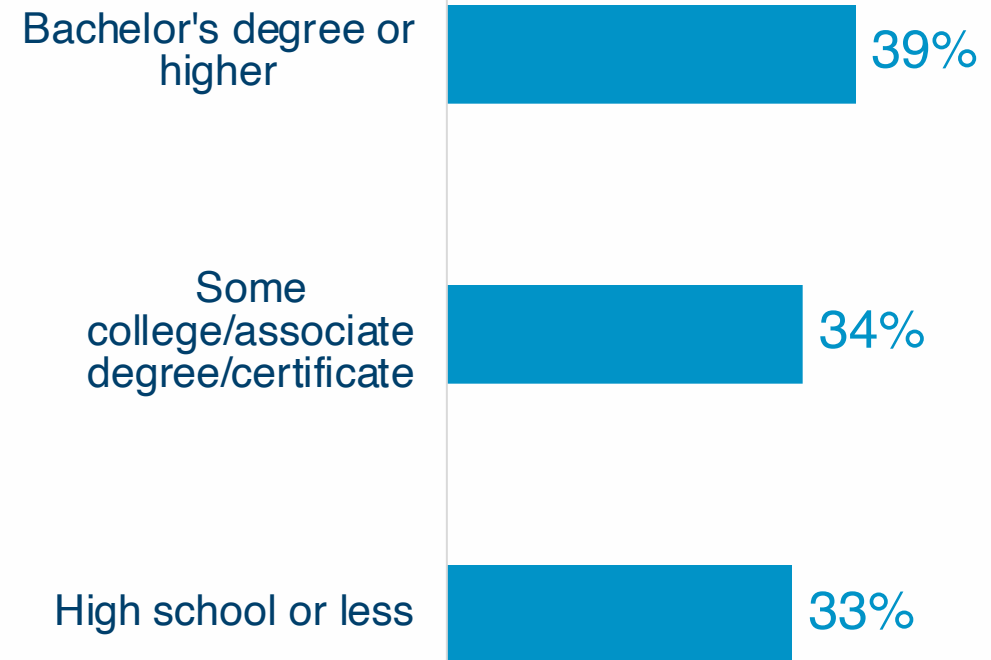
35% of workers say they would change job fields if they lost their job

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

Share of workers planning to change fields if they lose their job

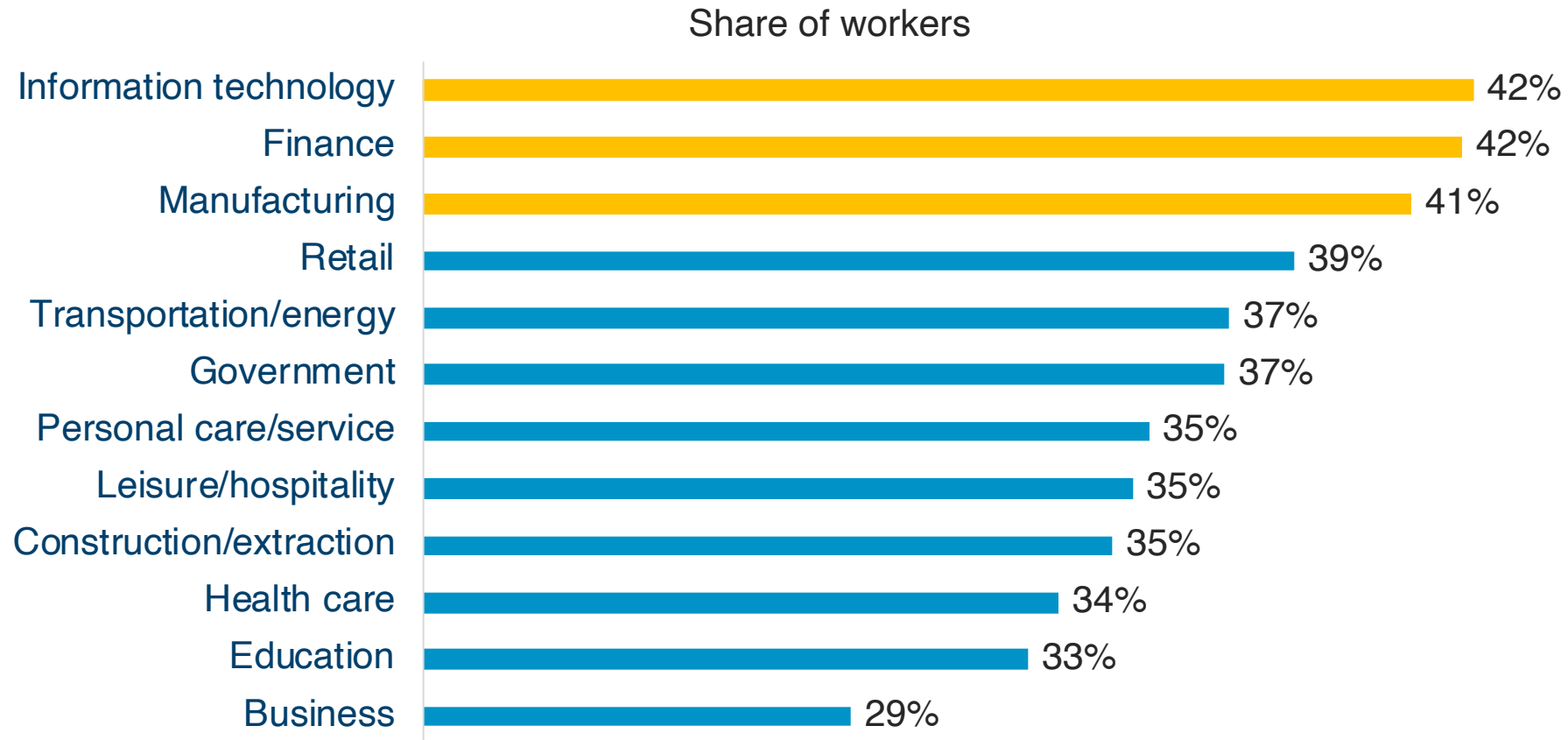


Share of workers planning to change fields if they lose their job



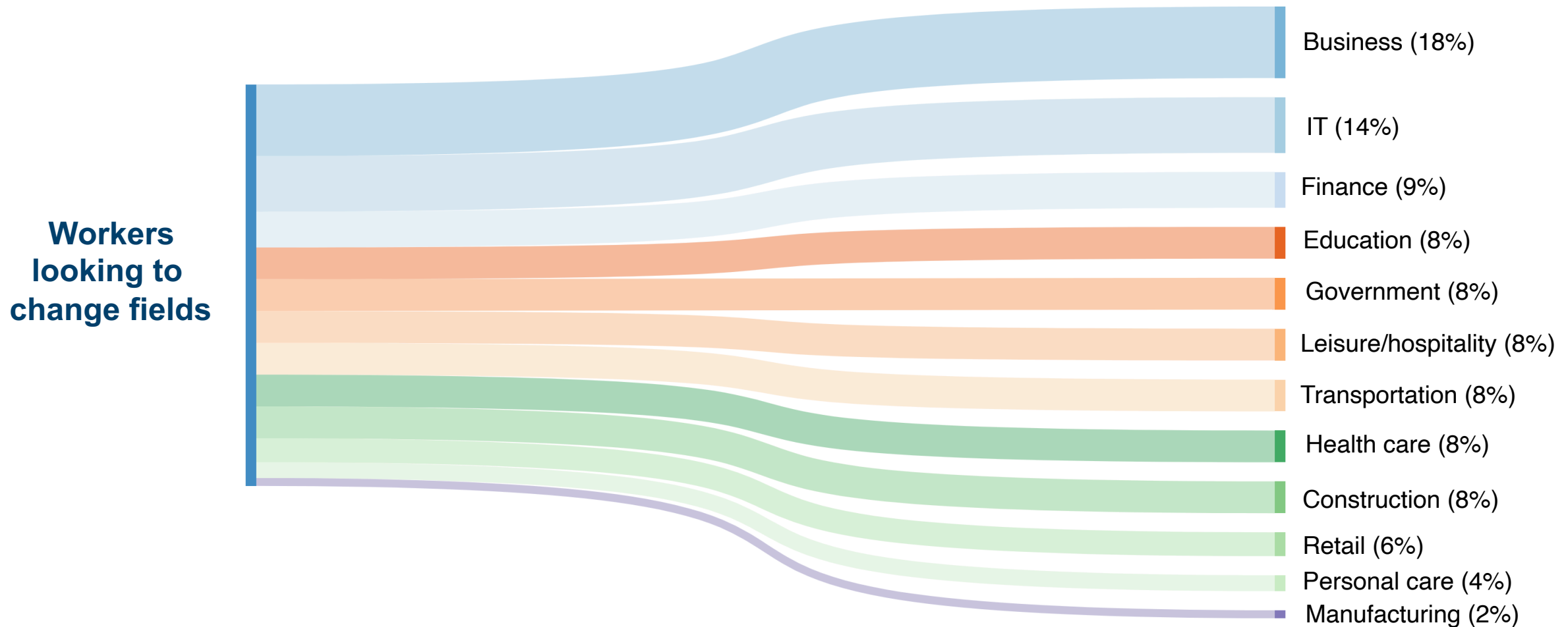
Workers in information technology, finance, and manufacturing jobs are the most likely to say they would change fields

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



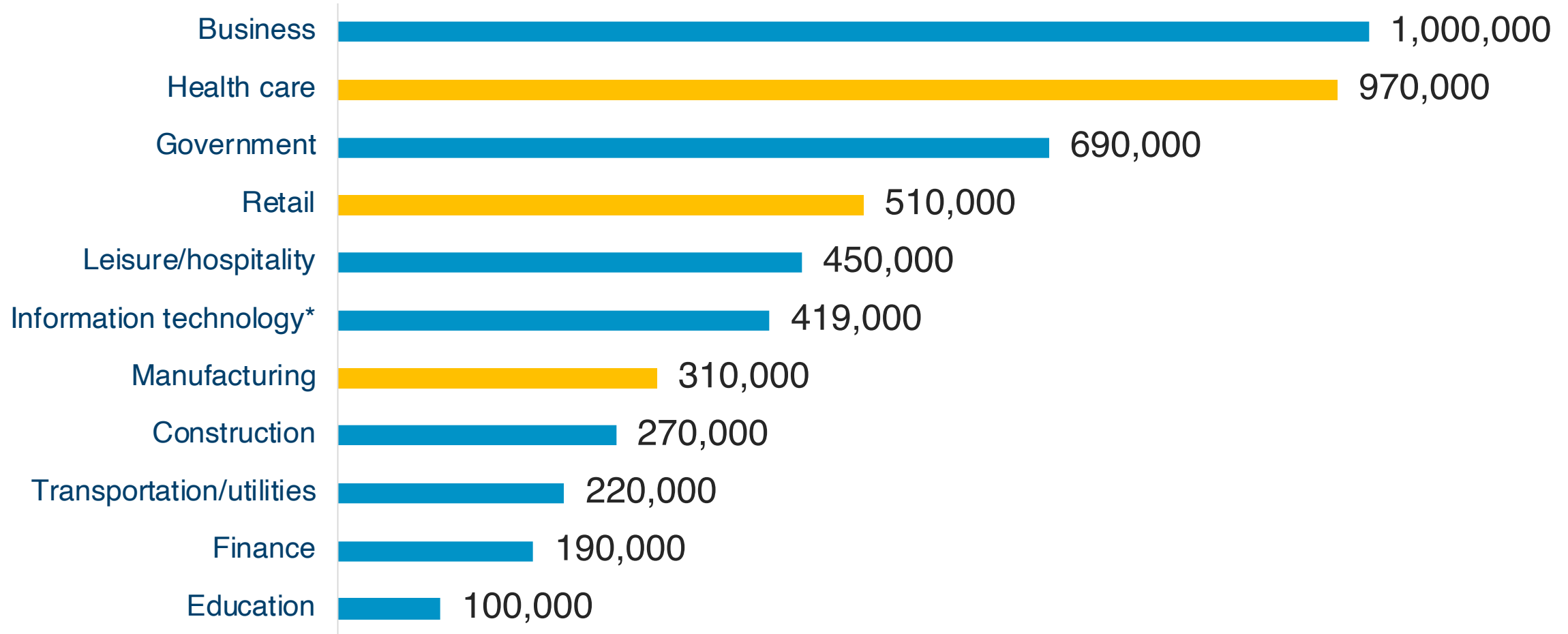
Workers looking to change fields are most interested in transitioning into business and information technology

If you were to lose your job, which industry/sector would you be interested in working in? Please rank your top 3 choices.



Health care, retail, and manufacturing have many job openings relative to workers' interest in transferring into these fields

Job openings (April 2020)



Source: Strada Center for Consumer Insights analysis of data from the Bureau of Labor Statistics' Job Openings and Labor Turnover Survey (JOLTS), April 2020. <https://www.bls.gov/jlt/> **IT openings are from Emsi's job posting analytics: www.economicmodeling.com

Motivations for Changing Job Fields

Motivations for Changing Fields

If you were to change your field of work, what would be the most important reasons?
Please rank your top 3 choices.

FINANCIAL / ADVANCEMENT

- Earn more money
- Have more opportunities to advance
- Have a more consistent paycheck

CONTROL

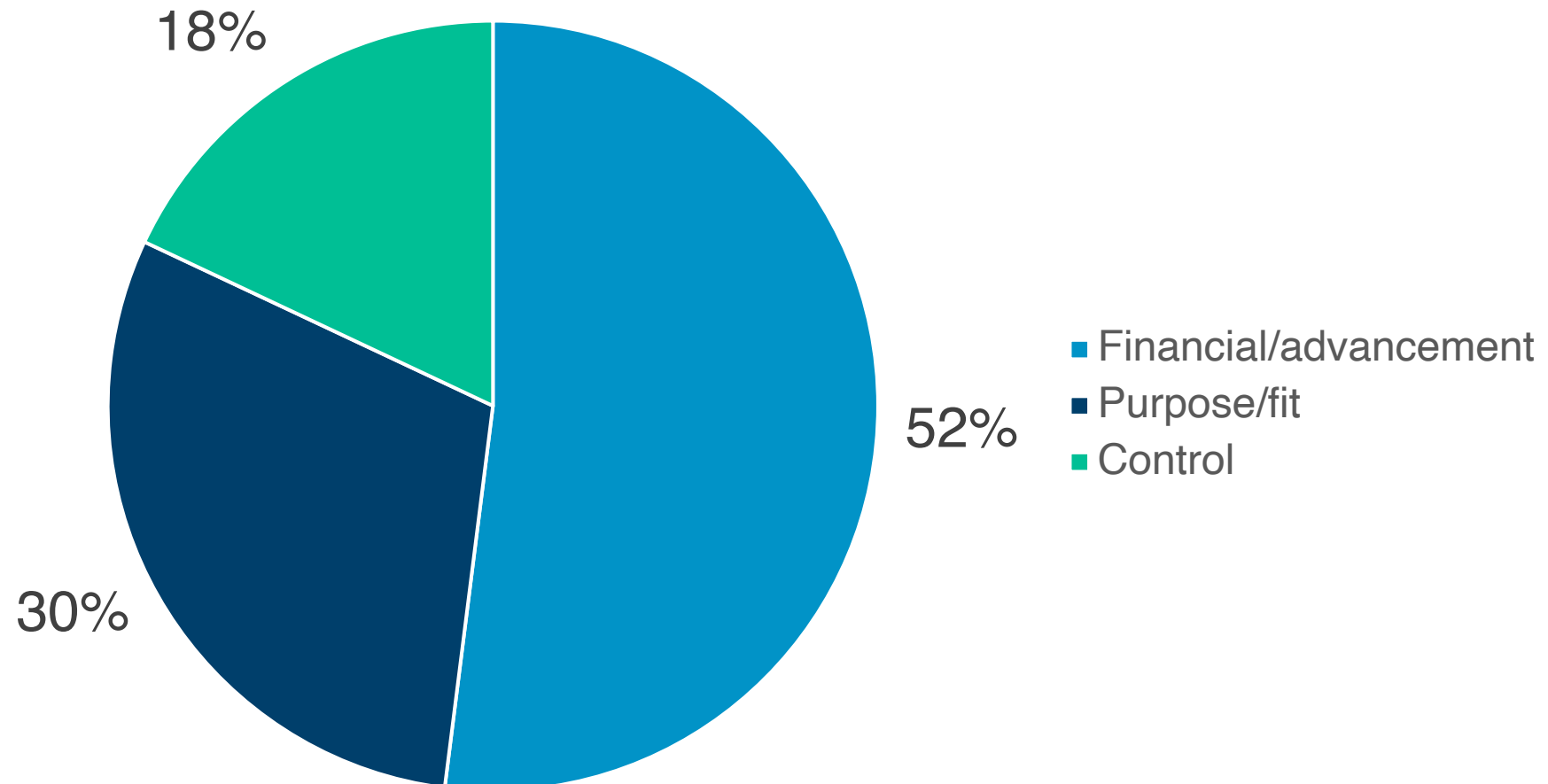
- Have more control over my workload and schedule
- Reduce my stress from work

PURPOSE / FIT

- Do work that helps more people
- Do work that is more stimulating
- Find a better fit for my talents

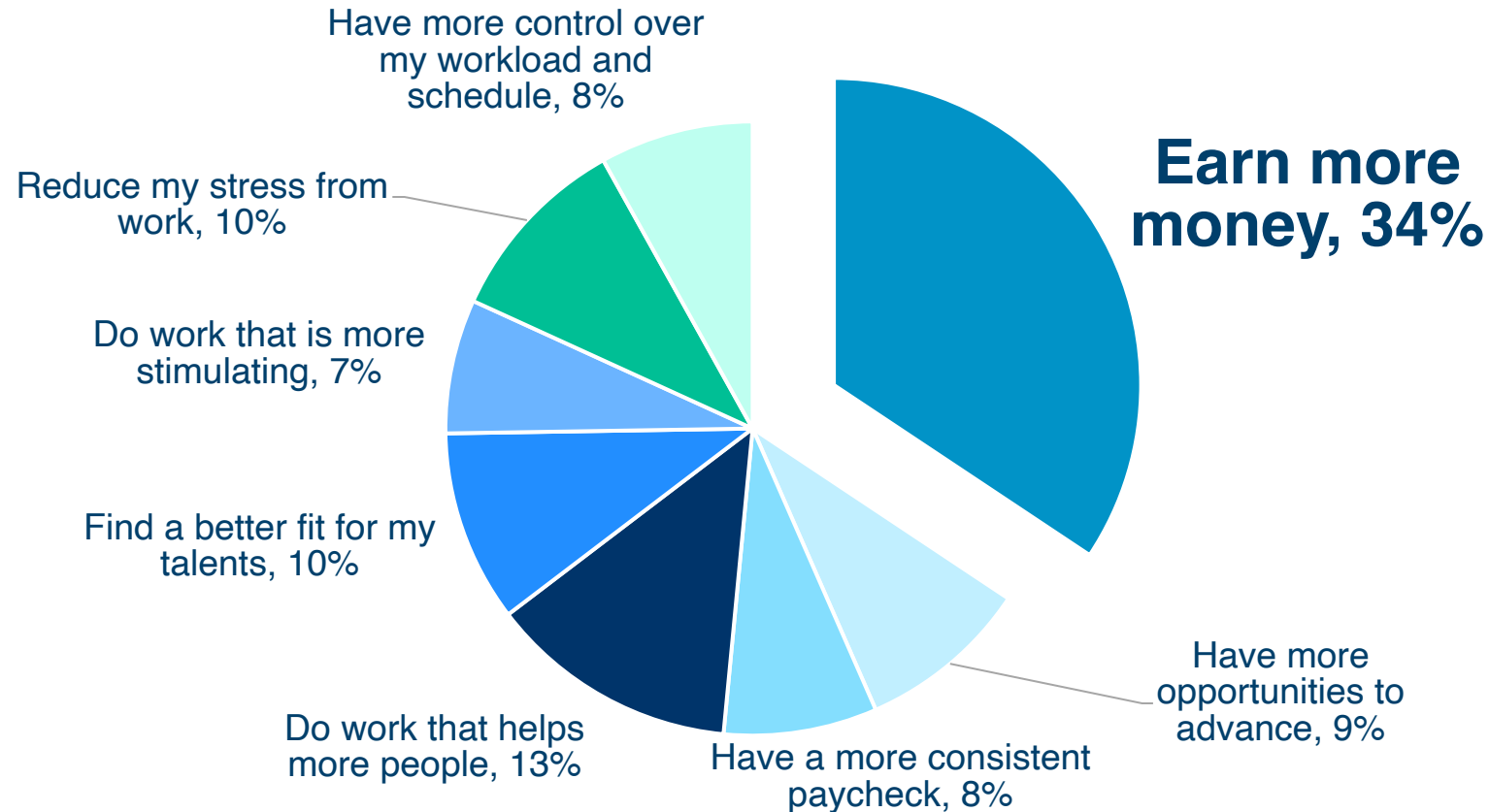
Half of workers are motivated primarily by improving their finances or advancing their career

Most important reason for wanting to change job fields



It's not just the money: Two out of three workers say their primary motivation for changing fields is not earning more money

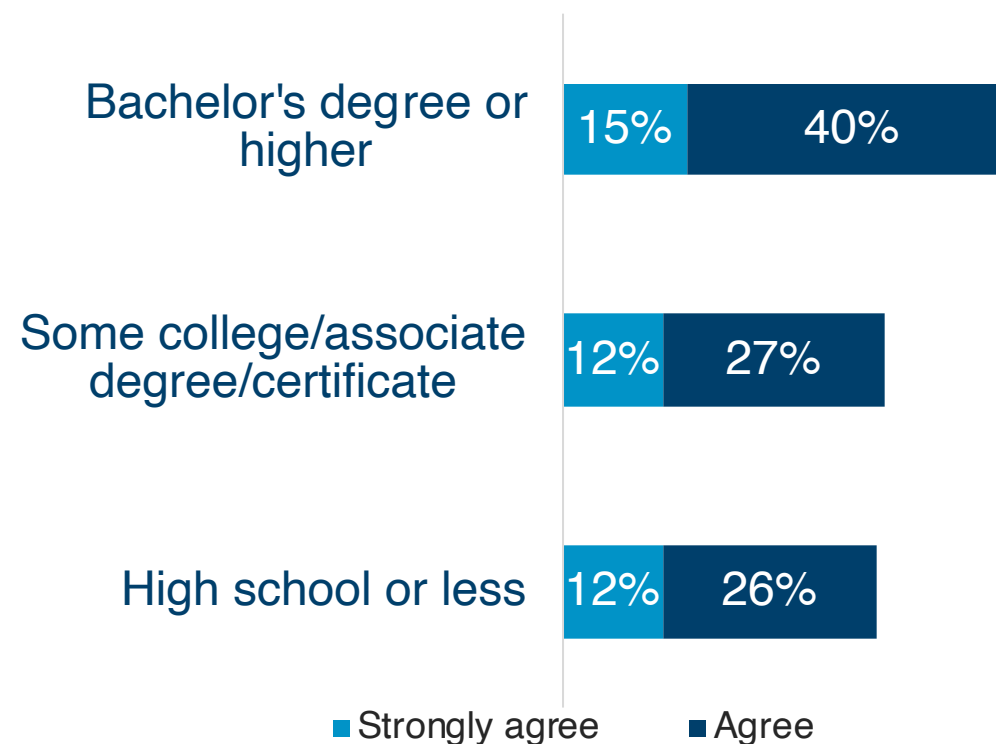
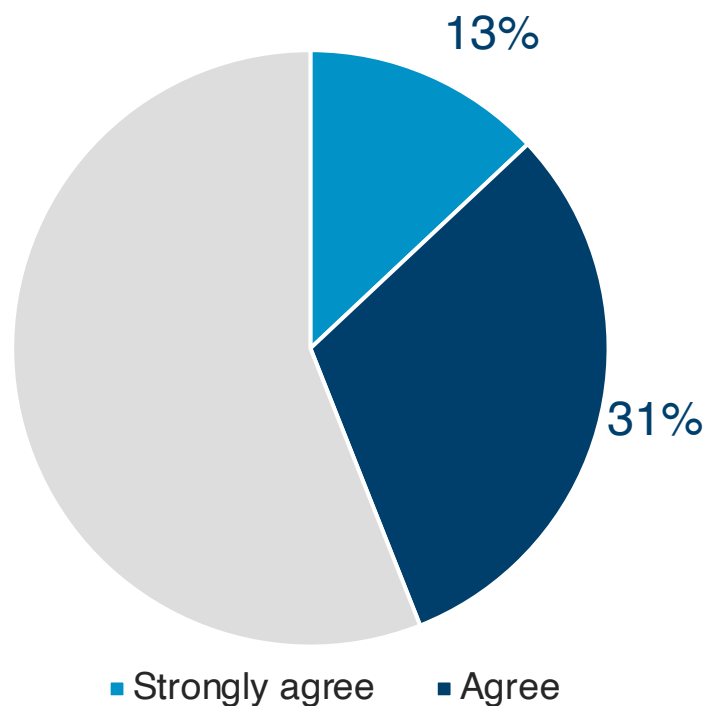
Most important reason for wanting to change job fields



Education Perspectives

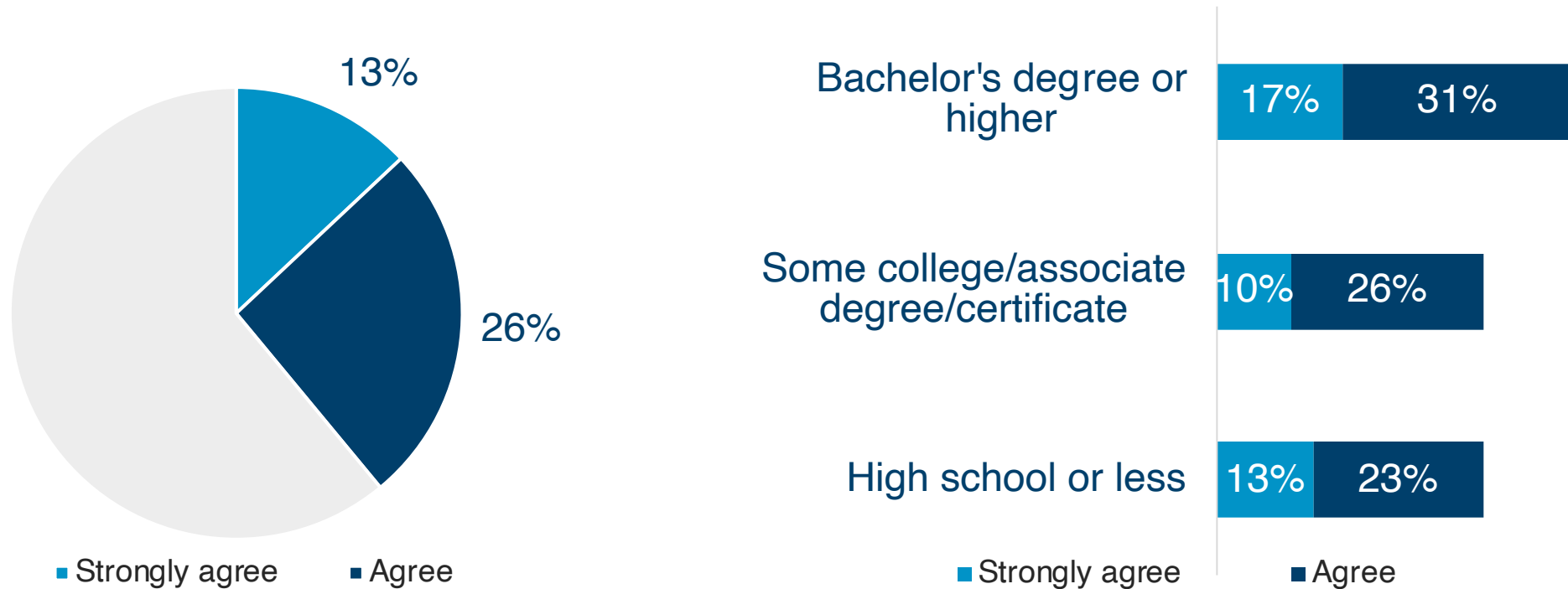
Less than half of Americans have access to the education and training they want

Do you agree or disagree with the following statements? I can access the education or training I want.



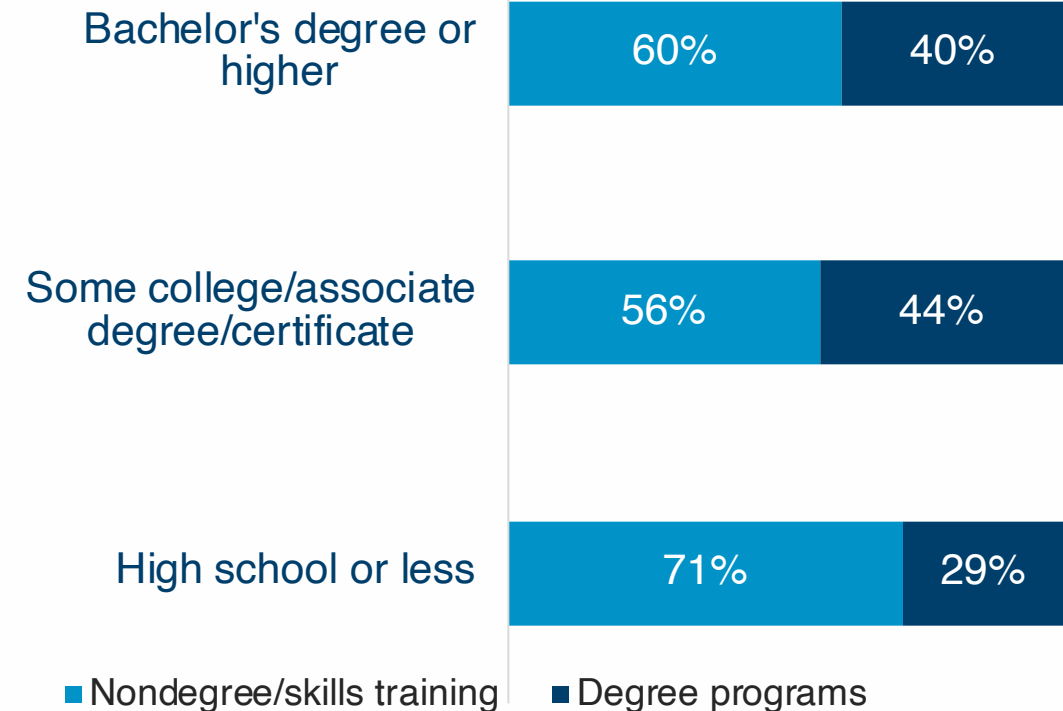
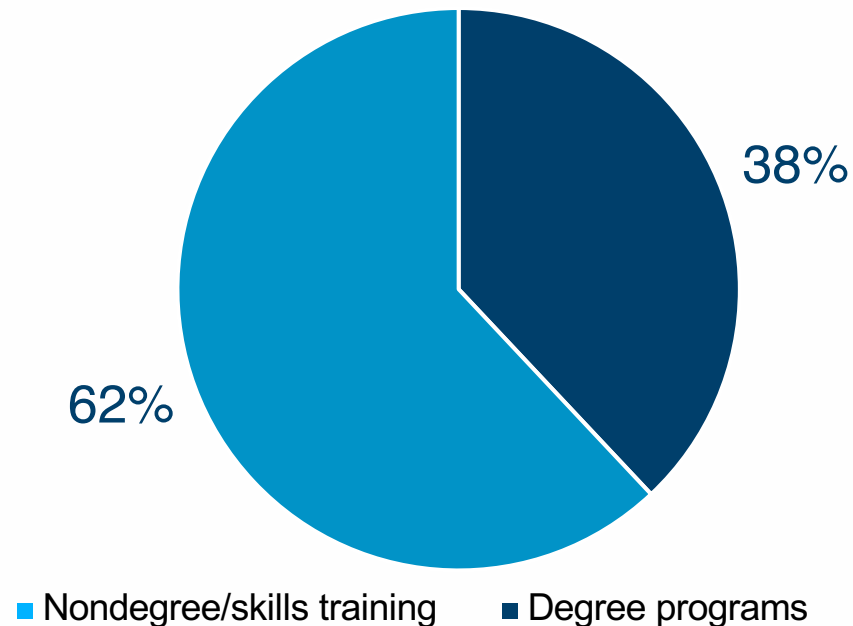
Only 39% of Americans believe getting more education would be worth it

Do you agree or disagree with the following statements? Getting more education or training would be worth the cost.



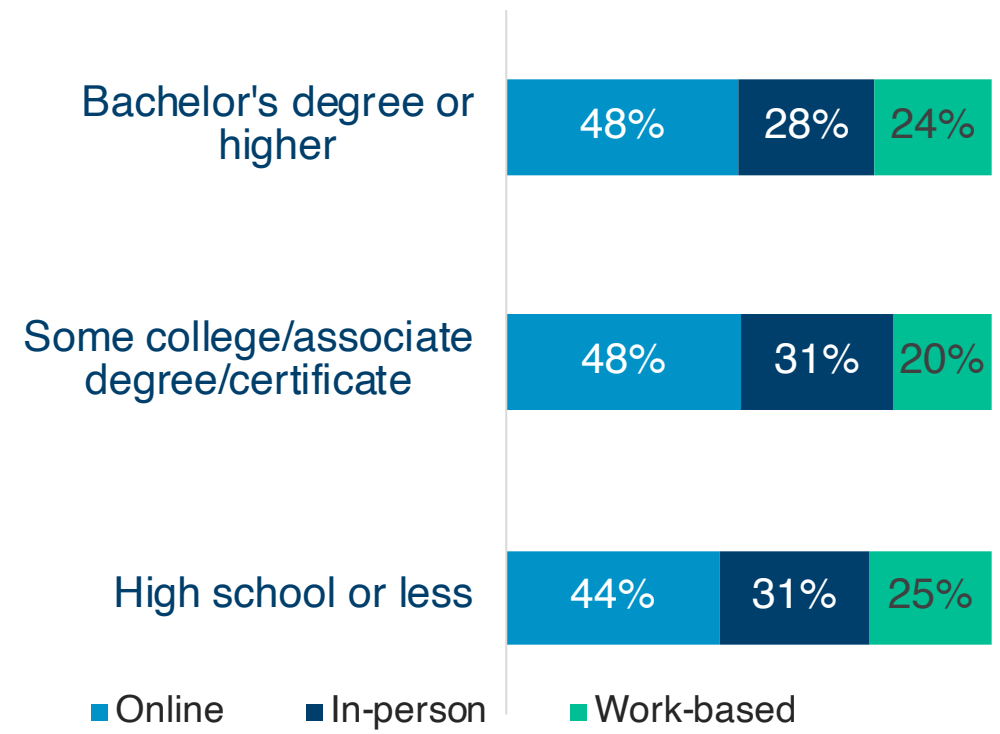
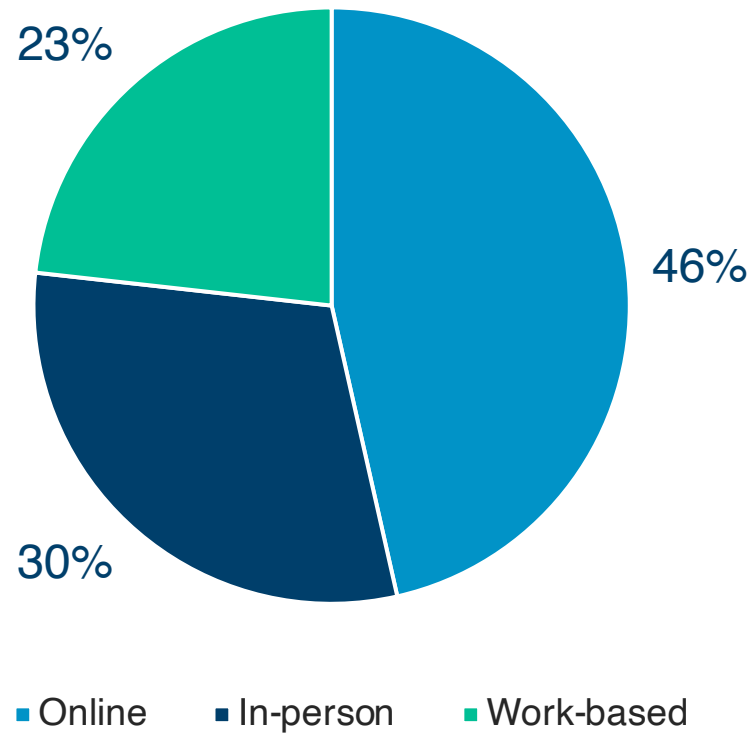
The majority of Americans, especially those with a high school education or less, prefer nondegree programs and skills training options over degree programs

If you were to enroll in additional education or training sometime within the next six months, what would be your goal?

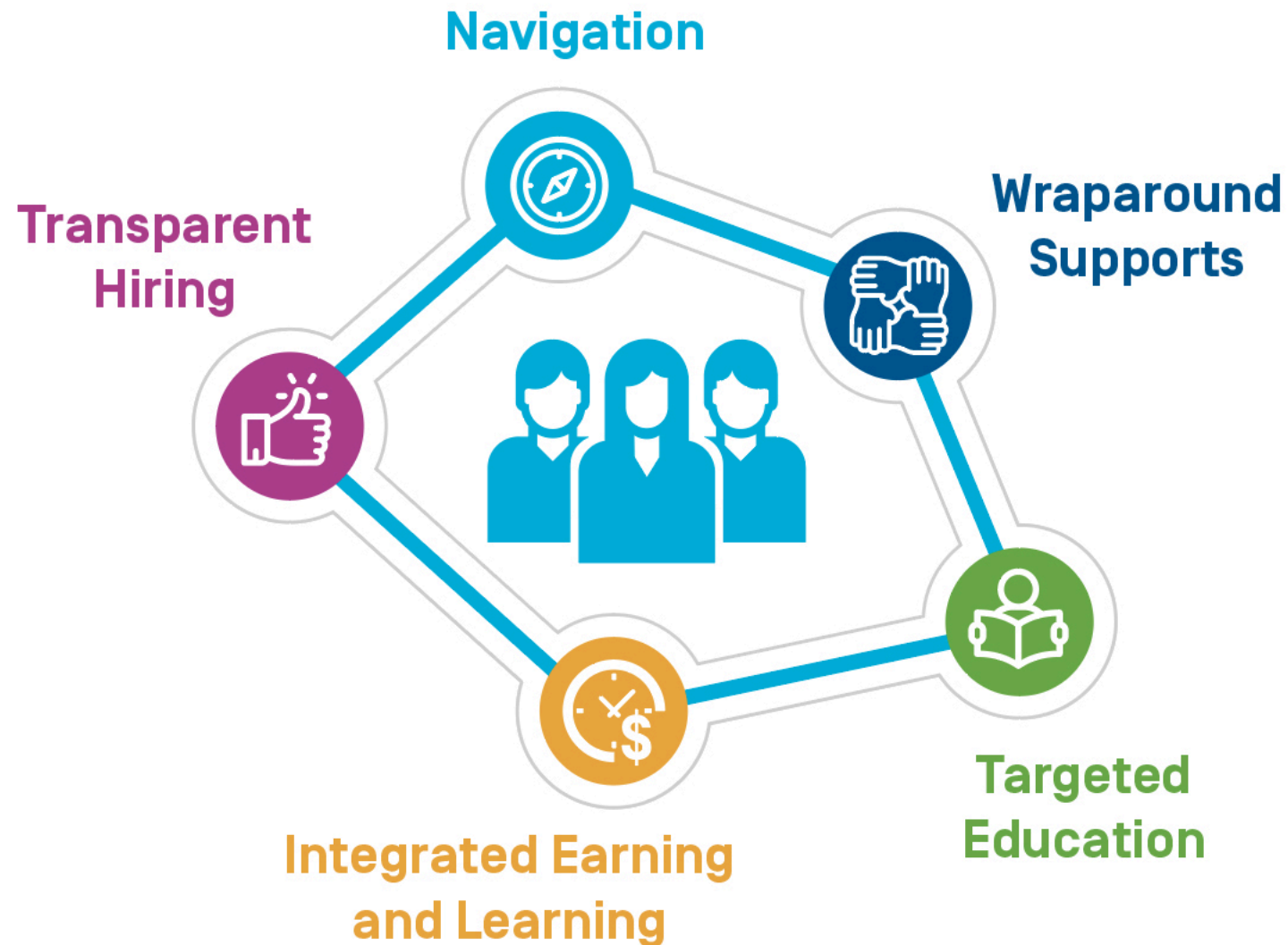


Americans mostly value online options over in-person or work-based learning

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



Millions of workers will be looking to reskill or upskill.
Are learning providers prepared to adapt?



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

Methodology

- Weekly tracking 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–June 11: n = 11,064
- 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 Strada Center for Consumer Insights with questions or information requests at consumervoice@stradaeducation.org or learn more at StradaEducation.org/PublicViewpoint.