



CENTER FOR EDUCATION
CONSUMER INSIGHTS™

Public Viewpoint: COVID-19 Work and Education Survey

Confidence in Education's Promise: Perspectives on Access and Barriers to Good Jobs

Nov. 12, 2020

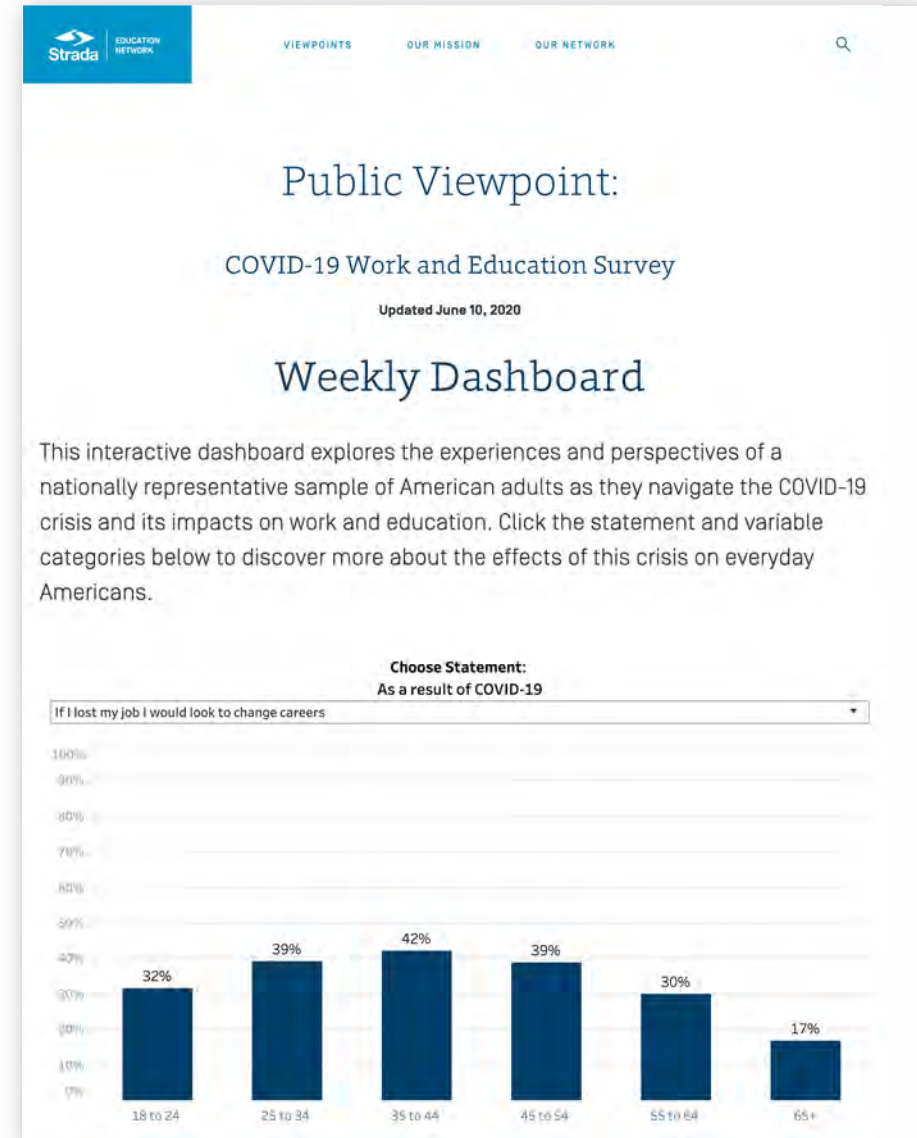


CENTER FOR EDUCATION
CONSUMER INSIGHTS™

Public Viewpoint

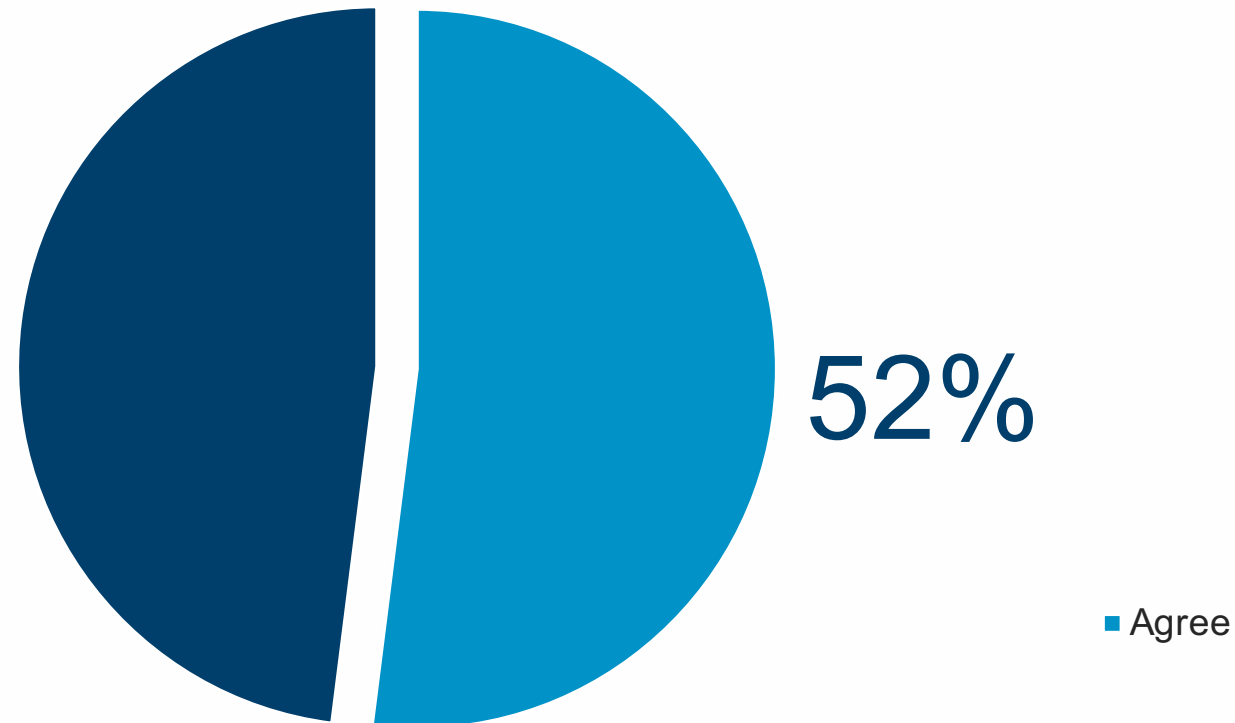
A regular survey of 1,000 American adults that is representative of the population on the basis of:

- Age.
 - Gender.
 - Educational attainment.
 - Race/ethnicity.
 - Nine geographic census regions.
-
- 21,000+ responses from March 25 to Oct. 29
 - Weekly surveys, March 25-May 28
 - Biweekly surveys, June-October



Half of Americans don't believe a good job is within their reach or that they can advance their careers

Finding a good job is difficult/my opportunities to advance at work are limited.



Many Americans feel powerless over their ability to get a good job or advance in their career

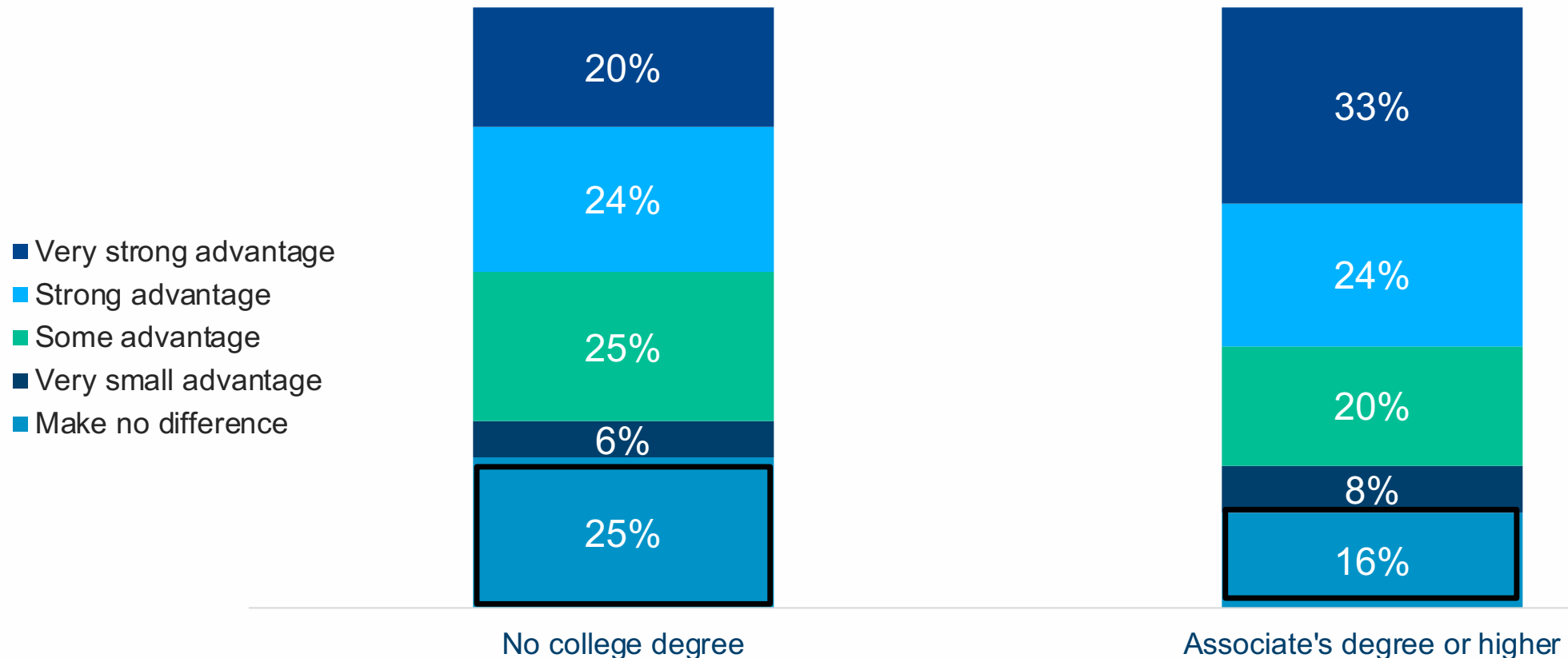
Thinking about why you may feel your opportunities to advance at work or find a good job may be limited, please rate each of the following for how well they describe your situation:



Responses aggregated and includes well/very well. Strada Center for Consumer Insights Public Viewpoint surveys, Oct. 14-Oct. 29, 2020.
Base: non-retired adults, 18 and older, n=1,129.

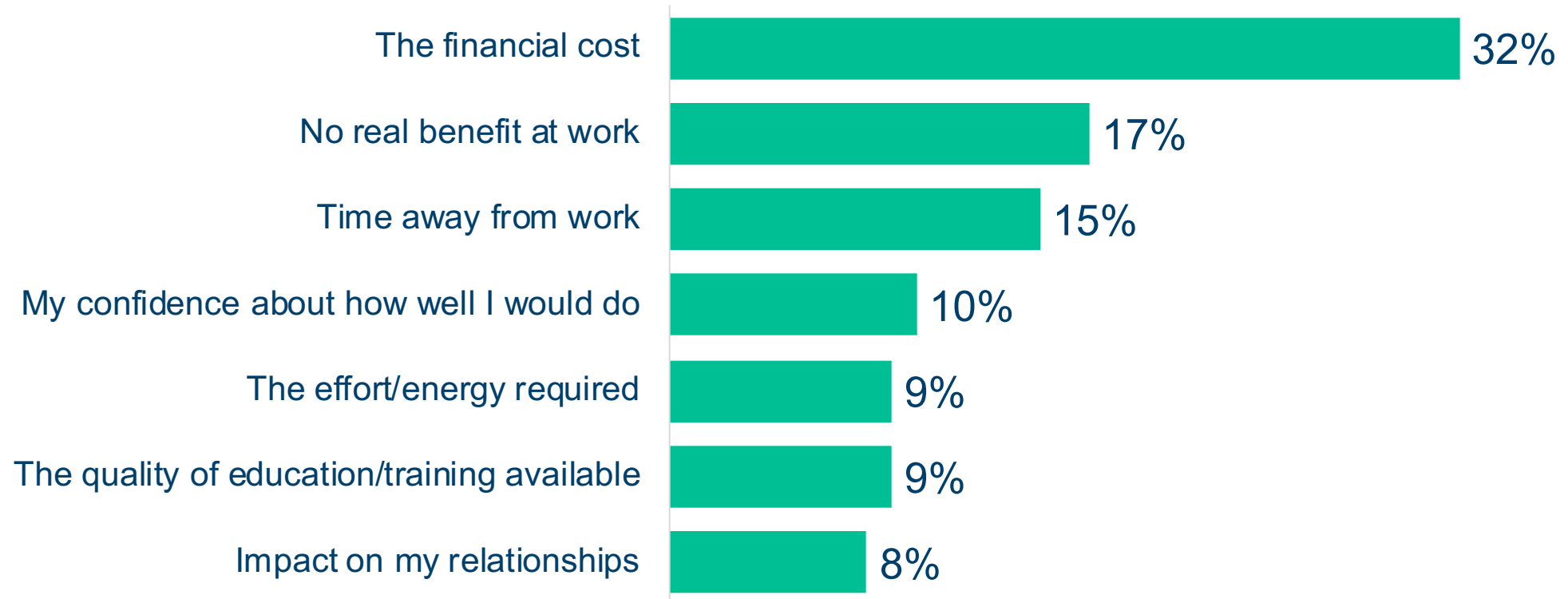
Most Americans believe education would give them some advantage, but Americans without college degrees are more skeptical of its value

How would more education or training impact your ability to get a good job and advance at work? More education and training would provide a:



The financial cost and the opportunity cost of working are the biggest reasons for Americans' lack of confidence in the value of education

No. 1 reason I personally don't believe more education would be worth the cost:

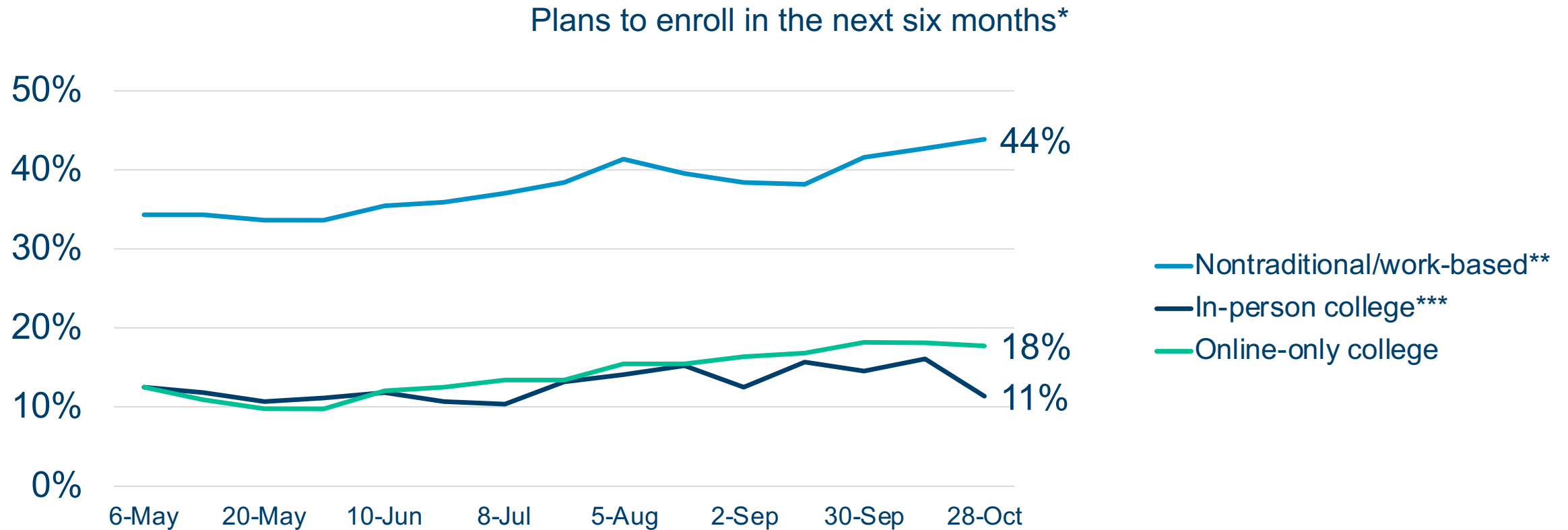


Americans without college degrees say stronger connections to work, more support, and help navigating education and career would increase their confidence in education's value

Would any of the following improve your confidence that additional education or training would be worth the cost?

Rank	Factor
1	Partnerships between employers and education or training programs
2	Additional support to help you be successful in classes
3	Work-based learning opportunities (such as apprenticeships and internships)
4	Education or training that develops skills that local employers want
5	Help identifying the most valuable skills you could develop through education and training
6	Help identifying pathways between education and careers that fit your strengths

Over the course of the pandemic, interest in work-based and online training programs has grown substantially



*Data includes respondents who planned to enroll in the next month, three months, or six months. Respondents could select multiple categories. **This category comprises apprenticeships, internships, employer training, and online nonacademic courses, trainings, or certifications. *** "College" refers to two- and four-year colleges. Strada Center for Consumer Insights Public Viewpoint surveys, May 6-Oct. 29, 2020. Base: adults 18 and older who plan to enroll in an education program in the next six months, n=15,110.

Key findings

- 1. Half of Americans don't believe a good job is within their reach.** Fifty-two percent of Americans say it either is difficult for them to get a good job or their opportunities to advance at work are limited.
- 2. Many Americans feel powerless over their ability to get a good job or advance in their career.** Seven in 10 Americans believe their opportunities to get a good job or advance are limited in some way. The top reasons cited: the system for hiring and advancing at work isn't fair; a lack of employer support for education or training; and a lack of the right skills or credentials.
- 3. While the majority of Americans across education levels believe education would give them some advantage in the labor markets, those without college degrees are more skeptical of its value.** One in 4 Americans without a college degree say more education and training would make no difference in their ability to get a good job or advance in their career, compared to 14 percent of those with an associate's degree or higher.
- 4. Americans without college degrees say stronger connections to work, more support, and help navigating education and career would increase their confidence in education's value.** Forty-three percent say, for example, that educator-employer partnerships would increase their confidence that education and training would be worth the cost.
- 5. Over the course of the pandemic, interest in work-based training and nontraditional online programs has grown substantially.** Forty-four percent of Americans who say they are interested in enrolling in an education program at some point in the next six months prefer work-based learning, a nontraditional online program, or employer training over college programs, up from 1 in 3 Americans in May.

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 older.
 - Representative of the general population in age, gender, geographic region, educational attainment, and race/ethnicity.
 - Current database size from March 25 to Oct. 29, n = 21,137.
 - Retirees are excluded from this analysis.
 - 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.
- Please contact Strada Center for Consumer Insights with questions or information requests at consumervoice@stradaeducation.org or learn more at StradaEducation.org/PublicViewpoint.