Strada | CENTER FOR CONSUMER INSIGHTS

Public Viewpoint: COVID-19 Work and Education Survey

Work Impact and Education Perspectives by Job Field

May 6, 2020

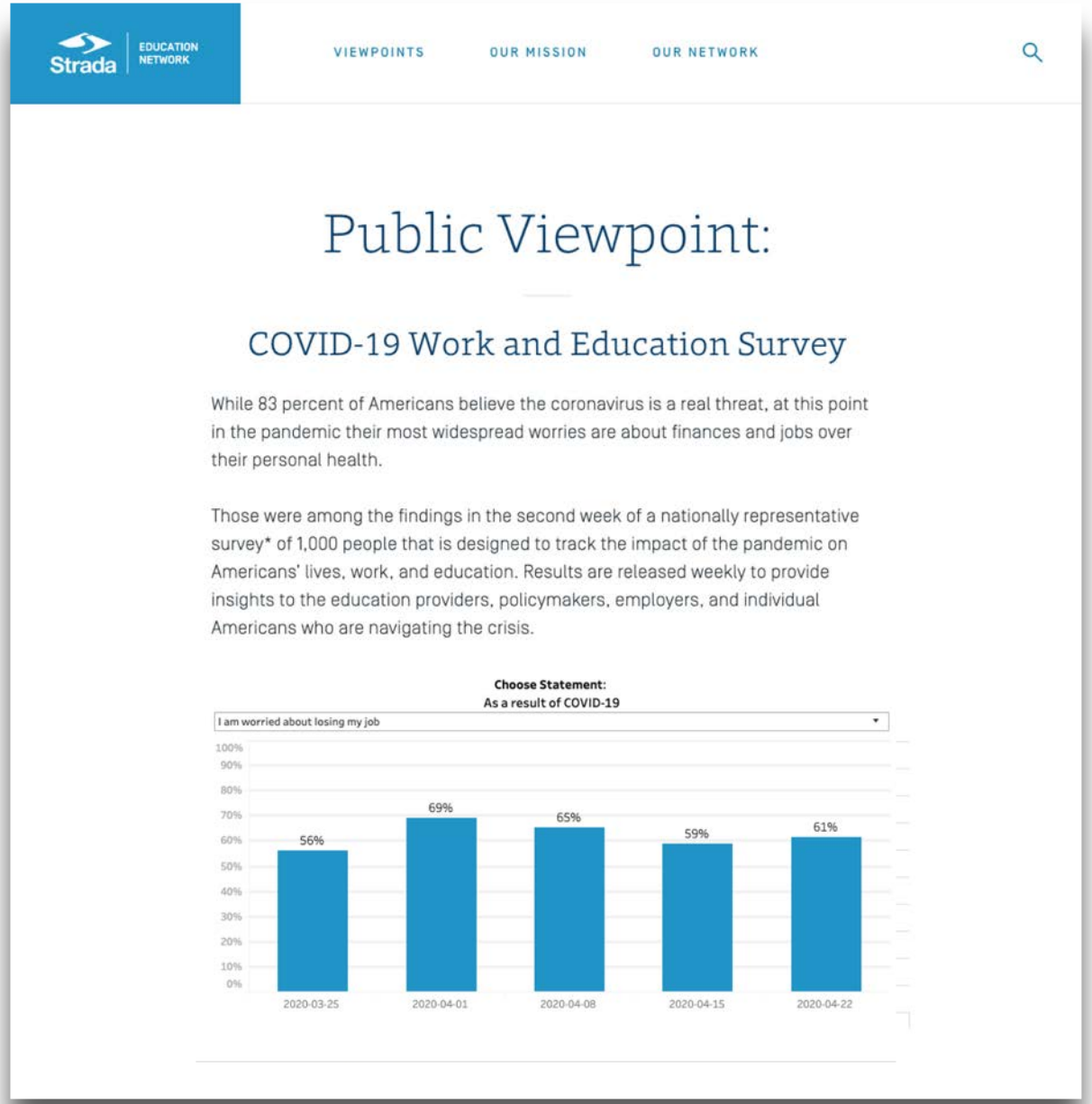
Overview

The COVID-19 crisis has left millions of Americans without work. As workers struggle to adapt, millions will be looking to reskill and change jobs and careers. Through the Strada Public Viewpoint survey, we are getting some early signals about the fields that have been most affected as well as *who* is looking to reskill and *how* they want education and training to be delivered.

Public Viewpoint

- A weekly survey of 1,000 American adults that is representative of the population on the basis of:
  - Age
  - Sex
  - Race/ethnicity
  - Nine geographic census regions

- 6,000+ responses from March 25 to April 30 combined for group comparisons



Key Insights by Week

Weeks 1 & 2	National
Weeks 3	Age
Weeks 4	Race/ethnicity
Weeks 5	Education perspectives
Weeks 6	Job field

Key Research Questions

1. How has the COVID-19 crisis affected work and life across job fields?

2. What are Americans' perspectives on work, education, and training?

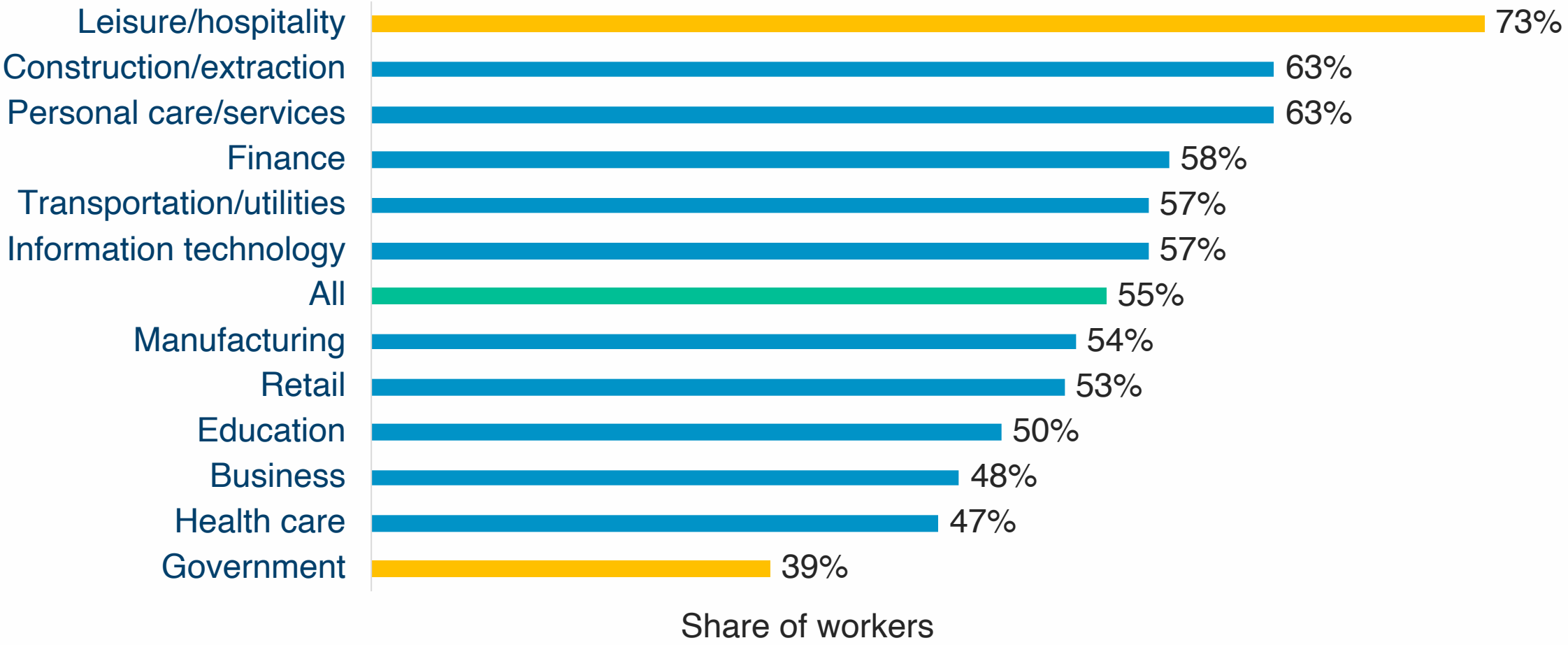
Job Field Descriptions

	Job Field	Subcategories/Example Jobs
1	Information technology	Tech support, computer programmers, 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

Work Impact and Worry

73% of **leisure/hospitality workers** say they have lost work or income as a result of COVID-19

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



Weekly online surveys March 25-April 30, n=3,375

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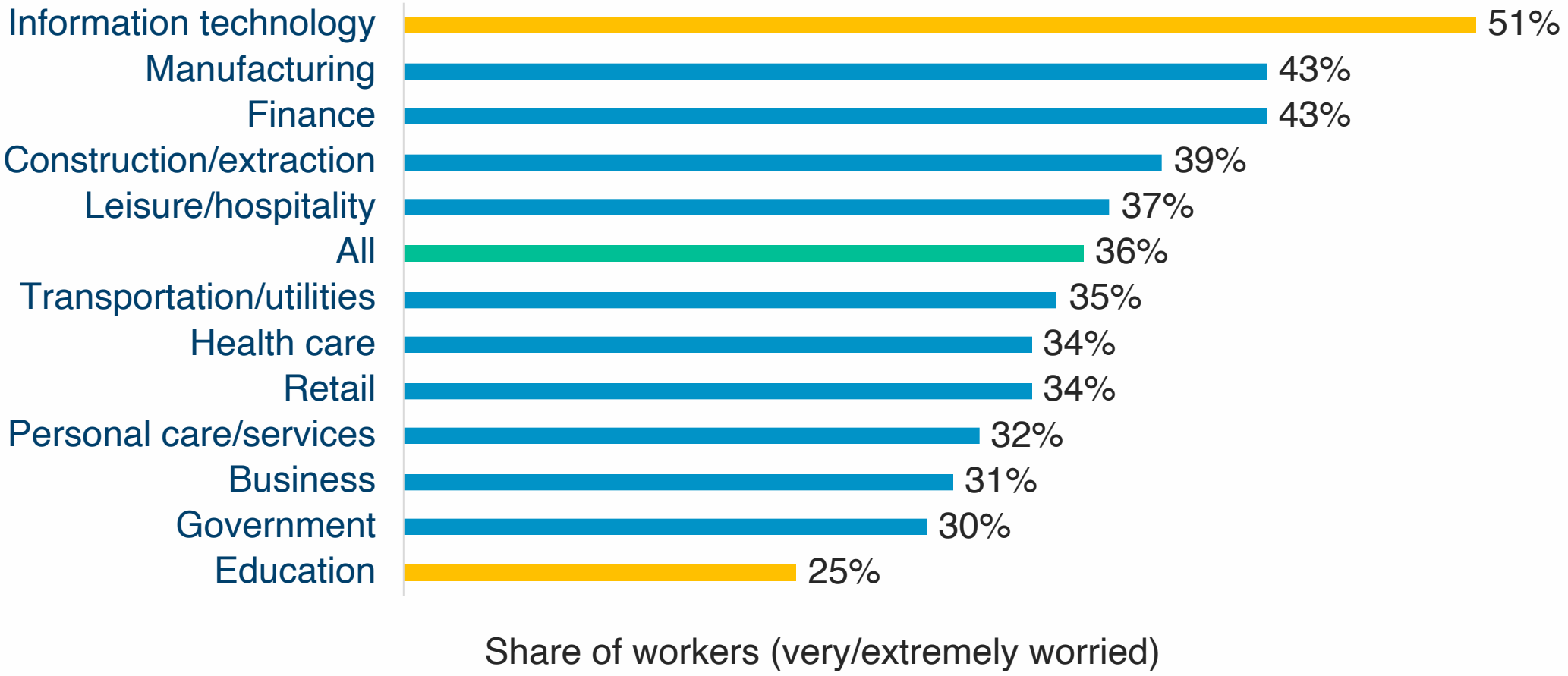
51% of **information technology workers** say they are worried about losing their jobs as a result of COVID-19, compared to only 25% of **education workers**

How worried are you that you may lose your job as a result of the coronavirus (COVID-19) events?



Weekly online surveys March 25-April 30, n=3,375

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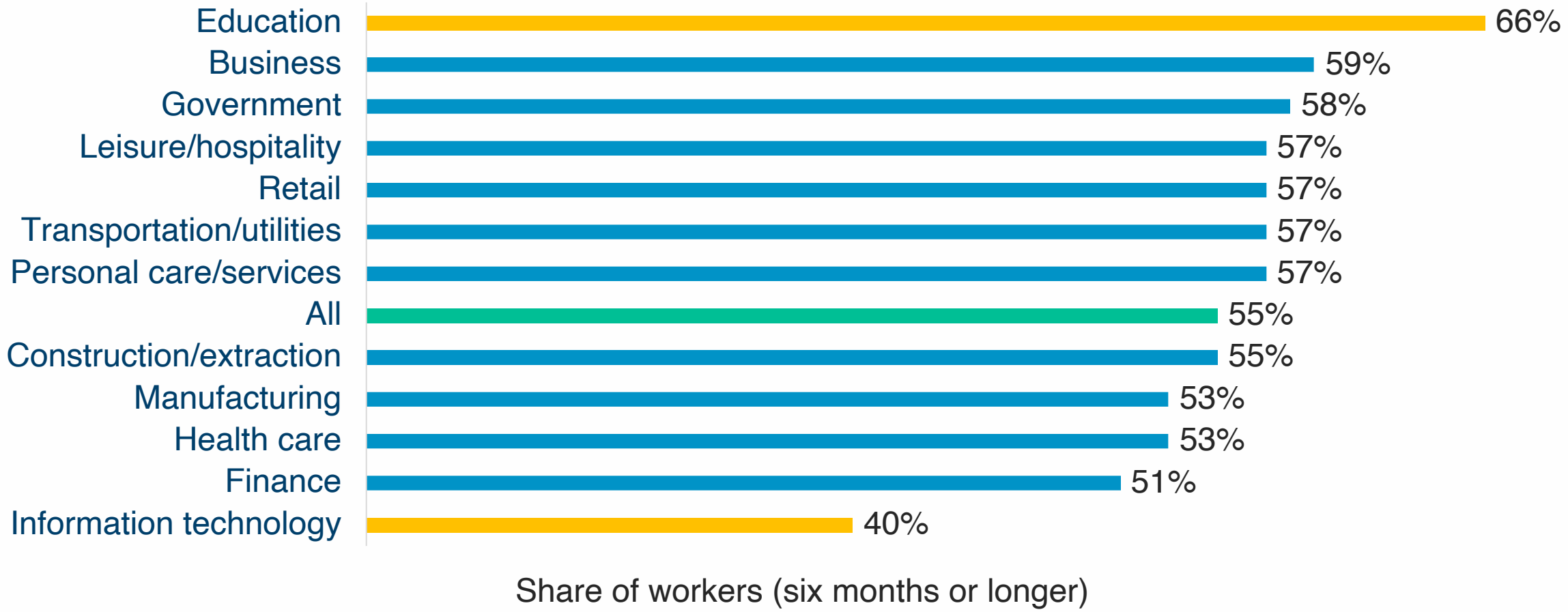
66% of **education workers** believe COVID-19 will affect them personally for at least six months, compared to only 40% of **information technology workers**

How long do you think the impact of coronavirus will be to you personally?



Weekly online surveys March 25-April 30, n=2,511

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Workers in the most affected fields are not the most worried about losing their jobs or the most likely to believe the crisis will affect them in the long term

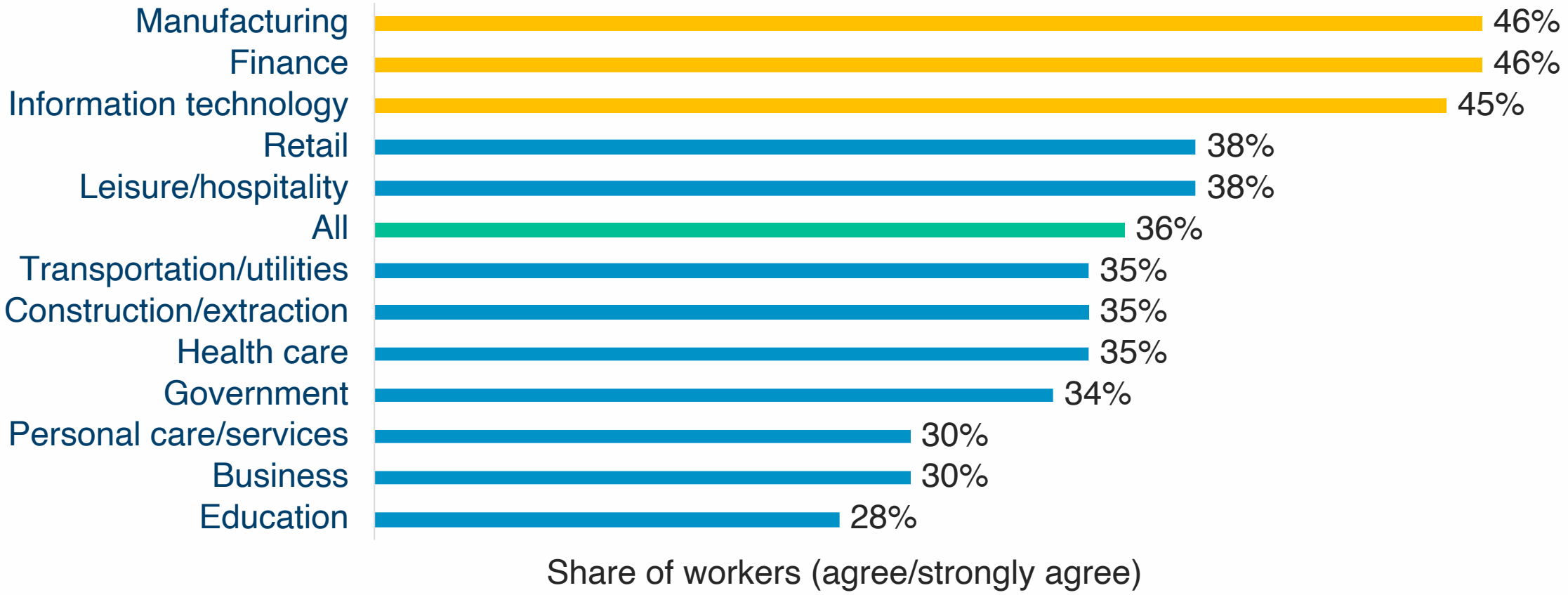
	Work impact	Worry	Long term
Construction/extraction	High	Moderate	Moderate
Leisure/hospitality	High	Moderate	Moderate
Personal care/services	High	Moderate	Moderate
Information technology	Moderate	High	Low
Finance	Moderate	High	Low
Manufacturing	Moderate	High	Moderate
Transportation/utilities	Moderate	Moderate	Moderate
Retail	Moderate	Moderate	Moderate
Education	Moderate	Low	High
Health care	Low	Moderate	Low
Business	Low	Low	High
Government	Low	Low	High

Weekly online surveys March 25-April 30

Work Transitions and Reskilling

36% of workers would look for a job in a different field if they lost their jobs, including nearly half of workers in **manufacturing**, **finance**, and **information technology**

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.



Weekly online surveys March 25-April 30, n= 2,881

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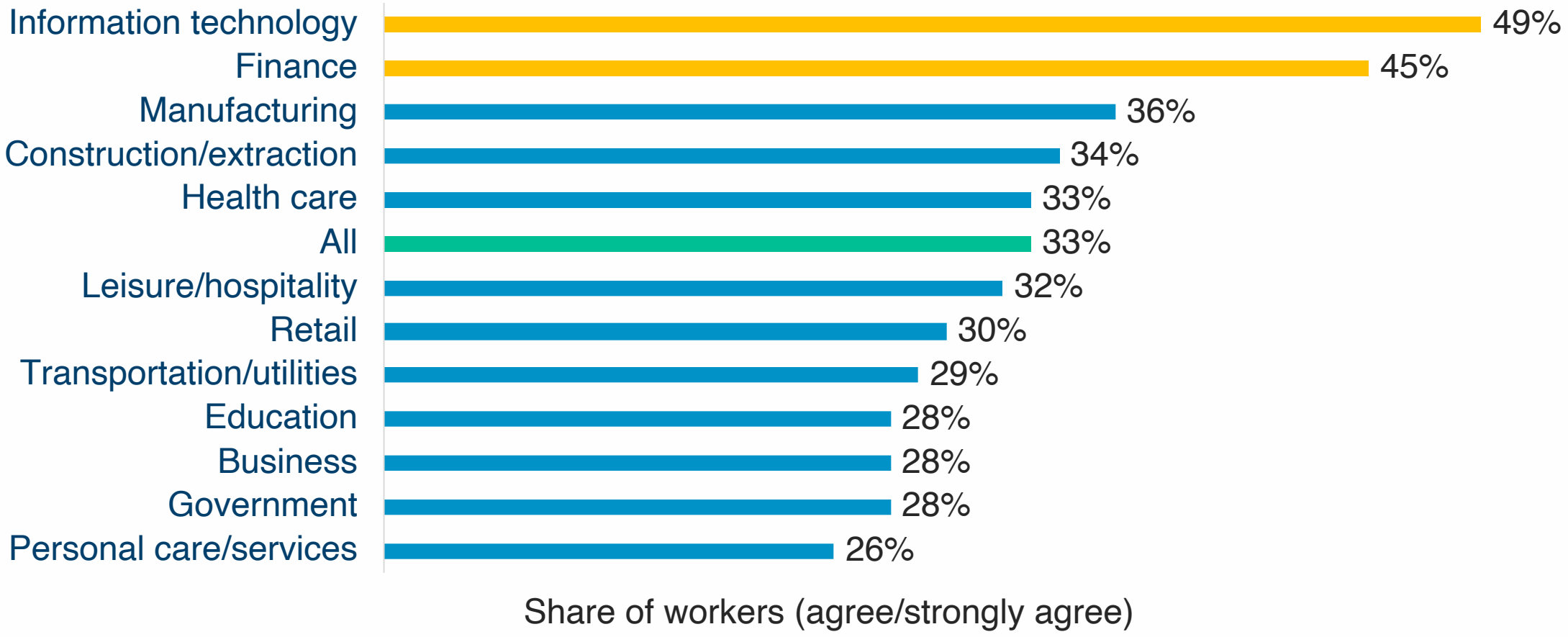
Information technology and **finance workers** are the most likely to say they would need more education to replace a lost job

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



Weekly online surveys March 25-April 30, n= 2,881

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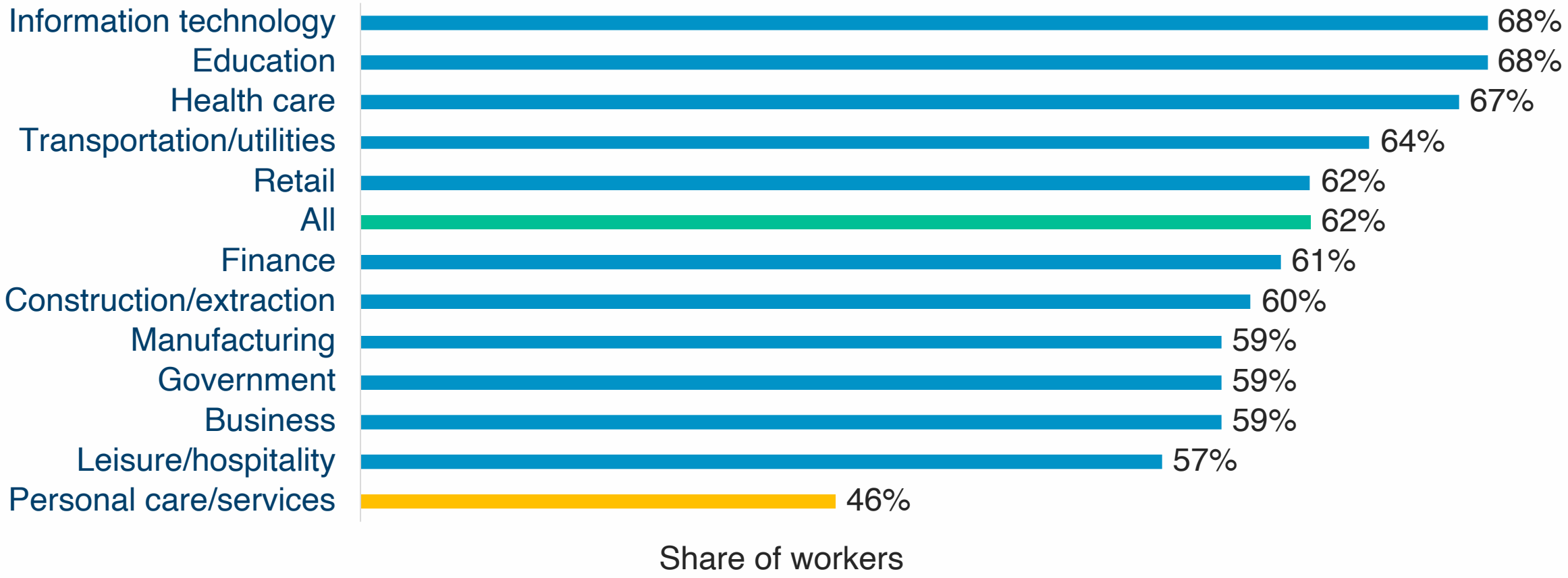
Only 46% of **personal care/services workers** are confident they know the skills they need to get the job they want

I know which skills I should develop to be an attractive candidate for the job I want.



Weekly online surveys March 25-April 30, n= 1,745

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Information technology workers are looking to reskill and are confident they know which skills they need

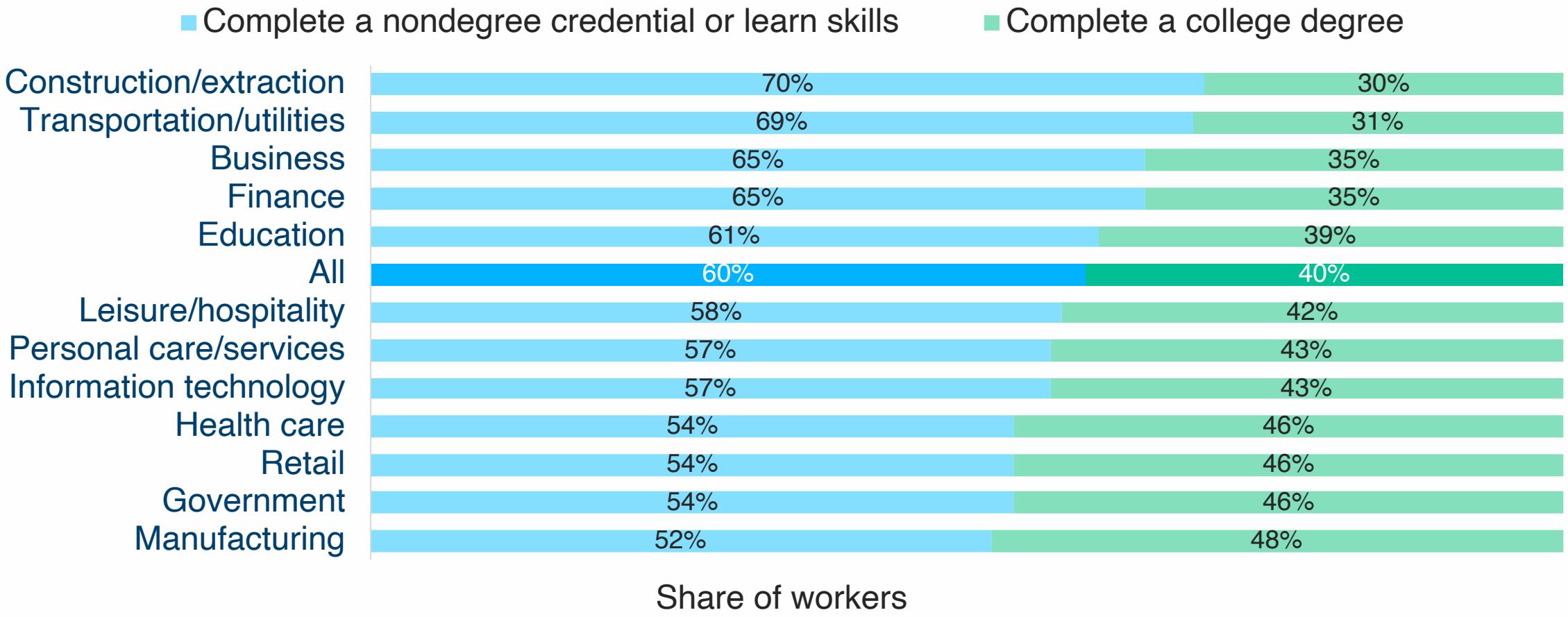
Job Field	Change fields	Need additional education	Skill confidence
Information technology	High	High	High
Finance	High	High	Moderate
Manufacturing	High	Moderate	Moderate
Health care	Moderate	Moderate	High
Transportation/utilities	Moderate	Moderate	Moderate
Retail	Moderate	Moderate	Moderate
Construction/extraction	Moderate	Moderate	Moderate
Government	Moderate	Low	Low
Leisure/hospitality	Moderate	Moderate	Low
Education	Low	Low	High
Business	Low	Low	Low
Personal care/services	Low	Low	Low

Weekly online surveys March 25-April 30

Education Preferences

Workers **across job fields** say they want **nondegree** or **skills-based** education and training

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



Weekly online surveys March 25-April 30, n= 1,361

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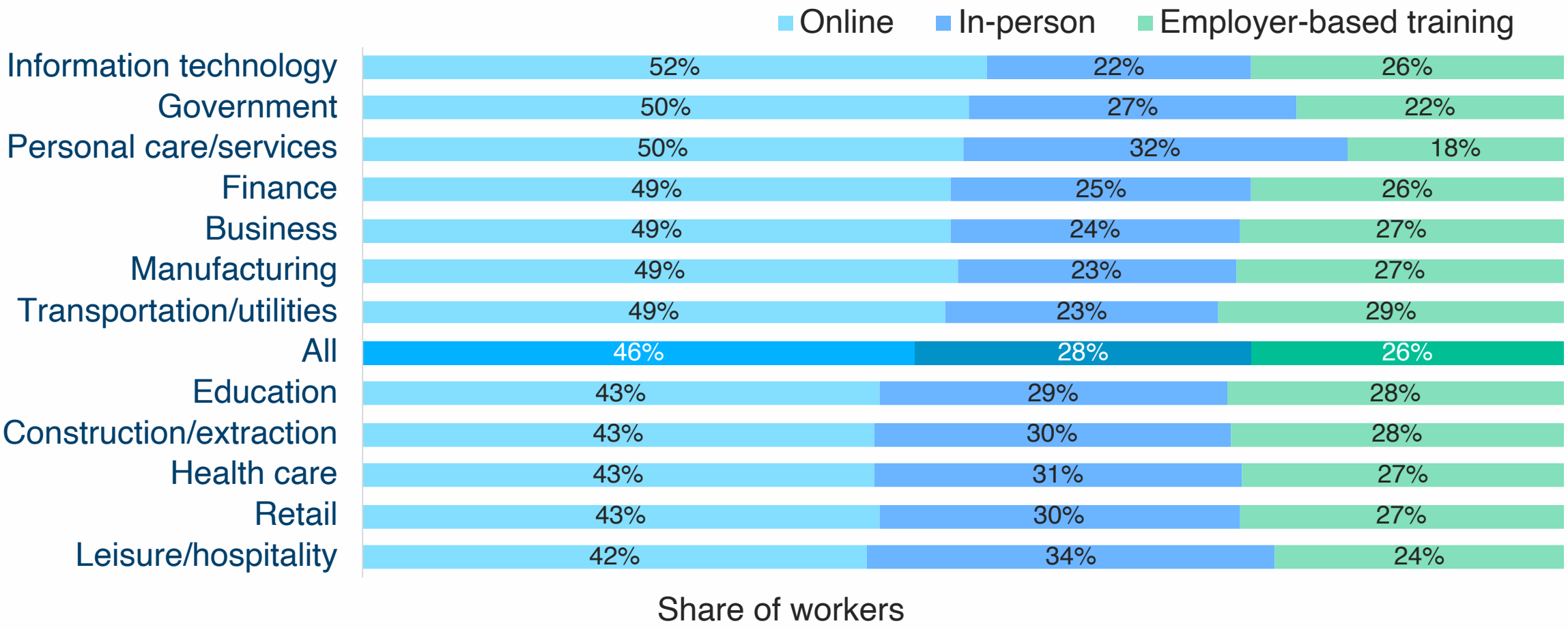
Across job fields, **workers prefer** that education and training is delivered **online**

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



Weekly online surveys March 25-April 30, n= 3,010

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Summary and Implications

Work impact, education expectations, and job fields

The range of differences across job fields suggests the importance of going beyond one-size-fits-all solutions. By combining the three key work impact variables and then the three key education expectation variables, we can see these job field patterns more clearly.

Work Impact Index

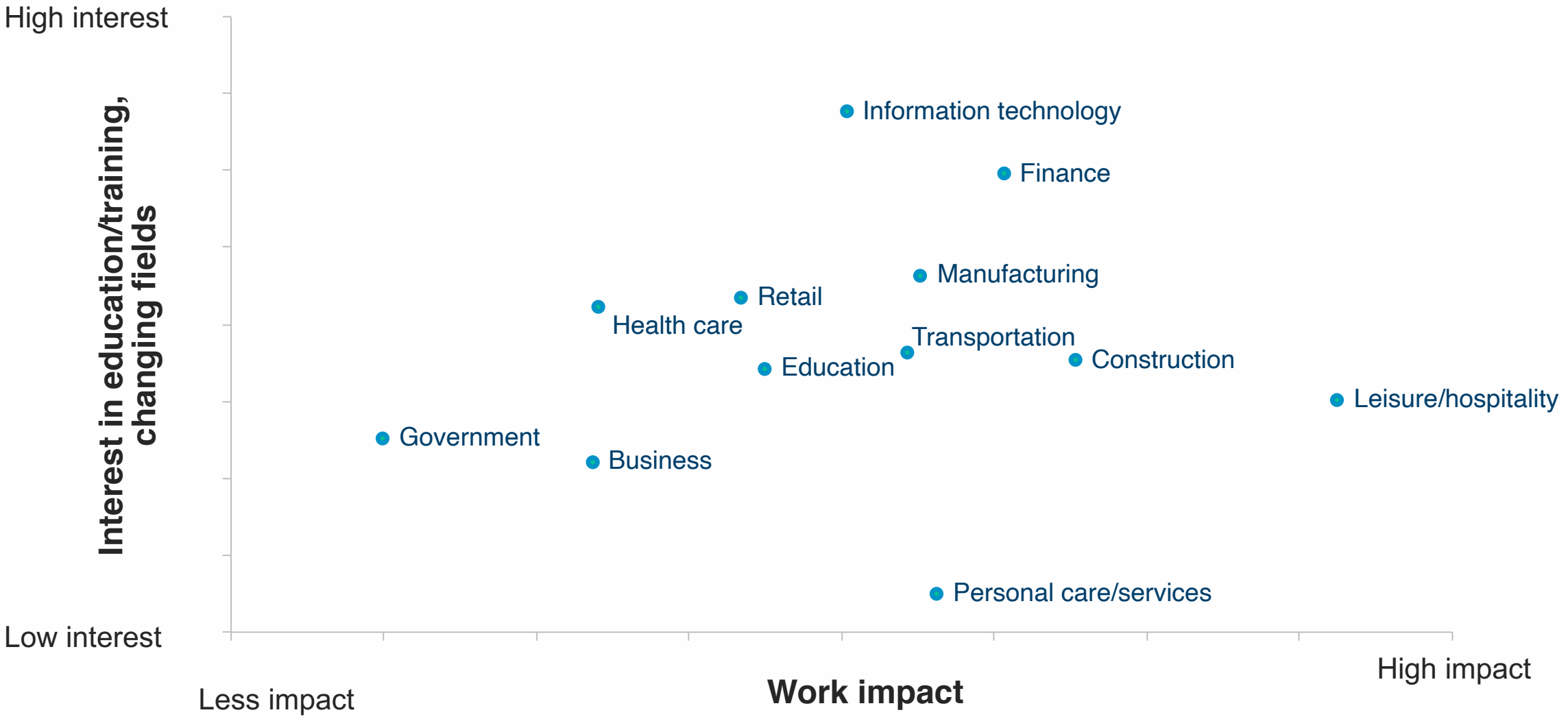
- Lost job or reduced work hours or income from work
- Worried about losing job
- Predicted length of personal impact

Education Expectation Index

- Interest in changing job fields
- Interest in additional education
- Confidence in understanding of which skills

Metrics summed and indexed (index=100)

Workers in **leisure/hospitality** and **personal care/services** have experienced significant work impact from COVID-19 but are less likely to reskill or upskill



Weekly online surveys March 25-April 30

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Implications

1. While they have experienced high impact from the COVID-19 economic crisis, **leisure/hospitality workers** may be more difficult for educators and workforce developers to reach because of their low interest in reskilling or upskilling.
2. Despite experiencing a moderate impact from the COVID-19 economic crisis, among all job fields **personal care/services workers** have the lowest interest in further education and training.
3. **Information technology** and **finance workers** provide a unique opportunity for educators: They have a keen interest in further education and training—both to change careers and to upskill within their fields.
4. Compared to workers in other job fields, **government** and **business** workers both have been less affected financially and have relatively low interest in further education or training.

Key Findings: Work Impact and Education Perspectives by Job Field

1. **Leisure and hospitality workers** have experienced the greatest impact from the COVID-19 economic crisis as measured by job loss and reduced hours or income.

2. **Information technology workers** are the most worried about losing their jobs but also the most likely to believe the impact will be short-term.

3. **Education workers** are the most likely to believe the crisis will affect them in the long term.

4. Nearly half of workers in **manufacturing**, **finance,** and **information technology** say they would change fields if they lost their jobs.

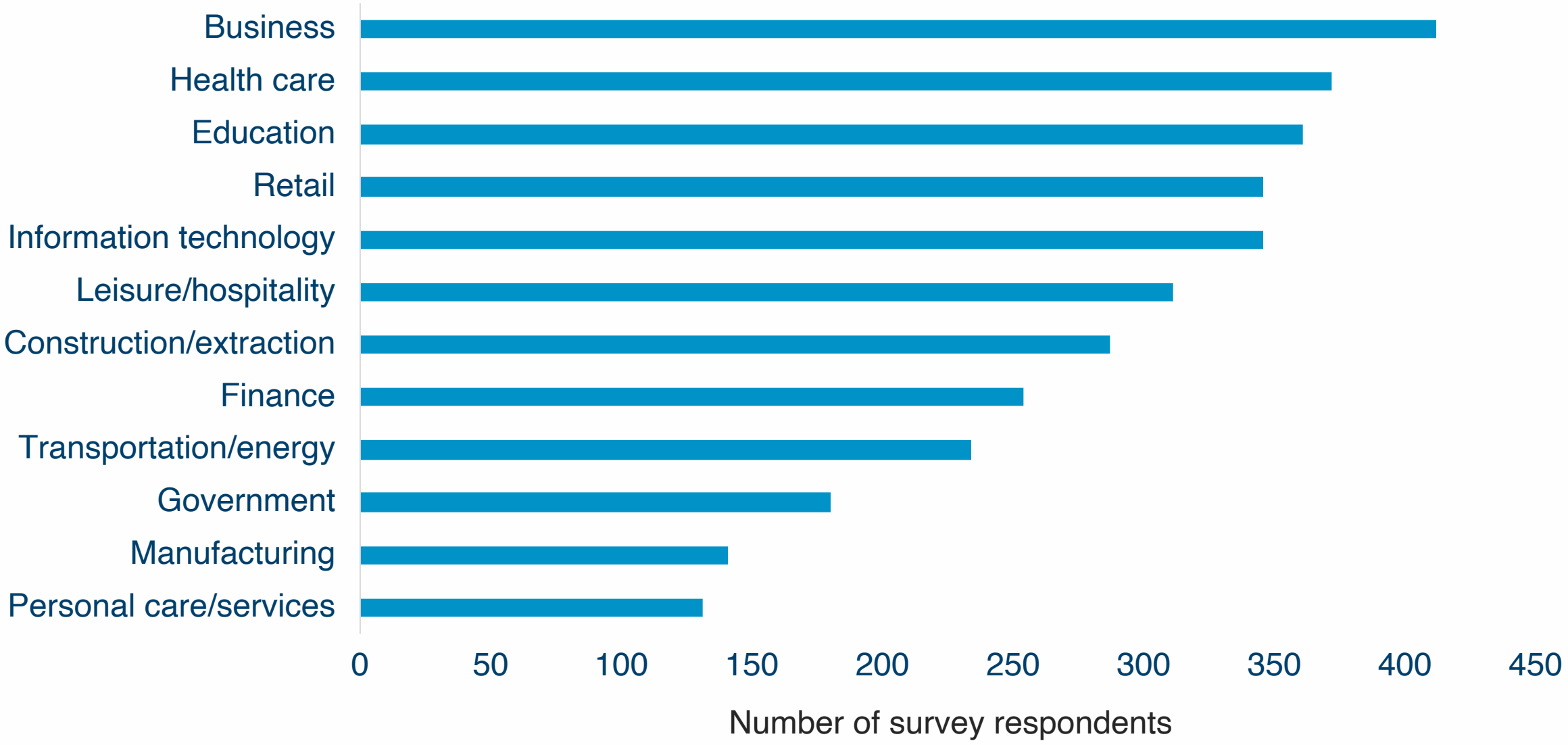
5. Workers **across job fields** say they prefer **nondegree** and **skill-based** education and training programs that are delivered **online**.

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

Methodology

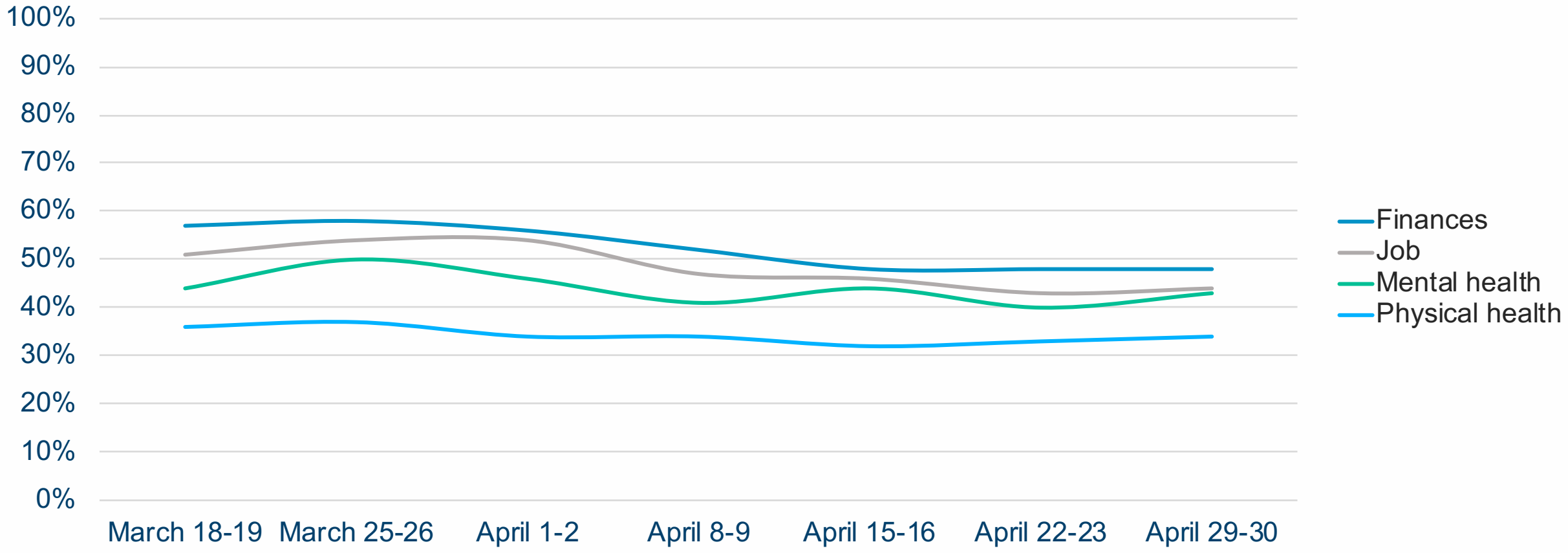
- Weekly tracking of education consumers' perceptions of COVID-19's impact on postsecondary education and work in the United States, completed by Heart+Mind Strategies on behalf of Strada Center for Consumer Insights
- Online survey of Americans ages 18 and above
- Representative of the general population in age, gender, geographic region, and race/ethnicity
- Current report for survey results from March 25–April 30: n = 6,027
- 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.

Sample Size by Job Field



Americans' worries about their jobs, finances, mental and physical health stayed steady

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



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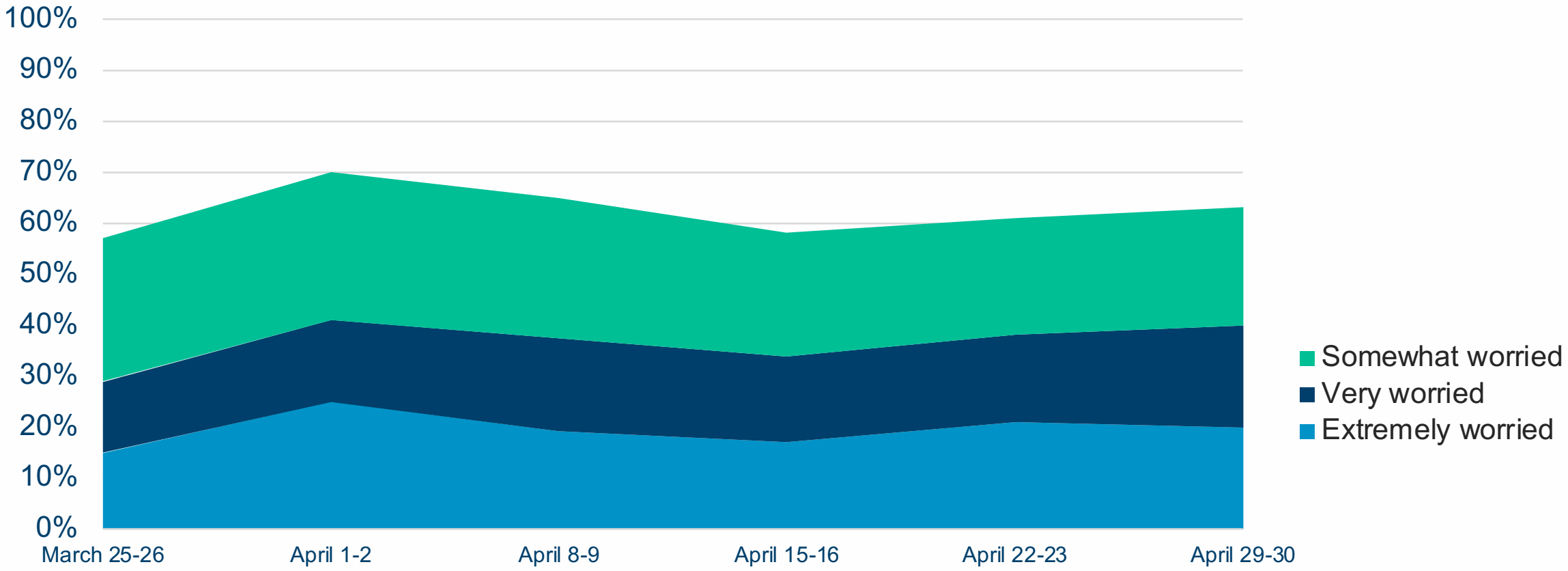
About 6 in 10 Americans remain worried they will lose their jobs

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?



Weekly online surveys n>=500 individuals employed full-time, part-time, or self-employed

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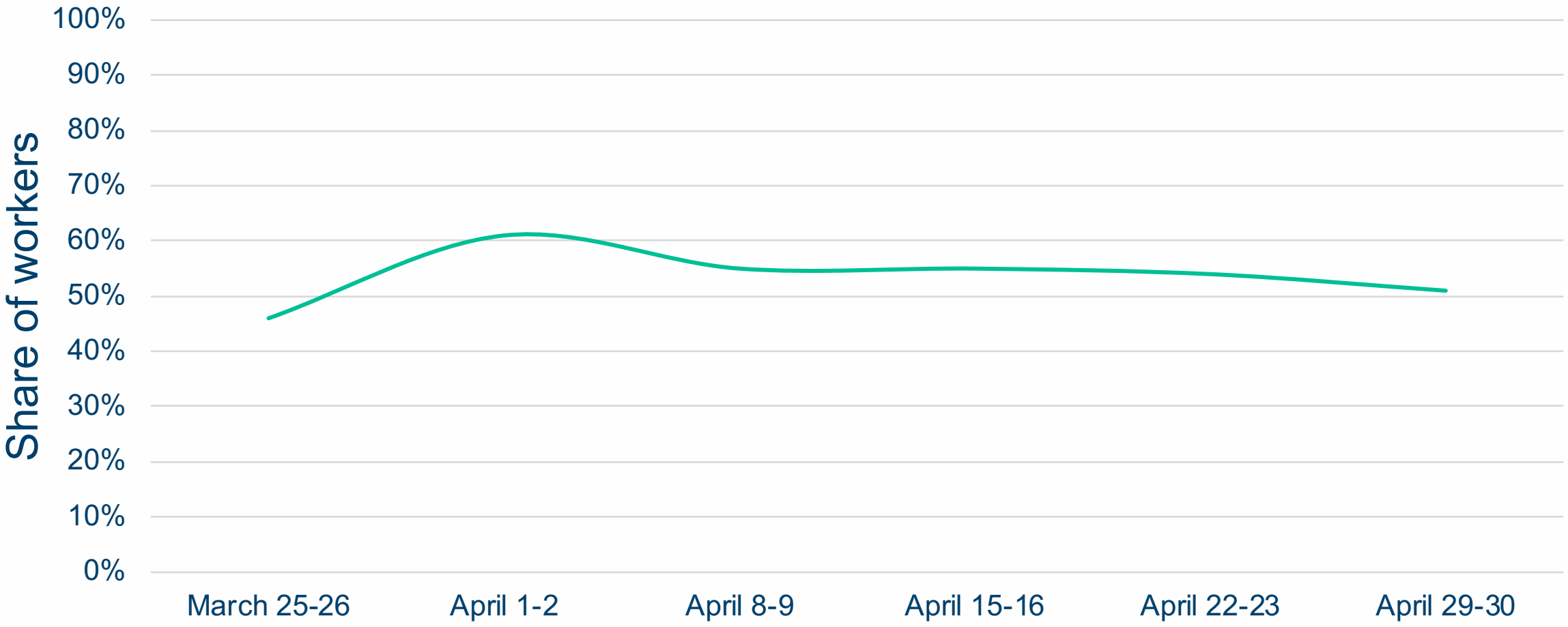
The majority of Americans have either lost their jobs or seen their hours or income reduced

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



Weekly online surveys n>=600 individuals in the workforce (employed or unemployed and looking for work)

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