If they lost a job, 35% 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.

Strada Center for Education Consumer Insights Public Viewpoint surveys April 1-Oct. 29, 2020, n=12,762 individuals in the workforce (employed or unemployed and looking for work).
Self-doubt is a major barrier for half of Americans when it comes to pursuing education and training.
Black Americans and Latinos intend to enroll in education and training programs at higher rates than white Americans

Thinking about the future, please indicate if and when you are likely to enroll in courses or training.

When students have the support to connect their education to a career, they are more likely to say their education will be worth the cost.

Confidence in the value of education has fallen among aspiring adults.

Since the onset of the pandemic, Americans have expressed a consistent preference for **nondegree** and **skills training** options.

Preferred education option (six months)

- **Skills training**: 39%
- **Nondegree credential**: 63%
- **Bachelor's degree**: 15%
- **Associate degree**: 12%
- **Graduate degree**: 11%

*Courses for skills training or personal development. **Certificate, certification, or license.

Strada Center for Education Consumer Insights Public Viewpoint surveys, April 15-Oct. 29. Base: adults ages 18 and older, n=8,911.
Three in 10 Americans would prefer an online-only option even if COVID-19 were not a threat

- **44%** Online only
- **31%** Hybrid
- **25%** In-person only

If you were to enroll in the next six months

- **28%** Online only
- **31%** Hybrid
- **41%** In-person only

If COVID-19 were not a threat

Strada Center for Education Consumer Insights Public Viewpoint surveys, July 8-9. Base: adults 18 and older, n=1,009. Note: Percentages may not sum to 100 percent because of rounding.
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 Education 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.
  - 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 Strada Student Viewpoint survey was fielded by College Pulse from Sept. 10 to 25 as an online survey from a panel of students enrolled at four-year institutions. Data are weighted based on the Current Population Survey on the basis of age, race/ethnicity, and gender; n=4,007. Theoretical margin of error +/- 1.7%.

- The survey of Aspiring Adult Learners is a nationally representative online survey of adults ages 25-44. The survey was conducted by Heart + Mind Strategies on behalf of Strada Center for Education Consumer Insights from August to September 2019.

- Please contact Strada Center for Education Consumer Insights with questions or information requests at consumervoice@stradaeducation.org or learn more at StradaEducation.org/PublicViewpoint.