



CENTER FOR EDUCATION
CONSUMER INSIGHTS™

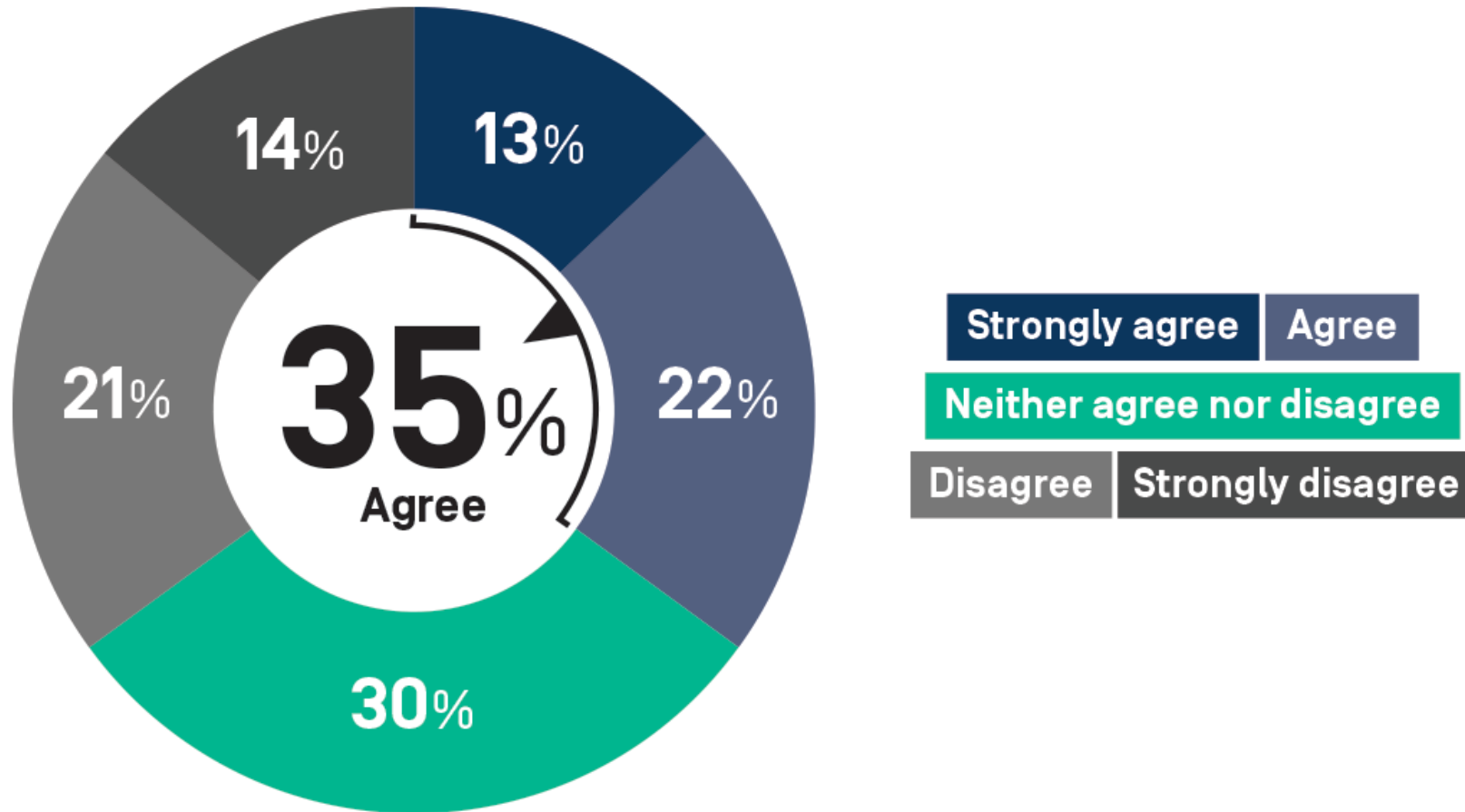
Public Viewpoint: COVID-19 Work and Education Survey

Insights From 2020, Implications for 2021

Dec. 9, 2020

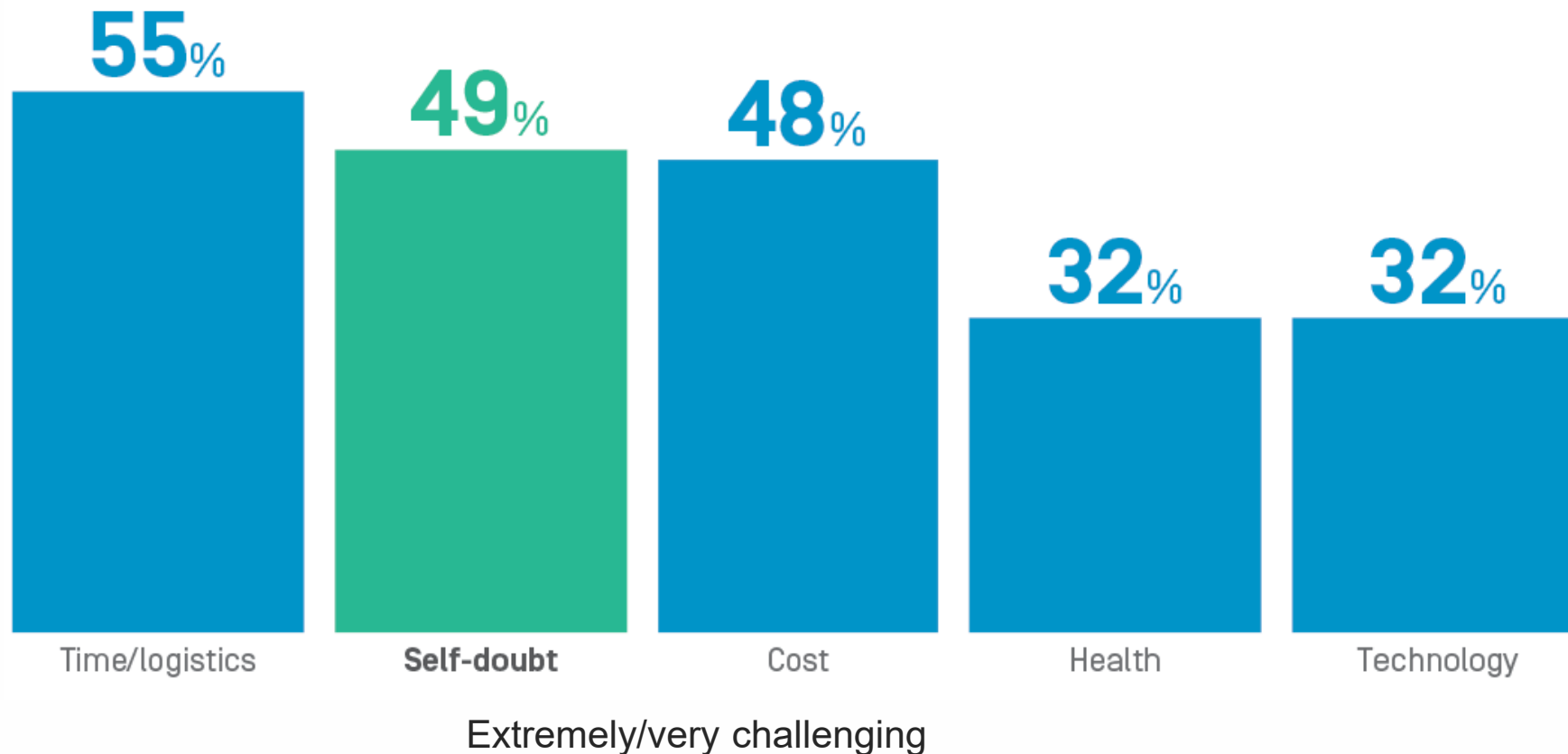
If they lost a job, 35% of Americans believe they would need more education or training

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.



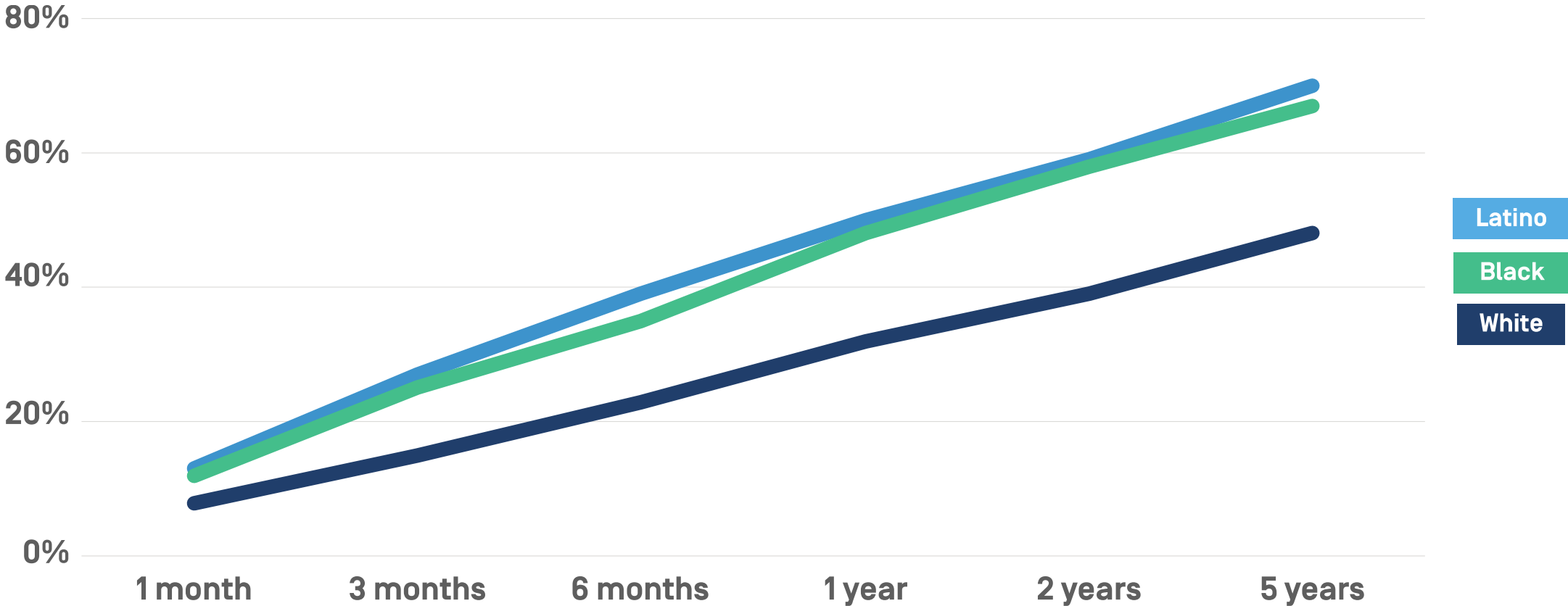
Self-doubt is a major barrier for half of Americans when it comes to pursuing education and training

How challenging would each of the following be for you personally in pursuing education and training?



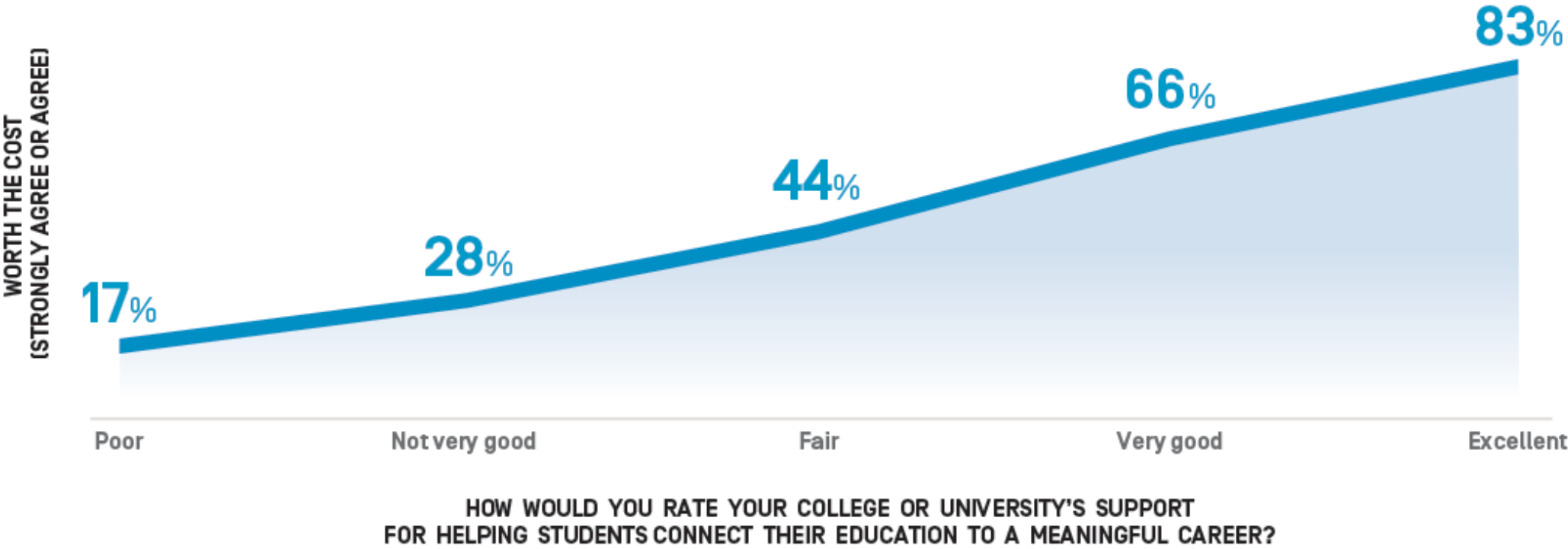
Black Americans and Latinos intend to enroll in education and training programs at higher rates than white Americans

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



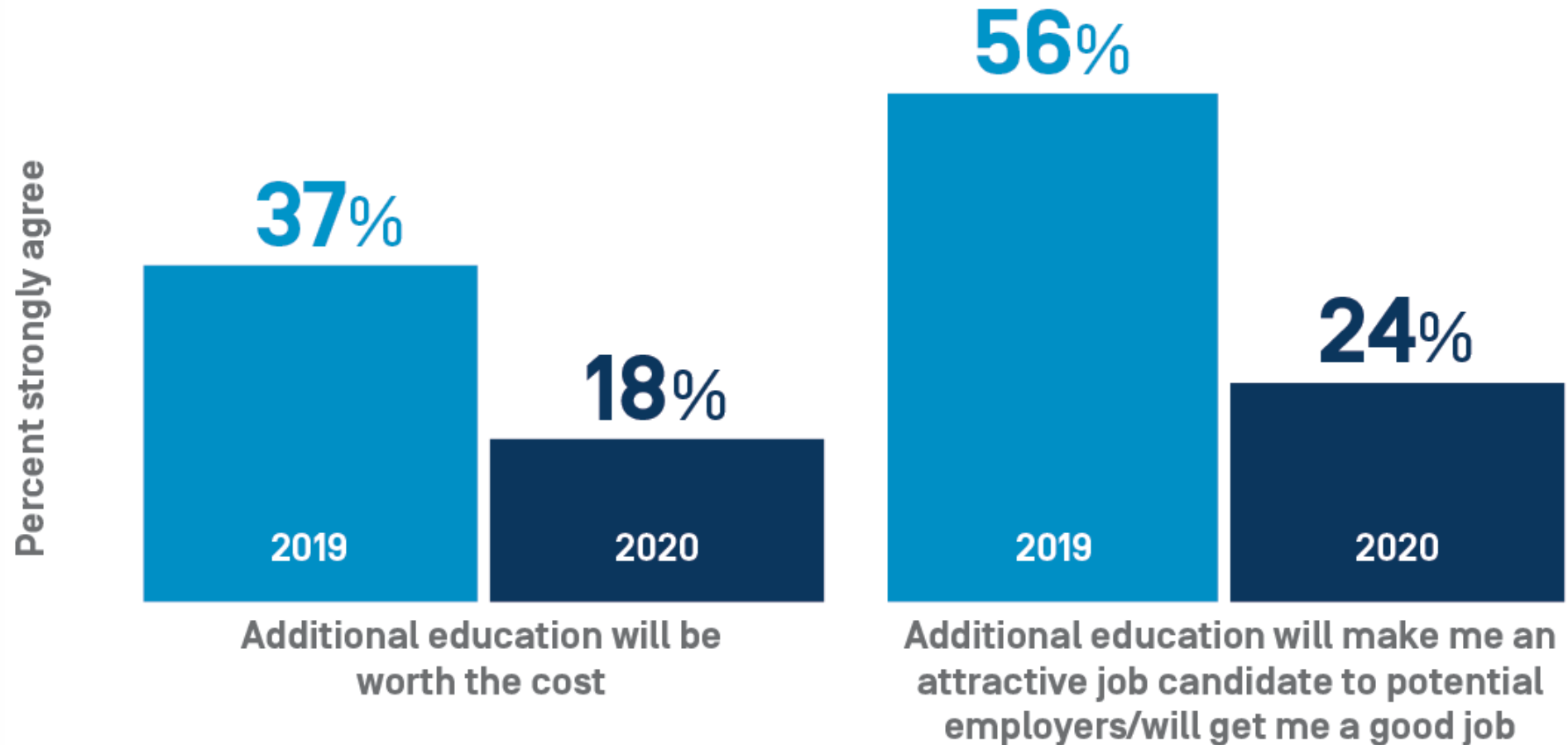
Strada Center for Education Consumer Insights Public Viewpoint surveys May 6-Oct. 29. Base: Americans ages 18-65 not currently enrolled, n=12,160.

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



Strada-College Pulse survey, Sept. 10-25. Base: current college students enrolled at four-year institutions, n=3,887.

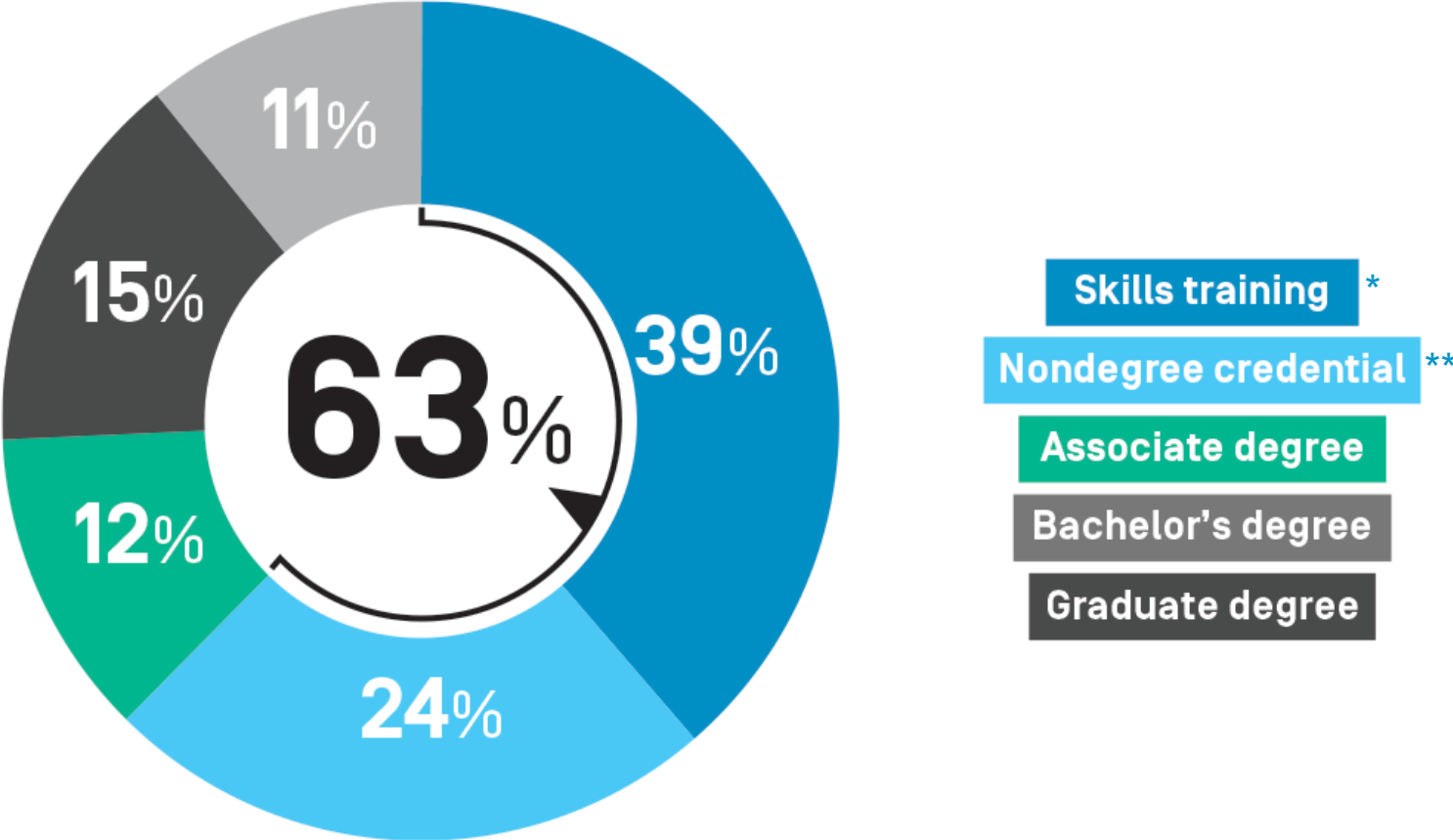
Confidence in the value of education has fallen among aspiring adults



Online survey with Heart+Mind Strategies Aug.-Sept. 2019. Base: Americans ages 25-44 with no postsecondary degree or credential who are considering enrolling in education, n=1,007. Strada Center for Education Consumer Insights Public Viewpoint surveys, June10-Oct. 15, 2020. Base: adults without degrees ages 25-44 who are considering enrolling in education, n=206.

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

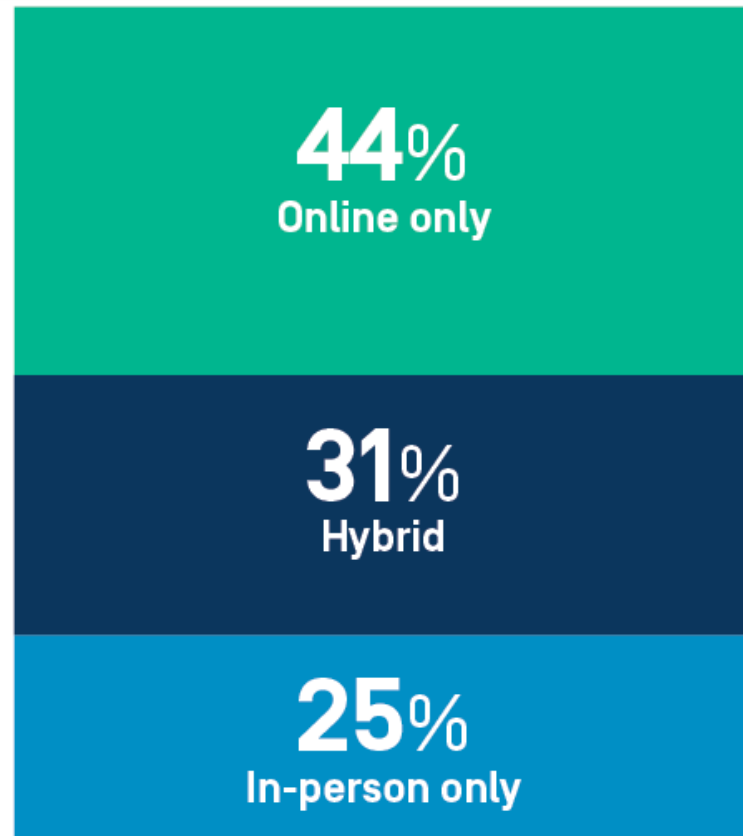
Preferred education option (six months)



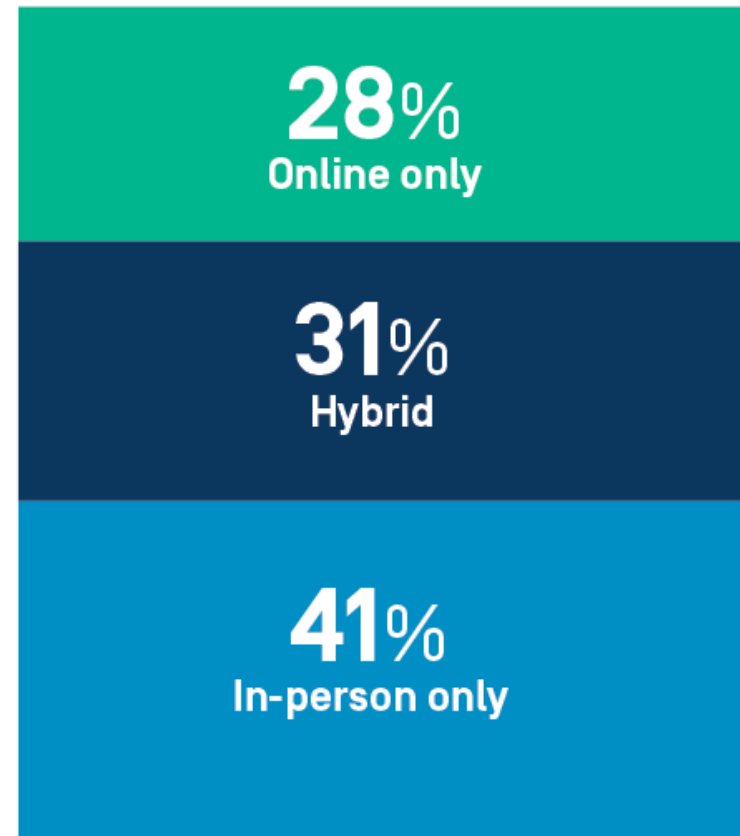
Strada Center for Education Consumer Insights Public Viewpoint surveys, April 15-Oct. 29. Base: adults ages 18 and older, n=8,911.

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

Three in 10 Americans would prefer an online-only option *even if* COVID-19 were not a threat



If you were to enroll in the next six months



If COVID-19 were not a threat

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.