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CONSUMER INSIGHTS™

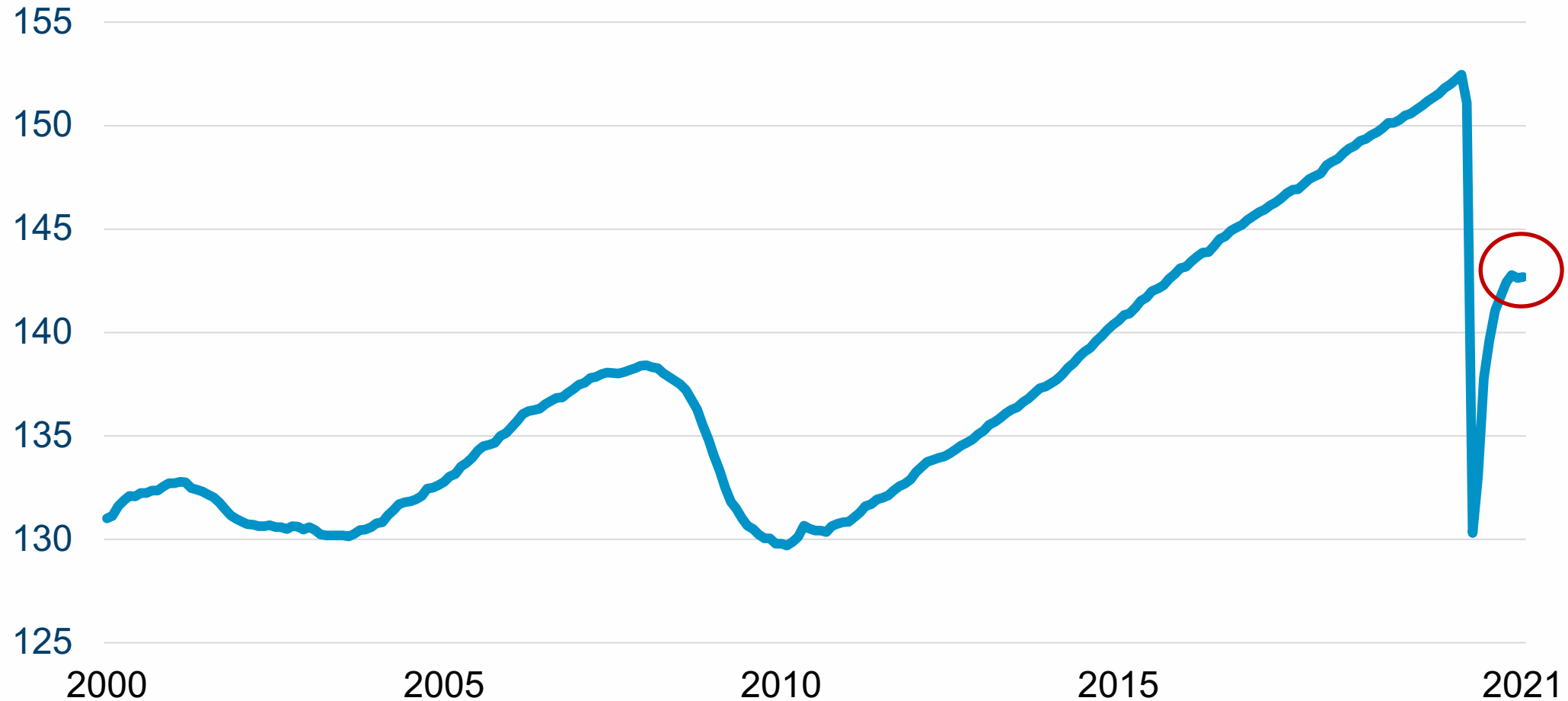
# Public Viewpoint: COVID-19 Work and Education Research

How To Help Americans Get Back to Work

February 24, 2021

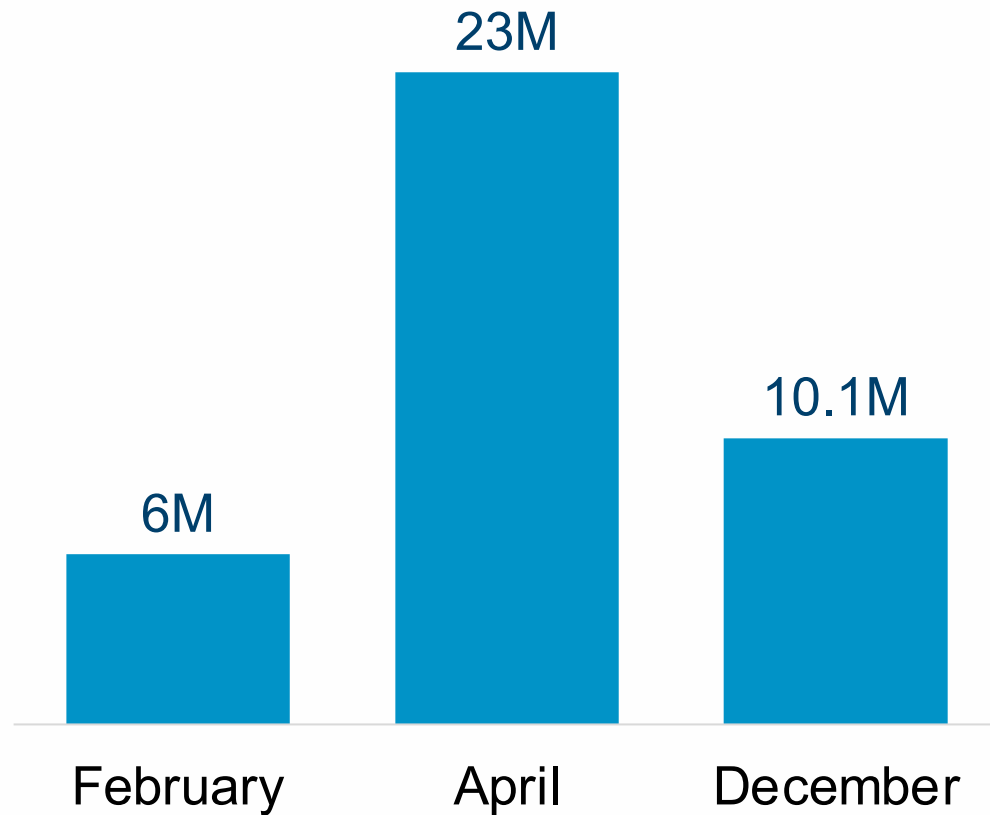
# Jobs are coming back, but the road to recovery may be long

Employment level (in millions)

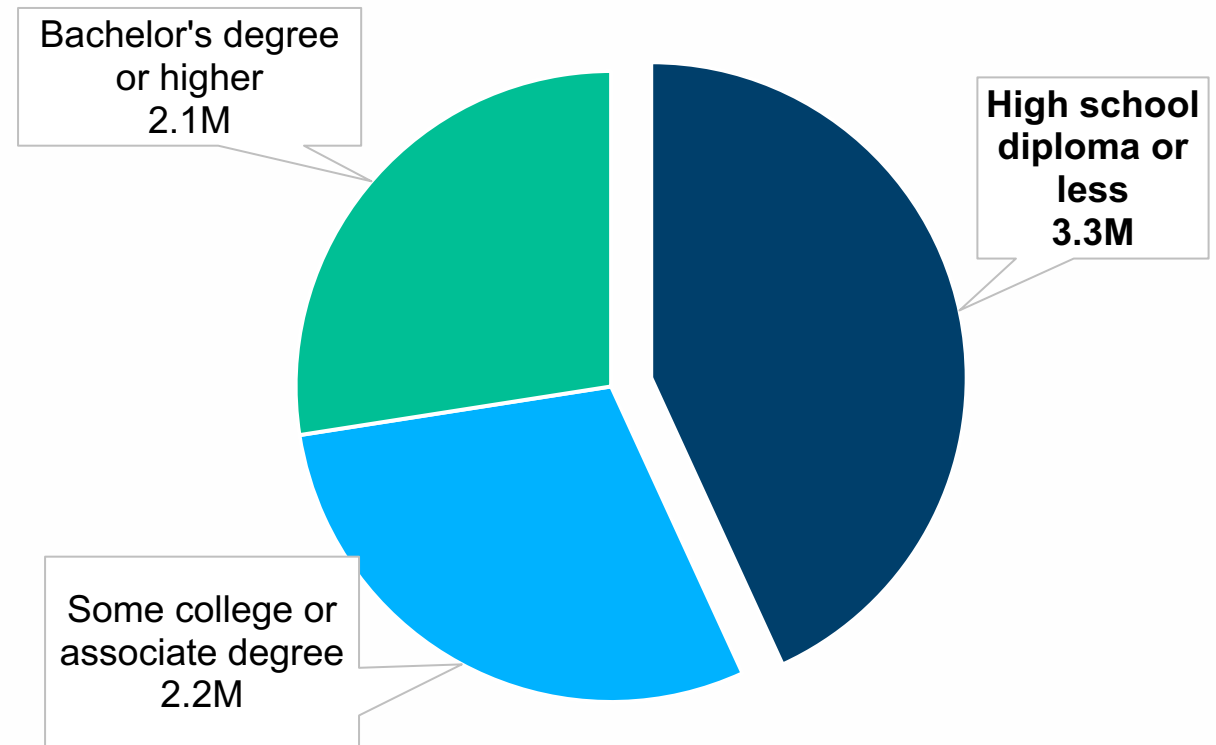


# Millions of Americans are struggling, especially those with less education

## Unemployed workers



## Unemployed workers by educational attainment



# Data Sources

## Public Viewpoint (2020 to 2021)

- Regular, nationally representative survey of 1,000 adults 18 and older

## Strada-Gallup Education Consumer Survey (2020)

- Nationally representative survey of 23,000-plus adults ages 18 to 65
- Two waves: April to June 2020 and October to December 2020

## Strada-Gallup Employer Survey (2018)

- Nationally representative survey of 1,100-plus hiring managers



# Hiring and Advancement

# A substantial majority of Americans believe employers should hire based on **skills** and **work experience**, but less than half say their employers are willing to do so

Employers should hire job candidates who have the required skills and work experience, even if they don't have a college degree.

69%

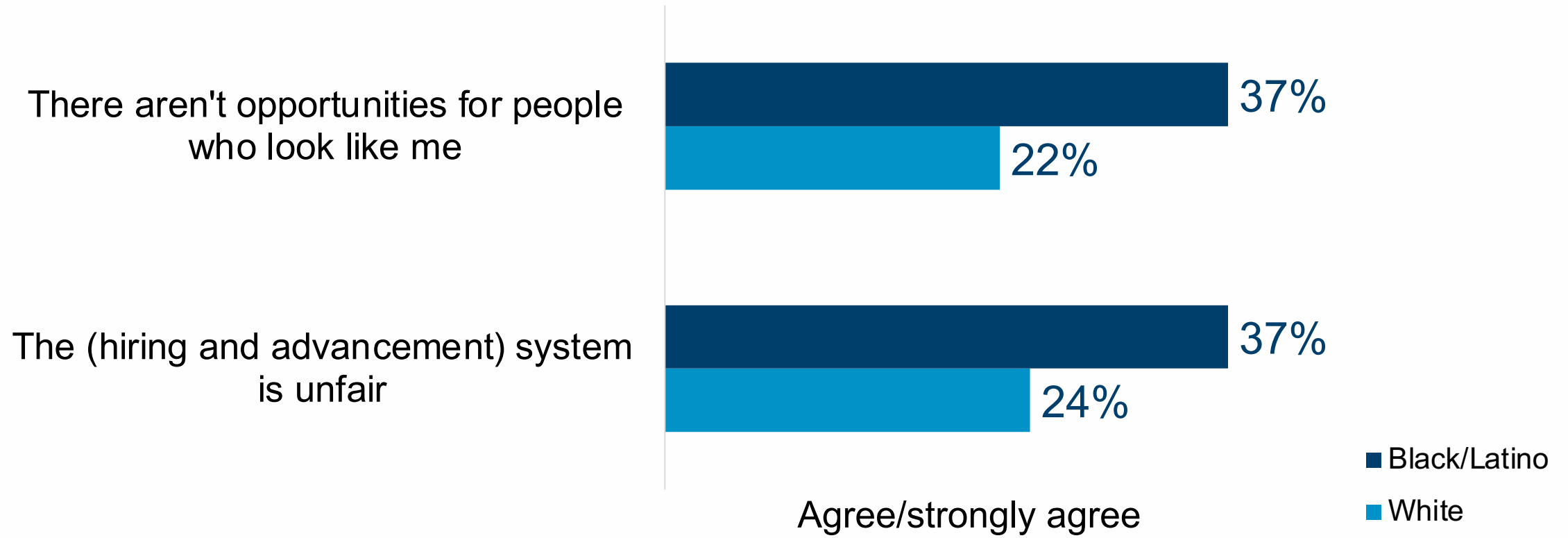
In my field of work, employers are willing to consider hiring job candidates who have the required skills and work experience, even if they don't have a college degree.

48%

Agree/strongly agree

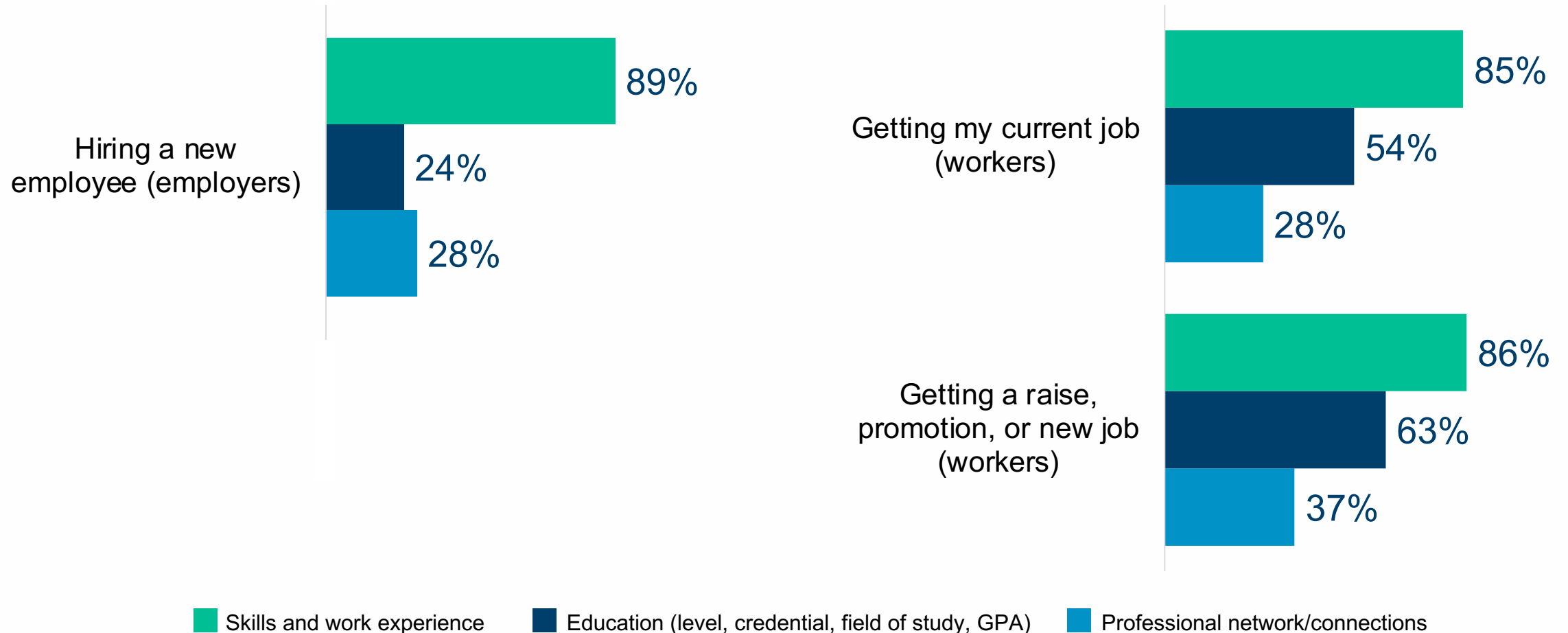
# Black Americans and Latinos are more likely to believe our hiring and advancement systems are unfair

*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:*



# Both workers and employers say skills and work experience are more important for hiring and advancement

*Share who say factor is very important\**



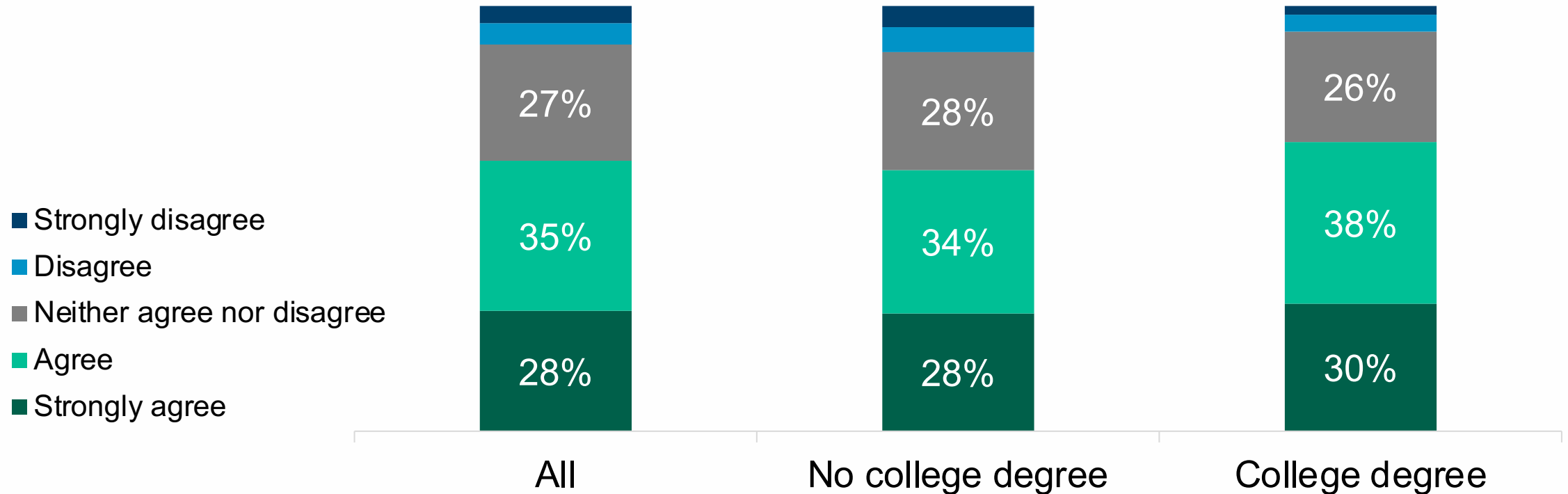
\*See appendix for methodology note. Strada-Gallup Education Consumer Survey, 2020. Base: Americans ages 18-65, n=8,043.  
Strada-Gallup Employer Survey, 2018. Base: American adults involved in hiring decisions, n=1,139.



# Employer-Provided Education Benefits

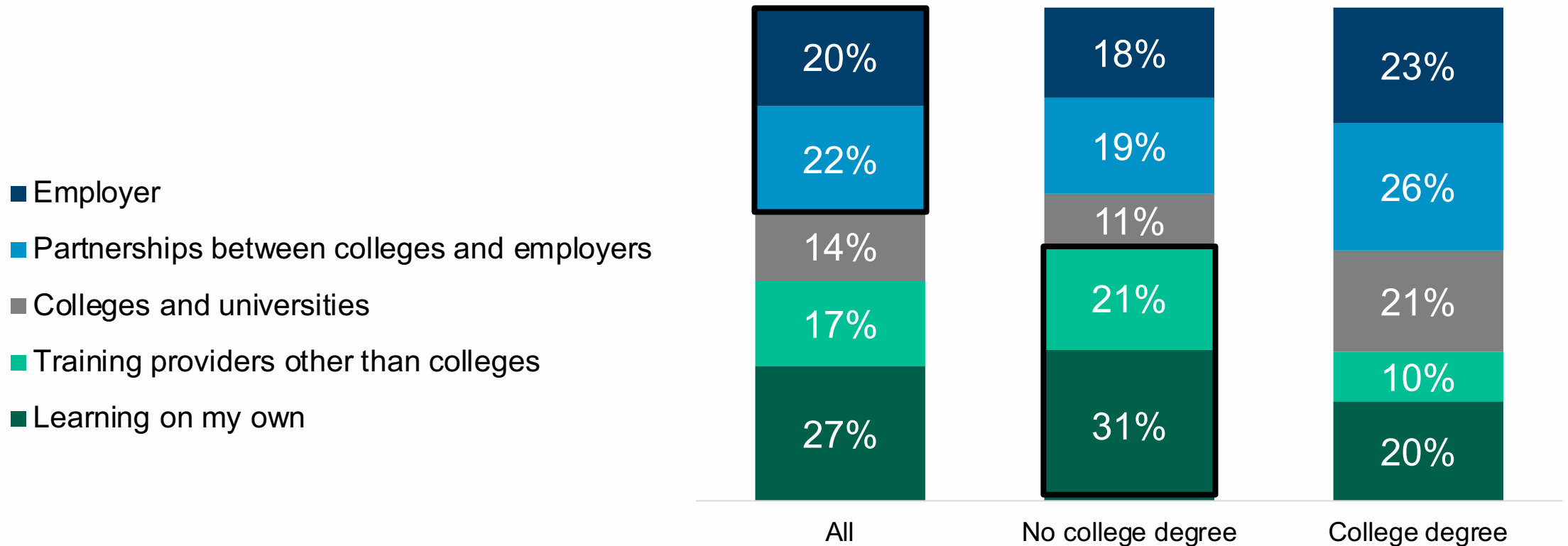
# Most Americans say support for their learning and career development would make them more likely to stay with an employer

*If an employer offered support for my ongoing education and career development, I would be more likely to accept a job offer or to remain employed with this employer.*



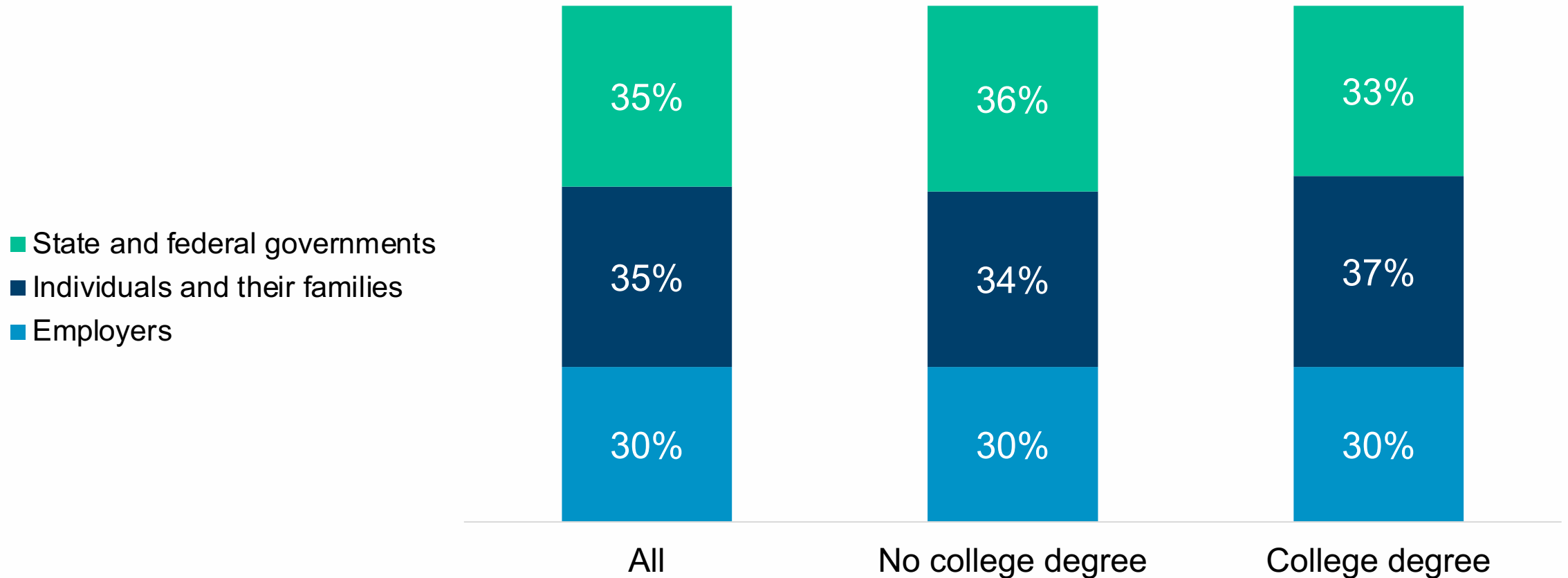
## 2 in 5 Americans say they learn best when their employer is involved; those without college degrees are more likely to prefer learning on their own or alternatives to college

*The best way to learn the skills I need to succeed and advance at work is through:*



# Americans believe funding for education and training should be a shared responsibility

*What percentage of education and training should be funded by:*



# Key Findings

## Hiring and Advancement

- **A substantial majority of Americans believe employers should hire based on skills and work experience, rather than college degrees.** Seven in 10 Americans agree employers should hire job candidates who have the required skills and work experience, even if they don't have a college degree. Meanwhile, less than half of Americans say employers in their field are willing to hire skilled workers without degrees.
- **Workers and employers say skills and experience matter more than education when it comes to getting a job or advancing in your career.** Eighty-six percent of workers say skills and work experience are important factors for getting a raise, promotion, or new job, compared to 63 percent who say education-related factors, such as education level, having a degree or credential, and field of study are important.

## Employer-Provided Education Benefits

- **Most Americans, including those without college degrees, say they would be more likely to accept a job offer or stay with an employer that supports their learning and advancement.** Three in 5 Americans agree employer support for ongoing education and career development would make them more likely to accept a job offer or stay with that employer.
- **While Americans have diverse preferences for the best way to learn to advance at work, 2 in 5 say they learn best when their employer is involved.** Americans without college degrees are twice as likely as college graduates to prefer training providers other than colleges, and 50 percent more likely to prefer learning on their own.
- **Americans, including those without college degrees, believe financing education and training should be a shared responsibility among individuals, governments, and employers.** On average, Americans say individuals and their families should pay for 35 percent of the costs of education and training; state and federal governments should fund 35 percent; and employers should cover 30 percent of the costs.

Learn more at  
[StradaEducation.org/PublicViewpoint](https://StradaEducation.org/PublicViewpoint)  
or email  
[consumervoice@stradaeducation.org](mailto:consumervoice@stradaeducation.org)

# Methodology

- The Strada Public Viewpoint survey was fielded regularly by Heart+Mind Strategies from March 2020 to January 2021. Data are weighted based on the Current Population Survey on the basis of age, race/ethnicity, education, and gender. This presentation uses data from October 2020, n= 1,129, and January 2021, n=1,015.
- The 2020 Strada-Gallup Education Consumer Survey is a nationally representative mail- and web-based survey of U.S. adults ages 18 to 65; n=23,120.
- The 2018 Strada-Gallup Employer Survey is a nationally representative web-based survey of U.S. adults involved in hiring decisions; n=1,139.
- Please contact Strada Center for Education Consumer Insights with questions or information requests at [consumervoice@stradaeducation.org](mailto:consumervoice@stradaeducation.org) or learn more at [StradaEducation.org/PublicViewpoint](https://StradaEducation.org/PublicViewpoint).

\*The categories for the respective Likert scales vary slightly across these questions but represent 4 or higher. The “getting a raise, promotion, or new job” category includes “a great deal/quite a bit;” the “getting my current job” category includes “very/extremely important;” and the “hiring managers” category includes “very important.”