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Public Viewpoint

What learners are looking for in the Midst of COVID-19

July 8, 2020

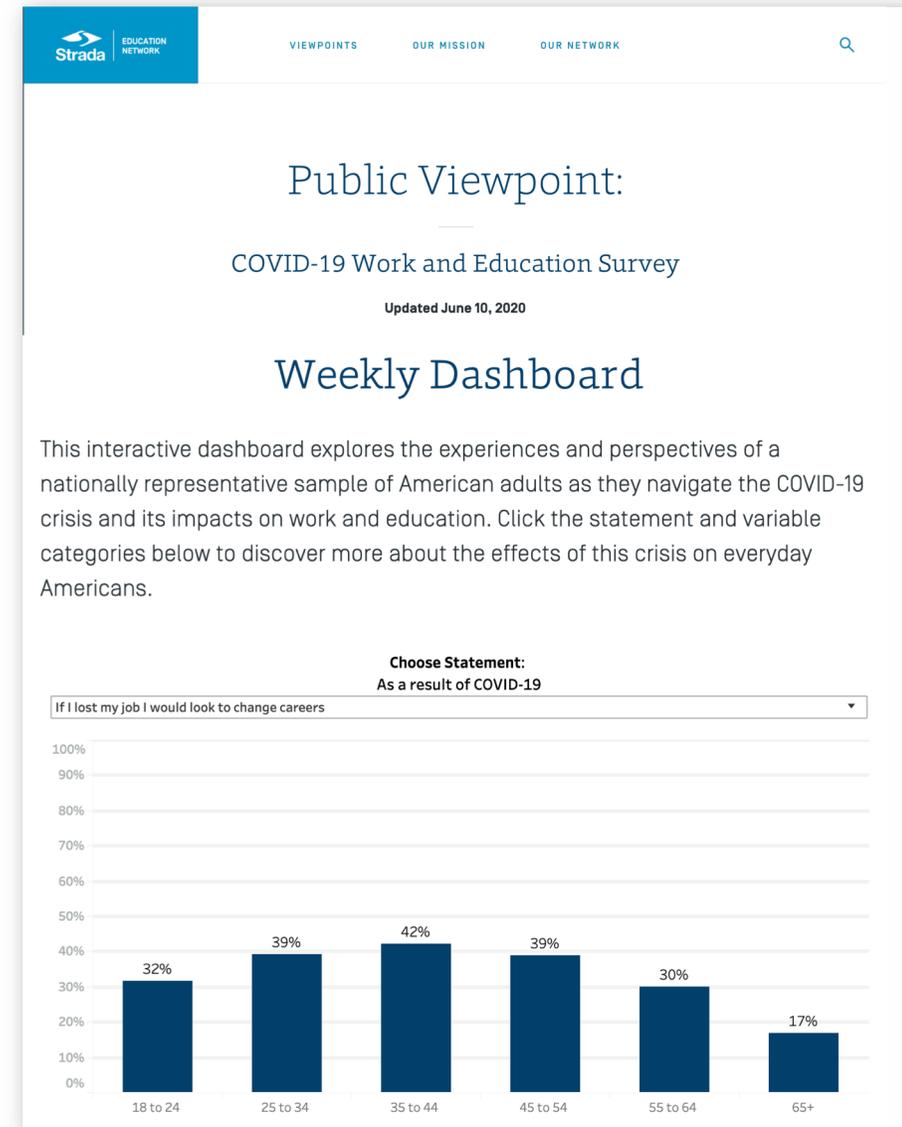
Dave Clayton, PhD, Senior Vice President



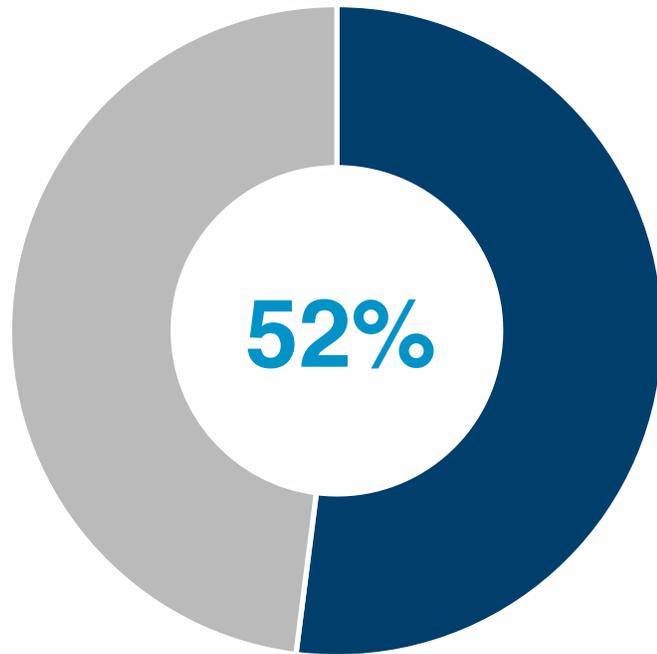
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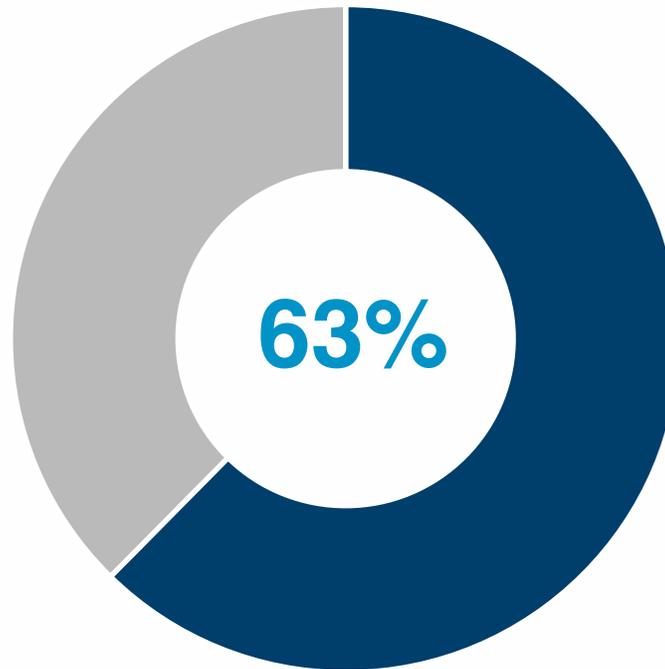
- A weekly survey of 1,000 American adults that is representative of the population on the basis of:
 - Age
 - Gender
 - Educational attainment
 - Race/ethnicity
 - Nine geographic census regions
- 12,069 responses from March 25-June 25 combined for group comparisons
- Weekly surveys, March 25-May 28 2020
- Biweekly surveys, June-October 2020



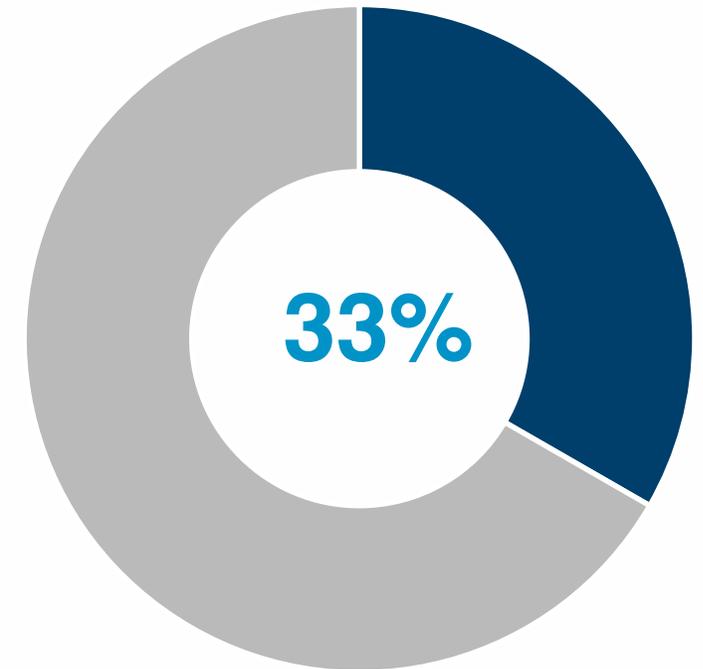
Most Americans have been affected, and many will look to education



Have lost jobs,
hours or income



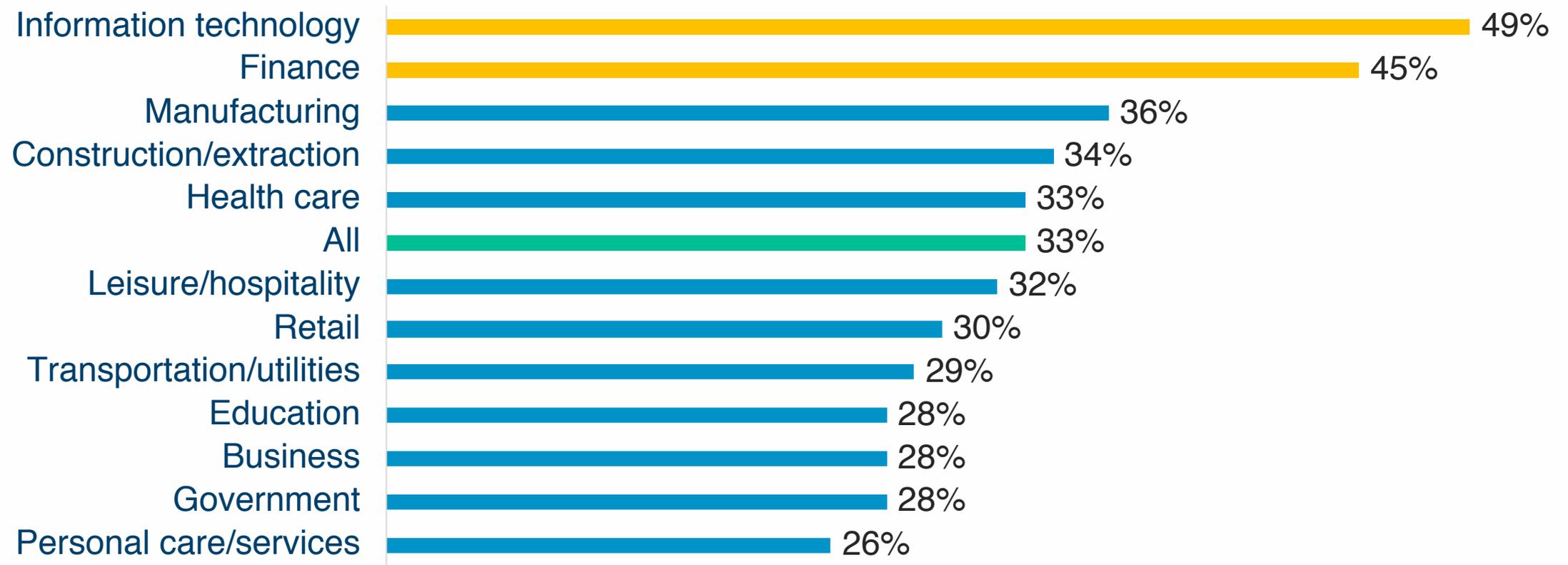
Are worried about
losing their jobs



Believe they would need
more education or
training to replace a
lost job

A third of workers feel they would need more education to find a new job

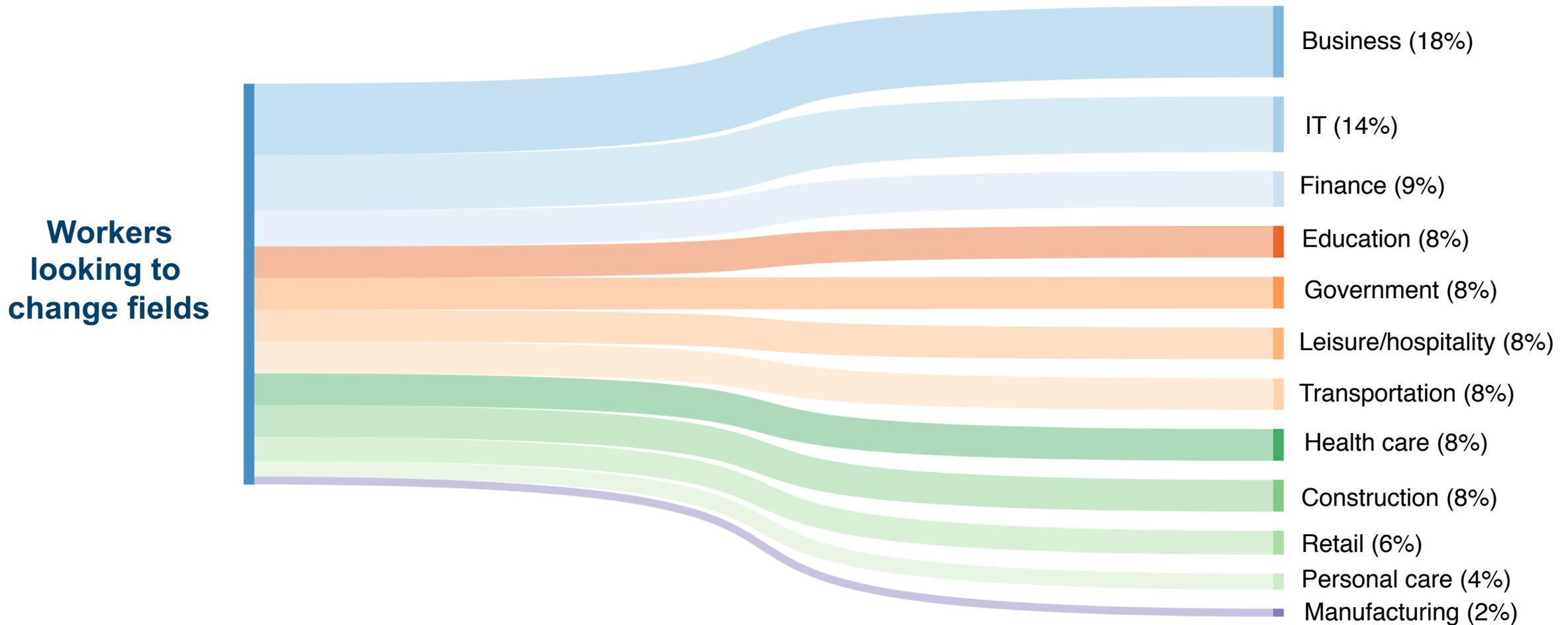
If I were to lose my job because of the coronavirus (COVID-19) events, I will need additional education or training to find another job with the same wages or income.



Share of workers (agree/strongly agree)

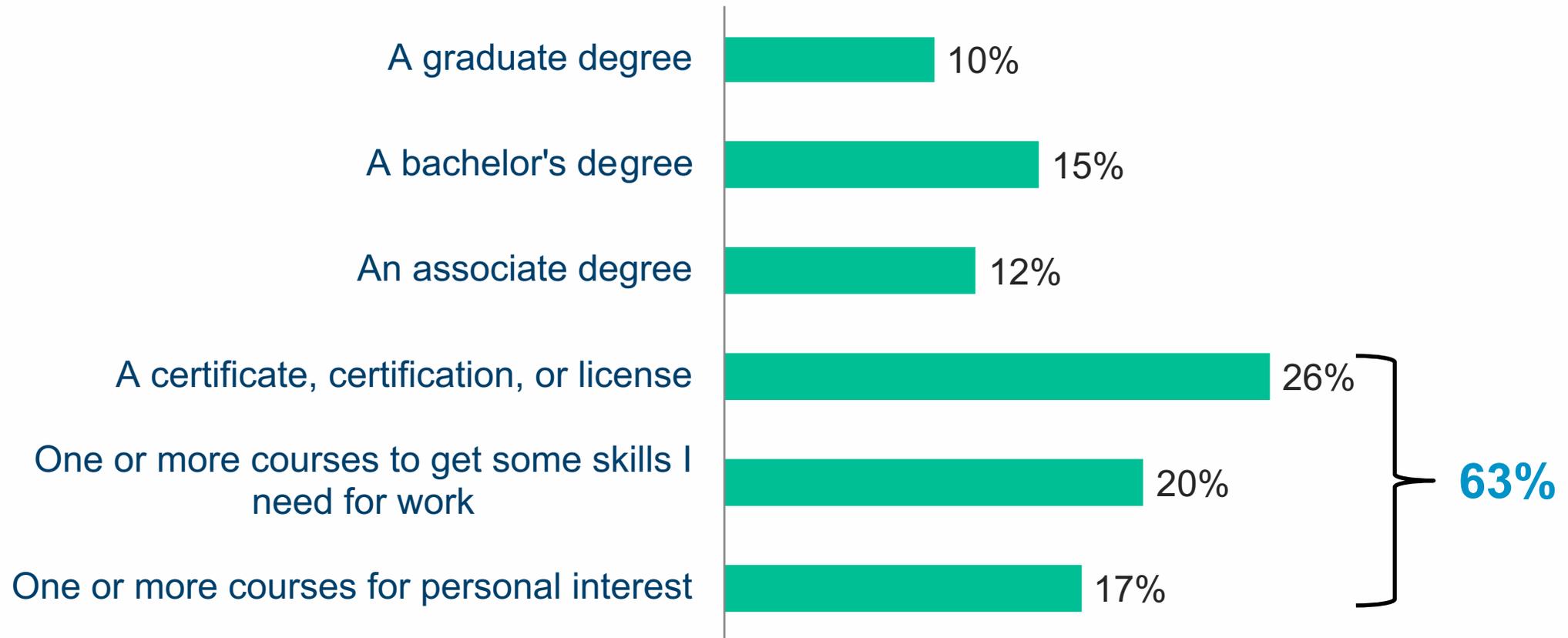
Workers looking to change fields are most interested in transitioning into business and information technology

If you were to lose your job, which industry/sector would you be interested in working in? Please rank your top 3 choices.



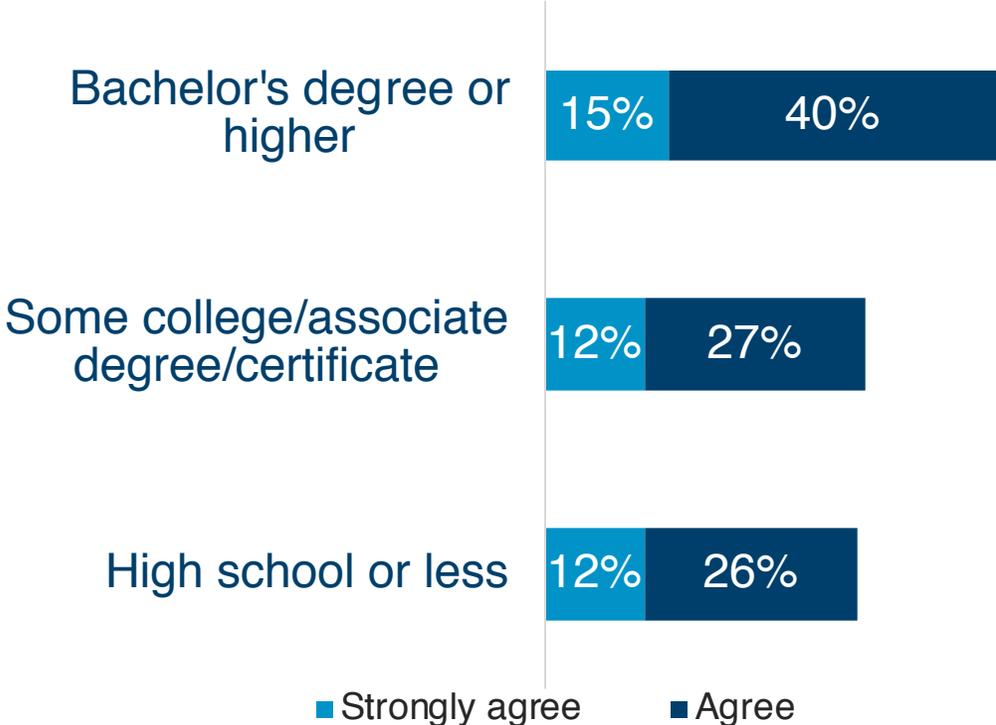
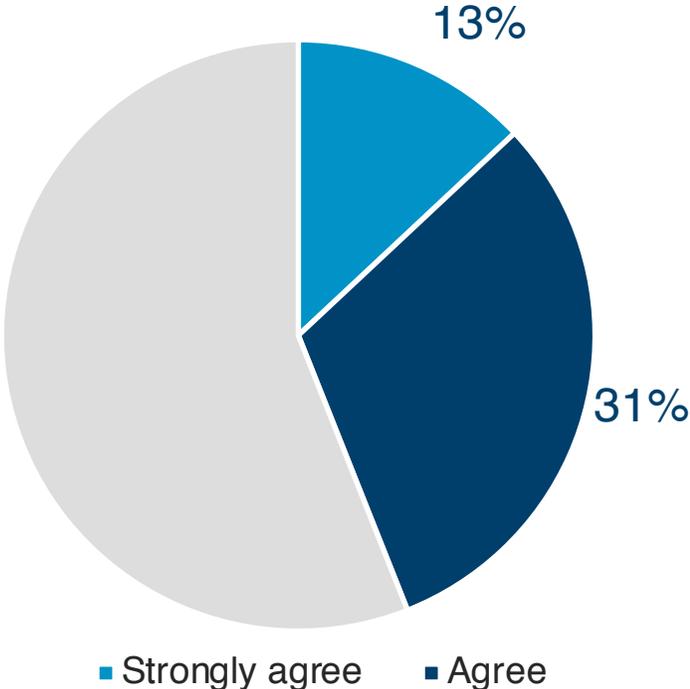
Adults considering enrolling prefer nondegree programs

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



Most people don't feel they have access to the education they want

Do you agree or disagree with the following statements? I can access the education or training I want.



Implications

- Americans are concerned about employment security and the underlying beliefs about the value of education—in abstract—are favorable.
- Worker attitudes vary across fields of work—targeted outreach and programs will make a difference.
- The majority of people report they would pursue nondegree education and training options in order to develop specific skills.
- Concerns about access to desired education or training and its value are significant—clarity about navigation and outcomes are a priority for building confidence to act.

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, educational attainment, and race/ethnicity
- Current report for survey results from March 25–June 25: n = 12,069
- 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.