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Public Viewpoint: COVID-19 Work and Education Survey

Trends in Americans' Education Plans and Perspectives

April 29, 2020

Overview

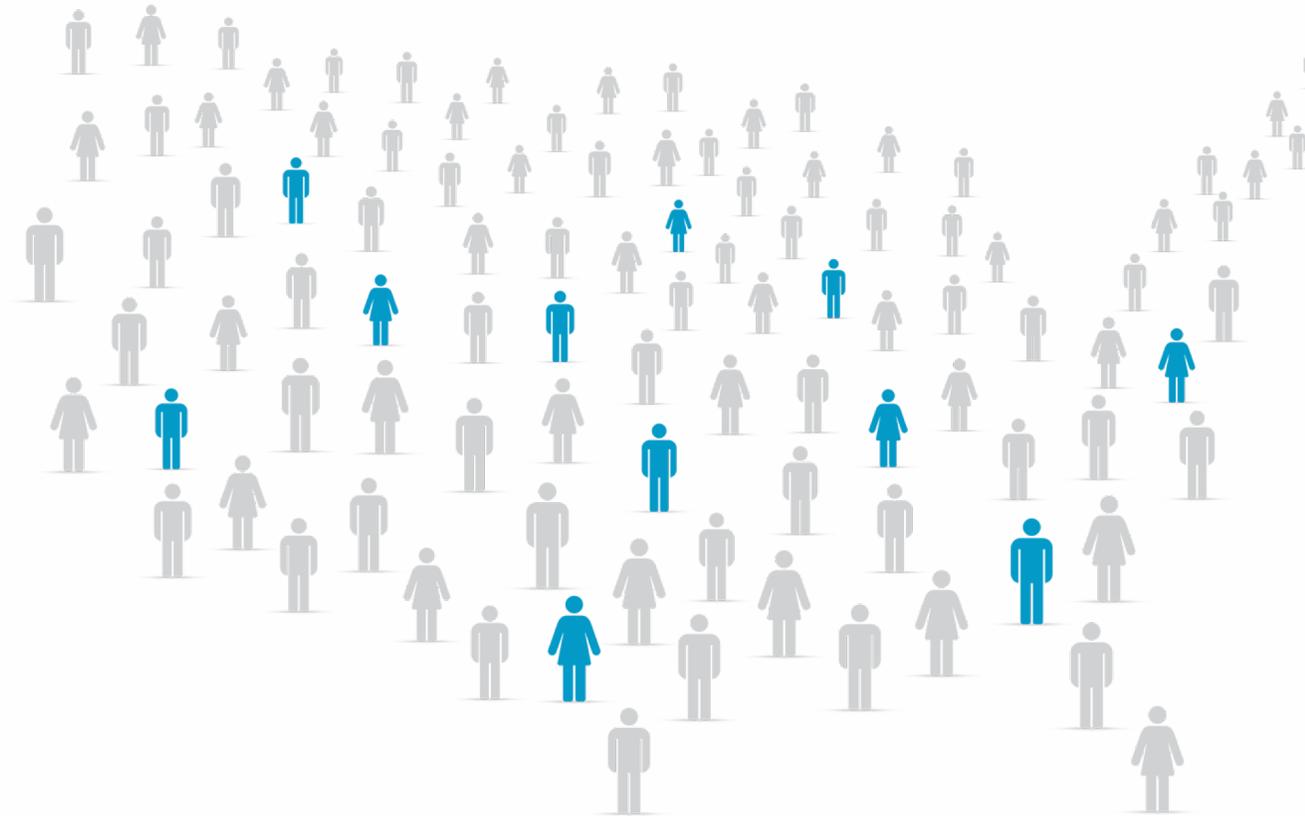
When faced with an economic crisis, Americans historically have turned to education as a way to meet the challenge and prepare for the future. But COVID-19 has disrupted our lives and work in unprecedented ways. This week the Public Viewpoint explores Americans' perceptions about education and whether we see similar trends.

Key Questions

1. Has the crisis disrupted Americans' plans for education?
2. Has the economic crisis caused by COVID-19 changed the likelihood that people will enroll in postsecondary education and training?
3. How have people's intentions about where they would enroll changed?
4. For those thinking about enrolling soon, what do they seek to achieve?

An estimated 28 million Americans (11% of those ages 18-plus) have canceled education plans because of COVID-19

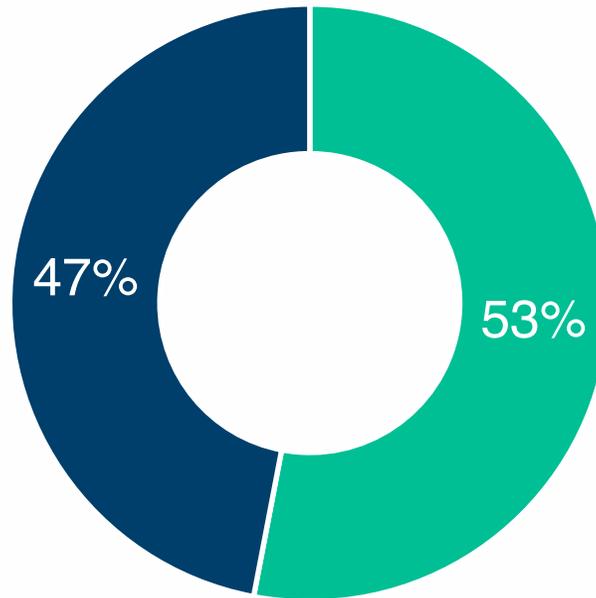
What best describes any ways you have adjusted your plans because of the coronavirus outbreak?



Overall, Americans' intent to enroll in postsecondary education and training in the next five years has not increased

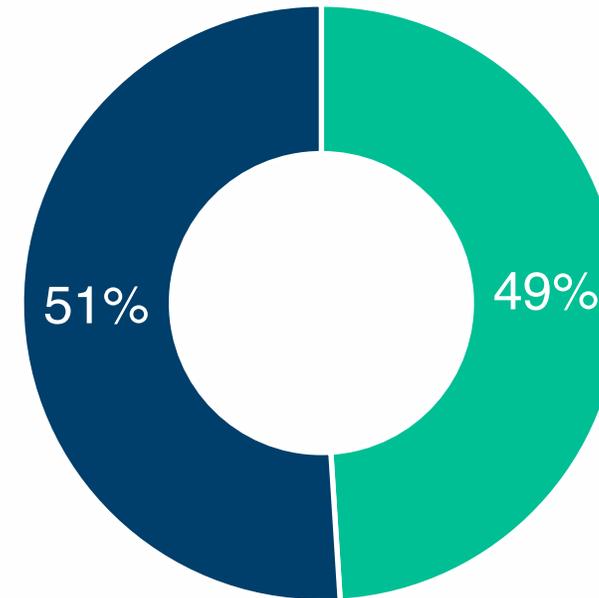
Percentage extremely or very likely to enroll in any type of postsecondary education or training within the next five years.

January-March 2019



■ Yes ■ No

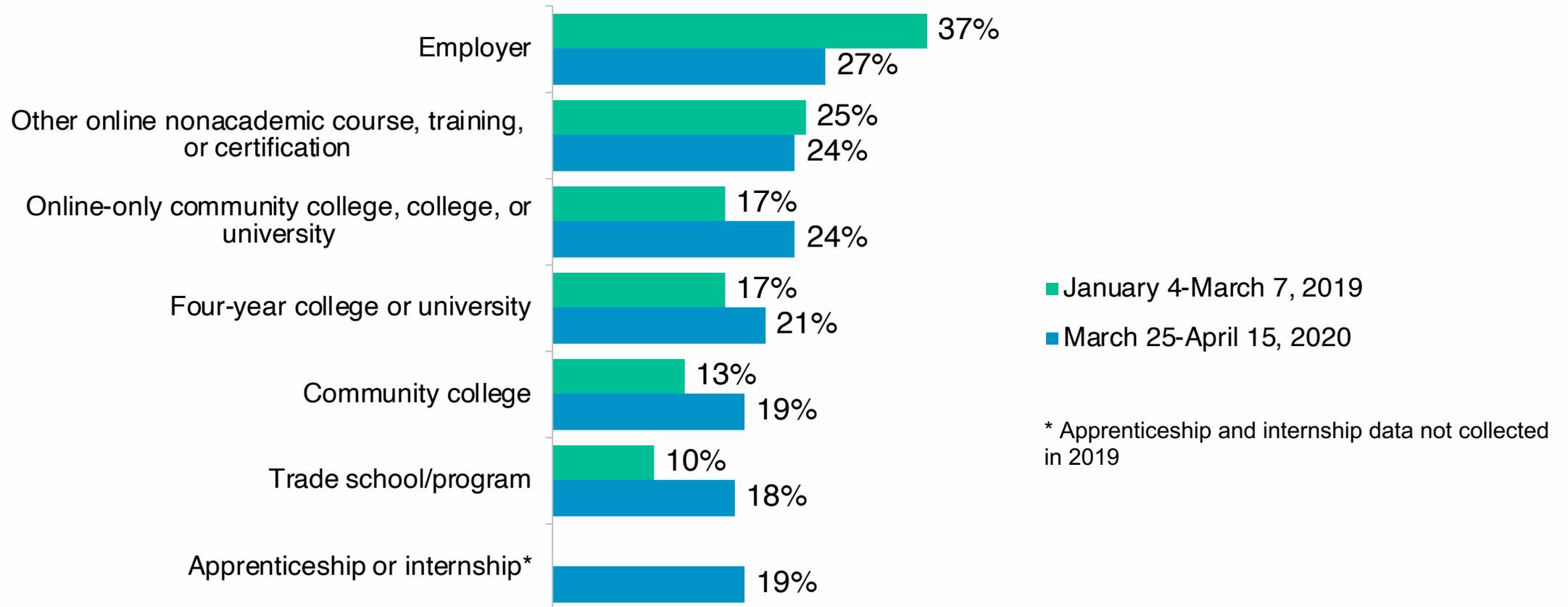
March-April 2020



■ Yes ■ No

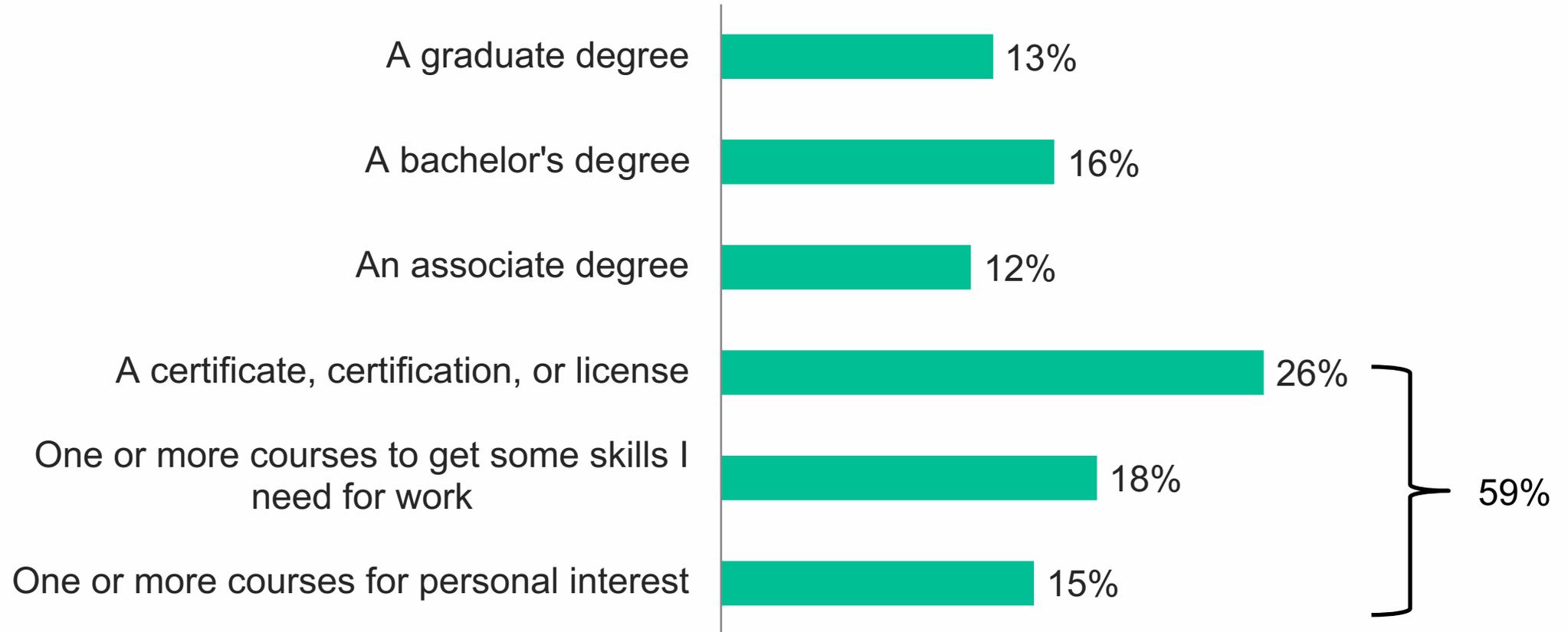
Americans' intentions about where to enroll have shifted compared to this time last year

Thinking about the future, in the next five years, how likely are you to enroll in courses or training offered through the following? (% extremely or very likely):



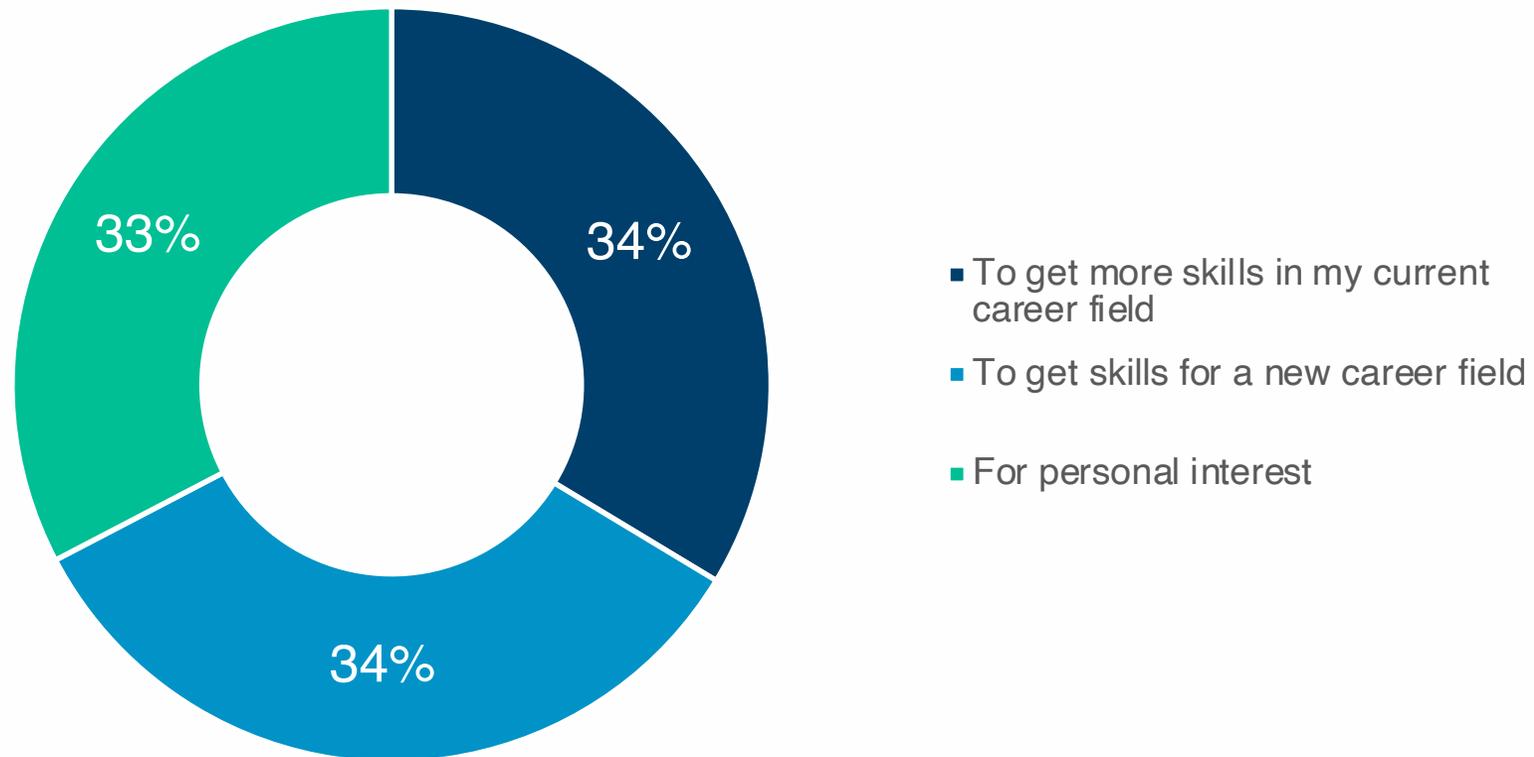
The majority of adults considering enrolling in an education or training program in the next six months prefer nondegree programs

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



For Americans looking to enroll in the next six months, their interests are divided evenly among reskilling, upskilling, and pursuing personal interests*

If you were to enroll in additional education or training in the next six months, what would be the main reason you would enroll?



Key Findings: Education Plans and Perspectives

An estimated 28 million American adults have canceled their education plans because of COVID-19. This number represents 11 percent of Americans, and even more report disruption to their education plans.

Overall, Americans' intent to enroll in postsecondary education and training in the next five years has not increased. Forty-nine percent say they are likely to enroll in an education or training program within the next five years, compared to 53 percent in early 2019.

However, Americans' intentions about where to enroll have shifted compared to pre-COVID. Trade schools, online-only college programs, and community colleges have seen the largest increases in expected likelihood to enroll.

The majority of adults considering enrolling in an education or training program in the next six months prefer nondegree programs. Three out of five adults thinking about enrolling in that timeframe say they plan to pursue nondegree training, such as a certificate or select courses that would help them reskill or upskill.

For Americans looking to enroll in the next six months, their interests are divided evenly among reskilling, upskilling, and pursuing personal interests. One-third of Americans thinking about enrolling in an education or training program say they want to advance in their career field. Similarly, one-third say they want to learn new skills to change career fields, and another one-third say their goal is to pursue personal interests.

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

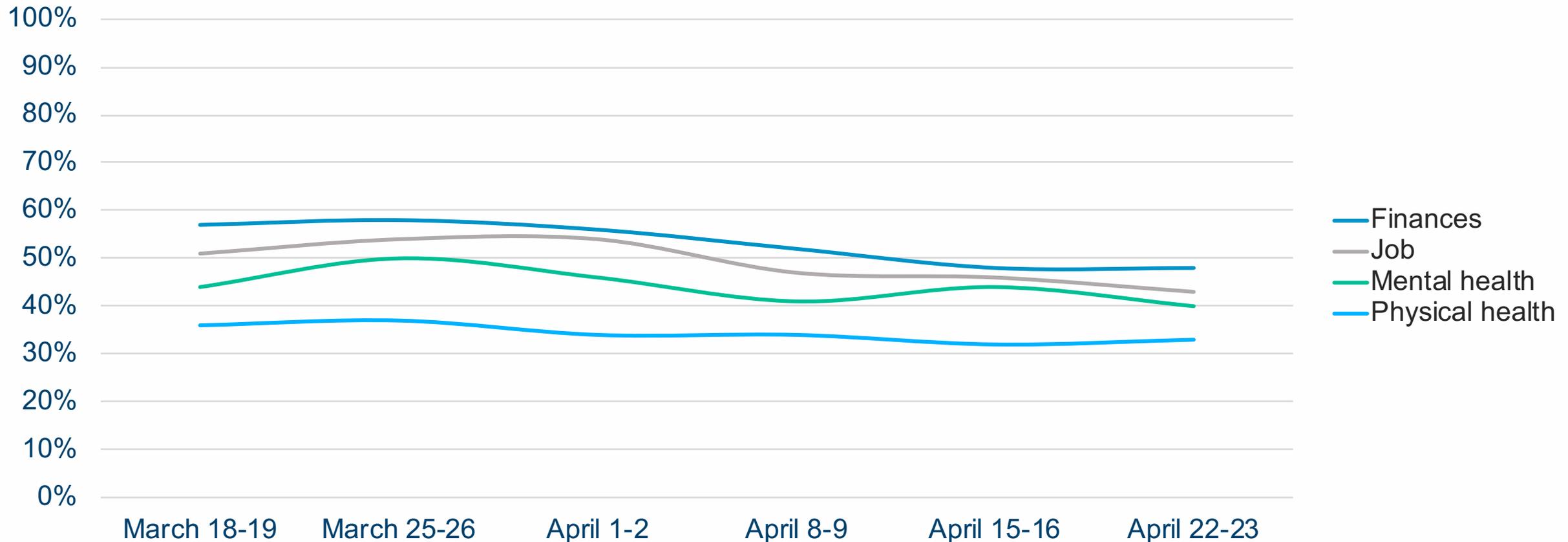
Methodology

- 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 Education Network's 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 April 22-23, n=1,000. Previous waves: April 15-16, n=1,016; April 8-9, 2020, n=1,001; April 1-2, 2020, n=1,000; March 25-26, 2020, n=1,006; and March 18-19, 2020, n=1,035.
- 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 the Center for Consumer Insights with questions or information requests at consumervoice@stradaeducation.org or learn more at StradaEducation.org/PublicViewpoint

Weekly tracking appendix: Worries and job loss

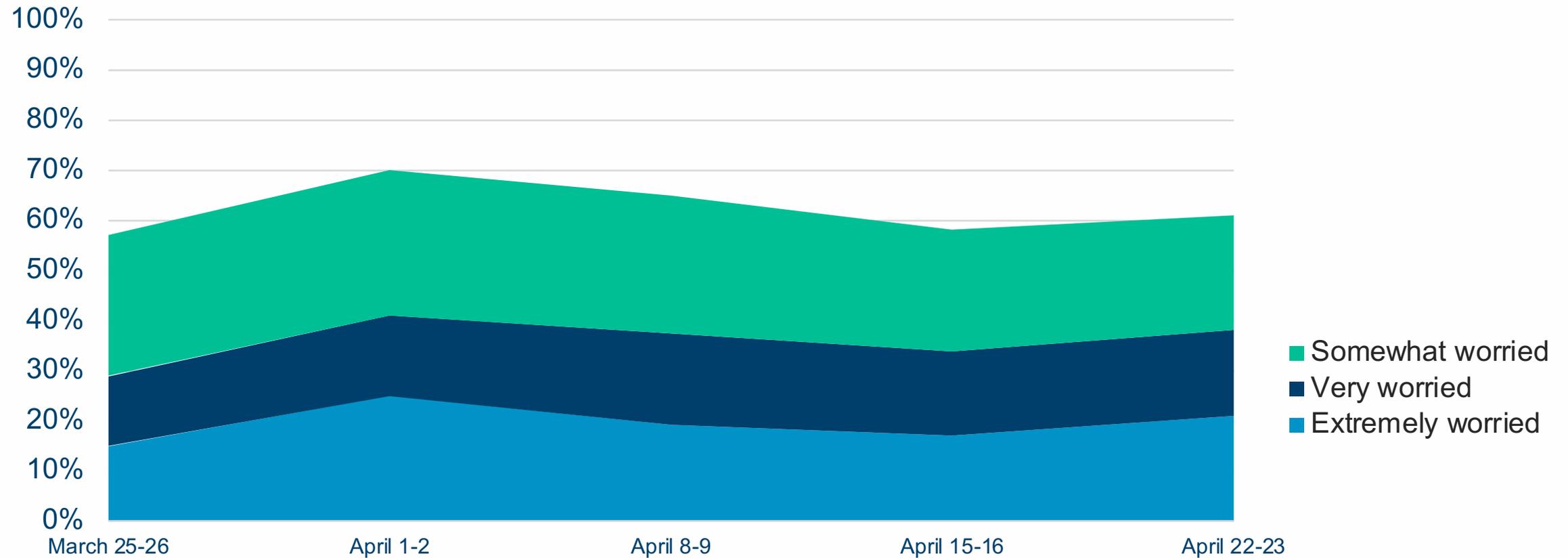
Americans' worries about their jobs, finances, mental and physical health stayed steady

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



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

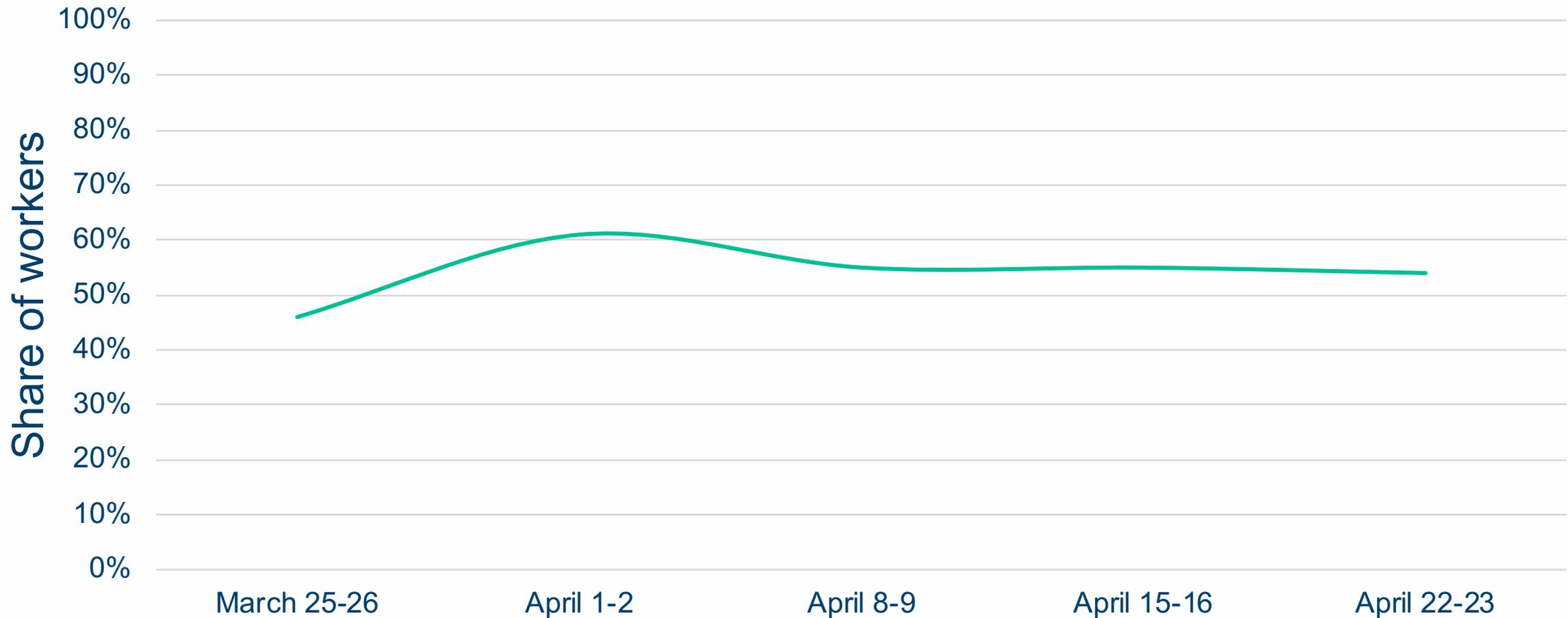
How worried are you that you may lose your job as a result of the coronavirus (COVID-19) events, or are you not at all worried?



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

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)