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CONSUMER
INSIGHTS

Public Viewpoint: COVID-19 Work and Education Survey

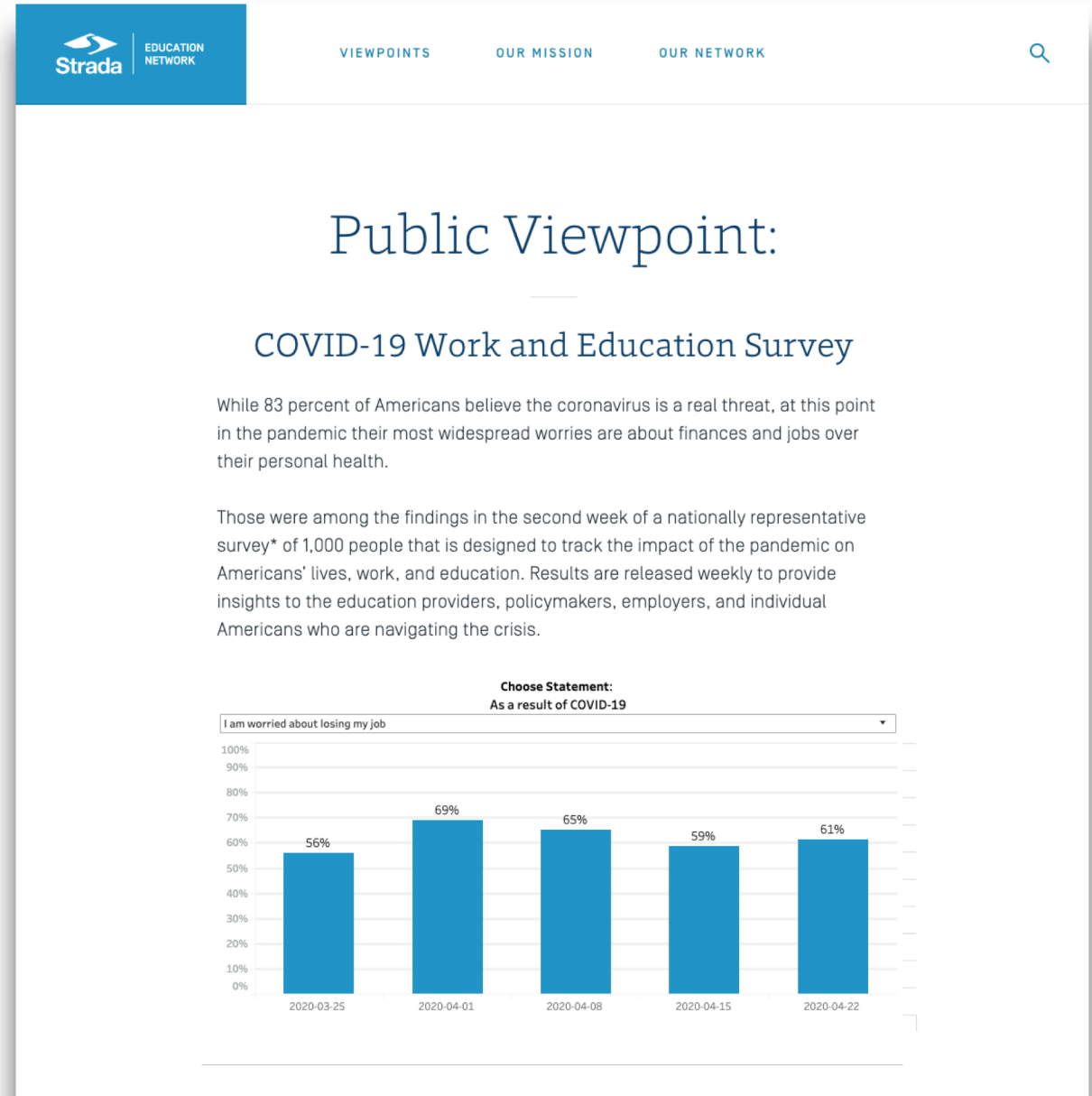
Work Impact and Education Perspectives by Job Field
May 6, 2020

Overview

The COVID-19 crisis has left millions of Americans without work. As workers struggle to adapt, millions will be looking to reskill and change jobs and careers. Through the Strada Public Viewpoint survey, we are getting some early signals about the fields that have been most affected as well as *who* is looking to reskill and *how* they want education and training to be delivered.

Public Viewpoint

- A weekly survey of 1,000 American adults that is representative of the population on the basis of:
 - Age
 - Sex
 - Race/ethnicity
 - Nine geographic census regions
- 6,000+ responses from March 25 to April 30 combined for group comparisons



Key Insights by Week

Weeks 1 & 2

National

Weeks 3

Age

Weeks 4

Race/ethnicity

Weeks 5

Education perspectives

Weeks 6

Job field

Key Research Questions

1. How has the COVID-19 crisis affected work and life across job fields?
2. What are Americans' perspectives on work, education, and training?

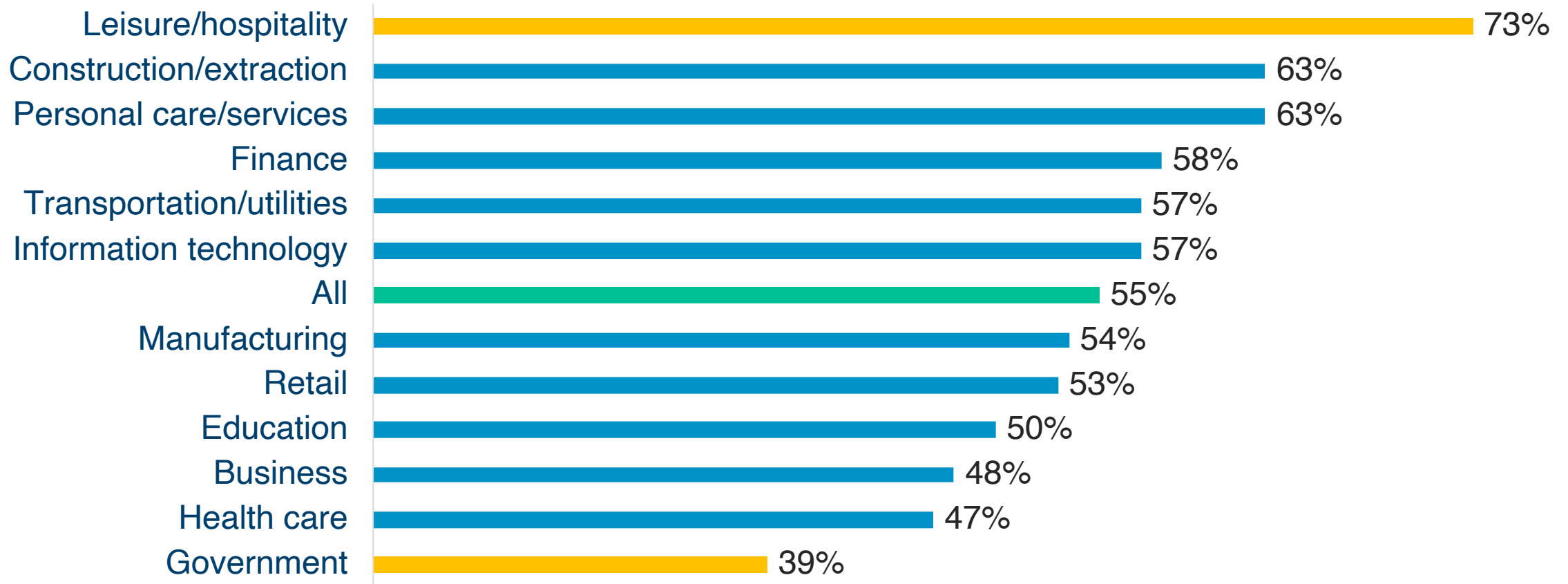
Job Field Descriptions

| | Job Field | Subcategories/Example Jobs |
|----|--------------------------|---|
| 1 | Information technology | Tech support, computer programmers, telecommunications workers |
| 2 | Manufacturing | Assemblers, machinists |
| 3 | Finance | Accountants, loan officers, tellers |
| 4 | Education | Teachers, college faculty, K-12 and higher education administrators |
| 5 | Health care | Nurses, doctors, allied health |
| 6 | Transportation/utilities | Truck drivers, electrical powerline installers/repairers |
| 7 | Retail | Retail workers, cashiers |
| 8 | Construction/extraction | Construction workers, skilled trades, agriculture, mining |
| 9 | Government | Public servants, defense, aerospace |
| 10 | Leisure/hospitality | Restaurants, food, hotel workers, sports, airlines and travel, casinos |
| 11 | Business | Human resources, consulting and business services, insurance, real estate, communication, organization, sales |
| 12 | Personal care/services | Barbers, childcare, fitness trainers, skincare |

Work Impact and Worry

73% of **leisure/hospitality workers** say they have lost work or income as a result of COVID-19

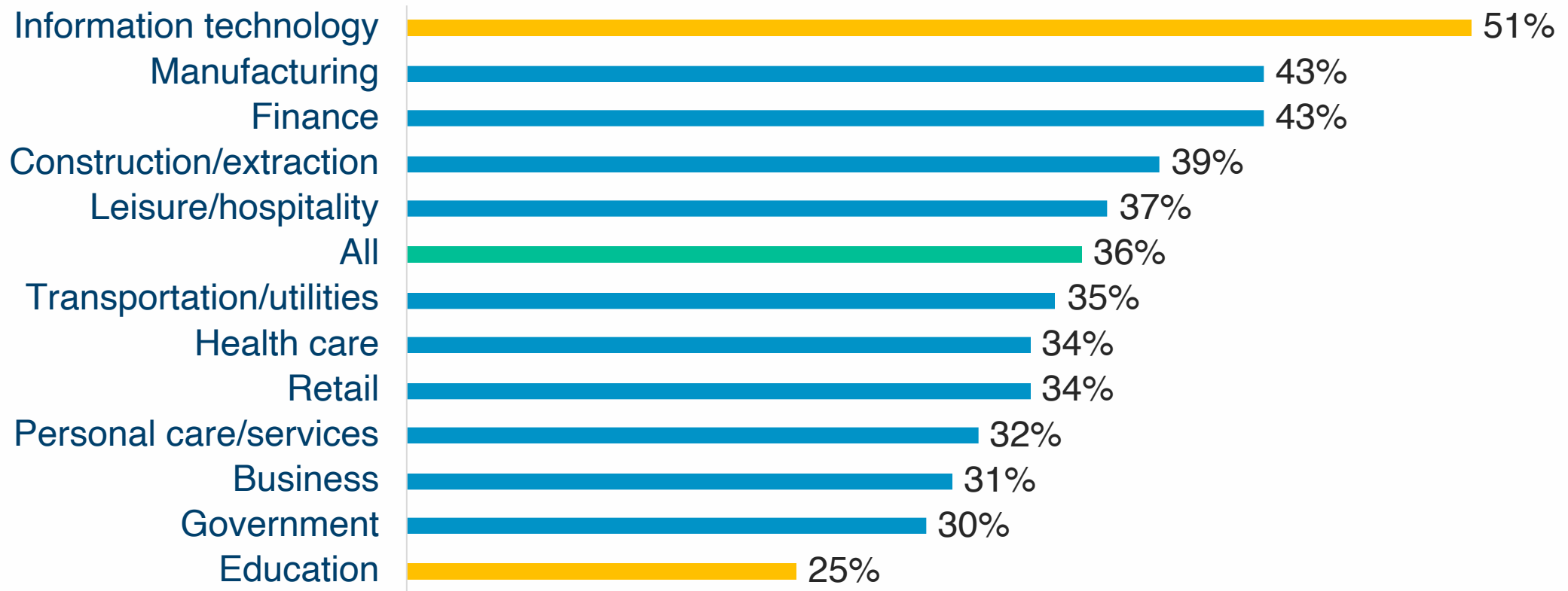
Did you lose your job or have your hours or income from work been reduced because of the coronavirus (COVID-19) situation?



Share of workers

51% of **information technology workers** say they are worried about losing their jobs as a result of COVID-19, compared to only 25% of **education workers**

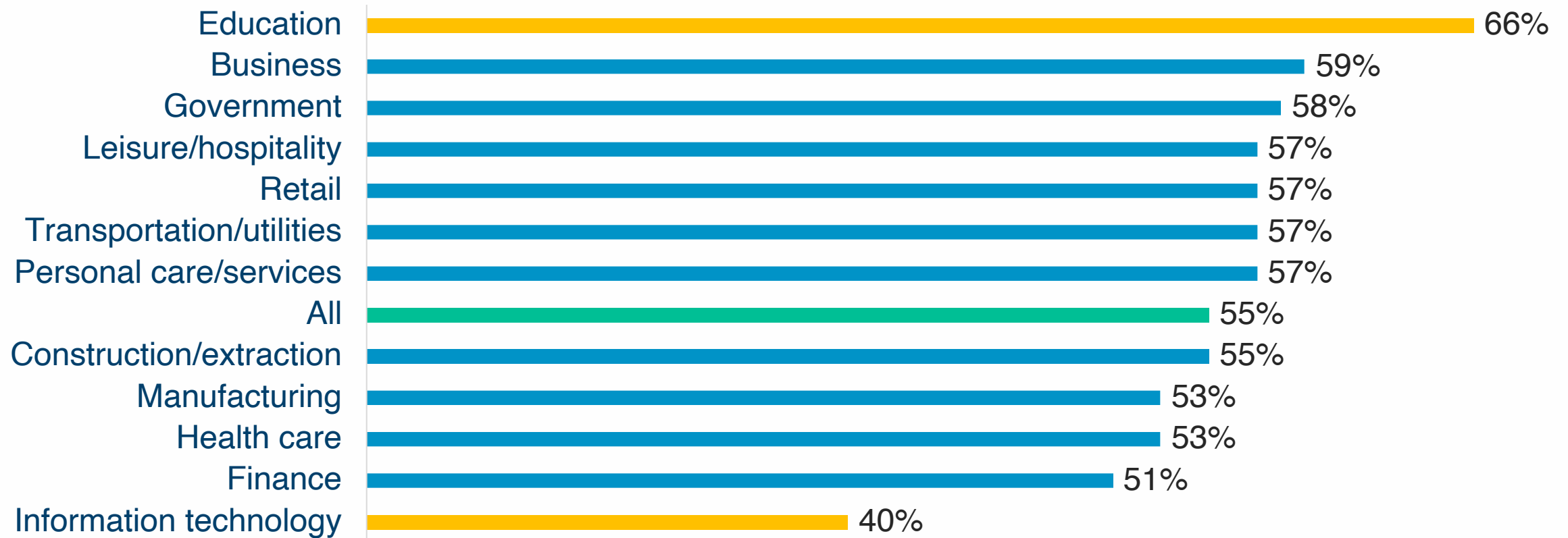
How worried are you that you may lose your job as a result of the coronavirus (COVID-19) events?



Share of workers (very/extremely worried)

66% of **education workers** believe COVID-19 will affect them personally for at least six months, compared to only 40% of **information technology workers**

How long do you think the impact of coronavirus will be to you personally?



Share of workers (six months or longer)

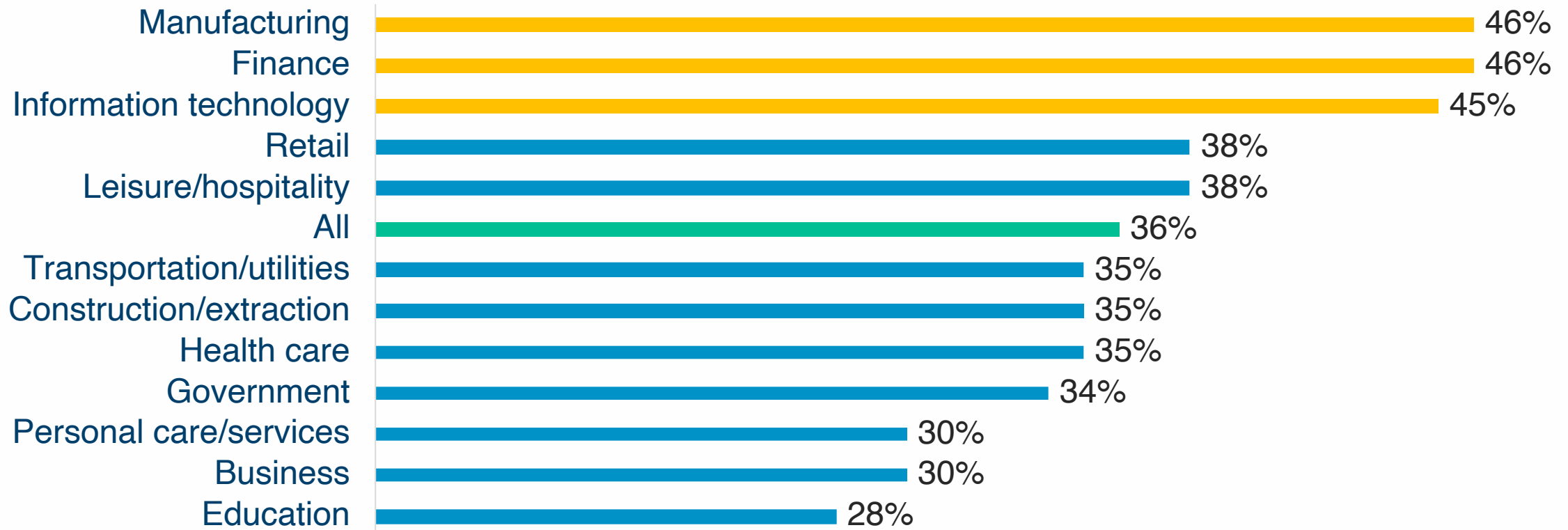
Workers in the most affected fields are not the most worried about losing their jobs or the most likely to believe the crisis will affect them in the long term

| | Work impact | Worry | Long term |
|--------------------------|-------------|----------|-----------|
| Construction/extraction | High | Moderate | Moderate |
| Leisure/hospitality | High | Moderate | Moderate |
| Personal care/services | High | Moderate | Moderate |
| Information technology | Moderate | High | Low |
| Finance | Moderate | High | Low |
| Manufacturing | Moderate | High | Moderate |
| Transportation/utilities | Moderate | Moderate | Moderate |
| Retail | Moderate | Moderate | Moderate |
| Education | Moderate | Low | High |
| Health care | Low | Moderate | Low |
| Business | Low | Low | High |
| Government | Low | Low | High |

Work Transitions and Reskilling

36% of workers would look for a job in a different field if they lost their jobs, including nearly half of workers in **manufacturing, finance, and information technology**

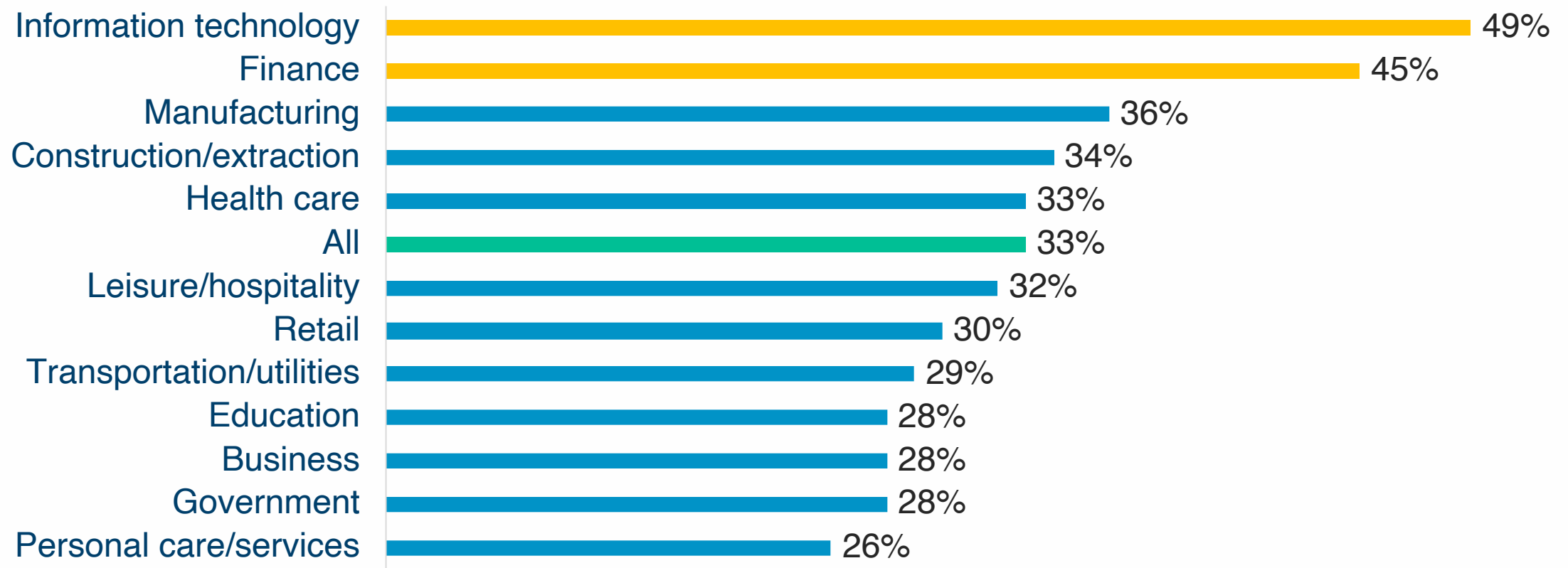
If I were to lose my job because of the coronavirus (COVID-19) events, I would look for a job in a career field that is different from what I currently do.



Share of workers (agree/strongly agree)

Information technology and finance workers are the most likely to say they would need more education to replace a lost job

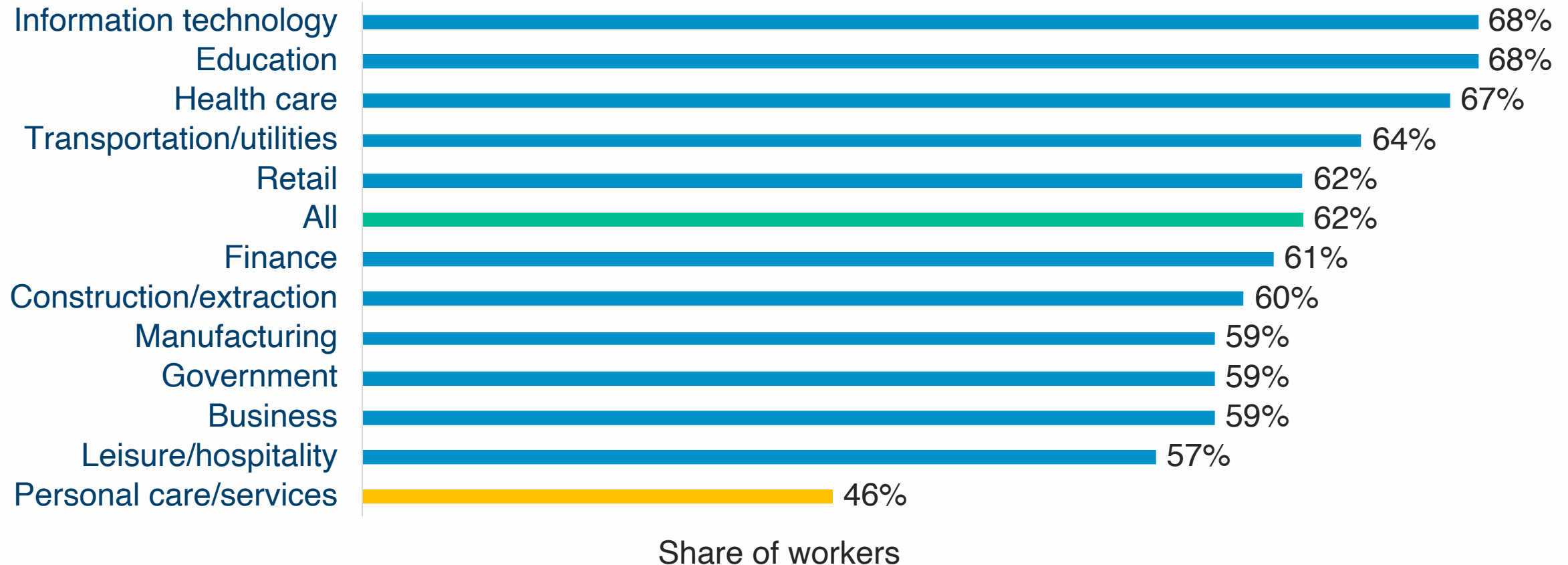
If I were to lose my job because of the coronavirus (COVID-19) events, I will need additional education or training to find another job with the same wages or income.



Share of workers (agree/strongly agree)

Only 46% of **personal care/services workers** are confident they know the skills they need to get the job they want

I know which skills I should develop to be an attractive candidate for the job I want.



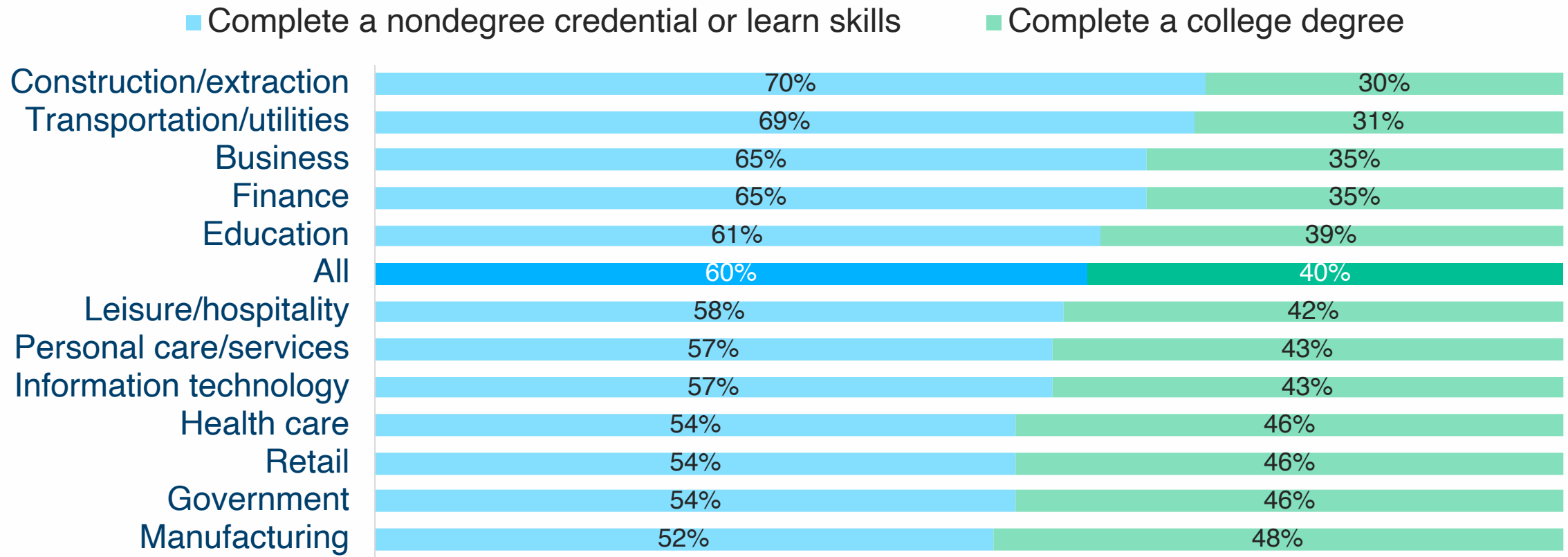
Information technology workers are looking to reskill and are confident they know which skills they need

| Job Field | Change fields | Need additional education | Skill confidence |
|--------------------------|---------------|---------------------------|------------------|
| Information technology | High | High | High |
| Finance | High | High | Moderate |
| Manufacturing | High | Moderate | Moderate |
| Health care | Moderate | Moderate | High |
| Transportation/utilities | Moderate | Moderate | Moderate |
| Retail | Moderate | Moderate | Moderate |
| Construction/extraction | Moderate | Moderate | Moderate |
| Government | Moderate | Low | Low |
| Leisure/hospitality | Moderate | Moderate | Low |
| Education | Low | Low | High |
| Business | Low | Low | Low |
| Personal care/services | Low | Low | Low |

Education Preferences

Workers across job fields say they want **nondegree** or **skills-based** education and training

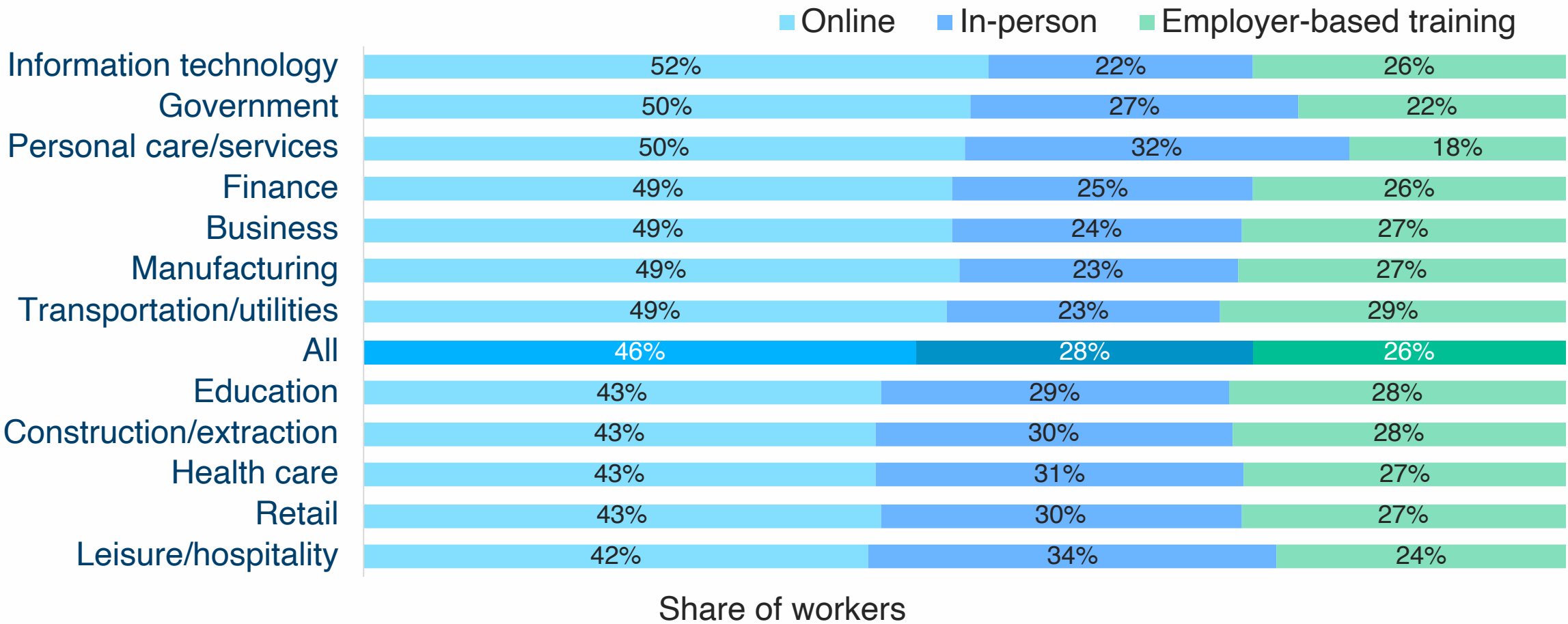
If you were to enroll in additional education or training sometime within the next six months, what would be your goal?



Share of workers

Across job fields, **workers prefer** that education and training is delivered **online**

If you had \$5,000 available to invest in your future education or training, where would you prefer to spend it?



Summary and Implications

Work impact, education expectations, and job fields

The range of differences across job fields suggests the importance of going beyond one-size-fits-all solutions. By combining the three key work impact variables and then the three key education expectation variables, we can see these job field patterns more clearly.

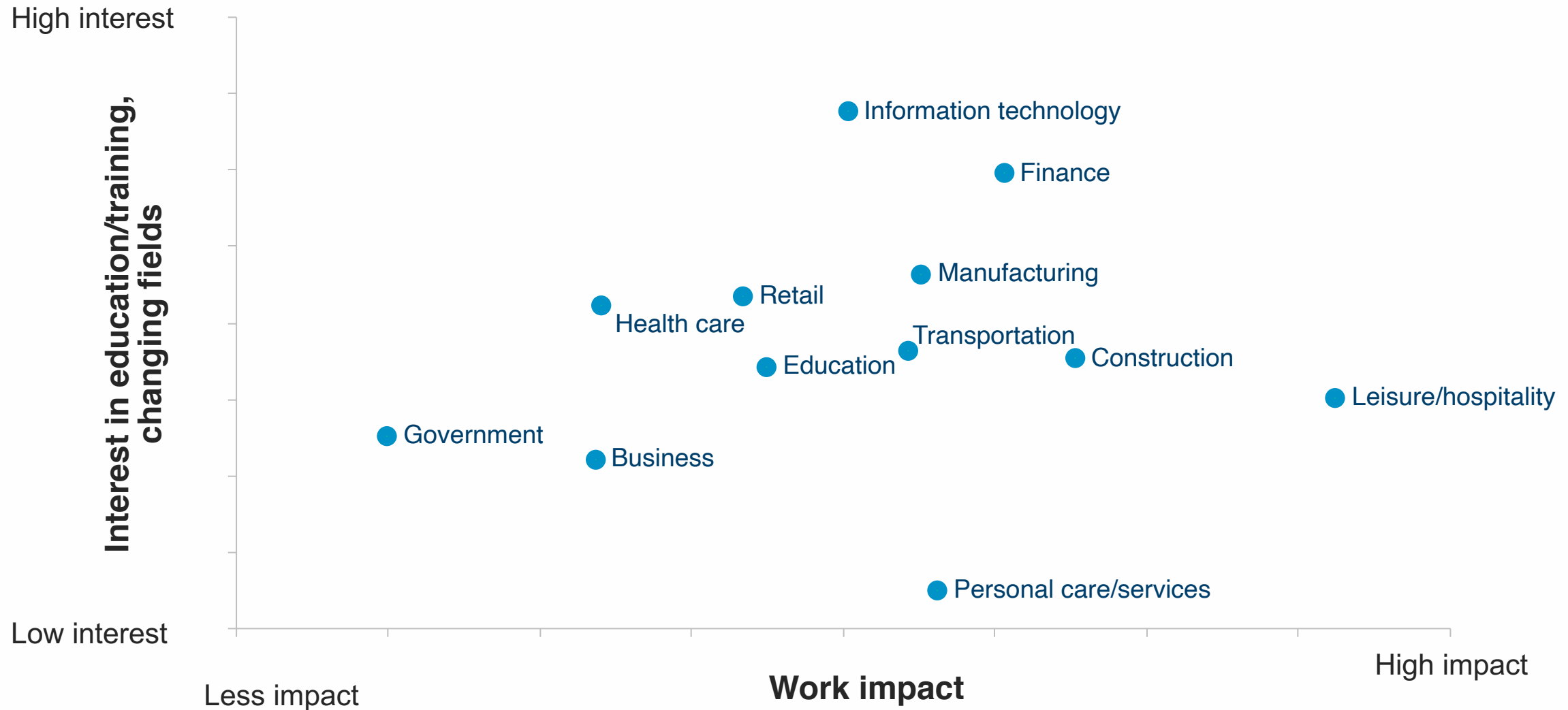
Work Impact Index

- Lost job or reduced work hours or income from work
- Worried about losing job
- Predicted length of personal impact

Education Expectation Index

- Interest in changing job fields
- Interest in additional education
- Confidence in understanding of which skills

Workers in **leisure/hospitality** and **personal care/services** have experienced significant work impact from COVID-19 but are less likely to reskill or upskill



Implications

1. While they have experienced high impact from the COVID-19 economic crisis, **leisure/hospitality workers** may be more difficult for educators and workforce developers to reach because of their low interest in reskilling or upskilling.
2. Despite experiencing a moderate impact from the COVID-19 economic crisis, among all job fields **personal care/services workers** have the lowest interest in further education and training.
3. **Information technology** and **finance workers** provide a unique opportunity for educators: They have a keen interest in further education and training—both to change careers and to upskill within their fields.
4. Compared to workers in other job fields, **government** and **business** workers both have been less affected financially and have relatively low interest in further education or training.

Key Findings: Work Impact and Education Perspectives by Job Field

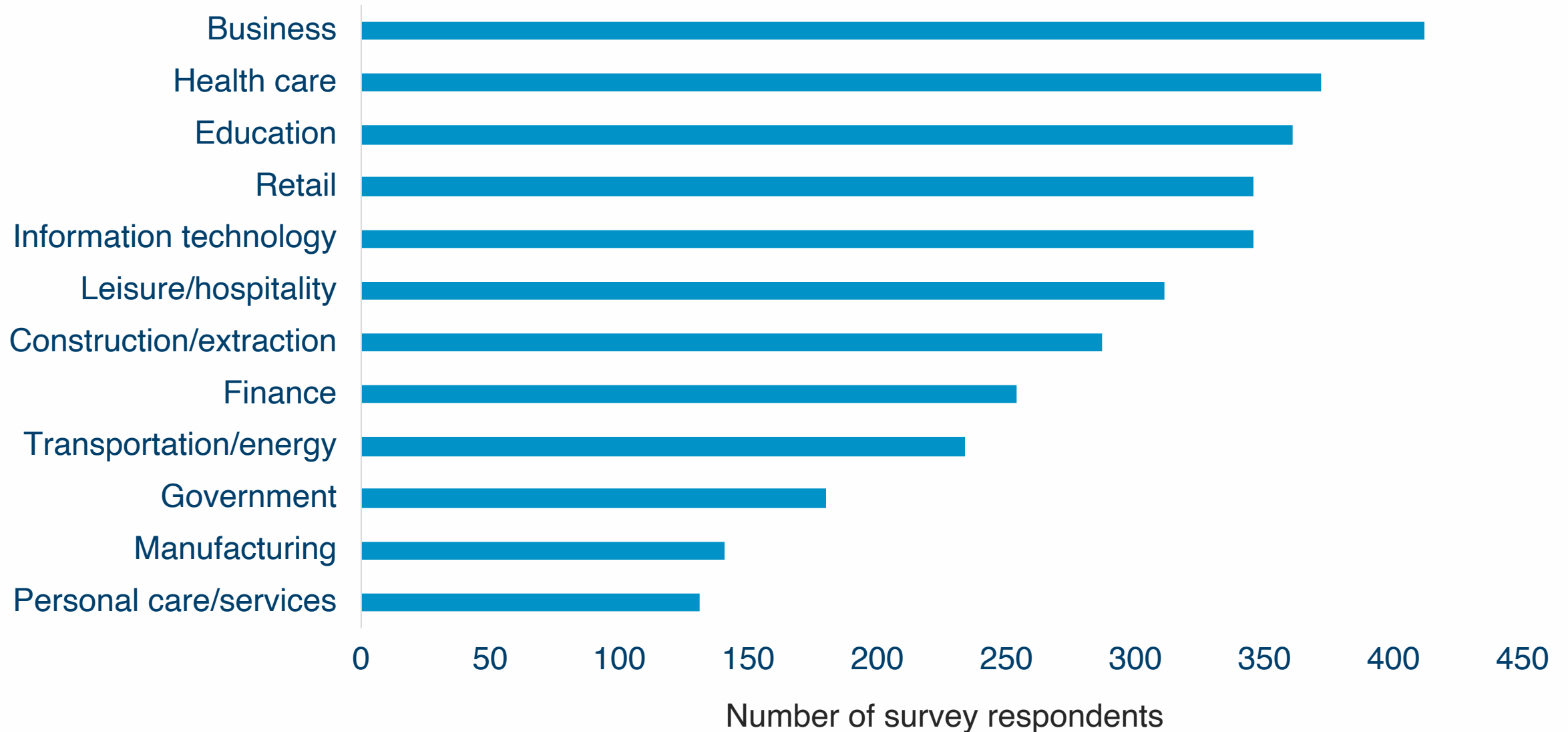
1. **Leisure and hospitality workers** have experienced the greatest impact from the COVID-19 economic crisis as measured by job loss and reduced hours or income.
2. **Information technology workers** are the most worried about losing their jobs but also the most likely to believe the impact will be short-term.
3. **Education workers** are the most likely to believe the crisis will affect them in the long term.
4. Nearly half of workers in **manufacturing, finance, and information technology** say they would change fields if they lost their jobs.
5. Workers **across job fields** say they prefer **nondegree** and **skill-based** education and training programs that are delivered **online**.

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

Methodology

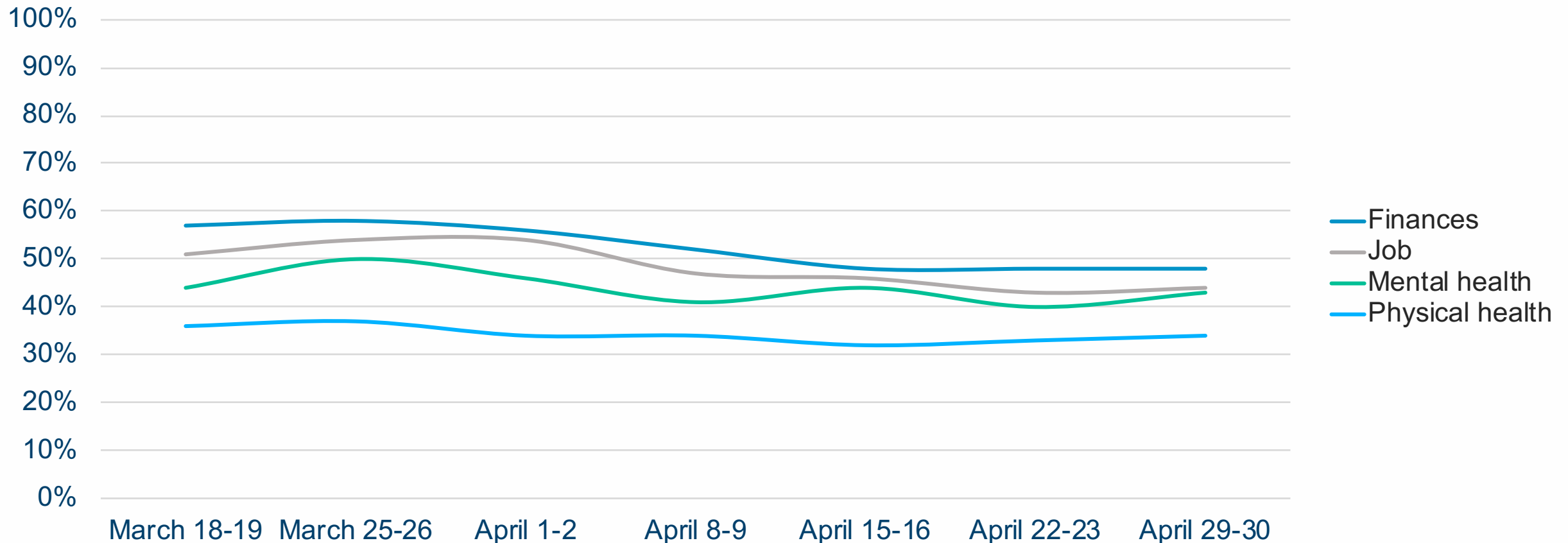
- Weekly tracking of education consumers' perceptions of COVID-19's impact on postsecondary education and work in the United States, completed by Heart+Mind Strategies on behalf of Strada Center for Consumer Insights
- Online survey of Americans ages 18 and above
- Representative of the general population in age, gender, geographic region, and race/ethnicity
- Current report for survey results from March 25–April 30: n = 6,027
- 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.

Sample Size by Job Field



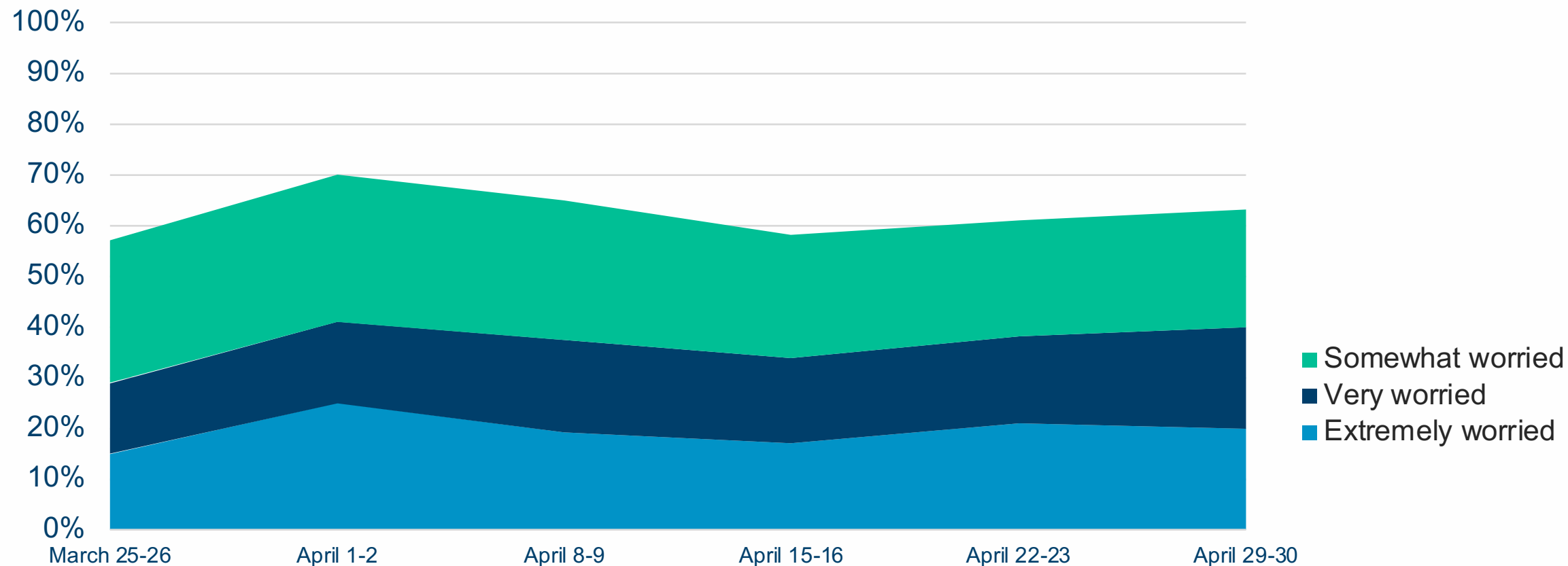
Americans' worries about their jobs, finances, mental and physical health stayed steady

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

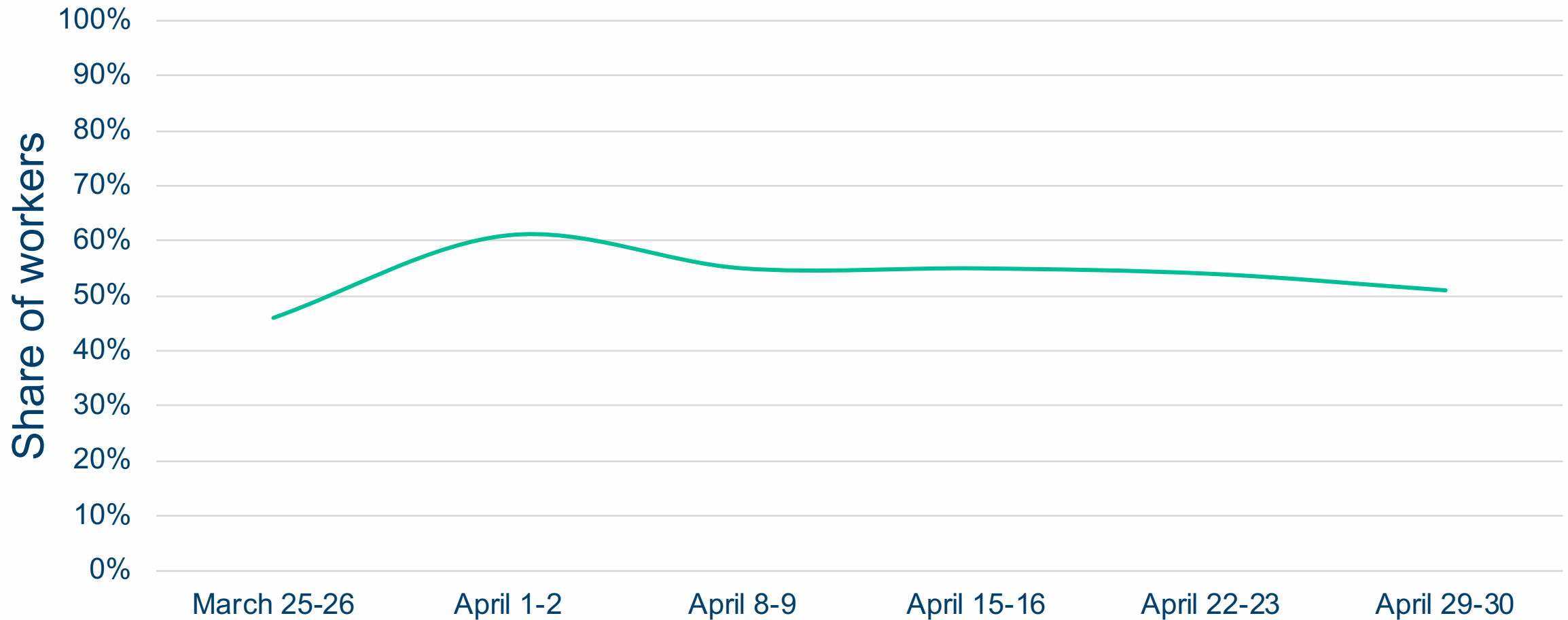
How worried are you that you may lose your job as a result of the coronavirus (COVID-19) events, or are you not at all worried?



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)