Public Viewpoint

- A weekly survey of 1,000 American adults that is representative of the population on the basis of:
  - Age
  - Sex
  - Race/ethnicity
  - Education
  - Nine geographic census regions
- 10 weekly surveys, March 25-May 27
- Continuing surveys, June-October 2020
Expectations of long-lasting impact are growing

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

Online surveys March 25-May 13, n=6,016.
Most Americans have been affected, and many will look to education

- **52%** Have lost jobs, hours, or income
- **63%** Are worried about losing their jobs
- **33%** Believe they would need more education or training to replace a lost job

Online surveys March 25-May 13, n=5,529.
Education context

• Americans' interest in pursuing education and training has not increased overall since 2019.

• Interest in where to enroll has changed, with fewer Americans expecting to participate in employer-based training.

• Online education is the top choice across all demographic groups.

• Most adults considering enrolling in an education or training program in the next six months are looking for shorter, nondegree programs.

• Their reasons for enrolling are divided equally among upskilling, reskilling, and pursuing personal interests.
Key questions for this week

1. How are plans changing?

2. Where and when do Americans expect to enroll?

3. Who do Americans turn to for advice on education?

4. How do results differ by age and educational attainment level?
Overview of this week’s findings

1. Overall, 34 percent of American adults (ages 18 to 64) have canceled or changed education plans, while 65 percent of the youngest adults (ages 18 to 24) have done so.

2. While young adults were the most likely to cancel or change their plans, when those ages 25 to 44 did alter their plans, they were more likely to cancel or delay their education as opposed to making other changes such as a reduction in course hours or change of school.

3. Among those who are not currently enrolled, Americans ages 25 to 44 are just as likely to start a new program in the next six months as those ages 18 to 24.

4. Those with postsecondary degrees or credentials are more likely to enroll in all types of education than those without postsecondary degrees or credentials.

5. Families are ranked as the most valuable source of advice about education or training for those considering enrolling.
Education disruption: canceled or changed plans
About 1 in 3 Americans ages 18 to 64 have canceled or changed their education plans

- 14% Have canceled plans
- 20% Have changed plans
- 34% No change or not applicable

The most common change of plans is to cancel or delay enrollment.

Which of the following best describes how your education plans have changed? (Select all that apply)

- Canceled plans: 41%
- Delayed planned enrollment in courses, training, or program: 22%
- Reduced the number of courses or amount of training: 15%
- Changed the school or provider of courses or training: 12%
- Changed my field of study or major: 6%
- Started or enrolled in courses, training, or program: 8%

Online surveys April 29-May 14. Base: Americans ages 18-65 who have changed or canceled plans, n=1,431.
Age differences: 65% of 18- to 24-year-olds say they have changed or canceled education plans

- **18-24**: 65% (22% canceled, 43% changed)
- **25-44**: 41% (17% canceled, 24% changed)
- **45-64**: 17% (9% canceled, 8% changed)

Age differences: Americans ages 25 to 44 are more likely to have delayed or canceled enrollment

Which of the following best describes how your education plans have changed? (Select all that apply.)

- Canceled my plans: 34% (25 to 44) vs. 10% (18 to 24)
- Delayed planned enrollment in courses, training, or program: 16% (25 to 44) vs. 6% (18 to 24)
- Reduced the number of courses or amount of training: 16% (25 to 44) vs. 14% (18 to 24)
- Changed the school or provider of courses or training: 11% (25 to 44) vs. 8% (18 to 24)
- Changed my field of study or major: 8% (25 to 44) vs. 6% (18 to 24)
- Started or enrolled in courses, training, or program: 10% (25 to 44) vs. 8% (18 to 24)

Online surveys April 29-May 14. Base: Americans ages 18-65 who have changed or canceled plans, n=1,431.
Prior education: Americans of all education levels say they have changed or canceled education plans

No postsecondary degree or credential
- 14% Have canceled plans
- 20% Have changed plans
- 34% No change or not applicable

Postsecondary degree or credential
- 14% Have canceled plans
- 21% Have changed plans
- 35% No change or not applicable

Prior education: Americans with degrees or credentials are more likely to have started or enrolled in courses

Which of the following best describes how your education plans have changed? (Select all that apply)

- Canceled my plans: 40% (41%)
- Delayed planned enrollment in courses, training, or program: 23% (21%)
- Reduced the number of courses or amount of training: 18% (14%)
- Changed the school or provider of courses or training: 14% (11%)
- Changed my field of study or major: 8% (6%)
- Started or enrolled in courses, training, or program: 12% (5%)

Online surveys April 29-May 14. Base: Americans ages 18-65 who have changed or canceled plans, n=1,431.
Enrollment: when and where
Likelihood to enroll

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

Online surveys May 6-May 14. Base: Americans ages 18-65 not currently enrolled, n=1,473.
Online and employer-based options are preferred for enrollment within the next six months

Likelihood to enroll within the next six months

- Other online nonacademic courses, trainings, or certifications: 13%
- Online-only community colleges, colleges, or universities: 12%
- Employer: 12%
- Apprenticeship or internship with a local employer: 11%
- Community college: 9%
- Trade schools/programs: 9%
- Four-year college or university: 8%

Online surveys May 6-May 14. Base: Americans ages 18-65 not currently enrolled, n=1,473. Respondents may choose more than one answer or none. Percentages do not sum to 100.
Americans ages 25 to 44 are just as likely to enroll in the next six months as those ages 18 to 24

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

Online surveys May 6-May 14. Base: Americans ages 18-65 not currently enrolled, n=1,473.
25- to 44-year-olds are more likely to enroll with online providers or employers

Likelihood to enroll within the next six months

- **Online-only community colleges, colleges, or universities**: 19%
- **Other online nonacademic courses, trainings, or certifications**: 18%
- **Employer**: 17%
- **Apprenticeship or internship with a local employer**: 16%
- **Trade schools/programs**: 14%
- **Community college**: 14%
- **Four-year college or university**: 12%

Percentages do not sum to 100.

Online surveys May 6-May 14. Base: Americans ages 18-65 not currently enrolled, n=1,473. Respondents may choose more than one answer or none. Percentages do not sum to 100.
Americans with a postsecondary degree or credential are more likely to enroll

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

Online surveys May 6-May 14. Base: Americans ages 18-65 not currently enrolled, n=1,473.
Those with a postsecondary degree or credential are more likely to enroll in all types of education

Likelihood to enroll within the next six months

- **Other online nonacademic courses, trainings, or certifications**: 7% (Postsecondary degree or credential), 16% (No postsecondary degree or credential)
- **Employer**: 7% (Postsecondary degree or credential), 14% (No postsecondary degree or credential)
- **Apprenticeship or internship with a local employer**: 6% (Postsecondary degree or credential), 13% (No postsecondary degree or credential)
- **Online-only community colleges, colleges, or universities**: 8% (Postsecondary degree or credential), 13% (No postsecondary degree or credential)
- **Trade schools/programs**: 5% (Postsecondary degree or credential), 10% (No postsecondary degree or credential)
- **Four-year college or university**: 4% (Postsecondary degree or credential), 9% (No postsecondary degree or credential)
- **Community college**: 6% (Postsecondary degree or credential), 8% (No postsecondary degree or credential)

Online surveys May 6-May 14. Base: Americans ages 18-65 not currently enrolled, n=1,473. Respondents may choose more than one answer or none. Percentages do not sum to 100.
Valued sources of advice
Family members are the most valued source of advice

When it comes to getting more education or training, please rank how valuable advice from each of the following would be for you personally, where a rank of 1 is “most valuable” and a rank of 7 is “least valuable.”

- **Family**: 29%
- **Colleges/universities or community colleges**: 21%
- **Employers**: 16%
- **Internet search**: 13%
- **Church/faith community**: 9%
- **Information provided by state or local government**: 8%
- **Community organization**: 4%
18- to 24-year-olds place higher value on information from colleges, universities, or community colleges

When it comes to getting more education or training, please rank how valuable advice from each of the following would be for you personally, where a rank of 1 is “most valuable” and a rank of 7 is “least valuable.”

- **Family**: 33% value (34% overall)
- **Colleges/universities or community colleges**: 19% value (28% overall)
- **Employers**: 15% value (15% overall)
- **Internet search**: 6% value (12% overall)
- **Church/faith community**: 5% value (9% overall)
- **Information provided by state or local government**: 7% value (8% overall)
- **Community organization**: 5% value (4% overall)

Online surveys May 6-May 14. Base: Americans ages 18-65 not currently enrolled and intending to enroll within the next 5 years, n=1,229.
Those without postsecondary degrees or credentials place higher value on information from colleges, universities, or community colleges

When it comes to getting more education or training, please rank how valuable advice from each of the following would be for you personally, where a rank of 1 is “most valuable” and a rank of 7 is “least valuable.”

- Family: 29% (Postsecondary degree or credential), 29% (No postsecondary degree or credential)
- Colleges/universities or community colleges: 19% (Postsecondary degree or credential), 23% (No postsecondary degree or credential)
- Employers: 18% (Postsecondary degree or credential), 18% (No postsecondary degree or credential)
- Internet search: 14% (Postsecondary degree or credential), 11% (No postsecondary degree or credential)
- Church/faith community: 5% (Postsecondary degree or credential), 9% (No postsecondary degree or credential)
- Information provided by state or local government: 5% (Postsecondary degree or credential), 11% (No postsecondary degree or credential)
- Community organization: 4% (Postsecondary degree or credential), 4% (No postsecondary degree or credential)

Online surveys May 6-May 14. Base: Americans ages 18-65 not currently enrolled and intending to enroll within the next 5 years, n=1,229.
Key findings

1. Overall, 34 percent of American adults (ages 18 to 64) have canceled or changed education plans, while 65 percent of the youngest adults (ages 18 to 24) have done so.

2. While young adults were the most likely to cancel or change their plans, when those ages 25 to 44 did alter their plans, they were more likely to cancel or delay their education as opposed to making other changes such as a reduction in course hours or change of school.

3. Among those who are not currently enrolled, Americans ages 25 to 44 are just as likely to start a new program in the next six months as those ages 18 to 24.

4. Those with postsecondary degrees or credentials are more likely to enroll in all types of education than those without postsecondary degrees or credentials.

5. Families are ranked as the most valuable source of advice about education or training for those considering enrolling.
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 May 13-14, n=1,010. Total from March 25-May 14, n=8,038.

• 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