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INSIGHTS

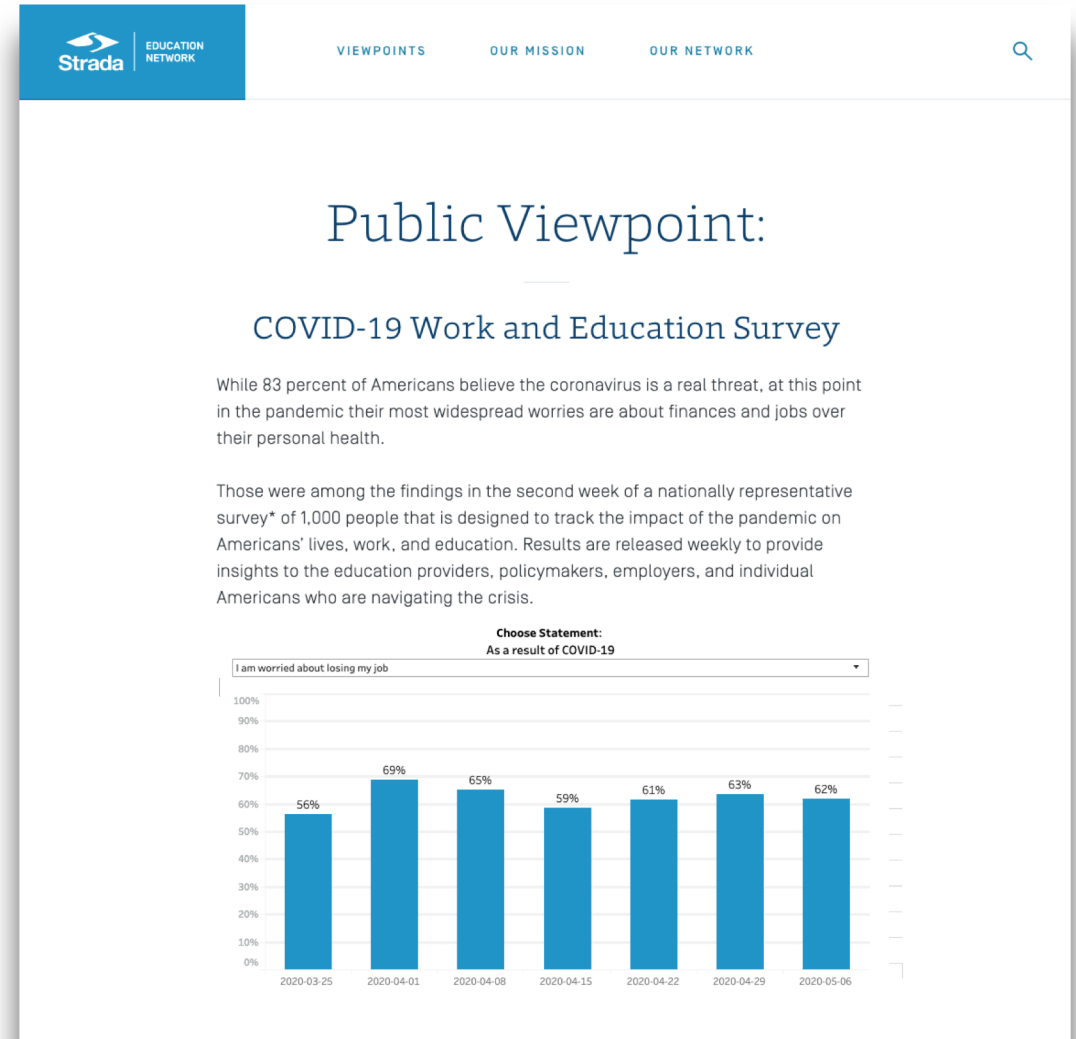
Public Viewpoint

Education—disruption, enrollment, and advice

May 20, 2020

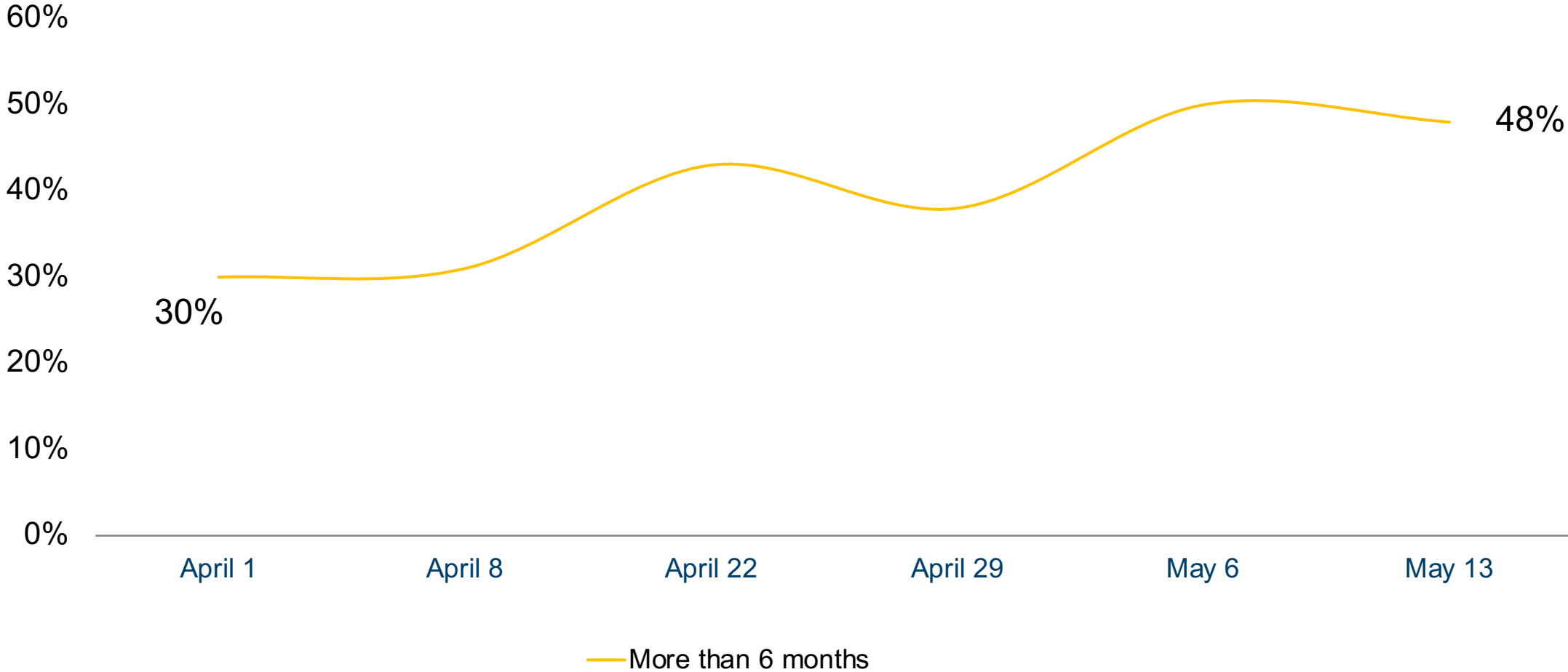
Public Viewpoint

- 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

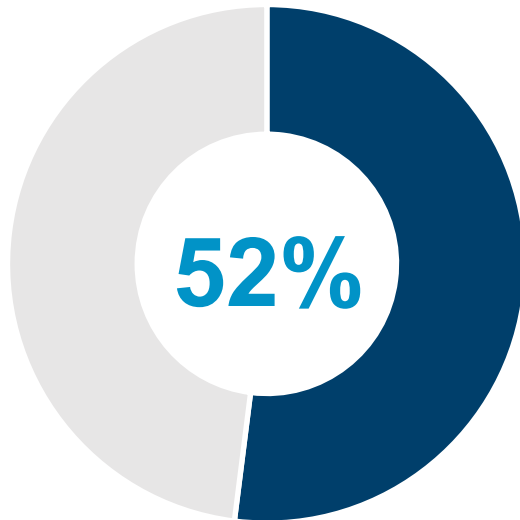


Expectations of long-lasting impact are growing

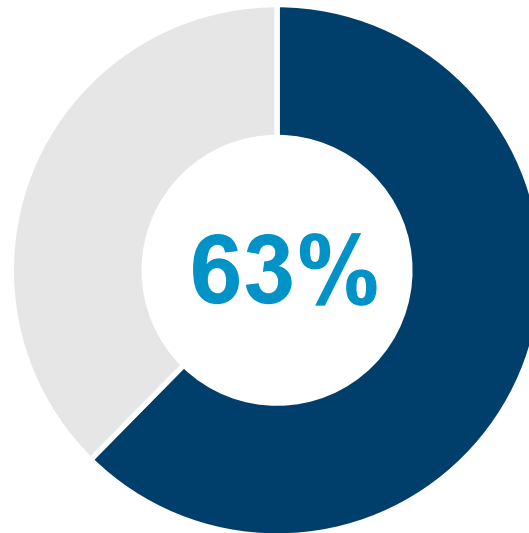
How long do you think the impact of coronavirus will be to you personally?



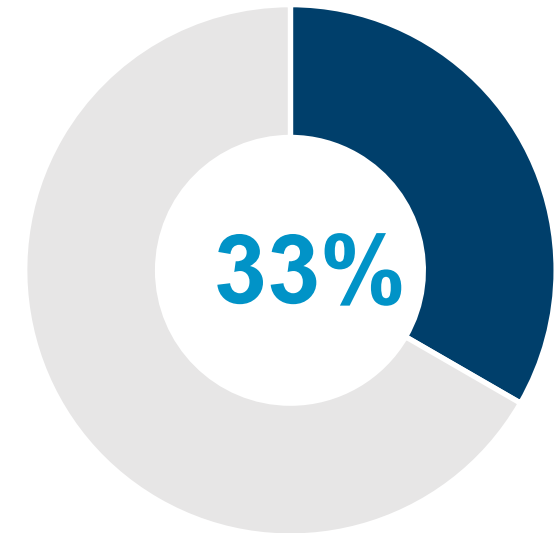
Most Americans have been affected, and many will look to education



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

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

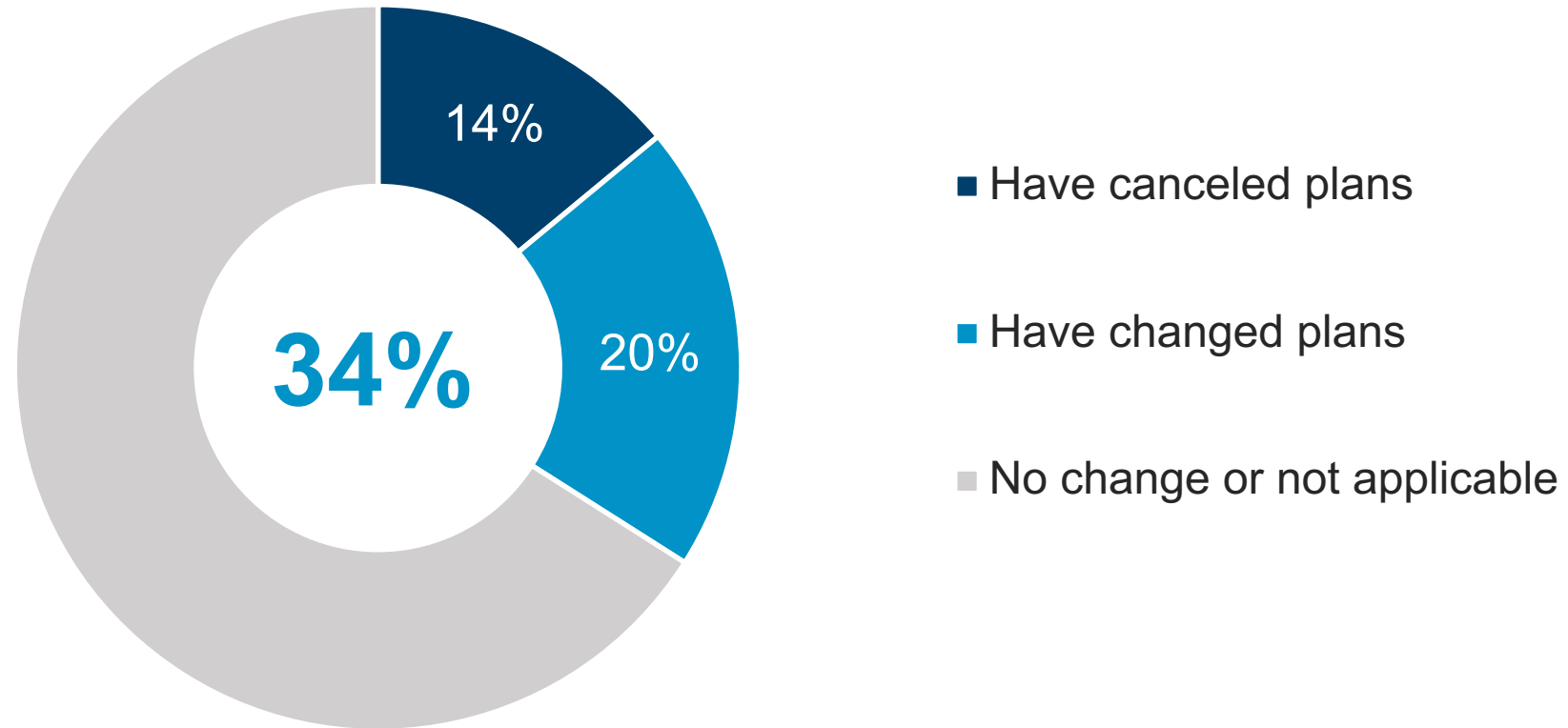
1. How are plans changing?
2. Where and when do Americans expect to enroll?
3. Who do Americans turn to for advice on education?
4. How do results differ by age and educational attainment level?

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

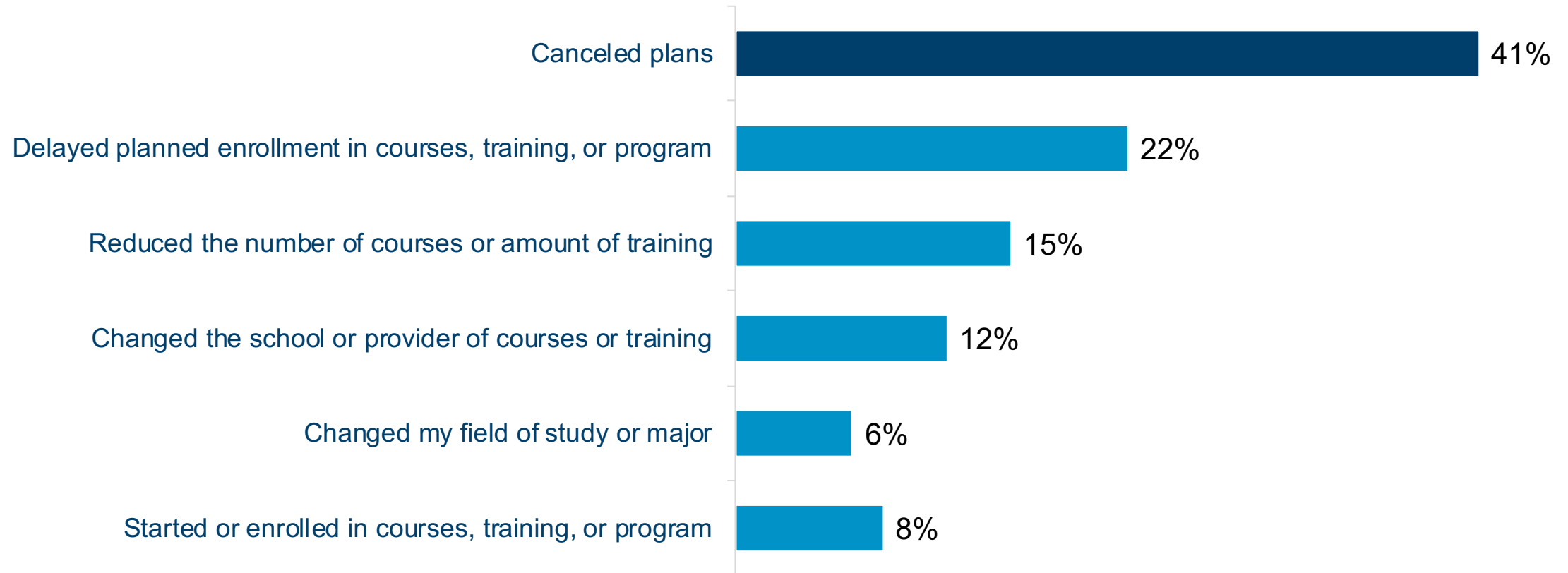
About 1 in 3 Americans ages 18 to 64 have canceled or changed their education plans



Weekly online surveys March 25-May 14. Base: Americans ages 18-65, n=6,451.

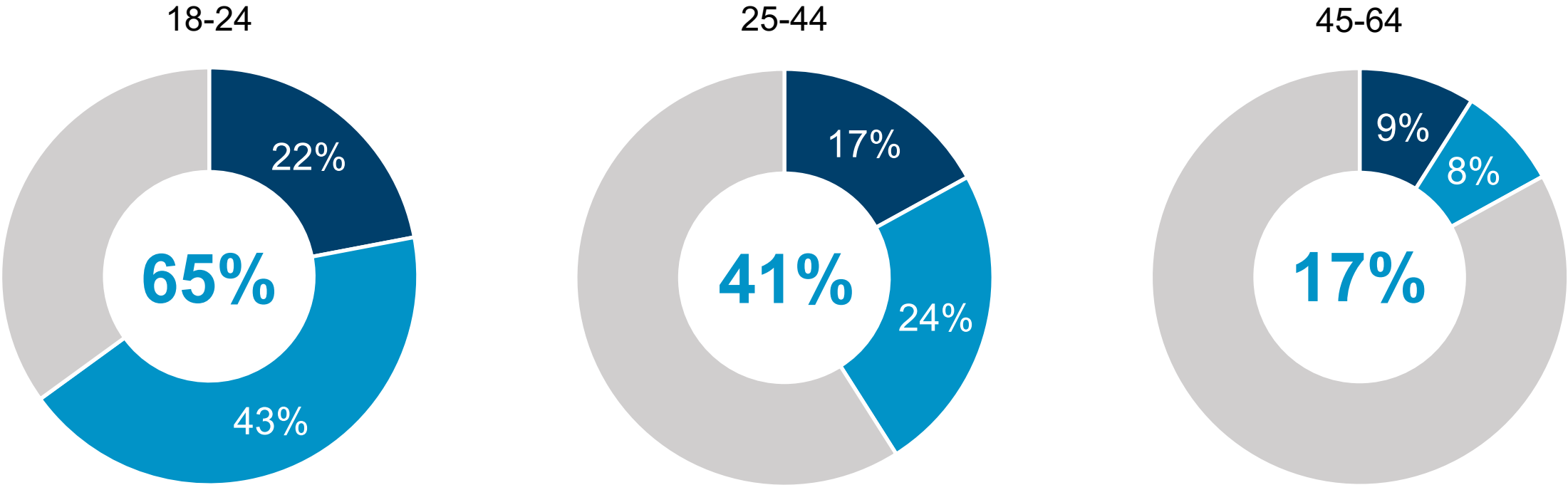
The most common change of plans is to cancel or delay enrollment

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



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

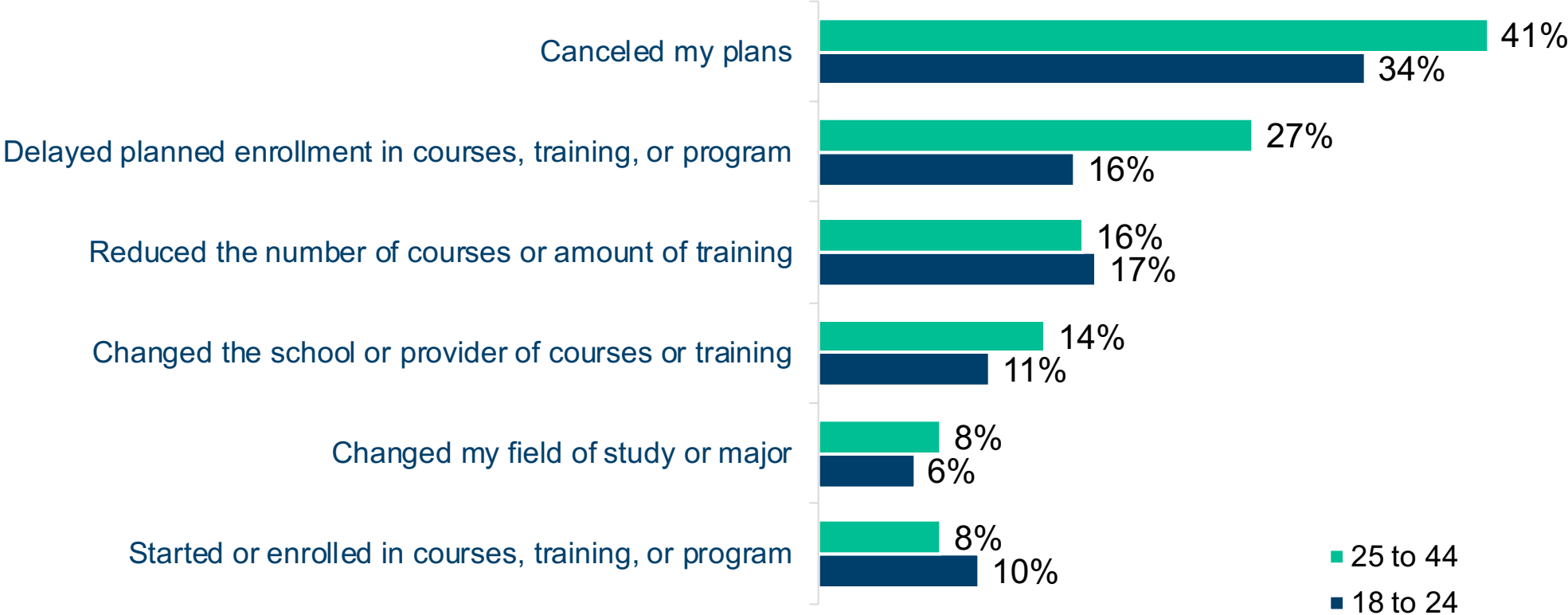


- Have canceled plans
- Have changed plans
- No change or not applicable

Weekly online surveys March 25-May 14. Base: Americans ages 18-65, n=6,451.

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

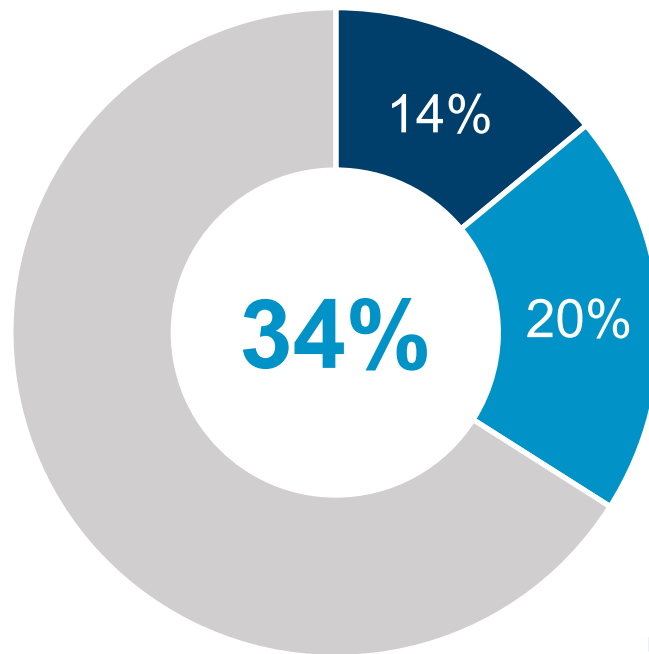
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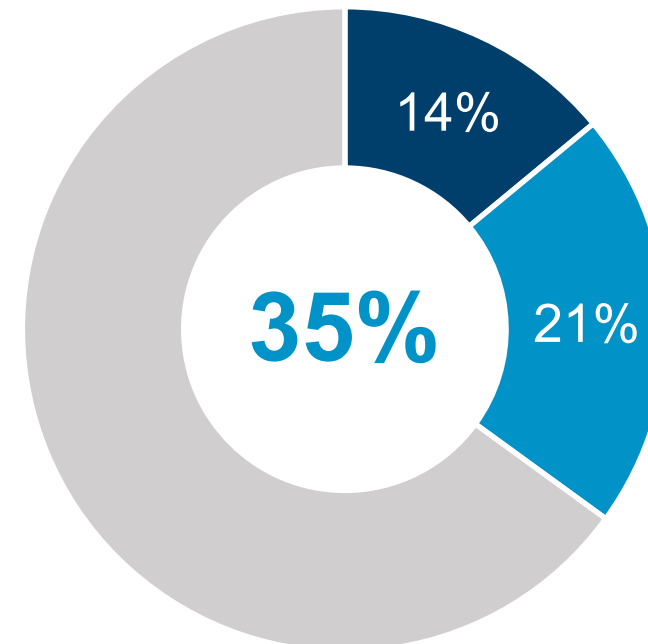
Online surveys April 29-May 14. Base: Americans ages 18-65 who have changed or canceled plans, n=1,431.

Prior education: Americans of all education levels say they have changed or canceled education plans

No postsecondary degree or credential



Postsecondary degree or credential

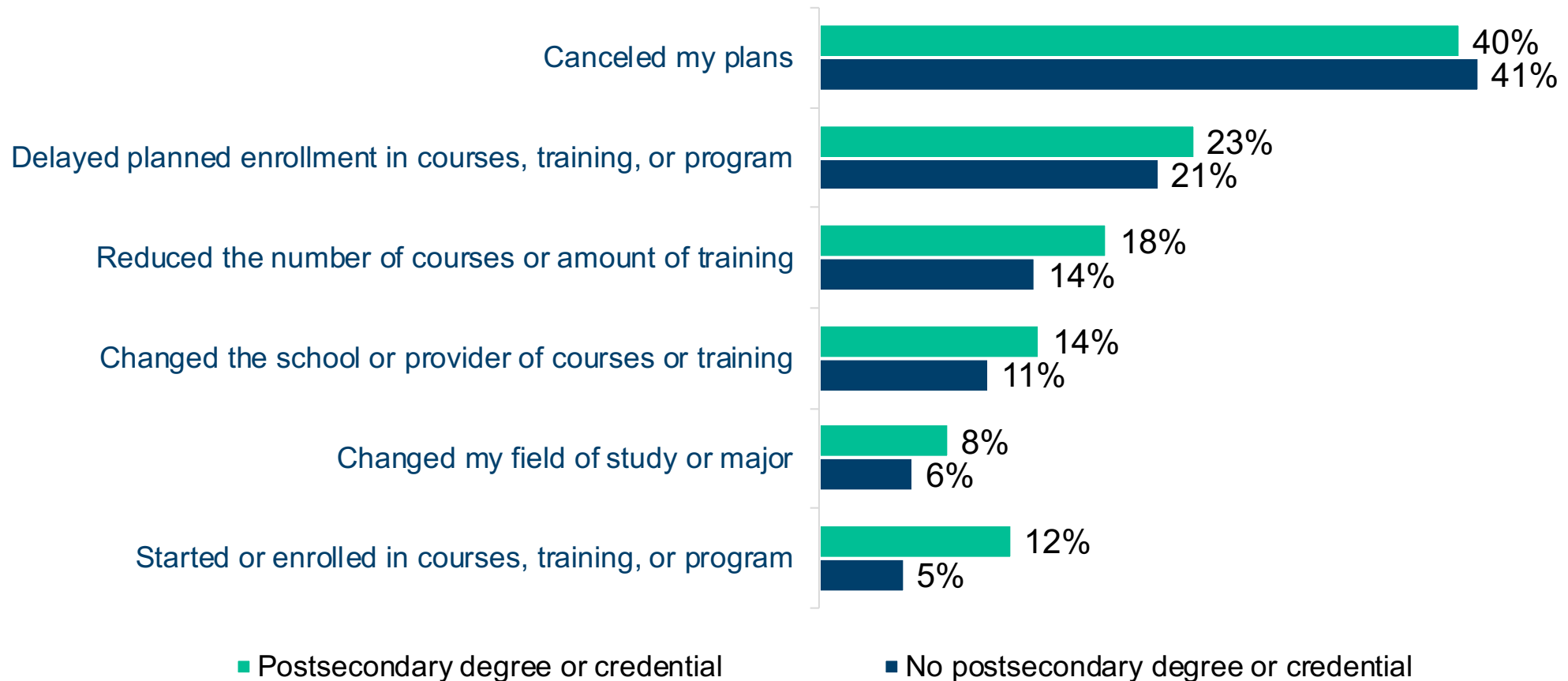


- Have canceled plans
- Have changed plans
- No change or not applicable

Weekly online surveys March 25-May 14. Base: Americans ages 18-65, n=6,451.

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)

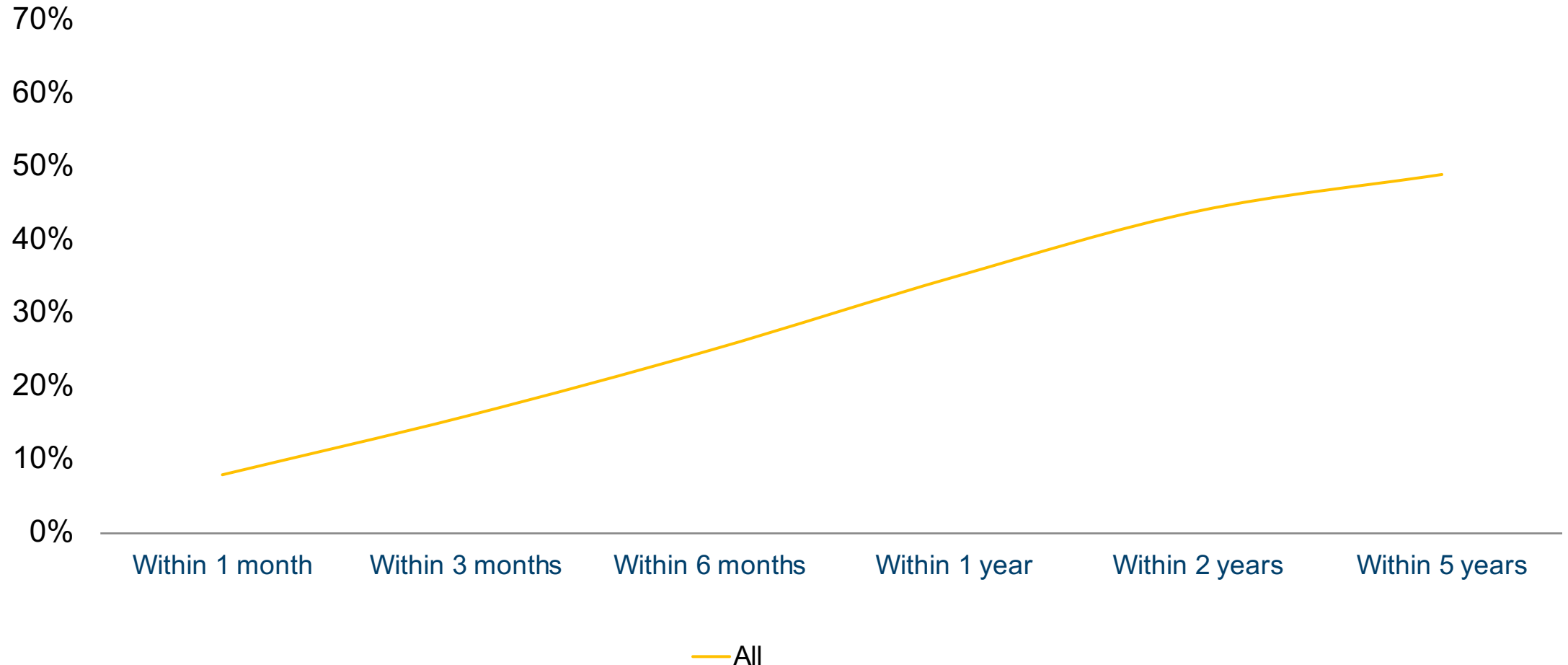


Online surveys April 29-May 14. Base: Americans ages 18-65 who have changed or canceled plans, n=1,431.

Enrollment: when and where

Likelihood to enroll

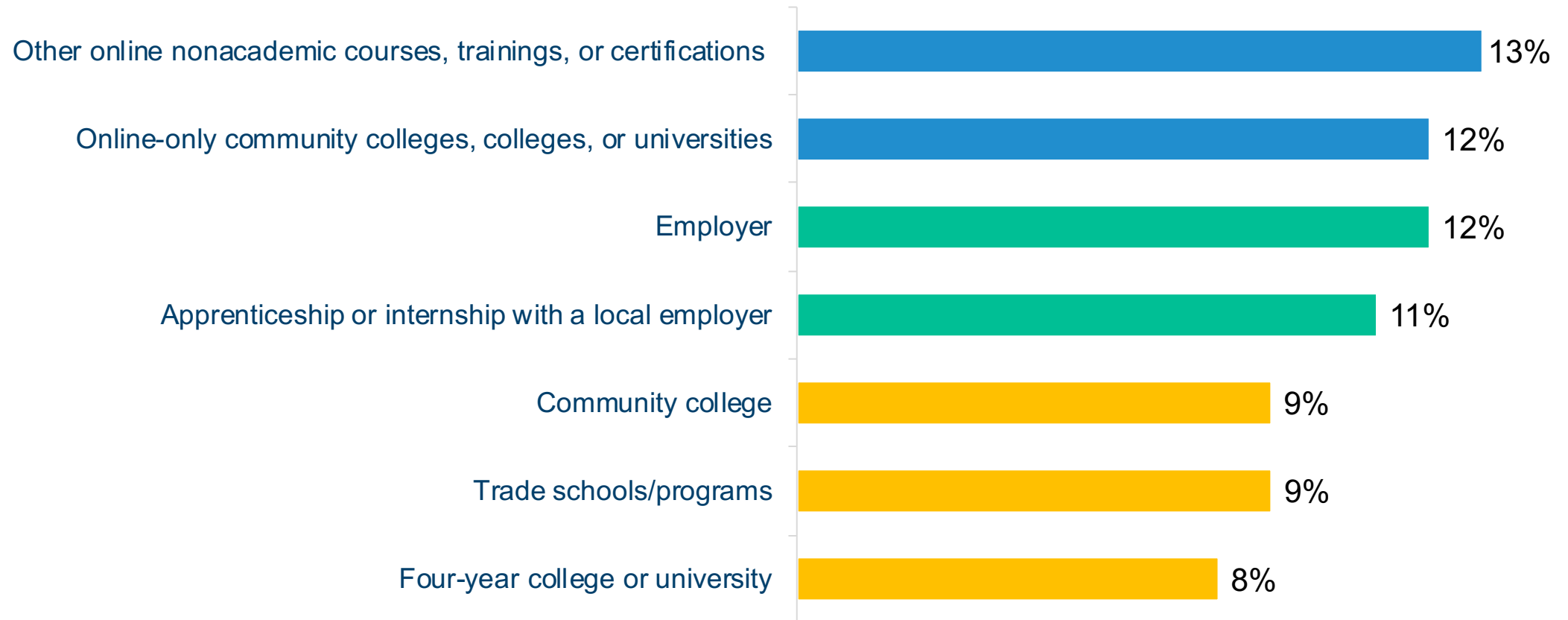
Thinking about the future, please indicate if and when you are likely to enroll in courses or training.



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

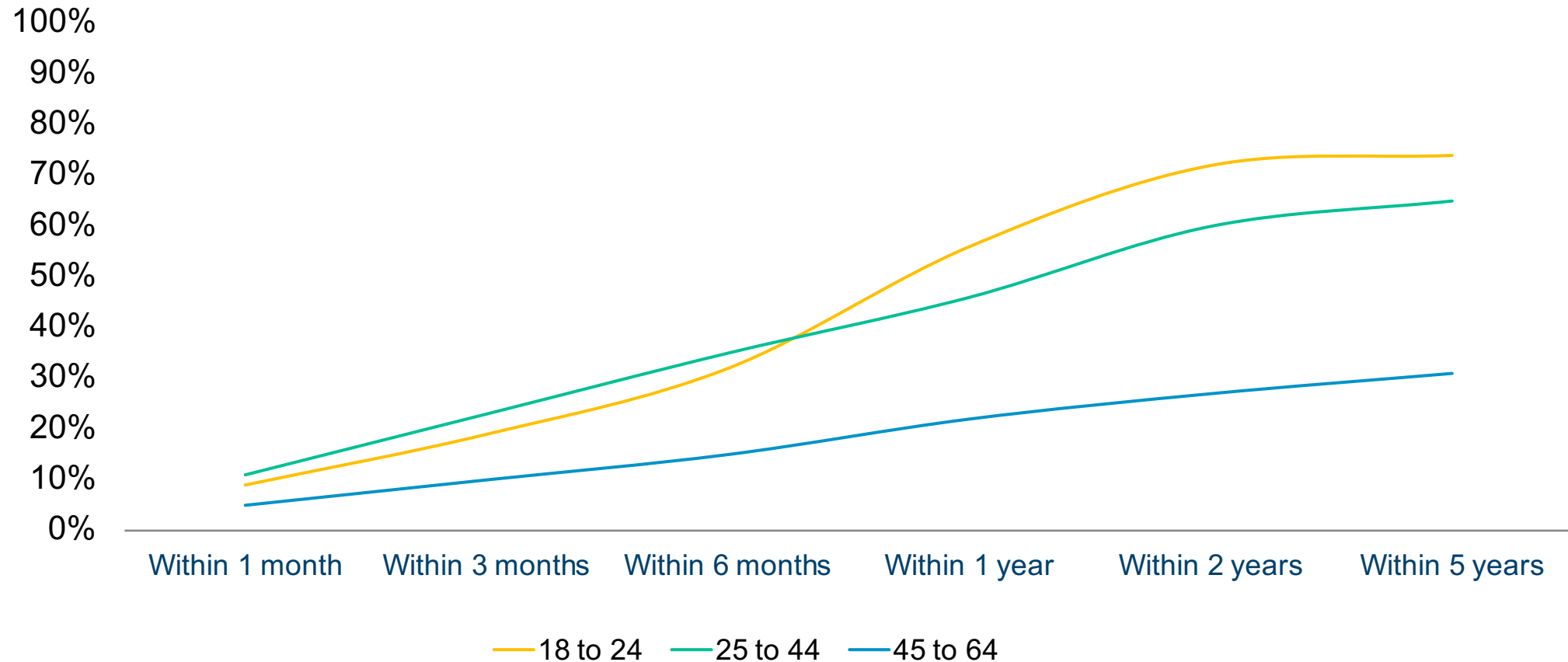
Likelihood to enroll within the next six months



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

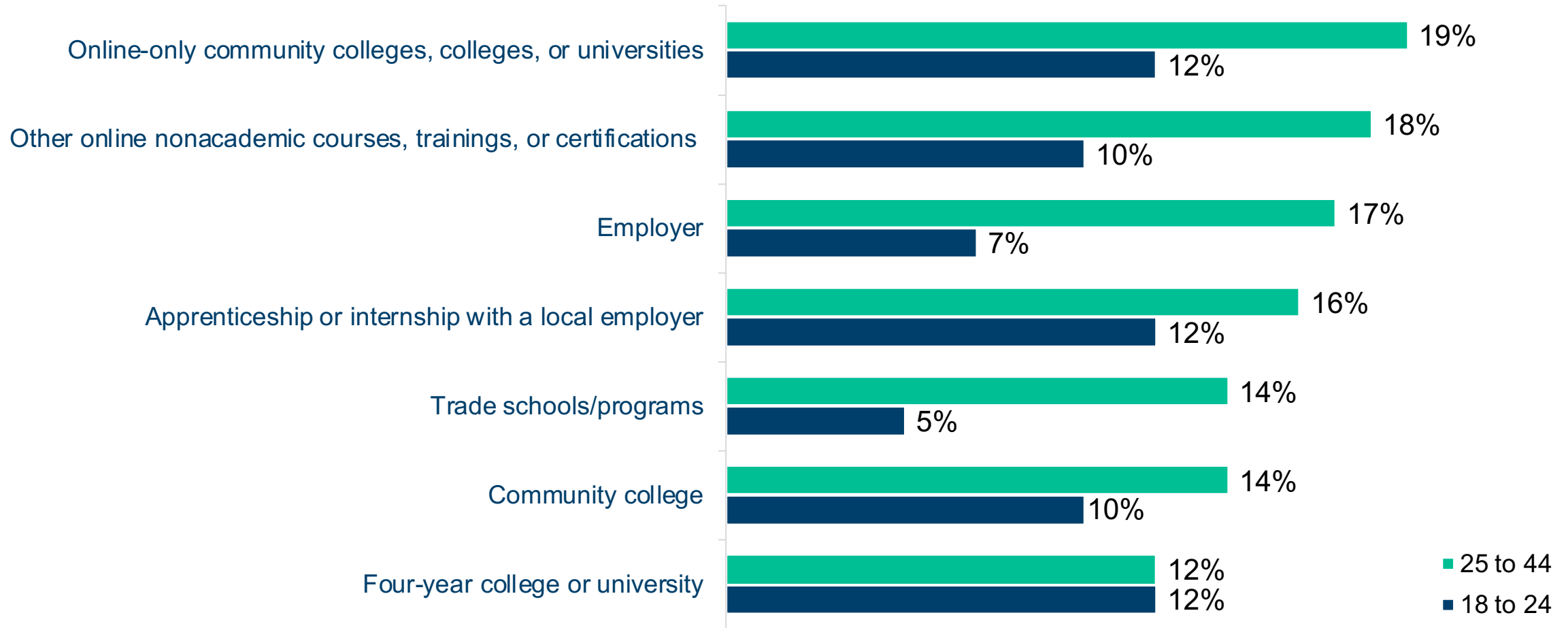
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25- to 44-year-olds are more likely to enroll with online providers or employers

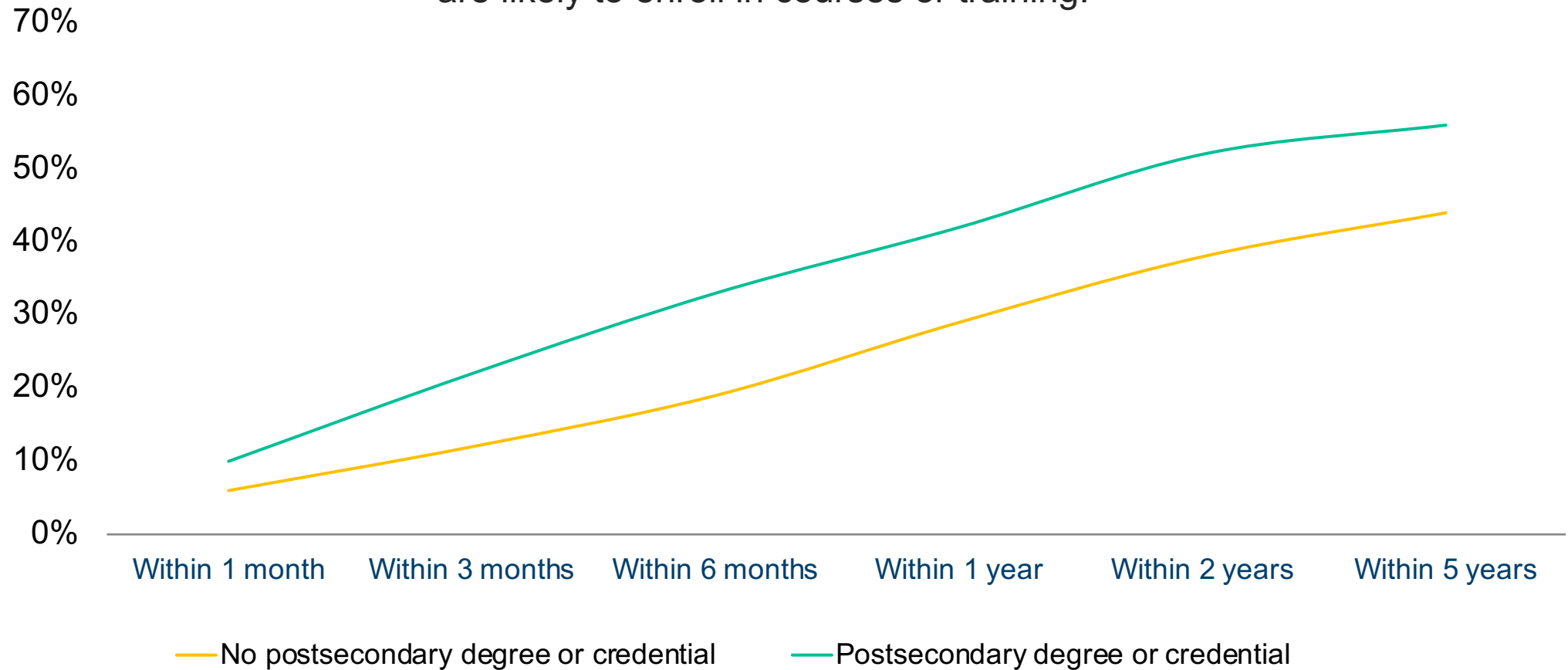
Likelihood to enroll within the next six months



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

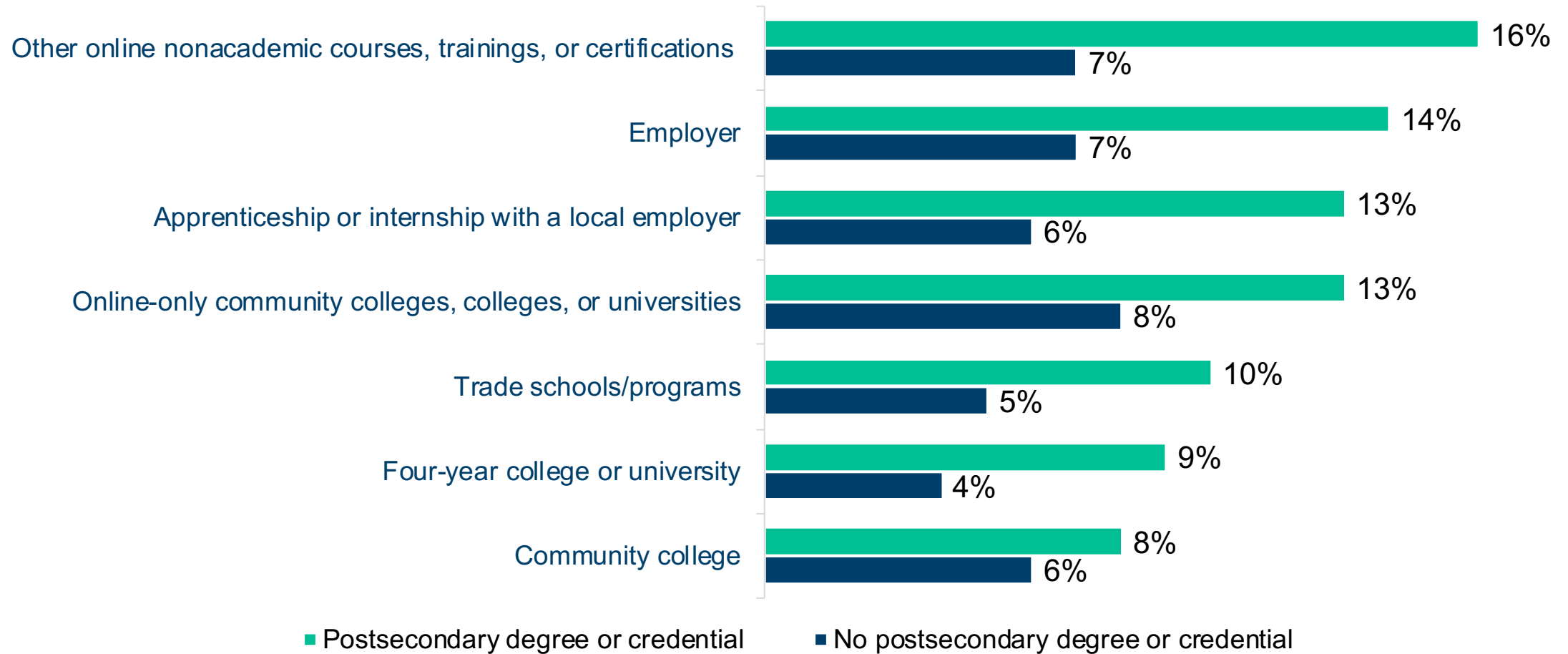
Thinking about the future, please indicate if and when you are likely to enroll in courses or training.



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

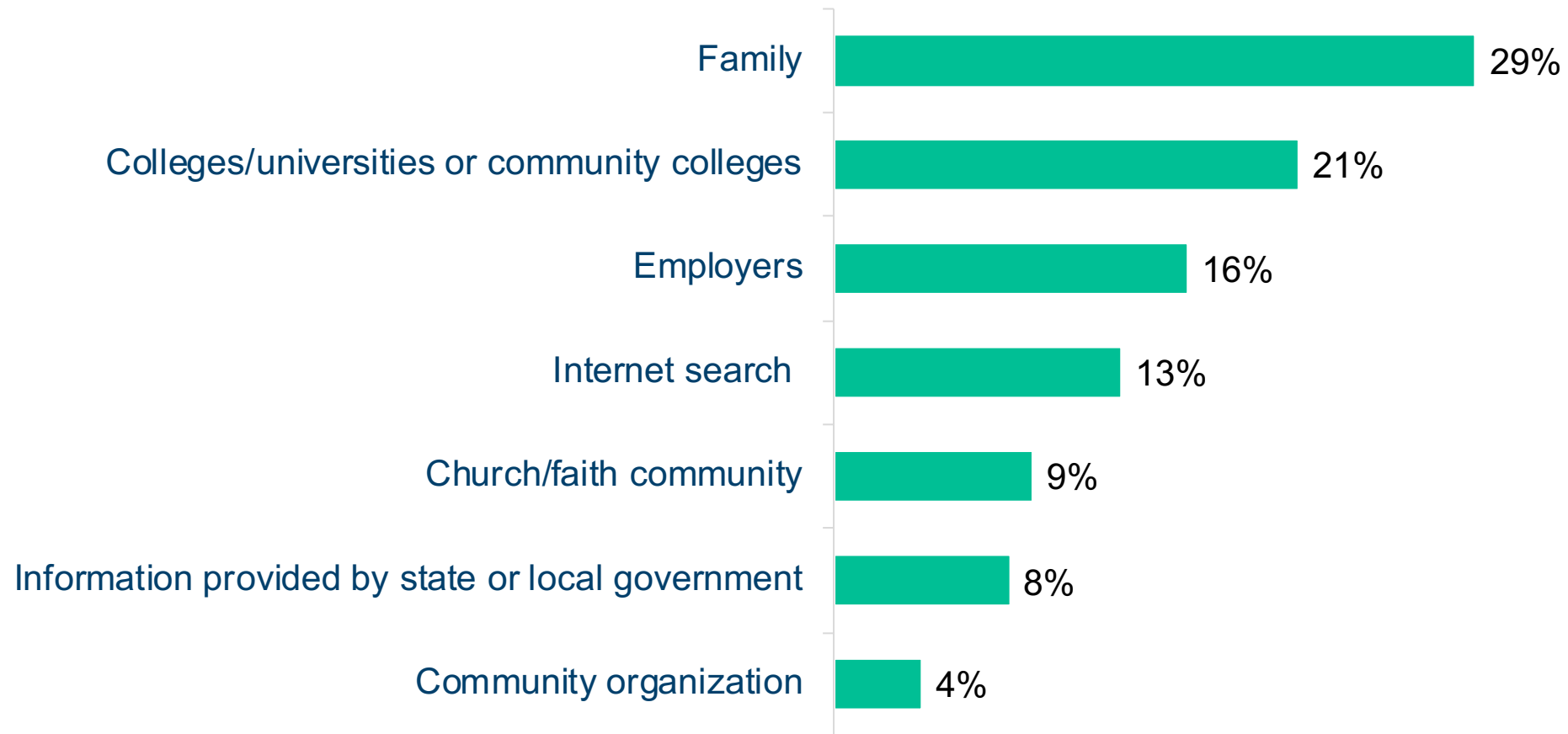


Online surveys May 6-May 14. Base: Americans ages 18-65 not currently enrolled, n=1,473. Respondents may choose more than one answer or none. Percentages do not sum to 100.

Valued sources of advice

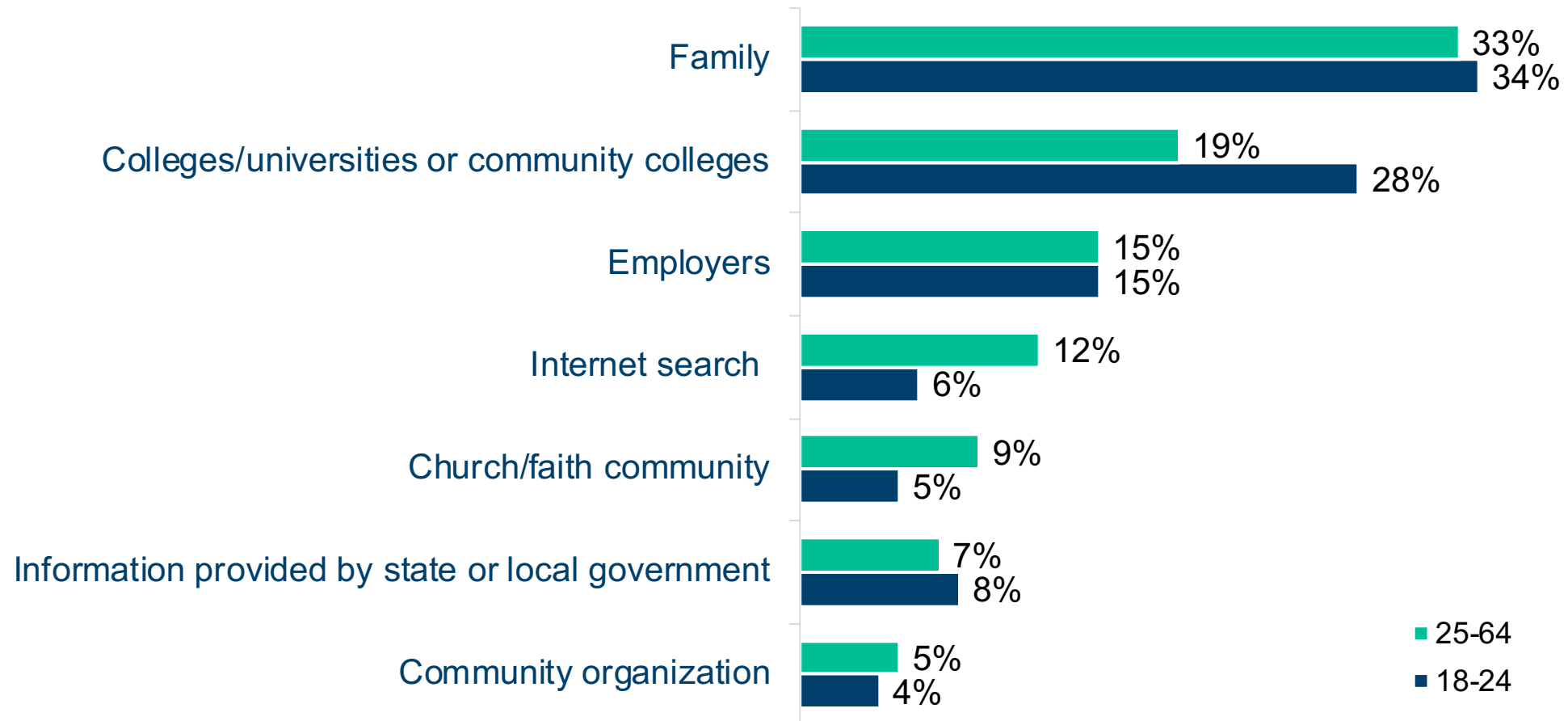
Family members are the most valued source of advice

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.”



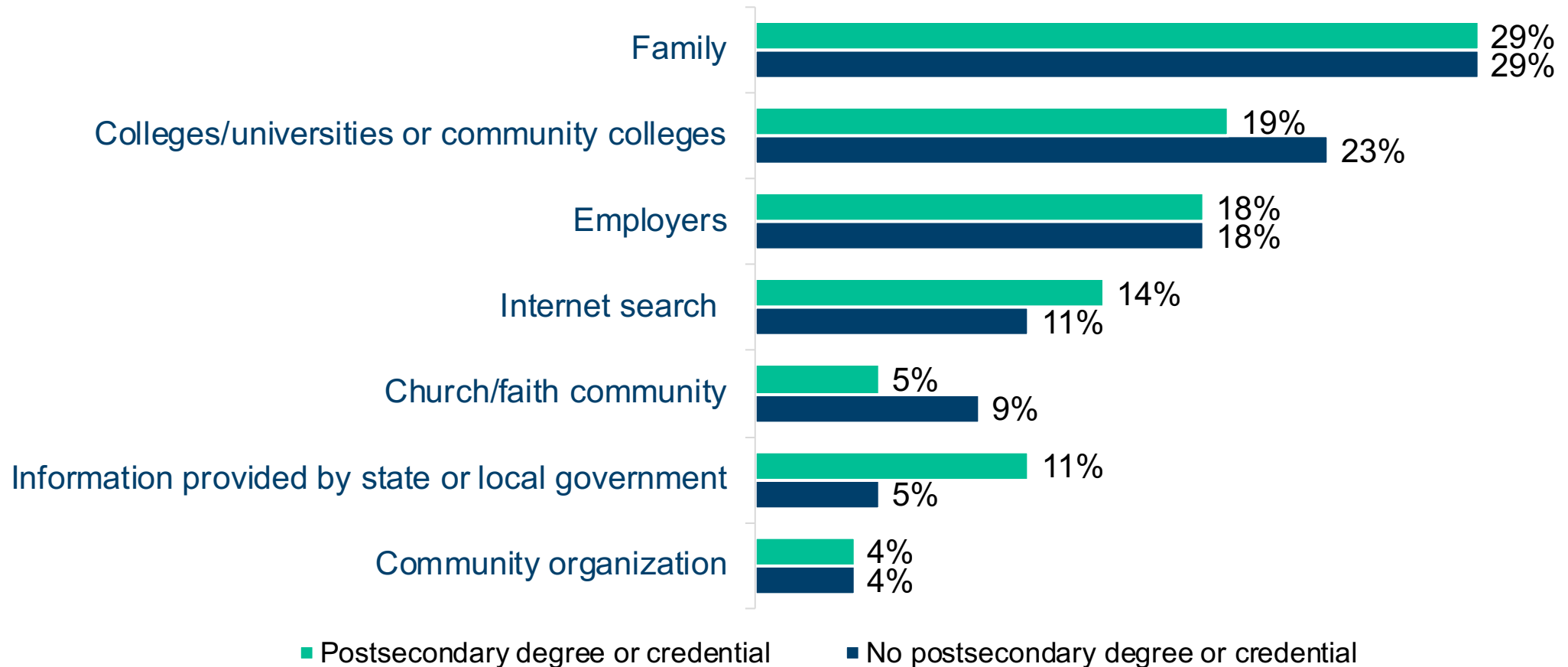
18- to 24-year-olds place higher value on information from colleges, universities, or community colleges

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.”



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.”



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.
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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