



CENTER FOR  
CONSUMER  
INSIGHTS

# Public Viewpoint: COVID-19 Work and Education Survey

## Overview for Louisiana Education Workforce Task Force

May 1, 2020

# Overview

In times of flux, Americans have frequently turned to education as a way to meet the challenges of a changing economy. But COVID-19 has created unprecedented change to our lives and work. To evaluate the unique impacts of this crisis, we launched *Public Viewpoint: COVID-19 Work and Education Survey* to explore how Americans' perspective on education as a pathway to recovery.

Public Viewpoint is an online survey of 1,000 adult Americans.

- Representative by age, gender, race/ethnicity and census region
- Fielded by Heart + Mind Strategies, a national market research firm
- Weekly March 25 – May 27 with results released each Wednesday
- Monthly June – October
- [StradaEducation.org/PublicViewpoint](https://StradaEducation.org/PublicViewpoint)

# Public Viewpoint: Key Questions

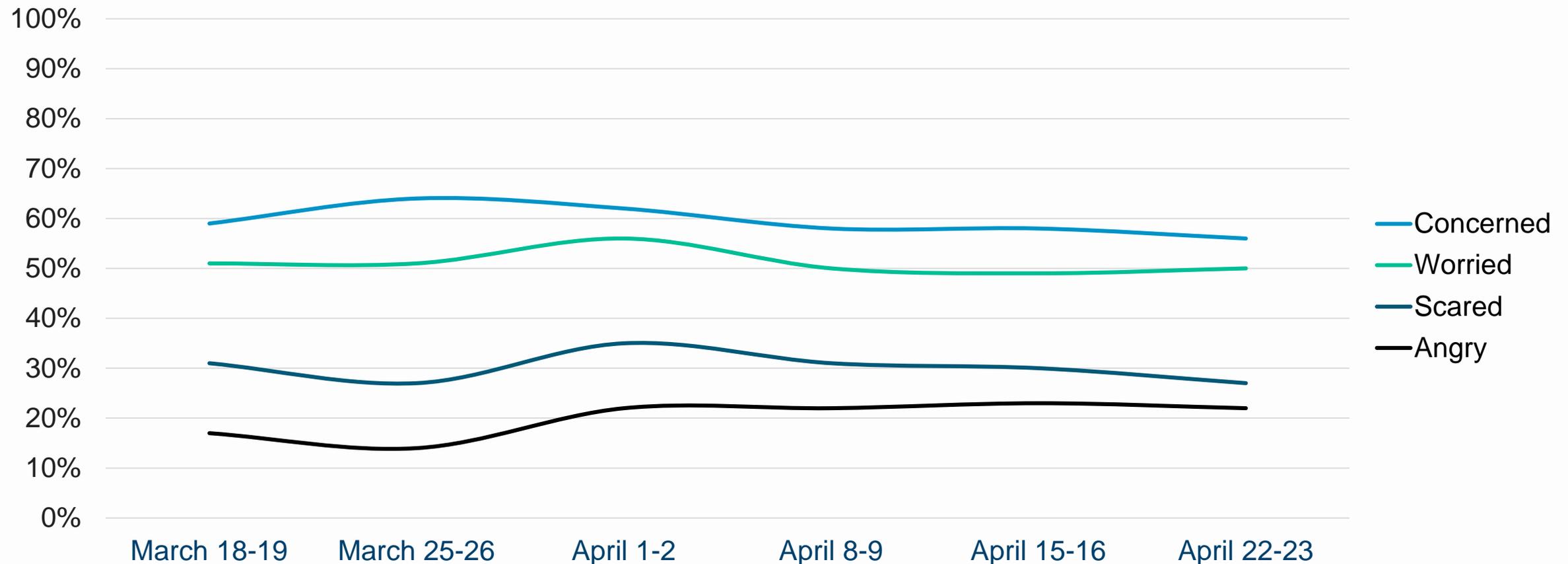
1. How are Americans feeling as a result of COVID-19?
2. How has the crisis impacted income and job security?
3. Has the crisis disrupted Americans' plans for education?
4. Has the economic crisis caused by COVID-19 changed the likelihood that people will enroll in postsecondary education and training?
5. How have people's intentions around where they would enroll changed?
6. For those considering enrolling soon, what are they seeking?



# WORRIES

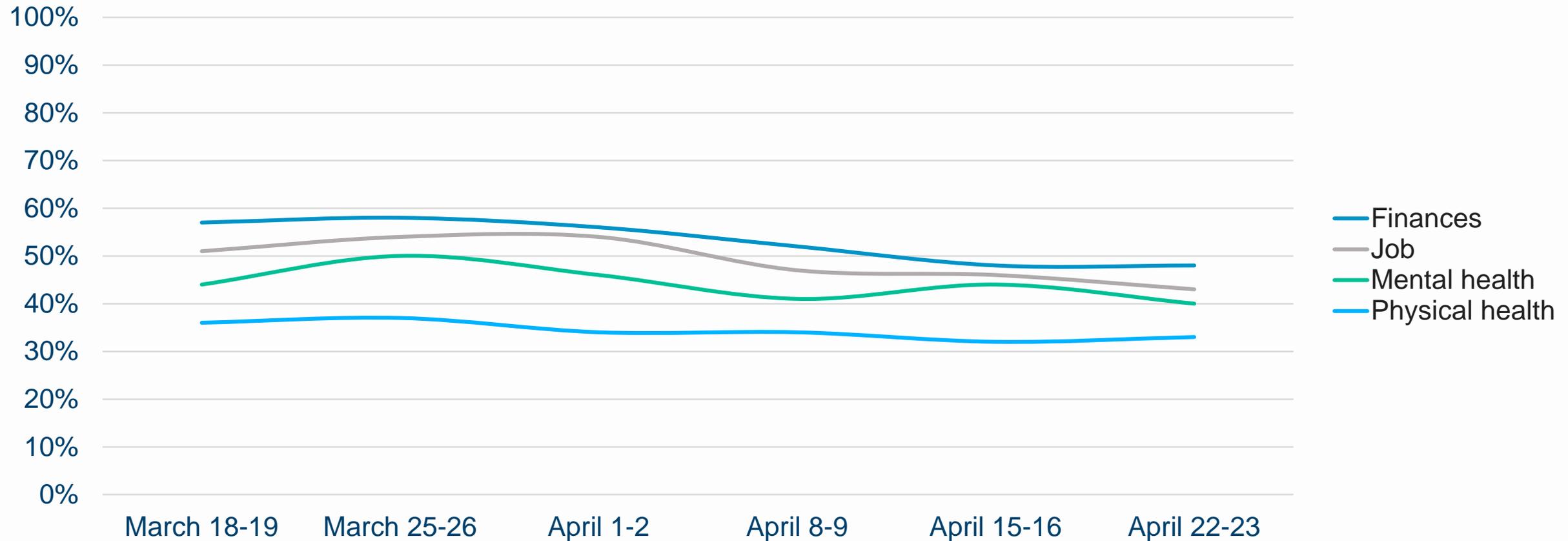
# The share of Americans who are worried declined from 56% the previous week to 50% this week.

Please select the words that best describe the way you feel right now about the virus. Select all that apply.



# 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)

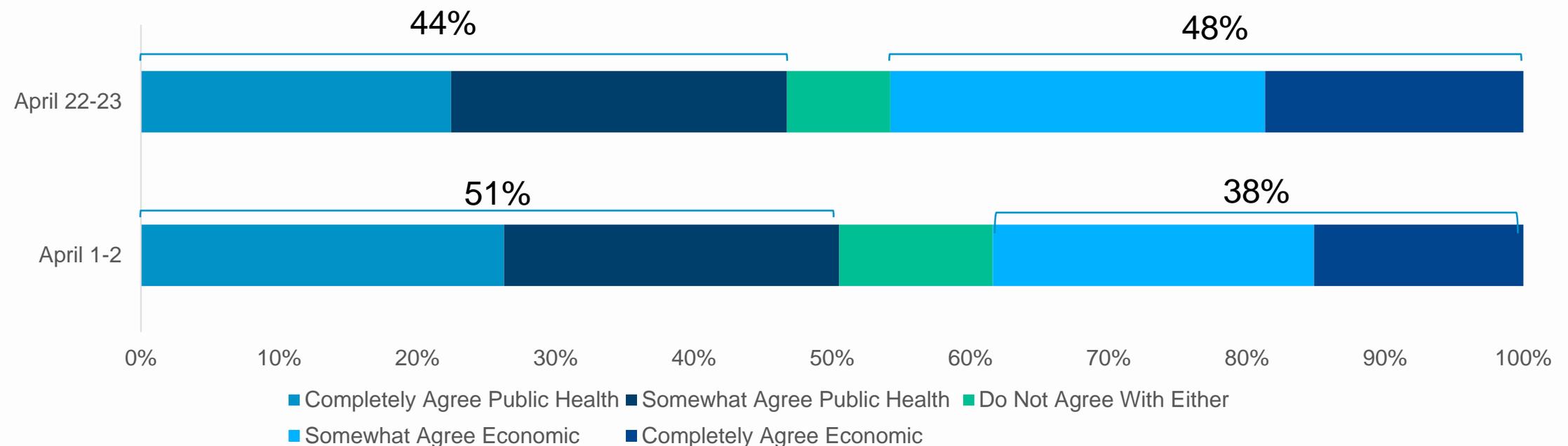


# American's concerns are shifting toward economic considerations in addition to public health

Below are two viewpoints. Please indicate which one you agree with more.

**Smith** believes we must **balance public health concerns with economic concerns**. A complete collapse of our economy and financial systems creates its own public health concerns.

**B** believes we must put **all of our energy and resources into protecting public health**. If there are consequences of that focus, we will deal with them after we have contained the coronavirus.

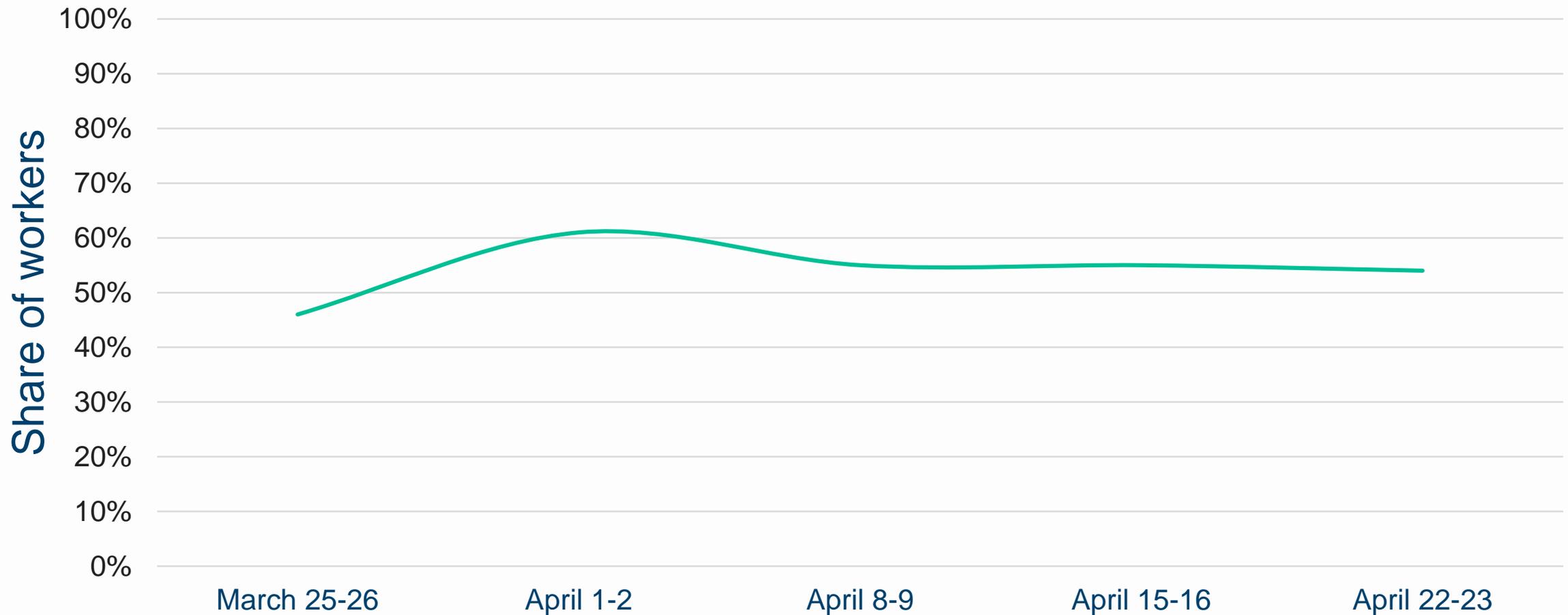




WORK

# The majority of Americans (54%) have either lost their jobs or seen their hours or income reduced

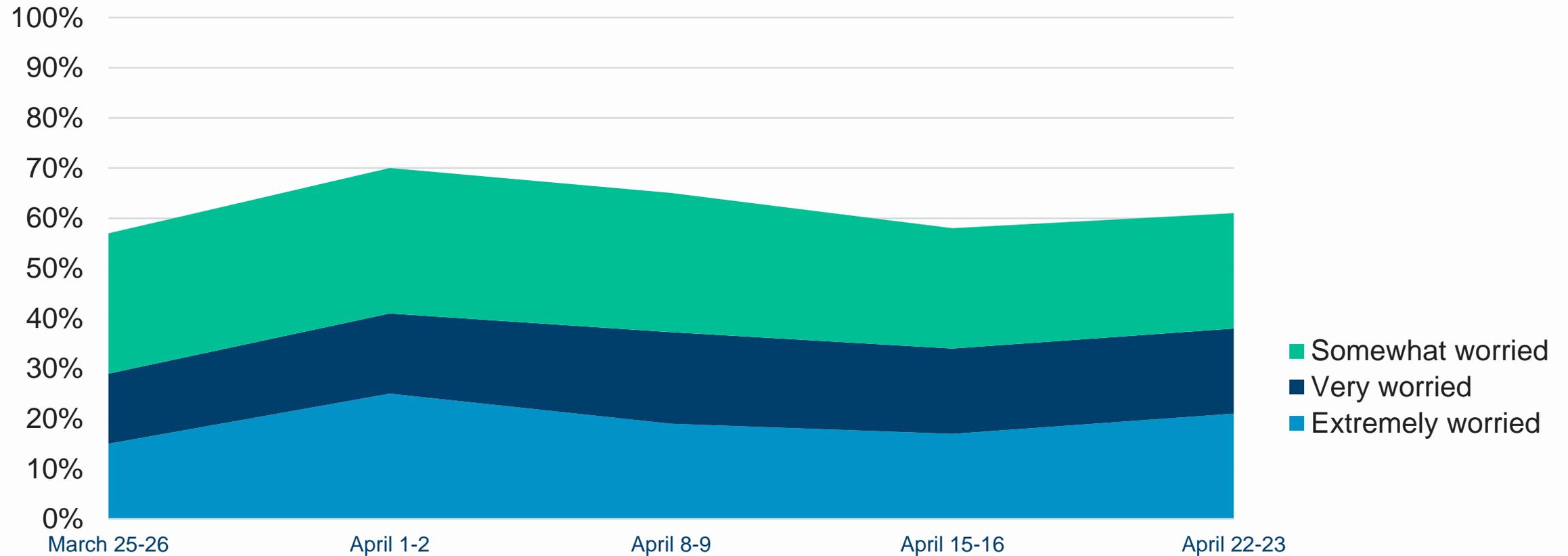
Did you lose your job or have your hours or income from work been reduced because of the coronavirus (COVID-19) situation?



Weekly online surveys n>=600 individuals in the workforce (employed or unemployed and looking for work)

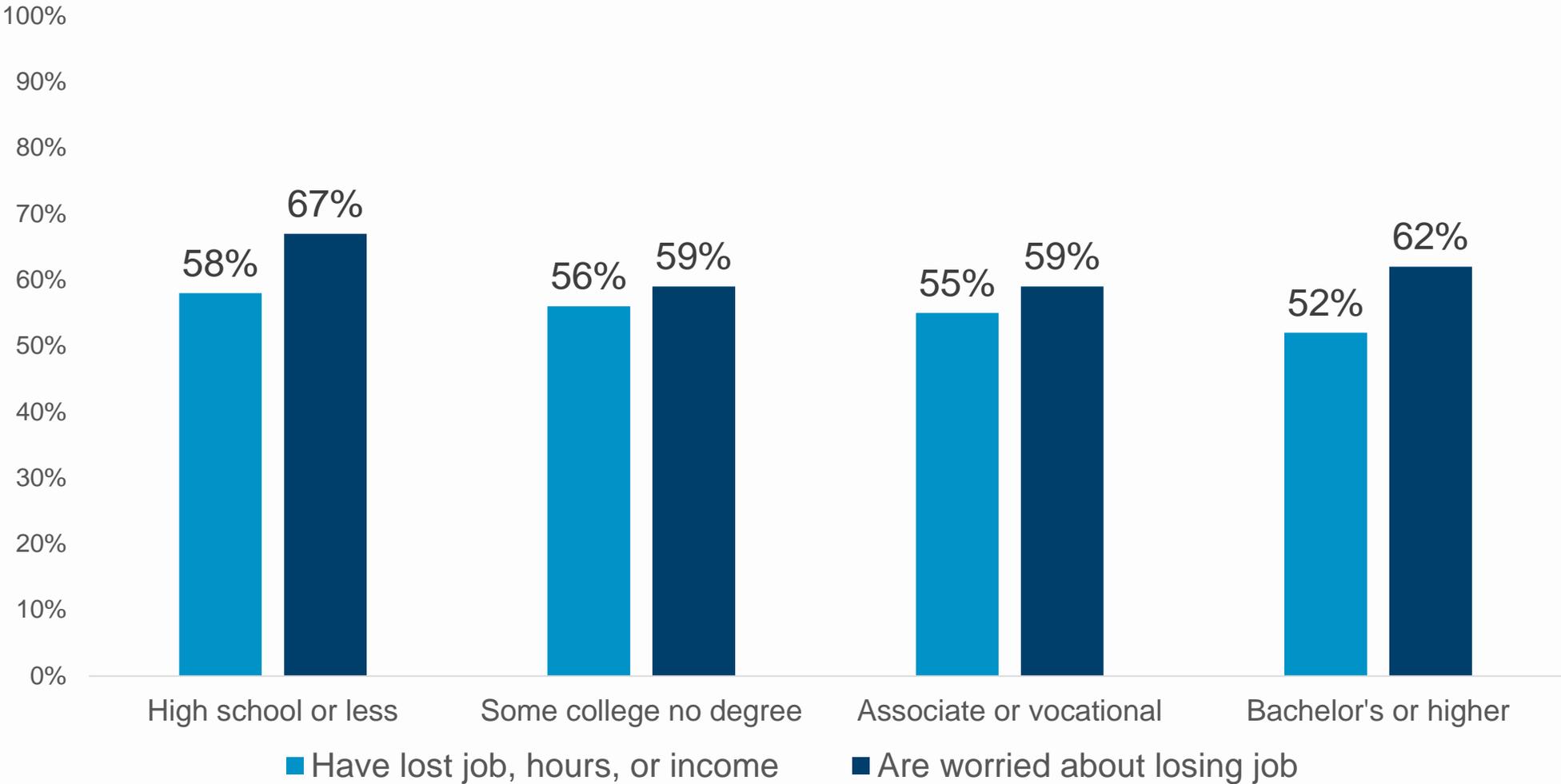
# About 6 in 10 Americans remain worried they will lose their jobs

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

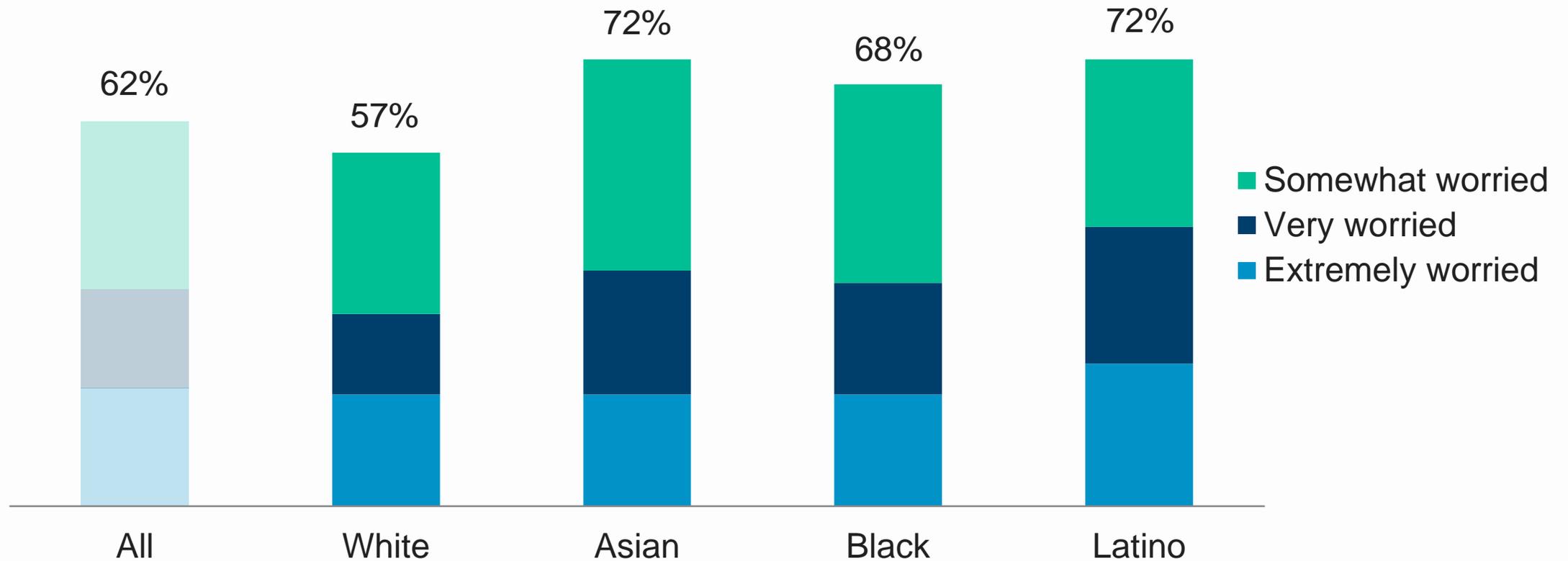
# Americans across education levels are feeling the effects of COVID-19



Online surveys March 25 – April 23, 2020 n=3,121 individuals in the workforce (employed or unemployed and looking for work)

# 62% of Americans are worried about losing their job, but people of color are significantly more worried

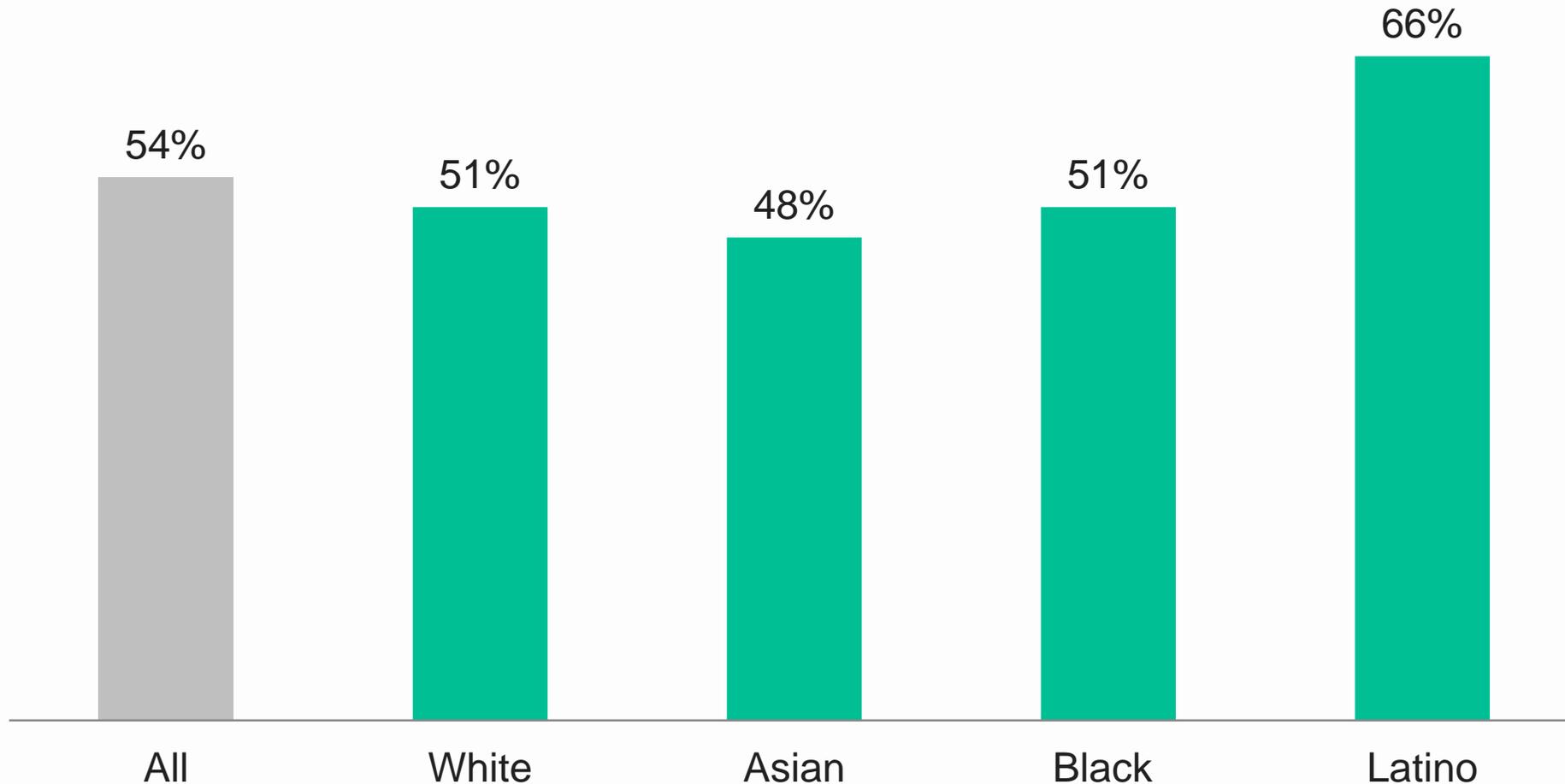
How worried are you that you may lose your job as a result of the coronavirus (COVID-19) events, or are you not at all worried?



n=2,154 individuals employed full-time, part-time, or self-employed from online surveys March 25-April 16

# Latino Americans have the most widespread reduction of income

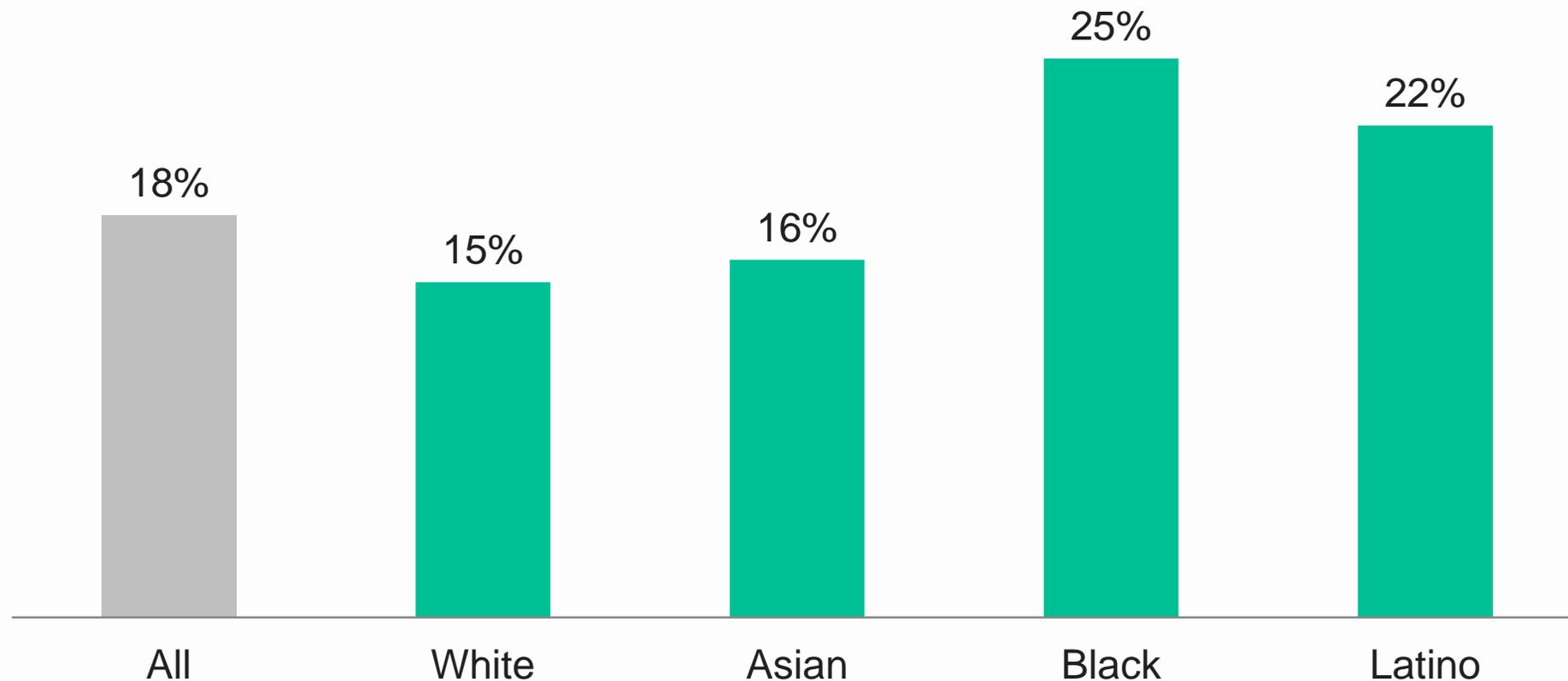
Did you lose your job or have your hours or income from work been reduced due to the coronavirus (COVID-19) situation?



Online surveys March 25 – April 16, n=2,498 individuals in the workforce (employed or unemployed and looking for work)

# Black and Latino Americans are the most likely to have been laid off

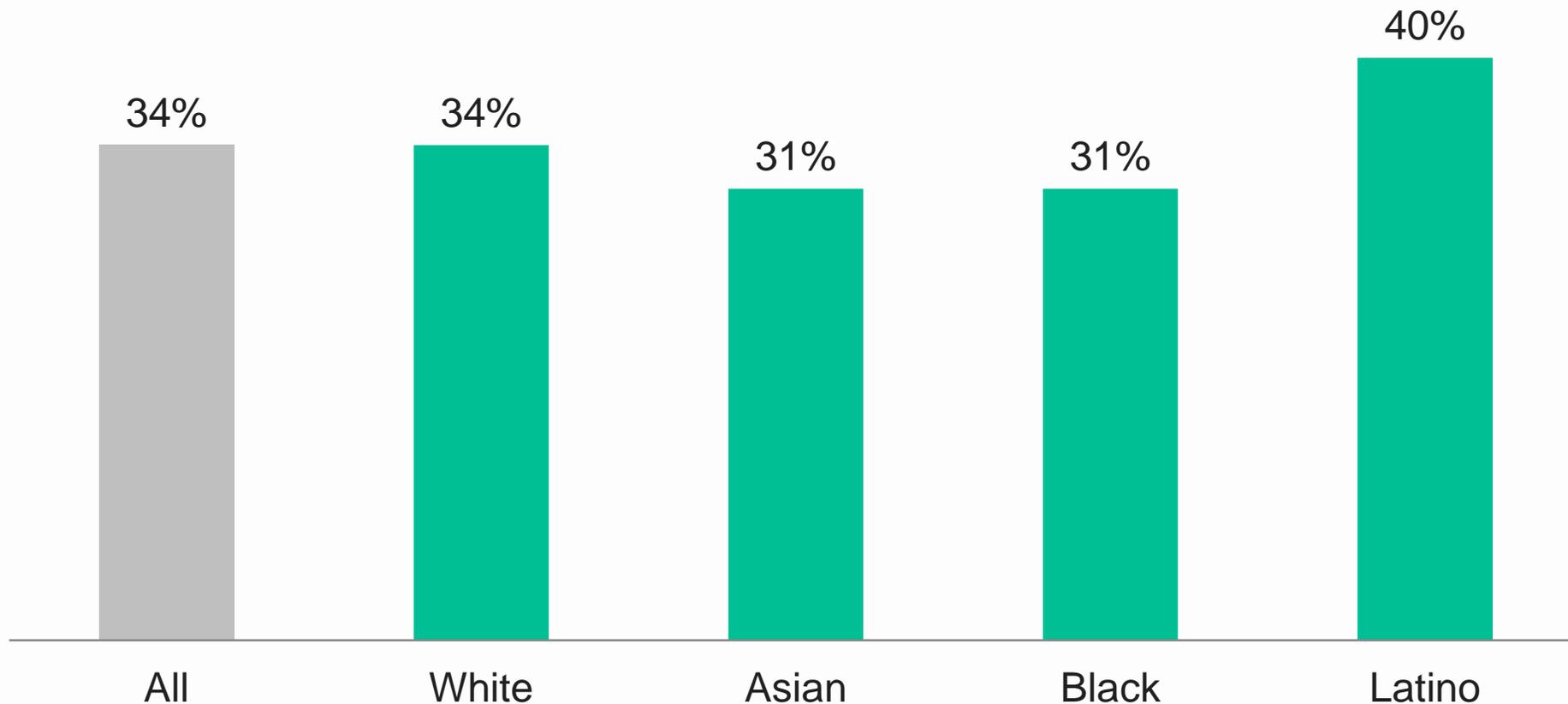
Which of the following has happened to you in the past month: I have been laid off



Online surveys March 25 – April 16, n=2,498 individuals in the workforce (employed or unemployed and looking for work)

# Latino Americans are the most likely to have had hours or shifts reduced

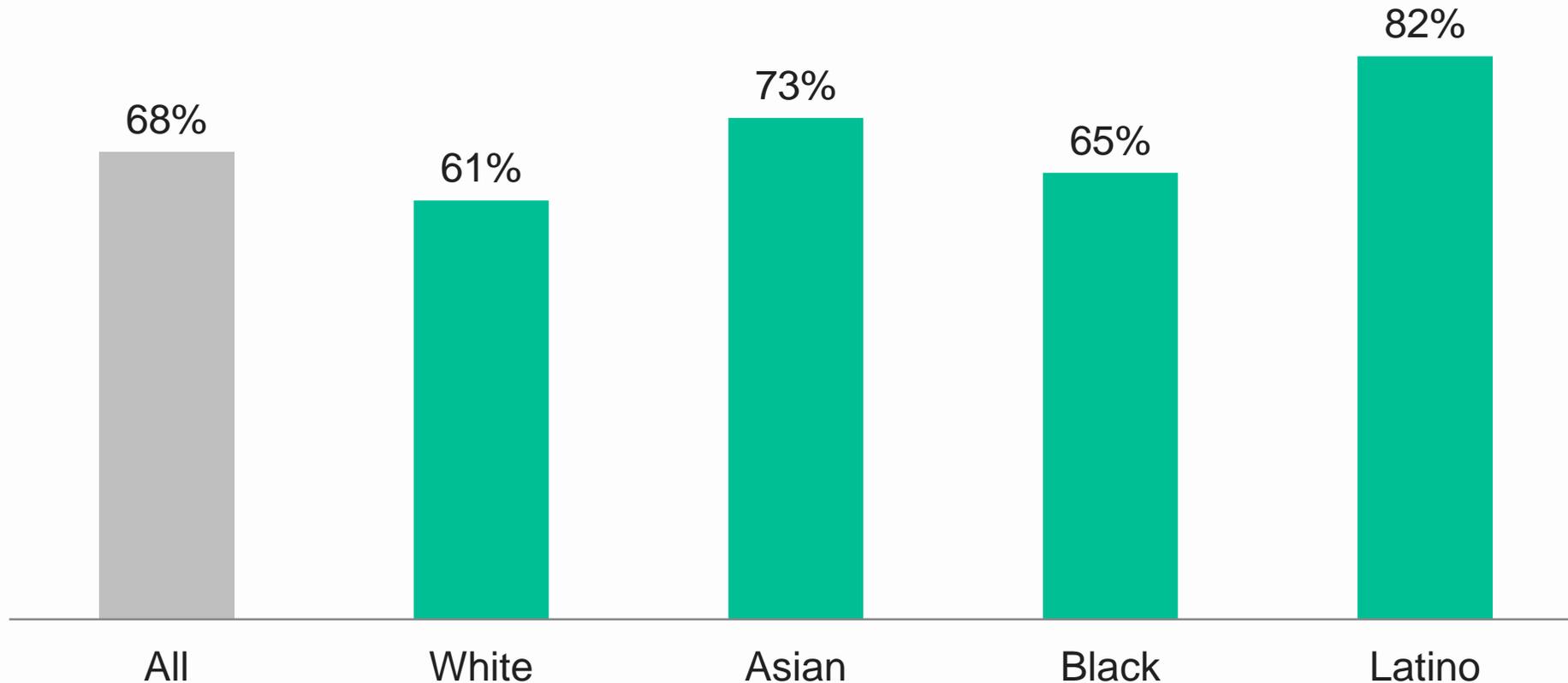
Which of the following has happened to you in the past month: I have had my hours or shifts reduced



Online surveys March 25 – April 16, n=2,498 individuals in the workforce (employed or unemployed and looking for work)

# Latino and Asian American business owners are the most likely to have lost income

Among those who say they own a business:  
Did you lose your job or have your hours or income from work been reduced due to the coronavirus (COVID-19) situation?



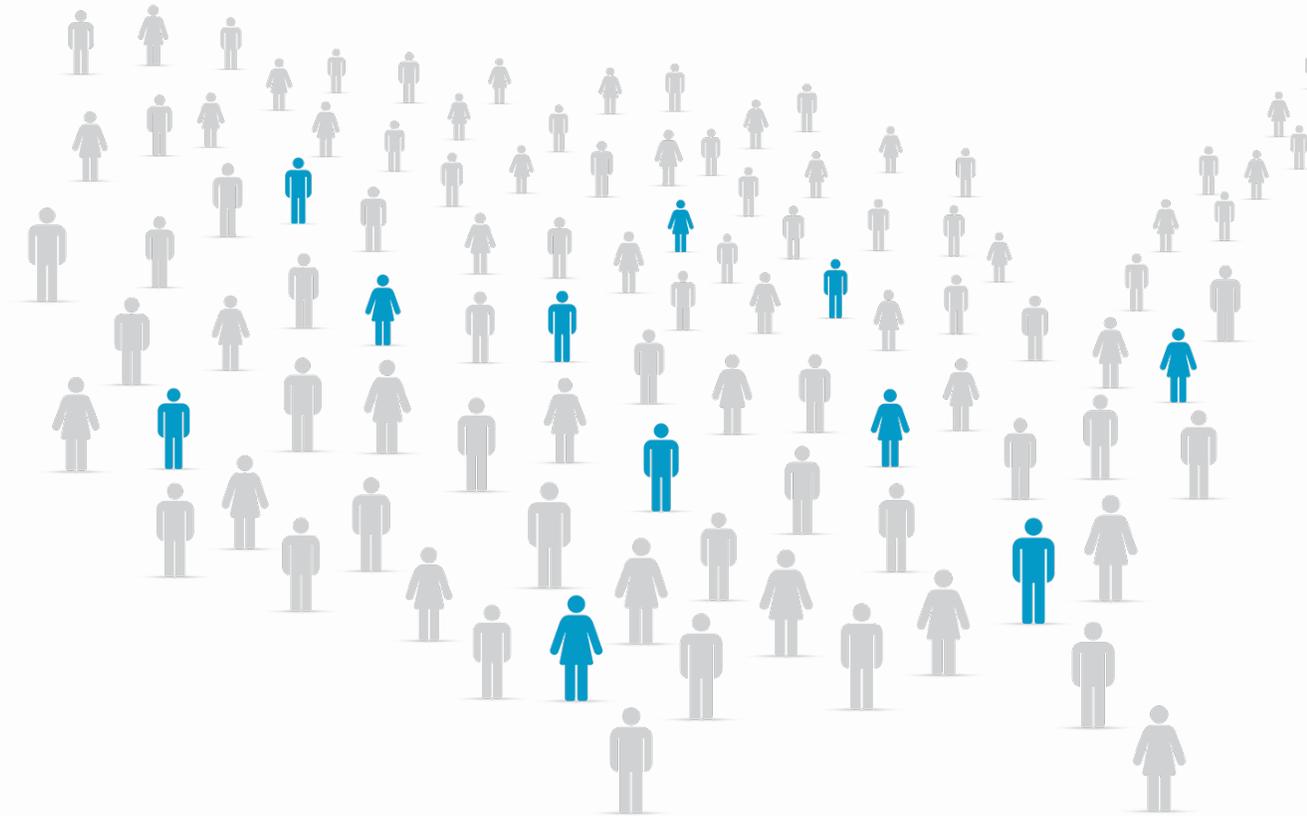
Online surveys March 25 – April 16, n=2,498 individuals in the workforce (employed or unemployed and looking for work)



# EDUCATION

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

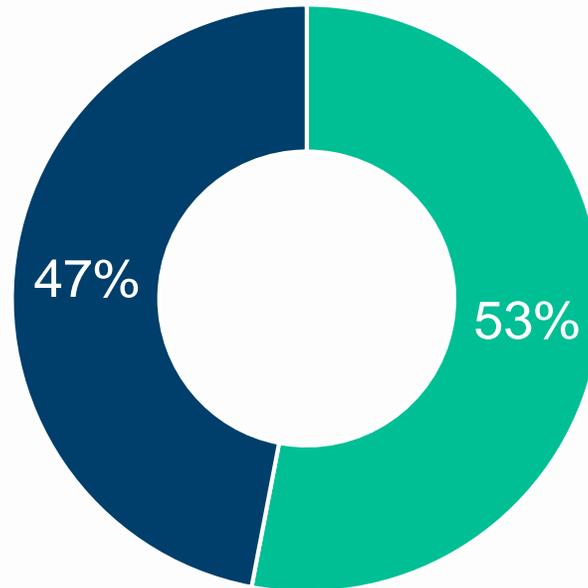
What best describes any ways you have adjusted your plans because of the coronavirus outbreak?



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

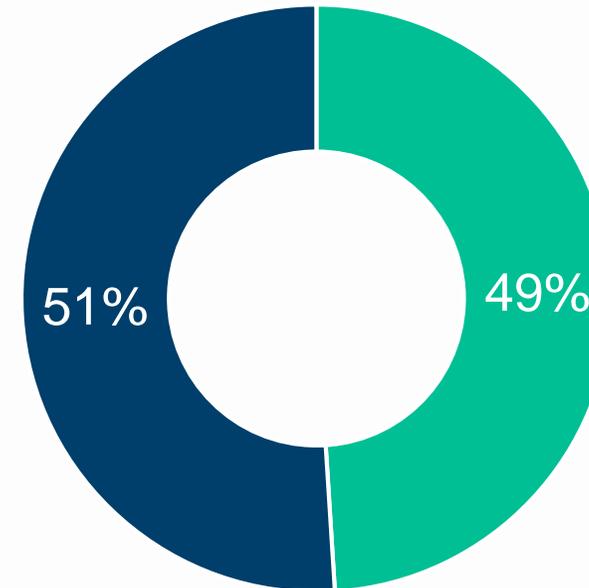
Percentage extremely or very likely to enroll in any type of postsecondary education or training within the next five years.

January-March 2019



■ Yes ■ No

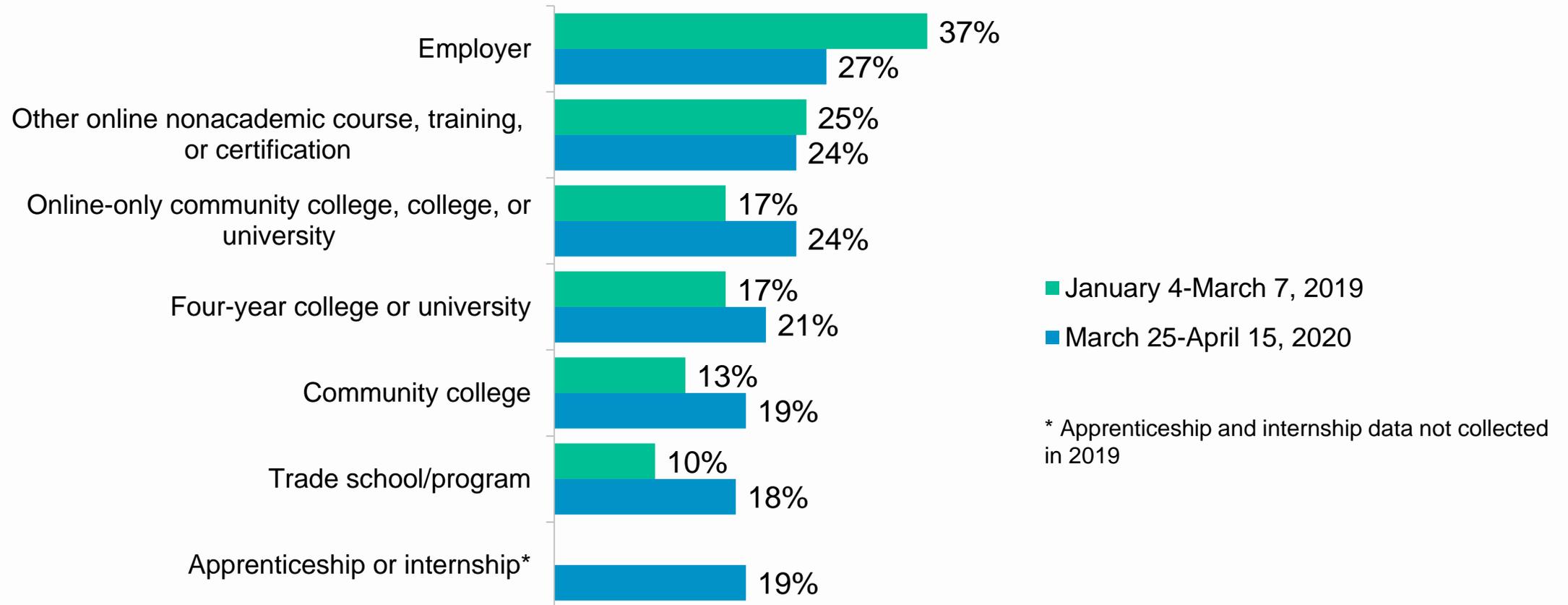
March-April 2020



■ 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):



# 34% of Americans said if they were to lose their jobs, they would need more education.

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

## Share of workers

■ Disagree

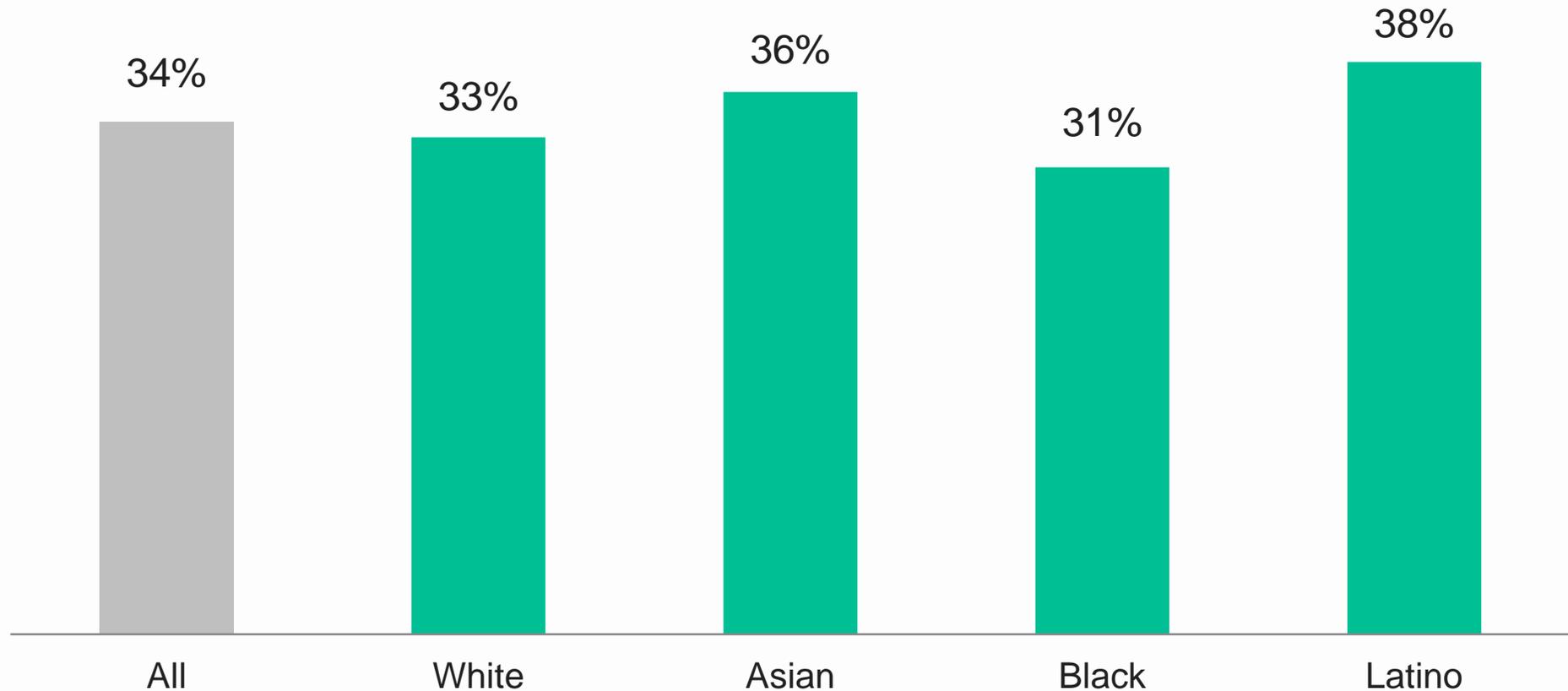
■ Neither agree nor disagree

■ Agree



# Latino and Asian Americans are the most likely to feel they would need more education to replace a lost job

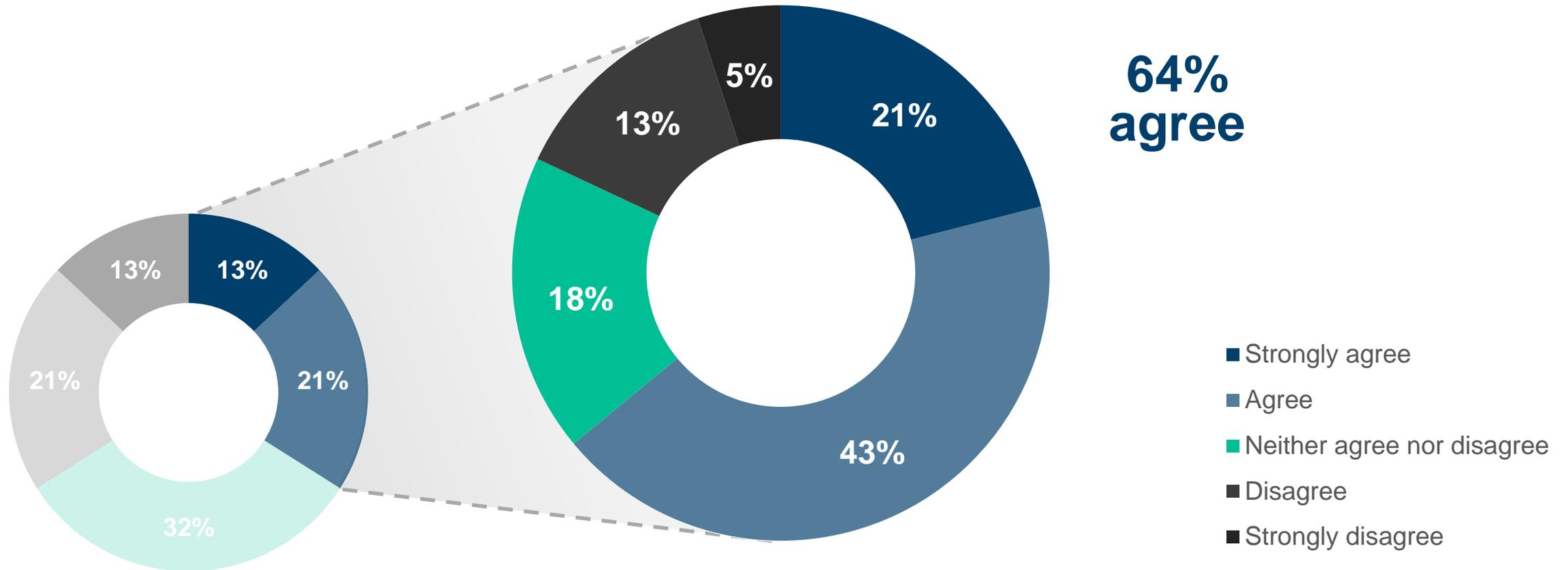
If I were to lose my job because of the coronavirus (COVID-19) events, I will need additional education or training to find another job with the same wages or income.



Online surveys March 25 – April 16, n=2,498 individuals in the workforce (employed or unemployed and looking for work)

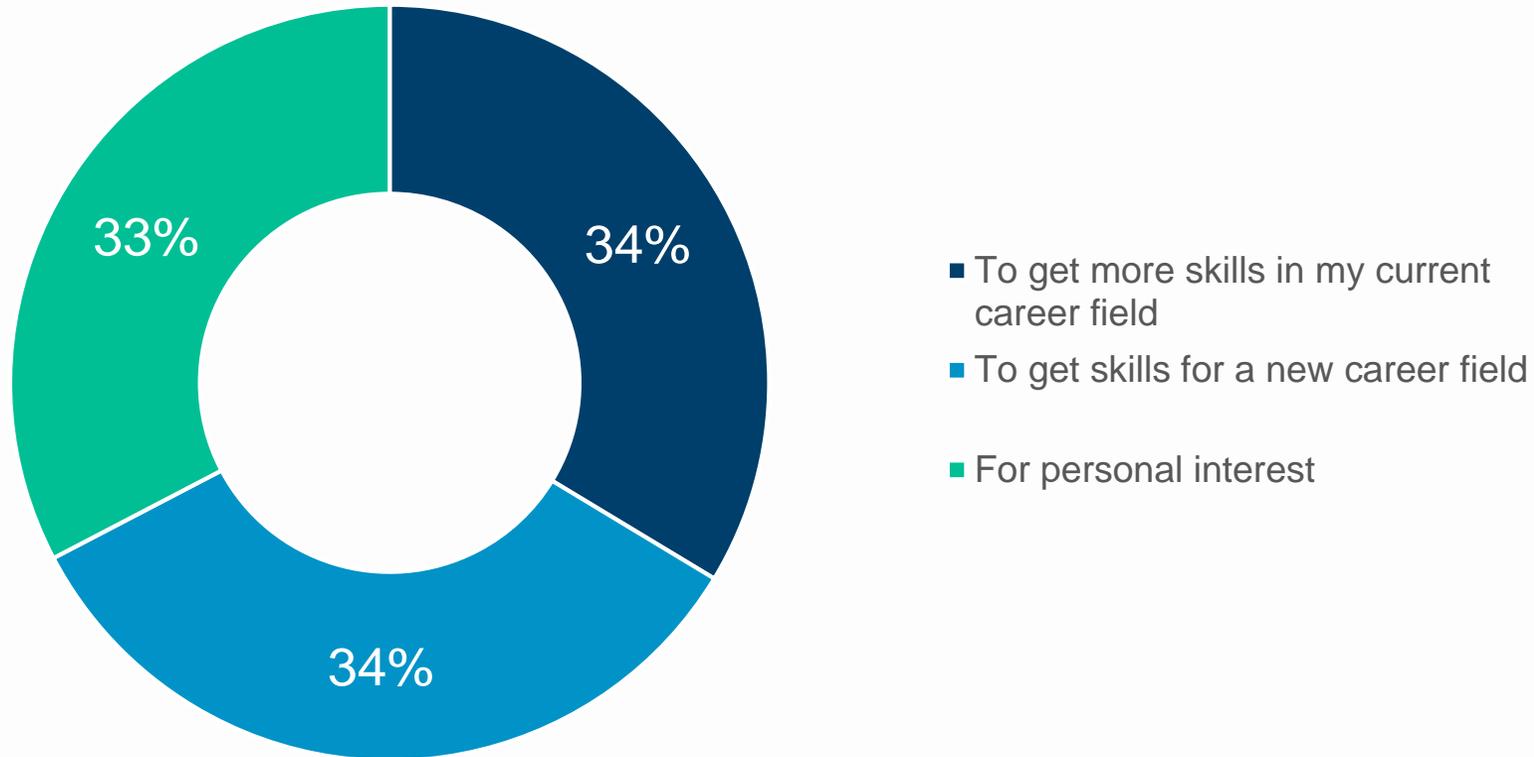
# Of those who believe they need more education or training, 64% would look for a job in a different career field

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



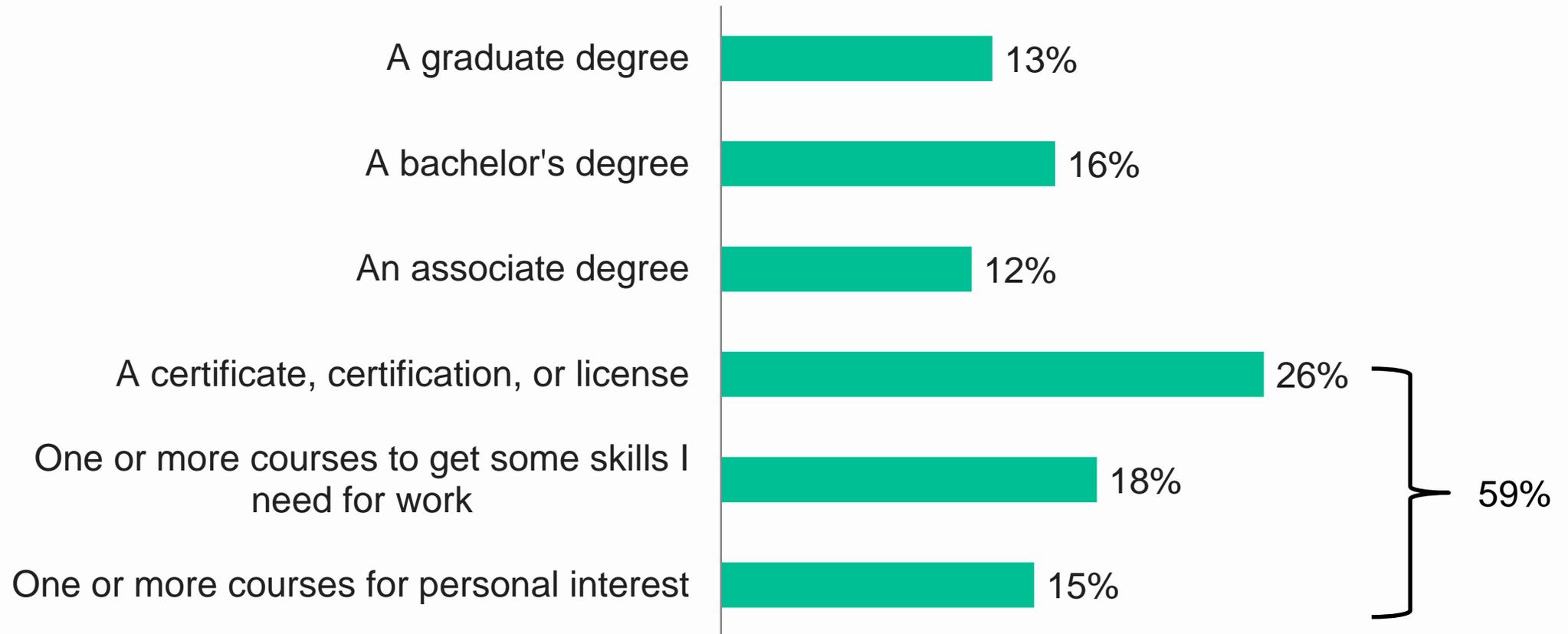
# For Americans looking to enroll in the next six months, their interests are divided evenly among reskilling, upskilling, and pursuing personal interests\*

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



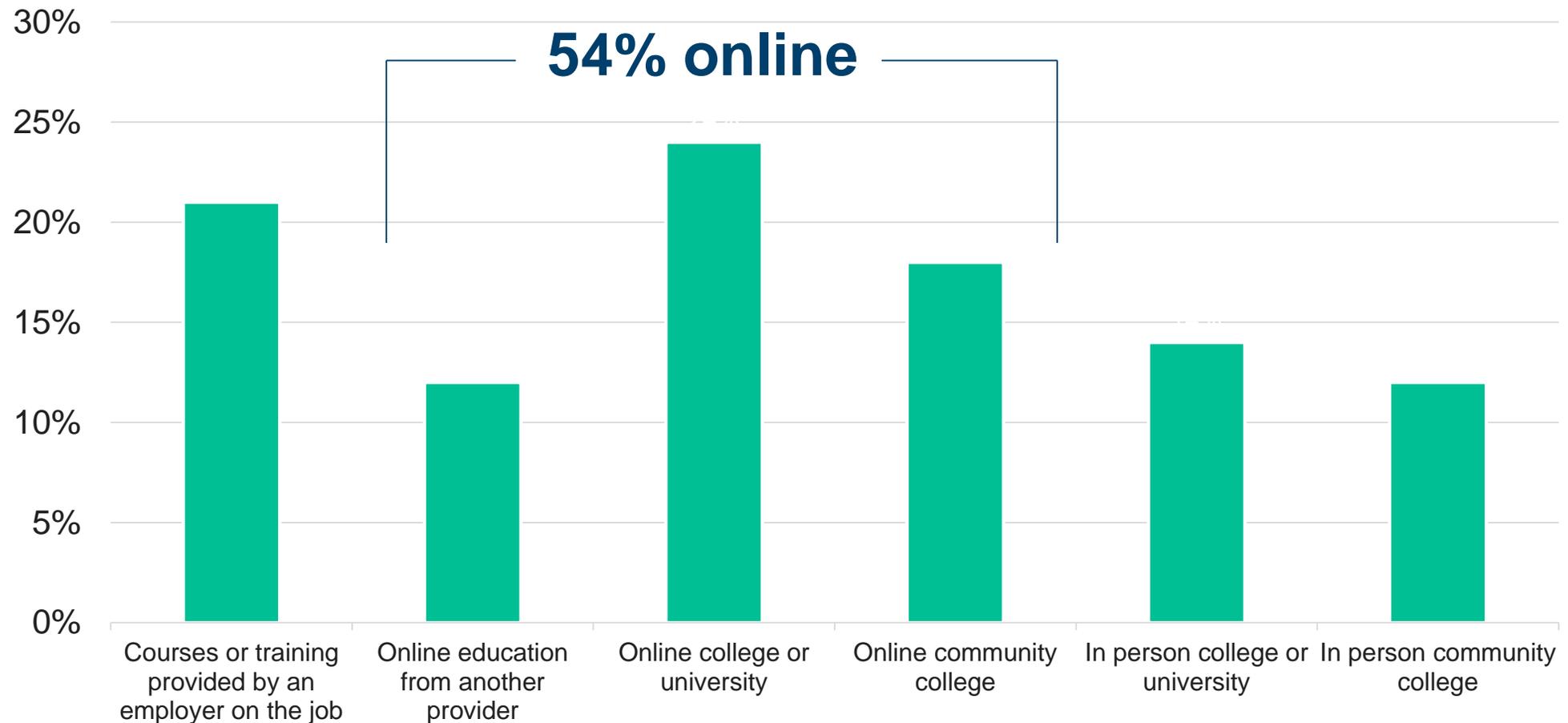
# The majority of adults considering enrolling in an education or training program in the next six months prefer nondegree programs

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



# Of those who believe they would need more education or training, the majority prefer online options

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



# Summary

1. **Impact is widespread, but people of color have been disproportionately affected.**
2. **Fifty-four percent of working Americans have lost jobs, hours or income.**
3. **Worry about job loss is even more widespread, with 60% of those who remain employed concerned about job security.** People of color are 15 percentage points more likely to be worried about losing their jobs.
4. **An estimated 28 million American adults have canceled education plans because of COVID-19.** This represents eleven percent of Americans.
5. **One-third of the workforce feels they would need additional education to replace a lost job.** Two-thirds of this group would seek to change career fields.
6. **Fifty-nine percent of adults who are open to considering more education or training in the next six months would prefer non-degree programs.**
7. **Seventy-five percent of those who feel they would need more education or training to replace a lost job would prefer nontraditional providers—55% online and 21% on-the-job.**
8. **Americans strongly favor online education, but preferences vary by group.**

# Insights: Work challenges and education expectations

- 2. Latino Americans are the most likely to have lost income from work.** Sixty-six percent of Latino Americans report losing a job, hours or income, compared to 51 percent of white Americans.
- 3. Black Americans are the most likely to have been laid off.** Twenty-five percent of black Americans in the workforce report being laid off from their job, compared to 15 percent of white Americans.
- 4. Latino and Asian Americans are more likely than white and black Americans to believe they will need more education if they lose their jobs.** Thirty-eight percent of Latino Americans and 36 percent of Asian Americans said they would need more education and training, compared to 33 percent of white Americans and 31 percent of black Americans.



Learn more at  
[StradaEducation.org/PublicViewpoint](https://StradaEducation.org/PublicViewpoint)  
or email  
[consumervoice@stradaeducation.org](mailto:consumervoice@stradaeducation.org)

# Methodology

- Weekly tracking of education consumers' perceptions of COVID-19's impact on postsecondary education and work in America, 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](mailto:consumervoice@stradaeducation.org) or learn more at [StradaEducation.org/PublicViewpoint](https://StradaEducation.org/PublicViewpoint)