



CENTER FOR
CONSUMER
INSIGHTS

COVID-19 and the Public Viewpoint on Work, Education and Training

Ohio Association of Community Colleges: SSLI Data Workshop

July 30, 2020



Strada is proud to partner with NGA and **Massachusetts, Minnesota, Ohio, Pennsylvania, Louisiana** and **Wyoming** to design education and training programs that increase the upward mobility of their residents.



EDUCATION
NETWORK





GALLUP

The Power of Listening

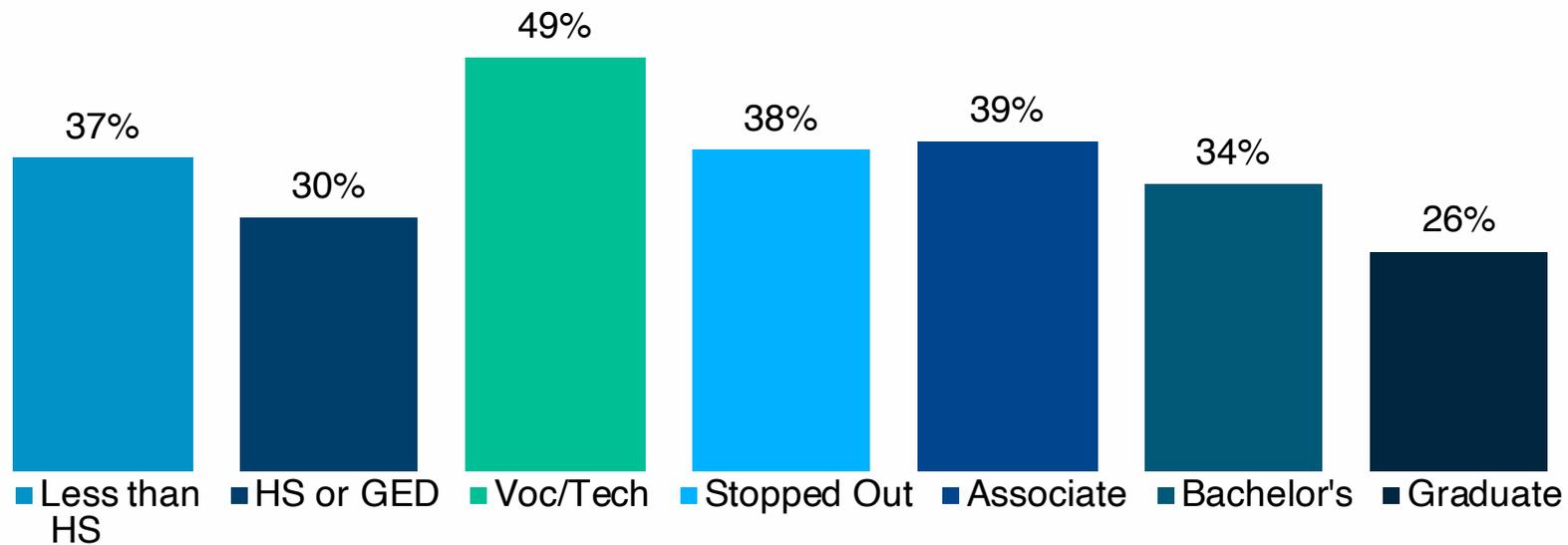
Education Consumer Survey

- 340,000+ responses to date
- Ages 18-65
- All postsecondary pathways
- All demographics
- All states & DC
- Largest 50 metro regions



Adults in Ohio workforce feel the need for more education

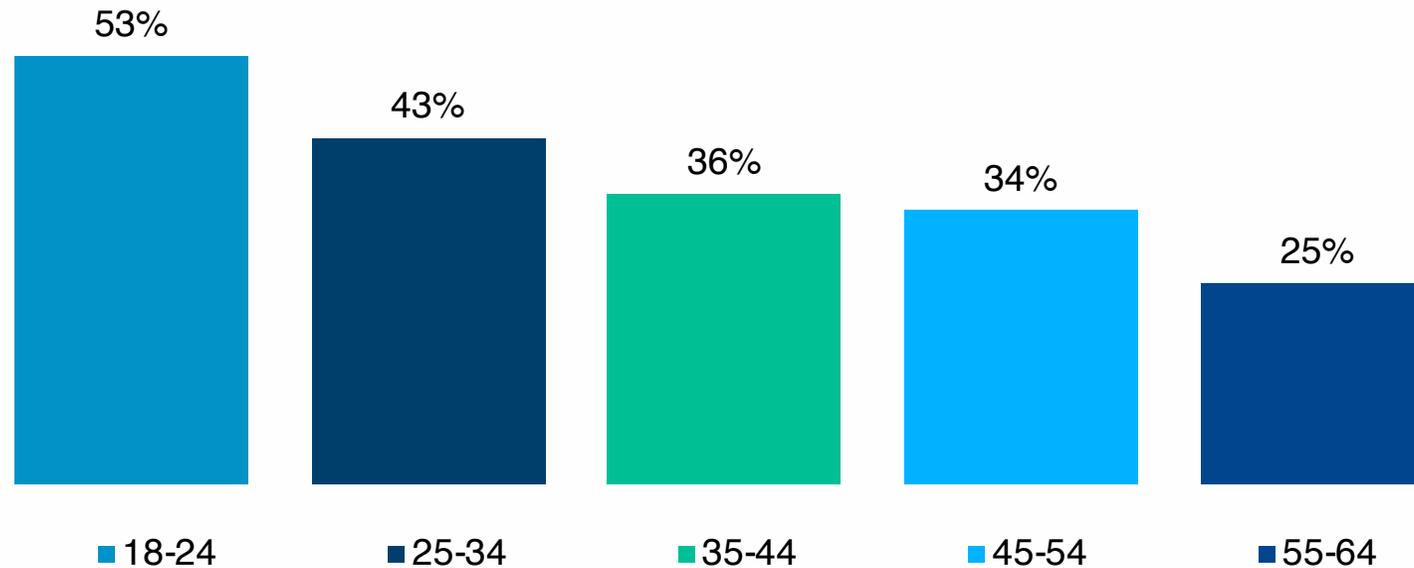
“Do you feel you need additional education to advance in your career?”
(% yes)



Source: Strada-Gallup Education Consumer Survey. Base: Ohio residents in the workforce age 25-65, not currently enrolled, n=7,738

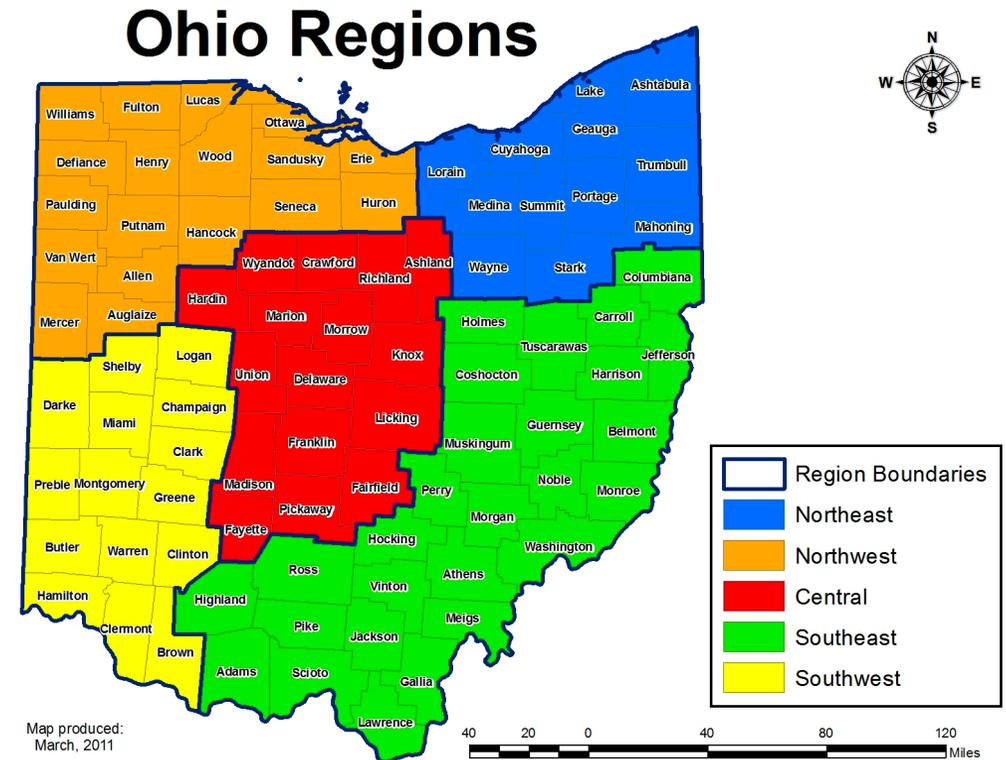
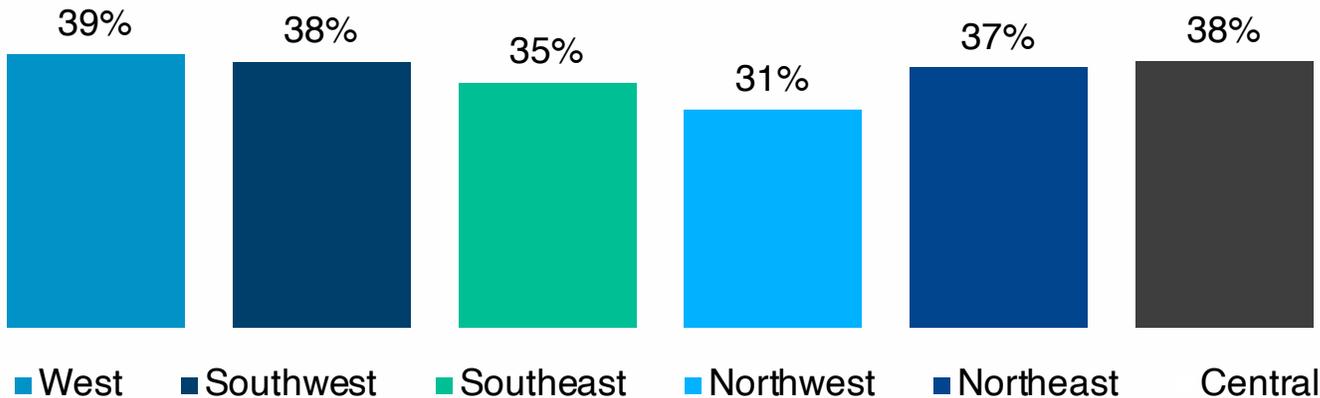
Younger adults in Ohio workforce feel the need for more education

“Do you feel you need additional education to advance in your career?”
(% yes)



Adults in Ohio Northwest Ohio feel less need for more education

“Do you feel you need additional education to advance in your career?”
(% yes)



What is the main reason you took college courses but did not complete a degree?

Financial	13%
Work-school balance	12%
Other life event	9%
Pregnant/had children	9%
Just wanted to learn more/didn't need degree	6%
Family obligations	5%
Classes/degree/school was not a good fit	5%
Lost interest	4%
Didn't need degree to obtain a job	4%
Wanted to get better job/pay/advance career	4%
Personal health reasons	4%
Couldn't decide on career or field of study	3%

“The main reason was I was trying to work and go to college and I wasn't getting good grades, so I just stopped going to college. I couldn't multi-task.”

“I worked full time and went to school full time. It became too much. I had four kids at home at the time. It was just too much.”

“Family—you have to make money, its hard to go to college and make money at the same time especially in nursing school.”

Source: Strada-Gallup Education Consumer Survey. Base: Ohio residents age 25-65, with some college no degree, and not currently enrolled, n=960



CENTER FOR
CONSUMER
INSIGHTS

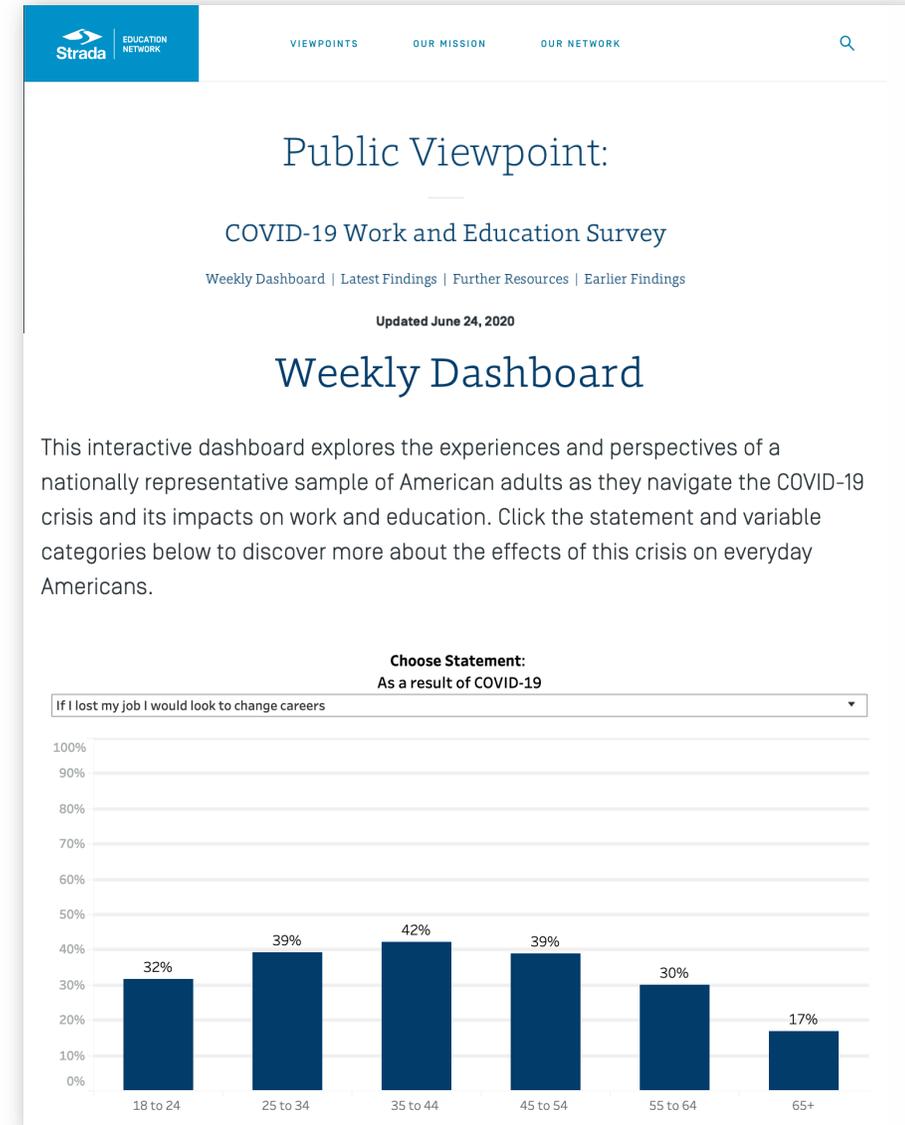
Public Viewpoint

A regular survey of 1,000 American adults that is representative of the population on the basis of:

- Age
- Gender
- Educational attainment
- Race/ethnicity
- Nine geographic census regions
- 13,000+ responses from March 25-July 9

Other survey research incorporated in findings:

- Strada-Gallup Education Consumer Survey
 - 10,000+ responses from March 30-May 28
- Aspiring Adult Learner Survey
 - 1,007 responses from August-September 2019

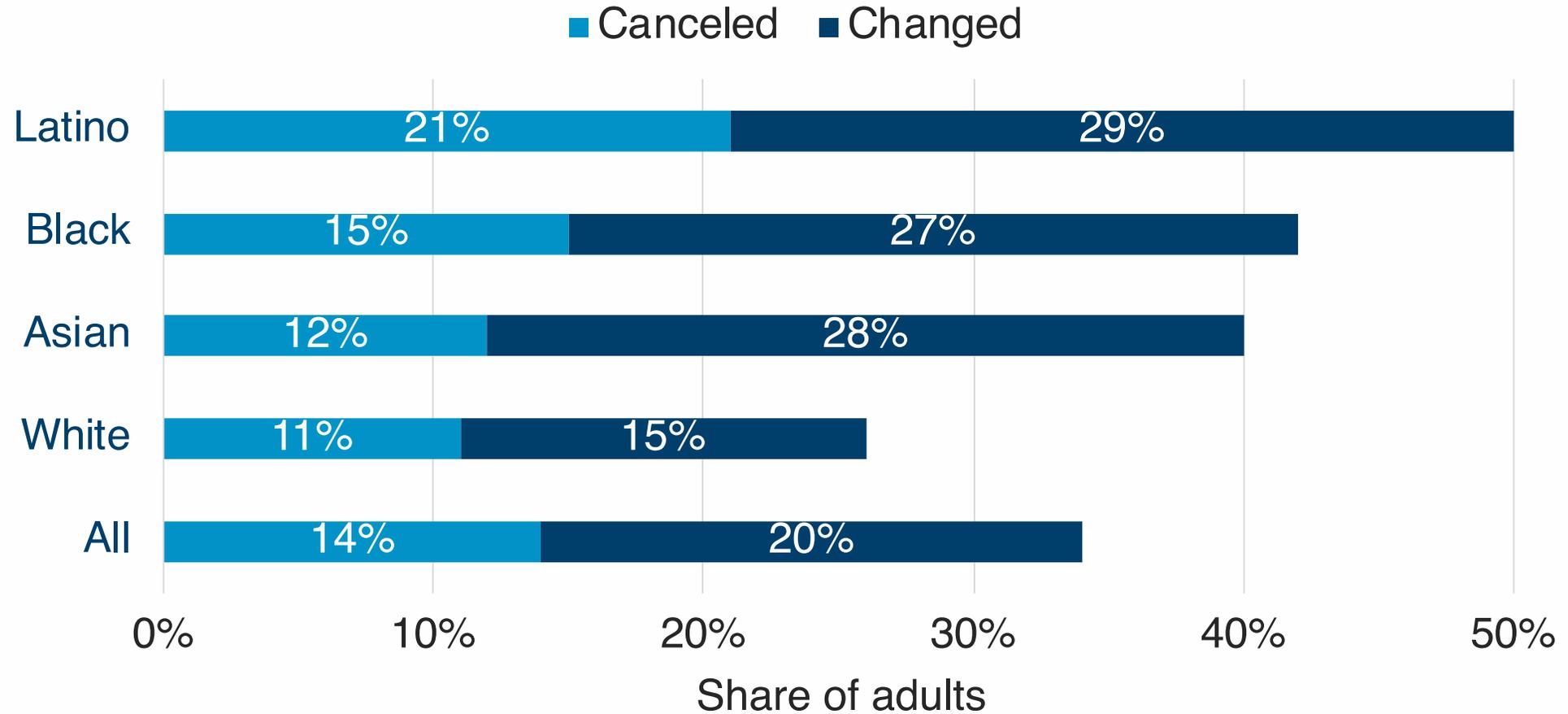


Key questions

1. What are American's plans for enrolling in education and training?
2. What are Americans' perspectives on the value of education and training?
3. What are their perceived barriers to enrollment?

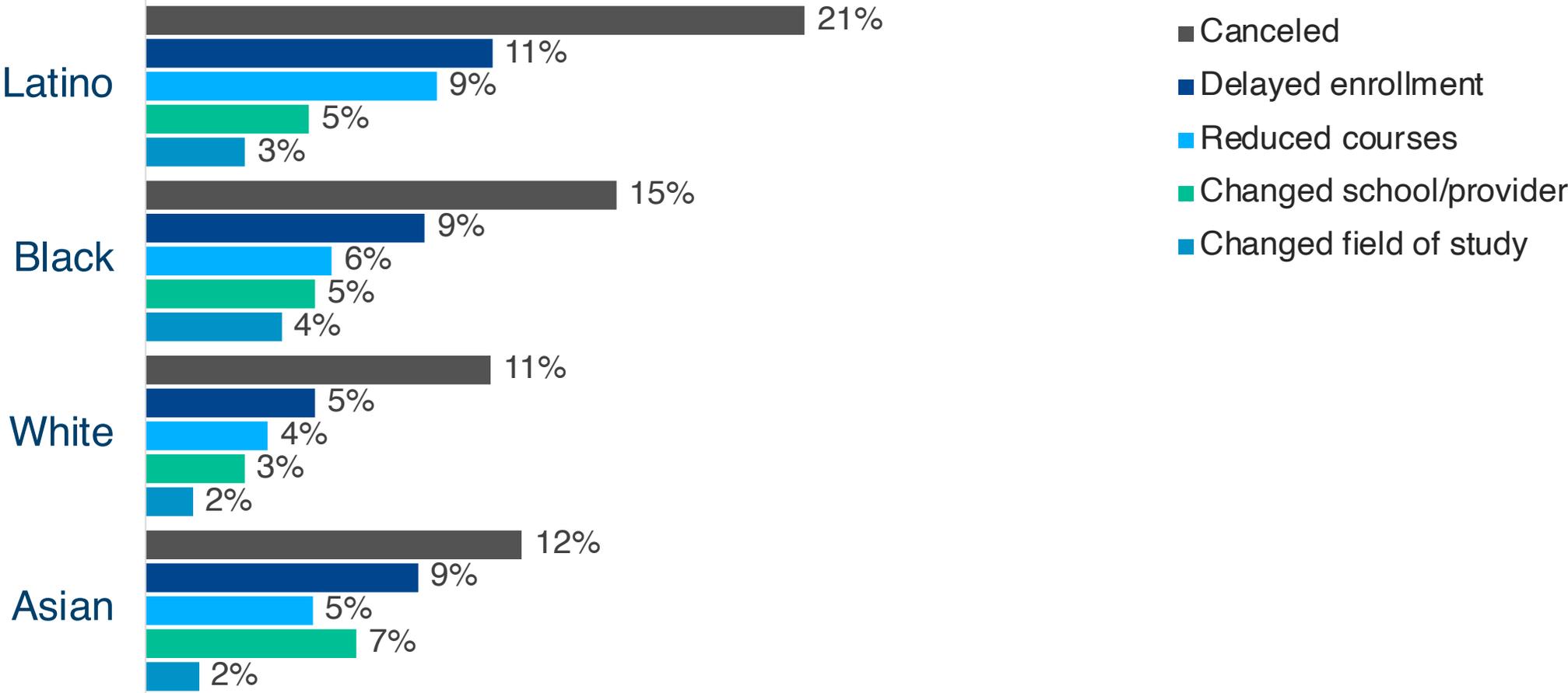
Plans to Enroll in Education and Training Programs

People of color are more likely than white Americans to have changed or canceled their education plans



Weekly online surveys March 25-May 28. Base: Americans ages 18-65, n=8,085.

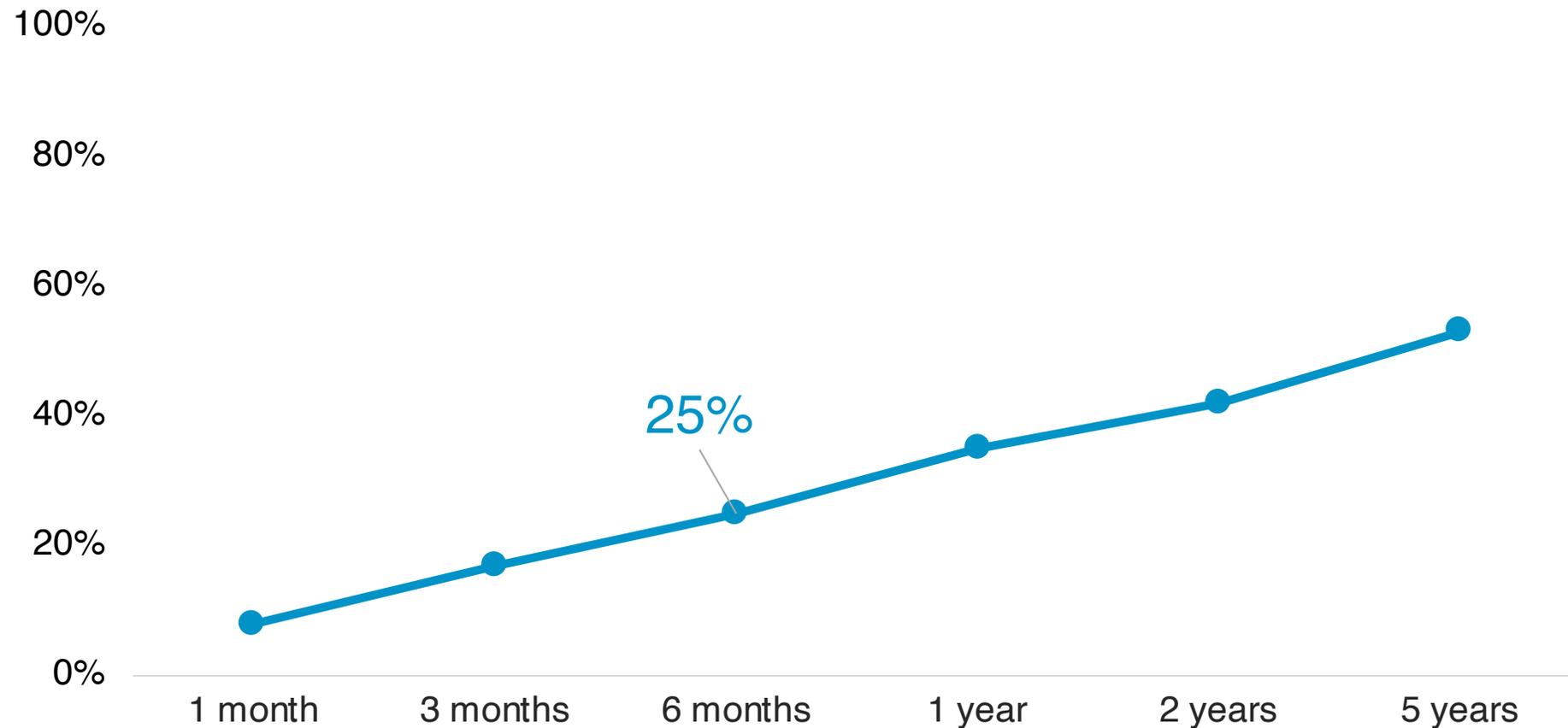
COVID has disrupted education plans: 1 in 3 Latinos and 1 in 4 black Americans have canceled education plans or delayed enrollment



Weekly online surveys March 25-May 28. Base: Americans ages 18-65, n=2,128. Respondents may choose more than one answer or none.

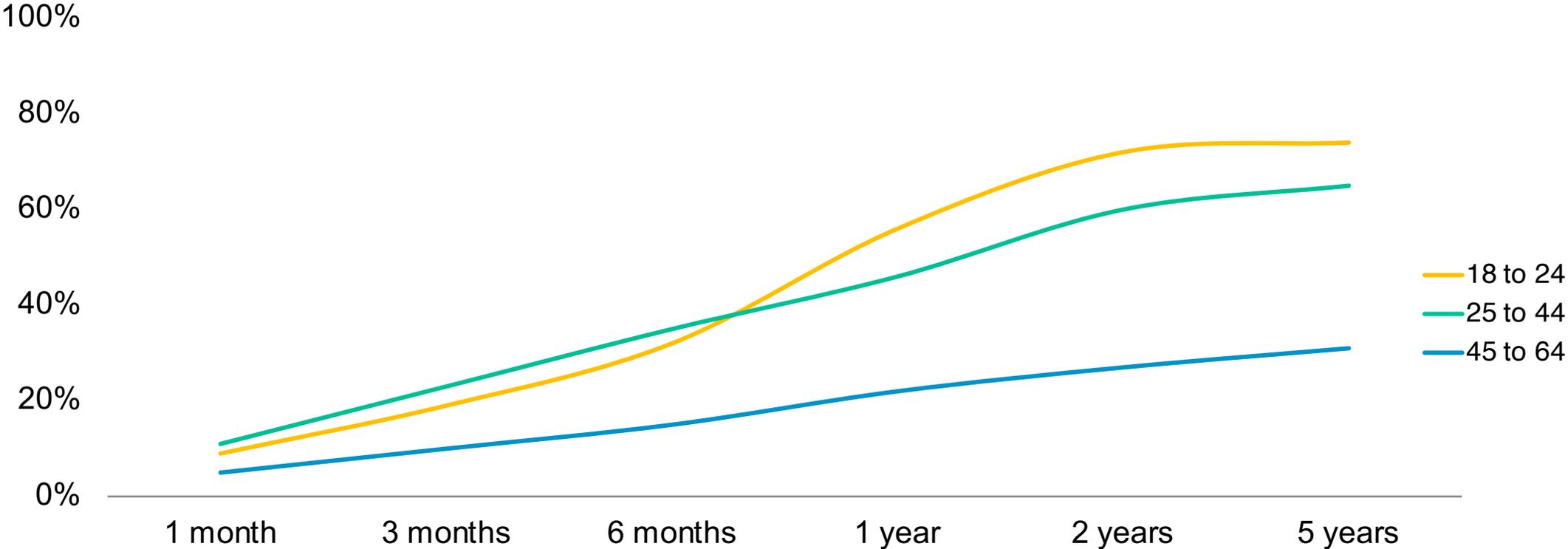
Interest in education is high: 25% of adults say they plan to enroll in an education or training program within the next six months

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



Americans ages 25 to 44 are just as likely to enroll in the next six months as those ages 18 to 24

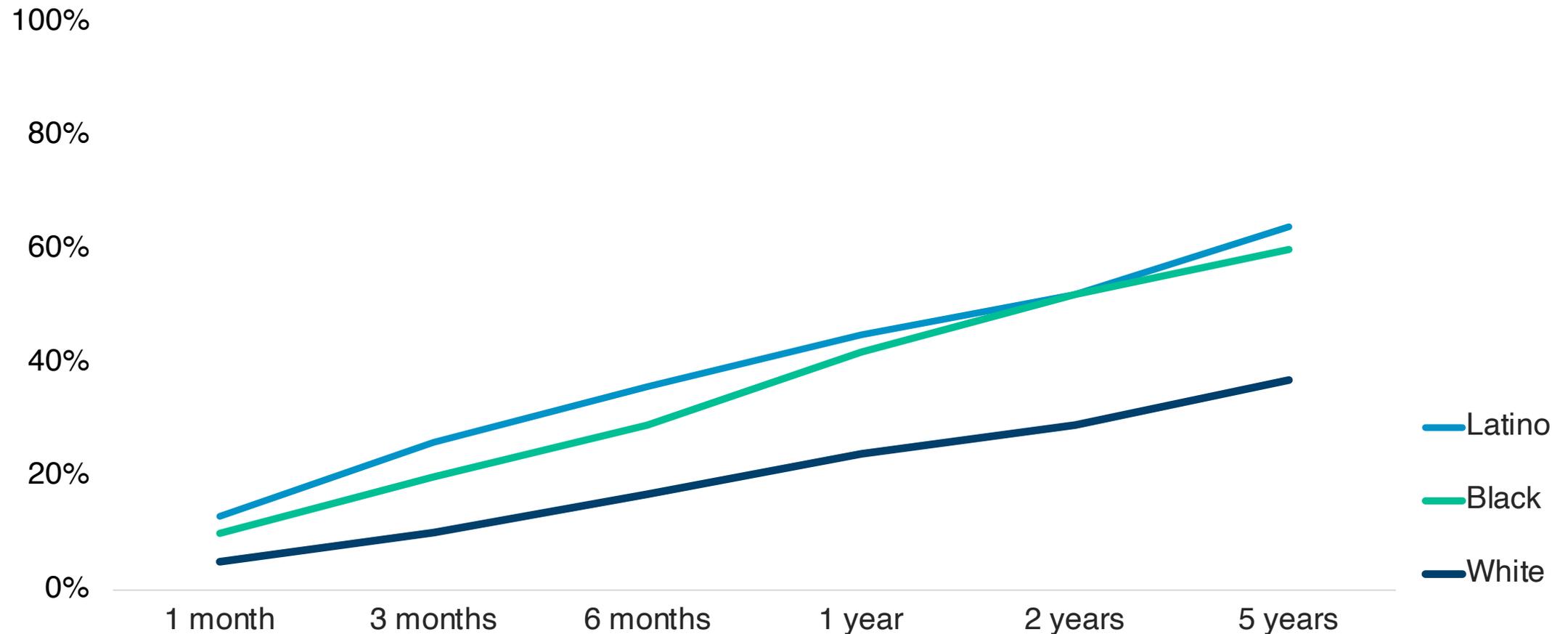
Thinking about the future, please indicate if and when you are likely to enroll in courses or training.



Online surveys May 6-May 14. Base: Americans ages 18-65 not currently enrolled, n=1,473.

Black Americans and Latinos intend to enroll in education and training programs at higher rates than white Americans

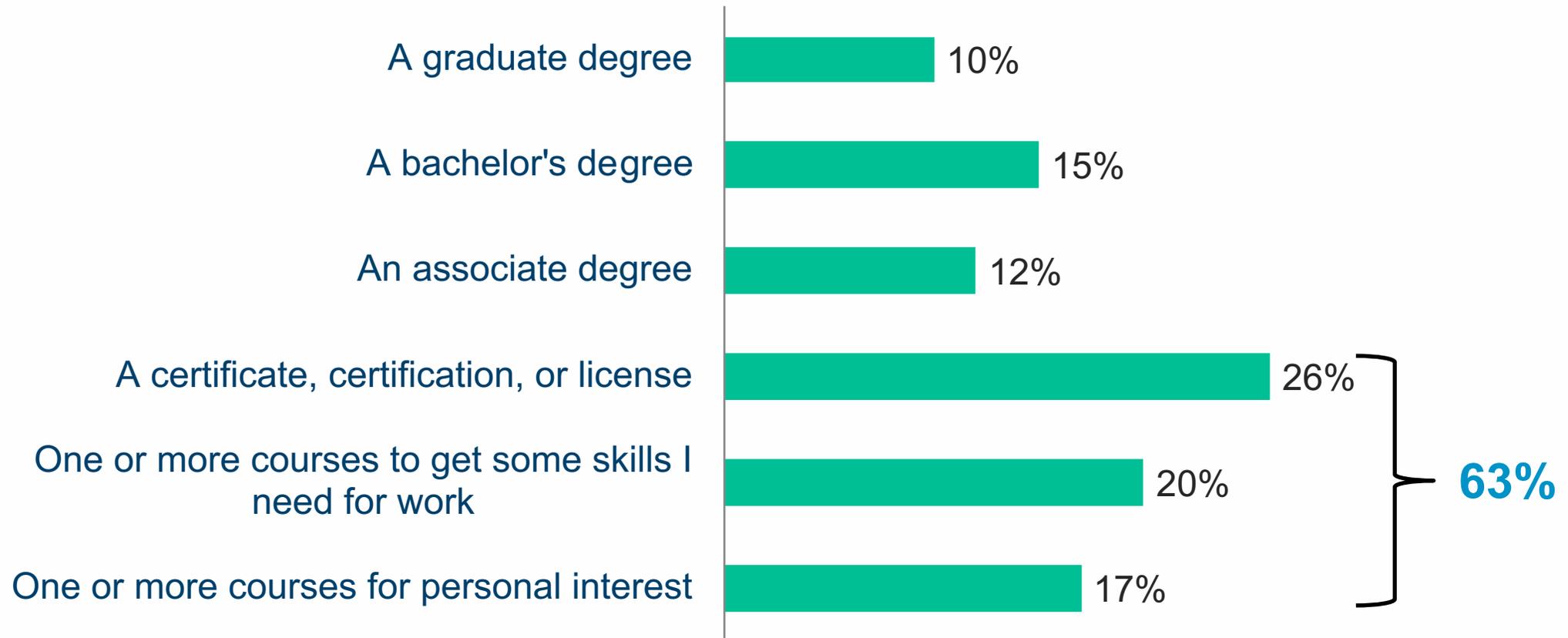
Thinking about the future, please indicate if and when you are likely to enroll in courses or training.



Online surveys May 6-May 21. Base: Americans ages 18-65 not currently enrolled, n=1,548.

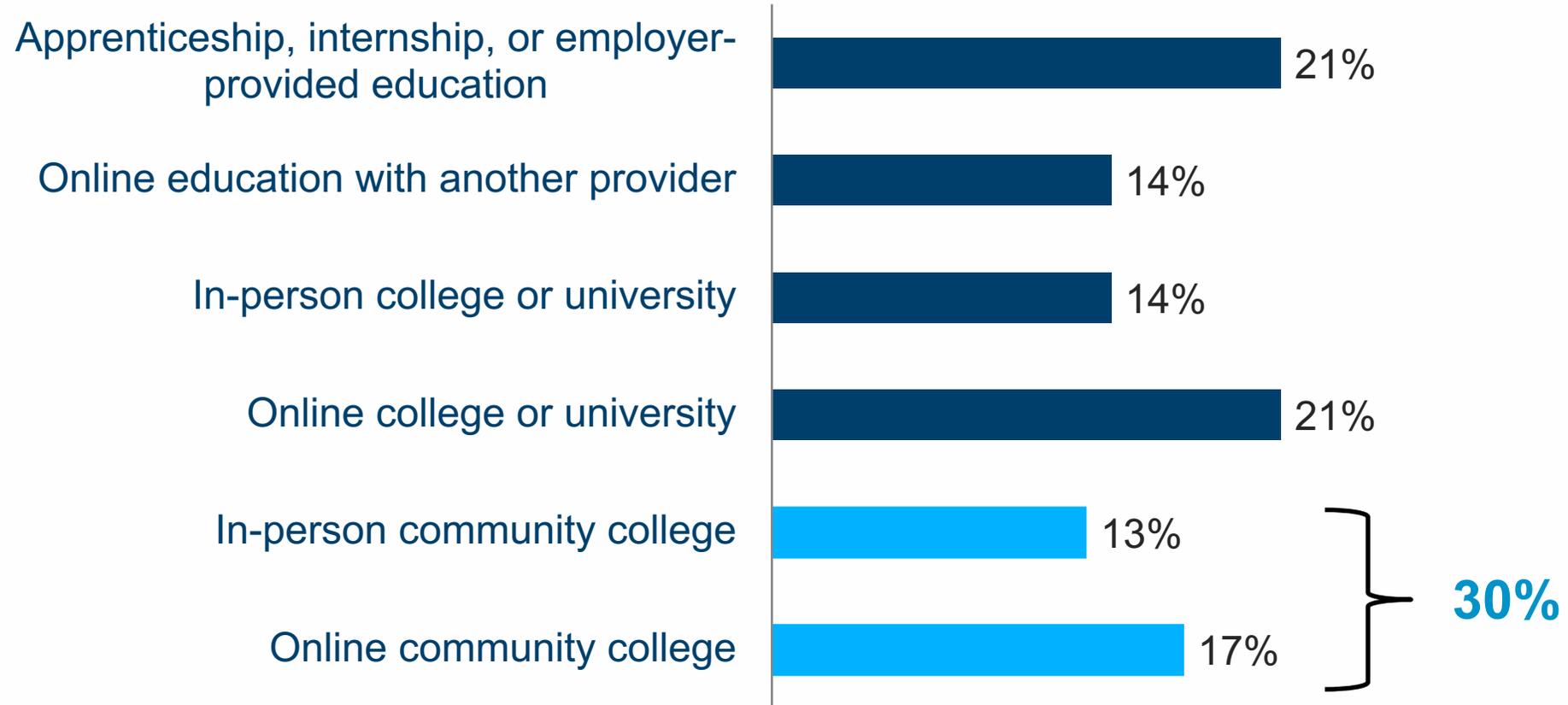
Adults considering enrolling prefer nondegree programs

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



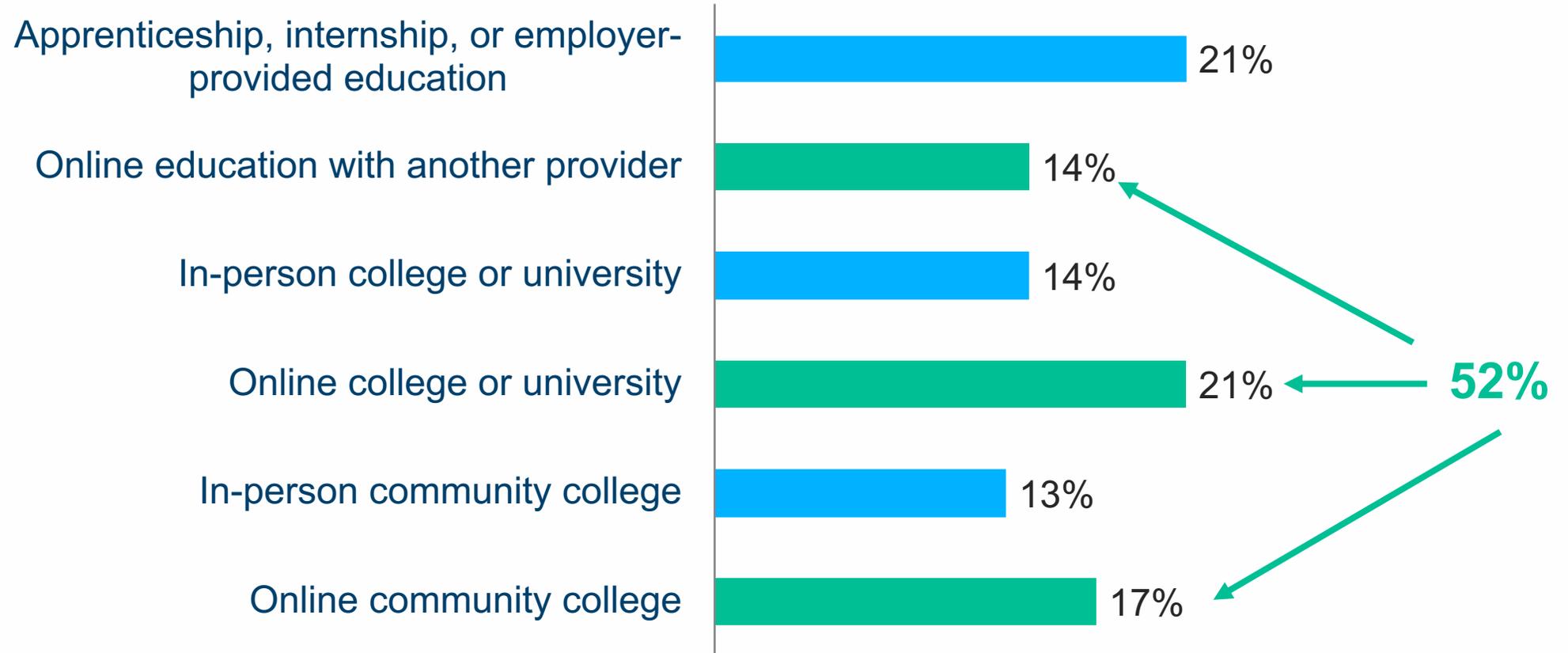
30% of adults would choose to spend education dollars at a community college

If you had \$5,000 to spend on education and training, where would you prefer to spend it?

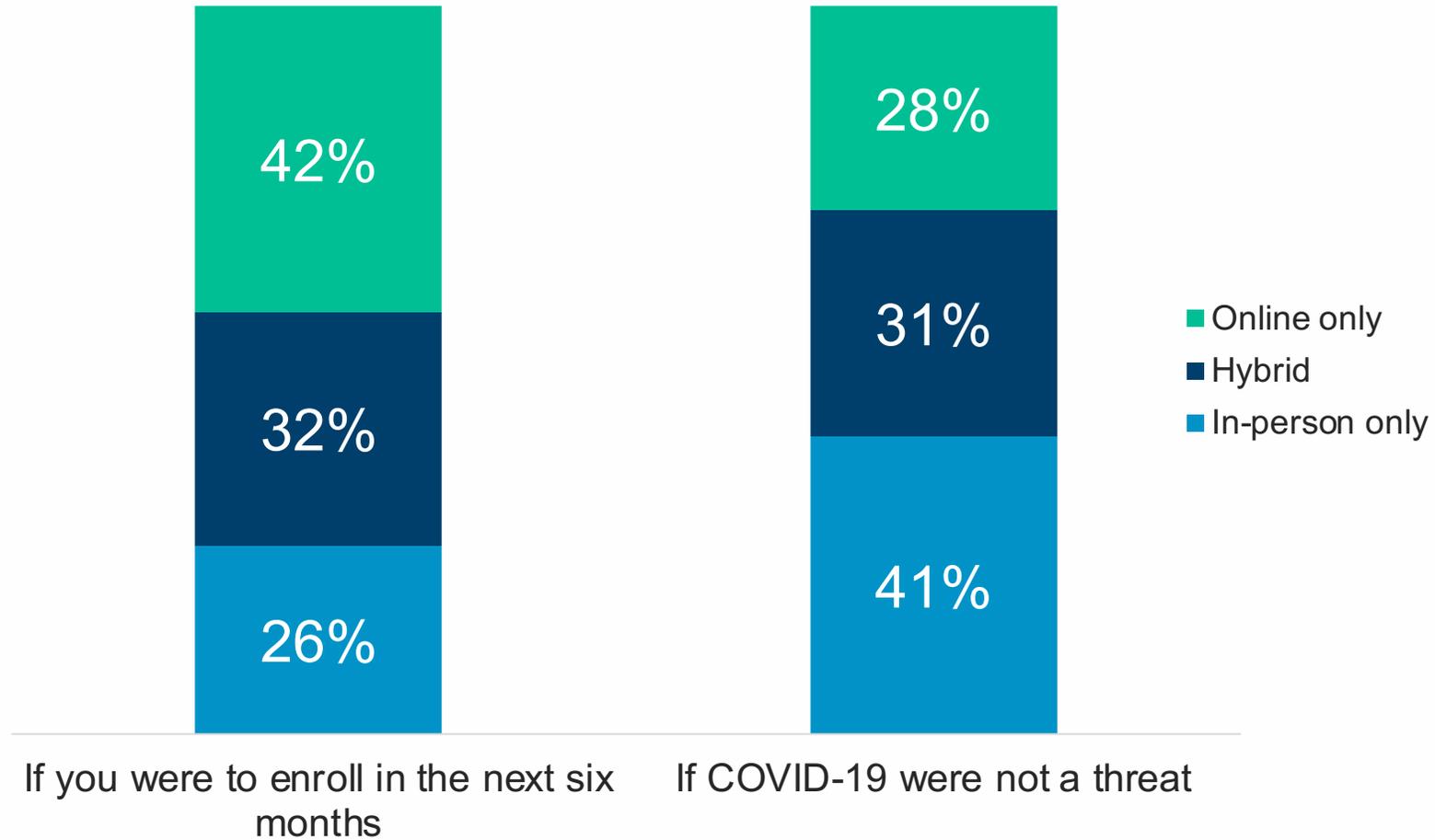


52% of adults would choose to spend education dollars with an online provider

If you had \$5,000 to spend on education and training, where would you prefer to spend it?

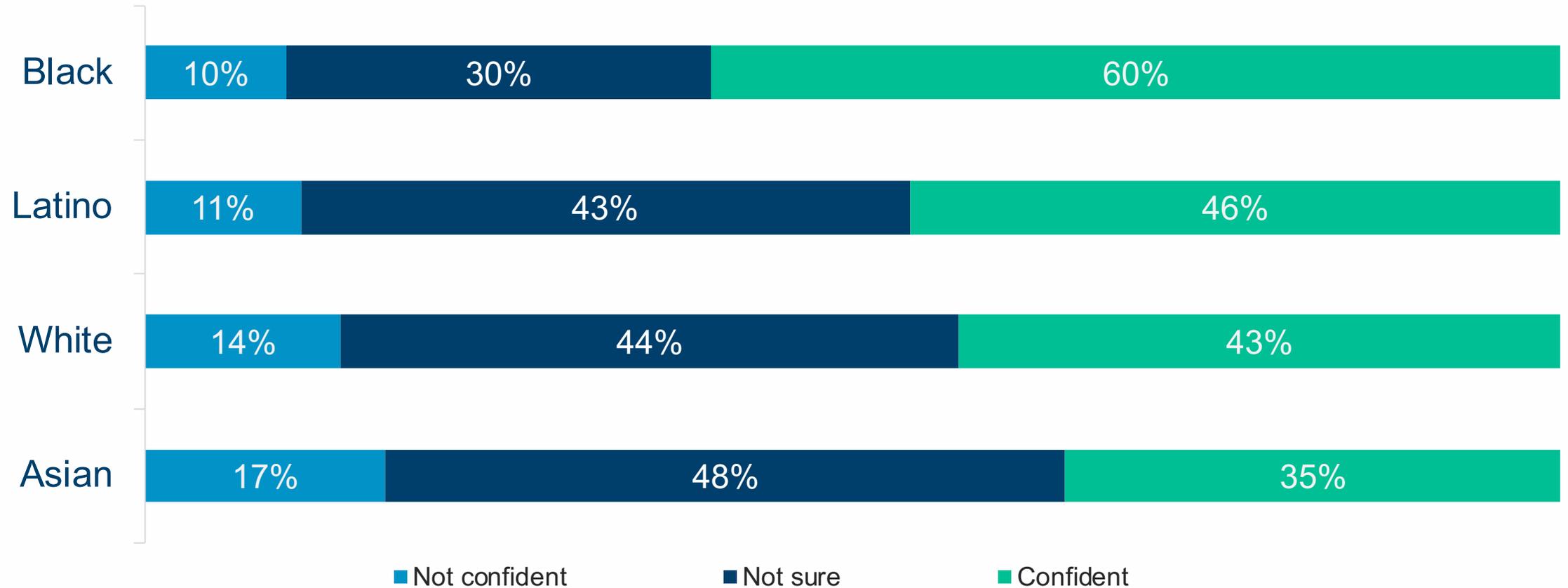


Three in 10 Americans would prefer an online-only option *even if* COVID-19 were not a threat



Black Americans have the most confidence in the quality of online education

If you were to go on for additional education ...
You would be confident about the quality of online courses.



Most Americans believe employers value in-person education and training more than online education and training

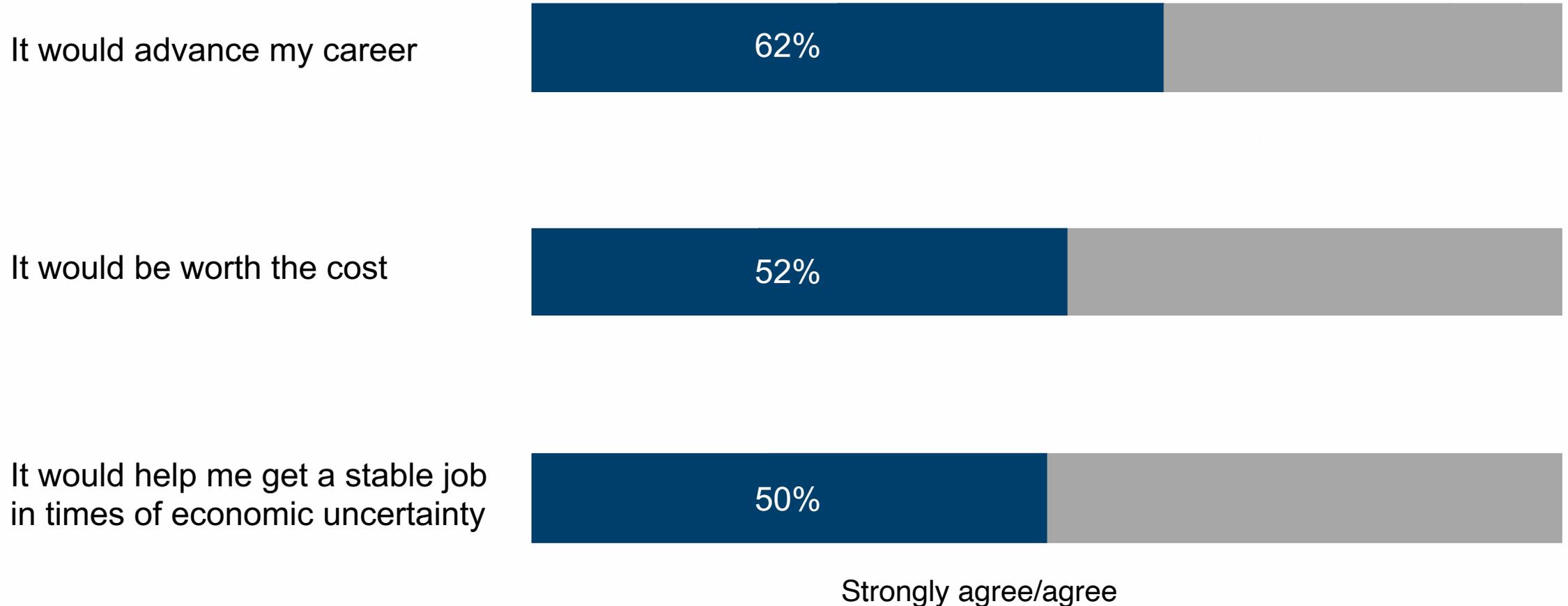
When employers are deciding who to hire, how do you think they value in-person education or training compared to online?



Perspectives on Value

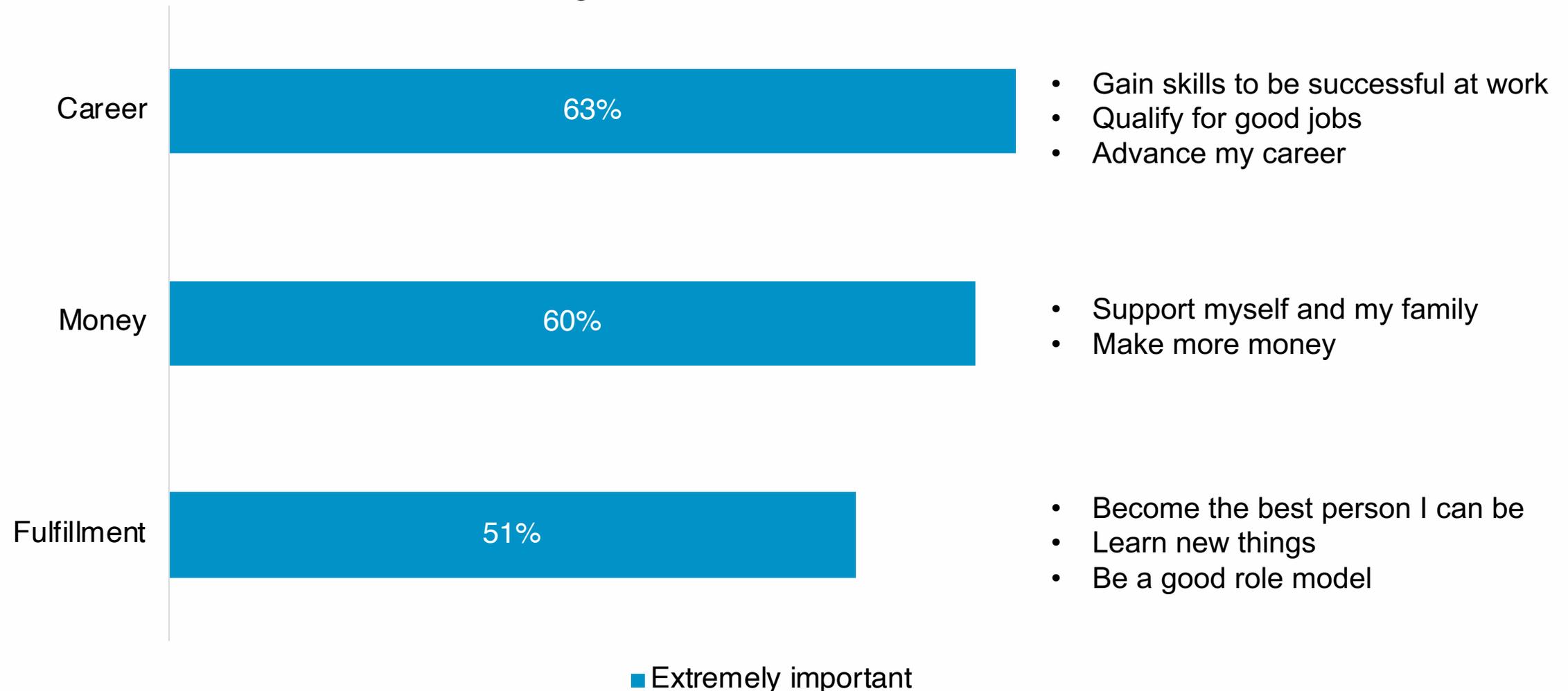
Adults without degrees or credentials are divided when it comes to the value of education

If I were to go on for additional education...



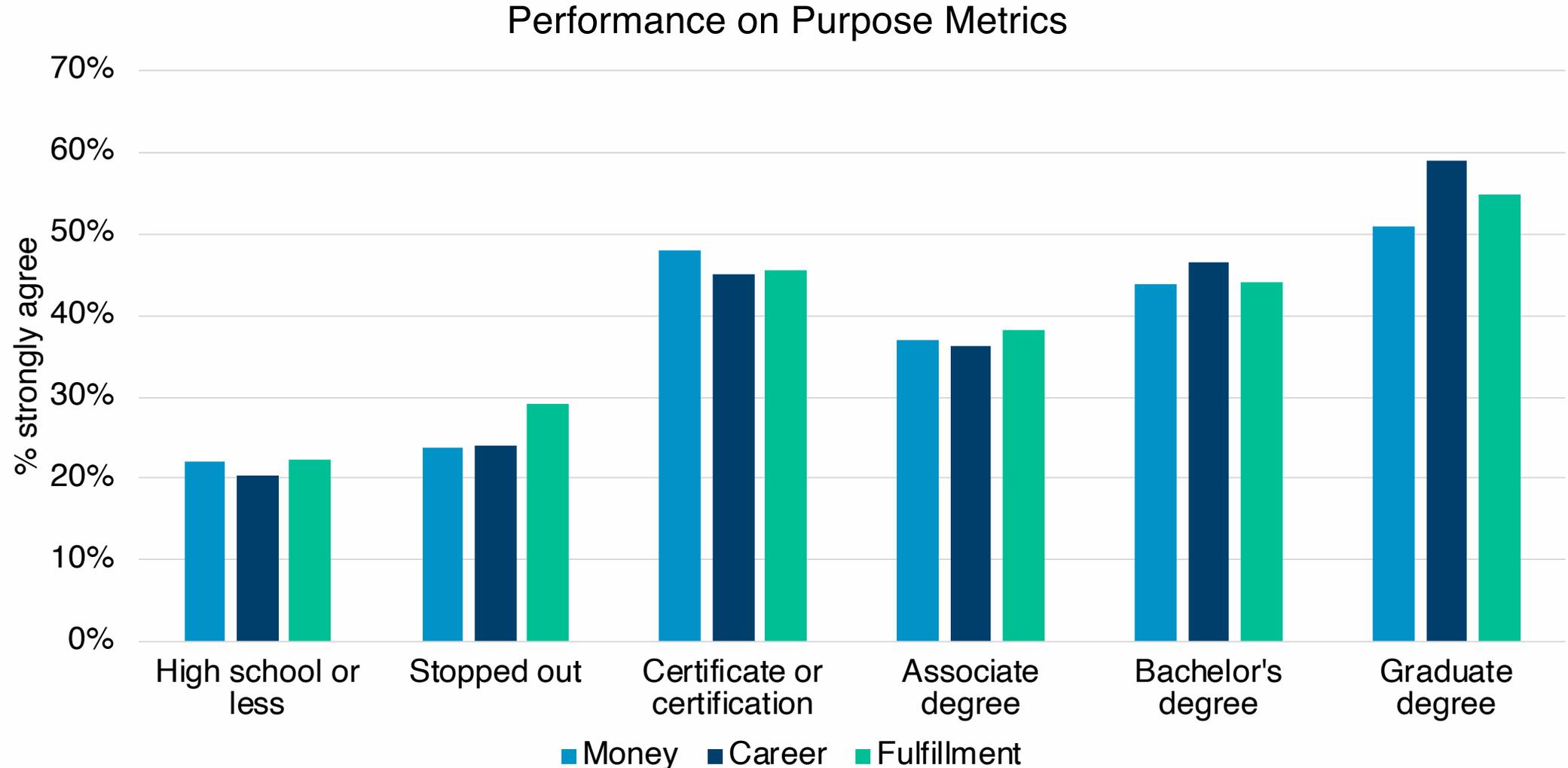
Career motivations are most important when making education decisions

How important were each of the following reasons for you personally in deciding whether to pursue your highest level of education?



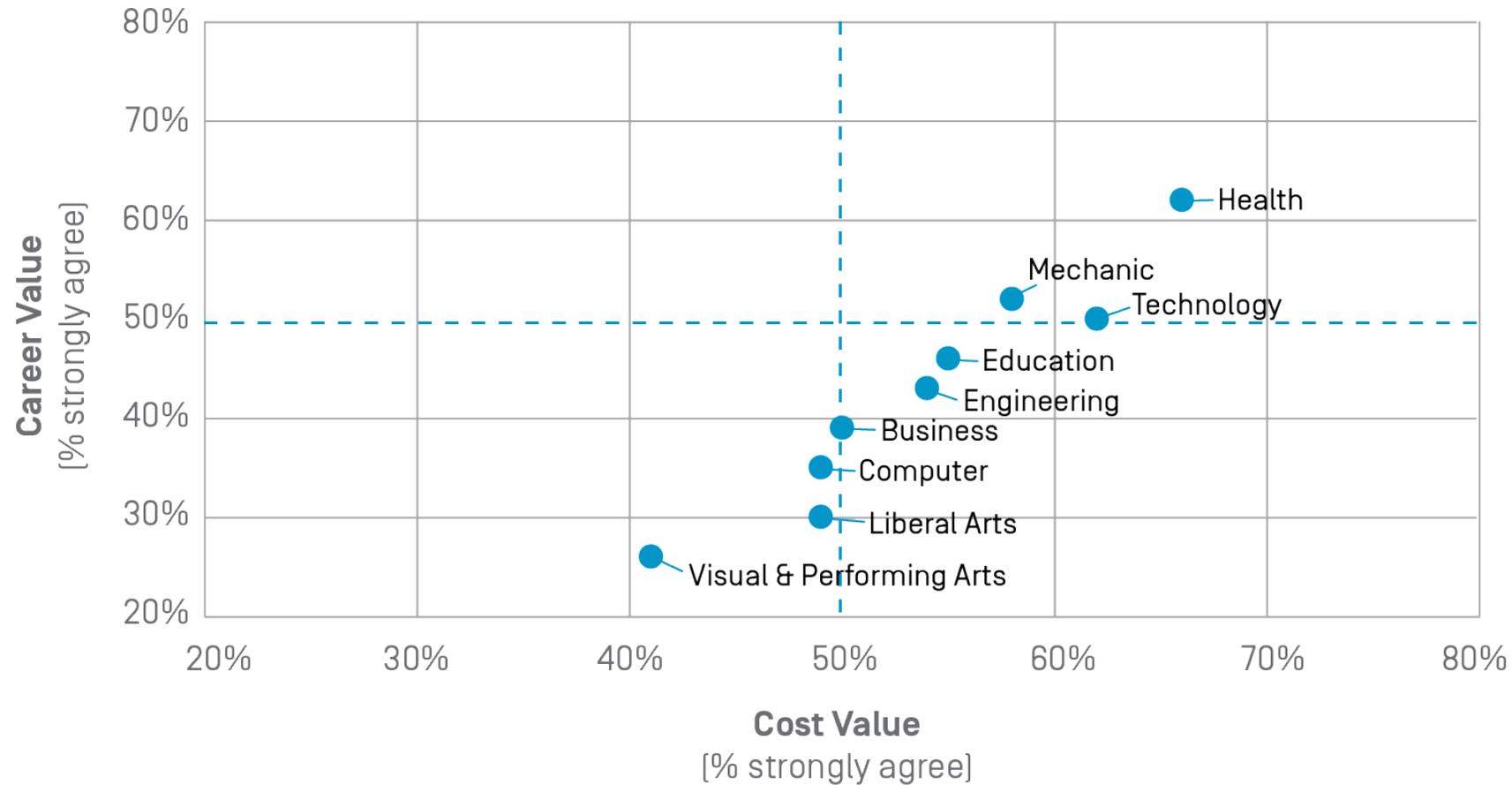
Certificates and certifications perform as well as bachelor's degrees

Please rate your level of agreement with the following statement: my education helped me to...



Majors more aligned with careers have highest value equation

THE VALUE EQUATION BY FIELD OF STUDY ASSOCIATE DEGREE



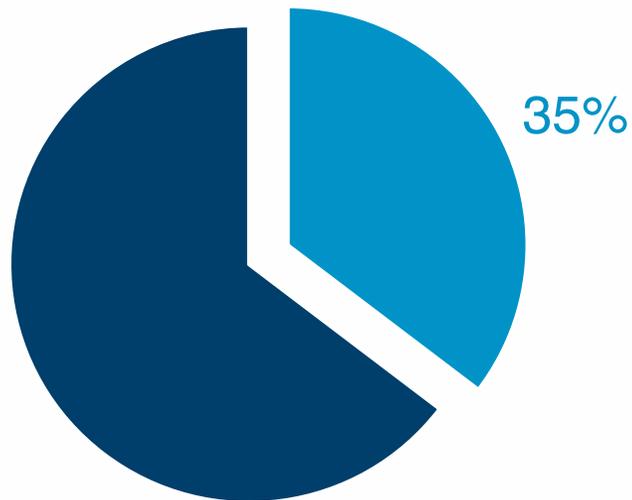
Source: Strada-Gallup Education Consumer Survey. Base: U.S. Adults age 18-65 not currently enrolled, who graduated with a terminal associate degree in the year 2000 or later, n=17,166

Interest in Changing Job Fields

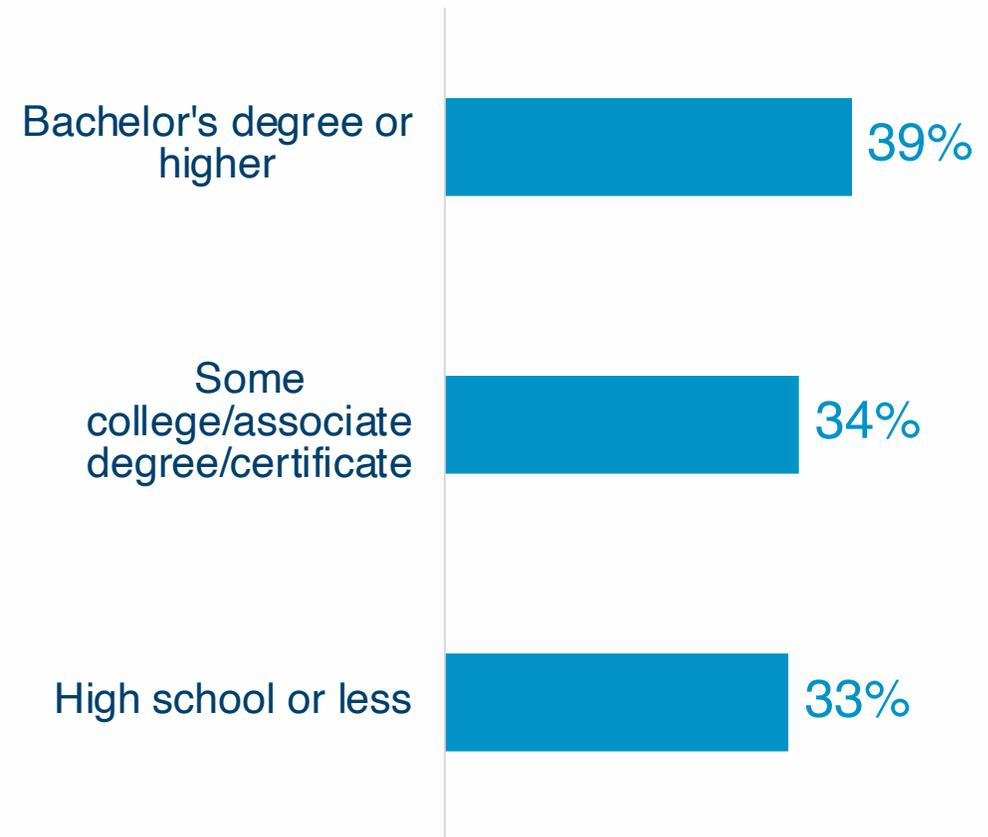
35% of workers say they would change job fields if they lost their job

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 planning to change fields if they lose their job

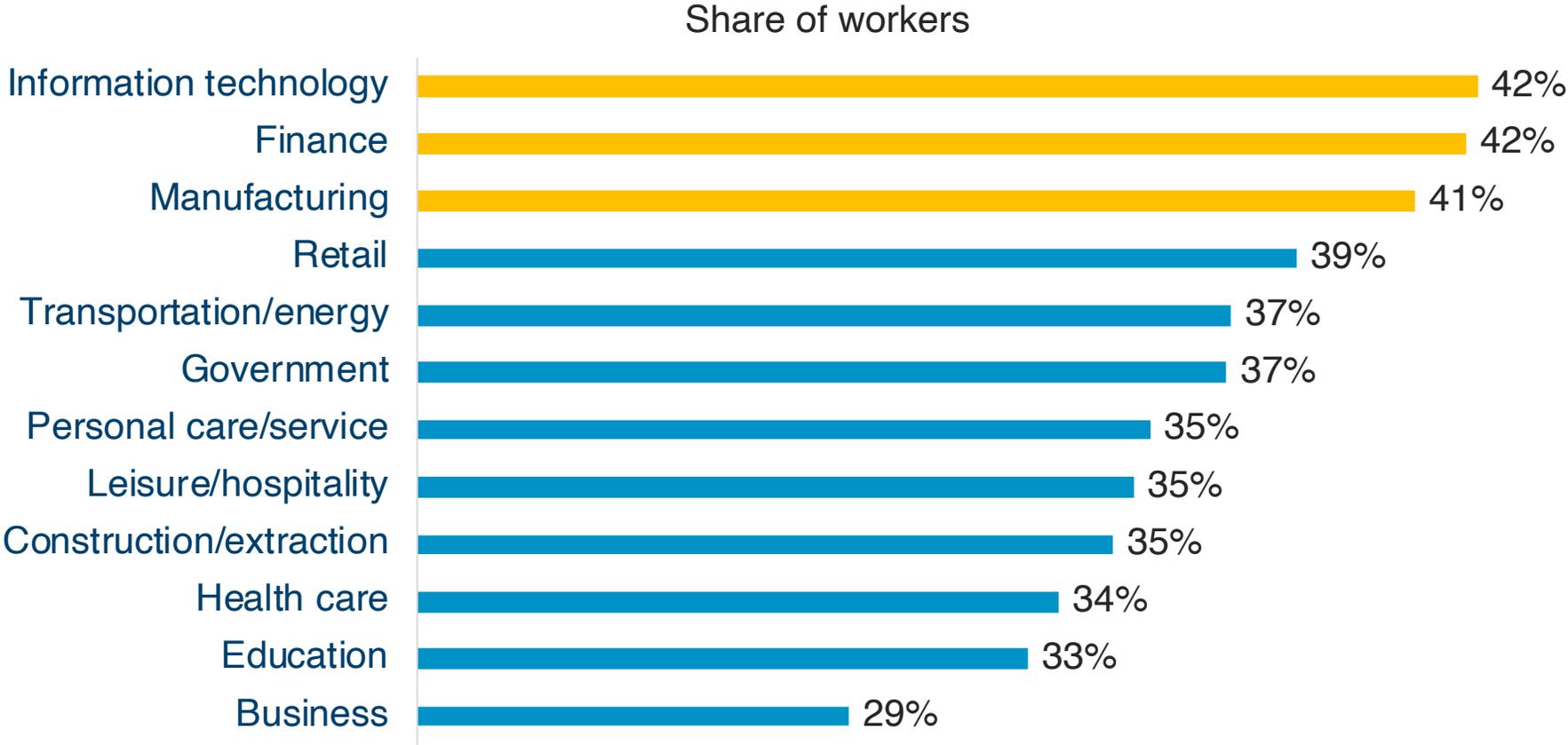


Share of workers planning to change fields if they lose their job



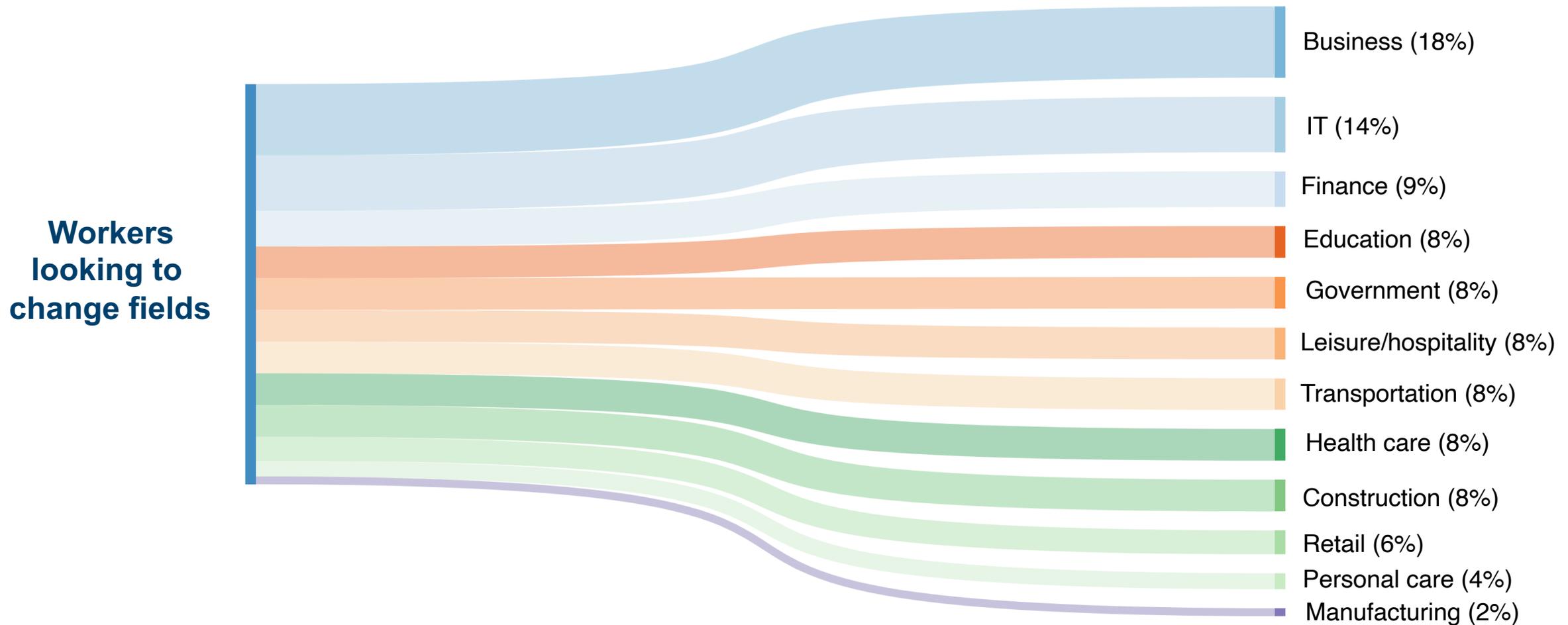
Workers in information technology, finance, and manufacturing jobs are the most likely to say they would change fields

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.



Workers looking to change fields are most interested in transitioning into business and information technology

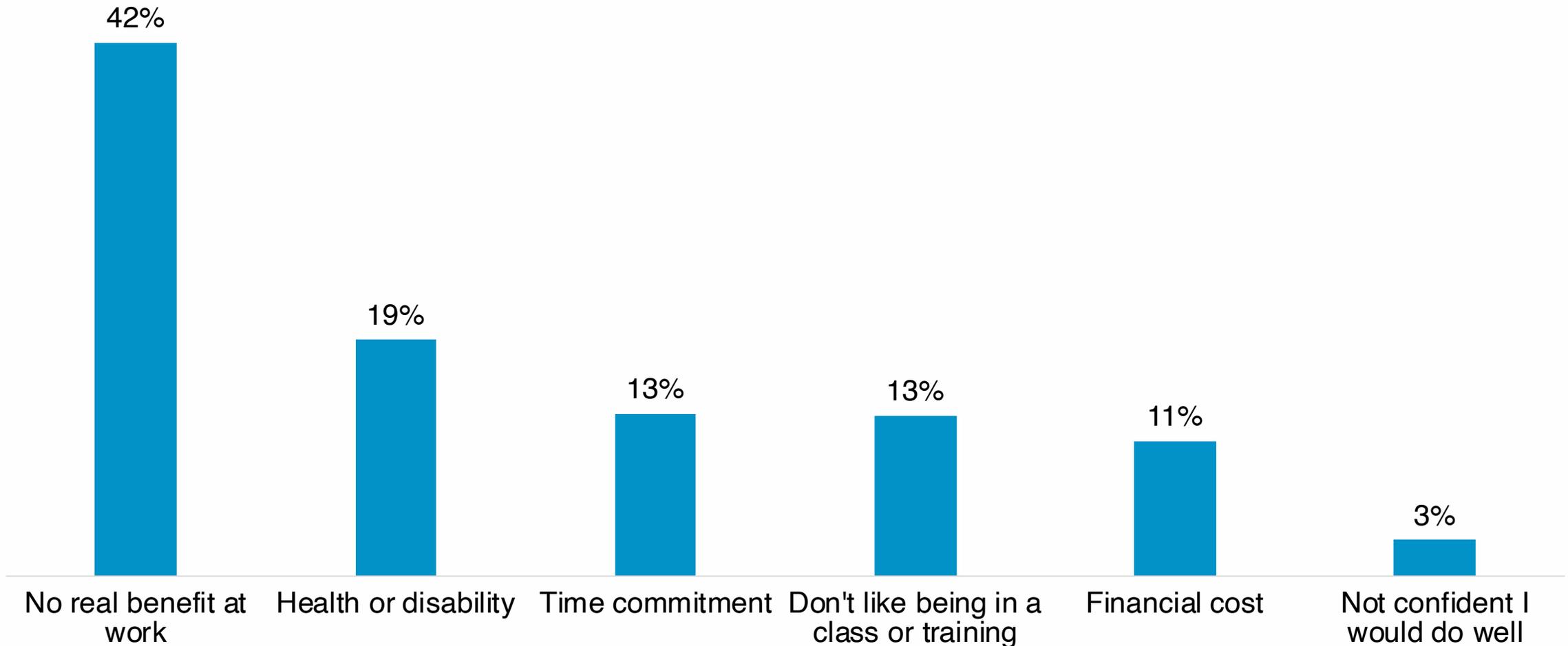
If you were to lose your job, which industry/sector would you be interested in working in? Please rank your top 3 choices.



Barriers

Lack of perceived career benefit is the main reason people won't enroll

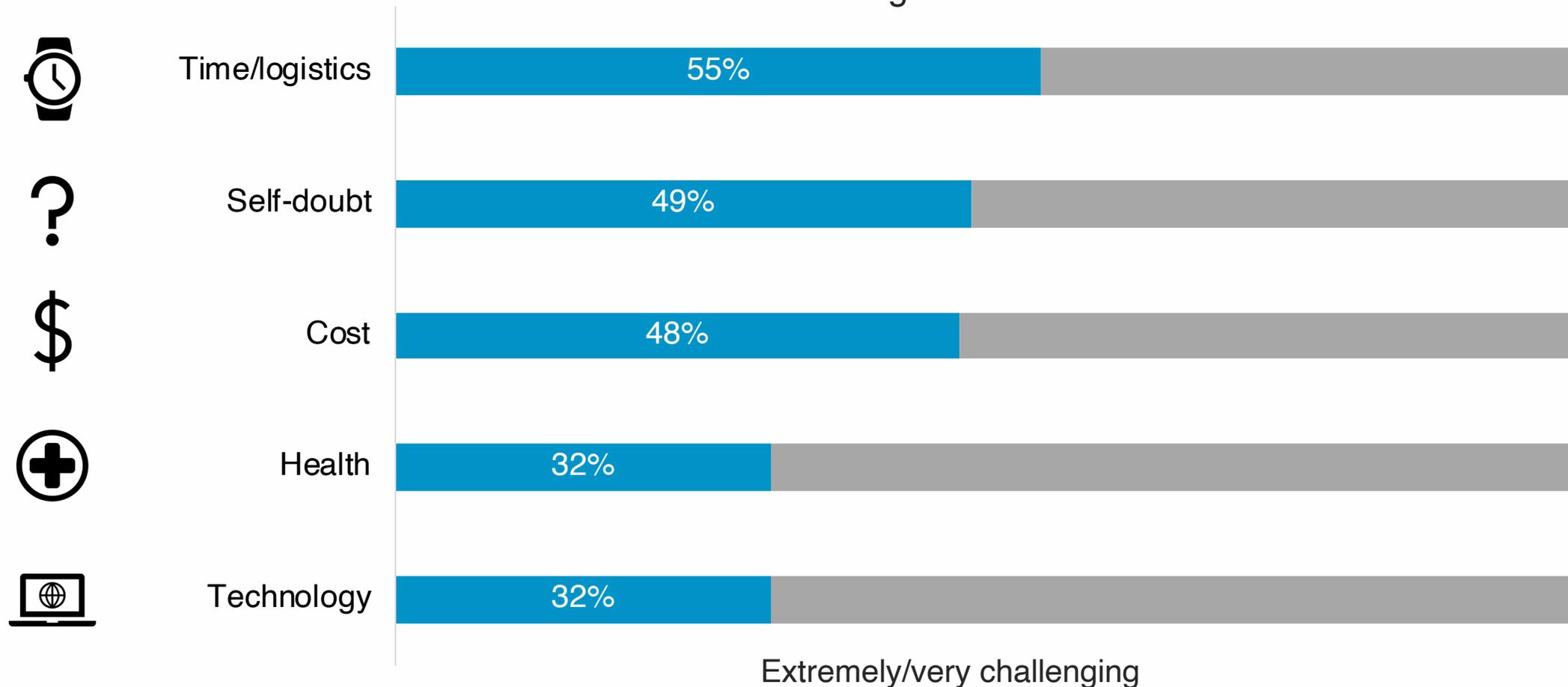
You indicated you are not likely to enroll in courses or training over the next five years. Which statement best describes the MAIN reason you don't expect to enroll?



Strada-Gallup 2020 Education Consumer Survey. Base: Americans ages 18-64 who will not enroll in courses or training, n=1,831.

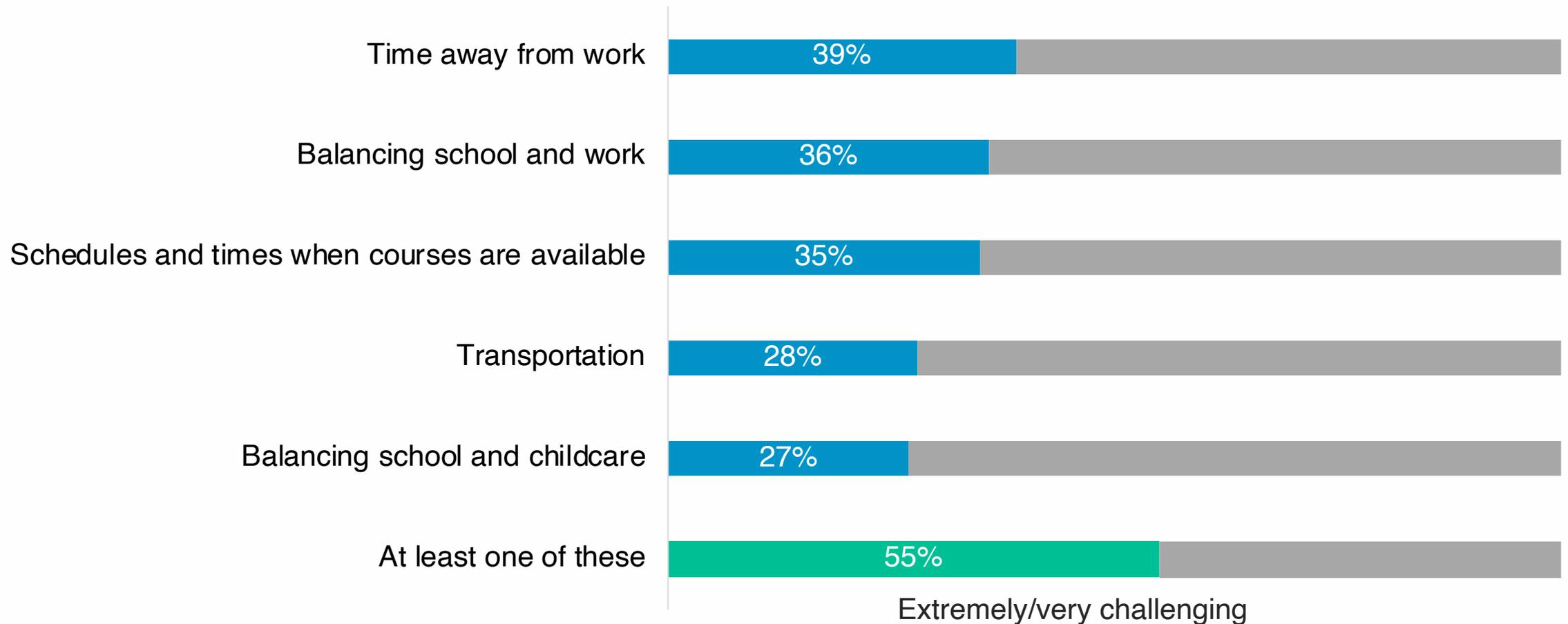
Top three challenges to education and training: time/logistics, self-doubt, and cost

How challenging would each of the following be for you personally in pursuing education and training?

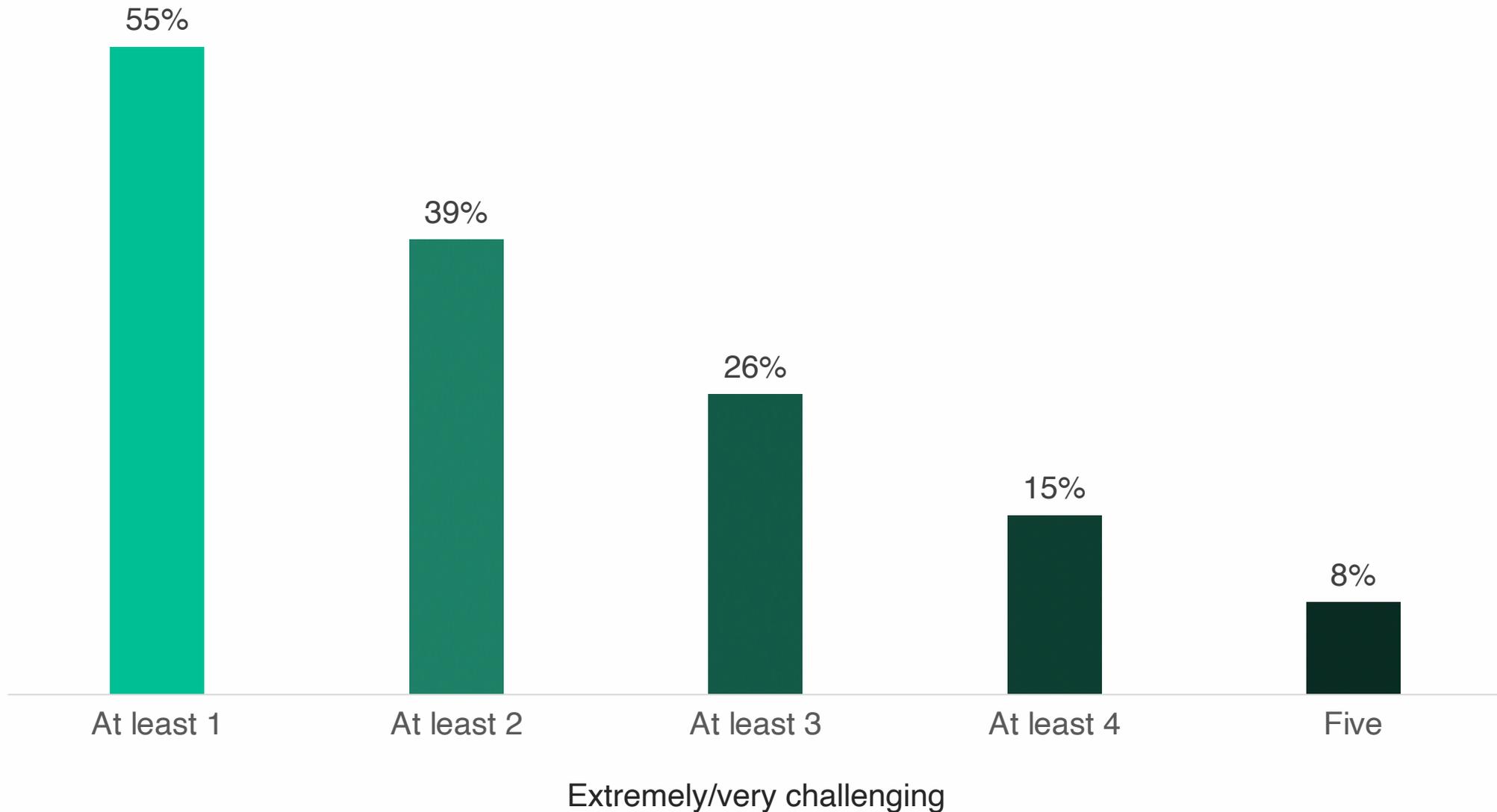


55% of adults see time and logistical barriers to education and training

How challenging would each of the following be for you personally in pursuing education and training?

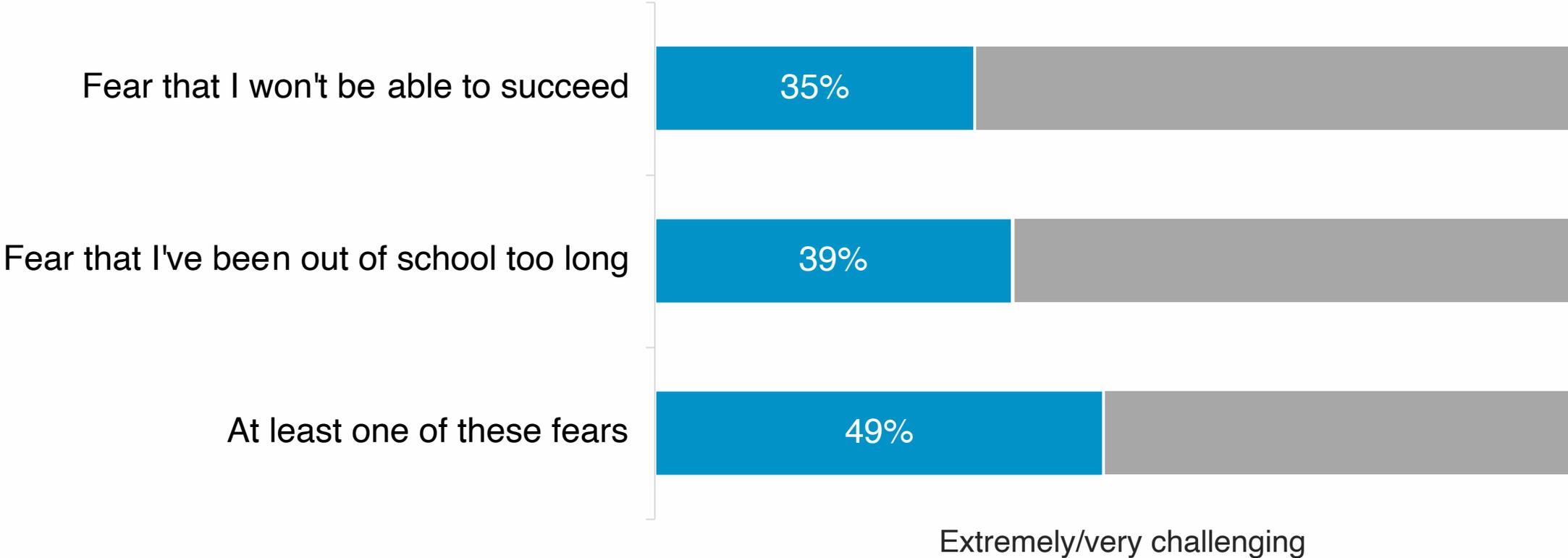


Many people face multiple time and logistical challenges



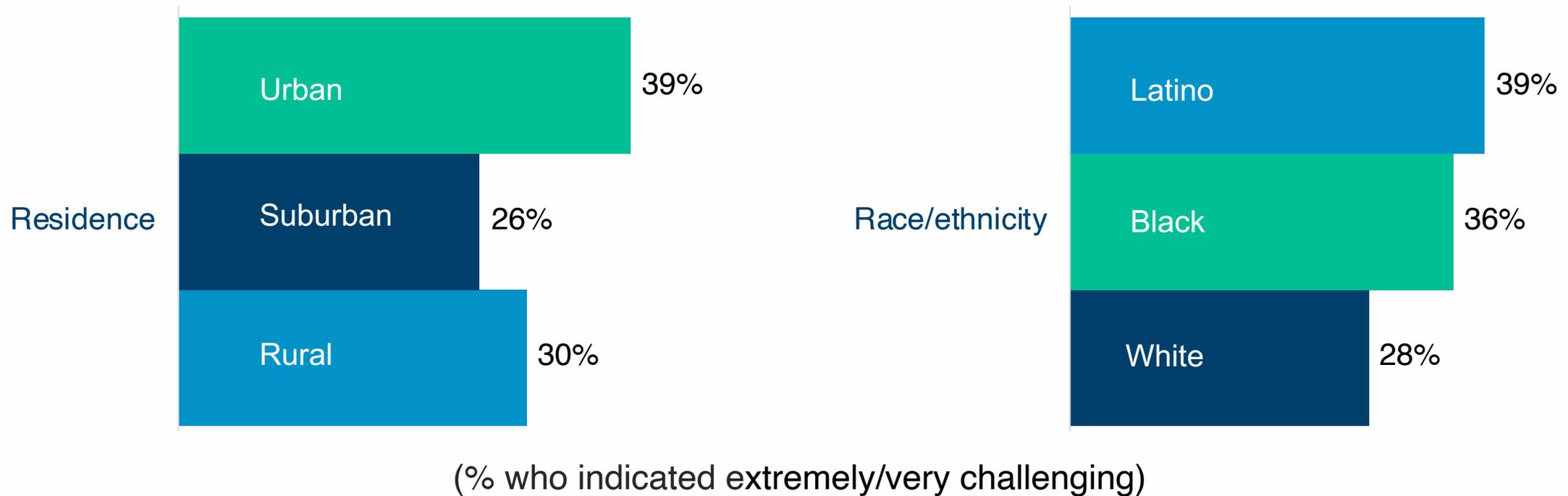
Self-doubt is a major barrier for half of Americans when it comes to pursuing education and training

How challenging would each of the following be for you personally in pursuing education and training?



Americans of color and urban residents are more likely to report that reliable internet and computer access is challenging

How challenging would [reliable access to internet or a computer] be for you personally in pursuing education and training?



Key insights: plans, motivations, barriers

- 1. Americans considering enrolling in education in the next six months favor short-term online programs.** Nearly 2/3 of Americans considering enrolling in the next six months is looking for a non-degree option, and only about 1 in 4 say they would choose a fully in-person program.
- 2. Americans who are not likely to enroll most often fail to see a clear career benefit.** Lack of career benefit is the No. 1 reason Americans do not enroll. Even among those considering enrolling, many are uncertain whether education will be worth the cost and would help them get a stable job in times of economic uncertainty.
- 3. Americans identify three primary challenges to pursuing education and training:**
 - **Competing obligations and logistics.** Fifty-five percent identify commitments to work and family or the logistics of course schedules and transportation as major concerns. Many Americans face more than one of these barriers.
 - **Self-doubt.** Forty-nine percent fear they will not be successful as students or have been out of school for too long.
 - **Cost.** Forty-eight percent report that cost is an extremely or very challenging barrier.

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

Methodology

- Public Viewpoint is a regular tracking survey 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, educational attainment, and race/ethnicity.
 - Current report for survey results from March 25–July 9: n = 13,073.
 - 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.
- The 2020 wave of the Strada-Gallup Education Consumer Survey is a nationally representative survey using both mail and web data collection modes. The survey was conducted from March 30-May 28: n=10,361.
- The survey of Aspiring Adult Learners is a nationally representative online survey of adults ages 25-44. The survey was conducted by Heart + Mind Strategies on behalf of Strada Center for Consumer Insights from August-September 2019, n=1,007.
- Please contact Strada Center for Consumer Insights with questions or information requests at consumervoice@stradaeducation.org or learn more at StradaEducation.org/PublicViewpoint.

Sample Description : Attended an Institution in Ohio

Race

Null	253
Asian	140
Black	676
Hispanic	163
Other	79
White	6,166

Age Group

18 to 24	533
25 to 34	1,044
35 to 44	1,207
45 to 54	1,842
55 to 64	2,851

Attainment Level

Some college	1,576
Associate Degree	1,158
Bachelor's Degree	2,966
Post graduate degree	1,776
Some Postgraduate	1

Sample Description : Reside in Ohio

Race

Null	656
Asian	158
Black	1,276
Hispanic	437
Other	140
White	9,385

Age Group

18 to 24	1,236
25 to 34	1,733
35 to 44	1,857
45 to 54	2,747
55 to 64	4,479

Attainment Level

Less than high school diploma	581
High school degree	2,996
Technical/Vocational school	520
Some college	2,168
Associate Degree	1,315
Bachelor's Degree	2,591
Some Postgraduate	133
Post graduate degree	1,748

Source : Strada-Gallup Education Consumer Survey 2016-2019.
 Base: U.S. Adults 18-65
 © 2019 Strada Education Network

