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CONSUMER
INSIGHTS

Forward Thinking:

How Is COVID-19 Shaping Higher Ed?

Strada Public Viewpoint: COVID-19 Work and Education Survey

September 24, 2020



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A Webcast for Inside Higher Ed Readers

Public Viewpoint: COVID-19 Work & Education Survey
September 24, 2020



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Listening to education consumers to deliver completion, purpose and value



Public Viewpoint Survey

Nationwide survey of American adults as they navigate the impacts to life, work, and education brought by COVID-19. Growing database of 17,000

Strada-Gallup Education Consumer Survey

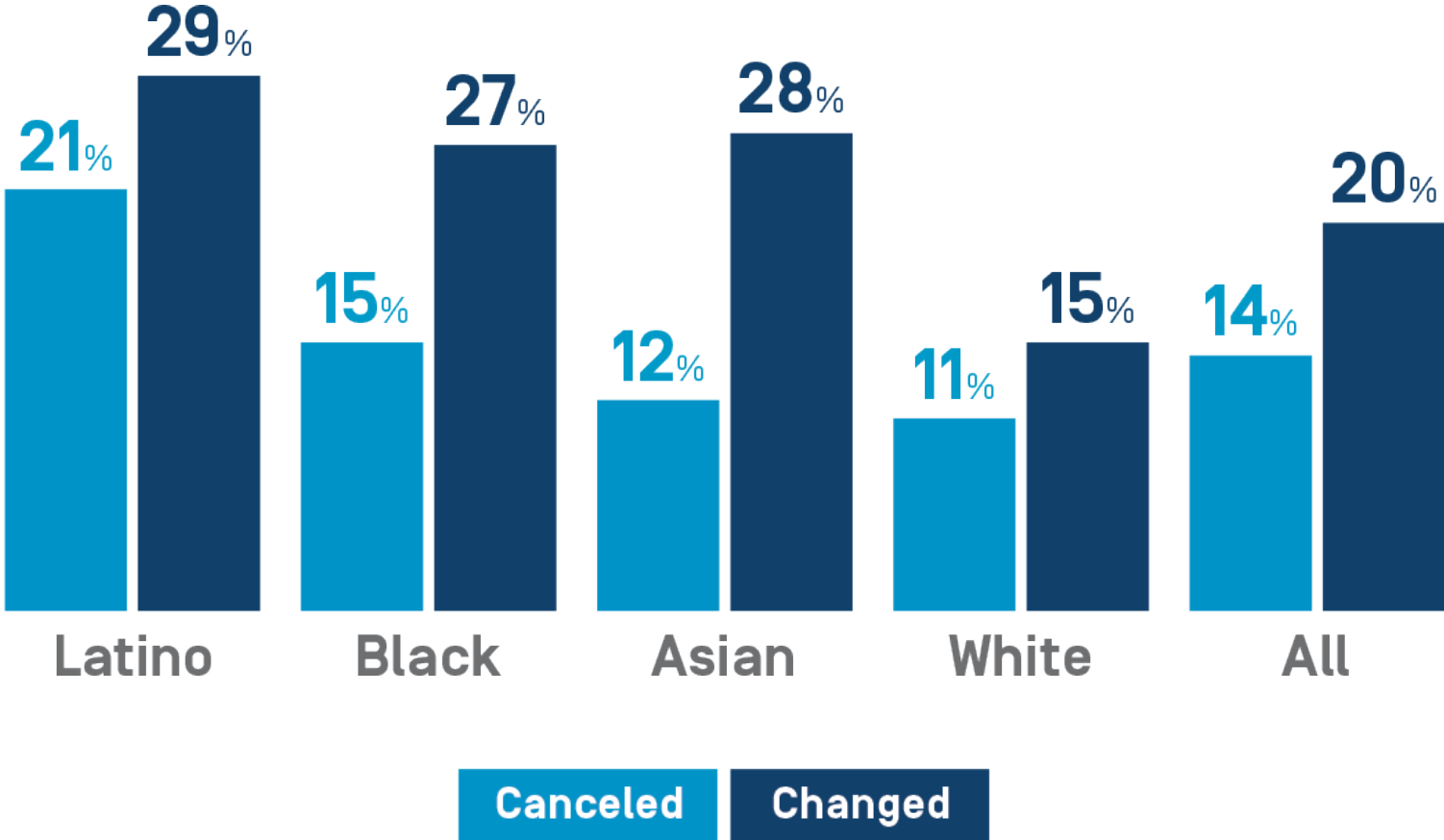
Investigates American broad sentiments rating the value and impact of education and training. Growing database of 350,000.

Strada Alumni Outcomes Survey

New survey to understand alumni ratings of the value and impact of their education for schools seeking to improve their efforts. Approximately 10,000 responses across 31 colleges.

Public Perspectives Demonstrate Shifting Needs and Preferences

COVID-19 has created disproportionate impacts in communities of color



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

Aspiring adult learners' interests have shifted toward nondegree pathways

2019



2020

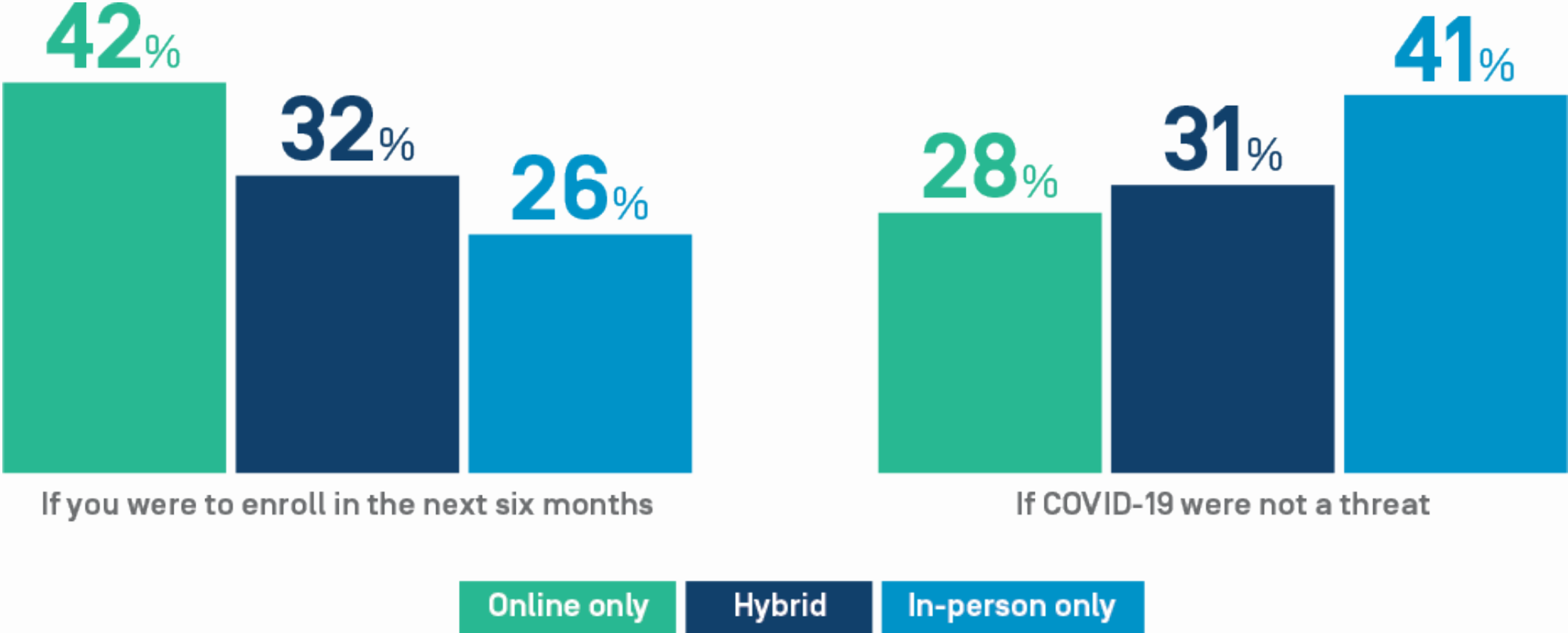


2 in 3 (67%) adults considering enrolling in education prefer nondegree pathways, up from 1 in 2 (50%) a year ago.

DEGREE

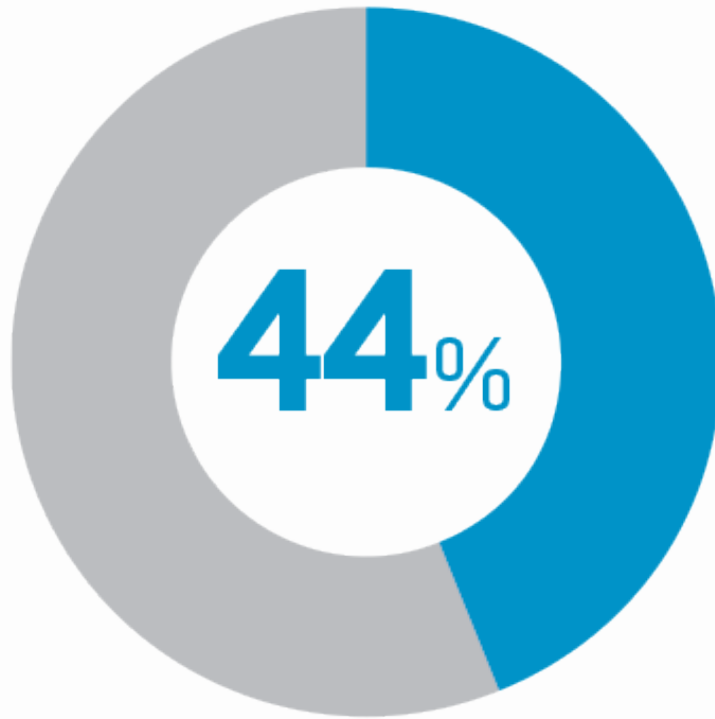
NONDEGREE

Delivery preferences show an enduring interest in online and hybrid education

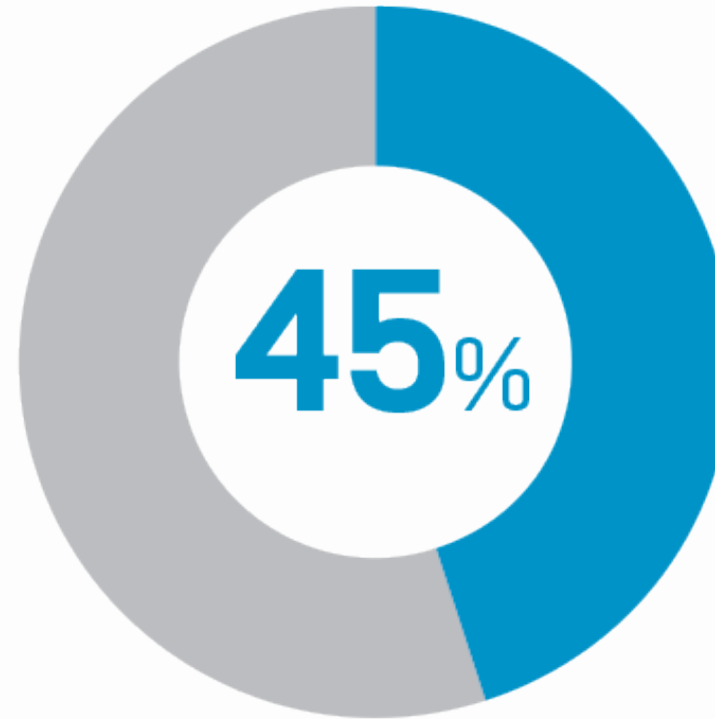


Strada Center for Consumer Insights Public Viewpoint survey, July 8-9. Base: adults 18 and older, n=1,009. Note: Percentages may not sum to 100 percent because of rounding.

The majority of disrupted workers are uncertain about how to access education and its value



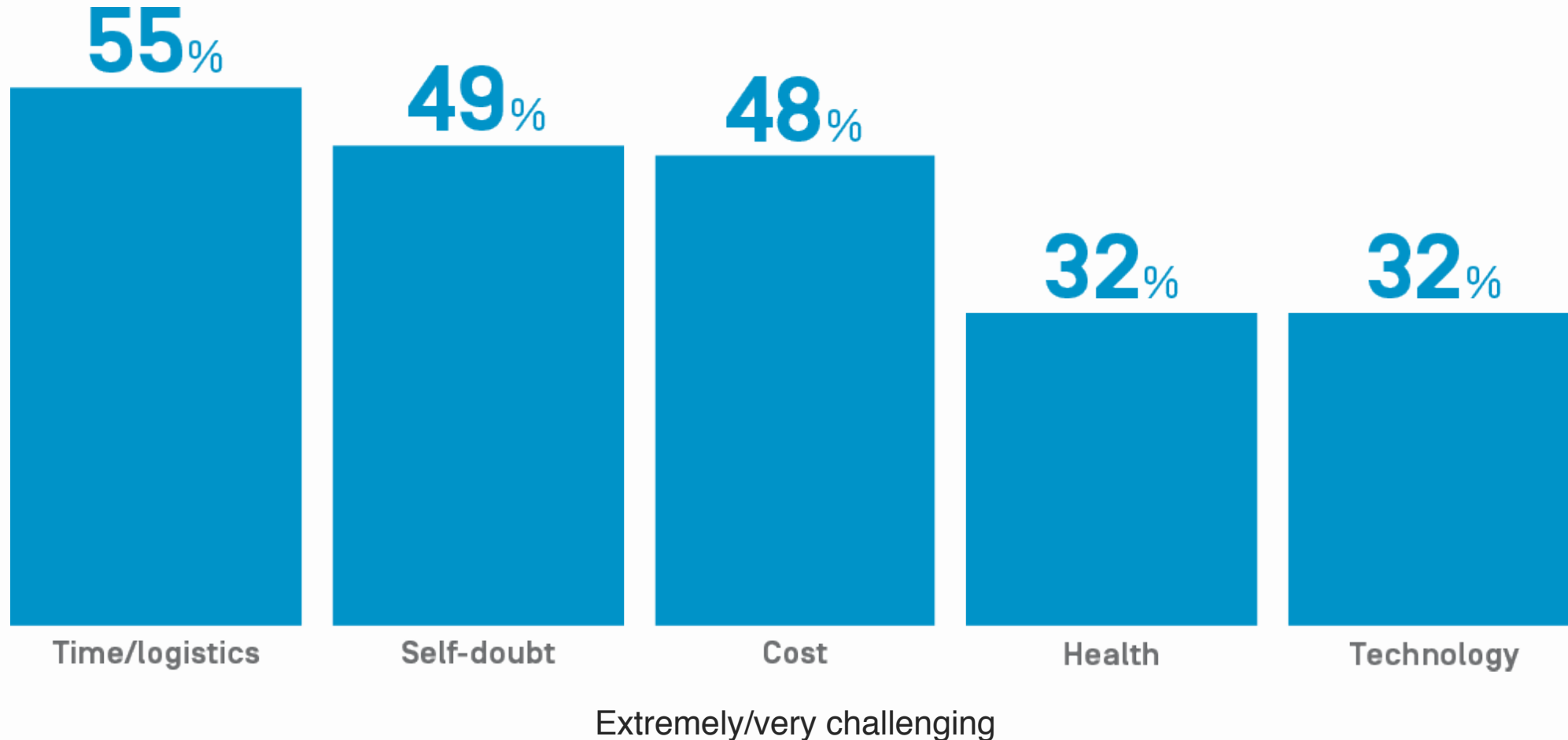
Feel they have access to the education and training they want



Believe more education and training would be worth the cost

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?



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 database size from March 25 to Sept. 17: n = 18,125.
 - A theoretical margin of error based on a probability sample of size 1,000 would be +/- 3.1 percent at 95 percent 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 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 to September 2019.
- Please contact Strada Center for Consumer Insights with questions or information requests at consumervoice@stradaeducation.org or learn more at StradaEducation.org/PublicViewpoint.