

Full Results

StrataTech Q2 2021 - CV19 Survey

September 21, 2021 3:15 PM MST

Key Insights

Skilled Trades Perceptions, Drivers + Impact of COVID-19

- 87% of Americans enrolled in or considering enrolling in trade school view careers in the skilled trades positively
 - The top two reasons for enrolling in or considering enrolling in a trade school are gaining real-life work experience during the program (55%) and the high rate of job placement after program completion (53%)
 - 80% of high school student respondents view careers in the skilled trades positively
- 57% of those who enrolled in or have considered enrolling in a trade school in the past 12 months say the COVID-19 pandemic motivated them to do so
 - 41% say the pandemic somewhat influenced their decision, while 16% say the pandemic was a main driver of their decision
 - 43% say the pandemic did not impact their decision at all
 - 62% of individuals who had to find/create an additional source of income over the course of the COVID-19 pandemic say that the pandemic motivated them to consider enrolling in a trade school
 - 72% of those who were laid off and 81% of those furloughed said the same
 - Of those who were motivated to enroll in or consider a trade school due to the COVID-19 pandemic, 56% wanted a more secure/stable source of income, 46% needed greater flexibility in their career and 29% wanted to be considered an essential worker
 - Those who felt COVID-19 pandemic changed their opinion regarding trade schools shared the following thoughts:
 - **Job Demand / Stability:**
 - *So many people have lost their jobs, and need to find a new career, so the pandemic has definitely raised the opinion of trade schools*
 - *It has emphasized how much we need more skilled trade workers*
 - *I think they're going to be more important than ever before. Jobs in business and banking are turning out to be less stable and less needed, but everyone needs a plumber or electrician at some point*
 - *Makes me consider enrolling to make more money for security*
 - *Skilled trades are more dependable as for as job security and unlimited money potential*
 - **Hesitancy Due to Pandemic / Economy**
 - *I am more hesitant to choose a career path/field of study because I believe that some industries will be damaged from a combination of the COVID-19 pandemic, the recession and increasing automation*
 - *Has made me hesitant to jump into a trade, but I'm hoping with more people being vaccinated this will change*
 - **Online Learning Concerns**
 - *I worry that it would be harder to present this type of curriculum over a virtual space*
 - *It requires hands on training so I'd have to wait until everything is settled*
 - *I think online school would only lead to possible injuries and unprepared students*
- Earning potential is considered the most important (extremely or very important) benefit of a career in the skilled trades (86%), followed by job security (83%) and benefits (80%)
 - When asked what they find important in a career, most respondents said their quality of life (68%), a sense of stability (67%), and earning potential (67%)
 - When respondents were asked to select just one of these traits that was most important, quality of life and earning potential were most commonly selected (23% and 20%, respectively)
- Most respondents have considered working as an electrician (41%), in a sustainability-focused trade (37%), or as a mechanic (33%)
 - 40% of high school respondents have considered working as a mechanic, followed by an electrician (36%) and a welder (32%)

Sustainability / Renewable Energy Careers

- When asked if they would be interested in a career that involves sustainable/renewable energy, such as solar or wind, 92% said they would be - 54% of which would be extremely or very interested
 - The top two interest drivers are being in a career that has a positive impact on the world (47%) and being in an industry that is growing, providing opportunity (47%)
 - 51% of high school student respondents would be interested in a career that has a positive impact on the world
 - Most respondents were aware of career opportunities tied to skilled trade work in sustainable energy (60%), while 19% were not
- Thinking about welding as a potential career, half of respondents would have concerns about working as a welder on an oil pipeline (50%) - a quarter would not have concerns (25%)

Learning Perceptions + Preferences

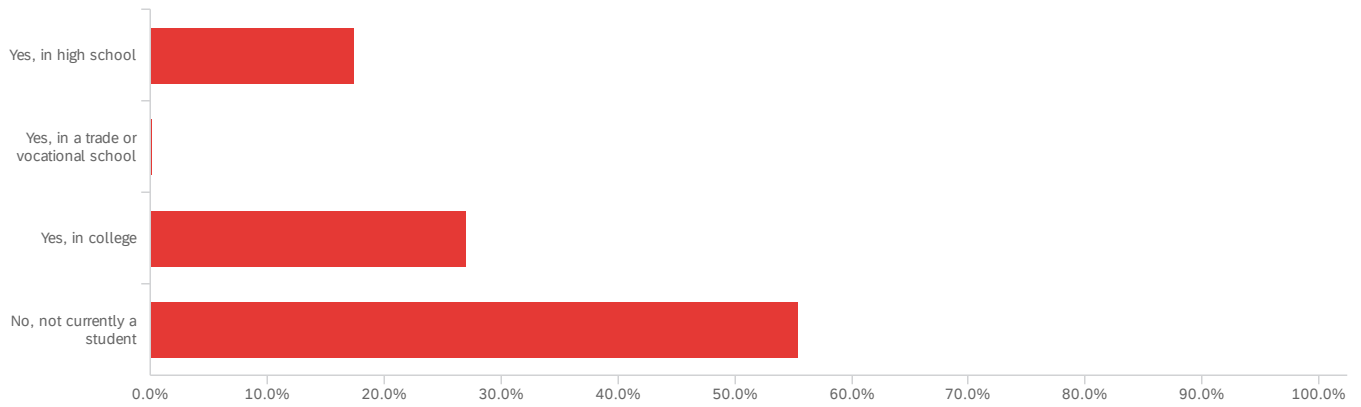
- 67% of respondents say that in-person learning is extremely or very important to them - only 3% say it is not at all important to them
 - 88% like being able to learn hands-on
 - 82% say that being in small classrooms where they can get to know the instructor and other students is important to them

- 76% prefer in-person to online learning (when it's safe to do so)
- 76% of individuals who have been moved to a more heavily online education than what they were enrolled in previous to the COVID-19 pandemic say that in-person learning is extremely or very important to them
 - 73% of those who have been moved to an online education for the first time during the course of the COVID-19 pandemic say the same
- Nearly half of all respondents have a positive perception of for-profit schools (46%), while 36% feel neutral towards them. Only 15% have a negative perception of for-profit schools
 - When asked why respondents had this perception, many appeared to speak more on the value and cost of education in general - not specific to for-profit schools. However, some shared specific feedback:
 - **Positive Verbatim:**
 - *For-profit schools offer more flexibility than traditional colleges plus quality of education*
 - *These schools work to ensure trade certifications are earned and thus power the blue collar workforce*
 - *I feel for-profit schools take more of an initiative to better train students and have a stronger partnership to employment programs*
 - **Negative Verbatim:**
 - *They're often predatory, charging lots of money that can only be obtained by the student via student loans*
 - *It seems as if they care less about student success and more about the money that they get from admissions fees*
 - *The prices are usually high and they often end up being scame that leave the graduate with a worthless "certificate" and no actually recognized professional certification*
 - However, when asked to think about the value offered, the majority of respondents feel that trade or vocational schools offer more value (63%)
 - 30% feel the two offer the same amount of value
- More than half of Americans enrolled in or considering enrolling in a trade school believe that a bachelor's degree from a 4-year university is required to get a good job (51%), while 49% think it is not required to get a good job
 - High school graduates (high school diploma or equivalent) and respondents with some college experience but no degree are most likely to say that a bachelor's degree from a 4-year university is not required to get a good job (72% and 71%, respectively)
 - 62% believe that receiving a bachelor's degree from a 4-year university provides a good return on the investment made in tuition - 38% think it does not
 - In 2019, 70% of high school students felt that a bachelor's degree from a 4-year university is required to get a good job - this decreased to 59% in 2021
 - In 2019, 75% believed that receiving a bachelor's degree from a 4-year university provides a good return on investment made in tuition - this decreased to 61% in 2021

Methodology

Allison+Partners Research + Insights surveyed 1,011 US consumers age 16+ who have considered enrolling or have enrolled in a trade school in the past 12 months. The survey was fielded using Qualtrics, and panel was sourced from Lucid. Fielding was executed in April and May 2021.

Q3 - Are you currently a student?

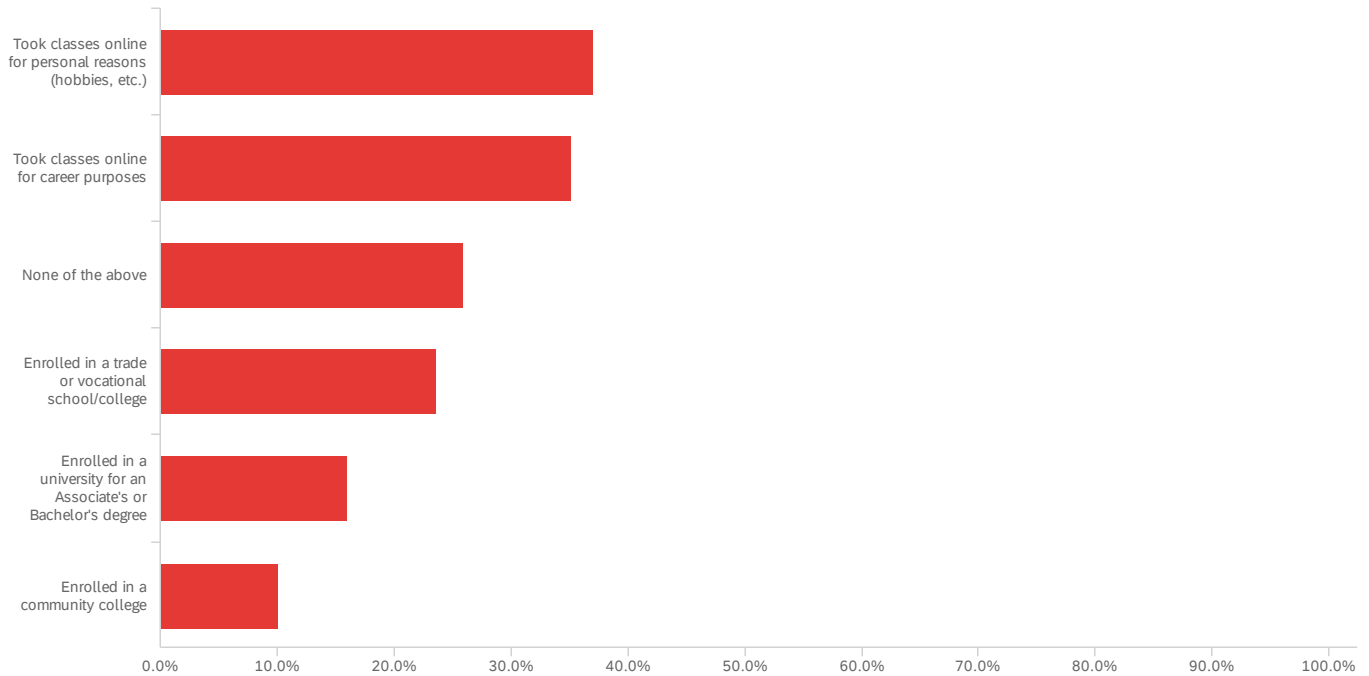


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you currently a student?	1.0	4.0	3.2	1.1	1.2	1,011

#	Field	Percentage
1	Yes, in high school	17.4%
2	Yes, in a trade or vocational school	0.1%
3	Yes, in college	27.0%
4	No, not currently a student	55.5%
		1011

Showing rows 1 - 5 of 5

Q4 - Within the past twelve months, have you done any of the following? Select all that apply.

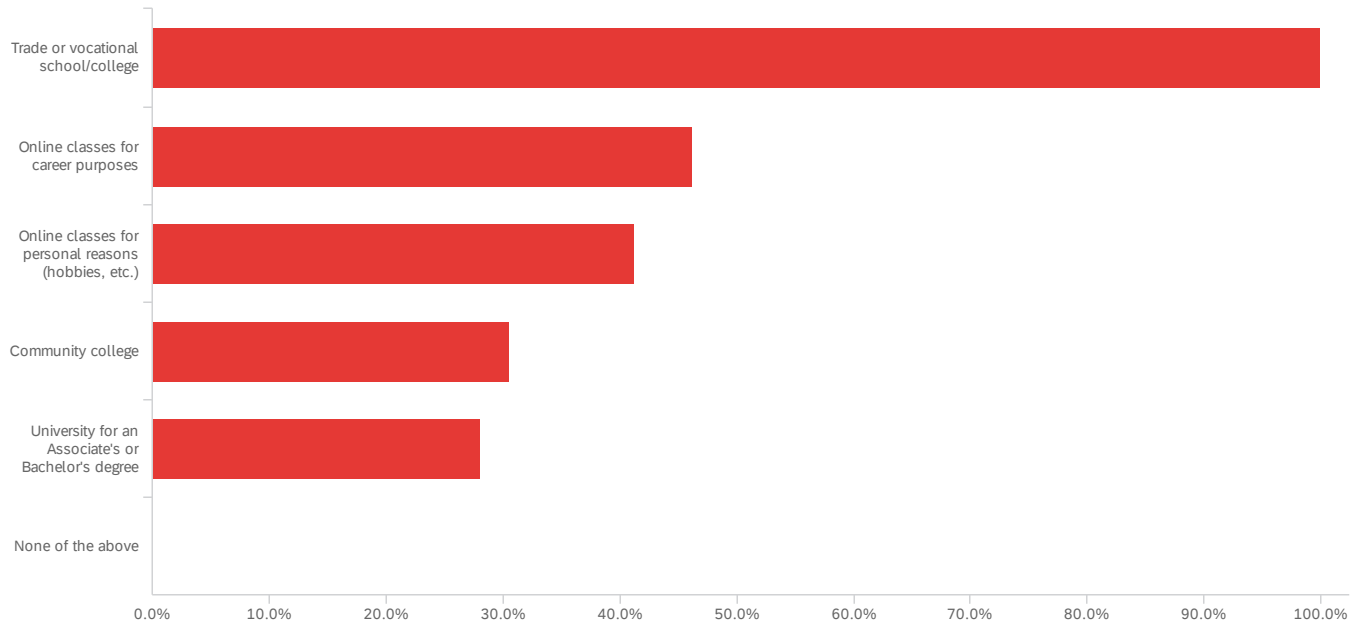


#	Field	Percentage
1	Enrolled in a community college	10.1%
2	Enrolled in a trade or vocational school/college	23.6%
3	Enrolled in a university for an Associate's or Bachelor's degree	15.9%
4	Took classes online for career purposes	35.1%
5	Took classes online for personal reasons (hobbies, etc.)	37.1%
6	None of the above	25.9%

834

Showing rows 1 - 7 of 7

Q5 - Within the past twelve months, have you researched or considered enrolling in any of the following? Select all that apply.

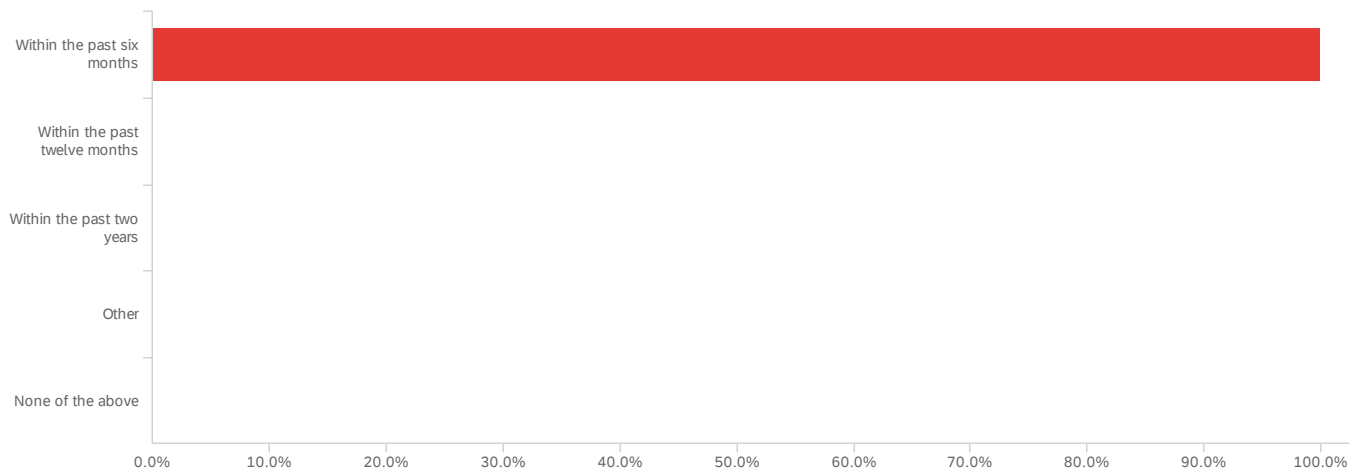


#	Field	Percentage
1	Community college	30.5%
2	Trade or vocational school/college	100.0%
3	University for an Associate's or Bachelor's degree	28.1%
4	Online classes for career purposes	46.2%
5	Online classes for personal reasons (hobbies, etc.)	41.3%
6	None of the above	0.0%

727

Showing rows 1 - 7 of 7

Q6 - When did you enroll in your trade or vocational school/college?



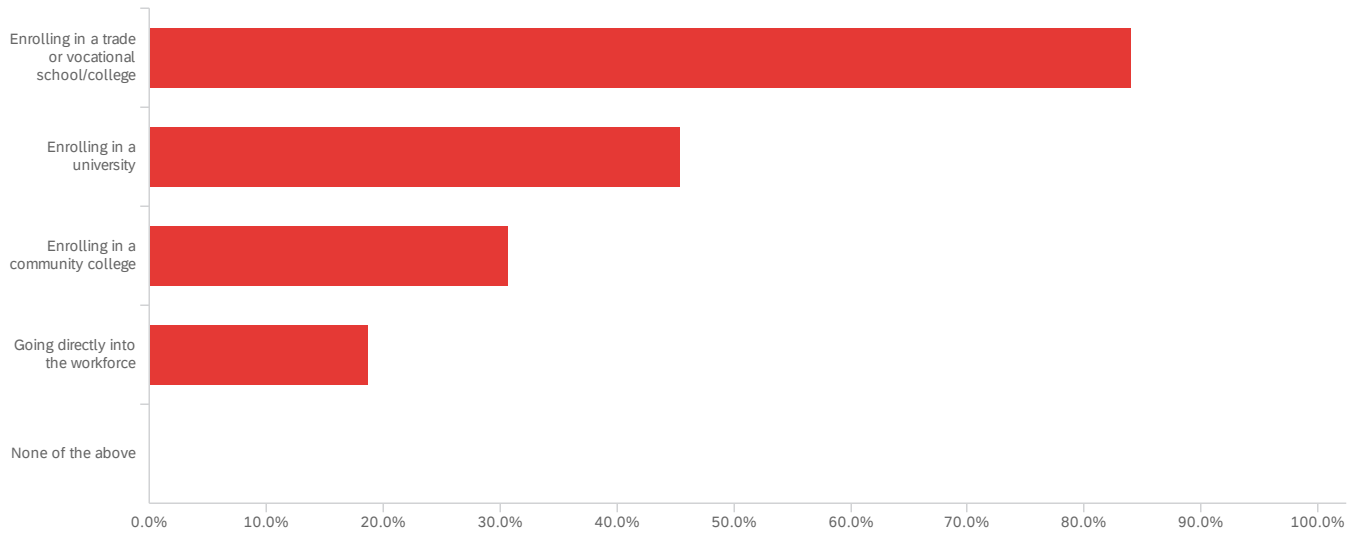
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	When did you enroll in your trade or vocational school/college? - Selected Choice	1.0	1.0	1.0	0.0	0.0	1

#	Field	Percentage
1	Within the past six months	100.0%
2	Within the past twelve months	0.0%
3	Within the past two years	0.0%
4	Other	0.0%
5	None of the above	0.0%
		1

Showing rows 1 - 6 of 6

Q7 - Which of the below are you considering doing once you graduate high school?

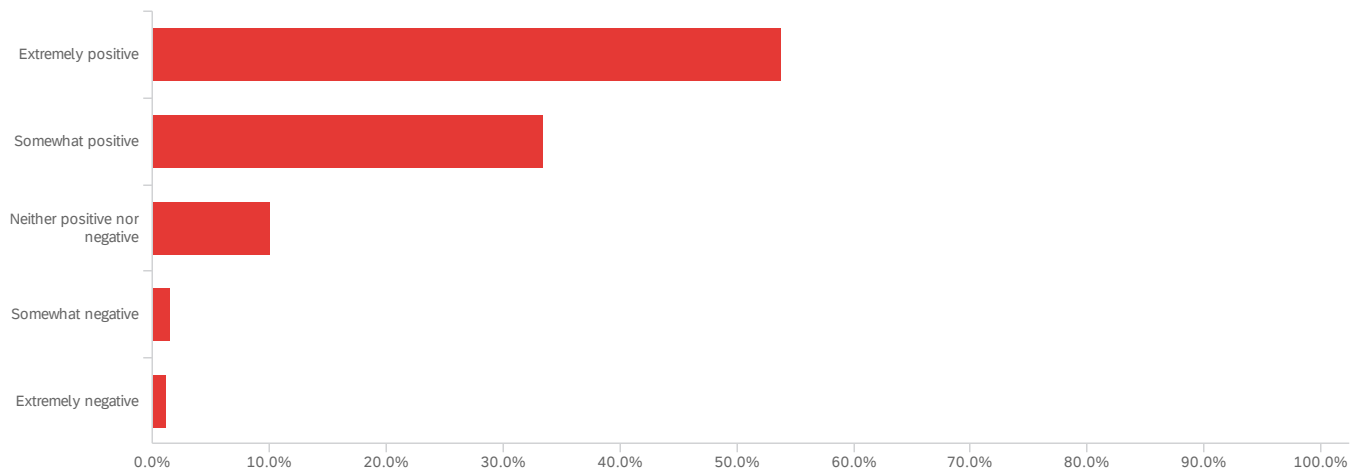
Select all that apply.



#	Field	Percentage
1	Enrolling in a community college	30.7%
2	Enrolling in a trade or vocational school/college	84.1%
3	Enrolling in a university	45.5%
4	Going directly into the workforce	18.8%
5	None of the above	0.0%
		176

Showing rows 1 - 6 of 6

Q8 - Generally, how do you view careers in the skilled trades?

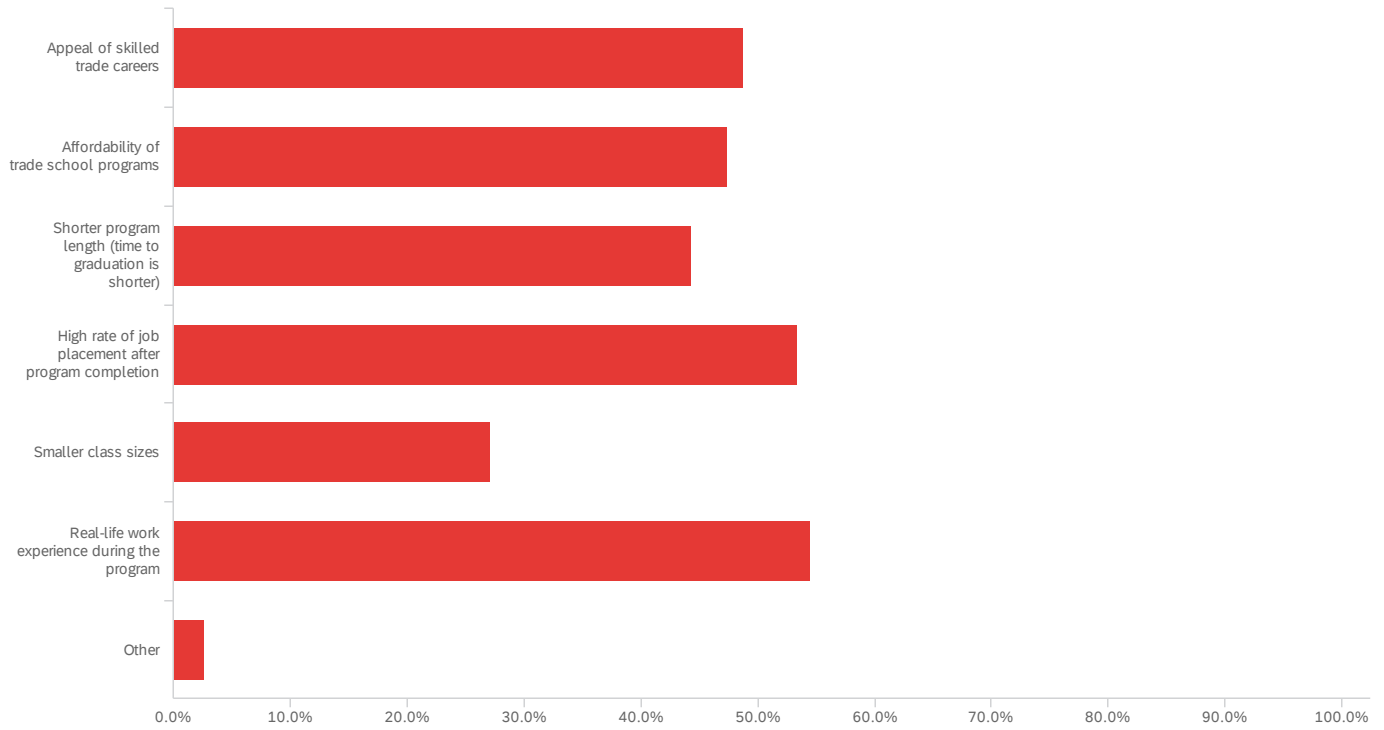


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Generally, how do you view careers in the skilled trades?	1.0	5.0	1.6	0.8	0.7	1,011

#	Field	Percentage
1	Extremely positive	53.8%
2	Somewhat positive	33.4%
3	Neither positive nor negative	10.1%
4	Somewhat negative	1.5%
5	Extremely negative	1.2%
		1011

Showing rows 1 - 6 of 6

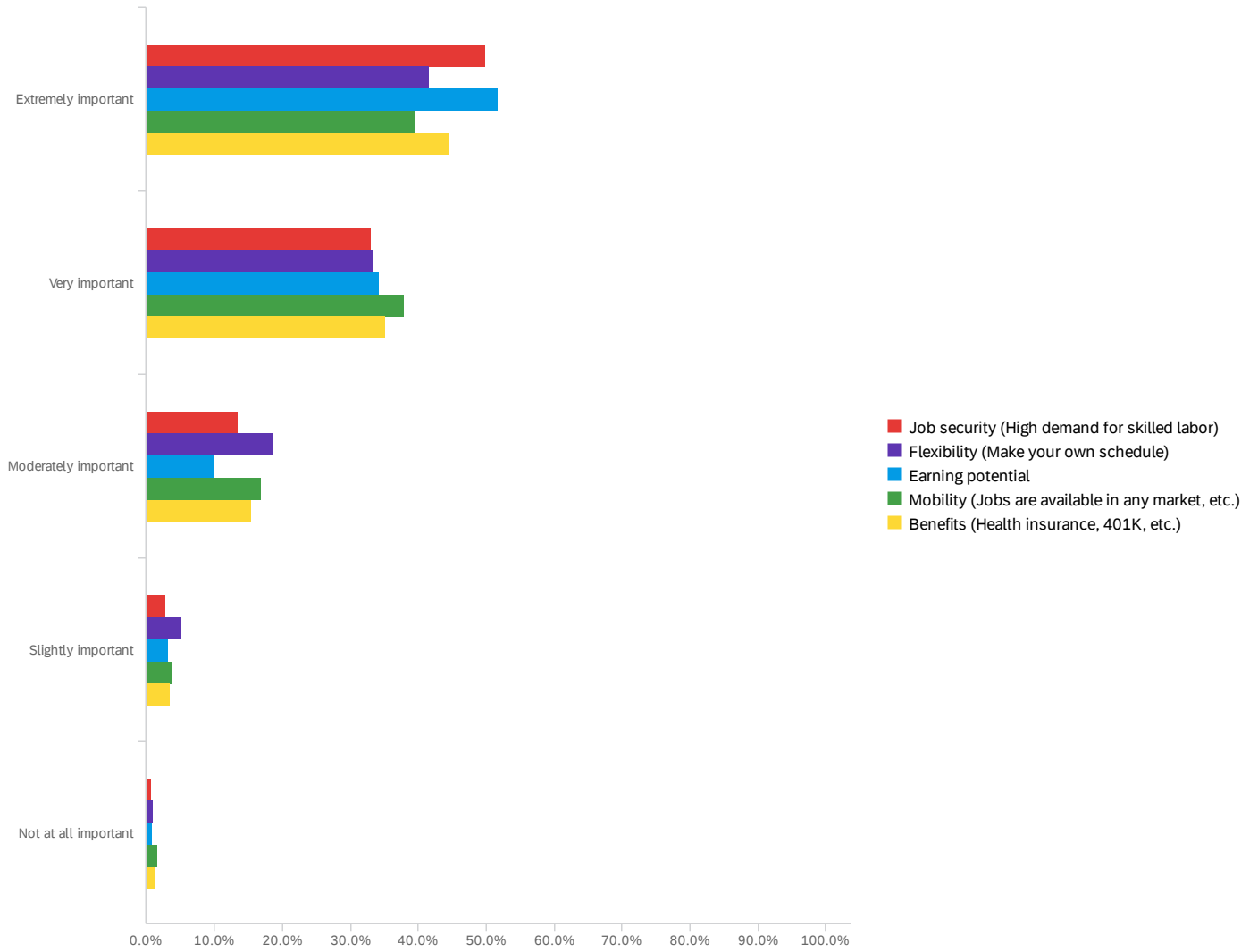
Q9 - Which of the following were reasons you enrolled in or have considered enrolling in a trade school? Select all that apply.



#	Field	Percentage
1	Appeal of skilled trade careers	48.8%
2	Affordability of trade school programs	47.4%
3	Shorter program length (time to graduation is shorter)	44.3%
4	High rate of job placement after program completion	53.4%
5	Smaller class sizes	27.1%
6	Real-life work experience during the program	54.5%
7	Other	2.6%
		1011

Showing rows 1 - 8 of 8

Q10 - How important to you are each of the following potential benefits of a career in the skilled trades?

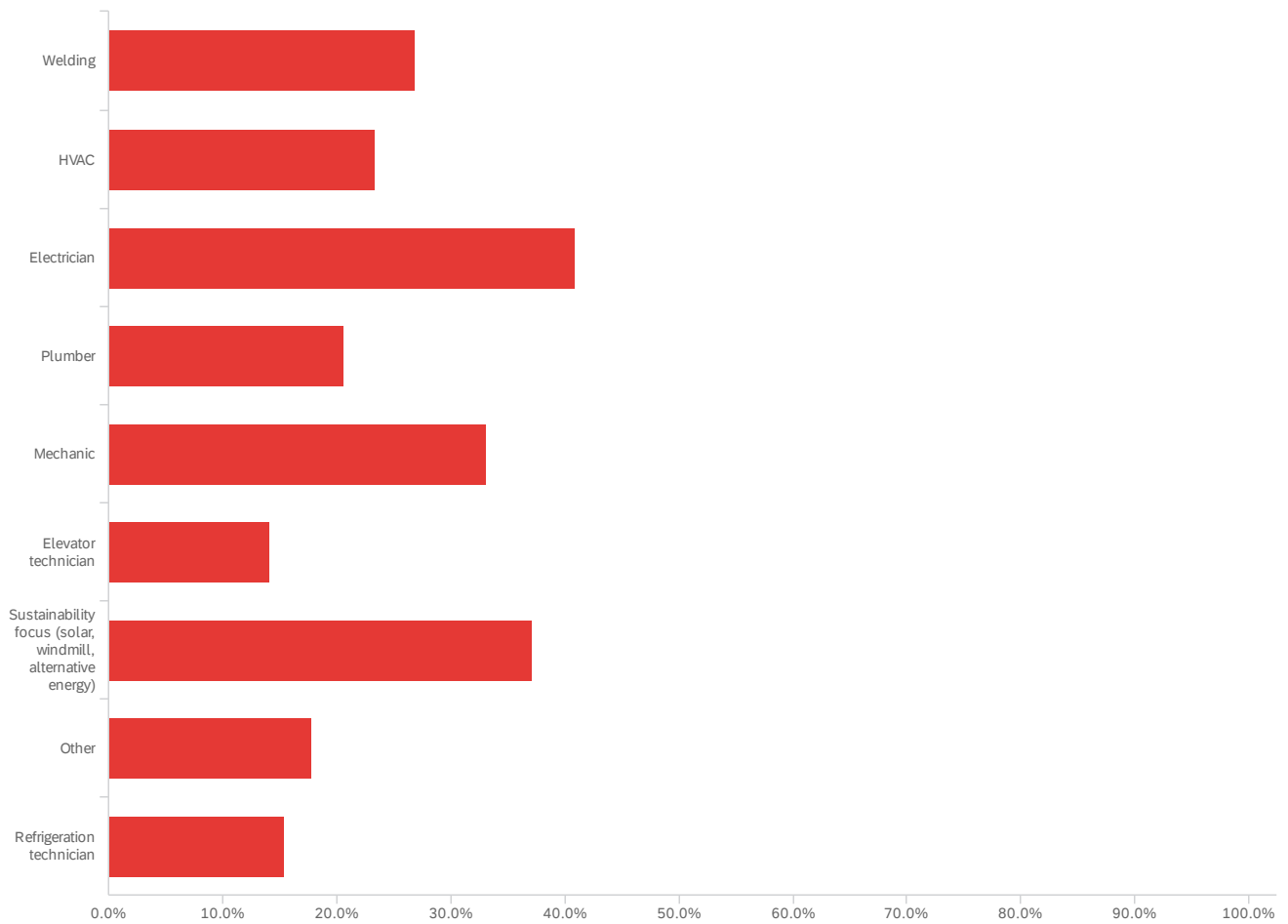


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Job security (High demand for skilled labor)	1.0	5.0	1.7	0.9	0.7	1,011
2	Flexibility (Make your own schedule)	1.0	5.0	1.9	0.9	0.9	1,011
3	Earning potential	1.0	5.0	1.7	0.8	0.7	1,011
4	Mobility (Jobs are available in any market, etc.)	1.0	5.0	1.9	0.9	0.9	1,011
5	Benefits (Health insurance, 401K, etc.)	1.0	5.0	1.8	0.9	0.8	1,011

#	Field	Extremely important	Very important	Moderately important	Slightly important	Not at all important	Total
1	Job security (High demand for skilled labor)	50.0%	33.0%	13.5%	2.9%	0.7%	1011
2	Flexibility (Make your own schedule)	41.6%	33.5%	18.6%	5.2%	1.0%	1011
3	Earning potential	51.7%	34.2%	10.0%	3.2%	0.9%	1011
4	Mobility (Jobs are available in any market, etc.)	39.6%	38.0%	16.9%	3.9%	1.7%	1011
5	Benefits (Health insurance, 401K, etc.)	44.7%	35.2%	15.4%	3.5%	1.2%	1011

Showing rows 1 - 5 of 5

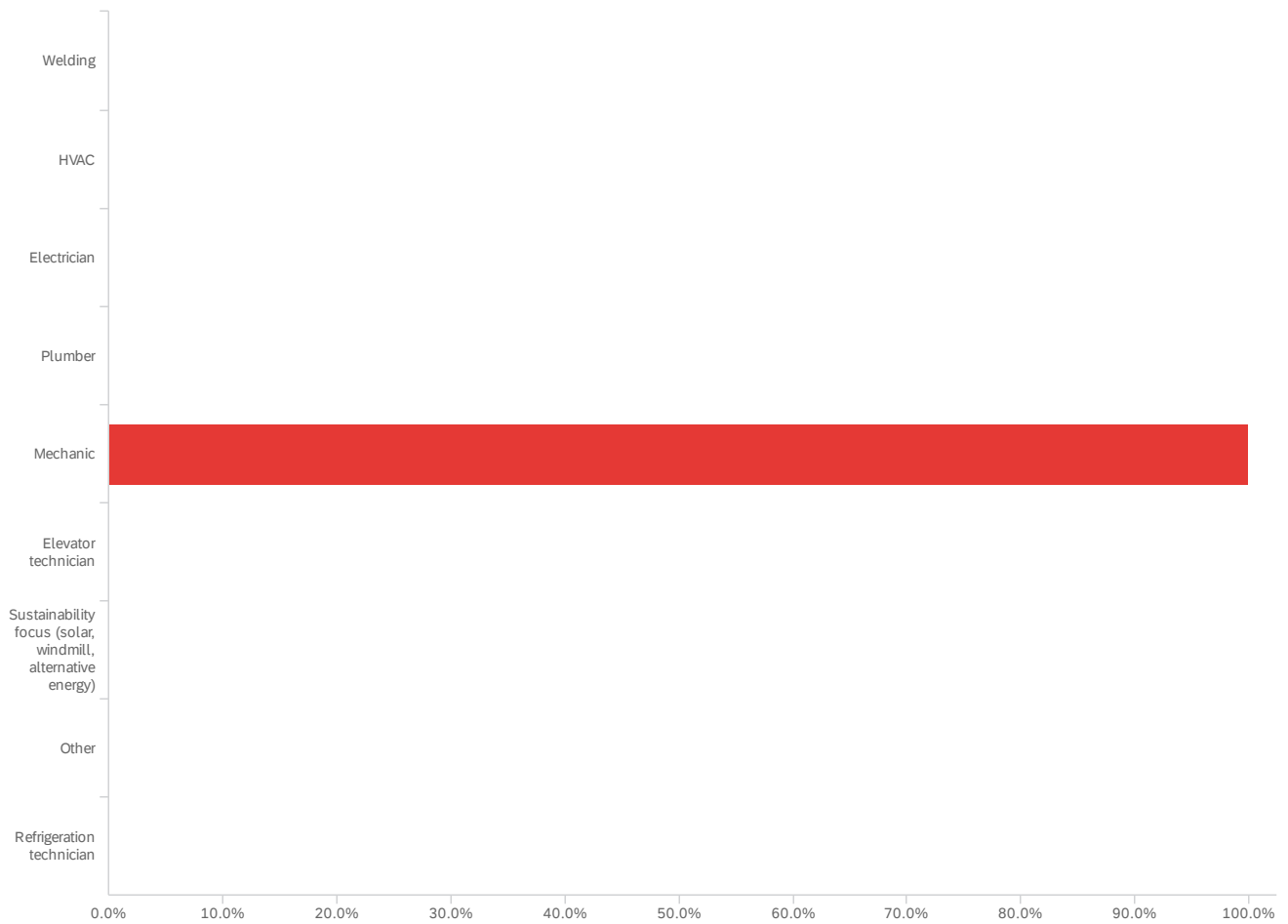
Q11 - Which of the skilled trades have you considered? Select all that apply.



#	Field	Percentage
1	Welding	26.8%
2	HVAC	23.3%
3	Electrician	40.9%
4	Plumber	20.6%
5	Mechanic	33.1%
6	Elevator technician	14.0%
7	Sustainability focus (solar, windmill, alternative energy)	37.1%
8	Other	17.8%
9	Refrigeration technician	15.3%
		1011

Showing rows 1 - 10 of 10

Q12 - Which of the skilled trades did you enroll in trade or vocational school to study?



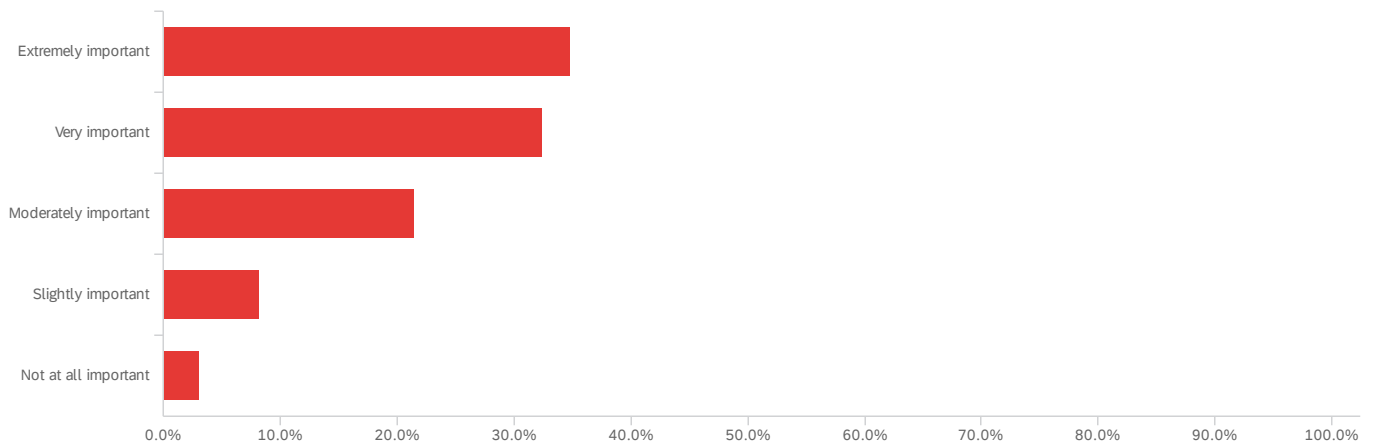
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which of the skilled trades did you enroll in trade or vocational school to study? - Selected Choice	5.0	5.0	5.0	0.0	0.0	1

#	Field	Percentage
1	Welding	0.0%
2	HVAC	0.0%
3	Electrician	0.0%
4	Plumber	0.0%
5	Mechanic	100.0%
6	Elevator technician	0.0%

#	Field	Percentage
7	Sustainability focus (solar, windmill, alternative energy)	0.0%
8	Other	0.0%
9	Refrigeration technician	0.0%
		1

Showing rows 1 - 10 of 10

Q13 - How important is in-person learning to you?



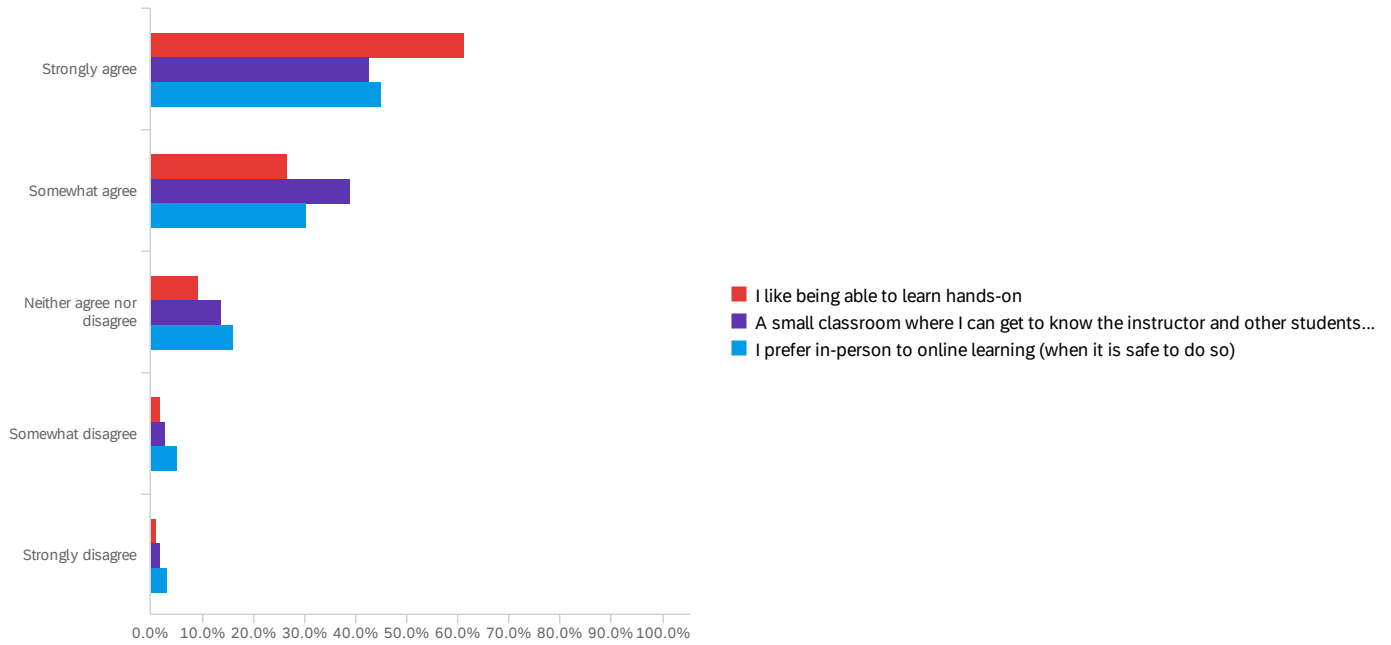
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How important is in-person learning to you?	1.0	5.0	2.1	1.1	1.2	1,011

#	Field	Percentage
1	Extremely important	34.8%
2	Very important	32.4%
3	Moderately important	21.5%
4	Slightly important	8.2%
5	Not at all important	3.1%
		1011

Showing rows 1 - 6 of 6

Q14 - Please indicate how strongly you agree or disagree with each of the following

statements.

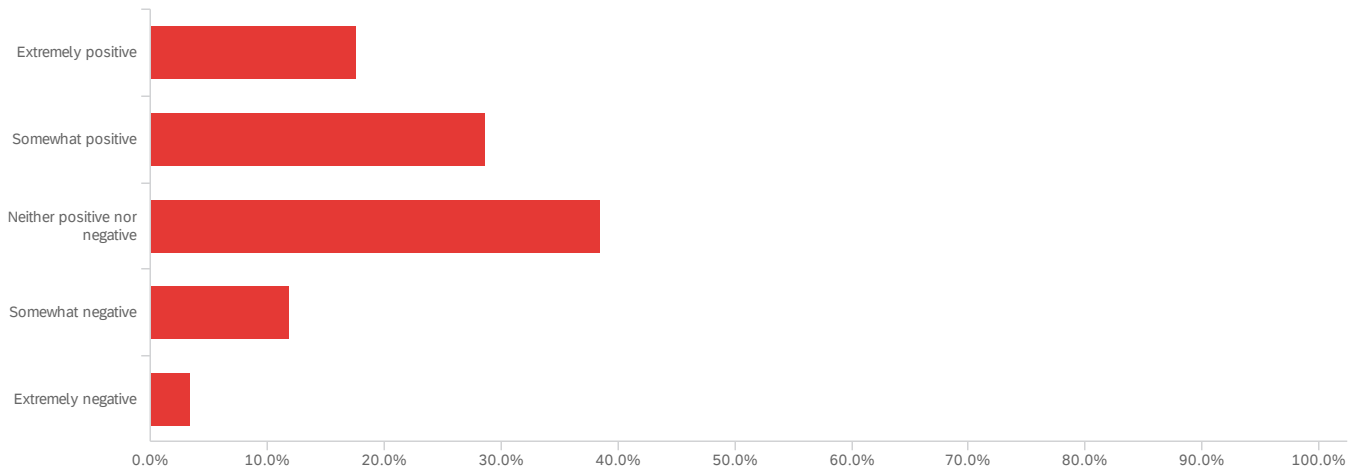


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I like being able to learn hands-on	1.0	5.0	1.5	0.8	0.7	1,011
2	A small classroom where I can get to know the instructor and other students is important to me	1.0	5.0	1.8	0.9	0.8	1,011
3	I prefer in-person to online learning (when it is safe to do so)	1.0	5.0	1.9	1.0	1.1	1,011

#	Field	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total
1	I like being able to learn hands-on	61.2%	26.7%	9.3%	1.8%	1.0%	1011
2	A small classroom where I can get to know the instructor and other students is important to me	42.6%	39.1%	13.7%	2.8%	1.8%	1011
3	I prefer in-person to online learning (when it is safe to do so)	45.1%	30.4%	16.1%	5.2%	3.2%	1011

Showing rows 1 - 3 of 3

Q15 - Generally, what is your perception of for-profit schools?



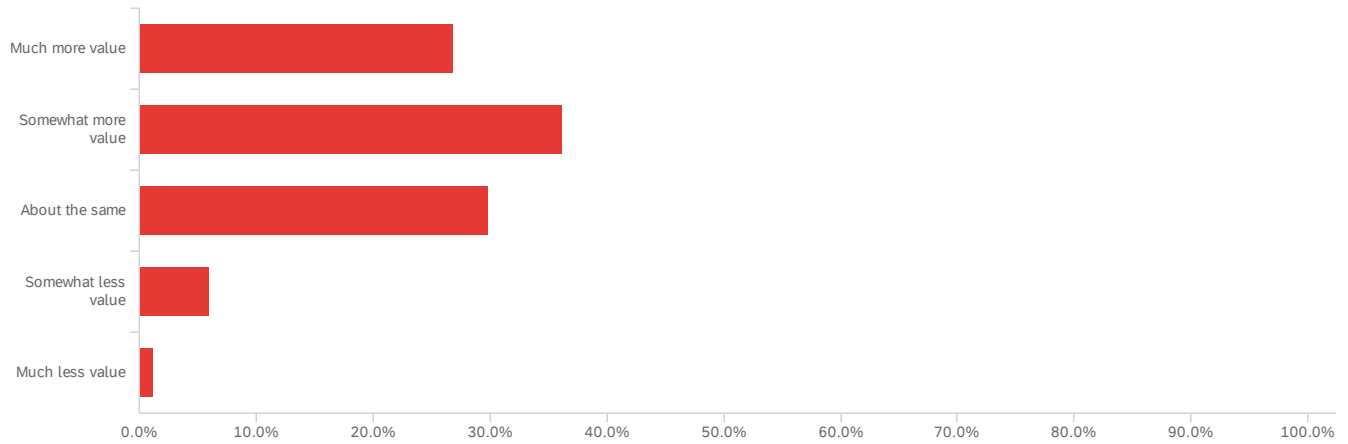
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Generally, what is your perception of for-profit schools?	1.0	5.0	2.5	1.0	1.0	1,011

#	Field	Percentage
1	Extremely positive	17.6%
2	Somewhat positive	28.7%
3	Neither positive nor negative	38.5%
4	Somewhat negative	11.9%
5	Extremely negative	3.4%
		1011

Showing rows 1 - 6 of 6

Q17 - Thinking about the value offered, how do you feel trade/vocational schools

compare to for-profit colleges?

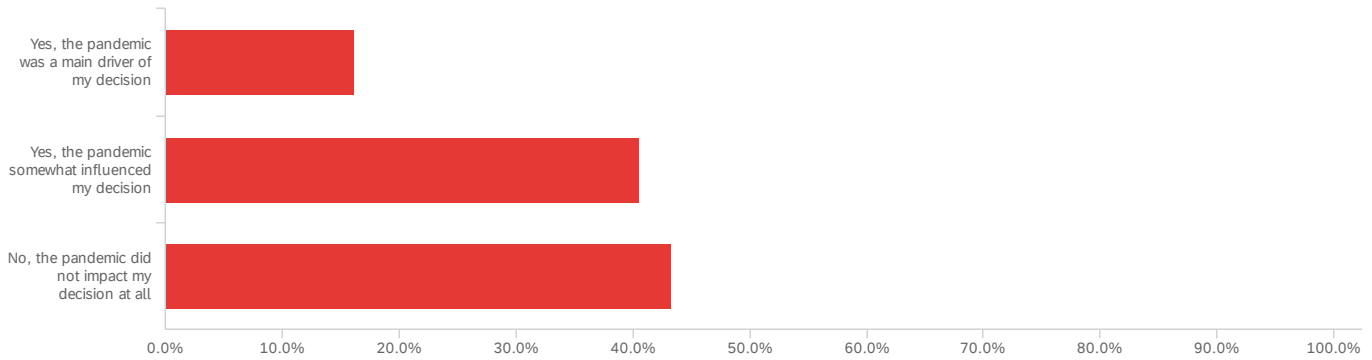


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Thinking about the value offered, how do you feel trade/vocational schools compare to for-profit colleges?	1.0	5.0	2.2	0.9	0.9	1,011

#	Field	Percentage
1	Much more value	26.8%
2	Somewhat more value	36.2%
3	About the same	29.9%
4	Somewhat less value	5.9%
5	Much less value	1.2%
		1011

Showing rows 1 - 6 of 6

Q19 - You indicated that you have enrolled or have considered enrolling in a trade school in the past 12 months. Were you motivated to consider a trade school due to the COVID-19 pandemic?



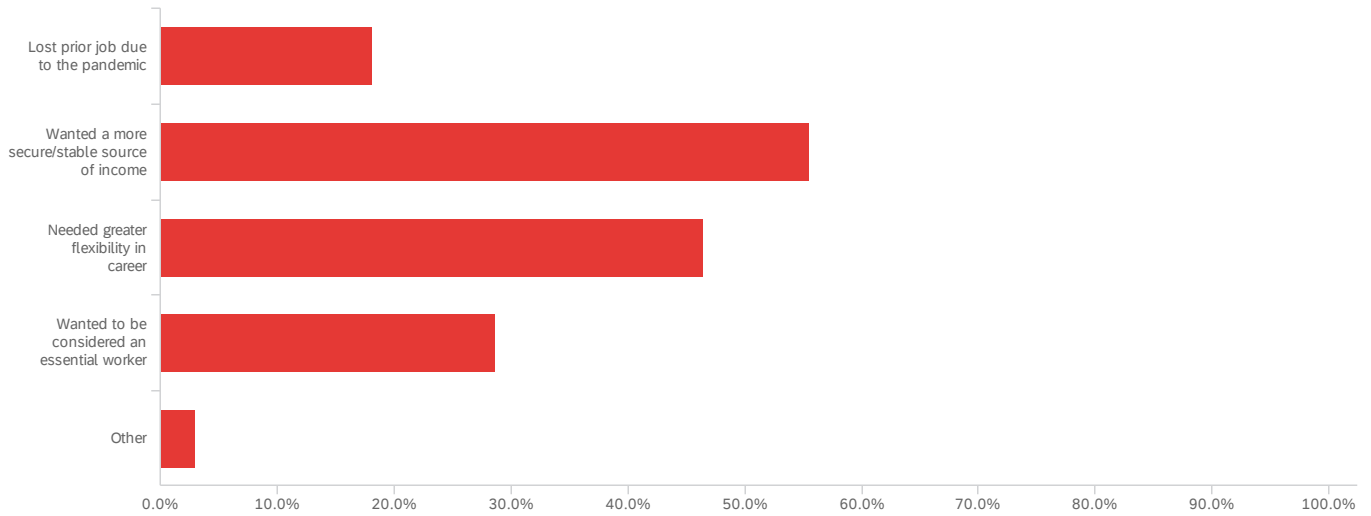
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	You indicated that you have enrolled or have considered enrolling in a trade school in the past 12 months. Were you motivated to consider a trade school due to the COVID-19 pandemic?	1.0	3.0	2.3	0.7	0.5	1,011

#	Field	Percentage
1	Yes, the pandemic was a main driver of my decision	16.1%
2	Yes, the pandemic somewhat influenced my decision	40.6%
3	No, the pandemic did not impact my decision at all	43.3%
		1011

Showing rows 1 - 4 of 4

Q20 - What about the COVID-19 pandemic influenced your decision to enroll in or

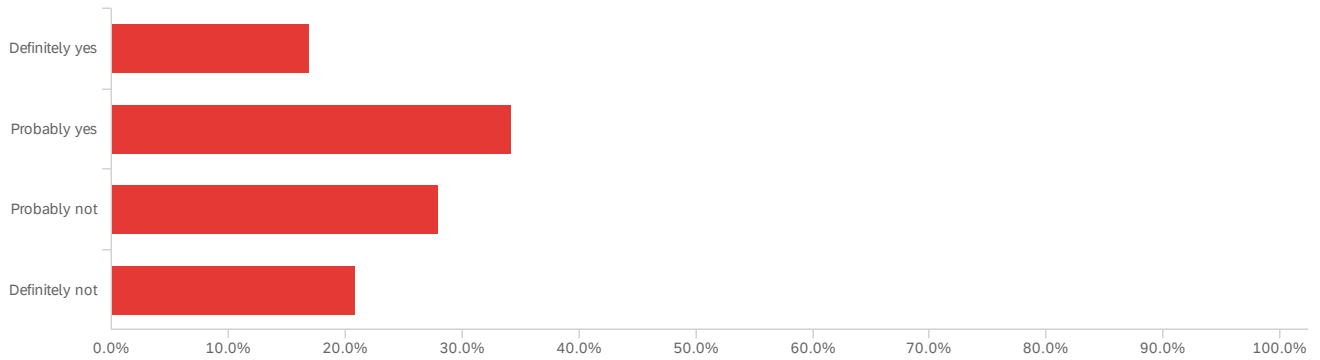
consider a trade school? Select all that apply.



#	Field	Percentage
1	Lost prior job due to the pandemic	18.2%
2	Wanted a more secure/stable source of income	55.5%
3	Needed greater flexibility in career	46.4%
4	Wanted to be considered an essential worker	28.6%
5	Other	3.0%
		573

Showing rows 1 - 6 of 6

Q21 - Do you believe that a bachelors degree from a 4-year university is required to get a good job?

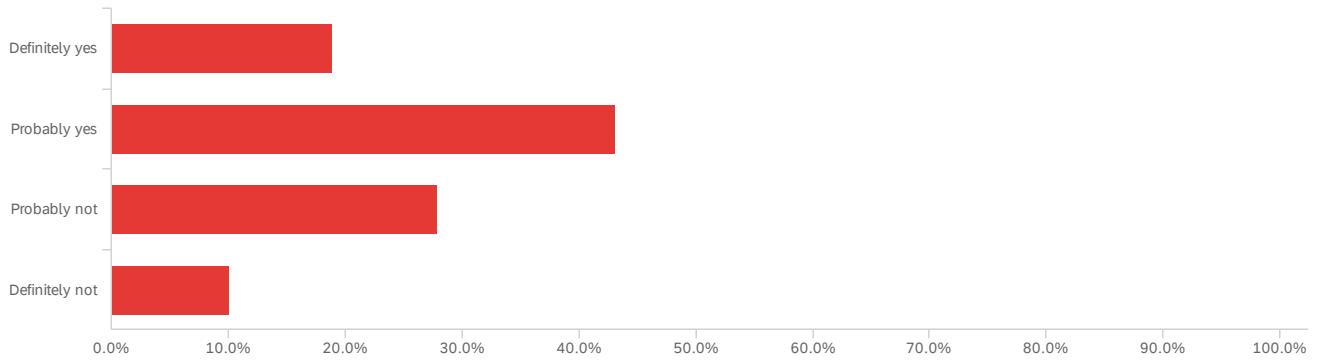


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you believe that a bachelors degree from a 4-year university is required to get a good job?	1.0	7.0	5.0	2.0	3.8	1,011

#	Field	Percentage
1	Definitely yes	16.9%
5	Probably yes	34.2%
6	Probably not	28.0%
7	Definitely not	20.9%
		1011

Showing rows 1 - 5 of 5

Q22 - Do you believe that receiving a bachelors degree from a 4-year university provides a good return on the investment made in tuition?

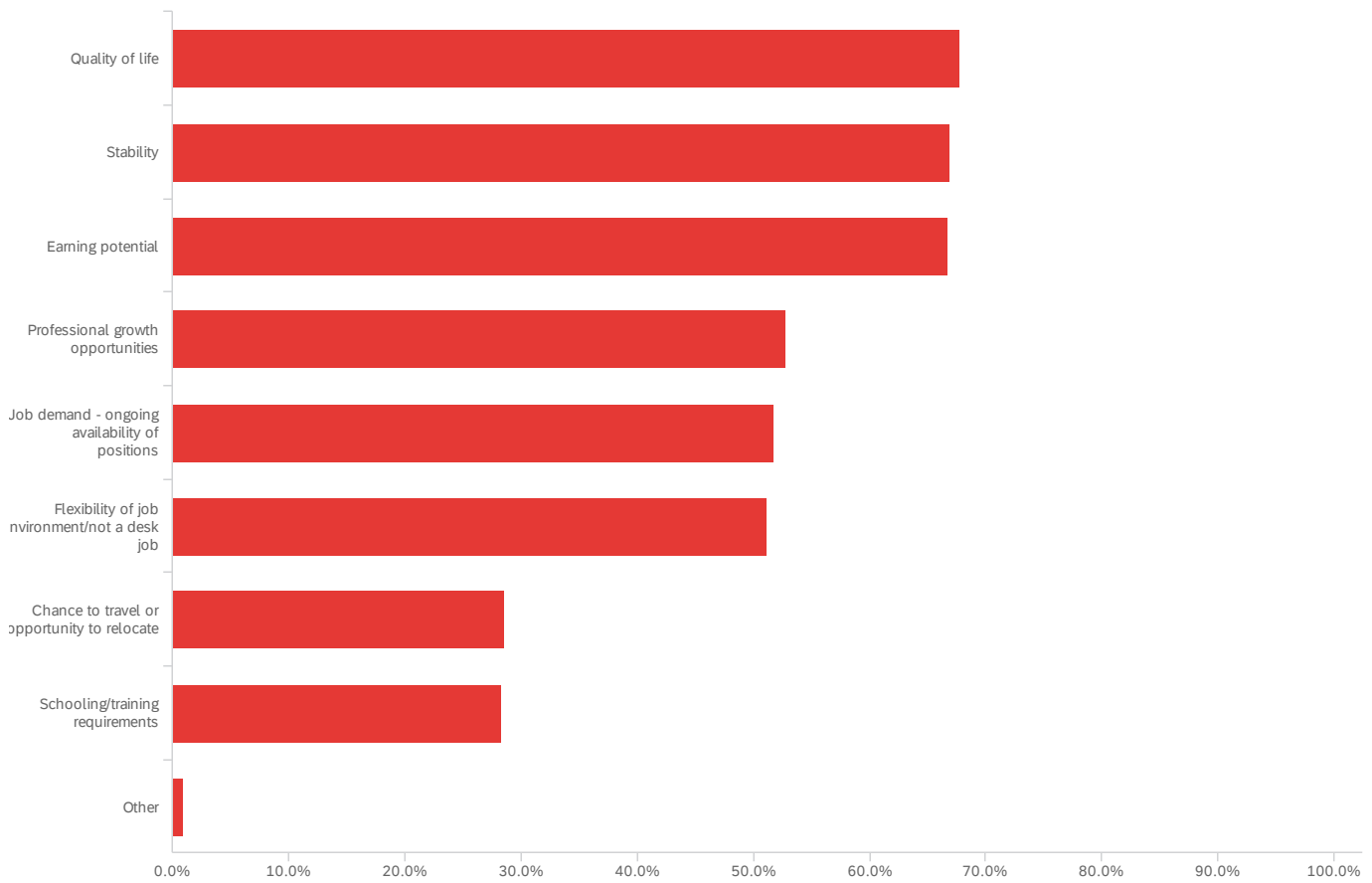


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you believe that receiving a bachelors degree from a 4-year university provides a good return on the investment made in tuition?	1.0	5.0	2.7	1.3	1.8	1,011

#	Field	Percentage
1	Definitely yes	18.9%
2	Probably yes	43.1%
4	Probably not	27.9%
5	Definitely not	10.1%
		1011

Showing rows 1 - 5 of 5

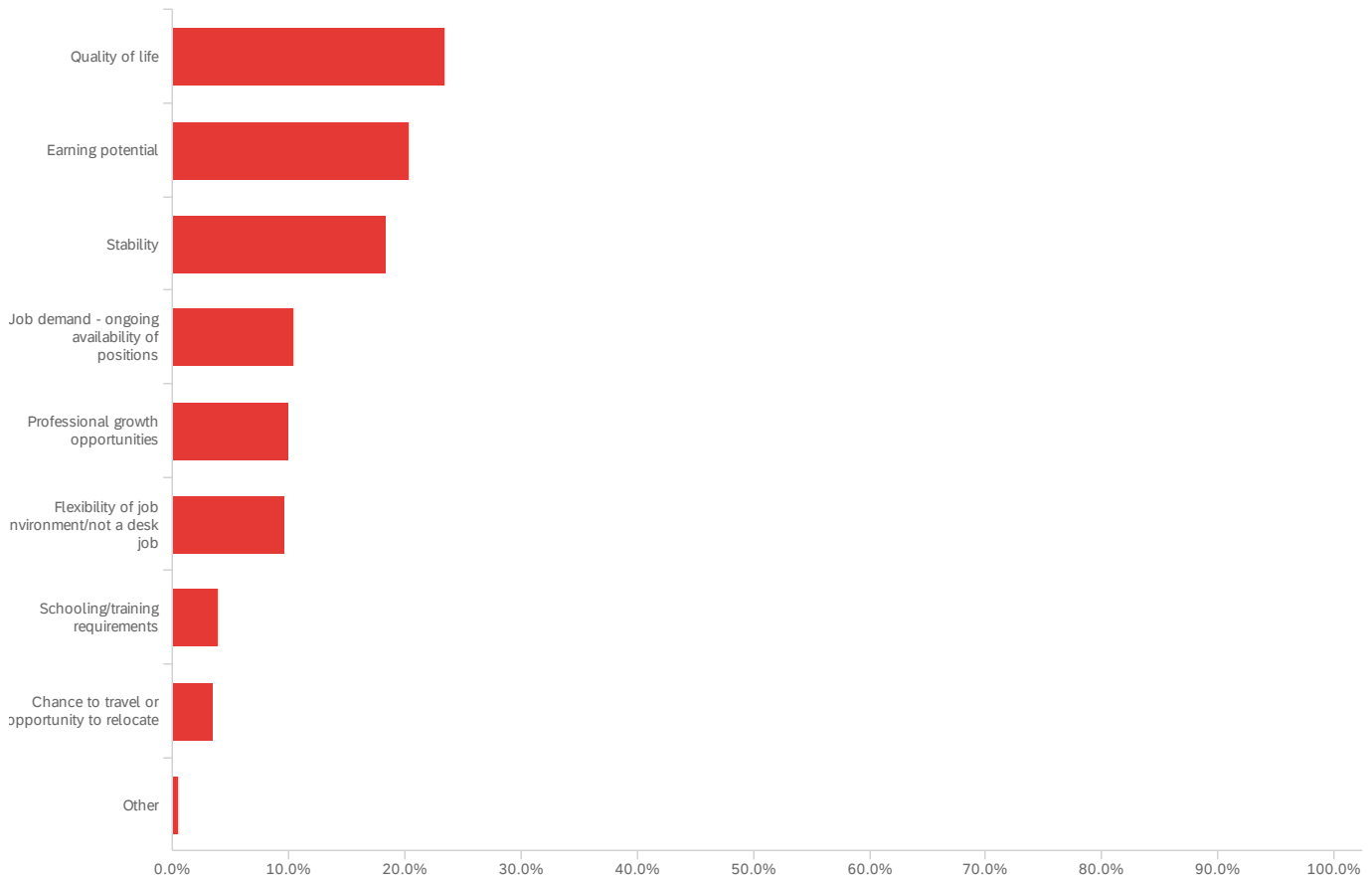
Q23 - Which of the below are important to you in a career? Select all that apply.



#	Field	Percentage
1	Stability	67.0%
2	Earning potential	66.8%
3	Quality of life	67.8%
4	Schooling/training requirements	28.3%
5	Professional growth opportunities	52.8%
6	Chance to travel or opportunity to relocate	28.6%
7	Job demand - ongoing availability of positions	51.7%
8	Other	0.9%
9	Flexibility of job environment/not a desk job	51.1%
		1011

Showing rows 1 - 10 of 10

Q24 - Of the career aspects you said are important to you, which is the most important?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Of the career aspects you said are important to you, which is the most important? - Selected Choice	1.0	9.0	3.8	2.5	6.3	1,011

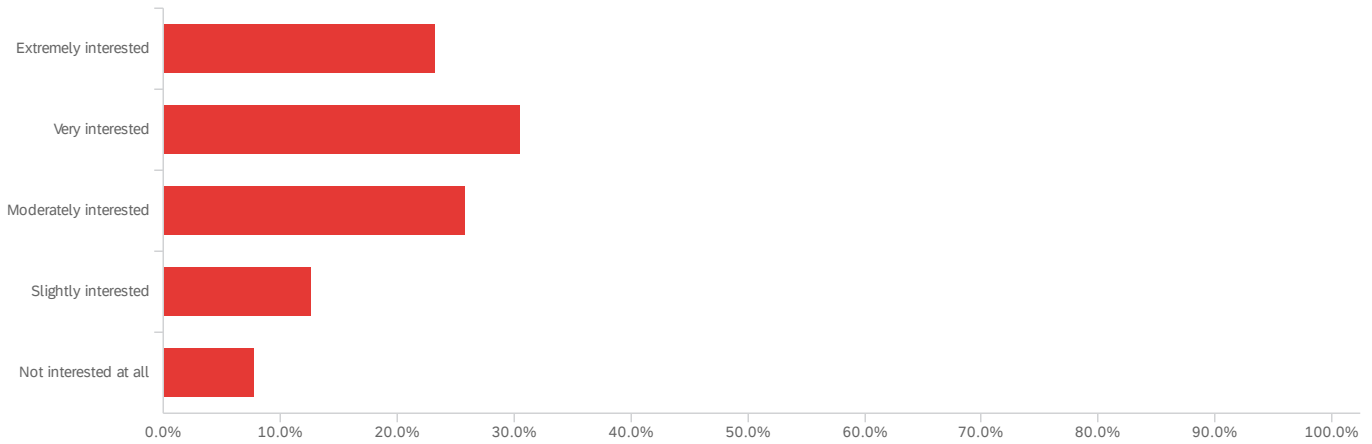
#	Field	Percentage
1	Stability	18.4%
2	Earning potential	20.4%
3	Quality of life	23.4%
4	Schooling/training requirements	3.9%
5	Professional growth opportunities	10.0%
6	Chance to travel or opportunity to relocate	3.5%
7	Job demand - ongoing availability of positions	10.4%

#	Field	Percentage
8	Other	0.5%
9	Flexibility of job environment/not a desk job	9.6%
		1011

Showing rows 1 - 10 of 10

Q25 - How interested are you in a career that involves sustainable/renewable energy?

(E.g. solar, wind, etc.).

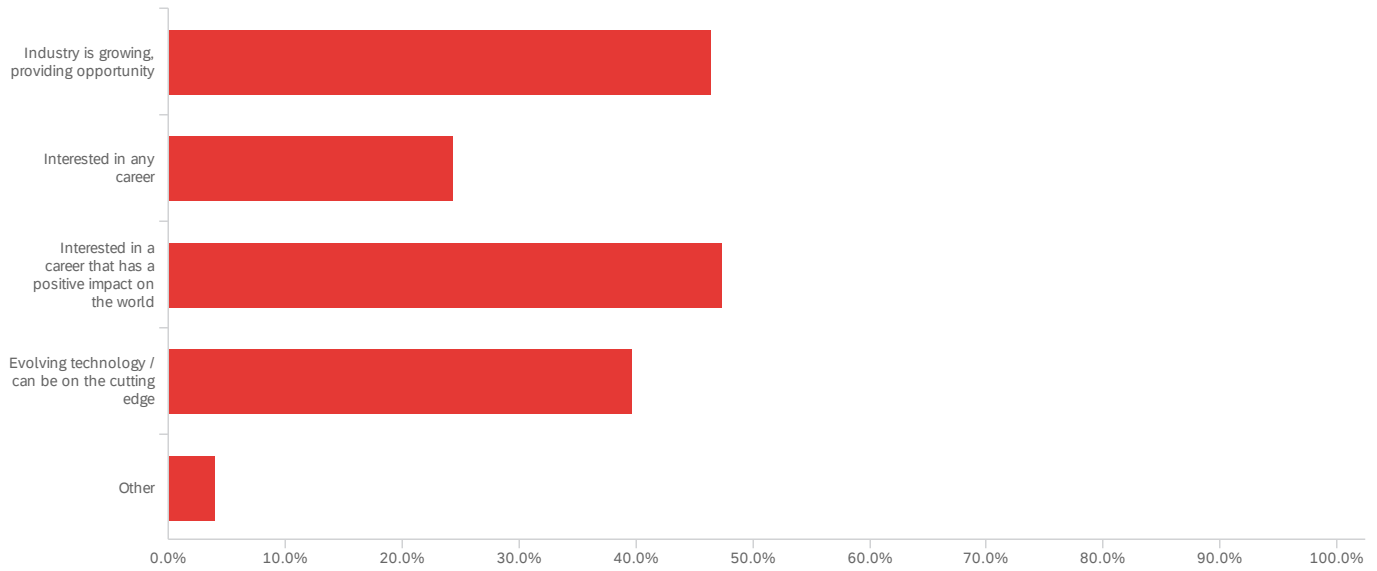


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How interested are you in a career that involves sustainable/renewable energy? (E.g. solar, wind, etc.).	1.0	5.0	2.5	1.2	1.4	1,011

#	Field	Percentage
1	Extremely interested	23.2%
2	Very interested	30.6%
3	Moderately interested	25.8%
4	Slightly interested	12.7%
5	Not interested at all	7.7%
		1011

Showing rows 1 - 6 of 6

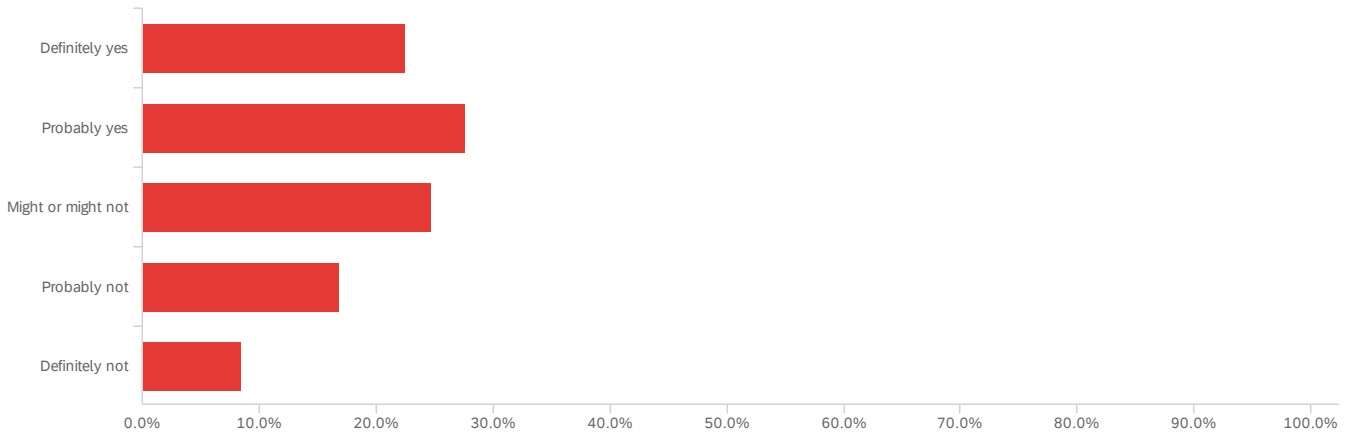
Q26 - Why are you interested in a career that involves sustainable energy? Select all that apply.



#	Field	Percentage
1	Industry is growing, providing opportunity	46.5%
2	Interested in any career	24.3%
3	Interested in a career that has a positive impact on the world	47.4%
4	Evolving technology / can be on the cutting edge	39.7%
5	Other	4.0%
		1011

Showing rows 1 - 6 of 6

Q27 - Thinking specifically about welding as a potential career, would you have any concerns about working as a welder on an oil pipeline?

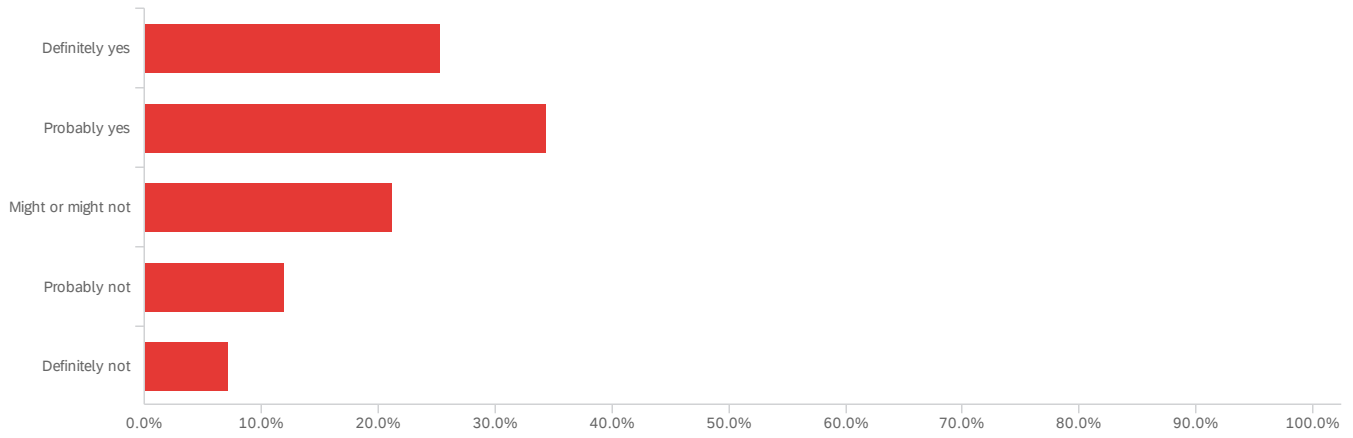


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Thinking specifically about welding as a potential career, would you have any concerns about working as a welder on an oil pipeline?	1.0	5.0	2.6	1.2	1.5	1,011

#	Field	Percentage
1	Definitely yes	22.5%
2	Probably yes	27.6%
3	Might or might not	24.7%
4	Probably not	16.8%
5	Definitely not	8.4%
		1011

Showing rows 1 - 6 of 6

Q28 - Before taking this survey, were you aware of career opportunities tied to skilled trade work in sustainable energy?



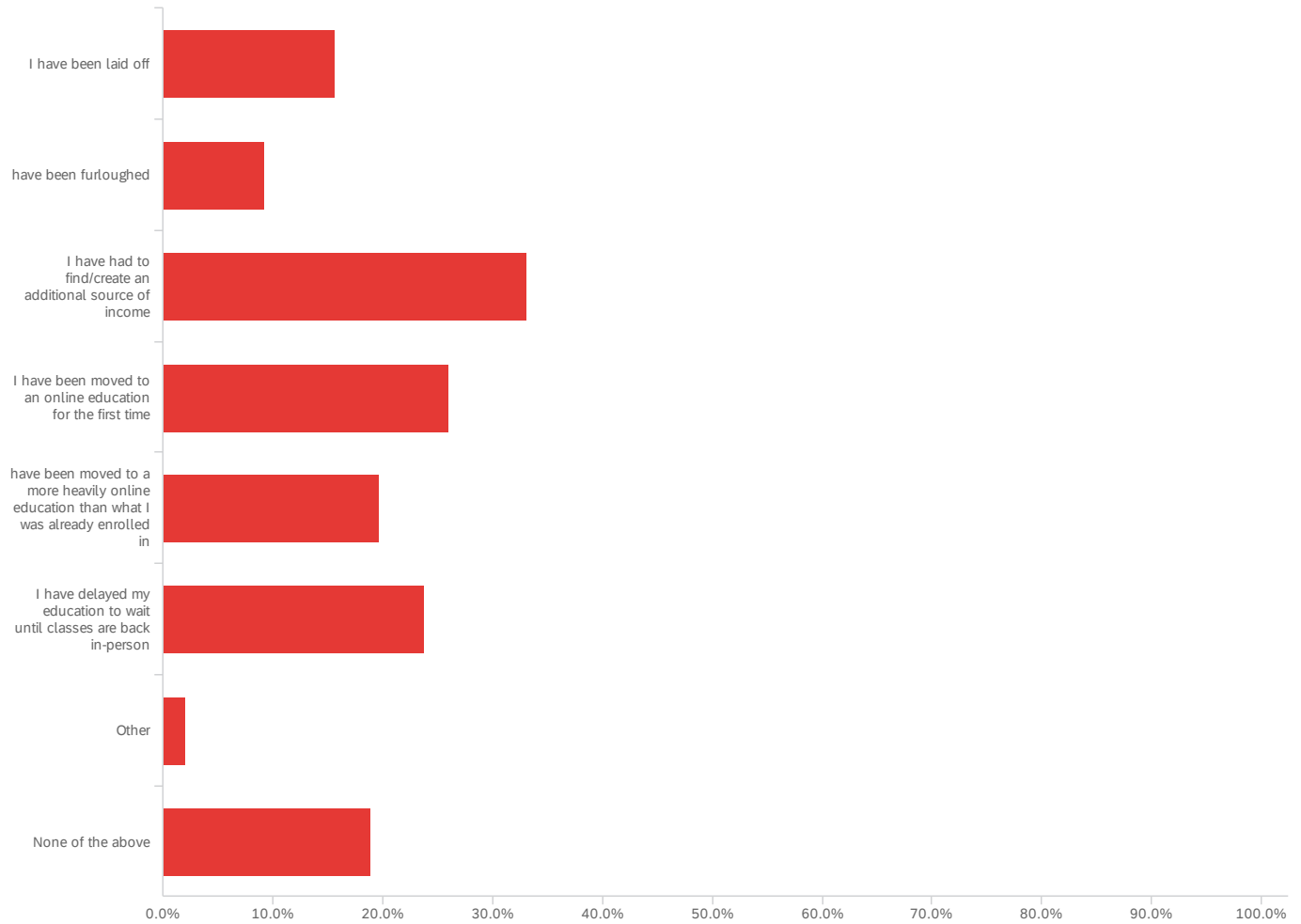
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Before taking this survey, were you aware of career opportunities tied to skilled trade work in sustainable energy?	9.0	13.0	10.4	1.2	1.4	1,011

#	Field	Percentage
9	Definitely yes	25.3%
10	Probably yes	34.4%
11	Might or might not	21.2%
12	Probably not	12.0%
13	Definitely not	7.1%
		1011

Showing rows 1 - 6 of 6

Q29 - Which of the following have you experienced over the course of the COVID-19

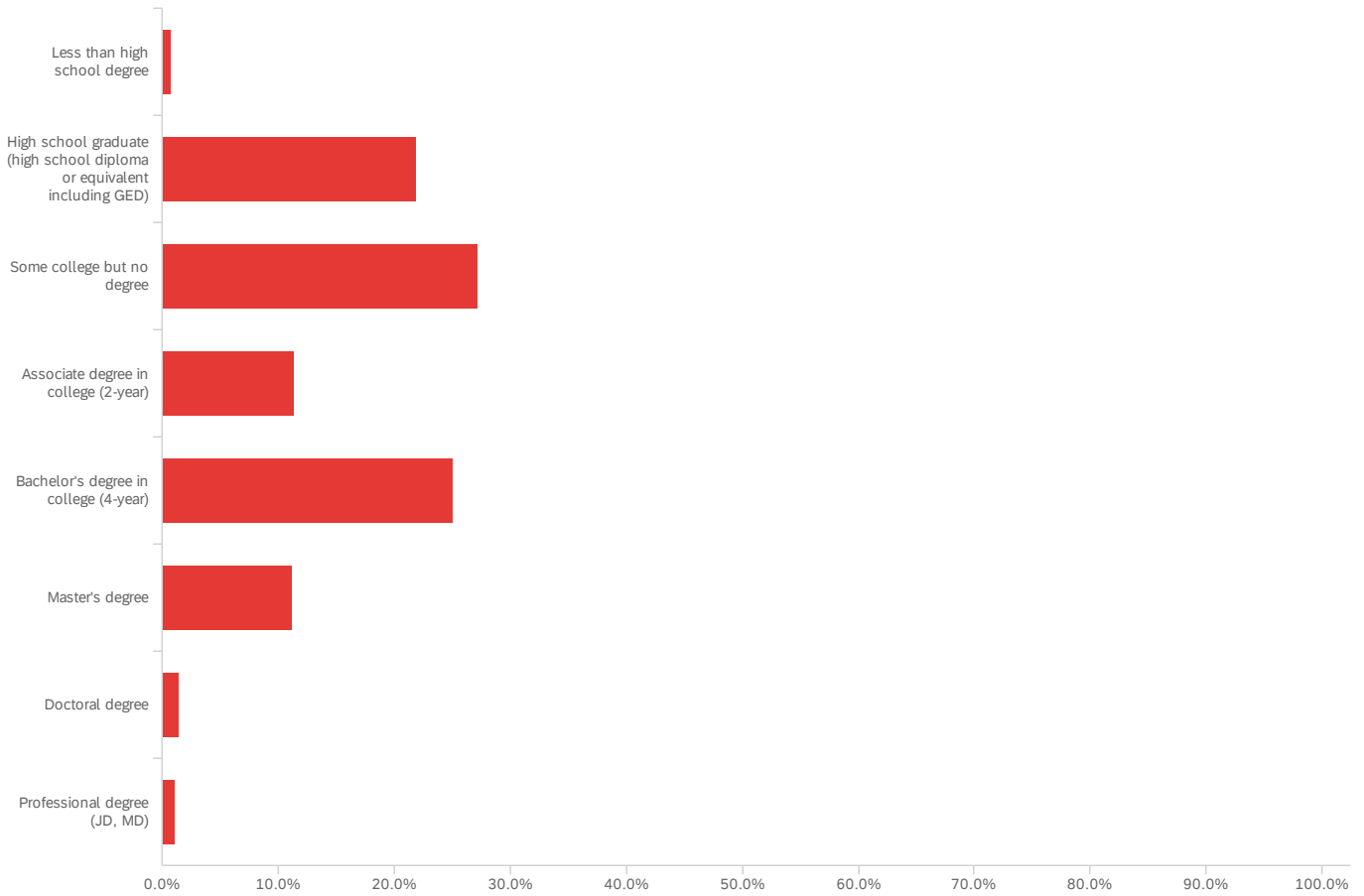
pandemic? Select all that apply.



#	Field	Percentage
1	I have been laid off	15.6%
2	I have been furloughed	9.2%
3	I have had to find/create an additional source of income	33.1%
4	I have been moved to an online education for the first time	26.0%
5	I have been moved to a more heavily online education than what I was already enrolled in	19.7%
6	I have delayed my education to wait until classes are back in-person	23.7%
7	Other	2.0%
8	None of the above	18.9%

Showing rows 1 - 9 of 9

Q30 - What is the highest level of school you have completed or the highest degree you have received?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is the highest level of school you have completed or the highest degree you have received?	1.0	8.0	3.8	1.5	2.2	562

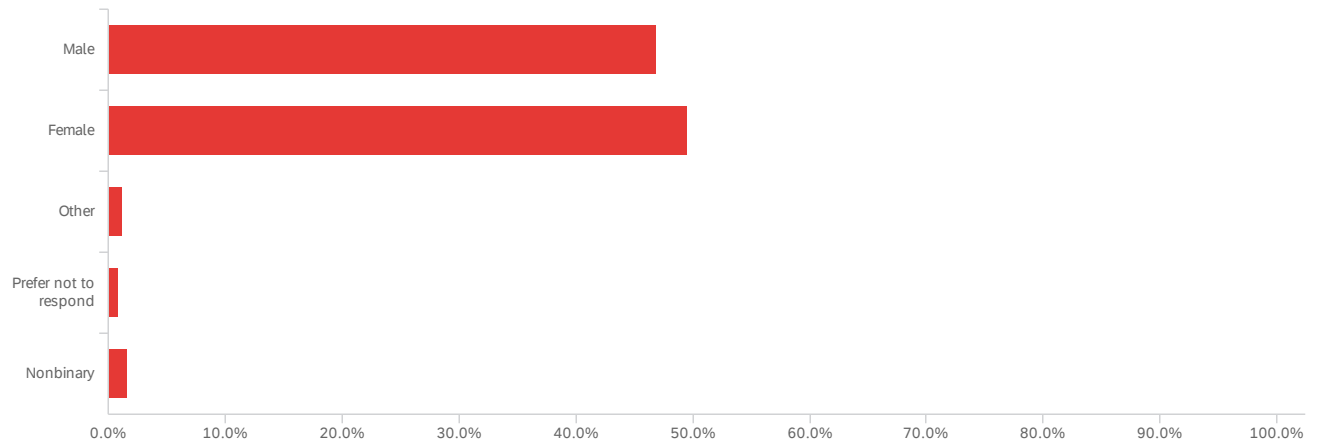
#	Field	Percentage
1	Less than high school degree	0.7%
2	High school graduate (high school diploma or equivalent including GED)	21.9%
3	Some college but no degree	27.2%
4	Associate degree in college (2-year)	11.4%
5	Bachelor's degree in college (4-year)	25.1%

#	Field	Percentage
6	Master's degree	11.2%
7	Doctoral degree	1.4%
8	Professional degree (JD, MD)	1.1%

562

Showing rows 1 - 9 of 9

Q31 - What is your gender?

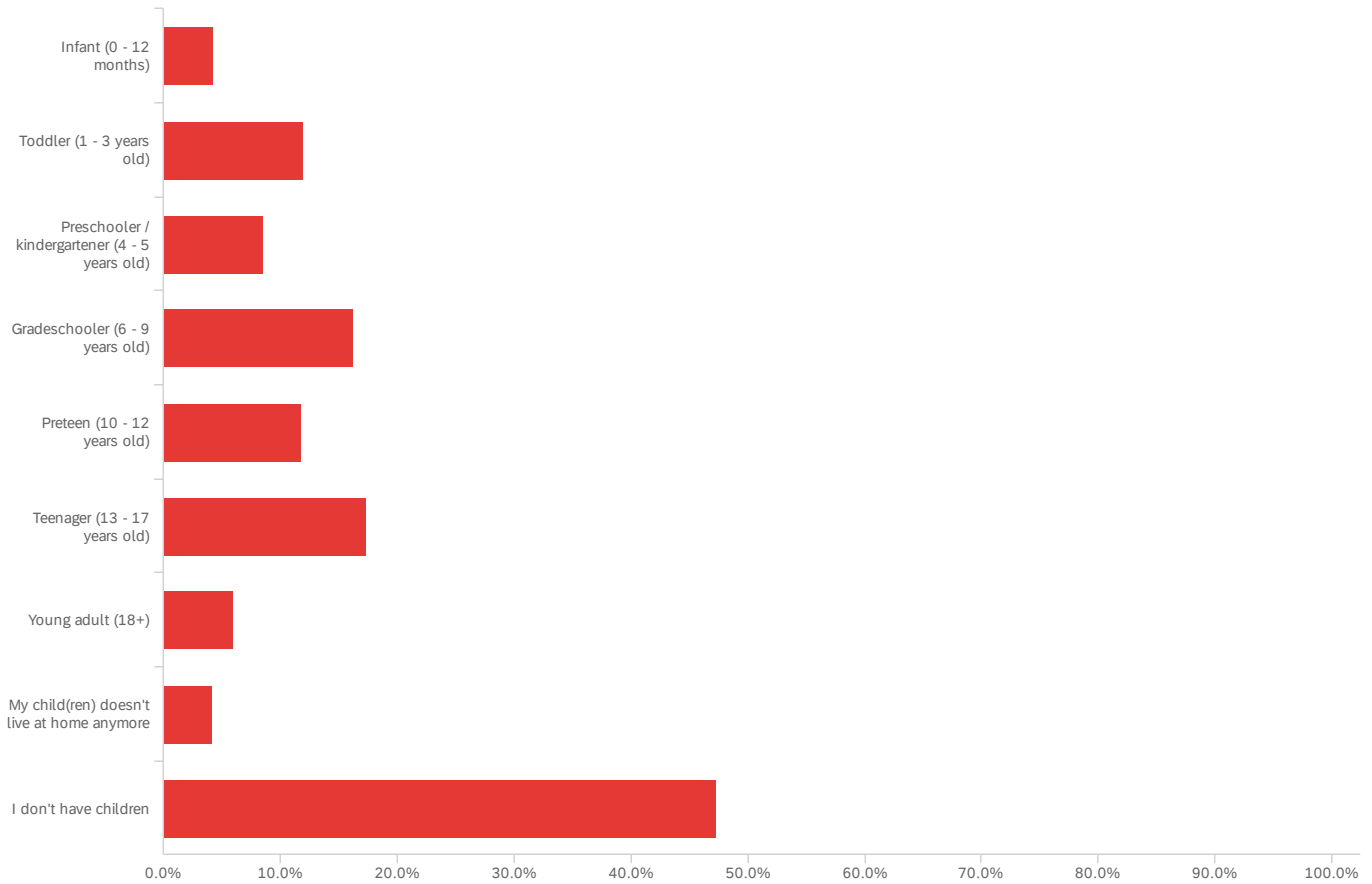


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your gender?	1.0	5.0	1.6	0.7	0.5	1,011

#	Field	Percentage
1	Male	46.9%
2	Female	49.6%
3	Other	1.2%
4	Prefer not to respond	0.8%
5	Nonbinary	1.6%
		1011

Showing rows 1 - 6 of 6

Q32 - Please select the option that best align with your child's age if they currently live in your household. Select all that apply if you have more than one child.



#	Field	Percentage
1	Infant (0 - 12 months)	4.3%
2	Toddler (1 - 3 years old)	12.0%
3	Preschooler / kindergartener (4 - 5 years old)	8.5%
4	Gradeschooler (6 - 9 years old)	16.2%
5	Preteen (10 - 12 years old)	11.8%
6	Teenager (13 - 17 years old)	17.3%
7	Young adult (18+)	5.9%
8	My child(ren) doesn't live at home anymore	4.2%
9	I don't have children	47.3%
		1011

Parental Status

Generation

End of Report