

2021 SURVEY RESULTS COVID-19 & SKILLED TRADES

At Stratatech, we wanted to learn how the global pandemic may have influenced potential students' thoughts on trade school education. From April-May of 2021, we surveyed 1,011 US consumers age 16+ who have considered enrolling or have enrolled in a trade school in the past 12 months. The results yielded notable findings on the potential future of trade schools, which we are sharing in a series of infographics.

SKILLED TRADES PERCEPTIONS/DRIVERS



87% of respondents enrolled in or considering enrolling in trade school view careers in the skilled trades **POSITIVELY**

TOP 2 REASONS

FOR ENROLLING IN OR CONSIDERING ENROLLING IN A TRADE SCHOOL

55% Real-life work experience during the program

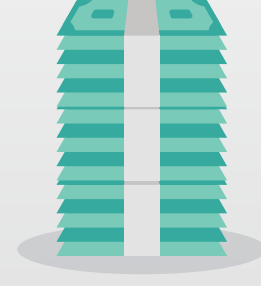
53% High rate of job placement after program completion



80% of high school student respondents view careers in the skilled trades **POSITIVELY**

THE MOST IMPORTANT BENEFIT

OF A CAREER IN THE SKILLED TRADES



86% Earning Potential



83% Job Security



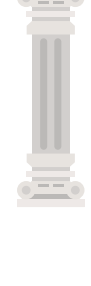
80% Benefits

MOST IMPORTANT FOR A CAREER SELECTION

(MOST COMMONLY SELECTED OPTIONS)



68% Quality of Life

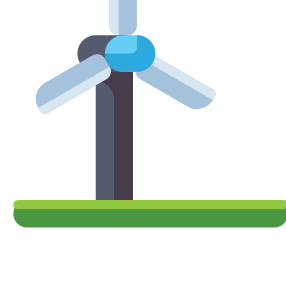


67% Sense of Stability



67% Earning Potential

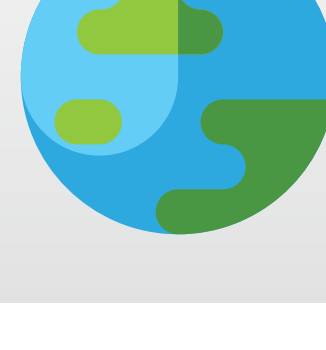
SUSTAINABILITY/RENEWABLE ENERGY CAREERS



92% Said they would be interested in a career that involves sustainable/renewable energy, such as solar or wind

51%

Of high school student respondents would be interested in a career that has a positive impact on the world

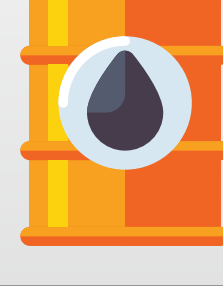


60% Are aware of career opportunities tied to skilled trade work in sustainable energy

CONCERNS ABOUT WELDING ON AN OIL PIPELINE

50% Have concerns

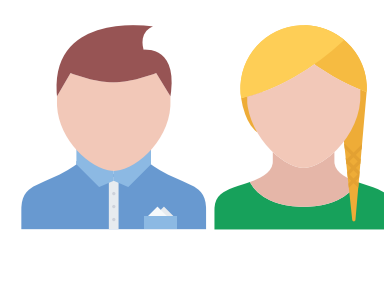
25% No concerns



LEARNING PERCEPTIONS + PREFERENCES

67%

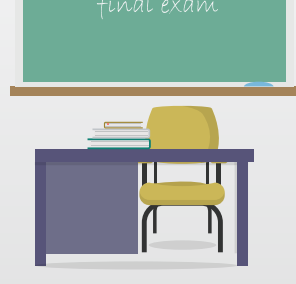
Say that in-person learning is extremely or very important to them



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



PERCEPTION OF FOR-PROFIT SCHOOLS

46% Positive

36% Neutral

15% Negative

HIGH SCHOOL STUDENTS: IS A BACHELOR'S DEGREE FROM A 4-YEAR UNIVERSITY REQUIRED TO GET A GOOD JOB?

70% 2019

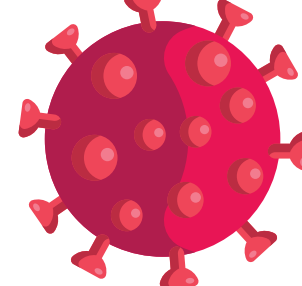


59% 2020

IMPACT OF COVID-19

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



PANDEMIC INFLUENCED DECISION TO ATTEND TRADE SCHOOL

41% Somewhat

16% Main Driver



PANDEMIC MOTIVATED THEM TO CONSIDER ENROLLING IN A TRADE SCHOOL

62% Find/create an additional source of income

72% Laid off

81% Furloughed

REASONS THE PANDEMIC MOTIVATED THEM TO CONSIDER A TRADE SCHOOL



56% More secure/stable source of income



29% Wanted to be considered an essential worker