Stride – February 2021 General Population Survey
Topline Report

QUESTION 1 – In general, are you satisfied with your current job?

Yes	42.43%	429
No	7.02%	71
Don't know/not sure	2.97%	30
I'm not currently employed	47.58%	481

Distinction: "Not currently employed" is different from being "unemployed." Those selecting "not currently employed" include individuals not in the labor force, such as stay-at-home parents, retired Americans, etc.

QUESTION 2 – Would you leave your current job for a different job that paid more if you had to go through additional training to acquire new skills?

Yes	28.29%	286
No	15.53%	157
Don't know/not sure	13.65%	138
I'm not currently employed	42.53%	430

Distinction: "Not currently employed" is different from being "unemployed." Those selecting "not currently employed" include individuals not in the labor force, such as stay-at-home parents, retired Americans, etc.

QUESTION 3 – IF YES: Would you prefer for this additional training to take place online or in-person?

Online/remote learning	42.66%	122
In-person/traditional learning	26.92%	77
Doesn't matter/either	30.42%	87

QUESTION 4 – In the U.S., there is a high demand for well-paying jobs in the tech industry with annual salaries exceeding $100,000. Have you ever considered trying to obtain a job in this industry?

Yes	26.11%	264
No	62.22%	629
Don't know/not sure	11.67%	118

QUESTION 5 – IF NO: Why have you not considered trying to obtain a well-paying job in the tech industry? (Select all that apply)

I like my current job and don't intend to leave	17.55%	162
I don't have a degree or the necessary qualifications	30.66%	283
I can't afford to go to school/go back to school	16.14%	149
I don't have the time to acquire the necessary skills or get another degree	18.63%	172
I wasn't aware there is a high demand of well-paying jobs in the tech industry	8.56%	79
Don't know/not sure	8.45%	78

QUESTION 6 – Which of the following technical training programs have you heard of? (Select all that apply)

Stride, Inc.	2.92%	37
Tech Elevator	2.99%	38
Skillsoft	10.64%	135
DeVry	43.10%	547
Galvanize	1.89%	24
NextGenT	6.62%	84
Startup Institute	3.55%	45
None of these	28.29%	359

QUESTION 7 – There is currently a high demand for IT and tech jobs, such as computer science and coding. From what you know about the industry, do you believe that it is easy or hard to become qualified for jobs in this field?

IT and tech jobs are easy to qualify for, requiring little to no traditional schooling	13.25%	134
IT and tech jobs are hard to qualify for, requiring lots of schooling and/or a college degree	53.91%	545
Don't know/not sure	32.84%	332

QUESTION 8 – In your opinion, which of the following ethnic groups do you believe has the easiest ability getting a job in the tech industry?

White or Caucasian	45.70%	462
Black or African American	3.26%	33
Hispanic or Latino	1.19%	12
Asian	18.40%	186
Other	2.08%	21
Don't know/not sure	29.38%	297

QUESTION 9 – In your opinion, which of the following ethnic groups do you believe has the hardest ability getting a job in the tech industry?

White or Caucasian	10.68%	108
Black or African American	31.65%	320
Hispanic or Latino	16.62%	168
Asian	1.68%	17
Other	1.88%	19
Don't know/not sure	37.49%	379

QUESTION 10 – In the U.S., the average total cost to obtain a college degree is more than $100,000. Do you believe that a college degree is worth the investment for everyone?

Yes	27.79%	281
No	58.16%	588
Don't know/not sure	14.05%	142

QUESTION 11 – Based on your knowledge of the job market and cost of education today, would you have made the same decision you did for your education?

Yes, I would have made the same decision	49.95%	505
No, I would've gotten a higher level of education	30.46%	308
No, I would've gotten a lower level of education	6.03%	61
Don't know/not sure	13.55%	137

QUESTION 12 – In your opinion, which four-year college degree is the most beneficial today?

Business	12.07%	122
Health Professions	24.23%	245
Social Sciences and History	0.79%	8
Engineering	13.55%	137
Biological and Biomedical Sciences	8.11%	82
Psychology	0.99%	10
Communications and Journalism	0.49%	5
Visual and Performing Arts	0.20%	2
Education	2.18%	22
Computer and Information Sciences	31.16%	315
Other	6.23%	63

QUESTION 13 – In your opinion, which four-year college degree is the least beneficial today?

Business	4.06%	41
Health Professions	1.58%	16
Social Sciences and History	18.00%	182
Engineering	1.29%	13
Biological and Biomedical Sciences	1.09%	11
Psychology	8.61%	87
Communications and Journalism	8.90%	90
Visual and Performing Arts	36.20%	366
Education	6.43%	65
Computer and Information Sciences	2.47%	25
Other	11.37%	115

QUESTION 14 – To be a successful tech entrepreneur, how much education do you think an individual needs?

Less than a high school degree	3.96%	40
High school degree	18.20%	184
College undergraduate degree	55.09%	557
College graduate degree	22.75%	230

QUESTION 15 – *If there was a cost-efficient and convenient way for me to increase my career skills and become qualified for more and better paying jobs, I would be likely to participate in a career program.*

Strongly agree	28.98%	293
Somewhat agree	29.38%	297
Neither agree nor disagree	24.93%	252
Somewhat disagree	6.73%	68
Strongly disagree	9.99%	101

QUESTION 16 – *I believe there are no job opportunities in the tech industry because too many people already have the skills necessary to work in the industry.*

Strongly agree	3.86%	39
Somewhat agree	13.85%	140
Neither agree nor disagree	32.64%	330
Somewhat disagree	28.78%	291
Strongly disagree	20.87%	211

QUESTION 17 – If the government provided a one-to-one match (providing $1 for every $1 you invested), how much would you personally be willing to invest toward new skills or a new certification (coding bootcamp, industry certification, nursing program, etc.)?

Less than $1,000	42.83%	433
$1,000 - $2,999	20.18%	204
$3,000 - $4,999	15.53%	157
$5,000 - $8,000	9.00%	91
More than $8,000	12.46%	126

QUESTION 18 – The Biden administration is considering distributing additional stimulus payments to individuals who fall below a certain income threshold. The administration is also considering raising the minimum wage to $15. Would you rather the federal government provide another round of stimulus payments or raise the minimum wage?

Provide another round of stimulus payments	53.12%	537
Raise the minimum wage	25.32%	256
I would prefer the government do neither of those things	13.06%	132
Don't know/not sure	8.51%	86

QUESTION 19 – The COVID-19 pandemic forced schools nationwide to switch to an all-virtual, online learning classroom. In the future (and after the pandemic), which of the following scenarios would you prefer to see happen:

Students return to classrooms for traditional in-person learning as soon as possible	49.36%	499
Students and parents have the option to choose between online learning and traditional in-person learning	50.64%	512

QUESTION 20 – Do you think that your local public school system is equipped to provide children with a high quality online education if schools are unable to open in person next fall (Fall 2021)?

Yes	30.17%	305
No	37.69%	381
Don't know/not sure	32.15%	325

DEMOGRAPHIC 1 – What is your gender?

Response	Percentage	Count
Male	46.79%	473
Female	53.02%	536
Other	0.20%	2

DEMOGRAPHIC 2 – What best describes your ethnicity?

White or Caucasian	78.64%	795
Black or African American	8.90%	90
Hispanic or Latino	4.15%	42
Asian	6.13%	62
Other/Unknown	2.18%	22

DEMOGRAPHIC 3 – What is your age?

18-24 years old	2.57%	26
25-34 years old	13.55%	137
35-44 years old	19.49%	197
45-54 years old	15.23%	154
55-64 years old	20.57%	208
65 years or older	28.59%	289

DEMOGRAPHIC 4 – What is the highest degree or level of school you have completed?

Some high school, no diploma	2.08%	21
High school diploma	27.10%	274
Associate's degree or trade/technical/vocational school	22.26%	225
Bachelor's degree	28.68%	290

Graduate degree	19.88%	201

DEMOGRAPHIC 5 – What is your annual household income?

Less than $25,000	18.00%	182
$25,000 to $34,999	10.19%	103
$35,000 to $49,999	14.34%	145
$50,000 to $74,999	18.69%	189
$75,000 to $99,999	16.12%	163
$100,000 to $149,000	14.05%	142
$150,000 or more	8.61%	87

DEMOGRAPHIC 6 – Are you a parent of one or more children between the grades of kindergarten and 12th grade?

Yes	25.52%	258
No	74.78%	753

DEMOGRAPHIC 7 – Which region of the country do you live in?

Midwest - IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	22.75%	230
Northeast - CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT	25.42%	257
Southeast - AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV	25.42%	257
Southwest - AZ, NM, OK, TX	9.40%	95
West - AK, CA, CO, HI, ID, MT, NV, OR, UT, WA, WY	17.01%	172

DEMOGRAPHIC 8 – Which of the following best describes the area you live in?

Urban	28.09%	284
Suburban	48.07%	486
Rural	23.84%	241

DEMOGRAPHIC 9 – Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or something else?

Republican	29.18%	295
Democrat	38.28%	387
Independent	27.40%	277
Something else	5.14%	52

DEMOGRAPHIC 10 – Which of the following candidates did you vote for in the 2020 U.S. election?

Joe Biden	48.66%	492
Donald Trump	33.14%	335
Someone else	3.26%	33
I didn't vote in this year's election	14.94%	151

Methodology:
Interviews for this research were conducted online between February 9 – February 14, 2021, from a national sample of 1,011 U.S. adults by Stride, Inc. in partnership with third-party research provider Qualtrics. Respondents were surveyed using an online research panel method across a combination of computer, mobile and tablet devices. Survey questions were administered in English. To ensure accurate representation of the broader U.S. population, sampling parameters based on U.S. Census data were used on key variables that include gender, age, ethnicity, education level and income. The results have a calculated error margin of ±3%.