



Skilled Trades Research Project

National Polling Research Project

October 2024



Methodology



Method

Canadian online survey via Leger's LEO panel (n= 1,626) 18 years or older.

When

27th to 29th of September 2024

Margin of error

For comparison purposes,
a probability sample of this size yields
a margin of error no greater than $\pm 2.5\%$,
(19 times out of 20)

Weighting

The sample is designed to ensure that the respondent population accurately reflects the diversity of the region, gender, age, ethnicity and language in Canada.

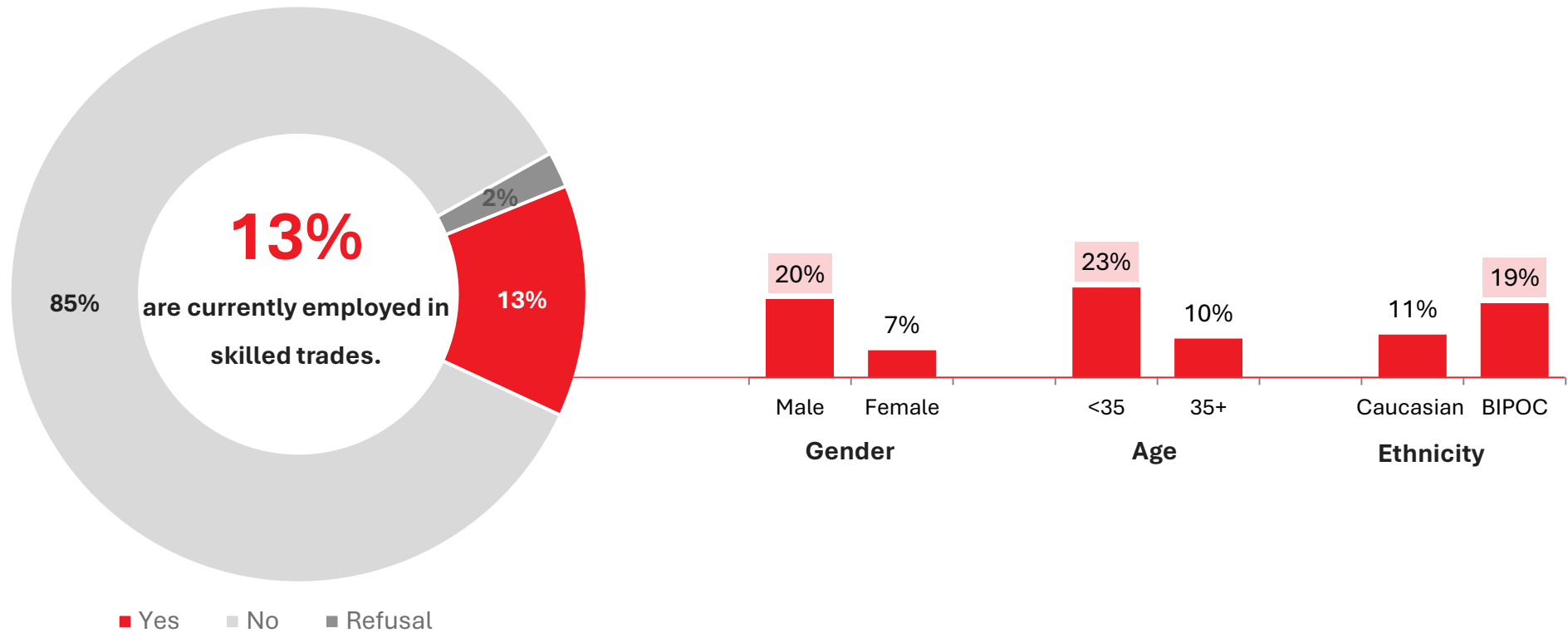
The development of the sampling frame utilized proportions from the latest census data across Canada (age, gender, region). The quota was determined to ensure that the data encompasses sufficient samples from all major subgroups, aiming to be as representative of the target population as possible.

Detailed Results



One-in-ten Canadians (13%) are currently working in a Skilled Trade.

Those more likely to be employed in the Skilled Trades include men, those <35, and BIPOC Canadians. A majority (85%) are not employed in Skilled Trades.



Q1. Are you currently working in a Skilled Trade? (A skilled trade is a career that typically requires specialized training and involves hands-on work in fields such as construction, electrical work, plumbing, automotive repair, HVAC, welding, hair styling, culinary arts, landscaping, and other similar areas.)

Base: ALL n=1626

Significantly higher

Two-fifths (40%) have considered a career in Skilled Trades.

Under two-in-ten (15%) have strongly considered while a quarter (25%) have somewhat considered this option. Those more likely to have considered a career in Skilled Trades include men, those living outside Quebec, and those who have a high school or college education. On the other hand, nearly three-fifths (56%) have not considered a career in Skilled Trades.

	Considered a career in a Skilled Trade?	GENDER		REGION		EDUCATION		
		Male	Female	Quebec	RoC	HS or less	College	University
NET Considered	40%	50%	31%	33%	43%	42%	44%	35%
Strongly considered	15%	20%	11%	12%	16%	15%	19%	10%
Somewhat considered	25%	30%	20%	21%	26%	27%	24%	25%
NET Not considered	56%	46%	66%	63%	54%	53%	54%	63%
Did not really consider	22%	20%	23%	21%	22%	20%	20%	25%
Did not consider at all	35%	27%	43%	42%	33%	33%	34%	38%
I prefer not to answer	3%	4%	3%	4%	3%	5%	2%	2%

Q2. Have you ever considered a career in a Skilled Trade? (A skilled trade is a career that typically requires specialized training and involves hands-on work in fields such as construction, electrical work, plumbing, automotive repair, HVAC, welding, hair styling, culinary arts, landscaping, and other similar areas.)

Significantly higher

Half of Canadians consider electrical (52%), construction (46%), and plumbing (46%) to be the most valuable trades, with these three topping the list.

Two-fifths consider carpentry (42%) and automotive repair (41%) to be valuable, while a third find welding (35%), HVAC technician (35%), fire safety (33%), and culinary arts/ chef (32%) to be valuable professions in Skilled Trades. Three-in-ten also consider masonry (29%), and landscaping (28%) to be valuable, while a quarter find painting (26%) and hair styling/ cosmetology (24%) to be valuable. Those 35+, those living outside Quebec and Caucasian Canadians are more likely to say they find many of these professions in the Skilled Trades to be valuable.

Valuable trades:	AGE		REGION		ETHNICITY	
	18-34	35+	Quebec	RoC	Caucasian	BIPOC
Electrical	43%	55%	34%	57%	53%	47%
Construction	40%	48%	28%	52%	47%	44%
Plumbing	39%	49%	23%	53%	48%	40%
Carpentry	33%	46%	22%	48%	45%	33%
Automotive repair	37%	43%	20%	47%	43%	35%
Welding	28%	38%	15%	41%	37%	29%
HVAC Technician	25%	38%	12%	42%	37%	28%
Fire Safety (alarm and sprinkler)	27%	35%	17%	38%	35%	27%
Culinary Arts / Chef	29%	33%	22%	35%	33%	29%
Masonry	19%	33%	15%	34%	32%	21%
Landscaping	26%	29%	19%	31%	29%	26%
Painting	23%	27%	16%	29%	28%	22%
Hair Styling / Cosmetology	23%	24%	16%	26%	25%	21%
Other	4%	5%	6%	4%	4%	4%
I don't know / I prefer not to answer	18%	17%	24%	16%	17%	17%

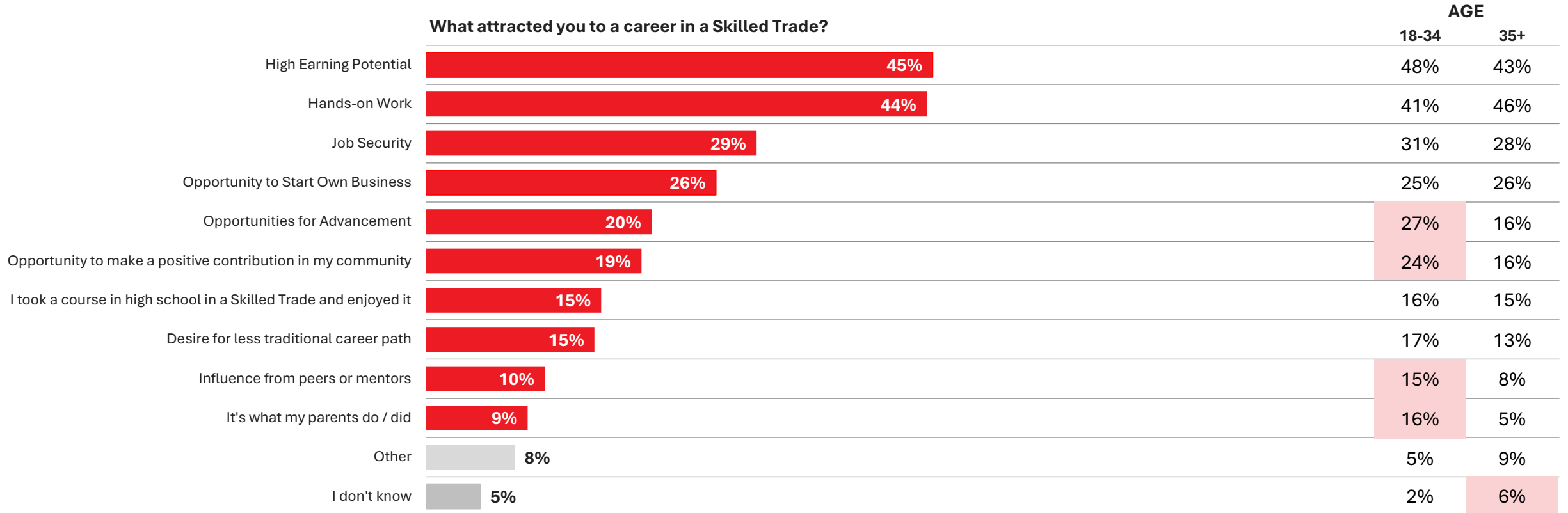
Q3. When considering all of the options in the trades, which particular trades do you personally consider valuable? Please select all that apply.

Base: ALL n=1626

Significantly higher

Over two-fifths of individuals working in or considering a career in the skilled trades were drawn by the high earning potential (45%) and the hands-on nature of the work (44%), which stand as the top two motivating factors.

Additional factors influencing career decisions in the skilled trades include job security (29%) and the opportunity to start a business (26%), which round out the top four reasons. Other motivations include opportunities for advancement (20%), the ability to make a positive contribution to their community (19%), enjoyment of a high-school course in skilled trades (15%), a desire for a less traditional career path (15%), peer or mentor influence (10%), and following in their parents' footsteps (9%). Those 18-34 are more likely to cite opportunities for advancement, opportunity to make a positive contribution, influence from peers/mentors and following in their parents' steps.



Q4. What attracted you to consider or start a career in a Skilled Trade?

Base: Those working in skilled trades or considering a career in skilled trades n=635

Significantly higher

Preference for white-collar jobs, the perception that skilled trades are too physically demanding, and a lack of awareness about opportunities are the top three reasons why individuals did not pursue or consider a career in the Skilled Trades.

Other factors include lack of encouragement from teachers/ parents (16%), concern about job stability (13%), influence of societal norms/expectations (11%), and perception of low earnings (9%) and low prestige (9%). Those 18-34 and those with a university education are more likely to cite more of these reasons for not pursuing a career in the Skilled Trades.

Why did you not consider a career in a Skilled Trade?	AGE		EDUCATION		
	18-34	35+	High school or less	College	University
Preference for white-collar jobs	23%	23%	13%	20%	37%
Belief that skilled trades are too physically demanding	18%	29%	16%	17%	24%
Lack of awareness of opportunities	17%	16%	17%	18%	17%
Lack of encouragement from teachers / parents	16%	15%	16%	13%	18%
Concern about job stability	13%	19%	11%	11%	16%
Influence of societal norms / expectations	11%	19%	8%	9%	15%
Perceived low earnings	9%	16%	5%	8%	14%
Perception of low prestige	8%	14%	5%	6%	13%
Other	23%	19%	25%	24%	21%
I don't know	16%	15%	23%	17%	8%

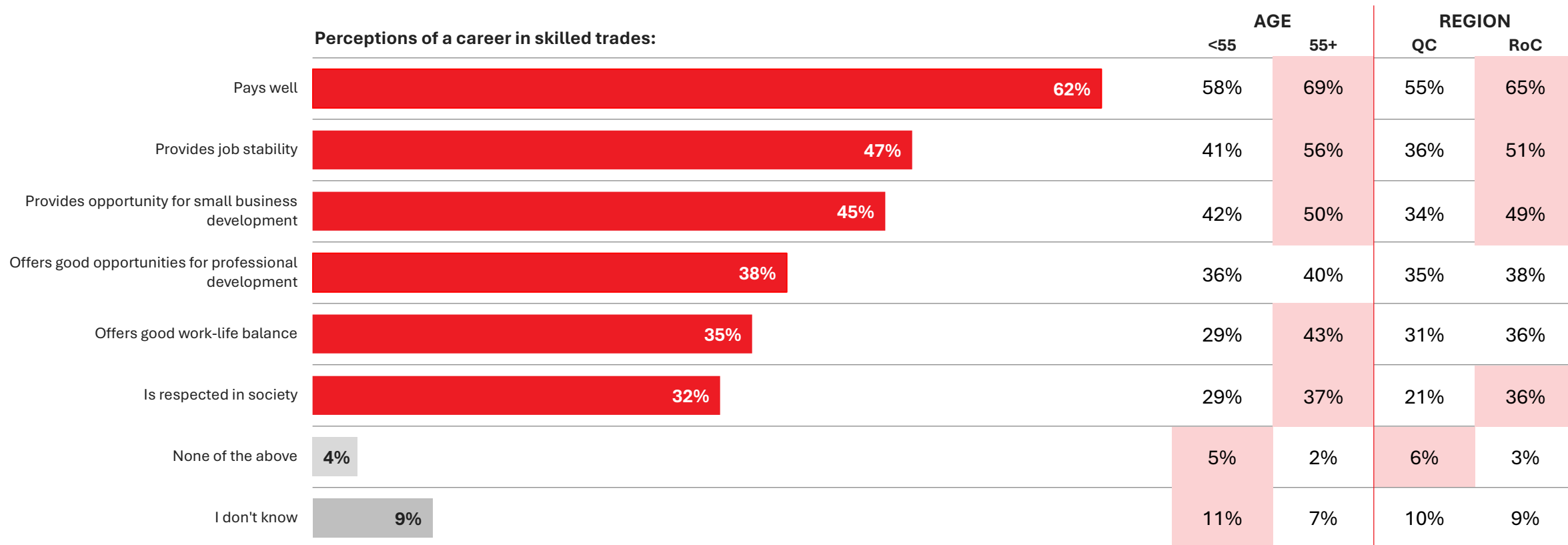
Q5. Why did you not consider a career in a Skilled Trade?

Base: Those not working in skilled trades or not considering a career in skilled trades n=1426

Significantly higher

The top three perceptions of a career in a Skilled Trade include good pay (62%), job stability (47%), and opportunities for small business development (45%).

Other perceptions include good opportunities for professional development (38%), good work-life balance (35%), and respect in society (32%). In particular, older Canadians aged 55+ (vs those aged 18-54) as well as those who reside outside of Quebec (vs Quebecers) are more likely to associate most of these benefits with careers in a Skilled Trade.



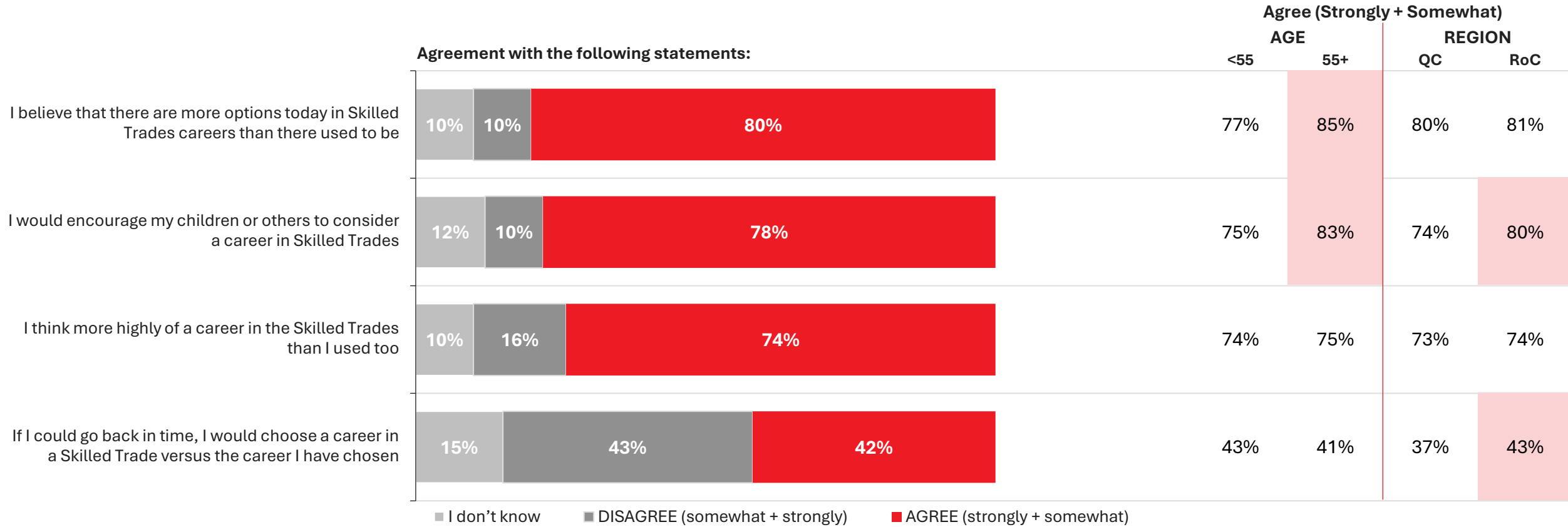
Q6. To the best of your knowledge, which of the following short statements do you believe apply to a career in a Skilled Trade.

Base: ALL n=1626

Significantly higher

Eight-in-ten (80%) believe there are more options today in Skilled Trades than there used to be.

Slightly fewer also would encourage their children or others to consider a career in Skilled Trades (78%) while three-quarters think more highly of a career in the skilled trades than they used to. Furthermore, four-in-ten would choose a career in a Skilled Trade versus the career they have chosen if they could go back in time (42%). Demographically, those aged 55+ (vs those aged 18-54) are more likely to believe there are more Skilled Trade career options than their used to be; this age group is also more likely to indicate they would encourage their children or others to consider a career in the Skilled Trades, as are those residing outside of Quebec (vs Quebecers).

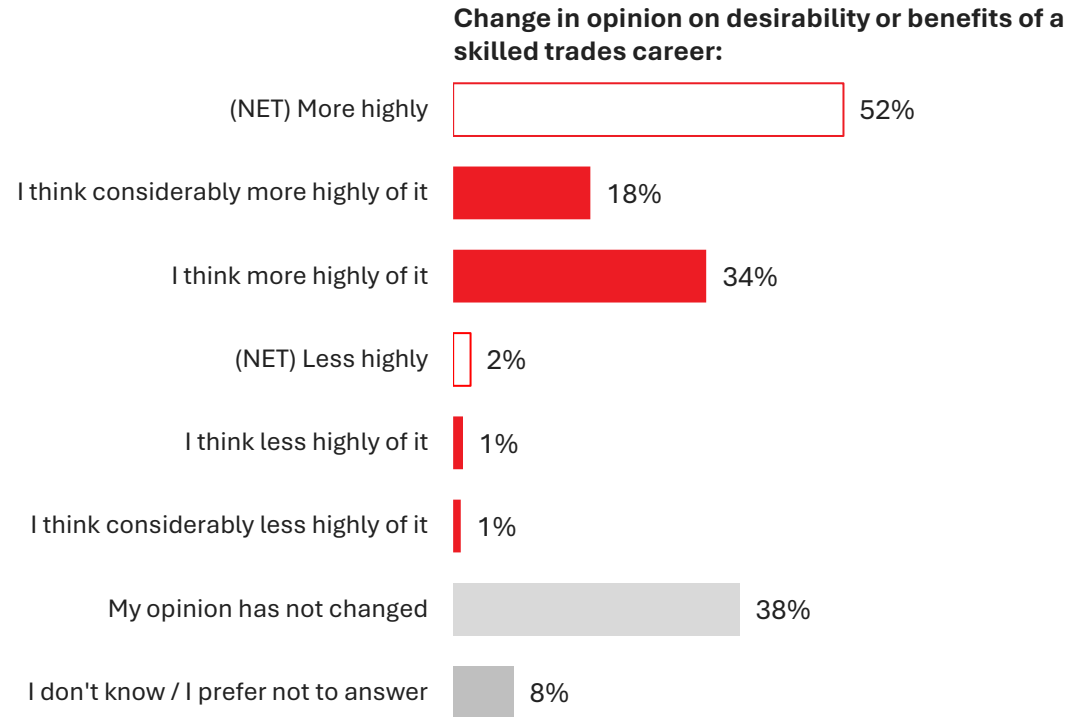


Q7. To what extent do you agree or disagree in the following:

Base: ALL n=1626

Half of Canadians (52%) regard the desirability or benefits of careers in trades more highly compared to a few years ago.

In fact, nearly a fifth (18%) think *considerably* more highly of it while just 2% indicated their opinion has worsened; 38% say their opinion has not changed in the past few years. Demographically, those with a university education (58% vs 49% with less education) as well as those who work in skilled trades themselves (63% vs 50% of those who do not) are more likely to think more highly of the desirability and benefits of careers in trades compared to a few years ago.



Q8. Compared to a few years ago, how has your opinion on the desirability or benefits of a career in the trades changed?

Base: ALL n=1626

Significantly higher

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