



Survey Report

Classic Fire + Life Safety

Measuring Up the Trades – 2025 Study – Second Edition

Date: 13 / August / 2025
Project: 81770-027



Methodology

How



An **online** survey.

Who



n=1,508 Canadians, 18+.

When



Completed between **August 08 and 11, 2025**, using Leger’s online panel.

Other



No margin of error can be associated with a non-probability sample (i.e. a **web** panel in this case). For comparative purposes, though, a probability sample of **n=1,508** respondents would have a margin of error of **±2.5%**, 19 times out of 20.

Leger’s online panel

Leger’s online panel has more than 400,000 members nationally and has a retention rate of 90%.

Quality control

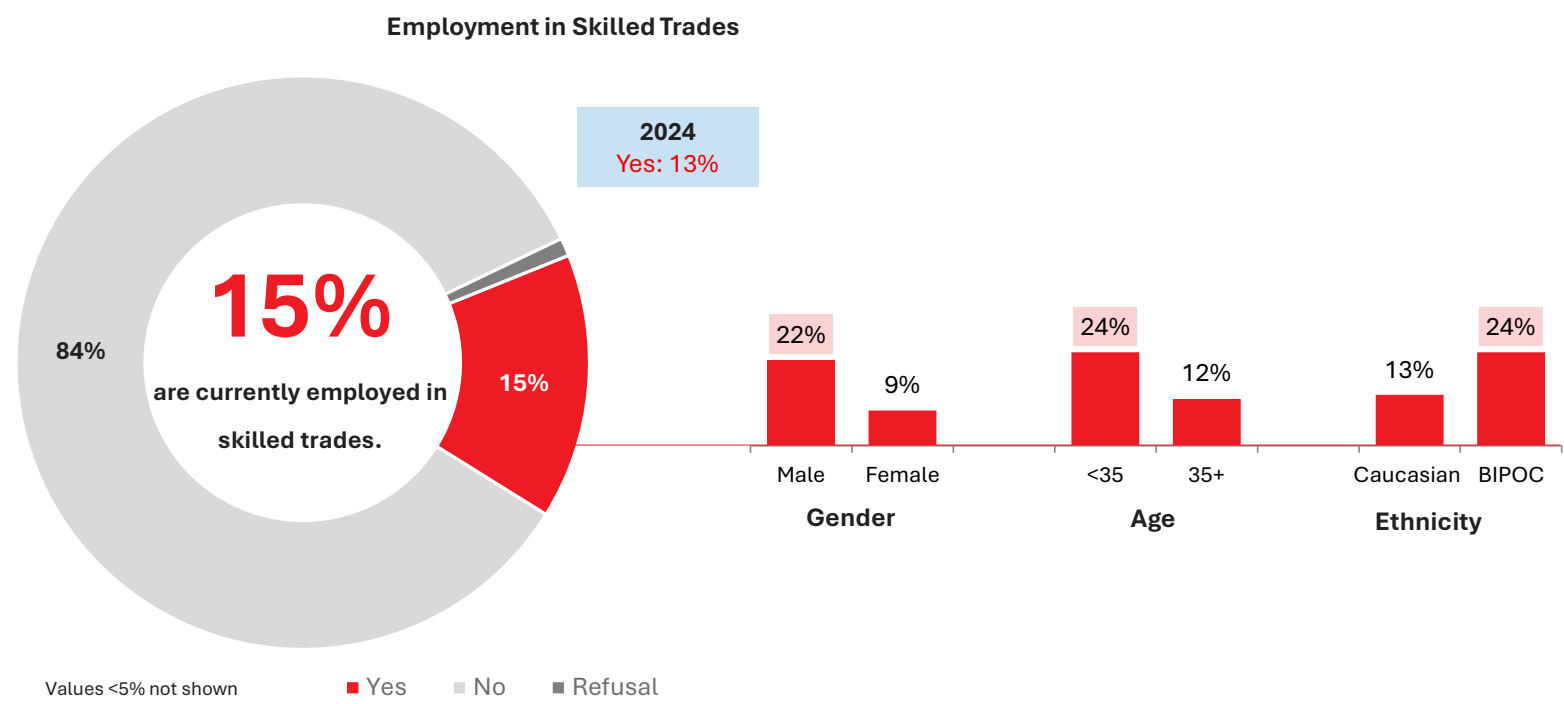
Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients’ needs with honesty, total confidentiality, and integrity.

Leger is the largest Canadian-owned market research and analytics company, with more than 600 employees in eight Canadian and US offices. Leger has been working with prestigious clients since 1986.

Note: Respondents were allowed to select multiple options for ethnicity. White includes only those who selected white, and no other identity. BIPOC includes all respondents who identify as Black, Indigenous, Latin American, Middle Eastern/North African, and Asian groups. This aggregation was used due to limited individual sample sizes, and findings may not reflect the unique experiences of each subgroup.

One-in-ten Canadians (15%) are currently working in a Skilled Trade, similar to last year.

Those more likely to be employed in the Skilled Trades include men, those <35, BIPOC Canadians, as well as those living in Western Canada (20% vs. 12% of those in Eastern Canada).



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 (2025 n=1508 | 2024 n=1626)

Significantly higher

Two-fifths (43%) have considered a career in Skilled Trades, a 3-point increase from 2024.

The proportion of those who have *strongly* considered a Skilled Trades career has increased significantly from the previous wave, while a quarter have *somewhat* considered this option. Those more likely to consider a career in the skilled trades include men, those living outside Quebec, and BIPOC Canadians. Those living in rural areas are also more likely to consider a skilled trades career (51% vs. 41% of those in urban and suburban areas), as are those with a college education (51% vs. 41% of those with a high school education or less and 34% of those with a university education).

Considered a Career in a Skilled Trade?		2024	GENDER		REGION		ETHNICITY	
			Male	Female	Quebec	RoC	White	BIPOC
(NET) Considered	<div><div></div></div> 43%	40%	55%	31%	37%	45%	41%	51%
Strongly considered	<div><div></div></div> 18% ↑	15%	24%	12%	15%	18%	17%	19%
Somewhat considered	<div><div></div></div> 25%	25%	32%	19%	22%	26%	24%	32%
(NET) Not considered	<div><div></div></div> 55%	56%	43%	67%	60%	54%	57%	47%
Did not really consider	<div><div></div></div> 22%	22%	20%	23%	22%	22%	21%	24%
Did not consider at all	<div><div></div></div> 34%	35%	23%	44%	38%	32%	36%	23%
I prefer not to answer	<div><div></div></div> 2%	3%	2%	2%	2%	2%	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.)

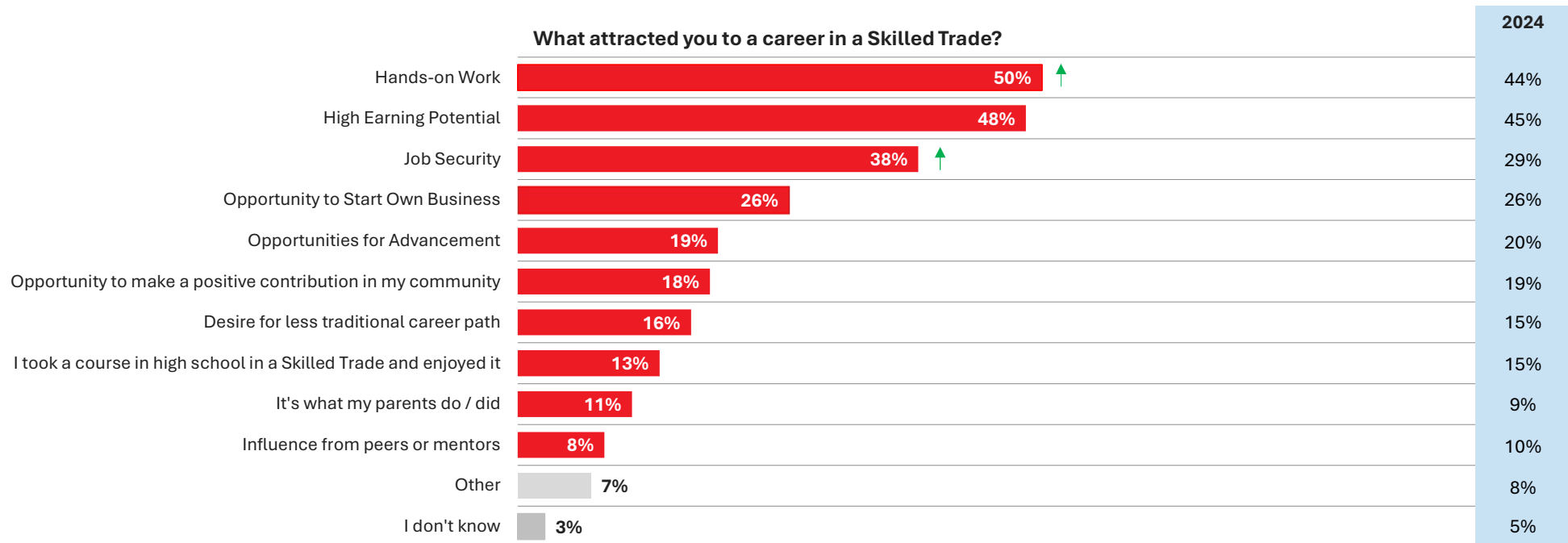
Base: ALL (2025 n=1508 | 2024 n=1626)

↑↓ Significantly higher/ lower than last wave

Significantly higher



Among those working in or considering a career in the skilled trades, half say they were drawn by the hands-on work (50%) and high earning potential (48%).

Other appealing factors include job security, opportunities to start one's own business and advancement. Compared to last year, attraction due to hands-on-work and job security have significantly increased.



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 (2025 n=599 | 2024 n=635)


 Significantly higher/ lower than last wave

Similar to last year, those who did not pursue a career in the skilled trades cite a preference for white collar jobs, a lack of awareness and a belief that skilled trades are physically demanding as their top reasons.

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. Compared to last year, detraction due to lack of encouragement from teachers/ parents and influence of societal norms has decreased significantly.

Why did you not consider a career in a Skilled Trade?	2024	AGE		EDUCATION		
		18-34	35+	High school or less	College	University
Preference for white-collar Jobs	23%	28%	24%	16%	22%	36%
Lack of awareness of opportunities	17%	21%	17%	20%	18%	17%
Belief that skilled trades are too physically demanding	18%	28%	15%	13%	17%	25%
Lack of encouragement from teachers / parents	16%	15%	13%	12%	12%	16%
Concern about job stability	13%	19%	11%	11%	15%	12%
Perceived low earnings	9%	17%	7%	8%	7%	13%
Influence of societal norms / expectations	11%	14%	7%	7%	8%	12%
Perception of low prestige	8%	15%	6%	5%	6%	14%
Other	23%	16%	29%	27%	28%	23%
I don't know	16%	13%	15%	21%	14%	9%

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 (2025 n=1332 | 2024 n=1426)



Significantly higher/ lower than last wave



Significantly higher

The top three perceptions of a career in a Skilled Trade include good pay (62%), job stability (46%), and opportunities for small business development (46%).

Those aged 35+ and those living outside Quebec are more likely than their counterparts to name positive perceptions of careers in skilled trades. There are no significant changes since last year.

Perceptions of a Career in Skilled Trades:		2024	AGE		REGION	
			<35	35+	QC	RoC
Pays well	62%	62%	56%	64%	56%	64%
Provides job stability	46%	47%	36%	50%	40%	48%
Provides opportunity for small business development	46%	45%	42%	47%	39%	48%
Offers good opportunities for professional development	38%	38%	34%	39%	40%	37%
Offers good work-life balance	33%	35%	28%	35%	33%	33%
Is respected in society	31%	32%	26%	33%	23%	33%
None of the above	4%	4%	3%	4%	3%	4%
I don't know	7%	9%	5%	7%	8%	6%

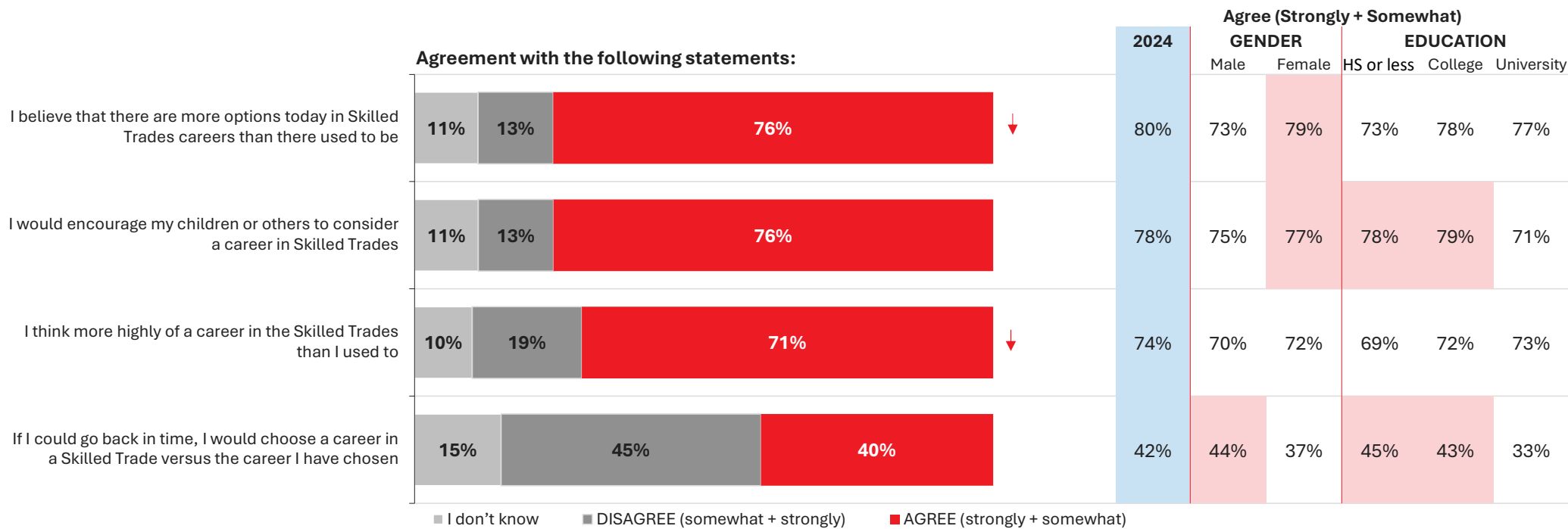
Q6. To the best of your knowledge, which of the following short statements do you believe apply to a career in a Skilled Trade.

Base: ALL (2025 n=1508 | 2024 n=1626)

 Significantly higher

Three quarters (76%) believe there are more options today in Skilled Trades and that they would encourage their children/others to consider a Skilled Trades career.

However, compared to last year, there is a significant decrease in the proportion of those who believe there are more options in Skilled Trades today. Seven-in-ten (71%) say they think more highly of a Skilled Trades career than they used to, while two-fifths believe they would choose a career in a Skilled Trade if they could go back in time.



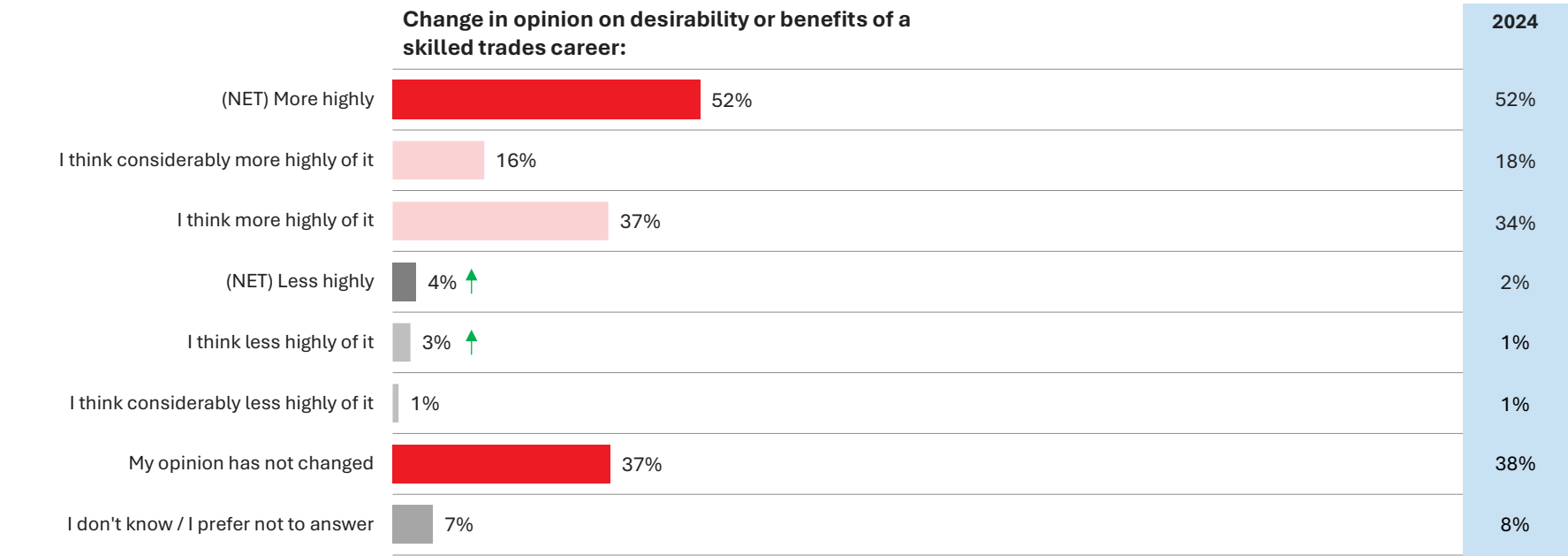
Q7. To what extent do you agree or disagree in the following:

Base: ALL (2025 n=1508 | 2024 n=1626)

↑ ↓ Significantly higher/ lower than last wave ■ Significantly higher

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

In fact, roughly one-in-ten (16%) think *considerably* more highly of it while 4% indicated their opinion has worsened. 37% say their opinion has not changed. Demographically, those who work in skilled trades themselves (28% vs. 14% of those who do not) are more likely to think considerably more highly of the desirability and benefits of careers in trades compared to a few years ago. Compared to last year, a higher proportion view the desirability of a career in trades less highly, although this represents just a 2% increase.



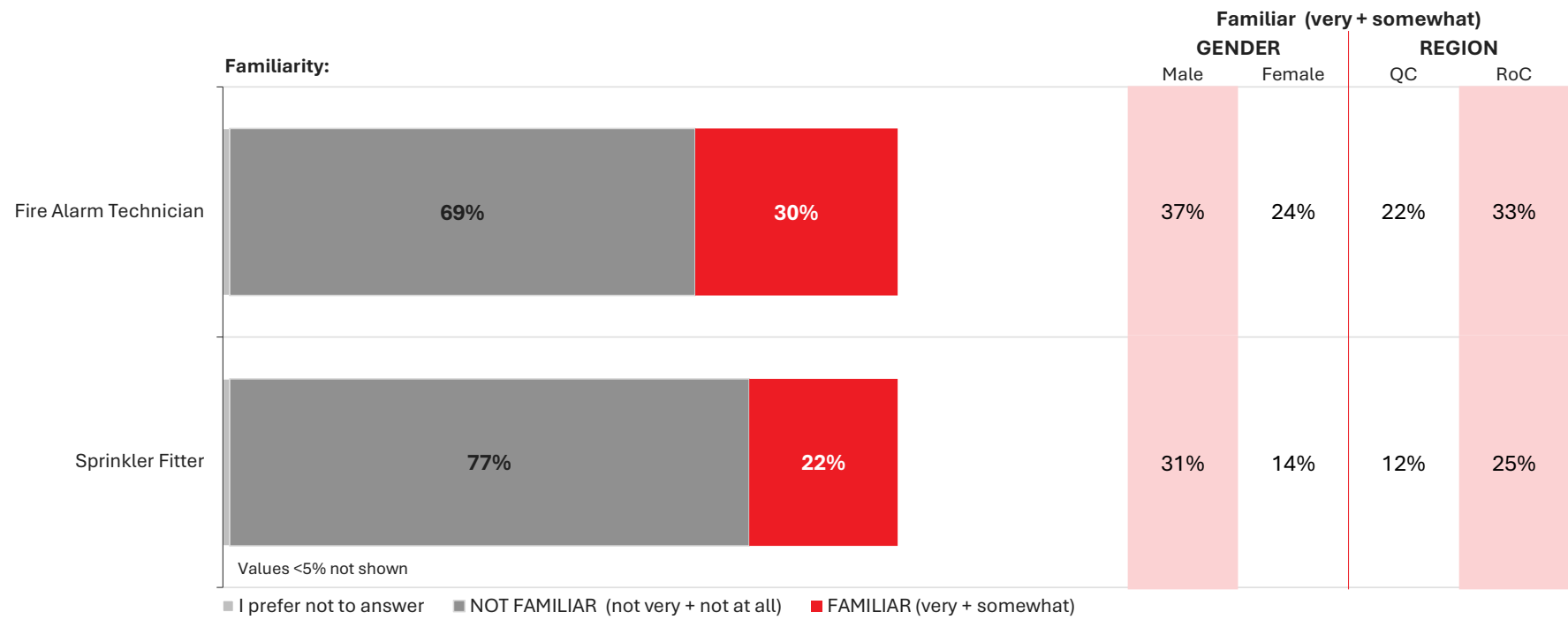
Q8. Compared to a few years ago, how has your opinion on the desirability or benefits of a career in the trades changed?

Base: ALL (2025 n=1508 | 2024 n=1626)

↑↓ Significantly higher/ lower than last wave

Three-in-ten Canadians are familiar with fire alarm technicians as a career option; one-in-five are familiar with sprinkler fitters.

Familiarity with both career options are higher among men and those living outside Quebec.



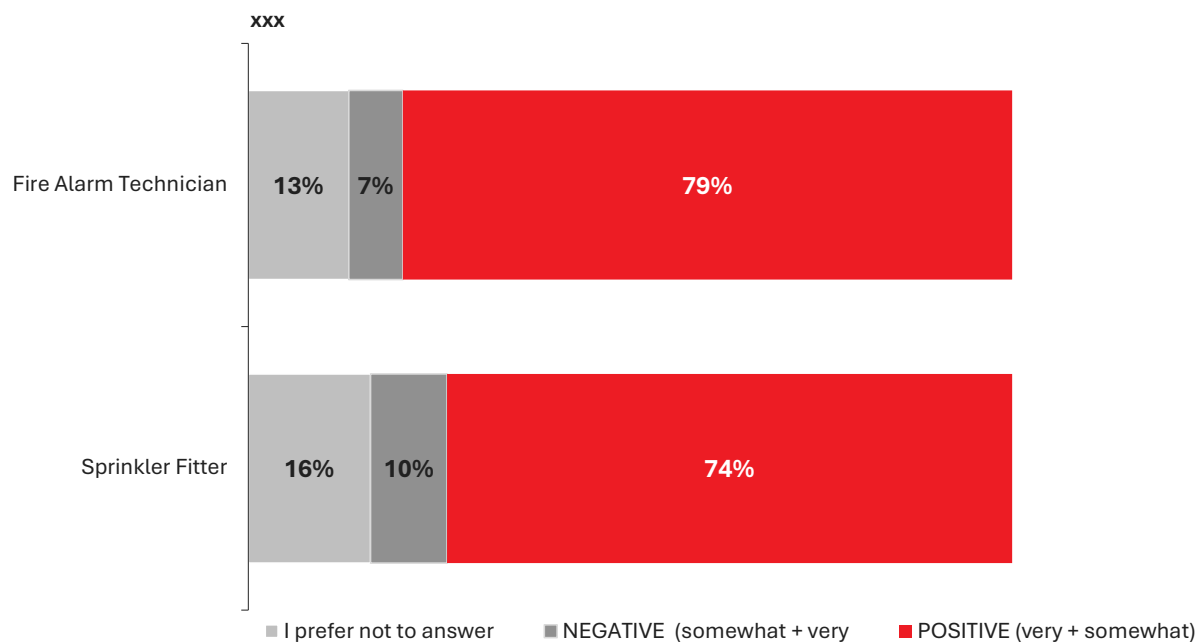
NEW Q9. How familiar are you with the following career options in the trades?

Base: ALL (2025 n=1508)

Significantly higher

The majority of Canadians hold a positive opinion of fire alarm technicians and sprinkler fitters as career options.

Western Canadians are more likely to have positive opinions of both fire alarm technicians (83% vs. 77% eastern) and sprinkler fitters (81% vs. 72% eastern). It is notable that those aged 18-34 are more likely to have a negative opinion of both careers; 11% have a negative opinion of fire alarm technicians (vs 6% aged 35+) and 15% have a negative opinion of sprinkler fitters (vs 8% aged 35+)



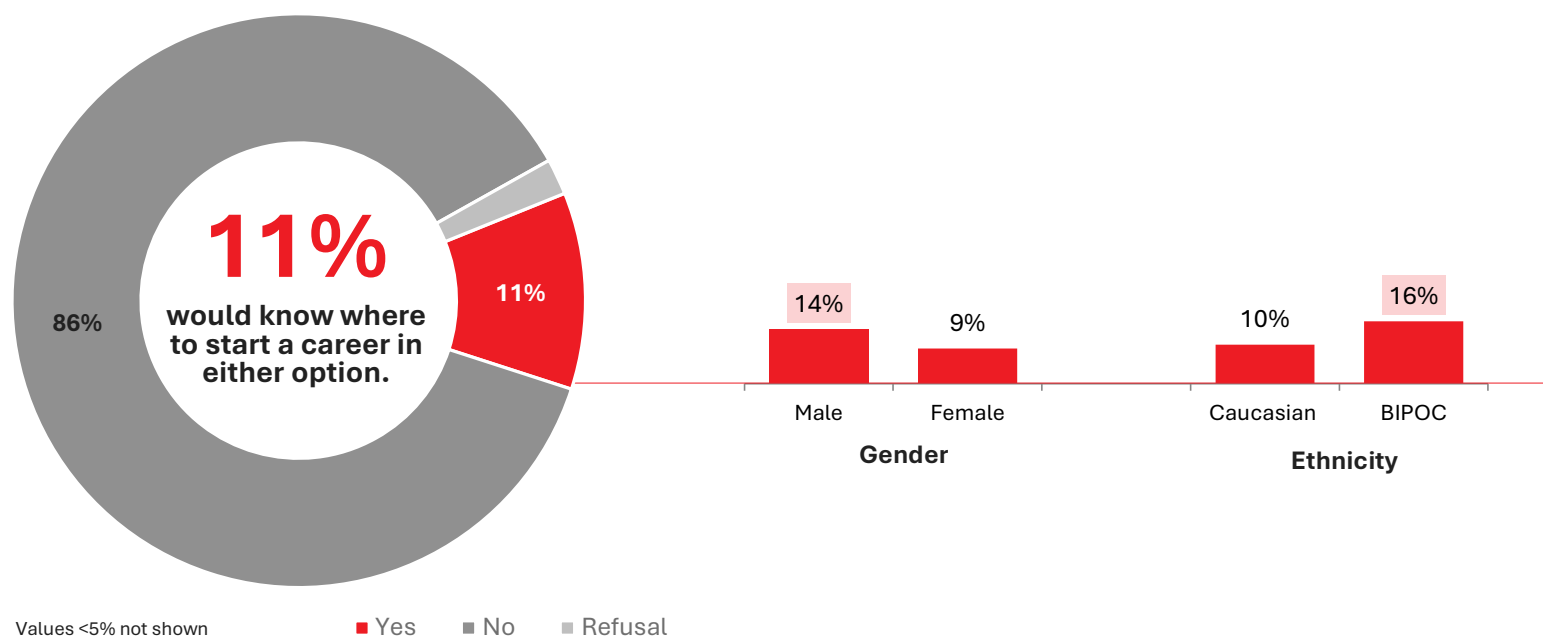
NEW Q10. What is your current opinion of a career as the following?

Base: ALL (2025 n=1508)

Significantly higher

One-in-ten Canadians know where to start if they or someone they know wanted to start a career as a Fire Alarm Technician or a Sprinkler Fitter.

Men and BIPOC Canadians are more likely to know where to start, as are those working in skilled trades (31% vs. 8% of those who do not).



NEW Q11. If you, or someone you know, wanted to start a career as a Fire Alarm Technician or a Sprinkler Fitter, do you know where to start?

Base: ALL (2025 n=1508)

Significantly higher

5

Our Team



Our team

The Central Canada Communications Team:



Lisa Covens
Senior Vice President
lcovens@leger360.com
416-964-9222



Magdalena Morello
Senior Research Director
mmorello@leger360.com
416-964-9222



Abhishak Toor
Research Analyst
atoor@leger360.com
416-964-9222

Our services

Leger

Marketing research and polling

Customer Experience (CX)

Strategic and operational customer experience consulting services

Leger Analytics (LEA)

Data modelling and analysis

Leger Opinion (LEO)

Panel management

Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

600
employees

185
consultants

8
offices

MONTREAL | QUEBEC |
TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK