



## Why we need to enthuse young Canadians about construction

Home Market Update  
by Steve Randall 19 Mar 2019



Young Canadians may be missing out on a fantastic career with many benefits because of widely-held stereotypes.

Two reports commissioned by the **Residential Construction Council of Ontario (RESCON)** together with the Ontario government, aims to boost recruitment in the construction sector and highlight the generally high satisfaction of workers in the industry.

Among the findings, the research highlights that despite the stigma associated with construction trades, nearly two-thirds (65%) of the GTA trades surveyed rated their job satisfaction between 8 and 10 on a scale of 1-10. The average score was 7.9.

Almost two thirds of trades said they would recommend the trades to a young person with many highlighting the camaraderie and constant learning they enjoy from working in the industry.

And for those concerned about income, 81% of respondents said they enjoy a sense of financial security.

**RESCON** is calling for better information and a positive portrayal of the construction industry from teachers, guidance counsellors, parents, and industry, to help young Canadians see the benefits that a career in construction offers.

A series of videos are available at [jobtalksconstruction.ca](http://jobtalksconstruction.ca).

“Unfortunately, the average age of a Canadian apprentice is 27 years old. To overcome this, influencers must become better informed about the benefits of construction careers, which are lucrative and highly satisfying, so that we can continue to tell the stories of young people thriving in this industry, like in the Job Talks video series,” said **RESCON president Richard Lyall**.