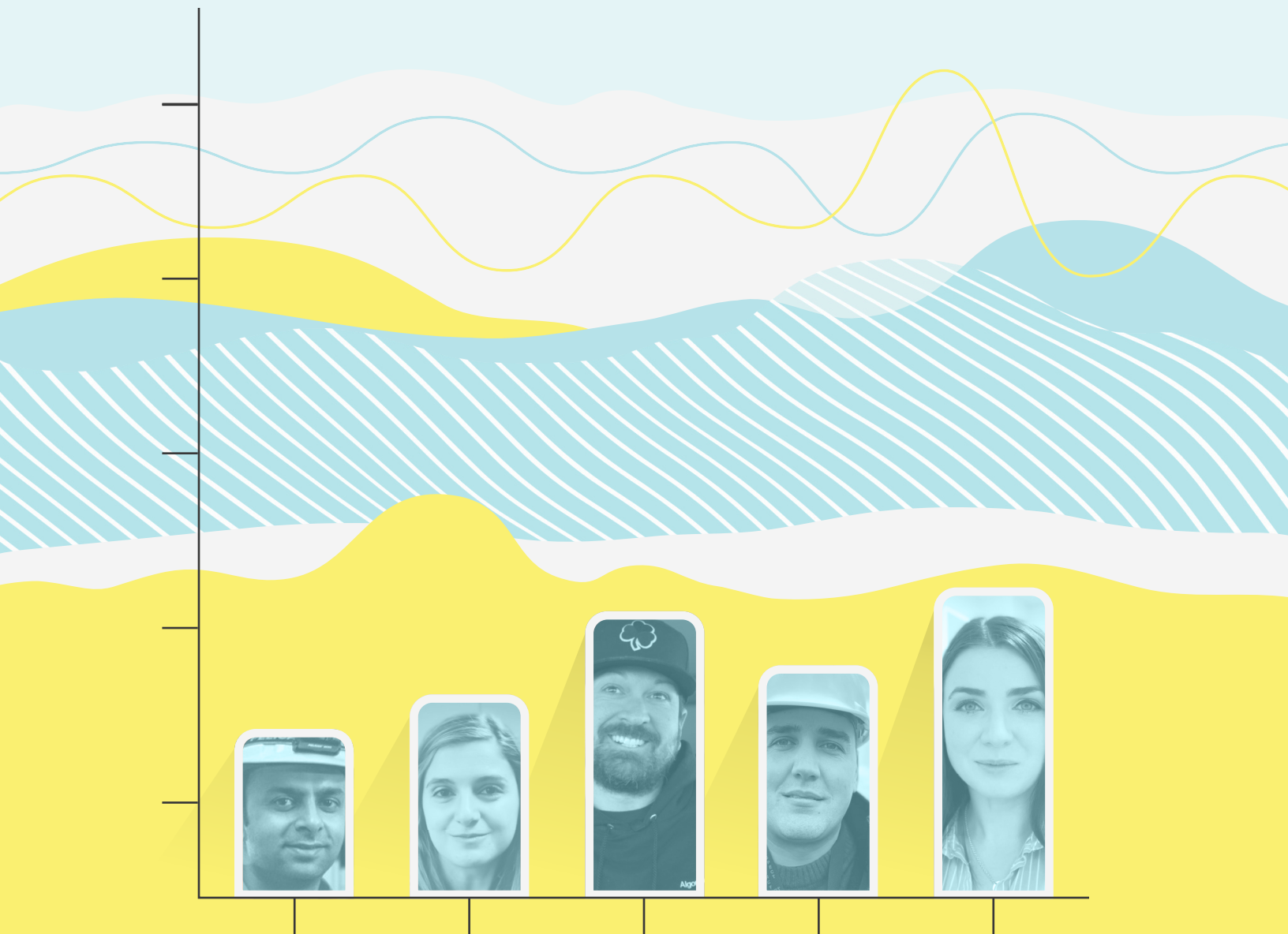


Imagine Marine

NATIONAL YOUTH SURVEY

Marine and the Next Generation



CANADIAN
MARINE
INDUSTRY
FOUNDATION

This document, and more, is available for download from Martin's Marine Engineering Page - www.dieselduck.net

MARCH 2022

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ABOUT THE CANADIAN MARINE INDUSTRY FOUNDATION

In 2020, the Chamber of Marine Commerce joined forces with key public sector partners with maritime responsibilities — Transport Canada, the Canadian Coast Guard and the Transportation Safety Board — to officially launch the **Canadian Marine Industry Foundation (CMIF)** to jointly promote careers in the marine sector. The CMIF has expanded its membership since then to include private sector companies, unions and educational institutions — all with the aim of delivering the message of job opportunities in the marine sector for young people, under-represented minorities, second career seekers and new citizens.

Canada's marine sector includes over 1,000 employers — both in the private and public sectors — and employs more than 100,000 skilled workers and professionals across Canada. The diverse sector offers job seekers exciting opportunities in everything from seafaring and cargo handling; to logistics and port administration; to infrastructure operations and government services — just about anything you can imagine.

So, why aren't more young people pursuing a career in Canada's marine sector?

To answer this question, the CMIF engaged Abacus Data Group to survey young people in Canada — aged 14 to 29 — about the importance of different career attributes, perceptions of the marine industry (and others), and to measure their interest and likelihood of pursuing a career in the marine industry.

The results of this research offer a clear picture of how the next generation of Canada's workforce views the marine industry and offers insights into how to inform and recruit more young Canadians into the industry. The survey results also provide data to better inform the marine sector's workforce development by identifying roadblocks and opportunities that will guide the CMIF's communication campaign — Imagine Marine. Through this campaign, the CMIF will support the sector's near- and long-term talent development objectives by growing awareness and providing information and resources necessary to those interested in taking the first steps toward a rewarding future in marine.



Find out more at [imagine-marine.ca](https://www.imagine-marine.ca)

MESSAGE FROM THE SURVEY SPONSOR



According to StatsCan, there are more than 2 million young Canadians between the ages of 15-19. Many of these teens will be at that critical stage of contemplating their future dream job and mapping out how to get there. But despite the many benefits on offer – great salaries, interesting and varied work, technology-driven, a career in the Canadian marine sector will be an unknown quantity for most of them.

For decades, the next generation has entered the marine sector mainly “by chance,” hearing about its attributes from a friend or family member or after being in another logistics-related industry. Companies, educational institutions and unions have mounted ad campaigns but their individual efforts have been insufficient to drive enough candidates into the workforce.

According to Transport Canada estimates, there were more than 1,200 job vacancies in 2020 onboard commercial vessels and ferries, and many of these were in the most critical areas to keep ships operating such as deck officers and engineers. In recent years, shortages like these have led to Canadian vessels being pulled out of service for periods of time, resulting in real economic losses.

Labour shortages have also hit agencies like pilotage authorities and the Canadian Coast Guard, with the public sector often competing for skilled employees from the same, small talent pool. There’s also a wide variety of career opportunities in ports and other shore-based marine operations.

The same estimates by Transport Canada found that 43% of the marine transportation workforce is expected to retire over the next 10 years. There is also the need to replace workers who voluntarily leave the marine sector or who move to shore-based positions. It is projected that there will be a need to hire approximately 19,000 new seafarers over the next 10 years.

With this in mind, the **Chamber of Marine Commerce** is pleased to be sponsoring the first ***National Youth Survey: Marine and the Next Generation***. The survey results provide valuable insights as to what appeals to youth in a career. I am also personally encouraged by the positive perceptions young Canadians have of marine as being both economically important and environmentally and socially responsible. This is an important first step to attract new recruits from a generation that cares deeply about its ability to make a difference, and wants to feel challenged and fulfilled while on the job.

We look forward to supporting the CMIF’s Imagine Marine awareness program and working closely with our industry and government partners to attract the next generation to a rewarding future in Canada’s marine sector.

Bruce R. Burrows
President and CEO
Chamber of Marine Commerce

KEY FINDINGS

A first of its kind, this *National Youth Survey: Marine and the Next Generation*, details the current landscape of marine sector career awareness and how Canada's Millennials and Generation Z¹ view the marine industry. The key findings include:

- Overall, the marine industry is in a good starting position. Many young people think highly of the industry, especially when it comes to aligning with their own values.
- Just under half of young people are open to considering a career in the marine industry, and 20% have thought about a career in the industry before today and are at least open to pursuing this interest.
- Compared to other industries, 69% of respondents believe that the marine industry provides interesting and fulfilling work; 67% believe it offers good pay and benefits; 56% believe that it values corporate/environmental responsibility; and 57% believe there are lots of opportunities to advance.
- Millennials and those in Generation Z place a lot of importance on pay and stability. But pay and security are not their only priorities. Young people are also concerned about flexibility and finding a job that affords them a life that includes more than work. They want a job that affords a work-life balance every day, not just generous vacations, and they want a job that seamlessly fits into their goals, values, and interests.
- The biggest barrier for the sector is a lack of knowledge on the diversity of jobs offered in the marine sector. 40% of respondents had "never heard anything about it." However, among this 40%, a third still say they would consider a career in the industry.

The marine industry, however, has the potential to successfully recruit a large number of young people. Young people already believe their foundational career interests are offered by the industry (good pay, and fulfilling work) but there is less knowledge on industry specifics, and therefore, uncertainty about the availability of jobs, job opportunities where they live, and seeing people like themselves in the industry.

¹ Millennials are a generational cohort born between the years of 1980 and 2000. Generation Z is a generational cohort currently being formed, but is approximately 15 years long starting with those born in 2000.

Any gaps or shortcomings of the appeal of the marine industry are largely based on this lack of understanding of the industry, not a negative perception. The marine industry aligns with the desires of young people and allows them to contribute to something positive - not something that can be said about all industries.

The foundations for building awareness are already there. The challenge will be providing a better understanding of what exactly it means to work in the marine industry. Increasing awareness of the industry, and showcasing examples of the diverse number of jobs in the industry, as well as highlighting current industry strengths, will help increase the number of those considering and actively interested in careers in the industry.

WHAT THE NEXT GENERATIONS WANT

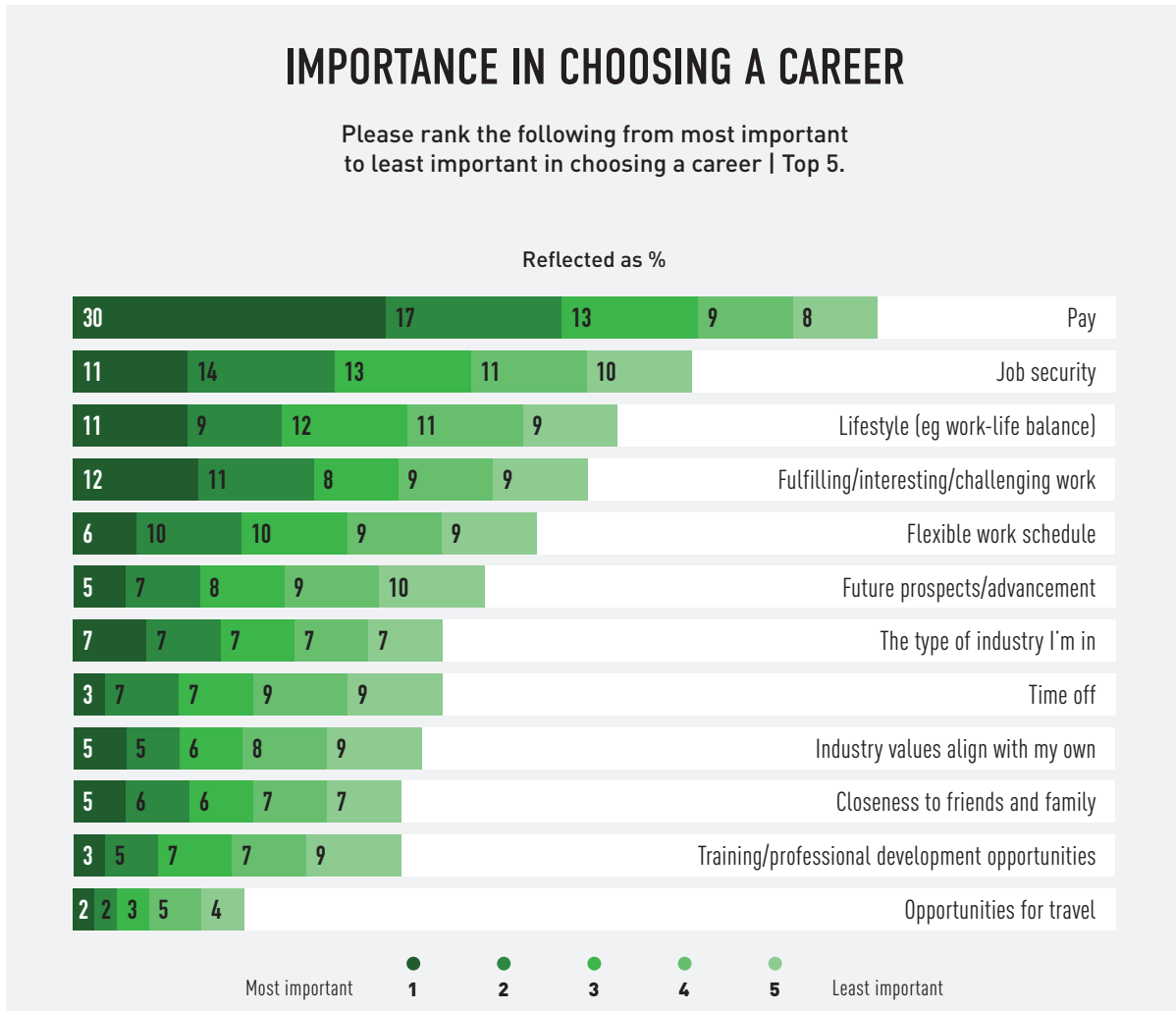
Choosing a Career

The ideal job for a young person in Canada is one that provides a secure income that can keep up with the rising cost of living, and allows young people to apply their personal interests, goals and values to their work.

The next-generation workforce is first and foremost looking for jobs that pay well. This is equally common for youth who are female-identifying and male-identifying, and slightly more important for those who are under 18 and have yet to enter the workforce. A sense of job security is also top of the list for many.



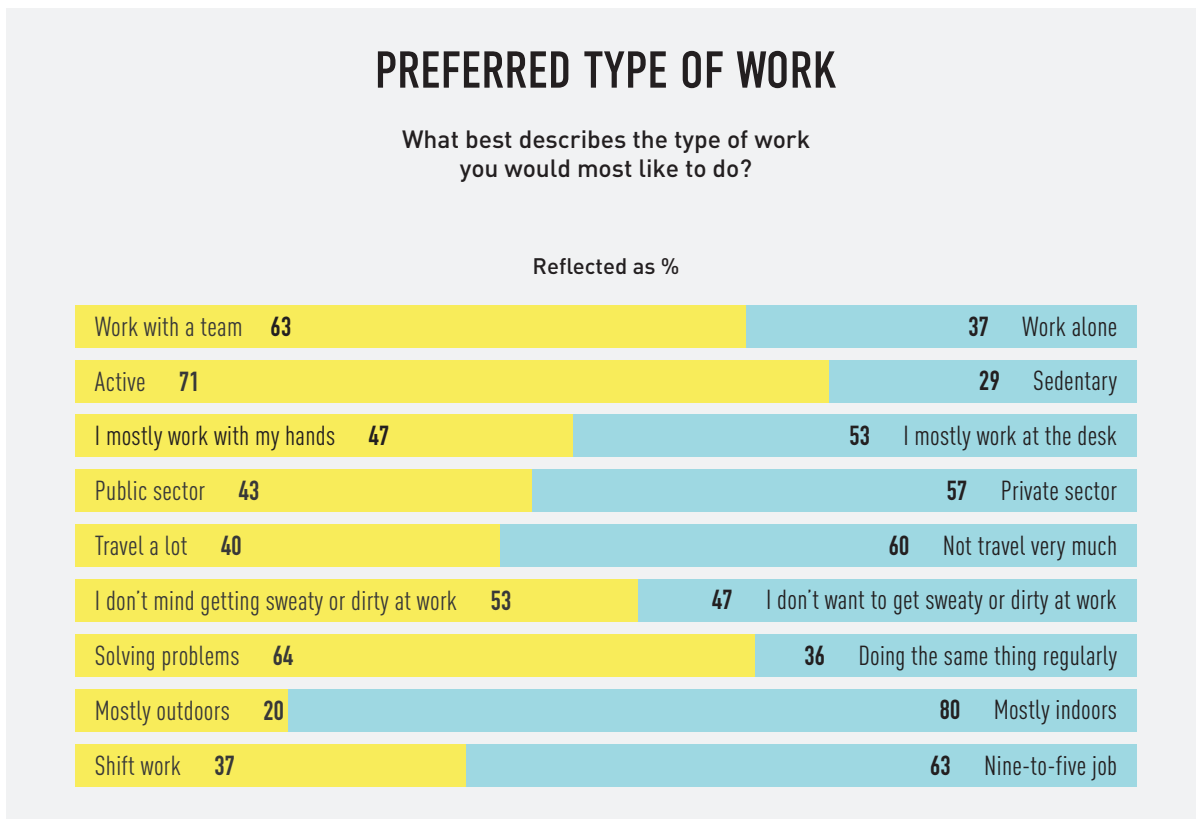
Along with stability, Millennials and Generation Z are also looking for a sense of fulfillment from their career, both on the job and off. Rather than focusing on specific benefits like time off and alignment with industry, they instead prefer to seek out careers that more seamlessly integrate into their lifestyle (32% place work life balance in their top 3) and interests overall (30% place fulfilling/interesting/challenging work in their top 3).



Preferred Type of Work

The next-generation workforce is also looking for a job that allows them to be active (71%), work with a team (63%), and solve problems (64%). Most are looking for jobs that are mostly indoors (80%), and more prefer a nine-to-five (63%) than shift work. There is also a slight preference for jobs that require minimal travel (60%), rather than a job requiring a lot of travel.

Overall, the next generation workforce is divided between a job working with their hands vs. a job at their desk, the public vs. private sectors, and getting sweaty/dirty at work, and not.



There are, however, quite a few notable differences in desired work depending on age, and gender. Younger individuals are more interested in jobs that offer more activity and diversity in what an average workday looks like, while those who are older prefer more stability and predictability. Those under 18 are much more likely to want a job that allows them to be active rather than sedentary (82% vs. 67% among those 18 and older), solving problems rather than doing the same thing regularly (73% vs. 60%), nine-to-five rather than shift (74% vs. 59%), and involves a lot of travel (49% vs. 37%).

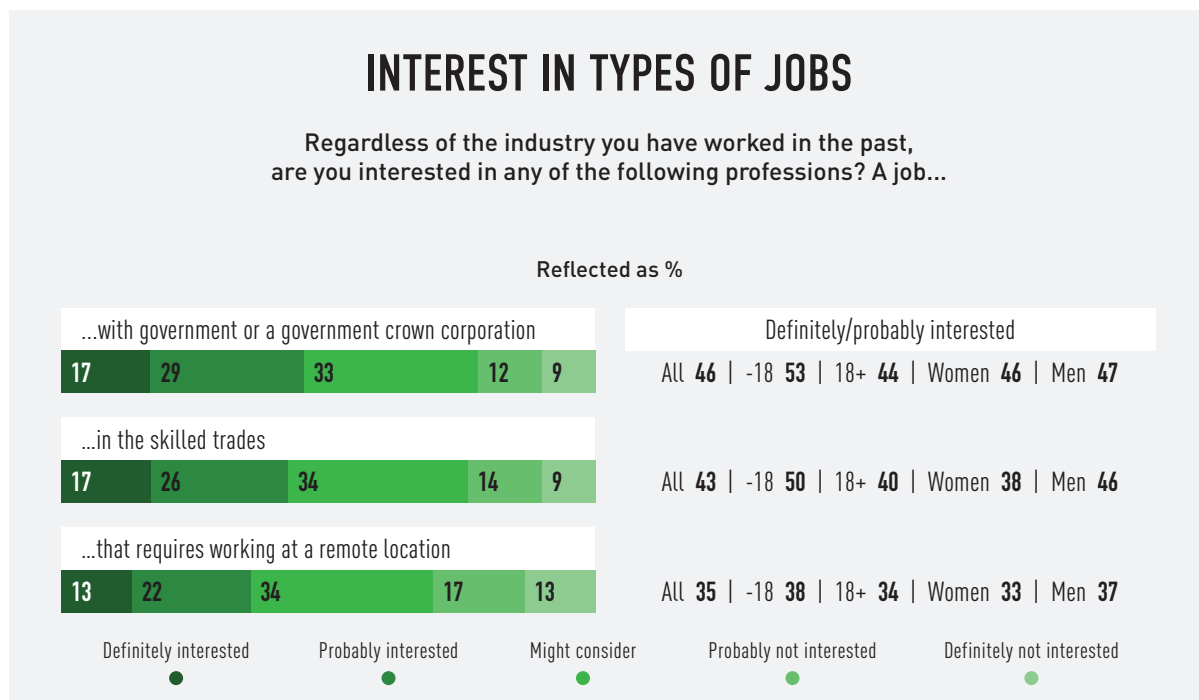
There are also differences present between men and women. Men are a lot more likely to prefer a job where they might get sweaty or dirty (57% vs. 49% of women), a job in the private sector instead of public sector (61% vs. 52%), and a job that's mostly outdoors rather than indoors (26% vs. 13%).

Interest in Types of Jobs

The next generation is also open to pursuing a variety of industries, employers and work settings in pursuit of finding a job that gives them a sense of fulfillment and provides security and good pay. 46% would definitely or probably consider a job that was with a government crown corporation, and 43% say the same about a job in the skilled trades. Fewer are interested in a job where they would have to travel to work at a remote location for a period of time (35% definitely/probably interested) but still, only a third wouldn't consider this type of job overall.

Those under 18 are slightly more interested in a government or crown corporation job, and a job in the skilled trades, compared to those who are over 18. And as may be predicted, interest in the trades is higher among men than women.

Interest in a job where you must travel to a remote location for a period of time is consistent between age and gender.



Sources of Job/Career Information

When it comes to seeking out information about potential jobs and careers, the next generation prefers to reach out to those closest to the job/career itself, and those closest to them. They want to be able to get direct information in a way that feels comfortable for them.

“ 55% SAY EMPLOYERS WEBSITE, OPEN HOUSES, ETC., ARE THE MOST/VERY IMPORTANT SOURCES OF CAREER INFORMATION...”

55% say employers website, open houses, etc., are the most/very important sources of career information, followed by posting on online job boards (50%). Friends, family and someone they know who works in the field are the third most important (47%), followed by a Google search, where they can search for their specific queries independently.

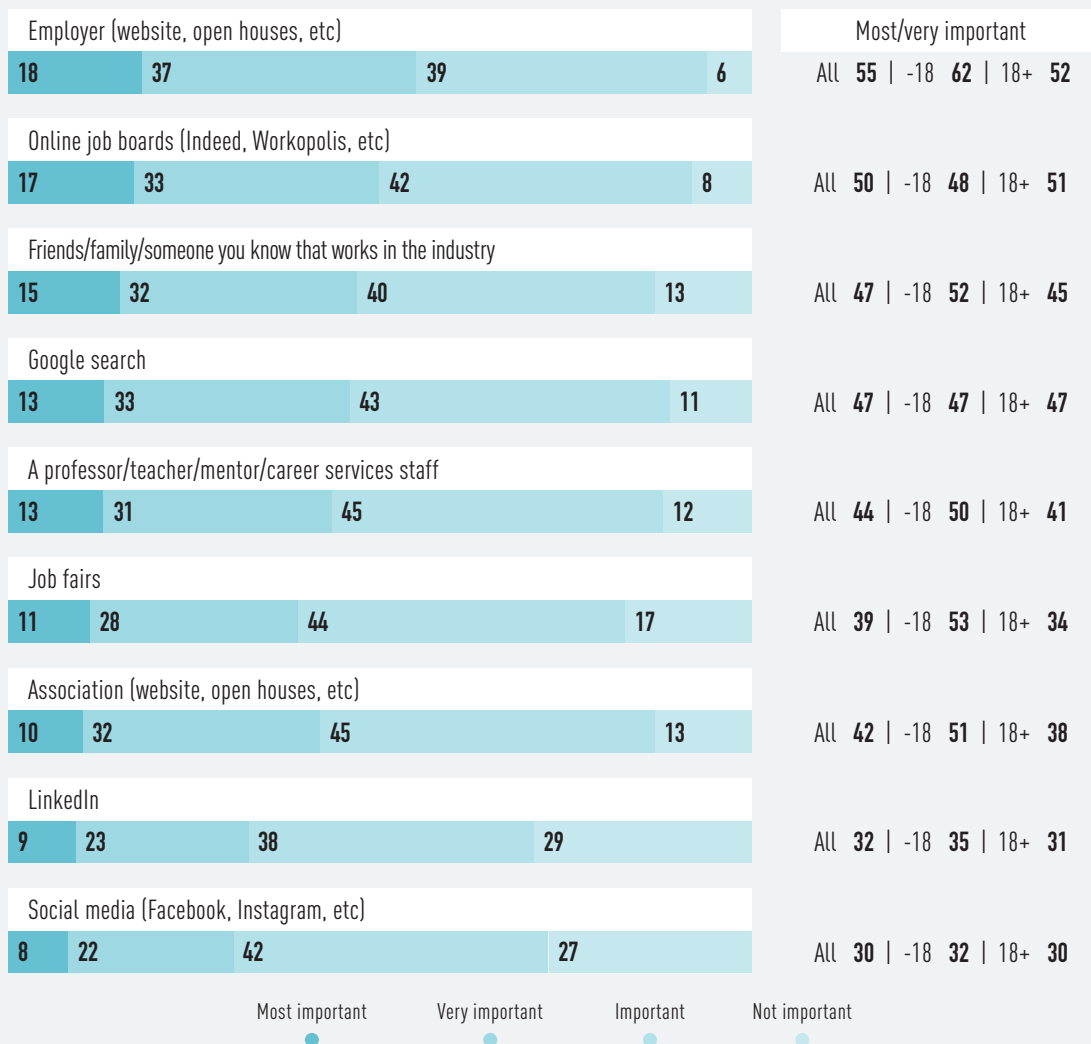


Indirect sources like social media (30%) and associations (42%) are less popular, as are job fairs that might require young people to speak to a number of employers. Instead, individuals prefer to seek out an employer or career path directly (at an open house by the employer or viewing a specific job posting online, for example).

SOURCES OF JOB/CAREER INFORMATION

How important, if at all, are each of the following sources when you seek a job or career information?

Reflected as %



Those under 18 are much more likely to be seeking out information in general, and much more likely to seek out information directly through an employer, and/or friends and family. While those over 18, and likely with some workforce experience, are less interested in using these sources, likely because they already have in the past, and already have a clearer idea of the kind of career/job they are looking for.

But what's most important is that the next generation workforce is using a number of sources to collect information about a potential job or career. 64% say three or more of the listed sources are most/very important in their job search.

What the Next Generations Want - Takeaways

- Like many individuals seeking out a career, Millennials and those in Generation Z place a lot of importance on pay and stability. This is something that has become more and more pressing as the cost of living continues to rise and remains a top concern for these generations. But pay and security are not their only priorities.
- Young people are also concerned about flexibility and finding a job that affords them a life that includes more than work. Rather than specific policies such as generous time off or professional development, the next-generation workforce is looking for jobs that offer a more holistic approach to the work-life divide. They want a job that affords a work-life balance every day, not just generous vacations, and they want a job that seamlessly fits into their goals, values, and interests.
- Young people want to be able to go home at the end of the day, set their work aside, and know that what that their work on the clock is in alignment, not conflict with their personal values. They want to put their minds to work while on the clock, and feel like their work is contributing to something bigger and better than themselves.
- And when it comes to seeking out these kinds of jobs, young people are more likely to turn directly to the source of jobs, like employers and job postings, and seek out information from multiple sources.

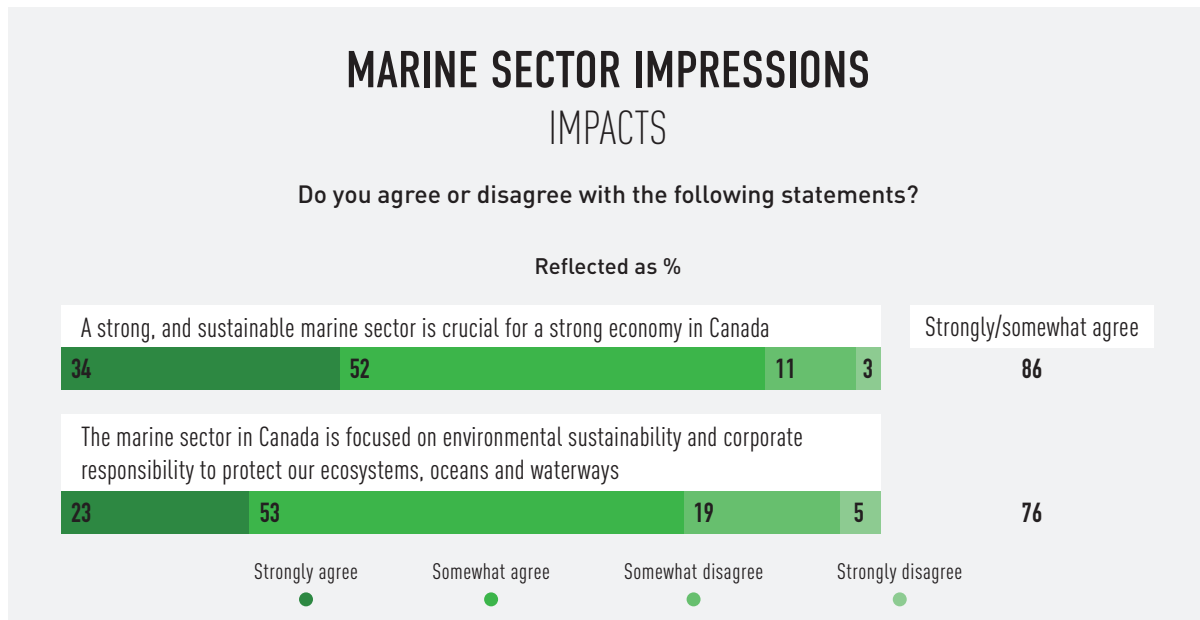
MARINE SECTOR IMPRESSIONS

Impacts

As the next generations enter the workforce in search of a career that gives them fulfillment, a career in the marine industry is certainly poised as a viable option. Young people are looking for a career that allows them to feel positive about their work, and that their efforts are important and contributing to a positive cause. The marine industry checks two of those boxes as young Canadians believe the industry has both positive and important impacts on the economy and the environment.

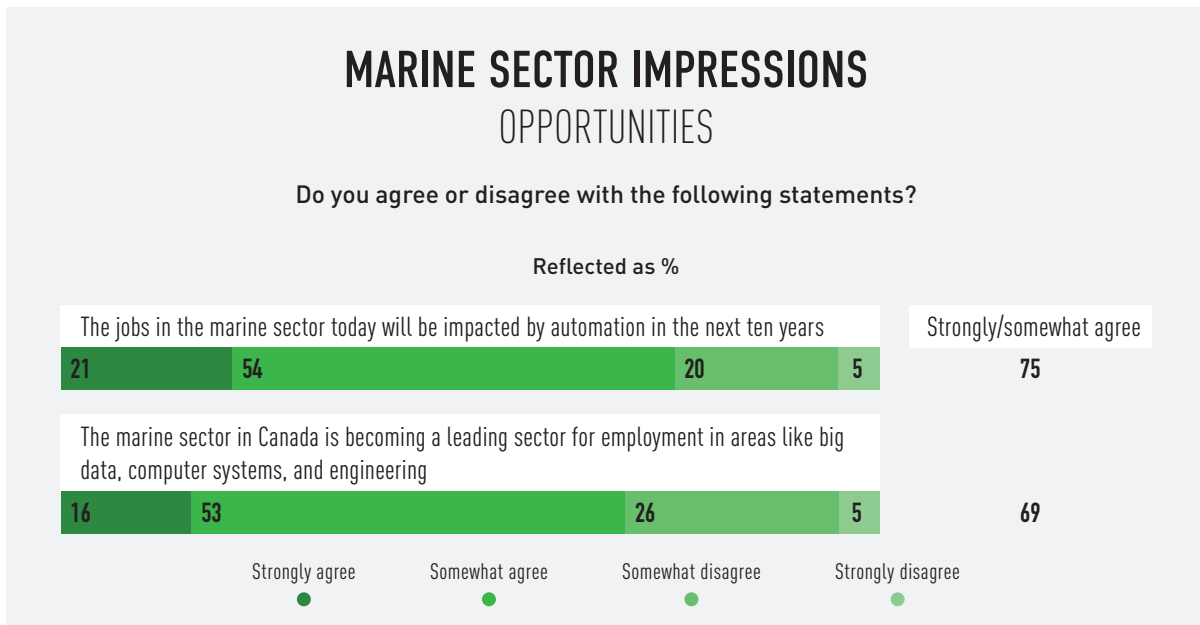
“ TWO-THIRDS (76%) SAY THE MARINE INDUSTRY IS FOCUSED ON ENVIRONMENTAL AND CORPORATE SUSTAINABILITY TO PROTECT OUR ECOSYSTEMS, OCEANS AND WATERWAYS.”

86% believe a strong and sustainable marine industry is crucial for a strong economy in Canada. Two-thirds (76%) say the marine industry is focused on environmental and corporate sustainability to protect our ecosystems, oceans and waterways.



Opportunities

Many also agree the marine industry is becoming a leader in well-paying, problem-solving based jobs (both of interest to these generations), including jobs in big data, computer systems and engineering. But along with perceptions of growth for some jobs, there is also a concern that others will be impacted by automation. 75% say jobs in the marine industry will be impacted by automation in the next ten years — including three-quarters who are interested in, or currently pursuing a career in the trades.



“ 75% SAY JOBS IN THE MARINE INDUSTRY WILL BE IMPACTED BY AUTOMATION IN THE NEXT TEN YEARS — INCLUDING THREE-QUARTERS WHO ARE INTERESTED IN, OR CURRENTLY PURSUING A CAREER IN THE TRADES. ”

Marine Sector Impressions - Takeaways

- For a generation that cares deeply about its ability to make a difference, and feeling challenged and fulfilled on the clock, the marine industry is well positioned. Industry perceptions when it comes to social impacts are overwhelmingly positive with a strong majority saying the industry has net positive impacts and intentions on the economy, social responsibility, and the environment.
- The next step is to connect these positive impressions of the industry, to careers in the industry. Right now, a majority of young people in Canada see the industry as well-aligned with their values, but they might not see themselves working a job in the industry just yet or understand the variety of jobs that would allow them to feel that sense of connection with the positive aspects of the industry. One aspect of this includes providing more information on what a job in the marine industry entails, and how that work contributes to a positive, tangible impact on Canada's economy, the environment and social responsibility.

CONSIDERATIONS AND PERCEPTIONS

Consideration of Career in Marine Industry

Overall consideration of a career in the marine industry is moderate. Half of the next generation workforce is open to a career in the marine sector including 22% would definitely/probably consider it, and 26% who might consider it. The other half are not currently open to a career in the sector.

Aside from a few standout industries, interest in a career in the marine industry is very similar to interest expressed for other tested industries. About half are open to considering a career in the industry. A career in government and public administration is most favourable (44% definitely/probably consider), followed by financial services (38%) and tourism and hospitality (37%). While a career in the marine industry sits within four points (looking at the overall survey sample) of manufacturing (26%) agriculture (22%), oil and gas (21%), and trucking, rail and transportation logistics (20%).

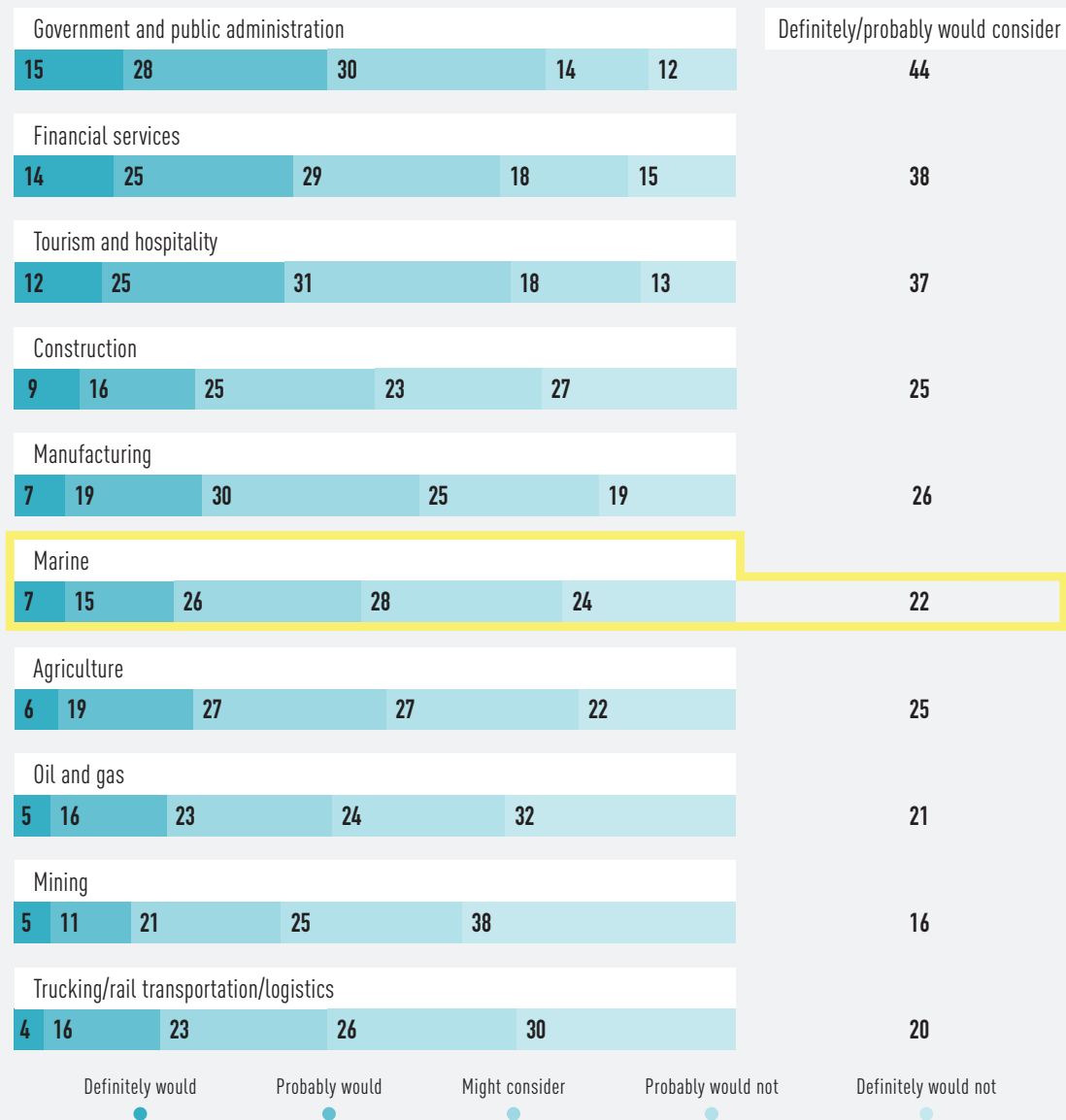
“ THOSE INTERESTED IN THE MARINE INDUSTRY ARE ALSO MORE LIKELY TO HAVE AN INTEREST IN TRADITIONALLY TRADES-BASED CAREERS...”

Those interested in the marine industry are also more likely to have an interest in traditionally trades-based careers, rather than jobs in industries like government and public administration. Among those who are interested in the marine industry half are also interested in a career in mining, transportation and logistics and oil and gas. There is also a fair amount of overlap in interest between the marine industry and construction and manufacturing. This also indicates that young people tend to associate a job in the marine industry with these types of jobs.

CONSIDERATION OF DIFFERENT SECTORS

How likely, if at all, would you consider working in these sectors?

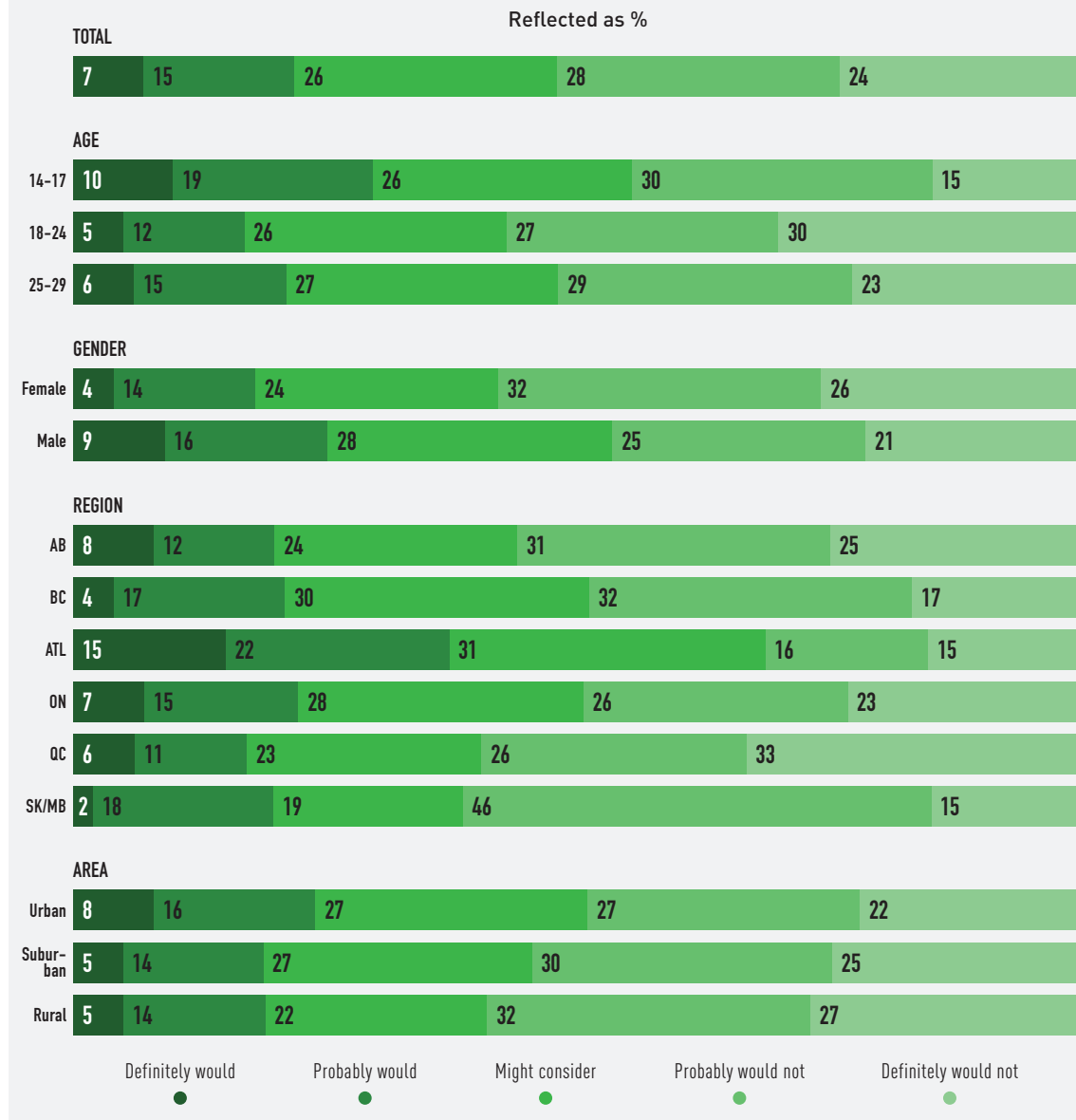
Reflected as %



Interest in a career in the marine industry is higher among men compared to women, higher in urban areas, and highest among those 17 and under. There is also a considerably greater level of interest among those from Atlantic provinces (15% say they would definitely consider a career in the industry, 8 points higher than the average survey sample).

CONSIDERATION OF THE MARINE SECTOR

How likely, if at all, would you consider working in the marine sector?

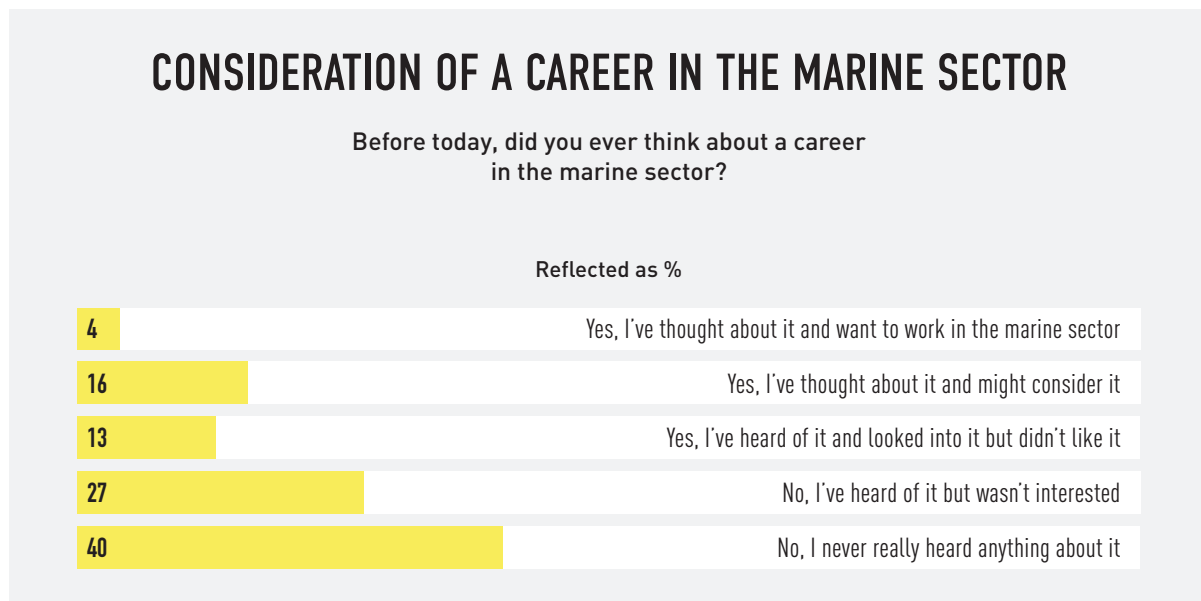


Interest in the industry is also much stronger among higher income households than lower income households, and higher among those who identify as an indigenous person.

Also worth noting, interest is relatively similar among all levels of education, just slightly higher among high school students and university students, compared to those at a college/CEGEP/private institution/polytechnique or trade school. One possible explanation is the different level of understanding of marine industry jobs, among those in high school vs. university vs. college, both on their own, and how they compare to similar industries.

For example, those pursuing a job or already working a job in the trades are more likely than average to consider a job in the marine industry (32% probably/definitely would consider), but also a lot more likely to consider a job in construction (57%), manufacturing (46%), and trucking/rail and logistics (39%). Those pursuing trades jobs may feel there are alternatives to a job in the marine industry that are more familiar, and more traditionally aligned with their education.

One in three young people have thought of a job in the marine industry prior to taking the survey, but there is little active interest in pursuing a job in the industry. Altogether, 4% have thought about the industry and want to work in the industry, while 16% have thought about it and say they might consider a career in the sector.



What's more common is not a lack of interest in the industry, but a lack of knowledge. 40% of young people in Canada have never really heard anything about a career in the industry leaving a large portion of these generations untapped. This lack of knowledge doesn't necessarily discount these individuals from being interested. Among this 40%, a third still say they would consider a career in the industry.

Perceptions about Jobs in the Marine Industry

As young people look for a career with good pay and sense of fulfillment, the marine industry continues to be very well-positioned. 67% believe the industry offers good pay and benefits, and 69% believe the work is interesting/fulfilling. A majority also believe there are a lot of opportunities to advance (57%), and that the industry values environmental and corporate responsibility (56%).

“ COMPARED TO OTHER INDUSTRIES, THE MARINE INDUSTRY PERFORMS BEST ON INTERESTING AND FULFILLING WORK...”

Compared to other industries, the marine industry performs best on interesting and fulfilling work (the top ranked industry for this metric), valuing corporate/environmental responsibility, good pay and benefits, and lots of opportunities to advance.



And when compared to others, the marine industry has some of the lower scores on job opportunities in places they'd want to live, the number of jobs available, a good work-life balance, safety in the workplace and seeing people like themselves in the industry.

CONSIDERATION OF SECTORS

Thinking about working in these sectors, to what extent, if at all, are the following statements true or false?

Definitely/probably true reflected as %

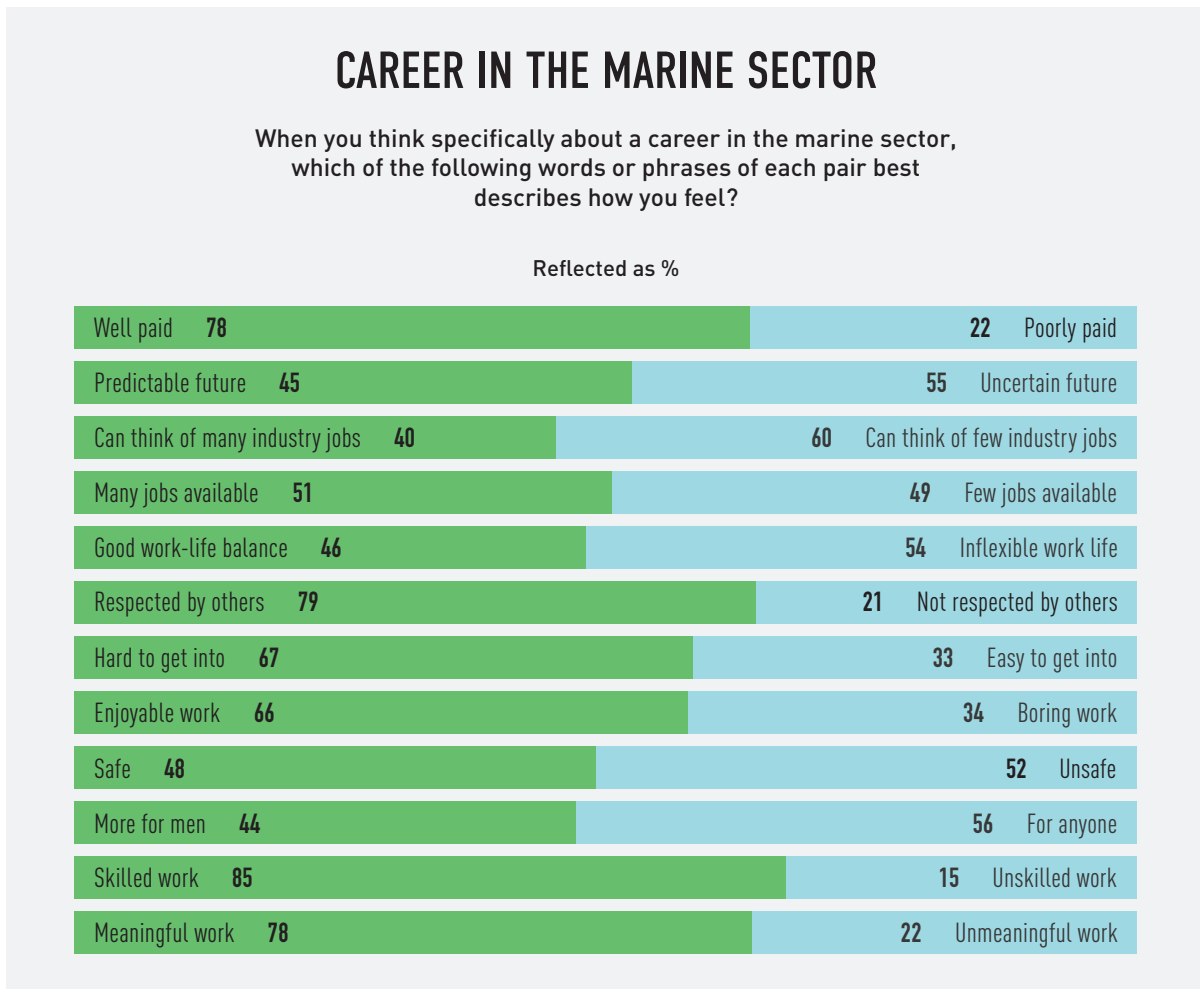
	Marine	Trucking	Rail	Financial services	Construction	Manufacturing	Mining	Agriculture	Gov't & public admin	Logistics tourism & hospitality	Oil & gas
Good pay and benefits	67	63	64	78	72	56	71	48	78	60	74
The work is interesting and fulfilling	69	44	50	50	53	43	51	59	59	66	48
The industry/sector values environmental/corporate responsibility	56	40	45	48	47	42	41	63	59	59	44
There are job opportunities in places you want to live	49	60	51	70	68	57	41	56	71	66	46
There are lots of opportunities to advance	57	40	48	69	62	55	44	49	71	58	58
There are a lot of jobs available	49	70	47	66	77	61	60	55	64	62	63
There is good work-life balance	42	36	43	59	50	49	39	49	64	57	45
People like me work in the sector	40	39	45	58	43	46	37	46	61	62	45
The work is safe	47	48	50	76	34	47	35	56	78	71	39

Asked differently, a majority feel jobs in the industry are well-paid vs. poorly paid (78% vs. 22%), respected by others vs. not respected (79% vs. 21%), offered skilled work rather than unskilled work (85% vs. 15%), and offered meaningful work (78%). Young people also believe the work is more enjoyable (66%) than not (44%).

“ A MAJORITY FEEL JOBS IN THE INDUSTRY ARE WELL-PAID VS. POORLY PAID (78% VS. 22%), RESPECTED BY OTHERS VS. NOT RESPECTED (79% VS. 21%), OFFERED SKILLED WORK RATHER THAN UNSKILLED WORK (85% VS. 15%), AND OFFERED MEANINGFUL WORK (78%). ”

The next generation workforce is divided on whether the industry offered a predictable vs. uncertain future (45% vs. 55%), has a lot of jobs available or not many (51% vs. 49%), offers a good work-life balance or not (46% vs. 54%), safe or unsafe (48% vs. 52%), and whether the industry is more for men or anyone (44% vs. 56%).

More often than not, those in the Millennial and Generation Z generations believe the industry is hard to get into (67%), and 60% say they can only think of a few types of jobs in the industry.



Sector Considerations and Perceptions - Takeaways

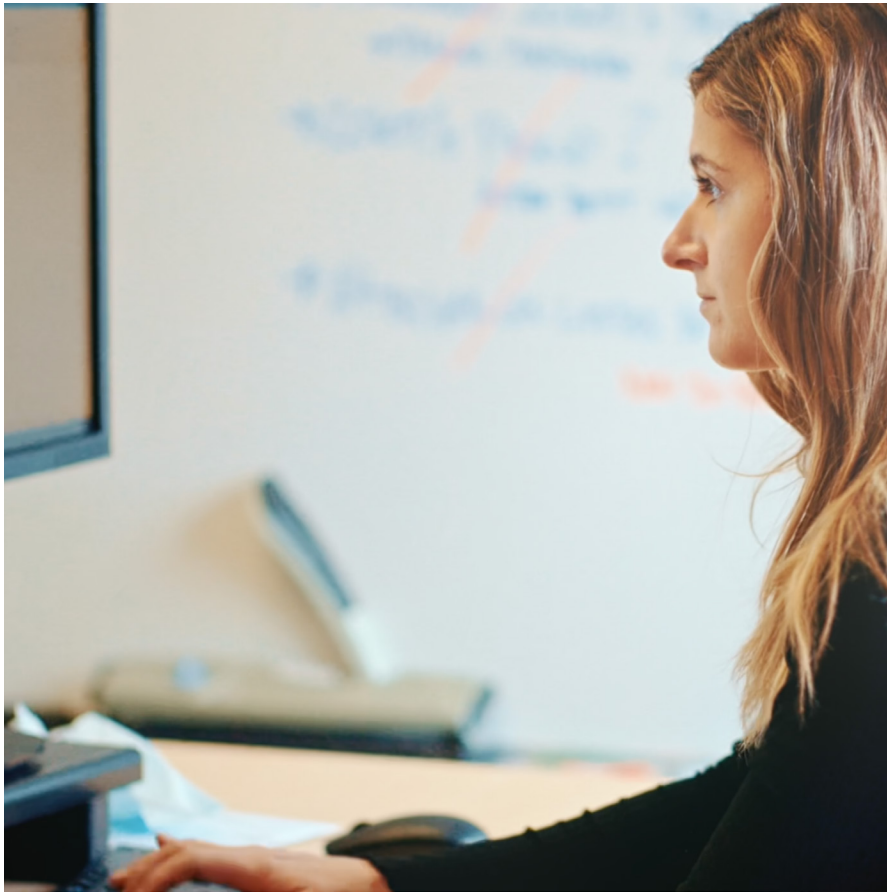
- Overall, the number of individuals actively considering a career in the marine industry is low, but still, half of young people in Canada are open to a career in the industry. The industry performs best on pay and benefits and interesting and fulfilling work, both on its own and compared to other industries. Young people place both of these attributes at the top of the list when looking for a career overall, so this puts the marine industry in a good position.
- Areas where the marine industry is outperformed by other sectors include availability of jobs, good work-life balance, job opportunities where they live, and seeing people like themselves working in the industries. These impressions are likely impacted by a low level of understanding of the types of jobs offered in the industry. A majority of young people say they only know of a few types of jobs offered in the industry.
- The marine industry has the potential to successfully recruit a large number of young people. Young people already believe their foundational career interests are offered by the industry (good pay, and fulfilling work) but there is less knowledge on industry specifics, and therefore uncertainly about the availability of jobs, job opportunities where they live, and seeing people like themselves in the industry.
- Increasing awareness of the industry, and showcasing examples of these aspects to young people, as well as highlighting current industry strengths will help increase the number of those considering and actively interested in the industry.

CHALLENGES AND OPPORTUNITIES

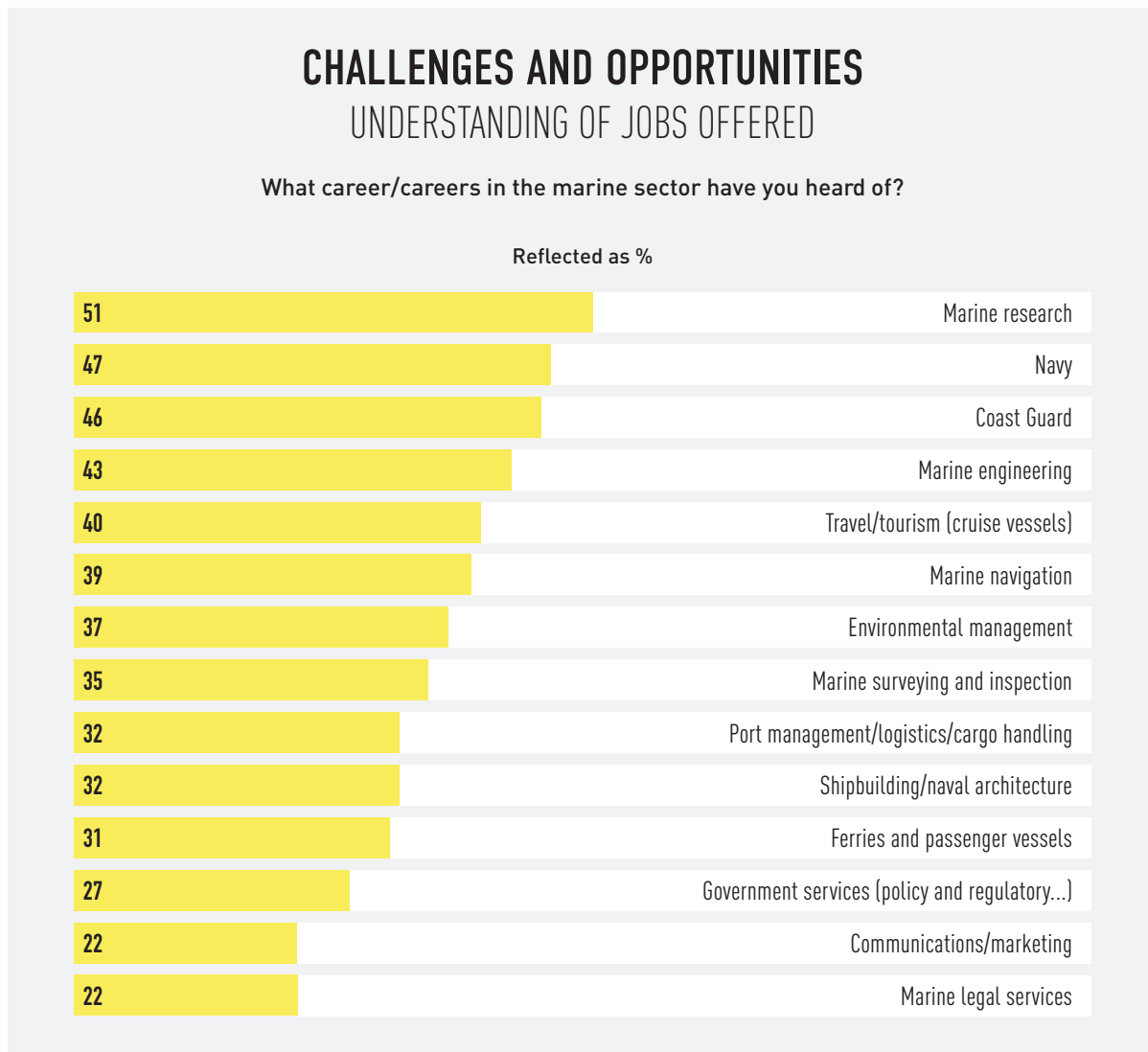
Understanding of Jobs Offered

Not having a firm grasp on the variety of jobs offered in the industry often leads to a narrow, more stereotypical perception of what jobs are offered. This is just as true among those who've considered a job in the industry, as those who have not.

Among those who say they would not consider a job in the marine industry, 17% aren't interested because they have a fear of the ocean or they are seasick. 11% say they lack the skills or physical attributes for the job, often saying the jobs would require a lot of time outside and physical activity. 7% say it's because the work is scary or dangerous. The most common reason is a lack of interest, but even these are often based on a narrow understanding of the jobs offered. As one respondent said, "It's not an area that appeals to me, I think it would probably involve too much outdoor work for my liking".



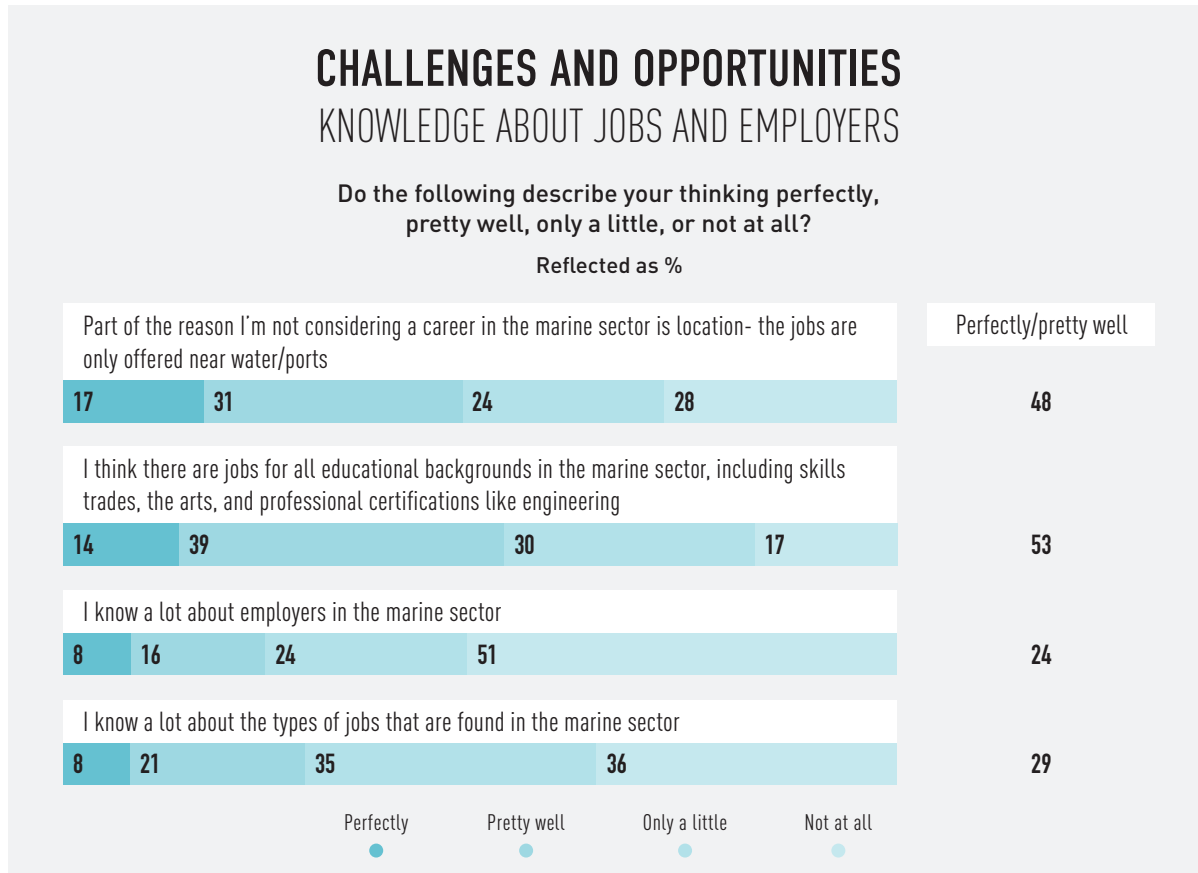
Even for those who say they've considered a career in the industry before today, they are most familiar with 'stereotypically marine industry' jobs such as research (51% have heard of this job), the navy (47%), and the Coast Guard (46%).



Only a third have heard of jobs like marine surveying, and naval architecture. And even fewer are aware of jobs like government services (27%), communications and marketing (22%), and marine legal services (22%).

Knowledge about Jobs and Employers

While half believe there are a wide variety of jobs in the industry, very few would be able to say what they are. Young people willingly admit that they do not know a lot about the jobs, or employers in the industry. Only 29% say they know a lot about the types of jobs and 24% say they know a lot about employers in the industry.



Despite many young people not being able to describe the diversity of jobs offered in the sector, they do believe the diversity exists. Half of the next generation workforce believe that the marine industry offers jobs for a wide variety of educational backgrounds. They aren't willing to dismiss the industry as of yet, they just don't have access to resources and information to show them what these jobs are. Campaigns or initiatives that provide more exposure to the diverse jobs offered in the industry will help bridge this disconnect.

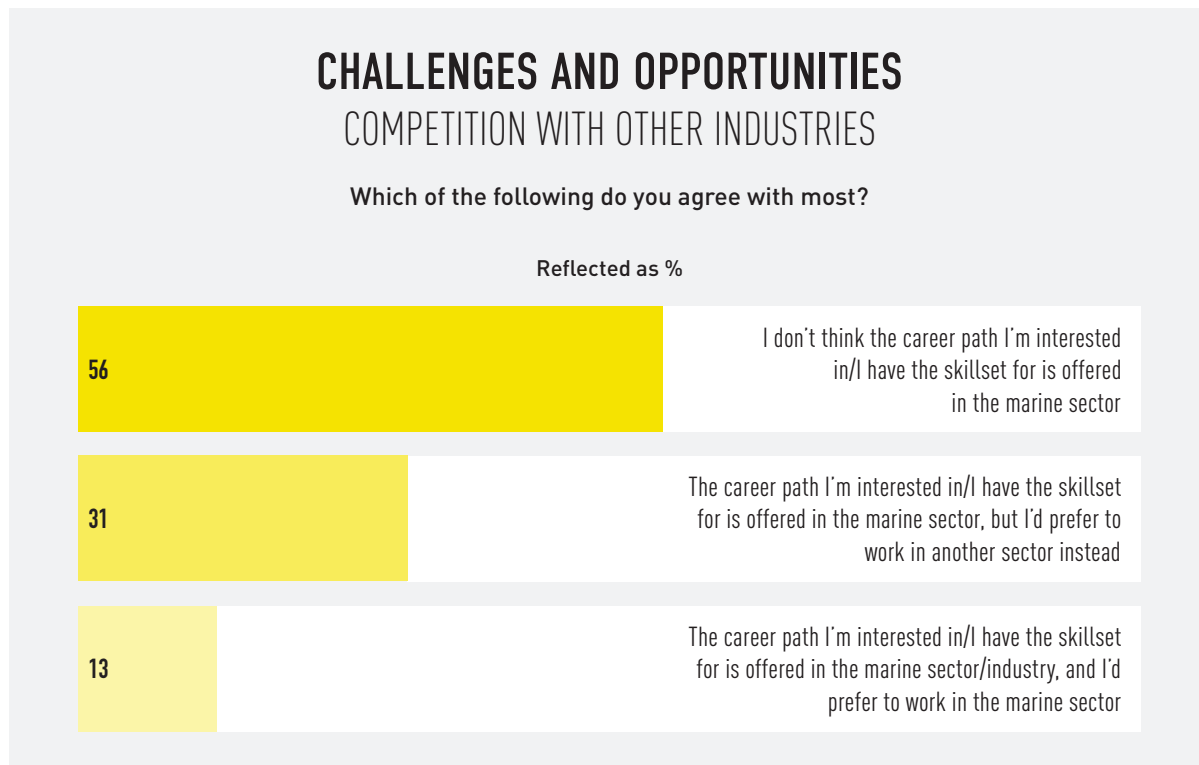
And we know that the more young people believe there is diversity in career offerings, the more likely they are to consider a career in the industry. Those who believe the industry has jobs for all educational backgrounds are nearly 20 points higher than the overall survey sample more likely to consider a career in the marine industry, compared to those who don't believe this to be true.

Competition with Other Industries

The second challenge and opportunity is competition with other industries when attempting to recruit young people. When asked, about half (56%) just don't see their skillsets aligning with a career in the marine industry (likely addressed with an awareness campaign, as noted above). But for the remaining half, there are still challenges with recruitment.

31% of young people say their preferred career path, or one that fits with their skills is offered in the marine industry, but that they'd prefer to work in another sector instead. These individuals are much more likely to be women than men, and a college/CEGEP/private institution/polytechnique student.

13% say their preferred career path, or one that fits with their skills is offered in the marine industry, and they'd prefer to work in the sector. These individuals are a lot more likely to be men than women, 14-17 years old, live in an urban or suburban area, from Atlantic Canada or come from an upper-class household.



While there may be a low level of familiarity, what young people do know is that industry aligns with their desire to have a fulfilling career and be in a job that pays well. This isn't something that 'competitor' industries have. The marine industry outperforms manufacturing, agriculture, trucking, rail transportation and logistics, tourism and hospitality on both. Recruitment efforts should focus on these differentiating factors.

Challenges and Opportunities - Takeaways

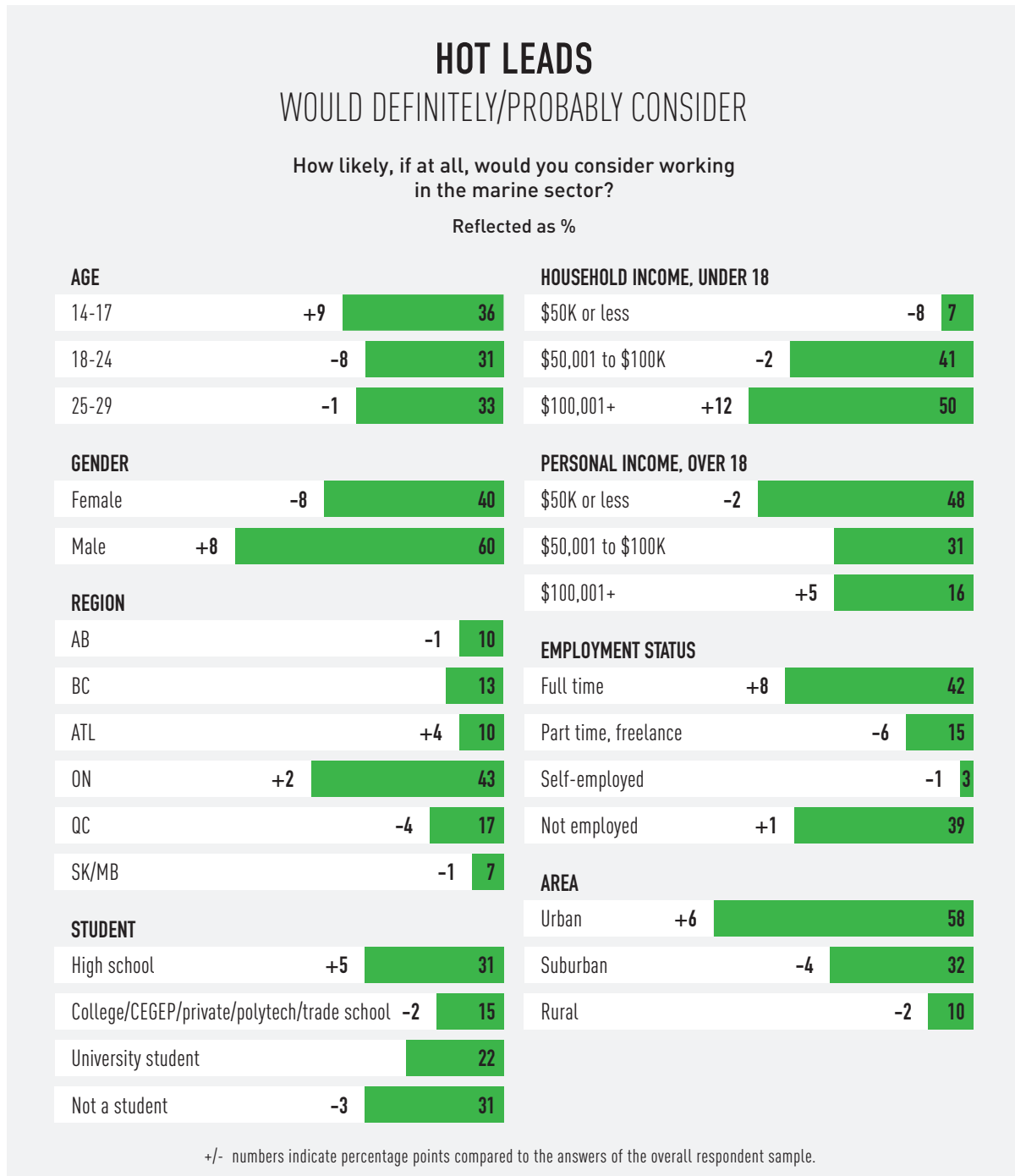
- Any gaps or shortcomings of the appeal of the marine industry are largely based on a lack of understanding of the industry, not a negative perception. The marine industry aligns with the desires of young people and allows them to contribute to something positive, not something that can be said about all industries.
- Highlighting these benefits and emphasizing the diverse number of jobs in the industry are likely to have a large impact on the number of young people considering a career in the industry.



INDUSTRY LEADS

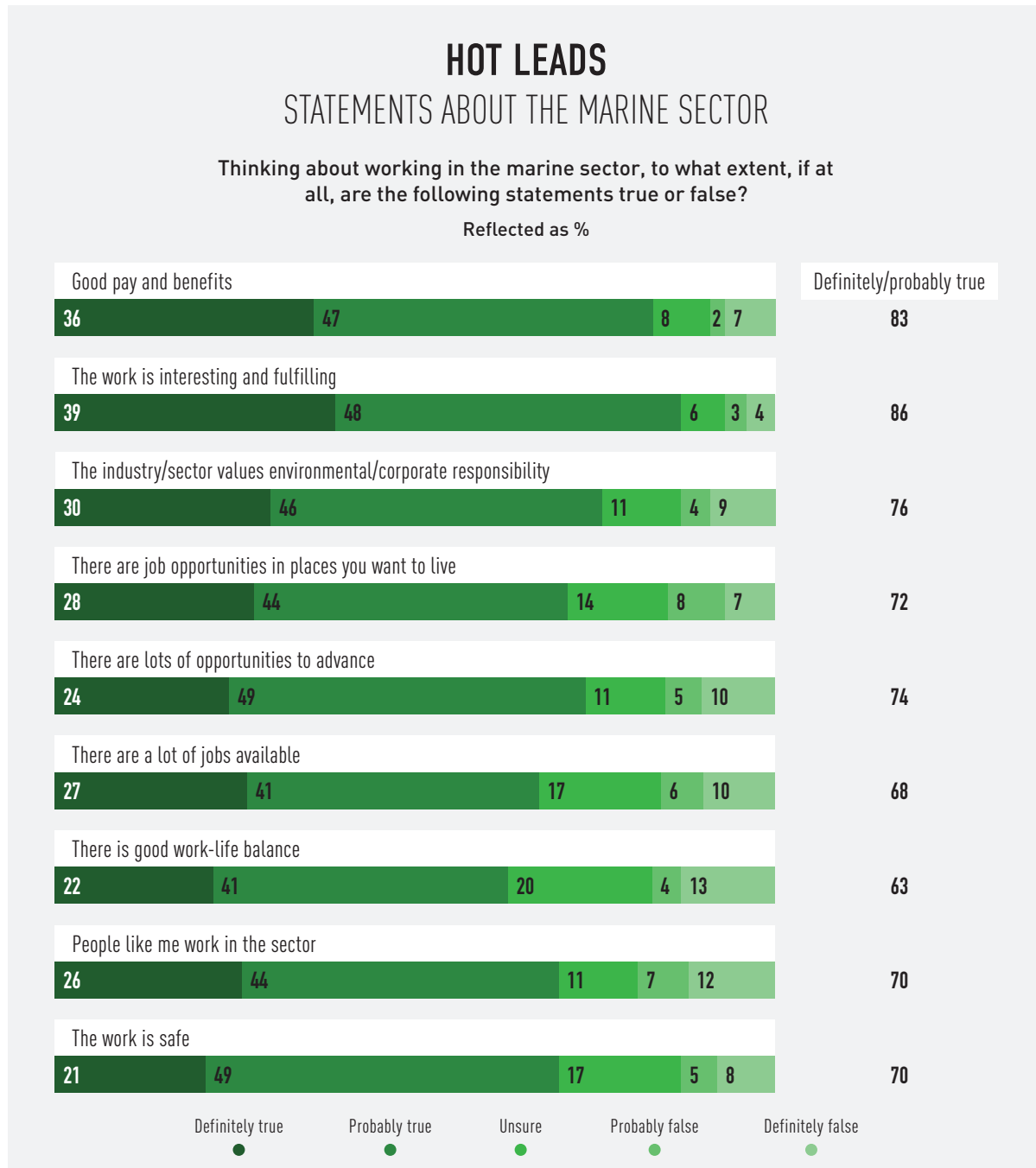
Hot Leads

Hot leads are individuals who would definitely consider or probably consider a career in the marine industry. They are more likely to be younger than older, more likely to be male than female, more likely to be from Atlantic Canada and more likely to be from an upper middle-class family. They are also more likely to be currently employed, and live in urban areas.



They have a much more positive outlook on the industry, especially on aspects that young people overall are unsure of. 70% agree people like them work in the sector, 30 points higher than the average young person surveyed. And 70% say the work is safe, 23 points higher than average. They are also even more likely to say the industry offers good pay and benefits and interesting and fulfilling work.

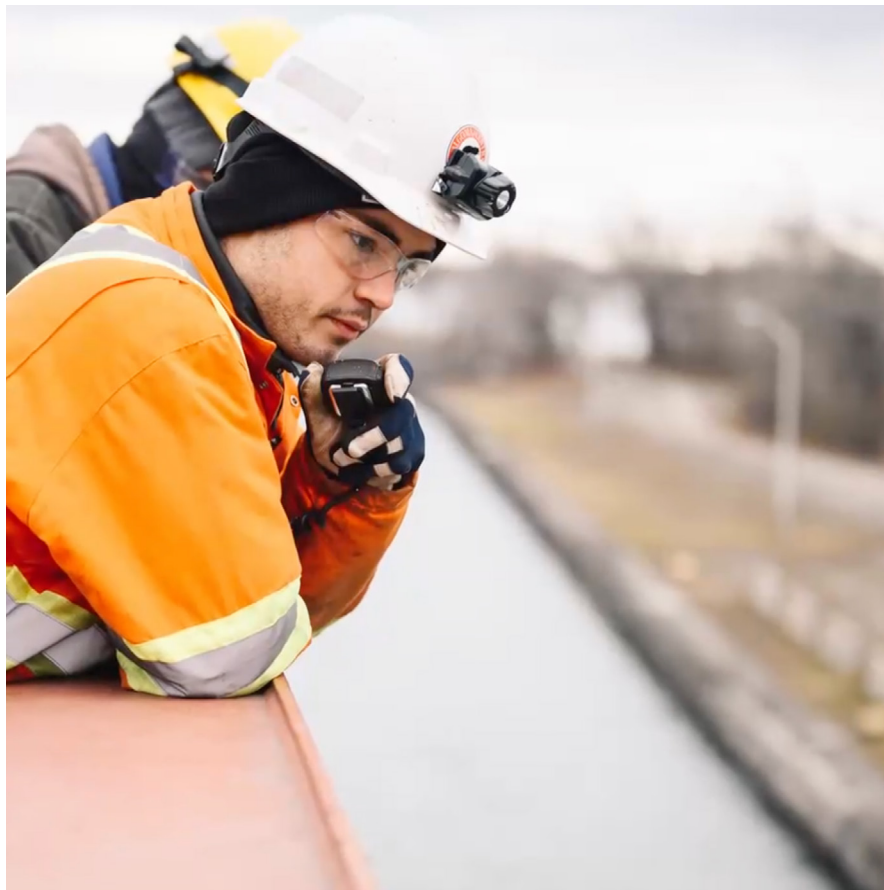
Hot leads are 20 points more likely to be interested in both the government, and skilled trades jobs. And half are interested in a job that requires travel and work at a remote location.



“ 58% OF HOT LEADS SAY THEY KNOW A LOT ABOUT THE TYPES OF JOBS THAT ARE OFFERED IN THE INDUSTRY AND 75% SAY THE INDUSTRY OFFERED JOBS FOR A WIDE VARIETY OF BACKGROUNDS...”

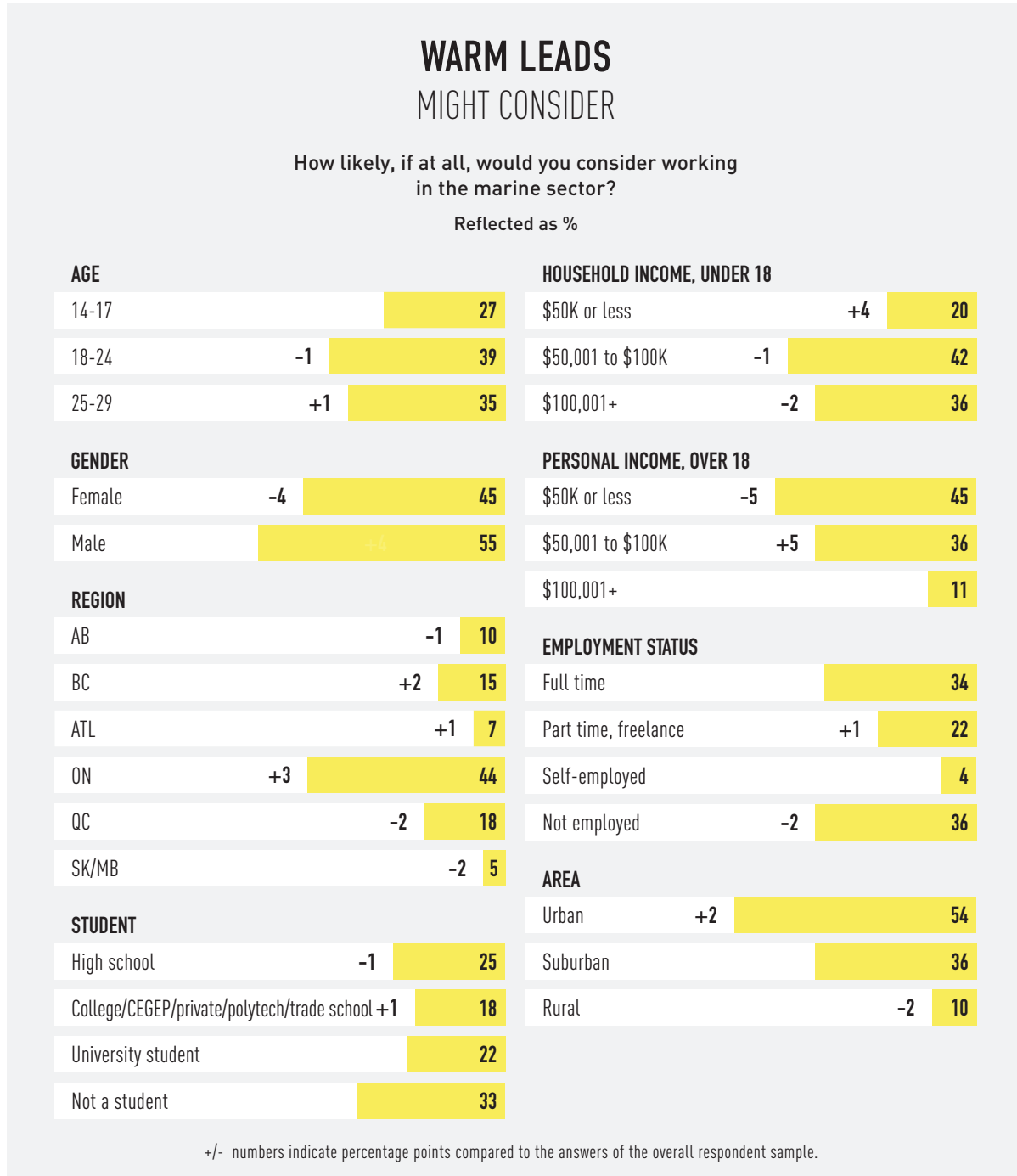
Hot leads know a lot more about the type of jobs that are offered in the industry. 58% say they know a lot about the types of jobs that are offered in the industry and 75% say the industry offered jobs for a wide variety of backgrounds, 29 points and 22 points higher than the overall survey sample average, respectively.

If there's anything that could be improved upon for hot leads, it would be showing them that a career in the marine industry is the best out of their options. While 36% say the career they want is in the marine industry, and they'd prefer the marine industry, the remaining majority still either would prefer another industry (40%), or don't think the career path they truly want is offered by the industry (24%).



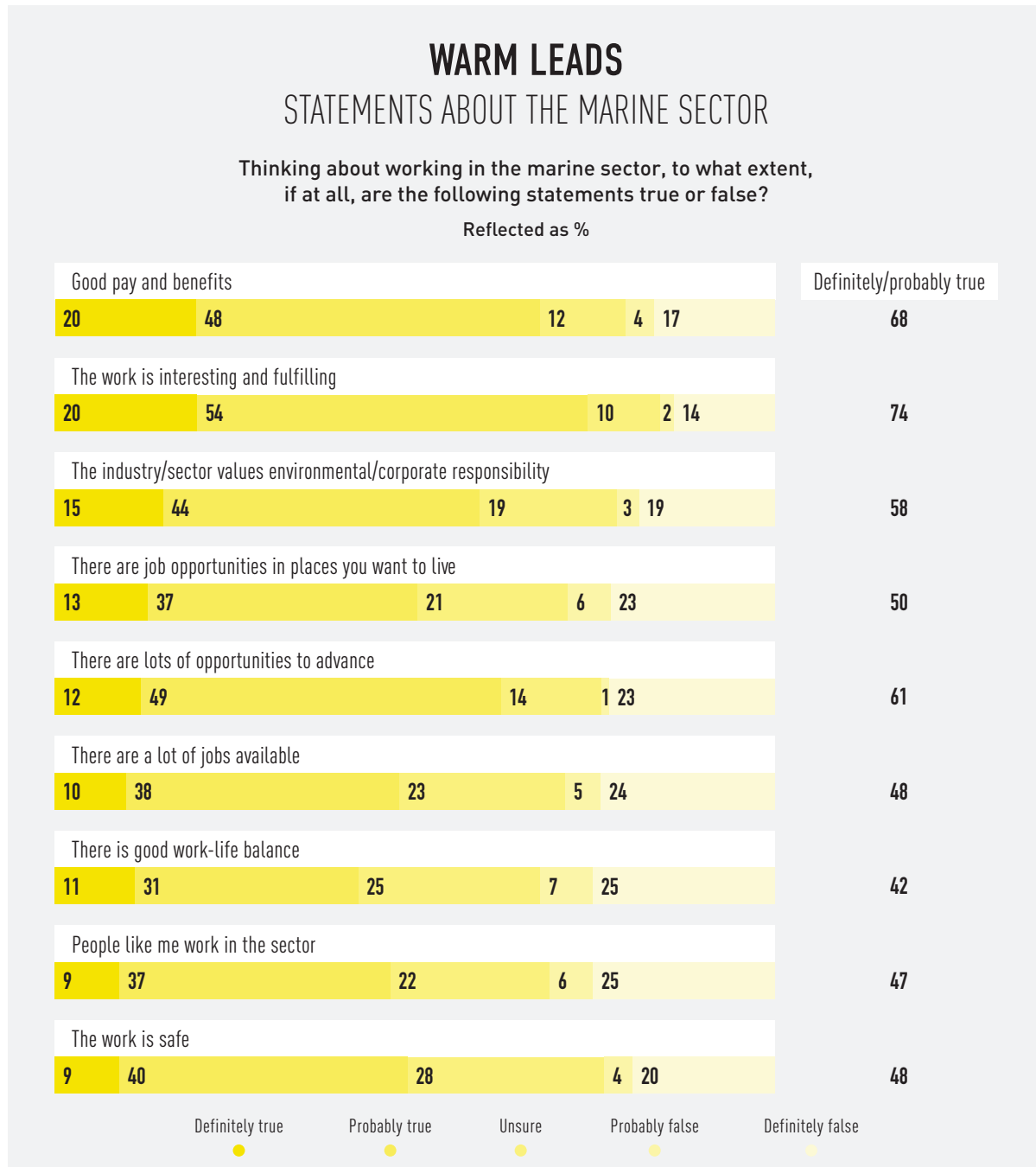
Warm Leads

Warm leads are also more likely to be male than female, they are slightly more likely to be from Ontario, and slightly more likely to be from mid to lower income households.



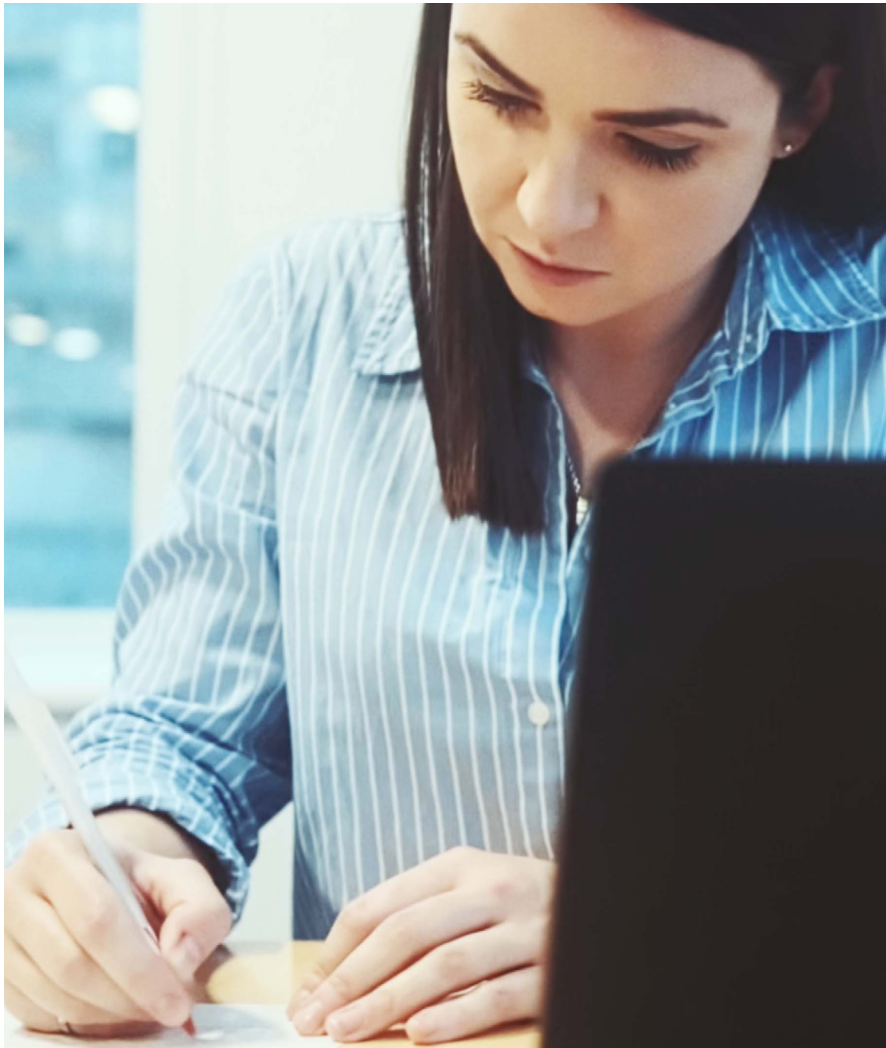
They are no more likely than the average young person to say the industry has good pay or benefits, nor are they more likely to say the industry is safe or includes people like them. They feel similarly to the average young person when it comes to the availability of jobs, work-life balance, opportunities to advance, and job opportunities near places where they want to live as well.

The one area where warm leads are more positive is on interesting and fulfilling work. They are 5 points higher than the overall survey sample to say this is a true statement about the industry.



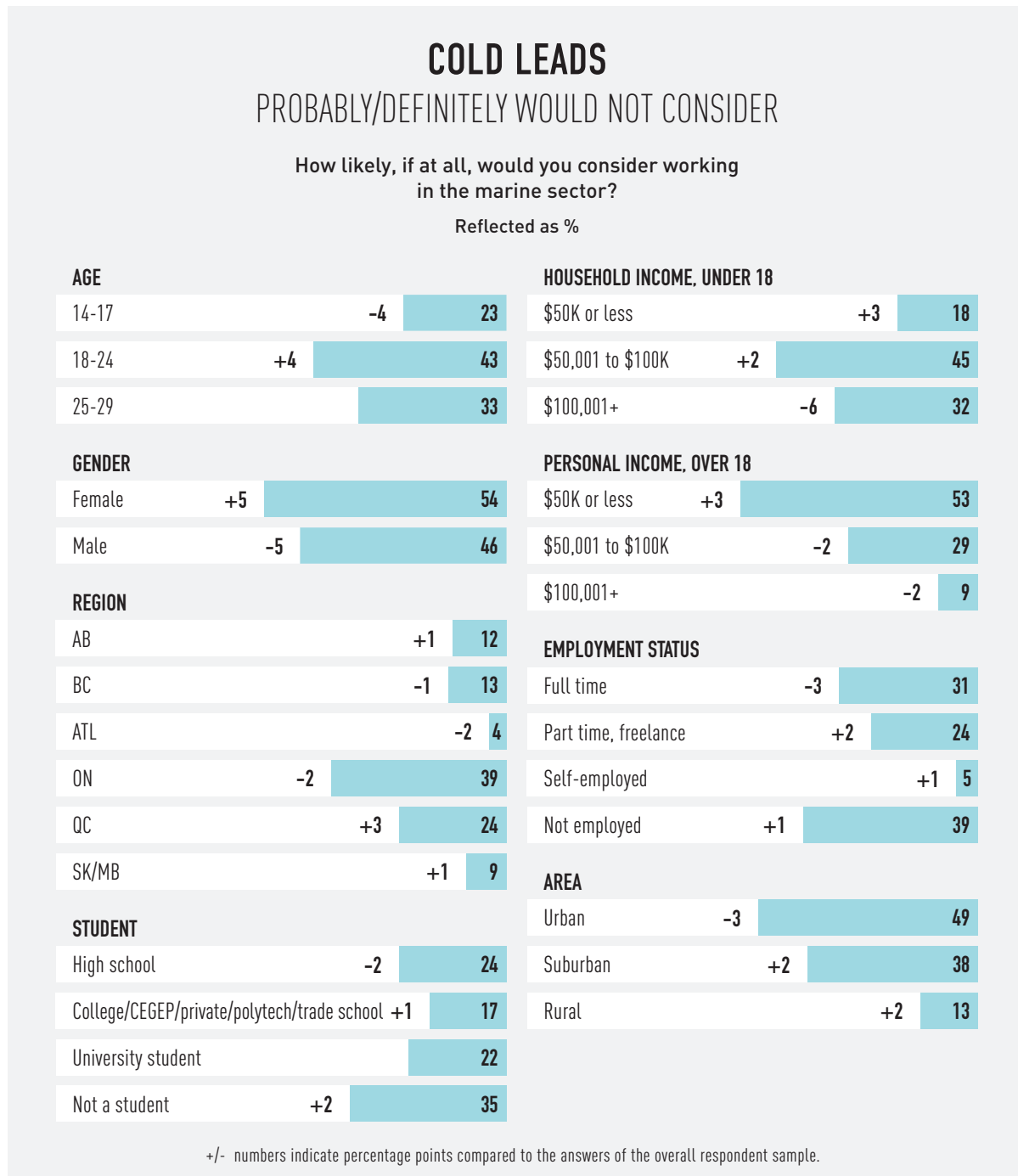
Like the average individual, they aren't very aware of the diversity of jobs in the industry nor do they know about industry employers or the types of jobs in the industry. But they are less interested in government, trades and jobs that have them travel to remote workplaces (than the average young person).

For warm leads, converting them to hot leads means dispelling some of the assumptions they have about the industry, namely the type and diversity of jobs offered and what these jobs entail (they are safe, offer advancement opportunities, etc.)

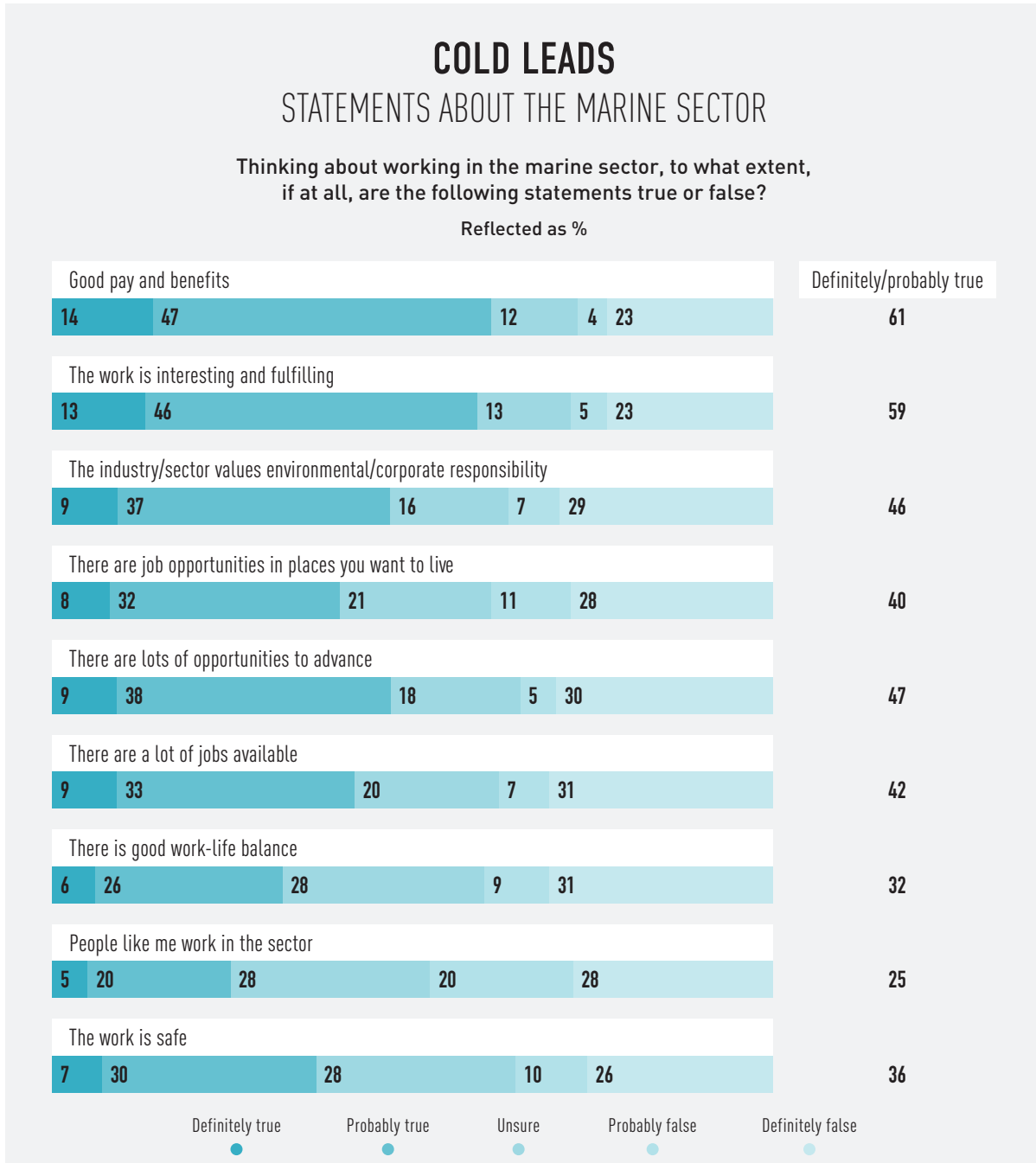


Cold Leads

The biggest difference between cold leads and the average young person is gender- cold leads are a lot more likely to be women than men. Aside from gender differences, they are fairly split by age, region, student status, and income.



Cold leads are a lot more apprehensive about the industry than both hot and warm leads. They have more concerns about the career opportunities (advancement, work-life balance, number of opportunities and diversity). Still, a majority agree the work has good pay and benefits and would be interesting and fulfilling.



Very few (only 16%) say they know a lot about the types of jobs in the industry, and the types of employers (14%). Cold leads are much less interested in a trades job or a job where they have to travel to a remote location.

Like warm leads, dispelling assumptions about the industry is key to converting them to warm leads. That said they are a lot more apprehensive about these specifics, and know even less about what the industry has to offer. Focusing on converting hot and then warm leads should be the objective, and it's likely that there will be some run-off impacts on this group as well.

Industry Leads - Takeaways

- Just over one in five definitely/probably would consider a career in the industry. This group, known as hot leads, needs to be convinced that a career in the marine industry is better than other paths they are considering.
- A quarter are warm leads, or those who say they might consider a career in the industry. Rather than focusing on what differentiates the marine industry, this group just needs more information on what a career in the industry looks like.
- Finally, half are known as cold leads or those who probably or definitely would not consider a career in the industry. They have a positive impression of the industry overall, but aren't able to connect this impression to the jobs offered by the industry.

CONCLUSIONS

As the next generations enter the workforce and begin to advance in their careers they will namely be looking for a job that can secure good pay, provide a sense of fulfillment and challenge, and also offer a sense of work-life balance.

Based on these values of young people, the marine industry is in a relatively good position. Young people see the industry as one that is focused on environmental and corporate sustainability and important for our country's economy. This positioning is important because these align with the attributes Millennials and Generation Z value in a career. And for the most part, young people also believe that if they work in the industry, they will feel a connection to these wider industry strengths.

Pay is still most important, but this is also where the marine industry succeeds. A majority believe the industry offers good pay and benefits, and perhaps even more important, they are more likely to believe this claim for the marine industry, compared to other industry 'competitors'.

While active interest in the industry is low, one in two young people in Canada are open to considering a career in the industry. Given the admittedly low level of understanding of what exactly these jobs entail, this level of interest is good news.

There are 22% of Millennials and Generation Z that say they would definitely/probably consider a career in the marine industry. These individuals are known as 'hot leads'. Messaging for these individuals should focus on a career in the marine industry being at the top of their list. They are already considering a career in the industry, and convinced of the specific benefits the industry has to offer (advancement, number of opportunities, etc.) but they do need reassurance that the marine industry is the best choice compared to their other alternatives.

Those who are somewhat interested, or warm leads, make up 26% of young people, saying they might consider a career in the industry. Messaging for this group should focus on the industry specifics and what the industry has to offer, such as diversity of employers and jobs, work-life balance, advancement opportunities and safety. One of the biggest barriers for interest in the industry among this group seems to be their lack of awareness of what it means to work in the sector.

And finally, the remaining 52% of individuals can be considered cold leads, those who say they probably/definitely would not consider a career in the sector. This group has less interest in the sector, and also a lower level of understanding about what a job in the sector would entail.

That said, they still believe the industry is good for Canada's economy and a positive impact on the environment, they just don't see themselves in the industry, whether it be because of a lack of interest, understanding or a combination of both.

Regardless of the level of interest and groups targeted, efforts to showcase the diversity of jobs in the industry and the benefits of working in the industry are likely to yield positive results. A lack of knowledge of what the industry entails seems to be the biggest barrier the sector faces in recruiting the next generation. Depending on the segment, this could be knowledge of how the industry differs from other sectors that hire for similar jobs or just knowledge of what it would look like to be employed in the marine sector.

METHODOLOGY

Abacus Data was engaged by the Canadian Marine Industry Foundation (CMIF) to develop the survey questionnaire, drawing on the initial draft questionnaire provided by CMIF, and drawing on their expertise in conducting similar research on career awareness, perception, and intention across industries including trucking, mining, advanced manufacturing, and aviation.

The survey was conducted online, in both official languages, with 1,500 Canadian residents aged 14 to 29 from November 8th to November 14th 2021. 500 respondents were aged 14 to 17, and 1,000 aged 18 to 29. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.5%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's youth population according to age, gender, and region. Totals may not add up to 100 due to rounding.

In this report, Millennials are defined as a generational cohort born between the years of 1980 and 2000. Generation Z is a generational cohort currently being formed, but is approximately 15 years long starting with those born in 2000.



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