

Generation Impact

Future Workforce Perspectives



About Electricity Human Resources Canada

Electricity Human Resources Canada (EHRC) is Canada's most trusted source for objective human resource and market information, with the tools to guide business planning and development for the Canadian electricity industry. We provide a platform for current industry needs, identify ways to make Canadian businesses "best in class," and forecast industry trends and issues. Our work enables the industry to map workforce supply to demand and to foster growth and innovation in employers and employees. This improves the quality of service industry provides and improves the confidence Canadians have in the industry.

Further information on EHRC is available at electricityhr.ca

Ce rapport est également disponible en français sous le titre: *Impact générationnel : Perspectives d'avenir pour la main-d'œuvre*. This report also available in French.

The opinions and interpretations in this publication are those of the author and do not necessarily reflect those of the Government of Canada.

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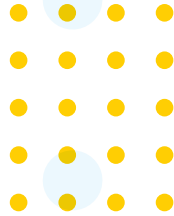
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Introduction



The Canadian electricity sector is undergoing a demographic shift. As older workers begin to transition out of the workforce, we see gaps across the sector in roles spanning engineering, trades, IT and business. In many cases, transition planning for this large retirement cohort is falling short. Youth engagement across the sector is low, and attracting young talent to fill these roles is critical to ensuring a stable, skilled workforce.

When compared to other sectors recruiting for similar roles, the electricity sector has a lot to offer.

When compared to other sectors recruiting for similar roles, the electricity sector has a lot to offer. First, as an essential service underpinning the function of all aspects of modern life, the sector is well-positioned to offer stable and steady employment.

Second, the sector's continued growth in renewable energy and trend towards ever lower industrial emissions position it as responsive to the climate crisis and offer the opportunity for employees to work towards solutions for communal benefit.

Finally, as integration of digital and emerging technologies continues across sector operations, the sector is poised to offer a wealth of opportunities for technological innovation.

In our current context, these are valuable selling points when attracting younger, competitive talent. We know that Millennials and Gen Zers (roughly ages 18–40) by and large are interested in job stability, competitive pay, opportunities for growth and advancement, and a career that they can feel good about. The electricity sector offers all these things, so why are we not seeing more career uptake by this cohort?

As the report demonstrates, youth impressions of the sector are positive or neutral, rather than negative. In fact, **the biggest barrier facing youth interest in careers in electricity is a lack of knowledge** about the job opportunities available and the working conditions offered in the sector.

In order to maintain a strong workforce going forward, the sector must position itself competitively to attract young workers who may never have considered electricity as a viable option. As we well know, there are many varied and rewarding career paths in the sector; it's now a matter of making these diverse and exciting opportunities and benefits known.

Michelle Branigan
CEO, Electricity Human Resources Canada

Research Notes



In this report, we communicate the findings of a national survey of 1,500 Canadians aged 18 to 36. Most of the respondents to this survey are Millennials¹. Some are members of Canada's next emerging generation, Gen Z, also referred to as Post-Millennials.

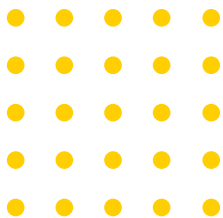
The objectives of this research are as follows:

- Determine what appeals to these generations in a career, so that the electricity sector can position itself as a first-choice career field.
- Determine these generations' level of knowledge and impressions of careers in the electricity sector, so that the sector can develop messaging targeting specific segmented groups.

To meet these objectives, the survey asked participants about the importance of different career attributes, their perceptions of the electricity sector (and others), and tested messaging about the electricity sector.

We should note that this survey was largely completed before the escalation of the COVID-19 pandemic. There is no doubt that the pandemic will have a profound impact on the workplace, the broader economy, and these generations' attitudes going forward. The results of this study offer a clear picture of how Canada's next-generation workforce views the electricity sector and insight into how to recruit and retain them as we rebuild from the pandemic.

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¹ The bounding years of the Millennial and Gen Z generations vary but most sources mark the beginning of the generation between 1980 and 1984. The Canadian Encyclopedia uses 1980 as the first year of the Millennial generation, putting the oldest members of this cohort at 40 years old this year. For the purposes of this research, the age range of respondents was chosen as 18-36. Katherine Jezer-Morton, "Millennials in Canada," last modified October 6, 2019, <https://www.thecanadianencyclopedia.ca/en/article/millennials-in-canada>.

Key Research Findings



1. Overall, the electricity sector is in a relatively good position. Millennial and Gen Z impressions are mostly positive—and if they are not positive, they are neutral, not negative. The biggest barrier for the sector seems to be a lack of knowledge among these generations about what the industry does, beyond providing power to homes and businesses.

2. Millennials and Gen Zers see the importance of the electricity sector in supporting their daily activities as well as the economy of the country overall. This positioning is important because it aligns with what these generations want out of their careers—to be part of something important and fulfilling.

3. About half of Millennials and Gen Zers are open to considering a career in electricity. This is good news for a sector that will have many jobs to fill in the years to come for a diverse range of skill sets.

4. Just over one in ten Millennials and Gen Zers are *definitely interested* in a career in electricity. This group needs to be sold on the unique value proposition of a job in electricity including the ability to be active, take part in problem-solving, and the opportunity to be part of something innovative, and larger than themselves.

5. Just over a third of Millennials and Gen Zers are *somewhat interested* in a career in electricity. This group needs messaging that focuses less on what differentiates the industry from others, and more about what types of jobs exist within the sector and the benefits of these jobs. Messaging should also focus on increasing awareness generally.

6. Finally, half of Millennials and Gen Zers are currently *not interested* in a job in electricity. Rather than being detractors of the industry this group feels neutral about the industry and is least confident in their knowledge about the sector.

7. Among those who currently work in fields that are likely to experience employment shortages in the near future, those in trades and engineering are most likely to be actively considering a career in electricity—while those in management and IT will need more convincing.



Millennial and Gen Z impressions are mostly positive—and if they are not positive, they are neutral, not negative.

What the Next Generations Want



The next-generation workforce is primarily looking for work that is secure and pays well, but also fulfills their interests both on the job and off. They want to feel fulfilled with the work they are doing, but also want the ability to fulfill other parts of their lives through work-life balance.

Men are much more likely to prioritize pay compared to women (35% for men vs. 24% for women as number 1 rank), while women are more likely than men to prioritize job security (16% vs 10%), a work-life balance (13% vs 9%) and fulfilling/interesting work (15% vs 10%).

Older Millennials surveyed (those 30-36) prioritize pay, work-life balance, and job security more so than younger Millennials and Gen Z, where pay continues to be a highly-motivating factor, but they are also concerned with finding a job they find fulfilling and interesting.

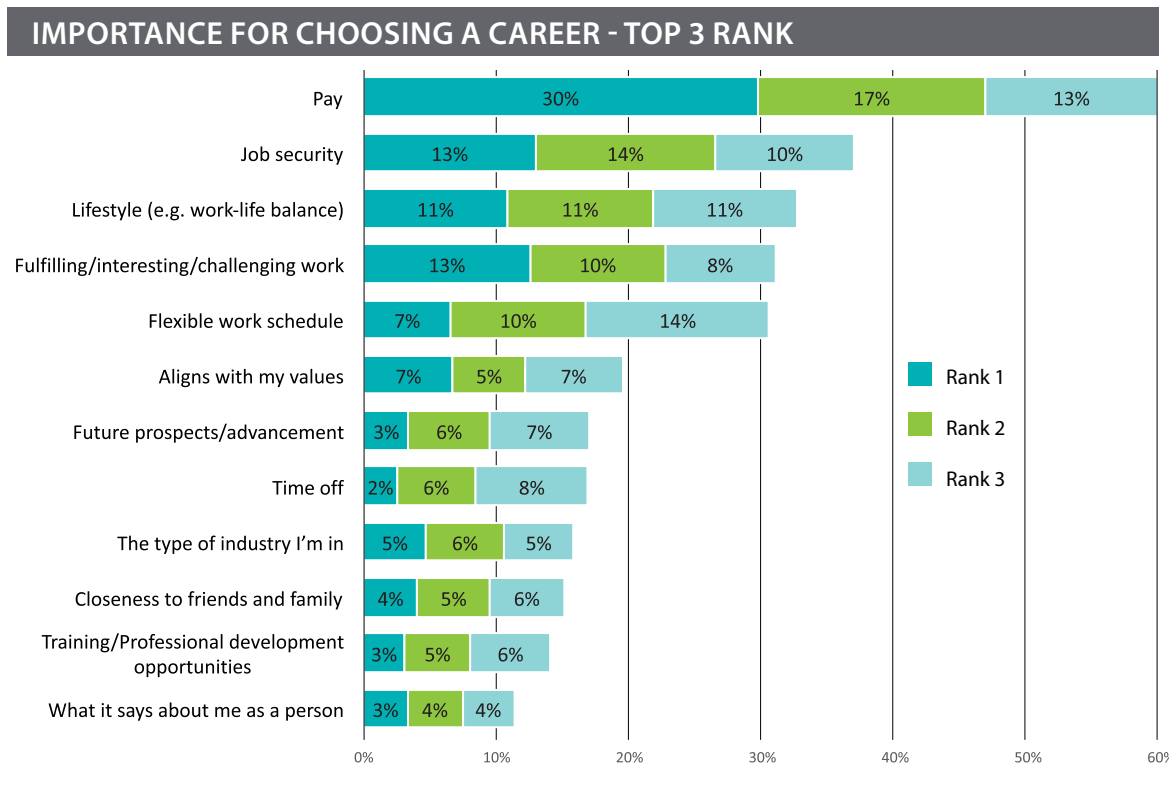


Figure 1. Please rank the above-mentioned from **most** important to **least** important.

While this flexibility is important, we should not underestimate the desire for stability and good compensation. Young people would much prefer to be working for a well-established business rather than a start-up (74% vs. 26%) and would choose job security and a pension over something with no pension and more pay (74% vs 26%). Women are significantly more likely than men to say they would choose options that offer stability (working at a well-established business and taking a pension over greater pay).

While some perceive that young people are not committed to staying at the same employer, the data suggests that they are very much looking for stability. For a sector with relatively excellent stability, this is a strong recruiting point for electricity employers.

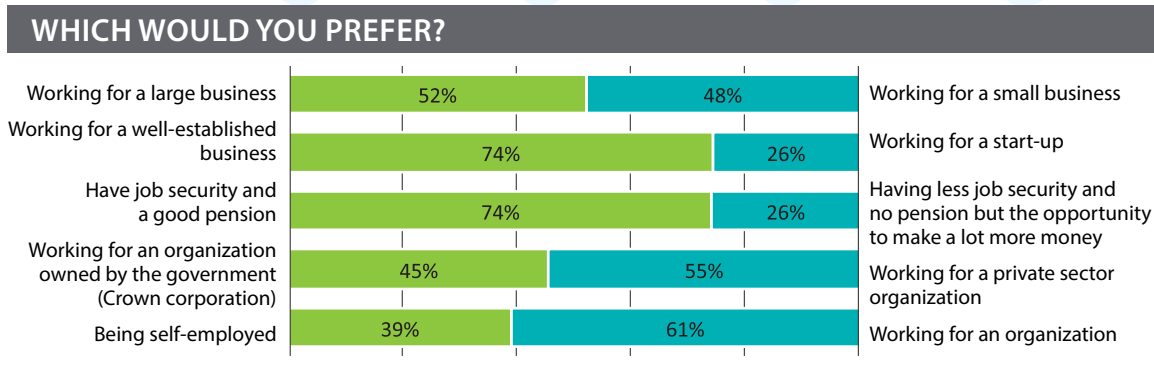


Figure 2. Thinking about employment opportunities, which of the above-mentioned would you prefer?

The type of industry young people seek for employment is less important overall, as is whether the organization is private or public, or large or small.

The largest gap between what Millennials and Gen Zers want in a career and where they are today is pay. While there is a gap in most factors, the largest is with pay (15% say they are very satisfied vs. 53% who say it is very important) then job security (22% very satisfied vs. 48% very important), future prospects (15% very satisfied vs. 53% very important), followed by work-life balance (21% very satisfied vs. 45% very important).

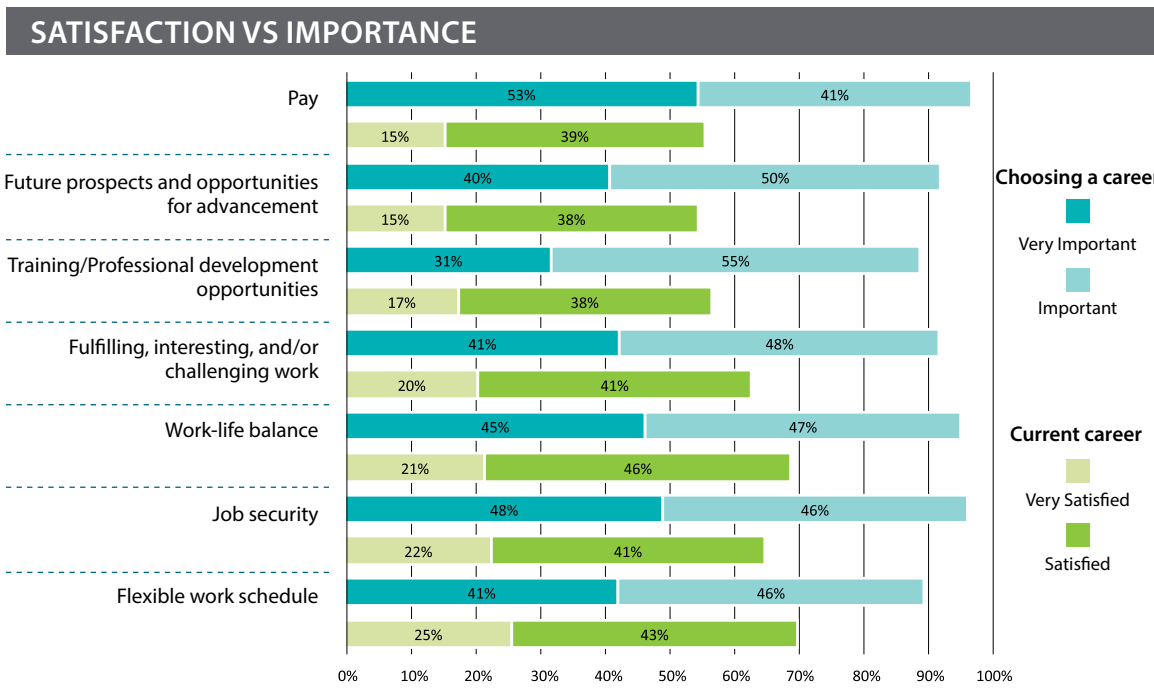


Figure 3. How important would you say the above-mentioned are in choosing a career for you personally? How would you rate your satisfaction in your current careers?

For most Millennials and Gen Zers, their current job consists of minimal travel (83%), working with a team (64%), no responsibility for mechanical things (74%), rarely getting sweaty or dirty (65%), and activity (57%) rather than sitting. That said, there are some clear gender differences. Compared to Millennial and Gen Z women, Millennial and Gen Z men are more likely to be responsible for mechanical things (35% vs. 15%), more likely to travel for work (23% vs 11%), and more likely to say they get sweaty or dirty at work (41% vs 29%).

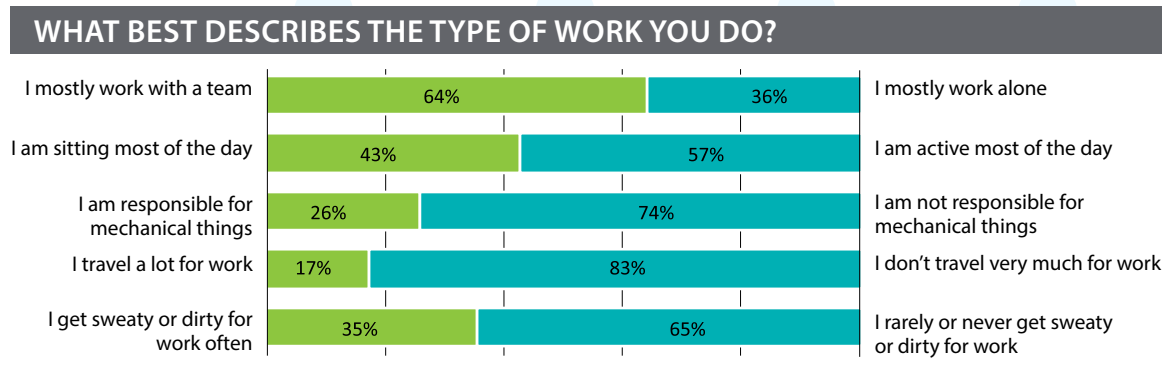


Figure 4. What best describes the type of work you **currently** do?

Those who are 18-23 years old are much less likely to say they are sitting most of the day and much more likely to say they are getting sweaty or dirty at work.

When it comes to the type of work they want to do, Millennials and Gen Zers are interested in being more active than they currently are (this holds across all age categories but is higher among men than women). Their desire to work on teams is slightly lower than what they are currently experiencing (though younger Millennials and Gen Zers are the keenest to work with a team).

Around 60% say they would rather solve problems than do the same things regularly (this is higher among men than women). Men and younger Millennials and Gen Zers are more interested in working outdoors and getting sweaty or dirty at work, compared to women and older Millennials.

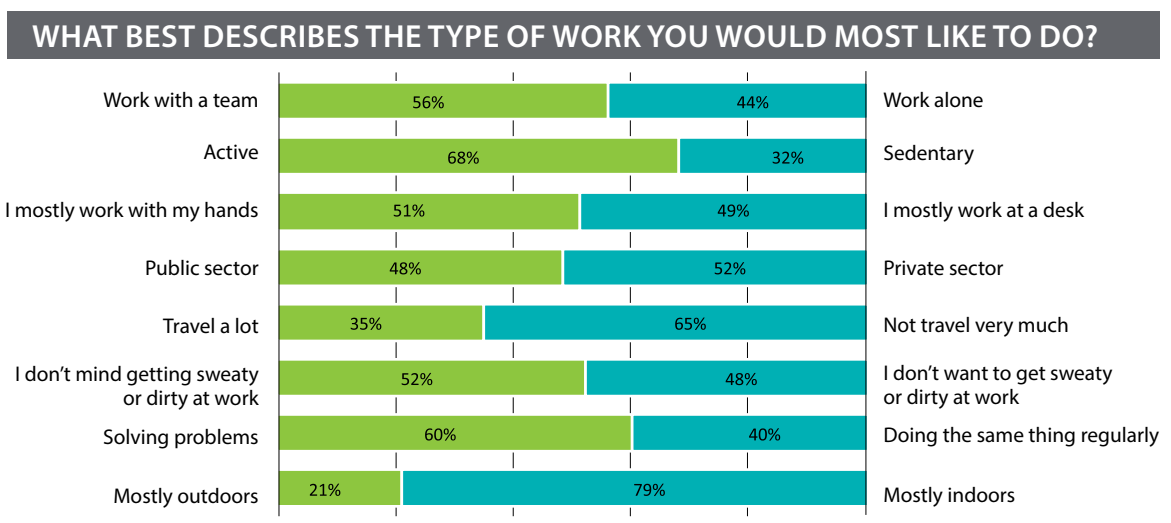


Figure 5. What best describes the type of work you would **most like** to do?

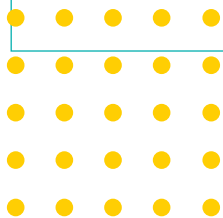
Takeaways



There is a desire among these generations to be a part of something that is fulfilling or challenges them.

Like many individuals seeking out a career, Millennials and Gen Zers place a lot of importance on pay, but it is not their only priority. They are also concerned about flexibility (whether their job allows for work-life balance) and stability. To paint a fuller picture: younger workers are looking for jobs that pay competitively, allow them to balance other priorities outside of work, and aren't likely to be turbulent in terms of layoffs or drastic changes to their roles. Sectors that offer stable jobs will likely be appealing to Millennials and Gen Zers, and the electricity sector is well-positioned to offer this.

Finally, there is a desire among these generations to be a part of something that is fulfilling or challenges them. Millennials and Gen Zers are interested in putting their minds to work on the job and going home at the end of the day knowing that their work contributed to something bigger. Providing Canadians and businesses alike with something they all need every day is an appeal that the sector offers and would likely fill this desire among Millennials and Gen Zers, although they may not be aware of this benefit yet.



Sector Perceptions Today



The electricity sector has generally positive impressions among Millennials and Gen Zers but their impressions are not well-defined. Half of this group have a positive impression, few have a negative impression, but just over a third are neutral about their impression of the industry. They view the sector less positively than renewable energy, healthcare, and tourism/hospitality; on par with financial services, and construction; and more positively than manufacturing, oil and gas, and mining.

IMPRESSIONS OF SECTORS & INDUSTRIES

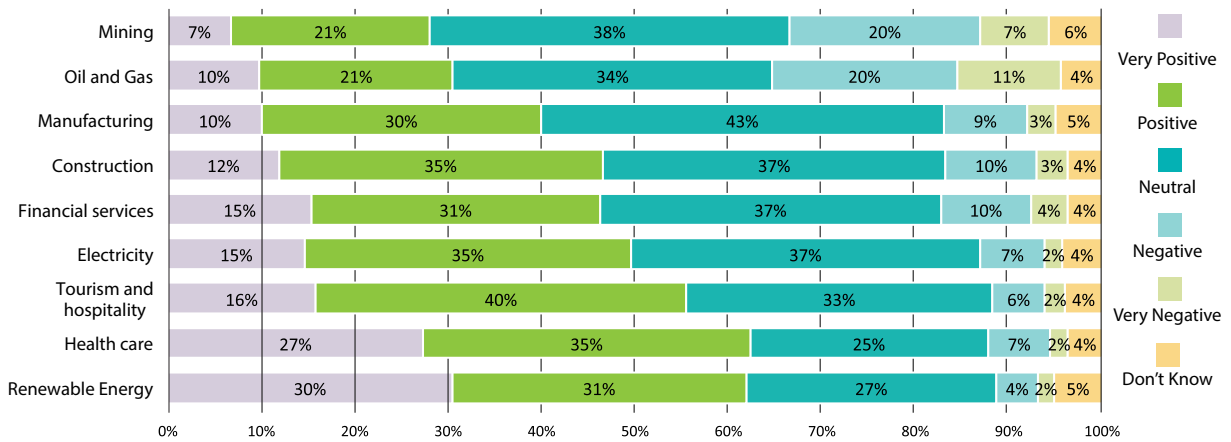


Figure 6. Do you have a **negative** or **positive** impression about the above-mentioned sources of electricity?

IMPRESSIONS OF THE ELECTRICITY SECTOR

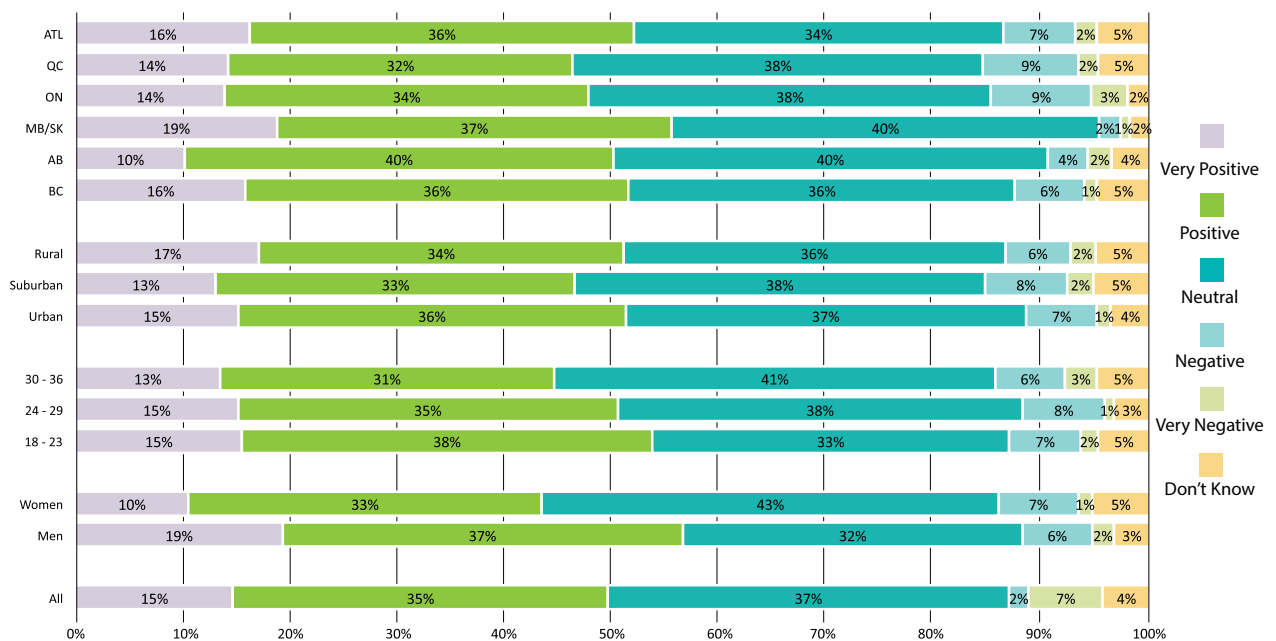


Figure 7. Do you have a **positive** or **negative** impression of the above-mentioned sectors or industries? - Electricity sector

Men are more likely than women to have a positive impression of the sector, as are younger Millennials and Gen Zers compared to older Millennials.

Renewable energy, including specifics like solar and wind, have the most positive impressions out of the sources of electricity tested. Nuclear is viewed more negatively—impressions of nuclear energy are in line with those of natural gas (about a third are positive and a third are neutral). Millennials and Gen Zers view coal most negatively (38% have a negative impression), and while most are neutral about micro-generation, a quarter say they do not know what it is.

Given that the majority of Canada’s electricity is from renewable or low-carbon sources, this is an excellent opportunity to raise awareness of the largely clean mix of energy generation in Canada with Millennials and Gen Zers.

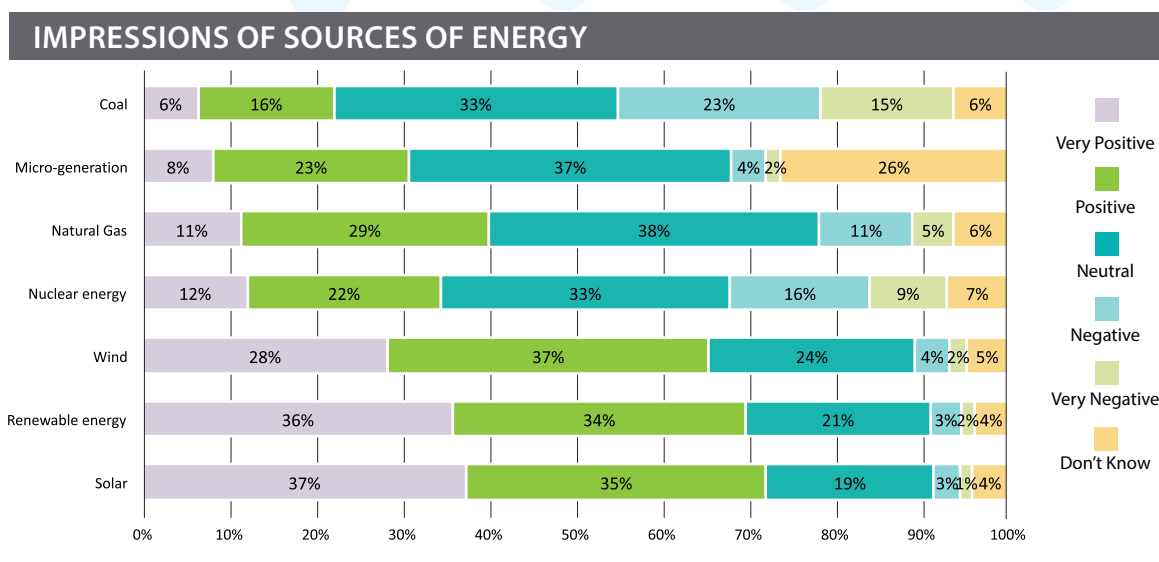


Figure 8. Do you have a **negative** or **positive** impression about the above-mentioned sources of electricity?

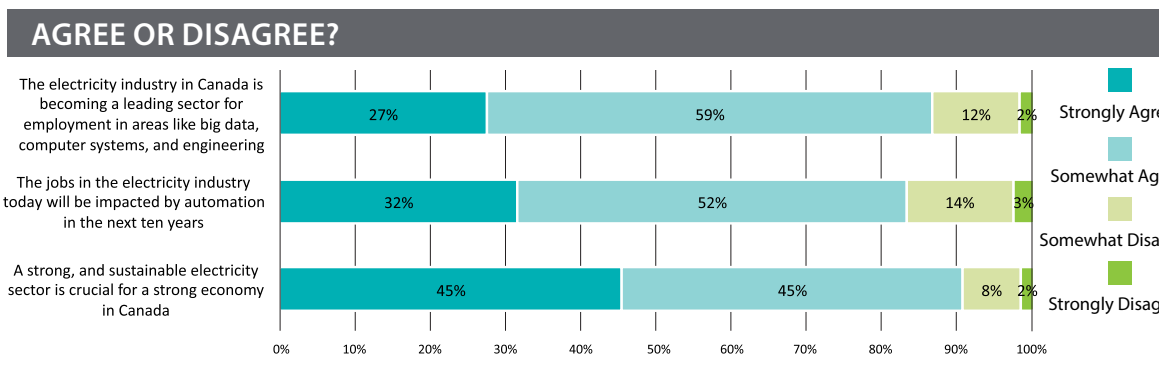


Figure 9. Do you **agree** or **disagree** with the above-mentioned statements?

Canadian Millennials and Gen Zers understand that the sector is important. 90% agree that a strong and sustainable electricity sector is crucial for a strong economy in Canada, including 45% who strongly agree. 86% agree that the industry is becoming a leading sector in employment for big data and engineering. That said, nearly the same number feel the industry will be impacted by automation in the next ten years.

Younger Millennials, Gen Zers, and men are most likely to say the industry is a leading sector for employment in areas like big data and engineering.

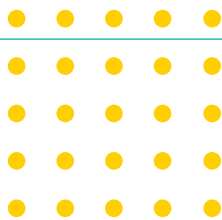
Takeaways



The sector does not have as positive an impression as healthcare, but renewable energy is rated nearly as positively.

Overall, the sector is well-positioned with the Millennial and Gen Z generations. The sector does not have as positive an impression as healthcare, but renewable energy is rated nearly as positively. Other energy sources had a more neutral ranking, and coal had the most negative impression.

Another interesting finding is that the electricity sector has a more positive perception than other industries heavily composed of tradespeople, like construction, manufacturing, and oil and gas. This may be due to negative perceptions of working in trades, or simply negative perceptions about those industries themselves. It presents an opportunity for electricity employers to attract and recruit tradespeople whose work could span multiple industries.



Working in Electricity: Perceptions About the Workplace

Most Millennials and Gen Zers perceive that the electricity industry offers good pay, benefits, and pensions, which corresponds to what Millennials desire in a career. Younger Millennials and women are more skeptical about these benefits. Most also think highly of the opportunities available in the industry (including opportunities where they live, opportunities to advance, and quantity of jobs available).

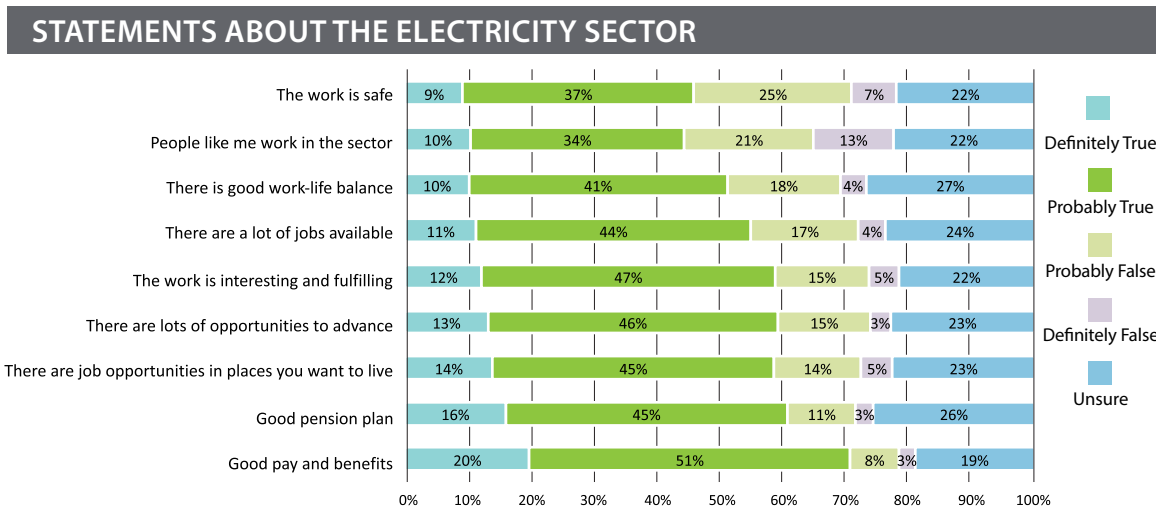


Figure 10. Thinking about working in the electricity sector, to what extent, if at all, are the above-mentioned statements **true** or **false**?

Conversely, Millennials and Gen Zers are less convinced that the work is safe and has “people like them” in the sector. These are the areas that will need the most work. 15% of men say it is definitely true people like them work in the sector, compared to just 6% of women who say the same. Unfortunately, these perceptions are not unfounded, as the sector is known to have a disproportionately low number of female workers.

Compared with other sectors, the next-generation workforce sees the electricity sector as offering better pay and benefits than construction, mining and hospitality, and on par with financial services.

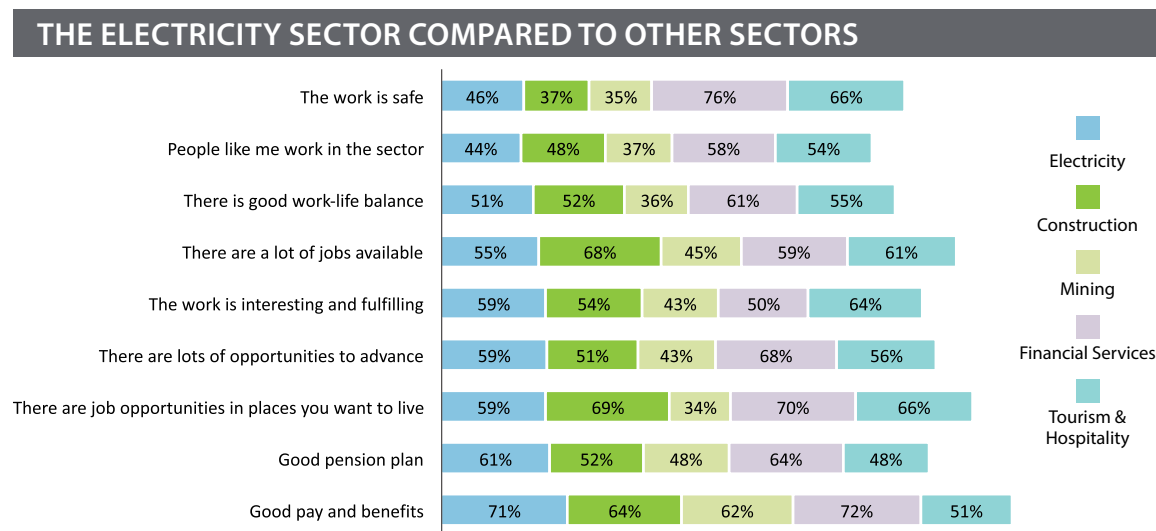


Figure 11. Thinking about working in the XX sectors, to what extent, if at all, are the above-mentioned statements **true** or **false**?

Pension plans see similar results. Where the sector falls short is in perceptions of safety and diversity of the workforce. Compared to construction, Millennials and Gen Zers are less likely to say people like them work in the electricity sector (48% vs. 44%).

And while 36% say it is definitely or probably true that work in the electricity sector is safe (compared to 37% for construction and 35% for mining) financial services, and tourism and hospitality are viewed as much safer (76% and 66% respectively). Millennials and Gen Zers are more likely to say they see people like themselves in financial services, tourism and hospitality, and construction, than electricity.

Family reactions to expressing intentions to work in the electricity sector are neither outwardly positive nor negative. About a third said their family would react with a smile, but only 8% chose

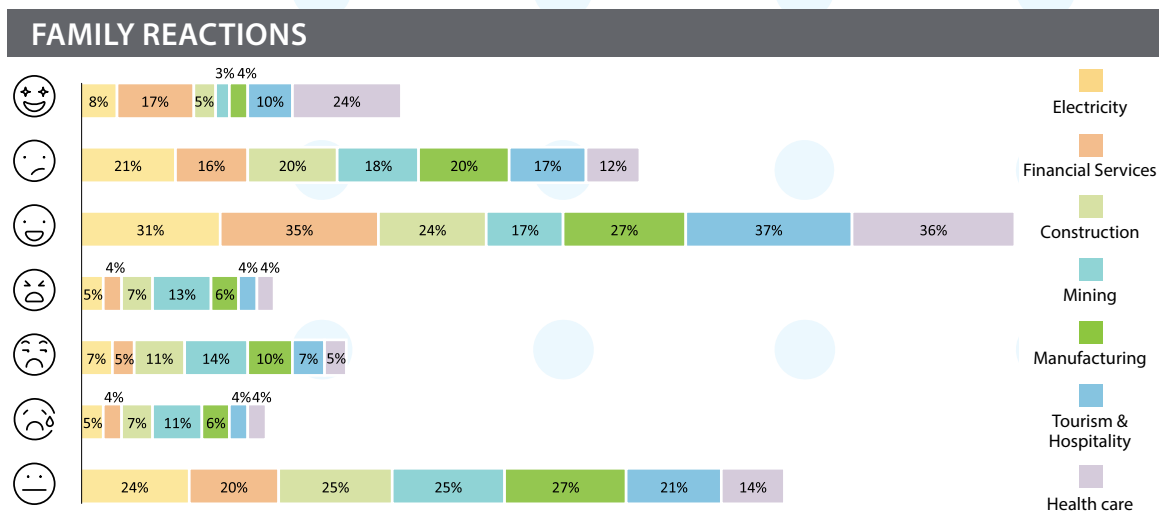


Figure 12. Now imagine you told your **parents or family** that you wanted to work in the above-mentioned sectors. Using the emojis above, what is most likely to be their reaction?

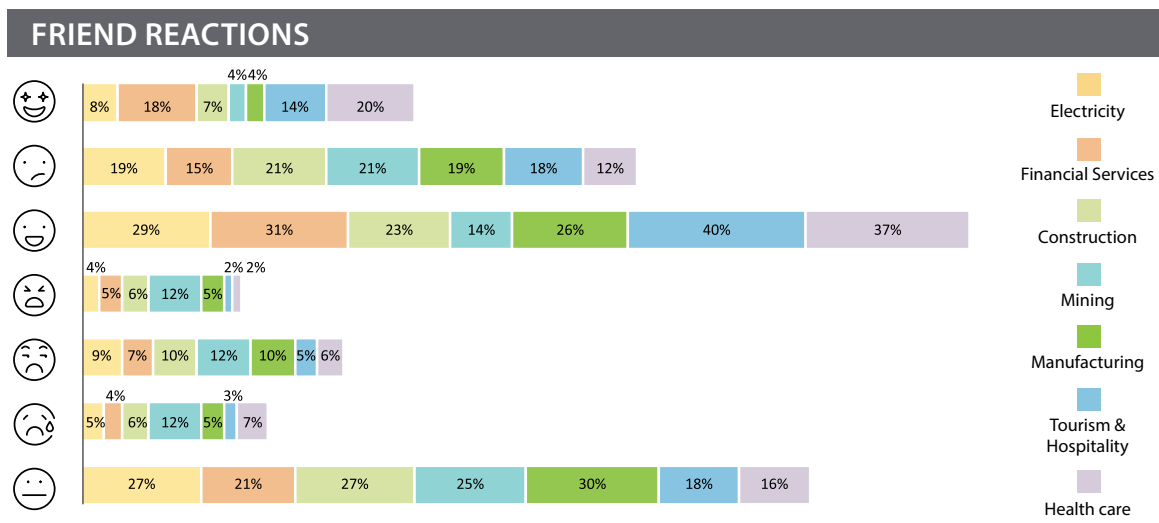


Figure 13. Now imagine you told your **friends** that you wanted to work in the above-mentioned sectors. Using the emojis above, what is most likely to be their reaction?

the 'star eyes' emoji. A quarter chose the neutral face, while 5% selected the crying emoji. The highest rate of neutral and confused reactions, compared to the sectors and industries tested, are for electricity. This reinforces the impressions Millennials and Gen Zers have about the industry themselves—that they feel neutral about the industry, or just do not know enough about it. Either young people's families are largely uninformed about the electricity sector, or the young people themselves project their limited knowledge onto family members.

Positive reactions were highest for expressing interest in the healthcare sector (24% chose the star emoji, and 36% chose the smile emoji), though the negative reactions for this sector are like that of electricity. 4% chose the crying face and 4% chose the angry face for healthcare. There were, however, far fewer neutral reactions for healthcare, compared to electricity (and all other industries and sectors tested). Among both friends and family, reactions were most negative for mining (around 12% chose the angry and crying faces). Aside from the electricity sector, family and friends would be most neutral or confused about a career in manufacturing.

Takeaways



... seem to be making the connection that the stability and pay they are looking for can likely be found in the electricity sector...

Millennials and Gen Zers do seem to be making the connection that the stability and pay they are looking for can likely be found in the electricity sector, but there are also key pieces where they need more convincing, primarily around safety, and seeing people like themselves working in the sector. 15% of millennial men say they definitely see themselves in the sector, compared to only 6% of millennial women who say the same.

It is also worth noting that for each measure, about 20% of those surveyed answered that they were unsure, and most chose the option of *probably true*, for each statement. This likely speaks to the lack of awareness and general perceptions about the electricity sector. They do not think of the sector negatively, but what they think of the sector is not well-defined.

Telling Electricity's Story to the Next Generations



With every message tested, at least 40% of Millennials and Gen Zers said it left them with a better impression of the sector. This seems to indicate that a good proportion of these generations do not know a lot about the sector but think about it more positively once they learn more.

Given that this next-generation workforce is motivated to tackle issues like climate change, it is unsurprising that the messages with the biggest impact are ones that address topics like clean technology and innovation. Messaging about Canada's clean electricity grid improves impressions of the sector for 63% of those surveyed. Similarly, 61% say their impressions of the sector improve once learning about the innovation of alternative energy sources and the ability to sell back to the grid. The message about the demand created by electric vehicles increased impressions of the industry for 59% of respondents.

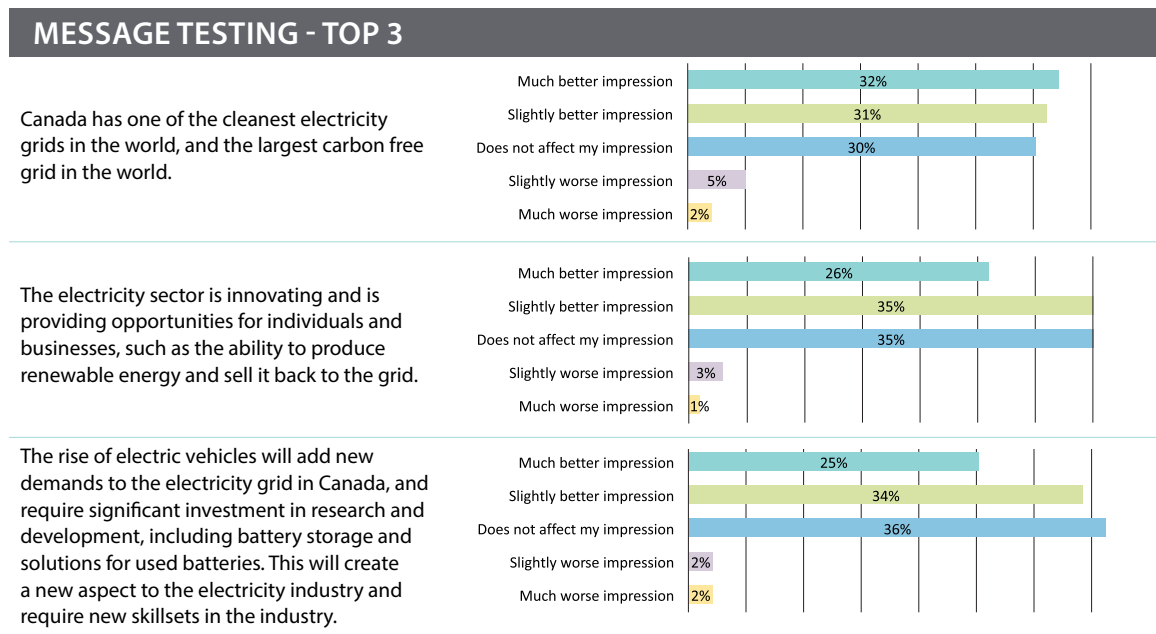
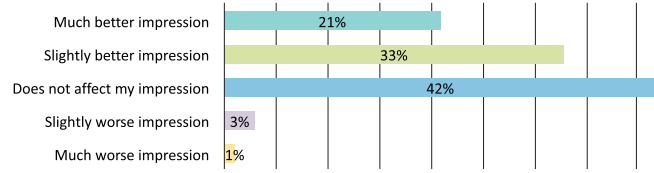


Figure 14. The electricity sector is going greener with massive investments in renewable energy generation. If Canada is going to meet its emission targets, how we produce electricity will be a major factor in that. Working in the sector means helping to solve for climate change. [Respondents shown 4 of 9 statements]

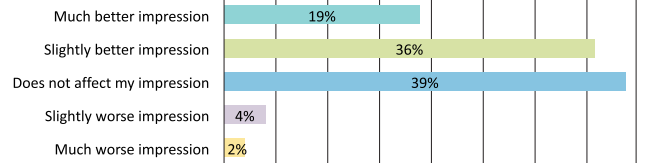
The next most influential set of messages touch on innovation within the sector and the workforce that will be well-suited to take on these kinds of jobs. The message about overall changes to the electricity sector and the required variety of jobs improved impressions for 54% of respondents. The message about digitization and increased demand improved impressions for 55% of respondents. Similarly, messaging about the growth of smart technology and the need for problem solvers improved impressions for 53% of respondents.

MESSAGE TESTING

The Canadian electricity sector is changing, which requires new workers with different skill sets including engineers, construction, information and communications technology, managers, financial analysts, and technicians.



As the reliance on digitization grows, the electricity sector is bolstering IT and data support teams to increase its focus on the importance of a secure grid to mitigate cyber security threats both international and domestic.



The growth of smart and micro-electricity grids are changing the ways energy is delivered, stored, and traded creating new opportunities for innovative, problem-solvers who want to work in the sector.

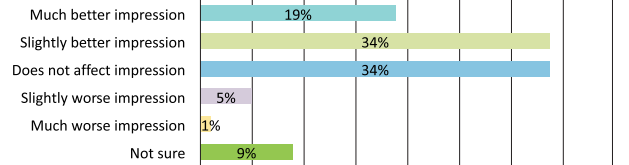
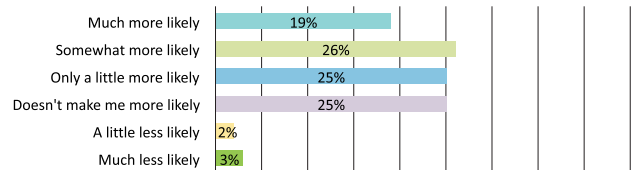


Figure 15. The electricity sector is going greener with massive investments in renewable energy generation. If Canada is going to meet its emission targets, how we produce electricity will be a major factor in that. Working in the sector means helping to solve for climate change. [Respondents shown 4 of 9 statements]

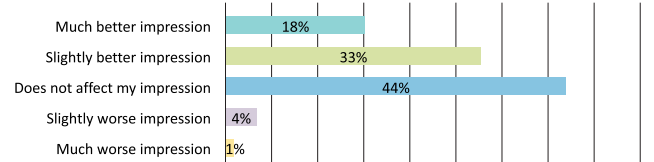
Finally, the least appealing messages to these generations are the messages about climate change (likely because they already know this is an issue and prefer the focus to be on solutions), blockchain and big data strain (on the grid) requiring increased maintenance demands on the system (likely because 'maintenance' seems less innovative or fulfilling), and nuclear refurbishment (likely just an overall less appealing project). While young people are clearly interested in innovation, the specifics of technology around that are less appealing or not well understood.

STATEMENTS ABOUT THE ELECTRICITY SECTOR

"The electricity sector is going greener... working in the sector means helping to solve for climate change."



New technologies like blockchain and big data...means more strain...on our electricity system. We need a new generation of workers to upgrade and manage this system.



In the next ten years, nuclear refurbishment projects, primarily in Ontario, will require more skilled labour than is currently available in the market.

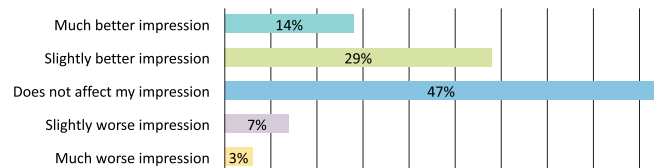


Figure 16. The electricity sector is going greener with massive investments in renewable energy generation. If Canada is going to meet its emission targets, how we produce electricity will be a major factor in that. Working in the sector means helping to solve for climate change. [Respondents shown 4 of 9 statements]

Takeaways

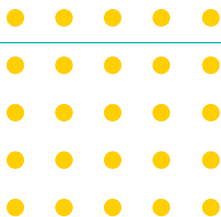


Millennials and Gen Zers believe that climate change is an important issue and want the opportunity to be part of the solution.

Messages about clean energy and being a part of something innovative are important for these generations, as they are looking for work that is fulfilling and allows them to be a part of the solution to big problems. This may also explain why the message that directly mentions the problem of climate change did not change opinions as much as messaging about the solutions the industry is putting forward.

Millennials and Gen Zers believe that climate change is an important issue and want the opportunity to be part of the solution. Messaging about innovations like selling back to the grid or battery storage for electric vehicles is more likely to inspire these generations to become involved in these solutions than reminding them about what they already know.

While younger people may have grown up with a wealth of technology and can often be perceived as being especially tech-savvy, it is worth noting that messaging about technologies not related to climate change did not have a large impact on improving perceptions. This is a valuable caveat for recruiters that may think promoting the technology behind the work is a winning strategy. Young people are less enthusiastic about technology in general: they are interested in technology that directly addresses the problems they see in the world.



Segmenting the Potential Workforce



It is important to recognize that younger generations are not homogeneous: different groups and demographics perceive the electricity sector differently. It is important to identify who is interested in the electricity sector, and who is not.

Identity & Demographic Segments

The electricity workforce has a lot of room for improvement when it comes to diversity and inclusion. In addition to skewing older, the sector is predominantly male and not Indigenous. Groups currently under-represented in the sector respond differently when it comes to considering a job in the electricity sector.

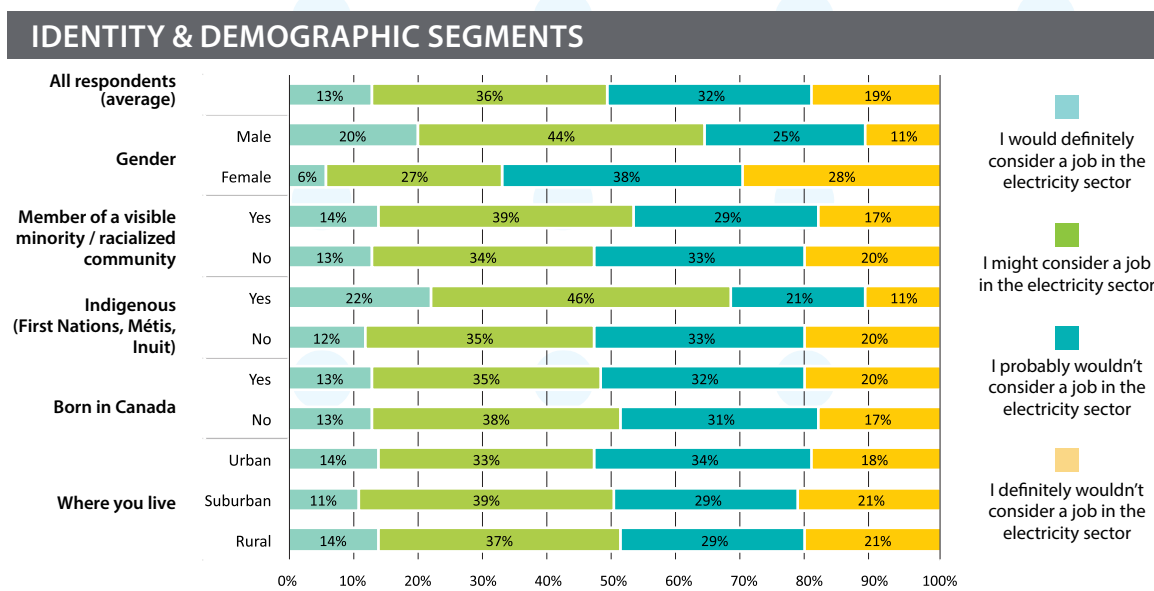


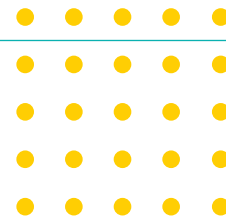
Figure 17. How likely are you to consider a job in the electricity sector ?

Takeaways



Members of visible minorities / racialized communities are slightly more likely to consider a career in electricity.

- Women are far less likely to consider a career in electricity. This correlates with the current under-representation of women in the sector.
- Members of visible minorities / racialized communities are slightly more likely to consider a career in electricity. While these groups are under-represented in the sector currently, they are an excellent recruitment opportunity for the future workforce.
- Indigenous Canadians are substantially more likely to consider a career in electricity. Again, these groups are currently under-represented in the sector and an excellent opportunity for recruitment.
- Being born in Canada or elsewhere does not have a significant impact on attitudes towards careers in electricity.



Level of Interest

As a stand-alone question in the survey, we asked participants whether they would consider working in the electricity sector. Respondents are split into three groups:

- “Definitely interested” are the 13% who would definitely consider a career in the electricity sector
- “Somewhat Interested” are the 36% who might consider a career in the sector
- “Not interested”, are the 51% who are not currently open to a career in the sector

The next section outlines the make-up of each of these segments, what they want from a career, and their attitudes towards the industry.

Definitely Interested: Who Are They?

The definitely interested are the 13% who would definitely consider a career in electricity. They skew slightly older (30-36 years old), are upper-middle-class, hold stable full-time jobs, and are slightly more likely to be living in an urban area and in Ontario. Half are currently students, and half are not. Their biggest defining characteristic is that they are much more likely to be a man than a woman. **75% of this group identifies as male.**

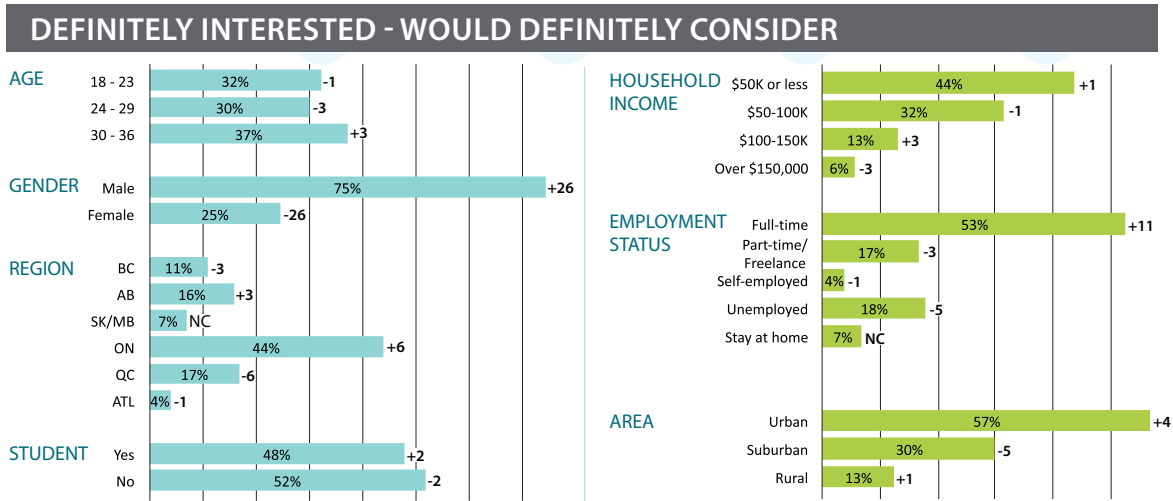


Figure 18. **DEFINITELY INTERESTED +/- compared to overall** Which of the above-mentioned best describes your thoughts about a career in the electricity sector?

Compared to the average they are looking for work where they might get sweaty or dirty (67% vs. 52%), where they can be active (82% vs 68%) and where they can work outdoors (33% vs 21%). Interestingly, they are less likely to say they want to work in the public sector—only 38% would prefer a public sector job rather than one from the private sector, compared to 48% overall.

Compared to the average, the definitely interested place more importance on job security (60% say this is very important), having fulfilling, interesting or challenging work (53% say this is very

WHAT BEST DESCRIBES THE TYPE OF WORK YOU WOULD MOST LIKE TO DO?

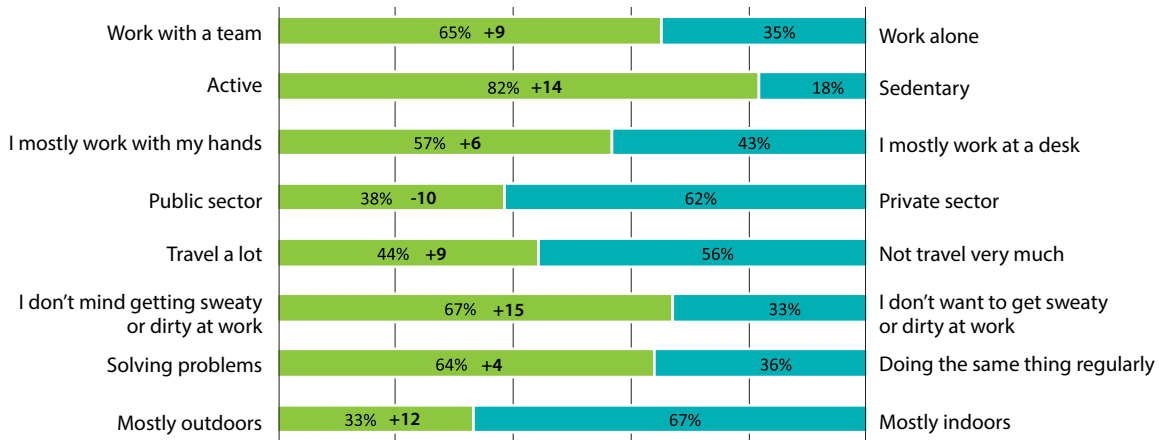


Figure 19. **DEFINITELY INTERESTED +/- compared to overall** What best describes the type of work you would most like to do?

important), and having future prospects and opportunities for advancement (59% say this is very important). That said, they are also a lot more satisfied with these aspects of their current job than others.

Unsurprisingly, this group has much more positive impressions of the electricity sector overall and what it has to offer in terms of careers. Positive impressions of the industry are higher than average for this group (73% say they have a positive impression, compared to 50% overall), including a significant increase in those who think very positively of the industry (36% vs 15%). Not all of those who are very interested in a career in the sector are necessarily cheerleaders of the industry—one in four have a neutral or negative opinion of it.

SATISFACTION VS IMPORTANCE

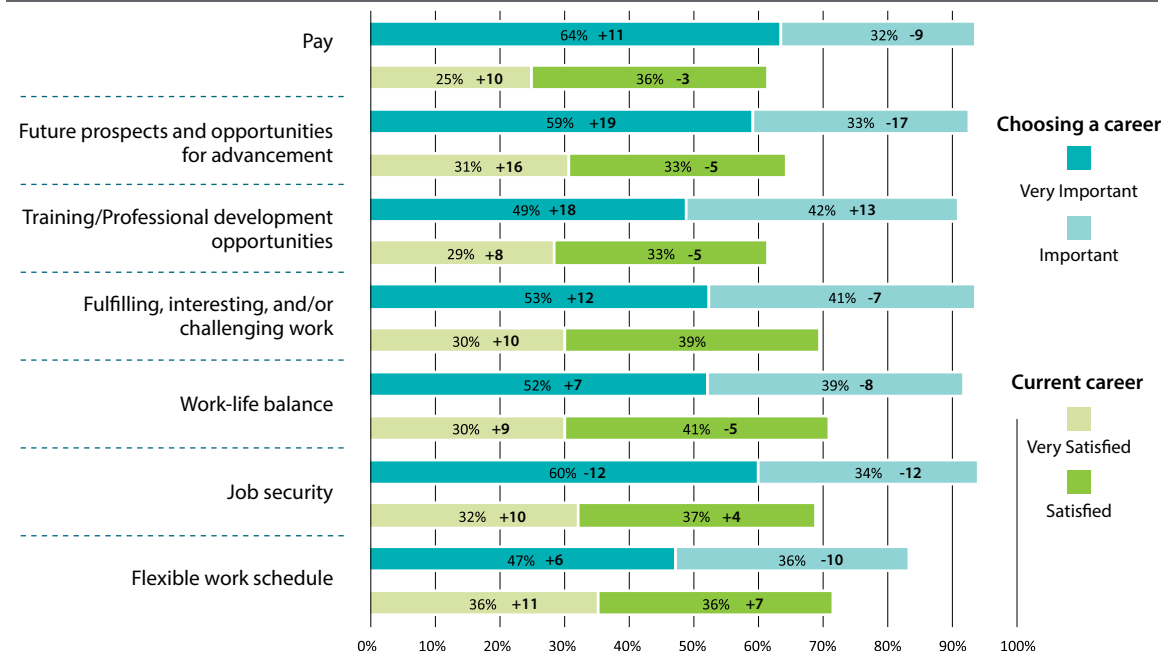


Figure 20. **DEFINITELY INTERESTED +/- compared to overall** How important would you say the above-mentioned are in choosing a career for you personally? How would you rate your satisfaction in your current careers?

The definitely interested are more confident than average that the electricity sector provides interesting or fulfilling work and opportunities to advance—the two aspects they prioritize much more than most. They are less likely to share the same concerns about the industry as their fellow Millennials and Gen Zers. They are also more confident that this industry is stable in terms of pay, benefits, and pension plans. The definitely interested are more likely to say that the work is safe (24% vs. 9%), and more likely to say people like them work in the sector (29% vs. 10%).

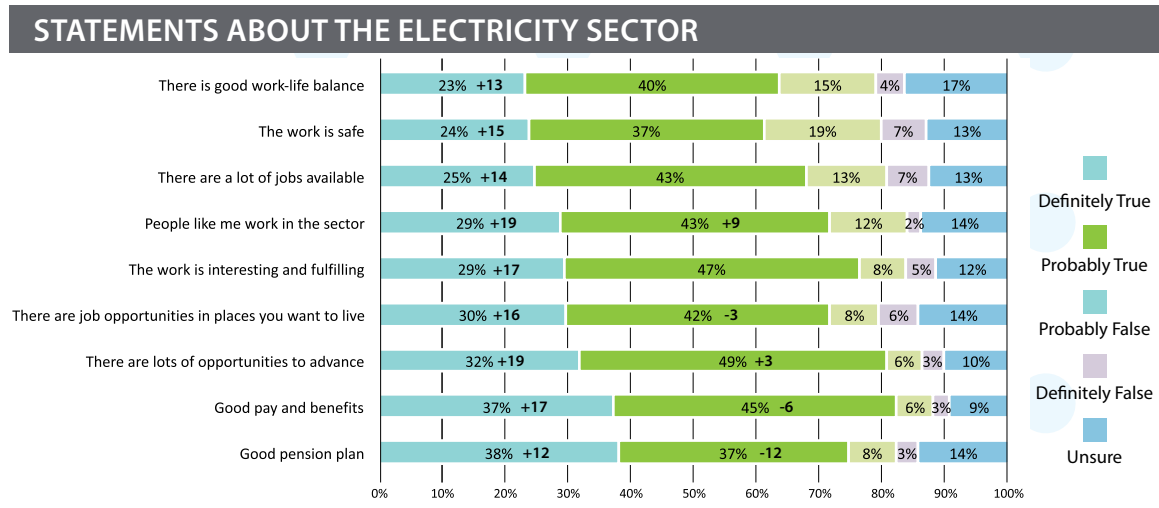


Figure 21. **DEFINITELY INTERESTED +/- compared to overall** Thinking about working in the electricity sector, to what extent, if at all, are the above-mentioned statements true or false?

The definitely interested are more likely than other groups to consider a career in electricity, but they are also much more open to other jobs as well. 47% would also consider (definitely or probably) a career in construction, manufacturing (45%), and even healthcare (48%).

How their network perceives a career in construction is also likely a big influence on why these individuals are more likely to consider a career in electricity compared to most. Positive reactions from family and friends are much higher for this group.

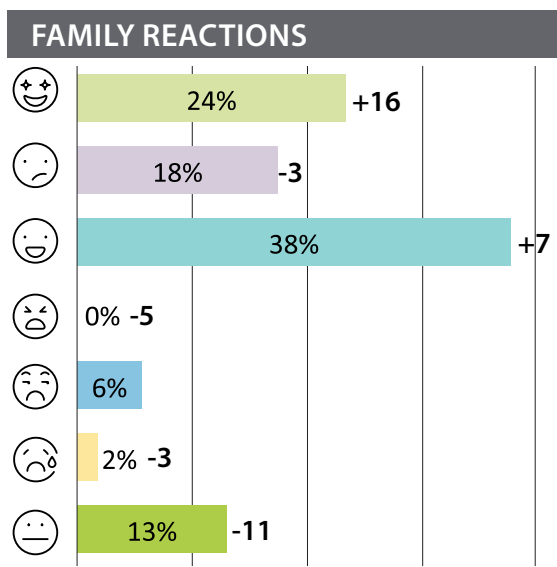


Figure 22. **DEFINITELY INTERESTED +/- compared to overall** Now imagine you told your **parents** or **family** that you wanted to work in the electricity sector. Using the emojis above what is most likely to be their reaction?

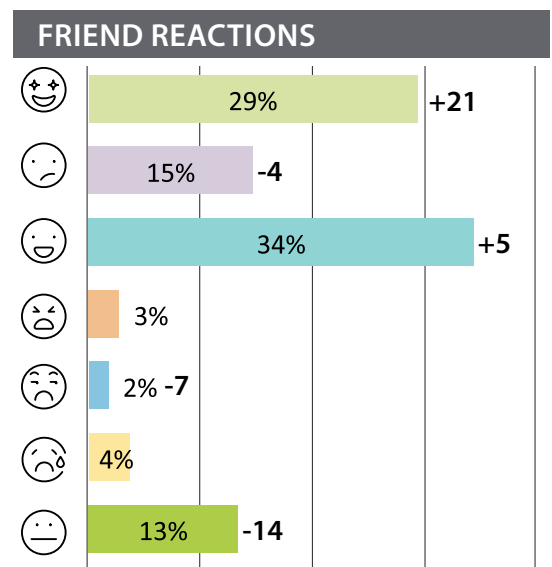


Figure 23. **DEFINITELY INTERESTED +/- compared to overall** Now imagine you told **friends** that you wanted to work in the electricity sector. Using the emojis above, what is most likely to be their reaction?

While they believe their family and friends are slightly less likely to have negative reactions, they are much more likely to have positive reactions and see value in a career within the electricity sector. There was an increase in those who used the star emoji reaction for friends (29% vs. 8%) and a similar increase for the same emoji among family.

As a group that is looking for stability in their jobs, 73% say a career in electricity offers a predictable future (compared to 64% among all respondents). They also see the job as meaningful (86%), enjoyable (79%), and respected by others (87%).

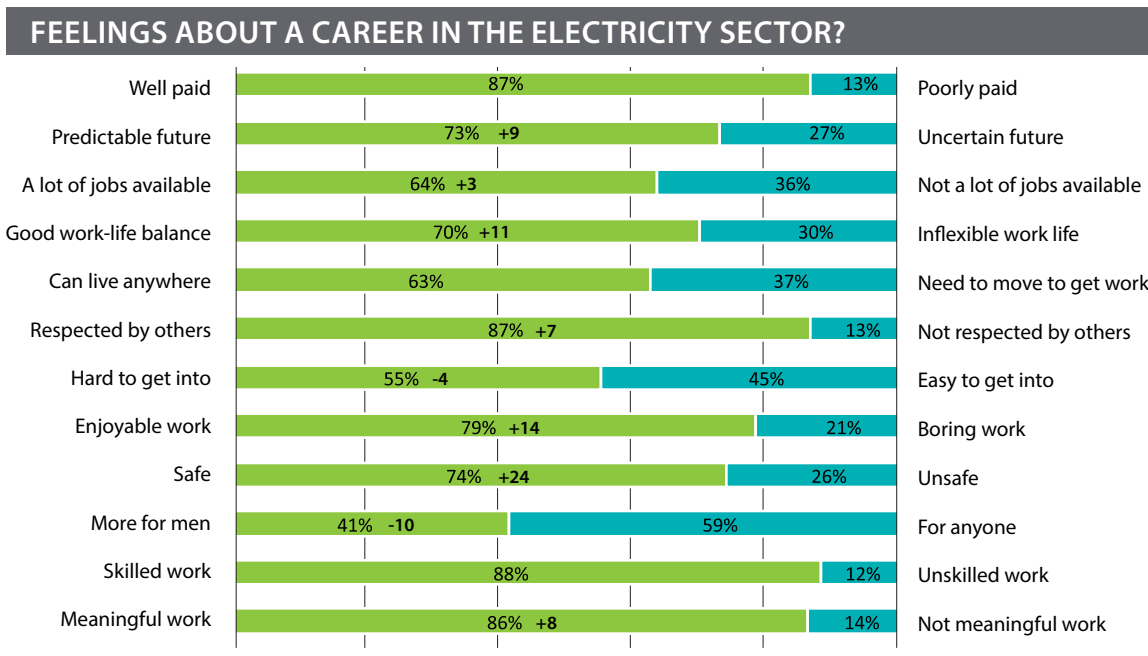


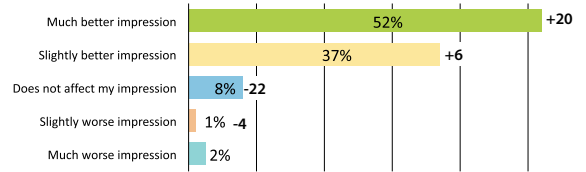
Figure 24. **DEFINITELY INTERESTED +/- compared to overall** When you think specifically about a career in electricity, which of the above-mentioned words or phrases of each pair best describes how you feel about it?

Unsurprisingly, this group is most receptive to messaging about the electricity sector than others. Compared to the average individual in these generations, messaging about the rise in electric vehicles and blockchain is much more compelling. Upon hearing about the rise in electric vehicles and the demand that it will create, 60% of the definitely interested said they had a much better impression of the industry, compared to 25% among all respondents. The blockchain message saw similar results: it increased those with a positive impression to 52%, compared to 32% among all respondents.

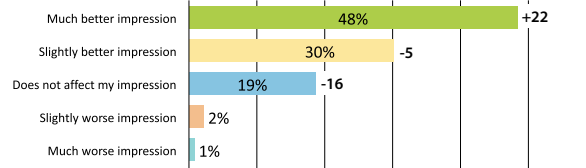
As seen through the example of messaging on block-chain and electric vehicles, this group seems much more driven by messages about technology in the sector overall, and the opportunities that come with these advancements. Messaging about smart and micro-electricity grids gives 46% of this group a much better impression of the sector, compared to just 19% among all respondents. And 43% said the messaging about a changing sector requiring different skill sets gave them a much better impression, compared to 21% of all respondents.

STATEMENTS ABOUT THE ELECTRICITY SECTOR

Canada has one of the cleanest electricity grids in the world, and the largest carbon free grid in the world.



The electricity sector is innovating and is providing opportunities for individuals and businesses, such as the ability to produce renewable energy and sell it back to the grid.



The rise of electric vehicles will add new demands to the electricity grid in Canada, and require significant investment in research and development, including battery storage and solutions for used batteries. This will create a new aspect to the electricity industry and require new skillsets in the industry.

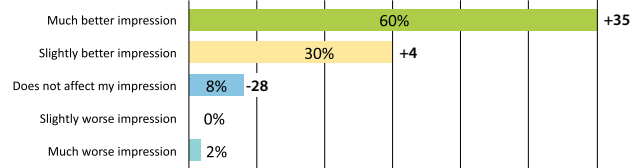


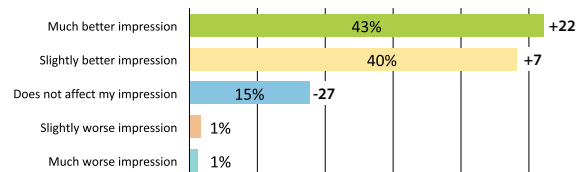
Figure 25. **DEFINITELY INTERESTED +/- compared to overall** The electricity sector is going greener with massive investments in renewable energy generation. If Canada is going to meet its emission targets, how we produce electricity will be a major factor in that. Working in the sector means helping to solve for climate change. [Respondents shown 4 of 9 statements]

Despite being one of the least influential messages for these generations overall, the message about blockchain resonates particularly well for this group.

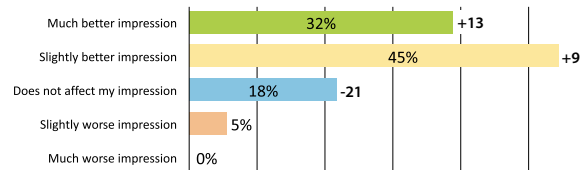
Following the message testing, interest in the sector decreases slightly among the definitely interested. Asked again if they would consider a career in the electricity sector, 60% say they would definitely consider a career in the sector, and 41% said they might consider a job in the sector.

STATEMENTS ABOUT THE ELECTRICITY SECTOR

The Canadian electricity sector is changing, which requires new workers with different skill sets including engineers, construction, information and communications technology, managers, financial analysts, and technicians.



As the reliance on digitization grows, the electricity sector is bolstering IT and data support teams to increase its focus on the importance of a secure grid to mitigate cyber security threats both international and domestic.



The growth of smart and micro-electricity grids are changing the ways energy is delivered, stored, and traded creating new opportunities for innovative, problem-solvers who want to work in the sector.

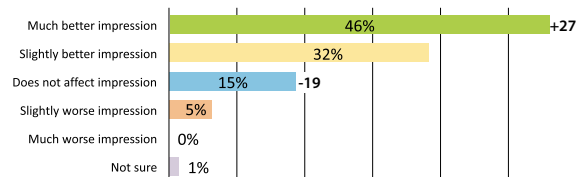
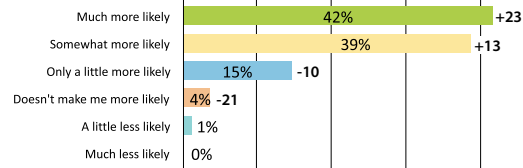


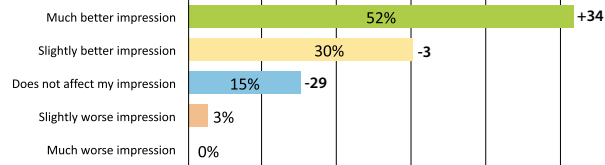
Figure 26. **DEFINITELY INTERESTED +/- compared to overall** The electricity sector is going greener with massive investments in renewable energy generation. If Canada is going to meet its emission targets, how we produce electricity will be a major factor in that. Working in the sector means helping to solve for climate change. [Respondents shown 4 of 9 statements]

STATEMENTS ABOUT THE ELECTRICITY SECTOR

“The electricity sector is going greener... working in the sector means helping to solve for climate change.”



New technologies like blockchain and big data... means more strain... on our electricity system. We need a new generation of workers to upgrade and manage this system.



In the next ten years, nuclear refurbishment projects, primarily in Ontario, will require more skilled labour than is currently available in the market.

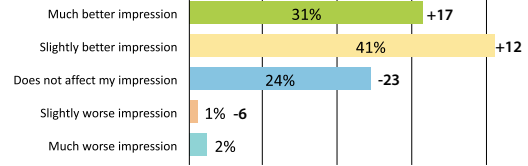


Figure 27. **DEFINITELY INTERESTED +/- compared to overall** The electricity sector is going greener with massive investments in renewable energy generation. If Canada is going to meet its emission targets, how we produce electricity will be a major factor in that. Working in the sector means helping to solve for climate change. [Respondents shown 4 of 9 statements]

Interestingly, the messaging seems to have impacted women who would be considered definitely interested more so than men in this group. 71% of women who are definitely interested said they would definitely consider a career in the sector following the message testing, compared to 57% of men.

Among the definitely interested, the most important sources of information when job seeking are an employer's website, and family and friends. They also frequently turn to Google searches and Indeed. 49% say an association website is the most important or very important.

IMPORTANCE OF SOURCES FOR SEEKING JOB INFORMATION

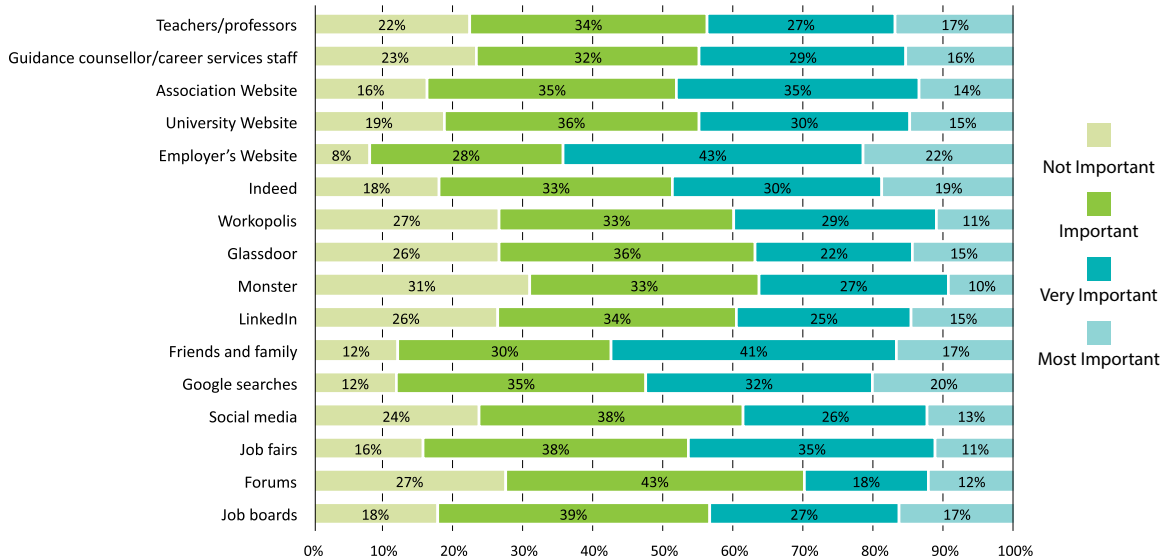


Figure 28. **DEFINITELY INTERESTED** How important, if at all, are each of the above-mentioned sources when you seek a job or career information?

Takeaways



Compared to the average, the definitely interested show a higher amount of positive impressions.

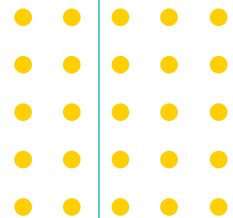
A big part of what sets the definitely interested apart from the average Millennial and Gen Zers is their awareness of the industry and what it offers: they have a more well-defined and positive view of the industry.

Compared to the average, the definitely interested show a higher amount of positive impressions. Only 17% say they have a neutral impression, compared to 37% of all Millennials and Gen Zers. Their networks feel the same way—there are less confused and neutral reactions from their friends and family, and more positive reactions. They also have a clearer, more positive picture of how the industry looks.

The definitely interested desire careers that allow them to get involved in their work (including getting sweaty and dirty, being active and travelling) because they place a lot of importance on feeling fulfilled by their careers. They are more likely than other groups to be receiving this kind of fulfillment in the job they already have, but they are also not closing any doors. Out of all segments, they were more likely to consider a career in all the sectors tested. The electricity sector should use messaging about innovation and technologies addressing big issues to show this group that a career in the electricity sector gives them fulfilling day to day work. As the sector all other sectors rely on, electricity is truly the opportunity for Millennials and Gen Zers to be a part of something bigger than themselves. The sector should leverage this unique offering when trying to attract this group.

Defining features:

- Slightly older (30-36)
- Overwhelmingly male
- Largely urban
- Enjoy being active, getting sweaty/dirty, working with a team, working indoors, the private sector, solving problems, not travelling much
- Prioritize pay and job security
- See working in electricity as fulfilling, with good pay, benefits and pension plan
- Feel a career in the sector would be respected and provide well-paid skilled and meaningful work
- Respond well to messaging about innovation, clean technology and energy transition
- Look to employer websites and family/friends to evaluate job opportunities



Somewhat Interested: Who Are They?

The somewhat interested are the segment (36%) who say they *may* consider a career in the electricity sector. Like the definitely interested, they are slightly more likely to be older (30-36 years old), upper-middle class, and have stable full-time jobs. They are also no more likely to be a current student or not, and skew towards men than women, though less so than the definitely interested (men make up 61% of this segment). Unlike the definitely interested, they are slightly more suburban, and slightly less urban.

SOMEWHAT INTERESTED - MIGHT CONSIDER

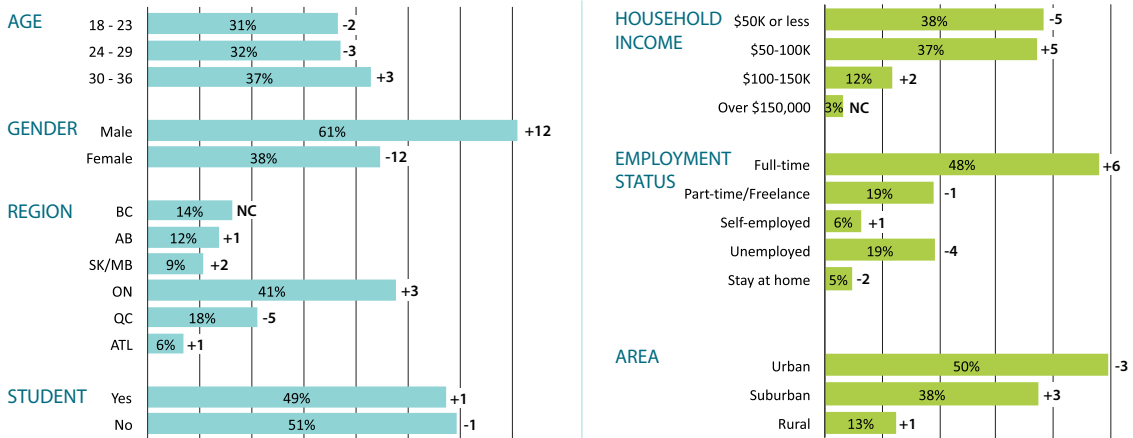


Figure 29. **SOMEWHAT INTERESTED +/- compared to overall** Which of the above-mentioned best describes your thoughts about a career in the electricity sector?

Their desired career is not that much different than an average Millennial or Gen Zer. They have a slightly higher affinity to solving problems on the job (66% versus 60%) and being active in their job (71% versus 68%), but overall are looking for the same type of work as the average Millennial or Gen Zer.

WHAT BEST DESCRIBES THE TYPE OF WORK YOU WOULD MOST LIKE TO DO?

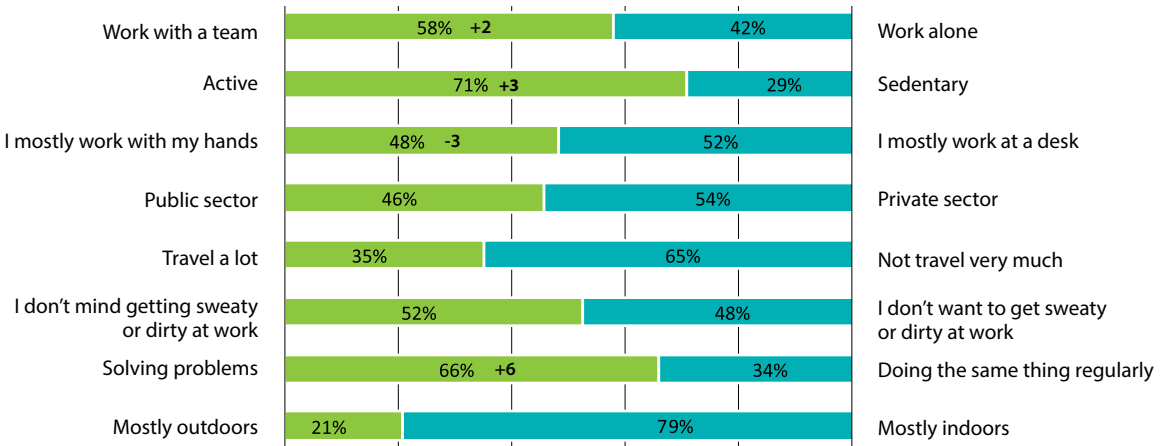


Figure 30. **SOMEWHAT INTERESTED +/- compared to overall** What best describes the type of work you would most like to do?

This group is still concerned about finding work that is secure, fulfilling, and flexible, but the intensity of this desire is less than what the average Millennial or Gen Zer holds. What is stronger among this group is a desire for their job to have a good work-life balance, (40% say this is very important, versus 35% on average).

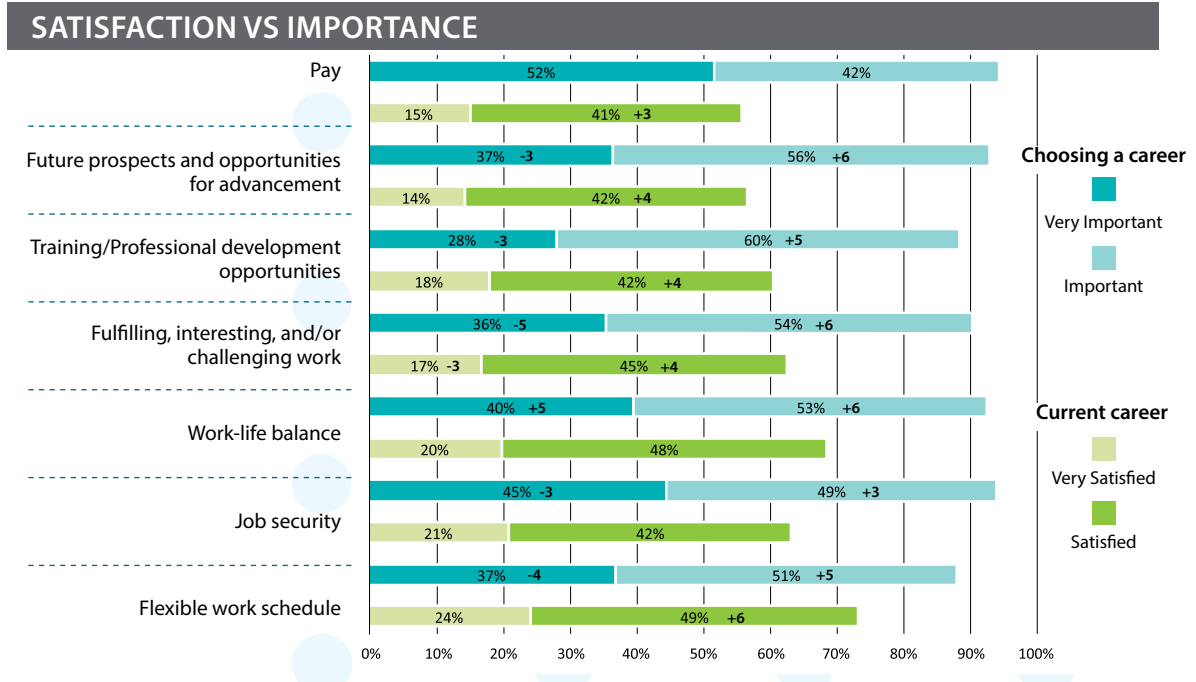


Figure 31. **SOMEWHAT INTERESTED +/- compared to overall** How important would you say the above -mentioned are in choosing a career for you personally? How would you rate your satisfaction in your current careers?

The somewhat interested do have a more positive impression of the electricity sector overall, but it is not as strong as that felt among the definitely interested. As for specific aspects of a career in the electricity sector, the somewhat interested are more likely to see themselves in the sector and see the work as safe, but this increase is not as strong as among the definitely interested. If anything, this segment is just a bit more certain about their feelings towards the sector, compared to the average.

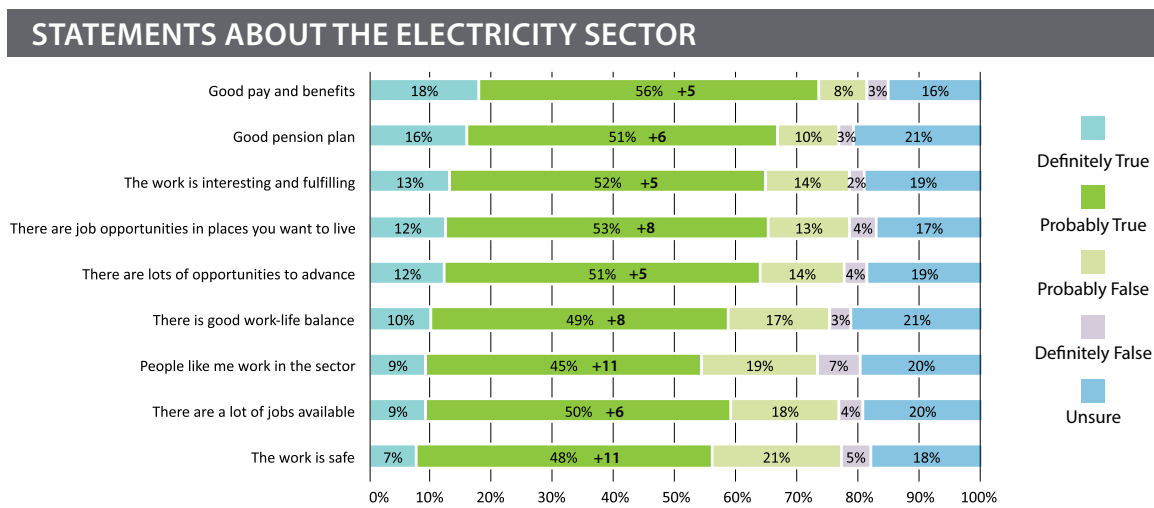


Figure 32. **SOMEWHAT INTERESTED +/- compared to overall** Thinking about working in the electricity sector, to what extent, if at all, are the above -mentioned statements true or false?

They do see work in the electricity industry as more enjoyable, meaningful, and more predictable compared to the average. And, given that they place an importance on work-life balance, they are more likely than average to say a career in electricity will offer them this kind of balanced lifestyle (49% say this is probably true compared to 41% among all respondents).

Unlike the definitely interested, the somewhat interested are only slightly more likely to think highly of most industries tested. Instead, their views are more aligned with the average Millennial or Gen Zer. They know more about what kind of industry they see themselves in, compared to the definitely interested who are more open to all options tested. The somewhat interested are slightly more likely to consider a career in financial services, tourism and hospitality or healthcare (33% definitely or probably would) than in electricity (29%).

Their network has the same enthusiasm about their working in electricity as they do about working in construction. Family is much more likely to react with a smile (41% versus 31%), and much less likely to seem confused (15% versus 21%) than average, but no more likely to react with the star-eyes emoji, and no less likely to use the monotone face look. Friend reactions are a bit more positive: 43% would react with the smile emoji, compared to 29% on average.

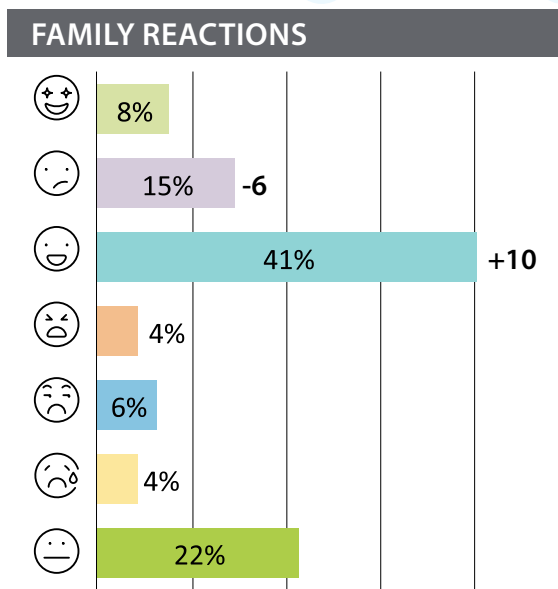


Figure 33. **SOMEWHAT INTERESTED +/- compared to overall** Now imagine you told your **parents or family** that you wanted to work in the **Electricity** sector. Using the emojis above, what is most likely to be their reaction?

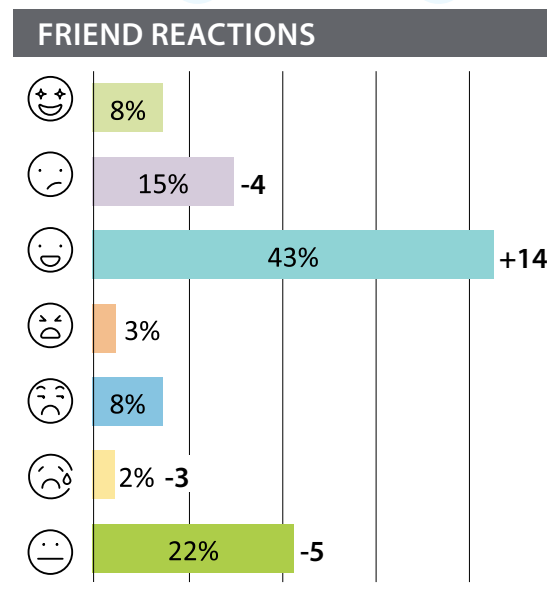


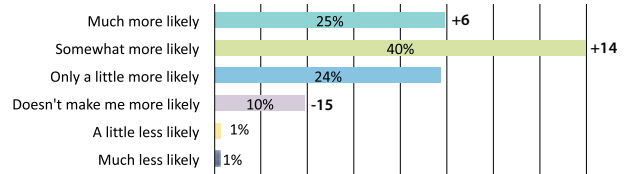
Figure 34. **SOMEWHAT INTERESTED +/- compared to overall** Now imagine you told **friends** that you wanted to work in the **Electricity** sector. Using the emojis above, what is most likely to be their reaction?

Like the definitely interested, they react positively to some of the messaging, but not as strongly. Rather than increasing to “a much better impression”, this group shifts out of their neutral impressions to slightly positive ones. For example, with the messaging about blockchain, neutral impressions were lower than average (31% versus 44%), and “slightly better” impressions were higher than average (46% versus 33%).

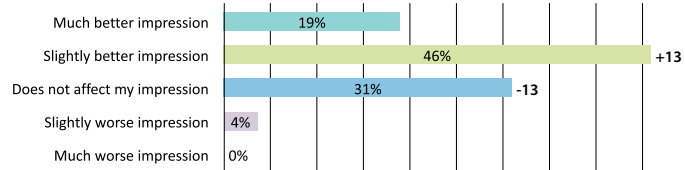
Similarly, the message about electric vehicles showed higher “slightly better impressions” compared to average (48% versus 34%).

STATEMENTS ABOUT THE ELECTRICITY SECTOR

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New technologies like blockchain and big data... means more strain... on our electricity system. We need a new generation of workers to upgrade and manage this system.



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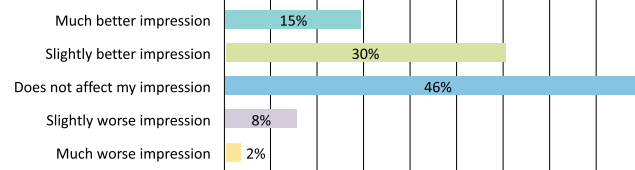


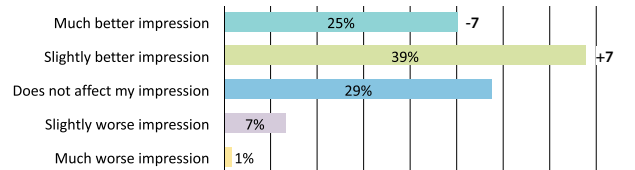
Figure 35. **SOMEWHAT INTERESTED +/- compared to overall** The electricity sector is going greener with massive investments in renewable energy generation. If Canada is going to meet its emission targets, how we produce electricity will be a major factor in that. Working in the sector means helping to solve for climate change. [Respondents shown 4 of 9 statements]

Interestingly, messages about other specific technologies like smart grids do not show the same kind of growth in sentiment, though the majority still say the message would improve their impressions of the industry.

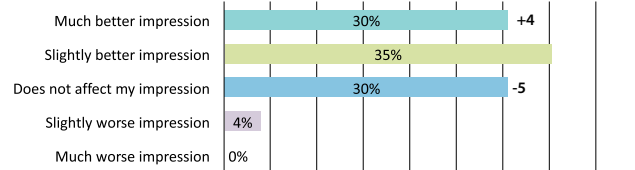
The somewhat interested still have a positive reaction to the messaging, but the intensity of these sentiments is less than what was seen among the definitely interested. This may in part be due to

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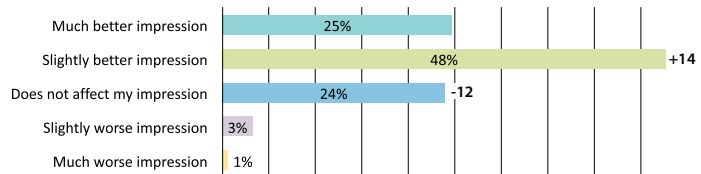
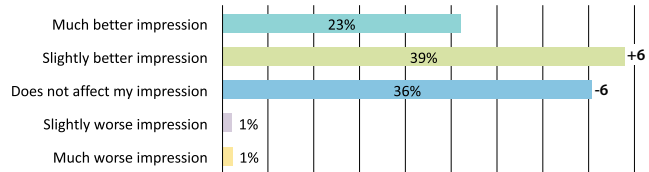


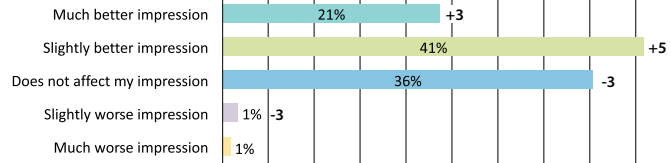
Figure 36. **SOMEWHAT INTERESTED +/- compared to overall** The electricity sector is going greener with massive investments in renewable energy generation. If Canada is going to meet its emission targets, how we produce electricity will be a major factor in that. Working in the sector means helping to solve for climate change. [Respondents shown 4 of 9 statements]

STATEMENTS ABOUT THE ELECTRICITY SECTOR

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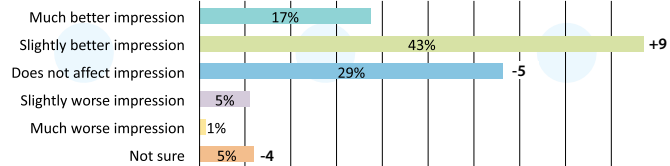


Figure 37. **SOMEWHAT INTERESTED +/- compared to overall** The electricity sector is going greener with massive investments in renewable energy generation. If Canada is going to meet its emission targets, how we produce electricity will be a major factor in that. Working in the sector means helping to solve for climate change. [Respondents shown 4 of 9 statements]

their lower level of interest in participating in the jobs listed in the messaging and more neutral impressions of the sector overall.

Messaging that pairs innovations with the kinds of workers required to service these innovations seem to have the most positive impressions for this group (for example, blockchain creating greater demand for maintenance workers, or the shift to electric vehicles and smart grids requiring new job functions). These messages are likely appealing due to this group's interest in finding stable employment, with their still-present desire to be part of something fulfilling.

IMPORTANCE OF SOURCES FOR SEEKING JOB INFORMATION

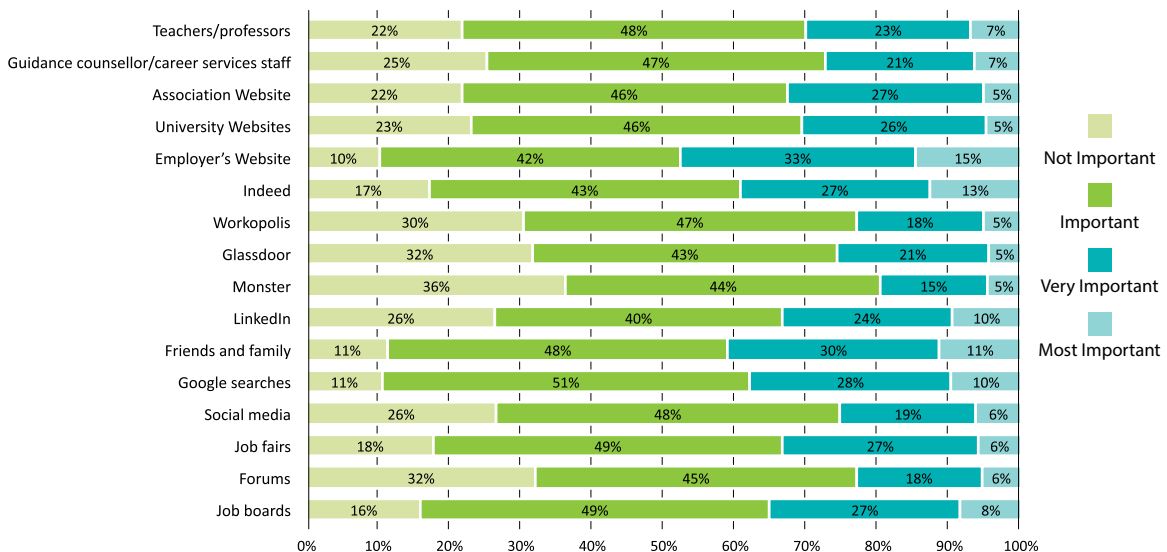


Figure 38. **SOMEWHAT INTERESTED** How important, if at all, are each of the above-mentioned sources when you seek a job or career information?

Following the message testing, 13% of the somewhat interested say they would definitely consider a career in the electricity sector, and 72% say they might consider it.

They also say an employer's websites and friends are the most important sources of information on jobs or careers. 32% say an association is most important or very important.

Takeaways



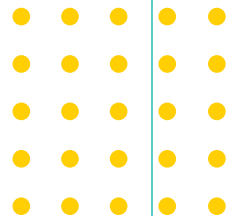
Messaging to this group should focus on the specific opportunities that will lead to new demands for workers ...

Among the somewhat interested, their impressions of the sector align with their interest in working in it. They view it somewhat positively, a bit less neutrally than average, but are not sector advocates. They care about the security of their chosen careers, and that the work should be fulfilling, but what makes them stand out is their desire to have a balance between work life and home-life. Unlike the definitely interested, their career is not the only thing that would give them fulfillment, so they are not necessarily looking for the innovative and fulfilling opportunities that the definitely interested would be seeking. Instead, this group is more interested in a career that allows them a lifestyle where they can feel fulfilled on the job and off. This is also evidenced by their disinterest (relative to the definitely interested) in messaging about being part of something innovative and bigger than themselves, and their interest in messages that use phrases like "workers".

Messaging to this group should focus on the specific opportunities that will lead to new demands for workers as the sector transitions but are likely to be permanent going forward (for example, demand from electric vehicles is only set to increase and will bring with it new opportunities).

Defining features:

- Largely male
- Mix of urban and suburban
- Prefer work that is active, not travelling much, solves problems and is mostly indoors
- Most concerned with pay and job security
- Perceive the electricity sector as having good pay and benefits
- Respond somewhat positively to messaging about the sector
- Look to employer websites and family/friends to evaluate job opportunities



Not Interested: Who Are They?

Unsurprisingly, the not interested look very dissimilar to those who are interested in working in the electricity sector. They are slightly younger (under 30), a little more likely to reside in Quebec and a little less likely to reside in Ontario. They have a lower income and less stable employment than other segments. This group is also a majority (65%) female. They are less keen on a job that would require them to be active, get sweaty or dirty, or solve problems.

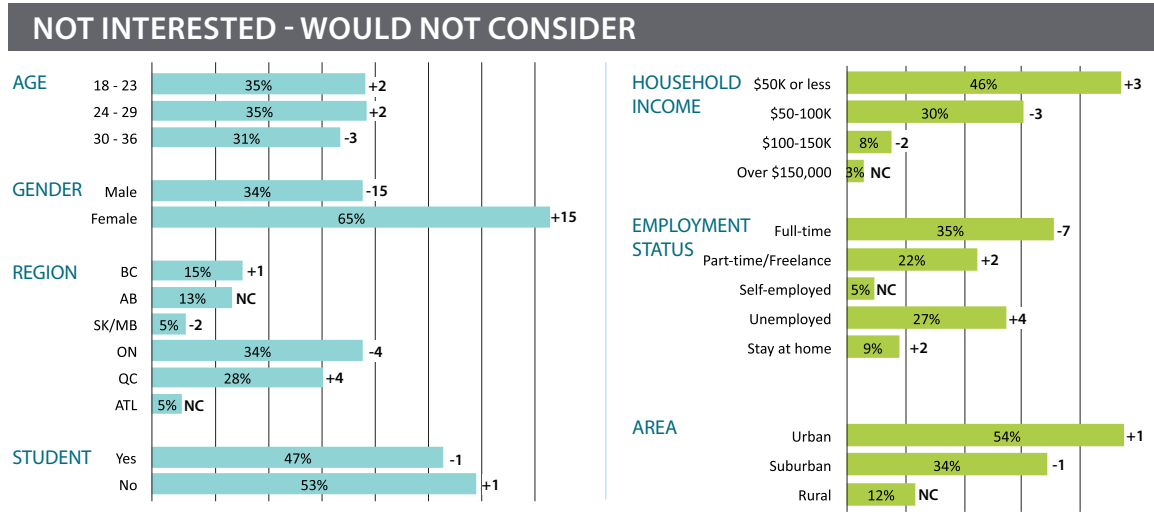


Figure 39. **NOT INTERESTED +/- compared to overall** Which of the above-mentioned best describes your thoughts about a career in the electricity sector?

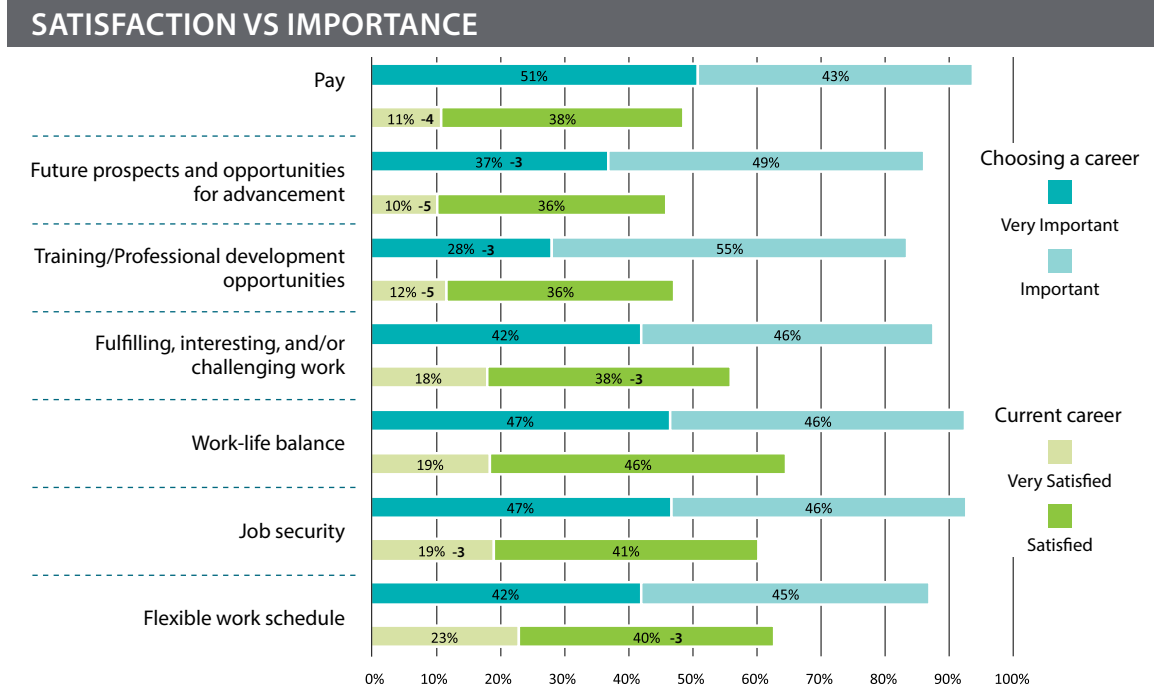


Figure 40. **NOT INTERESTED +/- compared to overall** How important would you say the above-mentioned are in choosing a career for you personally? How would you rate your satisfaction in your current careers?

The level of importance they place on certain aspects of work is no different from the average; they prioritize pay, job security, and work-life balance. They are a bit less satisfied with their current job security, training opportunities, and pay than average.

Just as it might have been obvious that the definitely interested have more positive impressions of the industry, it is no surprise that the not interested do not see the industry as positively as the other two segments. 38% have a positive impression, compared to 50% among all Millennials and Gen Zers, 56% among the somewhat interested, and 73% among the definitely interested. That said, they do not have a negative impression, they are just more neutral with their impressions.

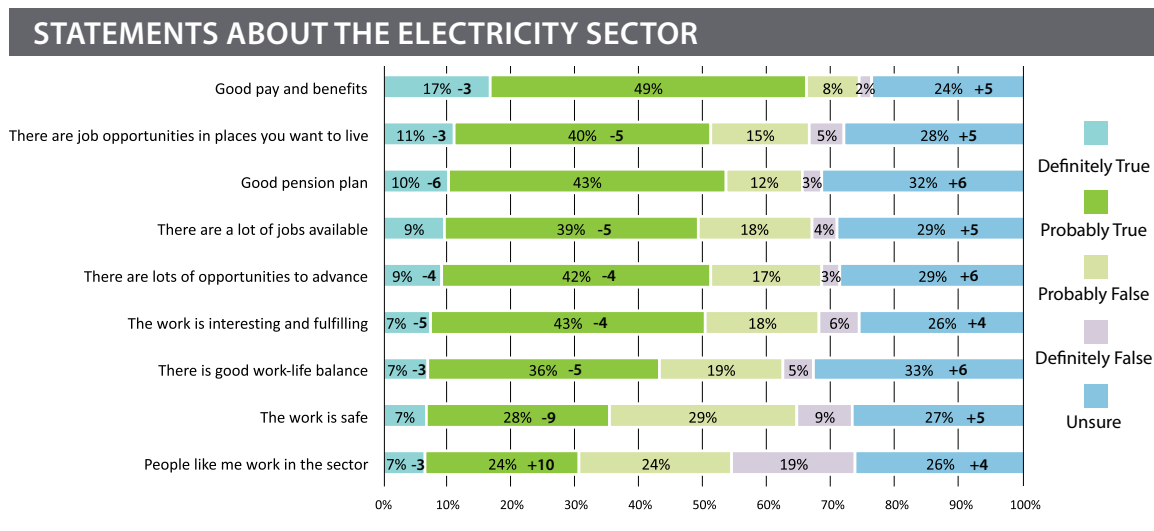


Figure 41. **NOT INTERESTED +/- compared to overall** Thinking about working in the electricity sector, to what extent, if at all, are the above-mentioned statements true or false?

This group feels the same way about specific aspects of the industry. They are less likely to agree the industry is safe, but also more likely to say they are unsure about the safety of the industry. They are also more uncertain if people like them work in the industry, what job availabilities and opportunities exist, and what the work-life balance looks like.

On most measures, they are less convinced about the benefits the electricity sector offers. This includes the benefits such as pension plans, fulfilling and meaningful work, and opportunities for advancement. Given that this group is 65% women, it is also important to note that 58% of this group say a career in electricity is “more for men” (compared to 51% of Millennials and Gen Zers overall).

Among the not interested, impressions about the pay, benefits, and opportunities to advance also decrease for sectors like construction and mining. They are much less likely to consider a career in these sectors as well.

The networks of the not interested feel similarly about them working in the electricity sector. Intense sentiments (very happy or very sad reactions) are like the average Millennial or Gen Zer (though much different than the definitely interested). 6% of the not interested say their family would be angry, and only 4% check off the star eyes emoji. That said, friends and family are more likely to feel neutral about them choosing electricity as a career, and less happy about it.

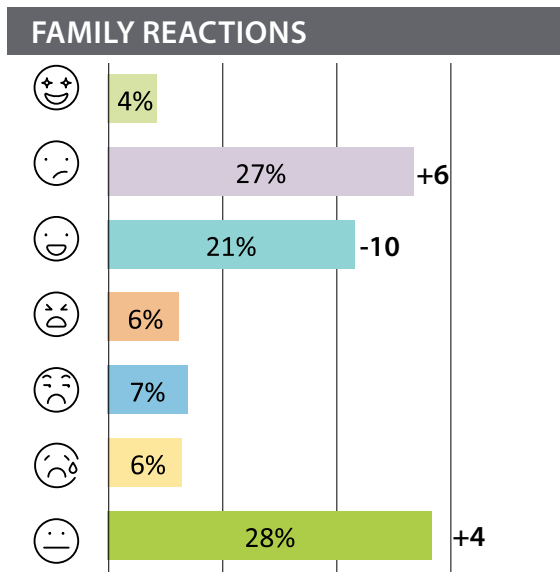


Figure 42. **NOT INTERESTED +/- compared to overall** Now imagine you told your **parents or family** that you wanted to work in the electricity sector. Using the emojis above, what is most likely to be their reaction?

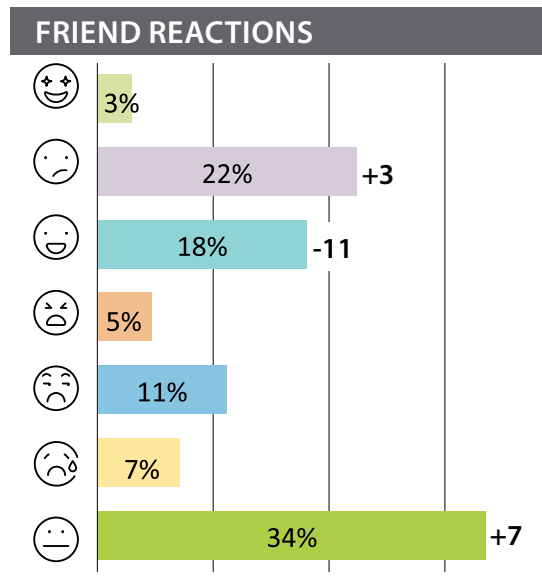


Figure 43. **NOT INTERESTED +/- compared to overall** Now imagine you told **friends** that you wanted to work in the electricity sector. Using the emojis above, what is most likely to be their reaction?

Reflecting their neutral sentiments towards the electricity sector, the messages tested do not dissuade the not interested: they just make less of an impact compared to other groups. For all messages, a majority said it left them with the same impression of the sector as they had initially. Following the message test, 23% of the not interested said they might consider a career in electricity.

Among the top three messages for the average Millennial and Gen Zer, impressions shifted the most for the message on electric vehicles, where neutral impressions were much higher among the not interested (52% versus 36%).

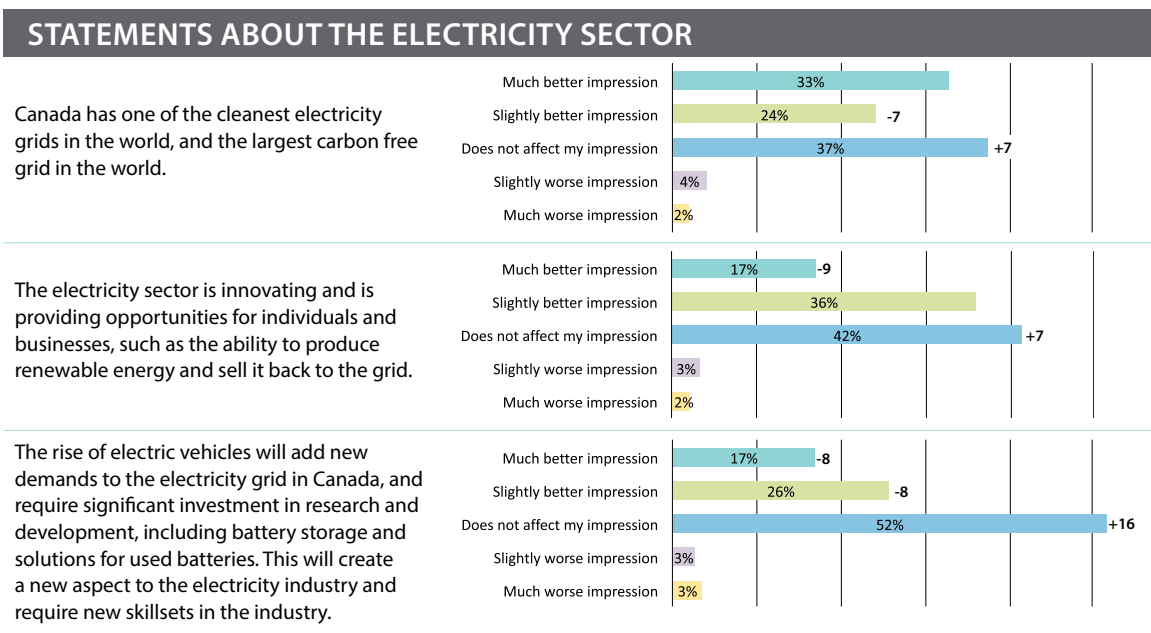
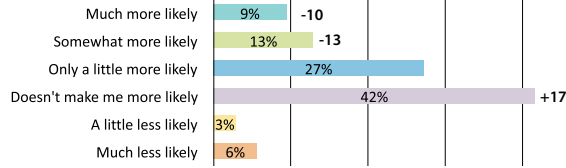


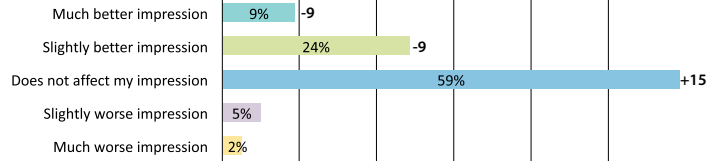
Figure 44. **NOT INTERESTED +/- compared to overall** The electricity sector is going greener with massive investments in renewable energy generation. If Canada is going to meet its emission targets, how we produce electricity will be a major factor in that. Working in the sector means helping to solve for climate change. [Respondents shown 4 of 9 statements]

STATEMENTS ABOUT THE ELECTRICITY SECTOR

“The electricity sector is going greener... working in the sector means helping to solve for climate change.”



New technologies like blockchain and big data... means more strain... on our electricity system. We need a new generation of workers to upgrade and manage this system.



In the next ten years, nuclear refurbishment projects, primarily in Ontario, will require more skilled labour than is currently available in the market.

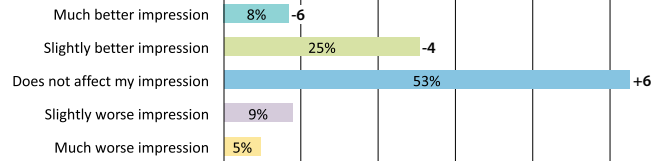


Figure 45. **NOT INTERESTED +/- compared to overall** The electricity sector is going greener with massive investments in renewable energy generation. If Canada is going to meet its emission targets, how we produce electricity will be a major factor in that. Working in the sector means helping to solve for climate change. [Respondents shown 4 of 9 statements]

Similarly, messaging about the electricity sector’s role in block-chain and big data advancements and climate change saw a significant increase in neutral impressions.

For nearly all messages, neutral impressions are much higher than average. If those not interested are neutral about the industry and less aware about job specifics in the industry, it is likely that they also know less about how the electricity sector can contribute to advancements in technology, and are more likely to feel neutral about these characteristics of the industry as well.

Takeaways



The impressions of the electricity sector among the not interested are more in line with construction and other trades jobs ...

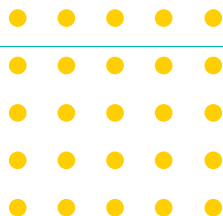
The not interested aren't necessarily holding more negative impressions of the industry, they just don't seem to know as much about the industry as other Millennials and Gen Zers.

On specifics, they are more likely to say they are unsure. This suggests three consequences for this group: they feel more neutral about the industry than other segments (nearly half say they have a neutral impression of the industry overall), it's harder to sell them on the industry if they were not thinking about it in the first place (lack of perception changes for specific messages tested), and they are likely to default to what 'society' thinks of the industry, or stereotypes they may come across to form their impressions. The impressions of the electricity sector among the not interested are more in line with construction and other trades jobs, compared to the other two segments.

It is important to note that they are not actively dissuading themselves or dissuading others from joining the sector. Messaging for other groups that showcase the opportunities for innovation (for the definitely interested) and the availability of stable jobs (for the somewhat interested) will also likely have positive impacts on this segment by increasing their awareness.

Defining features:

- Largely female
- More likely to be from Quebec
- Largely urban
- Prioritize pay, work-life balance and job security
- Perceive the sector to have good pay and benefits, but does not see themselves in the sector, that the work is safe, or that there is work-life balance
- React neutrally or slightly more positively to messaging about the sector



Segmentation: Job Type

Through other research conducted by Electricity Human Resources Canada, it was determined that there are five key areas in the electricity sector that will face gaps in employees over the next ten years. Most Millennials and Gen Zers agree that the number of jobs available in these areas will continue to increase, especially in renewable energy, IT, and engineering.

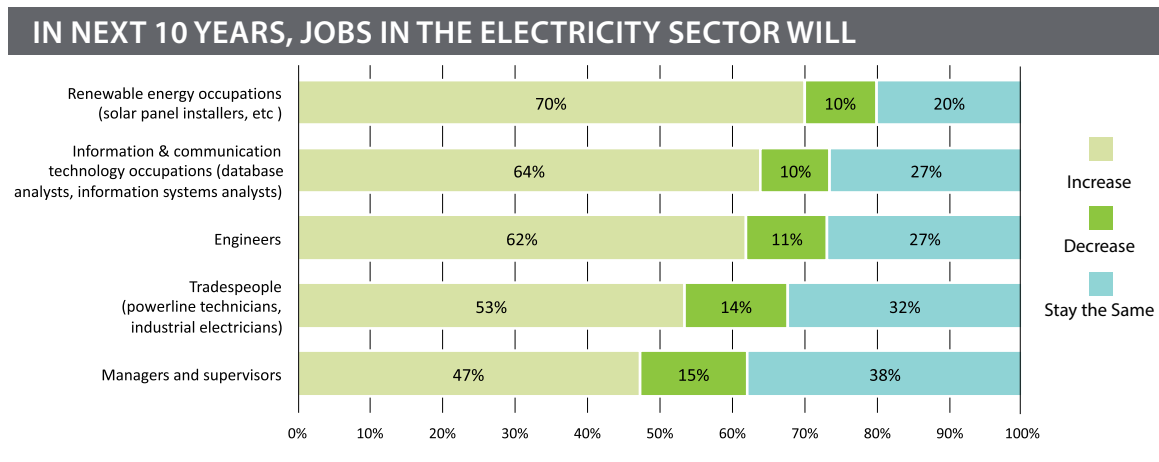


Figure 46. Over the next 10 years, do you think the above-mentioned types of jobs in the electricity industry will...

While it seems undisputed that there will be a demand for these jobs among this generation, do those who are qualified for these roles seem interested in filling these jobs in the electricity sector?

Four segments were created, using fields of study and current sector of employment to mirror the four areas most in need of employees in the future.

Those in the trades made up 12% of the sample. They are either currently studying in, or have recently completed, studies in construction and electrical trades, mechanic and repair technologies, or engineering technologies and technical trades; or are currently employed in mining, quarrying, oil and gas extraction, utilities or electricity, or construction or manufacturing.

Those in the management segment made up 14% of the sample. They are either currently studying in, or have recently completed, studies in business management, marketing and related support services, business management and public administration, or are currently employed in a job involving management of companies and enterprises.

Those in the IT segment made up 9% of the sample. They are either currently studying in, or have recently completed studies, in mechanic and repair technologies, computer and information sciences and support services, or computer and information sciences.

Those in the engineering segment made up 2% of the sample. They are either currently studying in or have recently completed studies in engineering technologies or technical fields, architecture, engineering, and related technologies.

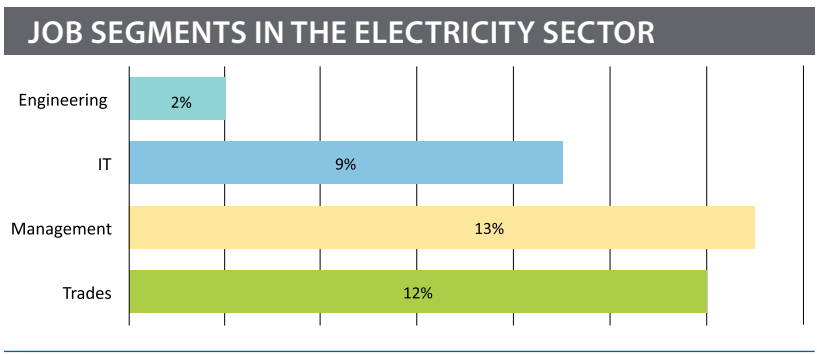


Figure 47. Percentage of sample job segments

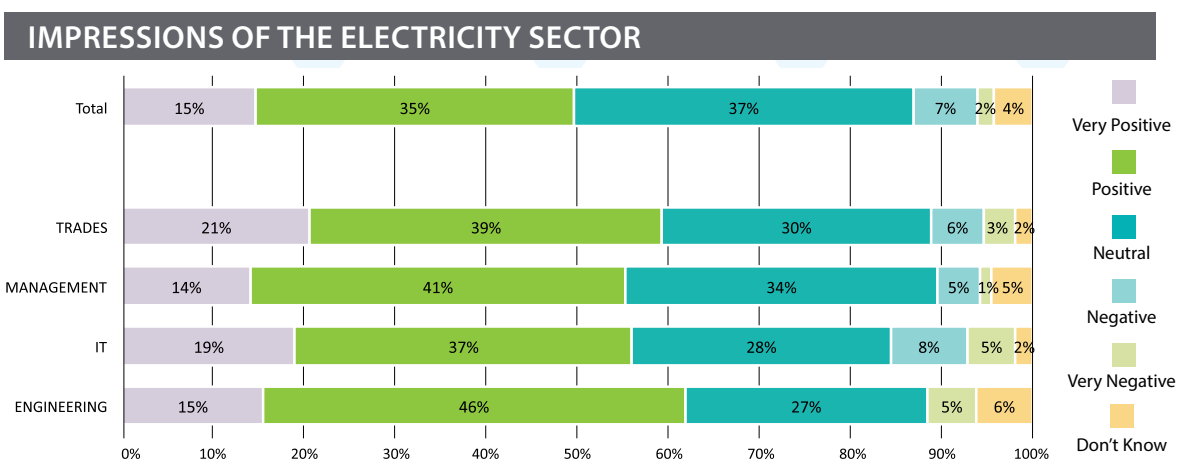


Figure 48. Do you have a **positive** or **negative** impression of the electricity sector?

Among these segments, their impression of the electricity sector is higher than average — except for management, in which only 14% hold a very positive impression of the industry.

Those in the trades view the electricity sector more positively than other fields with similar skill sets like construction, manufacturing and mining. Renewable energy has the most positive impressions for those in the trades, compared to all other professions tested.

Those in management view electricity more positively than mining, oil and gas, and manufacturing, on par with financial services and construction, and less positively than tourism and hospitality, healthcare, and renewable energy.

Those with IT backgrounds see electricity more positively than financial services, tourism and hospitality, construction, mining, manufacturing, and oil and gas, and less positively than healthcare and renewable energy.

And finally, those with engineering backgrounds view electricity more positively than financial services, construction, mining, oil and gas, or manufacturing, on par with tourism and hospitality and healthcare, and less positively than renewable energy.

IMPRESSIONS OF SECTORS & INDUSTRIES

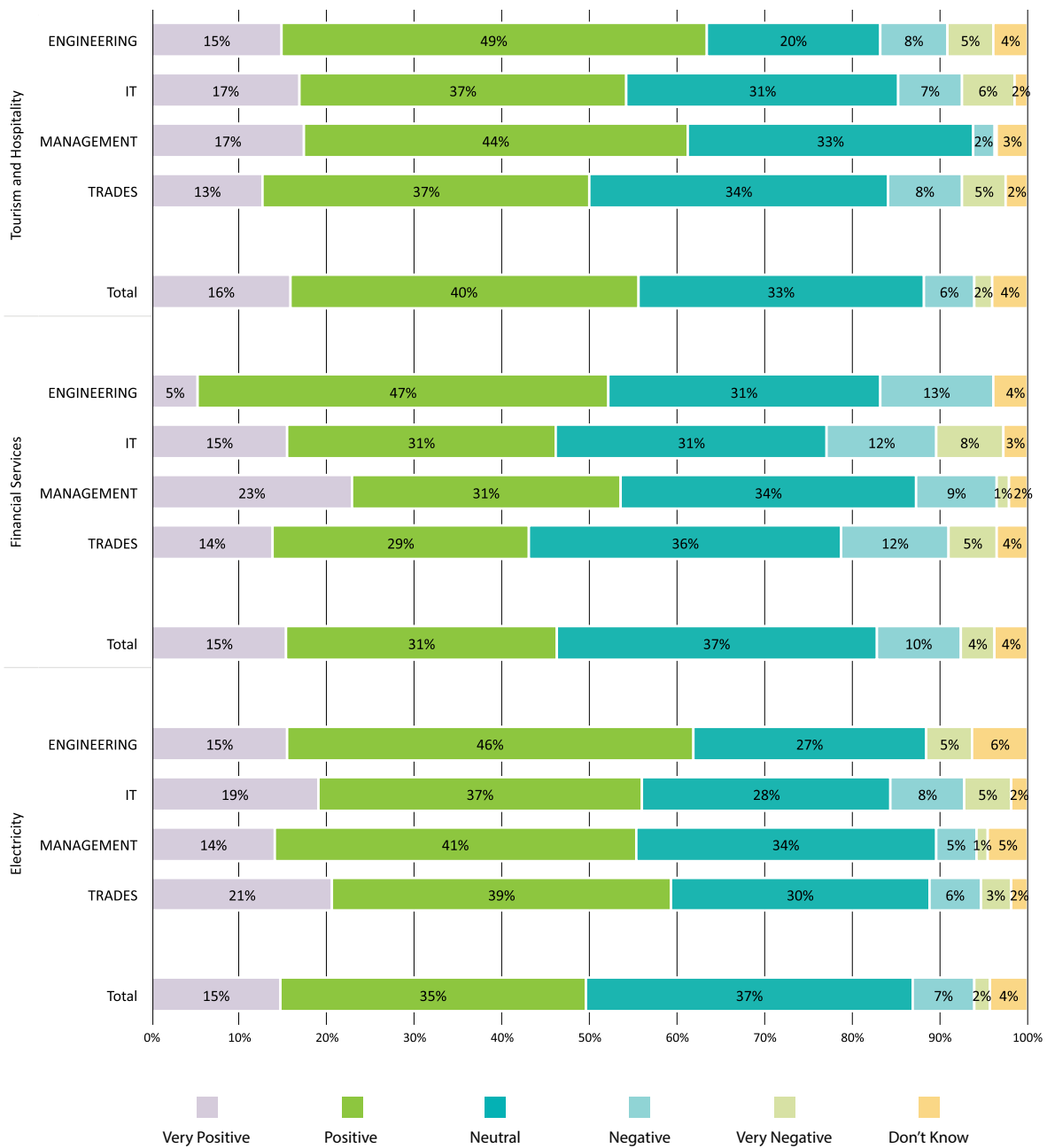


Figure 49. Do you have a **positive** or **negative** impression of the above-mentioned sectors or industries?

IMPRESSIONS OF SECTORS & INDUSTRIES

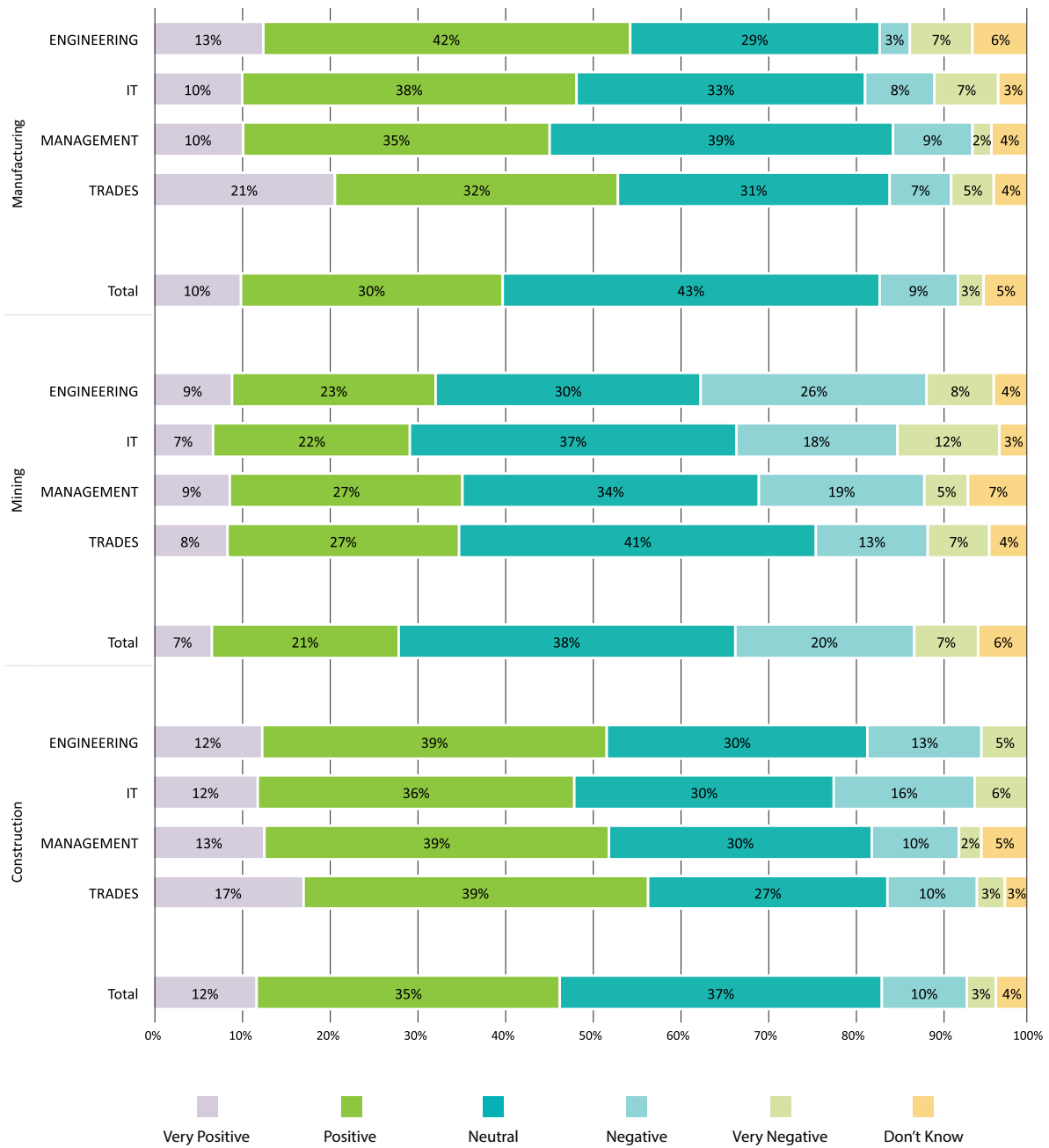


Figure 50. Do you have a **positive** or **negative** impression of the above-mentioned sectors or industries?

IMPRESSIONS OF SECTORS & INDUSTRIES

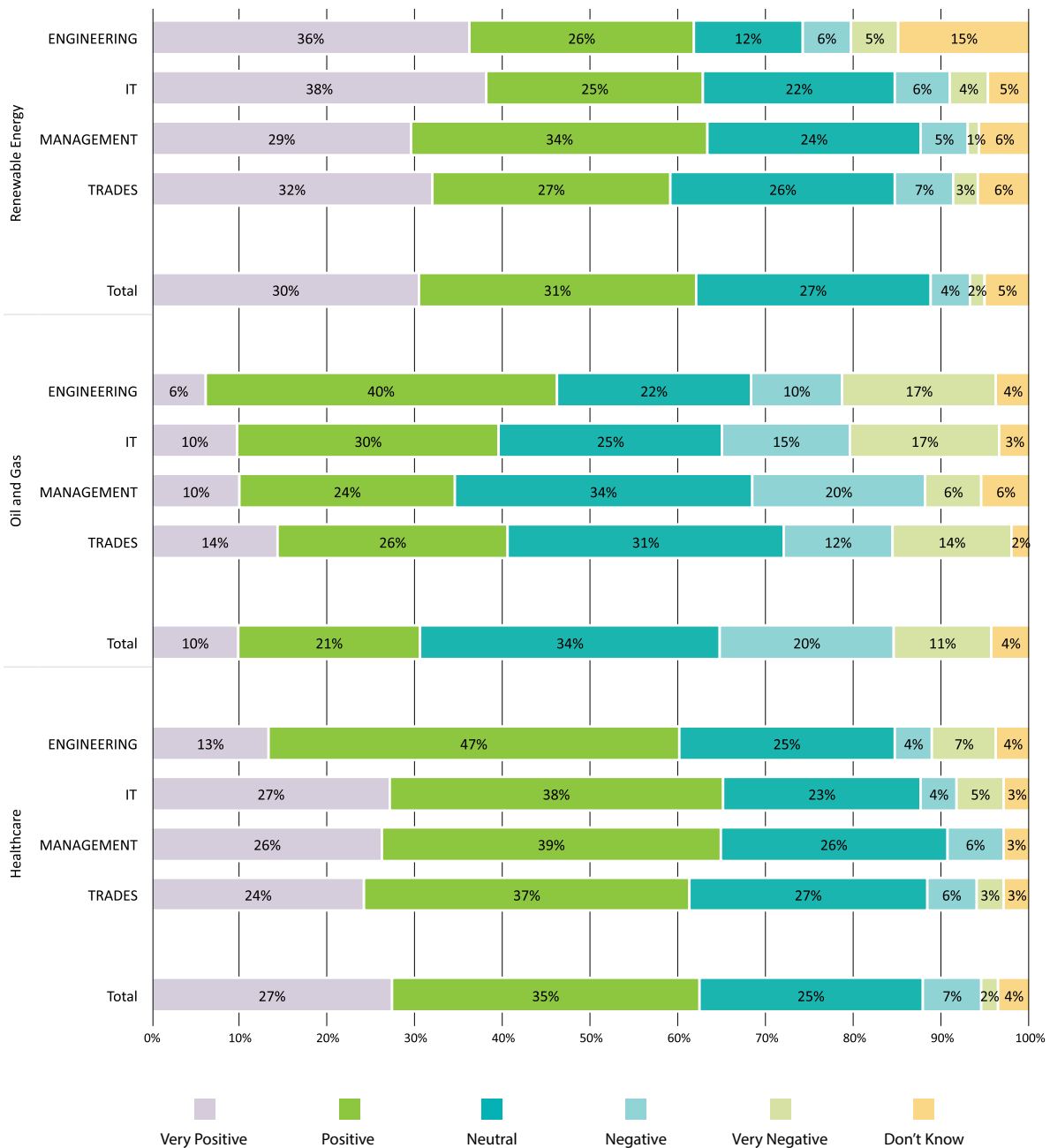


Figure 51. Do you have a **positive** or **negative** impression of the following sectors or industries?

When it comes to job availability in the industry, those in trades and engineering are most likely to see good job prospects in the electricity sector, while those in management and IT are on par with average. Individuals in all four segments are likely to say they see people like themselves in the sector, though this is especially true for those working in the trades, where 21% say this is true for them (double the average).

THE ELECTRICITY SECTOR - THERE ARE LOTS OF JOBS AVAILABLE

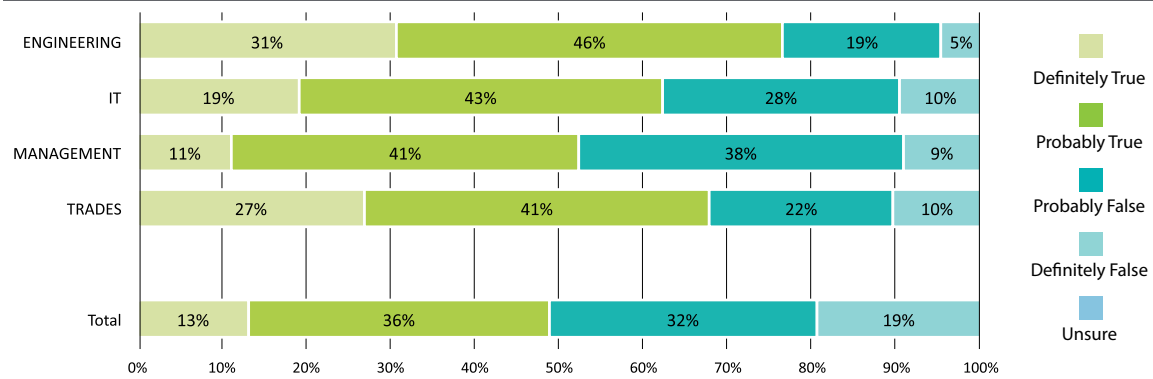


Figure 52. Thinking about working in the electricity sector, to what extent, if at all, is the above statement **true** or **false**?

THE ELECTRICITY SECTOR - PEOPLE LIKE ME WORK IN THE SECTOR

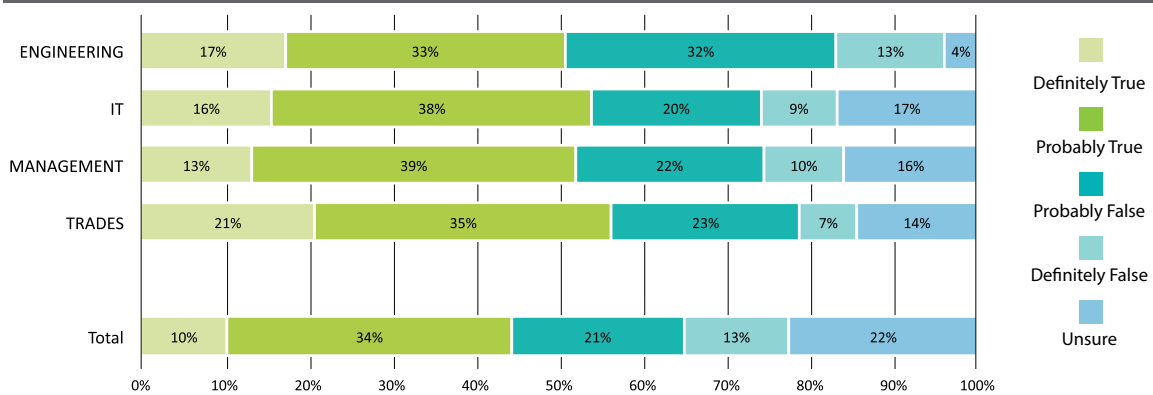


Figure 53. Thinking about working in the electricity sector, to what extent, if at all, is the above statement **true** or **false**?

In terms of increasing interest, those in management require the most attention to change their impressions. Only 11% say they would “definitely consider” a career in the electricity sector, and nearly half are not open to the idea of working in the sector. Those in the trades and engineering are the most open to working in the sector. In other words, only 11% of those in management jobs or studies are considered the definitely interested.

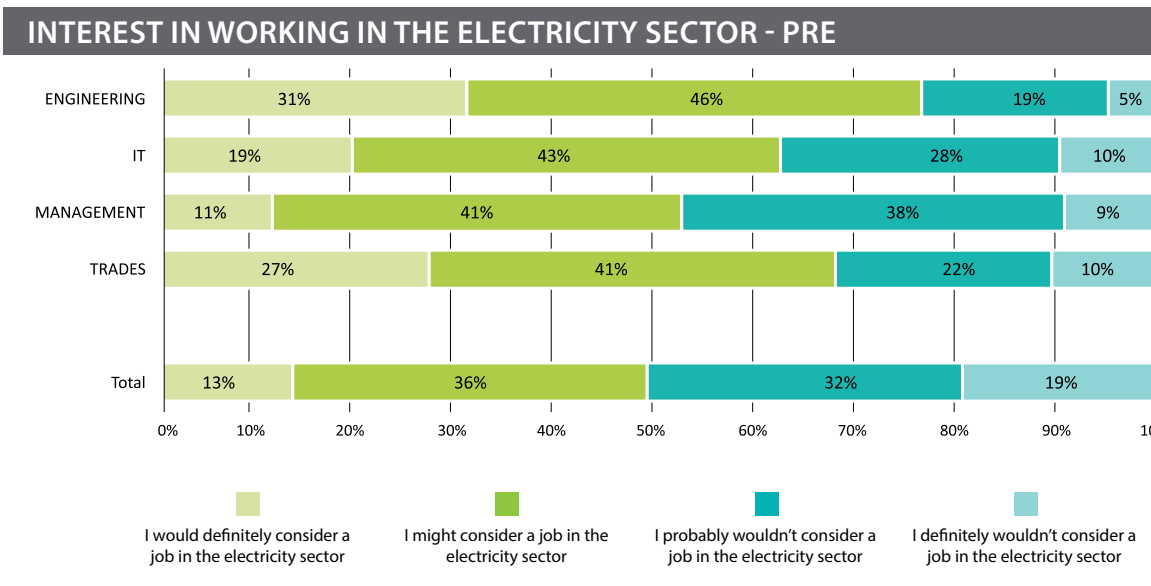


Figure 54. Which of the above-mentioned best describes your thoughts about a career in the electricity sector?

While those in the trades are some of the most interested in electricity, they are not likely drawn to messages thought to appeal to most Millennials and Gen Zers. After the message testing, interest in electricity decreases for this group. Instead, it is likely that trades-specific messaging (for example, what sets electricity trades apart from construction) is more likely to drive the interest of this group. Interest in the sector increases slightly for other groups, post-message testing.

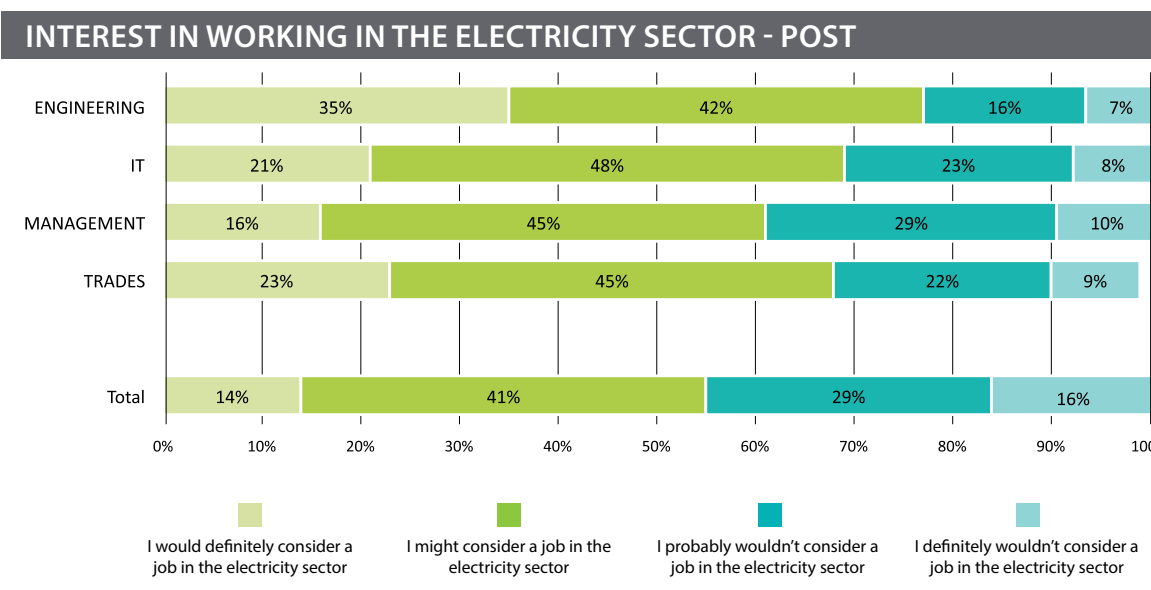


Figure 55. Which of the above-mentioned best describes your thoughts about a career in the electricity sector?

Conclusion



About half of Millennials and Gen Zers are open to considering a career in electricity. This is good news ...

Overall, the electricity sector is in a relatively good position. Impressions of the sector are mostly positive; if they are not positive, they are neutral (rather than negative). Millennials and Gen Zers generally perceive the electricity sector more favourably than other sectors.

Millennials and Gen Zers also see the importance of the sector in maintaining their lives outside of work as well as the economy of the country. This sector offers the opportunity for fulfilling work, which is something this group values. Pay is still the most important consideration, but rates of pay are not necessarily unique to the electricity sector. Being part of a sector on which all other sectors continually rely is a unique offering that can help the electricity sector stand apart.

About half of Millennials and Gen Zers are open to considering a career in electricity. This is good news for a sector that will have many jobs to fill in the years to come for a diverse range of skill sets.

The 13% of Millennials and Gen Zers known as the definitely interested are those who would definitely consider a career in electricity. Messaging for this group should focus on the unique value proposition of a job in electricity, including the ability to be active, focused on problem-solving, and the opportunity to be part of something innovative and larger than themselves. For this group, use messages that speak to specific innovations, like the messages tested on blockchain and electric vehicles.

36% of Millennials and Gen Zers are somewhat interested in careers in electricity. Messaging for this group should focus less on what differentiates the industry, and more about what types of jobs exist within the sector and the benefits of these jobs. Messages that mentioned workers during message testing performed well for this group. Rather than the innovations themselves, focus on what the innovations mean for stable employment in the industry. Messaging should also focus on increasing general awareness. The biggest barrier to interest in the sector among this group seems to be their lack of understanding of what it means to work in the sector.

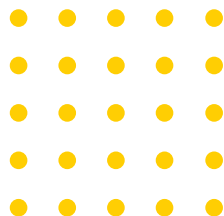
Finally, those who are disinterested make up the remaining half of the next generation. Given their high level of disinterest, it would require substantial effort to move this group into the definitely interested category. That said, the not interested also lack knowledge about the sector. If exposed to messaging, they would also likely have more positive, and less neutral, impressions of the industry as their knowledge increases.



... a lack of knowledge seems to be the biggest barrier the sector faces in recruiting the next generation.

Regarding specific jobs in electricity that will need to be filled in the coming years, most of the work to recruit into these roles will need to be done for management and IT roles. As of right now, only 11% of those in management are considered definitely interested.

In summary, a lack of knowledge 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, general knowledge of what it would look like to be employed in the electricity sector, or the impact that a career in electricity can have on our society and the issues it faces.





What Millennials and Gen Zers are seeking in careers can be found in this sector, they just don't realize it.

With all of this in mind we would recommend the following as next steps:

1

A large awareness campaign targeting young people that emphasizes the benefits of careers in electricity, the innovation and renewable energy transition in the sector, and the sector's dedication to safety. What Millennials and Gen Zers are seeking in careers can be found in this sector, they just don't realize it. We know these generations respond positively to such messaging: we must craft and share that messaging widely.

2

Focus on increasing awareness about the types of jobs within the sector. Most Millennials and Gen Zers likely understand that the sector requires skill sets other than the trades, but the specifics of this are likely unclear. Showcasing the wide variety of jobs that result from innovation in the sector is a good approach. Increasing overall awareness and knowledge of the sector within the next-generation workforce can draw the somewhat interested towards more seriously considering a career in the sector.

3

Continue to work towards increasing gender diversity and visibility in the workforce. Of the respondents most interested in a career in electricity, 75% were men. After seeing messages about the industry, the women who were already interested were much more convinced.

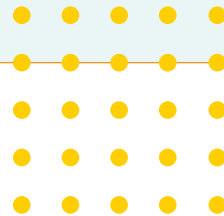
Likewise, Indigenous and racialized Canadians/visible minorities make up a small percentage of the workforce yet are eager to work in electricity. Meaningful diversity, equity and inclusion programs are essential, and under-represented groups working in electricity need to be highlighted so young people can see themselves joining the workforce.

4

Continue to focus on recruiting for the future gap areas in employment, especially among IT and management professionals. Of the areas that will see the biggest demand for workers, these two groups are least likely to be currently interested in a career in electricity. Better positioning the sector to these groups' particular interests will help increase their likelihood of considering the electricity sector.

5

Remember that a big factor in many decisions today, especially among younger generations, is what a career or job says about who the person is. **Storytelling that engages, shows impact, and allows others to tell that story to their friends, families, and networks is critically important.**



Technical Appendix

Methodology



The survey was conducted with 1,500 residents of Canada aged 18 to 36 from March 5th to 16th, 2020

The survey was conducted with 1,500 residents of Canada aged 18 to 36 from March 5th to 16th, 2020. 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 +/- 2.53%, 19 times out of 20.

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

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