

# Saskatchewan Ministry of Economy



## REAL GROWTH CAMPAIGN MAY 2013

**Report compiled by:**  
Insightrix Research Inc.,  
306-657-5640  
Saskatoon, SK S7K 5Y3  
[info@insightrix.com](mailto:info@insightrix.com)

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# Summary of Findings

- ❖ In April 2013, Inshtrix conducted an online study with 720 randomly-selected professional and skilled trades workers in Ontario and Quebec following the *Real Growth, Real Opportunities* advertising campaign that ran throughout March. The purpose was to understand perceptions of Saskatchewan as a place to live and work, as well as measure recall of the ad campaign. Only those who were willing to move to another province for work were eligible to participate in the study.
- ❖ Economic factors such as career opportunity, salary level, and cost of living are considered most important when deciding whether to move to another province. These factors also stand out as the biggest perceived advantages of Saskatchewan.
- ❖ Lifestyle factors such as recreation, culture, and entertainment opportunities as well as distance from family/friends are deemed less important but are seen as the biggest drawbacks of living and working in Saskatchewan.
- ❖ Stated likelihood of moving to Saskatchewan is high: two in ten Ontario professionals as well as two in ten skilled workers from both provinces say they are *very likely* to move to the province if the right career opportunity were to come along. This compares with only 8% among Quebec professionals.
- ❖ Comparing results of Ontario skilled workers with a similar study conducted in 2010 illustrates more favourable impressions of Saskatchewan in most areas. However, the likelihood to move to Saskatchewan for work remains unchanged.

# Summary of Findings

## Ads recall

- ❖ Claimed recall of advertising that promotes Saskatchewan as a place to work and live is moderate among all groups (roughly one quarter) with the exception of Quebec professionals (one in ten).
- ❖ Prompted recall of the RGRO tagline is high among all groups (roughly one third) except Quebec professionals (one in ten).
- ❖ Prompted recall of TV advertising, pre-roll ads and online banner ads is also relatively high among all groups, again with the exception of Quebec professionals.
- ❖ The majority of target respondents have positive impressions of the TV and pre-roll ads. Further, most believe the ads have increased their interest in living/working in Saskatchewan.
- ❖ Modest proportions of Ontario tradespeople have visited either [thinksask.ca](http://thinksask.ca) or [saskjobs.ca](http://saskjobs.ca) as a result of seeing the ads. Most of those who did believe the websites made them more interested in looking at a career in Saskatchewan.

- ❖ Overall, the outlook of Saskatchewan as a place to work and live is positive, and the likelihood of moving to the province if the right job presented itself is moderate.
- ❖ Key drivers to move elsewhere in Canada for a job centre on economic (such as wage, job opportunities, cost of living) and quality of life indicators (such as safety, education, healthcare). Saskatchewan is perceived favourably in these areas. Continued promotion of the province should focus on these aspects.
- ❖ Ad recall is respectable among the target audiences and the ads are well-received by those surveyed. This suggests that the right message is being conveyed and in an effective way.
- ❖ The most motivated group to focus recruitment efforts on are Ontario tradespeople. In contrast, Quebec residents are more cautious about moving to Saskatchewan, particularly those in professional capacities (despite their positive impression of our economy).
- ❖ Consideration of ceasing or reducing future efforts to recruit this latter group is advised. This is further supported by the fact that most potential Quebec respondents screened out of the study due to an unwillingness to leave their home province for work elsewhere.

# Background



In 2010, the Ministry of Economy (ECON) of the Government of Saskatchewan launched the Real Growth campaign. The campaign promotes Saskatchewan as an attractive place live, work, conduct business, and establish a career. Prior to the launch of the campaign in 2010, a baseline study was conducted to understand perceptions of Saskatchewan.

In the spring of 2013, ECON focused an advertising campaign to address current labour shortage in specific occupations. Special efforts were placed on recruiting professionals and skilled workers from Ontario and Quebec. An online media buy and a small television buy was executed between February 4<sup>th</sup> to March 31<sup>st</sup>, 2013. In April, an online surveys was conducted to measure campaign recall and reassess perceptions of the province.

The specific objectives of the study include the following:

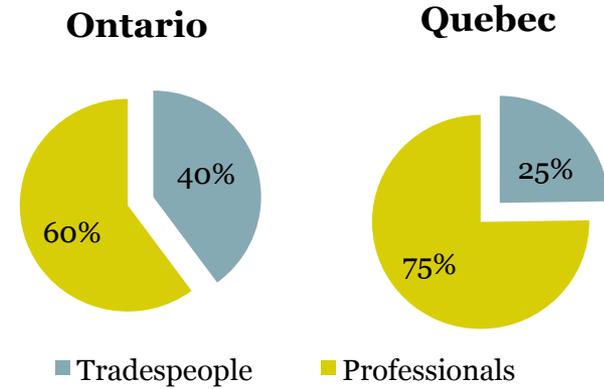
- ❖ Measure perceptions of Saskatchewan's economic diversity and quality of life
- ❖ Collect opinions and perceptions of living and working in Saskatchewan
- ❖ Understand perceptions of career opportunities in Saskatchewan
- ❖ Determine interest in moving to Saskatchewan for a career and evaluate the positive and negative factors influencing that interest
- ❖ Measure awareness of the 2013 Real Growth ad campaign and measure its effectiveness



- ❖ Inshtrix worked in close consultation with ECON to develop the questionnaire.
- ❖ An online survey was administered with a sample of skilled tradespeople and professionals between the age of 21 and 44 who currently live in Ontario and Quebec.
- ❖ A total of 720 respondents participated in the study between April 4<sup>th</sup> and 22<sup>nd</sup>, 2013.
- ❖ Respondents who qualified for the study are those who are
  - currently employed
  - working in a skilled trade job such as construction, plumbing, welding, electrician, etc. (skilled tradespeople) or professional occupation such as engineering, accounting, IT, etc.
  - at least somewhat likely to consider working in another province if a suitable job arises.
- ❖ Where possible, results from the Ontario skilled tradespeople have been compared to a similar study conducted in 2010. However, that study was conducted with individuals in Toronto who worked in specific trades that were in high demand at the time. As such, the findings should be interpreted with caution.

# Respondent Distribution

Type of job	Ontario	Quebec	Total
Tradepeople	160	79	239
Professionals	241	240	481
<b>Total</b>	<b>401</b>	<b>319</b>	<b>720</b>



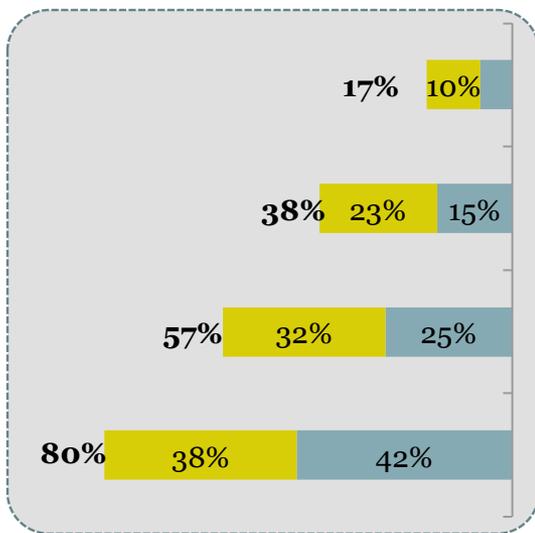
Demographics	Ontario				Quebec			
	Tradespeople		Professionals		Tradespeople		Professionals	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Gender								
Male	112	70%	96	40%	74	94%	121	50%
Female	48	30%	145	60%	5	6%	119	50%
Age Group								
21 to 34	113	71%	140	58%	53	67%	85	35%
35 to 44	47	29%	101	42%	26	33%	155	65%
<b>Total</b>	<b>160</b>	<b>100%</b>	<b>241</b>	<b>100%</b>	<b>79</b>	<b>100%</b>	<b>240</b>	<b>100%</b>

# Study Results



# Those from Ontario are far more likely to consider moving to another province for work.

## Likelihood to work in another province



Tradespeople Ontario (n=192)

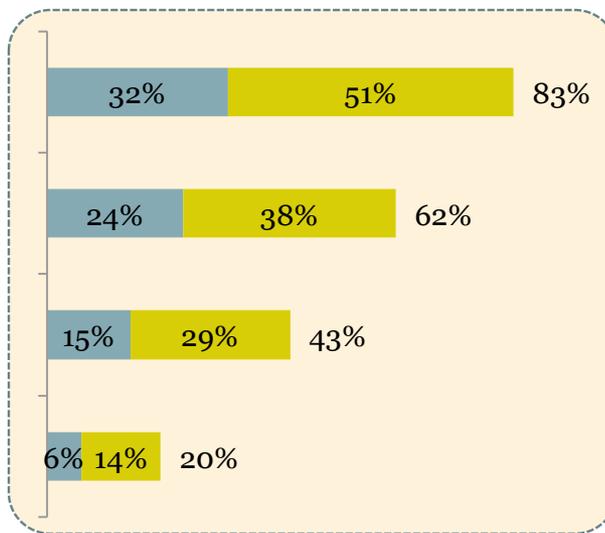
Professionals Ontario (n=387)

Tradespeople Quebec (n=182)

Professionals Quebec (n=1182)

■ Not likely at all  
■ Not very likely

Screened out of study



■ Very likely  
■ Somewhat likely

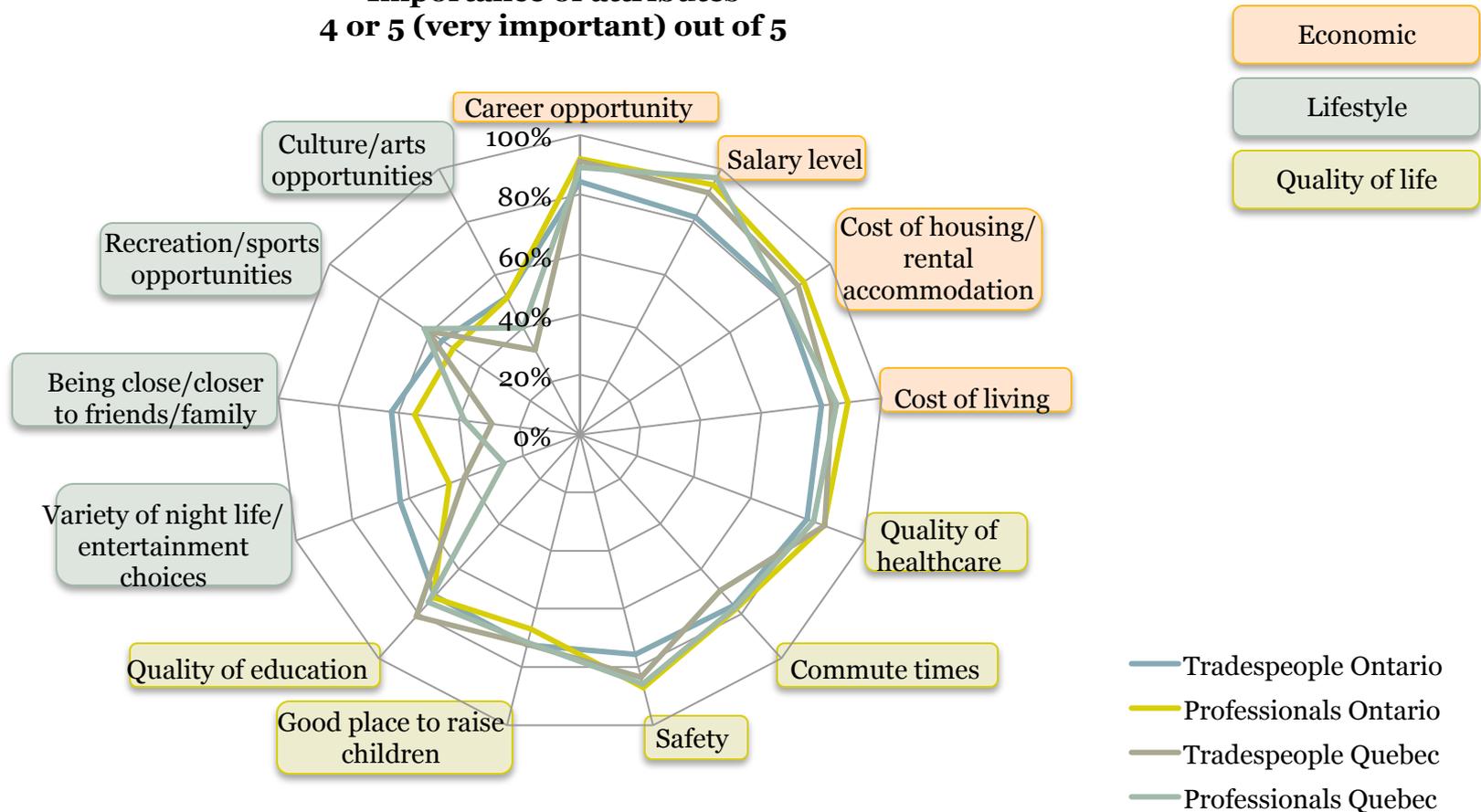
Subsequent analysis focuses exclusively on this portion of respondents

2010 National Poll  
Toronto

Skilled worker: 57%  
(very / somewhat likely)

# Economic and quality of life factors are considered most important when deciding to move to another province.

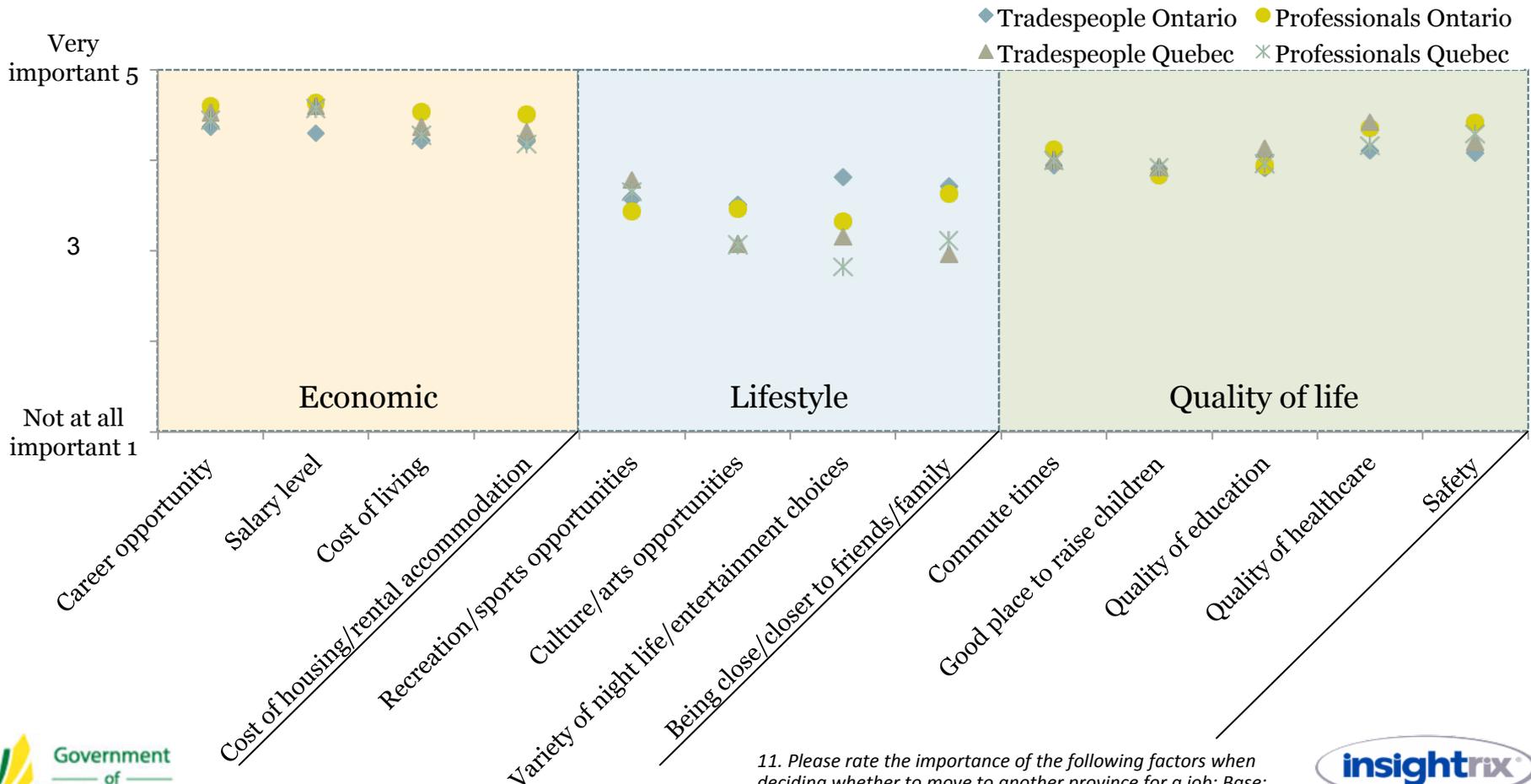
## Importance of attributes 4 or 5 (very important) out of 5



11. Please rate the importance of the following factors when deciding whether to move to another province for a job: Base: All respondents.

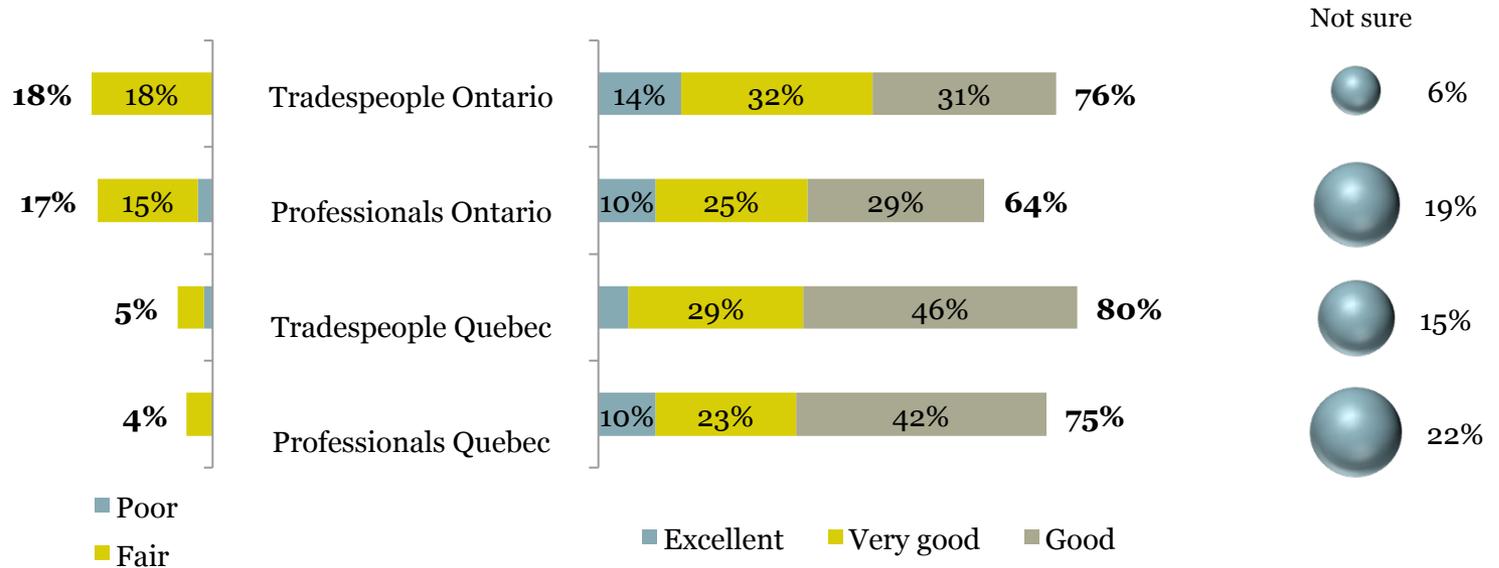
Economic and quality of life factors are generally equally important among all target worker types. Lifestyle factors are less important.

**Importance of attributes when considering moving to another province**  
**Average (5 points scale)**



# Tradespeople are more likely to believe Saskatchewan's current economy is strong.

## Saskatchewan's current economy

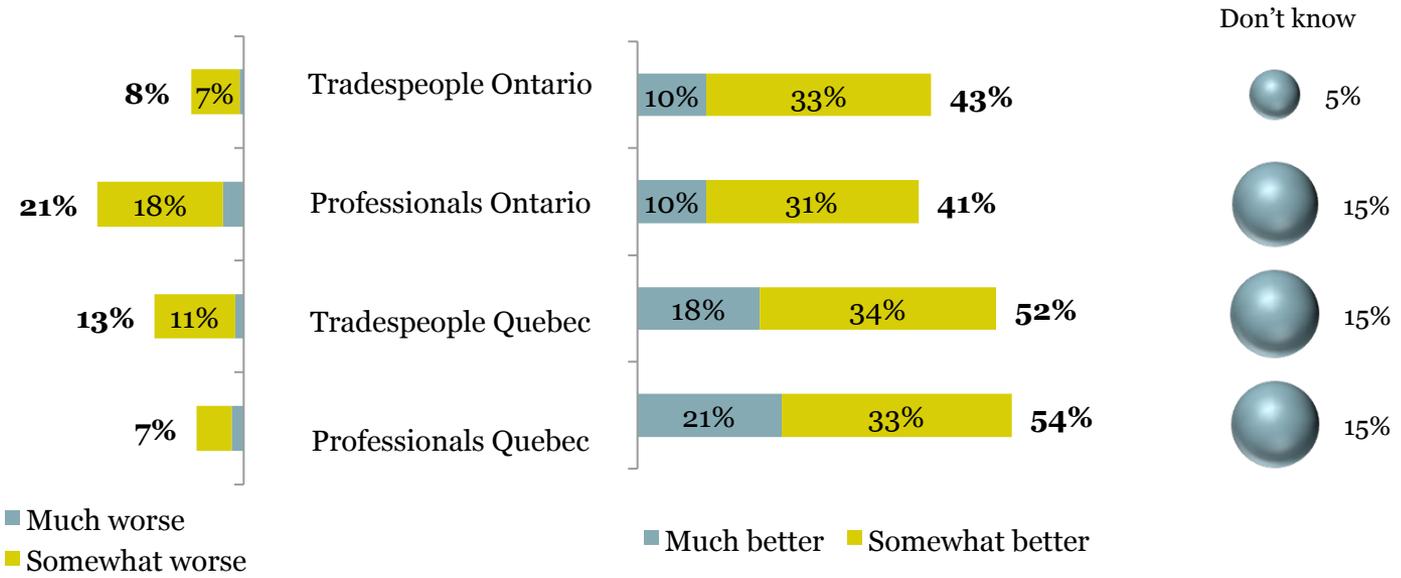


Professionals from Quebec are least knowledgeable about the Saskatchewan economy.

2010 National poll Toronto and surrounding area	Skilled workers
Excellent/Very good/Good	60%
Not sure	27%

# Quebec residents are more likely to believe Saskatchewan's economy is better than their home province's.

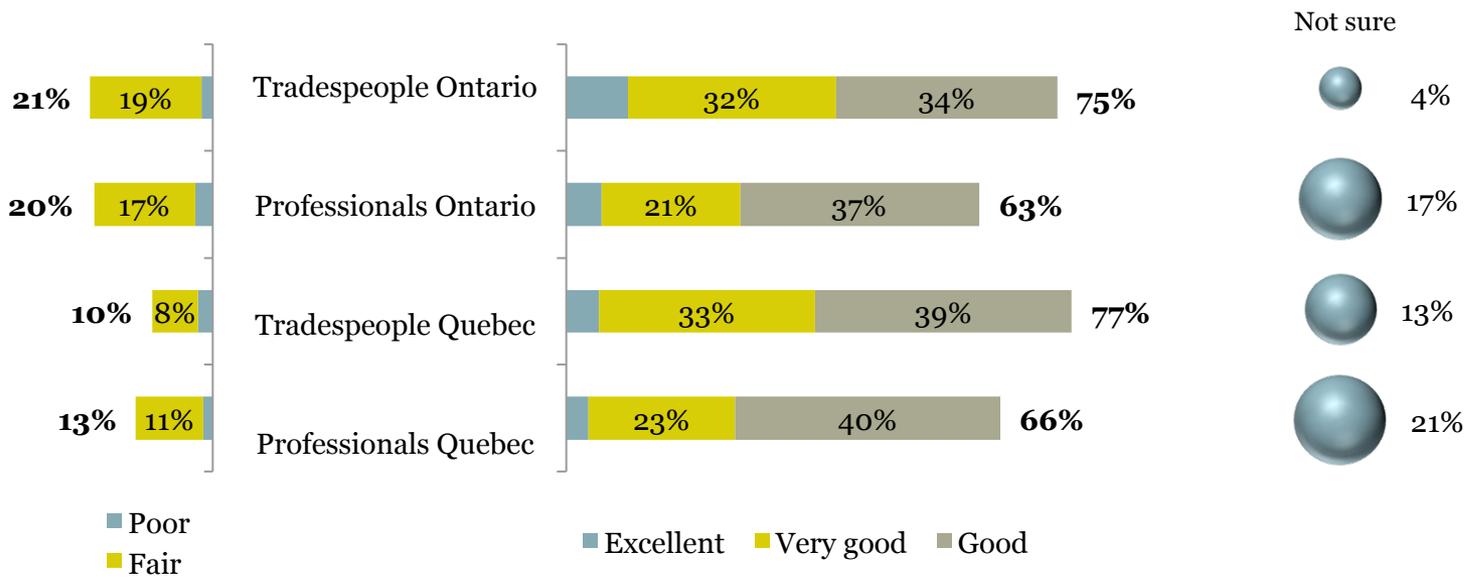
## Saskatchewan's current economy vs. home province



2010 National poll Toronto and surrounding area	Skilled workers
Excellent/Very good/Good	28%
Don't know	16%

# Tradespeople tend to have more positive perceptions of the quality of life in Saskatchewan.

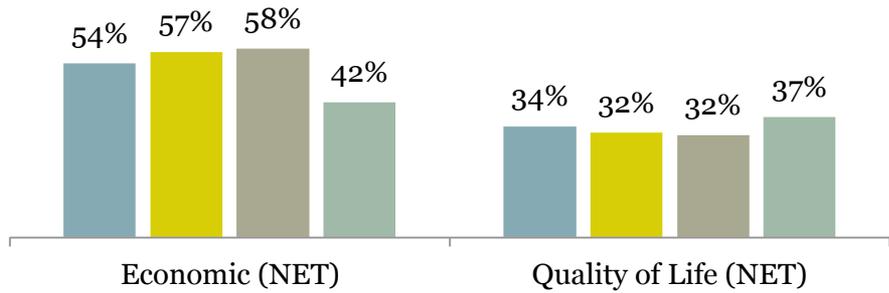
## Quality of life in Saskatchewan



2010 National poll Toronto and surrounding area	Skilled workers
Excellent/Very good/Good	69%
Not sure	17%

# Key Saskatchewan advantage: economic factors. Key Saskatchewan disadvantage: quality of life.

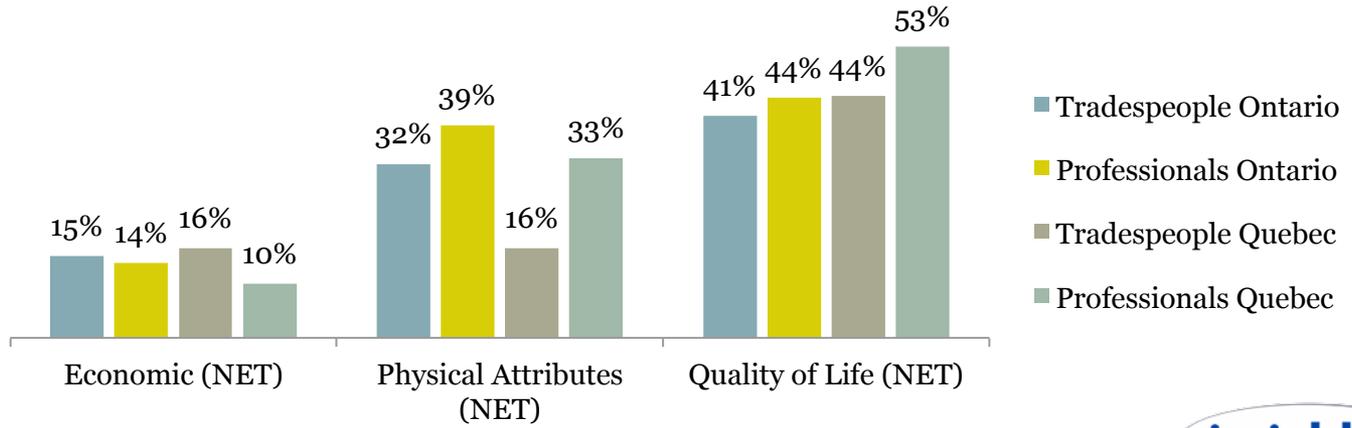
## Advantages living / working in Saskatchewan



\*Detailed responses can be found on the next two slides.

14. What do you think are the biggest advantages of living and working in Saskatchewan?

## Disadvantages living / working in Saskatchewan



15. And what do you think are the biggest drawbacks of living and working in Saskatchewan?

# Job opportunities stands out as the most commonly mentioned Saskatchewan advantage.

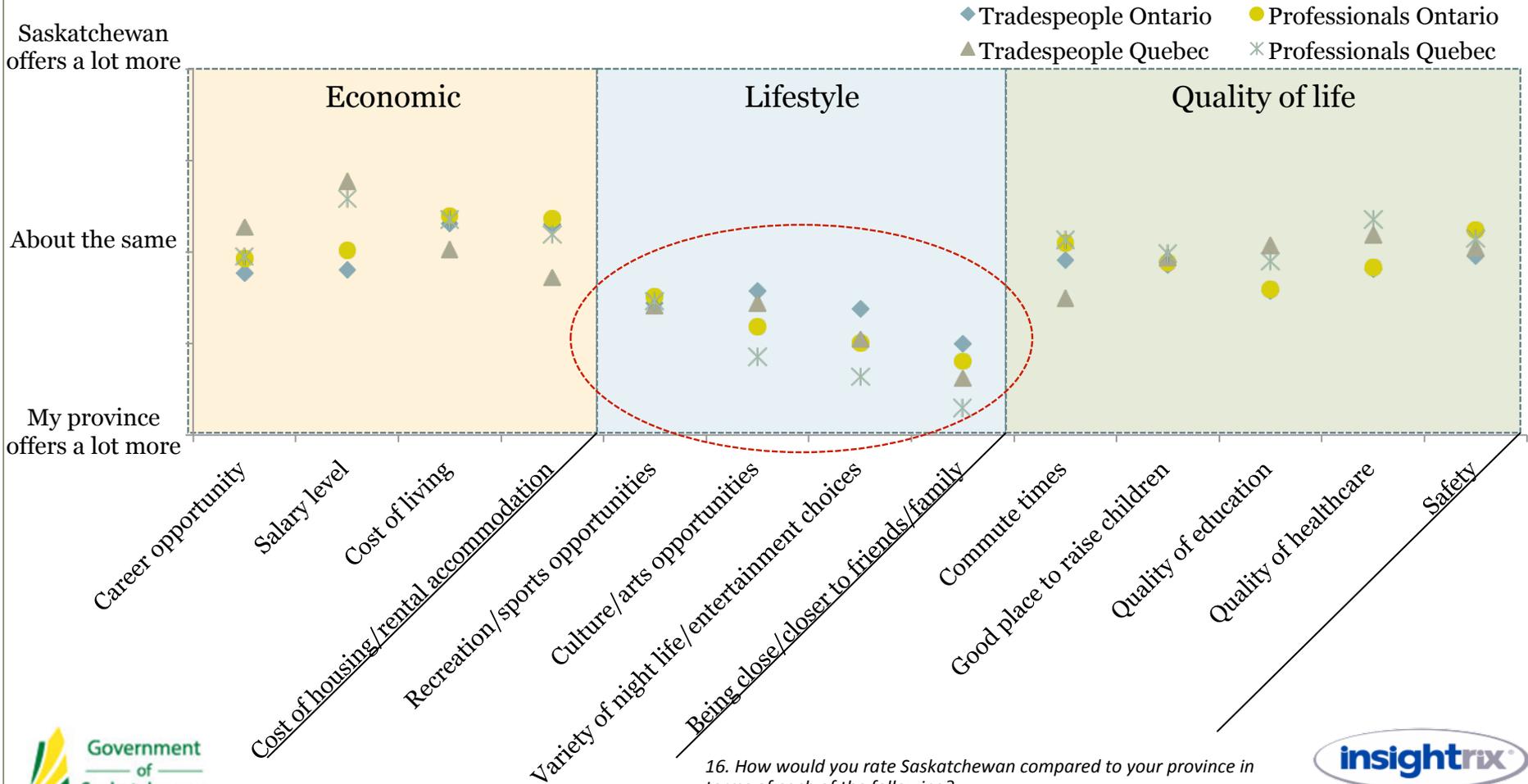
<b>Biggest advantage of living / working in Saskatchewan</b>	<b>Tradespeople Ontario</b>	<b>Professionals Ontario</b>	<b>Tradespeople Quebec</b>	<b>Professionals Quebec</b>
Economic (NET)	54%	57%	58%	42%
Growing province/Economy	13%	8%	4%	10%
Lots of jobs/Opportunities	30%	39%	41%	18%
Cheaper cost of living	17%	20%	13%	20%
Quality of Life (NET)	34%	32%	32%	37%
Safe/Low crime rate	3%	3%	4%	5%
Great natural landscapes/Seasons/Recreation	10%	5%	10%	12%
Small town feel/Community-minded	3%	5%	1%	3%
Close to home/Family/Friends	0%	0%	1%	0%
Less population/Congestion	5%	9%	3%	5%
Short commutes	1%	2%	0%	1%
Access to services in French	0%	0%	1%	1%
Diversity	1%	0%	0%	1%
Other quality of life	16%	16%	20%	23%
Other	8%	4%	11%	9%
Don't know/No comment	14%	19%	14%	29%
None	1%	3%	0%	1%
<b>Total (100%, n=)</b>	<b>160</b>	<b>241</b>	<b>79</b>	<b>240</b>

# Weather and distance from family/friends are the most commonly cited Saskatchewan disadvantages.

<b>Biggest disadvantage of living / working in Saskatchewan</b>	<b>Tradespeople Ontario</b>	<b>Professionals Ontario</b>	<b>Tradespeople Quebec</b>	<b>Professionals Quebec</b>
<b>Economic (NET)</b>	15%	14%	16%	10%
Poor income/Job/Economic opportunities	11%	9%	3%	5%
Higher cost of living	4%	5%	13%	4%
Other economic	1%	0%	1%	1%
<b>Physical Attributes (NET)</b>	32%	39%	16%	33%
Flat landscape/Not attractive scenery	2%	3%	4%	8%
Sparse population/isolated	10%	16%	10%	18%
Weather	21%	23%	3%	10%
Other physical attributes	1%	0%	0%	1%
<b>Quality of Life (NET)</b>	41%	44%	44%	53%
Lack of arts/Culture/Entertainment/Recreation/Shopping	9%	11%	9%	13%
Boring/Not a lot to do	6%	7%	1%	4%
Distance away from family/Friends	17%	17%	27%	20%
Distance from city amenities/Transportation	3%	5%	6%	3%
Lack of access to services in French	0%	0%	0%	4%
Lack of diversity	1%	2%	0%	4%
Other quality of life	7%	8%	10%	16%
<b>Other</b>	7%	7%	20%	5%
<b>Don't know/No comment</b>	10%	15%	16%	18%
<b>None</b>	4%	1%	1%	1%
<b>Total (100%, n=)</b>	<b>160</b>	<b>241</b>	<b>79</b>	<b>240</b>

On average, Saskatchewan performs as well as respondent's home province in most economic and quality of life areas.

**Saskatchewan's vs. home province**



# Comparison with 2010 National Poll

## % who believe Saskatchewan offers more...

2013 Tradespeople Ontario		2013 National poll Toronto and surrounding area		Difference (2013-2010)
Career opportunity	28%	Career opportunities related to your profession	20%	7%
Salary level	26%	NA		-
Cost of living	44%	Lower cost of living	71%	-27%*
Cost of housing/rental accommodation	46%	NA		-
Commute times	24%	NA		-
Recreation/sports opportunities	14%	Recreational/sports opportunities	11%	3%
Culture/arts opportunities	14%	Cultural/arts opportunities	11%	3%
Variety of night life/entertainment choices	17%	Variety of night life/entertainment choices	11%	6%
Being close/closer to friends/family	13%	Closer to friends	9%	4%
		Closer to family	12%	1%
Good place to raise children	23%	Good place to raise a family	25%	-2%
Quality of education	16%	Education opportunities	11%	5%
Quality of healthcare	17%	Quality of healthcare	11%	6%
Safety	16%	Safety	37%	-21%

\* Results need to be interpreted with caution due to difference in wording.

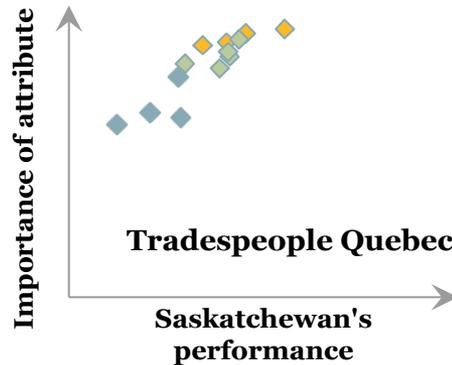
# Areas of greater importance in moving to another province are also areas of strength for Saskatchewan.

## Importance of attributes vs. Saskatchewan's performance Average (five points scale)

Ontario



Quebec



Economic

Lifestyle

Quality of life

# Quadrant Analysis

- ❖ Quadrant analysis is used to identify opportunities and challenges among the four groups of respondents. The four quadrants are defined as follows:
  - ❖ **Key opportunities:** This quadrant represents attributes that are considered comparatively high in importance and for which Saskatchewan is seen to offer higher benefit.
  - ❖ **Key challenges:** This quadrant represents attributes that are considered comparatively high in importance but for which Saskatchewan is seen to offer less benefit.
  - ❖ **Latent opportunities:** This quadrant represents attributes that are considered comparatively low in importance but for which Saskatchewan is seen to offer more benefit.
  - ❖ **Latent challenges:** This quadrant represents attributes that are considered comparatively low in importance and for which Saskatchewan is seen to offer less benefit.

# Ontario Tradespeople

## Importance of attributes vs. Saskatchewan's performance

Importance of attributes in moving to another province

Key Challenges	Key Opportunities
<p><b>Latent Challenges</b></p> <ul style="list-style-type: none"> <li>Quality of education</li> <li>Variety of night life/entertainment</li> <li>Being close/closer to friends/family</li> <li>Recreation/sports opportunities</li> <li>Culture/arts opportunities</li> </ul>	<p><b>Latent Opportunities</b></p> <ul style="list-style-type: none"> <li>Commuter times</li> <li>Good place to raise children</li> </ul>

Career opportunity

Salary level

Quality of health care

Safety

**Key Opportunities**

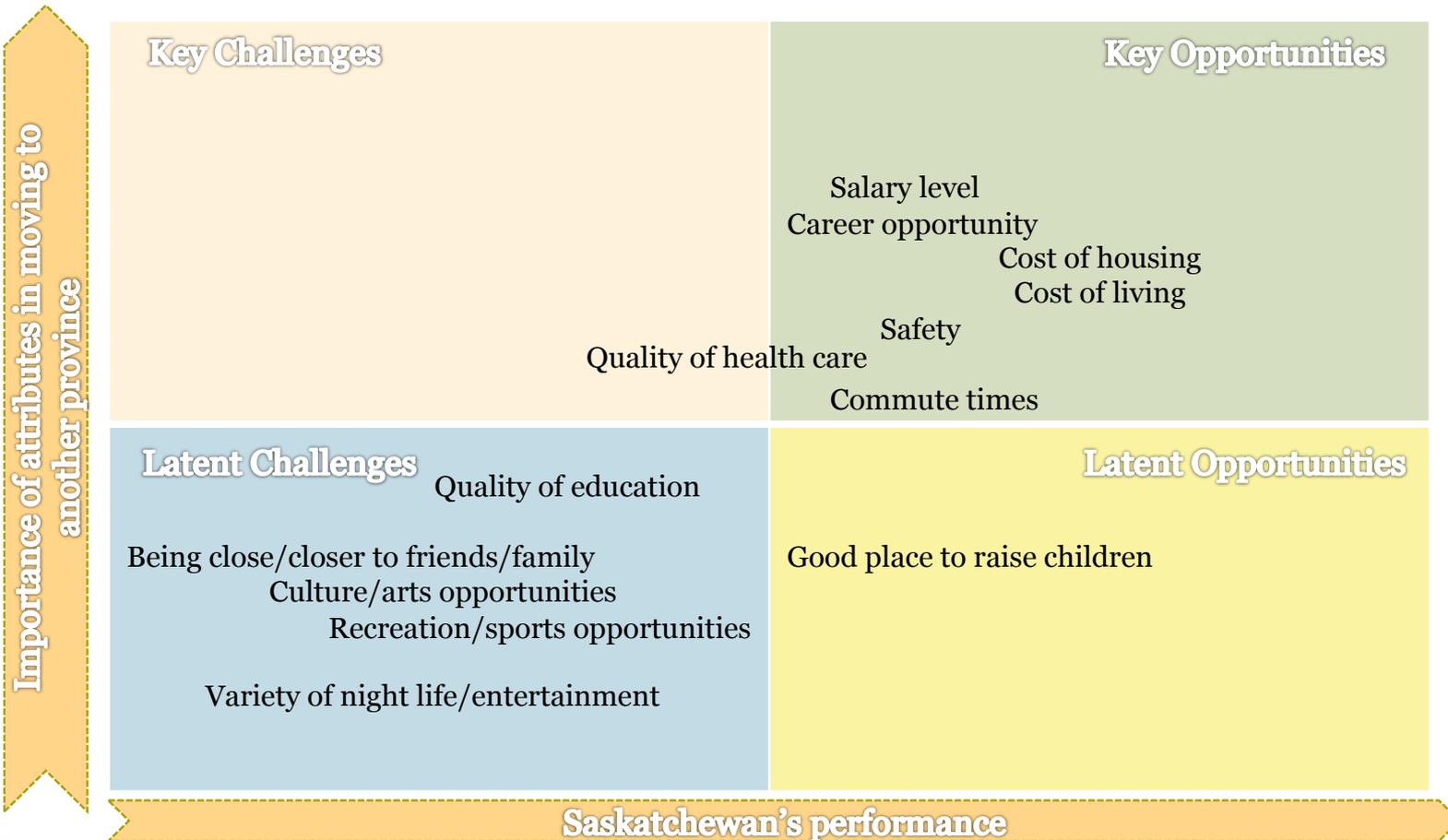
Cost of housing  
Cost of living



Saskatchewan's performance

# Ontario Professionals

## Importance of attributes vs. Saskatchewan's performance



# Quebec Tradespeople

## Importance of attributes vs. Saskatchewan's performance



Importance of attributes in moving to another province

### Key Challenges

Cost of housing  
Commute times

### Key Opportunities

Salary level  
Career opportunity  
Quality of health care  
Cost of living  
Safety  
Quality of education

### Latent Challenges

Recreation/sports opportunities  
Variety of night life/entertainment  
Culture/arts opportunities  
Being close/closer to friends/family

### Latent Opportunities

Good place to raise children

### Saskatchewan's performance

# Quebec Professionals

## Importance of attributes vs. Saskatchewan's performance



Importance of attributes in moving to another province

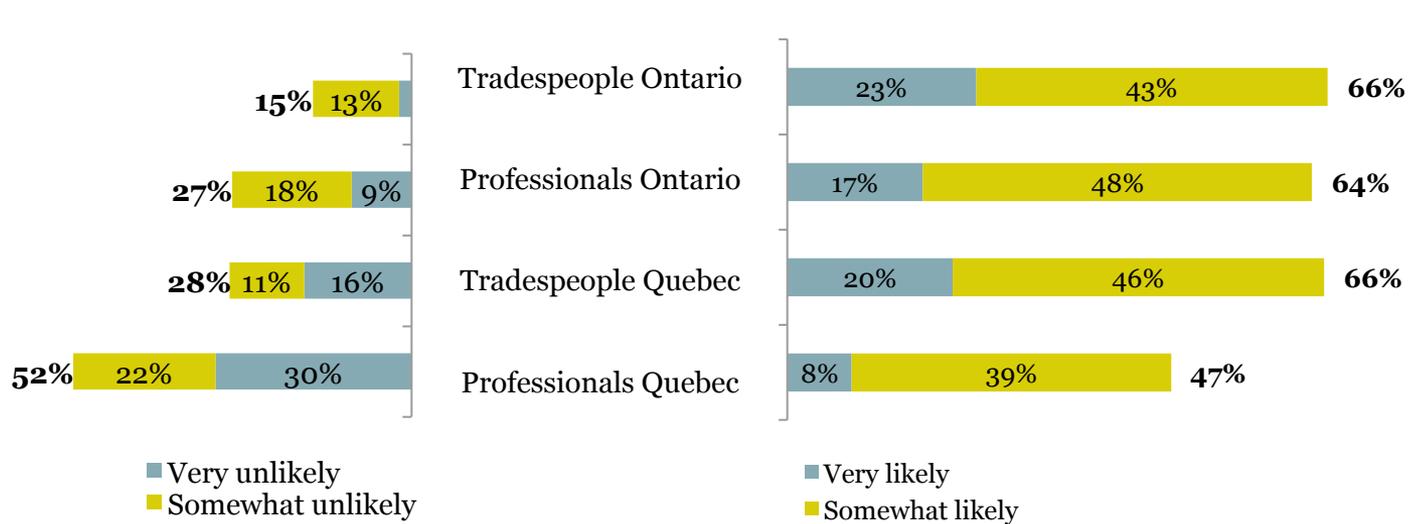
<p><b>Key Challenges</b></p>	<p><b>Key Opportunities</b></p> <ul style="list-style-type: none"> <li>Salary level</li> <li>Career opportunity</li> <li>Safety</li> <li>Cost of living</li> <li>Cost of housing</li> <li>Quality of healthcare</li> </ul>
<p><b>Latent Challenges</b></p> <ul style="list-style-type: none"> <li>Recreation/sports opportunities</li> <li>Being close/closer to friends/family</li> <li>Culture/arts opportunities</li> <li>Variety of night life/entertainment</li> </ul>	<p><b>Latent Opportunities</b></p> <ul style="list-style-type: none"> <li>Good place to raise children</li> </ul>

Quality of education — Commute times

Saskatchewan's performance

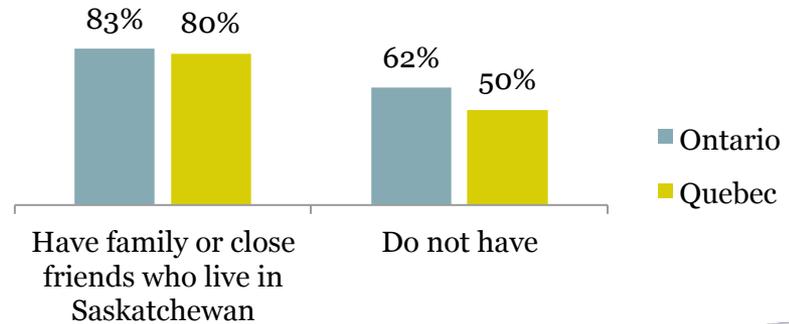
# Quebec professionals are less likely to move to Saskatchewan if the right career opportunity came along.

## Likelihood to move to Saskatchewan if right career opportunity came along



2010 National Poll  
Toronto  
Skilled worker: 65%  
(very/somewhat likely)

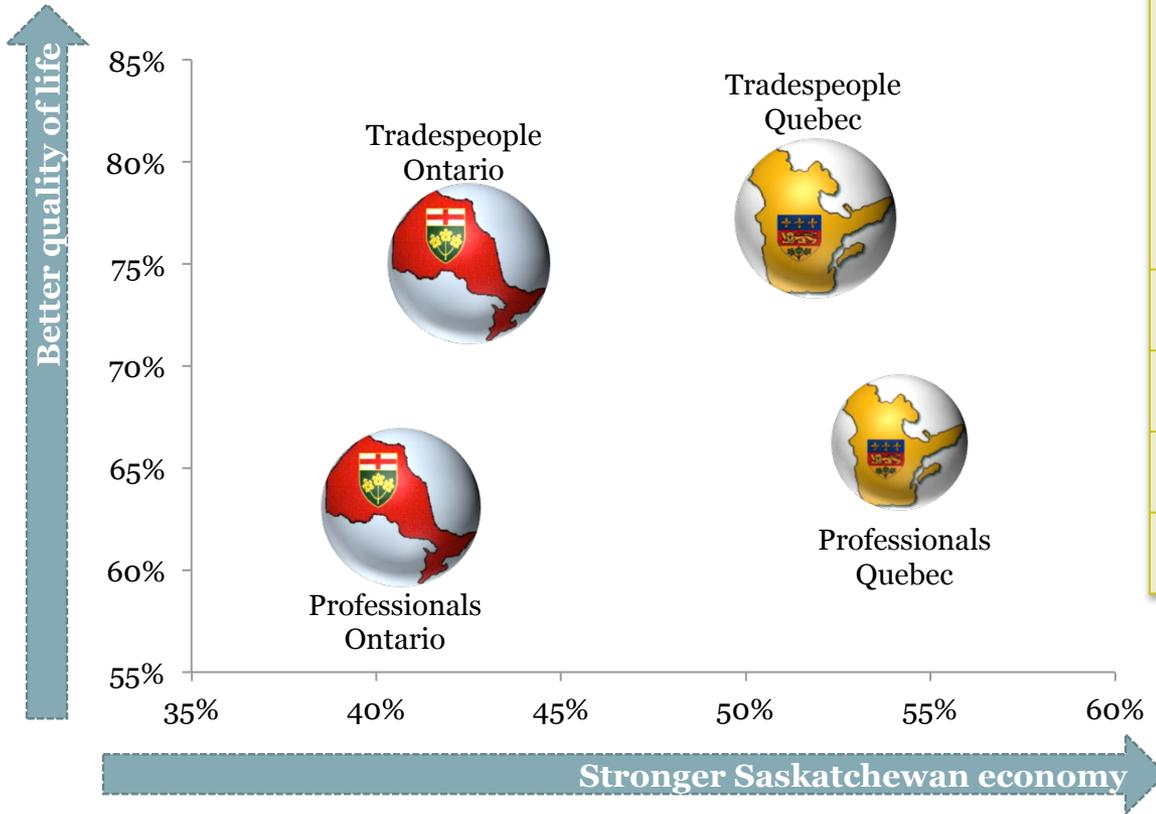
## % Likely to move to Saskatchewan



Professionals in Quebec are the least likely to consider moving to Saskatchewan, despite having a positive perception of the economy of the province.

### Mapping perceptions of Saskatchewan and likelihood to move in

Quality of life in Saskatchewan  
% Excellent / Very good



Category	Saskatchewan's current economy (% Better: X axis)	Quality of life in Saskatchewan (% Excellent / Very good: Y axis)	Likelihood to move to Saskatchewan (% Likely: Bubble size)
Tradespeople Ontario	43%	75%	66%
Professionals Ontario	41%	63%	64%
Tradespeople Quebec	52%	77%	66%
Professionals Quebec	54%	66%	47%

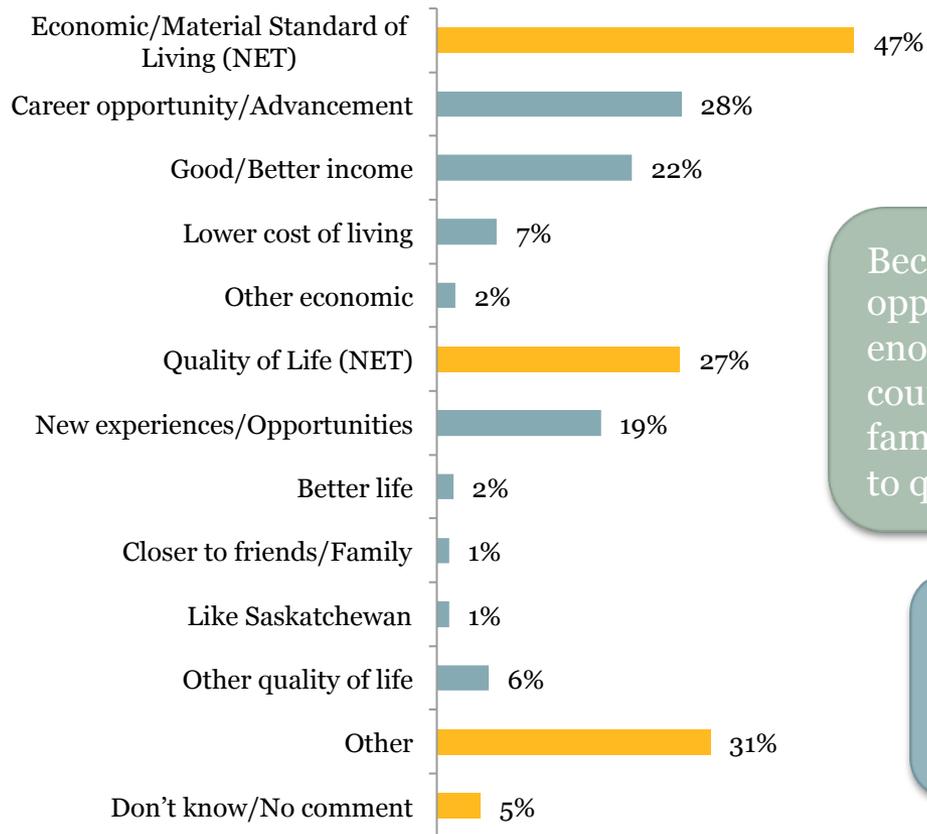
12. Compared to your province, would you say that Saskatchewan's current economy is better, worse or about the same?

13. How would you describe the quality of life in Saskatchewan?

17. How likely would you be to consider moving to Saskatchewan if the right career opportunity came along?

# For those who are likely to move to Saskatchewan, job opportunities and better pay are the strongest factors.

## Reason for being likely to consider moving to Saskatchewan



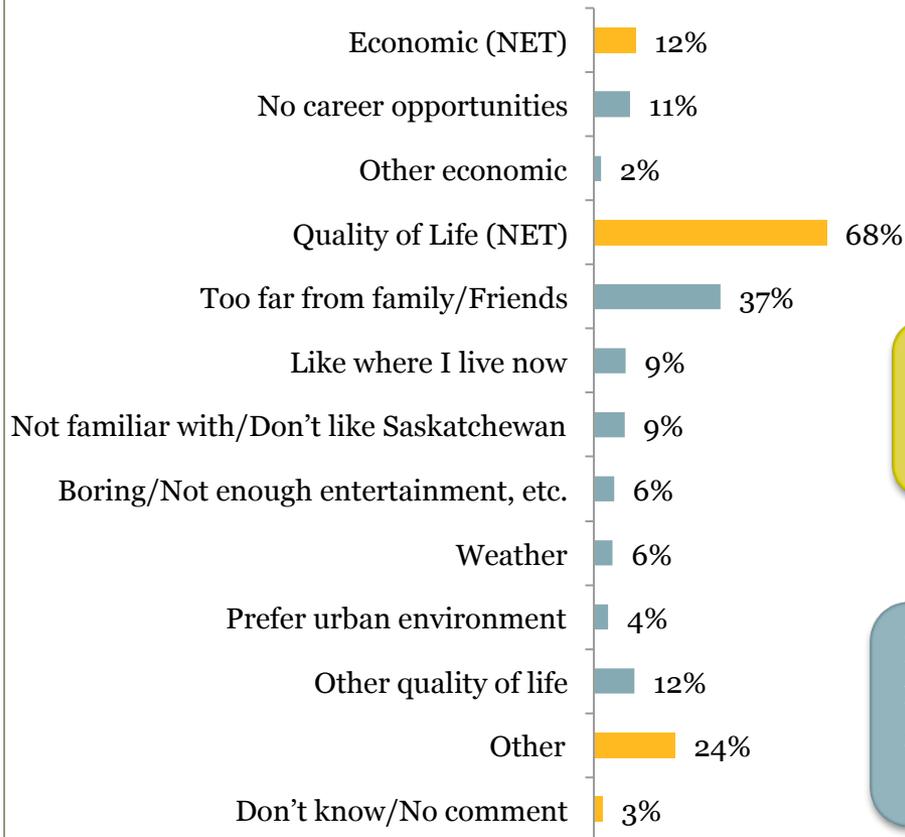
Desire to discover another province; have better access to medical care.

Because it would be the right career opportunity. I'm sure Saskatchewan is nice enough, but the opportunity would have to counter-weigh the cost of uprooting my family, losing access to 7\$/day daycare, and to quality French education.

Due to the political climate in Quebec, as an Anglophone I would seriously consider moving to Saskatchewan if I was able to keep my tenure, seniority at a higher salary.

# For those who are not likely to move to Saskatchewan, distance from family/friends is the biggest concern.

## Reason for being unlikely to consider moving to Saskatchewan



Much too far from my family and friends. In my profession, there are jobs in Quebec. Not interested. I like living and working in a francophone environment.

I have to take an exam because my membership in my professional order is not automatically transferable to the rest of Canada.

I am not familiar enough with the province but I am not interested. For me Saskatchewan is fields and agriculture, even if I know that Saskatoon and Regina are large cities.

# The methods used for searching career opportunities vary among worker types.

Method for searching career opportunities	Tradespeople Ontario	Professionals Ontario	Tradespeople Quebec	Professionals Quebec
The online job site Workopolis	55%	59%	27%	32%
Online job site Monster	53%	56%	22%	22%
Company websites	50%	56%	24%	41%
Government websites	44%	59%	39%	41%
Recruitment agencies / head hunters	38%	32%	46%	53%
Online networking sites such as Linked In or FaceBook	34%	33%	28%	32%
Networking through family and friends	49%	50%	28%	33%
Other job search site	14%	29%	29%	44%
Other	2%	3%	13%	9%
Don't know	7%	4%	4%	5%
<b>Total (100%, n=)</b>	<b>160</b>	<b>241</b>	<b>79</b>	<b>240</b>

# Advertising Recall

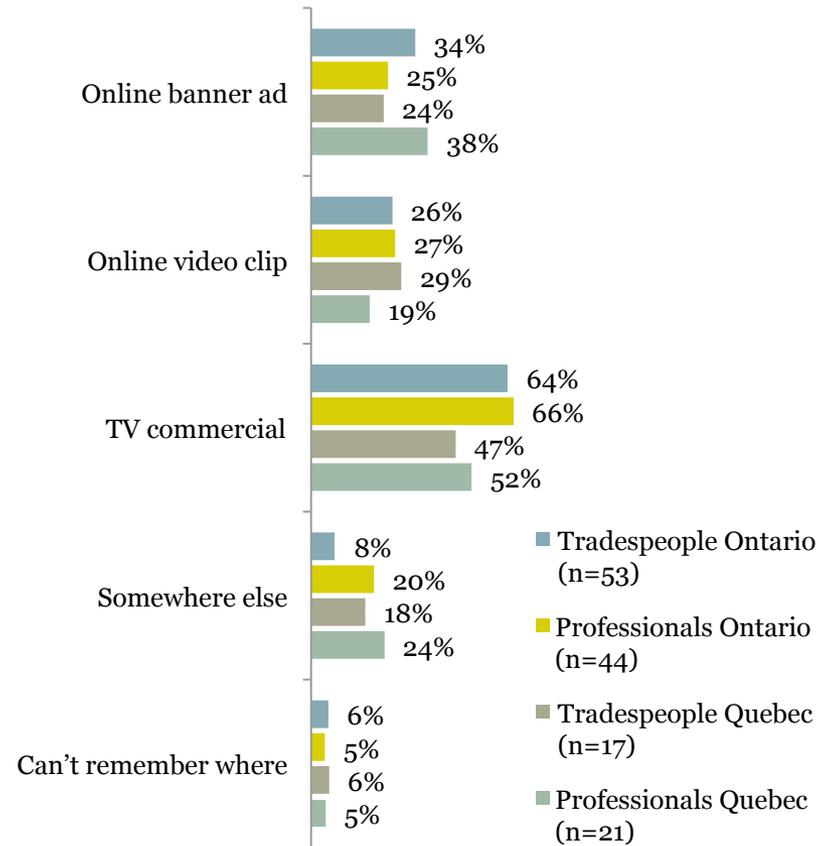


# Tradespeople are more likely to claim to have seen Saskatchewan ads and to have heard the RGRO tagline.



Categories	Claimed recall of Ads in general	Prompted recall of RGRO Tagline
Tradespeople Ontario	33%	42%
Professionals Ontario	18%	28%
Tradespeople Quebec	22%	35%
Professionals Quebec	9%	11%

## Source of information (those with claimed recall)

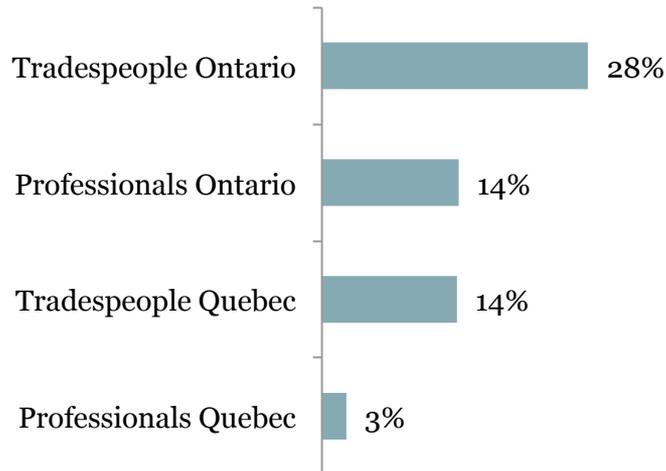


Prompted recall of the TV ads is relatively high among Ontario tradespeople. Few Quebec professionals have seen the ads.

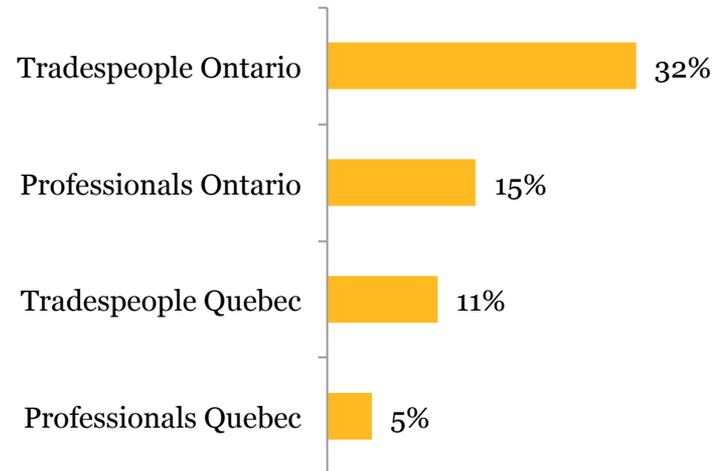
### % Recall seeing ad on TV



Spot\_1-Dr\_Kozroski\_Luc-TV30



Spot\_2-Bruno\_Jason-TV30



# Prompted recall of all pre-rolls is respectable, with the exception of Quebec professionals.

## % Recall seeing ad online

Bruno\_Pre-roll



Tradespeople Ontario	21%	
Professionals Ontario	15%	
Tradespeople Quebec	18%	
Professionals Quebec	3%	

Dr\_Kozroski\_Pre-roll



Tradespeople Ontario	25%	
Professionals Ontario	15%	
Tradespeople Quebec*	25%	
Professionals Quebec*	11%	

Jason\_Pre-roll



Tradespeople Ontario	25%	
Professionals Ontario	15%	
Tradespeople Quebec*	19%	
Professionals Quebec*	0%	

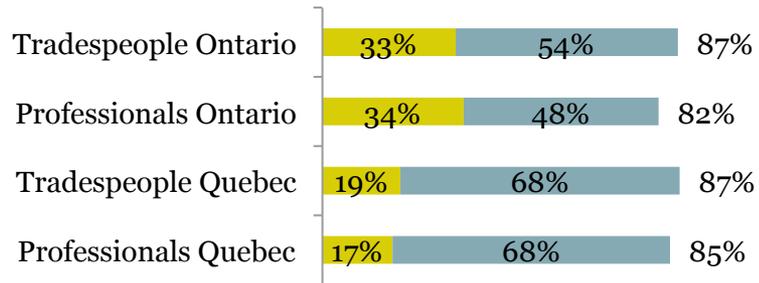
Luc\_Pre-roll



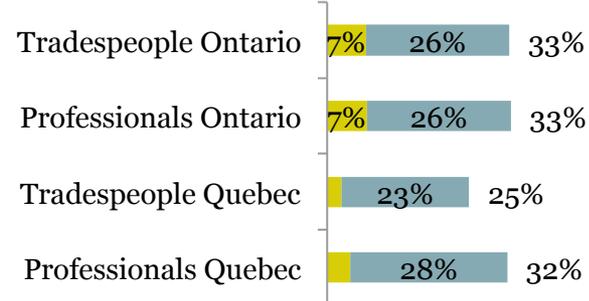
Tradespeople Ontario	23%	
Professionals Ontario	17%	
Tradespeople Quebec*	6%	
Professionals Quebec*	0%	

The majority have a positive impression of the ads seen. However, modest proportions find the ads difficult to believe.

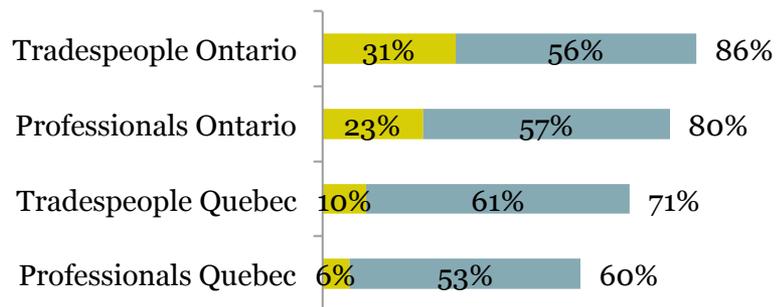
### The ads was very enjoyable to watch



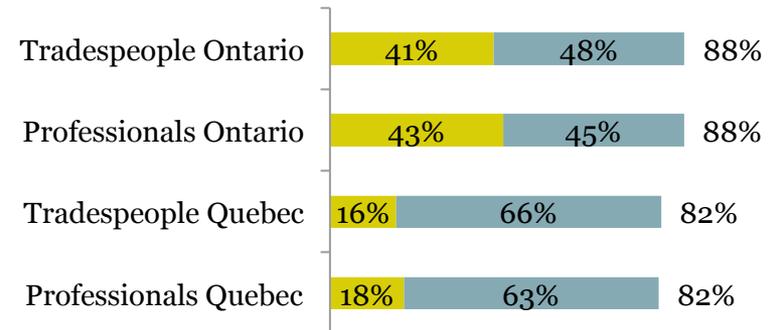
### You found it difficult to believe what the ads told you



### The ads increased your interest in living and working in Saskatchewan



### These ads told you something new



■ Strongly agree ■ Somewhat agree

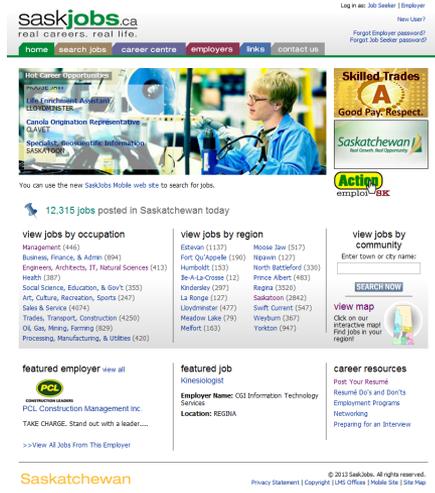


# Modest proportions of Ontario tradespeople have visited both thinksask.ca and saskjobs.ca

## Have visited website...

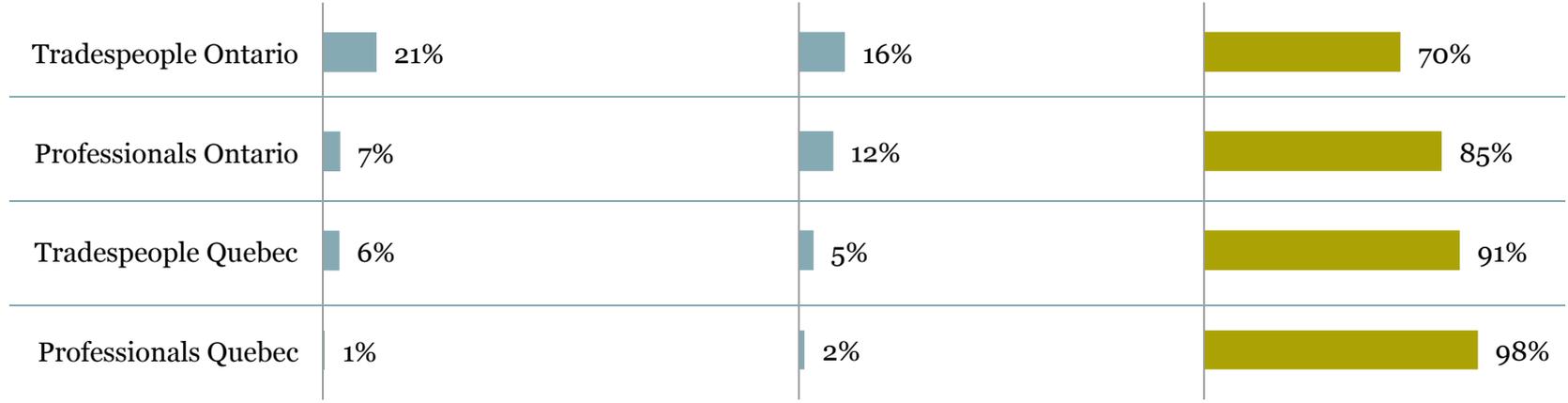


thinksask.ca



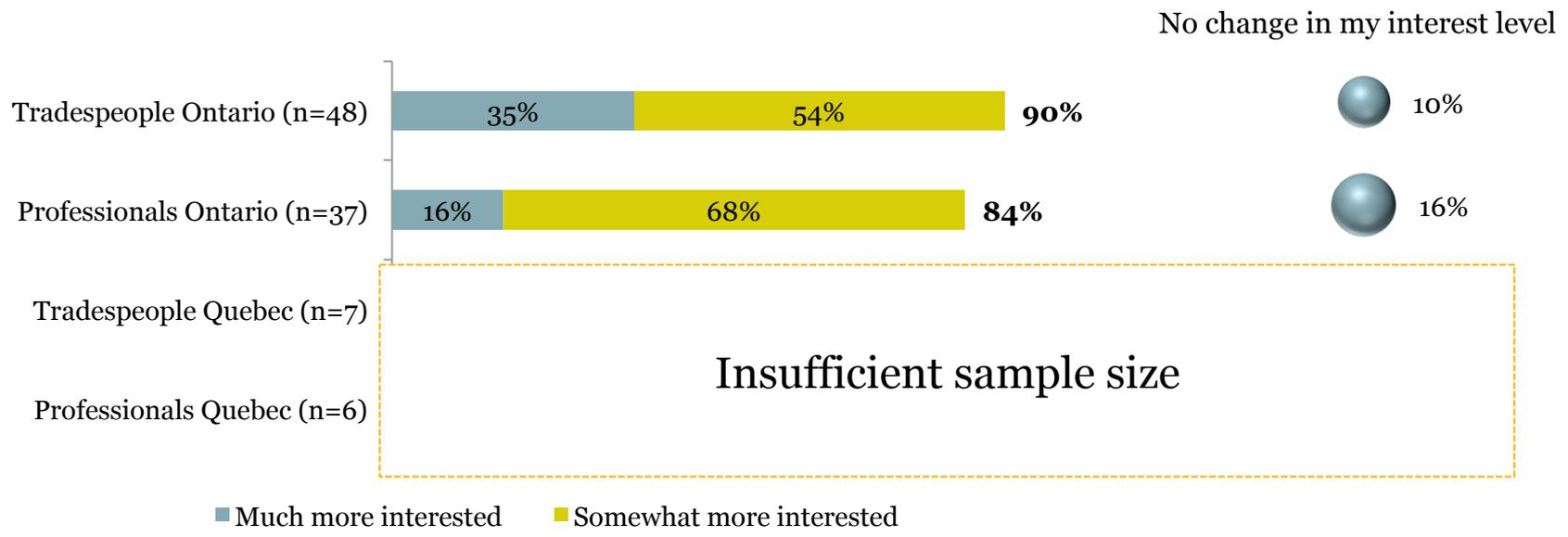
saskjobs.ca

Neither website



# Stated interest in looking at a career in Saskatchewan after visiting the websites is high.\*

## Impact of websites % more interested in looking at a career in Saskatchewan



\*Results need to be interpreted with caution due to small sample sizes.

# Appendix



# Importance of Attributes

Importance of attributes % 4 or 5 (very important) out of 5	Tradespeople Ontario	Professionals Ontario	Tradespeople Quebec	Professionals Quebec
Career opportunity	84%	92%	91%	89%
Salary level	82%	94%	91%	97%
Cost of housing/rental accommodation	81%	90%	87%	81%
Cost of living	80%	89%	84%	85%
Quality of healthcare	80%	86%	86%	82%
Commute times	76%	78%	70%	77%
Safety	76%	87%	84%	86%
Good place to raise children	73%	67%	72%	72%
Quality of education	72%	73%	81%	75%
Variety of night life/entertainment choices	63%	46%	41%	27%
Being close/closer to friends/family	63%	55%	29%	38%
Recreation/sports opportunities	55%	51%	61%	62%
Culture/arts opportunities	52%	51%	32%	40%

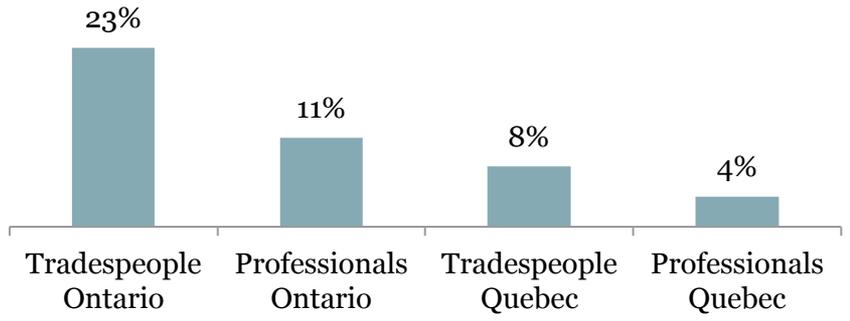
# Importance of Attributes

Importance of attributes Average (5 points scale)	Tradespeople Ontario	Professionals Ontario	Tradespeople Quebec	Professionals Quebec
Career opportunity	4.4	4.6	4.5	4.4
Salary level	4.3	4.6	4.6	4.6
Cost of living	4.2	4.5	4.4	4.3
Cost of housing/rental accommodation	4.2	4.5	4.3	4.2
Recreation/sports opportunities	3.6	3.4	3.8	3.7
Culture/arts opportunities	3.5	3.5	3.1	3.1
Variety of night life/entertainment choices	3.8	3.3	3.2	2.8
Being close/closer to friends/family	3.7	3.6	3.0	3.1
Commute times	3.9	4.1	4.0	4.0
Good place to raise children	3.9	3.8	3.9	3.9
Quality of education	3.9	3.9	4.1	4.0
Quality of healthcare	4.1	4.4	4.4	4.2
Safety	4.1	4.4	4.2	4.3

# Saskatchewan's Performance

Importance of attributes Average (5 points scale)	Tradespeople Ontario	Professionals Ontario	Tradespeople Quebec	Professionals Quebec
Career opportunity	3.2	3.1	2.7	3.0
Salary level	3.2	3.0	2.2	2.4
Cost of living	2.7	2.6	3.0	2.6
Cost of housing/rental accommodation	2.7	2.6	3.3	2.8
Recreation/sports opportunities	3.6	3.5	3.6	3.5
Culture/arts opportunities	3.4	3.8	3.6	4.1
Variety of night life/entertainment choices	3.6	4.0	4.0	4.4
Being close/closer to friends/family	4.0	4.2	4.4	4.7
Commute times	3.1	2.9	3.5	2.9
Good place to raise children	3.1	3.1	3.1	3.0
Quality of education	3.4	3.4	2.9	3.1
Quality of healthcare	3.2	3.2	2.8	2.6
Safety	3.0	2.8	3.0	2.9

### Have family or close friends who live in Saskatchewan



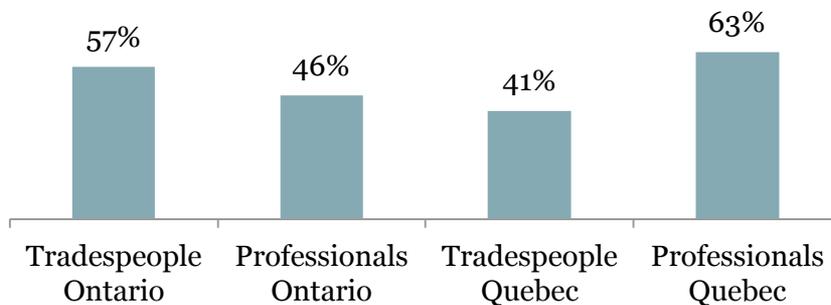
28. Do you have any family or close friends who live in Saskatchewan?

### Marital status



29. Which of the following best describes your current living situation?

### Have children under 18 living in household

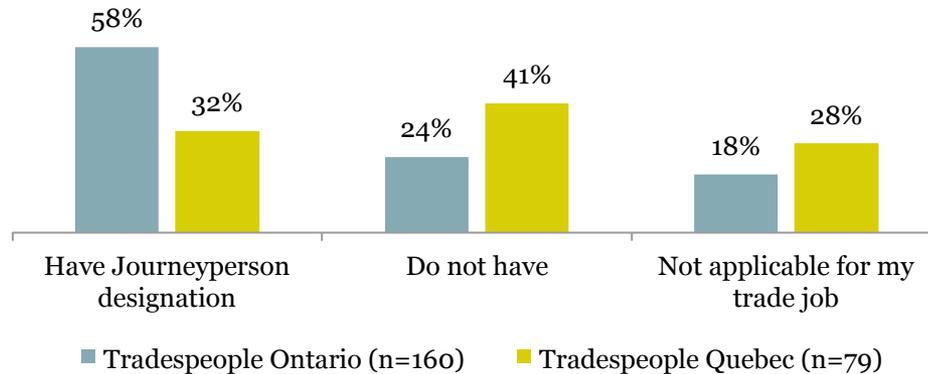


30. Do you have one or more children under the age of 18 living in your household?

Household income	Tradespeople Ontario	Professionals Ontario	Tradespeople Quebec	Professionals Quebec
Less than \$30,000	6%	10%	1%	4%
\$30,000 to just under \$60,000	28%	29%	33%	18%
\$60,000 to just under \$90,000	24%	27%	35%	23%
\$90,000 to just under \$120,000	32%	16%	19%	22%
\$120,000 or more	8%	11%	5%	27%
Prefer not to say	3%	7%	6%	6%
<b>Total (100%, n=)</b>	<b>160</b>	<b>241</b>	<b>79</b>	<b>240</b>

31. What is your annual household income before taxes and deductions?

# Demographics



8. Do you have your Journeyman designation? Base: All tradespeople.

Education	Tradespeople Ontario	Professionals Ontario	Tradespeople Quebec	Professionals Quebec
Some high school	3%	0%	6%	0%
Completed high school	8%	0%	24%	0%
Some technical school or college	18%	9%	22%	13%
Completed technical or college diploma	23%	29%	37%	18%
Some university	8%	15%	3%	12%
Completed university degree (Undergrad, Masters or PhD)	42%	47%	9%	58%
<b>Total (100%, n=)</b>	<b>160</b>	<b>241</b>	<b>79</b>	<b>240</b>

6. What is the highest level of education you have achieved?

Industry	Tradespeople Ontario	Professionals Ontario	Tradespeople Quebec	Professionals Quebec
Agriculture, Forestry, Fishing and Hunting	1%	0%	4%	0%
Mining and Oil and Gas Extraction	2%	0%	3%	1%
Utilities	6%	1%	1%	8%
Construction	46%	1%	56%	1%
Manufacturing	8%	6%	16%	3%
Wholesale	2%	2%	0%	2%
Retail	3%	10%	0%	5%
Transportation and Warehousing	3%	4%	1%	2%
Information and Cultural Industries	4%	3%	0%	3%
Finance and Insurance	4%	9%	0%	8%
Real Estate and Rental and Leasing	1%	1%	0%	2%
Professional, Scientific and Technical Services	5%	7%	6%	20%
Management of Companies and Enterprises	1%	3%	1%	1%
Administrative and Support, Waste Management and Remediation Services	0%	1%	0%	2%
Educational Services	2%	11%	1%	11%
Health Care and Social Assistance	3%	11%	0%	10%
Arts, Entertainment and Recreation	2%	5%	1%	3%
Accommodation and Food Services	1%	3%	0%	1%
Public Administration	2%	6%	3%	10%
Other Services - except Public Administration	6%	14%	6%	8%
<b>Total (100%, n=)</b>	<b>160</b>	<b>241</b>	<b>79</b>	<b>240</b>