

# CAREER PERCEPTIONS OF THE CONSTRUCTION AND INFRASTRUCTURE INDUSTRIES

Quantitative Pacific Results

Prepared for Waihangā Ara Rau

26 February  
2025



**WAIHANGA ARA RAU**  
Construction and  
Infrastructure  
Workforce Development Council



**GAME CHANGERS**



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# BACKGROUND, OBJECTIVES AND METHODOLOGY

# 1





# BACKGROUND AND OBJECTIVES

The Waihangara Rau (Construction and Infrastructure) Workforce Development Council is responsible for developing and maintaining qualifications, unit standards, and micro-credentials for the construction and infrastructure industries, ensuring professionals are equipped with the right skills and knowledge to excel.

By constantly refining and updating qualification content in partnership with industry and providers, the Council's goal is a highly competent and agile workforce.

The Workforce Development Council (WDC) and related stakeholders need to understand how to better attract new entrants into the construction and infrastructure sectors, which collectively represent almost 60 subsectors and thus a lot of variety and opportunity for workers of all types. Yet, this variety is not widely known – a key issue with the construction and infrastructure sector's appeal as a career choice is a lack of knowledge about what it can offer.

We know from Ipsos's Building and Construction Industry Training Organisation (BCITO) research that the prevailing view of the sector being just for hands-on tradies such as builders is holding back people's consideration of such careers, as well as hindering others' consideration of the sector.

Therefore, there is a need for an up-to-date measure of what WDC's 'target market' knows about the career opportunities within the construction and infrastructure sectors, combined with a measure of what they are seeking in an ideal job.

By delivering such information to the WDC, this report aims to guide sector organisations such as industry training organisations (ITOs) and the Tertiary Education Commission (TEC) on how best they can attract potential sector workers and apprentices – essentially 'what to say and to whom' to increase uptake.

## Key Objectives:

- Investigating the current level of knowledge, awareness, and consideration of careers in construction, engineering, and civil infrastructure.
- Investigating how the results vary between key ethnic groups of interest and people at different career stages (e.g. Students, Young Adults and Millennials / Early Mid-Lifers).
- Whenever feasible, contrasting the present findings with historical data from BCITO.

# QUANTITATIVE METHODOLOGY



## Fieldwork Dates

21 Feb–12 Mar 2024



## Sample Provider

This research was conducted via an online panel survey using a blend of panels including the Ipsos i-Say panel plus approved, reputable partners. Panels where all panellists have to be aged 18+ targeted parents / caregivers of children aged 13-17, asking them to get their children to complete a questionnaire.



## Sample Size

**Interviews completed**  
n=1,000  
(including n=127 Pacific Islanders)

**Average interview duration**  
8 minutes



## Sample Profile

**Target sample**  
NZ Students, Millennials, Early- / Mid-Lifers,  
and those aged 45+ with children

**Region**  
Nationwide

# SURVEY SAMPLE PROFILE

## SAMPLE SIZE



Total sample: n=1,000

## GENDER

	n=	%
Male	445	44%
Female	544	54%
Another gender	11	1%

## ETHNICITY

(Sum exceeds total sample as people can have more than one ethnicity)

	n=	%
Māori	188	19%
Pacific People	127	13%
Asian	212	21%
NZ European	619	62%
Other	75	7%

## REGION



	n=	%
Northland	26	3%
Auckland	400	40%
Waikato	87	9%
Bay of Plenty	65	6%
Gisborne	6	1%
Taranaki	25	2%
Manawatū-Wanganui	46	5%
Hawke's Bay	22	2%
Wellington / Hutt / Porirua / Kapiti / Wairarapa	109	11%
Marlborough	2	0%
Nelson	13	1%
Tasman	6	1%
Canterbury	128	13%
West Coast	4	0%
Otago	46	5%
Southland	15	1%

## LIFE STAGES

	n=	%
Young Students (10–13 years)	141	14%
Older Students (14–17 years)	145	15%
Young Adults (18–25 years)	232	23%
Millennials (26–34 years)	305	31%
Early Mid-Lifers (35–44 years)	155	16%
Older Parents (45+ years with children)	22	2%

## PARENT / CAREGIVER FOR:

(Sum exceeds 1,000 as people can be caregivers for children in both age groups)

	n=	%
10-13-year-olds	276	28%
14-17-year-olds	195	20%
None of the above	608	61%

# SURVEY SAMPLE PROFILE

## QUOTA MANAGEMENT TABLE

Priority Groups	Māori	Pacific Peoples	Asian	NZ European	Total per age group
10–13 years	32	22	34	84	141
14–17 years	29	18	25	95	145
18–25 years	42	32	52	145	232
26–34 years	58	40	67	183	305
35–44 years	19	12	31	97	155
45+ years with children	7	3	3	14	22
<b>Total per ethnic group</b>	<b>188</b>	<b>127</b>	<b>212</b>	<b>619</b>	<b>1,000</b>

## PRIORITY GROUPS



**Students:** Individuals aged 10–17 years of diverse ethnicities, such as Māori, Pacific Peoples, Asian, and NZ European.



**Young Adults:** Individuals aged 18–25 of diverse ethnicities, such as Māori, Pacific Peoples, Asian, and NZ European.



**Millennials / Early Mid-Lifers:** Individuals aged 26–44 of diverse ethnicities, such as Māori, Pacific Peoples, Asian, and NZ European.

# SURVEY SAMPLE PROFILE

## CURRENT SITUATION and AGE

	10–13 years (n=141)	14–17 years (n=145)	18–25 years (n=232)	26–34 years (n=305)	35–44 years (n=22)
At primary school	26%	NA	NA	NA	NA
At intermediate school	44%	3%	NA	NA	NA
At secondary school	30%	84%	1%	NA	NA
Being home-schooled	1%	3%	1%	0%	0%
Studying at university / polytechnic / other institution	0%	4%	35%	6%	2%
In an apprenticeship / workplace training	0%	1%	4%	1%	0%
Working in paid employment	0%	2%	43%	66%	70%
Unemployed and looking for work	0%	1%	10%	8%	6%
On a non-work-seeking benefit (e.g. sickness)	0%	0%	0%	1%	1%
Full-time caregiver / raising children	0%	0%	1%	12%	14%
Travelling / OE / not working	0%	0%	0%	0%	0%
Retired	0%	0%	0%	0%	1%
Something else	0%	1%	3%	2%	4%

**QB1:** Which of the following best describes what you are currently doing?

## CURRENT SITUATION and ETHNICITY

	Māori (n=188)	Pacific Peoples (n=127)	Asian (n=212)	NZ European (n=619)	Other (n=75)
At primary school	6%	2%	4%	5%	5%
At intermediate school	12%	11%	10%	6%	15%
At secondary school	18%	22%	15%	18%	12%
Being home-schooled	1%	0%	1%	1%	0%
Studying at university / polytechnic / other institution	9%	12%	15%	11%	4%
In an apprenticeship / workplace training	3%	2%	0%	2%	0%
Working in paid employment	34%	32%	45%	43%	41%
Unemployed and looking for work	6%	10%	6%	4%	7%
On a non-work-seeking benefit (e.g. sickness)	1%	1%	0%	1%	1%
Full-time caregiver / raising children	8%	4%	2%	8%	9%
Travelling / OE / not working	0%	0%	0%	0%	1%
Retired	0%	1%	0%	0%	0%
Something else	2%	3%	1%	1%	4%



# CONCLUSIONS AND RECOMMENDATIONS

# 2





# CONCLUSIONS

**Among a Pacific sample, lifestage differences clearly exist in career priorities and perceptions of the construction, engineering, and civil infrastructure industries.**

- Students, being at the beginning of their career exploration, are drawn to engaging work and good pay. As they transition into young adulthood, flexibility and cultural connection become more important. This suggests that early career experiences may play a role in shaping their priorities.
- Millennials and Early Mid-Lifers, having spent more time in the workforce, prioritize variety and cultural relevance, indicating a desire for work that aligns with their values and provides a sense of fulfilment.

**Misconceptions and a lack of understanding about the construction, engineering, and civil infrastructure industries, particularly among Millennials and Early Mid-Lifers, create barriers to entry.**

- These industries are often perceived as physically demanding and / or requiring exceptional academic abilities in math and science.
- Concerns about the cost and difficulty of acquiring necessary qualifications and skills, and how these pursuits would fit into their existing personal circumstances, further deter interest, especially as people age.

**While interest in construction and infrastructure careers among Pacific Students has generally risen due to perceptions of attractive pay and promising career opportunities, work-life balance remains a significant concern across all generations**

- This suggests that while financial incentives and career prospects are appealing, the perceived demands and potential impact on personal life remain a barrier to entry.

# RECOMMENDATIONS

- **Work remains necessary** to shift misconceptions and to promote much broader, more accurate awareness amongst the Pacific community of the array of careers available in the construction, engineering, and civil infrastructure sectors.
- **Boosting consideration** will require providing more accessible and convincing information on:
  1. **The variety of specialisations** – to demonstrate that these sectors can provide careers that offer good pay, valued and respected roles, and interesting work that offers potential for ongoing development.
  2. **The variety of skill requirements** – to demonstrate the wide variety of personal abilities that can be used within the sectors, regardless of age or previous performance.
  3. **The training pathways available** - to provide clear information on how financial and logistical challenges can be eased, especially for post-school adults or potential career switchers.
  4. **The work–life balance that can be achieved.**
  5. **The breadth of people who can be employed across all roles** - to help reduce the stereotypes that still exist and which may be limiting people's horizons.



# CAREER DECISION- MAKING

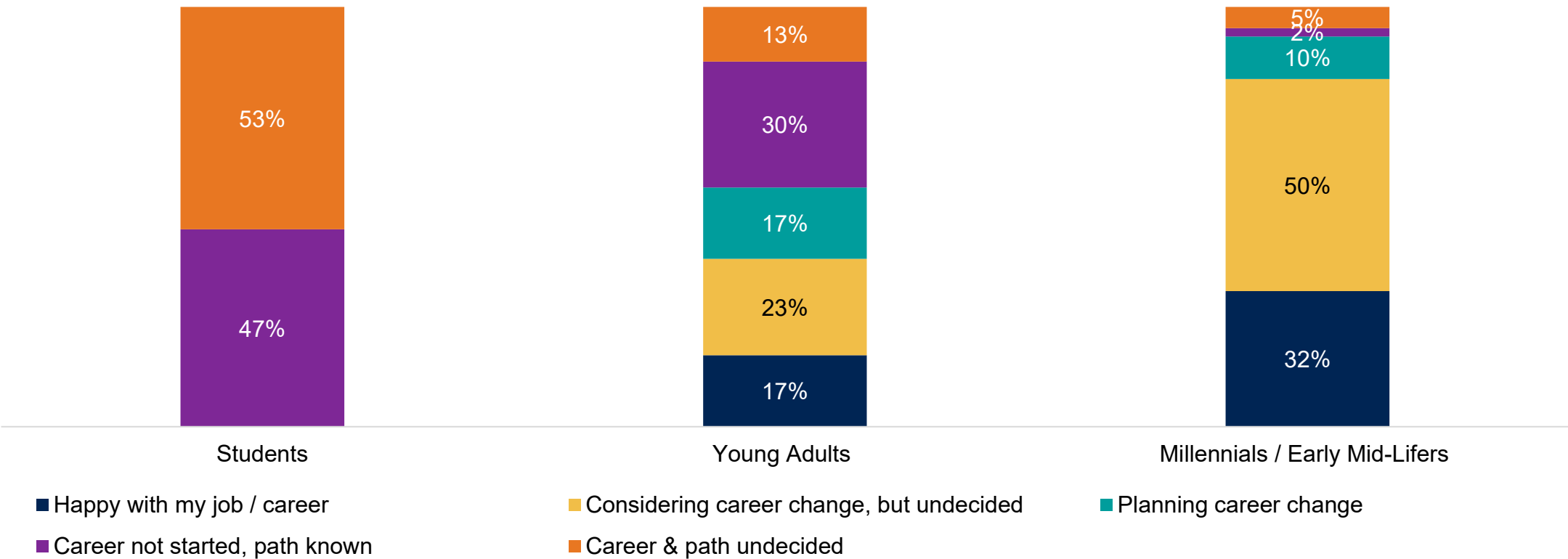
# 3



# CAREER DECISION STAGE

53% of Young Pacific Adults are open to a career change / still undecided, while 65% of Pacific Millennials / Early Mid-Lifers are considering / open to a career change, indicating that there are many who may at least consider a career in one of the sectors of interest.

Career path – Pacific Peoples



**QB2a:** Thinking about your current or future career path, which option best describes you? / Which of the descriptions below best matches you?  
**Base:** Pacific Students (n=40), Pacific Young Adults (n=30), Pacific Millennials / Early Mid-Lifers (n=40)  
**13 –** © Ipsos | Career Perceptions of the Construction and Infrastructure Industries

Young Students were not shown the following statements:

- Happy with my job career
- Considering career change, but undecided
- Planning career change

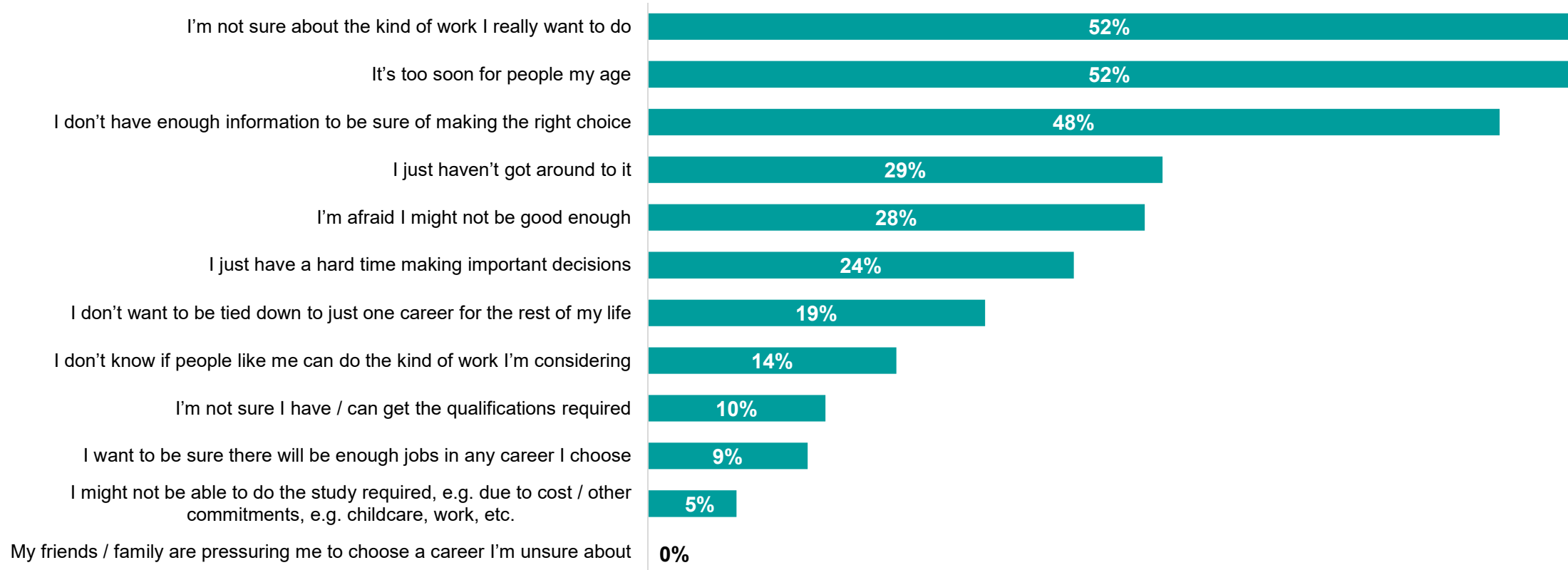




# CAREER DECISION STAGE

The primary causes of career indecision among Pacific Students are their *uncertainty regarding the type of work they really want to do*; their *young age*; and a *lack of information*.

## Career indecision – Pacific Students



**QB3:** Which of the reasons below best explain why you have yet to decide upon a career?

**Base:** Pacific Students (n=21\*) **\*Caution:** Low base size (n<30).

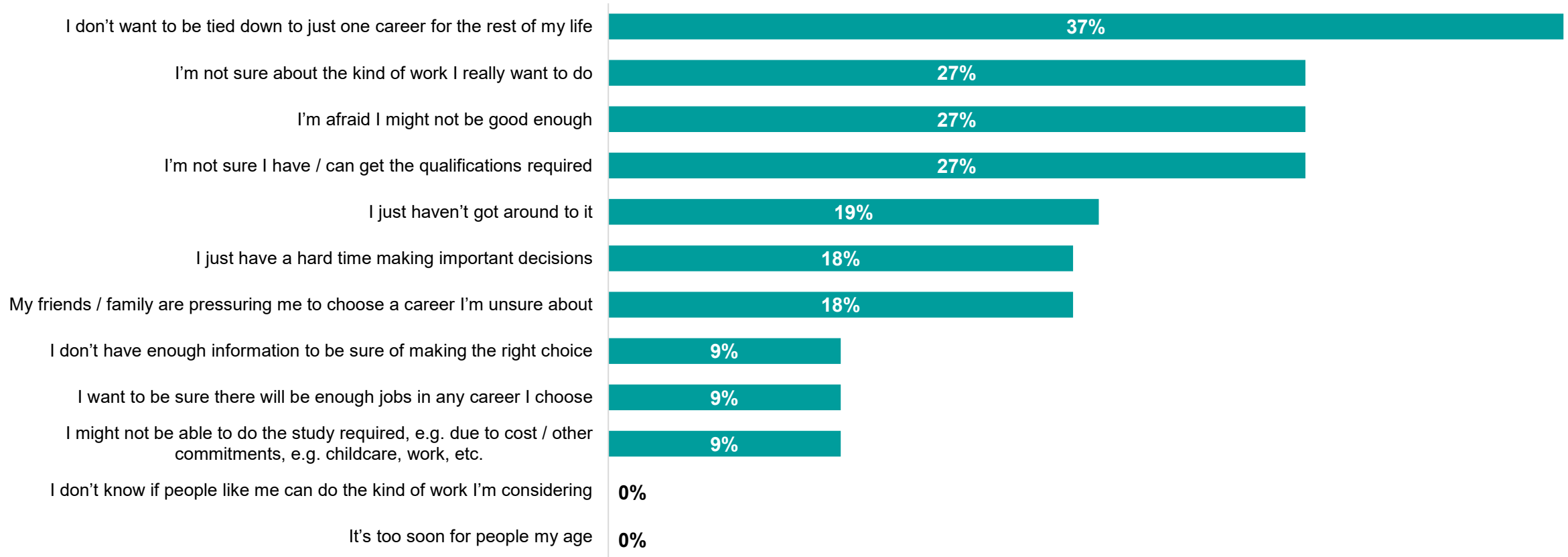


# CAREER DECISION STAGE

Unlike Students, Pacific Young Adults are more likely to feel that *they don't want to be tied down to just one career for the rest of their life*. They are also more likely to be insecure about their *abilities* – both personal and getting the qualifications required.



## Career indecision – Pacific Young Adults



**QB3:** Which of the reasons below best explain why you have yet to decide upon a career?

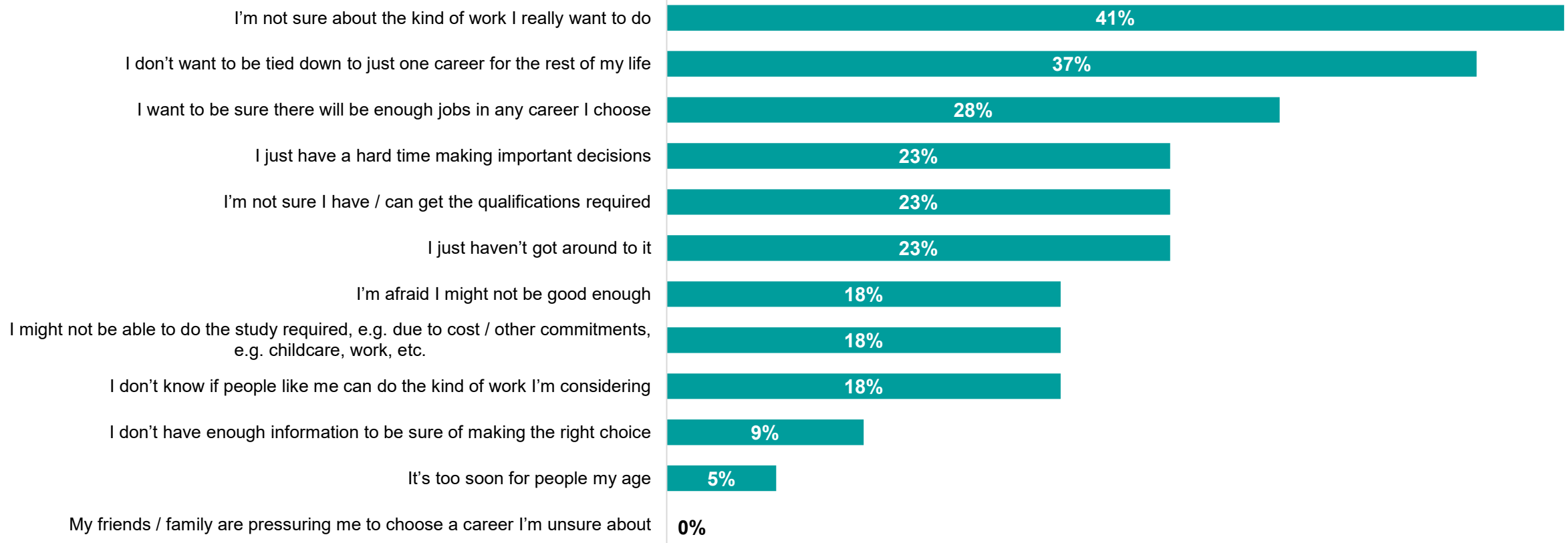
**Base:** Pacific Young Adults (n=11\*)

# CAREER DECISION STAGE



Pacific Millennials / Early Mid-Lifers' indecision about their career arises mainly from their *uncertainty about the kind of work they want to do* and *not wanting to be tied down to just one career for the rest of their life*.

## Career indecision – Pacific Millennials / Early Mid-Lifers



**QB3:** Which of the reasons below best explain why you have yet to decide upon a career?

**Base:** Pacific Millennials / Early Mid-Lifers (n= n=22\*). **\*Caution:** Low base size (n<30).

# CAREER DECISION-MAKING: KEY POINTS

The complexity of career decision-making among Pacific people and how it varies across different age groups and life stages.

Uncertainty about career paths is a common theme across all groups. Many Pacific Students and Millennials/Early Mid-Lifers are unsure about the type of work they want to pursue. However, the reasons behind this uncertainty differ between the groups. Students are understandably still exploring their options due to their young age, while Millennials/Early Mid-Lifers may be seeking a career change or feeling unfulfilled in their current paths.

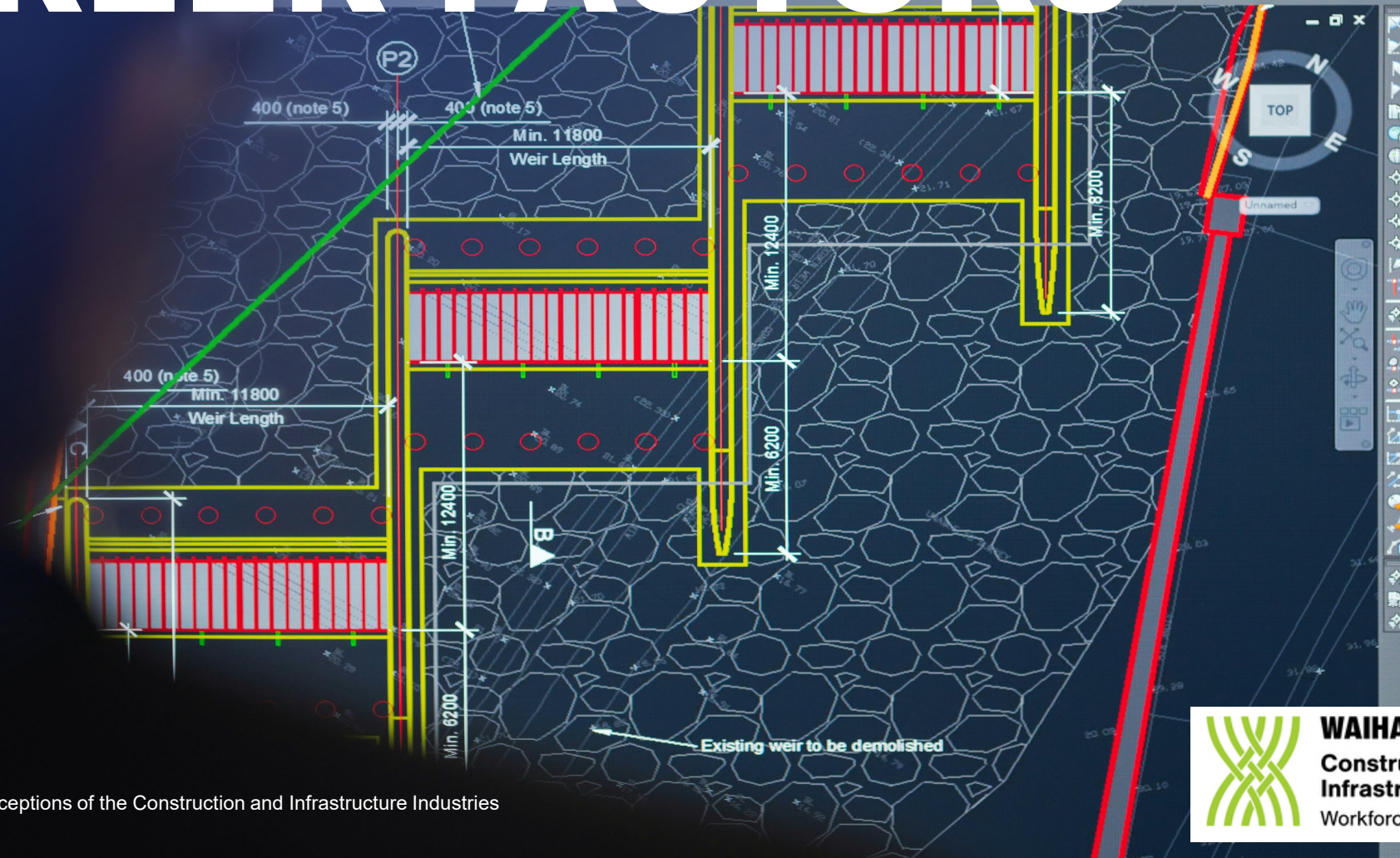
Pacific Young Adults stand out with their desire for career flexibility. They express a reluctance to commit to a single career path for their entire lives. Additionally, they exhibit insecurities related to their personal abilities and qualifications.

In conclusion, career decision-making among Pacific people is complex and influenced by age, life stage, and personal aspirations. Providing resources and support tailored to each group's specific needs and concerns is crucial for fostering career development and satisfaction within these communities.



# IMPORTANCE OF CAREER FACTORS

# 4



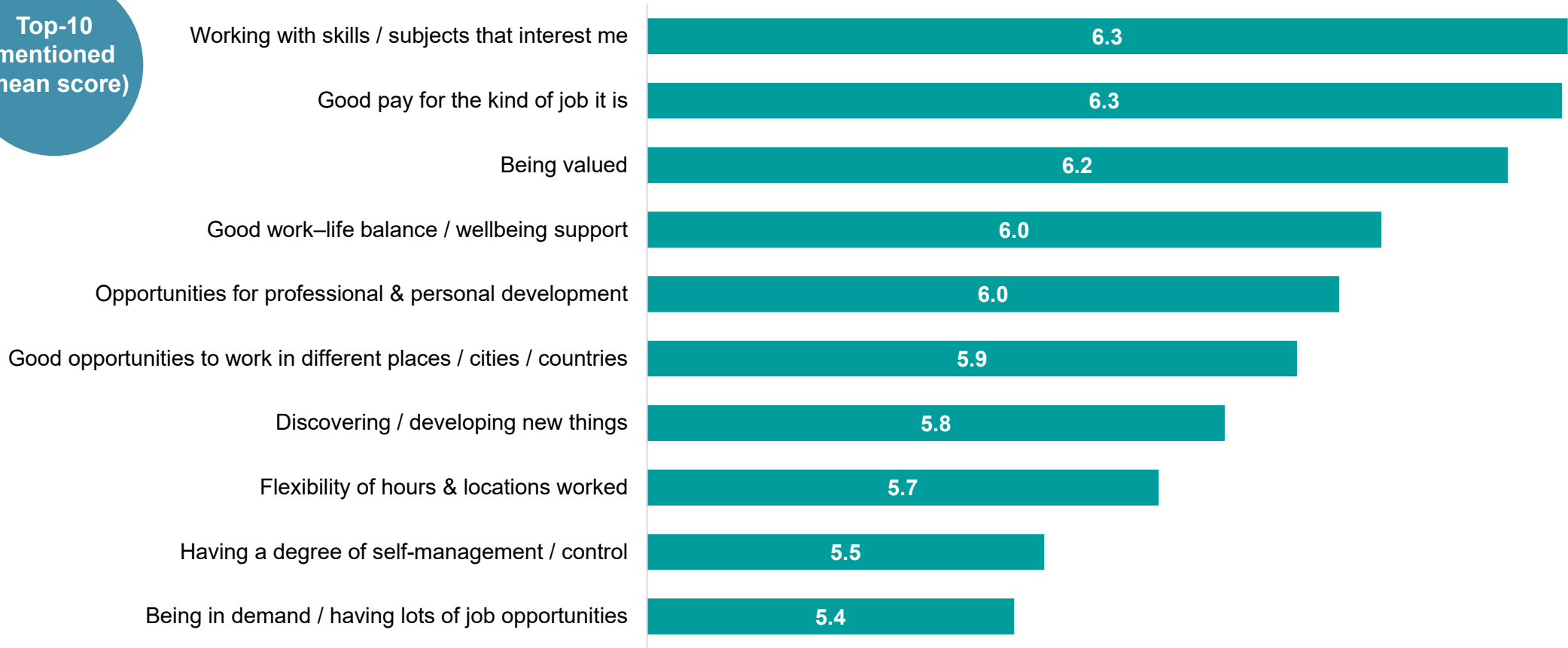
# IMPORTANCE OF CAREER FACTORS



*Working with skills / subjects that interest me, good pay for the kind of job it is and being valued are top job attributes for Pacific Students.*

Top-10  
mentioned  
(mean score)

Importance of job attributes – Pacific Students



**QB5:** How important are each of the factors listed below when considering your ideal job?

**Base:** Pacific Students (n=40)

Mean Scores  
1 = Don't care at all  
7 = Extremely important



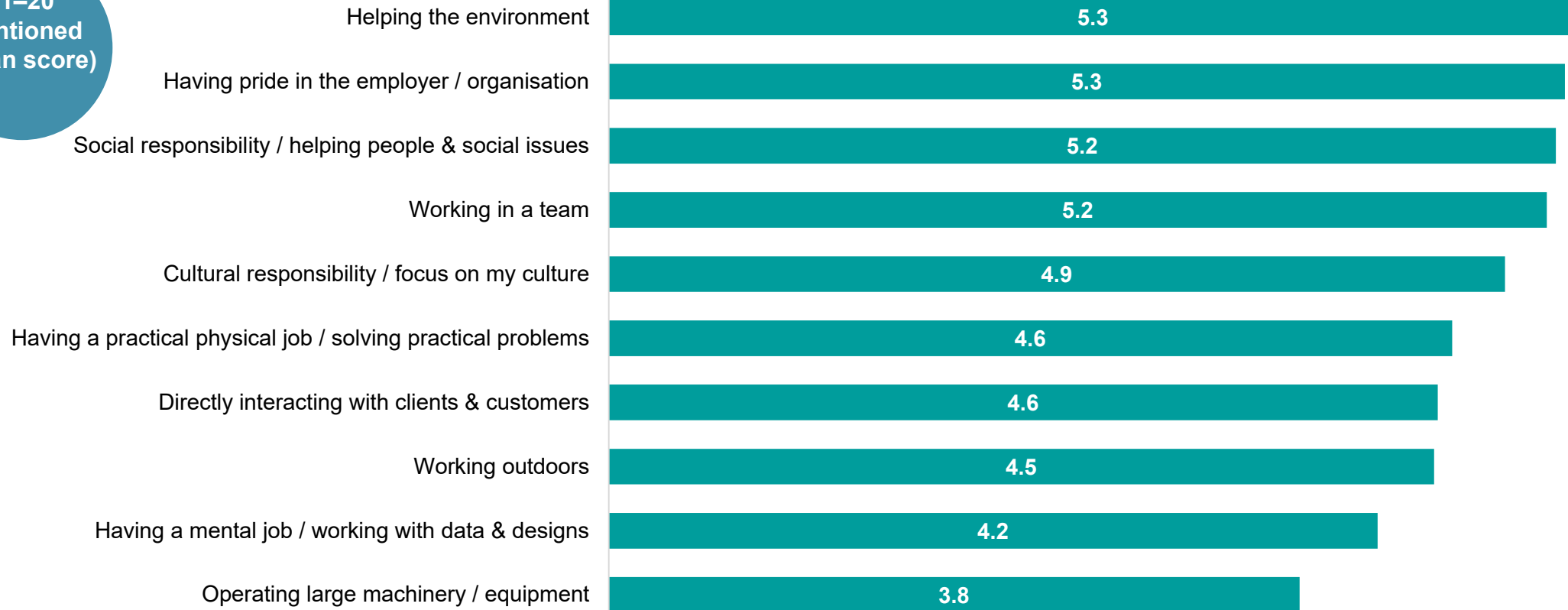


# IMPORTANCE OF CAREER FACTORS

Across Pacific Students, many of the factors aligned with construction and engineering rate relatively lowly amongst the aspects covered, e.g. *operating large machinery / equipment*, *having a mental job* and *working outdoors*.

11–20  
mentioned  
(mean score)

## Importance of job attributes – Pacific Students



**QB5:** How important are each of the factors listed below when considering your ideal job?

**Base:** Pacific Students (n=40)



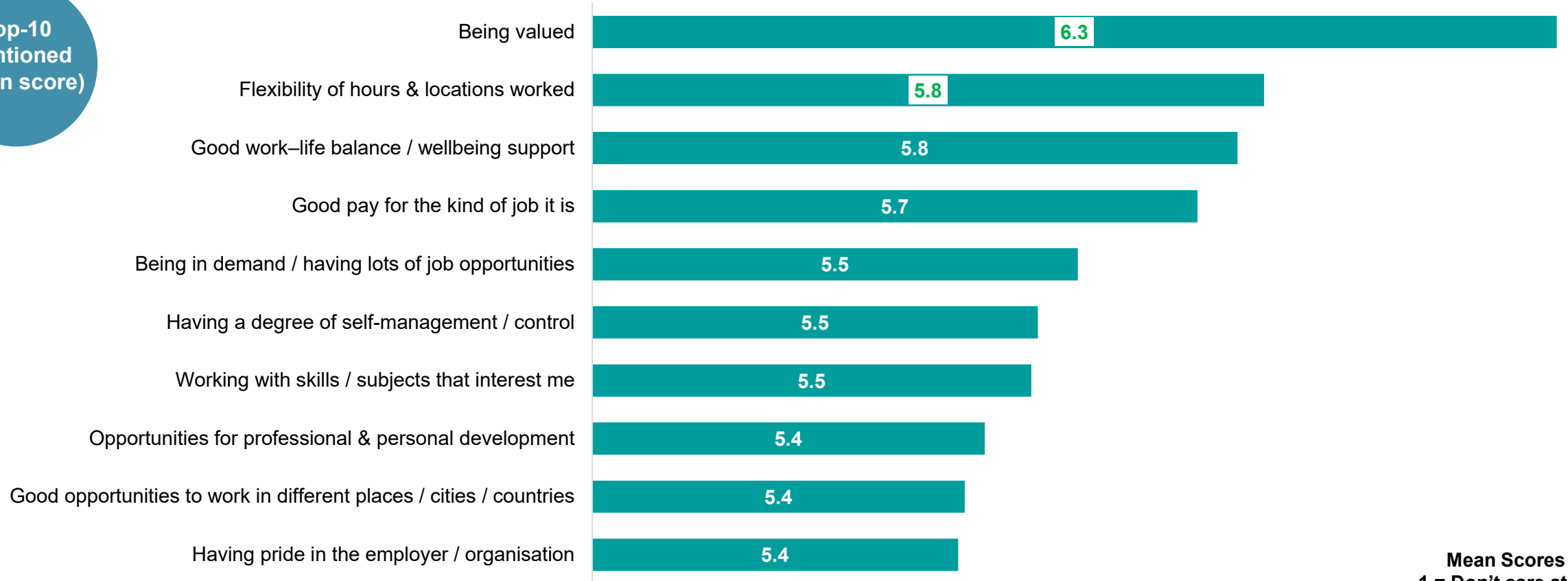
# IMPORTANCE OF CAREER FACTORS



*Being valued* and *flexible hours* are significantly more important for Pacific Young Adults compared to the total sample. *Good work–life balance* rounds up the top-3 most important attributes.

Top-10  
mentioned  
(mean score)

## Importance of job attributes – Pacific Young Adults



QB5: How important are each of the factors listed below when considering your ideal job?

Base: Pacific Young Adults (n=32)

Mean Scores  
1 = Don't care at all  
7 = Extremely important

Mean Scores  
1 = Don't care at all  
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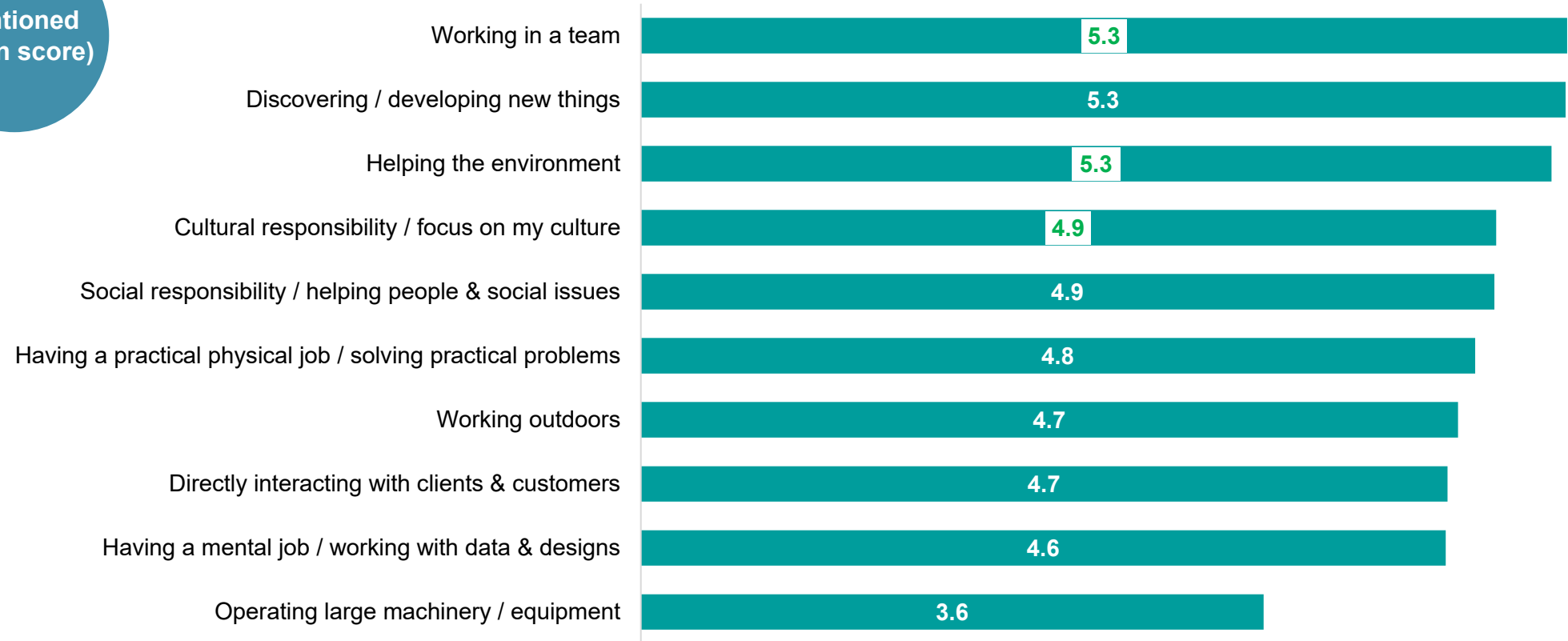
# IMPORTANCE OF CAREER FACTORS



As with the Student group, the least important factors for Pacific Young Adults revolve around *operating large machinery / equipment* and *having a mental job*. However, this group are significantly more likely than the total sample to consider *working in a team*, *helping the environment* and *cultural responsibility* as important.

11–20  
mentioned  
(mean score)

Importance of job attributes – Pacific Young Adults



Mean Scores  
1 = Don't care at all  
7 = Extremely important

QB5: How important are each of the factors listed below when considering your ideal job?  
Base: Pacific Young Adults (n=32)

Standard significance testing at 95% confidence level applied:  
green / red indicates a statistically significant increase / decrease compared to the total



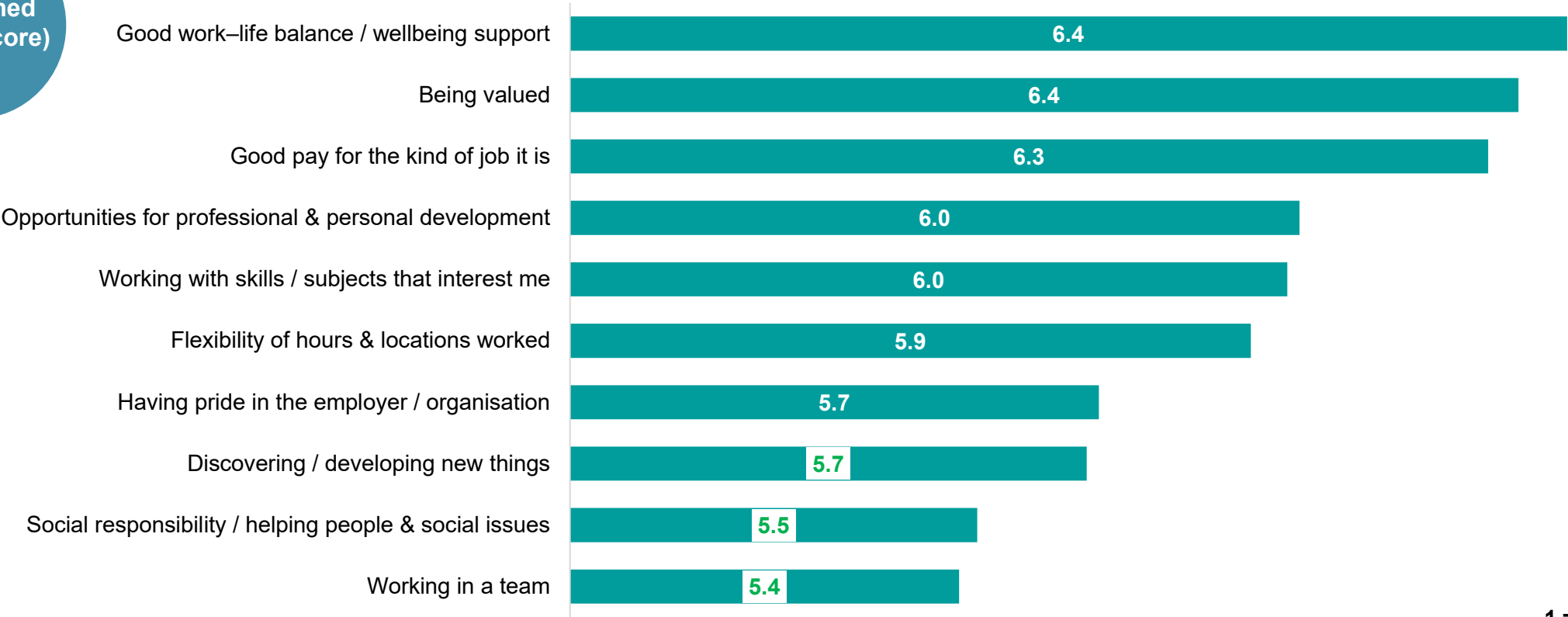
# IMPORTANCE OF CAREER FACTORS



Just like Young Adults, Pacific Millennials / Early Mid-Lifers’ top priorities revolve around *good work–life balance* and *being valued*. They place a higher value than other ethnic groups on *working in a team*, *social resposbnibility* and *discovering new things*.

Top-10  
mentioned  
(mean score)

Importance of job attributes – Pacific Millennials / Early Mid-Lifers



Mean Scores  
1 = Don't care at all  
7 = Extremely important

QB5: How important are each of the factors listed below when considering your ideal job?

Base: Pacific Millennials / Early Mid-Lifers (n=52)

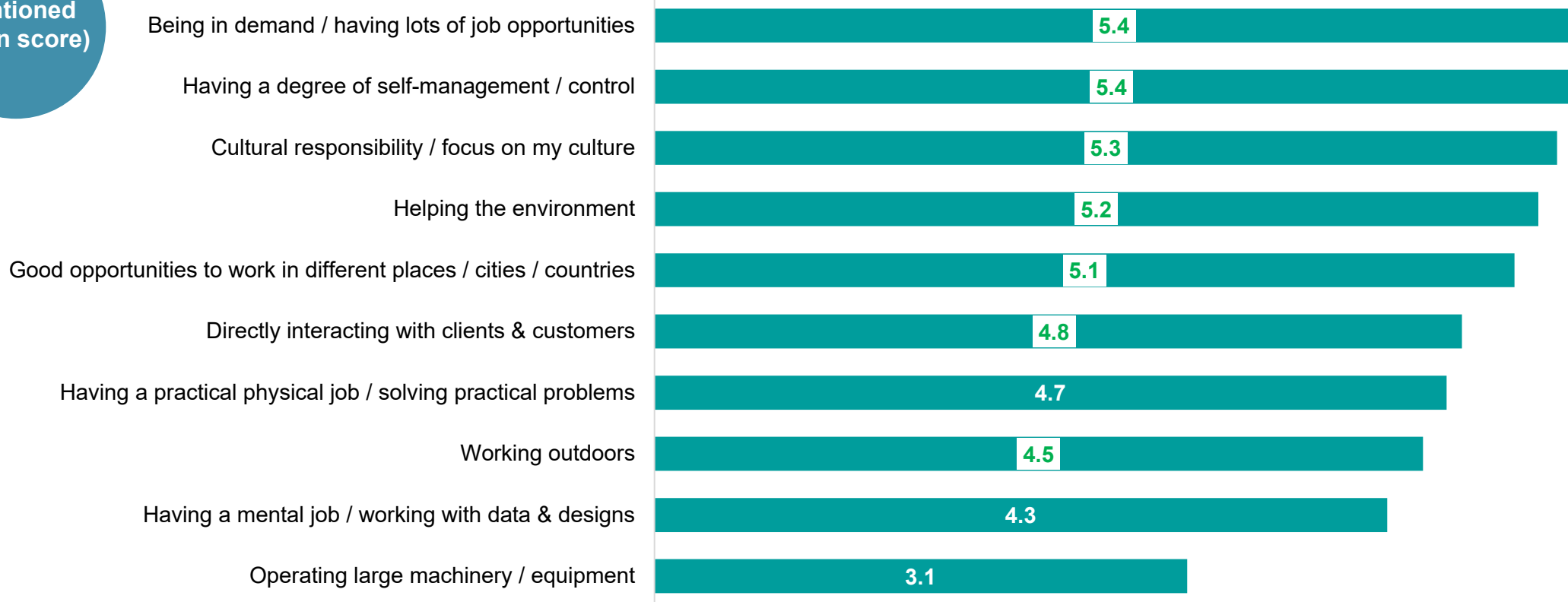
# IMPORTANCE OF CAREER FACTORS



Like Students and Young Adults, *operating large machinery / equipment* and *having a mental job* are the least important factors for Pacific Millennials / Early Mid-Lifers. However, this group are significantly more likely to place importance on factors related to *variety, culture, environment* and *social contact*.

11–20  
mentioned  
(mean score)

## Importance of job attributes – Pacific Millennials / Early Mid-Lifers



**Mean Scores**  
1 = Don't care at all  
7 = Extremely important

**QB5:** How important are each of the factors listed below when considering your ideal job?

**Base:** Pacific Millennials / Early Mid-Lifers (n=52)



# IMPORTANCE OF CAREER FACTORS: KEY POINTS

There are diverse career priorities and perceptions among Pacific people across life stages.

Pacific Peoples across the different life stages share some common priorities when it comes to their careers, such as feeling valued and achieving a good work-life balance. However, there are also distinct lifestage differences.

Students prioritise engaging work and good pay, while Young Adults value flexibility, teamwork, and cultural connection.

Millennials and Early Mid-Lifers seek variety, cultural relevance, and opportunities for social interaction.

All lifestages show little interest in jobs involving large machinery or intense mental demands.

# BUILDING, CONSTRUCTION AND CIVIL INFRASTRUCTURE CAREER PERCEPTIONS

# 5



# INDUSTRY PERCEPTIONS

Respondents were asked to rate how attractive they thought a career in each industry would be for them, on a 7-point scale.

This table presents the mean score out of 7 for each industry by priority group. Higher scores are better.

Main industries of interest

- The priority industries were rated averagely by Pacific Students and Young Adults.
- Pacific Millennials / Early Mid-Lifers had notably worse impressions of the industries, especially of civil infrastructure.
- The most attractive 'competing' industry is health / community / sciences.

	Pacific Students (n=40)	Pacific Young Adults (n=32)	Pacific Millennials / Early Mid-Lifers (n=52)
Agriculture / Forestry / Horticulture / Fishing		3.57	3.06
Manufacturing		3.41	3.29
Engineering	4.36	4.00	3.49
Construction	4.00	4.50	3.19
Civil Infrastructure	3.89	3.50	2.91
Hospitality / Tourism / Recreational Services / Fitness		4.24	4.21
Driving / Transport / Storage / Wholesale		3.57	3.54
Business / Law / IT / Government		4.18	4.31
Health, Community, Sciences		4.42	4.49
Education / Teaching		3.86	4.12
Defence Force		3.72	3.56

QB4: Considering your personal situation, interests and skills, how attractive do you think it would be for you to have a career in each of the following industries?

**Note:** Students were shown only the three main industries of interest: *engineering, construction, and civil infrastructure*.





# BUILDING, CONSTRUCTION AND CIVIL INFRASTRUCTURE CAREER KNOWLEDGE



Pacific Young Adults mostly think of *builders*, *engineers* and *electricians* when they hear about construction and infrastructure jobs. On average, 3.5 jobs were cited per person, mainly all trades jobs.

	Pacific Young Adults 3.5
PLUMBER	39%
BUILDER	39%
ELECTRICIAN	39%
Other NON BUILDING related jobs	29%
ENGINEERING	29%
CARPENTER	23%
ROAD CONSTRUCTION	16%
ARCHITECTURE	13%
ROOFER	10%
DRIVER	10%
METAL WORKER	10%
MANAGEMENT	10%
PAINTER	10%
LABOURER	9%
FOREMAN	7%

	Pacific Young Adults 3.5
TRADESPERSON nfi	7%
CONTRACTOR nfi	6%
MACHINE OPERATOR	6%
BRICKLAYER	3%
FLOORING/TILER	3%
LANDSCAPER	3%
OHS/1st AID	3%
SCAFFOLDER	3%
SURVEYING	3%
ADMINISTRATOR	3%
DEMOLITION	3%
OWNER	3%
SUPPLIER	3%
TECHNICIAN/IT	3%
Other BUILDING/construction related jobs	3%

**Note:** Respondents were asked to name all the jobs, trades, and professions they could think of that can be found in the construction and civil infrastructure industries. This open-ended question is designed to measure the breadth and depth of knowledge of the industries, and to identify what jobs may be skewing people's perceptions of careers in said industries.

**QC1:** Please write down all the jobs, trades and professions you can think of that can be found in the construction and civil infrastructure industries?

**Base:** Young Adults Pacific (n=31)

# BUILDING, CONSTRUCTION AND CIVIL INFRASTRUCTURE CAREER KNOWLEDGE



Just like Young Adults, Pacific Millennials / Early Mid-Lifers tend to associate jobs in the construction and civil infrastructure industries with trade roles. However, they cited 4.5 jobs per person, reflecting an increased knowledge amongst the older respondents.

	Pacific Millennials / Early Mid-Lifers 4.5
BUILDER	49%
ENGINEERING	39%
PLUMBER	35%
ELECTRICIAN	33%
MANAGEMENT	22%
ROAD CONSTRUCTION	22%
ARCHITECTURE	20%
CARPENTER	16%
DRIVER	16%
METAL WORKER	16%
SURVEYING	16%
LABOURER	14%
FOREMAN	14%
BRICKLAYER	12%
FLOORING/TILER	12%
Other NON BUILDING related jobs	12%
MACHINE OPERATOR	12%
DK / NR / none	10%

	Pacific Millennials / Early Mid-Lifers 4.5
OHS/1st AID	8%
ROOFER	8%
SCAFFOLDER	8%
TECHNICIAN/IT	8%
Other BUILDING/construction related jobs	8%
PAINTER	6%
LANDSCAPER	6%
ADMINISTRATOR	4%
JOINER	4%
INSPECTOR	4%
SUPPLIER	4%
QUANTITY SURVEYOR	2%
WINDOWS	2%
COUNCIL	2%
DESIGN	2%
TRADESPERSON nfi	2%

**Note:** Respondents were asked to name all the jobs, trades, and professions they could think of that can be found in the construction and civil infrastructure industries. This open-ended question is designed to measure the breadth and depth of knowledge of the industries, and to identify what jobs may be skewing people's perceptions of careers in said industries.

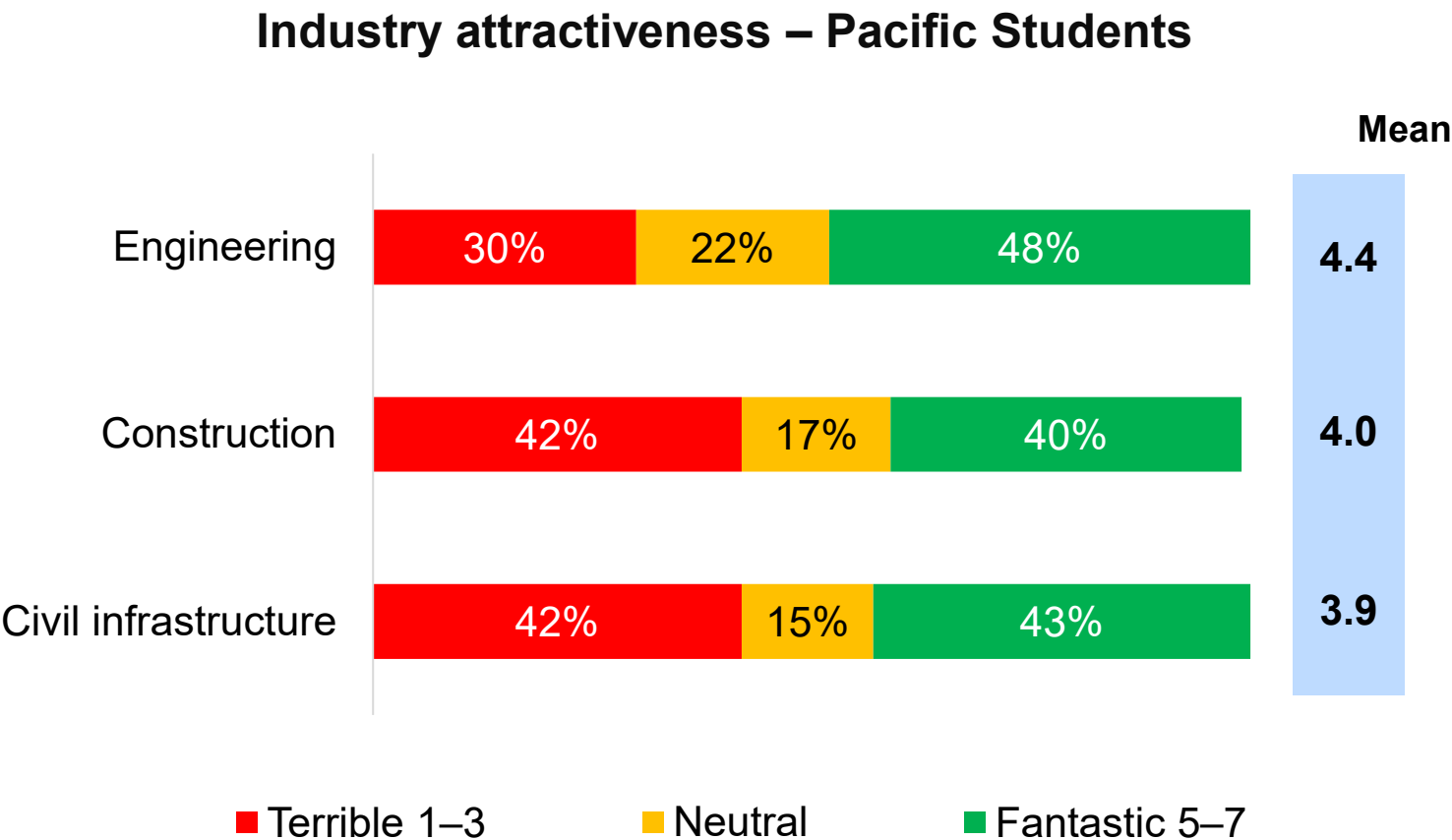
**QC1:** Please write down all the jobs, trades and professions you can think of that can be found in the construction and civil infrastructure industries?

**Base:** Pacific Millennials / Early Mid-Lifers (n=49)

# INDUSTRY PERCEPTIONS



Pacific Students have a more positive perception of what a career in the engineering industry would be like for them – construction and civil infrastructure are only rated slightly lower.

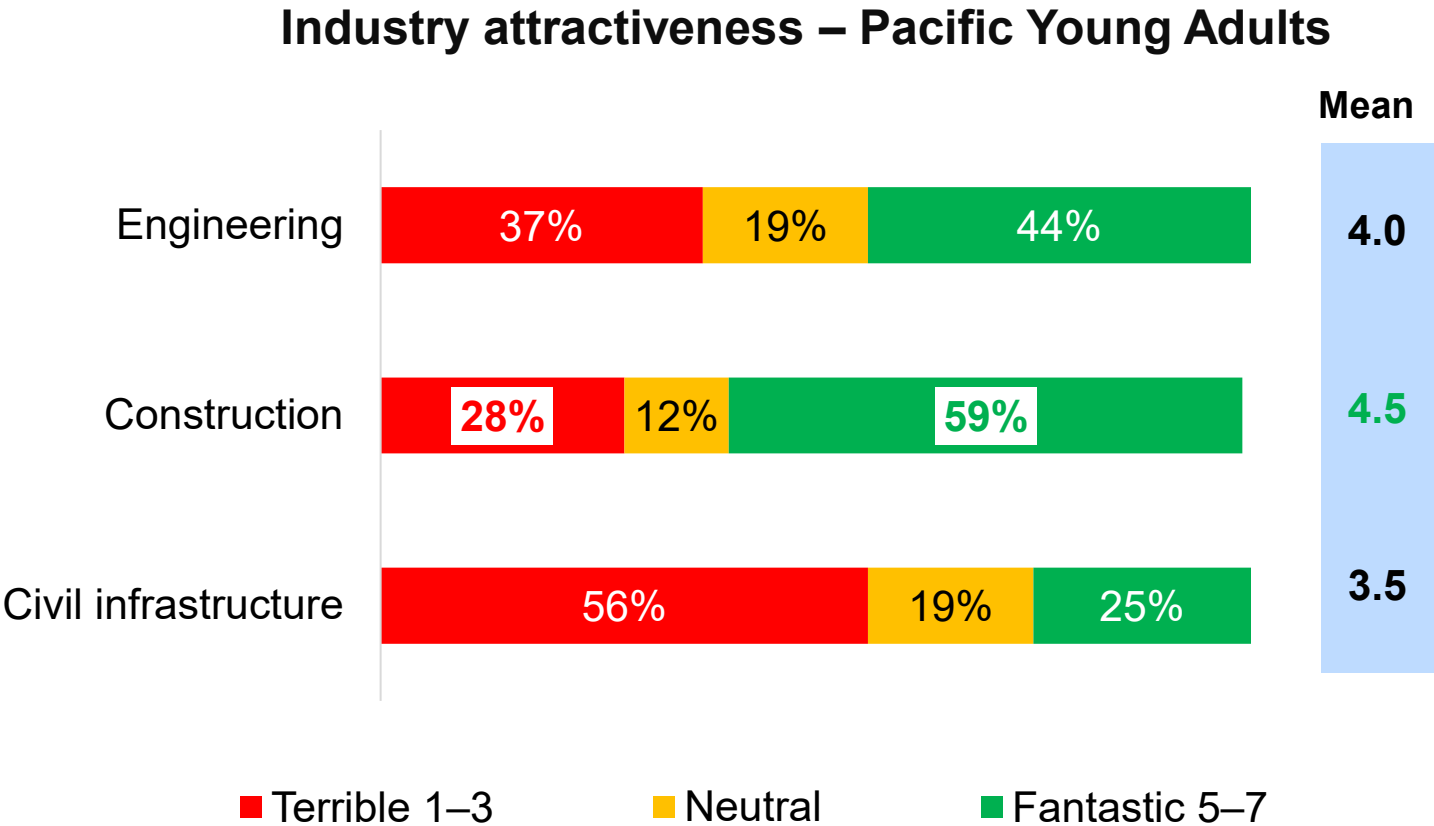


**QB4:** Considering your personal situation, interests and skills, how attractive do you think it would be for you to have a career in each of the following industries?  
**Base:** Pacific Students (n=40)



# INDUSTRY PERCEPTIONS

Pacific Young Adults are significantly more likely to view a personal career in the construction industry positively and engineering is also well-regarded as a career option.

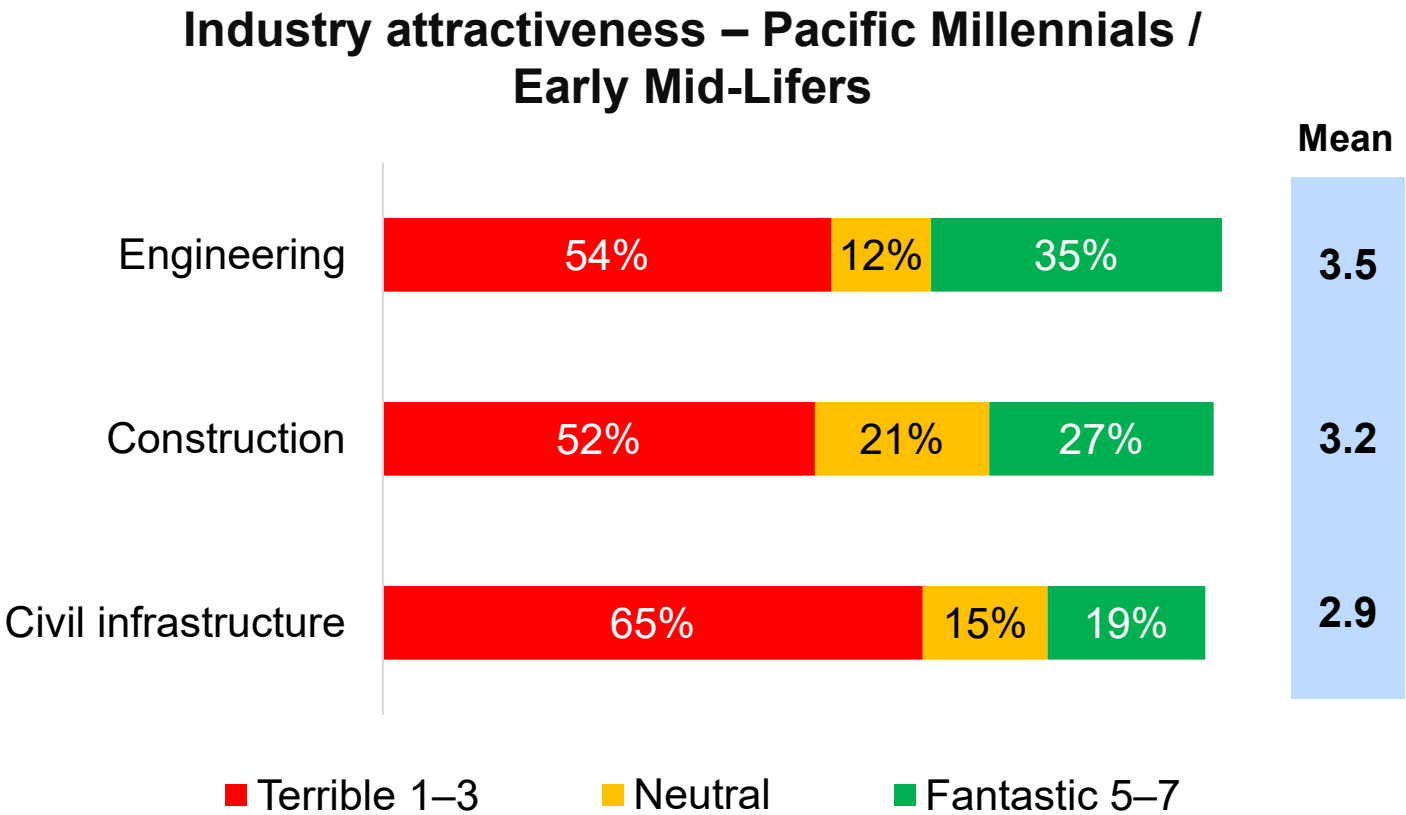


**QB4:** Considering your personal situation, interests and skills, how attractive do you think it would be for you to have a career in each of the following industries?  
**Base:** Pacific Young Adults (n=32)



# INDUSTRY PERCEPTIONS

Millennials / Early Mid-Lifers have the least favourable views of careers in these industries among the three Pacific demographic groups.



**QB4:** Considering your personal situation, interests and skills, how attractive do you think it would be for you to have a career in each of the following industries?  
**Base:** Pacific Millennials / Early Mid-Lifers (n=52)



# BUILDING, CONSTRUCTION AND CIVIL INFRASTRUCTURE CAREER PERCEPTIONS: KEY POINTS

There are lifestage differences in how Pacific Peoples perceive careers in construction, engineering, and civil infrastructure.

Pacific Peoples' views on construction, engineering, and civil infrastructure careers vary across lifestages.

While Students and Young Adults hold somewhat positive opinions, Millennials and Early Mid-Lifers have less favourable impressions, particularly towards civil infrastructure. This is possibly influenced by their limited understanding of the diverse roles within these industries, as they primarily associate them with trade jobs (see the following section on barriers to entry).

In contrast, the healthcare, community, and science sectors are seen as more attractive career options.

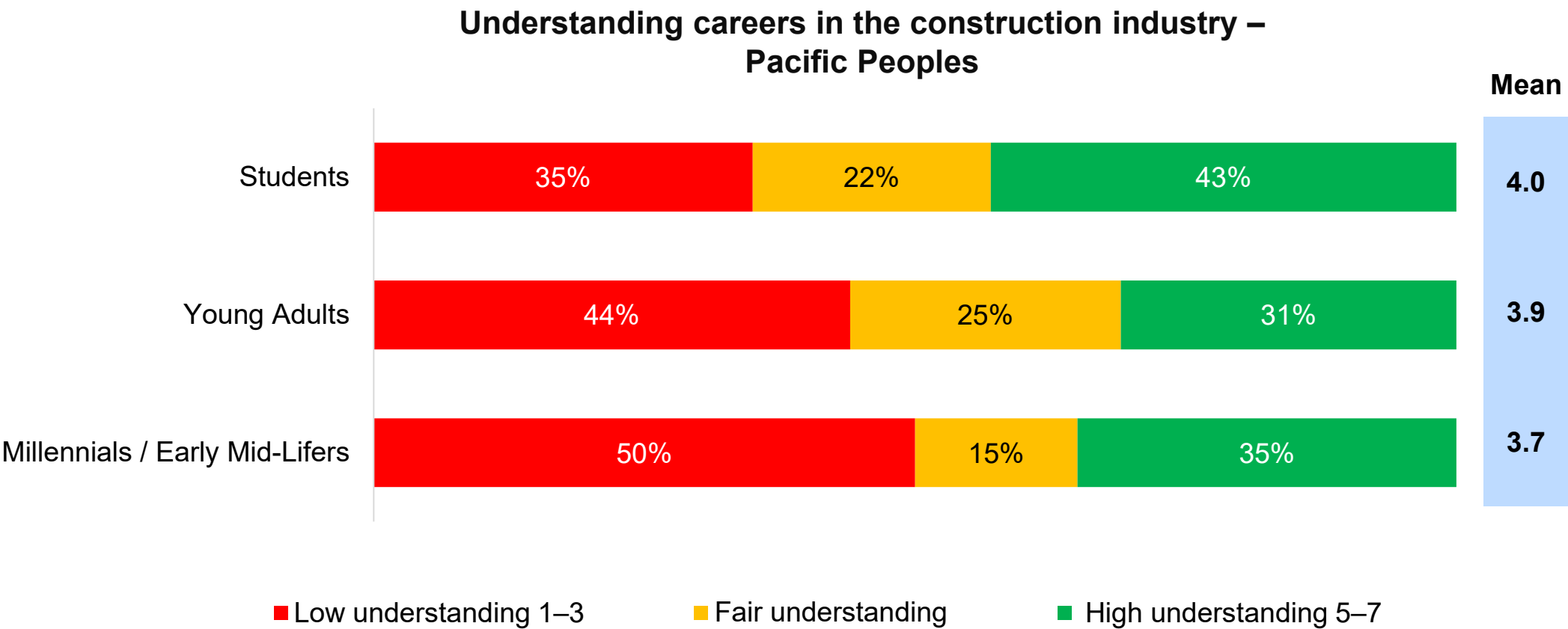
# CONSTRUCTION INDUSTRY BUILDING, CONSTRUCTION AND CIVIL INFRASTRUCTURE CAREER PERCEPTIONS





# CONSTRUCTION INDUSTRY

Among the three Pacific demographic groups, Students seem to have a slightly higher (self-rated) understanding of the construction industry. The level of ‘low understanding’ clearly rises with age.



QC2a: How well do you think that you personally understand what a career in the construction industry would be like?

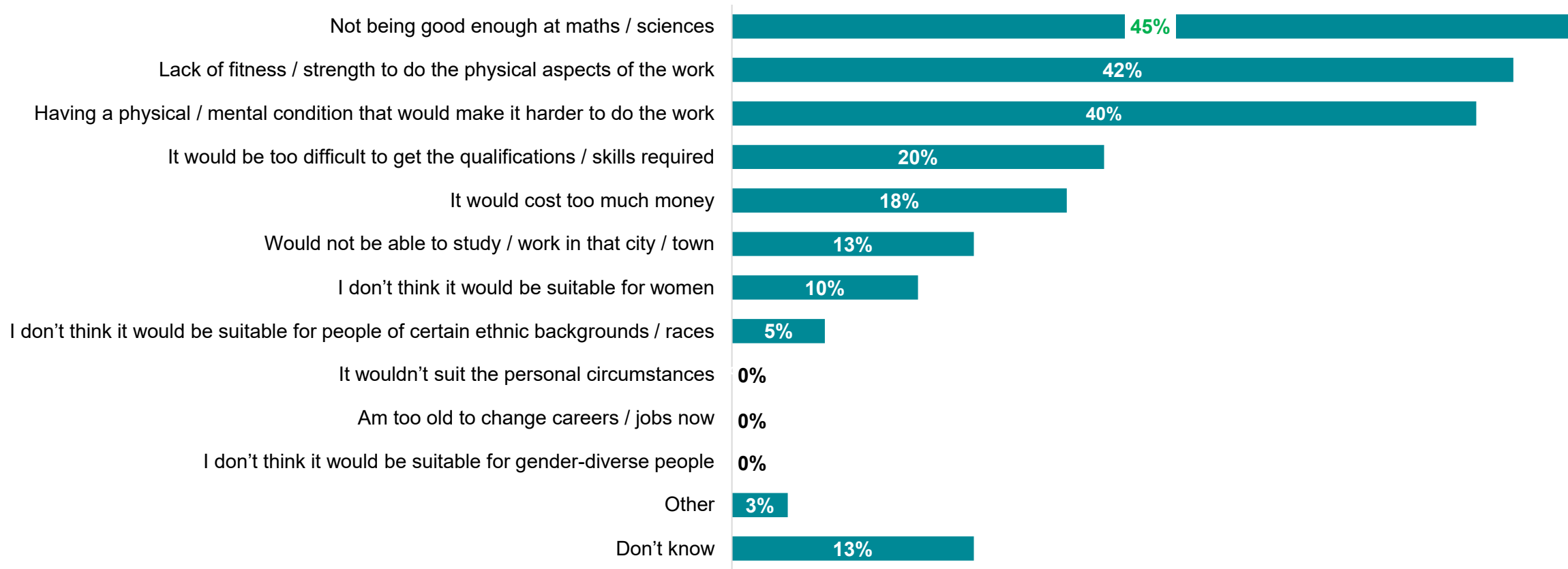
Base: Pacific Students (n=40), Pacific Young Adults (n=32), Millennials / Early Mid-Lifers Pacific (n=52)

# CONSTRUCTION INDUSTRY



Pacific Students are significantly more likely to mention *not being good enough at maths / sciences*, suggesting a prevalent perception that proficiency in STEM subjects is a prerequisite for a career in the construction industry. Conversely, a similar number claim they are *not fit or strength enough* or that they have a *physical or mental condition that would make it hard to do the work*.

Construction industry career barriers – Pacific Students



QC2b: What, if any, of the following things do you think would make it difficult for you to personally have a career in the construction industry if you wanted to?

Base: Pacific Students (n=40)

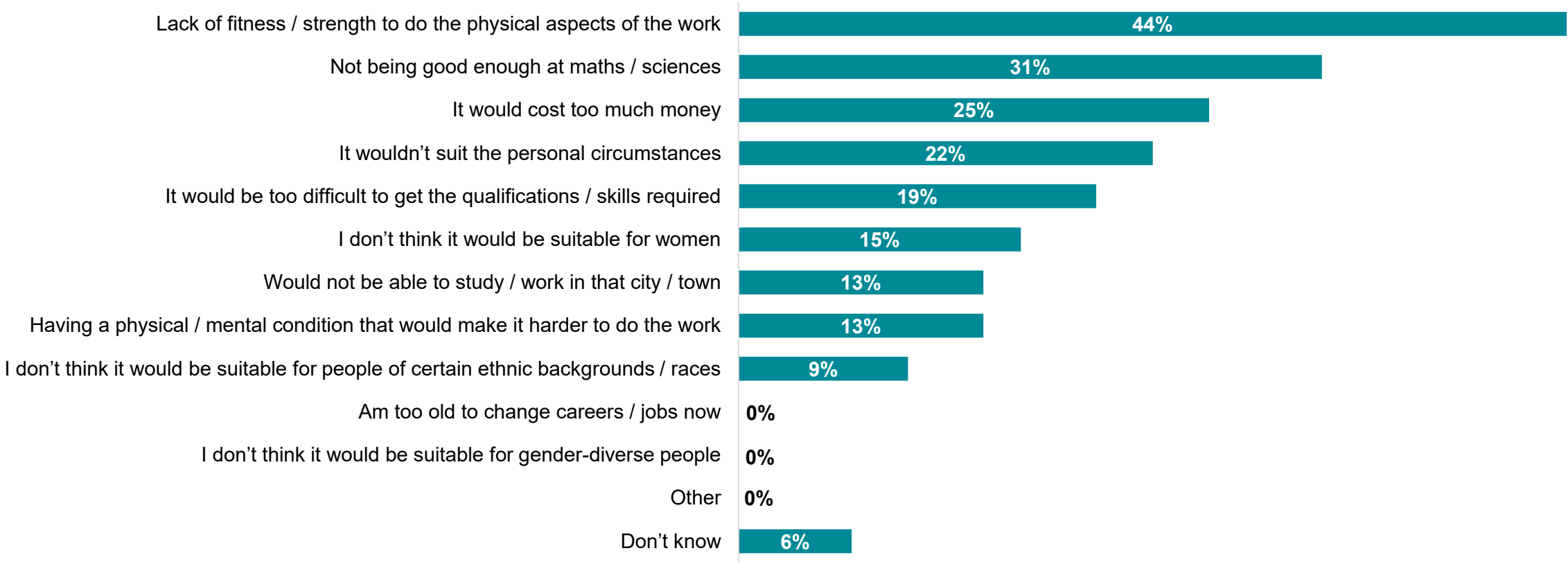


# CONSTRUCTION INDUSTRY



Just like Students, the top-2 concerns for Pacific Young Adults are the *lack of fitness / strength to do the physical aspects of the work* and *not being good enough at maths / sciences*.

Construction industry career barriers – Pacific Young Adults



QC2b: What, if any, of the following things do you think would make it difficult for you to personally have a career in the construction industry if you wanted to?

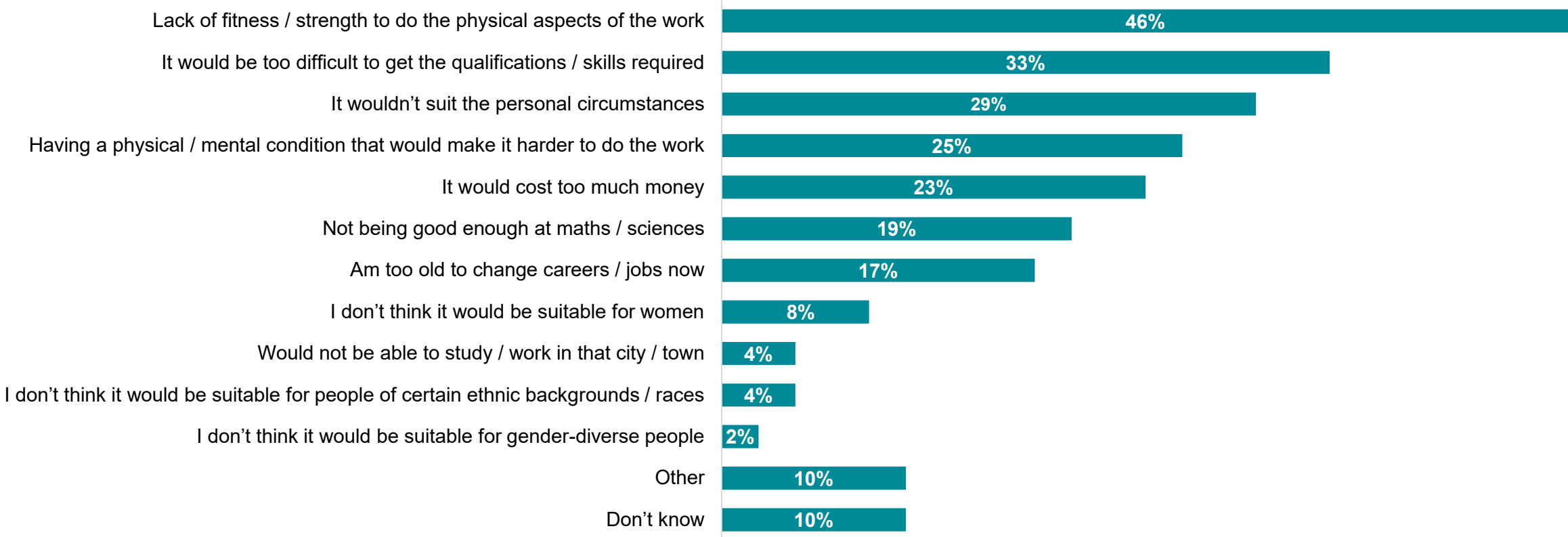
Base: Pacific Young Adults (n=32)

# CONSTRUCTION INDUSTRY



Just like Students, the top-2 concerns for Pacific Millennials / Early Mid-Lifers are *the lack of fitness / strength to do the physical aspects of the work* and *not being good enough at maths / sciences*. This older group is also likely to say that such a career *would not suit their personal circumstances*, which is a common issue we have found amongst older respondents.

Construction industry career barriers – Pacific Millennials / Early Mid-Lifers



QC2b: What, if any, of the following things do you think would make it difficult for you to personally have a career in the construction industry if you wanted to?

Base: Pacific Millennials / Early Mid-Lifers (n=52)



# CONSTRUCTION CAREER UNDERSTANDING AND BARRIERS: KEY POINTS

There are misconceptions among Pacific Peoples about the construction industry.

Across Pacific lifestages, there is a consistent perception of the construction industry as physically demanding, and / or requiring strong math and science skills.

This perception is particularly strong among Students, who despite feeling they understand the industry relatively well, express concerns about their abilities in these areas.

Pacific Millennials / Early Mid-Lifers are also likely to say that such a career *would not suit their personal circumstances*, which is a common issue we have found amongst older respondents.

These results indicate a need for the construction sector to promote the wide range of career options and abilities catered to, as well as means by which entering the sector can be made easier for older people who have more complex lives.

# CIVIL INFRASTRUCTURE INDUSTRY BUILDING, CONSTRUCTION AND CIVIL INFRASTRUCTURE CAREER PERCEPTIONS

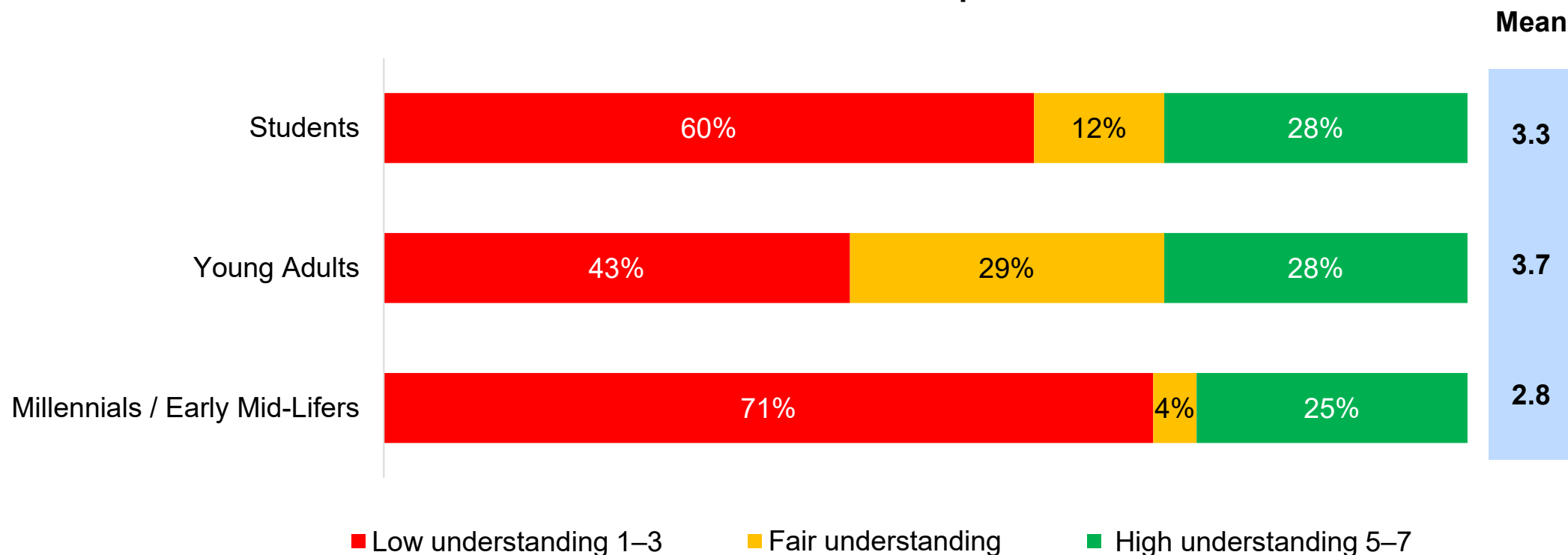


# CIVIL INFRASTRUCTURE INDUSTRY



Around a quarter of the Pacific sample feel they understand well what a career in civil infrastructure would be like for them, with Young Adults feeling they know this issue the best.

## Understanding careers in the civil infrastructure industry – Pacific Peoples



QC3a: How well do you think that you personally understand what a career in the civil infrastructure industry would be like?

Base: Pacific Students (n=40), Pacific Young Adults (n=32), Pacific Millennials / Early Mid-Lifers (n=52)

# CIVIL INFRASTRUCTURE INDUSTRY



When considering barriers to having a career in civil infrastructure, Pacific Students are primarily concerned with *not being good enough at maths / sciences*, *a lack of fitness / strength* and a feeling that it would be *too difficult to get the qualifications / skills required*.

Civil infrastructure industry career barriers – Pacific Students



QC3b: What, if any, of the following things do you think would make it difficult for you to personally have a career in the civil infrastructure industry if you wanted to?

Base: Students Pacific (n=40)



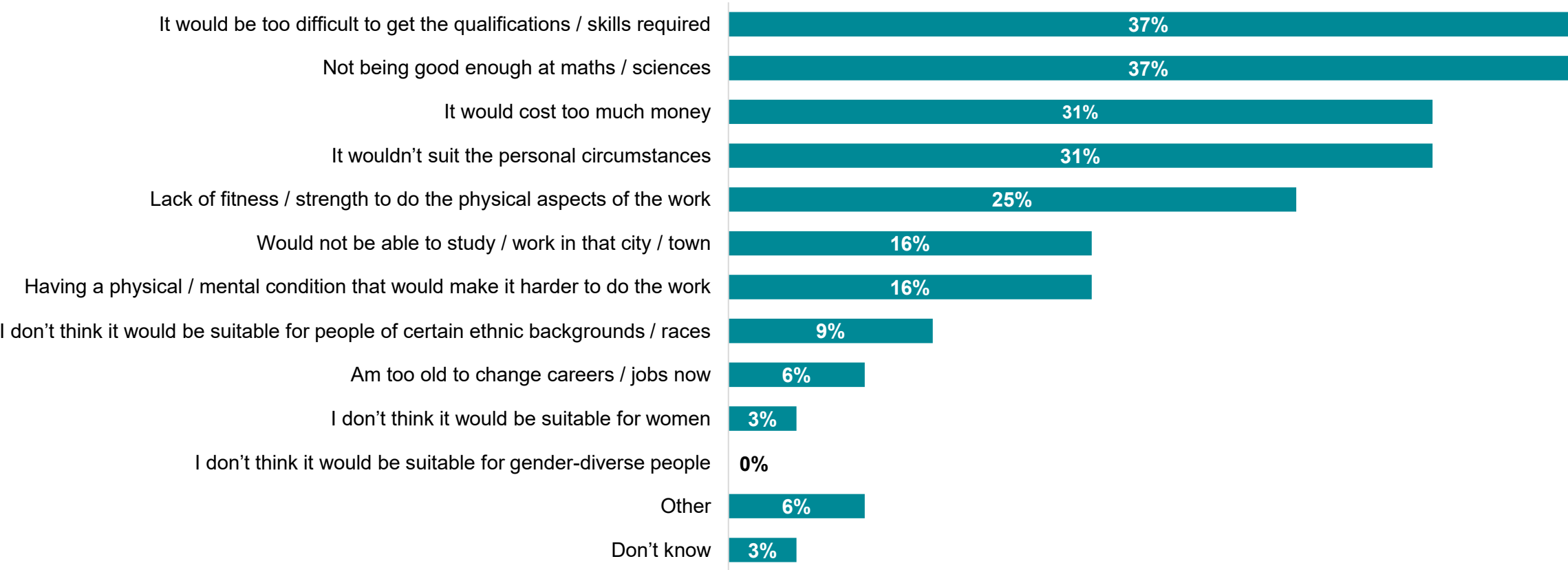


# CIVIL INFRASTRUCTURE INDUSTRY



As with Students, Pacific Young Adults are primarily concerned about a career in civil infrastructure *being too difficult to get the qualifications / skills required* and *not being good enough at maths / sciences*. These slightly older respondents also consider the *cost of studying* and *personal circumstantial challenges* to be key barriers.

Civil infrastructure industry career barriers – Pacific Young Adults



QC3b: What, if any, of the following things do you think would make it difficult for you to personally have a career in the civil infrastructure industry if you wanted to?  
Base: Young Adults Pacific (n=32)

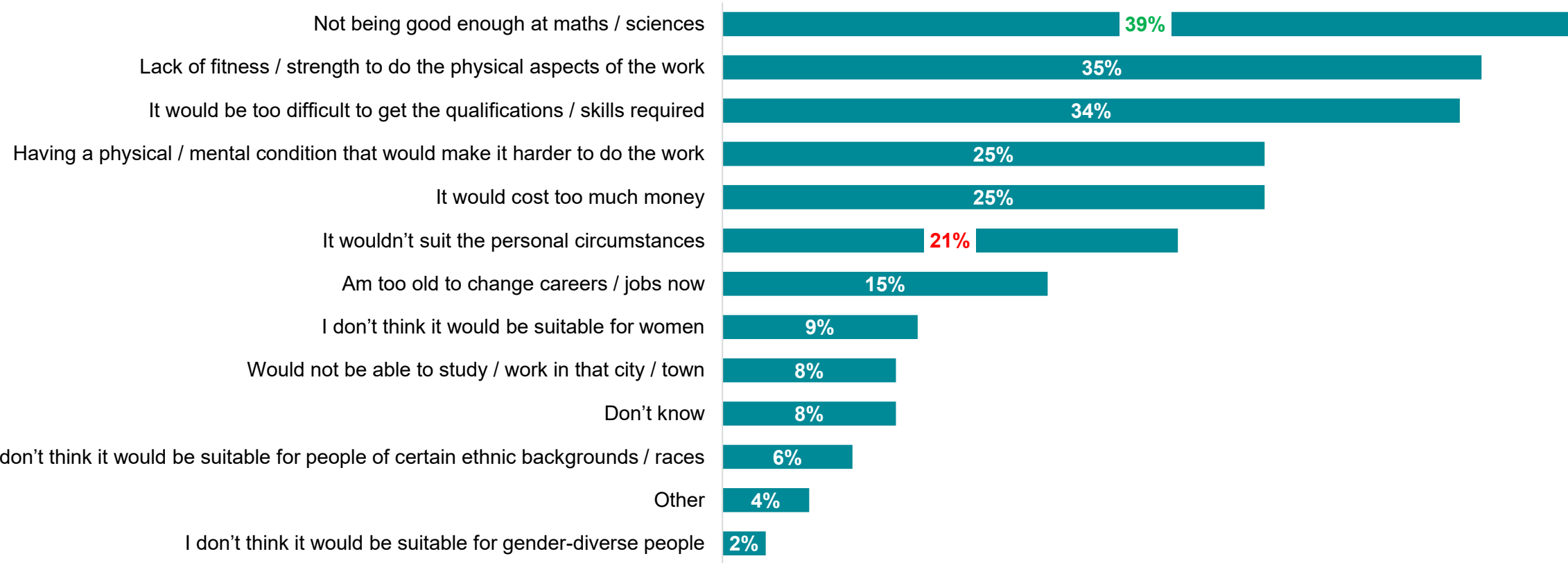


# CIVIL INFRASTRUCTURE INDUSTRY



The major concerns for Pacific Millennials / Early Mid-Lifers are similar to those of Students and Young Adults – the academic and fitness requirements.

## Civil infrastructure industry career barriers – Pacific Millennials / Early Mid-Lifers



QC3b: What, if any, of the following things do you think would make it difficult for you to personally have a career in the civil infrastructure industry if you wanted to?

Base: Millennials / Early Mid-Lifers Pacific (n=52)



# CIVIL INFRASTRUCTURE CAREER UNDERSTANDING AND BARRIERS: KEY POINTS

## Misconceptions deter Pacific Peoples from the civil infrastructure industry.

The civil infrastructure industry faces a significant challenge in attracting Pacific Peoples due to misconceptions and a lack of understanding about the sector.

Across all lifestages, there is a perception that careers in civil infrastructure require exceptional academic abilities and physical fitness. This perception is particularly strong among Millennials and Early Mid-Lifers, who also have the lowest understanding of what a career in the industry would be like for them (which presents an opportunity).

Concerns about the difficulty and cost of acquiring necessary qualifications and skills, and how doing this would fit into personal circumstances, further deters interest, especially as people get older.

# DESIGN / ENGINEERING BUILDING, CONSTRUCTION AND CIVIL INFRASTRUCTURE CAREER PERCEPTIONS

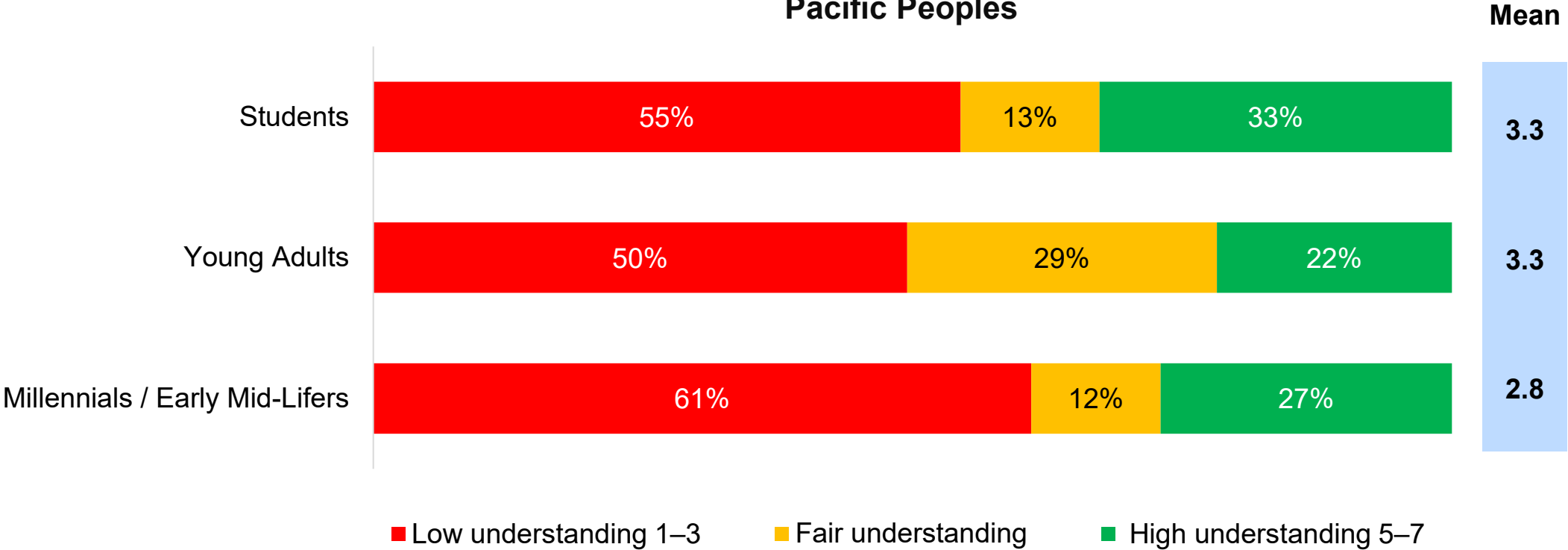




# DESIGN / ENGINEERING

As with the other sectors, Pacific respondents rated their degree of understanding as to what design / engineering jobs in the construction or civil infrastructure industries poorly, especially among Millennials / Early Mid-Lifers.

Understanding design / engineering jobs –  
Pacific Peoples



QC4a: How well do you think that you personally understand what a design or engineering job in the construction or civil infrastructure industries would be like?

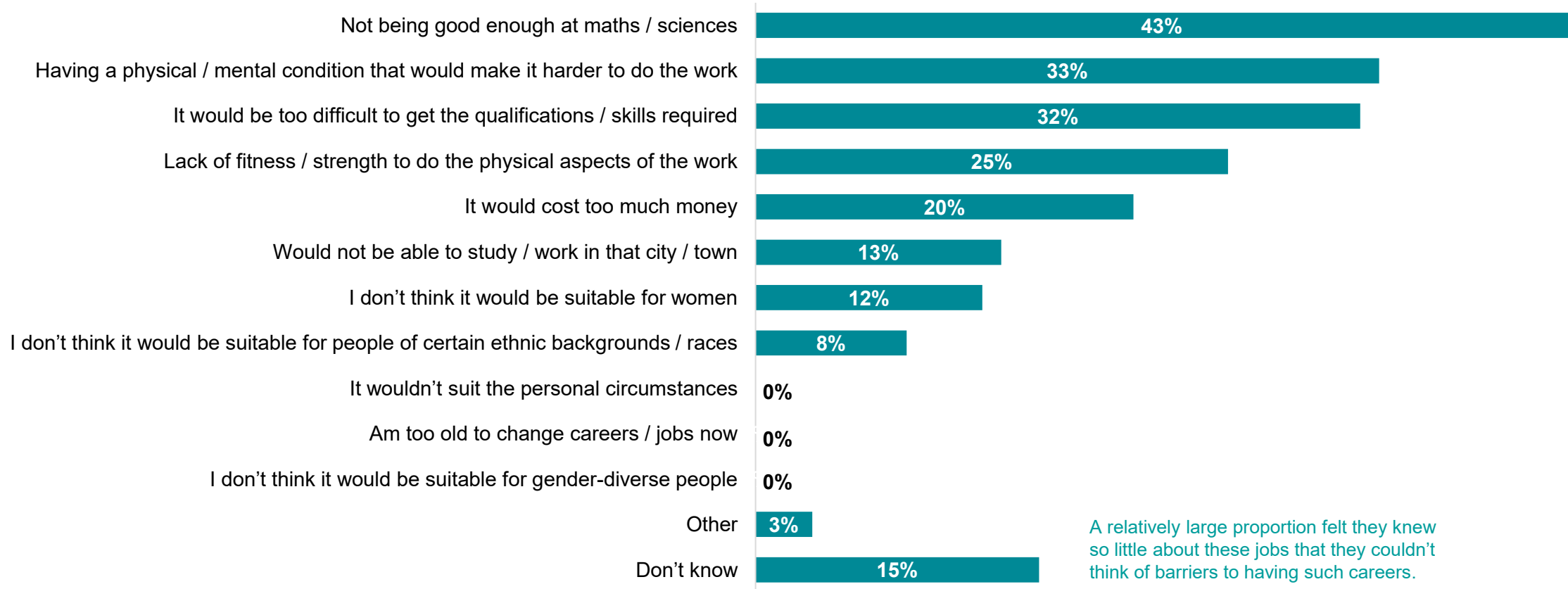
Base: Pacific Students (n=40), Pacific Young Adults (n=32), Pacific Millennials / Early Mid-Lifers (n=52)

# DESIGN / ENGINEERING



For Pacific Students, the primary concerns about design / engineering jobs in the construction or civil infrastructure industries are *not being good enough at maths / sciences*, followed by *having a physical / mental condition* and it *being too difficult to get the qualifications / skills required*. Again, there is a prevalent assumption that design / engineering jobs have high academic requirements.

## Design / engineering job barriers – Pacific Students



**QC4b:** What, if any, of the following things do you think would make it difficult for you to personally have a design or engineering job in the construction or civil infrastructure industries if you wanted to?

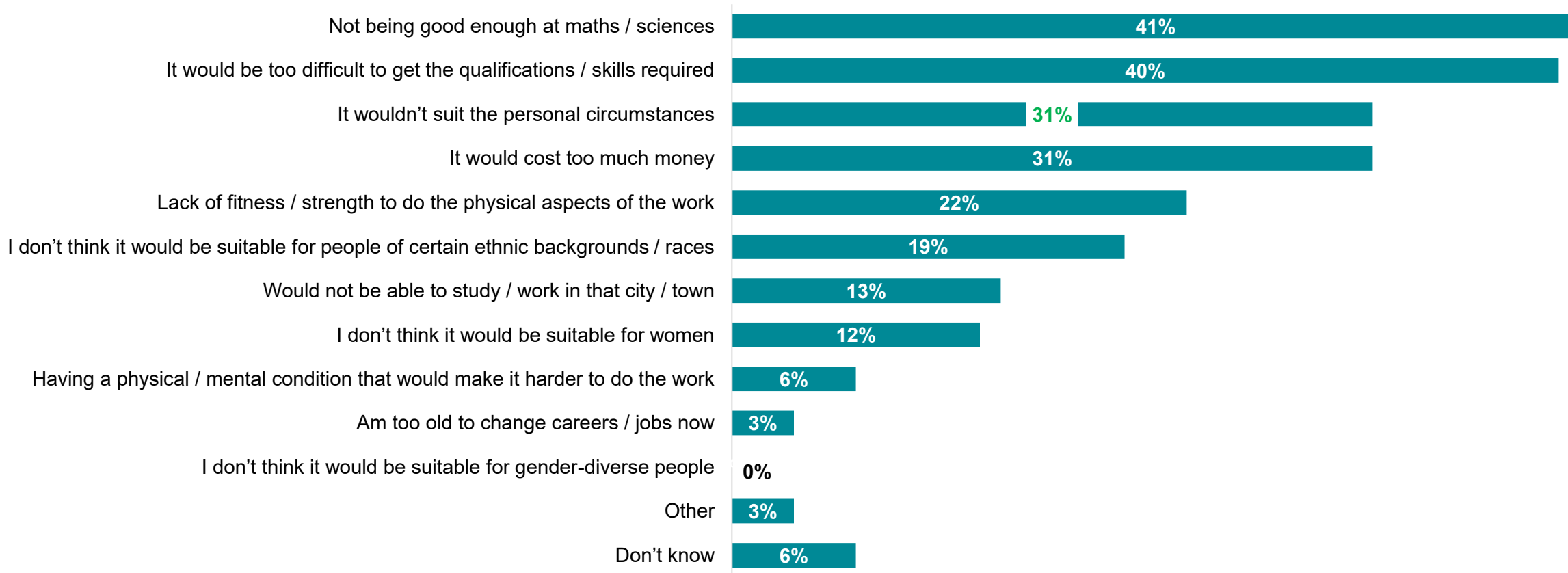
**Base:** Students Pacific (n=40)

# DESIGN / ENGINEERING



As with the Student sample, Pacific Young Adults are primarily concerned about *not being good enough at math / sciences* and the *difficulty of acquiring the qualifications / skills required*. They are also significantly more likely to mention *unsuitability due to their personal circumstances*.

## Design / engineering job barriers – Pacific Young Adults



**QC4b:** What, if any, of the following things do you think would make it difficult for you to personally have a design or engineering job in the construction or civil infrastructure industries if you wanted to?

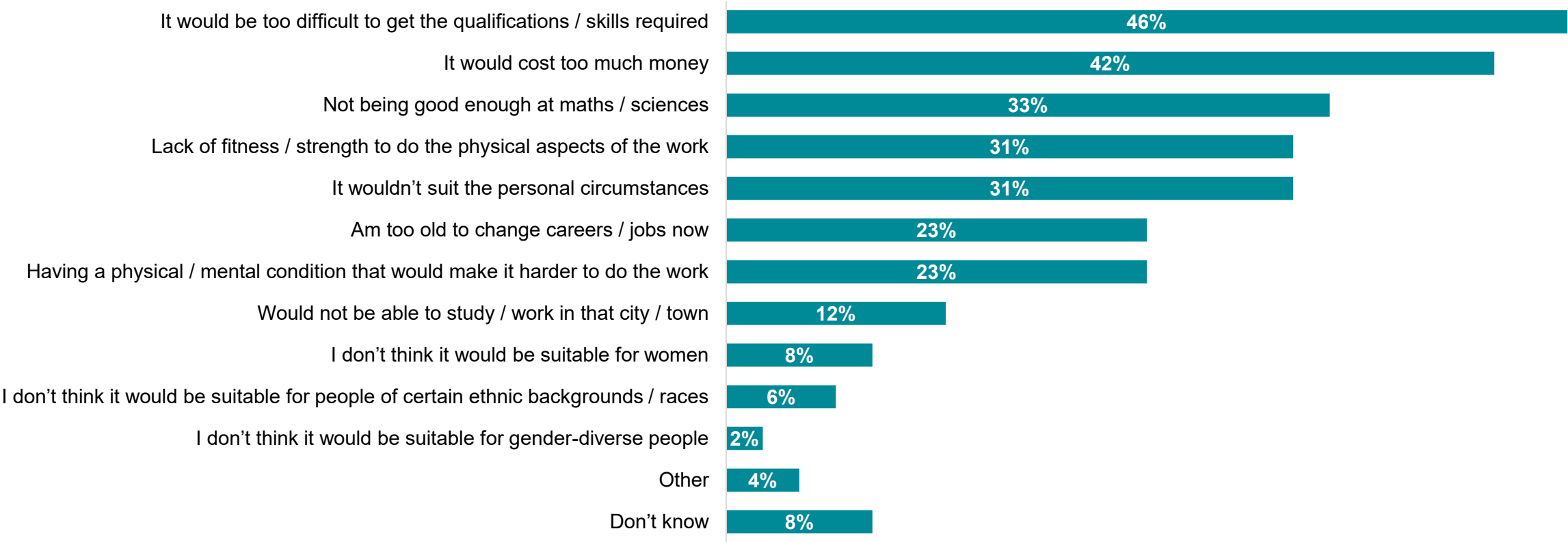
**Base:** Pacific Young Adults (n=32)

# DESIGN / ENGINEERING



Pacific Millennials / Early Mid-Lifers are primarily concerned about the *difficulty of obtaining the necessary qualifications / skills* and the associated *financial cost* (NB ‘cost’ could relate to study fees, loss of income while studying, or both).

## Design / engineering job barriers – Pacific Millennials / Early Mid-Lifers



**QC4b:** What, if any, of the following things do you think would make it difficult for you to personally have a design or engineering job in the construction or civil infrastructure industries if you wanted to?

**Base:** Pacific Millennials / Early Mid-Lifers Pacific (n=52)





# PERCEPTIONS OF DESIGN / ENGINEERING JOBS IN THE CIVIL INFRASTRUCTURE OR CONSTRUCTION INDUSTRIES: KEY POINTS

There is a lack of understanding and perceived barriers to entry within the design/engineering industry among Pacific Peoples, particularly regarding required skills, qualifications, and the associated investment.

Similar to the civil infrastructure sector, the design/engineering industry suffers from a lack of understanding among Pacific Peoples, particularly Millennials and Early Mid-Lifers. Across all lifestages, there is a prevailing assumption that these careers demand high math and science abilities, creating a barrier for many.

Concerns about the difficulty and cost of acquiring necessary qualifications and skills, and how doing this would fit into personal circumstances, further deters interest, especially as people get older.

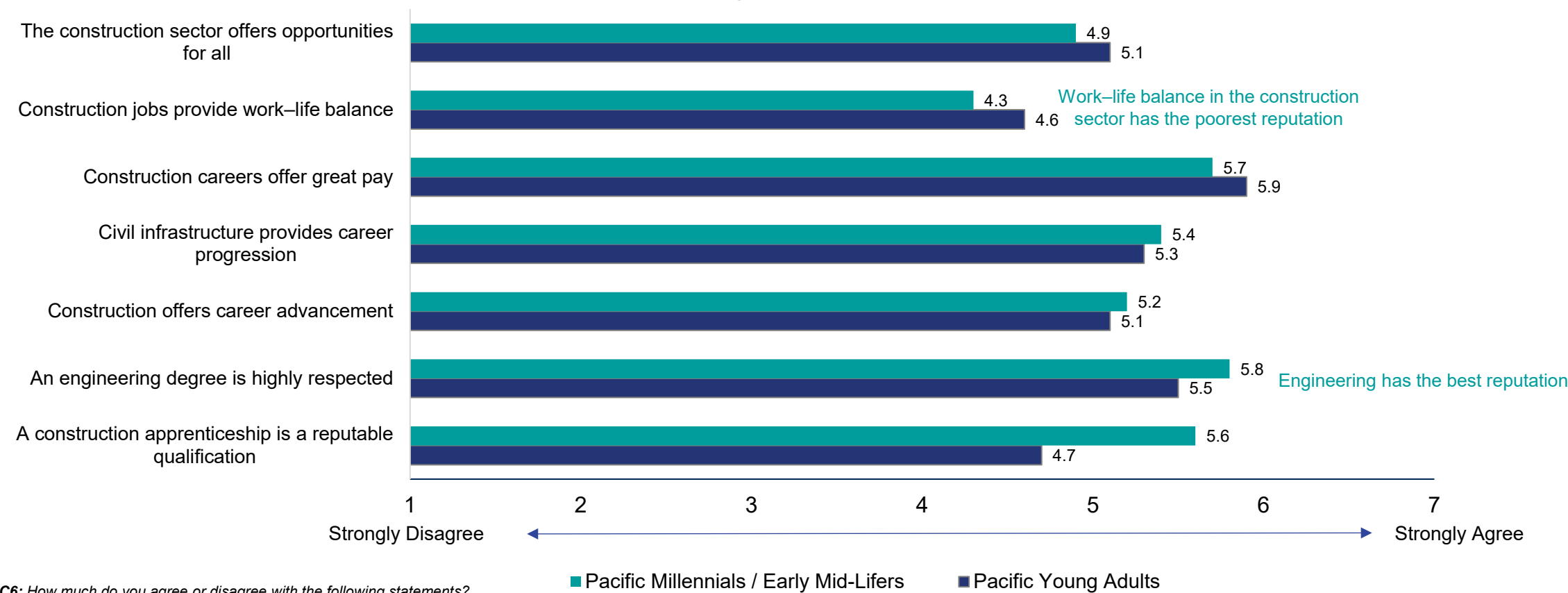
# CAREER EXPLORATION

# 6

# CAREER IMPRESSIONS

These sectors are generally positively regarded but there is clear room for improvement, especially for *work–life balance*.

## Industry-career impressions



QC6: How much do you agree or disagree with the following statements?

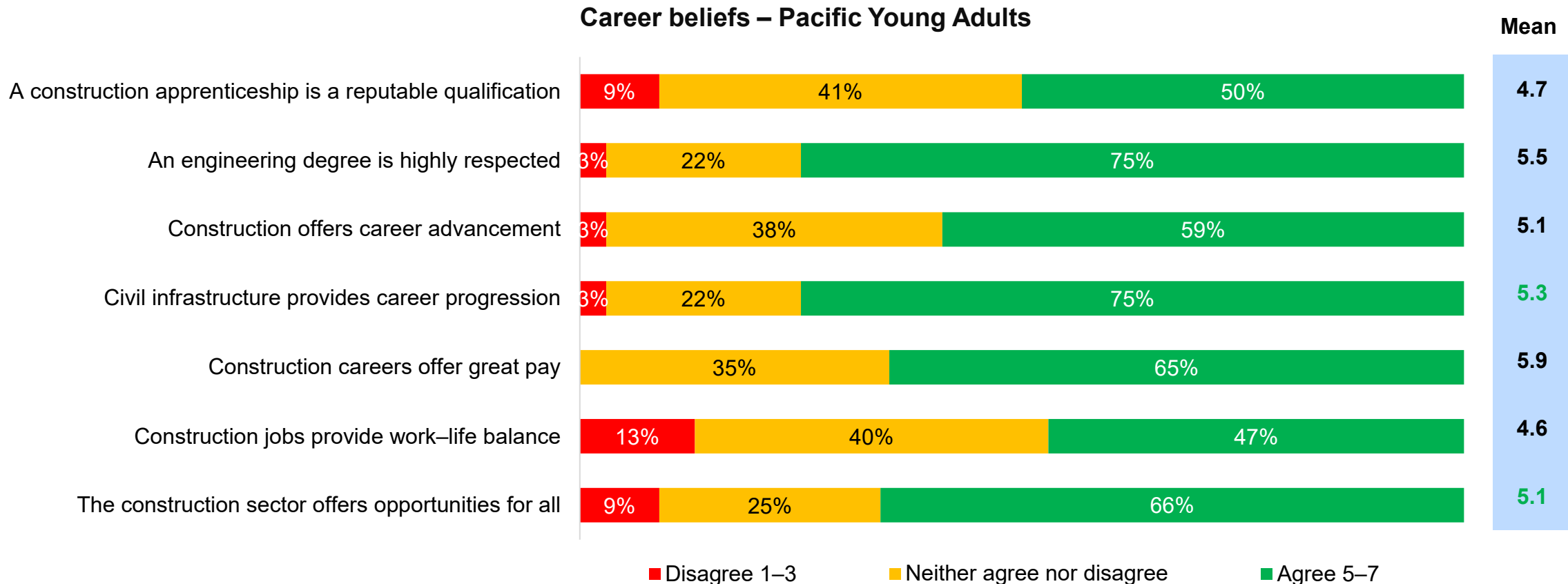
Base: Pacific Young Adults (n=32), Pacific Millennials / Early Mid-Lifers (n=52)



# CAREER EXPLORATION



Pacific Young Adults also display a relatively positive perception of careers in these industries, particularly in terms of the *career progression offered by the civil infrastructure sector* and the *opportunities presented by the construction industry*. This indicates a notably positive view of the construction and civil infrastructure fields among Pacific Young Adults.



QC6: How much do you agree or disagree with the following statements?

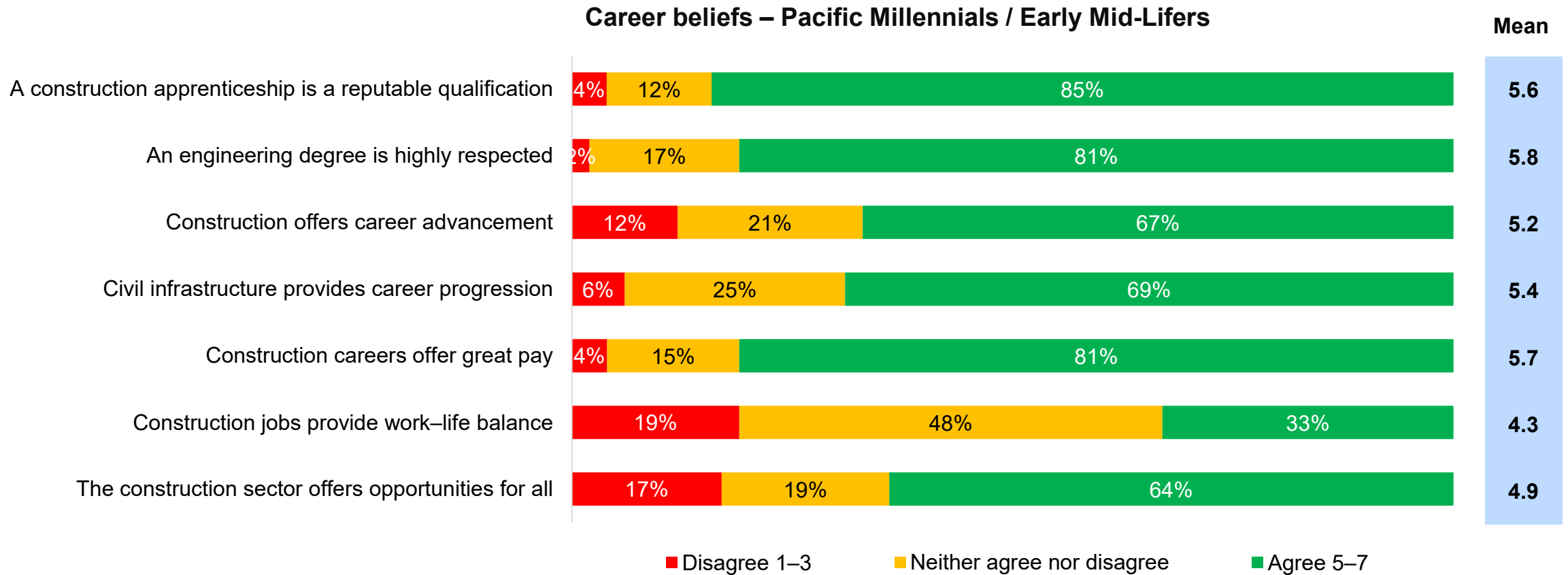
Base: Pacific Young Adults (n=32)



# CAREER EXPLORATION



Following the trend, Pacific Millennials / Mid-Lifers predominantly concur with all the statements. Yet, their opinions diverge on the *work–life balance offered by construction jobs*, with 67% disagreeing / remaining undecided about this statement.



QC6: How much do you agree or disagree with the following statements?

Base: Pacific Millennials / Early Mid-Lifers (n=52)

# CAREER EXPLORATION: KEY POINTS

Pacific Young Adults view construction and civil infrastructure careers positively, but there are concerns about work-life balance.

Pacific Young Adults exhibit a notably positive view of both construction and civil infrastructure industries. They perceive these sectors as offering promising career progression and opportunities.

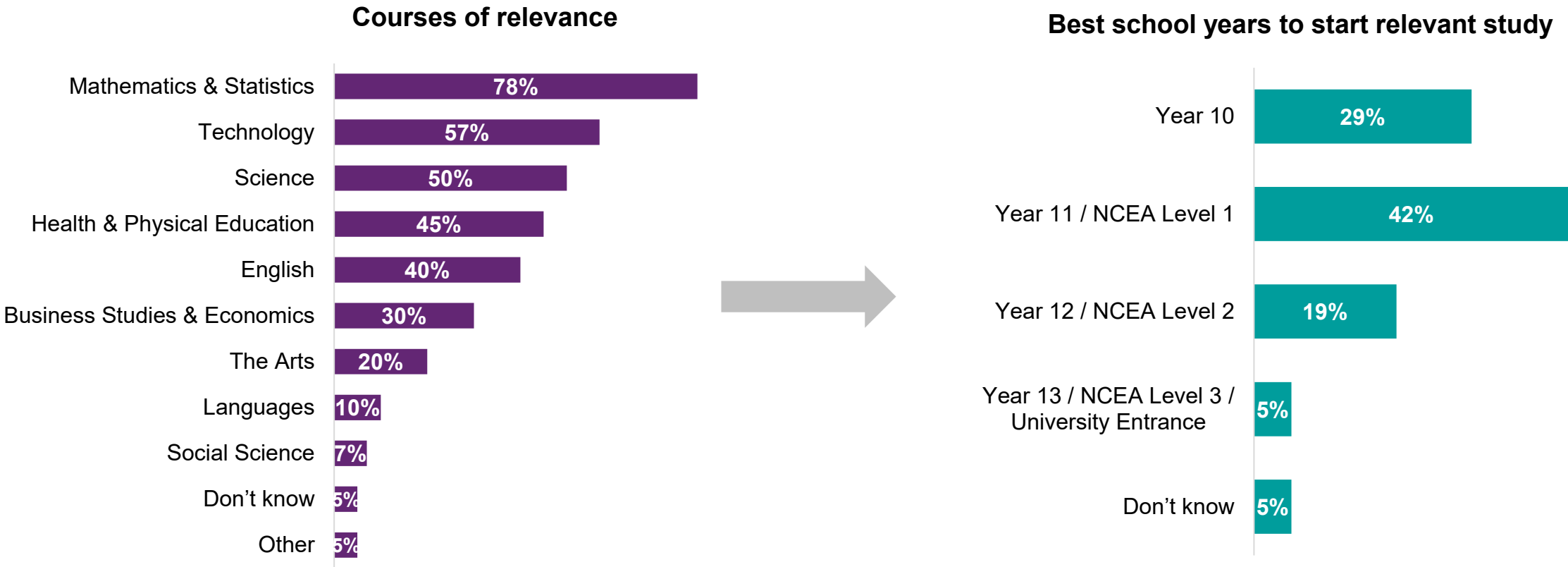
However, while generally agreeing with positive sentiments about the industries, Millennials/Mid-Lifers express concerns regarding work-life balance in construction jobs. A significant portion (67%) disagree or remain uncertain about the balance offered in this sector.

# STUDENT STUDIES

# 7

# FOR SKILLED CONSTRUCTION / CIVIL INFRASTRUCTURE JOBS

Pacific Students see *mathematics / statistics* as the essential subject to equip them with the necessary skills for ‘skilled jobs’ (trades) in construction / civil infrastructure. Two fifths consider that the best time to start studying is Year 11.



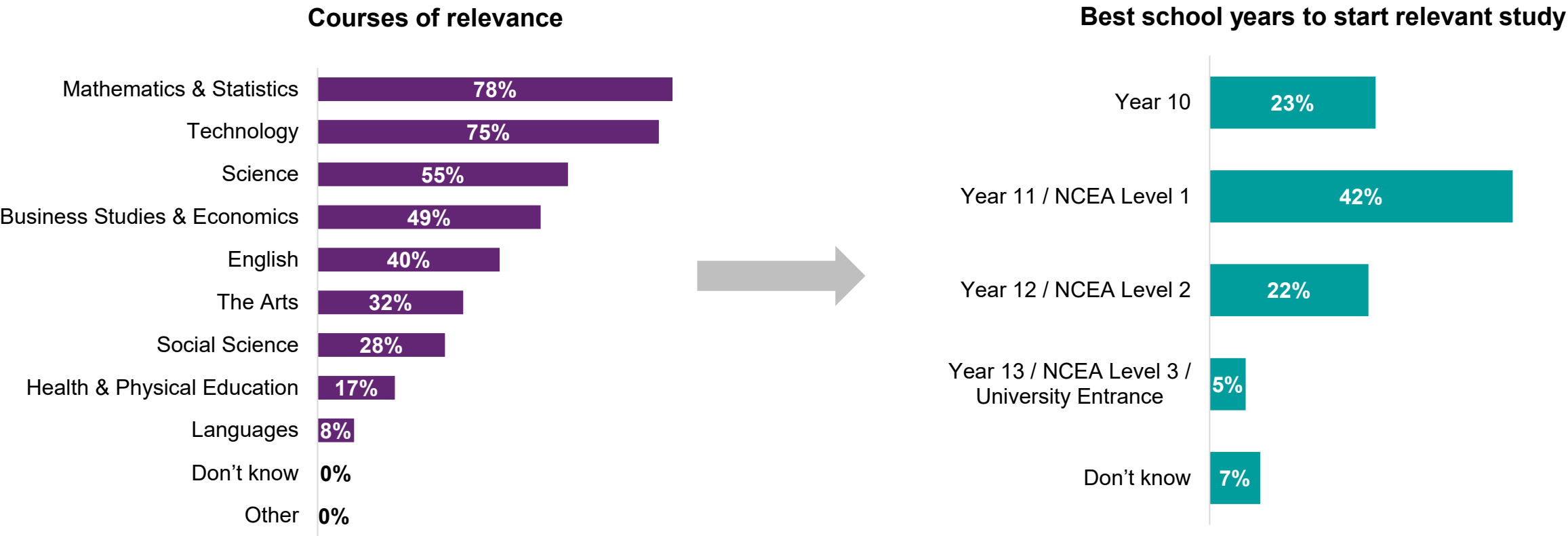
QD2: What school subjects do you think are important for a skilled job, e.g. carpenter, plumber or electrician in the construction or civil infrastructure sectors? **Base:** Pacific Students (n=40)

QD3: In which school year do you think it best to start studying subjects that will help get a skilled job in the construction or civil infrastructure sectors? **Base:** Pacific Students (n=38)



# FOR SKILLED JOBS IN DESIGN / ENGINEERING WITHIN THE CONSTRUCTION / CIVIL INFRASTRUCTURE SECTORS

Pacific Students consider *mathematics / statistics* and *technology* as the essential subjects to equip them with the necessary skills for ‘skilled jobs’ (trades) in construction / civil infrastructure. Again, for 42% of them, the best perceived time to start studying is Year 11.

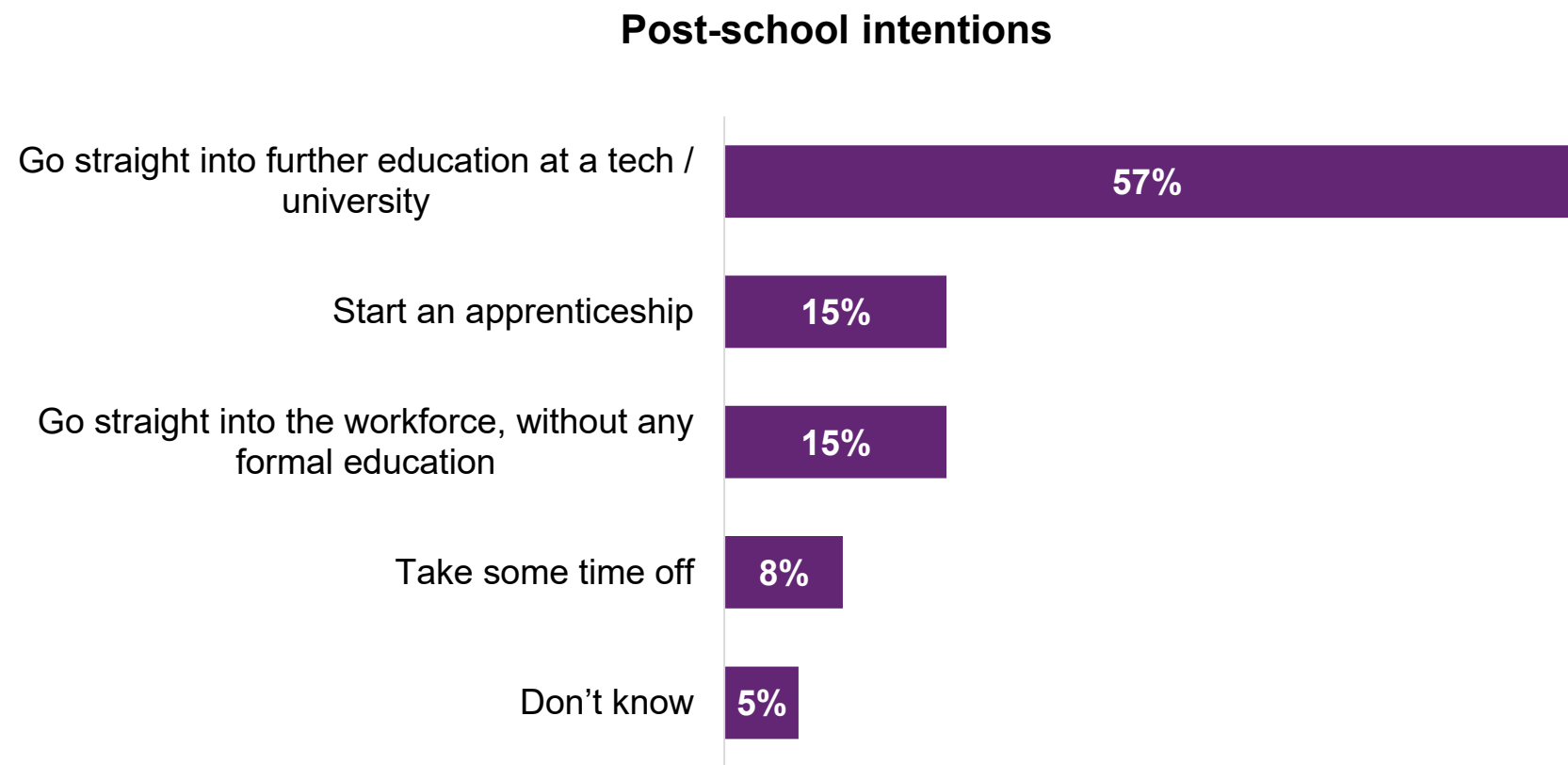


**QD4:** What school subjects do you think are important for skilled jobs in design or engineering within the construction or civil infrastructure sectors? / **QD5:** In which school year do you think it best to start studying subjects that will help get skilled jobs in design or engineering within the construction or civil infrastructure sectors?

Base: Pacific Students (n=40)

# POST-SCHOOL INTENTIONS

For Pacific Students, 57% plan to *go straight into further education at a tech / university*, while equal proportions would *start an apprenticeship* or *go into the workforce without any formal education*.



QD6: Which of the following best describes what you think you might do when you finish school?

Base: Pacific Students (n=40)

# STUDENT STUDIES: KEY POINTS

Pacific Students view mathematics, statistics, and technology as crucial for success in construction and civil infrastructure trades, and they exhibit diverse preferences for post-secondary pathways, including further education, apprenticeships, and direct workforce entry.

Pacific Students hold a strong belief that mathematics, statistics, and technology are crucial subjects for acquiring the necessary skills to succeed in skilled trades within the construction and civil infrastructure sectors.

A significant portion of these Students (42%) believe that the ideal time to commence studying these subjects is during Year 11, indicating a preference for early exposure and preparation, but also presenting a barrier for older people considering such careers, who may feel it is too late for them.

Regarding post-secondary pathways, Pacific Students exhibit diverse preferences. A notable segment (57%) is inclined towards pursuing further education by enrolling in a tech or university. However, 28% have no set plans for further, tertiary training.

# BCITO COMPARISONS, NOVEMBER 2023 RESULTS

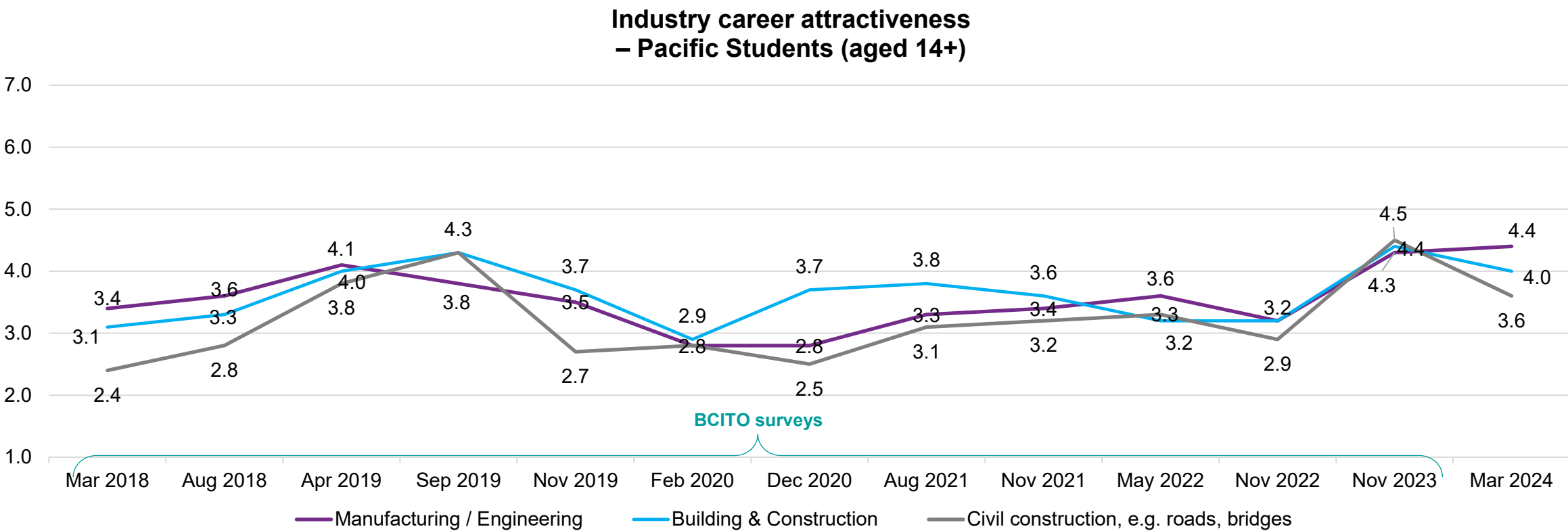
# 8





# INDUSTRY PERCEPTIONS OVER TIME – PACIFIC STUDENTS

Pacific Students' interest in key industries has fluctuated over time. Although these industries became less appealing by March 2024 in the WDC study, they are close to their highest yet-recorded levels of attraction.

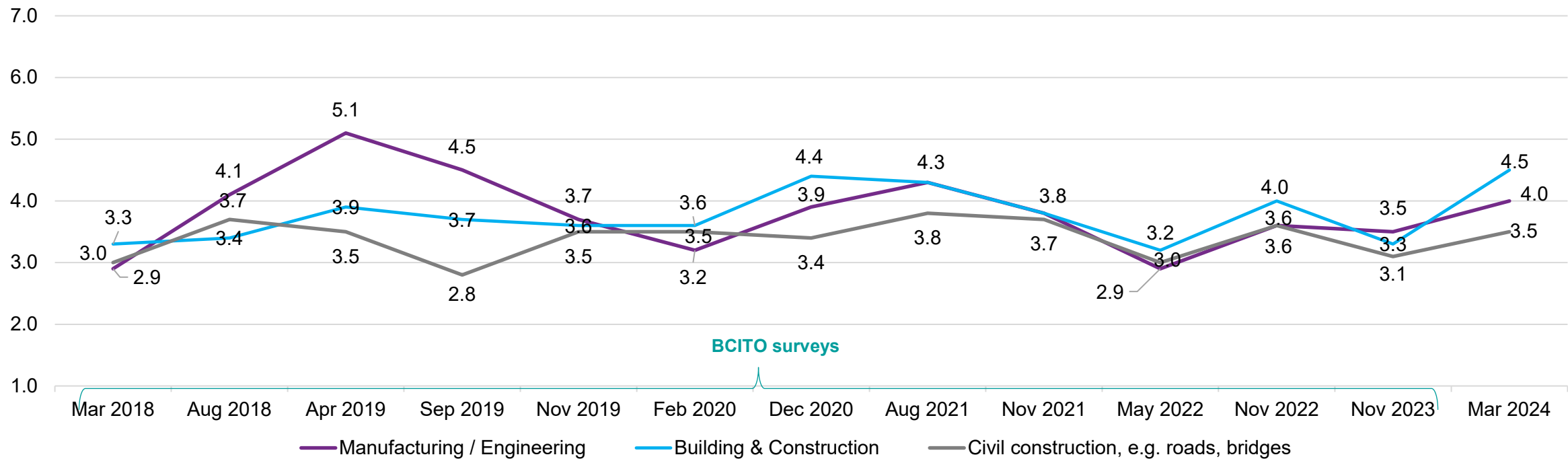


<b>Phrasing in WDC questionnaire:</b>	<i>Engineering jobs, that use science and maths to solve problems and create new things like building bridges, designing buildings or creating electrical systems.</i>	<i>Construction: e.g., Houses and Commercial Buildings</i>	<i>Civil Infrastructure, e.g., roads, bridges, airports, pipelines, electricity transmission</i>
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# INDUSTRY PERCEPTIONS OVER TIME – PACIFIC YOUNG ADULTS

The attractiveness of careers in the construction and infrastructure industries has varied a lot among Pacific Young Adults. Although some of this variation will be due to small sample sizes, the overall trend has been positive in recent years, with construction emerging as the most attractive option in this latest survey.

Industry career attractiveness  
– Pacific Young Adults



Phrasing in WDC questionnaire:	Engineering jobs, that use science and maths to solve problems and create new things like building bridges, designing buildings or creating electrical systems.	Construction: e.g., Houses and Commercial Buildings	Civil Infrastructure, e.g., roads, bridges, airports, pipelines, electricity transmission

# BUILDING, CONSTRUCTION AND CIVIL INFRASTRUCTURE CAREER AWARENESS

Across both surveys, trade jobs dominated Pacific Young Adults’ suggested careers within these industries, with *builder*, *plumber* and *electrician* being most frequently mentioned.

WDC Survey: Re: “construction and civil infrastructure industries”					
Young Adults	Mean number of jobs listed	Most mentioned	2 <sup>nd</sup>	3 <sup>rd</sup>	Don’t know
Pacific Peoples	3.48	Plumber (39%)	Builder (39%)	Electrician (39%)	0%
BCITO Survey: Re: “Building and construction industry”					
Pacific Peoples	3.27	Builder (49%)	Plumber (40%)	Electrician (28%)	0%

**QC1:** Please write down all the jobs, trades and professions you can think of that can be found in the construction and civil infrastructure industries?

**Base:** Pacific Young Adults (n=31)

**QP4:** Can you please write down all the jobs or trades that you can think of, which would be included in the building and construction industry?

**Base:** Pacific Young Adults (n=24\*). **\*Caution:** Low base size (n<30).



# CAREER PERCEPTIONS OVER TIME

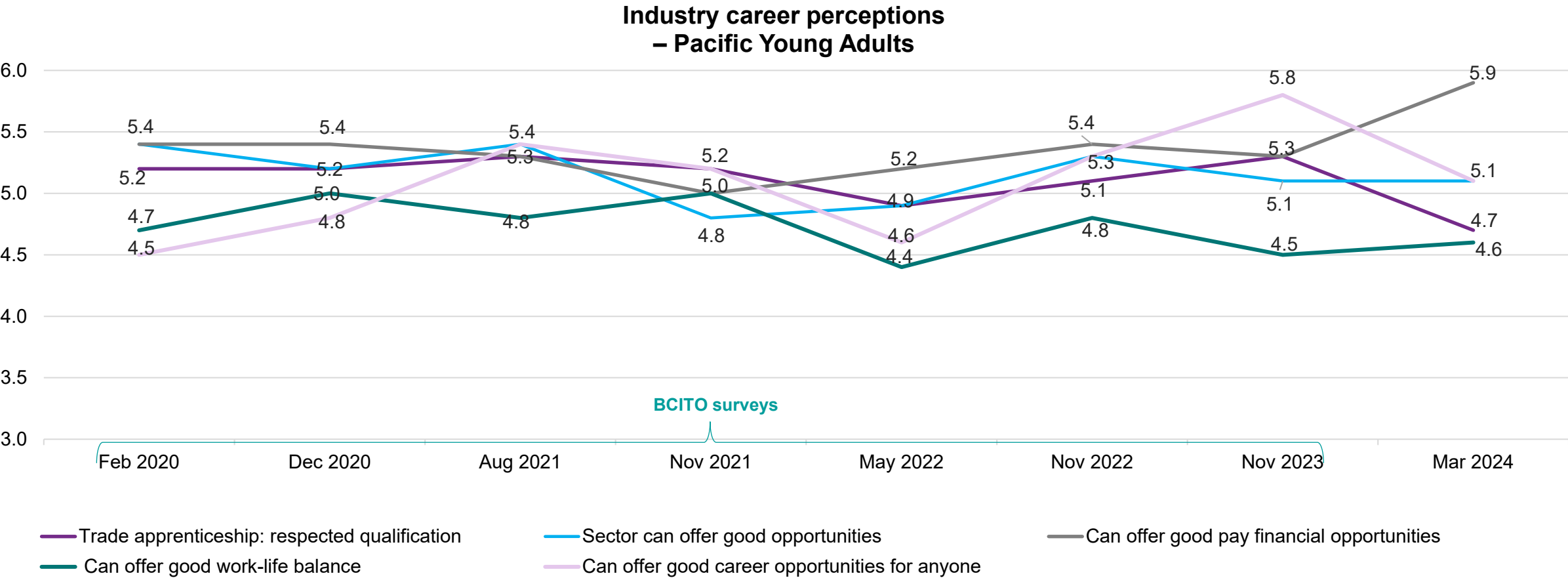
## Comparable Questions

WDC Survey	BCITO Survey
<i>An apprenticeship in a construction or civil infrastructure trade would be a credible and respected qualification.</i>	<i>An apprenticeship in a building and construction trade would be a credible and respected qualification.</i>
<i>The construction sector can offer good opportunities for career progression.</i>	<i>The building and construction sector can offer good opportunities for career progression.</i>
<i>Careers in construction can offer good pay and financial opportunities.</i>	<i>Careers in building and construction can offer good pay and financial opportunities.</i>
<i>Jobs in construction and civil infrastructure can offer good work–life balance.</i>	<i>Jobs in building and construction can offer good work–life balance.</i>
<i>The construction and infrastructure sector can offer good career opportunities for anyone, no matter what gender, age or ethnicity.</i>	<i>The building and construction sector can offer good career opportunities for anyone, no matter what gender, age or ethnicity.</i>



# CAREER PERCEPTIONS OVER TIME – PACIFIC YOUNG ADULTS

Pacific Young Adults' perception of *pay* within the construction industry has steadily improved over time, reaching a record high in March 2024. However, work-life balance continues to be the main image problem, and it has deteriorated since November 2021.



# BCITO COMPARISONS OVER TIME: KEY POINTS

Despite some fluctuations, Pacific Students' interest in construction and infrastructure careers, especially trade jobs, has generally risen due to the perception of attractive pay and promising career opportunities.

Pacific Students' interest in construction and infrastructure as career paths has seen fluctuations over time, but generally trends upwards. While interest dipped slightly by March 2024, it remains near all-time highs.

Construction, in particular, has grown increasingly attractive, emerging as a top choice among Pacific Young Adults, with good pay..

Trade jobs within these industries, such as builders, plumbers, and electricians, are consistently popular suggestions for career paths. This aligns with the perception of good pay within the construction industry, which has steadily improved and reached a peak in March 2024.

However, work-life balance continues to be the main image problem.

# THANK YOU

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**GAME CHANGERS**

