

OMA-OLMP LABOUR MARKET ASSESSMENT

Final Report

Nov 14, 2023

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Background & Objectives



The lack of a robust workforce pipeline is a critical challenge facing the mining sector in Ontario. There are not enough workers to sustain current operations, nor grow production of the minerals and metals required to meet 21st century demand.

Ipsos and Prism have been commissioned by the Ontario Mining Association (OMA), in partnership with the Ontario Government's Labour Market Partnerships program (OLMP), to gather data to provide a better understanding of factors that will help build and sustain a robust workforce in the near-term (2023 – 2030):

- Key trends, barriers and opportunities
- Skills gaps
- Key audience and messaging

The objective of this research is to inform a data-driven *This is Mine Life* campaign by the OMA, aimed at shifting perceptions of mining in Ontario to attract and appeal to Ontario youth to careers in the sector.

The study is also intended to inform and help action pillar 6 commitments of Ontario's Critical Minerals Strategy 2022-2027: Growing the labour supply and developing a skilled labour force.

Areas of Assessment



To achieve these objectives, the study seeks to address each of the following:

- **Short-term skills and talent needs** for the current state of the mining industry labour market, across current mining operations in Ontario, and the related supply and services sector;
- **Job posting trends, labour demand and supply, and required skills and education** for the sector's current and holistic skills and occupation needs;
- **Education and training barriers and opportunities** to meet the Ontario mining industry's current employment needs;
- **Labour skills and occupational gaps** that currently exist, with main causation factors;
- **Psychosocial and perceptual barriers to entry** and/or remain within the mining industry and related supply and services sector;
- **Geographic barriers** to maintain an active labour force and robust pipeline;
- **Systemic barriers to entry and opportunities** for Indigenous peoples, immigrants, and women to increase participation in mining industry and related supply and services sector;
- **Trends and opportunities** to improve equity, diversity and inclusion in workforce.

Overview of Approach



The study was conducted in several components:

Component	Approach
Workforce requirement projections	Extrapolate estimates of annual employment, retirements, and overall hiring requirements for mining operations currently in production across Ontario and related supply and services.
Job posting analysis	Review a sample of job postings by mining companies for work in Ontario. The objective of this analysis will be to identify overall experience level and specific skills, qualifications, and certifications sought by mining employers for various positions.
Competing Markets	Compare the workforce requirements estimated for Ontario's mining and other sectors, which employs many workers with similar transferable skills.
Education and training profile	Profile of education attainment of the mining and quarrying workforce by qualification type (college/ university degree, certification etc.) and program (subject) category.
Identifying barriers to entry and opportunities	Conduct an online survey among a representative sample of Ontarians with oversamples of Youth (16-28 years old), Central and Northern Ontario residents and Indigenous residents. The survey addressed motivations in career decisions, reputation of the mining sector, interest in employment in the mining sector and identification of motivators and/ or barriers to entry/ retention and broader attitudes towards mining and resource extraction.
Emerging talent and skills needs	Conduct virtual workshop with the OMA Mine Managers committee to gather members' feedback on strengths and challenges when it comes to talent development.
Refinement of messaging for information campaign	Conduct creative testing through online qualitative focus groups to test messaging/ concepts for the information campaign.

Key Findings

Hiring needs driven primarily by retirements and critical skilled roles will prove challenging to fill given unique education and skills requirements



While overall employment for Ontario's mining industry is expected to be static, hiring needs are escalating with an aging workforce especially in senior occupations.

Occupations with the most requirements have the highest retirement rates

- The most growth in jobs within the mining sector has been in certified occupations. However, supply of certified workers has not kept up with demand, and trade qualifications have been stable or declining.
- Entry-level positions to the industry also tend to be for non-credentialed positions.

Due to the specific nature of jobs in mining, finding qualified and experienced individuals for trades, engineers, and frontline supervision roles is seen to be challenging and also makes transfer skills to other positions within the industry more difficult.

- There is a higher demand for certain roles than there are available people to fill them and candidates are seen to have a range of choices which means companies often compete with each other for the same talent.

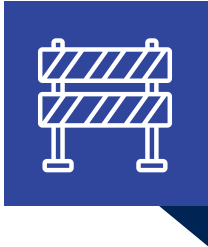
Limited availability of mining courses offered by post-secondary institutions

- In most college programs linked to key mining occupations, headcounts are falling. Mining courses are mostly prevalent as a part of post-secondary education but unavailable in all regions in the province and are viewed to have declining enrollment or are no longer being offered to the same degree as in the past.

Advances in technology are causing disruption in the sector, but do not solve short term challenges.

- Technological innovations are transforming skill requirements, driving an increasing need for individuals with technical and automation skills and expertise.
- Programs currently are not currently catering to the this need.

Competition for a shrinking talent pool is complicated by the remoteness of mining operations



Mining is a lead employer in the North, but not in Ontario as a whole. It must contend with attracting workers to Northern Ontario and competing with employers in more accessible locations.

Mining currently employs a relatively small proportion of the credentialled workforce, which means mining companies need to compete against other industries to attract talent.

- Credentialled workers are those that largely require a certificate or diploma to work in their occupation and require experience to work independently, which means they cannot be hired away from other occupations.
- More than 80% of credentialled mining jobs are based in Northern Ontario, which creates a challenge to attract workers to the region.
- In Northern Ontario, mining is the dominant player, employing more than a third of the workforce but few are originally from the region. Across occupations, mining needs to compete against other industries without a home court advantage.

Labour Boards in Northern Ontario reiterated many of the challenges expressed by industry and emphasized the barriers presented by the geographic location of mining operations (i.e. remoteness).

Competitive advantages of working in Mining include better pay and lower cost of living



Remuneration and skills training are seen as key competitive advantages. Mining pays considerably better than competing industries and the cost of living is much lower in Northern Ontario than compared to other markets.

Employment income in the mining industry is higher than average for every key occupation; this coupled with the reduced cost of living in communities where mining operations are present offers a key advantage for attracting talent to the sector.

- Census data highlights that mining pays better than competing industries with the most extreme differences for Transport Truck Drivers, Welders, and Heavy-Duty Equipment Mechanics.
- The cost of living is much lower in Northern Ontario. Housing costs are lower than the Ontario average, and between 32% to 36% lower than an average Toronto rent. Common food items are also generally less expensive in Northern Ontario, with the exception being utilities and high-speed Internet.

Mining has unique skill demands compared to competing industries looking for similar skills

- Jobs in mining require more specific skill sets and are more likely to emphasize communication or teamwork skills, dedication, and initiative.
- The other prevalent skills listed in job postings for mining broadly match those for non-mining companies and focus primarily on diagnosing, troubleshooting, repair and communication.

Notable progress has been made in increasing the Indigenous workforce



Breadth and depth of progress for Indigenous workers allows potential recruits to see themselves in many roles

Indigenous-identity workers make up a higher-than-average share of the workforce in many occupations, most notably Process Managers, Transport Truck Drivers , and Occupational Health & Safety Specialists.

- Over time the size of the Indigenous-identity workforce increased as a share of the workforce, with the largest proportional changes in Welder, Process Operators and Heavy Equipment Operators occupations.

Mining's patchwork diversity presents challenges and opportunities for recruitment.

- "Role model" gaps are noticeable for potential women and visible minority hires in some roles.
- Women and visible minority are well represented in degreed occupations but much more limited in other areas (e.g. managers, skilled, credentialed) which means it can be more difficult for individuals with those skilled-backgrounds to see themselves working in the sector.

Outdated perceptions of mining are seen as a key impediment to robust workforce pipeline; however opportunity exists with the energy transition.



Stereotypical perceptions of mining industry and a generational shift in attitudes have made it more difficult for companies in the sector to attract workers.

Impressions of the sector are notably much weaker than all other industries, in particular agriculture, manufacturing and construction, and many lack detailed knowledge.

- The industry is seen to excel at economic development and is strongly tied to green energy solutions, however impressions of specific efforts to fight climate change, respect for local Indigenous communities and workplace culture are more negative.
- Perceptions sometimes portray mining as unsafe, damaging to the environment, labor-intensive or appropriate only for a specific type of worker.

Despite softer impressions overall, the majority of Ontarians are optimistic about the future of mining in Ontario and there is strong consensus that minerals and metals are critical to low carbon energy solutions, in the need to find, develop and mine these resources and to see Ontario become a world-leader in the mining and production of critical minerals.

- Youth have more positive impressions of the sector in traditional areas of weakness, notably working to fight climate change, and are more open to consider moving for a better job opportunity. However, detailed knowledge of the sector is more limited than among other audiences.
- Those with a racialized background and those not born in Canada have more positive impressions of several aspects of mining and jobs in the sector, particularly the connection to the energy transition, and are more optimistic about the future of the industry. They are also more open to consider moving to Northern Ontario for a job opportunity.

Familiarity with jobs in the sector is relatively weak



Jobs in the sector are viewed to provide good remuneration for physically-demanding or dangerous work in less desirable locations and many struggle to see themselves reflected in the sector.

Few are familiar with jobs in mining and there is strong desire to see the government do more to promote the role of the sector and the job opportunities that exist.

- Youth, those with a racialized background, and those not born in Canada are particularly receptive to change in career and would be most motivated by financial compensation and job stability but mobility to northern locations poses a challenge
- The new generation of workers displays less attachment or loyalty to employers and places a strong emphasis on competitive salaries. They are also more willing to consider job changes if they cannot find opportunities that align with their expectations.

Traditional audiences for recruitment including Indigenous residents and those who reside in Northern Ontario should continue to be a focus given more receptive attitudes and proximity to operations.

- Indigenous residents are more familiar with jobs in the industry which they feel provide better workplace safety than other sectors. Most would also consider moving for a job in Northern Ontario.
- Northern Ontario residents are broadly more positive towards the mining sector and to a career in the industry. They have traditionally been, and continue to be, a key audience for recruitment efforts.

Proposed solutions are in addressing the perceptions gap, increasing availability of training and focusing on new audiences for recruitment.



Industry identified the need for more communication to counter negative perceptions of the sector and focusing on non-traditional audiences for recruitment. Ensuring sufficient opportunities for education and training and government support in this area are long-term needs.

Stakeholders in the mining sector honed in primarily on the need of more communication to bridge the public perceptions gap.

- Communicating 'Why mining', how it contributes to our day-to-day life and reinforcing how the industry is building the economy.
- Tackling gender disparity in the industry and breaking away from the stereotypes – demonstrating that mining is meant for 'all', not restricted to 'labour-intensive' work and depicting how safe the industry is, with the necessary and appropriate regulation.
- Government support and funding was also seen as a factor that can foster a positive image of the mining industry.

Placing greater focus on attracting youth and newcomers is viewed as an important way to stem the shrinking talent pool.

- Showcasing diversity and equity in workspaces, and plans and policies that are inclusive (i.e. maternity leave and leave of absence policies that support working women).
- Be 'open' to hiring and developing talent rather than aiming for specific skill sets (need to look at transferable skills).

Stakeholders also see opportunities in improving outreach and training.

- It is recognized that mining industry requires specialized training and the role of education and training is essential in fostering a future workforce. Continuous upskilling is also seen as important to keep up with the evolving industry needs.
- Early exposure to the industry including education on what mining is and the career opportunities that exist within the industry will be important to start building knowledge around metals and mining at an early age.
- Ensuring access to these training opportunities in various regions and promoting them from a secondary level could enhance the skillset of the existing and emerging workforce. Revisions to the education curriculum to include mining skills/ courses could be beneficial, long term.

Recommendations

Recommendations for Information Campaign



To grow the workforce pipeline for mining in Ontario focus should be placed on targeting youth, those with a racialized background and those not born in Canada. Indigenous residents and those who reside in Northern Ontario should also be a focus given more receptive attitudes towards the sector and proximity to mining operations and to leverage the fact that high school students in Northern Ontario now have access to basic mining programs.



Campaign messaging should work to build familiarity with jobs in the sector and leveraging strengths, namely good compensation, job security and opportunities for continual training which are key aspirational goals for the target audiences. It will be important to articulate why mining matters and the link between mining and green energy solutions to help counter negative impressions of environmental impact and satisfy the strong desire to do work they are passionate about and has a positive impact.



Messaging should also seek to demonstrate that there is a place for everyone in mining and that they can achieve good work-life balance to address concerns about workplace culture and stereotypical views of the profession. Working to increase the visibility of career paths and emphasizing the progress among Indigenous workforce will help to create 'role models' for prospective recruits and aid in the long-term goal of building a more diverse workforce.



Jobs in mining require a more specialized and nuanced skill-set and the campaign will need to reflect the type of workers the sector seeks to attract. Notably, people who can work autonomously to solve problems but also communicate and work in teams are valued, as well as the need to show high levels of dedication to their work and understand the expectations of the mining lifestyle.



Online channels are the best means of communicating with the target audiences including Indeed, LinkedIn, Google and social media platforms. Employment centres, job placement services and job fairs are also more common ways these groups seek out information on job opportunities.

Recommendations for Industry



The time to train new workers internally is now while veteran staff are still available to mentor new recruits. “Doubling up” of responsibilities can be a necessary cost to provide a continuous level of excellence over the transition period.



Better advertise the benefits of working in mining, including substantially higher pay and better benefits earned in a region of Ontario where a dollar goes further. These should be repeated in job postings and in public communications to cement the reputation of the industry as an employer of choice. These arguments would be particularly meaningful for young families struggling to get an entrance to more expensive housing markets.



An analysis of online job postings indicate that companies frequently do not list salary expectations, even though those salary expectations are higher than average for the role being advertised. Although this may be seen as weakening a potential contract negotiation, they should be proud to communicate to potential employees that they are employers of choice in a competitive job market.



College headcounts and certification data shows there has not been sufficient response in many key certified trades to rising demand by employers. In those areas where employers see a long-term need for labour, they should consider a long-term investment (for instance, through supporting apprenticeships or supporting scholarships for people with an aptitude for the work and an affinity for the lifestyle).



Increase proactive outreach at post-secondary education level on opportunities and career paths available in the mining industry. It will be important to emphasize the ability to progress and receive skills training and to address the advancements in technology and automation which are adding new job profiles to the sector.

Recommendations for Ontario Government



Support industry in its communication efforts to promote the role of mining and the job opportunities in the sector. The provincial government specifically is well-placed to support in building perceptions of the sector as it is the most trusted source of information among job seekers (and in particular youth).



To address long-term challenges with the lack of supply response in trades and enrolment levels in relevant post-secondary programs, identify measures that support the continued development of skills for key trade workers and work to increase the availability of mining courses in other regions of the province.



Mobility poses a significant structural challenge to meet the hiring demands in mining and the industry will need support to help raise the profile and promote Northern Ontario as an attractive place to work and a more affordable place to live compared to Southern Ontario.



Consider revisiting regulations pertaining to minimum age requirements to work on the site of a mine (currently 18 years old). By lowering the minimum age requirements it would allow youth the opportunity to explore jobs in the mining sector earlier and provide greater access to apprenticeship or COOP placements, while also offering employers a larger pool of talent to recruit from.



Update existing high school curriculum with more current information about mining, including the use of advanced technology and the industry's purpose – economic contribution to Canada, secure and ethical supply of raw materials and its role as a critical supplier to the green energy transition. Consider expanding the reach and requirement of basic mining education in high schools beyond Northern Ontario to school boards in Central Ontario that border the North.

Detailed Results by component

Industry perspective

Challenges facing mining sector

Stakeholders highlighted numerous contextual challenges facing the industry:



Stereotypical perceptions of mining industry

- These perceptions sometimes portray mining as unsafe, damaging to the environment, labor-intensive or appropriate only for a specific type of worker.



Availability of educational courses

- Mining courses are mostly prevalent as a part of post-secondary education but unavailable in all regions (e.g., Southern ON)
- Perceptions of colleges/ universities discontinuing mining courses.
- Not enough industry outreach at post-secondary education level on opportunities and career paths available in the mining industry.



Competition internally and externally

- There is a higher demand for certain roles than there are available people to fill them.
- Candidates in the mining industry are seen to have a range of choices when it comes to selecting companies and contractors to work for. Due to the gap between supply and demand, companies often find themselves competing with each other for the same pool of candidates in order to secure and retain talent.
- Furthermore, talent is sometimes lost to other industries, especially for technology and engineering roles.

Stakeholders highlighted numerous contextual challenges facing the industry:



Hiring and skill transfer challenges

- Finding qualified and experienced individuals for trades, engineering roles, and frontline supervision roles is seen to be challenging.
- Due to the specific nature of mining roles, it is often perceived as difficult to transfer skills to other positions within the industry.



Advancing technology and automation are adding new job profiles

- With the industry moving towards automation, there is an increasing need for individuals with technical and automation skills and expertise. However, it is felt that the designed programs currently are not catering to the this need.



Generational shift in values

- The new generation of workers displays less attachment or loyalty to employers and places a strong emphasis on competitive salaries, unlike previous generations.
- They are also more willing to consider job changes if they cannot find opportunities that align with their expectations, which makes it hard to retain talent.

On attracting talent, stakeholders believe that industry can offer attractive employment for all skill levels and the biggest barrier is misconceptions of the industry.



Drivers

Offering **competitive wages** on par with others in the industry.

Making **use of the available student networks** and have them work in relevant fields... this also exposes them to a potential career option.

There are **advantages with regards to 'scheduling'** – being able to work throughout the year versus seasonal for construction.

There are some **opportunities to join without specialized training or education**.

Traditionally, mining companies are known to have positive and **strong reputation in the places they operate**.



Barriers

Age is seen as a barrier and industry is not viewed as youth-centric.

Stereotypical perceptions that the industry is unsafe and for a physically dominant male laborer.

Lack of understanding of the range of opportunities available BEYOND the conventional 'miner' role.

Ability to visualize what mining looks like can be limited to those who "know" the industry.

Lack of knowledge/exposure to what mining is until much later in university stages.

Competitiveness is making it a candidate-driven market.

Transferability of skills from other industries is not straightforward.

Stakeholders tended to focus more on barriers than drivers of retaining talent. The competitive labour market and lack of attachment to a single employer makes retention difficult.



Drivers

Exposure to newer opportunities within companies can be motivating and encouraging retention.



Barriers

Too many choices within the industry and varied project openings to work on.

Lack of remote work opportunities / work from home.

There is a **desire to progress faster** along the career path, which is linked to “other” industries.

Amount of **alternative opportunities and industries available**.

There is a **high competition**, especially in Sudbury, leading to difficulties in retaining talent.

Defined Benefit (DB) Pension Plans out of sync with desire to move positions over one's career; opportunity to examine portable plans as a means to offer attractive package in order to retain employees.

The barriers to developing talent were again very much linked to a lack of loyalty to individual employers, the industry and locations.



Drivers

Engineering and training programs are available for upskilling employees.



Barriers

Lack of opportunities to bring in apprentices.

The industry is also dealing with the **challenge of different generations working alongside each other**, each with different work ethics, attitudes, and expectations.

The **newer generation desire to move to new locations, a never-ending revolving door** and eventually there is a want to move back to the city.

Intermediate talent is seen as hard to sustain as there is less loyalty and more inclination to change jobs for better compensation.

Not enough resources to develop people.

In their own words...



We need to talk about it more at the post-secondary level because a lot of our entry-level roles need post secondary education. And through my work I have found that engaging youth to think about frontline roles that require less education is actually more challenging than the postsecondary university and college programs."



There's also, like the new generation of workers coming in are not necessarily attached to employers like the previous few generations were in terms of loyalty and longevity and remaining at a particular workplace for 30 years."



So we're competing amongst ourselves like groups like Technica and Sandvik and DMC and Glencore. So we're having to really reach out to outside of province or outside of the local city. A person who has an electrical trade is not like easy to translate and transfer to underground mining. It's very different."

Labour boards see several challenges for the mining industry but also potential solutions in shifting focus to youth and newcomers



Labour Boards in Northern Ontario are well-aware of vacancies and labour shortages, particularly in heavy equipment mechanics, tradespeople, and trained miners.



Geography plays a role not only from remoteness but also the lack of affordable housing and negative public perceptions among the youth.



Mining companies have been changing expectations for new hires, considering youth and courting new immigrants.



Technological innovations are transforming logistics and the skill requirements for the workforce, but these do not solve short term challenges.

Emerging talent and skills needs

Emerging skills and needs – New technology is causing disruption in the mining job market.

Advancements in technology and automation are adding new job profiles in the industry, creating a need for electrical, process control, instrumentation, and automation skills.

Anyone with experience in 'electrical' space is key

Extends beyond traditional mining skills, indicating a significant shift in the sector.

Includes various streams such as process control, automation, and instrumentation

Radio communication is another area where there is a deficit.

Those with an understanding of radio frequencies, telecom/ electronics/ communication field education or experience.

Autonomous experience is also desirable.

Required for autonomous haulage operations to have improved safety in mines.

Support functions will also grow

Such as occupational hygienists, and certified safety professionals.

Hybrid workers

Those who can handle both technology and manual roles.



We need to evolve the current job descriptions because they're not very automation based and we're having to bring in a lot of OEM technicians to upskill our current workforce on things like bolters and Simba drills. Things that you know you used to be able to drill at the face with a Jack leg and now you're doing something totally different. You know, mining has changed."



Some of the support roles too will grow in demand and will grow in hand with the industry, so not just the technical side of it or the functional skills but also the support side... the service supports."

What Industry thinks needs to be done

Industry stakeholders very much honed in on the need for more communication to bridge the reality versus public perceptions gap.

Communicating 'Why mining'

1

- Reinforcing role of the industry in building the economy and moving the country forward, and how it contributes to our day-to-day life. Bringing forward real-life examples that could strike a chord and create excitement around the field.
- Tackling gender disparity in the industry and the existing perceptions of mining jobs. Breaking away from the stereotypes – demonstrating that mining is meant for 'all' sorts of people and not restricted to 'labour-intensive' work.
- Depicting how safe the industry is, with the necessary and appropriate regulation.

Showcasing renewed work culture, policies and schedules, catering to demand for flexibility and remote work, unlike the traditional roles that required stricter schedules and on-site presence.

2

- Showcasing diversity and equity in workspaces. Aim at having plans and policies that are inclusive – there were come mentions of maternity leave and leave of absence policies that support working women.
- Be 'open' to hiring and developing talent rather than aiming for specific skill sets.(need to look at transferable skills)
- Offering flexibility –in working from home or offering flexible working hours.
- Manage collective bargaining agreements that seem to influence internal mobility and job satisfaction.
- Changes in benefits and pension plans also impact employee retention.

Beyond communication, stakeholders see opportunities in outreach, training and government support.

3

The role of education and training, in fostering a future workforce for the mining industry. It is recognized that mining industry requires specialized training.

- Education on what mining is and the career opportunities that exist within the industry. Early exposure to the industry—start building knowledge around metals and mining at an early age (like school level)
- ‘Mine tours’ for students(and others) to create an understanding of the reality of the mining industry
- Extending reach to high school students for opportunities in the mining industry.
- Ensuring access to these training opportunities in various regions and promoting them from a secondary level could enhance the skillset of the existing and emerging workforce.
- Continuous upskilling is also seen as important to keep up with the evolving industry needs.

4

Finally, need for government support was also highlighted as one of the solutions.

- Government support and funding was also seen as a factor that can foster a positive image of the mining industry.
- Revisions to the education curriculum to include mining skills/ courses could be beneficial, long term.

In their own words...



Need to create a narrative of why mining is exciting...start to focus on the younger generation to get them exposed.

You're in a cab of a truck pushing buttons... Making the industry more appealing to a wider demographic, such as women, could contribute to a more robust workforce."



The emerging preference for flexible and remote work among the workforce... Adaptations to these shifts in work culture might be necessary to attract a diverse workforce"



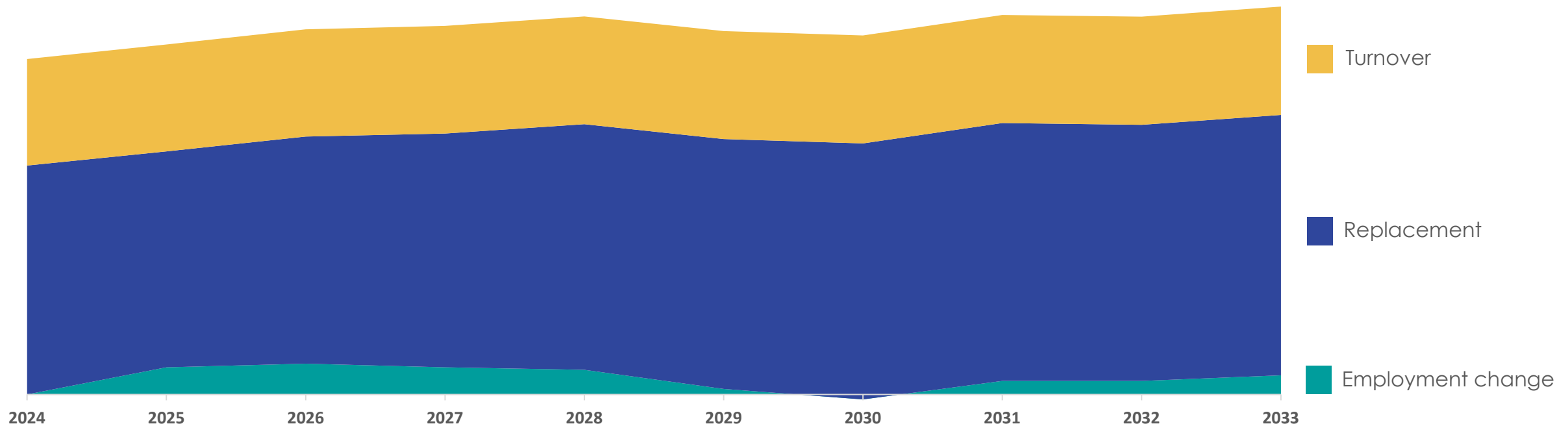
We have a lot of radio communications and there's not a lot of people who specialize...having people with that autonomous experience is also very limited. These new roles require specialized skills, creating a need for focused education and training programs."

Workforce requirement projections

Hiring needs in mining will escalate even without a growing workforce

While overall employment for Ontario's mining industry is expected to be static, hiring needs are escalating with an aging workforce especially in senior occupations.

HIRING DEMAND FOR MINING INDUSTRY IN ONTARIO



Education and experience requirements combine to make finding employees more difficult

- Occupations with highest retirement rates have the most requirements which makes finding employees to fill these roles more difficult.
- Yet entry-level positions tend to be for non-credentialed positions



	Occupation	Requirements	
		Education	Experience
Credentialed	Chemical technologists and technicians	Orange	Orange
	Construction millwrights and industrial mechanics	Yellow	Orange
	Crane operators	Yellow	Orange
	Drillers and blasters - surface mining, quarrying and construction	Yellow	Orange
	Geological and mineral technologists and technicians	Orange	Orange
	Heavy equipment operators	Yellow	Orange
	Heavy-duty equipment mechanics	Yellow	Orange
	Industrial electricians	Yellow	Green
	Industrial instrument technicians and mechanics	Yellow	Orange
	Occupational health and safety specialists	Yellow	Green
	Underground production and development miners	Yellow	Green
	Welders and related machine operators	Yellow	Orange
Degreed	Financial auditors and accountants	Orange	Green
	Geological engineers	Orange	Orange
	Geoscientists and oceanographers	Orange	Green
	Land surveyors	Orange	Orange
	Metallurgical and materials engineers	Orange	Orange
	Mining engineers	Orange	Orange
Skilled	Central control and process operators, mineral and metal processing	Green	Green
	Machine operators, mineral and metal processing	Green	Green
	Mine labourers	Green	Green
	Transport truck drivers	Green	Green
	Underground mine service and support workers	Green	Green
Managers	Managers in natural resources production and fishing	Orange	Orange
	Senior Managers - public and private sector	Yellow	Orange
	Supervisors, mineral and metal processing	Green	Orange
	Supervisors, mining and quarrying	Yellow	Orange

The most growth in mining jobs has been in certified occupations, but recruiting credentialled workers into mining presents challenges

Mining currently employs a relatively small proportion of the credentialled workforce and must compete against other industries to attract talent.

- Credentialled workers are those that largely require a certificate or diploma to work in their occupation and require experience to work independently, which means they cannot be hired away from other occupations.
- More than 80% of credentialled jobs in mining are based in Northern Ontario, which creates a further challenge to attract workers to the area.

	Occupation	Share	Certified	5-year Growth	55+	In Mining	In North
Credentialled	Chemical technologists and technicians (NOC: 22100)	0.30%	87%	7.60%	18.20%	1.10%	90.90%
	Construction millwrights and industrial mechanics (NOC: 72400)	6.20%	90%	-3.70%	27.00%	4.80%	86.30%
	Crane operators (NOC: 72500)	0.40%	74%	6.70%	25.00%	1.60%	81.30%
	Drillers and blasters - surface mining, quarrying and construction (NOC: 73402)	0.30%	39%	1.70%		3.60%	80.00%
	Geological and mineral technologists and technicians (NOC: 22101)	3.10%	73%	4.20%	12.40%	30.90%	80.20%
	Heavy equipment operators (NOC: 73400)	4.60%	36%	-1.20%	28.10%	3.70%	82.60%
	Heavy-duty equipment mechanics (NOC: 72401)	3.30%	90%	2.50%	20.90%	7.50%	91.50%
	Industrial electricians (NOC: 72201)	2.50%	96%	5.80%	24.70%	5.60%	85.60%
	Industrial instrument technicians and mechanics (NOC: 22312)	0.50%	100%	-0.70%	10.50%	6.20%	94.70%
	Occupational health and safety specialists (NOC: 22232)	0.80%	69%	5.10%	17.20%	2.00%	79.30%
	Underground production and development miners (NOC: 83100)	19.50%	44%	8.30%	20.70%	67.00%	91.20%
Welders and related machine operators (NOC: 72106)	1.30%	76%	0.20%	23.50%	0.80%	92.20%	

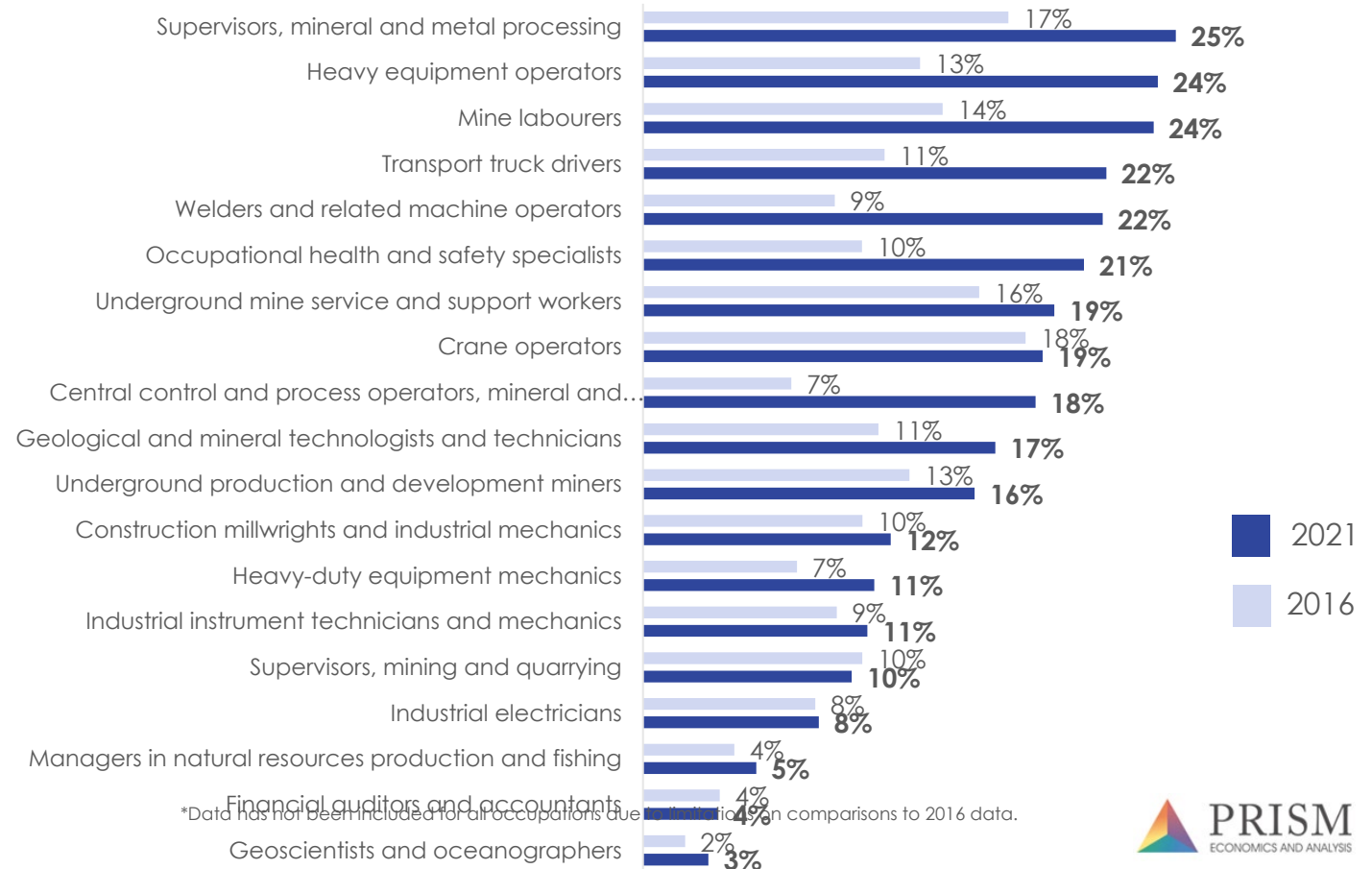
*Blank cells represent suppressed data due to small sample sizes.

Indigenous identity workforce has increased

The size of the Indigenous-identity workforce increased as a share of the overall workforce and makes up a higher-than-average share across many mining occupations.

SHARE OF WORKFORCE WHICH IDENTIFIES AS INDIGENOUS

- The largest proportional changes:
 - Welders (+13pp)
 - Process Operators (+11pp)
 - Heavy Equipment Operators (+11pp)
- Higher-than-average share of the workforce in many occupations:
 - Process Managers (+21pp)
 - Transport Truck Drivers (+19pp)
 - Occupational Health & Safety Specialists (+18pp)



Mining's patchwork diversity presents challenges and opportunities for recruitment

Breadth and depth of progress for Indigenous workers allows potential Indigenous recruits to see themselves in many roles.

- “Role model” gaps are noticeable for potential women and visible minority hires in some roles.

	Occupation	Women	Indigenous	Visible Minority
Credentialed	Chemical technologists and technicians	36%	18%	
	Construction millwrights and industrial mechanics	3%	12%	1%
	Crane operators		19%	
	Drillers and blasters - surface mining, quarrying and construction			
	Geological and mineral technologists and technicians	20%	17%	7%
	Heavy equipment operators	7%	24%	
	Heavy-duty equipment mechanics		11%	
	Industrial electricians	2%	8%	
	Industrial instrument technicians and mechanics		11%	
	Occupational health and safety specialists	45%	21%	7%
	Underground production and development miners	4%	16%	1%
Welders and related machine operators		22%		
Degreed	Financial auditors and accountants	49%	4%	40%
	Geological engineers	29%		43%
	Geoscientists and oceanographers	38%	3%	12%
	Land surveyors			
	Metallurgical and materials engineers	20%		
	Mining engineers	17%	3%	25%
Skilled	Central control and process operators, mineral and metal processing		18%	
	Machine operators, mineral and metal processing			
	Mine labourers	9%	24%	3%
	Transport truck drivers	10%	22%	3%
	Underground mine service and support workers	8%	19%	2%
Managers	Managers in natural resources production and fishing	17%	5%	6%
	Senior Managers - public and private sector	12%		12%
	Supervisors, mineral and metal processing		25%	
	Supervisors, mining and quarrying	4%	10%	1%

*Blank cells represent suppressed data from the 2021 Census due to small sample sizes.

Job posting analysis

Competing industries are looking for similar skills, but mining has unique demands

The prevalence of skills listed in job postings for mining broadly match those for non-mining companies

- In a sample of 98 online job posts for Heavy Equipment Mechanics by mining companies, the prevalence of listed skills broadly match those for non-mining companies.
- These job postings also show similar average salaries (\$67,248 for mining, \$66,582 for all industries) a pattern in job postings across mining occupations. This is likely due to a common practice where job postings sites provide average salary estimates rounded to the nearest thousand for roles when no salary is provided; mining companies asking salaries are significantly higher than average when those salaries are not rounded to the nearest thousand.

Heavy Equipment Mechanics:

Top Skills in Job Postings

Skill	Rank	Share
Diagnosing	1	89%
Troubleshooting	2	56%
Repair	3	41%
Communication	4	40%
Dedication	5	23%
Electronics	6	19%
Testing	7	18%
Coaching	8	17%
Fabrication	9	16%
Welding	9	16%

- Below are the top five skills more likely to appear in mining industry job postings for Heavy-duty Mechanics compared to job postings across industries.
- In heavy duty mechanics mining job postings, 'troubleshooting' skill is ranked higher, and a greater emphasis on repair activities which can be performed on-site.
- For Welder postings. Mining is 35pp more likely to ask for fabrication skills.

Heavy-duty Equipment Mechanics:

Differentiators

Rank	Skill	Mining	All	Diff
1	Repair	41%	18%	22%
2	Troubleshooting	56%	39%	17%
3	Dedication	23%	7%	16%
4	Electronics	19%	5%	14%
5	Communication	40%	29%	11%

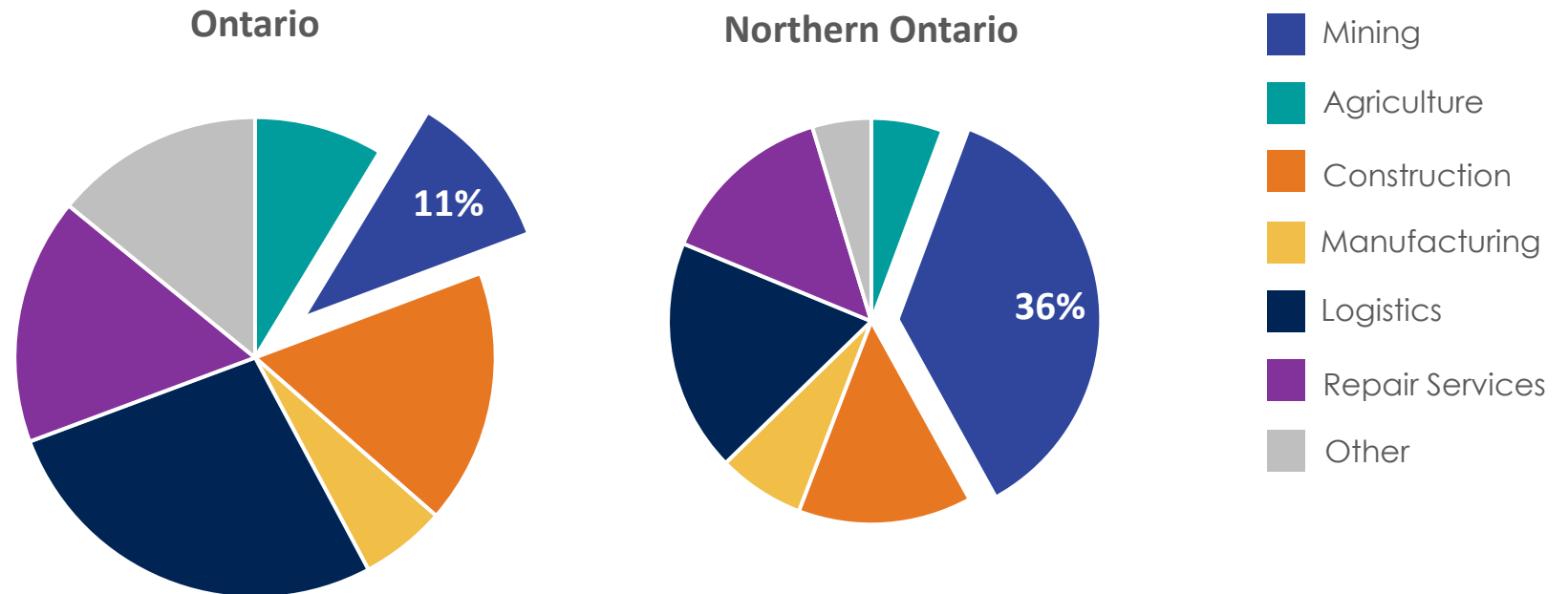
Competing Markets

Mining is a lead employer in the North but not in Ontario as a whole

In Northern Ontario, mining is the dominant player employing more than a third of the workforce, but few are originally from the region. Across occupations, mining needs to compete for talent against other industries without a home court advantage.

HEAVY-DUTY EQUIPMENT MECHANICS BY SECTOR

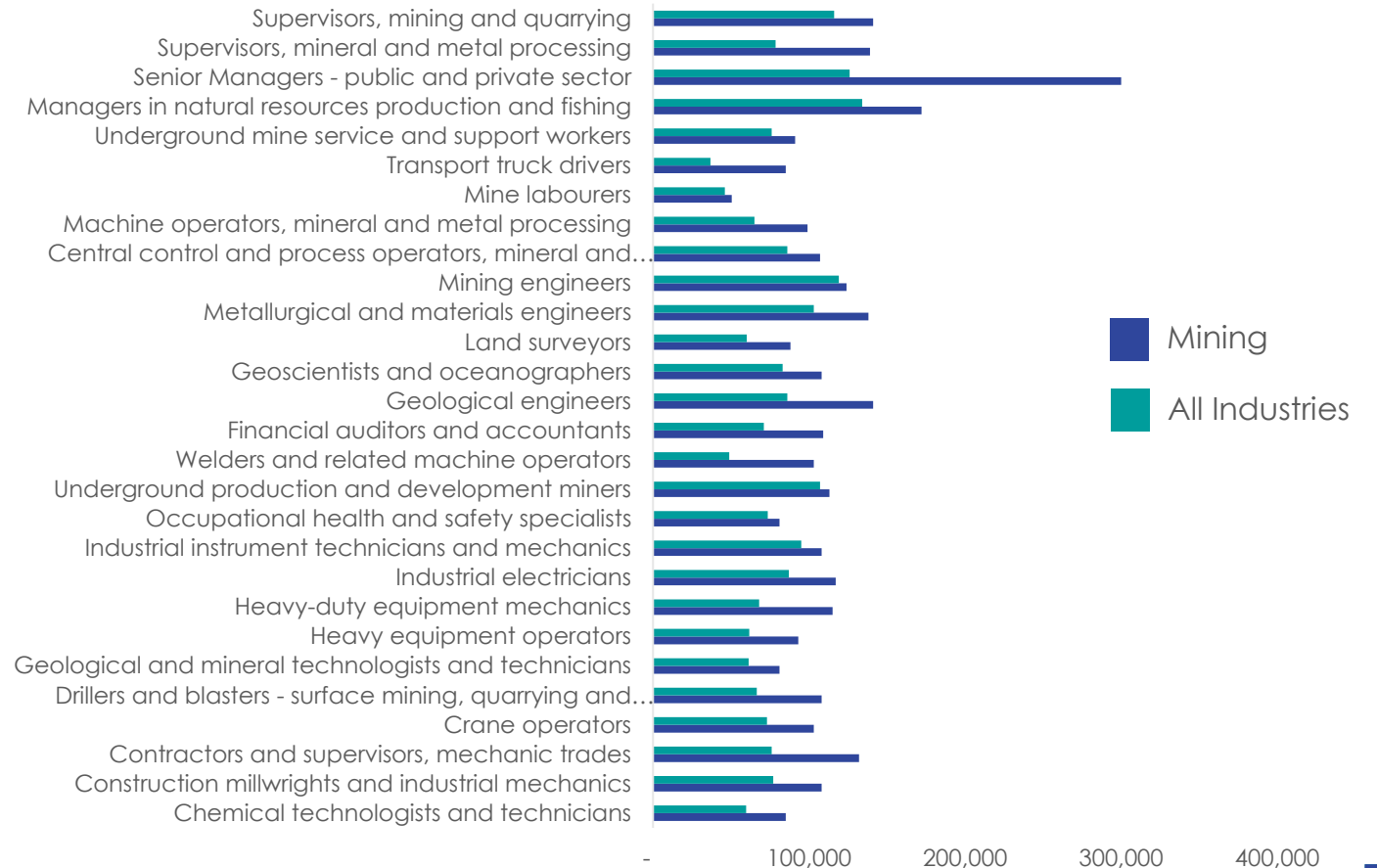
- Heavy-duty equipment mechanics are used by a wide variety of industries in extraction, production, and logistics which puts competitive pressure when attracting workers.
- Almost 90% of mining heavy equipment mechanics work in Northern Ontario but it has a small population base and few are from there.



Mining pays better across the board

Employment income in the mining industry is higher than average for every key occupation.

MEDIAN EMPLOYMENT INCOME (CDN\$)



Extreme differences can be seen for:

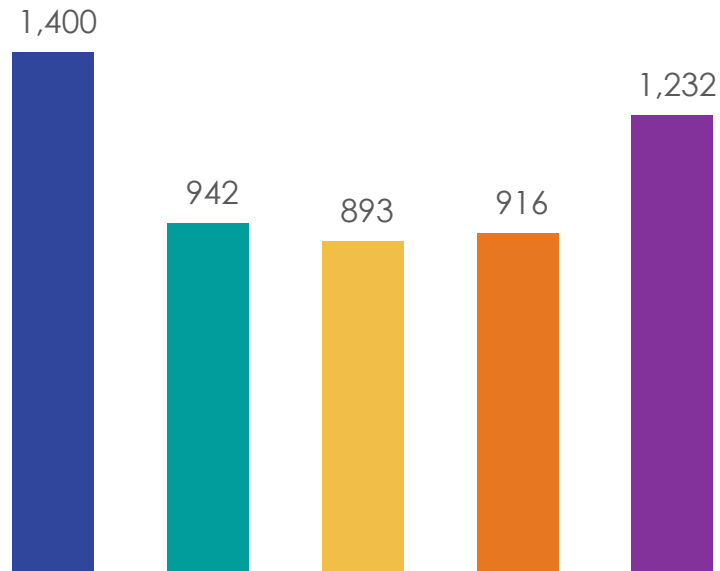
- Transport Truck Drivers (average employment income of \$85,000 compared to \$36,800 across all Industries)
- Welders (\$103,000 compared to \$48,800 across all industries)
- Heavy-Duty Equipment Mechanics (\$115,000 compared to \$68,000 across all industries)

The cost of living is much lower in Northern Ontario

Housing costs are lower in Northern Ontario than the Ontario average; they are between 32% to 36% lower than an average Toronto rent.

AVERAGE RENTAL COSTS

■ Toronto ■ Thunder Bay ■ Sudbury ■ Cochrane (Timmins) ■ Ontario



- Common food items are generally less expensive in Northern Ontario. Most items are less expensive, the exception being utilities (31% higher in Thunder Bay than Toronto) and high-speed Internet (85% more expensive in Thunder Bay).

AVERAGE PRICE OF FOOD

Food Product	Thunder Bay	Toronto	Difference
Milk (regular), (1 liter)	\$2.99	\$3.74	-20%
Loaf of Fresh White Bread (500g)	\$2.81	\$3.57	-21%
Rice (white), (1kg)	\$2.75	\$4.58	-40%
Eggs (regular) (12)	\$3.47	\$4.40	-21%
Apples (1kg)	\$4.87	\$5.55	-12%
Banana (1kg)	\$1.82	\$1.67	9%
Oranges (1kg)	\$4.16	\$5.46	-24%
Tomato (1kg)	\$4.84	\$4.84	0%
Potato (1kg)	\$3.40	\$3.66	-7%
Onion (1kg)	\$2.92	\$3.94	-26%

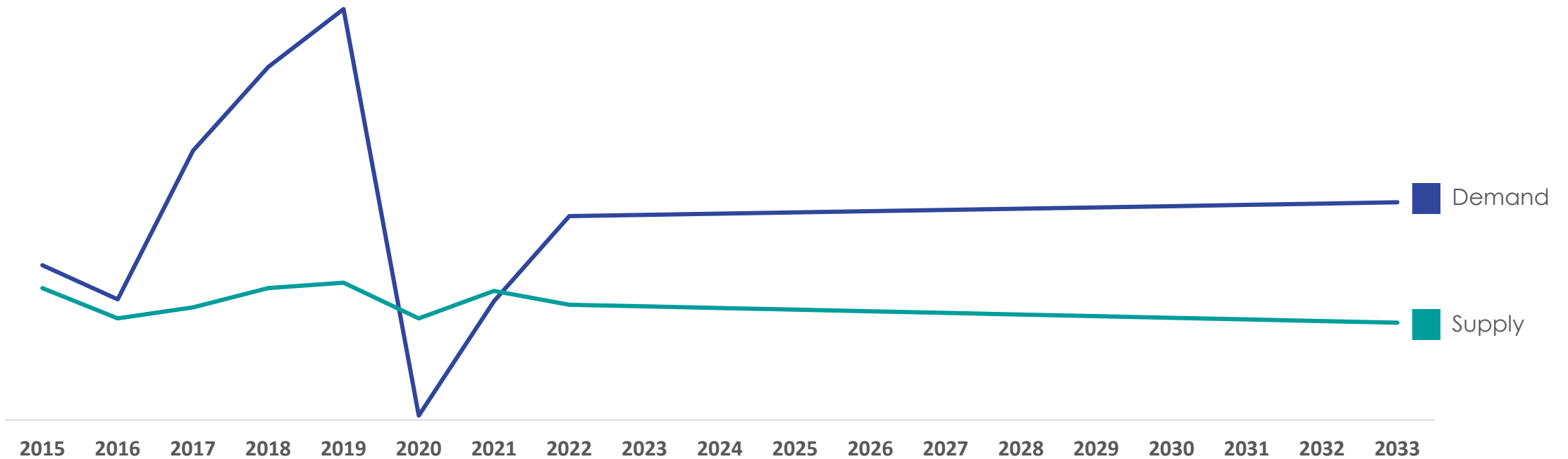
Education and training profile

For trades, supply of certified workers has not kept up with demand

Employers across industries are responding to this trend by finding ways to use less skilled workers

- For example, demand for heavy equipment mechanics has increased but certifications have trended downwards. These figures hold across trades where data is available; but in the long run the lines must converge

HEAVY-DUTY EQUIPMENT MECHANICS DEMAND AND CERTIFICATIONS

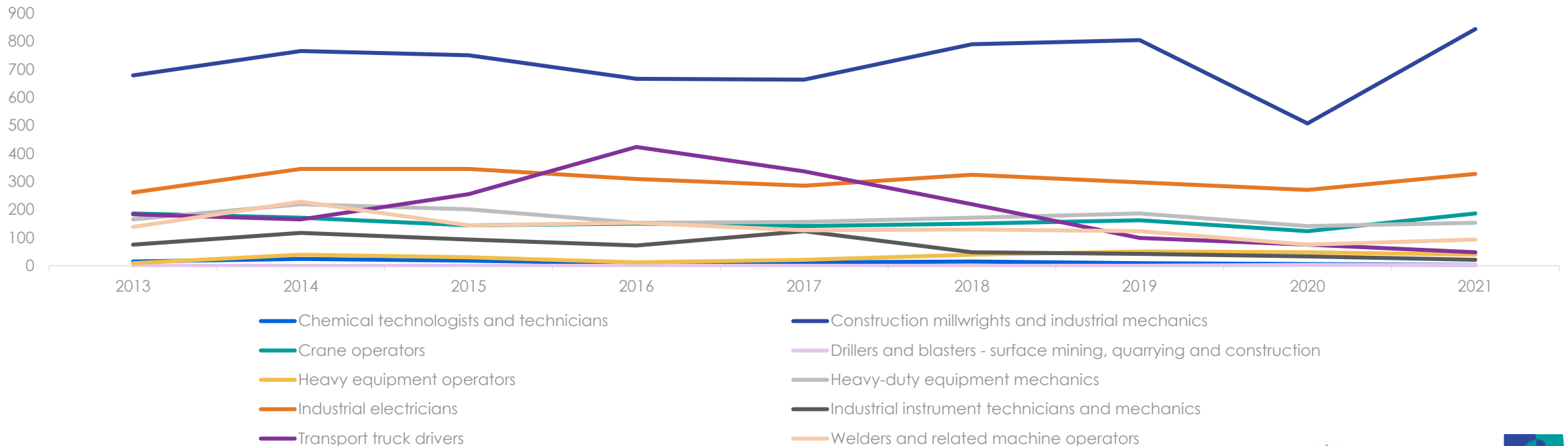


Trade qualifications are stable or declining

Trade qualifications for most credentialled occupations have been stable or declining.

- Positive exceptions have been Heavy Equipment Operators (growing at a 12% AAGR since 2014), Industrial Mechanics (growing at a 6% AAGR since 2013), and Industrial Electricians (growing at a 4% AAGR).
- Certifications for Heavy Duty Equipment Mechanics, although currently in high demand, peaked in 2014 at 219 and by 2021 the number of new certifications granted was only 153.

ONTARIO CREDENTIAL QUALIFIERS BY OCCUPATION

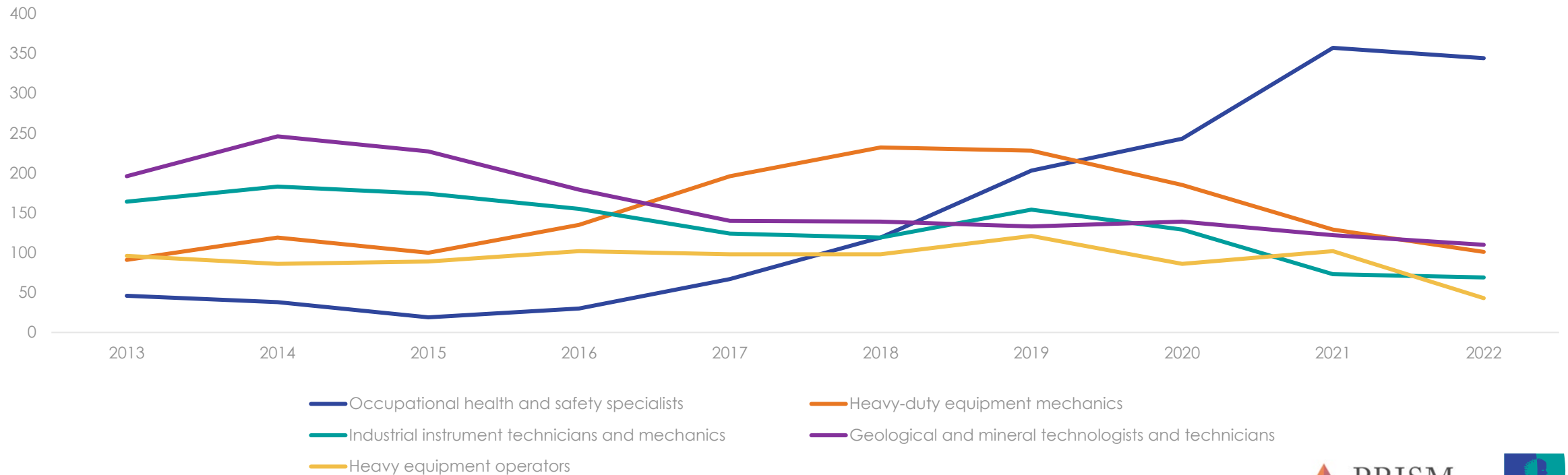


Headcounts in college programs are falling

In most college programs linked to key mining occupations, headcounts are falling.

- Programs for Industrial Mechanics, Geological Technicians, and Heavy Equipment Operators had AAGR of -5% or lower over this period.
- The exception was Occupational Health and Safety Specialists, which grew from a headcount of 46 in one college in 2013 to 344 across four colleges in 2022.

COLLEGE PROGRAM HEADCOUNTS BY OCCUPATION CREDENTIAL



Identifying barriers to entry and opportunities

Perceptions of the mining industry



Perceptions are relatively weak and inhibited by limited familiarity. The industry is seen to excel at economic development and is strongly tied to green energy solutions, however impressions of specific efforts to fight climate change, respect for local Indigenous communities and workplace culture are more negative.

- Impressions of the mining sector are **notably much weaker than all other sectors**, in particular agriculture, manufacturing and construction, and **many lack a detailed understanding** of the industry's performance.
- Areas of strength include **positive contributions to economic development, provision of good paying, stable jobs, having a wide-range of occupations** and in providing the raw materials for green energy solutions
- Relative weaknesses relate primarily to **acting in an environmentally conscious way, making efforts to reduce emissions and fight climate change as well as respect for local Indigenous communities and impressions of healthy workplace culture.**
- Despite softer impressions of mining overall, there is **strong consensus that minerals and metals are critical to low carbon energy solutions**, in the need to find, develop and mine these resources within the province and to see Ontario become a world-leader in the mining and production of critical minerals.



Younger Ontarians, those with a racialized background and those not born in Canada provide more positive ratings for the sector's efforts in fighting climate change and contributions to green energy solutions. However, impressions of the sector among youth tend to be softer due to more limited knowledge (i.e., a higher proportion who don't know).



Those with a racialized background and/ or not born in Canada also have a more positive outlook for the mining sector in Ontario and more positive impressions of workforce diversity and culture, career development opportunities, and respect for local communities.



Northern Ontario residents have more positive impressions of nearly all aspects of the mining sector while residents of Central Ontario are more positive about creation of good paying and stable jobs.



Indigenous residents' opinions are generally consistent, however they provide more positive ratings for diversity of the workforce and lower ratings for creating economic development in the places of operation.

Career aspirations and impressions of jobs in mining (1/2)



Familiarity with jobs in mining is limited and considerably lower than competing sectors. They are viewed to provide good remuneration for physically-demanding or dangerous work in less desirable locations and many struggle to see themselves, or people like them, reflected in the sector.

- The most important aspects of a career are in **achieving financial security and managing work-life balance, in a positive and safe work environment, where they feel valued**. Doing work they are passionate about, continually learning and working in a desire location are also of greater importance.
- **Most do not have a strong understanding of jobs in the mining sector.**
 - Jobs in mining are perceived to **encompass a wide-range of fields, are well paying, and offer good employee benefits**.
 - However, they are also seen as being **physically-demanding and dangerous** and impressions are weaker for **job opportunities being in places they want to live**, that they **see people like them working in the industry** and that a job in mining **will help achieve a low carbon future**.
 - **Most rate the mining sector as average relative to other industries across all areas aspects of employment**, however nearly four in ten feel the sector performs for pay and benefits, while a similar proportion also think the industry has more job-related stress. Other areas of relatively higher performance compared to other industries include skills training, pace of work, and innovation.
- **There is strong desire to see the government do more to promote the role of mining and the job opportunities in the sector** and the provincial government specifically is well-placed to support building perceptions of the sector as it is the most trusted source of information among job seekers (and particularly among youth).

Career aspirations and impressions of jobs in mining (2/2)



Youth are more likely to rate mining higher compared to other industries for contributing to the energy transition, work-life balance, and career progression, however impressions are softer for jobs in the sector paying well, having good benefits, being a growing industry in Ontario, future-facing jobs, encompassing a wide-range of fields and utilizing the latest technology. Notably, potential for advancement, becoming wealthy, working with a diverse group of people and starting their own business are more important career goals for this audience.



Those with a racialized background and/ or not born in Canada have more positive impressions of jobs in mining for being in places they want to live, that they will help achieve a low carbon future, are interesting and fulfilling, that they see people like themselves working in the sector, and are future-facing; they are also more likely to rate the sector higher relative to other industries for contributing to the energy transition, workforce diversity, and career progression. Several goals and aspirations are more important to them including starting my own business, helping to solve social and/ or environmental challenges, working with a diverse group of people, becoming wealthy and potential for advancement.

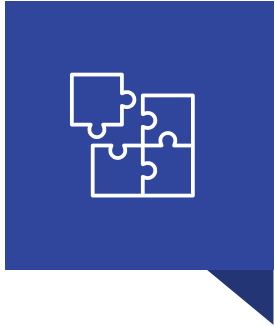


Northern Ontario residents are much more familiar with jobs in the mining sector and have more positive impressions of nearly all aspects of employment in mining and in particular that the sector is growing in Ontario, they pay well, have good employee benefits, that they see people like themselves working in the sector, and would be proud to tell someone they work in mining.



Indigenous residents are more familiar with jobs in mining, more likely to describe a job in the sector in positive terms and to rate the industry more highly compared to other sectors for workplace safety.

Motivations to consider a job in mining



Youth, those with a racialized background, and those not born in Canada are particularly receptive to a change in career and would be most motivated by financial compensation and job stability but mobility to northern locations poses a challenge.

- The vast majority of youth, those with a racialized background, and those not born in Canada would consider **switching careers** if a better job opportunity existed elsewhere and **more than four in ten would like to learn more about careers in mining**.
- The most motivating factors for considering a career in mining are **competitive pay and benefits, predictable and steady full-time employment** and **opportunities for skills training**.
- The primary challenge is in terms of **mobility and moving to Northern Ontario** and relatively few view working in more rural or remote locations as a motivating factor.



Youth, those with a racialized background, and those not born in Canada are more likely to express interest in learning more about career opportunities in the mining sector and to consider moving for a better job. They are more likely to be motivated to consider a career in mining if part-time or seasonal work was an option and if they were working in a diverse environment.



Youth also place more importance on having access to workplace amenities, while **those with a racialized background and those not born in Canada** also give more importance to working at the forefront of technology, rapid career progression, and being located in Northern Ontario.



Indigenous residents are more likely to express interest in learning more about jobs in mining, to consider moving for a better job, and the majority would specifically consider locations in Northern Ontario.

Key audiences for information campaign

The greatest opportunities to grow the workforce pipeline for mining in Ontario are among youth, those with a racialized background and those not born in Canada. Indigenous residents and those who reside in Northern Ontario should also continue to be a focus given more receptive attitudes and proximity to operations.



Youth have more positive impressions of the sector in traditional areas of weakness, notably working to fight climate change, and are more open to consider moving for a better job opportunity. However, detailed knowledge of the sector is more limited than among other audiences.



Those with a racialized background and those not born in Canada have more positive impressions of several aspects of mining and jobs in the sector, particularly the connection to the energy transition, and are more optimistic about the future of the industry in Ontario. They are also more open to consider moving for a job and specifically to Northern Ontario and to feel there are jobs in mining in places they want to live.



Indigenous residents are more familiar with jobs in the industry which they feel provides better workplace safety than other sectors. Most would also consider moving for a job in Northern Ontario.



Northern Ontario residents are broadly more positive towards the mining sector and to a career in the industry. They have traditionally been, and continue to be, a key audience for recruitment efforts.

Key messages for information campaign



Focus should be placed on building familiarity with jobs in the sector and leveraging strengths, namely good compensation, job security and opportunities for continual training which are key aspirational goals for these audiences.



Articulate why mining matters and highlight the link between mining and green energy solutions to help counter negative impressions of environmental impact and satisfy the strong desire to do work they are passionate about and has a positive impact.



Demonstrate that there is a place for them in mining and that they can achieve good work-life balance in the sector to address concerns about workplace culture and stereotypical views of the profession (i.e. physical, dangerous).



Online channels are the best means of communicating with the target audiences including Indeed, LinkedIn, Google and social media platforms. Employment centres, job placement services and job fairs are also more common ways these groups seek out information on job opportunities.

Appendix

Education and training profile

College Program Headcounts

NOC Title	College	Program	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Geological and mineral technologists and technicians	Cambrian College	Mining Engineering Technology	10	0	13	21	32	49	38	35	32	20
	Cambrian College	Mining Engineering Technician	76	112	92	73	50	38	32	39	35	32
	Cambrian College	Mining Foundations	0	0	13	0	0	0	0	0	0	0
	Collège Boréal	Techniques Du Génie De Construction - Civil Et Minier	36	36	36	33	15	16	26	33	21	0
	Confederation College	Mining Techniques	25	29	13	0	12	0	0	0	0	0
	Loyalist College	Survey Technician	0	0	0	0	0	0	0	0	0	12
	Loyalist College	Survey Engineering Technician	17	16	17	20	15	12	18	17	15	0
	Northern College	Mining Engineering Technician	32	53	43	32	16	24	19	15	19	15
	Sir Sandford Fleming College	Geological Engineering Technician	0	0	0	0	0	0	0	0	0	31
	Algonquin College	Radiation Safety	32	22	19	30	39	0	0	0	0	0
Occupational health and safety specialists	Cambrian College	Occupational Health And Safety Technician	0	0	0	0	0	0	0	0	0	31
	Conestoga College	Occupational Health, Safety and Wellness	0	0	0	0	0	20	85	117	81	0
	Conestoga College	Occupational Health and Safety Management	0	0	0	0	0	0	0	0	0	115
	Durham College	Health, Safety and Environmental Compliance	0	0	0	0	0	0	0	0	0	27
	Georgian College	Occupational Health and Safety Management	14	16	0	0	0	0	0	0	0	0
	Humber College	Honours Bachelor of Health Sciences (Workplace Health and Wellness)	0	0	0	0	0	47	65	85	109	0
	Humber College	Health, Safety and Environmental Compliance	0	0	0	0	0	0	0	0	0	28
	Lambton College	Occupational Health and Safety Management	0	0	0	0	0	0	0	0	107	0
	Lambton College	Occupational Health And Safety Technician	0	0	0	0	0	0	0	0	0	25
	Loyalist College	Radiation Safety	0	0	0	0	0	26	18	16	24	33
Industrial instrument technicians and mechanics	Seneca College	Occupational Health And Safety Technician	0	0	0	0	0	0	0	0	0	55
	Sir Sandford Fleming College	Health, Safety and Environmental Compliance	0	0	0	0	28	26	35	25	36	30
	Cambrian College	Instrumentation Engineering Technician - Industrial	13	15	0	0	0	0	0	0	0	0
	Confederation College	Instrumentation and Control Engineering Technician	0	0	0	0	0	0	0	0	0	17
	Lambton College	Instrumentation Engineering Technician - Industrial	17	16	11	15	13	0	0	0	0	0
	Niagara College	Photonics Engineering Technician	15	16	12	14	0	17	42	32	12	11
	Niagara College	Photonics Engineering Technology	61	59	75	67	54	52	46	29	29	24
	Northern College	Instrumentation Engineering Technician - Industrial	28	37	42	30	20	17	29	28	17	0
	Sir Sandford Fleming College	Instrumentation and Control Engineering Technician	30	40	34	29	37	33	37	40	15	0
	St. Lawrence College	Instrumentation and Control Engineering Technician	0	0	0	0	0	0	0	0	0	17
Heavy-duty equipment mechanics	Cambrian College	Heavy Equipment Technician	36	47	32	53	122	154	161	141	101	90
	Collège Boréal	Heavy Equipment Technician	0	0	0	0	0	0	0	0	0	11
	Conestoga College	Heavy Equipment Techniques	18	22	19	23	11	0	0	0	0	0
	Northern College	Heavy Equipment Techniques	0	0	10	0	13	11	13	20	0	0
Heavy equipment operators	Sir Sandford Fleming College	Heavy Equipment Techniques	37	50	39	59	50	67	54	24	28	0
	Conestoga College	Heavy Construction Equipment Operation	0	0	0	0	0	38	65	49	45	0
	Conestoga College	Heavy Equipment Operator	39	40	49	40	38	0	0	0	0	0
	Sir Sandford Fleming College	Heavy Equipment Operator	57	46	40	62	60	60	56	37	57	43

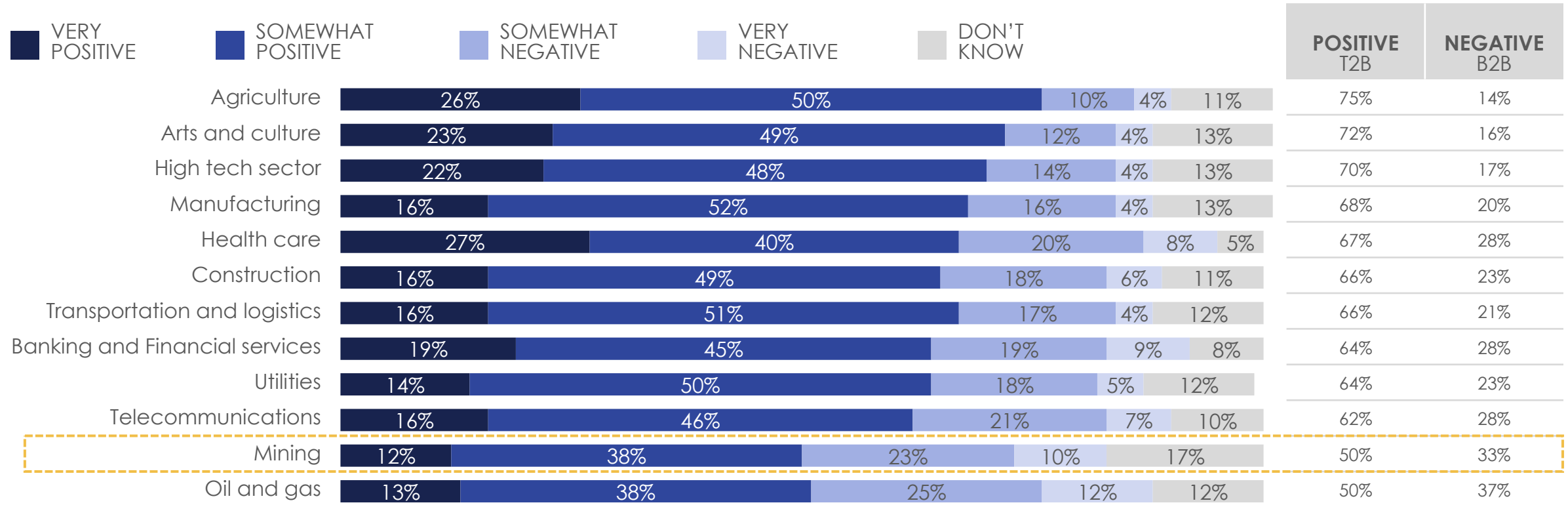
Perceptions survey

Perceptions of the mining sector

Overall Impression of Industries

Overall

- At three-quarters, Ontarians have the most positive impression of the agriculture sector, followed by arts and culture, high tech and manufacturing. Closer to two-thirds have positive impressions of the health care sector, construction, transportation and logistics, banking and financial services and utilities, followed closely by telecommunications.
- Ontarians' impressions are weakest for the mining and oil and gas sectors and one-half have a positive impression.



Base: All respondents (n=1970)
 Q12. How would you rate your overall impression of each of the following industries?

Overall Impression of Industries

By Key Subgroup

- Youth report more positive impressions of the health care sector and more negative impressions of manufacturing, mining and oil and gas.
- Those not born in Canada are more likely to have positive impressions of all industries of which the largest gaps are for oil and gas, banking and financial services, high tech and manufacturing. Similarly, those with a racialized background are more likely to have positive impressions of banking and financial services, health care, high tech, oil and gas, and telecommunications.
- Residents of Northern Ontario have much more positive impressions of the mining sector and to a lesser extent construction.
- Women are more likely to say they don't know enough to provide an opinion on nearly all sectors. With the exception of mining, those who identify as Indigenous are more likely to say they don't know enough to provide an opinion on all industries.

% Positive (T2B)	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1970)	(n=671)	(n=244)	(n=270)	(n=263)	(n=680)	(n=453)	(n=831)	(n=1114)
Agriculture	75%	72%	79%	79%	70%	77%	79%	77%	74%
Arts and culture	72%	74%	69%	73%	68%	76%	77%	70%	74%
High tech sector	70%	68%	63%	59%	60%	79%	81%	75%	65%
Manufacturing	68%	62%	66%	71%	57%	72%	77%	74%	62%
Health care	67%	73%	61%	65%	57%	75%	76%	70%	64%
Construction	66%	62%	66%	73%	58%	69%	69%	70%	62%
Transportation and logistics	66%	64%	62%	64%	61%	71%	73%	73%	61%
Banking and Financial services	64%	65%	58%	54%	50%	71%	75%	68%	59%
Utilities	64%	62%	61%	58%	56%	71%	73%	71%	59%
Telecommunications	62%	59%	61%	52%	55%	70%	71%	65%	59%
Mining	50%	44%	49%	64%	53%	53%	55%	57%	44%
Oil and gas	50%	44%	47%	50%	39%	58%	63%	57%	45%

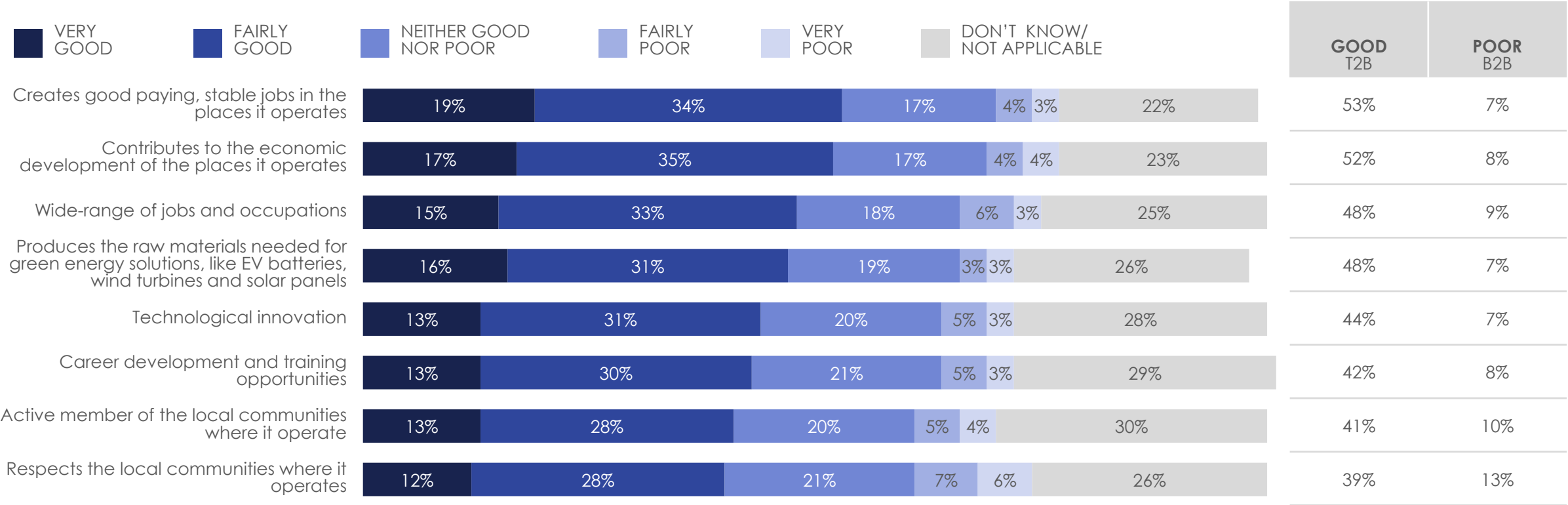
Base: All respondents (n=1970)

Q12. How would you rate your overall impression of each of the following industries?

Mining Sector Performance Rating (1/2)

Overall

- Impressions of the mining sector are on-balance positive across all aspects of performance, however a sizeable proportion (ranging from 22% to 41%) don't know enough about the sector to provide an assessment across each area.
- The sector performs strongest for creating good paying and stable jobs, contributing to economic development, having a wide-range of jobs and producing the raw materials needed for green energy solutions.

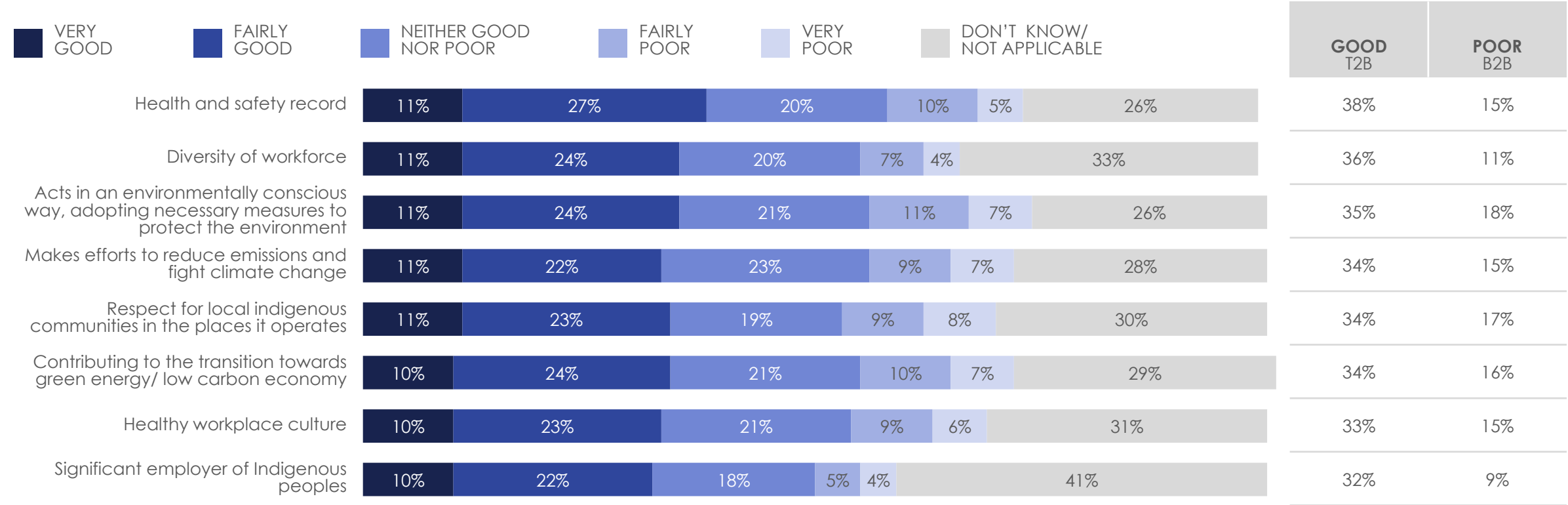


Base: All respondents (n=1970)
 Q15. Thinking about mining specifically, how would you rate the performance of this industry in each of the following areas. Please base your ratings on your own experience, what you may have seen or heard, or just your general impression of the industry.

Mining Sector Performance Rating (2/2)

Overall

- Impressions of the mining sector are lowest (and most negative) for acting in an environmentally conscious way, making efforts to reduce emissions, and contributing to the transition to towards a low carbon economy, as well as for respect for local Indigenous communities, healthy workplace culture and being a significant employer of indigenous people..



Base: All respondents (n=1970)
 Q15. Thinking about mining specifically, how would you rate the performance of this industry in each of the following areas. Please base your ratings on your own experience, what you may have seen or heard, or just your general impression of the industry.

Mining Sector Performance Rating

By Key Subgroup

- Younger Ontarians (specifically those under 45), those with a racialized background and those not born in Canada are more likely to provide positive ratings for acting in an environmentally conscious way, making efforts to reduce emissions, and contributing to the green energy transition. Those with a racialized background and those not born in Canada are also more likely to rate the industry highly for diversity of workforce, career development opportunities, respect for / active member of local communities including Indigenous communities, and healthy workplace culture.
- Residents of Northern Ontario are more likely to have positive impressions of the mining sector across virtually all areas, while residents of Central Ontario provide higher ratings for creating good paying and stable jobs. Those who identify as Indigenous are more likely to provide positive ratings for diversity of workforce and less likely for contributing to the economic development in the places it operates.

% Good (T2B)	TOTAL (n=1970)	Youth 16-28 (n=671)	Central Ontario (n=244)	Northern Ontario (n=270)	Indigenous (n=263)	Racialized (n=680)	Not born in Canada (n=453)	Men (n=831)	Women (n=1114)
Creates good paying, stable jobs in the places it operates	53%	51%	61%	72%	53%	53%	55%	58%	50%
Contributes to the economic development of the places it operates	52%	51%	51%	60%	45%	53%	56%	57%	48%
Wide-range of jobs and occupations	48%	47%	53%	62%	47%	48%	51%	53%	43%
Produces the raw materials needed for green energy solutions, like EV batteries, wind turbines and solar panels	48%	47%	47%	49%	42%	51%	55%	55%	41%
Technological innovation	44%	45%	41%	54%	45%	44%	48%	51%	38%
Career development and training opportunities	42%	43%	42%	60%	48%	45%	48%	45%	40%
Active member of the local communities where it operate	41%	40%	34%	52%	43%	45%	48%	44%	38%
Respects the local communities where it operates	39%	39%	33%	51%	40%	43%	46%	44%	36%
Health and safety record	38%	36%	35%	49%	35%	42%	45%	44%	33%
Diversity of workforce	36%	37%	31%	43%	43%	40%	46%	39%	32%
Acts in an environmentally conscious way, adopting necessary measures to protect the environment	35%	37%	31%	44%	36%	41%	46%	38%	33%
Makes efforts to reduce emissions and fight climate change	34%	35%	28%	39%	29%	39%	43%	38%	31%
Respect for local indigenous communities in the places it operates	34%	36%	28%	41%	33%	40%	45%	40%	29%
Contributing to the transition towards green energy/ low carbon economy	34%	37%	27%	37%	31%	39%	43%	39%	30%
Healthy workplace culture	33%	37%	26%	36%	31%	39%	44%	39%	28%
Significant employer of Indigenous peoples	32%	32%	22%	39%	34%	37%	42%	38%	26%

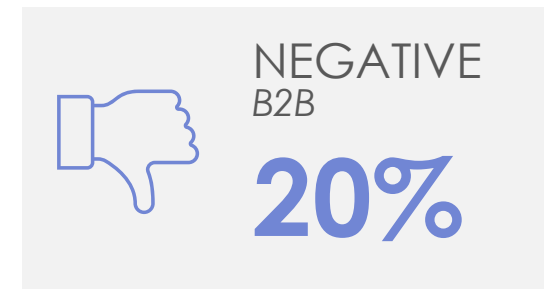
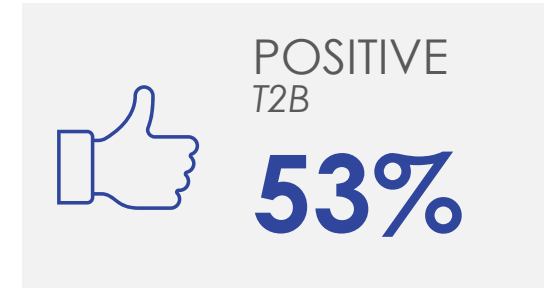
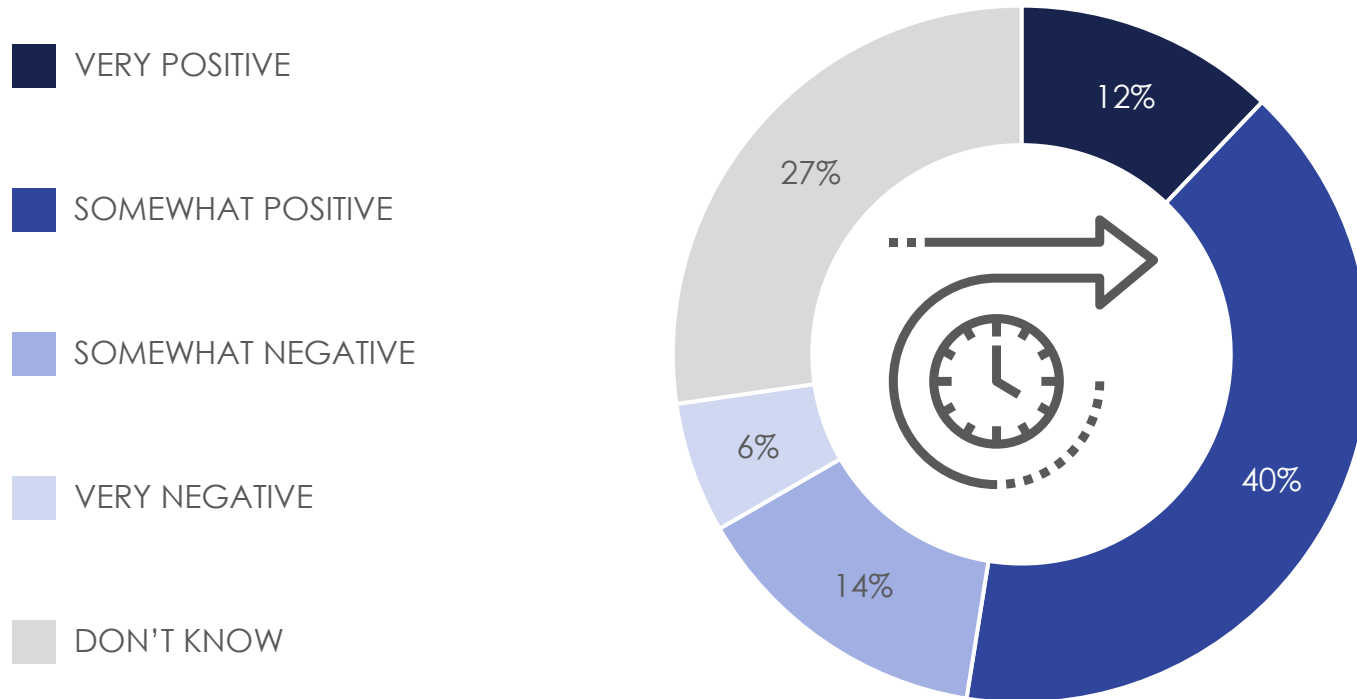
Base: All respondents (n=1970)

Q15. Thinking about mining specifically, how would you rate the performance of this industry in each of the following areas. Please base your ratings on your own experience, what you may have seen or heard, or just your general impression of the industry.

Future Prospects of the Mining Industry in Ontario

Overall

- Just over half of Ontarians have a positive outlook for the future of the mining sector in Ontario, with 12% who view it as very positive and four in ten somewhat positive. Two in ten have a negative outlook, while more than one-quarter don't know enough about the sector to provide an opinion.



Base: All respondents (n=1970)
Q22. When you think about the future prospects of the mining industry in Ontario, how does it make you feel?

Future Prospects of the Mining Industry in Ontario

By Key Subgroup

- Residents of Northern Ontario, those who have a racialized background and those not born in Canada are more likely to have a very positive impression of the future of the mining sector in Ontario, while youth and those who identify as Indigenous are more likely to have a negative outlook for the future of the mining sector in Ontario (however, most view the future in positive terms).
- Men are more likely to have a somewhat positive view, while women are more likely to say they don't know enough to provide an opinion.
- Other notable differences by subgroup include a more negative outlook among those who identify as TSLGBTQ+ (38% vs. 20% overall).

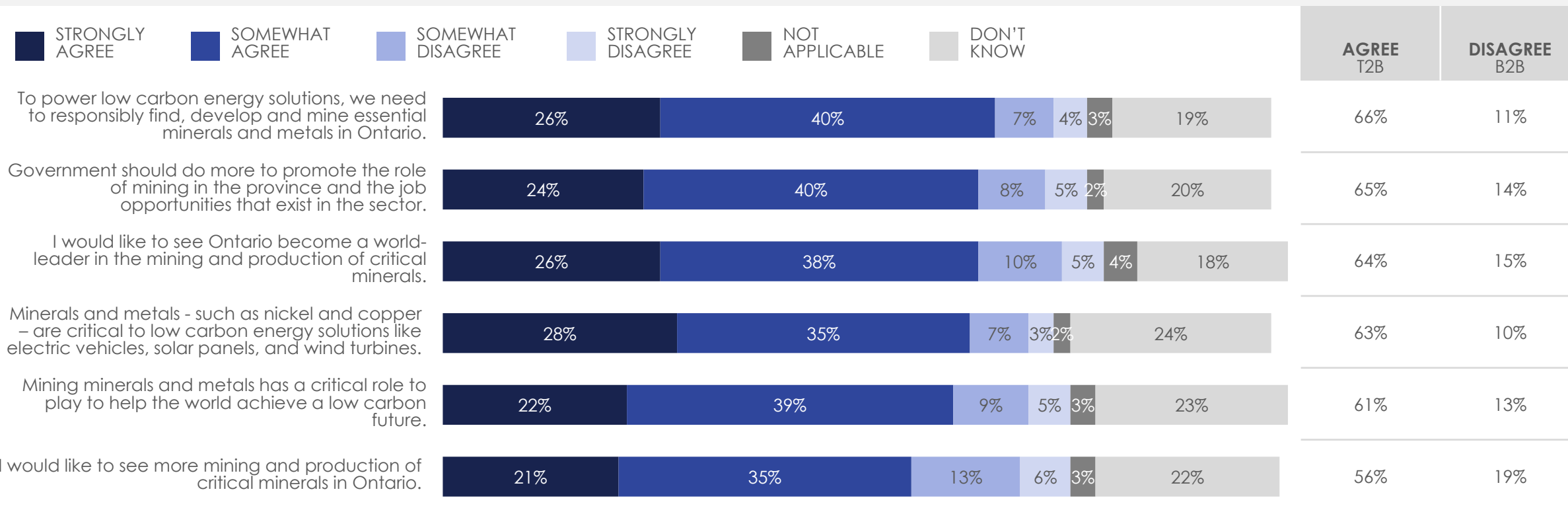
% Positive (T2B)	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1970)	(n=671)	(n=244)	(n=270)	(n=263)	(n=680)	(n=453)	(n=831)	(n=1114)
Positive (T2B)	53%	46%	51%	65%	56%	59%	62%	60%	46%
Very positive	12%	11%	8%	20%	20%	16%	17%	14%	11%
Somewhat positive	40%	36%	43%	45%	35%	43%	44%	47%	35%
Negative (B2B)	20%	25%	19%	14%	27%	20%	19%	19%	20%
Somewhat negative	14%	17%	16%	11%	20%	15%	13%	14%	14%
Very negative	6%	7%	2%	4%	7%	5%	6%	5%	6%
Don't Know	27%	29%	30%	21%	17%	21%	19%	20%	34%

Base: All respondents (n=1970)
Q22. When you think about the future prospects of the mining industry in Ontario, how does it make you feel?

Broader Attitudes towards Mining Sector

Overall

- At roughly two-thirds, the vast majority of Ontarians agree that to power low carbon energy solution, we need to find and develop essential minerals and metals in Ontario, that the government should do more to promote the role of mining and jobs opportunities in the sector, that they would like to see Ontario become a world-leader in the mining and production of critical metals and that these resources are critical to low carbon energy solutions.
- Closer to six in ten agree that mining minerals and metals has a critical role to play to help the world achieve a low carbon future and that they would like to see more mining and production of critical minerals in Ontario.



Base: All respondents (n=1970)
 Q23. Please indicate whether you agree or disagree with each of the following statements.

Broader Attitudes towards Mining Sector

By Key Subgroup

- Those not born in Canada and men are more likely to agree to each statement, while youth and women are less likely (however, most provide positive ratings across all areas). Residents of Northern Ontario are more likely to agree that they want to see more mining and production of critical minerals in Ontario.
- Other notable differences by subgroup include among those who identify as TSLGBTQ+ who are less likely to agree that the government should do more to promote the sector, that they would like to see Ontario become a world-leader in the mining and production of critical minerals and that they want to see more of this done in Ontario.

% Agree (T2B)	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1970)	(n=671)	(n=244)	(n=270)	(n=263)	(n=680)	(n=453)	(n=831)	(n=1114)
To power low carbon energy solutions, we need to responsibly find, develop and mine essential minerals and metals in Ontario.	66%	61%	70%	71%	68%	69%	72%	73%	61%
Government should do more to promote the role of mining in the province and the job opportunities that exist in the sector.	65%	56%	62%	71%	69%	70%	71%	70%	60%
I would like to see Ontario become a world-leader in the mining and production of critical minerals.	64%	52%	65%	70%	63%	67%	70%	71%	59%
Minerals and metals - such as nickel and copper – are critical to low carbon energy solutions like electric vehicles, solar panels, and wind turbines.	63%	57%	68%	66%	68%	68%	69%	71%	57%
Mining minerals and metals has a critical role to play to help the world achieve a low carbon future.	61%	54%	61%	65%	64%	63%	67%	68%	56%
I would like to see more mining and production of critical minerals in Ontario.	56%	46%	57%	65%	59%	56%	59%	64%	49%

Base: All respondents (n=1970)

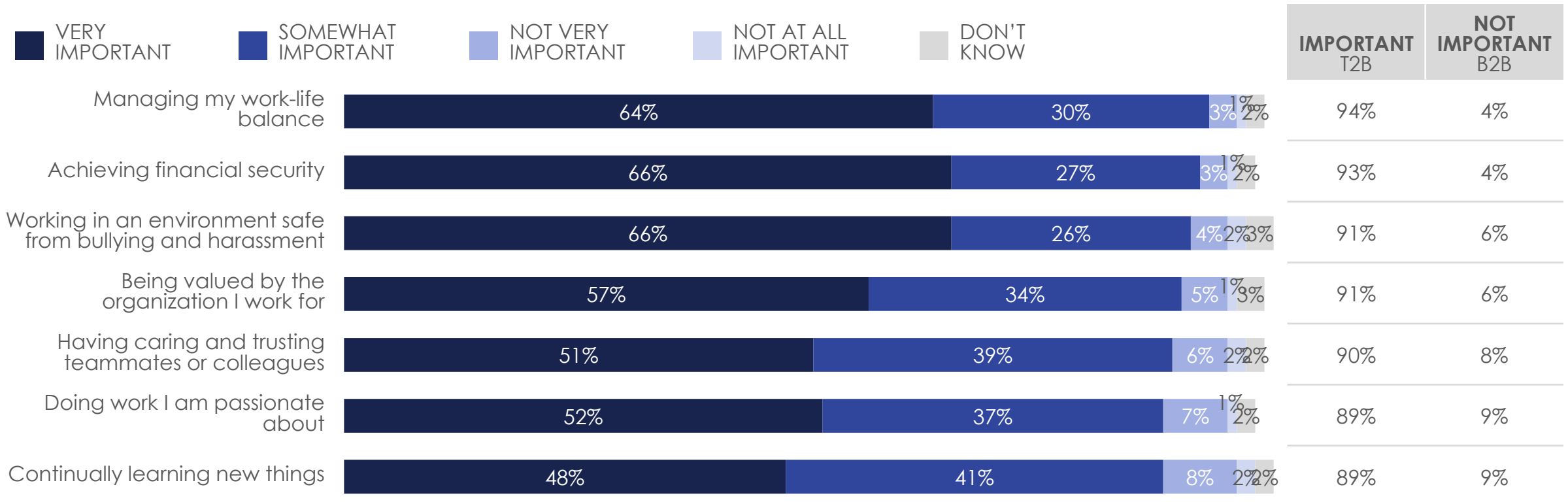
Q23. Please indicate whether you agree or disagree with each of the following statements.

Career Goals and Expectations

Career Goals and Aspirations (1/3)

Overall

- The most important career goals and aspirations to Ontarians include managing work-life balance, achieving financial security, freedom from bullying and harassment and being valued by the organization I work for. Having caring teammates, doing work I am passionate about, continually learning new things and working in a desirable location are also among the most important aspirations.



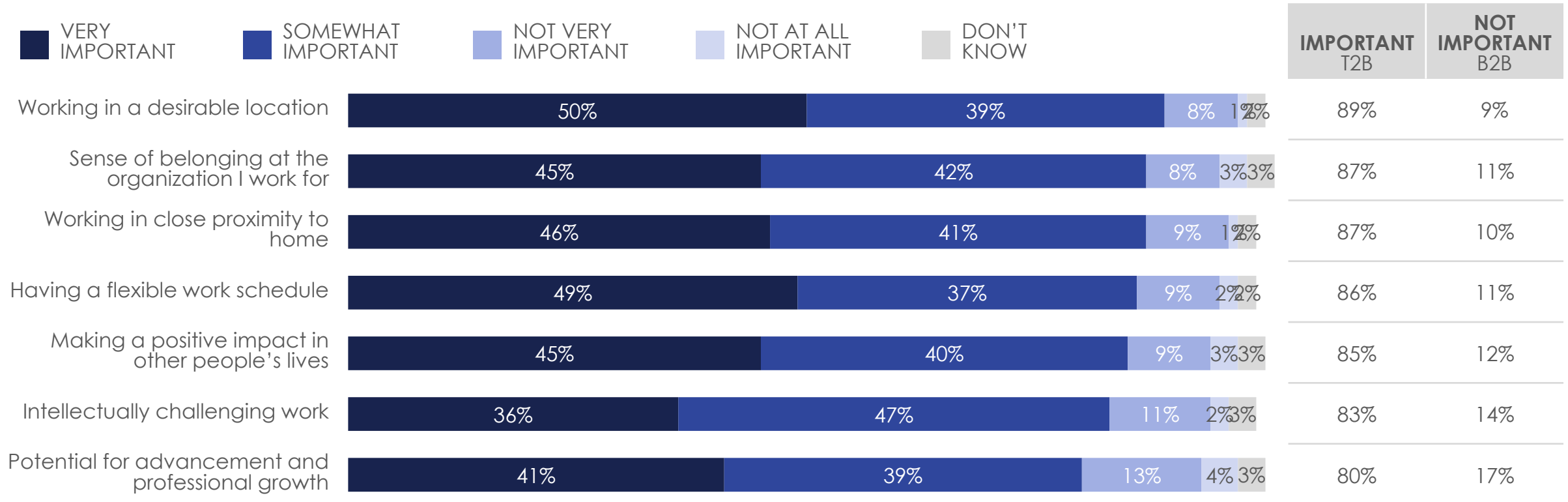
Base: All respondents (n=1970)

Q8. Thinking about your career goals and aspirations, how important are each of the following for you personally?

Career Goals and Aspirations (2/3)

Overall

- Other relatively important career goals and aspirations include having a sense of belonging, working close to home, having a flexible work schedule, making a positive impact in other people's lives, having intellectually challenging work and potential for advancement.



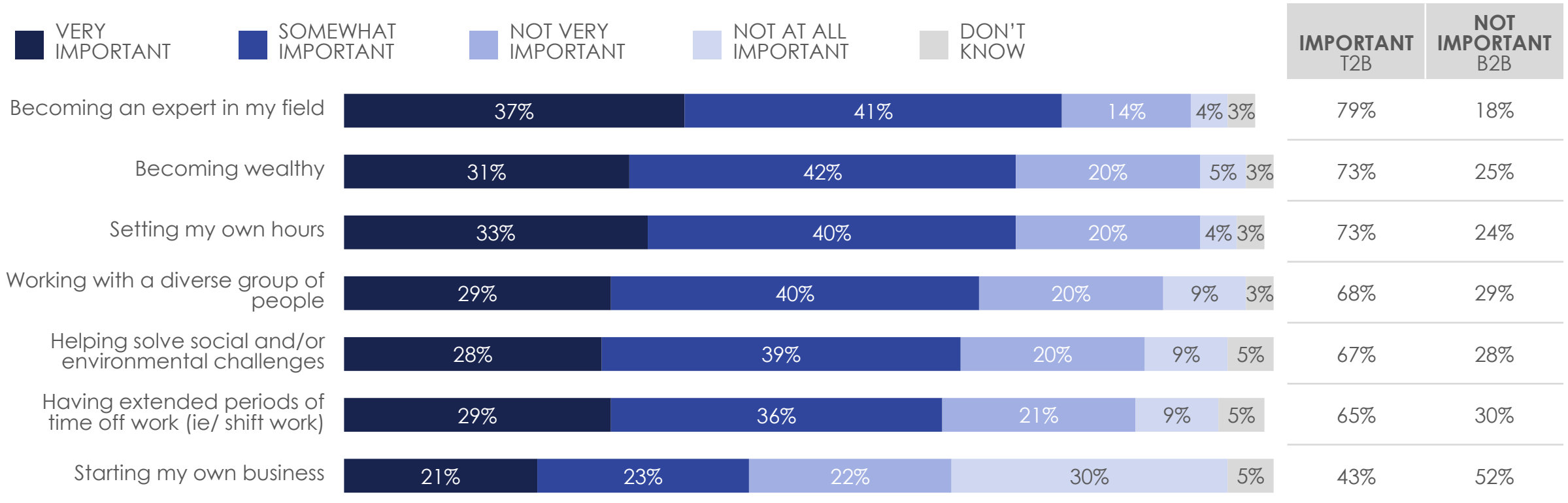
Base: All respondents (n=1970)

Q8. Thinking about your career goals and aspirations, how important are each of the following for you personally?

Career Goals and Aspirations (3/3)

Overall

- Somewhat less important goals and aspirations include becoming an expert in my field, becoming wealthy, setting my own hours, working with a diverse group of people, helping solve social/ environmental challenges and having extended periods of time off work.
- The least important goal by far is starting my own businesses.



Base: All respondents (n=1970)

Q8. Thinking about your career goals and aspirations, how important are each of the following for you personally?

Career Goals and Aspirations (1/2)

By Key Subgroup

- Youth are more likely to report that potential for advancement, becoming wealthy, working with a diverse group of people and starting my own business are important career goals and aspirations.
- Those not born in Canada and those with a racialized background are more likely to say that several goals and aspirations are important to them of which the largest gaps are for starting my own business, helping to solve social and/ or environmental challenges, working with a diverse group of people, becoming wealthy and potential for advancement.
- Women are more likely to report that several goals and aspirations are important to them of which the largest gaps are for working with a diverse group of people, freedom from bullying and harassment and doing work I am passionate about, while men are more likely to say that starting my own business is an important goal and aspiration.
- Those who identify as Indigenous are more likely to say they don't know, however among those who express an opinion results are consistent with overall.

% Important (T2B)	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1970)	(n=671)	(n=244)	(n=270)	(n=263)	(n=680)	(n=453)	(n=831)	(n=1114)
Managing my work-life balance	94%	92%	95%	91%	81%	95%	95%	92%	95%
Achieving financial security	93%	93%	94%	93%	81%	96%	96%	92%	95%
Working in an environment safe from bullying and harassment	91%	91%	90%	90%	78%	95%	95%	88%	94%
Being valued by the organization I work for	91%	89%	91%	92%	82%	92%	93%	89%	93%
Having caring and trusting teammates or colleagues	90%	91%	85%	90%	82%	91%	92%	87%	92%
Doing work I am passionate about	89%	89%	89%	89%	79%	93%	95%	86%	92%
Continually learning new things	89%	88%	89%	90%	80%	89%	91%	86%	91%
Working in a desirable location	89%	87%	89%	87%	80%	92%	91%	87%	91%
Sense of belonging at the organization I work for	87%	85%	86%	88%	79%	89%	91%	84%	89%
Working in close proximity to home	87%	83%	86%	85%	78%	86%	86%	86%	89%

Base: All respondents (n=1970)

Q8. Thinking about your career goals and aspirations, how important are each of the following for you personally?

Career Goals and Aspirations (2/2)

By Key Subgroup

% Important (T2B)	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1970)	(n=671)	(n=244)	(n=270)	(n=263)	(n=680)	(n=453)	(n=831)	(n=1114)
Having a flexible work schedule	86%	86%	85%	82%	75%	92%	92%	84%	88%
Making a positive impact in other people's lives	85%	85%	86%	88%	76%	87%	91%	83%	87%
Intellectually challenging work	83%	80%	82%	83%	68%	87%	92%	84%	83%
Potential for advancement and professional growth	80%	88%	78%	79%	74%	90%	90%	79%	81%
Becoming an expert in my field	79%	81%	72%	80%	65%	86%	89%	78%	79%
Becoming wealthy	73%	81%	62%	67%	61%	83%	85%	74%	72%
Setting my own hours	73%	70%	73%	64%	67%	77%	80%	73%	73%
Working with a diverse group of people	68%	74%	62%	62%	65%	79%	80%	63%	74%
Helping solve social and/or environmental challenges	67%	70%	63%	63%	66%	79%	82%	65%	69%
Having extended periods of time off work (i.e., shift work)	65%	68%	63%	61%	61%	71%	71%	67%	64%
Starting my own business	43%	49%	30%	33%	41%	56%	62%	49%	38%

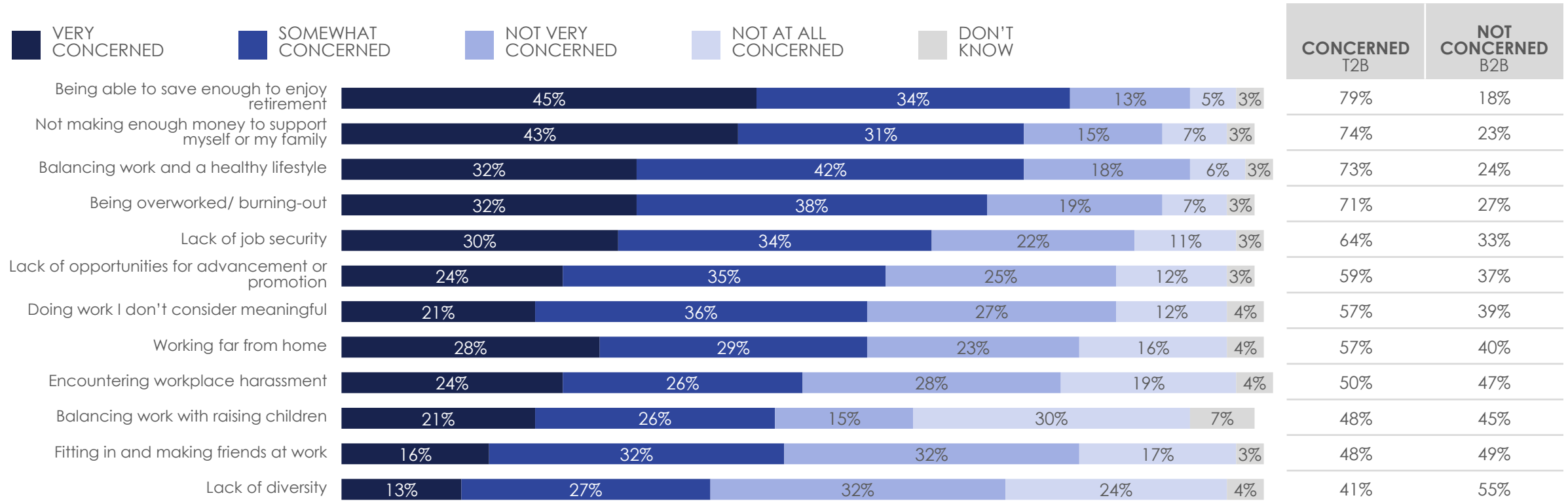
Base: All respondents (n=1970)

Q8. Thinking about your career goals and aspirations, how important are each of the following for you personally?

Concern About Challenges During Career

Overall

- The most concerning potential challenge Ontarians may encounter in their career is being able to save enough for retirement, followed by not making enough to support themselves or their family, balancing work and a healthy lifestyle and being overworked. Other prominent concerns include a lack of job security or opportunities for advance, not doing meaningful work or working far from home.



Base: All respondents (n=1970)

Q9. And, how concerned are you about encountering the following types of challenges in your career?

Concern About Challenges During Career

By Key Subgroup

- Youth are more likely to express concern about several potential challenges of which the largest gaps are for a lack of opportunities for advancement, lack of diversity, fitting in and making friends at work, encountering workplace harassment and balancing work with raising children.
- Those not born in Canada and those with a racialized background are more likely to say they are concerned about several potential challenges of which the largest gaps are for a lack of opportunities for advancement, lack of job security, lack of diversity, balancing work with raising children and encountering workplace harassment.
- Women are more likely to express concern about being overworked, not making enough money to support themselves or their family, balancing work and a healthy lifestyle, being able to save enough for retirement, and encountering workplace harassment.
- Those who identify as Indigenous are more likely to say they don't know, however among those who express an opinion results are consistent with overall opinion.

% Concerned (T2B)	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1970)	(n=671)	(n=244)	(n=270)	(n=263)	(n=680)	(n=453)	(n=831)	(n=1114)
Being able to save enough to enjoy retirement	79%	79%	78%	79%	67%	85%	87%	75%	82%
Not making enough money to support myself or my family	74%	81%	74%	70%	66%	84%	85%	69%	79%
Balancing work and a healthy lifestyle	73%	78%	70%	69%	60%	83%	83%	68%	79%
Being overworked/ burning-out	71%	78%	71%	67%	62%	82%	79%	66%	75%
Lack of job security	64%	73%	60%	54%	59%	80%	80%	63%	65%
Lack of opportunities for advancement or promotion	59%	74%	56%	48%	53%	76%	76%	59%	60%
Doing work I don't consider meaningful	57%	63%	53%	45%	47%	68%	71%	56%	58%
Working far from home	57%	61%	50%	45%	48%	67%	73%	57%	56%
Encountering workplace harassment	50%	60%	46%	44%	45%	64%	68%	46%	53%
Balancing work with raising children	48%	57%	43%	39%	42%	63%	68%	48%	48%
Fitting in and making friends at work	48%	60%	41%	39%	42%	62%	63%	47%	49%
Lack of diversity	41%	54%	34%	29%	38%	56%	56%	39%	42%

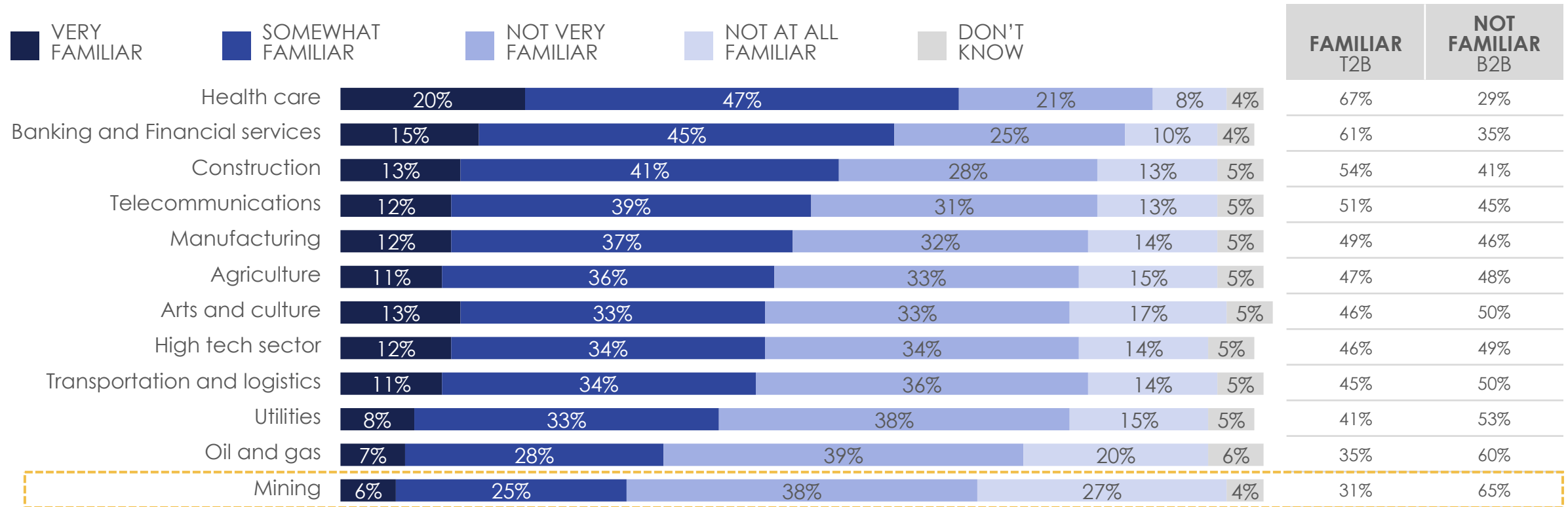
Base: All respondents (n=1970)

Q9. And, how concerned are you about encountering the following types of challenges in your career?

Familiarity With Jobs Within Each Industry

Overall

- At two-thirds, Ontarians are most likely to say they are familiar with jobs in the health care sector, followed by banking or financial services. Closer to half report they are familiar with jobs in construction, telecommunications and manufacturing.
- At roughly one-third, familiarity is lowest for jobs in the oil and gas and mining sectors.



Base: All respondents (n=1970)
 Q13. How familiar are you with the types of careers and jobs that exist in each of the following sectors?

Familiarity With Jobs Within Each Industry

By Key Subgroup

- Youth are more likely to report being familiar with jobs in arts and culture, health care and oil and gas.
- Those not born in Canada and those with a racialized background are more likely to be familiar with jobs in most sectors of which the largest gaps are for high tech, telecommunications, and arts and culture.
- Residents of Northern Ontario are much more likely to be familiar with jobs in the mining sector and to a lesser extent construction, while residents of Central Ontario are more likely to be familiar with jobs in manufacturing, agriculture and construction. Those who identify as Indigenous are more likely to be familiar with jobs in the mining sector.
- Men are more likely to say they are familiar with jobs in most sectors with the exception of health care and arts and culture where women are more familiar.

% Familiar (T2B)	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1970)	(n=671)	(n=244)	(n=270)	(n=263)	(n=680)	(n=453)	(n=831)	(n=1114)
Health care	67%	72%	69%	68%	64%	69%	69%	63%	72%
Banking and Financial services	61%	65%	58%	55%	56%	68%	69%	60%	62%
Construction	54%	54%	61%	59%	51%	56%	55%	56%	52%
Telecommunications	51%	49%	49%	42%	44%	63%	65%	54%	47%
Manufacturing	49%	46%	61%	44%	46%	55%	59%	58%	41%
Agriculture	47%	49%	54%	44%	50%	47%	48%	48%	47%
Arts and culture	46%	59%	40%	35%	49%	57%	55%	42%	48%
High tech sector	46%	49%	40%	30%	45%	59%	62%	52%	41%
Transportation and logistics	45%	48%	48%	41%	48%	51%	54%	51%	40%
Utilities	41%	43%	45%	38%	44%	48%	50%	46%	37%
Oil and gas	35%	39%	34%	34%	37%	42%	43%	41%	28%
Mining	31%	32%	27%	44%	47%	36%	35%	37%	26%

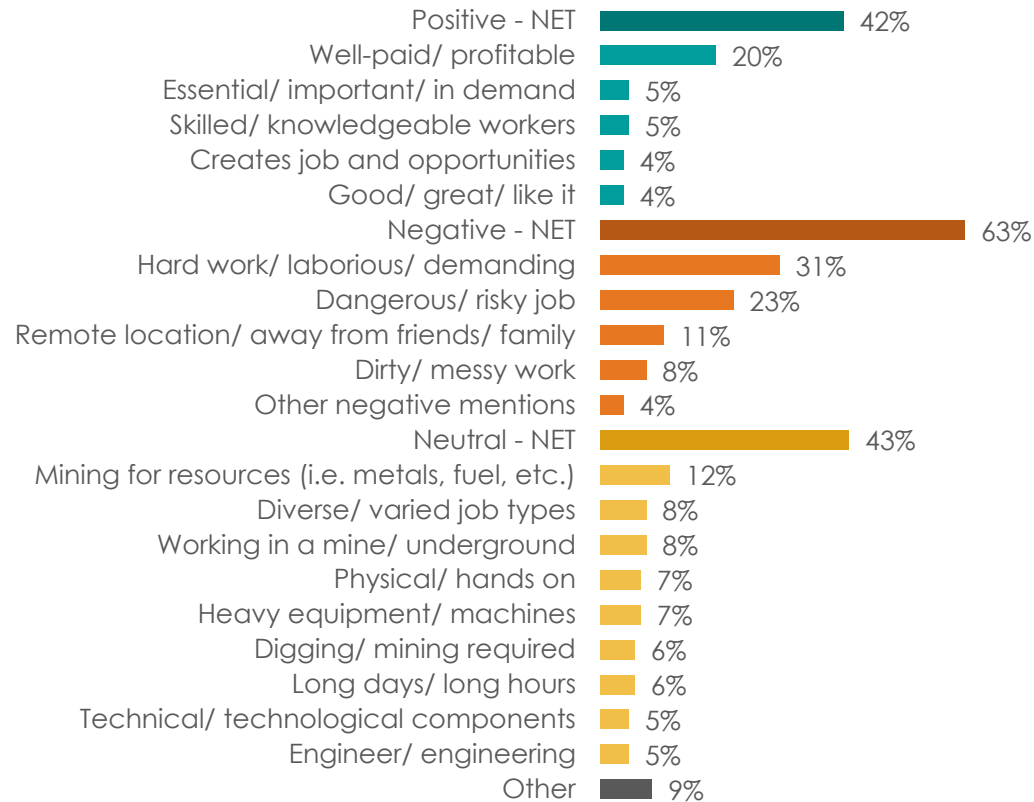
Base: All respondents (n=1970)

Q13. How familiar are you with the types of careers and jobs that exist in each of the following sectors?

Impression Of Jobs In The Mining Sector

Overall

- On an unaided basis, most of those familiar with jobs in the mining sector would describe them in negative terms including hard work/ laborious/ demanding, dangerous/ risky, in remote locations away from family and friends, and dirty/ messy work. The most common positive comments relate to being well-paid, essential, and skilled, while jobs in the sector are also seen to include diverse/ varied job types and to be predominately underground (i.e., working in a mine).



Base: Familiar with jobs mining sector, excluding those who didn't provide a response (n=458) *mentions of less than 4% not shown
 Q14. In your own words, how would you describe jobs in the mining sector?

Impression Of Jobs In The Mining Sector (1/2)

By Key Subgroup

- Residents of Northern Ontario and to a lesser extent those who identify as Indigenous and residents of Central Ontario are more likely to describe jobs in the mining sector in positive terms. Those in Northern Ontario are more likely to view them as being well-paid and as creating jobs and opportunities. Those in Central Ontario are also more likely to view them as being well-paid, and those who identify as Indigenous to express general positive sentiment (i.e., good/ great).
- Women are more likely to view jobs in the mining sector as in remote locations (away from family/ friends) and dirty/ messy work.
- Notably, youth are less likely to describe jobs in the mining sector as well-paid.

	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=458)	(n=136)	(n=50)	(n=102)	(n=103)	(n=168)	(n=111)	(n=242)	(n=212)
Positive - NET	42%	38%	47%	57%	50%	42%	41%	40%	44%
Well-paid/ profitable	20%	12%	32%	33%	27%	18%	14%	21%	19%
Essential/ important/ in demand	5%	8%	2%	5%	9%	8%	8%	4%	6%
Skilled/ knowledgeable workers	5%	4%	5%	8%	1%	5%	8%	4%	7%
Creates job and opportunities	4%	3%	1%	12%	4%	4%	4%	3%	5%
Good/ great/ like it	4%	8%	5%	5%	12%	4%	3%	5%	3%
Negative - NET	63%	55%	62%	57%	60%	56%	54%	59%	67%
Hard work/ laborious/ demanding	31%	29%	21%	20%	40%	31%	27%	31%	30%
Dangerous/ risky job	23%	20%	26%	26%	17%	19%	21%	22%	25%
Remote location/ away from friends/ family	11%	9%	8%	15%	10%	8%	5%	7%	16%
Dirty/ messy work	8%	5%	16%	5%	5%	5%	2%	4%	14%
Other negative mentions	4%	4%	4%	8%	8%	3%	2%	5%	4%

Base: Familiar with jobs mining sector, excluding those who didn't provide a response (n=458) *mentions of less than 4% not shown
 Q14. In your own words, how would you describe jobs in the mining sector?

Impression Of Jobs In The Mining Sector (2/2)

By Key Subgroup

- Those not born in Canada are more likely to describe jobs in the mining sector in neutral terms including the connection to resource extraction and the engineering profession.

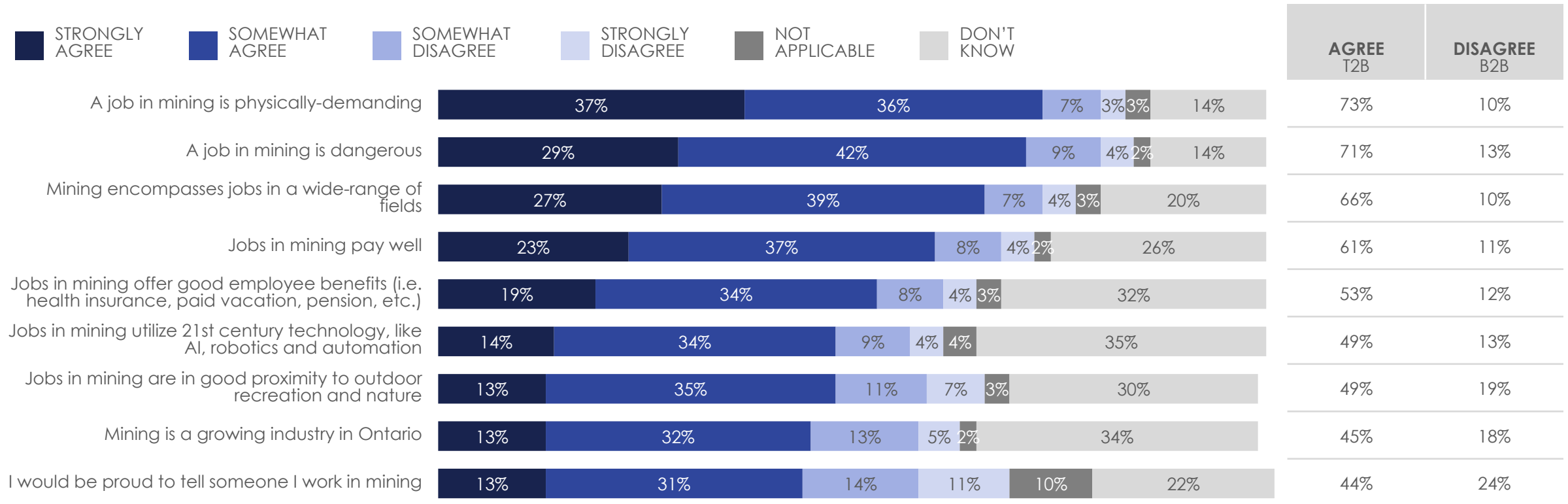
	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=458)	(n=136)	(n=50)	(n=102)	(n=103)	(n=168)	(n=111)	(n=242)	(n=212)
Neutral - NET	43%	41%	47%	39%	26%	48%	51%	44%	42%
Mining for resources (i.e. metals, fuel, etc.)	12%	16%	17%	6%	7%	17%	23%	13%	12%
Diverse/ varied job types	8%	8%	12%	8%	2%	7%	10%	11%	4%
Working in a mine/ underground	8%	12%	10%	12%	3%	8%	8%	8%	8%
Physical/ hands on	7%	11%	4%	5%	3%	6%	11%	7%	6%
Heavy equipment/ machines	7%	8%	10%	6%	5%	8%	11%	9%	4%
Digging/ mining required	6%	4%	9%	9%	2%	7%	9%	8%	3%
Long days/ long hours	6%	4%	12%	9%	6%	4%	1%	4%	8%
Technical/ technological components	5%	11%	-	5%	3%	7%	7%	5%	5%
Engineer/ engineering	5%	3%	2%	4%	-	2%	9%	5%	4%
Other	9%	3%	11%	14%	5%	7%	10%	11%	7%

Base: Familiar with jobs mining sector, excluding those who didn't provide a response (n=458) *mentions of less than 4% not shown
Q14. In your own words, how would you describe jobs in the mining sector?

Impressions of Jobs in Mining Sector (1/2)

Overall

- At more than seven in ten, Ontarians are most likely to view jobs in mining as physically-demanding and dangerous. Two-thirds agree that mining encompasses jobs in a wide-range of fields, followed by six in ten who think they pay well and closer to half that they offer good employee benefits, utilize 21st century technology and are in good proximity to outdoor recreation and nature.
- As observed with other measures related to the mining sector, a sizeable proportion report they don't know enough to provide an opinion.

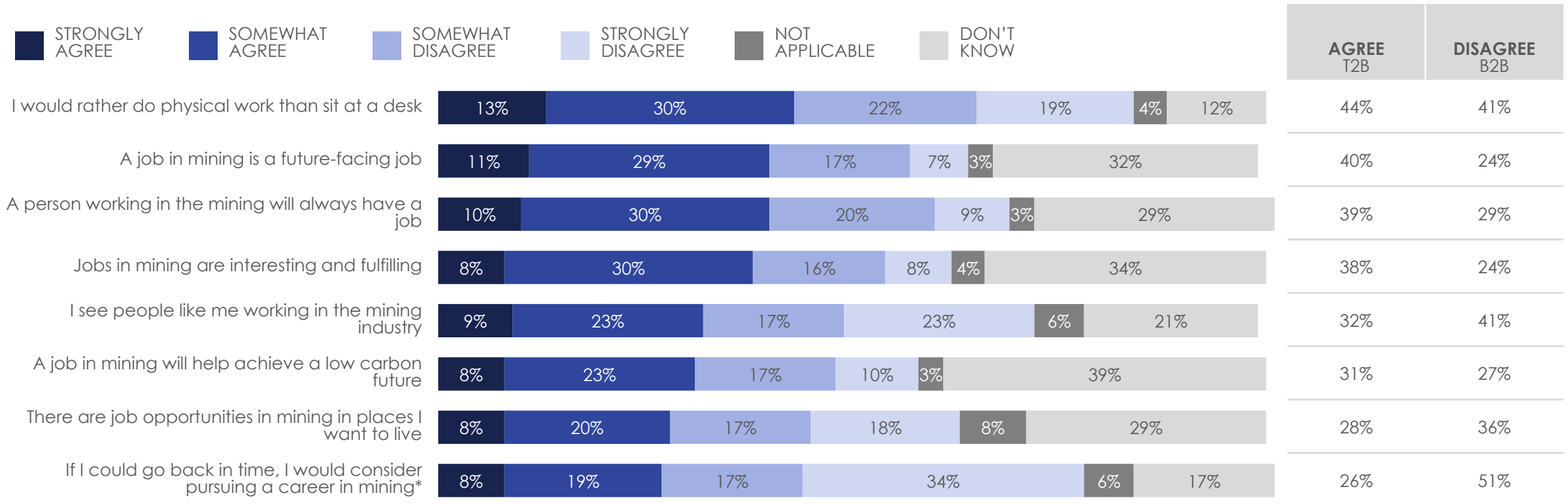


Base: All respondents (n=1970)
 Q16. Please indicate whether you agree or disagree with each of the following statements.

Impressions of Jobs in Mining Sector (2/2)

Overall

- Ontarians are least likely to agree (and most likely to disagree) that if they could go back in time they would consider a career in mining, that there are job opportunities in places they want to live, that they see people like themselves working in mining and that a job in mining will help achieve a low carbon future.



Base: All respondents (n=1970) *asked among those Employed full-time, part-time or self-employed (n=1516)
 Q16. Please indicate whether you agree or disagree with each of the following statements.

Impressions of Jobs in Mining Sector (1/2)

By Key Subgroup

- Residents of Northern Ontario and men are more likely to agree to nearly all positive aspects of jobs in mining and particularly that the sector is growing in Ontario, they pay well, have good employee benefits, that they see people like themselves working in the sector, and would be proud to tell someone they work in mining.
- Those with a racialized background and those not born in Canada are more likely to agree that if they could go back in time they would consider a career in the sector, there are job opportunities in places they want to live, a job in mining will help achieve a low carbon future, jobs in mining are interesting and fulfilling, they see people like themselves working in the sector, and a job in mining is future-facing. Those not born in Canada are also more likely to agree they have good employee benefits and that someone working in mining will always have a job.
- Youth are less likely to agree that jobs in mining pay well, have good employee benefits, is a growing industry in Ontario, are future-facing jobs, encompass a wide-range of fields and utilize the latest technology.
- Women are more likely to say they don't know enough to provide an opinion across nearly all areas.

% Agree (T2B)	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1970)	(n=671)	(n=244)	(n=270)	(n=263)	(n=680)	(n=453)	(n=831)	(n=1114)
A job in mining is physically-demanding	73%	71%	77%	76%	70%	72%	73%	75%	72%
A job in mining is dangerous	71%	69%	72%	77%	70%	75%	71%	72%	70%
Mining encompasses jobs in a wide-range of fields	66%	59%	69%	74%	63%	67%	66%	71%	62%
Jobs in mining pay well	61%	52%	64%	80%	65%	62%	61%	68%	54%
Jobs in mining offer good employee benefits	53%	47%	55%	68%	53%	55%	58%	60%	47%
Jobs in mining utilize 21st century technology, like AI, robotics and automation	49%	44%	47%	49%	45%	51%	51%	56%	42%
Jobs in mining are in good proximity to outdoor recreation and nature	49%	50%	49%	53%	47%	50%	47%	57%	41%
Mining is a growing industry in Ontario	45%	40%	44%	66%	46%	48%	48%	51%	41%
I would be proud to tell someone I work in mining	44%	40%	43%	56%	48%	48%	47%	54%	36%
I would rather do physical work than sit at a desk	44%	41%	49%	52%	46%	44%	44%	47%	41%

Base: All respondents (n=1970) *asked among those Employed full-time, part-time or self-employed (n=1516)
Q16. Please indicate whether you agree or disagree with each of the following statements.

Impressions of Jobs in Mining Sector (2/2)

By Key Subgroup

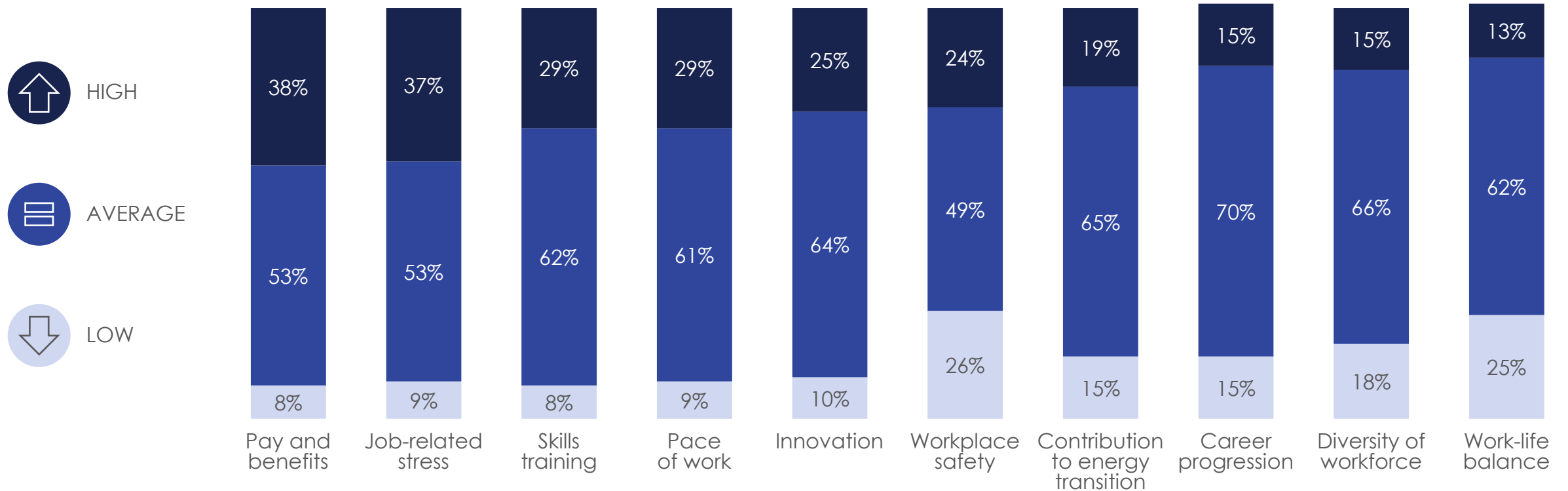
% Agree (T2B)	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1970)	(n=671)	(n=244)	(n=270)	(n=263)	(n=680)	(n=453)	(n=831)	(n=1114)
A job in mining is a future-facing job	40%	36%	40%	49%	43%	45%	45%	45%	36%
A person working in the mining will always have a job	39%	41%	42%	40%	35%	43%	47%	45%	35%
Jobs in mining are interesting and fulfilling	38%	35%	34%	46%	40%	44%	45%	44%	34%
I see people like me working in the mining industry	32%	31%	29%	46%	37%	37%	39%	39%	25%
A job in mining will help achieve a low carbon future	31%	33%	25%	31%	32%	38%	38%	35%	27%
There are job opportunities in mining in places I want to live	28%	28%	21%	38%	34%	36%	38%	35%	22%
If I could go back in time, I would consider pursuing a career in mining*	26%	30%	21%	27%	33%	36%	35%	32%	20%

Base: All respondents (n=1970) *asked among those Employed full-time, part-time or self-employed (n=1516)
Q16. Please indicate whether you agree or disagree with each of the following statements.

Relative Ranking of Mining Industry

Overall

- Most Ontarians rate the mining sector as average relative to other industries across all areas.
- Mining is most likely to be rated higher than other industries for pay and benefits, job-related stress and to a lesser extent skills training, pace of work, and innovation. The sector is most likely to be rated lower compared to other industries for workplace safety and work-life balance.
- Notably, impressions are more divided for the contribution to energy transition, career progression and diversity of workforce.



Base: All respondents (n=1970)
 Q18. For each of the following, which term – “low”, “average” or “high” – best describes the mining industry, relative to other industries?

Relative Ranking of Mining Industry

By Key Subgroup

- Residents of Northern Ontario are more likely to rate the sector higher for pay and benefits, skills training, workplace safety, and career progression.
- Youth are more likely to rate the mining sector higher relative to other industries for contributing to the energy transition, work-life balance, and career progression and less likely for pay and benefits.
- Similarly, those with a racialized background and those not born in Canada are more likely to rate the sector higher for contributing to the energy transition, diversity of workforce, and career progression. Those with a racialized background are also more likely to rate the sector higher for work-life balance.
- Those who identify as Indigenous are more likely to rate mining higher for workplace safety.
- Men are more likely to rate the industry higher for career progression.

% High	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1970)	(n=671)	(n=244)	(n=270)	(n=263)	(n=680)	(n=453)	(n=831)	(n=1114)
Pay and benefits	38%	34%	40%	55%	42%	37%	35%	41%	36%
Job-related stress	37%	41%	36%	36%	38%	41%	39%	36%	38%
Skills training	29%	33%	26%	40%	30%	30%	31%	29%	30%
Pace of work	29%	31%	35%	32%	34%	31%	27%	31%	27%
Innovation	25%	24%	26%	28%	21%	27%	25%	27%	24%
Workplace safety	24%	22%	28%	33%	31%	22%	20%	23%	24%
Contribution to energy transition	19%	24%	19%	13%	16%	25%	24%	21%	18%
Career progression	15%	18%	12%	21%	15%	19%	19%	17%	13%
Diversity of workforce	15%	17%	10%	14%	13%	20%	20%	16%	13%
Work-life balance	13%	15%	13%	11%	14%	17%	15%	13%	12%

Base: All respondents (n=1970)

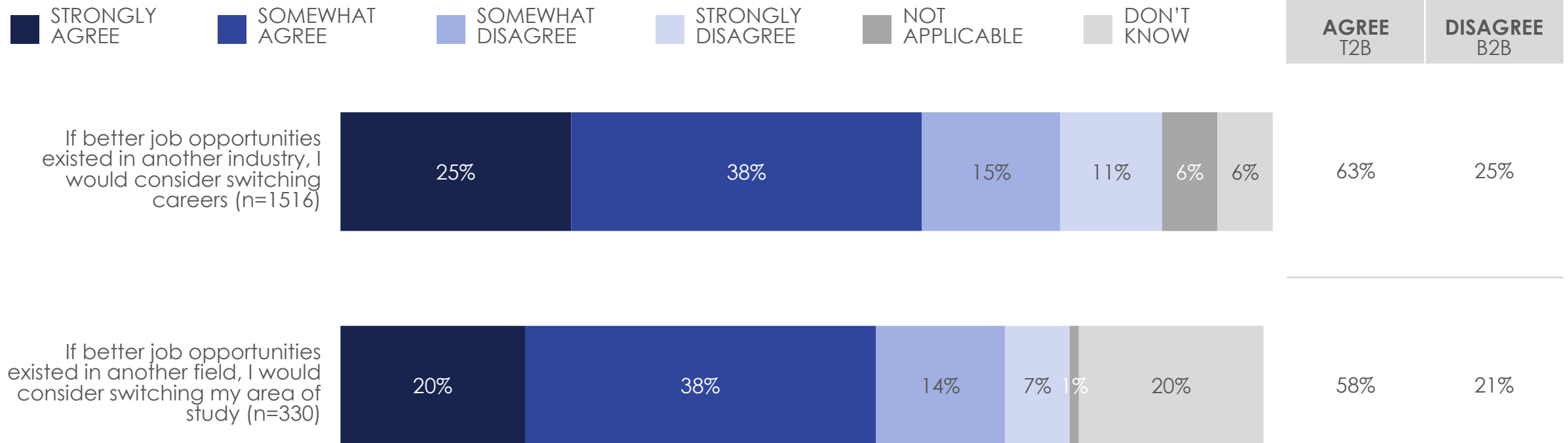
Q18. For each of the following, which term – “low”, “average” or “high” – best describes the mining industry, relative to other industries?

Motivations to consider a job in mining

Receptivity to change for better job opportunity

Overall

- Two-thirds of those currently employed would consider switching careers if a better job opportunity existed in another industry, while slightly fewer full-time students would consider switching areas of study if a better job opportunity existed in a different field.



Base: Varies by statement
Q10. Please rate the extent to which you agree or disagree with the following statements.

Receptivity to change for better job opportunity

By Key Subgroup

- Youth, those not born in Canada and those with a racialized background who are currently employed are more likely to say they would consider switching careers if a better job opportunity existed in another industry.
- Full-time students who are residents of Northern Ontario and those who identify as Indigenous are more likely to say they don't know (however, among those who provide a response results are consistent with overall).

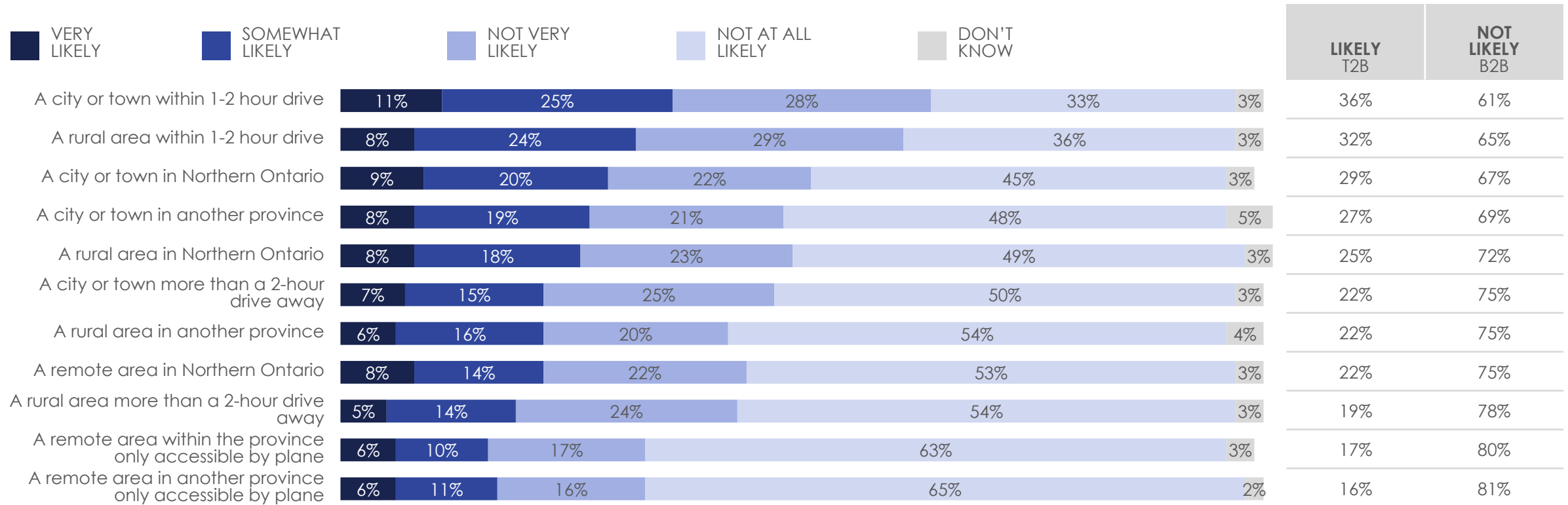
% Agree (T2B)	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
Base: Employed full-time, part-time or self-employed	(n=1516)	(n=391)	(n=194)	(n=237)	(n=221)	(n=472)	(n=324)	(n=673)	(n=831)
If better job opportunities existed in another industry, I would consider switching careers	63%	78%	60%	58%	65%	78%	74%	65%	61%
Base: Full-time student, Student and employed full-time or Student and employed part-time	(n=330)	(n=197)	(n=28)	(n=46)	(n=72)	(n=145)	(n=77)	(n=114)	(n=208)
If better job opportunities existed in another field, I would consider switching my area of study	58%	58%	65%	22%	23%	70%	68%	56%	59%

Base: Varies by statement
Q10. Please rate the extent to which you agree or disagree with the following statements.

Likelihood to Consider Moving For Opportunities

Overall

- The majority of Ontarians report they are not likely to consider moving if a better job opportunity became available in any of the locations asked about.
- At nearly four in ten, Ontarians are most receptive to moving to a city or town within a 1-2 hour drive (36%), followed by a rural area within a 1-2 hour drive (32%), a city or town in Northern Ontario (29%), a city or town in another province (27%) or a rural area in Northern Ontario (25%).



Base: All respondents (n=1970)
 Q11. If a better job opportunity was available, how likely would you be to consider moving to each of the following locations.

Likelihood to Consider Moving For Opportunities

By Key Subgroup

- Youth, those who identify as Indigenous, those not born in Canada and those with a racialized background are more likely to be willing to consider moving to all potential locations if a better job opportunity.
- The largest gaps among youth are for a city or town within a 1-2 hour drive, a rural area within a 1-2 hour drive, a city or town in another province, a remote area in Northern Ontario, and a city or town more than a 2 hour drive away; among those not born in Canada and those with a racialized background, the largest gaps are for a city or town within a 1-2 hour drive, a city or town in another province, a rural area within a 1-2 hour drive, and a city or town in Northern Ontario; and among those who identify as Indigenous for any location in Northern Ontario.

% Likely (T2B)	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1970)	(n=671)	(n=244)	(n=270)	(n=263)	(n=680)	(n=453)	(n=831)	(n=1114)
A city or town within 1-2 hour drive	36%	53%	33%	26%	44%	53%	50%	39%	34%
A rural area within 1-2 hour drive	32%	45%	39%	28%	43%	43%	40%	35%	30%
A city or town in Northern Ontario	29%	38%	23%	52%	44%	39%	38%	32%	27%
A city or town in another province	27%	39%	18%	18%	31%	41%	37%	28%	25%
A rural area in Northern Ontario	25%	34%	19%	45%	40%	33%	33%	28%	23%
A city or town more than a 2-hour drive away	22%	32%	13%	16%	27%	31%	30%	24%	21%
A rural area in another province	22%	30%	14%	13%	30%	31%	31%	24%	20%
A remote area in Northern Ontario	22%	33%	18%	30%	35%	30%	29%	24%	20%
A rural area more than a 2-hour drive away	19%	26%	13%	14%	26%	25%	24%	22%	17%
A remote area within the province only accessible by plane	17%	26%	13%	15%	22%	24%	24%	20%	14%
A remote area in another province only accessible by plane	16%	25%	12%	14%	23%	23%	23%	19%	14%

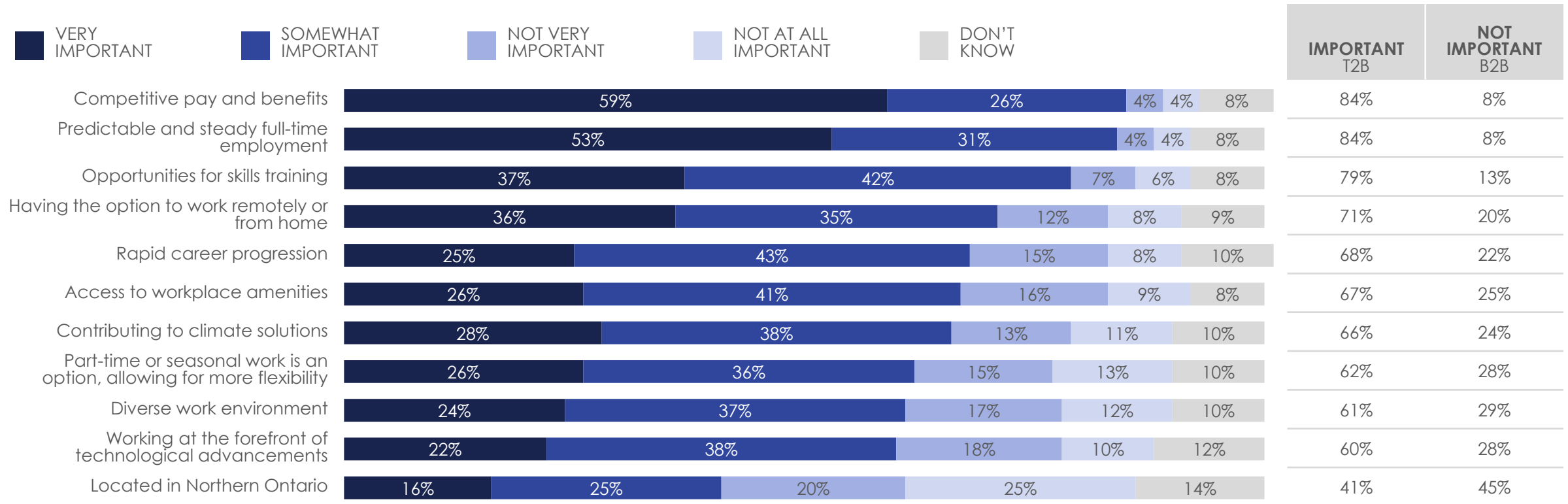
Base: All respondents (n=1970)

Q11. If a better job opportunity was available, how likely would you be to consider moving to each of the following locations.

Motivations for Pursuing Mining Career

Overall

- By far, the most important aspects to considering a career in mining are competitive pay and benefits and predictable and steady full-time employment, followed by opportunities for skills training. Other aspects considered more important include having the option to work remotely, rapid career progression, access to workplace amenities and contributing to climate solutions.
- The least important aspect is being located in Northern Ontario.



Base: All Respondents (n=1970)

Q17. If you were to consider switching jobs, how important would each of the following be for you, in terms of enticing you to consider pursuing a career in mining? / How important are each of the following for you, in terms of enticing you to consider pursuing a career in mining? / How important do you think each of the following would be for your child, in terms of enticing them to consider pursuing a career in mining?

Motivations for Pursuing Mining Career

By Key Subgroup

- Youth are more likely to place importance on a diverse work environment, the option for part-time or seasonal work and access to workplace amenities.
- Residents of Northern Ontario are more likely to feel that being located in Northern Ontario (in particular) and competitive pay and benefits are important. Those who identify as Indigenous also place more importance on being located in Northern Ontario.
- Those with a racialized background and those not born in Canada are more likely to feel most aspects are important of which the largest gaps are for the option for part-time or seasonal work, a diverse work environment, working at the forefront of technological advancement, rapid career progression, and being located in Northern Ontario.
- Men are more likely to feel that competitive pay and benefits and working at the forefront of technological advancement are important.

% Important (T2B)	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1970)	(n=671)	(n=244)	(n=270)	(n=263)	(n=680)	(n=453)	(n=831)	(n=1114)
Competitive pay and benefits	84%	80%	89%	91%	74%	87%	87%	87%	83%
Predictable and steady full-time employment	84%	82%	88%	89%	75%	85%	86%	86%	83%
Opportunities for skills training	79%	77%	79%	85%	74%	84%	85%	81%	77%
Having the option to work remotely or from home	71%	73%	73%	67%	65%	76%	77%	71%	71%
Rapid career progression	68%	72%	68%	69%	66%	78%	79%	70%	66%
Access to workplace amenities	67%	72%	66%	69%	63%	76%	79%	68%	66%
Contributing to climate solutions	66%	67%	60%	70%	64%	74%	75%	65%	67%
Part-time or seasonal work is an option, allowing for more flexibility	62%	68%	59%	65%	64%	74%	75%	63%	61%
Diverse work environment	61%	67%	58%	60%	63%	73%	73%	60%	63%
Working at the forefront of technological advancements	60%	60%	55%	56%	58%	72%	73%	65%	56%
Located in Northern Ontario	41%	43%	34%	70%	50%	49%	53%	43%	39%

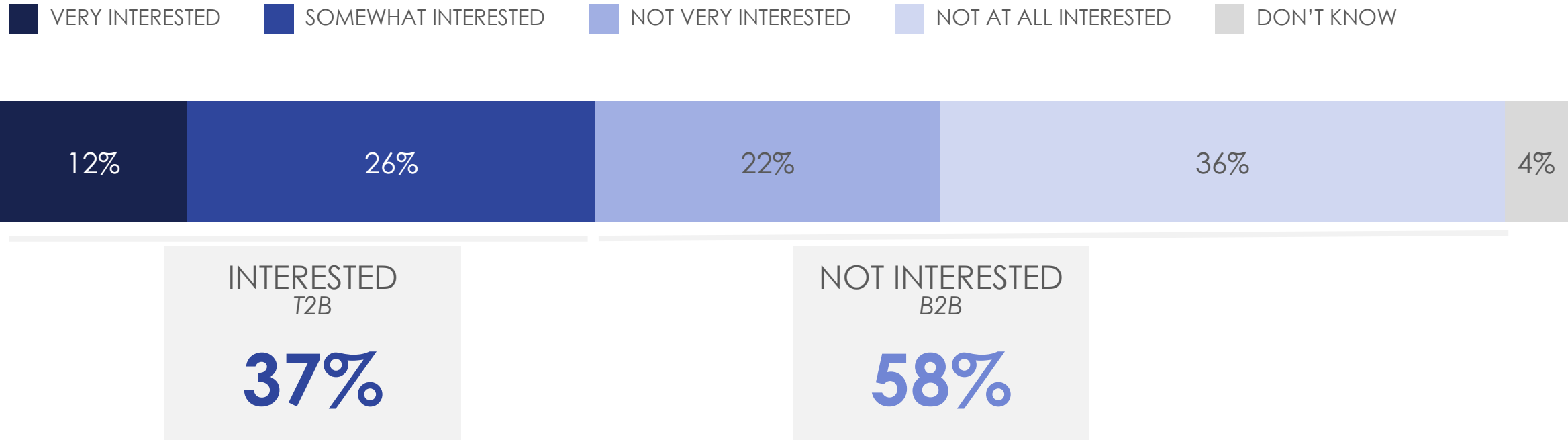
Base: All Respondents (n=1970)

Q17. If you were to consider switching jobs, how important would each of the following be for you, in terms of enticing you to consider pursuing a career in mining? / How important are each of the following for you, in terms of enticing you to consider pursuing a career in mining? / How important do you think each of the following would be for your child, in terms of enticing them to consider pursuing a career in mining?

Interest in Learning About Career Opportunities in Mining Industry

Overall

- Nearly four in ten express interest in learning more about career opportunities in the mining sector, with 12% very interested and roughly one-quarter somewhat interested. Six in ten report they are not interested including just over one-third not at all interested and around two in ten not very interested.



Base: All respondents (n=1970)
Q19. How interested would you be in learning more about career opportunities in the mining industry?

Interest in Learning About Career Opportunities in Mining Industry

By Key Subgroup

- Those with a racialized background and those not born in Canada, and to a lesser extent younger Ontarians (and specifically those under 45), those who identify as Indigenous, and men are more likely to express interest in learning more about career opportunities in the mining sector.

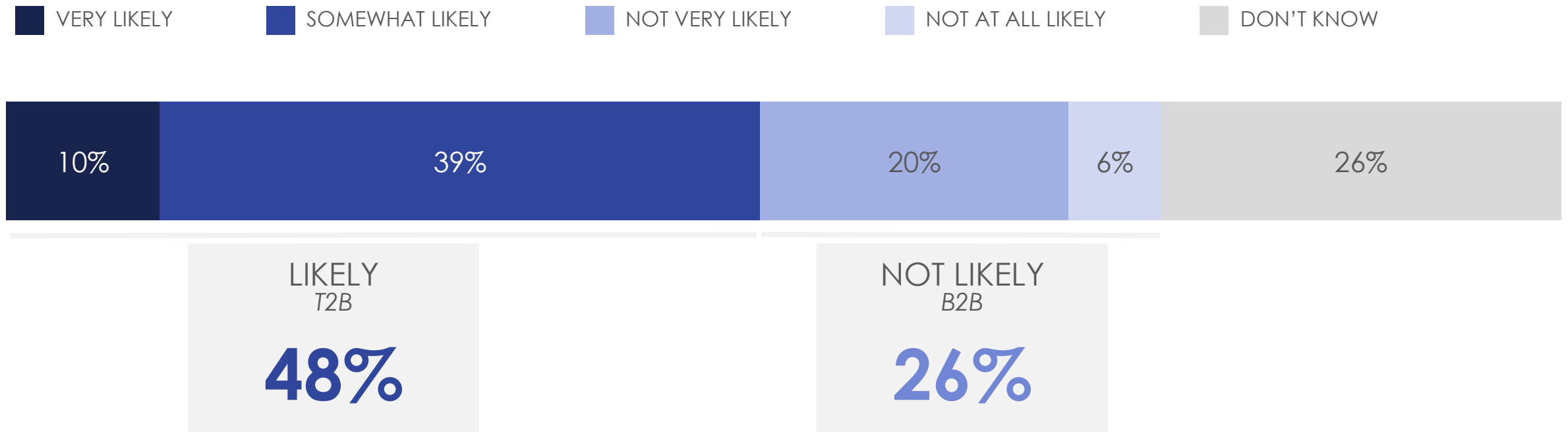
	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1970)	(n=671)	(n=244)	(n=270)	(n=263)	(n=680)	(n=453)	(n=831)	(n=1114)
Interested (T2B)	37%	41%	34%	36%	44%	50%	50%	43%	32%
Very interested	12%	13%	12%	12%	20%	18%	19%	13%	10%
Somewhat interested	26%	27%	22%	25%	24%	33%	31%	30%	22%
Not Interested (B2B)	58%	53%	60%	59%	54%	46%	45%	53%	63%
Not very interested	22%	21%	25%	25%	24%	23%	22%	23%	21%
Not at all interested	36%	33%	35%	34%	30%	24%	24%	30%	42%
Don't Know	4%	6%	6%	5%	2%	3%	4%	4%	5%

Base: All respondents (n=1970)
Q19. How interested would you be in learning more about career opportunities in the mining industry?

Likelihood to Pursue Career in Mining Industry

Overall

- Among students (or parents of those 16-17) who express interest in learning more about career opportunities in the mining industry, half are likely to consider a career in the that sector including 10% who are very likely and four in ten somewhat likely. One-quarter are unlikely to consider a career in the sect, while the same proportion don't know enough to provide a response.



Base: Students (or parents of 16-17 year olds) interested in learning about career opportunities in mining industry (n=186)
Q20. How likely are you to consider pursuing a career in the mining industry? / How likely is it that your child will consider pursuing a career in the mining industry?

Likelihood to Pursue Career in Mining Industry

By Key Subgroup

- Residents of Northern Ontario and those who identify as Indigenous are more likely to say they don't know whether they would consider a career in the mining sector (however, among those who provide a response results are consistent or higher with overall).

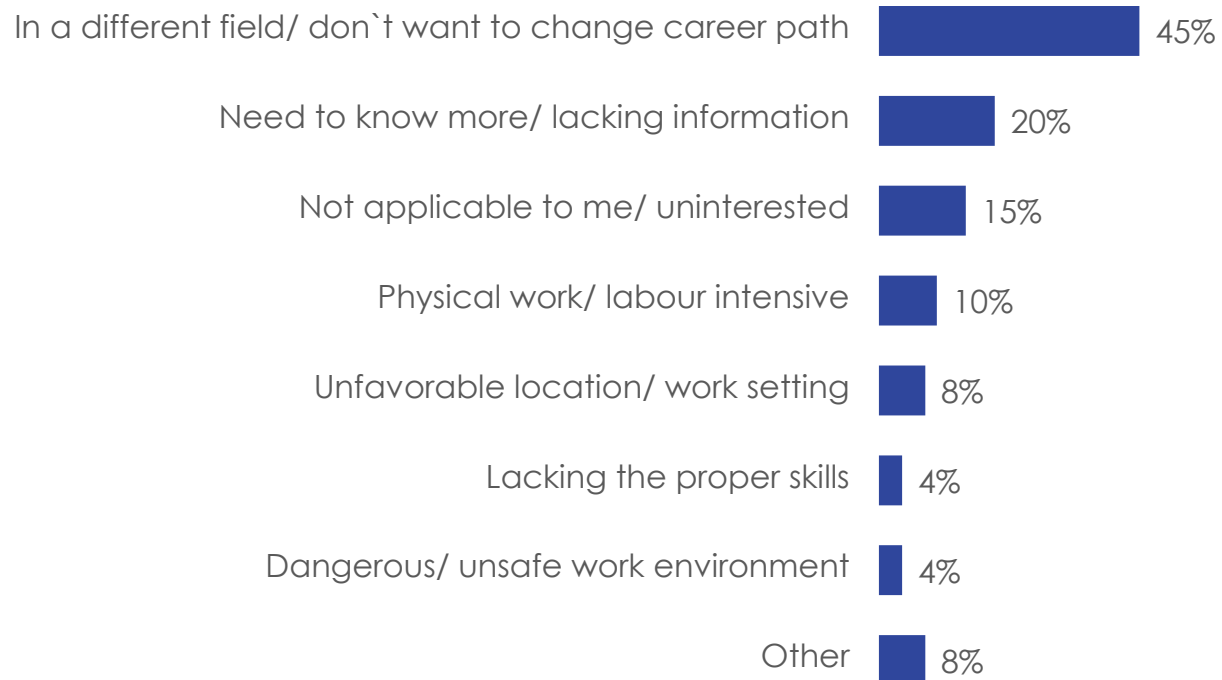
	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=186)	(n=73)	(n=13)	(n=39)	(n=64)	(n=81)	(n=52)	(n=87)	(n=95)
Likely (T2B)	48%	42%	51%	13%	23%	62%	58%	51%	46%
Very likely	10%	11%	18%	6%	6%	14%	13%	5%	13%
Somewhat likely	39%	31%	33%	8%	17%	49%	45%	45%	34%
Not likely (B2B)	26%	47%	30%	18%	6%	23%	24%	20%	32%
Not very likely	20%	32%	19%	12%	6%	18%	16%	18%	21%
Not at all likely	6%	15%	11%	6%	0%	5%	8%	2%	10%
Don't Know	26%	11%	19%	69%	71%	15%	18%	30%	22%

Base: Students (or parents of 16-17 year olds) interested in learning about career opportunities in mining industry (n=186)
 Q20. How likely are you to consider pursuing a career in the mining industry? / How likely is it that your child will consider pursuing a career in the mining industry?

Reason(s) For Not Pursuing Opportunities in Mining Industry

Overall

- Among those not likely to consider a career in mining, by far the most common reason that they don't want to change career paths. Other common reasons include the desire to know more, that they are simply uninterested, and that they view jobs in mining to be physical and labour intensive.



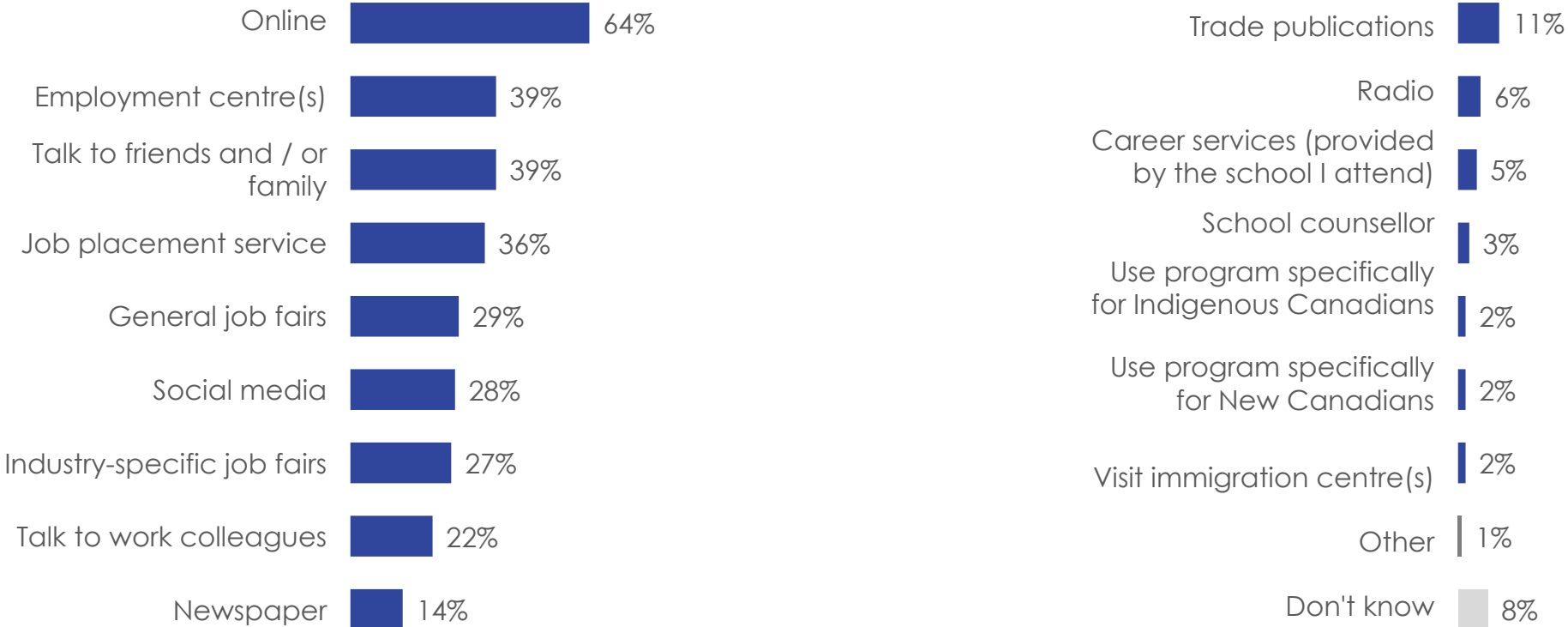
Base: Students not likely to pursue career opportunities in mining industry, excluding those who didn't provide a response (n=42)
Q21. Why are you unlikely to consider pursuing a career in mining? / Why do you think your child will be unlikely to consider pursuing a career in mining?

Communications

Sources for Seeking Job Opportunities

Overall

- By far the most common place Ontarians would look for job opportunities are online sources, followed by employment centres, friends and family and job placement services. Other more common sources include general job fairs, social media and industry-specific job fairs.



Base: All respondents (n=1970)
 Q24. If you were to look for job opportunities in the future, where would you look? Please select all that apply.

Sources for Seeking Job Opportunities

By Key Subgroup

- Youth are more likely to mention social media and career services as places they would look for job opportunities.
- Those with a racialized background and those not born in Canada are more likely to look for job opportunities at general job fairs, job placement services, and employment centres. Those with a racialized background are also more likely to mention online and social media.

	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1970)	(n=671)	(n=244)	(n=270)	(n=263)	(n=680)	(n=453)	(n=831)	(n=1114)
Online	64%	66%	65%	68%	70%	70%	67%	60%	68%
Employment centre(s)	39%	34%	40%	42%	38%	46%	45%	39%	39%
Talk to friends and / or family	39%	41%	44%	43%	33%	41%	39%	38%	40%
Job placement service	36%	32%	31%	35%	31%	41%	41%	37%	35%
General job fairs	29%	31%	28%	33%	24%	38%	34%	31%	27%
Social media	28%	39%	28%	26%	25%	37%	31%	25%	30%
Industry-specific job fairs	27%	25%	26%	28%	22%	28%	27%	28%	25%
Talk to work colleagues	22%	19%	19%	20%	17%	19%	22%	23%	21%
Newspaper	14%	10%	16%	15%	11%	15%	14%	15%	13%
Trade publications	11%	7%	10%	12%	9%	10%	11%	14%	8%
Radio	6%	6%	6%	7%	7%	6%	6%	6%	6%
Career services (provided by the school I attend)	5%	14%	6%	1%	1%	8%	5%	4%	6%
School counsellor	3%	7%	3%	2%	2%	5%	3%	2%	4%
Use program specifically for Indigenous Canadians	2%	1%	1%	2%	27%	4%	-	2%	2%
Use program specifically for New Canadians	2%	3%	1%	-	-	4%	6%	2%	2%
Visit immigration centre(s)	2%	3%	1%	1%	-	6%	8%	2%	2%
Other	1%	1%	2%	4%	5%	-	1%	1%	1%
Don't know	8%	9%	12%	7%	6%	4%	6%	7%	9%

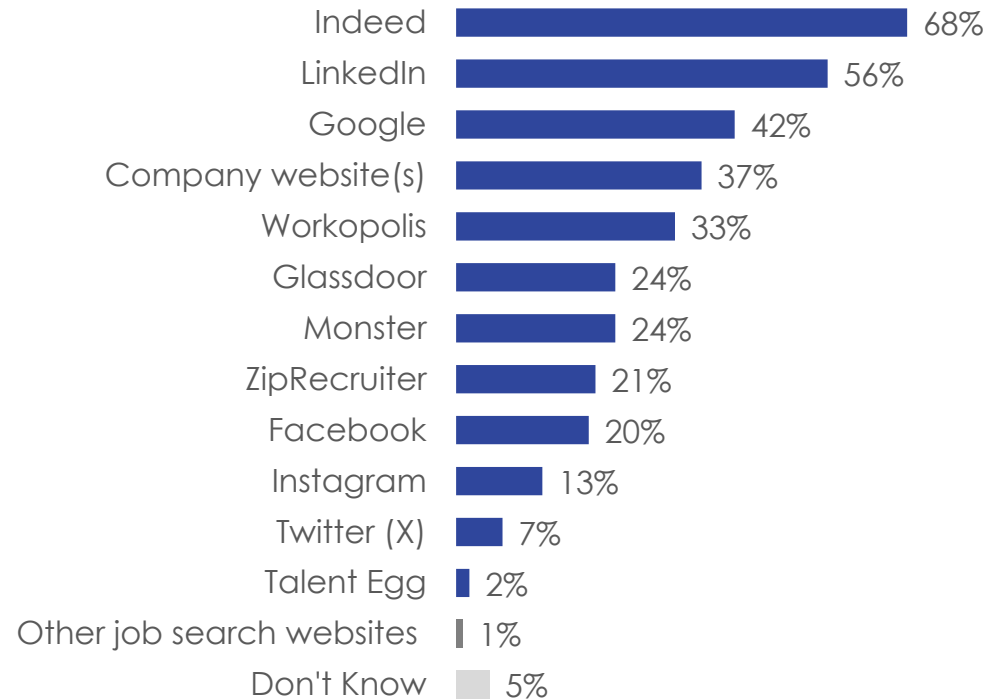
Base: All respondents (n=1970)

Q24. If you were to look for job opportunities in the future, where would you look? Please select all that apply.

Websites/Social Media Pages for Job Seeking

Overall

- Among those who would look for job opportunities online or on social media, the most common specific places they would visit include Indeed, followed by LinkedIn. Other more common places include Google, specific company websites and Workopolis.



Base: Would use Online or Social Media for future job search (n=1451)
Q25. Which of the following websites or social media pages would you visit, when looking for a job? Please select all that apply.

Websites/ Social Media Pages for Job Seeking

By Key Subgroup

- Youth are more likely to mention most specific websites or social media pages including Indeed, LinkedIn, Google, Glassdoor, Instagram and Twitter (X).
- Those with a racialized background and those not born in Canada are more likely to say they would use LinkedIn, Google, Glassdoor, and Instagram.
- Central Ontario residents and women are more likely to mention Indeed.
- Those who identify as Indigenous are more likely to say they don't know.

	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1451)	(n=505)	(n=181)	(n=212)	(n=213)	(n=534)	(n=341)	(n=574)	(n=857)
Indeed	68%	78%	75%	62%	49%	71%	68%	62%	72%
LinkedIn	56%	67%	51%	39%	41%	66%	68%	58%	55%
Google	42%	56%	37%	44%	38%	48%	46%	41%	42%
Company website(s)	37%	41%	35%	37%	27%	40%	36%	35%	38%
Workopolis	33%	16%	33%	21%	20%	33%	34%	37%	31%
Glassdoor	24%	30%	15%	13%	12%	31%	30%	23%	24%
Monster	24%	13%	19%	13%	22%	27%	28%	29%	21%
ZipRecruiter	21%	22%	21%	18%	15%	24%	24%	26%	17%
Facebook	20%	22%	22%	26%	22%	22%	24%	19%	21%
Instagram	13%	24%	9%	10%	14%	17%	19%	12%	15%
Twitter (X)	7%	11%	5%	5%	7%	8%	8%	6%	7%
Talent Egg	2%	3%	2%	-	3%	3%	4%	3%	2%
Other job search websites	1%	1%	1%	-	1%	1%	-	-	1%
Don't Know	5%	1%	5%	12%	29%	2%	2%	6%	4%

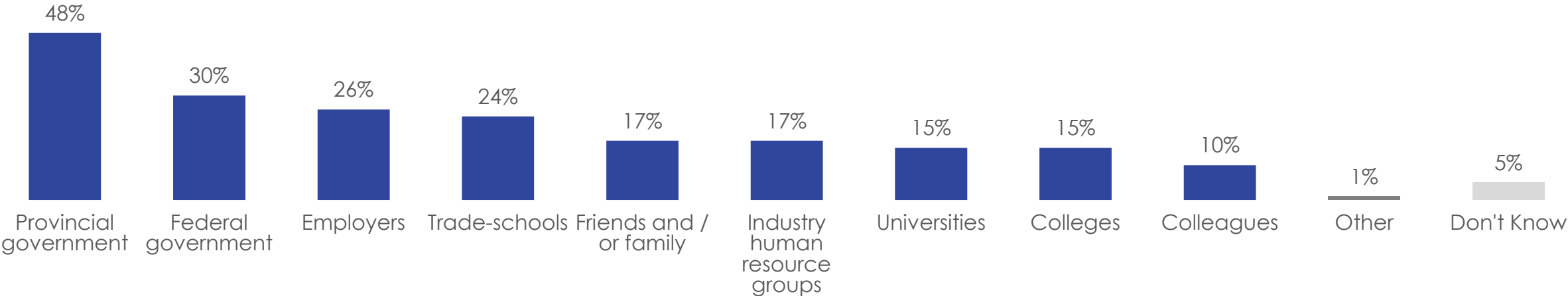
Base: Would use Online or Social Media for future job search (n=1451)

Q25. Which of the following websites or social media pages would you visit, when looking for a job? Please select all that apply.

Trusted Sources For Information on Careers / Job Opportunities

Overall

- At nearly half, Ontarians are most likely to express trust in the provincial government for information on careers and job opportunities. Three in ten trust the federal government, followed by closer to one-quarter for employers and trade-schools.



Base: All respondents (n=1970)
Q26. Who do you trust for information on careers and job opportunities? Please select all that apply.

Trusted Sources For Information on Careers / Job Opportunities

By Key Subgroup

- Youth are more likely to express trust in most sources of information on careers and job opportunities; but are less likely to trust friends or family and trade schools.
- Those with a racialized background are more likely to trust information from the federal or provincial government, industry human resource groups, and employers.
- Those not born in Canada are more likely to express trust in the federal government, industry human resource groups, universities and colleagues.
- Those who identify as Indigenous are less likely to trust information from the provincial government, trade-schools, and industry human resource groups.
- Women are more likely to trust information from the provincial government, employers, and colleagues while men are more likely to trust friend or family and colleges.

	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1970)	(n=671)	(n=244)	(n=270)	(n=263)	(n=680)	(n=453)	(n=831)	(n=1114)
Provincial government	48%	57%	54%	46%	40%	55%	51%	42%	54%
Federal government	30%	41%	27%	33%	31%	37%	34%	28%	32%
Employers	26%	30%	25%	28%	22%	31%	27%	24%	28%
Trade-schools	24%	12%	24%	16%	16%	26%	26%	25%	23%
Friends and / or family	17%	9%	14%	10%	18%	21%	21%	20%	15%
Industry human resource groups	17%	22%	11%	10%	10%	24%	22%	16%	18%
Universities	15%	16%	16%	20%	18%	17%	18%	13%	16%
Colleges	15%	16%	15%	13%	12%	19%	18%	18%	13%
Colleagues	10%	18%	7%	8%	11%	13%	14%	8%	11%
Other	1%	1%	1%	0%	1%	1%	0%	0%	1%
Don't know	5%	9%	4%	4%	6%	6%	4%	4%	5%

Base: All respondents (n=1970)

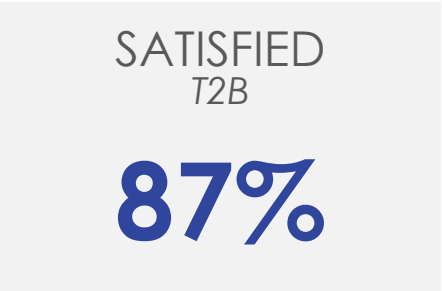
Q26. Who do you trust for information on careers and job opportunities? Please select all that apply.

Current job/ career situation

Current Job Satisfaction

Overall

- Nearly nine-in-ten of employed Ontarians report that they are satisfied with their current job, with 37% stating they are very satisfied and one-half being somewhat satisfied. Only 12% express dissatisfaction with their current job, with 9% being not very satisfied and only 3% stating that they are not at all satisfied.



Base: Employed full-time, part-time, self-employed or student employed full-time (n=1533)
Q5. Overall, how satisfied are you at your current job?

Current Job Satisfaction

By Key Subgroups

- Youth and those with a racialized background are less likely to be very satisfied with their current job (28% and 30% respectively vs. 37% overall), and more likely to be dissatisfied (19% and 16% vs. 12% of Ontarians), while those who identify as Indigenous are less likely to be somewhat satisfied (40% vs. 50% overall).
- Residents of Central and Northern Ontario, as well as both men and women express levels of job satisfaction consistent with overall results.
- Other notable differences by subgroup included lower satisfaction among those who identify as TSLGBTQ+ (79% vs. 87% overall)

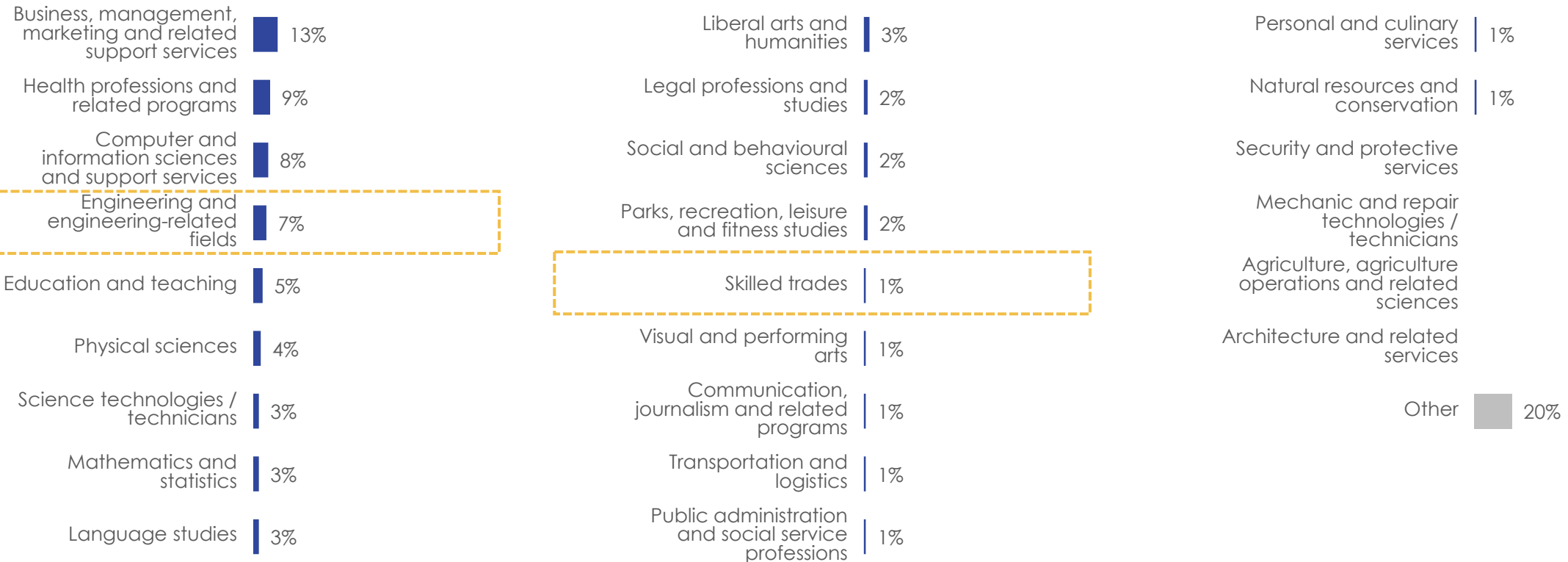
	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=1533)	(n=400)	(n=194)	(n=240)	(n=225)	(n=481)	(n=330)	(n=679)	(n=842)
Satisfied (T2B)	87%	79%	84%	87%	81%	83%	88%	88%	86%
Very satisfied	37%	28%	39%	38%	40%	30%	30%	37%	37%
Somewhat satisfied	50%	51%	45%	48%	40%	54%	58%	51%	49%
Not Satisfied (Net)	12%	19%	15%	11%	13%	16%	12%	11%	13%
Not very satisfied	9%	15%	10%	8%	10%	12%	10%	8%	9%
Not at all satisfied	3%	4%	5%	3%	3%	4%	2%	3%	4%
Don't Know	1%	2%	-	2%	6%	-	-	1%	1%

Base: Employed full-time, part-time, self-employed or student employed full-time (n=1533)
 Q5. Overall, how satisfied are you at your current job?

Current Area of Study

Overall

- Those who are currently full-time students report studying a wide range of disciplines, with the most common being business, management, marketing and related support services (13%), health care (9%), computer and information sciences (8%), engineering and related fields (7%) and education and teaching (5%). Only 1% report skilled trades as their current area of study.



Base: Students (n=330)
Q6. Which of the following best describes your current area of study?

Current Area of Study

By Key Subgroups

- Students who weren't born in Canada are more likely to report studying business and computer services and although the sample size is small, students in Central Ontario are somewhat more likely to report training in skilled trades compared to all students in Ontario.
- Residents of Northern Ontario and those who identify as Indigenous are more likely to say they don't know (however, among those who provide a response results are consistent with overall).

	TOTAL	Youth 16-28	Central Ontario	Northern Ontario	Indigenous	Racialized	Not born in Canada	Men	Women
	(n=330)	(n=197)	(n=28*)	(n=46)	(n=72)	(n=145)	(n=77)	(n=114)	(n=208)
Business, management, marketing and related support services	13%	14%	14%	-	3%	17%	22%	14%	12%
Health professions and related programs	9%	12%	17%	9%	1%	12%	9%	7%	10%
Computer and information sciences and support services	8%	8%	10%	1%	6%	15%	19%	7%	8%
Engineering and engineering-related fields	7%	7%	2%	3%	5%	11%	12%	13%	4%
Education and teaching	5%	9%	-	3%	1%	2%	4%	1%	8%
Physical sciences	4%	2%	4%	9%	1%	4%	1%	2%	5%
Science technologies / technicians	3%	2%	-	-	-	4%	-	3%	3%
Mathematics and statistics	3%	2%	-	4%	-	-	-	2%	3%
Language studies	3%	1%	-	-	-	3%	4%	2%	3%
Liberal arts and humanities	3%	6%	-	-	1%	4%	5%	1%	3%
Legal professions and studies	2%	5%	-	-	-	1%	-	1%	3%
Social and behavioural sciences	2%	4%	3%	-	1%	1%	-	1%	2%
Parks, recreation, leisure and fitness studies	2%	1%	4%	-	-	1%	-	3%	1%
Skilled trades	1%	*	17%	4%	2%	1%	-	3%	1%
Visual and performing arts	1%	3%	1%	-	2%	2%	1%	1%	1%
Communication, journalism and related programs	1%	-	-	-	-	2%	3%	2%	-
Transportation and logistics	1%	2%	-	-	-	-	3%	-	1%
Public administration and social service professions	1%	1%	-	1%	2%	2%	1%	2%	*
Personal and culinary services	1%	1%	-	-	-	1%	-	1%	1%
Natural resources and conservation	1%	1%	-	-	-	-	2%	2%	*
Other	20%	18%	26%	6%	5%	15%	13%	19%	21%

Base: Students (n=330)

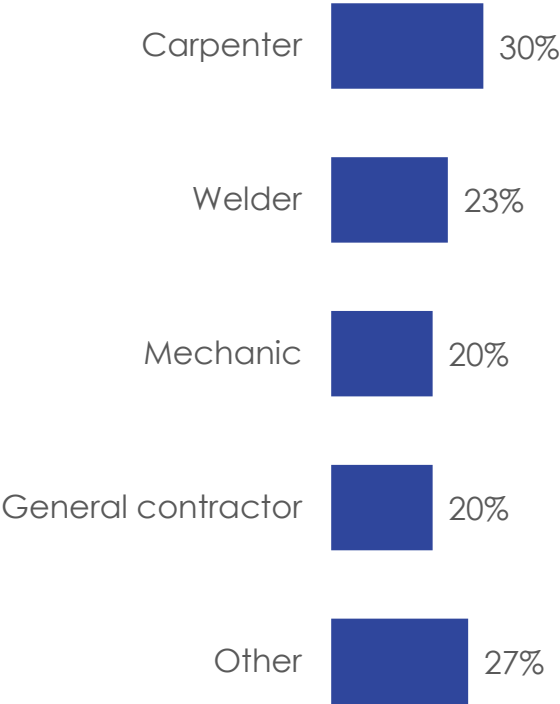
Q6. Which of the following best describes your current area of study?

* Caution: data based on <30 respondents.

Skilled Trades Being Studied

Overall

• Due to very small sample sizes, results should be interpreted with caution.



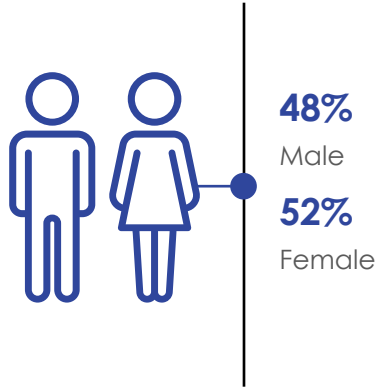
Base: Currently studying skilled trades (n=7**) **very small sample size
Q7. Which of the following skilled trades are you currently studying for?

Demographics

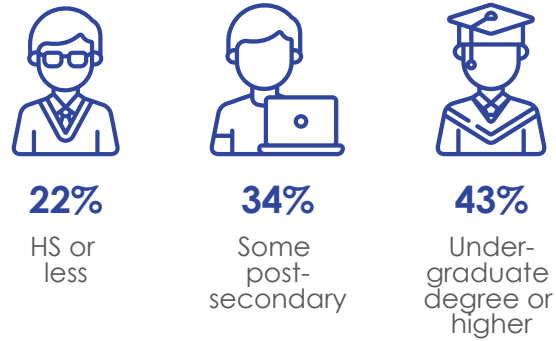
Demographics (1/2)



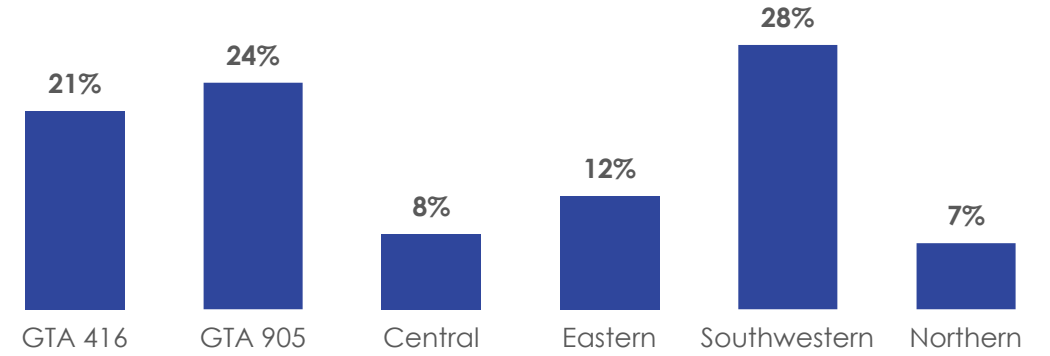
GENDER



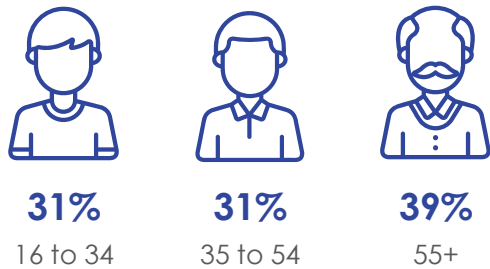
EDUCATION



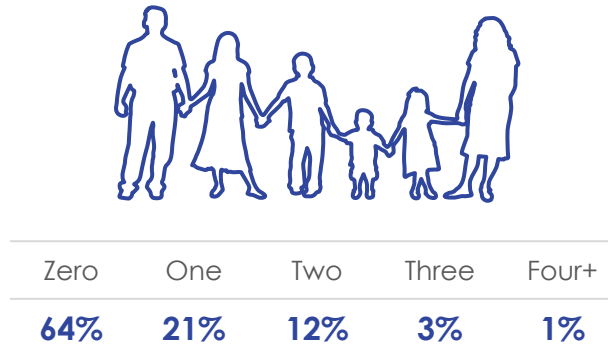
REGION



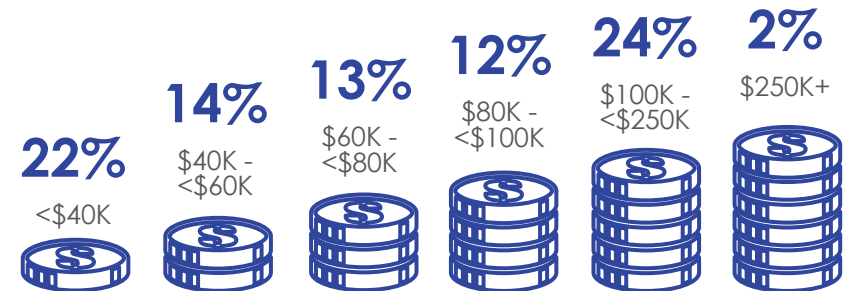
AGE



CHILDREN <18 LIVING WITH YOU



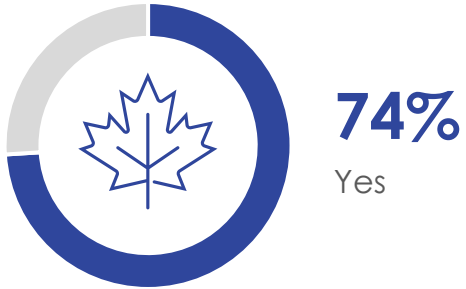
HOUSEHOLD INCOME



Demographics (2/2)

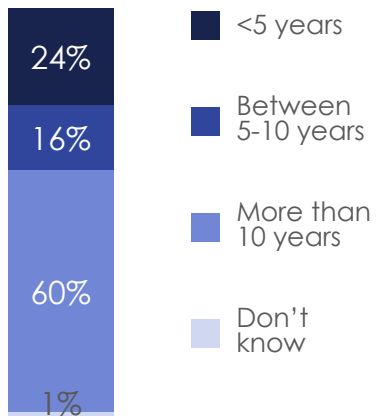


BORN IN CANADA?

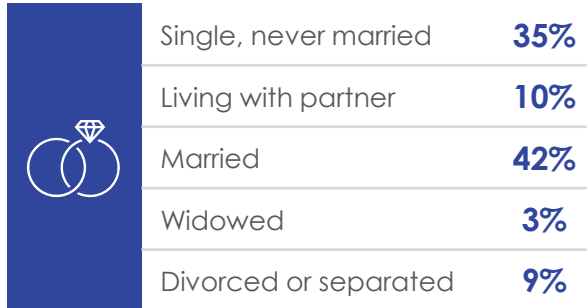


TIME LIVED IN CANADA

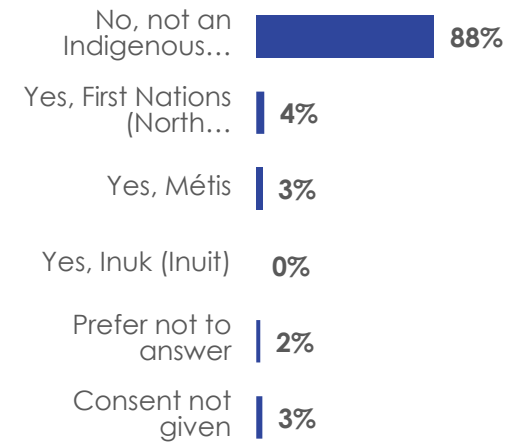
Among those not born in Canada



MARITAL STATUS



INDIGENOUS STATUS



EMPLOYMENT

