



MINING INDUSTRY
HUMAN RESOURCES COUNCIL

PERCEPTIONS AND INTEREST IN A MINING SECTOR CAREER

October 2023



METHODOLOGY

The survey was conducted with 1,501 Canadians, aged 15 to 30, from August 10 to 16, 2023. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.53%, 19 times out of 20.

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

The 2020 survey referenced throughout was conducted with 3,000 Canadians, aged 15 to 30, from December 2 to 14, 2020.

KEY FINDINGS

- Mining continues to be viewed less favourably among those under 35 compared with other sectors but there has been a slight increase in positive perceptions from 24% in 2020 to 27% today.
- There is a belief that mining has good pay and benefits (65%) and that there are lots of jobs available (58%) but only 26% think the work is safe.
- 34% would consider a career in the mining sector – an increase of 3% compared to 2020. The perceived danger and physical demands are primary factors deterring from pursuing careers in the mining sector.
- 34% believe the sector is expanding and anticipate job growth over the next decade.
- The “*We Need Mining, Mining Needs You*” campaign video receives a favorable responses (60% positive), contributing to improved impressions of the mining industry. 65% had at least a somewhat more positive perception of the industry after watching the video.
- Young people generally believe there will be a need for a more skilled workforce in mining and that the industry is improving on the development of smart mines. There is some skepticism that the sector is becoming more environmentally sustainable (57% think it is believable) and 54% think it is believable that most jobs in the sector don’t require workers to work in the mine.
- Pay, work-life balance, job security, and flexible schedules are key considerations for the 15-30 age group when choosing careers. Notably pay has become even more important since 2020. Nevertheless, the youngest generations seeks jobs that support both personal fulfillment and financial stability.

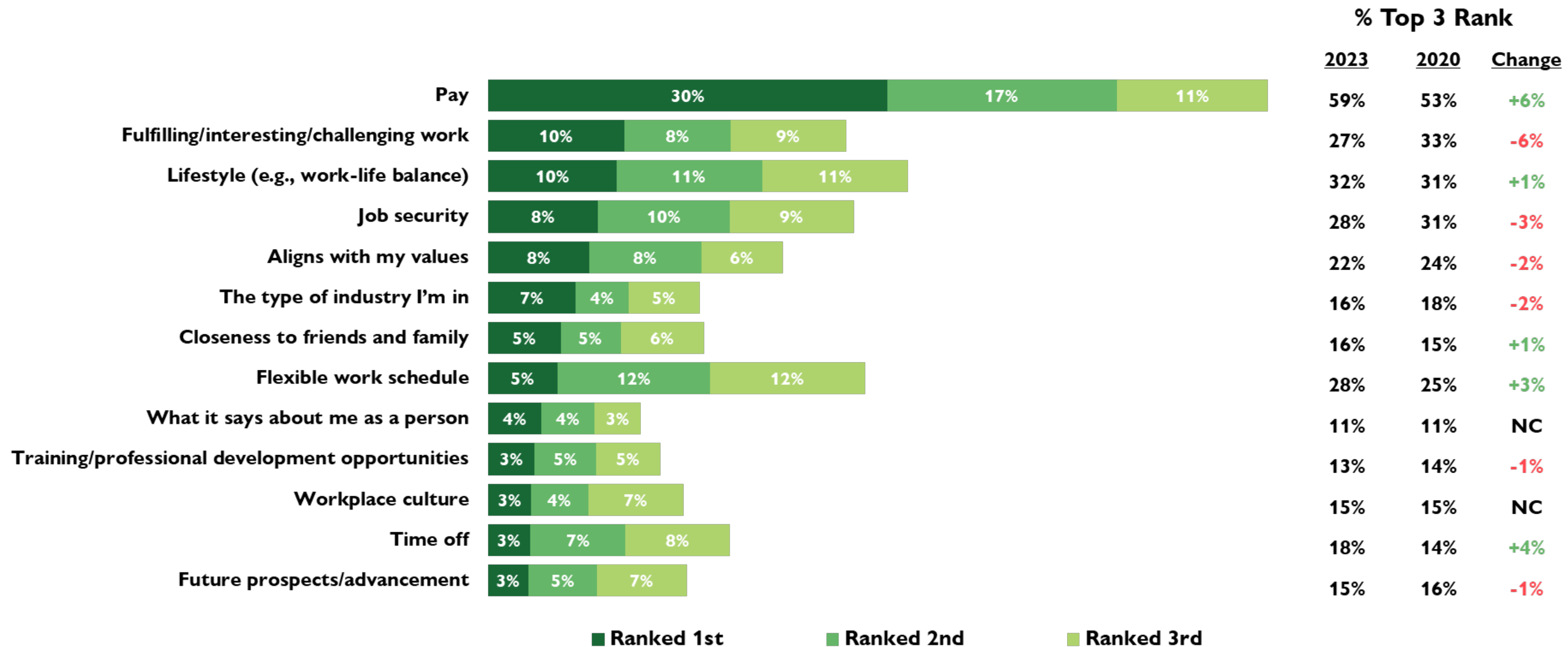


CURRENT CAREER AND CAREER PREFERENCES



Please rank the following from most important to least important in choosing a career.

Pay is the most important factor in career choice

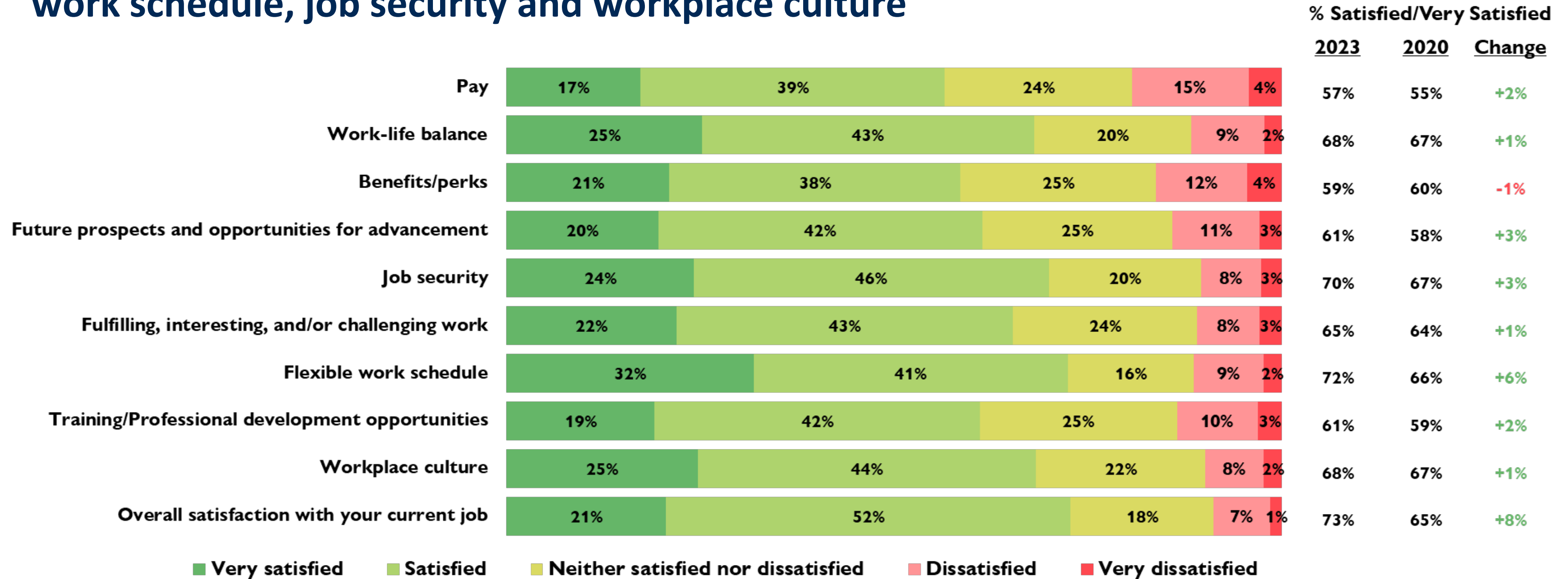


Base [all], n=1501



How would you rate your satisfaction with each of the following in your current job?

Majority are overall satisfied with their current job – particularly in their flexible work schedule, job security and workplace culture

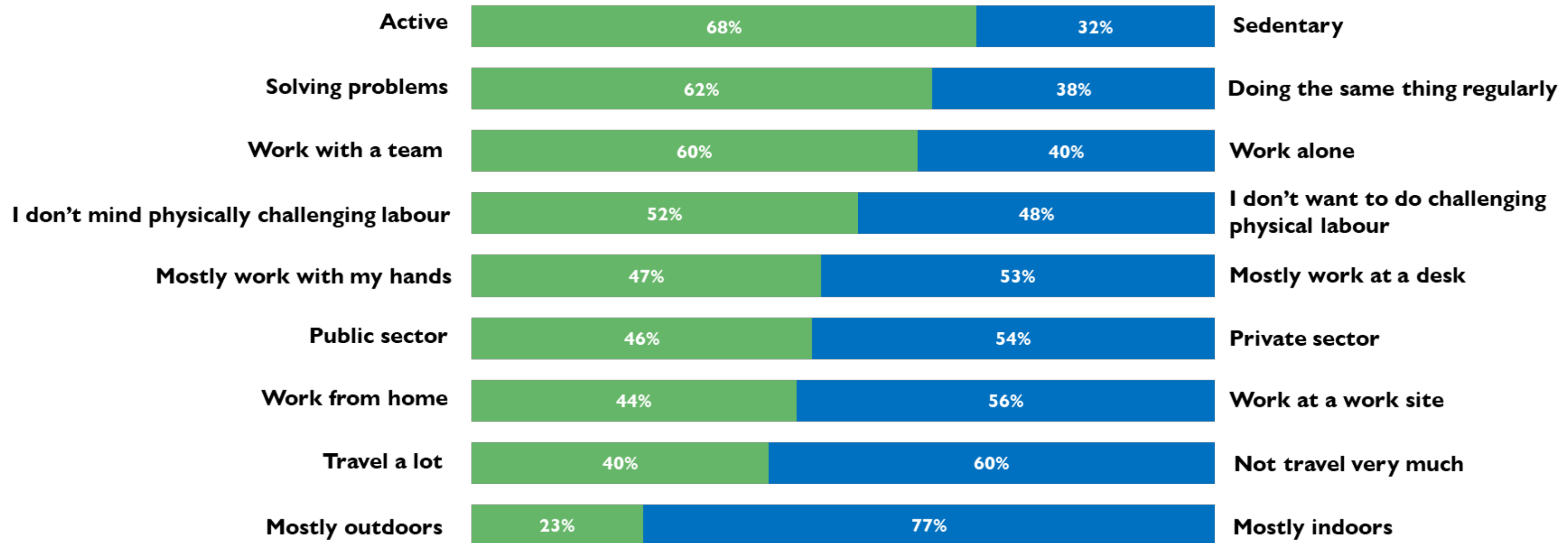


Base [employed], n=943



What best describes the type of work you would most like to do?

Most would prefer indoor, site-based work with minimal travel



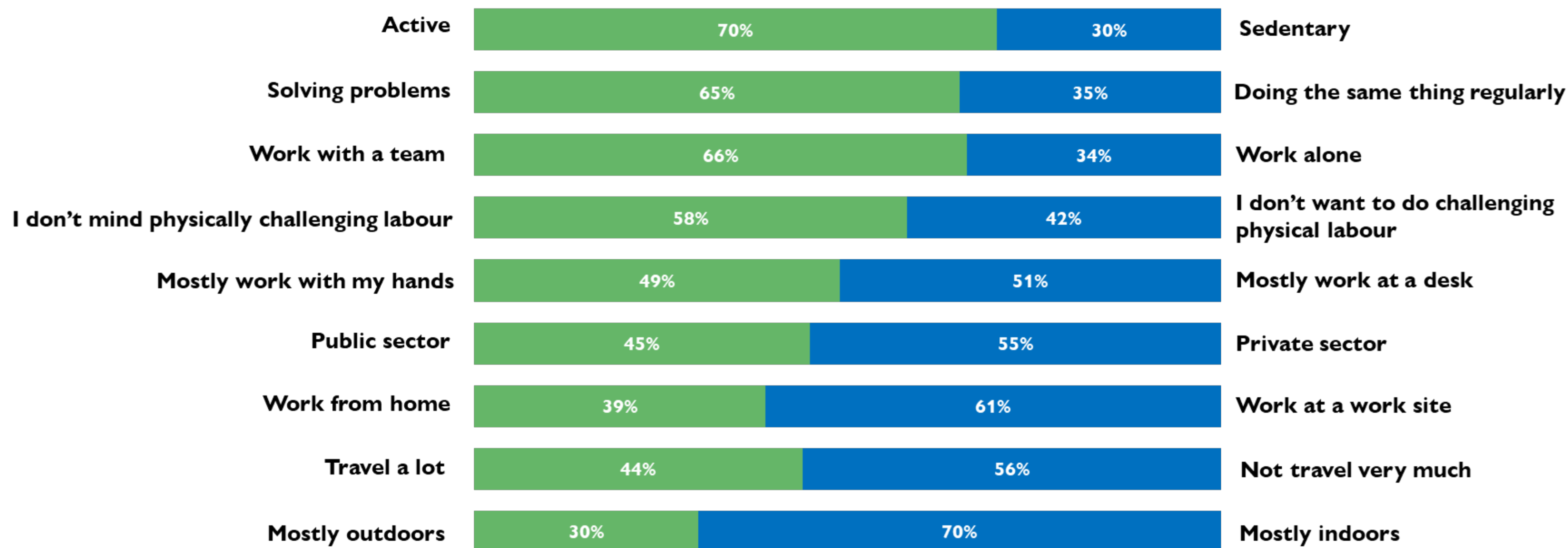
Base [all], n=1501





What best describes the type of work you would most like to do?

Those with a positive impression of mining, are more likely to want to work outdoors, part of a team and don't mind physically challenging work



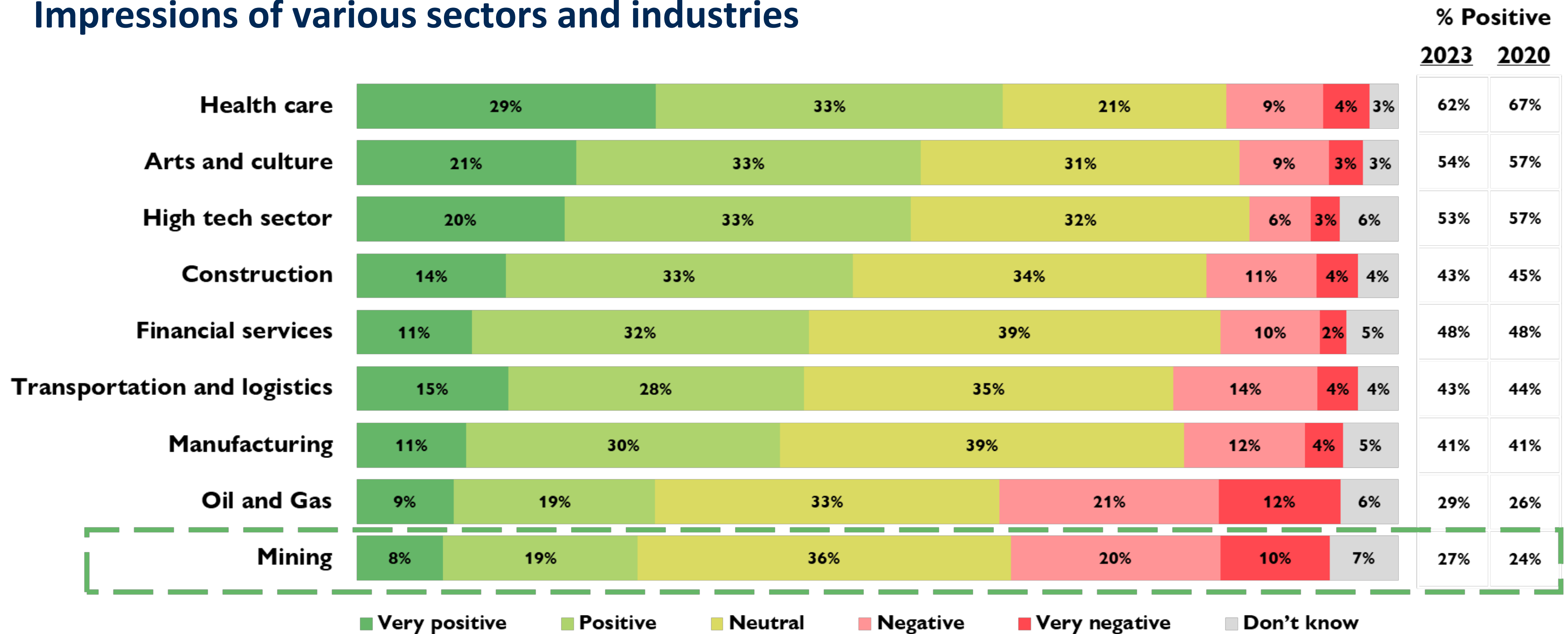
Note: +/- compares those with favourable impression with the overall population
Base [Favourable impression of Mining], n=391

SECTOR IMPRESSIONS



Do you have a positive or negative impression of the following sectors or industries?

Impressions of various sectors and industries



Base: All, n=1501



What words first come to mind when you think of mining?

Top 10 words associated with mining

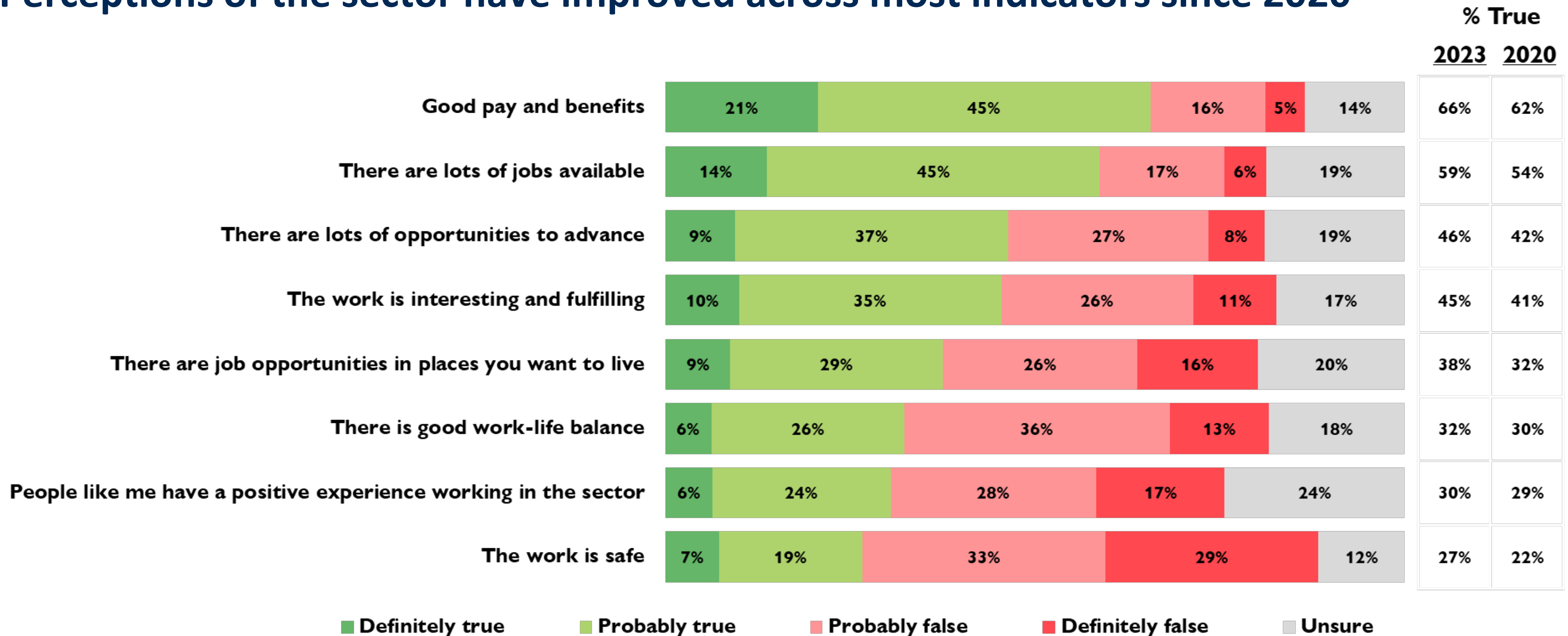
1. COAL
2. GOLD
3. HARD
4. DANGEROUS
5. DIRTY
6. LABOUR
7. ROCKS
8. OIL
9. MONEY
10. POLLUTION

Base: All, n=1501



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

Perceptions of the sector have improved across most indicators since 2020



Base: All, n=1501

Note: Green squares on the right indicate statistical significance



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

Statements by sector

% definitely/ probably true	Mining	Construction	Manufacturing	Health Care	Oil and Gas	Transportation	High Tech
Good pay and benefits	65%	70%	68%	69%	60%	62%	74%
There are lots of jobs available	58%	75%	69%	71%	61%	62%	64%
There are lots of opportunities to advance	46%	57%	62%	66%	56%	52%	70%
The work is interesting and fulfilling	45%	48%	48%	70%	44%	47%	66%
There are job opportunities in places you want to live	37%	65%	60%	73%	39%	57%	66%
There is good work-life balance	32%	47%	50%	33%	41%	45%	51%
People like me have a positive experience working in the sector	30%	43%	42%	48%	34%	47%	57%
The work is safe	26%	34%	49%	61%	33%	59%	74%



Lowest of statement



Highest of statement

Base: Randomly assigned sector, n=246 -275 | Base [asked Mining], n=1501



MiHR 2023 Survey | ABACUS DATA



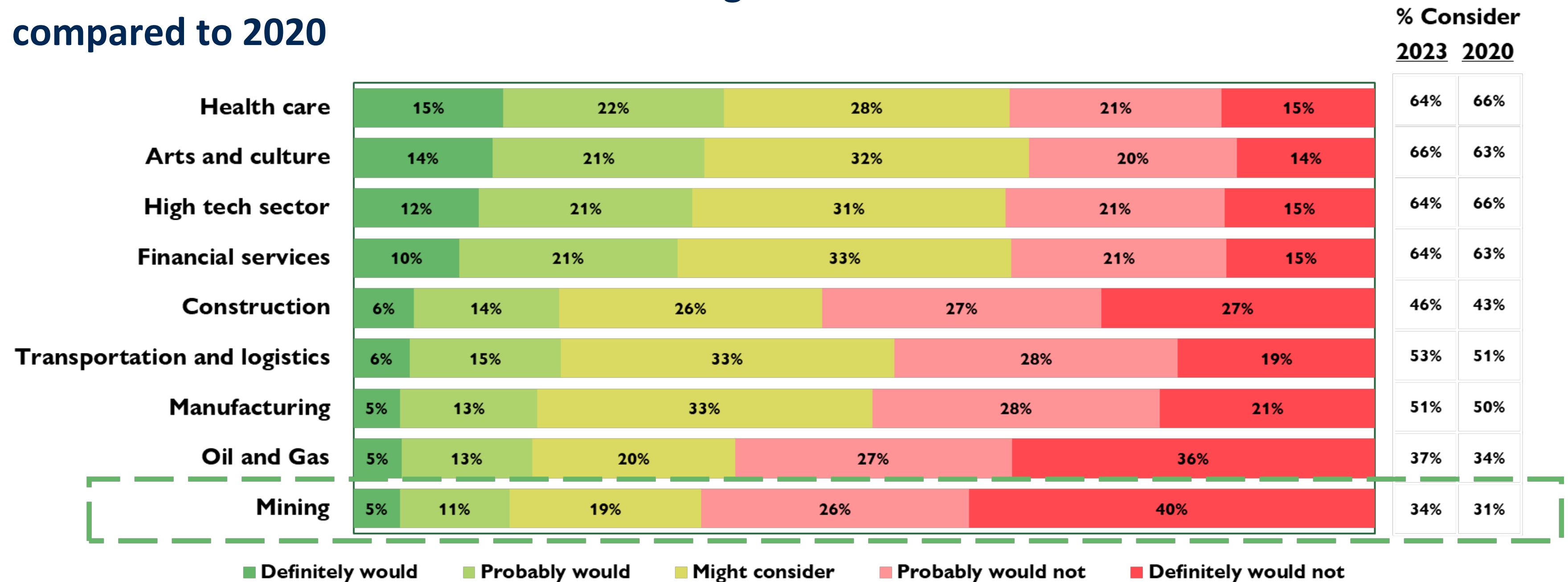
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How likely, if at all, would you consider working in these sectors?

34% would consider a career in the mining sector – an increase of 3% compared to 2020

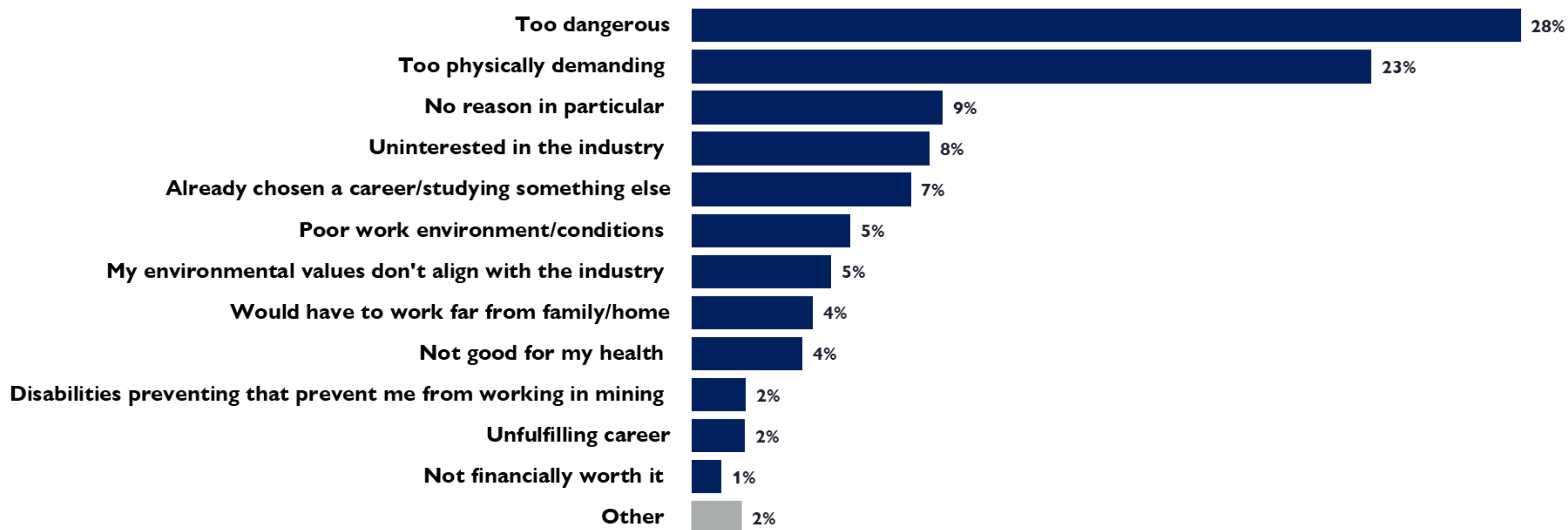


Base: All, n=1501



Earlier you said you would not consider working in the mining sector. What is the main reason you feel that way?

Perceived danger and physical demand are top reasons for lack of interest in mining sector

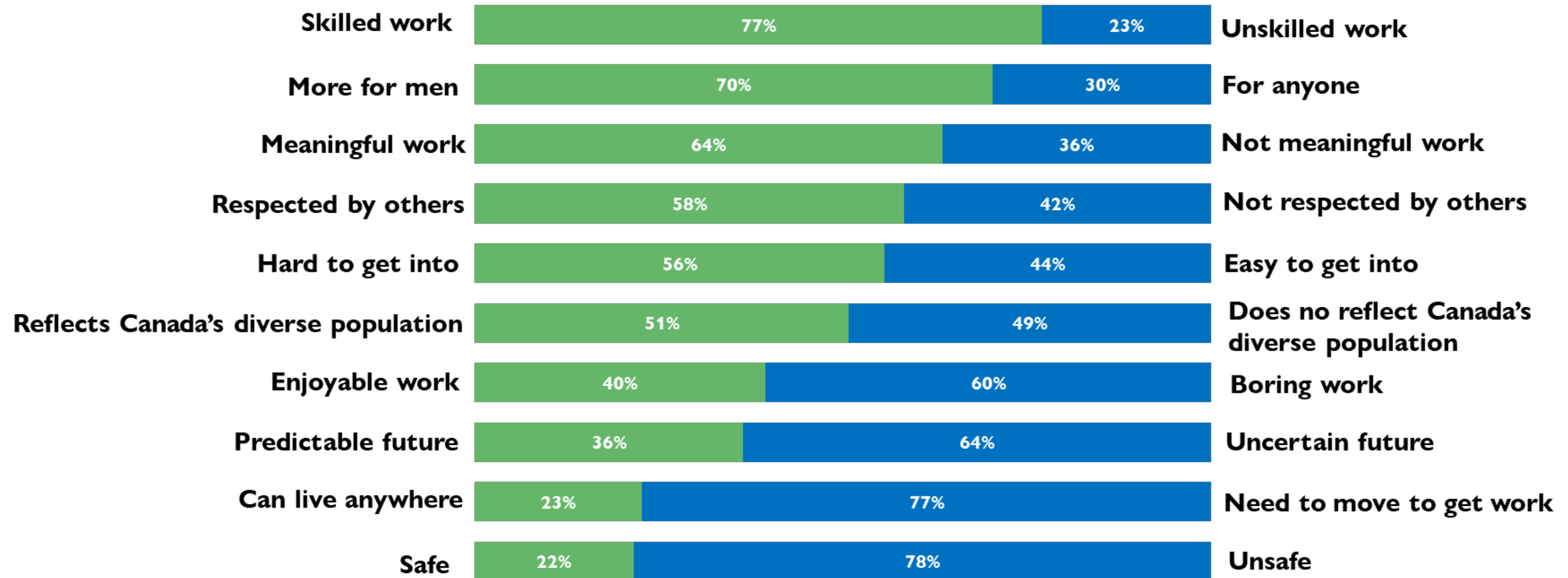


Base [those who responded probably/definitely would not consider working in mining sector], n=952



When you think specifically about a career in mining, which of the following words or phrases of each pair best describes how you feel about it?

Most perceive a career in mining as skilled, meaningful and respected work that is difficult to get into and is mostly for men

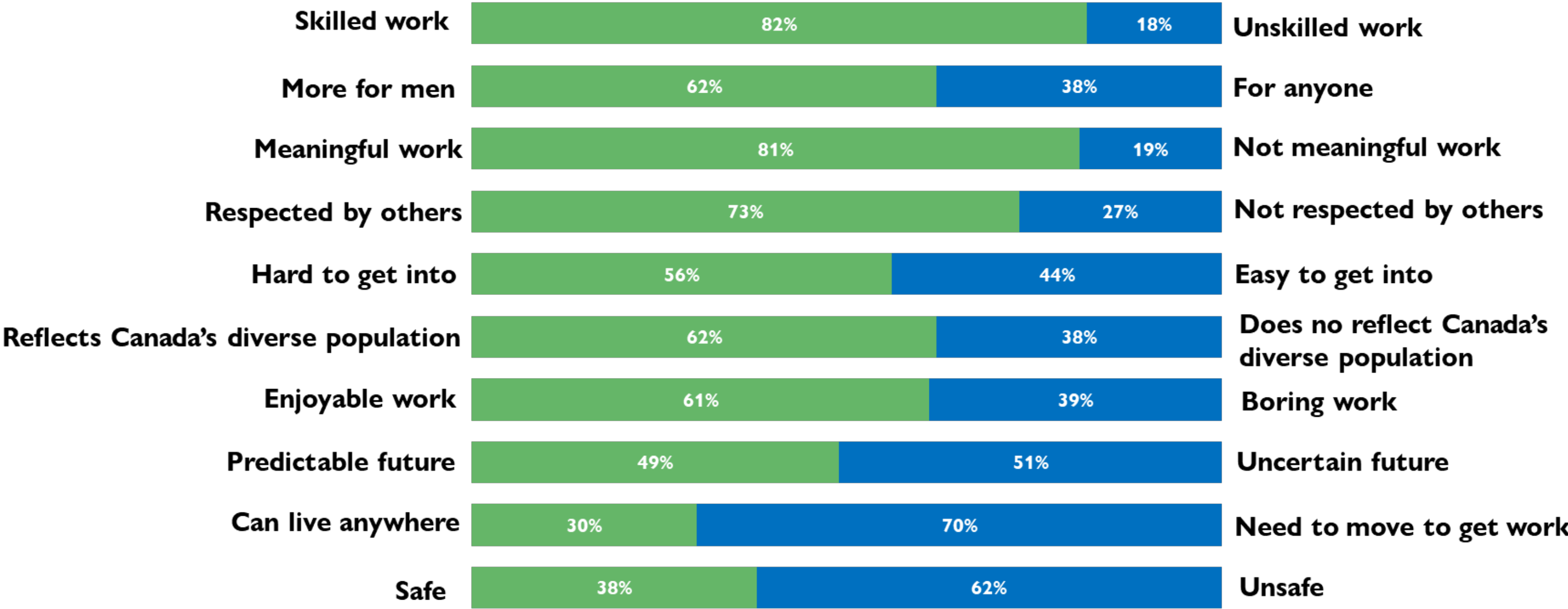


Base: All, n=1501



When you think specifically about a career in mining, which of the following words or phrases of each pair best describes how you feel about it?

Perceptions of a career in mining among those with positive impression of mining

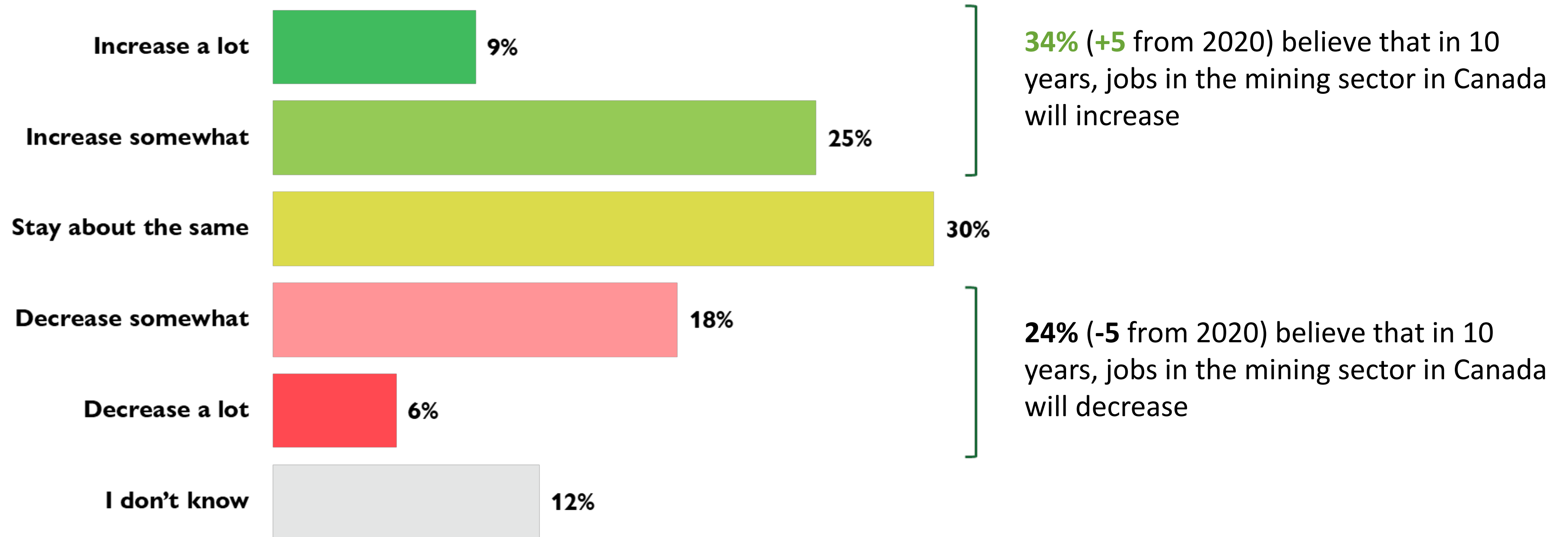


Note: +/- compares those with positive impression to all
Base [those with positive impression of mining], n=391



Ten years from now, do you think the number of jobs in the mining sector in Canada will increase a lot, increase somewhat, stay about the same, decrease somewhat, or decrease a lot?

34% (+5 from 2020) believe jobs in the mining sector will increase in Canada

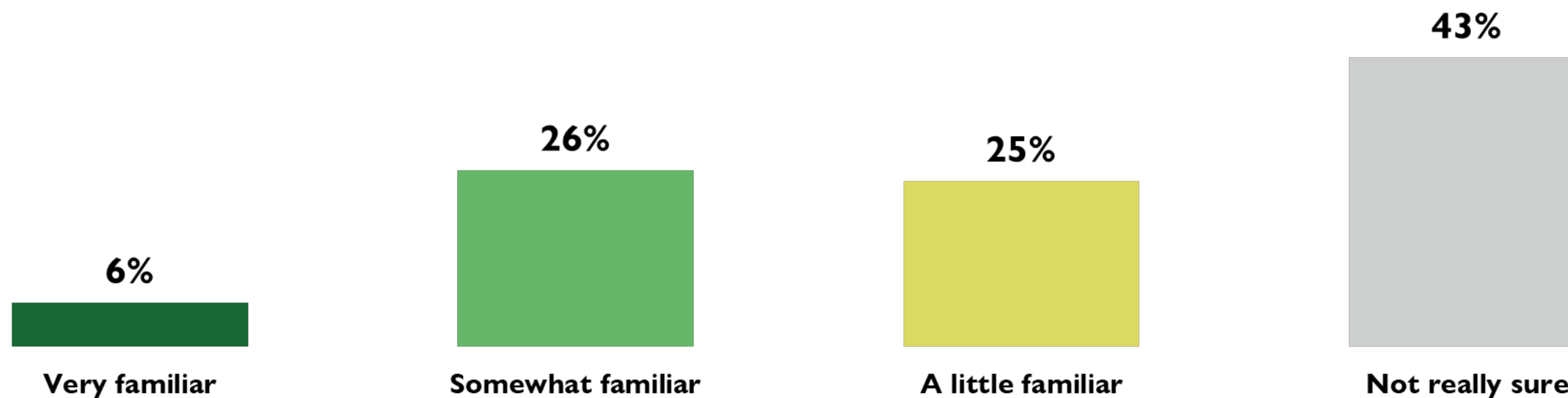


Base: All, n=1501



How familiar are you with the kinds of career possibilities that are available in the mining sector?

1 in 3 are at least somewhat familiar with the career possibilities available in the mining sector

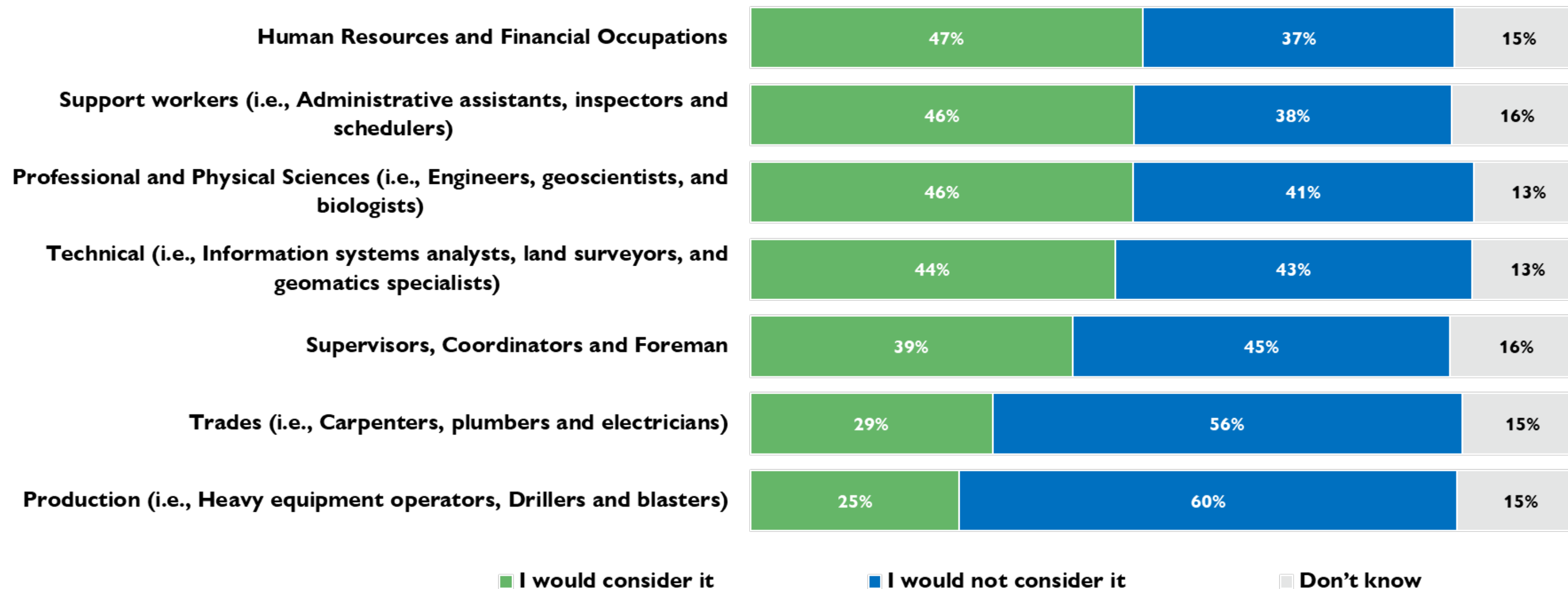


Base: All, n=1501



There are lots of different positions available to people in the mining sector. Would you consider or not consider performing the following jobs in the sector?

Positions that are non-operational are more likely to be considered



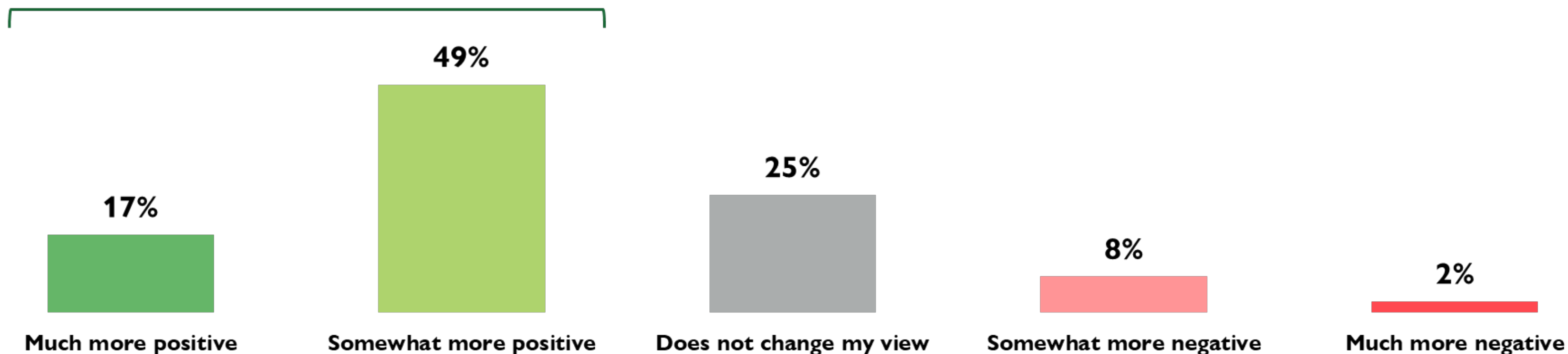
Base: All, ½ sample, n=754



How does knowing and thinking about the range of different career possibilities in the mining sector change your overall perception of the industry?

65% had at least a somewhat more positive perception of the industry after learning the range of career possibilities

65% [77% for those who had an existing positive impression of mining]



Base: All, n=1501

We asked participants to watch the “*We Need Mining, Mining Needs You*” campaign video which intends to encourage people into pursuing a career in mining.



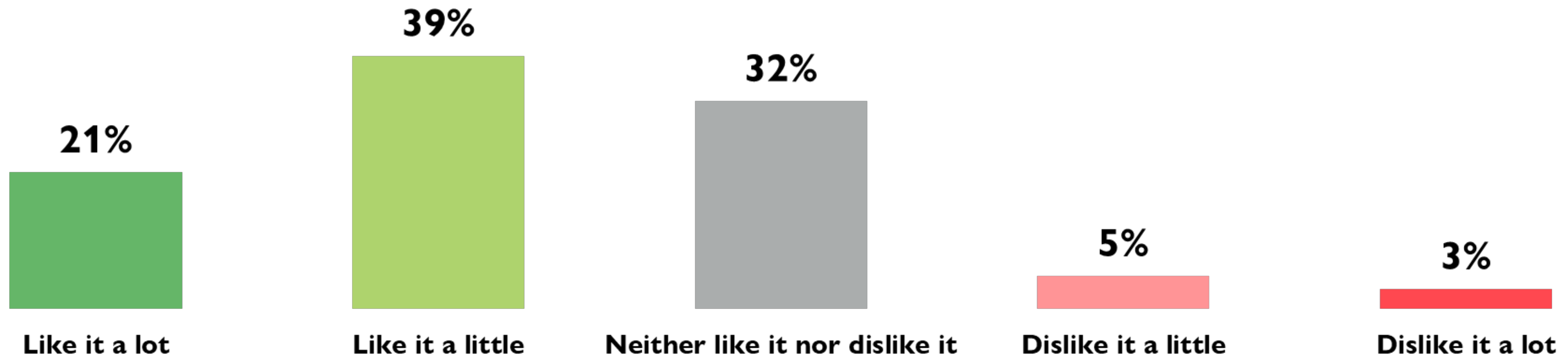


How do you feel about this video?

60% liked the campaign video

60%

[74% for those who already had a positive impression of mining;
54% for those who had a negative impression of mining]

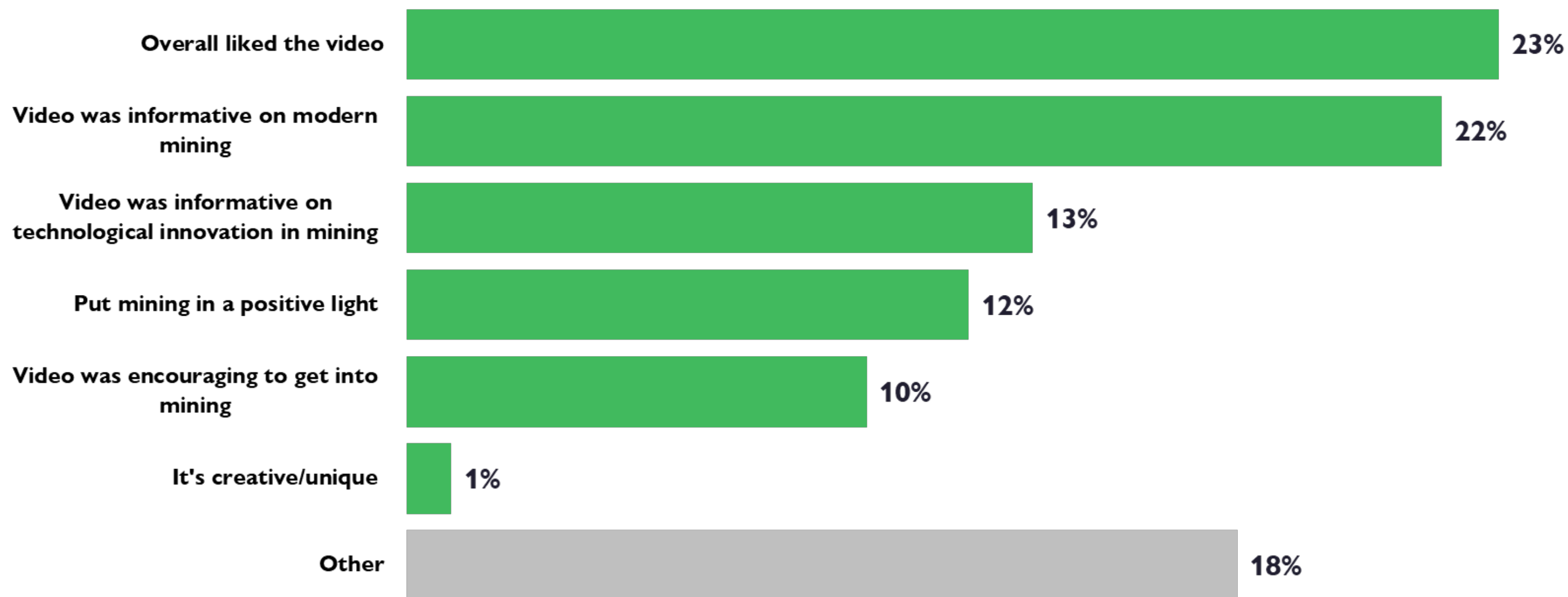


Base: All, n=1501



Why do you feel this way? [Liked the video]

Those who liked the video found it informative and a positive reflection of the mining sector



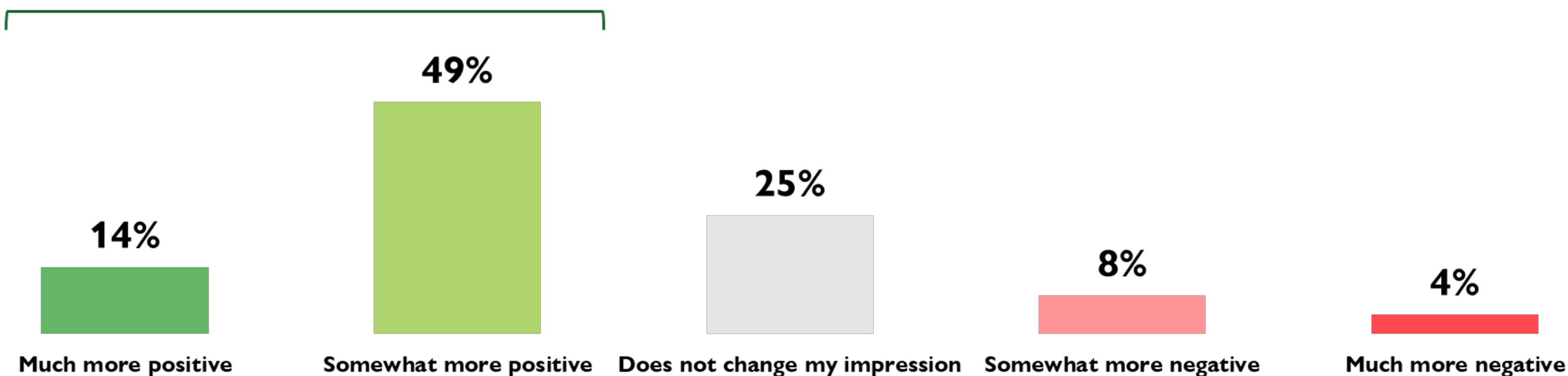
Base: n= 728 [those who like it a lot/like it a little]



As a result of seeing the video, do you have a more positive or more negative impression of the Mining industry?

63% have at least somewhat more of a positive outlook on the sector

63% [87% for those who liked the campaign video]

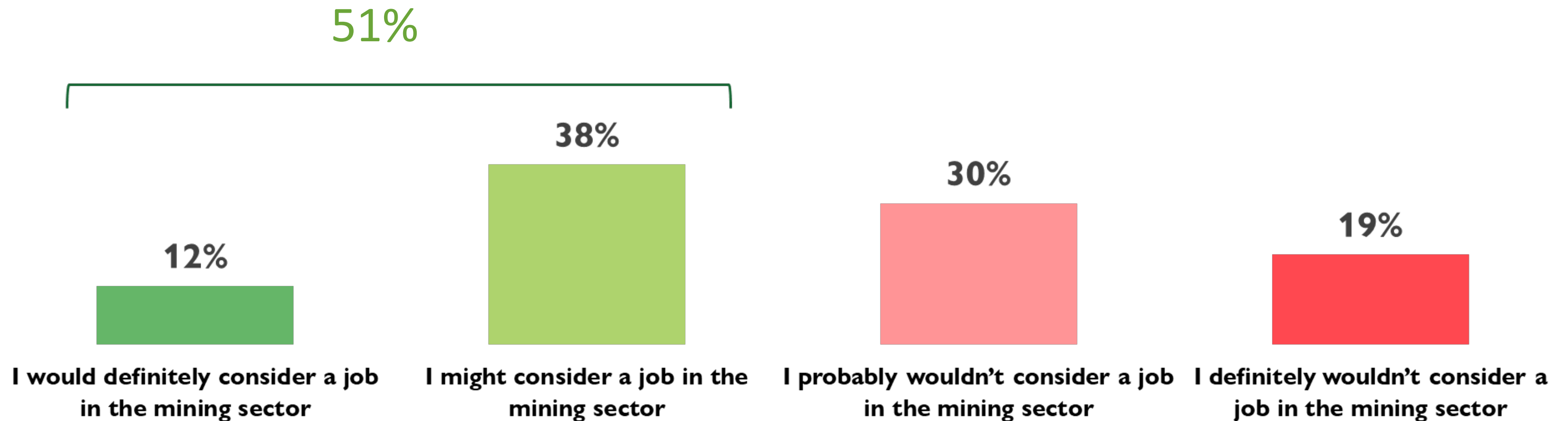


Base: All, n=1501



Now, would you ever think about working in the mining sector?

Half (51%) would now consider working for the mining sector

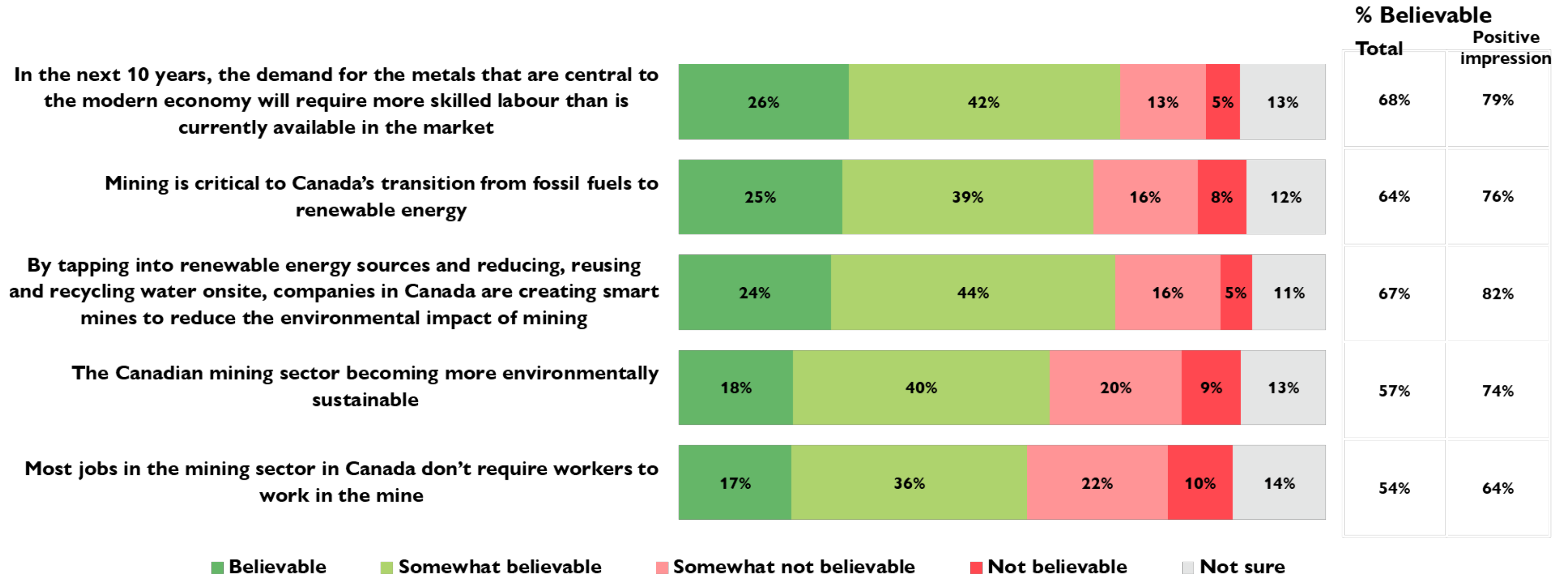


Base: All, n=1501



Now we are going to show you some statements about the mining industry in Canada. For each one, we'd like to know if this statement is believable or not?

Most see a role for the mining sector in Canada's transition from fossil fuels

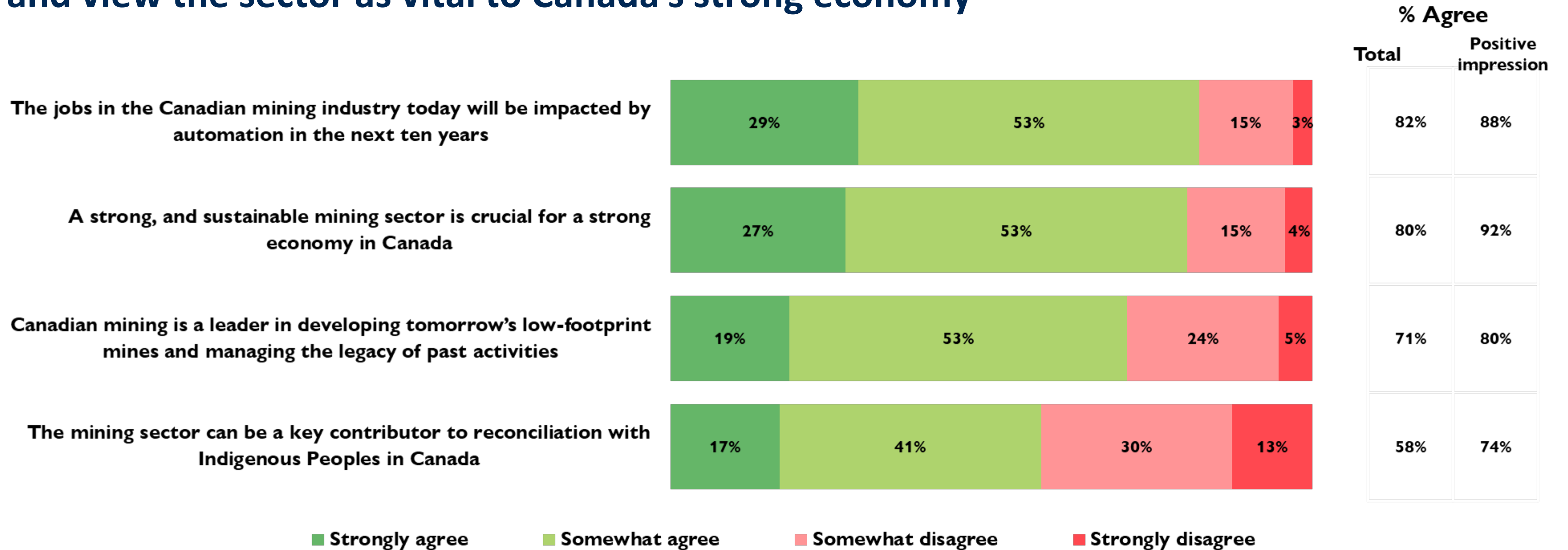


Base: All, n=1501



Do you agree or disagree with the following statements?

Majority agree mining will be impacted by automation in the next decade and view the sector as vital to Canada's strong economy



Base: All, n=1501



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