NCCER has found that it is critical to shift a student’s perception of the industry from neutral to positive and to shift an influencer’s perception of construction from negative to neutral.

**PARENTS**

Frankel Media Group, on behalf of NCCER, deployed a survey to parents in Virginia in March 2019, researching perceptions of careers in the construction industry.

**SURVEY OVERVIEW**

- Sent to **3,000** parents
- **514** responses completed in **3 weeks**
- **67%** of respondents were **women**
- **48%** had both sons and daughters
- **68%** were in the 35–54 age group

**KEY RESULTS**

- **70%** would be unlikely to advise their child to choose a career in construction, but **71%** would be supportive if their child pursued a career in construction
- **99%** considered job security and availability important
- **99%** ranked safety as important, but **48%** feel that the industry is unsafe
- **83%** agree that a college degree is vital to a good career

A bridge between students and parents is that job satisfaction is a significant factor for both — in fact, **100%** of parents rated job satisfaction for their child as important.
Research parent opinions in your state or location when planning a large project.

- Purchase contact lists.
- Limit your list to parents with children in PreK–recent high school graduates.
- Send survey digitally.
- Limit time the survey is open to three weeks maximum.
- Offer an incentive, such as a Visa or Amazon card.
- Hold focus groups.

STUDENTS

What sways young people into considering construction is generally one of the following:

- **Connection to the industry, such as family ties.**
- **Community impact of the work.**
- **Awareness of job satisfaction among the current workforce.**

In addition, because the cost of a college degree has increased 1,120% in the last 35 years, the opportunity to start a meaningful career with little-to-no debt resonates with today’s youth, particularly with Gen Z.¹

With diversity being expected as par for the course in the newest generation, promoting the concept that construction is for everybody — including women — highlights the industry is no longer that of their parents or grandparents.¹

Build Your Future’s biweekly blog stats showcase this. The top three posts as of the end of 2019 quarter three were:

**TOP 5 JOBS**
Top 5 Highest-Paying Jobs in Construction

**TOP 5 MISCONCEPTIONS**
Top 5 Misconceptions About Construction

**NOT YOUR DAD’S JOB**
Not Just Your Dad’s Job—3 Reasons for Women to Go Into Construction

**SOURCES**