

DECONSTRUCTED 2023

Working with YouGov[®] to bring the public perception of construction into view



thisdeconstruction.com



Deconstruction

WARNING! WORRYING STATISTICS AHEAD.

Sensationalist? No. The Construction industry has millions of brilliant people doing amazing things. But we need more.

Regrettably, and probably shamefully, this is old news, the skills gap has been discussed for years, with the likes of the CITB noting the need for circa 225,000 new workers required in the sector by 2027.

This figure has been used before by academics and industry bodies. And whilst it doesn't sound huge for a sector that already boasts a workforce of more than 2.5 million, the problem is, we never get closer to closing the gap.

We're not recruiting enough, and we're an ageing sector in an ageing population.

More bad news... The industry is the future of our homes, our workplaces, our hospitals, our schools, infrastructure, and our communities. It shapes every facet of our lives. Yet despite being one of the largest sectors in the world economy, the skills gap in construction has never been greater.

It couldn't be much worse, right? Wrong. We're also the sector most closely associated with the UK hitting its Net Zero targets.

So what's the sticking point to being able to attracting new talent to the sector to help us build what the UK needs in a safe, sustainable way? Why can't we recruit effectively?

The infamous 'Farmer Report' of 2016 highlighted perceptions of the sector as being a key barrier - and we firmly believe that's true.

To test this hypothesis, we've worked with YouGov® to commission a nationally representative 2,000-person survey, engaging directly with the public to understand their views on the sector and, crucially, whether they would ever consider working in the sector, among other things.

The results are illuminating and give the sector the kick it needs to address its 'brand' in the eyes of those it needs to attract. Don't let the stats dishearten you - they should galvanise you. Energise you. And make you determined to change them. That's what we'll be doing.

We'll be running year-round activity aimed not at the sector, but at the public, undoing some of the myths and misconceptions that have formed.

We'll be telling them about the great work the sector does, the breadth of roles that we offer, and the bright future that we're building - but we can't do it alone. Which is why we've founded Deconstruction - an anti-rubbishing faction that tears up the rulebook. To change perceptions. By breaking through the negativity and championing the skills that revolutionise our environments. We want you to be a part of that, working with us to lead the change.

Set aside a little time, read the report, and soak up the stats. This is YOUR industry, and we want you to join us and become a founding partner of Deconstruction, as we set about setting the story straight. Just give us a call or email us and let's get things done.

Ryan Jones
Founder. Deconstruction.



WHAT IS DECONSTRUCTION?

Deconstruction exists to create a positive image of construction.

So, what will we be doing different that's not been done before? Ironically, even though the negative reasons are palpable, they're also conspicuous enough for us tap into, enabling the launch of a super-effective positivity drive with transparent statistics to back it up.

Construction is perceived by many as uninspiring, dirty, boring, and male-centric. But we know that's not the case. Our biggest fish to land is the student community. They're the industry's future, its lifeblood. Building sites are the images this group has in its head when construction is mentioned, not marketing, architects, design, planning, legal, science, landscaping, technology, fire prevention... you get the script.

Deconstruction will deliver a more modern image of construction, a more exciting portfolio of careers by opening eyes and minds. We want there to be an epiphany within education facilities throughout the country. Only then can we begin to make change and see a change for a better future. But that's just the starting point, we're not here to appeal to any one demographic, we're here to make everyone interested.

Join us at thisisdeconstruction.com



WHAT 2070 PEOPLE SURVEYED SAID.

All figures, unless otherwise stated, are from YouGov® Plc. The total sample size was 2070 adults. Fieldwork was undertaken between 11th - 14th August 2023. The Survey was carried out online. The figures have been weighted and are representative of all UK adults [aged 18+]. If you're interested in finding out more regarding the statistics or demographics in this Survey, simply contact us at:

thisisdeconstruction.com



QUESTION?

DO YOU THINK YOU WOULD EVER PERSONALLY CONSIDER A CAREER IN THE CONSTRUCTION INDUSTRY?

69% of UK adults would not consider a career in construction.

Read that again – almost 7 in 10 adults wouldn't even think about joining us. Suddenly, that target of 225,000 new entrants by 2027 feels a little more out of reach.

It gets worse... when the data is cut to allow only for the next generation, the percentages increase significantly further. 77% of full-time students aged 18-24 would never consider a career in the industry.

It's sobering reading. There's a lot of great work done by businesses in the sector to create pathways, but they're never going to be effective if we can't get people to take an interest in the first place.



No, I would not
69%



Don't know
11%



I already work in the
construction industry
5%



Yes, I would
15%

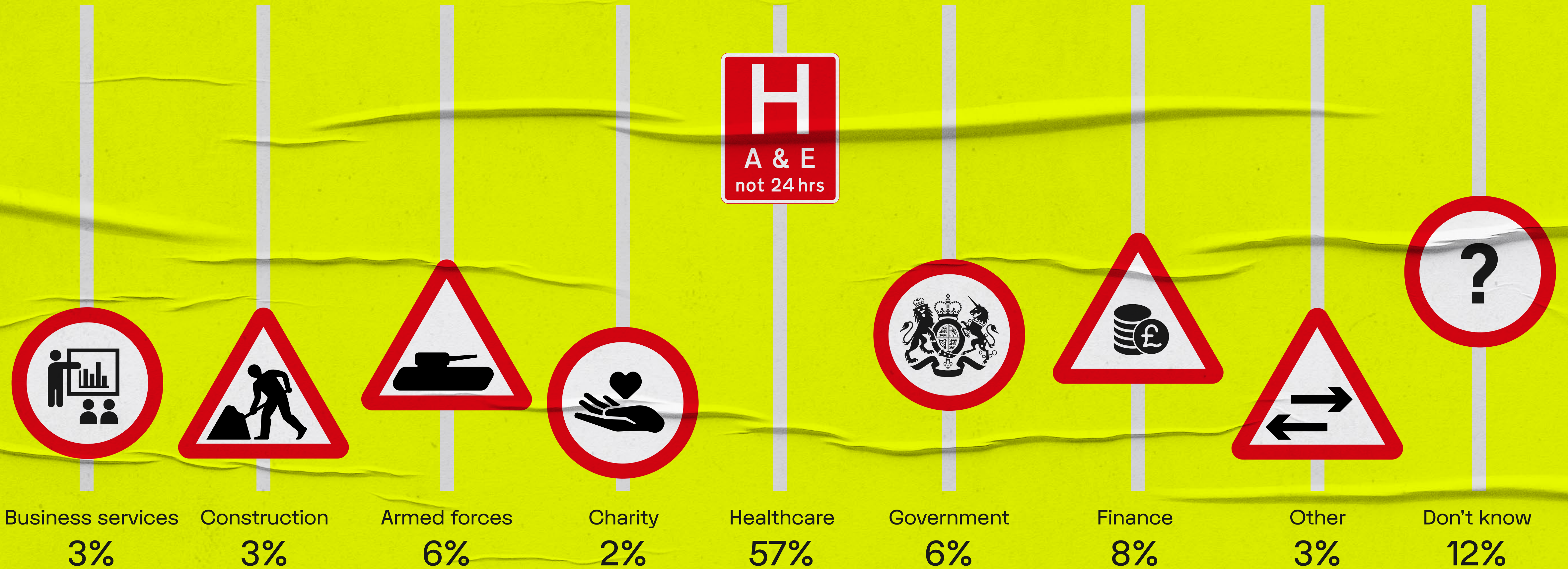


QUESTION?

WHICH ONE, IF ANY, OF THE FOLLOWING SECTORS/INDUSTRIES DO YOU FEEL IS GENERALLY THE MOST IMPORTANT IN THE UK?

It's a sad truth that construction isn't seen as an important sector within the UK according to the YouGov® survey. It seems only 3% of all UK adults believe it to be important.

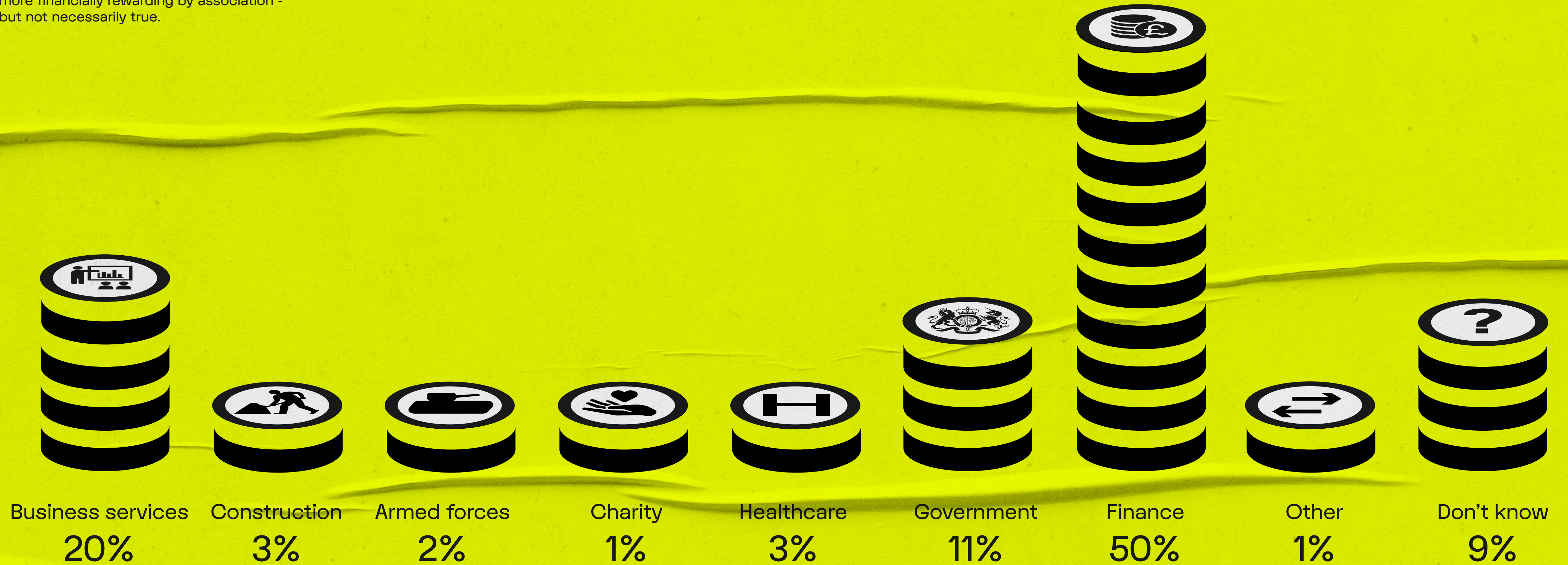
Only charities perform less well at 2%, with healthcare leading the way at 57%. The irony is that without the construction sector, healthcare would be in more trouble than it already is.



QUESTION?

WHICH ONE WOULD YOU IMAGINE TO BE THE MOST WELL PAID?

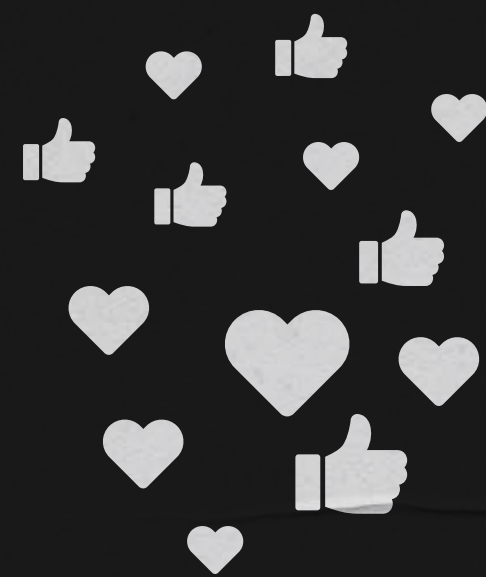
Only 3% of UK adults think that construction is a well-paid career. The reasons for this are unclear, but one possible explanation could be the image of construction, or that other sectors seem more attractive, and therefore more financially rewarding by association - but not necessarily true.



QUESTION?

WHICH ONE WOULD YOU BE MOST IMPRESSED WITH?

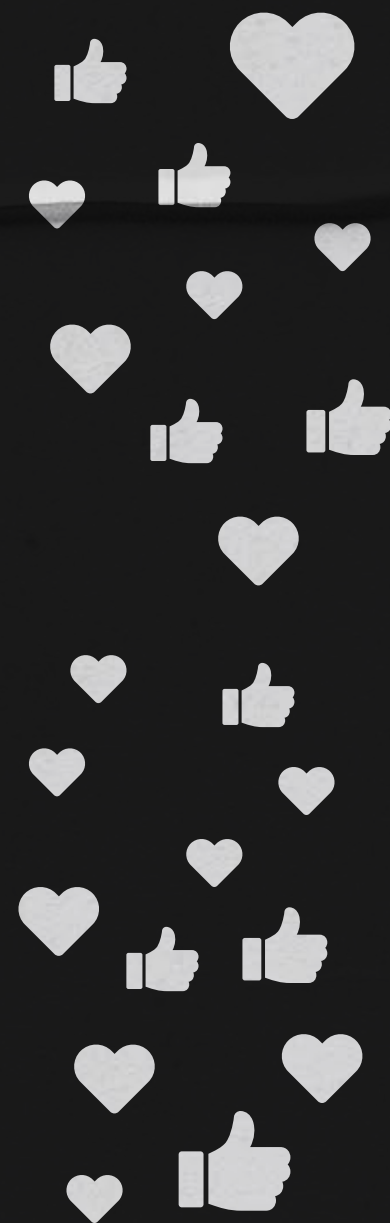
Again, only 3% of UK adults would be impressed with construction as a career if discussed. That figure doesn't fluctuate much between age groups, on a societal level, between regions and social media platforms either. It only fairs well, at 16%, amongst those who already work in the construction sector.



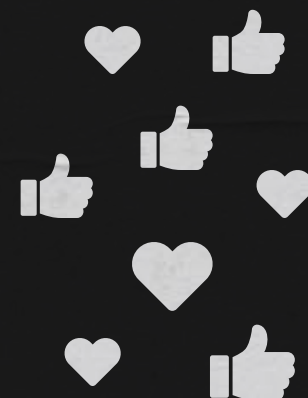
Business services
7%



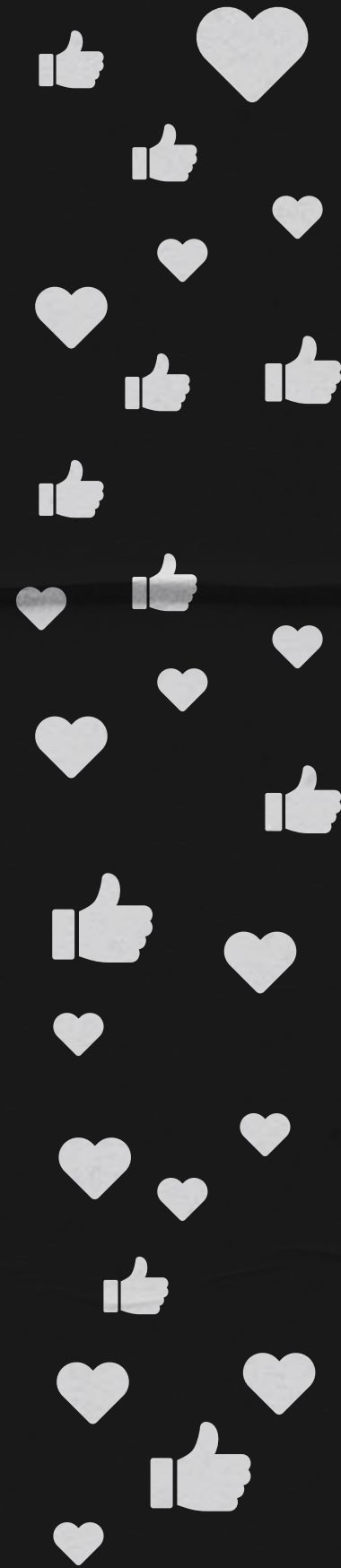
Construction
3%



Armed forces
13%



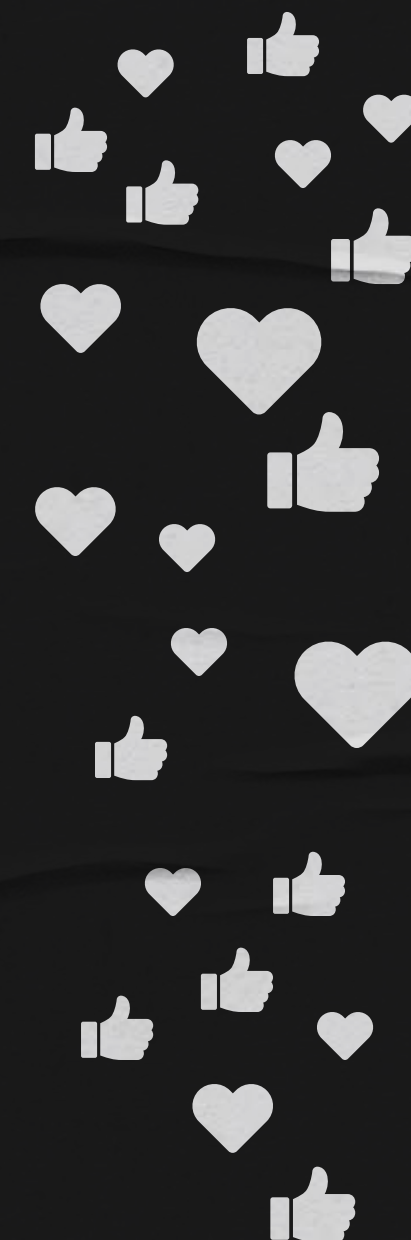
Charity
5%



Healthcare
27%



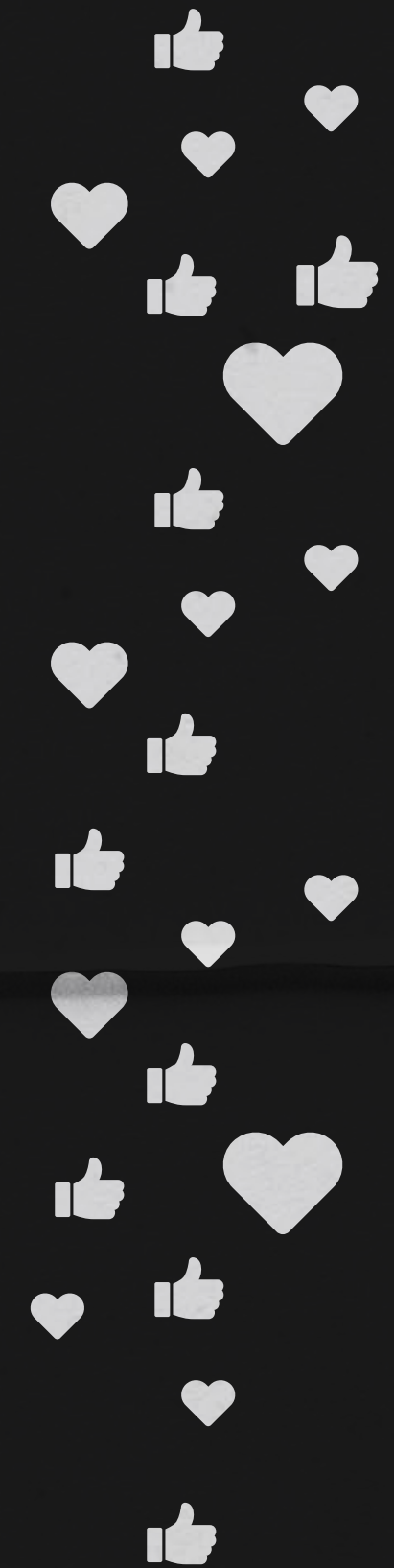
Government
4%



Finance
12%



Other
3%



Don't know
24%



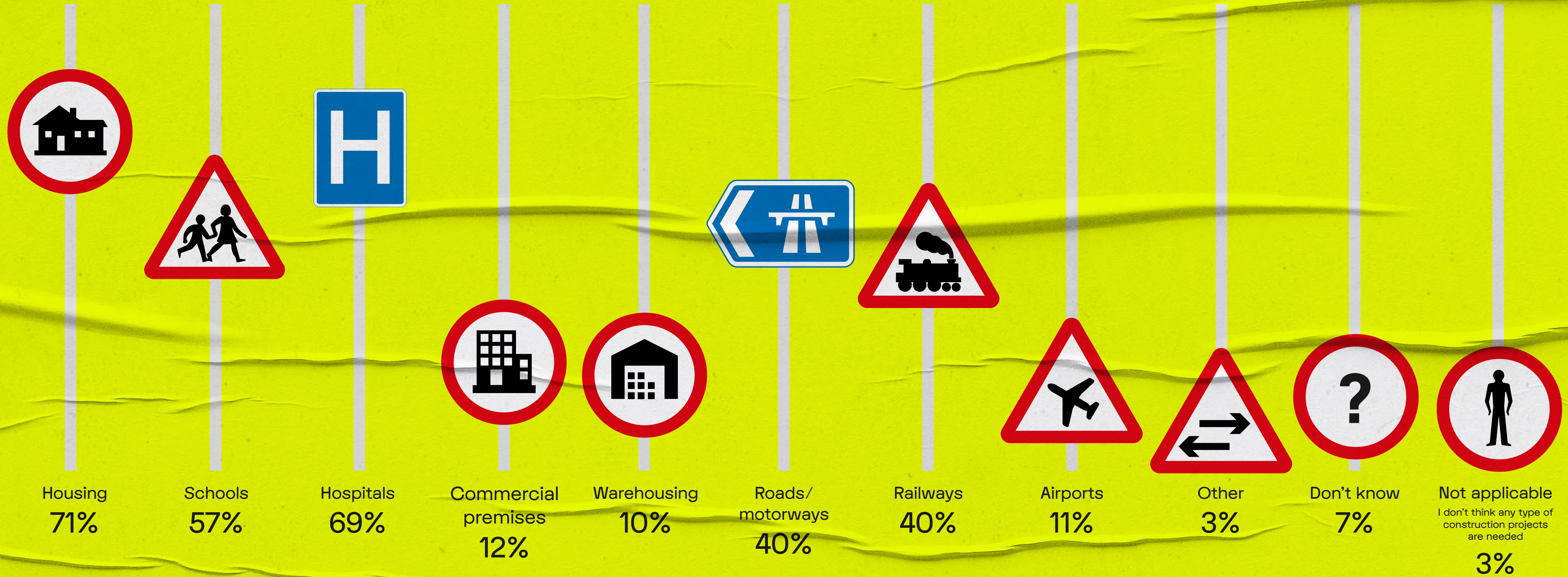
QUESTION?

PLEASE IMAGINE YOU WERE TO ADVISE A YOUNG PERSON WHO WAS LOOKING TO START A CAREER... HOW LIKELY, IF AT ALL, ARE YOU TO RECOMMEND A CAREER IN CONSTRUCTION?



QUESTION?

WHICH, IF ANY, OF THE FOLLOWING TYPES OF CONSTRUCTION PROJECTS DO YOU THINK THE UK NEEDS?



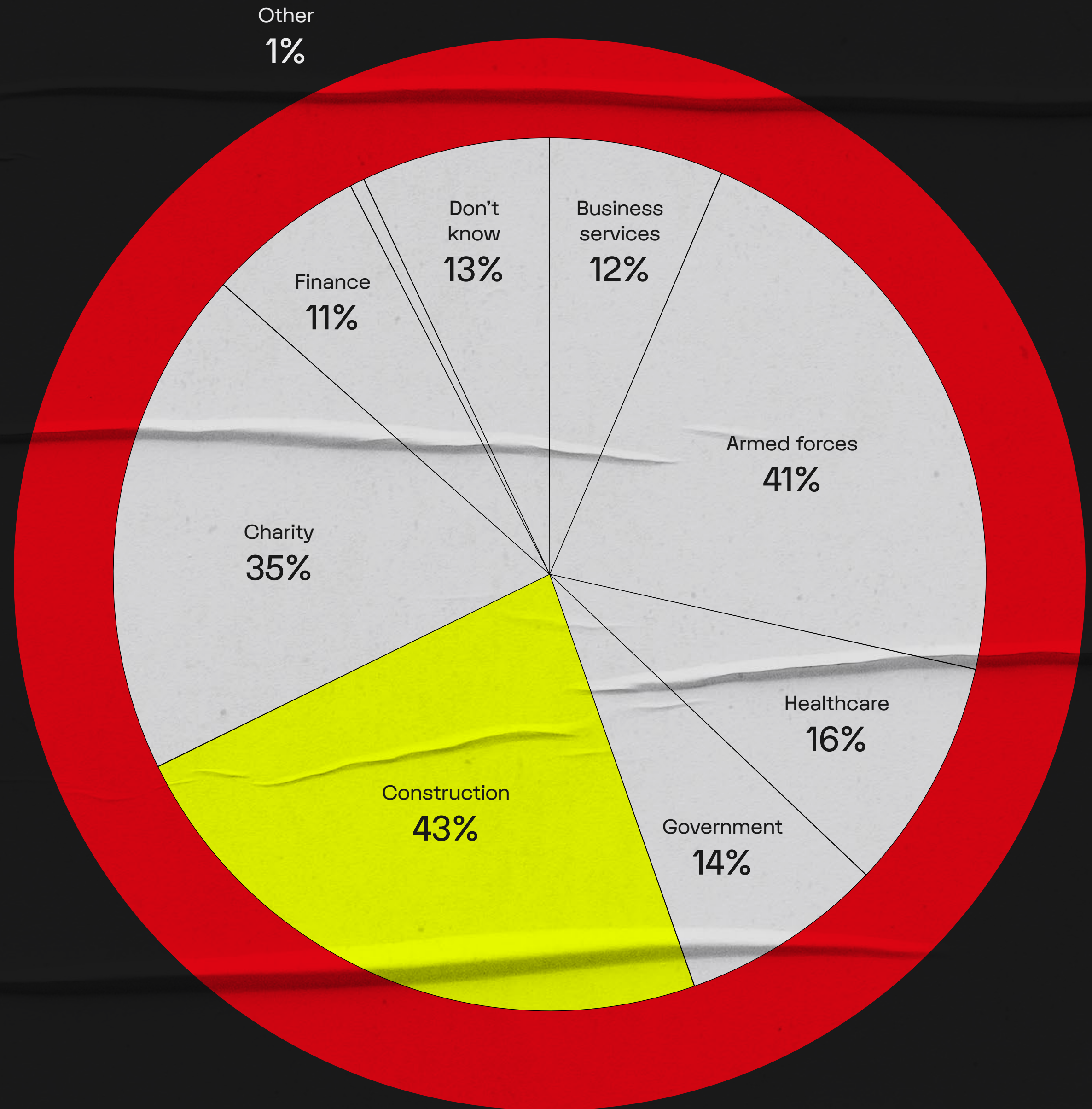
QUESTION?

WHICH, IF ANY, OF THE FOLLOWING SECTORS/INDUSTRIES DO YOU THINK ARE LEAST LIKELY TO REQUIRE WORKERS WITH A HIGHER OR FURTHER EDUCATION QUALIFICATION? (PLEASE SELECT ALL THAT APPLY).

For the following question, by “higher or further education qualification”, we mean the official completion of a course at a university, university college, specialist college, sixth form college or other similar institution.

Construction is a vast industry in terms of career choice. However, the perception is the antithesis of this, especially amongst students. There’s also the misconception that ‘on-the-ground’ trades, such as electricians, bricklayers, joiners and plumbers do not require a further education qualification. And of course, they are likely to be unaware of more off-site careers; architects, planners, technicians, designers, marketers and testing specialists.

This may explain why other statistics within this Survey regarding the construction sector are unfavourable, including those relating to lower pay and career recommendation.

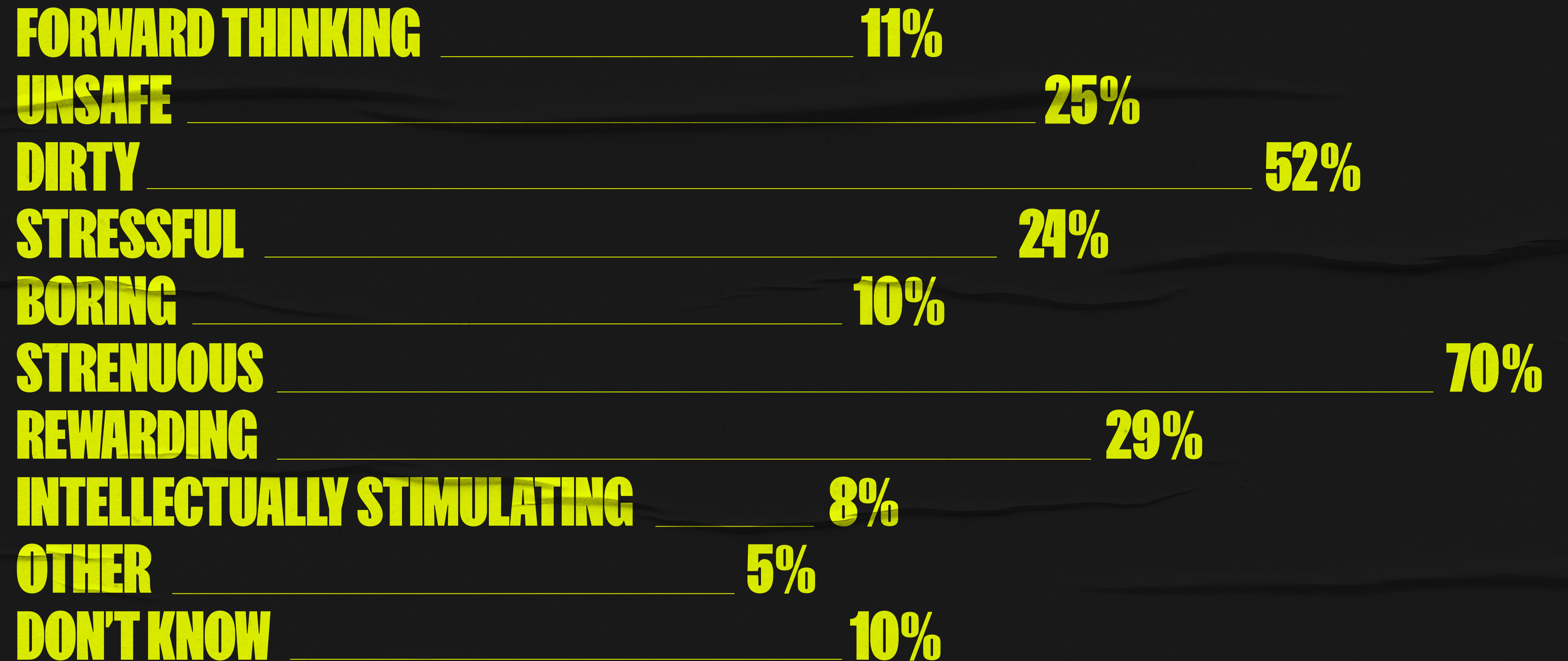


QUESTION?

WHICH, IF ANY, OF THE FOLLOWING WORDS/PHRASES WOULD YOU ASSOCIATE WITH JOBS IN THE CONSTRUCTION INDUSTRY?

It's hard to read. And it also throws up just how perceptions can inform misguided decisions. After all, those who said it was boring and stressful have never worked in the sector.

A picture becomes clear, however, and it's one that we can, and should, work with. That picture is that the public aren't seeing construction, they're seeing [sub]contracting, building sites, hard hats, and hi-vis jackets. And not a career.



QUESTION?

WHICH ONE, IF ANY, OF THE FOLLOWING SECTORS/INDUSTRIES WOULD YOU BE MOST LIKELY TO RECOMMEND?

Only 7% of adults said they would recommend construction as a career. Low when you consider people would rather recommend the armed forces, finance, and HR. Not that there's anything wrong with those sectors, more that it places construction in a place of stagnation.

The skills gap and these sort of results won't change unless we change the image of construction.



Business services
15%



Healthcare
19%



Government
8%



Other
5%



Don't know
23%



Construction
7%



Armed forces
8%



Charity
3%

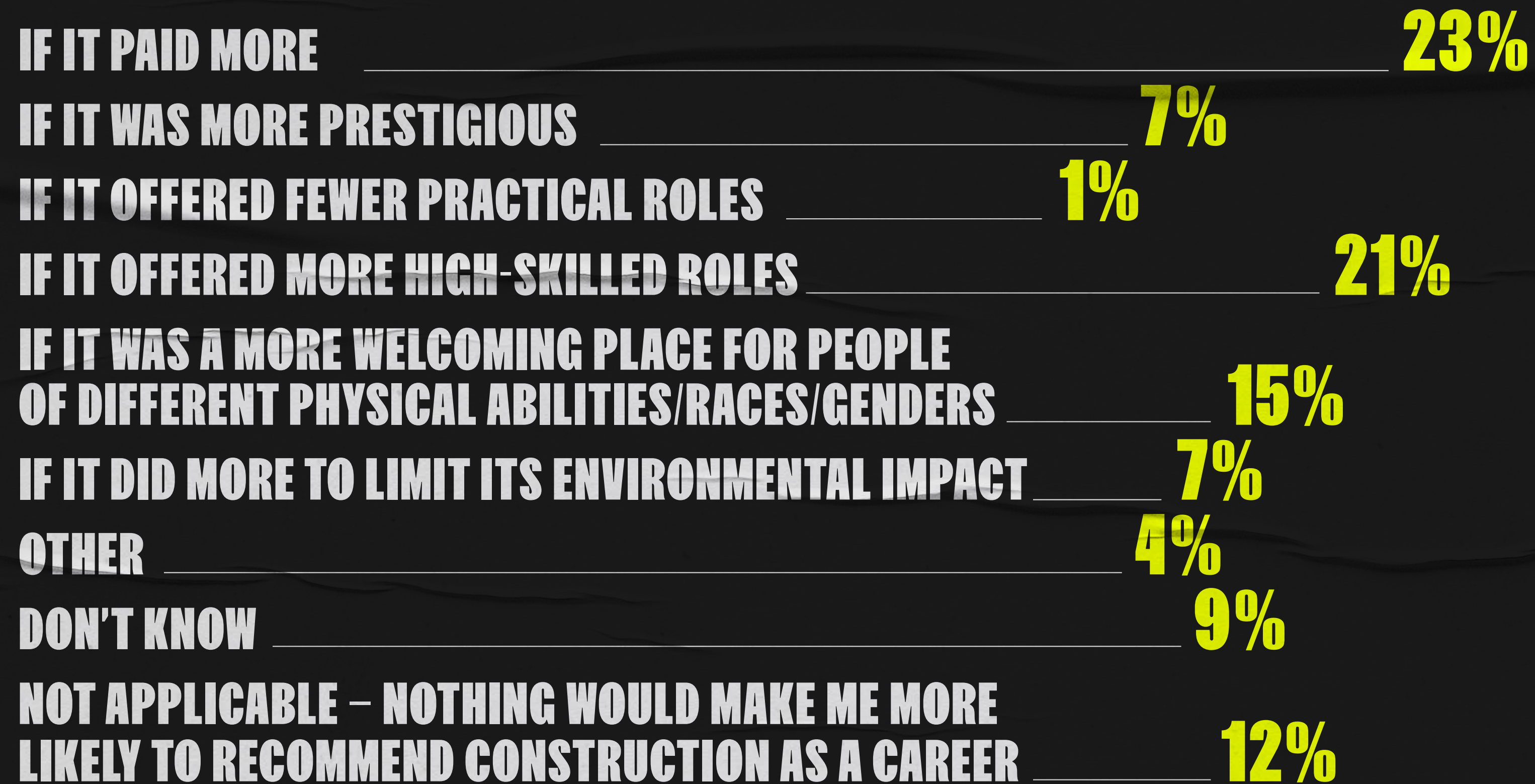


Finance
12%



QUESTION?

YOU PREVIOUSLY MENTIONED THAT YOU WOULD RECOMMEND A CAREER IN CONSTRUCTION TO A YOUNG PERSON WHO WAS LOOKING TO START A CAREER... WHICH, IF ANY, OF THE FOLLOWING FACTORS WOULD MAKE YOU MORE LIKELY TO RECOMMEND CONSTRUCTION AS A CAREER?



WHAT'S NEXT?

Help lead the change and join us at
thisisdeconstruction.com





End



THANKS FOR READING.

Help lead the change



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