



CBTU

Red Seal Tradespeople Survey

February 2025

METHODOLOGY

The survey was conducted with 500 Canadian Red Seal tradespeople from February 21 - 26, 2025. 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 +/- 4.38%, 19 times out of 20.

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



Executive Summary

The attitudes and impressions of Red Seal tradespeople on the whole reflect that of Canadians generally. There is a general sense of pessimism across the country and concern about cost of living and ongoing personal and nationwide financial challenges.

There are however some key differences among this group. They are much more concerned about unemployment and job loss than the average Canadian.

And 83% agree ‘companies who win any government-funded projects or receive government investment should be required to pay tradespeople working on that project wages and benefits equal to the union wage and benefits.’

Red Seal Tradespeople (particularly young members) are open to big ideas and eager to see change. 70% agree ‘our country needs visionary free thinkers who have the courage to defy traditional views and authorities’ vs 30% who say the established authorities are generally right. 63% say now is the time to take big actions and build our future, compared to the 37% who say now is the time to protect what we have. *Those under 45 are much more open to big actions than those who are older.*

Executive Summary

Finally, given the importance of pay and tax relief it should be no surprise that Red Seal Tradespeople appear to have favourable views towards the Labour Mobility Tax Deduction- their most common suggest improvement is greater awareness of the deduction in its current form, rather than implementing changes. Though if they were to suggest changes it would be to increase accessibility (removing the \$4,000 limit and lowering the km threshold). Altogether, 62% are aware of the deduction, including 23% who have made use of it since the roll out.

Pocket-book issues are the biggest concern for Red Seal tradespeople, but beyond this, and more than the average Canadian, this is paired with feelings of a precarious and tight job market.

Surrounding Impressions

Key Findings



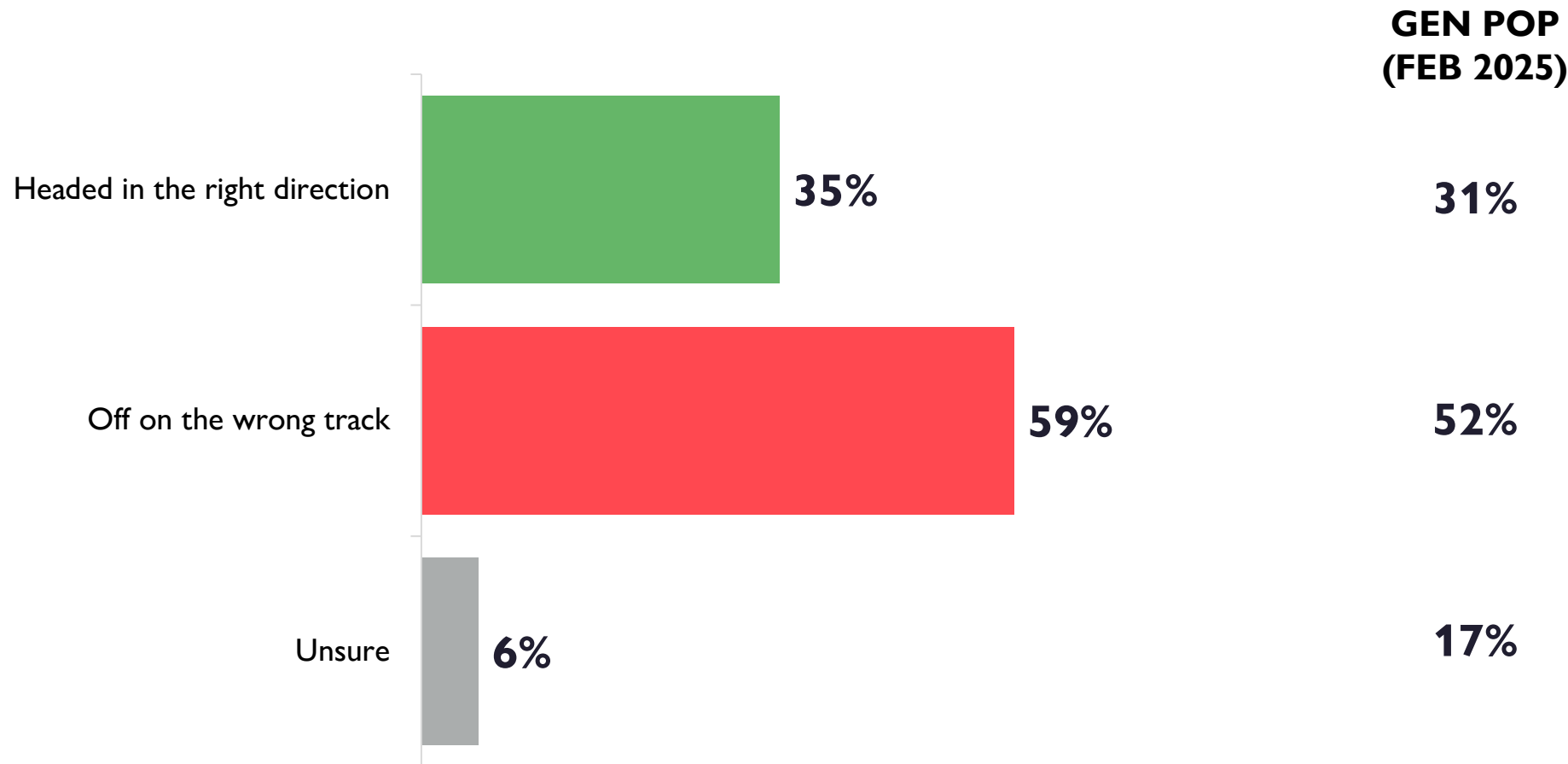
RED SEAL TRADESPEOPLE HAVE MANY OF THE SAME KEY CONCERNS AS CANADIANS OVERALL-

COST OF LIVING IS TOP OF MIND: At the top, the issues set looks nearly identical between Canadians overall and Red Seal tradespeople. Cost of living is number one, 63% among Red Seal tradespeople and 60% among the public overall. This is followed by housing affordability and accessibility and Donald Trump and his administration, and the economy. *Further down the list there are some key differences. 26% of Red Seal tradespeople place job security and unemployment in their top 3 issues, compared to just 13% of Canadians overall. And 30% say healthcare is a top 3 issue, compared to 38% of Canadians overall.*



Generally speaking, do you think things in Canada are headed in the right direction or are they off on the wrong track?

Red Seal tradespeople feel similar levels of pessimism than Canadians overall.
And appear more certain in their beliefs on the direction of the country, 10% fewer are unsure.



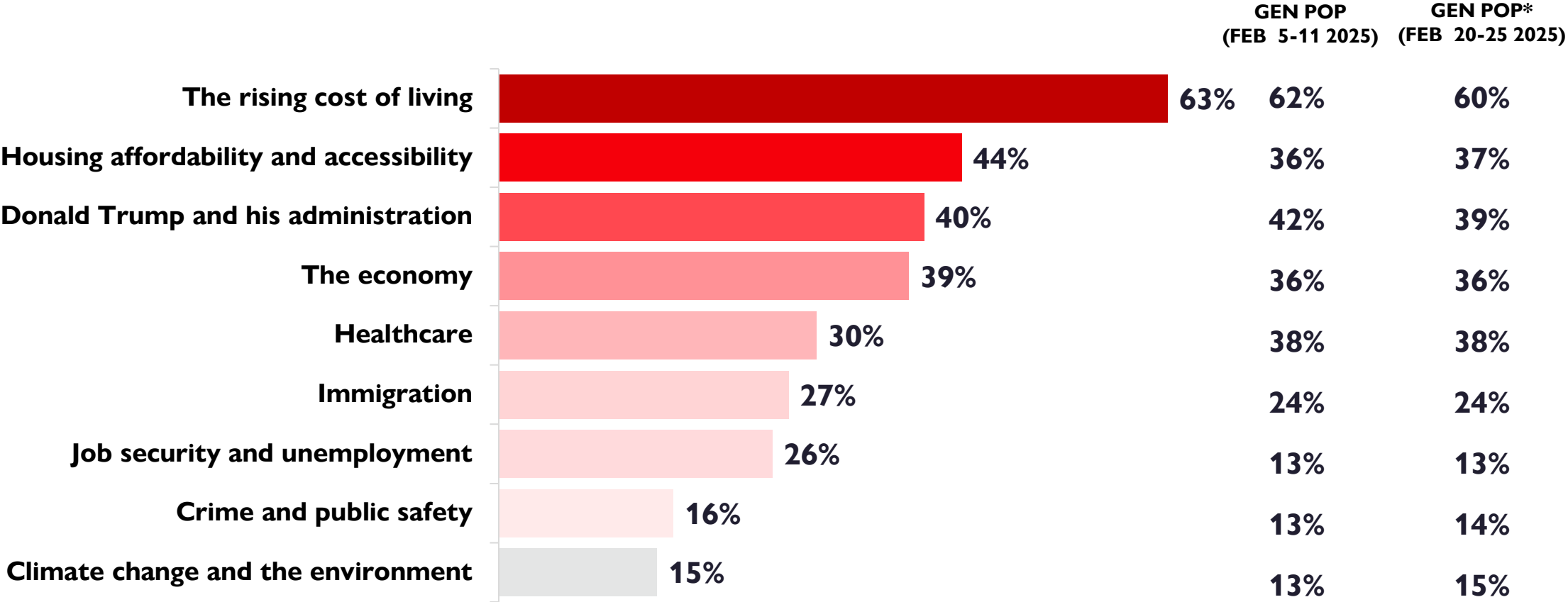
[BASE] n=500
[GEN POP] n=3,000, Fielded February 20-25, 2025



What are the 3 most important issues facing Canada today? Please select 3 issues

Top issues among Red Seal tradespeople look similar to that of Canadians overall.

Further down the list there are some differences- healthcare is less important while job security and unemployment are more important.



[BASE] n=500
[GEN POP] n=3,000, Fielded February 5-11, 2025 [GEN POP]* n=3,000, Fielded February 20-25, 2025, different issues list, non comparable items removed

Red Seal Tradespeople: Issues and Outlook

Key Findings



COST OF LIVING AND A TIGHT LABOUR MARKET ARE THE BIGGEST CHALLENGES FOR RED SEAL TRADESPEOPLE: Unprompted, Red Seals tradespeople say cost of living (27%) is the biggest challenge facing folks like them today, Other surrounding issue like wages matching inflation (21%) job instability (11%) and job market competition (7%) are top of mind. *Like Canadians overall, cost of living and a feeling of instability are keeping Red Seal tradespeople up at night.*

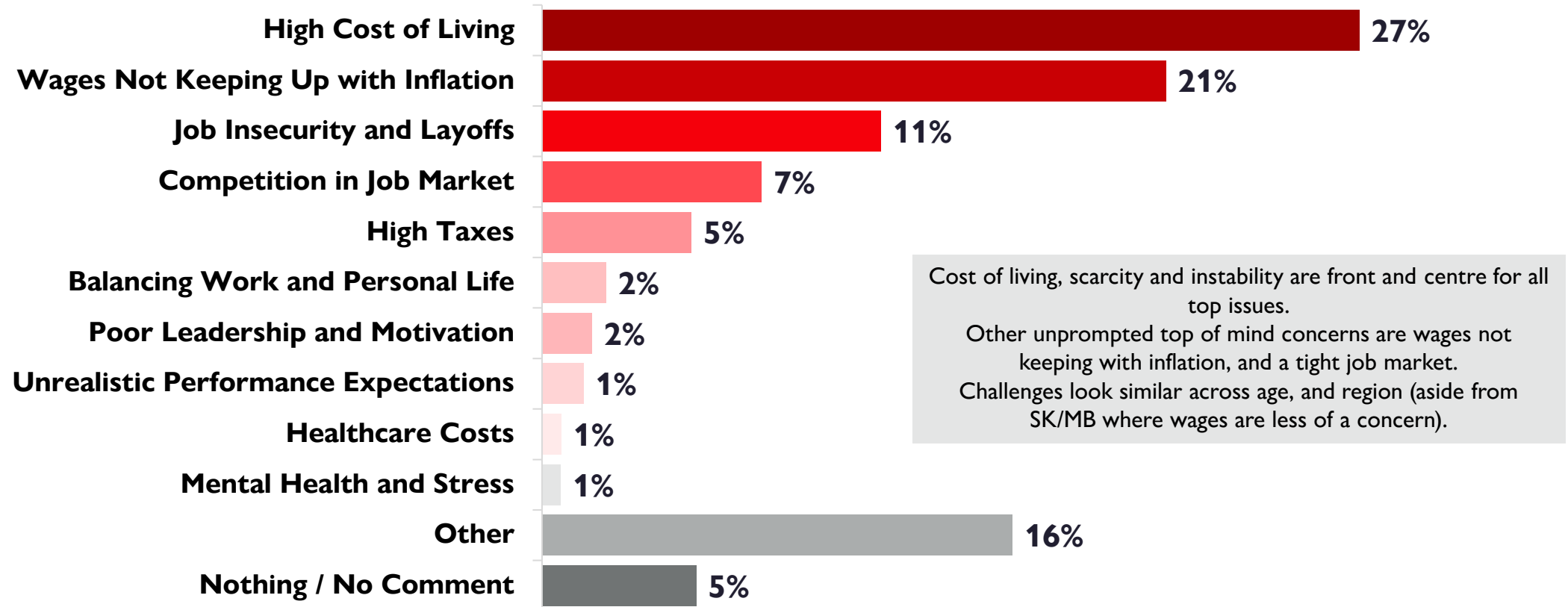


RED SEAL TRADESPEOPLE ARE OPEN TO BIG IDEAS AND CHALLENGING THE STATUS QUO: 70% agree 'our country needs visionary free thinkers who have the courage to defy traditional views and authorities' vs 30% who say the established authorities generally turn out to be right. 63% say now is the time to take big actions and build our future, compared to the 37% who say now is the time to protect what we have. *Those under 45 are much more open to big actions than those who are older.*



What is the biggest personal challenge facing workers like you today?- CODED

Like many Canadians, the high cost of living is the biggest challenge Red Seal tradespeople face. Employment concerns that centre around cost of living and stability come next.



[BASE] n=500

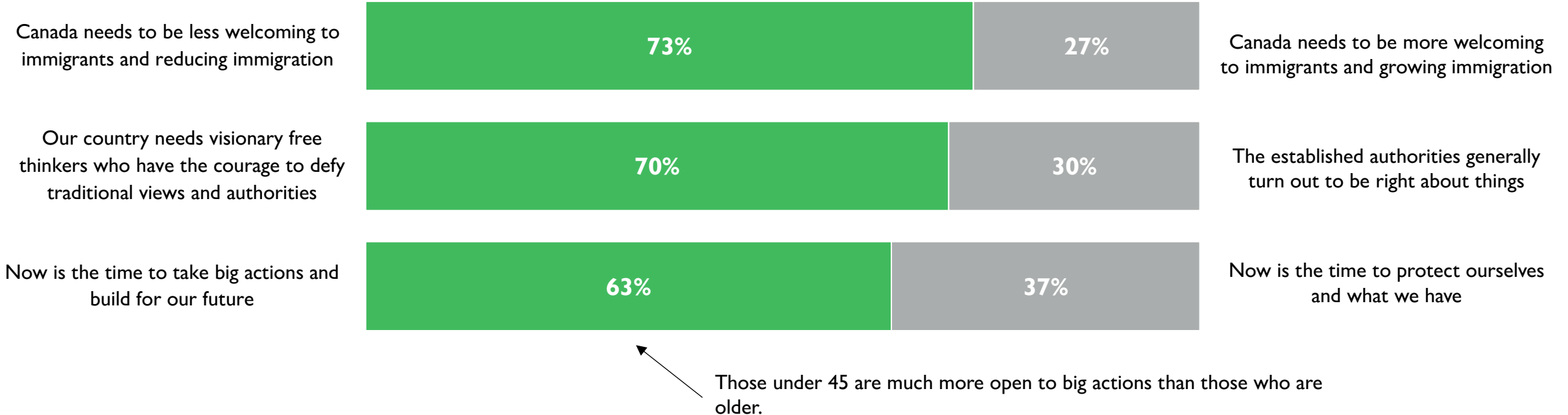




Which of the following do you agree with more?

On Values: Red Seal tradespeople are open to big, bold action but they are also feeling the pinch of scarcity and have concerns about immigration.

This sentiment is felt similarly across the country, across age groups and income level. Those who list immigration in their top issues are particularly interested in reducing immigration.



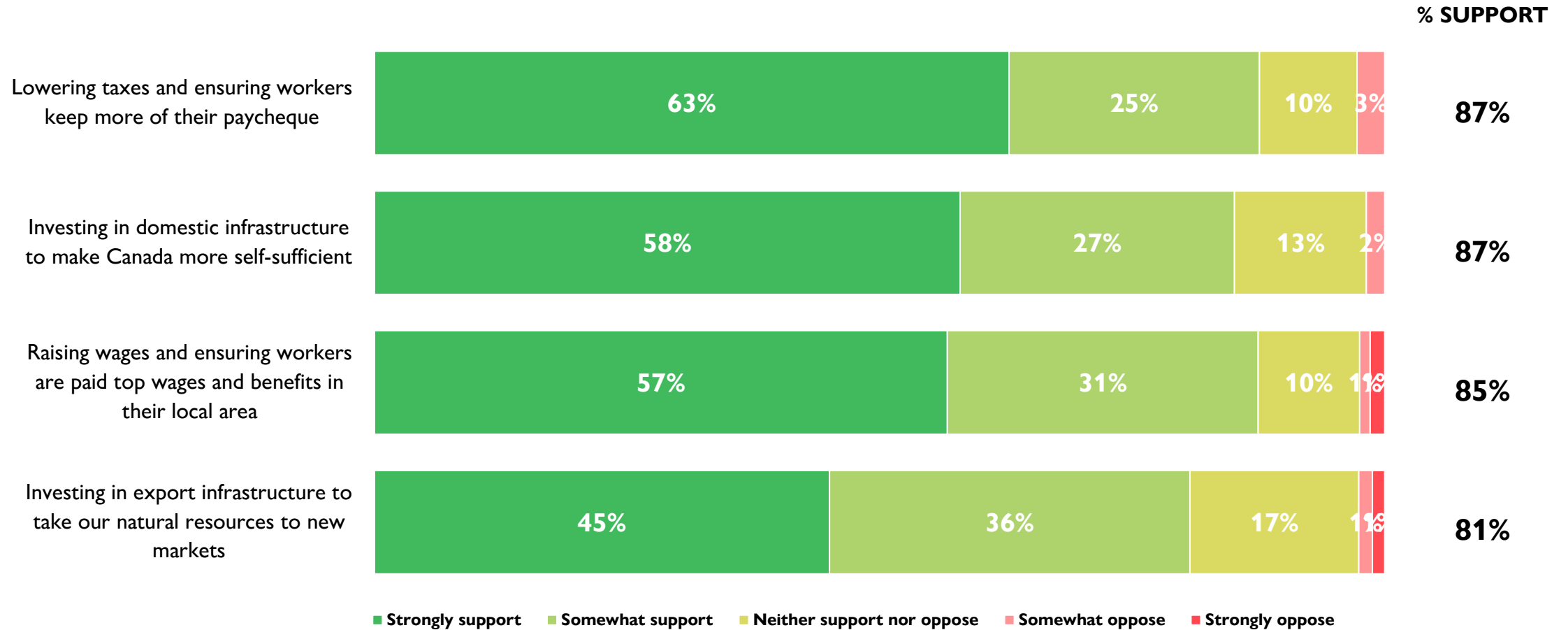
[BASE] n=500



Below are some policies put forward by federal political parties in Canada for an upcoming federal election. Do you support or oppose the policy?

There is a great deal of support for a number of the policy items tested.

Lowering taxes, domestic investment and raising wages have the strongest level of support.



[BASE] n=500

Working Conditions and Supports

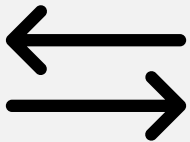
Key Findings



STRONG MAJORITY ARE SATISFIED WITH THEIR UNION AND EMPLOYER: 87% are satisfied with their union (among those who have), and 86% with their employer. Satisfaction is much lower for provincial and federal governments, (hovering just above or below 50%).



MOST PRESSING IMPROVEMENTS FOCUS ON ADDRESSING THE BIGGEST CHALLENGES- KEEPING UP WITH THE COST OF LIVING: Altogether, 63% place higher pay at the top, or second most important issue to address. Income tax relief comes second. *Red Seal tradespeople are looking for relief from high cost of living pressures they have been feeling. They see higher pay and tax relief as the most helpful solutions to these challenges.*



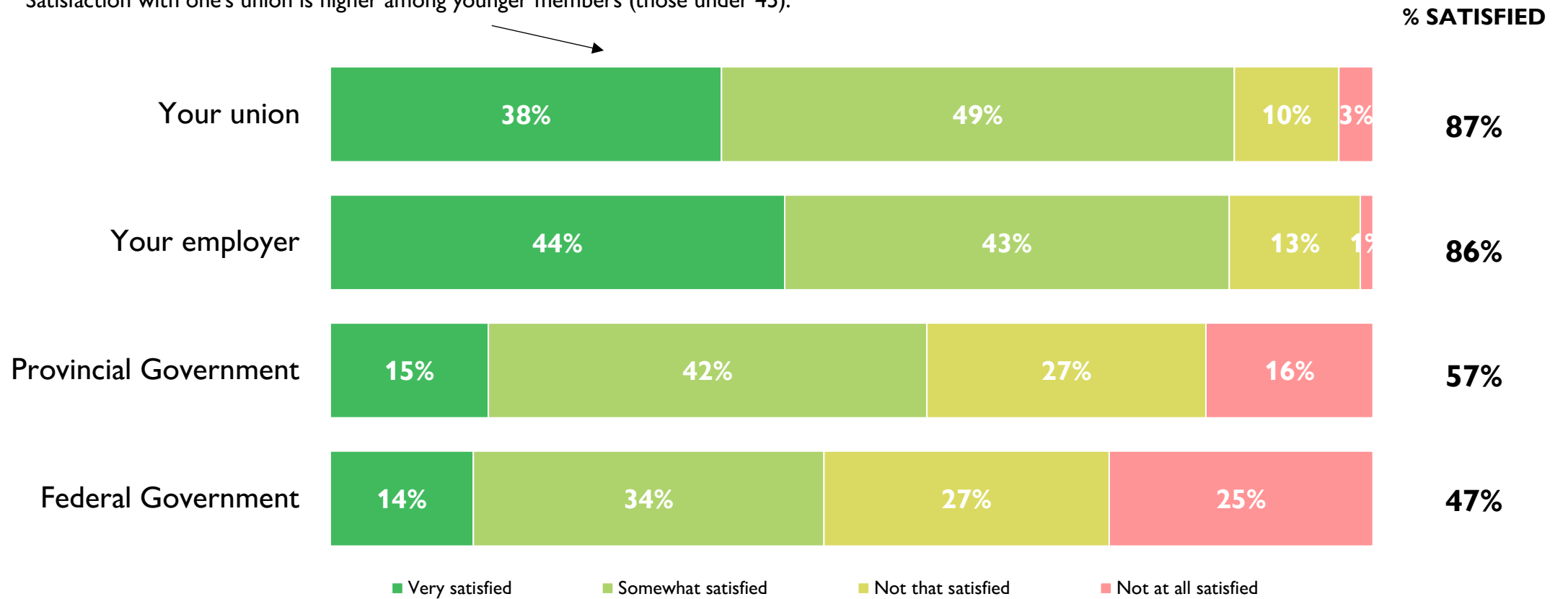
TWO THIRDS ARE AWARE OF THE LABOUR MOBILITY TAX DEDUCTION BUT ARE KEEN TO SEE MORE ON WHAT IT IS AND WHAT IT OFFERS: 62% are aware of the tax deduction, including 23% who have used it. Use is similar across the country, and more commonly used/heard of among younger Red Seal tradespeople. Red Seal Tradespeople are most interested in increasing awareness and understanding of the current Labour Mobility Tax Deduction, rather than making changes. If they were to suggest changes, there is interest in changing the limit (20%), lowering the km threshold (19%), or making the deduction independent of living-out allowances (16%).



Please rate your level of satisfaction with the following.

While moderate, satisfaction with union and employers is strong. Only half are satisfied with their current government, federal or provincial.

Satisfaction with one's union is higher among younger members (those under 45).

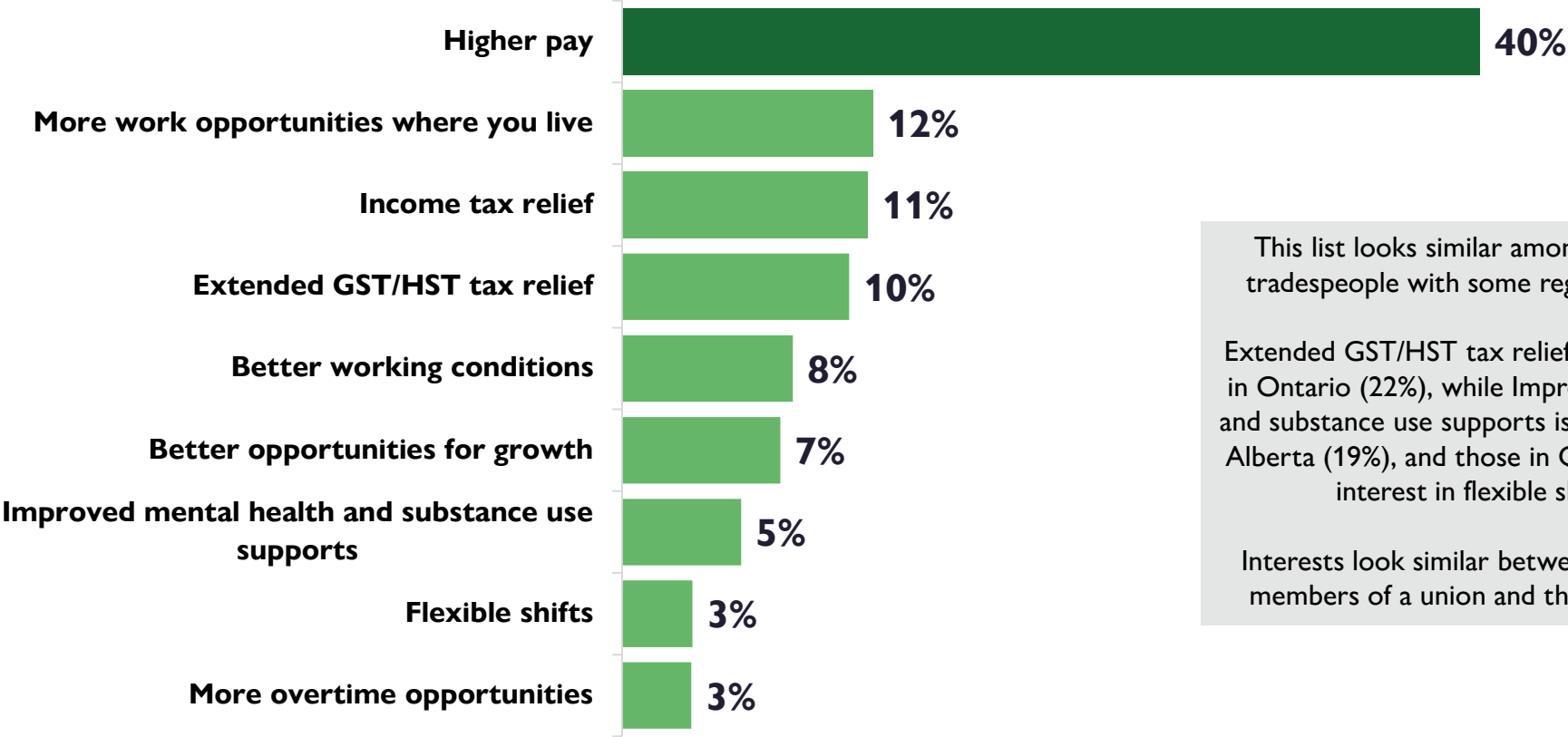


[BASE] n=500



Below are some actions that could improve your quality of life From the list below, which would be most helpful?

Red Seal tradespeople are focused on seeing improvements to pay.



This list looks similar among most Red Seal tradespeople with some regional differences.

Extended GST/HST tax relief is a bigger priority in Ontario (22%), while Improved mental health and substance use supports is more important in Alberta (19%), and those in QC express greater interest in flexible shifts (8%).

Interests look similar between those who are members of a union and those who are not.

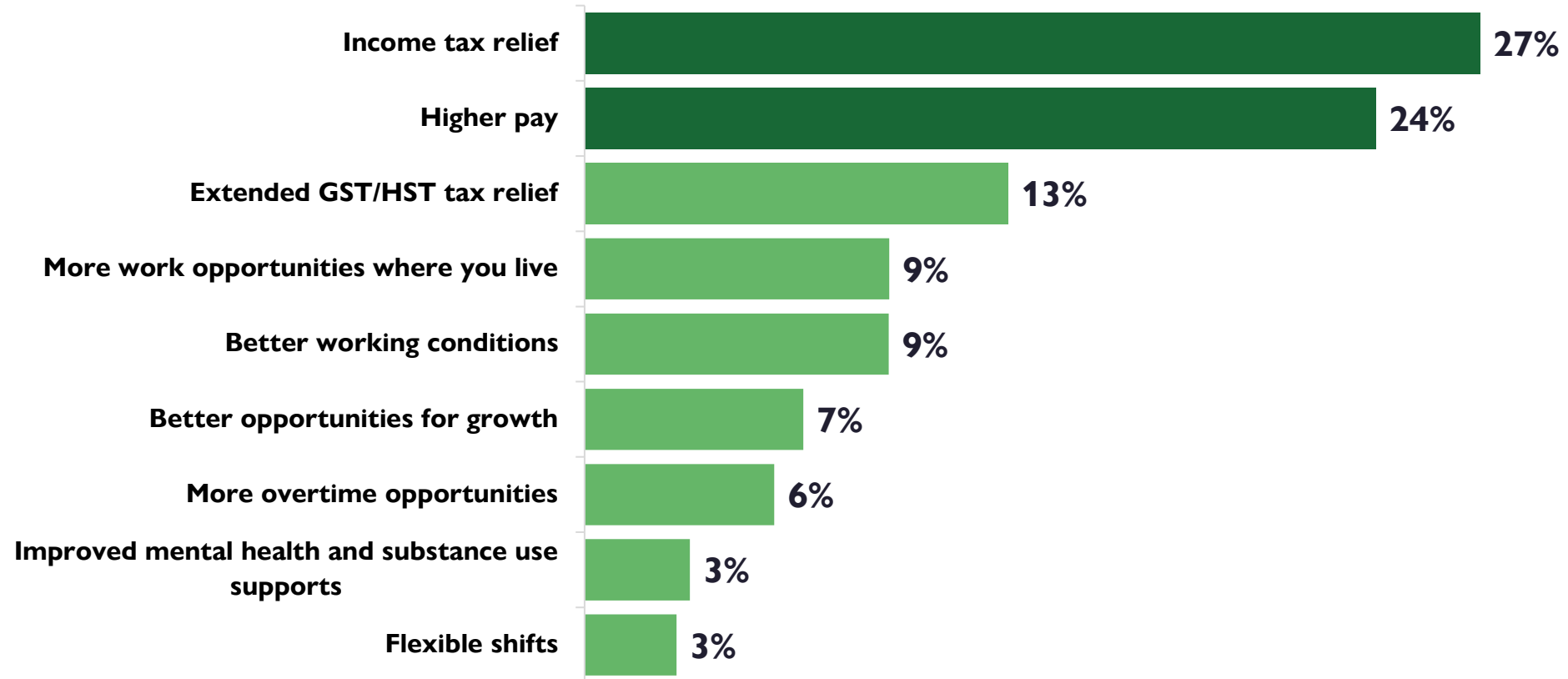
[BASE] n=500



What else would provide the most relief? Please select one.

63% place higher pay as a top two issue.

Income tax relief is another important issue for many, 27% rate this second to higher pay.

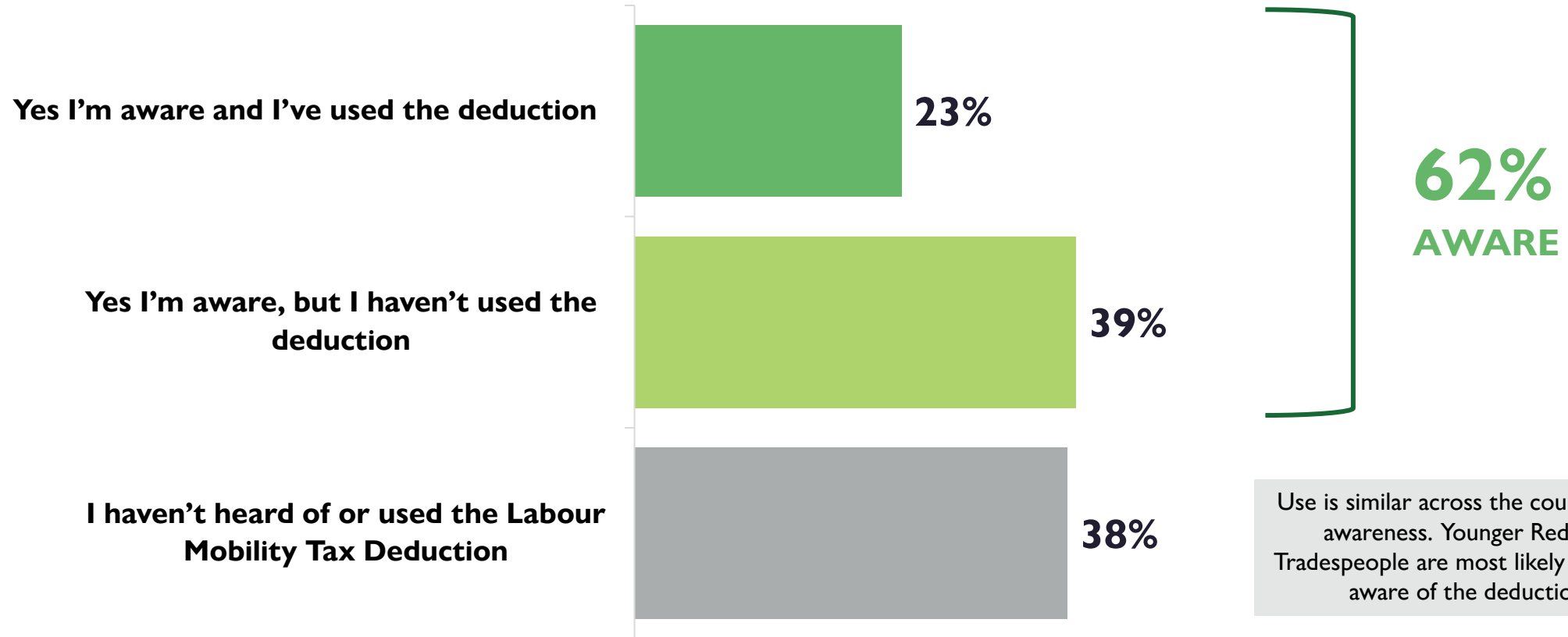


[BASE] n=500



Are you aware of, or have you used, the federal Labour Mobility Tax Deduction for Tradespeople?

The majority are aware of the Labour Mobility Tax Deduction.
One in four (23%) of Red Seal tradespeople say they have used the tax deduction.



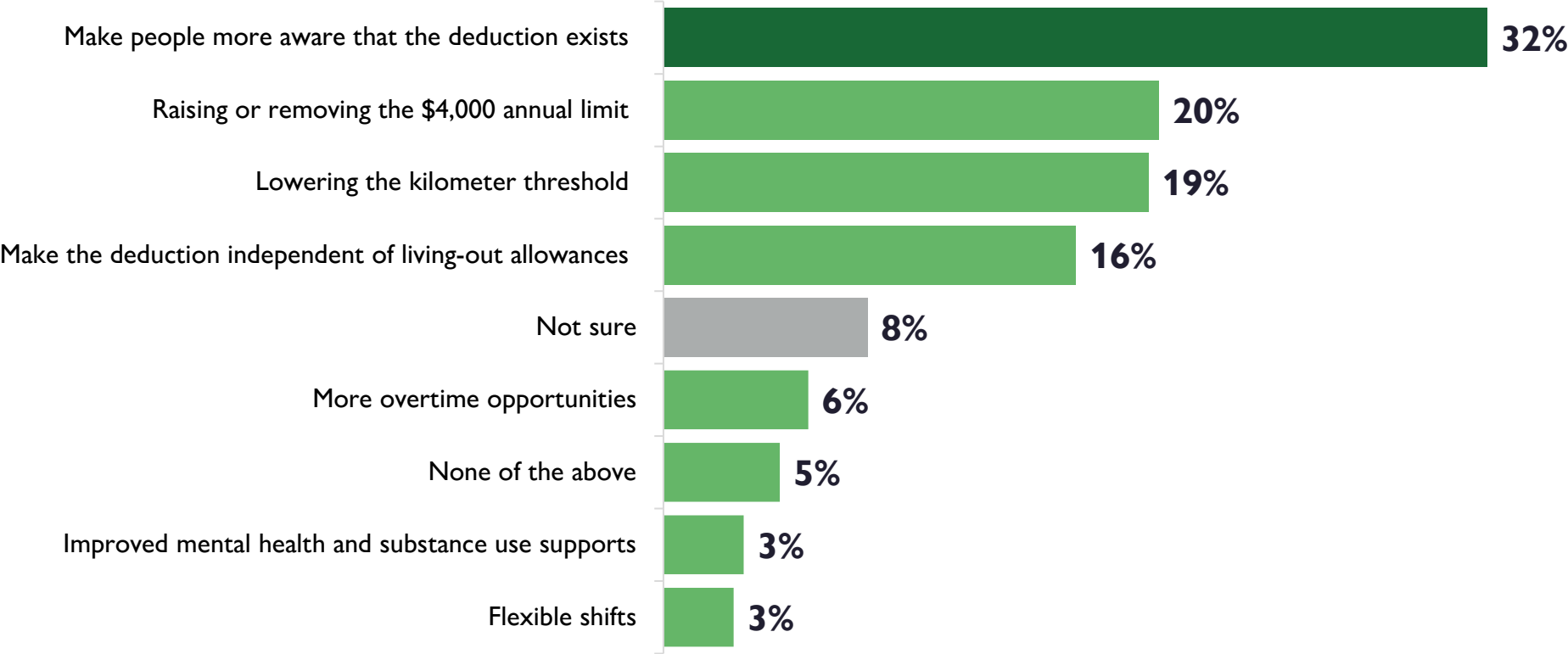
[BASE] n=500



In what ways could the labour mobility tax deduction be improved for workers like you? Select the most important improvement

Red Seal tradespeople are most interested in increasing awareness and understanding of the Labour Mobility Tax Deduction, rather than making changes.

If they were to suggest changes, there is interest in changing the limit, lowering the km threshold, or making the deduction independent of living-out allowances.

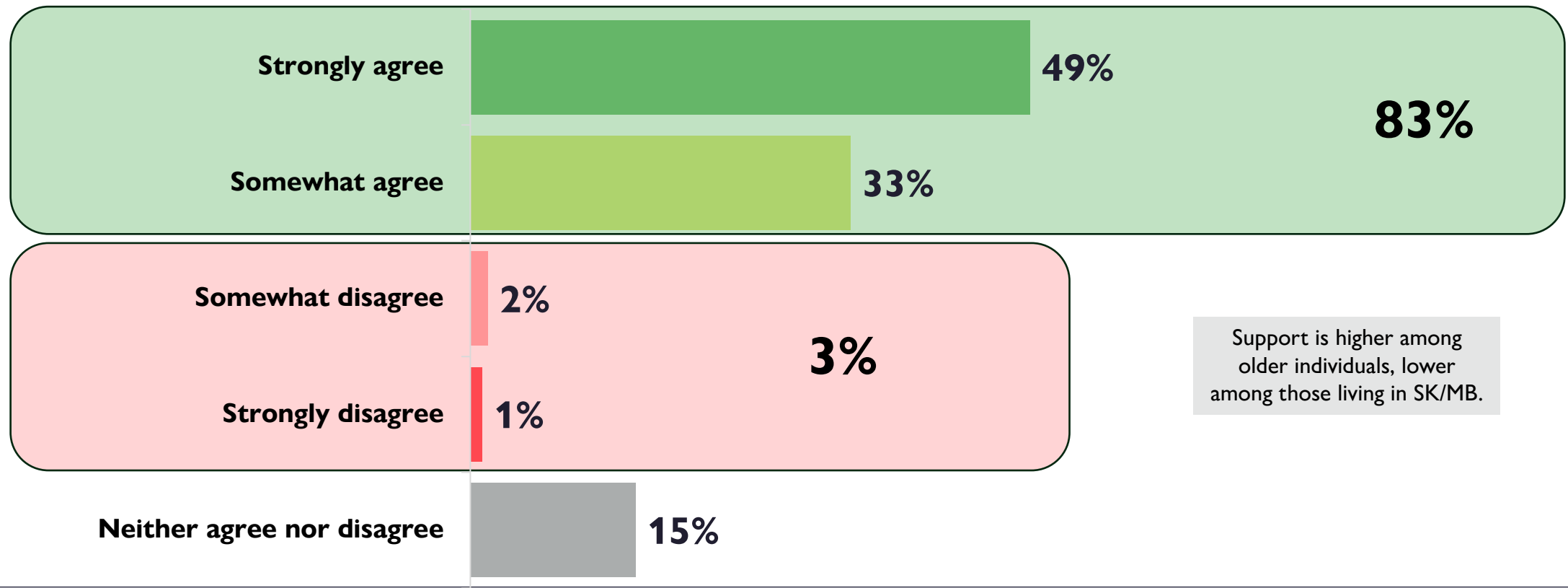


[BASE] n=500



Generally speaking, do you agree or disagree: Companies who win any government-funded projects or receive government investment should be required to pay tradespeople working on that project wages and benefits equal to the union wage and benefits

The majority agree, “Companies who win any government-funded projects or receive government investment should be required to pay tradespeople working on that project wages and benefits equal to the union wage and benefits.”



Support is higher among older individuals, lower among those living in SK/MB.

[BASE] n=500