

## 2022 Makers Index: What's Keeping Young People from the Skilled Trades?

Skilled laborers and tradespeople have a deep, proud history in the U.S, serving as the engine that has built our country's infrastructure and economy, dating back to the very founding of this country. In fact, even George Washington served an apprenticeship to become a land surveyor.

Today, this need is as critical as ever, with demand for additional housing, alternative energy, new means of transportation and a rapidly expanding digital infrastructure that has been the basis for remote work during the recent pandemic.

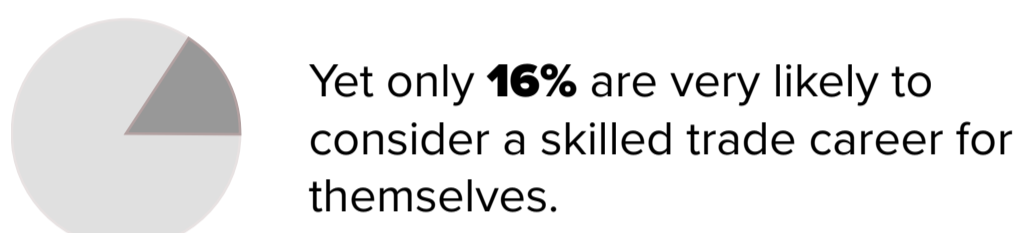
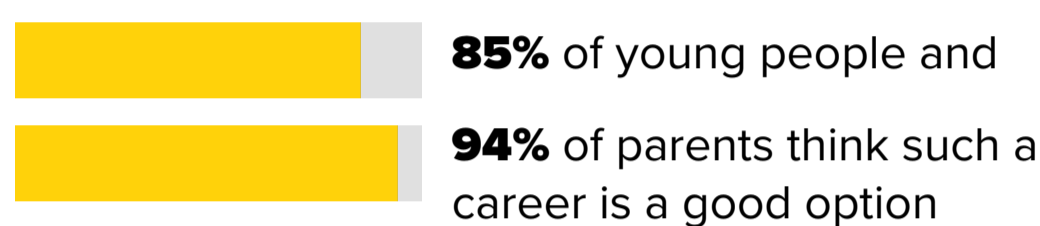
Yet, there is currently an acute need for these valued workers. A projected 650,000 construction jobs are open in the U.S. alone, and 10 million manufacturing jobs are unfilled worldwide.

### A major reason why? Young high school graduates aren't entering the trades.

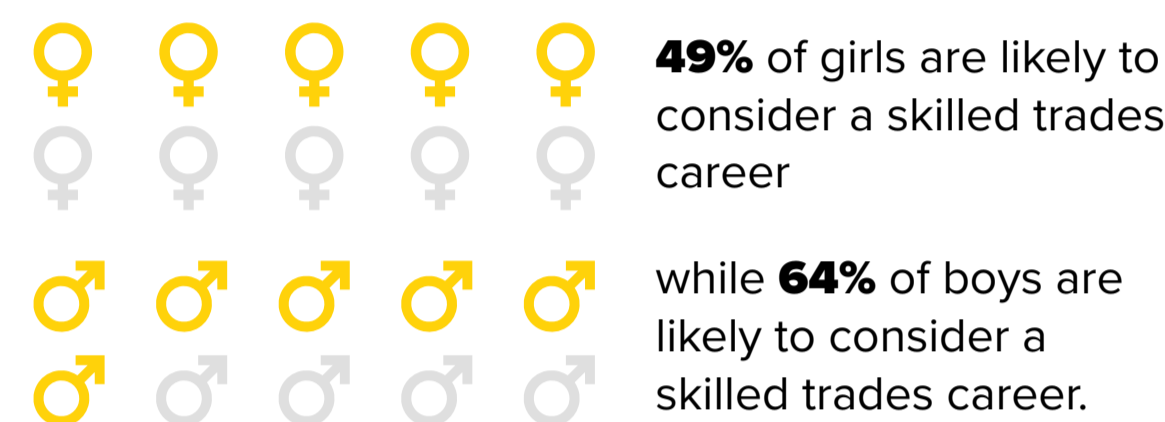
Stanley Black & Decker created the Makers Index, a survey that aims to get to the bottom of what's driving this gap. Two indexes, Knowledge & Perception Index and the Advocacy Index, will track progress in increasing awareness and drawing new workers to the skilled trades.

### Key findings

**High schoolers see the trades as good career choices – just not for them:** Young people and their parents have favorable views of the skilled trades –



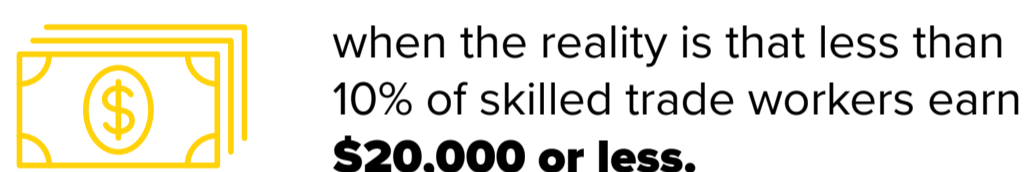
**There are discrepancies in knowledge, consideration and appeal between genders:** Teen boys are much more likely to consider a skilled trades career in the future than teen girls –



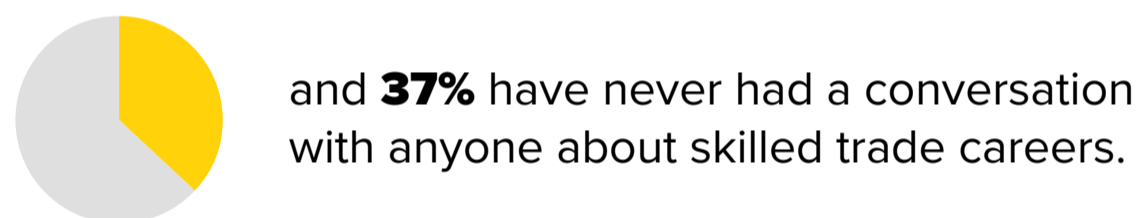
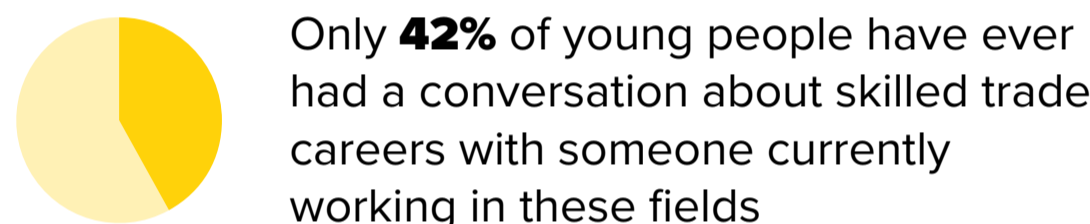
**Young people vastly underestimate the potential earnings in the skilled trades:**



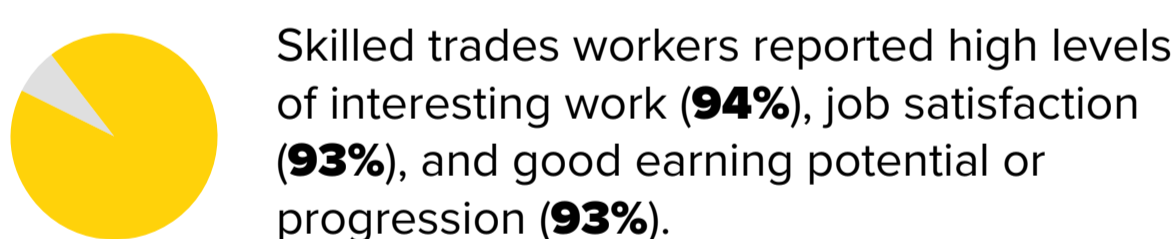
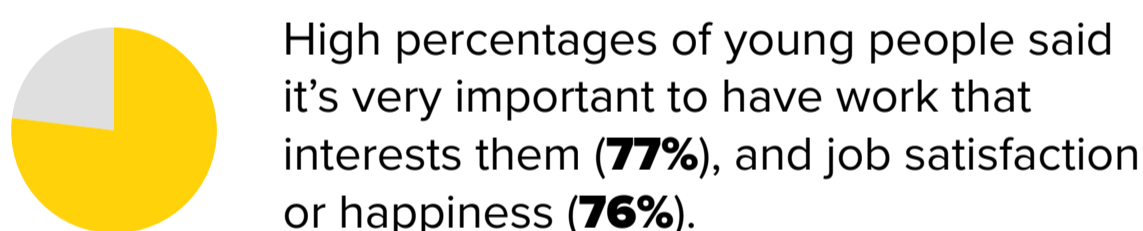
**One in five** young people (19%) think skilled trade starting pay is less than \$20,000,



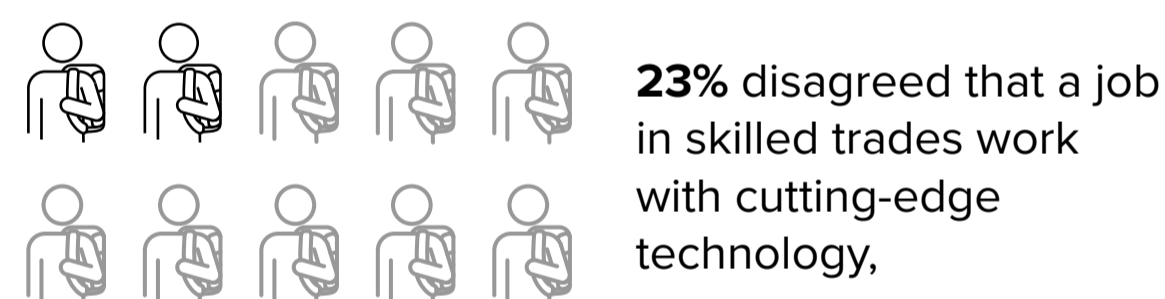
**More exposure to those working in the trades is needed:**



**Young people are looking for financial stability and job satisfaction in their careers – and they could be finding it in the trades:**



**Young people have outdated perceptions of what a career in skilled trades entails:**



when in reality, **89%** of tradespeople say they work with cutting-edge technology.

### The solutions

Better communicate the financial security that skilled trade careers provide

Make skilled trade careers seem more accessible

Expose young people directly to those working in the skilled trades

#### Inaugural Makers Index scores:

Our baseline index scores show that there is a work to be done in increasing young people's knowledge of the skilled trades, although their parents fare a bit better. Those already in the skilled trades stand out as the best advocates for the chosen calling with a high benchmark for advocacy.

##### Knowledge & Perception Index

Youth: 62.4  
Parents: 76.0

##### Advocacy Index

Workers: 84.6

#### About this survey:

The Stanley Black & Decker Empower Makers Survey was conducted by KRC Research from August 30 to September 13, 2021. The survey was fielded among:

801 young people who are high school sophomores, juniors, or seniors;

200 parents of students in these grades; and

502 workers in skilled trade professions.

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Learn more at <https://www.stanleyblackanddecker.com/social-responsibility/our-mission>.

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