

According to the U.S. Bureau of Labor Statistics, nearly 23% of construction workers are at least 55 years old. Since the average U.S. construction worker retires in their early sixties, nearly one-fourth of the industry's workforce is expected to retire within the next decade. This industry exodus could indicate an imminent labor dilemma for construction business owners. But there is hope on the horizon: Gen Z workers.

Gen Z, those born between 1995 and 2010, currently represents a quarter of the U.S. workforce. And as many aspiring professionals are choosing to bypass college in pursuit of vocational training programs, there is excitement that they could choose meaningful careers in the skilled trades.


Despite this promising possibility, there will be plenty of competition for Gen Z professionals in the years ahead, making it critical for contractors to understand how to recruit and retain them successfully. Fortunately, a wealth of research has efforts to attract Gen Z workers and keep them around for years to come:

## CAREER GROWTH OPPORTUNITIES FOR SKILLED TRADES PROFESSIONALS

properly, this role can expose Gen Z workers to a variety of

## THE TOOLBELT GENERATION IS HERE

An increasing number of Gen Z students are pursuing a career in the skilled trades. While this is great news for construction businesses, how contractors work to meet the desires and expectations of Gen Z workers will likely dictate their success.

and thrive, but contractors hold the key to ensuring their dreams meet fruition. Focusing on these essentials can help construction businesses attract the next wave of skilled-trades professionals and ensure they stay with their business for many years to come. 

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## About the Author

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John Lack brings over 35 years of experience in the construction industry. He is currently the Vice President of Acuity Insurance, including carpentry,

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