

TrueBlue Survey Finds Experienced Workers Are Driving New Interest in Skilled Trades

As construction season ramps up, findings show growing interest in skilled trades among temporary workers with seasoned talent leading the way

TACOMA, Wash.--(BUSINESS WIRE)-- As construction season accelerates and employers continue to compete for skilled talent, new TrueBlue (NYSE: TBI) survey findings show growing interest in skilled trades among temporary workers, while also pointing to the need for clearer, more affordable pathways into these careers.

According to a recent survey of more than 1,200 TrueBlue temporary workers, nearly half of those responding to questions about skilled trades (48%) report greater interest compared to previous years, including 32% who say they are much more interested.

That interest is broad-based but concentrated among experienced workers: more than four in five of those expressing greater interest were between the ages of 30 and 59, pointing to an opportunity to reskill and redeploy proven talent, not only to attract new entrants.

“Demand outlook for skilled trades remains strong, driven in part by ongoing retirements that will shape the labor market for years,” said Taryn Owen, President and CEO of TrueBlue. “We’re seeing interest from both experienced workers changing careers and people just entering the workforce. With our national scale, local presence, and deep workforce expertise, TrueBlue is well positioned to translate that interest into the talent our customers need.”

When asked what factor would most increase their likelihood to pursue a skilled trade career, workers cited:

- Paid training or apprenticeships: 31%
- Higher pay: 30%
- Job stability: 21%

At the same time, survey results point to a gap between interest and access. The most-cited barriers were the cost of training (29%) and concerns about job stability (27%), followed by uncertainty about how to get started (19%), highlighting the need for clearer, more affordable, and more dependable pathways into skilled careers.

That opportunity comes at a critical moment. Demand for skilled trades talent remains strong across construction, energy, manufacturing, and infrastructure projects, including data centers, renewable energy, and large-scale public works. U.S. Bureau of Labor Statistics data projects roughly 650,000 openings each year in construction and extraction occupations over the next decade—underscoring the importance of expanding access to

training and accelerating pathways into these roles. Through programs like TrueBlue's apprenticeship and workforce development initiatives, workers can gain the hands-on experience needed to move into high-demand careers.

"The interest is there—what holds people back is cost, uncertainty about where to start, and concerns about job stability. That's where we come in," said Jill Quinn, SVP and President of PeopleReady Skilled Trades. "By connecting workers directly to training, hands-on experience, and real job opportunities, we turn that interest into a lasting career while giving our customers reliable access to the skilled talent they need."

About TrueBlue

TrueBlue (NYSE: TBI) is a leading provider of specialized workforce solutions. As The People Company®, we put people first—advancing our mission to connect people and work while delivering smart, scalable solutions that help businesses grow and communities thrive. Since our founding, TrueBlue has connected more than 10 million people with work and served over 3 million clients across a variety of industries. Powered by proprietary, digitally enabled platforms and decades of expertise, our brands—PeopleReady, PeopleScout, Staff Management | SMX, Centerline, SIMOS, and Healthcare Staffing Professionals—provide a full spectrum of flexible staffing, workforce management, and recruitment solutions that bring precision, speed, and scale to the changing world of work. Learn more at trueblue.com.

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