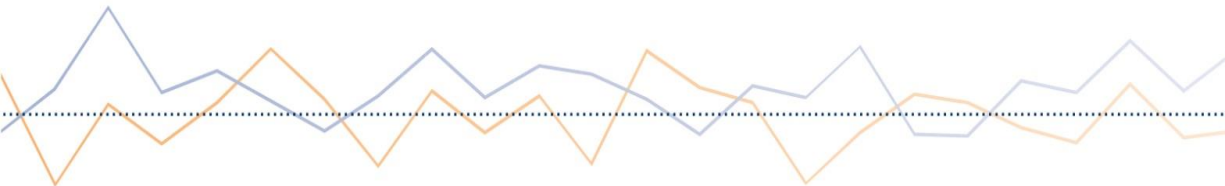


***Nova Scotia Department of Labour
and Advanced Education –
Apprenticeship Employers Study***



Corporate Research Associates Inc.

March 2014



This research will enable the Department of Labour and Advanced Education to adapt the Program as necessary to better meet the needs of employers and to ensure their participation in apprenticeship training. Specifically, the survey findings will give the Department the required information to:

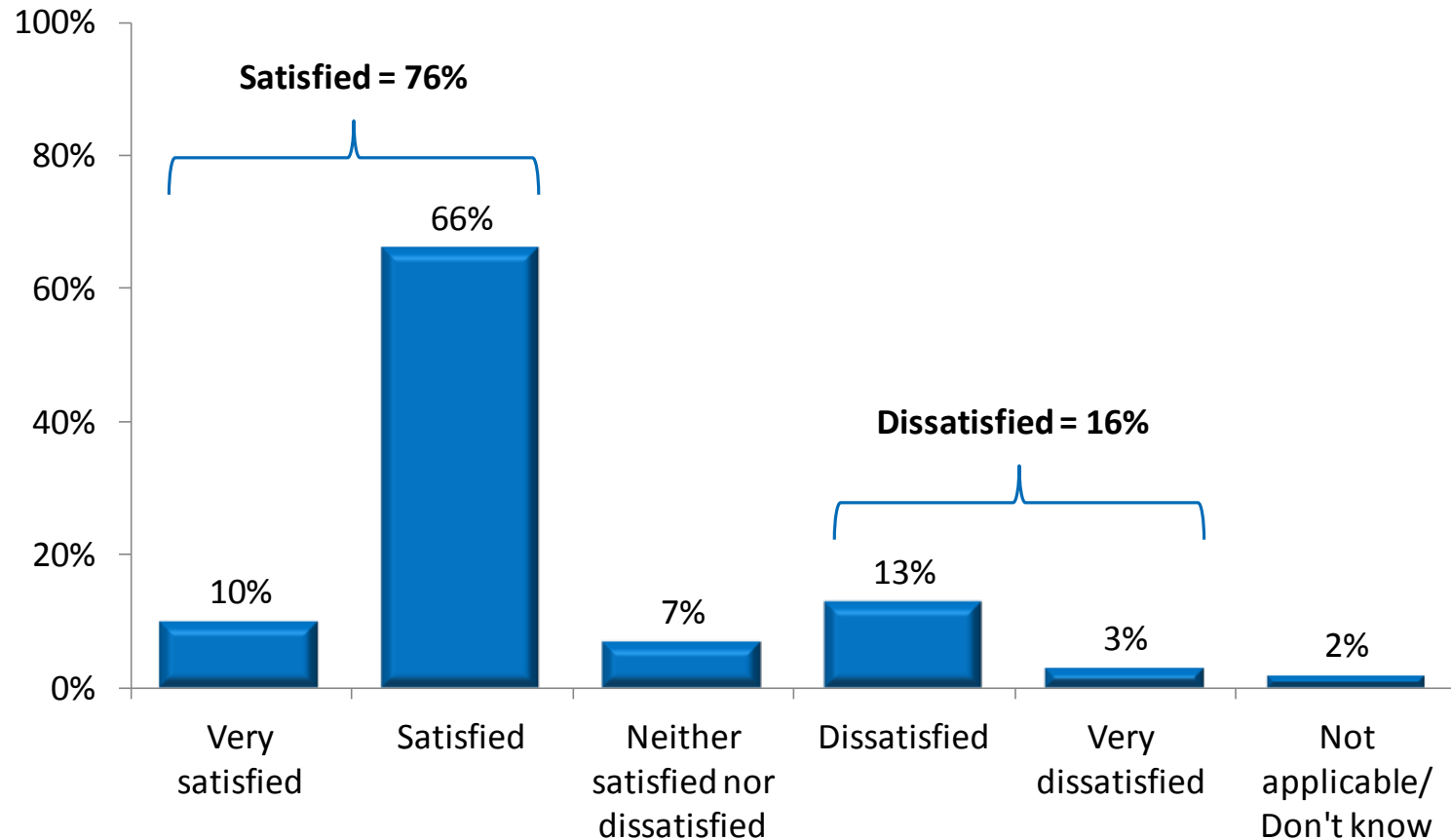
- ✓ *Support efforts to effectively measure the performance of the Program in meeting the labour market-related needs of employers; and*
- ✓ *Guide policy and decision making to increase employer participation and satisfaction in apprenticeship.*

- ✓ *Data collected from a random sample of 500 employers of apprentices in Nova Scotia.*
- ✓ *Dates of telephone interviewing: January 22 – February 13, 2014.*
- ✓ *The overall margin of error for a sample of 1,873 employers is +/- 3.8 percentage points, 19 times out of 20.*

Automotive Service Technician	105	Metal Fabricator (Fitter)	2
Automotive Trades	1	Mobile Crane Operator	2
Boat Builder	5	Motor Vehicle Body Repairer	22
Boilermaker	1	Oil Heat System Technician	15
Bricklayer	7	Plumber	34
Carpenter	76	Power Engineer	19
Construction Electrician	93	Powerline Technician	1
Construction Trades	2	Refrigeration and Air Conditioning Mechanic	15
Cook	36	Roofer	2
Gas Fitter	11	Sheet Metal Worker	7
Heavy Duty Equipment Technician	11	Sprinkler System Installer	5
Industrial Electrician	11	Steamfitter/Pipefitter	6
Industrial Mechanic (Millwright)	16	Truck and Transport Mechanic	37
Instrumentation and Control Technician	5	Welder	10
Machinist	15		

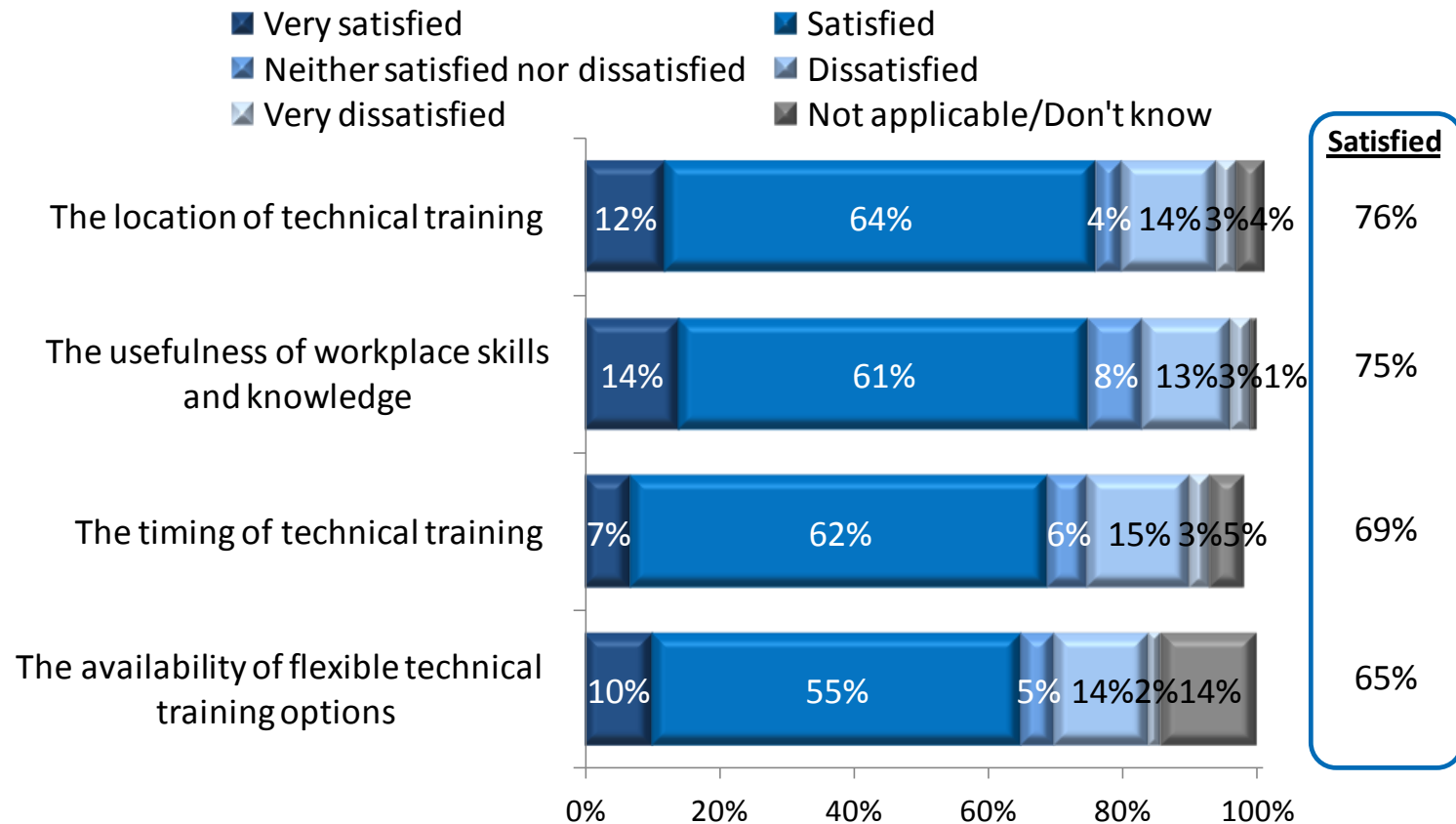
Most employers are satisfied with the technical training that apprentices receive.

Overall Satisfaction with Technical Training Received by Apprentices



Q.5: And overall, are you very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, or very dissatisfied with the technical training that apprentices receive? (n=500)

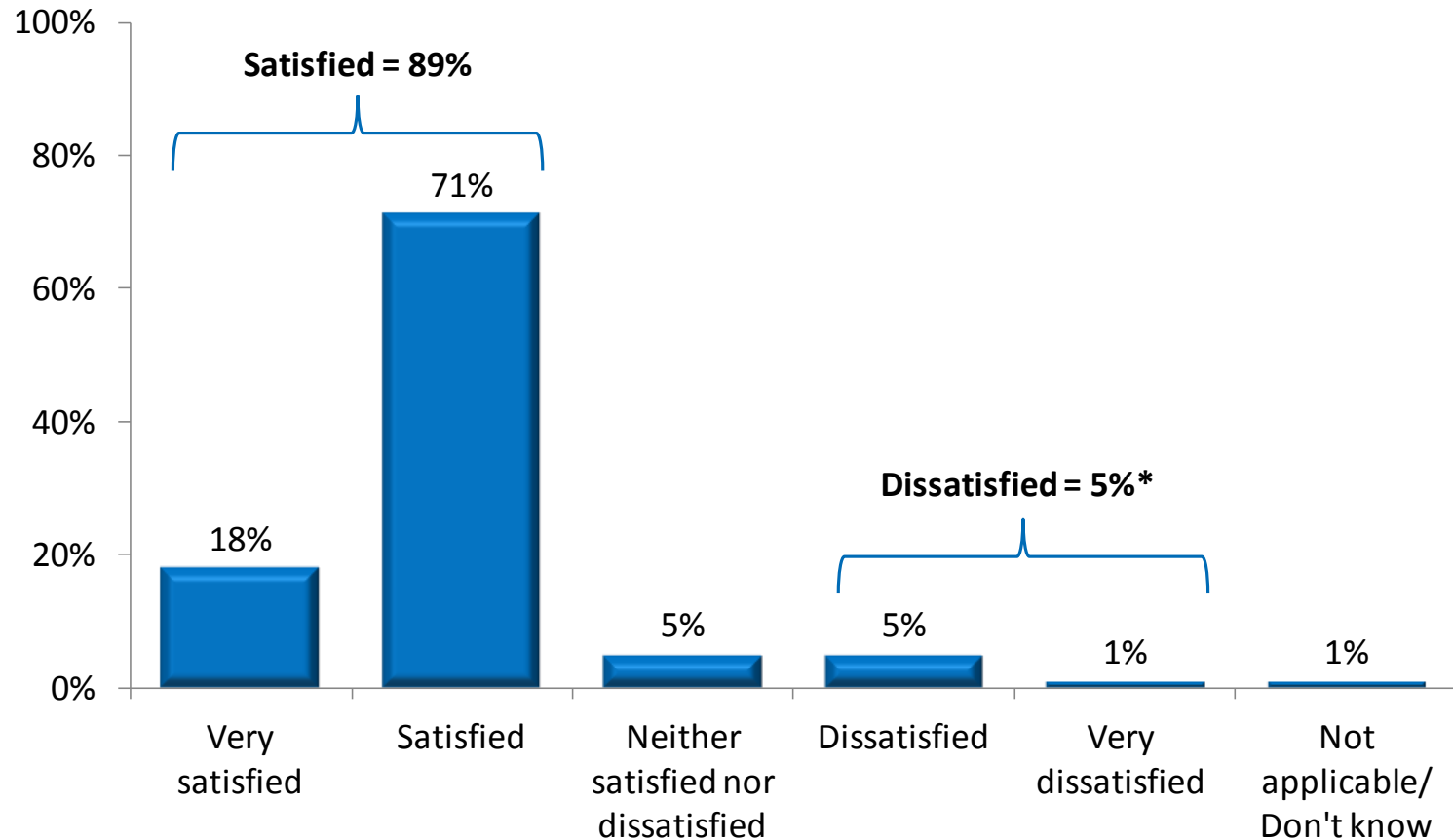
Satisfaction with Aspects of Technical Training Received by Apprentices



Q.3a-d: I will now ask about various aspects of the technical training that apprentices receive. All things considered, are you very satisfied, satisfied, neither satisfied nor dissatisfied, or dissatisfied in terms of ...: (n=500)

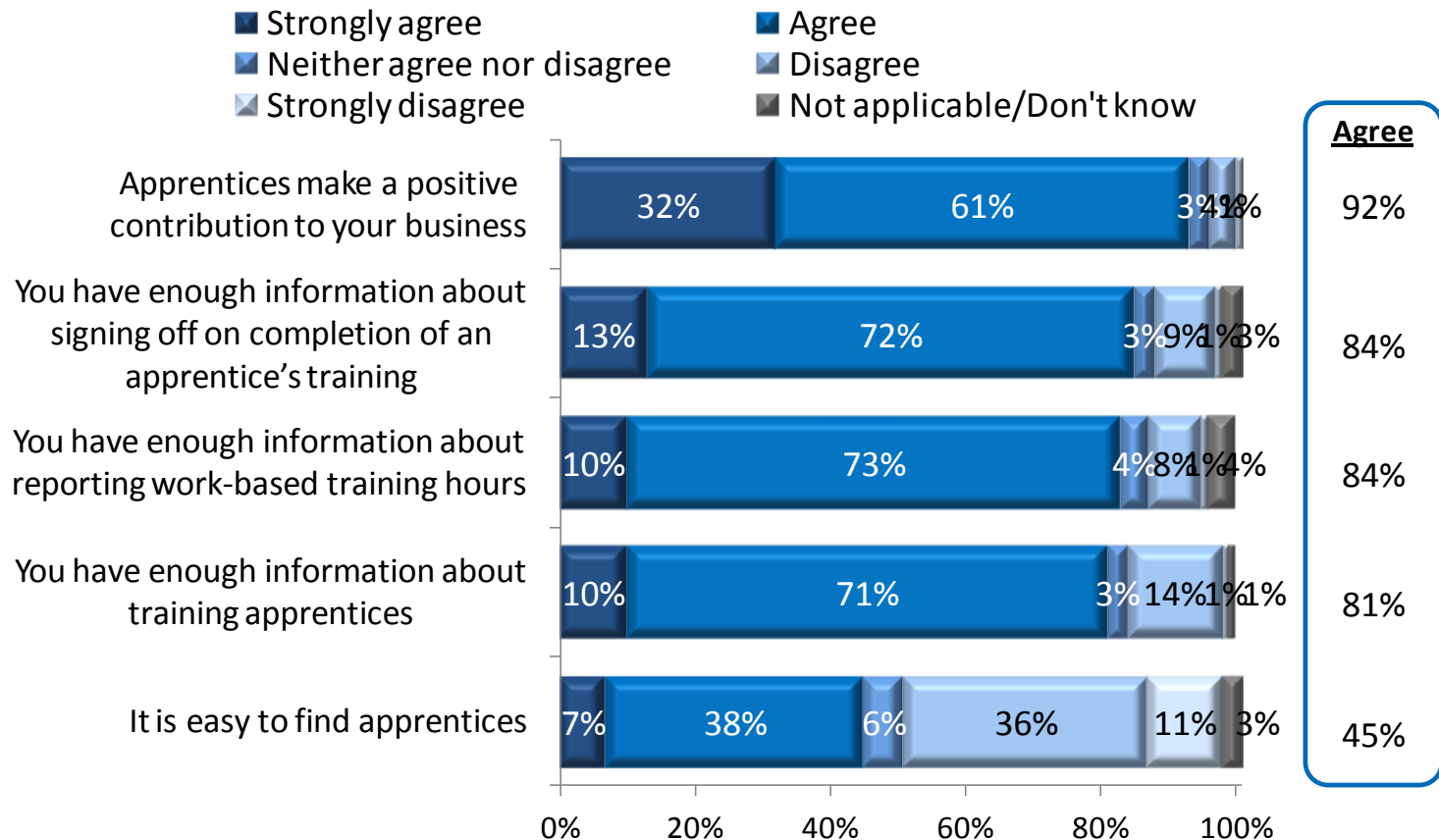
Most employers are satisfied with the experience of being an employer of apprentices, although finding apprentices presents a challenge for some employers.

Overall Opinion of Experience of Being an Employer of an Apprentice



Q.8: And overall, are you very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, or very dissatisfied with the experience of being an employer of an apprentice? (n=500) *Due to rounding.

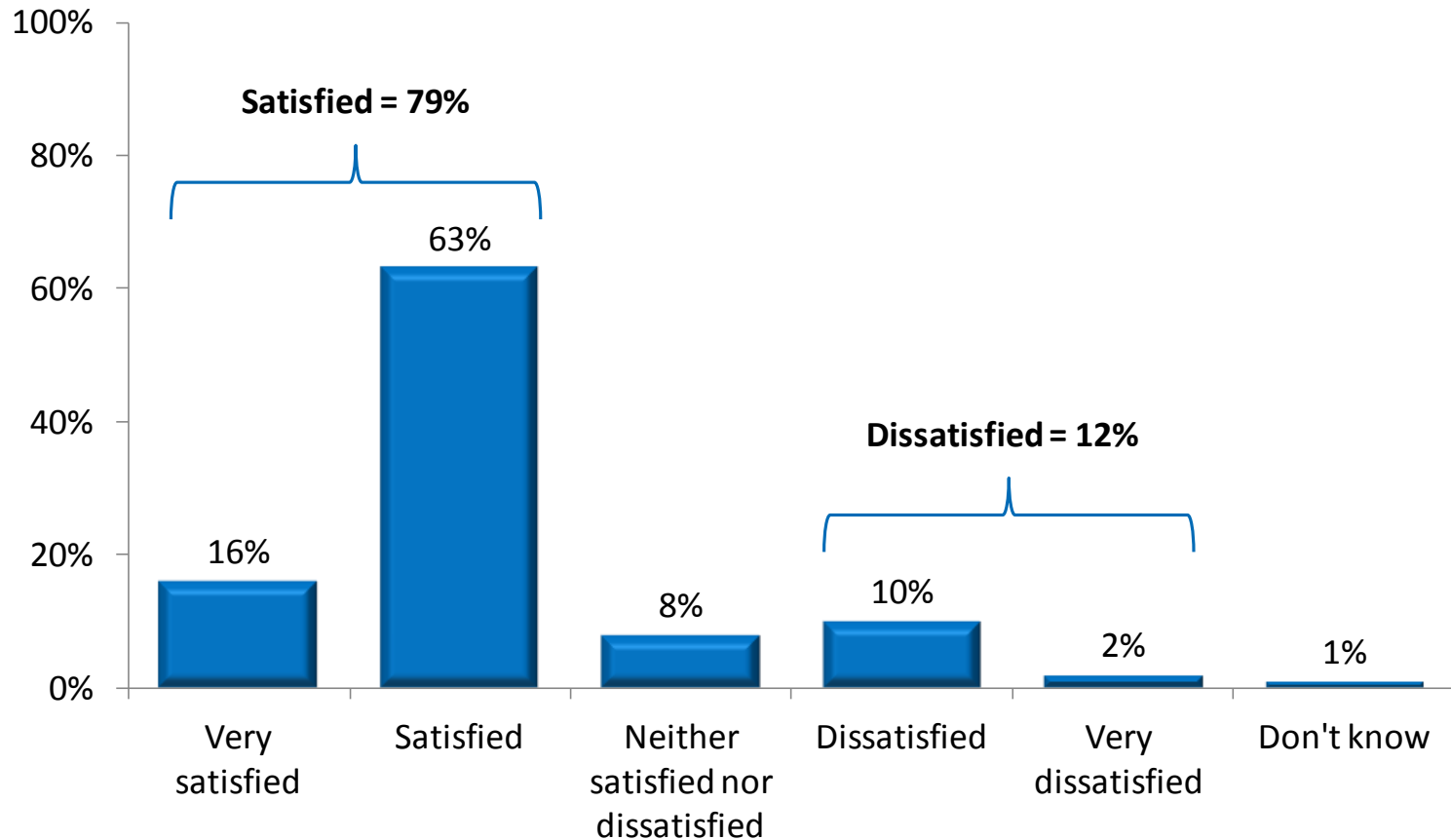
Perceptions Regarding Aspects of Being An Employer of Apprentices



Q.6a-e: The next topic focuses on your role as an employer of an apprentice. All things considered, do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree that: (n=500)

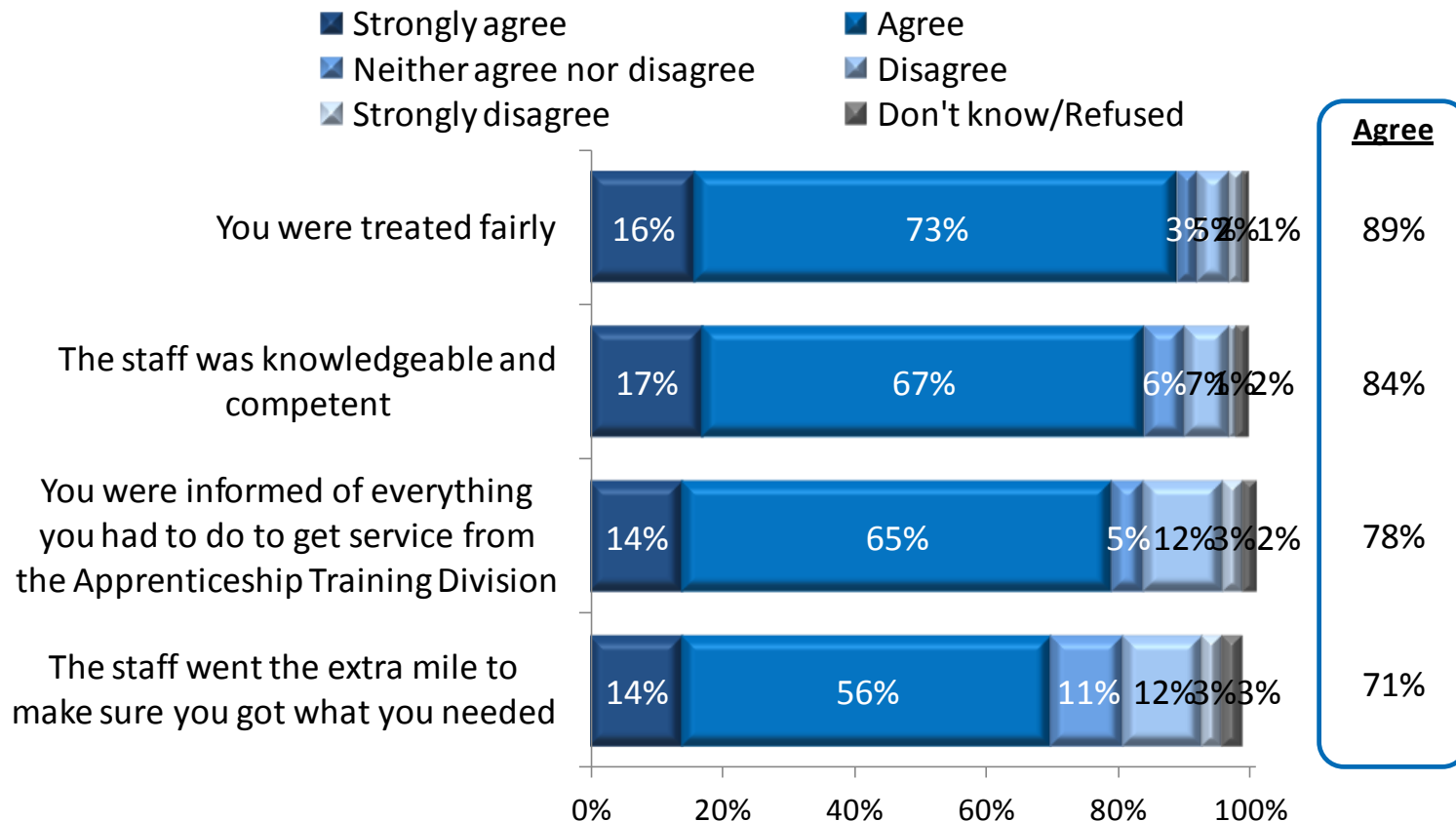
Employers are satisfied with the customer service they receive from the Apprenticeship Training Division.

Overall Satisfaction with Customer Service of the Apprenticeship Training Division



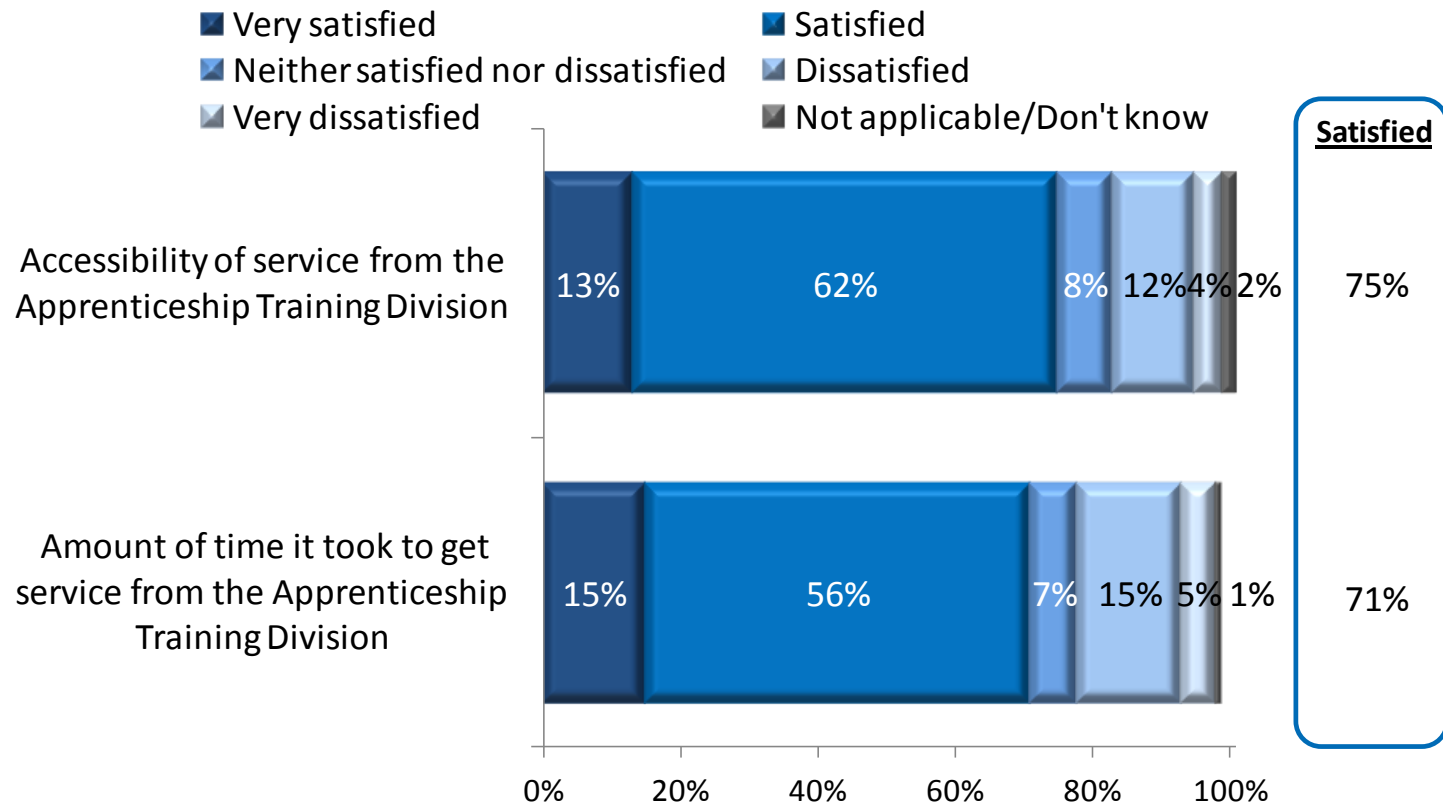
Q.13: And overall, are you very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, or very dissatisfied with customer service of the Apprenticeship Training Division? (n=500)

Assessment of Interactions with Apprenticeship Training Division and its Customer Service



Q.10a-d: Thinking about your interactions, in general, with the Apprenticeship Training Division and its customer service, do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements? (n=500)

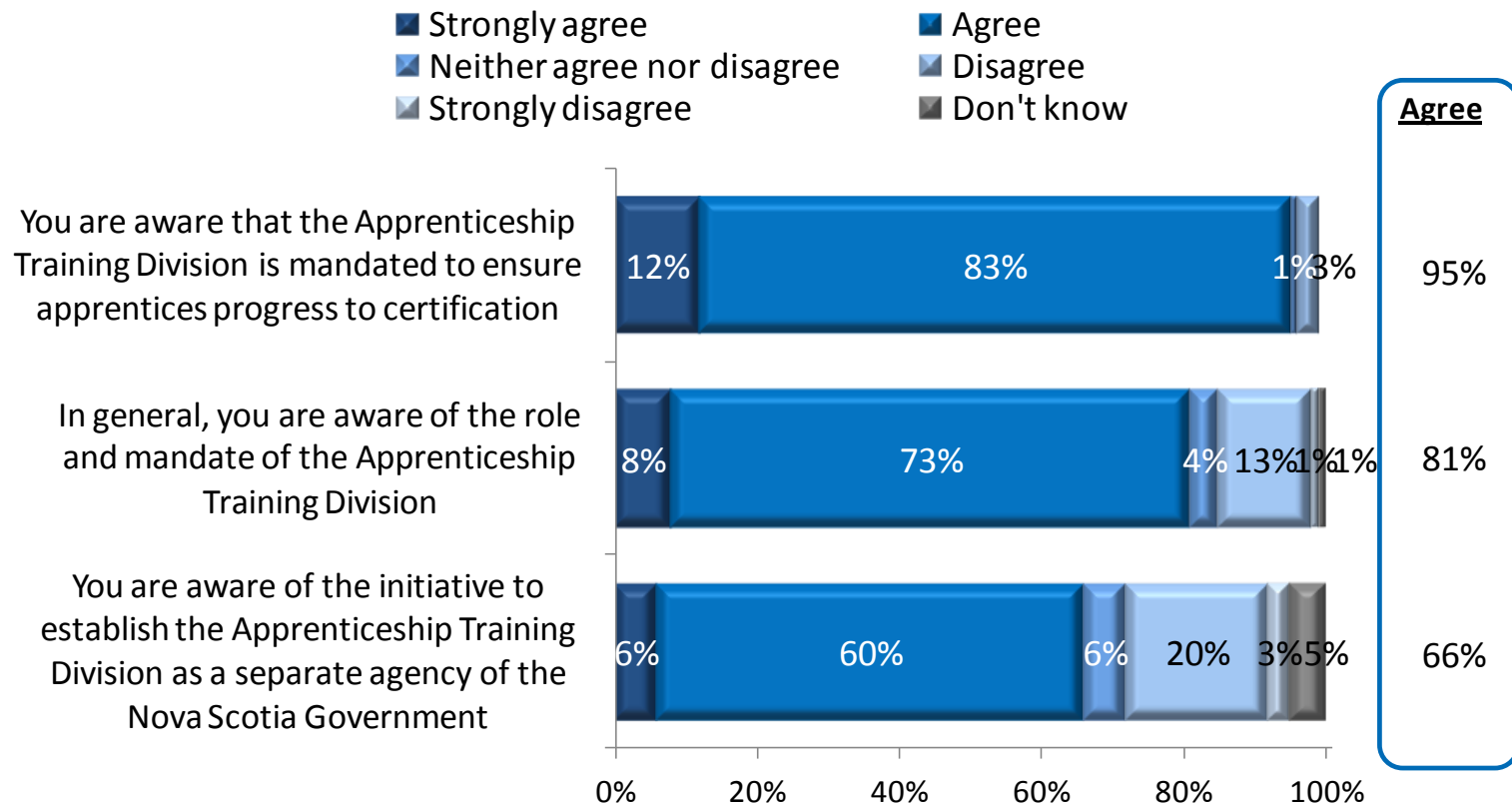
Satisfaction with Aspects of the Apprenticeship Training Division's Customer Service



Q.11a-b: Still considering the customer service with Apprenticeship Training Division, have you been very satisfied, satisfied, neither satisfied nor dissatisfied, or dissatisfied with the ...: (n=500)

Awareness of the role and mandate of the ATD is fairly widespread among employers, while there is less awareness of the initiative to establish the division as a separate agency of the Nova Scotia Government.

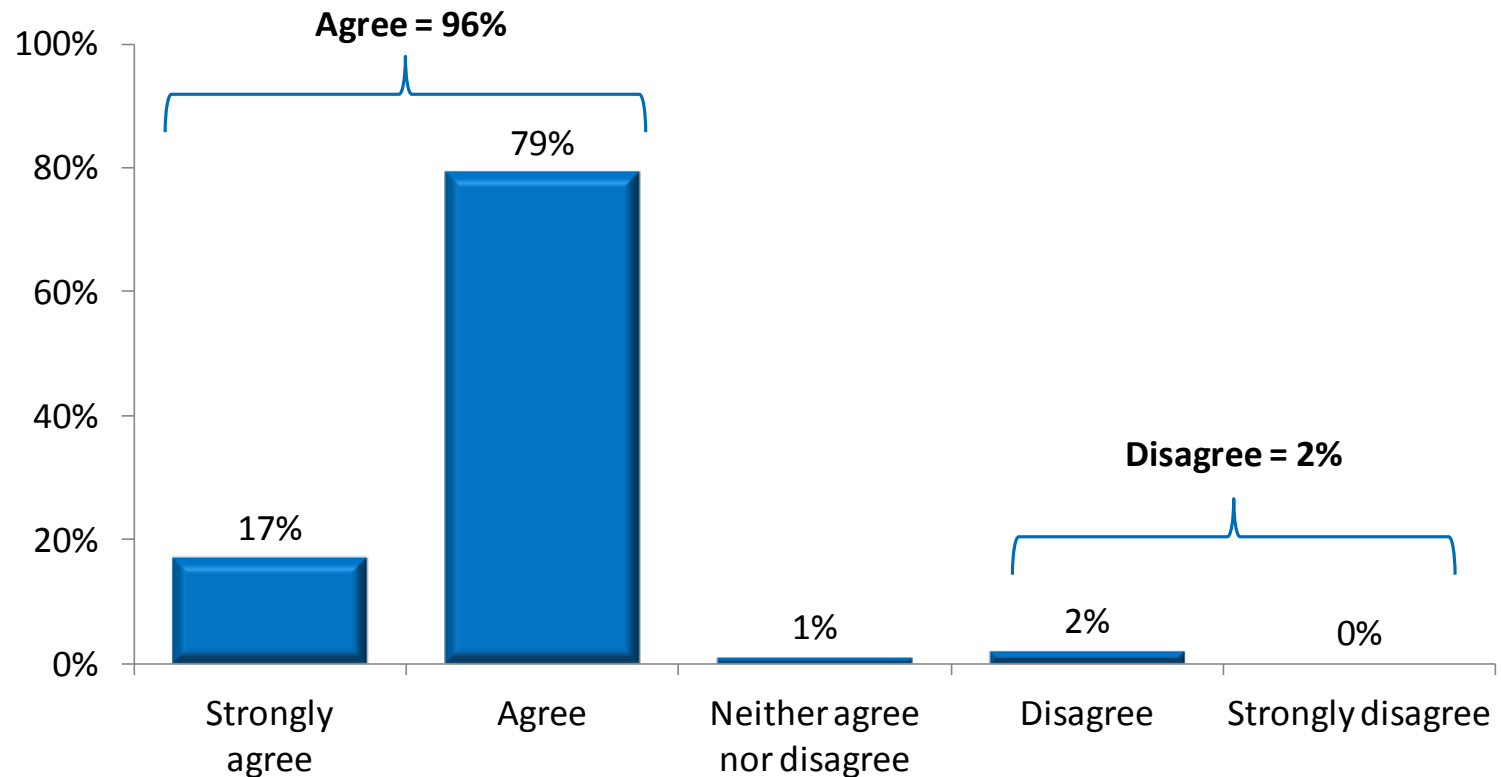
Awareness Regarding the Role and Mandate of the Apprenticeship Training Division



Q.14a-c: The next questions relate to your awareness of the Apprenticeship Training Division's role and mandate. Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements? (n=500)

There is extensive awareness among employers of their own roles and responsibilities as an employer in the Nova Scotia apprenticeship training system.

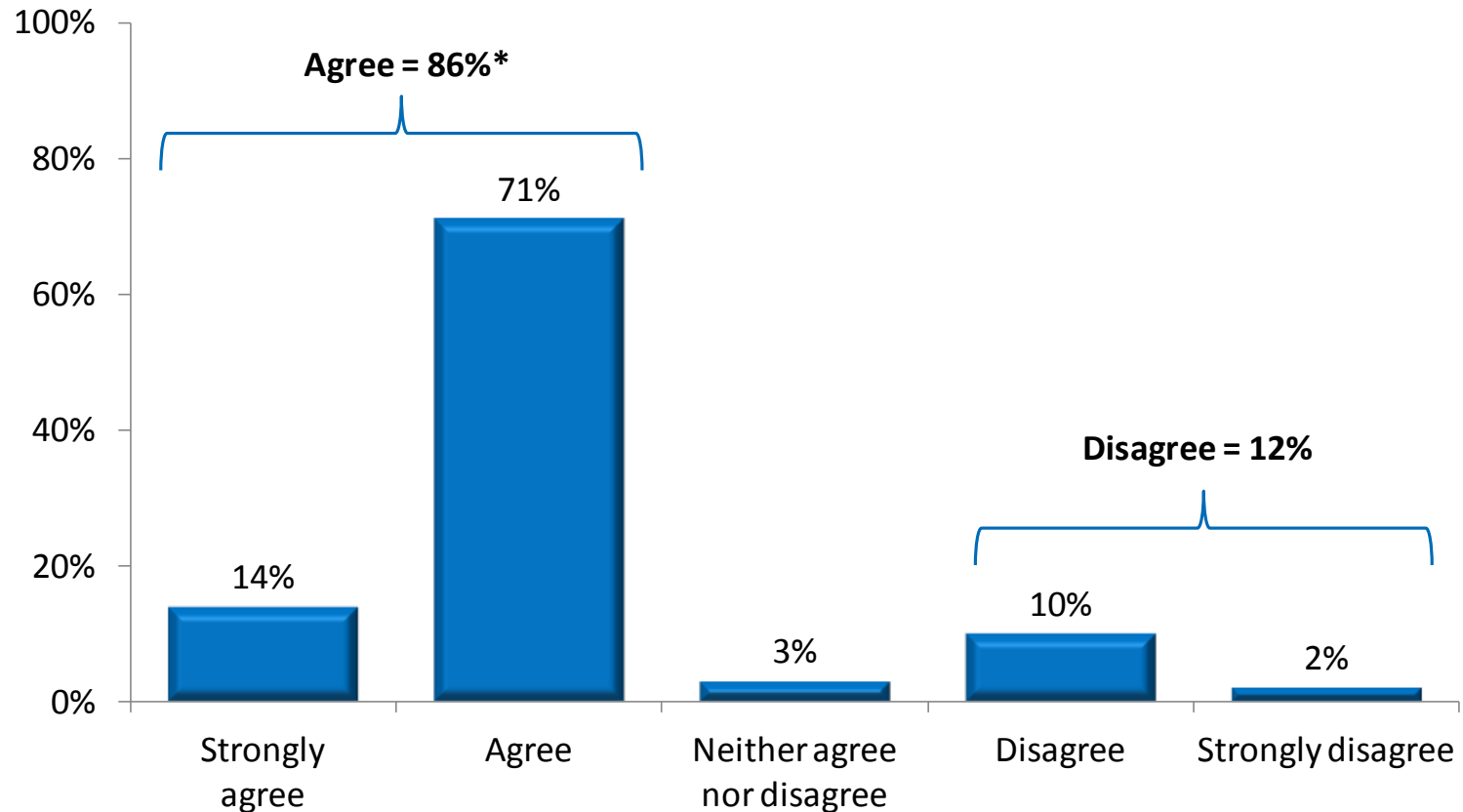
Aware of Role and Responsibilities as an Employer in the Nova Scotia Apprenticeship Training System?



Q.15: The next questions relate to your role and responsibilities as an employer in the apprenticeship training system. Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statement? In general, you are aware of your role and responsibilities as an employer in the Nova Scotia apprenticeship training system. (n=500)

Employers largely know how to get information about the ATD, and use a variety of sources to do so, with the ATD training officer and the office itself being most widely consulted.

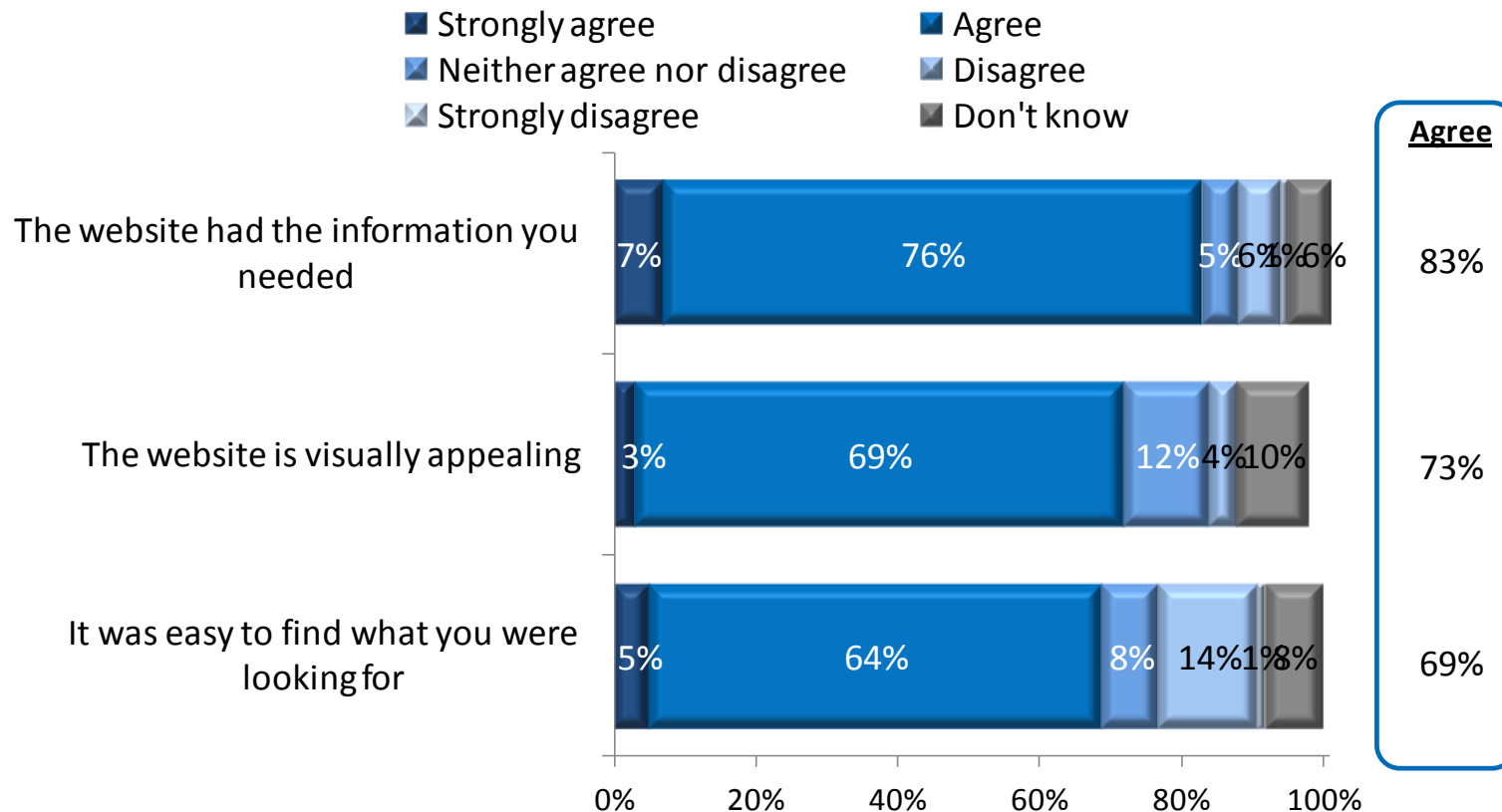
I Know How to Get Information About the Apprenticeship Training Division and its Programs



Q.17: The following statement concerns information sources about the Apprenticeship Training Division. Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statement? I know how to get information about the Apprenticeship Training Division and its programs. (n=500) *Due to rounding.

Most of those using the Apprenticeship Training Division website were successful in finding what they needed.

Assessment of the Apprenticeship Training Division's Website

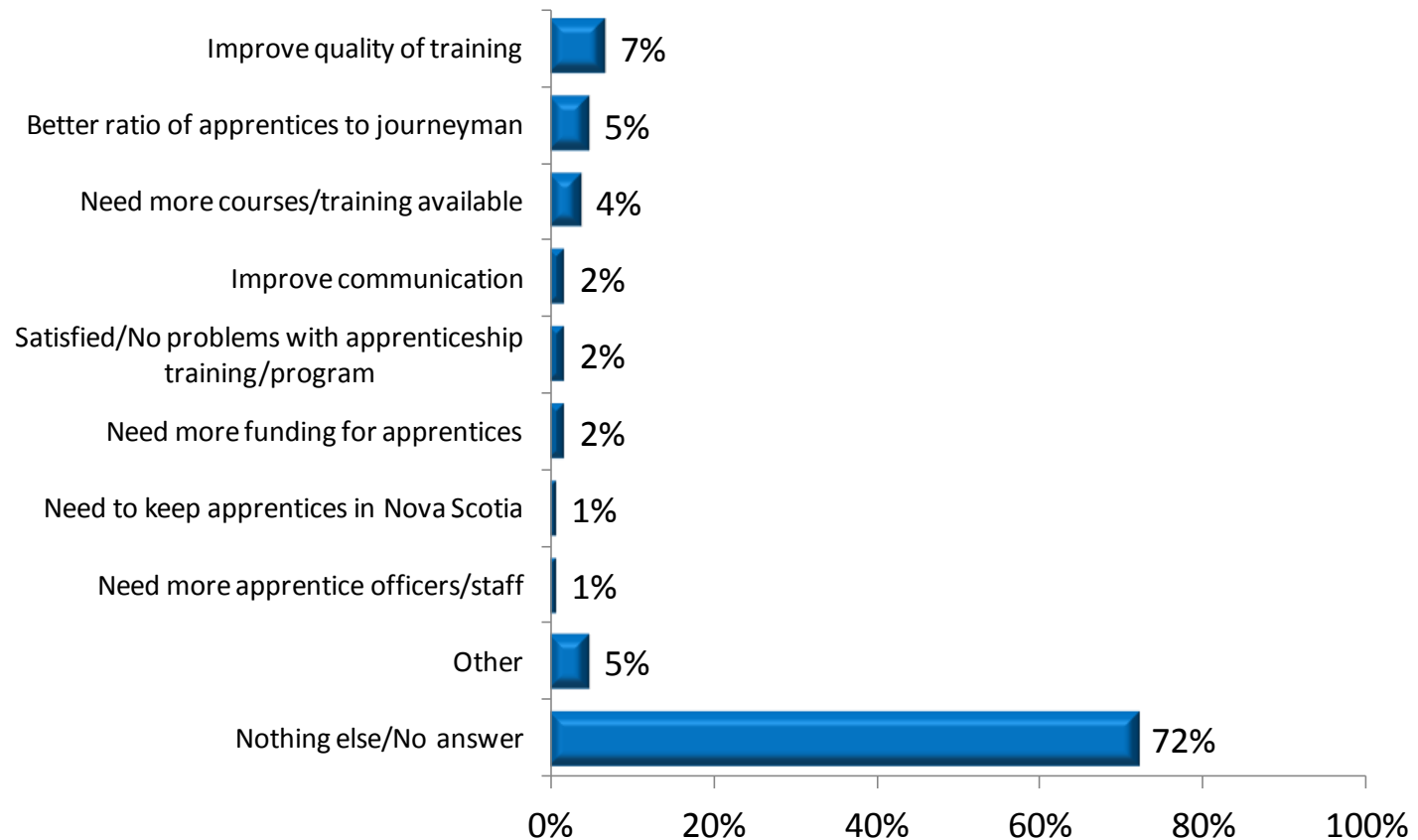


Q.19a-c: The following questions focus on the Apprenticeship Training Division's website. Thinking about when you have accessed this website, do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements? (n=311)

Additional Comments

Comments Regarding Apprenticeship Training in Nova Scotia

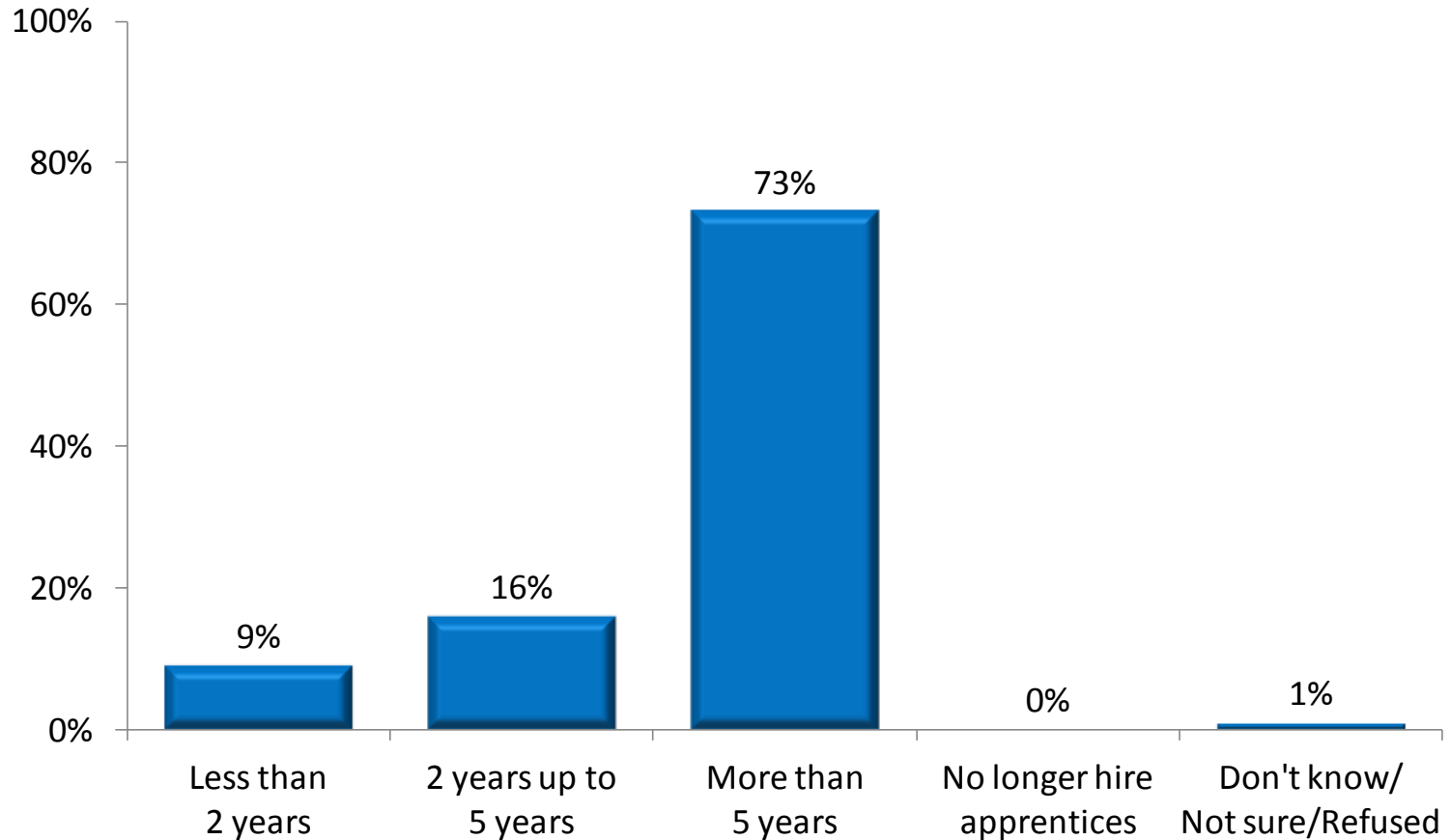
Total Mentions, Unaided



Q.23a: And in closing, is there anything else you wish to add in regards to apprenticeship training in Nova Scotia? (n=480)

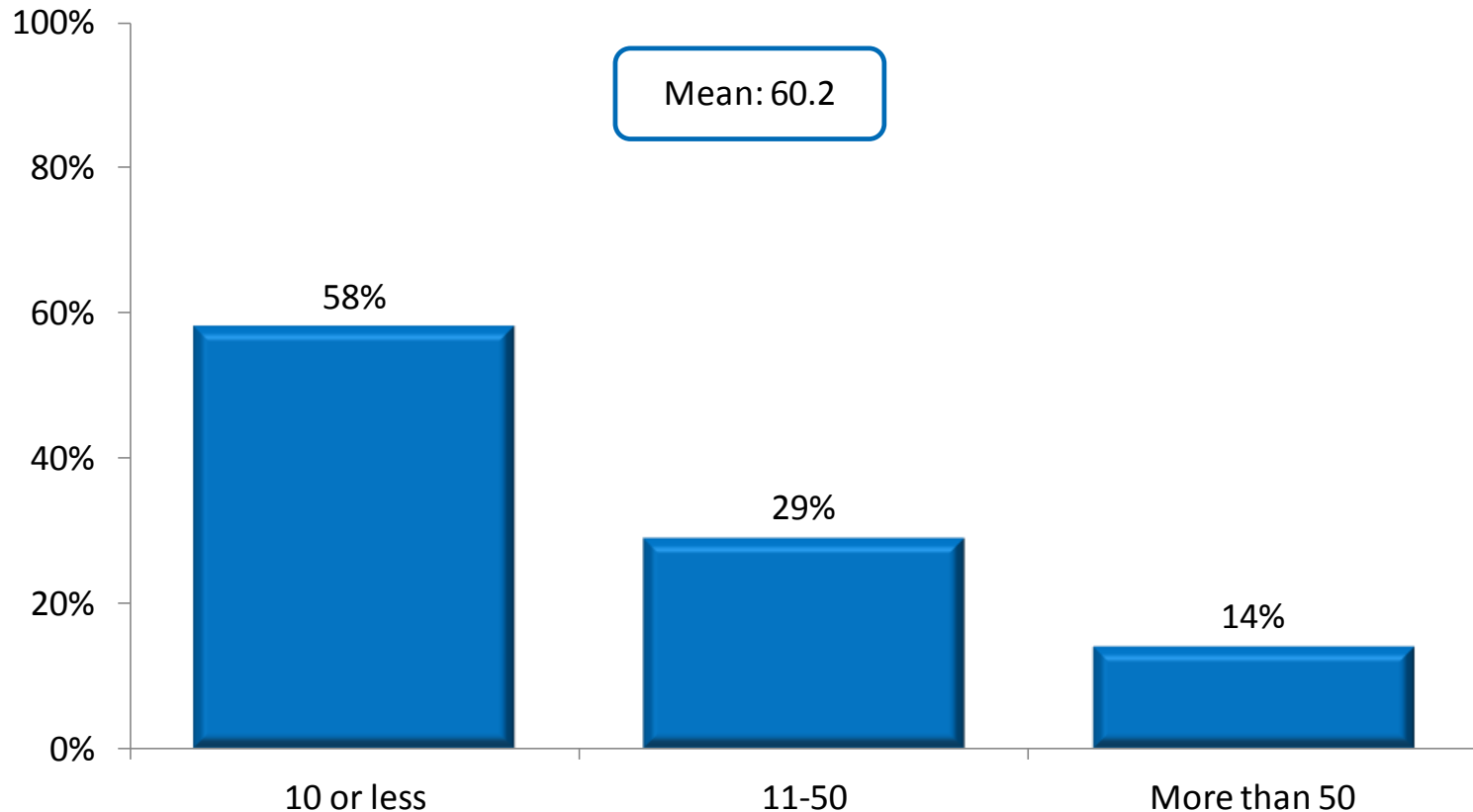
Apprenticeship Employer Profile

Length of Time Your Organization Has Been Hiring Apprentices



Q.21: To the best of your knowledge, for how long has your organization been hiring apprentices? Has it been ...: (n=500)

Number of Full-Time Employees at Company's Operations in Nova Scotia



Q.2a: How many full-time employees, including yourself if applicable, currently work at your company's operations within Nova Scotia? (n=500)

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